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Rapporto annuale

2022
Deutschschweiz

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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

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1. TAGESABLAUF UND MEDIENNUTZUNG DER BEVÖLKERUNG

1.1 Time Use Study: Methodik, Erhebungsbasis und Berichterstattung

1.1.1 Methodenbeschreibung

In der zweiten Jahreshälfte 2022 wurde erstmals eine rekonzipierte Time Use Study durchgeführt, welche die Serie wieder aufnehmen soll, die zwischen 2006 und 2018 regelmässig Ergebnisse zur Gestaltung des Tagesablaufes der Schweizer Bevölkerung geliefert hatte.

Die Erhebung erfolgt seit 2022 über ein E-Diary (CAWI). Dieses erlaubt eine granulare (5-Minuten-Genauigkeit) und nahezu zeitgleiche Erfassung der jeweiligen Tätigkeiten wie Arbeiten, Essen oder Freizeitaktivitäten in Kombination mit der jeweiligen Mediennutzung. Daraus ergibt sich über 24 Stunden, also rund um die Uhr, ein einmalig tiefer Einblick in sämtliche Situationen, in denen Medien genutzt werden. Neben den Tätigkeiten sowie der Mediennutzung werden auch die jeweils für die Mediennutzung verwendeten Geräte sowie die Kopfhörernutzung über das E-Diary erfasst.

1.1.2 Erhebungsbasis

Die Stichprobe muss eine kleine Abbildung der Bevölkerung der Schweiz sein. Die Rekrutierung erfolgt auf Basis des Radiopools, wobei auf Individuen fokussiert wird, welche zurzeit keine Radio-Uhr tragen. Die Stichprobe ist nach Sprachregion (disproportional), WEMF-Regionen (*4) sowie Geschlecht und Alter (*5) quotiert und umfasst ein Sample von rund 500 Individuen pro Welle mit insgesamt 4 Wellen pro Durchlauf. Die Stichprobe umfasst somit rund 2'000 Personen und rund 6'000 Messtage pro Jahr.

Die Ergebnisse für das Jahr 2022 beruhen auf zwei Wellen mit einer Stichprobe von insgesamt 1'040 Personen, welche Informationen von ca. 3'300 Messtagen liefern.

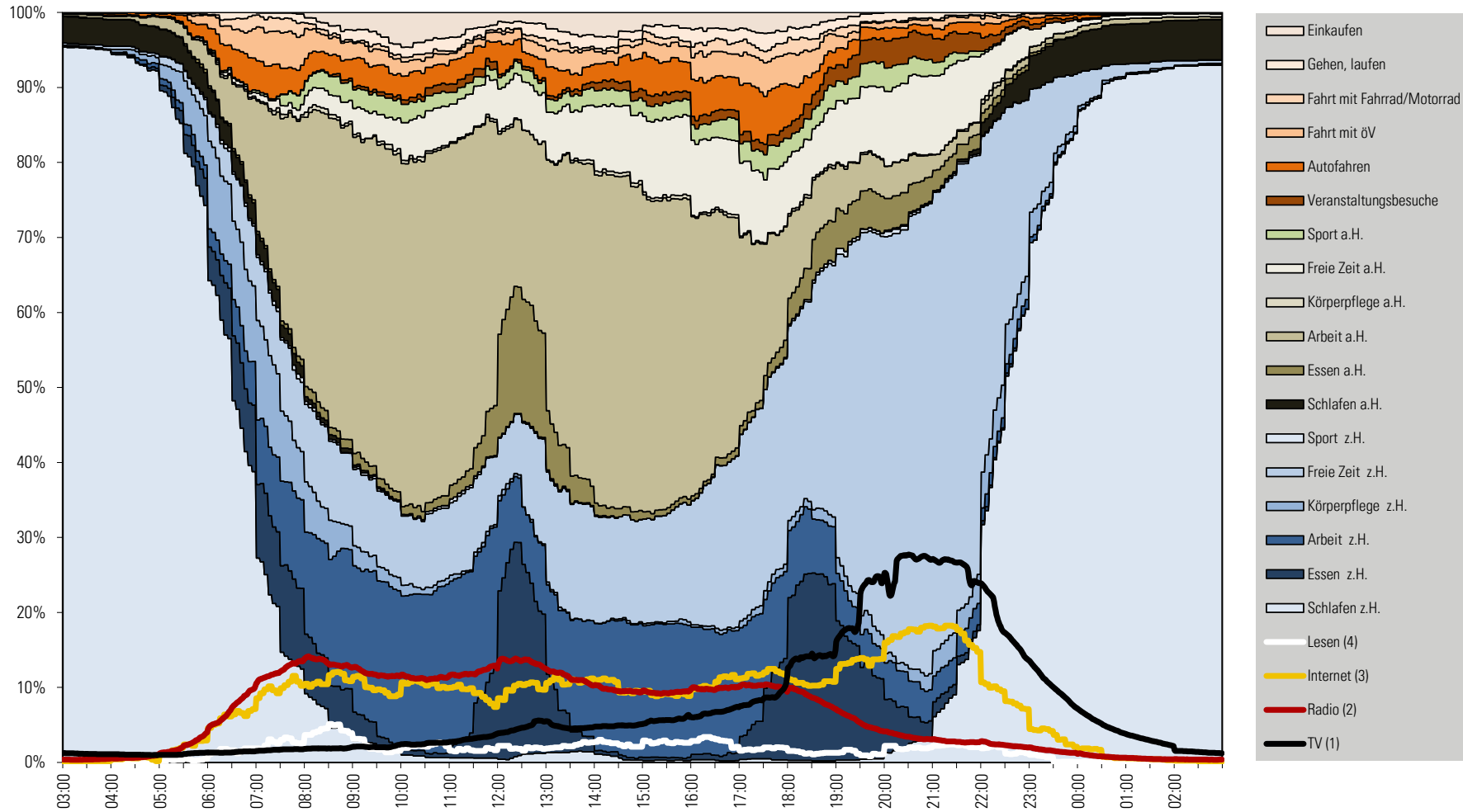
1.1.3 Berichterstattung

Die Mediapulse AG publiziert jährlich im Rahmen des Jahresberichtes den Tagesablauf der Bevölkerung in grafischer und tabellarischer Form beruhend auf den jeweils aktuellsten vorliegenden Erhebungsergebnissen.

Time Use Study 2022 / Deutsche Schweiz

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

Universum: 5'151'700 (15+) Stichprobe: 1'482 Interviews



(1) TV-Nutzung aus Mediapulse TV Data (2022, 15+)

(2) Radionutzung aus Mediapulse Radio Data (2022, 15+)

(3) Internet umfasst alle Web-basierten Anwendungen von Surfen, Social Networks, Streaming, Lesen, TV, Radio

(4) Lesen umfasst Zeitungen, Zeitschriften und Bücher

1.2 Übersichtsgrafik mit Tagesablauf und Mediennutzung

Time Use Study 2022 / Deutsche Schweiz

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

Universum: 5'151'700 (15+) Stichprobe: 1'482 Interviews

1.3 Tagesablauf und Mediennutzung: Reichweiten in %

Mediapulse: Jahresbericht 2022

| | zu Hause | | | | | | | Total | ausser Haus | | | | | | | | | | | | | Total | Total TV* | Total Radio** | Total Internet | Total Lesen |
|-------|----------|-------|--------|--------------|------------|-------|----------|-------|-------------|--------|--------------|------------|------|-----|-----------|-------|-----------|-------|---------------|------|-----|-------|--------------|------------------|-------------------|----------------|
| | Schlafen | Essen | Arbeit | Körperpflege | Freie Zeit | Sport | Schlafen | | Essen | Arbeit | Körperpflege | Freie Zeit | Auto | ÖV | Velo/Moto | Gehen | Einkaufen | Sport | Veranstaltung | | | | | | | |
| 05:00 | 89.6 | 1.0 | 0.9 | 2.3 | 1.2 | 0.1 | 94.2 | 3.5 | 0.1 | 1.6 | 0.1 | 0.1 | 0.4 | 0.0 | 0.1 | 0.1 | 0.0 | 0.0 | 0.1 | 6.0 | 1.3 | 2.0 | 1.4 | 0.4 | | |
| 05:15 | 87.3 | 2.2 | 1.1 | 4.9 | 1.3 | 0.1 | 93.8 | 3.4 | 0.1 | 1.8 | 0.1 | 0.1 | 0.9 | 0.2 | 0.0 | 0.1 | 0.0 | 0.0 | 0.1 | 6.8 | 1.4 | 2.9 | 2.5 | 0.4 | | |
| 05:30 | 81.2 | 3.4 | 1.6 | 6.7 | 1.5 | 0.1 | 92.3 | 3.3 | 0.3 | 2.3 | 0.1 | 0.2 | 2.1 | 0.9 | 0.3 | 0.1 | 0.0 | 0.0 | 0.1 | 9.5 | 1.6 | 3.9 | 3.3 | 0.5 | | |
| 05:45 | 76.9 | 4.0 | 1.8 | 8.2 | 2.3 | 0.2 | 90.0 | 3.3 | 0.4 | 3.3 | 0.1 | 0.3 | 2.5 | 1.3 | 0.3 | 0.2 | 0.0 | 0.0 | 0.1 | 11.3 | 1.7 | 5.7 | 3.3 | 0.6 | | |
| 06:00 | 64.2 | 5.7 | 2.8 | 13.2 | 4.5 | 0.4 | 86.8 | 3.2 | 0.3 | 4.7 | 0.3 | 0.3 | 3.5 | 2.2 | 0.4 | 0.4 | 0.0 | 0.0 | 0.3 | 14.9 | 1.8 | 7.7 | 6.1 | 1.6 | | |
| 06:15 | 59.0 | 7.4 | 3.2 | 12.4 | 4.8 | 0.5 | 83.0 | 2.9 | 0.3 | 6.5 | 0.3 | 0.5 | 4.0 | 2.8 | 0.9 | 1.1 | 0.0 | 0.0 | 0.3 | 18.0 | 1.9 | 10.0 | 7.4 | 1.9 | | |
| 06:30 | 48.2 | 10.0 | 5.1 | 13.3 | 8.0 | 0.3 | 78.9 | 2.8 | 0.3 | 10.1 | 0.2 | 0.5 | 4.6 | 3.0 | 2.0 | 1.0 | 0.0 | 0.0 | 0.2 | 23.2 | 2.0 | 12.7 | 7.8 | 2.1 | | |
| 06:45 | 41.4 | 10.0 | 5.9 | 12.8 | 9.4 | 0.4 | 74.6 | 2.8 | 0.4 | 13.6 | 0.3 | 0.5 | 5.3 | 4.0 | 2.2 | 0.9 | 0.0 | 0.0 | 0.3 | 28.2 | 2.1 | 15.3 | 8.3 | 2.2 | | |
| 07:00 | 27.3 | 12.4 | 9.1 | 14.7 | 9.6 | 0.4 | 68.1 | 2.7 | 0.5 | 19.0 | 0.2 | 0.9 | 4.5 | 4.9 | 2.1 | 0.9 | 0.1 | 0.0 | 0.3 | 34.5 | 2.2 | 17.4 | 11.1 | 3.0 | | |
| 07:15 | 22.3 | 11.7 | 10.6 | 13.5 | 9.1 | 0.6 | 63.1 | 2.4 | 0.4 | 23.3 | 0.6 | 1.3 | 5.0 | 5.2 | 2.7 | 0.8 | 0.1 | 0.1 | 0.3 | 39.4 | 2.3 | 18.7 | 11.2 | 3.2 | | |
| 07:30 | 14.7 | 13.1 | 12.5 | 10.2 | 10.7 | 0.3 | 57.1 | 1.6 | 0.7 | 29.1 | 0.6 | 1.1 | 4.0 | 5.1 | 2.1 | 1.0 | 0.1 | 0.1 | 1.5 | 44.9 | 2.4 | 19.7 | 11.4 | 3.7 | | |
| 07:45 | 13.2 | 12.4 | 12.3 | 7.8 | 10.4 | 0.7 | 53.1 | 1.6 | 0.9 | 32.4 | 0.4 | 1.4 | 3.8 | 5.0 | 2.1 | 1.3 | 0.3 | 0.1 | 1.9 | 48.7 | 2.4 | 21.0 | 12.6 | 3.1 | | |
| 08:00 | 9.2 | 8.5 | 14.8 | 6.9 | 11.4 | 0.4 | 48.4 | 0.6 | 1.4 | 38.0 | 0.7 | 2.3 | 3.3 | 4.0 | 0.8 | 1.0 | 0.8 | 0.1 | 1.9 | 53.0 | 2.5 | 21.4 | 11.4 | 4.8 | | |
| 08:15 | 7.8 | 7.4 | 16.0 | 6.0 | 11.5 | 0.3 | 46.2 | 0.6 | 1.4 | 39.5 | 0.7 | 2.6 | 2.8 | 3.1 | 0.7 | 1.4 | 1.4 | 0.1 | 2.3 | 55.1 | 2.5 | 20.9 | 11.7 | 4.8 | | |
| 08:30 | 4.6 | 6.0 | 18.2 | 5.5 | 10.7 | 0.3 | 43.3 | 0.6 | 1.0 | 41.5 | 0.5 | 2.9 | 2.8 | 2.6 | 0.5 | 1.6 | 1.9 | 0.4 | 2.6 | 57.6 | 2.5 | 20.3 | 12.6 | 5.2 | | |
| 08:45 | 4.6 | 6.0 | 19.2 | 3.5 | 10.0 | 0.0 | 41.8 | 0.6 | 1.2 | 42.2 | 0.4 | 3.2 | 2.9 | 2.6 | 0.4 | 1.5 | 2.6 | 0.4 | 2.6 | 59.3 | 2.8 | 20.4 | 12.3 | 4.5 | | |
| 09:00 | 2.9 | 4.0 | 19.8 | 2.8 | 10.6 | 0.3 | 39.7 | 0.3 | 1.7 | 42.6 | 0.4 | 4.3 | 4.2 | 2.1 | 0.4 | 1.6 | 2.4 | 0.4 | 2.6 | 61.7 | 2.9 | 19.9 | 12.1 | 3.4 | | |
| 09:15 | 2.6 | 3.4 | 20.9 | 2.4 | 10.8 | 0.3 | 38.9 | 0.3 | 1.2 | 43.9 | 0.2 | 3.8 | 3.6 | 2.6 | 0.8 | 2.0 | 2.6 | 0.4 | 2.8 | 62.2 | 2.8 | 19.1 | 10.4 | 2.2 | | |
| 09:30 | 1.7 | 1.8 | 21.2 | 1.9 | 10.3 | 0.3 | 36.6 | 0.2 | 1.3 | 44.9 | 0.7 | 3.6 | 3.7 | 2.3 | 0.9 | 1.4 | 3.4 | 0.5 | 2.7 | 64.3 | 2.7 | 19.0 | 10.2 | 1.7 | | |
| 09:45 | 1.6 | 1.1 | 20.9 | 1.8 | 10.5 | 0.1 | 35.4 | 0.2 | 1.1 | 45.6 | 0.7 | 4.2 | 3.0 | 2.2 | 0.7 | 1.5 | 4.4 | 0.5 | 2.6 | 65.2 | 3.1 | 19.0 | 10.0 | 1.5 | | |
| 10:00 | 1.0 | 0.7 | 21.0 | 1.6 | 9.4 | 0.2 | 33.5 | 0.0 | 1.3 | 46.3 | 0.4 | 5.2 | 3.4 | 1.9 | 0.7 | 1.4 | 4.7 | 0.6 | 2.5 | 67.3 | 3.2 | 18.8 | 11.7 | 2.3 | | |
| 10:15 | 0.9 | 0.7 | 21.1 | 0.9 | 9.4 | 0.2 | 33.1 | 0.0 | 1.4 | 46.7 | 0.6 | 5.5 | 4.1 | 1.7 | 0.9 | 1.8 | 4.3 | 0.6 | 2.2 | 68.2 | 3.2 | 18.4 | 11.6 | 2.2 | | |
| 10:30 | 0.7 | 0.8 | 21.7 | 1.0 | 10.0 | 0.3 | 34.0 | 0.0 | 1.2 | 46.7 | 0.3 | 5.5 | 2.9 | 1.6 | 0.7 | 1.7 | 3.7 | 1.1 | 2.0 | 66.7 | 3.4 | 18.3 | 11.1 | 2.7 | | |
| 10:45 | 0.7 | 0.6 | 22.7 | 1.1 | 10.0 | 0.3 | 34.8 | 0.0 | 1.3 | 46.5 | 0.3 | 5.4 | 2.8 | 1.5 | 0.4 | 1.7 | 3.6 | 1.1 | 2.0 | 66.4 | 3.5 | 18.6 | 10.2 | 2.7 | | |
| 11:00 | 0.6 | 2.2 | 22.5 | 0.8 | 10.6 | 0.5 | 36.0 | 0.0 | 1.8 | 45.7 | 0.2 | 5.3 | 3.3 | 1.3 | 0.3 | 1.9 | 3.4 | 1.1 | 1.6 | 64.9 | 3.6 | 19.1 | 10.7 | 2.0 | | |
| 11:15 | 0.6 | 3.3 | 22.4 | 0.4 | 11.1 | 0.4 | 37.1 | 0.0 | 2.2 | 45.2 | 0.1 | 5.3 | 3.2 | 1.6 | 0.5 | 1.7 | 2.9 | 1.1 | 1.5 | 63.9 | 4.0 | 19.2 | 10.5 | 2.0 | | |
| 11:30 | 0.6 | 8.7 | 20.2 | 0.7 | 10.3 | 0.4 | 39.8 | 0.0 | 4.2 | 42.9 | 0.1 | 5.3 | 3.6 | 1.0 | 0.5 | 1.5 | 2.2 | 1.1 | 1.2 | 62.1 | 4.2 | 19.9 | 9.8 | 1.7 | | |
| 11:45 | 0.6 | 12.2 | 20.2 | 0.6 | 9.9 | 0.2 | 41.7 | 0.0 | 6.7 | 39.6 | 0.4 | 5.5 | 3.2 | 1.3 | 0.3 | 0.8 | 1.9 | 1.1 | 1.4 | 60.0 | 4.8 | 20.9 | 8.8 | 2.0 | | |
| 12:00 | 0.4 | 26.9 | 12.0 | 0.7 | 8.4 | 0.0 | 45.0 | 0.1 | 15.9 | 27.0 | 0.4 | 5.9 | 4.6 | 1.5 | 0.7 | 1.3 | 1.4 | 0.4 | 1.6 | 57.0 | 5.3 | 21.9 | 10.9 | 2.4 | | |
| 12:15 | 0.9 | 29.7 | 9.2 | 0.5 | 8.7 | 0.0 | 46.9 | 0.1 | 17.8 | 23.5 | 0.4 | 6.0 | 3.3 | 1.6 | 0.5 | 1.1 | 1.4 | 0.4 | 1.6 | 55.1 | 5.8 | 20.9 | 11.8 | 2.0 | | |
| 12:30 | 1.1 | 25.7 | 9.0 | 0.4 | 12.4 | 0.0 | 45.7 | 0.2 | 16.8 | 23.2 | 0.0 | 6.7 | 2.3 | 2.1 | 0.8 | 1.8 | 1.4 | 0.4 | 1.9 | 55.8 | 6.4 | 20.2 | 11.9 | 2.2 | | |
| 12:45 | 1.2 | 20.4 | 9.5 | 0.2 | 14.7 | 0.0 | 44.2 | 0.2 | 15.3 | 26.1 | 0.0 | 6.6 | 3.1 | 1.9 | 1.2 | 2.0 | 1.6 | 0.4 | 1.7 | 57.2 | 7.0 | 19.8 | 11.5 | 2.3 | | |
| 13:00 | 1.4 | 10.5 | 13.1 | 0.4 | 15.2 | 0.1 | 39.0 | 0.3 | 8.1 | 35.9 | 0.2 | 6.8 | 4.5 | 2.6 | 1.6 | 2.0 | 2.2 | 0.5 | 1.8 | 63.3 | 6.7 | 19.6 | 12.4 | 2.0 | | |
| 13:15 | 1.3 | 5.8 | 14.0 | 0.4 | 16.4 | 0.1 | 37.1 | 0.2 | 6.0 | 39.4 | 0.2 | 6.8 | 3.3 | 2.7 | 1.3 | 1.8 | 2.6 | 0.5 | 1.7 | 64.7 | 5.9 | 18.8 | 11.9 | 2.3 | | |
| 13:30 | 1.5 | 2.7 | 15.4 | 0.1 | 15.9 | 0.1 | 35.0 | 0.1 | 3.7 | 42.0 | 0.3 | 6.5 | 2.7 | 3.1 | 0.7 | 1.8 | 3.2 | 0.7 | 2.2 | 66.0 | 5.8 | 18.1 | 11.7 | 2.5 | | |
| 13:45 | 1.4 | 2.1 | 15.6 | 0.0 | 15.8 | 0.1 | 34.6 | 0.1 | 3.3 | 43.0 | 0.5 | 7.5 | 2.6 | 2.3 | 0.4 | 1.7 | 3.0 | 0.7 | 2.3 | 66.0 | 5.9 | 17.6 | 11.7 | 3.1 | | |
| 14:00 | 1.1 | 0.5 | 17.2 | 0.0 | 14.3 | 0.1 | 33.1 | 0.1 | 1.6 | 44.6 | 0.5 | 8.7 | 2.8 | 1.6 | 0.4 | 1.8 | 3.3 | 1.1 | 2.2 | 67.3 | 6.1 | 16.8 | 11.7 | 3.0 | | |
| 14:15 | 1.1 | 0.6 | 17.8 | 0.2 | 13.9 | 0.1 | 33.4 | 0.1 | 1.2 | 44.6 | 0.5 | 9.0 | 2.9 | 1.6 | 0.8 | 1.6 | 3.3 | 1.1 | 2.2 | 68.1 | 6.2 | 16.1 | 11.4 | 2.7 | | |
| 14:30 | 0.6 | 0.5 | 18.3 | 0.3 | 14.3 | 0.0 | 33.3 | 0.0 | 1.1 | 44.6 | 0.5 | 9.2 | 3.7 | 1.5 | 1.0 | 1.1 | 2.5 | 1.2 | 2.1 | 67.6 | 6.0 | 15.9 | 9.9 | 2.6 | | |
| 14:45 | 0.3 | 0.5 | 18.0 | 0.2 | 14.0 | 0.0 | 32.7 | 0.0 | 1.3 | 43.7 | 0.5 | 9.1 | 4.5 | 1.9 | 0.8 | 1.3 | 2.8 | 1.2 | 2.0 | 68.0 | 6.3 | 16.0 | 9.7 | 2.1 | | |

* TV Nutzung aus Mediapulse TV Data (2022) ** Radionutzung aus Mediapulse Radio Data (2022)

1.3 Tagesablauf und Mediennutzung: Reichweiten in %

Time Use Study 2022 / Deutsche Schweiz

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

Universum: 5'151'700 (15+) Stichprobe: 1'482 Interviews

| | zu Hause | | | | | | | Total | ausser Haus | | | | | | | | | | | Total | Total | Total | Total | Total |
|-----------------|----------|-------|--------|--------------|------------|-------|----------|-------|-------------|--------|--------------|------------|------|------|-----------|-------|-----------|-------|---------------|-------|-------|---------|----------|-------|
| | Schlafen | Essen | Arbeit | Körperpflege | Freie Zeit | Sport | Schlafen | | Essen | Arbeit | Körperpflege | Freie Zeit | Auto | ÖV | Velo/Moto | Gehen | Einkaufen | Sport | Veranstaltung | | TV* | Radio** | Internet | Lesen |
| 15:00 | 0.3 | 0.5 | 17.7 | 0.3 | 14.1 | 0.0 | 32.7 | 0.0 | 1.0 | 42.4 | 0.4 | 10.3 | 5.5 | 2.1 | 1.2 | 1.1 | 2.0 | 1.4 | 2.1 | 67.9 | 7.0 | 16.0 | 9.8 | 2.9 |
| 15:15 | 0.3 | 0.4 | 18.0 | 0.2 | 14.4 | 0.0 | 33.1 | 0.0 | 0.9 | 41.9 | 0.4 | 10.6 | 4.6 | 2.5 | 1.0 | 1.7 | 1.9 | 1.4 | 2.0 | 67.3 | 7.0 | 15.7 | 9.5 | 3.0 |
| 15:30 | 0.3 | 0.5 | 18.0 | 0.4 | 15.3 | 0.0 | 34.4 | 0.0 | 0.8 | 41.0 | 0.5 | 10.6 | 5.4 | 2.1 | 1.2 | 1.7 | 2.2 | 1.2 | 2.2 | 67.1 | 7.0 | 15.8 | 9.6 | 2.9 |
| 15:45 | 0.3 | 0.5 | 18.1 | 0.6 | 15.9 | 0.0 | 34.9 | 0.0 | 0.8 | 40.2 | 0.5 | 10.8 | 4.5 | 2.1 | 0.9 | 1.9 | 2.1 | 1.2 | 2.2 | 66.0 | 7.8 | 16.2 | 9.8 | 2.7 |
| 16:00 | 0.4 | 0.7 | 17.3 | 0.3 | 17.7 | 0.0 | 36.1 | 0.0 | 0.6 | 37.4 | 0.2 | 10.3 | 5.7 | 3.9 | 1.4 | 2.4 | 2.3 | 1.2 | 2.1 | 65.2 | 8.1 | 16.7 | 10.5 | 3.2 |
| 16:15 | 0.4 | 0.8 | 17.0 | 0.4 | 20.1 | 0.1 | 38.3 | 0.0 | 0.5 | 35.7 | 0.4 | 10.0 | 5.3 | 3.6 | 1.8 | 1.9 | 2.6 | 1.4 | 2.1 | 63.3 | 8.1 | 16.4 | 11.1 | 3.5 |
| 16:30 | 0.3 | 0.9 | 16.7 | 0.6 | 22.9 | 0.1 | 40.6 | 0.0 | 1.0 | 33.2 | 0.4 | 10.0 | 5.4 | 3.6 | 2.1 | 1.6 | 2.4 | 1.3 | 2.6 | 61.3 | 8.3 | 16.7 | 12.6 | 3.3 |
| 16:45 | 0.2 | 1.3 | 16.9 | 0.5 | 23.5 | 0.0 | 41.5 | 0.0 | 1.0 | 31.6 | 0.5 | 10.1 | 4.8 | 3.5 | 1.8 | 2.2 | 2.4 | 1.1 | 3.0 | 60.5 | 9.0 | 17.0 | 12.4 | 3.0 |
| 17:00 | 0.5 | 3.9 | 15.1 | 0.9 | 25.9 | 0.0 | 45.6 | 0.0 | 1.3 | 25.3 | 0.2 | 9.8 | 7.3 | 4.3 | 2.4 | 2.1 | 2.4 | 1.4 | 2.6 | 56.4 | 9.6 | 17.4 | 12.4 | 1.9 |
| 17:15 | 0.5 | 5.1 | 14.9 | 1.2 | 27.0 | 0.1 | 47.7 | 0.0 | 1.0 | 22.2 | 0.2 | 9.8 | 7.7 | 4.4 | 1.6 | 2.6 | 2.8 | 1.3 | 2.8 | 54.4 | 10.2 | 17.4 | 12.6 | 1.8 |
| 17:30 | 0.5 | 11.8 | 12.7 | 1.3 | 27.9 | 0.1 | 52.6 | 0.0 | 1.9 | 17.6 | 0.2 | 8.8 | 7.2 | 5.1 | 1.8 | 2.8 | 3.1 | 1.4 | 3.4 | 50.8 | 11.1 | 17.2 | 13.9 | 2.0 |
| 17:45 | 0.3 | 13.8 | 12.6 | 1.3 | 28.2 | 0.2 | 54.5 | 0.0 | 2.3 | 15.8 | 0.1 | 8.9 | 6.9 | 4.4 | 2.0 | 2.1 | 2.6 | 1.5 | 3.2 | 47.7 | 13.3 | 16.7 | 12.8 | 2.3 |
| 18:00 | 0.3 | 24.6 | 9.7 | 1.7 | 27.2 | 0.3 | 60.6 | 0.0 | 3.6 | 11.0 | 0.3 | 8.1 | 5.8 | 4.8 | 2.4 | 1.8 | 2.3 | 1.7 | 2.7 | 42.3 | 16.7 | 16.2 | 12.2 | 1.6 |
| 18:15 | 0.3 | 25.7 | 9.3 | 1.2 | 27.5 | 0.3 | 62.2 | 0.0 | 4.2 | 9.8 | 0.4 | 7.4 | 4.3 | 4.2 | 2.1 | 1.8 | 2.1 | 2.0 | 2.8 | 39.8 | 17.3 | 15.0 | 11.6 | 1.4 |
| 18:30 | 0.2 | 27.0 | 7.5 | 1.6 | 32.6 | 0.4 | 66.4 | 0.0 | 5.5 | 8.1 | 0.4 | 6.8 | 3.2 | 3.1 | 1.6 | 2.0 | 1.7 | 2.1 | 2.9 | 36.2 | 17.8 | 13.7 | 11.4 | 1.2 |
| 18:45 | 0.2 | 25.5 | 8.1 | 1.6 | 34.3 | 0.5 | 67.4 | 0.0 | 5.5 | 7.2 | 0.4 | 7.6 | 2.5 | 2.7 | 0.5 | 1.5 | 1.3 | 2.4 | 3.1 | 34.1 | 18.6 | 12.8 | 12.1 | 1.3 |
| 19:00 | 0.3 | 19.2 | 6.8 | 2.2 | 43.2 | 0.8 | 69.0 | 0.0 | 5.5 | 6.0 | 0.5 | 8.7 | 2.7 | 1.7 | 1.4 | 1.4 | 0.9 | 2.3 | 2.7 | 32.3 | 20.9 | 11.4 | 13.9 | 1.7 |
| 19:15 | 0.3 | 16.9 | 5.8 | 2.2 | 47.8 | 0.4 | 70.6 | 0.0 | 5.0 | 5.6 | 0.1 | 8.6 | 2.5 | 1.1 | 1.2 | 1.2 | 0.6 | 2.9 | 2.9 | 31.1 | 23.9 | 9.8 | 14.4 | 1.9 |
| 19:30 | 0.4 | 13.3 | 4.7 | 2.7 | 52.3 | 0.5 | 71.5 | 0.1 | 5.2 | 4.9 | 0.3 | 8.9 | 1.9 | 0.7 | 0.2 | 1.1 | 0.2 | 3.1 | 3.3 | 29.1 | 27.5 | 8.4 | 14.6 | 1.0 |
| 19:45 | 0.5 | 11.5 | 4.5 | 2.3 | 53.6 | 0.4 | 71.3 | 0.1 | 5.0 | 4.9 | 0.1 | 9.7 | 1.6 | 0.8 | 0.2 | 1.2 | 0.1 | 3.2 | 3.4 | 29.7 | 29.1 | 7.5 | 14.6 | 1.2 |
| 20:00 | 1.6 | 7.4 | 5.3 | 1.3 | 57.0 | 0.7 | 71.2 | 0.2 | 4.3 | 4.6 | 0.1 | 10.1 | 2.0 | 1.0 | 0.0 | 1.2 | 0.0 | 3.6 | 3.2 | 29.3 | 31.6 | 6.9 | 17.4 | 2.4 |
| 20:15 | 1.8 | 6.0 | 5.0 | 1.2 | 58.3 | 0.6 | 71.8 | 0.2 | 4.3 | 4.4 | 0.1 | 10.4 | 1.5 | 0.9 | 0.2 | 1.2 | 0.0 | 3.5 | 2.9 | 29.1 | 32.5 | 6.0 | 18.1 | 1.9 |
| 20:30 | 2.8 | 3.7 | 4.8 | 1.9 | 61.2 | 0.4 | 73.8 | 0.2 | 3.7 | 3.9 | 0.2 | 10.5 | 1.3 | 0.7 | 0.3 | 0.8 | 0.0 | 3.5 | 2.4 | 26.9 | 31.3 | 5.4 | 18.5 | 2.1 |
| 20:45 | 3.2 | 2.6 | 4.4 | 2.3 | 62.9 | 0.1 | 74.7 | 0.2 | 3.5 | 3.4 | 0.1 | 10.7 | 1.3 | 1.0 | 0.3 | 0.8 | 0.0 | 3.4 | 2.3 | 25.9 | 31.5 | 5.0 | 18.9 | 2.0 |
| 21:00 | 7.2 | 2.1 | 3.6 | 4.0 | 61.7 | 0.1 | 76.8 | 0.2 | 2.7 | 2.1 | 0.0 | 10.5 | 1.5 | 1.3 | 0.4 | 0.9 | 0.0 | 3.2 | 1.8 | 23.9 | 31.9 | 4.9 | 18.8 | 2.4 |
| 21:15 | 9.0 | 1.6 | 3.7 | 3.8 | 61.9 | 0.2 | 78.6 | 0.2 | 2.4 | 2.1 | 0.1 | 10.2 | 1.4 | 1.1 | 0.4 | 0.4 | 0.0 | 2.8 | 1.6 | 22.4 | 30.9 | 4.5 | 19.3 | 2.4 |
| 21:30 | 13.7 | 1.1 | 3.5 | 3.6 | 59.8 | 0.2 | 80.3 | 0.4 | 2.0 | 1.8 | 0.3 | 9.4 | 1.7 | 0.6 | 0.3 | 0.4 | 0.0 | 2.6 | 1.0 | 20.1 | 30.6 | 4.3 | 17.9 | 2.4 |
| 21:45 | 17.6 | 0.9 | 3.1 | 4.7 | 59.1 | 0.2 | 81.3 | 0.7 | 1.9 | 1.7 | 0.2 | 9.0 | 1.7 | 0.9 | 0.2 | 0.3 | 0.0 | 2.5 | 0.8 | 19.2 | 30.0 | 4.5 | 16.3 | 2.3 |
| 22:00 | 36.7 | 0.5 | 1.8 | 6.1 | 45.7 | 0.1 | 84.7 | 1.8 | 1.3 | 1.3 | 0.7 | 6.0 | 2.0 | 1.0 | 0.5 | 0.5 | 0.0 | 1.8 | 0.4 | 16.4 | 27.6 | 4.4 | 11.3 | 2.1 |
| 22:15 | 44.4 | 0.4 | 1.5 | 6.2 | 39.2 | 0.1 | 86.7 | 2.2 | 1.1 | 1.3 | 0.7 | 5.1 | 1.6 | 1.0 | 0.5 | 0.5 | 0.0 | 1.2 | 0.2 | 14.4 | 25.3 | 3.9 | 10.8 | 2.3 |
| 22:30 | 54.9 | 0.4 | 1.3 | 6.2 | 29.6 | 0.1 | 88.1 | 3.1 | 0.8 | 1.1 | 0.2 | 4.8 | 1.0 | 0.7 | 0.1 | 0.7 | 0.0 | 0.9 | 0.1 | 12.7 | 20.5 | 3.6 | 8.6 | 1.5 |
| 22:45 | 60.6 | 0.3 | 1.3 | 4.0 | 25.7 | 0.0 | 88.5 | 4.0 | 0.6 | 1.1 | 0.1 | 4.4 | 0.6 | 0.5 | 0.0 | 0.3 | 0.0 | 0.8 | 0.1 | 12.3 | 18.1 | 3.3 | 7.8 | 1.3 |
| 23:00 | 71.0 | 0.0 | 0.8 | 3.9 | 17.1 | 0.0 | 90.0 | 4.6 | 0.4 | 0.8 | 0.0 | 2.3 | 0.9 | 0.6 | 0.2 | 0.0 | 0.0 | 0.7 | 0.0 | 10.2 | 15.7 | 3.0 | 4.9 | 1.0 |
| 23:15 | 75.5 | 0.2 | 0.5 | 2.2 | 14.6 | 0.0 | 90.9 | 4.8 | 0.3 | 0.8 | 0.0 | 2.2 | 0.7 | 0.5 | 0.1 | 0.0 | 0.0 | 0.5 | 0.0 | 9.8 | 13.4 | 2.6 | 4.8 | 0.8 |
| 23:30 | 81.2 | 0.2 | 0.2 | 1.3 | 10.3 | 0.0 | 91.5 | 4.9 | 0.2 | 0.8 | 0.0 | 1.6 | 0.6 | 0.4 | 0.0 | 0.2 | 0.0 | 0.5 | 0.0 | 8.7 | 11.6 | 2.2 | 4.0 | 0.2 |
| 23:45 | 84.0 | 0.2 | 0.1 | 1.2 | 8.1 | 0.0 | 91.9 | 5.1 | 0.1 | 0.8 | 0.0 | 1.4 | 0.4 | 0.3 | 0.0 | 0.1 | 0.0 | 0.4 | 0.0 | 8.5 | 10.0 | 2.0 | 2.6 | 0.1 |
| Tagesreichweite | 97.3 | 83.0 | 50.5 | 77.3 | 89.8 | 4.2 | 98.4 | 6.7 | 34.2 | 58.3 | 6.5 | 33.9 | 40.7 | 21.6 | 15.6 | 17.3 | 24.6 | 7.4 | 16.0 | 95.5 | 59.3 | 77.1 | 64.2 | 27.3 |
| Nutzung in Min | 461 | 71 | 123 | 31 | 242 | 2 | 930 | 24 | 30 | 260 | 3 | 68 | 33 | 22 | 8 | 12 | 16 | 13 | 19 | 510 | 109 | 90 | 117 | 23 |

* TV Nutzung aus Mediapulse TV Data (2022) ** Radionutzung aus Mediapulse Radio Data (2022)

2. Mediapulse TV-Panel

2.1 Fernsehforschung: Methodik, Erhebungsbasis und Berichterstattung

2.1.1 Methodenbeschreibung

Seit dem 1. Januar 2013 ermittelt die Mediapulse AG die Nutzung von Fernsehsendungen mit dem elektronischen Mess-System von Kantar Media. An der Basis des seit 2013 eingesetzten Systems steht ein elektronisches Mess- und Speichergerät (Kantar Media PeopleMeter), das – in repräsentativ ausgewählten Panelhaushalten – an den Fernsehapparaten angeschlossen wird. In den Fernsehhaushalten wird auch die zeitversetzte TV-Nutzung erfasst. Die Audiospuren der in den Haushalten eingeschalteten Fernsehprogramme werden vom Messgerät sekundengenau registriert und mit den an verschiedenen Standorten aufgezeichneten Referenzierungs-Audiospuren verglichen. Aus dem Audiospuren-Vergleich wird ermittelt, welches Programm im Haushalt geschaut wurde. Zur Mess-Ausstattung gehört eine Fernbedienung, welche über acht persönliche Personentasten und acht nach Alter und Geschlecht differenzierten Tasten verfügt, die die Erfassung des Gäste-Konsums in den Panelhaushalten ermöglichen. Über diese Tasten geben die Personen, die fernsehen, Beginn und Ende ihrer individuellen Fernsehnutzung ab. Die Betreuung des Panels sowie die Auswertung der Daten wird im Auftrag der Mediapulse AG von Kantar Media Switzerland durchgeführt. Seit dem 1. Juli 2022 wird die Granularität der TV-Nutzungs-Daten mittels Integration der Nutzungsdaten von ca. 6'000 aus einer Zufalls-Stichprobe gewählten Set-Top-Boxen erhöht.

