

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 2009

Dies ist bereits der dritte Jahresbericht der Mediapulse AG, der im Zeichen des Radio- und Fernsehgesetzes steht: Artikel 79 Absatz 1 RTVG und Artikel 74 Absatz 2 RTV 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 vier 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 zur **Geräteausstattung und Empfangssituation der Haushalte** bezüglich TV und Radio zu finden. Im Jahr 2009 wurden die Angaben erstmals im Rahmen des neu konzipierten New Establishment Surveys (NES) erfasst.

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 umfasste 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 November 2009 und März 2010 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.

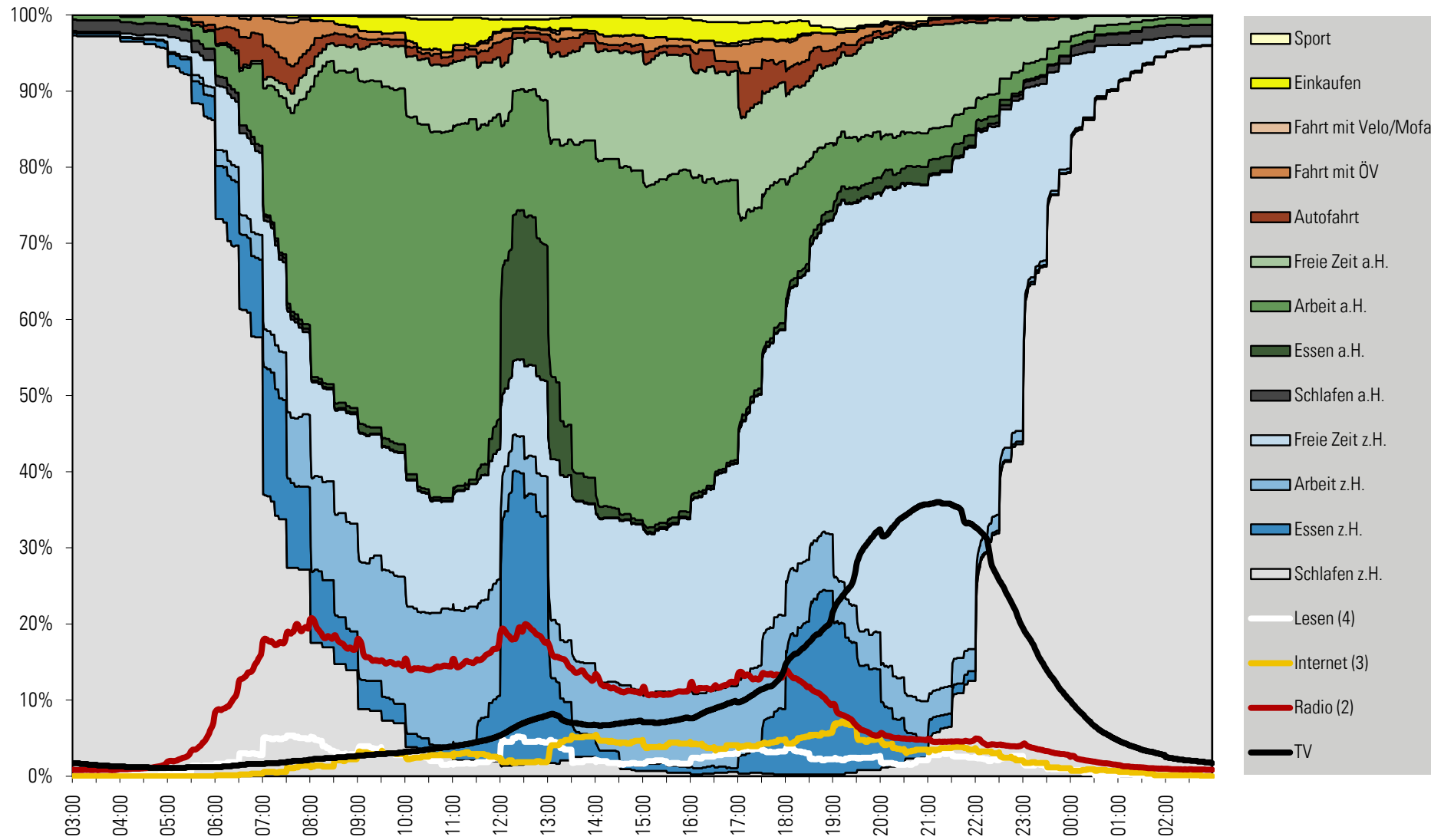
1.1.3 Berichterstattung

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

Time Use Study 2009 / Deutsche Schweiz

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

Universum: 4'539'200 (12+) Stichprobe: 862 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 2009 / Deutsche Schweiz

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

Universum: 4'539'200 (12+) Stichprobe: 862 Interviews

	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	92.8	1.7	0.2	2.4	97.1	1.5	0.0	1.2	0.0	0.0	0.2	0.0	0.0	0.0	2.9	1.3	3.1	0.0	0.0
05:15	91.3	2.3	0.3	2.6	96.6	1.5	0.0	1.3	0.0	0.2	0.5	0.0	0.0	0.0	3.4	1.3	4.3	0.0	0.0
05:30	86.9	3.6	0.8	3.4	94.6	1.4	0.0	2.2	0.0	0.8	1.0	0.0	0.0	0.0	5.4	1.4	5.9	0.0	0.7
05:45	85.9	3.3	1.1	3.7	94.0	1.5	0.0	2.4	0.1	0.7	1.4	0.0	0.0	0.0	6.0	1.5	9.8	0.1	0.9
06:00	72.6	7.8	2.0	8.7	91.0	1.3	0.0	3.8	0.2	2.1	1.5	0.1	0.0	0.0	9.0	1.5	12.9	0.2	1.3
06:15	68.2	8.8	2.2	9.6	88.7	1.2	0.0	4.9	0.4	2.9	1.7	0.0	0.1	0.0	11.3	1.8	16.0	0.2	1.7
06:30	58.5	11.6	2.5	11.5	84.2	1.0	0.0	7.1	0.4	4.6	2.3	0.4	0.1	0.0	15.8	2.0	19.8	0.6	1.9
06:45	55.6	10.6	3.0	12.3	81.4	1.0	0.0	9.8	0.3	4.4	2.5	0.4	0.1	0.0	18.6	2.2	23.7	0.7	1.6
07:00	41.3	17.3	4.2	14.2	76.9	0.7	0.2	13.0	0.9	4.5	3.3	0.4	0.1	0.0	23.1	2.2	26.8	0.8	2.1
07:15	31.7	17.2	5.9	14.3	69.0	0.5	0.4	18.2	1.7	4.3	5.0	0.6	0.2	0.0	31.0	2.3	27.2	0.7	1.8
07:30	26.6	16.1	7.4	13.7	63.8	0.5	0.6	21.8	2.5	4.0	5.8	0.9	0.3	0.0	36.2	2.4	29.0	0.9	1.9
07:45	25.1	11.4	9.2	12.4	58.2	0.4	0.5	28.1	3.3	3.3	5.4	0.5	0.3	0.0	41.8	2.6	30.0	1.1	1.5
08:00	20.9	12.9	10.4	13.0	57.2	0.4	0.5	31.4	2.9	3.2	3.7	0.4	0.5	0.1	42.8	2.8	30.2	1.8	2.4
08:15	16.5	9.8	12.3	13.0	51.6	0.2	0.4	40.0	2.6	2.1	2.3	0.0	0.7	0.1	48.4	2.9	28.1	1.9	1.8
08:30	15.0	9.4	13.1	14.7	52.2	0.2	0.6	39.0	3.1	1.8	2.0	0.0	1.0	0.1	47.8	3.0	27.2	1.8	1.9
08:45	13.9	6.2	13.8	14.5	48.4	0.2	0.7	42.5	3.5	1.9	1.2	0.1	1.4	0.1	51.6	3.1	26.8	1.7	1.8
09:00	12.0	6.6	13.9	17.0	49.5	0.2	1.0	40.0	4.4	1.7	1.2	0.1	1.8	0.2	50.5	3.3	26.9	1.9	3.5
09:15	8.5	4.2	15.9	16.7	45.3	0.1	1.1	44.2	5.0	0.9	1.1	0.0	2.0	0.2	54.7	3.5	24.5	1.7	3.1
09:30	8.0	4.3	15.9	17.2	45.4	0.1	1.1	43.2	5.7	1.1	1.0	0.0	2.3	0.2	54.6	3.5	24.2	1.8	2.9
09:45	7.1	2.8	16.7	16.3	43.0	0.1	1.0	45.9	5.7	1.0	0.9	0.0	2.2	0.2	57.0	3.7	23.7	1.5	2.4
10:00	6.1	3.2	16.2	18.0	43.6	0.1	1.0	42.0	7.4	1.3	1.0	0.0	3.2	0.4	56.4	3.9	23.8	1.8	2.6
10:15	3.6	2.0	16.1	16.7	38.4	0.1	0.7	45.8	8.8	1.2	0.6	0.0	4.0	0.6	61.6	4.1	22.7	1.8	2.2
10:30	3.3	1.7	16.9	15.7	37.6	0.1	0.4	45.5	9.4	1.3	0.8	0.0	4.3	0.5	62.4	4.3	22.8	1.7	2.6
10:45	2.9	1.1	17.7	14.9	36.6	0.1	0.3	47.0	9.0	1.4	0.7	0.0	4.3	0.6	63.4	4.5	23.3	1.7	2.1
11:00	2.5	2.7	17.7	16.7	39.5	0.1	0.5	43.8	8.6	1.6	0.7	0.0	4.4	0.7	60.5	4.8	24.3	1.7	2.1
11:15	2.0	2.3	17.6	16.2	38.1	0.1	0.6	46.3	8.5	1.5	0.8	0.0	3.8	0.3	61.9	5.1	24.1	1.2	1.6
11:30	1.9	5.8	16.8	16.2	40.6	0.0	1.3	42.5	8.1	2.2	0.9	0.4	3.5	0.4	59.4	5.4	25.2	1.3	1.9
11:45	1.8	7.9	14.9	15.9	40.4	0.0	3.6	40.2	8.4	2.3	1.5	0.4	2.7	0.5	59.6	6.1	27.3	1.1	1.7
12:00	1.5	24.3	10.5	13.6	49.9	0.0	11.3	26.3	6.9	2.8	1.0	0.2	1.1	0.5	50.1	7.1	30.1	1.2	2.5
12:15	1.4	36.1	5.7	9.7	52.8	0.0	18.5	17.0	7.2	1.9	0.8	0.1	1.2	0.5	47.2	7.8	28.5	1.1	1.9
12:30	1.4	35.7	5.7	11.5	54.3	0.0	18.8	15.9	7.0	1.3	0.6	0.2	1.2	0.6	45.7	8.5	28.2	1.5	3.1
12:45	1.7	33.2	5.3	12.5	52.6	0.0	18.2	17.7	7.4	1.3	0.7	0.3	1.3	0.5	47.4	9.2	27.1	1.6	3.3
13:00	1.6	24.0	6.2	17.3	49.0	0.0	13.3	23.1	9.2	2.6	0.7	0.4	1.3	0.4	51.0	9.4	25.9	1.8	3.7
13:15	1.9	9.7	7.5	20.8	39.7	0.0	9.3	33.6	11.4	2.3	1.2	0.5	1.5	0.4	60.3	8.8	23.7	1.7	3.0
13:30	2.4	6.8	8.3	20.9	38.4	0.1	6.5	37.7	11.9	2.4	1.2	0.1	1.5	0.4	61.6	8.0	22.0	2.0	2.4
13:45	2.6	3.0	9.3	20.7	35.7	0.1	3.7	43.3	12.7	1.7	0.7	0.0	1.9	0.2	64.3	7.8	21.2	1.7	1.5
14:00	2.3	3.3	8.9	22.4	36.9	0.1	3.2	40.4	13.8	2.1	1.0	0.0	2.4	0.2	63.1	7.7	20.5	2.2	1.8
14:15	1.9	1.5	8.9	21.7	34.0	0.1	1.5	45.2	14.4	0.8	1.3	0.0	2.5	0.2	66.0	7.8	18.7	1.9	1.3
14:30	1.8	1.3	9.6	21.9	34.6	0.1	1.3	43.9	14.4	1.4	1.6	0.0	2.5	0.3	65.4	7.9	18.2	2.0	1.3
14:45	0.9	0.8	10.0	21.5	33.3	0.1	0.7	44.8	15.8	1.2	1.5	0.0	2.4	0.3	66.7	8.0	18.1	1.8	0.9

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

1.3 Tagesablauf und Mediennutzung: Reichweiten in %

Time Use Study 2009 / Deutsche Schweiz

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

Universum: 4'539'200 (12+) Stichprobe: 862 Interviews

	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	0.8	1.2	9.7	22.7	34.5	0.2	0.6	41.8	15.8	1.9	1.9	0.1	2.8	0.4	65.5	8.2	18.7	1.8	1.2
15:15	0.7	1.1	9.3	21.6	32.7	0.2	0.7	44.2	16.4	1.2	1.7	0.0	2.5	0.5	67.3	8.0	17.7	1.7	0.9
15:30	0.7	1.1	9.8	21.8	33.4	0.2	0.7	42.8	16.5	1.5	1.5	0.0	2.9	0.4	66.6	8.2	18.0	1.7	1.1
15:45	0.5	0.9	9.8	22.4	33.6	0.2	0.7	44.1	15.5	1.5	1.1	0.0	2.9	0.5	66.4	8.6	18.6	1.6	1.0
16:00	0.4	1.2	10.3	25.0	36.9	0.2	0.7	39.1	15.0	2.8	1.5	0.0	3.1	0.7	63.2	9.3	19.9	1.9	1.5
16:15	0.3	1.0	9.8	26.0	37.1	0.1	0.6	40.0	14.3	3.1	1.3	0.0	2.6	0.9	62.9	9.6	19.2	1.9	1.3
16:30	0.4	1.1	10.1	27.1	38.7	0.1	0.3	36.9	14.9	2.9	2.1	0.4	2.7	0.9	61.3	10.2	19.7	2.2	1.2
16:45	0.6	0.8	10.3	28.8	40.5	0.1	0.3	36.0	14.7	2.0	2.2	0.4	3.0	0.9	59.5	11.1	20.5	2.7	1.5
17:00	0.5	2.4	10.9	30.2	44.0	0.1	0.6	30.0	12.9	5.0	3.5	0.6	2.5	1.0	56.0	11.6	22.5	2.9	2.1
17:15	0.4	3.1	10.3	34.0	47.8	0.1	0.6	24.2	13.5	5.6	4.4	0.4	2.4	1.0	52.2	12.5	21.7	2.7	2.5
17:30	0.4	6.6	11.5	35.0	53.4	0.1	0.6	20.4	13.0	5.6	3.6	0.3	2.2	0.8	46.6	13.6	22.0	2.9	2.6
17:45	0.3	8.3	12.0	36.4	57.0	0.1	0.8	18.6	12.8	4.0	3.3	0.1	2.4	1.0	43.0	15.6	22.0	2.9	2.4
18:00	0.2	16.5	10.9	35.7	63.2	0.1	0.9	14.3	11.1	3.6	3.4	0.3	2.3	0.8	36.8	17.9	22.2	3.4	3.8
18:15	0.2	19.7	8.7	36.5	65.1	0.1	0.9	12.8	11.0	3.3	3.5	0.3	2.1	0.9	34.9	19.2	20.0	2.6	2.8
18:30	0.2	24.3	8.3	37.3	70.0	0.1	0.8	10.4	9.6	3.7	2.9	0.2	1.3	1.1	30.0	20.6	18.5	2.7	2.2
18:45	0.2	24.2	7.6	39.5	71.5	0.1	1.1	9.4	10.7	2.5	2.5	0.0	0.9	1.5	28.5	23.1	16.9	3.4	2.2
19:00	0.3	24.7	6.6	44.6	76.1	0.1	1.6	6.7	9.2	2.3	2.0	0.1	0.6	1.4	23.9	25.5	15.1	4.0	2.9
19:15	0.4	19.5	5.5	50.2	75.6	0.1	1.8	6.6	10.4	1.5	1.8	0.1	0.3	1.7	24.4	28.8	12.7	3.5	2.2
19:30	0.7	18.2	5.1	52.2	76.0	0.1	1.9	5.6	10.8	1.8	1.8	0.2	0.4	1.4	24.0	32.0	10.7	3.6	2.7
19:45	0.8	13.9	4.9	56.3	75.8	0.1	1.9	6.3	12.1	1.0	1.4	0.0	0.2	1.2	24.2	34.4	9.7	3.0	2.0
20:00	1.1	12.2	5.5	59.5	78.3	0.1	1.9	4.6	11.6	1.1	0.9	0.3	0.2	1.1	21.7	36.0	9.6	3.1	2.6
20:15	1.3	7.6	5.5	62.7	77.1	0.1	2.2	4.7	13.0	0.8	0.9	0.2	0.1	1.0	22.9	36.1	8.2	3.1	2.4
20:30	2.1	6.0	5.4	64.4	77.9	0.1	2.2	4.6	13.2	0.6	0.4	0.0	0.1	0.9	22.1	36.6	7.8	2.7	2.4
20:45	2.4	3.2	5.0	66.9	77.5	0.1	2.3	4.3	14.0	0.3	0.5	0.0	0.0	1.0	22.5	37.9	7.6	2.5	2.2
21:00	5.1	3.3	4.6	66.5	79.5	0.2	2.0	3.9	12.6	0.7	0.4	0.0	0.0	0.7	20.5	38.5	7.5	2.8	2.2
21:15	6.3	2.0	3.5	67.3	79.2	0.2	1.9	4.0	13.3	0.9	0.2	0.0	0.0	0.3	20.8	38.0	7.0	2.4	1.9
21:30	9.8	1.9	3.6	64.9	80.2	0.2	1.9	3.6	12.8	0.9	0.2	0.0	0.0	0.3	19.9	37.8	7.1	2.5	2.5
21:45	12.0	1.2	3.2	65.2	81.6	0.2	1.7	3.8	11.5	0.7	0.2	0.1	0.0	0.2	18.4	36.6	7.4	1.9	2.4
22:00	23.3	1.1	2.8	58.1	85.3	0.3	1.2	2.9	9.3	0.6	0.1	0.2	0.0	0.2	14.7	34.7	7.4	1.9	2.9
22:15	30.4	0.3	2.0	52.3	85.1	0.4	1.1	2.8	9.6	0.6	0.1	0.2	0.0	0.1	14.9	32.9	6.7	2.0	2.9
22:30	35.8	0.5	1.9	48.4	86.6	0.5	0.9	2.6	8.4	0.7	0.2	0.0	0.0	0.1	13.4	27.3	6.3	2.1	2.7
22:45	41.6	0.3	1.6	44.3	87.7	0.6	0.7	2.7	7.7	0.4	0.2	0.0	0.0	0.0	12.3	24.2	6.2	2.0	2.6
23:00	52.2	0.3	1.3	36.6	90.4	0.7	0.3	2.3	5.8	0.3	0.3	0.1	0.0	0.0	9.6	20.6	6.1	1.8	2.7
23:15	64.6	0.3	0.6	25.0	90.5	0.9	0.2	2.0	5.5	0.3	0.5	0.1	0.0	0.0	9.5	17.7	5.2	1.5	1.9
23:30	68.3	0.2	0.5	22.2	91.3	0.8	0.2	1.9	4.9	0.6	0.2	0.1	0.0	0.0	8.7	14.7	4.7	1.5	1.7
23:45	76.2	0.1	0.5	15.9	92.6	0.9	0.1	2.0	3.7	0.5	0.1	0.1	0.0	0.0	7.4	12.4	4.3	1.1	0.8
Tagesreichweite	99.9	90.5	41.8	97.0	100.0	3.0	31.3	62.4	51.2	27.7	78.6	2.9	16.1	4.8	90.6	67.1	91.2	29.2	40.6
Nutzung in Min	486	82	91	319	979	8	23	275	101	18	15	1	15	5	462	141	127	35	30

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

1.3 Tagesablauf und Mediennutzung: Reichweiten in %

Mediapulse: Jahresbericht 2009

2. Mediapulse TV-Panel

2.1 Fernsehforschung: 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.

Ergebnisse TV-Panel 2009 / Deutschschweiz

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			
06:00	1.2	1.1	1.2	1.1	1.1	1.2	1.2	1.1	1.2	1.2
06:15	1.3	1.2	1.3	1.2	1.2	1.3	1.3	1.3	1.3	1.3
06:30	1.5	1.4	1.4	1.4	1.4	1.4	1.4	1.4	1.4	1.4
06:45	1.6	1.5	1.5	1.5	1.5	1.7	1.5	1.5	1.6	1.5
07:00	1.8	1.7	1.7	1.7	1.6	1.9	1.7	1.7	1.8	1.7
07:15	1.9	1.9	1.8	1.9	1.8	2.1	1.9	1.9	2.0	1.9
07:30	2.1	2.1	2.1	2.1	2.1	2.4	2.2	2.1	2.3	2.1
07:45	2.1	2.2	2.2	2.2	2.2	2.7	2.6	2.2	2.7	2.3
08:00	2.3	2.3	2.4	2.3	2.3	3.1	3.1	2.3	3.1	2.6
08:15	2.4	2.4	2.5	2.4	2.5	3.4	3.7	2.4	3.6	2.8
08:30	2.4	2.5	2.6	2.4	2.6	3.7	4.1	2.5	3.9	2.9
08:45	2.6	2.6	2.7	2.5	2.7	3.9	4.6	2.6	4.3	3.1
09:00	2.7	2.8	2.9	2.7	2.8	4.1	5.2	2.8	4.6	3.3
09:15	2.9	2.8	3.0	2.8	2.9	4.3	5.7	2.9	5.0	3.5
09:30	3.0	2.9	3.0	2.9	3.0	4.5	6.4	3.0	5.5	3.7
09:45	3.1	2.9	3.1	3.1	3.2	4.9	7.0	3.1	5.9	3.9
10:00	3.3	3.0	3.2	3.2	3.4	5.2	7.8	3.2	6.5	4.1
10:15	3.5	3.1	3.3	3.3	3.6	5.4	8.3	3.4	6.9	4.4
10:30	3.7	3.3	3.5	3.5	3.9	5.6	8.8	3.6	7.2	4.6
10:45	3.9	3.5	3.6	3.7	4.1	6.0	9.2	3.7	7.6	4.8
11:00	4.0	3.7	3.8	3.9	4.3	6.3	9.6	3.9	7.9	5.1
11:15	4.3	3.9	4.0	4.1	4.6	6.5	9.8	4.2	8.2	5.3
11:30	4.6	4.3	4.4	4.4	5.0	6.9	10.2	4.5	8.5	5.7
11:45	5.0	4.7	4.7	4.8	5.5	7.2	10.4	4.9	8.8	6.0
12:00	5.6	5.4	5.4	5.5	6.1	7.7	10.4	5.6	9.1	6.6
12:15	6.4	6.2	6.1	6.3	6.9	8.2	10.7	6.4	9.5	7.3
12:30	7.2	6.9	6.7	6.9	7.6	8.8	11.1	7.1	9.9	7.9
12:45	7.8	7.4	7.1	7.4	8.1	9.4	11.5	7.6	10.4	8.4
13:00	8.2	7.6	7.4	7.7	8.4	9.5	11.9	7.8	10.7	8.7
13:15	7.5	6.8	6.7	6.9	7.7	9.2	11.9	7.1	10.5	8.1
13:30	7.0	6.4	6.3	6.5	7.5	9.1	12.2	6.7	10.6	7.9
13:45	6.7	6.3	6.0	6.4	7.4	9.0	12.4	6.5	10.7	7.7
14:00	6.6	6.2	5.9	6.3	7.3	9.1	12.8	6.4	11.0	7.7
14:15	6.7	6.3	6.0	6.3	7.4	9.1	12.7	6.5	10.9	7.8
14:30	6.9	6.6	6.2	6.5	7.6	9.1	12.8	6.8	10.9	8.0
14:45	7.2	6.7	6.4	6.7	7.5	9.1	13.0	6.9	11.0	8.1
15:00	7.1	6.6	6.4	6.6	7.4	9.1	13.3	6.8	11.2	8.1
15:15	7.2	6.5	6.3	6.6	7.3	9.2	13.5	6.8	11.3	8.1
15:30	7.5	6.7	6.5	6.8	7.6	9.5	13.5	7.0	11.5	8.3
15:45	7.8	7.1	6.7	7.2	7.9	9.9	13.6	7.4	11.8	8.6

2.2 TV Nutzung nach Wochentagen: Rating in %

Ergebnisse TV-Panel 2009 / Deutschschweiz

VIERTELSTUNDEN-RATINGS in % (Mo-So)

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

2.2 TV Nutzung nach Wochentagen: Rating in %

Mediapulse: Jahresbericht 2009

	Wochentage							Montag - Freitag	Samstag - Sonntag	Montag - Sonntag
	Montag	Dienstag	Mittwoch	Donnerstag	Freitag	Samstag	Sonntag			
16:00	7.9	7.3	7.0	7.6	8.1	10.3	14.0	7.6	12.1	8.9
16:15	8.7	8.0	7.8	8.3	8.8	10.8	14.5	8.3	12.7	9.6
16:30	9.3	8.6	8.4	8.9	9.4	11.3	15.0	8.9	13.1	10.1
16:45	9.9	9.2	8.9	9.4	9.8	11.6	15.4	9.5	13.5	10.6
17:00	10.1	9.6	9.2	9.7	10.2	12.0	15.7	9.8	13.9	10.9
17:15	11.1	10.6	10.1	10.6	11.2	12.5	16.3	10.7	14.4	11.8
17:30	12.1	11.5	10.8	11.2	11.9	13.1	16.7	11.5	14.9	12.5
17:45	13.2	12.7	12.0	12.3	13.0	14.0	17.3	12.6	15.7	13.5
18:00	15.9	15.3	14.5	14.5	15.3	15.7	19.0	15.1	17.4	15.8
18:15	17.2	16.7	15.9	15.8	16.3	16.8	21.2	16.4	19.0	17.1
18:30	18.8	18.2	17.4	17.3	17.5	18.0	22.8	17.9	20.4	18.6
18:45	20.4	19.6	18.7	18.6	18.8	19.8	24.3	19.2	22.0	20.0
19:00	23.5	22.5	21.7	21.3	21.4	21.2	26.1	22.1	23.6	22.5
19:15	25.6	24.7	23.9	23.4	23.2	22.4	27.8	24.1	25.1	24.4
19:30	30.0	28.8	28.1	27.2	26.8	26.2	32.4	28.2	29.3	28.5
19:45	32.1	30.8	30.2	29.1	28.7	27.7	34.6	30.2	31.1	30.4
20:00	32.3	30.7	30.1	29.3	29.4	28.1	35.5	30.4	31.8	30.8
20:15	33.7	31.6	31.3	30.6	31.0	30.5	38.2	31.6	34.3	32.4
20:30	34.9	32.7	32.6	31.7	32.1	31.8	39.8	32.8	35.8	33.7
20:45	35.4	33.8	33.4	32.4	32.8	32.6	40.7	33.5	36.6	34.4
21:00	35.7	34.1	33.9	31.8	33.1	33.3	41.3	33.7	37.3	34.7
21:15	35.4	34.3	33.7	31.7	33.0	33.7	41.2	33.6	37.4	34.7
21:30	34.4	33.7	33.0	31.2	32.6	33.8	40.4	33.0	37.1	34.2
21:45	31.8	31.3	31.3	29.9	30.5	32.8	36.7	31.0	34.7	32.0
22:00	30.5	30.3	30.1	29.0	29.5	31.6	34.3	29.9	32.9	30.7
22:15	25.8	25.7	25.8	25.6	26.4	29.5	30.0	25.9	29.8	27.0
22:30	22.2	22.1	22.6	22.7	24.2	27.0	25.3	22.8	26.2	23.7
22:45	18.9	19.0	19.0	20.1	22.0	24.3	21.3	19.8	22.8	20.7
23:00	16.1	16.2	15.4	17.4	19.9	22.0	17.8	17.0	19.9	17.8
23:15	13.6	13.7	12.7	14.0	17.6	19.4	14.4	14.3	16.9	15.1
23:30	11.4	11.2	10.4	11.6	15.7	17.1	11.7	12.1	14.4	12.7
23:45	9.4	9.2	8.9	9.9	13.1	15.1	9.6	10.1	12.3	10.7
00:00	7.6	7.6	7.5	8.4	11.1	13.1	8.1	8.4	10.6	9.0
00:15	6.1	6.2	6.1	6.8	9.4	11.3	6.6	6.9	9.0	7.5
00:30	4.9	5.0	5.1	5.5	7.9	9.8	5.4	5.7	7.6	6.2
00:45	4.1	4.2	4.3	4.6	6.8	8.4	4.6	4.8	6.5	5.3
R 18-23	27.7	26.8	26.4	25.7	26.2	26.8	31.6	26.6	29.2	27.3
NT 18-23	83	80	79	77	79	81	95	80	88	82
R 24h	9.6	9.3	9.1	9.1	9.8	10.9	12.6	9.4	11.7	10.0
NT 24h	139	134	131	132	141	157	181	135	169	145

R = Rating in % NT = Nutzungsminuten gesamt

Ergebnisse TV-Panel 2009 / Deutschschweiz

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
06:00	1.2	1.3	1.0	0.1	1.1	1.2	1.7	1.1	0.2	1.2	1.5	1.0	2.5
06:15	1.3	1.4	1.1	0.2	1.1	1.3	1.8	1.2	0.3	1.4	1.6	1.1	2.7
06:30	1.4	1.6	1.2	0.5	1.3	1.4	1.9	1.3	0.7	1.5	1.7	1.2	3.0
06:45	1.5	1.6	1.5	1.0	1.5	1.3	2.1	1.4	1.1	1.6	1.8	1.2	3.2
07:00	1.7	1.8	1.7	1.7	1.3	1.4	2.3	1.7	1.5	1.6	1.8	1.4	3.6
07:15	1.9	1.9	1.9	2.5	1.2	1.4	2.4	1.9	2.2	1.9	1.9	1.5	3.9
07:30	2.1	2.1	2.2	3.2	1.3	1.6	2.6	2.1	2.7	2.1	2.1	1.7	4.4
07:45	2.3	2.2	2.4	3.3	1.4	1.8	2.8	2.5	2.8	2.3	2.3	1.9	4.8
08:00	2.6	2.4	2.6	3.3	1.4	2.0	3.1	3.0	2.7	2.5	2.6	2.2	5.2
08:15	2.8	2.7	2.8	3.7	1.5	2.2	3.2	3.3	3.1	2.6	2.8	2.4	5.6
08:30	2.9	2.8	3.0	3.8	1.7	2.4	3.3	3.4	3.2	2.7	2.9	2.5	6.0
08:45	3.1	3.0	3.2	4.0	1.8	2.6	3.4	3.6	3.4	2.8	3.1	2.7	6.3
09:00	3.3	3.1	3.4	4.2	2.0	2.8	3.6	3.9	3.6	3.1	3.4	2.8	6.7
09:15	3.5	3.3	3.7	4.3	2.2	3.0	3.8	4.1	3.8	3.4	3.6	2.9	7.1
09:30	3.7	3.4	3.9	4.3	2.4	3.2	3.9	4.5	3.8	3.8	3.8	3.1	7.5
09:45	3.9	3.6	4.2	4.3	2.6	3.4	4.1	4.9	3.9	4.0	4.0	3.3	7.9
10:00	4.1	3.8	4.4	4.2	2.9	3.6	4.5	5.5	3.8	4.4	4.4	3.5	8.4
10:15	4.4	4.0	4.7	4.1	3.2	3.8	4.7	5.9	3.8	4.7	4.6	3.7	8.8
10:30	4.6	4.2	5.0	4.0	3.4	4.0	5.0	6.4	3.8	5.0	4.9	3.9	9.3
10:45	4.8	4.4	5.3	4.0	3.6	4.2	5.3	6.8	3.8	5.3	5.2	4.0	9.8
11:00	5.1	4.6	5.5	4.0	3.8	4.4	5.5	7.3	3.9	5.8	5.5	4.2	10.2
11:15	5.3	4.8	5.8	4.1	4.1	4.6	5.7	7.7	4.0	6.2	5.7	4.4	10.7
11:30	5.7	5.1	6.2	4.3	4.5	4.9	6.1	8.2	4.3	6.7	6.2	4.6	11.4
11:45	6.0	5.4	6.7	4.6	4.7	5.1	6.6	8.8	4.6	7.2	6.6	4.9	12.1
12:00	6.6	5.9	7.2	5.0	5.3	5.5	7.3	9.4	5.0	7.6	7.3	5.2	13.1
12:15	7.3	6.7	7.8	5.3	5.9	6.2	8.1	10.2	5.4	8.2	8.2	5.8	14.4
12:30	7.9	7.3	8.4	5.9	6.4	6.8	8.7	11.1	6.0	8.8	8.9	6.3	15.5
12:45	8.4	7.8	9.0	6.2	6.6	6.9	9.1	12.6	6.1	9.4	9.5	6.7	16.5
13:00	8.7	7.9	9.4	5.8	6.4	6.9	9.4	14.3	5.8	10.3	9.8	7.1	17.0
13:15	8.1	7.3	8.8	5.3	6.2	6.6	8.9	12.8	5.3	10.0	9.4	6.3	15.9
13:30	7.9	7.0	8.6	4.9	6.2	6.5	8.6	12.4	4.9	10.0	9.1	6.1	15.5
13:45	7.7	6.9	8.5	4.6	6.2	6.6	8.5	12.1	4.7	10.2	8.9	6.0	15.3
14:00	7.7	6.8	8.6	4.4	6.1	6.6	8.5	12.2	4.6	10.5	8.9	6.0	15.3
14:15	7.8	6.7	8.8	4.3	6.1	6.6	8.5	12.6	4.5	10.9	9.0	6.0	15.5
14:30	8.0	6.8	9.1	4.3	6.2	6.6	8.8	12.9	4.5	11.1	9.3	6.0	15.9
14:45	8.1	6.8	9.3	4.2	6.3	6.7	8.9	13.2	4.5	11.3	9.4	6.2	16.1
15:00	8.1	6.9	9.2	4.3	6.3	6.6	9.0	13.2	4.5	11.2	9.4	6.2	16.0
15:15	8.1	7.0	9.1	4.3	6.2	6.5	9.1	13.4	4.5	11.0	9.5	6.2	16.0
15:30	8.3	7.2	9.3	4.8	6.4	6.6	9.3	13.7	4.9	11.2	9.7	6.3	16.5
15:45	8.6	7.5	9.7	5.2	6.5	6.7	9.6	14.3	5.3	11.6	10.0	6.6	17.0

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

Ergebnisse TV-Panel 2009 / Deutschschweiz

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	8.9	7.8	9.9	5.6	6.6	6.9	9.8	15.0	5.7	11.6	10.3	6.8	17.5
16:15	9.6	8.3	10.7	6.1	7.0	7.2	10.3	16.9	6.2	12.3	11.2	7.2	18.8
16:30	10.1	8.8	11.3	6.8	7.4	7.6	10.7	18.0	6.7	12.8	11.9	7.6	19.8
16:45	10.6	9.3	11.9	7.2	7.8	8.0	11.1	19.0	7.1	13.3	12.4	8.1	20.7
17:00	10.9	9.6	12.1	7.7	8.3	8.3	11.3	19.2	7.6	13.6	12.6	8.5	21.3
17:15	11.8	10.4	13.0	8.4	9.1	9.0	12.0	20.6	8.2	14.6	13.6	9.0	22.9
17:30	12.5	11.2	13.7	9.2	10.0	9.8	12.5	21.3	9.1	15.7	14.2	9.4	24.1
17:45	13.5	12.3	14.6	9.8	10.7	10.5	13.3	24.0	9.8	17.0	15.4	10.3	25.8
18:00	15.8	14.5	16.9	10.4	11.3	11.6	15.5	30.7	10.3	19.3	18.3	12.5	29.7
18:15	17.1	15.9	18.2	11.4	12.1	12.7	16.9	33.1	11.4	20.4	20.1	13.4	31.8
18:30	18.6	17.2	19.8	12.4	12.8	14.0	18.5	35.5	12.4	21.9	21.9	14.6	34.3
18:45	20.0	18.8	21.1	13.1	12.9	15.2	20.1	38.7	12.9	23.2	23.7	15.9	36.4
19:00	22.5	21.3	23.7	12.9	13.1	16.9	23.4	45.1	12.8	26.0	27.1	18.6	40.3
19:15	24.4	23.1	25.6	13.6	13.5	18.3	26.2	48.3	13.4	27.8	29.2	20.8	43.3
19:30	28.5	27.1	29.7	14.0	14.2	21.3	32.3	56.1	13.7	31.0	34.2	26.2	49.7
19:45	30.4	28.9	31.8	14.5	14.8	23.5	35.1	58.3	14.2	32.1	36.6	28.4	52.7
20:00	30.8	29.0	32.4	14.7	15.4	25.0	35.5	56.6	14.4	32.1	37.2	28.4	53.0
20:15	32.4	30.4	34.2	14.0	16.7	27.5	37.5	57.9	14.2	33.2	38.9	30.8	55.1
20:30	33.7	31.6	35.6	14.2	17.7	29.6	39.0	58.3	14.5	34.0	40.3	32.4	56.9
20:45	34.4	32.3	36.4	13.9	18.2	31.1	40.0	58.3	14.3	34.3	41.3	33.6	58.0
21:00	34.7	32.7	36.7	12.7	18.5	32.5	40.6	57.3	13.3	34.0	41.9	34.5	58.6
21:15	34.7	32.7	36.6	11.6	18.6	33.3	40.8	56.2	12.5	33.5	41.9	35.0	58.5
21:30	34.2	32.3	35.9	10.7	18.4	33.2	40.4	54.4	11.6	32.8	41.3	34.7	57.7
21:45	32.0	30.8	33.2	9.2	17.9	32.4	38.6	48.0	10.2	30.3	38.6	33.2	54.4
22:00	30.7	29.8	31.5	7.9	17.2	31.6	37.4	45.2	9.0	28.8	37.0	32.4	52.4
22:15	27.0	26.6	27.2	6.2	15.3	28.7	33.2	37.6	7.3	24.8	32.6	28.7	46.4
22:30	23.7	23.7	23.7	4.9	13.6	25.7	29.6	32.2	5.9	21.7	28.9	25.3	41.3
22:45	20.7	20.7	20.6	3.9	12.1	22.6	26.1	27.0	4.8	18.7	25.4	21.8	36.4
23:00	17.8	17.8	17.8	3.1	10.7	19.7	22.9	22.3	4.0	16.1	22.1	18.6	31.7
23:15	15.1	15.2	14.9	2.4	9.3	17.0	19.7	17.7	3.3	13.1	18.9	15.5	27.1
23:30	12.7	12.9	12.5	1.9	8.2	14.7	16.8	13.9	2.8	10.7	16.1	12.9	23.1
23:45	10.7	11.0	10.4	1.5	7.2	12.8	14.3	10.6	2.3	8.8	13.8	10.8	19.6
00:00	9.0	9.4	8.6	1.2	6.2	10.9	12.2	8.3	1.9	7.3	11.7	9.0	16.7
00:15	7.5	8.0	7.1	1.0	5.3	9.2	10.2	6.5	1.6	6.1	9.8	7.4	14.0
00:30	6.2	6.7	5.8	0.7	4.7	7.7	8.5	5.1	1.3	5.1	8.2	6.1	11.7
00:45	5.3	5.7	4.9	0.6	4.2	6.6	7.2	4.2	1.1	4.4	7.0	5.1	10.0
R 18-23	27.3	26.0	28.6	11.3	15.2	24.3	31.3	46.7	11.7	28.0	32.8	26.1	47.3
NR 18-23	58.6	57.8	58.9	39.3	39.7	56.6	64.5	79.3	36.9	55.8	63.9	58.4	81.3
R 24h	10.0	9.5	10.5	4.8	6.5	9.1	11.6	15.7	4.9	10.7	12.0	9.1	18.4
NR 24h	68.4	68.1	67.8	55.5	52.3	66.3	72.6	83.8	50.2	65.0	71.8	66.1	87.0

R = Rating in %

NR = Tagesreichweite in %

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Ergebnisse TV-Panel 2009 / Deutschschweiz

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
06:00	58	32	27	1	7	19	23	9	2	6	32	15	51
06:15	64	35	29	2	7	20	25	10	3	7	34	16	55
06:30	71	39	32	4	8	22	26	11	6	8	36	17	61
06:45	78	40	37	6	9	21	29	12	9	8	37	18	67
07:00	86	44	42	11	8	21	32	14	12	9	39	21	73
07:15	96	47	48	16	8	22	34	16	17	10	40	23	81
07:30	108	52	56	21	8	24	37	18	22	11	44	25	91
07:45	118	56	62	21	8	27	39	21	23	12	48	28	99
08:00	128	60	68	21	9	30	43	26	22	13	54	32	108
08:15	139	66	73	24	9	33	45	28	25	13	58	35	116
08:30	147	70	76	25	10	36	46	29	26	14	61	37	123
08:45	156	74	82	26	11	40	48	30	27	15	66	40	130
09:00	166	77	88	27	13	43	50	33	29	16	70	42	138
09:15	175	81	94	28	14	45	53	35	30	18	74	44	147
09:30	185	84	101	28	15	48	55	39	31	19	79	46	155
09:45	195	88	106	27	16	51	58	42	31	21	84	48	163
10:00	209	95	114	27	18	54	62	47	31	23	91	52	173
10:15	220	99	120	26	20	57	66	50	31	24	97	55	182
10:30	232	104	128	26	21	61	70	54	30	26	104	57	192
10:45	244	109	135	26	22	64	74	58	31	27	109	60	201
11:00	255	113	141	26	23	66	77	62	31	30	114	62	210
11:15	268	119	149	27	26	70	80	66	32	32	120	65	221
11:30	285	126	159	28	28	74	86	70	34	35	129	69	235
11:45	304	133	171	30	30	78	92	75	36	37	139	72	250
12:00	331	147	183	32	33	84	102	80	40	39	153	78	270
12:15	366	165	200	34	36	95	114	87	43	42	171	86	296
12:30	398	181	216	38	40	103	122	94	48	45	187	93	320
12:45	422	192	229	40	41	105	128	107	49	48	200	100	339
13:00	436	196	240	37	40	104	132	122	46	53	206	105	350
13:15	407	181	226	34	39	100	124	109	42	52	197	93	328
13:30	396	175	220	31	38	100	120	105	40	51	191	90	318
13:45	390	171	218	30	38	100	119	103	38	52	187	89	314
14:00	389	169	220	28	38	100	119	104	37	54	186	89	315
14:15	392	167	225	28	38	100	120	107	36	56	188	88	319
14:30	400	167	232	28	39	101	123	110	36	57	194	89	327
14:45	407	169	238	27	39	102	125	113	36	58	198	91	332
15:00	405	170	235	28	39	100	126	112	36	57	197	91	330
15:15	407	173	233	28	39	99	127	114	36	57	198	91	330
15:30	418	178	239	31	40	100	130	117	39	58	203	94	339
15:45	434	185	248	33	41	102	135	122	42	60	209	97	351

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Ergebnisse TV-Panel 2009 / Deutschschweiz

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	447	193	253	36	41	105	137	128	46	60	216	100	360
16:15	481	206	274	39	44	110	144	143	49	63	236	107	386
16:30	510	219	290	43	46	115	151	154	54	66	249	113	408
16:45	534	229	304	46	49	121	156	161	57	69	260	119	426
17:00	550	239	311	50	52	126	158	164	61	70	264	125	439
17:15	592	258	332	54	57	137	168	176	66	75	284	134	470
17:30	628	277	350	59	62	148	176	181	73	81	299	140	496
17:45	679	304	373	63	67	159	186	204	78	88	323	152	530
18:00	794	359	433	67	70	177	217	262	83	99	383	185	612
18:15	861	393	467	73	75	193	237	281	91	105	421	198	655
18:30	936	427	508	80	80	213	259	303	99	113	458	217	705
18:45	1'007	465	541	84	80	231	281	329	103	120	497	236	749
19:00	1'134	527	605	83	82	257	328	384	102	134	567	275	830
19:15	1'228	573	654	87	84	277	367	411	107	143	613	308	892
19:30	1'434	671	761	90	89	323	453	478	110	160	716	387	1'024
19:45	1'532	716	814	93	92	358	492	496	113	166	768	420	1'085
20:00	1'549	718	829	94	95	379	497	481	116	166	779	421	1'090
20:15	1'631	753	876	90	104	417	526	492	113	171	816	457	1'134
20:30	1'694	781	911	91	110	449	546	496	116	175	845	480	1'171
20:45	1'732	799	931	89	113	473	560	496	114	177	865	498	1'194
21:00	1'749	808	939	81	115	494	569	488	107	175	878	510	1'205
21:15	1'747	810	936	75	116	506	571	478	100	173	879	518	1'205
21:30	1'719	798	919	68	115	505	566	463	93	169	867	514	1'187
21:45	1'613	761	850	59	111	492	540	409	82	156	809	492	1'120
22:00	1'547	739	807	50	107	481	523	385	72	148	776	480	1'079
22:15	1'357	660	697	40	95	436	465	320	59	128	684	424	956
22:30	1'195	588	606	31	84	390	414	274	47	112	606	374	850
22:45	1'040	512	526	25	75	344	365	230	38	97	532	323	749
23:00	897	442	454	20	66	300	321	190	32	83	463	275	653
23:15	758	375	382	16	58	258	275	151	27	67	396	230	558
23:30	640	319	320	12	51	223	235	118	22	55	339	192	475
23:45	540	273	267	10	45	194	201	91	19	45	289	160	404
00:00	455	233	221	8	38	166	171	71	15	38	246	133	344
00:15	378	197	181	6	33	140	143	56	13	31	206	110	288
00:30	314	165	148	5	29	117	119	44	10	26	172	90	241
00:45	267	141	125	4	26	100	100	36	9	23	147	75	206
NT 18-23	82	78	86	34	46	73	94	140	35	84	98	78	142
NS 18-23	139	134	145	86	115	128	145	177	94	150	154	133	174
NT 24h	145	137	151	69	93	131	167	226	71	154	173	131	265
NS 24h	210	200	223	123	177	196	229	270	140	235	240	197	304

NT = Nutzungsminuten gesamt NS = Nutzungsminuten pro Seher

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Ergebnisse TV-Panel 2009 / Deutschschweiz

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.*
06:00	100	54	46	1	11	32	40	16	3	11	55	25
06:15	100	54	46	2	11	31	40	16	4	11	54	25
06:30	100	55	45	5	12	30	37	16	8	11	51	24
06:45	100	52	48	8	12	26	38	16	11	11	48	24
07:00	100	51	49	12	9	24	37	17	14	10	45	24
07:15	100	49	51	17	8	23	36	17	18	10	42	24
07:30	100	48	52	19	8	22	34	17	20	10	40	23
07:45	100	47	53	18	7	23	34	19	19	10	41	24
08:00	100	46	54	16	7	23	34	21	17	10	42	26
08:15	100	46	54	16	7	24	32	21	17	10	42	26
08:30	100	46	54	16	7	25	32	21	17	10	42	26
08:45	100	46	54	16	7	26	31	20	16	10	43	26
09:00	100	45	55	15	8	26	31	20	16	10	43	26
09:15	100	44	56	15	8	26	31	20	16	10	43	25
09:30	100	43	56	14	9	26	30	21	16	11	43	25
09:45	100	43	57	13	9	27	30	21	15	11	43	25
10:00	100	43	57	12	9	27	30	22	14	11	43	25
10:15	100	43	57	11	9	27	30	22	13	11	43	25
10:30	100	42	58	11	10	26	30	23	13	11	44	25
10:45	100	42	58	10	10	26	30	23	12	12	44	24
11:00	100	42	58	10	10	26	30	24	12	12	44	24
11:15	100	42	58	10	10	26	30	24	12	13	44	24
11:30	100	42	58	10	10	26	30	24	12	13	45	23
11:45	100	41	58	10	10	25	30	24	12	13	45	23
12:00	100	43	57	10	10	25	31	24	13	12	46	23
12:15	100	44	56	9	10	26	31	23	12	12	46	23
12:30	100	45	55	10	10	26	30	24	12	12	47	23
12:45	100	45	55	10	10	25	30	25	12	12	47	23
13:00	100	44	56	9	9	24	30	28	11	13	47	24
13:15	100	43	57	9	10	24	30	27	11	13	48	22
13:30	100	42	57	8	10	25	30	27	10	13	48	22
13:45	100	42	58	8	10	25	30	27	10	14	48	22
14:00	100	41	59	8	10	25	30	27	10	15	47	22
14:15	100	40	60	7	10	25	30	28	9	15	48	22
14:30	100	40	60	7	10	25	30	28	9	15	48	22
14:45	100	39	60	7	10	25	30	28	9	15	48	22
15:00	100	40	60	7	10	24	31	28	9	15	48	22
15:15	100	41	59	7	10	24	31	29	9	15	49	22
15:30	100	41	59	7	10	23	31	29	10	14	48	22
15:45	100	41	59	8	10	23	31	29	10	14	48	22

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

2.5 TV Nutzung nach Soziodemografie: Publikumsanteile in %

Ergebnisse TV-Panel 2009 / Deutschschweiz

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	42	58	8	9	23	30	29	11	14	48	22
16:15	100	42	58	8	9	22	30	31	11	13	49	22
16:30	100	42	58	9	9	22	29	31	11	13	49	22
16:45	100	42	58	9	9	22	29	31	11	13	49	22
17:00	100	42	58	9	10	22	28	30	11	13	48	22
17:15	100	43	57	9	10	23	28	30	11	13	48	22
17:30	100	43	56	10	10	23	28	29	12	13	48	22
17:45	100	44	56	9	10	23	27	30	12	13	48	22
18:00	100	45	55	8	9	22	27	33	10	13	48	23
18:15	100	45	55	9	9	22	27	33	11	12	49	23
18:30	100	45	55	9	9	23	28	33	11	12	49	23
18:45	100	46	54	8	8	23	28	33	10	12	49	23
19:00	100	46	54	7	7	23	29	34	9	12	50	24
19:15	100	47	53	7	7	22	30	34	9	12	50	25
19:30	100	47	53	6	6	22	32	34	8	11	50	27
19:45	100	47	53	6	6	23	32	33	7	11	50	27
20:00	100	46	54	6	6	24	32	31	8	11	50	27
20:15	100	46	54	6	6	25	32	31	7	11	50	28
20:30	100	46	54	5	6	26	32	30	7	10	50	28
20:45	100	46	54	5	7	27	32	29	7	10	50	29
21:00	100	46	54	5	7	28	33	28	6	10	50	29
21:15	100	46	54	4	7	29	33	28	6	10	50	30
21:30	100	46	54	4	7	29	33	27	5	10	50	30
21:45	100	47	53	4	7	30	34	26	5	10	50	31
22:00	100	48	52	3	7	31	34	25	5	10	50	31
22:15	100	49	51	3	7	32	34	24	4	9	50	31
22:30	100	49	51	3	7	33	35	23	4	9	51	31
22:45	100	49	51	2	7	33	35	22	4	9	51	31
23:00	100	49	51	2	7	34	36	21	3	9	52	31
23:15	100	49	51	2	8	34	36	20	3	9	53	30
23:30	100	50	50	2	8	35	37	18	3	9	53	30
23:45	100	50	50	2	8	36	37	17	3	8	54	30
00:00	100	51	49	2	8	37	38	16	3	8	55	29
00:15	100	52	48	2	9	37	38	15	3	8	55	29
00:30	100	52	48	1	9	37	38	14	3	8	55	29
00:45	100	53	47	1	10	38	38	14	3	9	56	28
18-23	100	47	53	5	7	27	32	29	7	11	50	28
24h	100	46	53	6	8	27	32	27	8	11	50	27

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

2.5 TV Nutzung nach Soziodemografie: Publikumsanteile in %

Ergebnisse TV-Panel 2009 / Deutschschweiz

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	68.3	67.4	67.2	66.9	67.9	67.8	73.5	67.5	70.7	68.4
Geschlecht										
Männer	67.1	66.6	66.5	66.0	67.1	69.0	74.5	66.6	71.7	68.1
Frauen	68.5	67.3	67.0	66.8	67.7	65.6	71.5	67.5	68.5	67.8
Alter										
3-14	52.5	52.9	52.1	53.6	60.5	58.9	58.2	54.3	58.6	55.5
15-24	52.4	50.0	50.9	50.7	52.5	53.0	57.0	51.3	55.0	52.3
25-44	67.1	65.4	65.3	64.1	64.1	65.0	73.4	65.2	69.2	66.3
45-64	72.5	72.2	71.6	71.5	71.2	70.6	78.6	71.8	74.6	72.6
65+	84.3	83.9	83.9	83.3	83.2	82.4	85.7	83.7	84.0	83.8
Abgeschlossene Ausbildung										
keine/andere	48.5	48.1	47.7	48.2	53.8	52.5	52.8	49.2	52.6	50.2
oblig. Schule	65.3	64.3	64.2	64.2	64.4	64.2	68.3	64.5	66.2	65.0
Berufslehre	72.6	71.6	71.4	70.7	70.6	69.4	76.1	71.4	72.8	71.8
höhere Ausbildung*	66.7	66.0	65.3	64.2	64.2	64.4	71.9	65.3	68.2	66.1

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

Ergebnisse TV-Panel 2009 / Deutschschweiz

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	139	134	131	132	141	157	181	135	169	145
Geschlecht										
Männer	126	121	121	121	131	157	184	124	171	137
Frauen	151	145	140	141	150	155	178	145	167	151
Alter										
3-14	59	59	60	62	77	88	79	63	84	69
15-24	91	84	86	86	89	100	114	87	107	93
25-44	127	117	117	116	122	142	176	120	159	131
45-64	158	154	148	150	160	181	217	154	199	167
65+	222	220	213	212	228	233	258	219	245	226
Abgeschlossene Ausbildung										
keine/andere	63	61	63	64	76	87	81	65	84	71
oblig. Schule	154	147	142	143	148	160	180	147	170	154
Berufslehre	167	161	158	157	168	182	217	162	199	173
höhere Ausbildung*	125	120	117	117	124	142	172	120	157	131

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

Ergebnisse TV-Panel 2009 / Deutschschweiz

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 2009

	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	
06:00	1.2	0.1	0.0	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	0.1	0.3
06:15	1.3	0.1	0.0	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	0.1	0.3
06:30	1.4	0.2	0.1	0.1	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.1	0.1	0.4
06:45	1.5	0.2	0.1	0.1	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.1	0.1	0.4
07:00	1.7	0.2	0.1	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.2	0.1	0.1	0.5
07:15	1.9	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	0.1	0.7
07:30	2.1	0.2	0.1	0.0	0.0	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.1	0.1	0.2	0.1	0.1	0.8
07:45	2.3	0.3	0.1	0.1	0.0	0.2	0.1	0.1	0.0	0.0	0.0	0.0	0.1	0.1	0.2	0.1	0.1	0.9
08:00	2.6	0.4	0.1	0.1	0.0	0.2	0.1	0.1	0.1	0.0	0.0	0.0	0.1	0.1	0.2	0.1	0.0	1.0
08:15	2.8	0.4	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	0.1	0.0	1.1
08:30	2.9	0.4	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	0.1	0.1	1.1
08:45	3.1	0.4	0.2	0.1	0.0	0.2	0.2	0.1	0.1	0.0	0.0	0.0	0.2	0.1	0.2	0.2	0.1	1.2
09:00	3.3	0.3	0.3	0.1	0.0	0.2	0.1	0.1	0.1	0.0	0.0	0.0	0.2	0.1	0.2	0.2	0.1	1.2
09:15	3.5	0.3	0.3	0.1	0.0	0.2	0.1	0.3	0.1	0.0	0.0	0.0	0.2	0.1	0.1	0.2	0.1	1.3
09:30	3.7	0.3	0.3	0.1	0.0	0.2	0.1	0.3	0.1	0.0	0.0	0.0	0.2	0.2	0.1	0.1	0.1	1.3
09:45	3.9	0.3	0.5	0.1	0.0	0.2	0.1	0.3	0.1	0.0	0.0	0.0	0.2	0.2	0.1	0.1	0.0	1.4
10:00	4.1	0.4	0.6	0.1	0.0	0.3	0.2	0.3	0.2	0.1	0.0	0.0	0.3	0.2	0.1	0.1	0.0	1.5
10:15	4.4	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	0.0	1.5
10:30	4.6	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	0.0	0.1	0.0	1.6
10:45	4.8	0.5	0.8	0.1	0.0	0.3	0.2	0.3	0.2	0.1	0.1	0.0	0.3	0.3	0.1	0.1	0.0	1.7
11:00	5.1	0.5	0.7	0.1	0.0	0.3	0.3	0.3	0.2	0.1	0.1	0.0	0.4	0.2	0.1	0.1	0.0	1.7
11:15	5.3	0.6	0.7	0.1	0.0	0.2	0.3	0.3	0.2	0.1	0.1	0.0	0.4	0.2	0.2	0.1	0.0	1.8
11:30	5.7	0.6	0.7	0.1	0.0	0.3	0.3	0.3	0.2	0.1	0.1	0.0	0.4	0.2	0.3	0.1	0.1	1.9
11:45	6.0	0.6	0.8	0.1	0.0	0.3	0.3	0.4	0.2	0.1	0.1	0.0	0.5	0.2	0.3	0.1	0.1	2.0
12:00	6.6	0.7	0.9	0.1	0.0	0.3	0.3	0.2	0.2	0.1	0.1	0.0	0.8	0.2	0.3	0.2	0.1	2.1
12:15	7.3	0.7	0.9	0.1	0.0	0.3	0.3	0.4	0.3	0.1	0.1	0.0	1.0	0.2	0.4	0.2	0.2	2.1
12:30	7.9	0.7	1.0	0.1	0.1	0.3	0.4	0.4	0.3	0.1	0.1	0.0	0.9	0.2	0.5	0.3	0.3	2.2
12:45	8.4	0.9	1.1	0.1	0.2	0.3	0.4	0.4	0.3	0.1	0.1	0.0	0.9	0.2	0.5	0.3	0.3	2.2
13:00	8.7	1.8	1.1	0.1	0.1	0.3	0.3	0.1	0.2	0.1	0.0	0.0	0.9	0.2	0.6	0.4	0.3	2.2
13:15	8.1	1.0	1.1	0.1	0.1	0.4	0.3	0.1	0.2	0.1	0.1	0.0	0.8	0.2	0.7	0.4	0.3	2.2
13:30	7.9	0.8	1.1	0.1	0.1	0.4	0.3	0.1	0.2	0.2	0.1	0.0	0.7	0.2	0.8	0.5	0.2	2.1
13:45	7.7	0.6	1.0	0.1	0.1	0.4	0.2	0.1	0.2	0.2	0.1	0.0	0.7	0.2	0.8	0.4	0.2	2.2
14:00	7.7	0.6	1.0	0.1	0.1	0.3	0.2	0.2	0.2	0.3	0.1	0.0	0.6	0.2	0.9	0.5	0.2	2.1
14:15	7.8	0.6	0.9	0.1	0.1	0.3	0.3	0.3	0.2	0.4	0.1	0.0	0.6	0.2	1.0	0.5	0.2	2.0
14:30	8.0	0.6	0.8	0.1	0.1	0.3	0.3	0.3	0.2	0.6	0.1	0.0	0.5	0.2	1.2	0.4	0.2	2.1
14:45	8.1	0.6	0.8	0.1	0.1	0.3	0.3	0.4	0.2	0.6	0.1	0.0	0.5	0.2	1.2	0.4	0.2	2.1
15:00	8.1	0.6	0.8	0.1	0.1	0.3	0.4	0.3	0.2	0.7	0.1	0.0	0.5	0.2	1.2	0.4	0.2	2.1
15:15	8.1	0.6	0.8	0.1	0.1	0.3	0.6	0.3	0.2	0.5	0.1	0.0	0.5	0.2	1.0	0.4	0.2	2.0
15:30	8.3	0.7	0.8	0.1	0.1	0.3	0.6	0.3	0.2	0.6	0.1	0.0	0.5	0.2	1.1	0.4	0.2	2.1
15:45	8.6	0.7	0.8	0.1	0.1	0.3	0.6	0.4	0.2	0.5	0.1	0.0	0.5	0.2	1.2	0.4	0.2	2.1

Ergebnisse TV-Panel 2009 / Deutschschweiz

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 2009

	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	8.9	1.0	0.9	0.1	0.1	0.3	0.4	0.5	0.2	0.3	0.1	0.0	0.5	0.2	1.2	0.4	0.2	2.3
16:15	9.6	1.1	0.9	0.1	0.1	0.3	0.6	0.8	0.2	0.2	0.2	0.0	0.5	0.2	1.2	0.5	0.2	2.3
16:30	10.1	1.3	0.9	0.1	0.1	0.3	0.7	0.8	0.2	0.2	0.1	0.0	0.5	0.2	1.3	0.4	0.3	2.5
16:45	10.6	1.3	1.0	0.1	0.1	0.4	0.7	0.9	0.3	0.2	0.2	0.0	0.5	0.2	1.3	0.4	0.3	2.7
17:00	10.9	1.4	1.0	0.2	0.1	0.5	0.6	0.5	0.3	0.1	0.2	0.1	0.6	0.3	1.3	0.6	0.3	3.1
17:15	11.8	1.4	1.1	0.2	0.1	0.5	0.8	0.6	0.3	0.1	0.2	0.1	0.6	0.3	1.2	0.7	0.3	3.3
17:30	12.5	1.4	1.2	0.2	0.1	0.6	1.0	0.7	0.4	0.1	0.2	0.1	1.0	0.3	1.0	0.6	0.3	3.4
17:45	13.5	1.4	1.3	0.2	0.1	1.0	1.0	0.9	0.4	0.1	0.2	0.1	1.2	0.3	1.0	0.6	0.3	3.6
18:00	15.8	3.2	1.3	0.1	0.1	2.4	1.2	0.9	0.3	0.1	0.2	0.1	0.9	0.3	0.7	0.4	0.3	3.3
18:15	17.1	3.7	1.6	0.1	0.2	1.7	1.3	1.2	0.3	0.1	0.3	0.1	1.1	0.3	0.7	0.6	0.3	3.6
18:30	18.6	4.3	1.8	0.1	0.1	1.5	1.4	1.3	0.3	0.1	0.3	0.1	1.4	0.4	0.8	0.7	0.3	3.8
18:45	20.0	5.2	1.9	0.1	0.1	1.7	1.2	1.1	0.3	0.1	0.3	0.1	1.4	0.4	0.8	0.8	0.3	4.2
19:00	22.5	8.1	1.9	0.1	0.1	2.3	1.1	0.5	0.3	0.1	0.2	0.2	1.2	0.3	0.9	0.8	0.3	4.2
19:15	24.4	9.4	1.9	0.1	0.1	1.7	1.2	0.5	0.4	0.1	0.2	0.2	1.3	0.4	0.9	1.0	0.3	4.8
19:30	28.5	14.6	1.3	0.1	0.2	1.2	1.2	0.6	0.5	0.1	0.2	0.2	1.4	0.4	1.0	0.8	0.3	4.4
19:45	30.4	16.4	1.4	0.2	0.2	1.3	0.6	0.7	0.4	0.1	0.2	0.1	1.9	0.4	1.1	0.8	0.4	4.4
20:00	30.8	10.5	2.4	0.7	0.2	3.1	1.3	1.4	0.3	0.2	0.2	0.2	2.1	0.5	0.6	1.2	0.5	5.4
20:15	32.4	9.5	2.9	0.8	0.2	1.8	2.3	1.9	0.9	0.5	0.4	0.4	1.9	0.6	1.1	1.2	0.6	5.5
20:30	33.7	9.5	3.1	0.4	0.2	1.7	2.5	2.1	1.0	0.7	0.5	0.5	2.1	0.7	1.0	1.2	0.6	5.8
20:45	34.4	9.2	3.1	0.4	0.2	1.8	2.6	2.3	1.1	0.7	0.5	0.5	2.1	0.7	1.2	1.2	0.6	6.0
21:00	34.7	8.7	3.3	0.5	0.2	2.3	2.6	2.2	1.0	0.6	0.5	0.3	2.1	0.8	1.3	1.3	0.7	6.2
21:15	34.7	9.6	3.4	0.6	0.2	1.8	2.6	2.2	1.1	0.6	0.5	0.3	1.8	0.7	1.3	1.3	0.7	6.1
21:30	34.2	9.5	3.1	0.4	0.2	1.8	2.6	2.2	1.1	0.6	0.4	0.3	1.8	0.8	1.2	1.3	0.7	6.0
21:45	32.0	9.6	3.1	0.5	0.2	1.9	1.3	1.3	0.9	0.3	0.4	0.4	2.0	0.8	1.4	1.4	0.8	5.6
22:00	30.7	11.1	2.8	0.3	0.2	1.8	1.0	0.9	0.7	0.2	0.2	0.3	1.8	1.0	1.3	1.3	0.7	5.1
22:15	27.0	6.9	3.3	0.6	0.2	1.6	1.0	1.0	0.8	0.2	0.2	0.3	1.7	0.8	1.1	1.3	0.7	5.1
22:30	23.7	5.4	3.3	0.5	0.2	1.5	0.9	1.0	0.7	0.2	0.2	0.3	1.6	0.8	0.8	1.1	0.6	4.7
22:45	20.7	4.6	2.2	0.5	0.2	1.3	0.8	0.9	0.6	0.2	0.2	0.2	1.4	0.7	0.8	1.0	0.6	4.3
23:00	17.8	3.6	1.5	0.4	0.1	1.3	0.7	0.8	0.6	0.2	0.2	0.2	1.3	0.7	0.7	0.8	0.5	3.9
23:15	15.1	2.7	1.2	0.5	0.1	1.0	0.5	0.7	0.6	0.2	0.2	0.1	1.1	0.6	0.7	0.8	0.5	3.5
23:30	12.7	2.1	1.0	0.3	0.1	0.8	0.5	0.7	0.5	0.2	0.2	0.1	0.9	0.5	0.6	0.7	0.5	3.0
23:45	10.7	1.4	0.9	0.3	0.1	0.6	0.4	0.6	0.5	0.2	0.2	0.1	0.8	0.5	0.5	0.7	0.4	2.6
00:00	9.0	1.0	0.7	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	2.2
00:15	7.5	0.8	0.6	0.3	0.1	0.4	0.3	0.4	0.3	0.2	0.1	0.1	0.6	0.3	0.3	0.5	0.3	2.0
00:30	6.2	0.7	0.5	0.2	0.1	0.3	0.2	0.3	0.3	0.2	0.1	0.1	0.4	0.3	0.2	0.5	0.3	1.7
00:45	5.3	0.6	0.4	0.1	0.0	0.3	0.2	0.2	0.3	0.1	0.1	0.1	0.3	0.2	0.1	0.4	0.2	1.5
R 18-23	27.3	8.4	2.4	0.4	0.2	1.8	1.5	1.3	0.7	0.3	0.3	0.3	1.6	0.6	1.0	1.0	0.5	4.9
NR 18-23	58.6	41.4	24.8	11.3	4.5	25.0	18.6	17.2	13.4	8.7	8.0	6.6	18.1	12.1	15.5	15.1	10.4	41.9
R 24h	10.0	2.3	0.9	0.2	0.1	0.6	0.5	0.5	0.3	0.2	0.1	0.1	0.7	0.3	0.5	0.4	0.2	2.2
NR 24h	68.4	49.2	34.4	17.8	7.8	33.2	27.0	25.0	20.8	14.8	13.1	10.0	26.1	18.8	23.6	22.8	16.5	54.2

R = Rating in %

NR = Tagesreichweite %

Ergebnisse TV-Panel 2009 / Deutschschweiz

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 2009

	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	
06:00	58	6	2	2	0	4	5	1	2	1	1	0	6	3	5	3	3	15
06:15	64	7	2	2	0	4	6	1	2	1	1	0	6	3	6	3	3	17
06:30	71	8	3	3	0	4	6	1	2	1	1	0	6	3	7	4	3	18
06:45	78	9	5	3	0	5	6	1	2	1	1	0	6	3	7	4	4	21
07:00	86	11	6	2	0	6	6	2	2	1	1	0	6	3	8	4	4	26
07:15	96	10	6	2	0	6	6	2	2	1	1	1	6	3	9	5	4	34
07:30	108	12	7	2	0	7	6	3	2	1	1	1	5	3	10	5	4	41
07:45	118	13	6	3	1	8	7	3	2	1	1	1	5	3	10	6	3	47
08:00	128	18	7	4	1	9	7	3	3	1	1	1	6	3	10	6	2	49
08:15	139	18	8	5	1	8	7	4	4	1	1	1	6	3	10	7	2	54
08:30	147	18	10	5	1	9	7	4	4	1	1	1	7	4	10	7	3	56
08:45	156	19	10	5	1	10	8	4	6	1	1	1	8	4	10	8	3	60
09:00	166	18	13	5	1	11	7	7	6	1	1	1	9	5	8	8	4	61
09:15	175	16	14	6	1	10	6	13	6	2	1	1	9	6	7	8	3	65
09:30	185	16	18	6	1	11	7	14	7	2	1	2	10	8	6	8	3	68
09:45	195	17	23	5	1	11	7	15	7	2	2	2	11	9	5	6	2	71
10:00	209	19	28	6	1	13	8	14	8	3	2	1	14	10	3	4	2	73
10:15	220	20	31	6	1	12	10	15	9	4	2	2	14	11	3	4	2	76
10:30	232	21	36	6	1	12	11	13	9	4	3	2	16	12	2	4	2	80
10:45	244	23	39	6	1	13	13	13	9	5	3	2	15	13	3	4	1	83
11:00	255	26	36	6	1	14	14	14	10	5	3	2	18	10	7	3	2	84
11:15	268	29	36	6	1	13	15	13	10	5	3	2	19	11	11	4	2	89
11:30	285	30	36	5	1	13	14	16	10	6	3	2	22	11	13	4	4	95
11:45	304	31	38	5	2	14	15	18	11	5	3	2	27	11	14	5	4	100
12:00	331	33	43	5	2	15	16	11	12	3	3	2	42	10	13	8	7	105
12:15	366	37	46	5	2	15	17	18	13	3	3	2	50	11	18	11	10	105
12:30	398	38	51	5	5	16	19	21	16	3	3	2	46	12	24	14	13	110
12:45	422	46	55	6	8	17	21	21	17	3	3	2	45	12	27	17	14	110
13:00	436	89	57	5	7	17	13	7	11	3	2	2	45	9	29	18	14	108
13:15	407	49	56	6	5	18	15	7	11	6	4	2	41	8	36	21	13	110
13:30	396	41	56	6	4	18	13	6	9	9	5	2	37	9	39	23	12	108
13:45	390	31	53	6	4	19	12	7	9	12	5	2	37	9	42	22	12	109
14:00	389	30	53	6	4	16	12	10	10	15	5	2	32	10	47	23	11	105
14:15	392	31	47	5	3	15	15	13	10	21	5	2	29	9	51	24	10	103
14:30	400	30	43	5	3	14	16	16	10	29	5	2	26	9	59	20	9	104
14:45	407	30	41	5	3	14	17	18	10	32	5	2	25	9	62	19	10	105
15:00	405	31	42	5	3	15	19	13	10	34	6	2	26	10	59	21	9	104
15:15	407	32	41	6	3	14	29	15	10	27	6	2	27	10	53	22	10	100
15:30	418	34	40	6	3	14	32	17	11	28	7	2	25	10	55	20	11	104
15:45	434	37	40	6	3	16	32	20	11	27	7	2	24	12	59	21	11	107

Ergebnisse TV-Panel 2009 / Deutschschweiz

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 2009

	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	447	49	43	7	3	15	21	28	11	13	7	2	27	12	62	22	10	114
16:15	481	57	46	7	3	16	31	39	11	11	8	2	27	10	62	23	11	118
16:30	510	64	46	7	4	17	33	42	13	12	7	2	27	12	65	22	13	124
16:45	534	63	48	7	4	18	36	45	13	10	8	2	27	12	68	22	14	135
17:00	550	69	50	9	4	24	29	27	15	6	10	3	28	14	64	31	14	154
17:15	592	71	55	9	5	27	41	30	17	7	8	3	32	13	63	34	14	164
17:30	628	70	60	9	5	32	48	36	18	6	8	4	51	15	52	30	15	169
17:45	679	70	63	8	5	50	48	44	20	7	10	5	59	16	50	30	15	180
18:00	794	160	64	5	5	119	59	47	16	6	10	5	48	17	34	22	14	164
18:15	861	185	83	7	8	87	63	60	17	4	13	5	55	18	37	28	15	180
18:30	936	218	91	7	7	73	68	66	15	4	14	5	70	20	39	35	13	191
18:45	1007	262	94	7	6	87	61	55	15	3	17	5	69	20	42	39	15	212
19:00	1134	410	97	7	5	115	54	26	14	3	8	8	59	17	44	41	14	213
19:15	1228	472	94	7	6	85	61	25	20	4	9	10	65	21	46	52	14	240
19:30	1434	735	66	7	9	62	58	29	24	5	8	9	71	22	52	41	16	221
19:45	1532	827	68	8	11	65	29	37	20	6	8	5	94	18	54	40	19	223
20:00	1549	527	122	34	12	156	67	72	13	9	12	8	104	27	32	60	23	272
20:15	1631	476	146	38	12	92	114	97	43	28	21	20	95	31	53	60	28	278
20:30	1694	478	156	21	11	87	126	107	53	34	25	25	103	35	51	60	32	292
20:45	1732	461	155	21	10	89	133	114	58	37	27	26	104	37	63	61	33	304
21:00	1749	440	167	26	11	115	132	112	49	30	23	16	106	42	64	67	37	313
21:15	1747	481	169	29	11	91	133	110	56	28	24	17	93	37	64	65	35	305
21:30	1719	476	154	22	12	91	133	110	57	29	22	17	93	40	61	65	38	302
21:45	1613	484	158	26	12	95	68	64	44	17	18	18	103	42	72	72	39	283
22:00	1547	560	139	14	12	93	49	46	36	10	10	16	92	48	66	65	36	258
22:15	1357	349	167	29	12	82	53	52	38	11	10	17	86	39	54	67	35	259
22:30	1195	271	166	25	10	78	46	51	36	11	11	14	79	38	41	53	31	235
22:45	1040	230	111	28	9	66	41	47	33	11	11	10	72	36	39	50	30	218
23:00	897	183	78	21	7	68	36	42	32	11	11	8	66	36	34	41	27	198
23:15	758	137	62	24	6	50	27	38	29	11	10	7	55	28	34	39	26	176
23:30	640	108	50	17	5	40	24	33	25	11	10	6	47	27	28	37	24	149
23:45	540	68	43	13	4	31	22	29	25	11	9	5	41	24	25	34	23	131
00:00	455	50	36	12	4	31	18	24	19	9	8	5	33	23	22	29	20	113
00:15	378	40	31	13	3	21	15	19	15	8	7	4	29	16	15	28	17	99
00:30	314	36	27	10	3	18	13	14	15	8	6	4	19	14	9	23	14	85
00:45	267	32	21	7	3	14	11	12	14	7	5	3	16	12	6	19	12	73
NT 18-23	82	25	7	1	1	5	5	4	2	1	1	1	5	2	3	3	2	15
NS 18-23	139	61	28	9	13	22	24	23	14	9	11	11	27	15	19	20	15	35
NT 24h	145	33	14	2	1	9	8	7	4	2	2	1	10	4	8	6	3	32
NS 24h	210	66	37	13	13	26	28	27	19	16	13	12	36	21	33	27	20	59

NT = Nutzungsminuten gesamt NS = Nutzungsminuten pro Seher

Ergebnisse TV-Panel 2009 / Deutschschweiz

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 2009

	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	
06:00	100	9.9	3.3	2.7	0.3	5.9	8.9	1.5	3.4	1.5	1.1	0.3	10.1	5.8	9.1	5.6	5.0	25.7
06:15	100	11.3	3.3	2.7	0.3	5.8	8.7	1.7	3.1	1.1	1.2	0.3	9.3	5.2	9.6	5.4	5.0	26.1
06:30	100	10.7	4.5	4.1	0.3	6.2	8.5	1.5	3.1	0.9	1.0	0.2	9.0	4.5	9.8	5.1	4.9	25.7
06:45	100	12.1	5.8	3.5	0.2	6.7	8.4	1.7	2.9	0.8	0.9	0.3	7.8	3.5	9.2	5.1	4.7	26.5
07:00	100	13.4	6.4	2.5	0.2	7.1	7.1	1.7	1.9	0.8	0.9	0.3	6.5	3.0	9.2	4.8	4.6	29.7
07:15	100	10.9	6.1	2.3	0.3	6.5	6.0	2.0	1.7	0.8	1.0	0.5	6.0	2.9	9.4	4.6	4.1	35.0
07:30	100	10.7	6.5	2.2	0.3	6.5	5.3	2.4	1.7	0.7	0.4	0.6	4.5	2.8	9.8	4.7	3.3	37.6
07:45	100	10.9	4.6	2.2	0.5	6.5	6.2	2.4	1.9	0.7	0.4	0.6	4.4	2.5	9.0	4.9	2.5	39.8
08:00	100	14.1	5.1	2.8	0.4	6.7	5.6	2.2	2.3	0.5	0.3	0.5	4.5	2.0	8.5	4.5	1.6	38.4
08:15	100	12.7	5.2	3.8	0.3	5.9	5.5	2.3	2.9	0.6	0.3	0.6	4.5	1.9	8.1	4.8	1.5	39.1
08:30	100	12.5	6.1	3.5	0.4	6.0	4.8	2.3	2.9	0.6	0.3	0.6	4.8	2.0	7.7	4.9	1.7	38.9
08:45	100	11.8	5.5	3.0	0.3	6.4	5.4	2.2	3.7	0.6	0.3	0.8	5.0	1.8	6.8	5.3	2.1	38.9
09:00	100	10.5	6.3	3.0	0.3	6.8	4.3	4.9	3.8	0.8	0.4	0.8	5.9	2.4	5.6	4.7	2.3	37.0
09:15	100	8.9	6.3	3.1	0.4	5.5	3.8	8.3	3.7	1.1	0.6	0.9	5.4	3.3	5.0	4.5	1.9	37.3
09:30	100	8.6	6.9	3.0	0.5	5.7	4.1	8.6	3.6	1.0	0.6	1.0	5.5	4.3	3.7	4.2	1.4	37.2
09:45	100	9.0	8.5	2.6	0.4	5.4	3.8	8.7	3.7	1.1	0.7	0.9	6.1	4.7	3.2	3.1	1.1	37.0
10:00	100	9.2	9.5	2.7	0.3	6.1	4.1	7.9	3.7	1.3	0.9	0.7	7.7	4.8	1.9	1.9	0.7	36.4
10:15	100	9.2	9.4	2.7	0.4	5.3	4.6	8.5	3.9	1.7	1.0	0.8	7.2	5.6	1.3	1.6	0.7	36.3
10:30	100	9.6	10.2	2.4	0.4	5.4	4.7	6.5	3.9	1.9	1.3	0.9	7.5	5.4	1.1	1.4	0.6	36.9
10:45	100	9.9	10.5	2.2	0.4	5.5	5.0	5.8	4.0	2.1	1.3	0.8	6.9	5.6	1.2	1.3	0.5	36.7
11:00	100	10.7	8.9	2.0	0.4	5.8	5.5	6.1	4.1	2.1	1.3	0.9	7.9	4.2	3.2	1.2	0.6	35.0
11:15	100	11.6	8.7	2.0	0.4	4.8	5.4	5.2	4.0	2.2	1.2	0.8	7.8	4.2	4.6	1.3	0.8	34.9
11:30	100	11.3	7.9	1.7	0.5	4.7	5.1	5.7	3.7	2.2	1.1	0.7	8.5	4.2	5.0	1.3	1.5	35.1
11:45	100	10.9	7.9	1.7	0.5	4.5	5.4	5.9	3.8	1.6	1.0	0.6	10.2	3.8	5.0	1.5	1.5	34.3
12:00	100	10.5	8.9	1.6	0.4	4.7	5.5	3.0	4.0	0.9	0.8	0.5	14.6	3.1	4.2	2.6	2.2	32.7
12:15	100	10.7	8.4	1.4	0.4	4.4	5.2	4.9	3.6	0.9	0.7	0.5	15.3	3.0	5.2	2.9	3.2	29.3
12:30	100	9.9	8.9	1.3	1.2	4.3	5.3	5.5	4.1	0.8	0.7	0.5	12.5	2.9	6.5	3.8	3.8	28.2
12:45	100	11.4	9.2	1.3	2.0	4.2	5.3	5.1	4.0	0.7	0.8	0.5	11.5	2.9	6.9	4.2	3.5	26.5
13:00	100	21.8	9.8	1.1	1.7	4.0	3.1	1.5	2.4	0.6	0.5	0.5	11.2	2.0	6.9	4.2	3.5	25.3
13:15	100	12.8	9.7	1.6	1.2	4.6	3.8	1.5	2.6	1.5	0.9	0.6	10.8	2.0	9.8	5.5	3.4	27.8
13:30	100	11.1	9.5	1.6	0.9	4.8	3.3	1.4	2.2	2.5	1.2	0.5	10.2	2.1	11.2	6.2	3.2	28.1
13:45	100	8.3	8.9	1.5	0.9	5.1	3.1	1.5	2.0	3.6	1.4	0.5	10.3	2.1	12.4	5.9	3.2	29.1
14:00	100	8.1	9.1	1.6	0.9	4.2	3.1	2.5	2.2	4.6	1.3	0.5	8.8	2.3	14.1	6.3	2.8	27.6
14:15	100	8.0	8.7	1.4	0.8	3.8	4.1	3.3	2.1	6.1	1.3	0.6	7.9	2.1	14.8	6.4	2.5	26.3
14:30	100	7.4	7.9	1.3	0.7	3.6	4.3	4.0	2.1	8.2	1.2	0.6	6.7	2.1	17.0	5.0	2.2	25.9
14:45	100	7.2	7.7	1.1	0.7	3.4	4.4	4.5	2.2	8.9	1.2	0.5	6.1	2.1	17.3	4.7	2.3	25.6
15:00	100	7.6	7.9	1.2	0.7	3.7	4.9	2.9	2.2	9.5	1.4	0.5	6.5	2.2	16.6	5.2	2.0	25.2
15:15	100	7.7	7.8	1.3	0.7	3.4	7.8	3.7	2.1	7.7	1.5	0.5	6.9	2.2	14.7	5.6	2.3	24.0
15:30	100	7.8	7.3	1.2	0.7	3.3	8.3	4.3	2.4	7.7	1.6	0.5	5.9	2.2	15.0	4.7	2.7	24.5
15:45	100	8.0	7.5	1.2	0.7	3.6	7.9	4.8	2.4	7.3	1.6	0.4	5.6	2.5	15.2	4.7	2.6	23.9

Ergebnisse TV-Panel 2009 / Deutschschweiz

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 2009

	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	10.9	8.1	1.3	0.7	3.5	5.1	6.5	2.5	3.1	1.7	0.4	6.3	2.4	15.6	4.9	2.3	24.8
16:15	100	11.7	8.2	1.1	0.6	3.4	6.9	8.5	2.4	2.5	1.7	0.4	5.5	2.0	14.2	4.8	2.3	23.7
16:30	100	12.4	7.8	1.1	0.7	3.3	7.1	8.7	2.5	2.4	1.4	0.4	5.3	2.2	14.1	4.2	2.6	23.7
16:45	100	11.9	7.7	1.1	0.7	3.5	7.3	8.8	2.4	2.0	1.5	0.4	5.0	2.1	13.9	4.2	2.7	24.8
17:00	100	12.9	7.8	1.3	0.7	4.4	5.5	5.0	2.7	1.2	1.7	0.5	4.9	2.5	12.6	5.8	2.6	27.8
17:15	100	12.5	8.0	1.3	0.8	4.6	7.2	5.2	2.8	1.1	1.3	0.5	5.2	2.2	11.4	6.0	2.2	27.7
17:30	100	11.6	8.6	1.3	0.8	5.1	8.0	5.8	2.8	0.9	1.2	0.6	8.4	2.4	8.7	4.8	2.3	26.8
17:45	100	10.4	8.5	1.1	0.8	7.4	7.4	6.7	2.9	0.9	1.4	0.7	8.9	2.3	7.6	4.4	2.1	26.5
18:00	100	20.3	7.4	0.6	0.7	15.2	7.7	6.1	2.1	0.7	1.2	0.6	6.0	2.1	4.3	2.8	1.7	20.6
18:15	100	21.9	8.6	0.7	0.9	10.2	7.7	7.1	2.0	0.5	1.5	0.6	6.4	2.0	4.3	3.2	1.6	20.8
18:30	100	23.7	8.6	0.7	0.8	7.8	7.6	7.2	1.7	0.4	1.5	0.5	7.5	2.1	4.2	3.8	1.3	20.4
18:45	100	26.6	8.3	0.7	0.6	8.6	6.1	5.6	1.5	0.3	1.8	0.5	6.9	2.0	4.2	3.9	1.4	21.1
19:00	100	36.7	7.8	0.5	0.4	10.3	4.7	2.4	1.2	0.3	0.7	0.7	5.3	1.4	4.0	3.6	1.2	18.8
19:15	100	38.8	7.1	0.5	0.5	7.0	5.0	2.1	1.7	0.3	0.7	0.8	5.3	1.7	3.7	4.2	1.1	19.5
19:30	100	51.5	4.3	0.5	0.7	4.4	4.1	2.1	1.7	0.3	0.5	0.6	4.9	1.6	3.6	2.8	1.1	15.4
19:45	100	54.1	4.2	0.5	0.7	4.3	1.9	2.5	1.3	0.4	0.5	0.4	6.1	1.2	3.5	2.6	1.2	14.6
20:00	100	34.1	7.7	2.2	0.8	10.1	4.3	4.6	0.8	0.6	0.8	0.5	6.8	1.7	2.1	3.8	1.5	17.6
20:15	100	29.4	8.8	2.4	0.7	5.7	6.8	5.9	2.6	1.7	1.3	1.2	5.8	1.9	3.2	3.7	1.7	17.2
20:30	100	28.4	9.1	1.3	0.6	5.2	7.3	6.3	3.1	2.0	1.5	1.5	6.1	2.1	3.0	3.5	1.9	17.4
20:45	100	26.7	8.9	1.2	0.6	5.2	7.5	6.5	3.3	2.2	1.6	1.5	6.0	2.1	3.6	3.5	1.9	17.7
21:00	100	25.2	9.4	1.5	0.6	6.7	7.4	6.3	2.8	1.8	1.3	0.9	6.0	2.4	3.6	3.8	2.1	18.1
21:15	100	27.6	9.6	1.7	0.6	5.3	7.5	6.2	3.2	1.6	1.4	1.0	5.3	2.1	3.6	3.8	2.0	17.7
21:30	100	27.7	8.8	1.3	0.7	5.4	7.6	6.3	3.3	1.7	1.3	1.0	5.4	2.3	3.5	3.8	2.2	17.8
21:45	100	30.1	9.6	1.6	0.8	6.0	4.2	3.9	2.7	1.0	1.1	1.1	6.3	2.6	4.4	4.5	2.4	17.7
22:00	100	36.3	8.8	0.9	0.8	6.1	3.1	2.9	2.3	0.6	0.6	1.1	5.9	3.1	4.2	4.2	2.4	16.8
22:15	100	25.5	12.2	2.1	0.9	6.2	3.9	3.8	2.8	0.8	0.7	1.2	6.4	2.9	4.0	4.9	2.6	19.2
22:30	100	22.4	13.9	2.1	0.8	6.6	3.8	4.2	3.0	0.9	0.9	1.1	6.6	3.2	3.5	4.4	2.6	19.8
22:45	100	21.6	10.6	2.8	0.8	6.5	3.9	4.5	3.1	1.0	1.1	1.0	7.0	3.5	3.8	4.8	2.9	21.2
23:00	100	19.7	8.5	2.5	0.8	7.9	3.9	4.8	3.5	1.1	1.2	0.9	7.4	4.2	3.8	4.5	3.0	22.3
23:15	100	17.5	7.9	3.3	0.8	6.9	3.5	5.1	3.8	1.4	1.4	0.9	7.3	3.7	4.5	5.1	3.4	23.4
23:30	100	16.1	7.6	2.8	0.7	6.4	3.7	5.3	3.8	1.7	1.6	1.0	7.3	4.3	4.5	5.7	3.8	23.5
23:45	100	12.1	7.8	2.4	0.8	5.9	4.1	5.7	4.6	2.0	1.7	1.0	7.6	4.5	4.7	6.4	4.3	24.4
00:00	100	10.5	7.9	2.7	0.8	7.2	3.9	5.5	4.2	2.0	1.7	1.0	7.0	5.1	4.9	6.4	4.3	25.0
00:15	100	10.2	8.2	3.4	0.9	5.8	3.8	5.0	3.9	2.2	1.7	1.1	7.5	4.1	3.9	7.3	4.6	26.3
00:30	100	11.2	8.5	3.3	0.9	5.7	3.8	4.4	4.5	2.4	1.8	1.1	5.9	4.4	2.8	7.3	4.3	27.5
00:45	100	11.7	8.0	2.8	0.9	5.3	3.9	4.4	5.2	2.8	1.9	1.2	5.6	4.7	2.3	7.3	4.3	27.7
MA 18-23	100	31.0	8.8	1.3	0.7	6.7	5.6	4.8	2.4	1.1	1.1	0.9	6.0	2.2	3.7	3.8	1.9	18.1
NT 18-23	82	25	7	1	1	5	5	4	2	1	1	1	5	2	3	3	2	15
MA 24h	100	22.7	8.9	1.6	0.7	6.0	5.3	4.8	2.8	1.7	1.2	0.8	6.7	2.7	5.5	4.2	2.3	22.1
NT 24h	145	33	14	2	1	9	8	7	4	2	2	1	10	4	8	6	3	32

MA = Marktanteil in %

NT = Nutzungsminuten gesamt

Ergebnisse TV-Panel 2009 / Deutschschweiz

TAGESREICHWEITE in % (Mo-So)

Universum 2009: 5'033'000 Personen (3+) Stichprobe 2009: 2'254 Personen

	1987	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
TOTAL TV	68	66	66	68	70	70	72	71	71	71	71	73	74	74	74	74	73	74	73	72	70	69	68
SF1	57	55	55	55	55	54	57	57	58	57	56	57	58	57	57	57	57	57	56	55	53	50	49
SF2								17	21	25	25	32	33	34	33	35	36	37	37	37	35	35	34
SFi																6	9	10	12	14	14	16	18
SF DRS												61	62	62	62	62	62	63	62	62	60	58	57
TSR1	19	19	18	17	15	14	13	12	11	10	8	8	7	6	5	5	4	4	4	4	4	3	4
RSI La Uno	14	16	15	16	13	12	12	10	9	8	7	7	6	5	5	4	3	3	3	3	3	3	3
ARD	42	42	40	40	40	37	37	36	36	35	35	34	34	32	32	32	32	32	31	31	29	28	27
ZDF	38	38	36	35	35	33	34	32	32	32	30	30	30	29	29	29	29	29	29	29	27	26	25
ORF 1	29	30	30	29	30	30	30	28	30	30	30	29	28	27	27	27	28	27	26	25	23	22	21
ORF 2	23	21	21	21	23	23	24	24	24	23	22	22	21	20	21	21	21	20	20	18	16	15	15
3SAT				9	11	13	15	16	17	17	16	16	16	16	15	16	16	16	16	15	15	14	13
RTL				20	30	35	38	36	36	36	35	35	35	34	33	33	33	33	31	30	28	27	26
RTL2								10	20	24	25	25	26	28	26	25	26	26	23	22	21	20	19
Sat1				23	28	31	35	34	34	32	31	32	31	30	30	30	30	30	29	28	26	25	24
PRO7							21	25	30	31	31	30	31	30	29	28	29	28	27	25	24	24	23
Priv. CH													30.5	37	39	32	33	33	33	33	34	32	33
Andere	38	40	44								54	56	56	56	54	56	56	57	57	56	55	55	55
TOT 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	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, RSI La Uno 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.

