

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 2010

Dies ist bereits der vierte Jahresbericht der Mediapulse AG, der im Zeichen des Radio- und Fernsehgesetzes steht: Artikel 79 Absatz 1 RTVG und Artikel 74 Absatz 2 RTW 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 wurde 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 im Jahr 2010 erstmals in ihren Räumen ausgewiesen.**

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. 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. Mit dem bereits im Jahresbericht 2009 vorangekündigten Wechsel vom Ersetzungsverfahren der fehlenden Daten zum Tagesgewichtungsverfahren hat 2010 im Fernsehpanel eine Anpassung stattgefunden, die einen Langzeitvergleich der Daten ab 2010 mit den Daten bis und mit 2009 verunmöglicht.

Teil 3: Seit 2001 werden die **Radionutzungsdaten** mit dem Radiomesssystem von GfK gemessen und liegen mittlerweile kontinuierlich über zehn 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 Befragterinnen und Befragern 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

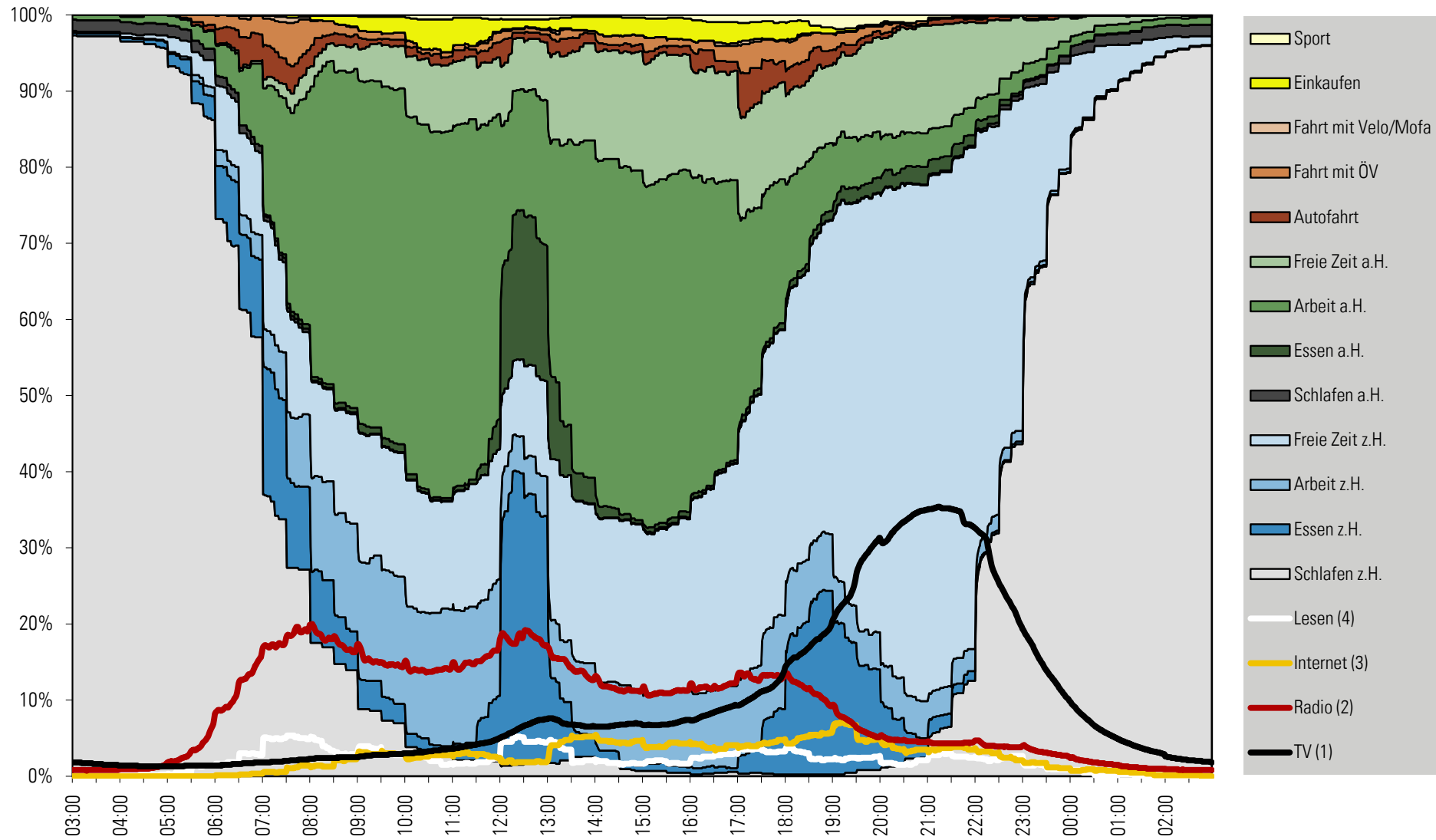
Die Mediapulse AG publiziert jährlich im Rahmen des Jahresberichtes den Tagesablauf der Bevölkerung in grafischer und tabellarischer Form.

Time Use Study 2009 / Deutsche Schweiz

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

Universum: 4'822'800 (12+) Stichprobe: 862 Interviews

Die Daten zu den Tagesaktivitäten und zur Internet- und Lesennutzung stammen aus der Time Use Study von 2009, neuere Zahlen liegen noch nicht vor.



(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: 4'822'800 (12+) Stichprobe: 862 Interviews

	zu Hause					Total	ausser Haus					Velo/				Total	Total TV*	Total Radio**	Total Internet	Total Lesen
	Schlafen	Essen	Arbeit	Freizeit	Schlafen		Essen	Arbeit	Freizeit	Auto	ÖV	Mofa	Einkaufen	Sport						
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	1.5	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	1.6	4.2	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	1.7	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	1.8	9.6	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	1.8	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	1.9	15.9	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	2.2	19.5	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	2.3	23.3	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	2.4	26.1	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	2.5	26.9	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	2.6	28.5	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	2.8	29.7	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	2.9	29.5	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	27.7	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	27.1	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	3.0	26.3	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	3.2	26.3	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	3.3	24.1	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	3.4	23.7	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	3.5	23.4	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	3.6	23.6	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	3.8	22.4	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	3.9	22.4	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	4.1	22.8	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	4.4	23.8	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	4.7	23.9	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	5.0	24.8	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	5.7	26.8	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	6.5	29.5	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	7.2	27.7	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	8.0	27.5	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	8.7	26.6	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	8.8	25.7	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	8.3	23.8	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	7.8	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	7.6	20.9	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	7.6	20.3	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	7.6	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	7.6	18.3	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	7.8	18.3	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: 4'822'800 (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	7.8	18.6	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	7.6	17.9	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	7.8	18.2	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	8.3	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	8.8	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	9.1	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	9.6	19.6	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	10.5	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	11.2	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	12.1	21.6	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	13.2	21.8	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	15.3	21.7	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	17.4	21.4	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	18.5	19.4	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	19.9	18.3	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	22.1	16.7	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	24.3	14.8	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	27.6	12.4	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	30.8	10.4	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	33.1	9.3	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	35.0	9.1	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	35.4	7.9	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	35.9	7.4	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	37.1	7.2	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	37.8	7.2	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	37.5	6.7	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	37.2	6.7	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	36.3	7.1	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	34.5	7.2	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	32.6	6.5	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	26.9	6.1	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	23.8	6.0	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	20.4	5.8	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	17.4	4.9	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	14.6	4.5	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	4.0	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	65.7	90.6	29.2	40.6
Nutzung in Min	486	82	91	319	979	8	23	275	101	18	15	1	15	5	462	138	124	35	30

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

1.3 Tagesablauf und Mediennutzung: Reichweiten in %

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 1'029 (Stand 1.1.2010), in der Suisse romande 619 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 2010 / Deutschschweiz

VIERTELSTUNDEN-RATINGS in % (Mo-So)

Universum: 4'957'000 Personen (3+) Stichprobe: 2'226 Personen

	Wochentage							Montag - Freitag	Samstag - Sonntag	Montag - Sonntag
	Montag	Dienstag	Mittwoch	Donnerstag	Freitag	Samstag	Sonntag			
06:00	1.3	1.3	1.4	1.4	1.4	1.4	1.4	1.4	1.4	1.4
06:15	1.4	1.5	1.5	1.5	1.5	1.4	1.4	1.5	1.4	1.5
06:30	1.6	1.6	1.6	1.7	1.6	1.5	1.5	1.6	1.5	1.6
06:45	1.7	1.7	1.7	1.8	1.8	1.7	1.6	1.8	1.7	1.7
07:00	1.9	1.9	1.9	1.9	1.9	1.9	1.8	1.9	1.8	1.9
07:15	2.0	2.1	2.0	2.0	2.1	2.1	2.0	2.1	2.1	2.1
07:30	2.2	2.2	2.2	2.2	2.3	2.4	2.3	2.2	2.4	2.3
07:45	2.3	2.3	2.3	2.3	2.4	2.7	2.8	2.3	2.8	2.4
08:00	2.4	2.4	2.4	2.3	2.5	3.1	3.3	2.4	3.2	2.6
08:15	2.4	2.4	2.5	2.5	2.6	3.4	3.8	2.5	3.6	2.8
08:30	2.5	2.5	2.5	2.6	2.6	3.7	4.2	2.6	3.9	2.9
08:45	2.6	2.6	2.6	2.6	2.6	4.0	4.6	2.6	4.3	3.1
09:00	2.7	2.7	2.8	2.7	2.8	4.2	5.1	2.7	4.7	3.3
09:15	2.9	2.8	2.9	2.9	3.0	4.4	5.7	2.9	5.0	3.5
09:30	3.0	2.8	3.0	2.9	3.1	4.6	6.4	2.9	5.5	3.7
09:45	3.1	2.8	3.0	3.0	3.2	4.8	7.0	3.0	5.9	3.8
10:00	3.1	2.9	3.1	3.0	3.3	5.2	7.8	3.1	6.5	4.1
10:15	3.3	3.0	3.2	3.1	3.5	5.5	8.4	3.2	6.9	4.3
10:30	3.5	3.3	3.3	3.3	3.7	5.7	8.8	3.4	7.2	4.5
10:45	3.8	3.4	3.4	3.4	3.9	5.8	9.3	3.6	7.5	4.7
11:00	4.0	3.5	3.7	3.6	4.1	6.1	9.6	3.8	7.9	4.9
11:15	4.2	3.7	4.0	3.8	4.4	6.3	9.9	4.0	8.1	5.2
11:30	4.5	4.1	4.3	4.1	4.7	6.7	10.1	4.3	8.4	5.5
11:45	4.9	4.6	4.7	4.5	5.1	7.0	10.4	4.8	8.7	5.9
12:00	5.4	5.2	5.3	5.1	5.9	7.5	10.5	5.4	9.0	6.4
12:15	6.1	5.8	6.0	5.8	6.7	7.9	10.6	6.1	9.3	7.0
12:30	6.9	6.5	6.7	6.5	7.5	8.4	10.9	6.8	9.7	7.6
12:45	7.5	7.1	7.2	6.9	8.1	9.0	11.4	7.4	10.2	8.2
13:00	7.6	7.1	7.3	7.1	8.1	9.3	11.8	7.5	10.5	8.3
13:15	7.0	6.5	6.7	6.6	7.5	9.1	11.7	6.9	10.4	7.9
13:30	6.7	6.3	6.5	6.3	7.3	9.1	12.1	6.6	10.6	7.7
13:45	6.5	6.1	6.3	6.2	7.1	9.0	12.4	6.4	10.7	7.6
14:00	6.5	6.0	6.3	6.1	7.1	8.9	12.9	6.4	10.9	7.7
14:15	6.6	6.1	6.4	6.2	7.1	8.8	12.9	6.5	10.9	7.7
14:30	6.8	6.3	6.5	6.4	7.3	8.9	13.1	6.7	11.0	7.9
14:45	6.9	6.3	6.7	6.5	7.3	9.1	13.3	6.8	11.2	8.0
15:00	6.8	6.0	6.5	6.3	7.1	9.1	13.5	6.6	11.3	7.9
15:15	6.9	6.0	6.5	6.3	7.2	9.2	13.7	6.6	11.5	8.0
15:30	7.1	6.2	6.6	6.5	7.5	9.5	13.9	6.8	11.7	8.2
15:45	7.4	6.6	7.0	6.9	7.8	9.9	14.2	7.2	12.0	8.5

2.2 TV Nutzung nach Wochentagen: Rating in %

Ergebnisse TV-Panel 2010 / Deutschschweiz

VIERTELSTUNDEN-RATINGS in % (Mo-So)

Universum: 4'957'000 Personen (3+) Stichprobe: 2'226 Personen

	Wochentage							Montag - Freitag	Samstag - Sonntag	Montag - Sonntag
	Montag	Dienstag	Mittwoch	Donnerstag	Freitag	Samstag	Sonntag			
16:00	7.6	6.8	7.2	7.1	8.1	10.4	14.7	7.4	12.5	8.8
16:15	8.2	7.5	7.8	7.8	8.6	11.0	15.2	8.0	13.1	9.4
16:30	8.8	8.0	8.3	8.3	9.2	11.6	15.8	8.6	13.7	10.0
16:45	9.3	8.6	8.7	8.8	9.7	12.0	16.1	9.0	14.1	10.5
17:00	9.9	9.1	9.2	9.3	10.2	12.3	16.5	9.5	14.4	10.9
17:15	10.9	10.1	10.1	10.2	11.1	12.7	16.8	10.5	14.8	11.7
17:30	11.8	10.8	11.0	11.0	11.8	13.5	17.1	11.3	15.3	12.4
17:45	13.0	12.1	12.1	12.1	12.9	14.2	17.8	12.5	16.0	13.5
18:00	15.4	14.6	14.5	14.6	14.9	15.5	19.2	14.8	17.4	15.5
18:15	16.5	15.8	15.5	15.8	15.6	16.2	20.8	15.9	18.5	16.6
18:30	18.1	17.3	17.0	17.2	16.7	17.2	22.3	17.2	19.8	18.0
18:45	19.5	18.6	18.4	18.6	17.7	18.8	23.8	18.6	21.3	19.3
19:00	22.3	21.3	21.1	21.2	20.0	20.1	25.4	21.2	22.7	21.6
19:15	24.5	23.5	23.2	23.0	21.7	21.3	26.9	23.2	24.1	23.4
19:30	28.7	27.4	27.1	26.7	25.1	24.9	31.2	27.0	28.1	27.3
19:45	31.0	29.5	29.1	28.7	27.0	26.4	33.5	29.1	29.9	29.3
20:00	31.7	30.0	29.4	29.4	28.0	27.3	34.7	29.7	31.0	30.1
20:15	33.3	31.2	30.6	30.8	29.9	29.5	37.3	31.1	33.4	31.8
20:30	34.4	32.4	31.9	31.9	31.3	31.0	38.8	32.4	34.9	33.1
20:45	34.8	33.5	32.8	32.5	31.9	31.9	39.7	33.1	35.8	33.9
21:00	34.9	34.2	33.3	32.1	32.0	32.7	40.2	33.3	36.4	34.2
21:15	34.5	34.6	33.3	31.8	31.9	33.0	40.1	33.2	36.6	34.2
21:30	33.8	34.4	32.6	31.3	31.7	33.1	39.5	32.8	36.3	33.8
21:45	31.6	32.2	31.2	30.0	29.9	32.3	36.4	31.0	34.4	32.0
22:00	30.5	31.2	30.0	29.0	28.9	31.3	33.5	29.9	32.4	30.6
22:15	25.6	26.7	25.5	25.4	26.1	29.6	29.8	25.8	29.7	27.0
22:30	21.6	22.9	22.1	22.2	23.7	27.1	25.3	22.5	26.2	23.6
22:45	18.6	19.8	18.9	19.7	21.7	24.5	21.3	19.7	22.9	20.6
23:00	15.7	16.7	15.5	16.9	19.6	22.1	18.0	16.9	20.0	17.8
23:15	13.1	14.0	12.9	13.8	17.3	19.5	14.7	14.2	17.1	15.1
23:30	11.1	11.7	10.6	11.4	15.4	17.2	12.0	12.1	14.6	12.8
23:45	9.1	9.4	8.9	9.7	13.2	15.2	9.8	10.1	12.5	10.8
00:00	7.4	7.7	7.4	8.0	11.3	13.1	8.2	8.4	10.6	9.0
00:15	6.1	6.3	6.2	6.6	9.6	11.3	6.7	7.0	9.0	7.5
00:30	5.0	5.1	5.1	5.4	8.3	9.8	5.6	5.8	7.7	6.3
00:45	4.3	4.4	4.4	4.7	7.2	8.5	4.7	5.0	6.6	5.5
R 18-23	27.1	26.6	25.9	25.6	25.3	26.2	31.0	26.1	28.6	26.8
NT 18-23	81	80	78	77	76	79	93	78	86	80
R 24h	9.4	9.2	9.1	9.0	9.6	10.8	12.6	9.3	11.7	9.9
NT 24h	136	132	131	130	138	155	182	133	168	143

R = Rating in % NT = Nutzungsminuten gesamt

2.2 TV Nutzung nach Wochentagen: Rating in %

Ergebnisse TV-Panel 2010 / Deutschschweiz

VIERTELSTUNDEN-RATINGS in % (Mo-So)

Universum: 4'957'000 Personen (3+) Stichprobe: 2'226 Personen

	Total	Geschlecht		Alter (ohne Gäste)						Abgeschlossene Ausbildung (ohne Gäste)				Total
	Personen	Männer	Frauen	3-14	15-29	30-39	40-49	50-59	60 +	keine	oblig. Schule	Berufsllehre	höhere Ausb.*	Haushalte
06:00	1.4	1.4	1.3	0.2	1.0	1.2	2.3	2.2	1.1	0.3	1.8	1.9	1.1	2.8
06:15	1.5	1.5	1.4	0.5	1.0	1.2	2.5	2.3	1.3	0.5	1.9	2.0	1.2	3.0
06:30	1.6	1.6	1.6	0.8	1.1	1.2	2.6	2.4	1.4	0.8	2.2	2.1	1.2	3.2
06:45	1.7	1.7	1.8	1.3	1.2	1.3	2.5	2.4	1.6	1.3	2.2	2.2	1.2	3.5
07:00	1.9	1.8	1.9	1.9	1.1	1.3	2.6	2.5	1.8	1.8	2.2	2.2	1.3	3.8
07:15	2.1	2.0	2.1	2.5	1.2	1.4	2.6	2.6	2.1	2.4	2.3	2.3	1.4	4.1
07:30	2.3	2.2	2.3	2.9	1.2	1.6	2.8	2.7	2.4	2.7	2.5	2.4	1.6	4.5
07:45	2.4	2.4	2.5	2.9	1.3	1.9	2.9	2.7	2.8	2.7	2.6	2.6	1.8	4.8
08:00	2.6	2.6	2.7	2.9	1.3	2.2	3.0	3.0	3.2	2.7	2.7	2.8	2.1	5.2
08:15	2.8	2.7	2.9	3.2	1.4	2.4	3.0	3.1	3.3	3.0	2.8	3.0	2.3	5.5
08:30	2.9	2.8	3.0	3.5	1.6	2.6	3.1	3.3	3.4	3.2	2.9	3.2	2.3	5.8
08:45	3.1	3.0	3.2	3.7	1.7	2.8	3.2	3.3	3.6	3.4	3.2	3.3	2.4	6.1
09:00	3.3	3.1	3.5	3.9	1.9	3.0	3.4	3.4	3.9	3.6	3.4	3.5	2.5	6.5
09:15	3.5	3.2	3.8	4.0	2.2	3.2	3.6	3.4	4.1	3.8	3.7	3.8	2.6	6.9
09:30	3.7	3.3	4.0	4.0	2.4	3.4	3.7	3.5	4.5	3.8	4.0	4.0	2.7	7.3
09:45	3.8	3.5	4.2	4.0	2.6	3.5	3.8	3.6	4.8	3.9	4.2	4.2	2.9	7.6
10:00	4.1	3.6	4.5	4.0	2.8	3.7	4.0	3.8	5.3	3.9	4.5	4.6	3.1	8.1
10:15	4.3	3.8	4.7	3.8	3.1	3.8	4.1	4.0	5.6	3.9	4.9	4.8	3.2	8.5
10:30	4.5	3.9	5.0	3.7	3.3	4.0	4.3	4.1	6.1	3.8	5.2	5.1	3.4	9.0
10:45	4.7	4.1	5.3	3.7	3.6	4.2	4.5	4.2	6.5	3.9	5.6	5.4	3.6	9.4
11:00	4.9	4.3	5.5	3.7	3.8	4.3	4.8	4.4	6.9	4.0	5.9	5.7	3.7	9.9
11:15	5.2	4.4	5.9	3.8	4.0	4.4	5.1	4.7	7.3	4.2	6.3	6.1	3.9	10.4
11:30	5.5	4.6	6.3	4.0	4.2	4.6	5.4	5.1	7.8	4.4	6.8	6.4	4.0	11.0
11:45	5.9	4.9	6.8	4.3	4.4	4.8	5.6	5.6	8.4	4.7	7.2	6.9	4.2	11.8
12:00	6.4	5.4	7.4	4.6	4.9	5.2	5.8	6.6	9.2	5.1	7.6	7.7	4.6	12.7
12:15	7.0	6.0	8.0	4.7	5.5	5.8	6.1	7.4	10.0	5.3	8.1	8.6	4.9	13.8
12:30	7.6	6.6	8.6	5.3	5.9	6.4	6.4	8.1	11.1	5.8	8.7	9.4	5.3	14.9
12:45	8.2	7.2	9.1	5.8	6.0	6.6	6.5	8.5	12.6	6.2	9.2	10.0	5.8	15.9
13:00	8.3	7.3	9.3	5.5	6.0	6.6	6.6	8.9	13.3	5.9	9.7	10.4	5.9	16.1
13:15	7.9	6.8	8.9	4.8	5.8	6.5	6.5	8.5	12.1	5.2	9.3	10.1	5.3	15.2
13:30	7.7	6.6	8.8	4.4	5.8	6.6	6.6	8.3	11.8	4.9	9.3	9.9	5.3	14.9
13:45	7.6	6.5	8.7	4.2	5.8	6.6	6.6	8.1	11.5	4.8	9.5	9.6	5.3	14.8
14:00	7.7	6.4	8.9	4.1	5.7	6.6	6.8	7.9	11.7	4.8	9.8	9.5	5.3	15.0
14:15	7.7	6.3	9.1	4.0	5.7	6.6	6.8	7.9	12.1	4.8	10.2	9.5	5.4	15.2
14:30	7.9	6.4	9.3	4.0	5.7	6.6	7.0	8.1	12.5	4.8	10.6	9.7	5.5	15.5
14:45	8.0	6.5	9.5	4.0	5.7	6.6	7.0	8.4	12.7	4.8	10.8	9.8	5.6	15.7
15:00	7.9	6.4	9.3	3.9	5.7	6.5	7.0	8.4	12.4	4.7	10.7	9.7	5.4	15.4
15:15	8.0	6.6	9.3	4.0	5.7	6.4	7.1	8.6	12.6	4.8	10.9	9.8	5.4	15.4
15:30	8.2	6.8	9.5	4.3	5.9	6.5	7.2	8.8	12.9	5.1	11.2	10.0	5.5	15.8
15:45	8.5	7.2	9.9	4.8	6.1	6.6	7.6	9.1	13.5	5.6	11.7	10.3	5.7	16.5

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

Ergebnisse TV-Panel 2010 / Deutschschweiz

VIERTELSTUNDEN-RATINGS in % (Mo-So)

Universum: 4'957'000 Personen (3+) Stichprobe: 2'226 Personen

	Total	Geschlecht		Alter (ohne Gäste)						Abgeschlossene Ausbildung (ohne Gäste)				Total
	Personen	Männer	Frauen	3-14	15-29	30-39	40-49	50-59	60 +	keine	oblig. Schule	Berufslehre	höhere Ausb.*	Haushalte
16:00	8.8	7.6	10.0	5.2	6.3	6.8	7.9	9.4	13.8	6.0	11.7	10.7	5.9	17.0
16:15	9.4	8.1	10.7	5.7	6.5	7.1	8.3	10.0	15.0	6.5	12.6	11.4	6.3	18.1
16:30	10.0	8.6	11.3	6.2	6.9	7.5	8.7	10.4	16.0	7.0	13.5	12.0	6.7	19.2
16:45	10.5	9.0	11.8	6.5	7.4	7.9	9.1	10.8	16.7	7.3	14.3	12.5	7.0	20.1
17:00	10.9	9.6	12.2	7.2	7.9	8.3	9.3	10.9	17.2	7.9	14.9	12.9	7.3	20.9
17:15	11.7	10.3	13.0	7.8	8.6	8.8	10.0	11.5	18.6	8.6	16.4	13.8	7.8	22.5
17:30	12.4	11.0	13.7	8.3	9.4	9.6	10.5	12.1	19.5	9.2	17.5	14.6	8.3	23.8
17:45	13.5	12.2	14.7	8.7	10.0	10.3	11.1	12.8	22.0	9.9	18.7	15.7	9.4	25.6
18:00	15.5	14.1	16.9	9.1	10.7	11.2	11.9	14.8	28.0	10.5	21.8	18.1	11.3	29.1
18:15	16.6	15.1	18.0	10.0	11.3	12.0	12.9	15.6	29.9	11.4	23.2	19.3	12.2	30.8
18:30	18.0	16.4	19.4	11.0	12.0	13.3	14.2	16.9	32.1	12.4	24.6	20.9	13.3	33.1
18:45	19.3	18.0	20.6	11.8	12.4	14.5	15.5	18.3	34.8	13.1	25.6	22.7	14.7	35.1
19:00	21.6	20.4	22.7	12.1	12.8	15.8	17.4	21.2	40.1	13.4	28.0	25.7	16.9	38.6
19:15	23.4	22.2	24.6	12.6	13.4	17.1	19.3	24.1	43.2	13.9	29.3	27.9	19.0	41.6
19:30	27.3	25.8	28.7	12.6	14.5	19.8	23.4	29.9	50.8	13.9	32.2	32.5	24.4	47.8
19:45	29.3	27.7	30.8	13.2	15.5	22.5	26.0	32.7	52.9	14.6	33.2	34.9	26.7	50.8
20:00	30.1	28.1	31.9	13.5	16.6	24.7	27.0	33.9	51.9	15.0	33.6	36.2	26.8	51.6
20:15	31.8	29.6	33.8	13.3	18.1	27.6	29.6	36.4	52.7	15.3	34.7	38.5	28.7	53.8
20:30	33.1	30.8	35.2	13.6	19.1	29.8	31.9	38.0	53.1	15.7	35.5	40.1	30.0	55.6
20:45	33.9	31.7	35.9	13.4	19.6	31.3	33.5	39.2	53.2	15.6	35.7	41.2	31.1	56.7
21:00	34.2	32.1	36.1	12.3	20.0	32.7	34.9	39.8	52.5	14.7	35.3	41.8	32.0	57.1
21:15	34.2	32.1	36.1	11.1	20.1	33.5	35.8	40.1	51.7	13.7	35.0	41.9	32.4	57.1
21:30	33.8	31.8	35.6	10.1	19.8	33.6	36.1	39.9	50.5	12.7	34.6	41.6	32.3	56.5
21:45	32.0	30.6	33.1	8.7	19.1	32.8	35.5	38.1	45.9	11.2	32.2	39.4	31.1	53.6
22:00	30.6	29.6	31.5	7.6	18.3	31.8	35.1	36.6	43.3	10.0	30.6	37.8	30.3	51.5
22:15	27.0	26.4	27.4	6.1	16.4	28.2	32.2	32.7	36.7	8.4	26.9	33.6	26.6	45.6
22:30	23.6	23.3	23.7	4.8	14.4	24.4	29.0	29.2	31.5	6.9	23.6	29.7	23.1	40.2
22:45	20.6	20.4	20.8	3.9	12.7	21.1	26.2	26.1	26.8	5.8	20.8	26.4	20.0	35.6
23:00	17.8	17.6	18.0	3.0	11.0	18.2	23.4	23.1	22.3	4.8	18.2	23.1	16.8	31.0
23:15	15.1	14.9	15.1	2.3	9.5	15.5	20.4	19.9	18.0	3.9	15.5	19.8	13.9	26.5
23:30	12.8	12.7	12.8	1.8	8.3	13.4	17.7	17.2	14.6	3.2	13.3	17.0	11.5	22.6
23:45	10.8	10.7	10.8	1.5	7.2	11.5	15.3	14.7	11.5	2.7	11.4	14.4	9.5	19.2
00:00	9.0	9.1	8.9	1.1	6.1	9.8	13.0	12.4	9.2	2.3	9.8	12.2	7.7	16.2
00:15	7.5	7.7	7.4	0.9	5.2	8.3	11.1	10.3	7.5	1.9	8.6	10.2	6.3	13.5
00:30	6.3	6.5	6.1	0.7	4.5	7.0	9.5	8.6	6.1	1.6	7.7	8.5	5.2	11.4
00:45	5.5	5.7	5.2	0.6	4.0	6.1	8.3	7.3	5.0	1.3	7.0	7.4	4.4	9.8
R 18-23	26.8	25.3	28.1	10.5	15.8	23.9	26.4	30.2	43.1	12.4	29.8	32.5	24.1	46.1
NR 18-23	57.8	56.4	58.5	36.9	39.4	55.4	59.4	62.7	74.7	38.0	56.1	63.8	55.6	80.8
R 24h	9.9	9.3	10.6	4.4	6.4	8.9	10.3	11.2	14.8	5.1	11.7	12.2	8.3	17.9
NR 24h	67.4	66.4	67.2	49.5	50.2	64.4	68.4	70.1	79.3	50.2	64.3	72.0	62.9	86.7

R = Rating in %

NR = Tagesreichweite in %

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

2.3 TV Nutzung nach Soziodemografie: Rating in %

Ergebnisse TV-Panel 2010 / Deutschschweiz

VIERTELSTUNDEN-RATINGS in Tausend (Mo-So)

Universum: 4'957'000 Personen (3+) Stichprobe: 2'226 Personen

	Total	Geschlecht		Alter (ohne Gäste)						Abgeschlossene Ausbildung (ohne Gäste)				Total
	Personen	Männer	Frauen	3-14	15-29	30-39	40-49	50-59	60 +	keine	oblig. Schule	Berufsausbildung	höhere Ausb.*	Haushalte
06:00	68	34	34	1	10	9	20	15	13	2	9	38	17	62
06:15	73	37	36	3	9	9	21	16	14	4	10	39	19	66
06:30	79	39	40	5	10	9	22	17	16	7	11	41	19	72
06:45	85	41	45	9	11	9	22	16	18	11	11	43	19	78
07:00	93	45	48	12	11	10	22	17	21	15	12	44	20	86
07:15	102	49	53	16	11	10	22	18	24	19	12	45	22	93
07:30	112	54	58	18	11	12	24	19	27	22	13	48	25	101
07:45	121	58	62	19	12	14	25	19	31	22	14	52	28	108
08:00	130	63	67	18	12	16	26	21	35	22	14	56	33	116
08:15	139	66	72	21	14	18	26	22	37	24	14	60	35	123
08:30	146	69	76	22	15	19	27	23	38	26	15	63	36	130
08:45	153	73	80	24	16	20	27	23	40	28	16	65	37	137
09:00	163	75	87	25	18	22	29	23	43	29	18	70	38	146
09:15	173	79	94	25	20	24	31	24	46	31	19	75	40	155
09:30	182	81	100	25	22	25	32	24	49	31	21	79	42	164
09:45	191	85	105	25	24	26	33	25	54	31	22	84	44	172
10:00	202	89	112	25	26	27	34	26	58	32	24	91	47	182
10:15	212	93	118	25	28	28	35	28	62	32	25	96	49	191
10:30	223	97	126	24	31	30	37	29	68	31	27	102	52	202
10:45	233	101	132	24	33	31	39	29	72	32	29	108	55	212
11:00	245	105	139	24	35	32	41	31	76	33	31	114	57	223
11:15	257	109	147	24	37	32	44	33	81	34	33	121	59	234
11:30	272	114	157	25	39	33	46	35	86	35	35	128	62	248
11:45	291	121	170	28	41	35	48	39	93	38	37	138	65	264
12:00	317	131	185	29	45	38	50	46	102	41	40	153	70	285
12:15	347	147	199	30	52	43	53	51	110	43	42	171	76	310
12:30	379	163	215	34	55	46	55	56	123	47	45	187	82	335
12:45	405	177	227	37	56	48	56	59	139	50	48	200	89	357
13:00	413	180	233	35	56	48	57	61	147	48	50	207	91	362
13:15	391	168	222	31	54	47	56	59	134	42	48	201	82	341
13:30	384	163	220	28	54	48	56	57	131	40	49	197	81	335
13:45	379	159	219	27	54	49	57	56	128	39	49	192	80	332
14:00	381	156	223	26	53	48	58	55	130	39	51	189	81	337
14:15	383	154	228	25	53	48	59	55	134	39	53	189	82	341
14:30	392	156	234	25	53	48	60	56	139	39	55	193	84	349
14:45	397	159	237	25	53	48	61	58	141	39	56	195	86	353
15:00	392	158	233	25	53	48	60	58	137	38	56	194	83	346
15:15	396	162	232	26	53	47	61	59	140	39	57	194	83	347
15:30	406	167	237	27	55	47	62	61	143	41	58	198	85	355
15:45	424	176	247	31	56	49	65	63	149	45	61	206	88	371

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

2.4 TV Nutzung nach Soziodemografie: Rating in Tausend

Ergebnisse TV-Panel 2010 / Deutschschweiz

VIERTELSTUNDEN-RATINGS in Tausend (Mo-So)

Universum: 4'957'000 Personen (3+) Stichprobe: 2'226 Personen

	Total	Geschlecht		Alter (ohne Gäste)						Abgeschlossene Ausbildung (ohne Gäste)				Total
	Personen	Männer	Frauen	3-14	15-29	30-39	40-49	50-59	60 +	keine	oblig. Schule	Berufsausbildung	höhere Ausb.*	Haushalte
16:00	439	186	251	33	58	50	68	66	153	49	61	213	91	382
16:15	468	198	268	36	61	52	72	69	166	53	65	226	97	407
16:30	496	211	284	40	64	55	75	72	177	57	70	238	103	431
16:45	519	221	296	42	69	58	78	75	185	60	74	248	108	451
17:00	541	235	305	46	74	61	80	76	191	64	77	257	112	470
17:15	581	252	327	50	80	64	86	80	206	70	85	275	119	504
17:30	616	271	344	53	87	70	91	84	217	75	91	291	128	535
17:45	667	298	368	55	93	75	96	89	244	80	97	313	144	575
18:00	769	345	422	58	99	82	103	102	310	85	113	361	173	653
18:15	824	370	452	64	105	88	111	108	331	93	121	385	186	693
18:30	891	402	486	70	112	97	122	117	356	101	128	417	204	743
18:45	959	441	516	75	115	106	133	127	386	106	133	452	225	789
19:00	1'071	501	568	77	119	116	150	147	444	109	145	512	258	867
19:15	1'161	544	616	80	125	125	166	167	479	113	152	556	291	934
19:30	1'355	634	719	80	135	145	201	207	563	113	167	646	373	1'074
19:45	1'454	679	773	84	144	165	223	227	587	119	172	696	408	1'141
20:00	1'491	690	799	86	155	181	232	235	575	122	175	722	410	1'158
20:15	1'576	726	847	85	168	202	255	252	584	124	180	766	439	1'208
20:30	1'640	756	881	86	177	218	274	264	588	128	184	799	460	1'248
20:45	1'679	777	899	85	183	229	288	271	589	127	185	819	476	1'274
21:00	1'695	787	905	78	186	239	300	276	582	120	183	832	489	1'283
21:15	1'695	788	904	71	187	245	308	278	573	111	182	835	496	1'282
21:30	1'675	781	891	64	184	245	310	277	560	103	180	828	494	1'268
21:45	1'584	751	830	55	178	240	305	264	508	91	167	785	476	1'204
22:00	1'517	727	788	48	170	232	302	254	479	81	159	754	463	1'156
22:15	1'336	649	686	39	152	206	277	227	407	68	140	670	407	1'025
22:30	1'168	571	595	31	133	178	249	202	349	57	123	592	353	903
22:45	1'023	501	521	25	118	154	226	181	297	47	108	525	305	799
23:00	882	431	450	19	102	133	201	160	247	39	94	459	257	696
23:15	746	366	379	15	88	114	175	138	199	32	81	394	213	595
23:30	633	311	322	12	77	98	152	119	162	26	69	338	176	508
23:45	534	263	269	9	67	84	131	102	127	22	59	287	145	430
00:00	447	223	224	7	57	72	112	86	102	18	51	242	118	363
00:15	374	188	185	6	48	60	96	71	83	15	45	202	96	304
00:30	315	161	153	5	42	51	82	59	67	13	40	170	79	256
00:45	271	139	131	4	37	45	72	51	56	10	36	147	67	221
NT 18-23	80	76	84	32	48	72	79	91	129	37	90	98	72	138
NS 18-23	139	134	144	86	120	129	133	144	173	98	159	153	130	171
NT 24h	143	134	152	64	92	128	148	161	213	74	168	176	119	258
NS 24h	212	200	226	129	183	198	216	228	268	148	261	243	188	298

NT = Nutzungsminuten gesamt NS = Nutzungsminuten pro Seher

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

2.4 TV Nutzung nach Soziodemografie: Rating in Tausend

Ergebnisse TV-Panel 2010 / Deutschschweiz

PUBLIKUMSANTEILE in % (Mo-So)

Universum: 4'957'000 Personen (3+) Stichprobe: 2'226 Personen

	Total	Geschlecht		Alter (ohne Gäste)						Abgeschlossene Ausbildung (ohne Gäste)			
	Personen	Männer	Frauen	3-14	15-29	30-39	40-49	50-59	60 +	keine	oblig. Schule	Berufslehre	höhere Ausb.*
06:00	100	50	50	2	14	13	30	22	19	4	14	57	25
06:15	100	50	50	4	13	12	30	22	20	6	14	54	26
06:30	100	49	50	7	13	11	29	21	20	9	14	53	24
06:45	100	48	52	10	13	11	26	19	21	12	14	51	22
07:00	100	48	52	13	11	11	25	19	22	16	13	48	22
07:15	100	48	52	16	11	10	23	18	23	19	12	45	22
07:30	100	48	52	16	10	11	22	17	24	20	12	44	22
07:45	100	48	52	16	10	12	21	16	26	19	12	43	24
08:00	100	47	53	14	10	13	20	16	28	17	11	44	26
08:15	100	47	53	15	10	13	19	16	28	17	11	44	26
08:30	100	46	54	15	10	13	19	16	27	18	11	44	25
08:45	100	46	54	15	11	14	18	15	27	18	11	44	25
09:00	100	44	55	15	11	14	18	15	27	18	11	44	24
09:15	100	43	57	14	12	14	18	14	28	17	12	45	24
09:30	100	42	57	14	13	14	18	13	28	17	12	45	24
09:45	100	42	58	13	13	14	18	13	29	17	12	45	24
10:00	100	41	59	12	14	14	18	13	29	16	12	46	23
10:15	100	40	59	11	14	14	18	13	30	15	13	47	24
10:30	100	40	60	11	15	14	18	13	31	14	13	47	24
10:45	100	40	60	10	15	14	18	12	31	14	13	47	23
11:00	100	40	60	10	15	13	18	12	32	14	13	47	23
11:15	100	39	60	10	15	12	18	12	32	14	14	48	23
11:30	100	39	61	10	15	12	18	13	33	14	14	48	22
11:45	100	39	61	10	15	12	17	13	33	14	14	49	22
12:00	100	39	61	10	15	12	16	15	33	14	13	49	22
12:15	100	41	59	9	16	12	16	15	33	13	12	51	22
12:30	100	42	58	9	15	13	15	15	33	13	12	51	22
12:45	100	43	57	10	14	12	14	15	36	13	12	51	22
13:00	100	42	57	9	14	12	14	15	37	12	13	51	22
13:15	100	41	58	8	14	12	15	15	36	11	13	53	21
13:30	100	41	59	8	14	13	15	15	35	11	13	53	21
13:45	100	40	60	7	15	13	15	15	35	11	14	52	21
14:00	100	38	61	7	14	13	16	15	36	11	14	51	21
14:15	100	38	62	7	14	13	15	14	37	11	15	51	21
14:30	100	37	62	7	14	12	15	14	38	11	15	51	21
14:45	100	37	62	7	14	12	15	15	38	10	15	50	21
15:00	100	38	62	7	14	12	16	15	37	10	15	51	21
15:15	100	38	61	7	14	12	16	15	37	10	15	50	21
15:30	100	39	61	7	14	12	15	15	37	11	15	50	21
15:45	100	39	61	8	14	11	15	15	37	11	15	50	20

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

Ergebnisse TV-Panel 2010 / Deutschschweiz

PUBLIKUMSANTEILE in % (Mo-So)

Universum: 4'957'000 Personen (3+) Stichprobe: 2'226 Personen

	Total	Geschlecht		Alter (ohne Gäste)						Abgeschlossene Ausbildung (ohne Gäste)			
	Personen	Männer	Frauen	3-14	15-29	30-39	40-49	50-59	60 +	keine	oblig. Schule	Berufslehre	höhere Ausb.*
16:00	100	40	60	8	14	11	16	15	36	12	15	50	20
16:15	100	40	59	8	13	11	15	15	37	12	15	50	20
16:30	100	41	59	8	13	11	15	15	37	12	15	49	20
16:45	100	41	59	9	14	11	15	14	37	12	15	49	20
17:00	100	42	58	9	14	11	15	14	37	13	15	49	20
17:15	100	42	58	9	14	11	15	14	37	13	15	49	20
17:30	100	43	57	9	15	11	15	14	36	13	16	48	20
17:45	100	44	56	9	15	11	14	13	38	13	15	48	21
18:00	100	45	55	8	13	11	13	13	41	11	15	48	23
18:15	100	45	55	8	13	11	14	13	41	12	15	48	23
18:30	100	45	55	8	13	11	14	13	41	12	15	48	23
18:45	100	46	54	8	12	11	14	13	41	11	14	48	24
19:00	100	47	53	7	11	11	14	14	43	10	14	49	24
19:15	100	47	53	7	11	11	14	15	42	10	13	49	25
19:30	100	47	53	6	10	11	15	16	43	9	13	49	28
19:45	100	47	53	6	10	11	16	16	41	8	12	49	29
20:00	100	46	54	6	11	12	16	16	40	8	12	49	28
20:15	100	46	54	6	11	13	16	16	38	8	12	50	28
20:30	100	46	54	5	11	13	17	16	37	8	12	50	29
20:45	100	46	54	5	11	14	17	16	36	8	11	50	29
21:00	100	46	54	5	11	14	18	17	35	7	11	50	29
21:15	100	47	53	4	11	15	18	17	35	7	11	50	30
21:30	100	47	53	4	11	15	19	17	34	6	11	51	30
21:45	100	47	53	4	12	15	20	17	33	6	11	51	31
22:00	100	48	52	3	11	16	20	17	32	6	11	51	31
22:15	100	49	51	3	12	16	21	17	31	5	11	51	31
22:30	100	49	51	3	12	16	22	18	31	5	11	52	31
22:45	100	49	51	2	12	15	23	18	30	5	11	53	31
23:00	100	49	51	2	12	16	24	19	29	4	11	54	30
23:15	100	49	51	2	12	16	24	19	27	4	11	54	29
23:30	100	49	51	2	12	16	25	19	26	4	11	55	28
23:45	100	49	51	2	13	16	25	20	25	4	12	56	27
00:00	100	49	50	2	13	17	26	20	24	4	12	56	27
00:15	100	50	50	1	13	17	26	20	23	4	13	56	26
00:30	100	51	49	1	14	17	27	19	22	4	14	56	25
00:45	100	51	49	1	14	17	27	19	22	4	14	56	25
18-23	100	47	53	5	11	13	17	16	37	8	12	50	28
24h	100	46	54	6	12	13	18	16	34	9	13	50	26

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

Ergebnisse TV-Panel 2010 / Deutschschweiz

TAGESREICHWEITE in %, TV-Total

Universum: 4'957'000 Personen (3+) Stichprobe: 2'226 Personen

	Wochentage							Montag - Freitag	Samstag - Sonntag	Montag - Sonntag
	Montag	Dienstag	Mittwoch	Donnerstag	Freitag	Samstag	Sonntag			
Total Personen	67.0	66.6	66.3	66.1	66.5	66.9	72.3	66.5	69.6	67.4
Geschlecht										
Männer	64.8	65.2	64.8	64.6	65.1	67.4	72.9	64.9	70.2	66.4
Frauen	68.1	66.8	66.7	66.4	66.8	65.0	70.3	67.0	67.6	67.2
Alter (ohne Gäste)										
3-14	48.5	48.1	47.5	47.8	52.4	51.1	51.4	48.9	51.2	49.5
15-29	50.0	49.4	49.6	49.0	49.0	49.5	54.5	49.4	52.0	50.2
30-39	65.3	65.1	63.1	62.3	62.5	62.2	70.3	63.7	66.3	64.4
40-49	68.3	68.0	67.6	66.7	66.7	66.6	74.8	67.4	70.7	68.4
50-59	70.5	69.2	69.3	69.6	68.6	68.5	75.3	69.4	71.9	70.1
60+	79.6	79.5	79.9	79.4	78.1	77.1	81.3	79.3	79.2	79.3
Abgeschlossene Ausbildung (ohne Gäste)										
keine/andere	49.3	49.0	48.3	48.9	52.4	51.1	52.1	49.6	51.6	50.2
oblig. Schule	64.5	64.0	64.4	64.3	62.7	63.1	67.2	64.0	65.1	64.3
Berufslehre	72.4	71.9	71.8	71.4	70.7	69.6	76.4	71.6	73.0	72.0
höhere Ausbildung*	63.2	62.6	61.9	60.8	61.0	61.8	68.6	61.9	65.2	62.9

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Ergebnisse TV-Panel 2010 / Deutschschweiz

NUTZUNG in Minuten, TV-Total

Universum: 4'957'000 Personen (3+) Stichprobe: 2'226 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	136	132	131	130	138	155	182	133	168	143
Geschlecht										
Männer	120	118	118	118	126	153	183	120	168	134
Frauen	151	145	143	142	149	156	179	146	167	152
Alter (ohne Gäste)										
3-14	56	54	58	57	71	80	73	59	76	64
15-29	88	84	84	81	84	100	123	84	111	92
30-39	122	118	113	113	117	140	172	117	156	128
40-49	139	135	132	133	139	161	199	136	180	148
50-59	151	148	142	146	156	173	211	149	192	161
60+	207	204	203	200	210	219	248	205	233	213
Abgeschlossene Ausbildung (ohne Gäste)										
keine/andere	67	66	67	68	80	88	83	70	86	74
oblig. Schule	165	162	160	159	157	176	200	160	188	168
Berufslehre	168	163	160	160	169	186	225	164	206	176
höhere Ausbildung*	112	109	108	105	112	129	158	109	143	119

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

Ergebnisse TV-Panel 2010 / Deutschschweiz

VIERTELSTUNDEN-RATINGS in % (Mo-So)

Universum: 4'957'000 Personen (3+) Stichprobe: 2'226 Personen

2.8 TV Nutzung nach Sender: Rating in %

Mediapulse: Jahresbericht 2010

	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	1.4	0.1	0.1	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.1	0.1	0.4
06:15	1.5	0.1	0.1	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.1	0.1	0.4
06:30	1.6	0.1	0.1	0.1	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.1	0.1	0.2	0.5
06:45	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	0.0	0.1	0.1	0.2	0.5
07:00	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	0.0	0.2	0.1	0.1	0.6
07:15	2.1	0.2	0.1	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.2	0.1	0.1	0.7
07:30	2.3	0.3	0.1	0.1	0.0	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.2	0.1	0.1	0.8
07:45	2.4	0.3	0.1	0.1	0.0	0.2	0.1	0.1	0.1	0.0	0.0	0.0	0.1	0.0	0.2	0.1	0.1	0.9
08:00	2.6	0.3	0.2	0.1	0.0	0.2	0.1	0.1	0.1	0.0	0.0	0.0	0.1	0.1	0.3	0.1	0.1	0.9
08:15	2.8	0.3	0.2	0.1	0.0	0.2	0.1	0.1	0.1	0.0	0.0	0.0	0.1	0.1	0.2	0.2	0.1	1.0
08:30	2.9	0.3	0.2	0.1	0.0	0.2	0.1	0.1	0.1	0.0	0.0	0.0	0.1	0.1	0.3	0.2	0.1	1.0
08:45	3.1	0.3	0.2	0.1	0.0	0.2	0.1	0.1	0.1	0.0	0.0	0.0	0.1	0.1	0.2	0.1	0.1	1.1
09:00	3.3	0.3	0.3	0.1	0.0	0.3	0.1	0.1	0.2	0.0	0.0	0.0	0.1	0.1	0.2	0.1	0.1	1.1
09:15	3.5	0.3	0.3	0.1	0.0	0.3	0.1	0.2	0.2	0.0	0.0	0.0	0.2	0.1	0.2	0.1	0.1	1.2
09:30	3.7	0.3	0.4	0.1	0.0	0.3	0.1	0.2	0.2	0.0	0.0	0.0	0.2	0.1	0.1	0.1	0.1	1.3
09:45	3.8	0.3	0.4	0.1	0.0	0.3	0.1	0.3	0.2	0.0	0.0	0.0	0.2	0.2	0.1	0.1	0.1	1.3
10:00	4.1	0.3	0.5	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	0.1	1.4
10:15	4.3	0.3	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	0.1	1.4
10:30	4.5	0.4	0.6	0.1	0.0	0.3	0.2	0.2	0.2	0.1	0.1	0.0	0.3	0.2	0.1	0.1	0.1	1.5
10:45	4.7	0.4	0.7	0.1	0.0	0.3	0.3	0.2	0.2	0.1	0.1	0.0	0.3	0.2	0.1	0.1	0.0	1.5
11:00	4.9	0.4	0.6	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	1.5
11:15	5.2	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	0.2	0.1	1.6
11:30	5.5	0.6	0.7	0.1	0.0	0.3	0.3	0.4	0.2	0.1	0.1	0.0	0.5	0.2	0.2	0.2	0.1	1.7
11:45	5.9	0.6	0.7	0.1	0.0	0.3	0.3	0.4	0.2	0.1	0.1	0.0	0.5	0.2	0.2	0.2	0.1	1.8
12:00	6.4	0.6	0.7	0.1	0.0	0.4	0.3	0.2	0.2	0.1	0.1	0.0	0.8	0.2	0.3	0.2	0.1	1.9
12:15	7.0	0.7	0.8	0.1	0.0	0.4	0.3	0.4	0.3	0.1	0.0	0.0	0.9	0.2	0.4	0.2	0.2	2.0
12:30	7.6	0.7	0.8	0.1	0.1	0.4	0.4	0.4	0.3	0.1	0.1	0.0	0.8	0.3	0.5	0.3	0.2	2.1
12:45	8.2	1.0	0.8	0.1	0.1	0.4	0.4	0.4	0.3	0.1	0.1	0.0	0.9	0.3	0.5	0.3	0.3	2.2
13:00	8.3	1.6	0.8	0.1	0.1	0.5	0.3	0.2	0.2	0.1	0.0	0.0	0.9	0.2	0.5	0.3	0.3	2.2
13:15	7.9	1.0	0.8	0.1	0.1	0.4	0.3	0.2	0.2	0.1	0.1	0.0	0.8	0.2	0.7	0.3	0.3	2.2
13:30	7.7	0.8	0.8	0.1	0.1	0.4	0.3	0.1	0.2	0.2	0.1	0.0	0.8	0.2	0.8	0.3	0.3	2.1
13:45	7.6	0.7	0.8	0.1	0.1	0.4	0.3	0.2	0.2	0.2	0.1	0.0	0.8	0.2	0.8	0.3	0.3	2.1
14:00	7.7	0.6	0.9	0.1	0.1	0.4	0.2	0.3	0.2	0.3	0.1	0.0	0.7	0.2	1.0	0.3	0.3	2.1
14:15	7.7	0.6	0.8	0.1	0.1	0.4	0.3	0.3	0.2	0.4	0.1	0.0	0.6	0.2	1.0	0.4	0.2	2.0
14:30	7.9	0.6	0.8	0.1	0.1	0.3	0.3	0.4	0.2	0.5	0.1	0.0	0.6	0.2	1.1	0.3	0.2	2.0
14:45	8.0	0.6	0.8	0.1	0.1	0.4	0.4	0.4	0.2	0.6	0.1	0.0	0.6	0.2	1.0	0.3	0.2	2.1
15:00	7.9	0.6	0.8	0.1	0.1	0.4	0.4	0.3	0.2	0.6	0.1	0.0	0.7	0.2	0.9	0.4	0.2	2.0
15:15	8.0	0.6	0.8	0.1	0.1	0.4	0.6	0.3	0.2	0.5	0.1	0.0	0.8	0.2	0.8	0.4	0.2	1.9
15:30	8.2	0.6	0.8	0.1	0.1	0.4	0.6	0.4	0.2	0.5	0.1	0.0	0.7	0.2	0.9	0.4	0.2	1.9
15:45	8.5	0.7	0.8	0.1	0.1	0.4	0.6	0.5	0.2	0.5	0.1	0.0	0.7	0.2	0.9	0.4	0.2	2.1

Ergebnisse TV-Panel 2010 / Deutschschweiz

VIERTELSTUNDEN-RATINGS in % (Mo-So)

Universum: 4'957'000 Personen (3+) Stichprobe: 2'226 Personen

2.8 TV Nutzung nach Sender: Rating in %

Mediapulse: Jahresbericht 2010

	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	8.8	0.9	1.0	0.1	0.1	0.5	0.4	0.5	0.2	0.2	0.1	0.0	0.8	0.2	0.9	0.4	0.2	2.2
16:15	9.4	1.0	1.1	0.1	0.1	0.4	0.5	0.7	0.2	0.2	0.1	0.0	0.7	0.2	1.0	0.4	0.2	2.2
16:30	10.0	1.1	1.2	0.1	0.1	0.5	0.6	0.8	0.2	0.2	0.1	0.0	0.9	0.2	1.0	0.4	0.2	2.3
16:45	10.5	1.0	1.2	0.2	0.1	0.5	0.6	0.8	0.3	0.2	0.2	0.0	0.8	0.2	1.1	0.4	0.3	2.5
17:00	10.9	1.2	1.3	0.2	0.1	0.6	0.6	0.6	0.3	0.1	0.2	0.1	0.9	0.3	1.0	0.6	0.4	2.7
17:15	11.7	1.2	1.3	0.2	0.1	0.6	0.8	0.6	0.3	0.1	0.2	0.1	0.9	0.2	1.1	0.7	0.4	2.8
17:30	12.4	1.1	1.4	0.2	0.1	0.8	0.9	0.7	0.3	0.1	0.2	0.1	1.2	0.3	0.9	0.6	0.5	3.0
17:45	13.5	1.3	1.5	0.2	0.1	1.1	0.9	0.9	0.3	0.1	0.2	0.1	1.3	0.3	0.9	0.6	0.5	3.3
18:00	15.5	2.9	1.4	0.2	0.1	2.4	1.1	1.0	0.2	0.1	0.2	0.1	1.0	0.3	0.8	0.5	0.4	3.1
18:15	16.6	3.3	1.6	0.2	0.1	1.7	1.2	1.2	0.2	0.1	0.3	0.1	1.1	0.3	0.8	0.7	0.4	3.4
18:30	18.0	3.9	1.7	0.2	0.2	1.4	1.3	1.2	0.3	0.1	0.3	0.1	1.4	0.3	0.9	0.8	0.3	3.6
18:45	19.3	4.6	1.9	0.2	0.1	1.8	1.1	1.0	0.2	0.1	0.3	0.1	1.3	0.3	0.9	0.8	0.3	4.1
19:00	21.6	7.0	1.9	0.2	0.1	2.4	1.1	0.5	0.4	0.0	0.1	0.1	1.2	0.5	0.8	0.9	0.3	4.1
19:15	23.4	8.2	1.9	0.2	0.1	1.8	1.1	0.5	0.4	0.0	0.2	0.1	1.5	0.5	0.7	1.2	0.3	4.7
19:30	27.3	13.2	1.4	0.1	0.2	1.4	1.0	0.6	0.3	0.0	0.1	0.1	1.6	0.7	0.8	1.0	0.3	4.3
19:45	29.3	15.0	1.5	0.1	0.3	1.4	0.6	0.8	0.2	0.1	0.1	0.2	2.0	0.5	0.9	1.0	0.4	4.3
20:00	30.1	9.4	2.8	0.6	0.2	3.2	1.3	1.4	0.2	0.2	0.2	0.3	2.3	0.6	0.6	1.3	0.5	5.1
20:15	31.8	8.7	3.5	0.7	0.3	1.8	2.1	1.8	0.7	0.5	0.4	0.4	2.1	0.7	1.1	1.3	0.6	5.3
20:30	33.1	8.7	4.0	0.4	0.3	1.6	2.3	2.0	0.8	0.6	0.4	0.4	2.3	0.7	1.2	1.2	0.6	5.4
20:45	33.9	8.5	4.2	0.4	0.2	1.7	2.4	2.2	0.9	0.7	0.5	0.5	2.3	0.7	1.2	1.3	0.6	5.7
21:00	34.2	7.9	4.4	0.5	0.2	2.2	2.5	2.1	0.9	0.5	0.4	0.5	2.3	0.8	1.3	1.4	0.7	5.8
21:15	34.2	8.6	4.3	0.6	0.2	1.7	2.5	2.0	0.9	0.5	0.4	0.5	2.0	0.8	1.3	1.4	0.7	5.8
21:30	33.8	8.5	4.0	0.4	0.2	1.8	2.5	2.0	1.0	0.5	0.3	0.5	2.0	0.8	1.3	1.4	0.7	5.8
21:45	32.0	8.5	4.1	0.5	0.2	1.9	1.4	1.2	0.7	0.3	0.3	0.4	2.2	0.9	1.5	1.5	0.7	5.6
22:00	30.6	9.8	3.8	0.3	0.2	1.9	1.0	0.9	0.6	0.2	0.2	0.3	2.0	0.9	1.3	1.3	0.7	5.2
22:15	27.0	6.2	4.1	0.6	0.2	1.6	1.1	1.0	0.6	0.2	0.2	0.3	1.9	0.8	1.1	1.3	0.7	5.1
22:30	23.6	4.9	3.7	0.5	0.2	1.6	1.0	1.0	0.6	0.2	0.2	0.2	1.6	0.8	0.9	1.1	0.6	4.6
22:45	20.6	4.1	2.8	0.5	0.1	1.5	0.8	0.9	0.5	0.2	0.2	0.2	1.4	0.7	0.8	1.0	0.6	4.3
23:00	17.8	3.3	2.0	0.4	0.1	1.6	0.7	0.8	0.5	0.2	0.2	0.2	1.3	0.7	0.6	0.8	0.5	3.9
23:15	15.1	2.5	1.4	0.4	0.1	1.3	0.5	0.7	0.5	0.2	0.2	0.2	1.1	0.5	0.6	0.8	0.4	3.4
23:30	12.8	2.0	1.1	0.3	0.1	1.1	0.4	0.7	0.4	0.2	0.2	0.1	0.9	0.5	0.5	0.7	0.4	3.0
23:45	10.8	1.3	0.9	0.2	0.1	0.9	0.4	0.6	0.4	0.2	0.2	0.1	0.8	0.4	0.5	0.7	0.4	2.6
00:00	9.0	0.9	0.8	0.2	0.1	0.9	0.4	0.5	0.3	0.2	0.1	0.1	0.6	0.4	0.4	0.6	0.3	2.2
00:15	7.5	0.8	0.7	0.2	0.1	0.8	0.3	0.4	0.3	0.1	0.1	0.1	0.5	0.3	0.3	0.5	0.3	1.9
00:30	6.3	0.7	0.5	0.2	0.0	0.6	0.3	0.3	0.2	0.1	0.1	0.1	0.4	0.3	0.2	0.5	0.2	1.6
00:45	5.5	0.6	0.5	0.1	0.0	0.5	0.2	0.2	0.2	0.1	0.1	0.1	0.3	0.2	0.2	0.4	0.2	1.4
R 18-23	26.8	7.6	2.9	0.4	0.2	1.8	1.5	1.3	0.5	0.3	0.3	0.3	1.8	0.6	1.0	1.1	0.5	4.8
NR 18-23	57.8	39.2	25.7	12.0	4.5	24.7	17.9	16.5	12.3	8.3	7.4	6.4	18.6	12.3	15.5	15.3	10.4	40.6
R 24h	9.9	2.0	1.0	0.2	0.1	0.7	0.5	0.5	0.3	0.1	0.1	0.1	0.7	0.3	0.5	0.4	0.2	2.2
NR 24h	67.4	46.8	34.4	18.5	7.6	33.0	25.6	23.8	19.2	13.9	12.0	9.6	26.5	18.5	23.2	22.5	16.2	52.4

R = Rating in %

NR = Tagesreichweite %

Ergebnisse TV-Panel 2010 / Deutschschweiz

VIERTELSTUNDEN-RATINGS in Tausend (Mo-So)

Universum: 4'957'000 Personen (3+) Stichprobe: 2'226 Personen

2.9 TV Nutzung nach Sender: Rating in Tausend

Mediapulse: Jahresbericht 2010

	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	68	6	3	2	0	5	4	1	2	1	1	0	6	2	6	4	6	19
06:15	73	7	3	2	0	4	5	1	2	1	1	0	6	2	7	5	7	21
06:30	79	7	4	3	0	5	4	1	2	1	1	0	8	2	7	5	8	23
06:45	85	9	5	2	0	5	5	1	2	1	1	0	7	2	7	5	8	24
07:00	93	10	6	2	0	6	6	1	2	1	1	0	7	2	8	5	7	28
07:15	102	11	6	2	0	6	6	2	2	1	1	0	8	2	10	6	4	35
07:30	112	13	7	3	1	7	5	3	2	1	1	1	7	2	12	7	3	39
07:45	121	14	7	3	1	8	6	4	3	1	1	1	6	3	12	7	3	42
08:00	130	17	8	4	1	10	6	4	3	1	1	1	5	3	13	7	3	45
08:15	139	17	8	6	1	10	7	5	5	1	1	1	4	3	12	8	4	48
08:30	146	17	10	5	1	12	7	4	6	1	1	1	4	3	13	8	4	50
08:45	153	17	11	5	1	12	7	5	7	1	1	1	5	4	11	7	5	54
09:00	163	16	13	5	1	14	7	7	8	1	1	1	7	5	10	6	5	56
09:15	173	16	15	5	1	13	6	11	9	2	1	1	8	6	8	6	5	60
09:30	182	16	17	5	1	14	7	12	9	2	1	1	10	7	6	6	4	63
09:45	191	17	21	6	1	13	7	13	9	2	2	1	12	9	5	6	3	65
10:00	202	17	25	7	1	15	8	13	9	3	2	1	15	9	3	6	3	67
10:15	212	17	27	7	1	14	10	14	10	3	2	1	15	10	3	5	3	70
10:30	223	18	31	6	1	15	11	12	10	4	3	2	17	11	3	5	3	74
10:45	233	18	33	7	1	15	13	11	10	5	3	2	17	12	3	6	2	77
11:00	245	22	32	7	2	17	14	13	11	4	3	2	20	10	5	7	2	77
11:15	257	26	33	6	2	15	14	16	11	4	3	2	20	10	7	7	3	80
11:30	272	27	33	6	2	16	14	18	8	4	3	2	22	10	9	9	3	85
11:45	291	30	32	6	2	17	15	19	10	4	3	2	26	10	11	10	5	90
12:00	317	29	36	6	2	19	15	12	12	3	3	2	40	12	15	10	6	96
12:15	347	34	37	6	2	19	16	18	13	3	2	2	47	12	21	11	8	98
12:30	379	36	40	6	3	20	18	21	14	3	3	2	42	15	27	13	12	104
12:45	405	51	41	6	6	21	19	21	15	3	3	2	43	13	25	14	14	108
13:00	413	80	41	6	5	23	15	8	11	3	2	2	45	11	26	14	13	110
13:15	391	48	41	7	4	22	17	8	10	5	4	2	38	11	36	17	15	109
13:30	384	42	42	7	4	20	14	7	8	8	4	2	38	11	41	15	15	107
13:45	379	33	41	6	4	20	13	8	8	11	4	2	42	10	41	15	16	104
14:00	381	30	43	6	4	19	12	12	9	14	5	2	35	11	48	17	13	102
14:15	383	31	40	6	4	18	16	16	8	20	5	2	31	9	49	18	10	101
14:30	392	30	39	6	3	17	17	19	8	26	5	2	30	10	55	17	9	101
14:45	397	30	38	5	3	18	19	22	8	29	5	2	30	10	50	17	10	102
15:00	392	31	38	6	3	19	21	15	9	30	5	2	34	11	43	18	9	99
15:15	396	31	39	6	3	19	29	17	9	23	5	2	37	10	42	19	10	95
15:30	406	32	39	6	3	20	31	19	9	23	6	2	35	11	46	17	12	96
15:45	424	34	42	6	3	22	31	23	8	23	6	2	37	12	45	18	11	102

Ergebnisse TV-Panel 2010 / Deutschschweiz

VIERTELSTUNDEN-RATINGS in Tausend (Mo-So)

Universum: 4'957'000 Personen (3+) Stichprobe: 2'226 Personen

2.9 TV Nutzung nach Sender: Rating in Tausend

Mediapulse: Jahresbericht 2010

	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	439	45	52	7	3	23	21	26	9	11	6	2	40	11	47	19	10	107
16:15	468	52	55	7	3	22	27	35	9	10	7	2	37	10	48	21	11	111
16:30	496	57	58	7	4	24	29	38	11	10	7	2	44	11	51	20	12	113
16:45	519	52	59	8	4	26	32	41	13	9	8	2	42	12	53	20	13	125
17:00	541	58	65	10	4	30	28	28	14	5	9	3	45	13	51	30	18	133
17:15	581	60	67	10	4	32	39	31	16	6	9	3	47	12	53	33	20	140
17:30	616	55	72	11	5	38	47	36	16	5	10	3	58	14	46	29	26	147
17:45	667	62	74	11	5	52	45	43	16	6	12	3	62	14	46	30	24	162
18:00	769	143	68	9	5	117	52	48	11	5	10	3	49	15	38	24	20	152
18:15	824	163	81	9	7	84	57	58	12	4	13	4	57	16	40	33	21	167
18:30	891	195	84	9	8	71	63	61	15	4	13	5	70	16	45	39	16	178
18:45	959	228	94	11	7	88	56	50	12	3	16	6	65	17	47	41	16	203
19:00	1071	349	94	10	6	118	53	26	18	2	7	4	62	23	38	45	14	203
19:15	1161	407	93	9	6	90	56	26	18	2	9	4	73	24	35	59	16	233
19:30	1355	655	67	5	12	71	51	31	16	2	7	5	80	32	40	50	17	212
19:45	1454	744	74	6	14	68	28	39	10	4	7	8	101	26	44	48	21	213
20:00	1491	464	139	32	12	157	64	68	10	8	9	16	113	28	29	65	23	254
20:15	1576	431	176	34	13	89	104	91	33	24	18	20	106	34	54	63	27	261
20:30	1640	433	198	20	13	81	114	101	41	30	21	22	113	36	58	61	30	268
20:45	1679	420	206	20	12	83	121	107	46	33	23	23	113	37	61	62	30	284
21:00	1695	390	218	24	12	108	122	103	43	26	18	23	114	40	65	68	34	287
21:15	1695	426	213	28	12	85	124	99	47	25	18	23	101	38	66	68	33	290
21:30	1675	420	199	22	12	91	124	99	48	25	17	23	100	40	66	67	35	287
21:45	1584	422	204	25	12	93	69	60	37	14	16	20	110	43	74	74	36	276
22:00	1517	486	186	17	11	93	52	44	28	8	9	14	99	45	65	67	37	256
22:15	1336	308	206	29	10	79	54	52	30	10	9	13	92	41	56	64	33	252
22:30	1168	243	182	26	9	78	49	51	28	10	10	12	81	38	45	52	28	227
22:45	1023	205	139	27	7	72	42	44	26	11	10	11	70	33	38	49	27	211
23:00	882	163	97	21	6	79	37	39	27	10	10	11	64	33	31	40	23	193
23:15	746	125	72	22	5	65	26	36	26	11	9	9	55	26	31	38	22	171
23:30	633	99	55	16	4	56	22	33	21	11	9	7	47	25	25	36	20	147
23:45	534	65	46	12	3	45	20	29	20	11	8	6	41	22	23	35	19	128
00:00	447	47	38	11	3	46	18	24	16	8	7	4	32	21	19	29	16	109
00:15	374	38	32	11	3	37	15	20	13	7	6	3	26	16	14	26	14	93
00:30	315	33	27	9	2	32	13	15	12	7	5	3	19	14	10	23	12	80
00:45	271	29	23	7	2	26	11	11	12	7	4	3	16	12	8	20	10	69
NT 18-23	80	23	9	1	1	6	4	4	2	1	1	1	5	2	3	3	2	14
NS 18-23	139	58	31	9	13	22	24	23	12	9	10	12	28	15	19	22	15	35
NT 24h	143	30	15	2	1	10	7	7	4	2	2	1	10	4	8	6	4	31
NS 24h	212	63	40	13	14	30	29	28	18	15	13	13	39	21	32	28	22	59

NT = Nutzungsminuten gesamt NS = Nutzungsminuten pro Seher

Ergebnisse TV-Panel 2010/ Deutschschweiz

VIERTELSTUNDEN-MARKTANTEILE in % (Mo-So)

Universum: 4'957'000 Personen (3+) Stichprobe: 2'226 Personen

2.10 TV Nutzung nach Sender: Marktanteile in %

Mediapulse: Jahresbericht 2010

	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	8.3	4.5	2.4	0.5	6.6	6.6	1.1	3.1	1.0	0.9	0.2	9.6	3.5	9.1	6.4	9.0	27.3
06:15	100	9.4	3.9	2.5	0.5	6.0	6.3	1.2	2.7	0.7	0.9	0.2	8.8	3.0	9.7	6.3	9.5	28.4
06:30	100	9.1	4.1	3.3	0.4	5.8	5.4	1.1	2.3	0.6	1.0	0.3	10.6	2.8	9.4	5.8	9.7	28.3
06:45	100	10.6	5.4	2.8	0.3	6.3	6.2	1.2	2.6	0.7	1.1	0.3	8.4	2.3	8.2	5.8	9.6	28.1
07:00	100	10.6	6.4	2.5	0.4	6.0	6.2	1.4	2.5	0.8	0.9	0.3	8.1	1.8	9.0	5.6	7.9	29.5
07:15	100	11.0	5.9	2.4	0.4	5.6	5.7	2.0	2.2	0.6	1.0	0.4	7.7	1.9	9.5	5.8	4.3	33.7
07:30	100	11.5	5.9	2.3	0.4	6.1	4.9	2.6	2.0	0.5	0.5	0.5	6.2	2.0	11.1	5.9	2.9	34.6
07:45	100	11.8	5.1	2.7	0.5	6.5	5.2	2.9	2.3	0.5	0.4	0.5	5.3	1.9	10.6	5.9	2.6	35.3
08:00	100	12.9	5.4	3.2	0.6	7.3	5.1	3.1	2.5	0.5	0.4	0.5	3.5	2.0	10.4	5.7	2.5	34.6
08:15	100	11.9	5.3	4.0	0.6	7.3	5.3	3.2	3.5	0.5	0.4	0.6	3.1	1.9	9.3	5.6	2.8	34.7
08:30	100	11.7	5.8	3.7	0.7	7.8	4.8	2.8	4.2	0.5	0.4	0.7	2.7	1.9	9.5	5.2	2.9	34.9
08:45	100	11.0	6.0	3.3	0.8	7.8	5.1	2.9	4.7	0.5	0.4	0.8	3.0	1.9	8.1	4.2	3.4	36.1
09:00	100	9.9	6.6	3.3	0.8	8.4	4.3	4.5	5.3	0.8	0.5	0.8	4.5	2.5	6.8	3.1	3.1	35.0
09:15	100	9.2	6.9	3.0	0.7	7.4	4.0	6.9	5.8	1.1	0.7	0.7	4.6	3.3	5.3	2.8	2.5	35.0
09:30	100	8.8	7.3	2.8	0.7	7.5	4.0	7.4	5.7	1.1	0.7	0.8	5.9	3.8	3.5	2.7	2.1	35.2
09:45	100	8.7	8.4	2.7	0.6	6.7	3.8	7.7	5.3	1.2	0.8	0.8	6.4	4.5	2.8	2.7	1.6	35.2
10:00	100	8.6	9.0	2.8	0.6	7.5	4.1	7.2	4.8	1.3	1.0	0.6	7.9	4.8	1.7	2.5	1.3	34.5
10:15	100	8.5	9.0	2.8	0.6	6.7	4.6	7.7	5.0	1.5	1.0	0.7	7.5	5.3	1.4	2.2	1.1	34.4
10:30	100	8.1	9.5	2.4	0.5	6.7	5.1	5.9	5.1	1.9	1.3	0.8	8.2	5.0	1.3	2.1	1.0	35.1
10:45	100	8.2	9.9	2.2	0.5	6.6	5.4	5.2	4.8	2.1	1.3	1.0	7.7	5.2	1.3	2.5	0.9	35.1
11:00	100	9.2	8.3	2.2	0.7	6.8	5.8	5.8	4.9	1.8	1.4	1.1	9.0	4.1	2.1	2.9	0.9	33.0
11:15	100	10.4	8.4	2.0	0.7	6.0	5.6	6.8	4.5	1.8	1.3	1.0	8.3	3.7	2.8	3.4	1.1	32.3
11:30	100	10.4	8.0	1.9	0.7	5.9	5.3	7.2	2.9	1.7	1.2	1.0	9.0	3.6	3.4	3.7	1.4	32.6
11:45	100	10.4	7.4	1.8	0.7	5.9	5.5	6.8	3.6	1.3	1.0	0.8	10.0	3.3	3.8	3.7	2.0	32.0
12:00	100	9.4	8.0	1.7	0.6	6.0	5.2	3.2	4.0	0.9	0.8	0.6	14.2	3.6	5.1	3.5	2.2	31.0
12:15	100	9.9	7.6	1.5	0.5	5.4	4.9	4.9	3.9	0.9	0.6	0.5	15.1	3.4	6.4	3.3	2.5	28.4
12:30	100	9.7	7.7	1.5	0.7	5.5	5.2	5.6	4.0	0.9	0.6	0.5	12.0	3.8	7.5	3.6	3.4	28.0
12:45	100	13.1	7.4	1.4	1.5	5.3	4.9	5.2	3.8	0.8	0.7	0.4	11.5	3.0	6.5	3.6	3.7	27.0
13:00	100	20.5	7.5	1.3	1.2	5.5	3.7	1.8	2.5	0.6	0.5	0.4	11.6	2.4	6.7	3.5	3.4	27.0
13:15	100	12.8	7.5	1.7	0.9	5.7	4.6	1.8	2.4	1.2	0.9	0.5	10.6	2.4	10.0	4.3	4.3	28.3
13:30	100	11.4	7.6	1.7	0.9	5.4	3.7	1.7	2.0	2.2	1.1	0.4	10.8	2.6	12.1	4.0	4.3	28.1
13:45	100	8.9	7.5	1.6	1.1	5.2	3.5	1.8	2.0	3.4	1.1	0.4	12.2	2.4	12.4	3.9	4.6	27.9
14:00	100	8.0	8.1	1.7	1.0	5.0	3.0	3.2	2.0	4.4	1.2	0.4	9.9	2.4	14.4	4.5	3.6	27.2
14:15	100	8.0	7.8	1.6	0.9	4.6	4.2	4.2	1.9	6.0	1.2	0.5	8.3	2.2	14.8	4.8	2.7	26.3
14:30	100	7.3	7.3	1.4	0.7	4.4	4.5	4.9	1.8	7.9	1.1	0.5	7.8	2.3	16.1	4.3	2.3	25.4
14:45	100	7.3	7.3	1.3	0.7	4.4	4.8	5.8	1.8	8.7	1.2	0.4	7.6	2.2	14.1	4.2	2.5	25.5
15:00	100	7.7	7.5	1.4	0.6	5.0	5.7	3.7	2.0	9.2	1.3	0.4	9.2	2.4	12.4	4.6	2.3	24.6
15:15	100	7.5	7.4	1.4	0.6	4.9	8.1	4.2	2.1	6.6	1.3	0.4	10.1	2.3	12.1	4.8	2.6	23.6
15:30	100	7.2	7.4	1.4	0.6	5.1	8.5	4.8	2.2	6.6	1.4	0.4	9.0	2.5	12.8	4.2	2.9	23.1
15:45	100	7.5	7.7	1.4	0.6	5.4	8.0	5.5	1.9	6.3	1.4	0.4	9.1	2.6	12.0	4.0	2.7	23.5

Ergebnisse TV-Panel 2010 / Deutschschweiz

VIERTELSTUNDEN-MARKTANTEILE in % (Mo-So)

Universum: 4'957'000 Personen (3+) Stichprobe: 2'226 Personen

2.10 TV Nutzung nach Sender: Marktanteile in %

Mediapulse: Jahresbericht 2010

	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	10.1	9.1	1.4	0.6	5.3	5.1	6.3	2.3	2.7	1.5	0.4	9.9	2.4	12.2	4.3	2.3	24.1
16:15	100	10.9	9.0	1.4	0.7	4.8	6.2	8.2	2.0	2.4	1.5	0.3	8.4	2.2	11.6	4.6	2.4	23.4
16:30	100	11.3	8.8	1.3	0.7	4.7	6.5	8.3	2.3	2.1	1.4	0.4	9.6	2.2	11.6	3.8	2.4	22.5
16:45	100	10.0	8.6	1.4	0.7	5.0	6.7	8.5	2.7	1.8	1.5	0.4	8.6	2.4	11.3	3.9	2.5	23.9
17:00	100	11.4	9.2	1.6	0.7	5.5	5.3	5.3	2.7	0.9	1.6	0.5	8.8	2.2	10.6	5.8	3.5	24.6
17:15	100	11.0	8.9	1.6	0.7	5.5	7.1	5.5	2.8	0.9	1.6	0.6	8.3	2.1	10.0	6.1	3.6	24.1
17:30	100	9.5	9.3	1.6	0.7	6.2	8.1	6.0	2.6	0.8	1.6	0.6	9.8	2.2	7.9	4.9	4.5	23.8
17:45	100	9.6	9.3	1.4	0.6	8.0	7.0	6.7	2.5	0.8	1.8	0.5	9.6	2.1	7.3	4.7	3.7	24.4
18:00	100	18.8	8.0	1.0	0.6	15.5	7.1	6.4	1.4	0.6	1.3	0.5	6.4	1.8	5.0	3.2	2.6	19.7
18:15	100	20.2	8.8	1.0	0.8	10.3	7.3	7.2	1.5	0.5	1.5	0.5	6.9	1.8	4.9	4.1	2.5	20.1
18:30	100	22.2	8.4	1.0	0.9	8.1	7.4	7.1	1.7	0.4	1.5	0.6	7.8	1.8	5.2	4.5	1.8	19.9
18:45	100	24.3	8.6	1.1	0.7	9.3	6.0	5.3	1.3	0.3	1.6	0.6	6.9	1.7	4.9	4.4	1.7	21.3
19:00	100	33.1	7.9	0.8	0.6	11.2	4.9	2.5	1.7	0.2	0.6	0.4	5.9	2.2	3.6	4.2	1.3	19.0
19:15	100	35.5	7.3	0.7	0.5	7.8	4.9	2.3	1.6	0.2	0.7	0.3	6.4	2.1	3.0	5.1	1.4	20.2
19:30	100	48.7	4.6	0.4	0.8	5.2	3.8	2.3	1.2	0.2	0.5	0.4	5.9	2.4	3.0	3.6	1.2	15.7
19:45	100	51.4	4.8	0.4	0.9	4.7	1.9	2.7	0.7	0.2	0.5	0.5	7.0	1.8	3.0	3.2	1.4	14.7
20:00	100	31.3	9.1	2.1	0.8	10.6	4.3	4.6	0.7	0.5	0.6	1.1	7.6	1.9	2.0	4.4	1.5	17.1
20:15	100	27.5	10.9	2.2	0.8	5.6	6.5	5.8	2.1	1.5	1.1	1.3	6.7	2.2	3.4	4.0	1.7	16.7
20:30	100	26.6	11.9	1.2	0.8	5.0	6.8	6.1	2.4	1.8	1.3	1.4	6.9	2.2	3.5	3.7	1.9	16.5
20:45	100	25.1	12.1	1.2	0.7	4.9	7.1	6.4	2.7	2.0	1.4	1.4	6.8	2.2	3.6	3.7	1.8	17.0
21:00	100	23.1	12.7	1.5	0.7	6.4	7.1	6.0	2.5	1.6	1.0	1.4	6.8	2.4	3.8	4.0	2.0	17.1
21:15	100	25.1	12.4	1.7	0.7	5.1	7.3	5.8	2.7	1.5	1.0	1.4	6.0	2.3	3.8	4.1	2.0	17.3
21:30	100	25.1	11.7	1.3	0.7	5.5	7.4	5.8	2.8	1.5	1.0	1.4	6.0	2.4	3.9	4.0	2.1	17.3
21:45	100	26.7	12.5	1.6	0.8	5.9	4.4	3.8	2.3	0.9	1.0	1.3	7.0	2.7	4.6	4.7	2.3	17.5
22:00	100	32.3	11.8	1.1	0.7	6.2	3.4	2.9	1.8	0.6	0.6	0.9	6.5	3.0	4.3	4.4	2.4	17.0
22:15	100	23.0	14.8	2.2	0.8	6.1	4.0	3.8	2.2	0.7	0.7	1.0	7.0	3.1	4.3	4.8	2.5	19.1
22:30	100	20.7	15.2	2.2	0.7	6.9	4.1	4.3	2.4	0.8	0.9	1.0	7.0	3.3	3.9	4.5	2.5	19.6
22:45	100	19.9	12.9	2.7	0.7	7.3	4.0	4.3	2.6	1.0	1.0	1.1	7.0	3.3	3.8	4.8	2.7	20.9
23:00	100	18.1	10.3	2.4	0.6	9.3	4.0	4.6	3.1	1.1	1.1	1.2	7.4	3.9	3.5	4.6	2.6	22.1
23:15	100	16.4	8.9	3.1	0.6	9.0	3.4	5.0	3.4	1.4	1.2	1.2	7.5	3.6	4.3	5.0	3.0	22.9
23:30	100	15.3	8.0	2.5	0.6	9.1	3.4	5.5	3.3	1.7	1.4	1.1	7.5	4.1	4.0	5.7	3.3	23.3
23:45	100	11.8	8.0	2.3	0.6	8.8	3.8	5.8	3.7	2.0	1.6	1.1	7.8	4.2	4.3	6.5	3.6	24.2
00:00	100	10.0	8.0	2.5	0.7	10.7	3.8	5.6	3.6	1.7	1.6	0.9	7.1	4.7	4.2	6.4	3.7	24.7
00:15	100	9.7	8.1	3.0	0.7	10.5	3.8	5.4	3.3	1.9	1.7	0.9	7.0	4.3	3.8	6.8	3.9	25.0
00:30	100	10.3	8.1	2.8	0.7	10.5	3.9	4.7	3.9	2.3	1.6	0.9	6.1	4.5	3.1	7.2	3.8	25.7
00:45	100	10.5	7.8	2.7	0.8	10.2	4.0	3.9	4.6	2.6	1.5	1.0	5.9	4.4	3.0	7.6	3.8	25.8
MA 18-23	100	28.5	10.7	1.4	0.7	6.9	5.5	4.7	2.0	0.9	1.0	1.0	6.7	2.4	3.8	4.2	1.9	17.8
NT 18-23	80	23	9	1	1	6	4	4	2	1	1	1	5	2	3	3	2	14
MA 24h	100	20.8	10.0	1.7	0.7	6.9	5.2	4.7	2.5	1.5	1.1	0.9	7.4	2.7	5.3	4.4	2.5	21.6
NT 24h	143	30	15	2	1	10	7	7	4	2	2	1	10	4	8	6	4	31

MA = Marktanteil in %

NT = Nutzungsminuten gesamt

Ergebnisse TV-Panel 2010 / Deutschschweiz

TAGESREICHWEITE in % (Mo-So)

Universum 2010: 4'957'000 Personen (3+) Stichprobe 2010: 2'226 Personen

	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
TOTAL TV	66	66	68	70	70	72	71	71	71	71	73	74	74	74	74	73	74	73	72	70	69	68	67
SF1	55	55	55	55	54	57	57	58	57	56	57	58	57	57	57	57	57	56	55	53	50	49	47
SF2							17	21	25	25	32	33	34	33	35	36	37	37	37	35	35	34	34
SFi															6	9	10	12	14	14	16	18	19
SF DRS											61	62	62	62	62	62	63	62	62	60	58	57	55
TSR1	19	18	17	15	14	13	12	11	10	8	8	7	6	5	5	4	4	4	4	4	3	4	3
RSI La Uno	16	15	16	13	12	12	10	9	8	7	7	6	5	5	4	3	3	3	3	3	3	3	2
ARD	42	40	40	40	37	37	36	36	35	35	34	34	32	32	32	32	32	31	31	29	28	27	26
ZDF	38	36	35	35	33	34	32	32	32	30	30	30	29	29	29	29	29	29	29	27	26	25	24
ORF 1	30	30	29	30	30	30	28	30	30	30	29	28	27	27	27	28	27	26	25	23	22	21	19
ORF 2	21	21	21	23	23	24	24	24	23	22	22	21	20	21	21	21	20	20	18	16	15	15	14
3SAT			9	11	13	15	16	17	17	16	16	16	16	15	16	16	16	16	15	15	14	13	12
RTL			20	30	35	38	36	36	36	35	35	35	34	33	33	33	33	31	30	28	27	26	25
RTL2							10	20	24	25	25	26	28	26	25	26	26	23	22	21	20	19	17
Sat1			23	28	31	35	34	34	32	31	32	31	30	30	30	30	30	29	28	26	25	24	22
PRO7						21	25	30	31	31	30	31	30	29	28	29	28	27	25	24	24	23	21
Priv. CH												30.5	37	39	32	33	33	33	33	34	32	33	33
Andere	40	44								54	56	56	56	54	56	56	57	57	56	55	55	55	54
TOT VIDEO (Cass./Spiele)	7	6	10	11	11	11	11	11	10	10	10	10	10	11	12	14	16	17	16	16	16	16	19

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.