2.1.2 Erhebungsbasis

In jeder der drei Sprachregionen ist ein jeweils repräsentatives Panel mit Kantar Media-Messgeräten ausgestattet: Gesamtschweizerisch setzt sich das Panel aus mindestens 1'870 täglich berichtenden Haushalten zusammen, mit einer Verteilung von 1'000 in der Deutschschweiz, 600 in der Suisse romande und 270 in der Svizzera italiana (Stand 1.1.2022). Die Haushalte werden nach dem Random-Quota-Verfahren ausgewählt. Die auf sprachregionaler Ebene festgelegten Quotenvorgaben sind: Anzahl Fernsehgeräte im Haushalt, Haushaltsgrösse, Kinder im Haushalt im Alter 0-14 sowie Fernsehempfangsvektoren im Haushalt. Alle sprachassimilierten Personen von drei Jahren und mehr in privaten Fernsehhaushalten bilden das Universum für die Personendaten. Das bestehende TV-Messpanel wird gesamtschweizerisch mit den Nutzungsinformationen von rund 15'000 virtuellen Panelisten aus einer Zufalls-Stichprobe von ca. 6'000 Set-Top-Boxen angereichert.

2.1.3 Berichterstattung

Die im PeopleMeter gespeicherten Daten werden über das öffentliche Telefonnetz automatisch an Kantar Media übertragen. Die mit den Daten virtueller Panelisten angereicherten Einzeldaten werden zu Durchschnittsdaten über das Einschalt- und Sehverhalten bezüglich aller empfangbaren Fernsehsender verarbeitet und stehen in einer elektronischen Datenbank für Auswertungen aller Art zur Verfügung. Die Daten werden einerseits nach Zeitabschnitten und andererseits nach Sendungen gegliedert ausgewiesen. Über die Tagesergebnisse wird von Mediapulse täglich berichtet. Die Berichterstattung nach Viertelstundeneinheiten erfolgt nach Monats-, Quartals- und Jahresdurchschnitten. Das Mediapulse Fernsehpanel wird durch eine unabhängige medienwissenschaftliche 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 1 Sekunde lang gesehen haben; angegeben in % der Stichprobe oder hochgerechnet 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 1 Sekunde 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 („Verweildauer“) oder pro Kopf der Bevölkerung („Sehdauer“) 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 ihn 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 1-Sekunde-Einheiten verglichen mit der Anzahl der theoretisch möglichen 1-Sekunde-Einheiten innerhalb einer definierten Zeiteinheit; angegeben in % der Anzahl theoretisch möglicher 1-Sekunde-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 (900 1-Sekunde-Einheiten multipliziert mit der Anzahl Stichprobenmitglieder) entfallen auf TV XY.

Ergebnisse TV-Panel 2022 / Deutschschweiz

VIERTELSTUNDEN-RATINGS in % (Mo-So)

Universum: 5'284'000 Personen (3+) Stichprobe: 2'329 Personen

| | Wochentage | | | | | | | Montag - Freitag | Samstag - Sonntag | Montag - Sonntag |
|-------|------------|----------|----------|------------|---------|---------|---------|------------------|-------------------|------------------|
| | Montag | Dienstag | Mittwoch | Donnerstag | Freitag | Samstag | Sonntag | | | |
| 06:00 | 1.4 | 1.2 | 1.2 | 1.1 | 1.1 | 1.2 | 1.2 | 1.2 | 1.2 | 1.2 |
| 06:15 | 1.4 | 1.2 | 1.2 | 1.1 | 1.1 | 1.2 | 1.2 | 1.2 | 1.2 | 1.2 |
| 06:30 | 1.5 | 1.3 | 1.4 | 1.3 | 1.3 | 1.2 | 1.4 | 1.4 | 1.3 | 1.3 |
| 06:45 | 1.6 | 1.4 | 1.5 | 1.4 | 1.4 | 1.3 | 1.5 | 1.4 | 1.4 | 1.4 |
| 07:00 | 1.6 | 1.5 | 1.6 | 1.5 | 1.4 | 1.5 | 1.7 | 1.5 | 1.6 | 1.6 |
| 07:15 | 1.6 | 1.5 | 1.6 | 1.6 | 1.5 | 1.6 | 1.8 | 1.6 | 1.7 | 1.6 |
| 07:30 | 1.7 | 1.6 | 1.7 | 1.5 | 1.6 | 1.8 | 2.1 | 1.6 | 2.0 | 1.7 |
| 07:45 | 1.6 | 1.6 | 1.7 | 1.5 | 1.6 | 1.9 | 2.3 | 1.6 | 2.1 | 1.8 |
| 08:00 | 1.7 | 1.6 | 1.8 | 1.6 | 1.7 | 2.0 | 2.5 | 1.7 | 2.2 | 1.8 |
| 08:15 | 1.7 | 1.6 | 1.8 | 1.6 | 1.7 | 2.0 | 2.7 | 1.7 | 2.4 | 1.9 |
| 08:30 | 1.8 | 1.6 | 1.8 | 1.6 | 1.7 | 2.1 | 3.0 | 1.7 | 2.5 | 1.9 |
| 08:45 | 1.8 | 1.7 | 1.8 | 1.7 | 1.7 | 2.2 | 3.2 | 1.7 | 2.7 | 2.0 |
| 09:00 | 2.0 | 1.9 | 2.0 | 1.9 | 1.9 | 2.4 | 3.6 | 1.9 | 3.0 | 2.2 |
| 09:15 | 2.0 | 1.8 | 1.8 | 1.8 | 1.9 | 2.5 | 4.0 | 1.9 | 3.2 | 2.3 |
| 09:30 | 2.0 | 1.8 | 1.9 | 1.8 | 1.8 | 2.8 | 4.6 | 1.9 | 3.7 | 2.4 |
| 09:45 | 2.2 | 1.9 | 2.1 | 1.9 | 1.9 | 3.0 | 5.0 | 2.0 | 4.0 | 2.6 |
| 10:00 | 2.4 | 2.2 | 2.3 | 2.1 | 2.2 | 3.3 | 5.4 | 2.3 | 4.3 | 2.8 |
| 10:15 | 2.3 | 2.2 | 2.3 | 2.1 | 2.2 | 3.6 | 5.6 | 2.2 | 4.6 | 2.9 |
| 10:30 | 2.5 | 2.4 | 2.5 | 2.3 | 2.4 | 4.0 | 5.8 | 2.4 | 4.9 | 3.1 |
| 10:45 | 2.6 | 2.4 | 2.5 | 2.4 | 2.4 | 4.2 | 6.0 | 2.5 | 5.1 | 3.2 |
| 11:00 | 2.7 | 2.5 | 2.6 | 2.6 | 2.5 | 4.3 | 6.5 | 2.6 | 5.4 | 3.4 |
| 11:15 | 2.9 | 2.8 | 2.8 | 2.9 | 2.8 | 4.5 | 6.7 | 2.8 | 5.6 | 3.6 |
| 11:30 | 3.1 | 2.9 | 3.0 | 3.1 | 3.1 | 4.7 | 7.0 | 3.1 | 5.9 | 3.9 |
| 11:45 | 3.3 | 3.1 | 3.1 | 3.4 | 3.4 | 4.8 | 7.1 | 3.3 | 5.9 | 4.0 |
| 12:00 | 3.7 | 3.5 | 3.6 | 3.8 | 3.9 | 5.0 | 7.0 | 3.7 | 6.0 | 4.4 |
| 12:15 | 4.0 | 3.9 | 3.8 | 4.3 | 4.2 | 5.5 | 7.3 | 4.0 | 6.4 | 4.7 |
| 12:30 | 4.4 | 4.3 | 4.1 | 4.7 | 4.6 | 5.9 | 7.4 | 4.4 | 6.6 | 5.0 |
| 12:45 | 5.1 | 4.9 | 4.6 | 5.3 | 5.3 | 6.1 | 7.6 | 5.0 | 6.8 | 5.6 |
| 13:00 | 4.7 | 4.6 | 4.4 | 4.8 | 5.0 | 6.4 | 8.0 | 4.7 | 7.2 | 5.4 |
| 13:15 | 4.3 | 4.1 | 4.0 | 4.3 | 4.6 | 6.2 | 8.1 | 4.3 | 7.1 | 5.1 |
| 13:30 | 4.2 | 4.1 | 3.9 | 4.1 | 4.4 | 6.2 | 8.1 | 4.2 | 7.1 | 5.0 |
| 13:45 | 4.3 | 4.2 | 4.1 | 4.1 | 4.5 | 6.3 | 8.3 | 4.3 | 7.3 | 5.1 |
| 14:00 | 4.5 | 4.3 | 4.3 | 4.3 | 4.6 | 6.3 | 8.6 | 4.4 | 7.4 | 5.3 |
| 14:15 | 4.6 | 4.3 | 4.3 | 4.3 | 4.7 | 6.4 | 8.7 | 4.4 | 7.5 | 5.3 |
| 14:30 | 4.6 | 4.3 | 4.5 | 4.4 | 4.8 | 6.2 | 8.5 | 4.5 | 7.4 | 5.3 |
| 14:45 | 4.7 | 4.3 | 4.5 | 4.5 | 4.8 | 6.1 | 8.5 | 4.6 | 7.3 | 5.4 |
| 15:00 | 5.1 | 4.7 | 4.9 | 4.9 | 5.2 | 6.2 | 8.6 | 5.0 | 7.4 | 5.7 |
| 15:15 | 5.4 | 4.9 | 5.1 | 5.0 | 5.4 | 6.4 | 8.8 | 5.2 | 7.6 | 5.9 |
| 15:30 | 5.3 | 5.0 | 5.2 | 5.1 | 5.5 | 6.6 | 9.0 | 5.2 | 7.8 | 6.0 |
| 15:45 | 5.7 | 5.3 | 5.4 | 5.3 | 5.7 | 6.8 | 9.4 | 5.5 | 8.1 | 6.2 |

2.2 TV Nutzung nach Wochentagen: Rating in %

Ergebnisse TV-Panel 2022 / Deutschschweiz

VIERTELSTUNDEN-RATINGS in % (Mo-So)

Universum: 5'284'000 Personen (3+) Stichprobe: 2'329 Personen

| | Wochentage | | | | | | | Montag - Freitag | Samstag - Sonntag | Montag - Sonntag |
|----------|------------|----------|----------|------------|---------|---------|---------|------------------|-------------------|------------------|
| | Montag | Dienstag | Mittwoch | Donnerstag | Freitag | Samstag | Sonntag | | | |
| 16:00 | 5.7 | 5.4 | 5.5 | 5.4 | 6.0 | 7.1 | 9.6 | 5.6 | 8.4 | 6.4 |
| 16:15 | 6.1 | 5.9 | 6.0 | 5.9 | 6.4 | 7.4 | 10.3 | 6.1 | 8.8 | 6.8 |
| 16:30 | 6.3 | 6.1 | 6.1 | 6.0 | 6.6 | 7.6 | 10.6 | 6.2 | 9.1 | 7.1 |
| 16:45 | 6.8 | 6.5 | 6.5 | 6.4 | 7.0 | 8.1 | 10.9 | 6.6 | 9.5 | 7.5 |
| 17:00 | 7.3 | 6.9 | 6.8 | 6.8 | 7.4 | 8.1 | 11.0 | 7.1 | 9.6 | 7.8 |
| 17:15 | 7.9 | 7.4 | 7.3 | 7.4 | 8.0 | 8.3 | 11.3 | 7.6 | 9.8 | 8.2 |
| 17:30 | 8.5 | 7.8 | 7.7 | 7.8 | 8.3 | 8.6 | 12.0 | 8.0 | 10.3 | 8.7 |
| 17:45 | 9.3 | 8.6 | 8.5 | 8.6 | 8.9 | 9.2 | 12.3 | 8.8 | 10.7 | 9.3 |
| 18:00 | 13.3 | 12.7 | 12.7 | 12.6 | 12.4 | 11.7 | 15.4 | 12.7 | 13.5 | 13.0 |
| 18:15 | 13.8 | 13.4 | 13.2 | 13.3 | 12.8 | 11.6 | 15.5 | 13.3 | 13.5 | 13.4 |
| 18:30 | 13.8 | 13.3 | 13.1 | 13.1 | 12.7 | 12.5 | 16.2 | 13.2 | 14.3 | 13.5 |
| 18:45 | 13.6 | 13.3 | 12.9 | 13.3 | 12.5 | 13.2 | 15.9 | 13.1 | 14.6 | 13.5 |
| 19:00 | 16.5 | 16.2 | 15.7 | 16.2 | 15.1 | 14.1 | 17.1 | 15.9 | 15.6 | 15.8 |
| 19:15 | 17.0 | 16.6 | 16.1 | 16.5 | 15.6 | 14.4 | 18.2 | 16.4 | 16.3 | 16.3 |
| 19:30 | 22.9 | 22.8 | 21.9 | 22.0 | 20.7 | 19.8 | 25.0 | 22.0 | 22.4 | 22.1 |
| 19:45 | 23.0 | 23.1 | 22.2 | 22.2 | 21.3 | 20.0 | 24.7 | 22.3 | 22.3 | 22.3 |
| 20:00 | 21.6 | 22.7 | 21.0 | 21.1 | 21.6 | 18.5 | 23.6 | 21.6 | 21.0 | 21.4 |
| 20:15 | 27.7 | 27.0 | 25.6 | 26.5 | 29.0 | 25.9 | 30.7 | 27.2 | 28.3 | 27.5 |
| 20:30 | 27.4 | 26.5 | 25.1 | 26.3 | 28.7 | 25.7 | 30.2 | 26.8 | 27.9 | 27.1 |
| 20:45 | 27.2 | 26.6 | 24.6 | 26.0 | 27.6 | 25.9 | 30.1 | 26.4 | 28.0 | 26.9 |
| 21:00 | 26.2 | 25.3 | 24.4 | 25.2 | 27.1 | 25.9 | 29.9 | 25.6 | 27.9 | 26.3 |
| 21:15 | 26.3 | 25.4 | 24.8 | 25.4 | 26.8 | 25.9 | 29.5 | 25.7 | 27.7 | 26.3 |
| 21:30 | 25.2 | 24.6 | 23.6 | 24.8 | 26.3 | 25.7 | 27.9 | 24.9 | 26.8 | 25.5 |
| 21:45 | 22.8 | 21.7 | 21.7 | 22.0 | 22.7 | 24.5 | 23.7 | 22.2 | 24.1 | 22.7 |
| 22:00 | 22.1 | 20.7 | 20.7 | 20.9 | 22.2 | 23.5 | 21.5 | 21.3 | 22.5 | 21.7 |
| 22:15 | 17.7 | 16.8 | 16.9 | 16.9 | 18.7 | 22.0 | 18.8 | 17.4 | 20.4 | 18.3 |
| 22:30 | 14.7 | 14.2 | 14.2 | 14.9 | 17.8 | 20.0 | 16.3 | 15.2 | 18.2 | 16.0 |
| 22:45 | 12.8 | 12.3 | 12.1 | 13.2 | 16.1 | 17.6 | 13.6 | 13.3 | 15.7 | 14.0 |
| 23:00 | 11.0 | 10.9 | 10.5 | 11.1 | 14.6 | 16.0 | 12.1 | 11.6 | 14.1 | 12.3 |
| 23:15 | 9.1 | 9.4 | 9.0 | 9.4 | 12.5 | 13.8 | 10.1 | 9.9 | 12.0 | 10.5 |
| 23:30 | 7.9 | 8.0 | 7.8 | 8.0 | 11.0 | 11.7 | 8.6 | 8.5 | 10.2 | 9.0 |
| 23:45 | 6.6 | 6.7 | 6.7 | 6.7 | 8.9 | 10.2 | 6.9 | 7.1 | 8.5 | 7.5 |
| 00:00 | 5.5 | 5.5 | 5.7 | 5.7 | 7.4 | 9.1 | 5.8 | 6.0 | 7.5 | 6.4 |
| 00:15 | 4.6 | 4.6 | 4.9 | 4.8 | 6.3 | 7.9 | 5.0 | 5.0 | 6.4 | 5.4 |
| 00:30 | 3.8 | 3.9 | 4.1 | 4.1 | 5.5 | 6.9 | 4.3 | 4.3 | 5.6 | 4.6 |
| 00:45 | 3.3 | 3.4 | 3.4 | 3.4 | 4.8 | 5.9 | 3.7 | 3.7 | 4.8 | 4.0 |
| R 18-23 | 20.3 | 19.7 | 19.1 | 19.6 | 20.4 | 19.9 | 22.2 | 19.8 | 21.1 | 20.2 |
| SD 18-23 | 61 | 59 | 57 | 59 | 61 | 60 | 67 | 59 | 63 | 61 |
| R 24h | 7.0 | 6.7 | 6.6 | 6.7 | 7.2 | 7.8 | 8.8 | 6.8 | 8.3 | 7.3 |
| SD 24h | 100 | 97 | 95 | 97 | 104 | 112 | 127 | 98 | 119 | 104 |

R = Rating in %= Sehdauer (Nutzungsminuten pro Person)

2.2 TV Nutzung nach Wochentagen: Rating in %

Ergebnisse TV-Panel 2022 / Deutschschweiz

VIERTELSTUNDEN-RATINGS in % (Mo-So)

Universum: 5'284'000 Personen (3+) Stichprobe: 2'329 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.* | andere | Haushalte |
| 06:00 | 1.2 | 1.1 | 1.3 | 0.5 | 0.2 | 0.7 | 1.2 | 1.9 | 2.0 | 0.4 | 1.1 | 1.4 | 1.1 | 1.6 | 2.5 |
| 06:15 | 1.2 | 1.2 | 1.2 | 0.7 | 0.2 | 0.7 | 1.3 | 1.8 | 2.0 | 0.5 | 1.2 | 1.4 | 1.1 | 1.3 | 2.5 |
| 06:30 | 1.3 | 1.3 | 1.4 | 1.0 | 0.2 | 0.9 | 1.4 | 1.9 | 2.1 | 0.7 | 1.4 | 1.5 | 1.2 | 1.1 | 2.8 |
| 06:45 | 1.4 | 1.4 | 1.4 | 1.2 | 0.2 | 0.9 | 1.4 | 1.9 | 2.3 | 0.9 | 1.5 | 1.6 | 1.2 | 1.2 | 2.9 |
| 07:00 | 1.6 | 1.6 | 1.5 | 1.4 | 0.2 | 1.0 | 1.4 | 1.9 | 2.7 | 1.1 | 1.6 | 1.8 | 1.3 | 1.5 | 3.3 |
| 07:15 | 1.6 | 1.6 | 1.7 | 1.2 | 0.2 | 1.0 | 1.4 | 1.9 | 3.0 | 1.0 | 1.6 | 1.9 | 1.4 | 1.9 | 3.4 |
| 07:30 | 1.7 | 1.7 | 1.8 | 1.1 | 0.2 | 1.0 | 1.4 | 2.0 | 3.3 | 0.8 | 1.7 | 2.1 | 1.5 | 2.1 | 3.5 |
| 07:45 | 1.8 | 1.7 | 1.8 | 1.0 | 0.2 | 1.1 | 1.5 | 2.1 | 3.4 | 0.8 | 1.7 | 2.2 | 1.5 | 2.1 | 3.6 |
| 08:00 | 1.8 | 1.8 | 1.8 | 1.1 | 0.3 | 1.0 | 1.7 | 2.2 | 3.5 | 0.8 | 1.8 | 2.3 | 1.6 | 2.4 | 3.8 |
| 08:15 | 1.9 | 1.9 | 1.9 | 1.1 | 0.3 | 1.1 | 1.8 | 2.4 | 3.5 | 0.9 | 1.9 | 2.3 | 1.6 | 2.6 | 3.8 |
| 08:30 | 1.9 | 1.9 | 2.0 | 1.1 | 0.3 | 1.2 | 1.9 | 2.5 | 3.5 | 1.0 | 1.9 | 2.3 | 1.7 | 2.7 | 3.9 |
| 08:45 | 2.0 | 2.0 | 2.1 | 1.1 | 0.4 | 1.3 | 2.0 | 2.7 | 3.6 | 1.0 | 2.0 | 2.5 | 1.7 | 2.9 | 4.1 |
| 09:00 | 2.2 | 2.2 | 2.3 | 1.2 | 0.4 | 1.6 | 2.2 | 3.0 | 3.8 | 1.1 | 2.2 | 2.7 | 1.9 | 3.4 | 4.5 |
| 09:15 | 2.3 | 2.2 | 2.4 | 1.2 | 0.5 | 1.5 | 2.1 | 2.9 | 4.0 | 1.2 | 2.3 | 2.8 | 1.9 | 3.4 | 4.5 |
| 09:30 | 2.4 | 2.3 | 2.4 | 1.3 | 0.6 | 1.6 | 2.2 | 3.0 | 4.2 | 1.3 | 2.4 | 2.9 | 1.9 | 3.5 | 4.7 |
| 09:45 | 2.6 | 2.5 | 2.6 | 1.3 | 0.6 | 1.8 | 2.5 | 3.3 | 4.5 | 1.4 | 2.8 | 3.2 | 2.0 | 3.7 | 5.1 |
| 10:00 | 2.8 | 2.8 | 2.9 | 1.4 | 0.6 | 2.0 | 2.7 | 3.7 | 5.0 | 1.5 | 3.1 | 3.6 | 2.2 | 4.2 | 5.6 |
| 10:15 | 2.9 | 2.8 | 3.0 | 1.4 | 0.6 | 1.8 | 2.6 | 3.8 | 5.2 | 1.5 | 2.9 | 3.7 | 2.2 | 4.3 | 5.7 |
| 10:30 | 3.1 | 3.0 | 3.3 | 1.3 | 0.7 | 1.8 | 2.9 | 4.1 | 5.8 | 1.5 | 3.0 | 4.1 | 2.4 | 4.6 | 6.2 |
| 10:45 | 3.2 | 3.0 | 3.4 | 1.3 | 0.7 | 1.9 | 2.9 | 4.1 | 6.0 | 1.6 | 3.1 | 4.2 | 2.5 | 4.6 | 6.3 |
| 11:00 | 3.4 | 3.2 | 3.5 | 1.3 | 0.7 | 2.1 | 3.0 | 4.3 | 6.4 | 1.6 | 3.2 | 4.3 | 2.7 | 4.8 | 6.7 |
| 11:15 | 3.6 | 3.4 | 3.8 | 1.3 | 0.7 | 2.2 | 3.1 | 4.8 | 6.9 | 1.6 | 3.5 | 4.7 | 3.0 | 5.0 | 7.2 |
| 11:30 | 3.9 | 3.7 | 4.1 | 1.5 | 0.8 | 2.2 | 3.3 | 5.1 | 7.4 | 1.7 | 3.7 | 4.9 | 3.2 | 5.4 | 7.6 |
| 11:45 | 4.0 | 3.8 | 4.2 | 1.5 | 0.8 | 2.1 | 3.4 | 5.3 | 7.9 | 1.7 | 3.8 | 5.1 | 3.3 | 5.8 | 8.0 |
| 12:00 | 4.4 | 4.1 | 4.6 | 1.7 | 0.9 | 2.4 | 4.0 | 5.7 | 8.3 | 1.9 | 4.1 | 5.7 | 3.5 | 6.1 | 8.6 |
| 12:15 | 4.7 | 4.4 | 5.0 | 1.7 | 1.0 | 2.7 | 4.2 | 6.2 | 8.9 | 1.9 | 4.6 | 6.1 | 3.8 | 6.4 | 9.1 |
| 12:30 | 5.0 | 4.8 | 5.3 | 1.8 | 1.1 | 2.9 | 4.2 | 6.6 | 9.7 | 2.1 | 5.1 | 6.6 | 3.9 | 6.9 | 9.7 |
| 12:45 | 5.6 | 5.4 | 5.7 | 1.9 | 1.3 | 2.9 | 4.2 | 7.2 | 11.2 | 2.1 | 5.5 | 7.2 | 4.4 | 7.9 | 10.7 |
| 13:00 | 5.4 | 5.2 | 5.7 | 1.9 | 1.2 | 3.2 | 4.2 | 6.9 | 10.8 | 2.1 | 5.3 | 7.2 | 4.1 | 7.8 | 10.4 |
| 13:15 | 5.1 | 4.7 | 5.4 | 1.7 | 1.0 | 3.1 | 4.0 | 6.5 | 10.1 | 1.9 | 5.1 | 6.9 | 3.7 | 7.3 | 9.8 |
| 13:30 | 5.0 | 4.6 | 5.4 | 1.6 | 1.0 | 3.0 | 4.0 | 6.5 | 9.9 | 1.8 | 5.1 | 6.7 | 3.6 | 7.4 | 9.7 |
| 13:45 | 5.1 | 4.7 | 5.5 | 1.6 | 1.1 | 3.0 | 4.2 | 6.7 | 10.0 | 1.8 | 5.2 | 6.8 | 3.8 | 7.5 | 9.9 |
| 14:00 | 5.3 | 4.8 | 5.7 | 1.6 | 1.1 | 3.2 | 4.5 | 6.9 | 10.3 | 1.7 | 5.2 | 7.1 | 3.9 | 8.1 | 10.3 |
| 14:15 | 5.3 | 4.8 | 5.8 | 1.6 | 1.1 | 3.1 | 4.4 | 6.8 | 10.5 | 1.7 | 5.4 | 7.0 | 4.0 | 8.1 | 10.3 |
| 14:30 | 5.3 | 4.7 | 5.9 | 1.5 | 1.1 | 3.0 | 4.4 | 6.9 | 10.7 | 1.5 | 5.7 | 7.1 | 4.0 | 8.0 | 10.4 |
| 14:45 | 5.4 | 4.8 | 5.9 | 1.4 | 1.2 | 3.1 | 4.3 | 6.9 | 10.8 | 1.5 | 5.6 | 7.2 | 3.9 | 8.0 | 10.5 |
| 15:00 | 5.7 | 5.1 | 6.2 | 1.5 | 1.2 | 3.4 | 4.3 | 7.4 | 11.3 | 1.8 | 5.9 | 7.7 | 4.1 | 8.3 | 11.1 |
| 15:15 | 5.9 | 5.3 | 6.4 | 1.4 | 1.2 | 3.4 | 4.3 | 7.7 | 11.9 | 1.9 | 6.0 | 8.0 | 4.3 | 8.5 | 11.5 |
| 15:30 | 6.0 | 5.5 | 6.5 | 1.5 | 1.2 | 3.4 | 4.3 | 7.9 | 12.2 | 1.9 | 6.0 | 8.1 | 4.4 | 8.8 | 11.7 |
| 15:45 | 6.2 | 5.7 | 6.7 | 1.5 | 1.3 | 3.4 | 4.4 | 8.1 | 12.9 | 2.0 | 6.3 | 8.4 | 4.6 | 9.4 | 12.2 |

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

Ergebnisse TV-Panel 2022 / Deutschschweiz

VIERTELSTUNDEN-RATINGS in % (Mo-So)

