

# mediapulse

AG für Medienforschung  
SA pour la recherche sur les médias  
SA per la ricerca sui media  
SA per la perscrutaziun da las medias  
Corporation for Media Research

Mediapulse AG  
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## VORWORT ZUM JAHRESBERICHT DER MEDIAPULSE AG 2012

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

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

Neu sind die Daten der konzessionierten Radio- und Fernsehprogramme ebenfalls in deren Versorgungsräumen auszuweisen. Diese Auflage des RTVG 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 seit dem Jahr 2010 auch verschiedene konzessionierte lokale und regionale TV-Veranstalter 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 Tagesaktivitäten 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-metrix.ch](http://net-metrix.ch). Für die Leserschaftsforschung sei auf die AG für Werbemedienforschung verwiesen: [wemf.ch](http://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 vor angekündigten 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 Befragerten 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 2011 und März 2012 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.

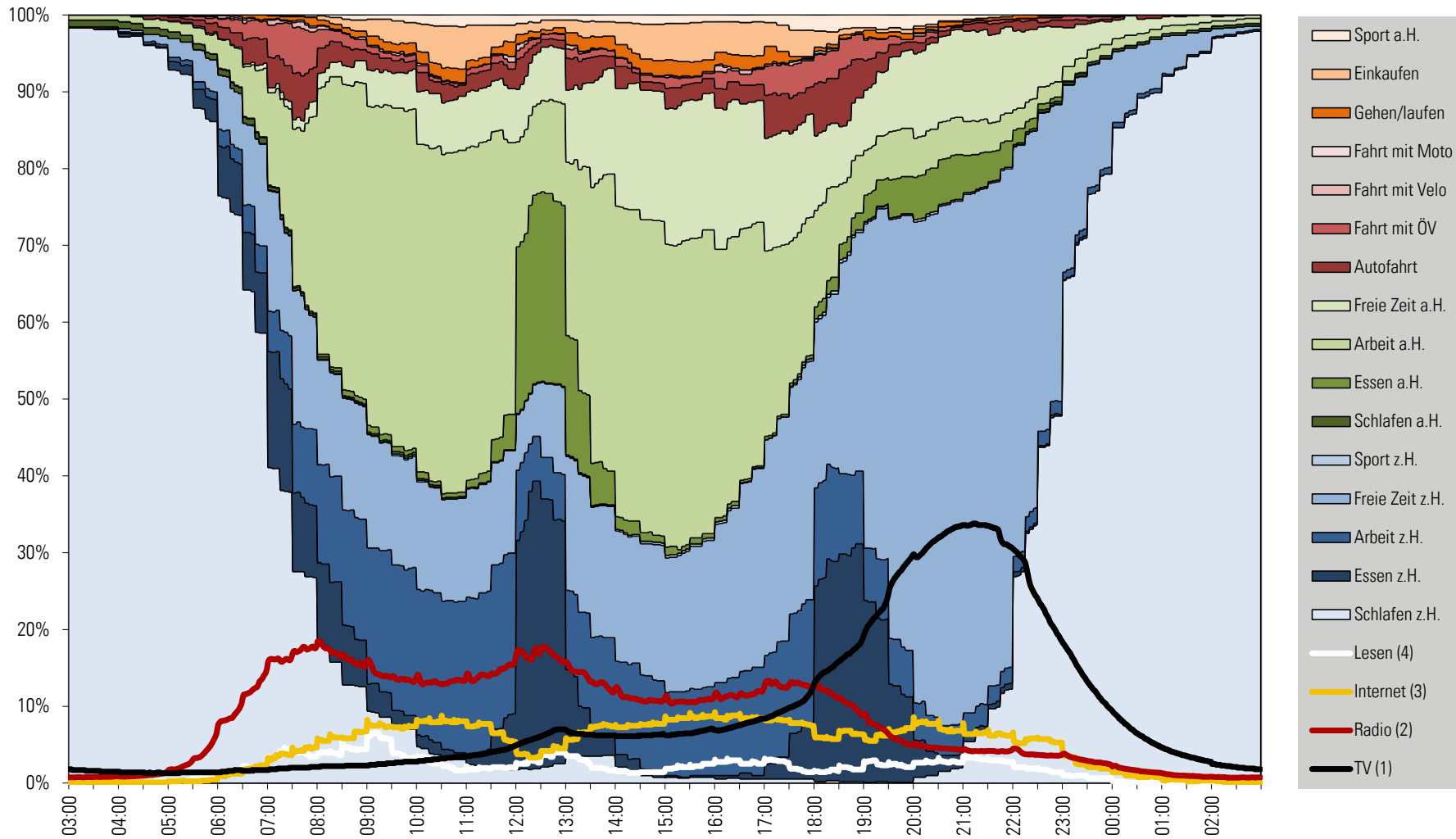
#### 1.1.3 Berichterstattung

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

## Time Use Study 2011 / Deutsche Schweiz

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

Universum: (12+) Stichprobe: 908 Interviews



- (1) TV-Nutzung aus Mediapulse Fernsehpanel (2012)
- (2) Radionutzung aus Mediapulse Radiopanel (2012, 15+)
- (3) Internet umfasst alle Web-basierten Anwendungen von Email, Surfen, Chat, SMS, Telefon, Streaming, Lesen, TV, Radio
- (4) Lesen umfasst Zeitungen, Zeitschriften und Bücher

## 1.2 Übersichtsgrafik mit Tagesablauf und Mediennutzung

# Time Use Study 2011 / Deutsche Schweiz

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

Universum: (12+) Stichprobe: 908 Interviews

|       | zu Hause |       |        |          |       | Total | ausser Haus |       |        |          |      |     |      |      |       |           |       | Total | Total TV* | Total Radio** | Total Internet | Total Lesen |
|-------|----------|-------|--------|----------|-------|-------|-------------|-------|--------|----------|------|-----|------|------|-------|-----------|-------|-------|-----------|---------------|----------------|-------------|
|       | Schlafen | Essen | Arbeit | Freizeit | Sport |       | Schlafen    | Essen | Arbeit | Freizeit | Auto | ÖV  | Velo | Moto | Gehen | Einkaufen | Sport |       |           |               |                |             |
| 05:00 | 92.7     | 1.1   | 0.7    | 2.4      | 0.0   | 96.9  | 0.9         | 0.0   | 1.3    | 0.1      | 0.4  | 0.2 | 0.0  | 0.1  | 0.1   | 0.0       | 0.0   | 3.1   | 1.5       | 2.9           | 0.2            | 0.2         |
| 05:15 | 91.7     | 1.3   | 0.7    | 2.6      | 0.0   | 96.3  | 0.9         | 0.0   | 1.5    | 0.1      | 0.6  | 0.4 | 0.0  | 0.1  | 0.1   | 0.0       | 0.0   | 3.7   | 1.6       | 4.0           | 0.3            | 0.3         |
| 05:30 | 87.5     | 2.5   | 1.0    | 4.3      | 0.0   | 95.3  | 0.8         | 0.0   | 2.1    | 0.2      | 0.9  | 0.6 | 0.1  | 0.0  | 0.1   | 0.0       | 0.0   | 4.7   | 1.7       | 5.6           | 0.3            | 0.9         |
| 05:45 | 85.6     | 2.9   | 1.1    | 4.3      | 0.0   | 93.9  | 0.8         | 0.0   | 2.6    | 0.2      | 1.4  | 0.7 | 0.2  | 0.1  | 0.1   | 0.0       | 0.0   | 6.1   | 1.7       | 9.0           | 0.4            | 0.7         |
| 06:00 | 75.6     | 7.0   | 2.2    | 7.1      | 0.0   | 91.8  | 0.8         | 0.1   | 3.9    | 0.1      | 1.5  | 1.2 | 0.1  | 0.3  | 0.1   | 0.0       | 0.0   | 8.2   | 1.8       | 12.1          | 1.3            | 1.4         |
| 06:15 | 73.1     | 7.0   | 1.8    | 7.7      | 0.0   | 89.6  | 0.8         | 0.1   | 4.9    | 0.2      | 1.8  | 1.8 | 0.2  | 0.2  | 0.3   | 0.0       | 0.0   | 10.4  | 2.0       | 14.9          | 1.2            | 1.7         |
| 06:30 | 63.2     | 7.5   | 3.6    | 10.9     | 0.1   | 85.3  | 0.8         | 0.1   | 6.8    | 0.3      | 3.4  | 2.3 | 0.4  | 0.2  | 0.4   | 0.0       | 0.0   | 14.8  | 2.0       | 18.1          | 2.0            | 2.3         |
| 06:45 | 57.1     | 8.2   | 3.6    | 13.8     | 0.1   | 82.9  | 0.8         | 0.1   | 8.7    | 0.6      | 3.8  | 2.4 | 0.2  | 0.0  | 0.6   | 0.0       | 0.0   | 17.1  | 2.1       | 21.6          | 2.4            | 2.2         |
| 07:00 | 40.2     | 15.1  | 5.3    | 15.6     | 0.1   | 76.4  | 0.4         | 0.2   | 12.6   | 0.7      | 3.9  | 4.5 | 0.7  | 0.1  | 0.4   | 0.0       | 0.1   | 23.6  | 2.2       | 24.5          | 4.2            | 3.5         |
| 07:15 | 36.1     | 14.7  | 6.7    | 14.1     | 0.1   | 71.6  | 0.4         | 0.2   | 15.0   | 0.9      | 4.9  | 5.5 | 0.4  | 0.1  | 0.6   | 0.1       | 0.1   | 28.4  | 2.4       | 24.9          | 4.0            | 4.7         |
| 07:30 | 26.9     | 10.2  | 9.0    | 17.1     | 0.0   | 63.3  | 0.3         | 0.2   | 20.5   | 1.4      | 6.0  | 6.2 | 1.0  | 0.2  | 0.7   | 0.1       | 0.1   | 36.7  | 2.4       | 26.3          | 4.8            | 4.5         |
| 07:45 | 25.7     | 9.8   | 9.6    | 15.0     | 0.0   | 60.1  | 0.3         | 0.2   | 24.5   | 1.9      | 5.0  | 5.7 | 0.6  | 0.2  | 1.2   | 0.1       | 0.2   | 39.9  | 2.5       | 27.2          | 4.8            | 4.2         |
| 08:00 | 17.5     | 10.7  | 12.8   | 13.7     | 0.1   | 54.8  | 0.3         | 0.3   | 34.8   | 2.0      | 3.2  | 2.5 | 0.4  | 0.1  | 0.8   | 0.5       | 0.2   | 45.2  | 2.6       | 27.6          | 5.8            | 4.1         |
| 08:15 | 15.5     | 10.6  | 13.9   | 13.5     | 0.1   | 53.6  | 0.3         | 0.4   | 37.3   | 2.0      | 2.8  | 1.5 | 0.1  | 0.1  | 0.7   | 0.9       | 0.3   | 46.4  | 2.7       | 26.0          | 6.4            | 4.3         |
| 08:30 | 12.7     | 7.8   | 15.1   | 14.5     | 0.1   | 50.1  | 0.2         | 0.8   | 39.4   | 2.4      | 2.5  | 1.6 | 0.1  | 0.0  | 0.9   | 1.3       | 0.7   | 49.9  | 2.7       | 25.3          | 5.9            | 5.5         |
| 08:45 | 12.5     | 6.1   | 15.7   | 14.9     | 0.1   | 49.3  | 0.2         | 0.7   | 40.6   | 3.1      | 1.6  | 1.3 | 0.3  | 0.0  | 0.9   | 1.4       | 0.7   | 50.7  | 2.8       | 24.8          | 6.8            | 4.7         |
| 09:00 | 9.2      | 3.8   | 17.5   | 15.0     | 0.2   | 45.7  | 0.2         | 0.9   | 41.2   | 4.7      | 2.4  | 0.9 | 0.2  | 0.0  | 1.2   | 2.2       | 0.5   | 54.3  | 2.9       | 24.4          | 8.4            | 6.7         |
| 09:15 | 8.5      | 3.4   | 18.3   | 14.0     | 0.1   | 44.3  | 0.2         | 0.8   | 42.2   | 4.7      | 2.1  | 0.9 | 0.3  | 0.0  | 1.2   | 2.9       | 0.5   | 55.8  | 3.0       | 22.4          | 7.9            | 6.4         |
| 09:30 | 7.3      | 2.1   | 18.8   | 14.1     | 0.2   | 42.6  | 0.3         | 0.8   | 43.8   | 4.7      | 1.9  | 0.8 | 0.3  | 0.0  | 1.1   | 3.1       | 0.8   | 57.4  | 3.2       | 22.3          | 7.4            | 4.5         |
| 09:45 | 7.1      | 1.7   | 19.1   | 14.4     | 0.2   | 42.5  | 0.3         | 0.7   | 43.8   | 5.1      | 1.4  | 0.8 | 0.2  | 0.0  | 1.4   | 2.7       | 1.0   | 57.5  | 3.3       | 22.0          | 7.6            | 3.6         |
| 10:00 | 4.7      | 1.6   | 18.8   | 14.2     | 0.2   | 39.5  | 0.2         | 0.9   | 42.2   | 7.2      | 2.5  | 0.9 | 0.3  | 0.0  | 1.5   | 3.6       | 1.2   | 60.5  | 3.4       | 22.1          | 8.4            | 3.9         |
| 10:15 | 3.8      | 1.8   | 19.2   | 13.5     | 0.1   | 38.5  | 0.2         | 0.5   | 42.9   | 7.2      | 2.0  | 0.5 | 0.2  | 0.0  | 1.6   | 5.0       | 1.4   | 61.5  | 3.7       | 21.2          | 8.7            | 2.9         |
| 10:30 | 3.2      | 1.2   | 19.4   | 13.1     | 0.0   | 36.9  | 0.2         | 0.6   | 44.0   | 6.8      | 2.4  | 0.3 | 0.1  | 0.0  | 1.8   | 5.6       | 1.4   | 63.1  | 3.8       | 21.3          | 8.9            | 2.4         |
| 10:45 | 3.1      | 0.9   | 19.6   | 13.4     | 0.0   | 36.9  | 0.2         | 0.6   | 44.3   | 7.0      | 1.6  | 0.4 | 0.2  | 0.0  | 1.8   | 5.5       | 1.5   | 63.1  | 4.0       | 21.8          | 8.5            | 2.0         |
| 11:00 | 2.5      | 1.2   | 20.2   | 14.4     | 0.1   | 38.4  | 0.1         | 1.1   | 42.8   | 7.2      | 2.5  | 0.9 | 0.0  | 0.0  | 1.1   | 4.7       | 1.3   | 61.6  | 4.2       | 22.7          | 8.1            | 2.2         |
| 11:15 | 2.2      | 2.2   | 20.6   | 14.1     | 0.1   | 39.2  | 0.1         | 1.3   | 42.8   | 7.0      | 2.2  | 0.8 | 0.1  | 0.0  | 1.0   | 4.3       | 1.3   | 60.8  | 4.5       | 22.8          | 7.9            | 2.1         |
| 11:30 | 1.9      | 5.2   | 21.3   | 13.3     | 0.0   | 41.7  | 0.1         | 3.1   | 39.7   | 6.7      | 2.3  | 1.1 | 0.2  | 0.0  | 1.0   | 2.8       | 1.3   | 58.3  | 4.8       | 23.6          | 7.2            | 2.1         |
| 11:45 | 1.7      | 7.3   | 21.1   | 13.4     | 0.0   | 43.5  | 0.1         | 4.5   | 35.2   | 6.9      | 2.7  | 1.0 | 0.8  | 0.0  | 1.9   | 2.2       | 1.3   | 56.5  | 5.5       | 25.3          | 5.8            | 2.1         |
| 12:00 | 1.8      | 31.3  | 8.9    | 7.2      | 0.0   | 49.3  | 0.1         | 21.0  | 13.3   | 6.8      | 3.8  | 1.2 | 0.7  | 0.1  | 1.3   | 1.4       | 1.1   | 50.7  | 6.2       | 27.7          | 4.2            | 2.8         |
| 12:15 | 1.8      | 36.9  | 6.0    | 6.7      | 0.0   | 51.4  | 0.1         | 24.0  | 11.6   | 6.6      | 1.9  | 1.1 | 0.2  | 0.1  | 0.9   | 1.2       | 1.0   | 48.6  | 6.8       | 25.7          | 3.5            | 3.3         |
| 12:30 | 2.2      | 34.7  | 5.4    | 9.8      | 0.0   | 52.1  | 0.1         | 24.3  | 12.1   | 7.1      | 1.1  | 0.7 | 0.1  | 0.0  | 0.5   | 1.3       | 0.7   | 47.9  | 7.5       | 25.6          | 4.2            | 3.7         |
| 12:45 | 2.5      | 31.6  | 6.1    | 11.4     | 0.0   | 51.5  | 0.1         | 23.6  | 13.1   | 7.1      | 1.2  | 0.8 | 0.1  | 0.0  | 0.9   | 1.0       | 0.7   | 48.5  | 8.0       | 24.6          | 4.8            | 4.3         |
| 13:00 | 3.2      | 11.2  | 10.4   | 17.3     | 0.1   | 42.3  | 0.1         | 15.2  | 22.8   | 9.5      | 4.3  | 1.2 | 0.6  | 0.0  | 1.7   | 1.6       | 0.6   | 57.7  | 7.9       | 24.2          | 5.9            | 3.7         |
| 13:15 | 3.4      | 6.3   | 12.2   | 17.5     | 0.1   | 39.6  | 0.1         | 10.5  | 29.1   | 10.8     | 3.7  | 1.0 | 0.3  | 0.0  | 2.0   | 2.0       | 0.9   | 60.4  | 7.3       | 22.4          | 6.8            | 3.6         |
| 13:30 | 3.5      | 2.5   | 12.9   | 16.9     | 0.1   | 35.9  | 0.1         | 5.4   | 36.3   | 13.5     | 3.3  | 1.0 | 0.1  | 0.1  | 1.5   | 2.0       | 0.9   | 64.1  | 7.1       | 20.9          | 7.6            | 2.3         |
| 13:45 | 3.6      | 2.3   | 12.9   | 17.0     | 0.1   | 35.8  | 0.1         | 4.6   | 38.3   | 13.7     | 1.9  | 1.0 | 0.0  | 0.0  | 1.9   | 1.9       | 0.9   | 64.2  | 7.1       | 20.1          | 7.8            | 1.9         |
| 14:00 | 2.1      | 1.6   | 12.0   | 16.9     | 0.2   | 32.8  | 0.0         | 1.6   | 40.3   | 15.5     | 3.0  | 1.1 | 0.1  | 0.0  | 1.8   | 2.8       | 1.0   | 67.2  | 7.0       | 19.4          | 7.6            | 1.8         |
| 14:15 | 1.5      | 1.6   | 12.3   | 16.5     | 0.2   | 32.2  | 0.0         | 1.9   | 40.0   | 16.3     | 2.1  | 0.7 | 0.1  | 0.0  | 1.9   | 3.9       | 1.1   | 67.8  | 6.9       | 17.8          | 7.6            | 1.4         |
| 14:30 | 1.0      | 0.9   | 12.2   | 17.1     | 0.3   | 31.5  | 0.0         | 1.2   | 40.7   | 16.8     | 1.1  | 0.9 | 0.2  | 0.0  | 1.9   | 4.5       | 1.2   | 68.5  | 6.9       | 17.6          | 7.8            | 1.4         |
| 14:45 | 0.8      | 0.8   | 11.9   | 17.7     | 0.3   | 31.4  | 0.0         | 0.9   | 40.9   | 16.8     | 1.1  | 0.9 | 0.1  | 0.0  | 2.0   | 4.7       | 1.2   | 68.6  | 7.0       | 17.7          | 8.0            | 1.4         |

\* TV Nutzung aus Mediapulse Fernsehpanel (2012) \*\* Radionutzung aus Mediapulse Radiopanel (2012, 15+)



Time Use Study 2011 / Deutsche Schweiz

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

Universum: (12+) Stichprobe: 908 Interviews

1.3 Tagesablauf und Mediennutzung: Reichweiten in %

|                 | zu Hause |       |        |          |       |          | Total | ausser Haus |        |          |      |      |      |      |       |           |       | Total | TV*  | Total<br>Radio** | Total<br>Internet | Total<br>Lesen |
|-----------------|----------|-------|--------|----------|-------|----------|-------|-------------|--------|----------|------|------|------|------|-------|-----------|-------|-------|------|------------------|-------------------|----------------|
|                 | Schlafen | Essen | Arbeit | Freizeit | Sport | Schlafen |       | Essen       | Arbeit | Freizeit | Auto | ÖV   | Velo | Moto | Gehen | Einkaufen | Sport |       |      |                  |                   |                |
| 15:00           | 0.8      | 0.2   | 10.8   | 17.5     | 0.3   | 29.6     | 0.0   | 1.1         | 39.1   | 17.6     | 2.8  | 1.5  | 0.3  | 0.0  | 2.1   | 4.8       | 1.1   | 70.4  | 7.2  | 18.3             | 8.7               | 2.0            |
| 15:15           | 0.7      | 0.2   | 11.1   | 18.0     | 0.3   | 30.4     | 0.0   | 0.6         | 39.4   | 18.0     | 2.3  | 1.2  | 0.2  | 0.0  | 2.0   | 4.9       | 1.1   | 69.7  | 7.2  | 17.5             | 8.6               | 2.4            |
| 15:30           | 0.8      | 0.2   | 11.3   | 18.6     | 0.3   | 31.2     | 0.0   | 0.8         | 38.9   | 18.0     | 2.3  | 0.8  | 0.1  | 0.0  | 1.9   | 5.2       | 1.0   | 68.8  | 7.4  | 17.6             | 9.3               | 2.5            |
| 15:45           | 0.8      | 0.2   | 11.5   | 19.0     | 0.3   | 31.9     | 0.0   | 0.7         | 39.5   | 17.8     | 2.0  | 0.7  | 0.2  | 0.0  | 1.5   | 5.0       | 0.9   | 68.1  | 7.8  | 18.2             | 9.0               | 2.5            |
| 16:00           | 0.6      | 0.4   | 12.0   | 20.7     | 0.3   | 34.0     | 0.0   | 0.7         | 34.6   | 18.3     | 2.6  | 2.2  | 0.8  | 0.2  | 1.9   | 3.9       | 0.9   | 66.0  | 8.1  | 19.3             | 9.3               | 3.1            |
| 16:15           | 0.7      | 0.3   | 12.7   | 21.8     | 0.3   | 35.8     | 0.0   | 0.6         | 34.3   | 17.7     | 2.7  | 1.6  | 0.3  | 0.0  | 1.8   | 4.4       | 0.9   | 64.2  | 8.3  | 18.9             | 9.0               | 3.3            |
| 16:30           | 0.6      | 0.8   | 13.2   | 24.5     | 0.1   | 39.2     | 0.0   | 0.3         | 32.5   | 16.3     | 2.5  | 1.4  | 0.6  | 0.0  | 1.9   | 4.4       | 1.0   | 60.8  | 8.7  | 19.2             | 9.1               | 3.0            |
| 16:45           | 0.6      | 0.4   | 14.0   | 25.7     | 0.1   | 40.8     | 0.0   | 0.2         | 31.6   | 15.8     | 2.3  | 2.1  | 0.1  | 0.1  | 1.6   | 4.5       | 0.9   | 59.2  | 9.4  | 19.9             | 8.7               | 2.9            |
| 17:00           | 0.5      | 2.0   | 14.4   | 28.2     | 0.0   | 45.0     | 0.0   | 0.4         | 23.8   | 14.7     | 5.7  | 3.8  | 0.1  | 0.2  | 2.3   | 3.0       | 1.0   | 55.0  | 10.0 | 22.0             | 8.8               | 3.4            |
| 17:15           | 0.6      | 2.8   | 15.0   | 29.0     | 0.0   | 47.4     | 0.0   | 0.3         | 22.0   | 14.8     | 4.9  | 3.9  | 0.1  | 0.2  | 1.6   | 3.4       | 1.3   | 52.6  | 10.7 | 21.2             | 8.3               | 3.0            |
| 17:30           | 0.5      | 6.1   | 15.6   | 29.6     | 0.3   | 52.1     | 0.0   | 0.4         | 18.2   | 13.8     | 4.6  | 4.4  | 0.4  | 0.2  | 0.5   | 3.4       | 2.0   | 47.9  | 11.7 | 21.3             | 8.4               | 2.1            |
| 17:45           | 0.5      | 7.2   | 16.0   | 30.7     | 0.3   | 54.7     | 0.0   | 0.4         | 17.7   | 13.3     | 3.8  | 4.1  | 0.2  | 0.1  | 0.2   | 3.4       | 2.0   | 45.3  | 13.8 | 20.9             | 7.9               | 1.7            |
| 18:00           | 0.2      | 26.0  | 12.6   | 21.7     | 0.4   | 60.8     | 0.0   | 1.7         | 12.2   | 9.6      | 6.7  | 3.8  | 0.2  | 0.3  | 0.5   | 2.2       | 2.0   | 39.2  | 15.9 | 20.9             | 6.4               | 1.8            |
| 18:15           | 0.3      | 29.0  | 12.1   | 22.2     | 0.4   | 64.0     | 0.0   | 1.7         | 11.7   | 8.1      | 6.0  | 3.6  | 0.3  | 0.2  | 0.5   | 1.6       | 2.1   | 36.0  | 17.1 | 18.9             | 6.2               | 1.9            |
| 18:30           | 0.2      | 29.7  | 10.4   | 27.9     | 0.4   | 68.6     | 0.0   | 1.9         | 7.6    | 7.3      | 7.6  | 3.8  | 0.1  | 0.0  | 0.5   | 0.8       | 1.8   | 31.4  | 18.5 | 17.7             | 7.0               | 2.3            |
| 18:45           | 0.2      | 30.7  | 9.5    | 30.7     | 0.3   | 71.5     | 0.0   | 2.2         | 7.4    | 7.5      | 5.6  | 3.2  | 0.1  | 0.0  | 0.2   | 0.8       | 1.6   | 28.5  | 20.7 | 16.1             | 6.6               | 1.9            |
| 19:00           | 0.1      | 23.6  | 7.0    | 42.0     | 0.2   | 72.9     | 0.1   | 3.4         | 5.8    | 8.0      | 3.9  | 2.6  | 0.2  | 0.0  | 1.2   | 0.3       | 1.6   | 27.1  | 23.0 | 14.5             | 6.4               | 3.1            |
| 19:15           | 0.2      | 21.4  | 7.7    | 45.4     | 0.3   | 75.1     | 0.1   | 3.4         | 5.7    | 8.3      | 2.6  | 1.7  | 0.1  | 0.0  | 0.8   | 0.4       | 1.9   | 24.9  | 26.0 | 12.2             | 6.4               | 2.8            |
| 19:30           | 0.1      | 12.8  | 6.0    | 54.6     | 0.2   | 73.6     | 0.0   | 4.9         | 6.2    | 9.6      | 1.7  | 1.1  | 0.0  | 0.0  | 0.7   | 0.5       | 1.6   | 26.4  | 28.9 | 10.3             | 7.2               | 2.9            |
| 19:45           | 0.1      | 11.4  | 6.1    | 56.3     | 0.2   | 74.1     | 0.0   | 4.8         | 6.2    | 10.2     | 1.1  | 0.4  | 0.0  | 0.0  | 0.8   | 0.6       | 1.9   | 25.9  | 31.2 | 9.1              | 7.3               | 2.4            |
| 20:00           | 0.8      | 5.1   | 5.2    | 62.1     | 0.3   | 73.5     | 0.0   | 5.5         | 5.0    | 10.9     | 1.5  | 0.9  | 0.3  | 0.1  | 0.5   | 0.3       | 1.4   | 26.5  | 33.3 | 8.9              | 9.0               | 2.6            |
| 20:15           | 1.0      | 3.2   | 4.7    | 65.0     | 0.3   | 74.2     | 0.0   | 5.7         | 5.0    | 11.1     | 0.9  | 0.9  | 0.2  | 0.1  | 0.4   | 0.3       | 1.2   | 25.9  | 33.8 | 7.8              | 8.1               | 3.2            |
| 20:30           | 1.5      | 2.1   | 3.8    | 67.7     | 0.2   | 75.4     | 0.0   | 5.8         | 4.8    | 11.1     | 0.8  | 0.6  | 0.0  | 0.0  | 0.7   | 0.1       | 0.8   | 24.6  | 34.3 | 7.3              | 8.1               | 3.3            |
| 20:45           | 2.0      | 1.8   | 4.0    | 68.0     | 0.2   | 75.9     | 0.0   | 5.8         | 4.8    | 11.4     | 0.3  | 0.3  | 0.0  | 0.0  | 0.6   | 0.1       | 0.8   | 24.1  | 35.4 | 7.1              | 7.2               | 2.9            |
| 21:00           | 5.4      | 1.0   | 2.8    | 67.6     | 0.2   | 76.9     | 0.0   | 4.8         | 4.4    | 11.8     | 0.9  | 0.3  | 0.0  | 0.0  | 0.3   | 0.0       | 0.6   | 23.1  | 35.9 | 7.0              | 7.8               | 3.6            |
| 21:15           | 6.6      | 0.9   | 2.8    | 66.9     | 0.2   | 77.4     | 0.0   | 4.5         | 4.3    | 11.6     | 1.2  | 0.3  | 0.0  | 0.0  | 0.3   | 0.0       | 0.4   | 22.6  | 35.7 | 6.5              | 6.8               | 3.5            |
| 21:30           | 9.8      | 0.8   | 2.4    | 65.3     | 0.2   | 78.5     | 0.0   | 3.8         | 3.7    | 11.4     | 1.4  | 0.4  | 0.0  | 0.0  | 0.4   | 0.0       | 0.3   | 21.5  | 35.3 | 6.4              | 7.3               | 3.2            |
| 21:45           | 12.1     | 0.8   | 2.1    | 64.9     | 0.2   | 80.1     | 0.0   | 3.4         | 3.6    | 11.2     | 0.8  | 0.4  | 0.0  | 0.0  | 0.3   | 0.0       | 0.2   | 19.9  | 34.2 | 6.8              | 6.5               | 3.0            |
| 22:00           | 27.1     | 0.7   | 2.1    | 53.0     | 0.1   | 83.0     | 0.2   | 1.9         | 2.6    | 10.1     | 1.3  | 0.4  | 0.0  | 0.0  | 0.5   | 0.0       | 0.0   | 17.1  | 32.1 | 6.8              | 6.7               | 2.8            |
| 22:15           | 33.0     | 0.3   | 2.0    | 49.4     | 0.0   | 84.6     | 0.3   | 1.3         | 2.5    | 9.2      | 1.3  | 0.3  | 0.0  | 0.0  | 0.4   | 0.0       | 0.0   | 15.4  | 30.1 | 6.1              | 6.1               | 2.1            |
| 22:30           | 43.8     | 0.2   | 1.9    | 41.3     | 0.1   | 87.3     | 0.3   | 0.8         | 2.2    | 7.8      | 0.6  | 0.7  | 0.0  | 0.0  | 0.2   | 0.0       | 0.2   | 12.7  | 25.1 | 5.7              | 5.9               | 2.0            |
| 22:45           | 47.5     | 0.3   | 1.8    | 38.4     | 0.1   | 88.2     | 0.3   | 0.6         | 2.0    | 7.3      | 1.0  | 0.3  | 0.0  | 0.0  | 0.2   | 0.0       | 0.1   | 11.8  | 21.9 | 5.7              | 5.5               | 1.5            |
| 23:00           | 65.5     | 0.1   | 1.0    | 24.3     | 0.1   | 91.0     | 0.3   | 0.1         | 1.9    | 5.0      | 1.0  | 0.6  | 0.0  | 0.0  | 0.0   | 0.0       | 0.1   | 9.0   | 19.1 | 5.5              | 3.9               | 1.1            |
| 23:15           | 70.0     | 0.3   | 1.0    | 20.5     | 0.1   | 92.0     | 0.3   | 0.1         | 1.9    | 4.5      | 0.7  | 0.5  | 0.0  | 0.0  | 0.0   | 0.0       | 0.1   | 8.0   | 16.5 | 4.7              | 2.8               | 1.0            |
| 23:30           | 76.7     | 0.0   | 0.9    | 15.9     | 0.1   | 93.5     | 0.3   | 0.0         | 1.6    | 3.4      | 0.3  | 0.4  | 0.1  | 0.0  | 0.1   | 0.0       | 0.1   | 6.5   | 13.7 | 4.2              | 2.1               | 0.7            |
| 23:45           | 79.0     | 0.0   | 0.9    | 14.4     | 0.1   | 94.3     | 0.3   | 0.0         | 1.4    | 3.1      | 0.3  | 0.3  | 0.1  | 0.0  | 0.0   | 0.0       | 0.1   | 5.7   | 11.6 | 3.8              | 2.0               | 0.7            |
| Tagesreichweite | 99.9     | 92.5  | 49.6   | 97.9     | 1.7   | 100.0    | 1.5   | 41.7        | 55.5   | 52.4     | 39.9 | 22.1 | 4.6  | 1.2  | 16.5  | 24.0      | 7.5   | 93.0  | 60.1 | 89.6             | 42.6              | 42.7           |
| Nutzung in Min  | 494      | 80    | 110    | 290      | 2     | 976      | 4     | 34          | 242    | 98       | 27   | 16   | 2    | 1    | 10    | 20        | 9     | 464   | 130  | 117              | 68                | 28             |

\* TV Nutzung aus Mediapulse Fernsehpanel (2012) \*\*Radionutzung aus Mediapulse Radiopanel (2012, 15+)

## 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 1.1.2012), 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 sprachassimilierten 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 (MWK) 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 2012 / Deutschschweiz

VIERTELSTUNDEN-RATINGS in % (Mo-So)

Universum: 5'106'700 Personen (3+) Stichprobe: 2'257 Personen

|       | Wochentage |          |          |            |         |         |         | Montag - Freitag | Samstag - Sonntag | Montag - Sonntag |
|-------|------------|----------|----------|------------|---------|---------|---------|------------------|-------------------|------------------|
|       | Montag     | Dienstag | Mittwoch | Donnerstag | Freitag | Samstag | Sonntag |                  |                   |                  |
| 06:00 | 1.5        | 1.5      | 1.5      | 1.6        | 1.7     | 1.6     | 1.6     | 1.4              | 1.4               | 1.4              |
| 06:15 | 1.7        | 1.7      | 1.6      | 1.6        | 2.0     | 1.6     | 1.6     | 1.5              | 1.5               | 1.5              |
| 06:30 | 1.6        | 1.8      | 1.8      | 1.6        | 1.9     | 1.7     | 1.7     | 1.6              | 1.6               | 1.6              |
| 06:45 | 1.7        | 1.9      | 1.9      | 1.8        | 2.0     | 1.8     | 1.8     | 1.7              | 1.7               | 1.7              |
| 07:00 | 2.0        | 2.1      | 2.0      | 1.9        | 2.2     | 2.0     | 1.9     | 1.9              | 1.9               | 1.9              |
| 07:15 | 2.3        | 2.4      | 2.1      | 2.1        | 2.4     | 2.1     | 2.0     | 2.1              | 2.1               | 2.1              |
| 07:30 | 2.3        | 2.3      | 2.2      | 2.1        | 2.5     | 2.4     | 2.2     | 2.2              | 2.3               | 2.2              |
| 07:45 | 2.3        | 2.3      | 2.3      | 2.2        | 2.4     | 2.6     | 2.5     | 2.2              | 2.6               | 2.3              |
| 08:00 | 2.4        | 2.4      | 2.7      | 2.4        | 2.5     | 2.9     | 2.8     | 2.3              | 3.1               | 2.5              |
| 08:15 | 2.5        | 2.5      | 2.8      | 2.6        | 2.6     | 3.3     | 3.3     | 2.3              | 3.4               | 2.6              |
| 08:30 | 2.7        | 2.6      | 3.0      | 2.9        | 2.7     | 3.6     | 3.8     | 2.4              | 3.7               | 2.8              |
| 08:45 | 2.8        | 2.6      | 3.1      | 2.9        | 2.7     | 3.7     | 4.1     | 2.4              | 4.0               | 2.9              |
| 09:00 | 2.9        | 2.9      | 3.3      | 3.0        | 2.7     | 4.0     | 4.5     | 2.5              | 4.4               | 3.0              |
| 09:15 | 3.2        | 3.1      | 3.5      | 3.1        | 2.8     | 4.2     | 5.3     | 2.6              | 4.8               | 3.3              |
| 09:30 | 3.3        | 3.4      | 3.7      | 3.3        | 2.9     | 4.4     | 6.3     | 2.8              | 5.3               | 3.5              |
| 09:45 | 3.4        | 3.5      | 3.8      | 3.2        | 3.1     | 4.6     | 7.0     | 2.8              | 5.8               | 3.7              |
| 10:00 | 3.5        | 3.9      | 3.9      | 3.2        | 3.3     | 4.6     | 7.5     | 2.9              | 6.3               | 3.9              |
| 10:15 | 3.5        | 4.2      | 4.1      | 3.3        | 3.7     | 4.8     | 8.2     | 3.1              | 6.7               | 4.1              |
| 10:30 | 3.7        | 4.4      | 4.5      | 3.7        | 4.2     | 4.9     | 8.8     | 3.3              | 7.0               | 4.4              |
| 10:45 | 3.9        | 4.5      | 4.7      | 4.0        | 4.4     | 5.4     | 9.4     | 3.4              | 7.4               | 4.6              |
| 11:00 | 4.1        | 4.6      | 4.8      | 4.1        | 4.7     | 5.7     | 9.8     | 3.6              | 7.9               | 4.8              |
| 11:15 | 4.3        | 4.8      | 4.9      | 4.3        | 4.9     | 6.2     | 10.3    | 3.8              | 8.3               | 5.1              |
| 11:30 | 4.6        | 5.2      | 5.1      | 4.6        | 5.1     | 7.1     | 10.6    | 4.2              | 8.7               | 5.4              |
| 11:45 | 5.0        | 5.4      | 5.4      | 4.9        | 5.5     | 8.1     | 10.8    | 4.5              | 9.0               | 5.8              |
| 12:00 | 5.7        | 6.1      | 6.1      | 5.7        | 6.0     | 8.6     | 11.0    | 5.2              | 9.5               | 6.4              |
| 12:15 | 6.3        | 6.5      | 6.5      | 6.3        | 6.4     | 9.0     | 11.5    | 5.7              | 9.9               | 6.9              |
| 12:30 | 6.8        | 6.9      | 7.1      | 7.0        | 7.0     | 9.5     | 11.8    | 6.4              | 10.3              | 7.5              |
| 12:45 | 7.2        | 7.3      | 7.4      | 7.3        | 7.6     | 9.5     | 12.2    | 7.0              | 10.8              | 8.1              |
| 13:00 | 7.4        | 7.4      | 7.3      | 6.7        | 7.6     | 9.3     | 12.9    | 6.6              | 10.9              | 7.8              |
| 13:15 | 7.3        | 7.5      | 7.2      | 6.6        | 7.9     | 8.9     | 13.0    | 6.3              | 10.8              | 7.6              |
| 13:30 | 7.2        | 7.4      | 7.2      | 6.6        | 7.7     | 8.7     | 12.9    | 6.2              | 10.8              | 7.5              |
| 13:45 | 7.2        | 7.0      | 7.2      | 6.4        | 7.5     | 8.7     | 13.0    | 6.1              | 10.9              | 7.5              |
| 14:00 | 7.1        | 6.9      | 7.0      | 6.4        | 7.4     | 8.9     | 13.0    | 6.0              | 11.0              | 7.4              |
| 14:15 | 7.1        | 7.1      | 7.1      | 6.6        | 7.3     | 9.2     | 13.0    | 6.0              | 11.0              | 7.4              |
| 14:30 | 7.0        | 7.5      | 7.2      | 6.8        | 7.0     | 9.4     | 12.7    | 6.1              | 11.0              | 7.5              |
| 14:45 | 7.0        | 7.7      | 7.6      | 7.1        | 7.1     | 9.5     | 12.9    | 6.2              | 11.2              | 7.6              |
| 15:00 | 7.1        | 7.7      | 7.9      | 7.1        | 7.2     | 9.5     | 13.3    | 6.1              | 11.3              | 7.6              |
| 15:15 | 7.2        | 7.6      | 7.9      | 7.3        | 7.4     | 9.7     | 13.6    | 6.3              | 11.5              | 7.8              |
| 15:30 | 7.2        | 7.7      | 7.7      | 7.6        | 7.7     | 10.1    | 13.8    | 6.5              | 11.7              | 8.0              |
| 15:45 | 7.6        | 7.9      | 8.0      | 8.2        | 8.0     | 10.6    | 14.2    | 6.8              | 11.9              | 8.3              |

## 2.2 TV Nutzung nach Wochentagen: Rating in %

# Ergebnisse TV-Panel 2012 / Deutschschweiz

VIERTELSTUNDEN-RATINGS in % (Mo-So)

Universum: 5'106'700 Personen (3+) Stichprobe: 2'257 Personen

## 2.2 TV Nutzung nach Wochentagen: Rating in %

Mediapulse: Jahresbericht 2012

|          | Wochentage |          |          |            |         |         |         | Montag - Freitag | Samstag - Sonntag | Montag - Sonntag |
|----------|------------|----------|----------|------------|---------|---------|---------|------------------|-------------------|------------------|
|          | Montag     | Dienstag | Mittwoch | Donnerstag | Freitag | Samstag | Sonntag |                  |                   |                  |
| 16:00    | 8.0        | 8.0      | 8.0      | 8.3        | 7.8     | 11.2    | 14.7    | 6.8              | 12.3              | 8.4              |
| 16:15    | 8.3        | 8.5      | 8.6      | 8.7        | 8.3     | 11.6    | 15.3    | 7.2              | 12.6              | 8.7              |
| 16:30    | 8.6        | 8.8      | 9.1      | 9.4        | 8.8     | 12.1    | 15.5    | 7.7              | 13.1              | 9.2              |
| 16:45    | 9.1        | 9.1      | 9.6      | 10.0       | 9.2     | 12.7    | 16.0    | 8.1              | 13.5              | 9.6              |
| 17:00    | 9.7        | 9.8      | 10.3     | 10.6       | 9.7     | 13.4    | 16.6    | 8.5              | 13.8              | 10.0             |
| 17:15    | 10.5       | 10.6     | 11.1     | 11.1       | 10.8    | 14.1    | 17.4    | 9.3              | 14.3              | 10.7             |
| 17:30    | 11.3       | 11.5     | 11.9     | 11.7       | 11.5    | 14.7    | 18.0    | 9.9              | 14.7              | 11.3             |
| 17:45    | 12.3       | 12.7     | 12.9     | 13.0       | 12.6    | 15.3    | 19.0    | 11.2             | 15.5              | 12.4             |
| 18:00    | 14.3       | 14.7     | 15.0     | 15.1       | 14.6    | 16.8    | 19.8    | 13.5             | 17.0              | 14.5             |
| 18:15    | 14.7       | 15.3     | 15.9     | 15.8       | 15.3    | 17.4    | 20.6    | 14.7             | 18.1              | 15.7             |
| 18:30    | 15.6       | 16.7     | 17.1     | 17.1       | 16.6    | 18.4    | 21.8    | 16.0             | 19.2              | 16.9             |
| 18:45    | 16.6       | 17.9     | 18.9     | 18.6       | 17.8    | 19.8    | 23.3    | 17.4             | 20.5              | 18.3             |
| 19:00    | 18.3       | 20.5     | 21.9     | 21.2       | 20.4    | 21.0    | 25.4    | 20.2             | 22.1              | 20.7             |
| 19:15    | 19.8       | 22.3     | 24.0     | 23.2       | 22.3    | 22.4    | 26.8    | 22.1             | 23.5              | 22.5             |
| 19:30    | 22.3       | 25.5     | 27.3     | 26.7       | 25.2    | 25.8    | 30.8    | 25.5             | 27.0              | 26.0             |
| 19:45    | 24.5       | 27.5     | 29.2     | 28.4       | 27.1    | 27.4    | 32.7    | 27.5             | 28.9              | 27.9             |
| 20:00    | 25.3       | 28.4     | 29.6     | 29.2       | 28.6    | 28.5    | 33.7    | 28.4             | 30.0              | 28.8             |
| 20:15    | 26.6       | 29.4     | 30.3     | 30.3       | 30.6    | 30.4    | 35.6    | 29.7             | 32.0              | 30.3             |
| 20:30    | 27.4       | 30.0     | 31.4     | 31.5       | 31.6    | 31.6    | 36.7    | 30.8             | 33.2              | 31.5             |
| 20:45    | 27.9       | 30.8     | 31.6     | 31.8       | 31.6    | 32.2    | 37.5    | 31.5             | 34.2              | 32.3             |
| 21:00    | 27.9       | 31.2     | 31.4     | 31.5       | 31.3    | 32.6    | 37.8    | 31.7             | 34.8              | 32.6             |
| 21:15    | 27.8       | 31.3     | 31.2     | 31.4       | 31.0    | 33.0    | 37.8    | 31.7             | 35.1              | 32.6             |
| 21:30    | 27.2       | 30.5     | 30.6     | 31.2       | 30.9    | 33.1    | 36.4    | 31.2             | 34.7              | 32.2             |
| 21:45    | 25.4       | 28.1     | 29.1     | 29.2       | 29.9    | 31.7    | 33.4    | 29.1             | 32.4              | 30.1             |
| 22:00    | 24.5       | 26.9     | 27.3     | 28.1       | 28.5    | 30.4    | 30.6    | 27.9             | 30.3              | 28.6             |
| 22:15    | 21.5       | 23.6     | 23.6     | 24.8       | 25.3    | 28.1    | 28.3    | 24.2             | 27.7              | 25.2             |
| 22:30    | 19.3       | 21.0     | 20.6     | 22.4       | 23.3    | 25.6    | 25.8    | 21.2             | 25.1              | 22.3             |
| 22:45    | 17.4       | 18.6     | 18.3     | 20.5       | 21.5    | 23.1    | 21.9    | 18.4             | 22.1              | 19.5             |
| 23:00    | 15.7       | 16.0     | 16.1     | 18.1       | 19.6    | 21.1    | 18.8    | 16.1             | 19.1              | 16.9             |
| 23:15    | 14.1       | 13.3     | 13.5     | 14.4       | 17.5    | 18.4    | 15.5    | 13.6             | 16.3              | 14.4             |
| 23:30    | 12.4       | 11.1     | 11.2     | 11.8       | 15.3    | 16.2    | 12.5    | 11.4             | 13.9              | 12.1             |
| 23:45    | 11.7       | 9.7      | 9.5      | 10.1       | 12.8    | 14.4    | 10.6    | 9.6              | 12.0              | 10.3             |
| 00:00    | 10.5       | 8.4      | 8.0      | 8.5        | 10.8    | 12.8    | 9.3     | 8.0              | 10.4              | 8.7              |
| 00:15    | 9.2        | 7.2      | 6.9      | 7.1        | 9.1     | 11.3    | 7.8     | 6.7              | 8.8               | 7.3              |
| 00:30    | 7.7        | 6.4      | 5.9      | 6.0        | 7.8     | 10.1    | 6.6     | 5.6              | 7.5               | 6.2              |
| 00:45    | 6.8        | 5.6      | 5.2      | 5.1        | 6.8     | 9.0     | 5.6     | 4.8              | 6.4               | 5.2              |
| R 18-23  | 22.2       | 24.5     | 25.2     | 25.4       | 25.2    | 26.5    | 29.8    | 24.6             | 27.4              | 25.4             |
| NT 18-23 | 67         | 74       | 76       | 76         | 76      | 79      | 90      | 74               | 82                | 76               |
| R 24h    | 8.8        | 9.2      | 9.4      | 9.3        | 9.6     | 10.9    | 12.6    | 8.7              | 11.3              | 9.5              |
| NT 24h   | 127        | 132      | 135      | 134        | 138     | 158     | 181     | 126              | 163               | 136              |

R = Rating in % NT = Nutzungsminuten gesamt

# Ergebnisse TV-Panel 2012 / Deutschschweiz

VIERTELSTUNDEN-RATINGS in % (Mo-So)