Ab 2010 kein Rückwärtsvergleich möglich (Wechsel vom Ersetzungsverfahren zum Tagesgewichtungsverfahren)

Ergebnisse TV-Panel 2010 / Deutschschweiz

NUTZUNG in Minuten (Mo-So)

Universum 2010: 4'957'000 Personen (3+) Stichprobe 2010: 2'226 Personen

	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	
TOTAL TV	105	108	113	118	118	125	124	128	129	127	132	137	137	139	141	141	148	147	146	139	141	145	143	
SRG SSR	45	43	42	39	38	40	42	44	45	44	46	46	46	47	51	50	52	50	52	48	49	49	48	
SF1	40	38	36	35	33	36	37	37	36	35	34	36	34	37	37	37	36	35	34	33	32	33	30	
SF2							3	5	7	7	10	9	10	9	12	12	14	13	15	12	14	14	15	
SFi															1	1	1	2	2	2	2	2	2	
SF DRS											44	45	45	46	50	49	51	49	51	47	48	48	47	
TSR1	3	3	3	2	1	1	1	1	1	1	1	1	1	0	0	0	0	1	1	0	0	1	0	
RSI La Uno	2	2	2	1	2	2	1	1	1	1	1	0	0	0	0	0	0	0	0	0	0	0	0	
Non SRG	60	64	71	79	80	85	82	84	84	86	87	91	92	92	90	91	96	97	94	91	92	95	95	
ARD	16	14	13	12	10	9	8	8	8	8	8	8	8	8	8	8	9	9	9	7	8	8	7	
ZDF	13	11	10	9	8	8	7	7	7	6	6	6	6	6	6	7	7	7	8	5	7	7	7	
ORF 1+2	14	13	11	10	9	9	8	11	11	11	10	10	9	9	10	9	9	10	9	3	7	7	6	
3SAT			1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	2	2	2	2	2	2	
RTL			8	13	16	17	15	14	13	12	11	11	11	11	11	11	11	11	11	10	10	9	10	10
RTL2							2	5	6	6	5	5	6	5	5	5	6	5	4	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	7	
PRO7						9	10	11	10	10	9	9	9	8	8	8	8	7	7	6	7	6	6	
Priv. CH												6	10	12	6	6	6	6	6	8	7	9	10	
Andere	17	26	20	24	26	20	20	16	18	23	28	26	26	26	26	28	30	32	32	32	34	37	38	
TOT VIDEO (Cass./Spiele)	6	5	7	7	7	6	7	6	6	6	6	5	5	5	5	5	6	6	7	11	11	10	13	

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.

Ab 2010 kein Rückwärtsvergleich möglich (Wechsel vom Ersetzungsverfahren zum Tagesgewichtungsverfahren)

Ergebnisse TV-Panel 2010 / Deutschschweiz

MARKTANTEILE in % (Mo-So)

Universum 2010: 4'957'000 Personen (3+) Stichprobe 2010: 2'226 Personen

	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
SRG SSR	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	33.3
SF1	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	20.8
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	10.0
SFi															0.5	0.7	0.8	1.0	1.1	1.2	1.4	1.6	1.7
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	32.6
TSR1	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	0.3
RSI La Uno	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	0.1
Non SRG	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	66.7
ARD	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	5.2
ZDF	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	4.7
ORF1	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	2.5
ORF2	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	1.5
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	1.1
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	6.8
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	2.5
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	5.0
PRO7					7	8	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	4.1
Priv. CH												4.5	7.3	8.3	4.0	4.2	4.0	4.1	4.3	5.5	5.0	6.0	6.9
Andere	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	26.4

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.

Ab 2010 kein Rückwärtsvergleich möglich (Wechsel vom Ersetzungsverfahren zum Tagesgewichtungsverfahren)

Ergebnisse TV-Panel 2010 / Deutschschweiz

TAGESREICHWEITEN in % (Mo-So)

Universum 2010: 4'957'000 Personen (3+) Stichprobe 2010: 2'226 Personen

	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Privatfernsehen CH											
3 Plus								10.0	9.9	10.9	11.6
Star TV	6.6	7.3	9.7	9.3	8.7	7.8	7.1	6.0	5.9	5.1	4.9
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	3.1
Nick CH (ab 1.4.09 / Sendezeit 05:00-20:15)										4.4	5.1
Schweizer Sportfernsehen											4.5
MTV CH											5.2
TeleBärn	19.9	20.0	22.6	22.1	20.8	20.7	20.9	19.3	17.4	16.0	14.7
TeleBasel	16.7	17.9	20.1	22.1	21.0	22.3	21.3	22.8	20.6	20.5	21.1
Tele M1	19.0	17.6	19.7	19.8	19.7	20.4	19.1	18.2	18.2	18.0	15.4
Tele Ostschweiz		12.6	17.3	17.3	17.5	17.1	16.0	14.6	15.6	14.8	11.4
Tele Tell (Tele 1 ab 1.2.10)	15.3	15.9	18.4	17.7	16.7	16.8	16.3	17.5	17.1	18.5	18.1
Tele Top		6.0	9.1	9.7	9.2	9.1	9.2	7.9	8.4	7.4	6.0
TeleZüri	30.0	30.6	32.5	34.7	35.2	34.4	33.3	31.6	29.0	28.4	28.0
Telebielingue											16.0
Tele Südostschweiz											10.1
Kanal 9 / canal 9											15.1

Anmerkungen

Ab 2010 kein Rückwärtsvergleich möglich (Wechsel vom Ersetzungsverfahren zum Tagesgewichtungsverfahren)

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

Ergebnisse TV-Panel 2010 / Deutschschweiz

TAGESREICHWEITEN in Tausend (Mo-So)

Universum 2010: 4'957'000 Personen (3+) Stichprobe 2010: 2'226 Personen

	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Privatfernsehen CH											
3 Plus								501	500	549	573
Star TV	331	369	485	471	436	395	359	301	296	257	244
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	152
Nick CH (ab 1.4.09 / Sendezeit 05:00-20:15)										220	254
Schweizer Sportfernsehen											222
MTV CH											257
TeleBärn	216	225	252	245	240	240	243	226	206	189	172
TeleBasel	79	84	93	105	110	118	112	120	109	108	107
Tele M1	157	146	164	170	170	175	165	156	157	154	163
Tele Ostschweiz		52	81	82	102	102	96	87	93	88	63
Tele Tell (Tele 1 ab 1.2.10)	80	84	98	141	133	134	130	140	136	148	142
Tele Top		63	94	109	104	103	103	88	94	84	92
TeleZüri	416	425	448	480	498	488	473	449	411	403	279
Telebielingue											37
Tele Südostschweiz											26
Kanal 9 / canal 9											45

Anmerkungen

Ab 2010 kein Rückwärtsvergleich möglich (Wechsel vom Ersetzungsverfahren zum Tagesgewichtungsverfahren)

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

Ergebnisse TV-Panel 2010 / Deutschschweiz

NUTZUNG in Minuten (Mo-So)

Universum 2010: 4'957'000 Personen (3+) Stichprobe 2010: 2'226 Personen

	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Privatfernsehen CH											
3 Plus								1.8	1.9	2.5	3.3
Star TV	0.4	0.4	0.6	0.5	0.4	0.4	0.3	0.2	0.3	0.2	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	0.2
Nick CH (ab 1.4.09 / Sendezeit 05:00-20:15)										1.2	1.5
Schweizer Sportfernsehen											0.2
MTV CH											0.6
TeleBärn	1.8	1.8	2.2	2.2	2.0	1.9	2.0	1.8	1.6	1.5	1.5
TeleBasel	1.7	1.7	2.0	2.4	2.3	2.5	2.8	3.1	2.7	2.8	3.1
Tele M1	1.4	1.3	2.1	2.3	2.3	2.3	2.1	2.2	2.3	2.3	1.8
Tele Ostschweiz		0.1	0.3	0.5	0.5	0.5	0.5	0.3	1.5	1.2	1.5
Tele Tell (Tele 1 ab 1.2.10)	0.9	1.0	1.6	1.8	1.7	1.8	2.0	2.4	2.2	2.2	1.9
Tele Top		0.3	0.5	0.6	0.6	0.6	0.6	0.4	0.5	0.5	0.3
TeleZüri	6.0	6.5	7.2	8.1	8.4	8.6	7.9	7.8	7.0	6.4	6.6
Telebielingue											2.0
Tele Südostschweiz											0.7
Kanal 9 / canal 9											1.6

Anmerkungen

Ab 2010 kein Rückwärtsvergleich möglich (Wechsel vom Ersetzungsverfahren zum Tagesgewichtungsverfahren)

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

Ergebnisse TV-Panel 2010 / Deutschschweiz

MARKTANTEILE in % (Mo-So)

Universum 2010: 4'957'000 Personen (3+) Stichprobe 2010: 2'226 Personen

	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Privatfernsehen CH											
3 Plus								1.3	1.4	1.7	2.4
Star TV	0.3	0.3	0.4	0.4	0.3	0.3	0.2	0.2	0.2	0.1	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	0.2
Nick CH (ab 1.4.09 / Sendezeit 05:00-20:15)										1.7	2.0
Schweizer Sportfernsehen											0.2
MTV CH											0.5
TeleBärn	1.3	1.3	1.6	1.7	1.4	1.3	1.4	1.3	1.1	1.0	1.1
TeleBasel	1.2	1.1	1.3	1.5	1.4	1.6	1.9	2.0	1.7	1.7	1.9
Tele M1	1.0	1.0	1.5	1.6	1.6	1.6	1.5	1.6	1.6	1.6	1.3
Tele Ostschweiz		1.5	1.4	1.1	1.1	1.1	1.0	1.1	1.1	0.8	1.1
Tele Tell (Tele 1 ab 1.2.10)	0.6	0.7	1.2	1.4	1.2	1.3	1.5	1.9	1.7	1.7	1.3
Tele Top		0.2	0.4	0.4	0.4	0.4	0.4	0.3	0.4	0.3	0.2
TeleZüri	4.5	4.7	5.1	5.8	5.8	5.9	5.3	5.5	5.0	4.5	4.8
Telebielingue											1.2
Tele Südostschweiz											0.5
Canal 9											1.0
Kanal 9 / canal 9											

Anmerkungen

Ab 2010 kein Rückwärtsvergleich möglich (Wechsel vom Ersetzungsverfahren zum Tagesgewichtungsverfahren)

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

Ergebnisse TV-Panel 2010 / Deutschschweiz

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

Universum: 4'957'000 Personen (3+) Stichprobe: 2'226 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	7.2	3.0	1.5	0.3	0.2	0.1	0.1	7.3	3.0	1.5	0.3
06:15	0.2	0.1	0.1	6.6	3.2	1.6	0.6	0.2	0.1	0.1	6.8	3.2	1.6	0.5
06:30	0.3	0.1	0.1	7.2	3.6	1.8	1.0	0.3	0.1	0.1	7.4	3.5	1.7	1.0
06:45	0.3	0.1	0.1	7.3	3.9	1.9	1.7	0.3	0.1	0.1	7.5	3.8	1.9	1.5
07:00	0.3	0.1	0.1	7.2	4.2	2.0	2.3	0.3	0.2	0.1	7.4	4.1	2.0	2.1
07:15	0.4	0.2	0.1	7.4	4.5	2.2	3.0	0.4	0.2	0.1	7.8	4.5	2.2	2.7
07:30	0.4	0.2	0.1	7.5	4.9	2.4	3.2	0.4	0.2	0.2	8.0	4.9	2.5	3.1
07:45	0.5	0.2	0.2	8.3	5.0	2.5	2.9	0.5	0.2	0.2	8.6	5.3	2.7	3.3
08:00	0.5	0.2	0.2	9.1	5.2	2.6	2.5	0.6	0.3	0.3	9.2	5.7	2.9	3.3
08:15	0.5	0.3	0.3	9.7	5.4	2.8	2.8	0.6	0.3	0.4	9.8	6.1	3.1	3.8
08:30	0.6	0.3	0.4	10.6	5.6	2.9	2.9	0.7	0.3	0.5	10.5	6.5	3.3	4.2
08:45	0.7	0.3	0.4	11.0	5.8	2.9	3.1	0.8	0.4	0.6	10.9	6.8	3.5	4.5
09:00	0.7	0.3	0.4	10.9	6.2	3.1	3.2	0.8	0.4	0.6	11.0	7.3	3.7	4.8
09:15	0.7	0.4	0.4	11.0	6.5	3.2	3.3	0.9	0.4	0.7	11.2	7.8	3.9	5.0
09:30	0.8	0.4	0.5	11.6	6.7	3.3	3.3	0.9	0.5	0.7	11.6	8.2	4.1	5.0
09:45	0.8	0.4	0.5	12.2	6.9	3.4	3.4	1.0	0.5	0.8	12.1	8.7	4.4	5.1
10:00	0.9	0.4	0.6	12.7	7.2	3.5	3.4	1.1	0.6	0.8	12.5	9.2	4.6	5.1
10:15	0.9	0.5	0.6	13.0	7.5	3.7	3.4	1.2	0.6	0.9	12.8	9.7	4.9	5.0
10:30	1.0	0.5	0.7	12.9	8.0	3.9	3.5	1.2	0.6	0.9	12.8	10.2	5.1	5.0
10:45	1.0	0.5	0.7	12.7	8.4	4.1	3.5	1.3	0.7	0.9	12.7	10.7	5.4	5.0
11:00	1.0	0.5	0.7	12.4	8.8	4.3	3.7	1.3	0.7	0.9	12.4	11.2	5.6	5.0
11:15	1.1	0.5	0.8	12.0	9.4	4.6	3.9	1.4	0.7	1.0	12.2	11.8	5.9	5.1
11:30	1.1	0.6	0.8	11.5	10.1	4.9	4.2	1.4	0.7	1.0	11.8	12.4	6.2	5.4
11:45	1.1	0.6	0.8	10.7	11.0	5.3	4.7	1.4	0.7	1.0	11.1	13.2	6.6	5.7
12:00	1.1	0.6	0.7	9.7	12.1	5.9	5.0	1.4	0.7	0.9	10.4	14.1	7.1	5.8
12:15	1.2	0.6	0.7	9.3	13.5	6.7	5.3	1.5	0.8	0.9	10.1	15.3	7.8	5.9
12:30	1.3	0.7	0.8	9.2	15.0	7.5	6.3	1.6	0.8	0.9	10.0	16.5	8.5	6.7
12:45	1.4	0.7	0.9	9.3	16.0	8.1	7.3	1.7	0.9	1.0	9.9	17.6	9.1	7.4
13:00	1.4	0.7	0.9	8.9	16.1	8.2	6.9	1.7	0.9	1.1	9.5	17.8	9.2	7.1
13:15	1.4	0.7	1.0	9.7	14.9	7.6	6.0	1.7	0.9	1.1	10.2	16.9	8.8	6.4
13:30	1.4	0.7	1.0	10.2	14.4	7.4	5.5	1.7	0.9	1.1	10.5	16.7	8.7	6.0
13:45	1.5	0.8	1.0	10.5	14.2	7.2	5.1	1.7	0.9	1.1	10.7	16.5	8.6	5.7
14:00	1.5	0.8	1.0	10.5	14.3	7.2	4.9	1.8	0.9	1.1	10.8	16.8	8.6	5.6
14:15	1.5	0.7	1.1	10.3	14.5	7.2	4.9	1.8	0.9	1.2	10.6	16.9	8.7	5.5
14:30	1.4	0.7	1.1	9.7	14.9	7.4	4.8	1.7	0.9	1.2	10.2	17.3	8.8	5.5
14:45	1.4	0.7	1.1	9.7	15.0	7.5	4.8	1.8	0.9	1.2	10.3	17.5	9.0	5.6
15:00	1.4	0.7	1.1	10.1	14.5	7.3	4.8	1.8	1.0	1.3	10.6	17.2	8.9	5.6
15:15	1.5	0.8	1.1	10.4	14.5	7.4	4.9	1.8	1.0	1.3	10.9	17.3	9.0	5.7
15:30	1.5	0.8	1.2	10.3	14.9	7.6	5.4	1.8	1.0	1.3	10.8	17.7	9.2	6.0
15:45	1.5	0.8	1.2	9.9	15.6	8.0	6.1	1.9	1.0	1.4	10.5	18.4	9.6	6.6

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

Ergebnisse TV-Panel 2010 / Deutschschweiz

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

Universum: 4'957'000 Personen (3+) Stichprobe: 2'227 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	1.5	0.8	1.3	10.0	16.1	8.2	6.7	1.9	1.0	1.4	10.5	18.9	9.9	7.2
16:15	1.6	0.8	1.4	9.6	17.3	8.8	7.5	2.0	1.1	1.5	10.2	20.1	10.5	7.8
16:30	1.6	0.9	1.4	9.3	18.5	9.4	8.1	2.0	1.1	1.6	9.9	21.2	11.1	8.4
16:45	1.7	0.9	1.6	9.3	19.6	10.0	8.6	2.1	1.2	1.7	9.9	22.2	11.6	8.9
17:00	1.9	1.0	1.7	9.6	20.7	10.5	9.5	2.2	1.2	1.8	10.1	23.2	12.1	9.6
17:15	2.0	1.1	1.8	9.6	22.7	11.6	10.4	2.4	1.3	1.9	10.1	24.8	13.0	10.4
17:30	2.1	1.2	1.8	9.4	24.3	12.4	11.0	2.4	1.4	1.9	9.9	26.2	13.8	10.9
17:45	2.2	1.2	1.8	8.8	26.3	13.6	11.4	2.5	1.4	1.9	9.3	28.1	14.8	11.3
18:00	2.1	1.1	1.7	7.0	30.1	15.9	11.7	2.3	1.3	1.8	7.6	31.4	16.8	11.6
18:15	2.2	1.2	1.6	6.9	32.0	17.0	12.5	2.4	1.3	1.7	7.4	33.3	17.9	12.4
18:30	2.2	1.2	1.6	6.7	34.5	18.5	13.5	2.5	1.4	1.7	7.1	35.6	19.3	13.4
18:45	2.4	1.4	1.7	6.9	36.7	19.9	14.3	2.6	1.5	1.8	7.2	37.8	20.8	14.4
19:00	2.5	1.4	1.9	6.2	40.8	22.6	14.9	2.7	1.5	2.0	6.6	41.3	23.1	14.9
19:15	2.7	1.6	2.0	6.3	44.3	24.7	15.6	2.9	1.7	2.0	6.6	44.5	25.1	15.5
19:30	2.8	1.6	2.0	5.6	50.7	28.6	15.5	2.9	1.7	2.0	5.8	50.7	29.0	15.5
19:45	2.9	1.7	1.9	5.5	54.0	30.8	16.2	3.0	1.8	2.0	5.8	53.8	31.1	16.0
20:00	3.3	2.0	1.8	6.2	55.0	31.7	16.3	3.4	2.0	1.9	6.4	54.9	32.1	16.3
20:15	3.5	2.2	1.8	6.5	57.2	33.3	15.9	3.6	2.2	1.9	6.6	57.4	34.0	16.2
20:30	3.8	2.3	1.8	6.8	59.2	34.7	16.2	3.8	2.4	1.9	6.9	59.4	35.5	16.5
20:45	4.0	2.5	1.7	7.0	60.5	35.6	15.7	4.0	2.6	1.8	7.1	60.7	36.4	16.2
21:00	4.1	2.6	1.6	7.2	60.9	35.9	14.1	4.1	2.6	1.7	7.2	61.3	36.8	15.0
21:15	4.1	2.6	1.5	7.3	60.8	35.8	12.5	4.2	2.7	1.5	7.3	61.3	36.9	13.6
21:30	4.1	2.5	1.3	7.2	60.0	35.3	11.2	4.1	2.6	1.4	7.3	60.6	36.4	12.4
21:45	3.9	2.4	1.2	7.4	57.1	33.4	9.5	4.0	2.5	1.2	7.4	57.6	34.5	10.7
22:00	3.6	2.2	0.9	7.0	55.0	32.1	8.2	3.7	2.3	1.0	7.1	55.2	32.9	9.3
22:15	3.4	2.1	0.8	7.5	48.2	27.9	6.6	3.5	2.1	0.8	7.5	49.1	29.1	7.5
22:30	3.1	1.8	0.6	7.6	42.3	24.3	5.2	3.2	1.9	0.7	7.6	43.4	25.5	6.0
22:45	2.8	1.6	0.5	7.6	37.5	21.4	4.2	2.9	1.7	0.5	7.7	38.5	22.4	4.9
23:00	2.5	1.4	0.4	7.7	32.6	18.3	3.3	2.6	1.5	0.5	7.9	33.6	19.3	3.9
23:15	2.2	1.2	0.3	7.8	27.7	15.4	2.5	2.3	1.3	0.4	8.0	28.8	16.4	3.0
23:30	1.9	1.0	0.3	7.9	23.7	13.1	1.9	2.0	1.1	0.3	8.2	24.7	13.9	2.4
23:45	1.6	0.9	0.2	8.0	19.9	11.0	1.6	1.7	1.0	0.2	8.2	20.9	11.7	1.9
00:00	1.4	0.8	0.2	8.2	16.7	9.1	1.3	1.5	0.8	0.2	8.4	17.7	9.9	1.5
00:15	1.2	0.6	0.2	8.1	13.9	7.6	1.0	1.3	0.7	0.2	8.4	14.8	8.2	1.2
00:30	1.0	0.5	0.2	8.1	11.6	6.3	0.8	1.1	0.6	0.2	8.3	12.5	6.9	1.0
00:45	0.8	0.4	0.2	7.9	10.0	5.4	0.7	0.9	0.5	0.2	8.1	10.8	6.0	0.8
NR 24h	28	18	19		88	68	57	28	19	20		88	69	58
NT 24h	20	11	11		265	145	75	23	13	12		281	156	81
NS 24h	74	61	57		299	212	132	80	65	60		318	225	141

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 2010 / Deutschschweiz

VIERTELSTUNDEN-RATING in % (Sa / So)

Universum: 4'957'000 Personen (3+) Stichprobe: 2'226 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	0.0	7.5	3.0	1.5	0.3	0.3	0.1	0.1	7.5	3.0	1.5	0.4
06:15	0.3	0.1	0.1	7.3	3.1	1.5	0.5	0.3	0.1	0.1	7.5	3.1	1.6	0.5
06:30	0.3	0.1	0.1	7.9	3.3	1.6	0.7	0.3	0.1	0.1	7.8	3.3	1.6	0.7
06:45	0.3	0.1	0.1	8.1	3.6	1.8	1.1	0.3	0.1	0.1	7.8	3.6	1.8	1.0
07:00	0.4	0.2	0.1	8.2	4.2	2.0	1.7	0.4	0.2	0.1	7.5	4.0	2.0	1.3
07:15	0.5	0.2	0.2	9.5	4.7	2.3	2.5	0.4	0.2	0.1	8.0	4.4	2.2	1.8
07:30	0.6	0.3	0.4	10.2	5.3	2.7	3.3	0.5	0.2	0.2	8.4	5.0	2.5	2.6
07:45	0.6	0.3	0.6	10.4	6.0	3.1	4.6	0.6	0.3	0.3	8.6	5.9	3.0	3.9
08:00	0.7	0.3	0.7	9.9	6.8	3.5	5.7	0.7	0.3	0.4	9.2	7.1	3.7	5.3
08:15	0.8	0.4	0.9	10.2	7.5	3.8	6.8	0.8	0.4	0.6	9.5	8.1	4.2	6.4
08:30	0.9	0.4	1.0	10.5	8.2	4.1	7.5	0.9	0.5	0.8	10.0	8.9	4.6	7.0
08:45	0.9	0.5	1.1	10.4	8.8	4.4	8.5	1.1	0.5	0.9	10.6	9.9	5.2	7.9
09:00	1.1	0.5	1.2	11.0	9.5	4.7	9.0	1.3	0.6	1.0	11.4	11.1	5.8	8.7
09:15	1.2	0.6	1.3	11.8	10.0	5.0	9.2	1.4	0.7	1.1	11.8	12.3	6.4	9.3
09:30	1.2	0.6	1.3	12.2	10.4	5.2	9.1	1.5	0.8	1.2	11.2	13.7	7.2	9.4
09:45	1.4	0.7	1.3	12.7	11.0	5.5	8.8	1.7	0.9	1.3	11.4	15.1	7.9	9.7
10:00	1.4	0.7	1.4	12.7	11.7	5.9	8.8	1.8	0.9	1.4	11.1	16.7	8.8	9.7
10:15	1.6	0.8	1.5	13.0	12.4	6.3	8.9	1.9	1.0	1.4	11.4	17.8	9.4	9.4
10:30	1.7	0.8	1.6	13.3	12.9	6.5	8.5	2.1	1.1	1.5	11.7	18.8	9.9	8.9
10:45	1.7	0.9	1.6	13.5	13.2	6.7	8.3	2.2	1.2	1.5	11.7	19.8	10.4	8.9
11:00	1.8	0.9	1.6	13.3	13.8	7.0	8.3	2.3	1.2	1.4	11.8	20.7	10.9	8.6
11:15	1.8	0.9	1.6	13.4	14.3	7.3	8.1	2.4	1.3	1.4	11.8	21.2	11.1	8.4
11:30	1.9	1.0	1.7	13.3	14.9	7.6	8.1	2.4	1.3	1.5	11.8	21.6	11.4	8.5
11:45	1.9	1.0	1.6	13.1	15.5	8.0	8.0	2.5	1.3	1.4	11.7	22.0	11.7	8.5
12:00	1.9	1.0	1.4	12.2	16.3	8.4	7.4	2.5	1.4	1.4	12.0	22.2	11.9	8.1
12:15	1.9	1.0	1.3	11.9	17.1	8.9	7.0	2.6	1.4	1.4	12.2	22.4	12.0	7.9
12:30	1.9	1.0	1.3	11.6	18.0	9.4	7.1	2.6	1.5	1.4	12.1	23.0	12.4	8.0
12:45	2.0	1.0	1.3	10.7	19.0	10.0	7.2	2.8	1.5	1.5	12.1	23.9	13.0	8.1
13:00	1.9	1.0	1.4	10.4	19.5	10.3	7.5	2.8	1.6	1.5	12.0	24.6	13.3	7.9
13:15	2.0	1.1	1.4	10.9	19.3	10.2	7.3	2.9	1.6	1.4	12.1	24.6	13.3	7.5
13:30	2.0	1.1	1.4	11.1	19.3	10.2	7.0	2.8	1.6	1.4	11.8	25.1	13.6	7.4
13:45	2.1	1.1	1.4	11.4	19.2	10.1	6.8	2.9	1.6	1.4	11.6	25.8	14.0	7.5
14:00	2.1	1.1	1.4	11.5	19.3	10.0	6.8	2.9	1.6	1.4	11.4	26.6	14.5	7.6
14:15	2.1	1.1	1.4	11.7	19.2	10.0	6.7	2.9	1.7	1.4	11.5	26.7	14.6	7.8
14:30	2.1	1.2	1.4	11.7	19.5	10.1	6.7	3.0	1.7	1.5	11.6	27.1	14.8	8.1
14:45	2.2	1.2	1.6	12.0	20.0	10.3	6.9	3.0	1.7	1.6	11.7	27.4	15.0	8.3
15:00	2.2	1.2	1.7	12.2	20.0	10.4	6.8	3.0	1.8	1.7	11.5	27.7	15.2	8.5
15:15	2.3	1.3	1.8	12.4	20.2	10.5	7.1	3.1	1.8	1.8	11.6	28.1	15.5	8.5
15:30	2.4	1.3	1.8	12.5	20.7	10.8	7.2	3.2	1.8	1.8	11.6	28.6	15.8	8.4
15:45	2.4	1.4	1.7	12.3	21.5	11.3	7.3	3.3	1.9	1.9	11.7	29.0	16.1	8.6

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

Ergebnisse TV-Panel 2010 / Deutschschweiz

VIERTELSTUNDEN-RATING in % (Sa / So)

Universum: 4'957'000 Personen (3+) Stichprobe: 2'227 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	2.5	1.4	1.7	11.9	22.5	11.8	7.4	3.3	1.9	2.0	11.5	29.8	16.6	9.0
16:15	2.6	1.4	1.8	11.8	23.6	12.4	7.6	3.4	2.0	2.0	11.5	30.6	17.2	9.4
16:30	2.7	1.5	1.9	11.6	24.7	13.1	8.2	3.4	2.0	2.1	11.2	31.5	17.7	10.0
16:45	2.7	1.5	2.0	11.4	25.5	13.5	8.7	3.5	2.0	2.1	11.0	32.2	18.1	10.2
17:00	2.9	1.6	2.0	11.8	26.0	13.9	9.2	3.5	2.0	2.1	11.0	32.8	18.5	10.7
17:15	3.0	1.7	2.2	12.0	26.9	14.4	9.8	3.5	2.0	2.2	10.9	33.4	18.9	11.2
17:30	2.9	1.7	2.2	11.4	28.2	15.1	10.3	3.5	2.0	2.3	10.7	34.1	19.2	11.4
17:45	3.0	1.7	2.3	10.9	29.6	15.9	10.8	3.5	2.0	2.1	10.4	35.3	19.8	11.5
18:00	2.8	1.6	2.0	9.3	31.5	17.1	10.9	3.3	1.9	2.1	9.0	37.7	21.1	12.1
18:15	2.8	1.6	1.8	8.9	32.5	17.8	11.3	3.3	1.9	2.0	8.5	40.3	22.8	13.3
18:30	2.8	1.6	1.8	8.3	34.1	18.8	12.0	3.3	1.9	2.0	8.1	42.5	24.3	14.3
18:45	2.8	1.6	1.9	7.8	36.3	20.3	13.1	3.4	2.0	2.1	7.9	44.7	25.8	15.8
19:00	2.8	1.6	2.0	7.4	38.3	21.7	13.6	3.4	2.0	2.1	7.5	47.1	27.5	16.3
19:15	2.9	1.7	2.2	7.4	40.4	23.0	14.2	3.6	2.1	2.1	7.5	49.2	29.0	16.4
19:30	2.8	1.7	2.2	6.4	45.7	26.6	14.5	3.6	2.2	2.1	6.5	55.9	33.4	16.0
19:45	3.0	1.8	2.1	6.4	47.9	28.2	15.2	3.7	2.2	2.0	6.3	59.1	35.7	16.0
20:00	3.3	2.1	2.5	7.1	48.9	29.4	17.2	3.9	2.4	1.9	6.6	60.8	37.2	15.5
20:15	3.5	2.3	2.8	7.3	51.8	31.8	19.7	4.1	2.6	1.8	6.6	64.2	39.9	14.3
20:30	3.7	2.5	2.8	7.5	53.7	33.5	20.9	4.3	2.8	1.6	6.8	66.4	41.6	13.9
20:45	3.8	2.6	2.7	7.6	54.9	34.6	21.7	4.4	2.9	1.5	6.9	67.8	42.7	13.6
21:00	3.9	2.7	2.5	7.7	56.0	35.4	21.5	4.5	3.0	1.3	6.9	68.4	43.1	12.7
21:15	4.0	2.8	2.3	7.8	56.5	35.8	21.1	4.5	3.0	1.1	6.9	68.3	43.1	11.5
21:30	4.0	2.8	2.3	7.8	56.6	35.9	20.5	4.5	3.0	1.0	7.0	67.5	42.5	10.4
21:45	4.0	2.7	2.0	7.8	55.3	35.1	19.0	4.3	2.8	0.9	7.3	62.7	39.3	8.8
22:00	3.8	2.6	1.6	7.7	53.6	33.9	16.8	4.0	2.6	0.6	7.2	57.9	36.0	7.1
22:15	3.6	2.4	1.4	7.7	51.0	32.1	14.1	3.7	2.3	0.5	7.2	52.2	32.1	5.6
22:30	3.5	2.3	1.1	7.9	47.1	29.4	11.8	3.3	2.0	0.4	7.5	45.1	27.3	4.4
22:45	3.4	2.2	0.9	8.4	43.0	26.7	9.7	3.0	1.8	0.3	7.9	38.7	23.1	3.7
23:00	3.2	2.1	0.9	8.8	39.4	24.2	8.0	2.6	1.5	0.3	8.0	33.1	19.5	3.0
23:15	3.1	1.9	0.7	9.2	35.3	21.4	6.2	2.2	1.3	0.2	8.2	27.6	16.0	2.3
23:30	2.9	1.8	0.5	9.7	31.6	19.0	5.2	1.9	1.1	0.2	8.2	22.7	13.0	1.8
23:45	2.5	1.6	0.4	9.6	28.1	16.7	4.3	1.6	0.9	0.2	8.3	18.8	10.7	1.4
00:00	2.3	1.4	0.3	9.7	24.6	14.5	3.3	1.3	0.7	0.1	8.1	15.8	8.9	1.1
00:15	2.0	1.2	0.3	9.9	21.3	12.5	2.7	1.1	0.6	0.1	8.2	13.1	7.3	0.8
00:30	1.8	1.0	0.3	9.8	18.6	10.8	2.1	0.9	0.5	0.1	7.9	10.9	6.0	0.6
00:45	1.6	0.9	0.2	9.6	16.4	9.4	1.8	0.8	0.4	0.1	7.7	9.3	5.1	0.5
NR 24h	29	21	23		86	69	60	31	22	21		90	74	59
NT 24h	27	16	16		299	170	104	30	18	14		345	199	93
NS 24h	92	75	71		348	247	171	98	78	67		384	267	156

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 2010 - bis 30. April 2010 (Berechnung der Teletext-Nutzung auf Hochrechnungsbasis) / Deutschschweiz

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

Universum: 4'203'100 Personen (15+)

	Total		SRG SSR idée suisse					Ausland: Service public						
	HH	Pers 15+	SF1	SF2	SFi	TSR1	RSI La Uno	3SAT	ARTE	ARD	ZDF	ORF1	ORF2	ANDERE
06:00	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	0.0
06:15	0.4	0.2	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
06:30	0.6	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	0.6	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
07:00	0.6	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
07:15	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	0.1
07:30	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
07:45	0.6	0.3	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
08:00	0.7	0.3	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
08:15	0.7	0.3	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
08:30	0.7	0.4	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
08:45	0.8	0.4	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
09:00	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	0.1
09:15	0.9	0.5	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
09:30	1.0	0.5	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
09:45	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
10:00	0.9	0.5	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
10:15	0.9	0.5	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
10:30	0.8	0.4	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
10:45	0.9	0.5	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
11:00	1.0	0.5	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
11:15	0.9	0.5	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
11:30	0.9	0.5	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
11:45	1.2	0.6	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
12:00	1.3	0.7	0.3	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
12:15	1.2	0.7	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
12:30	1.3	0.7	0.2	0.2	0.0	0.0	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.3
12:45	1.3	0.8	0.3	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
13:00	1.2	0.7	0.3	0.2	0.0	0.0	0.0	0.0	0.0	0.1	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	0.1	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	1.1	0.6	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.1	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	0.6	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.2
14:30	0.8	0.4	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
14:45	0.9	0.5	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.2
15:00	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
15:15	0.9	0.5	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
15:30	1.0	0.5	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
15:45	1.1	0.6	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.2

2.19 Teletext Nutzung nach Sender: Reichweite in %

Ergebnisse TV-Panel 2010 - bis 30. April 2010 (Berechnung der Teletext-Nutzung auf Hochrechnungsbasis) / Deutschschweiz

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

Universum: 4'203'100 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	0.1	0.1	0.0	0.0	0.3
16:15	1.2	0.7	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.2
16:30	1.2	0.7	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
16:45	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
17:00	1.7	1.0	0.4	0.2	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.4
17:15	1.8	1.1	0.4	0.3	0.1	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.4
17:30	1.9	1.1	0.4	0.2	0.1	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.4
17:45	2.3	1.4	0.5	0.3	0.0	0.0	0.0	0.0	0.0	0.2	0.1	0.0	0.0	0.5
18:00	2.1	1.3	0.6	0.3	0.0	0.0	0.0	0.0	0.0	0.2	0.1	0.0	0.0	0.3
18:15	2.1	1.4	0.5	0.3	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.4
18:30	2.0	1.3	0.5	0.2	0.0	0.0	0.0	0.0	0.0	0.2	0.1	0.0	0.0	0.4
18:45	2.5	1.6	0.7	0.3	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.1	0.0	0.4
19:00	1.7	1.2	0.5	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
19:15	2.7	1.8	0.9	0.3	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.4
19:30	2.0	1.4	0.7	0.2	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.4
19:45	2.8	1.9	1.0	0.3	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.0	0.5
20:00	3.8	2.6	1.0	0.5	0.1	0.0	0.0	0.0	0.1	0.2	0.1	0.2	0.1	0.9
20:15	3.8	2.5	0.5	0.4	0.1	0.0	0.0	0.0	0.1	0.3	0.1	0.2	0.1	1.1
20:30	2.3	1.6	0.3	0.3	0.0	0.0	0.0	0.0	0.0	0.2	0.1	0.1	0.0	0.6
20:45	2.8	1.9	0.6	0.5	0.1	0.0	0.0	0.0	0.0	0.2	0.1	0.1	0.0	0.6
21:00	2.8	2.0	0.6	0.4	0.1	0.0	0.0	0.0	0.0	0.2	0.1	0.1	0.0	0.7
21:15	2.6	1.8	0.5	0.4	0.1	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.0	0.6
21:30	3.0	2.0	0.6	0.6	0.1	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.0	0.6
21:45	3.6	2.4	0.8	0.6	0.1	0.0	0.0	0.0	0.1	0.1	0.1	0.1	0.0	0.8
22:00	2.7	1.7	0.6	0.4	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.0	0.6
22:15	3.1	2.1	0.6	0.7	0.1	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.0	0.7
22:30	2.6	1.7	0.4	0.5	0.1	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.0	0.6
22:45	2.2	1.5	0.4	0.4	0.1	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.0	0.5
23:00	1.8	1.1	0.3	0.3	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.4
23:15	1.6	1.0	0.3	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.4
23:30	1.2	0.8	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
23:45	1.2	0.7	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
00:00	1.0	0.6	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
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	0.6	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
00:45	0.6	0.3	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
NR 18-23	22.6	15.6	6.7	4.7	0.8	0.2	0.0	0.4	0.6	1.8	1.0	1.3	0.5	7.4
NT 18-23	0.9	0.6	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.1
NR 24h	31.6	22.1	10.2	7.5	1.7	0.4	0.1	0.9	0.8	3.2	1.8	2.2	1.1	11.5
NT 24h	2.3	1.4	0.5	0.3	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.3

NR = Tagesreichweite %

NT = Nutzungsminuten gesamt

2.19 Teletext Nutzung nach Sender: Reichweite in %

Ergebnisse TV-Panel 2010 - ab 1. Mai 2010 (Berechnung der Teletext-Nutzung auf Gewichtungsbasis) / Deutschschweiz

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

Universum: 4'230'300 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	0.2	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
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	0.0
06:30	0.4	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
06:45	0.4	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
07:00	0.5	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
07:15	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	0.1
07:30	0.5	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
07:45	0.5	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
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	0.2	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	0.4	0.2	0.1	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	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
09:45	0.8	0.4	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
10:00	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	0.1
10:15	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	0.1
10:30	0.7	0.3	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
10:45	0.7	0.4	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
11:00	0.8	0.4	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
11:15	0.8	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
11:30	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	0.1
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	0.5	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
12:15	0.8	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
12:30	0.9	0.5	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
12:45	1.1	0.5	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
13:00	1.1	0.6	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
13:15	1.0	0.5	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
13:30	0.9	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
13:45	0.9	0.5	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
14:00	0.9	0.5	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
14:15	0.8	0.4	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
14:30	0.8	0.4	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
14:45	0.9	0.5	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
15:00	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
15:15	0.9	0.4	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
15:30	0.9	0.5	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
15:45	1.1	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

2.19 Teletext Nutzung nach Sender: Reichweite in %

Ergebnisse TV-Panel 2010 - ab 1. Mai 2010 (Berechnung der Teletext-Nutzung auf Gewichtungsbasis) / Deutschschweiz

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

Universum: 4'230'300 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	1.1	0.6	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
16:15	1.0	0.5	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
16:30	1.1	0.6	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
16:45	1.3	0.7	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
17:00	1.4	0.7	0.3	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
17:15	1.4	0.8	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
17:30	1.6	0.8	0.3	0.2	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.3
17:45	2.1	1.2	0.4	0.3	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.4
18:00	1.9	1.1	0.4	0.2	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.3
18:15	1.7	1.1	0.3	0.2	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.3
18:30	1.7	1.0	0.3	0.2	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.3
18:45	2.0	1.2	0.5	0.2	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.3
19:00	1.6	1.0	0.5	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
19:15	2.3	1.4	0.8	0.2	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.3
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	0.3
19:45	2.6	1.6	0.9	0.2	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.4
20:00	3.3	2.0	0.8	0.4	0.1	0.0	0.0	0.0	0.1	0.1	0.1	0.1	0.0	0.7
20:15	3.3	2.0	0.5	0.3	0.1	0.0	0.0	0.0	0.1	0.2	0.1	0.1	0.1	0.8
20:30	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	0.5
20:45	2.4	1.5	0.5	0.3	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.0	0.5
21:00	2.5	1.6	0.5	0.4	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.0	0.5
21:15	2.3	1.5	0.4	0.4	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.5
21:30	2.6	1.7	0.5	0.4	0.1	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.0	0.5
21:45	3.0	1.9	0.7	0.4	0.1	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.0	0.6
22:00	2.5	1.6	0.6	0.4	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.6
22:15	3.2	2.0	0.7	0.6	0.1	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.0	0.6
22:30	2.4	1.5	0.4	0.5	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.5
22:45	2.0	1.3	0.3	0.3	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.5
23:00	1.6	1.0	0.3	0.2	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.4
23:15	1.4	0.9	0.3	0.2	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.3
23:30	1.2	0.7	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
23:45	1.1	0.6	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.3
00:00	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
00:15	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
00:30	0.6	0.3	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
00:45	0.5	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
NR 18-23	20.5	13.3	6.0	3.8	0.7	0.1	0.0	0.3	0.4	1.3	0.7	0.9	0.4	5.9
NT 18-23	0.8	0.5	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
NR 24h	28.7	19.1	9.2	6.1	1.7	0.2	0.1	0.7	0.6	2.4	1.3	1.6	0.9	9.3
NT 24h	2.0	1.2	0.5	0.2	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.3

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 Mikrophon. 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 Mikrophon 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 20 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 Mediawatch tragen. Täglich tragen in der Schweiz und im Fürstentum Liechtenstein 1'012 Personen eine Mess-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 2010 / Deutsche Schweiz

VIERTELSTUNDEN-REICHWEITEN in % nach Wochentagen, Radio Total

Universum: 4'637'500 Personen (15+) Stichprobe: 30'528 Personen / 210'240 Messtage

	Wochentage							Montag - Freitag	Samstag - Sonntag	Montag - Sonntag
	Montag	Dienstag	Mittwoch	Donnerstag	Freitag	Samstag	Sonntag			
05:00	3.1	3.0	3.3	3.2	2.9	2.2	1.7	3.1	1.9	2.7
05:15	4.1	4.3	4.5	4.4	4.1	2.6	1.8	4.2	2.2	3.7
05:30	5.9	5.9	6.2	6.0	5.7	3.1	2.2	5.9	2.6	4.9
05:45	9.4	10.0	10.0	9.9	9.1	4.5	3.0	9.6	3.7	7.9
06:00	12.6	13.4	13.4	13.2	12.2	5.5	3.7	12.9	4.6	10.5
06:15	15.3	16.6	16.6	16.2	15.2	6.4	4.0	15.9	5.2	12.9
06:30	19.0	20.4	20.2	19.9	18.9	7.6	4.9	19.5	6.3	15.8
06:45	22.8	24.1	24.0	24.0	22.4	10.7	6.7	23.3	8.6	19.1
07:00	25.7	26.9	26.9	26.4	25.0	12.8	7.9	26.1	10.3	21.6
07:15	26.8	27.7	27.6	27.1	25.9	14.1	9.0	26.9	11.6	22.6
07:30	28.4	29.0	29.4	28.7	27.7	16.6	11.0	28.5	13.7	24.3
07:45	29.3	30.4	30.3	29.6	29.1	19.5	13.9	29.7	16.6	26.0
08:00	29.4	30.2	29.7	29.4	28.9	21.7	16.0	29.5	18.8	26.5
08:15	27.8	28.4	27.7	28.0	27.1	21.8	16.2	27.7	19.0	25.2
08:30	27.1	27.5	27.2	27.2	26.8	22.4	17.3	27.1	19.8	25.0
08:45	26.3	26.8	26.4	26.4	26.3	23.7	19.5	26.3	21.5	25.0
09:00	26.7	26.3	26.0	26.0	26.7	25.3	21.4	26.3	23.3	25.4
09:15	24.5	23.9	23.9	24.0	24.4	24.1	20.7	24.1	22.3	23.6
09:30	24.1	23.6	23.3	23.9	24.0	23.1	19.8	23.7	21.3	23.0
09:45	23.5	23.5	22.8	23.5	23.7	23.1	19.8	23.4	21.4	22.8
10:00	23.8	23.4	23.3	23.6	24.0	23.5	20.5	23.6	21.9	23.1
10:15	22.7	22.3	22.2	22.7	22.6	21.9	19.6	22.4	20.7	21.9
10:30	22.8	22.5	22.0	22.3	22.5	21.7	19.4	22.4	20.6	21.8
10:45	23.2	22.7	22.7	22.7	23.0	22.0	19.5	22.8	20.7	22.2
11:00	23.9	24.0	23.4	23.9	24.5	22.4	19.8	23.8	21.1	23.0
11:15	24.1	24.0	23.8	24.0	24.2	21.8	19.3	23.9	20.5	22.9
11:30	25.1	24.8	24.8	25.1	24.9	22.0	20.0	24.8	20.9	23.7
11:45	27.1	27.0	26.8	26.7	26.9	22.8	20.3	26.8	21.5	25.3
12:00	30.0	29.7	29.7	29.3	29.3	24.8	20.6	29.5	22.6	27.5
12:15	28.4	27.7	28.1	27.3	27.5	24.8	20.2	27.7	22.4	26.2
12:30	28.2	27.7	27.5	27.2	27.6	24.4	20.6	27.5	22.5	26.1
12:45	27.3	26.8	26.7	26.3	26.5	22.7	18.6	26.6	20.6	24.9
13:00	26.3	26.0	25.7	25.3	25.7	21.9	17.7	25.7	19.8	24.0
13:15	24.0	24.1	23.4	23.6	23.9	19.9	16.6	23.8	18.2	22.2
13:30	22.1	22.0	21.6	22.0	22.4	19.0	16.3	22.0	17.6	20.8
13:45	20.9	21.0	20.8	21.0	21.3	18.9	15.8	20.9	17.4	19.9
14:00	20.3	20.2	20.0	20.4	20.8	18.9	15.5	20.3	17.2	19.4
14:15	18.4	18.7	18.5	18.7	19.4	17.2	14.0	18.7	15.5	17.8
14:30	18.0	18.0	18.1	18.3	19.0	17.1	13.6	18.3	15.3	17.4
14:45	18.2	18.3	18.1	18.3	19.0	16.6	13.5	18.3	14.9	17.4

3.2 Radionutzung nach Wochentagen: Reichweite in %

Ergebnisse Radiopanel 2010 / Deutsche Schweiz

VIERTELSTUNDEN-REICHWEITEN in % nach Wochentagen, Radio Total

Universum: 4'637'500 Personen (15+) Stichprobe: 30'528 Personen / 210'240 Messtage

	Wochentage							Montag - Freitag	Samstag - Sonntag	Montag - Sonntag
	Montag	Dienstag	Mittwoch	Donnerstag	Freitag	Samstag	Sonntag			
15:00	18.4	18.4	18.5	18.6	19.3	16.5	13.6	18.6	15.0	17.6
15:15	17.8	17.6	17.8	18.0	18.5	15.6	13.0	17.9	14.2	16.9
15:30	18.2	17.8	17.9	18.1	18.9	15.9	13.3	18.2	14.6	17.1
15:45	18.8	18.2	18.7	18.7	19.1	16.2	13.8	18.6	15.0	17.6
16:00	20.2	19.4	20.0	19.9	20.7	16.9	14.6	19.9	15.7	18.7
16:15	19.5	19.1	19.4	19.4	19.4	15.6	13.8	19.2	14.7	17.9
16:30	19.9	19.5	19.7	19.8	19.5	15.8	14.2	19.6	14.9	18.2
16:45	20.7	20.7	20.9	20.6	20.3	16.2	14.8	20.5	15.4	19.0
17:00	22.5	22.8	22.8	22.6	22.3	17.6	16.3	22.5	16.9	20.9
17:15	22.0	21.8	22.1	21.8	20.8	16.6	15.8	21.6	16.1	20.0
17:30	22.2	22.1	22.4	22.1	21.0	16.5	16.1	21.8	16.2	20.2
17:45	21.9	22.1	22.4	21.8	21.0	16.8	16.3	21.7	16.6	20.2
18:00	21.5	21.9	21.6	21.7	21.0	17.4	16.9	21.4	17.1	20.2
18:15	19.6	19.8	19.8	19.7	19.0	15.7	15.0	19.4	15.2	18.2
18:30	18.4	18.2	18.6	18.7	17.9	14.5	13.6	18.3	14.0	17.0
18:45	16.5	16.9	17.1	17.0	16.3	13.3	12.6	16.7	12.9	15.6
19:00	14.6	15.0	14.8	15.2	14.5	12.4	12.1	14.8	12.1	14.0
19:15	12.3	12.4	12.6	13.1	12.0	10.5	10.3	12.4	10.4	11.8
19:30	10.4	10.5	10.7	10.9	9.9	8.7	8.8	10.4	8.7	9.9
19:45	9.3	9.4	9.6	9.7	9.0	8.0	8.1	9.3	7.9	8.9
20:00	9.2	9.2	9.6	9.2	8.7	7.8	8.0	9.1	7.8	8.7
20:15	8.4	7.9	8.4	7.9	7.5	6.9	7.0	7.9	6.8	7.6
20:30	8.0	7.2	7.6	7.4	7.0	6.3	6.5	7.4	6.3	7.1
20:45	7.7	6.8	7.8	7.3	6.6	6.0	6.3	7.2	6.0	6.8
21:00	7.8	6.8	7.6	7.7	6.4	5.9	6.4	7.2	6.0	6.9
21:15	7.2	6.0	7.0	7.4	6.0	5.5	5.7	6.7	5.6	6.4
21:30	7.4	6.3	7.0	7.2	5.9	5.6	5.7	6.7	5.6	6.4
21:45	7.8	6.9	7.5	7.4	6.3	5.7	6.2	7.1	6.0	6.8
22:00	7.7	7.0	7.5	7.2	6.7	6.0	6.7	7.2	6.3	6.9
22:15	6.7	6.3	6.7	6.7	6.3	5.5	6.1	6.5	5.8	6.3
22:30	6.3	5.8	6.4	6.1	6.1	5.1	6.0	6.1	5.6	6.0
22:45	6.0	5.6	6.1	6.0	6.3	5.5	6.0	6.0	5.7	5.9
23:00	5.6	5.4	6.0	5.7	6.1	5.7	5.4	5.8	5.5	5.7
23:15	4.7	4.5	5.0	4.9	5.5	5.0	4.6	4.9	4.7	4.9
23:30	4.0	4.1	4.5	4.4	5.2	4.7	4.0	4.5	4.3	4.4
23:45	3.7	3.6	3.8	3.9	4.9	4.4	3.6	4.0	4.0	4.0
Tagesreichweite	90.3	90.9	90.7	90.9	90.7	87.7	83.9	90.6	85.6	89.2
Nutzung in Min	125	124	125	125	123	103	93	124	98	117

3.2 Radionutzung nach Wochentagen: Reichweite in %

Ergebnisse Radiopanel 2010 / Deutsche Schweiz

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

Universum: 4'637'500 Personen (15+) Stichprobe: 30'528 Personen / 210'240 Messtage

3.3 Radionutzung nach Soziodemografie: Reichweite in %

Mediapulse: Jahresbericht 2010

	Geslecht			Alter					Abgeschlossene Ausbildung			
	Total Personen	Männer	Frauen	15-24	25-34	35-44	45-59	60+	keine/andere	oblig. Schule	Berufsausbildung	höhere Ausb.*
05:00	2.7	3.1	2.4	1.8	1.9	2.8	3.3	3.1	2.8	2.7	3.3	2.0
05:15	3.7	4.1	3.3	2.3	2.6	4.0	4.7	3.7	3.7	3.4	4.5	2.8
05:30	4.9	5.6	4.3	2.9	3.7	5.3	6.6	4.9	4.7	4.2	6.1	4.0
05:45	7.9	9.0	6.9	4.8	5.7	7.9	10.6	8.4	7.5	6.8	9.1	7.2
06:00	10.5	11.6	9.5	6.5	7.9	10.3	14.3	10.7	10.1	9.0	11.8	9.7
06:15	12.9	14.1	11.6	8.0	10.3	12.8	17.1	12.9	12.5	10.4	14.3	12.2
06:30	15.8	17.0	14.6	9.7	13.0	15.5	20.6	16.1	15.8	12.6	17.1	15.1
06:45	19.1	20.4	17.9	10.9	15.3	18.1	22.9	22.7	19.3	15.5	20.5	18.6
07:00	21.6	22.5	20.7	11.8	16.9	20.0	24.8	27.6	21.7	18.2	23.1	20.8
07:15	22.6	23.0	22.1	11.9	16.8	19.8	25.1	31.3	23.0	19.5	24.3	21.4
07:30	24.3	24.2	24.4	12.0	17.1	20.6	25.9	36.3	25.1	21.7	26.5	22.3
07:45	26.0	25.6	26.3	12.2	17.5	21.3	26.7	41.2	27.1	23.3	28.7	23.3
08:00	26.5	25.8	27.1	12.3	16.9	21.3	26.6	43.4	27.6	24.0	29.8	23.1
08:15	25.2	24.4	26.0	11.9	15.5	19.9	25.4	41.9	26.6	23.1	28.8	21.4
08:30	25.0	24.2	25.8	11.6	15.5	20.1	25.1	41.4	26.4	22.8	28.8	21.0
08:45	25.0	24.1	25.8	11.8	16.0	19.7	25.2	41.0	26.2	22.5	29.0	20.8
09:00	25.4	24.6	26.2	12.3	16.3	20.0	25.8	41.5	26.6	23.0	29.4	21.3
09:15	23.6	22.9	24.3	11.6	15.7	18.8	24.3	37.6	24.5	21.8	27.6	19.4
09:30	23.0	22.5	23.5	11.8	15.9	18.5	24.1	35.7	24.0	20.8	27.0	18.9
09:45	22.8	22.3	23.3	11.5	15.5	18.9	24.1	34.9	24.0	20.6	26.8	18.6
10:00	23.1	22.5	23.6	12.1	15.6	19.9	24.3	34.6	24.1	20.9	27.1	19.0
10:15	21.9	21.3	22.5	12.0	15.0	19.0	23.2	32.3	22.6	20.3	25.7	17.9
10:30	21.8	21.2	22.5	12.0	15.1	19.0	23.1	32.0	22.5	20.1	25.7	17.9
10:45	22.2	21.7	22.6	12.3	15.3	19.4	23.3	32.6	22.8	20.5	26.1	18.2
11:00	23.0	22.3	23.7	12.8	16.2	20.1	24.6	33.2	23.7	21.4	27.1	18.8
11:15	22.9	21.8	24.1	12.7	15.8	19.9	24.8	33.0	23.7	21.6	27.1	18.4
11:30	23.7	22.5	24.8	13.1	16.0	20.7	25.6	34.3	24.4	22.4	27.9	19.2
11:45	25.3	24.4	26.1	13.7	17.2	21.4	26.9	37.7	25.8	23.7	29.4	21.1
12:00	27.5	26.9	28.1	15.0	18.5	22.8	29.3	41.4	28.1	25.1	31.6	23.6
12:15	26.2	25.3	27.0	13.9	15.6	19.7	27.6	42.5	26.8	24.2	29.7	22.7
12:30	26.1	25.3	26.8	13.6	15.1	19.2	27.6	42.8	27.0	23.5	29.2	23.0
12:45	24.9	24.6	25.2	13.9	16.0	19.5	26.4	38.7	25.6	22.1	28.2	21.8
13:00	24.0	24.0	24.0	14.1	16.9	20.1	25.7	34.8	25.2	20.7	27.2	21.0
13:15	22.2	22.3	22.1	12.7	16.1	19.2	23.9	31.4	23.1	18.7	25.3	19.4
13:30	20.8	20.8	20.7	12.2	15.1	18.2	22.4	29.0	21.8	17.8	23.7	18.0
13:45	19.9	20.0	19.9	11.9	14.4	17.3	22.0	27.4	21.0	17.5	22.7	17.1
14:00	19.4	19.7	19.1	12.0	14.7	17.7	21.2	25.7	20.5	16.5	22.3	16.7
14:15	17.8	18.2	17.4	11.2	14.0	16.6	19.6	22.7	18.9	15.2	20.5	15.2
14:30	17.4	18.0	16.8	11.2	13.8	16.5	19.2	21.9	18.7	14.7	20.0	14.9
14:45	17.4	18.2	16.6	11.2	13.6	16.4	19.2	21.8	18.6	14.7	19.9	14.9

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

Ergebnisse Radiopanel 2010 / Deutsche Schweiz

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

Universum: 4'637'500 Personen (15+) Stichprobe: 30'528 Personen / 210'240 Messtage

3.3 Radionutzung nach Soziodemografie: Reichweite in %

Mediapulse: Jahresbericht 2010

	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	17.6	18.4	16.8	11.4	13.8	16.6	19.4	22.1	18.9	15.1	20.0	15.1
15:15	16.9	17.8	16.0	11.2	13.4	15.9	18.7	21.0	18.3	14.7	19.2	14.4
15:30	17.1	18.1	16.3	11.3	13.7	16.0	19.2	21.2	18.5	14.9	19.6	14.6
15:45	17.6	18.5	16.7	11.4	13.8	16.2	19.7	22.2	18.9	15.3	20.1	15.0
16:00	18.7	19.7	17.7	12.1	14.7	17.3	21.1	23.3	20.1	16.0	21.3	16.1
16:15	17.9	19.0	16.9	11.8	14.2	17.1	20.3	21.7	19.3	14.9	20.3	15.5
16:30	18.2	19.4	17.1	12.1	14.8	17.4	20.5	22.0	19.5	15.5	20.7	15.8
16:45	19.0	20.1	18.0	12.2	14.9	17.7	21.4	23.9	20.3	16.2	21.7	16.5
17:00	20.9	22.0	19.8	13.1	16.6	19.1	23.5	26.4	22.2	17.4	23.5	18.5
17:15	20.0	21.0	19.0	11.9	15.8	18.4	22.5	25.7	21.3	16.5	22.5	17.9
17:30	20.2	21.0	19.4	11.4	15.3	18.3	22.5	27.0	21.1	16.1	22.4	18.6
17:45	20.2	20.8	19.7	11.0	14.7	17.6	22.1	28.6	21.1	16.1	22.0	19.2
18:00	20.2	20.7	19.7	11.5	14.7	17.1	22.2	28.4	20.7	16.1	21.4	19.9
18:15	18.2	18.8	17.8	10.3	13.0	15.7	20.1	25.7	19.2	14.2	19.3	18.0
18:30	17.0	17.7	16.4	10.2	12.7	14.8	19.1	22.9	17.7	13.3	17.9	16.9
18:45	15.6	16.1	15.1	9.6	11.6	13.6	17.7	20.7	16.2	12.3	16.3	15.5
19:00	14.0	14.4	13.7	9.1	10.8	12.8	16.3	17.3	14.6	10.9	14.5	14.3
19:15	11.8	12.3	11.4	8.1	9.7	11.3	13.8	13.5	12.4	9.3	12.0	12.1
19:30	9.9	10.5	9.4	7.4	8.9	9.7	11.8	10.3	10.3	8.1	10.1	10.1
19:45	8.9	9.6	8.3	6.9	8.1	8.7	10.6	8.9	9.1	7.4	9.1	9.0
20:00	8.7	9.3	8.2	6.6	7.4	8.2	10.3	9.6	8.8	7.4	9.0	8.9
20:15	7.6	8.2	7.0	5.9	6.5	6.9	8.7	8.7	7.6	6.6	7.7	7.8
20:30	7.1	7.7	6.6	5.6	6.0	6.3	8.0	8.3	7.0	6.0	7.2	7.3
20:45	6.8	7.4	6.4	5.0	5.5	5.8	7.8	8.5	6.7	5.8	7.0	7.1
21:00	6.9	7.3	6.4	4.9	5.3	5.5	7.9	8.9	6.7	5.9	7.0	7.1
21:15	6.4	6.8	6.0	4.7	4.7	5.1	7.3	8.3	6.4	5.5	6.5	6.4
21:30	6.4	6.7	6.1	4.9	4.7	5.0	7.2	8.5	6.3	5.7	6.7	6.3
21:45	6.8	7.1	6.6	4.7	4.9	5.1	7.3	9.9	6.4	6.1	7.0	6.9
22:00	6.9	7.2	6.7	4.6	5.0	5.0	7.6	10.0	6.7	6.0	7.1	7.1
22:15	6.3	6.4	6.2	4.4	4.5	4.7	6.8	9.0	6.3	5.4	6.6	6.3
22:30	6.0	6.0	6.0	4.1	4.2	4.4	6.5	8.7	5.7	5.2	6.3	5.9
22:45	5.9	5.9	5.9	3.9	4.1	4.3	6.3	9.0	5.6	5.2	6.3	5.9
23:00	5.7	5.8	5.7	3.7	3.8	4.2	6.0	8.8	5.4	5.1	6.2	5.6
23:15	4.9	4.9	4.8	3.2	3.4	3.6	5.0	7.4	4.7	4.2	5.3	4.7
23:30	4.4	4.5	4.3	2.9	3.1	3.3	4.6	6.7	4.4	3.7	5.0	4.1
23:45	4.0	4.1	3.9	2.5	2.6	2.8	4.1	6.4	4.0	3.3	4.5	3.6
Tagesreichweite	89.2	89.1	89.3	74.7	83.7	89.2	93.0	96.5	90.0	82.3	91.3	88.6
Nutzung in Min.	117	117	116	66	78	90	122	181	120	105	132	102

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

Ergebnisse Radiopanel 2010 / Deutsche Schweiz

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

Universum: 4'637'500 Personen (15+) Stichprobe: 30'528 Personen / 210'240 Messtage

3.4 Radionutzung nach Soziodemografie: Reichweite in Tausend

Mediapulse: Jahresbericht 2010

	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	126.3	69.9	56.4	11.4	13.5	25.1	39.0	37.3	20.8	13.1	58.7	32.7
05:15	169.6	92.5	77.1	14.7	19.2	35.2	55.6	44.9	27.6	16.3	79.7	44.8
05:30	228.5	126.2	102.3	18.8	26.5	46.7	77.6	58.9	35.4	20.5	106.6	64.6
05:45	368.0	204.0	164.0	30.8	41.5	69.6	124.8	101.2	56.7	33.0	159.5	117.0
06:00	487.1	263.4	223.8	42.0	57.5	90.5	168.1	129.0	76.4	43.4	207.9	156.8
06:15	595.8	320.7	275.1	51.7	74.8	112.5	201.8	154.9	94.3	50.3	250.8	197.5
06:30	730.7	385.6	345.1	62.7	94.5	136.8	242.6	194.1	119.7	60.8	301.3	245.9
06:45	885.7	463.0	422.7	70.0	111.6	159.7	270.6	273.7	145.6	74.6	360.2	301.6
07:00	1'000.7	511.1	489.6	76.2	122.8	176.4	292.4	333.0	164.2	87.9	406.6	337.9
07:15	1'045.8	522.9	522.9	76.5	122.5	174.5	295.8	376.5	173.8	94.1	426.5	347.3
07:30	1'127.0	550.9	576.1	77.4	124.8	181.7	305.5	437.6	190.0	104.5	466.8	361.6
07:45	1'204.3	582.2	622.0	78.3	127.4	187.8	314.7	496.0	204.7	112.5	504.5	378.5
08:00	1'227.3	585.9	641.4	79.3	123.0	187.9	314.4	522.7	208.4	115.8	524.6	374.9
08:15	1'169.4	553.9	615.4	76.3	113.1	175.2	299.6	505.2	201.0	111.6	505.8	347.3
08:30	1'159.4	549.9	609.6	74.9	113.1	177.0	296.0	498.4	199.2	110.1	505.8	340.7
08:45	1'157.6	546.8	610.8	76.0	116.2	173.4	297.7	494.3	198.2	108.6	509.7	337.5
09:00	1'179.0	559.6	619.4	78.9	118.9	176.6	304.5	500.0	200.8	111.0	517.7	345.8
09:15	1'093.5	519.8	573.6	74.9	114.3	165.3	286.5	452.6	184.9	105.0	485.2	314.9
09:30	1'068.5	512.2	556.2	76.2	115.7	162.6	284.2	429.7	181.7	100.5	475.1	307.6
09:45	1'057.2	505.9	551.3	73.8	113.0	166.2	283.8	420.4	181.2	99.5	470.7	302.3
10:00	1'070.7	512.2	558.5	77.8	113.3	175.5	286.8	417.3	182.0	101.0	476.5	307.8
10:15	1'015.4	484.6	530.8	77.4	109.1	167.3	273.2	388.5	170.9	97.9	452.2	290.8
10:30	1'012.8	482.1	530.7	77.1	109.7	167.6	272.7	385.7	169.9	97.1	451.5	290.8
10:45	1'028.5	494.0	534.6	78.8	111.6	170.8	274.6	392.7	172.3	99.1	459.1	295.0
11:00	1'067.6	506.6	561.0	82.2	117.9	176.8	290.3	400.4	179.2	103.2	476.6	305.5
11:15	1'063.0	494.5	568.5	81.9	115.1	175.8	292.8	397.5	179.4	104.2	476.8	299.2
11:30	1'098.9	512.3	586.5	84.6	116.7	182.5	301.5	413.7	184.1	108.0	491.1	312.1
11:45	1'172.6	555.5	617.1	88.3	125.0	188.8	316.9	453.5	194.7	114.5	517.2	342.4
12:00	1'275.9	611.1	664.8	96.4	134.3	201.0	346.0	498.3	211.9	121.2	555.6	383.4
12:15	1'214.0	575.9	638.1	89.2	113.8	173.3	326.0	511.7	202.8	116.9	521.4	369.2
12:30	1'208.2	575.3	632.9	87.7	109.9	169.1	325.8	515.7	204.0	113.2	514.2	372.9
12:45	1'154.7	560.0	594.7	89.3	116.2	171.5	310.9	466.7	193.2	106.7	496.4	354.6
13:00	1'113.1	546.6	566.5	90.5	123.1	177.1	302.9	419.5	190.1	99.9	478.3	341.3
13:15	1'028.3	506.4	522.0	81.8	117.1	169.0	281.8	378.6	174.7	90.3	444.8	315.2
13:30	962.4	473.2	489.3	78.3	109.6	160.2	264.8	349.6	164.7	85.7	416.0	293.0
13:45	923.6	453.8	469.8	76.3	105.0	152.7	259.0	330.6	158.5	84.3	399.8	278.0
14:00	899.9	448.2	451.8	77.4	107.0	156.3	249.9	309.4	154.6	79.5	391.5	271.3
14:15	825.9	414.7	411.2	72.0	102.0	146.5	231.4	274.0	142.9	73.4	360.2	246.4
14:30	808.3	410.3	398.0	72.3	100.2	145.4	226.7	263.7	141.0	70.9	351.6	241.8
14:45	805.7	413.6	392.1	72.1	99.2	144.9	227.0	262.6	140.2	70.7	350.2	241.9

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

Ergebnisse Radiopanel 2010 / Deutsche Schweiz

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

Universum: 4'637'500 Personen (15+) Stichprobe: 30'528 Personen / 210'240 Messtage

3.4 Radionutzung nach Soziodemografie: Reichweite in Tausend

Mediapulse: Jahresbericht 2010

	Total	Geschlecht		Alter					Abgeschlossene Ausbildung			
	Personen	Männer	Frauen	15-24	25-34	35-44	45-59	60+	keine/andere	oblig. Schule	Berufslehre	höhere Ausb.*
15:00	815.4	419.3	396.1	73.3	100.6	146.5	229.1	265.9	143.0	73.1	351.5	245.0
15:15	783.2	404.0	379.2	72.0	97.5	139.9	221.1	252.7	138.3	71.1	337.1	234.0
15:30	794.8	410.6	384.2	72.8	99.8	140.6	226.8	254.8	139.8	71.8	344.0	236.6
15:45	816.6	421.1	395.5	73.6	100.4	142.9	232.6	267.0	143.0	73.7	353.4	243.8
16:00	867.6	448.4	419.2	78.2	106.6	152.5	249.3	281.0	152.0	77.4	374.3	261.0
16:15	830.2	430.9	399.3	75.9	103.2	150.9	239.2	260.8	146.1	72.0	357.4	251.9
16:30	845.4	440.4	405.0	77.6	107.4	153.7	242.2	264.5	147.3	75.0	363.2	256.9
16:45	883.1	457.0	426.2	78.4	108.8	155.8	252.3	287.9	153.4	78.3	381.0	267.7
17:00	967.9	499.4	468.5	84.6	120.8	168.0	276.9	317.6	168.0	83.7	413.3	300.3
17:15	928.3	478.3	450.1	76.3	115.0	161.8	265.6	309.6	160.9	79.8	395.2	290.0
17:30	935.5	477.1	458.4	73.2	111.4	160.9	264.9	325.1	159.3	77.8	393.2	302.1
17:45	938.5	474.0	464.6	71.1	107.2	155.4	260.7	344.2	159.5	77.5	386.6	312.1
18:00	936.0	470.0	466.0	74.2	106.6	150.8	262.2	342.3	156.5	77.9	376.5	322.6
18:15	846.0	426.3	419.7	66.5	94.8	138.3	237.5	309.0	144.7	68.3	339.1	291.6
18:30	790.3	402.5	387.7	65.8	92.8	130.1	225.4	276.3	133.9	64.3	314.2	275.2
18:45	723.0	366.1	356.9	62.0	84.2	119.5	208.6	248.7	122.5	59.2	286.9	251.9
19:00	650.8	327.6	323.2	58.6	78.3	112.6	192.7	208.7	110.4	52.6	254.1	231.7
19:15	548.2	279.5	268.7	52.3	70.3	99.6	163.2	162.7	93.5	44.9	211.7	196.2
19:30	459.8	238.1	221.7	47.6	64.5	85.5	138.6	123.7	78.1	39.0	177.7	163.6
19:45	412.6	217.1	195.5	44.4	59.2	76.8	124.6	107.6	68.4	35.9	160.1	146.9
20:00	405.3	212.1	193.3	42.4	53.9	72.3	121.7	115.0	66.3	35.5	157.6	144.6
20:15	353.1	187.0	166.2	38.2	47.4	61.2	102.0	104.3	57.7	31.8	136.1	126.2
20:30	329.0	173.9	155.0	35.8	43.4	55.4	94.3	100.0	53.1	29.2	127.1	118.7
20:45	317.3	167.1	150.2	32.4	39.9	50.9	92.0	102.0	50.4	28.2	122.7	114.8
21:00	318.1	166.8	151.3	31.6	38.6	48.7	92.6	106.6	50.5	28.4	122.9	115.2
21:15	294.9	154.3	140.6	30.5	34.0	44.7	85.6	100.1	48.1	26.6	114.5	104.5
21:30	296.3	152.7	143.7	31.7	34.2	43.7	84.4	102.3	47.6	27.4	117.1	102.8
21:45	315.4	160.3	155.1	30.1	35.4	44.6	86.5	118.8	48.6	29.6	123.7	112.4
22:00	320.7	163.3	157.4	29.6	36.7	43.9	89.7	120.8	50.4	29.0	125.2	115.1
22:15	291.9	145.4	146.5	28.3	32.9	41.7	80.8	108.3	47.8	26.1	115.1	101.7
22:30	276.6	135.4	141.2	26.1	30.7	38.4	76.5	104.9	43.4	25.1	110.5	96.5
22:45	274.6	135.0	139.7	25.1	29.6	38.1	74.0	107.8	42.6	25.3	110.1	95.6
23:00	265.2	131.5	133.7	23.9	27.7	36.9	70.8	105.8	40.5	24.4	108.5	90.9
23:15	225.9	111.7	114.2	20.5	24.4	32.1	59.3	89.6	35.7	20.3	92.8	76.3
23:30	205.1	102.5	102.6	18.3	22.4	29.1	54.5	80.7	33.1	17.7	87.4	66.2
23:45	184.8	93.3	91.5	16.0	18.8	24.7	47.9	77.4	30.3	15.7	79.6	58.5
Tagesreichweite	4'135.4	2'025.7	2'109.8	481.0	609.0	786.1	1'097.0	1'162.5	679.8	397.0	1'605.0	1'439.4
Nutzung in Min.	117	117	116	66	78	90	122	181	120	105	132	102

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

Ergebnisse Radiopanel 2010 / Deutsche Schweiz

PUBLIKUMSANTEILE in % (Mo-So), Radio Total

Universum: 4'637'500 Personen (15+) Stichprobe: 30'528 Personen / 210'240 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	55	45	9	10	19	29	33	16	11	47	25
05:15	100	55	45	9	11	20	31	29	16	10	48	26
05:30	100	55	45	9	11	20	32	28	15	9	47	28
05:45	100	55	45	8	11	19	33	29	15	9	45	30
06:00	100	54	46	8	11	18	34	29	15	9	43	33
06:15	100	53	47	9	12	18	34	28	15	9	43	33
06:30	100	53	48	8	12	18	33	29	16	8	42	34
06:45	100	51	49	7	12	17	31	33	16	8	41	34
07:00	100	50	50	7	11	16	28	38	16	9	41	34
07:15	100	49	51	7	11	16	28	39	16	9	41	33
07:30	100	48	52	6	10	14	26	43	17	10	41	32
07:45	100	48	53	6	10	14	25	45	17	10	42	31
08:00	100	47	53	6	9	14	24	48	17	10	43	30
08:15	100	47	53	6	9	13	24	47	17	10	44	29
08:30	100	47	54	6	9	13	25	47	17	10	44	29
08:45	100	47	54	6	9	13	24	47	17	10	44	29
09:00	100	47	53	7	9	13	24	47	17	10	44	29
09:15	100	47	53	7	10	13	25	46	17	10	44	29
09:30	100	47	53	7	10	14	25	44	17	10	45	28
09:45	100	48	53	7	10	14	25	43	17	10	45	28
10:00	100	48	52	7	10	15	26	42	17	10	45	29
10:15	100	48	53	8	10	15	26	42	17	10	44	29
10:30	100	47	53	8	10	15	26	41	17	10	45	29
10:45	100	48	52	8	11	15	26	41	17	10	45	28
11:00	100	47	53	8	11	15	26	41	17	10	45	28
11:15	100	46	54	8	11	15	26	41	17	10	45	28
11:30	100	46	54	8	10	15	26	41	17	10	45	28
11:45	100	46	54	8	10	14	26	43	16	10	45	28
12:00	100	47	53	7	9	14	26	44	16	10	44	30
12:15	100	47	53	7	8	12	25	47	16	10	43	30
12:30	100	48	52	7	8	12	25	48	17	10	43	31
12:45	100	48	52	7	9	13	26	46	17	9	43	31
13:00	100	49	51	8	10	14	26	43	17	9	43	31
13:15	100	49	52	8	10	15	26	42	17	9	43	31
13:30	100	48	52	8	11	15	26	41	17	9	44	30
13:45	100	49	51	8	11	15	27	39	17	10	44	30
14:00	100	50	51	9	11	16	27	38	17	9	44	30
14:15	100	50	50	9	12	16	27	36	17	9	44	30
14:30	100	50	50	9	12	16	27	36	17	9	44	30
14:45	100	51	49	9	12	16	27	36	17	9	44	30