Universum: 5'284'000 Personen (3+) Stichprobe: 2'329 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.* | andere | Haushalte |
| 16:00 | 6.4 | 5.9 | 6.9 | 1.7 | 1.4 | 3.4 | 4.9 | 8.3 | 13.0 | 2.0 | 6.3 | 8.7 | 4.7 | 9.8 | 12.4 |
| 16:15 | 6.8 | 6.4 | 7.3 | 1.8 | 1.4 | 3.5 | 5.0 | 9.0 | 14.2 | 2.1 | 6.6 | 9.3 | 5.1 | 10.7 | 13.2 |
| 16:30 | 7.1 | 6.6 | 7.5 | 2.0 | 1.4 | 3.6 | 5.0 | 9.3 | 14.7 | 2.2 | 7.0 | 9.6 | 5.2 | 11.2 | 13.6 |
| 16:45 | 7.4 | 7.0 | 7.9 | 2.1 | 1.6 | 3.6 | 5.1 | 9.7 | 15.6 | 2.4 | 7.5 | 10.1 | 5.4 | 11.9 | 14.3 |
| 17:00 | 7.8 | 7.4 | 8.2 | 2.5 | 1.7 | 4.0 | 5.4 | 9.8 | 16.2 | 2.8 | 7.6 | 10.4 | 5.8 | 12.1 | 14.8 |
| 17:15 | 8.2 | 7.8 | 8.7 | 2.6 | 1.7 | 4.1 | 5.5 | 10.5 | 17.3 | 3.1 | 8.0 | 11.0 | 6.2 | 12.9 | 15.6 |
| 17:30 | 8.7 | 8.3 | 9.0 | 3.2 | 2.0 | 4.7 | 5.7 | 11.3 | 17.6 | 3.3 | 8.3 | 11.6 | 6.5 | 13.2 | 16.3 |
| 17:45 | 9.3 | 8.9 | 9.8 | 3.0 | 2.1 | 4.7 | 5.9 | 12.2 | 19.5 | 3.3 | 9.3 | 12.5 | 7.1 | 13.9 | 17.6 |
| 18:00 | 13.0 | 12.5 | 13.4 | 3.7 | 2.5 | 6.3 | 8.9 | 16.9 | 27.3 | 3.8 | 12.6 | 17.7 | 10.0 | 18.9 | 24.1 |
| 18:15 | 13.4 | 12.6 | 14.1 | 3.7 | 2.6 | 6.3 | 8.4 | 16.9 | 29.0 | 3.8 | 13.3 | 17.8 | 10.5 | 20.3 | 24.6 |
| 18:30 | 13.5 | 12.8 | 14.2 | 3.5 | 2.7 | 6.2 | 8.7 | 17.3 | 29.3 | 3.6 | 12.9 | 18.2 | 10.7 | 21.1 | 24.9 |
| 18:45 | 13.5 | 12.8 | 14.3 | 3.3 | 2.5 | 6.0 | 8.3 | 17.2 | 29.9 | 3.5 | 12.9 | 18.4 | 10.6 | 21.4 | 24.8 |
| 19:00 | 15.8 | 15.2 | 16.4 | 4.0 | 2.7 | 7.5 | 10.4 | 20.0 | 34.6 | 4.3 | 15.0 | 21.5 | 12.5 | 24.3 | 28.7 |
| 19:15 | 16.3 | 15.7 | 17.0 | 4.0 | 2.7 | 7.8 | 10.5 | 20.6 | 36.0 | 4.3 | 15.6 | 21.9 | 13.2 | 25.0 | 29.4 |
| 19:30 | 22.1 | 21.4 | 22.8 | 5.0 | 3.2 | 9.9 | 15.1 | 28.3 | 48.8 | 5.4 | 19.2 | 28.2 | 20.2 | 32.7 | 38.9 |
| 19:45 | 22.3 | 21.4 | 23.3 | 5.0 | 3.4 | 11.0 | 15.5 | 28.3 | 48.7 | 5.2 | 19.5 | 28.6 | 20.2 | 32.9 | 38.9 |
| 20:00 | 21.4 | 20.2 | 22.7 | 4.6 | 3.6 | 11.7 | 15.2 | 27.6 | 45.6 | 4.9 | 18.6 | 28.1 | 18.8 | 32.0 | 37.1 |
| 20:15 | 27.5 | 25.4 | 29.5 | 6.5 | 5.4 | 18.8 | 23.2 | 37.1 | 52.6 | 6.9 | 22.0 | 35.8 | 24.7 | 40.3 | 47.2 |
| 20:30 | 27.1 | 25.0 | 29.2 | 6.3 | 5.5 | 17.9 | 22.9 | 36.8 | 52.1 | 6.7 | 21.9 | 35.4 | 24.2 | 39.9 | 46.4 |
| 20:45 | 26.9 | 24.9 | 28.8 | 6.0 | 5.6 | 17.6 | 22.7 | 36.6 | 51.5 | 6.6 | 21.8 | 35.1 | 24.0 | 39.4 | 45.8 |
| 21:00 | 26.3 | 24.4 | 28.2 | 5.3 | 5.7 | 17.4 | 23.0 | 35.8 | 50.0 | 6.1 | 21.3 | 34.4 | 23.6 | 38.4 | 44.8 |
| 21:15 | 26.3 | 24.6 | 28.0 | 5.1 | 5.9 | 17.7 | 23.6 | 35.8 | 49.5 | 5.9 | 21.1 | 34.4 | 23.8 | 38.2 | 44.8 |
| 21:30 | 25.5 | 23.9 | 27.0 | 4.8 | 5.8 | 17.1 | 23.1 | 34.6 | 47.9 | 5.6 | 20.3 | 33.3 | 23.1 | 36.9 | 43.4 |
| 21:45 | 22.7 | 21.9 | 23.5 | 4.1 | 5.5 | 15.8 | 21.8 | 30.7 | 41.9 | 4.8 | 17.2 | 29.9 | 21.0 | 31.5 | 39.0 |
| 22:00 | 21.7 | 21.2 | 22.1 | 3.5 | 5.2 | 14.9 | 21.4 | 29.3 | 39.9 | 4.2 | 16.0 | 28.6 | 20.3 | 28.8 | 37.4 |
| 22:15 | 18.3 | 18.0 | 18.5 | 2.8 | 4.6 | 12.7 | 18.6 | 25.1 | 33.0 | 3.5 | 13.6 | 24.5 | 16.8 | 23.7 | 32.0 |
| 22:30 | 16.0 | 16.0 | 16.1 | 2.3 | 3.9 | 10.9 | 16.9 | 22.3 | 28.8 | 2.9 | 12.0 | 21.5 | 14.9 | 20.4 | 28.5 |
| 22:45 | 14.0 | 14.0 | 13.9 | 1.8 | 3.2 | 9.2 | 15.0 | 19.6 | 25.2 | 2.4 | 10.4 | 18.9 | 12.9 | 17.4 | 25.1 |
| 23:00 | 12.3 | 12.4 | 12.3 | 1.6 | 2.8 | 8.1 | 13.8 | 17.6 | 21.9 | 2.2 | 9.0 | 16.9 | 11.4 | 15.1 | 22.5 |
| 23:15 | 10.5 | 10.7 | 10.3 | 1.3 | 2.2 | 6.8 | 11.9 | 15.1 | 18.5 | 1.8 | 7.4 | 14.5 | 9.7 | 12.6 | 19.4 |
| 23:30 | 9.0 | 9.2 | 8.8 | 1.1 | 1.8 | 5.8 | 10.5 | 13.2 | 15.8 | 1.5 | 6.2 | 12.5 | 8.3 | 10.5 | 16.9 |
| 23:45 | 7.5 | 7.8 | 7.2 | 0.9 | 1.5 | 4.9 | 9.0 | 11.2 | 13.1 | 1.2 | 5.1 | 10.6 | 7.0 | 8.6 | 14.3 |
| 00:00 | 6.4 | 6.8 | 6.1 | 0.7 | 1.2 | 4.2 | 7.8 | 9.7 | 10.9 | 1.0 | 4.3 | 8.9 | 6.0 | 7.3 | 12.4 |
| 00:15 | 5.4 | 5.8 | 5.1 | 0.6 | 1.0 | 3.5 | 6.6 | 8.4 | 9.2 | 0.9 | 3.6 | 7.6 | 5.1 | 6.2 | 10.6 |
| 00:30 | 4.6 | 5.0 | 4.3 | 0.5 | 0.9 | 3.0 | 5.7 | 7.3 | 7.8 | 0.8 | 3.1 | 6.4 | 4.4 | 5.5 | 9.1 |
| 00:45 | 4.0 | 4.3 | 3.7 | 0.5 | 0.8 | 2.7 | 4.8 | 6.3 | 6.6 | 0.6 | 2.6 | 5.5 | 3.8 | 4.9 | 7.9 |
| R 18-23 | 20.2 | 19.2 | 21.2 | 4.3 | 4.1 | 12.1 | 16.7 | 26.8 | 40.1 | 4.7 | 16.9 | 26.6 | 17.8 | 29.2 | 35.3 |
| NR 18-23 | 50.8 | 50.2 | 51.5 | 26.4 | 17.1 | 45.2 | 52.3 | 65.5 | 77.2 | 24.8 | 38.6 | 60.4 | 49.7 | 59.3 | 73.6 |
| R 24h | 7.3 | 7.0 | 7.6 | 1.8 | 1.5 | 4.4 | 6.2 | 9.8 | 14.1 | 2.0 | 6.3 | 9.6 | 6.2 | 10.3 | 13.3 |
| NR 24h | 57.3 | 57.0 | 57.5 | 37.6 | 22.4 | 52.9 | 59.5 | 71.8 | 81.4 | 33.8 | 43.7 | 66.2 | 55.2 | 64.4 | 78.9 |

R = Rating in %

NR = Tagesreichweite in %

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

2.3 TV Nutzung nach Soziodemografie: Rating in %

Ergebnisse TV-Panel 2022 / Deutschschweiz

VIERTELSTUNDEN-RATINGS in Tausend (Mo-So)

Universum: 5'284'000 Personen (3+) Stichprobe: 2'329 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.* | andere | Haushalte |
| 06:00 | 64 | 30 | 34 | 3 | 2 | 6 | 9 | 16 | 28 | 2 | 6 | 27 | 20 | 5 | 61 |
| 06:15 | 64 | 31 | 33 | 4 | 2 | 5 | 9 | 15 | 28 | 2 | 7 | 27 | 21 | 4 | 61 |
| 06:30 | 71 | 35 | 36 | 7 | 2 | 7 | 10 | 16 | 30 | 3 | 8 | 29 | 22 | 3 | 68 |
| 06:45 | 75 | 38 | 38 | 8 | 2 | 7 | 10 | 16 | 33 | 4 | 8 | 31 | 22 | 4 | 72 |
| 07:00 | 82 | 41 | 41 | 9 | 2 | 7 | 10 | 16 | 38 | 5 | 9 | 34 | 24 | 5 | 80 |
| 07:15 | 85 | 42 | 44 | 8 | 2 | 8 | 10 | 16 | 42 | 4 | 9 | 37 | 25 | 6 | 83 |
| 07:30 | 90 | 44 | 46 | 7 | 2 | 8 | 10 | 17 | 47 | 4 | 9 | 40 | 27 | 6 | 87 |
| 07:45 | 93 | 46 | 47 | 7 | 2 | 8 | 11 | 17 | 47 | 4 | 10 | 41 | 27 | 6 | 88 |
| 08:00 | 97 | 49 | 49 | 7 | 2 | 8 | 12 | 19 | 50 | 4 | 10 | 43 | 29 | 7 | 93 |
| 08:15 | 100 | 50 | 50 | 7 | 2 | 9 | 13 | 20 | 49 | 4 | 11 | 44 | 30 | 8 | 94 |
| 08:30 | 103 | 51 | 52 | 7 | 3 | 9 | 14 | 21 | 49 | 4 | 11 | 44 | 31 | 8 | 97 |
| 08:45 | 107 | 52 | 55 | 7 | 3 | 10 | 14 | 22 | 50 | 5 | 11 | 46 | 31 | 9 | 100 |
| 09:00 | 119 | 57 | 62 | 8 | 4 | 12 | 16 | 25 | 54 | 5 | 12 | 52 | 35 | 10 | 110 |
| 09:15 | 120 | 57 | 62 | 8 | 5 | 11 | 15 | 24 | 56 | 5 | 13 | 52 | 34 | 10 | 111 |
| 09:30 | 126 | 61 | 65 | 8 | 5 | 12 | 16 | 26 | 59 | 6 | 14 | 56 | 35 | 11 | 116 |
| 09:45 | 136 | 67 | 70 | 8 | 5 | 14 | 18 | 28 | 63 | 6 | 16 | 61 | 37 | 11 | 124 |
| 10:00 | 151 | 73 | 77 | 9 | 6 | 16 | 19 | 31 | 70 | 7 | 17 | 68 | 40 | 13 | 137 |
| 10:15 | 153 | 74 | 79 | 9 | 6 | 14 | 19 | 32 | 73 | 7 | 16 | 70 | 41 | 13 | 140 |
| 10:30 | 165 | 78 | 87 | 9 | 6 | 14 | 21 | 34 | 82 | 7 | 17 | 78 | 44 | 14 | 152 |
| 10:45 | 169 | 80 | 89 | 8 | 6 | 14 | 21 | 34 | 85 | 7 | 17 | 79 | 45 | 14 | 155 |
| 11:00 | 179 | 85 | 94 | 8 | 6 | 16 | 22 | 36 | 90 | 7 | 18 | 82 | 50 | 15 | 165 |
| 11:15 | 192 | 90 | 102 | 8 | 7 | 17 | 23 | 40 | 97 | 7 | 19 | 88 | 54 | 15 | 177 |
| 11:30 | 204 | 96 | 108 | 9 | 7 | 17 | 24 | 43 | 104 | 8 | 21 | 93 | 58 | 16 | 188 |
| 11:45 | 213 | 101 | 112 | 10 | 7 | 16 | 25 | 45 | 110 | 8 | 21 | 97 | 60 | 18 | 195 |
| 12:00 | 231 | 108 | 123 | 11 | 8 | 19 | 29 | 48 | 117 | 8 | 23 | 107 | 63 | 19 | 210 |
| 12:15 | 248 | 116 | 132 | 11 | 9 | 21 | 30 | 52 | 125 | 8 | 26 | 115 | 69 | 20 | 224 |
| 12:30 | 266 | 126 | 140 | 12 | 10 | 22 | 30 | 55 | 136 | 9 | 28 | 125 | 71 | 21 | 239 |
| 12:45 | 294 | 143 | 151 | 12 | 12 | 23 | 30 | 60 | 157 | 9 | 31 | 137 | 81 | 24 | 263 |
| 13:00 | 286 | 136 | 150 | 12 | 11 | 24 | 30 | 58 | 151 | 9 | 30 | 136 | 75 | 24 | 257 |
| 13:15 | 269 | 125 | 144 | 11 | 9 | 24 | 29 | 54 | 142 | 8 | 29 | 130 | 67 | 23 | 241 |
| 13:30 | 265 | 122 | 143 | 10 | 9 | 23 | 29 | 55 | 138 | 8 | 28 | 127 | 66 | 23 | 238 |
| 13:45 | 271 | 125 | 146 | 10 | 10 | 23 | 30 | 56 | 140 | 8 | 29 | 129 | 69 | 23 | 243 |
| 14:00 | 279 | 128 | 152 | 10 | 10 | 25 | 32 | 58 | 145 | 8 | 29 | 134 | 71 | 25 | 252 |
| 14:15 | 281 | 127 | 154 | 10 | 10 | 24 | 32 | 57 | 147 | 8 | 30 | 133 | 73 | 25 | 254 |
| 14:30 | 282 | 125 | 158 | 9 | 10 | 23 | 32 | 58 | 150 | 7 | 32 | 135 | 72 | 24 | 257 |
| 14:45 | 283 | 126 | 157 | 9 | 11 | 24 | 31 | 58 | 151 | 7 | 31 | 137 | 71 | 24 | 257 |
| 15:00 | 299 | 134 | 165 | 9 | 11 | 26 | 31 | 63 | 159 | 8 | 33 | 146 | 74 | 25 | 273 |
| 15:15 | 309 | 140 | 169 | 9 | 11 | 26 | 31 | 65 | 167 | 9 | 33 | 151 | 78 | 26 | 283 |
| 15:30 | 315 | 144 | 171 | 9 | 11 | 26 | 31 | 66 | 171 | 9 | 34 | 153 | 80 | 27 | 288 |
| 15:45 | 329 | 150 | 179 | 10 | 11 | 27 | 32 | 68 | 181 | 9 | 35 | 159 | 84 | 29 | 300 |

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

2.4 TV Nutzung nach Soziodemografie: Rating in Tausend

Ergebnisse TV-Panel 2022 / Deutschschweiz

VIERTELSTUNDEN-RATINGS in Tausend (Mo-So)

Universum: 5'284'000 Personen (3+) Stichprobe: 2'329 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.* | andere | Haushalte |
| 16:00 | 338 | 156 | 182 | 11 | 13 | 26 | 35 | 70 | 183 | 9 | 35 | 164 | 86 | 30 | 305 |
| 16:15 | 362 | 168 | 193 | 12 | 13 | 27 | 36 | 75 | 199 | 9 | 37 | 177 | 92 | 33 | 324 |
| 16:30 | 373 | 175 | 198 | 13 | 13 | 28 | 36 | 78 | 206 | 10 | 39 | 181 | 94 | 34 | 334 |
| 16:45 | 394 | 184 | 209 | 13 | 14 | 28 | 37 | 82 | 219 | 11 | 42 | 191 | 98 | 36 | 351 |
| 17:00 | 411 | 194 | 218 | 16 | 16 | 31 | 39 | 82 | 227 | 13 | 43 | 198 | 105 | 37 | 365 |
| 17:15 | 435 | 204 | 230 | 16 | 16 | 32 | 40 | 89 | 242 | 14 | 45 | 207 | 113 | 40 | 384 |
| 17:30 | 458 | 218 | 240 | 20 | 18 | 36 | 41 | 95 | 247 | 15 | 46 | 219 | 118 | 41 | 402 |
| 17:45 | 494 | 234 | 260 | 19 | 19 | 36 | 43 | 102 | 274 | 15 | 52 | 237 | 128 | 43 | 432 |
| 18:00 | 685 | 330 | 355 | 24 | 23 | 49 | 64 | 142 | 384 | 17 | 70 | 335 | 181 | 58 | 592 |
| 18:15 | 706 | 332 | 373 | 24 | 23 | 49 | 61 | 142 | 407 | 17 | 74 | 337 | 192 | 62 | 606 |
| 18:30 | 714 | 338 | 376 | 22 | 24 | 48 | 63 | 146 | 412 | 16 | 72 | 344 | 195 | 65 | 613 |
| 18:45 | 715 | 338 | 377 | 21 | 23 | 47 | 60 | 145 | 420 | 16 | 72 | 348 | 193 | 65 | 609 |
| 19:00 | 837 | 401 | 435 | 26 | 24 | 58 | 75 | 168 | 486 | 19 | 84 | 407 | 227 | 74 | 706 |
| 19:15 | 864 | 412 | 451 | 26 | 25 | 60 | 76 | 173 | 505 | 19 | 87 | 415 | 239 | 76 | 723 |
| 19:30 | 1'169 | 564 | 605 | 32 | 29 | 76 | 109 | 238 | 684 | 24 | 107 | 535 | 368 | 100 | 957 |
| 19:45 | 1'181 | 564 | 617 | 32 | 31 | 85 | 112 | 238 | 683 | 23 | 109 | 542 | 368 | 100 | 955 |
| 20:00 | 1'133 | 532 | 602 | 29 | 32 | 91 | 110 | 232 | 640 | 22 | 104 | 532 | 341 | 98 | 913 |
| 20:15 | 1'452 | 670 | 782 | 41 | 49 | 145 | 167 | 312 | 738 | 31 | 123 | 678 | 449 | 123 | 1'161 |
| 20:30 | 1'433 | 659 | 773 | 40 | 50 | 138 | 165 | 309 | 731 | 30 | 122 | 670 | 441 | 122 | 1'139 |
| 20:45 | 1'419 | 656 | 763 | 38 | 51 | 135 | 164 | 307 | 723 | 29 | 122 | 664 | 436 | 120 | 1'125 |
| 21:00 | 1'389 | 643 | 746 | 34 | 52 | 134 | 166 | 301 | 701 | 27 | 119 | 651 | 429 | 117 | 1'100 |
| 21:15 | 1'389 | 647 | 742 | 32 | 54 | 137 | 171 | 301 | 695 | 26 | 118 | 651 | 432 | 116 | 1'100 |
| 21:30 | 1'346 | 630 | 716 | 30 | 53 | 132 | 167 | 291 | 672 | 25 | 113 | 631 | 420 | 113 | 1'066 |
| 21:45 | 1'202 | 578 | 624 | 26 | 50 | 122 | 158 | 258 | 588 | 22 | 96 | 567 | 381 | 96 | 959 |
| 22:00 | 1'145 | 559 | 586 | 22 | 47 | 115 | 155 | 246 | 561 | 19 | 89 | 542 | 370 | 88 | 920 |
| 22:15 | 965 | 475 | 490 | 18 | 42 | 98 | 135 | 211 | 463 | 16 | 76 | 465 | 306 | 72 | 786 |
| 22:30 | 847 | 422 | 426 | 14 | 36 | 84 | 122 | 187 | 404 | 13 | 67 | 408 | 270 | 63 | 700 |
| 22:45 | 739 | 369 | 369 | 12 | 29 | 71 | 108 | 165 | 353 | 11 | 58 | 358 | 235 | 54 | 617 |
| 23:00 | 651 | 326 | 325 | 10 | 25 | 62 | 99 | 148 | 307 | 10 | 50 | 319 | 207 | 46 | 552 |
| 23:15 | 554 | 281 | 274 | 8 | 20 | 53 | 86 | 127 | 260 | 8 | 41 | 274 | 176 | 39 | 476 |
| 23:30 | 476 | 244 | 232 | 7 | 17 | 44 | 76 | 111 | 221 | 7 | 35 | 237 | 152 | 32 | 415 |
| 23:45 | 399 | 207 | 192 | 6 | 13 | 37 | 65 | 94 | 183 | 5 | 29 | 200 | 127 | 27 | 353 |
| 00:00 | 339 | 178 | 160 | 5 | 11 | 32 | 56 | 82 | 153 | 5 | 24 | 169 | 109 | 23 | 304 |
| 00:15 | 288 | 153 | 135 | 4 | 9 | 27 | 48 | 71 | 129 | 4 | 20 | 143 | 93 | 19 | 261 |
| 00:30 | 245 | 132 | 114 | 3 | 8 | 23 | 41 | 61 | 109 | 3 | 17 | 122 | 79 | 17 | 224 |
| 00:45 | 211 | 114 | 97 | 3 | 7 | 20 | 35 | 53 | 93 | 3 | 15 | 105 | 68 | 15 | 194 |
| SD 18-23 | 61 | 58 | 63 | 13 | 12 | 36 | 50 | 81 | 120 | 14 | 51 | 80 | 53 | 88 | 106 |
| VD 18-23 | 119 | 115 | 123 | 48 | 72 | 81 | 95 | 123 | 156 | 57 | 131 | 132 | 107 | 147 | 144 |
| SD 24h | 104 | 100 | 109 | 26 | 21 | 63 | 90 | 141 | 203 | 28 | 90 | 138 | 90 | 148 | 191 |
| VD 24h | 182 | 176 | 189 | 68 | 95 | 119 | 151 | 197 | 249 | 84 | 207 | 209 | 163 | 229 | 242 |

SD = Sehdauer (Nutzungsminuten) VD = Verweildauer (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 2022 / Deutschschweiz

PUBLIKUMSANTEILE in % (Mo-So)

Universum: 5'284'000 Personen (3+) Stichprobe: 2'329 Personen

| | Total 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.* | andere |
| 06:00 | 100 | 47 | 53 | 5 | 3 | 9 | 14 | 25 | 45 | 3 | 11 | 44 | 34 | 8 |
| 06:15 | 100 | 48 | 52 | 7 | 3 | 8 | 14 | 24 | 44 | 4 | 11 | 45 | 34 | 7 |
| 06:30 | 100 | 50 | 50 | 9 | 3 | 10 | 14 | 22 | 42 | 5 | 12 | 44 | 34 | 5 |
| 06:45 | 100 | 50 | 50 | 11 | 2 | 9 | 14 | 21 | 43 | 6 | 12 | 45 | 32 | 5 |
| 07:00 | 100 | 50 | 50 | 11 | 2 | 9 | 12 | 19 | 46 | 6 | 11 | 44 | 32 | 6 |
| 07:15 | 100 | 49 | 51 | 9 | 2 | 9 | 12 | 19 | 50 | 5 | 11 | 46 | 31 | 7 |
| 07:30 | 100 | 49 | 51 | 7 | 2 | 9 | 11 | 19 | 51 | 4 | 11 | 47 | 31 | 7 |
| 07:45 | 100 | 49 | 51 | 7 | 2 | 9 | 12 | 19 | 51 | 4 | 11 | 47 | 31 | 7 |
| 08:00 | 100 | 50 | 50 | 7 | 2 | 8 | 13 | 19 | 51 | 4 | 11 | 46 | 31 | 8 |
| 08:15 | 100 | 50 | 50 | 7 | 2 | 9 | 13 | 20 | 49 | 4 | 11 | 45 | 31 | 8 |
| 08:30 | 100 | 49 | 51 | 7 | 3 | 9 | 13 | 20 | 48 | 4 | 11 | 45 | 31 | 8 |
| 08:45 | 100 | 49 | 51 | 7 | 3 | 9 | 13 | 21 | 47 | 4 | 11 | 45 | 31 | 9 |
| 09:00 | 100 | 48 | 52 | 6 | 3 | 10 | 13 | 21 | 45 | 4 | 11 | 45 | 30 | 9 |
| 09:15 | 100 | 48 | 52 | 6 | 4 | 10 | 13 | 20 | 47 | 5 | 11 | 46 | 30 | 9 |
| 09:30 | 100 | 49 | 51 | 7 | 4 | 10 | 13 | 20 | 46 | 5 | 11 | 46 | 29 | 9 |
| 09:45 | 100 | 49 | 51 | 6 | 4 | 10 | 13 | 20 | 46 | 5 | 12 | 47 | 28 | 9 |
| 10:00 | 100 | 49 | 51 | 6 | 4 | 10 | 13 | 20 | 46 | 5 | 12 | 47 | 28 | 9 |
| 10:15 | 100 | 48 | 52 | 6 | 4 | 9 | 12 | 21 | 48 | 5 | 11 | 48 | 28 | 9 |
| 10:30 | 100 | 47 | 53 | 5 | 4 | 9 | 13 | 21 | 49 | 4 | 11 | 49 | 28 | 9 |
| 10:45 | 100 | 47 | 53 | 5 | 4 | 8 | 12 | 20 | 50 | 4 | 11 | 49 | 28 | 9 |
| 11:00 | 100 | 48 | 52 | 5 | 4 | 9 | 12 | 20 | 50 | 4 | 11 | 48 | 29 | 9 |
| 11:15 | 100 | 47 | 53 | 4 | 4 | 9 | 12 | 21 | 51 | 4 | 10 | 48 | 30 | 8 |
| 11:30 | 100 | 47 | 53 | 5 | 3 | 8 | 12 | 21 | 51 | 4 | 10 | 47 | 30 | 8 |
| 11:45 | 100 | 47 | 53 | 4 | 3 | 8 | 12 | 21 | 52 | 4 | 11 | 47 | 29 | 9 |
| 12:00 | 100 | 47 | 53 | 5 | 3 | 8 | 12 | 21 | 51 | 4 | 10 | 49 | 29 | 9 |
| 12:15 | 100 | 47 | 53 | 4 | 4 | 8 | 12 | 21 | 50 | 4 | 11 | 48 | 29 | 8 |
| 12:30 | 100 | 47 | 53 | 4 | 4 | 8 | 11 | 21 | 51 | 4 | 11 | 49 | 28 | 8 |
| 12:45 | 100 | 49 | 51 | 4 | 4 | 8 | 10 | 21 | 53 | 3 | 11 | 49 | 29 | 9 |
| 13:00 | 100 | 48 | 52 | 4 | 4 | 9 | 11 | 20 | 53 | 3 | 11 | 50 | 27 | 9 |
| 13:15 | 100 | 47 | 53 | 4 | 4 | 9 | 11 | 20 | 53 | 3 | 11 | 51 | 26 | 9 |
| 13:30 | 100 | 46 | 54 | 4 | 3 | 9 | 11 | 21 | 52 | 3 | 11 | 50 | 26 | 9 |
| 13:45 | 100 | 46 | 54 | 4 | 4 | 9 | 11 | 21 | 52 | 3 | 11 | 50 | 27 | 9 |
| 14:00 | 100 | 46 | 54 | 4 | 4 | 9 | 12 | 21 | 52 | 3 | 11 | 50 | 27 | 9 |
| 14:15 | 100 | 45 | 55 | 4 | 4 | 9 | 11 | 20 | 52 | 3 | 11 | 50 | 27 | 9 |
| 14:30 | 100 | 44 | 56 | 3 | 4 | 8 | 11 | 20 | 53 | 3 | 12 | 50 | 27 | 9 |
| 14:45 | 100 | 44 | 56 | 3 | 4 | 8 | 11 | 20 | 53 | 3 | 12 | 51 | 26 | 9 |
| 15:00 | 100 | 45 | 55 | 3 | 4 | 9 | 10 | 21 | 53 | 3 | 12 | 51 | 26 | 9 |
| 15:15 | 100 | 45 | 55 | 3 | 3 | 9 | 10 | 21 | 54 | 3 | 11 | 51 | 26 | 9 |
| 15:30 | 100 | 46 | 54 | 3 | 3 | 8 | 10 | 21 | 54 | 3 | 11 | 51 | 27 | 9 |
| 15:45 | 100 | 46 | 54 | 3 | 3 | 8 | 10 | 21 | 55 | 3 | 11 | 50 | 27 | 9 |

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

2.5 TV Nutzung nach Soziodemografie: Publikumsanteile in %

Ergebnisse TV-Panel 2022 / Deutschschweiz

PUBLIKUMSANTEILE in % (Mo-So)

Universum: 5'284'000 Personen (3+) Stichprobe: 2'329 Personen

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

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

2.5 TV Nutzung nach Soziodemografie: Publikumsanteile in %

Ergebnisse TV-Panel 2022 / Deutschschweiz

TAGESREICHWEITE in %, TV-Total

Universum: 5'284'000 Personen (3+) Stichprobe: 2'329 Personen

| | Wochentage | | | | | | | Montag - Freitag | Samstag - Sonntag | Montag - Sonntag |
|---|------------|----------|----------|------------|---------|---------|---------|------------------|-------------------|------------------|
| | Montag | Dienstag | Mittwoch | Donnerstag | Freitag | Samstag | Sonntag | | | |
| Total Personen | 56.9 | 56.0 | 55.5 | 55.8 | 57.7 | 57.5 | 61.4 | 56.4 | 59.4 | 57.3 |
| Geschlecht | | | | | | | | | | |
| Männer | 56.3 | 55.6 | 55.1 | 55.0 | 56.7 | 58.1 | 62.4 | 55.7 | 60.2 | 57.0 |
| Frauen | 57.5 | 56.4 | 56.0 | 56.7 | 58.8 | 56.9 | 60.4 | 57.1 | 58.6 | 57.5 |
| Alter | | | | | | | | | | |
| 3-14 | 33.9 | 33.5 | 33.6 | 34.5 | 41.6 | 43.3 | 42.6 | 35.4 | 43.0 | 37.6 |
| 15-29 | 21.6 | 20.3 | 20.8 | 21.5 | 22.8 | 23.3 | 26.3 | 21.4 | 24.8 | 22.4 |
| 30-39 | 53.7 | 51.5 | 50.7 | 50.0 | 53.2 | 52.3 | 59.1 | 51.8 | 55.7 | 52.9 |
| 40-49 | 58.4 | 57.8 | 57.2 | 57.9 | 59.5 | 60.8 | 64.7 | 58.2 | 62.7 | 59.5 |
| 50-59 | 71.6 | 71.3 | 70.2 | 70.6 | 71.6 | 70.9 | 76.5 | 71.0 | 73.7 | 71.8 |
| 60+ | 82.3 | 81.8 | 81.1 | 81.1 | 81.0 | 79.3 | 83.2 | 81.5 | 81.2 | 81.4 |
| Abgeschlossene Ausbildung (ohne Gäste) | | | | | | | | | | |
| keine | 30.8 | 30.7 | 29.1 | 30.3 | 37.4 | 39.0 | 39.0 | 31.7 | 39.0 | 33.8 |
| oblig. Schule | 43.0 | 42.4 | 42.1 | 44.1 | 44.3 | 44.4 | 45.7 | 43.2 | 45.0 | 43.7 |
| Berufslehre | 66.7 | 65.8 | 65.1 | 65.5 | 65.6 | 64.5 | 69.9 | 65.7 | 67.2 | 66.2 |
| höhere Ausbildung* | 55.2 | 54.5 | 53.9 | 53.5 | 55.4 | 54.6 | 59.0 | 54.5 | 56.8 | 55.2 |
| andere | 65.8 | 64.8 | 64.2 | 64.5 | 64.2 | 61.2 | 66.3 | 64.7 | 63.7 | 64.4 |

* 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 2022 / Deutschschweiz

NUTZUNGSDAUER in Minuten, TV-Total

Universum: 5'284'000 Personen (3+) Stichprobe: 2'329 Personen

| | Wochentage | | | | | | | Montag - Freitag | Samstag - Sonntag | Montag - Sonntag |
|--|------------|----------|----------|------------|---------|---------|---------|------------------|-------------------|------------------|
| | Montag | Dienstag | Mittwoch | Donnerstag | Freitag | Samstag | Sonntag | | | |
| Total Personen | 100 | 97 | 95 | 97 | 104 | 112 | 127 | 98 | 119 | 104 |
| Geschlecht | | | | | | | | | | |
| Männer | 93 | 91 | 88 | 90 | 98 | 111 | 131 | 92 | 121 | 100 |
| Frauen | 108 | 103 | 102 | 103 | 109 | 112 | 124 | 105 | 118 | 109 |
| Alter | | | | | | | | | | |
| 3-14 | 20 | 20 | 20 | 20 | 30 | 37 | 33 | 22 | 35 | 26 |
| 15-29 | 19 | 17 | 17 | 18 | 21 | 27 | 29 | 19 | 28 | 21 |
| 30-39 | 61 | 55 | 56 | 56 | 60 | 68 | 84 | 57 | 76 | 63 |
| 40-49 | 82 | 79 | 81 | 80 | 89 | 99 | 119 | 82 | 109 | 90 |
| 50-59 | 135 | 130 | 125 | 127 | 138 | 152 | 181 | 131 | 166 | 141 |
| 60+ | 199 | 196 | 191 | 195 | 202 | 208 | 229 | 197 | 218 | 203 |
| Abgeschlossene Ausbildung (ohne Gäste) | | | | | | | | | | |
| keine | 23 | 23 | 22 | 23 | 32 | 39 | 37 | 25 | 38 | 28 |
| oblig. Schule | 87 | 83 | 82 | 88 | 92 | 96 | 104 | 86 | 100 | 90 |
| Berufslehre | 135 | 130 | 127 | 129 | 135 | 143 | 169 | 131 | 156 | 138 |
| höhere Ausbildung* | 85 | 83 | 81 | 82 | 90 | 97 | 110 | 84 | 103 | 90 |
| andere | 148 | 142 | 140 | 140 | 143 | 149 | 175 | 143 | 162 | 148 |

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

Ergebnisse TV-Panel 2022 / Deutschschweiz

VIERTELSTUNDEN-RATINGS in % (Mo-So)