Ergebnisse TV-Panel 2009 / Deutschschweiz

NUTZUNG in Minuten (Mo-So)

Universum 2009: 5'033'000 Personen (3+) Stichprobe 2009: 2'254 Personen

	1987	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
TOTAL TV	107	105	108	113	118	118	125	124	128	129	127	132	137	137	139	141	141	148	147	146	139	141	145
SRG SSR	47	45	43	42	39	38	40	42	44	45	44	46	46	46	47	51	50	52	50	52	48	49	49
SF1	43	40	38	36	35	33	36	37	37	36	35	34	36	34	37	37	37	36	35	34	33	32	33
SF2								3	5	7	7	10	9	10	9	12	12	14	13	15	12	14	14
SFi																1	1	1	2	2	2	2	2
SF DRS												44	45	45	46	50	49	51	49	51	47	48	48
TSR1	3	3	3	3	2	1	1	1	1	1	1	1	1	1	0	0	0	0	1	1	0	0	1
RSI La Uno	1	2	2	2	1	2	2	1	1	1	1	1	0	0	0	0	0	0	0	0	0	0	0
Non SRG	61	60	64	71	79	80	85	82	84	84	86	87	91	92	92	90	91	96	97	94	91	92	95
ARD	17	16	14	13	12	10	9	8	8	8	8	8	8	8	8	8	8	9	9	9	7	8	8
ZDF	15	13	11	10	9	8	8	7	7	7	6	6	6	6	6	6	7	7	7	8	5	7	7
ORF 1+2	15	14	13	11	10	9	9	8	11	11	11	10	10	9	9	10	9	9	10	9	3	7	7
3SAT				1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	2	2	2	2	2
RTL				8	13	16	17	15	14	13	12	11	11	11	11	11	11	11	11	10	10	9	10
RTL2								2	5	6	6	5	5	6	5	5	5	6	5	4	4	4	4
SAT1				8	10	10	12	11	11	10	9	9	8	8	7	9	8	9	10	9	8	9	8
PRO7							9	10	11	10	10	9	9	9	8	8	8	8	7	7	6	7	6
Priv. CH													6	10	12	6	6	6	6	6	8	7	9
Andere	14	17	26	20	24	26	20	20	16	18	23	28	26	26	26	26	28	30	32	32	32	34	37
TOT 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	10

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, RSI La Uno 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 RSI La Due enthalten, ab 2001 diejenigen von SF info und ab 2009 auch diejenigen von HD Suisse.

Bei den Totalwerten können rundungsbedingte Differenzen auftreten.

Ergebnisse TV-Panel 2009 / Deutschschweiz

MARKTANTEILE in % (Mo-So)

Universum 2009: 5'033'000 Personen (3+) Stichprobe 2009: 2'254 Personen

	1987	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
SRG SSR	44	43	40	37	33	31	32	34	34	34	33.4	34.6	33.8	33.1	33.6	35.9	35.4	35.2	34.1	35.3	34.2	34.8	34.0
SF1	40	38	35	32	29	27	29	30	29	28	27.5	26.3	26.8	25.3	26.5	26.7	26.0	24.8	23.8	23.7	24.1	23.2	22.7
SF2				1	1	1	1	2	4	5	4.9	7.5	6.4	7.2	6.4	8.1	8.0	8.9	8.5	9.7	8.2	9.6	8.9
SFi																0.5	0.7	0.8	1.0	1.1	1.2	1.4	1.6
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	33.3
TSR1	3	3	3	2	2	1	1	1	1	1	0.5	0.4	0.3	0.3	0.3	0.3	0.3	0.3	0.4	0.3	0.3	0.3	0.3
RSI La Uno	1	2	2	2	1	1	1	1	1	0	0.5	0.4	0.3	0.3	0.3	0.2	0.2	0.1	0.2	0.1	0.2	0.2	0.1
Non SRG	56	57	60	63	67	69	68	66	66	66	66.6	65.4	66.2	66.9	66.4	64.1	64.6	64.8	65.9	64.7	65.8	65.2	66.0
ARD	16	15	13	11	10	8	7	6	6	6	6.0	5.8	5.6	5.6	5.5	5.8	5.7	5.7	5.8	6.0	5.7	5.5	5.3
ZDF	14	12	10	8	7	7	6	6	5	5	4.4	4.3	4.0	4.3	4.4	4.4	4.5	4.8	5.0	5.2	5.1	5.0	4.8
ORF1	8	9	8	6	6	5	5	4	5	5	5.8	4.9	4.6	4.2	4.3	4.5	4.4	4.1	4.2	3.6	3.4	3.1	2.8
ORF2	6	5	3	3	3	3	3	3	3	3	2.5	2.4	2.3	2.3	2.3	2.4	2.2	2.2	2.2	2.3	1.9	1.8	1.7
3SAT				1	1	1	1	1	1	1	0.9	0.8	0.8	0.9	0.9	0.9	1.0	0.9	1.0	1.0	1.1	1.1	1.2
RTL				7	11	14	14	12	11	10	9.1	8.4	8.5	7.9	7.7	7.9	8.0	7.9	7.4	7.3	7.0	6.7	6.7
RTL2								2	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	2.7
SAT1				7	8	9	9	9	9	8	7.3	6.7	6.0	5.4	5.1	6.4	5.7	6.2	6.7	6.4	6.0	6.1	5.5
PRO7							7	8	8	8	8.0	7.0	6.7	6.2	5.9	5.6	5.6	5.0	4.6	4.4	4.3	4.6	4.2
Priv. CH													4.5	7.3	8.3	4.0	4.2	4.0	4.1	4.3	5.5	5.0	6.0
Andere	13	16	25	19	21	23	16	15	14	15	18.2	21.4	19.2	18.7	18.8	18.7	19.9	20.4	22.0	21.7	22.9	23.8	25.2

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, RSI La Uno bis 31.8.1997 TSI.

Ab 1999 sind in der Kategorie SRG SSR auch die Werte von TSR2 und RSI La Due enthalten, ab 2001 diejenigen von SF info und ab 2009 auch diejenigen von HD Suisse.

Bei den Totalwerten können rundungsbedingte Differenzen auftreten.

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

Ergebnisse TV-Panel 2009 / Deutschschweiz

TAGESREICHWEITEN in % (Mo-So)

Universum 2009: 5'033'000 Personen (3+) Stichprobe 2009: 2'254 Personen

	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Privatfernsehen CH										
3 Plus								10.0	9.9	10.9
Star TV	6.6	7.3	9.7	9.3	8.7	7.8	7.1	6.0	5.9	5.1
Viva Schweiz (bis 31.3.09)	5.9	8.5	8.9	9.1	8.6	9.1	9.7	9.2	8.2	7.9
Viva Schweiz (ab 1.4.09 / Sendezeit 20:15-05:00)										3.3
Nick CH (ab 1.4.09 / Sendezeit 05:00-20:15)										4.4
TeleBärn	19.9	20.0	22.6	22.1	20.8	20.7	20.9	19.3	17.4	16.0
TeleBasel	16.7	17.9	20.1	22.1	21.0	22.3	21.3	22.8	20.6	20.5
Tele M1	19.0	17.6	19.7	19.8	19.7	20.4	19.1	18.2	18.2	18.0
Tele Ostschweiz		12.6	17.3	17.3	17.5	17.1	16.0	14.6	15.6	14.8
Tele Tell	15.3	15.9	18.4	17.7	16.7	16.8	16.3	17.5	17.1	18.5
Tele Top		6.0	9.1	9.7	9.2	9.1	9.2	7.9	8.4	7.4
TeleZüri	30.0	30.6	32.5	34.7	35.2	34.4	33.3	31.6	29.0	28.4

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TAGESREICHWEITEN in Tausend (Mo-So)

Universum 2009: 5'033'000 Personen (3+) Stichprobe 2009: 2'254 Personen

	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Privatfernsehen CH										
3 Plus								501	500	549
Star TV	331	369	485	471	436	395	359	301	296	257
Viva Schweiz (bis 31.3.09)	297	431	446	456	434	456	487	462	414	400
Viva Schweiz (ab 1.4.09 / Sendezeit 20:15-05:00)										165
Nick CH (ab 1.4.09 / Sendezeit 05:00-20:15)										220
TeleBärn	216	225	252	245	240	240	243	226	206	189
TeleBasel	79	84	93	105	110	118	112	120	109	108
Tele M1	157	146	164	170	170	175	165	156	157	154
Tele Ostschweiz		52	81	82	102	102	96	87	93	88
Tele Tell	80	84	98	141	133	134	130	140	136	148
Tele Top		63	94	109	104	103	103	88	94	84
TeleZüri	416	425	448	480	498	488	473	449	411	403

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

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

Ergebnisse TV-Panel 2009 / Deutschschweiz

NUTZUNG in Minuten (Mo-So)

Universum 2009: 5'033'000 Personen (3+) Stichprobe 2009: 2'254 Personen

	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Privatfernsehen CH										
3 Plus								1.8	1.9	2.5
Star TV	0.4	0.4	0.6	0.5	0.4	0.4	0.3	0.2	0.3	0.2
Viva Schweiz (bis 31.3.09)	0.4	0.7	0.8	0.7	0.7	0.8	0.9	0.8	0.7	0.6
Viva Schweiz (ab 1.4.09 / Sendezeit 20:15-05:00)										0.1
Nick CH (ab 1.4.09 / Sendezeit 05:00-20:15)										1.2
TeleBärn	1.8	1.8	2.2	2.2	2.0	1.9	2.0	1.8	1.6	1.5
TeleBasel	1.7	1.7	2.0	2.4	2.3	2.5	2.8	3.1	2.7	2.8
Tele M1	1.4	1.3	2.1	2.3	2.3	2.3	2.1	2.2	2.3	2.3
Tele Ostschweiz		0.1	0.3	0.5	0.5	0.5	0.5	0.3	1.5	1.2
Tele Tell	0.9	1.0	1.6	1.8	1.7	1.8	2.0	2.4	2.2	2.2
Tele Top		0.3	0.5	0.6	0.6	0.6	0.6	0.4	0.5	0.5
TeleZüri	6.0	6.5	7.2	8.1	8.4	8.6	7.9	7.8	7.0	6.4

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

Ergebnisse TV-Panel 2009 / Deutschschweiz

MARKTANTEILE in % (Mo-So)

Universum 2009: 5'033'000 Personen (3+) Stichprobe 2009: 2'254 Personen

	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Privatfernsehen CH										
3 Plus								1.3	1.4	1.7
Star TV	0.3	0.3	0.4	0.4	0.3	0.3	0.2	0.2	0.2	0.1
Viva Schweiz (bis 31.3.09)	0.3	0.5	0.6	0.5	0.5	0.5	0.6	0.5	0.5	0.4
Viva Schweiz (ab 1.4.09 / Sendezeit 20:15-05:00)										0.2
Nick CH (ab 1.4.09 / Sendezeit 05:00-20:15)										1.7
TeleBärn	1.3	1.3	1.6	1.7	1.4	1.3	1.4	1.3	1.1	1.0
TeleBasel	1.2	1.1	1.3	1.5	1.4	1.6	1.9	2.0	1.7	1.7
Tele M1	1.0	1.0	1.5	1.6	1.6	1.6	1.5	1.6	1.6	1.6
Tele Ostschweiz		1.5	1.4	1.1	1.1	1.1	1.0	1.1	1.1	0.8
Tele Tell	0.6	0.7	1.2	1.4	1.2	1.3	1.5	1.9	1.7	1.7
Tele Top		0.2	0.4	0.4	0.4	0.4	0.4	0.3	0.4	0.3
TeleZüri	4.5	4.7	5.1	5.8	5.8	5.9	5.3	5.5	5.0	4.5

Ergebnisse TV-Panel 2009 / Deutschschweiz

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
06:00	0.2	0.1	0.1	8.5	2.7	1.2	0.2	0.2	0.1	0.1	8.3	2.7	1.3	0.2
06:15	0.3	0.1	0.1	8.5	2.9	1.4	0.3	0.3	0.1	0.1	8.4	2.9	1.4	0.3
06:30	0.3	0.1	0.1	9.0	3.3	1.6	0.6	0.3	0.1	0.1	8.8	3.3	1.5	0.6
06:45	0.4	0.2	0.1	10.3	3.6	1.7	1.1	0.4	0.2	0.1	9.8	3.6	1.7	1.1
07:00	0.4	0.2	0.1	10.0	3.9	1.9	1.9	0.4	0.2	0.1	9.6	3.9	1.9	1.8
07:15	0.4	0.2	0.1	9.4	4.3	2.1	2.8	0.4	0.2	0.2	9.2	4.3	2.1	2.7
07:30	0.5	0.2	0.2	9.2	4.8	2.3	3.4	0.5	0.2	0.2	9.0	4.9	2.4	3.4
07:45	0.5	0.2	0.2	9.4	5.0	2.4	3.2	0.5	0.2	0.2	9.3	5.3	2.6	3.6
08:00	0.5	0.3	0.2	10.0	5.4	2.6	2.8	0.6	0.3	0.3	9.8	5.8	2.8	3.6
08:15	0.6	0.3	0.3	10.2	5.6	2.7	3.0	0.6	0.3	0.4	9.9	6.3	3.1	4.1
08:30	0.6	0.3	0.3	10.5	5.9	2.8	3.0	0.7	0.3	0.4	10.3	6.6	3.2	4.3
08:45	0.7	0.3	0.4	10.7	6.1	2.9	3.1	0.7	0.4	0.5	10.4	7.0	3.4	4.5
09:00	0.7	0.3	0.4	10.6	6.4	3.1	3.2	0.8	0.4	0.6	10.4	7.5	3.7	4.7
09:15	0.7	0.3	0.5	10.9	6.7	3.2	3.3	0.8	0.4	0.6	10.8	7.9	3.9	4.9
09:30	0.7	0.4	0.5	10.9	6.9	3.3	3.3	0.9	0.4	0.7	10.9	8.4	4.1	5.0
09:45	0.8	0.4	0.5	10.9	7.2	3.4	3.3	0.9	0.5	0.7	10.8	8.8	4.3	4.9
10:00	0.8	0.4	0.6	10.7	7.5	3.6	3.3	0.9	0.5	0.7	10.7	9.4	4.6	4.8
10:15	0.8	0.4	0.6	10.7	7.8	3.8	3.3	1.0	0.5	0.7	10.7	9.8	4.9	4.8
10:30	0.8	0.4	0.6	10.5	8.3	4.0	3.4	1.0	0.5	0.8	10.5	10.3	5.1	4.8
10:45	0.9	0.4	0.6	10.2	8.6	4.1	3.4	1.1	0.5	0.8	10.3	10.8	5.4	4.8
11:00	0.9	0.4	0.7	9.8	9.1	4.4	3.5	1.1	0.5	0.8	10.0	11.3	5.6	4.9
11:15	0.9	0.4	0.7	9.5	9.6	4.6	3.7	1.1	0.6	0.9	9.8	11.9	5.9	5.0
11:30	0.9	0.4	0.7	8.9	10.3	5.0	3.9	1.1	0.6	0.9	9.4	12.5	6.3	5.2
11:45	0.9	0.4	0.7	8.3	11.1	5.4	4.3	1.2	0.6	0.9	8.9	13.3	6.6	5.5
12:00	0.9	0.4	0.7	7.5	12.3	6.0	5.0	1.2	0.6	0.9	8.2	14.3	7.2	5.9
12:15	1.0	0.5	0.8	7.3	13.9	6.9	5.5	1.2	0.6	0.9	8.0	15.6	7.9	6.2
12:30	1.2	0.6	0.9	7.6	15.4	7.7	6.7	1.3	0.7	1.1	8.1	16.9	8.6	7.0
12:45	1.3	0.6	1.1	7.9	16.4	8.2	7.2	1.4	0.8	1.2	8.3	17.9	9.1	7.4
13:00	1.3	0.7	1.1	7.7	17.0	8.5	6.8	1.4	0.8	1.2	8.1	18.5	9.4	7.0
13:15	1.3	0.7	1.0	8.5	15.6	7.8	6.1	1.4	0.8	1.1	8.7	17.4	8.8	6.4
13:30	1.3	0.7	1.0	8.9	14.9	7.4	5.6	1.4	0.8	1.1	9.0	16.9	8.6	6.0
13:45	1.3	0.7	1.0	9.2	14.5	7.2	5.3	1.4	0.8	1.1	9.2	16.7	8.5	5.7
14:00	1.2	0.6	1.0	8.9	14.3	7.1	5.0	1.4	0.7	1.1	8.9	16.7	8.5	5.5
14:15	1.2	0.6	1.0	8.6	14.6	7.2	4.9	1.4	0.7	1.1	8.7	16.9	8.5	5.4
14:30	1.2	0.6	1.0	8.2	15.1	7.4	4.8	1.4	0.7	1.1	8.5	17.3	8.7	5.4
14:45	1.2	0.6	1.1	8.1	15.3	7.5	4.8	1.4	0.8	1.1	8.4	17.5	8.8	5.4
15:00	1.2	0.6	1.1	8.3	15.1	7.4	4.8	1.4	0.8	1.2	8.6	17.5	8.8	5.5
15:15	1.2	0.6	1.1	8.2	15.0	7.4	4.8	1.4	0.8	1.2	8.5	17.5	8.8	5.5
15:30	1.2	0.6	1.1	8.1	15.5	7.6	5.4	1.5	0.8	1.2	8.5	17.9	9.1	6.0
15:45	1.2	0.6	1.3	8.0	16.2	8.0	6.2	1.5	0.8	1.4	8.5	18.6	9.4	6.6

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

Ergebnisse TV-Panel 2009 / Deutschschweiz

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	1.4	8.2	16.6	8.3	6.8	1.6	0.9	1.5	8.6	19.0	9.7	7.1
16:15	1.3	0.7	1.5	7.7	18.1	9.0	7.6	1.6	0.9	1.6	8.2	20.4	10.4	7.7
16:30	1.4	0.7	1.6	7.5	19.2	9.7	8.4	1.6	0.9	1.7	8.0	21.5	11.0	8.4
16:45	1.4	0.8	1.6	7.4	20.3	10.2	8.9	1.7	0.9	1.7	7.9	22.4	11.6	8.9
17:00	1.5	0.8	1.6	7.5	21.0	10.6	9.4	1.8	1.0	1.7	8.0	23.1	11.9	9.5
17:15	1.5	0.8	1.7	7.1	22.8	11.5	10.2	1.8	1.0	1.8	7.7	24.7	12.8	10.2
17:30	1.6	0.9	1.7	6.9	24.3	12.4	11.0	1.9	1.0	1.8	7.5	25.9	13.5	11.1
17:45	1.6	0.9	1.6	6.4	26.1	13.5	11.5	1.9	1.1	1.8	7.1	27.7	14.5	11.6
18:00	1.5	0.8	1.6	5.2	30.4	16.0	12.0	1.8	1.0	1.7	5.9	31.5	16.8	12.1
18:15	1.6	0.9	1.5	5.2	32.5	17.3	13.0	1.9	1.1	1.7	5.8	33.7	18.2	13.1
18:30	1.7	0.9	1.5	5.0	35.1	18.8	13.9	1.9	1.1	1.7	5.5	36.2	19.7	14.1
18:45	1.9	1.0	1.6	5.1	37.3	20.3	14.5	2.0	1.2	1.8	5.5	38.4	21.2	14.8
19:00	1.9	1.1	1.8	4.7	41.9	23.2	14.5	2.1	1.2	1.9	5.1	42.4	23.7	14.8
19:15	2.1	1.2	1.9	4.8	45.5	25.4	15.4	2.3	1.3	2.0	5.2	45.6	25.7	15.6
19:30	2.2	1.2	1.9	4.2	52.0	29.4	15.9	2.3	1.4	2.0	4.5	52.0	29.8	16.0
19:45	2.2	1.3	1.8	4.1	55.1	31.5	16.4	2.3	1.4	2.0	4.4	55.0	31.8	16.4
20:00	2.5	1.5	1.7	4.7	55.5	31.8	16.4	2.6	1.6	1.9	4.9	55.6	32.4	16.6
20:15	2.8	1.7	1.8	5.1	57.5	33.3	15.3	2.8	1.8	2.0	5.2	57.9	34.2	16.0
20:30	3.0	1.9	1.8	5.4	59.5	34.7	15.4	3.0	2.0	2.0	5.5	59.9	35.6	16.2
20:45	3.1	2.0	1.7	5.5	60.7	35.5	14.7	3.2	2.1	1.9	5.7	61.2	36.5	15.7
21:00	3.2	2.0	1.6	5.7	61.2	35.7	13.2	3.2	2.1	1.8	5.8	61.8	36.9	14.5
21:15	3.3	2.1	1.5	5.8	61.1	35.7	11.9	3.3	2.2	1.7	5.9	61.8	36.9	13.3
21:30	3.2	2.1	1.4	5.9	60.2	35.0	10.8	3.3	2.1	1.5	5.9	61.0	36.3	12.2
21:45	3.2	2.0	1.2	6.1	56.9	33.0	9.2	3.3	2.1	1.3	6.2	57.7	34.1	10.6
22:00	3.0	1.8	1.0	5.8	54.9	31.7	7.7	3.1	1.9	1.1	5.9	55.5	32.7	8.9
22:15	2.8	1.7	0.8	6.2	48.3	27.6	6.2	2.9	1.8	0.9	6.3	49.3	28.8	7.1
22:30	2.5	1.5	0.6	6.2	42.9	24.3	4.8	2.6	1.6	0.7	6.3	43.9	25.3	5.6
22:45	2.2	1.3	0.5	6.2	37.8	21.1	3.8	2.3	1.4	0.6	6.3	38.7	22.0	4.4
23:00	1.9	1.1	0.4	6.1	32.8	18.1	3.0	2.0	1.2	0.5	6.3	33.8	19.0	3.5
23:15	1.7	0.9	0.3	6.1	27.9	15.2	2.3	1.8	1.0	0.4	6.3	28.9	16.1	2.8
23:30	1.4	0.8	0.2	6.1	23.7	12.8	1.8	1.5	0.9	0.3	6.3	24.6	13.6	2.2
23:45	1.2	0.7	0.2	6.1	20.0	10.7	1.5	1.3	0.7	0.2	6.4	21.0	11.5	1.8
00:00	1.0	0.5	0.2	6.0	16.8	9.0	1.2	1.1	0.6	0.2	6.3	17.8	9.7	1.4
00:15	0.9	0.5	0.1	6.1	14.0	7.4	0.9	1.0	0.5	0.2	6.3	15.0	8.0	1.1
00:30	0.8	0.4	0.1	6.4	11.6	6.1	0.7	0.8	0.5	0.1	6.6	12.5	6.7	0.9
00:45	0.7	0.3	0.1	6.4	9.9	5.2	0.6	0.7	0.4	0.1	6.6	10.7	5.7	0.7
NR 24h	23	15	16		88	69	56	24	16	17		88	70	58
NT 24h	17	9	11		267	144	74	18	10	12		283	155	81
NS 24h	72	60	63		303	210	130	77	64	65		321	222	139

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 %

Ergebnisse TV-Panel 2009 / Deutschschweiz

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
06:00	0.3	0.1	0.1	9.4	2.8	1.3	0.3	0.2	0.1	0.1	6.7	2.7	1.3	0.3
06:15	0.3	0.1	0.1	9.5	3.0	1.4	0.4	0.2	0.1	0.1	6.8	2.9	1.4	0.4
06:30	0.3	0.1	0.1	9.7	3.4	1.6	0.7	0.2	0.1	0.1	7.3	3.1	1.5	0.5
06:45	0.4	0.2	0.1	9.5	3.8	1.8	1.2	0.3	0.1	0.1	7.6	3.3	1.6	0.7
07:00	0.4	0.2	0.2	9.5	4.3	2.1	1.7	0.3	0.1	0.1	7.6	3.7	1.8	1.2
07:15	0.5	0.2	0.2	9.5	4.8	2.3	2.7	0.4	0.2	0.2	8.0	4.2	2.0	1.8
07:30	0.5	0.2	0.3	9.4	5.4	2.6	3.9	0.4	0.2	0.2	8.2	4.9	2.4	2.8
07:45	0.6	0.3	0.4	9.5	6.1	3.0	5.0	0.5	0.2	0.3	8.2	5.8	2.8	3.9
08:00	0.7	0.3	0.6	9.6	6.9	3.4	5.9	0.6	0.3	0.5	8.7	6.9	3.4	5.3
08:15	0.8	0.4	0.7	9.8	7.6	3.8	7.0	0.7	0.3	0.5	8.6	8.1	4.0	6.4
08:30	0.8	0.4	0.8	9.8	8.3	4.1	7.7	0.9	0.4	0.7	9.4	9.0	4.5	7.1
08:45	0.9	0.4	0.9	9.8	8.7	4.3	8.2	1.0	0.5	0.8	9.7	10.1	5.1	7.8
09:00	0.9	0.5	0.9	10.3	9.2	4.6	8.4	1.1	0.5	0.9	9.7	11.3	5.7	8.5
09:15	1.0	0.5	1.0	11.1	9.7	4.8	8.9	1.2	0.6	0.9	9.9	12.5	6.3	9.1
09:30	1.1	0.6	1.0	11.6	10.3	5.1	9.1	1.3	0.7	1.0	10.0	13.8	7.1	9.1
09:45	1.2	0.6	1.0	11.3	10.9	5.5	8.9	1.4	0.7	1.0	10.2	15.1	7.7	9.1
10:00	1.2	0.6	1.0	11.3	11.6	5.8	8.5	1.5	0.8	1.0	9.9	16.6	8.6	9.1
10:15	1.3	0.7	1.1	11.3	12.1	6.1	8.3	1.6	0.9	1.0	10.0	17.6	9.2	8.8
10:30	1.3	0.7	1.2	11.1	12.5	6.3	8.0	1.7	0.9	1.0	9.7	18.5	9.7	8.5
10:45	1.3	0.7	1.3	11.0	13.2	6.7	8.2	1.8	1.0	1.2	9.8	19.4	10.2	8.5
11:00	1.4	0.7	1.4	11.2	13.7	7.0	8.2	1.9	1.0	1.3	9.8	20.2	10.6	8.3
11:15	1.4	0.7	1.4	11.0	14.3	7.3	8.2	2.0	1.0	1.3	10.1	20.6	10.9	8.6
11:30	1.4	0.8	1.4	10.9	14.9	7.6	8.0	2.0	1.1	1.4	10.0	21.2	11.3	9.1
11:45	1.5	0.8	1.4	10.6	15.7	8.0	7.8	2.0	1.1	1.5	10.0	21.6	11.5	9.3
12:00	1.5	0.8	1.3	10.1	16.5	8.4	7.5	2.0	1.1	1.6	10.1	21.7	11.6	8.9
12:15	1.5	0.8	1.2	9.7	17.3	9.0	7.2	2.1	1.2	1.5	10.1	22.3	11.9	8.6
12:30	1.6	0.8	1.3	9.3	18.4	9.6	7.1	2.1	1.2	1.6	9.9	22.9	12.3	8.6
12:45	1.6	0.9	1.4	9.1	19.5	10.2	7.2	2.1	1.2	1.6	9.7	23.7	12.7	8.5
13:00	1.6	0.9	1.5	9.2	20.0	10.4	7.2	2.1	1.2	1.4	9.1	24.2	13.0	8.0
13:15	1.7	0.9	1.5	9.8	19.4	10.1	7.0	2.0	1.1	1.3	8.9	24.2	13.0	7.4
13:30	1.7	0.9	1.4	9.7	19.3	10.0	6.7	2.1	1.2	1.2	8.9	24.7	13.3	7.2
13:45	1.7	0.9	1.4	9.7	19.3	10.0	6.4	2.1	1.2	1.3	9.0	25.2	13.6	7.0
14:00	1.7	0.9	1.4	9.4	19.4	10.0	6.4	2.1	1.2	1.2	8.7	25.8	14.0	6.9
14:15	1.7	0.9	1.3	9.4	19.5	10.0	6.4	2.1	1.2	1.2	8.8	25.9	14.0	7.1
14:30	1.7	0.9	1.3	9.2	19.4	10.0	6.2	2.2	1.2	1.3	8.9	26.1	14.1	7.3
14:45	1.7	0.9	1.4	9.3	19.6	10.1	6.3	2.2	1.3	1.3	9.0	26.3	14.3	7.4
15:00	1.8	1.0	1.5	9.5	19.7	10.1	6.6	2.2	1.3	1.4	8.9	26.9	14.6	7.8
15:15	1.8	1.0	1.5	9.6	19.9	10.2	6.7	2.3	1.3	1.4	8.8	27.2	14.8	7.8
15:30	1.8	1.0	1.5	9.5	20.5	10.5	6.9	2.4	1.4	1.6	9.3	27.5	14.9	7.9
15:45	1.9	1.1	1.5	9.6	21.4	11.0	7.1	2.4	1.4	1.7	9.5	27.6	15.1	8.0

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

Ergebnisse TV-Panel 2009 / Deutschschweiz

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	9.8	22.1	11.4	7.1	2.4	1.5	1.7	9.4	28.2	15.5	8.5
16:15	2.1	1.2	1.6	9.5	23.0	11.9	7.3	2.5	1.5	1.8	9.4	29.2	16.1	9.0
16:30	2.2	1.2	1.8	9.5	24.0	12.5	7.7	2.6	1.6	2.1	9.4	30.1	16.5	9.4
16:45	2.2	1.2	1.9	9.4	24.6	12.8	8.2	2.7	1.6	2.2	9.4	30.9	17.0	9.7
17:00	2.2	1.3	1.8	9.4	25.2	13.2	8.9	2.7	1.6	2.2	9.3	31.6	17.4	10.1
17:15	2.3	1.3	1.9	9.2	26.2	13.8	9.6	2.8	1.7	2.3	9.3	32.5	17.9	10.7
17:30	2.3	1.3	2.1	9.2	27.1	14.4	10.6	2.7	1.7	2.3	9.1	33.2	18.3	11.7
17:45	2.4	1.4	2.2	8.9	28.7	15.4	11.6	2.7	1.6	2.2	8.7	34.3	19.0	12.1
18:00	2.2	1.3	2.1	7.7	31.3	17.0	12.3	2.5	1.5	2.0	7.4	37.0	20.5	12.2
18:15	2.3	1.4	2.2	7.7	32.9	18.2	13.0	2.5	1.5	2.0	6.6	40.2	22.7	14.0
18:30	2.3	1.4	2.3	7.3	34.9	19.4	13.9	2.5	1.5	2.0	6.3	42.8	24.4	15.3
18:45	2.3	1.5	2.4	6.9	37.6	21.2	14.8	2.6	1.6	2.1	6.0	45.1	25.8	16.4
19:00	2.4	1.5	2.4	6.5	39.7	22.6	14.8	2.6	1.6	2.2	5.8	47.8	27.7	16.5
19:15	2.5	1.6	2.5	6.5	41.7	24.0	15.4	2.8	1.7	2.2	5.8	50.2	29.5	17.0
19:30	2.5	1.6	2.5	5.7	47.5	27.8	15.9	2.7	1.7	2.0	5.0	57.0	34.1	16.8
19:45	2.5	1.6	2.5	5.5	49.5	29.3	16.6	2.7	1.7	1.9	4.8	60.2	36.3	16.7
20:00	2.8	1.8	2.7	6.0	50.1	29.9	17.9	2.9	1.9	1.7	5.1	61.4	37.4	16.1
20:15	2.9	2.0	3.0	6.1	53.1	32.4	20.7	3.0	2.0	1.6	5.0	65.0	40.2	14.6
20:30	3.2	2.2	3.1	6.5	54.8	33.9	22.0	3.2	2.2	1.6	5.2	67.3	41.9	14.5
20:45	3.3	2.3	3.1	6.7	56.0	34.9	22.5	3.4	2.3	1.5	5.4	68.7	43.0	14.2
21:00	3.4	2.4	2.9	6.7	57.0	35.7	22.1	3.4	2.4	1.4	5.4	69.8	43.7	13.2
21:15	3.4	2.4	2.7	6.7	57.5	36.1	21.6	3.5	2.4	1.3	5.5	69.7	43.6	12.1
21:30	3.4	2.4	2.5	6.6	57.6	36.2	20.7	3.4	2.4	1.1	5.5	68.4	42.7	10.9
21:45	3.4	2.3	2.3	6.7	56.1	35.1	19.1	3.5	2.3	0.9	6.0	63.0	39.0	9.0
22:00	3.2	2.2	1.9	6.5	54.3	33.7	16.6	3.3	2.2	0.7	6.0	59.2	36.4	7.4
22:15	3.1	2.0	1.5	6.5	51.3	31.6	13.6	3.0	2.0	0.6	6.2	52.7	32.0	5.5
22:30	2.9	1.9	1.3	6.7	47.5	29.0	10.9	2.7	1.7	0.5	6.4	45.3	27.0	4.1
22:45	2.7	1.8	1.1	6.9	43.3	26.1	8.9	2.4	1.4	0.3	6.4	38.7	22.7	3.2
23:00	2.5	1.6	1.0	7.0	39.5	23.6	7.4	2.1	1.3	0.3	6.7	33.0	19.0	2.3
23:15	2.3	1.5	0.8	7.1	35.3	20.9	6.0	1.7	1.0	0.2	6.7	27.4	15.4	1.8
23:30	2.1	1.3	0.6	7.3	31.5	18.4	4.8	1.5	0.8	0.2	6.7	22.5	12.5	1.4
23:45	2.0	1.2	0.5	7.5	28.2	16.3	3.9	1.2	0.7	0.1	6.8	18.8	10.3	1.1
00:00	1.8	1.1	0.4	7.6	24.9	14.2	3.2	1.0	0.6	0.1	6.6	15.9	8.6	0.9
00:15	1.6	0.9	0.3	7.4	21.7	12.3	2.5	0.8	0.5	0.1	6.4	13.2	7.1	0.8
00:30	1.4	0.8	0.3	7.5	18.9	10.6	1.9	0.7	0.4	0.1	6.6	10.9	5.8	0.6
00:45	1.2	0.7	0.2	7.5	16.4	9.1	1.5	0.6	0.3	0.1	6.6	9.3	4.9	0.5
NR 24h	25	18	21		85	69	61	26	19	19		90	75	60
NT 24h	22	13	16		301	170	105	23	14	13		343	195	92
NS 24h	88	73	76		351	244	169	89	73	68		381	260	152

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 %

Ergebnisse TV-Panel 2009 / Deutschschweiz

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

Universum: 4'267'000 Personen (15+)

	Total		SRG SSR idée suisse					Ausland: Service public						ANDERE
	HH	Pers 15+	SF1	SF2	SFi	TSR1	RSI La Uno	3SAT	ARTE	ARD	ZDF	ORF1	ORF2	
06:00	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
06:15	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	0.0
06:30	0.5	0.3	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
06:45	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
07:00	0.6	0.3	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
07:15	0.5	0.3	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
07:30	0.5	0.3	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
07:45	0.6	0.3	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
08:00	0.6	0.3	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
08:15	0.6	0.3	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
08:30	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
08:45	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
09:00	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	0.1
09:15	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	0.1
09:30	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	0.1
09:45	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
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	0.8	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
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	0.1
10:45	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
11:00	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	0.2
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	0.2
11:30	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
11:45	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
12:00	1.0	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
12:15	1.0	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
12:30	1.0	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
12:45	1.2	0.7	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
13:00	1.2	0.7	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
13:15	1.2	0.7	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
13:30	1.0	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
13:45	1.0	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
14:00	1.0	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
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	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
15:00	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	0.3
15:15	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	0.2
15:30	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
15:45	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	0.3

2.19 Teletext Nutzung nach Sender: Reichweite in %

Ergebnisse TV-Panel 2009 / Deutschschweiz

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

Universum: 4'267'000 Personen (15+)

	Total		SRG SSR idée suisse					Ausland: Service public						ANDERE
	HH	Pers 15+	SF1	SF2	SFi	TSR1	RSI La Uno	3SAT	ARTE	ARD	ZDF	ORF1	ORF2	
16:00	1.2	0.7	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.3
16:15	1.1	0.6	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.2
16:30	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
16:45	1.5	0.8	0.3	0.2	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.3
17:00	1.6	0.9	0.3	0.2	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.4
17:15	1.6	0.9	0.3	0.2	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.4
17:30	1.8	1.0	0.3	0.2	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.4
17:45	2.2	1.3	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	2.1	1.3	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	2.1	1.3	0.5	0.2	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.5
18:30	1.9	1.2	0.4	0.2	0.0	0.0	0.0	0.0	0.0	0.1	0.2	0.0	0.0	0.4
18:45	2.3	1.4	0.6	0.2	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.4
19:00	1.9	1.1	0.5	0.2	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.4
19:15	2.5	1.6	0.8	0.2	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.0	0.5
19:30	1.9	1.2	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	2.8	1.8	1.1	0.2	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.0	0.5
20:00	3.6	2.4	0.9	0.4	0.1	0.0	0.0	0.0	0.1	0.2	0.2	0.1	0.0	0.9
20:15	3.6	2.2	0.4	0.3	0.1	0.0	0.0	0.1	0.1	0.2	0.2	0.2	0.1	1.1
20:30	2.2	1.4	0.3	0.2	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.0	0.6
20:45	2.7	1.7	0.5	0.3	0.1	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.0	0.7
21:00	2.7	1.8	0.5	0.3	0.1	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.0	0.7
21:15	2.4	1.6	0.4	0.3	0.1	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.0	0.6
21:30	2.8	1.8	0.6	0.4	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.0	0.6
21:45	3.3	2.2	0.8	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	0.5	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	0.5	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.0	0.7
22:30	2.3	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	2.2	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	1.7	1.0	0.3	0.2	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.4
23:15	1.6	0.9	0.2	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4
23:30	1.3	0.8	0.2	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
23:45	1.2	0.7	0.2	0.1	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.3
00:00	1.0	0.6	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
00:15	0.8	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
00:30	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	0.2
00:45	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	20.6	13.9	6.3	3.7	0.6	0.1	0.1	0.4	0.5	1.5	1.3	1.2	0.4	7.1
NT 18-23	0.9	0.6	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
NR 24h	28.5	19.7	9.6	6.0	1.4	0.3	0.2	0.8	0.7	2.8	2.2	2.0	1.0	11.0
NT 24h	2.2	1.3	0.5	0.2	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.4

NR = Tagesreichweite %

NT = Nutzungsminuten gesamt

3. Mediapulse Radiopanel

3.1 Radioforschung: 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 (sogenannte Mediawatch) 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 drei Mal pro 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 Mediawatch 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 Methodenwechsel 2009

Per 01. Januar 2009 wurden in der Radioforschung einige Umstellungen vorgenommen. Einerseits wurde die Stichprobe neu konzipiert und damit einhergehend auch die Stichprobengewichtung revidiert und verbessert. Neu wird nicht mehr nur auf Ebene von Einzeltagen gewichtet, sondern auch über längere Perioden. Zudem messen nun im ganzen Panel die Uhren der neuen Generation, was erlaubt, durch die Erhöhung des Messrythmus' eine höhere zeitliche Präzision der Radionutzungsmessung zu erreichen. Die Änderungen in der Methodik haben zur Folge, dass die Ergebnisse aus dem Jahr 2009 mit Ergebnissen der vorangehenden Jahre nur beschränkt vergleichbar sind.

3.1.3 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: Im Durchschnitt waren dies pro Tag 650 in der Deutschschweiz, davon 16 Rätoromanen, 252 in der Suisse romande, 100 in der Svizzera italiana und 10 im Fürstentum Liechtenstein. Die Testpersonen werden nach dem Prinzip der geschichteten Zufallsauswahl ausgesucht. Schichten oder Quoten bilden Alter und Geschlecht innerhalb der Rekrutierungszonen. Innerhalb der Schichten erfolgt die Auswahl zufällig. Die Testpersonen werden von GfK Switzerland telefonisch rekrutiert.

3.1.4 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.

3.1.5 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.

Ergebnisse Radiopanel 2009 / Deutsche Schweiz

VIERTELSTUNDEN-REICHWEITEN in % nach Wochentagen, Radio Total

Universum: 4'576'000 Personen (15+) Stichprobe: 30'846 Personen / 212'430 Messtage

	Wochentage							Montag - Freitag	Samstag - Sonntag	Montag - Sonntag
	Montag	Dienstag	Mittwoch	Donnerstag	Freitag	Samstag	Sonntag			
05:00	3.0	3.3	3.3	3.2	3.0	2.2	1.8	3.1	2.0	2.8
05:15	4.3	4.6	4.5	4.3	4.1	2.5	2.0	4.3	2.2	3.7
05:30	6.1	6.2	6.2	6.0	5.7	3.0	2.3	5.9	2.6	5.0
05:45	9.9	10.3	10.0	9.7	9.5	4.7	3.1	9.8	3.8	8.1
06:00	12.8	13.4	13.5	13.0	12.5	5.5	3.7	12.9	4.5	10.5
06:15	15.9	16.6	16.6	16.1	15.3	6.4	4.1	16.0	5.1	12.9
06:30	19.6	20.6	20.6	19.8	18.7	7.9	5.0	19.8	6.3	16.0
06:45	23.7	24.4	24.5	23.8	22.7	10.5	6.7	23.7	8.5	19.4
07:00	26.6	27.7	27.9	26.5	25.5	13.2	8.4	26.8	10.7	22.2
07:15	26.8	28.0	28.4	27.1	25.8	14.5	9.4	27.2	11.8	22.8
07:30	28.7	29.9	29.6	28.7	28.2	17.1	11.7	29.0	14.3	24.8
07:45	29.8	30.5	30.4	29.8	29.5	20.1	14.1	30.0	17.0	26.3
08:00	29.9	31.1	30.3	29.7	29.5	22.3	16.5	30.2	19.4	27.1
08:15	27.8	29.1	28.1	27.4	27.8	22.5	16.9	28.1	19.6	25.6
08:30	27.0	28.0	27.3	26.6	27.3	23.1	18.1	27.2	20.6	25.3
08:45	26.7	27.2	26.4	26.4	26.9	24.6	20.1	26.8	22.3	25.5
09:00	27.1	27.0	26.4	26.5	27.3	26.2	22.2	26.9	24.2	26.1
09:15	25.1	24.6	23.9	24.0	24.7	24.9	20.7	24.5	22.7	24.0
09:30	24.5	24.4	24.0	23.6	24.7	24.0	20.4	24.2	22.1	23.6
09:45	24.3	23.6	23.3	23.1	24.5	23.5	20.4	23.7	21.9	23.2
10:00	24.5	23.6	23.5	23.3	24.1	24.0	20.9	23.8	22.5	23.4
10:15	23.1	22.8	22.8	22.4	22.7	22.7	19.8	22.7	21.3	22.3
10:30	22.8	22.6	22.8	22.8	23.1	22.2	19.7	22.8	21.0	22.3
10:45	23.2	23.1	23.7	23.3	23.5	22.4	20.1	23.3	21.3	22.7
11:00	24.5	24.3	24.8	24.1	24.3	23.5	20.4	24.3	21.9	23.6
11:15	24.5	24.4	24.1	23.9	24.2	22.9	19.8	24.1	21.3	23.3
11:30	25.6	25.6	25.1	24.8	25.5	23.2	20.0	25.2	21.4	24.1
11:45	27.8	27.8	27.8	26.6	27.1	23.8	20.6	27.3	22.2	25.8
12:00	31.0	30.7	30.5	29.3	29.8	26.1	21.2	30.1	23.6	28.3
12:15	29.4	28.6	28.7	27.8	28.3	25.8	20.9	28.5	23.3	27.0
12:30	29.0	28.5	28.5	27.4	28.2	25.4	21.2	28.2	23.3	26.8
12:45	27.9	27.4	27.0	26.9	26.9	23.3	18.7	27.1	21.0	25.4
13:00	26.4	26.2	25.8	25.8	25.9	22.7	17.9	25.9	20.4	24.3
13:15	24.0	23.9	23.5	23.6	23.6	20.9	16.5	23.7	18.8	22.3
13:30	22.2	22.0	21.9	22.1	22.1	19.9	15.9	22.0	17.9	20.9
13:45	21.4	21.1	21.0	21.2	21.1	19.9	15.8	21.2	17.9	20.3
14:00	20.4	20.5	20.5	20.2	20.6	19.6	15.6	20.5	17.6	19.7
14:15	18.5	18.9	18.8	18.4	19.0	18.0	14.1	18.7	16.0	17.9
14:30	17.9	18.3	18.1	18.3	18.4	17.8	13.8	18.2	15.8	17.5
14:45	18.0	18.1	18.1	18.1	18.4	17.4	13.9	18.1	15.7	17.4

3.2 Radionutzung nach Wochentagen: Reichweite in %

Ergebnisse Radiopanel 2009 / Deutsche Schweiz

VIERTELSTUNDEN-REICHWEITEN in % nach Wochentagen, Radio Total

Universum: 4'576'000 Personen (15+) Stichprobe: 30'846 Personen / 212'430 Messtage

	Wochentage							Montag - Freitag	Samstag - Sonntag	Montag - Sonntag
	Montag	Dienstag	Mittwoch	Donnerstag	Freitag	Samstag	Sonntag			
15:00	18.4	18.7	18.6	18.8	19.1	17.7	13.7	18.7	15.7	17.8
15:15	17.4	17.8	17.6	17.7	18.4	16.5	13.0	17.7	14.7	16.9
15:30	17.9	17.6	17.9	17.8	19.0	16.6	13.4	18.0	14.9	17.1
15:45	18.7	18.2	18.4	18.4	19.6	16.9	13.8	18.6	15.3	17.7
16:00	19.8	19.9	19.7	20.1	20.8	17.3	14.8	19.9	16.0	18.8
16:15	19.3	19.2	19.1	19.3	19.8	16.1	14.4	19.2	15.1	18.0
16:30	19.9	19.7	19.5	20.0	19.9	16.1	14.4	19.7	15.2	18.4
16:45	20.7	20.4	20.3	20.9	20.7	16.9	15.3	20.5	16.1	19.3
17:00	22.6	22.5	22.7	22.5	22.8	18.3	16.9	22.5	17.6	21.1
17:15	21.6	21.8	22.2	21.8	21.4	17.2	16.1	21.7	16.6	20.2
17:30	22.4	22.4	22.3	21.8	21.7	17.3	16.7	22.0	17.0	20.6
17:45	22.2	22.1	22.2	22.1	21.8	17.6	17.4	22.0	17.4	20.7
18:00	22.4	22.2	22.5	22.2	22.2	18.1	17.8	22.2	18.0	21.0
18:15	20.1	19.8	20.5	19.9	19.5	16.2	15.7	20.0	15.9	18.8
18:30	18.4	18.5	18.9	18.3	18.2	14.5	14.4	18.5	14.5	17.3
18:45	16.7	17.1	17.1	16.7	16.8	13.5	13.2	16.9	13.4	15.9
19:00	15.0	15.1	15.3	14.8	15.4	12.4	12.7	15.1	12.6	14.4
19:15	12.6	12.9	13.1	12.6	12.4	10.6	10.9	12.7	10.8	12.2
19:30	10.9	10.7	11.1	10.5	10.2	8.8	9.3	10.7	9.1	10.2
19:45	10.0	9.7	10.0	9.7	9.2	8.1	8.6	9.7	8.3	9.3
20:00	10.3	9.8	9.9	9.3	8.9	7.9	8.5	9.6	8.2	9.2
20:15	8.7	8.2	8.8	8.0	7.7	6.7	7.2	8.2	6.9	7.9
20:30	8.4	7.8	8.1	7.6	7.2	6.0	6.7	7.8	6.3	7.4
20:45	8.1	7.3	8.1	7.3	7.2	5.8	6.5	7.6	6.1	7.2
21:00	8.4	7.4	7.6	7.8	6.7	5.7	6.4	7.5	6.0	7.1
21:15	7.5	6.7	7.3	7.5	6.1	5.4	6.2	7.0	5.8	6.7
21:30	7.6	6.6	7.4	7.6	6.1	5.5	5.8	7.1	5.6	6.6
21:45	8.0	7.2	7.6	7.7	6.6	5.6	6.4	7.4	6.0	7.0
22:00	8.0	7.1	7.8	7.4	6.9	5.8	6.6	7.4	6.2	7.1
22:15	6.8	6.5	7.0	6.7	6.5	5.4	5.9	6.7	5.7	6.4
22:30	6.5	6.1	6.6	6.1	6.4	5.4	5.8	6.3	5.6	6.1
22:45	6.1	6.1	6.5	5.9	6.3	5.6	5.8	6.2	5.7	6.1
23:00	6.0	5.7	6.5	5.9	6.3	5.8	5.6	6.1	5.7	6.0
23:15	4.9	4.7	5.3	5.2	5.8	5.2	4.6	5.2	4.9	5.1
23:30	4.2	4.2	4.7	4.6	5.5	4.8	4.0	4.7	4.5	4.6
23:45	3.9	3.9	4.2	4.1	5.1	4.5	3.6	4.3	4.1	4.2
Tagesreichweite	90.9	91.2	91.5	91.4	91.3	88.4	84.2	91.2	86.3	89.8
Nutzung in Min	128	127	127	125	126	107	96	126	101	119

3.2 Radionutzung nach Wochentagen: Reichweite in %

Ergebnisse Radiopanel 2009 / Deutsche Schweiz

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

Universum: 4'576'000 Personen (15+) Stichprobe: 30'846 Personen / 212'430 Messtage

	Total	Geschlecht		Alter					Abgeschlossene Ausbildung			
	Personen	Männer	Frauen	15-24	25-34	35-44	45-59	60+	keine/andere	oblig. Schule	Berufsausbildung	höhere Ausb.*
05:00	2.8	3.2	2.4	1.9	2.0	2.6	3.8	3.0	2.6	2.7	3.5	2.1
05:15	3.7	4.2	3.2	2.5	2.7	4.0	4.9	3.4	3.3	3.4	4.6	2.8
05:30	5.0	5.8	4.2	3.2	3.8	5.5	7.0	4.5	4.7	4.5	6.0	4.2
05:45	8.1	9.1	7.2	4.9	6.3	8.2	11.3	7.8	8.0	6.5	9.1	7.6
06:00	10.5	11.6	9.5	6.8	8.3	10.4	14.8	9.9	10.8	8.5	11.5	10.0
06:15	12.9	14.0	11.9	8.6	10.8	12.6	17.6	12.3	13.5	10.2	13.7	12.6
06:30	16.0	17.0	15.0	10.5	13.7	15.6	21.0	15.7	17.1	12.3	16.8	15.5
06:45	19.4	20.2	18.6	11.5	15.9	18.0	23.8	22.4	20.9	15.6	20.3	18.7
07:00	22.2	22.8	21.7	12.6	17.6	20.1	25.9	28.1	23.8	18.7	23.3	21.3
07:15	22.8	22.9	22.8	12.0	17.2	19.9	25.9	31.1	24.4	19.6	24.3	21.4
07:30	24.8	24.5	25.1	12.4	17.4	20.4	26.9	36.8	26.2	21.8	27.0	22.5
07:45	26.3	25.7	27.0	12.7	17.0	21.1	27.2	41.8	27.1	23.7	29.4	23.4
08:00	27.1	26.2	28.0	13.0	17.0	21.4	27.4	44.2	27.8	24.9	30.4	23.9
08:15	25.6	24.5	26.7	12.2	15.8	20.4	25.4	42.4	26.7	23.6	28.9	22.2
08:30	25.3	24.2	26.4	12.3	15.9	20.3	25.3	41.3	26.9	23.4	28.5	21.6
08:45	25.5	24.5	26.4	12.6	16.2	20.3	25.6	41.3	26.7	23.2	28.9	21.7
09:00	26.1	25.2	27.0	12.8	16.9	20.5	26.4	42.2	27.0	23.8	29.7	22.4
09:15	24.0	23.1	24.8	12.0	15.6	19.4	24.5	37.9	25.0	22.0	27.5	20.1
09:30	23.6	22.9	24.3	12.2	16.1	19.4	24.6	36.1	24.7	21.0	27.1	20.0
09:45	23.2	22.6	23.8	12.1	15.7	19.4	24.3	35.2	24.3	20.6	26.6	19.6
10:00	23.4	22.6	24.2	12.8	15.9	19.6	24.7	34.9	24.5	21.2	26.8	19.8
10:15	22.3	21.5	23.0	12.6	15.6	18.9	23.7	32.5	23.3	20.4	25.8	18.5
10:30	22.3	21.6	23.0	12.6	15.7	19.2	23.6	32.2	23.3	20.5	25.8	18.4
10:45	22.7	21.9	23.5	12.8	15.8	19.7	24.1	32.9	24.0	20.7	26.4	18.6
11:00	23.6	22.5	24.8	13.4	16.6	20.7	25.0	34.0	25.0	21.6	27.4	19.4
11:15	23.3	21.9	24.7	13.4	16.4	20.3	24.9	33.2	24.1	21.6	27.3	19.0
11:30	24.1	22.6	25.5	13.6	16.8	20.9	25.8	34.5	24.8	22.4	28.1	19.8
11:45	25.8	24.5	27.1	14.6	17.2	21.5	27.6	38.1	26.3	24.1	29.9	21.6
12:00	28.3	27.2	29.3	15.8	19.3	22.8	30.2	42.1	28.9	25.9	32.1	24.3
12:15	27.0	25.8	28.2	14.2	16.3	19.8	28.5	43.7	28.0	25.2	30.2	23.5
12:30	26.8	25.7	27.9	14.0	15.8	19.7	28.2	43.8	27.9	24.6	29.8	23.6
12:45	25.4	24.7	26.0	13.8	16.5	19.7	27.2	39.0	26.6	22.7	28.4	22.1
13:00	24.3	24.2	24.5	14.2	17.1	20.1	26.4	35.0	25.8	21.4	27.2	21.3
13:15	22.3	22.4	22.3	13.4	16.3	19.2	24.1	31.1	23.9	19.0	25.0	19.6
13:30	20.9	21.0	20.8	12.8	15.1	18.4	22.5	28.7	22.6	18.1	23.4	18.1
13:45	20.3	20.5	20.0	12.6	14.7	17.9	21.8	27.7	22.1	17.5	22.8	17.3
14:00	19.7	19.9	19.4	12.6	14.9	17.8	21.2	26.0	21.6	16.8	22.1	16.8
14:15	17.9	18.5	17.4	12.0	13.8	16.4	19.7	22.9	19.5	15.5	20.2	15.2
14:30	17.5	18.2	16.8	11.9	13.9	16.2	19.4	21.7	18.9	14.9	19.8	15.0
14:45	17.4	18.3	16.6	12.1	13.9	16.1	19.3	21.4	18.9	14.8	19.6	15.0

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

Ergebnisse Radiopanel 2009 / Deutsche Schweiz

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

Universum: 4'576'000 Personen (15+) Stichprobe: 30'846 Personen / 212'430 Messtage

3.3 Radionutzung nach Soziodemografie: Reichweite in %

Mediapulse: Jahresbericht 2009

	Total	Geschlecht		Alter					Abgeschlossene Ausbildung			
	Personen	Männer	Frauen	15-24	25-34	35-44	45-59	60+	keine/andere	oblig. Schule	Berufsausbildung	höhere Ausb.*
15:00	17.8	18.7	17.0	12.0	14.3	16.4	19.8	22.1	19.5	15.2	19.9	15.4
15:15	16.9	17.9	15.9	11.4	13.3	15.7	18.9	20.7	18.3	14.3	19.1	14.5
15:30	17.1	18.1	16.1	12.0	13.6	15.8	19.3	20.7	18.7	14.8	19.2	14.7
15:45	17.7	18.7	16.7	12.0	13.9	16.3	20.0	21.7	19.4	15.1	19.8	15.1
16:00	18.8	19.9	17.8	12.7	15.0	17.5	21.2	22.9	20.6	16.0	21.0	16.2
16:15	18.0	19.2	17.0	12.5	14.6	16.8	20.5	21.6	19.6	15.3	20.2	15.6
16:30	18.4	19.7	17.2	12.6	15.0	17.1	20.9	22.0	20.3	15.4	20.6	15.9
16:45	19.3	20.4	18.2	12.6	15.2	17.4	21.7	24.1	20.8	16.2	21.5	16.8
17:00	21.1	22.3	19.9	13.6	17.3	19.0	24.0	26.0	22.7	17.6	23.3	18.9
17:15	20.2	21.3	19.2	12.7	16.4	18.1	23.2	25.1	21.7	16.7	22.3	18.3
17:30	20.6	21.5	19.6	12.5	16.0	18.2	23.4	26.5	21.8	16.9	22.5	18.9
17:45	20.7	21.4	20.1	12.1	15.1	17.8	23.1	28.3	21.6	17.0	22.4	19.5
18:00	21.0	21.6	20.4	12.5	15.2	17.4	23.9	28.8	21.9	17.1	22.2	20.4
18:15	18.8	19.5	18.1	11.1	13.6	15.7	21.7	25.4	19.6	14.7	19.8	18.6
18:30	17.3	17.9	16.8	10.7	13.1	14.5	20.1	22.8	18.0	13.7	17.9	17.5
18:45	15.9	16.4	15.5	10.0	12.2	13.2	18.5	20.7	16.5	12.8	16.3	16.2
19:00	14.4	14.7	14.1	9.6	11.6	12.7	16.8	17.4	14.8	11.4	14.5	14.9
19:15	12.2	12.7	11.7	8.5	10.5	11.3	14.4	13.6	12.6	9.7	12.2	12.6
19:30	10.2	10.6	9.8	7.9	9.4	9.8	12.1	10.4	10.4	8.6	10.2	10.6
19:45	9.3	9.8	8.9	7.4	8.8	9.0	11.0	9.2	9.5	7.8	9.3	9.7
20:00	9.2	9.8	8.7	7.2	8.3	8.4	10.8	9.8	9.2	8.0	9.3	9.5
20:15	7.9	8.4	7.4	6.1	7.1	7.0	9.0	8.7	7.9	6.9	7.9	8.0
20:30	7.4	7.9	6.8	6.0	6.4	6.5	8.3	8.4	7.3	6.5	7.4	7.6
20:45	7.2	7.7	6.6	5.7	5.9	6.0	8.0	8.7	7.0	6.5	7.2	7.4
21:00	7.1	7.6	6.6	5.7	5.7	5.7	7.9	8.9	7.0	6.4	7.1	7.3
21:15	6.7	7.1	6.3	5.4	5.4	5.4	7.5	8.2	6.6	6.2	6.7	6.8
21:30	6.6	7.0	6.3	5.3	5.1	5.3	7.5	8.4	6.5	6.3	6.7	6.7
21:45	7.0	7.2	6.8	5.2	5.1	5.3	7.7	9.6	6.9	6.3	7.2	7.1
22:00	7.1	7.3	6.9	5.6	5.2	5.3	7.9	9.5	7.0	6.4	7.2	7.2
22:15	6.4	6.5	6.2	5.1	4.8	4.7	7.2	8.4	6.3	5.9	6.5	6.4
22:30	6.1	6.2	6.0	4.8	4.7	4.5	6.6	8.4	6.0	5.6	6.3	6.1
22:45	6.1	6.1	6.1	4.4	4.3	4.3	6.4	8.9	6.1	5.3	6.4	6.0
23:00	6.0	6.1	5.8	4.5	4.3	4.3	6.3	8.7	6.0	5.2	6.2	5.9
23:15	5.1	5.2	5.1	4.0	3.9	3.7	5.4	7.3	5.1	4.5	5.4	5.0
23:30	4.6	4.7	4.5	3.6	3.3	3.3	4.8	6.7	4.6	4.2	4.9	4.4
23:45	4.2	4.3	4.1	3.2	2.9	3.0	4.3	6.3	4.2	3.7	4.5	4.0
Tagesreichweite	89.8	89.5	90.1	76.9	84.7	89.5	93.3	96.5	91.5	83.4	91.6	89.0
Nutzung in Min.	119	120	119	71	80	91	127	181	124	108	132	106

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

Ergebnisse Radiopanel 2009 / Deutsche Schweiz

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

Universum: 4'576'000 Personen (15+) Stichprobe: 30'846 Personen / 212'430 Messtage

3.4 Radionutzung nach Soziodemografie: Reichweite in Tausend

Mediapulse: Jahresbericht 2009

	Total	Geschlecht		Alter					Abgeschlossene Ausbildung			
	Personen	Männer	Frauen	15-24	25-34	35-44	45-59	60+	keine/andere	oblig. Schule	Berufslehre	höhere Ausb.*
05:00	128.4	71.8	56.6	12.4	14.2	23.1	42.7	36.1	21.4	12.6	60.0	32.2
05:15	167.2	93.2	74.0	15.7	19.0	34.8	55.8	41.8	26.9	16.3	78.6	42.6
05:30	228.7	129.6	99.1	20.7	26.9	48.0	78.7	54.5	37.8	21.2	102.4	64.2
05:45	370.8	202.3	168.4	31.5	44.3	71.8	128.3	95.0	64.3	30.8	155.4	115.9
06:00	481.8	259.6	222.2	43.8	58.5	91.2	167.0	121.3	87.2	40.2	196.4	151.8
06:15	591.2	312.7	278.5	55.2	76.7	110.7	198.8	149.9	109.1	48.4	234.8	191.4
06:30	730.7	378.7	352.1	67.5	96.7	136.4	237.9	192.2	138.0	58.7	288.9	236.7
06:45	886.9	451.9	435.0	73.9	112.3	157.9	268.8	274.0	169.3	74.0	348.0	285.4
07:00	1'016.6	509.4	507.2	80.6	124.3	175.7	293.2	342.9	192.4	88.7	399.4	324.6
07:15	1'045.0	512.1	533.0	77.2	121.7	173.8	292.5	379.8	197.5	93.1	416.4	326.8
07:30	1'134.4	547.4	587.1	79.4	122.8	178.8	303.9	449.7	211.9	103.8	463.7	342.7
07:45	1'204.6	573.0	631.6	81.2	120.5	184.7	307.7	510.5	219.3	112.8	503.7	356.1
08:00	1'240.0	584.4	655.7	83.5	120.0	187.1	309.7	539.7	224.5	118.3	520.6	364.3
08:15	1'173.4	548.2	625.2	78.5	111.9	178.2	286.9	518.0	216.1	112.1	495.2	338.2
08:30	1'158.5	540.1	618.4	79.0	112.4	177.7	285.6	503.8	217.0	111.1	489.5	329.1
08:45	1'166.3	547.5	618.8	80.7	114.8	177.3	289.3	504.2	215.8	110.3	496.3	331.2
09:00	1'195.3	562.1	633.2	81.9	119.2	179.6	298.9	515.8	218.5	112.9	510.1	341.1
09:15	1'096.7	516.2	580.4	76.8	110.5	169.6	276.4	463.3	202.0	104.4	472.0	306.4
09:30	1'081.9	512.1	569.8	78.3	114.2	169.9	278.2	441.3	199.8	100.0	464.9	305.2
09:45	1'062.5	504.9	557.6	77.4	111.2	169.4	275.1	429.5	196.6	98.0	456.6	299.3
10:00	1'071.8	504.7	567.2	82.2	112.7	171.7	279.4	425.8	198.3	100.6	459.3	301.6
10:15	1'020.6	481.3	539.4	80.5	110.4	165.0	267.4	397.3	188.1	97.1	442.7	281.5
10:30	1'019.6	481.8	537.8	80.9	111.2	167.7	266.9	392.9	188.5	97.4	442.5	280.5
10:45	1'040.6	490.0	550.7	82.3	111.9	172.6	272.2	401.7	194.3	98.2	453.3	284.3
11:00	1'081.9	501.9	580.0	85.7	117.4	181.2	282.7	414.9	201.8	102.9	469.3	296.1
11:15	1'066.9	489.3	577.6	85.9	116.3	177.3	281.5	405.8	195.0	102.6	467.6	290.0
11:30	1'103.0	505.5	597.6	87.3	119.0	182.8	292.1	421.9	200.7	106.4	482.2	301.5
11:45	1'181.4	547.4	634.1	93.6	121.8	188.2	312.2	465.6	212.2	114.4	512.1	329.9
12:00	1'293.0	607.2	685.7	101.2	136.7	199.8	341.0	514.3	233.8	123.3	551.0	370.9
12:15	1'235.3	575.2	660.1	90.9	114.9	173.5	322.2	533.8	226.3	119.6	518.1	358.4
12:30	1'226.8	574.4	652.4	89.7	111.6	172.4	318.8	534.4	225.6	116.7	511.3	360.0
12:45	1'160.4	552.1	608.2	88.2	116.7	172.5	307.1	475.9	215.3	108.0	487.8	337.0
13:00	1'113.6	539.9	573.7	91.2	120.8	176.4	297.9	427.3	208.5	101.7	466.2	324.9
13:15	1'021.4	499.5	521.9	85.6	115.2	168.1	272.2	380.3	193.3	90.5	428.1	298.9
13:30	955.1	468.9	486.2	82.1	106.7	161.3	254.5	350.5	182.7	85.9	401.0	275.6
13:45	927.1	458.5	468.7	80.9	104.2	156.5	246.9	338.6	178.9	83.2	391.3	264.1
14:00	899.0	445.2	453.8	80.6	105.0	155.8	240.1	317.4	174.5	79.7	379.0	255.8
14:15	820.5	412.6	407.9	76.7	97.5	143.8	223.0	279.5	157.9	73.9	347.0	232.4
14:30	800.2	407.4	392.8	76.1	98.0	141.9	219.2	264.9	153.1	70.8	339.0	228.5
14:45	797.1	409.4	387.7	77.3	98.3	141.0	218.7	261.8	152.4	70.5	336.6	228.4

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Ergebnisse Radiopanel 2009 / Deutsche Schweiz

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

Universum: 4'576'000 Personen (15+) Stichprobe: 30'846 Personen / 212'430 Messtage

3.4 Radionutzung nach Soziodemografie: Reichweite in Tausend

Mediapulse: Jahresbericht 2009

	Total	Geschlecht		Alter					Abgeschlossene Ausbildung			
	Personen	Männer	Frauen	15-24	25-34	35-44	45-59	60+	keine/andere	oblig. Schule	Berufsausbildung	höhere Ausb.*
15:00	815.5	417.8	397.7	77.2	101.3	143.6	223.9	269.5	157.2	72.4	341.8	234.3
15:15	771.9	398.7	373.2	73.3	94.0	137.7	214.1	252.9	147.5	68.1	326.7	221.1
15:30	782.5	404.7	377.7	76.7	96.3	138.6	218.0	252.9	151.3	70.2	328.8	223.4
15:45	808.3	417.8	390.4	77.2	98.2	142.5	225.7	264.7	157.1	71.9	340.1	230.3
16:00	860.3	444.4	416.0	81.7	106.3	152.8	239.8	279.8	166.4	75.9	360.4	247.2
16:15	825.4	428.0	397.4	80.4	102.9	147.2	231.2	263.6	158.6	72.9	346.3	237.2
16:30	842.0	439.3	402.7	80.9	105.7	149.6	236.7	269.1	164.1	73.2	352.7	241.8
16:45	880.8	455.4	425.4	81.0	107.5	152.4	245.9	293.9	167.9	77.2	369.0	256.5
17:00	963.9	498.7	465.2	87.2	122.5	166.4	270.8	317.0	183.3	83.7	398.9	287.5
17:15	925.6	476.6	449.0	81.6	115.7	158.8	262.8	306.8	175.1	79.3	381.6	279.6
17:30	940.6	480.9	459.7	80.0	113.4	159.1	264.4	323.8	176.0	80.4	385.6	288.4
17:45	947.4	477.7	469.7	77.4	107.0	155.4	261.5	346.1	174.4	80.6	383.8	298.1
18:00	961.5	483.4	478.1	80.1	107.6	152.4	270.0	351.4	177.0	81.1	381.2	311.4
18:15	860.7	436.1	424.6	71.0	96.3	137.7	245.2	310.5	158.5	69.7	339.2	283.6
18:30	793.6	400.6	393.0	68.7	92.7	126.6	226.8	278.8	145.2	65.0	307.8	266.4
18:45	727.7	365.4	362.2	64.4	86.6	115.4	209.1	252.2	133.4	60.7	278.8	246.7
19:00	657.7	328.1	329.6	61.4	82.2	111.2	190.0	213.0	119.8	54.4	248.7	227.4
19:15	556.1	282.6	273.5	54.6	74.1	98.5	162.6	166.4	102.1	46.0	209.5	192.0
19:30	466.8	237.3	229.5	50.4	66.6	85.6	136.7	127.4	83.9	40.7	175.7	161.4
19:45	425.4	218.0	207.3	47.6	62.5	78.7	124.1	112.5	76.8	37.1	159.5	147.3
20:00	420.6	218.1	202.5	46.0	58.8	73.8	121.9	120.1	74.3	38.1	159.5	144.2
20:15	359.2	186.8	172.3	39.2	50.0	61.6	101.7	106.7	63.9	32.9	136.1	122.2
20:30	336.9	177.2	159.7	38.3	45.5	56.4	93.5	103.1	58.7	31.1	127.4	115.6
20:45	327.0	171.8	155.2	36.7	41.6	52.7	90.2	105.9	56.7	30.9	123.0	112.1
21:00	324.4	170.1	154.3	36.2	40.1	50.1	89.6	108.4	56.7	30.6	121.2	111.5
21:15	304.4	158.1	146.3	34.4	38.2	47.5	84.5	99.8	53.0	29.4	115.3	103.0
21:30	303.8	155.5	148.3	34.1	36.3	46.4	84.5	102.4	52.4	30.0	114.7	102.6
21:45	320.6	161.8	158.9	33.3	36.2	46.3	87.1	117.7	55.5	30.0	123.2	108.1
22:00	324.2	163.5	160.8	35.9	36.7	46.7	89.1	115.8	56.2	30.2	123.8	110.0
22:15	292.1	146.2	145.9	32.7	33.8	41.3	81.3	103.0	51.1	28.0	110.7	98.1
22:30	280.3	139.1	141.2	30.8	33.0	39.4	75.1	102.0	48.7	26.7	107.5	93.5
22:45	277.6	135.9	141.7	28.4	30.5	37.2	72.7	108.7	48.9	25.1	109.0	90.8
23:00	273.8	137.3	136.6	28.8	30.4	37.4	70.8	106.4	48.6	24.9	106.6	90.1
23:15	234.4	115.5	118.9	25.6	27.2	32.1	60.9	88.6	41.3	21.5	92.9	75.5
23:30	211.1	105.2	106.0	23.4	23.2	28.8	54.3	81.4	36.8	20.1	84.3	67.1
23:45	192.0	95.7	96.3	20.5	20.2	26.2	48.6	76.5	34.1	17.4	77.5	60.5
Tagesreichweite	4'109.1	1'998.4	2'110.7	492.9	599.3	783.8	1'055.1	1'178.1	739.3	396.6	1'571.1	1'357.6
Nutzung in Min.	119	120	119	71	80	91	127	181	124	108	132	106

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

Ergebnisse Radiopanel 2009 / Deutsche Schweiz

PUBLIKUMSANTEILE in % (Mo-So), Radio Total

Universum: 4'576'000 Personen (15+) Stichprobe: 30'846 Personen / 212'430 Messtage

	Total Personen	Geschlecht		Alter					Abgeschlossene Ausbildung			
		Männer	Frauen	15-24	25-34	35-44	45-59	60+	keine/andere	oblig. Schule	Berufsausbildung	höhere Ausb.*
05:00	100	56	44	10	11	18	33	28	17	10	47	25
05:15	100	56	44	9	11	21	33	25	16	10	47	26
05:30	100	57	43	9	12	21	34	24	17	9	45	28
05:45	100	55	45	8	12	19	35	26	17	8	42	31
06:00	100	54	46	9	12	19	35	25	18	8	41	32
06:15	100	53	47	9	13	19	34	25	18	8	40	32
06:30	100	52	48	9	13	19	33	26	19	8	40	32
06:45	100	51	49	8	13	18	30	31	19	8	39	32
07:00	100	50	50	8	12	17	29	34	19	9	39	32
07:15	100	49	51	7	12	17	28	36	19	9	40	31
07:30	100	48	52	7	11	16	27	40	19	9	41	30
07:45	100	48	52	7	10	15	26	42	18	9	42	30
08:00	100	47	53	7	10	15	25	44	18	10	42	29
08:15	100	47	53	7	10	15	24	44	18	10	42	29
08:30	100	47	53	7	10	15	25	43	19	10	42	28
08:45	100	47	53	7	10	15	25	43	19	9	43	28
09:00	100	47	53	7	10	15	25	43	18	9	43	29
09:15	100	47	53	7	10	15	25	42	18	10	43	28
09:30	100	47	53	7	11	16	26	41	18	9	43	28
09:45	100	48	52	7	10	16	26	40	19	9	43	28
10:00	100	47	53	8	11	16	26	40	19	9	43	28
10:15	100	47	53	8	11	16	26	39	18	10	43	28
10:30	100	47	53	8	11	16	26	39	18	10	43	28
10:45	100	47	53	8	11	17	26	39	19	9	44	27
11:00	100	46	54	8	11	17	26	38	19	10	43	27
11:15	100	46	54	8	11	17	26	38	18	10	44	27
11:30	100	46	54	8	11	17	26	38	18	10	44	27
11:45	100	46	54	8	10	16	26	39	18	10	43	28
12:00	100	47	53	8	11	15	26	40	18	10	43	29
12:15	100	47	53	7	9	14	26	43	18	10	42	29
12:30	100	47	53	7	9	14	26	44	18	10	42	29
12:45	100	48	52	8	10	15	26	41	19	9	42	29
13:00	100	48	52	8	11	16	27	38	19	9	42	29
13:15	100	49	51	8	11	16	27	37	19	9	42	29
13:30	100	49	51	9	11	17	27	37	19	9	42	29
13:45	100	49	51	9	11	17	27	37	19	9	42	28
14:00	100	50	50	9	12	17	27	35	19	9	42	28
14:15	100	50	50	9	12	18	27	34	19	9	42	28
14:30	100	51	49	10	12	18	27	33	19	9	42	29
14:45	100	51	49	10	12	18	27	33	19	9	42	29

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

Ergebnisse Radiopanel 2009 / Deutsche Schweiz

PUBLIKUMSANTEILE in % (Mo-So), Radio Total

Universum: 4'576'000 Personen (15+) Stichprobe: 30'846 Personen / 212'430 Messtage