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

Ergebnisse Radiopanel 2010 / Deutsche Schweiz

PUBLIKUMSANTEILE in % (Mo-So), Radio Total

Universum: 4'637'500 Personen (15+) Stichprobe: 30'528 Personen / 210'240 Messtage

3.5 Radionutzung nach Soziodemografie: Publikumsanteile in %

Mediapulse: Jahresbericht 2010

	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	16	27	36	17	9	43	30
15:15	100	51	49	9	12	16	27	35	18	10	43	30
15:30	100	51	49	9	12	16	27	35	17	10	43	30
15:45	100	51	49	9	12	16	28	36	17	10	43	30
16:00	100	51	49	9	12	16	28	35	17	10	43	30
16:15	100	52	48	9	12	16	28	35	17	9	43	30
16:30	100	52	48	9	12	16	28	35	17	9	43	30
16:45	100	52	48	9	12	16	28	36	17	9	43	30
17:00	100	52	48	8	12	16	28	36	17	9	43	31
17:15	100	52	48	8	12	16	28	37	17	9	43	31
17:30	100	51	49	7	11	15	28	39	17	9	42	32
17:45	100	50	50	7	10	15	27	40	17	8	41	33
18:00	100	50	50	7	10	14	27	42	17	8	40	35
18:15	100	51	49	7	10	14	27	41	17	8	40	35
18:30	100	51	49	8	11	15	28	39	17	8	40	35
18:45	100	51	49	8	11	15	28	38	17	8	40	35
19:00	100	51	49	9	11	16	29	35	17	8	39	36
19:15	100	51	49	9	12	17	29	33	17	8	38	36
19:30	100	52	48	11	14	17	30	29	17	9	39	36
19:45	100	52	48	11	14	17	30	28	17	9	39	35
20:00	100	53	47	11	13	17	29	31	17	9	38	36
20:15	100	53	47	11	13	16	28	33	16	9	39	36
20:30	100	53	47	10	12	15	28	35	16	9	39	36
20:45	100	53	47	10	12	14	28	36	16	9	39	36
21:00	100	53	47	10	11	14	28	37	16	9	39	36
21:15	100	52	48	10	10	13	28	39	16	9	39	36
21:30	100	52	49	10	10	13	28	39	16	9	40	35
21:45	100	51	49	9	10	13	27	41	15	9	40	35
22:00	100	51	49	9	10	13	27	41	15	9	39	36
22:15	100	50	51	9	10	13	27	41	16	9	40	35
22:30	100	48	52	9	10	13	27	42	15	9	40	35
22:45	100	48	52	8	10	13	26	43	15	9	41	34
23:00	100	49	51	8	10	13	26	43	15	9	41	34
23:15	100	49	51	8	10	13	26	43	16	9	42	33
23:30	100	49	51	8	10	13	25	43	16	9	43	31
23:45	100	49	51	8	9	13	25	45	16	9	44	31
Tages- publikumsanteil	100	49	51	8	11	15	27	40	17	9	43	31

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

Ergebnisse Radiopanel 2010 / Deutsche Schweiz

TAGESREICHWEITEN in %, Radio Total

Universum: 4'637'500 Personen (15+) Stichprobe: 30'528 Personen / 210'240 Messtage

	Wochentage							Montag - Freitag	Samstag - Sonntag	Montag - Sonntag
	Montag	Dienstag	Mittwoch	Donnerstag	Freitag	Samstag	Sonntag			
Total Personen	90.3	90.9	90.7	90.9	90.7	87.7	83.9	90.6	85.6	89.2
Geschlecht										
Männer	90.3	91.2	90.7	90.9	90.8	87.1	83.2	90.7	85.1	89.1
Frauen	90.3	90.6	90.7	91.0	90.6	88.2	84.6	90.5	86.1	89.3
Alter										
15-24	75.6	76.9	76.8	77.6	77.7	72.2	67.1	76.9	69.3	74.7
25-34	85.7	85.6	86.1	85.8	86.2	81.9	75.6	85.7	78.5	83.7
35-44	91.1	91.5	90.9	91.6	90.0	86.5	82.5	91.0	84.7	89.2
45-59	93.7	94.9	94.6	94.3	94.5	91.7	88.2	94.3	89.7	93.0
60+	96.7	97.1	96.9	97.1	97.0	96.1	94.5	97.0	95.3	96.5
Abgeschlossene Ausbildung										
keine/andere	91.0	91.6	91.2	91.9	91.3	88.5	84.2	91.4	86.3	90.0
oblig. Schule	83.5	83.6	83.9	84.8	83.9	81.6	75.6	83.8	78.4	82.3
Berufslehre	92.3	93.3	92.9	93.3	92.9	89.4	85.5	92.9	87.3	91.3
höhere Ausbildung*	89.8	90.1	90.1	89.7	89.9	87.3	84.5	89.8	85.7	88.6

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

3.6 Radionutzung nach Wochentag und Soziodemografie: Reichweite in %

Ergebnisse Radiopanel 2010 / Deutsche Schweiz

NUTZUNG in Minuten, Radio Total

Universum: 4'637'500 Personen (15+) Stichprobe: 30'528 Personen / 210'240 Messtage

	Wochentage							Montag - Freitag	Samstag - Sonntag	Montag - Sonntag
	Montag	Dienstag	Mittwoch	Donnerstag	Freitag	Samstag	Sonntag			
Total Personen	125	124	125	125	123	103	93	124	98	117
Geschlecht										
Männer	127	127	127	127	124	101	89	126	95	117
Frauen	124	121	123	123	121	106	96	122	101	116
Alter										
15-24	70	72	73	74	72	56	51	72	54	66
25-34	85	88	87	84	85	64	56	86	59	78
35-44	99	100	99	99	96	72	63	99	68	90
45-59	132	131	132	132	131	107	95	131	101	122
60+	191	185	186	188	184	171	157	187	165	181
Abgeschlossene Ausbildung										
keine/andere	129	127	128	127	125	104	91	128	98	120
oblig. Schule	112	112	113	112	112	98	85	111	92	105
Berufslehre	143	142	141	143	139	115	102	141	108	132
höhere Ausbildung*	108	107	109	108	107	92	86	108	89	102

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

3.7 Radionutzung nach Wochentag und Soziodemografie: Nutzung in Minuten

Ergebnisse Radiopanel 2010 / Deutsche Schweiz

VIERTELSTUNDEN-REICHWEITEN in % (Mo-So)

Universum: 4'637'500 Personen (15+) Stichprobe: 30'528 Personen / 210'240 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	2.7	1.6	1.0	0.1	0.0	0.5	0.0	0.0	0.1	1.7	0.9	0.2	0.1	0.0	0.0
05:15	3.7	2.2	1.3	0.1	0.0	0.7	0.0	0.0	0.2	2.3	1.2	0.2	0.1	0.0	0.1
05:30	4.9	3.1	1.8	0.1	0.1	1.0	0.0	0.0	0.2	3.2	1.5	0.3	0.1	0.0	0.1
05:45	7.9	5.2	3.3	0.2	0.2	1.6	0.1	0.0	0.2	5.4	2.3	0.3	0.2	0.0	0.1
06:00	10.5	6.9	4.2	0.2	0.4	2.1	0.1	0.0	0.3	7.1	3.2	0.4	0.2	0.0	0.1
06:15	12.9	8.3	4.9	0.2	0.5	2.7	0.1	0.0	0.3	8.5	4.2	0.5	0.2	0.0	0.1
06:30	15.8	10.2	5.7	0.3	0.7	3.4	0.4	0.0	0.4	10.6	5.1	0.5	0.3	0.0	0.2
06:45	19.1	12.6	7.3	0.4	0.8	4.0	0.5	0.0	0.5	13.1	5.9	0.7	0.4	0.1	0.2
07:00	21.6	14.5	8.7	0.5	0.8	4.4	0.6	0.1	0.6	15.0	6.4	0.8	0.4	0.1	0.2
07:15	22.6	15.3	9.0	0.6	1.0	4.5	0.6	0.0	0.7	15.9	6.5	0.8	0.4	0.1	0.2
07:30	24.3	16.7	10.1	0.6	1.2	4.7	0.6	0.0	0.8	17.4	6.8	0.8	0.4	0.1	0.2
07:45	26.0	17.9	10.9	0.8	1.2	5.0	0.6	0.0	0.8	18.6	7.1	1.0	0.5	0.1	0.2
08:00	26.5	18.0	11.0	1.0	1.1	4.8	0.8	0.1	1.0	18.9	7.2	1.1	0.6	0.1	0.3
08:15	25.2	17.0	10.1	1.1	1.1	4.6	0.5	0.0	1.0	17.9	6.9	1.0	0.5	0.1	0.3
08:30	25.0	16.4	9.3	1.2	1.1	4.6	0.5	0.0	1.1	17.4	7.1	1.1	0.6	0.1	0.3
08:45	25.0	16.0	8.9	1.2	1.2	4.5	0.5	0.0	1.1	17.0	7.3	1.3	0.8	0.1	0.3
09:00	25.4	16.1	9.3	1.4	1.4	4.6	0.4	0.1	1.2	17.2	7.5	1.5	0.8	0.1	0.3
09:15	23.6	14.4	7.7	1.2	1.1	4.3	0.3	0.0	1.3	15.5	7.2	1.5	0.8	0.1	0.3
09:30	23.0	13.6	7.1	1.2	1.0	4.4	0.1	0.0	1.3	14.8	7.4	1.5	0.9	0.1	0.3
09:45	22.8	13.2	7.1	1.1	0.9	4.3	0.1	0.0	1.2	14.4	7.5	1.5	0.9	0.1	0.3
10:00	23.1	13.3	7.2	1.1	0.9	4.5	0.1	0.1	1.2	14.5	7.7	1.6	1.0	0.1	0.3
10:15	21.9	12.4	6.4	1.1	0.7	4.3	0.1	0.0	1.2	13.6	7.3	1.5	0.9	0.1	0.3
10:30	21.8	12.4	6.4	1.1	0.7	4.4	0.1	0.0	1.3	13.6	7.3	1.5	0.9	0.1	0.3
10:45	22.2	12.7	6.6	1.1	0.7	4.4	0.1	0.0	1.2	13.8	7.4	1.4	0.8	0.1	0.3
11:00	23.0	13.2	7.0	1.1	0.8	4.6	0.1	0.1	1.2	14.3	7.8	1.5	0.9	0.1	0.3
11:15	22.9	13.2	6.9	1.1	0.7	4.6	0.1	0.0	1.3	14.4	7.6	1.4	0.8	0.1	0.4
11:30	23.7	13.7	7.4	1.1	0.7	4.7	0.1	0.0	1.3	14.9	7.8	1.5	0.9	0.1	0.4
11:45	25.3	15.2	8.6	1.1	0.7	4.9	0.2	0.0	1.3	16.4	8.0	1.6	0.9	0.2	0.4
12:00	27.5	17.1	10.2	1.2	0.8	5.0	0.4	0.2	1.2	18.2	8.6	1.5	0.8	0.1	0.3
12:15	26.2	17.1	11.4	1.0	0.8	4.1	0.2	0.1	1.2	18.2	7.4	1.2	0.7	0.1	0.3
12:30	26.1	17.3	11.8	1.0	0.9	3.8	0.5	0.0	1.1	18.4	7.2	1.1	0.5	0.1	0.3
12:45	24.9	16.0	10.1	0.9	0.9	4.1	0.5	0.0	1.1	17.0	7.2	1.2	0.7	0.1	0.3
13:00	24.0	14.7	8.6	0.9	1.1	4.4	0.4	0.1	1.1	15.8	7.5	1.3	0.7	0.1	0.3
13:15	22.2	13.4	7.2	0.9	1.0	4.4	0.3	0.0	1.1	14.4	7.0	1.3	0.7	0.1	0.3
13:30	20.8	12.2	6.3	0.9	1.0	4.1	0.1	0.0	1.1	13.2	6.8	1.3	0.7	0.1	0.3
13:45	19.9	11.6	5.9	0.8	0.9	4.0	0.1	0.0	1.0	12.5	6.6	1.3	0.7	0.1	0.3
14:00	19.4	10.9	5.7	0.9	0.7	4.1	0.1	0.1	1.0	11.9	6.7	1.4	0.8	0.1	0.3
14:15	17.8	9.6	4.4	0.8	0.6	4.0	0.1	0.0	1.0	10.6	6.3	1.3	0.8	0.1	0.3
14:30	17.4	9.2	4.1	0.7	0.6	3.9	0.1	0.0	1.0	10.1	6.3	1.4	0.8	0.1	0.3
14:45	17.4	9.2	4.0	0.8	0.6	3.9	0.1	0.0	0.9	10.1	6.4	1.3	0.8	0.1	0.3

Ergebnisse Radiopanel 2010 / Deutsche Schweiz

VIERTELSTUNDEN-REICHWEITEN in % (Mo-So)

Universum: 4'637'500 Personen (15+) Stichprobe: 30'528 Personen / 210'240 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	17.6	9.5	4.3	0.8	0.7	3.9	0.1	0.1	1.0	10.4	6.4	1.3	0.8	0.1	0.3
15:15	16.9	9.0	3.9	0.8	0.6	3.9	0.1	0.0	1.0	9.9	6.1	1.2	0.7	0.1	0.3
15:30	17.1	9.1	3.9	0.8	0.5	3.9	0.1	0.0	1.0	10.1	6.3	1.2	0.7	0.1	0.3
15:45	17.6	9.5	4.2	0.9	0.6	3.9	0.1	0.0	1.0	10.4	6.5	1.2	0.7	0.1	0.3
16:00	18.7	10.1	4.6	1.1	0.6	4.2	0.1	0.1	1.0	11.1	6.9	1.3	0.7	0.1	0.3
16:15	17.9	9.7	4.1	1.1	0.5	4.1	0.1	0.0	1.0	10.6	6.6	1.2	0.6	0.1	0.3
16:30	18.2	9.8	4.1	1.1	0.5	4.2	0.1	0.0	1.0	10.8	6.7	1.2	0.6	0.1	0.3
16:45	19.0	10.7	4.7	1.1	0.5	4.3	0.1	0.0	1.0	11.6	6.8	1.2	0.7	0.1	0.3
17:00	20.9	11.8	5.6	1.2	0.7	4.4	0.3	0.2	1.1	12.8	7.4	1.4	0.8	0.1	0.3
17:15	20.0	11.4	5.7	1.1	0.6	4.2	0.2	0.1	1.1	12.4	7.0	1.3	0.7	0.1	0.3
17:30	20.2	11.8	6.3	1.1	0.5	4.0	0.1	0.0	1.1	12.7	6.8	1.2	0.7	0.1	0.3
17:45	20.2	12.2	6.9	1.0	0.6	3.8	0.1	0.0	1.0	13.1	6.6	1.2	0.7	0.1	0.3
18:00	20.2	12.3	7.2	0.9	0.5	3.6	0.4	0.1	1.0	13.2	6.4	1.1	0.6	0.1	0.3
18:15	18.2	11.1	6.5	0.7	0.5	3.2	0.4	0.0	1.0	12.0	5.6	1.1	0.6	0.1	0.3
18:30	17.0	10.0	5.7	0.6	0.6	3.1	0.3	0.0	1.0	10.9	5.5	1.1	0.6	0.1	0.3
18:45	15.6	8.9	4.9	0.6	0.8	2.7	0.2	0.0	1.0	9.8	5.1	1.1	0.6	0.1	0.2
19:00	14.0	7.8	3.8	0.6	1.0	2.6	0.4	0.1	0.9	8.7	4.9	1.0	0.6	0.1	0.3
19:15	11.8	6.2	2.4	0.5	0.9	2.2	0.3	0.0	0.9	7.0	4.3	0.9	0.5	0.1	0.2
19:30	9.9	5.1	1.9	0.4	0.7	2.0	0.2	0.0	0.7	5.7	3.7	0.7	0.4	0.1	0.2
19:45	8.9	4.4	1.8	0.3	0.6	1.8	0.1	0.0	0.6	5.0	3.5	0.6	0.4	0.0	0.2
20:00	8.7	4.5	2.2	0.3	0.5	1.7	0.1	0.0	0.7	5.1	3.3	0.7	0.4	0.1	0.2
20:15	7.6	3.7	1.8	0.3	0.4	1.3	0.1	0.0	0.6	4.3	2.9	0.7	0.3	0.0	0.1
20:30	7.1	3.5	1.7	0.3	0.3	1.2	0.1	0.0	0.6	4.0	2.7	0.6	0.3	0.1	0.1
20:45	6.8	3.4	1.7	0.3	0.3	1.1	0.1	0.0	0.6	3.9	2.5	0.6	0.3	0.0	0.1
21:00	6.9	3.5	1.9	0.3	0.3	1.1	0.1	0.0	0.6	4.0	2.4	0.6	0.3	0.1	0.1
21:15	6.4	3.2	1.6	0.3	0.3	0.9	0.1	0.0	0.6	3.7	2.2	0.6	0.3	0.1	0.1
21:30	6.4	3.1	1.7	0.3	0.3	0.9	0.1	0.0	0.6	3.7	2.3	0.6	0.3	0.1	0.1
21:45	6.8	3.6	2.1	0.3	0.3	0.9	0.1	0.0	0.6	4.1	2.3	0.6	0.3	0.1	0.1
22:00	6.9	3.9	2.4	0.3	0.3	0.9	0.1	0.0	0.6	4.4	2.2	0.5	0.3	0.0	0.1
22:15	6.3	3.4	2.0	0.3	0.3	0.8	0.1	0.0	0.5	3.9	2.0	0.6	0.3	0.0	0.1
22:30	6.0	3.3	2.0	0.3	0.3	0.7	0.1	0.0	0.5	3.7	1.8	0.5	0.3	0.0	0.1
22:45	5.9	3.3	2.1	0.3	0.2	0.7	0.1	0.0	0.5	3.7	1.8	0.5	0.3	0.0	0.1
23:00	5.7	3.3	2.2	0.3	0.2	0.7	0.1	0.0	0.5	3.8	1.7	0.5	0.2	0.0	0.1
23:15	4.9	2.7	1.7	0.2	0.2	0.5	0.0	0.0	0.4	3.1	1.5	0.4	0.2	0.0	0.1
23:30	4.4	2.4	1.6	0.2	0.2	0.5	0.0	0.0	0.4	2.8	1.4	0.4	0.2	0.0	0.1
23:45	4.0	2.2	1.5	0.2	0.2	0.4	0.0	0.0	0.3	2.5	1.2	0.3	0.2	0.0	0.1
Tagesreichweite	89.2	63.4	39.3	6.8	8.4	29.0	8.6	1.8	17.6	68.8	51.3	22.5	9.7	2.9	4.1
Nutzung in Min.	117	72	40	5	5	21	1	0	5	77	34	6	4	0	1

3.8 Radionutzung nach Sender: Reichweite in %

Ergebnisse Radiopanel 2010 / Deutsche Schweiz

VIERTELSTUNDEN-REICHWEITEN in Tausend (Mo-So)

Universum: 4'637'500 Personen (15+) Stichprobe: 30'528 Personen / 210'240 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	126.3	75.5	46.9	4.3	1.3	22.9	1.3	0.5	5.8	80.5	39.8	8.6	4.2	1.1	1.6
05:15	169.6	101.5	62.0	3.9	1.9	33.1	1.0	0.6	7.5	108.4	54.1	10.4	4.9	1.0	2.7
05:30	228.5	141.4	85.2	5.0	3.4	47.9	1.6	0.6	8.4	149.2	71.4	12.9	6.7	1.0	3.3
05:45	368.0	242.2	150.8	7.2	10.0	73.5	2.5	1.4	11.1	251.6	106.7	15.8	8.4	1.3	4.0
06:00	487.1	318.6	195.9	10.5	16.9	98.1	5.8	1.9	11.9	329.1	149.5	19.4	10.2	1.8	4.6
06:15	595.8	383.4	225.2	10.6	24.9	124.4	5.2	0.3	14.0	396.2	192.3	21.5	11.1	1.5	5.9
06:30	730.7	473.0	263.4	12.0	34.1	158.4	16.8	0.3	19.9	490.7	235.0	25.0	12.9	2.0	6.9
06:45	885.7	585.4	337.8	16.1	35.0	185.9	22.9	1.1	23.5	606.7	271.9	30.4	17.5	2.3	7.1
07:00	1'000.7	670.9	403.2	23.0	35.0	201.9	28.7	3.5	27.8	695.7	298.5	34.9	19.5	3.0	7.3
07:15	1'045.8	710.2	418.6	25.7	46.6	209.1	29.2	0.4	30.9	738.1	300.1	35.2	18.2	2.5	9.0
07:30	1'127.0	773.6	466.5	28.4	54.8	216.8	26.3	0.9	34.9	805.0	313.3	39.1	19.9	2.6	10.1
07:45	1'204.3	829.0	506.1	35.8	53.7	229.8	26.7	2.0	38.3	862.7	328.7	45.4	25.1	3.1	10.4
08:00	1'227.3	835.3	511.8	46.3	50.9	224.1	35.9	5.7	45.1	875.1	334.1	49.8	27.4	3.6	11.4
08:15	1'169.4	788.4	469.0	52.7	50.1	212.1	24.4	1.0	46.3	831.2	319.3	47.6	24.9	3.1	11.6
08:30	1'159.4	760.3	432.4	54.8	50.8	214.1	23.1	0.8	49.8	805.9	327.5	52.8	29.4	3.6	12.0
08:45	1'157.6	740.4	413.9	55.4	54.9	210.7	20.8	1.6	50.4	786.8	338.6	58.5	34.8	4.2	12.3
09:00	1'179.0	746.4	429.7	62.7	62.8	212.0	17.7	5.2	57.3	797.2	345.7	68.2	39.0	5.3	14.0
09:15	1'093.5	666.7	356.5	57.5	50.7	199.1	13.0	1.0	57.9	720.0	331.6	68.6	38.3	5.7	14.4
09:30	1'068.5	630.2	329.8	54.5	46.8	203.1	6.2	1.2	58.2	684.3	341.9	67.4	39.7	5.5	13.8
09:45	1'057.2	614.2	328.4	51.8	40.4	199.1	5.3	1.7	57.7	667.6	345.7	67.5	41.0	5.0	14.2
10:00	1'070.7	617.6	333.5	51.7	42.7	206.7	6.1	3.8	57.7	670.6	354.6	72.8	44.5	4.8	14.5
10:15	1'015.4	576.8	298.0	48.8	32.2	200.6	3.9	1.4	56.3	629.8	338.5	69.2	41.6	4.4	15.2
10:30	1'012.8	576.3	296.0	49.0	32.5	201.7	3.7	1.3	58.7	630.9	337.1	67.4	39.8	4.5	14.5
10:45	1'028.5	588.0	305.9	48.7	33.1	204.8	4.5	2.0	54.9	639.3	344.7	66.8	39.2	5.0	14.9
11:00	1'067.6	611.0	323.4	52.3	39.1	214.6	5.4	3.3	56.3	663.0	360.4	68.3	39.5	4.7	15.6
11:15	1'063.0	611.9	321.2	48.7	32.4	212.9	4.3	1.2	58.4	666.8	350.8	66.9	38.4	4.4	16.1
11:30	1'098.9	635.7	341.1	49.8	31.2	217.4	5.3	1.1	59.2	691.1	362.3	71.0	40.5	5.8	16.0
11:45	1'172.6	703.2	397.7	52.2	31.8	225.7	6.8	1.9	59.9	759.1	371.4	72.7	41.4	8.0	16.5
12:00	1'275.9	792.8	474.5	53.7	37.3	230.6	19.2	10.9	56.8	844.1	399.2	68.2	39.0	5.9	15.5
12:15	1'214.0	794.6	527.6	47.4	37.3	189.9	10.6	2.6	53.5	842.7	341.9	57.1	33.0	4.1	13.2
12:30	1'208.2	804.0	546.9	47.7	40.5	177.8	24.0	1.3	51.8	851.1	332.9	49.7	25.2	4.4	12.8
12:45	1'154.7	741.4	470.1	41.5	40.4	189.5	21.0	2.1	50.6	787.9	335.9	55.0	30.0	4.3	14.1
13:00	1'113.1	683.6	399.3	42.7	50.1	203.0	20.1	3.5	52.2	730.4	349.6	61.8	33.8	4.6	15.1
13:15	1'028.3	619.2	331.6	40.7	45.0	204.6	13.6	1.2	52.1	667.4	326.2	59.4	32.6	4.8	14.2
13:30	962.4	564.4	292.6	39.4	44.6	191.7	4.2	1.3	50.5	611.4	313.6	60.2	33.9	4.3	14.2
13:45	923.6	535.5	274.5	38.6	39.8	187.3	3.8	1.9	46.5	578.6	306.2	59.9	34.2	4.7	14.1
14:00	899.9	507.4	261.9	41.5	31.6	188.8	5.2	4.3	46.3	549.8	310.9	64.1	35.8	5.9	14.8
14:15	825.9	447.1	203.7	34.7	28.2	183.8	3.1	1.1	47.6	491.5	293.2	61.7	34.7	5.5	14.4
14:30	808.3	427.0	189.9	33.5	25.7	179.2	3.7	1.3	45.8	470.4	293.5	63.8	36.6	5.7	14.1
14:45	805.7	427.5	186.4	35.0	27.4	181.3	3.6	1.9	43.3	468.6	295.1	62.1	36.0	5.4	14.3

3.9 Radionutzung nach Sender: Reichweite in Tausend

Ergebnisse Radiopanel 2010 / Deutsche Schweiz

VIERTELSTUNDEN-REICHWEITEN in Tausend (Mo-So)

Universum: 4'637'500 Personen (15+) Stichprobe: 30'528 Personen / 210'240 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	815.4	438.7	197.7	38.3	32.6	182.4	4.5	3.0	44.8	479.8	296.0	61.7	35.0	4.7	14.8
15:15	783.2	418.4	178.4	35.9	26.2	180.0	3.4	1.1	45.3	460.8	284.2	57.0	31.8	3.9	13.8
15:30	794.8	422.6	182.1	38.5	24.9	179.2	3.2	1.1	45.9	466.0	293.0	56.4	32.0	4.3	13.2
15:45	816.6	440.1	193.5	43.0	25.9	182.4	3.1	1.8	44.9	482.2	299.4	56.0	31.9	3.4	14.2
16:00	867.6	469.3	213.8	49.6	27.7	194.7	4.4	2.1	47.7	513.0	317.8	59.6	32.2	5.0	14.7
16:15	830.2	448.5	190.7	48.9	23.4	188.4	3.2	0.9	47.3	492.8	307.1	53.4	28.0	4.6	14.6
16:30	845.4	456.3	192.2	48.9	23.1	195.0	3.7	0.8	46.7	500.5	312.5	54.6	28.1	5.2	15.2
16:45	883.1	493.7	219.0	52.4	24.9	199.8	4.8	1.5	46.4	537.4	314.5	56.9	30.4	4.8	15.4
17:00	967.9	547.5	261.1	53.8	30.0	205.5	15.7	9.3	51.0	594.5	341.4	63.1	36.0	4.5	15.7
17:15	928.3	530.6	266.4	50.9	25.9	194.9	7.6	3.3	50.7	576.9	323.5	58.7	32.6	4.5	15.2
17:30	935.5	545.2	292.2	50.3	24.7	185.8	3.7	0.7	49.3	590.9	317.3	56.7	32.2	3.2	14.4
17:45	938.5	564.1	318.6	47.5	25.4	178.2	5.1	1.5	47.8	607.8	304.8	53.3	30.6	3.0	13.9
18:00	936.0	568.6	335.9	42.7	25.1	166.0	18.7	2.9	47.6	611.7	298.2	52.3	29.9	3.7	13.1
18:15	846.0	514.1	302.4	33.4	24.4	149.3	16.2	0.8	44.6	555.6	261.6	50.9	28.6	3.2	12.0
18:30	790.3	464.3	265.1	29.5	29.3	141.5	12.9	0.8	45.7	506.3	256.7	50.1	28.0	3.5	11.5
18:45	723.0	413.5	226.8	28.6	36.6	127.1	7.0	1.6	45.7	455.8	237.0	50.0	28.1	4.0	10.9
19:00	650.8	362.1	173.7	29.2	44.7	119.2	16.4	3.0	43.7	401.2	227.5	46.2	25.8	3.2	11.4
19:15	548.2	287.3	113.0	22.6	41.2	103.4	15.7	0.6	40.0	325.1	197.2	41.0	22.8	3.1	9.7
19:30	459.8	235.4	90.1	16.6	34.1	91.9	10.0	0.6	32.6	266.3	173.6	34.0	19.0	2.3	8.0
19:45	412.6	204.4	83.9	13.0	26.4	82.9	3.6	0.9	28.6	231.4	163.6	29.8	17.3	1.9	6.9
20:00	405.3	207.3	99.8	15.6	21.0	78.2	4.2	1.7	31.7	236.0	152.3	33.8	18.3	2.1	6.8
20:15	353.1	173.0	81.1	13.8	16.9	61.8	2.7	0.8	29.1	200.5	133.3	30.4	15.8	1.9	6.7
20:30	329.0	159.9	76.7	13.1	15.4	54.6	2.2	0.8	28.8	187.3	123.7	27.9	15.0	2.2	6.2
20:45	317.3	155.4	79.2	13.2	14.6	49.0	2.4	0.6	27.5	181.6	117.7	27.7	15.2	1.7	6.1
21:00	318.1	161.9	86.2	14.7	14.8	48.7	3.7	0.5	27.4	187.6	112.4	28.9	14.7	2.9	6.1
21:15	294.9	146.3	76.3	13.0	13.7	43.6	2.5	0.6	27.3	172.2	103.7	27.3	13.3	3.0	5.9
21:30	296.3	144.2	77.4	13.4	12.3	41.1	2.1	0.4	27.3	170.4	107.2	26.8	12.9	3.1	6.0
21:45	315.4	166.4	96.5	14.6	13.5	42.1	2.9	0.4	27.0	192.1	106.1	25.6	12.6	2.9	5.5
22:00	320.7	182.3	113.1	15.3	15.9	43.7	4.5	0.4	25.4	205.6	100.3	25.1	13.8	1.7	5.3
22:15	291.9	157.8	92.9	13.8	14.2	36.5	2.4	0.4	24.7	181.2	92.3	25.6	12.9	2.0	5.0
22:30	276.6	150.7	90.5	13.4	12.8	34.0	2.1	0.5	24.3	173.6	85.3	24.3	12.8	2.0	4.6
22:45	274.6	150.6	96.3	12.4	10.7	30.8	2.4	0.4	24.1	173.5	84.9	22.2	11.8	2.0	4.3
23:00	265.2	152.6	101.2	12.5	9.6	30.6	3.2	0.6	23.2	174.2	77.0	20.7	10.9	1.5	3.9
23:15	225.9	124.4	80.2	10.0	8.5	24.9	1.8	0.6	19.9	143.4	68.8	18.6	9.8	1.6	3.4
23:30	205.1	111.7	72.4	8.4	7.9	22.1	1.8	0.6	17.7	129.0	63.7	16.4	8.6	1.2	3.0
23:45	184.8	103.0	69.8	7.2	7.0	17.9	1.7	0.7	15.4	117.8	55.5	15.2	8.2	1.1	3.1
Tagesreichweite	4'135.4	2'940.5	1'820.1	313.3	391.4	1'343.4	400.2	82.9	817.9	3'192.3	2'378.1	1'041.0	450.1	134.8	189.9
Nutzung in Min.	117	72	40	5	5	21	1	0	5	77	34	6	4	0	1

3.9 Radionutzung nach Sender: Reichweite in Tausend

Ergebnisse Radiopanel 2010 / Deutsche Schweiz

VIERTELSTUNDEN-MARKTANTEILE in % (Mo-So)

Universum: 4'637'500 Personen (15+) Stichprobe: 30'528 Personen / 210'240 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	64.4	39.9	3.8	1.3	18.9	0.5	0.1	3.9	68.4	26.1	5.5	3.2	1.0	1.1
05:15	100.0	64.2	39.5	2.9	1.5	19.8	0.4	0.1	3.4	67.6	26.8	5.6	3.3	0.7	1.4
05:30	100.0	64.5	39.5	2.6	1.8	20.2	0.4	0.1	3.1	67.6	27.5	4.9	3.0	0.5	1.3
05:45	100.0	67.1	42.6	2.3	2.6	19.4	0.2	0.1	2.6	69.7	26.5	3.8	2.2	0.4	1.0
06:00	100.0	68.7	43.5	2.0	3.5	18.9	0.6	0.2	2.1	70.8	26.5	2.7	1.5	0.3	0.7
06:15	100.0	65.9	39.1	1.9	4.0	20.6	0.3	0.0	2.1	68.0	29.3	2.7	1.6	0.2	0.8
06:30	100.0	66.3	38.0	1.6	4.7	20.5	1.5	0.0	2.2	68.5	29.0	2.5	1.4	0.2	0.7
06:45	100.0	67.2	39.2	1.8	4.1	20.4	1.8	0.0	2.3	69.5	28.1	2.4	1.5	0.2	0.6
07:00	100.0	69.8	43.4	2.2	3.4	18.8	1.9	0.1	2.4	72.3	25.6	2.2	1.4	0.2	0.5
07:15	100.0	69.1	41.6	2.5	4.4	18.8	1.8	0.0	2.7	71.8	25.8	2.4	1.5	0.2	0.6
07:30	100.0	70.8	43.9	2.5	5.0	17.7	1.6	0.0	2.6	73.4	24.2	2.4	1.5	0.1	0.7
07:45	100.0	70.6	43.7	3.1	4.4	18.0	1.4	0.1	2.9	73.5	24.0	2.5	1.5	0.2	0.7
08:00	100.0	71.2	44.6	3.7	4.1	16.8	1.8	0.2	3.0	74.1	23.3	2.6	1.6	0.2	0.7
08:15	100.0	69.6	42.1	4.6	4.5	16.9	1.4	0.1	3.4	73.0	24.1	2.9	1.7	0.2	0.9
08:30	100.0	68.2	39.9	5.0	4.6	17.2	1.4	0.1	3.6	71.8	24.9	3.3	2.0	0.2	0.9
08:45	100.0	66.1	37.4	5.0	5.0	17.2	1.3	0.1	4.0	70.0	26.3	3.7	2.4	0.2	0.9
09:00	100.0	65.9	37.9	5.3	5.1	16.6	0.9	0.2	4.0	70.0	25.7	4.3	2.9	0.2	0.9
09:15	100.0	63.5	34.9	5.6	5.1	17.0	0.8	0.1	4.5	67.9	27.2	4.9	3.2	0.3	1.1
09:30	100.0	60.9	32.7	5.3	4.5	18.0	0.3	0.1	4.8	65.7	29.3	5.0	3.3	0.3	1.1
09:45	100.0	59.9	32.0	5.2	4.0	18.3	0.2	0.1	4.8	64.7	29.9	5.4	3.7	0.3	1.2
10:00	100.0	59.5	32.2	5.0	3.7	18.3	0.3	0.1	4.7	64.2	30.2	5.6	3.9	0.3	1.2
10:15	100.0	59.0	31.2	5.2	3.3	19.0	0.2	0.1	4.8	63.8	30.5	5.7	3.8	0.3	1.3
10:30	100.0	59.5	31.2	5.3	3.3	19.4	0.2	0.1	4.7	64.2	30.4	5.4	3.6	0.3	1.3
10:45	100.0	59.0	30.9	5.3	3.2	19.3	0.2	0.1	4.7	63.7	30.8	5.5	3.6	0.3	1.3
11:00	100.0	59.1	30.9	5.1	3.2	19.4	0.2	0.2	4.7	63.8	30.7	5.4	3.5	0.3	1.3
11:15	100.0	59.6	31.7	5.0	3.0	19.6	0.2	0.1	4.8	64.4	30.2	5.5	3.6	0.3	1.3
11:30	100.0	60.2	32.9	5.0	2.8	19.1	0.3	0.1	4.7	64.9	29.9	5.3	3.4	0.3	1.3
11:45	100.0	62.1	35.7	4.8	2.6	18.6	0.3	0.1	4.4	66.5	28.4	5.1	3.4	0.3	1.2
12:00	100.0	65.1	40.2	4.3	2.6	16.5	1.0	0.6	3.9	68.9	27.0	4.1	2.6	0.3	1.0
12:15	100.0	68.3	46.9	4.0	2.9	14.1	0.3	0.1	3.7	72.0	24.3	3.7	2.4	0.2	1.0
12:30	100.0	70.5	49.2	3.9	3.3	13.0	1.0	0.1	3.5	74.0	23.1	2.9	1.7	0.2	0.9
12:45	100.0	67.9	44.4	3.8	3.8	14.8	1.1	0.1	3.8	71.7	25.0	3.3	2.0	0.2	1.0
13:00	100.0	64.6	38.3	4.0	4.4	16.6	1.0	0.2	3.8	68.4	27.3	4.3	2.8	0.2	1.1
13:15	100.0	63.0	34.6	4.4	4.8	18.4	0.7	0.1	4.3	67.3	28.0	4.7	3.1	0.3	1.2
13:30	100.0	61.3	32.3	4.6	5.2	18.8	0.2	0.1	4.4	65.7	29.3	5.0	3.2	0.3	1.2
13:45	100.0	59.6	30.8	4.7	4.6	19.3	0.2	0.1	4.5	64.2	30.3	5.5	3.6	0.3	1.4
14:00	100.0	58.5	29.5	4.7	3.7	20.0	0.3	0.2	4.6	63.1	31.2	5.7	3.7	0.4	1.4
14:15	100.0	56.1	26.0	4.6	3.6	21.5	0.2	0.1	5.1	61.2	32.6	6.2	4.0	0.4	1.5
14:30	100.0	55.3	24.9	4.8	3.5	21.7	0.2	0.2	5.2	60.5	33.3	6.2	4.0	0.4	1.6
14:45	100.0	54.7	24.1	4.8	3.7	21.7	0.2	0.1	5.2	59.9	33.7	6.4	4.1	0.4	1.7

3.10 Radionutzung nach Sender: Marktanteile in %

Ergebnisse Radiopanel 2010 / Deutsche Schweiz

VIERTELSTUNDEN-MARKTANTEILE in % (Mo-So)

Universum: 4'637'500 Personen (15+) Stichprobe: 30'528 Personen / 210'240 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	55.3	24.5	5.3	3.6	21.5	0.3	0.2	5.2	60.5	33.3	6.2	3.9	0.4	1.6
15:15	100.0	55.1	23.8	5.5	3.3	22.2	0.2	0.1	5.4	60.5	33.4	6.2	3.8	0.4	1.6
15:30	100.0	55.2	23.7	5.9	3.2	22.1	0.2	0.1	5.4	60.6	33.4	6.0	3.7	0.4	1.5
15:45	100.0	55.2	23.8	6.4	3.1	21.7	0.2	0.1	5.4	60.6	33.4	6.0	3.8	0.4	1.6
16:00	100.0	55.6	24.0	6.5	3.0	21.8	0.2	0.1	5.2	60.8	33.9	5.3	3.2	0.3	1.5
16:15	100.0	55.5	23.3	7.1	3.0	21.9	0.2	0.1	5.4	60.9	34.0	5.1	2.9	0.3	1.6
16:30	100.0	55.7	23.0	7.2	3.0	22.4	0.2	0.1	5.3	61.1	33.8	5.1	2.9	0.3	1.6
16:45	100.0	57.4	25.2	7.0	2.9	22.1	0.2	0.1	5.3	62.7	32.3	5.0	3.0	0.3	1.6
17:00	100.0	59.0	27.9	6.1	2.8	20.6	1.1	0.6	4.6	63.7	31.3	5.1	3.2	0.2	1.4
17:15	100.0	58.2	28.5	6.5	2.8	20.0	0.3	0.1	5.0	63.2	31.6	5.2	3.2	0.3	1.5
17:30	100.0	60.7	33.3	6.2	2.5	18.5	0.2	0.1	4.6	65.3	30.1	4.6	2.9	0.2	1.3
17:45	100.0	62.0	35.5	5.7	2.6	17.8	0.2	0.1	4.5	66.4	29.1	4.5	2.8	0.2	1.2
18:00	100.0	64.1	40.0	4.5	2.7	15.8	1.0	0.1	4.3	68.4	27.5	4.1	2.7	0.2	1.1
18:15	100.0	63.8	39.5	4.3	2.9	15.8	1.2	0.1	4.7	68.4	27.1	4.4	2.8	0.2	1.2
18:30	100.0	61.4	36.3	4.3	3.3	16.4	1.0	0.1	5.2	66.6	28.6	4.9	3.2	0.3	1.2
18:45	100.0	58.8	32.4	4.6	4.9	16.5	0.4	0.1	6.1	64.9	29.7	5.4	3.5	0.3	1.3
19:00	100.0	56.6	24.1	4.6	8.1	17.4	2.2	0.2	6.3	62.9	31.7	5.4	3.5	0.3	1.4
19:15	100.0	54.3	20.3	4.4	9.2	17.6	2.8	0.1	6.9	61.2	32.9	5.9	3.8	0.3	1.5
19:30	100.0	52.2	18.9	3.9	8.3	19.3	1.7	0.1	6.1	58.3	35.5	6.3	4.0	0.4	1.5
19:45	100.0	49.9	19.4	3.7	6.7	19.5	0.5	0.1	6.4	56.3	37.4	6.3	4.1	0.4	1.5
20:00	100.0	52.2	24.0	4.1	4.8	18.6	0.5	0.2	6.4	58.6	35.1	6.3	4.0	0.4	1.5
20:15	100.0	51.3	24.9	4.5	4.8	16.6	0.4	0.1	7.0	58.3	35.2	6.5	3.9	0.4	1.7
20:30	100.0	51.5	25.5	4.6	4.8	15.9	0.4	0.2	7.5	59.0	34.3	6.8	4.1	0.4	1.8
20:45	100.0	51.0	26.4	4.9	4.6	14.7	0.4	0.1	8.0	59.1	34.0	6.9	4.3	0.4	1.7
21:00	100.0	52.6	27.9	5.1	4.6	14.4	0.6	0.1	8.0	60.6	32.5	6.9	4.3	0.5	1.6
21:15	100.0	52.2	28.1	5.1	4.7	13.7	0.6	0.1	8.7	60.9	32.3	6.8	4.2	0.4	1.7
21:30	100.0	51.7	28.6	5.1	4.4	13.1	0.5	0.1	9.0	60.6	32.6	6.8	4.1	0.4	1.7
21:45	100.0	54.1	31.6	5.3	4.4	12.3	0.5	0.1	8.4	62.5	31.2	6.3	3.8	0.4	1.6
22:00	100.0	59.5	36.4	5.0	4.4	12.9	0.7	0.1	7.4	66.9	27.3	5.8	3.5	0.3	1.5
22:15	100.0	56.8	33.8	5.6	4.9	12.0	0.5	0.1	7.9	64.7	28.8	6.5	3.8	0.3	1.6
22:30	100.0	57.1	35.4	5.7	4.6	10.9	0.5	0.1	8.6	65.7	27.9	6.4	3.9	0.3	1.4
22:45	100.0	58.3	37.5	5.6	4.2	10.4	0.5	0.1	8.3	66.6	27.2	6.2	3.9	0.3	1.4
23:00	100.0	60.8	40.9	5.2	3.7	10.5	0.6	0.1	8.0	68.8	25.5	5.7	3.7	0.3	1.2
23:15	100.0	59.6	39.4	5.1	4.1	10.3	0.6	0.1	8.1	67.7	26.6	5.7	3.8	0.3	1.2
23:30	100.0	59.1	40.1	4.7	3.8	9.8	0.7	0.1	8.0	67.1	27.1	5.7	3.9	0.3	1.1
23:45	100.0	60.0	42.1	4.4	3.9	8.8	0.7	0.1	7.9	67.9	26.1	6.1	4.1	0.3	1.3
Tages- marktanteil	100.0	61.7	34.5	4.7	3.8	17.9	0.7	0.1	4.7	66.3	29.0	4.7	3.0	0.3	1.2

3.10 Radionutzung nach Sender: Marktanteile in %

Ergebnisse Radiopanel 2010 / Deutschschweiz

TAGESREICHWEITEN in % (Mo-So)

Universum: 4'637'500 Personen (15+) Stichprobe: 30'528 Personen / 210'240 Messtage

	2001	2002	2003	2004 ¹	2005	2006	2007	2008		2009	2010
Total Radio	91.5	90.8	91.0	91.9	91.5	90.8	91.0	90.4		89.8	89.2
SRG SSR idée suisse	67.1	67.6	69.2	69.2	68.9	67.7	68.3	69.1		68.8	68.8
SR DRS	62.8	62.8	64.4	64.0	63.6	62.5	63.3	64.0		64.0	63.4
DRS1	46.1	45.9	46.7	44.9	44.6	42.8	42.4	41.2		41.3	39.3
DRS Musikwelle ²	9.5	6.8	6.4	7.1	7.3	6.7	7.3	7.8		6.3	6.8
DRS2 ²	14.3	9.1	9.9	9.4	9.9	8.9	8.8	8.2		8.8	8.4
DRS3	21.2	20.9	22.7	23.7	23.5	23.3	24.6	25.6		28.6	29.0
DRS4 News virus	0.7	0.7	0.8	0.7	0.6	1.0	1.5	1.3		6.5	8.6
										1.7	1.8
RSR La Première	1.7	1.7	1.7	1.7	2.2	1.8	1.7	1.9		2.4	2.7
RSI Rete Uno	2.0	2.6	2.8	3.1	3.0	2.6	2.6	2.1		1.7	2.0
Swiss Satellite Radios	6.0	4.7	4.9	5.1	5.3	5.0	5.1	5.4		7.0	7.3
andere SRG	11.8	8.6	8.7	8.8	8.1	7.9	8.8	8.2		6.2	7.5
Total ausländische Stationen	45.1	41.6	40.6	41.3	40.6	39.0	38.0	31.9		24.1	22.5
ARD-Sender	17.2	16.7	16.2	16.5	15.8	13.8	13.5	12.6		10.5	9.7
SWR1	2.0	1.9	1.9	1.8	1.8	1.3	1.2	1.4		1.4	1.2
SWR2	3.8	3.8	3.7	3.8	3.8	3.1	3.2	2.7		2.4	2.3
SWR3	3.8	3.4	3.2	3.1	3.0	2.7	2.7	2.2		2.1	1.9
SWR4	3.7	3.4	3.2	3.3	3.1	2.4	2.2	2.9		2.7	2.5
Bayern 1	1.2	1.3	1.3	1.4	1.4	1.3	1.2	1.1		0.6	0.6
Bayern 4 Klassik	1.3	1.4	1.4	1.3	1.2	1.0	1.0	1.0		0.8	0.7
Deutschlandfunk	3.8	3.8	3.4	3.7	3.6	3.2	3.3	2.6		1.8	1.7
ORF-Sender	5.8	5.4	5.8	5.8	4.7	5.0	4.2	3.9		3.2	2.9
Ö1	2.5	2.5	2.5	2.8	2.6	2.9	1.9	2.1		1.7	1.6
Ö2 (Radio Vorarlberg)	1.7	1.6	1.9	1.8	1.0	1.1	1.2	0.9		0.7	0.6
Ö3	1.8	1.5	1.5	1.5	1.3	1.2	1.2	0.9		0.8	0.7
Private ausländische deutsch	9.9	9.2	7.5	7.1	6.9	6.5	6.5	5.5		4.5	4.1
Regenbogen (D)	2.0	1.8	1.4	1.3	1.2	1.1	1.0	0.9		0.8	0.7
Radio 7 (D)	1.7	1.6	1.6	1.5	1.6	1.7	1.6	1.2		1.0	0.9
Radio L (FL)	0.8	0.9	0.9	0.9	0.8	0.8	0.9	0.7		0.5	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.

Ergebnisse Radiopanel 2010 / Deutschschweiz

TAGESREICHWEITEN in % (Mo-So)

Universum: 4'637'500 Personen (15+) Stichprobe: 30'528 Personen / 210'240 Messtage

	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Total Radio	91.5	90.8	91.0	91.9	91.5	90.8	91.0	90.4	89.8	89.2
Total Privatradios CH	57.6	53.8	52.4	53.9	53.9	53.3	54.0	51.1	51.4	51.3
Radio 105	1.5	1.4	1.2	1.2	0.8	0.6	0.6	0.6	1.0	1.3
Eviva	2.2	2.1	1.9	1.8	1.8	1.8	1.9	1.8	1.9	2.0
Radio 24	6.6	6.0	5.9	6.1	6.2	6.0	5.9	5.6	6.2	6.3
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	5.4
Radio 1 (ab 17.03.2008)								1.9	1.8	2.4
Argovia	4.2	4.0	3.6	4.4	4.4	4.1	4.5	4.1	4.7	4.6
Pilatus	3.4	3.3	3.4	3.9	4.0	3.8	4.0	3.7	3.9	3.9
Sunshine	2.8	2.7	2.7	2.9	2.7	2.5	2.3	2.4	2.9	2.6
Central	2.6	2.7	3.0	3.2	3.5	3.4	3.6	3.5	4.0	4.3
FM1 (ab 07.05.2008)								3.6	3.9	4.4
Radio Basel (ab 24.10.2009)										2.6
Basilisk	3.0	3.1	3.0	2.8	2.7	2.6	2.5	2.4	2.5	1.6
BeO	1.8	1.8	1.7	2.0	1.6	1.5	1.5	1.6	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	1.4
Canal3 (netto)	2.0	1.6	1.5	1.5	1.5	1.5	1.4	0.9	1.0	1.1
Freiburg (netto)	1.3	1.4	1.3	1.4	1.3	1.1	1.3	1.3	1.0	1.1
Zürisee	3.8	3.7	3.5	4.0	4.3	4.2	4.3	4.1	4.6	4.7
Radio 32	3.4	3.1	3.2	3.2	3.3	3.2	3.2	3.1	3.4	3.3
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	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	2.0
Energy Bern (Bis 09.04.2010 BE1)	1.9	2.0	2.1	2.3	2.5	2.5	2.3	2.1	2.3	2.1
Rottu	1.7	1.6	1.6	1.3	1.2	1.1	1.2	1.0	1.0	0.9
Top ²	4.6	4.3	4.1	4.5	4.9	4.5	4.4	4.1	4.0	3.4
Munot ³	-	-	1.5	1.3	1.4	1.4	1.5	1.0	0.9	0.7
Stadtfilter (ab Start UKW am 07.03.2009)									0.8	0.9
andere Privatradios dt	5.8	7.1	7.3	8.1	7.7	8.4	8.5	7.0	5.2	6.7

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.

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NUTZUNG in Minuten (Mo-So)

Universum: 4'637'500 Personen (15+) Stichprobe: 30'528 Personen / 210'240 Messtage

	2001	2002	2003	2004 ¹	2005	2006	2007	2008	2009	2010
Total Radio	114.9	110.9	111.0	106.2	105.7	101.6	104.6	109.0	119.3	116.6
SRG SSR idée suisse	72.2	70.7	73.4	69.5	70.7	68.7	71.6	74.3	78.9	77.3
SR DRS	68.2	66.6	69.2	65.4	66.4	64.9	67.6	70.0	73.5	71.9
DRS1	46.7	46.2	47.2	42.7	44.0	42.0	41.9	41.8	43.4	40.2
DRS Musikwelle ²	3.7	3.5	3.2	3.7	3.8	4.2	4.8	5.5	4.5	5.4
DRS2 ²	5.3	4.7	5.1	5.0	5.2	5.0	5.0	4.9	5.0	4.5
DRS3	12.5	12.1	13.5	13.9	13.3	13.6	15.5	17.1	20.0	20.8
DRS4 News virus	0.1	0.1	0.2	0.1	0.1	0.2	0.2	0.2	0.5	0.8
virus	0.1	0.1	0.2	0.1	0.1	0.2	0.2	0.2	0.2	0.1
RSR La Première	0.5	0.4	0.6	0.4	0.5	0.4	0.4	0.4	0.8	0.8
RSI Rete Uno	0.4	0.4	0.4	0.4	0.4	0.4	0.5	0.4	0.3	0.3
Swiss Satellite Radios	1.5	1.9	2.0	2.2	2.4	2.1	2.2	2.6	3.4	3.6
andere SRG	1.6	1.4	1.3	1.1	1.0	0.9	1.3	0.9	0.8	0.8
Total ausländische Stationen	10.9	10.1	9.1	8.6	7.9	6.7	6.3	6.5	6.0	5.5
ARD-Sender	4.9	4.7	4.6	4.5	4.4	3.3	3.2	3.7	3.8	3.5
SWR1	0.6	0.5	0.7	1.0	0.5	0.3	0.2	0.4	0.4	0.4
SWR2	0.4	0.4	0.4	0.0	0.5	0.2	0.3	0.3	0.3	0.2
SWR3	1.6	1.4	1.4	1.3	1.3	1.1	1.1	0.8	1.0	0.9
SWR4	1.5	1.4	1.3	0.6	1.2	0.9	0.8	1.4	1.5	1.5
Bayern 1	0.2	0.3	0.3	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	0.2	0.2	0.2	0.2	0.1
Deutschlandfunk	0.4	0.4	0.4	0.4	0.5	0.5	0.4	0.4	0.3	0.3
ORF-Sender	1.3	1.2	1.0	0.9	0.5	0.5	0.4	0.4	0.3	0.3
Ö1	0.2	0.2	0.2	0.3	0.2	0.2	0.1	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	0.1
Ö3	0.7	0.6	0.5	0.2	0.3	0.2	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	1.4
Regenbogen (D)	0.7	0.6	0.4	0.4	0.3	0.3	0.2	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	0.2
Radio L (FL)	0.2	0.2	0.1	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 2010 / Deutschschweiz

NUTZUNG in Minuten (Mo-So)

Universum: 4'637'500 Personen (15+) Stichprobe: 30'528 Personen / 210'240 Messtage

	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Total Radio	114.9	110.9	111.0	106.2	105.7	101.6	104.6	109.0	119.3	116.6
Total Privatradios CH	31.8	30.2	28.5	28.1	27.1	26.2	26.8	28.3	34.4	33.8
Radio 105	0.6	0.5	0.5	0.4	0.2	0.1	0.1	0.1	0.3	0.4
Eviva	1.0	1.2	1.0	1.1	1.0	1.0	1.1	1.2	1.2	1.1
Radio 24	3.4	3.4	3.4	3.1	3.0	2.9	2.8	2.7	3.4	3.7
Energy Zürich (bis 14.8.2003 Hitradio Z)	3.4	2.6	2.0	2.1	2.0	1.8	1.9	2.0	2.9	2.6
Radio 1 (ab 17.03.2008)								1.0	1.0	1.2
Argovia	2.4	2.2	1.9	2.4	2.3	1.9	2.2	2.1	2.8	2.8
Pilatus	2.0	1.9	1.9	1.9	1.9	1.9	2.1	1.8	2.1	2.1
Sunshine	1.2	1.3	1.3	1.3	1.1	1.0	0.9	1.1	1.4	1.3
Central	1.3	1.3	1.0	1.2	1.2	1.4	1.4	1.4	1.8	1.9
FM1 (ab 07.05.2008)								1.7	1.9	2.1
Radio Basel (ab 24.10.2009)										1.5
Basilisk	1.6	1.6	1.6	1.3	1.2	1.1	1.1	1.1	1.4	0.5
BeO	1.0	1.0	0.9	0.8	0.7	0.7	0.8	0.9	1.2	1.1
Grischa/Engiadina (Piz)	1.6	1.4	1.2	0.7	0.6	0.5	0.6	0.6	0.7	0.7
Canal3 (netto)	0.5	0.4	0.4	0.3	0.3	0.3	0.3	0.3	0.4	0.4
Freiburg (netto)	0.2	0.2	0.2	0.1	0.1	0.1	0.2	0.2	0.3	0.4
Zürisee	1.8	1.7	1.6	1.9	2.0	1.9	1.9	2.0	2.3	2.4
Radio 32	2.1	1.8	1.8	1.8	1.7	1.7	1.7	1.8	2.2	2.0
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	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	0.9
Energy Bern (Bis 09.04.2010 BE1)	0.9	1.0	1.1	1.2	1.2	1.1	1.0	1.0	1.3	1.0
Rottu	0.9	0.8	0.7	0.5	0.4	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	1.5
Munot ³	-	-	0.0	0.2	0.2	0.2	0.2	0.2	0.3	0.2
Stadtfilter (ab Start UKW am 07.03.2009)									0.0	0.0
andere Privatradios dt	1.0	0.7	0.7	0.9	0.9	0.9	1.0	1.0	0.8	0.9

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

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

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

Ergebnisse Radiopanel 2010 / Deutschschweiz

MARKTANTEILE in % (Mo-So)

Universum: 4'637'500 Personen (15+) Stichprobe: 30'528 Personen / 210'240 Messtage

	2001	2002	2003	2004 ¹	2005	2006	2007	2008	2009	2010
Total Radio	100.0	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	66.3
SR DRS	59.2	59.9	62.2	61.6	62.8	63.9	64.5	64.2	61.6	61.7
DRS1	40.5	41.5	42.5	40.1	41.6	41.3	40.0	38.4	36.4	34.5
DRS Musikwelle ²	3.2	3.2	2.9	3.5	3.6	4.1	4.6	5.1	3.8	4.7
DRS2 ²	4.6	4.3	4.6	4.8	5.0	5.0	4.9	4.5	4.2	3.8
DRS3	10.8	10.9	12.1	13.0	12.5	13.3	14.8	15.6	16.7	17.9
DRS4 News virus	0.1	0.1	0.2	0.1	0.1	0.2	0.2	0.1	0.5	0.7
virus	0.1	0.1	0.2	0.1	0.1	0.2	0.2	0.1	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	0.7
RSI Rete Uno	0.3	0.3	0.4	0.4	0.4	0.4	0.4	0.3	0.2	0.3
Swiss Satellite Radios	1.4	1.7	1.8	2.1	2.3	2.1	2.2	2.4	2.9	3.1
andere SRG	1.4	1.3	1.2	1.0	1.0	0.9	1.2	0.8	0.7	0.7
Total ausländische Stationen	9.6	9.2	8.3	8.2	7.6	6.7	6.1	6.0	5.1	4.7
ARD-Sender	4.3	4.3	4.2	4.2	4.2	3.3	3.1	3.4	3.2	3.0
SWR1	0.5	0.5	0.6	0.5	0.5	0.3	0.2	0.4	0.3	0.3
SWR2	0.3	0.4	0.4	0.4	0.5	0.2	0.3	0.3	0.2	0.2
SWR3	1.4	1.3	1.3	1.3	1.2	1.1	1.1	0.8	0.8	0.7
SWR4	1.3	1.3	1.2	1.2	1.2	0.9	0.8	1.3	1.2	1.3
Bayern 1	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.1
Bayern 4 Klassik	0.2	0.2	0.2	0.2	0.2	0.3	0.2	0.2	0.2	0.1
Deutschlandfunk	0.3	0.4	0.4	0.4	0.5	0.5	0.4	0.3	0.3	0.2
ORF-Sender	1.1	1.1	0.9	0.8	0.5	0.5	0.4	0.4	0.3	0.3
Ö1	0.2	0.2	0.2	0.2	0.2	0.2	0.1	0.1	0.1	0.0
Ö2 (Radio Vorarlberg)	0.4	0.3	0.3	0.3	0.1	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	0.2
Private ausländische deutsch	2.8	2.6	2.1	1.9	1.6	1.6	1.3	1.4	1.3	1.2
Regenbogen (D)	0.6	0.6	0.4	0.3	0.3	0.3	0.2	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	0.2
Radio L (FL)	0.2	0.2	0.1	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 2010 / Deutschschweiz

MARKTANTEILE in % (Mo-So)

Universum: 4'637'500 Personen (15+) Stichprobe: 30'528 Personen / 210'240 Messtage

	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Total Radio	100.0	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	29.0
Radio 105	0.5	0.5	0.4	0.3	0.2	0.1	0.1	0.1	0.2	0.3
Eviva	0.9	1.1	0.9	1.1	1.0	1.0	1.1	1.1	1.0	1.0
Radio 24	2.9	3.0	3.0	2.9	2.8	2.8	2.6	2.5	2.9	3.1
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	2.2
Radio 1 (ab 17.03.2008)								0.9	0.8	1.1
Argovia	2.1	2.0	1.7	2.2	2.2	1.9	2.0	1.9	2.4	2.4
Pilatus	1.8	1.7	1.7	1.8	1.8	1.9	1.9	1.7	1.8	1.8
Sunshine	1.0	1.2	1.2	1.2	1.0	1.0	0.9	1.0	1.2	1.1
Central	1.2	1.2	0.9	1.1	1.2	1.3	1.4	1.3	1.5	1.6
FM1 (ab 07.05.2008)								1.5	1.6	1.8
Radio Basel (ab 24.10.2009)										1.3
Basilisk	1.4	1.5	1.4	1.2	1.1	1.1	1.1	1.0	1.1	0.4
BeO	0.9	0.9	0.8	0.8	0.6	0.7	0.7	0.8	1.0	1.0
Grischa/Engiadina (Piz)	1.4	1.3	1.1	0.6	0.6	0.5	0.6	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	0.3
Freiburg (netto)	0.2	0.2	0.2	0.1	0.1	0.1	0.2	0.2	0.3	0.3
Zürisee	1.6	1.6	1.4	1.8	1.8	1.9	1.8	1.8	2.0	2.1
Radio 32	1.8	1.6	1.6	1.6	1.6	1.7	1.6	1.6	1.8	1.7
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	0.3
Capital FM (bis 31.12.2005 ExtraBern)	0.6	0.7	0.8	0.7	0.7	0.7	0.6	0.7	0.7	0.8
Energy Bern (Bis 09.04.2010 BE1)	0.8	0.9	1.0	1.1	1.2	1.1	1.0	0.9	1.1	0.9
Rottu	0.7	0.7	0.6	0.5	0.4	0.4	0.4	0.3	0.4	0.4
Top ²	1.5	1.5	1.4	1.4	1.5	1.7	1.6	1.6	1.5	1.3
Munot ³	-	-	0.3	0.2	0.2	0.2	0.2	0.2	0.2	0.2
Stadtfilter (ab Start UKW am 07.03.2009)									0.0	0.0
andere Privatradios dt	0.5	0.6	0.7	0.9	0.9	0.9	0.9	0.9	0.7	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.

Ergenisse Radiopanel 2010 / Deutschschweiz

TAGESREICHWEITEN in % (Mo-So)

Universum: 4'637'500 Personen (15+) Stichprobe: 30'528 Personen / 210'240 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	2010	Region
Privatradios CH										
Top Two	0.4	0.4	0.4	0.4	0.3	Deutschschweiz		0.4	0.2	Deutschschweiz
Eviva	1.8	1.8	1.8	1.9	1.8	Deutschschweiz		1.9	1.8	Deutschschweiz
Life Channel	-	0.2	0.8	0.9	0.6	Deutschschweiz		0.5	0.5	Deutschschweiz
Radio 24	18.0	17.5	17.1	16.7	15.7	Grossraum Zürich		18.1	18.5	Zürich-Glarus
Energy Zürich (bis 14.8.2003 Hitradio Z)	13.4	12.8	12.3	12.3	11.8	Grossraum Zürich		16.4	14.6	Zürich-Glarus
Radio 1 (ab 17.03.2008)					5.6	Grossraum Zürich		5.4	6.9	Zürich-Glarus
Zürisee	25.5	26.3	25.5	24.4	24.6	Zürichsee-Glarus		14.4	14.8	Zürich-Glarus
Radio 105 (ab 09.09.2009)	1.2	0.8	0.6	0.6	0.6	Deutschschweiz		2.9	4.1	Zürich Stadt
LoRa	1.7	1.7	1.7	1.4	1.0	Grossraum Zürich		1.0	1.3	Zürich
Stadtfilter (ab Start UKW am 07.03.2009)								2.3	1.7	Winterthur
Argovia	29.8	29.1	26.7	29.0	27.6	Aargau		29.9	28.3	Aargau
Kanal K	1.4	1.6	1.7	1.4	1.7	Aargau		2.3	2.0	Aargau Mitte
Pilatus	28.3	28.0	27.8	28.5	27.7	Luzern		29.4	29.3	Innerschweiz West
3fach	1.5	1.2	1.1	1.3	1.2	Luzern		1.7	1.9	Luzern
Sunshine	14.8	13.8	13.0	11.9	12.9	Zug		16.7	15.2	Innerschweiz Nord
Central	14.0	15.4	14.9	14.7	15.5	Uri-Schwyz-Glarus		16.6	17.8	Innerschweiz Süd
FM1 (ab 07.05.2008)					24.2	St.Gallen Appenzell Rheintal		25.2	27.6	Ostschweiz Ost
toxic.fm	1.6	1.2	1.1	1.2	1.2	St.Gallen Appenzell		3.1	3.2	St.Gallen
Basilisk	21.6	20.5	19.9	19.1	18.8	Basel		21.0	22.0	Basel
Basel1 (bis 30.09.2009)	13.8	13.4	13.2	12.9	12.7	Basel		14.5	10.6	Basel
Radio X	1.8	1.8	1.7	2.1	1.7	Basel		2.3	2.1	Basel Stadt
BeO	26.6	22.9	24.1	24.8	25.6	Berner Oberland		25.3	25.1	Berner Oberland
Grischa/Engiadina (Piz)	25.6	23.6	20.4	23.4	23.8	Nord- & Südbünden		22.5	22.4	Südostschweiz
Canal3 (deutsch)	15.3	14.5	14.0	13.3	13.3	Biel/Bienne		12.9	12.3	Biel
Freiburg (deutsch)	9.1	7.9	6.9	11.4	16.8	Freiburg		14.0	15.7	Freiburg
Radio 32	32.0	31.4	32.0	31.4	32.0	Solothurn-Olten		32.5	31.0	Solothurn-Olten
neo1 (bis 13.04.2008 Emme)	11.8	12.7	13.5	14.0	14.1	Emmental		10.0	9.3	Emmental
Capital FM (bis 31.12.2005 ExtraBern)	13.3	11.5	11.4	12.5	12.3	Bern		15.8	15.7	Bern
Energy Bern (Bis 09.04.2010 BE1)	20.4	19.3	18.5	16.6	16.1	Bern		19.5	18.1	Bern
RaBe	1.6	1.4	1.6	1.6	1.7	Bern		1.9	2.0	Bern Stadt
Rottu	50.2	46.9	41.7	42.2	40.3	Oberwallis		36.6	33.3	Oberwallis
Top ¹	15.4	15.1	15.5	14.3	14.1	Winterthur-Thurgau-Wil		11.1	9.5	Ostschweiz West
Munot	19.7	19.7	16.1	14.5	15.0	Schaffhausen		15.9	16.9	Schaffhausen
RaSa	1.2	1.0	1.1	1.0	1.0	Schaffhausen		1.1	0.7	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 2010 / Deutschschweiz

TAGESREICHWEITEN in Tausend (Mo-So)

Universum: 4'637'500 Personen (15+) Stichprobe: 30'528 Personen / 210'240 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	2010	Region
Privatradios CH										
Top Two	15.4	15.3	16.2	18.8	14.2	Deutschschweiz		16.8	11.1	Deutschschweiz
Eviva	77.7	77.4	79.6	83.2	82.5	Deutschschweiz		85.3	84.3	Deutschschweiz
Life Channel	-	7.4	35.4	38.4	29.1	Deutschschweiz		23.0	21.1	Deutschschweiz
Radio 24	201.3	195.8	203.1	200.4	190.3	Grossraum Zürich		237.0	247.0	Zürich-Glarus
Energy Zürich (bis 14.8.2003 Hitradio Z)	150.6	144.0	146.3	147.1	142.9	Grossraum Zürich		214.5	195.4	Zürich-Glarus
Radio 1 (ab 17.03.2008)					67.2	Grossraum Zürich		70.5	92.4	Zürich-Glarus
Zürisee	110.9	114.5	115.5	111.5	113.3	Zürichsee-Glarus		188.7	197.6	Zürich-Glarus
Radio 105 (ab 09.09.2009)	49.9	35.6	25.3	26.4	25.9	Deutschschweiz		9.5	13.4	Zürich Stadt
LoRa	19.0	19.0	19.9	16.2	11.8	Grossraum Zürich		8.7	11.4	Zürich
Stadtfilter (ab Start UKW am 07.03.2009)								2.7	2.1	Winterthur
Argovia	148.1	144.9	136.6	150.0	144.5	Aargau		181.0	176.8	Aargau
Kanal K	7.0	8.0	8.5	7.4	8.6	Aargau		6.8	6.3	Aargau Mitte
Pilatus	135.1	133.8	135.9	140.5	138.3	Luzern		148.5	148.6	Innerschweiz West
3fach	7.2	5.8	5.4	6.4	6.2	Luzern		3.4	3.7	Luzern
Sunshine	75.2	70.2	68.0	62.9	69.0	Zug		98.9	90.4	Innerschweiz Nord
Central	68.6	75.5	75.9	75.2	80.1	Uri-Schwyz-Glarus		110.0	119.4	Innerschweiz Süd
FM1 (ab 07.05.2008)					111.5	St.Gallen Appenzell Rheintal		139.3	154.7	Ostschweiz Ost
toxic.fm	5.2	3.8	3.8	3.9	4.0	St.Gallen Appenzell		2.0	2.0	St.Gallen
Basilisk	94.7	89.7	88.6	85.0	84.1	Basel		99.3	105.8	Basel
Basel1 (bis 30.09.2009)	60.7	58.7	58.6	57.3	56.8	Basel		68.8	50.9	Basel
Radio X	8.1	7.9	7.5	9.4	7.6	Basel		8.6	7.8	Basel Stadt
BeO	43.1	37.0	39.8	41.3	42.7	Berner Oberland		51.1	50.7	Berner Oberland
Grischa/Engiadina (Piz)	47.4	43.7	37.7	43.4	44.4	Nord- & Südbünden		48.1	47.1	Südostschweiz
Canal3 (deutsch)	22.9	21.6	21.6	20.6	20.7	Biel/Bienne		24.8	24.0	Biel
Freiburg (deutsch)	5.6	4.8	4.4	7.3	10.9	Freiburg		20.6	23.2	Freiburg
Radio 32	98.3	96.3	99.1	97.9	100.6	Solothurn-Olten		117.0	114.2	Solothurn-Olten
neo1 (bis 13.04.2008 Emme)	20.0	21.5	22.8	23.7	24.0	Emmental		30.8	28.9	Emmental
Capital FM (bis 31.12.2005 ExtraBern)	44.6	38.3	39.9	43.6	43.3	Bern		60.2	59.7	Bern
Energy Bern (Bis 09.04.2010 BE1)	68.1	64.6	64.5	58.1	56.4	Bern		74.4	69.0	Bern
RaBe	5.4	4.8	5.6	5.6	5.9	Bern		6.1	6.6	Bern Stadt
Rottu	33.2	31.0	26.6	27.0	25.8	Oberwallis		31.8	28.8	Oberwallis
Top ¹	111.1	113.8	120.2	112.0	111.7	Winterthur-Thurgau-Wil		145.5	127.3	Ostschweiz West
Munot	16.9	16.9	13.9	12.6	13.1	Schaffhausen		17.1	18.5	Schaffhausen
RaSa	1.1	0.9	0.9	0.9	0.8	Schaffhausen		0.6	0.4	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.

Ergnisse Radiopanel 2010 / Deutschschweiz

NUTZUNG in Minuten (Mo-So)

Universum: 4'637'500 Personen (15+) Stichprobe: 30'528 Personen / 210'240 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	2010	Region
Privatradios CH										
Top Two	0.1	0.1	0.1	0.1	0.1	Deutschschweiz		0.1	0.0	Deutschschweiz
Eviva	1.1	1.0	1.0	1.1	1.2	Deutschschweiz		1.2	1.1	Deutschschweiz
Life Channel	-	0.0	0.1	0.1	0.1	Deutschschweiz		0.1	0.1	Deutschschweiz
Radio 24	10.0	9.2	9.1	8.7	8.4	Grossraum Zürich		10.8	11.4	Zürich-Glarus
Energy Zürich (bis 14.8.2003 Hitradio Z)	6.5	6.0	5.3	5.6	5.9	Grossraum Zürich		8.5	7.4	Zürich-Glarus
Radio 1 (ab 17.03.2008)					3.4	Grossraum Zürich		3.2	3.8	Zürich-Glarus
Zürisee	13.7	15.1	13.7	13.2	14.0	Zürichsee-Glarus		7.8	8.1	Zürich-Glarus
Radio 105 (ab 09.09.2009)	0.4	0.2	0.1	0.1	0.1	Deutschschweiz		0.8	1.8	Zürich Stadt
LoRa	0.2	0.2	0.2	0.1	0.1	Grossraum Zürich		0.1	0.1	Zürich
Stadtfilter (ab Start UKW am 07.03.2009)								0.7	0.8	Winterthur
Argovia	18.7	18.2	15.4	16.7	16.7	Aargau		20.4	19.5	Aargau
Kanal K	0.3	0.3	0.3	0.2	0.3	Aargau		0.5	0.5	Aargau Mitte
Pilatus	15.5	15.5	15.5	16.7	15.1	Luzern		17.1	17.6	Innerschweiz West
3fach	0.6	0.2	0.3	0.5	0.5	Luzern		0.6	0.6	Luzern
Sunshine	7.6	6.9	5.9	5.4	6.8	Zug		9.1	8.2	Innerschweiz Nord
Central	8.0	8.5	9.4	8.8	9.1	Uri-Schwyz-Glarus		9.7	10.6	Innerschweiz Süd
FM1 (ab 07.05.2008)					14.6	St.Gallen Appenzell Rheintal		14.8	15.7	Ostschweiz Ost
toxic.fm	0.7	0.3	0.4	0.4	0.4	St.Gallen Appenzell		1.8	2.0	St.Gallen
Basilisk	12.5	10.9	10.7	10.6	10.5	Basel		12.8	13.8	Basel
Basel1 (bis 30.09.2009)	6.8	6.0	5.7	6.0	6.5	Basel		7.1	4.8	Basel
Radio X	0.9	1.0	0.8	0.8	0.6	Basel		0.6	0.5	Basel Stadt
BeO	17.2	13.7	14.0	16.9	17.9	Berner Oberland		20.0	19.3	Berner Oberland
Grischa/Engiadina (Piz)	13.9	13.0	10.0	12.3	13.2	Nord- & Südbünden		13.7	12.1	Südostschweiz
Canal3 (deutsch)	7.8	6.8	6.5	6.7	6.2	Biel/Bienne		6.1	5.8	Biel
Freiburg (deutsch)	3.6	3.6	2.9	5.1	9.2	Freiburg		7.8	9.5	Freiburg
Radio 32	20.7	19.9	20.2	20.8	22.2	Solothurn-Olten		22.7	21.6	Solothurn-Olten
neo1 (bis 13.04.2008 Emme)	8.3	7.3	9.2	7.2	7.4	Emmental		5.4	4.4	Emmental
Capital FM (bis 31.12.2005 ExtraBern)	7.8	6.5	5.9	5.5	6.6	Bern		7.9	8.6	Bern
Energy Bern (Bis 09.04.2010 BE1)	12.7	11.8	10.2	8.8	9.2	Bern		12.1	10.2	Bern
RaBe	0.3	0.2	0.4	0.4	0.6	Bern		0.6	0.7	Bern Stadt
Rottu	29.9	27.8	24.3	24.0	22.6	Oberwallis		21.3	20.4	Oberwallis
Top ¹	6.9	7.0	7.8	7.1	7.7	Winterthur-Thurgau-Wil		5.6	4.8	Ostschweiz West
Munot	9.3	8.7	7.5	7.0	8.3	Schaffhausen		9.1	8.7	Schaffhausen
RaSa	0.1	0.1	0.1	0.1	0.1	Schaffhausen		0.2	0.1	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 2010 / Deutschschweiz

MARKTANTEILE in % (Mo-So)

Universum: 4'637'500 Personen (15+) Stichprobe: 30'528 Personen / 210'240 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	2010	Region
Privatradios CH										
Top Two	0.1	0.1	0.1	0.1	0.1	Deutschschweiz		0.1	0.0	Deutschschweiz
Eviva	1.1	1.0	1.0	1.1	1.1	Deutschschweiz		1.0	0.9	Deutschschweiz
Life Channel	-	0.0	0.1	0.1	0.1	Deutschschweiz		0.1	0.1	Deutschschweiz
Radio 24	9.8	9.0	9.3	8.8	8.1	Grossraum Zürich		9.4	10.3	Zürich-Glarus
Energy Zürich (bis 14.8.2003 Hitradio Z)	6.4	5.9	5.4	5.6	5.6	Grossraum Zürich		7.4	6.7	Zürich-Glarus
Radio 1 (ab 17.03.2008)					3.2	Grossraum Zürich		2.8	3.4	Zürich-Glarus
Zürisee	13.1	14.5	13.6	13.0	12.7	Zürichsee-Glarus		6.8	7.3	Zürich-Glarus
Radio 105 (ab 09.09.2009)	0.3	0.2	0.1	0.1	0.1	Deutschschweiz		0.7	1.6	Zürich Stadt
LoRa	0.2	0.2	0.2	0.1	0.1	Grossraum Zürich		0.1	0.1	Zürich
Stadtfilter (ab Start UKW am 07.03.2009)								0.6	0.7	Winterthur
Argovia	17.8	17.3	15.3	16.4	16.1	Aargau		17.6	17.3	Aargau
Kanal K	0.2	0.3	0.3	0.2	0.3	Aargau		0.4	0.4	Aargau Mitte
Pilatus	14.5	14.0	14.8	15.5	13.5	Luzern		13.8	14.2	Innerschweiz West
3fach	0.6	0.2	0.3	0.5	0.5	Luzern		0.5	0.5	Luzern
Sunshine	7.3	6.3	6.0	5.3	6.3	Zug		7.5	6.8	Innerschweiz Nord
Central	7.6	7.8	9.3	8.5	8.3	Uri-Schwyz-Glarus		7.9	8.6	Innerschweiz Süd
FM1 (ab 07.05.2008)					13.6	St.Gallen Appenzell Rheintal		12.9	13.8	Ostschweiz Ost
toxic.fm	0.6	0.3	0.3	0.4	0.4	St.Gallen Appenzell		1.5	1.8	St.Gallen
Basilisk	11.5	10.2	10.9	10.4	10.1	Basel		10.8	12.1	Basel
Basel1 (bis 30.09.2009)	6.2	5.6	5.9	5.9	6.0	Basel		6.0	4.2	Basel
Radio X	0.8	0.8	0.8	0.8	0.6	Basel		0.5	0.4	Basel Stadt
BeO	14.9	12.1	12.6	14.3	14.9	Berner Oberland		15.2	15.1	Berner Oberland
Grischa/Engiadina (Piz)	13.4	12.5	10.2	11.9	11.8	Nord- & Südbünden		10.9	10.0	Südostschweiz
Canal3 (deutsch)	7.0	6.0	5.8	5.8	5.5	Biel/Bienne		5.1	5.0	Biel
Freiburg (deutsch)	3.2	3.3	2.8	5.0	8.9	Freiburg		6.6	8.1	Freiburg
Radio 32	17.8	17.5	18.0	17.4	18.4	Solothurn-Olten		18.1	17.7	Solothurn-Olten
neo1 (bis 13.04.2008 Emme)	6.6	6.0	7.7	6.0	6.3	Emmental		4.2	3.4	Emmental
Capital FM (bis 31.12.2005 ExtraBern)	6.4	5.3	5.1	4.8	5.4	Bern		6.0	6.8	Bern
Energy Bern (Bis 09.04.2010 BE1)	10.4	10.1	9.0	7.7	7.7	Bern		9.2	8.1	Bern
RaBe	0.2	0.2	0.3	0.3	0.5	Bern		0.5	0.6	Bern Stadt
Rottu	31.5	28.9	25.9	23.7	22.1	Oberwallis		19.2	19.2	Oberwallis
Top ¹	6.9	6.9	8.0	7.1	7.3	Winterthur-Thurgau-Wil		4.9	4.4	Ostschweiz West
Munot	9.4	9.3	8.9	8.6	8.9	Schaffhausen		8.2	8.0	Schaffhausen
RaSa	0.1	0.1	0.1	0.1	0.2	Schaffhausen		0.2	0.1	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.