Universum: 5'284'000 Personen (3+) Stichprobe: 2'329 Personen

2.8 TV Nutzung nach Sender: Rating in %

| | Total TV | SRG SSR | | | | Schweiz Private | Ausland: Service public | | | | | | Ausland: Private | | | | | Andere |
|-------|----------|---------|----------|-------|--------|-----------------|-------------------------|-----|------|------|------|------|------------------|------|------|------|------|--------|
| | | SRF 1 | SRF zwei | SRF i | Übrige | | ARD | ZDF | ORF1 | ORF2 | 3SAT | ARTE | RTL | RTL2 | SAT1 | PRO7 | KAB1 | |
| 06:00 | 1.2 | 0.1 | 0.1 | 0.0 | 0.0 | 0.1 | 0.1 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.1 | 0.0 | 0.1 | 0.0 | 0.0 | 0.6 |
| 06:15 | 1.2 | 0.1 | 0.1 | 0.0 | 0.0 | 0.1 | 0.1 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.1 | 0.0 | 0.1 | 0.0 | 0.0 | 0.5 |
| 06:30 | 1.3 | 0.1 | 0.1 | 0.0 | 0.0 | 0.1 | 0.1 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.1 | 0.0 | 0.1 | 0.0 | 0.0 | 0.6 |
| 06:45 | 1.4 | 0.1 | 0.1 | 0.0 | 0.0 | 0.1 | 0.1 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.1 | 0.0 | 0.1 | 0.0 | 0.0 | 0.6 |
| 07:00 | 1.6 | 0.2 | 0.1 | 0.0 | 0.0 | 0.1 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.1 | 0.0 | 0.1 | 0.0 | 0.0 | 0.7 |
| 07:15 | 1.6 | 0.2 | 0.2 | 0.0 | 0.0 | 0.1 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.1 | 0.0 | 0.1 | 0.0 | 0.0 | 0.7 |
| 07:30 | 1.7 | 0.2 | 0.2 | 0.0 | 0.0 | 0.1 | 0.1 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.1 | 0.0 | 0.1 | 0.0 | 0.0 | 0.7 |
| 07:45 | 1.8 | 0.2 | 0.2 | 0.0 | 0.0 | 0.1 | 0.1 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.1 | 0.0 | 0.1 | 0.0 | 0.0 | 0.7 |
| 08:00 | 1.8 | 0.3 | 0.2 | 0.1 | 0.0 | 0.1 | 0.1 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.1 | 0.0 | 0.1 | 0.0 | 0.0 | 0.7 |
| 08:15 | 1.9 | 0.2 | 0.2 | 0.1 | 0.0 | 0.1 | 0.1 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.1 | 0.0 | 0.1 | 0.0 | 0.0 | 0.7 |
| 08:30 | 1.9 | 0.2 | 0.2 | 0.0 | 0.0 | 0.1 | 0.1 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.1 | 0.0 | 0.1 | 0.0 | 0.0 | 0.7 |
| 08:45 | 2.0 | 0.2 | 0.3 | 0.0 | 0.0 | 0.1 | 0.1 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.1 | 0.0 | 0.1 | 0.0 | 0.0 | 0.8 |
| 09:00 | 2.2 | 0.2 | 0.3 | 0.0 | 0.0 | 0.2 | 0.1 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.1 | 0.0 | 0.1 | 0.0 | 0.0 | 0.9 |
| 09:15 | 2.3 | 0.2 | 0.3 | 0.1 | 0.0 | 0.1 | 0.1 | 0.1 | 0.0 | 0.1 | 0.0 | 0.0 | 0.1 | 0.0 | 0.1 | 0.0 | 0.0 | 0.9 |
| 09:30 | 2.4 | 0.2 | 0.3 | 0.1 | 0.0 | 0.1 | 0.1 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.1 | 0.0 | 0.1 | 0.0 | 0.0 | 1.0 |
| 09:45 | 2.6 | 0.2 | 0.4 | 0.1 | 0.0 | 0.1 | 0.1 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.1 | 0.0 | 0.1 | 0.0 | 0.0 | 1.1 |
| 10:00 | 2.8 | 0.2 | 0.5 | 0.1 | 0.0 | 0.1 | 0.2 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.1 | 0.0 | 0.1 | 0.0 | 0.0 | 1.2 |
| 10:15 | 2.9 | 0.2 | 0.5 | 0.1 | 0.0 | 0.1 | 0.2 | 0.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.1 | 0.0 | 0.1 | 0.0 | 0.0 | 1.1 |
| 10:30 | 3.1 | 0.2 | 0.6 | 0.1 | 0.0 | 0.2 | 0.2 | 0.3 | 0.0 | 0.0 | 0.0 | 0.0 | 0.1 | 0.0 | 0.1 | 0.0 | 0.0 | 1.2 |
| 10:45 | 3.2 | 0.2 | 0.6 | 0.1 | 0.0 | 0.1 | 0.2 | 0.3 | 0.0 | 0.0 | 0.0 | 0.0 | 0.1 | 0.0 | 0.1 | 0.0 | 0.0 | 1.2 |
| 11:00 | 3.4 | 0.2 | 0.7 | 0.1 | 0.0 | 0.2 | 0.2 | 0.4 | 0.1 | 0.0 | 0.0 | 0.0 | 0.1 | 0.1 | 0.1 | 0.0 | 0.1 | 1.2 |
| 11:15 | 3.6 | 0.2 | 0.7 | 0.1 | 0.0 | 0.1 | 0.2 | 0.5 | 0.1 | 0.0 | 0.0 | 0.0 | 0.1 | 0.1 | 0.1 | 0.0 | 0.1 | 1.3 |
| 11:30 | 3.9 | 0.2 | 0.8 | 0.1 | 0.0 | 0.2 | 0.2 | 0.5 | 0.1 | 0.0 | 0.0 | 0.0 | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 | 1.4 |
| 11:45 | 4.0 | 0.2 | 0.8 | 0.1 | 0.0 | 0.2 | 0.2 | 0.4 | 0.1 | 0.0 | 0.0 | 0.0 | 0.2 | 0.1 | 0.1 | 0.1 | 0.1 | 1.4 |
| 12:00 | 4.4 | 0.3 | 0.8 | 0.1 | 0.0 | 0.2 | 0.2 | 0.3 | 0.1 | 0.0 | 0.0 | 0.0 | 0.4 | 0.1 | 0.2 | 0.1 | 0.1 | 1.5 |
| 12:15 | 4.7 | 0.3 | 0.8 | 0.1 | 0.0 | 0.2 | 0.2 | 0.3 | 0.1 | 0.0 | 0.0 | 0.0 | 0.4 | 0.1 | 0.2 | 0.1 | 0.1 | 1.7 |
| 12:30 | 5.0 | 0.4 | 0.9 | 0.1 | 0.0 | 0.2 | 0.2 | 0.3 | 0.1 | 0.0 | 0.0 | 0.0 | 0.3 | 0.1 | 0.2 | 0.1 | 0.2 | 1.8 |
| 12:45 | 5.6 | 1.0 | 0.9 | 0.1 | 0.0 | 0.3 | 0.2 | 0.3 | 0.1 | 0.0 | 0.0 | 0.0 | 0.3 | 0.1 | 0.2 | 0.1 | 0.1 | 1.8 |
| 13:00 | 5.4 | 0.6 | 0.9 | 0.1 | 0.0 | 0.3 | 0.2 | 0.3 | 0.1 | 0.0 | 0.0 | 0.1 | 0.4 | 0.1 | 0.3 | 0.1 | 0.2 | 1.8 |
| 13:15 | 5.1 | 0.4 | 0.9 | 0.1 | 0.0 | 0.3 | 0.2 | 0.3 | 0.1 | 0.0 | 0.0 | 0.1 | 0.3 | 0.1 | 0.3 | 0.1 | 0.1 | 1.8 |
| 13:30 | 5.0 | 0.4 | 0.9 | 0.1 | 0.0 | 0.3 | 0.2 | 0.3 | 0.1 | 0.0 | 0.0 | 0.1 | 0.3 | 0.1 | 0.3 | 0.1 | 0.1 | 1.8 |
| 13:45 | 5.1 | 0.5 | 0.9 | 0.1 | 0.0 | 0.3 | 0.2 | 0.3 | 0.1 | 0.0 | 0.0 | 0.0 | 0.2 | 0.1 | 0.3 | 0.1 | 0.1 | 1.8 |
| 14:00 | 5.3 | 0.5 | 0.8 | 0.2 | 0.0 | 0.3 | 0.3 | 0.3 | 0.1 | 0.1 | 0.0 | 0.0 | 0.2 | 0.1 | 0.4 | 0.2 | 0.1 | 1.7 |
| 14:15 | 5.3 | 0.5 | 0.8 | 0.2 | 0.0 | 0.2 | 0.3 | 0.3 | 0.1 | 0.1 | 0.1 | 0.1 | 0.2 | 0.1 | 0.4 | 0.2 | 0.1 | 1.7 |
| 14:30 | 5.3 | 0.5 | 0.7 | 0.1 | 0.0 | 0.2 | 0.3 | 0.4 | 0.1 | 0.2 | 0.1 | 0.1 | 0.2 | 0.1 | 0.4 | 0.1 | 0.1 | 1.7 |
| 14:45 | 5.4 | 0.5 | 0.6 | 0.2 | 0.0 | 0.2 | 0.4 | 0.4 | 0.1 | 0.2 | 0.1 | 0.1 | 0.2 | 0.1 | 0.3 | 0.1 | 0.1 | 1.8 |
| 15:00 | 5.7 | 0.5 | 0.6 | 0.2 | 0.0 | 0.2 | 0.4 | 0.5 | 0.1 | 0.3 | 0.1 | 0.1 | 0.2 | 0.1 | 0.3 | 0.1 | 0.1 | 2.0 |
| 15:15 | 5.9 | 0.4 | 0.7 | 0.2 | 0.0 | 0.2 | 0.5 | 0.6 | 0.1 | 0.3 | 0.1 | 0.1 | 0.2 | 0.1 | 0.3 | 0.1 | 0.1 | 2.0 |
| 15:30 | 6.0 | 0.4 | 0.7 | 0.2 | 0.0 | 0.2 | 0.5 | 0.7 | 0.1 | 0.3 | 0.1 | 0.1 | 0.2 | 0.1 | 0.3 | 0.1 | 0.1 | 2.0 |
| 15:45 | 6.2 | 0.5 | 0.8 | 0.2 | 0.0 | 0.2 | 0.5 | 0.7 | 0.1 | 0.4 | 0.1 | 0.1 | 0.2 | 0.1 | 0.3 | 0.1 | 0.1 | 2.1 |

Ergebnisse TV-Panel 2022 / Deutschschweiz

VIERTELSTUNDEN-RATINGS in % (Mo-So)

Universum: 5'284'000 Personen (3+) Stichprobe: 2'329 Personen

2.8 TV Nutzung nach Sender: Rating in %

Mediapulse: Jahresbericht 2022

| | Total TV | SRG SSR | | | | Schweiz Private | Ausland: Service public | | | | | | Ausland: Private | | | | | Andere |
|----------|----------|---------|----------|-------|--------|-----------------|-------------------------|------|------|------|------|------|------------------|------|------|------|------|--------|
| | | SRF 1 | SRF zwei | SRF i | Übrige | | ARD | ZDF | ORF1 | ORF2 | 3SAT | ARTE | RTL | RTL2 | SAT1 | PRO7 | KAB1 | |
| 16:00 | 6.4 | 0.9 | 0.8 | 0.2 | 0.0 | 0.3 | 0.3 | 0.6 | 0.1 | 0.1 | 0.1 | 0.1 | 0.2 | 0.1 | 0.3 | 0.1 | 0.1 | 2.1 |
| 16:15 | 6.8 | 0.9 | 0.8 | 0.2 | 0.0 | 0.3 | 0.3 | 0.8 | 0.1 | 0.1 | 0.1 | 0.1 | 0.2 | 0.1 | 0.3 | 0.1 | 0.1 | 2.2 |
| 16:30 | 7.1 | 0.9 | 0.9 | 0.2 | 0.0 | 0.3 | 0.4 | 0.8 | 0.1 | 0.1 | 0.1 | 0.1 | 0.2 | 0.1 | 0.3 | 0.1 | 0.1 | 2.3 |
| 16:45 | 7.5 | 1.0 | 0.9 | 0.2 | 0.0 | 0.4 | 0.4 | 0.8 | 0.1 | 0.1 | 0.1 | 0.1 | 0.2 | 0.1 | 0.3 | 0.1 | 0.1 | 2.5 |
| 17:00 | 7.8 | 1.1 | 1.1 | 0.2 | 0.0 | 0.5 | 0.4 | 0.4 | 0.1 | 0.1 | 0.1 | 0.1 | 0.2 | 0.1 | 0.3 | 0.2 | 0.1 | 2.7 |
| 17:15 | 8.2 | 1.0 | 1.1 | 0.2 | 0.0 | 0.5 | 0.6 | 0.4 | 0.1 | 0.1 | 0.1 | 0.1 | 0.2 | 0.1 | 0.3 | 0.2 | 0.1 | 2.9 |
| 17:30 | 8.7 | 0.6 | 1.2 | 0.2 | 0.0 | 0.6 | 0.7 | 0.5 | 0.1 | 0.0 | 0.1 | 0.1 | 0.5 | 0.1 | 0.4 | 0.2 | 0.1 | 3.1 |
| 17:45 | 9.3 | 0.7 | 1.2 | 0.3 | 0.0 | 0.9 | 0.7 | 0.6 | 0.1 | 0.1 | 0.1 | 0.1 | 0.6 | 0.1 | 0.4 | 0.2 | 0.1 | 3.3 |
| 18:00 | 13.0 | 1.6 | 1.2 | 0.2 | 0.0 | 3.2 | 0.9 | 0.9 | 0.1 | 0.0 | 0.1 | 0.1 | 0.5 | 0.1 | 0.4 | 0.1 | 0.2 | 3.1 |
| 18:15 | 13.4 | 2.7 | 1.4 | 0.2 | 0.0 | 1.6 | 1.1 | 1.0 | 0.1 | 0.0 | 0.1 | 0.1 | 0.6 | 0.2 | 0.4 | 0.1 | 0.2 | 3.3 |
| 18:30 | 13.5 | 2.1 | 1.4 | 0.2 | 0.0 | 1.8 | 1.2 | 1.2 | 0.1 | 0.0 | 0.1 | 0.1 | 0.9 | 0.2 | 0.4 | 0.1 | 0.2 | 3.3 |
| 18:45 | 13.5 | 2.6 | 1.4 | 0.2 | 0.0 | 1.6 | 1.0 | 1.0 | 0.1 | 0.0 | 0.1 | 0.2 | 0.9 | 0.1 | 0.4 | 0.1 | 0.2 | 3.4 |
| 19:00 | 15.8 | 5.0 | 1.3 | 0.2 | 0.1 | 2.1 | 1.1 | 0.6 | 0.1 | 0.0 | 0.1 | 0.1 | 0.7 | 0.2 | 0.3 | 0.2 | 0.2 | 3.5 |
| 19:15 | 16.3 | 5.6 | 1.4 | 0.3 | 0.1 | 1.6 | 1.1 | 0.5 | 0.1 | 0.0 | 0.1 | 0.1 | 0.7 | 0.2 | 0.3 | 0.3 | 0.2 | 3.8 |
| 19:30 | 22.1 | 11.4 | 1.4 | 0.7 | 0.2 | 1.3 | 0.9 | 0.7 | 0.1 | 0.0 | 0.1 | 0.1 | 0.8 | 0.2 | 0.3 | 0.3 | 0.2 | 3.6 |
| 19:45 | 22.3 | 11.7 | 1.3 | 0.7 | 0.2 | 1.4 | 0.4 | 0.7 | 0.1 | 0.1 | 0.1 | 0.1 | 1.1 | 0.2 | 0.3 | 0.3 | 0.2 | 3.6 |
| 20:00 | 21.4 | 7.5 | 1.8 | 0.5 | 0.1 | 2.5 | 1.0 | 1.2 | 0.1 | 0.1 | 0.1 | 0.2 | 1.1 | 0.2 | 0.2 | 0.3 | 0.2 | 4.4 |
| 20:15 | 27.5 | 6.9 | 2.2 | 0.5 | 0.1 | 2.9 | 1.7 | 2.1 | 0.4 | 0.6 | 0.3 | 0.4 | 1.1 | 0.4 | 0.6 | 0.6 | 0.3 | 6.6 |
| 20:30 | 27.1 | 6.8 | 2.2 | 0.4 | 0.1 | 2.6 | 1.8 | 2.2 | 0.4 | 0.6 | 0.3 | 0.4 | 1.0 | 0.4 | 0.6 | 0.6 | 0.3 | 6.5 |
| 20:45 | 26.9 | 6.5 | 2.2 | 0.4 | 0.1 | 2.6 | 1.9 | 2.2 | 0.4 | 0.6 | 0.3 | 0.4 | 0.9 | 0.3 | 0.6 | 0.6 | 0.3 | 6.6 |
| 21:00 | 26.3 | 5.6 | 2.3 | 0.4 | 0.1 | 2.8 | 1.9 | 2.2 | 0.4 | 0.5 | 0.3 | 0.4 | 1.0 | 0.3 | 0.6 | 0.6 | 0.3 | 6.6 |
| 21:15 | 26.3 | 5.7 | 2.4 | 0.5 | 0.1 | 2.6 | 1.9 | 2.2 | 0.4 | 0.5 | 0.3 | 0.4 | 1.0 | 0.3 | 0.6 | 0.6 | 0.3 | 6.6 |
| 21:30 | 25.5 | 5.3 | 2.4 | 0.5 | 0.1 | 2.5 | 1.9 | 2.2 | 0.4 | 0.4 | 0.3 | 0.4 | 0.9 | 0.4 | 0.6 | 0.6 | 0.3 | 6.4 |
| 21:45 | 22.7 | 5.3 | 2.3 | 0.5 | 0.1 | 2.6 | 1.2 | 1.3 | 0.4 | 0.1 | 0.2 | 0.3 | 1.1 | 0.3 | 0.7 | 0.6 | 0.3 | 5.6 |
| 22:00 | 21.7 | 6.2 | 1.9 | 0.3 | 0.1 | 2.6 | 0.9 | 0.9 | 0.3 | 0.1 | 0.1 | 0.3 | 0.9 | 0.3 | 0.6 | 0.6 | 0.3 | 5.5 |
| 22:15 | 18.3 | 3.4 | 1.8 | 0.3 | 0.1 | 2.3 | 0.8 | 0.9 | 0.3 | 0.1 | 0.1 | 0.2 | 0.8 | 0.3 | 0.7 | 0.5 | 0.3 | 5.3 |
| 22:30 | 16.0 | 2.5 | 1.5 | 0.3 | 0.1 | 2.1 | 0.8 | 0.9 | 0.3 | 0.1 | 0.1 | 0.2 | 0.8 | 0.3 | 0.6 | 0.5 | 0.2 | 4.8 |
| 22:45 | 14.0 | 2.1 | 1.1 | 0.3 | 0.1 | 1.8 | 0.7 | 0.8 | 0.2 | 0.1 | 0.1 | 0.2 | 0.7 | 0.3 | 0.5 | 0.5 | 0.2 | 4.4 |
| 23:00 | 12.3 | 1.6 | 0.8 | 0.3 | 0.0 | 1.6 | 0.7 | 0.7 | 0.2 | 0.1 | 0.1 | 0.2 | 0.7 | 0.3 | 0.4 | 0.4 | 0.2 | 4.1 |
| 23:15 | 10.5 | 1.3 | 0.7 | 0.2 | 0.0 | 1.3 | 0.6 | 0.7 | 0.2 | 0.1 | 0.1 | 0.1 | 0.6 | 0.2 | 0.3 | 0.3 | 0.2 | 3.6 |
| 23:30 | 9.0 | 1.1 | 0.5 | 0.2 | 0.0 | 1.2 | 0.4 | 0.6 | 0.2 | 0.1 | 0.1 | 0.1 | 0.5 | 0.2 | 0.3 | 0.3 | 0.1 | 3.1 |
| 23:45 | 7.5 | 0.7 | 0.5 | 0.1 | 0.0 | 1.1 | 0.3 | 0.5 | 0.1 | 0.1 | 0.1 | 0.1 | 0.4 | 0.2 | 0.3 | 0.2 | 0.1 | 2.7 |
| 00:00 | 6.4 | 0.6 | 0.4 | 0.1 | 0.0 | 0.9 | 0.3 | 0.4 | 0.1 | 0.1 | 0.1 | 0.1 | 0.4 | 0.2 | 0.2 | 0.2 | 0.1 | 2.4 |
| 00:15 | 5.4 | 0.5 | 0.4 | 0.1 | 0.0 | 0.8 | 0.2 | 0.3 | 0.1 | 0.1 | 0.1 | 0.1 | 0.3 | 0.1 | 0.2 | 0.2 | 0.1 | 2.0 |
| 00:30 | 4.6 | 0.4 | 0.3 | 0.1 | 0.0 | 0.7 | 0.2 | 0.2 | 0.1 | 0.1 | 0.1 | 0.0 | 0.2 | 0.1 | 0.1 | 0.1 | 0.1 | 1.7 |
| 00:45 | 4.0 | 0.4 | 0.3 | 0.1 | 0.0 | 0.6 | 0.2 | 0.2 | 0.1 | 0.1 | 0.0 | 0.0 | 0.2 | 0.1 | 0.1 | 0.1 | 0.1 | 1.5 |
| R 18-23 | 20.2 | 5.3 | 1.7 | 0.4 | 0.1 | 2.2 | 1.2 | 1.3 | 0.2 | 0.2 | 0.2 | 0.2 | 0.9 | 0.3 | 0.5 | 0.4 | 0.2 | 4.8 |
| NR 18-23 | 50.8 | 28.9 | 14.7 | 8.1 | 0.9 | 20.2 | 9.9 | 9.7 | 4.4 | 2.8 | 2.8 | 3.4 | 8.6 | 3.8 | 5.5 | 5.2 | 3.3 | 31.6 |
| R 24h | 7.3 | 1.4 | 0.7 | 0.2 | 0.0 | 0.7 | 0.4 | 0.5 | 0.1 | 0.1 | 0.1 | 0.1 | 0.3 | 0.1 | 0.2 | 0.2 | 0.1 | 2.1 |
| NR 24h | 57.3 | 32.7 | 19.5 | 11.7 | 1.3 | 24.6 | 13.7 | 13.5 | 6.8 | 4.8 | 4.3 | 4.9 | 11.6 | 5.8 | 8.5 | 7.7 | 5.0 | 40.2 |

R = Rating in %, NR = Nettoreichweite in %

Ergebnisse TV-Panel 2022 / Deutschschweiz

VIERTELSTUNDEN-RATINGS in Tausend (Mo-So)

Universum: 5'284'000 Personen (3+) Stichprobe: 2'329 Personen

2.9 TV Nutzung nach Sender: Rating in Tausend

| | Total TV | SRG SSR | | | | Schweiz Private | Ausland: Service public | | | | | | Ausland: Private | | | | | Andere |
|-------|----------|---------|----------|-------|--------|-----------------|-------------------------|-----|------|------|------|------|------------------|------|------|------|------|--------|
| | | SRF 1 | SRF zwei | SRF i | Übrige | | ARD | ZDF | ORF1 | ORF2 | 3SAT | ARTE | RTL | RTL2 | SAT1 | PRO7 | KAB1 | |
| 06:00 | 64 | 5 | 4 | 1 | 0 | 4 | 3 | 3 | 1 | 0 | 0 | 0 | 3 | 1 | 5 | 1 | 1 | 30 |
| 06:15 | 64 | 5 | 5 | 1 | 0 | 4 | 3 | 3 | 1 | 0 | 0 | 1 | 4 | 1 | 5 | 1 | 1 | 29 |
| 06:30 | 71 | 6 | 6 | 1 | 0 | 4 | 3 | 3 | 1 | 0 | 0 | 1 | 4 | 1 | 5 | 1 | 1 | 33 |
| 06:45 | 75 | 7 | 7 | 1 | 0 | 5 | 3 | 3 | 1 | 0 | 0 | 1 | 5 | 1 | 5 | 2 | 1 | 34 |
| 07:00 | 82 | 8 | 7 | 1 | 0 | 5 | 3 | 2 | 1 | 0 | 1 | 1 | 4 | 2 | 6 | 2 | 1 | 36 |
| 07:15 | 85 | 10 | 8 | 2 | 0 | 5 | 3 | 3 | 1 | 0 | 1 | 1 | 4 | 2 | 6 | 2 | 1 | 35 |
| 07:30 | 90 | 12 | 9 | 2 | 0 | 6 | 4 | 3 | 1 | 1 | 0 | 2 | 4 | 2 | 7 | 2 | 1 | 35 |
| 07:45 | 93 | 13 | 9 | 2 | 0 | 6 | 4 | 3 | 1 | 1 | 0 | 2 | 4 | 2 | 7 | 2 | 1 | 35 |
| 08:00 | 97 | 13 | 11 | 3 | 0 | 7 | 4 | 3 | 1 | 1 | 0 | 2 | 4 | 2 | 7 | 2 | 1 | 35 |
| 08:15 | 100 | 13 | 12 | 3 | 0 | 7 | 4 | 4 | 1 | 1 | 0 | 1 | 5 | 2 | 6 | 2 | 1 | 37 |
| 08:30 | 103 | 12 | 13 | 2 | 0 | 7 | 4 | 4 | 1 | 1 | 1 | 1 | 5 | 2 | 7 | 2 | 1 | 39 |
| 08:45 | 107 | 12 | 14 | 2 | 1 | 8 | 4 | 4 | 1 | 1 | 1 | 1 | 5 | 2 | 7 | 2 | 2 | 42 |
| 09:00 | 119 | 11 | 15 | 3 | 1 | 8 | 5 | 4 | 1 | 2 | 1 | 1 | 6 | 2 | 8 | 2 | 2 | 48 |
| 09:15 | 120 | 11 | 16 | 3 | 1 | 7 | 5 | 4 | 2 | 3 | 1 | 1 | 4 | 2 | 7 | 2 | 2 | 48 |
| 09:30 | 126 | 12 | 18 | 4 | 1 | 7 | 6 | 6 | 2 | 2 | 1 | 2 | 4 | 2 | 7 | 2 | 2 | 51 |
| 09:45 | 136 | 12 | 21 | 4 | 1 | 7 | 7 | 7 | 2 | 2 | 1 | 2 | 4 | 2 | 6 | 2 | 2 | 56 |
| 10:00 | 151 | 12 | 26 | 4 | 1 | 8 | 8 | 7 | 2 | 2 | 1 | 2 | 5 | 2 | 5 | 2 | 2 | 62 |
| 10:15 | 153 | 12 | 28 | 4 | 1 | 8 | 10 | 9 | 2 | 2 | 1 | 2 | 5 | 2 | 4 | 2 | 3 | 59 |
| 10:30 | 165 | 12 | 32 | 4 | 1 | 8 | 10 | 15 | 3 | 2 | 1 | 2 | 5 | 2 | 4 | 2 | 2 | 61 |
| 10:45 | 169 | 11 | 34 | 3 | 1 | 8 | 8 | 18 | 3 | 1 | 1 | 2 | 5 | 2 | 4 | 2 | 3 | 62 |
| 11:00 | 179 | 11 | 35 | 4 | 1 | 8 | 8 | 20 | 3 | 1 | 1 | 2 | 7 | 3 | 4 | 2 | 3 | 65 |
| 11:15 | 192 | 12 | 37 | 4 | 1 | 8 | 9 | 24 | 3 | 2 | 2 | 2 | 7 | 3 | 4 | 2 | 4 | 69 |
| 11:30 | 204 | 12 | 41 | 4 | 1 | 8 | 10 | 25 | 3 | 2 | 2 | 2 | 8 | 3 | 4 | 3 | 4 | 73 |
| 11:45 | 213 | 13 | 43 | 4 | 2 | 8 | 11 | 23 | 3 | 2 | 2 | 2 | 9 | 3 | 5 | 3 | 4 | 76 |
| 12:00 | 231 | 15 | 43 | 4 | 2 | 10 | 11 | 14 | 3 | 2 | 2 | 2 | 19 | 3 | 9 | 3 | 7 | 82 |
| 12:15 | 248 | 17 | 44 | 5 | 2 | 11 | 13 | 14 | 3 | 2 | 1 | 2 | 20 | 3 | 10 | 4 | 7 | 89 |
| 12:30 | 266 | 23 | 47 | 5 | 2 | 12 | 13 | 15 | 4 | 2 | 1 | 3 | 17 | 3 | 12 | 4 | 8 | 96 |
| 12:45 | 294 | 52 | 48 | 5 | 2 | 13 | 12 | 15 | 4 | 1 | 2 | 3 | 17 | 3 | 12 | 4 | 8 | 95 |
| 13:00 | 286 | 34 | 48 | 6 | 2 | 16 | 11 | 14 | 4 | 2 | 1 | 3 | 19 | 4 | 16 | 3 | 8 | 97 |
| 13:15 | 269 | 19 | 47 | 7 | 2 | 17 | 10 | 14 | 4 | 2 | 2 | 3 | 16 | 4 | 15 | 4 | 7 | 97 |
| 13:30 | 265 | 21 | 46 | 7 | 1 | 16 | 10 | 14 | 4 | 2 | 2 | 3 | 14 | 4 | 17 | 4 | 7 | 94 |
| 13:45 | 271 | 25 | 45 | 7 | 1 | 16 | 10 | 14 | 5 | 2 | 2 | 3 | 12 | 4 | 16 | 7 | 7 | 94 |
| 14:00 | 279 | 27 | 43 | 8 | 1 | 17 | 14 | 15 | 5 | 3 | 3 | 3 | 13 | 4 | 20 | 8 | 7 | 90 |
| 14:15 | 281 | 27 | 41 | 8 | 1 | 13 | 18 | 17 | 5 | 6 | 3 | 3 | 11 | 4 | 19 | 9 | 6 | 91 |
| 14:30 | 282 | 28 | 36 | 8 | 1 | 11 | 18 | 19 | 4 | 12 | 3 | 3 | 11 | 4 | 20 | 7 | 6 | 90 |
| 14:45 | 283 | 27 | 32 | 8 | 1 | 12 | 19 | 22 | 4 | 13 | 3 | 3 | 10 | 4 | 18 | 6 | 7 | 94 |
| 15:00 | 299 | 27 | 33 | 9 | 1 | 12 | 19 | 26 | 5 | 14 | 3 | 3 | 10 | 4 | 18 | 5 | 7 | 103 |
| 15:15 | 309 | 23 | 35 | 9 | 1 | 12 | 27 | 33 | 4 | 16 | 3 | 3 | 10 | 4 | 14 | 5 | 7 | 103 |
| 15:30 | 315 | 21 | 37 | 9 | 1 | 12 | 27 | 35 | 4 | 18 | 4 | 3 | 9 | 4 | 16 | 6 | 6 | 104 |
| 15:45 | 329 | 28 | 40 | 9 | 2 | 13 | 26 | 34 | 4 | 18 | 4 | 3 | 9 | 4 | 13 | 6 | 5 | 110 |

Ergebnisse TV-Panel 2022 / Deutschschweiz

VIERTELSTUNDEN-RATINGS in Tausend (Mo-So)

Universum: 5'284'000 Personen (3+) Stichprobe: 2'329 Personen

2.9 TV Nutzung nach Sender: Rating in Tausend

Mediapulse: Jahresbericht 2022

| | Total TV | SRG SSR | | | | Schweiz Private | Ausland: Service public | | | | | | Ausland: Private | | | | | Andere |
|----------|----------|---------|----------|-------|--------|-----------------|-------------------------|-----|------|------|------|------|------------------|------|------|------|------|--------|
| | | SRF 1 | SRF zwei | SRF i | Übrige | | ARD | ZDF | ORF1 | ORF2 | 3SAT | ARTE | RTL | RTL2 | SAT1 | PRO7 | KAB1 | |
| 16:00 | 338 | 47 | 44 | 10 | 2 | 14 | 16 | 31 | 5 | 7 | 4 | 3 | 10 | 4 | 16 | 8 | 5 | 111 |
| 16:15 | 362 | 50 | 45 | 12 | 2 | 17 | 18 | 42 | 5 | 5 | 5 | 3 | 11 | 4 | 15 | 6 | 6 | 117 |
| 16:30 | 373 | 49 | 47 | 12 | 2 | 18 | 19 | 42 | 6 | 4 | 5 | 3 | 10 | 5 | 16 | 7 | 5 | 123 |
| 16:45 | 394 | 54 | 49 | 12 | 2 | 20 | 20 | 42 | 6 | 3 | 5 | 4 | 12 | 5 | 15 | 7 | 6 | 132 |
| 17:00 | 411 | 58 | 56 | 12 | 2 | 25 | 23 | 23 | 6 | 3 | 5 | 4 | 12 | 5 | 17 | 13 | 7 | 141 |
| 17:15 | 435 | 52 | 60 | 13 | 2 | 28 | 32 | 23 | 6 | 3 | 5 | 4 | 12 | 5 | 16 | 13 | 6 | 155 |
| 17:30 | 458 | 30 | 65 | 13 | 2 | 33 | 37 | 25 | 7 | 2 | 6 | 5 | 28 | 5 | 19 | 9 | 6 | 165 |
| 17:45 | 494 | 35 | 65 | 13 | 2 | 46 | 36 | 30 | 6 | 3 | 6 | 5 | 30 | 5 | 19 | 9 | 7 | 175 |
| 18:00 | 685 | 84 | 65 | 10 | 2 | 170 | 49 | 46 | 5 | 2 | 6 | 5 | 28 | 6 | 21 | 8 | 12 | 166 |
| 18:15 | 706 | 145 | 72 | 11 | 3 | 87 | 59 | 54 | 4 | 2 | 6 | 5 | 34 | 8 | 20 | 7 | 12 | 176 |
| 18:30 | 714 | 114 | 75 | 11 | 2 | 96 | 61 | 61 | 5 | 3 | 6 | 7 | 48 | 8 | 23 | 8 | 12 | 176 |
| 18:45 | 715 | 138 | 77 | 11 | 2 | 87 | 52 | 53 | 5 | 2 | 7 | 9 | 46 | 8 | 22 | 8 | 11 | 178 |
| 19:00 | 837 | 262 | 66 | 12 | 3 | 112 | 59 | 32 | 5 | 1 | 5 | 8 | 39 | 12 | 17 | 11 | 9 | 184 |
| 19:15 | 864 | 293 | 72 | 14 | 3 | 83 | 57 | 28 | 5 | 1 | 6 | 7 | 37 | 12 | 17 | 17 | 8 | 202 |
| 19:30 | 1169 | 603 | 72 | 35 | 9 | 71 | 47 | 35 | 3 | 2 | 5 | 4 | 40 | 13 | 17 | 14 | 8 | 192 |
| 19:45 | 1181 | 619 | 70 | 35 | 9 | 72 | 21 | 38 | 3 | 3 | 5 | 6 | 59 | 12 | 16 | 15 | 8 | 192 |
| 20:00 | 1133 | 395 | 94 | 27 | 7 | 134 | 53 | 61 | 4 | 6 | 7 | 10 | 57 | 12 | 9 | 13 | 9 | 234 |
| 20:15 | 1452 | 364 | 117 | 27 | 7 | 152 | 91 | 110 | 21 | 29 | 13 | 19 | 57 | 21 | 30 | 31 | 15 | 347 |
| 20:30 | 1433 | 358 | 115 | 21 | 7 | 137 | 97 | 114 | 23 | 33 | 14 | 21 | 53 | 20 | 30 | 34 | 16 | 342 |
| 20:45 | 1419 | 345 | 114 | 19 | 7 | 140 | 99 | 116 | 23 | 33 | 14 | 21 | 48 | 16 | 32 | 30 | 14 | 348 |
| 21:00 | 1389 | 297 | 121 | 20 | 6 | 149 | 101 | 117 | 22 | 28 | 14 | 21 | 52 | 18 | 30 | 32 | 15 | 347 |
| 21:15 | 1389 | 302 | 126 | 24 | 5 | 139 | 103 | 115 | 24 | 24 | 14 | 20 | 52 | 18 | 32 | 29 | 14 | 347 |
| 21:30 | 1346 | 281 | 126 | 26 | 5 | 134 | 101 | 114 | 23 | 23 | 14 | 20 | 48 | 19 | 29 | 31 | 15 | 337 |
| 21:45 | 1202 | 278 | 122 | 28 | 5 | 139 | 63 | 66 | 20 | 8 | 9 | 16 | 57 | 17 | 35 | 30 | 15 | 294 |
| 22:00 | 1145 | 325 | 98 | 16 | 4 | 138 | 46 | 46 | 15 | 6 | 6 | 13 | 50 | 17 | 32 | 30 | 14 | 289 |
| 22:15 | 965 | 182 | 96 | 14 | 4 | 122 | 45 | 46 | 15 | 7 | 5 | 13 | 44 | 18 | 35 | 28 | 14 | 279 |
| 22:30 | 847 | 131 | 77 | 14 | 3 | 109 | 43 | 48 | 14 | 6 | 6 | 11 | 42 | 17 | 31 | 27 | 12 | 255 |
| 22:45 | 739 | 111 | 56 | 16 | 3 | 96 | 39 | 43 | 12 | 7 | 6 | 10 | 35 | 13 | 26 | 24 | 11 | 231 |
| 23:00 | 651 | 84 | 43 | 14 | 2 | 84 | 37 | 39 | 11 | 7 | 6 | 8 | 36 | 14 | 20 | 21 | 8 | 217 |
| 23:15 | 554 | 70 | 36 | 11 | 1 | 69 | 29 | 35 | 9 | 6 | 5 | 7 | 30 | 11 | 17 | 18 | 9 | 192 |
| 23:30 | 476 | 57 | 28 | 9 | 1 | 62 | 23 | 31 | 8 | 6 | 5 | 6 | 28 | 11 | 15 | 14 | 8 | 165 |
| 23:45 | 399 | 40 | 25 | 7 | 1 | 56 | 18 | 25 | 7 | 5 | 5 | 4 | 22 | 9 | 13 | 13 | 7 | 141 |
| 00:00 | 339 | 29 | 21 | 7 | 1 | 49 | 15 | 21 | 5 | 5 | 4 | 4 | 19 | 8 | 11 | 9 | 6 | 125 |
| 00:15 | 288 | 25 | 19 | 6 | 1 | 41 | 12 | 18 | 5 | 4 | 3 | 3 | 15 | 6 | 9 | 9 | 5 | 106 |
| 00:30 | 245 | 22 | 16 | 6 | 1 | 36 | 11 | 13 | 4 | 4 | 3 | 2 | 11 | 6 | 7 | 7 | 4 | 92 |
| 00:45 | 211 | 19 | 14 | 5 | 1 | 31 | 10 | 10 | 4 | 4 | 2 | 2 | 9 | 5 | 6 | 6 | 4 | 80 |
| SD 18-23 | 61 | 16 | 5 | 1 | 0 | 7 | 4 | 4 | 1 | 1 | 0 | 1 | 3 | 1 | 1 | 1 | 1 | 15 |
| VD 18-23 | 119 | 55 | 35 | 14 | 32 | 33 | 37 | 39 | 16 | 23 | 17 | 21 | 30 | 21 | 26 | 23 | 21 | 46 |
| SD 24h | 104 | 20 | 10 | 2 | 0 | 10 | 6 | 7 | 1 | 1 | 1 | 1 | 5 | 2 | 3 | 2 | 1 | 30 |
| VD 24h | 182 | 62 | 54 | 19 | 36 | 41 | 43 | 50 | 20 | 28 | 21 | 24 | 39 | 26 | 39 | 29 | 30 | 76 |