Universum: 5'106'700 Personen (3+)    Stichprobe: 2'257 Personen

|       | Total    | Geschlecht |        | Alter |       |       |       |       |      | 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 | 1.4      | 1.3        | 1.5    | 0.2   | 0.7   | 1.1   | 2.2   | 2.9   | 1.3  | 0.3                                    | 1.6           | 2.2              | 0.9           | 2.9       |
| 06:15 | 1.5      | 1.5        | 1.6    | 0.5   | 0.8   | 1.2   | 2.5   | 2.9   | 1.3  | 0.5                                    | 1.7           | 2.3              | 0.9           | 3.1       |
| 06:30 | 1.6      | 1.4        | 1.7    | 0.9   | 0.7   | 1.3   | 2.4   | 2.8   | 1.4  | 0.8                                    | 1.7           | 2.3              | 0.8           | 3.2       |
| 06:45 | 1.7      | 1.5        | 1.9    | 1.5   | 0.7   | 1.4   | 2.5   | 2.8   | 1.6  | 1.3                                    | 1.8           | 2.4              | 0.8           | 3.4       |
| 07:00 | 1.9      | 1.7        | 2.0    | 2.1   | 0.7   | 1.6   | 2.6   | 2.9   | 1.8  | 1.8                                    | 2.0           | 2.4              | 1.0           | 3.6       |
| 07:15 | 2.1      | 1.9        | 2.2    | 2.7   | 0.7   | 1.7   | 2.7   | 2.9   | 2.0  | 2.3                                    | 2.1           | 2.5              | 1.0           | 4.0       |
| 07:30 | 2.2      | 2.1        | 2.3    | 3.1   | 0.7   | 1.8   | 2.8   | 3.0   | 2.2  | 2.7                                    | 2.2           | 2.6              | 1.2           | 4.2       |
| 07:45 | 2.3      | 2.2        | 2.4    | 3.1   | 0.8   | 2.0   | 2.9   | 2.9   | 2.5  | 2.7                                    | 2.3           | 2.8              | 1.3           | 4.4       |
| 08:00 | 2.5      | 2.3        | 2.6    | 3.1   | 0.9   | 2.2   | 3.1   | 2.9   | 2.8  | 2.8                                    | 2.4           | 3.0              | 1.5           | 4.8       |
| 08:15 | 2.6      | 2.4        | 2.8    | 3.5   | 1.0   | 2.4   | 3.2   | 2.9   | 2.9  | 3.1                                    | 2.2           | 3.1              | 1.7           | 5.2       |
| 08:30 | 2.8      | 2.5        | 3.0    | 3.8   | 1.1   | 2.5   | 3.3   | 3.0   | 3.0  | 3.3                                    | 2.2           | 3.3              | 1.8           | 5.5       |
| 08:45 | 2.9      | 2.5        | 3.2    | 4.0   | 1.3   | 2.7   | 3.5   | 3.0   | 3.2  | 3.5                                    | 2.3           | 3.4              | 1.9           | 5.7       |
| 09:00 | 3.0      | 2.6        | 3.4    | 4.2   | 1.5   | 2.8   | 3.6   | 3.0   | 3.4  | 3.7                                    | 2.5           | 3.6              | 1.9           | 6.1       |
| 09:15 | 3.3      | 2.8        | 3.7    | 4.4   | 1.7   | 2.9   | 3.7   | 3.2   | 3.8  | 3.8                                    | 2.8           | 3.9              | 2.0           | 6.5       |
| 09:30 | 3.5      | 3.0        | 4.0    | 4.4   | 1.9   | 3.1   | 3.9   | 3.5   | 4.2  | 3.9                                    | 3.2           | 4.3              | 2.1           | 7.0       |
| 09:45 | 3.7      | 3.1        | 4.2    | 4.3   | 2.1   | 3.2   | 4.1   | 3.7   | 4.4  | 3.9                                    | 3.4           | 4.5              | 2.2           | 7.3       |
| 10:00 | 3.9      | 3.3        | 4.5    | 4.3   | 2.4   | 3.3   | 4.3   | 4.1   | 4.9  | 3.8                                    | 3.7           | 4.9              | 2.3           | 7.8       |
| 10:15 | 4.1      | 3.5        | 4.7    | 4.2   | 2.6   | 3.5   | 4.4   | 4.4   | 5.4  | 3.8                                    | 4.0           | 5.3              | 2.5           | 8.2       |
| 10:30 | 4.4      | 3.7        | 5.0    | 4.1   | 2.9   | 3.6   | 4.5   | 4.7   | 5.8  | 3.8                                    | 4.4           | 5.6              | 2.6           | 8.7       |
| 10:45 | 4.6      | 3.9        | 5.2    | 4.1   | 3.2   | 3.6   | 4.7   | 4.9   | 6.2  | 3.8                                    | 4.8           | 5.8              | 2.7           | 9.1       |
| 11:00 | 4.8      | 4.1        | 5.5    | 4.1   | 3.4   | 3.8   | 4.9   | 5.2   | 6.6  | 3.8                                    | 5.1           | 6.2              | 2.9           | 9.6       |
| 11:15 | 5.1      | 4.3        | 5.8    | 4.1   | 3.6   | 3.9   | 5.2   | 5.4   | 7.2  | 3.9                                    | 5.5           | 6.7              | 3.0           | 10.1      |
| 11:30 | 5.4      | 4.6        | 6.2    | 4.3   | 4.0   | 4.1   | 5.5   | 5.8   | 7.8  | 4.1                                    | 5.8           | 7.2              | 3.2           | 10.8      |
| 11:45 | 5.8      | 4.9        | 6.6    | 4.5   | 4.3   | 4.2   | 5.7   | 6.3   | 8.5  | 4.4                                    | 6.2           | 7.7              | 3.4           | 11.5      |
| 12:00 | 6.4      | 5.4        | 7.4    | 4.8   | 4.7   | 4.5   | 6.0   | 7.1   | 9.7  | 5.0                                    | 7.0           | 8.2              | 4.0           | 12.6      |
| 12:15 | 6.9      | 5.9        | 7.9    | 5.3   | 5.4   | 4.9   | 6.3   | 7.8   | 10.3 | 5.4                                    | 7.7           | 8.8              | 4.4           | 13.5      |
| 12:30 | 7.5      | 6.5        | 8.4    | 5.8   | 5.9   | 5.4   | 6.7   | 8.3   | 11.2 | 5.9                                    | 8.3           | 9.5              | 4.9           | 14.6      |
| 12:45 | 8.1      | 7.1        | 9.0    | 6.2   | 6.2   | 5.7   | 6.9   | 8.7   | 12.5 | 6.2                                    | 9.1           | 10.0             | 5.4           | 15.6      |
| 13:00 | 7.8      | 6.9        | 8.7    | 6.0   | 6.0   | 5.6   | 6.9   | 8.7   | 11.8 | 5.9                                    | 9.3           | 9.9              | 4.9           | 15.4      |
| 13:15 | 7.6      | 6.7        | 8.4    | 5.5   | 5.8   | 5.6   | 6.7   | 8.7   | 11.3 | 5.4                                    | 9.3           | 9.8              | 4.6           | 14.9      |
| 13:30 | 7.5      | 6.5        | 8.4    | 5.2   | 5.7   | 5.6   | 6.7   | 8.6   | 11.2 | 5.1                                    | 9.4           | 9.9              | 4.4           | 14.7      |
| 13:45 | 7.5      | 6.4        | 8.5    | 5.0   | 5.6   | 5.6   | 6.8   | 8.6   | 11.3 | 5.0                                    | 9.4           | 9.9              | 4.3           | 14.7      |
| 14:00 | 7.4      | 6.2        | 8.5    | 4.6   | 5.5   | 5.5   | 6.8   | 8.6   | 11.3 | 4.6                                    | 9.5           | 9.8              | 4.3           | 14.7      |
| 14:15 | 7.4      | 6.2        | 8.6    | 4.5   | 5.4   | 5.4   | 6.8   | 8.7   | 11.5 | 4.4                                    | 9.7           | 9.7              | 4.4           | 14.7      |
| 14:30 | 7.5      | 6.2        | 8.8    | 4.4   | 5.4   | 5.4   | 6.9   | 8.8   | 11.8 | 4.3                                    | 9.9           | 9.8              | 4.4           | 14.9      |
| 14:45 | 7.6      | 6.2        | 8.9    | 4.4   | 5.5   | 5.4   | 7.0   | 8.8   | 12.1 | 4.2                                    | 10.1          | 9.9              | 4.5           | 15.0      |
| 15:00 | 7.6      | 6.3        | 8.8    | 4.3   | 5.5   | 5.2   | 7.2   | 8.7   | 12.1 | 4.3                                    | 9.8           | 9.9              | 4.6           | 15.0      |
| 15:15 | 7.8      | 6.4        | 9.0    | 4.4   | 5.6   | 5.2   | 7.4   | 8.8   | 12.6 | 4.4                                    | 9.9           | 10.1             | 4.8           | 15.3      |
| 15:30 | 8.0      | 6.6        | 9.3    | 4.7   | 5.7   | 5.2   | 7.6   | 9.2   | 12.8 | 4.6                                    | 10.0          | 10.4             | 4.8           | 15.7      |
| 15:45 | 8.3      | 6.9        | 9.6    | 5.1   | 5.9   | 5.3   | 7.9   | 9.5   | 13.3 | 5.0                                    | 10.2          | 10.7             | 5.0           | 16.2      |

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

# Ergebnisse TV-Panel 2012 / Deutschschweiz

VIERTELSTUNDEN-RATINGS in % (Mo-So)

Universum: 5'106'700 Personen (3+)    Stichprobe: 2'257 Personen

|          | Total    | Geschlecht |        | Alter |       |       |       |       |      | 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 |
| 16:00    | 8.4      | 7.2        | 9.5    | 5.6   | 6.0   | 5.3   | 8.0   | 9.7   | 13.2 | 5.4                                    | 10.1          | 10.8         | 5.1           | 16.4      |
| 16:15    | 8.7      | 7.5        | 9.9    | 6.0   | 6.1   | 5.5   | 8.4   | 10.0  | 13.9 | 5.8                                    | 10.5          | 11.2         | 5.3           | 17.0      |
| 16:30    | 9.2      | 8.0        | 10.4   | 6.5   | 6.4   | 5.7   | 8.7   | 10.3  | 14.7 | 6.3                                    | 11.1          | 11.8         | 5.6           | 17.8      |
| 16:45    | 9.6      | 8.4        | 10.8   | 6.8   | 6.7   | 6.0   | 9.1   | 10.8  | 15.5 | 6.7                                    | 11.5          | 12.4         | 5.8           | 18.6      |
| 17:00    | 10.0     | 8.8        | 11.2   | 7.2   | 7.0   | 6.3   | 9.4   | 11.2  | 16.1 | 7.1                                    | 11.8          | 13.0         | 6.0           | 19.4      |
| 17:15    | 10.7     | 9.4        | 11.9   | 7.6   | 7.5   | 6.7   | 10.0  | 11.8  | 17.2 | 7.5                                    | 12.6          | 13.9         | 6.4           | 20.6      |
| 17:30    | 11.3     | 9.9        | 12.6   | 8.1   | 8.0   | 7.3   | 10.4  | 12.4  | 18.1 | 8.1                                    | 13.1          | 14.7         | 6.7           | 21.6      |
| 17:45    | 12.4     | 10.8       | 13.9   | 8.6   | 8.6   | 7.9   | 11.1  | 13.3  | 20.7 | 8.9                                    | 14.4          | 16.2         | 7.5           | 23.5      |
| 18:00    | 14.5     | 12.6       | 16.3   | 9.1   | 9.2   | 8.6   | 12.0  | 15.0  | 27.1 | 9.6                                    | 17.5          | 19.0         | 9.3           | 26.9      |
| 18:15    | 15.7     | 13.8       | 17.4   | 9.7   | 9.9   | 9.4   | 13.0  | 16.0  | 29.2 | 10.3                                   | 19.0          | 20.3         | 10.4          | 28.7      |
| 18:30    | 16.9     | 15.0       | 18.7   | 10.4  | 10.6  | 10.5  | 14.1  | 17.1  | 31.5 | 11.0                                   | 20.3          | 21.8         | 11.5          | 30.7      |
| 18:45    | 18.3     | 16.5       | 19.9   | 11.2  | 11.1  | 11.6  | 15.0  | 18.7  | 34.2 | 11.9                                   | 21.8          | 23.5         | 12.5          | 32.9      |
| 19:00    | 20.7     | 19.0       | 22.3   | 12.7  | 12.0  | 13.0  | 16.8  | 21.6  | 39.4 | 13.4                                   | 24.4          | 26.4         | 14.8          | 36.6      |
| 19:15    | 22.5     | 20.9       | 23.9   | 13.3  | 12.9  | 14.4  | 18.4  | 23.9  | 42.6 | 14.0                                   | 25.8          | 28.6         | 16.8          | 39.5      |
| 19:30    | 26.0     | 24.4       | 27.3   | 13.5  | 14.0  | 16.5  | 21.8  | 28.5  | 50.0 | 14.1                                   | 28.4          | 32.4         | 21.6          | 45.0      |
| 19:45    | 27.9     | 26.2       | 29.5   | 13.9  | 15.0  | 19.0  | 24.0  | 31.0  | 52.8 | 14.5                                   | 29.9          | 34.7         | 23.7          | 48.0      |
| 20:00    | 28.8     | 26.8       | 30.6   | 13.8  | 15.9  | 21.4  | 25.3  | 32.7  | 52.5 | 14.3                                   | 30.8          | 36.0         | 24.4          | 49.1      |
| 20:15    | 30.3     | 28.1       | 32.3   | 13.2  | 17.1  | 24.1  | 27.7  | 35.1  | 53.4 | 13.9                                   | 32.4          | 37.6         | 26.4          | 51.1      |
| 20:30    | 31.5     | 29.3       | 33.5   | 13.1  | 18.0  | 26.1  | 29.7  | 36.9  | 53.8 | 13.9                                   | 33.5          | 38.9         | 27.9          | 52.8      |
| 20:45    | 32.3     | 30.2       | 34.2   | 12.9  | 18.5  | 27.7  | 31.3  | 38.3  | 53.9 | 13.7                                   | 34.1          | 39.7         | 29.2          | 53.9      |
| 21:00    | 32.6     | 30.7       | 34.3   | 12.2  | 18.9  | 28.6  | 32.8  | 39.2  | 53.2 | 13.0                                   | 34.1          | 40.0         | 30.1          | 54.3      |
| 21:15    | 32.6     | 30.8       | 34.3   | 11.4  | 18.9  | 29.0  | 33.9  | 39.6  | 52.4 | 12.3                                   | 33.9          | 39.9         | 30.7          | 54.3      |
| 21:30    | 32.2     | 30.5       | 33.7   | 10.6  | 18.7  | 28.8  | 34.2  | 39.5  | 51.0 | 11.6                                   | 33.3          | 39.4         | 30.6          | 53.7      |
| 21:45    | 30.1     | 29.0       | 31.0   | 9.4   | 17.9  | 27.7  | 33.4  | 37.4  | 45.6 | 10.7                                   | 30.1          | 36.9         | 28.9          | 50.5      |
| 22:00    | 28.6     | 27.8       | 29.2   | 8.2   | 17.0  | 26.3  | 32.6  | 35.7  | 42.9 | 9.7                                    | 28.0          | 35.2         | 27.9          | 48.1      |
| 22:15    | 25.2     | 24.9       | 25.3   | 6.9   | 15.5  | 23.3  | 30.1  | 32.0  | 36.1 | 8.4                                    | 23.6          | 31.4         | 24.5          | 42.9      |
| 22:30    | 22.3     | 22.3       | 22.1   | 5.7   | 14.0  | 20.3  | 27.3  | 28.8  | 31.4 | 7.3                                    | 20.5          | 28.1         | 21.5          | 38.3      |
| 22:45    | 19.5     | 19.5       | 19.4   | 4.7   | 12.5  | 17.4  | 24.3  | 25.8  | 27.0 | 6.2                                    | 17.7          | 24.9         | 18.5          | 33.9      |
| 23:00    | 16.9     | 17.0       | 16.8   | 3.9   | 11.1  | 14.8  | 21.5  | 22.9  | 23.0 | 5.2                                    | 15.3          | 22.1         | 15.7          | 29.8      |
| 23:15    | 14.4     | 14.4       | 14.2   | 3.2   | 9.7   | 12.4  | 18.6  | 19.7  | 18.8 | 4.3                                    | 12.7          | 19.1         | 12.9          | 25.5      |
| 23:30    | 12.1     | 12.3       | 11.9   | 2.6   | 8.6   | 10.6  | 16.1  | 16.9  | 15.3 | 3.5                                    | 10.6          | 16.5         | 10.6          | 21.7      |
| 23:45    | 10.3     | 10.5       | 10.1   | 2.1   | 7.4   | 9.2   | 13.8  | 14.5  | 12.6 | 2.8                                    | 8.7           | 14.4         | 8.7           | 18.6      |
| 00:00    | 8.7      | 8.9        | 8.4    | 1.6   | 6.3   | 7.9   | 11.7  | 12.5  | 10.4 | 2.2                                    | 7.0           | 12.4         | 7.2           | 15.8      |
| 00:15    | 7.3      | 7.5        | 7.0    | 1.2   | 5.3   | 6.7   | 9.7   | 10.7  | 8.6  | 1.7                                    | 5.7           | 10.6         | 5.8           | 13.4      |
| 00:30    | 6.2      | 6.4        | 5.9    | 1.0   | 4.5   | 5.8   | 8.1   | 9.3   | 7.1  | 1.4                                    | 4.8           | 9.0          | 4.8           | 11.4      |
| 00:45    | 5.2      | 5.5        | 4.9    | 0.8   | 4.0   | 5.0   | 6.8   | 8.1   | 5.8  | 1.1                                    | 4.1           | 7.7          | 4.0           | 9.7       |
| R 18-23  | 25.4     | 23.9       | 26.8   | 10.8  | 14.9  | 20.2  | 24.9  | 29.6  | 43.0 | 11.7                                   | 27.0          | 31.7         | 22.1          | 43.6      |
| NR 18-23 | 52.9     | 51.3       | 53.9   | 33.3  | 35.7  | 48.0  | 53.7  | 59.7  | 74.9 | 32.6                                   | 50.9          | 59.7         | 50.4          | 77.5      |
| R 24h    | 9.5      | 8.8        | 10.1   | 4.7   | 6.0   | 7.5   | 9.7   | 11.5  | 14.7 | 4.9                                    | 10.1          | 12.2         | 7.3           | 17.1      |
| NR 24h   | 61.4     | 60.0       | 61.6   | 46.7  | 45.5  | 56.2  | 61.2  | 67.2  | 79.8 | 43.6                                   | 57.7          | 66.7         | 57.2          | 83.4      |

R = Rating in %

NR = Tagesreichweite in %

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

# Ergebnisse TV-Panel 2012 / Deutschschweiz

VIERTELSTUNDEN-RATINGS in Tausend (Mo-So)

Universum: 5'106'700 Personen (3+) Stichprobe: 2'257 Personen

|       | Total    | Geschlecht |        | Alter |       |       |       |       |      | 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 | 72       | 34         | 38     | 2     | 7     | 8     | 20    | 21    | 15   | 2                                      | 9             | 42               | 14            | 66        |
| 06:15 | 78       | 37         | 41     | 3     | 8     | 9     | 22    | 21    | 16   | 3                                      | 9             | 45               | 14            | 72        |
| 06:30 | 81       | 36         | 44     | 6     | 6     | 10    | 21    | 21    | 17   | 6                                      | 9             | 45               | 13            | 73        |
| 06:45 | 88       | 39         | 48     | 10    | 7     | 10    | 22    | 20    | 19   | 9                                      | 10            | 46               | 13            | 77        |
| 07:00 | 96       | 44         | 51     | 13    | 7     | 12    | 23    | 21    | 21   | 13                                     | 11            | 47               | 15            | 84        |
| 07:15 | 105      | 49         | 56     | 18    | 7     | 12    | 24    | 22    | 23   | 17                                     | 11            | 49               | 16            | 91        |
| 07:30 | 113      | 53         | 60     | 20    | 7     | 13    | 25    | 22    | 26   | 20                                     | 12            | 51               | 18            | 97        |
| 07:45 | 118      | 55         | 63     | 20    | 8     | 15    | 26    | 21    | 29   | 19                                     | 12            | 54               | 20            | 102       |
| 08:00 | 127      | 59         | 68     | 20    | 9     | 16    | 27    | 21    | 32   | 20                                     | 13            | 58               | 23            | 111       |
| 08:15 | 135      | 61         | 73     | 23    | 10    | 18    | 28    | 22    | 34   | 22                                     | 12            | 61               | 26            | 119       |
| 08:30 | 141      | 62         | 78     | 24    | 11    | 19    | 29    | 22    | 35   | 24                                     | 12            | 63               | 28            | 126       |
| 08:45 | 147      | 64         | 82     | 26    | 12    | 20    | 30    | 22    | 37   | 25                                     | 12            | 66               | 28            | 132       |
| 09:00 | 155      | 67         | 88     | 27    | 14    | 20    | 32    | 22    | 40   | 26                                     | 13            | 70               | 29            | 140       |
| 09:15 | 166      | 71         | 95     | 28    | 16    | 21    | 33    | 24    | 44   | 27                                     | 15            | 76               | 30            | 150       |
| 09:30 | 178      | 75         | 103    | 28    | 19    | 23    | 34    | 26    | 48   | 28                                     | 17            | 82               | 32            | 160       |
| 09:45 | 188      | 79         | 108    | 28    | 21    | 24    | 36    | 27    | 51   | 28                                     | 18            | 88               | 33            | 168       |
| 10:00 | 200      | 84         | 116    | 27    | 23    | 24    | 38    | 30    | 57   | 27                                     | 19            | 95               | 35            | 179       |
| 10:15 | 211      | 89         | 122    | 27    | 25    | 25    | 39    | 32    | 62   | 27                                     | 21            | 102              | 38            | 190       |
| 10:30 | 223      | 93         | 128    | 26    | 28    | 26    | 40    | 34    | 68   | 27                                     | 23            | 108              | 40            | 199       |
| 10:45 | 233      | 98         | 134    | 26    | 30    | 27    | 41    | 36    | 72   | 27                                     | 25            | 113              | 42            | 209       |
| 11:00 | 246      | 103        | 141    | 26    | 33    | 28    | 43    | 38    | 77   | 27                                     | 27            | 120              | 44            | 220       |
| 11:15 | 260      | 109        | 150    | 27    | 35    | 29    | 46    | 39    | 83   | 28                                     | 29            | 129              | 46            | 233       |
| 11:30 | 278      | 116        | 161    | 27    | 38    | 30    | 48    | 42    | 91   | 29                                     | 31            | 139              | 49            | 249       |
| 11:45 | 298      | 125        | 171    | 29    | 42    | 31    | 50    | 46    | 99   | 31                                     | 33            | 148              | 52            | 265       |
| 12:00 | 328      | 137        | 189    | 31    | 45    | 33    | 53    | 52    | 112  | 35                                     | 37            | 159              | 61            | 289       |
| 12:15 | 354      | 149        | 204    | 34    | 52    | 36    | 55    | 57    | 119  | 38                                     | 40            | 169              | 68            | 310       |
| 12:30 | 385      | 166        | 218    | 37    | 57    | 40    | 59    | 61    | 130  | 42                                     | 44            | 183              | 75            | 335       |
| 12:45 | 411      | 179        | 231    | 39    | 60    | 42    | 61    | 64    | 144  | 44                                     | 48            | 193              | 83            | 359       |
| 13:00 | 400      | 175        | 223    | 38    | 58    | 41    | 61    | 63    | 136  | 42                                     | 49            | 192              | 75            | 353       |
| 13:15 | 388      | 169        | 217    | 35    | 56    | 41    | 59    | 63    | 131  | 38                                     | 49            | 190              | 70            | 343       |
| 13:30 | 383      | 164        | 218    | 33    | 55    | 41    | 59    | 63    | 130  | 37                                     | 49            | 190              | 67            | 339       |
| 13:45 | 382      | 161        | 219    | 32    | 54    | 41    | 60    | 63    | 131  | 35                                     | 50            | 190              | 65            | 338       |
| 14:00 | 379      | 158        | 220    | 30    | 53    | 41    | 60    | 63    | 131  | 33                                     | 50            | 189              | 66            | 338       |
| 14:15 | 380      | 156        | 222    | 29    | 52    | 40    | 60    | 64    | 134  | 32                                     | 51            | 188              | 66            | 339       |
| 14:30 | 383      | 156        | 226    | 28    | 52    | 40    | 61    | 64    | 137  | 31                                     | 52            | 189              | 68            | 342       |
| 14:45 | 388      | 158        | 229    | 28    | 53    | 40    | 62    | 64    | 140  | 30                                     | 53            | 191              | 69            | 346       |
| 15:00 | 389      | 159        | 228    | 28    | 53    | 39    | 64    | 63    | 141  | 30                                     | 52            | 191              | 70            | 344       |
| 15:15 | 398      | 163        | 233    | 28    | 54    | 38    | 65    | 64    | 146  | 31                                     | 52            | 195              | 73            | 351       |
| 15:30 | 408      | 167        | 239    | 30    | 55    | 38    | 67    | 67    | 149  | 33                                     | 53            | 200              | 74            | 360       |
| 15:45 | 423      | 174        | 247    | 33    | 57    | 39    | 69    | 70    | 154  | 36                                     | 54            | 206              | 77            | 373       |

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



# Ergebnisse TV-Panel 2012 / Deutschschweiz

VIERTELSTUNDEN-RATINGS in Tausend (Mo-So)

Universum: 5'106'700 Personen (3+) Stichprobe: 2'257 Personen

|          | Total    | Geschlecht |        | Alter |       |       |       |       |      | 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    | 428      | 181        | 245    | 36    | 57    | 39    | 71    | 71    | 153  | 39                                     | 53            | 208         | 78            | 376       |
| 16:15    | 447      | 190        | 255    | 38    | 59    | 40    | 74    | 73    | 161  | 42                                     | 55            | 216         | 81            | 391       |
| 16:30    | 470      | 202        | 267    | 41    | 62    | 42    | 77    | 75    | 171  | 45                                     | 58            | 227         | 85            | 410       |
| 16:45    | 493      | 213        | 278    | 44    | 65    | 44    | 80    | 79    | 179  | 48                                     | 60            | 239         | 88            | 428       |
| 17:00    | 513      | 223        | 288    | 46    | 68    | 46    | 83    | 81    | 186  | 51                                     | 62            | 251         | 91            | 445       |
| 17:15    | 546      | 237        | 307    | 49    | 73    | 49    | 88    | 86    | 200  | 54                                     | 66            | 267         | 97            | 473       |
| 17:30    | 577      | 250        | 325    | 52    | 77    | 53    | 92    | 90    | 210  | 58                                     | 69            | 284         | 102           | 497       |
| 17:45    | 633      | 273        | 357    | 55    | 83    | 58    | 97    | 97    | 240  | 63                                     | 76            | 312         | 114           | 540       |
| 18:00    | 742      | 320        | 419    | 58    | 89    | 63    | 105   | 110   | 314  | 68                                     | 92            | 366         | 142           | 619       |
| 18:15    | 801      | 349        | 449    | 62    | 96    | 69    | 115   | 117   | 339  | 73                                     | 100           | 391         | 159           | 659       |
| 18:30    | 864      | 379        | 481    | 67    | 102   | 77    | 124   | 125   | 365  | 78                                     | 106           | 421         | 175           | 707       |
| 18:45    | 933      | 417        | 512    | 72    | 108   | 85    | 132   | 137   | 396  | 85                                     | 115           | 453         | 191           | 756       |
| 19:00    | 1'059    | 481        | 573    | 81    | 116   | 95    | 148   | 158   | 457  | 96                                     | 128           | 509         | 226           | 840       |
| 19:15    | 1'150    | 530        | 616    | 85    | 125   | 106   | 162   | 174   | 494  | 100                                    | 135           | 552         | 256           | 907       |
| 19:30    | 1'326    | 618        | 704    | 87    | 135   | 121   | 192   | 207   | 580  | 100                                    | 149           | 625         | 329           | 1'033     |
| 19:45    | 1'426    | 662        | 760    | 89    | 145   | 139   | 211   | 226   | 612  | 103                                    | 157           | 671         | 362           | 1'103     |
| 20:00    | 1'473    | 679        | 789    | 88    | 154   | 157   | 223   | 238   | 609  | 102                                    | 162           | 695         | 372           | 1'129     |
| 20:15    | 1'549    | 712        | 832    | 84    | 165   | 177   | 244   | 255   | 619  | 99                                     | 170           | 726         | 402           | 1'175     |
| 20:30    | 1'608    | 740        | 863    | 84    | 173   | 192   | 262   | 269   | 624  | 99                                     | 176           | 750         | 425           | 1'213     |
| 20:45    | 1'649    | 763        | 881    | 82    | 179   | 203   | 276   | 279   | 625  | 97                                     | 179           | 765         | 444           | 1'239     |
| 21:00    | 1'666    | 776        | 885    | 78    | 182   | 210   | 289   | 285   | 616  | 93                                     | 179           | 771         | 458           | 1'248     |
| 21:15    | 1'667    | 780        | 883    | 73    | 183   | 212   | 298   | 289   | 607  | 87                                     | 178           | 771         | 467           | 1'249     |
| 21:30    | 1'644    | 771        | 868    | 68    | 181   | 211   | 301   | 287   | 591  | 83                                     | 174           | 761         | 465           | 1'234     |
| 21:45    | 1'536    | 733        | 799    | 60    | 173   | 203   | 294   | 273   | 529  | 76                                     | 158           | 713         | 440           | 1'161     |
| 22:00    | 1'459    | 704        | 752    | 53    | 164   | 193   | 287   | 260   | 498  | 69                                     | 147           | 679         | 424           | 1'107     |
| 22:15    | 1'286    | 630        | 652    | 44    | 150   | 171   | 265   | 233   | 419  | 60                                     | 124           | 605         | 374           | 985       |
| 22:30    | 1'138    | 565        | 570    | 37    | 135   | 149   | 240   | 210   | 365  | 52                                     | 108           | 542         | 328           | 881       |
| 22:45    | 995      | 494        | 499    | 30    | 120   | 128   | 214   | 188   | 313  | 44                                     | 93            | 481         | 282           | 779       |
| 23:00    | 865      | 430        | 433    | 25    | 107   | 109   | 189   | 167   | 266  | 37                                     | 80            | 425         | 239           | 685       |
| 23:15    | 733      | 366        | 366    | 21    | 94    | 91    | 164   | 143   | 218  | 30                                     | 67            | 368         | 196           | 585       |
| 23:30    | 620      | 311        | 308    | 17    | 83    | 78    | 142   | 123   | 178  | 25                                     | 56            | 318         | 161           | 500       |
| 23:45    | 527      | 265        | 260    | 13    | 72    | 67    | 122   | 106   | 146  | 20                                     | 46            | 277         | 133           | 428       |
| 00:00    | 445      | 226        | 217    | 10    | 60    | 58    | 103   | 91    | 121  | 16                                     | 37            | 239         | 109           | 364       |
| 00:15    | 372      | 190        | 181    | 8     | 51    | 49    | 86    | 78    | 100  | 12                                     | 30            | 204         | 89            | 308       |
| 00:30    | 314      | 162        | 151    | 6     | 44    | 42    | 71    | 68    | 82   | 10                                     | 25            | 174         | 73            | 262       |
| 00:45    | 267      | 139        | 127    | 5     | 38    | 37    | 60    | 59    | 67   | 8                                      | 22            | 150         | 61            | 224       |
| NT 18-23 | 76       | 72         | 80     | 32    | 45    | 61    | 75    | 89    | 129  | 35                                     | 81            | 95          | 66            | 131       |
| NS 18-23 | 144      | 139        | 149    | 97    | 125   | 125   | 138   | 149   | 172  | 108                                    | 159           | 159         | 131           | 168       |
| NT 24h   | 136      | 127        | 145    | 68    | 86    | 107   | 140   | 165   | 212  | 71                                     | 145           | 176         | 106           | 246       |
| NS 24h   | 221      | 209        | 235    | 145   | 188   | 189   | 227   | 245   | 265  | 162                                    | 250           | 263         | 183           | 295       |

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 2012 / Deutschschweiz

PUBLIKUMSANTEILE in % (Mo-So)

Universum: 5'106'700 Personen (3+)    Stichprobe: 2'257 Personen

|       | Total<br>Personen | Geschlecht |        | Alter |       |       |       |       |      | Abgeschlossene Ausbildung (ohne Gäste) |               |             |               |
|-------|-------------------|------------|--------|-------|-------|-------|-------|-------|------|--|---------------|-------------|---------------|
|       |                   | Männer     | Frauen | 3-14  | 15-29 | 30-39 | 40-49 | 50-59 | 60 + | keine                                  | oblig. Schule | Berufslehre | höhere Ausb.* |
| 06:00 | 100               | 47         | 53     | 2     | 10    | 11    | 27    | 30    | 20   | 3                                      | 12            | 60          | 20            |
| 06:15 | 100               | 47         | 53     | 4     | 10    | 11    | 28    | 27    | 20   | 4                                      | 12            | 59          | 18            |
| 06:30 | 100               | 45         | 55     | 7     | 8     | 12    | 27    | 26    | 21   | 7                                      | 11            | 57          | 16            |
| 06:45 | 100               | 45         | 55     | 11    | 7     | 12    | 25    | 24    | 22   | 10                                     | 11            | 54          | 15            |
| 07:00 | 100               | 46         | 54     | 14    | 7     | 12    | 24    | 22    | 22   | 13                                     | 11            | 50          | 15            |
| 07:15 | 100               | 47         | 53     | 16    | 6     | 12    | 23    | 21    | 22   | 16                                     | 11            | 48          | 15            |
| 07:30 | 100               | 47         | 53     | 17    | 6     | 12    | 22    | 20    | 23   | 17                                     | 11            | 46          | 16            |
| 07:45 | 100               | 46         | 54     | 17    | 7     | 12    | 22    | 18    | 25   | 17                                     | 10            | 46          | 17            |
| 08:00 | 100               | 45         | 54     | 16    | 7     | 13    | 22    | 17    | 26   | 16                                     | 10            | 46          | 18            |
| 08:15 | 100               | 44         | 56     | 16    | 7     | 13    | 21    | 16    | 26   | 16                                     | 9             | 46          | 20            |
| 08:30 | 100               | 43         | 57     | 16    | 8     | 13    | 21    | 15    | 26   | 16                                     | 9             | 46          | 20            |
| 08:45 | 100               | 42         | 58     | 17    | 9     | 13    | 21    | 15    | 26   | 17                                     | 9             | 46          | 20            |
| 09:00 | 100               | 41         | 59     | 16    | 9     | 13    | 21    | 14    | 26   | 16                                     | 9             | 47          | 19            |
| 09:15 | 100               | 40         | 60     | 16    | 10    | 13    | 20    | 15    | 27   | 16                                     | 10            | 48          | 18            |
| 09:30 | 100               | 39         | 60     | 15    | 11    | 13    | 20    | 15    | 27   | 15                                     | 10            | 48          | 18            |
| 09:45 | 100               | 39         | 61     | 14    | 11    | 12    | 19    | 15    | 27   | 14                                     | 10            | 49          | 17            |
| 10:00 | 100               | 39         | 61     | 13    | 12    | 12    | 19    | 16    | 28   | 14                                     | 10            | 50          | 17            |
| 10:15 | 100               | 39         | 61     | 12    | 13    | 12    | 19    | 16    | 29   | 13                                     | 11            | 50          | 17            |
| 10:30 | 100               | 39         | 61     | 12    | 13    | 11    | 18    | 16    | 30   | 12                                     | 11            | 50          | 17            |
| 10:45 | 100               | 39         | 61     | 11    | 14    | 11    | 18    | 16    | 30   | 12                                     | 11            | 50          | 17            |
| 11:00 | 100               | 39         | 61     | 11    | 14    | 11    | 18    | 16    | 31   | 11                                     | 12            | 51          | 17            |
| 11:15 | 100               | 39         | 61     | 10    | 14    | 10    | 18    | 15    | 32   | 11                                     | 12            | 51          | 17            |
| 11:30 | 100               | 39         | 61     | 10    | 14    | 10    | 18    | 15    | 33   | 11                                     | 12            | 52          | 17            |
| 11:45 | 100               | 39         | 60     | 10    | 14    | 10    | 17    | 15    | 34   | 11                                     | 12            | 51          | 17            |
| 12:00 | 100               | 40         | 60     | 10    | 14    | 10    | 16    | 16    | 35   | 12                                     | 12            | 50          | 18            |
| 12:15 | 100               | 40         | 59     | 10    | 15    | 10    | 15    | 16    | 34   | 12                                     | 12            | 49          | 19            |
| 12:30 | 100               | 42         | 58     | 10    | 15    | 10    | 15    | 16    | 34   | 12                                     | 12            | 49          | 20            |
| 12:45 | 100               | 42         | 58     | 10    | 15    | 10    | 14    | 15    | 35   | 12                                     | 12            | 48          | 20            |
| 13:00 | 100               | 42         | 57     | 10    | 15    | 10    | 15    | 16    | 34   | 11                                     | 13            | 49          | 19            |
| 13:15 | 100               | 42         | 58     | 10    | 15    | 10    | 15    | 16    | 34   | 11                                     | 13            | 51          | 18            |
| 13:30 | 100               | 41         | 59     | 9     | 14    | 10    | 15    | 16    | 34   | 10                                     | 14            | 51          | 17            |
| 13:45 | 100               | 40         | 60     | 9     | 14    | 10    | 15    | 16    | 35   | 10                                     | 14            | 51          | 16            |
| 14:00 | 100               | 39         | 61     | 8     | 14    | 10    | 16    | 16    | 35   | 9                                      | 14            | 51          | 17            |
| 14:15 | 100               | 38         | 61     | 8     | 14    | 10    | 16    | 17    | 36   | 9                                      | 14            | 51          | 17            |
| 14:30 | 100               | 38         | 62     | 8     | 14    | 10    | 16    | 16    | 37   | 8                                      | 15            | 51          | 17            |
| 14:45 | 100               | 38         | 62     | 7     | 14    | 10    | 16    | 16    | 37   | 8                                      | 15            | 51          | 17            |
| 15:00 | 100               | 38         | 61     | 7     | 14    | 9     | 16    | 16    | 37   | 8                                      | 14            | 51          | 17            |
| 15:15 | 100               | 39         | 61     | 7     | 14    | 9     | 16    | 16    | 38   | 8                                      | 14            | 51          | 18            |
| 15:30 | 100               | 39         | 61     | 8     | 14    | 9     | 16    | 16    | 37   | 8                                      | 14            | 51          | 17            |
| 15:45 | 100               | 39         | 61     | 8     | 13    | 9     | 16    | 16    | 37   | 9                                      | 14            | 50          | 18            |

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

# Ergebnisse TV-Panel 2011 / Deutschschweiz

PUBLIKUMSANTEILE in % (Mo-So)

Universum: 5'106'700 Personen (3+)    Stichprobe: 2'257 Personen

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

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

## Ergebnisse TV-Panel 2012 / Deutschschweiz

TAGESREICHWEITE in %, TV-Total

Universum: 5'106'700 Personen (3+) Stichprobe: 2'257 Personen

|   | Wochentage |          |          |            |         |         |         | Montag - Freitag | Samstag - Sonntag | Montag - Sonntag |
|---|------------|----------|----------|------------|---------|---------|---------|------------------|-------------------|------------------|
|   | Montag     | Dienstag | Mittwoch | Donnerstag | Freitag | Samstag | Sonntag |                  |                   |                  |
| <b>Total Personen</b>                         | 61.0       | 60.5     | 60.2     | 60.2       | 60.0    | 60.8    | 66.6    | 60.4             | 63.7              | 61.4             |
| <b>Geschlecht</b>                             |            |          |          |            |         |         |         |                  |                   |                  |
| Männer  | 58.7       | 58.8     | 58.5     | 58.2       | 58.1    | 60.7    | 66.8    | 58.4             | 63.7              | 60.0             |
| Frauen  | 62.3       | 61.1     | 60.8     | 61.0       | 60.6    | 59.6    | 65.3    | 61.2             | 62.5              | 61.6             |
| <b>Alter</b>                                  |            |          |          |            |         |         |         |                  |                   |                  |
| 3-14  | 44.8       | 44.2     | 45.1     | 44.5       | 48.6    | 50.4    | 48.9    | 45.5             | 49.7              | 46.7             |
| 15-29   | 44.8       | 44.5     | 44.2     | 44.3       | 44.4    | 45.4    | 50.7    | 44.5             | 48.1              | 45.5             |
| 30-39   | 56.3       | 55.3     | 54.4     | 54.4       | 53.3    | 55.5    | 64.2    | 54.7             | 59.9              | 56.2             |
| 40-49   | 60.9       | 59.9     | 60.1     | 60.1       | 58.6    | 59.9    | 68.9    | 59.9             | 64.4              | 61.2             |
| 50-59   | 68.1       | 66.5     | 66.1     | 66.3       | 64.8    | 65.0    | 73.4    | 66.4             | 69.2              | 67.2             |
| 60+   | 79.9       | 80.3     | 79.5     | 79.4       | 78.7    | 77.9    | 82.6    | 79.5             | 80.3              | 79.8             |
| <b>Abgeschlossene Ausbildung (ohne Gäste)</b> |            |          |          |            |         |         |         |                  |                   |                  |
| keine/andere                                  | 43.0       | 42.3     | 42.9     | 42.6       | 44.2    | 45.0    | 45.1    | 43.0             | 45.1              | 43.6             |
| oblig. Schule                                 | 58.2       | 58.2     | 57.1     | 57.4       | 56.9    | 55.7    | 60.5    | 57.6             | 58.1              | 57.7             |
| Berufslehre                                   | 66.5       | 66.3     | 65.9     | 66.1       | 64.9    | 65.3    | 71.8    | 65.9             | 68.6              | 66.7             |
| höhere Ausbildung*                            | 57.8       | 57.1     | 56.2     | 55.4       | 54.9    | 55.5    | 63.4    | 56.3             | 59.5              | 57.2             |

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

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

## Ergebnisse TV-Panel 2012 / Deutschschweiz

NUTZUNG in Minuten, TV-Total

Universum: 5'106'700 Personen (3+) Stichprobe: 2'257 Personen

|   | Wochentage |          |          |            |         |         |         | Montag - Freitag | Samstag - Sonntag | Montag - Sonntag |
|---|------------|----------|----------|------------|---------|---------|---------|------------------|-------------------|------------------|
|   | Montag     | Dienstag | Mittwoch | Donnerstag | Freitag | Samstag | Sonntag |                  |                   |                  |
| <b>Total Personen</b>                             | 128        | 124      | 123      | 124        | 129     | 149     | 178     | 126              | 163               | 136              |
| <b>Geschlecht</b>                                 |            |          |          |            |         |         |         |                  |                   |                  |
| Männer  | 113        | 110      | 110      | 110        | 116     | 145     | 179     | 112              | 163               | 127              |
| Frauen  | 142        | 137      | 135      | 137        | 140     | 151     | 176     | 138              | 163               | 145              |
| <b>Alter</b>                                      |            |          |          |            |         |         |         |                  |                   |                  |
| 3-14  | 61         | 55       | 60       | 59         | 75      | 88      | 77      | 62               | 83                | 68               |
| 15-29   | 80         | 77       | 77       | 78         | 79      | 92      | 118     | 78               | 105               | 86               |
| 30-39   | 100        | 93       | 92       | 94         | 97      | 122     | 154     | 95               | 138               | 107              |
| 40-49   | 129        | 124      | 124      | 125        | 130     | 153     | 195     | 127              | 174               | 140              |
| 50-59   | 154        | 152      | 147      | 151        | 151     | 179     | 222     | 151              | 201               | 165              |
| 60+   | 203        | 201      | 198      | 197        | 204     | 221     | 256     | 201              | 239               | 212              |
| <b>Abgeschlossene<br/>Ausbildung (ohne Gäste)</b> |            |          |          |            |         |         |         |                  |                   |                  |
| keine/andere                                      | 66         | 60       | 64       | 64         | 74      | 85      | 82      | 65               | 83                | 71               |
| oblig. Schule                                     | 142        | 139      | 137      | 136        | 137     | 148     | 175     | 138              | 162               | 145              |
| Berufslehre                                       | 167        | 162      | 159      | 162        | 165     | 188     | 229     | 163              | 209               | 176              |
| höhere Ausbildung*                                | 97         | 95       | 94       | 93         | 97      | 115     | 147     | 95               | 131               | 106              |

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

# Ergebnisse TV-Panel 2012 / Deutschschweiz

VIERTELSTUNDEN-RATINGS in % (Mo-So)

Universum: 5'106'700 Personen (3+) Stichprobe: 2'257 Personen

|       | Total TV | SRG SSR |     |     |        | 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     | 0.0 | 0.0 | 0.0    | 0.1             | 0.1                     | 0.0 | 0.0  | 0.0  | 0.0  | 0.0  | 0.2              | 0.1  | 0.1  | 0.1  | 0.1  | 0.4    |
| 06:15 | 1.5      | 0.1     | 0.0 | 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  | 0.5    |
| 06:30 | 1.6      | 0.1     | 0.0 | 0.0 | 0.0    | 0.1             | 0.0                     | 0.0 | 0.0  | 0.0  | 0.0  | 0.0  | 0.2              | 0.0  | 0.1  | 0.1  | 0.1  | 0.5    |
| 06:45 | 1.7      | 0.1     | 0.1 | 0.0 | 0.0    | 0.1             | 0.0                     | 0.0 | 0.0  | 0.0  | 0.0  | 0.0  | 0.2              | 0.0  | 0.1  | 0.1  | 0.1  | 0.6    |
| 07:00 | 1.9      | 0.1     | 0.1 | 0.0 | 0.0    | 0.2             | 0.0                     | 0.0 | 0.0  | 0.0  | 0.0  | 0.0  | 0.2              | 0.0  | 0.1  | 0.1  | 0.1  | 0.7    |
| 07:15 | 2.1      | 0.2     | 0.1 | 0.0 | 0.0    | 0.2             | 0.0                     | 0.0 | 0.0  | 0.0  | 0.0  | 0.0  | 0.2              | 0.0  | 0.2  | 0.1  | 0.1  | 0.8    |
| 07:30 | 2.2      | 0.2     | 0.1 | 0.1 | 0.0    | 0.2             | 0.0                     | 0.0 | 0.0  | 0.0  | 0.0  | 0.0  | 0.2              | 0.0  | 0.2  | 0.1  | 0.1  | 0.9    |
| 07:45 | 2.3      | 0.2     | 0.1 | 0.0 | 0.0    | 0.2             | 0.1                     | 0.0 | 0.0  | 0.0  | 0.0  | 0.0  | 0.2              | 0.0  | 0.2  | 0.1  | 0.1  | 1.0    |
| 08:00 | 2.5      | 0.2     | 0.1 | 0.1 | 0.0    | 0.2             | 0.1                     | 0.0 | 0.0  | 0.0  | 0.0  | 0.0  | 0.2              | 0.1  | 0.2  | 0.1  | 0.1  | 1.0    |
| 08:15 | 2.6      | 0.2     | 0.1 | 0.1 | 0.0    | 0.2             | 0.1                     | 0.1 | 0.0  | 0.0  | 0.0  | 0.0  | 0.2              | 0.1  | 0.2  | 0.1  | 0.1  | 1.1    |
| 08:30 | 2.8      | 0.2     | 0.1 | 0.1 | 0.0    | 0.2             | 0.1                     | 0.1 | 0.1  | 0.0  | 0.0  | 0.0  | 0.2              | 0.1  | 0.2  | 0.1  | 0.1  | 1.2    |
| 08:45 | 2.9      | 0.2     | 0.1 | 0.1 | 0.0    | 0.2             | 0.1                     | 0.1 | 0.1  | 0.0  | 0.0  | 0.0  | 0.2              | 0.1  | 0.2  | 0.1  | 0.1  | 1.2    |
| 09:00 | 3.0      | 0.2     | 0.2 | 0.1 | 0.0    | 0.2             | 0.1                     | 0.1 | 0.1  | 0.0  | 0.0  | 0.0  | 0.2              | 0.1  | 0.2  | 0.1  | 0.1  | 1.3    |
| 09:15 | 3.3      | 0.2     | 0.2 | 0.1 | 0.0    | 0.2             | 0.1                     | 0.1 | 0.1  | 0.0  | 0.0  | 0.0  | 0.2              | 0.1  | 0.2  | 0.1  | 0.1  | 1.3    |
| 09:30 | 3.5      | 0.2     | 0.3 | 0.1 | 0.0    | 0.2             | 0.1                     | 0.2 | 0.1  | 0.1  | 0.0  | 0.0  | 0.3              | 0.2  | 0.1  | 0.1  | 0.1  | 1.4    |
| 09:45 | 3.7      | 0.2     | 0.3 | 0.1 | 0.0    | 0.2             | 0.1                     | 0.2 | 0.1  | 0.1  | 0.0  | 0.0  | 0.3              | 0.2  | 0.1  | 0.1  | 0.1  | 1.4    |
| 10:00 | 3.9      | 0.3     | 0.4 | 0.1 | 0.0    | 0.3             | 0.1                     | 0.2 | 0.1  | 0.1  | 0.0  | 0.0  | 0.4              | 0.2  | 0.1  | 0.1  | 0.1  | 1.4    |
| 10:15 | 4.1      | 0.3     | 0.5 | 0.1 | 0.0    | 0.3             | 0.2                     | 0.2 | 0.1  | 0.1  | 0.1  | 0.0  | 0.4              | 0.2  | 0.1  | 0.1  | 0.1  | 1.5    |
| 10:30 | 4.4      | 0.3     | 0.5 | 0.1 | 0.0    | 0.3             | 0.2                     | 0.2 | 0.1  | 0.1  | 0.1  | 0.0  | 0.4              | 0.2  | 0.1  | 0.1  | 0.1  | 1.6    |
| 10:45 | 4.6      | 0.3     | 0.6 | 0.1 | 0.0    | 0.3             | 0.2                     | 0.3 | 0.1  | 0.1  | 0.1  | 0.0  | 0.4              | 0.2  | 0.1  | 0.1  | 0.1  | 1.6    |
| 11:00 | 4.8      | 0.3     | 0.6 | 0.1 | 0.0    | 0.3             | 0.2                     | 0.3 | 0.1  | 0.1  | 0.1  | 0.0  | 0.5              | 0.2  | 0.1  | 0.2  | 0.1  | 1.6    |
| 11:15 | 5.1      | 0.4     | 0.6 | 0.1 | 0.0    | 0.3             | 0.2                     | 0.3 | 0.2  | 0.1  | 0.1  | 0.0  | 0.5              | 0.2  | 0.2  | 0.2  | 0.1  | 1.7    |
| 11:30 | 5.4      | 0.4     | 0.7 | 0.1 | 0.0    | 0.3             | 0.2                     | 0.3 | 0.2  | 0.1  | 0.1  | 0.0  | 0.5              | 0.2  | 0.2  | 0.2  | 0.1  | 1.7    |
| 11:45 | 5.8      | 0.5     | 0.7 | 0.1 | 0.0    | 0.3             | 0.2                     | 0.4 | 0.2  | 0.1  | 0.1  | 0.0  | 0.5              | 0.3  | 0.2  | 0.2  | 0.1  | 1.8    |
| 12:00 | 6.4      | 0.5     | 0.8 | 0.1 | 0.0    | 0.4             | 0.3                     | 0.3 | 0.1  | 0.1  | 0.1  | 0.0  | 0.8              | 0.3  | 0.4  | 0.3  | 0.1  | 1.9    |
| 12:15 | 6.9      | 0.6     | 0.8 | 0.1 | 0.0    | 0.4             | 0.3                     | 0.3 | 0.1  | 0.1  | 0.1  | 0.0  | 0.8              | 0.3  | 0.5  | 0.3  | 0.1  | 2.0    |
| 12:30 | 7.5      | 0.7     | 0.9 | 0.1 | 0.0    | 0.4             | 0.4                     | 0.4 | 0.1  | 0.1  | 0.1  | 0.0  | 0.8              | 0.3  | 0.6  | 0.4  | 0.2  | 2.1    |
| 12:45 | 8.1      | 1.1     | 0.9 | 0.1 | 0.1    | 0.4             | 0.4                     | 0.3 | 0.2  | 0.1  | 0.1  | 0.0  | 0.8              | 0.4  | 0.5  | 0.4  | 0.2  | 2.2    |
| 13:00 | 7.8      | 0.9     | 0.9 | 0.1 | 0.1    | 0.4             | 0.2                     | 0.2 | 0.1  | 0.1  | 0.1  | 0.0  | 0.9              | 0.4  | 0.5  | 0.4  | 0.2  | 2.3    |
| 13:15 | 7.6      | 0.7     | 0.9 | 0.1 | 0.1    | 0.4             | 0.2                     | 0.2 | 0.1  | 0.1  | 0.1  | 0.0  | 0.8              | 0.4  | 0.6  | 0.4  | 0.2  | 2.3    |
| 13:30 | 7.5      | 0.6     | 0.8 | 0.2 | 0.1    | 0.4             | 0.2                     | 0.2 | 0.1  | 0.1  | 0.1  | 0.0  | 0.8              | 0.4  | 0.7  | 0.4  | 0.2  | 2.2    |
| 13:45 | 7.5      | 0.6     | 0.9 | 0.1 | 0.1    | 0.4             | 0.2                     | 0.2 | 0.1  | 0.2  | 0.1  | 0.0  | 0.8              | 0.3  | 0.7  | 0.4  | 0.2  | 2.2    |
| 14:00 | 7.4      | 0.6     | 0.9 | 0.1 | 0.1    | 0.4             | 0.3                     | 0.2 | 0.1  | 0.2  | 0.1  | 0.0  | 0.7              | 0.3  | 0.7  | 0.4  | 0.2  | 2.1    |
| 14:15 | 7.4      | 0.5     | 0.9 | 0.1 | 0.1    | 0.3             | 0.4                     | 0.3 | 0.1  | 0.2  | 0.1  | 0.0  | 0.6              | 0.3  | 0.8  | 0.4  | 0.2  | 2.1    |
| 14:30 | 7.5      | 0.6     | 0.8 | 0.1 | 0.1    | 0.3             | 0.4                     | 0.3 | 0.1  | 0.2  | 0.1  | 0.0  | 0.6              | 0.3  | 0.8  | 0.4  | 0.2  | 2.1    |
| 14:45 | 7.6      | 0.6     | 0.8 | 0.1 | 0.1    | 0.3             | 0.4                     | 0.4 | 0.1  | 0.3  | 0.1  | 0.0  | 0.6              | 0.3  | 0.8  | 0.4  | 0.2  | 2.1    |
| 15:00 | 7.6      | 0.6     | 0.8 | 0.1 | 0.1    | 0.3             | 0.4                     | 0.3 | 0.1  | 0.3  | 0.1  | 0.0  | 0.7              | 0.3  | 0.8  | 0.4  | 0.2  | 2.1    |
| 15:15 | 7.8      | 0.6     | 0.8 | 0.1 | 0.1    | 0.3             | 0.6                     | 0.3 | 0.2  | 0.3  | 0.1  | 0.0  | 0.8              | 0.3  | 0.7  | 0.4  | 0.2  | 2.0    |
| 15:30 | 8.0      | 0.6     | 0.7 | 0.1 | 0.1    | 0.3             | 0.6                     | 0.3 | 0.2  | 0.3  | 0.1  | 0.0  | 0.8              | 0.3  | 0.8  | 0.4  | 0.2  | 2.1    |
| 15:45 | 8.3      | 0.6     | 0.7 | 0.1 | 0.1    | 0.4             | 0.6                     | 0.4 | 0.1  | 0.3  | 0.2  | 0.0  | 0.8              | 0.3  | 0.8  | 0.4  | 0.2  | 2.2    |

## 2.8 TV Nutzung nach Sender: Rating in %

# Ergebnisse TV-Panel 2012 / Deutschschweiz

VIERTELSTUNDEN-RATINGS in % (Mo-So)