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 2010 zur Verbreitung von Empfangsgeräten und Empfangstechnologien beruhen auf einer Befragung von 10'196 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 67 Prozent und bei der schriftlichen Befragung auf 41 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: 2'260'000

Fallzahl: ungewichtet = 5'315; gewichtet = 7'366

4.2.1 Haushaltsausstattung TV-Geräte mit TV-Empfang in Prozent

Anzahl	Total	Mit Teletext	Mit Flachbildschirm	Mit 16:9 Format	Mit 2-Kanal-Ton	Gerät neu seit 2006
0	7	13	38	32	23	48
1	69	62	51	51	48	45
2	19	17	9	8	10	5
3+	4	3	2	1	2	1
WN	0	4	1	8	18	1

4.2.2 Haushaltsausstattung TV-Empfangstechnologien in Prozent

Merkmal	Bedingung	Basis	2009	2010
TV-HH	Mind. 1 TV-Gerät mit TV-Empfang	Alle HH	92	93
TV-HH-C	Mind. 1 TV-Gerät mit TV-Empfang via Kabel	TV-HH	80	78
TV-HH-DVB-C	Mind. 1 TV-Gerät mit digitalem TV-Empfang via Kabel	TV-HH-C	39	42
TV-HH-DVB-C-HD	Mind. 1 TV-Gerät mit HD-Empfang via Kabel	TV-HH-C	13	18
TV-HH-S	Mind. 1 TV-Gerät mit TV-Empfang via Satellit	TV-HH	18	17
TV-HH-DVB-S	Mind. 1 TV-Gerät mit digitalem TV-Empfang via Satellit	TV-HH-S	68	69
TV-HH-DVB-S-HD	Mind. 1 TV-Gerät mit HD-Empfang via Satellit	TV-HH-S	25	25
TV-HH-IPTV	Mind. 1 TV-Gerät mit TV-Empfang via IP	TV-HH	9	10
TV-HH-IPTV-HD	Mind. 1 TV-Gerät mit HD-Empfang via IP	TV-HH-IPTV	36	48
TV-HH-DVB-T	Mind. 1 TV-Gerät mit TV-Empfang via Terrestrik	TV-HH	5	6
TV-HH-DVB	Mind. 1 TV-Gerät mit digitalem TV-Empfang	TV-HH	49	53
TV-HH-HD	Mind. 1 TV-Gerät mit HD-Empfang	TV-HH	16	21

4.2.3 Haushaltsausstattung Radio-Geräte in Prozent

Anzahl	Total	Autoradio	Radiogerät mit Zusatzfunktion	Radiogerät ohne Zusatzfunktion	Radiowecker	DAB-Radio	Internet-Radio
0	4	23	38	53	57	86	94
1+	96	77	62	47	42	10	5
WN	0	0	1	1	1	4	2

4.2.4 Haushaltsausstattung Radio-Empfangstechnologien in Prozent

Merkmal	Bedingung	Basis	2009	2010
Radio-HH	Mind. 1 Radiogerät	Alle HH	95	96
Radio-HH-T	Mind. 1 Radiogerät mit Radio-Empfang via Terrestrik (ohne Autoradio)	Radio-HH	50	54
Radio-HH-C	Mind. 1 Radiogerät mit Radio-Empfang via Kabel	Radio-HH	47	47
Radio-HH-I	Mind. 1 Radiogerät mit Radio-Empfang via Internet (IPTV & Internetradio)	Radio-HH	8	9
Radio-HH-S	Mind. 1 Radiogerät mit Radio-Empfang via Satellit	Radio-HH	7	7

Suisse romande

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AVANT-PROPOS

Voici déjà le quatrième 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 sont présentées pour la première fois par zones de desserte en 2010.**

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. 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. Comme nous l'avons déjà communiqué dans notre rapport annuel de 2009 le panel télévision a subi un changement en 2010, passage de la méthode de remplacement à la méthode de pondération journalière. Cette adaptation empêche une comparaison des données à long terme à partir de 2010 jusqu'à l'ensemble de l'année 2009.

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

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

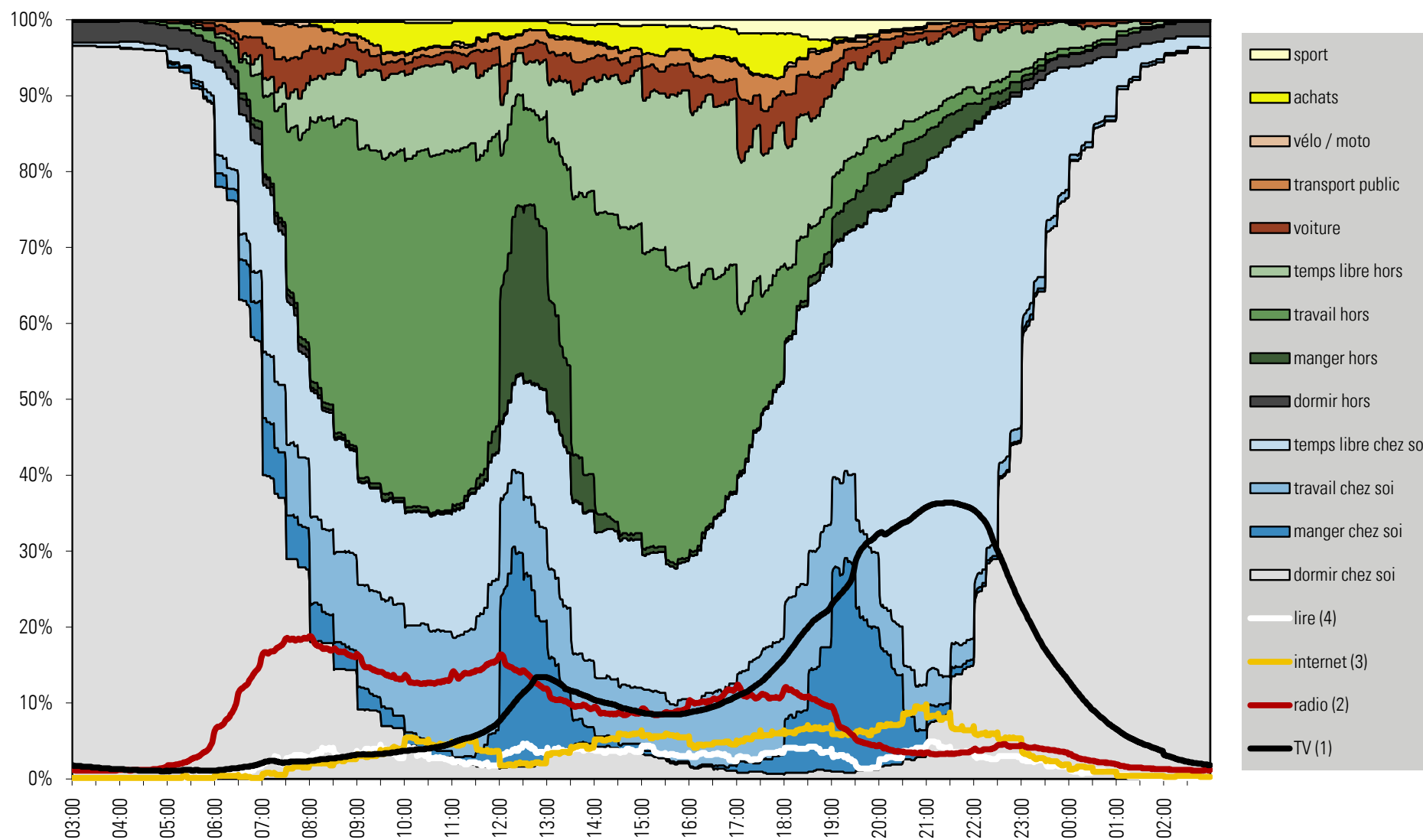
Chaque année, Mediapulse SA publie dans son rapport annuel la « journée-type » de la population, sous forme de graphiques et de tableaux.

Time Use Study 2009 / Suisse romande

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

univers: 1'583'500 personnes (12+) échantillon: 732 interviews

Les données des activités quotidiennes, d'utilisation internet et des lectures proviennent du Time Use Study 2009. Des données plus actuelles ne sont pas encore disponibles.



(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: 1'583'500 personnes (12+)

échantillon: 732 interviews

	chez soi					total c.soi	hors de chez soi					vélo /			total hors	total TV*	total Radio**	total internet	total lire
	dormir	manger	travail	temps lib.			dormir	manger	travail	temps lib.	voiture	trans.publ	moto	achats					
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	1.3	2.6	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	1.3	3.3	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	1.4	4.4	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	1.3	7.2	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	1.5	10.2	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	1.7	13.9	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	2.1	17.8	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	2.6	21.8	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	3.0	24.3	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	3.0	26.1	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	2.9	27.3	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	3.0	27.7	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	3.2	27.3	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	3.4	25.8	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	3.6	25.6	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	3.8	25.0	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	4.0	24.4	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	4.0	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	4.0	21.6	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	4.2	21.2	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	4.4	21.1	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	4.5	20.3	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	4.7	20.2	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	5.2	21.1	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	6.3	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	7.0	23.1	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	8.3	24.6	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	10.2	25.6	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	12.0	22.2	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	20.7	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	15.3	19.5	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	14.9	18.6	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	14.0	17.2	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	12.9	16.3	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	12.2	15.7	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	11.4	15.2	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	10.9	14.4	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	10.5	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	10.0	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: 1'583'500 personnes (12+) échantillon: 732 interviews

	chez soi					total c.soi	hors de chez soi					vélo /			total hors	total TV*	total Radio**	total internet	total lire
	dormir	manger	travail	temps lib.			dormir	manger	travail	temps lib.	voiture	trans.publ	moto	achats					
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	9.7	15.0	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	9.6	14.4	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	9.6	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	9.7	15.5	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	10.0	17.2	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	10.4	17.1	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	11.1	17.7	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	11.9	18.9	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	12.8	19.8	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	18.4	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	15.3	18.4	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	17.2	18.6	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	19.2	19.5	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	21.2	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	22.9	16.9	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	24.8	16.0	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	26.4	14.2	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	29.6	10.8	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	32.6	9.0	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	34.3	7.9	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	35.6	7.6	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	35.6	6.4	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	37.2	6.0	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	37.8	5.7	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	38.5	5.5	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	38.6	5.3	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	38.6	5.4	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	38.1	5.6	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	37.3	6.2	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	35.6	6.4	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	31.7	6.7	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	6.4	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	24.1	6.2	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	20.8	5.7	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	17.9	5.2	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	15.6	4.8	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	67.6	88.3	37.3	48.9
Durée en min.	493	60	104	306	962	12	32	235	122	30	19	2	19	7	478	160	111	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 1'029 en Suisse alémanique (état: 1.1.2010), 619 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.

Résultats du panel TV 2010 / Suisse romande

TAUX DE VISION en %, jours de semaine

univers: 1'680'700 personnes (3+) échantillon: 1'316 personnes

	jours de semaine							lundi - vendredi	samedi - dimanche	lundi - dimanche
	lundi	mardi	mercredi	jeudi	vendredi	samedi	dimanche			
06:00	1.0	1.0	1.1	1.1	1.1	1.1	1.2	1.1	1.1	1.1
06:15	1.3	1.1	1.4	1.3	1.2	1.1	1.3	1.3	1.2	1.2
06:30	1.5	1.3	1.6	1.4	1.4	1.2	1.3	1.4	1.3	1.4
06:45	1.8	1.7	1.8	1.8	1.7	1.4	1.5	1.8	1.4	1.7
07:00	2.3	2.3	2.3	2.4	2.3	1.7	1.7	2.3	1.7	2.2
07:15	2.3	2.4	2.3	2.5	2.5	2.1	2.0	2.4	2.1	2.3
07:30	2.4	2.6	2.6	2.7	2.7	2.5	2.5	2.6	2.5	2.6
07:45	2.6	2.7	2.8	2.8	2.8	3.0	3.0	2.7	3.0	2.8
08:00	2.7	2.8	3.1	2.9	2.9	3.5	3.6	2.9	3.5	3.1
08:15	2.9	2.9	3.4	3.0	3.0	4.0	4.1	3.0	4.1	3.3
08:30	3.1	3.0	3.5	3.1	3.1	4.5	4.7	3.2	4.6	3.6
08:45	3.5	3.0	3.7	3.3	3.3	4.8	5.3	3.3	5.1	3.8
09:00	3.6	3.1	3.8	3.4	3.5	5.1	5.9	3.5	5.5	4.1
09:15	3.6	3.2	3.8	3.5	3.5	5.3	6.6	3.5	6.0	4.2
09:30	3.7	3.3	3.9	3.5	3.7	5.5	7.2	3.6	6.4	4.4
09:45	3.9	3.3	4.0	3.7	3.9	5.6	7.7	3.8	6.7	4.6
10:00	4.1	3.5	4.0	3.9	4.1	5.9	8.4	3.9	7.2	4.8
10:15	4.2	3.6	4.1	4.0	4.3	6.0	9.1	4.0	7.5	5.0
10:30	4.4	3.8	4.2	4.2	4.4	6.2	9.8	4.2	8.0	5.3
10:45	4.7	4.0	4.5	4.4	4.7	6.5	10.4	4.5	8.5	5.6
11:00	5.1	4.5	5.0	4.9	5.2	6.9	11.0	5.0	9.0	6.1
11:15	5.5	4.9	5.5	5.3	5.6	7.2	11.3	5.4	9.3	6.5
11:30	6.1	5.4	6.1	5.8	6.1	7.8	11.6	5.9	9.7	7.0
11:45	7.1	6.3	7.0	6.7	7.1	8.4	11.9	6.8	10.2	7.8
12:00	8.7	8.0	8.6	8.1	8.6	9.4	12.5	8.4	11.0	9.1
12:15	10.9	10.0	10.5	10.0	10.4	10.5	13.4	10.4	11.9	10.8
12:30	12.5	11.7	12.2	11.4	11.9	11.7	14.4	11.9	13.0	12.2
12:45	13.9	12.8	13.3	12.5	13.1	13.0	15.6	13.1	14.3	13.5
13:00	13.4	12.3	13.0	12.0	12.8	13.5	16.0	12.7	14.7	13.3
13:15	12.2	11.2	11.9	11.1	12.1	13.3	16.0	11.7	14.7	12.6
13:30	11.4	10.4	11.1	10.4	11.4	13.1	16.0	10.9	14.6	12.0
13:45	10.7	9.8	10.3	9.9	10.7	12.5	16.2	10.3	14.4	11.5
14:00	10.2	9.2	9.7	9.4	10.3	12.2	16.5	9.8	14.4	11.1
14:15	9.8	8.9	9.3	9.1	9.8	11.9	16.5	9.4	14.2	10.8
14:30	9.2	8.5	8.9	8.7	9.4	11.8	16.4	8.9	14.1	10.4
14:45	8.8	8.1	8.4	8.3	9.1	11.7	16.4	8.6	14.0	10.1
15:00	8.4	7.8	8.2	8.0	8.8	11.8	16.4	8.3	14.1	9.9
15:15	8.3	7.6	8.3	7.9	8.8	11.8	16.6	8.2	14.2	9.9
15:30	8.2	7.6	8.3	7.9	8.8	12.0	16.7	8.2	14.4	9.9
15:45	8.4	7.8	8.3	8.0	8.9	12.3	16.9	8.3	14.6	10.1

2.2 Utilisation TV par jour ouvrable: rating en %

Résultats du panel TV 2010 / Suisse romande

TAUX DE VISION en %, jours de semaine

univers: 1'680'700 personnes (3+) échantillon: 1'316 personnes

	jours de semaine							lundi - vendredi	samedi - dimanche	lundi - dimanche
	lundi	mardi	mercredi	jeudi	vendredi	samedi	dimanche			
16:00	8.7	8.1	8.4	8.3	9.3	12.7	17.3	8.6	15.0	10.4
16:15	9.3	8.5	8.7	8.7	9.6	13.0	17.5	9.0	15.3	10.8
16:30	9.9	9.1	9.2	9.2	10.2	13.4	18.0	9.5	15.7	11.3
16:45	10.6	9.8	9.8	9.9	11.0	13.8	18.3	10.2	16.1	11.9
17:00	11.4	10.5	10.5	10.4	11.5	14.5	18.9	10.9	16.7	12.5
17:15	12.3	11.5	11.4	11.3	12.3	15.2	19.6	11.8	17.4	13.4
17:30	13.5	12.6	12.7	12.5	13.3	15.8	20.3	12.9	18.1	14.4
17:45	14.9	14.1	14.4	13.9	14.6	16.4	21.0	14.4	18.7	15.6
18:00	16.8	16.1	16.2	15.6	16.1	17.1	21.9	16.2	19.5	17.1
18:15	19.0	18.3	18.2	17.6	17.8	18.0	22.9	18.2	20.5	18.8
18:30	20.9	20.3	20.0	19.5	19.3	18.6	24.5	20.0	21.5	20.4
18:45	22.2	21.5	21.5	21.0	20.1	19.1	25.6	21.3	22.3	21.6
19:00	24.3	23.3	23.4	22.7	21.4	20.1	26.9	23.0	23.5	23.2
19:15	26.5	25.3	25.5	24.4	22.7	21.4	28.3	24.9	24.9	24.9
19:30	30.7	29.0	29.3	27.8	25.8	24.5	32.0	28.5	28.3	28.4
19:45	32.5	30.9	30.7	29.3	26.8	25.6	33.5	30.0	29.6	29.9
20:00	33.3	31.5	31.1	29.9	27.1	26.1	33.9	30.6	30.0	30.4
20:15	34.1	32.3	31.7	30.6	27.8	26.8	35.0	31.3	30.9	31.2
20:30	34.8	32.9	32.4	31.2	28.7	27.5	35.9	32.0	31.7	31.9
20:45	35.8	33.8	33.5	32.2	29.9	28.5	36.9	33.0	32.7	32.9
21:00	36.5	34.6	34.3	32.6	30.8	29.2	37.2	33.8	33.2	33.6
21:15	36.7	35.0	34.5	32.5	31.1	29.8	37.5	33.9	33.7	33.8
21:30	36.5	35.0	34.2	32.4	31.1	30.2	37.3	33.8	33.7	33.8
21:45	35.9	34.5	33.4	31.8	31.1	30.4	36.3	33.3	33.3	33.3
22:00	34.6	33.6	32.1	30.6	30.5	30.0	34.7	32.3	32.3	32.3
22:15	31.5	31.1	29.5	28.4	28.5	28.6	32.0	29.8	30.3	30.0
22:30	26.8	27.1	26.4	25.3	25.8	26.8	27.7	26.3	27.3	26.6
22:45	22.5	23.8	22.9	21.5	23.7	24.7	23.7	22.9	24.2	23.2
23:00	19.1	20.5	19.8	18.5	21.4	22.6	20.6	19.8	21.6	20.3
23:15	16.5	17.2	16.7	16.0	19.2	20.4	17.5	17.1	19.0	17.6
23:30	14.2	14.4	14.2	13.8	17.4	18.7	14.7	14.8	16.7	15.4
23:45	12.3	12.3	12.3	11.8	15.8	16.9	12.5	12.9	14.7	13.4
00:00	10.3	10.4	10.4	10.1	13.8	15.2	10.6	11.0	12.9	11.6
00:15	8.5	8.6	8.8	8.6	11.8	13.5	8.9	9.3	11.2	9.8
00:30	7.0	7.2	7.4	7.4	10.1	11.9	7.3	7.8	9.6	8.3
00:45	5.7	6.1	6.3	6.2	8.8	10.4	6.1	6.6	8.3	7.1
R 18-23	29.6	28.5	28.0	26.8	25.8	25.2	31.2	27.7	28.2	27.9
UT 18-23	89	86	84	81	77	76	94	83	85	84
R 24h	11.1	10.6	10.7	10.3	10.7	11.6	13.8	10.7	12.7	11.2
UT 24h	159	152	154	148	154	167	198	154	183	162

R = Rating en %

UT = Utilisation en minutes (total)

Résultats du panel TV 2010 / Suisse romande

TAUX DE VISION en % (lu-di)

univers: 1'680'700 personnes (3+) échantillon: 1'316 personnes

	total	sexe		âge (sans hôtes)						formation terminée (sans hôtes)				total
	personnes	hommes	femmes	3 - 14	15 - 29	30 - 39	40 - 49	50 - 59	60 +	aucune	obligatoire	form. prof.	form. sup.*	foyers
06:00	1.1	1.1	1.1	0.1	0.6	1.3	1.3	2.2	1.1	0.1	1.6	1.7	0.8	2.2
06:15	1.2	1.3	1.2	0.2	0.7	1.6	1.4	2.3	1.2	0.2	1.6	1.8	0.9	2.4
06:30	1.4	1.4	1.4	0.7	0.8	1.8	1.4	2.7	1.2	0.6	1.7	1.8	1.2	2.8
06:45	1.7	1.7	1.6	1.2	1.0	1.6	1.5	3.5	1.4	1.0	2.0	1.9	1.5	3.4
07:00	2.2	2.2	2.0	2.2	1.1	2.2	1.7	4.2	1.8	1.9	2.7	2.2	1.8	4.4
07:15	2.3	2.4	2.2	3.2	1.1	2.5	1.6	3.6	2.2	2.7	2.4	2.3	1.9	4.6
07:30	2.6	2.6	2.5	4.3	1.3	2.6	1.7	3.0	2.5	3.6	2.2	2.6	1.8	5.1
07:45	2.8	2.8	2.8	5.0	1.4	2.7	1.8	3.0	2.8	4.2	2.3	2.8	1.8	5.5
08:00	3.1	3.0	3.1	5.3	1.8	2.8	2.0	3.4	3.0	4.6	2.5	3.3	1.9	6.1
08:15	3.3	3.3	3.3	5.5	2.2	3.0	2.2	3.7	3.2	4.8	2.9	3.6	2.0	6.6
08:30	3.6	3.5	3.6	5.7	2.5	3.1	2.4	3.8	3.6	5.1	3.3	3.9	2.1	7.0
08:45	3.8	3.6	3.9	5.7	2.7	3.3	2.6	4.0	4.1	5.2	3.8	4.2	2.2	7.5
09:00	4.1	3.8	4.2	5.7	3.0	3.5	2.9	4.3	4.3	5.3	4.1	4.5	2.4	7.9
09:15	4.2	4.0	4.3	5.6	3.2	3.6	3.1	4.6	4.4	5.2	4.2	4.8	2.6	8.1
09:30	4.4	4.2	4.5	5.5	3.5	3.8	3.3	4.9	4.7	5.1	4.5	5.0	2.8	8.5
09:45	4.6	4.3	4.7	5.3	3.8	3.9	3.5	5.2	5.0	5.0	4.9	5.2	3.0	8.9
10:00	4.8	4.6	5.0	5.2	4.1	4.1	3.8	5.7	5.3	4.9	5.5	5.5	3.3	9.4
10:15	5.0	4.7	5.2	5.1	4.4	4.3	4.0	6.0	5.6	4.8	5.9	5.7	3.4	9.8
10:30	5.3	5.0	5.5	5.0	4.6	4.5	4.3	6.3	6.0	4.8	6.5	6.0	3.6	10.3
10:45	5.6	5.2	5.9	4.9	4.9	4.6	4.7	6.5	6.7	4.8	7.2	6.3	3.9	10.9
11:00	6.1	5.5	6.6	4.8	5.2	4.8	5.3	6.9	7.9	4.9	8.2	6.9	4.2	11.9
11:15	6.5	5.7	7.1	4.7	5.5	5.0	5.6	7.3	8.7	4.9	8.6	7.4	4.5	12.7
11:30	7.0	6.2	7.7	4.8	5.8	5.3	5.9	8.0	9.9	5.3	9.2	7.9	5.0	13.7
11:45	7.8	6.9	8.6	5.4	6.3	5.5	6.2	9.1	11.4	6.0	9.9	8.8	5.6	15.2
12:00	9.1	8.0	10.2	6.3	7.1	6.2	6.8	10.9	14.0	7.1	11.5	10.2	6.8	17.5
12:15	10.8	9.4	12.0	7.5	8.1	7.2	8.1	13.0	16.8	8.4	12.9	12.1	8.2	20.3
12:30	12.2	10.8	13.5	8.1	8.8	8.0	9.3	14.7	19.7	9.1	14.4	14.0	9.4	22.9
12:45	13.5	12.1	14.6	8.1	8.9	8.2	10.4	17.1	22.7	9.1	16.4	15.6	10.6	24.8
13:00	13.3	11.9	14.5	6.8	8.5	8.2	10.5	17.3	23.1	7.9	16.4	15.8	10.6	24.4
13:15	12.6	11.1	13.8	5.9	8.0	8.3	9.7	16.0	22.2	6.9	16.0	15.2	9.9	23.1
13:30	12.0	10.4	13.4	5.0	7.6	8.5	9.2	15.1	21.3	6.0	15.6	14.7	9.5	22.1
13:45	11.5	9.7	13.0	4.4	7.2	8.4	8.8	15.0	20.2	5.4	14.6	14.3	9.2	21.4
14:00	11.1	9.3	12.7	4.1	6.9	8.4	8.4	14.8	19.3	5.0	13.8	13.9	9.0	20.8
14:15	10.8	8.9	12.4	3.8	6.9	8.3	8.2	14.3	18.5	4.7	13.2	13.6	8.8	20.3
14:30	10.4	8.7	11.9	3.6	6.8	8.4	8.1	13.8	17.5	4.5	12.7	13.1	8.6	19.7
14:45	10.1	8.5	11.6	3.6	6.7	8.3	8.0	13.3	16.7	4.4	12.3	12.7	8.3	19.2
15:00	9.9	8.3	11.3	3.6	6.6	8.2	8.0	13.2	15.9	4.4	11.9	12.3	8.2	18.9
15:15	9.9	8.4	11.2	3.7	6.6	8.2	8.1	13.3	15.7	4.5	11.9	12.3	8.2	18.8
15:30	9.9	8.5	11.2	3.8	6.6	8.2	8.2	13.4	15.7	4.6	12.0	12.3	8.2	18.8
15:45	10.1	8.7	11.3	4.1	6.7	8.2	8.4	13.5	15.9	4.9	12.2	12.4	8.2	19.1

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

Résultats du panel TV 2010 / Suisse romande

TAUX DE VISION en % (lu-di)

univers: 1'680'700 personnes (3+) échantillon: 1'316 personnes

	total	sexe		âge (sans hôtes)						formation terminée (sans hôtes)				total
	personnes	hommes	femmes	3 - 14	15 - 29	30 - 39	40 - 49	50 - 59	60 +	aucune	obligatoire	form. prof.	form. sup.*	foyers
16:00	10.4	9.0	11.6	4.4	7.0	8.3	8.7	13.6	16.3	5.3	12.7	12.8	8.3	19.6
16:15	10.8	9.4	11.9	5.0	7.3	8.5	9.0	13.9	16.9	5.7	13.0	13.2	8.6	20.3
16:30	11.3	10.0	12.4	5.6	7.6	8.8	9.3	14.3	17.8	6.4	13.3	13.7	9.0	21.3
16:45	11.9	10.4	13.2	6.2	7.9	9.1	9.8	14.8	19.0	7.1	13.8	14.4	9.5	22.5
17:00	12.5	10.9	14.0	6.4	8.5	9.6	10.3	15.6	20.1	7.4	14.5	15.3	10.0	23.7
17:15	13.4	11.6	15.0	6.7	9.1	10.1	10.9	16.7	21.6	7.8	15.5	16.3	10.6	25.2
17:30	14.4	12.4	16.2	6.9	9.9	10.8	11.7	18.0	23.6	8.1	16.9	17.7	11.4	27.0
17:45	15.6	13.3	17.7	7.3	10.6	11.5	12.6	19.5	26.2	8.6	18.8	19.2	12.4	29.3
18:00	17.1	14.3	19.6	7.9	11.4	12.3	13.7	21.2	29.3	9.2	20.9	21.1	13.6	31.9
18:15	18.8	15.5	21.8	8.9	12.4	13.3	15.2	23.3	32.5	10.2	23.4	23.3	14.9	35.0
18:30	20.4	16.9	23.7	10.5	13.3	14.4	16.7	25.2	34.8	11.8	25.3	25.2	16.0	37.6
18:45	21.6	18.0	24.8	11.5	13.9	14.9	17.7	26.6	36.6	12.6	26.8	26.4	17.0	39.2
19:00	23.2	19.5	26.5	12.0	14.6	16.0	19.2	28.7	39.8	13.2	28.7	28.2	18.8	41.6
19:15	24.9	21.3	28.1	11.9	15.0	17.5	21.0	31.4	43.1	13.3	30.3	30.3	20.9	44.2
19:30	28.4	25.0	31.5	11.3	16.0	20.3	24.6	37.0	50.7	13.2	33.7	34.3	26.0	49.6
19:45	29.9	26.7	32.8	10.9	16.7	22.0	26.5	39.4	52.7	13.0	35.2	36.1	27.9	51.6
20:00	30.4	27.3	33.2	10.5	17.5	23.5	28.2	40.1	52.0	12.8	35.8	37.0	28.4	52.3
20:15	31.2	28.1	34.0	10.6	18.4	24.8	29.6	40.8	52.1	13.0	36.7	38.2	28.9	53.5
20:30	31.9	28.9	34.6	10.2	18.9	26.3	31.0	42.1	52.2	13.0	36.8	39.5	29.6	54.6
20:45	32.9	30.0	35.6	10.0	20.0	28.0	32.9	43.4	52.5	13.2	37.0	41.0	30.7	56.0
21:00	33.6	30.7	36.2	9.6	20.7	29.4	34.7	44.3	52.2	13.1	37.2	42.0	31.6	56.9
21:15	33.8	31.0	36.4	9.2	21.1	30.4	36.0	44.8	51.4	12.8	37.0	42.4	32.2	57.2
21:30	33.8	30.9	36.4	8.7	21.3	30.9	36.8	44.9	50.4	12.3	36.4	42.3	32.6	57.1
21:45	33.3	30.7	35.7	8.0	21.0	30.8	37.0	44.7	49.0	11.5	35.7	41.8	32.6	56.3
22:00	32.3	29.8	34.5	7.4	20.3	30.1	36.4	43.7	46.8	10.7	34.6	40.4	32.0	54.7
22:15	30.0	27.8	31.9	6.6	18.8	28.5	34.3	40.9	42.6	9.4	32.3	37.3	30.0	51.0
22:30	26.6	24.7	28.2	5.6	16.6	25.6	31.1	36.8	36.9	7.8	28.9	33.0	26.9	45.6
22:45	23.2	21.7	24.6	4.7	14.5	22.4	27.8	32.6	31.7	6.6	25.5	28.7	23.7	40.4
23:00	20.3	19.1	21.4	3.9	12.6	19.7	24.9	29.2	27.0	5.4	22.6	25.1	20.9	35.7
23:15	17.6	16.5	18.6	3.2	11.0	17.2	22.0	26.0	22.8	4.3	19.8	21.8	18.2	31.3
23:30	15.4	14.4	16.2	2.6	9.6	15.0	19.4	23.0	19.4	3.5	17.3	19.0	15.9	27.5
23:45	13.4	12.6	14.1	2.2	8.5	13.1	17.1	20.3	16.7	2.9	15.1	16.7	13.9	24.2
00:00	11.6	10.8	12.1	1.8	7.4	11.4	14.7	17.8	14.2	2.3	12.9	14.4	12.1	21.0
00:15	9.8	9.2	10.3	1.4	6.2	9.8	12.5	15.4	11.8	1.8	10.6	12.4	10.3	18.0
00:30	8.3	7.9	8.7	1.2	5.3	8.4	10.6	13.3	9.9	1.5	8.8	10.7	8.8	15.4
00:45	7.1	6.7	7.4	1.0	4.6	7.1	8.8	11.6	8.4	1.2	7.3	9.3	7.4	13.2
R 18-23	27.9	24.9	30.5	9.3	17.1	23.1	27.5	36.6	44.5	11.6	31.9	34.4	25.7	48.3
PQ 18-23	57.0	53.8	59.3	32.2	40.3	53.4	58.3	67.4	74.1	34.6	56.6	64.4	55.6	80.7
R 24h	11.2	10.1	12.2	4.6	7.2	9.3	10.7	15.0	17.0	5.3	13.0	13.8	9.9	20.3
PQ 24h	69.1	66.5	70.0	51.0	52.1	62.8	68.9	77.3	79.8	52.0	66.0	74.1	64.2	86.7

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

2.3 Utilisation TV par critère socio-démographique: rating en %

Résultats du panel TV 2010 / Suisse romande

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

univers: 1'680'700 personnes (3+) échantillon: 1'316 personnes

	total	sexe		âge (sans hôtes)						formation terminée (sans hôtes)				total
	personnes	hommes	femmes	3 - 14	15 - 29	30 - 39	40 - 49	50 - 59	60 +	aucune	obligatoire	form. profess.	form. sup.*	foyers
06:00	19	9	9	0	2	3	4	5	4	0	3	10	4	17
06:15	21	11	10	1	2	4	4	5	4	1	3	11	5	19
06:30	24	12	12	2	3	5	4	6	5	2	3	11	7	22
06:45	28	14	14	3	3	4	4	8	5	3	4	11	8	26
07:00	36	18	18	5	4	6	5	9	7	6	6	13	10	34
07:15	39	20	19	8	3	6	5	8	8	8	5	14	10	35
07:30	43	21	22	10	4	7	5	7	9	11	5	16	10	39
07:45	47	23	24	12	4	7	5	7	11	12	5	17	10	42
08:00	52	25	26	13	6	7	6	8	11	13	5	20	10	47
08:15	56	27	29	13	7	8	6	8	12	14	6	22	11	51
08:30	60	28	31	14	8	8	7	8	13	15	7	24	12	54
08:45	64	30	34	14	9	8	7	9	15	15	8	26	12	58
09:00	68	32	36	14	9	9	8	10	16	15	9	27	14	61
09:15	71	33	37	13	10	9	9	10	16	15	9	29	15	62
09:30	74	34	39	13	11	10	9	11	17	15	9	30	16	65
09:45	77	36	41	13	12	10	10	12	19	15	10	32	17	68
10:00	81	37	43	12	13	11	11	13	20	14	11	33	18	72
10:15	85	39	45	12	14	11	11	13	21	14	12	34	19	75
10:30	89	41	47	12	15	11	12	14	22	14	14	36	20	79
10:45	94	42	51	12	15	12	13	14	25	14	15	38	22	84
11:00	103	45	57	12	16	12	15	15	29	14	17	41	23	91
11:15	109	47	62	11	17	13	16	16	32	15	18	44	25	97
11:30	118	51	67	12	18	13	17	18	37	16	19	48	28	105
11:45	131	56	74	13	20	14	17	20	42	18	21	53	31	116
12:00	154	65	88	15	22	16	19	24	52	21	24	61	38	134
12:15	182	77	104	18	26	18	23	29	62	25	27	73	45	156
12:30	206	88	117	19	28	20	26	33	73	27	30	84	52	175
12:45	226	99	126	19	28	21	29	38	84	27	34	94	59	190
13:00	223	98	125	16	27	21	29	38	85	23	34	95	59	187
13:15	211	91	119	14	25	21	27	36	82	20	33	91	55	177
13:30	201	85	115	12	24	22	26	34	79	18	32	88	53	170
13:45	193	80	112	11	23	21	25	33	75	16	30	86	51	164
14:00	186	76	110	10	22	21	24	33	71	15	29	84	50	159
14:15	181	73	107	9	22	21	23	32	69	14	28	82	49	155
14:30	175	71	103	9	21	21	23	31	65	13	26	79	48	151
14:45	170	69	100	9	21	21	23	30	62	13	26	76	46	147
15:00	167	68	98	9	21	21	23	29	59	13	25	74	46	144
15:15	166	69	97	9	21	21	23	30	58	13	25	74	46	144
15:30	167	70	97	9	21	21	23	30	58	14	25	74	46	144
15:45	169	71	98	10	21	21	24	30	59	14	25	75	45	146

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

Résultats du panel TV 2010 / Suisse romande

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

univers: 1'680'700 personnes (3+) échantillon: 1'316 personnes

	total	sexe		âge (sans hôtes)						formation terminée (sans hôtes)				total
	personnes	hommes	femmes	3 - 14	15 - 29	30 - 39	40 - 49	50 - 59	60 +	aucune	obligatoire	form. profess.	form. sup.*	foyers
16:00	175	74	100	11	22	21	24	30	60	15	26	77	46	150
16:15	181	77	103	12	23	22	25	31	63	17	27	79	48	156
16:30	189	82	107	13	24	22	26	32	66	19	28	83	50	163
16:45	200	85	114	15	25	23	28	33	70	21	29	87	53	172
17:00	211	89	121	15	27	24	29	35	74	22	30	92	55	182
17:15	225	95	129	16	29	26	31	37	80	23	32	98	59	193
17:30	242	101	140	17	31	27	33	40	87	24	35	106	63	207
17:45	263	109	153	17	33	29	35	43	97	25	39	116	69	224
18:00	288	117	169	19	36	31	38	47	109	27	43	127	76	245
18:15	316	127	188	21	39	34	43	52	120	30	49	140	82	268
18:30	344	138	204	25	42	36	47	56	129	35	53	152	89	288
18:45	362	147	214	27	44	38	50	59	136	37	56	159	95	300
19:00	389	160	228	29	46	41	54	64	147	39	60	170	104	319
19:15	418	174	243	28	48	44	59	70	159	39	63	182	116	339
19:30	478	205	272	27	50	52	69	82	188	39	70	206	144	380
19:45	502	218	283	26	53	56	75	88	195	38	73	217	155	395
20:00	512	224	286	25	55	60	79	89	192	37	74	223	158	401
20:15	524	230	293	25	58	63	83	91	193	38	76	230	160	410
20:30	537	237	299	24	60	67	87	94	193	38	76	237	164	418
20:45	554	245	307	24	63	71	93	97	194	39	77	246	170	429
21:00	565	251	312	23	66	75	98	99	193	38	77	252	175	436
21:15	569	254	314	22	67	77	101	100	190	37	77	255	179	438
21:30	568	253	314	21	67	78	103	100	186	36	76	255	181	437
21:45	560	251	308	19	66	78	104	99	181	34	74	251	181	432
22:00	543	244	298	18	64	76	102	97	173	31	72	243	177	419
22:15	503	227	275	16	59	72	97	91	157	28	67	224	166	391
22:30	446	202	243	13	52	65	87	82	137	23	60	198	149	350
22:45	391	178	212	11	46	57	78	73	117	19	53	173	131	309
23:00	342	156	185	9	40	50	70	65	100	16	47	151	116	274
23:15	297	135	160	8	35	44	62	58	84	13	41	131	101	240
23:30	258	118	140	6	30	38	55	51	72	10	36	114	88	211
23:45	226	103	122	5	27	33	48	45	62	8	31	100	77	186
00:00	194	89	105	4	23	29	41	40	53	7	27	87	67	161
00:15	165	75	89	3	20	25	35	34	44	5	22	75	57	138
00:30	140	64	75	3	17	21	30	30	37	4	18	64	49	118
00:45	119	55	63	2	15	18	25	26	31	4	15	56	41	101
UT 18-23	84	75	92	28	51	69	83	110	133	35	96	103	77	145
US 18-23	146	139	154	87	127	129	141	162	180	101	169	160	138	179
UT 24h	162	145	176	66	104	135	155	217	245	77	187	199	142	292
US 24h	233	217	251	130	200	214	223	279	306	147	283	268	221	337

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 2010 / Suisse romande

PARTS DU PUBLIC en % (lu-di)

univers: 1'680'700 personnes (3+) échantillon: 1'316 personnes

	total	sexe		âge (sans hôtes)						formation terminée (sans hôtes)			
	personnes	hommes	femmes	3 - 14	15 - 29	30 - 39	40 - 49	50 - 59	60 +	aucune	obligatoire	form. profess.	form. sup.*
06:00	100	49	50	2	11	19	19	27	22	2	18	57	22
06:15	100	50	49	3	11	21	19	26	21	3	17	55	24
06:30	100	49	50	7	12	19	16	27	20	8	15	48	28
06:45	100	49	50	10	12	15	16	29	19	11	15	42	30
07:00	100	50	49	14	10	16	14	27	19	15	16	39	29
07:15	100	50	49	20	9	17	12	22	22	20	13	37	27
07:30	100	48	51	24	10	16	11	16	22	24	11	38	24
07:45	100	48	51	26	10	15	11	15	23	27	11	38	22
08:00	100	47	52	25	12	15	11	15	22	27	10	40	21
08:15	100	47	52	24	13	14	11	15	22	26	11	41	20
08:30	100	46	53	23	14	14	12	15	24	25	12	41	20
08:45	100	45	54	21	14	14	12	15	25	24	14	41	20
09:00	100	45	54	20	14	14	13	15	25	22	14	42	21
09:15	100	46	53	19	15	14	13	15	25	21	14	42	21
09:30	100	45	54	17	16	14	13	15	25	20	15	42	22
09:45	100	45	54	16	16	13	13	16	25	19	15	42	23
10:00	100	44	55	15	17	13	14	16	26	17	16	41	23
10:15	100	44	55	14	17	13	14	16	25	17	16	41	23
10:30	100	44	55	13	17	13	14	16	26	16	17	41	23
10:45	100	43	56	12	17	13	15	16	27	15	17	41	23
11:00	100	42	58	11	17	12	15	15	30	14	18	42	23
11:15	100	41	58	10	17	12	15	15	31	13	17	42	23
11:30	100	41	58	10	16	12	15	15	32	13	17	42	24
11:45	100	42	58	10	16	11	14	16	34	14	16	41	24
12:00	100	42	58	10	15	11	13	16	35	14	16	41	25
12:15	100	42	57	10	15	10	13	16	35	14	15	41	26
12:30	100	43	57	10	14	10	13	16	37	13	15	42	26
12:45	100	44	56	9	13	10	13	17	38	12	16	43	27
13:00	100	44	56	8	12	10	14	18	40	11	16	44	27
13:15	100	43	57	7	12	10	13	17	40	10	16	44	27
13:30	100	42	58	6	12	11	13	17	41	9	17	45	27
13:45	100	41	59	6	12	11	13	18	41	8	16	46	27
14:00	100	40	60	5	12	12	13	18	40	8	16	47	27
14:15	100	39	60	5	12	12	13	18	40	8	16	47	28
14:30	100	39	60	5	13	13	13	18	39	8	16	47	28
14:45	100	39	60	5	13	13	13	18	38	8	16	47	28
15:00	100	40	60	5	13	13	14	18	37	8	15	46	28
15:15	100	40	59	5	13	13	14	18	37	8	15	46	28
15:30	100	41	59	6	13	13	14	18	37	8	16	46	28
15:45	100	41	59	6	13	13	14	18	36	9	16	46	27

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

Résultats du panel TV 2010 / Suisse romande

PARTS DU PUBLIC en % (lu-di)

univers: 1'680'700 personnes (3+) échantillon: 1'316 personnes

	total	sexe		âge (sans hôtes)						formation terminée (sans hôtes)			
	personnes	hommes	femmes	3 - 14	15 - 29	30 - 39	40 - 49	50 - 59	60 +	aucune	obligatoire	form. profess.	form. sup.*
16:00	100	41	58	6	13	12	14	18	37	9	16	46	27
16:15	100	42	58	7	13	12	14	18	37	10	16	45	27
16:30	100	42	57	8	13	12	14	17	37	11	15	45	27
16:45	100	42	58	8	13	12	14	17	37	11	15	45	27
17:00	100	42	58	8	13	12	14	17	37	11	15	45	27
17:15	100	41	58	8	13	12	14	17	37	11	15	45	26
17:30	100	41	58	7	13	12	14	17	38	10	15	45	27
17:45	100	41	59	7	13	11	14	17	38	10	15	45	27
18:00	100	40	59	7	13	11	14	17	39	10	16	45	27
18:15	100	40	60	7	13	11	14	17	39	10	16	45	27
18:30	100	40	60	7	13	11	14	17	39	10	16	45	27
18:45	100	40	59	8	13	11	14	17	39	10	16	45	27
19:00	100	41	59	7	12	11	14	17	39	10	16	45	28
19:15	100	42	58	7	12	11	14	17	39	9	16	45	29
19:30	100	43	57	6	11	11	15	18	40	8	15	44	31
19:45	100	43	56	5	11	11	15	18	40	8	15	44	32
20:00	100	44	56	5	11	12	16	18	39	7	15	44	32
20:15	100	44	56	5	11	12	16	18	38	7	15	45	31
20:30	100	44	56	5	11	13	17	18	37	7	15	45	31
20:45	100	44	56	5	12	13	17	18	36	7	14	46	31
21:00	100	44	55	4	12	13	18	18	35	7	14	46	32
21:15	100	45	55	4	12	14	18	18	34	7	14	46	32
21:30	100	45	55	4	12	14	19	18	34	7	14	46	33
21:45	100	45	55	4	12	14	19	18	33	6	14	46	33
22:00	100	45	55	3	12	14	19	18	33	6	14	46	33
22:15	100	45	55	3	12	15	20	19	32	6	14	46	34
22:30	100	45	55	3	12	15	20	19	31	5	14	46	34
22:45	100	45	54	3	12	15	20	19	31	5	14	45	34
23:00	100	46	54	3	12	15	21	20	30	5	14	45	35
23:15	100	46	54	3	12	15	21	20	29	4	14	45	35
23:30	100	46	54	2	12	15	22	20	29	4	14	45	35
23:45	100	46	54	2	12	15	22	21	28	4	14	46	35
00:00	100	46	54	2	12	15	22	21	28	3	14	46	36
00:15	100	45	54	2	12	16	22	21	28	3	14	46	36
00:30	100	46	54	2	12	16	22	22	27	3	13	47	36
00:45	100	46	54	2	12	16	21	22	27	3	13	48	35
18-23	100	44	56	5	12	13	17	18	36	7	15	45	31
24h	100	44	56	6	13	13	16	18	34	8	15	45	30

* 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 2010 / Suisse romande

PÉNÉTRATION QUOTIDIENNE en %, total TV

univers: 1'680'700 personnes (3+) échantillon: 1'316 personnes

	jours de semaine							lundi - vendredi	samedi - dimanche	lundi - dimanche
	lundi	mardi	mercredi	jeudi	vendredi	samedi	dimanche			
total personnes	69.7	69.0	69.4	67.9	67.9	67.6	72.2	68.8	69.9	69.1
sexe										
hommes	66.7	66.0	65.9	64.7	64.7	66.3	71.4	65.6	68.9	66.5
femmes	71.0	70.5	71.2	69.5	69.3	67.3	71.3	70.3	69.3	70.0
âge (sans hôtes)										
3-14	50.4	49.8	53.0	50.6	51.8	50.9	50.2	51.1	50.5	51.0
15-29	53.2	51.9	51.2	51.1	50.9	51.4	55.1	51.7	53.2	52.1
30-39	63.9	63.0	63.8	62.1	60.4	59.7	66.6	62.6	63.1	62.8
40-49	70.4	70.1	69.4	67.6	66.0	65.7	73.3	68.7	69.5	68.9
50-59	78.6	77.8	76.8	76.2	74.8	75.3	81.5	76.8	78.4	77.3
60+	80.9	80.5	80.8	79.7	79.0	76.7	80.9	80.2	78.8	79.8
formation terminée (sans hôtes)										
aucune/autre	51.3	50.8	53.4	51.2	53.1	52.6	51.8	52.0	52.2	52.0
obligatoire	67.8	66.5	66.4	65.5	64.7	64.0	67.6	66.1	65.8	66.0
form. professionnelle	75.5	74.6	74.6	73.5	72.2	71.6	76.6	74.1	74.1	74.1
form. supérieure*	65.3	64.8	64.5	63.3	61.8	61.1	68.8	63.9	64.9	64.2

* 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 2010 / Suisse romande

UTILISATION en minutes, total TV

univers: 1'680'700 personnes (3+) échantillon: 1'316 personnes

	jours de semaine							lundi - vendredi	samedi - dimanche	lundi - dimanche
	lundi	mardi	mercredi	jeudi	vendredi	samedi	dimanche			
total personnes	159	152	154	148	154	167	198	154	183	162
sexe										
hommes	138	133	134	129	135	156	193	134	174	145
femmes	178	170	172	165	171	176	202	171	189	176
âge (sans hôtes)										
3-14	59	60	68	60	70	75	71	63	73	66
15-29	102	98	97	95	98	112	128	98	120	104
30-39	131	126	128	121	127	140	170	127	155	135
40-49	154	144	143	138	143	157	204	144	180	155
50-59	213	196	200	199	200	227	281	202	254	217
60+	247	241	240	231	236	240	280	239	260	245
formation terminée (sans hôtes)										
aucune/autre	70	70	76	68	79	86	88	73	87	77
obligatoire	189	182	181	175	178	188	218	181	203	187
form. professionnelle	197	187	189	184	188	203	245	189	224	199
form. supérieure*	141	134	134	129	132	146	182	134	164	142

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

Résultats du panel TV 2010 / Suisse romande

TAUX DE VISION en % (lu-di)

univers: 1'680'700 personnes (3+) échantillon: 1'316 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	1.1	0.2	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.4
06:15	1.2	0.2	0.1	0.0	0.0	0.1	0.0	0.1	0.0	0.1	0.1	0.0	0.0	0.5
06:30	1.4	0.2	0.1	0.0	0.0	0.2	0.0	0.1	0.0	0.1	0.1	0.0	0.0	0.5
06:45	1.7	0.2	0.1	0.0	0.0	0.3	0.1	0.1	0.0	0.1	0.1	0.1	0.0	0.5
07:00	2.2	0.2	0.1	0.0	0.0	0.5	0.1	0.2	0.0	0.1	0.1	0.1	0.0	0.6
07:15	2.3	0.2	0.1	0.0	0.0	0.5	0.1	0.2	0.0	0.2	0.1	0.1	0.0	0.7
07:30	2.6	0.3	0.2	0.0	0.0	0.5	0.1	0.1	0.0	0.3	0.1	0.1	0.0	0.9
07:45	2.8	0.3	0.2	0.0	0.0	0.5	0.2	0.1	0.1	0.3	0.1	0.1	0.0	1.0
08:00	3.1	0.4	0.2	0.0	0.0	0.4	0.2	0.1	0.1	0.3	0.1	0.1	0.0	1.1
08:15	3.3	0.4	0.3	0.1	0.0	0.4	0.2	0.1	0.1	0.2	0.1	0.1	0.0	1.2
08:30	3.6	0.5	0.3	0.1	0.1	0.4	0.2	0.1	0.1	0.2	0.1	0.1	0.0	1.3
08:45	3.8	0.7	0.3	0.1	0.1	0.3	0.3	0.1	0.1	0.2	0.1	0.1	0.0	1.4
09:00	4.1	0.7	0.4	0.1	0.1	0.2	0.3	0.1	0.1	0.2	0.1	0.2	0.0	1.6
09:15	4.2	0.6	0.4	0.1	0.1	0.2	0.3	0.2	0.1	0.2	0.1	0.2	0.0	1.7
09:30	4.4	0.6	0.4	0.1	0.1	0.2	0.3	0.1	0.1	0.3	0.1	0.2	0.0	1.8
09:45	4.6	0.6	0.5	0.1	0.1	0.2	0.3	0.1	0.1	0.3	0.1	0.2	0.0	1.9
10:00	4.8	0.6	0.5	0.1	0.1	0.3	0.3	0.2	0.1	0.4	0.1	0.2	0.0	2.0
10:15	5.0	0.6	0.5	0.1	0.1	0.4	0.3	0.1	0.1	0.4	0.2	0.2	0.0	2.0
10:30	5.3	0.6	0.6	0.1	0.1	0.5	0.3	0.1	0.1	0.5	0.2	0.2	0.0	2.1
10:45	5.6	0.5	0.6	0.1	0.1	0.5	0.3	0.1	0.1	0.6	0.3	0.2	0.0	2.2
11:00	6.1	0.7	0.6	0.1	0.1	0.7	0.4	0.1	0.1	0.6	0.4	0.2	0.0	2.3
11:15	6.5	0.8	0.6	0.1	0.1	0.7	0.4	0.1	0.1	0.7	0.4	0.2	0.0	2.3
11:30	7.0	0.9	0.6	0.1	0.1	0.9	0.3	0.2	0.2	0.8	0.4	0.2	0.0	2.4
11:45	7.8	0.9	0.6	0.1	0.1	1.1	0.4	0.2	0.2	0.9	0.6	0.2	0.0	2.5
12:00	9.1	1.1	0.6	0.1	0.1	1.2	0.5	0.1	0.1	1.5	0.8	0.4	0.1	2.6
12:15	10.8	1.2	0.7	0.1	0.1	1.7	0.6	0.1	0.1	1.9	0.8	0.5	0.1	2.9
12:30	12.2	1.5	0.7	0.2	0.1	2.1	0.9	0.1	0.1	2.0	0.7	0.6	0.2	3.1
12:45	13.5	5.1	0.5	0.1	0.1	0.8	0.5	0.1	0.2	1.4	0.7	0.6	0.3	3.1
13:00	13.3	3.8	0.6	0.2	0.1	1.0	0.6	0.1	0.1	2.4	0.7	0.4	0.3	3.0
13:15	12.6	2.5	0.7	0.1	0.1	1.0	0.6	0.1	0.1	2.7	0.8	0.3	0.3	3.0
13:30	12.0	2.3	0.8	0.2	0.1	0.8	0.7	0.1	0.1	2.4	1.0	0.2	0.3	3.0
13:45	11.5	2.3	0.8	0.2	0.1	0.6	1.0	0.1	0.2	1.6	1.0	0.2	0.3	3.1
14:00	11.1	2.1	0.7	0.1	0.1	0.6	1.1	0.1	0.2	1.2	1.1	0.2	0.4	3.0
14:15	10.8	1.8	0.7	0.1	0.1	0.8	1.1	0.1	0.2	1.0	1.2	0.2	0.4	3.0
14:30	10.4	1.4	0.7	0.1	0.1	1.0	0.9	0.1	0.2	1.0	1.2	0.2	0.4	3.0
14:45	10.1	1.4	0.7	0.1	0.1	1.0	0.6	0.2	0.2	1.0	1.2	0.2	0.4	3.0
15:00	9.9	1.3	0.8	0.1	0.1	0.8	0.5	0.2	0.2	1.1	1.3	0.2	0.4	3.0
15:15	9.9	1.3	0.8	0.1	0.1	0.8	0.5	0.2	0.2	1.2	1.3	0.2	0.3	2.9
15:30	9.9	1.3	0.8	0.1	0.1	0.8	0.6	0.1	0.2	1.2	1.1	0.2	0.3	2.9
15:45	10.1	1.3	1.0	0.1	0.1	0.8	0.6	0.1	0.2	1.2	1.1	0.2	0.3	3.0

2.8 Utilisation TV par chaîne: rating en %

Résultats du panel TV 2010 / Suisse romande

TAUX DE VISION en % (lu-di)

univers: 1'680'700 personnes (3+) échantillon: 1'316 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	10.4	1.3	1.1	0.1	0.1	0.8	0.6	0.1	0.2	1.2	1.1	0.2	0.3	3.0
16:15	10.8	1.3	1.2	0.1	0.1	0.8	0.7	0.1	0.2	1.3	1.2	0.2	0.4	3.1
16:30	11.3	1.3	1.3	0.2	0.1	0.9	0.8	0.1	0.2	1.3	1.2	0.2	0.4	3.3
16:45	11.9	1.4	1.3	0.2	0.1	0.9	1.0	0.1	0.2	1.2	1.3	0.3	0.4	3.5
17:00	12.5	1.5	1.3	0.2	0.1	0.9	1.3	0.1	0.3	1.3	1.3	0.2	0.4	3.7
17:15	13.4	1.7	1.4	0.3	0.1	0.9	1.5	0.2	0.3	1.5	1.2	0.2	0.4	3.8
17:30	14.4	1.8	1.5	0.3	0.1	1.0	1.8	0.2	0.3	1.6	1.2	0.3	0.4	3.9
17:45	15.6	2.1	1.5	0.2	0.2	1.1	1.9	0.2	0.4	1.6	1.8	0.2	0.4	4.0
18:00	17.1	2.7	1.4	0.3	0.2	0.9	2.2	0.2	0.5	1.8	2.4	0.3	0.4	4.0
18:15	18.8	3.5	1.4	0.3	0.3	1.0	2.3	0.1	0.5	1.9	2.8	0.3	0.3	4.1
18:30	20.4	4.4	1.3	0.4	0.3	1.2	1.8	0.1	0.5	2.5	2.7	0.5	0.3	4.5
18:45	21.6	4.7	1.5	0.5	0.4	1.1	1.2	0.2	0.4	3.1	2.5	0.7	0.5	4.8
19:00	23.2	6.1	1.6	0.6	0.3	1.3	0.9	0.1	0.3	3.6	2.5	0.8	0.4	4.5
19:15	24.9	6.8	1.5	0.6	0.3	1.8	0.8	0.2	0.3	4.2	2.3	0.8	0.5	4.9
19:30	28.4	14.6	1.0	0.7	0.2	1.4	0.6	0.1	0.2	3.3	1.4	0.4	0.4	4.2
19:45	29.9	17.4	1.0	0.8	0.2	0.7	0.6	0.2	0.2	2.3	1.2	0.3	0.8	4.3
20:00	30.4	11.4	1.5	0.7	0.3	2.5	1.1	0.3	0.3	4.3	1.7	0.3	0.8	5.2
20:15	31.2	9.8	2.3	0.8	0.2	2.5	1.9	0.2	0.4	4.4	2.1	0.3	0.9	5.4
20:30	31.9	10.1	3.3	0.8	0.3	2.0	2.0	0.4	0.6	3.4	2.0	0.2	0.8	6.1
20:45	32.9	8.6	3.6	0.8	0.3	2.5	2.2	0.4	0.7	3.4	3.0	0.2	1.0	6.2
21:00	33.6	7.3	3.6	0.8	0.3	2.7	2.4	0.3	0.8	4.2	3.6	0.2	1.1	6.4
21:15	33.8	6.8	3.6	0.9	0.3	2.8	2.6	0.4	0.9	4.2	3.7	0.2	1.0	6.5
21:30	33.8	6.8	3.4	0.9	0.3	2.9	2.6	0.5	0.8	4.2	3.9	0.1	1.0	6.4
21:45	33.3	6.5	3.4	0.9	0.2	2.9	2.6	0.5	0.9	4.2	3.8	0.1	1.0	6.3
22:00	32.3	6.1	3.4	0.9	0.2	2.6	2.4	0.5	0.8	4.3	3.8	0.1	1.0	6.1
22:15	30.0	5.4	3.2	0.8	0.2	2.3	1.9	0.5	0.7	4.3	3.9	0.1	0.8	5.8
22:30	26.6	4.4	2.6	0.7	0.2	2.2	1.5	0.5	0.5	3.9	3.7	0.1	0.7	5.5
22:45	23.2	3.4	2.1	0.5	0.2	1.9	1.3	0.4	0.5	3.6	3.3	0.1	0.6	5.2
23:00	20.3	3.0	1.7	0.4	0.2	1.7	1.1	0.3	0.4	3.2	2.9	0.1	0.6	4.7
23:15	17.6	2.3	1.4	0.3	0.1	1.6	1.1	0.3	0.4	2.8	2.5	0.0	0.5	4.2
23:30	15.4	1.8	1.0	0.2	0.1	1.5	1.0	0.3	0.3	2.6	2.2	0.0	0.5	3.7
23:45	13.4	1.6	0.9	0.2	0.1	1.3	0.9	0.2	0.3	2.4	1.8	0.0	0.5	3.2
00:00	11.6	1.4	0.8	0.1	0.1	1.2	0.7	0.2	0.2	2.2	1.4	0.0	0.4	2.7
00:15	9.8	1.2	0.7	0.1	0.1	1.0	0.6	0.2	0.2	1.9	1.1	0.0	0.3	2.4
00:30	8.3	1.0	0.6	0.1	0.1	0.8	0.5	0.1	0.2	1.7	0.9	0.0	0.3	2.1
00:45	7.1	0.8	0.5	0.1	0.1	0.7	0.4	0.1	0.1	1.4	0.8	0.0	0.2	1.8
R 18-23	27.9	7.3	2.3	0.7	0.3	2.0	1.7	0.3	0.5	3.6	2.8	0.3	0.7	5.3
PQ 18-23	57.0	39.8	22.7	8.0	9.6	23.1	20.4	9.4	11.1	28.9	23.1	3.9	11.9	40.3
R 24h	11.2	2.3	0.9	0.2	0.1	0.9	0.7	0.2	0.2	1.5	1.1	0.2	0.3	2.7
PQ 24h	69.1	49.9	32.7	12.3	15.6	33.0	29.6	15.4	17.3	39.4	31.8	7.4	18.4	54.6

R = Rating en %

PQ = Pénétration quotidienne en %

2.8 Utilisation TV par chaîne: rating en %

Résultats du panel TV 2010 / Suisse romande

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

univers: 1'680'700 personnes (3+) échantillon: 1'316 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	19	3	2	0	0	2	1	1	0	2	1	0	1	7
06:15	21	4	2	0	0	2	1	1	0	1	1	0	0	8
06:30	24	4	2	0	1	3	1	2	1	1	1	1	0	8
06:45	28	3	2	0	1	5	1	2	0	2	1	1	0	9
07:00	36	4	2	0	1	9	2	3	0	2	1	2	0	10
07:15	39	4	3	0	1	8	2	3	1	3	1	1	0	12
07:30	43	4	3	0	1	8	2	1	1	4	2	2	0	15
07:45	47	5	3	1	1	8	3	2	1	5	2	2	0	16
08:00	52	6	4	1	1	7	3	2	1	5	2	2	0	19
08:15	56	7	5	1	1	7	3	2	2	4	2	2	0	21
08:30	60	9	6	1	1	6	4	1	2	3	2	2	0	22
08:45	64	11	6	1	1	6	4	1	2	3	2	2	0	24
09:00	68	11	6	1	1	4	5	2	2	4	2	3	0	27
09:15	71	10	7	1	1	3	6	3	2	4	2	3	0	29
09:30	74	11	7	1	2	3	6	2	2	5	2	3	0	31
09:45	77	11	8	1	2	4	6	3	2	6	2	3	0	32
10:00	81	10	9	1	2	6	6	3	2	6	2	3	1	33
10:15	85	10	9	1	1	7	6	2	2	7	3	3	1	34
10:30	89	9	9	1	1	8	6	2	2	8	4	3	0	35
10:45	94	9	10	1	1	8	6	2	2	10	5	3	1	37
11:00	103	11	10	1	1	12	6	2	2	10	6	3	0	38
11:15	109	14	10	1	1	13	6	2	2	12	6	3	0	38
11:30	118	15	11	1	1	15	6	3	3	13	7	3	1	40
11:45	131	15	11	2	1	18	6	3	3	16	10	4	1	43
12:00	154	18	11	2	1	21	9	1	2	25	13	6	2	44
12:15	182	20	11	3	1	28	11	1	2	33	13	9	3	48
12:30	206	26	12	3	1	36	15	1	3	33	11	10	3	53
12:45	226	86	9	2	1	14	8	2	3	24	12	10	4	52
13:00	223	64	9	3	2	17	9	1	3	40	12	6	5	51
13:15	211	43	11	3	1	17	11	2	2	46	14	5	5	51
13:30	201	38	13	3	2	14	12	1	2	40	16	4	5	50
13:45	193	38	13	3	2	10	17	2	4	27	17	4	6	51
14:00	186	36	13	2	1	11	19	2	4	21	18	3	6	51
14:15	181	31	12	2	1	14	19	2	4	17	19	3	6	50
14:30	175	23	12	2	1	17	16	2	4	17	21	3	6	51
14:45	170	23	12	2	1	16	10	3	4	17	21	3	7	51
15:00	167	23	13	2	2	14	9	3	3	18	22	3	6	50
15:15	166	22	13	2	1	14	9	3	3	20	22	3	6	49
15:30	167	22	14	2	1	14	10	2	3	21	19	3	6	49
15:45	169	22	16	2	2	14	11	2	4	20	19	3	6	50

2.9 Utilisation TV par chaîne: rating en millier

Résultats du panel TV 2010 / Suisse romande

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

univers: 1'680'700 personnes (3+) échantillon: 1'316 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	175	22	19	2	2	13	11	2	4	21	19	4	6	51
16:15	181	21	20	3	2	14	12	2	4	22	20	3	6	53
16:30	189	23	21	3	2	15	13	2	4	21	20	4	7	56
16:45	200	24	21	3	2	16	17	2	4	21	21	4	7	58
17:00	211	25	22	4	2	15	21	2	5	22	21	4	7	61
17:15	225	28	23	5	2	14	25	4	5	25	20	4	6	64
17:30	242	30	25	4	3	17	30	4	5	27	21	4	7	66
17:45	263	36	25	4	3	18	32	3	6	28	30	4	7	68
18:00	288	45	23	5	4	15	36	3	8	30	41	5	6	67
18:15	316	59	23	5	4	17	39	3	8	33	47	5	5	69
18:30	344	73	21	7	5	21	30	2	9	42	45	8	5	75
18:45	362	79	25	8	6	18	20	4	7	53	42	12	8	80
19:00	389	102	26	10	6	22	15	3	4	61	42	14	7	76
19:15	418	114	25	10	5	30	13	3	4	71	39	13	8	83
19:30	478	245	16	12	3	24	10	2	3	56	23	7	7	70
19:45	502	293	16	13	3	12	11	3	3	38	20	6	13	72
20:00	512	191	25	12	5	42	19	5	6	72	29	5	13	87
20:15	524	165	38	13	4	42	32	3	7	74	36	5	16	91
20:30	537	170	55	14	6	33	33	6	11	58	33	3	13	103
20:45	554	144	60	14	5	42	38	6	13	58	51	3	17	105
21:00	565	123	60	14	4	46	40	5	14	70	61	3	18	107
21:15	569	114	61	15	5	48	43	8	15	71	63	3	17	109
21:30	568	114	58	14	4	49	44	8	14	70	65	2	18	108
21:45	560	109	58	14	4	49	45	8	14	71	63	2	17	106
22:00	543	103	57	16	4	43	41	8	13	73	64	2	17	102
22:15	503	91	54	13	4	39	32	9	11	72	65	2	14	97
22:30	446	74	43	12	4	38	25	9	9	66	62	2	11	92
22:45	391	58	36	9	4	31	22	7	8	61	56	2	10	87
23:00	342	50	29	7	3	29	19	6	7	54	48	1	10	79
23:15	297	39	23	5	2	28	18	5	6	47	42	1	9	70
23:30	258	31	18	4	2	26	17	4	5	44	36	1	9	62
23:45	226	26	15	3	2	23	15	3	5	41	30	1	8	54
00:00	194	23	13	2	2	20	12	3	4	37	24	1	7	46
00:15	165	20	12	2	2	17	10	3	3	32	19	1	6	40
00:30	140	16	10	2	1	14	8	2	3	28	15	1	5	35
00:45	119	14	9	2	1	12	7	2	2	24	13	1	4	30
UT 18-23	84	22	7	2	1	6	5	1	2	11	8	1	2	16
US 18-23	146	55	28	26	8	25	26	10	14	37	36	23	18	40
UT 24h	162	33	13	3	2	13	11	2	3	21	16	2	4	38
US 24h	233	66	37	25	10	39	36	14	18	53	49	33	23	70

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

Résultats du panel TV 2010 / Suisse romande

PARTS DE MARCHE en % (lu-di)

univers: 1'680'700 personnes (3+) échantillon: 1'316 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	15.8	8.2	0.6	0.8	10.5	4.1	3.7	1.7	8.1	5.1	1.3	3.1	36.8
06:15	100	17.7	7.9	0.8	1.0	10.6	3.8	4.6	2.0	6.8	4.8	1.5	2.0	36.5
06:30	100	16.0	6.7	0.6	3.1	11.7	3.4	7.7	2.0	5.9	4.0	3.1	1.4	34.5
06:45	100	12.0	6.3	0.6	2.0	18.6	3.7	8.8	1.2	6.4	3.5	4.4	1.1	31.4
07:00	100	10.8	5.4	0.6	1.4	23.4	4.0	9.2	1.2	6.2	2.9	5.0	0.8	29.0
07:15	100	10.6	6.1	0.7	1.4	20.3	5.7	6.7	1.4	7.9	3.3	3.5	0.7	31.8
07:30	100	10.0	6.2	0.8	1.6	18.8	5.6	3.0	1.4	9.7	3.7	3.4	0.6	35.1
07:45	100	10.2	6.8	1.1	1.6	16.6	5.5	3.1	1.9	10.3	4.0	3.4	0.6	34.9
08:00	100	11.6	7.4	1.2	1.4	14.9	5.2	2.9	2.2	9.3	4.1	3.3	0.6	36.1
08:15	100	13.2	8.4	1.8	1.5	12.6	5.5	2.9	2.6	7.2	3.8	3.7	0.6	36.3
08:30	100	15.5	9.7	2.2	1.8	10.8	5.9	2.4	2.8	5.5	3.3	3.2	0.6	36.3
08:45	100	18.3	9.1	2.1	1.5	9.4	6.6	2.3	2.3	5.0	3.0	3.6	0.6	36.1
09:00	100	17.5	9.3	2.0	1.7	6.2	7.2	3.0	2.2	5.0	2.6	3.6	0.6	39.2
09:15	100	14.2	9.4	1.8	1.8	4.8	7.8	3.8	2.4	5.7	2.6	3.6	0.6	41.4
09:30	100	14.6	9.0	1.2	2.1	4.2	7.7	3.4	2.4	6.8	2.3	3.7	0.6	41.9
09:45	100	14.6	8.9	1.1	2.1	5.4	7.4	3.4	2.3	7.4	2.3	3.6	0.6	40.9
10:00	100	12.8	8.7	1.0	1.9	8.3	6.7	3.3	1.9	7.9	2.9	3.6	0.6	40.5
10:15	100	12.1	8.6	1.0	1.7	9.7	6.6	2.9	1.8	8.1	3.6	3.3	0.6	40.0
10:30	100	11.4	8.4	0.9	1.6	10.2	6.1	2.5	2.0	9.0	4.3	3.1	0.5	40.2
10:45	100	10.4	8.2	0.9	1.4	10.0	6.0	2.1	2.2	9.7	5.4	3.2	0.5	40.0
11:00	100	12.1	7.6	0.9	1.2	12.9	5.7	2.2	1.8	8.6	6.1	2.7	0.5	37.8
11:15	100	13.7	7.2	1.0	1.2	12.7	5.5	2.0	1.9	10.3	6.1	2.5	0.4	35.5
11:30	100	13.7	7.1	1.0	1.1	14.0	4.9	2.3	2.1	10.3	6.2	2.8	0.4	34.1
11:45	100	11.9	6.5	1.2	1.0	14.9	5.0	2.2	2.0	11.5	7.6	3.2	0.5	32.4
12:00	100	11.8	5.6	1.2	0.8	14.0	5.8	0.7	1.4	16.3	8.6	4.1	1.1	28.5
12:15	100	11.2	5.2	1.3	0.7	15.8	5.9	0.6	1.1	18.2	7.3	5.0	1.3	26.4
12:30	100	12.7	5.0	1.3	0.7	17.6	7.2	0.6	1.2	16.3	5.3	5.0	1.6	25.6
12:45	100	38.2	3.6	0.9	0.6	6.2	3.6	0.7	1.2	10.5	5.1	4.6	1.9	23.0
13:00	100	29.1	3.7	1.4	0.7	7.9	4.1	0.6	1.1	17.9	5.5	2.7	2.3	22.9
13:15	100	20.6	4.7	1.1	0.7	8.2	4.9	0.7	1.1	22.2	6.8	2.3	2.5	24.2
13:30	100	19.7	5.6	1.2	0.7	7.0	6.0	0.7	1.0	20.5	8.2	2.1	2.5	24.7
13:45	100	21.0	5.8	1.2	0.7	5.2	9.1	0.9	1.8	13.9	8.8	1.9	2.9	26.8
14:00	100	20.3	5.9	1.2	0.7	5.7	10.4	0.8	2.1	10.5	10.0	1.7	3.3	27.5
14:15	100	17.6	5.8	1.1	0.7	7.5	10.8	1.1	2.3	9.2	11.0	1.7	3.4	27.7
14:30	100	13.3	6.0	1.1	0.7	9.5	9.4	1.3	2.4	9.3	12.3	1.7	3.6	29.4
14:45	100	14.0	6.2	1.2	0.8	9.4	6.1	1.5	2.5	9.5	12.5	1.7	3.7	30.8
15:00	100	13.9	6.5	1.3	0.9	8.0	5.7	1.6	2.0	10.6	13.9	1.7	3.6	30.3
15:15	100	13.2	7.0	1.2	0.8	7.9	5.9	1.6	2.1	11.8	14.0	1.6	3.1	29.7
15:30	100	13.2	7.4	1.2	0.8	8.2	6.5	1.5	2.1	12.4	11.7	1.8	3.2	30.0
15:45	100	13.4	8.1	1.2	0.9	8.0	6.7	1.1	2.2	12.0	10.9	2.1	3.3	30.0

Résultats du panel TV 2010 / Suisse romande

PARTS DE MARCHÉ en % (lu-di)

univers: 1'680'700 personnes (3+) échantillon: 1'316 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	12.9	9.1	1.1	0.8	7.8	6.5	1.2	2.3	12.2	10.8	2.3	3.2	29.7
16:15	100	11.9	9.5	1.2	1.0	7.9	6.8	1.1	2.3	12.5	10.7	2.1	3.4	29.8
16:30	100	12.4	9.4	1.2	0.9	8.3	7.0	1.1	2.0	10.9	10.7	2.2	3.4	30.4
16:45	100	12.4	8.9	1.4	0.9	8.2	9.0	1.2	2.1	10.1	10.4	2.3	3.2	29.9
17:00	100	12.1	8.4	1.8	1.0	7.4	10.9	1.1	2.3	10.3	10.0	1.8	3.1	29.8
17:15	100	13.0	8.6	2.0	1.1	6.6	11.6	1.5	2.3	10.8	8.7	1.9	2.8	29.0
17:30	100	12.7	8.7	1.8	1.0	7.3	13.1	1.6	2.3	10.8	8.2	1.9	2.7	28.0
17:45	100	14.0	8.4	1.3	1.0	7.0	12.5	1.2	2.6	10.5	11.2	1.6	2.6	26.2
18:00	100	15.9	7.4	1.6	1.5	5.2	12.8	1.0	2.9	10.5	14.0	1.6	2.1	23.5
18:15	100	18.9	7.1	1.6	1.4	5.5	12.2	0.8	2.6	10.3	14.7	1.6	1.5	21.8
18:30	100	21.3	6.0	1.9	1.5	6.3	8.7	0.7	2.6	12.2	13.1	2.4	1.3	22.0
18:45	100	21.8	6.7	2.3	1.6	5.0	5.6	1.0	2.0	14.7	11.7	3.4	2.1	22.3
19:00	100	26.1	6.5	2.6	1.4	5.8	4.0	0.7	1.1	15.8	10.9	3.4	1.9	19.7
19:15	100	27.4	5.7	2.5	1.3	7.1	3.2	0.7	1.0	17.0	9.2	3.0	1.9	19.9
19:30	100	51.3	3.2	2.6	0.6	5.1	2.0	0.3	0.6	11.8	4.8	1.4	1.5	14.7
19:45	100	58.4	3.1	2.6	0.5	2.4	2.1	0.6	0.6	7.6	3.9	1.2	2.6	14.3
20:00	100	37.3	4.8	2.3	0.9	8.3	3.7	0.9	1.1	14.3	5.7	1.0	2.6	17.1
20:15	100	31.1	7.3	2.5	0.7	8.1	6.0	0.5	1.4	14.3	6.8	0.8	3.0	17.4
20:30	100	31.2	10.3	2.6	1.1	6.2	6.2	1.2	2.0	10.9	6.1	0.6	2.4	19.2
20:45	100	25.7	10.8	2.5	0.9	7.5	6.8	1.1	2.3	10.6	9.1	0.5	3.1	19.0
21:00	100	21.6	10.6	2.4	0.8	8.1	7.2	0.9	2.4	12.6	10.6	0.5	3.2	19.0
21:15	100	19.9	10.6	2.6	0.8	8.4	7.6	1.3	2.6	12.7	10.9	0.5	2.9	19.2
21:30	100	19.9	10.2	2.5	0.8	8.5	7.8	1.4	2.5	12.5	11.3	0.4	3.1	19.2
21:45	100	19.3	10.2	2.6	0.7	8.7	7.9	1.5	2.6	12.8	11.2	0.4	3.0	19.1
22:00	100	18.8	10.3	2.9	0.7	8.0	7.6	1.6	2.4	13.6	11.7	0.3	3.2	18.9
22:15	100	18.0	10.4	2.6	0.8	7.7	6.4	1.9	2.2	14.5	12.9	0.4	2.8	19.4
22:30	100	16.6	9.4	2.6	0.9	8.5	5.6	1.9	2.0	14.9	13.9	0.5	2.5	20.7
22:45	100	14.7	8.9	2.4	1.0	8.0	5.7	1.7	2.0	15.6	14.3	0.6	2.7	22.4
23:00	100	14.5	8.3	2.0	1.0	8.4	5.7	1.6	2.0	16.0	14.2	0.3	3.0	23.1
23:15	100	13.1	7.6	1.8	0.8	9.4	6.0	1.8	2.0	16.0	14.3	0.3	3.1	23.7
23:30	100	11.6	6.6	1.6	0.8	10.0	6.5	1.7	2.1	17.0	14.3	0.3	3.4	24.2
23:45	100	11.2	6.5	1.3	0.8	10.1	6.7	1.5	2.1	18.2	13.7	0.3	3.6	24.1
00:00	100	11.3	6.7	1.1	0.9	10.3	6.3	1.7	2.0	19.2	12.9	0.2	3.5	23.8
00:15	100	11.5	6.9	1.2	0.9	10.4	5.9	1.7	2.1	19.3	12.0	0.4	3.5	24.2
00:30	100	11.1	7.0	1.3	1.0	9.7	5.8	1.7	2.1	20.2	11.4	0.4	3.3	25.0
00:45	100	11.5	7.2	1.3	1.0	9.1	5.6	1.5	2.1	20.2	11.1	0.4	3.3	25.7
PM 18-23	100	26.2	8.3	2.5	0.9	7.1	6.3	1.1	1.9	12.9	10.0	1.1	2.6	19.1
UT 18-23	84	22	7	2	1	6	5	1	2	11	8	1	2	16
PM 24h	100	20.6	7.9	1.9	1.0	8.1	6.6	1.4	2.0	13.1	9.7	1.5	2.6	23.7
UT 24h	162	33	13	3	2	13	11	2	3	21	16	2	4	38

PM = Part de marché en %

UT = Utilisation en minutes (total)

Résultats du panel TV 2010 / Suisse romande

PENETRATION QUOTIDIENNE en % (lu-di)

univers: 1'680'700 personnes (3+) échantillon: 1'316 personnes

	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
TOTAL TV	67	67	67	69	70	71	71	72	72	70	73	74	73	74	74	74	74	73	74	72	71	69	69
TSR1	54	54	54	55	57	59	58	60	60	58	59	60	59	60	60	59	59	58	59	55	54	52	50
TSR2							6	15	22	24	29	31	31	32	32	33	34	35	37	34	35	33	33
TSR										60	62	64	63	63.1	63	63	62	62	63	59	58	56	55
SF1	19	17	17	18	18	19	18	16	15	14	13	14	12	11.4	9.3	8.6	8	7	7	7	6	6	6
RSI La Uno	17	15	15	14	15	16	15	14	13	13	12	12	11	10	8	7	7	7	7	6	6	5	4
TF1	49	48	46	48	50	51	50	49	48	46	48	49	49	49	50	50	50	50	50	47	45	41	39
F 2	42	40	39	41	43	43	42	43	42	39	40	41	40	40	41	40	40	40	40	38	37	34	33
F 3	37	35	32	34	36	38	37	39	38	35	36	38	36	37	38	38	37	36	37	35	34	31	30
M6				18	21	27	29	31	33	32	32	34	34	36	37	37	37	36	37	35	35	33	32
TV5									16	16	17	19	20	20	20	20	20	19	19	19	19	16	15
RTL9										20	22	25	24	24	25	25	26	24	24	21	21	20	18
Cartoon Network																						7	7
TCM																						4	2
Autres	24																	58	58	58	58	57	57
TOTAL VIDEO (cass./jeux)	10	7	11	13	15	14	14	16	16	15	14	16	14	14	16	16.4	17	16	15	18	16	19	24

Remarque

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

Attention: une comparaison des données à long terme à partir de 2010 jusqu'à l'ensemble de l'année 2009 est problématique (passage de la méthode de remplacement à la méthode de pondération journalière).