SD = Sehdauer (Nutzungsminuten pro Person) VD = Verweildauer (Nutzungsminuten pro Seher)

Ergebnisse TV-Panel 2022 / Deutschschweiz

VIERTELSTUNDEN-MARKTANTEILE in % (Mo-So)

Universum: 5'284'000 Personen (3+) Stichprobe: 2'329 Personen

| | Total TV | SRG SSR | | | | Schweiz Private | Ausland: Service public | | | | | | Ausland: Private | | | | | Andere |
|-------|----------|---------|----------|-------|--------|-----------------|-------------------------|------|------|------|------|------|------------------|------|------|------|------|--------|
| | | SRF 1 | SRF zwei | SRF i | Übrige | | ARD | ZDF | ORF1 | ORF2 | 3SAT | ARTE | RTL | RTL2 | SAT1 | PRO7 | KAB1 | |
| 06:00 | 100 | 7.5 | 6.5 | 1.9 | 0.3 | 6.8 | 4.3 | 4.1 | 0.9 | 0.7 | 0.8 | 0.8 | 5.5 | 1.6 | 8.5 | 1.9 | 1.4 | 46.5 |
| 06:15 | 100 | 8.1 | 7.5 | 2.2 | 0.3 | 6.1 | 4.6 | 4.3 | 0.9 | 0.6 | 0.8 | 0.9 | 6.0 | 1.8 | 7.6 | 2.0 | 1.3 | 45.2 |
| 06:30 | 100 | 8.7 | 8.0 | 2.1 | 0.3 | 6.0 | 4.0 | 4.0 | 1.1 | 0.6 | 0.7 | 0.9 | 5.8 | 1.9 | 7.1 | 1.9 | 1.3 | 45.7 |
| 06:45 | 100 | 9.1 | 8.7 | 2.0 | 0.3 | 6.2 | 3.8 | 3.6 | 1.1 | 0.6 | 0.6 | 1.1 | 6.1 | 1.9 | 6.6 | 2.3 | 1.2 | 44.9 |
| 07:00 | 100 | 10.1 | 9.1 | 1.8 | 0.3 | 6.6 | 3.9 | 2.9 | 1.1 | 0.6 | 0.6 | 1.4 | 5.2 | 2.3 | 6.7 | 2.2 | 1.2 | 44.0 |
| 07:15 | 100 | 11.8 | 9.7 | 1.9 | 0.4 | 6.3 | 4.0 | 3.0 | 1.2 | 0.6 | 0.7 | 1.7 | 5.2 | 2.2 | 7.2 | 2.1 | 1.3 | 40.7 |
| 07:30 | 100 | 13.5 | 9.8 | 2.1 | 0.4 | 6.3 | 4.2 | 3.2 | 1.0 | 0.7 | 0.5 | 2.1 | 4.4 | 2.3 | 7.6 | 2.1 | 1.2 | 38.6 |
| 07:45 | 100 | 13.9 | 10.0 | 2.7 | 0.4 | 6.4 | 4.1 | 3.3 | 1.0 | 0.8 | 0.4 | 2.0 | 4.6 | 2.2 | 7.3 | 2.1 | 1.3 | 37.3 |
| 08:00 | 100 | 13.8 | 11.0 | 3.1 | 0.4 | 6.8 | 4.2 | 3.5 | 1.0 | 0.7 | 0.4 | 1.8 | 4.3 | 2.3 | 7.1 | 2.1 | 1.3 | 36.3 |
| 08:15 | 100 | 13.2 | 11.8 | 2.8 | 0.4 | 6.6 | 4.2 | 3.8 | 1.1 | 0.6 | 0.4 | 1.4 | 4.6 | 2.1 | 6.2 | 1.9 | 1.4 | 37.4 |
| 08:30 | 100 | 11.8 | 12.7 | 2.4 | 0.5 | 7.0 | 4.0 | 3.7 | 1.2 | 0.6 | 0.5 | 1.3 | 4.5 | 2.1 | 6.7 | 1.8 | 1.4 | 37.8 |
| 08:45 | 100 | 10.8 | 13.1 | 2.3 | 0.5 | 7.0 | 4.1 | 3.5 | 1.2 | 0.7 | 0.5 | 1.0 | 4.2 | 1.9 | 6.1 | 1.9 | 1.5 | 39.5 |
| 09:00 | 100 | 9.5 | 12.6 | 2.2 | 0.6 | 6.7 | 3.9 | 3.1 | 1.2 | 1.8 | 0.5 | 1.0 | 4.9 | 1.7 | 6.4 | 1.9 | 1.4 | 40.8 |
| 09:15 | 100 | 9.4 | 13.6 | 2.3 | 0.6 | 6.2 | 4.2 | 3.5 | 1.3 | 2.5 | 0.6 | 1.0 | 3.6 | 1.6 | 5.9 | 1.7 | 1.5 | 40.5 |
| 09:30 | 100 | 9.3 | 14.4 | 2.8 | 0.4 | 5.8 | 4.8 | 4.6 | 1.3 | 1.2 | 0.8 | 1.2 | 3.1 | 1.6 | 5.2 | 1.6 | 1.5 | 40.4 |
| 09:45 | 100 | 8.8 | 15.6 | 2.7 | 0.4 | 5.0 | 4.9 | 4.8 | 1.3 | 1.2 | 1.0 | 1.3 | 3.0 | 1.6 | 4.3 | 1.6 | 1.5 | 41.0 |
| 10:00 | 100 | 8.2 | 17.0 | 2.4 | 0.4 | 5.1 | 5.6 | 4.8 | 1.4 | 1.2 | 0.9 | 1.2 | 3.1 | 1.6 | 3.2 | 1.5 | 1.5 | 40.9 |
| 10:15 | 100 | 8.0 | 18.4 | 2.5 | 0.4 | 5.0 | 6.2 | 5.6 | 1.6 | 1.3 | 0.8 | 1.2 | 3.1 | 1.5 | 2.6 | 1.4 | 1.6 | 38.4 |
| 10:30 | 100 | 7.3 | 19.1 | 2.2 | 0.4 | 4.8 | 6.0 | 8.9 | 1.6 | 1.2 | 0.7 | 1.2 | 3.1 | 1.4 | 2.4 | 1.3 | 1.5 | 37.0 |
| 10:45 | 100 | 6.7 | 20.0 | 2.0 | 0.4 | 4.6 | 4.7 | 10.6 | 1.5 | 0.8 | 0.8 | 1.2 | 3.3 | 1.4 | 2.3 | 1.3 | 1.5 | 36.9 |
| 11:00 | 100 | 6.3 | 19.7 | 2.0 | 0.4 | 4.4 | 4.5 | 11.1 | 1.6 | 0.8 | 0.8 | 1.3 | 3.9 | 1.5 | 2.3 | 1.3 | 1.9 | 36.2 |
| 11:15 | 100 | 6.1 | 19.0 | 2.0 | 0.4 | 4.0 | 4.8 | 12.4 | 1.6 | 0.8 | 0.8 | 1.2 | 3.7 | 1.5 | 2.0 | 1.2 | 2.2 | 36.2 |
| 11:30 | 100 | 6.0 | 20.0 | 1.7 | 0.4 | 3.9 | 4.9 | 12.1 | 1.5 | 0.8 | 0.8 | 1.2 | 3.8 | 1.4 | 2.1 | 1.4 | 2.1 | 35.9 |
| 11:45 | 100 | 6.2 | 20.0 | 1.8 | 0.8 | 3.8 | 5.1 | 11.0 | 1.5 | 0.9 | 0.8 | 1.1 | 4.1 | 1.3 | 2.3 | 1.6 | 2.1 | 35.6 |
| 12:00 | 100 | 6.4 | 18.8 | 1.8 | 0.8 | 4.4 | 4.7 | 6.0 | 1.4 | 0.8 | 0.7 | 1.0 | 8.0 | 1.2 | 3.9 | 1.5 | 3.2 | 35.4 |
| 12:15 | 100 | 7.0 | 17.9 | 1.9 | 0.7 | 4.5 | 5.2 | 5.7 | 1.4 | 0.8 | 0.6 | 0.9 | 7.9 | 1.2 | 4.0 | 1.4 | 2.9 | 36.0 |
| 12:30 | 100 | 8.6 | 17.8 | 2.0 | 0.7 | 4.6 | 4.9 | 5.7 | 1.5 | 0.7 | 0.5 | 0.9 | 6.6 | 1.1 | 4.3 | 1.3 | 3.0 | 35.9 |
| 12:45 | 100 | 17.7 | 16.2 | 1.8 | 0.8 | 4.6 | 4.1 | 4.9 | 1.3 | 0.5 | 0.5 | 0.9 | 5.7 | 1.0 | 4.0 | 1.3 | 2.6 | 32.2 |
| 13:00 | 100 | 11.9 | 16.6 | 2.0 | 0.7 | 5.6 | 3.7 | 4.8 | 1.4 | 0.7 | 0.5 | 0.9 | 6.5 | 1.3 | 5.5 | 1.2 | 3.0 | 33.7 |
| 13:15 | 100 | 6.9 | 17.6 | 2.4 | 0.6 | 6.2 | 3.9 | 5.3 | 1.6 | 0.7 | 0.7 | 1.0 | 5.9 | 1.5 | 5.7 | 1.4 | 2.6 | 36.0 |
| 13:30 | 100 | 8.1 | 17.3 | 2.6 | 0.6 | 6.0 | 3.7 | 5.2 | 1.7 | 0.7 | 0.9 | 1.0 | 5.1 | 1.3 | 6.3 | 1.5 | 2.7 | 35.4 |
| 13:45 | 100 | 9.2 | 16.6 | 2.7 | 0.5 | 6.1 | 3.6 | 5.3 | 1.8 | 0.8 | 0.9 | 0.9 | 4.5 | 1.3 | 5.8 | 2.7 | 2.6 | 34.8 |
| 14:00 | 100 | 9.7 | 15.4 | 2.9 | 0.5 | 6.2 | 4.9 | 5.4 | 1.7 | 1.1 | 0.9 | 0.9 | 4.5 | 1.5 | 7.1 | 2.9 | 2.4 | 32.0 |
| 14:15 | 100 | 9.6 | 14.6 | 2.9 | 0.5 | 4.6 | 6.3 | 6.2 | 1.6 | 2.2 | 1.0 | 1.0 | 3.8 | 1.5 | 6.6 | 3.2 | 2.1 | 32.3 |
| 14:30 | 100 | 9.7 | 12.7 | 2.8 | 0.5 | 4.0 | 6.5 | 6.9 | 1.5 | 4.3 | 1.0 | 1.1 | 3.8 | 1.4 | 7.2 | 2.6 | 2.0 | 32.0 |
| 14:45 | 100 | 9.5 | 11.4 | 2.9 | 0.4 | 4.1 | 6.7 | 7.7 | 1.5 | 4.6 | 1.1 | 1.1 | 3.4 | 1.3 | 6.5 | 2.0 | 2.4 | 33.3 |
| 15:00 | 100 | 9.0 | 11.0 | 3.0 | 0.4 | 4.0 | 6.5 | 8.7 | 1.6 | 4.6 | 1.1 | 1.1 | 3.2 | 1.5 | 6.0 | 1.6 | 2.2 | 34.5 |
| 15:15 | 100 | 7.3 | 11.2 | 3.1 | 0.4 | 3.8 | 8.6 | 10.7 | 1.4 | 5.3 | 1.1 | 1.1 | 3.1 | 1.3 | 4.6 | 1.5 | 2.2 | 33.4 |
| 15:30 | 100 | 6.7 | 11.8 | 2.9 | 0.4 | 3.8 | 8.6 | 11.0 | 1.4 | 5.6 | 1.1 | 1.1 | 2.8 | 1.3 | 4.9 | 1.9 | 1.9 | 32.9 |
| 15:45 | 100 | 8.6 | 12.0 | 2.8 | 0.5 | 3.9 | 7.8 | 10.5 | 1.4 | 5.6 | 1.2 | 1.0 | 2.7 | 1.2 | 4.0 | 1.9 | 1.5 | 33.5 |

2.10 TV Nutzung nach Sender: Marktanteile in %

Ergebnisse TV-Panel 2022 / Deutschschweiz

VIERTELSTUNDEN-MARKTANTEILE in % (Mo-So)

Universum: 5'284'000 Personen (3+) Stichprobe: 2'329 Personen

2.10 TV Nutzung nach Sender: Marktanteile in %

Mediapulse: Jahresbericht 2022

| | Total TV | SRG SSR | | | | Schweiz Private | Ausland: Service public | | | | | | Ausland: Private | | | | | Andere |
|----------|----------|---------|----------|-------|--------|-----------------|-------------------------|------|------|------|------|------|------------------|------|------|------|------|--------|
| | | SRF 1 | SRF zwei | SRF i | Übrige | | ARD | ZDF | ORF1 | ORF2 | 3SAT | ARTE | RTL | RTL2 | SAT1 | PRO7 | KAB1 | |
| 16:00 | 100 | 14.1 | 13.0 | 3.1 | 0.5 | 4.1 | 4.6 | 9.2 | 1.5 | 2.0 | 1.3 | 1.0 | 3.0 | 1.2 | 4.8 | 2.3 | 1.4 | 32.9 |
| 16:15 | 100 | 13.9 | 12.3 | 3.2 | 0.5 | 4.7 | 4.9 | 11.5 | 1.5 | 1.3 | 1.3 | 0.9 | 3.0 | 1.2 | 4.2 | 1.7 | 1.7 | 32.3 |
| 16:30 | 100 | 13.1 | 12.6 | 3.3 | 0.5 | 4.9 | 5.1 | 11.2 | 1.5 | 1.0 | 1.4 | 0.9 | 2.8 | 1.2 | 4.2 | 1.9 | 1.4 | 32.9 |
| 16:45 | 100 | 13.7 | 12.5 | 2.9 | 0.5 | 5.1 | 5.1 | 10.7 | 1.4 | 0.8 | 1.4 | 0.9 | 2.9 | 1.2 | 3.9 | 1.7 | 1.6 | 33.7 |
| 17:00 | 100 | 14.0 | 13.6 | 2.9 | 0.5 | 6.1 | 5.6 | 5.5 | 1.5 | 0.7 | 1.3 | 1.0 | 2.9 | 1.3 | 4.1 | 3.1 | 1.6 | 34.2 |
| 17:15 | 100 | 12.0 | 13.9 | 2.9 | 0.5 | 6.4 | 7.3 | 5.2 | 1.4 | 0.6 | 1.3 | 1.0 | 2.9 | 1.2 | 3.6 | 2.9 | 1.3 | 35.6 |
| 17:30 | 100 | 6.6 | 14.2 | 2.9 | 0.5 | 7.2 | 8.1 | 5.5 | 1.4 | 0.5 | 1.2 | 1.1 | 6.1 | 1.1 | 4.2 | 2.1 | 1.3 | 36.1 |
| 17:45 | 100 | 7.2 | 13.1 | 2.7 | 0.4 | 9.2 | 7.4 | 6.2 | 1.2 | 0.6 | 1.2 | 1.0 | 6.0 | 1.1 | 3.8 | 1.9 | 1.5 | 35.5 |
| 18:00 | 100 | 12.2 | 9.5 | 1.5 | 0.3 | 24.8 | 7.2 | 6.7 | 0.7 | 0.3 | 0.8 | 0.7 | 4.2 | 0.9 | 3.1 | 1.1 | 1.7 | 24.2 |
| 18:15 | 100 | 20.6 | 10.1 | 1.6 | 0.4 | 12.3 | 8.3 | 7.7 | 0.6 | 0.3 | 0.9 | 0.7 | 4.7 | 1.2 | 2.8 | 1.0 | 1.7 | 24.9 |
| 18:30 | 100 | 15.9 | 10.5 | 1.5 | 0.3 | 13.4 | 8.6 | 8.6 | 0.6 | 0.4 | 0.9 | 0.9 | 6.7 | 1.2 | 3.2 | 1.1 | 1.6 | 24.6 |
| 18:45 | 100 | 19.3 | 10.7 | 1.6 | 0.3 | 12.1 | 7.3 | 7.4 | 0.7 | 0.2 | 1.0 | 1.2 | 6.5 | 1.1 | 3.0 | 1.1 | 1.6 | 24.8 |
| 19:00 | 100 | 31.3 | 7.9 | 1.5 | 0.3 | 13.4 | 7.0 | 3.8 | 0.6 | 0.1 | 0.6 | 0.9 | 4.7 | 1.4 | 2.0 | 1.3 | 1.1 | 22.0 |
| 19:15 | 100 | 34.0 | 8.4 | 1.6 | 0.3 | 9.6 | 6.6 | 3.3 | 0.6 | 0.1 | 0.6 | 0.8 | 4.3 | 1.4 | 2.0 | 2.0 | 0.9 | 23.4 |
| 19:30 | 100 | 51.6 | 6.2 | 3.0 | 0.7 | 6.1 | 4.0 | 3.0 | 0.3 | 0.1 | 0.4 | 0.4 | 3.5 | 1.1 | 1.4 | 1.2 | 0.7 | 16.4 |
| 19:45 | 100 | 52.5 | 5.9 | 3.0 | 0.8 | 6.1 | 1.7 | 3.2 | 0.2 | 0.2 | 0.4 | 0.5 | 5.0 | 1.0 | 1.3 | 1.3 | 0.7 | 16.2 |
| 20:00 | 100 | 34.8 | 8.3 | 2.4 | 0.6 | 11.8 | 4.7 | 5.4 | 0.4 | 0.5 | 0.6 | 0.9 | 5.0 | 1.1 | 0.8 | 1.2 | 0.8 | 20.6 |
| 20:15 | 100 | 25.1 | 8.0 | 1.8 | 0.5 | 10.5 | 6.3 | 7.6 | 1.4 | 2.0 | 0.9 | 1.3 | 3.9 | 1.5 | 2.1 | 2.2 | 1.0 | 23.9 |
| 20:30 | 100 | 25.0 | 8.0 | 1.5 | 0.5 | 9.5 | 6.8 | 8.0 | 1.6 | 2.3 | 1.0 | 1.4 | 3.7 | 1.4 | 2.1 | 2.4 | 1.1 | 23.8 |
| 20:45 | 100 | 24.3 | 8.0 | 1.4 | 0.5 | 9.9 | 7.0 | 8.2 | 1.6 | 2.4 | 1.0 | 1.5 | 3.4 | 1.1 | 2.3 | 2.1 | 1.0 | 24.5 |
| 21:00 | 100 | 21.4 | 8.7 | 1.4 | 0.4 | 10.7 | 7.3 | 8.5 | 1.6 | 2.0 | 1.0 | 1.5 | 3.7 | 1.3 | 2.2 | 2.3 | 1.1 | 24.9 |
| 21:15 | 100 | 21.7 | 9.1 | 1.7 | 0.4 | 10.0 | 7.4 | 8.3 | 1.7 | 1.7 | 1.0 | 1.5 | 3.7 | 1.3 | 2.3 | 2.1 | 1.0 | 25.0 |
| 21:30 | 100 | 20.9 | 9.4 | 2.0 | 0.4 | 10.0 | 7.5 | 8.5 | 1.7 | 1.7 | 1.0 | 1.5 | 3.6 | 1.4 | 2.2 | 2.3 | 1.1 | 25.0 |
| 21:45 | 100 | 23.1 | 10.2 | 2.3 | 0.4 | 11.6 | 5.2 | 5.5 | 1.7 | 0.6 | 0.8 | 1.4 | 4.7 | 1.5 | 2.9 | 2.5 | 1.2 | 24.4 |
| 22:00 | 100 | 28.4 | 8.5 | 1.4 | 0.4 | 12.0 | 4.0 | 4.0 | 1.3 | 0.6 | 0.5 | 1.2 | 4.4 | 1.5 | 2.8 | 2.6 | 1.2 | 25.3 |
| 22:15 | 100 | 18.8 | 10.0 | 1.5 | 0.4 | 12.6 | 4.6 | 4.8 | 1.5 | 0.7 | 0.5 | 1.3 | 4.5 | 1.9 | 3.6 | 2.9 | 1.4 | 28.9 |
| 22:30 | 100 | 15.5 | 9.0 | 1.6 | 0.4 | 12.8 | 5.1 | 5.7 | 1.7 | 0.7 | 0.7 | 1.3 | 5.0 | 2.0 | 3.6 | 3.2 | 1.5 | 30.1 |
| 22:45 | 100 | 15.0 | 7.6 | 2.1 | 0.4 | 13.1 | 5.3 | 5.8 | 1.7 | 0.9 | 0.8 | 1.3 | 4.7 | 1.8 | 3.5 | 3.3 | 1.5 | 31.3 |
| 23:00 | 100 | 13.0 | 6.6 | 2.1 | 0.3 | 12.9 | 5.7 | 6.0 | 1.6 | 1.0 | 0.9 | 1.3 | 5.6 | 2.1 | 3.1 | 3.2 | 1.2 | 33.3 |
| 23:15 | 100 | 12.6 | 6.4 | 1.9 | 0.3 | 12.5 | 5.3 | 6.2 | 1.7 | 1.2 | 0.9 | 1.2 | 5.3 | 2.0 | 3.1 | 3.3 | 1.6 | 34.5 |
| 23:30 | 100 | 12.0 | 5.9 | 1.9 | 0.3 | 13.0 | 4.8 | 6.4 | 1.7 | 1.2 | 1.1 | 1.2 | 5.8 | 2.3 | 3.2 | 3.0 | 1.6 | 34.7 |
| 23:45 | 100 | 9.9 | 6.2 | 1.9 | 0.3 | 14.0 | 4.5 | 6.3 | 1.7 | 1.3 | 1.2 | 1.1 | 5.6 | 2.2 | 3.3 | 3.2 | 1.8 | 35.5 |
| 00:00 | 100 | 8.6 | 6.2 | 1.9 | 0.3 | 14.5 | 4.4 | 6.2 | 1.6 | 1.4 | 1.2 | 1.1 | 5.5 | 2.4 | 3.3 | 2.8 | 1.7 | 36.8 |
| 00:15 | 100 | 8.8 | 6.5 | 2.1 | 0.3 | 14.2 | 4.3 | 6.2 | 1.7 | 1.5 | 1.2 | 1.1 | 5.3 | 2.2 | 3.1 | 3.0 | 1.8 | 36.8 |
| 00:30 | 100 | 9.1 | 6.6 | 2.3 | 0.3 | 14.5 | 4.4 | 5.3 | 1.8 | 1.7 | 1.2 | 1.0 | 4.6 | 2.3 | 2.9 | 2.8 | 1.7 | 37.3 |
| 00:45 | 100 | 9.2 | 6.6 | 2.3 | 0.3 | 14.8 | 4.6 | 4.6 | 1.9 | 1.9 | 1.2 | 1.0 | 4.1 | 2.3 | 3.0 | 2.8 | 1.8 | 37.7 |
| MA 18-23 | 100 | 26.4 | 8.6 | 1.8 | 0.5 | 11.1 | 6.0 | 6.3 | 1.2 | 1.1 | 0.8 | 1.2 | 4.3 | 1.3 | 2.4 | 2.0 | 1.1 | 24.0 |
| SD 18-23 | 61 | 16 | 5 | 1 | 0 | 7 | 4 | 4 | 1 | 1 | 0 | 1 | 3 | 1 | 1 | 1 | 1 | 15 |
| MA 24h | 100 | 19.4 | 10.0 | 2.1 | 0.4 | 9.6 | 5.7 | 6.5 | 1.3 | 1.3 | 0.9 | 1.1 | 4.4 | 1.5 | 3.2 | 2.1 | 1.4 | 29.1 |
| SD 24h | 104 | 20 | 10 | 2 | 0 | 10 | 6 | 7 | 1 | 1 | 1 | 1 | 5 | 2 | 3 | 2 | 1 | 30 |

MA = Marktanteil in %

SD = Sehdauer (Nutzungsminuten pro Person)

Ergebnisse TV-Panel 2022 / Deutschschweiz

TAGESREICHWEITE in % (Mo-So)

Universum 2022: 5'284'000 Personen (3+) Stichprobe 2022: 2'329 Personen

| | 2000 | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 |
|------------------------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|
| TOTAL TV | 74 | 74 | 74 | 73 | 74 | 73 | 72 | 70 | 69 | 68 | 67 | 64 | 61 | 64 | 65 | 65 | 65 | 65 | 64 | 62 | 63 | 61 | 57 |
| SRF 1 | 57 | 57 | 57 | 57 | 57 | 56 | 55 | 53 | 50 | 49 | 47 | 44 | 40 | 41 | 40 | 38 | 38 | 37 | 36 | 36 | 39 | 36 | 33 |
| SRF zwei | 34 | 33 | 35 | 36 | 37 | 37 | 37 | 35 | 35 | 34 | 34 | 30 | 29 | 26 | 28 | 25 | 26 | 24 | 24 | 22 | 20 | 21 | 19 |
| SRF info | | | 6 | 9 | 10 | 12 | 14 | 14 | 16 | 18 | 19 | 18 | 17 | 16 | 15 | 15 | 14 | 13 | 14 | 13 | 14 | 13 | 12 |
| SRF | 62 | 62 | 62 | 62 | 63 | 62 | 62 | 60 | 58 | 57 | 55 | 51 | 48 | 48 | 48 | 46 | 46 | 46 | 45 | 43 | 44 | 43 | 39 |
| RTS Un | 6 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 3 | 3 | 2 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 |
| RSI La Uno | 5 | 5 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 2 | 1 | 1 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| ARD | 32 | 32 | 32 | 32 | 32 | 31 | 31 | 29 | 28 | 27 | 26 | 24 | 21 | 19 | 18 | 17 | 16 | 15 | 15 | 15 | 16 | 15 | 14 |
| ZDF | 29 | 29 | 29 | 29 | 29 | 29 | 29 | 27 | 26 | 25 | 24 | 22 | 20 | 18 | 18 | 16 | 16 | 15 | 15 | 14 | 15 | 15 | 13 |
| ORF 1 | 27 | 27 | 27 | 28 | 27 | 26 | 25 | 23 | 22 | 21 | 19 | 17 | 15 | 11 | 10 | 10 | 9 | 9 | 8 | 8 | 8 | 7 | 7 |
| ORF 2 | 20 | 21 | 21 | 21 | 20 | 20 | 18 | 16 | 15 | 15 | 14 | 13 | 12 | 9 | 8 | 8 | 7 | 7 | 7 | 6 | 6 | 5 | 5 |
| 3SAT | 16 | 15 | 16 | 16 | 16 | 16 | 15 | 15 | 14 | 13 | 12 | 11 | 10 | 7 | 7 | 6 | 6 | 6 | 6 | 5 | 6 | 5 | 4 |
| RTL | 34 | 33 | 33 | 33 | 33 | 31 | 30 | 28 | 27 | 26 | 25 | 26 | 24 | 20 | 19 | 18 | 17 | 16 | 15 | 14 | 14 | 13 | 12 |
| RTL2 | 28 | 26 | 25 | 26 | 26 | 23 | 22 | 21 | 20 | 19 | 17 | 19 | 18 | 15 | 14 | 12 | 11 | 10 | 9 | 8 | 8 | 7 | 6 |
| Sat1 | 30 | 30 | 30 | 30 | 30 | 29 | 28 | 26 | 25 | 24 | 22 | 22 | 20 | 16 | 15 | 13 | 13 | 12 | 11 | 11 | 10 | 9 | 9 |
| PRO7 | 30 | 29 | 28 | 29 | 28 | 27 | 25 | 24 | 24 | 23 | 21 | 21 | 20 | 15 | 14 | 14 | 13 | 12 | 11 | 10 | 10 | 8 | 8 |
| Priv. CH | 37 | 39 | 32 | 33 | 33 | 33 | 33 | 34 | 32 | 33 | 33 | 30 | 28 | 25 | 25 | 26 | 27 | 27 | 27 | 26 | 27 | 26 | 25 |
| Andere | 56 | 54 | 56 | 56 | 57 | 57 | 56 | 55 | 55 | 55 | 54 | 51 | 49 | 54 | 55 | 52 | 51 | 50 | 48 | 46 | 46 | 44 | 41 |
| PLAYBACK DVD, GAMES | 10 | 11 | 12 | 14 | 16 | 17 | 16 | 16 | 16 | 16 | 19 | 18 | 18 | 20 | 23 | 32 | 35 | 39 | 40 | 42 | 45 | 45 | 42 |

Anmerkungen

SRF1: bis 31.8.1997 SF DRS, SRF zwei: bis 31.8.1997 Schweiz 4 / vorher S Plus/Sportkette, TSR1 bis 31.8.1997 TSR, RSI La Uno bis 31.8.1997 TSI.

Bis 2012 umfasst die Kategorie "PLAYBACK, DVD, GAMES" nur die Abspielung von Videos und die Games-Nutzung. Ab 2013 umfasst die Kategorie zusätzlich zeitversetzte Nutzungen von Sendungsaufzeichnungen, die mindestens 7 Tage nach der Sendungsausstrahlung erfolgt sind, und Video on Demand.

Bei den Totalwerten können rundungsbedingte Differenzen auftreten.

Ergebnisse TV-Panel 2022 / Deutschschweiz

NUTZUNG in Minuten (Mo-So)

Universum 2022: 5'284'000 Personen (3+) Stichprobe 2022: 2'329 Personen

| | 2000 | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 |
|------------------------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|
| TOTAL TV | 137 | 139 | 141 | 141 | 148 | 147 | 146 | 139 | 141 | 145 | 143 | 137 | 136 | 129 | 128 | 124 | 124 | 121 | 118 | 112 | 119 | 114 | 104 |
| SRG SSR | 46 | 47 | 51 | 50 | 52 | 50 | 52 | 48 | 49 | 49 | 48 | 42 | 41 | 40 | 42 | 37 | 39 | 37 | 38 | 34 | 35 | 37 | 33 |
| SRF 1 | 34 | 37 | 37 | 37 | 36 | 35 | 34 | 33 | 32 | 33 | 30 | 28 | 26 | 25 | 25 | 23 | 23 | 23 | 22 | 21 | 25 | 23 | 20 |
| SRF zwei | 10 | 9 | 12 | 12 | 14 | 13 | 15 | 12 | 14 | 14 | 15 | 10 | 12 | 11 | 14 | 11 | 13 | 12 | 13 | 11 | 7 | 11 | 10 |
| SRF info | | | 1 | 1 | 1 | 2 | 2 | 2 | 2 | 2 | 2 | 3 | 2 | 3 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 |
| SRF | 45 | 46 | 50 | 49 | 51 | 49 | 51 | 47 | 48 | 48 | 47 | 41 | 40 | 39 | 41 | 37 | 38 | 36 | 37 | 34 | 35 | 36 | 33 |
| RTS Un | 1 | 0 | 0 | 0 | 0 | 1 | 1 | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| RSI La Uno | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Non SRG | 92 | 92 | 90 | 91 | 96 | 97 | 94 | 91 | 92 | 95 | 95 | 94 | 95 | 89 | 86 | 87 | 86 | 84 | 80 | 77 | 83 | 77 | 71 |
| ARD | 8 | 8 | 8 | 8 | 9 | 9 | 9 | 7 | 8 | 8 | 7 | 7 | 6 | 7 | 7 | 6 | 6 | 6 | 6 | 6 | 6 | 7 | 6 |
| ZDF | 6 | 6 | 6 | 7 | 7 | 7 | 8 | 5 | 7 | 7 | 7 | 7 | 6 | 7 | 7 | 6 | 6 | 6 | 6 | 6 | 7 | 7 | 7 |
| ORF 1+2 | 9 | 9 | 10 | 9 | 9 | 10 | 9 | 3 | 7 | 7 | 6 | 5 | 5 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 3SAT | 1 | 1 | 1 | 1 | 1 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 |
| RTL | 11 | 11 | 11 | 11 | 11 | 11 | 10 | 10 | 9 | 10 | 10 | 12 | 11 | 8 | 8 | 8 | 8 | 8 | 7 | 6 | 6 | 5 | 5 |
| RTL2 | 6 | 5 | 5 | 5 | 6 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 3 | 3 | 3 | 2 | 2 | 2 | 2 |
| SAT1 | 8 | 7 | 9 | 8 | 9 | 10 | 9 | 8 | 9 | 8 | 7 | 7 | 7 | 6 | 6 | 6 | 5 | 5 | 5 | 4 | 4 | 4 | 3 |
| PRO7 | 9 | 8 | 8 | 8 | 8 | 7 | 7 | 6 | 7 | 6 | 6 | 6 | 6 | 5 | 5 | 5 | 4 | 4 | 3 | 3 | 3 | 2 | 2 |
| Priv. CH | 10 | 12 | 6 | 6 | 6 | 6 | 6 | 8 | 7 | 9 | 10 | 9 | 9 | 9 | 8 | 9 | 10 | 11 | 11 | 11 | 12 | 11 | 10 |
| Andere | 26 | 26 | 26 | 28 | 30 | 32 | 32 | 32 | 34 | 37 | 38 | 36 | 38 | 34 | 37 | 37 | 37 | 36 | 36 | 34 | 38 | 36 | 33 |
| PLAYBACK DVD, GAMES | 5 | 5 | 5 | 5 | 6 | 6 | 7 | 11 | 11 | 10 | 13 | 11 | 12 | 6 | 8 | 11 | 12 | 14 | 16 | 19 | 25 | 22 | 18 |

Anmerkungen

SRF1: bis 31.8.1997 SF DRS, SRF zwei: bis 31.8.1997 Schweiz 4 / vorher S Plus/Sportkette, TSR1 bis 31.8.1997 TSR, RSI La Uno bis 31.8.1997 TSI.