Universum: 5'106'700 Personen (3+) Stichprobe: 2'257 Personen

## 2.8 TV Nutzung nach Sender: Rating in %

Mediapulse: Jahresbericht 2012

|          | Total TV | SRG SSR |      |      |        | 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    | 8.4      | 0.7     | 0.8  | 0.1  | 0.1    | 0.4             | 0.4                     | 0.4  | 0.1  | 0.2  | 0.2  | 0.1  | 0.9              | 0.3  | 0.9  | 0.4  | 0.3  | 2.3    |
| 16:15    | 8.7      | 0.7     | 0.8  | 0.1  | 0.1    | 0.5             | 0.4                     | 0.4  | 0.1  | 0.2  | 0.2  | 0.0  | 0.9              | 0.3  | 1.0  | 0.4  | 0.3  | 2.3    |
| 16:30    | 9.2      | 0.7     | 0.8  | 0.2  | 0.1    | 0.5             | 0.5                     | 0.4  | 0.1  | 0.1  | 0.2  | 0.0  | 1.0              | 0.3  | 1.0  | 0.5  | 0.3  | 2.4    |
| 16:45    | 9.6      | 0.7     | 0.9  | 0.2  | 0.1    | 0.6             | 0.5                     | 0.5  | 0.2  | 0.1  | 0.2  | 0.0  | 1.0              | 0.3  | 1.1  | 0.5  | 0.3  | 2.5    |
| 17:00    | 10.0     | 0.7     | 0.9  | 0.2  | 0.1    | 0.6             | 0.5                     | 0.4  | 0.2  | 0.1  | 0.2  | 0.0  | 1.1              | 0.3  | 1.0  | 0.6  | 0.3  | 2.7    |
| 17:15    | 10.7     | 0.7     | 0.9  | 0.2  | 0.1    | 0.7             | 0.7                     | 0.5  | 0.2  | 0.1  | 0.2  | 0.1  | 1.2              | 0.3  | 1.0  | 0.6  | 0.4  | 2.8    |
| 17:30    | 11.3     | 0.6     | 1.0  | 0.2  | 0.1    | 0.7             | 0.8                     | 0.6  | 0.2  | 0.1  | 0.2  | 0.1  | 1.2              | 0.4  | 0.9  | 0.6  | 0.4  | 3.1    |
| 17:45    | 12.4     | 0.9     | 1.0  | 0.2  | 0.1    | 1.0             | 0.8                     | 0.7  | 0.3  | 0.1  | 0.2  | 0.1  | 1.2              | 0.5  | 0.9  | 0.6  | 0.4  | 3.4    |
| 18:00    | 14.5     | 2.5     | 1.0  | 0.2  | 0.1    | 2.2             | 0.7                     | 0.8  | 0.2  | 0.1  | 0.3  | 0.1  | 1.1              | 0.5  | 0.8  | 0.4  | 0.4  | 3.2    |
| 18:15    | 15.7     | 2.8     | 1.3  | 0.2  | 0.1    | 1.6             | 0.8                     | 1.1  | 0.2  | 0.1  | 0.3  | 0.1  | 1.2              | 0.6  | 0.7  | 0.6  | 0.4  | 3.7    |
| 18:30    | 16.9     | 3.4     | 1.4  | 0.2  | 0.1    | 1.4             | 0.7                     | 1.1  | 0.3  | 0.1  | 0.3  | 0.1  | 1.4              | 0.6  | 0.7  | 0.7  | 0.3  | 4.0    |
| 18:45    | 18.3     | 4.1     | 1.6  | 0.2  | 0.1    | 1.7             | 0.7                     | 1.0  | 0.3  | 0.1  | 0.4  | 0.1  | 1.3              | 0.6  | 0.8  | 0.7  | 0.3  | 4.3    |
| 19:00    | 20.7     | 6.4     | 1.6  | 0.2  | 0.1    | 2.1             | 0.8                     | 0.4  | 0.3  | 0.0  | 0.2  | 0.1  | 1.1              | 0.8  | 0.8  | 0.8  | 0.3  | 4.5    |
| 19:15    | 22.5     | 7.4     | 1.7  | 0.2  | 0.1    | 1.6             | 0.8                     | 0.5  | 0.3  | 0.0  | 0.2  | 0.1  | 1.2              | 1.0  | 0.8  | 1.2  | 0.3  | 5.0    |
| 19:30    | 26.0     | 12.0    | 1.2  | 0.1  | 0.2    | 1.3             | 0.6                     | 0.6  | 0.3  | 0.0  | 0.2  | 0.2  | 1.4              | 0.9  | 0.8  | 1.0  | 0.4  | 4.7    |
| 19:45    | 27.9     | 13.5    | 1.2  | 0.1  | 0.2    | 1.3             | 0.5                     | 0.7  | 0.2  | 0.1  | 0.2  | 0.2  | 1.7              | 0.9  | 0.8  | 1.0  | 0.5  | 4.8    |
| 20:00    | 28.8     | 8.8     | 2.2  | 0.6  | 0.2    | 2.9             | 1.2                     | 1.3  | 0.2  | 0.2  | 0.2  | 0.4  | 2.0              | 0.6  | 0.6  | 1.4  | 0.6  | 5.4    |
| 20:15    | 30.3     | 8.2     | 2.7  | 0.6  | 0.2    | 1.8             | 1.8                     | 1.9  | 0.6  | 0.5  | 0.3  | 0.4  | 2.0              | 0.7  | 1.0  | 1.2  | 0.6  | 5.7    |
| 20:30    | 31.5     | 8.2     | 2.9  | 0.4  | 0.2    | 1.7             | 2.0                     | 2.1  | 0.7  | 0.7  | 0.4  | 0.4  | 2.1              | 0.9  | 1.1  | 1.2  | 0.6  | 6.0    |
| 20:45    | 32.3     | 7.9     | 3.2  | 0.4  | 0.2    | 1.8             | 2.1                     | 2.2  | 0.8  | 0.7  | 0.4  | 0.4  | 2.1              | 0.8  | 1.1  | 1.2  | 0.6  | 6.2    |
| 21:00    | 32.6     | 7.3     | 3.5  | 0.4  | 0.2    | 2.1             | 2.1                     | 2.3  | 0.7  | 0.6  | 0.4  | 0.4  | 2.2              | 0.9  | 1.2  | 1.3  | 0.7  | 6.3    |
| 21:15    | 32.6     | 7.8     | 3.6  | 0.4  | 0.2    | 1.8             | 2.1                     | 2.3  | 0.8  | 0.6  | 0.4  | 0.4  | 2.0              | 0.9  | 1.2  | 1.3  | 0.7  | 6.3    |
| 21:30    | 32.2     | 7.5     | 3.3  | 0.4  | 0.2    | 1.8             | 2.2                     | 2.3  | 0.8  | 0.6  | 0.4  | 0.4  | 2.0              | 0.9  | 1.2  | 1.2  | 0.8  | 6.2    |
| 21:45    | 30.1     | 7.5     | 3.3  | 0.5  | 0.2    | 1.8             | 1.4                     | 1.3  | 0.6  | 0.3  | 0.3  | 0.4  | 2.1              | 1.0  | 1.4  | 1.3  | 0.8  | 5.8    |
| 22:00    | 28.6     | 8.4     | 2.9  | 0.3  | 0.2    | 1.9             | 1.1                     | 1.0  | 0.5  | 0.2  | 0.2  | 0.3  | 2.0              | 0.9  | 1.3  | 1.2  | 0.8  | 5.4    |
| 22:15    | 25.2     | 5.3     | 3.3  | 0.5  | 0.2    | 1.5             | 1.1                     | 1.1  | 0.5  | 0.2  | 0.2  | 0.3  | 1.8              | 0.8  | 1.2  | 1.2  | 0.7  | 5.2    |
| 22:30    | 22.3     | 4.0     | 3.2  | 0.4  | 0.2    | 1.5             | 1.0                     | 1.0  | 0.5  | 0.2  | 0.2  | 0.2  | 1.6              | 0.8  | 1.0  | 1.0  | 0.6  | 4.8    |
| 22:45    | 19.5     | 3.5     | 2.3  | 0.5  | 0.1    | 1.4             | 0.9                     | 0.8  | 0.4  | 0.2  | 0.2  | 0.2  | 1.4              | 0.7  | 0.9  | 0.9  | 0.6  | 4.5    |
| 23:00    | 16.9     | 2.7     | 1.7  | 0.3  | 0.1    | 1.4             | 0.8                     | 0.7  | 0.4  | 0.2  | 0.2  | 0.2  | 1.3              | 0.7  | 0.8  | 0.7  | 0.5  | 4.2    |
| 23:15    | 14.4     | 2.1     | 1.1  | 0.4  | 0.1    | 1.1             | 0.5                     | 0.6  | 0.4  | 0.3  | 0.2  | 0.1  | 1.1              | 0.6  | 0.7  | 0.7  | 0.5  | 3.8    |
| 23:30    | 12.1     | 1.6     | 0.9  | 0.3  | 0.1    | 1.1             | 0.4                     | 0.6  | 0.3  | 0.3  | 0.2  | 0.1  | 1.0              | 0.6  | 0.6  | 0.6  | 0.4  | 3.2    |
| 23:45    | 10.3     | 1.1     | 0.7  | 0.2  | 0.1    | 0.9             | 0.4                     | 0.5  | 0.3  | 0.3  | 0.2  | 0.1  | 0.8              | 0.5  | 0.5  | 0.6  | 0.4  | 2.8    |
| 00:00    | 8.7      | 0.8     | 0.6  | 0.2  | 0.1    | 0.9             | 0.3                     | 0.5  | 0.2  | 0.2  | 0.1  | 0.1  | 0.6              | 0.4  | 0.4  | 0.4  | 0.3  | 2.4    |
| 00:15    | 7.3      | 0.6     | 0.5  | 0.2  | 0.0    | 0.7             | 0.3                     | 0.4  | 0.2  | 0.2  | 0.1  | 0.1  | 0.5              | 0.4  | 0.3  | 0.4  | 0.3  | 2.0    |
| 00:30    | 6.2      | 0.5     | 0.4  | 0.2  | 0.0    | 0.6             | 0.2                     | 0.3  | 0.2  | 0.2  | 0.1  | 0.1  | 0.4              | 0.3  | 0.2  | 0.3  | 0.3  | 1.8    |
| 00:45    | 5.2      | 0.5     | 0.3  | 0.1  | 0.0    | 0.5             | 0.2                     | 0.2  | 0.2  | 0.2  | 0.1  | 0.0  | 0.4              | 0.3  | 0.2  | 0.3  | 0.2  | 1.6    |
| R 18-23  | 25.4     | 6.8     | 2.4  | 0.3  | 0.2    | 1.8             | 1.2                     | 1.3  | 0.5  | 0.3  | 0.3  | 0.3  | 1.7              | 0.8  | 1.0  | 1.1  | 0.5  | 5.1    |
| NR 18-23 | 52.9     | 34.0    | 21.8 | 10.9 | 3.5    | 21.2            | 15.1                    | 14.6 | 9.8  | 7.4  | 6.4  | 5.6  | 17.1             | 12.3 | 13.5 | 13.6 | 9.4  | 37.2   |
| R 24h    | 9.5      | 1.8     | 0.9  | 0.2  | 0.1    | 0.6             | 0.4                     | 0.4  | 0.2  | 0.1  | 0.1  | 0.1  | 0.7              | 0.3  | 0.5  | 0.4  | 0.2  | 2.3    |
| NR 24h   | 61.4     | 40.0    | 28.8 | 16.6 | 5.5    | 28.1            | 21.3                    | 20.4 | 15.1 | 12.0 | 10.0 | 8.2  | 24.1             | 18.0 | 20.1 | 19.5 | 14.2 | 47.7   |

R = Rating in %

# Ergebnisse TV-Panel 2012 / Deutschschweiz

VIERTELSTUNDEN-RATINGS in Tausend (Mo-So)

Universum: 5'106'700 Personen (3+) Stichprobe: 2'257 Personen

|       | Total TV | SRG SSR |     |     |        | 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 | 72       | 5       | 2   | 2   | 0      | 3               | 3                       | 2   | 2    | 1    | 1    | 0    | 11               | 3    | 7    | 3    | 4    | 23     |
| 06:15 | 78       | 6       | 2   | 2   | 0      | 4               | 3                       | 3   | 2    | 1    | 1    | 0    | 12               | 3    | 8    | 4    | 5    | 25     |
| 06:30 | 81       | 6       | 2   | 2   | 0      | 5               | 2                       | 2   | 2    | 1    | 1    | 0    | 12               | 2    | 7    | 4    | 5    | 28     |
| 06:45 | 88       | 7       | 3   | 2   | 0      | 6               | 2                       | 2   | 2    | 1    | 1    | 1    | 12               | 2    | 7    | 5    | 5    | 32     |
| 07:00 | 96       | 8       | 4   | 2   | 0      | 9               | 2                       | 2   | 1    | 1    | 1    | 1    | 12               | 2    | 8    | 6    | 4    | 35     |
| 07:15 | 105      | 8       | 4   | 3   | 0      | 10              | 2                       | 2   | 1    | 1    | 2    | 1    | 11               | 2    | 8    | 7    | 3    | 41     |
| 07:30 | 113      | 9       | 4   | 3   | 1      | 12              | 2                       | 2   | 1    | 1    | 1    | 1    | 10               | 2    | 10   | 7    | 3    | 45     |
| 07:45 | 118      | 11      | 4   | 2   | 1      | 10              | 3                       | 2   | 2    | 1    | 1    | 1    | 10               | 2    | 10   | 7    | 3    | 49     |
| 08:00 | 127      | 11      | 5   | 3   | 1      | 12              | 4                       | 2   | 2    | 1    | 1    | 1    | 9                | 3    | 11   | 7    | 3    | 52     |
| 08:15 | 135      | 11      | 5   | 4   | 1      | 10              | 4                       | 3   | 3    | 1    | 1    | 1    | 9                | 4    | 11   | 7    | 4    | 57     |
| 08:30 | 141      | 11      | 6   | 4   | 1      | 11              | 4                       | 3   | 3    | 1    | 1    | 1    | 9                | 5    | 11   | 7    | 4    | 60     |
| 08:45 | 147      | 11      | 7   | 4   | 1      | 11              | 4                       | 4   | 4    | 1    | 1    | 1    | 9                | 6    | 11   | 6    | 4    | 62     |
| 09:00 | 155      | 10      | 9   | 4   | 1      | 12              | 5                       | 5   | 4    | 2    | 1    | 1    | 11               | 7    | 10   | 6    | 5    | 64     |
| 09:15 | 166      | 11      | 11  | 4   | 1      | 12              | 6                       | 7   | 5    | 2    | 1    | 1    | 13               | 7    | 8    | 5    | 5    | 67     |
| 09:30 | 178      | 12      | 14  | 5   | 1      | 12              | 6                       | 8   | 5    | 3    | 2    | 1    | 15               | 9    | 7    | 5    | 5    | 70     |
| 09:45 | 188      | 13      | 16  | 5   | 2      | 12              | 6                       | 9   | 6    | 4    | 2    | 1    | 16               | 9    | 6    | 5    | 5    | 72     |
| 10:00 | 200      | 13      | 20  | 6   | 2      | 13              | 7                       | 10  | 6    | 4    | 2    | 1    | 19               | 11   | 4    | 5    | 5    | 73     |
| 10:15 | 211      | 14      | 24  | 5   | 1      | 13              | 8                       | 10  | 7    | 4    | 3    | 2    | 19               | 11   | 4    | 5    | 4    | 76     |
| 10:30 | 223      | 14      | 27  | 5   | 1      | 13              | 9                       | 12  | 7    | 5    | 4    | 2    | 21               | 11   | 4    | 6    | 4    | 80     |
| 10:45 | 233      | 15      | 29  | 4   | 2      | 13              | 10                      | 14  | 7    | 5    | 4    | 2    | 22               | 11   | 4    | 6    | 4    | 83     |
| 11:00 | 246      | 16      | 30  | 4   | 2      | 14              | 10                      | 15  | 7    | 5    | 4    | 2    | 24               | 11   | 6    | 8    | 4    | 82     |
| 11:15 | 260      | 20      | 33  | 5   | 2      | 14              | 10                      | 15  | 8    | 5    | 5    | 2    | 24               | 12   | 8    | 9    | 4    | 86     |
| 11:30 | 278      | 23      | 35  | 5   | 2      | 15              | 10                      | 17  | 8    | 5    | 4    | 2    | 25               | 13   | 10   | 11   | 5    | 89     |
| 11:45 | 298      | 27      | 35  | 5   | 2      | 16              | 11                      | 19  | 8    | 5    | 4    | 2    | 28               | 13   | 12   | 13   | 6    | 94     |
| 12:00 | 328      | 26      | 40  | 4   | 2      | 19              | 14                      | 15  | 7    | 3    | 4    | 2    | 39               | 15   | 20   | 14   | 7    | 97     |
| 12:15 | 354      | 28      | 42  | 5   | 2      | 19              | 16                      | 18  | 7    | 4    | 4    | 2    | 42               | 17   | 25   | 17   | 7    | 100    |
| 12:30 | 385      | 35      | 46  | 5   | 2      | 20              | 19                      | 20  | 8    | 3    | 4    | 2    | 39               | 18   | 30   | 19   | 8    | 107    |
| 12:45 | 411      | 54      | 48  | 6   | 4      | 20              | 18                      | 18  | 8    | 3    | 4    | 2    | 42               | 18   | 24   | 21   | 9    | 113    |
| 13:00 | 400      | 47      | 48  | 6   | 4      | 21              | 12                      | 11  | 7    | 3    | 4    | 2    | 45               | 18   | 27   | 20   | 10   | 117    |
| 13:15 | 388      | 34      | 45  | 7   | 3      | 20              | 12                      | 11  | 7    | 4    | 5    | 2    | 40               | 19   | 32   | 22   | 10   | 117    |
| 13:30 | 383      | 32      | 42  | 8   | 3      | 19              | 12                      | 10  | 6    | 6    | 5    | 2    | 39               | 18   | 37   | 20   | 10   | 115    |
| 13:45 | 382      | 33      | 44  | 6   | 3      | 18              | 12                      | 9   | 6    | 8    | 6    | 2    | 41               | 17   | 34   | 21   | 11   | 112    |
| 14:00 | 379      | 30      | 47  | 6   | 3      | 18              | 14                      | 9   | 6    | 9    | 6    | 2    | 35               | 15   | 38   | 20   | 10   | 110    |
| 14:15 | 380      | 28      | 45  | 6   | 3      | 17              | 19                      | 13  | 7    | 11   | 6    | 2    | 32               | 14   | 39   | 21   | 10   | 107    |
| 14:30 | 383      | 29      | 41  | 6   | 3      | 16              | 21                      | 16  | 7    | 12   | 7    | 2    | 31               | 14   | 42   | 20   | 11   | 107    |
| 14:45 | 388      | 29      | 39  | 6   | 3      | 16              | 21                      | 19  | 7    | 14   | 6    | 2    | 32               | 13   | 40   | 21   | 11   | 110    |
| 15:00 | 389      | 30      | 40  | 6   | 3      | 16              | 21                      | 14  | 8    | 16   | 7    | 2    | 37               | 13   | 39   | 21   | 11   | 105    |
| 15:15 | 398      | 31      | 39  | 6   | 3      | 16              | 29                      | 15  | 8    | 16   | 8    | 2    | 40               | 13   | 37   | 20   | 11   | 104    |
| 15:30 | 408      | 31      | 37  | 6   | 3      | 17              | 31                      | 16  | 8    | 18   | 8    | 2    | 39               | 13   | 39   | 20   | 12   | 106    |
| 15:45 | 423      | 33      | 38  | 7   | 3      | 20              | 31                      | 19  | 8    | 15   | 8    | 2    | 41               | 14   | 41   | 19   | 13   | 112    |

## 2.9 TV Nutzung nach Sender: Rating in Tausend



# Ergebnisse TV-Panel 2012 / Deutschschweiz

VIERTELSTUNDEN-RATINGS in Tausend (Mo-So)

Universum: 5'106'700 Personen (3+) Stichprobe: 2'257 Personen

## 2.9 TV Nutzung nach Sender: Rating in Tausend

Mediapulse: Jahresbericht 2012

|          | Total TV | SRG SSR |     |     |        | 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    | 428      | 36      | 41  | 7   | 3      | 22              | 20                      | 18  | 7    | 9    | 9    | 3    | 47               | 13   | 44   | 22   | 13   | 115    |
| 16:15    | 447      | 38      | 42  | 7   | 3      | 26              | 22                      | 20  | 7    | 8    | 9    | 2    | 46               | 13   | 49   | 21   | 15   | 119    |
| 16:30    | 470      | 37      | 42  | 8   | 3      | 28              | 25                      | 23  | 7    | 8    | 9    | 2    | 53               | 13   | 51   | 24   | 15   | 123    |
| 16:45    | 493      | 37      | 45  | 9   | 3      | 30              | 26                      | 25  | 8    | 8    | 10   | 2    | 53               | 15   | 55   | 23   | 13   | 129    |
| 17:00    | 513      | 37      | 48  | 11  | 3      | 31              | 27                      | 20  | 9    | 6    | 11   | 2    | 59               | 17   | 49   | 30   | 16   | 137    |
| 17:15    | 546      | 34      | 47  | 11  | 3      | 34              | 37                      | 24  | 12   | 7    | 12   | 3    | 61               | 16   | 49   | 33   | 20   | 144    |
| 17:30    | 577      | 33      | 49  | 11  | 3      | 38              | 43                      | 29  | 12   | 7    | 12   | 3    | 62               | 21   | 47   | 29   | 22   | 158    |
| 17:45    | 633      | 47      | 52  | 10  | 4      | 52              | 41                      | 38  | 14   | 7    | 13   | 3    | 63               | 24   | 46   | 29   | 20   | 172    |
| 18:00    | 742      | 125     | 50  | 9   | 4      | 115             | 37                      | 42  | 11   | 6    | 14   | 3    | 57               | 27   | 38   | 23   | 18   | 165    |
| 18:15    | 801      | 142     | 67  | 9   | 6      | 82              | 41                      | 54  | 12   | 4    | 17   | 3    | 60               | 31   | 37   | 29   | 18   | 188    |
| 18:30    | 864      | 172     | 73  | 9   | 6      | 73              | 38                      | 57  | 15   | 4    | 17   | 4    | 74               | 28   | 38   | 37   | 15   | 205    |
| 18:45    | 933      | 208     | 80  | 10  | 6      | 89              | 36                      | 49  | 14   | 3    | 18   | 5    | 67               | 32   | 42   | 37   | 16   | 222    |
| 19:00    | 1059     | 329     | 82  | 8   | 6      | 106             | 39                      | 23  | 17   | 3    | 9    | 6    | 58               | 43   | 42   | 42   | 17   | 229    |
| 19:15    | 1150     | 380     | 87  | 8   | 6      | 84              | 40                      | 24  | 17   | 3    | 9    | 6    | 62               | 50   | 43   | 63   | 17   | 254    |
| 19:30    | 1326     | 613     | 59  | 4   | 10     | 69              | 32                      | 30  | 17   | 3    | 8    | 8    | 72               | 45   | 42   | 53   | 22   | 240    |
| 19:45    | 1426     | 689     | 61  | 6   | 12     | 69              | 26                      | 36  | 9    | 4    | 8    | 11   | 87               | 44   | 40   | 52   | 26   | 246    |
| 20:00    | 1473     | 451     | 111 | 29  | 10     | 150             | 59                      | 67  | 10   | 8    | 10   | 23   | 102              | 29   | 32   | 73   | 30   | 277    |
| 20:15    | 1549     | 417     | 138 | 31  | 10     | 93              | 94                      | 95  | 29   | 27   | 18   | 20   | 101              | 37   | 54   | 63   | 32   | 291    |
| 20:30    | 1608     | 419     | 148 | 20  | 10     | 87              | 102                     | 106 | 35   | 34   | 20   | 21   | 108              | 44   | 55   | 62   | 32   | 305    |
| 20:45    | 1649     | 405     | 164 | 20  | 11     | 90              | 110                     | 114 | 39   | 38   | 22   | 22   | 105              | 41   | 58   | 61   | 33   | 316    |
| 21:00    | 1666     | 373     | 177 | 20  | 10     | 107             | 108                     | 119 | 38   | 31   | 20   | 23   | 112              | 46   | 63   | 65   | 37   | 320    |
| 21:15    | 1667     | 397     | 182 | 23  | 10     | 90              | 109                     | 117 | 41   | 29   | 20   | 22   | 101              | 44   | 64   | 64   | 36   | 320    |
| 21:30    | 1644     | 385     | 168 | 21  | 10     | 93              | 111                     | 117 | 41   | 29   | 19   | 22   | 102              | 47   | 60   | 64   | 39   | 319    |
| 21:45    | 1536     | 383     | 167 | 26  | 10     | 94              | 70                      | 67  | 33   | 15   | 17   | 19   | 107              | 49   | 73   | 69   | 39   | 298    |
| 22:00    | 1459     | 430     | 151 | 13  | 10     | 98              | 59                      | 51  | 25   | 9    | 9    | 14   | 101              | 46   | 65   | 64   | 39   | 277    |
| 22:15    | 1286     | 270     | 171 | 27  | 10     | 78              | 57                      | 54  | 25   | 10   | 9    | 13   | 94               | 43   | 61   | 61   | 36   | 267    |
| 22:30    | 1138     | 206     | 165 | 22  | 8      | 75              | 53                      | 52  | 24   | 10   | 10   | 12   | 83               | 43   | 50   | 51   | 31   | 244    |
| 22:45    | 995      | 176     | 118 | 23  | 6      | 70              | 45                      | 41  | 21   | 12   | 10   | 11   | 72               | 36   | 47   | 47   | 29   | 230    |
| 23:00    | 865      | 139     | 89  | 18  | 5      | 73              | 39                      | 36  | 21   | 12   | 10   | 9    | 65               | 33   | 39   | 38   | 26   | 214    |
| 23:15    | 733      | 108     | 58  | 20  | 4      | 59              | 28                      | 33  | 18   | 14   | 9    | 7    | 57               | 31   | 34   | 36   | 24   | 192    |
| 23:30    | 620      | 83      | 45  | 16  | 3      | 54              | 22                      | 30  | 16   | 14   | 9    | 6    | 49               | 29   | 29   | 31   | 22   | 165    |
| 23:45    | 527      | 57      | 36  | 12  | 3      | 48              | 20                      | 26  | 14   | 14   | 9    | 5    | 42               | 25   | 27   | 28   | 20   | 143    |
| 00:00    | 445      | 41      | 30  | 11  | 3      | 47              | 17                      | 23  | 12   | 12   | 7    | 4    | 32               | 22   | 22   | 23   | 17   | 123    |
| 00:15    | 372      | 32      | 25  | 11  | 2      | 38              | 14                      | 20  | 10   | 10   | 6    | 3    | 26               | 18   | 17   | 20   | 16   | 105    |
| 00:30    | 314      | 28      | 21  | 8   | 2      | 33              | 13                      | 15  | 8    | 10   | 5    | 3    | 20               | 16   | 12   | 16   | 14   | 91     |
| 00:45    | 267      | 24      | 17  | 7   | 2      | 27              | 11                      | 10  | 8    | 9    | 4    | 2    | 18               | 14   | 10   | 14   | 12   | 80     |
| NT 18-23 | 76       | 21      | 7   | 1   | 1      | 5               | 4                       | 4   | 1    | 1    | 1    | 1    | 5                | 2    | 3    | 3    | 2    | 15     |
| NS 18-23 | 144      | 60      | 30  | 9   | 14     | 25              | 24                      | 26  | 14   | 11   | 13   | 14   | 29               | 19   | 22   | 23   | 17   | 41     |
| NT 24h   | 136      | 26      | 12  | 2   | 1      | 9               | 6                       | 6   | 3    | 2    | 2    | 1    | 11               | 5    | 7    | 6    | 4    | 33     |
| NS 24h   | 221      | 64      | 39  | 13  | 16     | 33              | 30                      | 31  | 18   | 17   | 18   | 15   | 44               | 27   | 36   | 31   | 25   | 69     |

NT = Nutzungsminuten gesamt NS = Nutzungsminuten pro Seher

# Ergebnisse TV-Panel 2012/ Deutschschweiz

VIERTELSTUNDEN-MARKTANTEILE in % (Mo-So)

Universum: 5'106'700 Personen (3+) Stichprobe: 2'257 Personen

|       | Total TV | SRG SSR |     |     |        | 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      | 6.9     | 3.0 | 2.7 | 0.3    | 4.6             | 4.0                     | 3.4 | 2.5  | 1.2  | 1.1  | 0.5  | 15.3             | 4.4  | 9.1  | 4.0  | 5.6  | 31.5   |
| 06:15 | 100      | 7.2     | 2.7 | 2.7 | 0.3    | 4.7             | 4.0                     | 3.2 | 2.0  | 0.9  | 1.0  | 0.5  | 14.8             | 3.2  | 10.1 | 4.9  | 5.8  | 31.8   |
| 06:30 | 100      | 7.4     | 2.9 | 2.6 | 0.3    | 5.7             | 2.4                     | 2.4 | 1.8  | 0.7  | 1.2  | 0.5  | 15.0             | 2.7  | 8.8  | 5.2  | 5.9  | 34.6   |
| 06:45 | 100      | 8.3     | 3.3 | 2.4 | 0.3    | 6.3             | 2.2                     | 2.4 | 1.7  | 0.6  | 1.2  | 0.6  | 13.4             | 2.3  | 7.6  | 5.4  | 5.4  | 36.6   |
| 07:00 | 100      | 7.9     | 3.7 | 2.3 | 0.3    | 8.9             | 2.0                     | 2.2 | 1.3  | 0.5  | 1.2  | 0.7  | 12.0             | 2.0  | 7.9  | 5.8  | 4.5  | 36.7   |
| 07:15 | 100      | 7.9     | 3.2 | 2.4 | 0.4    | 9.3             | 2.1                     | 2.1 | 1.3  | 0.5  | 1.4  | 0.9  | 10.8             | 2.0  | 7.5  | 6.2  | 3.4  | 38.8   |
| 07:30 | 100      | 8.1     | 3.2 | 2.4 | 0.4    | 10.2            | 2.2                     | 1.8 | 1.2  | 0.5  | 0.8  | 1.1  | 9.1              | 2.0  | 9.0  | 5.9  | 2.5  | 39.7   |
| 07:45 | 100      | 8.8     | 3.2 | 2.1 | 0.4    | 8.6             | 2.7                     | 1.8 | 1.4  | 0.7  | 0.7  | 1.0  | 8.4              | 1.9  | 8.4  | 5.8  | 2.2  | 41.9   |
| 08:00 | 100      | 8.7     | 3.3 | 2.5 | 0.5    | 9.3             | 3.0                     | 1.8 | 1.6  | 0.8  | 0.6  | 0.6  | 7.5              | 2.0  | 8.9  | 5.6  | 2.2  | 41.2   |
| 08:15 | 100      | 8.2     | 3.1 | 3.1 | 0.6    | 7.5             | 3.2                     | 2.0 | 1.8  | 0.9  | 0.6  | 0.6  | 6.7              | 2.6  | 8.5  | 5.4  | 2.5  | 42.9   |
| 08:30 | 100      | 8.0     | 3.2 | 2.8 | 0.8    | 7.2             | 2.9                     | 2.0 | 2.2  | 0.8  | 0.6  | 0.6  | 6.1              | 3.3  | 8.6  | 5.0  | 2.9  | 42.9   |
| 08:45 | 100      | 7.1     | 3.5 | 2.6 | 0.9    | 7.2             | 2.9                     | 2.5 | 2.5  | 0.9  | 0.7  | 0.6  | 6.1              | 4.0  | 8.0  | 4.4  | 3.0  | 43.1   |
| 09:00 | 100      | 6.4     | 4.2 | 2.6 | 0.9    | 7.4             | 3.2                     | 3.1 | 2.7  | 1.0  | 0.7  | 0.7  | 7.5              | 4.7  | 7.1  | 3.5  | 3.1  | 41.4   |
| 09:15 | 100      | 6.5     | 5.0 | 2.5 | 0.8    | 6.9             | 3.6                     | 4.4 | 2.9  | 1.5  | 0.8  | 0.7  | 7.7              | 4.7  | 5.8  | 3.1  | 2.9  | 40.2   |
| 09:30 | 100      | 7.0     | 5.7 | 2.3 | 0.7    | 6.3             | 3.6                     | 4.8 | 3.0  | 1.9  | 0.9  | 0.7  | 8.5              | 5.2  | 4.3  | 2.9  | 2.8  | 39.3   |
| 09:45 | 100      | 6.7     | 6.3 | 2.3 | 0.7    | 6.1             | 3.3                     | 5.1 | 3.1  | 2.3  | 1.1  | 0.7  | 9.2              | 5.6  | 3.6  | 2.7  | 2.9  | 38.3   |
| 10:00 | 100      | 6.6     | 7.1 | 2.2 | 0.7    | 6.5             | 3.3                     | 5.2 | 3.3  | 2.6  | 1.2  | 0.8  | 10.2             | 6.1  | 2.4  | 2.4  | 2.6  | 36.9   |
| 10:15 | 100      | 6.8     | 8.0 | 2.0 | 0.6    | 6.3             | 3.9                     | 5.5 | 3.4  | 2.3  | 1.5  | 0.9  | 10.0             | 5.9  | 1.9  | 2.3  | 2.0  | 36.7   |
| 10:30 | 100      | 6.3     | 8.5 | 1.6 | 0.6    | 6.1             | 3.7                     | 6.2 | 3.1  | 2.3  | 1.7  | 0.8  | 10.6             | 5.9  | 1.8  | 2.4  | 1.8  | 36.6   |
| 10:45 | 100      | 6.1     | 8.7 | 1.5 | 0.6    | 5.7             | 3.8                     | 6.8 | 3.0  | 2.7  | 1.8  | 0.8  | 10.4             | 5.7  | 1.8  | 2.6  | 1.7  | 36.0   |
| 11:00 | 100      | 6.3     | 8.2 | 1.5 | 0.6    | 5.8             | 3.7                     | 7.5 | 3.1  | 2.5  | 1.9  | 0.9  | 11.1             | 5.4  | 2.6  | 3.0  | 1.7  | 34.0   |
| 11:15 | 100      | 7.5     | 8.5 | 1.6 | 0.7    | 5.6             | 3.8                     | 6.5 | 3.2  | 2.2  | 2.0  | 0.8  | 10.3             | 4.9  | 3.3  | 3.7  | 1.9  | 33.6   |
| 11:30 | 100      | 8.6     | 8.3 | 1.5 | 0.6    | 5.6             | 3.6                     | 6.8 | 3.0  | 2.1  | 1.8  | 0.7  | 10.2             | 4.9  | 3.8  | 4.1  | 2.0  | 32.4   |
| 11:45 | 100      | 9.5     | 7.9 | 1.4 | 0.7    | 5.7             | 3.8                     | 6.8 | 2.7  | 1.7  | 1.6  | 0.6  | 10.3             | 4.6  | 4.2  | 4.4  | 2.2  | 31.9   |
| 12:00 | 100      | 8.1     | 8.0 | 1.2 | 0.6    | 5.9             | 4.8                     | 4.4 | 2.2  | 1.0  | 1.4  | 0.5  | 13.6             | 4.8  | 6.8  | 4.5  | 2.4  | 29.8   |
| 12:15 | 100      | 8.3     | 7.9 | 1.2 | 0.5    | 5.5             | 5.2                     | 5.0 | 1.9  | 1.0  | 1.2  | 0.5  | 13.5             | 5.1  | 8.0  | 4.8  | 2.2  | 28.2   |
| 12:30 | 100      | 9.5     | 8.2 | 1.3 | 0.6    | 5.5             | 5.4                     | 5.2 | 1.9  | 0.9  | 1.1  | 0.4  | 11.1             | 4.8  | 8.6  | 5.2  | 2.3  | 28.0   |
| 12:45 | 100      | 14.3    | 8.3 | 1.2 | 1.1    | 5.1             | 4.9                     | 4.4 | 1.9  | 0.7  | 1.1  | 0.4  | 11.2             | 4.5  | 6.0  | 5.3  | 2.4  | 27.5   |
| 13:00 | 100      | 12.2    | 8.5 | 1.4 | 1.0    | 5.5             | 3.2                     | 2.9 | 1.6  | 0.7  | 0.9  | 0.4  | 12.4             | 4.6  | 7.4  | 5.3  | 2.6  | 29.5   |
| 13:15 | 100      | 9.1     | 8.2 | 1.7 | 0.8    | 5.1             | 3.3                     | 2.8 | 1.5  | 1.0  | 1.3  | 0.5  | 11.5             | 4.9  | 9.2  | 5.8  | 2.6  | 30.7   |
| 13:30 | 100      | 8.8     | 8.0 | 1.8 | 0.8    | 5.0             | 3.0                     | 2.5 | 1.4  | 1.7  | 1.5  | 0.5  | 11.3             | 4.7  | 10.9 | 5.2  | 2.8  | 30.2   |
| 13:45 | 100      | 9.1     | 8.4 | 1.4 | 0.9    | 4.9             | 3.0                     | 2.2 | 1.4  | 2.4  | 1.6  | 0.6  | 12.1             | 4.2  | 10.2 | 5.5  | 2.9  | 29.4   |
| 14:00 | 100      | 8.4     | 9.3 | 1.5 | 0.9    | 4.8             | 3.8                     | 2.4 | 1.5  | 2.7  | 1.6  | 0.5  | 9.9              | 3.8  | 11.6 | 5.5  | 2.8  | 29.1   |
| 14:15 | 100      | 7.4     | 9.1 | 1.4 | 0.9    | 4.5             | 5.3                     | 3.6 | 1.6  | 3.1  | 1.7  | 0.5  | 9.1              | 3.5  | 11.8 | 5.6  | 2.8  | 28.1   |
| 14:30 | 100      | 7.5     | 8.4 | 1.3 | 0.7    | 4.2             | 5.9                     | 4.3 | 1.7  | 3.3  | 1.7  | 0.4  | 8.8              | 3.3  | 12.7 | 5.2  | 2.9  | 27.8   |
| 14:45 | 100      | 7.5     | 8.1 | 1.3 | 0.7    | 4.0             | 5.9                     | 5.2 | 1.6  | 3.7  | 1.6  | 0.5  | 8.6              | 3.2  | 11.8 | 5.4  | 2.9  | 28.1   |
| 15:00 | 100      | 8.0     | 8.2 | 1.3 | 0.7    | 4.1             | 5.8                     | 3.6 | 1.7  | 4.4  | 1.8  | 0.5  | 10.3             | 3.2  | 11.4 | 5.4  | 3.0  | 26.6   |
| 15:15 | 100      | 7.7     | 7.6 | 1.2 | 0.7    | 3.8             | 8.4                     | 3.7 | 1.8  | 4.2  | 1.9  | 0.5  | 11.1             | 3.0  | 10.5 | 5.1  | 2.9  | 25.8   |
| 15:30 | 100      | 7.5     | 7.0 | 1.2 | 0.7    | 4.1             | 8.7                     | 4.1 | 1.9  | 4.5  | 1.9  | 0.5  | 10.3             | 2.9  | 10.9 | 5.0  | 2.9  | 25.7   |
| 15:45 | 100      | 7.3     | 7.0 | 1.4 | 0.7    | 4.7             | 8.2                     | 4.6 | 1.8  | 3.9  | 2.0  | 0.5  | 10.4             | 3.0  | 10.9 | 4.5  | 3.0  | 26.0   |

## 2.10 TV Nutzung nach Sender: Marktanteile in %

# Ergebnisse TV-Panel 2012 / Deutschschweiz

VIERTELSTUNDEN-MARKTANTEILE in % (Mo-So)

Universum: 5'106'700 Personen (3+) Stichprobe: 2'257 Personen

## 2.10 TV Nutzung nach Sender: Marktanteile in %

Mediapulse: Jahresbericht 2012

|          | Total TV | SRG SSR |      |     |        | 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      | 7.9     | 7.7  | 1.3 | 0.7    | 5.3             | 4.8                     | 4.1 | 1.8  | 2.2  | 2.2  | 0.6  | 12.1             | 3.0  | 11.7 | 5.1  | 3.1  | 26.3   |
| 16:15    | 100      | 8.0     | 7.6  | 1.3 | 0.7    | 6.1             | 5.3                     | 4.4 | 1.6  | 1.8  | 2.0  | 0.5  | 11.3             | 2.9  | 12.2 | 4.6  | 3.6  | 26.1   |
| 16:30    | 100      | 7.0     | 7.5  | 1.4 | 0.7    | 6.0             | 5.8                     | 4.8 | 1.6  | 1.7  | 2.1  | 0.4  | 12.4             | 2.7  | 12.0 | 5.1  | 3.2  | 25.7   |
| 16:45    | 100      | 6.7     | 7.8  | 1.6 | 0.7    | 6.3             | 5.9                     | 5.2 | 1.7  | 1.6  | 2.2  | 0.4  | 11.5             | 3.1  | 12.3 | 4.7  | 2.7  | 25.7   |
| 17:00    | 100      | 6.7     | 7.9  | 1.8 | 0.6    | 6.1             | 5.8                     | 4.0 | 1.9  | 1.2  | 2.3  | 0.4  | 12.3             | 3.3  | 10.5 | 6.1  | 3.1  | 26.1   |
| 17:15    | 100      | 5.9     | 7.5  | 1.8 | 0.5    | 6.1             | 7.4                     | 4.7 | 2.2  | 1.2  | 2.2  | 0.5  | 11.7             | 2.9  | 9.7  | 6.1  | 3.7  | 25.8   |
| 17:30    | 100      | 5.4     | 7.5  | 1.6 | 0.6    | 6.5             | 8.0                     | 5.2 | 2.2  | 1.1  | 2.1  | 0.5  | 11.1             | 3.7  | 8.7  | 5.0  | 3.9  | 27.0   |
| 17:45    | 100      | 7.3     | 7.4  | 1.4 | 0.6    | 8.2             | 6.9                     | 6.3 | 2.3  | 1.0  | 2.0  | 0.5  | 10.1             | 3.8  | 7.6  | 4.5  | 3.2  | 27.0   |
| 18:00    | 100      | 17.1    | 6.2  | 1.0 | 0.5    | 15.6            | 5.2                     | 5.8 | 1.4  | 0.7  | 2.0  | 0.4  | 7.7              | 3.7  | 5.2  | 3.1  | 2.4  | 22.0   |
| 18:15    | 100      | 18.0    | 7.6  | 1.0 | 0.7    | 10.3            | 5.4                     | 7.0 | 1.6  | 0.5  | 2.3  | 0.4  | 7.5              | 4.0  | 4.6  | 3.7  | 2.2  | 23.3   |
| 18:30    | 100      | 20.2    | 7.6  | 1.0 | 0.7    | 8.4             | 4.6                     | 6.9 | 1.7  | 0.4  | 2.0  | 0.5  | 8.5              | 3.3  | 4.4  | 4.3  | 1.6  | 23.7   |
| 18:45    | 100      | 22.7    | 7.8  | 1.0 | 0.6    | 9.6             | 3.8                     | 5.4 | 1.5  | 0.3  | 2.1  | 0.6  | 7.2              | 3.5  | 4.5  | 4.0  | 1.6  | 23.9   |
| 19:00    | 100      | 31.5    | 7.1  | 0.7 | 0.5    | 10.1            | 3.6                     | 2.2 | 1.6  | 0.2  | 0.9  | 0.6  | 5.5              | 4.1  | 4.0  | 4.0  | 1.6  | 21.7   |
| 19:15    | 100      | 33.3    | 7.2  | 0.7 | 0.5    | 7.3             | 3.4                     | 2.1 | 1.5  | 0.2  | 0.8  | 0.5  | 5.4              | 4.4  | 3.7  | 5.4  | 1.5  | 22.1   |
| 19:30    | 100      | 46.3    | 4.4  | 0.3 | 0.7    | 5.2             | 2.4                     | 2.3 | 1.3  | 0.2  | 0.6  | 0.6  | 5.4              | 3.5  | 3.2  | 4.0  | 1.6  | 18.1   |
| 19:45    | 100      | 48.3    | 4.3  | 0.4 | 0.8    | 4.8             | 1.9                     | 2.5 | 0.6  | 0.3  | 0.6  | 0.8  | 6.1              | 3.1  | 2.8  | 3.6  | 1.8  | 17.3   |
| 20:00    | 100      | 30.6    | 7.6  | 2.0 | 0.7    | 10.2            | 4.1                     | 4.5 | 0.7  | 0.6  | 0.7  | 1.5  | 6.9              | 2.0  | 2.2  | 4.9  | 2.0  | 18.9   |
| 20:15    | 100      | 26.9    | 8.9  | 2.0 | 0.6    | 6.0             | 6.0                     | 6.1 | 1.8  | 1.8  | 1.2  | 1.3  | 6.5              | 2.4  | 3.4  | 4.0  | 2.0  | 18.9   |
| 20:30    | 100      | 26.1    | 9.2  | 1.2 | 0.6    | 5.4             | 6.3                     | 6.5 | 2.1  | 2.2  | 1.3  | 1.3  | 6.7              | 2.7  | 3.4  | 3.8  | 2.0  | 19.1   |
| 20:45    | 100      | 24.6    | 9.9  | 1.3 | 0.7    | 5.5             | 6.6                     | 6.9 | 2.4  | 2.4  | 1.3  | 1.4  | 6.4              | 2.5  | 3.5  | 3.7  | 2.0  | 19.3   |
| 21:00    | 100      | 22.4    | 10.5 | 1.2 | 0.6    | 6.5             | 6.4                     | 7.1 | 2.2  | 1.9  | 1.2  | 1.4  | 6.7              | 2.8  | 3.8  | 3.9  | 2.2  | 19.3   |
| 21:15    | 100      | 23.8    | 10.8 | 1.4 | 0.6    | 5.5             | 6.5                     | 6.9 | 2.4  | 1.8  | 1.2  | 1.3  | 6.1              | 2.6  | 3.8  | 3.8  | 2.2  | 19.4   |
| 21:30    | 100      | 23.4    | 10.1 | 1.3 | 0.6    | 5.7             | 6.7                     | 7.0 | 2.4  | 1.8  | 1.1  | 1.3  | 6.2              | 2.9  | 3.6  | 3.9  | 2.4  | 19.5   |
| 21:45    | 100      | 25.0    | 10.7 | 1.7 | 0.7    | 6.2             | 4.5                     | 4.3 | 2.1  | 1.0  | 1.1  | 1.3  | 6.9              | 3.2  | 4.8  | 4.5  | 2.5  | 19.5   |
| 22:00    | 100      | 29.6    | 10.0 | 0.9 | 0.7    | 6.8             | 4.0                     | 3.4 | 1.7  | 0.6  | 0.6  | 1.0  | 6.9              | 3.2  | 4.4  | 4.4  | 2.7  | 19.1   |
| 22:15    | 100      | 21.0    | 12.8 | 2.1 | 0.8    | 6.2             | 4.4                     | 4.1 | 2.0  | 0.7  | 0.7  | 1.0  | 7.3              | 3.5  | 4.8  | 4.8  | 2.9  | 21.1   |
| 22:30    | 100      | 17.9    | 14.2 | 2.0 | 0.7    | 6.7             | 4.5                     | 4.5 | 2.1  | 0.9  | 0.9  | 1.1  | 7.4              | 3.9  | 4.4  | 4.4  | 2.8  | 21.7   |
| 22:45    | 100      | 17.5    | 11.5 | 2.4 | 0.6    | 7.2             | 4.3                     | 4.1 | 2.1  | 1.2  | 1.0  | 1.1  | 7.2              | 3.8  | 4.7  | 4.7  | 3.0  | 23.4   |
| 23:00    | 100      | 15.9    | 9.9  | 2.1 | 0.6    | 8.6             | 4.3                     | 4.2 | 2.4  | 1.4  | 1.2  | 1.1  | 7.5              | 4.0  | 4.4  | 4.4  | 3.0  | 25.0   |
| 23:15    | 100      | 14.7    | 7.4  | 2.9 | 0.6    | 8.2             | 3.7                     | 4.5 | 2.5  | 1.8  | 1.3  | 1.0  | 7.7              | 4.3  | 4.7  | 4.8  | 3.4  | 26.4   |
| 23:30    | 100      | 13.3    | 7.0  | 2.6 | 0.5    | 8.9             | 3.5                     | 4.9 | 2.5  | 2.1  | 1.5  | 1.0  | 7.8              | 4.8  | 4.6  | 4.9  | 3.6  | 26.6   |
| 23:45    | 100      | 10.6    | 6.4  | 2.4 | 0.5    | 9.4             | 3.7                     | 5.2 | 2.5  | 2.5  | 1.7  | 1.0  | 7.8              | 4.9  | 5.2  | 5.2  | 3.9  | 27.2   |
| 00:00    | 100      | 9.0     | 6.5  | 2.5 | 0.6    | 10.9            | 3.7                     | 5.5 | 2.5  | 2.5  | 1.7  | 1.0  | 7.1              | 5.2  | 4.8  | 4.9  | 3.9  | 27.8   |
| 00:15    | 100      | 8.3     | 6.5  | 2.9 | 0.6    | 10.7            | 3.7                     | 5.5 | 2.4  | 2.6  | 1.7  | 1.0  | 7.0              | 5.1  | 4.4  | 5.1  | 4.2  | 28.3   |
| 00:30    | 100      | 8.5     | 6.5  | 2.7 | 0.7    | 10.7            | 3.8                     | 5.0 | 2.5  | 2.9  | 1.6  | 0.9  | 6.4              | 5.4  | 3.7  | 4.9  | 4.3  | 29.3   |
| 00:45    | 100      | 8.6     | 6.2  | 2.5 | 0.7    | 10.5            | 3.9                     | 4.0 | 2.9  | 3.2  | 1.5  | 0.8  | 6.7              | 5.4  | 3.6  | 5.1  | 4.4  | 30.0   |
| MA 18-23 | 100      | 26.9    | 9.2  | 1.3 | 0.7    | 7.0             | 4.8                     | 5.0 | 1.8  | 1.1  | 1.1  | 1.1  | 6.6              | 3.1  | 3.8  | 4.1  | 2.2  | 20.1   |
| NT 18-23 | 76       | 21      | 7    | 1   | 1      | 5               | 4                       | 4   | 1    | 1    | 1    | 1    | 5                | 2    | 3    | 3    | 2    | 15     |
| MA 24h   | 100      | 19.0    | 8.7  | 1.6 | 0.7    | 6.9             | 4.7                     | 4.7 | 2.0  | 1.5  | 1.3  | 0.9  | 7.9              | 3.6  | 5.3  | 4.4  | 2.6  | 24.3   |
| NT 24h   | 136      | 26      | 12   | 2   | 1      | 9               | 6                       | 6   | 3    | 2    | 2    | 1    | 11               | 5    | 7    | 6    | 4    | 33     |

MA = Marktanteil in %

NT = Nutzungsminuten gesamt

**Ergebnisse TV-Panel 2012 / Deutschschweiz**

TAGESREICHWEITE in % (Mo-So)

Universum 2012: 5'106'700 Personen (3+) Stichprobe 2012: 2'257 Personen

|                             | 1990 | 1991 | 1992 | 1993 | 1994 | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 |
|-----------------------------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|
| TOTAL TV                    | 68   | 70   | 70   | 72   | 71   | 71   | 71   | 71   | 73   | 74   | 74   | 73.5 | 74   | 73   | 74   | 73   | 72   | 70   | 69   | 68   | 67   | 64   | 61   |
| SF1                         | 55   | 55   | 54   | 57   | 57   | 58   | 57   | 56   | 57   | 58   | 57   | 57   | 57   | 57   | 57   | 56   | 55   | 53   | 50   | 49   | 47   | 44   | 40   |
| SF2                         |      |      |      |      | 17   | 21   | 25   | 25   | 32   | 33   | 34   | 33   | 35   | 36   | 37   | 37   | 37   | 35   | 35   | 34   | 34   | 30   | 29   |
| SFi                         |      |      |      |      |      |      |      |      |      |      |      |      | 6    | 9    | 10   | 12   | 14   | 14   | 16   | 18   | 19   | 18   | 17   |
| SF DRS                      |      |      |      |      |      |      |      |      | 61   | 62   | 62   | 61.6 | 62   | 62   | 63   | 62   | 62   | 60   | 58   | 57   | 55   | 51   | 48   |
| RTS Un                      | 17   | 15   | 14   | 13   | 12   | 11   | 10   | 8    | 8    | 7    | 6    | 5.3  | 5    | 4    | 4    | 4    | 4    | 4    | 3    | 4    | 3    | 3    | 3    |
| RSI La Uno                  | 16   | 13   | 12   | 12   | 10   | 9    | 8    | 7    | 7    | 6    | 5    | 5    | 4    | 3    | 3    | 3    | 3    | 3    | 3    | 3    | 2    | 2    | 2    |
| ARD                         | 40   | 40   | 37   | 37   | 36   | 36   | 35   | 35   | 34   | 34   | 32   | 32   | 32   | 32   | 32   | 31   | 31   | 29   | 28   | 27   | 26   | 24   | 21   |
| ZDF                         | 35   | 35   | 33   | 34   | 32   | 32   | 32   | 30   | 30   | 30   | 29   | 29   | 29   | 29   | 29   | 29   | 29   | 27   | 26   | 25   | 24   | 22   | 20   |
| ORF 1                       | 29   | 30   | 30   | 30   | 28   | 30   | 30   | 30   | 29   | 28   | 27   | 27   | 27   | 28   | 27   | 26   | 25   | 23   | 22   | 21   | 19   | 17   | 15   |
| ORF 2                       | 21   | 23   | 23   | 24   | 24   | 24   | 23   | 22   | 22   | 21   | 20   | 21   | 21   | 21   | 20   | 20   | 18   | 16   | 15   | 15   | 14   | 13   | 12   |
| 3SAT                        | 9    | 11   | 13   | 15   | 16   | 17   | 17   | 16   | 16   | 16   | 16   | 15   | 16   | 16   | 16   | 16   | 15   | 15   | 14   | 13   | 12   | 11   | 10   |
| RTL                         | 20   | 30   | 35   | 38   | 36   | 36   | 36   | 35   | 35   | 35   | 34   | 33   | 33   | 33   | 33   | 31   | 30   | 28   | 27   | 26   | 25   | 26   | 24   |
| RTL2                        |      |      |      |      | 10   | 20   | 24   | 25   | 25   | 26   | 28   | 26   | 25   | 26   | 26   | 23   | 22   | 21   | 20   | 19   | 17   | 19   | 18   |
| Sat1                        | 23   | 28   | 31   | 35   | 34   | 34   | 32   | 31   | 32   | 31   | 30   | 30   | 30   | 30   | 30   | 29   | 28   | 26   | 25   | 24   | 22   | 22   | 20   |
| PRO7                        |      |      |      | 21   | 25   | 30   | 31   | 31   | 30   | 31   | 30   | 29   | 28   | 29   | 28   | 27   | 25   | 24   | 24   | 23   | 21   | 21   | 20   |
| Priv. CH                    |      |      |      |      |      |      |      |      |      | 30.5 | 36.9 | 39.1 | 32   | 33   | 33   | 33   | 33   | 34   | 32   | 33   | 33   | 30   | 28   |
| Andere                      |      |      |      |      |      |      |      | 54   | 56   | 56   | 56   | 54   | 56   | 56   | 57   | 57   | 56   | 55   | 55   | 55   | 54   | 51   | 49   |
| TOT VIDEO<br>(Cass./Spiele) | 10   | 11   | 11   | 11   | 11   | 11   | 10   | 10   | 10   | 10   | 10   | 11   | 12   | 14   | 16   | 17   | 16   | 16   | 16   | 16   | 19   | 18   | 18   |

Anmerkungen

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

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

Bei den Totalwerten können rundungsbedingte Differenzen auftreten.