3.5 Radionutzung nach Soziodemografie: Publikumsanteile in %

Mediapulse: Jahresbericht 2009

	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	51	49	9	12	18	27	33	19	9	42	29
15:15	100	52	48	9	12	18	28	33	19	9	42	29
15:30	100	52	48	10	12	18	28	32	19	9	42	29
15:45	100	52	48	10	12	18	28	33	19	9	42	28
16:00	100	52	48	9	12	18	28	33	19	9	42	29
16:15	100	52	48	10	12	18	28	32	19	9	42	29
16:30	100	52	48	10	13	18	28	32	19	9	42	29
16:45	100	52	48	9	12	17	28	33	19	9	42	29
17:00	100	52	48	9	13	17	28	33	19	9	41	30
17:15	100	51	49	9	13	17	28	33	19	9	41	30
17:30	100	51	49	9	12	17	28	34	19	9	41	31
17:45	100	50	50	8	11	16	28	37	18	9	41	31
18:00	100	50	50	8	11	16	28	37	18	8	40	32
18:15	100	51	49	8	11	16	28	36	18	8	39	33
18:30	100	50	50	9	12	16	29	35	18	8	39	34
18:45	100	50	50	9	12	16	29	35	18	8	38	34
19:00	100	50	50	9	13	17	29	32	18	8	38	35
19:15	100	51	49	10	13	18	29	30	18	8	38	35
19:30	100	51	49	11	14	18	29	27	18	9	38	35
19:45	100	51	49	11	15	18	29	26	18	9	37	35
20:00	100	52	48	11	14	18	29	29	18	9	38	34
20:15	100	52	48	11	14	17	28	30	18	9	38	34
20:30	100	53	47	11	14	17	28	31	17	9	38	34
20:45	100	53	47	11	13	16	28	32	17	9	38	34
21:00	100	52	48	11	12	15	28	33	17	9	37	34
21:15	100	52	48	11	13	16	28	33	17	10	38	34
21:30	100	51	49	11	12	15	28	34	17	10	38	34
21:45	100	50	50	10	11	14	27	37	17	9	38	34
22:00	100	50	50	11	11	14	27	36	17	9	38	34
22:15	100	50	50	11	12	14	28	35	17	10	38	34
22:30	100	50	50	11	12	14	27	36	17	10	38	33
22:45	100	49	51	10	11	13	26	39	18	9	39	33
23:00	100	50	50	11	11	14	26	39	18	9	39	33
23:15	100	49	51	11	12	14	26	38	18	9	40	32
23:30	100	50	50	11	11	14	26	39	17	10	40	32
23:45	100	50	50	11	11	14	25	40	18	9	40	32
Tages- publikumsanteil	100	49	51	12	15	19	26	29	18	10	38	33

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

Ergebnisse Radiopanel 2009 / Deutsche Schweiz

TAGESREICHWEITEN in %, Radio Total

Universum: 4'576'000 Personen (15+) Stichprobe: 30'846 Personen / 212'430 Messtage

	Wochentage							Montag - Freitag	Samstag - Sonntag	Montag - Sonntag
	Montag	Dienstag	Mittwoch	Donnerstag	Freitag	Samstag	Sonntag			
Total Personen	90.9	91.2	91.5	91.4	91.3	88.4	84.2	91.2	86.3	89.8
Geschlecht										
Männer	90.5	90.9	91.3	91.4	91.3	87.8	83.5	91.0	85.6	89.5
Frauen	91.2	91.5	91.7	91.4	91.4	89.0	84.8	91.4	87.0	90.1
Alter										
15-24	78.3	78.7	78.6	80.2	79.6	74.6	70.2	78.7	72.3	76.9
25-34	85.9	87.4	87.4	86.5	86.8	82.3	77.3	86.7	79.9	84.7
35-44	90.9	91.3	92.0	91.3	91.6	88.1	81.4	91.5	84.7	89.5
45-59	94.3	94.6	94.8	95.0	94.6	92.3	88.0	94.6	90.1	93.3
60+	97.2	96.9	97.2	96.9	97.0	96.0	94.0	97.0	95.0	96.5
Abgeschlossene Ausbildung										
keine/andere	93.0	92.9	93.7	93.3	92.8	90.0	85.2	93.1	87.4	91.5
oblig. Schule	84.5	84.7	84.8	85.4	85.6	82.2	78.4	84.7	80.1	83.4
Berufslehre	93.0	93.2	93.5	93.3	93.3	90.0	85.7	93.2	87.7	91.6
höhere Ausbildung*	89.5	90.3	90.3	90.3	90.4	87.9	83.9	90.1	86.2	89.0

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

3.6 Radionutzung nach Wochentag und Soziodemografie: Reichweite in %

Ergebnisse Radiopanel 2009 / Deutsche Schweiz

NUTZUNG in Minuten, Radio Total

Universum: 4'576'000 Personen (15+) Stichprobe: 30'846 Personen / 212'430 Messtage

	Wochentage							Montag - Freitag	Samstag - Sonntag	Montag - Sonntag
	Montag	Dienstag	Mittwoch	Donnerstag	Freitag	Samstag	Sonntag			
Total Personen	128	127	127	125	126	107	96	126	101	119
Geschlecht										
Männer	129	130	129	126	127	104	92	128	98	120
Frauen	127	125	125	124	124	110	99	125	105	119
Alter										
15-24	76	78	79	78	76	61	56	76	58	71
25-34	87	88	87	85	88	66	60	86	63	80
35-44	98	102	100	97	98	74	63	100	68	91
45-59	137	136	136	134	135	113	100	135	106	127
60+	192	186	187	185	186	174	157	187	165	181
Abgeschlossene Ausbildung										
keine/andere	134	134	132	129	130	109	97	132	102	124
oblig. Schule	116	113	114	114	112	100	90	113	95	108
Berufslehre	142	143	143	140	139	116	102	141	109	132
höhere Ausbildung*	111	110	111	109	112	97	90	111	94	106

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

3.7 Radionutzung nach Wochentag und Soziodemografie: Nutzung in Minuten

Ergebnisse Radiopanel 2009 / Deutsche Schweiz

VIERTELSTUNDEN-REICHWEITEN in % (Mo-So)

Universum: 4'576'000 Personen (15+) Stichprobe: 30'846 Personen / 212'430 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
05:00	2.8	1.6	1.0	0.1	0.0	0.5	0.0	0.0	0.2	1.7	0.9	0.2	0.1	0.0	0.1
05:15	3.7	2.1	1.3	0.1	0.1	0.7	0.0	0.0	0.1	2.2	1.3	0.3	0.1	0.0	0.1
05:30	5.0	3.0	1.8	0.1	0.1	1.0	0.0	0.0	0.2	3.1	1.7	0.3	0.2	0.0	0.1
05:45	8.1	5.2	3.3	0.1	0.3	1.5	0.0	0.0	0.2	5.3	2.5	0.4	0.2	0.0	0.1
06:00	10.5	6.8	4.2	0.2	0.4	2.1	0.1	0.0	0.3	7.0	3.3	0.5	0.2	0.0	0.1
06:15	12.9	8.3	5.0	0.2	0.6	2.6	0.1	0.0	0.3	8.6	4.1	0.5	0.3	0.0	0.1
06:30	16.0	10.3	6.1	0.2	0.8	3.3	0.2	0.0	0.4	10.7	5.1	0.6	0.3	0.1	0.2
06:45	19.4	12.9	7.9	0.3	0.8	3.9	0.2	0.0	0.5	13.3	5.8	0.8	0.4	0.1	0.2
07:00	22.2	15.0	9.6	0.5	0.8	4.3	0.3	0.1	0.6	15.6	6.4	0.9	0.5	0.1	0.2
07:15	22.8	15.5	9.7	0.4	1.1	4.5	0.2	0.0	0.7	16.1	6.5	0.8	0.4	0.1	0.2
07:30	24.8	17.2	11.1	0.5	1.2	4.6	0.2	0.0	0.8	17.9	6.7	0.9	0.5	0.1	0.2
07:45	26.3	18.3	12.0	0.6	1.2	4.8	0.2	0.0	0.8	19.1	6.9	1.0	0.6	0.1	0.2
08:00	27.1	18.6	12.2	0.9	1.2	4.6	0.3	0.1	0.9	19.4	7.2	1.2	0.6	0.1	0.3
08:15	25.6	17.2	11.0	0.9	1.2	4.3	0.1	0.0	1.0	18.1	7.0	1.2	0.6	0.1	0.3
08:30	25.3	16.5	10.1	0.9	1.3	4.4	0.1	0.0	1.1	17.5	7.2	1.3	0.7	0.1	0.3
08:45	25.5	16.3	9.7	1.0	1.4	4.4	0.1	0.0	1.1	17.3	7.4	1.5	0.9	0.1	0.4
09:00	26.1	16.7	10.2	1.2	1.6	4.4	0.2	0.1	1.2	17.7	7.5	1.6	0.9	0.2	0.4
09:15	24.0	14.7	8.5	1.1	1.2	4.1	0.1	0.0	1.2	15.8	7.2	1.6	0.9	0.1	0.4
09:30	23.6	14.2	7.9	1.0	1.1	4.3	0.1	0.0	1.2	15.3	7.3	1.6	0.9	0.1	0.4
09:45	23.2	13.7	7.7	1.0	0.9	4.3	0.1	0.1	1.1	14.7	7.3	1.7	1.0	0.1	0.4
10:00	23.4	13.6	7.7	0.9	1.0	4.4	0.1	0.1	1.2	14.7	7.6	1.8	1.1	0.1	0.4
10:15	22.3	12.7	7.0	0.9	0.8	4.1	0.1	0.0	1.1	13.8	7.3	1.7	1.0	0.1	0.4
10:30	22.3	12.7	6.9	0.9	0.8	4.2	0.1	0.0	1.2	13.8	7.3	1.7	0.9	0.1	0.4
10:45	22.7	13.0	7.1	0.9	0.8	4.2	0.1	0.0	1.1	14.0	7.6	1.6	1.0	0.1	0.4
11:00	23.6	13.6	7.6	1.0	1.0	4.4	0.1	0.1	1.2	14.7	7.8	1.7	1.0	0.1	0.4
11:15	23.3	13.4	7.4	0.9	0.8	4.4	0.1	0.0	1.2	14.5	7.6	1.7	1.0	0.1	0.4
11:30	24.1	14.0	8.0	0.9	0.8	4.4	0.1	0.0	1.2	15.1	7.8	1.7	1.0	0.1	0.4
11:45	25.8	15.6	9.3	1.0	0.8	4.6	0.1	0.1	1.2	16.6	8.1	1.8	1.0	0.2	0.4
12:00	28.3	17.7	11.2	1.0	0.9	4.8	0.4	0.2	1.2	18.7	8.7	1.7	0.9	0.1	0.4
12:15	27.0	17.9	12.4	0.9	0.9	3.9	0.2	0.1	1.1	18.9	7.4	1.4	0.8	0.1	0.3
12:30	26.8	18.0	12.6	0.9	1.0	3.7	0.5	0.0	1.1	19.0	7.2	1.2	0.6	0.1	0.3
12:45	25.4	16.4	10.8	0.8	0.9	3.9	0.5	0.0	1.0	17.4	7.3	1.3	0.7	0.1	0.3
13:00	24.3	15.0	9.2	0.8	1.2	4.2	0.4	0.1	1.1	16.0	7.6	1.4	0.8	0.1	0.3
13:15	22.3	13.6	7.7	0.7	1.1	4.2	0.3	0.0	1.0	14.5	7.1	1.2	0.6	0.1	0.3
13:30	20.9	12.4	6.7	0.7	1.1	4.0	0.1	0.0	1.0	13.3	6.8	1.2	0.6	0.1	0.3
13:45	20.3	11.8	6.4	0.7	1.0	3.9	0.1	0.0	1.0	12.7	6.8	1.3	0.7	0.1	0.3
14:00	19.7	11.1	6.0	0.8	0.8	3.9	0.1	0.1	1.0	12.0	6.8	1.4	0.8	0.1	0.3
14:15	17.9	9.8	4.7	0.7	0.7	3.8	0.1	0.0	0.9	10.7	6.3	1.4	0.8	0.1	0.3
14:30	17.5	9.4	4.4	0.6	0.6	3.8	0.1	0.0	0.9	10.2	6.3	1.5	0.8	0.1	0.3
14:45	17.4	9.3	4.4	0.6	0.6	3.7	0.1	0.0	0.9	10.1	6.3	1.4	0.8	0.1	0.3

Ergebnisse Radiopanel 2009 / Deutsche Schweiz

VIERTELSTUNDEN-REICHWEITEN in % (Mo-So)

Universum: 4'576'000 Personen (15+) Stichprobe: 30'846 Personen / 212'430 Messtage

Radio	SRG SSR idée suisse									Total	Private CH	Total	Ausland		
	Total	SR DRS	DRS1	DRS MW	DRS2	DRS3	DRS4 News	virus	and. SRG		Total		Total	ARD	ORF
15:00	17.8	9.5	4.5	0.7	0.7	3.8	0.1	0.1	0.9	10.4	6.6	1.4	0.8	0.1	0.4
15:15	16.9	9.0	4.1	0.7	0.6	3.7	0.1	0.0	0.9	9.8	6.1	1.3	0.8	0.1	0.3
15:30	17.1	9.1	4.1	0.7	0.6	3.8	0.1	0.0	0.9	10.0	6.2	1.3	0.8	0.1	0.3
15:45	17.7	9.5	4.4	0.8	0.6	3.8	0.1	0.0	0.9	10.4	6.4	1.3	0.8	0.1	0.3
16:00	18.8	10.2	4.9	0.9	0.7	4.1	0.1	0.1	1.0	11.1	6.8	1.4	0.9	0.1	0.3
16:15	18.0	9.7	4.4	0.9	0.6	4.0	0.1	0.0	1.0	10.7	6.5	1.4	0.8	0.1	0.3
16:30	18.4	9.9	4.5	0.9	0.6	4.1	0.1	0.0	1.0	10.8	6.7	1.4	0.8	0.1	0.3
16:45	19.3	10.7	5.1	1.0	0.6	4.1	0.1	0.1	1.0	11.6	6.8	1.4	0.8	0.1	0.4
17:00	21.1	12.0	6.1	1.0	0.7	4.4	0.3	0.2	1.1	13.0	7.3	1.4	0.8	0.1	0.3
17:15	20.2	11.6	6.1	0.9	0.7	4.1	0.1	0.1	1.1	12.5	7.1	1.3	0.7	0.1	0.3
17:30	20.6	12.0	6.8	0.9	0.6	4.0	0.1	0.0	1.0	13.0	7.0	1.3	0.7	0.1	0.3
17:45	20.7	12.5	7.4	0.8	0.6	3.8	0.1	0.1	1.0	13.4	6.7	1.2	0.7	0.1	0.3
18:00	21.0	12.9	7.9	0.8	0.6	3.6	0.4	0.1	1.0	13.8	6.6	1.3	0.7	0.1	0.3
18:15	18.8	11.4	7.0	0.7	0.6	3.1	0.4	0.0	0.9	12.3	5.8	1.2	0.7	0.1	0.3
18:30	17.3	10.3	6.2	0.6	0.7	2.9	0.3	0.0	1.0	11.2	5.5	1.2	0.6	0.1	0.3
18:45	15.9	9.2	5.2	0.5	0.9	2.7	0.1	0.0	1.0	10.1	5.2	1.1	0.6	0.1	0.3
19:00	14.4	8.0	4.0	0.6	1.0	2.6	0.3	0.1	1.0	8.9	4.9	1.1	0.6	0.1	0.3
19:15	12.2	6.4	2.6	0.4	1.0	2.3	0.3	0.0	0.8	7.2	4.3	1.0	0.6	0.1	0.2
19:30	10.2	5.2	2.1	0.3	0.8	1.9	0.2	0.0	0.7	5.8	3.8	0.9	0.5	0.1	0.2
19:45	9.3	4.7	2.0	0.2	0.6	1.8	0.1	0.0	0.6	5.2	3.6	0.8	0.4	0.1	0.2
20:00	9.2	4.6	2.3	0.3	0.5	1.7	0.1	0.0	0.7	5.2	3.5	0.9	0.4	0.1	0.2
20:15	7.9	3.8	1.8	0.3	0.4	1.3	0.1	0.0	0.6	4.4	3.0	0.7	0.3	0.1	0.2
20:30	7.4	3.5	1.7	0.3	0.4	1.2	0.1	0.0	0.6	4.1	2.8	0.7	0.4	0.1	0.2
20:45	7.2	3.5	1.8	0.3	0.4	1.1	0.1	0.0	0.6	4.1	2.6	0.7	0.4	0.1	0.2
21:00	7.1	3.5	1.9	0.3	0.4	1.0	0.1	0.0	0.6	4.1	2.5	0.7	0.4	0.1	0.2
21:15	6.7	3.2	1.7	0.2	0.4	0.9	0.0	0.0	0.6	3.8	2.4	0.7	0.3	0.1	0.2
21:30	6.6	3.3	1.8	0.2	0.3	0.9	0.1	0.0	0.6	3.8	2.3	0.7	0.4	0.1	0.1
21:45	7.0	3.8	2.3	0.2	0.3	0.9	0.1	0.0	0.5	4.3	2.3	0.6	0.3	0.1	0.1
22:00	7.1	4.0	2.6	0.2	0.4	0.9	0.1	0.0	0.5	4.5	2.2	0.6	0.3	0.1	0.1
22:15	6.4	3.4	2.1	0.2	0.3	0.8	0.1	0.0	0.5	3.9	2.1	0.6	0.3	0.1	0.1
22:30	6.1	3.3	2.1	0.2	0.3	0.7	0.1	0.0	0.5	3.8	1.9	0.6	0.3	0.0	0.1
22:45	6.1	3.4	2.3	0.2	0.2	0.6	0.1	0.0	0.5	3.9	1.8	0.5	0.3	0.0	0.1
23:00	6.0	3.4	2.4	0.2	0.2	0.7	0.1	0.0	0.5	3.9	1.8	0.5	0.3	0.1	0.1
23:15	5.1	2.8	1.9	0.2	0.2	0.5	0.0	0.0	0.4	3.2	1.6	0.5	0.2	0.0	0.1
23:30	4.6	2.5	1.7	0.1	0.2	0.4	0.0	0.0	0.4	2.8	1.5	0.4	0.2	0.0	0.1
23:45	4.2	2.3	1.6	0.1	0.1	0.4	0.0	0.0	0.3	2.6	1.3	0.3	0.2	0.0	0.1
Tagesreichweite	89.8	64.0	41.3	6.3	8.8	28.6	6.1	1.7	15.8	68.8	51.4	24.1	10.5	3.2	4.5
Nutzung in Min.	119	74	43	4	5	20	1	0	5	79	34	6	4	0	2

3.8 Radionutzung nach Sender: Reichweite in %

Ergebnisse Radiopanel 2009 / Deutsche Schweiz

VIERTELSTUNDEN-REICHWEITEN in Tausend (Mo-So)

Universum: 4'576'000 Personen (15+) Stichprobe: 30'846 Personen / 212'430 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
05:00	128.4	72.7	47.7	3.7	1.4	20.6	1.1	0.3	6.9	78.8	42.1	10.7	5.8	1.1	2.3
05:15	167.2	95.4	57.9	3.9	3.4	30.6	0.7	0.2	6.5	101.2	58.3	11.6	6.6	0.9	2.5
05:30	228.7	136.0	81.4	4.1	6.6	45.0	1.2	0.2	6.9	142.3	77.0	14.0	7.9	1.1	3.0
05:45	370.8	235.5	149.4	5.3	13.1	68.6	1.3	0.6	9.3	244.0	116.0	17.3	9.7	1.3	4.1
06:00	481.8	309.9	193.4	8.2	19.0	93.6	3.2	1.6	12.0	320.5	152.1	20.7	11.0	1.5	5.3
06:15	591.2	378.5	227.8	7.6	27.6	117.5	2.9	0.5	13.5	391.1	189.3	24.1	12.8	1.8	5.9
06:30	730.7	471.9	279.9	8.2	36.4	150.7	6.9	0.7	18.2	488.3	234.6	29.3	15.5	2.5	7.3
06:45	886.9	588.0	362.5	11.9	36.9	177.9	7.9	1.4	23.3	608.9	265.5	35.6	19.1	3.2	8.5
07:00	1'016.6	687.7	437.3	22.0	37.7	197.5	12.4	4.2	27.6	712.0	293.3	41.0	22.1	4.1	8.5
07:15	1'045.0	711.2	443.6	19.5	48.6	203.7	9.6	0.9	30.2	738.2	298.0	38.0	19.4	3.6	8.9
07:30	1'134.4	786.9	507.4	22.7	56.4	208.4	9.6	0.6	34.5	817.7	307.5	40.8	20.4	4.0	10.1
07:45	1'204.6	839.3	548.3	28.5	54.1	219.1	8.6	1.6	37.8	872.3	317.2	47.6	25.4	4.1	10.9
08:00	1'240.0	851.7	558.9	40.7	55.1	210.6	15.4	4.9	41.9	889.1	329.1	54.0	29.1	4.3	12.9
08:15	1'173.4	785.9	501.6	40.6	56.5	197.4	5.2	0.8	44.4	826.3	322.0	52.7	26.3	4.2	13.4
08:30	1'158.5	756.1	462.2	42.4	57.1	202.3	4.1	0.8	49.1	800.7	327.5	57.4	29.5	4.7	15.2
08:45	1'166.3	744.6	445.2	45.7	62.4	201.0	4.0	1.6	49.4	789.4	339.0	67.6	38.8	4.7	16.0
09:00	1'195.3	763.6	467.6	52.9	72.7	203.1	7.3	5.2	52.8	810.7	345.1	74.9	42.2	7.0	15.8
09:15	1'096.7	674.6	389.2	48.3	54.7	188.7	3.4	0.9	53.2	723.6	327.1	72.5	40.7	6.3	15.8
09:30	1'081.9	649.6	361.6	46.7	50.0	198.7	2.9	1.4	54.1	698.9	335.2	75.0	42.8	6.5	15.9
09:45	1'062.5	626.5	350.2	44.7	42.3	195.9	3.9	2.2	51.2	674.2	335.6	78.6	45.7	5.5	17.0
10:00	1'071.8	624.3	354.1	42.9	45.4	198.9	5.2	3.4	52.9	673.3	346.1	81.5	48.6	5.4	17.6
10:15	1'020.6	581.9	320.8	39.8	36.0	188.0	3.2	1.3	52.1	631.0	334.5	78.7	46.0	4.8	16.7
10:30	1'019.6	580.8	316.6	40.2	36.3	191.6	3.7	1.1	53.3	630.5	335.6	76.3	43.2	5.1	16.9
10:45	1'040.6	593.7	326.6	41.8	36.8	192.4	4.3	2.0	50.3	640.9	348.0	75.1	44.1	4.3	17.2
11:00	1'081.9	621.8	348.3	44.5	44.8	202.1	5.0	3.4	56.8	674.5	357.6	76.7	45.9	4.9	17.4
11:15	1'066.9	612.6	338.5	41.3	37.2	200.1	3.3	1.1	55.9	664.9	349.1	76.2	45.4	4.2	17.4
11:30	1'103.0	640.5	364.6	42.5	36.3	202.8	3.2	1.1	54.9	692.0	356.5	79.4	46.4	5.7	17.7
11:45	1'181.4	711.4	427.4	45.0	36.3	208.8	5.2	2.1	53.7	761.2	369.8	81.8	47.3	8.3	17.0
12:00	1'293.0	808.3	513.9	45.5	41.3	218.4	16.0	8.7	52.5	856.5	400.1	75.4	43.0	6.4	17.1
12:15	1'235.3	820.0	569.1	38.9	41.0	179.0	8.5	2.3	48.5	864.0	339.1	61.7	35.4	4.7	14.4
12:30	1'226.8	824.0	578.3	43.0	44.7	167.4	22.4	1.1	48.0	868.0	331.1	52.9	27.5	4.1	13.2
12:45	1'160.4	751.5	493.8	37.6	43.2	178.0	20.6	1.9	46.9	794.7	332.7	57.7	31.8	4.3	14.1
13:00	1'113.6	688.3	419.7	34.5	54.0	192.3	20.2	3.0	48.6	731.7	347.7	63.4	34.4	4.8	15.3
13:15	1'021.4	621.4	351.3	33.0	50.9	191.5	13.1	1.1	46.1	664.6	324.6	55.4	27.8	4.9	14.9
13:30	955.1	567.1	308.6	32.0	49.6	181.8	3.4	0.7	46.2	610.0	311.7	53.5	27.4	4.5	13.9
13:45	927.1	540.2	291.2	31.4	44.7	178.8	2.7	1.6	43.3	580.4	308.8	59.2	32.3	4.5	14.5
14:00	899.0	509.9	275.3	35.5	37.5	178.7	5.2	4.2	44.6	550.3	309.2	64.8	36.4	5.7	15.1
14:15	820.5	448.5	214.8	30.4	31.8	174.9	2.8	1.1	41.9	487.9	289.7	64.5	35.3	5.7	14.7
14:30	800.2	428.1	201.2	28.6	28.8	171.9	3.3	1.0	41.6	467.6	286.5	66.7	38.5	5.8	14.2
14:45	797.1	423.7	199.8	29.2	27.7	171.1	2.9	1.7	41.2	462.0	288.7	66.1	38.4	5.2	15.2

3.9 Radionutzung nach Sender: Reichweite in Tausend

Ergebnisse Radiopanel 2009 / Deutsche Schweiz

VIERTELSTUNDEN-REICHWEITEN in Tausend (Mo-So)

Universum: 4'576'000 Personen (15+) Stichprobe: 30'846 Personen / 212'430 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	815.5	434.1	207.5	33.6	32.9	175.6	3.5	2.3	43.2	473.8	299.5	65.5	37.6	4.9	16.6
15:15	771.9	410.4	185.4	31.6	27.1	169.2	2.6	1.1	41.3	449.4	280.7	59.9	35.3	3.3	14.8
15:30	782.5	416.7	186.9	33.3	26.7	172.4	3.0	1.2	41.1	455.8	284.4	61.0	34.8	3.6	15.0
15:45	808.3	436.4	201.6	36.1	27.5	175.3	2.5	2.0	41.8	475.4	293.8	59.2	34.6	3.1	14.7
16:00	860.3	466.1	223.1	42.2	31.5	185.4	4.1	2.8	44.6	507.5	312.3	65.0	38.8	3.7	15.6
16:15	825.4	444.8	201.8	38.9	25.7	182.5	2.4	0.8	45.3	487.1	298.5	62.9	37.6	3.1	14.8
16:30	842.0	453.4	203.7	41.6	25.6	186.0	2.8	1.1	45.8	496.2	306.9	62.4	35.5	4.6	15.2
16:45	880.8	488.1	233.7	43.8	26.9	186.9	3.6	2.2	45.6	531.0	311.3	64.8	37.2	4.0	16.0
17:00	963.9	551.1	276.7	45.9	32.7	199.9	14.5	8.4	47.9	594.6	335.7	65.9	37.2	4.5	15.5
17:15	925.6	529.5	277.1	41.6	30.2	188.6	6.3	2.9	47.9	573.9	322.4	60.2	31.8	4.7	15.5
17:30	940.6	549.6	309.4	39.8	27.4	181.5	3.0	1.5	47.8	593.8	318.8	57.3	31.3	3.3	15.4
17:45	947.4	572.5	339.6	38.5	26.6	171.4	5.4	2.2	45.8	614.1	304.6	56.0	31.7	3.5	14.2
18:00	961.5	587.9	362.3	37.9	27.5	162.3	18.1	3.3	45.4	629.9	302.2	59.7	32.7	4.4	14.9
18:15	860.7	523.6	321.6	30.7	25.6	140.9	17.6	1.6	42.8	563.8	266.6	52.7	29.5	3.1	12.6
18:30	793.6	471.3	281.7	26.9	31.4	132.7	12.4	1.5	44.9	512.4	249.6	52.7	29.1	4.0	12.2
18:45	727.7	419.9	239.2	24.4	40.5	122.5	6.3	2.0	45.6	461.9	235.5	50.9	28.3	3.6	12.4
19:00	657.7	366.0	181.1	27.3	47.4	117.6	12.0	3.7	44.3	405.4	225.0	50.9	27.8	4.4	11.9
19:15	556.1	291.9	118.3	20.2	44.4	103.7	13.2	1.3	37.8	327.9	197.0	46.0	25.3	4.4	10.0
19:30	466.8	237.6	96.0	14.0	36.3	89.0	8.2	1.1	31.4	267.2	174.3	39.5	22.3	2.7	8.4
19:45	425.4	213.0	93.6	10.3	27.5	83.2	4.2	1.3	28.1	239.2	164.8	35.2	19.7	2.3	8.2
20:00	420.6	211.0	104.5	12.4	21.5	79.2	4.8	1.9	30.5	238.9	158.3	39.4	20.0	2.4	8.6
20:15	359.2	172.9	83.2	11.6	17.5	60.8	2.7	1.1	28.6	200.2	137.4	32.3	15.8	2.1	7.2
20:30	336.9	162.2	79.6	11.5	16.8	54.1	2.7	0.9	27.8	188.3	125.9	32.1	17.1	2.4	6.7
20:45	327.0	160.0	83.2	11.9	16.6	48.9	2.4	0.8	26.7	185.4	119.1	31.7	16.9	2.1	6.7
21:00	324.4	162.2	88.1	12.8	17.1	47.5	3.1	0.9	26.8	187.1	114.9	32.0	15.8	3.7	7.3
21:15	304.4	148.5	79.6	11.0	16.1	42.0	1.9	1.0	26.6	173.8	109.4	30.5	15.0	3.4	7.3
21:30	303.8	150.2	82.2	10.8	15.4	40.7	2.6	1.0	25.1	174.3	107.1	29.9	15.9	3.1	6.2
21:45	320.6	171.7	106.3	10.8	15.0	40.1	2.2	1.2	24.5	194.4	106.6	28.2	14.5	3.4	5.2
22:00	324.2	182.8	119.4	10.5	18.9	40.4	4.3	1.1	24.7	205.6	102.1	26.5	15.2	2.1	5.3
22:15	292.1	154.5	95.2	9.1	15.2	34.4	2.8	0.9	24.0	177.4	95.5	26.6	13.5	2.6	5.7
22:30	280.3	151.0	97.2	8.9	13.3	30.9	2.9	0.6	24.5	174.3	88.2	25.1	13.3	2.0	5.3
22:45	277.6	155.4	106.0	9.0	10.5	29.3	2.5	0.7	22.4	176.9	83.4	24.5	13.5	1.7	4.5
23:00	273.8	155.7	108.7	9.0	9.3	29.9	3.0	0.6	21.6	176.0	80.8	23.9	12.2	2.1	3.9
23:15	234.4	127.5	87.0	7.2	8.3	24.3	1.7	0.5	18.6	145.1	73.9	21.2	10.8	1.7	4.3
23:30	211.1	113.8	79.0	6.3	7.3	20.2	1.9	0.6	16.9	129.9	67.1	18.7	9.7	1.2	4.0
23:45	192.0	105.7	74.8	5.5	6.3	18.2	1.9	0.5	14.6	119.6	60.7	15.7	7.9	1.0	3.6
Tagesreichweite	4'109.1	2'929.4	1'889.7	286.9	401.9	1'307.2	280.1	76.5	720.6	3'148.9	2'351.1	1'104.8	479.0	146.1	207.9
Nutzung in Min.	119	74	43	4	5	20	1	0	5	79	34	6	4	0	2

3.9 Radionutzung nach Sender: Reichweite in Tausend

Ergebnisse Radiopanel 2009 / Deutsche Schweiz

VIERTELSTUNDEN-MARKTANTEILE in % (Mo-So)

Universum: 4'576'000 Personen (15+) Stichprobe: 30'846 Personen / 212'430 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
05:00	100.0	59.8	38.4	3.4	1.4	16.1	0.4	0.1	4.1	63.9	29.2	7.0	4.5	0.7	1.4
05:15	100.0	61.0	37.7	3.1	2.0	18.0	0.2	0.0	3.1	64.2	29.5	6.3	4.4	0.5	1.2
05:30	100.0	61.0	36.5	2.3	2.9	19.0	0.2	0.0	2.5	63.5	31.0	5.5	3.8	0.4	1.1
05:45	100.0	64.0	40.8	1.7	3.4	17.9	0.2	0.0	2.2	66.2	29.6	4.2	2.7	0.3	1.0
06:00	100.0	67.2	43.1	1.6	3.9	18.1	0.4	0.1	2.0	69.2	28.0	2.8	1.6	0.2	0.8
06:15	100.0	65.1	40.2	1.4	4.4	18.8	0.3	0.1	2.2	67.3	29.5	3.2	1.9	0.2	0.9
06:30	100.0	66.1	39.8	1.1	5.3	19.2	0.6	0.0	2.2	68.2	28.8	2.9	1.8	0.3	0.7
06:45	100.0	67.0	41.3	1.3	4.4	19.4	0.6	0.0	2.4	69.4	27.6	3.0	1.8	0.3	0.8
07:00	100.0	70.4	46.1	1.9	3.5	17.9	0.8	0.2	2.3	72.7	24.8	2.6	1.5	0.3	0.6
07:15	100.0	69.6	44.4	1.8	4.5	18.3	0.6	0.1	2.7	72.3	25.1	2.6	1.5	0.2	0.7
07:30	100.0	71.6	47.1	1.9	5.1	16.8	0.6	0.0	2.6	74.2	23.3	2.5	1.5	0.2	0.7
07:45	100.0	71.2	47.0	2.3	4.6	16.9	0.4	0.0	2.9	74.2	23.2	2.6	1.5	0.2	0.8
08:00	100.0	71.7	48.3	3.0	4.3	15.3	0.7	0.1	2.9	74.6	22.6	2.8	1.7	0.2	0.8
08:15	100.0	69.4	45.3	3.5	4.9	15.5	0.2	0.1	3.4	72.8	24.0	3.2	1.8	0.2	1.0
08:30	100.0	68.0	43.0	3.6	5.1	16.1	0.2	0.1	3.5	71.5	24.9	3.6	2.0	0.3	1.1
08:45	100.0	65.8	39.9	4.1	5.7	16.0	0.2	0.1	3.8	69.6	26.2	4.2	2.4	0.3	1.2
09:00	100.0	66.0	40.3	4.3	5.6	15.3	0.3	0.2	3.8	69.7	25.6	4.7	3.0	0.3	1.1
09:15	100.0	64.0	37.6	4.7	5.5	16.0	0.2	0.1	4.2	68.2	26.7	5.2	3.3	0.3	1.2
09:30	100.0	61.9	35.3	4.5	4.6	17.3	0.1	0.1	4.4	66.3	28.2	5.4	3.5	0.4	1.3
09:45	100.0	60.5	34.5	4.4	4.1	17.2	0.2	0.1	4.5	65.0	28.8	6.1	4.1	0.3	1.4
10:00	100.0	60.1	34.4	4.1	4.0	17.3	0.2	0.1	4.5	64.6	29.3	6.1	4.1	0.3	1.4
10:15	100.0	59.2	33.4	4.2	3.7	17.6	0.2	0.1	4.6	63.8	30.1	6.1	4.1	0.3	1.4
10:30	100.0	59.2	33.1	4.3	3.7	17.8	0.2	0.1	4.7	63.9	30.2	5.9	3.8	0.3	1.5
10:45	100.0	58.6	32.8	4.4	3.6	17.6	0.2	0.1	4.6	63.2	30.6	6.2	4.2	0.3	1.5
11:00	100.0	59.0	33.0	4.3	3.7	17.6	0.2	0.1	4.6	63.6	30.3	6.1	4.1	0.3	1.5
11:15	100.0	59.3	33.3	4.2	3.5	18.0	0.2	0.1	4.7	64.0	29.9	6.2	4.2	0.3	1.4
11:30	100.0	60.0	34.8	4.2	3.2	17.5	0.2	0.1	4.6	64.6	29.5	5.9	3.9	0.3	1.4
11:45	100.0	61.8	37.9	4.1	2.9	16.6	0.2	0.1	4.3	66.1	28.2	5.7	3.9	0.3	1.3
12:00	100.0	65.5	42.8	3.5	2.8	15.2	0.8	0.4	3.6	69.1	26.5	4.4	2.8	0.3	1.1
12:15	100.0	68.9	49.3	3.2	3.1	13.0	0.2	0.1	3.4	72.3	23.7	4.0	2.6	0.2	1.0
12:30	100.0	71.2	51.3	3.3	3.6	12.0	0.9	0.1	3.3	74.5	22.6	3.0	1.8	0.2	0.9
12:45	100.0	68.4	46.4	3.3	4.1	13.5	1.1	0.1	3.6	71.9	24.6	3.5	2.1	0.2	1.0
13:00	100.0	65.1	40.8	3.2	4.8	15.2	1.1	0.1	3.7	68.8	27.2	4.0	2.4	0.2	1.1
13:15	100.0	63.6	36.8	3.6	5.5	16.9	0.8	0.1	4.0	67.7	28.1	4.3	2.5	0.3	1.3
13:30	100.0	62.0	34.5	3.8	5.9	17.6	0.2	0.1	4.3	66.3	29.2	4.5	2.7	0.3	1.3
13:45	100.0	60.5	32.6	3.9	5.4	18.3	0.1	0.1	4.4	64.9	30.3	4.8	2.8	0.3	1.4
14:00	100.0	58.5	30.9	4.1	4.4	18.8	0.2	0.2	4.6	63.1	31.0	5.8	3.8	0.3	1.5
14:15	100.0	56.7	27.6	4.2	4.2	20.5	0.2	0.1	4.9	61.6	32.2	6.2	4.0	0.4	1.6
14:30	100.0	55.6	26.5	4.1	3.9	20.8	0.2	0.1	4.9	60.5	33.3	6.3	4.0	0.4	1.6
14:45	100.0	54.7	25.9	4.1	3.7	20.8	0.2	0.1	5.0	59.7	33.6	6.7	4.3	0.4	1.8

3.10 Radionutzung nach Sender: Marktanteile in %

Ergebnisse Radiopanel 2009 / Deutsche Schweiz

VIERTELSTUNDEN-MARKTANTEILE in % (Mo-So)

Universum: 4'576'000 Personen (15+) Stichprobe: 30'846 Personen / 212'430 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	54.7	25.8	4.5	3.6	20.5	0.2	0.1	5.0	59.7	33.8	6.6	4.1	0.3	1.8
15:15	100.0	54.8	25.0	4.8	3.7	21.1	0.2	0.1	5.2	59.9	33.5	6.5	4.2	0.3	1.8
15:30	100.0	55.0	24.8	5.1	3.6	21.3	0.2	0.1	5.1	60.1	33.6	6.3	3.9	0.3	1.7
15:45	100.0	55.1	24.9	5.3	3.5	21.1	0.1	0.1	5.0	60.1	33.5	6.3	4.1	0.3	1.7
16:00	100.0	55.9	25.7	5.4	3.5	21.0	0.2	0.1	4.8	60.7	33.1	6.2	4.1	0.3	1.6
16:15	100.0	55.0	24.7	5.7	3.3	21.1	0.1	0.1	5.2	60.2	33.5	6.4	4.1	0.3	1.7
16:30	100.0	55.2	24.4	6.0	3.2	21.4	0.2	0.1	5.2	60.4	33.5	6.2	3.9	0.3	1.7
16:45	100.0	56.8	26.9	5.9	3.1	20.6	0.2	0.1	5.0	61.7	32.1	6.2	4.0	0.3	1.7
17:00	100.0	59.5	29.7	5.2	3.2	19.9	1.0	0.6	4.4	63.9	31.1	5.0	3.0	0.2	1.5
17:15	100.0	58.4	30.3	5.2	3.2	19.3	0.2	0.1	4.7	63.1	31.9	5.0	3.0	0.3	1.5
17:30	100.0	60.7	35.1	4.7	2.7	17.8	0.2	0.1	4.5	65.2	30.2	4.6	2.7	0.2	1.4
17:45	100.0	62.2	37.4	4.7	2.9	16.9	0.2	0.1	4.5	66.7	28.9	4.4	2.7	0.2	1.3
18:00	100.0	64.3	41.7	3.9	2.7	14.8	1.1	0.2	4.1	68.4	27.1	4.5	2.9	0.2	1.2
18:15	100.0	63.9	40.7	3.8	3.0	14.9	1.4	0.2	4.6	68.4	26.9	4.7	3.0	0.2	1.2
18:30	100.0	61.8	38.0	3.8	3.6	15.2	1.1	0.2	5.4	67.1	27.9	5.0	3.2	0.2	1.3
18:45	100.0	59.3	33.7	3.9	5.4	15.7	0.3	0.2	6.2	65.4	29.1	5.4	3.4	0.3	1.5
19:00	100.0	56.3	24.9	3.9	8.6	17.1	1.5	0.3	6.4	62.7	31.3	6.0	3.8	0.3	1.5
19:15	100.0	54.5	21.1	3.6	9.8	17.5	2.2	0.2	6.3	60.9	32.7	6.5	4.1	0.4	1.6
19:30	100.0	52.2	20.5	2.9	9.0	18.4	1.3	0.2	6.1	58.3	34.9	6.9	4.3	0.4	1.7
19:45	100.0	50.3	20.9	2.6	6.7	19.2	0.5	0.3	6.2	56.5	36.4	7.2	4.5	0.5	1.7
20:00	100.0	51.2	24.3	3.0	4.7	18.2	0.6	0.3	6.3	57.5	35.5	7.1	4.2	0.4	1.8
20:15	100.0	50.2	24.7	3.7	5.1	16.1	0.5	0.2	7.0	57.3	35.7	7.0	4.1	0.5	1.7
20:30	100.0	50.4	25.4	3.9	5.4	15.0	0.4	0.2	7.4	57.8	35.0	7.2	4.5	0.5	1.7
20:45	100.0	50.8	26.5	4.2	5.3	14.1	0.5	0.2	8.0	58.8	33.6	7.7	4.7	0.5	1.9
21:00	100.0	51.6	27.6	4.2	5.4	13.6	0.5	0.3	7.9	59.4	33.0	7.5	4.5	0.5	2.0
21:15	100.0	51.2	27.9	4.1	5.7	12.8	0.5	0.3	8.1	59.4	32.9	7.7	4.6	0.5	2.0
21:30	100.0	52.1	29.5	4.1	5.4	12.3	0.6	0.3	8.0	60.1	32.4	7.6	4.8	0.5	1.8
21:45	100.0	54.5	32.9	3.8	5.2	11.7	0.5	0.3	7.3	61.8	31.2	7.1	4.5	0.5	1.5
22:00	100.0	58.3	37.5	3.3	5.2	11.2	0.8	0.3	7.0	65.2	28.8	6.0	3.8	0.3	1.4
22:15	100.0	55.4	35.0	3.5	5.1	10.6	0.9	0.3	7.7	63.1	30.0	6.9	4.2	0.4	1.7
22:30	100.0	56.7	37.6	3.7	4.6	9.9	0.7	0.2	8.1	64.8	28.6	6.6	4.0	0.3	1.6
22:45	100.0	58.2	40.5	3.7	4.0	9.2	0.6	0.2	7.7	65.9	27.4	6.6	4.2	0.2	1.6
23:00	100.0	59.3	42.0	3.5	3.5	9.5	0.6	0.2	7.2	66.5	27.2	6.3	4.1	0.2	1.3
23:15	100.0	57.3	40.5	3.5	3.5	9.1	0.6	0.2	7.4	64.7	28.4	6.9	4.3	0.2	1.6
23:30	100.0	57.4	41.1	3.4	3.6	8.6	0.6	0.2	7.5	64.9	28.6	6.5	4.2	0.2	1.5
23:45	100.0	58.8	42.9	3.2	3.5	8.5	0.6	0.2	7.2	66.0	27.8	6.1	3.9	0.3	1.5
Tages- marktanteil	100.0	61.6	36.4	3.8	4.2	16.7	0.5	0.1	4.5	66.1	28.8	5.1	3.2	0.3	1.3

3.10 Radionutzung nach Sender: Marktanteile in %

Ergebnisse Radiopanel 2009 / Deutschschweiz

TAGESREICHWEITEN in % (Mo-So)

Universum: 4'576'000 Personen (15+) Stichprobe: 30'846 Personen / 212'430 Messtage

	2001	2002	2003	2004 ¹	2005	2006	2007	2008	2009
Total Radio	91.5	90.8	91.0	91.9	91.5	90.8	91.0	90.4	89.8
SRG SSR idée suisse	67.1	67.6	69.2	69.2	68.9	67.7	68.3	69.1	68.8
SR DRS	62.8	62.8	64.4	64.0	63.6	62.5	63.3	64.0	64.0
DRS1	46.1	45.9	46.7	44.9	44.6	42.8	42.4	41.2	41.3
DRS Musikwelle ²	9.5	6.8	6.4	7.1	7.3	6.7	7.3	7.8	6.3
DRS2 ²	14.3	9.1	9.9	9.4	9.9	8.9	8.8	8.2	8.8
DRS3	21.2	20.9	22.7	23.7	23.5	23.3	24.6	25.6	28.6
DRS4 News virus	0.7	0.7	0.8	0.7	0.6	1.0	1.5	6.5	6.1
virus								1.3	1.7
RSR La Première	1.7	1.7	1.7	1.7	2.2	1.8	1.7	1.9	2.4
RSI Rete Uno	2.0	2.6	2.8	3.1	3.0	2.6	2.6	2.1	1.7
Swiss Satellite Radios	6.0	4.7	4.9	5.1	5.3	5.0	5.1	5.4	7.0
andere SRG	11.8	8.6	8.7	8.8	8.1	7.9	8.8	8.2	6.2
Total ausländische Stationen	45.1	41.6	40.6	41.3	40.6	39.0	38.0	31.9	24.1
ARD-Sender	17.2	16.7	16.2	16.5	15.8	13.8	13.5	12.6	10.5
SWR1	2.0	1.9	1.9	1.8	1.8	1.3	1.2	1.4	1.4
SWR2	3.8	3.8	3.7	3.8	3.8	3.1	3.2	2.7	2.4
SWR3	3.8	3.4	3.2	3.1	3.0	2.7	2.7	2.2	2.1
SWR4	3.7	3.4	3.2	3.3	3.1	2.4	2.2	2.9	2.7
Bayern 1	1.2	1.3	1.3	1.4	1.4	1.3	1.2	1.1	0.6
Bayern 4 Klassik	1.3	1.4	1.4	1.3	1.2	1.0	1.0	1.0	0.8
Deutschlandfunk	3.8	3.8	3.4	3.7	3.6	3.2	3.3	2.6	1.8
ORF-Sender	5.8	5.4	5.8	5.8	4.7	5.0	4.2	3.9	3.2
Ö1	2.5	2.5	2.5	2.8	2.6	2.9	1.9	2.1	1.7
Ö2 (Radio Vorarlberg)	1.7	1.6	1.9	1.8	1.0	1.1	1.2	0.9	0.7
Ö3	1.8	1.5	1.5	1.5	1.3	1.2	1.2	0.9	0.8
Private ausländische deutsch	9.9	9.2	7.5	7.1	6.9	6.5	6.5	5.5	4.5
Regenbogen (D)	2.0	1.8	1.4	1.3	1.2	1.1	1.0	0.9	0.8
Radio 7 (D)	1.7	1.6	1.6	1.5	1.6	1.7	1.6	1.2	1.0
Radio L (FL)	0.8	0.9	0.9	0.9	0.8	0.8	0.9	0.7	0.5

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.

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TAGESREICHWEITEN in % (Mo-So)

Universum: 4'576'000 Personen (15+) Stichprobe: 30'846 Personen / 212'430 Messtage

	2001	2002	2003	2004	2005	2006	2007	2008	2009
Total Radio	91.5	90.8	91.0	91.9	91.5	90.8	91.0	90.4	89.8
Total Privatradios CH	57.6	53.8	52.4	53.9	53.9	53.3	54.0	51.1	51.4
Radio 105	1.5	1.4	1.2	1.2	0.8	0.6	0.6	0.6	1.0
Eviva	2.2	2.1	1.9	1.8	1.8	1.8	1.9	1.8	1.9
Radio 24	6.6	6.0	5.9	6.1	6.2	6.0	5.9	5.6	6.2
Energy Zürich (bis 14.8.2003 Hitradio Z)	5.8	5.0	4.3	4.8	4.8	4.5	4.6	4.4	5.9
Radio 1 (ab 17.03.2008)								1.9	1.8
Argovia	4.2	4.0	3.6	4.4	4.4	4.1	4.5	4.1	4.7
Pilatus	3.4	3.3	3.4	3.9	4.0	3.8	4.0	3.7	3.9
Sunshine	2.8	2.7	2.7	2.9	2.7	2.5	2.3	2.4	2.9
Central	2.6	2.7	3.0	3.2	3.5	3.4	3.6	3.5	4.0
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	3.9
Basilisk	3.0	3.1	3.0	2.8	2.7	2.6	2.5	2.4	2.5
BeO	1.8	1.8	1.7	2.0	1.6	1.5	1.5	1.6	1.6
Grischa/Engiadina (Piz)	3.7	3.6	3.3	2.4	2.2	1.9	2.0	1.4	1.4
Canal3 (netto)	2.0	1.6	1.5	1.5	1.5	1.5	1.4	0.9	1.0
Freiburg (netto)	1.3	1.4	1.3	1.4	1.3	1.1	1.3	1.3	1.0
Zürisee	3.8	3.7	3.5	4.0	4.3	4.2	4.3	4.1	4.6
Radio 32	3.4	3.1	3.2	3.2	3.3	3.2	3.2	3.1	3.4
Basel1 (bis 30.09.2009)	1.8	1.6	1.8	2.1	2.0	2.0	2.1	1.9	1.8
neo1 (bis 13.04.2008 Emme)	1.2	1.1	1.2	1.1	1.1	1.0	1.0	0.8	0.9
Capital FM (bis 31.12.2005 ExtraBern)	1.9	2.0	2.1	1.9	1.7	1.7	1.9	1.8	2.1
BE1 (bis 15.5.2001 Radio Förderband)	1.9	2.0	2.1	2.3	2.5	2.5	2.3	2.1	2.3
Rottu	1.7	1.6	1.6	1.3	1.2	1.1	1.2	1.0	1.0
Top ²	4.6	4.3	4.1	4.5	4.9	4.5	4.4	4.1	4.0
Munot ³	-	-	1.5	1.3	1.4	1.4	1.5	1.0	0.9
Stadtfilter (ab Start UKW am 07.03.2009)									0.8
andere Privatradios dt	5.8	7.1	7.3	8.1	7.7	8.4	8.5	7.0	5.2

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.

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NUTZUNG in Minuten (Mo-So)

Universum: 4'576'000 Personen (15+) Stichprobe: 30'846 Personen / 212'430 Messtage

	2001	2002	2003	2004 ¹	2005	2006	2007	2008	2009
Total Radio	114.9	110.9	111.0	106.2	105.7	101.6	104.6	109.0	119.3
SRG SSR idée suisse	72.2	70.7	73.4	69.5	70.7	68.7	71.6	74.3	78.9
SR DRS	68.2	66.6	69.2	65.4	66.4	64.9	67.6	70.0	73.5
DRS1	46.7	46.2	47.2	42.7	44.0	42.0	41.9	41.8	43.4
DRS Musikwelle ²	3.7	3.5	3.2	3.7	3.8	4.2	4.8	5.5	4.5
DRS2 ²	5.3	4.7	5.1	5.0	5.2	5.0	5.0	4.9	5.0
DRS3	12.5	12.1	13.5	13.9	13.3	13.6	15.5	17.1	20.0
DRS4 News virus	0.1	0.1	0.2	0.1	0.1	0.2	0.2	0.6	0.5
virus	0.1	0.1	0.2	0.1	0.1	0.2	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	0.8
RSI Rete Uno	0.4	0.4	0.4	0.4	0.4	0.4	0.5	0.4	0.3
Swiss Satellite Radios	1.5	1.9	2.0	2.2	2.4	2.1	2.2	2.6	3.4
andere SRG	1.6	1.4	1.3	1.1	1.0	0.9	1.3	0.9	0.8
Total ausländische Stationen	10.9	10.1	9.1	8.6	7.9	6.7	6.3	6.5	6.0
ARD-Sender	4.9	4.7	4.6	4.5	4.4	3.3	3.2	3.7	3.8
SWR1	0.6	0.5	0.7	1.0	0.5	0.3	0.2	0.4	0.4
SWR2	0.4	0.4	0.4	0.0	0.5	0.2	0.3	0.3	0.3
SWR3	1.6	1.4	1.4	1.3	1.3	1.1	1.1	0.8	1.0
SWR4	1.5	1.4	1.3	0.6	1.2	0.9	0.8	1.4	1.5
Bayern 1	0.2	0.3	0.3	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	0.2	0.2	0.2	0.2
Deutschlandfunk	0.4	0.4	0.4	0.4	0.5	0.5	0.4	0.4	0.3
ORF-Sender	1.3	1.2	1.0	0.9	0.5	0.5	0.4	0.4	0.3
Ö1	0.2	0.2	0.2	0.3	0.2	0.2	0.1	0.1	0.1
Ö2 (Radio Vorarlberg)	0.4	0.4	0.4	0.3	0.1	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	0.2
Private ausländische deutsch	3.2	2.9	2.2	2.0	1.7	1.6	1.4	1.5	1.5
Regenbogen (D)	0.7	0.6	0.4	0.4	0.3	0.3	0.2	0.2	0.2
Radio 7 (D)	0.7	0.5	0.5	0.4	0.4	0.4	0.3	0.3	0.3
Radio L (FL)	0.2	0.2	0.1	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.

Ergebnisse Radiopanel 2009 / Deutschschweiz

NUTZUNG in Minuten (Mo-So)

Universum: 4'576'000 Personen (15+) Stichprobe: 30'846 Personen / 212'430 Messtage

	2001	2002	2003	2004	2005	2006	2007	2008	2009
Total Radio	114.9	110.9	111.0	106.2	105.7	101.6	104.6	109.0	119.3
Total Privatradios CH	31.8	30.2	28.5	28.1	27.1	26.2	26.8	28.3	34.4
Radio 105	0.6	0.5	0.5	0.4	0.2	0.1	0.1	0.1	0.3
Eviva	1.0	1.2	1.0	1.1	1.0	1.0	1.1	1.2	1.2
Radio 24	3.4	3.4	3.4	3.1	3.0	2.9	2.8	2.7	3.4
Energy Zürich (bis 14.8.2003 Hitradio Z)	3.4	2.6	2.0	2.1	2.0	1.8	1.9	2.0	2.9
Radio 1 (ab 17.03.2008)								1.0	1.0
Argovia	2.4	2.2	1.9	2.4	2.3	1.9	2.2	2.1	2.8
Pilatus	2.0	1.9	1.9	1.9	1.9	1.9	2.1	1.8	2.1
Sunshine	1.2	1.3	1.3	1.3	1.1	1.0	0.9	1.1	1.4
Central	1.3	1.3	1.0	1.2	1.2	1.4	1.4	1.4	1.8
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	1.9
Basilisk	1.6	1.6	1.6	1.3	1.2	1.1	1.1	1.1	1.4
BeO	1.0	1.0	0.9	0.8	0.7	0.7	0.8	0.9	1.2
Grischa/Engiadina (Piz)	1.6	1.4	1.2	0.7	0.6	0.5	0.6	0.6	0.7
Canal3 (netto)	0.5	0.4	0.4	0.3	0.3	0.3	0.3	0.3	0.4
Freiburg (netto)	0.2	0.2	0.2	0.1	0.1	0.1	0.2	0.2	0.3
Zürisee	1.8	1.7	1.6	1.9	2.0	1.9	1.9	2.0	2.3
Radio 32	2.1	1.8	1.8	1.8	1.7	1.7	1.7	1.8	2.2
Basel1 (bis 30.09.2009)	0.7	0.6	1.0	0.7	0.6	0.6	0.7	0.7	0.8
neo1 (bis 13.04.2008 Emme)	0.3	0.3	0.4	0.4	0.3	0.4	0.3	0.3	0.4
Capital FM (bis 31.12.2005 ExtraBern)	0.7	0.8	0.9	0.8	0.7	0.7	0.7	0.7	0.9
BE1 (bis 15.5.2001 Radio Förderband)	0.9	1.0	1.1	1.2	1.2	1.1	1.0	1.0	1.3
Rottu	0.9	0.8	0.7	0.5	0.4	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	1.7
Munot ³	-	-	0.0	0.2	0.2	0.2	0.2	0.2	0.3
Stadtfilter (ab Start UKW am 07.03.2009)									0.0
andere Privatradios dt	1.0	0.7	0.7	0.9	0.9	0.9	1.0	1.0	0.8

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.

Ergebnisse Radiopanel 2009 / Deutschschweiz

MARKTANTEILE in % (Mo-So)

Universum: 4'576'000 Personen (15+) Stichprobe: 30'846 Personen / 212'430 Messtage

	2001	2002	2003	2004 ¹	2005	2006	2007	2008	2009
Total Radio	100.0	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	66.1
SR DRS	59.2	59.9	62.2	61.6	62.8	63.9	64.5	64.2	61.6
DRS1	40.5	41.5	42.5	40.1	41.6	41.3	40.0	38.4	36.4
DRS Musikwelle ²	3.2	3.2	2.9	3.5	3.6	4.1	4.6	5.1	3.8
DRS2 ²	4.6	4.3	4.6	4.8	5.0	5.0	4.9	4.5	4.2
DRS3	10.8	10.9	12.1	13.0	12.5	13.3	14.8	15.6	16.7
DRS4 News								0.5	0.5
virus	0.1	0.1	0.2	0.1	0.1	0.2	0.2	0.1	0.1
RSR La Première	0.4	0.4	0.5	0.4	0.4	0.4	0.4	0.4	0.7
RSI Rete Uno	0.3	0.3	0.4	0.4	0.4	0.4	0.4	0.3	0.2
Swiss Satellite Radios	1.4	1.7	1.8	2.1	2.3	2.1	2.2	2.4	2.9
andere SRG	1.4	1.3	1.2	1.0	1.0	0.9	1.2	0.8	0.7
Total ausländische Stationen	9.6	9.2	8.3	8.2	7.6	6.7	6.1	6.0	5.1
ARD-Sender	4.3	4.3	4.2	4.2	4.2	3.3	3.1	3.4	3.2
SWR1	0.5	0.5	0.6	0.5	0.5	0.3	0.2	0.4	0.3
SWR2	0.3	0.4	0.4	0.4	0.5	0.2	0.3	0.3	0.2
SWR3	1.4	1.3	1.3	1.3	1.2	1.1	1.1	0.8	0.8
SWR4	1.3	1.3	1.2	1.2	1.2	0.9	0.8	1.3	1.2
Bayern 1	0.2	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	0.2
Deutschlandfunk	0.3	0.4	0.4	0.4	0.5	0.5	0.4	0.3	0.3
ORF-Sender	1.1	1.1	0.9	0.8	0.5	0.5	0.4	0.4	0.3
Ö1	0.2	0.2	0.2	0.2	0.2	0.2	0.1	0.1	0.1
Ö2 (Radio Vorarlberg)	0.4	0.3	0.3	0.3	0.1	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	0.2
Private ausländische deutsch	2.8	2.6	2.1	1.9	1.6	1.6	1.3	1.4	1.3
Regenbogen (D)	0.6	0.6	0.4	0.3	0.3	0.3	0.2	0.2	0.2
Radio 7 (D)	0.6	0.5	0.4	0.4	0.4	0.4	0.3	0.3	0.2
Radio L (FL)	0.2	0.2	0.1	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.

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Ergebnisse Radiopanel 2009 / Deutschschweiz

MARKTANTEILE in % (Mo-So)

Universum: 4'576'000 Personen (15+) Stichprobe: 30'846 Personen / 212'430 Messtage

	2001	2002	2003	2004	2005	2006	2007	2008	2009
Total Radio	100.0	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	28.8
Radio 105	0.5	0.5	0.4	0.3	0.2	0.1	0.1	0.1	0.2
Eviva	0.9	1.1	0.9	1.1	1.0	1.0	1.1	1.1	1.0
Radio 24	2.9	3.0	3.0	2.9	2.8	2.8	2.6	2.5	2.9
Energy Zürich (bis 14.8.2003 Hitradio Z)	2.9	2.4	1.9	1.9	1.9	1.7	1.8	1.9	2.4
Radio 1 (ab 17.03.2008)								0.9	0.8
Argovia	2.1	2.0	1.7	2.2	2.2	1.9	2.0	1.9	2.4
Pilatus	1.8	1.7	1.7	1.8	1.8	1.9	1.9	1.7	1.8
Sunshine	1.0	1.2	1.2	1.2	1.0	1.0	0.9	1.0	1.2
Central	1.2	1.2	0.9	1.1	1.2	1.3	1.4	1.3	1.5
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	1.6
Basilisk	1.4	1.5	1.4	1.2	1.1	1.1	1.1	1.0	1.1
BeO	0.9	0.9	0.8	0.8	0.6	0.7	0.7	0.8	1.0
Grischa/Engiadina (Piz)	1.4	1.3	1.1	0.6	0.6	0.5	0.6	0.6	0.6
Canal3 (netto)	0.4	0.4	0.3	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	0.3
Zürisee	1.6	1.6	1.4	1.8	1.8	1.9	1.8	1.8	2.0
Radio 32	1.8	1.6	1.6	1.6	1.6	1.7	1.6	1.6	1.8
Basel1 (bis 30.09.2009)	0.6	0.6	0.6	0.7	0.6	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	0.4
Capital FM (bis 31.12.2005 ExtraBern)	0.6	0.7	0.8	0.7	0.7	0.7	0.6	0.7	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	1.1
Rottu	0.7	0.7	0.6	0.5	0.4	0.4	0.4	0.3	0.4
Top ²	1.5	1.5	1.4	1.4	1.5	1.7	1.6	1.6	1.5
Munot ³	-	-	0.3	0.2	0.2	0.2	0.2	0.2	0.2
Stadtfilter (ab Start UKW am 07.03.2009)									0.0
andere Privatradios dt	0.5	0.6	0.7	0.9	0.9	0.9	0.9	0.9	0.7

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.

Ergenisse Radiopanel 2009 / Deutschschweiz

TAGESREICHWEITEN in % (Mo-So)

Universum: 4'576'000 Personen (15+) Stichprobe: 30'846 Personen / 212'430 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	2009	Region
Privatradios CH								
Top Two	0.4	0.4	0.4	0.4	0.3	Deutschschweiz	0.4	Deutschschweiz
Eviva	1.8	1.8	1.8	1.9	1.8	Deutschschweiz	1.9	Deutschschweiz
Life Channel	-	0.2	0.8	0.9	0.6	Deutschschweiz	0.5	Deutschschweiz
Radio 24	18.0	17.5	17.1	16.7	15.7	Grossraum Zürich	18.1	Zürich-Glarus
Energy Zürich (bis 14.8.2003 Hitradio Z)	13.4	12.8	12.3	12.3	11.8	Grossraum Zürich	16.4	Zürich-Glarus
Radio 1 (ab 17.03.2008)					5.6	Grossraum Zürich	5.4	Zürich-Glarus
Zürisee	25.5	26.3	25.5	24.4	24.6	Zürichsee-Glarus	14.4	Zürich-Glarus
Radio 105 (ab 09.09.2009)	1.2	0.8	0.6	0.6	0.6	Deutschschweiz	2.9	Zürich Stadt
LoRa	1.7	1.7	1.7	1.4	1.0	Grossraum Zürich	1.0	Zürich
Stadtfilter (ab Start UKW am 07.03.2009)							2.3	Winterthur
Argovia	29.8	29.1	26.7	29.0	27.6	Aargau	29.9	Aargau
Kanal K	1.4	1.6	1.7	1.4	1.7	Aargau	2.3	Aargau Mitte
Pilatus	28.3	28.0	27.8	28.5	27.7	Luzern	29.4	Innerschweiz West
3fach	1.5	1.2	1.1	1.3	1.2	Luzern	1.7	Luzern
Sunshine	14.8	13.8	13.0	11.9	12.9	Zug	16.7	Innerschweiz Nord
Central	14.0	15.4	14.9	14.7	15.5	Uri-Schwyz-Glarus	16.6	Innerschweiz Süd
FM1 (ab 07.05.2008)					24.2	St.Gallen Appenzell Rheintal	25.2	Ostschweiz Ost
toxic.fm	1.6	1.2	1.1	1.2	1.2	St.Gallen Appenzell	3.1	St.Gallen
Basilisk	21.6	20.5	19.9	19.1	18.8	Basel	21.0	Basel
Basel1 (bis 30.09.2009)	13.8	13.4	13.2	12.9	12.7	Basel	14.5	Basel
Radio X	1.8	1.8	1.7	2.1	1.7	Basel	2.3	Basel Stadt
BeO	26.6	22.9	24.1	24.8	25.6	Berner Oberland	25.3	Berner Oberland
Grischa/Engiadina (Piz)	25.6	23.6	20.4	23.4	23.8	Nord- & Südbünden	22.5	Südostschweiz
Canal3 (deutsch)	15.3	14.5	14.0	13.3	13.3	Biel/Bienne	12.9	Biel
Freiburg (deutsch)	9.1	7.9	6.9	11.4	16.8	Freiburg	14.0	Freiburg
Radio 32	32.0	31.4	32.0	31.4	32.0	Solothurn-Olten	32.5	Solothurn-Olten
neo1 (bis 13.04.2008 Emme)	11.8	12.7	13.5	14.0	14.1	Emmental	10.0	Emmental
Capital FM (bis 31.12.2005 ExtraBern)	13.3	11.5	11.4	12.5	12.3	Bern	15.8	Bern
BE1 (bis 15.5.2001 Radio Förderband)	20.4	19.3	18.5	16.6	16.1	Bern	19.5	Bern
RaBe	1.6	1.4	1.6	1.6	1.7	Bern	1.9	Bern Stadt
Rottu	50.2	46.9	41.7	42.2	40.3	Oberwallis	36.6	Oberwallis
Top ¹	15.4	15.1	15.5	14.3	14.1	Winterthur-Thurgau-Wil	11.1	Ostschweiz West
Munot	19.7	19.7	16.1	14.5	15.0	Schaffhausen	15.9	Schaffhausen
RaSa	1.2	1.0	1.1	1.0	1.0	Schaffhausen	1.1	Schaffhausen Stadt

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.

Ergenisse Radiopanel 2009 / Deutschschweiz

TAGESREICHWEITEN in Tausend (Mo-So)

Universum: 4'576'000 Personen (15+) Stichprobe: 30'846 Personen / 212'430 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	2009	Region
Privatradios CH								
Top Two	15.4	15.3	16.2	18.8	14.2	Deutschschweiz	16.8	Deutschschweiz
Eviva	77.7	77.4	79.6	83.2	82.5	Deutschschweiz	85.3	Deutschschweiz
Life Channel	-	7.4	35.4	38.4	29.1	Deutschschweiz	23.0	Deutschschweiz
Radio 24	201.3	195.8	203.1	200.4	190.3	Grossraum Zürich	237.0	Zürich-Glarus
Energy Zürich (bis 14.8.2003 Hitradio Z)	150.6	144.0	146.3	147.1	142.9	Grossraum Zürich	214.5	Zürich-Glarus
Radio 1 (ab 17.03.2008)					67.2	Grossraum Zürich	70.5	Zürich-Glarus
Zürisee	110.9	114.5	115.5	111.5	113.3	Zürichsee-Glarus	188.7	Zürich-Glarus
Radio 105 (ab 09.09.2009)	49.9	35.6	25.3	26.4	25.9	Deutschschweiz	9.5	Zürich Stadt
LoRa	19.0	19.0	19.9	16.2	11.8	Grossraum Zürich	8.7	Zürich
Stadtfilter (ab Start UKW am 07.03.2009)							2.7	Winterthur
Argovia	148.1	144.9	136.6	150.0	144.5	Aargau	181.0	Aargau
Kanal K	7.0	8.0	8.5	7.4	8.6	Aargau	6.8	Aargau Mitte
Pilatus	135.1	133.8	135.9	140.5	138.3	Luzern	148.5	Innerschweiz West
3fach	7.2	5.8	5.4	6.4	6.2	Luzern	3.4	Luzern
Sunshine	75.2	70.2	68.0	62.9	69.0	Zug	98.9	Innerschweiz Nord
Central	68.6	75.5	75.9	75.2	80.1	Uri-Schwyz-Glarus	110.0	Innerschweiz Süd
FM1 (ab 07.05.2008)					111.5	St.Gallen Appenzell Rheintal	139.3	Ostschweiz Ost
toxic.fm	5.2	3.8	3.8	3.9	4.0	St.Gallen Appenzell	2.0	St.Gallen
Basilisk	94.7	89.7	88.6	85.0	84.1	Basel	99.3	Basel
Basel1 (bis 30.09.2009)	60.7	58.7	58.6	57.3	56.8	Basel	68.8	Basel
Radio X	8.1	7.9	7.5	9.4	7.6	Basel	8.6	Basel Stadt
BeO	43.1	37.0	39.8	41.3	42.7	Berner Oberland	51.1	Berner Oberland
Grischa/Engiadina (Piz)	47.4	43.7	37.7	43.4	44.4	Nord- & Südbünden	48.1	Südostschweiz
Canal3 (deutsch)	22.9	21.6	21.6	20.6	20.7	Biel/Bienne	24.8	Biel
Freiburg (deutsch)	5.6	4.8	4.4	7.3	10.9	Freiburg	20.6	Freiburg
Radio 32	98.3	96.3	99.1	97.9	100.6	Solothurn-Olten	117.0	Solothurn-Olten
neo1 (bis 13.04.2008 Emme)	20.0	21.5	22.8	23.7	24.0	Emmental	30.8	Emmental
Capital FM (bis 31.12.2005 ExtraBern)	44.6	38.3	39.9	43.6	43.3	Bern	60.2	Bern
BE1 (bis 15.5.2001 Radio Förderband)	68.1	64.6	64.5	58.1	56.4	Bern	74.4	Bern
RaBe	5.4	4.8	5.6	5.6	5.9	Bern	6.1	Bern Stadt
Rottu	33.2	31.0	26.6	27.0	25.8	Oberwallis	31.8	Oberwallis
Top ¹	111.1	113.8	120.2	112.0	111.7	Winterthur-Thurgau-Wil	145.5	Ostschweiz West
Munot	16.9	16.9	13.9	12.6	13.1	Schaffhausen	17.1	Schaffhausen
RaSa	1.1	0.9	0.9	0.9	0.8	Schaffhausen	0.6	Schaffhausen Stadt

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.

Ergenisse Radiopanel 2009 / Deutschschweiz

NUTZUNG in Minuten (Mo-So)

Universum: 4'576'000 Personen (15+) Stichprobe: 30'846 Personen / 212'430 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	2009	Region
Privatradios CH								
Top Two	0.1	0.1	0.1	0.1	0.1	Deutschschweiz	0.1	Deutschschweiz
Eviva	1.1	1.0	1.0	1.1	1.2	Deutschschweiz	1.2	Deutschschweiz
Life Channel	-	0.0	0.1	0.1	0.1	Deutschschweiz	0.1	Deutschschweiz
Radio 24	10.0	9.2	9.1	8.7	8.4	Grossraum Zürich	10.8	Zürich-Glarus
Energy Zürich (bis 14.8.2003 Hitradio Z)	6.5	6.0	5.3	5.6	5.9	Grossraum Zürich	8.5	Zürich-Glarus
Radio 1 (ab 17.03.2008)					3.4	Grossraum Zürich	3.2	Zürich-Glarus
Zürisee	13.7	15.1	13.7	13.2	14.0	Zürichsee-Glarus	7.8	Zürich-Glarus
Radio 105 (ab 09.09.2009)	0.4	0.2	0.1	0.1	0.1	Deutschschweiz	0.8	Zürich Stadt
LoRa	0.2	0.2	0.2	0.1	0.1	Grossraum Zürich	0.1	Zürich
Stadtfilter (ab Start UKW am 07.03.2009)							0.7	Winterthur
Argovia	18.7	18.2	15.4	16.7	16.7	Aargau	20.4	Aargau
Kanal K	0.3	0.3	0.3	0.2	0.3	Aargau	0.5	Aargau Mitte
Pilatus	15.5	15.5	15.5	16.7	15.1	Luzern	17.1	Innerschweiz West
3fach	0.6	0.2	0.3	0.5	0.5	Luzern	0.6	Luzern
Sunshine	7.6	6.9	5.9	5.4	6.8	Zug	9.1	Innerschweiz Nord
Central	8.0	8.5	9.4	8.8	9.1	Uri-Schwyz-Glarus	9.7	Innerschweiz Süd
FM1 (ab 07.05.2008)					14.6	St.Gallen Appenzell Rheintal	14.8	Ostschweiz Ost
toxic.fm	0.7	0.3	0.4	0.4	0.4	St.Gallen Appenzell	1.8	St.Gallen
Basilisk	12.5	10.9	10.7	10.6	10.5	Basel	12.8	Basel
Basel1 (bis 30.09.2009)	6.8	6.0	5.7	6.0	6.5	Basel	7.1	Basel
Radio X	0.9	1.0	0.8	0.8	0.6	Basel	0.6	Basel Stadt
BeO	17.2	13.7	14.0	16.9	17.9	Berner Oberland	20.0	Berner Oberland
Grischa/Engiadina (Piz)	13.9	13.0	10.0	12.3	13.2	Nord- & Südbünden	13.7	Südostschweiz
Canal3 (deutsch)	7.8	6.8	6.5	6.7	6.2	Biel/Bienne	6.1	Biel
Freiburg (deutsch)	3.6	3.6	2.9	5.1	9.2	Freiburg	7.8	Freiburg
Radio 32	20.7	19.9	20.2	20.8	22.2	Solothurn-Olten	22.7	Solothurn-Olten
neo1 (bis 13.04.2008 Emme)	8.3	7.3	9.2	7.2	7.4	Emmental	5.4	Emmental
Capital FM (bis 31.12.2005 ExtraBern)	7.8	6.5	5.9	5.5	6.6	Bern	7.9	Bern
BE1 (bis 15.5.2001 Radio Förderband)	12.7	11.8	10.2	8.8	9.2	Bern	12.1	Bern
RaBe	0.3	0.2	0.4	0.4	0.6	Bern	0.6	Bern Stadt
Rottu	29.9	27.8	24.3	24.0	22.6	Oberwallis	21.3	Oberwallis
Top ¹	6.9	7.0	7.8	7.1	7.7	Winterthur-Thurgau-Wil	5.6	Ostschweiz West
Munot	9.3	8.7	7.5	7.0	8.3	Schaffhausen	9.1	Schaffhausen
RaSa	0.1	0.1	0.1	0.1	0.1	Schaffhausen	0.2	Schaffhausen Stadt

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.

Ergebnisse Radiopanel 2009 / Deutschschweiz

MARKTANTEILE in % (Mo-So)

Universum: 4'576'000 Personen (15+) Stichprobe: 30'846 Personen / 212'430 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	2009	Region
Privatradios CH								
Top Two	0.1	0.1	0.1	0.1	0.1	Deutschschweiz	0.1	Deutschschweiz
Eviva	1.1	1.0	1.0	1.1	1.1	Deutschschweiz	1.0	Deutschschweiz
Life Channel	-	0.0	0.1	0.1	0.1	Deutschschweiz	0.1	Deutschschweiz
Radio 24	9.8	9.0	9.3	8.8	8.1	Grossraum Zürich	9.4	Zürich-Glarus
Energy Zürich (bis 14.8.2003 Hitradio Z)	6.4	5.9	5.4	5.6	5.6	Grossraum Zürich	7.4	Zürich-Glarus
Radio 1 (ab 17.03.2008)					3.2	Grossraum Zürich	2.8	Zürich-Glarus
Zürisee	13.1	14.5	13.6	13.0	12.7	Zürichsee-Glarus	6.8	Zürich-Glarus
Radio 105 (ab 09.09.2009)	0.3	0.2	0.1	0.1	0.1	Deutschschweiz	0.7	Zürich Stadt
LoRa	0.2	0.2	0.2	0.1	0.1	Grossraum Zürich	0.1	Zürich
Stadtfilter (ab Start UKW am 07.03.2009)							0.6	Winterthur
Argovia	17.8	17.3	15.3	16.4	16.1	Aargau	17.6	Aargau
Kanal K	0.2	0.3	0.3	0.2	0.3	Aargau	0.4	Aargau Mitte
Pilatus	14.5	14.0	14.8	15.5	13.5	Luzern	13.8	Innerschweiz West
3fach	0.6	0.2	0.3	0.5	0.5	Luzern	0.5	Luzern
Sunshine	7.3	6.3	6.0	5.3	6.3	Zug	7.5	Innerschweiz Nord
Central	7.6	7.8	9.3	8.5	8.3	Uri-Schwyz-Glarus	7.9	Innerschweiz Süd
FM1 (ab 07.05.2008)					13.6	St.Gallen Appenzell Rheintal	12.9	Ostschweiz Ost
toxic.fm	0.6	0.3	0.3	0.4	0.4	St.Gallen Appenzell	1.5	St.Gallen
Basilisk	11.5	10.2	10.9	10.4	10.1	Basel	10.8	Basel
Basel1 (bis 30.09.2009)	6.2	5.6	5.9	5.9	6.0	Basel	6.0	Basel
Radio X	0.8	0.8	0.8	0.8	0.6	Basel	0.5	Basel Stadt
BeO	14.9	12.1	12.6	14.3	14.9	Berner Oberland	15.2	Berner Oberland
Grischa/Engiadina (Piz)	13.4	12.5	10.2	11.9	11.8	Nord- & Südbünden	10.9	Südostschweiz
Canal3 (deutsch)	7.0	6.0	5.8	5.8	5.5	Biel/Bienne	5.1	Biel
Freiburg (deutsch)	3.2	3.3	2.8	5.0	8.9	Freiburg	6.6	Freiburg
Radio 32	17.8	17.5	18.0	17.4	18.4	Solothurn-Olten	18.1	Solothurn-Olten
neo1 (bis 13.04.2008 Emme)	6.6	6.0	7.7	6.0	6.3	Emmental	4.2	Emmental
Capital FM (bis 31.12.2005 ExtraBern)	6.4	5.3	5.1	4.8	5.4	Bern	6.0	Bern
BE1 (bis 15.5.2001 Radio Förderband)	10.4	10.1	9.0	7.7	7.7	Bern	9.2	Bern
RaBe	0.2	0.2	0.3	0.3	0.5	Bern	0.5	Bern Stadt
Rottu	31.5	28.9	25.9	23.7	22.1	Oberwallis	19.2	Oberwallis
Top ¹	6.9	6.9	8.0	7.1	7.3	Winterthur-Thurgau-Wil	4.9	Ostschweiz West
Munot	9.4	9.3	8.9	8.6	8.9	Schaffhausen	8.2	Schaffhausen
RaSa	0.1	0.1	0.1	0.1	0.2	Schaffhausen	0.2	Schaffhausen Stadt

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.

4. GERÄTEBESITZ UND EMPFANGSSITUATION

4.1 Establishment Survey: Methodik und Berichterstattung

4.1.1 Vorbemerkungen

Die von der Mediapulse betriebene Reichweitenmessung für die Mediengattungen Radio und Fernsehen ist auf repräsentative und valide Informationen über die Verbreitung der für den Empfang, die Speicherung und die Wiedergabe von Radio- und Fernsehprogrammen erforderlichen Technologien angewiesen. Bereitgestellt wurden die entsprechenden Daten für die Schweiz bisher durch den im Jahre 2002 lancierten Establishment Survey (ES). Dieser Survey wurde im Jahre 2008 einem umfangreichen Relaunch unterzogen, um 2009 in neuer Form und unter dem Titel New Establishment Survey (NES) ins Feld zu gehen.

Im Zentrum dieser Neukonzeption stand zum einen die inhaltliche Anpassung an neue technologische Entwicklungen und hier insbesondere an die zunehmende Konvergenz der Medientechnologien. Wert gelegt wurde zum anderen auf die Optimierung der methodischen Qualität, bei der vor allem drei Ziele verfolgt wurden: erstens die Inklusion jener Haushalte, die über die herkömmlichen Telefonverzeichnisse nicht erreichbar sind, zweitens die konsequente Einhaltung des Zufallsprinzips bei der Auswahl der Haushalte und drittens eine möglichst hohe Ausschöpfung der Ausgangsstichprobe. Diesen Zielen wurde die Vergleichbarkeit der Befunde mit jenen der Vorgängerstudie untergeordnet, weshalb eine Fortschreibung der Zahlen nur bedingt möglich ist.

4.1.2 Methodenbeschreibung und Berichterstattung

Die im folgenden publizierten NES-Jahresdaten 2009 zur Verbreitung von Empfangsgeräten und Empfangstechnologien beruhen auf einer Befragung von 10'152 Haushalten in zwei Befragungswellen (Mai/ Juni sowie November/Dezember). Als Universum galten alle Privat- und Kollektivhaushalte in der Schweiz und im Fürstentum Liechtenstein (N = 3,13 Mio). Die Auswahl der Haushalte erfolgte über ein dreistufiges Samplingverfahren. Als Auswahlgrundlage diente das Adressverzeichnis der Schweizerischen Post. Alle ausgewählten Haushalte, denen sich mit Hilfe marktüblicher Telefonverzeichnisse eine Telefonnummer zuordnen liess, wurden via Telefon befragt. Bei allen übrigen Haushalten erfolgt die Befragung mit einem postalisch zugestellten Fragebogen. Innerhalb des Haushaltes wurde nach Möglichkeit jene Person interviewt, die mit der technischen Ausstattung im Haushalt am besten vertraut ist (person who knows best). Die Ausschöpfung der Bruttostichprobe belief sich bei den Telefoninterviews auf 69 Prozent und bei der schriftlichen Befragung auf 43 Prozent.

Weitere Informationen zum Design und zur methodischen Vorgehensweise des NES finden sich auf der Website der Mediapulse AG (www.mediapulse.ch) sowie in Form eines Artikels im Jahrbuch 2010 des Verbandes Schweizer Markt und Sozialforscher (vsms). Die kompletten Daten des NES werden von der Publica Data AG (Mediapulse Stiftung) vermarktet und Interessenten in Form eines Online-Auswertungstools bereitgestellt.