Bis 2012 umfasst die Kategorie "PLAYBACK, DVD, GAMES" nur die Abspielung von Videos und die Games-Nutzung. Ab 2013 umfasst die Kategorie zusätzlich zeitversetzte Nutzungen von Sendungsaufzeichnungen, die mindestens 7 Tage nach der Sendungsausstrahlung erfolgt sind, und Video on Demand.

Ab 1999 sind in der Kategorie SRG SSR auch die Werte von RTS 2 und RSI La Due enthalten, ab 2001 diejenigen von SRF info und ab 2009 bis 2012 auch diejenigen von HD Suisse.

2.13 TV Nutzung im Langzeitvergleich: Marktanteile in %

Ergebnisse TV-Panel 2022 / Deutschschweiz

MARKTANTEILE in % (Mo-So)

Universum 2022: 5'284'000 Personen (3+) Stichprobe 2022: 2'329 Personen

| | 2000 | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 |
|------------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|
| SRG SSR | 33 | 34 | 36 | 35 | 35 | 34 | 35 | 34 | 35 | 34 | 33 | 31 | 30 | 31 | 33 | 30 | 31 | 31 | 32 | 31 | 30 | 32 | 32 |
| SRF 1 | 25 | 27 | 27 | 26 | 25 | 24 | 24 | 24 | 23 | 23 | 21 | 21 | 19 | 20 | 19 | 19 | 19 | 19 | 19 | 19 | 21 | 20 | 19 |
| SRF zwei | 7 | 6 | 8 | 8 | 9 | 9 | 10 | 8 | 10 | 9 | 10 | 7 | 9 | 9 | 11 | 9 | 10 | 10 | 11 | 9 | 6 | 10 | 10 |
| SRF info | | | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 |
| SRF | 33 | 33 | 35 | 35 | 35 | 33 | 35 | 34 | 34 | 33 | 33 | 30 | 29 | 30 | 32 | 30 | 31 | 30 | 32 | 30 | 29 | 32 | 32 |
| RTS Un | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| RSI La Uno | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Non SRG | 67 | 66 | 64 | 65 | 65 | 66 | 65 | 66 | 65 | 66 | 67 | 69 | 70 | 69 | 67 | 70 | 69 | 70 | 68 | 69 | 70 | 68 | 68 |
| ARD | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 5 | 5 | 5 | 5 | 6 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 6 | 6 |
| ZDF | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 6 | 6 | 6 | 7 |
| ORF1 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 1 | 1 | 1 | 1 | 1 |
| ORF2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 |
| 3SAT | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 |
| RTL | 8 | 8 | 8 | 8 | 8 | 7 | 7 | 7 | 7 | 7 | 7 | 9 | 8 | 6 | 6 | 7 | 6 | 6 | 6 | 5 | 5 | 5 | 4 |
| RTL2 | 4 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 2 | 2 | 2 |
| SAT1 | 5 | 5 | 6 | 6 | 6 | 7 | 6 | 6 | 6 | 6 | 5 | 6 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 3 | 3 |
| PRO7 | 6 | 6 | 6 | 6 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 2 | 2 | 2 |
| Priv. CH | 7 | 8 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 6 | 7 | 7 | 7 | 7 | 7 | 8 | 8 | 9 | 9 | 10 | 10 | 9 | 10 |
| Andere | 19 | 19 | 19 | 20 | 20 | 22 | 22 | 23 | 24 | 25 | 26 | 26 | 28 | 26 | 29 | 30 | 30 | 30 | 30 | 31 | 32 | 32 | 32 |

Anmerkungen

SRF1: bis 31.8.1997 SF DRS, SRF zwei: 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 bis 2012 auch diejenigen von HD Suisse.

Bei den Totalwerten können rundungsbedingte Differenzen auftreten.

Ab 2013 kein Rückwärtsvergleich möglich (Einführung eines neues Messsystems).

Ergebnisse TV-Panel 2022 / Deutschschweiz

TAGESREICHWEITEN in % (Mo-So)

Universum 2022: 5'284'000 Personen (3+) Stichprobe 2022: 2'329 Personen

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

Mediapulse: Jahresbericht 2022

| | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 |
|---|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|
| Privatfernsehen CH | | | | | | | | | | | | | | | | | |
| In der Deutschschweiz | | | | | | | | | | | | | | | | | |
| 3 Plus | | 10.0 | 9.9 | 10.9 | 11.6 | 9.7 | 10.1 | 8.8 | 8.0 | 7.9 | 8.6 | 8.9 | 9.0 | 8.4 | 8.5 | 7.7 | 7.0 |
| 4 Plus | | | | | | | 1.2 | 4.1 | 4.1 | 4.4 | 5.0 | 5.2 | 5.0 | 4.9 | 5.0 | 4.6 | 4.5 |
| 5 Plus | | | | | | | | | 2.9 | 3.3 | 3.9 | 4.1 | 3.6 | 3.7 | 3.8 | 3.2 | 2.6 |
| 6 Plus | | | | | | | | | | | | | | 1.7 | 2.8 | 2.5 | 2.0 |
| Star TV | 7.1 | 6.0 | 5.9 | 5.1 | 4.9 | 4.1 | 3.4 | 2.6 | 2.8 | 3.1 | 2.8 | 2.4 | 2.0 | 1.2 | 1.1 | 1.3 | 1.1 |
| S1 | | | | | | | | | 2.1 | 3.7 | 3.9 | 3.9 | 3.9 | 3.4 | 3.2 | 3.1 | 2.9 |
| TV24 | | | | | | | | | 2.8 | 4.0 | 3.9 | 3.7 | 3.7 | 3.8 | 4.0 | 3.8 | 3.6 |
| TV25 | | | | | | | | | | | 1.2 | 1.6 | 1.7 | 1.9 | 2.4 | 3.1 | 2.5 |
| Puls 8 | | | | | | | | | | 3.4 | 3.2 | 3.7 | 3.9 | 3.7 | 4.2 | 3.8 | 3.8 |
| Swiss1 (ab 1.6.17) | | | | | | | | | | | | 1.0 | 1.1 | 1.5 | 1.6 | 2.3 | 2.3 |
| blue Zoom (ab 1.8.17 bis 1.10.2020 Teleclub Zoom) | | | | | | | | | | | | 0.7 | 0.8 | 1.3 | 1.5 | 1.6 | 1.8 |
| MySports One (ab 27.8.18) | | | | | | | | | | | | | 0.9 | 1.0 | 0.8 | 0.8 | 0.4 |
| wetter.tv | | | | | | | | | | | | | 0.3 | 0.3 | 0.4 | 0.3 | 0.2 |
| auftanken.tv | | | | | | | | | | | | | | | | | 0.6 |
| Im KG | | | | | | | | | | | | | | | | | |
| TeleBärn | 20.9 | 19.3 | 17.4 | 16.0 | 14.7 | 13.1 | 11.6 | 9.8 | 9.1 | 7.6 | 7.0 | 7.1 | 6.8 | 6.1 | 6.8 | 6.6 | 6.3 |
| TeleBasel | 21.3 | 22.8 | 20.6 | 20.5 | 21.1 | 18.7 | 18.4 | 12.3 | 11.7 | 10.6 | 7.6 | 7.2 | 7.8 | 7.2 | 7.5 | 7.6 | 6.1 |
| Tele M1 | 19.1 | 18.2 | 18.2 | 18.0 | 15.4 | 14.1 | 12.4 | 9.4 | 10.1 | 8.7 | 9.7 | 9.5 | 9.0 | 8.8 | 11.3 | 10.9 | 8.9 |
| Tele Ostschweiz | 16.0 | 14.6 | 15.6 | 14.8 | 11.4 | 11.5 | 10.2 | 6.8 | 7.0 | 6.3 | 6.2 | 5.6 | 5.6 | 5.8 | 7.1 | 6.1 | 5.4 |
| Tele 1 (bis 31.1.10 Tele Tell) | 16.3 | 17.5 | 17.1 | 18.5 | 18.1 | 16.4 | 14.5 | 7.8 | 6.0 | 6.0 | 6.5 | 6.8 | 6.0 | 6.2 | 6.1 | 6.0 | 6.3 |
| Tele Top | 9.2 | 7.9 | 8.4 | 7.4 | 6.0 | 6.3 | 6.3 | 3.4 | 3.1 | 1.6 | 1.3 | 1.3 | 1.2 | 1.2 | 1.8 | 1.9 | 1.8 |
| TeleZüri (ab 2013; In KG NordOstschwei; | 33.3 | 31.6 | 29.0 | 28.4 | 28.8 | 24.3 | 20.8 | 11.9 | 10.6 | 11.2 | 10.6 | 10.3 | 11.2 | 11.0 | 12.8 | 11.6 | 9.6 |
| Telebilingue | | | | | 16.0 | 12.1 | 10.6 | 8.0 | 7.4 | 5.6 | 5.3 | 4.9 | 4.6 | 4.6 | 5.2 | 4.5 | 3.5 |
| Tele Südostschweiz | | | | | 10.1 | 8.4 | 8.6 | 6.8 | 7.6 | 5.7 | 6.3 | 5.0 | 5.2 | 5.4 | 4.9 | 4.5 | 4.0 |
| Kanal 9 / canal 9 | | | | | 15.1 | 15.4 | 12.4 | 8.4 | 8.6 | 8.5 | 9.0 | 8.3 | 9.1 | 8.8 | 9.7 | 9.3 | 6.5 |

Anmerkungen

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

Ergebnisse TV-Panel 2022 / Deutschschweiz

TAGESREICHWEITEN in Tausend (Mo-So)

Universum 2022: 5'284'000 Personen (3+) Stichprobe 2022: 2'329 Personen

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

Mediapulse: Jahresbericht 2022

| | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 |
|---|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|
| Privatfernsehen CH | | | | | | | | | | | | | | | | | |
| In der Deutschschweiz | | | | | | | | | | | | | | | | | |
| 3 Plus | | 501 | 500 | 549 | 573 | 489 | 515 | 428 | 406 | 410 | 445 | 459 | 468 | 434 | 446 | 405 | 369 |
| 4 Plus | | | | | | | 61 | 201 | 209 | 229 | 259 | 267 | 260 | 255 | 261 | 242 | 236 |
| 5 Plus | | | | | | | | | 148 | 173 | 204 | 210 | 189 | 194 | 200 | 171 | 136 |
| 6 Plus | | | | | | | | | | | | | | 90 | 145 | 129 | 108 |
| Star TV | 359 | 301 | 296 | 257 | 244 | 205 | 173 | 125 | 143 | 161 | 147 | 122 | 102 | 64 | 59 | 67 | 59 |
| S1 | | | | | | | | | 107 | 193 | 203 | 200 | 200 | 177 | 169 | 161 | 152 |
| TV24 | | | | | | | | | 141 | 209 | 204 | 192 | 190 | 197 | 212 | 198 | 192 |
| TV25 | | | | | | | | | | | 63 | 84 | 88 | 96 | 127 | 161 | 133 |
| Puls 8 | | | | | | | | | | 174 | 165 | 190 | 202 | 193 | 217 | 202 | 202 |
| Swiss1 (ab 1.6.17) | | | | | | | | | | | | 53 | 55 | 76 | 83 | 119 | 119 |
| blue Zoom (ab 1.8.17 bis 1.10.2020 Teleclub Zoom) | | | | | | | | | | | | 36 | 40 | 69 | 80 | 86 | 93 |
| MySports One (ab 27.8.18) | | | | | | | | | | | | | 49 | 50 | 43 | 43 | 23 |
| wetter.tv | | | | | | | | | | | | | 16 | 16 | 20 | 16 | 12 |
| auftanken.tv | | | | | | | | | | | | | | | | | 32 |
| Im KG | | | | | | | | | | | | | | | | | |
| TeleBärn | 243 | 226 | 206 | 189 | 172 | 154 | 139 | 113 | 107 | 91 | 84 | 87 | 83 | 74 | 82 | 81 | 78 |
| TeleBasel | 112 | 120 | 109 | 108 | 107 | 96 | 95 | 61 | 59 | 54 | 38 | 36 | 39 | 36 | 39 | 39 | 31 |
| Tele M1 | 165 | 156 | 157 | 154 | 163 | 151 | 136 | 102 | 111 | 100 | 111 | 110 | 104 | 104 | 134 | 131 | 108 |
| Tele Ostschweiz | 96 | 87 | 93 | 88 | 63 | 64 | 58 | 36 | 41 | 37 | 36 | 31 | 32 | 33 | 40 | 35 | 31 |
| Tele 1 (bis 31.1.10 Tele Tell) | 130 | 140 | 136 | 148 | 142 | 131 | 119 | 62 | 50 | 51 | 56 | 58 | 52 | 54 | 53 | 53 | 55 |
| Tele Top | 103 | 88 | 94 | 84 | 92 | 99 | 100 | 51 | 48 | 25 | 21 | 21 | 19 | 19 | 29 | 31 | 29 |
| TeleZüri (ab 2013; In KG NordOstschwei; | 473 | 449 | 411 | 403 | 287 | 242 | 210 | 178 | 167 | 179 | 170 | 164 | 180 | 178 | 209 | 190 | 158 |
| Telebilingue | | | | | 37 | 28 | 25 | 19 | 18 | 14 | 13 | 12 | 11 | 11 | 13 | 11 | 9 |
| Tele Südostschweiz | | | | | 26 | 23 | 24 | 17 | 20 | 15 | 17 | 14 | 14 | 15 | 13 | 12 | 11 |
| Kanal 9 / canal 9 | | | | | 45 | 46 | 38 | 28 | 29 | 29 | 31 | 29 | 32 | 31 | 33 | 33 | 23 |

Anmerkungen

Ab 2013 kein Rückwärtsvergleich möglich (Einführung eines neues Messsystems).

Ergebnisse TV-Panel 2022 / Deutschschweiz

NUTZUNG in Minuten (Mo-So)

Universum 2022: 5'284'000 Personen (3+)

Stichprobe 2022: 2'329 Personen

| | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 |
|---|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|
| Privatfernsehen CH | | | | | | | | | | | | | | | | | |
| In der Deutschschweiz | | | | | | | | | | | | | | | | | |
| 3 Plus | | 1.8 | 1.9 | 2.5 | 3.3 | 3.1 | 3.5 | 2.8 | 2.4 | 2.5 | 2.8 | 2.8 | 2.7 | 2.4 | 2.4 | 1.9 | 1.9 |
| 4 Plus | | | | | | | 0.2 | 0.8 | 0.8 | 1.0 | 1.1 | 1.2 | 1.0 | 1.0 | 1.1 | 0.9 | 1.0 |
| 5 Plus | | | | | | | | | 0.3 | 0.4 | 0.5 | 0.5 | 0.5 | 0.6 | 0.6 | 0.6 | 0.6 |
| 6 Plus | | | | | | | | | | | | | | 0.2 | 0.5 | 0.3 | 0.3 |
| Star TV | 0.3 | 0.2 | 0.3 | 0.2 | 0.2 | 0.2 | 0.1 | 0.3 | 0.2 | 0.2 | 0.2 | 0.2 | 0.2 | 0.1 | 0.1 | 0.1 | 0.1 |
| S1 | | | | | | | | | 0.3 | 0.5 | 0.5 | 0.6 | 0.5 | 0.5 | 0.5 | 0.5 | 0.4 |
| TV24 | | | | | | | | | 0.3 | 0.5 | 0.6 | 0.6 | 0.6 | 0.7 | 0.8 | 0.7 | 0.6 |
| TV25 | | | | | | | | | | | 0.1 | 0.2 | 0.2 | 0.4 | 0.4 | 0.7 | 0.4 |
| Puls 8 | | | | | | | | | | 0.8 | 0.6 | 0.7 | 0.8 | 0.8 | 1.0 | 0.9 | 0.9 |
| Swiss1 (ab 1.6.17) | | | | | | | | | | | | 0.1 | 0.1 | 0.2 | 0.2 | 0.4 | 0.4 |
| blue Zoom (ab 1.8.17 bis 1.10.2020 Teleclub Zoom) | | | | | | | | | | | | 0.1 | 0.1 | 0.2 | 0.2 | 0.2 | 0.2 |
| MySports One (ab 27.8.18) | | | | | | | | | | | | | 0.1 | 0.2 | 0.1 | 0.1 | 0.1 |
| wetter.tv | | | | | | | | | | | | | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| auftanken.tv | | | | | | | | | | | | | | | | | 0.1 |
| Im KG | | | | | | | | | | | | | | | | | |
| TeleBärn | 2.0 | 1.8 | 1.6 | 1.5 | 1.5 | 1.4 | 1.4 | 1.3 | 1.2 | 1.0 | 0.9 | 0.9 | 1.0 | 0.9 | 1.0 | 1.1 | 1.2 |
| TeleBasel | 2.8 | 3.1 | 2.7 | 2.8 | 3.1 | 2.7 | 3.0 | 1.7 | 1.4 | 1.3 | 0.9 | 0.9 | 1.0 | 1.0 | 1.0 | 1.0 | 0.8 |
| Tele M1 | 2.1 | 2.2 | 2.3 | 2.3 | 1.8 | 1.9 | 1.9 | 1.3 | 1.6 | 1.4 | 1.6 | 1.5 | 1.5 | 1.4 | 1.9 | 1.7 | 1.4 |
| Tele Ostschweiz | 0.5 | 0.3 | 1.5 | 1.2 | 1.5 | 1.6 | 1.1 | 0.6 | 0.6 | 0.6 | 0.7 | 0.6 | 0.6 | 0.6 | 1.0 | 0.9 | 0.9 |
| Tele 1 (bis 31.1.10 Tele Tell) | 2.0 | 2.4 | 2.2 | 2.2 | 1.9 | 1.7 | 1.6 | 0.9 | 0.6 | 0.7 | 0.8 | 0.8 | 0.8 | 0.9 | 1.0 | 1.0 | 1.2 |
| Tele Top | 0.6 | 0.4 | 0.5 | 0.5 | 0.3 | 0.4 | 0.3 | 0.2 | 0.3 | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 | 0.2 | 0.2 | 0.2 |
| TeleZüri (ab 2013; In KG NordOstschwei; | 7.9 | 7.8 | 7.0 | 6.4 | 6.8 | 5.6 | 4.7 | 2.5 | 2.1 | 2.4 | 2.3 | 2.2 | 2.6 | 2.6 | 3.2 | 2.7 | 2.1 |
| Telebilingue | | | | | 2.0 | 2.2 | 0.6 | 0.7 | 0.6 | 0.5 | 0.4 | 0.4 | 0.3 | 0.3 | 0.4 | 0.4 | 0.3 |
| Tele Südostschweiz | | | | | 0.7 | 0.6 | 0.5 | 0.6 | 0.5 | 0.4 | 0.5 | 0.5 | 0.5 | 0.5 | 0.5 | 0.5 | 0.5 |
| Kanal 9 / canal 9 | | | | | 1.6 | 2.0 | 1.8 | 0.9 | 0.8 | 0.8 | 0.9 | 0.9 | 1.0 | 0.9 | 1.0 | 0.9 | 0.6 |

Anmerkungen

Ab 2013 kein Rückwärtsvergleich möglich (Einführung eines neues Messsystems).

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

Ergebnisse TV-Panel 2022 / Deutschschweiz

MARKTANTEILE in % (Mo-So)

Universum 2022: 5'284'000 Personen (3+) Stichprobe 2022: 2'329 Personen

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

Mediapulse: Jahresbericht 2022

| | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 |
|---|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|
| Privatfernsehen CH | | | | | | | | | | | | | | | | | |
| In der Deutschschweiz | | | | | | | | | | | | | | | | | |
| 3 Plus | | 1.3 | 1.4 | 1.7 | 2.4 | 2.3 | 2.6 | 2.2 | 1.9 | 2.0 | 2.2 | 2.3 | 2.3 | 2.1 | 2.0 | 1.7 | 1.8 |
| 4 Plus | | | | | | | 0.1 | 0.6 | 0.7 | 0.8 | 0.9 | 1.0 | 0.9 | 0.9 | 0.9 | 0.8 | 0.9 |
| 5 Plus | | | | | | | | | 0.3 | 0.3 | 0.4 | 0.4 | 0.4 | 0.6 | 0.5 | 0.6 | 0.6 |
| 6 Plus | | | | | | | | | | | | | | 0.2 | 0.4 | 0.3 | 0.3 |
| Star TV | 0.2 | 0.2 | 0.2 | 0.1 | 0.1 | 0.1 | 0.1 | 0.2 | 0.2 | 0.2 | 0.2 | 0.2 | 0.2 | 0.1 | 0.1 | 0.1 | 0.1 |
| S1 | | | | | | | | | 0.2 | 0.4 | 0.4 | 0.5 | 0.5 | 0.4 | 0.4 | 0.4 | 0.4 |
| TV24 | | | | | | | | | 0.2 | 0.4 | 0.5 | 0.5 | 0.5 | 0.7 | 0.7 | 0.6 | 0.6 |
| TV25 | | | | | | | | | | | 0.1 | 0.1 | 0.2 | 0.3 | 0.4 | 0.6 | 0.4 |
| Puls 8 | | | | | | | | | | 0.6 | 0.5 | 0.6 | 0.7 | 0.7 | 0.8 | 0.8 | 0.9 |
| Swiss1 (ab 1.6.17) | | | | | | | | | | | | 0.1 | 0.1 | 0.2 | 0.2 | 0.3 | 0.4 |
| blue Zoom (ab 1.8.17 bis 1.10.2020 Teleclub Zoom) | | | | | | | | | | | | 0.1 | 0.1 | 0.2 | 0.1 | 0.2 | 0.2 |
| MySports One (ab 27.8.18) | | | | | | | | | | | | | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 |
| wetter.tv | | | | | | | | | | | | | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| auftanken.tv | | | | | | | | | | | | | | | | | 0.1 |
| Im KG | | | | | | | | | | | | | | | | | |
| TeleBärn | 1.4 | 1.3 | 1.1 | 1.0 | 1.1 | 1.0 | 1.0 | 0.9 | 0.9 | 0.7 | 0.7 | 0.7 | 0.8 | 0.8 | 0.9 | 1.0 | 1.1 |
| TeleBasel | 1.9 | 2.0 | 1.7 | 1.7 | 1.9 | 1.8 | 2.0 | 1.3 | 1.1 | 1.1 | 0.7 | 0.6 | 0.8 | 0.8 | 0.8 | 0.8 | 0.7 |
| Tele M1 | 1.5 | 1.6 | 1.6 | 1.6 | 1.3 | 1.4 | 1.4 | 1.0 | 1.2 | 1.0 | 1.1 | 1.1 | 1.2 | 1.2 | 1.4 | 1.3 | 1.2 |
| Tele Ostschweiz | 1.0 | 1.1 | 1.1 | 0.8 | 1.1 | 1.1 | 0.8 | 0.5 | 0.5 | 0.6 | 0.6 | 0.6 | 0.6 | 0.6 | 0.9 | 0.8 | 0.9 |
| Tele 1 (bis 31.1.10 Tele Tell) | 1.5 | 1.9 | 1.7 | 1.7 | 1.3 | 1.3 | 1.2 | 0.7 | 0.5 | 0.6 | 0.7 | 0.7 | 0.7 | 0.8 | 0.9 | 1.0 | 1.3 |
| Tele Top | 0.4 | 0.3 | 0.4 | 0.3 | 0.2 | 0.3 | 0.2 | 0.2 | 0.2 | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 | 0.2 | 0.2 | 0.1 |
| TeleZüri (ab 2013: In KG NordOstschweiz) | 5.3 | 5.5 | 5.0 | 4.5 | 4.8 | 4.2 | 3.6 | 2.1 | 1.7 | 2.0 | 1.9 | 1.9 | 2.2 | 2.3 | 2.6 | 2.3 | 2.1 |
| Telebilingue | | | | | 1.2 | 1.5 | 0.5 | 0.4 | 0.4 | 0.4 | 0.3 | 0.3 | 0.2 | 0.3 | 0.3 | 0.3 | 0.3 |
| Tele Südostschweiz | | | | | 0.5 | 0.4 | 0.4 | 0.4 | 0.5 | 0.4 | 0.5 | 0.5 | 0.5 | 0.4 | 0.5 | 0.5 | 0.5 |
| Kanal 9 / canal 9 | | | | | 1.0 | 1.3 | 1.1 | 0.6 | 0.6 | 0.5 | 0.6 | 0.6 | 0.7 | 0.6 | 0.6 | 0.6 | 0.4 |

Anmerkungen

Ab 2013 kein Rückwärtsvergleich möglich (Einführung eines neues Messsystems).

2.18 Zeitversetzte-Nutzung (TSV) bis 7 Tage nach Ausstrahlung: Rating in %

Ergebnisse TV-Panel 2022 / Deutschschweiz

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

Universum: 5'284'000 Personen (3+) Stichprobe: 2'329 Personen

| | TSV / Mo-Fr | | | | TSV + Live / Mo-Fr | | | | TSV / Mo-So | | | | TSV + Live / Mo-So | | | |
|-------|-------------|-----|--------|-------|--------------------|-----|--------|-------|-------------|-----|--------|-------|--------------------|-----|--------|-------|
| | HH-R | P-R | 3-14 R | 15+ R | HH-R | P-R | 3-14 R | 15+ R | HH-R | P-R | 3-14 R | 15+ R | HH-R | P-R | 3-14 R | 15+ R |
| 06:00 | 0.7 | 0.3 | 0.3 | 0.4 | 2.5 | 1.2 | 0.5 | 1.3 | 0.7 | 0.4 | 0.3 | 0.4 | 2.5 | 1.2 | 0.5 | 1.3 |
| 06:15 | 0.6 | 0.3 | 0.4 | 0.3 | 2.5 | 1.2 | 0.7 | 1.3 | 0.6 | 0.3 | 0.4 | 0.3 | 2.5 | 1.2 | 0.7 | 1.3 |
| 06:30 | 0.7 | 0.3 | 0.6 | 0.3 | 2.8 | 1.4 | 1.1 | 1.4 | 0.7 | 0.4 | 0.5 | 0.3 | 2.8 | 1.3 | 1.0 | 1.4 |
| 06:45 | 0.7 | 0.3 | 0.5 | 0.3 | 3.0 | 1.4 | 1.4 | 1.4 | 0.7 | 0.4 | 0.5 | 0.3 | 2.9 | 1.4 | 1.2 | 1.5 |
| 07:00 | 0.8 | 0.4 | 0.6 | 0.3 | 3.2 | 1.5 | 1.4 | 1.6 | 0.8 | 0.4 | 0.7 | 0.4 | 3.3 | 1.6 | 1.4 | 1.6 |
| 07:15 | 0.7 | 0.3 | 0.5 | 0.3 | 3.3 | 1.6 | 1.1 | 1.6 | 0.8 | 0.4 | 0.6 | 0.4 | 3.4 | 1.6 | 1.2 | 1.7 |
| 07:30 | 0.6 | 0.3 | 0.3 | 0.3 | 3.4 | 1.6 | 0.7 | 1.7 | 0.7 | 0.4 | 0.5 | 0.3 | 3.5 | 1.7 | 1.1 | 1.8 |
| 07:45 | 0.6 | 0.3 | 0.3 | 0.3 | 3.3 | 1.6 | 0.7 | 1.7 | 0.7 | 0.4 | 0.5 | 0.3 | 3.6 | 1.8 | 1.0 | 1.9 |
| 08:00 | 0.7 | 0.3 | 0.3 | 0.3 | 3.5 | 1.7 | 0.7 | 1.8 | 0.7 | 0.4 | 0.4 | 0.4 | 3.8 | 1.8 | 1.1 | 2.0 |
| 08:15 | 0.6 | 0.3 | 0.3 | 0.3 | 3.5 | 1.7 | 0.8 | 1.8 | 0.7 | 0.4 | 0.4 | 0.4 | 3.8 | 1.9 | 1.1 | 2.0 |
| 08:30 | 0.6 | 0.3 | 0.3 | 0.3 | 3.5 | 1.7 | 0.8 | 1.8 | 0.7 | 0.3 | 0.4 | 0.3 | 3.9 | 1.9 | 1.1 | 2.1 |
| 08:45 | 0.7 | 0.3 | 0.3 | 0.3 | 3.6 | 1.7 | 0.8 | 1.9 | 0.8 | 0.4 | 0.4 | 0.4 | 4.1 | 2.0 | 1.1 | 2.2 |
| 09:00 | 0.9 | 0.5 | 0.3 | 0.5 | 3.9 | 1.9 | 0.8 | 2.1 | 1.0 | 0.5 | 0.4 | 0.5 | 4.5 | 2.2 | 1.2 | 2.4 |
| 09:15 | 0.7 | 0.4 | 0.3 | 0.4 | 3.8 | 1.9 | 0.8 | 2.0 | 0.9 | 0.4 | 0.4 | 0.4 | 4.5 | 2.3 | 1.2 | 2.4 |
| 09:30 | 0.8 | 0.4 | 0.4 | 0.4 | 3.8 | 1.9 | 0.9 | 2.0 | 0.9 | 0.5 | 0.5 | 0.5 | 4.7 | 2.4 | 1.3 | 2.5 |
| 09:45 | 0.9 | 0.5 | 0.4 | 0.5 | 4.1 | 2.0 | 0.9 | 2.2 | 1.1 | 0.6 | 0.4 | 0.6 | 5.1 | 2.6 | 1.3 | 2.8 |
| 10:00 | 1.2 | 0.6 | 0.5 | 0.7 | 4.5 | 2.3 | 1.1 | 2.4 | 1.3 | 0.7 | 0.5 | 0.7 | 5.6 | 2.8 | 1.4 | 3.0 |
| 10:15 | 1.0 | 0.5 | 0.4 | 0.5 | 4.5 | 2.2 | 1.0 | 2.4 | 1.2 | 0.6 | 0.5 | 0.6 | 5.7 | 2.9 | 1.4 | 3.1 |
| 10:30 | 1.3 | 0.6 | 0.4 | 0.7 | 4.9 | 2.4 | 1.0 | 2.6 | 1.4 | 0.7 | 0.4 | 0.7 | 6.2 | 3.1 | 1.3 | 3.4 |
| 10:45 | 1.2 | 0.6 | 0.4 | 0.6 | 5.0 | 2.5 | 1.0 | 2.7 | 1.3 | 0.7 | 0.4 | 0.7 | 6.3 | 3.2 | 1.3 | 3.5 |
| 11:00 | 1.2 | 0.6 | 0.4 | 0.6 | 5.3 | 2.6 | 1.0 | 2.8 | 1.4 | 0.7 | 0.4 | 0.8 | 6.7 | 3.4 | 1.3 | 3.7 |
| 11:15 | 1.5 | 0.8 | 0.3 | 0.8 | 5.8 | 2.8 | 1.0 | 3.1 | 1.6 | 0.8 | 0.4 | 0.9 | 7.2 | 3.6 | 1.3 | 3.9 |
| 11:30 | 1.7 | 0.8 | 0.4 | 0.9 | 6.3 | 3.1 | 1.0 | 3.3 | 1.8 | 0.9 | 0.5 | 1.0 | 7.6 | 3.9 | 1.5 | 4.2 |
| 11:45 | 1.8 | 0.9 | 0.4 | 0.9 | 6.7 | 3.3 | 1.1 | 3.6 | 1.8 | 0.9 | 0.5 | 1.0 | 8.0 | 4.0 | 1.5 | 4.4 |
| 12:00 | 2.0 | 1.0 | 0.5 | 1.1 | 7.4 | 3.7 | 1.4 | 4.0 | 2.0 | 1.0 | 0.6 | 1.1 | 8.6 | 4.4 | 1.7 | 4.7 |
| 12:15 | 1.8 | 0.9 | 0.5 | 1.0 | 7.9 | 4.0 | 1.4 | 4.4 | 2.0 | 1.0 | 0.5 | 1.1 | 9.1 | 4.7 | 1.7 | 5.1 |
| 12:30 | 1.8 | 0.9 | 0.5 | 0.9 | 8.7 | 4.4 | 1.6 | 4.8 | 1.9 | 1.0 | 0.6 | 1.0 | 9.7 | 5.0 | 1.8 | 5.5 |
| 12:45 | 2.1 | 1.1 | 0.5 | 1.2 | 9.9 | 5.0 | 1.6 | 5.5 | 2.2 | 1.1 | 0.6 | 1.2 | 10.7 | 5.6 | 1.9 | 6.1 |
| 13:00 | 2.0 | 1.0 | 0.5 | 1.1 | 9.3 | 4.7 | 1.5 | 5.1 | 2.1 | 1.1 | 0.6 | 1.2 | 10.4 | 5.4 | 1.9 | 5.9 |
| 13:15 | 1.7 | 0.9 | 0.4 | 0.9 | 8.4 | 4.3 | 1.3 | 4.7 | 1.9 | 1.0 | 0.5 | 1.1 | 9.8 | 5.1 | 1.7 | 5.6 |
| 13:30 | 1.8 | 0.9 | 0.4 | 1.0 | 8.2 | 4.2 | 1.2 | 4.6 | 2.0 | 1.0 | 0.5 | 1.1 | 9.7 | 5.0 | 1.6 | 5.5 |
| 13:45 | 2.0 | 1.0 | 0.4 | 1.1 | 8.4 | 4.3 | 1.2 | 4.7 | 2.2 | 1.1 | 0.6 | 1.2 | 9.9 | 5.1 | 1.6 | 5.6 |
| 14:00 | 2.4 | 1.2 | 0.4 | 1.3 | 8.9 | 4.4 | 1.2 | 4.9 | 2.5 | 1.3 | 0.6 | 1.4 | 10.3 | 5.3 | 1.6 | 5.8 |
| 14:15 | 2.4 | 1.2 | 0.3 | 1.4 | 8.9 | 4.4 | 1.1 | 4.9 | 2.6 | 1.3 | 0.5 | 1.5 | 10.3 | 5.3 | 1.6 | 5.8 |
| 14:30 | 2.6 | 1.3 | 0.3 | 1.4 | 9.1 | 4.5 | 1.1 | 5.0 | 2.7 | 1.4 | 0.5 | 1.5 | 10.4 | 5.3 | 1.5 | 5.9 |
| 14:45 | 2.4 | 1.2 | 0.3 | 1.3 | 9.2 | 4.6 | 1.0 | 5.0 | 2.6 | 1.3 | 0.5 | 1.4 | 10.5 | 5.4 | 1.4 | 5.9 |
| 15:00 | 3.0 | 1.5 | 0.5 | 1.6 | 10.0 | 5.0 | 1.2 | 5.5 | 3.0 | 1.5 | 0.6 | 1.6 | 11.1 | 5.7 | 1.5 | 6.2 |
| 15:15 | 3.3 | 1.6 | 0.4 | 1.8 | 10.4 | 5.2 | 1.2 | 5.7 | 3.2 | 1.6 | 0.5 | 1.8 | 11.5 | 5.9 | 1.4 | 6.5 |
| 15:30 | 3.2 | 1.6 | 0.4 | 1.7 | 10.5 | 5.2 | 1.2 | 5.8 | 3.1 | 1.6 | 0.5 | 1.7 | 11.7 | 6.0 | 1.5 | 6.6 |
| 15:45 | 3.3 | 1.6 | 0.4 | 1.8 | 11.0 | 5.5 | 1.2 | 6.1 | 3.2 | 1.6 | 0.5 | 1.8 | 12.2 | 6.2 | 1.5 | 6.9 |