**Ergebnisse TV-Panel 2012 / Deutschschweiz**

NUTZUNG in Minuten (Mo-So)

Universum 2012: 5'106'700 Personen (3+) Stichprobe 2012: 2'257 Personen

|                             | 1990 | 1991 | 1992 | 1993 | 1994 | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 |
|-----------------------------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|
| TOTAL TV                    | 113  | 118  | 118  | 125  | 124  | 128  | 129  | 127  | 132  | 137  | 137  | 139  | 141  | 141  | 148  | 147  | 146  | 139  | 141  | 145  | 143  | 137  | 136  |
| SRG SSR                     | 42   | 39   | 38   | 40   | 42   | 44   | 45   | 44   | 46   | 46   | 46   | 47   | 51   | 50   | 52   | 50   | 52   | 48   | 49   | 49   | 48   | 42   | 41   |
| SF1                         | 36   | 35   | 33   | 36   | 37   | 37   | 36   | 35   | 34   | 36   | 34   | 37   | 37   | 37   | 36   | 35   | 34   | 33   | 32   | 33   | 30   | 28   | 26   |
| SF2                         |      |      |      |      | 3    | 5    | 7    | 7    | 10   | 9    | 10   | 9    | 12   | 12   | 14   | 13   | 15   | 12   | 14   | 14   | 15   | 10   | 12   |
| SFi                         |      |      |      |      |      |      |      |      |      |      |      |      | 1    | 1    | 1    | 2    | 2    | 2    | 2    | 2    | 2    | 3    | 2    |
| SF DRS                      |      |      |      |      |      |      |      |      | 44   | 45   | 45   | 46   | 50   | 49   | 51   | 49   | 51   | 47   | 48   | 48   | 47   | 41   | 40   |
| RTS Un                      | 3    | 2    | 1    | 1    | 1    | 1    | 1    | 1    | 1    | 1    | 1    | 0    | 0    | 0    | 0    | 1    | 1    | 0    | 0    | 1    | 0    | 1    | 0    |
| RSI La Uno                  | 2    | 1    | 2    | 2    | 1    | 1    | 1    | 1    | 1    | 0    | 0    | 0    | 0    | 0    | 0    | 0    | 0    | 0    | 0    | 0    | 0    | 0    | 0    |
| Non SRG                     | 71   | 79   | 80   | 85   | 82   | 84   | 84   | 86   | 87   | 91   | 92   | 92   | 90   | 91   | 96   | 97   | 94   | 91   | 92   | 95   | 95   | 94   | 95   |
| ARD                         | 13   | 12   | 10   | 9    | 8    | 8    | 8    | 8    | 8    | 8    | 8    | 8    | 8    | 8    | 9    | 9    | 9    | 7    | 8    | 8    | 7    | 7    | 6    |
| ZDF                         | 10   | 9    | 8    | 8    | 7    | 7    | 7    | 6    | 6    | 6    | 6    | 6    | 6    | 7    | 7    | 7    | 8    | 5    | 7    | 7    | 7    | 7    | 6    |
| ORF 1+2                     | 11   | 10   | 9    | 9    | 8    | 11   | 11   | 11   | 10   | 10   | 9    | 9    | 10   | 9    | 9    | 10   | 9    | 3    | 7    | 7    | 6    | 5    | 5    |
| 3SAT                        | 1    | 1    | 1    | 1    | 1    | 1    | 1    | 1    | 1    | 1    | 1    | 1    | 1    | 1    | 1    | 2    | 2    | 2    | 2    | 2    | 2    | 2    | 2    |
| RTL                         | 8    | 13   | 16   | 17   | 15   | 14   | 13   | 12   | 11   | 11   | 11   | 11   | 11   | 11   | 11   | 11   | 10   | 10   | 9    | 10   | 10   | 12   | 11   |
| RTL2                        |      |      |      |      | 2    | 5    | 6    | 6    | 5    | 5    | 6    | 5    | 5    | 5    | 6    | 5    | 4    | 4    | 4    | 4    | 4    | 4    | 5    |
| SAT1                        | 8    | 10   | 10   | 12   | 11   | 11   | 10   | 9    | 9    | 8    | 8    | 7    | 9    | 8    | 9    | 10   | 9    | 8    | 9    | 8    | 7    | 7    | 7    |
| PRO7                        |      |      |      | 9    | 10   | 11   | 10   | 10   | 9    | 9    | 9    | 8    | 8    | 8    | 8    | 7    | 7    | 6    | 7    | 6    | 6    | 6    | 6    |
| Priv. CH                    |      |      |      |      |      |      |      |      |      |      | 6    | 10   | 12   | 6    | 6    | 6    | 6    | 8    | 7    | 9    | 10   | 9    | 9    |
| Andere                      | 20   | 24   | 26   | 20   | 20   | 16   | 18   | 23   | 28   | 26   | 26   | 26   | 26   | 28   | 30   | 32   | 32   | 32   | 34   | 37   | 38   | 36   | 38   |
| TOT VIDEO<br>(Cass./Spiele) | 7    | 7    | 7    | 6    | 7    | 6    | 6    | 6    | 6    | 5    | 5    | 5    | 5    | 5    | 6    | 6    | 7    | 11   | 11   | 10   | 13   | 11   | 12   |

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 2012 / Deutschschweiz**

MARKTANTEILE in % (Mo-So)

Universum 2012: 5'106'700 Personen (3+) Stichprobe 2012: 2'257 Personen

|            | 1990  | 1991 | 1992  | 1993 | 1994 | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 |
|------------|-------|------|-------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|
| SRG SSR    | 37    | 33   | 31    | 32   | 34   | 34   | 34   | 33   | 35   | 33.8 | 33.1 | 33.6 | 35.9 | 35.4 | 35.2 | 34.1 | 35.3 | 34.2 | 34.8 | 34.0 | 33.3 | 30.6 | 30.0 |
| SF1        | 32    | 29   | 27    | 29   | 30   | 29   | 28   | 28   | 26   | 26.8 | 25.3 | 26.5 | 26.7 | 26.0 | 24.8 | 23.8 | 23.7 | 24.1 | 23.2 | 22.7 | 20.8 | 20.8 | 19.0 |
| SF2        | 1     | 1    | 1.333 | 1    | 2    | 4    | 5    | 5    | 8    | 6.4  | 7.2  | 6.4  | 8.1  | 8.0  | 8.9  | 8.5  | 9.7  | 8.2  | 9.6  | 8.9  | 10.0 | 7.3  | 8.7  |
| SFi        |       |      |       |      |      |      |      |      |      |      |      |      | 0.5  | 0.7  | 0.8  | 1.0  | 1.1  | 1.2  | 1.4  | 1.6  | 1.7  | 1.8  | 1.6  |
| SF DRS     |       |      |       |      |      |      |      | 32   | 34   | 33.2 | 32.5 | 32.9 | 35.3 | 34.8 | 34.5 | 33.4 | 34.5 | 33.5 | 34.2 | 33.3 | 32.6 | 29.8 | 29.3 |
| RTS Un     | 2     | 2    | 1     | 1    | 1    | 1    | 1    | 1    | 0    | 0.3  | 0.3  | 0.3  | 0.3  | 0.3  | 0.3  | 0.4  | 0.3  | 0.3  | 0.3  | 0.3  | 0.3  | 0.3  | 0.3  |
| RSI La Uno | 2     | 1    | 1     | 1    | 1    | 1    | 0    | 1    | 0    | 0.3  | 0.3  | 0.3  | 0.2  | 0.2  | 0.1  | 0.2  | 0.1  | 0.2  | 0.2  | 0.1  | 0.1  | 0.1  | 0.1  |
| Non SRG    | 63    | 67   | 69    | 68   | 66   | 66   | 66   | 67   | 65   | 66.2 | 66.9 | 66.4 | 64.1 | 64.6 | 64.8 | 65.9 | 64.7 | 65.8 | 65.2 | 66.0 | 66.7 | 69.4 | 70.0 |
| ARD        | 11    | 10   | 8     | 7    | 6    | 6    | 6    | 6    | 6    | 5.6  | 5.6  | 5.5  | 5.8  | 5.7  | 5.7  | 5.8  | 6.0  | 5.7  | 5.5  | 5.3  | 5.2  | 5.1  | 4.7  |
| ZDF        | 8     | 7    | 7     | 6    | 6    | 5    | 5    | 4    | 4    | 4.0  | 4.3  | 4.4  | 4.4  | 4.5  | 4.8  | 5.0  | 5.2  | 5.1  | 5.0  | 4.8  | 4.7  | 4.8  | 4.7  |
| ORF1       | 6     | 6    | 5     | 5    | 4    | 5    | 5    | 6    | 5    | 4.6  | 4.2  | 4.3  | 4.5  | 4.4  | 4.1  | 4.2  | 3.6  | 3.4  | 3.1  | 2.8  | 2.5  | 2.3  | 2.0  |
| ORF2       | 3     | 3    | 3     | 3    | 3    | 3    | 3    | 3    | 2    | 2.3  | 2.3  | 2.3  | 2.4  | 2.2  | 2.2  | 2.2  | 2.3  | 1.9  | 1.8  | 1.7  | 1.5  | 1.5  | 1.5  |
| 3SAT       | 1     | 1    | 1     | 1    | 1    | 1    | 1    | 1    | 1    | 0.8  | 0.9  | 0.9  | 0.9  | 1.0  | 0.9  | 1.0  | 1.0  | 1.1  | 1.1  | 1.2  | 1.1  | 1.1  | 1.3  |
| RTL        | 7.167 | 11   | 14    | 14   | 12   | 11   | 10   | 9    | 8    | 8.5  | 7.9  | 7.7  | 7.9  | 8.0  | 7.9  | 7.4  | 7.3  | 7.0  | 6.7  | 6.7  | 6.8  | 8.5  | 7.9  |
| RTL2       |       |      |       |      | 2    | 4    | 5    | 4    | 4    | 3.8  | 4.0  | 3.2  | 3.5  | 3.7  | 3.8  | 3.1  | 2.6  | 2.7  | 2.8  | 2.7  | 2.5  | 3.1  | 3.6  |
| SAT1       | 7.417 | 8    | 9     | 9    | 9    | 9    | 8    | 7    | 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  | 5.5  | 5.3  |
| PRO7       |       |      |       | 7    | 8    | 8    | 8    | 8    | 7    | 6.7  | 6.2  | 5.9  | 5.6  | 5.6  | 5.0  | 4.6  | 4.4  | 4.3  | 4.6  | 4.2  | 4.1  | 4.7  | 4.4  |
| 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  | 6.6  | 6.9  |
| Andere     | 19    | 21   | 23    | 16   | 15   | 14   | 15   | 18   | 21   | 19.2 | 18.7 | 18.8 | 18.7 | 19.9 | 20.4 | 22.0 | 21.7 | 22.9 | 23.8 | 25.2 | 26.4 | 26.2 | 27.7 |

Anmerkungen

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

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

Bei den Totalwerten können rundungsbedingte Differenzen auftreten.

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

### Ergebnisse TV-Panel 2012 / Deutschschweiz

TAGESREICHWEITEN in % (Mo-So)

Universum 2012: 5'106'700 Personen (3+)    Stichprobe 2012: 2'257 Personen

|   | 2000 | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 |
|---|------|------|------|------|------|------|------|------|------|------|------|------|------|
| <b>Privatfernsehen CH</b>                                       |      |      |      |      |      |      |      |      |      |      |      |      |      |
| 3 Plus  |      |      |      |      |      |      |      | 10.0 | 9.9  | 10.9 | 11.6 | 9.7  | 10.1 |
| 4 Plus (ab 9.10.12)   |      |      |      |      |      |      |      |      |      |      |      |      | 1.2  |
| Star TV   | 6.6  | 7.3  | 9.7  | 9.3  | 8.7  | 7.8  | 7.1  | 6.0  | 5.9  | 5.1  | 4.9  | 4.1  | 3.4  |
| 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<br>(ab 1.4.09-bis 15.5.11 / Sendezeit 20:15-05:00) |      |      |      |      |      |      |      |      |      | 3.3  | 3.1  | 2.5  |      |
| Comedy Central CH<br>(ab 16.5.11 / Sendezeit 20:15-05:00)       |      |      |      |      |      |      |      |      |      |      |      | 2.8  | 2.9  |
| Nick CH<br>(ab 1.4.09 / Sendezeit 05:00-20:15)                  |      |      |      |      |      |      |      |      |      | 4.4  | 5.1  | 4.7  | 4.4  |
| Schweizer Sportfernsehen  |      |      |      |      |      |      |      |      |      |      | 4.5  | 4.5  | 4.1  |
| MTV CH  |      |      |      |      |      |      |      |      |      |      | 5.2  | 4.5  | 3.2  |
| <hr/>   |      |      |      |      |      |      |      |      |      |      |      |      |      |
| TeleBärn  | 19.9 | 20.0 | 22.6 | 22.1 | 20.8 | 20.7 | 20.9 | 19.3 | 17.4 | 16.0 | 14.7 | 13.1 | 11.6 |
| TeleBasel   | 16.7 | 17.9 | 20.1 | 22.1 | 21.0 | 22.3 | 21.3 | 22.8 | 20.6 | 20.5 | 21.1 | 18.7 | 18.4 |
| Tele M1   | 19.0 | 17.6 | 19.7 | 19.8 | 19.7 | 20.4 | 19.1 | 18.2 | 18.2 | 18.0 | 15.4 | 14.1 | 12.4 |
| Tele Ostschweiz   |      | 12.6 | 17.3 | 17.3 | 17.5 | 17.1 | 16.0 | 14.6 | 15.6 | 14.8 | 11.4 | 11.5 | 10.2 |
| <hr/>   |      |      |      |      |      |      |      |      |      |      |      |      |      |
| Tele 1 (Bis 31.1.10 Tele Tell)                                  | 15.3 | 15.9 | 18.4 | 17.7 | 16.7 | 16.8 | 16.3 | 17.5 | 17.1 | 18.5 | 18.1 | 16.4 | 14.5 |
| Tele Top  |      | 6.0  | 9.1  | 9.7  | 9.2  | 9.1  | 9.2  | 7.9  | 8.4  | 7.4  | 6.0  | 6.3  | 6.3  |
| TeleZüri  | 30.0 | 30.6 | 32.5 | 34.7 | 35.2 | 34.4 | 33.3 | 31.6 | 29.0 | 28.4 | 28.8 | 24.3 | 20.8 |
| Telebielingue   |      |      |      |      |      |      |      |      |      |      | 16.0 | 12.1 | 10.6 |
| Tele Südostschweiz  |      |      |      |      |      |      |      |      |      |      | 10.1 | 8.4  | 8.6  |
| Kanal 9 / canal 9   |      |      |      |      |      |      |      |      |      |      | 15.1 | 15.4 | 12.4 |

#### 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 2012 / Deutschschweiz

TAGESREICHWEITEN in Tausend (Mo-So)

Universum 2012: 5'106'700 Personen (3+)    Stichprobe 2012: 2'257 Personen

|   | 2000 | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 |
|---|------|------|------|------|------|------|------|------|------|------|------|------|------|
| <b>Privatfernsehen CH</b>                                 |      |      |      |      |      |      |      |      |      |      |      |      |      |
| 3 Plus  |      |      |      |      |      |      |      | 501  | 500  | 549  | 573  | 489  | 515  |
| 4 Plus (ab 9.10.12)                                       |      |      |      |      |      |      |      |      |      |      |      |      | 61   |
| Star TV   | 331  | 369  | 485  | 471  | 436  | 395  | 359  | 301  | 296  | 257  | 244  | 205  | 173  |
| Viva Schweiz (bis 31.3.09)                                | 297  | 431  | 446  | 456  | 434  | 456  | 487  | 462  | 414  | 400  |      |      |      |
| Viva Schweiz<br>(ab 1.4.09 / Sendezeit 20:15-05:00)       |      |      |      |      |      |      |      |      |      | 165  | 152  | 124  |      |
| Comedy Central CH<br>(ab 16.5.11 / Sendezeit 20:15-05:00) |      |      |      |      |      |      |      |      |      |      |      | 142  | 146  |
| Nick CH<br>(ab 1.4.09 / Sendezeit 05:00-20:15)            |      |      |      |      |      |      |      |      |      | 220  | 254  | 238  | 224  |
| Schweizer Sportfernsehen                                  |      |      |      |      |      |      |      |      |      |      | 222  | 228  | 210  |
| MTV CH  |      |      |      |      |      |      |      |      |      |      | 257  | 225  | 165  |
| <hr/>   |      |      |      |      |      |      |      |      |      |      |      |      |      |
| TeleBärn  | 216  | 225  | 252  | 245  | 240  | 240  | 243  | 226  | 206  | 189  | 172  | 154  | 139  |
| TeleBasel   | 79   | 84   | 93   | 105  | 110  | 118  | 112  | 120  | 109  | 108  | 107  | 96   | 95   |
| Tele M1   | 157  | 146  | 164  | 170  | 170  | 175  | 165  | 156  | 157  | 154  | 163  | 151  | 136  |
| Tele Ostschweiz   |      | 52   | 81   | 82   | 102  | 102  | 96   | 87   | 93   | 88   | 63   | 64   | 58   |
| <hr/>   |      |      |      |      |      |      |      |      |      |      |      |      |      |
| Tele 1 (Bis 31.1.10 Tele Tell)                            | 80   | 84   | 98   | 141  | 133  | 134  | 130  | 140  | 136  | 148  | 142  | 131  | 119  |
| Tele Top  |      | 63   | 94   | 109  | 104  | 103  | 103  | 88   | 94   | 84   | 92   | 99   | 100  |
| TeleZüri  | 416  | 425  | 448  | 480  | 498  | 488  | 473  | 449  | 411  | 403  | 287  | 242  | 210  |
| Telebilingue  |      |      |      |      |      |      |      |      |      |      | 37   | 28   | 25   |
| Tele Südostschweiz  |      |      |      |      |      |      |      |      |      |      | 26   | 23   | 24   |
| Kanal 9 / canal 9   |      |      |      |      |      |      |      |      |      |      | 45   | 46   | 38   |

#### 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 2012 / Deutschschweiz

NUTZUNG in Minuten (Mo-So)

Universum 2012: 5'106'700 Personen (3+)    Stichprobe 2012: 2'257 Personen

|   | 2000 | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 |
|---|------|------|------|------|------|------|------|------|------|------|------|------|------|
| <b>Privatfernsehen CH</b>                                 |      |      |      |      |      |      |      |      |      |      |      |      |      |
| 3 Plus  |      |      |      |      |      |      |      | 1.8  | 1.9  | 2.5  | 3.3  | 3.1  | 3.5  |
| 4 Plus (ab 9.10.12)                                       |      |      |      |      |      |      |      |      |      |      |      |      | 0.2  |
| Star TV   | 0.4  | 0.4  | 0.6  | 0.5  | 0.4  | 0.4  | 0.3  | 0.2  | 0.3  | 0.2  | 0.2  | 0.2  | 0.1  |
| 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<br>(ab 1.4.09 / Sendezeit 20:15-05:00)       |      |      |      |      |      |      |      |      |      | 0.1  | 0.2  | 0.2  |      |
| Comedy Central CH<br>(ab 16.5.11 / Sendezeit 20:15-05:00) |      |      |      |      |      |      |      |      |      |      |      | 0.3  | 0.4  |
| Nick CH<br>(ab 1.4.09 / Sendezeit 05:00-20:15)            |      |      |      |      |      |      |      |      |      | 1.2  | 1.5  | 1.4  | 1.4  |
| Schweizer Sportfernsehen                                  |      |      |      |      |      |      |      |      |      |      | 0.2  | 0.2  | 0.0  |
| MTV CH  |      |      |      |      |      |      |      |      |      |      | 0.6  | 0.4  | 0.3  |
| <hr/>   |      |      |      |      |      |      |      |      |      |      |      |      |      |
| TeleBärn  | 1.8  | 1.8  | 2.2  | 2.2  | 2.0  | 1.9  | 2.0  | 1.8  | 1.6  | 1.5  | 1.5  | 1.4  | 1.4  |
| TeleBasel   | 1.7  | 1.7  | 2.0  | 2.4  | 2.3  | 2.5  | 2.8  | 3.1  | 2.7  | 2.8  | 3.1  | 2.7  | 3.0  |
| Tele M1   | 1.4  | 1.3  | 2.1  | 2.3  | 2.3  | 2.3  | 2.1  | 2.2  | 2.3  | 2.3  | 1.8  | 1.9  | 1.9  |
| Tele Ostschweiz   |      | 0.1  | 0.3  | 0.5  | 0.5  | 0.5  | 0.5  | 0.3  | 1.5  | 1.2  | 1.5  | 1.6  | 1.1  |
| <hr/>   |      |      |      |      |      |      |      |      |      |      |      |      |      |
| Tele 1 (Bis 31.1.10 Tele Tell)                            | 0.9  | 1.0  | 1.6  | 1.8  | 1.7  | 1.8  | 2.0  | 2.4  | 2.2  | 2.2  | 1.9  | 1.7  | 1.6  |
| Tele Top  |      | 0.3  | 0.5  | 0.6  | 0.6  | 0.6  | 0.6  | 0.4  | 0.5  | 0.5  | 0.3  | 0.4  | 0.3  |
| TeleZüri  | 6.0  | 6.5  | 7.2  | 8.1  | 8.4  | 8.6  | 7.9  | 7.8  | 7.0  | 6.4  | 6.8  | 5.6  | 4.7  |
| Telebilingue  |      |      |      |      |      |      |      |      |      |      | 2.0  | 2.2  | 0.6  |
| Tele Südostschweiz  |      |      |      |      |      |      |      |      |      |      | 0.7  | 0.6  | 0.5  |
| Kanal 9 / canal 9   |      |      |      |      |      |      |      |      |      |      | 1.6  | 2.0  | 1.8  |

#### 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 2011 / Deutschschweiz

MARKTANTEILE in % (Mo-So)

Universum 2012: 5'106'700 Personen (3+)    Stichprobe 2012: 2'257 Personen

|   | 2000 | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 |
|---|------|------|------|------|------|------|------|------|------|------|------|------|------|
| <b>Privatfernsehen CH</b>                                 |      |      |      |      |      |      |      |      |      |      |      |      |      |
| 3 Plus  |      |      |      |      |      |      |      | 1.3  | 1.4  | 1.7  | 2.4  | 2.3  | 2.6  |
| 4 Plus (ab 9.10.12)                                       |      |      |      |      |      |      |      |      |      |      |      |      | 0.1  |
| Star TV   | 0.3  | 0.3  | 0.4  | 0.4  | 0.3  | 0.3  | 0.2  | 0.2  | 0.2  | 0.1  | 0.1  | 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<br>(ab 1.4.09 / Sendezeit 20:15-05:00)       |      |      |      |      |      |      |      |      |      | 0.2  | 0.2  | 0.1  |      |
| Comedy Central CH<br>(ab 16.5.11 / Sendezeit 20:15-05:00) |      |      |      |      |      |      |      |      |      |      |      | 0.3  | 0.3  |
| Nick CH<br>(ab 1.4.09 / Sendezeit 05:00-20:15)            |      |      |      |      |      |      |      |      |      | 1.7  | 2.0  | 2.0  | 1.0  |
| Schweizer Sportfernsehen                                  |      |      |      |      |      |      |      |      |      |      | 0.2  | 0.2  | 0.1  |
| MTV CH  |      |      |      |      |      |      |      |      |      |      | 0.5  | 0.3  | 0.2  |
| <hr/>   |      |      |      |      |      |      |      |      |      |      |      |      |      |
| TeleBärn  | 1.3  | 1.3  | 1.6  | 1.7  | 1.4  | 1.3  | 1.4  | 1.3  | 1.1  | 1.0  | 1.1  | 1.0  | 1.0  |
| TeleBasel   | 1.2  | 1.1  | 1.3  | 1.5  | 1.4  | 1.6  | 1.9  | 2.0  | 1.7  | 1.7  | 1.9  | 1.8  | 2.0  |
| Tele M1   | 1.0  | 1.0  | 1.5  | 1.6  | 1.6  | 1.6  | 1.5  | 1.6  | 1.6  | 1.6  | 1.3  | 1.4  | 1.4  |
| Tele Ostschweiz   |      | 1.5  | 1.4  | 1.1  | 1.1  | 1.1  | 1.0  | 1.1  | 1.1  | 0.8  | 1.1  | 1.1  | 0.8  |
| <hr/>   |      |      |      |      |      |      |      |      |      |      |      |      |      |
| Tele 1 (Bis 31.1.10 Tele Tell)                            | 0.6  | 0.7  | 1.2  | 1.4  | 1.2  | 1.3  | 1.5  | 1.9  | 1.7  | 1.7  | 1.3  | 1.3  | 1.2  |
| Tele Top  |      | 0.2  | 0.4  | 0.4  | 0.4  | 0.4  | 0.4  | 0.3  | 0.4  | 0.3  | 0.2  | 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  | 4.2  | 3.6  |
| Telebielingue   |      |      |      |      |      |      |      |      |      |      | 1.2  | 1.5  | 0.5  |
| Tele Südostschweiz  |      |      |      |      |      |      |      |      |      |      | 0.5  | 0.4  | 0.4  |
| Canal 9   |      |      |      |      |      |      |      |      |      |      | 1.0  | 1.3  | 1.1  |
| Kanal 9 / canal 9   |      |      |      |      |      |      |      |      |      |      |      |      |      |

#### Anmerkungen

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

# Ergebnisse TV-Panel 2012 / Deutschschweiz

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

Universum: 5'106'700 Personen (3+)    Stichprobe: 2'257 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 | 0.4                | 0.2 | 0.0    | 12.0 | 3.3                      | 1.6 | 0.3    | 0.4                | 0.2 | 0.0    | 11.8 | 3.3                      | 1.6 | 0.3    |
| 06:15 | 0.5                | 0.2 | 0.0    | 11.1 | 3.6                      | 1.7 | 0.5    | 0.4                | 0.2 | 0.0    | 11.1 | 3.6                      | 1.7 | 0.5    |
| 06:30 | 0.5                | 0.2 | 0.0    | 11.3 | 3.7                      | 1.8 | 1.1    | 0.4                | 0.2 | 0.0    | 11.2 | 3.6                      | 1.8 | 0.9    |
| 06:45 | 0.5                | 0.2 | 0.1    | 11.2 | 3.9                      | 2.0 | 1.9    | 0.5                | 0.2 | 0.1    | 11.1 | 3.8                      | 1.9 | 1.6    |
| 07:00 | 0.6                | 0.3 | 0.3    | 11.9 | 4.2                      | 2.1 | 2.8    | 0.5                | 0.3 | 0.2    | 11.6 | 4.2                      | 2.1 | 2.3    |
| 07:15 | 0.6                | 0.3 | 0.4    | 12.0 | 4.6                      | 2.3 | 3.5    | 0.6                | 0.3 | 0.3    | 11.7 | 4.5                      | 2.3 | 3.1    |
| 07:30 | 0.6                | 0.3 | 0.5    | 12.1 | 4.8                      | 2.5 | 3.9    | 0.6                | 0.3 | 0.5    | 12.0 | 4.9                      | 2.5 | 3.6    |
| 07:45 | 0.7                | 0.3 | 0.3    | 12.2 | 4.8                      | 2.5 | 3.3    | 0.7                | 0.3 | 0.4    | 12.3 | 5.1                      | 2.6 | 3.5    |
| 08:00 | 0.7                | 0.4 | 0.4    | 13.3 | 5.2                      | 2.6 | 3.1    | 0.8                | 0.4 | 0.6    | 13.2 | 5.6                      | 2.9 | 3.7    |
| 08:15 | 0.8                | 0.4 | 0.5    | 14.2 | 5.4                      | 2.7 | 3.2    | 0.9                | 0.4 | 0.7    | 13.9 | 6.1                      | 3.1 | 4.2    |
| 08:30 | 0.8                | 0.4 | 0.6    | 14.6 | 5.6                      | 2.8 | 3.3    | 0.9                | 0.5 | 0.8    | 14.5 | 6.4                      | 3.2 | 4.6    |
| 08:45 | 0.9                | 0.4 | 0.7    | 15.3 | 5.8                      | 2.8 | 3.5    | 1.0                | 0.5 | 1.0    | 15.1 | 6.8                      | 3.4 | 5.0    |
| 09:00 | 1.0                | 0.5 | 0.8    | 15.8 | 6.1                      | 3.0 | 3.7    | 1.1                | 0.6 | 1.1    | 15.5 | 7.2                      | 3.6 | 5.3    |
| 09:15 | 1.0                | 0.5 | 0.9    | 15.8 | 6.4                      | 3.1 | 3.8    | 1.2                | 0.6 | 1.2    | 15.5 | 7.7                      | 3.8 | 5.5    |
| 09:30 | 1.1                | 0.5 | 0.9    | 15.7 | 6.7                      | 3.3 | 3.9    | 1.3                | 0.6 | 1.3    | 15.3 | 8.2                      | 4.1 | 5.6    |
| 09:45 | 1.1                | 0.5 | 1.0    | 16.0 | 6.9                      | 3.4 | 4.0    | 1.3                | 0.7 | 1.3    | 15.5 | 8.7                      | 4.3 | 5.7    |
| 10:00 | 1.2                | 0.6 | 1.0    | 16.1 | 7.2                      | 3.5 | 3.9    | 1.4                | 0.7 | 1.3    | 15.4 | 9.2                      | 4.6 | 5.6    |
| 10:15 | 1.2                | 0.6 | 1.0    | 16.0 | 7.6                      | 3.7 | 3.9    | 1.5                | 0.7 | 1.4    | 15.4 | 9.7                      | 4.9 | 5.5    |
| 10:30 | 1.3                | 0.6 | 1.1    | 15.8 | 8.0                      | 3.9 | 3.9    | 1.5                | 0.7 | 1.4    | 15.3 | 10.2                     | 5.1 | 5.5    |
| 10:45 | 1.3                | 0.6 | 1.1    | 15.5 | 8.3                      | 4.0 | 4.0    | 1.6                | 0.8 | 1.4    | 15.1 | 10.7                     | 5.3 | 5.5    |
| 11:00 | 1.4                | 0.6 | 1.1    | 15.4 | 8.7                      | 4.2 | 4.0    | 1.6                | 0.8 | 1.4    | 14.9 | 11.2                     | 5.6 | 5.5    |
| 11:15 | 1.4                | 0.7 | 1.1    | 14.7 | 9.2                      | 4.5 | 4.2    | 1.7                | 0.8 | 1.4    | 14.3 | 11.8                     | 5.9 | 5.5    |
| 11:30 | 1.4                | 0.7 | 1.1    | 13.6 | 10.0                     | 4.8 | 4.4    | 1.7                | 0.8 | 1.4    | 13.4 | 12.5                     | 6.3 | 5.7    |
| 11:45 | 1.4                | 0.7 | 1.2    | 12.8 | 10.8                     | 5.2 | 4.8    | 1.7                | 0.8 | 1.4    | 12.8 | 13.3                     | 6.7 | 5.9    |
| 12:00 | 1.4                | 0.7 | 1.1    | 11.2 | 11.9                     | 5.8 | 5.3    | 1.7                | 0.8 | 1.4    | 11.5 | 14.3                     | 7.3 | 6.3    |
| 12:15 | 1.5                | 0.7 | 1.1    | 10.8 | 13.0                     | 6.4 | 5.9    | 1.8                | 0.9 | 1.4    | 11.1 | 15.3                     | 7.8 | 6.6    |
| 12:30 | 1.6                | 0.8 | 1.3    | 10.9 | 14.4                     | 7.2 | 6.7    | 1.9                | 0.9 | 1.5    | 11.2 | 16.5                     | 8.5 | 7.3    |
| 12:45 | 1.7                | 0.8 | 1.4    | 10.8 | 15.6                     | 7.8 | 7.3    | 2.0                | 1.0 | 1.6    | 11.1 | 17.7                     | 9.1 | 7.7    |
| 13:00 | 1.7                | 0.8 | 1.4    | 11.3 | 15.1                     | 7.4 | 7.0    | 2.0                | 1.0 | 1.6    | 11.5 | 17.4                     | 8.8 | 7.5    |
| 13:15 | 1.8                | 0.8 | 1.4    | 11.9 | 14.6                     | 7.1 | 6.4    | 2.1                | 1.0 | 1.6    | 12.0 | 17.0                     | 8.6 | 7.0    |
| 13:30 | 1.8                | 0.9 | 1.3    | 12.1 | 14.3                     | 7.0 | 6.0    | 2.1                | 1.0 | 1.5    | 12.3 | 16.8                     | 8.5 | 6.7    |
| 13:45 | 1.8                | 0.9 | 1.3    | 12.4 | 14.3                     | 7.0 | 5.8    | 2.1                | 1.1 | 1.5    | 12.5 | 16.9                     | 8.5 | 6.5    |
| 14:00 | 1.8                | 0.9 | 1.3    | 12.7 | 14.2                     | 6.9 | 5.4    | 2.2                | 1.1 | 1.5    | 12.8 | 16.8                     | 8.5 | 6.2    |
| 14:15 | 1.8                | 0.9 | 1.3    | 12.9 | 14.2                     | 6.9 | 5.3    | 2.2                | 1.1 | 1.5    | 12.9 | 16.9                     | 8.5 | 6.0    |
| 14:30 | 1.8                | 0.9 | 1.3    | 12.7 | 14.3                     | 7.0 | 5.2    | 2.2                | 1.1 | 1.5    | 12.8 | 17.1                     | 8.6 | 5.9    |
| 14:45 | 1.8                | 0.9 | 1.3    | 12.6 | 14.5                     | 7.1 | 5.1    | 2.2                | 1.1 | 1.5    | 12.7 | 17.2                     | 8.7 | 5.8    |
| 15:00 | 1.9                | 0.9 | 1.3    | 13.0 | 14.4                     | 7.0 | 5.2    | 2.2                | 1.1 | 1.5    | 13.0 | 17.2                     | 8.7 | 5.9    |
| 15:15 | 1.9                | 0.9 | 1.3    | 12.8 | 14.7                     | 7.2 | 5.3    | 2.2                | 1.1 | 1.5    | 12.9 | 17.5                     | 8.9 | 6.0    |
| 15:30 | 1.9                | 0.9 | 1.4    | 12.6 | 15.1                     | 7.4 | 5.6    | 2.2                | 1.2 | 1.6    | 12.7 | 17.9                     | 9.2 | 6.3    |
| 15:45 | 1.9                | 0.9 | 1.4    | 12.2 | 15.7                     | 7.8 | 6.1    | 2.3                | 1.2 | 1.6    | 12.4 | 18.5                     | 9.5 | 6.7    |

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

# Ergebnisse TV-Panel 2012 / Deutschschweiz

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

Universum: 5'106'700 Personen (3+)

Stichprobe: 2'257 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  | 2.0                | 1.0 | 1.5    | 12.7 | 15.7                     | 7.8  | 6.7    | 2.3                | 1.2 | 1.6    | 12.7 | 18.7                     | 9.6  | 7.2    |
| 16:15  | 2.0                | 1.0 | 1.6    | 12.7 | 16.4                     | 8.2  | 7.3    | 2.4                | 1.3 | 1.7    | 12.6 | 19.4                     | 10.0 | 7.7    |
| 16:30  | 2.1                | 1.1 | 1.7    | 12.5 | 17.4                     | 8.7  | 8.0    | 2.5                | 1.3 | 1.8    | 12.4 | 20.3                     | 10.5 | 8.3    |
| 16:45  | 2.2                | 1.1 | 1.8    | 12.2 | 18.2                     | 9.2  | 8.5    | 2.6                | 1.4 | 1.9    | 12.3 | 21.2                     | 11.0 | 8.8    |
| 17:00  | 2.3                | 1.2 | 2.0    | 12.4 | 19.2                     | 9.7  | 9.0    | 2.7                | 1.4 | 2.1    | 12.4 | 22.0                     | 11.5 | 9.3    |
| 17:15  | 2.4                | 1.3 | 2.1    | 12.1 | 20.7                     | 10.5 | 9.5    | 2.8                | 1.5 | 2.2    | 12.2 | 23.3                     | 12.2 | 9.8    |
| 17:30  | 2.5                | 1.3 | 2.2    | 11.7 | 22.0                     | 11.3 | 10.1   | 2.8                | 1.5 | 2.3    | 11.8 | 24.4                     | 12.8 | 10.4   |
| 17:45  | 2.6                | 1.4 | 2.3    | 11.0 | 24.2                     | 12.5 | 10.7   | 2.9                | 1.6 | 2.3    | 11.2 | 26.4                     | 14.0 | 10.9   |
| 18:00  | 2.6                | 1.4 | 2.3    | 9.3  | 28.1                     | 14.9 | 11.2   | 2.9                | 1.6 | 2.4    | 9.7  | 29.8                     | 16.1 | 11.4   |
| 18:15  | 2.8                | 1.5 | 2.4    | 9.2  | 30.1                     | 16.2 | 11.9   | 3.0                | 1.7 | 2.5    | 9.6  | 31.7                     | 17.4 | 12.2   |
| 18:30  | 2.9                | 1.6 | 2.6    | 9.1  | 32.5                     | 17.6 | 12.7   | 3.2                | 1.8 | 2.6    | 9.4  | 33.9                     | 18.7 | 13.0   |
| 18:45  | 3.1                | 1.7 | 2.8    | 9.0  | 34.9                     | 19.1 | 13.7   | 3.4                | 1.9 | 2.7    | 9.2  | 36.2                     | 20.1 | 13.9   |
| 19:00  | 3.3                | 1.8 | 2.9    | 8.3  | 39.2                     | 22.0 | 15.5   | 3.5                | 2.0 | 2.9    | 8.6  | 40.1                     | 22.7 | 15.5   |
| 19:15  | 3.5                | 1.9 | 2.9    | 8.1  | 42.6                     | 24.1 | 16.2   | 3.6                | 2.1 | 2.9    | 8.4  | 43.1                     | 24.6 | 16.1   |
| 19:30  | 3.6                | 2.1 | 2.8    | 7.4  | 48.4                     | 27.6 | 16.3   | 3.8                | 2.2 | 2.8    | 7.7  | 48.7                     | 28.1 | 16.3   |
| 19:45  | 3.8                | 2.2 | 2.6    | 7.3  | 51.7                     | 29.7 | 16.5   | 4.0                | 2.3 | 2.7    | 7.5  | 51.9                     | 30.2 | 16.6   |
| 20:00  | 4.1                | 2.4 | 2.5    | 7.7  | 53.2                     | 30.8 | 16.1   | 4.3                | 2.5 | 2.6    | 8.0  | 53.4                     | 31.4 | 16.4   |
| 20:15  | 4.4                | 2.6 | 2.5    | 8.1  | 55.2                     | 32.3 | 15.2   | 4.5                | 2.7 | 2.5    | 8.2  | 55.6                     | 33.1 | 15.7   |
| 20:30  | 4.7                | 2.8 | 2.3    | 8.3  | 57.1                     | 33.6 | 14.9   | 4.8                | 2.9 | 2.4    | 8.4  | 57.5                     | 34.4 | 15.5   |
| 20:45  | 4.8                | 2.9 | 2.1    | 8.4  | 58.4                     | 34.4 | 14.4   | 4.9                | 3.0 | 2.2    | 8.5  | 58.8                     | 35.3 | 15.1   |
| 21:00  | 5.0                | 3.0 | 2.0    | 8.6  | 58.8                     | 34.7 | 13.4   | 5.0                | 3.1 | 2.1    | 8.7  | 59.3                     | 35.7 | 14.3   |
| 21:15  | 5.0                | 3.0 | 1.8    | 8.7  | 58.7                     | 34.7 | 12.2   | 5.1                | 3.1 | 1.9    | 8.7  | 59.4                     | 35.8 | 13.3   |
| 21:30  | 4.9                | 3.0 | 1.6    | 8.7  | 57.9                     | 34.1 | 11.1   | 5.0                | 3.1 | 1.7    | 8.7  | 58.6                     | 35.2 | 12.3   |
| 21:45  | 4.8                | 2.8 | 1.4    | 8.9  | 54.6                     | 32.0 | 9.6    | 4.8                | 2.9 | 1.5    | 8.9  | 55.3                     | 33.0 | 10.9   |
| 22:00  | 4.4                | 2.6 | 1.2    | 8.6  | 52.3                     | 30.5 | 8.3    | 4.5                | 2.7 | 1.3    | 8.7  | 52.7                     | 31.3 | 9.5    |
| 22:15  | 4.2                | 2.5 | 1.0    | 9.3  | 46.1                     | 26.6 | 6.9    | 4.2                | 2.6 | 1.1    | 9.2  | 47.1                     | 27.7 | 8.0    |
| 22:30  | 3.8                | 2.2 | 0.9    | 9.5  | 40.9                     | 23.4 | 5.8    | 3.9                | 2.3 | 0.9    | 9.4  | 42.2                     | 24.6 | 6.7    |
| 22:45  | 3.4                | 2.0 | 0.7    | 9.7  | 36.1                     | 20.4 | 4.8    | 3.5                | 2.1 | 0.8    | 9.7  | 37.4                     | 21.6 | 5.6    |
| 23:00  | 3.0                | 1.7 | 0.6    | 9.7  | 31.7                     | 17.8 | 4.0    | 3.1                | 1.8 | 0.7    | 9.7  | 32.9                     | 18.8 | 4.6    |
| 23:15  | 2.6                | 1.5 | 0.6    | 9.7  | 27.0                     | 15.0 | 3.3    | 2.7                | 1.6 | 0.6    | 9.9  | 28.2                     | 15.9 | 3.8    |
| 23:30  | 2.2                | 1.3 | 0.5    | 9.9  | 23.0                     | 12.7 | 2.7    | 2.4                | 1.4 | 0.5    | 10.1 | 24.1                     | 13.5 | 3.1    |
| 23:45  | 1.9                | 1.1 | 0.4    | 9.9  | 19.5                     | 10.7 | 2.2    | 2.0                | 1.2 | 0.4    | 10.1 | 20.6                     | 11.5 | 2.5    |
| 00:00  | 1.6                | 0.9 | 0.3    | 10.1 | 16.5                     | 8.9  | 1.6    | 1.8                | 1.0 | 0.3    | 10.2 | 17.6                     | 9.7  | 2.0    |
| 00:15  | 1.4                | 0.8 | 0.3    | 10.3 | 13.9                     | 7.4  | 1.3    | 1.5                | 0.8 | 0.3    | 10.4 | 14.9                     | 8.1  | 1.5    |
| 00:30  | 1.2                | 0.7 | 0.2    | 10.6 | 11.8                     | 6.3  | 1.0    | 1.3                | 0.7 | 0.2    | 10.6 | 12.7                     | 6.9  | 1.2    |
| 00:45  | 1.1                | 0.6 | 0.2    | 10.8 | 10.1                     | 5.3  | 0.8    | 1.2                | 0.6 | 0.2    | 10.8 | 10.9                     | 5.9  | 1.0    |
| NR 24h | 30                 | 19  | 22     |      | 87                       | 64   | 50     | 30                 | 20  | 22     |      | 87                       | 65   | 52     |
| NT 24h | 26                 | 14  | 15     |      | 256                      | 140  | 77     | 28                 | 16  | 16     |      | 275                      | 152  | 84     |
| NS 24h | 87                 | 74  | 68     |      | 294                      | 219  | 153    | 93                 | 78  | 72     |      | 315                      | 234  | 163    |

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 2012 / Deutschschweiz

VIERTELSTUNDEN-RATING in % (Sa / So)

Universum: 5'106'700 Personen (3+) Stichprobe: 2'257 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 | 0.4             | 0.2 | 0.0    | 10.4 | 3.3                   | 1.6  | 0.3    | 0.4             | 0.2 | 0.0    | 12.4 | 3.2                   | 1.6  | 0.3    |
| 06:15 | 0.4             | 0.2 | 0.0    | 10.2 | 3.4                   | 1.7  | 0.4    | 0.4             | 0.2 | 0.0    | 11.5 | 3.3                   | 1.7  | 0.3    |
| 06:30 | 0.4             | 0.2 | 0.0    | 10.3 | 3.5                   | 1.8  | 0.5    | 0.4             | 0.2 | 0.0    | 11.3 | 3.4                   | 1.7  | 0.5    |
| 06:45 | 0.4             | 0.2 | 0.1    | 10.1 | 3.7                   | 1.9  | 0.8    | 0.4             | 0.2 | 0.1    | 11.5 | 3.6                   | 1.8  | 0.7    |
| 07:00 | 0.5             | 0.2 | 0.2    | 10.0 | 4.1                   | 2.1  | 1.4    | 0.5             | 0.2 | 0.1    | 11.3 | 4.0                   | 2.0  | 1.1    |
| 07:15 | 0.5             | 0.3 | 0.3    | 10.4 | 4.6                   | 2.4  | 2.2    | 0.5             | 0.3 | 0.2    | 12.0 | 4.4                   | 2.2  | 1.6    |
| 07:30 | 0.6             | 0.3 | 0.5    | 11.1 | 5.2                   | 2.7  | 3.3    | 0.6             | 0.3 | 0.3    | 11.9 | 5.0                   | 2.6  | 2.3    |
| 07:45 | 0.8             | 0.4 | 0.8    | 12.4 | 5.9                   | 3.1  | 4.6    | 0.8             | 0.4 | 0.5    | 12.5 | 5.7                   | 3.0  | 3.4    |
| 08:00 | 0.9             | 0.4 | 1.0    | 12.5 | 6.7                   | 3.5  | 6.1    | 0.9             | 0.5 | 0.9    | 13.3 | 6.8                   | 3.5  | 4.6    |
| 08:15 | 1.0             | 0.5 | 1.4    | 12.8 | 7.4                   | 3.8  | 7.6    | 1.1             | 0.5 | 1.2    | 13.9 | 7.8                   | 4.0  | 6.0    |
| 08:30 | 1.1             | 0.6 | 1.6    | 13.9 | 8.0                   | 4.1  | 8.7    | 1.3             | 0.6 | 1.5    | 14.2 | 8.7                   | 4.5  | 6.9    |
| 08:45 | 1.3             | 0.6 | 1.8    | 14.7 | 8.7                   | 4.4  | 9.5    | 1.5             | 0.7 | 1.7    | 14.8 | 9.7                   | 5.0  | 7.7    |
| 09:00 | 1.4             | 0.7 | 1.8    | 14.4 | 9.2                   | 4.7  | 9.9    | 1.7             | 0.8 | 1.9    | 15.3 | 10.9                  | 5.6  | 8.7    |
| 09:15 | 1.5             | 0.7 | 2.0    | 14.4 | 9.9                   | 5.1  | 10.5   | 1.8             | 0.9 | 1.9    | 15.1 | 12.1                  | 6.2  | 9.1    |
| 09:30 | 1.5             | 0.7 | 2.0    | 14.0 | 10.4                  | 5.3  | 10.4   | 2.0             | 1.0 | 2.1    | 14.4 | 13.7                  | 7.1  | 9.5    |
| 09:45 | 1.6             | 0.8 | 2.1    | 14.4 | 10.9                  | 5.5  | 10.1   | 2.2             | 1.1 | 2.2    | 14.0 | 15.1                  | 7.8  | 9.7    |
| 10:00 | 1.7             | 0.8 | 2.1    | 14.4 | 11.5                  | 5.8  | 10.1   | 2.3             | 1.1 | 2.2    | 13.3 | 16.8                  | 8.7  | 9.4    |
| 10:15 | 1.8             | 0.9 | 2.2    | 14.7 | 11.9                  | 6.1  | 9.7    | 2.4             | 1.2 | 2.2    | 12.9 | 18.0                  | 9.4  | 9.3    |
| 10:30 | 1.9             | 0.9 | 2.1    | 15.0 | 12.4                  | 6.3  | 9.3    | 2.5             | 1.3 | 2.2    | 13.1 | 19.0                  | 9.9  | 9.1    |
| 10:45 | 1.9             | 0.9 | 2.1    | 14.9 | 12.9                  | 6.6  | 9.2    | 2.7             | 1.3 | 2.3    | 13.2 | 20.0                  | 10.5 | 9.2    |
| 11:00 | 2.0             | 0.9 | 2.1    | 14.4 | 13.6                  | 7.0  | 9.0    | 2.7             | 1.4 | 2.2    | 13.1 | 21.1                  | 11.1 | 9.1    |
| 11:15 | 2.0             | 1.0 | 2.1    | 14.0 | 14.2                  | 7.3  | 9.0    | 2.8             | 1.4 | 2.3    | 12.8 | 21.9                  | 11.5 | 8.9    |
| 11:30 | 2.1             | 1.0 | 2.0    | 13.7 | 15.0                  | 7.7  | 8.7    | 2.8             | 1.5 | 2.3    | 12.5 | 22.6                  | 12.0 | 9.1    |
| 11:45 | 2.1             | 1.0 | 1.9    | 13.0 | 15.8                  | 8.2  | 8.2    | 3.0             | 1.5 | 2.4    | 12.5 | 23.2                  | 12.4 | 9.4    |
| 12:00 | 2.1             | 1.0 | 1.7    | 12.3 | 16.6                  | 8.7  | 7.9    | 3.0             | 1.5 | 2.4    | 12.3 | 23.8                  | 12.8 | 9.2    |
| 12:15 | 2.1             | 1.0 | 1.6    | 11.8 | 17.3                  | 9.2  | 7.9    | 3.1             | 1.6 | 2.3    | 12.2 | 24.4                  | 13.2 | 9.2    |
| 12:30 | 2.2             | 1.1 | 1.7    | 12.0 | 18.4                  | 9.8  | 8.2    | 3.2             | 1.6 | 2.3    | 12.2 | 25.1                  | 13.6 | 9.2    |
| 12:45 | 2.3             | 1.1 | 1.8    | 11.9 | 19.3                  | 10.2 | 8.3    | 3.3             | 1.7 | 2.3    | 12.1 | 26.0                  | 14.1 | 9.4    |
| 13:00 | 2.3             | 1.2 | 1.7    | 12.2 | 19.4                  | 10.2 | 8.2    | 3.3             | 1.7 | 2.3    | 12.1 | 26.7                  | 14.5 | 9.6    |
| 13:15 | 2.4             | 1.2 | 1.7    | 12.5 | 19.1                  | 10.0 | 7.9    | 3.4             | 1.8 | 2.2    | 12.4 | 26.8                  | 14.6 | 9.3    |
| 13:30 | 2.4             | 1.2 | 1.7    | 12.8 | 18.9                  | 9.9  | 7.9    | 3.5             | 1.9 | 2.2    | 12.7 | 27.2                  | 14.8 | 9.0    |
| 13:45 | 2.5             | 1.2 | 1.7    | 13.2 | 18.8                  | 9.8  | 7.5    | 3.5             | 1.9 | 2.1    | 12.6 | 27.8                  | 15.1 | 8.8    |
| 14:00 | 2.5             | 1.3 | 1.7    | 13.3 | 18.8                  | 9.7  | 7.3    | 3.5             | 1.9 | 2.1    | 12.5 | 28.0                  | 15.3 | 8.7    |
| 14:15 | 2.6             | 1.3 | 1.7    | 13.3 | 19.0                  | 9.8  | 7.0    | 3.6             | 1.9 | 2.1    | 12.7 | 28.1                  | 15.3 | 8.7    |
| 14:30 | 2.6             | 1.3 | 1.7    | 13.5 | 19.1                  | 9.8  | 6.7    | 3.5             | 1.9 | 2.0    | 12.6 | 28.4                  | 15.4 | 8.6    |
| 14:45 | 2.6             | 1.3 | 1.7    | 13.3 | 19.4                  | 10.0 | 6.7    | 3.6             | 1.9 | 2.1    | 12.6 | 28.5                  | 15.6 | 8.6    |
| 15:00 | 2.6             | 1.3 | 1.8    | 13.4 | 19.5                  | 10.1 | 6.7    | 3.5             | 2.0 | 2.1    | 12.6 | 28.8                  | 15.8 | 8.5    |
| 15:15 | 2.7             | 1.4 | 2.0    | 13.6 | 19.8                  | 10.2 | 6.7    | 3.6             | 2.0 | 2.2    | 12.6 | 29.4                  | 16.1 | 8.7    |
| 15:30 | 2.7             | 1.4 | 2.0    | 13.5 | 20.2                  | 10.4 | 6.9    | 3.6             | 2.1 | 2.3    | 12.7 | 29.8                  | 16.4 | 9.0    |
| 15:45 | 2.8             | 1.4 | 1.9    | 13.2 | 20.9                  | 10.8 | 7.1    | 3.7             | 2.1 | 2.2    | 12.6 | 30.1                  | 16.5 | 9.0    |