Résultats du panel TV 2010 / Suisse romande

UTILISATION en minutes (lu-di)

univers: 1'680'700 personnes (3+) échantillon: 1'316 personnes

	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
TOTAL TV	124	125	129	137	139	144	145	149	150	143	154	161	159	164	167	168	173	171	169	163	167	161	162
SRG SSR	47	46	46	49	50	52	52	51	52	51	56	58	56	56	55	56	56	57	58	53	54	50	50
TSR1	39	39	40	43	43	46	46	44	43	41	44	45	43	43	42	43	43	44	41	40	38	35	33
TSR2							2	3	6	6	8	8	9	8	9	9	10	11	14	11	13	12	13
TSR										47	52	53	51	51	51	52	53	54	55	50	51	47	46
SF1	5	4	4	4	3	3	3	3	2	3	3	3	3	3	3	3	2	2	2	2	1	2	2
RSI La Uno	3	3	2	1	1	2	1	1	1	1	1	1	1	1	1	1	0	0	0	0	0	0	0
Non SRG SSR	77	79	84	88	89	92	93	98	98	94	98	102	103	109	112	112	117	114	111	111	114	112	112
TF1	35	33	30	30	30	33	31	27	24	22	24	24	25	26	28	28	29	29	28	25	23	21	21
F 2	20	18	17	17	18	17	18	18	17	16	15	15	15	15	16	16	17	16	15	14	14	13	13
F 3	12	11	9	10	10	11	11	12	12	11	10	10	10	11	11	11	11	10	10	10	11	11	11
M6				6	8	10	11	12	13	12	12	12	12	15	15	15	16	15	16	15	16	15	16
TV5									2	2	2	2	3	3	3	3	3	2	2	2	3	2	2
RTL9										5	7	8	7	8	8	7	7	6	5	4	4	4	4
Cartoon Network																						2	2
TCM																						1	0
Autres	10	17	22	17	23	21	22	29	30	22	24	27	27	27	27	28	30	32	32	36	40	42	43
TOTAL VIDEO (cass./jeux)	8	5	8	9	10	10	9	11	10	10	9	9	8	8	9	9	11	11	11	16	12	15	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).

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.

Attention: une comparaison des données à long terme à partir de 2010 jusqu'à l'ensemble de l'année 2009 est problématique (passage de la méthode de remplacement à la méthode de pondération journalière).

Résultats du panel TV 2010 / Suisse romande

PART DE MARCHE en % (lu-di)

univers: 1'680'700 personnes (3+) échantillon: 1'316 personnes

	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
SRG SSR	38	37	37	36	36	36	35	35	35	35	36	36	35	34	33	33	32	34	34	32	32	31	31
TSR1	32	32	31	31	31	32	31	30	29	28	29	28	27	26	25	25	25	25	24	24	23	22	21
TSR2			1	1	2	1	1	2	4	4	5	5	5	5	5	5	6	6	8	6	8	7	8
TSR										32	34	33	32	31	30	31	30	32	32	31	31	29	29
SF1	4	3	3	3	2	2	2	2	2	2	2	2	2	2	2	2	1	1	1	1	1	1	1
RSI La Uno	2	2	2	1	1	1	1	1	1	1	1	1	1	1	0	0	0	0	0	0	0	0	0
Non SRG SSR	62	63	63	64	64	64	65	65	65	65	64	64	65	66	67	67	68	66	66	68	68	69	70
TF1	29	26	23	22	22	23	21	18	16	15	15	15	16	16	17	17	17	17	17	15	14	13	13
F 2	16	15	13	13	13	12	12	12	12	11	10	10	9	9	10	10	10	9	9	9	8	8	8
F 3	9	8	7	7	7	7	7	8	8	7	7	6	6	7	7	7	7	6	6	6	7	7	7
M6			3	5	6	7	8	8	8	9	8	8	7	9	9	9	9	9	9	9	10	9	10
TV5									1	1	1	2	2	2	2	2	1	1	1	2	2	1	1
RTL9										4	4	5	5	5	5	4	4	3	3	2	3	3	3
Cartoon Network																						2	2
TCM																						0	0
Autres	8	13	17	17	16	15	16	19	20	15	16	17	17	16	16	16	18	18	19	22	24	26	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.

Attention: une comparaison des données à long terme à partir de 2010 jusqu'à l'ensemble de l'année 2009 est problématique (passage de la méthode de remplacement à la méthode de pondération journalière).

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

univers: 1'680'700 personnes (3+) échantillon: 1'316 personnes

	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
PÉNÉTRATION QUOTIDIENNE en % (lu-di)											
chaînes privées											
TVM3						3.5	3.9	4.0	3.7	3.9	3.7
Rouge TV											0.8
Canal 9											15.1
Canal Alpha											9.5
la télé											7.3
Léman bleu	6.3	5.7	6.6	5.2	4.7	8.4	10.2	11.3	12.1	11.4	10.8
Telebilingue											16.0
TVRL	7.3	7.2	7.4	8.3	8.7	8.8	9.0	8.8	8.9	8.1	

TVRL jusqu'au 30.6.2009

Remarque

Attention: une comparaison des données à long terme à partir de 2010 jusqu'à l'ensemble de l'année 2009 est problématique (passage de la méthode de remplacement à la méthode de pondération journalière).

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

univers: 1'680'700 personnes (3+) échantillon: 1'316 personnes

	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
PÉNÉTRATION QUOTIDIENNE en millier (lu-di)											
chaînes privées											
TVM3						57	64	65	61	63	63
Rouge TV											14
Canal 9											45
Canal Alpha											30
la télé											62
Léman bleu	28	26	29	23	21	37	46	50	54	51	50
Telebilingue											37
TVRL	21	20	21	23	24	24	25	24	25	23	

TVRL jusqu'au 30.6.2009

Remarque

Attention: une comparaison des données à long terme à partir de 2010 jusqu'à l'ensemble de l'année 2009 est problématique (passage de la méthode de remplacement à la méthode de pondération journalière).

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

univers: 1'680'700 personnes (3+) échantillon: 1'316 personnes

Résultats du panel TV 2010 / Suisse romande

	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
UTILISATION en minutes (lu-di)											
chaînes privées											
TVM3						0.3	0.2	0.3	0.2	0.3	0.3
Rouge TV											0.1
Canal 9											1.6
Canal Alpha											0.8
la télé											0.5
Léman bleu	0.5	0.2	0.4	0.2	0.1	0.5	0.6	0.9	1.0	1.1	0.9
Telebilingue											2.0
TVRL	0.4	0.5	0.4	0.5	0.6	0.6	0.5	0.5	0.6	0.6	

TVRL jusqu'au 30.6.2009

Remarque

Attention: une comparaison des données à long terme à partir de 2010 jusqu'à l'ensemble de l'année 2009 est problématique (passage de la méthode de remplacement à la méthode de pondération journalière).

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

univers: 1'680'700 personnes (3+) échantillon: 1'316 personnes

	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
PARTS DE MARCHÉ en % (lu-di)											
chaînes privées											
TVM3						0.2	0.1	0.2	0.1	0.2	0.2
Rouge TV											0.0
Canal 9											1.0
Canal Alpha											0.5
la télé											0.3
Léman bleu	0.3	0.1	0.2	0.1	0.1	0.3	0.4	0.6	0.7	0.7	0.6
Telebilingue											1.2
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

Remarque

Attention: une comparaison des données à long terme à partir de 2010 jusqu'à l'ensemble de l'année 2009 est problématique (passage de la méthode de remplacement à la méthode de pondération journalière).

Résultats du panel TV 2010 / Suisse romande

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

univers: 1'680'700 personnes (3+) échantillon: 1'316 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	0.6	0.3	0.0	22.8	2.8	1.4	0.2	0.6	0.3	0.0	23.3	2.8	1.4	0.2
06:15	0.6	0.3	0.1	21.3	3.1	1.6	0.3	0.6	0.3	0.1	22.1	3.1	1.6	0.3
06:30	0.7	0.3	0.1	19.8	3.6	1.8	0.9	0.7	0.3	0.1	20.5	3.5	1.7	0.8
06:45	0.8	0.4	0.3	18.0	4.4	2.1	1.7	0.8	0.4	0.2	19.0	4.2	2.1	1.5
07:00	0.9	0.4	0.5	14.8	5.6	2.7	3.2	0.9	0.4	0.4	15.9	5.3	2.5	2.8
07:15	1.0	0.5	0.7	16.3	5.8	2.9	4.4	1.0	0.5	0.6	16.6	5.6	2.8	4.0
07:30	1.0	0.5	0.8	15.9	6.1	3.1	5.5	1.0	0.5	0.8	16.1	6.1	3.1	5.3
07:45	1.1	0.5	0.9	16.2	6.4	3.3	6.0	1.1	0.5	0.9	16.3	6.6	3.4	6.2
08:00	1.1	0.5	0.8	15.8	6.8	3.4	5.9	1.2	0.6	0.9	16.0	7.2	3.7	6.6
08:15	1.1	0.6	0.8	15.6	7.2	3.6	5.8	1.3	0.6	1.0	15.9	7.9	4.0	7.0
08:30	1.2	0.6	0.9	15.3	7.6	3.7	5.9	1.4	0.7	1.2	15.8	8.4	4.2	7.4
08:45	1.3	0.6	1.0	15.3	8.0	3.9	5.8	1.5	0.7	1.4	16.1	9.1	4.6	7.7
09:00	1.4	0.6	1.1	15.7	8.3	4.1	5.8	1.7	0.8	1.6	16.5	9.6	4.9	7.8
09:15	1.5	0.7	1.2	16.4	8.4	4.2	5.7	1.7	0.9	1.7	16.9	9.9	5.1	7.9
09:30	1.6	0.7	1.2	16.8	8.6	4.3	5.6	1.8	0.9	1.7	17.2	10.3	5.3	7.8
09:45	1.6	0.7	1.3	16.6	9.0	4.5	5.6	1.9	0.9	1.9	17.1	10.8	5.5	7.8
10:00	1.7	0.8	1.5	16.9	9.4	4.7	5.6	2.0	1.0	2.0	17.1	11.4	5.8	7.7
10:15	1.7	0.8	1.5	16.6	9.7	4.8	5.6	2.0	1.0	2.0	16.9	11.8	6.0	7.6
10:30	1.7	0.8	1.5	16.2	10.1	5.0	5.6	2.0	1.0	2.1	16.4	12.3	6.3	7.6
10:45	1.7	0.8	1.5	15.5	10.6	5.3	5.5	2.1	1.0	2.1	15.7	13.0	6.6	7.5
11:00	1.7	0.8	1.6	14.1	11.7	5.8	5.6	2.1	1.0	2.0	14.4	14.0	7.1	7.4
11:15	1.7	0.8	1.6	13.1	12.5	6.2	5.6	2.1	1.0	2.1	13.6	14.8	7.5	7.4
11:30	1.7	0.8	1.7	12.1	13.6	6.7	5.9	2.0	1.0	2.1	12.6	15.7	8.0	7.5
11:45	1.7	0.8	1.8	10.8	15.4	7.7	7.2	2.0	1.0	2.2	11.4	17.2	8.8	8.2
12:00	1.8	0.9	2.0	9.2	18.2	9.3	9.0	2.1	1.0	2.3	10.0	19.6	10.2	9.3
12:15	1.8	0.9	2.0	7.8	21.5	11.2	10.9	2.1	1.1	2.2	8.8	22.4	11.9	10.7
12:30	2.0	1.0	2.2	7.5	24.5	12.9	12.0	2.3	1.1	2.4	8.3	25.1	13.4	11.4
12:45	2.2	1.0	2.3	7.4	26.5	14.2	12.1	2.4	1.2	2.4	8.1	27.2	14.7	11.4
13:00	2.2	1.1	2.1	7.7	25.7	13.8	10.2	2.5	1.2	2.3	8.4	26.8	14.5	10.1
13:15	2.2	1.1	2.0	8.4	24.0	12.8	8.7	2.5	1.3	2.3	9.2	25.6	13.8	9.0
13:30	2.3	1.1	2.0	9.2	22.7	12.1	7.4	2.6	1.3	2.3	10.0	24.8	13.3	8.0
13:45	2.3	1.2	2.0	10.0	21.8	11.5	6.7	2.7	1.4	2.4	10.7	24.1	12.9	7.5
14:00	2.4	1.2	2.0	10.7	21.0	10.9	6.2	2.8	1.4	2.3	11.3	23.5	12.5	7.1
14:15	2.4	1.2	2.0	11.2	20.4	10.6	5.8	2.8	1.5	2.3	11.8	23.1	12.2	6.7
14:30	2.4	1.2	1.9	11.8	19.6	10.1	5.6	2.8	1.5	2.2	12.3	22.5	11.9	6.5
14:45	2.4	1.2	1.9	12.2	19.0	9.7	5.5	2.8	1.5	2.2	12.6	22.0	11.6	6.4
15:00	2.4	1.2	1.9	12.6	18.5	9.4	5.5	2.8	1.5	2.2	12.8	21.7	11.4	6.4
15:15	2.4	1.2	1.8	12.5	18.3	9.4	5.5	2.8	1.5	2.1	12.8	21.6	11.4	6.4
15:30	2.3	1.2	1.9	12.5	18.3	9.3	5.6	2.8	1.5	2.2	12.8	21.6	11.4	6.6
15:45	2.3	1.2	1.9	12.5	18.4	9.4	6.0	2.8	1.5	2.3	12.7	21.9	11.5	7.0

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

Résultats du panel TV 2010 / Suisse romande

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

univers: 1'680'700 personnes (3+) échantillon: 1'316 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	2.4	1.2	2.1	12.6	19.1	9.8	6.6	2.9	1.5	2.4	12.7	22.5	11.9	7.5
16:15	2.6	1.3	2.3	12.7	20.0	10.3	7.6	3.0	1.6	2.7	12.9	23.3	12.4	8.3
16:30	2.7	1.4	2.7	12.7	21.2	10.9	8.9	3.1	1.7	2.9	12.8	24.4	12.9	9.3
16:45	2.8	1.5	2.9	12.7	22.7	11.7	10.0	3.2	1.7	3.1	12.8	25.7	13.6	10.1
17:00	3.0	1.5	3.1	12.5	24.2	12.4	10.4	3.4	1.8	3.4	12.6	27.1	14.4	10.5
17:15	3.2	1.6	3.4	12.3	26.0	13.4	11.0	3.5	1.9	3.6	12.5	28.7	15.3	11.1
17:30	3.3	1.7	3.6	11.9	28.3	14.6	11.4	3.7	2.0	3.9	12.1	30.7	16.4	11.6
17:45	3.5	1.8	3.7	11.3	31.1	16.2	11.9	3.8	2.1	3.9	11.7	33.1	17.7	12.0
18:00	3.5	1.8	3.6	10.1	34.4	18.0	12.5	3.8	2.1	3.8	10.7	35.8	19.2	12.6
18:15	3.4	1.8	3.5	8.9	37.9	20.0	13.7	3.8	2.0	3.8	9.6	38.7	20.9	13.6
18:30	3.4	1.8	3.4	8.2	40.9	21.8	15.7	3.7	2.0	3.7	8.9	41.3	22.5	15.2
18:45	3.6	1.9	3.4	8.1	42.8	23.1	17.0	3.8	2.1	3.6	8.7	43.0	23.6	16.2
19:00	3.7	1.9	3.3	7.7	45.5	25.0	17.6	3.9	2.1	3.5	8.3	45.5	25.3	16.6
19:15	3.8	2.0	3.4	7.5	48.4	26.9	17.7	4.0	2.2	3.6	8.0	48.2	27.1	16.7
19:30	3.7	2.0	3.4	6.6	53.8	30.5	16.7	3.9	2.2	3.6	7.0	53.5	30.6	16.1
19:45	4.0	2.2	3.5	6.9	56.3	32.2	16.3	4.1	2.3	3.6	7.2	55.7	32.2	15.8
20:00	4.2	2.4	3.2	7.2	57.3	33.0	15.5	4.3	2.5	3.3	7.5	56.7	32.9	15.1
20:15	4.5	2.6	2.8	7.6	58.7	33.8	15.1	4.6	2.6	3.0	7.9	58.1	33.8	14.9
20:30	4.8	2.8	2.5	8.0	60.0	34.8	14.4	4.9	2.9	2.7	8.3	59.5	34.8	14.4
20:45	5.0	3.0	2.3	8.2	61.7	36.0	13.8	5.1	3.1	2.5	8.6	61.2	36.0	13.9
21:00	5.2	3.1	2.1	8.5	63.0	36.9	13.2	5.4	3.3	2.3	9.0	62.3	36.9	13.3
21:15	5.4	3.3	2.0	8.9	63.4	37.2	12.5	5.5	3.4	2.1	9.2	62.8	37.3	12.7
21:30	5.4	3.3	1.8	9.0	63.2	37.1	11.7	5.6	3.5	2.0	9.3	62.6	37.3	12.0
21:45	5.3	3.2	1.6	8.9	62.3	36.6	10.7	5.5	3.4	1.8	9.2	61.8	36.7	11.1
22:00	5.2	3.1	1.4	8.8	60.4	35.4	9.9	5.3	3.2	1.6	9.2	60.0	35.5	10.3
22:15	4.9	2.9	1.3	9.0	56.2	32.7	8.8	5.0	3.0	1.4	9.3	56.0	33.0	9.1
22:30	4.6	2.7	1.0	9.3	50.2	29.0	7.2	4.7	2.8	1.1	9.5	50.3	29.3	7.7
22:45	4.3	2.4	0.9	9.7	44.3	25.3	6.0	4.3	2.5	0.9	9.8	44.7	25.8	6.4
23:00	3.8	2.1	0.7	9.8	39.0	22.0	4.9	3.9	2.2	0.8	9.9	39.6	22.6	5.3
23:15	3.3	1.9	0.6	9.8	34.1	19.0	4.0	3.4	2.0	0.6	10.0	34.8	19.6	4.3
23:30	3.0	1.7	0.5	10.0	29.8	16.5	3.3	3.1	1.7	0.5	10.2	30.6	17.1	3.6
23:45	2.6	1.4	0.4	10.1	26.1	14.3	2.7	2.7	1.5	0.4	10.2	26.9	14.9	3.0
00:00	2.3	1.3	0.3	10.4	22.5	12.3	2.2	2.4	1.3	0.3	10.5	23.4	12.9	2.4
00:15	2.1	1.1	0.2	10.9	19.3	10.4	1.7	2.1	1.2	0.3	10.9	20.1	11.0	1.9
00:30	1.8	1.0	0.2	11.2	16.4	8.8	1.4	1.9	1.0	0.2	11.1	17.3	9.4	1.6
00:45	1.6	0.9	0.2	11.8	14.1	7.5	1.2	1.7	0.9	0.2	11.7	14.9	8.0	1.3
PQ 24h	36	23	28		90	71	61	36	24	29		89	71	61
UT 24h	32	17	20		313	171	91	35	19	23		327	181	97
US 24h	91	76	73		349	241	150	98	81	78		367	254	158

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 2010 / Suisse romande

TAUX DE VISION en % (sa / di)

univers: 1'680'700 personnes (3+) échantillon: 1'316 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	0.7	0.4	0.1	25.5	2.8	1.4	0.3	0.7	0.4	0.0	23.6	3.2	1.6	0.4
06:15	0.7	0.4	0.1	25.3	2.9	1.4	0.4	0.7	0.4	0.0	22.7	3.3	1.6	0.4
06:30	0.7	0.4	0.1	23.0	3.2	1.6	0.6	0.7	0.3	0.1	21.4	3.4	1.7	0.5
06:45	0.8	0.4	0.2	22.6	3.6	1.8	1.2	0.7	0.4	0.1	20.0	3.7	1.8	0.8
07:00	0.9	0.4	0.3	19.5	4.3	2.2	2.2	0.7	0.4	0.1	17.5	4.2	2.1	1.6
07:15	0.9	0.5	0.5	17.9	5.1	2.6	3.6	0.8	0.4	0.3	16.9	4.9	2.4	2.8
07:30	1.1	0.5	0.7	16.7	6.0	3.1	5.2	1.0	0.5	0.4	16.2	5.8	3.0	4.3
07:45	1.3	0.6	1.0	17.6	7.0	3.6	7.0	1.1	0.6	0.7	15.8	7.1	3.6	5.9
08:00	1.5	0.7	1.4	17.5	8.2	4.2	8.9	1.3	0.7	1.0	15.9	8.4	4.3	7.7
08:15	1.8	0.9	2.0	18.2	9.5	4.9	10.6	1.5	0.8	1.2	15.6	9.5	4.9	9.0
08:30	1.9	1.0	2.4	18.1	10.5	5.5	11.8	1.8	0.9	1.5	16.4	10.8	5.6	10.4
08:45	2.1	1.1	2.8	18.7	11.3	6.0	13.0	2.1	1.1	2.1	17.2	12.2	6.4	11.8
09:00	2.3	1.3	3.2	19.8	12.0	6.3	13.4	2.3	1.2	2.5	17.3	13.6	7.1	12.7
09:15	2.4	1.3	3.2	19.4	12.4	6.6	13.4	2.4	1.3	2.6	16.6	14.9	7.9	13.2
09:30	2.5	1.3	3.2	19.5	12.9	6.8	13.4	2.6	1.4	2.8	16.6	16.2	8.6	13.2
09:45	2.6	1.4	3.4	20.1	13.4	7.0	12.8	2.8	1.5	3.1	16.8	17.4	9.3	13.4
10:00	2.7	1.4	3.5	19.5	14.0	7.3	12.5	2.9	1.6	3.2	16.2	18.8	10.0	13.2
10:15	2.7	1.4	3.4	19.1	14.3	7.4	12.4	3.1	1.7	3.3	15.9	20.0	10.7	13.2
10:30	2.6	1.4	3.5	18.5	14.7	7.6	12.1	3.1	1.7	3.4	15.4	21.4	11.5	13.2
10:45	2.6	1.4	3.3	17.2	15.3	7.9	11.6	3.2	1.8	3.5	14.9	22.5	12.2	13.0
11:00	2.6	1.3	3.1	16.3	16.0	8.3	11.2	3.2	1.7	3.4	13.9	23.4	12.7	12.9
11:15	2.6	1.4	3.2	16.2	16.7	8.6	11.0	3.2	1.7	3.4	13.3	23.9	13.1	12.5
11:30	2.6	1.4	3.1	15.0	17.9	9.2	10.9	3.1	1.7	3.1	12.6	24.2	13.3	12.0
11:45	2.6	1.4	3.1	14.0	18.9	9.8	10.6	3.1	1.6	2.8	11.9	24.6	13.5	11.1
12:00	2.6	1.4	3.1	12.7	20.6	10.8	10.3	3.1	1.6	2.8	11.6	25.6	14.1	10.2
12:15	2.6	1.4	2.9	11.5	22.6	11.9	9.9	3.1	1.6	2.8	11.0	27.1	15.0	10.1
12:30	2.6	1.4	2.7	10.4	24.7	13.0	10.0	3.1	1.7	2.7	10.4	28.9	16.0	9.8
12:45	2.7	1.4	2.8	9.8	26.9	14.4	10.1	3.1	1.7	2.6	9.9	30.9	17.3	9.6
13:00	3.0	1.6	3.0	10.4	27.7	15.0	10.1	3.3	1.8	2.6	10.2	31.5	17.8	9.4
13:15	3.2	1.7	3.1	11.2	27.6	15.0	10.0	3.6	2.0	2.9	11.0	31.9	17.9	9.6
13:30	3.3	1.7	3.1	11.6	27.3	14.8	9.7	3.9	2.2	3.0	11.9	32.5	18.2	9.7
13:45	3.4	1.8	3.1	12.6	26.6	14.3	9.1	4.1	2.3	3.2	12.5	33.0	18.5	9.6
14:00	3.5	1.9	3.1	13.3	26.2	14.1	8.9	4.1	2.4	3.1	12.5	33.7	18.9	9.8
14:15	3.4	1.9	3.0	13.7	25.7	13.8	8.7	4.2	2.4	3.3	12.9	33.8	18.9	9.5
14:30	3.5	1.9	2.8	13.8	25.6	13.7	8.4	4.3	2.5	3.2	13.0	33.7	18.9	9.3
14:45	3.4	1.8	2.7	13.7	25.5	13.6	8.3	4.5	2.6	3.3	13.5	33.8	18.9	9.2
15:00	3.4	1.8	2.7	13.5	25.5	13.6	8.4	4.4	2.5	3.3	13.4	33.7	18.9	9.2
15:15	3.5	1.9	2.6	13.6	25.5	13.7	8.3	4.4	2.5	3.2	13.1	33.9	19.1	9.3
15:30	3.6	1.9	2.6	13.7	26.0	13.9	8.5	4.4	2.5	3.4	13.1	34.2	19.3	9.7
15:45	3.6	1.9	2.6	13.5	26.5	14.2	8.5	4.4	2.6	3.6	13.1	34.5	19.5	10.3

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

Résultats du panel TV 2010 / Suisse romande

TAUX DE VISION en % (sa / di)

univers: 1'680'700 personnes (3+) échantillon: 1'316 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	3.7	2.0	2.8	13.4	27.1	14.6	8.9	4.4	2.5	3.7	12.9	35.0	19.8	10.6
16:15	3.7	2.0	3.0	13.4	27.8	15.0	9.1	4.6	2.7	3.9	13.3	35.7	20.2	11.0
16:30	3.7	2.0	3.2	13.1	28.4	15.4	9.3	4.6	2.7	4.1	13.2	36.5	20.7	11.2
16:45	3.8	2.1	3.2	13.0	29.3	15.9	9.6	4.8	2.8	4.3	13.1	37.3	21.1	11.4
17:00	3.8	2.1	3.5	12.7	30.4	16.6	10.1	4.9	2.8	4.4	13.0	38.3	21.8	11.8
17:15	3.9	2.2	3.8	12.7	31.6	17.4	10.7	5.0	2.9	4.6	12.9	39.5	22.5	12.3
17:30	4.1	2.3	4.1	12.7	32.9	18.1	11.3	5.1	3.0	4.9	12.7	40.7	23.3	12.8
17:45	4.2	2.4	4.1	12.6	34.0	18.7	11.5	5.2	3.0	4.9	12.6	41.9	24.0	13.4
18:00	4.3	2.5	4.2	12.4	35.3	19.5	12.1	5.1	3.0	4.5	11.8	43.3	24.9	13.5
18:15	4.3	2.4	4.3	11.7	36.8	20.4	12.8	5.0	2.9	4.5	11.1	45.0	25.8	14.0
18:30	4.1	2.4	4.3	11.1	37.5	20.9	13.0	4.9	2.8	4.2	10.2	47.4	27.3	15.1
18:45	4.1	2.3	4.3	10.7	38.3	21.4	12.9	4.8	2.7	3.8	9.7	48.9	28.3	15.3
19:00	4.0	2.3	4.4	10.1	39.8	22.4	13.3	4.8	2.7	3.8	9.2	51.2	29.7	15.3
19:15	4.1	2.3	4.4	9.7	41.6	23.7	13.4	4.9	2.8	3.9	9.0	53.6	31.2	15.5
19:30	3.9	2.3	4.4	8.4	46.3	26.8	14.0	4.7	2.7	3.7	7.7	58.6	34.7	15.3
19:45	4.0	2.4	4.4	8.5	48.0	28.1	14.1	4.8	2.7	3.3	7.6	60.5	36.2	15.1
20:00	4.2	2.6	4.1	8.9	48.7	28.7	14.2	5.0	2.9	2.9	7.8	61.4	36.8	14.1
20:15	4.5	2.8	4.1	9.4	49.8	29.6	15.1	5.1	3.0	2.7	7.9	63.2	38.0	13.6
20:30	4.9	3.0	4.1	9.9	51.1	30.6	15.6	5.4	3.3	2.3	8.4	64.9	39.2	12.9
20:45	5.1	3.3	3.9	10.4	52.6	31.9	16.1	5.8	3.6	2.1	8.9	66.8	40.5	12.4
21:00	5.4	3.6	3.7	10.8	53.8	32.8	16.2	6.1	3.8	2.0	9.4	67.6	41.1	11.3
21:15	5.6	3.7	3.4	10.9	54.5	33.5	15.9	6.1	3.8	1.7	9.3	67.9	41.4	10.6
21:30	5.7	3.8	3.2	11.0	55.1	33.9	15.7	6.1	3.9	1.5	9.4	67.5	41.1	9.7
21:45	5.6	3.7	3.0	10.9	55.4	34.1	15.5	5.9	3.7	1.4	9.4	65.8	40.0	8.8
22:00	5.6	3.6	2.7	10.7	54.8	33.6	14.4	5.6	3.6	1.3	9.4	63.0	38.2	8.0
22:15	5.3	3.4	2.4	10.8	52.6	32.1	13.1	5.2	3.3	1.1	9.4	58.6	35.3	7.1
22:30	5.0	3.1	2.0	10.5	49.7	29.9	11.4	4.7	3.0	0.9	9.8	51.6	30.7	6.1
22:45	4.7	2.8	1.6	10.4	46.4	27.6	10.0	4.3	2.6	0.7	10.2	44.9	26.3	4.9
23:00	4.4	2.6	1.3	10.4	42.8	25.2	8.3	3.8	2.3	0.6	10.2	39.5	22.9	4.1
23:15	4.0	2.3	1.1	10.3	39.2	22.8	6.9	3.4	2.0	0.4	10.6	34.0	19.5	3.3
23:30	3.6	2.1	0.9	10.3	36.0	20.8	6.0	3.0	1.8	0.4	11.0	29.1	16.5	2.6
23:45	3.3	1.9	0.8	10.0	32.8	18.7	5.1	2.5	1.6	0.4	11.2	25.1	14.1	2.1
00:00	3.0	1.7	0.6	10.0	29.7	16.8	4.1	2.3	1.4	0.3	11.6	21.6	12.0	1.9
00:15	2.7	1.5	0.5	10.2	26.6	15.0	3.3	1.9	1.2	0.3	11.7	18.2	10.0	1.6
00:30	2.4	1.3	0.4	10.2	23.8	13.3	2.8	1.6	1.0	0.3	11.8	15.2	8.3	1.3
00:45	2.2	1.2	0.3	10.6	21.1	11.7	2.5	1.5	0.9	0.2	12.3	12.9	7.0	1.0
PQ 24h	36	24	33		86	70	62	38	26	32		90	74	61
UT 24h	40	23	31		337	189	115	44	25	28		391	224	109
US 24h	112	93	92		389	271	183	117	96	87		432	300	176

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 2010 - jusqu'au 30 avril 2010 / Suisse romande

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

univers: 1'397'800 personnes (15+)

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

2.16 Utilisation télétexte par chaîne: pénétration en %

Résultats du panel TV 2010 - jusqu'au 30 avril 2010 / Suisse romande

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

univers: 1'397'800 personnes (15+)

	total		SRG SSR idée suisse				autres					
	FOY	PERS 15+	TSR1	TSR2	SF1	RSI La Uno	TV5	ENEWS	TF1	F2	F3	AUTRES
16:00	0.6	0.3	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
16:15	0.6	0.3	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
16:30	0.5	0.2	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
16:45	0.6	0.3	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
17:00	0.6	0.3	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
17:15	0.7	0.4	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
17:30	1.1	0.6	0.4	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
17:45	1.2	0.6	0.5	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
18:00	1.2	0.6	0.4	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1
18:15	1.2	0.6	0.5	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
18:30	1.3	0.6	0.5	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.1
18:45	1.5	0.8	0.7	0.2	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.1
19:00	1.2	0.7	0.5	0.2	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.1
19:15	1.6	0.9	0.8	0.2	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.1
19:30	1.5	0.7	0.7	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.1
19:45	1.8	1.0	1.0	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.1
20:00	2.5	1.5	1.1	0.3	0.0	0.0	0.0	0.0	0.2	0.1	0.0	0.2
20:15	1.9	1.1	0.6	0.2	0.0	0.0	0.0	0.0	0.2	0.1	0.0	0.2
20:30	2.6	1.5	0.9	0.3	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.3
20:45	1.7	1.0	0.6	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
21:00	1.7	1.0	0.6	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
21:15	1.8	1.0	0.5	0.3	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.2
21:30	1.9	1.1	0.5	0.4	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.2
21:45	2.1	1.3	0.5	0.4	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.2
22:00	1.6	1.0	0.5	0.4	0.1	0.0	0.0	0.0	0.1	0.1	0.0	0.2
22:15	1.8	1.1	0.6	0.4	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.2
22:30	2.0	1.1	0.6	0.4	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.2
22:45	1.4	0.8	0.5	0.3	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.1
23:00	1.5	0.8	0.4	0.2	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.1
23:15	1.0	0.6	0.4	0.2	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1
23:30	0.8	0.5	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
23:45	0.7	0.4	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1
00:00	0.8	0.4	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
00:15	0.7	0.4	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
00:30	0.7	0.4	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
00:45	0.4	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
PQ 18-23	16.3	9.9	7.5	3.1	0.4	0.1	0.1	0.0	0.9	0.7	0.2	2.1
UT 18-23	0.7	0.4	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
PQ 24h	23.9	15.0	11.8	5.0	0.6	0.1	0.1	0.0	1.6	1.2	0.4	3.6
UT 24h	1.7	0.9	0.7	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1

PQ = Pénétration quotidienne en %

UT = Utilisation en minutes (total)

Résultats du panel TV 2010 - dès le 1er mai 2010 / Suisse romande

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

univers: 1'626'100 personnes (15+)

	total		SRG SSR idée suisse				autres					
	FOY	PERS 15+	TSR1	TSR2	SF1	RSI La Uno	TV5	ENEWS	TF1	F2	F3	AUTRES
06:00	0.2	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
06:15	0.3	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
06:30	0.4	0.2	0.2	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	0.5	0.3	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
07:15	0.5	0.3	0.2	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	0.1
07:45	0.5	0.3	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
08:00	0.5	0.3	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
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
08:30	0.6	0.3	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
08:45	0.6	0.3	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
09:00	0.6	0.3	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
09:15	0.5	0.3	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
09:30	0.5	0.3	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
09:45	0.5	0.3	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
10:00	0.6	0.3	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
10:15	0.5	0.3	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
10:30	0.4	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
10:45	0.5	0.3	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
11:00	0.6	0.3	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
11:15	0.5	0.3	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
11:30	0.5	0.3	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
11:45	0.8	0.4	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
12:00	0.6	0.3	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
12:15	0.6	0.3	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
12:30	1.0	0.5	0.4	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
12:45	1.3	0.8	0.6	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
13:00	1.3	0.8	0.4	0.1	0.1	0.0	0.0	0.0	0.1	0.2	0.0	0.1
13:15	1.1	0.7	0.3	0.1	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.1
13:30	1.0	0.6	0.3	0.1	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.1
13:45	0.9	0.6	0.3	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	0.7	0.4	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
14:30	0.6	0.4	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
14:45	0.6	0.4	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
15:00	0.7	0.4	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
15:15	0.7	0.4	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
15:30	0.7	0.4	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
15:45	0.7	0.4	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1

2.16 Utilisation télétexte par chaîne: pénétration en %

Résultats du panel TV 2010 - dès le 1er mai 2010 / Suisse romande

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

univers: 1'626'100 personnes (15+)

	total		SRG SSR idée suisse				autres					
	FOY	PERS 15+	TSR1	TSR2	SF1	RSI La Uno	TV5	ENEWS	TF1	F2	F3	AUTRES
16:00	0.8	0.5	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
16:15	0.8	0.5	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
16:30	0.9	0.5	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
16:45	1.0	0.6	0.3	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
17:00	1.0	0.6	0.3	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
17:15	1.1	0.7	0.4	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
17:30	1.3	0.8	0.4	0.2	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1
17:45	1.6	0.9	0.5	0.3	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1
18:00	1.7	1.0	0.5	0.2	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.1
18:15	1.5	0.9	0.5	0.2	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.2
18:30	1.5	0.9	0.4	0.2	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1
18:45	1.9	1.1	0.7	0.2	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.1
19:00	1.4	0.8	0.5	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.1
19:15	2.1	1.3	0.9	0.2	0.1	0.0	0.0	0.0	0.1	0.1	0.0	0.1
19:30	1.6	0.9	0.7	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
19:45	2.0	1.3	1.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
20:00	2.5	1.7	1.0	0.2	0.1	0.0	0.0	0.0	0.2	0.1	0.0	0.2
20:15	1.9	1.2	0.6	0.2	0.0	0.0	0.0	0.0	0.2	0.1	0.0	0.2
20:30	2.4	1.5	0.8	0.3	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.3
20:45	1.9	1.3	0.6	0.3	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.2
21:00	1.8	1.2	0.6	0.3	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.2
21:15	1.9	1.3	0.6	0.4	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.2
21:30	1.7	1.2	0.5	0.3	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.2
21:45	1.7	1.1	0.5	0.3	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.2
22:00	1.8	1.2	0.5	0.3	0.1	0.0	0.0	0.0	0.1	0.1	0.0	0.2
22:15	2.1	1.4	0.6	0.4	0.1	0.0	0.0	0.0	0.1	0.1	0.0	0.2
22:30	2.0	1.3	0.5	0.4	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.2
22:45	1.7	1.1	0.5	0.3	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.2
23:00	1.4	0.9	0.4	0.3	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1
23:15	1.2	0.7	0.3	0.2	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1
23:30	1.0	0.7	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1
23:45	0.9	0.6	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1
00:00	0.7	0.5	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1
00:15	0.7	0.4	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
00:30	0.5	0.3	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
00:45	0.4	0.2	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
PQ 18-23	17.7	11.6	7.6	3.1	0.5	0.1	0.1	0.0	0.8	0.6	0.2	2.2
UT 18-23	0.9	0.6	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
PQ 24h	25.9	17.2	12.1	5.2	0.7	0.2	0.1	0.0	1.3	1.0	0.3	3.7
UT 24h	2.1	1.3	0.8	0.2	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.1

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 20 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 Mediawatch 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 2010 / Suisse romande

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

univers: 1'505'900 personnes (15+) échantillon: 11'713 personnes / 80'665 jours mesurés

	jours de semaine							lundi - vendredi	samedi - dimanche	lundi - dimanche
	lundi	mardi	mercredi	jeudi	vendredi	samedi	dimanche			
05:00	2.6	2.6	2.7	2.6	2.6	2.1	1.9	2.6	1.9	2.4
05:15	3.2	3.3	3.4	3.1	3.1	2.3	2.0	3.3	2.1	2.9
05:30	4.2	4.4	4.6	4.2	4.0	2.6	2.1	4.4	2.3	3.8
05:45	7.2	7.4	7.3	7.2	6.8	3.5	2.9	7.2	3.2	6.1
06:00	9.9	10.4	10.3	10.2	10.0	4.4	3.2	10.2	3.8	8.4
06:15	13.8	14.2	14.0	13.7	13.3	5.2	3.9	13.9	4.5	11.2
06:30	17.7	18.1	18.1	17.5	17.0	6.6	4.9	17.8	5.7	14.3
06:45	21.4	22.6	22.4	21.8	20.4	8.6	6.4	21.8	7.5	17.7
07:00	24.0	25.3	24.8	23.7	23.2	9.9	7.6	24.3	8.8	19.9
07:15	25.3	27.3	26.9	26.0	24.6	11.4	8.7	26.1	10.0	21.5
07:30	26.7	28.6	27.6	27.3	26.0	13.1	9.9	27.3	11.4	22.8
07:45	27.0	29.0	28.0	27.6	26.4	15.9	12.1	27.7	14.0	23.8
08:00	26.8	28.2	27.3	27.5	26.2	18.2	14.4	27.3	16.4	24.2
08:15	25.9	26.5	25.3	25.6	25.4	19.1	15.1	25.8	17.3	23.4
08:30	25.5	26.1	25.2	25.0	25.6	20.7	17.1	25.6	19.0	23.7
08:45	24.8	25.4	24.8	24.7	24.8	21.6	18.0	25.0	19.9	23.5
09:00	24.7	24.8	24.3	23.8	24.1	22.2	19.2	24.4	20.7	23.4
09:15	22.9	23.2	22.5	22.0	21.9	21.3	18.5	22.6	20.0	21.8
09:30	21.8	21.8	21.5	20.9	21.6	21.0	18.4	21.6	19.7	21.1
09:45	21.4	21.1	21.1	20.5	21.5	20.9	18.8	21.2	19.9	20.9
10:00	21.3	21.5	20.8	20.2	21.4	21.2	19.2	21.1	20.2	20.9
10:15	20.5	20.4	20.0	19.7	20.8	20.9	18.3	20.3	19.4	20.1
10:30	20.2	20.5	20.0	19.3	20.7	21.1	18.3	20.2	19.4	20.0
10:45	21.4	20.7	20.9	20.2	22.1	21.3	18.5	21.1	19.8	20.7
11:00	22.5	22.1	21.7	22.0	22.9	22.0	19.3	22.3	20.7	21.8
11:15	22.0	21.7	22.0	21.8	22.9	21.0	20.0	22.1	20.5	21.7
11:30	23.0	22.9	23.3	23.1	23.0	20.8	20.1	23.1	20.5	22.3
11:45	24.9	24.7	24.6	24.3	24.3	21.3	20.3	24.6	20.8	23.5
12:00	26.0	25.3	26.5	24.8	25.0	21.6	20.0	25.6	20.8	24.2
12:15	22.3	22.0	22.8	21.8	22.0	20.1	18.0	22.2	19.1	21.3
12:30	21.6	20.4	21.5	20.2	20.1	19.2	16.5	20.7	17.9	19.9
12:45	20.1	19.8	19.8	18.9	19.1	16.9	14.7	19.5	15.9	18.5
13:00	19.7	18.7	19.2	17.9	17.8	15.8	13.3	18.6	14.7	17.5
13:15	17.6	17.3	17.3	16.7	17.0	14.3	11.7	17.2	13.1	16.0
13:30	16.5	16.0	16.6	15.9	16.5	14.3	11.0	16.3	12.6	15.2
13:45	15.7	15.8	15.5	15.6	15.9	14.3	10.1	15.7	12.2	14.7
14:00	15.3	15.2	15.7	14.9	15.0	14.4	9.9	15.2	12.1	14.3
14:15	14.1	14.6	15.0	13.6	14.6	13.4	9.3	14.4	11.3	13.5
14:30	14.4	14.6	14.6	13.5	14.4	13.2	9.5	14.3	11.3	13.4
14:45	14.4	14.1	15.0	13.6	15.0	12.9	9.8	14.5	11.4	13.6

3.2. Utilisation radio par jour ouvrable: pénétration en %

Résultats du panel radio 2010 / Suisse romande

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

univers: 1'505'900 personnes (15+) échantillon: 11'713 personnes / 80'665 jours mesurés

	jours de semaine							lundi - vendredi	samedi - dimanche	lundi - dimanche
	lundi	mardi	mercredi	jeudi	vendredi	samedi	dimanche			
15:00	14.9	14.8	15.1	14.3	15.6	13.0	10.4	15.0	11.7	14.1
15:15	14.6	14.4	14.4	14.1	14.6	12.7	9.8	14.4	11.3	13.5
15:30	14.7	14.9	14.5	14.4	14.9	12.9	9.4	14.8	11.3	13.8
15:45	15.1	15.5	15.1	15.2	16.1	13.2	10.4	15.5	11.8	14.4
16:00	17.0	17.1	17.2	16.8	17.5	14.2	10.7	17.2	12.5	15.9
16:15	16.9	17.2	17.1	16.6	17.2	13.5	10.4	17.1	11.8	15.6
16:30	17.8	17.5	18.0	17.2	17.8	13.4	10.9	17.7	12.1	16.1
16:45	19.0	18.6	18.8	18.9	19.0	13.9	11.1	18.9	12.5	17.1
17:00	20.4	19.8	19.7	20.1	19.1	14.2	12.2	19.8	13.1	17.9
17:15	18.6	18.8	18.2	18.9	17.8	12.9	11.1	18.4	11.8	16.5
17:30	18.8	18.7	18.4	18.9	17.6	13.5	11.5	18.4	12.4	16.7
17:45	18.8	19.0	18.6	18.6	17.8	14.1	12.5	18.6	13.2	17.1
18:00	19.6	20.0	19.1	19.8	18.6	14.9	13.8	19.5	14.4	18.1
18:15	17.6	18.0	17.9	17.8	17.5	14.2	13.2	17.9	13.8	16.7
18:30	16.8	17.3	16.8	16.6	16.5	13.0	12.6	16.9	12.8	15.8
18:45	16.2	16.1	15.8	15.9	15.5	12.4	12.6	16.0	12.4	15.0
19:00	14.3	14.4	13.8	14.6	13.9	12.0	11.8	14.2	11.9	13.6
19:15	10.7	10.7	10.7	10.9	11.0	10.0	9.3	10.8	9.6	10.5
19:30	9.0	9.0	8.4	9.0	9.3	8.0	7.5	9.0	7.6	8.6
19:45	7.9	7.5	8.1	8.1	7.9	6.5	7.0	7.9	6.8	7.6
20:00	7.9	6.9	7.4	7.8	7.9	6.2	7.0	7.6	6.6	7.3
20:15	6.5	6.3	6.3	6.7	6.6	6.1	5.9	6.4	5.9	6.3
20:30	6.5	5.9	5.9	6.1	6.0	5.5	5.8	6.0	5.5	5.9
20:45	6.2	5.5	5.7	5.6	5.5	5.3	5.5	5.7	5.3	5.6
21:00	5.8	5.6	5.6	5.5	5.3	5.0	5.5	5.5	5.2	5.5
21:15	5.2	5.5	5.7	5.4	4.9	4.4	5.1	5.3	4.8	5.2
21:30	5.5	5.6	5.4	5.5	4.9	4.3	5.0	5.4	4.6	5.2
21:45	5.8	5.6	5.8	5.8	5.2	4.5	5.2	5.6	4.8	5.4
22:00	6.3	6.2	6.3	6.3	5.7	4.9	5.4	6.2	5.2	5.9
22:15	6.5	6.5	6.7	6.4	6.0	5.2	5.4	6.4	5.3	6.1
22:30	6.9	6.9	6.6	6.9	6.5	5.5	5.8	6.7	5.7	6.4
22:45	6.4	6.5	6.4	6.7	6.0	5.3	5.6	6.4	5.5	6.1
23:00	6.3	5.9	6.2	6.3	5.9	5.3	5.3	6.2	5.3	5.9
23:15	5.6	5.5	5.8	5.5	5.8	4.9	4.4	5.7	4.7	5.4
23:30	5.3	5.2	5.5	5.2	5.1	4.5	4.3	5.2	4.4	5.0
23:45	4.6	4.7	4.7	5.0	4.8	4.4	3.8	4.8	4.1	4.6
Pénétration quot.	87.1	88.2	88.6	88.8	88.6	84.1	79.8	88.3	82.0	86.5
Durée en minutes	111	112	111	108	109	89	82	111	85	104

Résultats du panel radio 2010 / Suisse romande

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

univers: 1'505'900 personnes (15+) échantillon: 11'713 personnes / 80'665 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	2.4	2.7	2.2	1.0	1.1	1.8	2.9	4.1	3.0	2.7	2.6	2.0
05:15	2.9	3.2	2.7	1.1	1.5	2.4	3.6	4.6	3.8	3.3	3.1	2.3
05:30	3.8	4.2	3.3	1.6	2.0	3.1	4.9	5.4	4.7	4.0	4.1	2.9
05:45	6.1	6.8	5.4	2.8	3.3	5.4	8.1	8.1	7.3	5.5	6.7	5.1
06:00	8.4	9.3	7.5	4.6	5.1	8.0	10.9	10.3	9.7	7.1	9.4	7.3
06:15	11.2	12.4	10.1	6.3	7.6	10.7	14.6	13.2	13.0	9.3	12.2	10.1
06:30	14.3	15.8	13.0	8.4	10.2	14.2	18.3	16.3	16.1	11.8	15.2	13.5
06:45	17.7	18.9	16.6	10.0	12.6	17.2	21.8	21.6	19.1	15.2	18.2	17.5
07:00	19.9	20.7	19.1	10.2	14.5	18.7	23.7	25.7	20.9	16.5	20.3	20.2
07:15	21.5	22.1	20.9	10.7	15.3	19.3	24.6	29.9	22.9	17.6	21.9	21.7
07:30	22.8	23.1	22.5	11.0	15.3	19.5	24.6	34.5	24.8	19.0	23.7	22.2
07:45	23.8	23.7	23.9	10.0	15.2	18.9	25.0	39.1	25.8	19.7	25.2	22.9
08:00	24.2	23.8	24.5	9.1	14.4	19.0	24.5	42.1	26.3	20.6	26.1	22.7
08:15	23.4	22.5	24.1	8.6	12.8	17.9	23.3	42.1	25.6	20.2	26.0	21.2
08:30	23.7	22.6	24.7	8.4	13.0	18.6	23.4	42.9	25.9	21.3	27.0	20.9
08:45	23.5	22.3	24.7	8.8	12.4	17.7	23.2	43.2	26.2	21.4	26.9	20.4
09:00	23.4	22.4	24.3	8.2	12.4	17.5	22.8	43.3	25.4	21.3	26.8	20.4
09:15	21.8	21.2	22.4	8.0	11.5	16.6	21.9	39.7	24.1	19.3	25.4	18.8
09:30	21.1	20.5	21.6	7.9	11.2	16.0	21.8	37.6	23.4	18.6	24.6	18.0
09:45	20.9	20.4	21.3	7.6	11.0	16.4	21.8	36.7	22.8	18.7	24.2	18.0
10:00	20.9	20.6	21.1	7.8	11.2	16.4	22.1	36.2	23.1	18.8	24.3	17.7
10:15	20.1	19.5	20.5	8.1	10.7	15.6	21.7	34.2	21.9	19.1	23.6	16.7
10:30	20.0	19.2	20.6	8.3	11.1	16.0	21.5	33.4	21.6	19.0	23.6	16.6
10:45	20.7	19.8	21.6	8.7	11.7	16.5	21.7	35.1	21.8	19.7	24.7	17.4
11:00	21.8	20.8	22.8	9.0	12.1	18.0	23.1	36.6	23.4	19.9	25.5	18.8
11:15	21.7	20.5	22.7	9.4	12.2	18.1	22.8	35.7	23.3	19.8	25.4	18.5
11:30	22.3	21.2	23.4	9.7	13.2	18.7	23.4	36.7	24.4	20.5	25.9	19.1
11:45	23.5	22.4	24.6	10.1	13.7	19.4	24.6	39.1	25.5	21.0	26.7	20.9
12:00	24.2	23.4	25.0	10.6	14.5	19.4	24.9	40.6	25.9	21.6	27.1	21.9
12:15	21.3	20.7	22.0	9.0	12.4	16.5	21.4	37.3	22.9	18.9	23.8	19.5
12:30	19.9	19.4	20.4	8.3	11.3	14.8	19.9	35.5	21.2	17.4	22.1	18.4
12:45	18.5	18.5	18.5	8.1	11.1	14.6	19.0	31.2	20.2	15.3	20.8	16.9
13:00	17.5	17.7	17.3	8.6	11.5	15.1	18.6	26.8	19.2	14.6	19.5	16.0
13:15	16.0	16.3	15.7	8.0	11.4	14.7	17.7	22.4	17.2	13.1	18.0	14.8
13:30	15.2	15.6	14.9	8.0	11.1	14.4	17.2	20.5	16.5	12.7	17.2	13.9
13:45	14.7	15.4	14.1	7.6	10.1	14.2	16.5	20.0	16.3	12.1	16.6	13.2
14:00	14.3	15.1	13.7	7.7	10.2	13.4	16.2	19.5	15.6	11.9	16.4	12.9
14:15	13.5	14.2	12.9	7.0	10.1	12.7	15.4	18.1	14.3	11.2	15.8	12.1
14:30	13.4	14.0	12.9	7.0	9.9	12.7	15.3	17.8	14.5	11.3	15.6	11.9
14:45	13.6	14.3	13.0	7.1	9.7	12.8	15.5	18.4	14.9	11.1	15.8	12.1

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

Résultats du panel radio 2010 / Suisse romande

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

univers: 1'505'900 personnes (15+) échantillon: 11'713 personnes / 80'665 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	14.1	14.8	13.4	7.7	9.8	13.3	15.8	19.1	15.4	11.6	16.2	12.5
15:15	13.5	14.4	12.7	7.2	9.5	13.1	15.3	18.1	14.5	11.2	15.8	12.0
15:30	13.8	14.8	12.8	7.3	9.4	13.1	15.7	18.6	15.2	11.1	15.9	12.3
15:45	14.4	15.3	13.7	7.4	9.5	13.7	16.3	20.1	16.1	11.7	16.6	12.8
16:00	15.9	17.1	14.7	7.8	11.0	15.4	17.3	22.2	17.5	13.1	18.0	14.2
16:15	15.6	16.8	14.4	8.0	11.0	15.3	16.8	21.6	17.2	12.6	17.5	14.1
16:30	16.1	17.4	14.8	8.3	11.6	15.9	17.1	22.3	17.9	12.7	18.0	14.7
16:45	17.1	18.8	15.5	8.2	11.6	16.4	18.9	24.2	18.9	13.2	19.1	15.8
17:00	17.9	19.1	16.7	9.2	12.3	17.3	19.9	24.5	19.9	13.4	20.1	16.5
17:15	16.5	17.5	15.5	8.8	12.1	16.3	18.5	21.6	17.9	12.3	18.9	15.3
17:30	16.7	17.6	15.8	8.7	12.8	16.3	18.7	21.8	18.3	12.4	18.6	15.8
17:45	17.1	17.9	16.3	8.0	12.8	16.4	18.6	23.7	18.6	12.2	18.3	16.9
18:00	18.1	18.9	17.3	8.9	13.0	16.6	19.5	25.9	19.5	13.3	18.8	18.3
18:15	16.7	17.7	15.8	8.3	12.1	15.0	18.1	24.1	17.6	12.3	17.2	17.3
18:30	15.8	16.6	15.0	7.9	11.6	13.9	17.3	22.7	16.2	10.9	16.3	16.7
18:45	15.0	15.6	14.3	7.3	10.5	12.3	16.5	22.3	15.7	11.0	15.0	15.8
19:00	13.6	14.3	12.9	6.8	9.5	11.5	14.9	20.1	13.9	10.1	13.7	14.4
19:15	10.5	10.9	10.1	5.9	7.4	9.6	11.8	14.2	10.9	8.2	10.6	10.9
19:30	8.6	8.9	8.3	5.3	7.1	8.1	10.1	10.2	9.2	6.6	8.4	9.1
19:45	7.6	7.9	7.3	5.1	6.5	7.3	8.9	8.6	8.0	6.1	7.2	8.1
20:00	7.3	7.6	7.1	4.9	5.8	6.7	8.3	8.9	7.9	6.5	6.9	7.5
20:15	6.3	6.5	6.1	4.3	5.0	5.5	7.1	8.0	6.8	5.7	5.9	6.5
20:30	5.9	6.1	5.8	4.1	4.6	4.9	6.5	7.9	6.4	5.2	5.8	5.9
20:45	5.6	5.6	5.5	3.8	4.1	4.3	6.3	7.7	5.9	5.1	5.4	5.6
21:00	5.5	5.5	5.4	3.8	4.1	4.2	5.9	7.7	5.8	5.4	5.5	5.3
21:15	5.2	5.1	5.2	3.7	3.9	3.6	5.7	7.4	5.5	5.5	4.9	5.0
21:30	5.2	5.1	5.2	3.5	3.7	3.6	5.5	7.9	5.4	5.4	5.1	5.0
21:45	5.4	5.3	5.5	3.3	3.5	3.7	5.5	8.9	5.4	5.8	5.4	5.2
22:00	5.9	5.8	6.0	3.6	3.6	4.0	6.0	10.0	6.2	6.3	5.8	5.7
22:15	6.1	5.8	6.4	3.7	3.6	3.9	6.1	10.7	6.7	6.5	6.0	5.7
22:30	6.4	6.1	6.8	3.5	3.4	3.9	6.4	11.8	7.1	6.5	6.4	6.1
22:45	6.1	5.7	6.6	3.5	3.2	3.6	6.0	11.5	6.8	6.4	6.4	5.5
23:00	5.9	5.4	6.4	3.6	3.0	3.4	5.8	11.0	6.6	6.4	6.2	5.2
23:15	5.4	4.8	6.0	3.0	2.9	3.1	5.2	10.2	6.3	5.9	5.7	4.5
23:30	5.0	4.4	5.5	2.5	2.7	3.0	4.7	9.6	5.9	5.4	5.2	4.2
23:45	4.6	4.1	5.0	2.3	2.2	2.5	4.3	9.2	5.4	5.1	4.9	3.8
pénétration quot.	86.5	86.9	86.2	69.1	80.0	87.4	90.6	95.5	88.9	79.0	88.2	86.3
Durée en minutes	104	102	105	46	57	78	106	180	114	93	114	94

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

Résultats du panel radio 2010 / Suisse romande

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

univers: 1'505'900 personnes (15+) échantillon: 11'713 personnes / 80'665 jours mesurés

	total	sexe		âge					formation terminée			
	personnes	hommes	femmes	15-24	25-34	35-44	45-59	60+	aucune/autre	obligatoire	form. profess.	form. sup.*
05:00	36.7	19.2	17.4	2.1	2.6	5.4	10.9	15.8	9.0	5.0	11.3	11.3
05:15	44.2	23.0	21.2	2.3	3.5	6.9	13.5	17.9	11.4	6.1	13.4	13.1
05:30	56.7	30.6	26.1	3.4	4.8	9.2	18.3	21.0	14.2	7.4	18.1	16.9
05:45	91.4	49.4	42.0	6.0	8.0	15.7	30.4	31.3	22.0	10.1	29.2	29.7
06:00	126.2	67.7	58.5	9.8	12.2	23.3	40.8	40.0	29.3	13.0	40.9	42.2
06:15	168.7	90.0	78.6	13.4	18.1	31.3	54.9	51.0	39.2	16.9	53.4	58.1
06:30	215.7	114.3	101.4	18.0	24.3	41.5	68.6	63.3	48.6	21.4	66.3	78.0
06:45	266.7	137.2	129.5	21.3	30.0	50.2	81.7	83.6	57.6	27.7	79.2	100.6
07:00	299.2	150.1	149.1	21.7	34.5	54.4	88.9	99.6	63.0	30.1	88.4	116.2
07:15	323.5	160.4	163.1	22.8	36.5	56.3	92.1	115.9	69.3	32.0	95.5	124.9
07:30	342.7	167.4	175.3	23.5	36.6	56.8	92.2	133.7	74.9	34.5	103.3	127.9
07:45	357.9	171.8	186.1	21.3	36.3	54.9	93.9	151.5	77.8	35.9	109.7	132.1
08:00	364.0	172.8	191.1	19.4	34.3	55.3	91.9	163.0	79.3	37.5	113.8	131.1
08:15	351.6	163.5	188.1	18.3	30.6	52.1	87.3	163.3	77.4	36.8	113.3	122.2
08:30	356.7	163.8	193.0	17.8	31.0	54.1	87.6	166.2	78.3	38.8	117.7	120.3
08:45	354.4	161.5	192.9	18.7	29.7	51.5	87.1	167.5	79.2	39.0	117.1	117.5
09:00	351.6	162.2	189.4	17.6	29.5	51.0	85.7	167.8	76.8	38.8	116.9	117.6
09:15	328.8	153.9	174.9	17.1	27.5	48.2	82.1	153.9	72.9	35.2	110.8	108.3
09:30	317.2	148.7	168.5	16.7	26.7	46.7	81.6	145.6	70.7	33.9	107.3	103.7
09:45	313.9	147.7	166.2	16.2	26.2	47.6	81.8	142.1	69.0	34.1	105.4	103.6
10:00	314.0	149.5	164.5	16.6	26.6	47.7	82.8	140.2	69.8	34.3	105.9	101.9
10:15	302.0	141.8	160.3	17.3	25.5	45.3	81.5	132.5	66.3	34.7	102.8	96.5
10:30	300.4	139.4	161.0	17.6	26.4	46.6	80.5	129.3	65.3	34.6	102.8	95.8
10:45	312.0	143.4	168.6	18.5	27.9	48.1	81.5	136.1	65.7	35.9	107.8	100.5
11:00	328.7	151.0	177.7	19.1	28.9	52.4	86.6	141.6	70.7	36.2	111.2	108.2
11:15	326.0	149.0	177.0	20.1	29.0	52.7	85.7	138.5	70.5	36.0	110.7	106.4
11:30	336.4	153.8	182.7	20.8	31.4	54.3	87.6	142.3	73.8	37.4	113.0	110.0
11:45	354.4	162.5	191.9	21.6	32.6	56.6	92.2	151.4	77.1	38.3	116.2	120.7
12:00	364.4	169.4	195.0	22.7	34.6	56.5	93.3	157.3	78.3	39.3	118.2	126.2
12:15	321.4	149.9	171.5	19.2	29.5	47.9	80.3	144.4	69.1	34.4	103.6	112.4
12:30	299.7	140.8	159.0	17.7	26.8	42.9	74.6	137.7	63.9	31.6	96.2	105.9
12:45	278.4	134.2	144.2	17.3	26.5	42.5	71.1	121.0	60.9	27.9	90.5	97.4
13:00	263.5	128.5	135.0	18.4	27.4	44.1	69.8	103.8	58.0	26.6	85.0	92.4
13:15	240.7	118.0	122.7	17.2	27.2	42.9	66.5	86.8	51.9	23.8	78.3	85.1
13:30	229.5	113.4	116.2	17.1	26.6	41.8	64.6	79.6	49.9	23.1	75.1	80.0
13:45	221.1	111.4	109.6	16.2	24.1	41.2	61.9	77.7	49.1	22.1	72.3	76.1
14:00	216.0	109.5	106.5	16.4	24.4	38.9	60.7	75.5	47.1	21.7	71.4	74.2
14:15	203.9	103.3	100.6	15.0	24.1	37.0	57.7	70.1	43.3	20.4	69.0	69.8
14:30	201.9	101.6	100.3	15.0	23.5	37.0	57.4	69.0	43.8	20.6	68.0	68.4
14:45	205.1	103.5	101.5	15.2	23.2	37.3	58.0	71.3	44.9	20.3	69.1	69.7

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

Résultats du panel radio 2010 / Suisse romande

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

univers: 1'505'900 personnes (15+) échantillon: 11'713 personnes / 80'665 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	211.5	107.0	104.5	16.3	23.3	38.8	59.2	73.9	46.5	21.1	70.5	72.3
15:15	203.4	104.6	98.9	15.3	22.6	38.2	57.2	70.2	43.9	20.5	68.7	69.1
15:30	207.4	107.4	100.0	15.7	22.5	38.2	58.8	72.2	46.0	20.3	69.2	70.7
15:45	217.2	110.7	106.5	15.7	22.8	40.0	61.0	77.8	48.6	21.3	72.2	73.8
16:00	238.6	124.3	114.3	16.7	26.3	44.7	65.0	85.9	52.8	23.8	78.6	81.8
16:15	234.5	122.0	112.5	17.0	26.2	44.4	63.1	83.7	52.0	22.9	76.4	81.5
16:30	241.9	126.2	115.7	17.8	27.8	46.2	64.0	86.2	54.2	23.1	78.3	84.7
16:45	257.2	136.3	120.9	17.5	27.6	47.7	70.7	93.6	57.2	24.1	83.2	91.0
17:00	268.9	138.8	130.1	19.7	29.4	50.3	74.8	94.8	60.1	24.4	87.6	95.0
17:15	248.4	127.2	121.2	18.8	28.9	47.4	69.6	83.8	54.2	22.4	82.2	88.0
17:30	251.1	127.9	123.3	18.6	30.6	47.5	70.0	84.5	55.2	22.6	80.8	90.8
17:45	256.9	130.1	126.8	17.0	30.6	47.7	69.7	91.9	56.2	22.2	79.9	97.2
18:00	271.8	137.1	134.8	18.9	31.0	48.4	73.1	100.4	58.8	24.3	82.1	105.3
18:15	251.7	128.3	123.4	17.8	28.8	43.6	68.1	93.4	53.1	22.4	75.0	99.9
18:30	237.5	120.3	117.2	16.9	27.6	40.3	64.8	88.0	48.9	19.9	71.1	96.2
18:45	225.2	113.5	111.8	15.6	25.1	35.9	62.0	86.6	47.3	20.1	65.3	90.9
19:00	204.1	103.5	100.6	14.5	22.7	33.3	55.8	77.7	42.0	18.3	59.7	82.8
19:15	157.5	78.9	78.6	12.6	17.7	27.9	44.4	54.9	33.0	14.9	46.0	62.7
19:30	129.3	64.7	64.7	11.4	16.8	23.5	38.1	39.6	27.7	12.0	36.7	52.4
19:45	114.2	57.6	56.6	10.8	15.6	21.3	33.2	33.4	24.1	11.1	31.4	46.9
20:00	109.8	54.8	55.0	10.5	13.9	19.6	31.2	34.6	23.8	11.9	29.9	43.4
20:15	94.8	47.3	47.5	9.2	12.0	16.0	26.6	31.2	20.6	10.3	25.7	37.5
20:30	88.8	43.9	44.9	8.7	11.0	14.2	24.5	30.5	19.4	9.5	25.4	33.8
20:45	83.8	40.9	42.9	8.0	9.9	12.6	23.5	29.9	17.9	9.3	23.6	32.3
21:00	82.1	40.0	42.1	8.1	9.8	12.3	22.1	29.7	17.4	9.9	23.8	30.3
21:15	77.7	37.3	40.4	8.0	9.2	10.6	21.3	28.7	16.7	10.1	21.5	28.8
21:30	77.6	37.1	40.5	7.4	8.9	10.3	20.5	30.6	16.4	9.9	22.1	28.5
21:45	81.3	38.2	43.0	7.0	8.4	10.7	20.5	34.7	16.4	10.6	23.6	29.9
22:00	88.9	41.9	47.0	7.6	8.6	11.5	22.6	38.6	18.6	11.5	25.4	32.6
22:15	92.2	42.1	50.0	7.9	8.6	11.2	23.1	41.4	20.2	11.8	26.2	33.1
22:30	96.8	43.9	52.9	7.5	8.2	11.3	24.1	45.7	21.5	11.8	27.9	35.0
22:45	92.4	41.0	51.4	7.4	7.6	10.4	22.7	44.4	20.7	11.6	27.7	31.9
23:00	89.1	38.9	50.2	7.7	7.2	9.8	21.7	42.8	20.0	11.6	26.9	30.1
23:15	81.1	34.6	46.6	6.3	6.9	9.0	19.6	39.4	19.0	10.8	25.0	25.9
23:30	75.1	31.9	43.2	5.3	6.4	8.6	17.6	37.3	17.9	9.8	22.7	24.4
23:45	69.0	29.7	39.2	5.0	5.2	7.2	16.0	35.6	16.3	9.2	21.3	21.9
pénétration quot.	1'302.6	630.2	672.4	147.5	190.8	254.3	340.0	370.0	268.7	143.9	384.3	497.6
Durée en minutes	104	102	105	46	57	78	106	180	114	93	114	94

* 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: 1'505'900 personnes (15+) échantillon: 11'713 personnes / 80'665 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	5	6	13	27	49	24	14	30	32
05:15	100	51	49	4	7	14	30	45	24	14	30	31
05:30	100	52	48	5	7	14	31	43	25	13	32	30
05:45	100	54	46	6	7	15	32	41	25	12	32	31
06:00	100	53	47	7	8	17	31	37	23	11	32	34
06:15	100	53	47	7	10	17	31	35	23	10	32	34
06:30	100	52	48	7	10	18	31	33	23	10	30	36
06:45	100	51	49	7	10	18	30	35	22	10	30	37
07:00	100	49	51	6	10	16	29	38	21	10	29	39
07:15	100	49	51	6	10	16	27	40	22	10	29	38
07:30	100	48	52	6	10	15	26	44	22	10	30	38
07:45	100	47	53	5	9	14	25	47	22	10	31	37
08:00	100	47	54	5	8	14	24	50	22	10	32	36
08:15	100	45	55	5	8	13	23	51	22	11	32	35
08:30	100	45	56	5	8	13	23	52	22	11	33	34
08:45	100	44	56	5	7	13	23	52	22	11	33	33
09:00	100	45	55	5	7	13	23	53	22	11	33	33
09:15	100	45	55	5	7	13	23	52	22	11	34	33
09:30	100	46	54	5	7	13	24	50	22	11	33	33
09:45	100	46	54	5	8	14	25	49	22	11	33	33
10:00	100	46	54	5	8	14	25	48	22	11	34	33
10:15	100	46	54	6	8	14	26	47	22	12	34	32
10:30	100	45	55	6	8	14	26	47	21	12	34	32
10:45	100	45	55	6	8	14	25	47	21	12	35	32
11:00	100	45	55	6	8	15	25	47	21	11	34	32
11:15	100	45	55	6	8	15	25	46	22	11	34	32
11:30	100	45	55	6	8	15	25	47	22	11	34	33
11:45	100	45	56	6	8	14	25	47	22	11	33	34
12:00	100	45	55	6	8	14	24	49	21	11	32	34
12:15	100	46	55	5	8	13	23	51	22	11	33	34
12:30	100	47	54	5	8	12	23	53	21	11	32	35
12:45	100	47	53	6	8	13	24	49	22	10	33	35
13:00	100	48	52	7	9	15	25	44	22	10	32	35
13:15	100	48	52	7	10	16	26	41	22	10	32	35
13:30	100	48	52	7	10	17	26	40	22	10	33	35
13:45	100	50	51	7	10	17	27	39	22	10	33	34
14:00	100	51	49	8	10	17	27	39	22	10	34	34
14:15	100	50	50	8	11	17	27	38	21	11	33	34
14:30	100	50	50	7	11	17	28	38	22	11	33	34
14:45	100	50	50	7	11	17	28	37	22	10	34	34

* 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: 1'505'900 personnes (15+) échantillon: 11'713 personnes / 80'665 jours mesurés

	total personnes	sexe		âge					formation terminée			
		hommes	femmes	15-24	25-34	35-44	45-59	60+	aucune/autre	obligatoire	form. profess.	form. sup.*
15:00	100	50	50	8	10	17	27	38	21	10	34	34
15:15	100	51	49	8	10	17	28	38	21	11	34	34
15:30	100	51	49	8	10	17	28	38	22	10	33	34
15:45	100	51	49	7	10	17	27	39	22	10	34	34
16:00	100	53	47	7	10	17	27	40	22	10	32	34
16:15	100	52	48	7	10	18	26	40	23	10	32	35
16:30	100	52	48	7	10	17	25	40	22	10	32	35
16:45	100	52	48	7	9	17	26	42	22	10	32	36
17:00	100	52	48	7	10	17	27	39	23	9	33	35
17:15	100	51	49	7	11	17	27	38	22	9	33	35
17:30	100	51	49	7	11	17	27	38	22	9	32	36
17:45	100	50	50	7	11	17	27	39	22	9	32	37
18:00	100	51	49	6	10	16	26	42	21	9	30	39
18:15	100	51	49	7	10	15	26	42	21	9	30	40
18:30	100	51	49	6	10	15	26	43	20	9	30	41
18:45	100	51	49	6	10	14	26	44	21	9	29	41
19:00	100	51	49	7	10	15	27	42	21	9	30	40
19:15	100	51	50	8	10	16	27	39	21	10	30	39
19:30	100	50	50	8	12	17	29	34	21	9	29	40
19:45	100	51	50	9	13	17	29	33	21	9	28	41
20:00	100	50	51	10	12	16	27	35	22	11	27	39
20:15	100	49	51	10	11	15	27	37	22	12	27	38
20:30	100	48	52	10	11	14	27	39	23	12	28	37
20:45	100	48	52	9	10	13	27	40	22	12	28	36
21:00	100	48	53	10	10	13	27	40	22	13	28	36
21:15	100	47	53	9	10	12	27	42	22	13	28	36
21:30	100	47	53	9	9	12	26	45	21	14	29	35
21:45	100	46	54	8	9	11	25	47	21	14	30	35
22:00	100	45	56	8	8	11	25	49	21	14	29	35
22:15	100	44	56	8	8	11	24	50	22	14	29	34
22:30	100	43	57	7	7	10	24	53	23	13	29	34
22:45	100	42	59	7	7	10	24	53	23	13	30	33
23:00	100	42	58	7	7	9	23	54	23	14	30	32
23:15	100	40	61	6	7	9	23	54	24	14	31	30
23:30	100	40	60	6	7	10	22	55	24	14	31	30
23:45	100	40	60	7	6	9	22	57	24	14	31	30
parts du public quotidienne	100	48	52	6	9	15	26	45	22	11	32	35

* 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 2010 / Suisse romande

PÉNÉTRATION QUOTIDIENNE en %, total radio

univers: 1'505'900 personnes (15+) échantillon: 11'713 personnes / 80'665 jours mesurés

	jours de semaine							lundi - vendredi	samedi - dimanche	lundi - dimanche
	lundi	mardi	mercredi	jeudi	vendredi	samedi	dimanche			
total personnes	87.1	88.2	88.6	88.8	88.6	84.1	79.8	88.3	82.0	86.5
sexe										
hommes	87.5	89.2	89.4	89.5	88.7	83.9	80.4	88.8	82.0	86.9
femmes	86.7	87.3	87.8	88.2	88.4	84.2	79.3	87.8	82.0	86.2
âge										
15-24	70.3	71.0	73.0	71.2	71.7	66.0	62.2	71.3	63.7	69.1
25-34	79.8	83.1	82.6	84.0	82.9	76.7	69.7	82.5	73.6	80.0
35-44	89.1	89.6	89.8	89.9	90.7	84.8	77.6	89.9	81.0	87.4
45-59	91.2	92.0	92.1	93.3	92.5	88.2	84.5	92.3	86.4	90.6
60+	95.6	96.3	96.6	96.4	96.0	94.1	93.1	96.2	93.7	95.5
formation terminée										
aucune/autre	89.6	91.1	91.3	92.2	90.6	86.4	81.1	90.9	84.1	88.9
obligatoire	80.3	79.8	80.8	80.4	81.4	76.7	74.7	80.5	75.4	79.0
form. professionnelle	88.1	89.9	90.4	91.0	90.1	85.8	81.4	90.0	83.6	88.2
form. supérieure*	87.3	88.0	88.3	88.0	88.7	83.8	79.4	88.2	81.8	86.3

* 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 2010 / Suisse romande

UTILISATION en minutes, total radio

univers: 1'505'900 personnes (15+) échantillon: 11'713 personnes / 80'665 jours mesurés

	jours de semaine							lundi - vendredi	samedi - dimanche	lundi - dimanche
	lundi	mardi	mercredi	jeudi	vendredi	samedi	dimanche			
total personnes	111.4	111.5	111.4	108.3	108.5	89.0	81.8	110.7	85.4	103.5
sexe										
hommes	111.2	111.5	112.6	109.1	109.7	85.4	77.1	110.8	80.6	102.2
femmes	111.6	111.5	110.3	107.5	107.5	92.4	86.2	110.6	89.8	104.7
âge										
15-24	51.2	49.8	52.3	48.0	51.8	39.3	35.6	49.8	35.6	45.7
25-34	62.6	64.7	59.1	62.3	65.4	46.0	39.6	63.1	43.0	57.4
35-44	88.5	89.5	88.7	83.6	84.1	57.1	48.7	87.5	52.8	77.6
45-59	113.9	115.7	115.5	113.8	113.3	87.9	81.0	115.0	84.5	106.3
60+	190.3	187.6	190.1	183.8	180.9	168.8	159.8	186.8	164.3	180.4
formation terminée										
aucune/autre	125.9	126.3	121.1	118.9	117.3	92.5	87.3	122.5	90.8	113.5
obligatoire	99.6	99.0	99.6	94.0	93.5	82.7	83.0	97.2	80.5	92.5
form. professionnelle	122.4	123.1	122.6	120.2	119.5	99.2	85.2	122.4	92.7	114.0
form. supérieure*	99.1	98.7	101.4	97.8	100.6	81.5	76.4	99.8	78.8	93.7

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

Résultats du panel radio 2010 / Suisse romande

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

univers: 1'505'900 personnes (15+) échantillon: 11'713 personnes / 80'665 jours mesurés

	radio	SRG SSR idée suisse							total	privées CH	total	étrangères	
		total	RSR	La Première	Opt. Musique	Espace 2	Couleur 3	WRS		autres SSR		total	Radio France
05:00	2.4	1.5	1.2	0.2	0.1	0.1	0.0	0.2	1.7	0.5	0.3	0.2	0.1
05:15	2.9	1.7	1.4	0.2	0.1	0.1	0.0	0.2	1.9	0.7	0.4	0.2	0.2
05:30	3.8	2.2	1.7	0.2	0.1	0.1	0.0	0.2	2.4	1.0	0.5	0.2	0.3
05:45	6.1	3.9	3.1	0.4	0.2	0.3	0.0	0.3	4.2	1.5	0.6	0.2	0.4
06:00	8.4	5.4	4.2	0.5	0.2	0.5	0.0	0.4	5.8	2.1	0.7	0.2	0.5
06:15	11.2	7.1	5.5	0.7	0.2	0.8	0.0	0.5	7.6	2.9	1.0	0.3	0.7
06:30	14.3	9.0	6.9	0.9	0.3	1.1	0.0	0.7	9.7	3.9	1.3	0.4	0.8
06:45	17.7	11.2	8.4	1.1	0.4	1.4	0.0	0.9	12.0	4.6	1.7	0.5	1.1
07:00	19.9	12.5	9.2	1.4	0.6	1.6	0.0	1.1	13.5	5.2	1.9	0.5	1.2
07:15	21.5	13.6	9.9	1.5	0.5	1.9	0.0	1.1	14.6	5.6	2.2	0.6	1.5
07:30	22.8	14.2	10.4	1.6	0.5	1.9	0.0	1.3	15.4	5.9	2.4	0.7	1.5
07:45	23.8	15.0	10.9	1.9	0.6	1.9	0.0	1.4	16.2	6.0	2.4	0.7	1.5
08:00	24.2	15.2	11.0	2.1	0.8	1.8	0.0	1.6	16.6	6.0	2.5	0.8	1.5
08:15	23.4	14.3	10.2	2.0	0.7	1.6	0.0	1.6	15.8	5.7	2.7	0.9	1.6
08:30	23.7	14.2	10.0	2.1	0.7	1.7	0.0	1.7	15.8	6.0	2.8	0.9	1.6
08:45	23.5	14.1	9.8	2.3	0.7	1.6	0.0	1.7	15.7	5.9	2.7	0.8	1.6
09:00	23.4	14.0	9.7	2.6	0.9	1.6	0.0	1.8	15.6	5.9	2.7	0.8	1.5
09:15	21.8	12.6	8.2	2.5	0.6	1.5	0.0	1.8	14.3	5.7	2.6	0.8	1.5
09:30	21.1	12.0	7.5	2.5	0.6	1.5	0.0	1.8	13.6	5.7	2.4	0.8	1.4
09:45	20.9	11.7	7.2	2.5	0.7	1.6	0.0	1.8	13.3	5.8	2.4	0.7	1.4
10:00	20.9	11.7	7.3	2.7	0.8	1.6	0.0	1.8	13.4	5.8	2.5	0.7	1.5
10:15	20.1	10.8	6.3	2.5	0.7	1.5	0.0	1.8	12.5	5.8	2.5	0.8	1.5
10:30	20.0	10.6	5.9	2.5	0.7	1.6	0.0	1.8	12.3	5.8	2.4	0.7	1.5
10:45	20.7	11.2	6.6	2.6	0.7	1.6	0.0	1.8	12.9	6.0	2.4	0.7	1.5
11:00	21.8	12.2	7.8	2.8	0.7	1.7	0.0	1.9	13.9	6.2	2.6	0.8	1.6
11:15	21.7	11.9	7.6	2.3	0.6	1.6	0.0	1.8	13.7	6.1	2.5	0.8	1.5
11:30	22.3	12.5	8.1	2.4	0.6	1.7	0.0	1.9	14.3	6.1	2.6	0.8	1.6
11:45	23.5	13.7	9.2	2.5	0.6	1.7	0.0	1.8	15.5	6.2	2.6	0.8	1.5
12:00	24.2	14.3	10.0	2.6	0.8	1.8	0.0	1.9	16.0	6.6	2.7	0.9	1.5
12:15	21.3	12.1	8.4	1.9	0.5	1.5	0.0	1.8	13.8	5.8	2.5	0.9	1.5
12:30	19.9	11.8	8.7	1.7	0.4	1.2	0.0	1.8	13.5	4.9	2.2	0.7	1.3
12:45	18.5	10.9	7.8	1.6	0.4	1.3	0.0	1.7	12.5	4.5	2.1	0.7	1.2
13:00	17.5	9.7	6.3	1.9	0.5	1.4	0.0	1.7	11.2	4.7	2.3	0.7	1.3
13:15	16.0	8.1	4.5	1.8	0.5	1.4	0.0	1.6	9.6	4.7	2.2	0.7	1.4
13:30	15.2	7.5	4.0	1.8	0.5	1.4	0.0	1.6	9.0	4.6	2.2	0.7	1.4
13:45	14.7	7.2	3.8	1.8	0.4	1.4	0.0	1.5	8.6	4.5	2.1	0.6	1.3
14:00	14.3	7.1	3.9	1.9	0.4	1.4	0.0	1.5	8.5	4.3	2.1	0.6	1.2
14:15	13.5	6.4	3.1	1.8	0.3	1.3	0.0	1.4	7.8	4.2	2.0	0.6	1.2
14:30	13.4	6.3	3.0	1.8	0.4	1.2	0.0	1.4	7.6	4.2	2.1	0.6	1.3
14:45	13.6	6.5	3.2	1.9	0.4	1.3	0.0	1.4	7.8	4.2	2.0	0.6	1.2