4.2 Haushaltsausstattung – Deutschschweiz

Universum: 2'260'523

Fallzahl: ungewichtet = 5'208; gewichtet = 7'335

4.2.1 Haushaltsausstattung TV-Geräte mit TV-Empfang in Prozent

Anzahl	Total	Mit Teletext	Mit Flach- bildschirm	Mit 16:9 Format	Mit 2-Kanal- Ton	Gerät neu seit 2006
0	8	14	48	41	26	52
1	71	66	45	48	49	43
2	17	14	5	5	8	3
3+	5	4	1	1	2	1
WN	0	3	1	6	15	2

4.2.2 Haushaltsausstattung TV-Empfangstechnologien in Prozent

Merkmal	Bedingung	Basis	2009
TV-HH	Mind. 1 TV-Gerät mit TV-Empfang	Alle HH	92
TV-HH-C	Mind. 1 TV-Gerät mit TV-Empfang via Kabel	TV-HH	80
TV-HH-DVB-C	Mind. 1 TV-Gerät mit digitalem TV-Empfang via Kabel	TV-HH-C	39
TV-HH-DVB-C-HD	Mind. 1 TV-Gerät mit HD-Empfang via Kabel	TV-HH-C	13
TV-HH-S	Mind. 1 TV-Gerät mit TV-Empfang via Satellit	TV-HH	18
TV-HH-DVB-S	Mind. 1 TV-Gerät mit digitalem TV-Empfang via Satellit	TV-HH-S	68
TV-HH-DVB-S-HD	Mind. 1 TV-Gerät mit HD-Empfang via Satellit	TV-HH-S	25
TV-HH-IPTV	Mind. 1 TV-Gerät mit TV-Empfang via IP	TV-HH	9
TV-HH-IPTV-HD	Mind. 1 TV-Gerät mit HD-Empfang via IP	TV-HH- IPTV	36
TV-HH-DVB-T	Mind. 1 TV-Gerät mit TV-Empfang via Terrestrik	TV-HH	5
TV-HH-DVB	Mind. 1 TV-Gerät mit digitalem TV-Empfang	TV-HH	49
TV-HH-HD	Mind. 1 TV-Gerät mit HD-Empfang	TV-HH	16

4.2.3 Haushaltsausstattung Radio-Geräte in Prozent

Anzahl	Total	Autoradio	Radiogerät mit Zusatzfunktio n	Radiogerät ohne Zusatzfunktio n	Radio-wecker	DAB-Radio	Internet- Radio
0	5	23	36	54	54	87	94
1+	95	77	63	46	46	9	5
WN	0	0	0	1	0	5	1

4.2.4 Haushaltsausstattung Radio-Empfangstechnologien in Prozent

Merkmal	Bedingung	Basis	2009
Radio-HH	Mind. 1 Radiogerät	Alle HH	95
Radio-HH-T	Mind. 1 Radiogerät mit Radio-Empfang via Terrestrik (ohne Autoradio)	Radio-HH	50
Radio-HH-C	Mind. 1 Radiogerät mit Radio-Empfang via Kabel	Radio-HH	47
Radio-HH-I	Mind. 1 Radiogerät mit Radio-Empfang via Internet (IPTV & Internetradio)	Radio-HH	8
Radio-HH-S	Mind. 1 Radiogerät mit Radio-Empfang via Satellit	Radio-HH	7

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Weitere Informationen und Medienunterlagen finden Sie unter:

<http://www.mediapulse.ch>

Suisse romande

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AVANT-PROPOS

Voici déjà le troisième 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 quatre 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 rempe.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 TV et radio domestiques et de la disponibilité des canaux de réception**. En 2009 cette enquête a été réalisée pour la première fois sous sa nouvelle forme et sous son nouveau nom – New Establishment Survey (NES).

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.

Mediapulse SA
Manuel Dähler, directeur

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 novembre 2009 et mars 2010, 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.

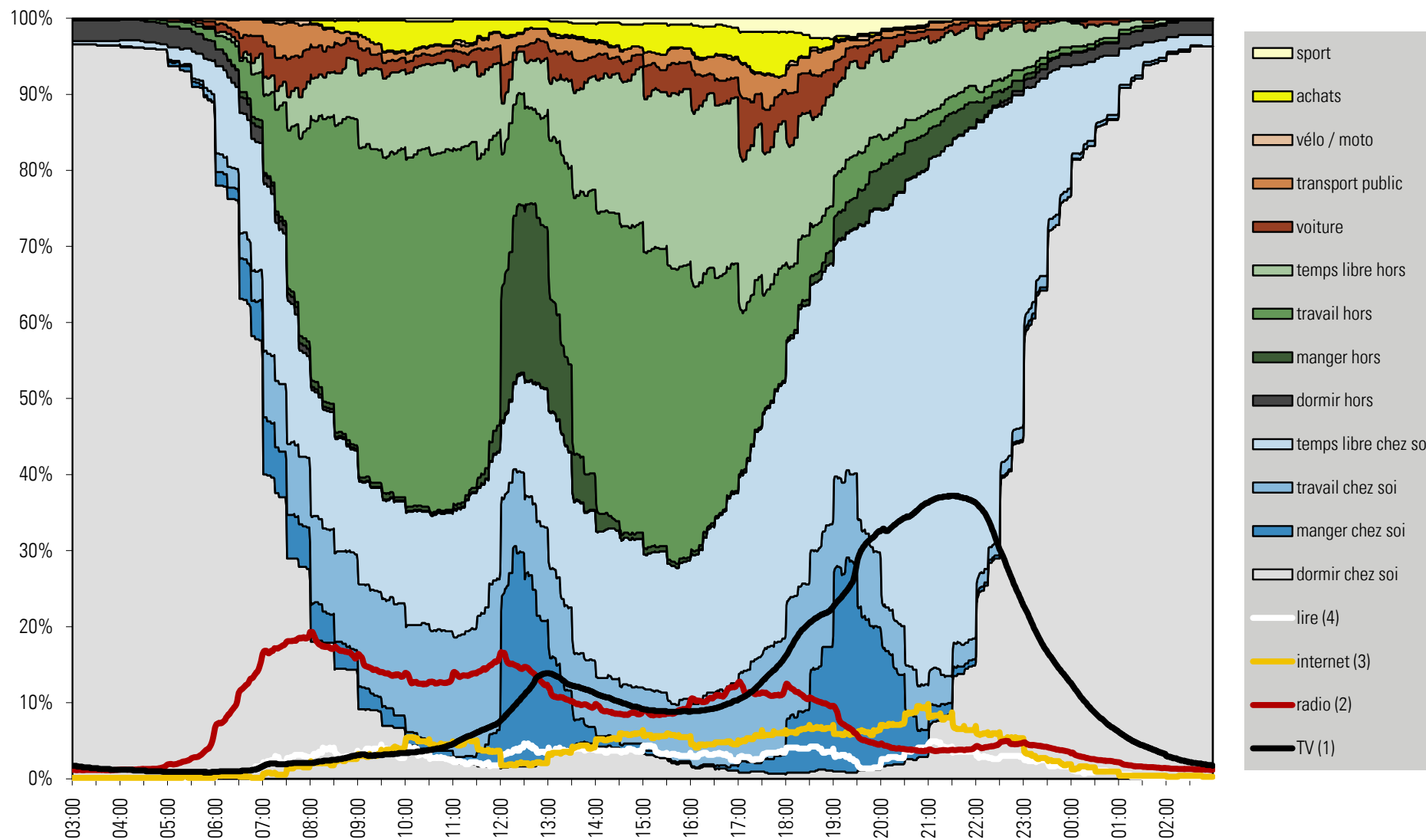
1.1.3 Compte rendu

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 2009 / Suisse romande

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

univers: 1'472'300 personnes (12+) échantillon: 732 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 2009 / 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: 732 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
05:00	92.9	0.7	0.3	2.0	95.9	2.7	0.0	0.7	0.0	0.8	0.0	0.0	0.0	4.1	1.1	2.8	0.1	0.1	
05:15	92.0	0.9	0.3	2.4	95.6	2.7	0.0	0.9	0.3	0.4	0.1	0.0	0.0	4.4	1.0	3.5	0.4	0.4	
05:30	89.9	0.7	0.5	4.0	95.1	2.5	0.0	0.9	0.5	0.5	0.4	0.0	0.0	4.9	1.1	4.3	0.1	0.4	
05:45	87.8	0.4	1.1	4.6	93.9	2.5	0.0	1.6	0.4	1.2	0.4	0.0	0.0	6.1	1.1	7.4	0.1	0.5	
06:00	77.0	1.9	2.4	11.8	93.2	2.2	0.0	1.9	0.6	1.1	0.9	0.1	0.0	6.8	1.3	10.7	0.7	0.7	
06:15	73.3	1.8	2.7	12.7	90.5	2.1	0.1	2.8	0.8	2.1	1.4	0.1	0.0	9.5	1.4	14.0	0.4	1.0	
06:30	61.1	5.1	3.5	17.1	86.8	1.8	0.8	4.0	1.1	3.1	2.2	0.2	0.0	13.2	1.5	17.6	0.8	1.2	
06:45	54.9	6.3	3.6	18.3	83.1	1.8	1.0	5.6	2.2	3.7	2.4	0.2	0.0	16.9	2.0	21.6	0.3	1.9	
07:00	41.2	8.6	7.5	20.9	78.3	1.5	0.8	8.8	2.1	4.9	3.0	0.3	0.0	21.7	2.6	24.6	0.8	3.4	
07:15	33.4	8.2	8.5	22.1	72.2	0.9	0.6	13.4	2.8	4.7	4.6	0.6	0.0	27.8	2.7	26.0	0.8	3.4	
07:30	27.1	7.4	8.8	20.8	64.0	0.8	0.8	18.1	4.3	6.0	5.2	0.4	0.0	36.0	2.7	27.0	1.9	4.5	
07:45	24.9	6.7	9.1	15.3	56.0	0.8	0.9	24.4	6.1	5.5	5.3	0.6	0.0	44.0	2.8	27.9	1.8	3.7	
08:00	20.3	6.1	10.1	16.3	52.8	0.7	1.4	27.9	6.5	5.6	4.1	0.3	0.4	47.2	2.9	27.9	2.6	5.1	
08:15	16.6	5.0	11.9	15.5	49.1	0.4	0.9	34.8	6.0	4.3	3.3	0.3	0.9	50.9	3.1	26.0	2.2	5.1	
08:30	14.9	5.4	11.5	15.9	47.7	0.3	0.9	34.7	6.8	4.7	3.0	0.1	1.5	52.3	3.3	25.7	2.7	4.8	
08:45	13.7	3.5	12.2	14.4	43.8	0.3	0.5	40.7	7.6	3.5	1.7	0.1	1.6	56.2	3.7	25.1	2.6	3.3	
09:00	11.4	3.9	13.1	15.1	43.5	0.2	0.6	37.1	9.3	4.3	1.7	0.1	2.6	56.5	3.8	24.2	4.0	5.9	
09:15	8.6	3.0	13.9	14.0	39.4	0.1	0.6	41.5	10.4	3.0	1.5	0.0	3.2	60.6	3.8	22.6	3.7	4.5	
09:30	7.4	3.3	13.9	14.4	39.0	0.1	0.8	40.0	11.4	2.7	1.8	0.1	3.8	61.0	3.9	21.8	4.8	5.7	
09:45	6.5	2.3	14.4	13.2	36.4	0.1	0.5	44.1	11.1	1.8	1.3	0.3	4.0	63.6	4.0	21.7	4.6	4.4	
10:00	5.3	2.8	14.2	16.0	38.3	0.2	0.7	41.0	11.6	2.2	1.3	0.2	4.0	61.7	4.1	21.5	6.1	6.3	
10:15	4.1	1.7	14.5	15.0	35.3	0.1	0.6	44.8	11.8	2.1	1.2	0.1	3.6	64.7	4.3	20.5	5.3	4.6	
10:30	3.6	1.9	15.7	15.8	37.0	0.1	0.5	43.1	12.0	1.9	1.4	0.1	3.6	63.0	4.6	20.5	5.6	4.9	
10:45	2.8	0.9	15.5	15.3	34.5	0.1	0.3	46.0	12.3	2.0	1.1	0.1	3.3	65.5	5.1	20.9	4.6	3.0	
11:00	2.4	1.3	15.9	17.7	37.3	0.1	0.5	41.5	11.7	3.3	1.4	0.5	3.4	62.7	5.9	22.3	5.9	3.4	
11:15	1.9	0.9	16.3	17.2	36.3	0.1	0.6	44.4	10.8	2.6	1.3	0.6	3.1	63.7	6.6	22.1	5.2	2.6	
11:30	1.7	2.8	17.3	17.4	39.2	0.1	1.4	38.9	11.2	4.1	1.6	0.2	3.1	60.8	7.5	22.7	5.1	2.9	
11:45	1.4	4.6	18.2	16.2	40.4	0.1	3.1	37.3	10.5	3.9	2.0	0.1	2.4	59.6	8.6	24.7	4.1	2.3	
12:00	1.2	17.5	14.5	12.7	45.8	0.2	13.0	24.9	7.1	4.3	2.7	0.2	1.6	54.2	10.1	26.1	3.6	4.9	
12:15	1.4	27.5	11.8	11.9	52.5	0.2	19.1	14.8	5.8	2.5	2.9	0.3	1.7	47.5	11.9	22.7	2.3	4.9	
12:30	1.5	26.4	12.5	14.9	55.4	0.2	19.7	12.3	6.3	2.5	2.0	0.1	1.4	44.6	14.0	21.3	3.1	6.3	
12:45	1.7	21.1	11.8	16.7	51.4	0.1	21.1	13.4	7.3	3.2	2.2	0.0	1.2	48.6	15.6	19.9	2.5	4.5	
13:00	2.7	16.2	11.6	17.9	48.5	0.1	16.6	18.4	7.3	4.4	2.4	0.3	1.6	51.5	15.7	18.9	4.4	5.9	
13:15	3.5	10.0	11.1	19.8	44.4	0.1	12.1	22.5	10.4	5.3	2.5	0.4	1.9	55.6	14.7	17.6	4.2	4.5	
13:30	3.9	6.5	9.8	18.7	38.9	0.1	9.6	28.0	12.8	5.1	3.0	0.2	1.9	61.1	13.8	16.8	4.9	5.3	
13:45	4.5	3.0	9.0	19.3	35.8	0.1	5.5	34.0	14.2	4.2	3.0	0.4	2.1	64.2	13.1	16.0	4.9	4.6	
14:00	4.5	2.2	8.7	19.3	34.6	0.1	4.3	34.1	16.8	4.1	2.3	0.3	2.6	65.4	12.3	15.6	5.9	4.9	
14:15	4.1	1.5	7.6	19.2	32.5	0.0	2.1	38.8	18.3	3.0	1.4	0.4	3.1	67.5	11.7	14.6	5.3	3.8	
14:30	3.9	1.3	7.6	19.7	32.6	0.0	1.3	37.1	18.8	3.7	2.2	0.1	3.4	67.4	11.1	14.3	6.6	4.6	
14:45	3.8	0.9	7.6	19.0	31.4	0.0	0.8	39.2	20.2	2.9	1.6	0.0	3.1	68.6	10.6	14.5	6.1	4.1	

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

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

Time Use Study 2009 / 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: 732 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
15:00	3.6	1.0	7.8	19.9	32.2	0.0	1.0	36.0	20.0	4.3	1.9	0.0	3.8	0.7	67.8	10.2	14.9	6.8	5.5
15:15	2.8	0.8	8.1	18.3	30.0	0.0	0.8	37.7	20.8	3.8	2.1	0.0	4.1	0.8	70.0	10.0	14.3	6.0	4.1
15:30	2.4	0.6	7.4	18.6	29.0	0.0	0.7	35.6	21.7	5.2	2.6	0.1	4.1	0.9	71.0	9.9	14.8	6.7	3.8
15:45	1.9	0.3	7.7	18.3	28.3	0.0	0.5	36.8	23.2	4.6	2.5	0.1	3.2	0.8	71.7	10.0	15.9	6.1	3.1
16:00	1.9	0.4	8.3	19.7	30.3	0.0	0.6	31.9	22.5	6.5	3.1	0.2	3.9	1.0	69.7	10.1	17.5	6.4	4.2
16:15	1.5	0.3	8.9	21.1	31.8	0.0	0.6	32.7	22.7	3.9	3.0	0.3	3.9	1.1	68.2	10.2	17.3	4.8	3.8
16:30	1.5	0.5	10.0	22.1	34.1	0.0	0.5	29.3	22.5	4.2	3.7	0.2	4.2	1.3	65.9	10.7	18.0	5.1	4.1
16:45	1.1	0.6	10.6	24.2	36.5	0.0	0.3	29.1	21.4	4.1	3.3	0.4	3.8	1.1	63.5	11.5	19.4	5.2	3.4
17:00	0.8	1.3	11.1	24.2	37.3	0.0	0.3	23.3	20.2	8.4	4.3	0.3	4.3	1.6	62.7	12.4	20.3	6.6	3.3
17:15	0.9	1.3	13.0	27.9	43.1	0.0	0.4	18.9	18.9	7.2	4.4	0.2	5.3	1.6	56.9	13.8	18.8	6.0	3.0
17:30	0.8	1.9	13.9	29.6	46.2	0.0	0.2	16.8	17.8	6.9	4.4	0.2	5.8	1.7	53.8	15.5	18.8	7.5	4.0
17:45	0.6	2.5	14.5	32.1	49.8	0.0	0.3	14.5	17.8	6.1	3.9	0.1	5.9	1.8	50.3	17.3	19.2	6.4	3.8
18:00	0.6	6.5	15.3	31.1	53.5	0.0	0.3	11.5	16.8	7.4	3.4	0.4	5.0	1.7	46.5	19.9	20.0	8.1	4.9
18:15	0.7	8.4	16.3	34.8	60.2	0.0	0.6	8.0	15.5	6.6	3.4	0.4	3.4	1.9	39.8	21.9	17.9	7.5	4.2
18:30	1.0	13.0	16.5	33.5	64.0	0.0	0.9	6.4	13.5	7.0	3.3	0.3	2.7	1.9	36.0	23.5	17.1	8.7	4.8
18:45	1.1	15.8	15.9	33.7	66.3	0.0	1.4	5.6	13.7	5.5	3.2	0.4	1.3	2.5	33.7	24.6	16.1	7.7	4.1
19:00	0.8	24.6	13.6	31.1	70.1	0.1	2.7	4.7	11.6	4.3	3.0	0.3	0.9	2.2	29.9	26.0	14.4	8.7	4.9
19:15	0.8	27.6	12.9	30.8	72.1	0.1	3.7	5.0	11.6	3.2	1.8	0.2	0.4	2.1	27.9	29.5	11.1	7.7	3.3
19:30	1.0	26.1	11.8	34.2	73.2	0.1	4.4	4.6	10.5	3.4	1.0	0.5	0.4	1.9	26.8	32.8	9.4	8.2	2.5
19:45	1.1	20.4	11.6	41.0	74.1	0.1	4.8	4.5	10.5	2.7	0.7	0.5	0.4	1.8	25.9	34.7	8.1	7.4	1.5
20:00	1.5	19.4	8.9	45.6	75.3	0.1	5.0	3.4	9.9	3.2	1.2	0.0	0.3	1.6	24.7	36.1	8.0	9.0	3.6
20:15	1.7	14.2	6.6	53.0	75.6	0.1	5.6	3.2	10.1	2.9	1.0	0.0	0.2	1.2	24.4	36.1	6.8	7.9	3.0
20:30	2.3	11.4	7.0	57.0	77.6	0.1	4.7	2.9	10.0	2.4	0.9	0.0	0.2	1.1	22.4	37.9	6.5	9.7	4.5
20:45	2.7	6.0	6.6	64.7	80.0	0.1	4.5	2.4	9.8	1.4	0.5	0.0	0.3	1.0	20.0	38.5	6.1	9.8	4.5
21:00	6.5	3.8	6.2	63.7	80.2	0.1	4.4	2.4	8.9	2.1	0.9	0.1	0.2	0.7	19.8	39.1	6.0	11.5	6.0
21:15	8.0	2.2	4.7	67.6	82.5	0.0	3.9	2.1	8.8	1.3	0.9	0.1	0.0	0.4	17.5	39.3	5.8	9.6	5.2
21:30	12.2	1.6	3.5	65.5	82.8	0.1	4.0	1.9	8.2	1.7	0.8	0.0	0.0	0.4	17.2	39.3	5.9	8.9	4.8
21:45	14.5	1.2	2.9	66.1	84.7	0.1	3.3	2.1	7.9	1.3	0.4	0.0	0.0	0.1	15.3	38.9	6.0	7.1	4.1
22:00	21.3	0.8	2.8	60.1	85.0	0.2	3.0	1.9	7.2	1.8	0.7	0.1	0.0	0.1	15.0	38.1	6.5	8.1	4.9
22:15	27.2	0.5	1.7	57.3	86.8	0.3	2.1	1.5	7.3	1.0	0.8	0.1	0.0	0.1	13.2	35.9	6.8	6.7	3.0
22:30	34.5	0.5	1.9	51.2	88.1	0.5	1.6	1.4	6.4	1.1	0.8	0.0	0.0	0.1	11.9	31.9	7.2	6.7	3.3
22:45	41.4	0.4	1.9	45.4	89.1	0.5	1.4	1.4	6.3	0.8	0.5	0.0	0.0	0.0	10.9	27.8	6.9	6.1	3.4
23:00	49.9	0.7	1.8	37.1	89.4	1.0	1.1	1.1	5.4	1.2	0.6	0.0	0.0	0.1	10.6	24.0	6.6	5.6	3.6
23:15	60.9	0.6	1.6	28.4	91.5	1.2	0.6	0.8	4.4	1.0	0.4	0.0	0.0	0.1	8.5	20.6	6.0	3.1	2.7
23:30	64.7	0.4	1.8	25.4	92.2	1.3	0.6	0.7	4.0	0.7	0.2	0.0	0.0	0.1	7.8	17.6	5.5	3.3	3.3
23:45	73.4	0.0	1.3	18.7	93.4	1.4	0.1	0.8	3.7	0.3	0.3	0.0	0.0	0.0	6.6	15.3	4.9	2.6	2.0
Pénétrat. quot.	99.7	91.1	60.4	99.3	99.9	4.8	43.6	56.6	65.7	46.7	30.3	3.3	28.0	6.3	94.5	68.3	88.7	37.3	48.9
Durée en min.	493	60	104	306	962	12	32	235	122	30	19	2	19	7	478	160	113	49	34

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

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

2. Panel TV de Mediapulse

2.1 Recherche TV: 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.

2.2 Utilisation TV par jour ouvrable: rating en %

Résultats du panel TV 2009 / 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			
06:00	0.9	0.8	0.9	0.9	0.9	0.9	1.0	0.9	1.0	0.9
06:15	1.0	0.9	1.0	0.9	0.9	0.9	1.0	0.9	0.9	0.9
06:30	1.1	0.9	1.0	1.0	1.0	0.9	1.0	1.0	1.0	1.0
06:45	1.3	1.2	1.3	1.2	1.2	1.1	1.1	1.2	1.1	1.2
07:00	2.0	2.0	2.0	1.9	1.9	1.4	1.3	1.9	1.3	1.8
07:15	2.1	2.2	2.1	2.1	2.2	1.7	1.6	2.1	1.6	2.0
07:30	2.3	2.4	2.3	2.3	2.4	2.2	2.0	2.3	2.1	2.3
07:45	2.5	2.5	2.5	2.5	2.6	2.6	2.4	2.5	2.5	2.5
08:00	2.6	2.6	2.8	2.7	2.7	3.2	3.1	2.7	3.2	2.8
08:15	2.8	2.7	3.1	2.9	2.9	3.8	3.8	2.9	3.8	3.2
08:30	3.0	2.8	3.4	3.0	3.1	4.3	4.5	3.1	4.4	3.4
08:45	3.3	3.0	3.6	3.2	3.3	4.6	5.1	3.3	4.9	3.7
09:00	3.5	3.2	3.6	3.3	3.5	4.9	5.7	3.4	5.3	4.0
09:15	3.5	3.0	3.5	3.2	3.4	5.2	6.3	3.3	5.7	4.0
09:30	3.6	3.2	3.6	3.3	3.5	5.4	6.7	3.4	6.1	4.2
09:45	3.7	3.3	3.6	3.4	3.6	5.6	7.2	3.5	6.4	4.4
10:00	3.8	3.4	3.6	3.5	3.8	5.8	8.0	3.6	6.9	4.5
10:15	4.0	3.5	3.6	3.6	4.0	6.0	8.7	3.7	7.3	4.8
10:30	4.2	3.7	3.8	3.8	4.2	6.0	9.2	3.9	7.6	5.0
10:45	4.5	4.0	4.1	4.1	4.5	6.3	9.8	4.3	8.0	5.3
11:00	5.1	4.7	4.7	4.8	5.2	6.6	10.7	4.9	8.7	6.0
11:15	5.8	5.3	5.3	5.5	5.8	7.0	11.2	5.6	9.1	6.6
11:30	6.3	5.9	6.1	6.2	6.4	7.5	11.5	6.2	9.5	7.1
11:45	7.2	6.7	6.8	6.8	7.1	8.0	11.9	6.9	10.0	7.8
12:00	8.5	8.1	8.1	8.0	8.3	9.0	12.4	8.2	10.7	8.9
12:15	10.2	9.8	9.7	9.7	9.9	10.3	13.4	9.9	11.8	10.4
12:30	12.1	11.6	11.4	11.3	11.6	11.6	14.2	11.6	12.9	12.0
12:45	14.2	13.1	12.9	12.7	13.2	13.1	15.5	13.2	14.3	13.5
13:00	14.2	12.9	12.8	12.5	13.2	13.4	15.9	13.1	14.7	13.6
13:15	13.2	12.0	11.9	11.7	12.2	13.4	16.1	12.2	14.7	12.9
13:30	12.3	11.4	11.2	11.0	11.5	13.3	16.2	11.5	14.8	12.4
13:45	11.8	10.9	10.6	10.6	11.1	12.9	16.5	11.0	14.7	12.1
14:00	11.0	10.2	9.9	10.1	10.7	12.4	17.0	10.4	14.7	11.6
14:15	10.6	9.6	9.5	9.6	10.2	12.1	16.8	9.9	14.4	11.2
14:30	10.0	9.1	9.0	9.2	9.6	12.0	16.7	9.4	14.4	10.8
14:45	9.5	8.6	8.6	8.8	9.2	11.8	16.8	8.9	14.3	10.5
15:00	9.0	8.3	8.4	8.5	8.8	11.7	16.8	8.6	14.3	10.2
15:15	8.8	8.1	8.3	8.4	8.7	11.7	16.9	8.5	14.3	10.1
15:30	8.7	8.0	8.3	8.4	8.6	11.9	17.0	8.4	14.4	10.1
15:45	8.7	8.1	8.3	8.5	8.7	12.1	16.9	8.5	14.5	10.2

Résultats du panel TV 2009 / 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	8.7	8.2	8.4	8.6	8.7	12.4	17.1	8.5	14.7	10.3
16:15	9.0	8.5	8.6	8.9	8.9	12.8	17.3	8.8	15.1	10.6
16:30	9.4	9.1	9.0	9.4	9.4	13.2	17.8	9.2	15.5	11.0
16:45	10.0	9.8	9.5	9.9	10.0	13.6	18.3	9.8	16.0	11.6
17:00	10.8	10.5	10.0	10.5	10.8	14.1	19.0	10.5	16.5	12.2
17:15	11.9	11.6	10.9	11.6	11.8	14.8	19.6	11.5	17.2	13.1
17:30	13.4	13.1	12.4	13.0	13.1	15.6	19.9	13.0	17.8	14.4
17:45	14.9	14.7	13.9	14.3	14.5	16.5	20.7	14.5	18.6	15.6
18:00	17.1	17.1	16.1	16.2	16.6	17.4	21.8	16.6	19.6	17.5
18:15	19.4	19.3	18.4	18.2	18.6	18.4	22.9	18.8	20.7	19.3
18:30	21.0	20.8	19.8	19.7	19.5	19.2	24.7	20.2	21.9	20.7
18:45	22.2	21.8	20.8	20.6	20.4	19.6	25.8	21.1	22.7	21.6
19:00	24.0	23.1	22.3	22.0	21.6	20.5	27.3	22.6	23.9	23.0
19:15	26.4	25.1	24.3	23.8	23.3	21.7	28.7	24.6	25.2	24.8
19:30	31.0	29.2	28.6	27.5	26.7	25.0	32.3	28.6	28.6	28.6
19:45	32.9	31.0	30.3	29.1	27.9	26.2	33.9	30.2	30.0	30.2
20:00	33.7	31.8	31.1	29.6	28.3	26.3	34.3	30.9	30.3	30.7
20:15	34.6	32.9	32.1	30.4	28.9	26.9	35.3	31.8	31.1	31.6
20:30	35.3	33.5	32.8	31.1	29.7	27.6	36.3	32.5	32.0	32.3
20:45	36.4	34.4	34.1	31.9	31.0	28.8	37.8	33.6	33.3	33.5
21:00	37.3	35.2	34.9	32.5	31.7	29.6	38.6	34.3	34.1	34.2
21:15	37.7	35.7	34.8	32.7	32.4	30.1	38.9	34.6	34.5	34.6
21:30	37.5	35.6	34.6	32.7	32.5	30.5	38.8	34.6	34.7	34.6
21:45	37.1	35.3	34.2	32.0	32.4	30.6	37.7	34.2	34.2	34.2
22:00	35.5	34.0	32.7	30.7	31.8	30.0	36.0	32.9	33.0	33.0
22:15	32.0	30.6	29.9	28.7	29.2	28.6	32.9	30.0	30.8	30.2
22:30	26.8	26.7	26.5	25.7	26.1	26.5	27.8	26.4	27.1	26.6
22:45	22.9	23.7	22.7	21.4	23.7	24.1	23.1	22.9	23.6	23.1
23:00	19.5	20.5	19.2	18.4	20.9	21.4	19.8	19.7	20.6	20.0
23:15	16.6	17.1	16.2	15.6	18.3	19.3	17.2	16.8	18.3	17.2
23:30	14.3	14.7	14.0	13.3	16.2	17.3	14.7	14.5	16.0	14.9
23:45	12.4	12.4	11.8	11.6	14.6	15.5	12.5	12.6	14.0	13.0
00:00	10.2	10.2	9.9	10.2	12.9	13.8	10.5	10.7	12.2	11.1
00:15	8.2	8.4	8.3	8.6	10.9	12.2	8.6	8.9	10.4	9.3
00:30	6.8	6.9	7.0	7.1	9.3	10.8	7.0	7.4	8.9	7.8
00:45	5.6	5.6	5.8	6.1	8.1	9.5	5.7	6.2	7.6	6.6
R 18-23	30.0	28.9	28.0	26.8	26.6	25.4	31.7	28.1	28.6	28.2
UT 18-23	90	87	84	81	80	76	95	84	86	85
R 24h	11.2	10.7	10.5	10.3	10.6	11.4	13.7	10.6	12.6	11.2
UT 24h	161	154	151	148	153	164	198	153	181	161

R = Rating en %

UT = Utilisation en minutes (total)

Résultats du panel TV 2009 / 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
06:00	0.9	0.8	0.9	0.1	0.6	1.0	1.4	0.6	0.1	1.2	1.4	0.7	1.7
06:15	0.9	0.8	1.0	0.1	0.7	1.1	1.3	0.7	0.2	1.2	1.4	0.8	1.8
06:30	1.0	0.9	1.1	0.4	0.8	1.2	1.2	0.8	0.4	1.1	1.3	0.8	2.0
06:45	1.2	1.2	1.2	1.1	1.1	1.2	1.3	1.1	1.0	1.3	1.4	1.1	2.5
07:00	1.8	1.9	1.6	2.6	1.5	1.6	1.7	1.6	2.3	1.7	1.8	1.4	3.6
07:15	2.0	2.2	1.8	3.5	1.2	1.7	1.9	2.0	2.9	1.7	1.9	1.6	4.0
07:30	2.3	2.5	2.1	4.4	1.1	1.9	2.0	2.4	3.5	1.8	2.1	1.8	4.5
07:45	2.5	2.7	2.3	5.2	0.9	2.2	2.1	2.7	4.1	1.8	2.4	2.0	5.1
08:00	2.8	3.0	2.6	6.0	1.2	2.4	2.2	3.2	4.8	1.8	2.7	2.1	5.7
08:15	3.2	3.3	3.0	6.6	1.5	2.6	2.3	3.7	5.3	1.9	3.1	2.3	6.4
08:30	3.4	3.5	3.4	7.0	1.7	2.9	2.4	4.4	5.6	2.2	3.4	2.5	7.0
08:45	3.7	3.7	3.8	6.9	1.8	3.3	2.6	5.1	5.6	2.8	3.7	2.8	7.6
09:00	4.0	3.8	4.0	6.9	2.0	3.6	2.7	5.6	5.6	3.3	4.0	3.0	8.1
09:15	4.0	3.9	4.1	6.8	2.3	3.7	2.7	5.5	5.5	3.4	4.1	3.0	8.2
09:30	4.2	4.0	4.3	6.6	2.6	4.0	2.9	5.7	5.5	3.8	4.2	3.2	8.5
09:45	4.4	4.1	4.5	6.4	2.9	4.2	3.1	6.0	5.4	4.1	4.4	3.3	8.9
10:00	4.5	4.3	4.7	6.2	3.3	4.3	3.4	6.2	5.4	4.5	4.7	3.5	9.3
10:15	4.8	4.6	4.9	6.0	3.8	4.6	3.7	6.5	5.2	5.0	5.0	3.6	9.7
10:30	5.0	4.8	5.2	5.8	4.2	4.7	4.0	7.0	5.1	5.5	5.3	3.8	10.2
10:45	5.3	5.0	5.6	5.6	4.5	5.0	4.3	8.0	5.0	6.3	5.8	4.0	10.9
11:00	6.0	5.4	6.4	5.5	4.8	5.3	5.0	9.8	5.0	7.8	6.6	4.3	12.1
11:15	6.6	5.8	7.2	5.5	5.3	5.7	5.7	11.4	5.2	8.9	7.5	4.6	13.3
11:30	7.1	6.3	7.8	5.7	5.7	6.1	6.3	12.6	5.5	9.4	8.3	5.0	14.5
11:45	7.8	6.9	8.5	6.4	6.3	6.4	7.1	13.7	6.3	9.5	9.2	5.5	15.8
12:00	8.9	7.8	9.9	7.1	7.1	7.0	8.3	16.2	6.9	10.4	10.6	6.3	17.8
12:15	10.4	9.1	11.7	7.9	8.4	7.8	10.4	18.9	7.9	11.8	12.5	7.6	20.5
12:30	12.0	10.4	13.4	8.6	9.4	8.7	12.4	22.1	8.6	13.5	14.5	8.9	23.2
12:45	13.5	11.9	15.0	8.9	9.5	9.4	14.2	26.9	8.9	16.2	16.6	10.1	25.9
13:00	13.6	12.0	15.0	7.9	8.8	9.6	14.5	27.7	8.0	16.8	16.9	10.4	26.0
13:15	12.9	11.3	14.3	6.9	8.1	9.5	13.9	26.3	7.1	16.4	16.3	9.8	24.8
13:30	12.4	10.9	13.9	6.1	7.6	9.5	13.4	25.3	6.3	15.8	15.8	9.6	24.0
13:45	12.1	10.4	13.6	5.5	7.2	9.3	13.2	24.4	5.8	15.3	15.4	9.5	23.4
14:00	11.6	9.9	13.1	5.2	6.9	9.2	12.7	23.1	5.4	14.5	14.9	9.3	22.7
14:15	11.2	9.5	12.7	4.9	6.7	9.1	12.2	21.9	5.2	13.8	14.4	9.0	22.0
14:30	10.8	9.2	12.2	4.7	6.5	9.1	11.7	20.7	5.0	13.3	14.0	8.7	21.2
14:45	10.5	8.9	11.8	4.6	6.5	9.0	11.3	19.6	4.9	12.8	13.6	8.3	20.5
15:00	10.2	8.8	11.5	4.6	6.5	8.8	11.1	18.8	4.9	12.2	13.3	8.1	20.1
15:15	10.1	8.8	11.4	4.7	6.5	8.8	11.1	18.5	5.0	12.0	13.3	8.0	19.9
15:30	10.1	8.8	11.3	4.8	6.5	8.8	11.1	18.3	5.2	12.1	13.2	8.0	19.9
15:45	10.2	8.9	11.3	5.0	6.6	8.8	11.1	18.2	5.5	12.2	13.2	7.9	20.0

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

Résultats du panel TV 2009 / 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	10.3	9.1	11.4	5.3	6.8	8.9	11.1	18.4	5.8	12.3	13.3	7.9	20.2
16:15	10.6	9.4	11.6	5.9	7.1	9.0	11.3	18.7	6.4	12.5	13.5	8.0	20.8
16:30	11.0	9.9	12.0	6.9	7.6	9.3	11.6	19.3	7.2	13.0	13.9	8.2	21.6
16:45	11.6	10.4	12.6	7.6	8.2	9.7	12.0	20.1	7.8	13.7	14.5	8.5	22.7
17:00	12.2	10.9	13.4	8.1	9.0	10.3	12.6	21.1	8.3	14.5	15.2	9.0	23.9
17:15	13.1	11.6	14.5	8.5	9.7	10.9	13.6	22.9	8.8	15.7	16.4	9.7	25.6
17:30	14.4	12.5	16.1	8.9	10.4	11.7	14.9	26.0	9.3	17.5	18.0	10.5	27.7
17:45	15.6	13.5	17.6	9.4	10.9	12.4	16.4	29.1	9.8	19.2	19.5	11.7	29.9
18:00	17.5	14.8	19.9	9.8	11.7	13.5	18.5	33.9	10.5	21.5	21.9	13.3	33.3
18:15	19.3	16.1	22.3	10.5	12.5	14.7	20.5	38.4	11.3	23.9	24.3	14.8	36.6
18:30	20.7	17.3	23.8	11.7	13.0	15.6	22.2	40.8	12.3	25.2	26.3	15.8	38.8
18:45	21.6	18.4	24.5	12.8	13.4	16.3	23.3	42.0	13.3	25.6	27.6	16.4	40.1
19:00	23.0	19.9	25.8	13.2	13.9	17.4	25.2	44.9	13.8	27.1	29.6	17.6	42.3
19:15	24.8	21.8	27.4	13.0	13.9	18.8	27.7	49.1	13.7	28.9	32.1	19.4	45.0
19:30	28.6	25.9	31.0	12.7	14.5	21.6	33.3	57.9	13.6	32.3	37.0	24.0	50.9
19:45	30.2	27.6	32.5	12.7	14.9	23.5	35.5	60.2	13.8	33.8	39.1	25.8	53.2
20:00	30.7	28.3	32.9	12.4	15.6	25.0	36.3	59.1	13.6	34.1	40.0	26.5	54.0
20:15	31.6	29.1	33.8	12.5	16.5	26.6	37.4	58.9	14.0	35.0	41.2	27.3	55.5
20:30	32.3	29.9	34.5	12.2	17.0	28.0	38.5	58.8	13.9	35.4	42.2	28.3	56.6
20:45	33.5	31.0	35.7	12.1	18.2	30.0	39.8	59.2	14.1	35.7	43.7	29.9	58.1
21:00	34.2	31.8	36.5	11.8	19.2	31.8	40.6	58.7	14.1	36.0	44.5	31.2	59.1
21:15	34.6	32.1	36.8	11.5	19.6	33.1	41.1	57.8	13.9	35.9	44.7	32.2	59.6
21:30	34.6	32.2	36.8	10.9	19.6	33.9	41.2	56.8	13.4	35.5	44.5	33.0	59.5
21:45	34.2	31.8	36.3	10.2	19.4	34.1	40.7	55.1	12.7	34.7	43.8	33.2	58.8
22:00	33.0	30.8	34.9	9.4	18.8	33.6	39.4	51.9	11.8	33.1	42.1	32.5	56.9
22:15	30.2	28.4	31.9	8.3	17.4	31.9	36.5	45.2	10.5	30.1	38.4	30.5	52.5
22:30	26.6	25.3	27.8	7.0	15.5	29.3	32.3	37.2	8.8	25.8	33.6	27.4	46.6
22:45	23.1	22.1	23.9	5.9	13.8	26.1	28.2	30.8	7.4	22.2	29.1	24.3	40.9
23:00	20.0	19.3	20.6	4.9	12.1	23.1	24.7	25.1	6.1	19.1	25.2	21.3	35.7
23:15	17.2	16.6	17.7	4.0	10.4	20.4	21.7	20.3	4.8	16.4	21.8	18.6	31.0
23:30	14.9	14.4	15.4	3.3	9.0	17.9	19.2	16.7	3.9	14.0	19.0	16.4	27.0
23:45	13.0	12.5	13.4	2.8	7.9	15.6	17.1	13.9	3.2	12.2	16.6	14.3	23.7
00:00	11.1	10.7	11.4	2.3	6.9	13.2	14.9	11.5	2.6	10.4	14.2	12.3	20.3
00:15	9.3	9.0	9.5	1.8	5.8	11.1	12.8	9.2	2.1	8.7	12.0	10.3	17.2
00:30	7.8	7.6	8.0	1.4	5.0	9.3	11.0	7.5	1.7	7.2	10.2	8.6	14.6
00:45	6.6	6.5	6.7	1.1	4.3	7.9	9.5	6.1	1.4	6.1	8.7	7.2	12.4
R 18-23	28.2	25.7	30.4	11.0	15.9	25.3	32.9	49.8	12.5	30.6	36.3	25.2	49.9
PQ 18-23	57.2	54.8	58.8	35.8	38.7	55.3	64.5	79.4	35.3	56.8	66.5	54.6	80.6
R 24h	11.2	10.2	12.0	5.4	6.9	10.2	12.7	18.6	5.7	12.3	14.2	9.7	20.7
PQ 24h	69.1	67.3	69.6	58.2	53.1	66.0	74.2	84.5	53.3	67.5	74.9	64.1	86.7

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

Résultats du panel TV 2009 / 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
06:00	15	7	8	0	1	5	6	2	0	2	8	4	12
06:15	15	7	9	0	2	6	6	2	1	2	8	4	13
06:30	16	7	9	1	2	6	5	2	1	2	8	4	14
06:45	20	9	10	3	2	6	6	3	3	3	8	5	17
07:00	29	15	14	6	3	8	7	4	7	3	11	7	25
07:15	32	17	15	8	2	9	8	5	9	3	11	8	28
07:30	37	20	17	10	2	9	9	6	10	4	13	9	32
07:45	41	21	20	12	2	11	9	7	12	4	14	10	36
08:00	46	24	22	14	2	12	10	9	14	4	16	11	40
08:15	52	26	25	15	3	13	10	10	15	4	19	12	45
08:30	56	28	28	16	4	14	11	12	16	4	21	13	49
08:45	61	29	32	16	4	16	11	14	16	6	22	14	54
09:00	65	30	34	16	4	18	12	15	16	7	24	15	57
09:15	66	31	34	15	5	19	12	15	16	7	24	15	57
09:30	68	32	36	15	5	20	13	15	16	8	25	16	60
09:45	71	33	38	15	6	21	14	16	16	8	26	17	62
10:00	74	34	40	14	7	21	15	17	16	9	28	18	65
10:15	78	36	42	14	8	23	16	17	15	10	30	19	68
10:30	82	38	44	13	9	23	18	19	15	11	32	19	72
10:45	87	40	47	13	9	25	19	22	15	13	34	20	76
11:00	97	43	54	13	10	26	22	26	15	16	39	22	85
11:15	107	46	61	12	11	28	25	30	15	18	44	24	93
11:30	117	50	66	13	12	30	28	34	16	19	49	26	101
11:45	127	55	72	15	13	32	31	37	18	19	54	28	110
12:00	146	62	83	16	15	35	37	43	20	21	63	33	125
12:15	170	72	98	18	17	39	45	51	23	24	74	39	144
12:30	195	83	112	20	19	43	54	59	25	27	86	46	163
12:45	221	95	126	20	20	47	62	72	26	33	99	52	182
13:00	222	95	127	18	18	48	64	74	23	34	100	53	182
13:15	211	90	121	16	17	47	61	70	21	33	97	50	174
13:30	203	86	117	14	16	47	59	67	19	32	94	49	168
13:45	197	83	114	13	15	46	58	65	17	31	92	48	164
14:00	190	79	111	12	14	46	56	62	16	29	89	48	159
14:15	183	76	107	11	14	45	54	58	15	28	86	46	154
14:30	176	73	103	11	14	45	51	55	15	27	83	44	148
14:45	171	71	100	10	13	45	50	52	14	26	81	43	144
15:00	167	69	97	10	13	44	49	50	14	24	79	42	141
15:15	166	70	96	11	13	43	49	49	15	24	79	41	140
15:30	165	70	95	11	13	43	49	49	15	24	78	41	139
15:45	166	71	95	12	14	44	49	49	16	24	79	40	140

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

Résultats du panel TV 2009 / 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	168	72	96	12	14	44	49	49	17	25	79	40	142
16:15	173	75	98	14	15	45	49	50	19	25	80	41	145
16:30	180	78	101	16	16	46	51	51	21	26	83	42	151
16:45	189	82	106	17	17	48	53	54	23	28	86	44	159
17:00	200	86	113	18	19	51	55	56	24	29	91	46	167
17:15	215	92	122	19	20	54	60	61	26	32	97	49	179
17:30	235	99	135	20	21	58	65	69	27	35	107	54	194
17:45	256	107	148	21	23	62	72	78	29	39	116	60	210
18:00	286	117	168	22	24	67	81	90	31	43	130	68	233
18:15	316	127	188	24	26	73	90	102	33	48	145	76	256
18:30	338	137	200	27	27	77	97	109	36	51	156	81	272
18:45	353	146	206	29	28	81	102	112	39	51	164	84	281
19:00	376	158	217	30	29	86	111	120	40	54	176	90	296
19:15	405	173	231	30	29	93	122	131	40	58	191	99	315
19:30	467	205	261	29	30	107	146	154	40	65	220	123	356
19:45	493	219	273	29	31	116	156	161	40	68	233	132	373
20:00	502	224	277	28	32	124	159	158	40	68	238	136	378
20:15	516	231	285	28	34	132	164	157	41	70	245	140	388
20:30	528	237	291	28	35	139	169	157	40	71	251	145	396
20:45	547	246	300	28	38	149	175	158	41	72	260	153	407
21:00	560	252	307	27	40	157	178	157	41	72	264	160	414
21:15	565	255	310	26	41	164	180	154	40	72	266	165	417
21:30	566	255	310	25	40	168	181	151	39	71	265	169	417
21:45	558	252	305	23	40	169	178	147	37	70	261	170	412
22:00	538	244	294	21	39	167	173	138	34	66	251	166	398
22:15	494	225	268	19	36	158	160	120	30	60	229	156	367
22:30	434	200	234	16	32	145	142	99	26	52	200	140	326
22:45	377	175	201	13	29	129	124	82	22	45	173	124	286
23:00	326	153	173	11	25	115	108	67	18	38	150	109	250
23:15	281	132	149	9	22	101	95	54	14	33	130	95	217
23:30	244	114	129	8	19	89	84	45	11	28	113	84	189
23:45	212	99	112	6	16	77	75	37	9	24	99	73	166
00:00	181	85	96	5	14	66	65	31	8	21	85	63	142
00:15	152	72	80	4	12	55	56	25	6	18	71	53	120
00:30	128	60	67	3	10	46	48	20	5	15	61	44	102
00:45	108	52	56	3	9	39	41	16	4	12	52	37	87
UT 18-23	85	77	91	33	48	76	99	150	38	92	109	76	150
US 18-23	148	140	155	92	124	137	152	188	106	161	163	138	185
UT 24h	161	147	174	78	99	147	183	268	82	177	204	140	298
US 24h	233	218	249	134	187	222	246	316	154	263	271	218	343

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

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

Résultats du panel TV 2009 / 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.*
06:00	100	45	55	1	9	35	43	11	2	17	56	24
06:15	100	43	57	2	10	37	39	12	3	15	54	26
06:30	100	43	57	6	11	36	34	14	8	14	51	27
06:45	100	48	52	12	11	32	31	14	14	13	43	28
07:00	100	53	47	18	10	29	27	15	21	12	40	25
07:15	100	53	47	23	7	27	26	16	25	11	37	25
07:30	100	53	47	26	6	26	24	17	27	10	35	25
07:45	100	52	48	28	5	27	23	17	28	9	35	25
08:00	100	51	48	30	5	26	21	19	30	8	35	24
08:15	100	50	50	29	6	25	20	20	29	8	36	23
08:30	100	49	51	28	6	25	19	22	28	8	37	23
08:45	100	47	53	25	6	27	19	23	26	10	37	23
09:00	100	46	54	23	6	28	18	25	24	11	37	24
09:15	100	46	54	22	7	29	18	24	23	11	38	23
09:30	100	45	54	21	8	30	18	23	22	12	37	24
09:45	100	45	55	19	8	30	19	23	21	12	37	24
10:00	100	45	55	18	9	29	20	23	20	12	38	24
10:15	100	45	55	17	10	30	20	23	18	13	39	24
10:30	100	44	55	15	11	29	21	24	17	14	39	23
10:45	100	44	56	14	11	29	21	25	16	15	40	23
11:00	100	42	57	12	10	27	22	28	14	17	41	22
11:15	100	41	58	11	10	27	23	29	14	17	42	21
11:30	100	41	58	11	10	26	23	30	14	17	42	21
11:45	100	42	58	12	11	25	24	29	15	15	43	21
12:00	100	42	58	11	10	24	24	30	14	15	43	22
12:15	100	42	58	11	11	23	26	30	14	14	44	23
12:30	100	42	58	10	10	22	28	30	13	14	44	23
12:45	100	43	57	9	9	21	28	33	12	15	45	23
13:00	100	43	57	8	8	21	29	34	11	15	45	24
13:15	100	42	58	8	8	22	29	34	10	16	46	24
13:30	100	42	58	7	8	23	29	34	9	16	46	24
13:45	100	41	59	6	8	23	29	34	9	16	47	24
14:00	100	41	59	6	8	24	29	33	8	16	47	25
14:15	100	40	59	6	8	25	29	33	8	15	47	25
14:30	100	41	59	6	8	25	29	32	8	15	47	25
14:45	100	40	59	6	8	26	29	31	8	15	48	25
15:00	100	40	59	6	8	26	29	31	9	15	48	25
15:15	100	41	59	6	8	26	29	30	9	15	48	24
15:30	100	41	58	7	8	26	29	30	9	15	48	24
15:45	100	42	58	7	8	26	29	30	10	15	47	24

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

Résultats du panel TV 2009 / 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	42	58	7	9	26	28	30	10	15	47	23
16:15	100	42	57	8	9	26	28	30	11	15	47	23
16:30	100	43	57	9	9	25	27	29	12	15	46	23
16:45	100	43	57	10	9	25	27	29	13	15	45	22
17:00	100	42	57	10	10	25	27	29	13	15	45	22
17:15	100	42	58	9	10	25	27	29	12	15	45	23
17:30	100	42	58	9	9	25	27	30	12	15	46	23
17:45	100	41	58	8	9	24	28	31	11	15	46	23
18:00	100	41	59	8	9	23	28	32	11	15	46	24
18:15	100	40	60	8	8	23	28	33	10	15	46	24
18:30	100	40	60	8	8	23	29	33	11	15	46	24
18:45	100	41	59	8	8	23	29	32	11	15	47	24
19:00	100	42	58	8	8	23	29	32	11	15	47	24
19:15	100	43	57	7	7	23	30	33	10	14	47	25
19:30	100	44	56	6	6	23	31	33	8	14	47	26
19:45	100	44	56	6	6	23	32	33	8	14	47	27
20:00	100	45	55	6	6	25	32	32	8	14	48	27
20:15	100	45	55	6	7	25	32	31	8	14	48	27
20:30	100	45	55	5	7	26	32	30	8	14	48	27
20:45	100	45	55	5	7	27	32	29	8	13	48	28
21:00	100	45	55	5	7	28	32	28	7	13	47	28
21:15	100	45	55	5	7	29	32	28	7	13	47	29
21:30	100	45	55	5	7	29	32	27	7	13	47	30
21:45	100	45	55	4	7	30	32	27	7	13	47	30
22:00	100	45	55	4	7	31	32	26	6	12	47	31
22:15	100	46	54	4	7	32	32	25	6	12	46	32
22:30	100	46	54	4	7	33	33	23	6	12	46	32
22:45	100	47	53	4	8	34	33	22	6	12	46	33
23:00	100	47	53	3	8	35	33	21	5	12	46	34
23:15	100	47	53	3	8	36	34	19	5	12	46	34
23:30	100	47	53	3	8	37	35	18	5	12	46	35
23:45	100	47	53	3	8	36	35	18	4	12	47	35
00:00	100	47	53	3	8	36	36	17	4	12	47	35
00:15	100	47	53	3	8	36	37	16	4	12	47	35
00:30	100	47	53	2	8	36	38	16	4	12	48	35
00:45	100	48	52	2	8	36	38	15	3	11	48	34
18-23	100	44	56	5	7	27	31	29	8	13	47	28
24h	100	44	56	7	8	28	30	27	9	14	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 %

Résultats du panel TV 2009 / 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	70.1	69.4	69.2	67.9	68.3	67.0	71.9	69.0	69.5	69.1
sexe										
hommes	67.9	67.1	67.1	65.7	65.6	66.1	71.7	66.7	68.9	67.3
femmes	71.0	70.4	70.1	68.9	69.6	66.5	70.9	70.0	68.7	69.6
âge										
3-14	55.7	57.0	59.4	57.3	61.0	59.3	57.9	58.1	58.6	58.2
15-24	53.3	53.6	52.8	51.7	53.1	51.7	55.6	52.9	53.7	53.1
25-44	68.0	66.2	65.9	64.8	63.9	62.8	70.4	65.8	66.6	66.0
45-64	76.1	75.3	74.3	72.9	72.3	71.1	77.6	74.1	74.3	74.2
65+	85.7	84.8	84.7	83.8	84.1	82.5	86.1	84.6	84.3	84.5
formation terminée										
aucune/autre	52.5	52.3	54.0	52.5	55.2	52.7	53.5	53.3	53.1	53.3
obligatoire	68.9	68.8	68.5	66.6	66.9	63.9	68.7	68.0	66.3	67.5
form. professionnelle	76.5	75.9	74.9	73.8	73.1	72.3	77.9	74.9	75.1	74.9
form. supérieure*	66.1	64.2	64.0	63.0	62.2	60.7	68.1	63.9	64.4	64.1

* 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

Résultats du panel TV 2009 / 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	161	154	151	148	153	164	198	153	181	161
sexe										
hommes	142	136	135	132	135	156	196	136	176	147
femmes	178	170	166	163	169	170	199	169	185	174
âge										
3-14	68	73	79	73	83	90	84	75	87	78
15-24	95	98	94	90	97	99	122	95	110	99
25-44	148	138	134	132	135	150	189	138	170	147
45-64	184	171	168	166	170	186	239	172	212	183
65+	273	263	260	254	262	263	301	262	282	268
formation terminée										
aucune/autre	75	76	81	76	86	91	92	79	92	82
obligatoire	182	175	168	167	169	172	209	172	191	177
form. professionnelle	204	196	190	188	193	204	251	194	228	204
form. supérieure*	141	131	130	125	129	143	181	131	162	140

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

Résultats du panel TV 2009 / 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	CN	RTL9	
06:00	0.9	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.3
06:15	0.9	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.3
06:30	1.0	0.1	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.1	0.1	0.0	0.0	0.4
06:45	1.2	0.1	0.1	0.0	0.0	0.1	0.1	0.0	0.0	0.1	0.0	0.1	0.0	0.4
07:00	1.8	0.2	0.1	0.0	0.0	0.3	0.1	0.1	0.0	0.1	0.0	0.1	0.0	0.6
07:15	2.0	0.2	0.1	0.0	0.1	0.3	0.1	0.1	0.0	0.2	0.1	0.1	0.0	0.6
07:30	2.3	0.2	0.1	0.1	0.1	0.3	0.2	0.1	0.1	0.2	0.1	0.1	0.0	0.7
07:45	2.5	0.2	0.1	0.1	0.1	0.3	0.2	0.1	0.1	0.3	0.1	0.1	0.0	0.7
08:00	2.8	0.3	0.2	0.1	0.1	0.3	0.2	0.1	0.1	0.4	0.1	0.1	0.0	0.9
08:15	3.2	0.3	0.3	0.2	0.1	0.3	0.2	0.1	0.1	0.3	0.1	0.1	0.0	1.0
08:30	3.4	0.4	0.3	0.2	0.1	0.2	0.3	0.1	0.2	0.3	0.1	0.1	0.0	1.1
08:45	3.7	0.6	0.3	0.2	0.1	0.2	0.4	0.1	0.2	0.3	0.1	0.2	0.0	1.2
09:00	4.0	0.6	0.3	0.2	0.1	0.1	0.4	0.1	0.2	0.3	0.1	0.2	0.0	1.3
09:15	4.0	0.5	0.3	0.1	0.1	0.1	0.4	0.2	0.2	0.3	0.1	0.2	0.0	1.4
09:30	4.2	0.6	0.4	0.1	0.1	0.1	0.4	0.2	0.2	0.4	0.1	0.2	0.0	1.5
09:45	4.4	0.6	0.4	0.1	0.1	0.2	0.4	0.2	0.2	0.4	0.1	0.2	0.0	1.5
10:00	4.5	0.6	0.5	0.1	0.2	0.3	0.4	0.2	0.1	0.3	0.1	0.2	0.0	1.6
10:15	4.8	0.6	0.5	0.1	0.2	0.4	0.3	0.2	0.1	0.3	0.1	0.2	0.0	1.7
10:30	5.0	0.6	0.5	0.1	0.2	0.4	0.3	0.2	0.2	0.4	0.2	0.2	0.0	1.8
10:45	5.3	0.6	0.6	0.1	0.2	0.5	0.3	0.2	0.2	0.5	0.2	0.2	0.0	1.9
11:00	6.0	0.9	0.6	0.1	0.2	0.7	0.3	0.2	0.1	0.5	0.3	0.2	0.0	2.0
11:15	6.6	1.2	0.6	0.1	0.2	0.7	0.4	0.1	0.2	0.7	0.3	0.2	0.0	2.0
11:30	7.1	1.3	0.6	0.1	0.2	0.8	0.3	0.2	0.2	0.8	0.4	0.2	0.0	2.1
11:45	7.8	1.1	0.7	0.1	0.2	1.0	0.3	0.2	0.2	1.0	0.5	0.2	0.0	2.3
12:00	8.9	1.1	0.7	0.1	0.2	1.1	0.5	0.1	0.2	1.4	0.7	0.3	0.1	2.4
12:15	10.4	1.1	0.7	0.1	0.2	1.6	0.6	0.1	0.2	1.9	0.7	0.5	0.1	2.5
12:30	12.0	1.5	0.8	0.1	0.3	1.9	0.9	0.1	0.3	2.0	0.7	0.6	0.1	2.8
12:45	13.5	5.0	0.8	0.1	0.3	0.8	0.6	0.1	0.3	1.4	0.5	0.6	0.2	2.9
13:00	13.6	3.8	0.8	0.2	0.2	1.0	0.8	0.1	0.3	2.2	0.6	0.4	0.2	2.9
13:15	12.9	2.7	0.9	0.2	0.2	1.0	0.9	0.1	0.3	2.5	0.7	0.3	0.2	3.0
13:30	12.4	2.6	0.9	0.1	0.2	0.9	0.9	0.1	0.2	2.1	0.8	0.2	0.3	3.0
13:45	12.1	2.6	0.9	0.1	0.2	0.6	1.1	0.1	0.3	1.4	1.1	0.2	0.3	3.1
14:00	11.6	2.3	0.8	0.1	0.2	0.7	1.3	0.1	0.3	1.1	1.2	0.2	0.3	2.9
14:15	11.2	1.9	0.8	0.1	0.2	1.0	1.3	0.1	0.4	0.9	1.2	0.2	0.3	2.8
14:30	10.8	1.6	0.8	0.1	0.2	1.1	1.0	0.1	0.4	1.0	1.2	0.2	0.4	2.8
14:45	10.5	1.6	0.8	0.1	0.2	1.0	0.7	0.2	0.4	0.9	1.2	0.2	0.4	2.8
15:00	10.2	1.7	0.8	0.1	0.2	0.9	0.6	0.2	0.3	1.0	1.3	0.2	0.3	2.7
15:15	10.1	1.7	0.8	0.1	0.2	0.9	0.6	0.2	0.3	1.1	1.1	0.2	0.3	2.7
15:30	10.1	1.7	0.9	0.1	0.2	0.9	0.6	0.1	0.3	1.1	1.0	0.2	0.3	2.7
15:45	10.2	1.5	0.9	0.1	0.2	0.9	0.6	0.1	0.3	1.2	1.0	0.2	0.3	2.8

2.8 Utilisation TV par chaîne: rating en %

Résultats du panel TV 2009 / 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	CN	RTL9	
16:00	10.3	1.3	0.9	0.1	0.2	0.9	0.6	0.1	0.3	1.2	1.1	0.2	0.3	2.9
16:15	10.6	1.3	1.0	0.1	0.2	0.9	0.6	0.1	0.4	1.3	1.1	0.2	0.3	3.0
16:30	11.0	1.5	1.0	0.2	0.2	1.0	0.7	0.1	0.3	1.2	1.1	0.2	0.4	3.1
16:45	11.6	1.5	1.0	0.2	0.2	1.0	0.7	0.2	0.3	1.3	1.2	0.2	0.4	3.3
17:00	12.2	1.7	1.1	0.2	0.2	1.0	0.8	0.1	0.4	1.4	1.1	0.2	0.4	3.5
17:15	13.1	2.0	1.3	0.2	0.3	0.9	1.1	0.2	0.4	1.5	1.0	0.3	0.4	3.6
17:30	14.4	2.0	1.3	0.2	0.3	1.0	1.7	0.2	0.4	1.7	1.1	0.3	0.3	3.8
17:45	15.6	2.5	1.4	0.2	0.3	1.0	1.9	0.2	0.5	1.7	1.4	0.3	0.4	3.9
18:00	17.5	2.9	1.5	0.2	0.4	0.8	2.2	0.2	0.6	1.9	2.2	0.3	0.4	3.9
18:15	19.3	4.0	1.5	0.2	0.4	0.9	2.4	0.1	0.7	1.9	2.6	0.3	0.3	3.9
18:30	20.7	4.8	1.3	0.3	0.4	1.0	1.6	0.1	0.7	2.4	3.0	0.4	0.4	4.2
18:45	21.6	4.9	1.5	0.3	0.5	0.9	1.0	0.3	0.6	3.5	2.5	0.7	0.5	4.4
19:00	23.0	6.2	1.6	0.4	0.4	1.1	0.8	0.2	0.3	4.1	2.3	0.7	0.6	4.3
19:15	24.8	7.0	1.3	0.4	0.4	1.6	0.7	0.2	0.4	4.6	2.2	0.6	0.7	4.7
19:30	28.6	15.1	0.8	0.4	0.3	1.4	0.6	0.2	0.1	3.6	1.3	0.4	0.6	4.0
19:45	30.2	18.1	0.7	0.4	0.3	0.7	0.6	0.2	0.2	2.3	1.3	0.3	0.9	4.2
20:00	30.7	12.2	1.2	0.4	0.5	2.5	1.4	0.2	0.3	3.9	1.8	0.3	0.8	5.3
20:15	31.6	10.6	2.0	0.4	0.5	2.6	2.5	0.2	0.5	3.8	1.9	0.3	1.0	5.5
20:30	32.3	10.7	2.6	0.5	0.6	2.1	2.4	0.4	0.8	3.0	1.8	0.1	0.8	6.6
20:45	33.5	9.1	2.9	0.5	0.5	2.7	2.6	0.4	0.7	3.3	3.2	0.1	1.1	6.4
21:00	34.2	7.9	2.9	0.5	0.4	2.9	2.7	0.3	0.8	4.2	3.9	0.1	1.1	6.5
21:15	34.6	7.5	3.1	0.5	0.4	3.0	2.8	0.4	0.8	4.4	4.0	0.1	1.0	6.6
21:30	34.6	7.4	2.9	0.5	0.4	3.1	2.9	0.4	0.8	4.2	4.2	0.1	1.1	6.5
21:45	34.2	7.3	2.8	0.6	0.4	3.1	2.9	0.4	0.9	4.4	4.0	0.1	1.0	6.3
22:00	33.0	7.0	2.8	0.7	0.3	2.7	2.7	0.4	0.8	4.4	4.0	0.1	1.1	6.0
22:15	30.2	6.1	2.7	0.6	0.3	2.3	2.1	0.4	0.7	4.5	3.9	0.1	0.9	5.6
22:30	26.6	4.8	2.3	0.5	0.4	2.3	1.5	0.4	0.6	4.1	3.5	0.1	0.7	5.4
22:45	23.1	3.4	1.9	0.4	0.4	1.9	1.3	0.4	0.5	3.9	3.2	0.1	0.7	5.1
23:00	20.0	2.9	1.5	0.4	0.3	1.9	1.0	0.3	0.4	3.3	2.7	0.1	0.7	4.6
23:15	17.2	2.5	1.1	0.3	0.3	1.8	0.9	0.3	0.3	2.7	2.3	0.1	0.6	4.1
23:30	14.9	2.1	0.8	0.2	0.2	1.7	0.8	0.3	0.3	2.4	1.9	0.1	0.6	3.6
23:45	13.0	1.7	0.7	0.2	0.2	1.5	0.7	0.2	0.3	2.3	1.6	0.0	0.5	3.1
00:00	11.1	1.5	0.6	0.1	0.1	1.2	0.6	0.2	0.2	2.1	1.3	0.0	0.5	2.6
00:15	9.3	1.2	0.5	0.1	0.1	1.0	0.5	0.2	0.2	1.8	1.0	0.0	0.4	2.2
00:30	7.8	1.0	0.4	0.1	0.1	0.8	0.4	0.2	0.2	1.6	0.8	0.0	0.3	1.9
00:45	6.6	0.8	0.4	0.1	0.1	0.6	0.4	0.1	0.1	1.4	0.7	0.0	0.3	1.7
R 18-23	28.2	7.8	2.0	0.4	0.4	2.0	1.9	0.3	0.6	3.6	2.8	0.3	0.8	5.3
PQ 18-23	57.2	41.6	22.5	7.6	11.9	24.0	21.5	10.2	12.0	30.3	24.1	3.9	12.9	40.1
R 24h	11.2	2.5	0.8	0.2	0.2	0.9	0.8	0.2	0.3	1.5	1.0	0.2	0.3	2.5
PQ 24h	69.1	51.6	32.7	12.0	19.1	34.1	31.4	16.4	19.7	40.9	32.7	7.4	19.6	54.5

R = Rating en %

PQ = Pénétration quotidienne en %

Résultats du panel TV 2009 / 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	CN	RTL9	
06:00	15	2	1	0	0	1	1	1	1	1	1	0	1	5
06:15	15	2	1	0	0	2	1	1	1	1	1	0	0	5
06:30	16	2	1	0	0	2	1	1	1	1	1	1	0	6
06:45	20	2	1	0	1	2	1	1	0	2	1	1	0	7
07:00	29	3	2	0	1	5	2	1	0	2	1	2	0	9
07:15	32	3	2	1	1	5	2	2	1	3	1	2	0	11
07:30	37	3	2	1	1	5	3	2	1	4	1	2	0	12
07:45	41	4	2	2	2	6	3	2	1	5	1	2	0	12
08:00	46	4	3	2	1	5	3	2	2	6	1	2	0	15
08:15	52	5	4	3	2	5	4	2	2	6	1	2	0	16
08:30	56	6	5	3	2	4	5	2	3	4	1	2	0	18
08:45	61	10	5	3	2	3	6	2	3	4	1	3	0	19
09:00	65	10	5	3	2	2	7	2	3	5	1	3	0	21
09:15	66	8	6	2	2	2	7	3	3	5	1	3	0	23
09:30	68	9	6	1	2	2	7	3	4	6	1	3	0	24
09:45	71	10	7	1	2	4	6	3	3	6	2	3	0	25
10:00	74	10	8	1	3	6	6	3	2	6	2	3	0	27
10:15	78	10	8	1	3	7	6	3	2	6	2	3	0	28
10:30	82	10	9	1	3	7	5	3	3	6	3	3	0	29
10:45	87	10	9	1	3	8	5	3	3	8	3	3	0	31
11:00	97	14	9	1	3	11	6	3	2	8	4	3	0	33
11:15	107	19	9	1	3	11	6	2	3	11	5	3	0	33
11:30	117	20	10	1	3	13	5	3	4	13	6	4	0	35
11:45	127	17	11	2	4	16	6	3	4	16	9	4	1	37
12:00	146	18	11	2	4	18	8	2	3	23	11	5	1	39
12:15	170	18	12	2	4	25	10	2	4	31	11	8	2	41
12:30	195	24	13	2	4	31	14	2	4	32	12	9	2	46
12:45	221	82	12	2	4	13	10	2	5	23	9	10	3	47
13:00	222	62	13	4	4	16	13	2	5	36	9	7	3	48
13:15	211	44	15	3	4	16	15	2	4	40	11	5	4	49
13:30	203	43	15	2	4	14	15	1	4	35	13	4	4	49
13:45	197	42	14	2	4	11	19	2	6	23	18	4	5	50
14:00	190	38	14	2	3	12	21	2	6	17	19	3	5	48
14:15	183	31	13	2	3	16	21	2	6	15	20	3	6	46
14:30	176	26	12	2	3	18	17	2	6	16	20	3	6	46
14:45	171	27	13	2	3	17	11	3	6	16	20	3	6	46
15:00	167	27	13	2	3	14	9	3	4	17	21	3	6	45
15:15	166	28	14	2	3	15	9	3	5	19	18	3	5	44
15:30	165	28	14	2	3	15	10	2	4	18	17	3	5	44
15:45	166	25	14	2	3	15	10	2	5	19	17	3	5	46

2.9 Utilisation TV par chaîne: rating en millier

Résultats du panel TV 2009 / 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	CN	RTL9	
16:00	168	22	15	2	3	15	11	2	5	20	17	3	6	48
16:15	173	22	16	2	3	14	11	2	6	21	18	4	6	49
16:30	180	24	17	3	3	16	11	2	5	20	19	4	6	51
16:45	189	24	17	3	4	17	12	3	6	21	19	4	6	54
17:00	200	29	18	3	3	17	14	2	7	23	18	4	6	57
17:15	215	33	21	4	4	15	18	3	7	25	16	4	6	59
17:30	235	33	22	4	5	16	28	4	7	27	17	5	6	62
17:45	256	41	23	3	5	17	31	4	8	28	22	4	7	63
18:00	286	47	25	4	6	12	36	3	10	32	37	5	7	63
18:15	316	66	25	4	6	15	39	2	11	31	42	5	6	64
18:30	338	78	22	5	7	17	27	2	12	39	49	7	6	68
18:45	353	80	25	5	8	14	16	4	10	58	42	11	9	72
19:00	376	101	26	6	7	19	14	3	5	67	37	12	9	70
19:15	405	114	21	6	6	25	12	3	6	76	37	11	11	77
19:30	467	247	13	6	4	22	10	3	2	58	21	6	9	66
19:45	493	296	12	7	5	11	11	3	3	38	21	5	14	69
20:00	502	199	20	6	8	41	23	3	6	64	29	5	13	86
20:15	516	174	32	7	8	42	41	3	8	62	30	4	16	89
20:30	528	175	43	8	10	35	39	7	12	50	29	2	13	107
20:45	547	149	47	8	8	44	42	6	11	54	53	2	18	105
21:00	560	129	47	8	7	48	44	5	13	68	64	2	18	107
21:15	565	122	50	9	7	49	47	7	14	71	65	2	17	108
21:30	566	122	47	9	7	50	47	7	14	69	68	2	18	106
21:45	558	120	46	10	6	51	48	7	14	72	65	2	17	102
22:00	538	114	45	11	6	44	44	7	14	72	66	2	17	98
22:15	494	100	45	9	6	38	34	7	12	73	63	2	14	92
22:30	434	78	38	9	7	38	24	7	9	67	57	1	11	88
22:45	377	56	31	7	6	32	21	6	7	64	52	1	11	83
23:00	326	47	25	6	6	30	16	5	6	54	44	1	11	75
23:15	281	40	17	4	5	30	15	4	5	44	38	1	10	68
23:30	244	34	14	4	4	28	13	4	5	40	31	1	9	59
23:45	212	29	11	3	3	24	12	4	4	38	26	1	9	50
00:00	181	24	10	2	2	20	10	4	4	34	21	1	8	43
00:15	152	20	8	2	2	16	8	3	3	30	16	1	7	37
00:30	128	16	7	2	2	13	7	3	3	27	13	0	5	31
00:45	108	14	6	1	1	10	6	2	2	23	11	0	4	27
UT 18-23	85	24	6	1	1	6	6	1	2	11	9	1	2	16
US 18-23	148	56	26	18	10	24	26	9	15	36	35	20	18	39
UT 24h	161	35	12	2	3	13	11	2	4	21	15	2	4	36
US 24h	233	68	35	20	14	38	35	13	20	51	46	32	22	67

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

2.10 Utilisation TV par chaîne: parts de marché en %

Résultats du panel TV 2009 / 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	CN	RTL9	
06:00	100	13.7	4.2	1.2	2.4	10.4	5.0	2.9	3.3	8.2	9.7	1.7	3.2	34.0
06:15	100	14.0	4.1	1.3	2.3	11.0	5.0	3.2	3.5	7.8	9.3	2.4	2.6	33.6
06:30	100	13.5	5.1	1.2	2.6	11.0	5.0	3.0	3.0	7.7	6.6	3.3	2.1	35.8
06:45	100	12.1	6.7	1.1	2.8	12.6	5.3	3.9	1.9	8.5	3.8	4.4	1.4	35.5
07:00	100	9.4	6.3	1.3	2.2	18.5	6.4	5.3	1.6	7.9	2.3	5.2	0.9	32.5
07:15	100	8.2	6.0	2.2	2.7	16.5	7.0	5.0	1.8	9.9	2.7	4.7	0.7	32.7
07:30	100	7.7	6.0	3.3	3.2	14.6	7.6	4.0	2.6	10.9	2.7	4.9	0.4	32.0
07:45	100	8.2	5.7	4.1	3.7	13.6	7.4	3.9	3.2	12.2	2.2	5.2	0.3	30.2
08:00	100	9.0	6.6	4.5	2.8	11.8	6.6	3.8	3.8	12.6	2.2	4.2	0.3	31.6
08:15	100	9.2	8.4	5.7	2.9	9.3	7.2	4.1	4.0	10.7	2.4	4.2	0.3	31.5
08:30	100	11.3	8.6	5.6	3.2	7.5	9.0	4.0	5.2	7.1	2.3	4.2	0.3	31.7
08:45	100	16.8	7.4	5.0	2.9	4.8	9.9	3.7	5.1	6.6	2.2	4.1	0.3	30.9
09:00	100	16.7	7.8	4.2	3.1	3.5	10.0	3.8	4.3	7.0	2.0	4.6	0.3	32.6
09:15	100	12.3	8.1	3.3	3.1	3.5	10.5	4.4	4.5	8.3	2.0	4.6	0.3	35.1
09:30	100	13.2	8.1	1.4	3.4	3.5	9.0	4.0	5.4	9.4	2.0	4.3	0.3	36.0
09:45	100	13.7	8.2	1.2	3.5	5.7	8.2	4.2	4.1	9.3	2.1	3.9	0.4	35.5
10:00	100	13.5	8.4	1.3	3.6	8.5	7.3	4.0	3.0	7.5	2.4	3.7	0.4	36.3
10:15	100	13.9	8.0	1.6	3.6	9.8	6.3	3.6	2.8	7.2	2.7	3.9	0.4	36.3
10:30	100	13.4	8.1	1.5	3.5	10.5	5.3	3.2	3.2	7.2	3.3	3.8	0.4	36.5
10:45	100	12.2	8.3	1.6	3.5	10.4	5.3	3.1	3.2	8.5	3.7	3.7	0.4	36.2
11:00	100	16.2	7.3	1.1	2.9	12.2	5.3	2.6	2.3	8.1	4.0	3.5	0.3	34.2
11:15	100	20.1	6.4	1.1	2.8	11.0	5.6	2.2	2.6	9.5	4.0	3.1	0.3	31.3
11:30	100	19.3	6.4	1.0	2.8	12.3	4.5	2.1	3.1	10.1	4.9	3.1	0.3	30.1
11:45	100	14.2	6.8	1.2	3.0	13.1	4.5	2.1	2.8	12.2	6.8	3.3	0.4	29.6
12:00	100	12.7	6.1	1.3	2.8	12.8	5.5	1.4	2.0	16.4	7.8	3.6	0.9	26.7
12:15	100	10.5	5.7	1.4	2.3	15.4	5.8	1.3	2.4	18.5	6.5	4.6	1.2	24.5
12:30	100	12.4	5.4	1.2	2.2	16.3	7.3	1.0	2.3	16.7	5.8	4.8	1.2	23.5
12:45	100	37.5	4.7	0.8	2.0	5.8	4.4	0.8	2.5	10.4	3.8	4.6	1.3	21.2
13:00	100	28.5	4.9	1.6	1.8	7.3	5.7	0.7	2.4	16.4	4.2	3.0	1.5	21.9
13:15	100	21.1	5.8	1.2	1.8	7.9	7.2	0.8	2.1	19.4	5.1	2.4	1.8	23.5
13:30	100	21.7	6.3	1.0	2.0	7.1	7.2	0.6	1.8	17.5	6.4	2.1	2.1	24.2
13:45	100	22.5	5.9	0.9	1.9	5.2	9.7	0.9	2.9	11.4	8.9	1.9	2.4	25.7
14:00	100	21.0	5.9	0.9	1.6	6.2	11.6	0.8	3.1	8.5	10.2	1.7	2.8	25.6
14:15	100	17.4	5.9	0.9	1.6	8.4	12.1	1.1	3.4	8.0	10.9	1.7	3.0	25.6
14:30	100	15.1	6.1	1.0	1.7	9.9	9.6	1.3	3.5	8.4	12.0	1.6	3.3	26.6
14:45	100	16.3	6.3	1.2	1.7	9.4	6.1	1.4	3.7	8.6	12.4	1.7	3.7	27.5
15:00	100	17.1	6.6	1.3	1.7	7.9	5.7	1.5	2.8	9.9	13.1	1.6	3.4	27.4
15:15	100	17.5	6.8	1.3	1.7	8.2	5.7	1.5	3.0	10.9	11.4	1.8	3.0	27.2
15:30	100	17.6	7.1	1.3	1.9	8.7	6.0	1.3	2.6	10.9	10.2	1.9	3.0	27.5
15:45	100	16.0	7.1	1.2	2.0	9.0	6.2	1.1	2.9	11.3	10.2	2.1	3.1	27.9

Résultats du panel TV 2009 / Suisse romande

PARTS DE MARCHÉ 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	CN	RTL9	
16:00	100	13.2	7.6	1.1	2.1	8.5	6.3	1.2	3.4	11.7	10.4	2.1	3.3	29.2
16:15	100	12.9	7.9	1.4	2.1	8.3	6.1	1.2	3.4	12.0	10.3	2.2	3.1	29.1
16:30	100	13.8	8.0	1.5	2.0	8.9	5.9	1.2	2.9	10.4	10.5	2.2	3.3	29.4
16:45	100	13.2	7.9	1.5	2.0	9.2	6.3	1.4	3.0	10.6	10.2	2.2	3.0	29.6
17:00	100	14.6	8.0	1.7	1.8	8.3	7.1	1.1	3.3	11.2	8.7	2.2	2.9	29.1
17:15	100	15.6	8.8	1.9	2.0	7.1	8.6	1.5	3.1	11.2	7.3	2.2	2.5	28.2
17:30	100	14.2	8.8	1.7	2.0	7.0	12.2	1.6	3.0	11.2	7.2	2.0	2.3	26.8
17:45	100	16.0	8.3	1.2	1.9	6.7	12.6	1.4	3.3	10.8	8.5	1.8	2.5	25.1
18:00	100	16.5	8.2	1.3	2.3	4.3	12.6	0.9	3.7	10.9	12.8	1.7	2.4	22.3
18:15	100	21.0	7.6	1.2	1.8	4.8	12.4	0.7	3.5	9.9	13.4	1.5	1.7	20.4
18:30	100	23.2	6.4	1.3	1.9	5.1	7.9	0.7	3.6	11.5	14.5	2.1	1.7	20.1
18:45	100	22.5	7.0	1.5	2.1	4.1	4.6	1.2	2.9	16.3	11.8	3.0	2.5	20.4
19:00	100	26.8	6.8	1.7	2.0	4.9	3.7	0.8	1.2	18.0	9.8	3.0	2.5	18.8
19:15	100	28.2	5.2	1.5	1.6	6.3	3.0	0.9	1.6	18.6	9.0	2.5	2.8	19.0
19:30	100	52.9	2.7	1.4	0.9	4.7	2.1	0.8	0.5	12.5	4.4	1.3	1.9	14.0
19:45	100	60.1	2.4	1.3	1.0	2.2	2.2	0.6	0.5	7.7	4.2	1.1	2.8	13.9
20:00	100	39.4	4.0	1.2	1.5	8.2	4.6	0.6	1.1	12.8	5.7	1.0	2.6	17.2
20:15	100	33.3	6.3	1.4	1.5	8.2	7.9	0.6	1.5	12.2	5.8	0.8	3.2	17.3
20:30	100	32.6	8.2	1.6	1.8	6.6	7.4	1.3	2.4	9.6	5.5	0.3	2.3	20.4
20:45	100	26.9	8.7	1.5	1.5	8.0	7.7	1.2	2.0	10.0	9.7	0.3	3.2	19.4
21:00	100	22.7	8.5	1.4	1.2	8.6	7.9	0.9	2.3	12.4	11.3	0.3	3.2	19.2
21:15	100	21.4	8.8	1.6	1.2	8.6	8.2	1.2	2.4	12.8	11.3	0.3	2.9	19.2
21:30	100	21.3	8.4	1.6	1.2	8.9	8.3	1.3	2.4	12.4	11.9	0.3	3.2	18.8
21:45	100	21.2	8.2	1.8	1.1	9.0	8.6	1.2	2.5	13.0	11.6	0.3	3.0	18.4
22:00	100	20.9	8.4	2.1	1.0	8.2	8.1	1.2	2.5	13.5	12.2	0.3	3.2	18.3
22:15	100	20.0	9.0	1.9	1.1	7.8	6.8	1.5	2.3	15.0	12.7	0.3	2.9	18.7
22:30	100	18.0	8.7	2.1	1.5	8.6	5.6	1.6	2.1	15.5	13.1	0.3	2.6	20.3
22:45	100	14.8	8.1	1.9	1.6	8.4	5.7	1.7	2.0	16.8	13.7	0.3	2.9	22.0
23:00	100	14.5	7.5	1.8	1.7	9.3	4.9	1.5	1.9	16.5	13.5	0.3	3.3	23.1
23:15	100	14.2	6.1	1.6	1.7	10.7	5.4	1.5	1.9	15.5	13.5	0.3	3.5	24.2
23:30	100	13.5	5.6	1.4	1.5	11.4	5.5	1.7	1.9	16.3	12.9	0.4	3.8	24.1
23:45	100	13.1	5.4	1.2	1.2	11.5	5.6	1.9	2.1	17.8	12.2	0.3	4.0	23.7
00:00	100	12.9	5.4	1.2	1.2	11.1	5.5	1.9	2.1	19.1	11.5	0.4	4.2	23.6
00:15	100	12.5	5.6	1.2	1.2	10.4	5.4	1.9	2.1	20.0	10.7	0.3	4.4	24.2
00:30	100	11.9	5.7	1.2	1.3	9.3	5.7	2.0	2.1	21.1	10.7	0.3	4.1	24.6
00:45	100	12.2	5.8	1.1	1.3	8.6	6.0	2.1	2.2	20.8	10.5	0.3	4.0	25.0
PM 18-23	100	27.6	7.2	1.6	1.4	7.0	6.7	1.0	2.1	12.9	10.0	0.9	2.7	18.7
UT 18-23	85	24	6	1	1	6	6	1	2	11	9	1	2	16
PM 24h	100	22.0	7.2	1.5	1.7	8.0	6.8	1.4	2.4	13.0	9.3	1.5	2.6	22.6
UT 24h	161	35	12	2	3	13	11	2	4	21	15	2	4	36

PM = Part de marché en %

UT = Utilisation en minutes (total)

2.11 Utilisation TV en comparaison pluriannuelle: pénétration en %

Résultats du panel TV 2009 / Suisse romande

PENETRATION QUOTIDIENNE en % (lu-di)

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

	1987	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
TOTAL TV	69	67	67	67	69	70	71	71	72	72	70	73	74	73	74	74	74	74	73	74	72	71	69
TSR1	56	54	54	54	55	57	59	58	60	60	58	59	60	59	60	60	59	59	58	59	55	54	52
TSR2								6	15	22	24	29	31	31	32	32	33	34	35	37	34	35	33
TSR											60	62	64	63	63	63	63	62	62	63	59	58	56
SF1	19	19	17	17	18	18	19	18	16	15	14	13	14	12	11.4	9.3	9	8	7	7	7	6	6
RSI La Uno	16	17	15	15	14	15	16	15	14	13	13	12	12	11	10	8	7	7	7	7	6	6	5
TF1	48	49	48	46	48	50	51	50	49	48	46	48	49	49	49	50	50	50	50	50	47	45	41
F 2	43	42	40	39	41	43	43	42	43	42	39	40	41	40	40	41	40	40	40	40	38	37	34
F 3	37	37	35	32	34	36	38	37	39	38	35	36	38	36	37	38	38	37	36	37	35	34	31
M6					18	21	27	29	31	33	32	32	34	34	36	37	37	37	36	37	35	35	33
TV5										16	16	17	19	20	20	20	20	20	19	19	19	19	16
RTL9											20	22	25	24	24	25	25	26	24	24	21	21	20
Cartoon Network																							7
TCM CH																							4
Autres	23	24																	58	58	58	58	57
TOTAL VIDEO (cass./jeux)	10	10	7	11	13	15	14	14	16	16	15	14	16	14	14	16	16	17	16	15	18	16	19

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, RSI La Uno: 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.