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

# Ergebnisse TV-Panel 2012 / Deutschschweiz

VIERTELSTUNDEN-RATING in % (Sa / So)

Universum: 5'106'700 Personen (3+) Stichprobe: 2'257 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  | 2.8             | 1.4 | 1.9    | 12.7 | 21.9                  | 11.3 | 7.5    | 3.7             | 2.1 | 2.1    | 12.5 | 30.6                  | 16.9 | 9.2    |
| 16:15  | 2.8             | 1.5 | 1.8    | 12.5 | 22.7                  | 11.7 | 7.7    | 3.8             | 2.1 | 2.2    | 12.4 | 31.1                  | 17.1 | 9.5    |
| 16:30  | 2.9             | 1.5 | 1.9    | 12.3 | 23.7                  | 12.3 | 8.0    | 3.9             | 2.2 | 2.2    | 12.4 | 31.7                  | 17.5 | 10.0   |
| 16:45  | 3.0             | 1.6 | 2.1    | 12.4 | 24.4                  | 12.7 | 8.5    | 4.0             | 2.2 | 2.3    | 12.4 | 32.4                  | 18.0 | 10.4   |
| 17:00  | 3.1             | 1.7 | 2.1    | 12.5 | 25.1                  | 13.2 | 9.0    | 4.0             | 2.3 | 2.4    | 12.5 | 33.1                  | 18.4 | 10.8   |
| 17:15  | 3.2             | 1.7 | 2.2    | 12.3 | 25.9                  | 13.7 | 9.7    | 4.0             | 2.3 | 2.5    | 12.3 | 33.8                  | 18.9 | 11.2   |
| 17:30  | 3.2             | 1.7 | 2.3    | 12.0 | 26.6                  | 14.1 | 10.2   | 4.1             | 2.3 | 2.6    | 12.2 | 34.5                  | 19.3 | 11.8   |
| 17:45  | 3.2             | 1.7 | 2.3    | 11.5 | 27.9                  | 14.9 | 10.4   | 4.1             | 2.4 | 2.6    | 11.8 | 35.8                  | 20.1 | 12.3   |
| 18:00  | 3.2             | 1.7 | 2.5    | 10.3 | 30.1                  | 16.4 | 11.3   | 4.0             | 2.3 | 2.6    | 10.6 | 38.2                  | 21.6 | 12.7   |
| 18:15  | 3.3             | 1.8 | 2.7    | 10.3 | 31.2                  | 17.3 | 12.3   | 4.2             | 2.4 | 2.6    | 10.4 | 40.2                  | 23.0 | 13.8   |
| 18:30  | 3.3             | 1.8 | 2.7    | 10.0 | 32.7                  | 18.3 | 12.8   | 4.3             | 2.5 | 2.6    | 10.2 | 42.2                  | 24.3 | 14.5   |
| 18:45  | 3.5             | 1.9 | 2.7    | 9.7  | 34.7                  | 19.7 | 13.5   | 4.4             | 2.5 | 2.7    | 9.9  | 44.3                  | 25.7 | 15.2   |
| 19:00  | 3.5             | 2.0 | 2.8    | 9.3  | 37.0                  | 21.1 | 14.4   | 4.5             | 2.6 | 2.7    | 9.5  | 47.1                  | 27.7 | 16.7   |
| 19:15  | 3.6             | 2.1 | 2.9    | 9.1  | 39.1                  | 22.4 | 15.0   | 4.6             | 2.8 | 2.7    | 9.4  | 49.4                  | 29.3 | 16.9   |
| 19:30  | 3.7             | 2.1 | 2.8    | 8.3  | 44.0                  | 25.7 | 15.8   | 4.6             | 2.8 | 2.8    | 8.5  | 55.3                  | 33.3 | 17.1   |
| 19:45  | 3.8             | 2.3 | 2.9    | 8.2  | 46.6                  | 27.5 | 16.5   | 4.7             | 2.9 | 2.7    | 8.2  | 58.2                  | 35.4 | 17.1   |
| 20:00  | 4.1             | 2.5 | 3.0    | 8.7  | 47.9                  | 28.9 | 17.9   | 5.0             | 3.2 | 2.7    | 8.6  | 59.7                  | 36.7 | 16.3   |
| 20:15  | 4.2             | 2.6 | 2.9    | 8.5  | 50.4                  | 31.0 | 19.5   | 5.3             | 3.4 | 2.5    | 8.7  | 62.6                  | 38.8 | 14.5   |
| 20:30  | 4.4             | 2.8 | 2.9    | 8.6  | 52.3                  | 32.5 | 20.2   | 5.6             | 3.6 | 2.4    | 9.0  | 64.7                  | 40.3 | 13.7   |
| 20:45  | 4.6             | 3.0 | 2.8    | 8.8  | 53.6                  | 33.5 | 20.7   | 5.6             | 3.7 | 2.1    | 8.9  | 66.0                  | 41.3 | 13.2   |
| 21:00  | 4.7             | 3.0 | 2.7    | 8.8  | 54.7                  | 34.4 | 20.9   | 5.7             | 3.7 | 1.8    | 8.9  | 66.8                  | 41.9 | 12.4   |
| 21:15  | 4.8             | 3.1 | 2.5    | 8.9  | 55.3                  | 34.9 | 20.8   | 5.6             | 3.7 | 1.6    | 8.8  | 66.8                  | 41.9 | 11.6   |
| 21:30  | 4.8             | 3.1 | 2.5    | 8.9  | 55.5                  | 35.1 | 20.4   | 5.4             | 3.5 | 1.4    | 8.6  | 65.4                  | 40.9 | 10.6   |
| 21:45  | 4.8             | 3.1 | 2.3    | 9.0  | 54.3                  | 34.4 | 19.1   | 5.2             | 3.3 | 1.2    | 9.0  | 59.5                  | 36.8 | 9.3    |
| 22:00  | 4.7             | 3.0 | 2.1    | 9.2  | 52.6                  | 33.1 | 17.2   | 4.8             | 3.0 | 1.0    | 9.0  | 54.7                  | 33.6 | 7.8    |
| 22:15  | 4.5             | 2.9 | 1.8    | 9.5  | 49.7                  | 30.9 | 14.6   | 4.3             | 2.7 | 0.8    | 8.9  | 49.4                  | 30.1 | 6.7    |
| 22:30  | 4.3             | 2.7 | 1.5    | 9.7  | 46.2                  | 28.3 | 12.0   | 3.8             | 2.3 | 0.7    | 8.7  | 44.6                  | 26.9 | 5.6    |
| 22:45  | 4.1             | 2.6 | 1.3    | 10.1 | 42.2                  | 25.6 | 10.1   | 3.5             | 2.1 | 0.6    | 9.2  | 39.0                  | 23.3 | 4.6    |
| 23:00  | 3.7             | 2.3 | 1.1    | 10.2 | 38.5                  | 23.0 | 8.4    | 3.2             | 1.9 | 0.5    | 9.7  | 33.0                  | 19.4 | 3.8    |
| 23:15  | 3.4             | 2.1 | 0.9    | 10.6 | 34.5                  | 20.3 | 7.1    | 2.8             | 1.6 | 0.5    | 10.0 | 27.7                  | 16.0 | 3.0    |
| 23:30  | 3.1             | 1.9 | 0.8    | 10.8 | 30.8                  | 18.0 | 5.8    | 2.4             | 1.4 | 0.4    | 10.4 | 23.1                  | 13.2 | 2.3    |
| 23:45  | 2.7             | 1.7 | 0.7    | 10.6 | 27.4                  | 15.9 | 4.9    | 2.1             | 1.2 | 0.3    | 10.6 | 19.5                  | 11.0 | 1.8    |
| 00:00  | 2.4             | 1.4 | 0.6    | 10.4 | 24.3                  | 14.0 | 4.1    | 1.8             | 1.0 | 0.2    | 10.7 | 16.6                  | 9.3  | 1.3    |
| 00:15  | 2.2             | 1.3 | 0.5    | 10.5 | 21.4                  | 12.2 | 3.2    | 1.5             | 0.8 | 0.2    | 10.6 | 13.7                  | 7.6  | 1.0    |
| 00:30  | 1.9             | 1.1 | 0.4    | 10.4 | 18.7                  | 10.5 | 2.6    | 1.3             | 0.7 | 0.2    | 10.8 | 11.4                  | 6.3  | 0.9    |
| 00:45  | 1.7             | 0.9 | 0.3    | 10.5 | 16.3                  | 9.1  | 2.2    | 1.1             | 0.6 | 0.1    | 11.1 | 9.7                   | 5.3  | 0.7    |
| NR 24h | 31              | 21  | 25     |      | 85                    | 64   | 55     | 33              | 23  | 24     |      | 89                    | 70   | 54     |
| NT 24h | 31              | 18  | 20     |      | 293                   | 166  | 109    | 37              | 21  | 20     |      | 348                   | 199  | 97     |
| NS 24h | 102             | 85  | 82     |      | 345                   | 258  | 195    | 113             | 92  | 81     |      | 390                   | 284  | 180    |

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 2012 / Deutschweiz

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

Universum: 4'419'000 Personen (15+)

|       | Total |          | SRG SSR |     |     |        |            | Ausland: Service public |      |     |     |      | ANDERE |      |
|-------|-------|----------|---------|-----|-----|--------|------------|-------------------------|------|-----|-----|------|--------|------|
|       | HH    | Pers 15+ | SF1     | SF2 | SFi | RTS Un | RSI La Uno | 3SAT                    | ARTE | ARD | ZDF | ORF1 |        | ORF2 |
| 06:00 | 0.3   | 0.2      | 0.1     | 0.0 | 0.0 | 0.0    | 0.0        | 0.0                     | 0.0  | 0.0 | 0.0 | 0.0  | 0.0    | 0.1  |
| 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    | 0.1  |
| 06:30 | 0.3   | 0.1      | 0.1     | 0.0 | 0.0 | 0.0    | 0.0        | 0.0                     | 0.0  | 0.0 | 0.0 | 0.0  | 0.0    | 0.1  |
| 06:45 | 0.3   | 0.1      | 0.1     | 0.0 | 0.0 | 0.0    | 0.0        | 0.0                     | 0.0  | 0.0 | 0.0 | 0.0  | 0.0    | 0.1  |
| 07:00 | 0.3   | 0.1      | 0.1     | 0.0 | 0.0 | 0.0    | 0.0        | 0.0                     | 0.0  | 0.0 | 0.0 | 0.0  | 0.0    | 0.1  |
| 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    | 0.1  |
| 07:30 | 0.3   | 0.2      | 0.1     | 0.0 | 0.0 | 0.0    | 0.0        | 0.0                     | 0.0  | 0.0 | 0.0 | 0.0  | 0.0    | 0.1  |
| 07:45 | 0.3   | 0.2      | 0.1     | 0.0 | 0.0 | 0.0    | 0.0        | 0.0                     | 0.0  | 0.0 | 0.0 | 0.0  | 0.0    | 0.1  |
| 08:00 | 0.3   | 0.2      | 0.1     | 0.0 | 0.0 | 0.0    | 0.0        | 0.0                     | 0.0  | 0.0 | 0.0 | 0.0  | 0.0    | 0.1  |
| 08:15 | 0.4   | 0.2      | 0.1     | 0.0 | 0.0 | 0.0    | 0.0        | 0.0                     | 0.0  | 0.0 | 0.0 | 0.0  | 0.0    | 0.1  |
| 08:30 | 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  |
| 08:45 | 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  |
| 09:00 | 0.4   | 0.2      | 0.1     | 0.0 | 0.0 | 0.0    | 0.0        | 0.0                     | 0.0  | 0.0 | 0.0 | 0.0  | 0.0    | 0.1  |
| 09:15 | 0.4   | 0.2      | 0.1     | 0.0 | 0.0 | 0.0    | 0.0        | 0.0                     | 0.0  | 0.0 | 0.0 | 0.0  | 0.0    | 0.1  |
| 09:30 | 0.4   | 0.2      | 0.1     | 0.1 | 0.0 | 0.0    | 0.0        | 0.0                     | 0.0  | 0.0 | 0.0 | 0.0  | 0.0    | 0.1  |
| 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  | 0.0    | 0.1  |
| 10:00 | 0.5   | 0.3      | 0.1     | 0.1 | 0.0 | 0.0    | 0.0        | 0.0                     | 0.0  | 0.0 | 0.0 | 0.0  | 0.0    | 0.1  |
| 10:15 | 0.5   | 0.3      | 0.1     | 0.1 | 0.0 | 0.0    | 0.0        | 0.0                     | 0.0  | 0.0 | 0.0 | 0.0  | 0.0    | 0.1  |
| 10:30 | 0.5   | 0.3      | 0.1     | 0.1 | 0.0 | 0.0    | 0.0        | 0.0                     | 0.0  | 0.0 | 0.0 | 0.0  | 0.0    | 0.1  |
| 10:45 | 0.5   | 0.3      | 0.1     | 0.1 | 0.0 | 0.0    | 0.0        | 0.0                     | 0.0  | 0.0 | 0.0 | 0.0  | 0.0    | 0.1  |
| 11:00 | 0.6   | 0.3      | 0.1     | 0.1 | 0.0 | 0.0    | 0.0        | 0.0                     | 0.0  | 0.0 | 0.0 | 0.0  | 0.0    | 0.1  |
| 11:15 | 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    | 0.1  |
| 11:30 | 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  |
| 11:45 | 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  |
| 12:00 | 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  |
| 12:15 | 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    | 0.1  |
| 12:30 | 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  |
| 12:45 | 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  |
| 13:00 | 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  |
| 13:15 | 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  |
| 13:30 | 0.7   | 0.4      | 0.1     | 0.1 | 0.0 | 0.0    | 0.0        | 0.0                     | 0.0  | 0.0 | 0.0 | 0.0  | 0.0    | 0.2  |
| 13:45 | 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    | 0.2  |
| 14:00 | 0.7   | 0.4      | 0.1     | 0.1 | 0.0 | 0.0    | 0.0        | 0.0                     | 0.0  | 0.0 | 0.0 | 0.0  | 0.0    | 0.2  |
| 14:15 | 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  |
| 14:30 | 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    | 0.2  |
| 14:45 | 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    | 0.2  |
| 15:00 | 0.7   | 0.4      | 0.1     | 0.1 | 0.0 | 0.0    | 0.0        | 0.0                     | 0.0  | 0.0 | 0.0 | 0.0  | 0.0    | 0.2  |
| 15:15 | 0.6   | 0.4      | 0.1     | 0.1 | 0.0 | 0.0    | 0.0        | 0.0                     | 0.0  | 0.0 | 0.0 | 0.0  | 0.0    | 0.2  |
| 15:30 | 0.7   | 0.4      | 0.1     | 0.1 | 0.0 | 0.0    | 0.0        | 0.0                     | 0.0  | 0.0 | 0.0 | 0.0  | 0.0    | 0.2  |
| 15:45 | 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  |

2.19 Teletext Nutzung nach Sender: Reichweite in %

# Ergebnisse TV-Panel 2012 / Deutschschweiz

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

Universum: 4'419'000 Personen (15+)

|          | Total |          | SRG SSR |     |     |        |            | Ausland: Service public |      |     |     |      | ANDERE |      |
|----------|-------|----------|---------|-----|-----|--------|------------|-------------------------|------|-----|-----|------|--------|------|
|          | HH    | Pers 15+ | SF1     | SF2 | SFi | RTS Un | RSI La Uno | 3SAT                    | ARTE | ARD | ZDF | ORF1 |        | ORF2 |
| 16:00    | 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  |
| 16:15    | 0.9   | 0.5      | 0.1     | 0.1 | 0.0 | 0.0    | 0.0        | 0.0                     | 0.0  | 0.0 | 0.0 | 0.0  | 0.0    | 0.2  |
| 16:30    | 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  |
| 16:45    | 1.1   | 0.6      | 0.1     | 0.2 | 0.0 | 0.0    | 0.0        | 0.0                     | 0.0  | 0.0 | 0.0 | 0.0  | 0.0    | 0.2  |
| 17:00    | 1.1   | 0.7      | 0.2     | 0.2 | 0.0 | 0.0    | 0.0        | 0.0                     | 0.0  | 0.0 | 0.0 | 0.0  | 0.0    | 0.3  |
| 17:15    | 1.2   | 0.7      | 0.2     | 0.2 | 0.0 | 0.0    | 0.0        | 0.0                     | 0.0  | 0.1 | 0.0 | 0.0  | 0.0    | 0.3  |
| 17:30    | 1.3   | 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  |
| 17:45    | 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    | 0.3  |
| 18:00    | 1.5   | 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  |
| 18:15    | 1.4   | 0.8      | 0.2     | 0.2 | 0.0 | 0.0    | 0.0        | 0.0                     | 0.0  | 0.1 | 0.0 | 0.0  | 0.0    | 0.3  |
| 18:30    | 1.3   | 0.8      | 0.3     | 0.1 | 0.0 | 0.0    | 0.0        | 0.0                     | 0.0  | 0.1 | 0.0 | 0.0  | 0.0    | 0.3  |
| 18:45    | 1.8   | 1.1      | 0.4     | 0.2 | 0.0 | 0.0    | 0.0        | 0.0                     | 0.0  | 0.1 | 0.0 | 0.0  | 0.0    | 0.4  |
| 19:00    | 1.4   | 0.8      | 0.3     | 0.1 | 0.0 | 0.0    | 0.0        | 0.0                     | 0.0  | 0.0 | 0.0 | 0.0  | 0.0    | 0.3  |
| 19:15    | 2.1   | 1.3      | 0.7     | 0.2 | 0.0 | 0.0    | 0.0        | 0.0                     | 0.0  | 0.1 | 0.1 | 0.0  | 0.0    | 0.4  |
| 19:30    | 1.8   | 1.1      | 0.6     | 0.1 | 0.0 | 0.0    | 0.0        | 0.0                     | 0.0  | 0.0 | 0.0 | 0.0  | 0.0    | 0.4  |
| 19:45    | 2.3   | 1.5      | 0.8     | 0.2 | 0.0 | 0.0    | 0.0        | 0.0                     | 0.0  | 0.1 | 0.0 | 0.0  | 0.0    | 0.5  |
| 20:00    | 3.1   | 2.0      | 0.8     | 0.4 | 0.1 | 0.0    | 0.0        | 0.0                     | 0.0  | 0.1 | 0.1 | 0.1  | 0.0    | 0.8  |
| 20:15    | 2.8   | 1.8      | 0.3     | 0.3 | 0.1 | 0.0    | 0.0        | 0.0                     | 0.0  | 0.2 | 0.1 | 0.1  | 0.1    | 0.9  |
| 20:30    | 1.9   | 1.3      | 0.3     | 0.2 | 0.0 | 0.0    | 0.0        | 0.0                     | 0.0  | 0.1 | 0.1 | 0.0  | 0.0    | 0.6  |
| 20:45    | 2.4   | 1.6      | 0.4     | 0.3 | 0.0 | 0.0    | 0.0        | 0.0                     | 0.0  | 0.1 | 0.1 | 0.0  | 0.0    | 0.7  |
| 21:00    | 2.4   | 1.6      | 0.4     | 0.3 | 0.0 | 0.0    | 0.0        | 0.0                     | 0.0  | 0.1 | 0.1 | 0.0  | 0.0    | 0.7  |
| 21:15    | 2.1   | 1.4      | 0.3     | 0.3 | 0.0 | 0.0    | 0.0        | 0.0                     | 0.0  | 0.1 | 0.1 | 0.0  | 0.0    | 0.6  |
| 21:30    | 2.6   | 1.7      | 0.5     | 0.4 | 0.0 | 0.0    | 0.0        | 0.0                     | 0.0  | 0.1 | 0.1 | 0.0  | 0.0    | 0.6  |
| 21:45    | 3.2   | 2.2      | 0.8     | 0.4 | 0.0 | 0.0    | 0.0        | 0.0                     | 0.0  | 0.1 | 0.1 | 0.1  | 0.0    | 0.8  |
| 22:00    | 2.5   | 1.7      | 0.5     | 0.3 | 0.0 | 0.0    | 0.0        | 0.0                     | 0.0  | 0.1 | 0.1 | 0.0  | 0.0    | 0.7  |
| 22:15    | 2.5   | 1.7      | 0.5     | 0.4 | 0.0 | 0.0    | 0.0        | 0.0                     | 0.0  | 0.1 | 0.1 | 0.0  | 0.0    | 0.6  |
| 22:30    | 2.0   | 1.3      | 0.3     | 0.4 | 0.0 | 0.0    | 0.0        | 0.0                     | 0.0  | 0.1 | 0.0 | 0.0  | 0.0    | 0.6  |
| 22:45    | 1.7   | 1.1      | 0.2     | 0.2 | 0.0 | 0.0    | 0.0        | 0.0                     | 0.0  | 0.1 | 0.0 | 0.0  | 0.0    | 0.5  |
| 23:00    | 1.5   | 0.9      | 0.2     | 0.2 | 0.0 | 0.0    | 0.0        | 0.0                     | 0.0  | 0.1 | 0.0 | 0.0  | 0.0    | 0.5  |
| 23:15    | 1.3   | 0.8      | 0.2     | 0.1 | 0.0 | 0.0    | 0.0        | 0.0                     | 0.0  | 0.0 | 0.0 | 0.0  | 0.0    | 0.4  |
| 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    | 0.4  |
| 23:45    | 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  |
| 00:00    | 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    | 0.3  |
| 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     | 0.0 | 0.0 | 0.0    | 0.0        | 0.0                     | 0.0  | 0.0 | 0.0 | 0.0  | 0.0    | 0.2  |
| 00:45    | 0.4   | 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 | 17.6  | 12.0     | 5.1     | 3.1 | 0.6 | 0.0    | 0.0        | 0.3                     | 0.2  | 1.1 | 0.8 | 0.6  | 0.3    | 5.6  |
| NT 18-23 | 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  |
| NR 24h   | 24.3  | 16.6     | 7.2     | 5.1 | 1.3 | 0.1    | 0.1        | 0.5                     | 0.4  | 1.8 | 1.3 | 1.1  | 0.8    | 8.5  |
| NT 24h   | 1.7   | 1.0      | 0.3     | 0.2 | 0.0 | 0.0    | 0.0        | 0.0                     | 0.0  | 0.0 | 0.0 | 0.0  | 0.0    | 0.3  |

NR = Tagesreichweite %

NT = Nutzungsminuten gesamt



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

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

In derselben Zeit werden an 20 Standorten in der Schweiz rund 180 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 2012 / Deutsche Schweiz

VIERTELSTUNDEN-REICHWEITEN in % nach Wochentagen, Radio Total

Universum: 4'742'900 Personen (15+) Stichprobe: 30'210 Personen / 208'620 Messtage

|       | Wochentage |          |          |            |         |         |         | Montag - Freitag | Samstag - Sonntag | Montag - Sonntag |
|-------|------------|----------|----------|------------|---------|---------|---------|------------------|-------------------|------------------|
|       | Montag     | Dienstag | Mittwoch | Donnerstag | Freitag | Samstag | Sonntag |                  |                   |                  |
| 05:00 | 2.8        | 2.7      | 3.2      | 2.9        | 3.1     | 2.1     | 1.5     | 2.9              | 1.8               | 2.6              |
| 05:15 | 4.0        | 4.2      | 4.3      | 4.0        | 4.1     | 2.4     | 1.8     | 4.0              | 2.0               | 3.5              |
| 05:30 | 5.4        | 5.7      | 5.9      | 5.7        | 5.6     | 3.0     | 2.0     | 5.6              | 2.5               | 4.7              |
| 05:45 | 8.7        | 9.2      | 9.3      | 9.2        | 8.8     | 4.0     | 2.6     | 9.0              | 3.3               | 7.4              |
| 06:00 | 11.6       | 12.7     | 12.6     | 12.2       | 11.9    | 5.0     | 3.0     | 12.1             | 3.9               | 9.8              |
| 06:15 | 14.3       | 15.6     | 15.4     | 14.9       | 14.4    | 5.9     | 3.3     | 14.9             | 4.5               | 11.9             |
| 06:30 | 17.5       | 18.8     | 18.9     | 18.5       | 17.6    | 7.2     | 4.2     | 18.1             | 5.7               | 14.6             |
| 06:45 | 21.4       | 22.5     | 22.1     | 21.9       | 20.7    | 9.4     | 5.9     | 21.6             | 7.6               | 17.6             |
| 07:00 | 23.9       | 25.5     | 25.3     | 24.9       | 23.8    | 11.7    | 7.4     | 24.5             | 9.4               | 20.2             |
| 07:15 | 24.2       | 25.9     | 25.6     | 25.3       | 24.4    | 13.2    | 8.3     | 24.9             | 10.7              | 20.8             |
| 07:30 | 25.9       | 27.1     | 26.9     | 26.6       | 26.0    | 15.8    | 10.2    | 26.3             | 12.9              | 22.5             |
| 07:45 | 26.5       | 28.0     | 27.4     | 27.6       | 27.2    | 18.4    | 12.4    | 27.2             | 15.4              | 23.8             |
| 08:00 | 27.3       | 28.0     | 28.0     | 28.0       | 27.5    | 20.5    | 14.4    | 27.6             | 17.4              | 24.7             |
| 08:15 | 26.0       | 26.5     | 26.1     | 25.9       | 26.2    | 20.8    | 14.5    | 26.0             | 17.5              | 23.6             |
| 08:30 | 25.5       | 25.5     | 25.6     | 25.2       | 25.4    | 21.8    | 16.0    | 25.3             | 18.7              | 23.4             |
| 08:45 | 25.0       | 24.7     | 24.8     | 24.7       | 25.4    | 22.5    | 17.6    | 24.8             | 19.9              | 23.4             |
| 09:00 | 24.6       | 24.1     | 24.1     | 24.2       | 25.3    | 23.8    | 19.4    | 24.4             | 21.5              | 23.6             |
| 09:15 | 22.9       | 22.2     | 22.3     | 21.9       | 23.2    | 22.8    | 18.7    | 22.4             | 20.6              | 21.9             |
| 09:30 | 23.0       | 22.1     | 22.0     | 22.2       | 22.8    | 21.9    | 18.4    | 22.3             | 20.0              | 21.6             |
| 09:45 | 22.5       | 21.5     | 21.6     | 22.0       | 22.7    | 22.0    | 18.6    | 22.0             | 20.2              | 21.4             |
| 10:00 | 22.6       | 21.9     | 21.8     | 21.8       | 22.8    | 22.4    | 19.5    | 22.1             | 20.9              | 21.8             |
| 10:15 | 21.9       | 21.0     | 20.8     | 20.9       | 22.1    | 21.1    | 18.7    | 21.2             | 19.9              | 20.8             |
| 10:30 | 21.8       | 21.1     | 20.7     | 21.3       | 22.1    | 21.1    | 18.9    | 21.3             | 19.9              | 20.9             |
| 10:45 | 21.9       | 21.6     | 21.5     | 21.9       | 22.5    | 21.2    | 19.1    | 21.8             | 20.1              | 21.3             |
| 11:00 | 23.1       | 22.4     | 22.6     | 22.8       | 23.2    | 21.8    | 19.2    | 22.7             | 20.4              | 22.0             |
| 11:15 | 23.3       | 22.6     | 23.0     | 22.8       | 23.2    | 21.2    | 18.6    | 22.8             | 19.8              | 22.0             |
| 11:30 | 24.0       | 23.3     | 23.9     | 23.5       | 24.0    | 21.2    | 18.9    | 23.6             | 19.9              | 22.6             |
| 11:45 | 25.9       | 25.1     | 25.5     | 25.2       | 25.7    | 21.9    | 19.3    | 25.3             | 20.5              | 23.9             |
| 12:00 | 28.3       | 27.8     | 27.8     | 27.6       | 27.9    | 23.9    | 19.6    | 27.7             | 21.5              | 25.9             |
| 12:15 | 26.5       | 25.7     | 25.8     | 25.7       | 25.4    | 23.7    | 19.4    | 25.7             | 21.3              | 24.4             |
| 12:30 | 26.4       | 25.4     | 25.6     | 25.5       | 25.4    | 23.2    | 19.7    | 25.6             | 21.3              | 24.3             |
| 12:45 | 25.4       | 24.8     | 24.5     | 24.6       | 24.3    | 21.3    | 17.5    | 24.6             | 19.2              | 23.1             |
| 13:00 | 24.5       | 24.3     | 24.5     | 24.2       | 24.1    | 21.1    | 16.8    | 24.2             | 18.9              | 22.7             |
| 13:15 | 22.6       | 22.2     | 22.3     | 22.4       | 22.8    | 19.1    | 16.0    | 22.4             | 17.5              | 21.0             |
| 13:30 | 20.9       | 20.4     | 21.0     | 20.8       | 21.4    | 18.3    | 15.5    | 20.9             | 16.9              | 19.7             |
| 13:45 | 20.4       | 19.8     | 20.2     | 19.8       | 20.3    | 18.0    | 15.1    | 20.1             | 16.5              | 19.0             |
| 14:00 | 19.6       | 19.2     | 19.2     | 19.3       | 19.9    | 17.8    | 15.2    | 19.4             | 16.5              | 18.6             |
| 14:15 | 18.0       | 17.6     | 17.7     | 17.8       | 18.1    | 16.5    | 13.6    | 17.8             | 15.1              | 17.0             |
| 14:30 | 17.8       | 17.4     | 17.4     | 17.3       | 18.1    | 16.3    | 13.3    | 17.6             | 14.8              | 16.8             |
| 14:45 | 18.0       | 17.5     | 17.2     | 17.5       | 18.3    | 16.3    | 13.1    | 17.7             | 14.6              | 16.8             |

## 3.2 Radionutzung nach Wochentagen: Reichweite in %

## Ergebnisse Radiopanel 2012 / Deutsche Schweiz

VIERTELSTUNDEN-REICHWEITEN in % nach Wochentagen, Radio Total

Universum: 4'742'900 Personen (15+) Stichprobe: 30'210 Personen / 208'620 Messtage

|                 | Wochentage |          |          |            |         |         |         | Montag - Freitag | Samstag - Sonntag | Montag - Sonntag |
|-----------------|------------|----------|----------|------------|---------|---------|---------|------------------|-------------------|------------------|
|                 | Montag     | Dienstag | Mittwoch | Donnerstag | Freitag | Samstag | Sonntag |                  |                   |                  |
| 15:00           | 18.5       | 18.2     | 17.7     | 18.1       | 19.0    | 16.5    | 13.3    | 18.3             | 14.8              | 17.3             |
| 15:15           | 17.6       | 17.5     | 16.8     | 17.3       | 18.3    | 15.8    | 12.6    | 17.5             | 14.1              | 16.5             |
| 15:30           | 18.1       | 17.3     | 17.3     | 17.5       | 18.4    | 15.5    | 13.0    | 17.6             | 14.2              | 16.6             |
| 15:45           | 18.5       | 18.1     | 17.7     | 17.9       | 19.0    | 16.0    | 13.4    | 18.2             | 14.6              | 17.2             |
| 16:00           | 19.4       | 19.4     | 19.0     | 19.1       | 20.1    | 16.3    | 14.1    | 19.3             | 15.1              | 18.1             |
| 16:15           | 19.0       | 19.0     | 18.5     | 18.7       | 19.4    | 15.3    | 13.7    | 18.9             | 14.4              | 17.6             |
| 16:30           | 19.3       | 19.5     | 19.0     | 18.9       | 19.8    | 15.5    | 13.9    | 19.2             | 14.6              | 17.9             |
| 16:45           | 19.9       | 20.3     | 19.9     | 19.7       | 20.0    | 15.9    | 14.9    | 19.9             | 15.3              | 18.6             |
| 17:00           | 21.9       | 22.6     | 22.1     | 21.8       | 21.7    | 16.9    | 15.8    | 22.0             | 16.3              | 20.3             |
| 17:15           | 21.1       | 21.6     | 21.6     | 21.4       | 20.8    | 16.0    | 15.2    | 21.2             | 15.6              | 19.6             |
| 17:30           | 21.4       | 21.9     | 22.0     | 21.2       | 20.8    | 16.3    | 15.2    | 21.3             | 15.7              | 19.7             |
| 17:45           | 21.2       | 21.3     | 21.5     | 20.9       | 20.4    | 16.6    | 15.8    | 20.9             | 16.2              | 19.5             |
| 18:00           | 21.1       | 21.4     | 21.2     | 21.1       | 20.4    | 16.8    | 16.2    | 20.9             | 16.5              | 19.6             |
| 18:15           | 19.2       | 19.4     | 19.2     | 19.1       | 18.3    | 15.4    | 14.5    | 18.9             | 14.9              | 17.8             |
| 18:30           | 17.7       | 17.9     | 18.0     | 17.7       | 17.6    | 13.9    | 13.4    | 17.7             | 13.6              | 16.5             |
| 18:45           | 16.2       | 16.1     | 16.7     | 16.3       | 15.7    | 12.8    | 12.4    | 16.1             | 12.4              | 15.1             |
| 19:00           | 14.7       | 14.3     | 14.6     | 14.8       | 14.3    | 12.2    | 12.0    | 14.5             | 12.0              | 13.8             |
| 19:15           | 12.4       | 12.1     | 12.4     | 12.5       | 11.6    | 10.5    | 10.2    | 12.2             | 10.3              | 11.6             |
| 19:30           | 10.6       | 10.4     | 10.7     | 10.3       | 9.7     | 9.0     | 8.6     | 10.3             | 8.7               | 9.8              |
| 19:45           | 9.3        | 9.1      | 9.3      | 9.0        | 8.8     | 8.1     | 7.8     | 9.1              | 7.9               | 8.7              |
| 20:00           | 9.2        | 8.8      | 9.1      | 8.9        | 8.6     | 7.7     | 7.9     | 8.9              | 7.7               | 8.6              |
| 20:15           | 8.2        | 7.5      | 8.0      | 7.8        | 7.6     | 6.4     | 7.1     | 7.8              | 6.7               | 7.5              |
| 20:30           | 7.5        | 7.1      | 7.6      | 7.4        | 6.9     | 5.9     | 6.6     | 7.3              | 6.3               | 7.0              |
| 20:45           | 7.7        | 6.8      | 7.3      | 7.0        | 6.6     | 5.6     | 6.1     | 7.1              | 5.8               | 6.7              |
| 21:00           | 8.0        | 6.6      | 7.1      | 6.9        | 6.4     | 5.7     | 6.0     | 7.0              | 5.9               | 6.6              |
| 21:15           | 7.3        | 6.1      | 6.6      | 6.6        | 5.9     | 5.3     | 5.6     | 6.5              | 5.4               | 6.2              |
| 21:30           | 7.4        | 6.0      | 6.9      | 6.5        | 5.8     | 5.2     | 5.5     | 6.4              | 5.4               | 6.1              |
| 21:45           | 7.7        | 6.4      | 7.1      | 6.7        | 6.2     | 5.0     | 6.0     | 6.8              | 5.5               | 6.4              |
| 22:00           | 7.5        | 6.7      | 7.3      | 6.5        | 6.3     | 5.3     | 6.2     | 6.8              | 5.8               | 6.5              |
| 22:15           | 6.3        | 5.8      | 6.5      | 5.8        | 6.0     | 5.0     | 5.4     | 6.1              | 5.2               | 5.8              |
| 22:30           | 5.8        | 5.3      | 6.1      | 5.3        | 5.9     | 4.9     | 5.0     | 5.7              | 4.9               | 5.5              |
| 22:45           | 5.6        | 5.5      | 5.8      | 5.3        | 5.9     | 4.8     | 5.0     | 5.7              | 5.0               | 5.5              |
| 23:00           | 5.3        | 5.2      | 5.4      | 5.1        | 5.9     | 5.0     | 4.6     | 5.5              | 4.8               | 5.3              |
| 23:15           | 4.4        | 4.4      | 4.7      | 4.5        | 5.3     | 4.4     | 4.0     | 4.7              | 4.2               | 4.6              |
| 23:30           | 3.8        | 3.9      | 4.1      | 3.9        | 5.2     | 4.3     | 3.6     | 4.2              | 4.0               | 4.1              |
| 23:45           | 3.5        | 3.5      | 3.5      | 3.4        | 4.8     | 4.2     | 3.0     | 3.8              | 3.7               | 3.7              |
| Tagesreichweite | 89.4       | 89.7     | 89.9     | 89.8       | 90.0    | 87.1    | 82.6    | 89.6             | 84.6              | 88.2             |
| Nutzung in Min  | 119        | 117      | 118      | 117        | 117     | 98      | 88      | 117              | 93                | 110              |

### 3.2 Radionutzung nach Wochentagen: Reichweite in %

# Ergebnisse Radiopanel 2012 / Deutsche Schweiz

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

Universum: 4'742'900 Personen (15+) Stichprobe: 30'210 Personen / 208'620 Messtage

|       | Total<br>Personen | Geschlecht |        | Alter |       |       |       |      | Abgeschlossene Ausbildung |               |             |               |
|-------|-------------------|------------|--------|-------|-------|-------|-------|------|---------------------------|---------------|-------------|---------------|
|       |                   | Männer     | Frauen | 15-24 | 25-34 | 35-44 | 45-59 | 60+  | keine/andere              | oblig. Schule | Berufslehre | höhere Ausb.* |
| 05:00 | 2.6               | 2.9        | 2.3    | 1.4   | 1.8   | 2.4   | 3.3   | 3.1  | 2.5                       | 2.4           | 3.2         | 2.1           |
| 05:15 | 3.5               | 3.9        | 3.0    | 1.8   | 2.4   | 3.5   | 4.7   | 3.7  | 3.2                       | 3.0           | 4.3         | 2.8           |
| 05:30 | 4.7               | 5.3        | 4.1    | 2.5   | 3.2   | 4.8   | 6.6   | 4.8  | 4.1                       | 4.0           | 5.8         | 3.9           |
| 05:45 | 7.4               | 8.3        | 6.5    | 3.7   | 5.1   | 7.3   | 10.1  | 7.9  | 6.9                       | 5.7           | 8.6         | 6.7           |
| 06:00 | 9.8               | 10.9       | 8.6    | 5.3   | 7.1   | 9.7   | 13.7  | 9.9  | 9.4                       | 7.7           | 11.1        | 9.2           |
| 06:15 | 11.9              | 13.1       | 10.7   | 6.9   | 9.2   | 12.2  | 16.0  | 11.9 | 11.5                      | 9.4           | 13.4        | 11.2          |
| 06:30 | 14.6              | 15.7       | 13.5   | 8.6   | 11.4  | 14.8  | 18.8  | 15.3 | 14.4                      | 11.3          | 16.3        | 13.8          |
| 06:45 | 17.6              | 18.7       | 16.5   | 10.0  | 12.6  | 16.6  | 21.1  | 21.8 | 17.5                      | 13.8          | 19.6        | 16.7          |
| 07:00 | 20.2              | 21.3       | 19.1   | 10.6  | 14.6  | 18.5  | 23.4  | 26.6 | 20.3                      | 15.9          | 22.2        | 19.3          |
| 07:15 | 20.8              | 21.4       | 20.3   | 10.5  | 14.7  | 18.0  | 23.2  | 29.6 | 21.3                      | 16.9          | 23.2        | 19.4          |
| 07:30 | 22.5              | 22.7       | 22.3   | 10.6  | 15.2  | 18.5  | 24.0  | 34.5 | 23.1                      | 18.5          | 25.6        | 20.3          |
| 07:45 | 23.8              | 23.7       | 23.9   | 10.8  | 14.8  | 19.0  | 24.6  | 38.8 | 24.6                      | 19.9          | 27.6        | 21.0          |
| 08:00 | 24.7              | 24.2       | 25.2   | 10.9  | 14.8  | 19.3  | 25.4  | 41.1 | 25.8                      | 20.9          | 28.7        | 21.5          |
| 08:15 | 23.6              | 22.9       | 24.2   | 10.3  | 13.8  | 18.0  | 23.9  | 40.0 | 24.8                      | 20.7          | 27.5        | 20.1          |
| 08:30 | 23.4              | 22.6       | 24.2   | 10.4  | 14.0  | 18.2  | 23.7  | 39.4 | 24.8                      | 20.9          | 27.5        | 19.7          |
| 08:45 | 23.4              | 22.8       | 24.0   | 10.6  | 14.0  | 18.3  | 23.9  | 38.9 | 25.0                      | 20.7          | 27.5        | 19.7          |
| 09:00 | 23.6              | 22.9       | 24.2   | 10.8  | 14.2  | 18.2  | 24.3  | 39.0 | 24.9                      | 20.8          | 27.6        | 19.9          |
| 09:15 | 21.9              | 21.3       | 22.5   | 10.4  | 13.4  | 17.0  | 22.9  | 35.7 | 23.2                      | 19.8          | 25.8        | 18.3          |
| 09:30 | 21.6              | 21.4       | 21.9   | 10.7  | 13.8  | 17.5  | 22.9  | 33.9 | 22.9                      | 19.2          | 25.6        | 18.1          |
| 09:45 | 21.4              | 21.3       | 21.6   | 10.2  | 13.6  | 17.3  | 22.9  | 33.6 | 22.9                      | 18.7          | 25.5        | 17.8          |
| 10:00 | 21.8              | 21.4       | 22.1   | 10.7  | 14.0  | 17.9  | 23.2  | 33.6 | 23.2                      | 19.3          | 25.7        | 18.1          |
| 10:15 | 20.8              | 20.4       | 21.2   | 10.4  | 13.5  | 17.4  | 22.5  | 31.5 | 22.4                      | 18.9          | 24.7        | 17.1          |
| 10:30 | 20.9              | 20.5       | 21.3   | 10.8  | 13.6  | 17.5  | 22.8  | 31.2 | 22.3                      | 18.9          | 24.9        | 17.1          |
| 10:45 | 21.3              | 20.8       | 21.8   | 10.9  | 14.2  | 17.7  | 23.1  | 31.9 | 22.8                      | 19.1          | 25.5        | 17.3          |
| 11:00 | 22.0              | 21.3       | 22.8   | 11.6  | 14.8  | 18.6  | 23.6  | 32.7 | 23.3                      | 20.3          | 26.5        | 17.8          |
| 11:15 | 22.0              | 21.1       | 22.8   | 11.2  | 14.7  | 18.7  | 23.8  | 32.5 | 23.2                      | 19.9          | 26.3        | 17.9          |
| 11:30 | 22.6              | 21.6       | 23.5   | 11.7  | 14.8  | 19.1  | 24.2  | 33.8 | 23.7                      | 20.4          | 26.9        | 18.6          |
| 11:45 | 23.9              | 23.5       | 24.4   | 12.8  | 15.6  | 20.1  | 25.1  | 36.5 | 25.1                      | 21.0          | 28.2        | 20.2          |
| 12:00 | 25.9              | 25.5       | 26.4   | 13.9  | 17.0  | 21.3  | 27.4  | 39.5 | 27.6                      | 22.6          | 30.2        | 22.1          |
| 12:15 | 24.4              | 23.6       | 25.3   | 12.3  | 14.2  | 18.1  | 25.6  | 40.4 | 25.9                      | 21.5          | 28.5        | 20.9          |
| 12:30 | 24.3              | 23.5       | 25.2   | 12.5  | 13.8  | 18.0  | 25.2  | 40.6 | 25.8                      | 21.3          | 28.0        | 21.1          |
| 12:45 | 23.1              | 22.8       | 23.3   | 12.6  | 14.0  | 18.2  | 24.3  | 36.3 | 24.4                      | 20.1          | 26.4        | 20.2          |
| 13:00 | 22.7              | 22.9       | 22.5   | 12.9  | 15.0  | 19.0  | 24.2  | 33.7 | 23.8                      | 19.6          | 26.0        | 20.0          |
| 13:15 | 21.0              | 21.1       | 20.9   | 12.0  | 14.3  | 17.8  | 22.6  | 30.5 | 22.5                      | 17.9          | 24.2        | 18.2          |
| 13:30 | 19.7              | 19.8       | 19.6   | 11.3  | 13.6  | 16.8  | 21.4  | 28.3 | 21.4                      | 16.9          | 22.8        | 17.0          |
| 13:45 | 19.0              | 19.1       | 19.0   | 11.1  | 13.2  | 16.4  | 21.0  | 26.7 | 20.6                      | 16.3          | 22.1        | 16.4          |
| 14:00 | 18.6              | 18.9       | 18.2   | 11.2  | 13.4  | 16.6  | 20.6  | 24.9 | 19.7                      | 16.0          | 21.6        | 16.0          |
| 14:15 | 17.0              | 17.5       | 16.6   | 10.7  | 12.5  | 15.8  | 19.0  | 22.1 | 18.3                      | 15.1          | 19.9        | 14.4          |
| 14:30 | 16.8              | 17.4       | 16.2   | 10.7  | 12.7  | 15.4  | 18.7  | 21.6 | 17.9                      | 14.7          | 19.6        | 14.3          |
| 14:45 | 16.8              | 17.7       | 15.9   | 10.7  | 12.3  | 15.5  | 19.0  | 21.6 | 18.3                      | 14.7          | 19.4        | 14.4          |

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

# Ergebnisse Radiopanel 2012 / Deutsche Schweiz

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

Universum: 4'742'900 Personen (15+) Stichprobe: 30'210 Personen / 208'620 Messtage

|                 | Total<br>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           | 17.3              | 18.2       | 16.4   | 10.9  | 12.8  | 16.1  | 19.5  | 22.0 | 18.7                      | 15.0          | 19.9        | 14.9          |
| 15:15           | 16.5              | 17.4       | 15.7   | 10.5  | 12.0  | 15.5  | 18.6  | 21.2 | 18.1                      | 14.5          | 19.1        | 14.1          |
| 15:30           | 16.6              | 17.6       | 15.7   | 10.4  | 12.4  | 15.5  | 18.8  | 21.2 | 18.2                      | 14.6          | 19.1        | 14.3          |
| 15:45           | 17.2              | 18.1       | 16.3   | 10.7  | 12.7  | 15.6  | 19.3  | 22.3 | 18.7                      | 14.8          | 19.9        | 14.7          |
| 16:00           | 18.1              | 19.1       | 17.2   | 11.2  | 13.4  | 16.6  | 20.7  | 23.3 | 19.9                      | 15.8          | 20.7        | 15.7          |
| 16:15           | 17.6              | 18.6       | 16.6   | 11.1  | 13.6  | 16.2  | 20.1  | 22.0 | 19.1                      | 15.1          | 20.1        | 15.4          |
| 16:30           | 17.9              | 18.9       | 16.9   | 11.4  | 13.7  | 16.6  | 20.4  | 22.3 | 19.5                      | 15.5          | 20.5        | 15.5          |
| 16:45           | 18.6              | 19.7       | 17.4   | 11.5  | 14.0  | 16.7  | 21.2  | 23.8 | 19.8                      | 16.0          | 21.1        | 16.4          |
| 17:00           | 20.3              | 21.5       | 19.2   | 12.0  | 15.5  | 18.3  | 23.3  | 26.2 | 21.7                      | 16.9          | 23.0        | 18.2          |
| 17:15           | 19.6              | 20.6       | 18.6   | 11.1  | 14.6  | 17.8  | 22.5  | 25.5 | 20.7                      | 15.7          | 22.2        | 17.7          |
| 17:30           | 19.7              | 20.4       | 18.9   | 11.0  | 14.0  | 17.6  | 22.4  | 26.5 | 21.2                      | 15.5          | 22.3        | 17.8          |
| 17:45           | 19.5              | 20.2       | 18.9   | 10.5  | 13.4  | 16.6  | 22.0  | 27.6 | 20.9                      | 15.1          | 21.6        | 18.2          |
| 18:00           | 19.6              | 20.2       | 19.1   | 10.9  | 13.5  | 16.6  | 22.2  | 27.5 | 20.6                      | 15.0          | 21.4        | 18.9          |
| 18:15           | 17.8              | 18.3       | 17.3   | 10.0  | 12.2  | 15.2  | 20.1  | 24.8 | 18.6                      | 13.8          | 19.2        | 17.2          |
| 18:30           | 16.5              | 17.0       | 16.1   | 9.7   | 11.5  | 14.2  | 18.9  | 22.6 | 17.5                      | 13.1          | 17.7        | 16.1          |
| 18:45           | 15.1              | 15.6       | 14.6   | 9.1   | 10.8  | 12.7  | 17.3  | 20.3 | 16.2                      | 11.9          | 16.0        | 14.7          |
| 19:00           | 13.8              | 14.2       | 13.4   | 8.6   | 10.5  | 11.9  | 15.9  | 17.7 | 14.7                      | 10.5          | 14.4        | 13.8          |
| 19:15           | 11.6              | 12.1       | 11.1   | 7.5   | 9.2   | 10.5  | 13.6  | 14.1 | 12.2                      | 8.8           | 11.9        | 11.9          |
| 19:30           | 9.8               | 10.3       | 9.4    | 6.8   | 8.3   | 9.1   | 12.0  | 10.8 | 10.2                      | 7.6           | 10.2        | 10.1          |
| 19:45           | 8.7               | 9.3        | 8.2    | 6.4   | 7.4   | 8.4   | 10.7  | 9.1  | 8.7                       | 6.7           | 9.1         | 8.9           |
| 20:00           | 8.6               | 9.1        | 8.0    | 6.2   | 7.3   | 7.8   | 10.1  | 9.5  | 8.5                       | 6.8           | 8.9         | 8.7           |
| 20:15           | 7.5               | 7.9        | 7.1    | 5.6   | 6.5   | 6.6   | 8.5   | 8.7  | 7.9                       | 6.2           | 7.6         | 7.6           |
| 20:30           | 7.0               | 7.4        | 6.6    | 5.4   | 5.8   | 6.1   | 7.8   | 8.4  | 7.2                       | 5.8           | 7.2         | 7.1           |
| 20:45           | 6.7               | 7.0        | 6.4    | 5.2   | 5.4   | 5.3   | 7.4   | 8.6  | 7.0                       | 5.7           | 6.9         | 6.7           |
| 21:00           | 6.6               | 6.9        | 6.4    | 4.7   | 5.1   | 5.3   | 7.3   | 8.9  | 6.9                       | 5.6           | 6.8         | 6.7           |
| 21:15           | 6.2               | 6.5        | 5.9    | 4.5   | 4.7   | 4.7   | 6.7   | 8.4  | 6.3                       | 5.2           | 6.4         | 6.2           |
| 21:30           | 6.1               | 6.4        | 5.9    | 4.7   | 4.5   | 4.6   | 6.7   | 8.4  | 6.2                       | 5.4           | 6.4         | 6.1           |
| 21:45           | 6.4               | 6.7        | 6.2    | 4.2   | 4.4   | 4.7   | 7.0   | 9.5  | 6.3                       | 5.4           | 6.7         | 6.4           |
| 22:00           | 6.5               | 6.7        | 6.4    | 4.3   | 4.8   | 4.8   | 6.9   | 9.6  | 6.4                       | 5.4           | 6.8         | 6.6           |
| 22:15           | 5.8               | 5.7        | 5.9    | 4.0   | 4.3   | 4.2   | 6.4   | 8.3  | 5.8                       | 5.2           | 6.0         | 5.8           |
| 22:30           | 5.5               | 5.4        | 5.6    | 3.8   | 4.1   | 3.8   | 5.8   | 8.1  | 5.5                       | 5.0           | 5.7         | 5.4           |
| 22:45           | 5.5               | 5.4        | 5.5    | 3.7   | 3.9   | 3.8   | 5.6   | 8.3  | 5.6                       | 4.6           | 5.8         | 5.3           |
| 23:00           | 5.3               | 5.2        | 5.3    | 3.4   | 3.7   | 3.6   | 5.5   | 8.2  | 5.5                       | 4.3           | 5.6         | 5.2           |
| 23:15           | 4.6               | 4.6        | 4.5    | 2.9   | 3.1   | 3.2   | 4.7   | 7.2  | 4.9                       | 3.6           | 4.9         | 4.4           |
| 23:30           | 4.1               | 4.2        | 4.1    | 2.8   | 2.9   | 2.7   | 4.2   | 6.6  | 4.7                       | 3.4           | 4.4         | 3.9           |
| 23:45           | 3.7               | 3.8        | 3.7    | 2.4   | 2.4   | 2.4   | 3.7   | 6.2  | 4.2                       | 3.0           | 4.1         | 3.5           |
| Tagesreichweite | 88.2              | 88.0       | 88.3   | 74.8  | 80.7  | 88.1  | 92.2  | 95.9 | 88.9                      | 81.3          | 90.7        | 87.4          |
| Nutzung in Min. | 110               | 111        | 110    | 59    | 70    | 83    | 117   | 174  | 118                       | 96            | 126         | 96            |