Résultats du panel radio 2010 / Suisse romande

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

univers: 1'505'900 personnes (15+) échantillon: 11'713 personnes / 80'665 jours mesurés

	radio	SRG SSR idée suisse							total	privées CH	total	étrangères	
	total	RSR	La Première	Opt. Musique	Espace 2	Couleur 3	WRS	autres SSR		total		Radio France	privées fr
15:00	14.1	6.9	3.6	1.9	0.5	1.3	0.0	1.5	8.3	4.4	1.9	0.5	1.2
15:15	13.5	6.3	3.0	1.8	0.4	1.3	0.0	1.4	7.7	4.4	1.9	0.5	1.3
15:30	13.8	6.5	3.1	1.9	0.4	1.3	0.0	1.4	7.8	4.5	2.0	0.5	1.3
15:45	14.4	7.0	3.6	1.9	0.4	1.3	0.0	1.4	8.3	4.7	2.0	0.6	1.3
16:00	15.9	8.0	4.8	1.9	0.3	1.4	0.0	1.5	9.4	5.0	2.1	0.6	1.4
16:15	15.6	7.7	4.4	1.7	0.3	1.5	0.0	1.5	9.2	4.9	2.1	0.5	1.3
16:30	16.1	8.3	4.8	1.7	0.3	1.6	0.0	1.4	9.6	5.0	2.0	0.5	1.3
16:45	17.1	9.3	5.8	1.8	0.4	1.5	0.0	1.4	10.7	5.1	1.9	0.5	1.3
17:00	17.9	9.5	5.9	2.0	0.5	1.6	0.0	1.7	11.0	5.6	2.1	0.6	1.3
17:15	16.5	8.1	4.4	1.9	0.4	1.6	0.0	1.6	9.6	5.4	2.2	0.6	1.4
17:30	16.7	8.2	4.5	1.9	0.4	1.6	0.0	1.6	9.8	5.5	2.2	0.7	1.4
17:45	17.1	9.0	5.5	1.9	0.4	1.5	0.0	1.6	10.5	5.2	2.2	0.7	1.4
18:00	18.1	10.0	6.6	1.8	0.5	1.4	0.0	1.6	11.5	5.3	2.1	0.5	1.3
18:15	16.7	9.5	6.6	1.5	0.3	1.3	0.0	1.5	10.9	4.5	1.9	0.5	1.2
18:30	15.8	9.1	6.4	1.4	0.3	1.2	0.0	1.4	10.5	4.1	1.8	0.5	1.1
18:45	15.0	8.8	6.1	1.4	0.3	1.1	0.0	1.3	10.1	3.5	1.9	0.5	1.1
19:00	13.6	7.8	5.3	1.5	0.5	1.1	0.0	1.2	8.9	3.3	2.1	0.7	1.1
19:15	10.5	5.2	2.8	1.2	0.4	0.9	0.0	1.0	6.1	2.8	1.9	0.7	1.1
19:30	8.6	4.0	2.1	0.9	0.3	0.8	0.0	0.8	4.8	2.5	1.7	0.6	1.0
19:45	7.6	3.6	1.8	0.9	0.3	0.7	0.0	0.7	4.3	2.2	1.5	0.5	0.8
20:00	7.3	3.5	1.8	0.9	0.3	0.6	0.0	0.8	4.2	2.0	1.5	0.5	0.8
20:15	6.3	2.9	1.5	0.7	0.2	0.5	0.0	0.7	3.6	1.7	1.3	0.5	0.7
20:30	5.9	2.7	1.4	0.6	0.3	0.5	0.0	0.7	3.4	1.6	1.2	0.4	0.6
20:45	5.6	2.7	1.5	0.6	0.2	0.5	0.0	0.7	3.3	1.4	1.1	0.3	0.6
21:00	5.5	2.7	1.5	0.6	0.3	0.4	0.0	0.7	3.3	1.3	1.1	0.3	0.6
21:15	5.2	2.5	1.3	0.6	0.3	0.4	0.0	0.6	3.1	1.2	1.0	0.4	0.5
21:30	5.2	2.6	1.4	0.5	0.3	0.3	0.0	0.6	3.2	1.2	1.0	0.4	0.5
21:45	5.4	2.9	1.8	0.5	0.4	0.3	0.0	0.7	3.5	1.1	1.0	0.4	0.5
22:00	5.9	3.3	2.3	0.5	0.4	0.3	0.0	0.7	3.9	1.2	1.0	0.4	0.5
22:15	6.1	3.6	2.6	0.4	0.3	0.3	0.0	0.6	4.2	1.2	1.0	0.4	0.5
22:30	6.4	4.1	3.2	0.5	0.4	0.3	0.0	0.6	4.7	1.0	1.0	0.4	0.5
22:45	6.1	4.0	3.1	0.4	0.3	0.3	0.0	0.5	4.5	0.9	0.9	0.4	0.5
23:00	5.9	3.9	3.0	0.5	0.2	0.3	0.0	0.5	4.4	0.9	0.9	0.3	0.4
23:15	5.4	3.5	2.7	0.5	0.2	0.2	0.0	0.5	4.0	0.8	0.8	0.3	0.4
23:30	5.0	3.3	2.6	0.4	0.2	0.2	0.0	0.4	3.7	0.7	0.7	0.3	0.3
23:45	4.6	3.1	2.5	0.3	0.2	0.2	0.0	0.4	3.5	0.6	0.6	0.2	0.3
Pénétration quot.	86.5	55.7	39.5	16.2	7.4	14.5	0.8	21.2	63.9	45.2	31.2	10.1	16.1
Durée en minute:	104	61	41	10	3	7	0	8	69	23	11	4	7

Résultats du panel radio 2010 / Suisse romande

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

univers: 1'505'900 personnes (15+) échantillon: 11'713 personnes / 80'665 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	36.7	22.7	18.5	2.3	1.1	1.3	0.1	2.8	25.3	7.4	4.9	2.3	2.1
05:15	44.2	26.0	20.4	2.7	1.4	1.7	0.0	2.8	28.7	10.8	5.8	2.4	2.7
05:30	56.7	33.2	26.1	3.2	1.9	2.2	0.0	3.1	36.2	14.9	7.2	2.8	3.9
05:45	91.4	58.1	45.9	5.9	2.7	3.9	0.1	4.7	62.4	22.2	9.1	3.0	5.4
06:00	126.2	81.0	63.0	8.1	3.4	7.6	0.1	5.9	86.6	31.9	11.2	2.9	7.3
06:15	168.7	107.4	82.7	10.1	3.4	12.2	0.1	7.9	114.8	43.2	15.6	3.9	10.3
06:30	215.7	135.0	103.4	12.9	4.2	16.4	0.1	11.0	145.4	58.3	19.5	5.5	12.6
06:45	266.7	168.0	126.9	16.9	6.1	21.1	0.2	14.1	180.8	69.4	25.3	6.7	16.6
07:00	299.2	188.1	138.9	21.3	8.3	24.6	0.2	15.8	202.7	78.9	28.4	7.3	18.7
07:15	323.5	204.4	149.5	22.6	7.5	28.3	0.1	16.3	219.2	84.6	33.7	9.3	22.4
07:30	342.7	213.7	156.1	24.4	8.2	28.3	0.2	19.5	231.7	88.1	36.1	10.5	22.6
07:45	357.9	225.8	164.1	27.8	9.3	28.3	0.2	20.4	244.6	90.0	36.2	10.6	22.2
08:00	364.0	228.2	165.7	31.4	11.9	26.3	0.2	24.2	250.0	90.0	38.0	11.7	22.6
08:15	351.6	215.0	153.9	30.5	9.7	24.4	0.3	24.7	237.9	85.5	39.9	12.8	24.1
08:30	356.7	213.6	150.5	31.7	10.0	25.0	0.3	25.7	237.6	90.2	41.8	13.1	24.6
08:45	354.4	212.9	147.2	35.1	10.7	24.0	0.3	25.6	236.7	88.5	40.8	12.3	24.7
09:00	351.6	210.3	145.3	38.8	13.4	24.5	0.4	27.7	235.5	88.3	40.1	12.1	22.9
09:15	328.8	190.3	124.0	36.8	9.6	22.9	0.3	26.8	215.1	85.9	38.5	11.8	22.3
09:30	317.2	180.0	113.5	37.6	9.5	22.3	0.3	27.0	205.2	85.8	36.7	11.2	21.5
09:45	313.9	176.2	108.8	37.3	9.8	23.6	0.3	26.6	200.9	86.8	35.9	10.7	21.7
10:00	314.0	175.7	109.3	41.3	12.0	24.0	0.3	27.6	201.5	86.6	37.7	10.8	22.5
10:15	302.0	162.1	94.0	37.8	10.2	22.9	0.1	27.8	188.2	86.6	37.4	11.5	21.9
10:30	300.4	159.1	89.4	38.3	10.5	23.5	0.3	27.8	185.3	87.8	36.8	11.1	22.4
10:45	312.0	168.5	98.6	39.3	10.3	24.0	0.1	27.5	194.7	90.6	36.8	11.2	23.1
11:00	328.7	183.8	117.0	41.6	10.8	26.0	0.1	27.9	209.8	92.6	39.6	12.1	23.9
11:15	326.0	179.8	114.2	35.3	8.7	24.0	0.2	27.3	205.7	91.3	38.3	12.3	23.1
11:30	336.4	188.5	121.3	36.4	8.3	25.1	0.2	28.7	215.6	91.5	39.0	12.0	24.1
11:45	354.4	206.7	137.9	37.8	9.4	25.6	0.2	27.7	232.8	93.5	39.8	12.7	23.1
12:00	364.4	215.2	151.0	38.9	11.5	27.4	0.4	29.2	241.4	99.2	39.9	13.4	22.4
12:15	321.4	181.7	126.8	28.7	7.1	21.9	0.3	27.8	207.6	87.1	38.2	12.8	22.3
12:30	299.7	177.5	131.1	25.0	5.5	18.2	0.3	27.0	202.9	73.4	32.8	10.4	19.5
12:45	278.4	163.5	116.6	24.7	5.3	19.4	0.2	25.3	187.5	67.5	31.5	10.5	18.6
13:00	263.5	145.8	94.4	28.2	8.2	21.2	0.5	25.1	168.8	71.3	33.9	10.5	19.9
13:15	240.7	122.2	67.8	27.3	8.0	21.2	0.3	23.9	144.9	70.3	33.6	10.3	20.5
13:30	229.5	112.4	59.6	27.2	7.0	20.7	0.3	24.0	135.4	68.9	33.5	10.2	20.3
13:45	221.1	108.5	56.6	26.6	5.3	21.6	0.2	22.4	129.8	67.2	31.5	9.3	19.4
14:00	216.0	106.5	58.0	28.3	5.9	20.4	0.2	23.1	128.1	64.8	30.9	9.1	18.5
14:15	203.9	96.0	46.8	26.4	5.1	19.3	0.2	21.7	116.8	63.0	30.4	8.6	18.5
14:30	201.9	94.2	44.7	26.8	5.4	18.7	0.2	20.8	114.3	62.6	31.7	9.0	18.8
14:45	205.1	97.8	47.4	27.9	5.5	18.9	0.3	21.2	118.1	63.7	30.7	8.3	18.6

Résultats du panel radio 2010 / Suisse romande

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

univers: 1'505'900 personnes (15+) échantillon: 11'713 personnes / 80'665 jours mesurés

	radio	SRG SSR idée suisse								total	privées CH		étrangères	
		total	RSR	La Première	Opt. Musique	Espace 2	Couleur 3	WRS	autres SSR		total	total	Radio France	privées fr
15:00	211.5	103.1	54.3	29.1	7.0	19.2	0.2	22.5	124.4	65.8	29.2	7.5	18.7	
15:15	203.4	94.9	45.0	26.3	5.4	19.5	0.1	21.4	115.4	66.5	28.9	7.7	18.8	
15:30	207.4	97.4	46.1	27.9	5.4	19.7	0.1	21.2	117.8	67.0	29.9	8.0	19.2	
15:45	217.2	104.8	54.2	28.2	5.5	19.1	0.1	21.3	125.0	70.0	30.1	8.4	19.0	
16:00	238.6	120.6	71.7	28.9	5.2	21.4	0.5	22.7	141.8	75.9	31.9	8.3	20.4	
16:15	234.5	116.5	65.5	25.7	5.1	21.8	0.4	22.8	138.1	74.2	31.2	8.0	20.1	
16:30	241.9	124.7	72.0	26.2	5.2	23.3	0.5	21.7	145.2	74.7	30.6	7.8	19.8	
16:45	257.2	140.3	87.5	26.7	5.4	23.2	0.5	21.6	160.7	77.1	29.1	7.4	19.2	
17:00	268.9	142.8	89.3	30.6	8.1	24.1	0.2	25.8	166.3	84.7	32.0	8.7	19.9	
17:15	248.4	121.9	66.3	28.6	6.0	23.5	0.3	24.3	145.0	81.6	32.9	9.3	20.9	
17:30	251.1	123.9	67.6	28.6	6.4	23.4	0.2	24.6	146.9	83.1	33.2	9.9	20.7	
17:45	256.9	135.4	82.1	28.6	6.6	22.7	0.2	23.8	157.4	77.9	33.0	9.8	20.4	
18:00	271.8	150.6	99.7	26.4	7.1	21.6	0.4	24.2	173.1	79.0	31.5	8.2	20.2	
18:15	251.7	143.0	99.1	22.3	4.8	18.8	0.2	22.1	164.2	68.0	28.7	7.7	18.1	
18:30	237.5	137.2	95.9	20.5	4.7	17.7	0.3	21.7	157.5	61.2	27.1	8.2	16.4	
18:45	225.2	132.6	92.2	20.6	4.6	17.2	0.3	20.2	151.7	52.8	28.2	8.1	16.8	
19:00	204.1	116.9	79.0	22.0	7.7	17.0	0.3	18.5	133.9	49.1	31.3	10.4	16.9	
19:15	157.5	77.7	42.6	17.8	5.5	13.5	0.2	14.9	92.0	42.6	29.0	10.3	15.8	
19:30	129.3	60.5	30.9	14.1	4.7	12.0	0.1	12.0	72.0	37.6	25.2	8.7	14.4	
19:45	114.2	54.5	26.8	13.9	4.6	10.8	0.1	10.3	64.4	32.4	22.1	7.7	12.6	
20:00	109.8	52.1	27.6	12.9	4.6	9.4	0.2	11.7	63.2	29.7	22.6	8.1	12.0	
20:15	94.8	43.5	22.8	10.3	3.6	7.6	0.2	10.7	53.6	25.9	19.3	6.8	10.6	
20:30	88.8	40.8	21.0	9.3	3.8	7.4	0.0	10.8	51.0	23.8	17.5	5.8	9.5	
20:45	83.8	40.3	21.8	8.9	3.7	6.9	0.0	9.8	49.6	21.3	16.1	5.1	8.8	
21:00	82.1	40.5	22.4	9.5	4.2	6.5	0.2	10.2	50.0	19.9	16.0	4.9	8.7	
21:15	77.7	37.4	19.8	8.4	4.4	5.3	0.2	9.6	46.6	18.6	15.0	5.2	7.4	
21:30	77.6	38.4	21.2	7.8	5.0	4.7	0.2	9.7	47.7	17.3	15.0	5.3	7.5	
21:45	81.3	43.2	26.9	7.2	5.2	4.5	0.1	9.9	52.6	17.0	14.7	5.4	7.3	
22:00	88.9	49.8	34.4	7.5	5.3	4.6	0.1	10.2	59.3	17.9	15.4	5.9	7.5	
22:15	92.2	54.8	39.8	6.3	5.1	4.4	0.0	9.4	63.5	17.4	14.4	5.5	7.3	
22:30	96.8	62.2	47.6	6.8	5.9	3.7	0.0	8.5	70.2	15.6	14.6	5.6	6.9	
22:45	92.4	59.9	46.2	6.7	4.1	3.8	0.1	8.1	67.4	13.8	13.8	5.2	6.9	
23:00	89.1	58.3	45.3	7.2	3.4	3.8	0.2	8.0	65.8	12.9	13.1	5.1	6.5	
23:15	81.1	52.8	40.2	6.8	3.1	3.3	0.1	7.1	59.6	12.1	11.6	4.6	5.4	
23:30	75.1	49.5	38.4	6.3	2.6	2.7	0.1	6.4	55.6	10.9	10.1	4.0	4.5	
23:45	69.0	46.6	37.0	5.1	2.7	2.3	0.0	5.8	52.1	9.7	8.8	3.5	4.1	
Pénétration quot.	1'302.6	838.2	594.5	244.1	111.6	218.4	11.6	318.9	962.7	681.1	469.7	151.7	242.5	
Durée en minute:	104	61	41	10	3	7	0	8	69	23	11	4	7	

Résultats du panel radio 2010 / Suisse romande

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

univers: 1'505'900 personnes (15+) échantillon: 11'713 personnes / 80'665 jours mesurés

	radio	SRG SSR idée suisse								total	privées CH	total	étrangères	
		total	RSR	La Première	Opt. Musique	Espace 2	Couleur 3	WRS	autres SSR		total		Radio France	privées fr
05:00	100.0	67.6	55.9	5.5	3.6	2.6	0.0	7.2	74.8	13.5	11.7	5.6	5.3	
05:15	100.0	64.6	53.0	5.9	3.1	2.6	0.0	6.4	71.0	16.8	12.2	5.9	5.7	
05:30	100.0	63.7	50.9	6.1	4.0	2.6	0.0	5.5	69.2	19.3	11.5	4.6	6.3	
05:45	100.0	64.5	52.0	6.3	3.4	2.8	0.0	5.3	69.8	20.1	10.1	3.7	6.1	
06:00	100.0	68.0	54.8	5.6	2.9	4.6	0.0	4.4	72.4	20.1	7.5	2.0	4.9	
06:15	100.0	66.9	53.2	5.7	2.3	5.7	0.0	4.3	71.2	20.9	7.9	2.1	5.1	
06:30	100.0	64.9	51.3	5.3	2.1	6.1	0.0	4.6	69.6	22.9	7.6	2.0	5.2	
06:45	100.0	64.6	50.0	5.6	2.3	6.7	0.0	4.8	69.4	22.4	8.2	2.2	5.6	
07:00	100.0	66.0	50.1	6.3	2.5	7.1	0.1	4.6	70.6	21.7	7.7	2.1	5.2	
07:15	100.0	65.9	49.6	6.2	2.3	7.8	0.1	4.4	70.3	21.3	8.4	2.5	5.6	
07:30	100.0	64.8	48.8	6.4	2.3	7.3	0.1	4.9	69.7	21.9	8.5	2.6	5.4	
07:45	100.0	65.5	49.2	6.9	2.5	6.9	0.1	5.0	70.6	20.9	8.5	2.7	5.3	
08:00	100.0	64.9	48.0	7.7	3.0	6.2	0.1	5.9	70.8	20.6	8.5	2.7	5.2	
08:15	100.0	63.5	46.7	8.0	2.8	6.0	0.1	6.4	69.9	20.8	9.4	3.2	5.6	
08:30	100.0	62.5	45.5	8.1	2.7	6.2	0.1	6.4	68.9	21.4	9.6	3.3	5.8	
08:45	100.0	62.7	45.0	9.1	2.7	5.8	0.1	6.3	69.0	21.1	9.9	3.2	6.2	
09:00	100.0	63.1	44.0	10.0	3.2	6.0	0.1	6.9	70.0	20.8	9.2	3.0	5.6	
09:15	100.0	60.6	40.9	10.7	2.9	6.1	0.1	7.3	67.9	22.4	9.7	3.3	5.9	
09:30	100.0	58.8	38.3	11.4	2.9	6.3	0.0	7.8	66.6	23.6	9.8	3.5	5.8	
09:45	100.0	57.9	36.8	11.5	2.8	6.7	0.0	8.0	65.9	24.4	9.7	3.3	6.0	
10:00	100.0	58.2	35.5	12.4	3.4	6.9	0.0	7.9	66.1	24.0	9.9	3.2	6.2	
10:15	100.0	55.8	32.9	12.4	3.6	6.9	0.0	8.4	64.2	25.3	10.6	3.6	6.4	
10:30	100.0	55.0	31.9	12.4	3.4	7.2	0.0	8.6	63.6	25.8	10.7	3.5	6.7	
10:45	100.0	55.2	32.4	12.3	3.2	7.2	0.0	8.5	63.6	25.8	10.6	3.4	6.7	
11:00	100.0	57.8	36.7	11.6	2.7	6.9	0.0	7.8	65.6	24.5	9.9	3.1	6.3	
11:15	100.0	58.1	38.4	10.4	2.5	6.7	0.0	7.8	65.9	24.2	9.9	3.5	6.0	
11:30	100.0	59.0	40.0	10.0	2.4	6.7	0.0	7.4	66.4	23.6	10.0	3.5	6.0	
11:45	100.0	60.7	42.5	9.8	2.3	6.2	0.0	7.1	67.8	22.6	9.6	3.5	5.6	
12:00	100.0	61.5	43.0	9.8	2.5	6.2	0.1	7.2	68.7	21.9	9.4	3.5	5.4	
12:15	100.0	58.3	42.2	8.3	1.9	5.9	0.1	8.1	66.4	23.9	9.7	3.8	5.5	
12:30	100.0	64.0	49.5	7.5	1.6	5.3	0.1	7.9	72.0	19.6	8.5	3.0	5.2	
12:45	100.0	62.1	46.0	8.1	1.8	6.2	0.0	8.5	70.5	19.7	9.8	3.5	5.9	
13:00	100.0	56.3	35.9	9.9	3.3	7.1	0.1	9.3	65.6	22.6	11.8	4.1	7.1	
13:15	100.0	52.5	29.9	11.0	3.5	8.0	0.0	10.1	62.6	24.9	12.6	4.3	7.6	
13:30	100.0	50.8	28.2	11.6	2.7	8.3	0.1	10.6	61.3	25.6	13.0	4.2	8.1	
13:45	100.0	50.1	26.9	11.9	2.4	8.8	0.0	10.1	60.2	26.8	13.0	4.2	8.1	
14:00	100.0	51.3	27.1	12.7	2.4	9.2	0.0	10.2	61.5	26.0	12.5	3.8	7.9	
14:15	100.0	49.5	24.9	13.0	2.4	9.2	0.1	10.4	59.9	27.5	12.7	4.0	8.0	
14:30	100.0	49.3	24.4	13.5	2.4	8.9	0.0	10.2	59.5	27.8	12.7	3.8	8.1	
14:45	100.0	48.9	24.0	13.8	2.4	8.6	0.1	10.3	59.2	28.3	12.5	3.7	8.1	

Résultats du panel radio 2010 / Suisse romande

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

univers: 1'505'900 personnes (15+) échantillon: 11'713 personnes / 80'665 jours mesurés

	radio	SRG SSR idée suisse								total	privées CH	total	étrangères	
		total	RSR	La Première	Opt. Musique	Espace 2	Couleur 3	WRS	autres SSR		total		total	Radio France
15:00	100.0	50.7	25.1	13.8	3.0	8.7	0.1	10.2	60.8	27.2	12.0	3.2	8.1	
15:15	100.0	48.5	23.5	13.3	2.8	8.8	0.1	10.4	58.9	28.8	12.3	3.3	8.3	
15:30	100.0	47.8	23.1	13.2	2.6	8.9	0.1	10.6	58.4	29.1	12.5	3.4	8.5	
15:45	100.0	48.5	24.5	13.1	2.6	8.3	0.0	10.1	58.7	29.4	11.9	3.3	8.0	
16:00	100.0	52.6	30.2	11.8	2.2	8.4	0.1	9.0	61.6	27.4	11.0	3.0	7.4	
16:15	100.0	52.6	30.3	11.0	2.4	8.9	0.0	8.9	61.5	27.7	10.8	3.1	7.2	
16:30	100.0	53.9	32.1	10.6	2.2	9.0	0.1	8.6	62.5	26.8	10.7	3.0	7.3	
16:45	100.0	57.0	36.8	10.1	2.1	8.0	0.1	8.2	65.2	25.2	9.6	2.8	6.5	
17:00	100.0	54.3	32.9	10.7	2.6	8.0	0.1	9.0	63.2	27.0	9.8	2.9	6.4	
17:15	100.0	50.7	28.3	11.4	2.6	8.5	0.0	9.6	60.2	28.4	11.4	3.4	7.6	
17:30	100.0	50.7	28.5	11.3	2.6	8.3	0.0	9.4	60.1	28.4	11.5	3.6	7.3	
17:45	100.0	52.7	30.8	10.9	2.6	8.3	0.1	9.0	61.7	27.2	11.1	3.5	7.1	
18:00	100.0	58.6	40.7	8.8	2.0	7.0	0.0	8.0	66.6	24.4	9.0	2.6	6.0	
18:15	100.0	60.6	44.1	8.1	1.8	6.7	0.0	8.4	69.0	22.0	9.0	2.6	5.9	
18:30	100.0	61.7	45.2	8.0	1.8	6.6	0.0	8.5	70.2	20.5	9.3	2.8	5.9	
18:45	100.0	62.7	45.6	8.6	1.9	6.6	0.0	8.1	70.7	18.7	10.6	3.2	6.8	
19:00	100.0	58.4	37.5	10.6	2.8	7.4	0.1	7.9	66.3	20.2	13.5	4.7	7.8	
19:15	100.0	50.6	28.0	10.9	3.4	8.3	0.1	8.9	59.5	23.4	17.0	6.5	9.3	
19:30	100.0	47.4	24.2	11.2	3.4	8.6	0.0	8.1	55.4	25.8	18.8	6.9	10.8	
19:45	100.0	48.1	23.1	12.3	3.9	8.8	0.0	7.8	55.9	25.4	18.7	7.1	10.6	
20:00	100.0	48.7	25.4	11.6	3.6	8.1	0.0	9.1	57.8	23.3	18.9	6.8	11.0	
20:15	100.0	48.7	25.2	11.5	4.2	7.8	0.0	9.9	58.7	23.1	18.2	6.7	10.4	
20:30	100.0	49.2	26.2	10.9	4.5	7.6	0.0	9.9	59.1	22.8	18.1	6.3	10.6	
20:45	100.0	50.6	27.4	10.6	5.2	7.4	0.0	10.3	60.9	21.8	17.3	5.7	10.2	
21:00	100.0	52.4	27.8	12.0	5.8	6.7	0.0	10.8	63.3	20.1	16.7	5.1	10.1	
21:15	100.0	51.7	27.7	11.2	6.7	6.0	0.1	11.3	63.0	20.5	16.6	6.1	9.1	
21:30	100.0	52.7	29.8	10.0	7.4	5.4	0.1	11.4	64.2	19.0	16.9	6.8	8.9	
21:45	100.0	54.8	34.1	8.8	7.4	4.5	0.0	11.3	66.2	17.8	16.0	6.9	8.2	
22:00	100.0	59.1	40.5	8.1	6.5	4.0	0.0	10.6	69.6	15.6	14.8	6.4	7.5	
22:15	100.0	63.9	46.6	7.3	6.3	3.8	0.0	9.1	73.0	13.8	13.2	5.4	6.9	
22:30	100.0	70.1	54.8	6.2	6.1	3.0	0.0	7.7	77.8	11.3	11.0	4.4	5.7	
22:45	100.0	68.6	53.9	7.0	4.5	3.2	0.0	8.2	76.8	11.1	12.1	5.0	6.2	
23:00	100.0	70.4	55.7	7.5	4.0	3.2	0.0	8.3	78.6	10.0	11.4	4.6	6.1	
23:15	100.0	71.6	56.8	8.1	3.9	2.8	0.0	7.7	79.4	10.1	10.5	4.6	5.3	
23:30	100.0	72.4	57.9	8.1	3.7	2.8	0.0	7.3	79.7	10.0	10.4	4.8	5.0	
23:45	100.0	73.0	59.3	7.6	3.8	2.4	0.0	7.9	80.9	9.4	9.7	4.6	4.7	
Parts de marché														
quotidienne	100.0	58.9	39.8	9.6	2.9	6.7	0.0	7.9	66.8	22.4	10.8	3.6	6.5	

3.11 Utilisation radio en comparaison pluriannuelle: pénétration en %

Résultats du panel radio 2010 / Suisse romande

PÉNÉTRATION QUOTIDIENNE en % (lu-di)

univers: 1'505'900 personnes (15+) échantillon: 11'713 personnes / 80'665 jours mesurés

	2001	2002	2003	2004 ¹	2005	2006	2007	2008	2009	2010
total radio	90.4	89.2	89.0	90.5	89.7	88.9	89.4	88.1	86.8	86.5
SRG SSR idée suisse	63.5	63.6	64.3	64.2	63.7	62.2	62.5	63.3	64.5	63.9
RSR	55.7	55.0	55.1	55.2	54.7	53.6	53.3	53.9	57.4	55.7
La Première	40.8	38.7	40.8	40.9	40.1	38.3	37.2	37.1	40.2	39.5
Option Musique ²	15.7	14.1	14.3	13.6	13.8	14.6	14.5	14.0	17.5	16.2
Espace 2 ²	9.2	7.1	6.9	6.7	6.3	6.1	6.0	6.2	7.4	7.4
Couleur 3	9.6	10.5	9.3	9.3	8.9	9.1	10.0	10.5	14.4	14.5
WRS								2.3	1.3	0.8
SR DRS1	7.4	7.7	8.5	7.0	7.3	6.6	7.0	6.4	4.9	5.0
RSI Rete Uno	1.8	2.6	2.7	2.3	2.9	2.5	2.5	2.1	1.6	1.9
Swiss Satellite Radios ²	5.1	5.0	5.1	5.2	5.7	5.0	4.9	5.0	7.3	7.8
autres SSR	9.9	9.1	9.7	9.6	9.0	8.7	9.7	11.3	8.0	9.9
total stations étrangères	50.2	46.1	44.7	46.0	45.1	43.9	43.7	37.5	31.4	31.2
Radio France	15.4	13.1	13.5	14.2	14.5	13.8	14.1	11.3	10.4	10.1
France Inter	4.9	4.4	4.7	5.0	4.5	4.2	4.2	3.8	3.3	3.1
France Info	5.0	4.7	4.8	4.6	4.6	4.2	4.3	3.8	3.5	3.3
France Musique	3.3	2.8	2.7	2.9	2.6	2.5	2.3	2.0	2.3	2.0
France Culture	5.0	3.6	3.3	3.7	4.9	4.8	5.2	3.4	3.3	3.4
privées étrangères françaises	23.7	21.4	20.0	20.3	19.2	18.7	18.4	16.0	15.4	16.1
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	3.1
NRJ (F)	4.9	5.4	4.5	5.7	5.2	4.4	4.6	4.3	4.9	5.1
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	2.4
Nostalgie ³	9.3	7.3	6.9	7.1	6.8	6.3	6.2	5.9	6.1	6.2

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 2010 / Suisse romande

PÉNÉTRATION QUOTIDIENNE en % (lu-di)

univers: 1'505'900 personnes (15+) échantillon: 11'713 personnes / 80'665 jours mesurés

	2001	2002	2003	2004	2005	2006	2007	2008		2009	2010
total radio	90.4	89.2	89.0	90.5	89.7	88.9	89.4	88.1		86.8	86.5
radios privées suisses	55.5	51.1	50.7	52.5	52.6	51.4	52.3	49.0		45.4	45.2
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	3.9
One FM	4.8	5.0	4.5	5.2	5.4	6.1	6.3	6.4		6.4	5.3
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	7.4
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	8.0
Chablais	3.5	3.4	3.1	3.4	3.4	3.2	3.1	2.9		3.3	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	8.5
Rhône	4.9	4.5	4.4	4.7	4.4	4.4	4.5	4.7		5.0	4.6
Canal3 (net)	2.0	1.7	1.5	1.2	1.1	1.2	1.1	0.7		0.4	0.5
Fribourg (net)	4.2	4.1	3.9	4.6	4.7	4.6	4.9	4.7		5.1	5.0
Cité	-	-	-	2.5	2.3	2.0	1.8	1.3		1.1	1.0
Meyrin	-	-	-	0.4	0.4	0.4	0.3	0.4		0.4	0.3
autres radios privées suisses fr. ²	-	2.8	2.9	0.2	0.2	0.2	0.6	0.8		0.6	0.5

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 2010 / Suisse romande

UTILISATION en minutes (lu-di)

univers: 1'505'900 personnes (15+) échantillon: 11'713 personnes / 80'665 jours mesurés

	2001	2002	2003	2004 ¹	2005	2006	2007	2008		2009	2010
total radio	107	103	105	101	99	97	98	99		106	104
SRG SSR idée suisse	64	64	66	63	63	62	62	64		71	69
RSR	56	56	58	56	56	56	55	57		64	61
La Première	38	39	41	41	41	39	38	39		42	41
Option Musique ²	9	9	9	8	8	9	9	9		11	10
Espace 2 ²	4	4	3	3	3	3	3	3		4	3
Couleur 3	5	5	4	4	4	4	5	5		7	7
WRS								0		0	0
SR DRS1	3	3	4	2	3	3	2	3		3	3
RSI Rete Uno	0	0	0	0	0	0	0	1		0	0
Swiss Satellite Radios ²	1	2	2	2	2	2	2	2		3	3
autres SSR	2	2	2	2	2	2	2	2		2	2
total stations étrangères	18	16	15	14	13	12	12	12		11	11
Radio France	6	5	6	5	5	4	4	4		4	4
France Inter	2	2	2	2	2	2	2	1		2	1
France Info	1	1	2	1	1	1	1	1		1	1
France Musique	1	1	1	1	1	1	1	1		1	1
France Culture	1	1	1	1	1	1	1	1		1	1
privées étrangères françaises	10	9	8	7	7	7	7	6		6	7
Radio la Plus (Thollon jusqu'au 01.08.2005)	1	1	1	0	1	1	1	1		1	1
NRJ (F)	2	2	2	2	2	1	1	1		2	2
Virgin (Europe 2 jusqu'au 31.12.2007)	1	1	1	1	1	1	1	1		1	1
Nostalgie ³	4	3	3	3	3	3	2	3		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 2010 / Suisse romande

UTILISATION en minutes (lu-di)

univers: 1'505'900 personnes (15+) échantillon: 11'713 personnes / 80'665 jours mesurés

	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
total radio	107.4	103.2	104.9	100.8	99.5	96.9	97.8	99.2	106	104
radios privées suisses	26.3	23.9	23.8	23.8	23.4	22.3	23.4	23.6	23.7	23.2
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	1.5
One FM	2.5	2.5	2.4	2.3	2.5	2.7	3.0	3.0	2.7	2.2
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	3.0
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	3.3
Chablais	1.9	1.8	1.7	1.7	1.6	1.3	1.6	1.5	1.7	1.8
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	5.2
Rhône	2.7	2.4	2.3	2.4	2.3	1.9	2.1	2.4	2.7	2.5
Canal3 (net)	0.5	0.4	0.3	0.2	0.2	0.2	0.2	0.1	0.1	0.1
Fribourg (net)	1.9	1.7	1.7	1.9	2.1	2.1	2.2	2.1	2.4	2.4
Cité	-	-	-	0.3	0.2	0.2	0.2	0.2	0.3	0.2
Meyrin	-	-	-	0.0	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	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 2010 / Suisse romande

PARTS DE MARCHÉ en % (lu-di)

univers: 1'505'900 personnes (15+) échantillon: 11'713 personnes / 80'665 jours mesurés

	2001	2002	2003	2004 ¹	2005	2006	2007	2008		2009	2010
total radio	100.0	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	66.8
RSR	52.5	54.6	55.3	55.9	56.7	57.3	56.7	57.3		59.9	58.9
La Première	35.7	37.2	39.3	40.8	41.1	40.4	39.3	39.5		39.9	39.8
Option Musique ²	8.2	8.6	8.7	7.8	8.1	9.1	9.0	8.7		10.0	9.6
Espace 2 ²	4.1	3.9	3.2	3.3	3.5	3.5	3.6	3.4		3.4	2.9
Couleur 3	4.5	4.9	4.2	4.0	4.0	4.4	4.8	5.3		6.5	6.7
WRS								0.3		0.3	0.0
SR DRS1	2.9	2.9	3.5	2.5	2.7	2.8	2.5	2.8		2.9	2.8
RSI Rete Uno	0.5	0.5	0.5	0.4	0.5	0.5	0.4	0.5		0.3	0.4
Swiss Satellite Radios ²	1.3	1.7	1.6	1.8	1.8	1.8	1.9	2.1		2.6	2.8
autres SSR	2.1	2.1	1.9	2.0	1.8	2.0	2.0	2.1		1.6	1.9
total stations étrangères	16.5	15.3	14.8	13.9	13.3	12.8	12.8	11.8		10.4	10.8
Radio France	5.4	5.1	5.5	5.2	4.7	4.5	4.3	4.0		4.0	3.6
France Inter	2.2	2.0	2.0	2.0	1.7	1.6	1.6	1.5		1.4	1.3
France Info	1.4	1.4	1.5	1.1	1.2	1.1	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	0.7
France Culture	0.9	0.9	1.1	1.1	1.0	0.9	0.9	0.7		0.7	0.6
privées étrangères françaises	9.2	8.4	7.8	7.2	7.1	6.9	7.0	6.5		5.9	6.5
Radio la Plus (Thollon jusqu'au 01.08.2005)	0.5	0.5	0.5	0.4	0.6	0.8	0.8	0.6		0.6	0.8
NRJ (F)	1.5	1.9	1.6	1.9	1.7	0.6	1.4	1.4		1.4	1.5
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	0.6
Nostalgie ³	4.1	3.1	3.1	2.8	2.8	2.6	2.5	2.5		2.4	2.7

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.

3.13 Utilisation radio en comparaison pluriannuelle: parts de marché en %

Résultats du panel radio 2010 / Suisse romande

PARTS DE MARCHÉ en % (lu-di)

univers: 1'505'900 personnes (15+) échantillon: 11'713 personnes / 80'665 jours mesurés

	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
total radio	100.0	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	22.4
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	1.5
One FM	2.3	2.4	2.2	2.2	2.4	2.8	3.0	3.0	2.6	2.1
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	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	3.2
Chablais	1.7	1.8	1.6	1.7	1.6	1.4	1.6	1.5	1.6	1.7
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	5.1
Rhône	2.5	2.3	2.2	2.4	2.3	2.0	2.2	2.3	2.5	2.4
Canal3 (net)	0.5	0.4	0.3	0.2	0.2	0.2	0.2	0.1	0.1	0.1
Fribourg (net)	1.7	1.6	1.6	1.9	2.1	2.2	2.2	2.1	2.3	2.3
Cité	-	-	-	0.3	0.2	0.3	0.2	0.3	0.3	0.2
Meyrin	-	-	-	0.0	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	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 2010 / Suisse romande

PÉNÉTRATION QUOTIDIENNE en % (lu-di)

univers: 1'505'900 personnes (15+) échantillon: 11'713 personnes / 80'665 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	2010	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	6.0	Arc Lémanique
One FM	11.1	11.1	12.0	11.9	12.3	Genève-Lausanne		10.1	8.5	Arc Lémanique
Lausanne FM	23.4	21.7	21.7	21.2	20.8	Vaud-Sud		10.9	11.2	Arc Lémanique
Rouge FM (Framboise jusqu'au 01.07.2005)	15.7	16.6	14.6	14.9	15.4	Vaud		10.0	11.0	Arc Lémanique
Cité	2.7	2.6	2.3	2.4	2.1	Genève-Rolle		2.7	2.5	Genève
Chablais	28.1	28.6	27.3	26.7	25.2	Chablais		23.5	23.6	Chablais
Rhône	42.1	39.0	37.5	37.9	40.1	Bas-Valais		33.5	31.3	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	34.0	Arc Jurassien
Canal3 (français)	2.8	2.2	2.5	2.4	2.5	Bienne		3.3	3.5	Bienne
Fribourg (français)	30.3	32.0	31.4	32.1	32.1	Fribourg		27.7	27.4	Fribourg

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

Résultats du panel radio 2010 / Suisse romande

PÉNÉTRATION QUOTIDIENNE en millier (lu-di)

univers: 1'505'900 personnes (15+) échantillon: 11'713 personnes / 80'665 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	2010	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	55.1	Arc Lémanique
One FM	68.7	68.9	78.1	78.2	81.4	Genève-Lausanne		92.2	77.3	Arc Lémanique
Lausanne FM	76.6	71.1	75.6	74.7	74.0	Vaud-Sud		99.5	102.5	Arc Lémanique
Rouge FM (Framboise jusqu'au 01.07.2005)	67.5	71.7	66.8	68.8	72.4	Vaud		90.6	100.2	Arc Lémanique
Cité	10.6	10.3	9.6	10.0	9.0	Genève-Rolle		11.7	10.5	Genève
Chablais	33.2	33.8	34.0	33.8	32.4	Chablais		39.8	40.0	Chablais
Rhône	54.5	50.5	50.9	52.5	56.6	Bas-Valais		65.9	61.6	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	121.8	Arc Jurassien
Canal3 (français)	4.1	3.3	3.8	3.6	4.0	Bienne		6.4	6.8	Bienne
Fribourg (français)	44.0	46.3	48.2	50.3	51.4	Fribourg		61.6	61.7	Fribourg

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

Résultats du panel radio 2010 / Suisse romande

UTILISATION en minutes (lu-di)

univers: 1'505'900 personnes (15+) échantillon: 11'713 personnes / 80'665 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	2010	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	2.4	Arc Lémanique
One FM	5.1	5.3	5.8	6.0	6.2	Genève-Lausanne		4.4	3.6	Arc Lémanique
Lausanne FM	11.0	10.5	10.4	9.5	9.9	Vaud-Sud		4.8	4.7	Arc Lémanique
Rouge FM (Framboise jusqu'au 01.07.2005)	6.8	7.2	6.4	6.7	6.8	Vaud		4.2	4.5	Arc Lémanique
Cité	0.4	0.3	0.4	0.5	0.6	Genève-Rolle		0.9	0.8	Genève
Chablais	16.8	15.6	13.6	15.8	14.9	Chablais		13.1	14.4	Chablais
Rhône	23.9	22.8	18.6	20.9	22.8	Bas-Valais		19.3	18.0	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	22.3	Arc Jurassien
Canal3 (français)	0.9	1.1	0.7	0.6	0.9	Bienne		1.3	1.7	Bienne
Fribourg (français)	16.0	18.6	18.6	18.3	17.9	Fribourg		14.9	14.6	Fribourg

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

Résultats du panel radio 2010 / Suisse romande

PARTS DE MARCHÉ en % (lu-di)

univers: 1'505'900 personnes (15+) échantillon: 11'713 personnes / 80'665 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	2010	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	2.4	Arc Lémanique
One FM	5.1	5.3	6.1	6.2	6.3	Genève-Lausanne		4.2	3.5	Arc Lémanique
Lausanne FM	10.5	10.1	10.2	9.5	9.9	Vaud-Sud		4.7	4.6	Arc Lémanique
Rouge FM (Framboise jusqu'au 01.07.2005)	6.5	7.0	6.2	6.6	6.6	Vaud		4.0	4.5	Arc Lémanique
Cité	0.4	0.4	0.4	0.5	0.6	Genève-Rolle		1.0	0.8	Genève
Chablais	17.7	16.2	14.9	15.9	15.7	Chablais		11.7	13.4	Chablais
Rhône	23.5	22.3	19.6	21.0	21.7	Bas-Valais		17.7	16.9	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	20.7	Arc Jurassien
Canal3 (français)	0.8	1.0	0.7	0.5	0.8	Bienne		1.1	1.5	Bienne
Fribourg (français)	15.2	17.8	17.5	17.2	16.6	Fribourg		13.4	13.3	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 2010 sur la diffusion des appareils et des technologies de réception présentés ci-après reposent sur les données collectées auprès de 10'196 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: 730'000 foyers

Nombre de cas: non pondérés = 3645; pondérés = 2380

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	9	15	39	37	27	47
1	67	62	50	47	45	44
2	19	15	8	7	9	6
3+	5	3	1	1	2	1
NSP	0	5	1	8	17	2

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

Caractéristique	Condition	Base	2009	2010
FOY-TV	Au moins 1 appareil TV avec réception	Tous FOY	90	91
FOY-TV-C	Au moins 1 appareil TV avec réception par câble	FOY-TV	72	71
FOY-TV-DVB-C	Au moins 1 appareil TV avec réception numérique par câble	FOY-TV-C	47	50
FOY-TV-DVB-C-HD	Au moins 1 appareil TV avec réception HD par câble	FOY-TV-C	13	20
FOY-TV-S	Au moins 1 appareil TV avec réception par satellite	FOY-TV	16	15
FOY-TV-DVB-S	Au moins 1 appareil TV avec réception numérique par satellite	FOY-TV-S	63	63
FOY-TV-DVB-S-HD	Au moins 1 appareil TV avec réception HD par satellite	FOY-TV-S	20	22
FOY-TV-IPTV	Au moins 1 appareil TV avec réception par IP	FOY-TV	11	18
FOY-TV-IPTV-HD	Au moins 1 appareil TV avec réception HD par IP	FOY-TV-IPTV	46	49
FOY-TV-DVB-T	Au moins 1 appareil TV avec réception terrestre	FOY-TV	15	11
FOY-TV-DVB	Au moins 1 appareil TV avec réception numérique	FOY-TV	58	62
FOY-TV-HD	Au moins 1 appareil TV avec réception HD	FOY-TV	15	23

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	6	21	46	51	50	89	94
1+	94	79	53	49	50	6	4
NSP	0	0	1	0	0	5	2

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

Caractéristique	Condition	Base	2009	2010
FOY-Radio	Au moins 1 appareil radio	Tous FOY	95	94
FOY-Radio-T	Au moins 1 appareil radio avec réception terrestre (sans les autoradios)	FOY-Radio	47	45
FOY-Radio-C	Au moins 1 appareil radio avec réception par câble	FOY-Radio	29	29
FOY-Radio-I	Au moins 1 appareil radio avec réception par Internet (IPTV, radio Internet)	FOY-Radio	8	13
FOY-Radio-S	Au moins 1 appareil radio avec réception par satellite	FOY-Radio	5	4

Svizzera italiana

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PREFAZIONE AL RAPPORTO ANNUALE 2010 DELLA MEDIAPULSE

Questo è già il quarto 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 stato 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 sono registrate a partire dal 1° gennaio 2010**.

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). Per ulteriori informazioni sul consumo internet si veda net-matrix.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. Nel 2010, con il passaggio – già preannunciato nel Rapporto annuale 2009 – dal procedimento sostitutivo dei dati mancanti alla ponderazione quotidiana, un paragone a lungo termine dei dati del 2010 con quelli degli anni precedenti, 2009 incluso, diviene problematico.

Capitolo 3: dal 2001 i **dati sul consumo radio** vengono ricavati per mezzo dello strumento di misurazione radio di GfK e coprono un lasso di tempo di dieci 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

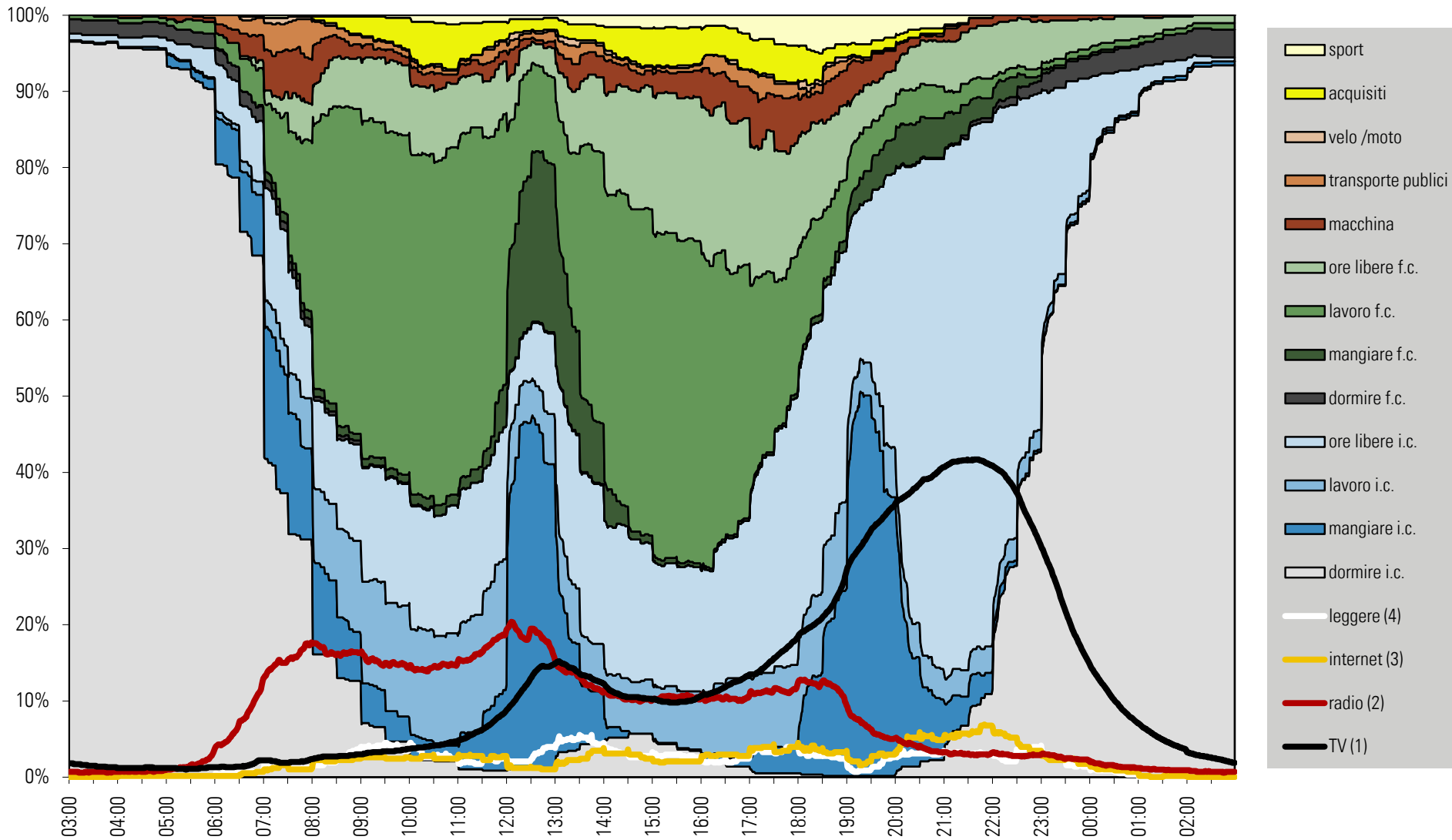
La Mediapulse SA pubblica ogni anno nel proprio rapporto annuale la giornata tipo della popolazione in forma grafica e di tabelle.

Time Use Study 2009 / Svizzera italiana

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

universo: 304'300 persone (12+) campione: 577 interviste

I dati concernenti le attività svolte durante la giornata, l'utilizzo di internet e la lettura sono stati raccolti attraverso il Time Use Study 2009. I dati piú recente non sono ancora disponibili.



(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: 304'300 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	1.7	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	1.3	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	2.7	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	1.5	4.6	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	1.6	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	9.0	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	1.9	12.7	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	2.5	17.4	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	2.8	21.1	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	2.7	23.4	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	2.6	24.3	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	3.0	26.6	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	3.2	27.2	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	3.4	26.3	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	25.8	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	3.6	26.0	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	3.8	25.9	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	4.0	24.5	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	4.1	24.1	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	4.2	24.0	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	4.5	23.5	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	4.6	23.2	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	4.9	23.7	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	5.4	24.1	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	6.0	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	6.9	25.8	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	7.9	27.3	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	9.6	29.1	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	31.0	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	13.6	28.3	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	15.7	27.7	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	17.1	26.3	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	16.9	23.9	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	16.2	22.0	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	15.3	20.7	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	14.1	19.0	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	13.4	18.5	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	17.3	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	17.1	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	11.5	16.8	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: 304'300 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	11.3	17.7	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	11.0	17.9	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	11.0	18.0	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	17.7	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	18.4	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	12.8	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	13.6	17.4	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	14.6	17.6	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	19.3	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	16.5	19.0	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	18.0	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	19.8	19.7	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	21.4	21.0	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	22.6	20.1	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	24.4	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	28.3	18.3	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	31.3	14.6	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	33.7	11.9	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	35.9	10.1	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	37.6	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	39.1	8.6	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	40.2	7.4	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	41.8	6.9	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	42.1	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	43.7	5.6	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	43.8	5.2	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	43.7	4.9	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	43.5	4.9	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	42.5	5.0	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	41.2	4.8	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	38.7	4.7	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	35.0	4.6	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	31.4	4.7	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	27.3	4.2	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	22.6	3.7	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	18.6	3.5	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	68.9	89.4	27.4	38.1
durata in min.	488	113	82	283	967	14	36	241	98	31	12	3	25	14	473	184	113	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 1'029 economie domestiche (stato: 1.1.2010), nella Svizzera romanda da 619 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 2010 / Svizzera italiana

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

universo: 319'900 persone (3+) campione: 567 persone

	giorni della settimana							lunedì - venerdì	sabato - domenica	lunedì - domenica
	lunedì	martedì	mercoledì	giovedì	venerdì	sabato	domenica			
06:00	1.3	1.2	1.2	1.2	1.2	1.5	1.4	1.2	1.4	1.3
06:15	1.3	1.2	1.2	1.2	1.2	1.7	1.6	1.2	1.6	1.3
06:30	1.4	1.3	1.4	1.4	1.4	1.8	1.8	1.4	1.8	1.5
06:45	1.9	1.8	1.8	1.9	1.9	2.1	1.9	1.9	2.0	1.9
07:00	2.2	2.0	2.1	2.0	2.1	2.2	1.9	2.1	2.1	2.1
07:15	2.1	1.8	2.0	2.0	2.1	2.2	1.9	2.0	2.0	2.0
07:30	2.3	2.1	2.2	2.2	2.4	2.4	2.2	2.2	2.3	2.3
07:45	2.6	2.5	2.5	2.7	2.7	2.7	2.6	2.6	2.6	2.6
08:00	2.8	2.9	2.8	3.0	3.1	3.3	3.2	2.9	3.3	3.0
08:15	2.9	3.0	2.9	3.1	3.2	4.1	4.0	3.0	4.0	3.3
08:30	2.9	3.0	3.0	3.1	3.4	4.7	4.7	3.1	4.7	3.5
08:45	3.0	3.0	3.2	3.1	3.5	5.2	5.4	3.2	5.3	3.8
09:00	3.2	3.2	3.3	3.3	3.6	5.6	6.1	3.3	5.8	4.0
09:15	3.3	3.5	3.4	3.5	3.8	5.8	6.7	3.5	6.3	4.3
09:30	3.4	3.6	3.5	3.5	3.9	6.0	7.1	3.6	6.5	4.4
09:45	3.6	3.6	3.6	3.5	4.0	6.1	7.8	3.7	6.9	4.6
10:00	4.0	3.8	3.8	3.8	4.1	6.1	8.5	3.9	7.3	4.9
10:15	4.2	4.0	3.9	4.0	4.3	6.1	9.1	4.1	7.6	5.1
10:30	4.4	4.3	4.1	4.3	4.5	6.1	9.9	4.3	8.0	5.4
10:45	4.7	4.6	4.4	4.6	4.7	6.2	10.4	4.6	8.3	5.7
11:00	5.2	5.0	4.8	5.0	5.1	6.5	10.8	5.0	8.7	6.1
11:15	5.9	5.7	5.5	5.6	5.9	7.0	11.3	5.7	9.1	6.7
11:30	6.7	6.5	6.5	6.4	6.8	7.7	12.0	6.6	9.9	7.5
11:45	8.0	8.1	7.8	7.9	8.2	8.5	12.5	8.0	10.5	8.7
12:00	9.6	9.7	9.6	9.5	9.8	9.7	13.1	9.7	11.4	10.2
12:15	11.7	11.7	11.6	11.6	11.9	11.5	14.5	11.7	13.0	12.1
12:30	13.7	13.7	13.6	13.7	14.1	13.5	16.3	13.8	14.9	14.1
12:45	14.3	14.3	14.3	14.3	14.7	14.4	17.0	14.4	15.7	14.8
13:00	14.7	14.6	14.8	14.4	15.1	15.3	18.1	14.7	16.7	15.3
13:15	14.0	13.7	14.1	13.4	14.3	15.2	18.6	13.9	16.9	14.8
13:30	13.2	12.9	13.0	12.3	13.3	14.7	19.0	12.9	16.8	14.0
13:45	12.6	12.1	12.1	11.7	12.6	14.1	19.4	12.2	16.7	13.5
14:00	11.5	11.0	10.7	10.7	11.7	13.6	19.5	11.1	16.5	12.6
14:15	10.5	10.3	10.0	9.9	10.7	13.2	19.7	10.3	16.4	12.0
14:30	10.1	10.0	9.8	9.6	10.5	13.0	19.7	10.0	16.4	11.8
14:45	10.0	9.8	9.7	9.4	10.3	12.8	19.7	9.8	16.3	11.7
15:00	9.8	9.4	9.4	9.2	10.2	12.6	19.8	9.6	16.2	11.5
15:15	9.3	9.1	9.2	8.9	10.1	12.6	19.9	9.3	16.3	11.3
15:30	9.4	9.1	9.4	9.0	10.0	12.7	19.7	9.4	16.2	11.3
15:45	9.6	9.4	9.9	9.3	10.4	12.9	19.6	9.7	16.2	11.6

Risultati dal panel TV 2010 / Svizzera italiana

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

universo: 319'900 persone (3+) campione: 567 persone

	giorni della settimana							lunedì - venerdì	sabato - domenica	lunedì - domenica
	lunedì	martedì	mercoledì	giovedì	venerdì	sabato	domenica			
16:00	10.3	10.0	10.5	9.9	11.0	13.2	19.5	10.4	16.4	12.1
16:15	10.8	10.5	11.0	10.6	11.6	13.5	19.8	10.9	16.6	12.6
16:30	11.8	11.8	11.8	11.7	12.7	14.0	20.3	12.0	17.1	13.4
16:45	12.9	12.7	12.4	12.5	13.5	14.7	20.7	12.8	17.7	14.2
17:00	13.6	13.5	13.1	13.2	14.2	15.4	21.3	13.5	18.3	14.9
17:15	14.6	14.6	14.2	14.4	15.3	16.3	21.9	14.6	19.1	15.9
17:30	16.1	15.9	15.6	15.8	16.6	17.1	22.7	16.0	19.9	17.1
17:45	17.6	17.1	17.2	16.9	17.8	18.2	23.4	17.3	20.8	18.3
18:00	19.1	18.6	18.8	18.2	19.1	19.6	24.6	18.8	22.1	19.7
18:15	20.3	19.7	19.7	19.0	19.9	20.5	25.7	19.7	23.1	20.7
18:30	21.9	21.4	21.3	20.2	21.1	21.6	26.7	21.2	24.1	22.0
18:45	24.7	24.2	24.0	22.7	23.4	23.1	28.5	23.8	25.8	24.4
19:00	28.7	28.0	27.8	26.4	26.5	26.1	31.1	27.5	28.6	27.8
19:15	31.1	30.3	30.2	28.6	28.3	27.5	32.5	29.7	30.0	29.8
19:30	33.3	32.8	32.0	30.7	30.0	29.0	34.0	31.8	31.5	31.7
19:45	35.0	34.8	33.7	32.2	31.4	30.3	35.3	33.4	32.8	33.2
20:00	36.6	36.5	35.1	33.5	32.9	31.9	36.9	34.9	34.4	34.8
20:15	37.7	37.7	36.3	34.6	34.0	32.8	38.2	36.0	35.5	35.9
20:30	38.7	39.0	37.6	35.7	35.1	33.7	39.4	37.2	36.5	37.0
20:45	39.4	40.0	38.7	36.7	35.9	34.5	40.0	38.1	37.2	37.9
21:00	40.0	41.0	39.6	37.5	36.8	35.4	40.9	39.0	38.1	38.7
21:15	40.1	41.3	39.8	38.0	37.3	36.1	41.6	39.3	38.8	39.2
21:30	39.9	41.1	39.9	38.1	37.7	36.4	41.1	39.3	38.8	39.2
21:45	39.5	40.1	39.4	37.8	37.6	36.5	39.7	38.9	38.1	38.7
22:00	38.6	39.2	38.7	36.7	36.9	36.5	38.3	38.0	37.4	37.8
22:15	36.9	37.7	37.0	34.6	35.2	36.1	36.7	36.3	36.4	36.3
22:30	34.5	34.3	33.6	31.6	32.8	34.5	33.7	33.4	34.1	33.6
22:45	31.1	30.4	29.9	28.7	30.5	31.9	30.1	30.1	31.0	30.4
23:00	27.0	26.8	26.6	25.4	27.4	29.3	26.6	26.6	27.9	27.0
23:15	22.5	22.6	22.4	21.6	24.0	26.2	22.5	22.6	24.4	23.1
23:30	18.7	18.2	18.0	17.4	20.2	23.2	18.0	18.5	20.6	19.1
23:45	15.7	14.8	14.6	14.1	17.1	20.0	14.7	15.3	17.3	15.9
00:00	13.4	12.1	11.8	11.3	14.6	17.1	12.3	12.6	14.7	13.2
00:15	11.3	10.0	9.6	9.4	12.3	14.8	10.3	10.5	12.5	11.1
00:30	9.0	8.1	7.9	7.8	10.4	12.4	8.5	8.6	10.4	9.2
00:45	7.3	6.7	6.6	6.6	8.8	10.4	6.8	7.2	8.6	7.6
R 18-23	33.4	33.4	32.7	31.1	31.1	30.7	34.7	32.3	32.7	32.4
UT 18-23	100	100	98	93	93	92	104	97	98	97
R 24h	12.6	12.5	12.3	11.9	12.4	13.2	15.3	12.3	14.3	12.9
UT 24h	181	180	177	171	179	191	221	178	206	186

R = rating in %

UT = utenza in minuti (totale)

Risultati dal panel TV 2010 / Svizzera italiana

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

universo: 319'900 persone (3+) campione: 567 persone

	totale	sesso		età (senza ospiti)						formazione conclusa (senza ospiti)				totale
	persone	uomini	donne	3 -14	15 - 29	30 - 39	40 - 49	50 - 59	60 +	nessuna	obbligo	scuola prof.	superiore*	ED
06:00	1.3	1.9	0.7	0.1	0.9	0.8	2.0	0.9	2.0	0.1	3.0	0.6	1.7	2.5
06:15	1.3	1.9	0.7	0.1	0.5	0.9	2.0	1.2	2.2	0.1	3.0	0.6	1.8	2.6
06:30	1.5	2.1	0.9	0.1	0.6	1.0	2.1	1.7	2.3	0.2	3.3	0.7	2.0	2.9
06:45	1.9	2.8	1.1	0.3	1.3	1.1	2.4	2.2	2.9	0.3	3.6	0.9	2.6	3.7
07:00	2.1	3.0	1.2	0.6	1.4	1.4	2.3	2.6	3.0	0.7	3.5	1.0	3.0	4.1
07:15	2.0	2.5	1.5	1.7	1.0	1.9	2.2	2.4	2.4	1.5	3.2	1.1	2.5	4.0
07:30	2.3	2.6	1.9	3.1	0.9	2.3	2.1	2.5	2.4	2.6	3.1	1.3	2.7	4.5
07:45	2.6	2.8	2.4	4.6	1.1	2.5	2.1	2.6	2.8	3.9	3.0	1.6	2.8	5.3
08:00	3.0	3.1	2.9	5.1	1.5	2.8	2.2	2.9	3.6	4.6	3.3	2.0	3.1	6.1
08:15	3.3	3.3	3.3	5.0	1.9	3.0	2.2	3.2	4.1	4.7	3.7	2.4	3.2	6.7
08:30	3.5	3.5	3.5	5.1	2.3	3.1	2.3	3.4	4.4	4.9	4.2	2.5	3.4	7.1
08:45	3.8	3.6	3.9	5.3	2.7	3.3	2.4	3.8	4.7	5.2	4.7	2.7	3.5	7.6
09:00	4.0	3.8	4.3	5.4	3.1	3.3	2.7	3.8	5.2	5.3	5.5	3.0	3.6	8.1
09:15	4.3	4.0	4.5	5.3	3.6	3.5	2.9	3.8	5.5	5.3	6.0	3.3	3.7	8.6
09:30	4.4	4.1	4.7	5.0	4.0	3.7	3.0	3.9	5.7	5.1	6.2	3.6	3.8	8.9
09:45	4.6	4.2	4.9	4.7	4.3	3.9	3.1	4.1	5.9	4.8	6.7	4.0	3.8	9.3
10:00	4.9	4.3	5.3	4.4	4.7	4.2	3.1	4.3	6.5	4.6	7.2	4.5	3.8	9.7
10:15	5.1	4.5	5.6	4.0	4.9	4.4	3.1	4.5	7.1	4.4	7.8	4.9	3.9	10.1
10:30	5.4	4.7	5.9	3.9	5.0	4.5	3.2	4.6	7.8	4.5	8.4	5.2	3.9	10.7
10:45	5.7	4.9	6.3	3.8	5.2	4.6	3.5	4.8	8.5	4.5	9.0	5.7	4.1	11.2
11:00	6.1	5.2	6.8	3.7	5.4	4.9	3.8	5.2	9.5	4.7	9.7	6.3	4.3	12.0
11:15	6.7	5.9	7.4	3.6	5.6	5.2	4.3	5.6	11.0	4.9	11.3	7.0	4.5	13.2
11:30	7.5	6.6	8.3	3.8	6.0	5.6	5.1	6.0	12.8	5.4	12.5	8.1	5.0	14.6
11:45	8.7	7.6	9.6	5.3	7.1	6.2	6.0	7.1	14.4	7.1	13.7	9.5	5.6	16.8
12:00	10.2	8.8	11.3	6.6	8.2	7.1	7.4	8.7	16.3	8.6	14.7	11.3	6.7	19.4
12:15	12.1	10.5	13.5	7.3	9.1	8.4	8.9	10.9	19.6	9.7	16.5	13.5	8.5	22.6
12:30	14.1	12.1	15.9	7.6	10.0	9.9	10.5	14.2	22.6	10.9	18.5	15.7	10.5	26.3
12:45	14.8	12.6	16.7	7.5	10.1	11.1	11.2	14.9	23.6	11.1	18.7	16.2	11.8	27.5
13:00	15.3	13.3	17.1	7.1	9.9	11.6	11.2	15.2	25.2	10.4	19.1	16.7	13.0	28.5
13:15	14.8	12.9	16.4	6.2	9.7	12.1	10.7	14.9	24.2	9.2	19.2	15.7	13.1	27.7
13:30	14.0	12.0	15.9	5.3	9.1	12.1	10.2	14.6	22.7	8.1	19.2	14.6	12.7	26.5
13:45	13.5	11.1	15.6	4.8	8.7	11.9	10.1	14.5	21.5	7.4	19.4	14.2	11.9	25.7
14:00	12.6	10.4	14.7	4.5	8.4	11.5	9.8	14.1	19.5	6.9	18.5	13.6	10.7	24.2
14:15	12.0	10.0	13.9	4.3	7.9	11.2	9.6	13.3	18.5	6.5	18.0	13.2	9.9	23.1
14:30	11.8	9.8	13.6	4.1	7.7	11.0	9.4	13.0	18.3	6.1	18.0	13.1	9.4	22.7
14:45	11.7	9.7	13.5	3.9	7.7	10.8	9.3	12.9	18.1	6.0	18.0	12.9	9.3	22.4
15:00	11.5	9.5	13.2	3.9	7.6	10.5	9.0	12.8	17.9	6.0	17.7	12.7	9.1	22.1
15:15	11.3	9.4	13.0	3.8	7.5	10.1	8.8	12.7	17.9	5.8	17.5	12.6	8.9	21.8
15:30	11.3	9.5	13.0	3.8	7.4	9.6	8.6	13.0	18.2	5.9	17.7	12.6	8.9	21.8
15:45	11.6	9.8	13.2	3.9	7.4	9.4	8.4	13.5	19.0	6.1	18.4	12.7	9.0	22.3

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

Risultati dal panel TV 2010 / Svizzera italiana

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

universo: 319'900 persone (3+) campione: 567 persone

	totale	sesso		età (senza ospiti)						formazione conclusa (senza ospiti)				totale
	persone	uomini	donne	3 - 14	15 - 29	30 - 39	40 - 49	50 - 59	60 +	nessuna	obbligo	scuola prof.	superiore*	ED
16:00	12.1	10.2	13.8	4.2	7.5	9.3	8.3	14.2	20.4	6.6	19.2	13.2	9.3	23.2
16:15	12.6	10.6	14.3	4.8	7.6	9.4	8.6	14.8	21.4	7.3	19.3	13.7	9.8	24.1
16:30	13.4	11.5	15.1	6.6	8.1	9.4	8.9	15.7	22.8	9.0	19.7	14.5	10.5	25.6
16:45	14.2	12.5	15.7	8.0	8.3	9.4	9.1	16.9	24.1	10.4	20.4	15.1	11.0	26.8
17:00	14.9	13.3	16.3	8.6	8.7	9.6	9.7	18.4	24.8	11.1	20.9	15.7	11.8	27.9
17:15	15.9	14.4	17.3	9.1	9.2	10.0	10.7	20.0	26.4	11.9	21.8	16.9	12.6	29.7
17:30	17.1	15.6	18.4	9.7	10.1	10.6	11.5	21.6	28.1	12.8	23.3	18.1	13.6	31.8
17:45	18.3	16.8	19.6	10.3	10.8	11.4	12.4	23.3	30.1	13.7	25.0	19.5	14.5	33.9
18:00	19.7	18.0	21.2	10.6	11.4	12.4	13.9	25.0	32.5	14.3	26.2	21.7	15.5	36.3
18:15	20.7	18.7	22.4	10.8	11.9	13.9	15.2	26.3	33.5	14.7	26.3	23.2	16.6	38.0
18:30	22.0	20.0	23.8	10.6	12.5	15.3	16.9	27.9	35.5	14.9	27.7	24.6	18.3	40.2
18:45	24.4	22.4	26.1	10.9	13.1	16.7	18.9	30.3	40.5	15.5	30.5	27.3	20.9	43.8
19:00	27.8	26.1	29.3	11.1	13.8	18.2	21.6	33.6	48.7	16.5	34.2	31.6	24.4	48.5
19:15	29.8	27.8	31.5	11.5	14.5	19.3	23.4	36.5	52.1	17.1	36.2	33.9	26.6	51.3
19:30	31.7	29.4	33.8	12.0	15.7	20.6	25.2	39.7	54.7	17.7	37.9	36.1	28.8	53.9
19:45	33.2	30.7	35.4	12.5	16.6	22.2	26.8	42.5	56.1	18.3	39.6	37.6	30.6	55.9
20:00	34.8	32.3	36.9	13.0	17.2	24.8	28.9	45.2	56.9	18.7	40.9	39.3	32.5	58.2
20:15	35.9	33.4	38.1	13.2	18.1	27.3	30.6	46.3	57.3	18.9	41.7	40.5	34.1	59.9
20:30	37.0	34.3	39.4	12.9	19.0	29.9	32.2	47.3	58.0	18.8	42.0	42.2	35.6	61.5
20:45	37.9	35.1	40.4	12.8	20.0	32.0	33.8	47.5	58.3	18.8	42.7	43.2	36.8	62.8
21:00	38.7	35.8	41.3	12.2	20.9	33.9	35.6	48.6	58.3	18.4	43.1	44.3	38.2	64.0
21:15	39.2	36.2	41.7	11.5	21.5	35.3	37.3	49.6	57.5	17.7	42.9	45.0	39.2	64.5
21:30	39.2	36.3	41.7	11.0	21.7	36.1	38.2	50.3	56.3	17.0	42.1	45.5	39.8	64.5
21:45	38.7	35.8	41.2	10.2	21.5	36.2	38.6	50.2	54.6	16.1	41.0	45.3	39.7	63.7
22:00	37.8	35.1	40.2	9.4	21.1	35.8	38.7	49.3	52.8	15.1	39.5	44.6	39.2	62.4
22:15	36.3	34.0	38.3	8.6	20.4	34.8	38.3	47.0	50.0	13.9	37.5	43.1	38.1	60.1
22:30	33.6	31.9	35.0	7.4	18.6	32.3	36.9	43.0	45.9	11.9	34.3	40.2	35.7	55.9
22:45	30.4	29.4	31.2	6.2	16.6	29.2	34.4	38.3	41.6	9.7	30.7	36.7	32.8	51.0
23:00	27.0	26.4	27.4	5.1	14.9	26.3	32.0	33.4	36.3	8.0	26.9	32.8	29.6	45.7
23:15	23.1	23.1	23.0	4.2	12.8	23.1	29.4	27.8	30.1	6.4	22.8	28.1	25.7	39.5
23:30	19.1	19.6	18.5	3.3	10.4	19.8	26.0	22.0	23.8	5.0	18.5	23.5	21.2	33.0
23:45	15.9	16.6	15.0	2.7	8.5	17.2	22.9	17.8	19.0	3.9	15.4	19.8	17.5	27.7
00:00	13.2	14.1	12.3	2.2	6.7	14.8	20.2	14.3	15.4	3.1	12.9	16.6	14.5	23.5
00:15	11.1	12.1	10.1	1.8	5.3	12.6	17.7	11.7	12.7	2.5	10.8	13.9	12.3	20.0
00:30	9.2	10.2	8.1	1.5	4.1	10.4	15.3	9.4	10.3	1.9	9.0	11.4	10.2	16.8
00:45	7.6	8.7	6.4	1.1	3.2	8.7	13.5	7.6	8.2	1.4	7.7	9.3	8.6	14.1
R 18-23	32.4	30.1	34.4	10.9	17.3	26.3	29.3	41.2	50.0	16.2	36.8	37.3	31.2	54.8
PG 18-23	60.0	57.1	61.8	32.7	37.9	53.9	57.4	69.9	78.9	37.6	61.3	64.7	59.7	84.5
R 24h	12.9	12.1	13.6	4.9	7.4	10.8	12.0	15.1	19.4	6.8	15.8	14.3	12.1	22.9
PG 24h	70.1	67.5	70.9	46.6	49.2	63.3	66.8	77.6	84.0	49.9	70.2	72.2	68.2	89.3

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 2010 / Svizzera italiana

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

universo: 319'900 persone (3+) campione: 567 persone

	totale	sesso		età (senza ospiti)						formazione conclusa (senza ospiti)				totale
	persone	uomini	donne	3 -14	15 - 29	30 - 39	40 - 49	50 - 59	60 +	nessuna	obbligo	scuola prof.	superiore*	ED
06:00	4	3	1	0	0	0	1	0	2	0	2	1	2	4
06:15	4	3	1	0	0	0	1	1	2	0	2	1	2	4
06:30	5	3	1	0	0	1	1	1	2	0	2	1	2	4
06:45	6	4	2	0	1	1	1	1	2	0	2	1	3	5
07:00	7	5	2	0	1	1	1	1	3	0	2	1	3	6
07:15	6	4	3	1	1	1	1	1	2	1	2	1	3	6
07:30	7	4	3	1	1	1	1	1	2	1	2	1	3	7
07:45	8	4	4	2	1	1	1	1	2	2	2	2	3	8
08:00	10	5	5	2	1	1	1	1	3	2	2	2	3	9
08:15	11	5	5	2	1	1	1	1	4	2	2	3	3	10
08:30	11	5	6	2	1	2	1	2	4	3	2	3	4	10
08:45	12	6	6	2	1	2	1	2	4	3	2	3	4	11
09:00	13	6	7	2	2	2	2	2	4	3	3	3	4	12
09:15	14	6	8	2	2	2	2	2	5	3	3	4	4	13
09:30	14	6	8	2	2	2	2	2	5	3	3	4	4	13
09:45	15	7	8	2	2	2	2	2	5	2	3	4	4	14
10:00	16	7	9	2	2	2	2	2	6	2	4	5	4	14
10:15	16	7	9	2	3	2	2	2	6	2	4	5	4	15
10:30	17	7	10	2	3	2	2	2	7	2	4	6	4	16
10:45	18	8	11	1	3	2	2	2	7	2	4	6	4	16
11:00	19	8	11	1	3	2	2	2	8	2	5	7	4	18
11:15	22	9	12	1	3	3	2	2	9	3	6	8	5	19
11:30	24	10	14	2	3	3	3	3	11	3	6	9	5	21
11:45	28	12	16	2	4	3	3	3	12	4	7	11	6	25
12:00	33	14	19	3	4	3	4	4	14	4	7	13	7	28
12:15	39	16	22	3	5	4	5	5	16	5	8	15	9	33
12:30	45	19	26	3	5	5	6	6	19	6	9	17	11	38
12:45	47	20	28	3	5	5	6	7	20	6	9	18	12	40
13:00	49	21	28	3	5	6	6	7	21	5	9	19	13	42
13:15	47	20	27	2	5	6	6	7	20	5	10	17	14	40
13:30	45	19	26	2	5	6	6	6	19	4	10	16	13	39
13:45	43	17	26	2	5	6	6	6	18	4	10	16	12	38
14:00	41	16	24	2	4	6	5	6	16	4	9	15	11	35
14:15	39	16	23	2	4	5	5	6	16	3	9	15	10	34
14:30	38	15	23	2	4	5	5	6	15	3	9	15	10	33
14:45	37	15	22	2	4	5	5	6	15	3	9	14	10	33
15:00	37	15	22	2	4	5	5	6	15	3	9	14	9	32
15:15	36	15	22	2	4	5	5	6	15	3	9	14	9	32
15:30	36	15	22	1	4	5	5	6	15	3	9	14	9	32
15:45	37	15	22	2	4	5	5	6	16	3	9	14	9	33

*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 2010 / Svizzera italiana

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

universo: 319'900 persone (3+) campione: 567 persone

	totale	sesso		età (senza ospiti)						formazione conclusa (senza ospiti)				totale
	persone	uomini	donne	3 -14	15 - 29	30 - 39	40 - 49	50 - 59	60 +	nessuna	obbligo	scuola prof.	superiore*	ED
16:00	39	16	23	2	4	5	5	6	17	3	10	15	10	34
16:15	40	17	24	2	4	5	5	7	18	4	10	15	10	35
16:30	43	18	25	3	4	5	5	7	19	5	10	16	11	37
16:45	45	19	26	3	4	5	5	7	20	5	10	17	11	39
17:00	48	21	27	3	5	5	5	8	21	6	10	17	12	41
17:15	51	22	29	4	5	5	6	9	22	6	11	19	13	43
17:30	55	24	30	4	5	5	6	10	24	7	12	20	14	46
17:45	59	26	32	4	6	5	7	10	25	7	12	22	15	50
18:00	63	28	35	4	6	6	8	11	27	7	13	24	16	53
18:15	66	29	37	4	6	7	8	12	28	8	13	26	17	56
18:30	71	31	39	4	6	7	9	12	30	8	14	27	19	59
18:45	78	35	43	4	7	8	11	13	34	8	15	30	22	64
19:00	89	40	48	4	7	9	12	15	41	8	17	35	25	71
19:15	95	43	52	4	7	9	13	16	44	9	18	38	27	75
19:30	101	46	56	5	8	10	14	17	46	9	19	40	30	79
19:45	106	48	59	5	9	11	15	19	47	9	20	42	32	82
20:00	111	50	61	5	9	12	16	20	48	10	20	44	34	85
20:15	115	52	63	5	9	13	17	20	48	10	21	45	35	87
20:30	118	53	65	5	10	14	18	21	49	10	21	47	37	90
20:45	121	54	67	5	10	15	19	21	49	10	21	48	38	92
21:00	124	56	68	5	11	16	20	21	49	9	21	49	39	93
21:15	125	56	69	4	11	17	21	22	48	9	21	50	41	94
21:30	125	56	69	4	11	17	21	22	47	9	21	50	41	94
21:45	124	56	68	4	11	17	21	22	46	8	20	50	41	93
22:00	121	54	66	4	11	17	21	22	44	8	20	50	40	91
22:15	116	53	63	3	11	17	21	21	42	7	19	48	39	88
22:30	107	50	58	3	10	15	20	19	39	6	17	45	37	82
22:45	97	46	51	2	9	14	19	17	35	5	15	41	34	74
23:00	86	41	45	2	8	13	18	15	30	4	13	36	31	67
23:15	74	36	38	2	7	11	16	12	25	3	11	31	27	58
23:30	61	30	31	1	5	10	14	10	20	3	9	26	22	48
23:45	51	26	25	1	4	8	13	8	16	2	8	22	18	41
00:00	42	22	20	1	3	7	11	6	13	2	6	18	15	34
00:15	36	19	17	1	3	6	10	5	11	1	5	15	13	29
00:30	29	16	13	1	2	5	9	4	9	1	5	13	11	25
00:45	24	14	11	0	2	4	8	3	7	1	4	10	9	21
UT 18-23	97	90	103	33	52	79	88	124	150	49	111	112	94	165
US 18-23	162	158	166	101	136	145	153	176	189	130	180	172	156	194
UT 24h	186	174	195	71	106	155	174	218	280	99	228	207	174	331
US 24h	263	256	274	153	215	243	259	280	332	199	323	285	254	369