2.12 Utilisation TV en comparaison pluriannuelle: utilisation en minutes

Résultats du panel TV 2009 / Suisse romande

UTILISATION en minutes (lu-di)

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

	1987	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
TOTAL TV	128	124	125	129	137	139	144	145	149	150	143	154	161	159	164	167	168	173	171	169	163	167	161
SRG SSR	51	47	46	46	49	50	52	52	51	52	51	56	58	56	56	55	56	56	57	58	53	54	50
TSR1	44	39	39	40	43	43	46	46	44	43	41	44	45	43	43	42	43	43	44	41	40	38	35
TSR2								2	3	6	6	8	8	9	8	9	9	10	11	14	11	13	12
TSR											47	52	53	51	51	51	52	53	54	55	50	51	47
SF1	5	5	4	4	4	3	3	3	3	2	3	3	3	3	3	3	3	2	2	2	2	1	2
RSI La Uno	2	3	3	2	1	1	2	1	1	1	1	1	1	1	1	1	1	0	0	0	0	0	0
Non SRG SSR	78	77	79	84	88	89	92	93	98	98	94	98	102	103	109	112	112	117	114	111	111	114	112
TF1	33	35	33	30	30	30	33	31	27	24	22	24	24	25	26	28	28	29	29	28	25	23	21
F 2	23	20	18	17	17	18	17	18	18	17	16	15	15	15	15	16	16	17	16	15	14	14	13
F 3	12	12	11	9	10	10	11	11	12	12	11	10	10	10	11	11	11	11	10	10	10	11	11
M6					6	8	10	11	12	13	12	12	12	12	15	15	15	16	15	16	15	16	15
TV5										2	2	2	2	3	3	3	3	3	2	2	2	3	2
RTL9											5	7	8	7	8	8	7	7	6	5	4	4	4
Cartoon Network																							2
TCM CH																							1
Autres	10	10	17	22	17	23	21	22	29	30	22	24	27	27	27	27	28	30	32	32	36	40	42
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	15

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, RSI La Uno: 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 RSI La Due ont été intégrées à celles de la catégorie SRG SSR; dès 2001 celles de SF Info e dès 2009 aussi celles de HD Suisse.

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 %

Résultats du panel TV 2009 / Suisse romande

PART DE MARCHE en % (lu-di)

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

	1987	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
SRG SSR	39	38	37	37	36	36	36	35	35	35	35	36	36	35	34	33	33	32	34	34	32	32	31
TSR1	34	32	32	31	31	31	32	31	30	29	28	29	28	27	26	25	25	25	25	24	24	23	22
TSR2				1	1	2	1	1	2	4	4	5	5	5	5	5	5	6	6	8	6	8	7
TSR											32	34	33	32	31	30	31	30	32	32	31	31	29
SF1	4	4	3	3	3	2	2	2	2	2	2	2	2	2	2	2	2	1	1	1	1	1	1
RSI La Uno	2	2	2	2	1	1	1	1	1	1	1	1	1	1	1	0	0	0	0	0	0	0	0
Non SRG SSR	61	62	63	63	64	64	64	65	65	65	65	64	64	65	66	67	67	68	66	66	68	68	69
TF1	26	29	26	23	22	22	23	21	18	16	15	15	15	16	16	17	17	17	17	17	15	14	13
F 2	18	16	15	13	13	13	12	12	12	12	11	10	10	9	9	10	10	10	9	9	9	8	8
F 3	10	9	8	7	7	7	7	7	8	8	7	7	6	6	7	7	7	7	6	6	6	7	7
M6				3	5	6	7	8	8	8	9	8	8	7	9	9	9	9	9	9	9	10	9
TV5										1	1	1	2	2	2	2	2	1	1	1	2	2	1
RTL9											4	4	5	5	5	5	4	4	3	3	2	3	3
Cartoon Network																							2
TCM CH																							0
Autres	8	8	13	17	17	16	15	16	19	20	15	16	17	17	16	16	16	18	18	19	22	24	26

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, RSI La Uno: jusqu'au 31.8.1997 TSI.

Dès 1999 les valeurs de la TSR2 et de RSI La Due ont été intégrées à celles de la catégorie SRG SSR; dès 2001 celles de SF Info e dès 2009 aussi celles de HD Suisse.

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

2.14 Utilisation TV en comparaison pluriannuelle: chaînes privées dans leurs zones de desserte

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

Résultats du panel TV 2009 / Suisse romande

	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
PÉNÉTRATION QUOTIDIENNE en % (lu-di)										
chaînes privées										
TVM3						3.5	3.9	4.0	3.7	3.9
Léman bleu	6.3	5.7	6.6	5.2	4.7	8.4	10.2	11.3	12.1	11.4
TVRL	7.3	7.2	7.4	8.3	8.7	8.8	9.0	8.8	8.9	8.1
PÉNÉTRATION QUOTIDIENNE en millier (lu-di)										
chaînes privées										
TVM3						57	64	65	61	63
Léman bleu	28	26	29	23	21	37	46	50	54	51
TVRL	21	20	21	23	24	24	25	24	25	23
UTILISATION en minutes (lu-di)										
chaînes privées										
TVM3						0.3	0.2	0.3	0.2	0.3
Léman bleu	0.5	0.2	0.4	0.2	0.1	0.5	0.6	0.9	1.0	1.1
TVRL	0.4	0.5	0.4	0.5	0.6	0.6	0.5	0.5	0.6	0.6
PARTS DE MARCHÉ en % (lu-di)										
chaînes privées										
TVM3						0.2	0.1	0.2	0.1	0.2
Léman bleu	0.3	0.1	0.2	0.1	0.1	0.3	0.4	0.6	0.7	0.7
TVRL	0.2	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.4	0.4

TVRL jusqu'au 30.6.2009

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

Résultats du panel TV 2009 / 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
06:00	0.4	0.2	0.0	17.1	2.1	1.0	0.1	0.4	0.2	0.0	17.7	2.1	1.1	0.1
06:15	0.4	0.2	0.0	16.6	2.2	1.1	0.1	0.4	0.2	0.0	17.5	2.2	1.1	0.2
06:30	0.4	0.2	0.0	14.9	2.4	1.2	0.5	0.4	0.2	0.0	16.2	2.4	1.2	0.4
06:45	0.4	0.2	0.1	13.0	3.0	1.4	1.4	0.4	0.2	0.1	14.4	2.9	1.4	1.2
07:00	0.4	0.2	0.1	9.5	4.4	2.1	3.2	0.4	0.2	0.1	11.4	4.0	2.0	2.7
07:15	0.5	0.2	0.2	9.6	4.7	2.3	4.2	0.5	0.2	0.2	11.3	4.5	2.2	3.7
07:30	0.5	0.2	0.2	10.1	5.2	2.6	5.0	0.6	0.3	0.3	11.4	5.1	2.5	4.7
07:45	0.7	0.3	0.3	11.4	5.8	2.8	5.6	0.7	0.4	0.4	12.6	5.8	2.9	5.6
08:00	0.7	0.3	0.4	10.9	6.3	3.0	6.1	0.8	0.4	0.5	12.0	6.6	3.2	6.5
08:15	0.7	0.3	0.5	10.3	6.7	3.2	6.4	0.9	0.4	0.6	11.3	7.3	3.6	7.2
08:30	0.8	0.4	0.6	10.8	7.1	3.4	6.6	1.0	0.5	0.8	11.5	8.0	3.9	7.8
08:45	0.9	0.4	0.8	11.3	7.7	3.7	6.3	1.1	0.5	1.0	11.9	8.7	4.2	8.0
09:00	1.0	0.5	1.0	11.9	8.2	3.9	6.2	1.2	0.6	1.3	12.5	9.3	4.5	8.2
09:15	1.1	0.5	1.2	13.3	8.0	3.8	6.3	1.3	0.6	1.5	13.5	9.5	4.6	8.2
09:30	1.2	0.5	1.3	13.8	8.3	4.0	6.2	1.4	0.7	1.6	13.9	9.9	4.9	8.2
09:45	1.3	0.6	1.4	14.4	8.6	4.1	6.1	1.5	0.7	1.7	14.5	10.4	5.1	8.1
10:00	1.4	0.6	1.4	15.0	8.9	4.3	6.0	1.6	0.8	1.8	15.0	10.9	5.3	8.1
10:15	1.4	0.7	1.5	15.2	9.3	4.4	5.7	1.7	0.8	1.9	15.0	11.4	5.6	7.9
10:30	1.5	0.7	1.5	15.0	9.8	4.6	5.6	1.8	0.9	1.9	15.0	12.0	5.9	7.7
10:45	1.5	0.7	1.5	14.3	10.5	5.0	5.4	1.8	0.9	1.9	14.3	12.7	6.2	7.5
11:00	1.5	0.7	1.5	12.4	11.7	5.6	5.3	1.8	0.9	1.9	12.8	13.9	6.8	7.4
11:15	1.5	0.7	1.5	11.2	13.1	6.2	5.4	1.8	0.9	1.9	11.8	15.1	7.4	7.3
11:30	1.5	0.7	1.5	10.2	14.4	6.9	5.9	1.8	0.9	1.9	10.9	16.3	8.0	7.5
11:45	1.6	0.8	1.6	9.9	16.0	7.7	7.3	1.9	0.9	1.9	10.7	17.6	8.7	8.4
12:00	1.7	0.8	1.8	9.3	18.4	9.0	8.5	2.0	1.0	2.0	10.0	19.8	9.9	9.1
12:15	1.8	0.9	1.7	8.4	21.5	10.8	9.7	2.0	1.0	1.9	9.0	22.5	11.5	9.8
12:30	1.9	1.0	1.8	7.9	24.7	12.6	10.9	2.1	1.1	2.0	8.4	25.3	13.0	10.5
12:45	2.1	1.0	2.0	7.3	27.6	14.3	11.5	2.2	1.1	2.1	7.7	28.1	14.7	10.9
13:00	2.2	1.1	2.1	7.8	27.6	14.2	10.2	2.3	1.2	2.1	8.1	28.4	14.8	10.0
13:15	2.1	1.1	2.0	8.3	25.8	13.3	8.8	2.3	1.2	2.0	8.5	27.2	14.1	8.9
13:30	2.2	1.1	1.9	8.8	24.7	12.6	7.6	2.4	1.2	2.0	9.0	26.4	13.7	8.1
13:45	2.1	1.1	1.8	9.0	23.9	12.1	6.8	2.4	1.2	2.0	9.3	25.8	13.3	7.5
14:00	2.1	1.1	1.8	9.4	22.8	11.5	6.5	2.4	1.3	2.0	9.8	25.1	12.9	7.2
14:15	2.1	1.1	1.7	9.7	21.9	11.0	6.1	2.4	1.3	1.9	10.1	24.4	12.5	6.8
14:30	2.1	1.1	1.7	10.2	20.9	10.4	5.8	2.4	1.3	1.9	10.4	23.6	12.1	6.6
14:45	2.1	1.1	1.7	10.6	20.1	10.0	5.6	2.4	1.3	1.9	10.7	23.0	11.7	6.5
15:00	2.1	1.0	1.6	10.8	19.4	9.6	5.6	2.4	1.3	1.8	11.0	22.5	11.5	6.4
15:15	2.1	1.0	1.6	10.9	19.2	9.5	5.7	2.4	1.3	1.8	11.0	22.3	11.4	6.5
15:30	2.0	1.0	1.6	10.8	19.0	9.4	5.9	2.4	1.3	1.8	11.0	22.3	11.4	6.7
15:45	2.0	1.0	1.7	10.8	19.2	9.5	6.3	2.4	1.3	1.9	11.0	22.4	11.5	7.0

Résultats du panel TV 2009 / 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	2.0	1.0	1.8	10.7	19.3	9.5	6.6	2.4	1.3	2.0	10.9	22.6	11.6	7.3
16:15	2.1	1.1	2.0	10.8	19.9	9.8	7.6	2.4	1.3	2.1	10.9	23.2	11.9	8.1
16:30	2.2	1.1	2.2	10.8	20.9	10.4	9.0	2.5	1.4	2.3	10.9	24.2	12.4	9.2
16:45	2.3	1.2	2.3	10.8	22.2	11.0	10.0	2.7	1.4	2.5	10.9	25.3	13.0	10.1
17:00	2.5	1.3	2.6	10.8	23.6	11.8	10.7	2.8	1.5	2.7	11.0	26.7	13.7	10.8
17:15	2.6	1.3	2.8	10.4	25.7	12.9	11.3	2.9	1.6	2.9	10.7	28.5	14.7	11.4
17:30	2.7	1.4	2.9	9.9	28.4	14.4	11.9	3.0	1.6	3.0	10.2	30.8	16.0	12.0
17:45	3.0	1.5	3.1	9.7	31.3	16.0	12.6	3.2	1.7	3.2	10.0	33.1	17.4	12.6
18:00	3.0	1.6	3.2	8.8	35.3	18.2	13.2	3.3	1.8	3.3	9.3	36.6	19.3	13.1
18:15	3.1	1.6	3.2	8.0	39.3	20.4	14.0	3.3	1.8	3.4	8.5	40.0	21.1	13.9
18:30	3.1	1.6	3.0	7.6	41.7	21.8	15.1	3.3	1.8	3.2	8.1	42.2	22.5	14.9
18:45	3.2	1.7	2.8	7.5	43.2	22.8	16.5	3.4	1.8	3.1	7.9	43.5	23.4	15.9
19:00	3.3	1.7	2.8	7.1	45.5	24.3	16.7	3.4	1.8	3.0	7.4	45.7	24.8	16.1
19:15	3.3	1.8	2.7	6.8	48.5	26.3	16.4	3.4	1.9	2.9	7.1	48.4	26.6	15.9
19:30	3.3	1.8	2.6	6.0	54.7	30.4	15.8	3.4	1.9	2.7	6.2	54.3	30.5	15.4
19:45	3.4	1.9	2.6	6.0	57.2	32.2	15.7	3.5	2.0	2.7	6.2	56.7	32.1	15.3
20:00	3.6	2.1	2.4	6.4	58.4	33.0	15.2	3.7	2.1	2.5	6.5	57.7	32.9	14.9
20:15	3.8	2.2	2.1	6.5	60.0	34.0	15.2	3.8	2.2	2.3	6.7	59.3	33.8	14.8
20:30	4.1	2.3	2.0	6.8	61.4	34.8	14.6	4.1	2.4	2.1	7.0	60.7	34.7	14.3
20:45	4.3	2.5	1.8	7.0	63.1	36.0	14.3	4.3	2.6	2.0	7.2	62.5	36.0	14.2
21:00	4.4	2.6	1.6	7.0	64.1	36.9	13.7	4.4	2.7	1.8	7.3	63.6	36.9	13.7
21:15	4.5	2.7	1.5	7.2	64.7	37.3	13.1	4.5	2.8	1.7	7.4	64.1	37.4	13.2
21:30	4.5	2.6	1.3	7.2	64.5	37.2	12.2	4.5	2.7	1.6	7.4	64.0	37.3	12.5
21:45	4.3	2.6	1.2	7.0	63.7	36.7	11.3	4.3	2.6	1.4	7.2	63.2	36.8	11.6
22:00	4.0	2.4	1.1	6.8	61.4	35.3	10.3	4.0	2.5	1.3	7.0	60.9	35.4	10.7
22:15	3.7	2.2	0.9	6.8	56.3	32.2	9.0	3.7	2.2	1.1	7.0	56.2	32.5	9.4
22:30	3.4	2.0	0.8	7.0	50.0	28.3	7.5	3.4	2.0	0.9	7.1	50.0	28.6	7.9
22:45	3.1	1.8	0.7	7.2	44.0	24.7	6.3	3.1	1.8	0.8	7.3	44.0	24.9	6.7
23:00	2.8	1.6	0.6	7.5	38.3	21.3	5.2	2.8	1.6	0.7	7.6	38.5	21.6	5.5
23:15	2.5	1.4	0.5	7.9	33.0	18.2	4.3	2.5	1.5	0.6	7.9	33.5	18.7	4.6
23:30	2.3	1.3	0.4	8.1	28.7	15.8	3.5	2.3	1.3	0.5	8.1	29.3	16.2	3.8
23:45	2.0	1.1	0.3	8.1	25.1	13.7	3.0	2.0	1.2	0.4	8.2	25.7	14.1	3.2
00:00	1.7	1.0	0.3	8.2	21.4	11.6	2.4	1.8	1.0	0.4	8.2	22.1	12.1	2.7
00:15	1.5	0.8	0.2	8.4	18.0	9.7	1.8	1.6	0.9	0.3	8.4	18.8	10.2	2.1
00:30	1.3	0.7	0.2	8.7	15.2	8.1	1.4	1.4	0.8	0.3	8.7	15.9	8.6	1.7
00:45	1.2	0.6	0.2	9.0	12.9	6.9	1.2	1.2	0.7	0.2	9.0	13.6	7.3	1.4
PQ 24h	28	18	22		88	70	60	28	19	23		88	70	60
UT 24h	26	14	17		313	167	92	28	15	19		326	177	97
US 24h	95	77	77		354	238	153	101	81	80		370	250	161

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 %

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

Résultats du panel TV 2009 / 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
06:00	0.4	0.2	0.0	19.6	2.2	1.1	0.2	0.5	0.2	0.0	18.8	2.4	1.2	0.2
06:15	0.4	0.2	0.1	20.7	2.1	1.1	0.3	0.5	0.2	0.0	19.2	2.4	1.2	0.3
06:30	0.4	0.2	0.1	20.0	2.3	1.2	0.4	0.5	0.2	0.0	19.1	2.4	1.2	0.4
06:45	0.5	0.2	0.1	18.4	2.6	1.3	0.8	0.4	0.2	0.1	17.3	2.6	1.3	0.7
07:00	0.5	0.3	0.1	15.6	3.2	1.6	1.4	0.5	0.2	0.1	16.5	3.0	1.5	1.2
07:15	0.6	0.3	0.2	15.2	4.0	2.0	2.7	0.6	0.3	0.2	15.8	3.7	1.8	2.1
07:30	0.8	0.4	0.4	14.7	5.1	2.6	4.4	0.7	0.3	0.3	14.7	4.6	2.3	3.4
07:45	1.0	0.5	0.7	16.0	6.2	3.1	6.2	0.9	0.4	0.4	15.1	5.7	2.8	4.8
08:00	1.2	0.6	0.9	15.3	7.6	3.8	8.3	1.0	0.5	0.5	13.9	7.1	3.6	6.9
08:15	1.3	0.6	1.2	14.5	8.9	4.5	10.0	1.2	0.6	0.8	13.6	8.6	4.4	8.7
08:30	1.4	0.7	1.4	13.7	9.9	5.0	11.4	1.3	0.7	1.1	12.8	10.2	5.2	10.3
08:45	1.5	0.8	1.7	14.1	10.7	5.4	12.5	1.5	0.8	1.5	12.9	11.6	5.9	11.7
09:00	1.7	0.9	2.0	15.0	11.4	5.7	13.4	1.7	0.9	1.9	13.2	12.9	6.6	12.6
09:15	1.8	0.9	2.3	14.9	12.0	6.1	13.6	1.9	1.0	2.2	13.2	14.2	7.2	12.9
09:30	1.9	1.0	2.3	15.1	12.6	6.4	13.5	2.0	1.1	2.4	13.6	15.2	7.8	13.1
09:45	2.0	1.0	2.4	15.4	13.2	6.7	13.5	2.2	1.2	2.7	13.8	16.4	8.4	13.3
10:00	2.2	1.1	2.7	16.2	13.7	6.9	13.3	2.4	1.3	3.0	13.7	17.9	9.2	13.3
10:15	2.2	1.1	2.7	15.8	14.2	7.1	13.2	2.5	1.3	3.2	13.4	19.3	10.0	13.3
10:30	2.2	1.2	2.7	15.9	14.4	7.2	12.8	2.7	1.4	3.3	13.6	20.5	10.6	13.0
10:45	2.2	1.2	2.8	15.8	14.9	7.5	12.4	2.8	1.5	3.3	13.2	21.6	11.3	13.0
11:00	2.3	1.2	2.8	15.4	15.6	7.8	12.2	2.8	1.5	3.2	12.4	23.1	12.2	13.0
11:15	2.3	1.2	2.6	14.6	16.3	8.2	11.7	2.8	1.5	3.2	12.0	24.0	12.7	12.5
11:30	2.2	1.1	2.6	13.7	17.0	8.6	11.2	2.9	1.5	3.1	11.9	24.8	13.1	11.9
11:45	2.2	1.2	2.4	12.9	18.1	9.2	10.7	3.0	1.6	3.0	12.0	25.5	13.5	11.4
12:00	2.3	1.2	2.4	12.2	20.1	10.2	10.3	3.0	1.6	2.9	11.5	26.3	14.0	10.6
12:15	2.3	1.2	2.2	10.6	22.3	11.4	10.0	2.9	1.5	2.6	10.3	27.8	14.9	10.2
12:30	2.3	1.2	2.2	9.5	24.6	12.7	9.9	2.8	1.5	2.4	9.7	29.3	15.8	9.6
12:45	2.3	1.2	2.1	8.3	27.3	14.2	9.6	2.9	1.5	2.3	9.0	31.5	17.1	9.4
13:00	2.5	1.2	2.1	8.6	28.2	14.7	9.4	2.9	1.6	2.3	9.1	32.3	17.5	9.2
13:15	2.5	1.3	2.0	8.8	28.2	14.7	9.3	3.1	1.7	2.3	9.6	32.8	17.8	9.2
13:30	2.6	1.3	2.1	9.2	28.1	14.6	9.4	3.3	1.8	2.3	9.9	33.3	18.0	9.3
13:45	2.7	1.4	2.3	9.9	27.5	14.4	9.2	3.4	1.9	2.4	10.5	34.0	18.5	9.1
14:00	2.9	1.5	2.4	10.8	26.7	13.9	8.9	3.5	2.0	2.4	10.5	35.0	18.9	9.0
14:15	2.9	1.5	2.5	11.2	26.3	13.6	8.7	3.6	2.0	2.3	10.7	34.8	18.8	8.7
14:30	2.9	1.5	2.5	11.2	26.1	13.5	8.6	3.6	2.1	2.3	10.9	34.7	18.8	8.7
14:45	2.9	1.5	2.4	11.3	25.7	13.3	8.4	3.7	2.1	2.3	11.0	34.9	18.9	8.8
15:00	2.9	1.5	2.3	11.6	25.6	13.2	8.1	3.7	2.1	2.4	11.2	34.9	19.0	8.8
15:15	2.8	1.6	2.3	11.7	25.6	13.3	8.1	3.7	2.1	2.5	11.2	35.0	19.0	8.9
15:30	2.9	1.6	2.3	11.8	25.9	13.4	8.2	3.7	2.2	2.5	11.3	35.1	19.1	9.1
15:45	2.8	1.6	2.2	11.6	26.3	13.7	8.2	3.7	2.2	2.7	11.5	34.9	19.1	9.0

Résultats du panel TV 2009 / 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	2.9	1.6	2.2	11.3	26.8	14.0	8.4	3.7	2.2	2.7	11.4	35.1	19.2	9.3
16:15	2.9	1.6	2.3	11.3	27.5	14.4	8.8	3.6	2.2	2.8	11.1	35.3	19.5	9.6
16:30	3.0	1.7	2.5	11.2	28.4	14.9	9.2	3.7	2.2	3.0	11.0	36.1	20.0	10.3
16:45	3.2	1.8	2.6	11.5	29.2	15.4	9.9	3.8	2.3	3.1	11.1	37.2	20.6	11.0
17:00	3.3	1.9	2.7	11.7	30.4	16.0	10.1	4.0	2.4	3.5	11.2	38.4	21.3	11.8
17:15	3.4	1.9	3.0	11.6	31.6	16.7	10.7	4.0	2.4	3.8	11.0	39.5	22.0	12.6
17:30	3.5	2.0	2.9	11.2	32.9	17.6	11.3	4.1	2.5	3.8	11.0	40.3	22.4	13.0
17:45	3.5	2.0	3.0	10.7	34.2	18.4	11.9	4.1	2.5	3.8	10.8	41.5	23.1	13.4
18:00	3.6	2.0	3.2	10.5	35.9	19.5	12.4	4.2	2.5	4.0	10.5	43.5	24.3	13.6
18:15	3.6	2.1	3.5	10.1	37.5	20.5	13.1	4.3	2.5	4.0	10.0	45.4	25.5	14.2
18:30	3.5	2.0	3.6	9.4	38.6	21.1	13.5	4.2	2.5	3.9	9.3	48.1	27.2	15.4
18:45	3.5	2.0	3.4	9.2	39.2	21.6	13.1	4.2	2.4	3.9	8.6	49.6	28.2	15.9
19:00	3.4	1.9	3.3	8.6	40.4	22.4	13.4	4.1	2.3	3.6	7.8	52.0	29.6	16.0
19:15	3.4	1.9	3.2	8.1	42.2	23.6	13.1	4.0	2.3	3.5	7.5	54.1	31.1	16.1
19:30	3.3	1.8	2.9	6.9	47.2	26.8	13.1	3.9	2.3	3.1	6.6	59.2	34.5	15.8
19:45	3.3	1.9	2.8	6.7	49.0	28.0	13.0	3.9	2.4	3.0	6.5	61.8	36.2	15.9
20:00	3.5	2.1	2.9	7.2	49.4	28.4	13.1	4.0	2.4	2.7	6.6	62.7	36.8	14.9
20:15	3.6	2.2	2.8	7.5	50.4	29.1	13.5	4.2	2.5	2.4	6.8	64.4	37.8	14.1
20:30	4.0	2.5	2.9	8.2	51.8	30.1	14.1	4.5	2.8	2.1	7.2	66.1	39.0	12.9
20:45	4.3	2.7	3.1	8.5	53.5	31.5	15.2	4.5	2.9	2.0	7.2	68.4	40.6	12.4
21:00	4.6	2.9	3.2	8.8	54.9	32.5	16.0	4.7	3.0	1.5	7.2	69.6	41.5	11.5
21:15	4.7	3.0	3.2	9.0	55.6	33.1	16.3	4.6	3.0	1.4	7.1	69.9	41.9	11.0
21:30	4.7	3.0	3.0	9.0	56.0	33.5	16.2	4.5	2.9	1.3	6.9	69.6	41.7	10.3
21:45	4.6	3.0	2.8	8.8	56.0	33.5	15.7	4.2	2.7	1.0	6.7	67.8	40.4	9.3
22:00	4.4	2.8	2.6	8.6	54.8	32.9	15.0	3.8	2.4	0.9	6.4	64.5	38.4	8.3
22:15	4.2	2.7	2.3	8.6	52.5	31.4	13.8	3.3	2.1	0.7	6.1	59.2	35.0	7.2
22:30	3.9	2.5	1.9	8.4	48.9	29.0	12.0	3.0	1.8	0.6	6.3	50.9	29.6	5.8
22:45	3.6	2.3	1.7	8.5	44.9	26.4	10.5	2.7	1.7	0.6	6.7	43.3	24.8	4.7
23:00	3.3	2.1	1.5	8.7	40.4	23.5	8.8	2.4	1.5	0.4	6.9	37.6	21.3	3.8
23:15	3.0	1.8	1.2	8.6	36.6	21.1	7.5	2.1	1.3	0.4	6.9	32.9	18.5	3.2
23:30	2.8	1.7	1.2	9.0	33.2	19.1	6.4	1.9	1.2	0.3	7.3	28.4	15.8	2.6
23:45	2.5	1.5	1.1	9.0	30.0	17.1	5.4	1.7	1.0	0.3	7.4	24.5	13.5	2.2
00:00	2.2	1.3	0.9	8.8	27.0	15.2	4.6	1.5	0.9	0.2	7.6	20.8	11.4	1.8
00:15	2.0	1.2	0.8	8.8	24.1	13.4	3.9	1.3	0.8	0.2	8.0	17.2	9.3	1.5
00:30	1.8	1.1	0.7	8.9	21.6	11.9	3.3	1.2	0.6	0.1	8.3	14.2	7.6	1.2
00:45	1.7	0.9	0.6	8.8	19.2	10.4	2.6	1.1	0.6	0.1	9.2	11.8	6.3	0.9
PQ 24h	28	20	27		85	68	61	30	22	26		89	73	60
UT 24h	32	18	25		331	182	115	35	20	23		389	218	107
US 24h	114	91	90		388	265	186	115	92	87		437	297	177

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 %

Résultats du panel TV 2009 / Suisse romande

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

univers: 1'362'000 personnes (15+)

	total		SRG SSR idée suisse				autres					
	FOY	PERS 15+	TSR1	TSR2	SF1	TSI 1	TV5	ENEWS	TF1	F2	F3	AUTRES
06:00	0.3	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
06:15	0.2	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
06:30	0.3	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
06:45	0.5	0.3	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
07:00	0.6	0.3	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
07:15	0.6	0.3	0.2	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1
07:30	0.6	0.3	0.2	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1
07:45	0.6	0.3	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1
08:00	0.5	0.3	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
08:15	0.5	0.3	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
08:30	0.5	0.3	0.2	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
08:45	0.6	0.3	0.2	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1
09:00	0.7	0.3	0.2	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1
09:15	0.7	0.4	0.2	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1
09:30	0.7	0.4	0.2	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1
09:45	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	0.3	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
10:30	0.6	0.3	0.2	0.1	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	0.1
11:00	0.8	0.4	0.2	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1
11:15	0.7	0.4	0.2	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1
11:30	0.8	0.4	0.2	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1
11:45	1.0	0.5	0.2	0.1	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.1
12:00	0.8	0.4	0.2	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1
12:15	0.8	0.4	0.2	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1
12:30	1.0	0.6	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
12:45	1.2	0.7	0.5	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1
13:00	1.2	0.7	0.3	0.1	0.1	0.0	0.0	0.0	0.1	0.1	0.0	0.1
13:15	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	1.1	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	0.4	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
14:15	0.8	0.5	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
14:30	0.8	0.5	0.2	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1
14:45	0.9	0.5	0.2	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1
15:00	0.9	0.6	0.2	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1
15:15	0.8	0.5	0.2	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1
15:30	0.9	0.6	0.2	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.1
15:45	1.0	0.6	0.2	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.2

2.16 Utilisation télétexte par chaîne: pénétration en %

Résultats du panel TV 2009 / Suisse romande

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

univers: 1'362'000 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	0.0	0.0	0.2
16:15	0.9	0.5	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1
16:30	0.9	0.5	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1
16:45	1.1	0.7	0.2	0.1	0.2	0.0	0.0	0.0	0.0	0.1	0.0	0.1
17:00	1.2	0.8	0.3	0.2	0.2	0.0	0.0	0.0	0.0	0.1	0.0	0.3
17:15	1.3	0.8	0.3	0.2	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.2
17:30	1.4	0.9	0.4	0.2	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.2
17:45	1.6	1.0	0.4	0.2	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.3
18:00	1.7	1.0	0.4	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.3
18:15	1.8	1.1	0.4	0.2	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.3
18:30	2.0	1.2	0.5	0.2	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.3
18:45	2.2	1.3	0.6	0.2	0.1	0.0	0.0	0.0	0.2	0.0	0.0	0.3
19:00	1.7	1.0	0.5	0.1	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.2
19:15	2.1	1.3	0.7	0.1	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.3
19:30	1.8	1.1	0.7	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.2
19:45	2.2	1.4	1.0	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.2
20:00	2.9	1.9	1.0	0.2	0.0	0.0	0.0	0.0	0.3	0.2	0.1	0.2
20:15	2.2	1.4	0.6	0.2	0.0	0.0	0.0	0.0	0.3	0.2	0.0	0.2
20:30	2.6	1.6	0.8	0.3	0.0	0.0	0.0	0.0	0.2	0.1	0.0	0.3
20:45	2.0	1.3	0.6	0.2	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.3
21:00	1.9	1.2	0.5	0.2	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.3
21:15	1.9	1.2	0.5	0.2	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.3
21:30	1.9	1.2	0.5	0.3	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.3
21:45	1.9	1.2	0.5	0.3	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.3
22:00	1.9	1.2	0.4	0.3	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.3
22:15	2.2	1.4	0.5	0.4	0.1	0.0	0.0	0.0	0.1	0.1	0.0	0.3
22:30	2.3	1.5	0.6	0.4	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.3
22:45	2.0	1.3	0.5	0.3	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.3
23:00	1.7	1.1	0.4	0.3	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.3
23:15	1.4	0.8	0.3	0.2	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.2
23:30	1.1	0.6	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.2
23:45	1.0	0.6	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1
00:00	0.9	0.5	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1
00:15	0.8	0.5	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1
00:30	0.6	0.4	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
00:45	0.5	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
PQ 18-23	18.3	12.1	7.1	2.7	0.5	0.0	0.3	0.1	1.3	1.0	0.4	3.0
UT 18-23	0.9	0.5	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
PQ 24h	25.9	17.6	11.2	4.6	0.7	0.1	0.6	0.2	2.0	1.7	0.6	4.9
UT 24h	2.5	1.5	0.7	0.2	0.2	0.0	0.1	0.0	0.1	0.1	0.0	0.2

PQ = Pénétration quotidienne en %

UT = Utilisation en minutes (total)

2.16 Utilisation télétexte par chaîne: pénétration en %

3. Panel radio de Mediapulse

3.1 Recherche radio: 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 Nouveautés de la méthode 2009

Des modifications ont été apportées à la recherche radio avec effet au 1^{er} janvier 2009. D'une part, on a changé de concept d'échantillonnage, ce qui a également permis de revoir et d'améliorer la pondération des échantillons. La nouvelle pondération périodique ne porte pas seulement sur les données d'un seul jour, mais compense les disproportions et les pertes de mesures sur une période de plusieurs jours. D'autre part, des montres de dernière génération sont désormais utilisées dans l'ensemble du panel, d'où la possibilité d'augmenter la fréquence des mesures de l'utilisation radio et, partant, d'en améliorer la précision. En raison de ces nouveautés de la méthode une comparaison des résultats de 2009 avec ceux des années précédentes est possible seulement en terme restreint.

3.1.3 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: 650 en Suisse alémanique (y compris 16 aux Grisons), 252 en Suisse romande, 100 en Suisse italienne 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.

3.1.4 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.

3.1.5 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.

3.2. Utilisation radio par jour ouvrable: pénétration en %

Résultats du panel radio 2009 / Suisse romande

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

univers: 1'500'000 personnes (15+) échantillon: 11'766 personnes / 81'030 jours mesurés

	jours de semaine							lundi - vendredi	samedi - dimanche	lundi - dimanche
	lundi	mardi	mercredi	jeudi	vendredi	samedi	dimanche			
05:00	2.6	3.0	2.9	2.5	2.8	2.4	2.0	2.8	2.2	2.6
05:15	3.5	3.7	3.4	3.3	3.5	2.3	2.1	3.5	2.2	3.1
05:30	4.4	4.5	4.5	4.1	4.2	2.8	2.3	4.3	2.5	3.8
05:45	7.3	7.6	7.7	7.3	7.2	3.8	3.2	7.4	3.5	6.3
06:00	10.6	10.9	10.9	10.6	10.0	4.7	3.6	10.7	4.1	8.8
06:15	14.2	14.4	14.2	13.8	13.2	5.3	4.2	14.0	4.7	11.4
06:30	17.7	18.2	17.8	17.4	16.7	6.5	5.0	17.6	5.6	14.2
06:45	21.7	22.6	21.7	21.2	20.4	8.6	6.5	21.6	7.5	17.6
07:00	24.2	25.8	24.8	24.3	23.1	10.1	8.0	24.6	9.0	20.1
07:15	25.2	27.3	26.4	25.8	24.6	11.4	8.7	26.0	10.0	21.4
07:30	25.9	28.7	27.1	26.5	26.3	13.5	10.2	27.0	11.8	22.6
07:45	27.1	29.0	28.1	27.5	27.4	16.8	12.6	27.9	14.6	24.1
08:00	27.6	28.5	28.2	27.4	27.8	19.1	14.7	27.9	16.9	24.8
08:15	25.5	26.8	26.0	25.4	26.1	19.6	15.8	26.0	17.7	23.6
08:30	25.4	26.4	25.8	25.4	25.4	20.6	16.9	25.7	18.7	23.7
08:45	24.6	25.3	25.3	24.5	25.2	22.1	18.3	25.1	20.3	23.7
09:00	24.4	23.7	24.4	24.2	24.3	22.5	19.8	24.2	21.3	23.4
09:15	22.8	22.2	22.5	22.4	22.8	22.0	18.7	22.6	20.4	22.0
09:30	22.4	21.5	21.4	21.5	21.5	21.6	18.3	21.8	20.1	21.3
09:45	22.1	21.2	21.4	21.3	21.7	22.1	19.3	21.7	20.7	21.4
10:00	21.9	21.3	21.2	21.4	21.3	22.6	19.7	21.5	21.1	21.4
10:15	20.8	20.2	20.4	20.2	20.3	21.2	18.2	20.5	19.7	20.2
10:30	20.8	20.1	20.4	20.2	20.5	20.7	18.1	20.5	19.4	20.2
10:45	20.8	20.9	20.9	20.5	20.7	21.0	18.2	20.9	19.7	20.5
11:00	22.6	22.5	21.9	22.1	22.3	21.6	19.6	22.3	20.7	21.9
11:15	22.8	22.1	21.6	21.5	22.1	20.5	20.2	22.1	20.4	21.6
11:30	23.4	22.8	22.3	22.8	22.4	21.6	20.2	22.7	20.9	22.2
11:45	25.5	25.2	24.8	24.4	24.2	21.6	20.2	24.7	21.1	23.7
12:00	26.9	26.9	26.0	25.6	25.2	21.5	19.8	26.1	20.8	24.6
12:15	23.4	23.0	23.0	22.0	22.0	20.2	18.6	22.7	19.5	21.8
12:30	22.2	21.2	21.6	21.0	20.3	20.0	17.5	21.3	18.8	20.6
12:45	20.6	20.1	19.8	19.5	19.6	18.4	15.3	19.9	16.9	19.1
13:00	19.6	19.3	18.9	18.7	18.8	16.8	13.8	18.9	15.4	17.9
13:15	17.8	17.9	17.3	17.4	17.5	14.9	11.7	17.6	13.3	16.3
13:30	17.2	16.8	16.6	15.9	17.1	14.1	11.7	16.8	12.9	15.7
13:45	16.3	16.4	15.7	15.4	16.4	14.2	10.6	16.0	12.5	15.0
14:00	15.9	15.6	15.7	15.3	15.5	14.5	10.2	15.6	12.4	14.7
14:15	14.7	14.4	14.9	14.2	14.4	13.0	9.6	14.6	11.3	13.6
14:30	13.8	14.2	14.8	13.9	14.6	13.4	9.1	14.3	11.3	13.4
14:45	14.3	14.3	14.8	14.2	14.5	13.3	9.9	14.5	11.6	13.6

3.2. Utilisation radio par jour ouvrable: pénétration en %

Résultats du panel radio 2009 / Suisse romande

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

univers: 1'500'000 personnes (15+) échantillon: 11'766 personnes / 81'030 jours mesurés

	jours de semaine							lundi - vendredi	samedi - dimanche	lundi - dimanche
	lundi	mardi	mercredi	jeudi	vendredi	samedi	dimanche			
15:00	14.6	14.7	15.4	15.2	14.7	13.5	10.0	14.9	11.6	14.0
15:15	14.1	13.7	14.5	14.5	14.5	13.2	9.7	14.3	11.3	13.5
15:30	14.5	14.5	14.6	15.1	15.3	13.4	9.3	14.8	11.3	13.8
15:45	15.6	15.8	15.6	15.8	16.6	13.4	9.9	15.9	11.7	14.7
16:00	17.7	17.2	17.2	17.2	17.8	14.5	10.9	17.5	12.6	16.1
16:15	17.1	17.1	17.3	16.9	17.6	13.6	11.1	17.3	12.2	15.8
16:30	18.3	17.8	18.3	17.5	18.0	13.7	11.2	18.0	12.3	16.4
16:45	19.8	19.9	19.5	19.1	18.9	14.6	11.4	19.4	12.9	17.6
17:00	20.5	20.4	20.5	20.4	19.7	15.0	12.2	20.3	13.5	18.4
17:15	18.7	18.9	19.1	19.0	18.1	13.5	12.3	18.8	12.8	17.1
17:30	18.7	19.2	19.5	18.7	17.3	13.1	12.0	18.8	12.5	17.0
17:45	19.3	19.8	19.1	19.3	18.2	13.4	13.1	19.2	13.3	17.5
18:00	20.4	20.4	20.3	19.6	18.9	14.5	14.7	20.0	14.7	18.5
18:15	18.2	18.4	18.1	17.8	16.7	13.6	13.0	17.9	13.4	16.6
18:30	17.3	17.3	17.5	16.8	16.3	13.4	12.3	17.1	12.9	15.9
18:45	16.2	15.7	16.8	16.1	15.7	13.3	12.1	16.1	12.7	15.2
19:00	14.6	13.9	14.8	14.6	14.5	12.5	11.9	14.4	12.1	13.8
19:15	11.3	10.9	11.1	11.1	11.6	10.1	9.6	11.1	9.9	10.8
19:30	9.7	9.2	9.2	9.2	9.8	8.5	8.2	9.4	8.3	9.1
19:45	8.4	8.0	8.2	8.2	8.3	7.2	7.8	8.1	7.5	8.0
20:00	8.1	8.1	8.2	8.0	7.7	7.5	7.6	8.0	7.5	7.8
20:15	7.1	7.0	7.0	6.6	6.3	6.4	6.7	6.8	6.5	6.7
20:30	7.2	6.7	6.5	6.1	5.8	5.9	6.5	6.5	6.1	6.4
20:45	6.3	6.4	6.1	5.9	5.5	5.7	6.2	6.1	5.8	6.0
21:00	6.1	6.1	6.1	6.3	5.4	5.6	6.1	6.0	5.8	5.9
21:15	5.8	5.6	6.2	5.8	5.1	5.1	5.7	5.8	5.4	5.7
21:30	5.8	5.9	6.4	5.9	5.1	5.1	5.7	5.9	5.4	5.7
21:45	5.9	6.0	6.4	6.4	5.3	4.9	5.6	6.0	5.3	5.8
22:00	6.4	6.8	6.9	6.5	6.0	5.1	5.9	6.5	5.6	6.3
22:15	6.8	7.1	6.6	6.9	6.4	5.6	5.7	6.8	5.7	6.5
22:30	7.1	7.4	6.9	7.4	6.9	5.9	6.2	7.2	6.0	6.8
22:45	6.8	6.6	7.3	7.1	6.5	5.7	5.6	6.9	5.7	6.5
23:00	6.7	6.3	6.9	6.7	6.3	5.8	5.1	6.6	5.5	6.3
23:15	5.9	5.6	6.5	6.1	5.7	5.1	4.8	6.0	4.9	5.7
23:30	5.5	5.1	5.8	5.7	5.5	4.8	4.2	5.5	4.5	5.2
23:45	4.6	4.7	5.0	5.1	4.9	4.6	3.9	4.9	4.3	4.7
Pénétration quot.	88.6	89.0	88.9	88.4	88.2	84.3	80.2	88.7	82.2	86.8
Durée en minutes	113	114	113	112	110	93	85	113	89	106

Résultats du panel radio 2009 / Suisse romande

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

univers: 1'500'000 personnes (15+) échantillon: 11'766 personnes / 81'030 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.*
05:00	2.6	2.8	2.4	1.1	1.5	1.9	2.7	4.6	3.0	3.3	2.8	2.0
05:15	3.1	3.4	2.9	1.6	1.8	2.2	3.4	5.1	3.5	4.0	3.5	2.3
05:30	3.8	4.2	3.5	2.0	2.2	3.1	4.6	5.7	4.3	4.5	4.3	3.0
05:45	6.3	7.0	5.7	3.7	3.7	5.2	8.4	8.3	7.2	6.3	7.1	5.3
06:00	8.8	9.8	7.8	5.1	6.0	7.9	11.7	10.5	10.3	8.1	9.5	7.7
06:15	11.4	12.5	10.3	6.7	8.1	10.6	15.0	13.2	12.7	10.1	12.2	10.5
06:30	14.2	15.6	12.9	8.6	10.3	13.9	18.1	16.4	15.2	12.0	15.2	13.7
06:45	17.6	18.7	16.6	10.2	12.6	16.7	21.7	21.6	18.4	14.7	18.5	17.5
07:00	20.1	20.8	19.5	10.6	15.0	19.2	23.6	26.2	20.7	16.6	21.0	20.5
07:15	21.4	21.9	21.0	11.0	15.8	19.6	24.1	29.6	22.1	17.6	22.5	21.6
07:30	22.6	22.7	22.6	11.2	16.0	19.7	24.5	33.6	24.0	19.0	23.9	22.2
07:45	24.1	23.9	24.3	10.3	16.2	19.6	24.9	39.4	26.2	20.6	26.0	22.8
08:00	24.8	24.4	25.1	9.9	15.4	19.0	25.0	42.9	27.2	21.5	27.3	22.8
08:15	23.6	22.9	24.3	8.7	13.5	17.8	23.7	42.5	26.1	20.6	26.6	21.2
08:30	23.7	22.7	24.7	8.4	13.4	18.0	23.8	43.0	25.5	21.9	27.0	21.2
08:45	23.7	22.5	24.8	8.3	13.0	17.8	23.7	43.3	26.0	22.1	27.0	20.7
09:00	23.4	22.5	24.2	8.6	12.5	17.0	23.9	42.7	25.6	21.6	26.9	20.4
09:15	22.0	21.1	22.8	8.4	12.0	16.2	22.9	39.2	23.8	20.5	25.4	19.0
09:30	21.3	20.4	22.1	8.4	12.1	16.1	22.6	36.9	22.9	19.8	24.7	18.5
09:45	21.4	20.6	22.2	8.6	12.0	16.5	22.9	36.6	23.3	18.9	25.1	18.4
10:00	21.4	20.7	22.0	8.8	12.0	16.6	23.3	36.1	23.1	19.4	24.8	18.6
10:15	20.2	19.6	20.9	8.7	11.7	16.3	22.5	32.9	21.5	19.1	24.0	17.2
10:30	20.2	19.3	21.0	8.6	12.0	16.4	22.2	32.6	21.3	19.4	24.1	17.0
10:45	20.5	19.7	21.3	8.8	12.3	16.5	22.3	33.6	21.9	19.8	24.6	17.1
11:00	21.9	20.9	22.7	9.5	12.7	18.0	23.5	35.7	23.2	20.6	26.1	18.5
11:15	21.6	20.6	22.5	9.3	12.3	18.2	23.5	34.9	23.0	20.3	25.4	18.4
11:30	22.2	21.0	23.4	9.9	13.1	19.1	23.8	35.5	23.3	21.3	26.0	19.1
11:45	23.7	22.5	24.8	10.4	14.4	19.7	25.5	38.1	25.2	21.5	27.2	20.9
12:00	24.6	23.6	25.5	11.0	15.4	20.2	25.9	39.9	25.8	21.8	27.9	22.3
12:15	21.8	20.8	22.7	9.3	13.0	16.9	22.9	36.8	22.8	19.4	23.9	20.4
12:30	20.6	19.9	21.3	9.0	11.6	15.3	21.5	35.7	21.7	18.2	22.5	19.3
12:45	19.1	18.6	19.5	9.3	11.6	15.4	20.2	30.8	20.2	16.4	21.3	17.6
13:00	17.9	17.9	17.9	9.8	12.2	14.9	19.7	26.7	18.7	15.6	20.4	16.5
13:15	16.3	16.6	16.1	8.9	11.9	14.4	18.8	22.4	17.0	13.9	18.8	15.0
13:30	15.7	16.1	15.3	8.5	11.9	14.1	17.9	21.1	16.2	13.4	17.9	14.5
13:45	15.0	15.6	14.5	7.9	11.1	13.4	17.4	20.4	16.0	12.4	17.3	13.7
14:00	14.7	15.3	14.1	8.1	10.4	13.0	16.8	20.3	15.4	12.9	16.6	13.5
14:15	13.6	14.2	13.1	7.7	9.5	12.6	15.6	18.5	14.3	12.2	15.7	12.3
14:30	13.4	14.0	12.9	7.0	9.5	12.2	15.9	18.1	14.2	11.2	15.3	12.4
14:45	13.6	14.5	12.8	7.3	9.4	12.6	16.0	18.3	14.3	11.6	15.7	12.5

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

Résultats du panel radio 2009 / Suisse romande

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

univers: 1'500'000 personnes (15+) échantillon: 11'766 personnes / 81'030 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	14.0	14.8	13.2	7.6	9.4	13.1	16.4	18.7	15.1	11.9	15.9	12.7
15:15	13.5	14.3	12.7	7.1	9.4	12.8	15.9	17.8	14.6	11.4	15.1	12.3
15:30	13.8	14.8	12.9	7.4	9.5	13.2	16.2	18.3	15.1	11.6	15.5	12.6
15:45	14.7	15.4	14.0	8.0	9.9	13.7	17.3	19.7	15.6	12.6	16.9	13.3
16:00	16.1	17.0	15.3	8.9	10.5	14.4	18.7	22.5	17.0	14.2	18.2	14.6
16:15	15.8	16.8	14.9	9.0	10.6	14.1	18.1	22.1	17.4	13.6	17.6	14.4
16:30	16.4	17.6	15.3	9.0	11.4	14.2	19.0	22.8	18.2	13.6	18.1	15.1
16:45	17.6	18.9	16.4	9.7	12.3	15.6	19.8	24.7	19.1	14.5	19.5	16.4
17:00	18.4	19.4	17.4	10.2	12.9	16.6	20.3	25.7	20.3	15.4	20.0	17.1
17:15	17.1	17.9	16.3	9.9	12.6	16.1	19.2	22.6	18.6	13.9	18.8	16.0
17:30	17.0	17.8	16.2	9.7	13.0	16.2	18.9	22.3	18.3	13.3	18.7	16.3
17:45	17.5	18.3	16.8	9.7	13.0	16.0	18.9	24.5	18.7	14.2	18.6	17.2
18:00	18.5	19.4	17.6	9.9	13.4	16.7	20.0	26.4	19.8	14.2	19.2	18.6
18:15	16.6	17.6	15.8	8.9	12.4	14.5	18.2	23.8	17.6	12.7	16.9	17.3
18:30	15.9	16.6	15.2	8.3	12.0	13.7	17.2	22.9	16.4	11.9	16.2	16.6
18:45	15.2	15.8	14.6	8.1	11.2	13.1	16.1	22.2	15.5	11.3	15.3	16.0
19:00	13.8	14.3	13.4	7.4	10.3	12.2	15.1	19.5	14.0	10.7	13.5	14.8
19:15	10.8	11.3	10.3	6.5	8.4	9.9	12.2	13.9	10.7	8.4	10.8	11.5
19:30	9.1	9.4	8.8	5.9	7.5	8.8	10.5	10.7	8.8	7.4	8.9	9.8
19:45	8.0	8.4	7.6	5.5	6.9	7.6	9.4	8.9	7.7	6.7	8.0	8.4
20:00	7.8	8.0	7.6	4.8	6.8	7.0	9.1	9.5	8.0	6.8	7.8	8.0
20:15	6.7	7.0	6.4	4.6	5.8	5.8	7.5	8.4	7.1	5.8	6.8	6.7
20:30	6.4	6.7	6.1	4.7	5.0	5.2	6.7	8.7	6.4	5.9	6.5	6.3
20:45	6.0	6.2	5.8	4.7	4.4	4.8	6.2	8.4	6.0	5.8	6.0	5.9
21:00	5.9	5.9	6.0	4.3	4.2	4.5	6.2	8.7	6.1	5.9	5.9	5.9
21:15	5.7	5.6	5.7	4.0	4.1	4.2	5.7	8.5	5.9	5.4	5.6	5.5
21:30	5.7	5.6	5.8	4.0	4.1	4.1	5.8	8.8	5.9	5.6	5.7	5.6
21:45	5.8	5.7	5.9	3.7	3.8	4.0	5.7	9.6	6.1	5.5	5.7	5.8
22:00	6.3	6.0	6.5	3.8	3.9	4.1	6.1	10.9	6.5	6.1	6.4	6.1
22:15	6.5	6.0	6.9	3.6	4.2	3.9	6.6	11.3	6.5	6.4	6.7	6.4
22:30	6.8	6.4	7.2	3.8	3.9	4.1	7.0	12.3	7.0	6.8	7.1	6.7
22:45	6.5	6.0	7.1	3.6	3.6	3.7	6.3	12.3	6.7	6.3	6.9	6.3
23:00	6.3	5.7	6.9	3.3	3.3	3.6	6.1	12.0	6.4	6.4	6.8	5.9
23:15	5.7	5.0	6.2	3.1	3.0	3.3	5.3	10.8	5.9	5.8	6.0	5.3
23:30	5.2	4.7	5.7	2.8	2.7	3.0	4.9	10.1	5.5	5.1	5.6	4.9
23:45	4.7	4.3	5.2	2.3	2.1	2.5	4.6	9.4	4.9	4.9	5.0	4.4
pénétration quot.	86.8	86.9	86.8	70.0	80.7	87.6	90.9	95.7	88.8	79.2	88.3	87.0
Durée en minutes	106	104	108	48	61	78	111	183	113	97	117	98

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

Résultats du panel radio 2009 / Suisse romande

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

univers: 1'500'000 personnes (15+) échantillon: 11'766 personnes / 81'030 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.*
05:00	39.1	20.1	19.0	2.5	3.5	5.4	9.8	18.0	9.3	6.0	11.5	11.6
05:15	46.5	24.2	22.3	3.5	4.3	6.4	12.3	20.0	10.9	7.2	14.0	13.5
05:30	57.3	30.1	27.3	4.5	5.3	9.0	16.6	22.0	13.4	8.1	17.3	17.3
05:45	94.8	50.5	44.3	8.1	8.9	15.0	30.4	32.4	22.6	11.4	28.7	30.4
06:00	131.7	70.6	61.0	11.2	14.2	22.7	42.5	41.1	32.0	14.6	38.3	44.7
06:15	170.2	90.0	80.2	14.8	19.2	30.4	54.6	51.3	39.6	18.3	49.1	60.5
06:30	213.1	112.6	100.5	18.9	24.6	39.8	65.7	64.0	47.4	21.7	61.5	79.4
06:45	263.4	134.4	129.0	22.6	30.0	47.9	78.9	84.0	57.3	26.5	74.7	101.1
07:00	302.0	150.0	152.0	23.4	35.8	55.1	85.8	102.0	64.5	29.9	85.0	118.6
07:15	321.2	157.9	163.3	24.4	37.5	56.3	87.6	115.4	69.0	31.8	91.1	125.0
07:30	339.4	163.3	176.1	24.7	38.1	56.7	89.0	131.0	74.9	34.4	96.4	128.5
07:45	361.7	172.1	189.6	22.8	38.6	56.3	90.5	153.4	81.7	37.3	105.0	132.1
08:00	371.3	176.0	195.4	22.0	36.6	54.6	90.9	167.2	84.8	38.9	110.4	131.7
08:15	354.4	165.1	189.3	19.1	32.2	51.1	86.3	165.7	81.2	37.3	107.5	122.6
08:30	356.0	163.2	192.8	18.5	31.9	51.6	86.5	167.5	79.5	39.5	109.0	122.4
08:45	355.4	162.3	193.1	18.4	31.0	51.3	86.1	168.6	81.1	39.9	109.2	119.6
09:00	350.7	161.8	188.9	19.0	29.8	48.8	86.8	166.3	79.6	39.1	108.6	117.9
09:15	329.4	152.1	177.3	18.5	28.5	46.7	83.1	152.6	74.2	37.1	102.8	109.7
09:30	319.5	147.0	172.5	18.6	28.9	46.2	82.2	143.6	71.4	35.9	99.8	106.7
09:45	320.8	148.2	172.6	19.0	28.5	47.5	83.4	142.4	72.6	34.2	101.5	106.6
10:00	321.1	149.4	171.6	19.4	28.6	47.7	84.6	140.8	72.0	35.1	100.4	107.4
10:15	303.6	141.1	162.5	19.3	27.8	46.9	81.7	127.9	67.0	34.6	96.9	99.5
10:30	302.6	139.3	163.3	19.0	28.6	47.1	80.8	127.1	66.3	35.0	97.3	98.0
10:45	308.0	141.9	166.0	19.4	29.4	47.6	81.0	130.6	68.2	35.8	99.5	98.8
11:00	327.7	150.5	177.2	21.0	30.3	51.7	85.6	139.2	72.2	37.2	105.3	107.0
11:15	323.5	148.4	175.1	20.6	29.3	52.3	85.4	135.8	71.7	36.8	102.8	106.3
11:30	333.0	151.0	182.0	21.8	31.2	55.1	86.6	138.4	72.7	38.6	105.2	110.5
11:45	355.1	162.2	193.0	23.0	34.2	56.7	92.7	148.5	78.6	38.8	110.0	121.1
12:00	368.9	170.3	198.6	24.4	36.5	58.2	94.3	155.5	80.4	39.5	112.7	129.1
12:15	326.5	149.5	177.0	20.6	31.0	48.6	83.2	143.1	71.1	35.0	96.7	117.9
12:30	308.6	143.0	165.6	19.9	27.7	44.0	78.1	139.0	67.5	32.8	90.9	111.8
12:45	286.0	134.2	151.8	20.5	27.7	44.3	73.5	120.0	63.0	29.6	86.2	101.9
13:00	269.0	129.1	139.8	21.6	29.0	43.0	71.6	103.8	58.3	28.1	82.4	95.6
13:15	245.0	119.6	125.4	19.7	28.3	41.4	68.4	87.1	53.0	25.2	75.8	86.9
13:30	234.9	115.7	119.2	18.8	28.3	40.6	65.2	82.0	50.5	24.3	72.5	83.9
13:45	225.1	112.3	112.8	17.4	26.4	38.6	63.4	79.4	49.8	22.4	70.0	79.5
14:00	220.1	110.2	109.8	17.8	24.9	37.4	61.0	79.1	48.0	23.3	67.1	78.1
14:15	204.2	102.4	101.8	16.9	22.5	36.2	56.6	71.9	44.4	22.0	63.5	71.2
14:30	201.2	100.9	100.3	15.5	22.6	35.0	57.7	70.5	44.2	20.3	61.7	71.7
14:45	204.3	104.3	100.0	16.2	22.3	36.3	58.3	71.2	44.7	20.9	63.3	72.1

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

Résultats du panel radio 2009 / Suisse romande

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

univers: 1'500'000 personnes (15+) échantillon: 11'766 personnes / 81'030 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	209.3	106.5	102.8	16.7	22.4	37.6	59.7	72.9	46.9	21.5	64.4	73.4
15:15	201.9	103.3	98.6	15.7	22.3	36.9	57.9	69.2	45.7	20.6	61.2	71.1
15:30	207.0	106.5	100.5	16.3	22.7	38.0	58.8	71.3	47.2	21.0	62.4	72.9
15:45	220.3	111.1	109.2	17.7	23.6	39.4	63.0	76.6	48.7	22.8	68.2	77.0
16:00	241.3	122.1	119.1	19.6	24.9	41.3	67.9	87.6	53.1	25.7	73.5	84.5
16:15	237.5	121.4	116.2	19.9	25.2	40.7	65.8	86.0	54.1	24.7	71.2	83.2
16:30	245.8	126.6	119.1	19.9	27.1	40.9	69.1	88.8	56.7	24.5	73.1	87.2
16:45	263.5	135.9	127.6	21.4	29.2	44.8	71.8	96.2	59.5	26.3	78.7	94.8
17:00	275.3	139.7	135.6	22.5	30.8	47.8	73.9	100.2	63.2	27.9	80.7	99.0
17:15	256.0	129.3	126.7	21.8	30.1	46.4	69.9	87.8	58.0	25.2	76.1	92.4
17:30	254.6	128.4	126.2	21.5	30.9	46.5	68.8	86.8	57.2	24.0	75.4	94.1
17:45	262.3	131.5	130.9	21.4	30.9	46.0	68.7	95.3	58.4	25.7	75.0	99.4
18:00	277.0	139.8	137.3	21.9	31.8	48.0	72.6	102.8	61.7	25.7	77.7	107.6
18:15	249.6	126.8	122.8	19.7	29.5	41.6	66.3	92.5	55.0	23.0	68.1	99.9
18:30	238.0	119.8	118.2	18.4	28.5	39.4	62.5	89.3	51.2	21.5	65.3	96.1
18:45	227.2	113.7	113.5	17.8	26.7	37.6	58.7	86.5	48.3	20.5	61.7	92.7
19:00	206.7	102.7	104.0	16.3	24.6	35.0	55.0	75.9	43.7	19.3	54.5	85.7
19:15	161.5	81.2	80.3	14.4	19.9	28.6	44.4	54.3	33.5	15.2	43.5	66.7
19:30	136.0	67.6	68.3	13.1	18.0	25.2	38.2	41.5	27.4	13.4	35.9	56.8
19:45	119.3	60.2	59.1	12.2	16.3	21.9	34.2	34.8	23.9	12.1	32.2	48.7
20:00	117.3	57.9	59.4	10.7	16.1	20.1	33.2	37.2	25.0	12.2	31.6	46.3
20:15	100.6	50.6	50.0	10.1	13.9	16.6	27.3	32.7	22.0	10.6	27.6	38.5
20:30	95.2	48.0	47.2	10.5	11.8	14.8	24.3	33.8	20.0	10.6	26.2	36.6
20:45	89.8	44.5	45.3	10.3	10.5	13.8	22.5	32.6	18.8	10.5	24.3	34.3
21:00	89.1	42.5	46.6	9.6	10.0	13.1	22.7	33.8	19.1	10.7	23.7	33.9
21:15	84.7	40.5	44.2	8.9	9.7	12.2	20.8	33.2	18.4	9.7	22.8	32.0
21:30	85.6	40.4	45.3	8.7	9.6	11.7	21.2	34.4	18.5	10.2	22.8	32.3
21:45	87.1	40.8	46.3	8.2	9.1	11.6	20.8	37.4	19.0	10.0	23.1	33.3
22:00	94.0	43.1	50.9	8.3	9.2	11.9	22.2	42.4	20.2	11.0	25.8	35.5
22:15	97.2	43.3	53.9	8.0	9.9	11.3	24.1	43.9	20.3	11.6	27.2	36.7
22:30	102.4	46.0	56.4	8.4	9.4	11.6	25.3	47.7	21.7	12.2	28.5	38.7
22:45	97.9	42.9	55.0	7.9	8.6	10.6	23.0	47.9	20.9	11.5	27.9	36.3
23:00	94.3	40.8	53.5	7.2	7.8	10.4	22.0	46.8	20.0	11.6	27.6	34.1
23:15	84.9	36.3	48.6	6.9	7.2	9.6	19.1	42.2	18.3	10.5	24.4	30.6
23:30	78.4	33.8	44.6	6.2	6.5	8.5	17.7	39.4	17.1	9.3	22.7	28.5
23:45	70.9	30.8	40.1	5.2	5.1	7.3	16.8	36.6	15.4	8.9	20.3	25.6
pénétration quot.	1'302.1	625.8	676.4	154.8	192.2	251.9	330.5	372.8	276.9	143.2	356.8	503.3
Durée en minutes	106	104	108	48	61	78	111	183	113	97	117	98

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

Résultats du panel radio 2009 / Suisse romande

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

univers: 1'500'000 personnes (15+) échantillon: 11'766 personnes / 81'030 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.*
05:00	100	51	49	6	9	14	25	46	24	15	29	30
05:15	100	52	48	8	9	14	26	43	23	16	30	29
05:30	100	52	48	8	9	16	29	38	23	14	30	30
05:45	100	53	47	9	9	16	32	34	24	12	30	32
06:00	100	54	46	8	11	17	32	31	24	11	29	34
06:15	100	53	47	9	11	18	32	30	23	11	29	36
06:30	100	53	47	9	12	19	31	30	22	10	29	37
06:45	100	51	49	9	11	18	30	32	22	10	28	38
07:00	100	50	50	8	12	18	28	34	21	10	28	39
07:15	100	49	51	8	12	18	27	36	21	10	28	39
07:30	100	48	52	7	11	17	26	39	22	10	28	38
07:45	100	48	52	6	11	16	25	42	23	10	29	37
08:00	100	47	53	6	10	15	24	45	23	10	30	35
08:15	100	47	53	5	9	14	24	47	23	11	30	35
08:30	100	46	54	5	9	15	24	47	22	11	31	34
08:45	100	46	54	5	9	14	24	47	23	11	31	34
09:00	100	46	54	5	9	14	25	47	23	11	31	34
09:15	100	46	54	6	9	14	25	46	23	11	31	33
09:30	100	46	54	6	9	14	26	45	22	11	31	33
09:45	100	46	54	6	9	15	26	44	23	11	32	33
10:00	100	47	53	6	9	15	26	44	22	11	31	33
10:15	100	46	54	6	9	15	27	42	22	11	32	33
10:30	100	46	54	6	9	16	27	42	22	12	32	32
10:45	100	46	54	6	10	15	26	42	22	12	32	32
11:00	100	46	54	6	9	16	26	42	22	11	32	33
11:15	100	46	54	6	9	16	26	42	22	11	32	33
11:30	100	45	55	7	9	17	26	42	22	12	32	33
11:45	100	46	54	6	10	16	26	42	22	11	31	34
12:00	100	46	54	7	10	16	26	42	22	11	31	35
12:15	100	46	54	6	10	15	25	44	22	11	30	36
12:30	100	46	54	6	9	14	25	45	22	11	29	36
12:45	100	47	53	7	10	15	26	42	22	10	30	36
13:00	100	48	52	8	11	16	27	39	22	10	31	36
13:15	100	49	51	8	12	17	28	36	22	10	31	35
13:30	100	49	51	8	12	17	28	35	21	10	31	36
13:45	100	50	50	8	12	17	28	35	22	10	31	35
14:00	100	50	50	8	11	17	28	36	22	11	31	35
14:15	100	50	50	8	11	18	28	35	22	11	31	35
14:30	100	50	50	8	11	17	29	35	22	10	31	36
14:45	100	51	49	8	11	18	29	35	22	10	31	35

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

Résultats du panel radio 2009 / Suisse romande

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

univers: 1'500'000 personnes (15+) échantillon: 11'766 personnes / 81'030 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	51	49	8	11	18	29	35	22	10	31	35
15:15	100	51	49	8	11	18	29	34	23	10	30	35
15:30	100	51	49	8	11	18	28	34	23	10	30	35
15:45	100	50	50	8	11	18	29	35	22	10	31	35
16:00	100	51	49	8	10	17	28	36	22	11	30	35
16:15	100	51	49	8	11	17	28	36	23	10	30	35
16:30	100	52	48	8	11	17	28	36	23	10	30	35
16:45	100	52	48	8	11	17	27	37	23	10	30	36
17:00	100	51	49	8	11	17	27	36	23	10	29	36
17:15	100	50	50	9	12	18	27	34	23	10	30	36
17:30	100	50	50	8	12	18	27	34	22	9	30	37
17:45	100	50	50	8	12	18	26	36	22	10	29	38
18:00	100	50	50	8	11	17	26	37	22	9	28	39
18:15	100	51	49	8	12	17	27	37	22	9	27	40
18:30	100	50	50	8	12	17	26	38	21	9	27	40
18:45	100	50	50	8	12	17	26	38	21	9	27	41
19:00	100	50	50	8	12	17	27	37	21	9	26	41
19:15	100	50	50	9	12	18	27	34	21	9	27	41
19:30	100	50	50	10	13	19	28	30	20	10	26	42
19:45	100	50	50	10	14	18	29	29	20	10	27	41
20:00	100	49	51	9	14	17	28	32	21	10	27	39
20:15	100	50	50	10	14	16	27	33	22	10	27	38
20:30	100	50	50	11	12	16	25	36	21	11	27	38
20:45	100	50	50	12	12	15	25	36	21	12	27	38
21:00	100	48	52	11	11	15	25	38	21	12	27	38
21:15	100	48	52	11	11	14	25	39	22	11	27	38
21:30	100	47	53	10	11	14	25	40	22	12	27	38
21:45	100	47	53	9	10	13	24	43	22	11	26	38
22:00	100	46	54	9	10	13	24	45	21	12	27	38
22:15	100	45	55	8	10	12	25	45	21	12	28	38
22:30	100	45	55	8	9	11	25	47	21	12	28	38
22:45	100	44	56	8	9	11	23	49	21	12	29	37
23:00	100	43	57	8	8	11	23	50	21	12	29	36
23:15	100	43	57	8	8	11	22	50	22	12	29	36
23:30	100	43	57	8	8	11	23	50	22	12	29	36
23:45	100	43	57	7	7	10	24	52	22	12	29	36
parts du public quotidienne	100	48	52	12	15	19	25	29	21	11	27	39

* 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 %

Résultats du panel radio 2009 / Suisse romande

PÉNÉTRATION QUOTIDIENNE en %, total radio

univers: 1'500'000 personnes (15+) échantillon: 11'766 personnes / 81'030 jours mesurés

	jours de semaine							lundi - vendredi	samedi - dimanche	lundi - dimanche
	lundi	mardi	mercredi	jeudi	vendredi	samedi	dimanche			
total personnes	88.6	89.0	88.9	88.4	88.2	84.3	80.2	88.7	82.2	86.8
sexe										
hommes	88.9	89.2	89.0	88.2	88.3	84.0	80.5	88.8	82.1	86.9
femmes	88.3	88.8	88.8	88.6	88.1	84.6	79.9	88.5	82.4	86.8
âge										
15-24	71.5	73.3	72.2	72.1	72.3	67.1	60.8	72.3	64.2	70.0
25-34	83.3	83.4	83.0	83.8	82.8	76.9	70.7	83.4	73.9	80.7
35-44	89.8	90.5	91.3	89.5	90.2	83.3	79.5	90.2	81.2	87.6
45-59	92.8	93.1	92.9	92.5	91.9	88.7	84.6	92.6	86.6	90.9
60+	96.7	96.5	96.5	96.0	95.8	95.2	93.6	96.3	94.3	95.7
formation terminée										
aucune/autre	90.8	90.2	90.5	90.1	90.8	86.4	82.7	90.5	84.5	88.8
obligatoire	81.2	81.5	81.2	79.5	82.2	77.6	71.7	81.1	74.3	79.2
form. professionnelle	90.1	90.4	91.0	91.3	89.8	85.1	81.0	90.4	83.0	88.3
form. supérieure*	88.6	89.6	89.0	88.3	87.5	84.7	80.9	88.7	82.9	87.0

* 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

Résultats du panel radio 2009 / Suisse romande

UTILISATION en minutes, total radio

univers: 1'500'000 personnes (15+) échantillon: 11'766 personnes / 81'030 jours mesurés

	jours de semaine							lundi - vendredi	samedi - dimanche	lundi - dimanche
	lundi	mardi	mercredi	jeudi	vendredi	samedi	dimanche			
total personnes	113.2	114.0	113.4	111.6	109.8	93.1	84.9	112.8	89.0	106.0
sexe										
hommes	111.4	114.5	112.3	112.1	110.8	88.1	79.0	112.2	83.4	104.0
femmes	114.9	113.5	114.5	111.2	108.9	97.6	90.3	113.4	94.2	107.9
âge										
15-24	50.8	53.0	51.7	50.1	50.5	43.4	35.8	51.7	40.0	48.4
25-34	63.8	68.0	67.5	66.1	65.5	50.8	43.2	66.6	46.5	60.9
35-44	87.0	87.8	88.2	87.1	86.1	59.6	51.5	86.3	55.4	77.5
45-59	120.1	120.7	120.7	118.4	115.0	92.6	85.7	119.6	88.7	110.8
60+	192.5	190.7	189.2	186.9	183.9	172.9	162.8	189.1	167.6	183.0
formation terminée										
aucune/autre	121.0	120.5	119.9	118.8	115.3	97.1	90.2	120.3	93.4	112.6
obligatoire	101.3	102.7	103.3	100.0	98.2	86.9	82.0	101.8	83.9	96.6
form. professionnelle	127.0	129.2	127.1	125.6	122.2	101.7	90.0	125.8	95.6	117.2
form. supérieure*	103.3	103.4	103.3	101.5	101.6	87.3	79.9	103.1	83.9	97.6

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

Résultats du panel radio 2009 / Suisse romande

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

univers: 1'500'000 personnes (15+) échantillon: 11'766 personnes / 81'030 jours mesurés

	radio	SRG SSR idée suisse							privées CH		étrangères		
	total	RSR	La Première	Opt. Musique	Espace 2	Couleur 3	WRS	autres SSR	total	total	total	Radio France	privées fr
05:00	2.6	1.6	1.3	0.2	0.1	0.1	0.0	0.2	1.8	0.6	0.3	0.2	0.1
05:15	3.1	1.9	1.5	0.2	0.1	0.1	0.0	0.2	2.1	0.7	0.4	0.2	0.2
05:30	3.8	2.3	1.7	0.3	0.2	0.2	0.0	0.3	2.6	0.9	0.4	0.2	0.2
05:45	6.3	4.1	3.1	0.5	0.2	0.3	0.0	0.3	4.4	1.5	0.6	0.2	0.3
06:00	8.8	5.8	4.3	0.7	0.3	0.6	0.0	0.4	6.2	2.1	0.7	0.2	0.4
06:15	11.4	7.3	5.6	0.7	0.3	0.8	0.1	0.6	7.8	2.9	0.9	0.3	0.6
06:30	14.2	9.0	6.8	0.9	0.4	1.0	0.1	0.7	9.7	3.8	1.2	0.4	0.7
06:45	17.6	11.4	8.5	1.3	0.5	1.2	0.1	0.9	12.2	4.5	1.5	0.5	1.0
07:00	20.1	12.9	9.5	1.5	0.6	1.5	0.1	1.1	13.9	5.2	1.9	0.6	1.1
07:15	21.4	13.8	10.0	1.6	0.6	1.8	0.1	1.1	14.8	5.4	2.1	0.7	1.3
07:30	22.6	14.4	10.5	1.8	0.6	1.7	0.1	1.2	15.5	5.8	2.4	0.9	1.3
07:45	24.1	15.4	11.2	2.0	0.7	1.7	0.1	1.4	16.7	6.0	2.4	0.9	1.3
08:00	24.8	15.8	11.3	2.3	0.8	1.7	0.1	1.7	17.2	6.1	2.4	0.9	1.3
08:15	23.6	14.8	10.4	2.2	0.7	1.6	0.1	1.5	16.2	5.8	2.5	1.0	1.3
08:30	23.7	14.7	10.2	2.3	0.8	1.5	0.1	1.5	16.0	6.0	2.6	1.0	1.4
08:45	23.7	14.7	10.1	2.4	0.8	1.6	0.1	1.5	16.1	5.8	2.6	1.0	1.5
09:00	23.4	14.2	9.8	2.7	0.9	1.6	0.1	1.7	15.7	5.8	2.6	0.9	1.4
09:15	22.0	12.9	8.5	2.4	0.7	1.5	0.1	1.7	14.5	5.6	2.5	1.0	1.3
09:30	21.3	12.2	7.7	2.4	0.7	1.5	0.1	1.6	13.7	5.8	2.5	0.9	1.4
09:45	21.4	12.2	7.6	2.6	0.7	1.6	0.1	1.7	13.8	5.8	2.5	0.9	1.4
10:00	21.4	12.3	7.7	2.8	0.7	1.6	0.1	1.7	13.8	5.9	2.5	0.8	1.4
10:15	20.2	11.1	6.5	2.5	0.7	1.6	0.1	1.5	12.6	5.9	2.4	0.8	1.4
10:30	20.2	11.0	6.3	2.6	0.7	1.5	0.1	1.6	12.4	6.0	2.4	0.8	1.4
10:45	20.5	11.4	6.6	2.7	0.7	1.6	0.1	1.5	12.8	5.9	2.4	0.8	1.4
11:00	21.9	12.5	7.9	2.8	0.8	1.7	0.1	1.7	14.0	6.2	2.4	0.8	1.4
11:15	21.6	12.2	7.7	2.5	0.6	1.6	0.1	1.7	13.8	6.0	2.5	0.8	1.5
11:30	22.2	12.7	8.2	2.5	0.6	1.6	0.1	1.6	14.2	6.1	2.6	0.9	1.5
11:45	23.7	13.8	9.3	2.4	0.7	1.6	0.1	1.6	15.4	6.3	2.7	1.0	1.5
12:00	24.6	14.6	10.1	2.6	0.9	1.8	0.1	1.8	16.2	6.8	2.8	1.0	1.5
12:15	21.8	12.3	8.6	2.0	0.6	1.4	0.1	1.8	14.0	6.0	2.6	1.0	1.4
12:30	20.6	12.3	9.1	1.8	0.4	1.1	0.1	1.8	14.0	5.1	2.2	0.8	1.2
12:45	19.1	11.4	8.1	1.9	0.4	1.2	0.0	1.6	12.8	4.7	2.1	0.8	1.2
13:00	17.9	10.0	6.4	2.0	0.7	1.4	0.1	1.5	11.4	5.0	2.3	0.8	1.3
13:15	16.3	8.4	4.5	1.9	0.7	1.4	0.1	1.5	9.8	4.9	2.3	0.8	1.3
13:30	15.7	7.7	4.1	1.8	0.6	1.4	0.0	1.5	9.2	4.8	2.2	0.8	1.3
13:45	15.0	7.4	4.0	1.8	0.5	1.3	0.1	1.5	8.8	4.7	2.0	0.6	1.2
14:00	14.7	7.3	4.0	1.9	0.5	1.3	0.1	1.5	8.7	4.5	2.0	0.6	1.2
14:15	13.6	6.5	3.2	1.7	0.5	1.2	0.0	1.3	7.8	4.3	2.0	0.6	1.2
14:30	13.4	6.5	3.1	1.8	0.5	1.2	0.0	1.3	7.6	4.2	2.0	0.7	1.1
14:45	13.6	6.7	3.3	1.8	0.5	1.3	0.1	1.3	7.9	4.3	1.9	0.6	1.1

Résultats du panel radio 2009 / Suisse romande

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

univers: 1'500'000 personnes (15+) échantillon: 11'766 personnes / 81'030 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		total		Radio France	privées fr
15:00	14.0	7.1	3.8	1.8	0.5	1.3	0.1	1.3	8.3	4.3	1.9	0.6	1.1
15:15	13.5	6.5	3.2	1.7	0.4	1.2	0.1	1.2	7.6	4.3	1.9	0.6	1.1
15:30	13.8	6.6	3.2	1.8	0.4	1.3	0.1	1.3	7.8	4.5	2.0	0.6	1.2
15:45	14.7	7.4	3.8	1.9	0.4	1.4	0.1	1.3	8.6	4.6	2.0	0.6	1.2
16:00	16.1	8.5	4.9	2.1	0.4	1.5	0.1	1.4	9.7	4.9	2.1	0.6	1.3
16:15	15.8	8.2	4.5	1.8	0.4	1.5	0.1	1.4	9.5	4.9	2.1	0.6	1.3
16:30	16.4	8.7	5.0	1.8	0.5	1.5	0.1	1.4	10.0	5.0	2.1	0.5	1.3
16:45	17.6	9.8	5.9	1.9	0.5	1.6	0.1	1.4	11.1	5.2	2.1	0.6	1.3
17:00	18.4	10.0	6.3	2.1	0.7	1.6	0.1	1.5	11.4	5.7	2.3	0.7	1.3
17:15	17.1	8.6	4.7	1.9	0.6	1.7	0.0	1.5	10.1	5.4	2.3	0.7	1.4
17:30	17.0	8.6	4.7	1.9	0.6	1.6	0.1	1.5	10.0	5.5	2.3	0.7	1.3
17:45	17.5	9.5	5.7	1.9	0.6	1.6	0.1	1.5	10.9	5.2	2.2	0.7	1.3
18:00	18.5	10.5	6.9	1.9	0.5	1.5	0.1	1.5	11.9	5.3	2.1	0.6	1.3
18:15	16.6	9.7	6.7	1.5	0.4	1.2	0.1	1.3	10.9	4.5	1.9	0.5	1.2
18:30	15.9	9.3	6.5	1.4	0.4	1.2	0.1	1.3	10.5	4.1	1.9	0.5	1.1
18:45	15.2	9.1	6.3	1.4	0.4	1.1	0.1	1.2	10.2	3.7	1.8	0.6	1.1
19:00	13.8	7.8	5.2	1.5	0.6	1.1	0.1	1.2	8.9	3.5	2.1	0.8	1.1
19:15	10.8	5.5	3.0	1.2	0.5	0.9	0.0	0.9	6.3	3.0	2.0	0.8	1.0
19:30	9.1	4.4	2.2	1.1	0.4	0.8	0.0	0.8	5.1	2.7	1.7	0.7	0.9
19:45	8.0	3.8	1.9	0.9	0.4	0.7	0.0	0.7	4.4	2.3	1.5	0.6	0.8
20:00	7.8	3.7	2.0	0.9	0.4	0.7	0.0	0.8	4.5	2.1	1.6	0.6	0.8
20:15	6.7	3.1	1.5	0.8	0.3	0.5	0.0	0.7	3.8	1.9	1.3	0.4	0.7
20:30	6.4	3.0	1.5	0.7	0.4	0.5	0.0	0.7	3.7	1.7	1.3	0.4	0.7
20:45	6.0	2.9	1.5	0.7	0.3	0.4	0.0	0.7	3.5	1.5	1.1	0.4	0.6
21:00	5.9	3.0	1.6	0.7	0.4	0.4	0.0	0.7	3.6	1.5	1.1	0.3	0.6
21:15	5.7	2.9	1.5	0.6	0.4	0.4	0.0	0.6	3.5	1.4	1.0	0.3	0.5
21:30	5.7	2.9	1.6	0.6	0.4	0.4	0.0	0.6	3.6	1.3	1.0	0.3	0.5
21:45	5.8	3.2	2.0	0.6	0.3	0.4	0.0	0.6	3.8	1.2	1.0	0.3	0.5
22:00	6.3	3.7	2.5	0.6	0.4	0.4	0.0	0.7	4.3	1.2	1.0	0.4	0.5
22:15	6.5	3.9	2.8	0.5	0.4	0.3	0.0	0.6	4.5	1.2	1.0	0.4	0.5
22:30	6.8	4.5	3.4	0.5	0.4	0.3	0.0	0.6	5.0	1.1	1.0	0.3	0.5
22:45	6.5	4.3	3.3	0.5	0.3	0.3	0.0	0.6	4.8	1.0	0.9	0.4	0.4
23:00	6.3	4.2	3.3	0.5	0.2	0.3	0.0	0.5	4.7	0.9	0.9	0.4	0.4
23:15	5.7	3.7	2.9	0.5	0.2	0.2	0.0	0.5	4.2	0.9	0.8	0.3	0.3
23:30	5.2	3.4	2.7	0.4	0.2	0.2	0.0	0.5	3.8	0.8	0.7	0.3	0.3
23:45	4.7	3.2	2.5	0.4	0.2	0.2	0.0	0.4	3.5	0.7	0.6	0.3	0.3
Pénétration quot.	86.8	57.4	40.2	17.5	7.4	14.4	1.3	19.0	64.5	45.4	31.4	10.4	15.4
Durée en minute:	106	64	42	11	4	7	0	8	71	24	11	4	6