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# Ergebnisse Radiopanel 2012 / Deutsche Schweiz

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

Universum: 4'742'900 Personen (15+) Stichprobe: 30'210 Personen / 208'620 Messtage

|       | 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 | 123.0    | 66.8       | 56.2   | 9.1   | 13.9  | 20.8  | 40.6  | 38.6  | 14.5                      | 12.0          | 57.9        | 38.1          |
| 05:15 | 164.2    | 91.3       | 72.9   | 12.1  | 18.6  | 29.7  | 57.5  | 46.3  | 18.3                      | 15.1          | 78.0        | 52.4          |
| 05:30 | 222.2    | 123.2      | 99.1   | 16.1  | 24.1  | 40.9  | 81.2  | 59.8  | 23.7                      | 19.7          | 105.5       | 72.8          |
| 05:45 | 348.4    | 192.9      | 155.5  | 24.5  | 39.1  | 62.6  | 124.4 | 97.8  | 40.0                      | 28.4          | 155.4       | 124.1         |
| 06:00 | 463.4    | 255.0      | 208.4  | 34.8  | 54.5  | 83.3  | 168.0 | 122.9 | 54.3                      | 38.2          | 200.4       | 169.8         |
| 06:15 | 564.3    | 306.3      | 258.0  | 45.1  | 70.5  | 104.3 | 196.7 | 147.8 | 66.4                      | 46.7          | 242.6       | 207.4         |
| 06:30 | 691.0    | 366.0      | 325.0  | 56.3  | 87.5  | 126.8 | 230.3 | 190.1 | 83.4                      | 56.5          | 295.3       | 255.0         |
| 06:45 | 832.9    | 435.6      | 397.3  | 65.2  | 96.6  | 141.9 | 259.2 | 270.2 | 101.2                     | 69.0          | 353.9       | 307.9         |
| 07:00 | 956.8    | 495.6      | 461.2  | 69.1  | 111.8 | 158.5 | 287.2 | 330.2 | 117.3                     | 79.3          | 401.7       | 357.4         |
| 07:15 | 988.1    | 499.9      | 488.2  | 68.4  | 112.5 | 154.3 | 284.9 | 368.0 | 123.3                     | 84.5          | 420.0       | 359.1         |
| 07:30 | 1'066.4  | 528.4      | 538.0  | 69.5  | 116.4 | 158.1 | 294.0 | 428.4 | 133.7                     | 92.4          | 462.8       | 375.9         |
| 07:45 | 1'130.0  | 552.9      | 577.1  | 70.3  | 113.3 | 162.5 | 301.7 | 482.1 | 142.5                     | 99.4          | 498.2       | 388.3         |
| 08:00 | 1'171.4  | 565.0      | 606.4  | 71.0  | 113.3 | 165.5 | 311.7 | 509.9 | 149.3                     | 104.5         | 519.1       | 396.9         |
| 08:15 | 1'117.3  | 533.7      | 583.6  | 67.6  | 105.2 | 154.3 | 293.2 | 497.1 | 143.8                     | 103.2         | 496.9       | 371.8         |
| 08:30 | 1'110.3  | 527.3      | 583.0  | 68.3  | 106.9 | 156.0 | 290.6 | 488.6 | 143.9                     | 104.2         | 496.2       | 364.7         |
| 08:45 | 1'109.3  | 531.5      | 577.8  | 69.2  | 107.3 | 156.4 | 293.3 | 483.1 | 144.5                     | 103.2         | 496.5       | 363.7         |
| 09:00 | 1'116.9  | 534.2      | 582.7  | 70.5  | 109.0 | 155.6 | 298.1 | 483.8 | 144.2                     | 104.0         | 498.5       | 368.7         |
| 09:15 | 1'039.2  | 496.7      | 542.4  | 67.9  | 102.4 | 145.4 | 280.5 | 443.0 | 134.2                     | 99.0          | 467.1       | 337.5         |
| 09:30 | 1'026.5  | 498.5      | 528.1  | 70.1  | 105.3 | 149.4 | 281.3 | 420.5 | 132.4                     | 96.0          | 463.0       | 333.9         |
| 09:45 | 1'016.6  | 495.4      | 521.2  | 66.9  | 104.3 | 147.6 | 280.2 | 417.6 | 132.5                     | 93.6          | 460.5       | 328.6         |
| 10:00 | 1'031.8  | 499.0      | 532.8  | 70.1  | 107.3 | 153.0 | 284.4 | 417.0 | 134.1                     | 96.3          | 464.9       | 335.3         |
| 10:15 | 987.6    | 476.0      | 511.7  | 68.0  | 103.5 | 148.9 | 275.9 | 391.3 | 129.6                     | 94.2          | 446.5       | 316.3         |
| 10:30 | 990.4    | 477.0      | 513.4  | 70.4  | 104.0 | 149.5 | 279.3 | 387.2 | 129.0                     | 94.3          | 449.7       | 316.2         |
| 10:45 | 1'009.7  | 483.7      | 526.0  | 71.1  | 108.9 | 151.1 | 282.7 | 396.0 | 131.8                     | 95.4          | 460.7       | 320.6         |
| 11:00 | 1'044.4  | 495.5      | 548.9  | 75.7  | 113.6 | 159.3 | 289.5 | 406.4 | 134.8                     | 101.3         | 478.2       | 329.0         |
| 11:15 | 1'041.3  | 490.8      | 550.5  | 73.3  | 112.4 | 160.3 | 291.4 | 403.9 | 134.4                     | 99.2          | 474.9       | 331.3         |
| 11:30 | 1'069.8  | 503.8      | 566.0  | 76.7  | 113.4 | 163.5 | 296.9 | 419.2 | 137.0                     | 102.1         | 485.6       | 343.4         |
| 11:45 | 1'135.6  | 547.4      | 588.2  | 83.7  | 119.2 | 172.3 | 307.7 | 452.7 | 145.5                     | 105.1         | 509.7       | 373.7         |
| 12:00 | 1'229.3  | 593.4      | 635.9  | 90.8  | 129.9 | 181.9 | 336.0 | 490.7 | 159.8                     | 113.1         | 545.1       | 409.5         |
| 12:15 | 1'159.4  | 549.8      | 609.6  | 80.6  | 109.0 | 154.7 | 313.7 | 501.4 | 150.1                     | 107.2         | 514.1       | 386.5         |
| 12:30 | 1'153.7  | 547.2      | 606.5  | 81.5  | 105.2 | 153.9 | 309.2 | 503.9 | 149.7                     | 106.5         | 505.9       | 390.0         |
| 12:45 | 1'094.1  | 532.4      | 561.7  | 82.1  | 107.3 | 155.4 | 298.1 | 451.2 | 141.1                     | 100.2         | 477.3       | 373.7         |
| 13:00 | 1'076.2  | 533.6      | 542.6  | 84.1  | 114.9 | 162.5 | 296.5 | 418.2 | 137.6                     | 98.0          | 469.2       | 369.7         |
| 13:15 | 995.4    | 492.1      | 503.3  | 78.1  | 109.7 | 152.5 | 276.8 | 378.3 | 130.3                     | 89.4          | 437.3       | 336.9         |
| 13:30 | 934.5    | 461.6      | 472.9  | 74.0  | 103.7 | 143.4 | 262.6 | 350.9 | 123.7                     | 84.4          | 411.1       | 313.9         |
| 13:45 | 903.2    | 446.3      | 456.9  | 72.4  | 100.9 | 140.4 | 257.4 | 332.1 | 119.1                     | 81.2          | 399.1       | 302.4         |
| 14:00 | 880.1    | 440.5      | 439.6  | 73.2  | 102.5 | 142.2 | 252.7 | 309.5 | 114.1                     | 80.0          | 389.5       | 295.0         |
| 14:15 | 808.1    | 407.1      | 401.0  | 70.1  | 95.8  | 135.4 | 233.1 | 273.7 | 106.0                     | 75.4          | 358.7       | 266.7         |
| 14:30 | 796.6    | 405.5      | 391.1  | 70.2  | 96.9  | 132.1 | 229.3 | 268.1 | 103.8                     | 73.5          | 353.8       | 264.2         |
| 14:45 | 797.2    | 413.1      | 384.1  | 70.0  | 93.9  | 132.3 | 232.9 | 268.1 | 105.9                     | 73.5          | 350.9       | 265.6         |

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



# Ergebnisse Radiopanel 2012 / Deutsche Schweiz

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

Universum: 4'742'900 Personen (15+) Stichprobe: 30'210 Personen / 208'620 Messtage

|                 | Total<br>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           | 818.6             | 424.3      | 394.3   | 71.1  | 97.6  | 137.4 | 238.8   | 273.6   | 108.3                     | 75.0          | 359.1       | 274.9         |
| 15:15           | 784.2             | 406.7      | 377.6   | 68.3  | 92.1  | 132.8 | 228.4   | 262.6   | 104.7                     | 72.2          | 345.9       | 260.2         |
| 15:30           | 788.8             | 409.5      | 379.3   | 67.7  | 94.7  | 132.9 | 230.5   | 263.0   | 105.5                     | 72.8          | 344.7       | 264.8         |
| 15:45           | 814.0             | 421.9      | 392.0   | 70.1  | 97.0  | 133.4 | 237.1   | 276.5   | 108.2                     | 73.8          | 359.0       | 272.0         |
| 16:00           | 859.5             | 444.4      | 415.1   | 73.4  | 102.5 | 141.6 | 253.4   | 288.7   | 115.3                     | 78.8          | 374.4       | 289.6         |
| 16:15           | 834.2             | 433.0      | 401.2   | 72.4  | 104.1 | 138.7 | 245.8   | 273.2   | 110.4                     | 75.5          | 362.9       | 284.0         |
| 16:30           | 848.6             | 441.1      | 407.5   | 74.6  | 104.5 | 142.4 | 250.0   | 277.1   | 112.7                     | 77.5          | 369.6       | 287.3         |
| 16:45           | 880.5             | 460.1      | 420.4   | 74.9  | 107.0 | 143.0 | 259.8   | 295.8   | 114.8                     | 80.0          | 381.5       | 303.0         |
| 17:00           | 964.2             | 502.2      | 462.0   | 78.7  | 118.7 | 156.5 | 285.7   | 324.6   | 125.6                     | 84.6          | 415.7       | 337.2         |
| 17:15           | 928.2             | 480.4      | 447.9   | 72.7  | 111.6 | 152.0 | 275.5   | 316.4   | 119.9                     | 78.4          | 401.7       | 327.0         |
| 17:30           | 933.2             | 476.6      | 456.6   | 71.9  | 107.3 | 150.4 | 274.2   | 329.4   | 123.0                     | 77.3          | 402.8       | 328.5         |
| 17:45           | 925.7             | 469.8      | 455.9   | 68.8  | 102.4 | 142.4 | 269.4   | 342.8   | 121.0                     | 75.5          | 391.2       | 336.3         |
| 18:00           | 931.1             | 471.3      | 459.8   | 71.1  | 103.6 | 142.2 | 272.4   | 341.8   | 119.1                     | 75.1          | 386.0       | 349.6         |
| 18:15           | 842.0             | 425.5      | 416.6   | 65.4  | 93.4  | 129.8 | 246.0   | 307.4   | 107.4                     | 69.0          | 347.0       | 317.4         |
| 18:30           | 783.9             | 396.8      | 387.1   | 63.2  | 87.8  | 121.5 | 231.1   | 280.2   | 101.1                     | 65.6          | 319.0       | 296.9         |
| 18:45           | 715.2             | 363.4      | 351.8   | 59.7  | 82.6  | 108.9 | 211.7   | 252.2   | 93.6                      | 59.2          | 289.4       | 271.6         |
| 19:00           | 653.3             | 330.1      | 323.2   | 56.2  | 80.4  | 101.9 | 195.0   | 219.9   | 84.9                      | 52.6          | 259.3       | 255.3         |
| 19:15           | 550.6             | 282.1      | 268.5   | 48.7  | 70.7  | 89.5  | 167.0   | 174.8   | 70.5                      | 43.7          | 215.8       | 219.7         |
| 19:30           | 466.8             | 239.1      | 227.7   | 44.4  | 63.6  | 78.2  | 146.7   | 133.9   | 58.8                      | 37.9          | 183.4       | 186.2         |
| 19:45           | 413.5             | 216.8      | 196.6   | 41.8  | 56.4  | 71.5  | 131.1   | 112.6   | 50.5                      | 33.6          | 163.6       | 165.2         |
| 20:00           | 405.4             | 212.1      | 193.3   | 40.8  | 55.8  | 66.8  | 124.2   | 117.8   | 49.0                      | 33.8          | 161.5       | 160.5         |
| 20:15           | 354.4             | 184.4      | 170.0   | 36.7  | 49.8  | 56.6  | 103.6   | 107.7   | 45.5                      | 30.8          | 137.2       | 140.4         |
| 20:30           | 331.0             | 172.7      | 158.3   | 35.2  | 44.6  | 52.0  | 95.3    | 103.9   | 41.6                      | 29.0          | 129.4       | 130.5         |
| 20:45           | 317.8             | 164.0      | 153.8   | 33.7  | 41.2  | 45.7  | 90.2    | 107.0   | 40.4                      | 28.3          | 124.9       | 123.8         |
| 21:00           | 315.1             | 161.4      | 153.7   | 31.0  | 39.3  | 45.5  | 89.0    | 110.3   | 40.2                      | 27.7          | 123.4       | 123.4         |
| 21:15           | 292.5             | 150.6      | 141.9   | 29.3  | 36.1  | 40.5  | 82.2    | 104.3   | 36.3                      | 26.1          | 115.0       | 114.6         |
| 21:30           | 291.0             | 150.0      | 141.0   | 30.9  | 34.1  | 39.6  | 81.8    | 104.6   | 35.7                      | 26.8          | 114.9       | 113.1         |
| 21:45           | 304.2             | 155.9      | 148.3   | 27.5  | 34.0  | 40.0  | 85.2    | 117.6   | 36.4                      | 27.1          | 121.7       | 118.7         |
| 22:00           | 310.0             | 155.1      | 154.9   | 28.2  | 37.0  | 40.9  | 85.2    | 118.8   | 37.2                      | 27.1          | 123.4       | 122.0         |
| 22:15           | 275.1             | 133.7      | 141.5   | 25.9  | 33.0  | 35.8  | 77.8    | 102.7   | 33.7                      | 25.7          | 108.5       | 107.0         |
| 22:30           | 261.0             | 126.1      | 135.0   | 25.1  | 31.5  | 32.4  | 70.9    | 101.1   | 32.0                      | 24.7          | 103.8       | 100.2         |
| 22:45           | 258.5             | 125.0      | 133.5   | 24.1  | 30.2  | 32.2  | 68.5    | 103.6   | 32.6                      | 23.0          | 104.5       | 98.2          |
| 23:00           | 250.5             | 122.2      | 128.3   | 22.5  | 28.5  | 30.8  | 67.1    | 101.6   | 31.6                      | 21.3          | 100.9       | 96.5          |
| 23:15           | 216.5             | 107.2      | 109.3   | 18.9  | 24.0  | 27.2  | 57.7    | 88.7    | 28.3                      | 18.1          | 88.6        | 81.2          |
| 23:30           | 196.5             | 97.1       | 99.4    | 18.2  | 21.9  | 23.0  | 51.5    | 82.0    | 27.1                      | 17.2          | 80.1        | 72.0          |
| 23:45           | 177.1             | 89.0       | 88.1    | 15.7  | 18.3  | 20.5  | 45.4    | 77.3    | 24.1                      | 15.1          | 73.8        | 64.0          |
| Tagesreichweite | 4'181.2           | 2'052.2    | 2'128.9 | 489.1 | 617.4 | 753.3 | 1'130.8 | 1'190.5 | 514.9                     | 405.9         | 1'638.4     | 1'615.7       |
| Nutzung in Min. | 110               | 111        | 110     | 59    | 70    | 83    | 117     | 174     | 118                       | 96            | 126         | 96            |

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

# Ergebnisse Radiopanel 2012 / Deutsche Schweiz

PUBLIKUMSANTEILE in % (Mo-So), Radio Total

Universum: 4'742'900 Personen (15+) Stichprobe: 30'210 Personen / 208'620 Messtage

|       | Total<br>Personen | Geschlecht |        | Alter |       |       |       |     | Abgeschlossene Ausbildung |               |             |               |
|-------|-------------------|------------|--------|-------|-------|-------|-------|-----|---------------------------|---------------|-------------|---------------|
|       |                   | Männer     | Frauen | 15-24 | 25-34 | 35-44 | 45-59 | 60+ | keine/andere              | oblig. Schule | Berufslehre | höhere Ausb.* |
| 05:00 | 100               | 54         | 46     | 7     | 11    | 17    | 33    | 31  | 12                        | 10            | 47          | 31            |
| 05:15 | 100               | 56         | 44     | 7     | 11    | 18    | 35    | 28  | 11                        | 9             | 47          | 32            |
| 05:30 | 100               | 55         | 45     | 7     | 11    | 18    | 37    | 27  | 11                        | 9             | 47          | 33            |
| 05:45 | 100               | 55         | 45     | 7     | 11    | 18    | 36    | 28  | 11                        | 8             | 45          | 36            |
| 06:00 | 100               | 55         | 45     | 8     | 12    | 18    | 36    | 27  | 12                        | 8             | 43          | 37            |
| 06:15 | 100               | 54         | 46     | 8     | 12    | 18    | 35    | 26  | 12                        | 8             | 43          | 37            |
| 06:30 | 100               | 53         | 47     | 8     | 13    | 18    | 33    | 28  | 12                        | 8             | 43          | 37            |
| 06:45 | 100               | 52         | 48     | 8     | 12    | 17    | 31    | 32  | 12                        | 8             | 42          | 37            |
| 07:00 | 100               | 52         | 48     | 7     | 12    | 17    | 30    | 35  | 12                        | 8             | 42          | 37            |
| 07:15 | 100               | 51         | 49     | 7     | 11    | 16    | 29    | 37  | 12                        | 9             | 43          | 36            |
| 07:30 | 100               | 50         | 50     | 7     | 11    | 15    | 28    | 40  | 13                        | 9             | 43          | 35            |
| 07:45 | 100               | 49         | 51     | 6     | 10    | 14    | 27    | 43  | 13                        | 9             | 44          | 34            |
| 08:00 | 100               | 48         | 52     | 6     | 10    | 14    | 27    | 44  | 13                        | 9             | 44          | 34            |
| 08:15 | 100               | 48         | 52     | 6     | 9     | 14    | 26    | 44  | 13                        | 9             | 44          | 33            |
| 08:30 | 100               | 47         | 53     | 6     | 10    | 14    | 26    | 44  | 13                        | 9             | 45          | 33            |
| 08:45 | 100               | 48         | 52     | 6     | 10    | 14    | 26    | 44  | 13                        | 9             | 45          | 33            |
| 09:00 | 100               | 48         | 52     | 6     | 10    | 14    | 27    | 43  | 13                        | 9             | 45          | 33            |
| 09:15 | 100               | 48         | 52     | 7     | 10    | 14    | 27    | 43  | 13                        | 10            | 45          | 32            |
| 09:30 | 100               | 49         | 51     | 7     | 10    | 15    | 27    | 41  | 13                        | 9             | 45          | 33            |
| 09:45 | 100               | 49         | 51     | 7     | 10    | 15    | 28    | 41  | 13                        | 9             | 45          | 32            |
| 10:00 | 100               | 48         | 52     | 7     | 10    | 15    | 28    | 40  | 13                        | 9             | 45          | 32            |
| 10:15 | 100               | 48         | 52     | 7     | 10    | 15    | 28    | 40  | 13                        | 10            | 45          | 32            |
| 10:30 | 100               | 48         | 52     | 7     | 11    | 15    | 28    | 39  | 13                        | 10            | 45          | 32            |
| 10:45 | 100               | 48         | 52     | 7     | 11    | 15    | 28    | 39  | 13                        | 9             | 46          | 32            |
| 11:00 | 100               | 47         | 53     | 7     | 11    | 15    | 28    | 39  | 13                        | 10            | 46          | 32            |
| 11:15 | 100               | 47         | 53     | 7     | 11    | 15    | 28    | 39  | 13                        | 10            | 46          | 32            |
| 11:30 | 100               | 47         | 53     | 7     | 11    | 15    | 28    | 39  | 13                        | 10            | 45          | 32            |
| 11:45 | 100               | 48         | 52     | 7     | 11    | 15    | 27    | 40  | 13                        | 9             | 45          | 33            |
| 12:00 | 100               | 48         | 52     | 7     | 11    | 15    | 27    | 40  | 13                        | 9             | 44          | 33            |
| 12:15 | 100               | 47         | 53     | 7     | 9     | 13    | 27    | 43  | 13                        | 9             | 44          | 33            |
| 12:30 | 100               | 47         | 53     | 7     | 9     | 13    | 27    | 44  | 13                        | 9             | 44          | 34            |
| 12:45 | 100               | 49         | 51     | 8     | 10    | 14    | 27    | 41  | 13                        | 9             | 44          | 34            |
| 13:00 | 100               | 50         | 50     | 8     | 11    | 15    | 28    | 39  | 13                        | 9             | 44          | 34            |
| 13:15 | 100               | 49         | 51     | 8     | 11    | 15    | 28    | 38  | 13                        | 9             | 44          | 34            |
| 13:30 | 100               | 49         | 51     | 8     | 11    | 15    | 28    | 38  | 13                        | 9             | 44          | 34            |
| 13:45 | 100               | 49         | 51     | 8     | 11    | 16    | 29    | 37  | 13                        | 9             | 44          | 33            |
| 14:00 | 100               | 50         | 50     | 8     | 12    | 16    | 29    | 35  | 13                        | 9             | 44          | 34            |
| 14:15 | 100               | 50         | 50     | 9     | 12    | 17    | 29    | 34  | 13                        | 9             | 44          | 33            |
| 14:30 | 100               | 51         | 49     | 9     | 12    | 17    | 29    | 34  | 13                        | 9             | 44          | 33            |
| 14:45 | 100               | 52         | 48     | 9     | 12    | 17    | 29    | 34  | 13                        | 9             | 44          | 33            |

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# Ergebnisse Radiopanel 2012 / Deutsche Schweiz

PUBLIKUMSANTEILE in % (Mo-So), Radio Total

Universum: 4'742'900 Personen (15+) Stichprobe: 30'210 Personen / 208'620 Messtage

|                           | Total<br>Personen | Geschlecht |        | Alter |       |       |       |     | Abgeschlossene Ausbildung |               |             |               |
|---------------------------|-------------------|------------|--------|-------|-------|-------|-------|-----|---------------------------|---------------|-------------|---------------|
|                           |                   | Männer     | Frauen | 15-24 | 25-34 | 35-44 | 45-59 | 60+ | keine/andere              | oblig. Schule | Berufslehre | höhere Ausb.* |
| 15:00                     | 100               | 52         | 48     | 9     | 12    | 17    | 29    | 33  | 13                        | 9             | 44          | 34            |
| 15:15                     | 100               | 52         | 48     | 9     | 12    | 17    | 29    | 33  | 13                        | 9             | 44          | 33            |
| 15:30                     | 100               | 52         | 48     | 9     | 12    | 17    | 29    | 33  | 13                        | 9             | 44          | 34            |
| 15:45                     | 100               | 52         | 48     | 9     | 12    | 16    | 29    | 34  | 13                        | 9             | 44          | 33            |
| 16:00                     | 100               | 52         | 48     | 9     | 12    | 16    | 29    | 34  | 13                        | 9             | 44          | 34            |
| 16:15                     | 100               | 52         | 48     | 9     | 12    | 17    | 29    | 33  | 13                        | 9             | 44          | 34            |
| 16:30                     | 100               | 52         | 48     | 9     | 12    | 17    | 29    | 33  | 13                        | 9             | 44          | 34            |
| 16:45                     | 100               | 52         | 48     | 9     | 12    | 16    | 30    | 34  | 13                        | 9             | 43          | 34            |
| 17:00                     | 100               | 52         | 48     | 8     | 12    | 16    | 30    | 34  | 13                        | 9             | 43          | 35            |
| 17:15                     | 100               | 52         | 48     | 8     | 12    | 16    | 30    | 34  | 13                        | 8             | 43          | 35            |
| 17:30                     | 100               | 51         | 49     | 8     | 12    | 16    | 29    | 35  | 13                        | 8             | 43          | 35            |
| 17:45                     | 100               | 51         | 49     | 7     | 11    | 15    | 29    | 37  | 13                        | 8             | 42          | 36            |
| 18:00                     | 100               | 51         | 49     | 8     | 11    | 15    | 29    | 37  | 13                        | 8             | 41          | 38            |
| 18:15                     | 100               | 51         | 49     | 8     | 11    | 15    | 29    | 37  | 13                        | 8             | 41          | 38            |
| 18:30                     | 100               | 51         | 49     | 8     | 11    | 16    | 29    | 36  | 13                        | 8             | 41          | 38            |
| 18:45                     | 100               | 51         | 49     | 8     | 12    | 15    | 30    | 35  | 13                        | 8             | 40          | 38            |
| 19:00                     | 100               | 51         | 49     | 9     | 12    | 16    | 30    | 34  | 13                        | 8             | 40          | 39            |
| 19:15                     | 100               | 51         | 49     | 9     | 13    | 16    | 30    | 32  | 13                        | 8             | 39          | 40            |
| 19:30                     | 100               | 51         | 49     | 10    | 14    | 17    | 31    | 29  | 13                        | 8             | 39          | 40            |
| 19:45                     | 100               | 52         | 48     | 10    | 14    | 17    | 32    | 27  | 12                        | 8             | 40          | 40            |
| 20:00                     | 100               | 52         | 48     | 10    | 14    | 16    | 31    | 29  | 12                        | 8             | 40          | 40            |
| 20:15                     | 100               | 52         | 48     | 10    | 14    | 16    | 29    | 30  | 13                        | 9             | 39          | 40            |
| 20:30                     | 100               | 52         | 48     | 11    | 13    | 16    | 29    | 31  | 13                        | 9             | 39          | 39            |
| 20:45                     | 100               | 52         | 48     | 11    | 13    | 14    | 28    | 34  | 13                        | 9             | 39          | 39            |
| 21:00                     | 100               | 51         | 49     | 10    | 12    | 14    | 28    | 35  | 13                        | 9             | 39          | 39            |
| 21:15                     | 100               | 51         | 49     | 10    | 12    | 14    | 28    | 36  | 12                        | 9             | 39          | 39            |
| 21:30                     | 100               | 52         | 48     | 11    | 12    | 14    | 28    | 36  | 12                        | 9             | 39          | 39            |
| 21:45                     | 100               | 51         | 49     | 9     | 11    | 13    | 28    | 39  | 12                        | 9             | 40          | 39            |
| 22:00                     | 100               | 50         | 50     | 9     | 12    | 13    | 27    | 38  | 12                        | 9             | 40          | 39            |
| 22:15                     | 100               | 49         | 51     | 9     | 12    | 13    | 28    | 37  | 12                        | 9             | 39          | 39            |
| 22:30                     | 100               | 48         | 52     | 10    | 12    | 12    | 27    | 39  | 12                        | 9             | 40          | 38            |
| 22:45                     | 100               | 48         | 52     | 9     | 12    | 12    | 27    | 40  | 13                        | 9             | 40          | 38            |
| 23:00                     | 100               | 49         | 51     | 9     | 11    | 12    | 27    | 41  | 13                        | 9             | 40          | 39            |
| 23:15                     | 100               | 50         | 51     | 9     | 11    | 13    | 27    | 41  | 13                        | 8             | 41          | 38            |
| 23:30                     | 100               | 49         | 51     | 9     | 11    | 12    | 26    | 42  | 14                        | 9             | 41          | 37            |
| 23:45                     | 100               | 50         | 50     | 9     | 10    | 12    | 26    | 44  | 14                        | 9             | 42          | 36            |
| Tages-<br>publikumsanteil | 100               | 49         | 51     | 12    | 15    | 18    | 27    | 28  | 12                        | 10            | 39          | 39            |

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

## Ergebnisse Radiopanel 2012 / Deutsche Schweiz

TAGESREICHWEITEN in %, Radio Total

Universum: 4'742'900 Personen (15+) Stichprobe: 30'210 Personen / 208'620 Messtage

|                                  | Wochentage |          |          |            |         |         |         | Montag - Freitag | Samstag - Sonntag | Montag - Sonntag |
|----------------------------------|------------|----------|----------|------------|---------|---------|---------|------------------|-------------------|------------------|
|                                  | Montag     | Dienstag | Mittwoch | Donnerstag | Freitag | Samstag | Sonntag |                  |                   |                  |
| Total Personen                   | 89.4       | 89.7     | 89.9     | 89.8       | 90.0    | 87.1    | 82.6    | 89.6             | 84.6              | 88.2             |
| <b>Geschlecht</b>                |            |          |          |            |         |         |         |                  |                   |                  |
| Männer                           | 89.3       | 89.8     | 90.1     | 89.8       | 89.9    | 86.7    | 81.9    | 89.6             | 84.1              | 88.0             |
| Frauen                           | 89.5       | 89.6     | 89.8     | 89.8       | 90.0    | 87.5    | 83.2    | 89.6             | 85.2              | 88.3             |
| <b>Alter</b>                     |            |          |          |            |         |         |         |                  |                   |                  |
| 15-24                            | 75.8       | 76.4     | 77.9     | 76.2       | 77.4    | 73.4    | 68.4    | 76.5             | 70.4              | 74.8             |
| 25-34                            | 81.7       | 83.3     | 82.8     | 82.6       | 83.1    | 78.9    | 73.2    | 82.5             | 76.0              | 80.7             |
| 35-44                            | 89.6       | 89.8     | 90.2     | 90.7       | 89.9    | 87.0    | 80.2    | 89.9             | 83.4              | 88.1             |
| 45-59                            | 93.7       | 93.5     | 94.0     | 93.9       | 94.1    | 90.9    | 86.3    | 93.8             | 88.4              | 92.2             |
| 60+                              | 96.5       | 96.5     | 96.3     | 96.5       | 96.6    | 95.4    | 93.4    | 96.5             | 94.4              | 95.9             |
| <b>Abgeschlossene Ausbildung</b> |            |          |          |            |         |         |         |                  |                   |                  |
| keine/andere                     | 89.8       | 90.4     | 90.9     | 91.3       | 90.6    | 87.4    | 83.0    | 90.5             | 85.0              | 88.9             |
| oblig. Schule                    | 83.0       | 83.2     | 84.2     | 82.6       | 83.3    | 80.5    | 75.0    | 82.9             | 77.3              | 81.3             |
| Berufslehre                      | 92.0       | 92.3     | 92.0     | 92.3       | 92.8    | 89.0    | 84.7    | 92.2             | 86.8              | 90.7             |
| höhere Ausbildung*               | 88.4       | 88.6     | 89.1     | 88.8       | 88.7    | 86.9    | 82.4    | 88.6             | 84.4              | 87.4             |

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

### 3.6 Radionutzung nach Wochentag und Soziodemografie: Reichweite in %

### 3.7 Radionutzung nach Wochentag und Soziodemografie: Nutzung in Minuten

## Ergebnisse Radiopanel 2012 / Deutsche Schweiz

NUTZUNG in Minuten, Radio Total

Universum: 4'742'900 Personen (15+) Stichprobe: 30'210 Personen / 208'620 Messtage

|                                  | Wochentage |          |          |            |         |         |         | Montag - Freitag | Samstag - Sonntag | Montag - Sonntag |
|----------------------------------|------------|----------|----------|------------|---------|---------|---------|------------------|-------------------|------------------|
|                                  | Montag     | Dienstag | Mittwoch | Donnerstag | Freitag | Samstag | Sonntag |                  |                   |                  |
| Total Personen                   | 118.6      | 117.4    | 118.0    | 116.7      | 117.1   | 97.9    | 87.9    | 117.3            | 92.6              | 110.2            |
| <b>Geschlecht</b>                |            |          |          |            |         |         |         |                  |                   |                  |
| Männer                           | 119.7      | 120.0    | 120.1    | 119.8      | 118.9   | 94.9    | 83.4    | 119.5            | 88.8              | 110.7            |
| Frauen                           | 117.6      | 114.9    | 116.0    | 113.8      | 115.5   | 100.8   | 92.2    | 115.1            | 96.3              | 109.7            |
| <b>Alter</b>                     |            |          |          |            |         |         |         |                  |                   |                  |
| 15-24                            | 61.6       | 62.6     | 64.0     | 62.1       | 64.0    | 51.9    | 46.7    | 62.7             | 49.5              | 58.9             |
| 25-34                            | 75.0       | 77.3     | 78.0     | 75.6       | 75.1    | 59.2    | 49.9    | 75.9             | 54.8              | 69.9             |
| 35-44                            | 92.0       | 90.9     | 90.8     | 91.4       | 91.9    | 70.1    | 56.3    | 91.0             | 62.8              | 82.9             |
| 45-59                            | 126.0      | 127.6    | 125.3    | 125.5      | 124.4   | 99.7    | 89.2    | 126.0            | 94.3              | 116.9            |
| 60+                              | 186.0      | 178.4    | 182.1    | 179.0      | 180.7   | 162.8   | 152.8   | 181.1            | 157.4             | 174.3            |
| <b>Abgeschlossene Ausbildung</b> |            |          |          |            |         |         |         |                  |                   |                  |
| keine/andere                     | 125.1      | 125.5    | 124.2    | 124.2      | 124.5   | 103.6   | 94.7    | 125.1            | 99.1              | 117.7            |
| oblig. Schule                    | 105.1      | 102.8    | 105.8    | 102.3      | 105.4   | 88.5    | 76.2    | 101.8            | 80.7              | 95.8             |
| Berufslehre                      | 137.5      | 136.5    | 134.4    | 134.4      | 134.5   | 108.0   | 96.3    | 135.7            | 102.4             | 126.2            |
| höhere Ausbildung*               | 101.6      | 100.1    | 103.2    | 101.0      | 100.6   | 88.7    | 80.7    | 101.0            | 84.3              | 96.2             |

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

# Ergebnisse Radiopanel 2012 / Deutsche Schweiz

VIERTELSTUNDEN-REICHWEITEN in % (Mo-So)

Universum: 4'742'900 Personen (15+) Stichprobe: 30'210 Personen / 208'620 Messtage

|       | SRG SSR idée suisse |        |      |        |      |      |           |       |          |       | Private CH | Ausland |     |     |            |
|-------|---------------------|--------|------|--------|------|------|-----------|-------|----------|-------|------------|---------|-----|-----|------------|
|       | Total               | SR DRS | DRS1 | DRS MW | DRS2 | DRS3 | DRS4 News | virus | and. SRG | Total | Total      | Total   | ARD | ORF | Private dt |
| 05:00 | 2.6                 | 1.4    | 0.9  | 0.1    | 0.0  | 0.4  | 0.0       | 0.0   | 0.1      | 1.5   | 1.0        | 0.2     | 0.1 | 0.0 | 0.0        |
| 05:15 | 3.5                 | 1.9    | 1.2  | 0.1    | 0.0  | 0.6  | 0.0       | 0.0   | 0.2      | 2.1   | 1.3        | 0.2     | 0.1 | 0.0 | 0.1        |
| 05:30 | 4.7                 | 2.7    | 1.6  | 0.1    | 0.1  | 0.9  | 0.0       | 0.0   | 0.2      | 2.9   | 1.7        | 0.3     | 0.1 | 0.0 | 0.1        |
| 05:45 | 7.4                 | 4.6    | 2.8  | 0.2    | 0.2  | 1.4  | 0.1       | 0.0   | 0.2      | 4.8   | 2.4        | 0.3     | 0.2 | 0.0 | 0.1        |
| 06:00 | 9.8                 | 6.1    | 3.6  | 0.3    | 0.3  | 2.0  | 0.1       | 0.0   | 0.3      | 6.3   | 3.3        | 0.4     | 0.2 | 0.0 | 0.1        |
| 06:15 | 11.9                | 7.4    | 4.2  | 0.3    | 0.4  | 2.5  | 0.1       | 0.0   | 0.3      | 7.7   | 4.1        | 0.4     | 0.2 | 0.0 | 0.1        |
| 06:30 | 14.6                | 9.1    | 5.0  | 0.3    | 0.6  | 3.2  | 0.2       | 0.0   | 0.4      | 9.5   | 5.0        | 0.5     | 0.2 | 0.0 | 0.1        |
| 06:45 | 17.6                | 11.3   | 6.6  | 0.4    | 0.6  | 3.6  | 0.3       | 0.1   | 0.5      | 11.8  | 5.7        | 0.6     | 0.3 | 0.0 | 0.2        |
| 07:00 | 20.2                | 13.3   | 7.9  | 0.6    | 0.7  | 4.1  | 0.4       | 0.1   | 0.6      | 13.8  | 6.2        | 0.7     | 0.4 | 0.1 | 0.2        |
| 07:15 | 20.8                | 13.8   | 8.1  | 0.6    | 0.9  | 4.2  | 0.4       | 0.0   | 0.7      | 14.4  | 6.3        | 0.7     | 0.3 | 0.1 | 0.2        |
| 07:30 | 22.5                | 15.1   | 9.0  | 0.7    | 1.0  | 4.4  | 0.4       | 0.0   | 0.8      | 15.8  | 6.5        | 0.8     | 0.4 | 0.1 | 0.2        |
| 07:45 | 23.8                | 16.1   | 9.7  | 0.8    | 1.0  | 4.7  | 0.4       | 0.0   | 0.9      | 16.8  | 6.7        | 0.9     | 0.5 | 0.1 | 0.2        |
| 08:00 | 24.7                | 16.3   | 10.0 | 1.0    | 0.9  | 4.5  | 0.5       | 0.1   | 1.0      | 17.2  | 7.1        | 1.0     | 0.5 | 0.1 | 0.3        |
| 08:15 | 23.6                | 15.4   | 9.1  | 1.2    | 1.0  | 4.2  | 0.4       | 0.0   | 1.1      | 16.4  | 6.8        | 0.9     | 0.5 | 0.1 | 0.3        |
| 08:30 | 23.4                | 15.0   | 8.4  | 1.2    | 1.0  | 4.3  | 0.4       | 0.0   | 1.1      | 16.0  | 6.9        | 1.0     | 0.5 | 0.1 | 0.3        |
| 08:45 | 23.4                | 14.7   | 8.0  | 1.2    | 1.1  | 4.4  | 0.3       | 0.1   | 1.1      | 15.7  | 7.1        | 1.2     | 0.7 | 0.1 | 0.3        |
| 09:00 | 23.6                | 14.6   | 8.0  | 1.4    | 1.2  | 4.4  | 0.3       | 0.1   | 1.2      | 15.7  | 7.1        | 1.3     | 0.8 | 0.1 | 0.3        |
| 09:15 | 21.9                | 13.2   | 6.9  | 1.3    | 1.0  | 4.0  | 0.2       | 0.0   | 1.2      | 14.3  | 6.8        | 1.3     | 0.7 | 0.1 | 0.3        |
| 09:30 | 21.6                | 12.6   | 6.4  | 1.2    | 0.9  | 4.2  | 0.1       | 0.0   | 1.3      | 13.8  | 7.1        | 1.3     | 0.7 | 0.1 | 0.3        |
| 09:45 | 21.4                | 12.3   | 6.3  | 1.1    | 0.8  | 4.1  | 0.1       | 0.1   | 1.3      | 13.5  | 7.2        | 1.3     | 0.8 | 0.1 | 0.3        |
| 10:00 | 21.8                | 12.4   | 6.5  | 1.1    | 0.9  | 4.2  | 0.1       | 0.1   | 1.2      | 13.5  | 7.4        | 1.4     | 0.8 | 0.1 | 0.3        |
| 10:15 | 20.8                | 11.6   | 5.9  | 1.0    | 0.7  | 4.1  | 0.1       | 0.0   | 1.2      | 12.8  | 7.2        | 1.4     | 0.8 | 0.1 | 0.3        |
| 10:30 | 20.9                | 11.6   | 5.8  | 1.1    | 0.6  | 4.2  | 0.1       | 0.0   | 1.3      | 12.8  | 7.2        | 1.3     | 0.7 | 0.1 | 0.3        |
| 10:45 | 21.3                | 12.0   | 6.1  | 1.1    | 0.6  | 4.3  | 0.1       | 0.0   | 1.2      | 13.1  | 7.3        | 1.3     | 0.7 | 0.1 | 0.3        |
| 11:00 | 22.0                | 12.4   | 6.4  | 1.2    | 0.7  | 4.4  | 0.1       | 0.1   | 1.3      | 13.6  | 7.7        | 1.3     | 0.8 | 0.1 | 0.3        |
| 11:15 | 22.0                | 12.4   | 6.3  | 1.1    | 0.6  | 4.4  | 0.1       | 0.0   | 1.3      | 13.6  | 7.5        | 1.3     | 0.7 | 0.1 | 0.3        |
| 11:30 | 22.6                | 12.9   | 6.7  | 1.1    | 0.6  | 4.4  | 0.1       | 0.0   | 1.4      | 14.1  | 7.6        | 1.3     | 0.7 | 0.1 | 0.3        |
| 11:45 | 23.9                | 14.2   | 7.7  | 1.1    | 0.7  | 4.7  | 0.1       | 0.1   | 1.3      | 15.4  | 7.8        | 1.4     | 0.8 | 0.1 | 0.3        |
| 12:00 | 25.9                | 15.9   | 9.2  | 1.2    | 0.8  | 4.8  | 0.3       | 0.3   | 1.2      | 17.0  | 8.4        | 1.3     | 0.7 | 0.1 | 0.3        |
| 12:15 | 24.4                | 15.9   | 10.2 | 1.1    | 0.8  | 4.0  | 0.2       | 0.1   | 1.2      | 16.9  | 7.0        | 1.1     | 0.6 | 0.1 | 0.3        |
| 12:30 | 24.3                | 16.0   | 10.5 | 1.1    | 0.9  | 3.8  | 0.4       | 0.0   | 1.2      | 17.0  | 6.8        | 1.0     | 0.5 | 0.1 | 0.3        |
| 12:45 | 23.1                | 14.6   | 8.9  | 0.9    | 0.8  | 4.0  | 0.4       | 0.0   | 1.1      | 15.7  | 6.9        | 1.1     | 0.5 | 0.1 | 0.3        |
| 13:00 | 22.7                | 13.6   | 7.6  | 0.9    | 1.0  | 4.2  | 0.4       | 0.1   | 1.2      | 14.7  | 7.4        | 1.2     | 0.7 | 0.1 | 0.3        |
| 13:15 | 21.0                | 12.3   | 6.3  | 0.9    | 0.9  | 4.2  | 0.3       | 0.0   | 1.2      | 13.3  | 7.0        | 1.2     | 0.6 | 0.1 | 0.3        |
| 13:30 | 19.7                | 11.2   | 5.7  | 0.9    | 0.8  | 3.9  | 0.1       | 0.0   | 1.1      | 12.3  | 6.8        | 1.1     | 0.6 | 0.1 | 0.3        |
| 13:45 | 19.0                | 10.8   | 5.4  | 0.9    | 0.7  | 3.9  | 0.1       | 0.0   | 1.1      | 11.8  | 6.6        | 1.1     | 0.6 | 0.1 | 0.3        |
| 14:00 | 18.6                | 10.3   | 5.1  | 1.0    | 0.6  | 4.0  | 0.1       | 0.1   | 1.1      | 11.2  | 6.7        | 1.2     | 0.6 | 0.1 | 0.3        |
| 14:15 | 17.0                | 9.1    | 3.9  | 0.9    | 0.5  | 3.8  | 0.1       | 0.0   | 1.0      | 10.0  | 6.3        | 1.1     | 0.6 | 0.1 | 0.3        |
| 14:30 | 16.8                | 8.8    | 3.7  | 0.8    | 0.5  | 3.8  | 0.1       | 0.0   | 1.1      | 9.8   | 6.2        | 1.2     | 0.7 | 0.1 | 0.3        |
| 14:45 | 16.8                | 8.7    | 3.7  | 0.9    | 0.5  | 3.7  | 0.1       | 0.0   | 1.0      | 9.7   | 6.3        | 1.2     | 0.7 | 0.1 | 0.3        |

# Ergebnisse Radiopanel 2012 / Deutsche Schweiz

VIERTELSTUNDEN-REICHWEITEN in % (Mo-So)

Universum: 4'742'900 Personen (15+) Stichprobe: 30'210 Personen / 208'620 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           | 17.3                | 9.1    | 3.9  | 0.9    | 0.6  | 3.9  | 0.1       | 0.1   | 1.0      | 10.0  | 6.5        | 1.2   | 0.7     | 0.1 | 0.3        |
| 15:15           | 16.5                | 8.6    | 3.6  | 0.9    | 0.5  | 3.7  | 0.1       | 0.0   | 1.0      | 9.6   | 6.2        | 1.1   | 0.6     | 0.1 | 0.3        |
| 15:30           | 16.6                | 8.7    | 3.7  | 0.9    | 0.5  | 3.7  | 0.1       | 0.0   | 1.1      | 9.7   | 6.2        | 1.1   | 0.6     | 0.1 | 0.3        |
| 15:45           | 17.2                | 9.1    | 3.9  | 1.0    | 0.5  | 3.8  | 0.1       | 0.0   | 1.1      | 10.1  | 6.3        | 1.1   | 0.6     | 0.1 | 0.3        |
| 16:00           | 18.1                | 9.6    | 4.3  | 1.1    | 0.6  | 4.0  | 0.1       | 0.1   | 1.1      | 10.7  | 6.8        | 1.1   | 0.6     | 0.1 | 0.3        |
| 16:15           | 17.6                | 9.4    | 3.9  | 1.1    | 0.5  | 4.0  | 0.1       | 0.0   | 1.1      | 10.4  | 6.6        | 1.0   | 0.5     | 0.1 | 0.3        |
| 16:30           | 17.9                | 9.6    | 3.9  | 1.1    | 0.5  | 4.1  | 0.1       | 0.0   | 1.1      | 10.6  | 6.8        | 1.0   | 0.5     | 0.1 | 0.3        |
| 16:45           | 18.6                | 10.1   | 4.4  | 1.2    | 0.5  | 4.1  | 0.1       | 0.1   | 1.1      | 11.2  | 6.8        | 1.1   | 0.6     | 0.1 | 0.3        |
| 17:00           | 20.3                | 11.4   | 5.3  | 1.2    | 0.6  | 4.3  | 0.3       | 0.2   | 1.1      | 12.4  | 7.4        | 1.2   | 0.7     | 0.1 | 0.3        |
| 17:15           | 19.6                | 11.0   | 5.3  | 1.2    | 0.6  | 4.1  | 0.2       | 0.1   | 1.1      | 12.0  | 7.0        | 1.2   | 0.7     | 0.1 | 0.3        |
| 17:30           | 19.7                | 11.2   | 5.8  | 1.2    | 0.5  | 3.9  | 0.1       | 0.0   | 1.1      | 12.2  | 6.9        | 1.1   | 0.7     | 0.1 | 0.3        |
| 17:45           | 19.5                | 11.4   | 6.3  | 1.1    | 0.5  | 3.7  | 0.1       | 0.0   | 1.1      | 12.4  | 6.5        | 1.1   | 0.6     | 0.1 | 0.3        |
| 18:00           | 19.6                | 11.6   | 6.6  | 1.0    | 0.5  | 3.5  | 0.3       | 0.1   | 1.1      | 12.6  | 6.5        | 1.1   | 0.6     | 0.1 | 0.3        |
| 18:15           | 17.8                | 10.4   | 5.9  | 0.8    | 0.5  | 3.1  | 0.3       | 0.0   | 1.1      | 11.4  | 5.8        | 1.0   | 0.6     | 0.1 | 0.2        |
| 18:30           | 16.5                | 9.4    | 5.2  | 0.8    | 0.6  | 2.9  | 0.3       | 0.0   | 1.1      | 10.5  | 5.5        | 1.0   | 0.6     | 0.1 | 0.2        |
| 18:45           | 15.1                | 8.3    | 4.3  | 0.7    | 0.8  | 2.6  | 0.1       | 0.0   | 1.1      | 9.3   | 5.2        | 1.0   | 0.6     | 0.1 | 0.2        |
| 19:00           | 13.8                | 7.4    | 3.3  | 0.7    | 0.9  | 2.5  | 0.3       | 0.1   | 1.0      | 8.3   | 5.0        | 1.0   | 0.5     | 0.1 | 0.2        |
| 19:15           | 11.6                | 5.9    | 2.1  | 0.5    | 0.9  | 2.2  | 0.3       | 0.0   | 0.9      | 6.7   | 4.3        | 0.9   | 0.5     | 0.1 | 0.2        |
| 19:30           | 9.8                 | 4.8    | 1.8  | 0.4    | 0.8  | 1.9  | 0.2       | 0.0   | 0.8      | 5.5   | 3.8        | 0.8   | 0.4     | 0.1 | 0.2        |
| 19:45           | 8.7                 | 4.1    | 1.6  | 0.3    | 0.6  | 1.7  | 0.1       | 0.0   | 0.7      | 4.8   | 3.5        | 0.7   | 0.4     | 0.0 | 0.2        |
| 20:00           | 8.6                 | 4.2    | 1.9  | 0.3    | 0.5  | 1.6  | 0.1       | 0.0   | 0.7      | 4.9   | 3.3        | 0.7   | 0.4     | 0.1 | 0.2        |
| 20:15           | 7.5                 | 3.5    | 1.6  | 0.3    | 0.4  | 1.3  | 0.1       | 0.0   | 0.7      | 4.2   | 2.9        | 0.6   | 0.3     | 0.1 | 0.2        |
| 20:30           | 7.0                 | 3.3    | 1.5  | 0.3    | 0.4  | 1.1  | 0.1       | 0.0   | 0.7      | 3.9   | 2.7        | 0.6   | 0.3     | 0.0 | 0.1        |
| 20:45           | 6.7                 | 3.2    | 1.5  | 0.3    | 0.3  | 1.0  | 0.1       | 0.0   | 0.6      | 3.8   | 2.5        | 0.6   | 0.3     | 0.0 | 0.1        |
| 21:00           | 6.6                 | 3.3    | 1.7  | 0.3    | 0.3  | 1.0  | 0.1       | 0.0   | 0.6      | 3.9   | 2.4        | 0.6   | 0.3     | 0.1 | 0.1        |
| 21:15           | 6.2                 | 3.0    | 1.5  | 0.3    | 0.3  | 0.9  | 0.1       | 0.0   | 0.6      | 3.6   | 2.2        | 0.6   | 0.3     | 0.1 | 0.1        |
| 21:30           | 6.1                 | 3.0    | 1.6  | 0.3    | 0.3  | 0.8  | 0.1       | 0.0   | 0.6      | 3.6   | 2.2        | 0.6   | 0.3     | 0.1 | 0.1        |
| 21:45           | 6.4                 | 3.4    | 2.0  | 0.3    | 0.3  | 0.8  | 0.1       | 0.0   | 0.6      | 3.9   | 2.1        | 0.5   | 0.3     | 0.1 | 0.1        |
| 22:00           | 6.5                 | 3.7    | 2.3  | 0.3    | 0.3  | 0.9  | 0.1       | 0.0   | 0.5      | 4.1   | 2.1        | 0.5   | 0.3     | 0.1 | 0.1        |
| 22:15           | 5.8                 | 3.1    | 1.8  | 0.3    | 0.3  | 0.7  | 0.1       | 0.0   | 0.5      | 3.6   | 1.9        | 0.5   | 0.2     | 0.0 | 0.1        |
| 22:30           | 5.5                 | 2.9    | 1.7  | 0.3    | 0.2  | 0.7  | 0.1       | 0.0   | 0.5      | 3.4   | 1.8        | 0.4   | 0.2     | 0.0 | 0.1        |
| 22:45           | 5.5                 | 3.0    | 1.8  | 0.3    | 0.2  | 0.6  | 0.1       | 0.0   | 0.5      | 3.5   | 1.7        | 0.4   | 0.2     | 0.0 | 0.1        |
| 23:00           | 5.3                 | 3.0    | 1.9  | 0.3    | 0.2  | 0.6  | 0.1       | 0.0   | 0.5      | 3.4   | 1.6        | 0.4   | 0.2     | 0.0 | 0.1        |
| 23:15           | 4.6                 | 2.5    | 1.6  | 0.2    | 0.2  | 0.5  | 0.0       | 0.0   | 0.4      | 2.9   | 1.4        | 0.4   | 0.2     | 0.0 | 0.1        |
| 23:30           | 4.1                 | 2.3    | 1.5  | 0.2    | 0.2  | 0.4  | 0.1       | 0.0   | 0.4      | 2.7   | 1.3        | 0.3   | 0.2     | 0.0 | 0.1        |
| 23:45           | 3.7                 | 2.1    | 1.4  | 0.2    | 0.2  | 0.4  | 0.1       | 0.0   | 0.3      | 2.4   | 1.1        | 0.3   | 0.1     | 0.0 | 0.1        |
| Tagesreichweite | 88.2                | 60.7   | 36.4 | 6.9    | 7.7  | 28.7 | 6.4       | 2.0   | 19.0     | 67.0  | 51.6       | 21.8  | 9.0     | 2.8 | 4.1        |
| Nutzung in Min. | 110                 | 67     | 36   | 6      | 4    | 20   | 1         | 0     | 6        | 72    | 33         | 5     | 3       | 0   | 1          |