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

Risultati dal panel TV 2010 / Svizzera italiana

COMPOSIZIONE DEL PUBBLICO in % (lu-do)

universo: 319'900 persone (3+) campione: 567 persone

	totale persone	sesso		età (senza ospiti)						formazione conclusa (senza ospiti)			
		uomini	donne	3 - 14	15 - 29	30 - 39	40 - 49	50 - 59	60 +	nessuna	obbligo	scuola prof.	superiore*
06:00	100	73	26	1	11	10	26	9	43	1	40	16	41
06:15	100	71	28	1	6	10	25	13	46	1	38	15	43
06:30	100	70	29	1	6	11	24	16	43	2	37	15	43
06:45	100	71	28	2	10	9	21	17	41	2	30	16	45
07:00	100	70	29	4	10	10	19	18	40	5	27	16	47
07:15	100	61	38	10	8	14	19	16	33	12	25	19	42
07:30	100	55	44	16	7	16	17	16	29	18	21	20	39
07:45	100	51	48	20	8	14	15	14	30	23	18	21	36
08:00	100	49	50	20	8	14	12	13	33	24	17	23	34
08:15	100	47	52	18	9	14	11	13	35	23	17	25	32
08:30	100	47	53	16	11	13	11	13	35	22	19	26	32
08:45	100	45	55	15	12	13	11	14	35	21	20	26	31
09:00	100	43	56	14	13	13	11	13	36	20	21	27	29
09:15	100	43	57	13	14	12	11	12	37	19	22	29	29
09:30	100	42	57	12	16	13	11	12	37	17	23	30	28
09:45	100	42	57	11	16	13	11	12	37	15	24	33	27
10:00	100	41	58	10	17	13	10	12	38	14	25	35	25
10:15	100	41	59	9	17	13	10	12	40	13	26	36	24
10:30	100	40	60	8	17	12	10	12	41	13	27	36	23
10:45	100	39	60	7	16	12	10	12	43	12	27	37	23
11:00	100	40	59	7	15	12	11	12	44	12	27	38	22
11:15	100	41	58	6	14	11	11	11	46	12	28	38	21
11:30	100	42	58	6	14	11	12	11	47	12	28	39	21
11:45	100	42	58	8	14	11	12	11	45	14	25	39	20
12:00	100	42	58	8	14	10	13	12	44	14	23	40	21
12:15	100	42	58	8	13	11	13	12	44	14	22	40	23
12:30	100	41	59	7	12	11	13	14	44	13	21	40	24
12:45	100	41	58	6	11	11	13	14	43	13	20	39	26
13:00	100	42	58	6	11	12	13	14	45	11	20	39	28
13:15	100	42	58	5	11	12	13	14	45	10	21	38	29
13:30	100	41	59	5	11	13	13	14	44	10	22	37	30
13:45	100	39	61	4	11	14	13	15	44	9	23	38	29
14:00	100	38	61	4	11	14	13	15	42	9	24	38	27
14:15	100	39	61	5	11	14	14	15	42	9	25	39	26
14:30	100	39	61	4	11	14	14	15	42	9	25	40	25
14:45	100	38	61	4	11	14	14	15	42	8	25	40	25
15:00	100	38	61	4	11	14	13	15	43	9	26	40	25
15:15	100	38	61	4	11	14	13	15	43	9	26	40	25
15:30	100	39	61	4	11	13	13	16	44	8	26	40	24
15:45	100	39	61	4	11	12	12	16	45	9	26	39	24

* 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 %

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

Risultati dal panel TV 2010 / Svizzera italiana

COMPOSIZIONE DEL PUBBLICO in % (lu-do)

universo: 319'900 persone (3+) campione: 567 persone

	totale persone	sesso		età (senza ospiti)						formazione conclusa (senza ospiti)			
		uomini	donne	3 -14	15 - 29	30 - 39	40 - 49	50 - 59	60 +	nessuna	obbligo	scuola prof.	superiore*
16:00	100	40	60	4	10	12	12	16	46	9	26	39	24
16:15	100	40	60	5	10	11	11	16	47	10	25	39	24
16:30	100	41	59	6	10	10	11	16	46	11	24	38	25
16:45	100	42	58	7	10	10	11	16	46	12	23	38	25
17:00	100	43	57	7	10	10	11	17	45	13	23	37	25
17:15	100	43	56	7	10	9	12	18	45	13	22	38	26
17:30	100	44	56	7	10	9	12	18	44	13	22	38	26
17:45	100	45	55	7	10	9	12	18	44	13	22	38	26
18:00	100	45	55	7	10	9	12	18	44	12	21	39	26
18:15	100	44	56	6	10	10	13	18	43	12	20	40	26
18:30	100	44	56	6	10	10	14	18	43	11	20	40	27
18:45	100	45	55	5	9	10	14	17	44	10	20	40	28
19:00	100	46	54	5	8	10	14	17	47	10	20	40	29
19:15	100	45	55	5	8	10	14	17	47	9	19	40	29
19:30	100	45	55	5	8	10	14	17	46	9	19	40	30
19:45	100	45	55	5	8	10	14	18	45	9	19	40	30
20:00	100	45	55	5	8	11	15	18	44	9	19	40	31
20:15	100	45	55	4	8	11	15	18	43	9	18	40	31
20:30	100	45	55	4	8	12	15	18	42	8	18	40	32
20:45	100	45	55	4	9	13	16	18	41	8	18	40	32
21:00	100	45	55	4	9	13	16	18	40	8	18	41	33
21:15	100	45	55	4	9	14	17	18	39	7	17	41	33
21:30	100	45	55	3	9	14	17	18	39	7	17	41	33
21:45	100	45	55	3	9	14	18	18	38	7	17	42	34
22:00	100	45	55	3	9	14	18	18	37	7	16	42	34
22:15	100	45	55	3	9	15	19	18	37	6	16	42	34
22:30	100	46	54	3	9	15	19	18	36	6	16	42	35
22:45	100	47	53	3	9	15	20	18	36	5	16	43	35
23:00	100	48	52	2	9	15	21	17	36	5	16	43	36
23:15	100	49	51	2	9	15	23	17	35	5	15	43	36
23:30	100	50	50	2	9	16	24	16	33	4	15	43	37
23:45	100	51	49	2	9	17	26	15	32	4	15	44	36
00:00	100	52	48	2	8	17	27	15	31	4	15	44	36
00:15	100	53	46	2	8	17	29	14	30	4	15	44	36
00:30	100	55	45	2	7	18	30	14	30	3	16	44	37
00:45	100	56	43	2	7	18	32	14	29	3	16	43	38
18-23	100	45	55	4	9	12	16	18	41	8	18	41	32
24h	100	45	54	5	9	13	17	16	40	9	19	39	31

* 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 2010 / Svizzera italiana

PENETRAZIONE GIORNALIERA in %, totale TV

universo: 319'900 persone (3+) campione: 567 persone

	giorni della settimana							lunedì - venerdì	sabato - domenica	lunedì - domenica
	lunedì	martedì	mercoledì	giovedì	venerdì	sabato	domenica			
totale persone	70.1	70.1	69.9	69.1	69.7	69.4	72.5	69.8	71.0	70.1
secco										
uomini	66.6	67.0	67.2	65.8	66.6	67.8	71.6	66.6	69.7	67.5
donne	71.7	71.5	70.9	70.6	70.9	69.2	71.6	71.1	70.4	70.9
età (senza ospiti)										
3-14	45.1	45.3	48.4	45.4	48.2	48.1	45.9	46.5	47.0	46.6
15-29	49.1	49.3	47.9	46.9	49.2	49.9	52.2	48.5	51.0	49.2
30-39	64.5	64.3	63.8	63.0	62.1	59.5	66.0	63.5	62.8	63.3
40-49	67.3	67.5	66.1	66.0	65.6	65.4	69.6	66.5	67.5	66.8
50-59	77.7	78.1	79.0	77.5	76.2	76.0	78.7	77.7	77.4	77.6
60+	84.1	84.6	83.9	83.9	83.6	82.4	85.8	84.0	84.1	84.0
formazione conclusa (senza ospiti)										
nessuna	49.4	49.0	51.0	48.9	50.7	50.5	49.6	49.8	50.0	49.9
obbligo	70.2	71.8	69.6	69.5	70.1	68.8	71.1	70.3	69.9	70.2
scuola prof.	72.6	72.9	72.1	71.9	71.1	70.1	74.6	72.1	72.3	72.2
superiore*	68.1	68.3	68.4	66.9	67.5	67.4	71.2	67.8	69.3	68.2

* 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 2010 / Svizzera italiana

DURATA in minuti, totale TV

universo: 319'900 persone (3+) campione: 567 persone

	giorni della settimana							lunedì - venerdì	sabato - domenica	lunedì - domenica
	lunedì	martedì	mercoledì	giovedì	venerdì	sabato	domenica			
totale persone	181	180	177	171	179	191	221	178	206	186
secco										
uomini	164	163	161	156	165	187	223	162	205	174
donne	196	195	190	185	192	192	217	192	205	195
età (senza ospiti)										
3-14	64	64	74	64	73	85	74	68	80	71
15-29	105	105	101	96	100	110	126	101	118	106
30-39	152	149	145	135	146	160	199	145	179	155
40-49	171	166	158	156	163	183	219	163	201	174
50-59	211	209	210	204	210	218	265	209	242	218
60+	275	276	270	268	276	277	318	273	298	280
formazione conclusa (senza ospiti)										
nessuna	93	93	100	91	100	109	105	95	107	99
obbligo	227	228	220	219	219	228	254	223	241	228
scuola prof.	204	203	198	191	199	205	245	199	225	207
superiore*	167	164	161	158	166	183	222	163	202	174

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

Risultati dal panel TV 2010 / Svizzera italiana

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

universo: 319'900 persone (3+) campione: 567 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	1.3	0.2	0.1	0.1	0.0	0.1	0.1	0.1	0.1	0.1	0.2	0.0	0.4
06:15	1.3	0.2	0.1	0.1	0.0	0.1	0.1	0.1	0.1	0.1	0.1	0.0	0.4
06:30	1.5	0.2	0.1	0.1	0.0	0.2	0.1	0.1	0.1	0.1	0.1	0.0	0.4
06:45	1.9	0.2	0.1	0.1	0.0	0.3	0.1	0.1	0.1	0.1	0.1	0.0	0.6
07:00	2.1	0.3	0.1	0.1	0.0	0.4	0.1	0.1	0.1	0.1	0.1	0.0	0.6
07:15	2.0	0.2	0.1	0.1	0.0	0.3	0.1	0.1	0.1	0.1	0.1	0.0	0.5
07:30	2.3	0.2	0.1	0.2	0.0	0.3	0.2	0.1	0.2	0.2	0.2	0.0	0.6
07:45	2.6	0.2	0.1	0.2	0.0	0.4	0.3	0.1	0.2	0.2	0.2	0.0	0.7
08:00	3.0	0.3	0.1	0.3	0.0	0.4	0.3	0.1	0.2	0.3	0.2	0.0	0.8
08:15	3.3	0.4	0.1	0.2	0.0	0.5	0.3	0.1	0.3	0.2	0.2	0.0	0.9
08:30	3.5	0.5	0.1	0.2	0.0	0.5	0.3	0.1	0.2	0.2	0.3	0.0	1.0
08:45	3.8	0.5	0.2	0.2	0.0	0.5	0.3	0.2	0.2	0.3	0.3	0.1	1.1
09:00	4.0	0.6	0.2	0.2	0.0	0.5	0.3	0.2	0.3	0.3	0.3	0.1	1.2
09:15	4.3	0.6	0.2	0.2	0.0	0.5	0.3	0.2	0.3	0.3	0.3	0.0	1.3
09:30	4.4	0.6	0.3	0.2	0.0	0.5	0.2	0.2	0.3	0.3	0.3	0.1	1.3
09:45	4.6	0.6	0.3	0.2	0.0	0.6	0.3	0.3	0.3	0.4	0.2	0.0	1.4
10:00	4.9	0.7	0.3	0.2	0.1	0.6	0.2	0.3	0.4	0.4	0.2	0.0	1.4
10:15	5.1	0.7	0.4	0.2	0.1	0.7	0.2	0.3	0.4	0.4	0.3	0.0	1.5
10:30	5.4	0.7	0.4	0.2	0.1	0.7	0.3	0.3	0.5	0.4	0.3	0.1	1.5
10:45	5.7	0.8	0.5	0.2	0.1	0.7	0.3	0.3	0.5	0.5	0.3	0.1	1.6
11:00	6.1	0.9	0.5	0.2	0.1	0.7	0.3	0.3	0.7	0.5	0.3	0.1	1.6
11:15	6.7	1.0	0.6	0.2	0.1	0.7	0.3	0.3	0.8	0.6	0.4	0.1	1.7
11:30	7.5	1.3	0.6	0.2	0.1	0.8	0.4	0.3	0.8	0.6	0.6	0.1	1.8
11:45	8.7	1.5	0.5	0.2	0.1	0.9	0.5	0.4	1.0	0.7	0.7	0.1	2.2
12:00	10.2	1.7	0.6	0.2	0.1	1.2	0.6	0.6	1.1	0.9	0.6	0.2	2.4
12:15	12.1	2.4	0.7	0.3	0.1	1.4	0.6	0.6	1.3	1.2	0.7	0.1	2.6
12:30	14.1	3.9	0.7	0.3	0.1	1.6	0.5	0.2	1.3	2.1	0.7	0.1	2.6
12:45	14.8	3.3	0.8	0.5	0.1	1.8	0.8	0.3	1.6	2.2	0.7	0.1	2.6
13:00	15.3	3.2	0.8	0.6	0.1	2.0	1.7	0.2	1.9	1.4	0.8	0.1	2.5
13:15	14.8	2.8	0.8	0.4	0.1	2.0	1.8	0.2	2.0	1.2	0.8	0.1	2.6
13:30	14.0	2.9	0.9	0.4	0.1	2.1	1.1	0.2	1.8	0.9	0.8	0.2	2.5
13:45	13.5	2.8	0.9	0.4	0.1	2.0	0.9	0.2	2.2	0.8	0.7	0.2	2.2
14:00	12.6	2.7	1.0	0.3	0.1	1.4	0.9	0.4	1.8	0.7	0.9	0.2	2.2
14:15	12.0	2.4	1.0	0.3	0.1	1.3	1.0	0.4	1.4	0.7	1.1	0.2	2.1
14:30	11.8	2.3	1.0	0.3	0.1	1.2	1.1	0.4	1.4	0.7	1.1	0.2	2.1
14:45	11.7	2.1	1.0	0.3	0.1	1.2	1.1	0.4	1.3	0.8	1.1	0.2	2.1
15:00	11.5	1.9	1.0	0.3	0.1	1.3	1.0	0.3	1.4	0.8	0.9	0.2	2.2
15:15	11.3	1.8	1.0	0.3	0.1	1.4	1.0	0.4	1.4	0.8	0.7	0.2	2.3
15:30	11.3	1.8	1.0	0.3	0.1	1.4	1.0	0.4	1.4	0.7	0.6	0.2	2.4
15:45	11.6	1.8	1.1	0.3	0.1	1.4	1.0	0.5	1.3	0.7	0.7	0.2	2.5

Risultati dal panel TV 2010 / Svizzera italiana

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

universo: 319'900 persone (3+) campione: 567 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	1.2	0.4	0.1	1.6	0.9	0.5	1.3	0.7	0.6	0.2	2.5
16:15	12.6	2.4	1.3	0.4	0.1	1.8	0.7	0.5	1.3	0.8	0.5	0.2	2.6
16:30	13.4	2.5	1.4	0.5	0.2	2.0	0.7	0.6	1.3	0.9	0.5	0.2	2.8
16:45	14.2	2.7	1.5	0.5	0.2	1.8	0.7	0.6	1.4	1.0	0.6	0.2	3.0
17:00	14.9	2.4	1.5	0.6	0.3	1.8	0.6	0.8	1.8	1.1	0.7	0.2	3.0
17:15	15.9	2.8	1.6	0.6	0.4	1.8	0.7	0.9	1.9	1.0	0.7	0.2	3.2
17:30	17.1	3.2	1.7	0.5	0.4	2.1	0.8	1.0	1.8	1.0	0.9	0.3	3.5
17:45	18.3	3.7	1.9	0.5	0.3	2.2	0.9	1.1	1.9	1.0	1.0	0.3	3.7
18:00	19.7	4.8	1.7	0.7	0.3	2.4	0.7	1.0	2.1	1.2	0.9	0.2	3.7
18:15	20.7	5.4	1.7	0.6	0.3	2.6	0.9	1.0	2.4	1.2	1.0	0.2	3.6
18:30	22.0	6.2	1.5	0.6	0.3	2.4	0.9	1.2	2.2	1.9	1.0	0.2	3.5
18:45	24.4	7.8	1.7	0.9	1.3	1.9	1.2	1.0	1.8	2.2	0.9	0.2	3.4
19:00	27.8	12.8	1.6	1.1	0.6	2.5	1.1	0.6	1.9	1.4	1.0	0.2	2.9
19:15	29.8	13.3	1.7	1.3	0.4	2.7	1.3	0.7	2.3	1.4	1.2	0.3	3.2
19:30	31.7	11.5	2.1	2.4	0.6	3.5	1.5	0.7	2.5	1.7	1.5	0.3	3.5
19:45	33.2	11.0	2.3	2.6	0.5	3.2	1.9	0.7	3.2	2.1	1.8	0.2	3.7
20:00	34.8	14.7	2.0	2.2	0.4	2.0	2.0	0.7	2.4	2.1	2.1	0.2	3.8
20:15	35.9	15.9	2.1	2.2	0.3	2.0	1.8	0.7	2.5	2.1	1.8	0.2	4.2
20:30	37.0	13.9	3.2	2.4	0.5	2.2	2.1	1.3	2.2	2.0	2.0	0.3	5.0
20:45	37.9	12.4	3.2	2.2	0.4	2.9	2.2	1.6	3.3	2.1	2.1	0.4	5.2
21:00	38.7	9.2	3.7	2.0	0.7	3.9	1.8	1.7	4.8	2.2	2.4	0.5	5.7
21:15	39.2	9.4	4.0	2.0	0.7	3.4	2.7	2.4	3.4	2.8	2.1	0.5	5.8
21:30	39.2	9.2	4.0	1.9	0.7	3.3	2.7	2.5	3.1	3.1	2.2	0.4	6.0
21:45	38.7	8.4	4.2	1.9	0.6	3.4	3.0	2.2	3.0	3.3	2.3	0.5	5.9
22:00	37.8	8.0	4.2	1.9	0.5	3.5	2.8	2.3	3.0	3.2	2.3	0.5	5.6
22:15	36.3	7.2	4.0	1.6	0.4	3.5	2.9	2.4	3.0	3.1	2.3	0.5	5.4
22:30	33.6	5.6	3.4	1.4	0.3	3.2	2.5	2.4	3.0	3.3	2.3	0.6	5.4
22:45	30.4	4.4	2.8	1.2	0.3	3.1	2.4	2.2	3.0	3.1	2.4	0.6	4.9
23:00	27.0	3.8	2.6	0.9	0.2	2.8	2.2	2.0	2.9	2.6	2.2	0.5	4.2
23:15	23.1	3.3	2.1	0.8	0.3	2.5	1.8	1.2	2.7	2.4	1.7	0.5	3.8
23:30	19.1	2.7	1.6	0.6	0.3	2.1	1.3	0.9	2.3	2.2	1.3	0.4	3.3
23:45	15.9	2.3	1.3	0.5	0.2	1.8	1.1	0.8	1.9	1.8	1.2	0.3	2.8
00:00	13.2	2.0	1.0	0.4	0.2	1.6	1.0	0.6	1.5	1.4	0.9	0.3	2.3
00:15	11.1	1.8	0.8	0.3	0.1	1.4	0.8	0.6	1.3	1.2	0.8	0.2	1.9
00:30	9.2	1.6	0.6	0.3	0.1	1.1	0.6	0.5	1.0	1.0	0.7	0.2	1.5
00:45	7.6	1.4	0.6	0.2	0.1	0.8	0.5	0.4	0.8	0.8	0.6	0.1	1.3
R 18-23	32.4	9.6	2.8	1.7	0.5	2.9	1.9	1.5	2.8	2.3	1.8	0.4	4.5
PG 18-23	60.0	43.7	26.7	14.8	13.4	27.7	24.6	21.8	24.2	25.0	20.2	9.3	40.0
R 24h	12.9	3.0	1.1	0.5	0.2	1.3	0.8	0.6	1.2	1.0	0.8	0.2	2.2
PG 24h	70.1	52.7	36.2	21.7	18.9	37.7	35.0	30.8	32.8	35.9	29.7	15.0	53.6

PG = penetrazione giornaliera in % R = rating in %

Risultati dal panel TV 2010 / Svizzera italiana

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

universo: 319'900 persone (3+) campione: 567 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	1	0	0	0	0	0	0	0	0	1	0	1
06:15	4	1	0	0	0	1	0	0	0	0	0	0	1
06:30	5	1	0	0	0	1	0	1	0	0	0	0	1
06:45	6	1	0	0	0	1	0	1	0	0	0	0	2
07:00	7	1	0	0	0	1	0	0	1	0	0	0	2
07:15	6	1	0	0	0	1	0	0	1	0	0	0	2
07:30	7	1	0	1	0	1	1	0	1	1	1	0	2
07:45	8	1	0	1	0	1	1	1	1	1	1	0	2
08:00	10	1	0	1	0	1	1	0	1	1	1	0	3
08:15	11	1	0	1	0	2	1	0	1	1	1	0	3
08:30	11	2	0	1	0	2	1	0	1	1	1	0	3
08:45	12	2	1	1	0	2	1	1	1	1	1	0	4
09:00	13	2	1	1	0	2	1	1	1	1	1	0	4
09:15	14	2	1	1	0	2	1	1	1	1	1	0	4
09:30	14	2	1	1	0	2	1	1	1	1	1	0	4
09:45	15	2	1	1	0	2	1	1	1	1	1	0	4
10:00	16	2	1	1	0	2	1	1	1	1	1	0	5
10:15	16	2	1	1	0	2	1	1	1	1	1	0	5
10:30	17	2	1	1	0	2	1	1	2	1	1	0	5
10:45	18	3	2	1	0	2	1	1	2	1	1	0	5
11:00	19	3	2	1	0	2	1	1	2	2	1	0	5
11:15	22	3	2	1	0	2	1	1	2	2	1	0	5
11:30	24	4	2	1	0	3	1	1	3	2	2	0	6
11:45	28	5	2	1	0	3	2	1	3	2	2	0	7
12:00	33	6	2	1	0	4	2	2	4	3	2	1	8
12:15	39	8	2	1	0	5	2	2	4	4	2	0	8
12:30	45	13	2	1	0	5	2	1	4	7	2	0	8
12:45	47	11	3	2	0	6	3	1	5	7	2	0	8
13:00	49	10	3	2	0	7	5	1	6	4	3	0	8
13:15	47	9	3	1	0	6	6	1	6	4	2	0	8
13:30	45	9	3	1	0	7	4	1	6	3	3	1	8
13:45	43	9	3	1	1	6	3	1	7	3	2	1	7
14:00	41	9	3	1	0	5	3	1	6	2	3	1	7
14:15	39	8	3	1	0	4	3	1	5	2	3	1	7
14:30	38	7	3	1	0	4	3	1	5	2	3	1	7
14:45	37	7	3	1	0	4	4	1	4	2	3	1	7
15:00	37	6	3	1	0	4	3	1	5	2	3	1	7
15:15	36	6	3	1	0	4	3	1	5	2	2	1	7
15:30	36	6	3	1	0	4	3	1	4	2	2	1	8
15:45	37	6	4	1	0	5	3	1	4	2	2	1	8

Risultati dal panel TV 2010 / Svizzera italiana

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

universo: 319'900 persone (3+) campione: 567 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	39	7	4	1	0	5	3	2	4	2	2	1	8
16:15	40	8	4	1	1	6	2	2	4	2	2	1	8
16:30	43	8	4	2	1	6	2	2	4	3	2	1	9
16:45	45	9	5	2	1	6	2	2	5	3	2	1	10
17:00	48	8	5	2	1	6	2	3	6	4	2	1	10
17:15	51	9	5	2	1	6	2	3	6	3	2	1	10
17:30	55	10	5	2	1	7	3	3	6	3	3	1	11
17:45	59	12	6	2	1	7	3	3	6	3	3	1	12
18:00	63	15	6	2	1	8	2	3	7	4	3	1	12
18:15	66	17	5	2	1	8	3	3	8	4	3	1	11
18:30	71	20	5	2	1	8	3	4	7	6	3	1	11
18:45	78	25	6	3	4	6	4	3	6	7	3	1	11
19:00	89	41	5	4	2	8	4	2	6	5	3	1	9
19:15	95	43	5	4	1	9	4	2	7	5	4	1	10
19:30	101	37	7	8	2	11	5	2	8	6	5	1	11
19:45	106	35	8	8	2	10	6	2	10	7	6	1	12
20:00	111	47	7	7	1	7	7	2	8	7	7	1	12
20:15	115	51	7	7	1	7	6	2	8	7	6	1	13
20:30	118	45	10	8	2	7	7	4	7	6	6	1	16
20:45	121	40	10	7	1	9	7	5	11	7	7	1	17
21:00	124	30	12	7	2	12	6	6	15	7	8	2	18
21:15	125	30	13	6	2	11	9	8	11	9	7	2	19
21:30	125	30	13	6	2	11	9	8	10	10	7	1	19
21:45	124	27	13	6	2	11	10	7	10	11	7	2	19
22:00	121	25	13	6	2	11	9	8	10	10	7	2	18
22:15	116	23	13	5	1	11	9	8	10	10	7	2	17
22:30	107	18	11	5	1	10	8	8	10	11	7	2	17
22:45	97	14	9	4	1	10	8	7	10	10	8	2	16
23:00	86	12	8	3	1	9	7	6	9	8	7	2	14
23:15	74	11	7	2	1	8	6	4	9	8	6	2	12
23:30	61	9	5	2	1	7	4	3	7	7	4	1	11
23:45	51	7	4	2	1	6	4	3	6	6	4	1	9
00:00	42	7	3	1	1	5	3	2	5	4	3	1	8
00:15	36	6	2	1	1	4	3	2	4	4	2	1	6
00:30	29	5	2	1	0	3	2	2	3	3	2	1	5
00:45	24	5	2	1	0	3	2	1	2	3	2	0	4
UT 18-23	97	29	8	5	2	9	6	4	8	7	5	1	14
US 18-23	162	65	29	33	11	31	23	20	33	27	26	11	34
UT 24h	186	44	15	8	3	19	12	8	18	14	11	2	32
US 24h	263	83	40	36	13	51	33	26	53	39	37	16	59

UT = utenza in minuti (totale)

US = utenza in minuti (spettatori)

Risultati dal panel TV 20010/ Svizzera italiana

QUOTA DI MERCATO in % (lu-do)

universo: 319'900 persone (3+) campione: 567 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	18.6	4.4	4.6	0.6	10.0	3.6	4.4	6.2	8.0	11.9	0.7	26.9
06:15	100	18.6	4.3	4.6	0.8	11.6	4.1	7.5	6.0	6.0	9.5	0.6	26.5
06:30	100	16.6	4.3	4.2	1.0	12.8	5.2	10.7	6.6	5.5	6.6	0.7	25.8
06:45	100	13.1	5.7	4.7	0.7	15.8	5.7	8.1	5.9	4.7	5.0	0.7	29.9
07:00	100	12.9	4.3	4.4	1.0	18.5	4.3	6.8	6.5	5.3	5.4	0.7	29.6
07:15	100	10.1	4.7	6.1	1.4	16.5	6.6	6.6	7.3	6.4	6.4	0.9	26.9
07:30	100	7.3	4.4	7.3	1.1	14.0	10.6	6.3	6.8	7.0	7.3	0.9	27.1
07:45	100	6.6	4.9	8.0	1.1	13.3	11.1	5.6	6.1	7.3	7.5	0.9	27.6
08:00	100	8.5	3.4	9.2	0.9	14.6	9.3	4.1	6.6	9.3	7.6	0.7	25.9
08:15	100	10.7	3.0	6.9	0.8	15.3	9.0	3.8	7.6	7.4	7.7	0.9	26.9
08:30	100	12.3	3.4	5.7	0.9	13.5	9.2	4.2	6.9	6.9	7.9	1.0	28.3
08:45	100	12.4	3.6	4.8	0.9	13.0	8.3	4.6	6.6	6.7	8.1	1.3	29.5
09:00	100	14.1	4.2	3.8	1.0	12.4	7.0	4.4	7.7	7.1	8.0	1.3	29.0
09:15	100	14.4	5.2	3.4	1.0	12.2	6.1	5.1	8.3	6.7	7.0	1.1	29.6
09:30	100	13.7	6.0	3.2	0.8	12.3	5.1	5.8	8.4	7.4	6.4	1.2	29.9
09:45	100	13.2	6.1	3.0	0.8	13.3	5.0	6.6	7.9	7.9	5.2	1.1	30.1
10:00	100	13.8	5.2	2.9	1.0	14.2	4.6	6.5	8.4	8.3	4.5	0.9	29.7
10:15	100	14.8	5.2	2.9	1.0	14.5	4.4	6.1	9.0	8.2	4.4	0.8	28.7
10:30	100	14.9	5.7	3.0	0.9	14.3	4.5	5.1	9.1	7.9	5.1	1.0	28.4
10:45	100	16.3	6.5	2.9	1.0	12.9	4.6	4.5	9.2	8.3	5.1	1.2	27.5
11:00	100	16.6	7.2	2.7	1.0	11.5	4.3	4.2	11.0	8.8	5.0	1.3	26.2
11:15	100	16.9	7.1	2.5	1.3	11.2	4.4	4.0	11.5	8.5	6.2	1.5	24.8
11:30	100	18.3	6.0	2.3	1.1	10.9	4.8	4.2	11.5	7.8	7.7	1.5	24.1
11:45	100	18.5	5.0	2.3	0.9	10.8	5.2	4.2	11.1	7.7	7.8	1.5	24.9
12:00	100	17.7	5.1	2.2	0.8	12.1	5.3	6.3	11.0	8.7	5.5	1.6	23.7
12:15	100	20.1	5.4	2.2	0.7	12.1	4.9	4.8	10.9	10.6	5.5	1.1	21.6
12:30	100	28.4	4.7	2.2	0.5	11.2	3.6	1.5	9.4	15.0	4.5	0.5	18.4
12:45	100	22.4	5.2	3.2	0.5	12.5	5.4	1.9	10.5	15.3	4.7	0.9	17.6
13:00	100	21.0	4.8	4.0	0.5	13.6	11.3	1.4	12.2	9.2	4.8	0.8	16.3
13:15	100	19.0	5.0	2.6	0.6	13.5	12.5	1.4	13.7	8.2	5.0	0.8	17.6
13:30	100	20.6	5.8	2.7	0.8	14.8	8.3	1.8	13.5	6.2	5.8	1.6	18.0
13:45	100	20.2	6.1	2.6	1.0	14.9	7.4	1.8	17.0	5.8	5.0	1.8	16.4
14:00	100	21.3	7.1	2.3	1.0	11.1	7.8	2.9	14.8	5.9	7.3	1.5	17.0
14:15	100	20.3	7.3	2.3	1.0	9.9	9.3	3.1	12.0	6.0	9.3	1.9	17.8
14:30	100	19.4	7.5	2.2	0.9	9.7	9.8	3.3	12.2	6.1	9.7	1.9	17.3
14:45	100	18.5	7.8	2.2	0.9	10.0	10.1	3.0	11.7	6.4	9.9	2.1	17.4
15:00	100	17.0	8.0	2.5	0.7	10.8	9.6	2.7	12.9	6.6	8.5	1.9	18.8
15:15	100	15.8	8.0	2.5	0.8	11.5	9.4	2.8	13.2	6.7	6.6	2.2	20.5
15:30	100	15.9	8.1	2.4	0.9	11.9	8.8	3.3	12.4	6.5	6.2	2.2	21.4
15:45	100	15.9	8.5	2.5	1.1	12.6	8.4	3.4	11.4	6.0	6.2	2.3	21.8

Risultati dal panel TV 2010 / Svizzera italiana

QUOTA DI MERCATO in % (lu-do)

universo: 319'900 persone (3+) campione: 567 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	19.2	8.8	3.0	1.0	13.2	7.5	3.5	10.8	6.0	4.6	1.6	21.0
16:15	100	20.0	9.1	3.3	1.1	15.0	5.3	3.8	10.0	6.0	3.6	1.4	21.4
16:30	100	19.5	9.3	3.5	1.3	14.9	4.8	3.8	9.7	6.5	3.6	1.5	21.5
16:45	100	19.8	9.6	3.6	1.7	13.0	4.4	4.2	9.8	7.0	4.1	1.5	21.3
17:00	100	16.7	9.8	3.9	2.4	12.0	4.1	5.1	11.8	7.4	4.6	1.6	20.6
17:15	100	17.9	9.5	3.8	2.5	11.4	4.4	5.7	11.7	6.4	4.5	1.5	20.6
17:30	100	18.8	9.3	3.2	2.1	12.4	4.9	5.8	10.2	5.8	5.1	1.6	20.8
17:45	100	20.4	9.7	2.9	1.6	12.2	4.8	5.6	9.7	5.7	5.3	1.5	20.6
18:00	100	24.6	8.5	3.5	1.4	12.5	3.8	5.0	10.0	5.9	4.6	1.1	19.2
18:15	100	25.8	7.8	2.9	1.5	12.5	4.3	5.0	11.0	5.7	4.8	0.9	17.7
18:30	100	28.1	6.9	2.9	1.4	11.2	4.0	5.4	9.5	8.8	4.6	1.0	16.2
18:45	100	31.3	7.1	3.8	5.4	8.1	4.7	4.2	7.3	9.4	3.5	0.9	14.2
19:00	100	45.4	5.8	4.2	2.2	9.2	3.9	2.1	6.7	5.5	3.6	0.8	10.7
19:15	100	44.3	5.7	4.6	1.4	9.2	4.3	2.4	7.4	5.0	4.2	0.9	10.6
19:30	100	36.7	6.5	7.6	1.7	10.9	4.7	2.1	7.7	5.5	4.7	1.0	11.0
19:45	100	33.8	6.9	7.8	1.5	9.6	5.5	1.9	9.2	6.4	5.4	0.7	11.2
20:00	100	42.6	5.9	6.4	1.0	5.8	5.8	2.0	6.8	6.2	6.0	0.7	10.9
20:15	100	44.5	5.9	6.0	0.9	5.7	4.9	2.0	6.9	6.0	5.1	0.6	11.6
20:30	100	37.6	8.8	6.4	1.3	6.1	5.6	3.4	5.8	5.4	5.4	0.8	13.5
20:45	100	32.6	8.6	5.9	1.0	7.7	5.8	4.0	8.6	5.5	5.5	1.0	13.9
21:00	100	24.0	9.8	5.3	1.7	10.0	4.7	4.3	12.3	5.8	6.3	1.2	14.7
21:15	100	24.1	10.2	5.0	1.8	8.7	6.8	6.0	8.5	7.0	5.5	1.2	15.1
21:30	100	23.6	10.3	4.9	1.7	8.5	6.9	6.3	7.8	7.8	5.7	1.1	15.5
21:45	100	21.8	10.8	5.0	1.4	8.8	7.6	5.8	7.7	8.4	5.9	1.3	15.5
22:00	100	21.0	11.0	5.1	1.3	9.2	7.3	6.2	7.9	8.5	6.1	1.3	15.1
22:15	100	19.7	10.9	4.3	1.0	9.7	8.0	6.7	8.1	8.6	6.4	1.4	15.1
22:30	100	16.7	10.1	4.2	1.0	9.6	7.5	7.1	8.9	9.9	6.9	1.7	16.3
22:45	100	14.4	9.4	3.9	0.9	10.1	7.9	7.2	9.8	10.2	8.0	1.9	16.2
23:00	100	14.0	9.6	3.4	0.9	10.1	8.1	7.4	10.6	9.8	8.3	2.0	15.9
23:15	100	14.3	9.3	3.3	1.2	10.5	8.0	5.4	11.3	10.5	7.5	2.1	16.5
23:30	100	14.2	8.5	3.4	1.4	10.7	6.9	4.8	11.5	11.8	7.0	2.3	17.5
23:45	100	14.5	7.9	3.1	1.4	10.7	6.8	5.0	11.3	11.4	7.5	2.1	18.1
00:00	100	15.5	7.5	2.8	1.4	11.4	7.7	5.0	11.0	10.6	7.2	1.9	17.9
00:15	100	16.8	6.7	2.7	1.3	11.9	7.4	5.3	10.8	10.9	7.0	1.9	17.3
00:30	100	17.9	6.6	2.9	1.2	11.3	7.2	5.6	10.1	11.0	7.6	2.0	16.5
00:45	100	18.3	7.2	3.1	1.2	10.6	6.7	5.5	9.7	10.9	8.2	1.8	16.8
QM 18-23	100	29.5	8.6	5.1	1.5	8.9	5.9	4.5	8.3	7.1	5.5	1.1	14.1
UT 18-23	97	29	8	5	2	9	6	4	8	7	5	1	14
QM 24h	100	23.9	8.1	4.3	1.3	10.4	6.3	4.4	9.4	7.7	5.9	1.3	17.1
UT 24h	186	44	15	8	3	19	12	8	18	14	11	2	32

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 2010 / Svizzera italiana

PENETRAZIONE GIORNALIERA in % (lu-do)

universo: 319'900 persone (3+) campione: 567 persone

	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
TOTALE TV	67	67	67	69	70	73	70	73	75	73	74	76	75	76	75	75	75	74	74	71	72	72	70
RSI La Uno	48	47	47	50	52	57	55	58	60	59	59	61	59	59	59	61	60	59	58	53	55	55	53
RSI La Due							6	11	14	17	26	29	30	30	29	32	37	37	39	35	37	36	36
RSI											62	64	62	62	62	64	64	63	61	57	59	58	57
SF1	20	19	18	17	17	19	21	20	18	18	16	17	16	16	14	13	12	13	13	12	11	11	11
TSR1	22	20	18	18	18	18	20	20	18	17	17	16	15	14	13	12	11	12	12	11	9	10	10
RAI 1	33	32	32	36	36	40	41	43	44	41	44	43	43	45	46	43	42	43	43	41	41	41	38
RAI 2	32	32	32	35	35	39	39	39	41	38	40	41	40	40	41	41	40	40	40	37	38	37	35
RAI 3			21	24	25	30	32	32	34	33	36	35	34	35	36	35	34	35	35	32	33	33	31
Canale 5	27	27	27	27	30	39	39	40	42	40	40	41	41	42	43	43	42	43	42	39	41	40	33
Italia 1	18	19	20	23	28	33	33	34	36	35	36	37	36	36	38	37	37	37	39	36	37	37	36
Rete 4								28	32	32	31	31	30	31	32	32	33	33	33	32	32	31	30
LA7						16	17	17	20		21	21	19	20	21	20	19	19	19	16	16	16	15
altre TV	41	44								53	56	53	52	52	53	53	54	54	55	54	54	56	55
TeleTicino													16	18	19	18	20	20	21	20	21	20	19
TOT VIDEO (cass./giochi)	7	4	7	9	10	10	9	11	11	10	10	12	11	11	12	11	13	13	13	16	13	13	17

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.

Attenzione: un paragone dei dati del 2010 con quelli del passato è problematico (passaggio dal procedimento di sostituzione dei dati mancanti alla ponderazione giornaliera dei dati).

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

Risultati dal panel TV 2010 / Svizzera italiana

DURATA in minuti (lu-do)

universo: 319'900 persone (3+) campione: 567 persone

	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
TOTALE TV	124	122	128	137	142	153	149	157	164	157	164	170	171	169	177	175	178	175	180	173	185	188	186
SRG SSR	42	39	43	47	48	48	48	49	56	55	57	62	59	58	58	63	66	65	65	60	65	64	67
RSI La Uno	33	31	34	39	38	41	39	41	47	46	43	46	44	44	44	48	48	46	43	42	45	44	44
RSI La Due							2	2	3	4	9	10	10	9	9	10	12	12	14	11	13	13	15
RSI											52	55	54	53	53	58	61	57	57	53	59	57	59
SF1	5	5	5	4	4	4	4	3	3	3	2	3	2	2	3	2	3	4	4	4	3	3	4
TSR1	4	3	3	3	3	2	3	3	3	2	3	3	2	2	2	1	1	2	2	2	2	2	2
Non SSR	81	83	85	90	97	105	101	108	108	101	105	109	112	111	120	112	112	111	116	113	120	124	119
RAI 1	14	13	12	13	12	13	14	18	17	15	16	16	18	20	21	18	18	18	18	19	21	21	19
RAI 2	12	13	13	15	16	17	15	16	15	13	15	15	14	12	13	13	12	12	12	11	12	12	12
RAI 3			6	6	6	7	7	8	9	8	9	9	9	9	9	9	8	8	8	8	8	9	8
Canale 5	17	16	16	13	16	23	21	23	23	22	20	22	25	25	25	23	23	21	21	19	22	23	18
Italia 1	7	7	7	9	13	14	12	14	15	13	14	15	14	13	15	14	14	14	14	14	14	14	14
Rete 4								9	10	10	10	10	10	9	11	11	11	10	10	11	11	11	11
LA7						2	2	2	3	3	3	3	3	3	3	3	3	3	3	3	2	2	2
altre TV	31	34	31	34	31	29	30	27	26	27	28	21	19	18.7	21.3	21	21	24	27	26	26	30	32
TeleTicino													2	1.8	1.7	2	2	2	2	3	3	3	3
TOT VIDEO (cass./giochi)	6	3	4	5	6	6	5	6	6	6	5	6	6	7	8.6	7	7	7	10	18	10	8	11

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.

Attenzione: un paragone dei dati del 2010 con quelli del passato è problematico (passaggio dal procedimento di sostituzione dei dati mancanti alla ponderazione giornaliera dei dati).

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

Risultati dal panel TV 2010 / Svizzera italiana

QUOTA DI MERCATO in % (lu-do)

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

	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
SRG SSR	34	33	34	35	33	33	32	31	34	36	35.2	36.0	34.0	34.0	32.3	35.7	37.2	36.8	35.7	34.6	35.4	34.0	36.3
RSI La Uno	26	25	26	28	26	27	26	26	28	30	26.4	26.7	25.3	26.1	24.5	27.4	27.1	26.2	23.7	24.3	24.7	23.6	23.9
RSI La Due			1	1	2	1	1	1	2	3	5.5	5.7	6.0	5.4	5.1	5.6	7.0	6.5	7.6	6.2	7.3	6.7	8.1
RSI										32	31.9	32.4	31.3	31.5	29.5	33.0	34.1	32.7	31.3	30.5	31.9	30.3	32.0
SF1	4	4	4	3	3	3	3	2	2	2	1.4	1.6	1.3	1.3	1.4	1.3	1.6	2.1	2.1	2.2	1.8	1.8	2.0
TSR1	3	3	3	3	2	2	2	2	2	1	1.9	1.7	1.1	0.9	0.9	0.8	0.8	1.1	1.2	0.9	0.9	0.9	1.0
Non SSR	66	67	66	65	67	67	68	69	66	64	64.8	64.0	66.0	66.0	67.7	64.3	62.8	63.2	64.3	65.4	64.6	66.0	63.7
RAI 1	11	11	9	9	9	8	10	11	10	9	9.9	9.2	10.5	11.7	12.0	10.1	10.0	10.0	10.1	10.9	11.0	11.2	10.4
RAI 2	10	11	10	11	11	11	10	10	10	9	9.2	8.6	8.1	7.4	7.5	7.4	6.7	6.8	6.5	6.4	6.7	6.3	6.3
RAI 3			4	4	4	5	5	5	5	5	5.7	5.1	5.1	5.2	5.3	4.9	4.3	4.3	4.4	4.5	4.3	4.5	4.4
Canale 5	14	13	13	10	11	15	14	15	14	14	12.3	12.7	14.4	14.7	13.8	13.1	12.9	11.9	11.6	10.9	11.8	11.9	9.4
Italia 1	6	6	6	7	9	10	8	9	9	8	8.8	8.7	8.3	7.4	8.2	7.9	7.7	7.9	8.0	8.0	7.6	7.3	7.7
Rete 4								6	6	7	6.2	5.7	5.7	5.6	6.1	6.1	6.2	5.5	5.5	6.2	6.2	6.0	5.9
LA7						1	2	1	2	2	2.1	1.7	1.7	1.7	1.8	1.8	1.8	1.7	1.8	1.5	1.3	1.2	1.3
altre TV	26	28	24	24	23	17	19	17	16	17	16.9	12.3	11.3	11.2	12.1	12.0	12.1	13.7	15.0	15.3	13.9	15.9	17.1
TeleTicino													0.9	1.1	0.9	1.0	1.2	1.2	1.4	1.6	1.8	1.7	1.3

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.

Attenzione: un paragone dei dati del 2010 con quelli del passato è problematico (passaggio dal procedimento di sostituzione dei dati mancanti alla ponderazione giornaliera dei dati).

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

universo: 319'900 persone (3+) campione: 567 persone

	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
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	18.9
PENETRAZIONE GIORNALIERA in migliaia (lu-do)											
televisione private CH											
TeleTicino	48	57	58	56	61	61	66	62	64	63	61
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	2.5
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	1.3

Note

Attenzione: un paragone dei dati del 2010 con quelli del passato è problematico (passaggio dal procedimento di sostituzione dei dati mancanti alla ponderazione giornaliera dei dati).

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

Risultati dal panel TV 2010 / Svizzera italiana

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

universo: 319'900 persone (3+) campione: 567 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	0.1	4.8	2.6	0.1	1.3	0.1	0.1	0.0	11.6	2.7	0.1	1.4
06:15	0.2	0.0	0.1	5.7	2.6	0.1	1.3	0.2	0.1	0.0	12.3	2.8	0.1	1.4
06:30	0.2	0.0	0.1	5.6	3.0	0.2	1.5	0.2	0.1	0.0	20.3	3.1	0.2	1.6
06:45	0.2	0.1	0.1	4.7	3.9	0.4	2.0	0.2	0.1	0.1	16.7	3.9	0.4	2.0
07:00	0.3	0.1	0.1	5.2	4.4	0.9	2.2	0.3	0.1	0.1	13.9	4.3	0.8	2.2
07:15	0.3	0.2	0.1	5.6	4.3	2.2	2.1	0.3	0.1	0.2	9.2	4.3	1.9	2.1
07:30	0.3	0.3	0.1	5.7	4.8	4.0	2.4	0.3	0.2	0.3	8.7	4.8	3.5	2.4
07:45	0.4	0.5	0.2	6.6	5.7	5.7	2.8	0.5	0.2	0.5	9.6	5.7	5.1	2.8
08:00	0.5	0.5	0.2	7.1	6.5	5.7	3.1	0.6	0.2	0.6	9.5	6.7	5.8	3.3
08:15	0.6	0.5	0.3	7.7	6.8	4.8	3.3	0.7	0.3	0.7	10.9	7.4	5.8	3.6
08:30	0.7	0.5	0.3	8.4	6.9	4.2	3.3	0.8	0.3	0.7	12.4	7.9	5.9	3.8
08:45	0.7	0.5	0.3	8.5	7.2	4.0	3.4	0.8	0.3	0.7	12.4	8.4	6.2	4.1
09:00	0.8	0.6	0.3	8.5	7.6	4.0	3.6	0.9	0.4	0.8	13.8	9.0	6.4	4.4
09:15	0.8	0.6	0.3	8.3	7.9	4.0	3.8	0.9	0.4	0.9	14.6	9.6	6.4	4.7
09:30	0.8	0.6	0.3	7.9	8.1	3.8	3.9	0.9	0.4	0.9	15.3	9.9	6.1	4.8
09:45	0.7	0.6	0.3	7.4	8.2	3.7	4.0	0.9	0.4	0.9	15.7	10.2	5.9	5.0
10:00	0.8	0.6	0.3	7.4	8.7	3.7	4.2	1.0	0.4	0.9	16.4	10.7	5.7	5.3
10:15	0.8	0.6	0.4	7.7	9.1	3.8	4.4	1.0	0.5	0.9	15.6	11.2	5.5	5.5
10:30	0.9	0.6	0.4	7.6	9.6	3.9	4.7	1.1	0.5	0.9	14.9	11.7	5.4	5.8
10:45	0.9	0.6	0.4	7.5	10.2	4.1	5.0	1.1	0.5	0.9	14.9	12.3	5.5	6.2
11:00	0.9	0.7	0.4	7.3	11.1	4.1	5.5	1.2	0.6	0.9	15.5	13.2	5.5	6.6
11:15	1.0	0.7	0.4	6.9	12.4	4.1	6.2	1.2	0.6	1.0	15.9	14.4	5.4	7.3
11:30	1.0	0.7	0.5	6.5	14.0	4.4	7.0	1.3	0.6	1.0	14.8	15.9	5.6	8.1
11:45	1.2	1.0	0.5	6.2	16.7	6.8	8.5	1.3	0.6	1.1	14.1	18.2	7.3	9.3
12:00	1.3	1.4	0.6	5.8	19.8	9.1	10.2	1.4	0.7	1.5	15.0	20.8	9.1	10.8
12:15	1.4	1.7	0.6	5.3	23.5	10.4	12.4	1.5	0.7	1.7	15.6	24.1	10.2	12.8
12:30	1.5	1.8	0.7	5.0	27.5	11.0	14.5	1.6	0.8	1.7	15.2	27.8	10.7	14.9
12:45	1.5	1.7	0.7	4.9	28.7	10.9	15.1	1.6	0.8	1.6	14.5	29.1	10.6	15.6
13:00	1.5	1.6	0.7	4.7	29.3	10.3	15.4	1.6	0.8	1.6	14.3	30.1	10.2	16.1
13:15	1.5	1.6	0.7	5.0	28.0	9.0	14.6	1.7	0.8	1.6	15.3	29.3	9.2	15.6
13:30	1.5	1.8	0.8	5.6	26.5	8.0	13.7	1.7	0.9	1.8	18.5	28.2	8.4	14.9
13:45	1.5	1.8	0.8	6.0	25.4	7.4	13.0	1.7	0.9	1.8	19.5	27.4	7.9	14.4
14:00	1.6	1.8	0.8	6.6	23.4	6.5	11.9	1.7	0.9	1.8	20.8	25.9	7.2	13.6
14:15	1.6	1.7	0.8	7.2	21.9	5.7	11.1	1.7	0.9	1.7	23.7	24.8	6.6	13.0
14:30	1.6	1.6	0.8	7.5	21.5	5.2	10.8	1.8	1.0	1.7	24.1	24.5	6.2	12.8
14:45	1.6	1.4	0.8	7.6	21.1	4.8	10.6	1.8	1.0	1.5	23.9	24.2	5.8	12.6
15:00	1.6	1.3	0.8	7.6	20.7	4.7	10.4	1.8	1.0	1.5	23.2	23.9	5.7	12.4
15:15	1.6	1.1	0.8	7.8	20.2	4.4	10.1	1.8	1.0	1.3	21.4	23.6	5.6	12.3
15:30	1.6	1.1	0.8	7.7	20.3	4.3	10.2	1.8	0.9	1.3	20.9	23.6	5.5	12.3
15:45	1.5	1.1	0.8	7.3	20.9	4.7	10.5	1.8	0.9	1.2	19.4	24.0	5.7	12.5

Risultati dal panel TV 2010 / Svizzera italiana

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

universo: 319'900 persone (3+) campione: 567 persone

	CANALE VIDEO / lu-ve				TOTALE TV + VIDEO / lu-ve			CANALE VIDEO / lu-do				TOTALE TV + VIDEO / lu-do		
	ED-R	P-R	3-14 R	P-QM	ED-R	P-R	3-14 R	ED-R	P-R	3-14 R	P-MA	ED-R	P-R	3-14 R
16:00	1.5	1.1	0.8	6.8	22.0	5.3	11.1	1.7	0.9	1.2	17.3	24.9	6.2	13.0
16:15	1.6	1.2	0.8	6.7	23.1	6.2	11.7	1.8	0.9	1.3	17.8	25.9	6.9	13.5
16:30	1.6	1.4	0.8	6.4	24.9	9.1	12.7	1.8	0.9	1.5	16.1	27.4	9.0	14.4
16:45	1.7	1.6	0.8	6.3	26.4	11.3	13.6	1.9	1.0	1.7	15.2	28.7	10.7	15.2
17:00	1.9	1.9	0.9	6.6	27.7	12.2	14.4	2.0	1.1	1.9	15.6	30.0	11.6	15.9
17:15	2.0	2.0	1.0	6.6	29.8	12.9	15.6	2.1	1.1	2.0	15.6	31.8	12.3	17.0
17:30	2.1	2.2	1.1	6.4	32.3	13.9	17.1	2.2	1.2	2.2	15.9	34.0	13.2	18.3
17:45	2.2	2.4	1.1	6.3	34.8	14.7	18.5	2.3	1.2	2.3	15.8	36.2	14.0	19.6
18:00	2.3	2.5	1.2	6.1	37.5	15.0	20.0	2.4	1.3	2.4	15.3	38.8	14.6	21.0
18:15	2.4	2.7	1.3	6.1	39.4	15.2	21.0	2.5	1.3	2.5	16.4	40.5	14.9	22.0
18:30	2.5	2.9	1.3	5.8	41.9	15.4	22.5	2.6	1.4	2.8	18.0	42.8	15.0	23.4
18:45	2.5	3.2	1.4	5.4	45.8	15.9	25.1	2.6	1.4	3.0	19.0	46.3	15.5	25.8
19:00	2.5	3.3	1.4	4.9	51.0	16.0	28.9	2.6	1.4	3.1	19.1	51.1	15.6	29.2
19:15	2.7	3.3	1.5	4.8	54.3	16.4	31.2	2.7	1.5	3.1	18.9	54.0	16.1	31.3
19:30	2.8	3.3	1.5	4.7	57.1	17.1	33.3	2.8	1.6	3.1	18.7	56.6	16.7	33.3
19:45	2.8	3.2	1.6	4.6	59.4	17.5	35.0	2.8	1.6	3.1	17.9	58.8	17.2	34.9
20:00	2.9	2.8	1.7	4.5	61.7	17.8	36.6	2.9	1.7	2.9	16.6	61.1	17.5	36.4
20:15	3.1	2.7	1.8	4.7	63.6	18.0	37.8	3.1	1.8	2.9	16.7	62.9	17.7	37.7
20:30	3.0	2.4	1.8	4.6	65.3	17.2	39.0	3.1	1.9	2.6	15.7	64.6	17.2	38.9
20:45	3.1	2.0	1.8	4.6	66.7	16.5	40.0	3.1	1.9	2.3	13.6	65.9	16.6	39.8
21:00	3.0	1.7	1.8	4.5	67.8	15.3	40.8	3.0	1.9	1.9	12.1	67.0	15.7	40.6
21:15	3.1	1.5	1.9	4.6	68.3	14.3	41.1	3.0	1.9	1.6	10.6	67.6	14.8	41.1
21:30	3.1	1.3	1.9	4.6	68.4	13.5	41.2	3.1	2.0	1.4	9.1	67.6	13.9	41.1
21:45	3.1	1.1	1.9	4.7	67.7	12.5	40.8	3.2	2.0	1.2	8.6	66.9	12.9	40.6
22:00	3.0	1.0	1.8	4.6	66.2	11.2	39.8	3.1	1.9	1.0	7.8	65.5	11.7	39.7
22:15	2.9	0.8	1.7	4.5	63.4	9.9	38.0	2.9	1.8	0.8	7.1	63.0	10.5	38.1
22:30	2.7	0.6	1.6	4.6	58.7	8.5	35.0	2.8	1.6	0.7	6.8	58.6	9.1	35.2
22:45	2.5	0.5	1.4	4.6	53.5	7.1	31.6	2.5	1.5	0.5	6.6	53.5	7.6	31.8
23:00	2.3	0.5	1.3	4.7	47.8	5.8	27.9	2.3	1.3	0.4	6.2	48.0	6.3	28.3
23:15	2.1	0.3	1.2	5.0	41.2	4.6	23.8	2.1	1.2	0.3	5.8	41.6	5.0	24.3
23:30	1.9	0.3	1.0	5.4	34.1	3.6	19.5	1.9	1.1	0.2	5.9	34.8	4.0	20.1
23:45	1.6	0.2	0.9	5.6	28.6	2.8	16.2	1.6	0.9	0.2	6.2	29.4	3.2	16.8
00:00	1.4	0.2	0.8	5.7	24.1	2.4	13.4	1.4	0.8	0.2	5.4	24.9	2.7	14.0
00:15	1.2	0.1	0.6	5.8	20.4	2.0	11.2	1.2	0.6	0.1	5.8	21.2	2.2	11.8
00:30	1.0	0.1	0.5	5.9	17.0	1.5	9.2	1.0	0.5	0.1	5.5	17.8	1.7	9.7
00:45	0.8	0.1	0.5	6.0	14.4	1.1	7.6	0.9	0.5	0.1	6.7	14.9	1.3	8.1
PG 24h	25	20	16		91	56	71	26	17	21		91	56	71
UT 24h	19	14	10		338	90	188	20	11	15		351	95	197
US 24h	75	70	63		372	163	264	78	66	71		387	169	275

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 2010 / Svizzera italiana

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

universo: 319'900 persone (3+) campione: 567 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	0.2	0.1	0.1	5.1	3.0	1.6	0.2	0.1	0.1	0.0	3.6	2.7	1.4	0.1
06:15	0.2	0.1	0.1	4.1	3.3	1.7	0.2	0.2	0.1	0.0	4.5	3.1	1.6	0.1
06:30	0.2	0.1	0.1	5.4	3.7	1.9	0.4	0.2	0.1	0.0	4.5	3.5	1.9	0.2
06:45	0.3	0.1	0.1	5.4	4.2	2.2	0.5	0.2	0.1	0.0	4.7	3.8	2.0	0.2
07:00	0.3	0.2	0.2	6.3	4.6	2.4	0.9	0.2	0.1	0.0	5.6	3.8	2.0	0.4
07:15	0.4	0.3	0.2	7.5	4.6	2.3	1.7	0.3	0.1	0.1	7.0	4.0	2.1	0.8
07:30	0.4	0.5	0.2	8.0	5.2	2.6	2.9	0.4	0.2	0.3	7.6	4.6	2.3	1.7
07:45	0.5	0.6	0.2	8.0	6.0	2.9	4.3	0.5	0.2	0.4	7.9	5.5	2.8	2.6
08:00	0.7	1.0	0.3	7.9	7.4	3.6	7.2	0.7	0.3	0.6	8.9	7.0	3.5	4.9
08:15	0.8	1.1	0.3	7.8	8.9	4.4	9.5	0.8	0.3	0.8	8.3	8.5	4.3	7.0
08:30	0.9	1.1	0.4	7.7	10.3	5.1	11.7	0.9	0.4	1.1	8.2	10.0	5.1	8.5
08:45	1.0	1.2	0.4	7.7	11.3	5.6	13.0	1.1	0.5	1.4	8.5	11.6	5.9	10.2
09:00	1.1	1.4	0.5	7.6	12.1	6.0	13.3	1.3	0.6	1.6	9.0	13.2	6.7	11.3
09:15	1.1	1.3	0.5	7.3	12.6	6.3	13.3	1.5	0.7	2.0	9.8	14.7	7.4	11.5
09:30	1.1	1.2	0.5	7.1	12.9	6.4	12.7	1.6	0.8	2.0	10.2	15.7	7.9	10.9
09:45	1.1	1.4	0.5	7.8	13.2	6.6	11.8	1.7	0.8	1.8	9.8	17.0	8.6	10.9
10:00	1.2	1.5	0.5	8.1	13.3	6.7	10.6	1.8	0.9	1.8	9.7	18.4	9.4	10.6
10:15	1.2	1.4	0.6	8.7	13.3	6.7	9.4	1.9	0.9	1.8	9.3	19.6	10.1	9.9
10:30	1.2	1.2	0.6	8.5	13.4	6.7	8.3	2.0	1.0	1.8	9.2	20.9	10.9	10.1
10:45	1.3	1.3	0.6	9.1	13.5	6.8	8.1	2.1	1.1	1.7	9.3	22.0	11.4	9.9
11:00	1.4	1.4	0.7	9.7	14.3	7.2	8.3	2.2	1.1	1.6	9.6	22.9	11.9	9.3
11:15	1.5	1.5	0.7	9.5	15.0	7.6	8.5	2.2	1.2	1.7	9.4	24.0	12.5	8.9
11:30	1.5	1.4	0.7	8.6	16.5	8.4	8.6	2.1	1.1	1.7	8.4	25.1	13.1	8.8
11:45	1.5	1.6	0.7	8.1	17.9	9.2	8.7	2.0	1.1	1.5	7.9	25.8	13.6	8.6
12:00	1.6	1.7	0.8	7.5	19.9	10.5	9.4	2.0	1.1	1.5	7.6	26.5	14.2	8.8
12:15	1.8	1.7	0.9	7.3	22.8	12.3	10.0	2.0	1.1	1.6	6.8	28.3	15.6	9.3
12:30	1.7	1.6	0.8	6.1	26.3	14.4	10.7	1.9	1.0	1.5	6.0	31.0	17.3	9.4
12:45	1.7	1.6	0.8	5.9	27.8	15.2	10.8	1.9	1.0	1.3	5.8	32.1	18.0	8.9
13:00	1.8	1.7	0.9	6.1	29.8	16.2	11.0	2.1	1.2	1.4	6.1	34.1	19.2	8.8
13:15	2.0	1.9	1.0	6.9	30.0	16.3	10.8	2.2	1.2	1.4	6.3	35.4	19.9	8.4
13:30	1.9	1.8	1.0	6.9	29.0	15.7	10.3	2.2	1.3	1.6	6.2	36.1	20.3	8.5
13:45	1.8	1.7	1.0	6.7	28.0	15.1	9.6	2.2	1.3	1.8	6.5	36.9	20.7	8.7
14:00	1.8	1.6	1.0	6.9	27.1	14.6	9.2	2.3	1.5	2.0	7.0	37.2	20.9	8.5
14:15	1.8	1.6	1.0	7.0	26.4	14.2	8.8	2.5	1.6	2.1	7.3	37.7	21.3	8.7
14:30	1.9	1.7	1.0	7.2	26.2	14.1	8.3	2.6	1.6	2.2	7.7	37.9	21.3	8.8
14:45	1.9	1.6	1.0	7.3	25.9	13.8	8.0	2.7	1.7	2.2	8.0	38.2	21.4	8.8
15:00	1.9	1.6	1.0	7.5	25.6	13.7	8.1	2.8	1.7	2.2	8.0	38.5	21.5	8.8
15:15	1.9	1.5	1.0	7.7	25.7	13.6	8.1	2.8	1.7	2.1	7.8	38.7	21.6	8.8
15:30	1.9	1.4	1.0	7.3	25.7	13.7	7.9	2.8	1.7	2.0	7.6	38.2	21.4	8.8
15:45	1.9	1.3	1.0	7.0	26.2	13.9	7.9	2.7	1.6	1.8	7.4	37.7	21.2	8.5

Risultati dal panel TV 2010 / Svizzera italiana

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

universo: 319'900 persone (3+) campione: 567 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	2.0	1.2	1.0	7.2	26.8	14.2	7.9	2.7	1.6	1.8	7.3	37.6	21.1	8.6
16:15	2.0	1.2	1.0	7.1	27.4	14.5	8.0	2.7	1.6	2.1	7.3	38.2	21.4	8.9
16:30	1.9	1.2	1.0	6.9	28.3	15.0	8.1	2.8	1.6	2.2	7.1	39.1	21.9	9.4
16:45	2.0	1.4	1.1	6.9	29.6	15.8	8.4	2.8	1.6	2.2	7.2	39.6	22.3	9.9
17:00	2.2	1.5	1.2	7.1	31.0	16.6	9.2	2.8	1.6	2.3	7.0	40.4	22.9	10.9
17:15	2.2	1.6	1.2	6.9	32.6	17.6	10.1	2.7	1.7	2.3	6.9	41.2	23.6	11.7
17:30	2.4	1.9	1.3	6.9	34.0	18.4	10.6	2.7	1.6	2.3	6.6	42.4	24.3	12.5
17:45	2.5	1.8	1.3	6.6	36.0	19.6	11.5	2.8	1.7	2.4	6.6	43.8	25.1	13.1
18:00	2.5	1.8	1.4	6.3	38.1	20.9	13.1	2.8	1.7	2.3	6.2	45.6	26.3	13.7
18:15	2.5	1.8	1.3	5.9	39.4	21.9	14.2	2.9	1.7	2.3	6.1	47.3	27.4	14.2
18:30	2.6	2.4	1.4	5.9	41.2	23.0	13.8	3.0	1.7	2.7	6.1	49.0	28.5	14.7
18:45	2.6	2.8	1.4	5.6	43.4	24.6	14.1	2.9	1.7	2.6	5.7	51.7	30.2	14.9
19:00	2.5	2.8	1.4	5.0	47.2	27.5	14.5	2.7	1.6	2.3	5.0	55.2	32.7	15.1
19:15	2.6	2.7	1.5	5.0	49.3	29.0	15.0	2.8	1.7	2.4	4.9	57.1	34.2	15.6
19:30	2.6	2.8	1.5	4.7	51.4	30.5	15.3	3.0	1.8	2.4	5.0	59.4	35.9	15.7
19:45	2.5	2.8	1.5	4.5	53.3	31.7	15.8	3.1	1.9	3.0	5.1	61.2	37.2	16.6
20:00	2.6	3.0	1.6	4.7	55.5	33.5	17.0	3.0	1.9	3.1	4.8	63.3	38.8	16.7
20:15	3.0	3.5	1.9	5.5	57.1	34.8	17.9	3.1	2.0	3.2	4.9	65.4	40.2	16.4
20:30	3.1	3.4	2.0	5.7	58.3	35.7	18.5	3.2	2.0	2.9	4.9	67.2	41.4	16.1
20:45	3.3	3.2	2.2	5.9	59.6	36.7	18.8	3.2	2.0	2.4	4.9	68.0	42.0	15.2
21:00	3.2	2.8	2.1	5.6	60.5	37.5	18.4	3.0	1.9	1.9	4.5	69.4	42.8	14.6
21:15	3.2	2.6	2.2	5.6	61.4	38.3	18.3	2.8	1.8	1.4	4.1	70.2	43.3	13.7
21:30	3.3	2.5	2.3	5.9	62.0	38.7	18.1	3.0	1.9	1.0	4.4	69.6	43.0	11.9
21:45	3.4	2.2	2.4	6.0	62.1	38.9	17.6	3.2	2.0	0.9	4.8	67.7	41.6	10.5
22:00	3.3	1.7	2.3	5.8	62.0	38.8	17.0	3.2	1.9	0.7	4.9	65.3	40.2	8.9
22:15	3.2	1.2	2.0	5.3	61.1	38.1	16.3	3.0	1.8	0.6	4.7	62.8	38.5	8.0
22:30	2.9	0.8	1.9	5.1	58.6	36.3	14.8	2.7	1.6	0.6	4.6	58.1	35.3	6.6
22:45	2.8	0.6	1.8	5.2	54.4	33.6	12.2	2.5	1.4	0.5	4.6	52.4	31.5	5.8
23:00	2.5	0.4	1.6	5.1	50.2	30.8	10.1	2.2	1.3	0.4	4.6	46.8	27.8	4.9
23:15	2.3	0.3	1.4	5.1	45.3	27.6	8.2	2.1	1.2	0.3	4.9	40.3	23.7	4.1
23:30	2.0	0.2	1.2	5.1	40.3	24.4	6.9	1.8	1.0	0.1	5.3	32.9	18.9	3.0
23:45	1.8	0.3	1.1	5.4	35.3	21.1	5.7	1.5	0.8	0.0	5.3	27.3	15.5	2.3
00:00	1.6	0.3	1.0	5.6	30.6	18.1	4.9	1.3	0.7	0.0	5.3	23.1	12.9	1.8
00:15	1.3	0.2	0.8	5.2	26.7	15.6	4.0	1.1	0.6	0.0	5.4	19.6	10.9	1.4
00:30	1.2	0.1	0.7	5.4	22.7	13.1	3.0	0.9	0.5	0.0	5.4	16.3	8.9	1.2
00:45	1.1	0.1	0.6	5.6	19.3	11.0	2.3	0.8	0.4	0.1	6.0	13.3	7.2	0.9
PG 24h	26	23	17		88	71	59	28	19	21		91	74	57
UT 24h	22	17	12		356	203	116	25	14	17		408	235	101
US 24h	83	72	71		401	286	195	88	74	78		446	317	177

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

Risultati dal panel TV 2010 - fino al 30.4.2010 (consumo di Teletext calcolato su base di / Svizzera italiana

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

universo: 312'500 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	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	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	0.1	0.0	0.0	0.0
06:30	0.4	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0
06:45	0.3	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0
07:00	0.4	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
07:15	0.6	0.3	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.1	0.0	0.0	0.0
07:30	0.6	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	1.1	0.4	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.1	0.0	0.1	0.0
08:00	0.9	0.3	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
08:15	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
08:30	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
08:45	0.6	0.3	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
09:00	0.7	0.4	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
09:15	0.8	0.4	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
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	0.1
09:45	0.5	0.3	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
10:00	0.6	0.3	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
10:15	0.6	0.3	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
10:30	0.7	0.3	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
10:45	0.7	0.4	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
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	0.1
11:15	0.7	0.4	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
11:30	1.0	0.6	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1
11:45	1.2	0.8	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.1
12:00	1.4	0.9	0.2	0.2	0.0	0.0	0.1	0.0	0.0	0.0	0.2	0.0	0.1
12:15	1.2	0.8	0.3	0.2	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.2
12:30	1.2	0.7	0.3	0.1	0.0	0.0	0.1	0.0	0.0	0.1	0.1	0.0	0.1
12:45	1.7	1.1	0.3	0.2	0.2	0.0	0.1	0.1	0.0	0.1	0.1	0.0	0.2
13:00	1.4	0.9	0.2	0.1	0.2	0.0	0.1	0.0	0.0	0.2	0.1	0.0	0.1
13:15	1.7	1.1	0.2	0.1	0.0	0.1	0.2	0.1	0.0	0.1	0.1	0.0	0.2
13:30	1.5	1.0	0.2	0.1	0.0	0.0	0.1	0.0	0.0	0.1	0.1	0.0	0.3
13:45	1.2	0.8	0.2	0.1	0.0	0.0	0.1	0.1	0.0	0.1	0.0	0.0	0.1
14:00	1.0	0.6	0.2	0.1	0.0	0.0	0.1	0.1	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	0.0	0.1
14:30	0.9	0.6	0.1	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.1	0.1
14:45	0.9	0.5	0.1	0.1	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.1
15:00	0.9	0.5	0.2	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1
15:15	0.8	0.5	0.2	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1
15:30	0.8	0.5	0.2	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1
15:45	1.0	0.6	0.2	0.1	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.0	0.1

2.16 Utilizzazione di teletext per canale: penetrazione in %

Risultati dal panel TV 2010 - fino al 30.4.2010 / Svizzera italiana

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

universo: 312'500 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	1.1	0.7	0.3	0.1	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.1
16:15	0.9	0.6	0.2	0.1	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.2
16:30	1.1	0.7	0.2	0.1	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.2
16:45	1.5	1.0	0.3	0.2	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.2
17:00	1.6	1.0	0.4	0.2	0.0	0.0	0.1	0.1	0.1	0.0	0.0	0.0	0.2
17:15	1.4	0.9	0.2	0.2	0.0	0.0	0.1	0.0	0.2	0.0	0.0	0.0	0.2
17:30	1.5	0.9	0.3	0.2	0.0	0.0	0.1	0.1	0.2	0.0	0.0	0.0	0.1
17:45	2.1	1.4	0.6	0.2	0.1	0.0	0.1	0.0	0.2	0.1	0.0	0.0	0.2
18:00	2.0	1.3	0.5	0.2	0.1	0.0	0.1	0.1	0.2	0.1	0.0	0.0	0.1
18:15	1.8	1.1	0.3	0.2	0.0	0.0	0.1	0.0	0.3	0.0	0.1	0.0	0.1
18:30	2.3	1.4	0.4	0.3	0.0	0.0	0.1	0.0	0.3	0.1	0.1	0.0	0.2
18:45	3.2	1.9	0.6	0.4	0.0	0.0	0.2	0.1	0.3	0.1	0.1	0.0	0.3
19:00	2.0	1.2	0.5	0.2	0.0	0.0	0.1	0.1	0.0	0.1	0.1	0.0	0.2
19:15	2.2	1.5	0.6	0.3	0.0	0.0	0.2	0.0	0.0	0.2	0.1	0.0	0.2
19:30	2.2	1.6	0.5	0.3	0.2	0.0	0.1	0.0	0.0	0.3	0.1	0.1	0.2
19:45	2.7	2.0	0.7	0.4	0.2	0.0	0.2	0.0	0.0	0.3	0.2	0.0	0.3
20:00	2.9	2.1	0.9	0.4	0.2	0.0	0.1	0.1	0.1	0.2	0.1	0.0	0.3
20:15	2.5	1.8	0.8	0.3	0.1	0.0	0.1	0.1	0.0	0.1	0.2	0.0	0.3
20:30	3.6	2.4	1.0	0.4	0.1	0.1	0.3	0.1	0.0	0.2	0.1	0.0	0.4
20:45	3.6	2.4	0.5	0.3	0.1	0.1	0.3	0.1	0.0	0.6	0.1	0.0	0.6
21:00	4.3	3.0	0.7	0.5	0.1	0.1	0.3	0.1	0.0	0.7	0.1	0.0	0.6
21:15	2.4	1.6	0.3	0.3	0.1	0.0	0.1	0.0	0.1	0.1	0.2	0.0	0.4
21:30	2.6	1.9	0.3	0.5	0.2	0.0	0.1	0.2	0.1	0.0	0.2	0.1	0.4
21:45	2.6	1.9	0.4	0.5	0.2	0.0	0.1	0.0	0.1	0.1	0.2	0.1	0.4
22:00	2.5	1.7	0.4	0.4	0.1	0.0	0.1	0.1	0.1	0.0	0.2	0.1	0.4
22:15	2.4	1.7	0.4	0.6	0.1	0.0	0.1	0.1	0.1	0.0	0.1	0.1	0.3
22:30	3.0	2.0	0.4	0.6	0.0	0.0	0.2	0.1	0.1	0.0	0.2	0.1	0.5
22:45	2.5	1.7	0.4	0.4	0.1	0.0	0.1	0.0	0.1	0.0	0.2	0.1	0.5
23:00	2.0	1.4	0.3	0.3	0.0	0.0	0.1	0.1	0.1	0.1	0.1	0.1	0.4
23:15	1.9	1.3	0.3	0.3	0.1	0.0	0.1	0.1	0.1	0.1	0.2	0.1	0.4
23:30	1.6	1.1	0.3	0.2	0.0	0.0	0.1	0.1	0.0	0.1	0.1	0.0	0.3
23:45	1.1	0.8	0.2	0.1	0.0	0.0	0.1	0.0	0.0	0.1	0.1	0.0	0.2
00:00	0.7	0.5	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
00:15	0.6	0.4	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
00:30	0.5	0.3	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
00:45	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
PG 18-23	21.8	15.1	6.8	4.2	0.7	0.5	1.9	1.0	1.0	2.0	1.9	0.6	3.9
UT 18-23	1.2	0.8	0.2	0.1	0.0	0.0	0.1	0.0	0.1	0.0	0.1	0.0	0.1
PG 24h	30.3	21.1	10.7	6.4	0.8	0.6	3.7	2.1	1.5	2.8	3.1	1.2	6.1
UT 24h	2.5	1.6	0.4	0.3	0.1	0.0	0.1	0.1	0.1	0.1	0.1	0.0	0.3

PG = penetrazione giornaliera in % UT = utenza in minuti (totale)

Risultati dal panel TV 2010 - dall'1.5.2010 / Svizzera italiana

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

universo: 314'700 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	0.2	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
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	0.0
06:30	0.2	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
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	0.4	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
07:45	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
08:00	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
08:15	0.9	0.5	0.1	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
08:30	0.7	0.3	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
08:45	0.7	0.3	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
09:00	0.8	0.4	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
09:15	0.7	0.3	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
09:30	0.7	0.3	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
09:45	0.6	0.3	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
10:00	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
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	0.5	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
10:45	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
11:00	0.7	0.3	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
11:15	0.7	0.4	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
11:30	0.8	0.5	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
11:45	0.9	0.5	0.2	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.1
12:00	1.1	0.6	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1
12:15	1.1	0.6	0.2	0.1	0.0	0.0	0.1	0.0	0.1	0.0	0.1	0.0	0.1
12:30	1.1	0.7	0.4	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1
12:45	1.6	1.0	0.3	0.1	0.2	0.0	0.1	0.0	0.0	0.1	0.1	0.0	0.1
13:00	1.6	1.1	0.2	0.1	0.2	0.0	0.0	0.1	0.0	0.1	0.2	0.0	0.2
13:15	2.0	1.3	0.2	0.1	0.0	0.0	0.1	0.1	0.0	0.1	0.4	0.0	0.2
13:30	1.5	1.0	0.2	0.1	0.0	0.0	0.1	0.0	0.0	0.1	0.2	0.0	0.2
13:45	1.0	0.6	0.2	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.2
14:00	0.9	0.5	0.2	0.1	0.0	0.0	0.1	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	0.0	0.1
14:30	0.8	0.5	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
14:45	0.7	0.4	0.1	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.1
15:00	0.8	0.5	0.2	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.1
15:15	0.7	0.4	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
15:30	0.8	0.5	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
15:45	1.0	0.6	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2