Ergebnisse TV-Panel 2022 / Deutschschweiz

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

Universum: 5'284'000 Personen (3+) Stichprobe: 2'329 Personen

2.18 Zeitversetzte-Nutzung (TSV) bis 7 Tage nach Ausstrahlung: Rating
in %

Mediapulse: Jahresbericht 2022

| | TSV / Mo-Fr | | | | TSV + Live / Mo-Fr | | | | TSV / Mo-So | | | | TSV + Live / Mo-So | | | |
|--------|-------------|-----|--------|-------|--------------------|------|--------|-------|-------------|-----|--------|-------|--------------------|------|--------|-------|
| | HH-R | P-R | 3-14 R | 15+ R | HH-R | P-R | 3-14 R | 15+ R | HH-R | P-R | 3-14 R | 15+ R | HH-R | P-R | 3-14 R | 15+ R |
| 16:00 | 3.2 | 1.6 | 0.5 | 1.8 | 11.1 | 5.6 | 1.4 | 6.2 | 3.1 | 1.6 | 0.6 | 1.7 | 12.4 | 6.4 | 1.8 | 7.0 |
| 16:15 | 3.6 | 1.9 | 0.4 | 2.1 | 12.0 | 6.1 | 1.4 | 6.7 | 3.5 | 1.8 | 0.5 | 2.0 | 13.2 | 6.8 | 1.8 | 7.5 |
| 16:30 | 3.4 | 1.8 | 0.5 | 1.9 | 12.3 | 6.2 | 1.6 | 6.9 | 3.3 | 1.7 | 0.6 | 1.9 | 13.6 | 7.1 | 2.0 | 7.8 |
| 16:45 | 3.4 | 1.8 | 0.5 | 2.0 | 13.0 | 6.6 | 1.7 | 7.3 | 3.4 | 1.8 | 0.6 | 2.0 | 14.3 | 7.5 | 2.1 | 8.2 |
| 17:00 | 3.5 | 1.8 | 0.7 | 2.0 | 13.7 | 7.1 | 2.1 | 7.8 | 3.3 | 1.8 | 0.8 | 1.9 | 14.8 | 7.8 | 2.5 | 8.5 |
| 17:15 | 3.5 | 1.9 | 0.7 | 2.0 | 14.7 | 7.6 | 2.2 | 8.3 | 3.3 | 1.8 | 0.8 | 1.9 | 15.6 | 8.2 | 2.6 | 9.0 |
| 17:30 | 3.3 | 1.8 | 1.3 | 1.8 | 15.4 | 8.0 | 2.9 | 8.7 | 3.2 | 1.7 | 1.2 | 1.8 | 16.3 | 8.7 | 3.2 | 9.4 |
| 17:45 | 3.0 | 1.6 | 1.0 | 1.7 | 16.8 | 8.8 | 2.6 | 9.6 | 3.0 | 1.7 | 1.0 | 1.7 | 17.6 | 9.3 | 3.0 | 10.2 |
| 18:00 | 7.5 | 4.1 | 1.6 | 4.4 | 24.0 | 12.7 | 3.4 | 14.0 | 7.1 | 3.9 | 1.6 | 4.2 | 24.1 | 13.0 | 3.7 | 14.2 |
| 18:15 | 7.4 | 4.0 | 1.7 | 4.4 | 24.8 | 13.3 | 3.5 | 14.7 | 6.9 | 3.8 | 1.6 | 4.1 | 24.6 | 13.4 | 3.7 | 14.7 |
| 18:30 | 6.5 | 3.5 | 1.3 | 3.8 | 24.7 | 13.2 | 3.2 | 14.6 | 6.3 | 3.4 | 1.3 | 3.7 | 24.9 | 13.5 | 3.5 | 14.9 |
| 18:45 | 5.0 | 2.7 | 1.0 | 2.9 | 24.3 | 13.1 | 3.0 | 14.5 | 5.0 | 2.7 | 1.0 | 3.0 | 24.8 | 13.5 | 3.3 | 14.9 |
| 19:00 | 7.0 | 3.8 | 1.4 | 4.1 | 29.2 | 15.9 | 3.8 | 17.6 | 6.6 | 3.6 | 1.4 | 3.9 | 28.7 | 15.8 | 4.0 | 17.5 |
| 19:15 | 5.5 | 3.0 | 1.1 | 3.2 | 29.7 | 16.4 | 3.7 | 18.1 | 5.3 | 2.9 | 1.1 | 3.1 | 29.4 | 16.3 | 4.0 | 18.0 |
| 19:30 | 10.4 | 5.8 | 1.7 | 6.4 | 39.2 | 22.0 | 4.7 | 24.4 | 10.2 | 5.7 | 1.8 | 6.3 | 38.9 | 22.1 | 5.0 | 24.5 |
| 19:45 | 9.0 | 5.0 | 1.4 | 5.5 | 39.3 | 22.3 | 4.7 | 24.8 | 8.7 | 4.9 | 1.5 | 5.4 | 38.9 | 22.3 | 5.0 | 24.7 |
| 20:00 | 7.7 | 4.2 | 1.2 | 4.6 | 37.9 | 21.6 | 4.4 | 24.0 | 7.1 | 4.0 | 1.1 | 4.4 | 37.1 | 21.4 | 4.6 | 23.8 |
| 20:15 | 16.9 | 9.5 | 2.6 | 10.5 | 47.2 | 27.2 | 6.1 | 30.0 | 16.9 | 9.6 | 2.7 | 10.5 | 47.2 | 27.5 | 6.5 | 30.4 |
| 20:30 | 15.5 | 8.8 | 2.4 | 9.6 | 46.3 | 26.8 | 6.0 | 29.6 | 15.5 | 8.8 | 2.5 | 9.7 | 46.4 | 27.1 | 6.3 | 30.0 |
| 20:45 | 14.4 | 8.1 | 2.1 | 9.0 | 45.6 | 26.4 | 5.6 | 29.3 | 14.6 | 8.3 | 2.2 | 9.1 | 45.8 | 26.9 | 6.0 | 29.7 |
| 21:00 | 13.3 | 7.5 | 1.8 | 8.3 | 44.2 | 25.6 | 4.8 | 28.5 | 13.7 | 7.8 | 2.0 | 8.6 | 44.8 | 26.3 | 5.3 | 29.2 |
| 21:15 | 13.3 | 7.5 | 1.8 | 8.3 | 44.4 | 25.7 | 4.5 | 28.6 | 13.6 | 7.7 | 1.9 | 8.5 | 44.8 | 26.3 | 5.1 | 29.2 |
| 21:30 | 12.1 | 6.8 | 1.7 | 7.5 | 43.0 | 24.9 | 4.2 | 27.8 | 12.4 | 7.0 | 1.8 | 7.7 | 43.4 | 25.5 | 4.8 | 28.3 |
| 21:45 | 9.3 | 5.2 | 1.3 | 5.7 | 38.6 | 22.2 | 3.4 | 24.8 | 9.7 | 5.5 | 1.5 | 6.0 | 39.0 | 22.7 | 4.1 | 25.3 |
| 22:00 | 9.3 | 5.2 | 1.1 | 5.7 | 37.3 | 21.3 | 2.8 | 23.9 | 9.5 | 5.3 | 1.3 | 5.9 | 37.4 | 21.7 | 3.5 | 24.2 |
| 22:15 | 7.2 | 3.9 | 0.9 | 4.3 | 30.9 | 17.4 | 2.2 | 19.5 | 7.7 | 4.2 | 1.1 | 4.7 | 32.0 | 18.3 | 2.8 | 20.4 |
| 22:30 | 6.6 | 3.5 | 0.8 | 3.9 | 27.4 | 15.2 | 1.8 | 17.0 | 7.1 | 3.8 | 0.9 | 4.2 | 28.5 | 16.0 | 2.3 | 17.9 |
| 22:45 | 5.9 | 3.2 | 0.6 | 3.5 | 24.3 | 13.3 | 1.5 | 14.9 | 6.2 | 3.4 | 0.7 | 3.7 | 25.1 | 14.0 | 1.8 | 15.6 |
| 23:00 | 5.6 | 3.0 | 0.6 | 3.3 | 21.5 | 11.6 | 1.3 | 13.0 | 6.0 | 3.2 | 0.7 | 3.5 | 22.5 | 12.3 | 1.6 | 13.8 |
| 23:15 | 4.7 | 2.5 | 0.5 | 2.7 | 18.6 | 9.9 | 1.0 | 11.1 | 5.0 | 2.6 | 0.6 | 2.9 | 19.4 | 10.5 | 1.3 | 11.8 |
| 23:30 | 4.1 | 2.1 | 0.4 | 2.4 | 16.3 | 8.5 | 0.8 | 9.6 | 4.3 | 2.3 | 0.5 | 2.5 | 16.9 | 9.0 | 1.1 | 10.1 |
| 23:45 | 3.3 | 1.7 | 0.3 | 1.9 | 13.8 | 7.1 | 0.7 | 8.0 | 3.5 | 1.8 | 0.4 | 2.0 | 14.3 | 7.5 | 0.9 | 8.5 |
| 00:00 | 2.8 | 1.4 | 0.2 | 1.6 | 11.7 | 6.0 | 0.5 | 6.7 | 3.0 | 1.6 | 0.3 | 1.7 | 12.4 | 6.4 | 0.7 | 7.2 |
| 00:15 | 2.3 | 1.2 | 0.2 | 1.3 | 10.0 | 5.0 | 0.5 | 5.7 | 2.5 | 1.3 | 0.2 | 1.5 | 10.6 | 5.4 | 0.6 | 6.1 |
| 00:30 | 1.9 | 1.0 | 0.2 | 1.1 | 8.5 | 4.3 | 0.4 | 4.8 | 2.1 | 1.1 | 0.2 | 1.2 | 9.1 | 4.6 | 0.5 | 5.2 |
| 00:45 | 1.6 | 0.8 | 0.1 | 0.9 | 7.3 | 3.7 | 0.4 | 4.1 | 1.8 | 0.9 | 0.2 | 1.0 | 7.9 | 4.0 | 0.5 | 4.5 |
| NR 24h | 45 | 30 | 20 | 32 | 79 | 56 | 35 | 59 | 45 | 31 | 21 | 32 | 79 | 57 | 38 | 60 |
| SD 24h | 48 | 26 | 8 | 28 | 183 | 98 | 22 | 109 | 49 | 26 | 9 | 29 | 191 | 104 | 26 | 115 |
| VD 24h | 105 | 84 | 43 | 88 | 231 | 175 | 62 | 184 | 108 | 86 | 45 | 90 | 242 | 182 | 68 | 192 |

R = Rating in % 15+ = Personen von 15+ J. 3-14 = Personen von 3-14 Jahren NR = Tagesreichweite % SD = Sehdauer (Nutzungsminuten) VD = Verweildauer (Nutzungsminuten pro Seher)
TSV = zeitversetzte TV-Nutzung bis 7 Tage nach Sendungsausstrahlung

2.18 Zeitversetzte-Nutzung (TSV) bis 7 Tage nach Ausstrahlung: Rating in %

Ergebnisse TV-Panel 2022 / Deutschschweiz

VIERTELSTUNDEN-RATING in % (Sa / So)

Universum: 5'284'000 Personen (3+) Stichprobe: 2'329 Personen

| | TSV / Sa | | | | TSV + LIVE / Sa | | | | TSV / So | | | | TSV + LIVE / So | | | |
|-------|----------|-----|--------|-------|-----------------|-----|--------|-------|----------|-----|--------|-------|-----------------|-----|--------|-------|
| | HH-R | P-R | 3-14 R | 15+ R | HH-R | P-R | 3-14 R | 15+ R | HH-R | P-R | 3-14 R | 15+ R | HH-R | P-R | 3-14 R | 15+ R |
| 06:00 | 0.7 | 0.4 | 0.3 | 0.4 | 2.4 | 1.2 | 0.5 | 1.3 | 0.8 | 0.4 | 0.3 | 0.4 | 2.5 | 1.2 | 0.5 | 1.3 |
| 06:15 | 0.6 | 0.3 | 0.3 | 0.3 | 2.4 | 1.2 | 0.6 | 1.2 | 0.7 | 0.4 | 0.4 | 0.4 | 2.5 | 1.2 | 0.6 | 1.3 |
| 06:30 | 0.7 | 0.3 | 0.3 | 0.4 | 2.5 | 1.2 | 0.7 | 1.3 | 0.9 | 0.5 | 0.6 | 0.4 | 2.8 | 1.4 | 0.9 | 1.5 |
| 06:45 | 0.6 | 0.3 | 0.4 | 0.3 | 2.7 | 1.3 | 0.9 | 1.4 | 0.8 | 0.4 | 0.5 | 0.4 | 3.0 | 1.5 | 1.0 | 1.5 |
| 07:00 | 0.8 | 0.4 | 0.7 | 0.4 | 3.1 | 1.5 | 1.4 | 1.5 | 1.0 | 0.5 | 0.8 | 0.5 | 3.4 | 1.7 | 1.4 | 1.7 |
| 07:15 | 0.8 | 0.4 | 0.7 | 0.4 | 3.4 | 1.6 | 1.5 | 1.7 | 0.9 | 0.5 | 0.7 | 0.4 | 3.7 | 1.8 | 1.5 | 1.9 |
| 07:30 | 0.9 | 0.5 | 0.8 | 0.4 | 3.8 | 1.8 | 1.7 | 1.8 | 1.0 | 0.6 | 1.0 | 0.5 | 4.2 | 2.1 | 2.0 | 2.2 |
| 07:45 | 0.9 | 0.5 | 0.8 | 0.4 | 3.8 | 1.9 | 1.8 | 1.9 | 1.0 | 0.6 | 0.9 | 0.5 | 4.6 | 2.3 | 2.0 | 2.4 |
| 08:00 | 0.8 | 0.4 | 0.7 | 0.4 | 3.9 | 2.0 | 1.8 | 2.0 | 0.9 | 0.5 | 0.6 | 0.5 | 4.9 | 2.5 | 1.8 | 2.6 |
| 08:15 | 0.8 | 0.4 | 0.6 | 0.4 | 4.0 | 2.0 | 1.9 | 2.0 | 0.9 | 0.5 | 0.5 | 0.5 | 5.4 | 2.7 | 1.9 | 2.8 |
| 08:30 | 0.9 | 0.5 | 0.7 | 0.4 | 4.1 | 2.1 | 1.9 | 2.1 | 1.0 | 0.5 | 0.6 | 0.5 | 5.8 | 3.0 | 2.0 | 3.1 |
| 08:45 | 0.9 | 0.5 | 0.7 | 0.5 | 4.3 | 2.2 | 1.9 | 2.3 | 1.1 | 0.6 | 0.5 | 0.6 | 6.3 | 3.2 | 2.0 | 3.4 |
| 09:00 | 1.0 | 0.6 | 0.7 | 0.5 | 4.7 | 2.4 | 1.9 | 2.5 | 1.3 | 0.7 | 0.6 | 0.7 | 7.0 | 3.6 | 2.3 | 3.8 |
| 09:15 | 1.0 | 0.5 | 0.5 | 0.5 | 4.9 | 2.5 | 1.8 | 2.6 | 1.3 | 0.7 | 0.7 | 0.7 | 7.6 | 4.0 | 2.4 | 4.2 |
| 09:30 | 1.1 | 0.6 | 0.5 | 0.6 | 5.4 | 2.8 | 1.8 | 2.9 | 1.4 | 0.8 | 0.9 | 0.8 | 8.6 | 4.6 | 2.9 | 4.8 |
| 09:45 | 1.2 | 0.6 | 0.4 | 0.6 | 5.8 | 3.0 | 1.7 | 3.2 | 1.5 | 0.8 | 0.9 | 0.8 | 9.3 | 5.0 | 2.9 | 5.2 |
| 10:00 | 1.2 | 0.7 | 0.6 | 0.7 | 6.4 | 3.3 | 2.0 | 3.5 | 1.6 | 0.8 | 0.6 | 0.9 | 10.1 | 5.4 | 2.6 | 5.7 |
| 10:15 | 1.2 | 0.6 | 0.5 | 0.6 | 6.8 | 3.6 | 2.0 | 3.8 | 1.9 | 1.0 | 0.5 | 1.0 | 10.6 | 5.6 | 2.4 | 6.0 |
| 10:30 | 1.4 | 0.7 | 0.4 | 0.8 | 7.6 | 4.0 | 2.0 | 4.2 | 1.9 | 1.0 | 0.6 | 1.0 | 10.9 | 5.8 | 2.4 | 6.3 |
| 10:45 | 1.4 | 0.7 | 0.4 | 0.7 | 7.9 | 4.2 | 2.0 | 4.5 | 1.9 | 1.0 | 0.5 | 1.0 | 11.2 | 6.0 | 2.3 | 6.5 |
| 11:00 | 1.5 | 0.8 | 0.5 | 0.8 | 8.3 | 4.3 | 2.1 | 4.6 | 2.4 | 1.2 | 0.6 | 1.3 | 12.2 | 6.5 | 2.3 | 7.1 |
| 11:15 | 1.6 | 0.8 | 0.5 | 0.9 | 8.6 | 4.5 | 2.0 | 4.8 | 2.3 | 1.2 | 0.5 | 1.3 | 12.5 | 6.7 | 2.4 | 7.3 |
| 11:30 | 1.7 | 0.9 | 0.5 | 0.9 | 9.1 | 4.7 | 2.1 | 5.1 | 2.5 | 1.3 | 1.0 | 1.4 | 13.0 | 7.0 | 3.0 | 7.6 |
| 11:45 | 1.6 | 0.8 | 0.5 | 0.9 | 9.2 | 4.8 | 2.0 | 5.2 | 2.4 | 1.3 | 0.9 | 1.3 | 13.1 | 7.1 | 2.9 | 7.6 |
| 12:00 | 1.9 | 1.0 | 0.9 | 1.0 | 9.6 | 5.0 | 2.4 | 5.4 | 2.3 | 1.3 | 0.6 | 1.3 | 13.1 | 7.0 | 2.4 | 7.7 |
| 12:15 | 2.3 | 1.2 | 0.9 | 1.2 | 10.4 | 5.5 | 2.4 | 5.9 | 2.6 | 1.4 | 0.6 | 1.5 | 13.5 | 7.3 | 2.4 | 7.9 |
| 12:30 | 2.2 | 1.2 | 0.9 | 1.2 | 11.0 | 5.9 | 2.5 | 6.3 | 2.4 | 1.3 | 0.7 | 1.4 | 13.7 | 7.4 | 2.5 | 8.0 |
| 12:45 | 2.1 | 1.1 | 0.8 | 1.1 | 11.4 | 6.1 | 2.5 | 6.6 | 2.5 | 1.3 | 0.7 | 1.4 | 14.2 | 7.6 | 2.6 | 8.3 |
| 13:00 | 2.4 | 1.2 | 0.8 | 1.3 | 12.0 | 6.4 | 2.7 | 6.9 | 2.6 | 1.4 | 0.8 | 1.5 | 14.8 | 8.0 | 2.8 | 8.7 |
| 13:15 | 2.2 | 1.2 | 0.7 | 1.2 | 11.7 | 6.2 | 2.5 | 6.7 | 2.6 | 1.4 | 0.8 | 1.5 | 14.9 | 8.1 | 2.8 | 8.8 |
| 13:30 | 2.2 | 1.2 | 0.7 | 1.2 | 11.6 | 6.2 | 2.4 | 6.7 | 2.6 | 1.4 | 0.9 | 1.4 | 15.0 | 8.1 | 2.8 | 8.8 |
| 13:45 | 2.5 | 1.3 | 0.9 | 1.4 | 11.9 | 6.3 | 2.4 | 6.8 | 2.6 | 1.4 | 1.1 | 1.4 | 15.1 | 8.3 | 3.0 | 9.0 |
| 14:00 | 2.6 | 1.3 | 0.8 | 1.4 | 11.8 | 6.3 | 2.3 | 6.8 | 3.0 | 1.6 | 1.3 | 1.7 | 15.8 | 8.6 | 3.2 | 9.3 |
| 14:15 | 2.7 | 1.4 | 0.8 | 1.5 | 12.0 | 6.4 | 2.3 | 6.9 | 3.2 | 1.8 | 1.3 | 1.8 | 16.0 | 8.7 | 3.3 | 9.5 |
| 14:30 | 2.7 | 1.4 | 0.7 | 1.5 | 11.8 | 6.2 | 2.1 | 6.8 | 3.2 | 1.7 | 1.2 | 1.8 | 15.8 | 8.5 | 2.9 | 9.3 |
| 14:45 | 2.6 | 1.4 | 0.6 | 1.5 | 11.7 | 6.1 | 1.9 | 6.7 | 3.2 | 1.8 | 1.1 | 1.8 | 15.7 | 8.5 | 2.8 | 9.3 |
| 15:00 | 2.6 | 1.4 | 0.7 | 1.5 | 11.9 | 6.2 | 1.9 | 6.8 | 3.2 | 1.7 | 0.9 | 1.8 | 16.0 | 8.6 | 2.4 | 9.5 |
| 15:15 | 2.8 | 1.4 | 0.7 | 1.5 | 12.3 | 6.4 | 1.9 | 7.0 | 3.2 | 1.7 | 0.7 | 1.8 | 16.3 | 8.8 | 2.3 | 9.7 |
| 15:30 | 2.7 | 1.4 | 0.6 | 1.5 | 12.6 | 6.6 | 1.8 | 7.3 | 3.1 | 1.7 | 0.8 | 1.8 | 16.6 | 9.0 | 2.4 | 9.9 |
| 15:45 | 2.6 | 1.4 | 0.6 | 1.5 | 13.0 | 6.8 | 1.9 | 7.5 | 3.1 | 1.7 | 0.8 | 1.8 | 17.2 | 9.4 | 2.6 | 10.3 |

Ergebnisse TV-Panel 2022 / Deutschschweiz

VIERTELSTUNDEN-RATING in % (Sa / So)

Universum: 5'284'000 Personen (3+) Stichprobe: 2'329 Personen

2.18 Zeitversetzte-Nutzung (TSV) bis 7 Tage nach Ausstrahlung: Rating
in %

Mediapulse: Jahresbericht 2022

| | TSV / Sa | | | | TSV + LIVE / Sa | | | | TSV / So | | | | TSV + LIVE / So | | | |
|--------|----------|-----|--------|-------|-----------------|------|--------|-------|----------|------|--------|-------|-----------------|------|--------|-------|
| | HH-R | P-R | 3-14 R | 15+ R | HH-R | P-R | 3-14 R | 15+ R | HH-R | P-R | 3-14 R | 15+ R | HH-R | P-R | 3-14 R | 15+ R |
| 16:00 | 2.6 | 1.4 | 0.7 | 1.5 | 13.5 | 7.1 | 2.3 | 7.8 | 3.1 | 1.7 | 0.9 | 1.8 | 17.6 | 9.6 | 3.1 | 10.5 |
| 16:15 | 2.7 | 1.4 | 0.7 | 1.5 | 13.9 | 7.4 | 2.4 | 8.0 | 3.6 | 2.0 | 1.0 | 2.1 | 18.7 | 10.3 | 3.3 | 11.2 |
| 16:30 | 2.7 | 1.5 | 0.7 | 1.6 | 14.4 | 7.6 | 2.4 | 8.4 | 3.5 | 1.9 | 1.0 | 2.1 | 19.2 | 10.6 | 3.4 | 11.6 |
| 16:45 | 3.0 | 1.6 | 0.7 | 1.7 | 15.3 | 8.1 | 2.5 | 8.9 | 3.4 | 1.9 | 0.9 | 2.0 | 19.7 | 10.9 | 3.5 | 11.9 |
| 17:00 | 2.8 | 1.5 | 1.0 | 1.5 | 15.2 | 8.1 | 2.9 | 8.8 | 3.3 | 1.8 | 1.0 | 1.9 | 20.0 | 11.0 | 3.8 | 12.0 |
| 17:15 | 2.6 | 1.4 | 0.8 | 1.5 | 15.5 | 8.3 | 3.0 | 9.0 | 3.2 | 1.7 | 0.9 | 1.8 | 20.5 | 11.3 | 3.9 | 12.4 |
| 17:30 | 2.5 | 1.4 | 1.0 | 1.4 | 15.9 | 8.6 | 3.4 | 9.3 | 3.6 | 2.0 | 1.2 | 2.1 | 21.5 | 12.0 | 4.4 | 13.0 |
| 17:45 | 2.7 | 1.5 | 1.0 | 1.5 | 17.0 | 9.2 | 3.6 | 10.0 | 3.4 | 1.9 | 1.1 | 2.0 | 22.0 | 12.3 | 4.4 | 13.4 |
| 18:00 | 5.3 | 2.9 | 1.5 | 3.1 | 21.4 | 11.7 | 4.1 | 12.7 | 7.0 | 4.0 | 1.6 | 4.3 | 27.4 | 15.4 | 4.8 | 16.9 |
| 18:15 | 4.6 | 2.5 | 1.4 | 2.7 | 21.1 | 11.6 | 4.0 | 12.6 | 6.4 | 3.6 | 1.4 | 3.9 | 27.3 | 15.5 | 4.7 | 16.9 |
| 18:30 | 5.0 | 2.7 | 1.4 | 2.9 | 22.6 | 12.5 | 4.1 | 13.6 | 6.8 | 3.8 | 1.2 | 4.1 | 28.7 | 16.2 | 4.7 | 17.8 |
| 18:45 | 4.9 | 2.7 | 1.2 | 2.9 | 23.7 | 13.2 | 3.9 | 14.5 | 5.4 | 3.0 | 0.9 | 3.2 | 28.1 | 15.9 | 4.4 | 17.5 |
| 19:00 | 4.9 | 2.7 | 1.3 | 2.9 | 25.0 | 14.1 | 4.5 | 15.4 | 6.0 | 3.3 | 1.4 | 3.6 | 30.1 | 17.1 | 4.8 | 18.8 |
| 19:15 | 4.1 | 2.3 | 1.2 | 2.4 | 25.4 | 14.4 | 4.7 | 15.8 | 5.5 | 3.0 | 1.4 | 3.2 | 31.7 | 18.2 | 5.1 | 20.0 |
| 19:30 | 8.6 | 5.0 | 2.0 | 5.4 | 33.9 | 19.8 | 5.8 | 21.7 | 10.8 | 6.3 | 2.1 | 6.9 | 42.5 | 25.0 | 6.1 | 27.6 |
| 19:45 | 7.4 | 4.2 | 1.6 | 4.6 | 33.9 | 20.0 | 5.8 | 22.0 | 8.7 | 5.1 | 1.7 | 5.5 | 41.6 | 24.7 | 5.7 | 27.3 |
| 20:00 | 4.5 | 2.6 | 1.0 | 2.8 | 30.9 | 18.5 | 5.4 | 20.3 | 7.1 | 4.1 | 1.1 | 4.5 | 39.8 | 23.6 | 4.5 | 26.3 |
| 20:15 | 15.7 | 9.2 | 3.7 | 9.9 | 43.3 | 25.9 | 8.8 | 28.3 | 18.1 | 10.4 | 2.3 | 11.6 | 51.4 | 30.7 | 5.7 | 34.1 |
| 20:30 | 14.3 | 8.3 | 3.2 | 9.1 | 42.5 | 25.7 | 8.8 | 28.0 | 16.7 | 9.7 | 1.9 | 10.8 | 50.4 | 30.2 | 5.1 | 33.6 |
| 20:45 | 13.8 | 8.1 | 3.0 | 8.8 | 42.6 | 25.9 | 8.7 | 28.2 | 16.3 | 9.5 | 1.9 | 10.5 | 50.0 | 30.1 | 5.0 | 33.6 |
| 21:00 | 13.4 | 7.8 | 3.0 | 8.5 | 42.6 | 25.9 | 8.7 | 28.3 | 15.8 | 9.2 | 1.8 | 10.2 | 49.6 | 29.9 | 4.8 | 33.3 |
| 21:15 | 13.0 | 7.6 | 2.9 | 8.3 | 42.4 | 25.9 | 8.5 | 28.3 | 15.4 | 8.9 | 1.7 | 9.9 | 48.9 | 29.5 | 4.4 | 33.0 |
| 21:30 | 12.4 | 7.3 | 2.7 | 7.9 | 42.1 | 25.7 | 8.2 | 28.2 | 13.7 | 7.9 | 1.6 | 8.8 | 46.3 | 27.9 | 4.1 | 31.2 |
| 21:45 | 11.0 | 6.4 | 2.6 | 7.0 | 40.2 | 24.5 | 7.8 | 26.8 | 10.6 | 6.0 | 1.3 | 6.7 | 40.1 | 23.7 | 3.5 | 26.5 |
| 22:00 | 10.3 | 6.0 | 2.3 | 6.5 | 38.8 | 23.5 | 7.0 | 25.8 | 9.5 | 5.4 | 1.2 | 6.0 | 36.7 | 21.5 | 2.9 | 24.0 |
| 22:15 | 9.7 | 5.5 | 2.0 | 6.0 | 36.7 | 22.0 | 5.8 | 24.3 | 8.4 | 4.7 | 0.9 | 5.2 | 32.5 | 18.8 | 2.3 | 21.1 |
| 22:30 | 9.0 | 5.1 | 1.8 | 5.5 | 33.7 | 20.0 | 4.9 | 22.1 | 7.5 | 4.1 | 0.7 | 4.5 | 28.7 | 16.3 | 1.8 | 18.3 |
| 22:45 | 7.7 | 4.3 | 1.4 | 4.7 | 30.0 | 17.6 | 4.1 | 19.5 | 6.3 | 3.4 | 0.6 | 3.7 | 24.3 | 13.6 | 1.5 | 15.3 |
| 23:00 | 7.4 | 4.2 | 1.4 | 4.6 | 27.6 | 16.0 | 3.4 | 17.8 | 6.1 | 3.3 | 0.6 | 3.6 | 21.8 | 12.1 | 1.4 | 13.6 |
| 23:15 | 6.3 | 3.5 | 1.2 | 3.8 | 24.1 | 13.8 | 2.9 | 15.3 | 4.9 | 2.6 | 0.5 | 2.9 | 18.4 | 10.1 | 1.2 | 11.3 |
| 23:30 | 5.3 | 2.9 | 1.0 | 3.2 | 20.8 | 11.7 | 2.4 | 13.0 | 4.2 | 2.2 | 0.4 | 2.5 | 15.9 | 8.6 | 1.0 | 9.6 |
| 23:45 | 4.7 | 2.6 | 0.8 | 2.8 | 18.3 | 10.2 | 2.0 | 11.3 | 3.0 | 1.5 | 0.3 | 1.7 | 13.0 | 6.9 | 0.8 | 7.7 |
| 00:00 | 4.4 | 2.4 | 0.7 | 2.7 | 16.5 | 9.1 | 1.8 | 10.1 | 2.5 | 1.3 | 0.2 | 1.4 | 11.3 | 5.8 | 0.6 | 6.6 |
| 00:15 | 3.8 | 2.1 | 0.6 | 2.3 | 14.4 | 7.9 | 1.4 | 8.8 | 2.1 | 1.1 | 0.2 | 1.2 | 9.7 | 5.0 | 0.5 | 5.6 |
| 00:30 | 3.3 | 1.8 | 0.4 | 2.0 | 12.7 | 6.9 | 1.1 | 7.7 | 1.9 | 1.0 | 0.2 | 1.1 | 8.4 | 4.3 | 0.5 | 4.8 |
| 00:45 | 2.8 | 1.5 | 0.3 | 1.7 | 11.1 | 5.9 | 1.0 | 6.6 | 1.7 | 0.9 | 0.1 | 1.0 | 7.3 | 3.7 | 0.4 | 4.1 |
| NR 24h | 43 | 30 | 23 | 31 | 77 | 58 | 43 | 59 | 46 | 32 | 23 | 33 | 81 | 61 | 43 | 64 |
| SD 24h | 49 | 27 | 12 | 29 | 199 | 112 | 37 | 122 | 53 | 30 | 11 | 32 | 227 | 127 | 33 | 140 |
| VD 24h | 113 | 91 | 54 | 95 | 259 | 194 | 84 | 205 | 116 | 93 | 48 | 97 | 280 | 207 | 77 | 219 |

R = Rating in % 15+ = Personen von 15+ J. 3-14 = Personen von 3-14 Jahren NR = Tagesreichweite % SD = Sehdauer (Nutzungsminuten) VD = Verweildauer (Nutzungsminuten pro Seher)
TSV = zeitversetzte TV-Nutzung bis 7 Tage nach Sendungsausstrahlung

Ergebnisse TV-Panel 2022 / Deutschschweiz

VIERTELSTUNDEN-RATING in % (Altersklassen)