## 3.8 Radionutzung nach Sender: Reichweite in %

# Ergebnisse Radiopanel 2012 / Deutsche Schweiz

VIERTELSTUNDEN-REICHWEITEN in Tausend (Mo-So)

Universum: 4'742'900 Personen (15+) Stichprobe: 30'210 Personen / 208'620 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 | 123.0   | 66.3                | 41.6  | 5.0    | 0.9  | 18.9  | 1.2       | 0.3   | 6.9      | 72.4       | 46.5    | 7.6   | 4.5  | 0.4 | 1.5        |
| 05:15 | 164.2   | 91.1                | 55.0  | 5.4    | 1.4  | 28.0  | 1.1       | 0.7   | 7.4      | 98.0       | 59.1    | 10.5  | 5.4  | 0.4 | 3.0        |
| 05:30 | 222.2   | 127.0               | 76.5  | 6.4    | 2.5  | 41.4  | 1.6       | 0.3   | 8.7      | 135.1      | 80.2    | 12.4  | 6.6  | 0.6 | 3.6        |
| 05:45 | 348.4   | 216.9               | 131.5 | 9.4    | 8.1  | 67.9  | 2.4       | 0.8   | 10.9     | 226.2      | 114.2   | 14.5  | 7.6  | 1.0 | 4.1        |
| 06:00 | 463.4   | 288.9               | 169.8 | 12.9   | 14.5 | 94.4  | 5.5       | 1.9   | 12.9     | 300.6      | 154.6   | 18.3  | 8.6  | 1.5 | 5.7        |
| 06:15 | 564.3   | 349.8               | 198.9 | 12.3   | 20.7 | 118.5 | 4.4       | 1.5   | 15.8     | 364.0      | 193.2   | 19.2  | 9.0  | 1.2 | 5.8        |
| 06:30 | 691.0   | 433.0               | 238.8 | 13.7   | 28.0 | 150.2 | 10.7      | 1.3   | 21.0     | 452.1      | 236.9   | 21.6  | 10.1 | 1.4 | 6.8        |
| 06:45 | 832.9   | 537.0               | 311.7 | 18.1   | 30.4 | 172.6 | 12.8      | 2.2   | 23.7     | 558.1      | 269.6   | 27.3  | 14.2 | 1.9 | 7.1        |
| 07:00 | 956.8   | 628.2               | 373.3 | 27.9   | 34.4 | 195.2 | 18.4      | 3.8   | 30.4     | 656.0      | 295.3   | 32.4  | 17.1 | 2.6 | 7.3        |
| 07:15 | 988.1   | 653.3               | 383.1 | 28.1   | 41.6 | 197.8 | 16.5      | 1.5   | 33.3     | 683.6      | 300.8   | 31.5  | 14.9 | 2.9 | 9.0        |
| 07:30 | 1'066.4 | 714.2               | 427.9 | 31.1   | 48.4 | 206.9 | 16.6      | 1.5   | 38.4     | 748.9      | 310.2   | 36.1  | 17.1 | 3.3 | 9.9        |
| 07:45 | 1'130.0 | 761.2               | 458.9 | 37.2   | 45.3 | 221.1 | 17.6      | 2.0   | 42.3     | 798.9      | 319.7   | 42.4  | 21.7 | 3.3 | 10.8       |
| 08:00 | 1'171.4 | 774.3               | 473.4 | 48.1   | 44.6 | 212.2 | 25.0      | 4.9   | 48.5     | 817.8      | 338.6   | 47.9  | 24.3 | 4.5 | 12.3       |
| 08:15 | 1'117.3 | 732.0               | 431.1 | 55.5   | 46.2 | 198.1 | 19.1      | 1.1   | 50.0     | 777.6      | 322.5   | 43.9  | 21.8 | 3.1 | 11.7       |
| 08:30 | 1'110.3 | 712.7               | 397.0 | 58.6   | 47.5 | 204.1 | 18.9      | 1.6   | 52.4     | 760.5      | 327.9   | 49.4  | 25.7 | 3.5 | 12.3       |
| 08:45 | 1'109.3 | 695.6               | 377.4 | 58.4   | 50.4 | 207.4 | 15.8      | 2.3   | 51.3     | 743.0      | 336.8   | 54.9  | 31.9 | 3.7 | 13.0       |
| 09:00 | 1'116.9 | 691.3               | 378.6 | 65.3   | 57.2 | 207.5 | 13.8      | 6.1   | 58.8     | 744.4      | 337.7   | 63.7  | 35.8 | 4.7 | 14.4       |
| 09:15 | 1'039.2 | 623.9               | 326.5 | 61.3   | 47.0 | 189.8 | 8.1       | 1.8   | 58.6     | 678.2      | 323.1   | 61.1  | 33.2 | 5.1 | 14.2       |
| 09:30 | 1'026.5 | 597.3               | 301.2 | 57.4   | 44.8 | 197.9 | 5.5       | 1.7   | 61.2     | 653.9      | 337.2   | 59.7  | 34.4 | 4.7 | 13.8       |
| 09:45 | 1'016.6 | 582.8               | 299.7 | 53.8   | 37.4 | 195.8 | 5.0       | 2.2   | 59.4     | 638.3      | 339.3   | 61.5  | 35.6 | 4.6 | 13.7       |
| 10:00 | 1'031.8 | 585.9               | 309.0 | 52.3   | 41.5 | 199.4 | 5.5       | 3.8   | 58.6     | 639.4      | 352.2   | 66.5  | 39.4 | 4.7 | 15.3       |
| 10:15 | 987.6   | 550.8               | 277.5 | 48.8   | 32.3 | 193.8 | 3.8       | 1.4   | 57.3     | 604.9      | 340.4   | 65.4  | 37.9 | 4.3 | 15.3       |
| 10:30 | 990.4   | 551.1               | 275.8 | 49.8   | 29.0 | 198.0 | 4.0       | 1.3   | 60.4     | 608.0      | 342.4   | 61.5  | 34.5 | 4.2 | 14.3       |
| 10:45 | 1'009.7 | 568.4               | 288.3 | 51.2   | 29.8 | 203.2 | 4.4       | 2.1   | 57.3     | 622.4      | 348.1   | 60.8  | 33.7 | 4.4 | 15.0       |
| 11:00 | 1'044.4 | 586.4               | 304.8 | 54.3   | 33.6 | 209.3 | 5.4       | 3.9   | 61.1     | 643.5      | 362.9   | 63.7  | 35.9 | 4.5 | 15.6       |
| 11:15 | 1'041.3 | 587.5               | 297.6 | 53.1   | 30.0 | 209.2 | 4.6       | 1.5   | 63.4     | 646.5      | 357.5   | 60.8  | 34.6 | 3.6 | 15.1       |
| 11:30 | 1'069.8 | 610.1               | 319.3 | 53.5   | 29.5 | 210.8 | 4.1       | 1.3   | 64.4     | 670.4      | 360.7   | 62.8  | 35.1 | 5.0 | 14.6       |
| 11:45 | 1'135.6 | 671.6               | 366.9 | 52.9   | 33.0 | 221.6 | 5.7       | 2.4   | 63.7     | 730.5      | 371.4   | 64.1  | 35.8 | 6.3 | 15.1       |
| 12:00 | 1'229.3 | 752.5               | 436.8 | 54.4   | 39.6 | 229.0 | 14.0      | 12.0  | 58.1     | 805.8      | 398.7   | 59.5  | 32.3 | 4.6 | 14.9       |
| 12:15 | 1'159.4 | 753.2               | 482.9 | 49.8   | 39.5 | 187.2 | 10.2      | 3.1   | 55.2     | 802.6      | 333.1   | 50.2  | 27.5 | 3.6 | 13.5       |
| 12:30 | 1'153.7 | 757.1               | 497.3 | 51.1   | 41.4 | 178.3 | 19.8      | 1.4   | 56.3     | 807.7      | 322.8   | 47.0  | 22.3 | 4.4 | 12.5       |
| 12:45 | 1'094.1 | 693.6               | 422.6 | 43.8   | 39.4 | 188.9 | 17.2      | 2.1   | 53.9     | 742.1      | 325.0   | 49.8  | 25.7 | 3.3 | 12.8       |
| 13:00 | 1'076.2 | 644.3               | 359.4 | 44.2   | 47.6 | 201.2 | 19.1      | 3.5   | 56.4     | 695.2      | 349.9   | 57.5  | 31.1 | 3.8 | 14.1       |
| 13:15 | 995.4   | 580.9               | 299.8 | 42.5   | 41.5 | 197.8 | 12.7      | 1.1   | 54.4     | 631.3      | 331.7   | 54.9  | 29.8 | 4.2 | 13.1       |
| 13:30 | 934.5   | 531.7               | 268.7 | 41.5   | 38.8 | 185.8 | 4.6       | 1.4   | 53.3     | 581.2      | 320.6   | 53.9  | 29.2 | 4.3 | 12.5       |
| 13:45 | 903.2   | 511.4               | 254.7 | 40.7   | 33.8 | 186.4 | 4.4       | 1.7   | 51.3     | 559.3      | 312.6   | 52.5  | 28.0 | 4.3 | 12.8       |
| 14:00 | 880.1   | 486.6               | 240.4 | 45.5   | 28.0 | 188.8 | 5.0       | 4.5   | 50.5     | 532.9      | 316.9   | 54.7  | 30.4 | 4.9 | 12.1       |
| 14:15 | 808.1   | 429.1               | 183.1 | 41.0   | 25.3 | 181.5 | 3.6       | 1.4   | 48.0     | 474.5      | 300.8   | 53.3  | 29.7 | 4.5 | 12.4       |
| 14:30 | 796.6   | 416.4               | 173.9 | 39.9   | 24.6 | 178.9 | 3.4       | 1.7   | 49.8     | 463.4      | 295.0   | 57.3  | 32.9 | 5.3 | 11.8       |
| 14:45 | 797.2   | 414.1               | 174.7 | 40.9   | 24.4 | 175.4 | 3.7       | 2.0   | 49.0     | 460.5      | 299.2   | 56.7  | 33.0 | 4.3 | 13.3       |



# Ergebnisse Radiopanel 2012 / Deutsche Schweiz

VIERTELSTUNDEN-REICHWEITEN in Tausend (Mo-So)

Universum: 4'742'900 Personen (15+) Stichprobe: 30'210 Personen / 208'620 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           | 818.6   | 431.0               | 186.2   | 44.4   | 29.7  | 182.4   | 4.7       | 3.4   | 48.5     | 476.4      | 308.3   | 56.4    | 31.2  | 3.5   | 13.9       |
| 15:15           | 784.2   | 408.8               | 169.6   | 41.8   | 25.0  | 174.9   | 3.6       | 0.9   | 49.5     | 455.8      | 295.8   | 50.7    | 28.2  | 2.6   | 12.4       |
| 15:30           | 788.8   | 413.9               | 174.5   | 43.0   | 22.7  | 176.3   | 3.8       | 1.2   | 49.7     | 461.2      | 293.9   | 52.1    | 28.7  | 2.9   | 12.4       |
| 15:45           | 814.0   | 432.3               | 185.9   | 47.5   | 22.6  | 179.2   | 4.0       | 1.6   | 50.3     | 479.6      | 299.7   | 54.3    | 29.3  | 3.3   | 13.0       |
| 16:00           | 859.5   | 457.3               | 205.2   | 53.4   | 25.9  | 188.7   | 4.2       | 3.3   | 52.5     | 506.5      | 322.0   | 54.2    | 28.5  | 5.6   | 13.6       |
| 16:15           | 834.2   | 444.5               | 184.7   | 51.9   | 22.2  | 188.7   | 3.0       | 1.3   | 50.5     | 491.8      | 314.8   | 49.2    | 23.9  | 5.1   | 12.9       |
| 16:30           | 848.6   | 452.8               | 185.8   | 53.2   | 22.1  | 193.6   | 3.4       | 1.6   | 51.6     | 501.5      | 320.6   | 49.0    | 24.1  | 4.7   | 13.7       |
| 16:45           | 880.5   | 481.1               | 209.7   | 54.6   | 22.5  | 196.4   | 3.6       | 2.2   | 50.7     | 529.1      | 324.4   | 51.5    | 27.4  | 4.2   | 13.6       |
| 17:00           | 964.2   | 538.2               | 249.5   | 57.3   | 27.9  | 205.6   | 11.9      | 10.1  | 53.8     | 587.6      | 351.6   | 57.0    | 30.9  | 4.8   | 14.5       |
| 17:15           | 928.2   | 523.7               | 252.1   | 55.7   | 26.6  | 196.3   | 7.0       | 4.3   | 51.8     | 571.0      | 331.4   | 54.8    | 31.3  | 4.1   | 13.2       |
| 17:30           | 933.2   | 531.8               | 272.6   | 55.5   | 24.1  | 186.4   | 3.3       | 1.3   | 52.7     | 580.1      | 327.5   | 53.6    | 30.9  | 3.4   | 12.9       |
| 17:45           | 925.7   | 542.8               | 296.8   | 51.2   | 25.3  | 174.3   | 5.3       | 1.8   | 51.4     | 589.9      | 309.9   | 52.6    | 29.4  | 3.3   | 13.5       |
| 18:00           | 931.1   | 548.2               | 311.8   | 47.0   | 25.7  | 165.4   | 14.9      | 3.8   | 53.7     | 597.9      | 308.8   | 52.0    | 28.2  | 4.6   | 12.6       |
| 18:15           | 842.0   | 493.3               | 280.6   | 39.5   | 23.0  | 144.7   | 15.5      | 1.8   | 51.3     | 541.5      | 274.9   | 48.1    | 26.1  | 4.4   | 11.3       |
| 18:30           | 783.9   | 447.1               | 244.6   | 37.6   | 29.5  | 136.8   | 11.6      | 1.5   | 52.6     | 496.2      | 260.5   | 48.1    | 25.9  | 3.7   | 11.3       |
| 18:45           | 715.2   | 395.1               | 205.9   | 33.9   | 37.9  | 122.8   | 6.4       | 1.8   | 50.0     | 441.8      | 244.3   | 47.5    | 26.0  | 3.7   | 11.6       |
| 19:00           | 653.3   | 349.3               | 157.6   | 32.9   | 43.8  | 118.2   | 14.7      | 3.4   | 48.8     | 393.4      | 235.8   | 47.8    | 25.5  | 3.3   | 11.5       |
| 19:15           | 550.6   | 277.8               | 101.2   | 24.5   | 42.5  | 101.9   | 14.4      | 1.8   | 43.1     | 318.6      | 203.3   | 43.3    | 23.0  | 3.8   | 10.3       |
| 19:30           | 466.8   | 227.7               | 83.5    | 16.5   | 35.5  | 89.0    | 9.4       | 1.3   | 35.8     | 261.6      | 179.7   | 38.0    | 20.8  | 2.3   | 9.0        |
| 19:45           | 413.5   | 194.9               | 76.2    | 12.1   | 26.2  | 80.2    | 4.5       | 1.5   | 32.8     | 226.0      | 165.3   | 33.6    | 17.8  | 1.8   | 8.4        |
| 20:00           | 405.4   | 197.8               | 89.3    | 14.4   | 22.3  | 77.5    | 4.8       | 1.6   | 35.3     | 229.9      | 157.4   | 32.8    | 17.0  | 2.4   | 8.0        |
| 20:15           | 354.4   | 167.1               | 74.7    | 13.6   | 17.8  | 61.1    | 3.0       | 0.8   | 32.7     | 198.1      | 137.2   | 30.1    | 14.9  | 2.2   | 7.4        |
| 20:30           | 331.0   | 155.3               | 71.7    | 13.8   | 16.6  | 53.5    | 2.4       | 0.7   | 31.3     | 185.1      | 126.4   | 28.6    | 14.8  | 1.9   | 6.7        |
| 20:45           | 317.8   | 151.7               | 71.4    | 14.8   | 16.0  | 49.2    | 2.8       | 0.9   | 29.3     | 179.7      | 119.1   | 27.5    | 14.5  | 1.9   | 6.1        |
| 21:00           | 315.1   | 154.9               | 78.7    | 16.0   | 16.1  | 46.9    | 3.1       | 0.7   | 29.9     | 183.1      | 112.8   | 28.8    | 15.1  | 2.9   | 6.3        |
| 21:15           | 292.5   | 141.8               | 71.7    | 14.0   | 15.2  | 40.8    | 2.3       | 0.7   | 28.6     | 169.1      | 104.9   | 26.0    | 12.9  | 2.7   | 6.3        |
| 21:30           | 291.0   | 142.0               | 73.7    | 14.5   | 13.9  | 39.6    | 2.4       | 0.7   | 28.5     | 169.3      | 103.3   | 26.0    | 12.5  | 3.1   | 6.0        |
| 21:45           | 304.2   | 160.4               | 92.4    | 15.3   | 14.0  | 38.9    | 2.8       | 0.8   | 26.9     | 186.2      | 100.7   | 24.6    | 11.8  | 2.8   | 5.9        |
| 22:00           | 310.0   | 173.3               | 106.6   | 15.3   | 15.6  | 41.3    | 4.3       | 0.5   | 24.1     | 195.3      | 100.1   | 24.1    | 12.4  | 2.2   | 5.6        |
| 22:15           | 275.1   | 146.1               | 83.0    | 14.5   | 12.8  | 35.2    | 2.4       | 0.6   | 23.1     | 168.2      | 91.1    | 22.9    | 11.4  | 2.0   | 5.0        |
| 22:30           | 261.0   | 138.2               | 78.7    | 14.9   | 11.3  | 32.6    | 2.6       | 0.7   | 24.1     | 161.2      | 85.1    | 20.0    | 9.6   | 2.0   | 4.6        |
| 22:45           | 258.5   | 142.7               | 87.0    | 14.3   | 10.0  | 30.1    | 2.7       | 0.7   | 23.7     | 165.2      | 80.2    | 18.7    | 8.9   | 1.7   | 3.7        |
| 23:00           | 250.5   | 141.5               | 91.6    | 13.2   | 10.2  | 27.9    | 3.3       | 0.5   | 22.3     | 162.1      | 75.3    | 18.7    | 9.6   | 1.7   | 4.2        |
| 23:15           | 216.5   | 118.5               | 73.6    | 11.4   | 8.6   | 24.3    | 2.0       | 0.3   | 20.5     | 138.0      | 65.6    | 17.6    | 9.1   | 1.4   | 3.6        |
| 23:30           | 196.5   | 108.3               | 69.6    | 9.9    | 7.3   | 19.9    | 2.2       | 0.3   | 18.2     | 125.7      | 59.7    | 15.0    | 7.9   | 1.2   | 2.8        |
| 23:45           | 177.1   | 101.6               | 67.0    | 8.4    | 7.1   | 17.8    | 2.4       | 0.2   | 14.9     | 115.7      | 51.5    | 13.5    | 6.7   | 0.8   | 3.0        |
| Tagesreichweite | 4'181.2 | 2'879.5             | 1'727.3 | 326.2  | 365.3 | 1'359.9 | 302.2     | 95.5  | 903.1    | 3'178.0    | 2'448.4 | 1'031.8 | 426.3 | 134.4 | 195.8      |
| Nutzung in Min. | 110     | 67                  | 36      | 6      | 4     | 20      | 1         | 0     | 6        | 72         | 33      | 5       | 3     | 0     | 1          |

# Ergebnisse Radiopanel 2012 / Deutsche Schweiz

VIERTELSTUNDEN-MARKTANTEILE in % (Mo-So)

Universum: 4'742'900 Personen (15+) Stichprobe: 30'210 Personen / 208'620 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 | 58.1                | 36.2 | 5.1    | 0.9  | 15.1 | 0.7       | 0.1   | 4.9      | 63.0       | 31.6  | 5.4     | 3.9 | 0.1 | 1.1        |
| 05:15 | 100.0 | 57.7                | 35.8 | 4.3    | 1.1  | 15.7 | 0.6       | 0.1   | 4.3      | 62.0       | 32.3  | 5.7     | 3.8 | 0.1 | 1.4        |
| 05:30 | 100.0 | 58.9                | 35.7 | 3.8    | 1.4  | 17.4 | 0.5       | 0.0   | 3.7      | 62.5       | 32.5  | 5.0     | 3.2 | 0.2 | 1.4        |
| 05:45 | 100.0 | 62.6                | 38.8 | 3.1    | 2.0  | 18.3 | 0.4       | 0.0   | 2.8      | 65.4       | 30.9  | 3.7     | 2.2 | 0.2 | 1.1        |
| 06:00 | 100.0 | 65.4                | 39.2 | 2.9    | 3.0  | 19.3 | 0.8       | 0.3   | 2.3      | 67.7       | 29.7  | 2.7     | 1.4 | 0.2 | 0.9        |
| 06:15 | 100.0 | 63.3                | 36.4 | 2.4    | 3.4  | 20.3 | 0.5       | 0.2   | 2.5      | 65.8       | 31.7  | 2.5     | 1.3 | 0.2 | 0.9        |
| 06:30 | 100.0 | 63.9                | 36.0 | 2.1    | 4.2  | 20.4 | 1.0       | 0.2   | 2.5      | 66.4       | 31.4  | 2.2     | 1.2 | 0.1 | 0.7        |
| 06:45 | 100.0 | 65.8                | 38.5 | 2.3    | 3.8  | 19.9 | 1.1       | 0.2   | 2.5      | 68.3       | 29.6  | 2.1     | 1.2 | 0.1 | 0.7        |
| 07:00 | 100.0 | 68.6                | 42.1 | 2.8    | 3.5  | 18.8 | 1.4       | 0.2   | 2.6      | 71.3       | 26.7  | 2.1     | 1.3 | 0.1 | 0.5        |
| 07:15 | 100.0 | 67.8                | 41.0 | 2.8    | 4.2  | 18.6 | 1.1       | 0.1   | 3.0      | 70.8       | 26.9  | 2.3     | 1.3 | 0.2 | 0.7        |
| 07:30 | 100.0 | 69.4                | 43.0 | 2.9    | 4.7  | 17.5 | 1.1       | 0.1   | 3.0      | 72.4       | 25.4  | 2.2     | 1.2 | 0.2 | 0.7        |
| 07:45 | 100.0 | 69.2                | 42.5 | 3.3    | 4.1  | 18.2 | 1.1       | 0.1   | 3.4      | 72.6       | 24.9  | 2.5     | 1.4 | 0.2 | 0.8        |
| 08:00 | 100.0 | 69.3                | 43.4 | 4.0    | 3.7  | 16.6 | 1.5       | 0.2   | 3.3      | 72.7       | 24.7  | 2.6     | 1.5 | 0.2 | 0.8        |
| 08:15 | 100.0 | 68.0                | 41.2 | 5.1    | 4.2  | 16.2 | 1.2       | 0.1   | 3.8      | 71.8       | 25.4  | 2.8     | 1.6 | 0.2 | 0.9        |
| 08:30 | 100.0 | 66.7                | 38.5 | 5.5    | 4.5  | 16.9 | 1.3       | 0.1   | 4.0      | 70.7       | 26.2  | 3.1     | 1.8 | 0.2 | 0.9        |
| 08:45 | 100.0 | 65.1                | 35.8 | 5.7    | 4.9  | 17.5 | 1.0       | 0.1   | 4.1      | 69.2       | 27.3  | 3.5     | 2.2 | 0.2 | 1.0        |
| 09:00 | 100.0 | 64.9                | 35.7 | 6.1    | 5.0  | 17.1 | 0.7       | 0.3   | 4.3      | 69.2       | 26.6  | 4.2     | 2.8 | 0.2 | 1.0        |
| 09:15 | 100.0 | 62.9                | 33.5 | 6.5    | 5.0  | 17.2 | 0.5       | 0.1   | 4.7      | 67.6       | 27.8  | 4.6     | 3.0 | 0.3 | 1.1        |
| 09:30 | 100.0 | 60.6                | 31.4 | 6.2    | 4.4  | 18.3 | 0.3       | 0.1   | 5.0      | 65.6       | 29.8  | 4.6     | 2.9 | 0.3 | 1.2        |
| 09:45 | 100.0 | 59.3                | 30.6 | 5.9    | 3.9  | 18.5 | 0.3       | 0.1   | 5.1      | 64.4       | 30.6  | 5.0     | 3.3 | 0.3 | 1.2        |
| 10:00 | 100.0 | 58.8                | 30.8 | 5.4    | 3.7  | 18.4 | 0.3       | 0.1   | 4.8      | 63.6       | 31.3  | 5.1     | 3.3 | 0.3 | 1.3        |
| 10:15 | 100.0 | 58.2                | 30.1 | 5.5    | 3.3  | 18.9 | 0.3       | 0.1   | 5.0      | 63.2       | 31.5  | 5.3     | 3.4 | 0.3 | 1.4        |
| 10:30 | 100.0 | 58.2                | 30.0 | 5.6    | 3.0  | 19.3 | 0.2       | 0.1   | 5.1      | 63.3       | 31.7  | 5.0     | 3.2 | 0.3 | 1.3        |
| 10:45 | 100.0 | 58.1                | 29.5 | 5.7    | 3.0  | 19.6 | 0.3       | 0.1   | 5.1      | 63.2       | 31.8  | 5.0     | 3.2 | 0.3 | 1.3        |
| 11:00 | 100.0 | 58.0                | 29.6 | 5.7    | 3.1  | 19.1 | 0.3       | 0.2   | 5.0      | 63.0       | 32.1  | 5.0     | 3.1 | 0.3 | 1.3        |
| 11:15 | 100.0 | 58.7                | 30.3 | 5.7    | 2.9  | 19.4 | 0.3       | 0.1   | 5.1      | 63.8       | 31.5  | 4.8     | 3.0 | 0.2 | 1.3        |
| 11:30 | 100.0 | 59.5                | 31.8 | 5.6    | 2.8  | 18.9 | 0.3       | 0.1   | 5.1      | 64.6       | 30.9  | 4.6     | 2.9 | 0.2 | 1.2        |
| 11:45 | 100.0 | 61.2                | 34.1 | 5.3    | 2.9  | 18.5 | 0.3       | 0.1   | 4.8      | 66.0       | 29.6  | 4.4     | 2.9 | 0.2 | 1.1        |
| 12:00 | 100.0 | 64.5                | 38.6 | 4.7    | 2.9  | 17.0 | 0.8       | 0.6   | 4.0      | 68.5       | 28.0  | 3.5     | 2.1 | 0.2 | 1.0        |
| 12:15 | 100.0 | 67.8                | 44.8 | 4.5    | 3.2  | 14.8 | 0.4       | 0.1   | 3.9      | 71.7       | 25.0  | 3.4     | 2.1 | 0.2 | 1.0        |
| 12:30 | 100.0 | 69.9                | 46.8 | 4.5    | 3.6  | 13.8 | 1.1       | 0.1   | 3.8      | 73.7       | 23.6  | 2.7     | 1.5 | 0.2 | 0.8        |
| 12:45 | 100.0 | 67.2                | 42.0 | 4.3    | 4.0  | 15.5 | 1.2       | 0.1   | 4.1      | 71.3       | 25.6  | 3.1     | 1.8 | 0.2 | 0.9        |
| 13:00 | 100.0 | 63.4                | 36.0 | 4.5    | 4.5  | 17.0 | 1.3       | 0.1   | 4.3      | 67.6       | 28.4  | 4.0     | 2.5 | 0.2 | 1.0        |
| 13:15 | 100.0 | 61.3                | 32.6 | 4.8    | 4.6  | 18.3 | 0.9       | 0.1   | 4.5      | 65.8       | 29.9  | 4.3     | 2.8 | 0.2 | 1.1        |
| 13:30 | 100.0 | 60.0                | 30.9 | 5.2    | 4.7  | 18.8 | 0.3       | 0.1   | 4.7      | 64.7       | 30.9  | 4.4     | 2.8 | 0.3 | 1.2        |
| 13:45 | 100.0 | 58.9                | 29.7 | 5.1    | 3.9  | 19.7 | 0.3       | 0.1   | 4.9      | 63.8       | 31.6  | 4.6     | 3.0 | 0.3 | 1.2        |
| 14:00 | 100.0 | 57.4                | 27.5 | 5.5    | 3.3  | 20.5 | 0.3       | 0.2   | 5.1      | 62.5       | 32.6  | 4.9     | 3.1 | 0.3 | 1.3        |
| 14:15 | 100.0 | 55.0                | 23.8 | 5.9    | 3.4  | 21.6 | 0.3       | 0.1   | 5.4      | 60.4       | 34.3  | 5.3     | 3.3 | 0.3 | 1.4        |
| 14:30 | 100.0 | 54.4                | 23.1 | 6.0    | 3.3  | 21.6 | 0.3       | 0.1   | 5.6      | 60.1       | 34.8  | 5.2     | 3.3 | 0.3 | 1.4        |
| 14:45 | 100.0 | 53.8                | 22.6 | 6.2    | 3.3  | 21.4 | 0.3       | 0.1   | 5.6      | 59.5       | 34.9  | 5.6     | 3.6 | 0.3 | 1.5        |

# Ergebnisse Radiopanel 2012 / Deutsche Schweiz

VIERTELSTUNDEN-MARKTANTEILE in % (Mo-So)

Universum: 4'742'900 Personen (15+) Stichprobe: 30'210 Personen / 208'620 Messtage

|                       | Radio | SRG SSR idée suisse |      |        |      |      |           |       |          |       | Private CH | Ausland |     |     |            |
|-----------------------|-------|---------------------|------|--------|------|------|-----------|-------|----------|-------|------------|---------|-----|-----|------------|
|                       | Total | SR DRS              | DRS1 | DRS MW | DRS2 | DRS3 | DRS4 News | virus | and. SRG | Total | Total      | Total   | ARD | ORF | Private dt |
| 15:00                 | 100.0 | 54.2                | 22.7 | 6.4    | 3.2  | 21.4 | 0.3       | 0.2   | 5.6      | 59.8  | 34.6       | 5.6     | 3.5 | 0.3 | 1.5        |
| 15:15                 | 100.0 | 54.0                | 22.5 | 6.5    | 3.1  | 21.5 | 0.3       | 0.1   | 5.8      | 59.8  | 34.9       | 5.4     | 3.4 | 0.2 | 1.4        |
| 15:30                 | 100.0 | 54.8                | 23.2 | 6.8    | 2.9  | 21.5 | 0.3       | 0.1   | 5.8      | 60.6  | 34.1       | 5.3     | 3.3 | 0.3 | 1.4        |
| 15:45                 | 100.0 | 54.7                | 22.9 | 7.2    | 2.8  | 21.5 | 0.3       | 0.1   | 6.0      | 60.7  | 34.0       | 5.3     | 3.3 | 0.3 | 1.4        |
| 16:00                 | 100.0 | 55.3                | 23.5 | 7.2    | 2.8  | 21.4 | 0.2       | 0.2   | 5.7      | 61.0  | 34.4       | 4.6     | 2.7 | 0.4 | 1.4        |
| 16:15                 | 100.0 | 55.4                | 22.8 | 7.5    | 2.8  | 21.9 | 0.2       | 0.1   | 5.9      | 61.3  | 34.4       | 4.4     | 2.4 | 0.3 | 1.4        |
| 16:30                 | 100.0 | 55.3                | 22.5 | 7.6    | 2.7  | 22.2 | 0.2       | 0.1   | 5.7      | 61.0  | 34.5       | 4.5     | 2.6 | 0.3 | 1.4        |
| 16:45                 | 100.0 | 56.8                | 24.5 | 7.7    | 2.6  | 21.7 | 0.2       | 0.1   | 5.6      | 62.4  | 33.2       | 4.4     | 2.6 | 0.3 | 1.4        |
| 17:00                 | 100.0 | 58.1                | 26.7 | 6.7    | 2.7  | 20.5 | 0.8       | 0.7   | 5.0      | 63.1  | 32.5       | 4.4     | 2.7 | 0.2 | 1.2        |
| 17:15                 | 100.0 | 57.5                | 27.3 | 7.3    | 2.8  | 19.7 | 0.3       | 0.2   | 5.2      | 62.7  | 32.6       | 4.7     | 3.1 | 0.3 | 1.2        |
| 17:30                 | 100.0 | 59.4                | 31.5 | 6.8    | 2.5  | 18.4 | 0.2       | 0.1   | 4.9      | 64.3  | 31.4       | 4.3     | 2.7 | 0.2 | 1.2        |
| 17:45                 | 100.0 | 60.2                | 33.2 | 6.3    | 2.7  | 17.7 | 0.3       | 0.1   | 5.0      | 65.2  | 30.3       | 4.5     | 2.9 | 0.2 | 1.3        |
| 18:00                 | 100.0 | 61.9                | 37.2 | 5.2    | 2.6  | 15.7 | 1.1       | 0.2   | 4.9      | 66.8  | 29.1       | 4.1     | 2.6 | 0.2 | 1.1        |
| 18:15                 | 100.0 | 61.5                | 36.3 | 5.3    | 2.7  | 15.5 | 1.5       | 0.2   | 5.4      | 66.8  | 29.0       | 4.3     | 2.7 | 0.2 | 1.1        |
| 18:30                 | 100.0 | 59.6                | 33.5 | 5.5    | 3.3  | 15.9 | 1.2       | 0.1   | 6.0      | 65.6  | 29.7       | 4.7     | 3.0 | 0.2 | 1.3        |
| 18:45                 | 100.0 | 57.0                | 29.8 | 5.5    | 4.9  | 16.3 | 0.5       | 0.1   | 6.6      | 63.6  | 31.2       | 5.2     | 3.3 | 0.2 | 1.4        |
| 19:00                 | 100.0 | 54.1                | 21.7 | 5.1    | 8.1  | 17.0 | 2.0       | 0.2   | 6.8      | 60.9  | 33.3       | 5.9     | 3.7 | 0.2 | 1.6        |
| 19:15                 | 100.0 | 52.4                | 18.0 | 4.6    | 9.3  | 17.7 | 2.6       | 0.2   | 7.2      | 59.6  | 34.3       | 6.2     | 3.8 | 0.3 | 1.7        |
| 19:30                 | 100.0 | 50.3                | 17.4 | 3.8    | 8.6  | 18.8 | 1.6       | 0.2   | 6.8      | 57.1  | 36.2       | 6.7     | 4.2 | 0.3 | 1.8        |
| 19:45                 | 100.0 | 47.4                | 17.8 | 3.2    | 6.6  | 19.0 | 0.7       | 0.2   | 7.3      | 54.7  | 38.5       | 6.8     | 4.1 | 0.3 | 2.0        |
| 20:00                 | 100.0 | 49.3                | 21.7 | 3.6    | 5.1  | 18.0 | 0.7       | 0.2   | 7.4      | 56.7  | 37.0       | 6.3     | 3.6 | 0.4 | 1.8        |
| 20:15                 | 100.0 | 49.2                | 22.3 | 4.6    | 5.2  | 16.4 | 0.6       | 0.1   | 8.1      | 57.3  | 36.3       | 6.4     | 3.7 | 0.4 | 1.8        |
| 20:30                 | 100.0 | 49.5                | 23.4 | 5.1    | 5.2  | 15.2 | 0.5       | 0.1   | 8.6      | 58.1  | 35.2       | 6.7     | 4.1 | 0.4 | 1.7        |
| 20:45                 | 100.0 | 49.9                | 24.1 | 5.4    | 5.1  | 14.7 | 0.5       | 0.2   | 8.5      | 58.5  | 34.5       | 7.0     | 4.4 | 0.4 | 1.7        |
| 21:00                 | 100.0 | 51.1                | 25.5 | 5.6    | 5.1  | 14.2 | 0.6       | 0.1   | 8.7      | 59.7  | 33.4       | 6.9     | 4.0 | 0.5 | 1.8        |
| 21:15                 | 100.0 | 50.9                | 26.8 | 5.5    | 5.1  | 12.8 | 0.6       | 0.2   | 9.0      | 59.9  | 33.1       | 7.1     | 4.1 | 0.5 | 2.0        |
| 21:30                 | 100.0 | 51.2                | 27.6 | 5.8    | 4.8  | 12.4 | 0.5       | 0.2   | 9.3      | 60.5  | 32.6       | 6.9     | 4.0 | 0.6 | 1.9        |
| 21:45                 | 100.0 | 54.3                | 31.0 | 6.0    | 4.7  | 11.9 | 0.5       | 0.2   | 8.3      | 62.6  | 30.9       | 6.4     | 3.7 | 0.5 | 1.8        |
| 22:00                 | 100.0 | 59.1                | 35.8 | 5.6    | 4.5  | 12.4 | 0.8       | 0.1   | 7.2      | 66.3  | 28.3       | 5.4     | 3.3 | 0.4 | 1.4        |
| 22:15                 | 100.0 | 56.3                | 32.5 | 6.4    | 4.5  | 12.0 | 0.8       | 0.1   | 7.9      | 64.2  | 30.2       | 5.7     | 3.2 | 0.4 | 1.6        |
| 22:30                 | 100.0 | 57.3                | 33.8 | 6.9    | 4.2  | 11.5 | 0.8       | 0.1   | 8.5      | 65.8  | 29.0       | 5.2     | 3.1 | 0.3 | 1.4        |
| 22:45                 | 100.0 | 58.5                | 36.5 | 6.5    | 4.3  | 10.3 | 0.8       | 0.2   | 8.3      | 66.8  | 28.1       | 5.1     | 3.2 | 0.3 | 1.2        |
| 23:00                 | 100.0 | 60.0                | 38.8 | 6.0    | 4.1  | 10.2 | 0.8       | 0.1   | 8.2      | 68.2  | 26.7       | 5.1     | 3.2 | 0.3 | 1.2        |
| 23:15                 | 100.0 | 58.7                | 37.3 | 6.2    | 4.3  | 10.0 | 0.8       | 0.1   | 8.8      | 67.5  | 26.6       | 5.9     | 3.8 | 0.3 | 1.5        |
| 23:30                 | 100.0 | 59.9                | 39.3 | 6.0    | 4.3  | 9.3  | 0.9       | 0.1   | 8.5      | 68.3  | 26.0       | 5.7     | 3.7 | 0.3 | 1.3        |
| 23:45                 | 100.0 | 61.3                | 41.1 | 5.8    | 4.4  | 8.8  | 1.1       | 0.1   | 7.9      | 69.2  | 25.2       | 5.6     | 3.6 | 0.3 | 1.3        |
| Tages-<br>marktanteil | 100.0 | 60.3                | 32.7 | 5.3    | 3.7  | 17.8 | 0.7       | 0.2   | 5.0      | 65.4  | 30.2       | 4.4     | 2.7 | 0.2 | 1.2        |

# Ergebnisse Radiopanel 2012 / Deutschschweiz

TAGESREICHWEITEN in % (Mo-So)

Universum: 4'742'900 Personen (15+) Stichprobe: 30'210 Personen / 208'620 Messtage

|                              | 2001 | 2002 | 2003 | 2004 <sup>1</sup> | 2005 | 2006 | 2007 | 2008 |  | 2009 | 2010 | 2011 | 2012 |
|------------------------------|------|------|------|-------------------|------|------|------|------|--|------|------|------|------|
| Total Radio                  | 91.5 | 90.8 | 91.0 | 91.9              | 91.5 | 90.8 | 91.0 | 90.4 |  | 89.8 | 89.2 | 88.9 | 88.2 |
| SRG SSR idée suisse          | 67.1 | 67.6 | 69.2 | 69.2              | 68.9 | 67.7 | 68.3 | 69.1 |  | 68.8 | 68.8 | 68.3 | 67.0 |
| SR DRS                       | 62.8 | 62.8 | 64.4 | 64.0              | 63.6 | 62.5 | 63.3 | 64.0 |  | 64.0 | 63.4 | 62.1 | 60.7 |
| DRS1                         | 46.1 | 45.9 | 46.7 | 44.9              | 44.6 | 42.8 | 42.4 | 41.2 |  | 41.3 | 39.3 | 38.1 | 36.4 |
| DRS Musikwelle <sup>2</sup>  | 9.5  | 6.8  | 6.4  | 7.1               | 7.3  | 6.7  | 7.3  | 7.8  |  | 6.3  | 6.8  | 6.6  | 6.9  |
| DRS2 <sup>2</sup>            | 14.3 | 9.1  | 9.9  | 9.4               | 9.9  | 8.9  | 8.8  | 8.2  |  | 8.8  | 8.4  | 8.1  | 7.7  |
| DRS3                         | 21.2 | 20.9 | 22.7 | 23.7              | 23.5 | 23.3 | 24.6 | 25.6 |  | 28.6 | 29.0 | 28.9 | 28.7 |
| DRS4 News virus              | 0.7  | 0.7  | 0.8  | 0.7               | 0.6  | 1.0  | 1.5  | 1.3  |  | 6.5  | 6.1  | 8.6  | 7.3  |
| virus                        |      |      |      |                   |      |      |      |      |  | 6.1  | 8.6  | 7.3  | 6.4  |
| virus                        |      |      |      |                   |      |      |      |      |  | 1.7  | 1.8  | 1.8  | 2.0  |
| RSR La Première              | 1.7  | 1.7  | 1.7  | 1.7               | 2.2  | 1.8  | 1.7  | 1.9  |  | 2.4  | 2.7  | 2.6  | 2.5  |
| RSI Rete Uno                 | 2.0  | 2.6  | 2.8  | 3.1               | 3.0  | 2.6  | 2.6  | 2.1  |  | 1.7  | 2.0  | 2.6  | 2.5  |
| Swiss Satellite Radios       | 6.0  | 4.7  | 4.9  | 5.1               | 5.3  | 5.0  | 5.1  | 5.4  |  | 7.0  | 7.3  | 7.8  | 7.7  |
| andere SRG                   | 11.8 | 8.6  | 8.7  | 8.8               | 8.1  | 7.9  | 8.8  | 8.2  |  | 6.2  | 7.5  | 8.6  | 8.4  |
| Total ausländische Stationen | 45.1 | 41.6 | 40.6 | 41.3              | 40.6 | 39.0 | 38.0 | 31.9 |  | 24.1 | 22.5 | 21.2 | 21.8 |
| ARD-Sender                   | 17.2 | 16.7 | 16.2 | 16.5              | 15.8 | 13.8 | 13.5 | 12.6 |  | 10.5 | 9.7  | 9.0  | 9.0  |
| SWR1                         | 2.0  | 1.9  | 1.9  | 1.8               | 1.8  | 1.3  | 1.2  | 1.4  |  | 1.4  | 1.2  | 1.1  | 1.1  |
| SWR2                         | 3.8  | 3.8  | 3.7  | 3.8               | 3.8  | 3.1  | 3.2  | 2.7  |  | 2.4  | 2.3  | 2.1  | 2.1  |
| SWR3                         | 3.8  | 3.4  | 3.2  | 3.1               | 3.0  | 2.7  | 2.7  | 2.2  |  | 2.1  | 1.9  | 1.9  | 1.8  |
| SWR4                         | 3.7  | 3.4  | 3.2  | 3.3               | 3.1  | 2.4  | 2.2  | 2.9  |  | 2.7  | 2.5  | 2.2  | 2.3  |
| Bayern 1                     | 1.2  | 1.3  | 1.3  | 1.4               | 1.4  | 1.3  | 1.2  | 1.1  |  | 0.6  | 0.6  | 0.4  | 0.4  |
| Bayern 4 Klassik             | 1.3  | 1.4  | 1.4  | 1.3               | 1.2  | 1.0  | 1.0  | 1.0  |  | 0.8  | 0.7  | 0.7  | 0.7  |
| Deutschlandfunk              | 3.8  | 3.8  | 3.4  | 3.7               | 3.6  | 3.2  | 3.3  | 2.6  |  | 1.8  | 1.7  | 1.5  | 1.6  |
| ORF-Sender                   | 5.8  | 5.4  | 5.8  | 5.8               | 4.7  | 5.0  | 4.2  | 3.9  |  | 3.2  | 2.9  | 2.7  | 2.8  |
| Ö1                           | 2.5  | 2.5  | 2.5  | 2.8               | 2.6  | 2.9  | 1.9  | 2.1  |  | 1.7  | 1.6  | 1.4  | 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  | 0.5  | 0.6  |
| Ö3                           | 1.8  | 1.5  | 1.5  | 1.5               | 1.3  | 1.2  | 1.2  | 0.9  |  | 0.8  | 0.7  | 0.7  | 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  | 3.8  | 4.1  |
| Regenbogen (D)               | 2.0  | 1.8  | 1.4  | 1.3               | 1.2  | 1.1  | 1.0  | 0.9  |  | 0.8  | 0.7  | 0.6  | 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  | 0.9  | 0.8  |
| Radio L (FL)                 | 0.8  | 0.9  | 0.9  | 0.9               | 0.8  | 0.8  | 0.9  | 0.7  |  | 0.5  | 0.5  | 0.4  | 0.4  |

<sup>1</sup> 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.

<sup>2</sup> 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 2012 / Deutschschweiz

TAGESREICHWEITEN in % (Mo-So)

Universum: 4'742'900 Personen (15+) Stichprobe: 30'210 Personen / 208'620 Messtage

|  | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 |
|--|------|------|------|------|------|------|------|------|------|------|------|------|
| Total Radio                                    | 91.5 | 90.8 | 91.0 | 91.9 | 91.5 | 90.8 | 91.0 | 90.4 | 89.8 | 89.2 | 88.9 | 88.2 |
| Total Privatradios CH                          | 57.6 | 53.8 | 52.4 | 53.9 | 53.9 | 53.3 | 54.0 | 51.1 | 51.4 | 51.3 | 51.9 | 51.6 |
| Radio 105                                      | 1.5  | 1.4  | 1.2  | 1.2  | 0.8  | 0.6  | 0.6  | 0.6  | 1.0  | 1.3  | 1.8  | 2.5  |
| Eviva  | 2.2  | 2.1  | 1.9  | 1.8  | 1.8  | 1.8  | 1.9  | 1.8  | 1.9  | 2.0  | 2.1  | 2.3  |
| Radio 24                                       | 6.6  | 6.0  | 5.9  | 6.1  | 6.2  | 6.0  | 5.9  | 5.6  | 6.2  | 6.3  | 6.2  | 6.2  |
| Energy Zürich (bis 14.8.2003 Hitradio Z)       | 5.8  | 5.0  | 4.3  | 4.8  | 4.8  | 4.5  | 4.6  | 4.4  | 5.9  | 5.4  | 5.6  | 5.8  |
| Radio 1 (ab 17.03.2008)                        |      |      |      |      |      |      |      | 1.9  | 1.8  | 2.4  | 2.6  | 2.6  |
| Argovia  | 4.2  | 4.0  | 3.6  | 4.4  | 4.4  | 4.1  | 4.5  | 4.1  | 4.7  | 4.6  | 4.6  | 4.9  |
| Pilatus  | 3.4  | 3.3  | 3.4  | 3.9  | 4.0  | 3.8  | 4.0  | 3.7  | 3.9  | 3.9  | 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  | 2.4  | 2.6  |
| Central  | 2.6  | 2.7  | 3.0  | 3.2  | 3.5  | 3.4  | 3.6  | 3.5  | 4.0  | 4.3  | 4.0  | 4.3  |
| FM1 (ab 07.05.2008)                            |      |      |      |      |      |      |      | 3.6  | 3.9  | 4.4  | 4.6  | 4.6  |
| Energy Basel (ab 13.1.2012, davor Radio Basel) |      |      |      |      |      |      |      |      |      | 1.6  | 1.5  | 1.9  |
| Basilisk                                       | 3.0  | 3.1  | 3.0  | 2.8  | 2.7  | 2.6  | 2.5  | 2.4  | 2.5  | 2.6  | 2.6  | 2.4  |
| BeO  | 1.8  | 1.8  | 1.7  | 2.0  | 1.6  | 1.5  | 1.5  | 1.6  | 1.6  | 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  | 1.4  | 1.5  |
| Canal3 (netto)                                 | 2.0  | 1.6  | 1.5  | 1.5  | 1.5  | 1.5  | 1.4  | 0.9  | 1.0  | 1.1  | 1.1  | 1.0  |
| Freiburg (netto)                               | 1.3  | 1.4  | 1.3  | 1.4  | 1.3  | 1.1  | 1.3  | 1.3  | 1.0  | 1.1  | 1.1  | 1.0  |
| Zürisee  | 3.8  | 3.7  | 3.5  | 4.0  | 4.3  | 4.2  | 4.3  | 4.1  | 4.6  | 4.7  | 4.4  | 4.5  |
| Radio 32                                       | 3.4  | 3.1  | 3.2  | 3.2  | 3.3  | 3.2  | 3.2  | 3.1  | 3.4  | 3.3  | 3.2  | 3.0  |
| 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  | 0.9  | 0.8  |
| Capital FM (bis 31.12.2005 ExtraBern)          | 1.9  | 2.0  | 2.1  | 1.9  | 1.7  | 1.7  | 1.9  | 1.8  | 2.1  | 2.0  | 1.7  | 1.8  |
| 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  | 2.0  | 2.2  |
| Rottu  | 1.7  | 1.6  | 1.6  | 1.3  | 1.2  | 1.1  | 1.2  | 1.0  | 1.0  | 0.9  | 0.8  | 0.7  |
| Top <sup>2</sup>                               | 4.6  | 4.3  | 4.1  | 4.5  | 4.9  | 4.5  | 4.4  | 4.1  | 4.0  | 3.4  | 3.4  | 3.3  |
| Munot <sup>3</sup>                             | -    | -    | 1.5  | 1.3  | 1.4  | 1.4  | 1.5  | 1.0  | 0.9  | 0.7  | 0.6  | 0.6  |
| Stadtfilter (ab Start UKW am 07.03.2009)       |      |      |      |      |      |      |      |      | 0.8  | 0.9  | 0.8  | 0.8  |
| andere Privatradios dt                         | 5.8  | 7.1  | 7.3  | 8.1  | 7.7  | 8.4  | 8.5  | 7.0  | 5.2  | 6.7  | 7.7  | 7.9  |

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

<sup>2</sup> 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.