2.16 Utilizzazione di teletext per canale: penetrazione in %

Risultati dal panel TV 2010 - dall'1.5.2010 / Svizzera italiana

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

universo: 314'700 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	1.0	0.6	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
16:15	0.9	0.6	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
16:30	0.9	0.6	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
16:45	1.2	0.8	0.3	0.2	0.0	0.0	0.1	0.0	0.0	0.1	0.0	0.0	0.2
17:00	1.3	0.9	0.3	0.2	0.0	0.0	0.1	0.0	0.0	0.1	0.0	0.0	0.2
17:15	1.3	0.8	0.3	0.2	0.0	0.0	0.1	0.0	0.0	0.1	0.0	0.0	0.2
17:30	1.4	0.9	0.3	0.2	0.1	0.0	0.1	0.0	0.0	0.0	0.1	0.0	0.2
17:45	1.9	1.2	0.5	0.3	0.1	0.0	0.1	0.0	0.0	0.1	0.1	0.0	0.2
18:00	1.9	1.2	0.5	0.2	0.1	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.1
18:15	1.8	1.1	0.4	0.2	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.2
18:30	1.9	1.2	0.5	0.2	0.1	0.0	0.1	0.0	0.0	0.1	0.3	0.0	0.1
18:45	2.5	1.6	0.7	0.3	0.1	0.0	0.1	0.1	0.0	0.1	0.2	0.0	0.3
19:00	2.1	1.4	0.8	0.2	0.1	0.0	0.1	0.0	0.0	0.1	0.1	0.0	0.2
19:15	2.1	1.5	0.7	0.2	0.2	0.0	0.1	0.0	0.0	0.1	0.1	0.0	0.2
19:30	2.3	1.6	0.8	0.2	0.2	0.0	0.2	0.0	0.0	0.1	0.1	0.1	0.2
19:45	3.0	2.1	1.0	0.3	0.2	0.0	0.3	0.0	0.0	0.1	0.1	0.0	0.3
20:00	2.7	2.0	1.0	0.2	0.2	0.0	0.2	0.1	0.1	0.1	0.0	0.0	0.3
20:15	2.5	2.1	1.2	0.3	0.1	0.0	0.2	0.1	0.0	0.1	0.1	0.0	0.3
20:30	3.1	2.4	1.2	0.3	0.1	0.0	0.2	0.2	0.0	0.1	0.1	0.0	0.4
20:45	2.5	1.9	0.7	0.3	0.1	0.0	0.1	0.1	0.0	0.2	0.0	0.0	0.4
21:00	3.2	2.5	1.0	0.4	0.2	0.0	0.2	0.1	0.0	0.3	0.1	0.1	0.5
21:15	2.3	1.7	0.4	0.4	0.1	0.0	0.1	0.1	0.0	0.1	0.1	0.1	0.5
21:30	2.3	1.8	0.5	0.3	0.2	0.0	0.1	0.1	0.0	0.0	0.1	0.0	0.5
21:45	2.6	2.0	0.6	0.4	0.1	0.0	0.1	0.0	0.1	0.0	0.1	0.1	0.6
22:00	2.2	1.7	0.5	0.3	0.1	0.0	0.1	0.1	0.0	0.1	0.1	0.0	0.5
22:15	2.4	1.9	0.5	0.5	0.1	0.0	0.1	0.0	0.0	0.0	0.1	0.0	0.6
22:30	3.6	2.7	0.8	0.8	0.1	0.0	0.2	0.1	0.0	0.1	0.1	0.0	0.7
22:45	2.7	2.1	0.6	0.6	0.1	0.0	0.1	0.1	0.0	0.1	0.1	0.1	0.5
23:00	2.2	1.6	0.4	0.4	0.0	0.0	0.1	0.1	0.0	0.1	0.1	0.0	0.4
23:15	2.1	1.5	0.5	0.3	0.0	0.0	0.1	0.1	0.0	0.1	0.1	0.0	0.4
23:30	1.8	1.2	0.4	0.2	0.0	0.0	0.1	0.0	0.0	0.0	0.1	0.0	0.4
23:45	1.4	0.9	0.3	0.2	0.0	0.0	0.1	0.1	0.0	0.0	0.1	0.0	0.3
00:00	0.8	0.5	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1
00:15	0.7	0.4	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
00:30	0.6	0.4	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
00:45	0.4	0.3	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1
PG 18-23	21.7	15.9	8.3	4.0	0.9	0.3	2.0	1.0	0.4	1.2	1.6	0.5	3.8
UT 18-23	1.0	0.7	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
PG 24h	30.3	22.5	12.4	6.3	1.4	0.5	3.4	1.9	0.7	1.9	2.9	1.1	5.8
UT 24h	2.3	1.5	0.5	0.3	0.1	0.0	0.1	0.0	0.0	0.1	0.1	0.0	0.4

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 20 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 Mediawatch 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 2010 / Svizzera italiana

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

universo: 295'700 persone (15+) campione: 4'664 persone / 32'120 giorni misurati

	giorni della settimana							lunedì - venerdì	sabato - domenica	lunedì - domenica
	lunedì	martedì	mercoledì	giovedì	venerdì	sabato	domenica			
05:00	1.9	1.7	1.6	1.6	1.5	1.8	1.3	1.7	1.6	1.6
05:15	2.2	2.0	1.8	2.0	2.0	1.7	1.4	2.0	1.6	1.9
05:30	2.7	2.7	3.3	2.5	2.5	2.1	1.4	2.7	1.8	2.5
05:45	4.7	4.5	5.0	4.5	4.0	2.7	2.2	4.6	2.4	4.0
06:00	6.6	6.8	7.1	6.3	5.6	3.6	2.9	6.5	3.2	5.6
06:15	9.2	9.2	9.3	8.7	8.5	4.6	3.5	9.0	4.0	7.6
06:30	12.6	13.7	12.4	12.7	12.2	5.5	4.3	12.7	4.9	10.4
06:45	17.1	18.5	17.2	17.8	16.9	8.0	6.3	17.4	7.1	14.5
07:00	20.2	22.0	20.7	21.8	21.2	10.1	8.0	21.1	9.0	17.7
07:15	22.1	23.7	23.5	24.5	23.6	10.9	8.5	23.4	9.6	19.5
07:30	23.4	25.5	24.1	25.5	23.4	12.7	9.7	24.3	11.1	20.5
07:45	25.7	28.0	25.8	27.4	26.1	15.5	12.5	26.6	14.0	23.0
08:00	26.6	28.5	27.1	27.4	26.3	18.0	15.0	27.2	16.5	24.2
08:15	26.5	26.5	26.0	26.3	25.9	19.6	15.5	26.3	17.5	23.8
08:30	25.4	26.2	25.3	26.4	25.9	19.8	15.8	25.8	17.9	23.5
08:45	24.6	27.3	26.4	26.2	25.2	20.8	17.8	26.0	19.3	24.1
09:00	25.0	26.9	25.8	25.6	26.4	22.0	19.1	25.9	20.7	24.4
09:15	23.6	24.9	24.6	24.3	25.3	21.1	19.1	24.5	20.3	23.3
09:30	24.1	23.3	24.4	24.3	24.7	22.2	19.7	24.1	21.1	23.2
09:45	23.5	23.7	24.6	23.7	24.5	22.5	20.7	24.0	21.7	23.3
10:00	22.8	23.5	23.2	23.5	24.4	23.7	20.8	23.5	22.4	23.2
10:15	22.6	22.7	23.1	23.5	24.0	22.3	19.7	23.2	21.1	22.6
10:30	23.4	23.7	22.6	24.1	24.1	22.4	18.8	23.7	20.8	22.8
10:45	23.4	23.8	23.4	24.3	25.1	22.1	19.5	24.1	20.9	23.2
11:00	24.7	24.7	24.9	25.5	25.9	22.7	19.6	25.2	21.3	24.1
11:15	25.3	26.0	25.6	25.8	26.3	22.1	19.9	25.8	21.1	24.5
11:30	27.6	27.5	27.0	27.8	26.8	23.6	21.5	27.3	22.7	26.0
11:45	30.1	29.4	27.7	29.5	28.9	25.5	22.8	29.1	24.1	27.7
12:00	31.4	32.2	30.1	31.5	30.3	26.4	23.2	31.0	24.9	29.3
12:15	29.0	28.9	28.1	27.2	27.9	26.1	22.4	28.3	24.3	27.1
12:30	28.4	28.7	26.9	26.6	28.1	25.4	23.0	27.7	24.3	26.7
12:45	26.7	26.9	25.8	25.8	26.1	23.6	20.3	26.3	22.2	25.1
13:00	24.2	24.5	22.5	23.6	24.1	20.4	16.5	23.9	18.7	22.4
13:15	22.1	22.5	20.4	22.3	22.2	17.8	13.5	22.0	15.8	20.2
13:30	20.4	21.6	19.4	21.0	20.1	17.0	12.6	20.7	15.0	19.1
13:45	18.6	19.5	19.1	18.7	18.4	16.4	11.9	19.0	14.2	17.7
14:00	17.8	19.5	18.3	17.6	18.5	16.4	11.7	18.5	14.1	17.3
14:15	17.1	17.6	16.5	17.3	17.5	14.9	11.6	17.3	13.4	16.2
14:30	17.4	17.5	16.0	17.0	16.9	15.0	11.2	17.1	13.3	16.0
14:45	17.1	16.9	15.5	16.4	17.1	14.6	10.5	16.8	12.8	15.6

3.2 Consumo radiofonico per giorno della settimana: penetrazione in %

Risultati dal panel radio 2010 / Svizzera italiana

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

universo: 295'700 persone (15+) campione: 4'664 persone / 32'120 giorni misurati

	giorni della settimana							lunedì - venerdì	sabato - domenica	lunedì - domenica
	lunedì	martedì	mercoledì	giovedì	venerdì	sabato	domenica			
15:00	17.4	17.7	17.1	17.7	18.1	15.7	11.3	17.7	13.6	16.5
15:15	17.7	17.9	16.9	18.2	18.5	15.0	10.8	17.9	13.0	16.5
15:30	18.7	18.2	16.9	17.9	18.3	15.0	11.1	18.0	13.1	16.6
15:45	18.0	17.9	16.4	18.0	18.0	15.6	11.6	17.7	13.7	16.6
16:00	17.8	18.8	16.8	18.8	19.6	15.6	12.5	18.4	14.3	17.2
16:15	16.9	18.9	17.0	18.6	18.1	15.6	12.0	17.9	14.0	16.8
16:30	16.6	18.1	16.4	17.9	17.7	14.7	12.1	17.4	13.5	16.3
16:45	17.3	18.3	17.0	16.9	18.1	13.6	12.3	17.6	13.1	16.3
17:00	19.3	20.0	19.1	18.9	19.2	13.7	13.0	19.3	13.4	17.6
17:15	18.1	19.0	18.8	19.6	19.4	14.4	12.7	19.0	13.7	17.5
17:30	19.1	20.0	19.0	19.9	19.2	14.2	13.1	19.4	13.7	17.8
17:45	20.0	20.0	20.0	20.0	18.9	14.9	15.5	19.7	15.3	18.5
18:00	21.4	21.3	20.9	20.8	20.6	16.2	16.8	21.0	16.6	19.7
18:15	19.5	20.1	20.3	20.3	20.1	16.4	16.2	20.1	16.4	19.0
18:30	19.5	19.7	19.9	20.0	18.9	16.8	15.2	19.6	16.1	18.6
18:45	18.1	18.4	18.5	19.1	17.4	15.6	14.7	18.3	15.3	17.4
19:00	14.8	14.5	15.3	14.9	13.7	12.5	12.0	14.6	12.3	13.9
19:15	12.0	12.1	11.4	12.4	11.8	11.1	10.3	11.9	10.8	11.6
19:30	10.3	10.4	9.6	10.2	10.1	9.3	8.6	10.1	9.1	9.8
19:45	9.0	9.0	8.5	9.8	8.4	8.8	8.0	9.0	8.5	8.9
20:00	8.6	8.7	8.1	9.0	8.5	7.8	7.3	8.6	7.7	8.3
20:15	7.2	7.4	7.2	7.8	7.2	6.0	6.7	7.4	6.4	7.1
20:30	6.2	7.1	7.1	7.1	6.9	5.7	6.1	6.9	5.9	6.6
20:45	4.7	6.5	5.2	5.5	5.9	5.8	5.5	5.6	5.7	5.7
21:00	5.0	6.4	5.0	5.7	5.6	5.8	5.5	5.6	5.6	5.6
21:15	4.7	5.2	4.8	5.5	5.6	5.3	4.6	5.2	5.0	5.2
21:30	4.3	5.2	5.2	4.8	5.0	5.0	4.5	4.9	4.9	4.9
21:45	4.6	5.1	5.3	4.9	4.5	5.0	4.6	4.9	4.9	4.9
22:00	4.5	5.1	5.1	4.9	5.4	5.0	4.3	5.0	4.8	5.0
22:15	4.1	5.1	5.0	4.3	5.1	4.7	4.2	4.8	4.6	4.7
22:30	4.5	5.1	4.7	4.1	4.9	4.4	4.3	4.7	4.4	4.6
22:45	4.4	5.0	4.8	4.3	4.6	4.6	4.3	4.6	4.5	4.6
23:00	4.1	4.9	4.8	4.4	5.1	4.6	4.2	4.7	4.5	4.6
23:15	3.7	4.6	4.2	4.2	4.3	4.3	3.6	4.2	4.0	4.1
23:30	3.3	3.7	3.7	3.8	4.0	4.1	2.6	3.7	3.4	3.6
23:45	2.7	3.3	3.6	3.8	3.9	3.7	2.4	3.5	3.0	3.4
penetr. quotidiana	88.7	89.3	89.0	89.6	90.1	86.1	81.5	89.4	83.8	87.8
durata in minuti	112	116	111	114	113	93	84	113	89	106

3.3 Consumo radiofonico per caratteristiche sociodemografiche: penetrazione in %

Risultati dal panel radio 2010 / Svizzera italiana

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

universo: 295'700 persone (15+) campione: 4'664 persone / 32'120 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	2.0	1.3	0.5	0.9	1.5	1.9	2.3	2.2	2.0	1.9	1.1
05:15	1.9	2.3	1.5	0.6	1.1	1.9	2.2	2.4	2.4	1.9	2.1	1.5
05:30	2.5	2.9	2.0	1.1	1.5	2.2	3.4	2.9	3.2	2.4	2.6	2.2
05:45	4.0	4.5	3.4	1.6	2.2	2.9	6.1	4.6	4.2	3.4	4.2	3.9
06:00	5.6	6.5	4.7	2.7	3.0	4.8	8.1	6.4	5.7	4.3	5.7	5.8
06:15	7.6	8.5	6.7	3.5	4.3	7.7	10.8	8.0	7.2	6.3	7.5	8.1
06:30	10.4	11.6	9.3	5.5	7.2	10.3	14.1	10.9	9.9	8.9	10.5	11.1
06:45	14.5	16.2	13.0	7.0	10.1	13.1	19.0	16.7	14.4	12.5	14.8	15.0
07:00	17.7	19.4	16.1	9.1	12.5	16.4	21.4	21.3	17.4	15.8	17.5	18.5
07:15	19.5	20.9	18.2	10.9	14.1	17.0	23.1	24.1	18.7	17.6	19.7	20.2
07:30	20.5	21.0	20.1	12.3	14.7	17.4	22.4	27.2	20.0	19.6	21.6	20.3
07:45	23.0	22.5	23.5	12.4	15.6	19.1	24.1	32.5	22.7	21.6	25.1	21.9
08:00	24.2	23.1	25.2	13.4	15.3	20.1	23.9	35.7	25.4	23.5	26.2	22.4
08:15	23.8	22.8	24.7	12.7	14.3	19.2	23.6	35.9	26.1	24.1	26.1	21.2
08:30	23.5	22.2	24.8	12.4	14.4	19.2	23.5	35.3	25.6	24.3	25.8	21.0
08:45	24.1	22.2	25.8	12.7	14.7	19.9	23.5	36.4	25.4	25.7	26.5	21.4
09:00	24.4	22.7	26.0	13.2	14.5	20.2	23.5	37.1	27.0	25.5	26.8	21.4
09:15	23.3	21.9	24.5	13.1	13.6	18.7	23.4	34.9	25.8	25.1	25.5	20.3
09:30	23.2	22.0	24.4	13.4	13.5	19.0	23.3	34.6	26.4	25.6	25.3	20.0
09:45	23.3	22.3	24.3	13.7	14.1	18.2	23.5	34.9	26.6	25.6	24.9	20.4
10:00	23.2	22.1	24.1	13.3	14.4	18.2	23.3	34.4	25.5	26.2	24.8	20.3
10:15	22.6	21.5	23.6	13.2	14.8	18.5	22.8	32.6	25.3	25.2	24.3	19.7
10:30	22.8	21.8	23.8	13.5	15.1	19.1	22.7	32.9	25.3	25.9	23.8	20.4
10:45	23.2	22.2	24.1	13.4	14.7	19.2	23.3	33.7	25.8	26.4	24.4	20.5
11:00	24.1	22.7	25.4	14.1	15.2	20.1	23.9	35.2	26.3	26.7	25.9	21.3
11:15	24.5	23.0	25.9	15.1	16.1	20.6	24.1	35.1	26.2	27.7	26.3	21.6
11:30	26.0	24.4	27.5	15.8	15.9	21.4	27.1	37.1	27.3	28.7	27.6	23.7
11:45	27.7	26.8	28.5	15.7	17.4	22.3	28.2	40.5	28.9	29.3	29.6	25.3
12:00	29.3	28.9	29.6	16.5	18.5	22.3	30.1	43.3	30.3	30.5	31.3	26.9
12:15	27.1	26.3	27.9	14.6	15.7	19.8	27.9	41.9	28.1	28.3	28.0	25.7
12:30	26.7	26.0	27.4	14.6	15.6	18.8	27.9	41.1	27.1	27.6	27.7	25.5
12:45	25.1	24.8	25.4	14.1	14.8	18.5	27.4	37.0	26.4	25.5	25.8	23.9
13:00	22.4	22.3	22.5	13.0	14.4	18.7	25.2	30.0	23.9	21.7	23.1	21.4
13:15	20.2	20.4	20.1	12.3	14.1	18.0	23.1	25.4	21.2	18.7	21.3	19.4
13:30	19.1	19.4	18.8	12.3	13.0	17.6	21.7	23.5	20.8	17.8	20.0	18.0
13:45	17.7	18.3	17.1	10.9	12.1	16.0	19.9	22.2	20.2	16.2	18.5	16.5
14:00	17.3	18.2	16.5	11.1	12.8	15.6	19.5	21.1	20.1	16.4	18.0	16.0
14:15	16.2	17.0	15.4	10.8	12.1	14.5	18.5	19.4	18.6	15.0	17.0	15.0
14:30	16.0	16.7	15.3	10.6	11.9	14.7	18.0	19.3	18.2	15.1	16.6	14.9
14:45	15.6	16.3	15.0	10.3	11.7	14.4	17.6	18.8	18.4	14.3	16.3	14.4

* 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 2010 / Svizzera italiana

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

universo: 295'700 persone (15+) campione: 4'664 persone / 32'120 giorni misurati

	formazione conclusa											
	totale persone	sesso		età					formazione conclusa			
		uomini	donne	15-24	25-34	35-44	45-59	60+	nessuna	obbligo	scuola prof.	superiore*
15:00	16.5	17.3	15.8	10.4	12.4	14.8	19.0	19.9	18.8	15.4	17.0	15.6
15:15	16.5	17.6	15.4	10.7	12.5	16.0	18.6	19.3	18.8	15.3	17.2	15.4
15:30	16.6	17.7	15.6	10.8	12.5	16.3	18.4	19.6	18.5	14.6	17.4	15.9
15:45	16.6	17.7	15.6	10.5	12.3	16.8	18.3	19.5	17.8	15.0	16.7	16.5
16:00	17.2	18.3	16.2	11.2	13.0	17.2	19.1	20.1	18.0	15.0	17.2	17.6
16:15	16.8	18.2	15.5	11.4	13.4	16.3	19.5	18.7	17.8	15.8	16.5	17.0
16:30	16.3	17.6	15.1	11.2	13.1	15.6	19.2	18.0	17.4	15.1	16.0	16.5
16:45	16.3	17.7	15.0	11.1	12.8	16.1	18.3	18.5	17.3	15.0	16.1	16.5
17:00	17.6	19.2	16.3	11.8	15.1	17.7	19.7	19.4	19.1	15.8	17.7	17.7
17:15	17.5	18.7	16.3	10.8	14.9	17.3	19.8	19.5	19.3	15.3	17.3	17.6
17:30	17.8	19.1	16.5	11.2	15.4	17.4	19.4	20.4	20.8	15.9	17.6	17.4
17:45	18.5	19.2	17.8	11.2	14.6	16.8	19.4	23.5	20.4	16.9	18.2	18.4
18:00	19.7	20.4	19.1	11.0	14.9	17.2	20.3	26.7	21.3	17.7	19.7	19.8
18:15	19.0	20.0	18.2	11.4	14.0	16.1	19.0	26.4	20.3	17.6	18.4	19.4
18:30	18.6	19.3	18.0	11.1	13.5	15.5	18.5	26.3	20.2	17.4	17.6	19.2
18:45	17.4	18.3	16.6	10.9	12.4	14.9	17.3	24.3	19.0	16.0	16.3	18.1
19:00	13.9	15.0	12.9	9.3	10.6	11.8	15.3	17.6	15.4	11.4	13.3	14.6
19:15	11.6	12.2	11.1	8.4	9.1	10.0	13.1	13.9	12.9	9.5	11.1	12.2
19:30	9.8	10.4	9.4	7.4	7.4	9.1	11.1	11.3	10.8	8.6	9.1	10.4
19:45	8.9	9.4	8.3	6.5	6.9	8.4	10.0	10.1	9.8	7.9	8.7	9.0
20:00	8.3	8.8	7.9	6.2	7.1	7.5	9.8	9.1	9.1	7.5	8.1	8.6
20:15	7.1	7.4	7.0	5.5	6.0	6.7	8.0	8.0	7.7	6.7	7.0	7.2
20:30	6.6	7.0	6.3	5.1	5.1	5.9	6.9	8.3	7.2	6.3	6.6	6.6
20:45	5.7	5.8	5.5	4.0	4.3	4.8	6.1	7.2	6.6	5.2	5.7	5.5
21:00	5.6	6.0	5.2	4.4	3.9	4.6	5.8	7.4	6.7	5.1	5.6	5.3
21:15	5.2	5.5	4.8	3.7	3.9	4.2	5.4	6.8	6.2	4.4	4.9	5.3
21:30	4.9	5.4	4.5	4.0	3.4	3.5	5.2	6.7	5.6	4.7	4.7	5.0
21:45	4.9	5.2	4.7	2.9	3.3	3.6	4.9	7.4	5.7	4.4	5.0	4.8
22:00	5.0	5.2	4.8	3.0	3.8	3.2	4.9	7.6	5.7	4.6	4.8	4.9
22:15	4.7	5.0	4.5	3.0	3.8	3.1	4.8	6.9	5.7	4.2	4.3	4.9
22:30	4.6	4.7	4.5	2.5	3.2	3.4	4.6	6.9	5.7	4.1	4.3	4.6
22:45	4.6	4.8	4.4	2.6	3.3	3.1	4.5	7.0	5.0	3.9	4.4	4.8
23:00	4.6	4.9	4.3	2.3	3.2	2.8	4.5	7.5	5.4	3.9	4.1	5.0
23:15	4.1	4.3	4.0	2.3	2.8	2.7	4.1	6.6	4.6	3.6	3.8	4.4
23:30	3.6	3.5	3.7	2.0	2.4	2.2	3.5	5.9	4.3	3.4	3.3	3.7
23:45	3.4	3.1	3.6	1.9	2.2	1.9	3.1	5.7	3.9	3.8	3.0	3.3
penetraz. quot.	87.8	88.4	87.2	73.5	81.0	87.3	90.9	94.4	88.4	84.0	88.8	87.9
durata in min.	106	106	107	61	66	80	110	158	120	113	109	99

* 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 2010 / Svizzera italiana

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

universo: 295'700 persone (15+) campione: 4'664 persone / 32'120 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	4.8		2.8	2.0	0.2	0.4	0.9	1.4	2.0	0.9	0.7	1.8	1.4
05:15	5.5		3.2	2.3	0.2	0.5	1.1	1.7	2.1	1.0	0.7	2.0	1.8
05:30	7.3		4.2	3.1	0.4	0.6	1.3	2.5	2.6	1.4	0.8	2.5	2.6
05:45	11.7		6.4	5.3	0.6	0.9	1.7	4.5	4.0	1.8	1.1	4.0	4.8
06:00	16.5		9.2	7.3	1.0	1.2	2.8	6.0	5.6	2.4	1.5	5.4	7.2
06:15	22.3		12.0	10.3	1.2	1.8	4.4	7.9	7.0	3.1	2.1	7.1	10.0
06:30	30.8		16.5	14.3	1.9	3.0	5.9	10.4	9.6	4.2	3.0	9.9	13.6
06:45	42.8		22.9	19.9	2.5	4.3	7.6	14.0	14.6	6.1	4.2	14.0	18.4
07:00	52.2		27.5	24.7	3.2	5.3	9.5	15.7	18.6	7.4	5.3	16.5	22.7
07:15	57.6		29.7	28.0	3.8	6.0	9.8	17.0	21.1	7.9	6.0	18.6	24.9
07:30	60.7		29.8	30.9	4.3	6.2	10.1	16.4	23.7	8.5	6.6	20.4	25.0
07:45	68.1		31.9	36.2	4.3	6.6	11.0	17.7	28.4	9.6	7.3	23.7	27.0
08:00	71.5		32.7	38.7	4.7	6.4	11.6	17.5	31.2	10.7	8.0	24.8	27.6
08:15	70.3		32.3	38.1	4.4	6.0	11.1	17.4	31.4	11.0	8.2	24.7	26.0
08:30	69.6		31.5	38.2	4.3	6.1	11.1	17.2	30.9	10.9	8.2	24.4	25.8
08:45	71.2		31.5	39.7	4.4	6.2	11.5	17.2	31.8	10.8	8.7	25.0	26.4
09:00	72.1		32.2	40.0	4.6	6.1	11.7	17.2	32.5	11.5	8.6	25.3	26.4
09:15	68.8		31.1	37.8	4.6	5.7	10.8	17.2	30.5	10.9	8.5	24.0	25.0
09:30	68.7		31.1	37.6	4.7	5.7	11.0	17.1	30.2	11.2	8.6	23.9	24.6
09:45	69.0		31.6	37.3	4.8	5.9	10.5	17.3	30.5	11.3	8.6	23.5	25.0
10:00	68.4		31.3	37.2	4.6	6.1	10.5	17.1	30.1	10.8	8.8	23.4	25.0
10:15	66.8		30.5	36.4	4.6	6.2	10.7	16.8	28.5	10.7	8.5	22.9	24.2
10:30	67.5		31.0	36.6	4.7	6.4	11.0	16.7	28.8	10.7	8.8	22.5	25.1
10:45	68.5		31.4	37.1	4.7	6.2	11.1	17.1	29.5	10.9	8.9	23.0	25.3
11:00	71.2		32.2	39.0	4.9	6.4	11.6	17.5	30.8	11.1	9.0	24.5	26.2
11:15	72.4		32.6	39.8	5.3	6.8	11.9	17.7	30.7	11.1	9.4	24.8	26.6
11:30	76.9		34.5	42.4	5.5	6.7	12.4	19.9	32.5	11.5	9.7	26.0	29.1
11:45	81.8		37.9	43.9	5.5	7.3	12.9	20.7	35.4	12.3	9.9	27.9	31.1
12:00	86.5		40.9	45.5	5.8	7.8	12.9	22.1	37.9	12.8	10.3	29.6	33.1
12:15	80.2		37.2	43.0	5.1	6.6	11.4	20.5	36.6	11.9	9.6	26.4	31.7
12:30	79.0		36.9	42.1	5.1	6.6	10.9	20.5	35.9	11.5	9.3	26.2	31.4
12:45	74.3		35.2	39.1	4.9	6.2	10.7	20.1	32.3	11.2	8.6	24.4	29.5
13:00	66.2		31.6	34.6	4.5	6.1	10.8	18.5	26.3	10.1	7.3	21.9	26.3
13:15	59.8		28.9	30.9	4.3	5.9	10.4	16.9	22.2	9.0	6.3	20.1	23.9
13:30	56.4		27.5	28.9	4.3	5.5	10.2	15.9	20.6	8.8	6.0	18.9	22.2
13:45	52.2		25.9	26.3	3.8	5.1	9.2	14.6	19.4	8.6	5.5	17.5	20.3
14:00	51.1		25.7	25.3	3.9	5.4	9.0	14.3	18.4	8.5	5.5	17.0	19.6
14:15	47.8		24.1	23.7	3.8	5.1	8.4	13.6	17.0	7.9	5.1	16.1	18.4
14:30	47.3		23.7	23.6	3.7	5.0	8.5	13.2	16.9	7.7	5.1	15.7	18.4
14:45	46.2		23.0	23.1	3.6	4.9	8.3	12.9	16.5	7.8	4.8	15.4	17.8

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

3.4 Consumo radiofonico per caratteristiche sociodemografiche: penetrazione in migliaia

Risultati dal panel radio 2010 / Svizzera italiana

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

universo: 295'700 persone (15+) campione: 4'664 persone / 32'120 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	48.9	24.6	24.3	3.6	5.2	8.6	14.0	17.4	7.9	5.2	16.1	19.2
15:15	48.7	25.0	23.8	3.7	5.3	9.2	13.7	16.9	8.0	5.2	16.2	19.0
15:30	49.1	25.1	24.0	3.8	5.3	9.4	13.5	17.2	7.9	5.0	16.4	19.5
15:45	49.0	25.0	24.0	3.6	5.2	9.7	13.4	17.0	7.6	5.1	15.8	20.3
16:00	50.9	26.0	25.0	3.9	5.5	9.9	14.1	17.6	7.6	5.1	16.2	21.6
16:15	49.7	25.9	23.9	4.0	5.6	9.4	14.3	16.4	7.6	5.4	15.6	20.9
16:30	48.2	25.0	23.2	3.9	5.5	9.0	14.1	15.7	7.4	5.1	15.1	20.3
16:45	48.2	25.1	23.1	3.9	5.4	9.3	13.4	16.2	7.3	5.1	15.2	20.3
17:00	52.2	27.2	25.0	4.1	6.4	10.3	14.5	17.0	8.1	5.3	16.7	21.8
17:15	51.6	26.5	25.1	3.8	6.3	10.0	14.5	17.1	8.2	5.2	16.3	21.7
17:30	52.6	27.1	25.5	3.9	6.5	10.1	14.3	17.8	8.8	5.4	16.6	21.4
17:45	54.6	27.2	27.4	3.9	6.2	9.7	14.3	20.5	8.6	5.7	17.2	22.7
18:00	58.3	28.9	29.4	3.8	6.3	10.0	14.9	23.3	9.0	6.0	18.6	24.3
18:15	56.2	28.3	27.9	4.0	5.9	9.3	13.9	23.1	8.6	5.9	17.4	23.9
18:30	55.0	27.3	27.7	3.9	5.7	8.9	13.6	23.0	8.6	5.9	16.6	23.6
18:45	51.6	26.0	25.6	3.8	5.3	8.6	12.7	21.2	8.1	5.4	15.4	22.3
19:00	41.1	21.3	19.8	3.3	4.5	6.9	11.2	15.3	6.5	3.9	12.6	17.9
19:15	34.3	17.3	17.0	2.9	3.8	5.8	9.6	12.1	5.4	3.2	10.5	15.0
19:30	29.1	14.7	14.4	2.6	3.1	5.2	8.2	9.9	4.6	2.9	8.6	12.8
19:45	26.2	13.4	12.8	2.3	2.9	4.9	7.3	8.9	4.2	2.7	8.2	11.1
20:00	24.6	12.4	12.2	2.1	3.0	4.3	7.2	7.9	3.8	2.5	7.6	10.6
20:15	21.1	10.4	10.7	1.9	2.5	3.9	5.9	7.0	3.3	2.3	6.6	8.9
20:30	19.6	9.9	9.8	1.8	2.2	3.4	5.1	7.2	3.0	2.1	6.2	8.1
20:45	16.8	8.3	8.5	1.4	1.8	2.8	4.5	6.3	2.8	1.8	5.4	6.7
21:00	16.5	8.5	8.0	1.5	1.6	2.7	4.2	6.4	2.9	1.7	5.3	6.6
21:15	15.2	7.8	7.4	1.3	1.6	2.4	4.0	5.9	2.6	1.5	4.6	6.5
21:30	14.5	7.6	6.9	1.4	1.5	2.0	3.8	5.8	2.4	1.6	4.4	6.1
21:45	14.5	7.3	7.2	1.0	1.4	2.1	3.6	6.5	2.4	1.5	4.7	5.9
22:00	14.7	7.3	7.4	1.0	1.6	1.8	3.6	6.6	2.4	1.6	4.6	6.1
22:15	14.0	7.1	6.9	1.1	1.6	1.8	3.5	6.0	2.4	1.4	4.1	6.0
22:30	13.6	6.7	6.9	0.9	1.4	2.0	3.4	6.0	2.4	1.4	4.1	5.6
22:45	13.6	6.8	6.8	0.9	1.4	1.8	3.3	6.2	2.1	1.3	4.2	5.9
23:00	13.6	7.0	6.7	0.8	1.3	1.6	3.3	6.6	2.3	1.3	3.8	6.2
23:15	12.2	6.1	6.2	0.8	1.2	1.5	3.0	5.8	2.0	1.2	3.6	5.5
23:30	10.7	5.0	5.7	0.7	1.0	1.3	2.6	5.2	1.8	1.1	3.1	4.6
23:45	10.0	4.5	5.5	0.7	0.9	1.1	2.3	5.0	1.7	1.3	2.9	4.1
penetraz. quot.	259.5	125.3	134.2	25.6	34.2	50.5	66.7	82.6	37.4	28.4	83.9	108.2
durata in min.	106	106	107	61	66	80	110	158	120	113	109	99

* 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 2010 / Svizzera italiana

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

universo: 295'700 persone (15+) campione: 4'664 persone / 32'120 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	57	44	4	6	17	27	46	21	17	35	26
05:15	100	58	42	4	7	17	30	41	21	13	35	30
05:30	100	55	45	6	7	16	33	39	21	13	33	34
05:45	100	54	46	5	7	13	37	39	16	12	33	39
06:00	100	54	46	6	6	14	38	36	15	10	32	43
06:15	100	53	47	5	8	18	35	34	14	9	31	45
06:30	100	52	48	6	9	19	34	33	13	10	31	45
06:45	100	52	48	5	10	17	32	36	14	10	32	44
07:00	100	52	48	5	9	16	30	39	15	11	31	43
07:15	100	51	50	6	9	16	29	40	14	11	32	42
07:30	100	48	52	7	9	15	26	43	14	12	33	41
07:45	100	46	54	6	9	15	25	45	14	12	34	39
08:00	100	45	55	6	8	14	24	49	15	12	34	38
08:15	100	45	55	6	8	14	24	49	16	12	35	36
08:30	100	43	57	6	8	14	24	48	16	13	35	36
08:45	100	43	57	6	8	15	23	48	16	13	35	36
09:00	100	44	56	6	8	14	23	49	16	13	35	36
09:15	100	44	56	7	8	14	24	47	16	13	34	35
09:30	100	44	56	7	8	14	25	47	17	13	34	36
09:45	100	45	55	7	8	14	24	47	16	13	34	36
10:00	100	45	55	7	8	14	24	47	16	14	34	36
10:15	100	45	55	7	9	15	25	46	16	14	34	36
10:30	100	45	55	7	9	15	24	46	16	14	33	36
10:45	100	44	56	7	9	15	24	45	16	14	33	36
11:00	100	45	55	7	9	15	24	46	16	14	33	37
11:15	100	44	56	7	9	15	24	45	16	14	33	36
11:30	100	44	56	7	8	15	24	46	16	14	34	37
11:45	100	45	55	7	8	14	24	47	15	13	34	37
12:00	100	46	54	6	8	13	24	49	15	13	34	37
12:15	100	46	54	6	7	12	25	50	15	13	33	38
12:30	100	46	54	6	7	12	25	50	15	13	33	38
12:45	100	47	53	6	7	12	26	49	16	12	33	38
13:00	100	47	53	6	8	14	27	45	16	12	33	38
13:15	100	48	52	7	9	15	27	42	16	12	33	39
13:30	100	48	52	7	9	16	28	41	17	11	34	38
13:45	100	49	51	7	9	16	27	41	17	12	33	38
14:00	100	49	51	8	10	16	27	40	17	12	33	37
14:15	100	50	50	8	10	16	28	39	18	11	33	37
14:30	100	50	50	8	10	16	28	39	17	12	33	37
14:45	100	50	50	8	10	16	28	39	18	12	32	38

* 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 2010 / Svizzera italiana

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

universo: 295'700 persone (15+) campione: 4'664 persone / 32'120 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	51	49	7	10	17	28	38	17	12	32	39
15:15	100	51	49	8	10	18	27	37	16	11	33	39
15:30	100	51	49	8	10	17	27	38	16	11	32	39
15:45	100	51	49	7	10	18	27	38	16	11	32	41
16:00	100	51	50	8	10	17	27	37	15	11	31	42
16:15	100	52	48	8	11	16	29	37	16	11	31	42
16:30	100	52	48	8	11	17	28	36	16	11	31	42
16:45	100	52	48	8	11	17	27	37	16	11	30	42
17:00	100	52	48	8	11	18	27	36	16	11	32	41
17:15	100	52	48	7	12	18	27	36	16	11	31	42
17:30	100	52	48	7	12	18	27	38	17	11	31	40
17:45	100	50	50	7	11	17	25	41	17	11	31	40
18:00	100	49	51	6	9	15	25	45	16	11	32	41
18:15	100	50	50	7	9	14	24	46	16	12	31	41
18:30	100	50	50	6	9	14	23	47	16	11	30	42
18:45	100	51	49	7	9	15	25	44	16	11	30	43
19:00	100	52	48	8	10	15	28	40	16	10	31	43
19:15	100	51	49	8	10	15	28	39	17	10	31	42
19:30	100	50	50	9	10	16	28	38	16	10	31	42
19:45	100	51	49	9	10	17	28	36	16	11	32	41
20:00	100	50	50	8	11	16	29	36	17	12	32	40
20:15	100	49	52	9	10	17	27	37	16	12	32	40
20:30	100	49	51	9	10	15	26	40	17	11	32	40
20:45	100	48	52	8	9	14	27	43	18	11	32	39
21:00	100	50	50	8	9	14	27	43	19	10	32	39
21:15	100	51	49	8	9	13	25	45	18	11	30	41
21:30	100	51	49	8	8	12	24	48	19	11	31	40
21:45	100	50	50	7	8	10	24	51	18	12	32	39
22:00	100	49	51	6	8	10	24	52	18	11	31	40
22:15	100	50	50	6	9	10	24	51	18	10	29	42
22:30	100	48	52	5	9	11	24	52	19	11	29	41
22:45	100	49	51	6	8	10	23	53	17	10	30	43
23:00	100	50	50	5	7	11	24	54	18	10	27	45
23:15	100	49	52	5	8	10	23	53	18	10	28	44
23:30	100	44	56	5	8	11	23	54	18	10	28	43
23:45	100	43	57	5	7	9	22	56	18	13	29	39
comp. quotidiana del pubblico	100	48	52	7	9	15	26	44	16	12	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 2010 / Svizzera italiana

PENETRAZIONE PER QUARTO D'ORA in %, totale radio

universo: 295'700 persone (15+) campione: 4'664 persone / 32'120 giorni misurati

	giorni della settimana							lunedì - venerdì	sabato - domenica	lunedì - domenica
	lunedì	martedì	mercoledì	giovedì	venerdì	sabato	domenica			
totale persone	88.7	89.3	89.0	89.6	90.1	86.1	81.5	89.4	83.8	87.8
sesso										
uomini	89.7	89.8	89.4	90.0	90.8	86.9	81.2	90.0	84.1	88.4
donne	87.8	88.8	88.6	89.1	89.5	85.3	81.7	88.7	83.4	87.2
età										
15-24	73.7	74.1	76.8	74.9	79.8	70.8	64.7	75.8	67.6	73.5
25-34	83.0	83.5	82.4	83.5	82.5	79.2	70.8	83.3	75.4	81.0
35-44	89.1	87.9	88.6	89.2	91.0	86.1	79.3	89.1	82.7	87.3
45-59	92.3	93.3	91.8	93.8	92.8	87.7	83.9	92.8	86.0	90.9
60+	94.0	95.6	94.8	94.9	95.0	93.8	92.5	95.0	93.1	94.4
formazione conclusa										
nessuna	88.1	89.6	89.1	91.6	91.4	85.4	83.3	89.9	84.6	88.4
obbligo	83.4	84.6	87.7	85.1	87.5	83.4	77.1	85.6	80.0	84.0
scuola prof.	89.8	90.7	89.8	91.0	91.3	86.9	82.3	90.5	84.4	88.8
superiore*	89.6	89.5	88.8	89.0	89.7	86.5	81.5	89.4	84.2	87.9

* 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 2010 / Svizzera italiana

DURATA in minuti, totale radio

universo: 295'700 persone (15+) campione: 4'664 persone / 32'120 giorni misurati

	giorni della settimana							lunedì - venerdì	sabato - domenica	lunedì - domenica
	lunedì	martedì	mercoledì	giovedì	venerdì	sabato	domenica			
totale persone	111.9	115.7	110.6	114.0	112.7	93.0	84.3	113.2	89.3	106.4
sesso										
uomini	112.4	115.9	110.2	114.6	113.8	91.8	80.5	113.8	87.1	106.2
donne	111.5	115.5	111.0	113.4	111.8	94.1	87.8	112.7	91.4	106.6
età										
15-24	63.9	68.4	64.3	67.0	71.1	48.5	40.0	66.9	45.8	60.9
25-34	69.7	73.9	75.7	75.5	69.9	52.9	39.5	73.3	47.3	65.9
35-44	88.9	92.4	87.1	89.7	83.2	68.1	54.4	87.8	61.2	80.3
45-59	117.9	119.4	116.4	118.7	118.7	91.1	83.1	118.9	88.2	110.2
60+	161.1	166.5	156.1	162.9	164.1	147.6	143.8	162.9	146.5	158.2
formazione conclusa										
nessuna	126.5	128.4	121.3	130.4	127.7	105.7	95.5	127.4	101.5	119.9
obbligo	111.6	120.5	112.4	122.2	125.0	98.0	92.8	118.9	96.8	112.6
scuola prof.	114.9	120.1	109.3	117.2	114.8	94.3	86.2	115.3	91.2	108.5
superiore*	104.7	106.7	107.6	103.5	103.0	86.2	76.7	105.4	81.6	98.6

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

Risultati dal panel radio 2010 / Svizzera italiana

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

universo: 295'700 persone (15+) campione: 4'664 persone / 32'120 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	0.7	0.0	0.2	0.3	1.2	0.3	0.2	0.0	0.1
05:15	1.9	1.1	0.9	0.0	0.2	0.3	1.4	0.2	0.3	0.0	0.2
05:30	2.5	1.5	1.2	0.0	0.2	0.4	1.9	0.4	0.3	0.0	0.2
05:45	4.0	2.6	2.1	0.1	0.4	0.6	3.2	0.4	0.4	0.0	0.3
06:00	5.6	4.0	3.2	0.2	0.7	0.8	4.8	0.4	0.5	0.1	0.4
06:15	7.6	5.6	4.1	0.3	1.2	1.1	6.6	0.6	0.7	0.1	0.5
06:30	10.4	7.7	5.8	0.4	1.7	1.3	9.0	0.9	0.9	0.2	0.6
06:45	14.5	11.2	8.5	0.6	2.4	1.7	12.8	1.0	1.0	0.3	0.7
07:00	17.7	13.7	10.3	0.5	3.1	2.0	15.5	1.3	1.2	0.1	0.9
07:15	19.5	14.8	10.7	0.8	3.8	2.3	16.9	1.7	1.4	0.1	1.2
07:30	20.5	15.2	10.7	1.1	3.9	2.4	17.5	1.9	1.8	0.2	1.5
07:45	23.0	17.1	12.4	1.1	4.0	2.7	19.6	2.2	2.0	0.2	1.7
08:00	24.2	17.9	13.1	1.0	4.1	2.8	20.4	2.4	2.0	0.2	1.7
08:15	23.8	17.6	12.6	1.2	4.3	2.7	20.1	2.5	2.0	0.2	1.7
08:30	23.5	17.1	11.7	1.3	4.5	2.7	19.7	2.5	2.1	0.2	1.7
08:45	24.1	17.1	11.6	1.3	4.7	2.9	19.8	2.6	2.2	0.2	1.8
09:00	24.4	17.0	11.6	1.3	4.6	3.2	20.0	2.7	2.3	0.2	1.8
09:15	23.3	16.2	10.6	1.2	4.7	3.0	19.1	2.6	2.2	0.2	1.7
09:30	23.2	16.0	10.3	1.2	4.8	3.0	18.8	2.7	2.2	0.2	1.8
09:45	23.3	16.0	10.3	1.2	4.8	2.9	18.8	2.7	2.3	0.2	1.9
10:00	23.2	15.8	10.1	1.2	4.9	2.9	18.5	2.7	2.5	0.2	2.0
10:15	22.6	15.3	9.4	1.2	5.1	2.8	18.0	2.7	2.4	0.2	1.9
10:30	22.8	15.4	9.3	1.3	5.2	2.9	18.1	2.7	2.5	0.2	2.0
10:45	23.2	15.8	9.6	1.3	5.2	2.9	18.5	2.7	2.6	0.2	2.2
11:00	24.1	16.5	10.2	1.3	5.5	2.9	19.3	2.8	2.6	0.2	2.1
11:15	24.5	17.0	10.3	1.1	5.8	2.9	19.7	2.9	2.4	0.2	2.0
11:30	26.0	18.5	11.6	1.3	6.0	2.9	21.2	2.9	2.4	0.2	2.0
11:45	27.7	20.4	13.8	1.4	5.8	2.9	23.1	2.8	2.4	0.2	2.0
12:00	29.3	22.2	16.1	1.7	5.2	3.0	25.0	2.8	2.3	0.2	1.9
12:15	27.1	20.8	16.0	1.2	4.2	2.9	23.6	2.2	1.9	0.1	1.6
12:30	26.7	20.8	16.3	1.0	3.9	2.9	23.5	1.8	1.8	0.1	1.5
12:45	25.1	19.0	14.5	1.1	3.9	2.8	21.8	2.0	1.8	0.2	1.4
13:00	22.4	16.2	11.0	1.3	4.3	2.7	18.7	2.2	1.9	0.2	1.5
13:15	20.2	14.2	8.8	1.3	4.5	2.6	16.7	2.0	1.9	0.2	1.5
13:30	19.1	13.1	7.9	1.1	4.5	2.6	15.6	2.1	2.0	0.2	1.6
13:45	17.7	11.8	6.7	1.0	4.3	2.5	14.1	2.1	1.8	0.2	1.5
14:00	17.3	11.2	6.4	0.9	4.2	2.4	13.5	2.3	1.9	0.1	1.5
14:15	16.2	10.6	5.7	0.9	4.3	2.2	12.7	2.0	1.8	0.1	1.4
14:30	16.0	10.4	5.5	1.0	4.1	2.2	12.4	2.1	1.9	0.1	1.5
14:45	15.6	10.2	5.4	0.9	4.0	2.1	12.2	2.1	1.8	0.1	1.4

3.8 Consumo radiofonico per emittente: penetrazione in %

Risultati dal panel radio 2010 / Svizzera italiana

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

universo: 295'700 persone (15+) campione: 4'664 persone / 32'120 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	16.5	10.7	5.8	1.0	4.2	2.2	12.8	2.2	2.0	0.1	1.6
15:15	16.5	10.7	5.6	1.0	4.4	2.1	12.7	2.3	1.9	0.2	1.6
15:30	16.6	10.7	5.6	1.1	4.2	2.1	12.6	2.4	2.1	0.2	1.7
15:45	16.6	10.5	5.5	1.0	4.2	2.2	12.6	2.4	2.0	0.1	1.7
16:00	17.2	11.0	6.0	1.0	4.2	2.2	13.1	2.4	2.2	0.2	1.8
16:15	16.8	10.9	5.7	1.1	4.3	2.1	12.9	2.3	2.2	0.2	1.8
16:30	16.3	10.6	5.6	1.1	4.2	2.0	12.5	2.2	2.1	0.2	1.7
16:45	16.3	10.6	5.8	1.0	4.2	2.0	12.5	2.2	2.1	0.2	1.8
17:00	17.6	11.6	6.6	1.0	4.5	2.3	13.7	2.4	2.1	0.2	1.7
17:15	17.5	11.6	6.4	1.1	4.4	2.2	13.6	2.3	2.1	0.2	1.7
17:30	17.8	12.0	7.3	1.1	4.2	2.2	14.0	2.3	2.0	0.2	1.6
17:45	18.5	12.7	8.3	1.1	3.8	2.3	14.9	2.3	1.8	0.2	1.5
18:00	19.7	14.1	10.0	1.0	3.4	2.4	16.4	2.1	1.8	0.2	1.4
18:15	19.0	14.0	10.2	0.9	3.2	2.2	16.0	1.8	1.6	0.1	1.3
18:30	18.6	13.9	10.3	0.9	3.0	2.0	15.7	1.8	1.6	0.2	1.2
18:45	17.4	13.2	9.6	0.9	3.1	1.7	14.8	1.6	1.5	0.1	1.1
19:00	13.9	10.0	6.6	1.1	2.6	1.6	11.5	1.4	1.4	0.2	1.1
19:15	11.6	8.1	5.2	1.1	2.1	1.3	9.3	1.3	1.3	0.1	1.0
19:30	9.8	6.6	4.2	0.8	1.8	1.1	7.7	1.2	1.2	0.1	0.9
19:45	8.9	5.9	3.9	0.7	1.5	1.0	6.8	1.1	1.1	0.1	0.8
20:00	8.3	5.4	3.5	0.6	1.4	1.1	6.5	1.1	1.0	0.1	0.8
20:15	7.1	4.6	2.9	0.4	1.4	1.0	5.5	0.9	0.9	0.1	0.7
20:30	6.6	4.0	2.5	0.4	1.2	1.0	4.9	0.8	1.1	0.2	0.7
20:45	5.7	3.3	2.1	0.4	1.0	0.8	4.1	0.7	1.0	0.1	0.7
21:00	5.6	3.3	2.1	0.4	0.9	0.8	4.1	0.7	1.0	0.1	0.6
21:15	5.2	3.0	2.0	0.4	0.8	0.9	3.9	0.6	0.8	0.2	0.5
21:30	4.9	2.9	1.9	0.4	0.7	0.8	3.7	0.6	0.9	0.1	0.6
21:45	4.9	3.0	2.0	0.4	0.7	0.9	3.8	0.5	0.8	0.2	0.5
22:00	5.0	3.0	2.1	0.3	0.7	1.0	3.9	0.4	0.7	0.1	0.4
22:15	4.7	2.9	2.0	0.3	0.7	0.9	3.7	0.4	0.7	0.1	0.4
22:30	4.6	2.8	1.9	0.3	0.7	0.9	3.6	0.4	0.7	0.2	0.4
22:45	4.6	2.9	1.9	0.3	0.7	0.8	3.7	0.4	0.6	0.1	0.3
23:00	4.6	3.0	2.2	0.3	0.5	0.9	3.8	0.4	0.5	0.1	0.3
23:15	4.1	2.6	1.9	0.3	0.5	0.7	3.3	0.4	0.6	0.1	0.3
23:30	3.6	2.3	1.6	0.3	0.5	0.7	3.0	0.3	0.4	0.1	0.3
23:45	3.4	2.1	1.5	0.2	0.5	0.7	2.8	0.3	0.4	0.1	0.3
penetraz. quot.	87.8	67.2	49.2	9.9	32.1	25.3	75.9	28.6	31.1	4.3	19.6
durata in minuti	106	75	51	6	19	13	89	9	9	1	7

3.8 Consumo radiofonico per emittente: penetrazione in %

3.9 Consumo radiofonico per emittente: penetrazione in migliaia

Risultati dal panel radio 2010 / Svizzera italiana

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

universo: 295'700 persone (15+) campione: 4'664 persone / 32'120 giorni misurati

	radio	SRG SSR idée suisse					private CH	estere			
	totale	RSI	Rete Uno	Rete Due	Rete Tre	altre SSR	totale	totale	RAI	private it	
05:00	4.8	2.6	2.1	0.1	0.5	1.0	3.6	0.8	0.6	0.1	0.4
05:15	5.5	3.2	2.6	0.1	0.6	1.0	4.1	0.7	0.8	0.1	0.6
05:30	7.3	4.4	3.6	0.1	0.7	1.1	5.5	1.0	0.9	0.1	0.7
05:45	11.7	7.7	6.3	0.3	1.2	1.9	9.5	1.3	1.1	0.1	0.9
06:00	16.5	11.8	9.5	0.5	2.0	2.5	14.2	1.3	1.5	0.2	1.2
06:15	22.3	16.4	12.2	0.9	3.4	3.2	19.4	1.8	1.9	0.3	1.5
06:30	30.8	22.8	17.2	1.3	5.1	4.0	26.6	2.7	2.5	0.6	1.7
06:45	42.8	33.0	25.1	1.6	7.1	5.0	37.8	3.1	3.1	0.8	2.1
07:00	52.2	40.5	30.4	1.6	9.2	6.0	45.9	3.9	3.5	0.3	2.7
07:15	57.6	43.9	31.7	2.4	11.4	6.7	50.1	5.0	4.2	0.3	3.6
07:30	60.7	45.0	31.6	3.2	11.4	7.2	51.8	5.6	5.3	0.5	4.4
07:45	68.1	50.4	36.6	3.4	11.8	8.1	58.1	6.4	5.8	0.5	5.0
08:00	71.5	52.8	38.7	3.1	12.1	8.1	60.4	7.0	6.0	0.5	5.0
08:15	70.3	52.0	37.1	3.6	12.7	8.0	59.4	7.3	6.0	0.4	5.0
08:30	69.6	50.7	34.6	4.0	13.4	8.1	58.1	7.2	6.3	0.5	5.0
08:45	71.2	50.7	34.2	3.8	13.9	8.5	58.6	7.8	6.6	0.5	5.3
09:00	72.1	50.4	34.2	3.7	13.6	9.4	59.2	8.0	6.9	0.5	5.4
09:15	68.8	47.9	31.3	3.6	14.0	8.9	56.3	7.7	6.4	0.5	5.1
09:30	68.7	47.4	30.5	3.6	14.3	8.9	55.7	8.0	6.5	0.6	5.3
09:45	69.0	47.4	30.4	3.6	14.3	8.7	55.6	8.0	6.8	0.5	5.7
10:00	68.4	46.7	29.9	3.5	14.5	8.5	54.7	8.0	7.3	0.5	5.8
10:15	66.8	45.3	27.7	3.5	15.2	8.3	53.3	8.0	7.0	0.5	5.7
10:30	67.5	45.5	27.4	3.8	15.4	8.6	53.6	8.0	7.3	0.5	6.0
10:45	68.5	46.6	28.5	3.7	15.3	8.5	54.6	7.9	7.8	0.6	6.5
11:00	71.2	48.9	30.1	3.8	16.2	8.6	57.1	8.2	7.7	0.7	6.3
11:15	72.4	50.2	30.6	3.3	17.1	8.6	58.2	8.4	7.2	0.6	5.9
11:30	76.9	54.8	34.4	3.9	17.7	8.4	62.7	8.7	7.2	0.6	5.9
11:45	81.8	60.3	40.9	4.0	17.2	8.6	68.3	8.4	7.1	0.5	5.8
12:00	86.5	65.7	47.7	5.0	15.5	8.8	73.8	8.2	6.7	0.5	5.5
12:15	80.2	61.6	47.2	3.6	12.5	8.6	69.6	6.4	5.6	0.4	4.7
12:30	79.0	61.5	48.3	3.0	11.6	8.5	69.5	5.5	5.3	0.4	4.3
12:45	74.3	56.3	43.0	3.1	11.5	8.4	64.3	5.9	5.4	0.4	4.3
13:00	66.2	48.0	32.6	3.8	12.8	7.9	55.4	6.5	5.8	0.6	4.5
13:15	59.8	42.1	25.9	3.7	13.2	7.8	49.4	6.0	5.7	0.6	4.5
13:30	56.4	38.6	23.3	3.2	13.2	7.8	46.0	6.1	5.9	0.5	4.7
13:45	52.2	34.7	19.9	2.9	12.8	7.4	41.8	6.3	5.4	0.5	4.4
14:00	51.1	33.2	19.0	2.6	12.5	7.1	40.0	6.8	5.6	0.4	4.6
14:15	47.8	31.3	16.8	2.6	12.6	6.6	37.6	6.0	5.2	0.3	4.3
14:30	47.3	30.6	16.2	2.9	12.2	6.4	36.7	6.1	5.6	0.4	4.3
14:45	46.2	30.1	16.0	2.8	11.8	6.1	35.9	6.2	5.3	0.3	4.2

3.9 Consumo radiofonico per emittente: penetrazione in migliaia

Risultati dal panel radio 2010 / Svizzera italiana

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

universo: 295'700 persone (15+) campione: 4'664 persone / 32'120 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	48.9	31.6	17.1	3.0	12.5	6.6	37.8	6.5	5.8	0.3	4.7	
15:15	48.7	31.7	16.6	3.0	12.9	6.2	37.6	6.8	5.8	0.4	4.9	
15:30	49.1	31.6	16.6	3.4	12.5	6.1	37.4	6.9	6.1	0.5	5.0	
15:45	49.0	31.0	16.2	3.0	12.5	6.5	37.2	7.1	6.0	0.4	5.0	
16:00	50.9	32.4	17.8	3.0	12.3	6.6	38.6	7.2	6.6	0.5	5.3	
16:15	49.7	32.3	17.0	3.2	12.7	6.2	38.1	6.7	6.4	0.5	5.3	
16:30	48.2	31.4	16.7	3.1	12.3	5.8	36.8	6.3	6.2	0.5	5.0	
16:45	48.2	31.4	17.0	2.9	12.3	6.0	37.0	6.5	6.2	0.5	5.2	
17:00	52.2	34.3	19.6	3.0	13.2	6.7	40.5	7.1	6.3	0.5	5.1	
17:15	51.6	34.3	18.9	3.1	13.1	6.4	40.3	6.8	6.3	0.6	5.1	
17:30	52.6	35.4	21.5	3.2	12.4	6.4	41.5	6.8	5.9	0.5	4.8	
17:45	54.6	37.6	24.5	3.1	11.2	6.9	44.0	6.7	5.4	0.6	4.3	
18:00	58.3	41.8	29.6	2.9	10.1	7.1	48.4	6.2	5.3	0.5	4.2	
18:15	56.2	41.4	30.1	2.6	9.6	6.4	47.3	5.4	4.8	0.4	3.7	
18:30	55.0	41.1	30.6	2.6	8.8	5.8	46.4	5.2	4.8	0.5	3.6	
18:45	51.6	39.0	28.4	2.8	9.1	5.0	43.7	4.8	4.3	0.4	3.3	
19:00	41.1	29.6	19.6	3.3	7.8	4.8	34.0	4.1	4.2	0.4	3.3	
19:15	34.3	23.9	15.2	3.2	6.3	4.0	27.5	3.8	3.9	0.4	3.0	
19:30	29.1	19.6	12.4	2.4	5.3	3.3	22.7	3.5	3.6	0.3	2.7	
19:45	26.2	17.5	11.4	1.9	4.5	2.8	20.2	3.4	3.2	0.4	2.3	
20:00	24.6	15.9	10.3	1.6	4.3	3.4	19.1	3.2	3.0	0.3	2.2	
20:15	21.1	13.5	8.5	1.3	4.0	2.8	16.2	2.7	2.7	0.3	2.0	
20:30	19.6	11.9	7.3	1.2	3.6	2.9	14.6	2.4	3.2	0.6	2.0	
20:45	16.8	9.9	6.1	1.2	2.8	2.4	12.2	2.2	2.8	0.3	2.1	
21:00	16.5	9.7	6.2	1.1	2.5	2.5	12.1	2.0	2.8	0.4	1.9	
21:15	15.2	9.0	5.8	1.1	2.3	2.6	11.5	1.9	2.3	0.5	1.5	
21:30	14.5	8.6	5.6	1.0	2.0	2.4	10.8	1.6	2.5	0.4	1.7	
21:45	14.5	8.8	6.0	1.0	2.0	2.5	11.2	1.4	2.2	0.4	1.3	
22:00	14.7	9.0	6.2	1.0	2.0	2.8	11.6	1.2	2.0	0.4	1.3	
22:15	14.0	8.6	5.8	1.0	1.9	2.6	11.0	1.3	2.0	0.4	1.3	
22:30	13.6	8.2	5.5	1.0	2.0	2.6	10.7	1.2	2.0	0.4	1.1	
22:45	13.6	8.5	5.7	1.0	2.1	2.4	10.8	1.2	1.9	0.4	1.0	
23:00	13.6	8.8	6.6	0.8	1.6	2.6	11.3	1.2	1.5	0.2	1.0	
23:15	12.2	7.7	5.7	0.8	1.5	2.2	9.8	1.1	1.7	0.2	1.0	
23:30	10.7	6.8	4.7	0.8	1.6	2.0	8.7	0.9	1.2	0.2	0.8	
23:45	10.0	6.3	4.4	0.5	1.5	1.9	8.1	0.8	1.2	0.2	0.9	
penetraz. quot.	259.5	198.7	145.6	29.2	94.8	74.7	224.5	84.7	91.9	12.6	57.9	
durata in minuti	106	75	51	6	19	13	89	9	9	1	7	

Risultati dal panel radio 2010 / Svizzera italiana

QUOTA DI MERCATO in % (lu-do)

universo: 295'700 persone (15+) campione: 4'664 persone / 32'120 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	60.8	49.1	2.3	9.5	19.7	80.5	7.5	12.0	1.4	10.2
05:15	100.0	62.4	51.4	2.6	8.4	18.0	80.4	6.4	13.2	0.9	11.9
05:30	100.0	66.5	56.1	2.7	7.7	15.9	82.5	6.9	10.6	0.7	9.6
05:45	100.0	68.5	57.5	2.6	8.4	15.5	83.9	6.5	9.6	0.9	8.3
06:00	100.0	72.0	59.6	2.6	9.8	16.2	88.1	4.2	7.6	1.0	6.5
06:15	100.0	73.8	56.3	3.7	13.8	13.8	87.6	5.1	7.3	0.9	6.2
06:30	100.0	75.0	56.4	3.9	14.7	12.7	87.7	6.2	6.1	1.2	4.7
06:45	100.0	77.2	58.8	3.7	14.7	11.1	88.3	5.7	6.0	1.1	4.8
07:00	100.0	78.7	61.2	2.7	14.8	11.3	90.0	5.5	4.5	0.5	3.8
07:15	100.0	77.3	55.4	3.8	18.1	11.4	88.7	6.3	5.0	0.3	4.6
07:30	100.0	75.0	53.5	5.6	15.9	11.6	86.6	6.8	6.6	0.6	5.9
07:45	100.0	74.6	55.0	4.6	15.1	11.5	86.2	7.0	6.9	0.5	6.3
08:00	100.0	74.9	56.7	4.3	13.9	11.3	86.2	7.3	6.5	0.4	5.9
08:15	100.0	74.5	54.1	4.9	15.4	10.6	85.0	8.0	7.0	0.5	6.3
08:30	100.0	73.8	51.2	5.8	16.9	11.0	84.8	8.0	7.2	0.6	6.2
08:45	100.0	72.9	50.1	5.1	17.7	11.3	84.2	8.8	6.9	0.5	6.0
09:00	100.0	71.3	48.9	5.3	17.1	12.6	83.9	8.7	7.4	0.6	6.3
09:15	100.0	71.0	47.1	5.4	18.5	12.3	83.3	9.2	7.5	0.7	6.2
09:30	100.0	70.2	46.0	5.4	18.8	12.1	82.3	9.9	7.8	0.6	6.6
09:45	100.0	69.2	44.9	5.0	19.3	12.6	81.8	10.1	8.2	0.5	7.2
10:00	100.0	69.2	45.0	5.0	19.2	12.6	81.8	9.6	8.7	0.5	7.5
10:15	100.0	69.2	43.0	5.1	21.1	11.9	81.1	10.1	8.7	0.4	7.8
10:30	100.0	68.2	41.5	5.7	21.0	12.6	80.8	10.2	9.0	0.5	8.0
10:45	100.0	68.4	42.5	5.3	20.6	11.9	80.3	10.0	9.7	0.7	8.5
11:00	100.0	69.9	43.0	5.1	21.7	11.8	81.7	9.5	8.8	0.7	7.7
11:15	100.0	70.4	43.9	4.5	22.0	11.2	81.5	10.0	8.5	0.7	7.4
11:30	100.0	72.5	46.8	4.8	20.9	10.5	82.9	9.5	7.6	0.6	6.7
11:45	100.0	74.7	51.3	4.8	18.6	10.3	84.9	8.4	6.7	0.5	5.9
12:00	100.0	78.0	58.4	5.2	14.4	9.1	87.1	7.2	5.7	0.3	5.1
12:15	100.0	78.5	60.8	4.4	13.3	9.9	88.4	6.4	5.3	0.3	4.7
12:30	100.0	80.3	64.3	3.8	12.2	9.9	90.2	5.0	4.8	0.3	4.2
12:45	100.0	78.1	61.2	4.4	12.5	11.0	89.2	5.7	5.1	0.3	4.5
13:00	100.0	74.0	50.7	6.7	16.7	12.0	86.0	7.6	6.4	0.7	5.3
13:15	100.0	72.4	46.1	6.8	19.6	12.6	85.0	7.7	7.2	0.7	6.2
13:30	100.0	68.2	41.4	5.8	21.0	14.2	82.4	9.3	8.3	0.6	7.2
13:45	100.0	67.2	39.2	5.9	22.2	14.8	82.0	10.0	8.0	0.5	7.1
14:00	100.0	66.5	38.7	5.4	22.4	14.6	81.0	10.4	8.6	0.5	7.8
14:15	100.0	66.3	36.7	6.0	23.6	13.9	80.2	10.9	8.9	0.6	7.9
14:30	100.0	65.5	35.1	6.7	23.8	13.8	79.3	11.2	9.5	0.5	8.5
14:45	100.0	65.2	35.5	6.6	23.2	13.5	78.8	11.5	9.7	0.6	8.7

3.10 Consumo radiofonico per emittente: quote di mercato in %

Risultati dal panel radio 2010 / Svizzera italiana

QUOTA DI MERCATO in % (lu-do)

universo: 295'700 persone (15+) campione: 4'664 persone / 32'120 giorni misurati

	radio	SRG SSR idée suisse					private CH		estere		
	totale	RSI	Rete Uno	Rete Due	Rete Tre	altre SSR	totale	totale	RAI	private it	
15:00	100.0	65.3	35.7	6.8	22.8	13.3	78.6	11.4	10.0	0.6	8.9
15:15	100.0	65.6	34.3	7.2	24.2	12.3	77.9	12.1	10.0	0.6	8.9
15:30	100.0	65.4	34.3	7.5	23.6	12.9	78.3	11.6	10.1	0.7	8.9
15:45	100.0	64.1	33.6	6.8	23.7	13.5	77.5	12.5	10.0	0.6	8.9
16:00	100.0	64.5	35.9	6.3	22.3	13.4	77.9	11.6	10.4	0.7	9.3
16:15	100.0	65.9	35.3	7.2	23.4	12.2	78.1	11.4	10.5	0.8	9.3
16:30	100.0	67.1	35.5	7.2	24.4	11.7	78.8	11.0	10.2	0.7	9.0
16:45	100.0	66.0	36.0	6.8	23.2	12.8	78.8	11.2	10.0	0.7	8.9
17:00	100.0	66.5	37.1	6.3	23.1	12.7	79.2	10.8	10.0	0.7	8.8
17:15	100.0	66.9	36.4	6.5	23.9	12.4	79.3	11.0	9.7	0.7	8.6
17:30	100.0	67.7	40.4	6.1	21.2	12.2	79.9	11.0	9.0	0.7	7.9
17:45	100.0	68.6	43.8	6.1	18.7	12.6	81.2	10.5	8.3	0.8	7.1
18:00	100.0	74.7	55.3	4.9	14.5	11.6	86.3	7.4	6.4	0.6	5.5
18:15	100.0	75.0	56.4	4.5	14.2	11.6	86.6	7.4	6.0	0.6	5.0
18:30	100.0	77.1	59.2	4.8	13.2	10.1	87.2	7.0	5.8	0.6	4.8
18:45	100.0	77.7	57.4	5.0	15.3	9.4	87.1	6.8	6.1	0.5	5.2
19:00	100.0	73.6	48.0	9.1	16.6	10.8	84.4	8.0	7.6	0.8	6.4
19:15	100.0	71.6	46.0	9.8	15.8	10.7	82.4	9.2	8.4	0.8	6.9
19:30	100.0	70.3	45.7	8.6	15.9	10.7	81.0	9.8	9.2	0.8	7.8
19:45	100.0	69.4	45.3	9.0	15.1	10.6	80.0	10.6	9.5	1.0	8.0
20:00	100.0	66.4	43.7	7.5	15.2	12.6	79.0	11.2	9.8	0.6	8.4
20:15	100.0	65.6	41.2	7.2	17.2	13.6	79.2	11.4	9.4	0.6	8.0
20:30	100.0	62.2	39.0	7.0	16.3	15.8	78.0	10.3	11.7	0.8	9.9
20:45	100.0	59.4	37.5	7.5	14.4	15.5	74.8	10.5	14.7	1.5	12.3
21:00	100.0	61.9	40.7	7.4	13.8	15.6	77.5	10.3	12.2	1.6	9.6
21:15	100.0	61.4	40.7	8.1	12.6	17.0	78.3	9.1	12.5	2.5	9.3
21:30	100.0	61.9	41.7	8.5	11.8	18.2	80.1	8.1	11.8	1.7	9.3
21:45	100.0	63.6	44.0	8.6	11.0	18.6	82.2	6.4	11.5	2.3	8.5
22:00	100.0	63.7	45.0	7.6	11.1	19.4	83.1	6.1	10.8	2.1	8.1
22:15	100.0	63.4	44.3	7.7	11.4	19.0	82.4	6.0	11.6	2.5	8.5
22:30	100.0	63.6	44.2	8.0	11.4	19.6	83.2	5.6	11.2	2.9	7.5
22:45	100.0	65.7	45.5	7.6	12.6	18.6	84.3	5.5	10.2	2.1	7.2
23:00	100.0	68.3	52.7	6.1	9.5	18.7	87.1	4.8	8.1	1.3	6.3
23:15	100.0	68.1	50.4	7.2	10.5	18.3	86.4	4.9	8.7	1.3	6.6
23:30	100.0	68.3	48.2	7.4	12.7	18.7	87.0	4.9	8.1	1.2	6.4
23:45	100.0	67.4	48.1	6.0	13.3	19.7	87.1	4.1	8.8	1.3	7.3
quota di mercato											
quotidiana	100.0	70.8	47.5	5.5	17.8	12.5	83.3	8.7	8.1	0.7	7.0

3.10 Consumo radiofonico per emittente: quote di mercato in %

Risultati dal panel radio 2010 / Svizzera italiana

PENETRAZIONE QUOTIDIANA in % (lu-do)

universo: 295'700 persone (15+) campione: 4'664 persone / 32'120 giorni misurati

	2001	2002	2003	2004 ¹	2005	2006	2007	2008		2009	2010
totale radio	90.1	89.2	88.7	90.7	89.3	88.5	88.8	88.5		88.2	87.8
SRG SSR idée suisse	74.7	74.5	75.3	77.0	75.4	74.2	74.2	75.8		75.8	75.9
RSI	66.6	66.3	67.0	68.2	66.6	65.6	64.8	66.0		67.1	67.2
Rete Uno	55.0	55.0	54.7	54.4	51.1	49.9	48.6	49.2		50.9	49.2
Rete Due ²	11.3	10.3	10.7	10.5	10.1	10.0	10.4	9.3		9.6	9.9
Rete Tre	18.5	18.2	20.0	22.8	24.7	24.8	25.0	27.0		29.0	32.1
SR DRS1	12.3	11.4	12.8	12.0	11.9	10.8	11.3	10.2		9.4	9.1
RSR La Première	2.9	2.7	2.8	3.0	3.5	2.7	3.0	2.9		3.3	3.7
Swiss Satellite Radios ²	5.1	5.3	5.5	6.4	6.4	5.6	5.9	5.7		8.5	7.1
altre SSR	9.9	7.8	7.4	9.0	8.1	7.6	8.9	12.1		7.0	10.8
radio private svizzere	31.9	29.9	30.3	31.7	33.1	34.0	35.0	30.9		27.6	28.6
3iii	6.2	5.2	5.6	6.9	7.4	8.7	9.5	9.9		12.0	12.6
Fiume Ticino	6.2	6.4	6.1	5.7	5.6	5.7	6.0	5.4		7.2	8.0
totale emittenti estere	50.3	47.3	45.1	46.1	44.5	42.1	40.1	35.1		32.3	31.1
RAI	10.3	9.5	7.0	7.1	6.2	7.2	6.6	5.3		4.4	4.3
RAI uno	6.1	5.7	3.4	3.3	2.6	3.0	2.7	2.5		2.5	2.5
RAI due	2.0	2.1	1.6	1.8	1.3	1.7	1.9	1.3		1.1	1.2
RAI tre	3.1	2.4	2.6	2.6	2.6	2.9	2.4	1.8		1.1	1.0
radio private italiane	27.4	24.8	23.3	23.4	21.7	18.4	17.0	16.6		19.7	19.6
Studio Star	2.0	2.0	1.1	1.3	1.3	1.2	1.2	1.0		0.9	0.8
RTO	8.0	8.3	7.6	7.2	6.0	5.4	4.8	5.3		6.7	6.3

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 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 2010 / Svizzera italiana

DURATA in minuti (lu-do)

universo: 295'700 persone (15+) campione: 4'664 persone / 32'120 giorni misurati

	2001	2002	2003	2004 ¹	2005	2006	2007	2008		2009	2010
totale radio	109	108	106	103	100	96	99	99		108.3	106.4
SRG SSR idée suisse	87	86	87	86	82	80	82	84		91.0	88.6
RSI	74	74	75	73	70	69	69	71		76.9	75.3
Rete Uno	57	56	56	53	51	49	50	50		53.7	50.5
Rete Due ²	8	8	8	8	6	6	6	6		6.3	5.9
Rete Tre	10	10	11	13	13	13	14	15		16.9	18.9
SR DRS1	9	9	9	8	8	7	8	8		8.7	8.0
RSR La Première	1	1	1	1	1	1	1	1		1.1	1.2
Swiss Satellite Radios ²	1	1	2	2	2	1	2	2		2.9	2.6
altre SSR	1	1	1	1	1	1	1	2		1.3	1.5
radio private svizzere	6	6	6	6	7	7	8	8		8.7	9.2
3iii	2	2	2	3	3	4	5	5		5.5	5.8
Fiume Ticino	2	3	2	2	2	2	2	2		2.4	2.7
totale emittenti estere	16	15	13	12	11	9	8	8		8.6	8.6
RAI	2	2	1	1	1	1	1	1		0.8	0.7
RAI uno	1	1	1	1	1	1	1	0		0.4	0.4
RAI due	0	0	0	0	0	0	0	0		0.2	0.2
RAI tre	1	1	1	0	0	0	0	0		0.2	0.1
radio private italiane	12	11	10	9	8	7	6	6		7.4	7.4
Studio Star	1	1	0	0	0	0	0	0		0.2	0.2
RTO	3	3	3	3	2	2	2	2		2.3	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 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 2010 / Svizzera italiana

QUOTA DI MERCATO in % (lu-do)

universo: 295'700 persone (15+) campione: 4'664 persone / 32'120 giorni misurati

	2001	2002	2003	2004 ¹	2005	2006	2007	2008		2009	2010
totale radio	100.0	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	83.3
RSI	68.1	68.8	70.8	70.8	70.2	71.3	70.3	71.5		71.0	70.8
Rete Uno	51.8	52.5	52.9	51.4	50.7	51.0	50.4	50.6		49.6	47.5
Rete Due ²	7.6	7.2	7.2	7.3	6.1	6.6	6.2	5.8		5.8	5.5
Rete Tre	8.8	9.1	10.8	12.1	13.4	13.7	13.6	15.1		15.7	17.8
SR DRS1	8.5	8.1	8.3	8.1	8.1	7.6	8.1	7.8		8.0	7.5
RSR La Première	0.8	1.1	0.9	0.9	1.0	1.1	1.1	1.0		1.1	1.1
Swiss Satellite Radios ²	1.1	1.3	1.5	1.9	1.8	1.5	2.0	2.1		2.6	2.5
altre SSR	1.3	1.1	1.1	1.2	1.0	1.2	1.4	1.6		1.2	1.4
radio private svizzere	5.8	5.7	5.5	5.8	6.8	7.5	8.5	8.0		8.1	8.7
3iii	2.2	1.9	1.9	2.7	3.2	3.7	4.5	4.6		5.1	5.4
Fiume Ticino	2.0	2.4	2.2	1.8	2.1	2.2	2.3	2.1		2.2	2.5
totale emittenti estere	14.4	13.9	11.9	11.3	11.0	9.8	8.7	8.0		7.9	8.1
RAI	2.2	2.1	1.3	1.4	1.1	1.3	1.2	1.0		0.7	0.7
RAI uno	1.1	1.1	0.6	0.7	0.5	0.6	0.6	0.5		0.4	0.4
RAI due	0.3	0.5	0.2	0.3	0.2	0.3	0.3	0.2		0.2	0.2
RAI tre	0.7	0.6	0.5	0.4	0.4	0.4	0.3	0.3		0.2	0.1
radio private italiane	10.6	10.4	9.2	8.3	8.4	7.0	6.0	5.9		6.8	7.0
Studio Star	0.6	0.6	0.2	0.3	0.4	0.4	0.4	0.2		0.2	0.1
RTO	3.0	3.1	2.7	2.4	2.2	1.9	1.6	1.9		2.1	2.2

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

² Questi programmi 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.

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

Mediapulse: rapporto annuale 2010

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

universo: 295'700 persone (15+) campione: 4'664 persone / 32'120 giorni misurati

Risultati dal panel radio 2010 / Svizzera italiana

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	2010	Regione
PENETRAZIONE QUOTIDIANA in % (lu-do)										
radio private svizzere										
3iii	11.9	12.6	14.9	16.1	15.6	Sottoceneri		12.9	13.4	Sottoceneri
Fiume Ticino	11.8	11.6	11.6	12.1	9.9	Sopraceneri		7.2	8.0	Sopraceneri
PENETRAZIONE QUOTIDIANA in migliaia (lu-do)										
radio private svizzere										
3iii	17.4	18.4	22.5	24.6	24.1	Sottoceneri		34.3	36.5	Sottoceneri
Fiume Ticino	13.2	12.9	13.3	14.0	12.5	Sopraceneri		20.8	23.6	Sopraceneri
DURATA in minuti (lu-do)										
radio private svizzere										
3iii	5.1	5.7	6.4	8.0	7.8	Sottoceneri		6.0	6.2	Sottoceneri
Fiume Ticino	4.0	4.5	4.5	4.8	4.0	Sopraceneri		2.4	2.7	Sopraceneri
QUOTA DI MERCATO in % (lu-do)										
radio private svizzere										
3iii	5.0	5.9	6.7	8.0	8.0	Sottoceneri		5.5	5.9	Sottoceneri
Fiume Ticino	3.8	4.3	4.5	4.8	3.9	Sopraceneri		2.2	2.5	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 2010 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 10196 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: 140'000 nuclei familiari

Campione: non ponderato = 1'236; ponderato = 450

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	6	14	39	39	31	47
1	65	61	50	40	41	44
2	23	16	9	6	8	5
3+	6	4	1	1	2	1
WN	0	5	2	14	19	2

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

Caratteristica	Criterio	Base	2009	2010
HH con TV	Minimo 1 apparecchio con ricezione tv	Tutti gli HH	92	94
HH con TV C	Minimo 1 apparecchio con ricezione tv via cavo	HH con TV	68	66
HH con TV DVB-C	Minimo 1 apparecchio con ricezione tv digitale via cavo	HH con TV C	36	39
HH con TV DVB-C HD	Minimo 1 apparecchio con ricezione tv ad alta definizione via cavo	HH con TV C	8	12
HH con TV S	Minimo 1 apparecchio con ricezione tv via satellite	HH con TV	25	24
HH con TV DVB-S	Minimo 1 apparecchio con ricezione tv digitale via satellite	HH con TV S	65	69
HH con TV DVB-S HD	Minimo 1 apparecchio con ricez. tv ad alta definizione via satellite	HH con TV S	16	24
HH con IPTV	Minimo 1 apparecchio con ricezione tv via IP	HH con TV	9	19
HH con IPTV HD	Minimo 1 apparecchio con ricezione tv ad alta definizione via IP	HH con IPTV	39	44
HH con TV DVB-T	Minimo 1 apparecchio con ricezione tv digitale terrestre	HH con TV	16	13
HH con TV DVB	Minimo 1 apparecchio con ricezione tv digitale	HH con TV	53	59
HH con TV HD	Minimo 1 apparecchio con ricezione tv ad alta definizione	HH con TV	12	19

[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	7	20	60	43	54	86	93
1+	93	79	39	55	46	8	5
Non sa	0	1	1	2	0	5	2

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

Caratteristica	Criterio	Basis	2009	2010
HH con radio	Minimo 1 apparecchio con ricezione radio	Alle HH	92	93
HH con radio T	Minimo 1 apparecchio con ricezione radio terrestre (autoradio escluse)	Radio-HH	49	51
HH con radio C	Minimo 1 apparecchio con ricezione radio via cavo	Radio-HH	21	23
HH con radio I	Minimo 1 appar. con ricezione radio via Internet (IPTV & Internet radio)	Radio-HH	6	13
HH con radio S	Minimo 1 apparecchio con ricezione radio via satellite	Radio-HH	7	7

[HH = household, ossia nucleo familiare]