Résultats du panel radio 2009 / Suisse romande

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

univers: 1'500'000 personnes (15+) échantillon: 11'766 personnes / 81'030 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		total		Radio France	privées fr
05:00	39.1	24.3	18.8	3.4	1.6	1.0	0.1	2.7	26.8	8.4	4.8	2.3	1.9
05:15	46.5	28.7	22.3	3.6	1.7	1.5	0.1	2.7	31.3	10.9	5.5	2.6	2.3
05:30	57.3	34.6	25.1	4.7	2.4	2.6	0.0	3.8	38.2	14.0	6.3	2.9	2.9
05:45	94.8	61.0	46.5	7.3	3.4	4.5	0.1	4.8	65.6	23.0	8.5	3.4	4.6
06:00	131.7	87.1	65.0	9.8	4.8	8.8	0.7	6.1	92.5	32.1	10.4	3.6	6.0
06:15	170.2	110.0	83.7	10.8	4.5	11.4	0.9	8.4	117.7	43.0	14.0	4.4	8.9
06:30	213.1	135.0	102.6	12.9	5.5	15.1	1.0	10.5	144.8	56.8	17.9	5.4	11.1
06:45	263.4	170.5	127.0	18.7	7.8	18.5	1.2	13.0	182.2	67.8	22.7	7.1	14.4
07:00	302.0	192.9	141.8	23.1	9.5	21.9	1.4	16.2	207.8	77.4	28.0	8.9	17.0
07:15	321.2	206.9	150.4	23.7	8.9	26.5	1.4	16.1	221.6	80.3	31.5	10.7	19.1
07:30	339.4	216.4	156.9	26.3	9.3	26.1	1.3	17.8	232.4	86.4	35.5	13.3	20.0
07:45	361.7	231.3	167.5	29.8	11.0	25.4	1.8	20.8	250.1	90.1	35.3	13.2	19.5
08:00	371.3	236.5	169.3	34.8	12.5	24.9	2.0	24.7	258.6	91.8	35.5	13.9	19.1
08:15	354.4	221.7	155.9	33.0	11.0	23.5	1.9	22.6	242.7	87.2	36.7	14.6	19.8
08:30	356.0	219.7	153.2	33.9	11.4	23.2	1.9	22.4	240.4	89.2	39.0	15.5	20.5
08:45	355.4	220.0	151.3	36.4	12.0	23.4	1.7	22.9	241.0	86.6	39.5	14.4	21.8
09:00	350.7	213.2	146.7	40.3	14.0	23.7	1.5	24.9	236.1	87.1	39.1	14.0	20.6
09:15	329.4	194.0	127.8	35.3	10.5	22.8	1.2	24.7	216.9	84.7	38.0	14.4	20.1
09:30	319.5	182.4	115.1	36.6	10.0	22.6	1.0	24.6	205.5	87.5	37.3	13.2	20.5
09:45	320.8	183.4	113.6	39.0	10.5	23.3	0.8	25.0	206.9	87.4	37.4	13.2	21.1
10:00	321.1	184.2	115.7	41.8	11.1	24.6	0.9	25.1	207.4	88.9	36.7	12.2	20.4
10:15	303.6	167.1	97.2	37.7	10.1	24.2	1.0	23.0	188.9	88.3	36.6	12.1	20.6
10:30	302.6	164.6	94.5	38.5	10.2	23.1	1.1	23.3	186.2	89.5	36.5	11.9	20.8
10:45	308.0	170.5	99.0	40.1	10.7	23.9	0.8	23.2	192.3	88.8	36.3	12.0	21.1
11:00	327.7	186.9	119.0	42.3	12.5	25.1	1.3	25.0	209.9	93.6	36.2	11.9	20.8
11:15	323.5	183.0	115.0	37.3	9.4	23.5	1.2	24.7	206.4	90.3	37.0	11.9	22.1
11:30	333.0	190.3	122.4	36.9	9.4	23.7	0.8	24.5	213.2	91.3	38.3	12.8	22.6
11:45	355.1	207.6	139.1	36.6	10.3	24.6	0.9	24.4	230.4	95.0	41.0	14.5	22.3
12:00	368.9	218.2	150.8	39.7	13.4	27.3	0.9	26.9	242.6	102.2	41.3	14.8	22.7
12:15	326.5	184.7	128.4	29.3	8.6	20.3	0.9	26.7	210.0	90.5	38.5	14.3	21.3
12:30	308.6	184.0	136.2	26.5	6.5	17.1	0.7	27.2	209.6	76.6	32.8	11.5	18.5
12:45	286.0	170.2	120.7	27.8	6.6	17.8	0.7	23.3	192.4	70.4	31.7	11.3	18.0
13:00	269.0	150.2	96.5	30.1	10.3	20.5	0.8	23.1	171.5	74.2	34.7	12.1	19.5
13:15	245.0	125.8	68.0	28.6	10.4	20.7	0.9	22.5	147.0	73.5	33.7	12.1	19.3
13:30	234.9	116.1	61.2	27.5	8.6	20.7	0.7	23.2	137.8	71.8	33.3	11.5	19.1
13:45	225.1	111.3	60.1	26.7	6.9	19.2	0.7	22.1	132.4	70.2	30.0	9.5	17.7
14:00	220.1	109.9	60.1	27.8	7.4	19.5	0.9	22.7	131.1	67.0	30.1	9.2	17.5
14:15	204.2	97.7	48.3	25.4	6.7	18.2	0.6	19.7	116.4	63.9	30.2	9.6	17.2
14:30	201.2	96.7	47.1	26.3	7.0	17.7	0.5	18.8	114.6	63.5	29.9	9.8	16.4
14:45	204.3	100.3	49.5	26.3	7.1	19.1	0.7	18.7	117.9	64.9	28.2	8.5	16.0

Résultats du panel radio 2009 / Suisse romande

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

univers: 1'500'000 personnes (15+) échantillon: 11'766 personnes / 81'030 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	209.3	106.8	56.6	27.5	7.6	19.3	0.9	19.3	124.7	64.5	28.0	8.8	16.2
15:15	201.9	96.9	47.6	25.3	6.4	18.5	0.7	18.5	114.4	65.0	28.8	9.2	17.1
15:30	207.0	99.5	48.5	26.6	6.4	19.3	0.8	18.7	117.4	67.4	29.2	8.8	17.8
15:45	220.3	110.4	56.6	28.5	6.2	20.7	0.8	19.9	129.1	69.6	29.7	9.2	18.1
16:00	241.3	127.3	73.6	31.8	6.4	21.9	1.0	20.8	145.9	73.8	31.7	8.7	19.6
16:15	237.5	123.0	67.7	27.5	6.5	22.7	0.8	20.2	141.8	73.4	31.3	8.3	19.5
16:30	245.8	130.3	74.9	27.5	7.2	22.7	0.7	20.2	149.4	74.8	31.0	8.1	19.7
16:45	263.5	146.3	89.0	28.7	7.5	23.7	0.8	21.0	166.1	77.4	31.0	8.5	19.4
17:00	275.3	149.8	93.9	31.5	9.7	24.0	0.8	23.1	170.2	85.2	33.7	10.2	20.1
17:15	256.0	129.5	70.6	28.1	8.5	24.7	0.7	22.8	150.9	81.2	34.4	10.4	20.8
17:30	254.6	128.3	69.7	28.3	8.6	24.4	0.7	22.9	149.8	82.9	33.7	10.3	20.2
17:45	262.3	142.5	85.6	29.0	9.0	23.2	1.0	22.2	163.1	78.5	32.5	10.1	19.9
18:00	277.0	157.3	103.3	27.8	8.0	22.2	1.0	22.6	178.2	79.8	31.7	8.9	19.2
18:15	249.6	144.8	99.8	22.4	5.5	18.5	0.9	19.5	163.1	66.9	28.8	8.2	17.8
18:30	238.0	139.6	97.2	21.1	5.4	17.3	1.0	18.9	157.5	61.2	27.9	8.1	16.8
18:45	227.2	135.8	94.0	20.9	6.4	16.6	0.7	18.0	152.9	55.4	27.0	8.2	15.9
19:00	206.7	117.5	78.6	22.5	8.7	16.0	0.7	17.2	133.2	52.8	31.5	11.6	16.2
19:15	161.5	81.8	44.5	18.3	6.9	13.9	0.4	14.0	95.1	44.2	29.6	11.2	15.1
19:30	136.0	65.9	33.5	16.2	6.1	11.6	0.5	11.6	76.9	39.7	25.4	9.7	13.6
19:45	119.3	56.4	28.3	13.9	5.2	9.7	0.5	10.3	66.2	35.1	23.0	8.7	12.2
20:00	117.3	55.8	29.6	13.6	5.2	9.7	0.5	12.4	67.4	32.2	24.1	8.4	12.6
20:15	100.6	46.1	22.2	11.9	4.6	7.9	0.4	10.9	56.5	28.5	19.7	6.6	11.1
20:30	95.2	44.5	22.0	10.8	5.4	7.2	0.2	11.0	55.2	25.0	18.9	6.1	10.3
20:45	89.8	43.1	22.2	10.1	5.0	6.5	0.2	10.5	53.2	23.0	16.7	5.5	9.0
21:00	89.1	44.9	24.4	10.1	5.4	6.6	0.3	9.9	54.4	21.7	16.4	5.2	8.9
21:15	84.7	42.7	21.9	9.2	5.6	6.4	0.2	9.6	51.9	20.2	14.8	5.0	7.7
21:30	85.6	44.1	24.3	8.8	5.6	5.8	0.3	9.6	53.4	19.4	15.4	5.1	7.9
21:45	87.1	48.6	29.4	8.9	5.1	5.5	0.3	9.5	57.6	18.1	14.5	5.2	7.1
22:00	94.0	54.9	36.9	9.1	5.3	5.3	0.3	10.4	64.7	18.3	14.8	5.5	6.8
22:15	97.2	58.7	41.9	7.9	5.4	4.2	0.4	9.0	67.1	17.8	15.4	5.6	7.5
22:30	102.4	66.9	50.6	7.9	6.0	3.8	0.3	8.5	75.0	16.5	14.5	5.0	7.2
22:45	97.9	64.2	49.1	7.8	4.2	3.7	0.5	8.2	71.9	14.4	14.0	5.3	6.5
23:00	94.3	63.3	49.4	7.8	3.4	3.9	0.3	8.1	70.7	13.7	13.0	5.5	5.9
23:15	84.9	55.9	43.4	6.8	2.7	3.2	0.2	7.2	62.8	13.0	11.8	5.2	5.0
23:30	78.4	50.8	39.8	6.3	2.3	2.7	0.2	7.0	57.6	11.9	10.8	4.9	4.3
23:45	70.9	47.7	37.4	5.9	2.4	2.3	0.3	5.4	52.9	10.1	9.6	4.6	3.8
Pénétration quot.	1'302.1	861.0	602.7	262.9	111.2	216.1	19.5	285.1	967.4	681.0	470.3	156.6	231.4
Durée en minute:	106	64	42	11	4	7	0	8	71	24	11	4	6

Résultats du panel radio 2009 / Suisse romande

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

univers: 1'500'000 personnes (15+) échantillon: 11'766 personnes / 81'030 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
05:00	100.0	68.0	53.2	8.5	4.2	2.0	0.1	6.9	74.9	14.4	10.7	6.1	4.1	
05:15	100.0	66.6	52.8	7.5	4.1	2.1	0.0	6.2	72.8	16.5	10.7	5.6	4.7	
05:30	100.0	65.7	49.3	7.9	4.9	3.7	0.0	6.4	72.1	17.1	10.8	5.4	5.2	
05:45	100.0	65.0	48.7	8.2	4.5	3.6	0.1	6.1	71.1	19.8	9.2	4.3	4.7	
06:00	100.0	69.2	53.3	6.7	3.8	5.0	0.4	4.5	73.7	19.4	6.9	2.5	4.2	
06:15	100.0	67.0	51.5	5.7	3.2	5.9	0.6	4.7	71.6	20.9	7.5	2.4	4.9	
06:30	100.0	65.7	51.3	5.4	2.8	5.7	0.5	4.6	70.2	22.2	7.6	2.5	4.9	
06:45	100.0	66.3	50.5	6.2	3.1	6.0	0.5	4.6	70.9	21.5	7.6	2.5	4.9	
07:00	100.0	67.3	50.7	6.8	3.1	6.3	0.5	4.8	72.2	20.6	7.3	2.5	4.6	
07:15	100.0	66.6	49.7	6.7	2.9	6.9	0.4	4.5	71.2	20.8	8.0	3.0	4.8	
07:30	100.0	65.9	49.3	6.8	2.8	6.6	0.4	4.8	70.6	21.1	8.3	3.5	4.5	
07:45	100.0	66.1	49.9	7.2	2.8	5.9	0.4	5.2	71.3	20.8	8.0	3.4	4.2	
08:00	100.0	65.4	47.9	8.2	3.1	5.7	0.5	6.1	71.5	20.6	7.9	3.4	4.2	
08:15	100.0	64.4	46.6	8.4	3.0	6.0	0.4	5.8	70.3	21.1	8.7	3.8	4.5	
08:30	100.0	63.8	45.8	8.7	3.0	5.8	0.5	5.7	69.5	21.2	9.4	4.2	4.8	
08:45	100.0	63.9	45.3	9.4	3.1	5.7	0.4	5.7	69.6	20.7	9.7	4.2	5.1	
09:00	100.0	63.7	44.1	10.1	3.4	5.7	0.4	6.3	70.0	20.7	9.4	3.8	5.0	
09:15	100.0	61.6	41.4	10.5	3.2	6.2	0.3	6.7	68.4	22.0	9.6	3.9	5.3	
09:30	100.0	59.8	38.5	11.3	3.3	6.6	0.2	6.9	66.7	23.5	9.9	3.9	5.6	
09:45	100.0	59.3	37.4	11.9	3.3	6.6	0.2	6.9	66.2	24.0	9.8	3.7	5.7	
10:00	100.0	59.5	36.5	12.6	3.4	6.9	0.2	7.1	66.6	23.8	9.7	3.6	5.6	
10:15	100.0	57.3	33.9	12.5	3.3	7.4	0.2	7.1	64.4	25.5	10.2	3.8	5.9	
10:30	100.0	56.7	32.8	12.7	3.5	7.3	0.3	7.2	63.9	26.2	9.9	3.6	5.8	
10:45	100.0	57.1	33.3	12.9	3.5	7.2	0.2	7.0	64.2	25.8	10.0	3.5	6.0	
11:00	100.0	59.3	36.7	12.0	3.1	7.1	0.3	6.5	65.7	24.9	9.4	3.3	5.7	
11:15	100.0	59.5	38.6	11.1	2.8	6.8	0.2	6.9	66.4	24.1	9.6	3.5	5.7	
11:30	100.0	60.4	40.4	10.5	2.8	6.6	0.1	6.5	67.0	23.4	9.6	3.6	5.5	
11:45	100.0	61.2	42.5	9.8	2.8	6.0	0.2	6.3	67.5	22.7	9.8	3.9	5.4	
12:00	100.0	61.5	42.5	9.7	3.0	6.1	0.2	6.6	68.1	22.2	9.7	3.8	5.5	
12:15	100.0	58.3	42.1	8.4	2.4	5.3	0.2	7.4	65.8	24.1	10.1	4.3	5.4	
12:30	100.0	63.8	49.0	8.0	1.9	4.7	0.2	7.9	71.6	20.1	8.3	3.2	4.9	
12:45	100.0	62.4	46.0	8.8	2.0	5.4	0.1	8.0	70.3	20.4	9.3	3.5	5.5	
13:00	100.0	57.1	35.5	10.6	4.1	6.7	0.2	8.4	65.5	23.0	11.5	4.6	6.5	
13:15	100.0	52.9	29.1	11.4	4.5	7.8	0.2	9.1	62.0	25.8	12.3	5.0	6.9	
13:30	100.0	50.9	27.6	11.8	3.4	8.0	0.1	9.8	60.7	26.8	12.4	4.8	7.2	
13:45	100.0	50.9	27.7	11.6	3.6	7.8	0.2	9.9	60.7	27.4	11.9	4.3	7.1	
14:00	100.0	51.8	27.4	12.5	3.5	8.2	0.3	9.9	61.7	26.7	11.6	3.9	7.0	
14:15	100.0	49.7	24.4	12.9	3.6	8.5	0.2	9.7	59.3	28.3	12.4	4.4	7.3	
14:30	100.0	49.4	23.8	13.3	3.7	8.5	0.2	9.3	58.7	28.6	12.7	4.7	7.1	
14:45	100.0	50.5	24.2	13.4	3.8	8.9	0.3	9.1	59.6	28.5	11.9	4.2	6.9	

Résultats du panel radio 2009 / Suisse romande

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

univers: 1'500'000 personnes (15+) échantillon: 11'766 personnes / 81'030 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
15:00	100.0	52.4	26.7	13.3	3.3	8.8	0.3	8.9	61.2	27.6	11.2	4.0	6.5
15:15	100.0	50.0	24.7	13.0	3.2	8.8	0.3	9.1	59.1	28.7	12.2	4.2	7.3
15:30	100.0	50.1	24.7	12.9	3.2	8.9	0.4	9.1	59.1	28.6	12.3	4.2	7.5
15:45	100.0	51.1	25.8	12.9	3.2	8.8	0.3	9.1	60.2	28.0	11.8	3.9	7.3
16:00	100.0	55.3	31.2	12.7	2.6	8.4	0.4	7.7	63.0	26.4	10.7	3.1	6.9
16:15	100.0	55.1	31.3	11.9	2.9	8.7	0.3	7.8	62.9	26.7	10.4	3.2	6.7
16:30	100.0	55.5	32.6	11.4	2.7	8.6	0.2	7.7	63.2	26.3	10.5	3.1	6.9
16:45	100.0	58.0	36.8	10.5	2.5	8.0	0.2	7.6	65.6	24.8	9.6	2.9	6.3
17:00	100.0	55.2	32.9	11.0	3.1	8.1	0.2	8.2	63.5	26.6	10.0	3.1	6.3
17:15	100.0	52.3	28.8	10.8	3.5	8.9	0.2	8.6	60.9	27.8	11.3	3.8	7.0
17:30	100.0	51.7	28.4	11.0	3.6	8.5	0.2	8.5	60.3	28.5	11.2	3.9	6.9
17:45	100.0	54.2	31.2	10.9	3.7	8.3	0.2	8.4	62.6	26.3	11.1	3.9	6.8
18:00	100.0	59.5	41.0	9.0	2.4	6.8	0.3	7.6	67.1	24.0	9.0	2.8	5.7
18:15	100.0	61.7	44.4	8.2	2.2	6.6	0.3	7.8	69.5	21.6	9.0	2.6	5.8
18:30	100.0	62.2	44.9	8.3	2.4	6.3	0.3	7.7	69.9	20.6	9.5	3.0	6.1
18:45	100.0	62.8	44.9	8.9	2.5	6.3	0.2	7.5	70.3	20.1	9.6	2.9	6.2
19:00	100.0	58.1	36.9	10.5	3.6	6.9	0.2	7.4	65.5	21.5	13.0	5.1	7.2
19:15	100.0	51.6	27.9	11.2	4.3	8.1	0.2	8.3	60.0	23.5	16.6	6.7	8.8
19:30	100.0	49.1	24.4	12.1	4.5	7.9	0.2	8.0	57.1	25.7	17.2	7.2	9.1
19:45	100.0	47.8	23.1	12.2	4.5	7.7	0.3	8.1	55.9	25.9	18.3	7.6	9.7
20:00	100.0	48.7	24.4	12.0	4.5	7.6	0.2	9.8	58.5	24.0	17.6	6.5	10.1
20:15	100.0	49.1	23.8	12.2	5.3	7.7	0.2	10.5	59.7	23.8	16.5	5.6	10.0
20:30	100.0	49.3	24.7	11.4	6.1	6.9	0.1	10.9	60.1	22.7	17.2	5.9	10.1
20:45	100.0	51.1	26.3	11.4	6.6	6.5	0.2	10.9	62.0	21.9	16.2	5.6	9.3
21:00	100.0	52.9	27.3	11.5	6.9	6.9	0.3	10.4	63.3	20.8	15.8	5.2	9.8
21:15	100.0	53.6	28.1	11.3	7.5	6.5	0.2	11.1	64.7	20.2	15.1	5.5	8.6
21:30	100.0	55.1	30.7	10.9	7.3	6.0	0.2	10.8	65.8	18.8	15.4	5.5	8.6
21:45	100.0	57.6	34.6	10.2	7.0	5.5	0.3	10.6	68.2	17.5	14.3	5.4	7.6
22:00	100.0	60.9	40.8	9.3	6.3	4.2	0.3	10.6	71.4	15.2	13.4	5.6	6.6
22:15	100.0	64.0	45.7	8.3	6.3	3.3	0.3	9.0	73.0	14.6	12.5	5.0	6.4
22:30	100.0	70.6	54.3	7.1	5.9	3.0	0.3	7.5	78.1	11.5	10.4	3.7	5.9
22:45	100.0	70.1	54.8	7.6	4.3	3.1	0.4	7.7	77.8	11.4	10.9	4.3	5.7
23:00	100.0	71.1	56.6	7.9	3.5	3.0	0.2	7.9	79.1	10.6	10.3	4.9	4.8
23:15	100.0	71.4	57.0	8.0	3.2	2.9	0.2	7.9	79.3	10.3	10.4	5.2	4.5
23:30	100.0	70.7	57.0	8.0	2.9	2.6	0.2	8.3	79.0	10.4	10.6	5.6	4.2
23:45	100.0	73.0	59.2	8.0	3.2	2.4	0.3	7.6	80.6	9.7	9.7	5.5	3.7
Parts de marché													
quotidienne	100.0	59.9	39.9	10.0	3.4	6.5	0.3	7.4	67.3	22.3	10.4	4.0	5.9

Résultats du panel radio 2009 / Suisse romande

PÉNÉTRATION QUOTIDIENNE en % (lu-di)

univers: 1'500'000 personnes (15+) échantillon: 11'766 personnes / 81'030 jours mesurés

	2001	2002	2003	2004 ¹	2005	2006	2007	2008	2009
total radio	90.4	89.2	89.0	90.5	89.7	88.9	89.4	88.1	86.8
SRG SSR idée suisse	63.5	63.6	64.3	64.2	63.7	62.2	62.5	63.3	64.5
RSR	55.7	55.0	55.1	55.2	54.7	53.6	53.3	53.9	57.4
La Première	40.8	38.7	40.8	40.9	40.1	38.3	37.2	37.1	40.2
Option Musique ²	15.7	14.1	14.3	13.6	13.8	14.6	14.5	14.0	17.5
Espace 2 ²	9.2	7.1	6.9	6.7	6.3	6.1	6.0	6.2	7.4
Couleur 3	9.6	10.5	9.3	9.3	8.9	9.1	10.0	10.5	14.4
WRS								2.3	1.3
SR DRS1	7.4	7.7	8.5	7.0	7.3	6.6	7.0	6.4	4.9
RSI Rete Uno	1.8	2.6	2.7	2.3	2.9	2.5	2.5	2.1	1.6
Swiss Satellite Radios ²	5.1	5.0	5.1	5.2	5.7	5.0	4.9	5.0	7.3
autres SSR	9.9	9.1	9.7	9.6	9.0	8.7	9.7	11.3	8.0
total stations étrangères	50.2	46.1	44.7	46.0	45.1	43.9	43.7	37.5	31.4
Radio France	15.4	13.1	13.5	14.2	14.5	13.8	14.1	11.3	10.4
France Inter	4.9	4.4	4.7	5.0	4.5	4.2	4.2	3.8	3.3
France Info	5.0	4.7	4.8	4.6	4.6	4.2	4.3	3.8	3.5
France Musique	3.3	2.8	2.7	2.9	2.6	2.5	2.3	2.0	2.3
France Culture	5.0	3.6	3.3	3.7	4.9	4.8	5.2	3.4	3.3
privées étrangères françaises	23.7	21.4	20.0	20.3	19.2	18.7	18.4	16.0	15.4
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	2.9
NRJ (F)	4.9	5.4	4.5	5.7	5.2	4.4	4.6	4.3	4.9
Virgin (Europe 2 jusqu'au 31.12.2007)	3.1	3.2	3.1	3.1	2.8	2.6	2.8	2.7	2.5
Nostalgie ³	9.3	7.3	6.9	7.1	6.8	6.3	6.2	5.9	6.1

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.

Résultats du panel radio 2009 / Suisse romande

PÉNÉTRATION QUOTIDIENNE en % (lu-di)

univers: 1'500'000 personnes (15+) échantillon: 11'766 personnes / 81'030 jours mesurés

	2001	2002	2003	2004	2005	2006	2007	2008	2009
total radio	90.4	89.2	89.0	90.5	89.7	88.9	89.4	88.1	86.8
radios privées suisses	55.5	51.1	50.7	52.5	52.6	51.4	52.3	49.0	45.4
Yes FM (Radio Lac jusqu'au 23.08.2009)	4.6	4.2	4.5	4.7	4.7	4.3	4.4	4.1	4.1
One FM	4.8	5.0	4.5	5.2	5.4	6.1	6.3	6.4	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	7.2
Rouge FM (Framboise jusqu'au 01.07.2005)	6.8	5.8	5.7	6.7	7.1	6.1	6.6	6.9	7.3
Chablais	3.5	3.4	3.1	3.4	3.4	3.2	3.1	2.9	3.3
RTN ¹	4.4	4.8	4.8	5.1	5.1	5.2	5.3	5.0	-
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	-
BNJ									8.7
Rhône	4.9	4.5	4.4	4.7	4.4	4.4	4.5	4.7	5.0
Canal3 (net)	2.0	1.7	1.5	1.2	1.1	1.2	1.1	0.7	0.4
Fribourg (net)	4.2	4.1	3.9	4.6	4.7	4.6	4.9	4.7	5.1
Cité	-	-	-	2.5	2.3	2.0	1.8	1.3	1.1
Meyrin	-	-	-	0.4	0.4	0.4	0.3	0.4	0.4
autres radios privées suisses fr. ²	-	2.8	2.9	0.2	0.2	0.2	0.6	0.8	0.6

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.

Résultats du panel radio 2009 / Suisse romande

UTILISATION en minutes (lu-di)

univers: 1'500'000 personnes (15+) échantillon: 11'766 personnes / 81'030 jours mesurés

	2001	2002	2003	2004 ¹	2005	2006	2007	2008	2009
total radio	107	103	105	101	99	97	98	99	106
SRG SSR idée suisse	64	64	66	63	63	62	62	64	71
RSR	56	56	58	56	56	56	55	57	64
La Première	38	39	41	41	41	39	38	39	42
Option Musique ²	9	9	9	8	8	9	9	9	11
Espace 2 ²	4	4	3	3	3	3	3	3	4
Couleur 3	5	5	4	4	4	4	5	5	7
WRS								0	0
SR DRS1	3	3	4	2	3	3	2	3	3
RSI Rete Uno	0	0	0	0	0	0	0	1	0
Swiss Satellite Radios ²	1	2	2	2	2	2	2	2	3
autres SSR	2	2	2	2	2	2	2	2	2
total stations étrangères	18	16	15	14	13	12	12	12	11
Radio France	6	5	6	5	5	4	4	4	4
France Inter	2	2	2	2	2	2	2	1	2
France Info	1	1	2	1	1	1	1	1	1
France Musique	1	1	1	1	1	1	1	1	1
France Culture	1	1	1	1	1	1	1	1	1
privées étrangères françaises	10	9	8	7	7	7	7	6	6
Radio la Plus (Thollon jusqu'au 01.08.2005)	1	1	1	0	1	1	1	1	1
NRJ (F)	2	2	2	2	2	1	1	1	2
Virgin (Europe 2 jusqu'au 31.12.2007)	1	1	1	1	1	1	1	1	1
Nostalgie ³	4	3	3	3	3	3	2	3	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.

Résultats du panel radio 2009 / Suisse romande

UTILISATION en minutes (lu-di)

univers: 1'500'000 personnes (15+) échantillon: 11'766 personnes / 81'030 jours mesurés

	2001	2002	2003	2004	2005	2006	2007	2008	2009
total radio	107.4	103.2	104.9	100.8	99.5	96.9	97.8	99.2	106
radios privées suisses	26.3	23.9	23.8	23.8	23.4	22.3	23.4	23.6	23.7
Yes FM (Radio Lac jusqu'au 23.08.2009)	1.8	1.6	1.7	1.9	1.6	1.4	1.5	1.6	1.4
One FM	2.5	2.5	2.4	2.3	2.5	2.7	3.0	3.0	2.7
WRG FM World Radio Geneva	0.4	0.4	0.3	0.3	0.3	0.3	0.2	-	-
Lausanne FM	2.9	2.9	3.1	3.4	3.1	3.1	2.8	3.0	3.1
Rouge FM (Framboise jusqu'au 01.07.2005)	3.2	2.5	2.3	2.7	2.9	2.5	2.7	2.9	3.1
Chablais	1.9	1.8	1.7	1.7	1.6	1.3	1.6	1.5	1.7
RTN ¹	1.9	2.3	2.5	2.7	2.7	2.7	2.9	2.8	-
Radio Jura Bernois	1.8	1.8	1.5	1.1	0.9	0.9	0.8	0.9	-
Fréquence Jura	2.8	2.3	2.3	1.8	1.7	1.6	1.6	1.7	-
BNJ									5.3
Rhône	2.7	2.4	2.3	2.4	2.3	1.9	2.1	2.4	2.7
Canal3 (net)	0.5	0.4	0.3	0.2	0.2	0.2	0.2	0.1	0.1
Fribourg (net)	1.9	1.7	1.7	1.9	2.1	2.1	2.2	2.1	2.4
Cité	-	-	-	0.3	0.2	0.2	0.2	0.2	0.3
Meyrin	-	-	-	0.0	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	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.

Résultats du panel radio 2009 / Suisse romande

PARTS DE MARCHÉ en % (lu-di)

univers: 1'500'000 personnes (15+) échantillon: 11'766 personnes / 81'030 jours mesurés

	2001	2002	2003	2004 ¹	2005	2006	2007	2008	2009
total radio	100.0	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	67.3
RSR	52.5	54.6	55.3	55.9	56.7	57.3	56.7	57.3	59.9
La Première	35.7	37.2	39.3	40.8	41.1	40.4	39.3	39.5	39.9
Option Musique ²	8.2	8.6	8.7	7.8	8.1	9.1	9.0	8.7	10.0
Espace 2 ²	4.1	3.9	3.2	3.3	3.5	3.5	3.6	3.4	3.4
Couleur 3	4.5	4.9	4.2	4.0	4.0	4.4	4.8	5.3	6.5
WRS								0.3	0.3
SR DRS1	2.9	2.9	3.5	2.5	2.7	2.8	2.5	2.8	2.9
RSI Rete Uno	0.5	0.5	0.5	0.4	0.5	0.5	0.4	0.5	0.3
Swiss Satellite Radios ²	1.3	1.7	1.6	1.8	1.8	1.8	1.9	2.1	2.6
autres SSR	2.1	2.1	1.9	2.0	1.8	2.0	2.0	2.1	1.6
total stations étrangères	16.5	15.3	14.8	13.9	13.3	12.8	12.8	11.8	10.4
Radio France	5.4	5.1	5.5	5.2	4.7	4.5	4.3	4.0	4.0
France Inter	2.2	2.0	2.0	2.0	1.7	1.6	1.6	1.5	1.4
France Info	1.4	1.4	1.5	1.1	1.2	1.1	1.1	1.1	1.1
France Musique	1.0	0.9	0.9	0.9	0.8	0.8	0.7	0.7	0.9
France Culture	0.9	0.9	1.1	1.1	1.0	0.9	0.9	0.7	0.7
privées étrangères françaises	9.2	8.4	7.8	7.2	7.1	6.9	7.0	6.5	5.9
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	0.6
NRJ (F)	1.5	1.9	1.6	1.9	1.7	0.6	1.4	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	0.5
Nostalgie ³	4.1	3.1	3.1	2.8	2.8	2.6	2.5	2.5	2.4

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.

Résultats du panel radio 2009 / Suisse romande

PARTS DE MARCHÉ en % (lu-di)

univers: 1'500'000 personnes (15+) échantillon: 11'766 personnes / 81'030 jours mesurés

	2001	2002	2003	2004	2005	2006	2007	2008	2009
total radio	100.0	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	22.3
Yes FM (Radio Lac jusqu'au 23.08.2009)	1.6	1.5	1.6	1.8	1.6	1.4	1.6	1.6	1.3
One FM	2.3	2.4	2.2	2.2	2.4	2.8	3.0	3.0	2.6
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	2.9
Rouge FM (Framboise jusqu'au 01.07.2005)	2.9	2.4	2.2	2.7	2.9	2.5	2.7	2.8	2.9
Chablais	1.7	1.8	1.6	1.7	1.6	1.4	1.6	1.5	1.6
RTN ¹	1.8	2.1	2.4	2.6	2.7	2.8	2.9	2.8	-
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	-
BNJ									5.0
Rhône	2.5	2.3	2.2	2.4	2.3	2.0	2.2	2.3	2.5
Canal3 (net)	0.5	0.4	0.3	0.2	0.2	0.2	0.2	0.1	0.1
Fribourg (net)	1.7	1.6	1.6	1.9	2.1	2.2	2.2	2.1	2.3
Cité	-	-	-	0.3	0.2	0.3	0.2	0.3	0.3
Meyrin	-	-	-	0.0	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	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 %

Résultats du panel radio 2009 / Suisse romande

PÉNÉTRATION QUOTIDIENNE en % (lu-di)

univers: 1'500'000 personnes (15+) échantillon: 11'766 personnes / 81'030 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		2009	Région
radios privées suisses									
Yes FM (Radio Lac jusqu'au 23.08.2009)	9.3	8.6	7.7	8.0	7.7	Genève-Lausanne		2.1	Arc Lémanique
One FM	11.1	11.1	12.0	11.9	12.3	Genève-Lausanne		10.1	Arc Lémanique
Lausanne FM	23.4	21.7	21.7	21.2	20.8	Vaud-Sud		10.9	Arc Lémanique
Rouge FM (Framboise jusqu'au 01.07.2005)	15.7	16.6	14.6	14.9	15.4	Vaud		10.0	Arc Lémanique
Cité	2.7	2.6	2.3	2.4	2.1	Genève-Rolle		2.7	Genève
Chablais	28.1	28.6	27.3	26.7	25.2	Chablais		23.5	Chablais
Rhône	42.1	39.0	37.5	37.9	40.1	Bas-Valais		33.5	Bas-Valais
RTN	37.9	38.4	38.3	38.9	38.1	Neuchâtel			
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			
BNJ								35.3	Arc Jurassien
Canal3 (français)	2.8	2.2	2.5	2.4	2.5	Bienne		3.3	Bienne
Fribourg (français)	30.3	32.0	31.4	32.1	32.1	Fribourg		27.7	Fribourg

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

Résultats du panel radio 2009 / Suisse romande

PÉNÉTRATION QUOTIDIENNE en millier (lu-di)

univers: 1'500'000 personnes (15+) échantillon: 11'766 personnes / 81'030 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		2009	Région
radios privées suisses									
Yes FM (Radio Lac jusqu'au 23.08.2009)	57.4	53.5	50.0	52.3	51.2	Genève-Lausanne		19.0	Arc Lémanique
One FM	68.7	68.9	78.1	78.2	81.4	Genève-Lausanne		92.2	Arc Lémanique
Lausanne FM	76.6	71.1	75.6	74.7	74.0	Vaud-Sud		99.5	Arc Lémanique
Rouge FM (Framboise jusqu'au 01.07.2005)	67.5	71.7	66.8	68.8	72.4	Vaud		90.6	Arc Lémanique
Cité	10.6	10.3	9.6	10.0	9.0	Genève-Rolle		11.7	Genève
Chablais	33.2	33.8	34.0	33.8	32.4	Chablais		39.8	Chablais
Rhône	54.5	50.5	50.9	52.5	56.6	Bas-Valais		65.9	Bas-Valais
RTN	54.4	55.1	56.4	57.5	56.6	Neuchâtel			
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			
BNJ								125.3	Arc Jurassien
Canal3 (français)	4.1	3.3	3.8	3.6	4.0	Bienne		6.4	Bienne
Fribourg (français)	44.0	46.3	48.2	50.3	51.4	Fribourg		61.6	Fribourg

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

Résultats du panel radio 2009 / Suisse romande

UTILISATION en minutes (lu-di)

univers: 1'500'000 personnes (15+) échantillon: 11'766 personnes / 81'030 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		2009	Région
radios privées suisses									
Yes FM (Radio Lac jusqu'au 23.08.2009)	3.9	3.2	2.8	3.2	3.2	Genève-Lausanne		0.7	Arc Lémanique
One FM	5.1	5.3	5.8	6.0	6.2	Genève-Lausanne		4.4	Arc Lémanique
Lausanne FM	11.0	10.5	10.4	9.5	9.9	Vaud-Sud		4.8	Arc Lémanique
Rouge FM (Framboise jusqu'au 01.07.2005)	6.8	7.2	6.4	6.7	6.8	Vaud		4.2	Arc Lémanique
Cité	0.4	0.3	0.4	0.5	0.6	Genève-Rolle		0.9	Genève
Chablais	16.8	15.6	13.6	15.8	14.9	Chablais		13.1	Chablais
Rhône	23.9	22.8	18.6	20.9	22.8	Bas-Valais		19.3	Bas-Valais
RTN	22.9	23.2	23.4	24.9	25.1	Neuchâtel			
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			
BNJ								22.9	Arc Jurassien
Canal3 (français)	0.9	1.1	0.7	0.6	0.9	Bienne		1.3	Bienne
Fribourg (français)	16.0	18.6	18.6	18.3	17.9	Fribourg		14.9	Fribourg

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

Résultats du panel radio 2009 / Suisse romande

PARTS DE MARCHÉ en % (lu-di)

univers: 1'500'000 personnes (15+) échantillon: 11'766 personnes / 81'030 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		2009	Région
radios privées suisses									
Yes FM (Radio Lac jusqu'au 23.08.2009)	3.9	3.3	3.1	3.3	3.4	Genève-Lausanne		0.6	Arc Lémanique
One FM	5.1	5.3	6.1	6.2	6.3	Genève-Lausanne		4.2	Arc Lémanique
Lausanne FM	10.5	10.1	10.2	9.5	9.9	Vaud-Sud		4.7	Arc Lémanique
Rouge FM (Framboise jusqu'au 01.07.2005)	6.5	7.0	6.2	6.6	6.6	Vaud		4.0	Arc Lémanique
Cité	0.4	0.4	0.4	0.5	0.6	Genève-Rolle		1.0	Genève
Chablais	17.7	16.2	14.9	15.9	15.7	Chablais		11.7	Chablais
Rhône	23.5	22.3	19.6	21.0	21.7	Bas-Valais		17.7	Bas-Valais
RTN	21.1	22.1	21.7	22.4	23.7	Neuchâtel			
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			
BNJ								21.0	Arc Jurassien
Canal3 (français)	0.8	1.0	0.7	0.5	0.8	Bienne		1.1	Bienne
Fribourg (français)	15.2	17.8	17.5	17.2	16.6	Fribourg		13.4	Fribourg

4. EQUIPEMENT ELECTRONIQUE ET CONDITIONS DE RECEPTION

4.1 Establishment Survey: méthode et compte-rendu

4.1.1 Remarque préliminaire

La mesure des taux de pénétration de la radio et de la télévision par Mediapulse est tributaire de la disponibilité d'informations valables et représentatives sur la diffusion des technologies de réception, d'enregistrement et de lecture des programmes de radio et de télévision. En Suisse, ces données étaient collectées depuis 2002 à la faveur de l'enquête annuelle Establishment Survey (ES). Remaniée en profondeur en 2008, cette enquête a été réalisée pour la première fois sous sa nouvelle forme et sous son nouveau nom – New Establishment Survey (NES) – en 2009.

La nouvelle conception de l'enquête repose sur une adaptation de son contenu à l'évolution des technologies médiatiques, compte tenu en particulier de leur convergence croissante, ainsi que sur une optimisation qualitative de la méthode appliquée, visant trois objectifs: premièrement, inclure les ménages non joignables par le biais des annuaires téléphoniques traditionnels, deuxièmement, respecter systématiquement le principe de la sélection purement aléatoire des ménages et, enfin, obtenir une participation aussi élevée que possible de l'échantillon initial. Ces objectifs étaient prioritaires par rapport à la comparabilité des résultats avec ceux des enquêtes précédentes, de sorte que l'actualisation des anciens chiffres n'est possible que sous réserve.

4.1.2 Méthode et compte-rendu

Les résultats du NES 2009 sur la diffusion des appareils et des technologies de réception présentés ci-après reposent sur les données collectées auprès de 10 152 ménages, interrogés lors de deux campagnes distinctes (mai/juin et novembre/décembre). L'univers de l'enquête est constitué de tous les ménages privés et collectifs de Suisse et de la Principauté de Liechtenstein (N = 3,13 millions). La sélection des ménages s'est déroulée selon une procédure d'échantillonnage à trois niveaux, sur la base du fichier d'adresses de La Poste Suisse. Tous les ménages sélectionnés auxquels on a pu attribuer un numéro d'appel figurant dans un annuaire téléphonique traditionnel ont été interrogés par téléphone et tous les autres au moyen d'un questionnaire envoyé par la poste. On a si possible toujours questionné la personne connaissant le mieux l'équipement technique du ménage. La participation de l'échantillon brut a atteint 69 % pour les interviews téléphoniques et 43 % pour les questionnaires écrits.

Vous trouverez d'autres informations sur la conception et sur la méthodologie du NES sur le site Internet de Mediapulse SA (www.mediapulse.ch) ainsi que dans un article de l'Annuaire 2010 de l'Association suisse des spécialistes en recherches de marché et sociales (asms). Les données complètes du NES sont commercialisées par Publica Data SA (Fondation Mediapulse) et mises à la disposition des intéressés sous la forme d'un logiciel d'analyse en ligne.

4.2 Equipement des foyers – Suisse romande

Univers: 730'133 foyers

Nombre de cas: non pondérés = 3642; pondérés = 2369

4.2.1 Equipement des foyers en appareils de télévision recevant des programmes, en pour cent

Nombre	Total	Avec télétexte	Avec écran plat	Avec format 16:9	Avec son bicanal	Achetés neufs depuis 2006
0	10	16	49	43	29	52
1	67	61	42	43	44	41
2	19	15	6	5	9	5
3+	4	3	1	1	2	1
NSP	0	5	2	8	17	2

4.2.2 Equipement des foyers en technologies de réception TV, en pour cent

Caractéristique	Condition	Base	2009
FOY-TV	Au moins 1 appareil TV avec réception	Tous FOY	90
FOY-TV-C	Au moins 1 appareil TV avec réception par câble	FOY-TV	72
FOY-TV-DVB-C	Au moins 1 appareil TV avec réception numérique par câble	FOY-TV-C	47
FOY-TV-DVB-C-HD	Au moins 1 appareil TV avec réception HD par câble	FOY-TV-C	13
FOY-TV-S	Au moins 1 appareil TV avec réception par satellite	FOY-TV	16
FOY-TV-DVB-S	Au moins 1 appareil TV avec réception numérique par satellite	FOY-TV-S	63
FOY-TV-DVB-S-HD	Au moins 1 appareil TV avec réception HD par satellite	FOY-TV-S	20
FOY-TV-IPTV	Au moins 1 appareil TV avec réception par IP	FOY-TV	11
FOY-TV-IPTV-HD	Au moins 1 appareil TV avec réception HD par IP	FOY-TV-IPTV	46
FOY-TV-DVB-T	Au moins 1 appareil TV avec réception terrestre	FOY-TV	15
FOY-TV-DVB	Au moins 1 appareil TV avec réception numérique	FOY-TV	58
FOY-TV-HD	Au moins 1 appareil TV avec réception HD	FOY-TV	15

4.2.3 Equipement des foyers en appareils radio, en pour cent

Nombre	Total	Autoradio	Radio avec fonction suppl.	Radio sans fonction suppl.	Radio-réveil	Radio DAB	Radio Internet
0	5	20	44	50	49	92	96
1+	95	79	56	50	51	4	3
NSP	0	0	1	1	1	4	2

4.2.4 Equipement des foyers en technologies de réception radio, en pour cent

Caractéristique	Condition	Base	2009
FOY-Radio	Au moins 1 appareil radio	Tous FOY	95
FOY-Radio-T	Au moins 1 appareil radio avec réception terrestre (sans les autoradios)	FOY-Radio	47
FOY-Radio-C	Au moins 1 appareil radio avec réception par câble	FOY-Radio	29
FOY-Radio-I	Au moins 1 appareil radio avec réception par Internet (IPTV, radio Internet)	FOY-Radio	8
FOY-Radio-S	Au moins 1 appareil radio avec réception par satellite	FOY-Radio	5

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Compléments d'information et dossiers de presse sous :

<http://www.mediapulse.ch>

Svizzera italiana

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PREFAZIONE AL RAPPORTO ANNUALE 2008 DELLA MEDIAPULSE

Questo è già il terzo 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: In questa parte sono raccolti i dati relativi al **parco apparecchi e alla situazione di ricezione nelle economie domestiche per televisione e radio**. Nel 2009 i dati sono stati raccolti attraverso il neoconcepito New Establishment Survey (NES).

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 novembre 2009 e marzo 2010 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.

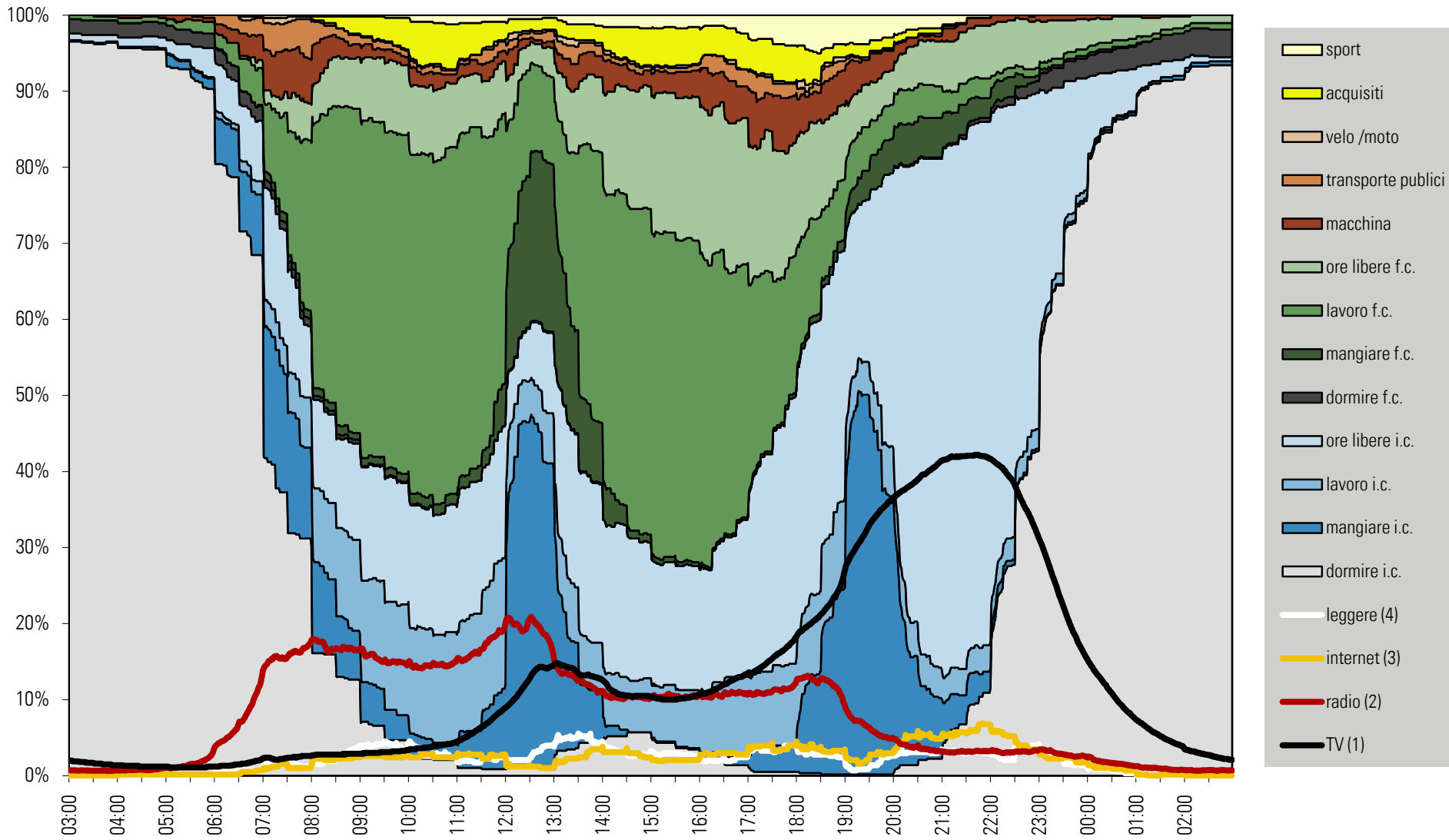
1.1.3 Rapporti

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

Time Use Study 2009 / Svizzera italiana

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

universo: 279'500 persone (12+) campione: 577 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 2009 / Svizzera italiana

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

universo: 279'500 persone (12+) campione: 577 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	92.2	1.5	0.2	2.0	95.8	2.0	0.0	1.0	0.2	1.0	0.0	0.0	0.0	0.0	4.2	1.3	1.8	0.2	0.2
05:15	92.6	1.0	0.2	2.1	95.9	1.9	0.0	1.4	0.0	0.9	0.0	0.0	0.0	0.0	4.1	1.2	2.0	0.2	0.2
05:30	90.7	1.5	0.2	3.6	95.9	1.9	0.0	1.5	0.0	0.5	0.2	0.0	0.0	0.0	4.1	1.3	2.6	0.2	0.2
05:45	90.4	1.4	0.2	3.8	95.7	1.9	0.0	1.5	0.0	0.5	0.3	0.0	0.0	0.0	4.3	1.3	4.5	0.2	0.2
06:00	79.7	6.2	0.8	6.8	93.4	1.8	0.2	1.8	0.0	1.5	1.2	0.0	0.0	0.0	6.6	1.5	6.5	0.2	0.7
06:15	76.7	6.6	0.8	6.6	90.7	1.8	0.2	3.0	0.0	2.3	2.0	0.0	0.0	0.0	9.3	1.7	8.9	0.2	0.5
06:30	70.1	8.8	1.2	8.5	88.6	1.7	0.0	4.0	0.3	2.6	2.2	0.5	0.0	0.2	11.4	2.0	12.2	0.5	0.7
06:45	66.8	8.5	1.6	8.5	85.4	1.8	0.2	4.6	1.0	3.9	2.5	0.5	0.0	0.2	14.6	2.6	17.8	0.7	0.7
07:00	47.1	17.3	2.7	12.8	79.8	1.3	0.7	6.9	1.8	5.0	3.4	0.7	0.0	0.2	20.2	2.9	21.8	1.4	1.9
07:15	34.5	18.2	3.6	16.0	72.3	0.9	1.2	11.4	2.3	6.6	4.1	1.0	0.0	0.3	27.7	3.0	23.9	1.6	1.9
07:30	30.0	16.8	4.3	15.7	66.8	0.8	1.0	14.7	5.3	6.8	3.6	0.7	0.0	0.3	33.2	3.2	25.2	1.6	2.1
07:45	27.6	14.2	5.9	11.2	58.8	0.9	0.9	19.6	6.3	7.5	5.3	0.5	0.0	0.2	41.2	3.3	26.5	1.0	1.6
08:00	21.3	14.8	7.3	10.8	54.2	0.7	1.1	26.2	5.5	6.8	4.5	0.5	0.4	0.1	45.8	3.4	27.7	2.3	2.3
08:15	15.0	10.8	9.8	11.6	47.3	0.5	1.1	36.5	6.8	4.7	1.9	0.3	0.8	0.2	52.7	3.6	26.6	2.3	2.1
08:30	13.6	10.6	10.9	12.6	47.7	0.4	1.0	36.2	7.2	3.8	1.5	0.3	1.6	0.1	52.3	3.5	26.2	2.4	3.3
08:45	12.4	7.5	11.5	12.7	44.1	0.5	1.2	41.1	7.0	2.3	1.3	0.2	2.2	0.2	55.9	3.5	26.1	2.4	3.8
09:00	10.6	9.0	12.2	14.9	46.7	0.4	0.9	37.5	7.5	2.8	1.2	0.3	2.5	0.3	53.3	3.5	26.4	3.1	5.9
09:15	6.4	5.4	13.5	14.8	40.1	0.2	1.0	42.4	9.0	2.3	1.0	0.3	3.5	0.2	59.9	3.7	25.0	2.8	5.0
09:30	6.0	5.7	14.3	16.0	41.9	0.2	0.9	40.3	9.6	1.9	0.9	0.3	3.6	0.3	58.1	3.8	24.2	2.9	5.2
09:45	4.5	3.8	14.0	16.5	38.8	0.2	1.0	42.8	9.7	1.8	0.8	0.2	4.5	0.3	61.2	3.9	23.9	2.6	4.5
10:00	4.1	4.2	15.0	16.3	39.6	0.2	1.2	39.7	9.7	2.4	0.8	0.3	5.4	0.8	60.4	4.2	24.4	2.8	5.4
10:15	2.2	2.8	14.2	16.1	35.3	0.2	1.3	43.0	9.3	2.8	0.8	0.2	6.3	0.8	64.7	4.3	23.4	2.8	3.8
10:30	2.1	2.6	14.8	16.3	35.7	0.2	1.3	42.2	9.5	2.6	1.0	0.3	6.3	1.0	64.3	4.6	23.6	3.3	3.8
10:45	2.0	2.0	14.3	16.7	35.0	0.0	1.3	44.3	9.1	2.0	0.5	0.3	6.2	1.2	65.0	5.1	23.7	2.6	3.1
11:00	1.8	4.7	15.3	17.9	39.8	0.0	1.5	40.7	8.3	2.1	0.5	0.3	5.8	1.1	60.2	5.8	25.2	3.3	3.3
11:15	1.0	4.7	15.1	17.2	38.0	0.0	1.8	43.5	7.5	2.2	1.2	0.2	4.7	1.0	62.0	7.0	25.9	2.9	2.1
11:30	0.9	7.4	15.2	16.5	40.0	0.0	2.5	38.3	8.4	2.9	2.5	0.3	4.1	0.9	60.0	8.1	27.7	3.3	2.6
11:45	0.8	9.7	15.9	17.0	43.3	0.0	5.0	35.6	7.8	2.4	1.6	0.5	3.0	0.8	56.7	9.8	29.9	2.9	2.6
12:00	0.8	27.5	11.8	11.7	51.8	0.1	11.6	23.2	5.8	3.2	1.1	0.7	1.8	0.8	48.2	11.4	32.1	3.1	4.3
12:15	0.9	42.1	6.4	6.9	56.3	0.2	18.0	14.2	4.9	2.7	0.9	0.8	1.6	0.5	43.7	13.7	30.1	1.2	2.6
12:30	1.0	43.1	6.5	9.4	60.0	0.1	20.1	12.7	3.2	0.7	0.7	0.4	1.5	0.4	40.0	15.4	28.8	1.4	4.0
12:45	1.0	41.5	6.6	10.2	59.2	0.2	21.5	10.8	3.9	1.0	1.3	0.3	1.5	0.5	40.8	16.8	26.9	1.2	4.3
13:00	2.6	28.8	6.7	16.8	54.9	0.1	16.9	14.3	6.5	2.5	1.7	0.6	1.8	0.7	45.1	16.7	23.5	2.8	8.0
13:15	3.1	15.7	7.1	18.6	44.5	0.1	15.2	20.2	8.7	4.4	2.7	1.0	2.1	1.0	55.5	16.1	21.4	2.4	6.1
13:30	3.4	11.1	6.8	19.7	41.0	0.1	11.4	27.4	9.8	4.5	2.1	0.7	2.1	1.0	59.0	15.5	19.9	3.5	6.9
13:45	4.2	6.5	6.4	21.1	38.2	0.2	8.8	33.7	10.0	4.1	1.3	0.3	2.1	1.3	61.8	14.5	18.6	3.5	5.5
14:00	4.6	5.4	6.6	19.6	36.1	0.1	7.0	33.7	12.6	4.6	1.3	0.4	2.9	1.3	63.9	13.8	17.8	4.0	5.4
14:15	5.0	1.3	6.6	19.3	32.2	0.0	4.1	39.1	13.7	4.3	0.7	0.5	4.0	1.5	67.8	12.1	16.7	3.1	3.5
14:30	5.3	0.8	6.8	19.2	32.0	0.0	2.7	39.6	14.8	3.5	0.8	0.3	4.7	1.4	68.0	11.6	16.9	3.6	3.5
14:45	5.6	0.0	6.9	18.2	30.7	0.0	1.0	41.7	15.9	2.9	0.8	0.3	4.9	1.7	69.3	11.7	16.7	2.9	2.8

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

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

Time Use Study 2009 / Svizzera italiana

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

universo: 279'500 persone (12+) campione: 577 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.publici	moto	acquisti					
15:00	5.3	0.2	7.1	18.0	30.5	0.0	1.2	39.5	17.6	3.6	0.6	0.2	5.0	1.9	69.5	11.5	17.3	2.8	4.2
15:15	4.2	0.2	7.3	15.9	27.6	0.0	0.7	42.0	18.5	3.2	0.7	0.2	5.4	1.7	72.4	11.1	17.2	2.1	2.9
15:30	4.0	0.2	7.3	16.8	28.3	0.0	0.6	40.1	19.1	4.0	0.6	0.3	5.3	1.6	71.7	11.3	17.4	2.1	3.3
15:45	3.5	0.2	7.4	16.4	27.5	0.0	0.5	41.1	19.1	4.0	0.7	0.3	5.0	1.7	72.5	11.8	17.3	2.1	2.8
16:00	3.3	0.7	7.7	17.4	29.2	0.0	0.6	35.9	19.8	5.8	2.3	0.1	4.5	1.7	70.8	12.3	18.0	3.3	3.1
16:15	1.9	1.0	8.6	17.7	29.2	0.0	0.3	37.3	19.6	5.5	2.8	0.0	4.1	1.3	70.8	12.9	17.9	2.9	2.6
16:30	1.7	1.2	9.8	18.3	31.1	0.0	0.3	34.3	19.9	5.3	3.0	0.5	4.2	1.6	68.9	13.8	18.4	2.9	2.9
16:45	1.3	1.0	10.2	19.8	32.4	0.0	0.3	32.7	19.5	5.5	2.1	0.5	4.6	2.3	67.6	14.8	18.2	3.3	2.6
17:00	1.1	2.6	9.5	23.8	37.1	0.0	0.4	26.6	17.5	7.4	3.4	0.1	4.7	2.8	62.9	15.8	18.9	4.3	4.0
17:15	0.5	2.9	9.8	27.5	40.7	0.0	0.5	22.9	18.0	6.7	3.1	0.5	4.7	2.9	59.3	16.7	18.3	4.0	3.8
17:30	0.4	3.1	9.9	28.4	41.9	0.0	0.4	20.8	18.2	7.2	2.5	0.3	5.1	3.6	58.1	17.9	19.4	4.5	4.0
17:45	0.5	3.1	10.3	33.1	47.0	0.0	0.5	17.8	15.8	8.2	1.8	0.3	4.7	3.9	53.0	19.6	19.9	4.3	4.2
18:00	0.4	10.1	10.5	32.9	53.9	0.0	0.5	14.4	13.6	6.8	1.3	0.9	4.5	4.1	46.1	21.6	21.3	5.7	4.7
18:15	0.3	12.4	10.3	34.7	57.7	0.0	0.8	12.6	12.4	5.1	1.3	1.0	4.6	4.6	42.3	23.0	20.6	4.5	3.1
18:30	0.3	17.2	10.8	33.1	61.4	0.0	1.1	10.3	12.1	5.4	1.8	0.6	3.2	4.2	38.6	24.8	19.6	4.3	3.5
18:45	0.2	22.0	11.4	33.0	66.6	0.0	1.3	8.1	10.5	5.5	1.6	0.6	2.0	3.9	33.4	28.5	18.1	3.3	3.1
19:00	0.2	37.4	8.7	27.8	74.1	0.0	2.1	5.4	7.1	5.4	0.9	0.4	1.3	3.3	25.9	31.6	14.0	3.8	2.8
19:15	0.2	47.9	4.4	22.1	74.6	0.0	3.6	5.7	5.4	4.9	0.5	0.2	1.6	3.6	25.4	34.4	11.7	2.6	0.9
19:30	0.1	45.5	6.0	26.7	78.3	0.0	3.8	4.5	4.9	3.5	0.3	0.1	1.4	3.3	21.7	36.7	9.9	3.6	2.1
19:45	0.2	39.9	6.5	32.3	78.8	0.0	4.3	4.0	4.8	3.2	0.2	0.3	1.2	3.1	21.2	38.5	9.0	3.3	2.6
20:00	1.0	30.3	5.6	43.7	80.7	0.1	4.4	3.5	4.8	2.9	0.1	0.1	1.0	2.4	19.3	39.7	8.4	5.2	4.5
20:15	1.3	17.4	5.4	56.0	80.1	0.2	5.2	4.1	5.5	1.7	0.2	0.0	0.9	2.1	19.9	40.7	7.0	6.2	3.6
20:30	2.0	14.2	4.6	59.9	80.7	0.2	5.2	4.0	5.7	1.2	0.2	0.2	0.9	1.8	19.3	42.4	6.8	6.9	3.3
20:45	2.2	9.2	4.4	65.2	81.0	0.2	5.0	4.2	5.9	0.8	0.3	0.2	0.7	1.7	19.0	42.9	5.6	5.5	3.5
21:00	5.3	8.0	3.5	64.3	81.1	0.1	4.9	3.7	6.0	1.9	0.3	0.0	0.6	1.3	18.9	44.4	5.5	6.2	3.6
21:15	6.7	4.8	3.3	67.8	82.7	0.5	4.0	2.7	6.7	1.8	0.3	0.0	0.2	1.2	17.3	44.2	5.3	6.2	3.3
21:30	8.7	5.0	3.8	66.1	83.6	0.5	3.8	2.5	6.8	1.7	0.2	0.0	0.0	0.9	16.4	44.2	5.4	7.1	3.3
21:45	10.6	3.9	3.4	67.9	85.7	0.5	2.9	2.5	6.7	1.3	0.0	0.0	0.0	0.3	14.3	44.1	5.3	7.1	3.3
22:00	20.4	2.5	3.5	60.1	86.4	0.7	2.6	2.0	6.5	1.4	0.0	0.0	0.0	0.3	13.6	43.3	5.3	7.8	3.5
22:15	26.3	1.3	3.0	57.0	87.5	1.0	2.5	1.1	6.6	1.3	0.0	0.0	0.0	0.0	12.5	41.9	4.9	6.1	2.4
22:30	34.2	0.7	2.7	50.7	88.3	1.3	2.4	1.0	6.1	0.7	0.0	0.0	0.0	0.0	11.7	39.7	5.1	5.4	3.8
22:45	40.7	0.3	2.6	45.5	89.1	1.5	1.2	1.0	6.3	0.8	0.0	0.2	0.0	0.0	10.9	36.1	5.2	4.0	4.3
23:00	49.9	0.3	2.0	37.8	89.9	2.1	0.6	1.0	5.5	1.0	0.0	0.0	0.0	0.0	10.1	32.4	5.3	4.2	4.7
23:15	62.1	0.2	1.3	26.7	90.3	2.5	0.3	0.8	5.2	0.8	0.0	0.0	0.0	0.0	9.7	27.9	4.7	2.3	3.1
23:30	66.4	0.3	1.3	22.6	90.6	2.4	0.5	0.8	4.7	1.1	0.0	0.0	0.0	0.0	9.4	23.2	4.0	2.6	2.6
23:45	72.9	0.3	1.0	17.1	91.3	2.5	0.3	0.8	4.2	0.8	0.0	0.0	0.0	0.0	8.7	19.1	3.8	2.3	1.6
pen. quotid.	99.7	96.2	38.5	95.5	100.0	5.7	36.9	56.5	58.6	40.7	14.9	5.2	27.9	11.6	95.0	69.5	90.0	27.4	38.1
durata in min.	488	113	82	283	967	14	36	241	98	31	12	3	25	14	473	187	115	31	30

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

2. Panel TV di Mediapulse

2.1 Ricerca televisiva: 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).

2.2 Consumo televisivo per giorno della settimana: rating in %

Risultati dal panel TV 2009 / 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			
06:00	1.2	1.1	1.1	1.1	1.2	1.4	1.3	1.1	1.4	1.2
06:15	1.3	1.3	1.3	1.3	1.3	1.5	1.4	1.3	1.4	1.3
06:30	1.5	1.4	1.5	1.4	1.6	1.6	1.5	1.5	1.5	1.5
06:45	1.8	1.8	1.9	1.7	1.9	1.8	1.8	1.8	1.8	1.8
07:00	2.2	2.2	2.3	2.1	2.2	2.0	1.9	2.2	2.0	2.1
07:15	2.3	2.2	2.4	2.1	2.2	2.1	2.0	2.2	2.1	2.2
07:30	2.7	2.6	2.6	2.5	2.6	2.3	2.1	2.6	2.2	2.5
07:45	3.0	2.9	3.0	2.9	2.9	2.5	2.4	2.9	2.5	2.8
08:00	3.1	3.2	3.1	3.1	3.0	3.1	3.0	3.1	3.0	3.1
08:15	3.0	3.2	3.0	3.2	3.1	3.7	3.7	3.1	3.7	3.3
08:30	2.8	3.0	2.8	3.1	3.1	4.4	4.6	3.0	4.5	3.4
08:45	2.8	3.0	2.8	3.2	3.2	4.8	5.3	3.0	5.1	3.6
09:00	2.9	3.0	2.9	3.3	3.4	5.1	5.7	3.1	5.4	3.7
09:15	3.0	3.1	3.0	3.4	3.4	5.3	6.1	3.2	5.7	3.9
09:30	3.1	3.2	3.1	3.5	3.6	5.5	6.5	3.3	6.0	4.1
09:45	3.1	3.3	3.3	3.6	3.7	5.7	7.0	3.4	6.3	4.2
10:00	3.4	3.5	3.5	3.9	3.9	5.7	7.9	3.6	6.8	4.5
10:15	3.6	3.7	3.6	4.1	4.1	5.8	8.5	3.8	7.1	4.8
10:30	3.9	3.9	3.8	4.3	4.3	6.0	9.1	4.0	7.6	5.0
10:45	4.3	4.1	4.0	4.5	4.6	6.2	9.8	4.3	8.0	5.3
11:00	4.9	4.6	4.5	5.1	5.1	6.6	10.3	4.8	8.4	5.9
11:15	5.7	5.5	5.2	6.0	5.9	7.1	10.9	5.7	9.0	6.6
11:30	6.8	6.5	6.3	7.0	7.0	7.8	11.7	6.7	9.7	7.6
11:45	8.3	7.9	8.0	8.4	8.5	8.7	12.3	8.2	10.5	8.9
12:00	9.9	9.4	9.6	9.8	10.0	10.0	13.1	9.7	11.6	10.3
12:15	11.8	11.5	11.5	11.8	11.7	12.0	14.5	11.7	13.2	12.1
12:30	13.9	13.8	13.7	13.8	13.7	14.2	16.6	13.8	15.4	14.2
12:45	14.5	14.4	14.2	14.2	14.1	14.8	17.4	14.3	16.1	14.8
13:00	14.9	14.8	14.4	14.3	14.3	15.9	18.6	14.5	17.2	15.3
13:15	14.2	14.0	13.6	13.7	13.6	15.9	19.0	13.8	17.4	14.9
13:30	13.3	12.9	12.6	12.5	12.9	15.1	19.0	12.8	17.0	14.0
13:45	13.0	12.4	12.2	12.1	12.6	14.8	19.2	12.5	17.0	13.8
14:00	11.8	11.2	10.9	11.0	11.6	14.3	19.1	11.3	16.7	12.9
14:15	10.7	10.0	10.0	10.1	10.7	13.9	19.0	10.3	16.4	12.0
14:30	10.3	9.9	9.9	9.8	10.4	13.6	18.9	10.1	16.2	11.8
14:45	10.2	9.8	9.8	9.9	10.3	13.3	18.7	10.0	16.0	11.7
15:00	9.9	9.5	9.6	9.7	10.1	13.1	18.7	9.8	15.9	11.5
15:15	9.7	9.3	9.4	9.6	9.8	12.9	18.7	9.6	15.8	11.3
15:30	9.7	9.5	9.5	9.8	9.9	13.0	18.6	9.7	15.8	11.4
15:45	10.0	9.9	9.9	10.0	10.3	13.3	18.6	10.0	15.9	11.7

Risultati dal panel TV 2009 / 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	10.3	10.5	10.4	10.4	10.8	13.4	18.8	10.5	16.1	12.1
16:15	10.9	11.2	11.0	11.1	11.6	13.6	19.2	11.2	16.4	12.7
16:30	12.1	12.4	11.9	12.2	12.8	14.1	19.7	12.3	16.9	13.6
16:45	13.1	13.2	12.7	13.0	13.5	14.7	20.2	13.1	17.5	14.3
17:00	13.8	13.7	13.4	13.6	14.2	15.6	20.9	13.7	18.3	15.0
17:15	14.9	14.7	14.4	14.6	15.2	16.4	21.5	14.7	19.0	15.9
17:30	16.4	16.2	15.4	15.8	16.3	17.2	22.0	16.0	19.6	17.0
17:45	17.7	17.5	16.9	16.9	17.3	18.4	22.7	17.3	20.6	18.2
18:00	19.5	19.2	18.6	18.6	19.1	20.1	24.0	19.0	22.0	19.9
18:15	20.6	20.4	19.5	19.6	20.3	21.0	25.0	20.1	23.0	20.9
18:30	22.3	22.1	21.1	20.7	21.6	21.9	26.0	21.6	23.9	22.2
18:45	24.7	24.6	23.6	23.0	23.8	23.3	27.8	23.9	25.5	24.4
19:00	29.0	28.8	27.8	26.7	27.2	26.3	30.7	27.9	28.5	28.1
19:15	31.9	31.7	30.5	28.9	29.5	27.8	32.4	30.5	30.1	30.4
19:30	34.1	34.1	33.1	31.3	31.6	29.4	34.5	32.9	31.9	32.6
19:45	36.0	35.7	34.7	32.7	33.0	30.5	35.7	34.4	33.1	34.0
20:00	37.3	36.9	35.9	34.0	34.1	31.5	37.1	35.6	34.3	35.3
20:15	38.4	38.2	37.0	34.8	35.1	32.5	38.5	36.7	35.5	36.3
20:30	39.5	39.0	38.3	36.0	36.2	33.6	39.9	37.8	36.8	37.5
20:45	40.5	40.0	39.5	37.1	37.3	34.5	40.6	38.9	37.6	38.5
21:00	40.9	41.0	40.1	38.1	38.1	35.6	41.5	39.6	38.5	39.3
21:15	40.7	41.2	40.1	38.5	38.5	36.5	42.3	39.8	39.4	39.7
21:30	40.6	41.0	40.1	38.9	38.8	36.9	42.0	39.9	39.4	39.8
21:45	40.3	40.6	40.1	38.7	38.8	37.0	40.6	39.7	38.8	39.4
22:00	39.3	40.0	39.0	37.7	38.1	37.0	39.4	38.8	38.2	38.6
22:15	38.1	38.4	37.3	36.1	36.3	36.5	37.7	37.2	37.1	37.2
22:30	35.7	34.7	34.6	33.2	33.7	34.8	34.5	34.4	34.6	34.5
22:45	32.7	31.1	31.2	30.3	31.0	32.2	31.0	31.2	31.6	31.3
23:00	28.4	27.6	26.7	26.4	28.1	29.2	27.4	27.5	28.3	27.7
23:15	23.4	23.0	22.1	22.7	24.6	26.1	22.6	23.2	24.4	23.5
23:30	19.4	18.3	18.3	18.6	20.7	23.2	18.1	19.0	20.6	19.5
23:45	16.1	15.0	15.1	15.4	17.3	20.4	14.9	15.8	17.6	16.3
00:00	13.7	12.5	12.8	12.7	14.7	17.9	12.6	13.3	15.3	13.8
00:15	11.8	10.7	10.6	10.4	12.7	15.6	10.5	11.3	13.1	11.8
00:30	9.6	8.8	8.7	8.5	10.9	13.4	8.6	9.3	11.0	9.8
00:45	7.8	7.2	7.2	7.1	9.3	10.6	7.1	7.7	8.9	8.0
R 18-23	34.1	33.9	33.1	31.7	32.1	30.9	35.1	33.0	33.0	33.0
UT 18-23	102	102	99	95	96	93	105	99	99	99
R 24h	12.9	12.7	12.4	12.2	12.7	13.4	15.3	12.6	14.3	13.1
UT 24h	185	183	179	176	182	193	220	181	206	188

R = rating in %

UT = utenza in minuti (totale)

Risultati dal panel TV 2009 / 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		
06:00	1.2	1.6	0.8	0.1	0.1	1.2	1.5	2.0	0.1	0.8	1.1	1.7	2.5		
06:15	1.3	1.8	0.9	0.1	0.1	1.2	1.7	2.3	0.1	0.9	1.3	1.8	2.7		
06:30	1.5	1.9	1.1	0.2	0.1	1.3	2.1	2.4	0.2	1.2	1.4	2.0	3.1		
06:45	1.8	2.3	1.4	0.5	0.2	1.4	2.7	2.7	0.3	1.6	1.7	2.3	3.8		
07:00	2.1	2.8	1.6	1.1	0.3	1.5	3.4	2.8	0.8	1.9	1.9	2.9	4.5		
07:15	2.2	2.5	1.9	2.2	0.4	1.7	3.3	2.3	1.9	2.3	1.6	2.9	4.6		
07:30	2.5	2.6	2.3	3.2	0.6	2.1	3.3	2.4	2.8	2.6	1.8	3.0	5.2		
07:45	2.8	2.8	2.7	4.5	0.6	2.2	3.4	3.0	4.1	2.8	2.1	3.0	5.9		
08:00	3.1	3.1	3.0	5.1	0.7	2.4	3.5	3.5	4.5	3.0	2.4	3.1	6.5		
08:15	3.3	3.2	3.3	5.1	0.8	2.7	3.5	3.9	4.6	3.3	2.6	3.2	6.9		
08:30	3.4	3.4	3.4	5.1	0.9	3.0	3.6	4.1	4.7	3.5	2.7	3.4	7.2		
08:45	3.6	3.5	3.7	5.3	1.0	3.2	3.6	4.5	5.0	3.8	2.8	3.6	7.5		
09:00	3.7	3.6	3.9	5.7	1.1	3.4	3.5	4.7	5.3	3.9	2.8	3.7	7.9		
09:15	3.9	3.8	4.0	6.0	1.3	3.6	3.4	5.0	5.4	4.1	3.0	3.8	8.1		
09:30	4.1	4.1	4.0	5.9	1.6	3.8	3.4	5.5	5.3	4.2	3.2	4.0	8.4		
09:45	4.2	4.3	4.2	5.9	1.8	4.0	3.4	5.9	5.3	4.3	3.6	4.1	8.7		
10:00	4.5	4.5	4.5	5.8	2.2	4.3	3.5	6.8	5.3	4.5	4.1	4.2	9.2		
10:15	4.8	4.7	4.8	5.5	2.5	4.5	3.7	7.3	5.2	4.8	4.5	4.4	9.6		
10:30	5.0	4.9	5.2	5.4	2.9	4.7	4.0	7.9	5.1	5.2	4.9	4.5	10.2		
10:45	5.3	5.1	5.5	5.3	3.1	5.0	4.2	8.6	5.1	5.8	5.3	4.7	10.8		
11:00	5.9	5.5	6.2	5.1	3.5	5.3	4.7	9.9	5.1	6.6	6.2	4.8	11.8		
11:15	6.6	6.1	7.0	5.1	3.8	5.9	5.5	11.4	5.1	7.7	7.6	5.0	13.3		
11:30	7.6	6.9	8.1	5.3	4.0	6.7	6.5	13.4	5.5	8.8	9.2	5.3	15.1		
11:45	8.9	7.9	9.7	7.4	4.5	7.5	7.8	15.3	7.1	10.2	10.7	6.0	17.4		
12:00	10.3	9.0	11.4	9.2	5.2	8.4	9.7	16.9	8.4	11.9	12.0	7.1	19.9		
12:15	12.1	10.7	13.4	10.3	6.0	9.8	12.5	19.1	9.2	14.1	14.2	8.8	23.1		
12:30	14.2	12.5	15.7	10.9	7.1	11.5	15.6	21.8	9.6	16.6	16.8	10.9	26.9		
12:45	14.8	13.1	16.3	11.1	7.6	12.1	16.0	23.0	9.6	17.7	16.9	11.8	28.0		
13:00	15.3	13.8	16.7	10.5	7.4	12.2	16.0	25.5	9.0	19.6	17.0	12.7	28.8		
13:15	14.9	13.2	16.3	9.3	6.9	12.0	15.5	25.4	7.9	19.9	16.0	13.0	28.1		
13:30	14.0	12.1	15.7	8.0	6.5	11.6	14.7	23.9	6.7	19.8	14.7	12.7	26.8		
13:45	13.8	11.4	15.8	7.5	6.5	11.7	13.9	23.9	6.3	19.9	14.1	12.4	26.3		
14:00	12.9	10.6	14.9	6.9	6.6	11.1	13.2	21.5	6.0	18.5	13.3	11.7	24.7		
14:15	12.0	10.0	13.8	6.3	6.3	10.7	12.4	19.6	5.9	16.9	12.7	11.0	23.3		
14:30	11.8	9.9	13.5	6.0	6.1	10.7	12.0	19.3	5.7	16.1	12.6	10.9	22.9		
14:45	11.7	9.8	13.5	5.8	6.1	10.7	11.8	19.4	5.8	15.9	12.7	10.7	22.8		
15:00	11.5	9.5	13.3	5.6	5.9	10.5	11.5	19.2	5.7	15.5	12.5	10.4	22.4		
15:15	11.3	9.3	13.1	5.6	5.9	10.3	11.4	18.9	5.8	15.4	12.3	10.0	22.1		
15:30	11.4	9.5	13.2	5.8	6.0	10.1	11.6	19.2	6.1	15.5	12.5	9.9	22.3		
15:45	11.7	9.8	13.4	6.4	5.8	10.0	11.9	19.9	6.8	15.8	13.0	9.7	22.7		