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

# Ergebnisse Radiopanel 2012 / Deutschschweiz

NUTZUNG in Minuten (Mo-So)

Universum: 4'742'900 Personen (15+) Stichprobe: 30'210 Personen / 208'620 Messtage

|                              | 2001  | 2002  | 2003  | 2004 <sup>1</sup> | 2005  | 2006  | 2007  | 2008  |  | 2009  | 2010  | 2011  | 2012  |
|------------------------------|-------|-------|-------|-------------------|-------|-------|-------|-------|--|-------|-------|-------|-------|
| Total Radio                  | 114.9 | 110.9 | 111.0 | 106.2             | 105.7 | 101.6 | 104.6 | 109.0 |  | 119.3 | 116.6 | 113.4 | 110.2 |
| SRG SSR idée suisse          | 72.2  | 70.7  | 73.4  | 69.5              | 70.7  | 68.7  | 71.6  | 74.3  |  | 78.9  | 77.3  | 74.7  | 72.1  |
| SR DRS                       | 68.2  | 66.6  | 69.2  | 65.4              | 66.4  | 64.9  | 67.6  | 70.0  |  | 73.5  | 71.9  | 69.0  | 66.5  |
| DRS1                         | 46.7  | 46.2  | 47.2  | 42.7              | 44.0  | 42.0  | 41.9  | 41.8  |  | 43.4  | 40.2  | 38.5  | 36.0  |
| DRS Musikwelle <sup>2</sup>  | 3.7   | 3.5   | 3.2   | 3.7               | 3.8   | 4.2   | 4.8   | 5.5   |  | 4.5   | 5.4   | 5.4   | 5.9   |
| DRS2 <sup>2</sup>            | 5.3   | 4.7   | 5.1   | 5.0               | 5.2   | 5.0   | 5.0   | 4.9   |  | 5.0   | 4.5   | 4.2   | 4.1   |
| DRS3                         | 12.5  | 12.1  | 13.5  | 13.9              | 13.3  | 13.6  | 15.5  | 17.1  |  | 20.0  | 20.8  | 20.1  | 19.6  |
| DRS4 News virus              | 0.1   | 0.1   | 0.2   | 0.1               | 0.1   | 0.2   | 0.2   | 0.2   |  | 0.5   | 0.8   | 0.7   | 0.8   |
| virus                        | 0.1   | 0.1   | 0.2   | 0.1               | 0.1   | 0.2   | 0.2   | 0.2   |  | 0.2   | 0.1   | 0.1   | 0.2   |
| RSR La Première              | 0.5   | 0.4   | 0.6   | 0.4               | 0.5   | 0.4   | 0.4   | 0.4   |  | 0.8   | 0.8   | 0.8   | 0.7   |
| RSI Rete Uno                 | 0.4   | 0.4   | 0.4   | 0.4               | 0.4   | 0.4   | 0.5   | 0.4   |  | 0.3   | 0.3   | 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   | 3.8   | 3.8   |
| andere SRG                   | 1.6   | 1.4   | 1.3   | 1.1               | 1.0   | 0.9   | 1.3   | 0.9   |  | 0.8   | 0.8   | 0.8   | 0.7   |
| Total ausländische Stationen | 10.9  | 10.1  | 9.1   | 8.6               | 7.9   | 6.7   | 6.3   | 6.5   |  | 6.0   | 5.5   | 5.2   | 4.9   |
| ARD-Sender                   | 4.9   | 4.7   | 4.6   | 4.5               | 4.4   | 3.3   | 3.2   | 3.7   |  | 3.8   | 3.5   | 3.5   | 3.0   |
| SWR1                         | 0.6   | 0.5   | 0.7   | 1.0               | 0.5   | 0.3   | 0.2   | 0.4   |  | 0.4   | 0.4   | 0.4   | 0.3   |
| SWR2                         | 0.4   | 0.4   | 0.4   | 0.0               | 0.5   | 0.2   | 0.3   | 0.3   |  | 0.3   | 0.2   | 0.2   | 0.2   |
| SWR3                         | 1.6   | 1.4   | 1.4   | 1.3               | 1.3   | 1.1   | 1.1   | 0.8   |  | 1.0   | 0.9   | 1.0   | 0.8   |
| SWR4                         | 1.5   | 1.4   | 1.3   | 0.6               | 1.2   | 0.9   | 0.8   | 1.4   |  | 1.5   | 1.5   | 1.4   | 1.2   |
| Bayern 1                     | 0.2   | 0.3   | 0.3   | 0.2               | 0.2   | 0.2   | 0.2   | 0.2   |  | 0.2   | 0.2   | 0.1   | 0.1   |
| Bayern 4 Klassik             | 0.2   | 0.2   | 0.2   | 0.2               | 0.2   | 0.2   | 0.2   | 0.2   |  | 0.2   | 0.1   | 0.2   | 0.2   |
| Deutschlandfunk              | 0.4   | 0.4   | 0.4   | 0.4               | 0.5   | 0.5   | 0.4   | 0.4   |  | 0.3   | 0.3   | 0.2   | 0.2   |
| ORF-Sender                   | 1.3   | 1.2   | 1.0   | 0.9               | 0.5   | 0.5   | 0.4   | 0.4   |  | 0.3   | 0.3   | 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   | 0.0   | 0.0   |
| Ö2 (Radio Vorarlberg)        | 0.4   | 0.4   | 0.4   | 0.3               | 0.1   | 0.1   | 0.1   | 0.1   |  | 0.1   | 0.1   | 0.0   | 0.1   |
| Ö3                           | 0.7   | 0.6   | 0.5   | 0.2               | 0.3   | 0.2   | 0.2   | 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   | 1.3   | 1.3   |
| Regenbogen (D)               | 0.7   | 0.6   | 0.4   | 0.4               | 0.3   | 0.3   | 0.2   | 0.2   |  | 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   | 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   | 0.1   | 0.1   |

<sup>1</sup> 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.

<sup>2</sup> 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 2012 / Deutschschweiz

NUTZUNG in Minuten (Mo-So)

Universum: 4'742'900 Personen (15+) Stichprobe: 30'210 Personen / 208'620 Messtage

|  | 2001  | 2002  | 2003  | 2004  | 2005  | 2006  | 2007  | 2008  | 2009  | 2010  | 2011  | 2012  |
|--|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| Total Radio                              | 114.9 | 110.9 | 111.0 | 106.2 | 105.7 | 101.6 | 104.6 | 109.0 | 119.3 | 116.6 | 113.4 | 110.2 |
| Total Privatradios CH                    | 31.8  | 30.2  | 28.5  | 28.1  | 27.1  | 26.2  | 26.8  | 28.3  | 34.4  | 33.8  | 33.4  | 33.3  |
| Radio 105                                | 0.6   | 0.5   | 0.5   | 0.4   | 0.2   | 0.1   | 0.1   | 0.1   | 0.3   | 0.4   | 0.6   | 1.0   |
| Eviva                                    | 1.0   | 1.2   | 1.0   | 1.1   | 1.0   | 1.0   | 1.1   | 1.2   | 1.2   | 1.1   | 1.2   | 1.4   |
| Radio 24                                 | 3.4   | 3.4   | 3.4   | 3.1   | 3.0   | 2.9   | 2.8   | 2.7   | 3.4   | 3.7   | 3.7   | 3.3   |
| 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   | 2.4   | 2.5   |
| Radio 1 (ab 17.03.2008)                  |       |       |       |       |       |       |       | 1.0   | 1.0   | 1.2   | 1.4   | 1.4   |
| Argovia                                  | 2.4   | 2.2   | 1.9   | 2.4   | 2.3   | 1.9   | 2.2   | 2.1   | 2.8   | 2.8   | 2.7   | 2.6   |
| Pilatus                                  | 2.0   | 1.9   | 1.9   | 1.9   | 1.9   | 1.9   | 2.1   | 1.8   | 2.1   | 2.1   | 2.1   | 2.2   |
| Sunshine                                 | 1.2   | 1.3   | 1.3   | 1.3   | 1.1   | 1.0   | 0.9   | 1.1   | 1.4   | 1.3   | 1.2   | 1.1   |
| Central                                  | 1.3   | 1.3   | 1.0   | 1.2   | 1.2   | 1.4   | 1.4   | 1.4   | 1.8   | 1.9   | 1.9   | 2.0   |
| FM1 (ab 07.05.2008)                      |       |       |       |       |       |       |       | 1.7   | 1.9   | 2.1   | 2.2   | 2.1   |
| Radio Basel (ab 24.10.2009)              |       |       |       |       |       |       |       |       |       | 0.5   | 0.6   | 0.7   |
| Basilisk                                 | 1.6   | 1.6   | 1.6   | 1.3   | 1.2   | 1.1   | 1.1   | 1.1   | 1.4   | 1.5   | 1.4   | 1.3   |
| BeO                                      | 1.0   | 1.0   | 0.9   | 0.8   | 0.7   | 0.7   | 0.8   | 0.9   | 1.2   | 1.1   | 1.1   | 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   | 0.7   | 0.6   |
| Canal3 (netto)                           | 0.5   | 0.4   | 0.4   | 0.3   | 0.3   | 0.3   | 0.3   | 0.3   | 0.4   | 0.4   | 0.4   | 0.3   |
| Freiburg (netto)                         | 0.2   | 0.2   | 0.2   | 0.1   | 0.1   | 0.1   | 0.2   | 0.2   | 0.3   | 0.4   | 0.3   | 0.3   |
| Zürisee                                  | 1.8   | 1.7   | 1.6   | 1.9   | 2.0   | 1.9   | 1.9   | 2.0   | 2.3   | 2.4   | 2.1   | 2.2   |
| Radio 32                                 | 2.1   | 1.8   | 1.8   | 1.8   | 1.7   | 1.7   | 1.7   | 1.8   | 2.2   | 2.0   | 1.8   | 1.8   |
| 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   | 0.4   | 0.2   |
| 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   | 0.8   | 1.0   |
| 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   | 0.9   | 0.8   |
| Rottu                                    | 0.9   | 0.8   | 0.7   | 0.5   | 0.4   | 0.4   | 0.4   | 0.4   | 0.4   | 0.4   | 0.4   | 0.3   |
| Top <sup>2</sup>                         | 1.8   | 1.7   | 1.5   | 1.5   | 1.6   | 1.8   | 1.7   | 1.8   | 1.7   | 1.5   | 1.6   | 1.2   |
| Munot <sup>3</sup>                       | -     | -     | 0.0   | 0.2   | 0.2   | 0.2   | 0.2   | 0.2   | 0.3   | 0.2   | 0.2   | 0.2   |
| Stadtfilter (ab Start UKW am 07.03.2009) |       |       |       |       |       |       |       |       | 0.0   | 0.0   | 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   | 0.9   | 1.1   |

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

<sup>2</sup> 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.

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

# Ergebnisse Radiopanel 2012 / Deutschschweiz

MARKTANTEILE in % (Mo-So)

Universum: 4'742'900 Personen (15+) Stichprobe: 30'210 Personen / 208'620 Messtage

|                              | 2001  | 2002  | 2003  | 2004 <sup>1</sup> | 2005  | 2006  | 2007  | 2008  |  | 2009  | 2010  | 2011  | 2012  |
|------------------------------|-------|-------|-------|-------------------|-------|-------|-------|-------|--|-------|-------|-------|-------|
| Total Radio                  | 100.0 | 100.0 | 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  | 65.9  | 65.4  |
| SR DRS                       | 59.2  | 59.9  | 62.2  | 61.6              | 62.8  | 63.9  | 64.5  | 64.2  |  | 61.6  | 61.7  | 60.9  | 60.3  |
| DRS1                         | 40.5  | 41.5  | 42.5  | 40.1              | 41.6  | 41.3  | 40.0  | 38.4  |  | 36.4  | 34.5  | 34.0  | 32.7  |
| DRS Musikwelle <sup>2</sup>  | 3.2   | 3.2   | 2.9   | 3.5               | 3.6   | 4.1   | 4.6   | 5.1   |  | 3.8   | 4.7   | 4.8   | 5.3   |
| DRS2 <sup>2</sup>            | 4.6   | 4.3   | 4.6   | 4.8               | 5.0   | 5.0   | 4.9   | 4.5   |  | 4.2   | 3.8   | 3.7   | 3.7   |
| DRS3                         | 10.8  | 10.9  | 12.1  | 13.0              | 12.5  | 13.3  | 14.8  | 15.6  |  | 16.7  | 17.9  | 17.7  | 17.8  |
| DRS4 News virus              | 0.1   | 0.1   | 0.2   | 0.1               | 0.1   | 0.2   | 0.2   | 0.1   |  | 0.5   | 0.7   | 0.7   | 0.7   |
| virus                        | 0.1   | 0.1   | 0.2   | 0.1               | 0.1   | 0.2   | 0.2   | 0.1   |  | 0.1   | 0.1   | 0.1   | 0.2   |
| RSR La Première              | 0.4   | 0.4   | 0.5   | 0.4               | 0.4   | 0.4   | 0.4   | 0.4   |  | 0.7   | 0.7   | 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   | 0.3   | 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   | 3.3   | 3.4   |
| andere SRG                   | 1.4   | 1.3   | 1.2   | 1.0               | 1.0   | 0.9   | 1.2   | 0.8   |  | 0.7   | 0.7   | 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   | 4.6   | 4.4   |
| ARD-Sender                   | 4.3   | 4.3   | 4.2   | 4.2               | 4.2   | 3.3   | 3.1   | 3.4   |  | 3.2   | 3.0   | 3.1   | 2.7   |
| SWR1                         | 0.5   | 0.5   | 0.6   | 0.5               | 0.5   | 0.3   | 0.2   | 0.4   |  | 0.3   | 0.3   | 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   | 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   | 0.9   | 0.7   |
| SWR4                         | 1.3   | 1.3   | 1.2   | 1.2               | 1.2   | 0.9   | 0.8   | 1.3   |  | 1.2   | 1.3   | 1.2   | 1.1   |
| Bayern 1                     | 0.2   | 0.2   | 0.2   | 0.2               | 0.2   | 0.2   | 0.2   | 0.2   |  | 0.2   | 0.1   | 0.1   | 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   | 0.1   | 0.2   |
| Deutschlandfunk              | 0.3   | 0.4   | 0.4   | 0.4               | 0.5   | 0.5   | 0.4   | 0.3   |  | 0.3   | 0.2   | 0.2   | 0.2   |
| ORF-Sender                   | 1.1   | 1.1   | 0.9   | 0.8               | 0.5   | 0.5   | 0.4   | 0.4   |  | 0.3   | 0.3   | 0.2   | 0.2   |
| Ö1                           | 0.2   | 0.2   | 0.2   | 0.2               | 0.2   | 0.2   | 0.1   | 0.1   |  | 0.1   | 0.0   | 0.0   | 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   | 0.0   | 0.1   |
| Ö3                           | 0.6   | 0.6   | 0.4   | 0.3               | 0.3   | 0.2   | 0.2   | 0.2   |  | 0.2   | 0.2   | 0.1   | 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   | 1.1   | 1.2   |
| Regenbogen (D)               | 0.6   | 0.6   | 0.4   | 0.3               | 0.3   | 0.3   | 0.2   | 0.2   |  | 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   | 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   | 0.1   | 0.1   |

<sup>1</sup> 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.

<sup>2</sup> 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 2012 / Deutschschweiz

MARKTANTEILE in % (Mo-So)

Universum: 4'742'900 Personen (15+) Stichprobe: 30'210 Personen / 208'620 Messtage

|  | 2001  | 2002  | 2003  | 2004  | 2005  | 2006  | 2007  | 2008  | 2009  | 2010  | 2011  | 2012  |
|--|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| Total Radio                              | 100.0 | 100.0 | 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  | 29.5  | 30.2  |
| Radio 105                                | 0.5   | 0.5   | 0.4   | 0.3   | 0.2   | 0.1   | 0.1   | 0.1   | 0.2   | 0.3   | 0.6   | 0.9   |
| Eviva                                    | 0.9   | 1.1   | 0.9   | 1.1   | 1.0   | 1.0   | 1.1   | 1.1   | 1.0   | 1.0   | 1.1   | 1.3   |
| Radio 24                                 | 2.9   | 3.0   | 3.0   | 2.9   | 2.8   | 2.8   | 2.6   | 2.5   | 2.9   | 3.1   | 3.3   | 3.0   |
| 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   | 2.1   | 2.3   |
| Radio 1 (ab 17.03.2008)                  |       |       |       |       |       |       |       | 0.9   | 0.8   | 1.1   | 1.2   | 1.2   |
| Argovia                                  | 2.1   | 2.0   | 1.7   | 2.2   | 2.2   | 1.9   | 2.0   | 1.9   | 2.4   | 2.4   | 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   | 1.9   | 2.0   |
| Sunshine                                 | 1.0   | 1.2   | 1.2   | 1.2   | 1.0   | 1.0   | 0.9   | 1.0   | 1.2   | 1.1   | 1.1   | 1.0   |
| Central                                  | 1.2   | 1.2   | 0.9   | 1.1   | 1.2   | 1.3   | 1.4   | 1.3   | 1.5   | 1.6   | 1.7   | 1.9   |
| FM1 (ab 07.05.2008)                      |       |       |       |       |       |       |       | 1.5   | 1.6   | 1.8   | 1.9   | 1.9   |
| Radio Basel (ab 24.10.2009)              |       |       |       |       |       |       |       |       |       | 0.4   | 0.5   | 0.6   |
| Basilisk                                 | 1.4   | 1.5   | 1.4   | 1.2   | 1.1   | 1.1   | 1.1   | 1.0   | 1.1   | 1.3   | 1.3   | 1.2   |
| BeO                                      | 0.9   | 0.9   | 0.8   | 0.8   | 0.6   | 0.7   | 0.7   | 0.8   | 1.0   | 1.0   | 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   | 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   | 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   | 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   | 1.9   | 2.0   |
| Radio 32                                 | 1.8   | 1.6   | 1.6   | 1.6   | 1.6   | 1.7   | 1.6   | 1.6   | 1.8   | 1.7   | 1.6   | 1.6   |
| 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   | 0.3   | 0.2   |
| 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   | 0.7   | 0.9   |
| 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   | 0.8   | 0.7   |
| Rottu                                    | 0.7   | 0.7   | 0.6   | 0.5   | 0.4   | 0.4   | 0.4   | 0.3   | 0.4   | 0.4   | 0.3   | 0.3   |
| Top <sup>2</sup>                         | 1.5   | 1.5   | 1.4   | 1.4   | 1.5   | 1.7   | 1.6   | 1.6   | 1.5   | 1.3   | 1.4   | 1.1   |
| Munot <sup>3</sup>                       | -     | -     | 0.3   | 0.2   | 0.2   | 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   | 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   | 0.8   | 1.0   |

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

<sup>2</sup> 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.

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

## Ergebnisse Radiopanel 2012 / Deutschschweiz

TAGESREICHWEITEN in % (Mo-So)

Universum: 4'742'900 Personen (15+) Stichprobe: 30'210 Personen / 208'620 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.

|   | 2005 | 2006 | 2007 | 2008 | Region                       |  | 2009 | 2010 | 2011 | 2012 | Region             |
|---|------|------|------|------|------------------------------|--|------|------|------|------|--------------------|
| <b>Privatradios CH</b>                          |      |      |      |      |                              |  |      |      |      |      |                    |
| Top Two   | 0.4  | 0.4  | 0.4  | 0.3  | Deutschschweiz               |  | 0.4  | 0.2  | 0.3  | 0.4  | Deutschschweiz     |
| Eviva   | 1.8  | 1.8  | 1.9  | 1.8  | Deutschschweiz               |  | 1.9  | 1.8  | 1.8  | 1.9  | Deutschschweiz     |
| Life Channel                                    | 0.2  | 0.8  | 0.9  | 0.6  | Deutschschweiz               |  | 0.5  | 0.5  | 0.5  | 1.0  | Deutschschweiz     |
| SwissMountainHolidayRadio                       |      |      |      |      |                              |  |      |      | 0.3  | 0.3  | Deutschschweiz     |
| Radio 24  | 17.5 | 17.1 | 16.7 | 15.7 | Grossraum Zürich             |  | 18.1 | 18.5 | 18.0 | 17.3 | Zürich-Glarus      |
| Energy Zürich (bis 14.8.2003 Hitradio Z)        | 12.8 | 12.3 | 12.3 | 11.8 | Grossraum Zürich             |  | 16.4 | 14.6 | 14.4 | 14.4 | Zürich-Glarus      |
| Radio 1 (ab 17.03.2008)                         |      |      |      | 5.6  | Grossraum Zürich             |  | 5.4  | 6.9  | 7.7  | 7.4  | Zürich-Glarus      |
| Zürisee   | 26.3 | 25.5 | 24.4 | 24.6 | Zürichsee-Glarus             |  | 14.4 | 14.8 | 13.6 | 13.7 | Zürich-Glarus      |
| Radio 105 (ab 09.09.2009)                       | 0.8  | 0.6  | 0.6  | 0.6  | Deutschschweiz               |  | 2.9  | 4.1  | 6.4  | 7.3  | Zürich Stadt       |
| LoRa  | 1.7  | 1.7  | 1.4  | 1.0  | Grossraum Zürich             |  | 1.0  | 1.3  | 1.3  | 1.4  | Zürich             |
| Stadtfilter (ab Start UKW am 07.03.2009)        |      |      |      |      |                              |  | 2.3  | 1.7  | 1.7  | 1.4  | Winterthur         |
| Argovia   | 29.1 | 26.7 | 29.0 | 27.6 | Aargau                       |  | 29.9 | 28.3 | 28.5 | 27.9 | Aargau             |
| Kanal K   | 1.6  | 1.7  | 1.4  | 1.7  | Aargau                       |  | 2.3  | 2.0  | 1.6  | 1.2  | Aargau Mitte       |
| Pilatus   | 28.0 | 27.8 | 28.5 | 27.7 | Luzern                       |  | 29.4 | 29.3 | 28.7 | 29.1 | Innerschweiz West  |
| 3fach   | 1.2  | 1.1  | 1.3  | 1.2  | Luzern                       |  | 1.7  | 1.9  | 1.7  | 1.5  | Luzern             |
| Sunshine  | 13.8 | 13.0 | 11.9 | 12.9 | Zug                          |  | 16.7 | 15.2 | 14.1 | 13.4 | Innerschweiz Nord  |
| Central   | 15.4 | 14.9 | 14.7 | 15.5 | Uri-Schwyz-Glarus            |  | 16.6 | 17.8 | 18.1 | 18.6 | Innerschweiz Süd   |
| FM1 (ab 07.05.2008)                             |      |      |      | 24.2 | St.Gallen Appenzell Rheintal |  | 25.2 | 27.6 | 28.3 | 28.0 | Ostschweiz Ost     |
| toxic.fm  | 1.2  | 1.1  | 1.2  | 1.2  | St.Gallen Appenzell          |  | 3.1  | 3.2  | 3.6  | 2.5  | St.Gallen          |
| Basilisk  | 20.5 | 19.9 | 19.1 | 18.8 | Basel                        |  | 21.0 | 22.0 | 22.0 | 20.5 | Basel              |
| Energy Basel (ab 13.01.2012, ehem. Radio Basel) | 13.4 | 13.2 | 12.9 | 12.7 | Basel                        |  | 14.5 | 10.6 | 10.4 | 13.4 | Basel              |
| Radio X   | 1.8  | 1.7  | 2.1  | 1.7  | Basel                        |  | 2.3  | 2.1  | 1.9  | 2.2  | Basel Stadt        |
| BeO   | 22.9 | 24.1 | 24.8 | 25.6 | Berner Oberland              |  | 25.3 | 25.1 | 24.9 | 24.1 | Berner Oberland    |
| Grischa/Engiadina (Piz)                         | 23.6 | 20.4 | 23.4 | 23.8 | Nord- & Südbünden            |  | 22.5 | 22.4 | 21.4 | 21.1 | Südostschweiz      |
| Canal3 (deutsch)                                | 14.5 | 14.0 | 13.3 | 13.3 | Biel/Bienne                  |  | 12.9 | 12.3 | 12.5 | 11.4 | Biel               |
| Freiburg (deutsch)                              | 7.9  | 6.9  | 11.4 | 16.8 | Freiburg                     |  | 14.0 | 15.7 | 15.8 | 14.5 | Freiburg           |
| Radio 32  | 31.4 | 32.0 | 31.4 | 32.0 | Solothurn-Olten              |  | 32.5 | 31.0 | 30.7 | 27.9 | Solothurn-Olten    |
| neo1 (bis 13.04.2008 Emme)                      | 12.7 | 13.5 | 14.0 | 14.1 | Emmental                     |  | 10.0 | 9.3  | 9.7  | 7.7  | Emmental           |
| Capital FM (bis 31.12.2005 ExtraBern)           | 11.5 | 11.4 | 12.5 | 12.3 | Bern                         |  | 15.8 | 15.7 | 14.0 | 15.5 | Bern               |
| Energy Bern (Bis 09.04.2010 BE1)                | 19.3 | 18.5 | 16.6 | 16.1 | Bern                         |  | 19.5 | 18.1 | 16.3 | 15.3 | Bern               |
| RaBe  | 1.4  | 1.6  | 1.6  | 1.7  | Bern                         |  | 1.9  | 2.0  | 1.9  | 2.1  | Bern Stadt         |
| Rottu   | 46.9 | 41.7 | 42.2 | 40.3 | Oberwallis                   |  | 36.6 | 33.3 | 32.2 | 29.7 | Oberwallis         |
| Top <sup>1</sup>                                | 15.1 | 15.5 | 14.3 | 14.1 | Winterthur-Thurgau-Wil       |  | 11.1 | 9.5  | 9.5  | 9.0  | Ostschweiz West    |
| Munot   | 19.7 | 16.1 | 14.5 | 15.0 | Schaffhausen                 |  | 15.9 | 16.9 | 16.2 | 17.0 | Schaffhausen       |
| RaSa  | 1.0  | 1.1  | 1.0  | 1.0  | Schaffhausen                 |  | 1.1  | 0.7  | 0.7  | 0.9  | Schaffhausen Stadt |

<sup>1</sup> 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 2012 / Deutschschweiz

TAGESREICHWEITEN in Tausend (Mo-So)

Universum: 4'742'900 Personen (15+) Stichprobe: 30'210 Personen / 208'620 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.

|  | 2005  | 2006  | 2007  | 2008  | Region                       |  | 2009  | 2010  | 2011  | 2012  | Region             |
|--|-------|-------|-------|-------|------------------------------|--|-------|-------|-------|-------|--------------------|
| <b>Privatradios CH</b>                   |       |       |       |       |                              |  |       |       |       |       |                    |
| Top Two                                  | 15.3  | 16.2  | 18.8  | 14.2  | Deutschschweiz               |  | 16.8  | 11.1  | 15.7  | 17.5  | Deutschschweiz     |
| Eviva                                    | 77.4  | 79.6  | 83.2  | 82.5  | Deutschschweiz               |  | 85.3  | 84.3  | 84.3  | 90.1  | Deutschschweiz     |
| Life Channel                             | 7.4   | 35.4  | 38.4  | 29.1  | Deutschschweiz               |  | 23.0  | 21.1  | 24.2  | 47.0  | Deutschschweiz     |
| SwissMountainHolidayRadio                |       |       |       |       |                              |  |       |       | 12.7  | 12.8  | Deutschschweiz     |
| Radio 24                                 | 195.8 | 203.1 | 200.4 | 190.3 | Grossraum Zürich             |  | 237.0 | 247.0 | 244.5 | 238.2 | Zürich-Glarus      |
| Energy Zürich (bis 14.8.2003 Hitradio Z) | 144.0 | 146.3 | 147.1 | 142.9 | Grossraum Zürich             |  | 214.5 | 195.4 | 194.9 | 198.4 | Zürich-Glarus      |
| Radio 1 (ab 17.03.2008)                  |       |       |       | 67.2  | Grossraum Zürich             |  | 70.5  | 92.4  | 103.9 | 101.8 | Zürich-Glarus      |
| Zürisee                                  | 114.5 | 115.5 | 111.5 | 113.3 | Zürichsee-Glarus             |  | 188.7 | 197.6 | 184.3 | 187.9 | Zürich-Glarus      |
| Radio 105 (ab 09.09.2009)                | 35.6  | 25.3  | 26.4  | 25.9  | Deutschschweiz               |  | 9.5   | 13.4  | 21.1  | 24.3  | Zürich Stadt       |
| LoRa                                     | 19.0  | 19.9  | 16.2  | 11.8  | Grossraum Zürich             |  | 8.7   | 11.4  | 11.6  | 12.1  | Zürich             |
| Stadtfilter (ab Start UKW am 07.03.2009) |       |       |       |       |                              |  | 2.7   | 2.1   | 2.1   | 1.8   | Winterthur         |
| Argovia                                  | 144.9 | 136.6 | 150.0 | 144.5 | Aargau                       |  | 181.0 | 176.8 | 180.5 | 180.1 | Aargau             |
| Kanal K                                  | 8.0   | 8.5   | 7.4   | 8.6   | Aargau                       |  | 6.8   | 6.3   | 5.0   | 4.0   | Aargau Mitte       |
| Pilatus                                  | 133.8 | 135.9 | 140.5 | 138.3 | Luzern                       |  | 148.5 | 148.6 | 147.4 | 151.9 | Innerschweiz West  |
| 3fach                                    | 5.8   | 5.4   | 6.4   | 6.2   | Luzern                       |  | 3.4   | 3.7   | 3.4   | 3.0   | Luzern             |
| Sunshine                                 | 70.2  | 68.0  | 62.9  | 69.0  | Zug                          |  | 98.9  | 90.4  | 85.4  | 82.5  | Innerschweiz Nord  |
| Central                                  | 75.5  | 75.9  | 75.2  | 80.1  | Uri-Schwyz-Glarus            |  | 110.0 | 119.4 | 122.7 | 127.8 | Innerschweiz Süd   |
| FM1 (ab 07.05.2008)                      |       |       |       | 111.5 | St.Gallen Appenzell Rheintal |  | 139.3 | 154.7 | 160.4 | 160.7 | Ostschweiz Ost     |
| toxic.fm                                 | 3.8   | 3.8   | 3.9   | 4.0   | St.Gallen Appenzell          |  | 2.0   | 2.0   | 2.3   | 1.6   | St.Gallen          |
| Basilisk                                 | 89.7  | 88.6  | 85.0  | 84.1  | Basel                        |  | 99.3  | 105.8 | 106.3 | 99.1  | Basel              |
| Basel (bis 30.09.2009 Basel1)            | 58.7  | 58.6  | 57.3  | 56.8  | Basel                        |  | 68.8  | 50.9  | 50.4  | 64.7  | Basel              |
| Radio X                                  | 7.9   | 7.5   | 9.4   | 7.6   | Basel                        |  | 8.6   | 7.8   | 7.3   | 8.3   | Basel Stadt        |
| BeO                                      | 37.0  | 39.8  | 41.3  | 42.7  | Berner Oberland              |  | 51.1  | 50.7  | 50.7  | 49.2  | Berner Oberland    |
| Grischa/Engiadina (Piz)                  | 43.7  | 37.7  | 43.4  | 44.4  | Nord- & Südbünden            |  | 48.1  | 47.1  | 45.5  | 45.4  | Südostschweiz      |
| Canal3 (deutsch)                         | 21.6  | 21.6  | 20.6  | 20.7  | Biel/Bienne                  |  | 24.8  | 24.0  | 24.7  | 22.7  | Biel               |
| Freiburg (deutsch)                       | 4.8   | 4.4   | 7.3   | 10.9  | Freiburg                     |  | 20.6  | 23.2  | 23.7  | 22.0  | Freiburg           |
| Radio 32                                 | 96.3  | 99.1  | 97.9  | 100.6 | Solothurn-Olten              |  | 117.0 | 114.2 | 114.0 | 105.5 | Solothurn-Olten    |
| neo1 (bis 13.04.2008 Emme)               | 21.5  | 22.8  | 23.7  | 24.0  | Emmental                     |  | 30.8  | 28.9  | 30.2  | 24.0  | Emmental           |
| Capital FM (bis 31.12.2005 ExtraBern)    | 38.3  | 39.9  | 43.6  | 43.3  | Bern                         |  | 60.2  | 59.7  | 53.8  | 59.6  | Bern               |
| Energy Bern (Bis 09.04.2010 BE1)         | 64.6  | 64.5  | 58.1  | 56.4  | Bern                         |  | 74.4  | 69.0  | 62.5  | 58.9  | Bern               |
| RaBe                                     | 4.8   | 5.6   | 5.6   | 5.9   | Bern                         |  | 6.1   | 6.6   | 6.0   | 6.7   | Bern Stadt         |
| Rottu                                    | 31.0  | 26.6  | 27.0  | 25.8  | Oberwallis                   |  | 31.8  | 28.8  | 28.2  | 26.1  | Oberwallis         |
| Top <sup>1</sup>                         | 113.8 | 120.2 | 112.0 | 111.7 | Winterthur-Thurgau-Wil       |  | 145.5 | 127.3 | 128.5 | 123.1 | Ostschweiz West    |
| Munot                                    | 16.9  | 13.9  | 12.6  | 13.1  | Schaffhausen                 |  | 17.1  | 18.5  | 17.8  | 18.9  | Schaffhausen       |
| RaSa                                     | 0.9   | 0.9   | 0.9   | 0.8   | Schaffhausen                 |  | 0.6   | 0.4   | 0.4   | 0.5   | Schaffhausen Stadt |

<sup>1</sup> 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 2012 / Deutschschweiz

NUTZUNG in Minuten (Mo-So)

Universum: 4'742'900 Personen (15+) Stichprobe: 30'210 Personen / 208'620 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.

|  | 2005 | 2006 | 2007 | 2008 | Region                       |  | 2009 | 2010 | 2011 | 2012 | Region             |
|--|------|------|------|------|------------------------------|--|------|------|------|------|--------------------|
| <b>Privatradios CH</b>                   |      |      |      |      |                              |  |      |      |      |      |                    |
| Top Two                                  | 0.1  | 0.1  | 0.1  | 0.1  | Deutschschweiz               |  | 0.1  | 0.0  | 0.1  | 0.1  | Deutschschweiz     |
| Eviva                                    | 1.0  | 1.0  | 1.1  | 1.2  | Deutschschweiz               |  | 1.2  | 1.1  | 1.1  | 1.3  | Deutschschweiz     |
| Life Channel                             | 0.0  | 0.1  | 0.1  | 0.1  | Deutschschweiz               |  | 0.1  | 0.1  | 0.1  | 0.1  | Deutschschweiz     |
| SwissMountainHolidayRadio                |      |      |      |      |                              |  |      |      | 0.0  | 0.0  | Deutschschweiz     |
| Radio 24                                 | 9.2  | 9.1  | 8.7  | 8.4  | Grossraum Zürich             |  | 10.8 | 11.4 | 11.3 | 9.9  | Zürich-Glarus      |
| Energy Zürich (bis 14.8.2003 Hitradio Z) | 6.0  | 5.3  | 5.6  | 5.9  | Grossraum Zürich             |  | 8.5  | 7.4  | 6.6  | 6.8  | Zürich-Glarus      |
| Radio 1 (ab 17.03.2008)                  |      |      |      | 3.4  | Grossraum Zürich             |  | 3.2  | 3.8  | 4.4  | 4.3  | Zürich-Glarus      |
| Zürisee                                  | 15.1 | 13.7 | 13.2 | 14.0 | Zürichsee-Glarus             |  | 7.8  | 8.1  | 7.0  | 7.0  | Zürich-Glarus      |
| Radio 105 (ab 09.09.2009)                | 0.2  | 0.1  | 0.1  | 0.1  | Deutschschweiz               |  | 0.8  | 1.8  | 2.6  | 3.3  | Zürich Stadt       |
| LoRa                                     | 0.2  | 0.2  | 0.1  | 0.1  | Grossraum Zürich             |  | 0.1  | 0.1  | 0.1  | 0.1  | Zürich             |
| Stadtfilter (ab Start UKW am 07.03.2009) |      |      |      |      |                              |  | 0.7  | 0.8  | 0.2  | 0.9  | Winterthur         |
| Argovia                                  | 18.2 | 15.4 | 16.7 | 16.7 | Aargau                       |  | 20.4 | 19.5 | 18.7 | 18.0 | Aargau             |
| Kanal K                                  | 0.3  | 0.3  | 0.2  | 0.3  | Aargau                       |  | 0.5  | 0.5  | 0.2  | 0.2  | Aargau Mitte       |
| Pilatus                                  | 15.5 | 15.5 | 16.7 | 15.1 | Luzern                       |  | 17.1 | 17.6 | 17.7 | 17.8 | Innerschweiz West  |
| 3fach                                    | 0.2  | 0.3  | 0.5  | 0.5  | Luzern                       |  | 0.6  | 0.6  | 0.7  | 0.6  | Luzern             |
| Sunshine                                 | 6.9  | 5.9  | 5.4  | 6.8  | Zug                          |  | 9.1  | 8.2  | 7.8  | 6.7  | Innerschweiz Nord  |
| Central                                  | 8.5  | 9.4  | 8.8  | 9.1  | Uri-Schwyz-Glarus            |  | 9.7  | 10.6 | 11.1 | 11.2 | Innerschweiz Süd   |
| FM1 (ab 07.05.2008)                      |      |      |      | 14.6 | St.Gallen Appenzell Rheintal |  | 14.8 | 15.7 | 16.1 | 15.4 | Ostschweiz Ost     |
| toxic.fm                                 | 0.3  | 0.4  | 0.4  | 0.4  | St.Gallen Appenzell          |  | 1.8  | 2.0  | 1.2  | 0.8  | St.Gallen          |
| Basilisk                                 | 10.9 | 10.7 | 10.6 | 10.5 | Basel                        |  | 12.8 | 13.8 | 13.7 | 12.2 | Basel              |
| Basel (bis 30.09.2009 Basel1)            | 6.0  | 5.7  | 6.0  | 6.5  | Basel                        |  | 7.1  | 4.8  | 5.1  | 6.1  | Basel              |
| Radio X                                  | 1.0  | 0.8  | 0.8  | 0.6  | Basel                        |  | 0.6  | 0.5  | 0.5  | 0.7  | Basel Stadt        |
| BeO                                      | 13.7 | 14.0 | 16.9 | 17.9 | Berner Oberland              |  | 20.0 | 19.3 | 19.4 | 20.9 | Berner Oberland    |
| Grischa/Engiadina (Piz)                  | 13.0 | 10.0 | 12.3 | 13.2 | Nord- & Südbünden            |  | 13.7 | 12.1 | 12.4 | 12.1 | Südostschweiz      |
| Canal3 (deutsch)                         | 6.8  | 6.5  | 6.7  | 6.2  | Biel/Bienne                  |  | 6.1  | 5.8  | 6.6  | 5.9  | Biel               |
| Freiburg (deutsch)                       | 3.6  | 2.9  | 5.1  | 9.2  | Freiburg                     |  | 7.8  | 9.5  | 8.1  | 8.2  | Freiburg           |
| Radio 32                                 | 19.9 | 20.2 | 20.8 | 22.2 | Solothurn-Olten              |  | 22.7 | 21.6 | 20.2 | 19.0 | Solothurn-Olten    |
| neo1 (bis 13.04.2008 Emme)               | 7.3  | 9.2  | 7.2  | 7.4  | Emmental                     |  | 5.4  | 4.4  | 4.4  | 3.0  | Emmental           |
| Capital FM (bis 31.12.2005 ExtraBern)    | 6.5  | 5.9  | 5.5  | 6.6  | Bern                         |  | 7.9  | 8.6  | 7.7  | 9.6  | Bern               |
| Energy Bern (Bis 09.04.2010 BE1)         | 11.8 | 10.2 | 8.8  | 9.2  | Bern                         |  | 12.1 | 10.2 | 8.5  | 7.2  | Bern               |
| RaBe                                     | 0.2  | 0.4  | 0.4  | 0.6  | Bern                         |  | 0.6  | 0.7  | 0.5  | 0.5  | Bern Stadt         |
| Rottu                                    | 27.8 | 24.3 | 24.0 | 22.6 | Oberwallis                   |  | 21.3 | 20.4 | 16.9 | 15.4 | Oberwallis         |
| Top <sup>1</sup>                         | 7.0  | 7.8  | 7.1  | 7.7  | Winterthur-Thurgau-Wil       |  | 5.6  | 4.8  | 5.0  | 3.9  | Ostschweiz West    |
| Munot                                    | 8.7  | 7.5  | 7.0  | 8.3  | Schaffhausen                 |  | 9.1  | 8.7  | 8.5  | 9.8  | Schaffhausen       |
| RaSa                                     | 0.1  | 0.1  | 0.1  | 0.1  | Schaffhausen                 |  | 0.2  | 0.1  | 0.1  | 0.3  | Schaffhausen Stadt |

<sup>1</sup> 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 2012 / Deutschschweiz

MARKTANTEILE in % (Mo-So)

Universum: 4'742'900 Personen (15+) Stichprobe: 30'210 Personen / 208'620 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.

|  | 2005 | 2006 | 2007 | 2008 | Region                       |  | 2009 | 2010 | 2011 | 2012 | Region             |
|--|------|------|------|------|------------------------------|--|------|------|------|------|--------------------|
| <b>Privatradios CH</b>                   |      |      |      |      |                              |  |      |      |      |      |                    |
| Top Two                                  | 0.1  | 0.1  | 0.1  | 0.1  | Deutschschweiz               |  | 0.1  | 0.0  | 0.1  | 0.1  | Deutschschweiz     |
| Eviva                                    | 1.0  | 1.0  | 1.1  | 1.1  | Deutschschweiz               |  | 1.0  | 0.9  | 1.0  | 1.2  | Deutschschweiz     |
| Life Channel                             | 0.0  | 0.1  | 0.1  | 0.1  | Deutschschweiz               |  | 0.1  | 0.1  | 0.1  | 0.1  | Deutschschweiz     |
| SwissMountainHolidayRadio                |      |      |      |      |                              |  |      |      | 0.0  | 0.0  | Deutschschweiz     |
| Radio 24                                 | 9.0  | 9.3  | 8.8  | 8.1  | Grossraum Zürich             |  | 9.4  | 10.3 | 10.4 |      | Zürich-Glarus      |
| Energy Zürich (bis 14.8.2003 Hitradio Z) | 5.9  | 5.4  | 5.6  | 5.6  | Grossraum Zürich             |  | 7.4  | 6.7  | 6.1  | 6.5  | Zürich-Glarus      |
| Radio 1 (ab 17.03.2008)                  |      |      |      | 3.2  | Grossraum Zürich             |  | 2.8  | 3.4  | 4.1  | 4.1  | Zürich-Glarus      |
| Zürisee                                  | 14.5 | 13.6 | 13.0 | 12.7 | Zürichsee-Glarus             |  | 6.8  | 7.3  | 6.5  | 6.7  | Zürich-Glarus      |
| Radio 105 (ab 09.09.2009)                | 0.2  | 0.1  | 0.1  | 0.1  | Deutschschweiz               |  | 0.7  | 1.6  | 2.4  | 3.3  | Zürich Stadt       |
| LoRa                                     | 0.2  | 0.2  | 0.1  | 0.1  | Grossraum Zürich             |  | 0.1  | 0.1  | 0.1  | 0.1  | Zürich             |
| Stadtfilter (ab Start UKW am 07.03.2009) |      |      |      |      |                              |  | 0.6  | 0.7  | 0.2  | 0.9  | Winterthur         |
| Argovia                                  | 17.3 | 15.3 | 16.4 | 16.1 | Aargau                       |  | 17.6 | 17.3 | 17.2 | 16.9 | Aargau             |
| Kanal K                                  | 0.3  | 0.3  | 0.2  | 0.3  | Aargau                       |  | 0.4  | 0.4  | 0.2  | 0.2  | Aargau Mitte       |
| Pilatus                                  | 14.0 | 14.8 | 15.5 | 13.5 | Luzern                       |  | 13.8 | 14.2 | 14.8 | 15.1 | Innerschweiz West  |
| 3fach                                    | 0.2  | 0.3  | 0.5  | 0.5  | Luzern                       |  | 0.5  | 0.5  | 0.6  | 0.5  | Luzern             |
| Sunshine                                 | 6.3  | 6.0  | 5.3  | 6.3  | Zug                          |  | 7.5  | 6.8  | 6.7  | 5.7  | Innerschweiz Nord  |
| Central                                  | 7.8  | 9.3  | 8.5  | 8.3  | Uri-Schwyz-Glarus            |  | 7.9  | 8.6  | 9.5  | 9.5  | Innerschweiz Süd   |
| FM1 (ab 07.05.2008)                      |      |      |      | 13.6 | St.Gallen Appenzell Rheintal |  | 12.9 | 13.8 | 14.6 | 14.4 | Ostschweiz Ost     |
| toxic.fm                                 | 0.3  | 0.3  | 0.4  | 0.4  | St.Gallen Appenzell          |  | 1.5  | 1.8  | 1.1  | 0.7  | St.Gallen          |
| Basilisk                                 | 10.2 | 10.9 | 10.4 | 10.1 | Basel                        |  | 10.8 | 12.1 | 12.4 | 11.3 | Basel              |
| Basel (bis 30.09.2009 Basel1)            | 5.6  | 5.9  | 5.9  | 6.0  | Basel                        |  | 6.0  | 4.2  | 4.6  | 5.7  | Basel              |
| Radio X                                  | 0.8  | 0.8  | 0.8  | 0.6  | Basel                        |  | 0.5  | 0.4  | 0.4  | 0.6  | Basel Stadt        |
| BeO                                      | 12.1 | 12.6 | 14.3 | 14.9 | Berner Oberland              |  | 15.2 | 15.1 | 15.4 | 17.4 | Berner Oberland    |
| Grischa/Engiadina (Piz)                  | 12.5 | 10.2 | 11.9 | 11.8 | Nord- & Südbünden            |  | 10.9 | 10.0 | 10.3 | 10.4 | Südostschweiz      |
| Canal3 (deutsch)                         | 6.0  | 5.8  | 5.8  | 5.5  | Biel/Bienne                  |  | 5.1  | 5.0  | 5.6  | 5.2  | Biel               |
| Freiburg (deutsch)                       | 3.3  | 2.8  | 5.0  | 8.9  | Freiburg                     |  | 6.6  | 8.1  | 7.2  | 7.6  | Freiburg           |
| Radio 32                                 | 17.5 | 18.0 | 17.4 | 18.4 | Solothurn-Olten              |  | 18.1 | 17.7 | 16.8 | 15.9 | Solothurn-Olten    |
| neo1 (bis 13.04.2008 Emme)               | 6.0  | 7.7  | 6.0  | 6.3  | Emmental                     |  | 4.2  | 3.4  | 3.6  | 2.6  | Emmental           |
| Capital FM (bis 31.12.2005 ExtraBern)    | 5.3  | 5.1  | 4.8  | 5.4  | Bern                         |  | 6.0  | 6.8  | 6.4  | 8.2  | Bern               |
| Energy Bern (Bis 09.04.2010 BE1)         | 10.1 | 9.0  | 7.7  | 7.7  | Bern                         |  | 9.2  | 8.1  | 7.0  | 6.2  | Bern               |
| RaBe                                     | 0.2  | 0.3  | 0.3  | 0.5  | Bern                         |  | 0.5  | 0.6  | 0.5  | 0.4  | Bern Stadt         |
| Rottu                                    | 28.9 | 25.9 | 23.7 | 22.1 | Oberwallis                   |  | 19.2 | 19.2 | 16.2 | 15.0 | Oberwallis         |
| Top <sup>1</sup>                         | 6.9  | 8.0  | 7.1  | 7.3  | Winterthur-Thurgau-Wil       |  | 4.9  | 4.4  | 4.6  | 3.8  | Ostschweiz West    |
| Munot                                    | 9.3  | 8.9  | 8.6  | 8.9  | Schaffhausen                 |  | 8.2  | 8.0  | 7.9  | 9.4  | Schaffhausen       |
| RaSa                                     | 0.1  | 0.1  | 0.1  | 0.2  | Schaffhausen                 |  | 0.2  | 0.1  | 0.1  | 0.3  | Schaffhausen Stadt |

<sup>1</sup> 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 2012 zur Verbreitung von Empfangsgeräten und Empfangstechnologien beruhen auf einer Befragung von 19'743 Haushalten in vier Befragungswellen. 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 68 Prozent und bei der schriftlichen Befragung auf 45 Prozent.

Weitere Informationen zum Design und zur methodischen Vorgehensweise des NES finden sich auf der Website der Mediapulse AG ([www.mediapulse.ch](http://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 Haushalte

Fallzahl: ungewichtet = 10'016; gewichtet = 14'267

### 4.2.1 Haushaltsausstattung TV-Geräte mit TV-Empfang in Prozent

| Anzahl    | Total | Mit Teletext | Mit Flach-<br>bildschirm | Mit 16:9<br>Format | Mit 2-Kanal-<br>Ton |
|-----------|-------|--------------|--------------------------|--------------------|---------------------|
| <b>0</b>  | 10    | 14           | 27                       | 27                 | 23                  |
| <b>1</b>  | 69    | 63           | 58                       | 54                 | 48                  |
| <b>2</b>  | 17    | 15           | 11                       | 10                 | 10                  |
| <b>3+</b> | 4     | 3            | 2                        | 2                  | 2                   |
| <b>WN</b> | 0     | 4            | 1                        | 7                  | 17                  |

### 4.2.2 Haushaltsausstattung TV-Empfangstechnologien in Prozent

| Merkmal            | Bedingung  | Basis   | 2009 | 2010 | 2011 | 2012 |
|--------------------|--|---------|------|------|------|------|
| <b>TV-HH</b>       | Mind. 1 TV-Gerät mit TV-Empfang                        | Alle HH | 92   | 92   | 92   | 90   |
| <b>TV-HH-C</b>     | Mind. 1 TV-Gerät mit TV-Empfang via Kabel              | TV-HH   | 80   | 78   | 76   | 76   |
| <b>TV-HH-DVB-C</b> | Mind. 1 TV-Gerät mit digitalem TV-Empfang via Kabel    | TV-HH-C | 39   | 42   | 49   | 59   |
| <b>TV-HH-S</b>     | Mind. 1 TV-Gerät mit TV-Empfang via Satellit           | TV-HH   | 18   | 17   | 16   | 15*  |
| <b>TV-HH-DVB-S</b> | Mind. 1 TV-Gerät mit digitalem TV-Empfang via Satellit | TV-HH-S | 68   | 69   | 67   | -    |
| <b>TV-HH-IPTV</b>  | Mind. 1 TV-Gerät mit TV-Empfang via IP                 | TV-HH   | 9    | 10   | 17   | 22   |
| <b>TV-HH-DVB-T</b> | Mind. 1 TV-Gerät mit TV-Empfang via Terrestrik         | TV-HH   | 5    | 6    | 5    | 4    |
| <b>TV-HH-DVB</b>   | Mind. 1 TV-Gerät mit digitalem TV-Empfang              | TV-HH   | 49   | 53   | 59   | 71   |
| <b>TV-HH-HD</b>    | Mind. 1 TV-Gerät mit HD-Empfang                        | TV-HH   | 16   | 21   | 32   | 48   |

\* TV-HH-S = DVB-S: Analoges Satelliten--Fernsehen wurde für die Schweiz relevanten Satelliten 2012 eingestellt.

### 4.2.3 Haushaltsausstattung Radio-Geräte in Prozent

| Anzahl    | Total | Autoradio | Radiogerät mit<br>Weckfunktion | DAB-Radio | Internet-Radio |
|-----------|-------|-----------|--------------------------------|-----------|----------------|
| <b>0</b>  | 4     | 22        | 57                             | 79        | 89             |
| <b>1+</b> | 95    | 78        | 42                             | 17        | 9              |
| <b>WN</b> | 0     | 0         | 1                              | 4         | 2              |

## 4.2.4 Haushaltsausstattung Radio-Empfangstechnologien in Prozent

| <b>Merkmal</b>    | Bedingung  | Basis    | 2009 | 2010 | 2011 | 2012 |
|-------------------|--|----------|------|------|------|------|
| <b>Radio-HH</b>   | Mind. 1 Radiogerät   | Alle HH  | 95   | 96   | 95   | 95   |
| <b>Radio-HH-T</b> | Mind. 1 Radiogerät mit Radio-Empfang via Terrestrik (ohne Autoradio)     | Radio-HH | 50   | 54   | 56   | 51   |
| <b>Radio-HH-C</b> | Mind. 1 Radiogerät mit Radio-Empfang via Kabel                           | Radio-HH | 47   | 47   | 47   | 49   |
| <b>Radio-HH-I</b> | Mind. 1 Radiogerät mit Radio-Empfang via Internet (IPTV & Internetradio) | Radio-HH | 8    | 9    | 14   | 28   |
| <b>Radio-HH-S</b> | Mind. 1 Radiogerät mit Radio-Empfang via Satellit                        | Radio-HH | 7    | 7    | 6    | 7    |