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

Risultati dal panel TV 2009 / 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
16:00	12.1	10.1	13.9	7.0	5.9	10.1	12.2	20.9	7.3	16.4	13.5	9.7	23.4
16:15	12.7	10.6	14.6	8.0	6.1	10.2	12.8	22.0	8.1	17.0	14.3	9.8	24.4
16:30	13.6	11.5	15.4	10.2	6.6	10.5	13.6	23.5	9.9	17.8	15.2	10.2	26.1
16:45	14.3	12.3	16.1	11.7	6.8	10.7	14.3	24.9	11.0	18.5	16.0	10.6	27.5
17:00	15.0	13.2	16.6	12.5	7.0	11.1	15.2	26.0	11.5	19.7	16.6	11.2	28.7
17:15	15.9	14.2	17.5	13.5	7.3	11.6	16.2	27.6	12.2	20.8	17.4	12.0	30.4
17:30	17.0	15.3	18.6	14.6	7.7	12.3	17.5	29.6	13.2	22.0	18.6	12.8	32.3
17:45	18.2	16.4	19.8	15.2	7.9	13.1	18.9	31.8	13.8	23.3	20.1	13.7	34.4
18:00	19.9	17.8	21.7	15.8	8.3	14.4	21.0	34.5	14.3	24.7	22.5	15.0	37.3
18:15	20.9	18.6	23.0	15.3	8.8	15.5	23.1	35.2	14.2	25.3	24.0	16.3	39.2
18:30	22.2	19.7	24.5	15.1	9.2	16.8	25.1	37.0	14.0	26.9	25.4	18.0	41.4
18:45	24.4	21.6	26.8	15.2	9.8	18.0	27.7	41.9	14.5	30.1	27.8	19.9	44.6
19:00	28.1	25.2	30.6	16.3	10.8	20.2	31.8	50.2	16.0	34.8	32.1	23.2	49.9
19:15	30.4	27.3	33.1	17.0	12.4	21.8	34.4	54.2	16.9	37.6	34.6	25.5	53.2
19:30	32.6	29.4	35.5	17.1	14.2	23.4	36.8	58.5	17.4	40.9	37.1	27.5	56.4
19:45	34.0	30.9	36.8	17.0	15.2	24.6	39.0	60.5	17.5	42.7	38.7	29.1	58.4
20:00	35.3	32.3	37.9	16.3	15.8	26.6	40.8	61.3	17.1	43.4	40.1	31.1	60.1
20:15	36.3	33.7	38.7	16.5	16.3	28.3	41.9	62.1	17.3	44.2	41.2	32.8	61.5
20:30	37.5	34.8	39.9	16.9	16.6	30.3	43.0	63.1	17.4	44.9	42.7	34.2	63.3
20:45	38.5	35.7	40.9	16.5	17.2	32.1	44.0	63.7	16.9	45.8	44.0	35.6	64.7
21:00	39.3	36.5	41.8	16.4	18.1	33.9	45.1	63.3	16.6	46.6	44.9	37.0	65.8
21:15	39.7	36.9	42.1	15.8	18.8	35.1	45.9	62.2	16.2	46.5	45.5	37.9	66.2
21:30	39.8	37.1	42.1	15.0	19.0	35.9	46.4	61.1	15.7	45.9	46.0	38.3	66.3
21:45	39.4	36.9	41.7	14.2	18.8	36.2	46.4	59.6	15.2	44.7	45.9	38.6	65.7
22:00	38.6	36.2	40.8	13.3	18.3	36.1	46.0	57.2	14.6	42.5	45.4	38.3	64.5
22:15	37.2	35.2	39.0	12.3	17.6	35.6	44.6	53.5	13.8	38.8	44.4	37.5	62.4
22:30	34.5	33.1	35.7	10.7	15.7	33.8	41.7	48.7	12.4	33.7	41.8	35.6	58.2
22:45	31.3	30.6	32.0	9.2	13.5	31.6	37.9	43.7	10.8	28.8	38.6	33.0	53.2
23:00	27.7	27.4	27.9	7.7	11.3	28.9	33.3	38.0	9.1	23.7	34.5	29.9	47.5
23:15	23.5	23.7	23.3	6.3	8.7	25.8	27.7	31.8	7.3	18.9	29.6	25.9	40.8
23:30	19.5	20.0	18.9	5.1	6.4	22.7	22.4	25.7	5.5	14.4	25.1	21.7	34.2
23:45	16.3	17.0	15.6	4.2	4.6	20.0	18.2	21.1	4.3	11.2	21.4	18.2	28.9
00:00	13.8	14.5	13.2	3.5	3.2	17.7	15.0	17.7	3.4	9.0	18.6	15.3	24.9
00:15	11.8	12.4	11.1	2.9	2.4	15.5	12.6	14.9	2.8	7.4	15.9	13.1	21.4
00:30	9.8	10.4	9.1	2.4	1.7	13.3	10.6	11.8	2.3	5.7	13.2	11.1	18.1
00:45	8.0	8.7	7.4	1.8	1.3	11.2	8.8	9.3	1.8	4.4	10.8	9.4	15.1
R 18-23	33.0	30.5	35.2	15.1	14.7	27.5	38.1	53.6	15.4	38.4	38.1	30.2	56.6
PG 18-23	61.2	58.2	63.3	44.9	34.1	55.5	67.4	82.7	41.2	64.8	66.6	57.1	85.2
R 24h	13.1	12.2	13.8	6.9	5.6	11.6	14.4	20.6	6.7	14.7	14.9	12.2	23.6
PG 24h	71.5	68.8	72.6	62.9	46.2	65.9	76.3	87.5	54.9	73.8	74.6	65.5	89.8

R=rating in %; PG = pen. giorn in %; ED = economie domestiche

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

2.4 Consumo televisivo per caratteristiche sociodemografiche: rating in migliaia

Risultati dal panel TV 2009 / 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
06:00	58	32	27	1	7	19	23	9	2	6	32	15	51
06:15	64	35	29	2	7	20	25	10	3	7	34	16	55
06:30	71	39	32	4	8	22	26	11	6	8	36	17	61
06:45	78	40	37	6	9	21	29	12	9	8	37	18	67
07:00	86	44	42	11	8	21	32	14	12	9	39	21	73
07:15	96	47	48	16	8	22	34	16	17	10	40	23	81
07:30	108	52	56	21	8	24	37	18	22	11	44	25	91
07:45	118	56	62	21	8	27	39	21	23	12	48	28	99
08:00	128	60	68	21	9	30	43	26	22	13	54	32	108
08:15	139	66	73	24	9	33	45	28	25	13	58	35	116
08:30	147	70	76	25	10	36	46	29	26	14	61	37	123
08:45	156	74	82	26	11	40	48	30	27	15	66	40	130
09:00	166	77	88	27	13	43	50	33	29	16	70	42	138
09:15	175	81	94	28	14	45	53	35	30	18	74	44	147
09:30	185	84	101	28	15	48	55	39	31	19	79	46	155
09:45	195	88	106	27	16	51	58	42	31	21	84	48	163
10:00	209	95	114	27	18	54	62	47	31	23	91	52	173
10:15	220	99	120	26	20	57	66	50	31	24	97	55	182
10:30	232	104	128	26	21	61	70	54	30	26	104	57	192
10:45	244	109	135	26	22	64	74	58	31	27	109	60	201
11:00	255	113	141	26	23	66	77	62	31	30	114	62	210
11:15	268	119	149	27	26	70	80	66	32	32	120	65	221
11:30	285	126	159	28	28	74	86	70	34	35	129	69	235
11:45	304	133	171	30	30	78	92	75	36	37	139	72	250
12:00	331	147	183	32	33	84	102	80	40	39	153	78	270
12:15	366	165	200	34	36	95	114	87	43	42	171	86	296
12:30	398	181	216	38	40	103	122	94	48	45	187	93	320
12:45	422	192	229	40	41	105	128	107	49	48	200	100	339
13:00	436	196	240	37	40	104	132	122	46	53	206	105	350
13:15	407	181	226	34	39	100	124	109	42	52	197	93	328
13:30	396	175	220	31	38	100	120	105	40	51	191	90	318
13:45	390	171	218	30	38	100	119	103	38	52	187	89	314
14:00	389	169	220	28	38	100	119	104	37	54	186	89	315
14:15	392	167	225	28	38	100	120	107	36	56	188	88	319
14:30	400	167	232	28	39	101	123	110	36	57	194	89	327
14:45	407	169	238	27	39	102	125	113	36	58	198	91	332
15:00	405	170	235	28	39	100	126	112	36	57	197	91	330
15:15	407	173	233	28	39	99	127	114	36	57	198	91	330
15:30	418	178	239	31	40	100	130	117	39	58	203	94	339
15:45	434	185	248	33	41	102	135	122	42	60	209	97	351

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

2.4 Consumo televisivo per caratteristiche sociodemografiche: rating in migliaia

Risultati dal panel TV 2009 / 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	447	193	253	36	41	105	137	128	46	60	216	100	360
16:15	481	206	274	39	44	110	144	143	49	63	236	107	386
16:30	510	219	290	43	46	115	151	154	54	66	249	113	408
16:45	534	229	304	46	49	121	156	161	57	69	260	119	426
17:00	550	239	311	50	52	126	158	164	61	70	264	125	439
17:15	592	258	332	54	57	137	168	176	66	75	284	134	470
17:30	628	277	350	59	62	148	176	181	73	81	299	140	496
17:45	679	304	373	63	67	159	186	204	78	88	323	152	530
18:00	794	359	433	67	70	177	217	262	83	99	383	185	612
18:15	861	393	467	73	75	193	237	281	91	105	421	198	655
18:30	936	427	508	80	80	213	259	303	99	113	458	217	705
18:45	1007	465	541	84	80	231	281	329	103	120	497	236	749
19:00	1134	527	605	83	82	257	328	384	102	134	567	275	830
19:15	1228	573	654	87	84	277	367	411	107	143	613	308	892
19:30	1434	671	761	90	89	323	453	478	110	160	716	387	1024
19:45	1532	716	814	93	92	358	492	496	113	166	768	420	1085
20:00	1549	718	829	94	95	379	497	481	116	166	779	421	1090
20:15	1631	753	876	90	104	417	526	492	113	171	816	457	1134
20:30	1694	781	911	91	110	449	546	496	116	175	845	480	1171
20:45	1732	799	931	89	113	473	560	496	114	177	865	498	1194
21:00	1749	808	939	81	115	494	569	488	107	175	878	510	1205
21:15	1747	810	936	75	116	506	571	478	100	173	879	518	1205
21:30	1719	798	919	68	115	505	566	463	93	169	867	514	1187
21:45	1613	761	850	59	111	492	540	409	82	156	809	492	1120
22:00	1547	739	807	50	107	481	523	385	72	148	776	480	1079
22:15	1357	660	697	40	95	436	465	320	59	128	684	424	956
22:30	1195	588	606	31	84	390	414	274	47	112	606	374	850
22:45	1040	512	526	25	75	344	365	230	38	97	532	323	749
23:00	897	442	454	20	66	300	321	190	32	83	463	275	653
23:15	758	375	382	16	58	258	275	151	27	67	396	230	558
23:30	640	319	320	12	51	223	235	118	22	55	339	192	475
23:45	540	273	267	10	45	194	201	91	19	45	289	160	404
00:00	455	233	221	8	38	166	171	71	15	38	246	133	344
00:15	378	197	181	6	33	140	143	56	13	31	206	110	288
00:30	314	165	148	5	29	117	119	44	10	26	172	90	241
00:45	267	141	125	4	26	100	100	36	9	23	147	75	206
UT 18-23	82	78	86	34	46	73	94	140	35	84	98	78	142
US 18-23	139	134	145	86	115	128	145	177	94	150	154	133	174
UT 24h	145	137	151	69	93	131	167	226	71	154	173	131	265
US 24h	210	200	223	123	177	196	229	270	140	235	240	197	304

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

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

Risultati dal panel TV 2009 / 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*
06:00	100	66	34	1	1	30	34	35	1	10	34	44
06:15	100	64	35	1	1	27	36	35	1	11	36	42
06:30	100	63	37	2	1	25	39	33	1	12	35	41
06:45	100	61	39	3	1	23	42	30	2	14	35	40
07:00	100	62	38	6	2	22	44	26	5	15	32	42
07:15	100	55	45	11	2	24	42	21	11	17	28	40
07:30	100	52	48	14	2	25	38	20	14	17	27	38
07:45	100	49	50	17	2	24	34	21	18	16	27	34
08:00	100	49	51	19	2	24	32	23	20	16	29	31
08:15	100	46	53	18	2	25	30	24	20	16	29	31
08:30	100	46	53	16	2	26	30	25	19	16	30	31
08:45	100	46	54	16	3	27	28	27	18	17	29	31
09:00	100	44	55	16	3	27	27	27	18	17	29	31
09:15	100	45	55	16	3	28	25	28	18	17	29	31
09:30	100	46	54	15	4	28	23	30	17	17	31	31
09:45	100	47	53	15	4	29	21	30	16	16	32	30
10:00	100	47	53	14	5	28	21	32	16	16	34	29
10:15	100	46	54	13	5	28	21	32	15	16	35	28
10:30	100	45	54	12	6	28	21	33	14	17	36	27
10:45	100	45	55	11	6	28	21	34	13	17	37	26
11:00	100	44	56	10	6	28	21	36	12	18	40	25
11:15	100	43	56	9	6	27	22	36	11	19	43	22
11:30	100	43	57	8	5	27	23	37	10	19	45	21
11:45	100	42	57	10	5	25	24	35	12	18	45	20
12:00	100	42	58	11	5	24	26	34	12	19	44	21
12:15	100	42	58	10	5	24	29	32	11	18	44	22
12:30	100	42	58	9	5	24	30	31	9	19	44	23
12:45	100	42	58	9	5	24	30	32	9	19	42	24
13:00	100	43	57	8	5	24	29	34	8	21	41	25
13:15	100	42	58	7	5	24	29	35	7	21	40	27
13:30	100	41	59	7	5	25	29	35	7	23	39	28
13:45	100	39	61	7	5	25	28	36	6	23	38	27
14:00	100	38	62	6	5	25	28	35	7	23	38	28
14:15	100	38	62	6	5	26	28	34	7	23	39	28
14:30	100	39	61	6	5	27	28	34	7	22	39	28
14:45	100	38	61	6	5	27	28	34	7	22	40	28
15:00	100	38	62	6	5	27	27	35	7	22	40	28
15:15	100	38	62	6	5	27	28	35	7	22	40	27
15:30	100	38	62	6	5	26	28	35	8	22	41	26
15:45	100	39	61	7	5	25	28	35	8	22	41	25

* 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 %

Risultati dal panel TV 2009 / 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	5	25	28	36	9	22	41	24
16:15	100	39	61	8	5	24	28	36	9	22	42	23
16:30	100	40	60	9	5	23	27	36	11	21	41	23
16:45	100	41	59	10	5	22	27	36	11	21	41	22
17:00	100	42	58	10	5	22	28	36	11	21	41	22
17:15	100	42	58	10	5	22	28	36	11	21	40	23
17:30	100	43	57	10	5	21	28	35	11	21	40	23
17:45	100	43	57	10	5	21	28	36	11	20	41	23
18:00	100	43	57	9	4	22	29	36	10	20	42	23
18:15	100	43	57	9	4	22	30	34	10	19	43	24
18:30	100	42	58	8	4	23	31	34	9	19	43	24
18:45	100	42	57	7	4	22	31	35	8	20	43	25
19:00	100	43	57	7	4	22	31	36	8	20	43	25
19:15	100	43	57	7	4	21	32	36	8	20	42	26
19:30	100	43	57	6	5	22	31	37	7	20	42	26
19:45	100	43	57	6	5	22	32	36	7	20	42	26
20:00	100	44	56	5	5	23	32	35	7	19	42	27
20:15	100	44	56	5	5	23	32	35	7	19	42	28
20:30	100	44	56	5	5	24	32	34	6	19	42	28
20:45	100	44	56	5	5	25	32	34	6	19	42	28
21:00	100	44	56	5	5	26	32	33	6	19	42	29
21:15	100	45	55	5	5	26	32	32	6	19	43	29
21:30	100	45	55	4	5	27	32	31	6	18	43	29
21:45	100	45	55	4	5	27	33	31	5	18	43	30
22:00	100	45	55	4	5	28	33	30	5	17	44	30
22:15	100	45	55	4	5	29	33	29	5	17	44	31
22:30	100	46	54	4	5	29	34	29	5	15	45	32
22:45	100	47	53	4	4	30	34	28	5	15	46	32
23:00	100	47	52	3	4	31	34	28	5	14	46	33
23:15	100	48	52	3	4	33	33	27	4	13	47	34
23:30	100	50	50	3	3	35	32	27	4	12	48	34
23:45	100	50	50	3	3	37	31	26	4	11	49	34
00:00	100	51	49	3	2	39	30	26	3	10	50	34
00:15	100	51	49	3	2	40	30	26	3	10	50	34
00:30	100	52	48	3	2	41	30	25	3	9	50	35
00:45	100	52	48	3	2	42	30	24	3	8	50	36
18-23	100	44	56	5	5	25	32	33	7	18	43	28
24h	100	45	55	6	4	27	31	32	7	18	42	28

* 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 %

Risultati dal panel TV 2009 / Svizzera italiana

PENETRAZIONE GIORNALIERA in %, totale TV

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	71.4	70.9	71.5	70.3	70.9	70.9	74.3	71.0	72.6	71.5
sesto										
uomini	68.3	68.0	68.4	67.3	67.5	68.9	73.0	67.9	70.9	68.8
donne	72.9	72.4	73.1	71.9	72.9	71.1	74.0	72.6	72.5	72.6
età										
3-14	61.8	59.4	65.7	62.6	65.9	64.0	60.7	63.1	62.4	62.9
15-24	43.9	44.7	44.0	44.5	46.7	47.6	51.8	44.7	49.7	46.2
25-44	66.5	65.6	65.7	63.8	64.8	64.8	70.2	65.3	67.5	65.9
45-64	76.5	76.6	76.1	75.7	74.8	74.9	79.6	76.0	77.2	76.3
65+	87.9	87.8	87.9	87.1	86.8	86.1	88.4	87.5	87.3	87.5
formazione conclusa										
nessuna	53.5	52.8	57.7	54.1	56.7	55.0	54.4	55.0	54.7	54.9
obbligo	73.9	73.9	74.6	73.4	73.7	72.2	74.7	73.9	73.4	73.8
scuola prof.	75.5	75.2	74.6	74.2	73.3	72.2	76.9	74.6	74.5	74.6
superiore*	65.3	65.0	65.1	63.0	64.7	65.5	70.1	64.6	67.8	65.5

* 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

Risultati dal panel TV 2009 / Svizzera italiana

DURATA in minuti, totale TV

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	185	183	179	176	182	193	220	181	206	188
sesto										
uomini	168	164	164	160	166	189	219	164	204	176
donne	201	199	192	190	196	196	220	196	208	199
età										
3-14	92	88	104	94	104	110	101	97	105	99
15-24	73	77	71	71	81	82	104	75	93	80
25-44	167	160	154	149	161	177	207	158	192	168
45-64	206	203	195	196	196	209	250	199	229	208
65+	293	295	290	289	291	297	324	292	311	297
formazione conclusa										
nessuna	91	90	100	92	101	102	104	95	103	97
obbligo	213	211	201	204	206	209	238	207	224	212
scuola prof.	212	211	205	203	206	216	250	207	233	215
superiore*	172	168	164	158	168	182	214	166	198	175

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

Risultati dal panel TV 2009 / Svizzera italiana

RATING PER QUARTO D'ORA 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
		RSI La Uno	RSI La Due	altre		RAI1	RAI2	RAI3	CANALE5	ITALIA1	RETE4	LA7	
06:00	1.2	0.1	0.0	0.0	0.0	0.1	0.1	0.1	0.1	0.1	0.1	0.0	0.4
06:15	1.3	0.2	0.0	0.0	0.0	0.1	0.1	0.1	0.1	0.1	0.1	0.0	0.4
06:30	1.5	0.2	0.0	0.0	0.0	0.2	0.1	0.1	0.1	0.1	0.1	0.0	0.4
06:45	1.8	0.3	0.0	0.1	0.0	0.3	0.1	0.1	0.1	0.1	0.1	0.0	0.5
07:00	2.1	0.3	0.1	0.1	0.0	0.4	0.1	0.1	0.2	0.1	0.2	0.0	0.6
07:15	2.2	0.3	0.1	0.1	0.0	0.3	0.2	0.1	0.2	0.1	0.2	0.0	0.5
07:30	2.5	0.3	0.1	0.2	0.0	0.4	0.2	0.1	0.2	0.1	0.2	0.0	0.7
07:45	2.8	0.3	0.1	0.2	0.0	0.4	0.2	0.1	0.2	0.1	0.3	0.0	0.8
08:00	3.1	0.3	0.1	0.2	0.1	0.5	0.3	0.1	0.2	0.2	0.3	0.0	0.9
08:15	3.3	0.3	0.1	0.2	0.1	0.6	0.3	0.1	0.3	0.2	0.3	0.0	0.8
08:30	3.4	0.4	0.1	0.2	0.0	0.6	0.3	0.1	0.2	0.2	0.3	0.0	0.9
08:45	3.6	0.4	0.2	0.2	0.1	0.6	0.2	0.2	0.2	0.2	0.4	0.0	1.0
09:00	3.7	0.4	0.2	0.1	0.1	0.6	0.2	0.2	0.2	0.2	0.4	0.0	1.1
09:15	3.9	0.4	0.2	0.1	0.1	0.6	0.3	0.2	0.3	0.3	0.3	0.0	1.1
09:30	4.1	0.4	0.3	0.1	0.1	0.6	0.2	0.2	0.3	0.3	0.3	0.0	1.2
09:45	4.2	0.4	0.3	0.1	0.1	0.6	0.2	0.2	0.3	0.3	0.3	0.0	1.3
10:00	4.5	0.5	0.3	0.1	0.1	0.6	0.2	0.3	0.4	0.3	0.3	0.0	1.4
10:15	4.8	0.6	0.3	0.1	0.1	0.6	0.2	0.2	0.5	0.3	0.3	0.0	1.4
10:30	5.0	0.6	0.4	0.1	0.1	0.7	0.3	0.2	0.5	0.3	0.3	0.0	1.5
10:45	5.3	0.7	0.4	0.1	0.1	0.6	0.3	0.2	0.6	0.4	0.3	0.0	1.5
11:00	5.9	0.8	0.5	0.1	0.1	0.6	0.3	0.2	0.8	0.5	0.3	0.1	1.5
11:15	6.6	0.9	0.5	0.1	0.2	0.7	0.3	0.2	1.0	0.5	0.4	0.1	1.6
11:30	7.6	1.2	0.5	0.1	0.2	0.8	0.3	0.3	1.1	0.7	0.5	0.1	1.7
11:45	8.9	1.3	0.5	0.2	0.2	0.9	0.4	0.4	1.4	0.9	0.7	0.1	1.9
12:00	10.3	1.4	0.6	0.2	0.2	1.2	0.5	0.5	1.7	1.0	0.7	0.1	2.1
12:15	12.1	2.1	0.7	0.2	0.2	1.5	0.6	0.5	1.8	1.3	0.8	0.1	2.3
12:30	14.2	3.7	0.8	0.2	0.1	1.6	0.5	0.2	1.9	2.1	0.6	0.1	2.3
12:45	14.8	2.9	0.9	0.3	0.1	1.9	0.8	0.3	2.1	2.3	0.7	0.1	2.4
13:00	15.3	2.7	0.9	0.6	0.1	2.1	1.6	0.3	2.3	1.5	0.8	0.1	2.3
13:15	14.9	2.8	0.9	0.3	0.1	2.0	1.8	0.2	2.4	1.2	0.6	0.2	2.3
13:30	14.0	3.0	1.0	0.3	0.2	2.1	1.1	0.3	2.1	0.8	0.6	0.3	2.3
13:45	13.8	2.9	1.0	0.3	0.2	2.1	0.9	0.3	2.6	0.6	0.5	0.2	2.1
14:00	12.9	2.9	1.1	0.2	0.1	1.5	0.8	0.4	2.1	0.6	0.7	0.2	2.2
14:15	12.0	2.4	1.0	0.2	0.1	1.6	0.7	0.4	1.5	0.7	1.1	0.2	2.1
14:30	11.8	2.2	0.9	0.2	0.1	1.6	0.7	0.5	1.5	0.7	1.2	0.2	2.0
14:45	11.7	2.1	0.9	0.2	0.1	1.7	0.7	0.4	1.4	0.7	1.2	0.2	2.0
15:00	11.5	1.9	0.9	0.2	0.1	1.6	0.8	0.3	1.5	0.7	1.1	0.2	2.1
15:15	11.3	1.8	0.9	0.2	0.1	1.6	0.8	0.4	1.6	0.7	0.9	0.2	2.2
15:30	11.4	1.7	0.9	0.2	0.1	1.6	0.8	0.4	1.6	0.7	0.9	0.2	2.3
15:45	11.7	1.7	0.9	0.3	0.1	1.6	0.9	0.4	1.5	0.8	0.9	0.2	2.5

Risultati dal panel TV 2009 / Svizzera italiana

RATING PER QUARTO D'ORA 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
		RSI La Uno	RSI La Due	altre		RAI1	RAI2	RAI3	CANALE5	ITALIA1	RETE4	LA7	
16:00	12.1	2.2	0.9	0.3	0.1	1.7	0.8	0.4	1.5	0.8	0.6	0.2	2.5
16:15	12.7	2.3	0.9	0.3	0.3	1.8	0.8	0.5	1.6	0.9	0.5	0.1	2.6
16:30	13.6	2.5	1.0	0.4	0.6	1.9	0.8	0.5	1.6	0.9	0.5	0.2	2.7
16:45	14.3	2.7	1.0	0.4	0.6	1.7	0.9	0.6	1.6	1.0	0.6	0.2	2.9
17:00	15.0	2.3	1.2	0.5	0.8	1.8	1.0	0.8	1.9	1.1	0.7	0.2	2.9
17:15	15.9	2.4	1.2	0.5	0.7	1.9	1.0	1.1	2.0	1.0	0.8	0.2	3.1
17:30	17.0	2.7	1.2	0.5	0.7	2.2	0.9	1.2	2.0	1.0	0.9	0.2	3.5
17:45	18.2	3.3	1.4	0.4	0.6	2.4	1.0	1.2	2.0	0.9	0.9	0.2	3.9
18:00	19.9	4.5	1.6	0.5	0.3	2.6	0.8	1.1	2.3	0.9	1.1	0.2	4.0
18:15	20.9	5.0	1.6	0.4	0.3	2.8	1.1	1.1	2.7	1.0	1.1	0.2	3.8
18:30	22.2	5.9	1.3	0.5	0.3	2.6	1.1	1.2	2.5	1.6	1.2	0.2	3.8
18:45	24.4	7.3	1.4	0.8	1.3	2.0	1.4	1.0	2.2	2.0	1.0	0.2	3.6
19:00	28.1	13.0	1.4	0.9	0.6	2.5	1.0	0.6	2.4	1.2	1.1	0.2	3.3
19:15	30.4	13.6	1.4	1.1	0.4	2.6	1.3	0.7	3.0	1.2	1.3	0.3	3.5
19:30	32.6	12.1	1.6	2.1	0.7	3.4	1.5	0.7	3.5	1.6	1.3	0.3	3.8
19:45	34.0	11.8	1.8	2.2	0.6	3.2	2.0	0.6	4.3	1.7	1.7	0.2	3.9
20:00	35.3	16.2	1.4	1.7	0.3	2.1	2.4	0.8	2.5	1.7	2.2	0.1	3.8
20:15	36.3	17.5	1.5	1.7	0.3	2.1	2.0	0.6	2.8	1.7	1.9	0.1	4.0
20:30	37.5	15.5	2.3	1.9	0.5	2.4	2.1	1.2	2.8	1.9	1.9	0.2	4.8
20:45	38.5	13.7	2.2	1.8	0.4	3.1	2.4	1.6	4.4	1.9	1.9	0.3	4.7
21:00	39.3	9.5	2.8	1.8	0.6	4.5	1.9	1.7	6.9	2.1	2.3	0.4	4.9
21:15	39.7	9.4	3.4	1.8	0.7	4.0	2.7	2.5	4.9	2.7	2.0	0.4	5.1
21:30	39.8	9.3	3.4	1.7	0.7	3.8	2.9	2.7	4.3	3.1	2.1	0.4	5.3
21:45	39.4	8.7	3.4	1.8	0.6	3.8	3.1	2.4	4.2	3.3	2.4	0.5	5.2
22:00	38.6	8.2	3.4	1.9	0.5	4.0	2.8	2.6	4.2	3.2	2.2	0.5	4.9
22:15	37.2	7.4	3.4	1.5	0.3	4.1	3.0	2.6	4.1	3.2	2.3	0.5	4.7
22:30	34.5	5.8	3.0	1.4	0.3	3.7	2.6	2.6	4.2	3.2	2.2	0.6	4.7
22:45	31.3	4.5	2.5	1.2	0.3	3.6	2.2	2.4	4.2	3.1	2.4	0.6	4.3
23:00	27.7	3.7	2.1	1.0	0.3	3.2	2.1	2.2	4.1	2.5	2.0	0.5	3.8
23:15	23.5	3.1	1.9	0.8	0.3	2.8	1.7	1.4	3.6	2.3	1.7	0.5	3.4
23:30	19.5	2.7	1.6	0.7	0.2	2.2	1.2	0.9	3.0	2.1	1.5	0.4	3.0
23:45	16.3	2.2	1.2	0.5	0.2	2.0	1.0	0.8	2.4	1.7	1.2	0.3	2.6
00:00	13.8	2.0	0.9	0.4	0.2	1.8	0.9	0.8	1.9	1.4	1.0	0.2	2.2
00:15	11.8	1.8	0.7	0.3	0.1	1.6	0.8	0.7	1.5	1.2	0.9	0.2	1.8
00:30	9.8	1.6	0.6	0.3	0.1	1.3	0.6	0.6	1.1	1.1	0.8	0.2	1.3
00:45	8.0	1.4	0.5	0.3	0.1	1.0	0.5	0.5	1.0	0.9	0.7	0.1	1.1
R 18-23	33.0	9.9	2.2	1.4	0.5	3.2	2.0	1.5	3.6	2.1	1.8	0.3	4.3
PG 18-23	61.2	45.5	26.1	13.8	14.0	30.1	26.4	23.3	29.6	25.2	20.8	9.2	40.7
R 24h	13.1	3.1	0.9	0.5	0.2	1.5	0.8	0.6	1.6	1.0	0.8	0.2	2.1
PG 24h	71.5	54.8	36.4	20.6	20.4	41.1	37.4	33.1	39.9	36.7	31.0	15.5	55.0

PG = penetrazione giornaliera in % R = rating in %

2.9 Consumo televisivo per canale: rating in migliaia

Risultati dal panel TV 2009 / 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
		RSI La Uno	RSI La Due	altre		RAI1	RAI2	RAI3	CANALE5	ITALIA1	RETE4	LA7	
06:00	4	0	0	0	0	0	0	0	0	0	0	0	1
06:15	4	1	0	0	0	0	0	0	0	0	0	0	1
06:30	5	1	0	0	0	1	0	0	0	0	0	0	1
06:45	6	1	0	0	0	1	0	0	0	0	0	0	2
07:00	7	1	0	0	0	1	0	0	1	0	1	0	2
07:15	7	1	0	0	0	1	1	0	1	0	1	0	2
07:30	8	1	0	1	0	1	1	0	1	0	1	0	2
07:45	9	1	0	1	0	1	1	0	1	1	1	0	2
08:00	10	1	0	1	0	2	1	0	1	1	1	0	3
08:15	10	1	0	1	0	2	1	0	1	1	1	0	3
08:30	11	1	0	1	0	2	1	1	1	1	1	0	3
08:45	11	1	1	1	0	2	1	1	1	1	1	0	3
09:00	12	1	1	0	0	2	1	1	1	1	1	0	3
09:15	12	1	1	0	0	2	1	1	1	1	1	0	4
09:30	13	1	1	0	0	2	1	1	1	1	1	0	4
09:45	13	1	1	0	0	2	1	1	1	1	1	0	4
10:00	14	2	1	0	0	2	1	1	1	1	1	0	4
10:15	15	2	1	0	0	2	1	1	2	1	1	0	4
10:30	16	2	1	0	0	2	1	1	2	1	1	0	5
10:45	17	2	1	0	0	2	1	1	2	1	1	0	5
11:00	18	2	2	0	0	2	1	1	3	1	1	0	5
11:15	20	3	2	0	1	2	1	1	3	2	1	0	5
11:30	23	4	2	0	1	2	1	1	4	2	2	0	5
11:45	27	4	2	1	1	3	1	1	4	3	2	0	6
12:00	32	5	2	1	1	4	2	2	5	3	2	0	6
12:15	37	7	2	1	1	5	2	1	6	4	2	0	7
12:30	44	11	2	1	0	5	2	1	6	6	2	0	7
12:45	46	9	3	1	0	6	3	1	6	7	2	0	7
13:00	47	8	3	2	0	7	5	1	7	5	2	0	7
13:15	46	9	3	1	0	6	6	1	8	4	2	1	7
13:30	43	9	3	1	1	7	3	1	6	3	2	1	7
13:45	42	9	3	1	1	7	3	1	8	2	2	1	6
14:00	40	9	3	1	0	5	2	1	7	2	2	1	7
14:15	37	7	3	1	0	5	2	1	5	2	3	1	7
14:30	36	7	3	1	0	5	2	2	5	2	4	1	6
14:45	36	7	3	1	0	5	2	1	4	2	4	1	6
15:00	36	6	3	1	0	5	2	1	5	2	3	1	6
15:15	35	6	3	1	0	5	2	1	5	2	3	1	7
15:30	35	5	3	1	0	5	3	1	5	2	3	1	7
15:45	36	5	3	1	0	5	3	1	5	2	3	1	8

Risultati dal panel TV 2009 / 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
		RSI La Uno	RSI La Due	altre		RAI1	RAI2	RAI3	CANALE5	ITALIA1	RETE4	LA7	
16:00	37	7	3	1	0	5	3	1	5	3	2	1	8
16:15	39	7	3	1	1	6	2	2	5	3	2	1	8
16:30	42	8	3	1	2	6	3	2	5	3	2	1	8
16:45	44	8	3	1	2	5	3	2	5	3	2	1	9
17:00	46	7	4	2	2	6	3	2	6	3	2	1	9
17:15	49	7	4	2	2	6	3	3	6	3	2	1	10
17:30	53	9	4	2	2	7	3	4	6	3	3	1	11
17:45	56	10	4	1	2	7	3	4	6	3	3	1	12
18:00	61	14	5	2	1	8	3	4	7	3	3	1	12
18:15	64	15	5	1	1	9	3	4	8	3	3	1	12
18:30	69	18	4	2	1	8	3	4	8	5	4	1	12
18:45	75	23	4	3	4	6	4	3	7	6	3	1	11
19:00	87	40	4	3	2	8	3	2	7	4	3	1	10
19:15	94	42	4	3	1	8	4	2	9	4	4	1	11
19:30	100	37	5	6	2	11	5	2	11	5	4	1	12
19:45	105	36	5	7	2	10	6	2	13	5	5	1	12
20:00	109	50	4	5	1	7	7	2	8	5	7	0	12
20:15	112	54	5	5	1	7	6	2	9	5	6	0	12
20:30	116	48	7	6	2	7	7	4	9	6	6	1	15
20:45	119	42	7	6	1	10	7	5	14	6	6	1	15
21:00	121	29	9	5	2	14	6	5	21	6	7	1	15
21:15	122	29	10	6	2	12	8	8	15	8	6	1	16
21:30	122	29	11	5	2	12	9	8	13	10	7	1	16
21:45	122	27	11	6	2	12	10	8	13	10	7	2	16
22:00	119	25	11	6	2	12	9	8	13	10	7	2	15
22:15	115	23	10	5	1	13	9	8	13	10	7	2	15
22:30	106	18	9	4	1	12	8	8	13	10	7	2	14
22:45	97	14	8	4	1	11	7	8	13	10	8	2	13
23:00	85	12	6	3	1	10	7	7	13	8	6	2	12
23:15	72	10	6	3	1	9	5	4	11	7	5	2	11
23:30	60	8	5	2	1	7	4	3	9	6	5	1	9
23:45	50	7	4	2	1	6	3	3	7	5	4	1	8
00:00	43	6	3	1	1	6	3	2	6	4	3	1	7
00:15	36	6	2	1	1	5	3	2	5	4	3	1	5
00:30	30	5	2	1	0	4	2	2	4	3	2	1	4
00:45	25	4	2	1	0	3	2	1	3	3	2	0	3
UT 18-23	99	30	7	4	2	10	6	5	11	6	5	1	13
US 18-23	161	65	25	31	11	31	23	20	36	25	26	11	32
UT 24h	188	44	13	7	3	21	12	9	23	14	11	2	30
US 24h	262	80	34	34	15	51	32	25	56	37	37	15	54

UT = utenza in minuti (totale)

US = utenza in minuti (spettatori)

Risultati dal panel TV 2009 / 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
		RSI La Uno	RSI La Due	altre		RAI1	RAI2	RAI3	CANALE5	ITALIA1	RETE4	LA7	
06:00	100	11.6	3.5	2.9	1.1	11.7	5.6	4.8	9.7	8.3	10.2	0.5	30.1
06:15	100	13.5	3.2	2.7	1.2	10.7	5.6	7.0	9.1	7.5	10.0	0.4	29.1
06:30	100	12.2	2.7	2.8	1.2	15.1	6.6	6.2	9.6	6.9	8.6	0.6	27.5
06:45	100	14.1	2.3	3.4	1.3	18.6	6.2	4.9	8.2	6.6	8.0	0.5	25.9
07:00	100	15.5	3.0	4.3	1.2	18.4	4.0	3.8	8.0	4.7	8.2	0.4	28.4
07:15	100	12.4	3.7	6.7	2.0	15.8	7.6	3.9	10.3	4.6	8.8	0.4	23.8
07:30	100	10.2	3.4	7.5	1.2	15.2	8.4	3.9	8.2	5.4	9.5	0.6	26.4
07:45	100	9.3	3.6	6.9	1.4	15.7	8.6	4.0	7.9	5.5	9.8	0.9	26.5
08:00	100	10.5	2.3	5.9	1.9	17.1	8.1	3.2	7.1	5.5	9.6	0.7	28.3
08:15	100	10.0	2.7	5.7	2.2	18.4	8.6	3.3	8.1	5.3	9.6	0.7	25.3
08:30	100	9.3	3.6	5.6	1.4	17.4	7.8	4.5	7.4	4.7	10.8	0.9	26.8
08:45	100	9.0	3.9	4.9	1.2	18.2	6.9	4.7	6.5	4.9	11.4	1.0	27.3
09:00	100	8.9	4.5	3.5	1.6	17.7	6.5	4.4	7.3	5.5	11.2	0.9	28.1
09:15	100	8.9	5.2	3.0	1.8	17.2	6.5	4.4	8.1	6.4	8.8	0.9	28.8
09:30	100	8.7	5.6	3.0	1.3	16.4	5.2	5.3	8.7	7.6	7.6	1.0	29.6
09:45	100	9.4	5.3	3.0	1.2	15.2	5.1	6.0	8.7	8.3	6.8	0.7	30.2
10:00	100	10.9	5.0	2.8	1.2	14.7	4.8	5.9	9.6	7.3	6.7	0.6	30.5
10:15	100	13.0	5.3	2.6	1.3	14.2	4.7	5.2	10.8	6.4	6.6	0.4	29.6
10:30	100	13.7	5.7	2.5	1.4	14.0	4.4	4.2	11.3	6.9	6.1	0.5	29.5
10:45	100	15.6	6.2	2.3	1.6	11.9	4.6	4.2	11.1	7.6	6.1	0.7	28.2
11:00	100	15.0	6.2	1.9	2.8	10.2	4.3	3.8	14.7	7.9	6.1	0.9	26.2
11:15	100	15.5	5.7	1.6	3.5	10.1	4.6	3.3	15.9	8.4	6.7	0.9	23.7
11:30	100	17.0	5.1	1.4	3.4	10.1	4.2	3.5	15.7	9.4	6.8	1.1	22.2
11:45	100	15.9	4.2	1.7	2.5	10.2	4.6	4.3	16.1	10.2	7.4	1.1	21.9
12:00	100	14.7	4.4	1.8	2.2	11.3	4.7	5.5	16.3	10.2	7.2	1.2	20.4
12:15	100	18.0	5.1	1.8	1.9	12.5	4.7	3.8	15.2	10.7	6.5	1.0	18.7
12:30	100	26.5	4.9	1.7	1.0	11.6	3.5	1.6	13.5	15.0	4.4	0.5	15.9
12:45	100	19.3	5.8	2.2	0.9	13.0	5.5	2.1	13.9	15.6	4.7	1.0	16.0
13:00	100	17.6	5.5	3.7	0.7	14.2	10.8	1.7	15.4	9.9	4.8	0.9	14.9
13:15	100	18.3	5.3	2.3	0.7	13.8	12.6	1.6	16.6	8.1	3.8	1.1	15.7
13:30	100	20.9	6.0	2.5	1.1	15.1	7.9	2.4	15.4	5.9	4.5	1.8	16.4
13:45	100	21.0	6.1	2.2	1.2	15.5	6.7	2.3	20.0	4.6	3.7	1.7	15.0
14:00	100	22.7	7.2	1.8	1.1	12.0	6.0	3.0	17.7	4.7	5.4	1.4	17.1
14:15	100	19.8	7.1	1.7	1.1	13.1	6.3	3.0	13.1	5.2	9.9	1.7	17.9
14:30	100	18.6	7.0	1.6	0.9	13.6	5.9	4.2	13.3	5.8	10.7	1.7	16.7
14:45	100	18.3	6.8	1.8	0.8	14.7	6.0	3.5	12.6	6.1	11.2	1.8	16.5
15:00	100	16.8	6.9	2.0	0.9	14.3	6.8	2.8	13.8	5.7	10.3	1.8	18.0
15:15	100	15.9	6.9	2.0	0.9	14.5	6.9	2.7	14.1	5.8	8.4	2.0	19.9
15:30	100	15.3	7.1	2.0	0.9	14.5	7.1	2.9	13.8	5.9	8.0	1.9	20.6
15:45	100	14.5	6.9	2.1	0.9	14.4	7.5	3.3	13.2	6.3	7.6	2.0	21.3

Risultati dal panel TV 2009 / 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
		RSI La Uno	RSI La Due	altre		RAI1	RAI2	RAI3	CANALE5	ITALIA1	RETE4	LA7	
16:00	100	19.0	6.6	2.1	1.2	14.9	6.8	3.1	12.5	6.7	4.8	1.3	20.9
16:15	100	19.1	6.4	2.4	3.0	14.8	5.9	3.1	12.4	6.9	3.8	1.1	21.1
16:30	100	18.4	6.7	2.8	4.6	14.4	5.9	3.2	11.7	7.1	3.7	1.1	20.3
16:45	100	19.1	7.0	3.0	4.9	12.2	6.4	3.4	11.2	7.0	4.1	1.2	20.4
17:00	100	15.1	7.4	3.5	5.7	12.3	6.7	4.7	12.5	7.1	4.7	1.3	19.1
17:15	100	14.6	7.6	3.5	4.7	12.5	6.2	6.3	12.3	6.4	4.6	1.5	19.9
17:30	100	15.9	6.9	2.9	4.4	13.4	5.5	6.4	11.5	5.6	5.2	1.5	20.9
17:45	100	18.1	7.6	2.0	3.5	13.4	5.5	6.4	10.6	4.9	5.0	1.3	21.6
18:00	100	22.4	7.8	2.5	1.5	13.4	4.1	5.7	11.2	4.7	5.3	1.2	20.2
18:15	100	23.1	7.5	2.1	1.4	13.6	5.1	5.5	12.5	4.7	5.0	1.1	18.4
18:30	100	25.5	5.9	2.3	1.7	12.3	4.8	5.4	10.9	7.5	5.3	1.0	17.4
18:45	100	29.2	5.9	3.2	5.7	8.6	5.5	4.3	8.8	8.6	4.1	0.9	15.2
19:00	100	44.9	5.0	3.1	2.2	9.2	3.6	2.2	8.4	4.6	3.9	0.8	12.0
19:15	100	43.9	4.7	3.6	1.4	8.9	4.2	2.6	9.7	4.2	4.2	1.0	11.6
19:30	100	37.4	4.9	6.4	2.2	10.6	4.5	2.0	10.5	4.9	4.0	1.0	11.7
19:45	100	35.0	5.1	6.5	1.9	9.4	5.8	1.8	12.3	5.1	4.9	0.6	11.6
20:00	100	46.1	4.0	4.8	0.9	6.1	6.6	2.2	7.2	5.0	6.1	0.3	10.8
20:15	100	48.4	4.1	4.7	0.7	5.9	5.4	1.7	7.8	4.8	5.2	0.3	11.1
20:30	100	41.1	6.2	5.1	1.4	6.4	5.7	3.1	7.5	5.2	5.1	0.6	12.9
20:45	100	35.1	5.9	4.7	0.9	8.2	6.4	4.1	11.3	5.1	5.0	0.8	12.5
21:00	100	24.2	7.0	4.5	1.5	11.5	4.8	4.3	17.3	5.3	5.9	0.9	12.7
21:15	100	23.8	8.4	4.5	1.8	10.1	6.9	6.2	12.4	6.8	5.1	1.1	13.0
21:30	100	23.4	8.6	4.4	1.7	9.6	7.3	6.6	10.7	7.9	5.4	1.1	13.4
21:45	100	22.2	8.7	4.6	1.5	9.6	7.8	6.1	10.6	8.4	6.0	1.3	13.3
22:00	100	21.3	8.8	4.9	1.4	10.4	7.3	6.8	10.7	8.4	5.8	1.3	12.8
22:15	100	20.0	9.0	4.1	0.9	11.0	8.1	7.0	11.0	8.6	6.2	1.3	12.9
22:30	100	16.7	8.7	4.1	1.0	10.8	7.6	7.4	12.2	9.5	6.5	1.7	13.8
22:45	100	14.4	7.8	3.9	1.0	11.5	7.0	7.7	13.3	10.0	7.8	1.8	13.9
23:00	100	13.6	7.5	3.5	1.1	11.4	7.6	8.0	14.8	9.2	7.4	1.9	13.9
23:15	100	13.2	8.0	3.4	1.4	11.7	7.3	5.7	15.4	9.6	7.3	2.2	14.7
23:30	100	13.8	8.1	3.5	1.2	10.9	6.4	4.7	15.1	10.8	7.8	2.2	15.4
23:45	100	14.0	7.5	3.3	1.3	11.9	6.4	5.0	14.3	10.8	7.8	1.8	16.0
00:00	100	14.7	6.8	3.0	1.3	13.0	6.9	5.3	13.5	10.5	7.3	1.7	15.9
00:15	100	15.7	6.0	3.0	1.3	13.7	7.0	5.9	12.3	10.5	7.7	1.8	15.1
00:30	100	17.2	6.1	3.2	1.3	13.1	6.6	6.1	11.5	11.4	7.9	1.8	13.7
00:45	100	17.8	6.1	3.5	1.3	12.2	6.3	5.4	11.8	11.6	8.6	1.8	13.7
QM 18-23	100	30.0	6.8	4.4	1.5	9.6	6.1	4.6	10.8	6.5	5.4	1.0	13.2
UT 18-23	99	30	7	4	2	10	6	5	11	6	5	1	13
QM 24h	100	23.6	6.7	3.7	1.7	11.2	6.3	4.5	11.9	7.3	6.0	1.2	15.9
UT 24h	188	44	13	7	3	21	12	9	23	14	11	2	30

QM = quota di mercato in %

UT = utenza in minuti (totale)

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

Risultati dal panel TV 2009 / Svizzera italiana

PENETRAZIONE GIORNALIERA in % (lu-do)

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

	1987	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
TOTALE TV	71	67	67	67	69	70	73	70	73	75	73	74	76	75	76	75	75	75	74	74	71	72	72
RSI La Uno	50	48	47	47	50	52	57	55	58	60	59	59	61	59	59	59	61	60	59	58	53	55	55
RSI La Due								6	11	14	17	26	29	30	30	29	32	37	37	39	35	37	36
RSI												62	64	62	62	62	64	64	63	61	57	59	58
SF1	21	20	19	18	17	17	19	21	20	18	18	16	17	16	16	14	13	12	13	13	12	11	11
TSR1	22	22	20	18	18	18	18	20	20	18	17	17	16	15	14	13	12	11	12	12	11	9	10
RAI 1	35	33	32	32	36	36	40	41	43	44	41	44	43	43	45	46	43	42	43	43	41	41	41
RAI 2	34	32	32	32	35	35	39	39	39	41	38	40	41	40	40	41	41	40	40	40	37	38	37
RAI 3				21	24	25	30	32	32	34	33	36	35	34	35	36	35	34	35	35	32	33	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	40
Italia 1	19	18	19	20	23	28	33	33	34	36	35	36	37	36	36	38	37	37	37	39	36	37	37
Rete 4									28	32	32	31	31	30	31	32	32	33	33	33	32	32	31
LA7							16	17	17	20	20	21	21	19	20	21	20	19	19	19	16	16	16
altre TV	44	41	44								53	56	53	52	52	53	53	54	54	55	54	54	56
TeleTicino														16	18	19	18	20	20	21	20	21	20
TOT 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	13

Note

RSI LA Uno 1: fino al 31.8.1997 TSI, RSI La Due: 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

Risultati dal panel TV 2009 / Svizzera italiana

DURATA in minuti (lu-do)

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

	1987	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
TOTALE TV	132	124	122	128	137	142	153	149	157	164	157	164	170	171	169	177	175	178	175	180	173	185	188
SRG SSR	44	42	39	43	47	48	48	48	49	56	55	57	62	59	58	58	63	66	65	65	60	65	64
RSI La Uno	35	33	31	34	39	38	41	39	41	47	46	43	46	44	44	44	48	48	46	43	42	45	44
RSI La Due								2	2	3	4	9	10	10	9	9	10	12	12	14	11	13	13
RSI												52	55	54	53	53	58	61	57	57	53	59	57
SF1	5	5	5	5	4	4	4	4	3	3	3	2	3	2	2	3	2	3	4	4	4	3	3
TSR1	4	4	3	3	3	3	2	3	3	3	2	3	3	2	2	2	1	1	2	2	2	2	2
Non SSR	89	81	83	85	90	97	105	101	108	108	101	105	109	112	111	120	112	112	111	116	113	120	124
RAI 1	16	14	13	12	13	12	13	14	18	17	15	16	16	18	20	21	18	18	18	18	19	21	21
RAI 2	14	12	13	13	15	16	17	15	16	15	13	15	15	14	12	13	13	12	12	12	11	12	12
RAI 3				6	6	6	7	7	8	9	8	9	9	9	9	9	9	8	8	8	8	8	9
Canale 5	18	17	16	16	13	16	23	21	23	23	22	20	22	25	25	25	23	23	21	21	19	22	23
Italia 1	8	7	7	7	9	13	14	12	14	15	13	14	15	14	13	15	14	14	14	14	14	14	14
Rete 4									9	10	10	10	10	10	9	11	11	11	10	10	11	11	11
LA7							2	2	2	3	3	3	3	3	3	3	3	3	3	3	3	2	2
altre TV	33	31	34	31	34	31	29	30	27	26	27	28	21	19	18.7	21	21	21	24	27	26	26	30
TeleTicino														2	1.8	2	2	2	2	2	3	3	3
TOT 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	8

Note

RSI La Uno: fino al 31.8.1997 TSI, RSI La Due: 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; dal 2001 i valori di SF Info e dal 2009 anche i valori di HD Suisse.

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

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

Risultati dal panel TV 2009 / Svizzera italiana

QUOTA DI MERCATO in % (lu-do)

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

	1987	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
SRG SSR	33	34	33	34	35	33	33	32	31	34	35.6	35.2	36.0	34.0	34.0	32.3	35.7	37.2	36.8	35.7	34.6	35.4	34.0
RSI La Uno	26	26	25	26	28	26	27	26	26	28	29.6	26.4	26.7	25.3	26.1	24.5	27.4	27.1	26.2	23.7	24.3	24.7	23.6
RSI La Due				1	1	2	1	1	1	2	2.6	5.5	5.7	6.0	5.4	5.1	5.6	7.0	6.5	7.6	6.2	7.3	6.7
RSI											32.2	31.9	32.4	31.3	31.5	29.5	33.0	34.1	32.7	31.3	30.5	31.9	30.3
SF1	4	4	4	4	3	3	3	3	2	2	2.0	1.4	1.6	1.3	1.3	1.4	1.3	1.6	2.1	2.1	2.2	1.8	1.8
TSR1	3	3	3	3	3	2	2	2	2	2	1.4	1.9	1.7	1.1	0.9	0.9	0.8	0.8	1.1	1.2	0.9	0.9	0.9
Non SSR	67	66	67	66	65	67	67	68	69	66	64.4	64.8	64.0	66.0	66.0	67.7	64.3	62.8	63.2	64.3	65.4	64.6	66.0
RAI 1	12	11	11	9	9	9	8	10	11	10	9.3	9.9	9.2	10.5	11.7	12.0	10.1	10.0	10.0	10.1	10.9	11.0	11.2
RAI 2	11	10	11	10	11	11	11	10	10	10	8.6	9.2	8.6	8.1	7.4	7.5	7.4	6.7	6.8	6.5	6.4	6.7	6.3
RAI 3				4	4	4	5	5	5	5	5.3	5.7	5.1	5.1	5.2	5.3	4.9	4.3	4.3	4.4	4.5	4.3	4.5
Canale 5	14	14	13	13	10	11	15	14	15	14	13.7	12.3	12.7	14.4	14.7	13.8	13.1	12.9	11.9	11.6	10.9	11.8	11.9
Italia 1	6	6	6	6	7	9	10	8	9	9	8.3	8.8	8.7	8.3	7.4	8.2	7.9	7.7	7.9	8.0	8.0	7.6	7.3
Rete 4									6	6	6.6	6.2	5.7	5.7	5.6	6.1	6.1	6.2	5.5	5.5	6.2	6.2	6.0
LA7							1	2	1	2	2.1	2.1	1.7	1.7	1.7	1.8	1.8	1.8	1.7	1.8	1.5	1.3	1.2
altre TV	25	26	28	24	24	23	17	19	17	16	17.2	16.9	12.3	11.3	11.2	12.1	12.0	12.1	13.7	15.0	15.3	13.9	15.9
TeleTicino														0.9	1.1	0.9	1.0	1.2	1.2	1.4	1.6	1.8	1.7

Note

RSI La Uno: fino al 31.8.1997 TSI, RSI La Due: 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; dal 2001 i valori di SF Info e dal 2009 anche i valori di HD Suisse.
 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 Iore zone di copertura

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

Risultati dal panel TV 2009 / Svizzera italiana

	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
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	20.4
PENETRAZIONE GIORNALIERA in migliaia (lu-do)										
televisione private CH										
TeleTicino	48	57	58	56	61	61	66	62	64	63
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	3.1
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	1.7

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

Risultati dal panel TV 2009 / 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
06:00	0.1	0.0	0.0	3.5	2.4	1.2	0.1	0.1	0.0	0.0	3.2	2.6	1.3	0.1
06:15	0.1	0.1	0.0	3.9	2.8	1.3	0.1	0.1	0.1	0.0	3.6	2.8	1.4	0.1
06:30	0.1	0.1	0.0	3.9	3.2	1.5	0.3	0.1	0.1	0.0	3.7	3.2	1.6	0.3
06:45	0.1	0.1	0.1	3.0	4.0	1.9	0.7	0.1	0.1	0.1	3.1	4.0	1.9	0.6
07:00	0.2	0.1	0.1	2.8	4.8	2.3	1.4	0.2	0.1	0.1	3.1	4.7	2.2	1.2
07:15	0.1	0.1	0.2	2.3	4.9	2.3	2.8	0.2	0.1	0.2	3.2	4.8	2.3	2.4
07:30	0.2	0.1	0.3	2.2	5.6	2.6	3.9	0.2	0.1	0.3	3.2	5.4	2.6	3.5
07:45	0.2	0.1	0.3	2.5	6.4	3.0	5.4	0.3	0.1	0.4	3.6	6.2	2.9	4.9
08:00	0.3	0.1	0.4	3.1	6.8	3.2	5.6	0.3	0.1	0.5	4.2	6.9	3.2	5.6
08:15	0.3	0.1	0.4	3.9	6.8	3.2	5.0	0.4	0.2	0.6	4.6	7.3	3.4	5.7
08:30	0.3	0.1	0.4	4.1	6.6	3.1	4.1	0.4	0.2	0.7	4.6	7.6	3.6	5.7
08:45	0.3	0.1	0.3	4.1	6.7	3.1	3.9	0.4	0.2	0.7	4.6	8.0	3.8	6.0
09:00	0.3	0.1	0.4	4.3	6.9	3.2	4.2	0.5	0.2	0.7	4.8	8.3	3.9	6.4
09:15	0.4	0.2	0.4	4.7	7.2	3.4	4.6	0.5	0.2	0.8	5.2	8.7	4.1	6.8
09:30	0.4	0.2	0.5	5.0	7.3	3.5	4.6	0.6	0.3	0.9	5.5	8.9	4.3	6.8
09:45	0.5	0.2	0.5	5.1	7.6	3.6	4.6	0.6	0.3	0.8	5.4	9.3	4.5	6.7
10:00	0.5	0.2	0.5	5.2	8.1	3.9	4.8	0.6	0.3	0.8	5.4	9.8	4.8	6.6
10:15	0.5	0.2	0.6	5.2	8.4	4.0	4.7	0.7	0.3	0.8	5.6	10.3	5.1	6.3
10:30	0.6	0.3	0.6	5.6	9.0	4.3	4.8	0.8	0.3	0.9	6.0	10.9	5.4	6.3
10:45	0.6	0.3	0.6	5.9	9.5	4.6	4.8	0.8	0.4	0.9	6.3	11.6	5.7	6.2
11:00	0.7	0.3	0.7	5.6	10.6	5.1	4.7	0.9	0.4	1.0	6.1	12.7	6.3	6.0
11:15	0.7	0.3	0.7	5.0	12.3	6.0	4.8	0.9	0.4	1.0	5.8	14.2	7.0	6.1
11:30	0.7	0.3	0.8	4.4	14.3	7.0	5.1	1.0	0.4	1.1	5.3	16.0	8.0	6.4
11:45	0.9	0.4	1.3	4.3	17.2	8.6	8.4	1.1	0.5	1.4	5.1	18.5	9.4	8.8
12:00	1.1	0.5	1.9	4.6	20.2	10.2	11.4	1.2	0.6	1.9	5.1	21.1	10.8	11.1
12:15	1.2	0.6	2.1	4.5	23.8	12.2	12.8	1.3	0.6	2.0	4.8	24.4	12.7	12.4
12:30	1.4	0.6	2.2	4.4	27.8	14.4	13.6	1.4	0.7	2.1	4.5	28.3	14.9	13.0
12:45	1.4	0.7	2.0	4.5	28.9	14.9	13.7	1.5	0.7	2.0	4.6	29.4	15.5	13.1
13:00	1.4	0.7	1.9	4.3	29.3	15.2	12.6	1.5	0.7	1.9	4.4	30.3	16.0	12.4
13:15	1.3	0.6	1.7	4.3	28.0	14.4	10.6	1.4	0.7	1.7	4.4	29.5	15.5	11.0
13:30	1.3	0.6	1.6	4.5	26.4	13.4	9.0	1.4	0.7	1.7	4.7	28.2	14.7	9.7
13:45	1.3	0.6	1.5	4.6	25.7	13.1	8.3	1.4	0.7	1.6	4.7	27.7	14.4	9.2
14:00	1.3	0.6	1.4	5.0	23.6	11.9	7.5	1.4	0.7	1.5	5.0	26.1	13.5	8.4
14:15	1.3	0.6	1.3	5.5	21.8	10.9	6.7	1.4	0.7	1.5	5.5	24.7	12.7	7.8
14:30	1.2	0.6	1.2	5.5	21.3	10.6	6.4	1.4	0.7	1.5	5.6	24.3	12.5	7.5
14:45	1.1	0.5	1.2	5.1	21.2	10.6	6.1	1.3	0.7	1.4	5.3	24.1	12.4	7.3
15:00	1.1	0.5	1.0	4.9	20.6	10.3	5.6	1.3	0.7	1.3	5.2	23.6	12.2	6.9
15:15	1.0	0.5	0.9	4.6	20.2	10.0	5.4	1.2	0.6	1.2	4.9	23.3	12.0	6.8
15:30	0.9	0.5	0.9	4.3	20.4	10.1	5.7	1.2	0.6	1.2	4.7	23.4	12.0	7.0
15:45	0.9	0.4	0.8	4.0	20.9	10.4	6.5	1.1	0.6	1.1	4.4	23.8	12.3	7.5

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

Risultati dal panel TV 2009 / 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	0.9	0.4	0.8	3.8	21.6	10.9	7.3	1.1	0.6	1.1	4.2	24.5	12.7	8.1
16:15	0.9	0.5	0.9	3.8	22.9	11.6	8.6	1.2	0.6	1.1	4.3	25.5	13.3	9.1
16:30	1.0	0.5	1.2	3.8	25.0	12.7	11.9	1.2	0.6	1.3	4.2	27.3	14.2	11.5
16:45	1.1	0.5	1.4	3.8	26.6	13.6	14.0	1.3	0.7	1.5	4.3	28.8	15.0	13.2
17:00	1.2	0.6	1.6	4.2	27.9	14.3	15.1	1.4	0.7	1.7	4.5	30.1	15.8	14.1
17:15	1.3	0.7	1.6	4.2	29.9	15.4	16.2	1.5	0.8	1.7	4.5	31.8	16.7	15.2
17:30	1.4	0.7	1.7	4.1	32.3	16.7	17.6	1.6	0.8	1.8	4.4	33.9	17.9	16.4
17:45	1.5	0.8	1.8	4.1	34.7	18.0	18.4	1.7	0.9	1.9	4.4	36.1	19.1	17.1
18:00	1.7	0.9	2.1	4.2	37.9	19.8	19.0	1.8	1.0	2.1	4.4	39.1	20.8	17.9
18:15	1.8	0.9	2.6	4.3	40.1	21.0	18.4	1.9	1.0	2.5	4.4	41.1	21.9	17.8
18:30	1.9	1.0	2.9	4.1	42.6	22.5	18.3	1.9	1.0	2.8	4.2	43.3	23.2	17.9
18:45	2.0	1.0	3.1	4.0	46.3	24.9	18.9	2.0	1.0	3.0	4.0	46.6	25.4	18.2
19:00	2.0	1.0	3.3	3.4	52.0	28.9	20.5	2.0	1.0	3.1	3.4	51.9	29.1	19.4
19:15	2.1	1.0	3.3	3.2	55.8	31.5	21.4	2.1	1.1	3.2	3.3	55.3	31.4	20.2
19:30	2.2	1.1	3.2	3.1	59.3	33.9	21.2	2.1	1.1	3.0	3.2	58.5	33.7	20.1
19:45	2.2	1.1	3.0	3.0	61.5	35.5	20.7	2.1	1.1	2.9	3.1	60.6	35.2	19.8
20:00	2.1	1.1	2.6	2.9	63.2	36.7	19.5	2.1	1.1	2.5	3.0	62.2	36.4	18.9
20:15	2.2	1.1	2.4	3.0	64.6	37.8	19.3	2.2	1.2	2.3	3.1	63.7	37.5	18.8
20:30	2.2	1.2	2.0	3.1	66.4	39.0	19.1	2.2	1.3	2.1	3.2	65.5	38.8	19.0
20:45	2.2	1.3	1.7	3.1	68.0	40.1	18.2	2.3	1.3	1.9	3.4	67.0	39.8	18.4
21:00	2.1	1.2	1.5	3.0	68.9	40.9	17.6	2.2	1.3	1.6	3.2	68.0	40.6	18.0
21:15	2.1	1.3	1.4	3.1	69.0	41.1	16.8	2.2	1.3	1.4	3.2	68.4	41.0	17.2
21:30	2.2	1.3	1.2	3.2	69.1	41.2	15.9	2.2	1.4	1.3	3.4	68.5	41.1	16.3
21:45	2.2	1.3	1.1	3.3	68.8	41.0	15.0	2.3	1.4	1.2	3.5	68.1	40.9	15.4
22:00	2.2	1.3	0.9	3.3	67.5	40.1	13.9	2.3	1.4	1.0	3.6	66.9	40.1	14.3
22:15	2.1	1.2	0.8	3.2	65.0	38.5	12.6	2.2	1.3	0.9	3.5	64.6	38.5	13.2
22:30	2.0	1.2	0.7	3.3	60.5	35.6	10.9	2.1	1.3	0.7	3.5	60.3	35.7	11.4
22:45	1.9	1.1	0.6	3.3	55.3	32.3	9.5	1.9	1.1	0.6	3.5	55.2	32.5	9.8
23:00	1.6	0.9	0.5	3.3	49.0	28.4	8.0	1.7	1.0	0.5	3.4	49.2	28.7	8.2
23:15	1.4	0.8	0.4	3.3	41.9	24.0	6.7	1.5	0.8	0.4	3.4	42.3	24.4	6.8
23:30	1.2	0.6	0.3	3.3	34.9	19.7	5.3	1.3	0.7	0.3	3.5	35.5	20.2	5.4
23:45	1.0	0.5	0.2	3.3	29.2	16.3	4.2	1.1	0.6	0.2	3.4	30.0	16.9	4.4
00:00	0.9	0.4	0.2	3.3	24.9	13.7	3.5	0.9	0.5	0.2	3.4	25.8	14.3	3.7
00:15	0.7	0.4	0.1	3.2	21.3	11.6	2.9	0.8	0.4	0.1	3.4	22.2	12.2	3.1
00:30	0.6	0.3	0.1	3.2	17.9	9.6	2.4	0.7	0.4	0.1	3.5	18.8	10.1	2.5
00:45	0.5	0.3	0.1	3.3	15.1	8.0	1.8	0.6	0.3	0.1	3.6	15.7	8.3	1.9
PG 24h	19	12	20		91	72	65	20	13	20		90	72	65
UT 24h	14	7	13		344	188	110	15	8	14		355	196	113
US 24h	70	57	66		379	261	169	75	60	70		392	270	174

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 %

Risultati dal panel TV 2009 / 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
06:00	0.1	0.0	0.1	2.5	3.0	1.5	0.1	0.1	0.0	0.0	2.4	2.8	1.4	0.1
06:15	0.1	0.1	0.1	3.5	3.2	1.5	0.1	0.1	0.0	0.0	2.1	2.9	1.4	0.1
06:30	0.1	0.1	0.1	3.6	3.4	1.7	0.2	0.1	0.0	0.0	2.9	3.2	1.6	0.2
06:45	0.2	0.1	0.1	3.7	3.9	1.9	0.4	0.1	0.1	0.0	3.1	3.8	1.8	0.3
07:00	0.2	0.1	0.1	4.4	4.5	2.1	1.0	0.2	0.1	0.1	3.5	4.1	2.0	0.5
07:15	0.3	0.1	0.3	5.9	4.8	2.3	2.0	0.2	0.1	0.1	4.8	4.4	2.1	1.0
07:30	0.3	0.1	0.4	5.5	5.1	2.4	3.1	0.3	0.1	0.4	5.9	4.8	2.3	1.9
07:45	0.3	0.2	0.5	5.5	5.7	2.7	4.1	0.5	0.2	0.6	7.3	5.5	2.6	2.9
08:00	0.4	0.2	0.7	6.1	7.0	3.3	6.4	0.6	0.3	1.0	8.1	6.9	3.3	4.8
08:15	0.5	0.2	0.9	5.6	8.2	3.9	8.3	0.7	0.3	1.2	7.3	8.5	4.1	7.1
08:30	0.6	0.3	1.2	5.5	9.8	4.7	10.5	0.7	0.4	1.6	6.3	10.3	5.0	9.3
08:45	0.7	0.3	1.4	6.0	10.8	5.2	11.8	0.7	0.4	1.5	5.7	11.5	5.7	10.7
09:00	0.7	0.4	1.5	6.3	11.2	5.4	12.9	0.7	0.4	1.7	5.6	12.3	6.0	11.1
09:15	0.8	0.4	1.7	6.5	11.7	5.7	13.6	0.8	0.4	1.7	6.1	13.3	6.6	11.5
09:30	0.8	0.4	1.7	6.5	12.0	5.9	13.3	0.9	0.5	1.7	6.5	14.0	7.0	11.3
09:45	0.8	0.4	1.7	6.1	12.2	6.1	13.2	0.9	0.5	1.6	6.2	14.9	7.5	10.8
10:00	0.9	0.4	1.6	6.7	12.2	6.1	11.9	0.9	0.5	1.3	5.5	16.2	8.3	10.1
10:15	1.0	0.5	1.5	7.2	12.4	6.3	11.0	1.0	0.5	1.4	5.8	17.4	9.0	9.8
10:30	1.0	0.5	1.4	7.2	12.8	6.5	10.7	1.3	0.6	1.6	6.5	18.8	9.7	9.2
10:45	1.1	0.6	1.6	7.9	13.3	6.8	10.2	1.4	0.7	1.6	6.6	20.4	10.5	9.2
11:00	1.2	0.6	1.8	8.2	14.2	7.2	10.0	1.5	0.8	1.7	6.7	21.7	11.0	9.0
11:15	1.4	0.7	1.8	8.8	15.4	7.8	10.0	1.6	0.8	1.8	6.8	22.8	11.7	8.8
11:30	1.5	0.7	1.8	8.4	16.7	8.5	10.0	1.6	0.8	1.7	6.3	24.2	12.5	9.1
11:45	1.5	0.7	1.9	7.9	18.3	9.4	10.4	1.5	0.8	1.7	5.8	25.1	13.1	9.2
12:00	1.5	0.7	1.9	7.0	20.4	10.8	11.0	1.5	0.8	1.6	5.4	26.1	13.8	9.5
12:15	1.5	0.7	2.0	5.9	23.6	12.7	12.1	1.5	0.7	1.6	4.9	28.1	15.2	10.1
12:30	1.4	0.8	2.0	5.2	27.4	14.9	12.6	1.4	0.7	1.7	4.3	31.6	17.3	10.7
12:45	1.6	0.8	2.1	5.2	28.7	15.6	12.4	1.6	0.8	2.1	4.6	32.9	18.3	11.2
13:00	1.5	0.8	1.9	4.5	30.4	16.6	12.5	1.7	0.9	2.1	4.8	35.1	19.5	11.4
13:15	1.5	0.8	1.8	4.7	30.6	16.6	12.7	1.8	0.9	2.1	4.8	36.0	20.0	11.2
13:30	1.6	0.8	2.0	5.3	29.4	16.0	12.2	1.8	0.9	1.9	4.7	35.9	19.9	10.9
13:45	1.6	0.8	2.0	5.3	28.9	15.6	11.7	1.8	1.0	1.8	4.7	36.3	20.1	10.6
14:00	1.4	0.8	1.9	5.2	28.2	15.1	11.0	1.8	1.0	1.8	4.7	36.2	20.0	10.4
14:15	1.5	0.8	1.9	5.6	27.6	14.7	10.6	1.9	1.0	1.9	5.1	36.3	20.0	10.3
14:30	1.6	0.9	2.1	6.1	27.3	14.5	10.4	2.0	1.1	2.1	5.5	36.2	20.0	10.0
14:45	1.6	0.9	2.1	6.2	26.9	14.2	10.2	2.0	1.1	2.1	5.7	35.9	19.9	10.3
15:00	1.7	0.9	1.9	6.2	26.5	14.0	9.9	1.9	1.1	2.0	5.5	35.8	19.8	10.6
15:15	1.6	0.8	1.7	6.0	26.1	13.7	9.7	1.8	1.1	2.0	5.4	35.8	19.8	11.0
15:30	1.5	0.8	1.7	5.9	26.4	13.9	9.6	1.8	1.1	2.1	5.5	35.7	19.7	10.9
15:45	1.4	0.8	1.7	5.4	26.7	14.1	9.4	1.8	1.1	2.1	5.5	35.5	19.6	10.8

Risultati dal panel TV 2009 / 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	1.4	0.7	1.7	5.2	27.0	14.2	9.7	1.8	1.1	2.0	5.3	36.1	19.9	10.8
16:15	1.5	0.8	1.7	5.5	27.4	14.4	9.7	1.9	1.1	1.9	5.4	36.8	20.3	11.3
16:30	1.5	0.8	1.4	5.5	28.3	14.9	9.7	2.0	1.1	1.9	5.3	37.8	20.8	11.7
16:45	1.6	0.9	1.4	5.5	29.5	15.6	10.2	2.0	1.1	1.9	5.2	38.7	21.3	12.0
17:00	1.7	0.9	1.4	5.6	31.2	16.5	10.8	2.0	1.2	2.2	5.2	40.0	22.1	12.5
17:15	1.7	1.0	1.4	5.4	32.7	17.4	12.0	2.0	1.2	2.1	5.1	40.9	22.7	13.1
17:30	1.9	1.0	1.6	5.4	34.2	18.3	12.7	2.1	1.2	2.1	4.9	41.7	23.3	13.7
17:45	2.0	1.1	1.9	5.3	36.5	19.5	13.2	2.2	1.3	2.4	5.0	43.0	24.0	14.4
18:00	2.0	1.1	1.9	5.0	39.1	21.1	15.0	2.3	1.3	2.6	5.0	45.2	25.3	15.4
18:15	1.9	1.0	2.0	4.5	40.4	22.0	16.4	2.2	1.3	2.6	4.7	46.8	26.3	16.2
18:30	1.9	1.0	2.1	4.2	41.7	22.9	16.2	2.2	1.2	2.6	4.4	48.2	27.2	17.2
18:45	1.8	0.9	2.3	3.8	43.8	24.2	14.7	2.2	1.3	2.9	4.2	51.0	29.1	18.2
19:00	1.8	0.9	2.5	3.3	48.0	27.2	15.1	2.0	1.1	2.8	3.5	54.9	31.9	18.2
19:15	1.8	1.0	2.6	3.2	50.4	28.7	15.9	2.1	1.2	2.8	3.5	57.5	33.6	18.6
19:30	1.8	1.0	2.6	3.1	52.6	30.3	16.1	2.3	1.3	2.7	3.6	60.7	35.8	18.8
19:45	1.9	1.0	2.6	3.0	54.2	31.5	16.4	2.3	1.3	2.5	3.6	62.4	37.1	19.1
20:00	2.0	1.1	2.5	3.1	55.5	32.5	16.3	2.2	1.3	2.2	3.5	64.1	38.4	18.2
20:15	2.3	1.3	2.6	3.6	57.1	33.7	16.9	2.2	1.3	1.8	3.2	65.9	39.8	18.1
20:30	2.4	1.5	2.8	4.1	58.8	35.1	18.6	2.2	1.3	1.6	3.1	67.8	41.2	18.8
20:45	2.7	1.7	3.0	4.7	60.2	36.2	19.4	2.3	1.3	1.3	3.3	68.9	41.9	18.1
21:00	2.5	1.7	2.8	4.5	61.4	37.2	19.8	2.1	1.2	1.0	2.9	70.1	42.7	17.8
21:15	2.5	1.7	2.4	4.5	62.6	38.2	19.8	2.0	1.1	0.9	2.7	71.0	43.4	16.9
21:30	2.7	1.9	2.2	4.9	63.5	38.8	20.0	2.0	1.2	0.7	2.7	70.6	43.1	14.6
21:45	2.8	2.0	2.2	5.1	63.7	39.0	19.9	2.2	1.3	0.6	3.1	68.8	41.9	12.6
22:00	2.9	2.0	2.0	5.2	63.6	39.0	19.7	2.2	1.3	0.6	3.2	67.1	40.7	11.2
22:15	2.8	1.9	1.7	5.1	62.7	38.4	19.1	2.1	1.2	0.6	3.2	64.4	38.9	10.0
22:30	2.7	1.7	1.3	4.8	60.1	36.5	17.1	2.0	1.2	0.4	3.3	59.5	35.6	8.4
22:45	2.4	1.5	1.2	4.5	56.0	33.7	14.1	1.8	1.0	0.3	3.3	53.9	32.0	7.1
23:00	2.1	1.3	1.0	4.4	51.2	30.5	11.2	1.5	0.9	0.2	3.1	47.9	28.3	6.2
23:15	1.9	1.1	0.7	4.2	46.1	27.3	8.8	1.4	0.8	0.3	3.4	40.3	23.4	5.3
23:30	1.7	1.0	0.6	4.3	41.2	24.2	7.2	1.2	0.7	0.2	3.6	32.7	18.7	4.2
23:45	1.5	0.9	0.5	4.3	36.6	21.2	6.0	0.9	0.5	0.2	3.4	27.2	15.4	3.5
00:00	1.4	0.8	0.4	4.3	32.5	18.7	5.0	0.8	0.4	0.1	3.2	23.5	13.0	3.0
00:15	1.3	0.7	0.4	4.6	28.9	16.4	4.1	0.7	0.4	0.1	3.3	20.0	10.9	2.6
00:30	1.2	0.6	0.2	4.6	25.1	14.0	3.3	0.6	0.3	0.1	3.7	16.7	9.0	2.2
00:45	1.0	0.5	0.1	4.8	20.2	11.1	2.5	0.5	0.3	0.1	3.9	14.0	7.4	1.8
PG 24h	20	14	21		88	72	66	21	14	20		91	75	63
UT 24h	18	10	18		362	203	128	18	10	16		406	230	117
US 24h	87	71	82		409	281	192	83	67	80		443	305	184

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

2.16 Utilizzazione di teletext per canale: penetrazione in %

Risultati dal panel TV 2009 / Svizzera italiana

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

universo: 264'000 persone (15+)

	totale		SRG SSR idée suisse				estero						
	ED	PERS 15+	RSI La Uno	RSI La Due	SF1	TSR1	RAI1	RAI2	RAI3	CAN5	ITAL1	RETE4	ALTRE
06:00	0.3	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
06:15	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
06:30	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
06:45	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
07:00	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
07:15	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
07:30	0.5	0.2	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
07:45	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
08:00	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
08:15	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
08:30	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
08:45	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
09:00	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
09:15	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
09:30	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
09:45	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
10:00	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
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	0.6	0.3	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
10:45	0.7	0.4	0.1	0.1	0.0	0.0	0.1	0.0	0.0	0.1	0.0	0.0	0.0
11:00	0.7	0.4	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
11:15	0.8	0.5	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.1
11:30	0.9	0.5	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.0
11:45	1.0	0.5	0.1	0.1	0.0	0.0	0.1	0.0	0.0	0.1	0.0	0.0	0.0
12:00	1.4	0.8	0.2	0.1	0.0	0.0	0.1	0.1	0.0	0.1	0.2	0.0	0.1
12:15	1.7	1.0	0.2	0.1	0.0	0.0	0.1	0.1	0.0	0.1	0.2	0.1	0.1
12:30	1.5	0.9	0.2	0.1	0.0	0.0	0.1	0.1	0.0	0.1	0.1	0.0	0.1
12:45	2.1	1.3	0.3	0.2	0.1	0.0	0.1	0.1	0.0	0.3	0.1	0.1	0.2
13:00	1.8	1.1	0.2	0.1	0.2	0.0	0.1	0.1	0.0	0.2	0.1	0.1	0.2
13:15	1.9	1.2	0.3	0.1	0.0	0.0	0.2	0.2	0.0	0.1	0.1	0.1	0.3
13:30	1.7	1.0	0.3	0.2	0.0	0.0	0.1	0.1	0.0	0.2	0.1	0.0	0.2
13:45	1.8	1.1	0.3	0.2	0.0	0.0	0.1	0.1	0.0	0.3	0.0	0.0	0.1
14:00	1.7	1.0	0.3	0.2	0.0	0.0	0.1	0.1	0.0	0.2	0.1	0.1	0.1
14:15	1.3	0.8	0.2	0.1	0.0	0.0	0.1	0.1	0.0	0.1	0.1	0.1	0.1
14:30	1.2	0.7	0.1	0.1	0.0	0.0	0.1	0.1	0.0	0.1	0.0	0.1	0.1
14:45	1.4	0.8	0.2	0.1	0.0	0.0	0.1	0.1	0.0	0.1	0.1	0.1	0.1
15:00	1.3	0.8	0.2	0.1	0.0	0.0	0.1	0.1	0.0	0.1	0.1	0.1	0.1
15:15	1.5	0.9	0.2	0.1	0.0	0.0	0.1	0.1	0.0	0.2	0.1	0.1	0.1
15:30	1.5	0.9	0.2	0.1	0.0	0.0	0.1	0.1	0.0	0.2	0.1	0.0	0.1
15:45	1.9	1.1	0.3	0.2	0.0	0.0	0.1	0.1	0.0	0.2	0.1	0.1	0.2

2.16 Utilizzazione di teletext per canale: penetrazione in %

Risultati dal panel TV 2009 / Svizzera italiana

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

universo: 264'000 persone (15+)

	totale		SRG SSR idée suisse				estero						
	ED	PERS 15+	RSI La Uno	RSI La Due	SF1	TSR1	RAI1	RAI2	RAI3	CAN5	ITAL1	RETE4	ALTRE
16:00	2.0	1.2	0.4	0.2	0.0	0.0	0.2	0.1	0.0	0.2	0.0	0.0	0.1
16:15	1.9	1.1	0.2	0.2	0.0	0.0	0.2	0.1	0.0	0.1	0.1	0.0	0.2
16:30	1.8	1.0	0.2	0.1	0.1	0.0	0.2	0.1	0.0	0.1	0.1	0.0	0.1
16:45	2.3	1.3	0.2	0.2	0.1	0.0	0.3	0.2	0.0	0.2	0.1	0.0	0.2
17:00	2.3	1.3	0.3	0.2	0.1	0.0	0.2	0.2	0.2	0.2	0.1	0.0	0.2
17:15	2.4	1.3	0.3	0.2	0.0	0.0	0.2	0.1	0.2	0.2	0.1	0.0	0.2
17:30	2.5	1.4	0.3	0.3	0.0	0.0	0.2	0.0	0.2	0.2	0.1	0.0	0.2
17:45	3.0	1.8	0.5	0.2	0.1	0.0	0.3	0.1	0.2	0.2	0.1	0.0	0.2
18:00	2.7	1.6	0.5	0.2	0.1	0.0	0.2	0.1	0.3	0.2	0.1	0.0	0.2
18:15	2.6	1.6	0.4	0.3	0.0	0.0	0.2	0.1	0.3	0.2	0.1	0.0	0.2
18:30	2.8	1.6	0.4	0.2	0.0	0.0	0.2	0.1	0.3	0.3	0.1	0.0	0.2
18:45	3.4	2.0	0.7	0.2	0.0	0.0	0.2	0.1	0.3	0.4	0.1	0.1	0.3
19:00	2.2	1.3	0.6	0.1	0.1	0.0	0.1	0.0	0.0	0.2	0.1	0.0	0.1
19:15	2.5	1.5	0.5	0.2	0.1	0.0	0.2	0.0	0.0	0.4	0.1	0.1	0.2
19:30	2.7	1.7	0.5	0.2	0.2	0.0	0.2	0.1	0.0	0.4	0.1	0.1	0.2
19:45	3.3	2.2	0.9	0.3	0.2	0.0	0.3	0.0	0.0	0.2	0.2	0.1	0.3
20:00	3.1	2.1	1.0	0.3	0.1	0.0	0.2	0.1	0.1	0.1	0.2	0.0	0.3
20:15	2.8	1.8	0.8	0.2	0.1	0.0	0.2	0.1	0.0	0.1	0.2	0.1	0.3
20:30	3.9	2.5	1.0	0.3	0.1	0.0	0.4	0.1	0.0	0.3	0.1	0.0	0.4
20:45	3.4	2.2	0.5	0.3	0.1	0.0	0.3	0.1	0.0	0.4	0.1	0.1	0.5
21:00	4.3	2.9	0.6	0.4	0.1	0.0	0.5	0.1	0.1	0.6	0.1	0.0	0.6
21:15	3.4	2.2	0.4	0.3	0.1	0.0	0.4	0.1	0.1	0.3	0.2	0.1	0.5
21:30	3.5	2.3	0.4	0.4	0.1	0.0	0.2	0.1	0.1	0.3	0.2	0.1	0.6
21:45	4.0	2.7	0.4	0.4	0.2	0.0	0.2	0.1	0.1	0.3	0.3	0.1	0.6
22:00	3.5	2.3	0.4	0.3	0.1	0.0	0.2	0.1	0.1	0.3	0.3	0.1	0.6
22:15	3.2	2.2	0.4	0.4	0.1	0.0	0.2	0.1	0.1	0.2	0.2	0.1	0.7
22:30	4.2	2.7	0.4	0.5	0.1	0.0	0.3	0.1	0.1	0.3	0.3	0.1	0.6
22:45	3.7	2.5	0.4	0.5	0.1	0.0	0.3	0.1	0.1	0.3	0.3	0.1	0.6
23:00	3.2	2.1	0.3	0.3	0.1	0.0	0.2	0.1	0.1	0.3	0.2	0.1	0.5
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	0.5
23:30	2.3	1.4	0.3	0.2	0.1	0.0	0.2	0.1	0.0	0.2	0.2	0.1	0.3
23:45	1.8	1.1	0.2	0.1	0.1	0.0	0.1	0.1	0.0	0.1	0.2	0.0	0.2
00:00	1.3	0.8	0.2	0.1	0.0	0.0	0.1	0.0	0.0	0.1	0.1	0.0	0.1
00:15	1.0	0.6	0.1	0.1	0.0	0.0	0.1	0.0	0.0	0.1	0.1	0.0	0.1
00:30	0.8	0.5	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.1
00:45	0.7	0.4	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.1
PG 18-23	23.6	15.8	6.2	3.5	0.7	0.3	2.5	1.2	1.0	3.5	2.1	0.9	3.9
UT 18-23	1.5	0.9	0.2	0.1	0.0	0.0	0.2	0.0	0.1	0.1	0.0	0.0	0.1
PG 24h	32.7	22.5	9.6	5.7	1.1	0.4	4.3	2.7	1.5	5.6	3.7	2.0	6.3
UT 24h	3.3	2.0	0.4	0.3	0.1	0.0	0.3	0.1	0.2	0.1	0.1	0.1	0.3

PG = penetrazione giornaliera in %

UT = utenza in minuti (totale)

3. Panel radio di Mediapulse

3.1 Ricerca radiofonica: 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 Cambiamento di metodologia 2009

A partire dal 1. gennaio 2009 sono stati effettuati dei cambiamenti metodologici nella ricerca radiofonica. Da un lato, il campione è stato ridefinito; parallelamente ha avuto luogo una revisione e un miglioramento della ponderazione del campione stesso. Ora la ponderazione non avviene più a livello di singoli giorni, ma su intervalli di tempo più lunghi. Inoltre, gli orologi della nuova generazione sono attivi nell'intero panel. Grazie alla loro capacità di sostenere un ritmo di misurazione maggiore, si può ottenere una maggiore precisione nel rilevamento dell'ascolto radiofonico. Queste novità metodologiche fanno sì che un paragone dei risultati del 2009 con quelli degli anni precedenti sia possibile solo in termini parziali.

3.1.3 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: in media 650 nella Svizzera tedesca (16 delle quali nella Svizzera romancia), 252 nella Svizzera francese, 100 nella Svizzera italiana 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.

3.1.4 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.

3.1.5 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 %

Risultati dal panel radio 2009 / Svizzera italiana

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

universo: 290'000 persone (15+) campione: 4'717 persone / 32'485 giorni misurati

	giorni della settimana							lunedì - venerdì	sabato - domenica	lunedì - domenica
	lunedì	martedì	mercoledì	giovedì	venerdì	sabato	domenica			
05:00	1.7	1.8	1.8	1.8	1.8	1.4	1.4	1.8	1.4	1.6
05:15	2.0	2.1	1.9	2.0	2.3	1.6	1.5	2.0	1.5	1.9
05:30	2.7	2.4	2.5	3.0	2.9	2.0	1.8	2.6	1.9	2.4
05:45	4.4	4.2	4.6	4.9	4.7	3.0	2.7	4.5	2.8	4.0
06:00	6.6	6.4	7.0	6.5	6.4	3.7	3.5	6.5	3.6	5.7
06:15	8.9	9.3	9.8	8.6	8.3	4.6	4.0	8.9	4.2	7.6
06:30	12.1	13.4	12.7	11.9	11.6	6.0	4.5	12.2	5.2	10.2
06:45	17.2	18.7	18.6	18.0	16.9	8.3	6.0	17.8	7.1	14.7
07:00	21.2	23.0	22.4	22.0	20.9	10.0	7.2	21.8	8.6	18.1
07:15	23.4	25.0	24.7	22.9	24.0	11.3	8.0	23.9	9.6	19.8
07:30	25.3	25.2	25.9	24.5	25.2	13.6	10.2	25.2	11.8	21.4
07:45	26.2	26.7	27.5	25.9	26.0	16.1	13.0	26.5	14.5	23.1
08:00	27.6	28.7	27.8	27.0	27.4	19.3	15.2	27.7	17.1	24.7
08:15	26.2	26.7	27.3	26.6	26.4	19.2	15.3	26.6	17.3	23.9
08:30	26.1	26.9	26.6	26.1	25.7	19.7	16.3	26.2	18.0	23.9
08:45	26.1	26.0	26.4	26.3	26.1	21.3	17.4	26.1	19.3	24.2
09:00	25.6	25.6	27.6	26.9	26.5	22.6	18.8	26.4	20.7	24.7
09:15	25.3	23.9	26.3	25.2	24.9	22.5	18.8	25.0	20.5	23.7
09:30	24.3	23.6	24.6	23.8	25.0	23.7	19.8	24.2	21.6	23.5
09:45	24.0	23.8	24.1	23.7	24.6	23.5	19.9	23.9	21.7	23.3
10:00	25.2	23.6	24.9	24.3	24.4	23.7	20.6	24.4	22.2	23.7
10:15	23.8	22.4	24.3	23.2	23.7	22.9	19.5	23.4	21.2	22.8
10:30	23.5	23.1	24.4	23.0	24.2	22.9	19.9	23.6	21.5	23.0
10:45	23.9	23.3	24.3	23.1	24.5	23.1	21.2	23.7	22.1	23.3
11:00	26.0	25.0	25.1	24.3	25.7	23.4	20.8	25.2	22.2	24.3
11:15	26.5	25.6	26.4	25.5	26.1	23.8	21.2	25.9	22.5	25.0
11:30	27.5	27.9	28.1	27.4	28.0	24.9	21.9	27.7	23.4	26.5
11:45	30.9	30.4	29.9	29.6	29.3	25.2	23.5	29.9	24.3	28.3
12:00	32.8	32.8	32.6	31.2	31.3	26.4	24.2	32.1	25.2	30.1
12:15	30.4	31.4	30.1	29.4	29.3	26.2	22.6	30.1	24.4	28.5
12:30	29.5	29.9	28.6	27.9	28.6	27.1	23.2	28.8	25.1	27.8
12:45	27.6	27.2	26.8	25.9	27.1	25.0	21.0	26.9	23.1	25.8
13:00	24.3	23.9	23.1	23.1	23.2	21.0	17.0	23.5	19.1	22.2
13:15	22.6	22.0	20.7	21.2	20.4	18.5	14.2	21.4	16.4	19.9
13:30	20.1	19.7	20.5	19.6	19.5	17.3	13.4	19.9	15.3	18.6
13:45	18.6	18.7	19.7	17.7	18.3	16.7	12.3	18.6	14.6	17.4
14:00	17.8	18.1	19.0	16.6	17.4	16.4	12.4	17.8	14.5	16.8
14:15	16.3	17.3	17.7	15.4	17.1	15.8	12.4	16.7	14.2	16.0
14:30	16.6	16.4	17.6	16.3	17.7	15.2	11.7	16.9	13.4	15.9
14:45	16.3	16.6	17.5	16.3	16.7	15.1	11.0	16.7	13.1	15.7

3.2 Consumo radiofonico per giorno della settimana: penetrazione in %

Risultati dal panel radio 2009 / Svizzera italiana

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

universo: 290'000 persone (15+) campione: 4'717 persone / 32'485 giorni misurati

	giorni della settimana							lunedì - venerdì	sabato - domenica	lunedì - domenica
	lunedì	martedì	mercoledì	giovedì	venerdì	sabato	domenica			
15:00	17.8	17.5	17.0	16.9	17.6	15.2	11.7	17.3	13.5	16.2
15:15	17.5	16.7	17.7	16.5	17.7	14.4	10.9	17.2	12.7	15.9
15:30	17.2	17.2	18.2	16.8	17.6	14.8	11.2	17.4	13.0	16.1
15:45	17.0	17.1	18.0	17.4	17.7	14.3	11.8	17.3	13.0	16.1
16:00	17.9	18.4	18.4	18.3	17.7	15.2	12.5	18.0	13.8	16.8
16:15	17.8	18.1	18.0	17.8	18.2	15.0	12.1	17.9	13.5	16.7
16:30	18.3	18.8	18.9	18.2	18.0	15.4	12.3	18.4	13.8	17.1
16:45	18.1	19.0	19.1	17.1	18.2	15.0	11.5	18.2	13.2	16.8
17:00	18.8	19.4	19.5	18.1	18.6	15.3	12.9	18.9	14.2	17.5
17:15	18.6	18.1	19.2	17.9	18.0	13.8	12.8	18.3	13.4	16.9
17:30	20.2	19.0	20.3	18.5	19.0	14.1	13.3	19.4	13.7	17.8
17:45	19.9	20.1	20.2	19.5	19.6	15.2	14.5	19.9	14.9	18.5
18:00	21.0	21.6	22.2	20.7	20.6	17.3	15.5	21.3	16.4	19.9
18:15	21.4	20.4	20.7	20.0	19.6	17.9	15.6	20.6	16.7	19.5
18:30	19.9	19.3	19.9	19.3	19.0	17.3	15.9	19.6	16.6	18.8
18:45	18.1	17.8	17.8	18.0	17.9	16.1	15.5	18.1	15.7	17.4
19:00	13.8	13.2	13.7	14.2	14.4	13.6	12.6	14.0	13.0	13.7
19:15	11.7	10.4	12.1	12.4	11.6	11.8	9.9	11.7	10.8	11.4
19:30	10.6	8.8	10.2	10.0	10.1	9.6	9.1	9.9	9.3	9.8
19:45	9.2	8.2	9.3	9.2	9.4	8.3	8.1	9.0	8.2	8.8
20:00	8.2	7.6	8.4	9.1	8.5	7.5	7.7	8.4	7.6	8.1
20:15	7.0	6.2	7.0	7.9	7.0	6.1	6.3	7.0	6.2	6.8
20:30	6.7	6.2	7.1	7.3	6.9	5.8	5.7	6.8	5.7	6.5
20:45	5.4	5.1	5.1	6.8	5.6	5.6	5.9	5.6	5.8	5.7
21:00	5.0	5.0	5.2	6.5	5.6	5.4	5.2	5.5	5.4	5.5
21:15	4.8	5.3	5.2	6.0	5.0	5.1	4.4	5.3	4.7	5.1
21:30	5.2	5.1	5.3	5.8	5.5	5.2	4.2	5.4	4.7	5.2
21:45	5.0	5.0	5.3	5.4	5.5	5.2	4.8	5.3	4.9	5.2
22:00	5.0	5.4	5.6	5.0	5.2	5.4	4.4	5.3	4.8	5.1
22:15	4.5	4.8	5.0	5.0	5.1	5.1	3.9	4.9	4.4	4.8
22:30	4.5	5.6	5.4	4.8	5.0	5.2	4.0	5.1	4.5	4.9
22:45	4.4	5.5	5.5	4.7	5.5	4.8	4.0	5.2	4.3	4.9
23:00	4.8	5.4	5.2	5.1	5.8	4.9	4.6	5.3	4.6	5.1
23:15	4.5	4.6	4.8	4.7	4.9	4.7	4.0	4.7	4.2	4.6
23:30	3.6	4.1	4.3	3.8	4.5	4.1	3.4	4.0	3.7	3.9
23:45	3.4	3.9	4.1	3.8	4.1	3.8	3.4	3.8	3.5	3.8
penetr. quotidiana	89.8	90.1	90.8	89.7	89.9	86.4	81.1	90.0	83.7	88.2
durata in minuti	115	115	117	114	115	98	86	115	92	108

3.3 Consumo radiofonico per caratteristiche sociodemografiche: penetrazione in %

Risultati dal panel radio 2009 / Svizzera italiana

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

universo: 290'000 persone (15+) campione: 4'717 persone / 32'485 giorni misurati

	totale		sesso		età					formazione conclusa			
	persone	uomini	donne	15-24	25-34	35-44	45-59	60+	nessuna	obbligo	scuola prof.	superiore*	
05:00	1.6	1.9	1.4	0.7	0.8	1.3	2.1	2.3	1.9	2.5	1.6	1.2	
05:15	1.9	2.1	1.7	0.9	0.9	1.4	2.3	2.7	2.3	2.7	2.1	1.3	
05:30	2.4	2.9	2.0	1.1	1.3	2.0	3.1	3.2	2.8	3.0	2.5	2.0	
05:45	4.0	4.4	3.6	2.1	1.9	2.9	5.7	5.0	4.5	4.7	3.8	3.7	
06:00	5.7	6.3	5.1	2.8	2.6	4.7	8.3	6.7	6.5	5.5	5.7	5.3	
06:15	7.6	8.4	6.9	3.8	4.3	6.8	10.8	8.5	8.0	7.5	7.4	7.5	
06:30	10.2	11.0	9.5	5.4	6.3	9.0	13.5	12.1	10.6	9.7	10.1	10.3	
06:45	14.7	15.9	13.7	7.7	9.6	13.4	18.2	18.0	16.2	13.0	15.4	14.2	
07:00	18.1	19.3	16.9	10.2	12.2	16.2	21.4	22.4	19.1	15.1	19.1	17.7	
07:15	19.8	21.3	18.5	12.3	14.1	17.5	22.2	25.0	21.1	17.0	20.9	19.2	
07:30	21.4	21.7	21.1	12.9	16.3	17.6	22.8	28.5	23.1	19.1	22.3	20.7	
07:45	23.1	22.4	23.7	12.5	16.3	18.1	23.6	33.0	25.1	20.8	24.2	21.9	
08:00	24.7	23.7	25.5	13.0	15.9	19.7	24.6	36.6	27.2	21.5	26.5	23.0	
08:15	23.9	22.4	25.3	12.1	15.3	19.3	23.7	35.7	26.4	21.4	26.2	21.9	
08:30	23.9	21.9	25.7	12.3	15.0	19.3	24.2	35.2	26.5	22.6	26.2	21.3	
08:45	24.2	22.1	26.0	13.4	14.9	19.2	23.7	36.2	26.9	23.8	26.2	21.6	
09:00	24.7	22.4	26.9	13.6	13.5	20.0	24.4	37.7	27.4	25.0	26.3	22.4	
09:15	23.7	21.8	25.4	14.0	13.7	19.0	23.4	35.5	26.4	24.7	25.0	21.5	
09:30	23.5	22.1	24.7	13.9	14.0	19.0	23.4	34.6	25.8	23.7	24.9	21.4	
09:45	23.3	21.7	24.6	13.1	13.4	19.2	23.7	34.1	25.3	24.5	24.6	21.0	
10:00	23.7	22.0	25.3	13.6	13.4	20.1	24.6	34.2	26.4	25.5	25.1	21.1	
10:15	22.8	21.1	24.3	13.4	13.0	19.5	23.6	32.5	24.9	24.5	24.1	20.4	
10:30	23.0	21.7	24.2	13.5	13.5	20.0	23.7	32.5	25.3	24.0	24.7	20.4	
10:45	23.3	21.5	24.9	13.8	13.4	19.3	24.1	33.5	25.5	25.0	24.9	20.5	
11:00	24.3	22.2	26.2	14.7	14.1	20.3	25.1	34.8	26.4	26.7	26.3	21.2	
11:15	25.0	22.8	26.9	14.6	14.4	21.0	25.8	35.8	26.5	27.1	27.3	21.8	
11:30	26.5	24.7	28.1	14.9	15.6	22.9	27.3	37.7	27.6	28.3	29.1	23.3	
11:45	28.3	26.7	29.7	15.2	16.7	23.0	29.2	41.5	29.3	29.7	30.9	25.5	
12:00	30.1	29.0	31.1	16.6	18.2	23.5	31.3	44.3	30.9	31.5	32.4	27.7	
12:15	28.5	27.3	29.7	15.7	15.8	21.1	28.8	43.9	28.1	29.4	30.3	27.0	
12:30	27.8	26.4	29.0	15.2	15.1	20.5	28.6	42.6	27.7	27.8	29.1	26.9	
12:45	25.8	24.8	26.6	13.7	14.4	20.0	27.0	38.6	25.2	25.7	27.4	24.9	
13:00	22.2	21.7	22.7	12.2	14.2	19.1	24.3	30.2	22.1	20.9	23.5	21.6	
13:15	19.9	19.2	20.6	10.6	13.4	18.7	22.0	25.8	19.8	18.9	20.9	19.5	
13:30	18.6	18.0	19.1	10.9	13.3	17.5	20.3	23.4	19.2	18.2	19.3	17.8	
13:45	17.4	17.1	17.7	10.5	12.3	16.2	18.9	22.1	18.4	17.1	18.0	16.7	
14:00	16.8	16.9	16.7	10.7	11.8	16.2	17.7	21.4	18.0	16.7	17.6	15.8	
14:15	16.0	16.1	15.8	10.2	11.4	15.7	16.9	19.8	17.4	16.1	16.6	14.9	
14:30	15.9	16.6	15.3	9.9	11.4	15.3	16.9	20.0	18.0	15.4	16.7	14.7	
14:45	15.7	16.4	15.0	9.5	10.9	15.2	17.2	19.4	18.3	14.7	16.2	14.6	

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

3.3 Consumo radiofonico per caratteristiche sociodemografiche: penetrazione in %

Risultati dal panel radio 2009 / Svizzera italiana

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

universo: 290'000 persone (15+) campione: 4'717 persone / 32'485 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	16.2	16.7	15.8	9.8	11.6	15.8	18.3	19.6	18.8	15.1	16.9	15.0
15:15	15.9	16.5	15.4	9.1	12.1	16.0	17.7	18.8	17.7	14.7	17.2	14.5
15:30	16.1	16.5	15.7	9.5	11.8	16.4	18.3	18.7	18.1	14.5	17.0	15.1
15:45	16.1	16.6	15.6	9.8	10.9	16.3	17.9	19.4	18.3	14.3	16.5	15.4
16:00	16.8	17.5	16.2	10.6	13.3	16.1	18.7	19.9	18.7	15.2	17.3	16.2
16:15	16.7	17.4	16.0	11.5	12.9	15.9	19.0	19.0	18.6	14.8	16.7	16.3
16:30	17.1	18.0	16.2	11.1	13.7	16.8	19.7	19.1	19.3	15.3	16.9	16.7
16:45	16.8	17.6	16.1	11.7	13.0	16.2	18.9	19.3	19.5	15.8	16.6	16.2
17:00	17.5	18.4	16.8	12.3	13.1	17.3	19.7	20.1	19.6	16.3	17.7	17.1
17:15	16.9	17.9	16.0	11.3	13.5	16.7	19.0	19.2	18.6	15.5	17.2	16.5
17:30	17.8	18.5	17.1	11.8	13.4	17.8	19.4	20.9	18.8	15.9	18.6	17.3
17:45	18.5	18.8	18.2	11.5	13.8	17.0	19.2	23.8	19.8	16.8	18.8	18.2
18:00	19.9	20.3	19.6	11.8	13.5	17.1	20.4	27.5	21.8	17.8	19.9	19.8
18:15	19.5	20.2	18.8	12.1	12.6	15.8	19.7	27.7	21.3	17.9	18.8	19.7
18:30	18.8	19.7	17.9	11.7	12.6	14.9	19.0	26.7	19.8	17.0	18.1	19.4
18:45	17.4	18.5	16.4	10.7	11.7	14.0	17.7	24.6	18.7	15.5	16.8	17.9
19:00	13.7	14.7	12.8	9.3	9.2	11.5	15.3	17.8	14.9	10.8	13.3	14.6
19:15	11.4	11.9	11.0	8.9	8.0	9.0	13.4	14.1	12.1	9.3	10.8	12.4
19:30	9.8	10.0	9.5	7.8	7.1	8.0	11.6	11.5	10.0	7.9	9.4	10.6
19:45	8.8	9.1	8.6	7.1	6.5	7.9	10.1	10.1	8.8	7.8	8.8	9.2
20:00	8.1	8.2	8.1	6.7	6.0	7.5	9.2	9.3	8.2	7.8	8.4	8.1
20:15	6.8	7.1	6.5	5.4	4.9	6.5	7.6	7.8	6.7	6.2	6.6	7.2
20:30	6.5	7.1	6.0	5.0	4.8	5.8	7.1	7.9	6.8	6.0	6.3	6.7
20:45	5.7	6.2	5.2	4.6	4.3	4.8	5.8	7.3	6.1	4.9	5.8	5.7
21:00	5.5	5.9	5.1	4.5	3.6	4.5	5.5	7.2	6.0	5.0	5.5	5.3
21:15	5.1	5.6	4.6	4.2	3.2	3.9	5.4	6.8	5.6	4.5	4.9	5.3
21:30	5.2	5.8	4.6	4.0	3.1	4.0	5.5	7.1	5.6	4.9	5.2	5.1
21:45	5.2	5.6	4.8	3.4	3.4	3.8	5.0	7.7	5.8	4.5	5.3	5.0
22:00	5.1	5.5	4.8	3.3	3.0	3.7	5.0	7.9	5.4	4.3	5.3	5.2
22:15	4.8	5.0	4.5	3.1	2.8	3.6	4.7	7.1	4.6	4.5	4.9	4.9
22:30	4.9	5.2	4.7	2.8	3.2	3.0	5.2	7.6	5.4	4.9	5.1	4.7
22:45	4.9	5.1	4.8	2.8	2.8	3.0	5.0	7.8	5.7	5.1	5.0	4.5
23:00	5.1	5.2	5.0	2.8	3.0	3.1	5.1	8.3	5.7	4.8	5.5	4.7
23:15	4.6	4.7	4.5	2.4	2.5	2.6	4.8	7.5	5.2	4.6	4.7	4.3
23:30	3.9	3.8	4.1	1.8	2.2	2.4	3.9	6.6	4.3	4.0	4.3	3.6
23:45	3.8	3.7	3.8	1.9	1.9	2.3	3.5	6.4	4.4	4.1	4.0	3.2
penetraz. quot.	88.2	88.6	87.9	74.9	81.6	87.6	90.9	94.7	88.6	85.8	88.6	88.6
durata in min.	108	106	111	62	61	82	111	163	119	111	114	98

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

3.4 Consumo radiofonico per caratteristiche sociodemografiche: penetrazione in migliaia

Risultati dal panel radio 2009 / Svizzera italiana

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

universo: 290'000 persone (15+) campione: 4'717 persone / 32'485 giorni misurati

	totale		sesso		età					formazione conclusa			
	persone		uomini	donne	15-24	25-34	35-44	45-59	60+	nessuna	obbligo	scuola prof.	superiore*
05:00	4.7		2.7	2.1	0.2	0.3	0.7	1.5	2.0	0.9	0.8	1.5	1.4
05:15	5.5		2.9	2.6	0.3	0.4	0.8	1.6	2.4	1.1	0.9	2.0	1.5
05:30	7.0		4.0	3.1	0.4	0.6	1.1	2.1	2.8	1.3	1.0	2.4	2.3
05:45	11.6		6.1	5.5	0.7	0.8	1.7	4.0	4.4	2.1	1.5	3.6	4.2
06:00	16.4		8.6	7.7	0.9	1.1	2.7	5.8	5.9	3.0	1.8	5.4	5.9
06:15	22.0		11.5	10.4	1.3	1.8	3.8	7.6	7.5	3.7	2.4	7.0	8.4
06:30	29.6		15.2	14.4	1.8	2.6	5.1	9.4	10.6	4.9	3.1	9.5	11.6
06:45	42.7		21.9	20.8	2.6	4.0	7.5	12.7	15.8	7.5	4.2	14.4	16.0
07:00	52.3		26.5	25.8	3.5	5.1	9.1	15.0	19.7	8.8	4.9	18.0	19.9
07:15	57.5		29.2	28.2	4.2	5.9	9.9	15.5	22.0	9.8	5.5	19.7	21.6
07:30	62.0		29.8	32.2	4.4	6.8	9.9	15.9	25.0	10.7	6.2	21.0	23.3
07:45	66.8		30.7	36.1	4.3	6.8	10.2	16.5	29.1	11.6	6.7	22.8	24.7
08:00	71.4		32.6	38.8	4.4	6.6	11.1	17.2	32.2	12.6	6.9	24.9	25.9
08:15	69.3		30.7	38.6	4.1	6.3	10.9	16.6	31.4	12.2	6.9	24.6	24.7
08:30	69.2		30.1	39.1	4.2	6.2	10.9	16.9	31.0	12.2	7.3	24.7	24.0
08:45	70.0		30.4	39.5	4.5	6.2	10.8	16.5	31.9	12.4	7.6	24.7	24.3
09:00	71.7		30.8	40.9	4.6	5.6	11.3	17.0	33.2	12.7	8.0	24.7	25.2
09:15	68.7		30.0	38.7	4.8	5.7	10.7	16.4	31.2	12.2	7.9	23.5	24.2
09:30	68.0		30.3	37.6	4.7	5.8	10.7	16.3	30.4	11.9	7.6	23.4	24.1
09:45	67.4		29.9	37.5	4.4	5.6	10.8	16.6	30.0	11.7	7.9	23.2	23.6
10:00	68.7		30.2	38.5	4.6	5.5	11.3	17.2	30.1	12.2	8.2	23.6	23.7
10:15	66.0		29.0	37.0	4.5	5.4	11.0	16.5	28.6	11.5	7.9	22.7	23.0
10:30	66.6		29.8	36.8	4.6	5.6	11.3	16.6	28.6	11.7	7.7	23.2	23.0
10:45	67.4		29.5	37.9	4.7	5.6	10.9	16.8	29.5	11.8	8.1	23.4	23.1
11:00	70.5		30.6	39.9	5.0	5.8	11.5	17.5	30.7	12.2	8.6	24.7	23.9
11:15	72.3		31.3	41.0	5.0	6.0	11.8	18.0	31.5	12.3	8.7	25.7	24.6
11:30	76.7		33.9	42.8	5.0	6.5	12.9	19.1	33.2	12.8	9.1	27.4	26.2
11:45	81.9		36.7	45.2	5.2	6.9	13.0	20.4	36.5	13.6	9.6	29.0	28.7
12:00	87.3		39.9	47.4	5.6	7.6	13.3	21.9	39.0	14.3	10.1	30.4	31.2
12:15	82.6		37.5	45.2	5.3	6.6	11.9	20.1	38.7	13.0	9.5	28.5	30.5
12:30	80.5		36.3	44.1	5.2	6.3	11.6	20.0	37.5	12.8	8.9	27.4	30.3
12:45	74.7		34.1	40.6	4.7	6.0	11.3	18.9	33.9	11.7	8.3	25.7	28.0
13:00	64.4		29.8	34.6	4.1	5.9	10.8	17.0	26.6	10.2	6.7	22.1	24.3
13:15	57.7		26.4	31.4	3.6	5.5	10.6	15.4	22.7	9.2	6.1	19.6	22.0
13:30	53.8		24.7	29.1	3.7	5.5	9.9	14.1	20.6	8.9	5.9	18.2	20.1
13:45	50.5		23.6	26.9	3.6	5.1	9.1	13.2	19.5	8.5	5.5	17.0	18.8
14:00	48.8		23.3	25.5	3.6	4.9	9.1	12.3	18.8	8.3	5.4	16.6	17.8
14:15	46.3		22.2	24.1	3.5	4.7	8.8	11.8	17.4	8.0	5.2	15.6	16.7
14:30	46.2		22.8	23.4	3.4	4.7	8.7	11.8	17.6	8.3	5.0	15.7	16.6
14:45	45.4		22.5	22.9	3.2	4.5	8.6	12.0	17.1	8.5	4.7	15.2	16.4

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

3.4 Consumo radiofonico per caratteristiche sociodemografiche: penetrazione in migliaia

Risultati dal panel radio 2009 / Svizzera italiana

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

universo: 290'000 persone (15+) campione: 4'717 persone / 32'485 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	47.0	23.0	24.0	3.3	4.8	8.9	12.8	17.2	8.7	4.9	15.9	16.9
15:15	46.0	22.6	23.4	3.1	5.0	9.0	12.4	16.5	8.2	4.7	16.2	16.4
15:30	46.7	22.7	24.0	3.2	4.9	9.3	12.8	16.5	8.4	4.7	16.0	17.0
15:45	46.6	22.9	23.8	3.3	4.5	9.2	12.5	17.1	8.4	4.6	15.5	17.4
16:00	48.7	24.0	24.7	3.6	5.5	9.1	13.0	17.5	8.6	4.9	16.2	18.3
16:15	48.3	24.0	24.3	3.9	5.4	9.0	13.2	16.7	8.6	4.8	15.7	18.3
16:30	49.4	24.7	24.7	3.8	5.7	9.5	13.8	16.8	8.9	4.9	15.9	18.8
16:45	48.7	24.2	24.5	4.0	5.4	9.2	13.2	17.0	9.0	5.1	15.6	18.2
17:00	50.8	25.3	25.5	4.2	5.4	9.8	13.8	17.7	9.1	5.2	16.6	19.2
17:15	49.0	24.6	24.4	3.8	5.6	9.4	13.3	16.9	8.6	5.0	16.2	18.6
17:30	51.5	25.4	26.1	4.0	5.6	10.0	13.5	18.4	8.7	5.1	17.5	19.5
17:45	53.5	25.8	27.7	3.9	5.8	9.6	13.4	20.9	9.2	5.4	17.7	20.5
18:00	57.7	27.9	29.8	4.0	5.6	9.7	14.2	24.2	10.1	5.7	18.7	22.3
18:15	56.4	27.8	28.6	4.1	5.2	8.9	13.8	24.3	9.9	5.8	17.7	22.2
18:30	54.4	27.1	27.3	4.0	5.2	8.4	13.3	23.5	9.2	5.5	17.0	21.9
18:45	50.4	25.4	25.0	3.6	4.9	7.9	12.4	21.6	8.6	5.0	15.8	20.2
19:00	39.7	20.2	19.5	3.2	3.8	6.5	10.7	15.6	6.9	3.5	12.5	16.4
19:15	33.1	16.4	16.8	3.0	3.3	5.1	9.3	12.4	5.6	3.0	10.1	14.0
19:30	28.3	13.8	14.5	2.6	2.9	4.5	8.1	10.1	4.6	2.6	8.8	11.9
19:45	25.5	12.5	13.0	2.4	2.7	4.5	7.0	8.9	4.1	2.5	8.3	10.4
20:00	23.6	11.3	12.3	2.3	2.5	4.2	6.5	8.2	3.8	2.5	7.9	9.2
20:15	19.7	9.7	9.9	1.8	2.0	3.7	5.3	6.9	3.1	2.0	6.2	8.1
20:30	18.9	9.7	9.1	1.7	2.0	3.3	4.9	7.0	3.1	1.9	6.0	7.5
20:45	16.4	8.5	8.0	1.6	1.8	2.7	4.0	6.4	2.8	1.6	5.4	6.4
21:00	15.8	8.0	7.8	1.5	1.5	2.6	3.9	6.4	2.8	1.6	5.2	6.0
21:15	14.8	7.7	7.1	1.4	1.3	2.2	3.8	6.0	2.6	1.4	4.6	5.9
21:30	15.0	8.0	7.1	1.4	1.3	2.3	3.9	6.3	2.6	1.6	4.9	5.7
21:45	15.0	7.7	7.3	1.2	1.4	2.1	3.5	6.8	2.7	1.4	5.0	5.6
22:00	14.9	7.6	7.3	1.1	1.3	2.1	3.5	7.0	2.5	1.4	4.9	5.8
22:15	13.8	6.9	6.9	1.1	1.2	2.0	3.3	6.3	2.1	1.4	4.6	5.5
22:30	14.3	7.2	7.1	1.0	1.3	1.7	3.6	6.7	2.5	1.6	4.8	5.3
22:45	14.2	7.0	7.3	0.9	1.2	1.7	3.5	6.9	2.6	1.6	4.7	5.1
23:00	14.8	7.1	7.7	0.9	1.3	1.7	3.6	7.3	2.6	1.6	5.1	5.3
23:15	13.2	6.4	6.8	0.8	1.0	1.5	3.4	6.6	2.4	1.5	4.4	4.8
23:30	11.4	5.2	6.2	0.6	0.9	1.4	2.7	5.8	2.0	1.3	4.0	4.0
23:45	10.9	5.1	5.8	0.7	0.8	1.3	2.5	5.6	2.0	1.3	3.8	3.6
penetraz. quot.	255.6	121.8	133.8	25.4	33.9	49.4	63.5	83.3	41.0	27.6	83.4	99.8
durata in min.	108	106	111	62	61	82	111	163	119	111	114	98

* 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 %

Risultati dal panel radio 2009 / Svizzera italiana

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

universo: 290'000 persone (15+) campione: 4'717 persone / 32'485 giorni misurati

	totale persone	sesso		età					formazione conclusa			
		uomini	donne	15-24	25-34	35-44	45-59	60+	nessuna	obbligo	scuola prof.	superiore*
05:00	100	56	44	5	7	15	31	42	19	17	32	29
05:15	100	53	47	5	7	15	30	43	19	16	36	27
05:30	100	56	44	6	8	16	30	40	19	14	34	32
05:45	100	53	47	6	7	14	35	38	18	13	31	36
06:00	100	53	47	6	7	16	35	36	18	11	33	36
06:15	100	52	48	6	8	17	34	34	17	11	32	38
06:30	100	51	49	6	9	17	32	36	17	11	32	39
06:45	100	51	49	6	9	18	30	37	18	10	34	38
07:00	100	51	49	7	10	17	29	38	17	9	34	38
07:15	100	51	49	7	10	17	27	38	17	10	34	38
07:30	100	48	52	7	11	16	26	40	17	10	34	38
07:45	100	46	54	6	10	15	25	44	17	10	34	37
08:00	100	46	54	6	9	16	24	45	18	10	35	36
08:15	100	44	56	6	9	16	24	45	18	10	36	36
08:30	100	44	56	6	9	16	24	45	18	11	36	35
08:45	100	43	57	6	9	15	24	46	18	11	35	35
09:00	100	43	57	6	8	16	24	46	18	11	35	35
09:15	100	44	56	7	8	16	24	45	18	12	34	35
09:30	100	45	55	7	9	16	24	45	18	11	34	35
09:45	100	44	56	7	8	16	25	44	17	12	34	35
10:00	100	44	56	7	8	16	25	44	18	12	34	35
10:15	100	44	56	7	8	17	25	43	17	12	34	35
10:30	100	45	55	7	8	17	25	43	18	12	35	34
10:45	100	44	56	7	8	16	25	44	17	12	35	34
11:00	100	43	57	7	8	16	25	43	17	12	35	34
11:15	100	43	57	7	8	16	25	44	17	12	36	34
11:30	100	44	56	7	8	17	25	43	17	12	36	34
11:45	100	45	55	6	8	16	25	45	17	12	35	35
12:00	100	46	54	6	9	15	25	45	16	12	35	36
12:15	100	45	55	6	8	14	24	47	16	11	34	37
12:30	100	45	55	6	8	14	25	47	16	11	34	38
12:45	100	46	54	6	8	15	25	45	16	11	34	38
13:00	100	46	54	6	9	17	26	41	16	10	34	38
13:15	100	46	54	6	10	18	27	39	16	11	34	38
13:30	100	46	54	7	10	18	26	38	16	11	34	37
13:45	100	47	53	7	10	18	26	39	17	11	34	37
14:00	100	48	52	7	10	19	25	39	17	11	34	36
14:15	100	48	52	8	10	19	26	38	17	11	34	36
14:30	100	49	51	7	10	19	26	38	18	11	34	36
14:45	100	50	50	7	10	19	26	38	19	10	34	36

* 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 %

Risultati dal panel radio 2009 / Svizzera italiana

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

universo: 290'000 persone (15+) campione: 4'717 persone / 32'485 giorni misurati

	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	7	10	19	27	37	18	10	34	36
15:15	100	49	51	7	11	20	27	36	18	10	35	36
15:30	100	49	51	7	10	20	27	35	18	10	34	37
15:45	100	49	51	7	10	20	27	37	18	10	33	37
16:00	100	49	51	7	11	19	27	36	18	10	33	37
16:15	100	50	50	8	11	19	27	35	18	10	33	38
16:30	100	50	50	8	11	19	28	34	18	10	32	38
16:45	100	50	50	8	11	19	27	35	19	10	32	37
17:00	100	50	50	8	11	19	27	35	18	10	33	38
17:15	100	50	50	8	11	19	27	34	18	10	33	38
17:30	100	49	51	8	11	19	26	36	17	10	34	38
17:45	100	48	52	7	11	18	25	39	17	10	33	38
18:00	100	48	52	7	10	17	25	42	17	10	32	39
18:15	100	49	51	7	9	16	24	43	17	10	31	39
18:30	100	50	50	7	10	15	24	43	17	10	31	40
18:45	100	50	50	7	10	16	25	43	17	10	31	40
19:00	100	51	49	8	10	16	27	39	17	9	31	41
19:15	100	49	51	9	10	15	28	37	17	9	31	42
19:30	100	49	51	9	10	16	29	36	16	9	31	42
19:45	100	49	51	9	11	18	28	35	16	10	32	41
20:00	100	48	52	10	11	18	27	35	16	11	33	39
20:15	100	49	51	9	10	19	27	35	16	10	32	41
20:30	100	52	48	9	11	17	26	37	17	10	32	40
20:45	100	52	48	9	11	16	24	39	17	10	33	39
21:00	100	51	49	10	10	16	24	40	18	10	33	38
21:15	100	52	48	10	9	15	26	41	17	10	31	40
21:30	100	53	47	9	9	15	26	42	17	11	33	38
21:45	100	52	49	8	9	14	24	45	18	10	33	38
22:00	100	51	49	8	8	14	23	47	17	9	33	39
22:15	100	50	50	8	9	15	24	46	15	10	33	40
22:30	100	50	50	7	9	12	25	47	17	11	33	37
22:45	100	49	51	7	8	12	25	48	18	11	33	36
23:00	100	48	52	6	8	12	24	50	18	10	35	36
23:15	100	48	52	6	8	11	26	50	18	11	33	36
23:30	100	46	54	5	8	12	24	51	17	11	35	35
23:45	100	47	53	6	7	12	23	52	19	12	35	33
comp. quotidiana del pubblico	100	48	52	10	13	19	25	33	16	11	33	39

* 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 %

Risultati dal panel radio 2009 / Svizzera italiana

PENETRAZIONE PER QUARTO D'ORA in %, totale radio

universo: 290'000 persone (15+) campione: 4'717 persone / 32'485 giorni misurati

	giorni della settimana							lunedì - venerdì	sabato - domenica	lunedì - domenica
	lunedì	martedì	mercoledì	giovedì	venerdì	sabato	domenica			
totale persone	89.8	90.1	90.8	89.7	89.9	86.4	81.1	90.0	83.7	88.2
sesso										
uomini	89.9	89.9	90.9	91.0	90.1	88.2	81.3	90.2	84.5	88.6
donne	89.8	90.2	90.8	88.5	89.7	84.8	81.0	89.8	83.0	87.9
età										
15-24	74.3	79.2	78.6	76.8	77.8	72.5	69.4	77.0	69.6	74.9
25-34	82.9	82.1	84.8	84.7	84.9	80.2	71.3	83.7	76.4	81.6
35-44	90.6	90.7	91.4	89.7	88.2	85.5	77.6	90.2	81.3	87.6
45-59	93.6	92.8	93.5	91.9	91.8	89.1	82.1	92.9	85.8	90.9
60+	95.5	95.4	95.9	95.1	96.4	93.1	91.7	95.7	92.4	94.7
formazione conclusa										
nessuna	90.6	89.6	91.5	89.3	90.3	87.6	81.7	90.3	84.4	88.6
obbligo	86.8	89.5	88.5	84.2	87.6	84.1	81.2	87.3	82.1	85.8
scuola prof.	90.0	90.3	91.3	91.4	90.3	85.3	81.7	90.6	83.7	88.6
superiore*	90.3	90.3	91.2	90.1	90.2	87.7	80.8	90.4	84.1	88.6

* 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

Risultati dal panel radio 2009 / Svizzera italiana

DURATA in minuti, totale radio

universo: 290'000 persone (15+) campione: 4'717 persone / 32'485 giorni misurati

	giorni della settimana							lunedì - venerdì	sabato - domenica	lunedì - domenica
	lunedì	martedì	mercoledì	giovedì	venerdì	sabato	domenica			
totale persone	115.2	114.7	117.3	113.6	114.6	97.9	86.1	114.8	91.8	108.3
sesso										
uomini	115.4	114.1	115.2	111.4	113.5	92.9	81.4	113.3	86.5	105.6
donne	115.0	115.2	119.2	115.7	115.6	102.4	90.4	116.2	96.6	110.6
età										
15-24	63.9	68.3	66.7	70.1	68.1	55.1	49.6	66.4	49.7	61.6
25-34	68.4	66.6	75.2	69.2	70.7	48.1	35.9	68.8	42.5	61.3
35-44	93.6	92.0	95.0	90.1	88.5	67.2	53.5	91.5	59.9	82.5
45-59	119.4	117.5	120.8	115.6	118.1	99.1	86.0	118.6	92.8	111.2
60+	167.2	167.2	167.8	164.6	167.0	156.3	144.5	167.2	151.0	162.6
formazione conclusa										
nessuna	129.7	127.0	124.6	121.8	127.6	105.7	97.2	125.7	102.2	119.0
obbligo	113.9	117.8	116.7	111.6	114.2	111.9	97.0	113.7	102.8	110.6
scuola prof.	121.9	121.2	123.5	121.4	119.5	102.4	89.3	121.3	96.2	114.2
superiore*	104.4	103.3	109.2	104.2	105.7	87.0	75.0	105.5	80.6	98.4

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

Risultati dal panel radio 2009 / Svizzera italiana

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

universo: 290'000 persone (15+) campione: 4'717 persone / 32'485 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
05:00	1.6	0.9	0.8	0.0	0.1	0.3	1.2	0.3	0.2	0.1	0.1
05:15	1.9	1.1	0.9	0.0	0.1	0.3	1.3	0.4	0.2	0.0	0.2
05:30	2.4	1.5	1.3	0.0	0.2	0.4	1.9	0.4	0.3	0.0	0.2
05:45	4.0	2.8	2.3	0.1	0.4	0.7	3.4	0.4	0.3	0.0	0.2
06:00	5.7	4.0	3.4	0.2	0.6	0.9	4.9	0.5	0.4	0.1	0.3
06:15	7.6	5.7	4.4	0.3	1.1	1.1	6.7	0.5	0.5	0.0	0.4
06:30	10.2	7.6	5.9	0.4	1.5	1.3	8.9	0.8	0.8	0.2	0.5
06:45	14.7	11.3	8.9	0.4	2.4	1.9	13.1	1.0	1.0	0.3	0.6
07:00	18.1	13.9	10.9	0.5	2.9	2.4	16.1	1.2	1.2	0.2	0.9
07:15	19.8	15.1	11.0	0.7	3.8	2.3	17.3	1.6	1.5	0.2	1.2
07:30	21.4	16.0	11.5	1.1	4.0	2.7	18.5	1.9	1.7	0.2	1.4
07:45	23.1	17.1	12.6	1.1	3.8	3.0	19.8	2.0	1.9	0.1	1.6
08:00	24.7	18.1	13.6	1.0	3.9	3.2	21.1	2.3	1.9	0.1	1.6
08:15	23.9	17.4	12.8	1.1	4.1	3.1	20.3	2.3	2.0	0.2	1.6
08:30	23.9	17.1	12.1	1.2	4.2	3.0	19.9	2.4	2.1	0.2	1.7
08:45	24.2	17.3	12.0	1.3	4.4	3.2	20.3	2.2	2.2	0.1	1.8
09:00	24.7	17.2	12.1	1.3	4.3	3.6	20.6	2.4	2.3	0.2	1.9
09:15	23.7	16.5	11.0	1.3	4.4	3.2	19.6	2.4	2.3	0.2	1.8
09:30	23.5	16.1	10.7	1.2	4.5	3.1	19.1	2.5	2.4	0.2	1.9
09:45	23.3	16.2	10.8	1.2	4.5	3.0	19.0	2.4	2.4	0.2	1.9
10:00	23.7	16.2	10.8	1.3	4.5	3.0	19.1	2.7	2.6	0.1	2.1
10:15	22.8	15.6	10.1	1.3	4.5	2.8	18.3	2.6	2.4	0.2	2.0
10:30	23.0	15.8	10.0	1.4	4.8	2.8	18.5	2.7	2.4	0.2	2.0
10:45	23.3	16.0	10.4	1.2	4.7	2.9	18.8	2.6	2.4	0.2	2.0
11:00	24.3	16.9	11.0	1.3	4.9	3.0	19.7	2.7	2.5	0.2	2.1
11:15	25.0	17.5	11.3	1.3	5.1	2.9	20.3	2.7	2.4	0.2	2.0
11:30	26.5	18.9	12.6	1.5	5.2	3.2	21.9	2.7	2.4	0.2	2.0
11:45	28.3	20.9	14.5	1.6	5.3	3.2	23.8	2.7	2.4	0.2	2.0
12:00	30.1	22.9	17.0	1.9	4.8	3.3	26.0	2.5	2.3	0.2	1.9
12:15	28.5	22.0	17.4	1.4	3.8	3.3	25.0	2.1	1.9	0.1	1.5
12:30	27.8	21.7	17.6	1.2	3.3	3.0	24.6	1.9	1.7	0.2	1.3
12:45	25.8	19.9	15.8	1.2	3.2	2.9	22.6	1.8	1.8	0.1	1.4
13:00	22.2	16.2	11.4	1.4	3.7	2.9	18.9	1.9	1.9	0.2	1.5
13:15	19.9	14.1	9.0	1.4	3.9	2.7	16.6	1.9	2.0	0.2	1.5
13:30	18.6	12.8	8.0	1.2	3.8	2.6	15.3	1.9	1.9	0.2	1.5
13:45	17.4	11.6	7.1	1.0	3.7	2.5	14.1	2.0	1.8	0.1	1.5
14:00	16.8	11.0	6.7	0.9	3.6	2.4	13.3	1.9	1.9	0.1	1.6
14:15	16.0	10.4	6.0	1.0	3.7	2.2	12.6	1.9	1.9	0.1	1.6
14:30	15.9	10.6	6.0	1.1	3.7	2.1	12.5	1.9	1.9	0.1	1.5
14:45	15.7	10.3	5.9	1.0	3.6	2.1	12.3	1.9	1.9	0.1	1.5

Risultati dal panel radio 2009 / Svizzera italiana

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

universo: 290'000 persone (15+) campione: 4'717 persone / 32'485 giorni misurati

	radio	SRG SSR idée suisse					altre SSR	totale	private CH	totale	estere	
	totale	RSI	Rete Uno	Rete Due	Rete Tre	totale			RAI		private it	
15:00	16.2	10.5	6.2	1.0	3.6	2.2	12.6	2.0	2.0	0.1	1.7	
15:15	15.9	10.3	5.8	1.0	3.7	2.1	12.3	2.0	1.9	0.2	1.6	
15:30	16.1	10.5	5.9	1.0	3.8	2.2	12.5	2.1	1.9	0.1	1.6	
15:45	16.1	10.6	6.1	1.0	3.6	2.2	12.6	2.0	1.8	0.1	1.6	
16:00	16.8	11.1	6.4	1.1	3.9	2.2	13.2	2.1	2.0	0.2	1.7	
16:15	16.7	10.9	6.3	1.0	3.9	2.2	13.0	2.1	2.1	0.2	1.7	
16:30	17.1	11.2	6.5	1.0	4.0	2.2	13.3	2.2	2.1	0.2	1.7	
16:45	16.8	10.9	6.4	1.0	3.8	2.3	13.1	2.1	2.0	0.2	1.7	
17:00	17.5	11.5	7.1	1.0	3.9	2.4	13.7	2.3	2.1	0.1	1.8	
17:15	16.9	11.2	6.7	1.0	3.9	2.3	13.3	2.2	2.0	0.2	1.6	
17:30	17.8	11.9	7.9	1.1	3.5	2.3	14.1	2.2	2.0	0.2	1.6	
17:45	18.5	12.8	8.9	1.1	3.1	2.4	15.0	2.1	1.9	0.2	1.6	
18:00	19.9	14.2	10.7	1.1	2.8	2.6	16.6	1.9	1.9	0.1	1.6	
18:15	19.5	14.3	11.0	1.0	2.6	2.3	16.5	1.7	1.8	0.2	1.4	
18:30	18.8	14.1	10.8	1.0	2.4	2.1	16.0	1.5	1.7	0.2	1.3	
18:45	17.4	13.1	9.9	1.1	2.5	1.8	14.8	1.4	1.6	0.2	1.3	
19:00	13.7	9.9	6.7	1.4	2.1	1.5	11.2	1.3	1.5	0.2	1.1	
19:15	11.4	8.2	5.3	1.3	1.7	1.2	9.2	1.2	1.3	0.1	1.0	
19:30	9.8	6.8	4.5	0.9	1.6	1.0	7.8	1.2	1.1	0.1	0.9	
19:45	8.8	5.9	3.9	0.7	1.4	1.0	6.8	1.1	1.2	0.1	0.9	
20:00	8.1	5.2	3.4	0.6	1.4	1.1	6.2	1.0	1.2	0.1	0.9	
20:15	6.8	4.2	2.7	0.4	1.1	0.9	5.1	0.8	1.1	0.2	0.8	
20:30	6.5	3.7	2.4	0.4	0.9	0.9	4.5	0.7	1.4	0.4	0.9	
20:45	5.7	3.3	2.1	0.4	0.8	0.8	4.1	0.7	1.0	0.1	0.8	
21:00	5.5	3.3	2.1	0.4	0.8	0.8	4.1	0.6	1.0	0.1	0.7	
21:15	5.1	3.1	2.0	0.5	0.8	0.8	3.9	0.6	0.8	0.1	0.6	
21:30	5.2	3.1	2.0	0.5	0.7	0.8	3.9	0.6	0.8	0.2	0.6	
21:45	5.2	3.2	2.2	0.5	0.6	0.8	3.9	0.6	0.8	0.2	0.5	
22:00	5.1	3.2	2.2	0.5	0.6	0.9	4.0	0.5	0.8	0.2	0.5	
22:15	4.8	2.9	1.9	0.4	0.6	0.8	3.7	0.5	0.7	0.2	0.4	
22:30	4.9	3.1	2.1	0.4	0.7	0.8	3.8	0.5	0.8	0.2	0.5	
22:45	4.9	3.1	2.2	0.3	0.6	0.8	3.9	0.5	0.7	0.2	0.4	
23:00	5.1	3.2	2.4	0.3	0.6	0.9	4.0	0.5	0.7	0.2	0.4	
23:15	4.6	3.0	2.2	0.3	0.6	0.8	3.7	0.3	0.7	0.1	0.4	
23:30	3.9	2.5	1.8	0.2	0.5	0.7	3.2	0.3	0.5	0.1	0.4	
23:45	3.8	2.3	1.7	0.2	0.5	0.7	2.9	0.3	0.6	0.1	0.4	
penetraz. quot.	88.2	67.1	50.9	9.6	29.0	24.6	75.8	27.6	32.3	4.4	19.7	
durata in minuti	108	77	54	6	17	14	91	9	9	1	7	

3.8 Consumo radiofonico per emittente: penetrazione in %

Risultati dal panel radio 2009 / Svizzera italiana

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

universo: 290'000 persone (15+) campione: 4'717 persone / 32'485 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
05:00	4.7	2.7	2.3	0.1	0.3	0.7	3.4	0.9	0.7	0.1	0.4
05:15	5.5	3.1	2.7	0.1	0.3	0.8	3.8	1.1	0.7	0.1	0.5
05:30	7.0	4.3	3.6	0.1	0.6	1.1	5.4	1.1	0.8	0.1	0.5
05:45	11.6	8.0	6.7	0.2	1.1	1.9	9.8	1.1	0.9	0.1	0.6
06:00	16.4	11.7	9.8	0.4	1.6	2.7	14.3	1.3	1.2	0.1	0.8
06:15	22.0	16.5	12.7	0.8	3.3	3.1	19.4	1.6	1.5	0.1	1.1
06:30	29.6	22.1	17.1	1.1	4.4	3.8	25.7	2.2	2.3	0.6	1.4
06:45	42.7	32.9	25.8	1.1	6.8	5.4	37.9	2.9	2.8	0.8	1.9
07:00	52.3	40.4	31.6	1.3	8.4	6.8	46.7	3.4	3.4	0.5	2.6
07:15	57.5	43.8	32.0	2.1	10.9	6.6	50.0	4.6	4.3	0.4	3.5
07:30	62.0	46.3	33.2	3.1	11.7	7.7	53.5	5.4	5.0	0.5	4.0
07:45	66.8	49.4	36.4	3.2	11.1	8.6	57.4	5.8	5.5	0.4	4.6
08:00	71.4	52.4	39.3	2.8	11.3	9.3	61.0	6.6	5.5	0.4	4.6
08:15	69.3	50.5	37.2	3.1	12.0	8.9	58.7	6.5	5.8	0.5	4.7
08:30	69.2	49.5	34.9	3.5	12.1	8.8	57.8	7.0	6.1	0.5	4.9
08:45	70.0	50.1	34.6	3.7	12.7	9.2	58.8	6.5	6.3	0.4	5.2
09:00	71.7	49.9	34.9	3.7	12.5	10.4	59.7	6.9	6.8	0.5	5.6
09:15	68.7	47.8	32.0	3.8	12.9	9.3	56.7	7.0	6.5	0.5	5.2
09:30	68.0	46.7	31.0	3.4	13.1	9.0	55.3	7.1	6.9	0.5	5.6
09:45	67.4	46.8	31.1	3.4	13.0	8.7	55.0	7.1	6.9	0.5	5.6
10:00	68.7	46.8	31.3	3.9	12.9	8.8	55.2	7.8	7.5	0.4	6.0
10:15	66.0	45.2	29.3	3.6	13.0	8.2	53.1	7.4	7.0	0.4	5.8
10:30	66.6	45.8	28.9	3.9	13.8	8.1	53.5	7.7	6.9	0.4	5.7
10:45	67.4	46.3	30.2	3.5	13.5	8.3	54.4	7.6	6.9	0.5	5.9
11:00	70.5	48.8	32.0	3.7	14.2	8.6	57.0	8.0	7.3	0.6	6.0
11:15	72.3	50.7	32.8	3.9	14.8	8.5	58.7	7.8	7.0	0.5	5.8
11:30	76.7	54.7	36.3	4.3	15.1	9.2	63.3	7.9	7.0	0.5	5.7
11:45	81.9	60.5	42.0	4.7	15.4	9.2	69.0	7.7	7.0	0.5	5.6
12:00	87.3	66.3	49.2	5.5	14.0	9.6	75.2	7.4	6.8	0.6	5.4
12:15	82.6	63.7	50.5	4.1	10.9	9.5	72.4	6.1	5.4	0.4	4.4
12:30	80.5	62.9	51.1	3.5	9.6	8.8	71.3	5.4	5.0	0.5	3.8
12:45	74.7	57.6	45.9	3.4	9.3	8.4	65.5	5.1	5.2	0.4	4.1
13:00	64.4	46.9	33.1	4.1	10.7	8.4	54.9	5.6	5.5	0.4	4.2
13:15	57.7	40.8	26.1	4.1	11.3	7.8	48.2	5.4	5.7	0.5	4.4
13:30	53.8	37.1	23.3	3.5	11.1	7.5	44.2	5.5	5.5	0.5	4.5
13:45	50.5	33.7	20.7	3.0	10.7	7.4	40.7	5.7	5.2	0.3	4.4
14:00	48.8	32.0	19.4	2.7	10.5	6.9	38.6	5.6	5.5	0.4	4.5
14:15	46.3	30.2	17.3	2.9	10.7	6.4	36.4	5.4	5.6	0.4	4.6
14:30	46.2	30.6	17.3	3.2	10.7	6.0	36.3	5.6	5.4	0.3	4.3
14:45	45.4	29.8	17.1	2.9	10.3	6.1	35.5	5.4	5.5	0.3	4.4

3.9 Consumo radiofonico per emittente: penetrazione in migliaia

Risultati dal panel radio 2009 / Svizzera italiana

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

universo: 290'000 persone (15+) campione: 4'717 persone / 32'485 giorni misurati

	radio	SRG SSR idée suisse					altre SSR	totale	private CH	totale	estere	
	totale	RSI	Rete Uno	Rete Due	Rete Tre	totale			RAI		private it	
15:00	47.0	30.4	17.9	2.9	10.3	6.3	36.4	5.8	5.9	0.4	4.8	
15:15	46.0	29.9	16.7	3.0	10.7	6.1	35.7	5.9	5.6	0.4	4.7	
15:30	46.7	30.4	16.9	2.9	11.1	6.2	36.2	6.1	5.5	0.4	4.5	
15:45	46.6	30.6	17.7	3.0	10.5	6.2	36.5	5.9	5.3	0.4	4.5	
16:00	48.7	32.1	18.6	3.1	11.2	6.5	38.2	6.0	5.9	0.4	4.8	
16:15	48.3	31.7	18.2	3.0	11.3	6.2	37.5	6.0	6.2	0.5	4.9	
16:30	49.4	32.4	18.7	2.9	11.6	6.5	38.4	6.3	6.1	0.5	4.8	
16:45	48.7	31.6	18.6	2.8	11.0	6.8	38.0	6.0	5.9	0.5	5.0	
17:00	50.8	33.3	20.5	2.8	11.2	6.8	39.7	6.6	6.1	0.4	5.1	
17:15	49.0	32.4	19.3	2.7	11.3	6.5	38.5	6.4	5.8	0.5	4.8	
17:30	51.5	34.6	22.8	3.2	10.1	6.7	40.9	6.4	5.7	0.4	4.7	
17:45	53.5	36.9	25.8	3.2	9.1	7.1	43.5	6.2	5.5	0.5	4.6	
18:00	57.7	41.2	31.0	3.1	8.0	7.5	48.1	5.6	5.4	0.4	4.5	
18:15	56.4	41.4	32.0	2.8	7.4	6.7	47.7	4.8	5.1	0.5	4.1	
18:30	54.4	40.8	31.3	3.0	7.1	5.9	46.4	4.3	4.8	0.4	3.7	
18:45	50.4	38.0	28.8	3.2	7.1	5.2	42.8	4.1	4.6	0.5	3.6	
19:00	39.7	28.7	19.5	4.0	6.1	4.2	32.6	3.7	4.4	0.5	3.2	
19:15	33.1	23.6	15.5	3.7	5.0	3.4	26.7	3.5	3.8	0.4	2.8	
19:30	28.3	19.8	13.0	2.6	4.5	2.9	22.4	3.3	3.3	0.3	2.5	
19:45	25.5	17.1	11.3	2.1	4.0	2.8	19.7	3.2	3.4	0.3	2.6	
20:00	23.6	15.0	9.8	1.8	3.9	3.1	17.9	2.8	3.6	0.4	2.6	
20:15	19.7	12.1	7.8	1.3	3.2	2.7	14.6	2.4	3.2	0.4	2.3	
20:30	18.9	10.7	7.0	1.3	2.7	2.5	13.2	2.0	4.1	1.2	2.5	
20:45	16.4	9.5	6.2	1.3	2.3	2.3	11.7	2.0	3.0	0.3	2.3	
21:00	15.8	9.5	6.1	1.3	2.3	2.4	11.7	1.7	2.8	0.4	2.0	
21:15	14.8	9.0	5.7	1.3	2.3	2.2	11.2	1.7	2.4	0.4	1.6	
21:30	15.0	9.1	5.9	1.3	2.1	2.3	11.3	1.8	2.3	0.4	1.6	
21:45	15.0	9.2	6.2	1.3	1.8	2.3	11.4	1.7	2.2	0.5	1.3	
22:00	14.9	9.3	6.2	1.5	1.8	2.7	11.7	1.4	2.2	0.6	1.3	
22:15	13.8	8.4	5.6	1.2	1.8	2.3	10.7	1.5	2.0	0.5	1.2	
22:30	14.3	8.8	6.0	1.1	1.9	2.3	11.0	1.4	2.2	0.5	1.3	
22:45	14.2	8.9	6.3	0.9	1.8	2.3	11.2	1.3	2.0	0.5	1.2	
23:00	14.8	9.2	6.8	0.8	1.8	2.5	11.6	1.3	2.1	0.5	1.2	
23:15	13.2	8.6	6.3	0.8	1.7	2.2	10.7	1.0	1.9	0.4	1.1	
23:30	11.4	7.2	5.1	0.7	1.5	2.1	9.2	0.9	1.6	0.3	1.1	
23:45	10.9	6.6	4.8	0.6	1.4	2.0	8.5	1.0	1.7	0.2	1.1	
penetraz. quot.	255.6	194.5	147.3	27.7	84.1	71.2	219.7	79.8	93.6	12.7	57.1	
durata in minuti	108	77	54	6	17	14	91	9	9	1	7	

Risultati dal panel radio 2009 / Svizzera italiana

QUOTA DI MERCATO in % (lu-do)

universo: 290'000 persone (15+) campione: 4'717 persone / 32'485 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
05:00	100.0	62.9	53.5	2.9	6.5	16.8	79.8	9.8	10.5	2.2	7.2
05:15	100.0	63.0	53.5	2.9	6.6	16.3	79.3	10.2	10.5	1.4	8.3
05:30	100.0	67.5	57.7	2.6	7.2	16.3	83.8	7.8	8.5	1.1	6.9
05:45	100.0	72.0	61.4	1.8	8.7	16.8	88.7	5.0	6.3	0.8	5.1
06:00	100.0	73.0	62.5	2.4	8.2	17.2	90.2	4.5	5.3	0.9	4.1
06:15	100.0	76.4	61.1	3.1	12.2	14.5	90.9	4.4	4.7	0.7	3.9
06:30	100.0	76.8	60.0	3.5	13.3	12.8	89.7	5.7	4.7	1.1	3.4
06:45	100.0	77.0	60.7	2.4	13.9	12.5	89.5	5.3	5.2	1.4	3.7
07:00	100.0	78.1	62.8	1.8	13.4	13.1	91.2	4.5	4.4	0.7	3.6
07:15	100.0	76.4	55.7	3.3	17.4	11.9	88.2	6.0	5.8	0.5	5.1
07:30	100.0	75.2	54.6	4.8	15.7	12.3	87.5	6.2	6.3	0.5	5.6
07:45	100.0	73.3	54.3	4.5	14.5	12.8	86.1	7.3	6.6	0.4	6.0
08:00	100.0	74.2	57.6	3.6	13.0	13.0	87.2	6.9	5.9	0.4	5.3
08:15	100.0	73.4	54.0	4.3	15.2	12.6	86.0	7.4	6.6	0.5	5.8
08:30	100.0	72.9	52.1	5.0	15.8	12.8	85.7	7.6	6.7	0.5	5.9
08:45	100.0	73.1	51.6	5.0	16.6	12.8	85.9	7.5	6.6	0.4	5.9
09:00	100.0	70.2	49.4	4.8	16.1	14.7	84.9	7.8	7.3	0.5	6.5
09:15	100.0	70.1	47.7	5.4	17.0	14.0	84.1	8.3	7.6	0.6	6.6
09:30	100.0	69.7	46.4	5.3	18.0	13.4	83.1	8.8	8.2	0.6	7.1
09:45	100.0	69.9	46.8	5.3	17.8	12.8	82.7	9.0	8.3	0.6	7.3
10:00	100.0	69.0	46.8	5.6	16.6	12.9	81.9	9.5	8.5	0.4	7.8
10:15	100.0	69.0	45.5	5.8	17.8	12.7	81.7	9.9	8.4	0.4	7.7
10:30	100.0	69.4	44.3	6.1	18.9	12.3	81.7	9.9	8.5	0.5	7.7
10:45	100.0	69.5	45.5	5.5	18.6	12.2	81.7	10.0	8.4	0.6	7.5
11:00	100.0	70.3	45.9	5.6	18.8	11.7	82.0	9.6	8.4	0.6	7.5
11:15	100.0	71.2	47.0	5.7	18.5	11.6	82.8	9.5	7.7	0.5	7.0
11:30	100.0	72.9	49.7	5.7	17.6	11.4	84.3	8.6	7.1	0.4	6.4
11:45	100.0	75.3	53.5	5.4	16.4	10.8	86.1	7.7	6.2	0.5	5.5
12:00	100.0	77.6	59.0	5.6	13.0	10.4	88.1	6.2	5.7	0.4	5.2
12:15	100.0	78.6	62.6	5.1	10.9	10.8	89.4	5.7	4.9	0.3	4.4
12:30	100.0	80.5	66.4	4.4	9.8	10.6	91.2	4.5	4.4	0.4	3.8
12:45	100.0	79.1	64.0	4.8	10.3	11.0	90.1	5.1	4.8	0.3	4.2
13:00	100.0	73.5	52.0	7.4	14.1	13.4	86.9	6.7	6.4	0.5	5.5
13:15	100.0	71.8	47.0	7.7	17.1	13.7	85.5	7.1	7.4	0.7	6.1
13:30	100.0	69.7	44.7	6.7	18.3	14.1	83.8	8.2	8.0	0.7	6.9
13:45	100.0	67.4	41.7	6.6	19.1	14.8	82.2	9.6	8.2	0.5	7.5
14:00	100.0	66.7	40.9	5.9	20.0	14.3	81.0	9.8	9.2	0.5	8.3
14:15	100.0	66.6	38.9	6.6	21.1	13.9	80.5	10.1	9.4	0.4	8.7
14:30	100.0	66.8	38.1	7.4	21.3	13.5	80.2	10.7	9.1	0.4	8.3
14:45	100.0	66.6	38.2	7.5	21.0	13.9	80.5	10.2	9.3	0.4	8.5

3.10 Consumo radiofonico per emittente: quote di mercato in %

Risultati dal panel radio 2009 / Svizzera italiana

QUOTA DI MERCATO in % (lu-do)

universo: 290'000 persone (15+) campione: 4'717 persone / 32'485 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	66.4	39.1	7.2	20.1	13.7	80.1	9.9	10.0	0.6	9.0
15:15	100.0	65.4	37.1	7.1	21.2	13.5	78.9	10.8	10.3	0.7	9.2
15:30	100.0	66.3	37.0	7.3	22.1	13.2	79.5	10.9	9.5	0.7	8.5
15:45	100.0	66.3	38.3	6.8	21.2	13.9	80.2	10.4	9.4	0.6	8.4
16:00	100.0	66.3	38.9	6.5	20.9	13.2	79.5	10.3	10.2	0.9	8.9
16:15	100.0	66.4	38.2	6.6	21.7	12.8	79.2	10.8	10.0	0.8	8.8
16:30	100.0	66.3	38.7	6.3	21.3	12.9	79.2	10.9	10.0	0.8	8.7
16:45	100.0	65.5	38.6	6.1	20.7	13.8	79.2	10.8	9.9	0.9	8.7
17:00	100.0	65.5	40.2	5.9	19.4	13.7	79.2	10.7	10.1	0.8	8.9
17:15	100.0	65.7	39.1	6.2	20.3	13.5	79.1	10.9	10.0	0.8	8.8
17:30	100.0	68.5	44.7	6.7	17.1	12.4	80.9	10.1	9.0	0.9	7.9
17:45	100.0	69.0	47.4	6.5	15.1	13.0	82.0	9.6	8.4	0.8	7.4
18:00	100.0	73.7	57.4	5.5	10.9	12.6	86.3	6.7	7.0	0.5	6.2
18:15	100.0	74.7	59.4	5.0	10.4	12.2	87.0	6.5	6.6	0.7	5.6
18:30	100.0	77.8	61.9	5.7	10.2	10.7	88.5	5.6	5.9	0.6	5.1
18:45	100.0	78.0	59.3	6.7	12.0	9.4	87.4	6.2	6.4	0.8	5.4
19:00	100.0	74.5	49.6	11.3	13.6	10.2	84.7	7.1	8.3	1.1	6.7
19:15	100.0	73.6	48.2	12.6	12.9	9.5	83.2	8.2	8.6	1.1	6.9
19:30	100.0	70.8	47.0	10.5	13.3	9.9	80.7	9.9	9.4	0.9	7.8
19:45	100.0	69.0	45.2	10.0	13.9	10.4	79.4	9.8	10.7	0.9	9.3
20:00	100.0	65.9	44.2	7.7	14.0	12.3	78.1	10.2	11.7	1.4	9.7
20:15	100.0	63.4	41.3	7.5	14.6	13.1	76.5	10.1	13.4	1.3	11.3
20:30	100.0	60.6	40.2	8.3	12.0	13.6	74.2	9.6	16.2	2.2	13.2
20:45	100.0	59.6	39.4	9.0	11.2	13.9	73.5	10.0	16.5	1.7	14.2
21:00	100.0	62.4	40.7	9.7	12.0	15.0	77.4	9.2	13.4	1.7	11.1
21:15	100.0	61.8	40.3	9.3	12.3	15.6	77.4	9.7	12.9	1.9	10.5
21:30	100.0	64.8	43.3	10.7	10.8	15.0	79.8	8.9	11.3	1.7	9.2
21:45	100.0	64.0	43.2	11.1	9.7	15.7	79.7	8.2	12.2	2.8	8.8
22:00	100.0	64.0	43.4	10.4	10.1	17.3	81.2	7.3	11.5	2.7	8.4
22:15	100.0	64.2	43.8	10.4	10.0	16.4	80.6	7.4	12.1	2.8	8.8
22:30	100.0	65.3	45.3	8.8	11.2	16.3	81.6	6.7	11.7	2.6	8.5
22:45	100.0	65.1	48.1	7.4	9.6	17.1	82.2	6.4	11.4	3.0	7.7
23:00	100.0	68.6	53.5	5.4	9.6	15.6	84.2	4.7	11.1	2.8	7.6
23:15	100.0	68.2	50.6	6.3	11.3	16.8	85.0	4.0	11.0	2.5	7.9
23:30	100.0	68.4	49.8	7.3	11.3	17.4	85.9	3.8	10.3	1.7	7.9
23:45	100.0	65.7	49.3	5.3	11.1	18.4	84.1	3.8	12.1	1.8	9.5
quota di mercato quotidiana	100.0	71.0	49.6	5.8	15.7	13.0	84.0	8.1	7.9	0.7	6.8

Risultati dal panel radio 2009 / Svizzera italiana

PENETRAZIONE QUOTIDIANA in % (lu-do)

universo: 290'000 persone (15+) campione: 4'717 persone / 32'485 giorni misurati

	2001	2002	2003	2004 ¹	2005	2006	2007	2008	2009
totale radio	90.1	89.2	88.7	90.7	89.3	88.5	88.8	88.5	88.2
SRG SSR idée suisse	74.7	74.5	75.3	77.0	75.4	74.2	74.2	75.8	75.8
RSI	66.6	66.3	67.0	68.2	66.6	65.6	64.8	66.0	67.1
Rete Uno	55.0	55.0	54.7	54.4	51.1	49.9	48.6	49.2	50.9
Rete Due ²	11.3	10.3	10.7	10.5	10.1	10.0	10.4	9.3	9.6
Rete Tre	18.5	18.2	20.0	22.8	24.7	24.8	25.0	27.0	29.0
SR DRS1	12.3	11.4	12.8	12.0	11.9	10.8	11.3	10.2	9.4
RSR La Première	2.9	2.7	2.8	3.0	3.5	2.7	3.0	2.9	3.3
Swiss Satellite Radios ²	5.1	5.3	5.5	6.4	6.4	5.6	5.9	5.7	8.5
altre SSR	9.9	7.8	7.4	9.0	8.1	7.6	8.9	12.1	7.0
radio private svizzere	31.9	29.9	30.3	31.7	33.1	34.0	35.0	30.9	27.6
3iii	6.2	5.2	5.6	6.9	7.4	8.7	9.5	9.9	12.0
Fiume Ticino	6.2	6.4	6.1	5.7	5.6	5.7	6.0	5.4	7.2
totale emittenti estere	50.3	47.3	45.1	46.1	44.5	42.1	40.1	35.1	32.3
RAI	10.3	9.5	7.0	7.1	6.2	7.2	6.6	5.3	4.4
RAI uno	6.1	5.7	3.4	3.3	2.6	3.0	2.7	2.5	2.5
RAI due	2.0	2.1	1.6	1.8	1.3	1.7	1.9	1.3	1.1
RAI tre	3.1	2.4	2.6	2.6	2.6	2.9	2.4	1.8	1.1
radio private italiane	27.4	24.8	23.3	23.4	21.7	18.4	17.0	16.6	19.7
Studio Star	2.0	2.0	1.1	1.3	1.3	1.2	1.2	1.0	0.9
RTO	8.0	8.3	7.6	7.2	6.0	5.4	4.8	5.3	6.7

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 trasmettono 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.

Risultati dal panel radio 2009 / Svizzera italiana

DURATA in minuti (lu-do)

universo: 290'000 persone (15+) campione: 4'717 persone / 32'485 giorni misurati

	2001	2002	2003	2004 ¹	2005	2006	2007	2008	2009
totale radio	109	108	106	103	100	96	99	99	108.3
SRG SSR idée suisse	87	86	87	86	82	80	82	84	91.0
RSI	74	74	75	73	70	69	69	71	76.9
Rete Uno	57	56	56	53	51	49	50	50	53.7
Rete Due ²	8	8	8	8	6	6	6	6	6.3
Rete Tre	10	10	11	13	13	13	14	15	16.9
SR DRS1	9	9	9	8	8	7	8	8	8.7
RSR La Première	1	1	1	1	1	1	1	1	1.1
Swiss Satellite Radios ²	1	1	2	2	2	1	2	2	2.9
altre SSR	1	1	1	1	1	1	1	2	1.3
radio private svizzere	6	6	6	6	7	7	8	8	8.7
3iii	2	2	2	3	3	4	5	5	5.5
Fiume Ticino	2	3	2	2	2	2	2	2	2.4
totale emittenti estere	16	15	13	12	11	9	8	8	8.6
RAI	2	2	1	1	1	1	1	1	0.8
RAI uno	1	1	1	1	1	1	1	0	0.4
RAI due	0	0	0	0	0	0	0	0	0.2
RAI tre	1	1	1	0	0	0	0	0	0.2
radio private italiane	12	11	10	9	8	7	6	6	7.4
Studio Star	1	1	0	0	0	0	0	0	0.2
RTO	3	3	3	3	2	2	2	2	2.3

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.

Risultati dal panel radio 2009 / Svizzera italiana

QUOTA DI MERCATO in % (lu-do)

universo: 290'000 persone (15+) campione: 4'717 persone / 32'485 giorni misurati

	2001	2002	2003	2004 ¹	2005	2006	2007	2008	2009
totale radio	100.0	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	84.0
RSI	68.1	68.8	70.8	70.8	70.2	71.3	70.3	71.5	71.0
Rete Uno	51.8	52.5	52.9	51.4	50.7	51.0	50.4	50.6	49.6
Rete Due ²	7.6	7.2	7.2	7.3	6.1	6.6	6.2	5.8	5.8
Rete Tre	8.8	9.1	10.8	12.1	13.4	13.7	13.6	15.1	15.7
SR DRS1	8.5	8.1	8.3	8.1	8.1	7.6	8.1	7.8	8.0
RSR La Première	0.8	1.1	0.9	0.9	1.0	1.1	1.1	1.0	1.1
Swiss Satellite Radios ²	1.1	1.3	1.5	1.9	1.8	1.5	2.0	2.1	2.6
altre SSR	1.3	1.1	1.1	1.2	1.0	1.2	1.4	1.6	1.2
radio private svizzere	5.8	5.7	5.5	5.8	6.8	7.5	8.5	8.0	8.1
3iii	2.2	1.9	1.9	2.7	3.2	3.7	4.5	4.6	5.1
Fiume Ticino	2.0	2.4	2.2	1.8	2.1	2.2	2.3	2.1	2.2
totale emittenti estere	14.4	13.9	11.9	11.3	11.0	9.8	8.7	8.0	7.9
RAI	2.2	2.1	1.3	1.4	1.1	1.3	1.2	1.0	0.7
RAI uno	1.1	1.1	0.6	0.7	0.5	0.6	0.6	0.5	0.4
RAI due	0.3	0.5	0.2	0.3	0.2	0.3	0.3	0.2	0.2
RAI tre	0.7	0.6	0.5	0.4	0.4	0.4	0.3	0.3	0.2
radio private italiane	10.6	10.4	9.2	8.3	8.4	7.0	6.0	5.9	6.8
Studio Star	0.6	0.6	0.2	0.3	0.4	0.4	0.4	0.2	0.2
RTO	3.0	3.1	2.7	2.4	2.2	1.9	1.6	1.9	2.1

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 trasmettono 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.

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

universo: 290'000 persone (15+) campione: 4'717 persone / 32'485 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		2009	Regione
PENETRAZIONE QUOTIDIANA in % (lu-do)									
radio private svizzere									
3iii	11.9	12.6	14.9	16.1	15.6	Sottoceneri		12.9	Sottoceneri
Fiume Ticino	11.8	11.6	11.6	12.1	9.9	Sopraceneri		7.2	Sopraceneri
PENETRAZIONE QUOTIDIANA in migliaia (lu-do)									
radio private svizzere									
3iii	17.4	18.4	22.5	24.6	24.1	Sottoceneri		34.3	Sottoceneri
Fiume Ticino	13.2	12.9	13.3	14.0	12.5	Sopraceneri		20.8	Sopraceneri
DURATA in minuti (lu-do)									
radio private svizzere									
3iii	5.1	5.7	6.4	8.0	7.8	Sottoceneri		6.0	Sottoceneri
Fiume Ticino	4.0	4.5	4.5	4.8	4.0	Sopraceneri		2.4	Sopraceneri
QUOTA DI MERCATO in % (lu-do)									
radio private svizzere									
3iii	5.0	5.9	6.7	8.0	8.0	Sottoceneri		5.5	Sottoceneri
Fiume Ticino	3.8	4.3	4.5	4.8	3.9	Sopraceneri		2.2	Sopraceneri

4. APPARECCHI E SITUAZIONE DI RICEZIONE

4.1 Establishment Survey: metodologia e rapporti

4.1.1 Premesse

La misurazione dell'audience condotta da Mediapulse per i media radio e tv necessita di dati validi e rappresentativi sulla diffusione delle tecnologie che permettono di ricevere, registrare e riprodurre i programmi radiotelevisivi. Per quanto riguarda la Svizzera, tali informazioni sono state fornite in un primo tempo dall'Establishment Survey (ES), un metodo di ricerca lanciato nel 2002. Nel 2008 l'ES è stato sottoposto a una profonda revisione, per ripartire nel 2009 in forma completamente nuova con il nome di «New Establishment Survey» (NES).

La nuova modalità di rilevamento mira innanzitutto ad adeguare i contenuti della ricerca agli ultimi sviluppi tecnologici e, in particolare, alla progressiva convergenza dei media. È stato inoltre messo l'accento sull'ottimizzazione della qualità metodologica, perseguendo soprattutto tre obiettivi: l'inclusione di nuclei familiari non iscritti negli elenchi telefonici classici, il rispetto coerente del principio di casualità nella scelta dei nuclei familiari e, infine, la massimizzazione del tasso di risposta del campione iniziale. La comparabilità dei risultati con quelli della versione precedente della ricerca è passata invece in secondo piano, in quanto la continuazione delle sequenze temporali è possibile solo in parte.

4.1.2 Metodologia e rapporti

I dati annuali NES per il 2009 relativi alla diffusione degli apparecchi e delle tecnologie di ricezione, pubblicati di seguito, si basano su un'indagine svoltasi in due ondate (maggio/giugno e novembre/dicembre) che ha coinvolto 10152 nuclei familiari. L'universo statistico era costituito da tutte le economie domestiche private e collettive presenti in Svizzera e nel Principato del Liechtenstein (N = 3,13 milioni). La scelta dei nuclei familiari da intervistare è stata fatta con un metodo di campionamento in tre fasi. L'elenco degli indirizzi della Posta Svizzera ha costituito la base per l'estrazione. I nuclei familiari selezionati ai quali è stato possibile associare un numero telefonico tramite gli elenchi abitualmente disponibili sono stati intervistati per telefono; gli altri hanno ricevuto un questionario per posta. Nel limite del possibile, all'interno del nucleo familiare è stata intervistata la persona che vantava maggiore dimestichezza con le apparecchiature tecniche (person who knows best). Il tasso di risposta è stato del 69 per cento per le interviste telefoniche e del 43 per cento per il questionario scritto.

Per ulteriori informazioni sulla struttura e sugli aspetti metodologici della NES si rinvia al sito di Mediapulse SA (www.mediapulse.ch) e all'articolo apparso sull'Annuario 2010 (disponibile solo in tedesco) dell'Associazione svizzera degli specialisti in ricerche di mercato e sociali (asms). I dati NES completi sono commercializzati da Publica Data SA (Fondazione Mediapulse) e sono forniti agli interessati sotto forma di tool di analisi online.

4.2 Dotazione di apparecchi – Svizzera italiana

Universo: 138'025 nuclei familiari

Campione: non ponderato = 1'302; ponderato = 448

4.2.1 Dotazione di televisori dei nuclei familiari (in percentuale)

Quantità	Totale	Con Teletext	Con schermo piatto	Con formato 16:9	Con audio bicanale	Acquistato nel 2006 o dopo
0	8	16	51	40	32	55
1	67	60	40	33	37	38
2	21	16	7	4	6	5
3+	5	3	1	1	1	0
WN	0	6	1	23	24	2

4.2.2 Dotazione di tecnologie di ricezione dei programmi tv dei nuclei familiari (in percentuale)

Caratteristica	Criterio	Base	2009
HH con TV	Minimo 1 apparecchio con ricezione tv	Tutti gli HH	92
HH con TV C	Minimo 1 apparecchio con ricezione tv via cavo	HH con TV	68
HH con TV DVB-C	Minimo 1 apparecchio con ricezione tv digitale via cavo	HH con TV C	36
HH con TV DVB-C HD	Minimo 1 apparecchio con ricezione tv ad alta definizione via cavo	HH con TV C	8
HH con TV S	Minimo 1 apparecchio con ricezione tv via satellite	HH con TV	25
HH con TV DVB-S	Minimo 1 apparecchio con ricezione tv digitale via satellite	HH con TV S	65
HH con TV DVB-S HD	Minimo 1 apparecchio con ricezione tv ad alta definizione via satellite	HH con TV S	16
HH con IPTV	Minimo 1 apparecchio con ricezione tv via IP	HH con TV	9
HH con IPTV HD	Minimo 1 apparecchio con ricezione tv ad alta definizione via IP	HH con IPTV	39
HH con TV DVB-T	Minimo 1 apparecchio con ricezione tv digitale terrestre	HH con TV	16
HH con TV DVB	Minimo 1 apparecchio con ricezione tv digitale	HH con TV	53
HH con TV HD	Minimo 1 apparecchio con ricezione tv ad alta definizione	HH con TV	12

[HH = household, ossia nucleo familiare]

4.2.3 Dotazione di apparecchi radiofonici dei nuclei familiari (in percentuale)

Quantità	Totale	Autoradio	Appar. con funzioni suppl.	Appar. senza funzioni suppl.	Radiosveglia	Radio DAB	Internet Radio
0	8	22	62	48	57	89	95
1+	92	77	37	49	42	6	2
Non sa	0	1	2	3	1	5	3

4.2.4 Dotazione di tecnologie di ricezione dei programmi radiofonici dei nuclei familiari (in percentuale)

Caratteristica	Criterio	Basis	2009
HH con radio	Minimo 1 apparecchio con ricezione radio	Alle HH	92
HH con radio T	Minimo 1 apparecchio con ricezione radio terrestre (autoradio escluse)	Radio-HH	49
HH con radio C	Minimo 1 apparecchio con ricezione radio via cavo	Radio-HH	21
HH con radio I	Minimo 1 appar. con ricezione radio via Internet (IPTV & Internet radio)	Radio-HH	6
HH con radio S	Minimo 1 apparecchio con ricezione radio via satellite	Radio-HH	7

[HH = household, ossia nucleo familiare]

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Ulteriori informazioni e materiali si trovano ai siti:

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