Universum: 5'284'000 Personen (3+) Stichprobe: 2'329 Personen

| | Playback, DVD, Video, Games / Mo-Fr | | | | Playback, DVD, Video, Games / Mo-So | | | | Playback, DVD, Video, Games / Sa | | | | Playback, DVD, Video, Games / So | | | |
|-------|-------------------------------------|-----|--------|-------|-------------------------------------|-----|--------|-------|----------------------------------|-----|--------|-------|----------------------------------|-----|--------|-------|
| | HH-R | P-R | 3-14 R | 15+ R | HH-R | P-R | 3-14 R | 15+ R | HH-R | P-R | 3-14 R | 15+ R | HH-R | P-R | 3-14 R | 15+ R |
| 06:00 | 0.4 | 0.2 | 0.1 | 0.2 | 0.4 | 0.2 | 0.1 | 0.2 | 0.4 | 0.2 | 0.1 | 0.2 | 0.4 | 0.2 | 0.1 | 0.3 |
| 06:15 | 0.4 | 0.2 | 0.1 | 0.2 | 0.4 | 0.2 | 0.1 | 0.2 | 0.4 | 0.2 | 0.1 | 0.2 | 0.4 | 0.2 | 0.1 | 0.2 |
| 06:30 | 0.5 | 0.3 | 0.2 | 0.3 | 0.5 | 0.2 | 0.2 | 0.3 | 0.4 | 0.2 | 0.1 | 0.2 | 0.5 | 0.2 | 0.1 | 0.3 |
| 06:45 | 0.6 | 0.3 | 0.4 | 0.3 | 0.5 | 0.3 | 0.3 | 0.3 | 0.4 | 0.2 | 0.1 | 0.2 | 0.5 | 0.3 | 0.2 | 0.3 |
| 07:00 | 0.6 | 0.3 | 0.5 | 0.3 | 0.6 | 0.3 | 0.4 | 0.3 | 0.5 | 0.3 | 0.2 | 0.3 | 0.5 | 0.3 | 0.2 | 0.3 |
| 07:15 | 0.7 | 0.3 | 0.5 | 0.3 | 0.7 | 0.3 | 0.5 | 0.3 | 0.6 | 0.3 | 0.4 | 0.3 | 0.6 | 0.3 | 0.3 | 0.3 |
| 07:30 | 0.7 | 0.3 | 0.4 | 0.3 | 0.7 | 0.3 | 0.5 | 0.3 | 0.7 | 0.4 | 0.5 | 0.4 | 0.8 | 0.4 | 0.5 | 0.4 |
| 07:45 | 0.7 | 0.3 | 0.4 | 0.3 | 0.8 | 0.4 | 0.5 | 0.4 | 0.9 | 0.5 | 0.8 | 0.4 | 0.9 | 0.5 | 0.7 | 0.4 |
| 08:00 | 0.7 | 0.4 | 0.4 | 0.4 | 0.8 | 0.4 | 0.6 | 0.4 | 1.0 | 0.5 | 1.1 | 0.5 | 1.1 | 0.5 | 0.9 | 0.5 |
| 08:15 | 0.8 | 0.4 | 0.5 | 0.4 | 0.9 | 0.5 | 0.7 | 0.4 | 1.2 | 0.6 | 1.4 | 0.5 | 1.3 | 0.6 | 1.1 | 0.6 |
| 08:30 | 0.9 | 0.4 | 0.5 | 0.4 | 1.0 | 0.5 | 0.8 | 0.5 | 1.3 | 0.7 | 1.6 | 0.6 | 1.4 | 0.7 | 1.3 | 0.7 |
| 08:45 | 0.9 | 0.5 | 0.6 | 0.4 | 1.1 | 0.6 | 0.9 | 0.5 | 1.4 | 0.8 | 1.7 | 0.6 | 1.6 | 0.9 | 1.6 | 0.7 |
| 09:00 | 1.0 | 0.5 | 0.6 | 0.5 | 1.1 | 0.6 | 1.0 | 0.5 | 1.5 | 0.8 | 1.8 | 0.7 | 1.7 | 0.9 | 1.9 | 0.8 |
| 09:15 | 1.0 | 0.5 | 0.6 | 0.5 | 1.2 | 0.6 | 1.0 | 0.6 | 1.5 | 0.8 | 1.9 | 0.7 | 1.9 | 1.1 | 2.1 | 0.9 |
| 09:30 | 1.1 | 0.5 | 0.6 | 0.5 | 1.3 | 0.7 | 1.0 | 0.6 | 1.6 | 0.9 | 1.9 | 0.7 | 2.1 | 1.2 | 2.1 | 1.0 |
| 09:45 | 1.1 | 0.5 | 0.6 | 0.5 | 1.3 | 0.7 | 1.1 | 0.6 | 1.7 | 0.9 | 2.0 | 0.8 | 2.2 | 1.3 | 2.3 | 1.1 |
| 10:00 | 1.1 | 0.6 | 0.6 | 0.5 | 1.4 | 0.7 | 1.1 | 0.7 | 1.8 | 1.0 | 2.0 | 0.8 | 2.3 | 1.3 | 2.5 | 1.1 |
| 10:15 | 1.2 | 0.6 | 0.7 | 0.6 | 1.5 | 0.8 | 1.1 | 0.7 | 1.9 | 1.1 | 2.1 | 0.9 | 2.4 | 1.4 | 2.5 | 1.2 |
| 10:30 | 1.2 | 0.6 | 0.7 | 0.6 | 1.5 | 0.8 | 1.1 | 0.7 | 1.9 | 1.1 | 2.2 | 0.9 | 2.5 | 1.4 | 2.4 | 1.3 |
| 10:45 | 1.3 | 0.6 | 0.7 | 0.6 | 1.6 | 0.8 | 1.2 | 0.8 | 2.0 | 1.1 | 2.2 | 1.0 | 2.6 | 1.5 | 2.5 | 1.4 |
| 11:00 | 1.3 | 0.7 | 0.7 | 0.6 | 1.6 | 0.9 | 1.2 | 0.8 | 2.1 | 1.2 | 2.2 | 1.0 | 2.7 | 1.6 | 2.6 | 1.5 |
| 11:15 | 1.4 | 0.7 | 0.7 | 0.7 | 1.7 | 0.9 | 1.2 | 0.8 | 2.1 | 1.2 | 2.2 | 1.0 | 2.8 | 1.6 | 2.6 | 1.5 |
| 11:30 | 1.4 | 0.7 | 0.7 | 0.7 | 1.7 | 0.9 | 1.1 | 0.9 | 2.2 | 1.2 | 2.1 | 1.1 | 2.9 | 1.7 | 2.4 | 1.6 |
| 11:45 | 1.4 | 0.7 | 0.7 | 0.7 | 1.7 | 0.9 | 1.1 | 0.9 | 2.2 | 1.2 | 2.0 | 1.1 | 3.0 | 1.7 | 2.3 | 1.6 |
| 12:00 | 1.5 | 0.7 | 0.8 | 0.7 | 1.8 | 1.0 | 1.2 | 0.9 | 2.4 | 1.3 | 2.1 | 1.2 | 3.0 | 1.7 | 2.2 | 1.7 |
| 12:15 | 1.7 | 0.8 | 1.1 | 0.8 | 2.0 | 1.0 | 1.3 | 1.0 | 2.3 | 1.3 | 2.0 | 1.2 | 3.0 | 1.7 | 2.1 | 1.7 |
| 12:30 | 1.9 | 1.0 | 1.3 | 0.9 | 2.1 | 1.1 | 1.5 | 1.1 | 2.4 | 1.3 | 2.0 | 1.2 | 3.0 | 1.8 | 2.1 | 1.7 |
| 12:45 | 2.0 | 1.0 | 1.5 | 1.0 | 2.2 | 1.2 | 1.6 | 1.1 | 2.4 | 1.3 | 1.9 | 1.3 | 3.0 | 1.8 | 2.1 | 1.8 |
| 13:00 | 2.0 | 1.1 | 1.4 | 1.0 | 2.2 | 1.2 | 1.6 | 1.2 | 2.4 | 1.4 | 1.8 | 1.3 | 3.1 | 1.8 | 2.1 | 1.8 |
| 13:15 | 2.0 | 1.0 | 1.4 | 1.0 | 2.2 | 1.2 | 1.6 | 1.2 | 2.5 | 1.4 | 1.8 | 1.3 | 3.2 | 1.9 | 2.2 | 1.8 |
| 13:30 | 2.0 | 1.0 | 1.3 | 1.0 | 2.2 | 1.2 | 1.5 | 1.2 | 2.5 | 1.4 | 1.9 | 1.4 | 3.2 | 1.9 | 2.1 | 1.9 |
| 13:45 | 2.0 | 1.0 | 1.2 | 1.0 | 2.2 | 1.2 | 1.4 | 1.2 | 2.5 | 1.5 | 1.8 | 1.4 | 3.1 | 1.9 | 1.9 | 1.9 |
| 14:00 | 2.0 | 1.0 | 1.2 | 1.0 | 2.2 | 1.2 | 1.4 | 1.2 | 2.4 | 1.4 | 1.6 | 1.4 | 3.2 | 1.9 | 2.0 | 1.9 |
| 14:15 | 2.0 | 1.0 | 1.2 | 1.0 | 2.2 | 1.2 | 1.3 | 1.2 | 2.4 | 1.4 | 1.6 | 1.4 | 3.2 | 1.9 | 2.0 | 1.9 |
| 14:30 | 1.9 | 1.0 | 1.1 | 1.0 | 2.2 | 1.2 | 1.3 | 1.2 | 2.5 | 1.4 | 1.6 | 1.4 | 3.2 | 1.9 | 2.0 | 1.9 |
| 14:45 | 2.0 | 1.0 | 1.1 | 1.0 | 2.2 | 1.2 | 1.3 | 1.2 | 2.5 | 1.5 | 1.5 | 1.4 | 3.2 | 2.0 | 1.9 | 2.0 |
| 15:00 | 2.0 | 1.0 | 1.1 | 1.0 | 2.3 | 1.2 | 1.3 | 1.2 | 2.5 | 1.5 | 1.5 | 1.4 | 3.2 | 2.0 | 1.9 | 2.0 |
| 15:15 | 2.0 | 1.0 | 1.1 | 1.0 | 2.3 | 1.2 | 1.3 | 1.2 | 2.6 | 1.5 | 1.6 | 1.4 | 3.3 | 2.0 | 2.0 | 2.0 |
| 15:30 | 2.1 | 1.0 | 1.2 | 1.0 | 2.3 | 1.2 | 1.4 | 1.2 | 2.6 | 1.5 | 1.7 | 1.4 | 3.3 | 2.0 | 2.1 | 2.0 |
| 15:45 | 2.1 | 1.1 | 1.3 | 1.0 | 2.3 | 1.3 | 1.5 | 1.2 | 2.6 | 1.5 | 1.7 | 1.4 | 3.3 | 2.1 | 2.1 | 2.1 |

2.19 Playback-, DVD-, Video- und Games-Nutzung: Rating in %

Ergebnisse TV-Panel 2022 / Deutschschweiz

VIERTELSTUNDEN-RATING in % (Altersklassen)

Universum: 5'284'000 Personen (3+) Stichprobe: 2'329 Personen

2.19 Playback-, DVD-, Video- und Games-Nutzung: Rating in %

| | Playback, DVD, Video, Games / Mo-Fr | | | | Playback, DVD, Video, Games / Mo-So | | | | Playback, DVD, Video, Games / Sa | | | | Playback, DVD, Video, Games / So | | | |
|--------|-------------------------------------|-----|--------|-------|-------------------------------------|-----|--------|-------|----------------------------------|-----|--------|-------|----------------------------------|-----|--------|-------|
| | HH-R | P-R | 3-14 R | 15+ R | HH-R | P-R | 3-14 R | 15+ R | HH-R | P-R | 3-14 R | 15+ R | HH-R | P-R | 3-14 R | 15+ R |
| 16:00 | 2.2 | 1.1 | 1.4 | 1.1 | 2.4 | 1.3 | 1.6 | 1.3 | 2.6 | 1.5 | 1.7 | 1.5 | 3.3 | 2.1 | 2.2 | 2.0 |
| 16:15 | 2.2 | 1.2 | 1.6 | 1.1 | 2.5 | 1.4 | 1.7 | 1.3 | 2.7 | 1.6 | 1.9 | 1.6 | 3.4 | 2.1 | 2.3 | 2.1 |
| 16:30 | 2.3 | 1.2 | 1.7 | 1.1 | 2.6 | 1.4 | 1.9 | 1.4 | 2.8 | 1.7 | 2.0 | 1.6 | 3.5 | 2.2 | 2.4 | 2.2 |
| 16:45 | 2.4 | 1.3 | 1.9 | 1.2 | 2.7 | 1.5 | 2.0 | 1.4 | 2.9 | 1.7 | 2.1 | 1.6 | 3.7 | 2.2 | 2.5 | 2.2 |
| 17:00 | 2.6 | 1.3 | 2.0 | 1.2 | 2.8 | 1.5 | 2.1 | 1.4 | 3.0 | 1.8 | 2.2 | 1.7 | 3.7 | 2.3 | 2.7 | 2.2 |
| 17:15 | 2.7 | 1.4 | 2.1 | 1.3 | 2.9 | 1.6 | 2.3 | 1.5 | 3.2 | 1.9 | 2.3 | 1.8 | 3.8 | 2.3 | 2.8 | 2.3 |
| 17:30 | 2.8 | 1.5 | 2.2 | 1.4 | 3.0 | 1.7 | 2.3 | 1.6 | 3.2 | 1.9 | 2.4 | 1.8 | 3.9 | 2.4 | 2.8 | 2.3 |
| 17:45 | 3.0 | 1.6 | 2.3 | 1.5 | 3.2 | 1.8 | 2.4 | 1.7 | 3.2 | 1.9 | 2.4 | 1.8 | 4.1 | 2.5 | 2.9 | 2.5 |
| 18:00 | 3.0 | 1.7 | 2.3 | 1.6 | 3.2 | 1.8 | 2.4 | 1.7 | 3.2 | 1.9 | 2.4 | 1.8 | 4.1 | 2.6 | 2.9 | 2.5 |
| 18:15 | 3.1 | 1.8 | 2.4 | 1.7 | 3.3 | 1.9 | 2.5 | 1.8 | 3.3 | 2.0 | 2.4 | 1.9 | 4.3 | 2.7 | 3.0 | 2.6 |
| 18:30 | 3.3 | 1.9 | 2.5 | 1.8 | 3.5 | 2.0 | 2.6 | 2.0 | 3.4 | 2.1 | 2.6 | 2.0 | 4.4 | 2.8 | 3.1 | 2.8 |
| 18:45 | 3.6 | 2.1 | 2.6 | 2.0 | 3.7 | 2.2 | 2.7 | 2.1 | 3.5 | 2.2 | 2.7 | 2.1 | 4.6 | 3.0 | 3.2 | 3.0 |
| 19:00 | 3.8 | 2.2 | 2.8 | 2.1 | 3.9 | 2.4 | 3.0 | 2.3 | 3.7 | 2.4 | 3.0 | 2.2 | 4.8 | 3.2 | 3.5 | 3.2 |
| 19:15 | 4.2 | 2.5 | 3.2 | 2.4 | 4.3 | 2.7 | 3.3 | 2.6 | 4.0 | 2.6 | 3.3 | 2.5 | 5.0 | 3.4 | 3.8 | 3.3 |
| 19:30 | 4.5 | 2.8 | 3.6 | 2.6 | 4.6 | 2.9 | 3.6 | 2.7 | 4.2 | 2.7 | 3.5 | 2.6 | 5.1 | 3.5 | 4.1 | 3.4 |
| 19:45 | 4.8 | 2.9 | 3.7 | 2.8 | 4.8 | 3.0 | 3.7 | 2.9 | 4.3 | 2.9 | 3.8 | 2.8 | 5.3 | 3.7 | 4.0 | 3.6 |
| 20:00 | 5.2 | 3.3 | 3.6 | 3.2 | 5.2 | 3.4 | 3.6 | 3.3 | 4.8 | 3.2 | 3.9 | 3.1 | 5.8 | 4.0 | 3.8 | 4.0 |
| 20:15 | 5.6 | 3.5 | 3.3 | 3.6 | 5.6 | 3.6 | 3.4 | 3.6 | 5.0 | 3.4 | 3.8 | 3.3 | 6.1 | 4.3 | 3.4 | 4.4 |
| 20:30 | 5.8 | 3.7 | 2.9 | 3.8 | 5.7 | 3.8 | 3.1 | 3.9 | 5.1 | 3.6 | 3.9 | 3.5 | 6.3 | 4.4 | 2.9 | 4.6 |
| 20:45 | 6.1 | 3.9 | 2.6 | 4.1 | 6.0 | 4.0 | 2.8 | 4.1 | 5.3 | 3.8 | 4.0 | 3.7 | 6.5 | 4.5 | 2.5 | 4.8 |
| 21:00 | 6.2 | 4.1 | 2.4 | 4.3 | 6.2 | 4.1 | 2.6 | 4.3 | 5.5 | 3.9 | 3.8 | 3.9 | 6.5 | 4.6 | 2.1 | 4.9 |
| 21:15 | 6.2 | 4.0 | 2.1 | 4.3 | 6.1 | 4.1 | 2.3 | 4.3 | 5.6 | 4.0 | 3.5 | 4.0 | 6.4 | 4.5 | 1.9 | 4.8 |
| 21:30 | 6.0 | 3.9 | 1.8 | 4.2 | 6.0 | 4.0 | 2.0 | 4.2 | 5.7 | 4.0 | 3.2 | 4.1 | 6.1 | 4.3 | 1.6 | 4.6 |
| 21:45 | 5.7 | 3.7 | 1.5 | 4.0 | 5.7 | 3.7 | 1.7 | 4.0 | 5.6 | 3.9 | 2.8 | 4.0 | 5.7 | 3.9 | 1.3 | 4.3 |
| 22:00 | 5.1 | 3.2 | 1.2 | 3.5 | 5.1 | 3.3 | 1.3 | 3.6 | 5.2 | 3.6 | 2.3 | 3.8 | 5.1 | 3.5 | 1.0 | 3.8 |
| 22:15 | 4.6 | 2.9 | 1.0 | 3.1 | 4.6 | 3.0 | 1.1 | 3.2 | 4.9 | 3.4 | 1.9 | 3.6 | 4.5 | 3.0 | 0.8 | 3.3 |
| 22:30 | 4.0 | 2.5 | 0.8 | 2.7 | 4.1 | 2.6 | 0.9 | 2.8 | 4.6 | 3.1 | 1.6 | 3.3 | 4.0 | 2.6 | 0.7 | 2.8 |
| 22:45 | 3.5 | 2.2 | 0.7 | 2.4 | 3.6 | 2.3 | 0.8 | 2.5 | 4.2 | 2.9 | 1.3 | 3.1 | 3.5 | 2.2 | 0.6 | 2.4 |
| 23:00 | 3.1 | 1.9 | 0.5 | 2.0 | 3.2 | 2.0 | 0.6 | 2.1 | 3.8 | 2.5 | 1.2 | 2.7 | 3.1 | 1.9 | 0.5 | 2.1 |
| 23:15 | 2.8 | 1.6 | 0.4 | 1.8 | 2.9 | 1.7 | 0.5 | 1.9 | 3.4 | 2.2 | 1.0 | 2.4 | 2.8 | 1.6 | 0.5 | 1.8 |
| 23:30 | 2.5 | 1.4 | 0.4 | 1.6 | 2.5 | 1.5 | 0.4 | 1.6 | 3.1 | 2.0 | 0.9 | 2.1 | 2.4 | 1.4 | 0.4 | 1.6 |
| 23:45 | 2.2 | 1.2 | 0.3 | 1.4 | 2.3 | 1.3 | 0.4 | 1.4 | 2.8 | 1.8 | 0.8 | 1.9 | 2.1 | 1.2 | 0.3 | 1.3 |
| 00:00 | 1.9 | 1.1 | 0.3 | 1.2 | 2.0 | 1.1 | 0.3 | 1.2 | 2.4 | 1.5 | 0.6 | 1.6 | 1.8 | 1.1 | 0.3 | 1.2 |
| 00:15 | 1.7 | 0.9 | 0.2 | 1.0 | 1.7 | 1.0 | 0.3 | 1.1 | 2.2 | 1.3 | 0.6 | 1.4 | 1.6 | 0.9 | 0.3 | 1.0 |
| 00:30 | 1.5 | 0.8 | 0.2 | 0.9 | 1.5 | 0.9 | 0.3 | 0.9 | 2.0 | 1.2 | 0.5 | 1.3 | 1.4 | 0.8 | 0.3 | 0.9 |
| 00:45 | 1.3 | 0.7 | 0.2 | 0.8 | 1.3 | 0.7 | 0.2 | 0.8 | 1.8 | 1.0 | 0.5 | 1.1 | 1.2 | 0.7 | 0.3 | 0.7 |
| NR 24h | 60 | 41 | 29 | 43 | 60 | 42 | 31 | 43 | 57 | 42 | 35 | 43 | 62 | 46 | 36 | 48 |
| SD 24h | 29 | 17 | 15 | 17 | 31 | 18 | 17 | 18 | 33 | 21 | 22 | 20 | 38 | 24 | 22 | 24 |
| VD 24h | 49 | 41 | 50 | 40 | 52 | 43 | 54 | 42 | 58 | 49 | 63 | 47 | 61 | 51 | 61 | 50 |

R = Rating in % 15+ = Personen von 15+ J. 3-14 = Personen von 3-14 Jahren NR = Tagesreichweite % SD = Sehdauer VD = Verweildauer
 Playback = zeitversetzte Nutzung von Sendungen 8 Tage oder länger nach Ausstrahlung, Nutzung von nicht referenzierten Sendungen bei TV-Set mit Aufzeichnungsmöglichkeit, Video on Demand

2.19 Playback-, DVD-, Video- und Games-Nutzung: Rating in %

Ergebnisse TV-Panel 2022 / Deutschschweiz

VIERTELSTUNDEN-RATING in % (Geschlecht)

Universum: 5'284'000 Personen (3+) Stichprobe: 2'329 Personen

| | Playback, DVD, Video, Games / Mo-Fr | | | | Playback, DVD, Video, Games / Mo-So | | | | Playback, DVD, Video, Games / Sa | | | | Playback, DVD, Video, Games / So | | | |
|-------|-------------------------------------|-----|------|------|-------------------------------------|-----|------|------|----------------------------------|-----|------|------|----------------------------------|-----|------|------|
| | HH-R | P-R | Mann | Frau | HH-R | P-R | Mann | Frau | HH-R | P-R | Mann | Frau | HH-R | P-R | Mann | Frau |
| 06:00 | 0.4 | 0.2 | 0.2 | 0.2 | 0.4 | 0.2 | 0.2 | 0.2 | 0.4 | 0.2 | 0.2 | 0.2 | 0.4 | 0.2 | 0.3 | 0.2 |
| 06:15 | 0.4 | 0.2 | 0.2 | 0.2 | 0.4 | 0.2 | 0.2 | 0.2 | 0.4 | 0.2 | 0.2 | 0.2 | 0.4 | 0.2 | 0.3 | 0.2 |
| 06:30 | 0.5 | 0.3 | 0.3 | 0.2 | 0.5 | 0.2 | 0.3 | 0.2 | 0.4 | 0.2 | 0.2 | 0.2 | 0.5 | 0.2 | 0.3 | 0.2 |
| 06:45 | 0.6 | 0.3 | 0.3 | 0.3 | 0.5 | 0.3 | 0.3 | 0.2 | 0.4 | 0.2 | 0.3 | 0.2 | 0.5 | 0.3 | 0.3 | 0.2 |
| 07:00 | 0.6 | 0.3 | 0.3 | 0.3 | 0.6 | 0.3 | 0.3 | 0.3 | 0.5 | 0.3 | 0.3 | 0.2 | 0.5 | 0.3 | 0.4 | 0.2 |
| 07:15 | 0.7 | 0.3 | 0.3 | 0.3 | 0.7 | 0.3 | 0.4 | 0.3 | 0.6 | 0.3 | 0.4 | 0.3 | 0.6 | 0.3 | 0.4 | 0.2 |
| 07:30 | 0.7 | 0.3 | 0.3 | 0.3 | 0.7 | 0.3 | 0.4 | 0.3 | 0.7 | 0.4 | 0.4 | 0.4 | 0.8 | 0.4 | 0.5 | 0.3 |
| 07:45 | 0.7 | 0.3 | 0.4 | 0.3 | 0.8 | 0.4 | 0.4 | 0.3 | 0.9 | 0.5 | 0.5 | 0.4 | 0.9 | 0.5 | 0.6 | 0.3 |
| 08:00 | 0.7 | 0.4 | 0.4 | 0.3 | 0.8 | 0.4 | 0.5 | 0.4 | 1.0 | 0.5 | 0.6 | 0.5 | 1.1 | 0.5 | 0.7 | 0.4 |
| 08:15 | 0.8 | 0.4 | 0.4 | 0.4 | 0.9 | 0.5 | 0.5 | 0.4 | 1.2 | 0.6 | 0.7 | 0.5 | 1.3 | 0.6 | 0.8 | 0.5 |
| 08:30 | 0.9 | 0.4 | 0.5 | 0.4 | 1.0 | 0.5 | 0.6 | 0.5 | 1.3 | 0.7 | 0.8 | 0.6 | 1.4 | 0.7 | 0.9 | 0.6 |
| 08:45 | 0.9 | 0.5 | 0.5 | 0.4 | 1.1 | 0.6 | 0.6 | 0.5 | 1.4 | 0.8 | 0.9 | 0.6 | 1.6 | 0.9 | 1.0 | 0.7 |
| 09:00 | 1.0 | 0.5 | 0.5 | 0.5 | 1.1 | 0.6 | 0.6 | 0.5 | 1.5 | 0.8 | 0.9 | 0.7 | 1.7 | 0.9 | 1.1 | 0.8 |
| 09:15 | 1.0 | 0.5 | 0.5 | 0.5 | 1.2 | 0.6 | 0.7 | 0.6 | 1.5 | 0.8 | 1.0 | 0.7 | 1.9 | 1.1 | 1.2 | 0.9 |
| 09:30 | 1.1 | 0.5 | 0.5 | 0.5 | 1.3 | 0.7 | 0.7 | 0.6 | 1.6 | 0.9 | 1.1 | 0.7 | 2.1 | 1.2 | 1.4 | 0.9 |
| 09:45 | 1.1 | 0.5 | 0.5 | 0.5 | 1.3 | 0.7 | 0.8 | 0.6 | 1.7 | 0.9 | 1.1 | 0.7 | 2.2 | 1.3 | 1.5 | 1.0 |
| 10:00 | 1.1 | 0.6 | 0.6 | 0.6 | 1.4 | 0.7 | 0.8 | 0.7 | 1.8 | 1.0 | 1.2 | 0.8 | 2.3 | 1.3 | 1.6 | 1.0 |
| 10:15 | 1.2 | 0.6 | 0.6 | 0.6 | 1.5 | 0.8 | 0.8 | 0.7 | 1.9 | 1.1 | 1.2 | 0.9 | 2.4 | 1.4 | 1.7 | 1.1 |
| 10:30 | 1.2 | 0.6 | 0.6 | 0.6 | 1.5 | 0.8 | 0.9 | 0.7 | 1.9 | 1.1 | 1.3 | 0.9 | 2.5 | 1.4 | 1.8 | 1.1 |
| 10:45 | 1.3 | 0.6 | 0.6 | 0.6 | 1.6 | 0.8 | 0.9 | 0.8 | 2.0 | 1.1 | 1.3 | 1.0 | 2.6 | 1.5 | 1.8 | 1.2 |
| 11:00 | 1.3 | 0.7 | 0.7 | 0.7 | 1.6 | 0.9 | 0.9 | 0.8 | 2.1 | 1.2 | 1.4 | 1.0 | 2.7 | 1.6 | 2.0 | 1.3 |
| 11:15 | 1.4 | 0.7 | 0.7 | 0.7 | 1.7 | 0.9 | 1.0 | 0.8 | 2.1 | 1.2 | 1.4 | 1.0 | 2.8 | 1.6 | 2.0 | 1.3 |
| 11:30 | 1.4 | 0.7 | 0.7 | 0.7 | 1.7 | 0.9 | 1.0 | 0.8 | 2.2 | 1.2 | 1.4 | 1.0 | 2.9 | 1.7 | 2.0 | 1.3 |
| 11:45 | 1.4 | 0.7 | 0.7 | 0.7 | 1.7 | 0.9 | 1.0 | 0.9 | 2.2 | 1.2 | 1.4 | 1.0 | 3.0 | 1.7 | 2.1 | 1.4 |
| 12:00 | 1.5 | 0.7 | 0.7 | 0.8 | 1.8 | 1.0 | 1.0 | 0.9 | 2.4 | 1.3 | 1.5 | 1.1 | 3.0 | 1.7 | 2.0 | 1.4 |
| 12:15 | 1.7 | 0.8 | 0.8 | 0.9 | 2.0 | 1.0 | 1.1 | 1.0 | 2.3 | 1.3 | 1.4 | 1.1 | 3.0 | 1.7 | 2.0 | 1.5 |
| 12:30 | 1.9 | 1.0 | 0.9 | 1.0 | 2.1 | 1.1 | 1.2 | 1.1 | 2.4 | 1.3 | 1.5 | 1.2 | 3.0 | 1.8 | 2.0 | 1.5 |
| 12:45 | 2.0 | 1.0 | 1.0 | 1.1 | 2.2 | 1.2 | 1.2 | 1.2 | 2.4 | 1.3 | 1.5 | 1.2 | 3.0 | 1.8 | 2.1 | 1.5 |
| 13:00 | 2.0 | 1.1 | 1.0 | 1.1 | 2.2 | 1.2 | 1.2 | 1.2 | 2.4 | 1.4 | 1.5 | 1.2 | 3.1 | 1.8 | 2.1 | 1.5 |
| 13:15 | 2.0 | 1.0 | 1.0 | 1.1 | 2.2 | 1.2 | 1.2 | 1.2 | 2.5 | 1.4 | 1.6 | 1.2 | 3.2 | 1.9 | 2.1 | 1.6 |
| 13:30 | 2.0 | 1.0 | 0.9 | 1.1 | 2.2 | 1.2 | 1.2 | 1.2 | 2.5 | 1.4 | 1.6 | 1.3 | 3.2 | 1.9 | 2.1 | 1.7 |
| 13:45 | 2.0 | 1.0 | 0.9 | 1.1 | 2.2 | 1.2 | 1.2 | 1.2 | 2.5 | 1.5 | 1.6 | 1.3 | 3.1 | 1.9 | 2.1 | 1.7 |
| 14:00 | 2.0 | 1.0 | 0.9 | 1.1 | 2.2 | 1.2 | 1.2 | 1.2 | 2.4 | 1.4 | 1.6 | 1.3 | 3.2 | 1.9 | 2.1 | 1.7 |
| 14:15 | 2.0 | 1.0 | 0.9 | 1.1 | 2.2 | 1.2 | 1.2 | 1.2 | 2.4 | 1.4 | 1.6 | 1.3 | 3.2 | 1.9 | 2.1 | 1.7 |
| 14:30 | 1.9 | 1.0 | 0.9 | 1.1 | 2.2 | 1.2 | 1.2 | 1.2 | 2.5 | 1.4 | 1.6 | 1.3 | 3.2 | 1.9 | 2.1 | 1.7 |
| 14:45 | 2.0 | 1.0 | 0.9 | 1.1 | 2.2 | 1.2 | 1.2 | 1.2 | 2.5 | 1.5 | 1.7 | 1.3 | 3.2 | 2.0 | 2.2 | 1.7 |
| 15:00 | 2.0 | 1.0 | 0.9 | 1.1 | 2.3 | 1.2 | 1.2 | 1.2 | 2.5 | 1.5 | 1.7 | 1.3 | 3.2 | 2.0 | 2.2 | 1.7 |
| 15:15 | 2.0 | 1.0 | 0.9 | 1.1 | 2.3 | 1.2 | 1.2 | 1.2 | 2.6 | 1.5 | 1.7 | 1.3 | 3.3 | 2.0 | 2.2 | 1.7 |
| 15:30 | 2.1 | 1.0 | 1.0 | 1.1 | 2.3 | 1.2 | 1.3 | 1.2 | 2.6 | 1.5 | 1.6 | 1.3 | 3.3 | 2.0 | 2.3 | 1.8 |
| 15:45 | 2.1 | 1.1 | 1.0 | 1.1 | 2.3 | 1.3 | 1.3 | 1.2 | 2.6 | 1.5 | 1.7 | 1.3 | 3.3 | 2.1 | 2.3 | 1.8 |

Ergebnisse TV-Panel 2022 / Deutschschweiz

VIERTELSTUNDEN-RATING in % (Geschlecht)

Universum: 5'284'000 Personen (3+) Stichprobe: 2'329 Personen

2.19 Playback-, DVD-, Video- und Games-Nutzung: Rating in %

| | Playback, DVD, Video, Games / Mo-Fr | | | | Playback, DVD, Video, Games / Mo-So | | | | Playback, DVD, Video, Games / Sa | | | | Playback, DVD, Video, Games / So | | | |
|--------|-------------------------------------|-----|------|------|-------------------------------------|-----|------|------|----------------------------------|-----|------|------|----------------------------------|-----|------|------|
| | HH-R | P-R | Mann | Frau | HH-R | P-R | Mann | Frau | HH-R | P-R | Mann | Frau | HH-R | P-R | Mann | Frau |
| 16:00 | 2.2 | 1.1 | 1.1 | 1.1 | 2.4 | 1.3 | 1.4 | 1.3 | 2.6 | 1.5 | 1.7 | 1.3 | 3.3 | 2.1 | 2.4 | 1.8 |
| 16:15 | 2.2 | 1.2 | 1.2 | 1.2 | 2.5 | 1.4 | 1.4 | 1.3 | 2.7 | 1.6 | 1.9 | 1.3 | 3.4 | 2.1 | 2.4 | 1.8 |
| 16:30 | 2.3 | 1.2 | 1.2 | 1.2 | 2.6 | 1.4 | 1.5 | 1.3 | 2.8 | 1.7 | 1.9 | 1.4 | 3.5 | 2.2 | 2.5 | 1.8 |
| 16:45 | 2.4 | 1.3 | 1.3 | 1.3 | 2.7 | 1.5 | 1.6 | 1.4 | 2.9 | 1.7 | 2.0 | 1.5 | 3.7 | 2.2 | 2.6 | 1.9 |
| 17:00 | 2.6 | 1.3 | 1.4 | 1.3 | 2.8 | 1.5 | 1.6 | 1.4 | 3.0 | 1.8 | 2.1 | 1.5 | 3.7 | 2.3 | 2.6 | 2.0 |
| 17:15 | 2.7 | 1.4 | 1.4 | 1.4 | 2.9 | 1.6 | 1.7 | 1.5 | 3.2 | 1.9 | 2.1 | 1.6 | 3.8 | 2.3 | 2.6 | 2.0 |
| 17:30 | 2.8 | 1.5 | 1.5 | 1.5 | 3.0 | 1.7 | 1.8 | 1.6 | 3.2 | 1.9 | 2.2 | 1.6 | 3.9 | 2.4 | 2.7 | 2.1 |
| 17:45 | 3.0 | 1.6 | 1.6 | 1.6 | 3.2 | 1.8 | 1.9 | 1.7 | 3.2 | 1.9 | 2.2 | 1.6 | 4.1 | 2.5 | 2.9 | 2.2 |
| 18:00 | 3.0 | 1.7 | 1.7 | 1.6 | 3.2 | 1.8 | 1.9 | 1.7 | 3.2 | 1.9 | 2.2 | 1.7 | 4.1 | 2.6 | 2.9 | 2.2 |
| 18:15 | 3.1 | 1.8 | 1.8 | 1.7 | 3.3 | 1.9 | 2.0 | 1.8 | 3.3 | 2.0 | 2.2 | 1.7 | 4.3 | 2.7 | 3.0 | 2.3 |
| 18:30 | 3.3 | 1.9 | 1.9 | 1.8 | 3.5 | 2.0 | 2.2 | 1.9 | 3.4 | 2.1 | 2.3 | 1.9 | 4.4 | 2.8 | 3.1 | 2.5 |
| 18:45 | 3.6 | 2.1 | 2.1 | 2.0 | 3.7 | 2.2 | 2.4 | 2.1 | 3.5 | 2.2 | 2.4 | 2.1 | 4.6 | 3.0 | 3.4 | 2.7 |
| 19:00 | 3.8 | 2.2 | 2.3 | 2.1 | 3.9 | 2.4 | 2.5 | 2.2 | 3.7 | 2.4 | 2.5 | 2.2 | 4.8 | 3.2 | 3.6 | 2.9 |
| 19:15 | 4.2 | 2.5 | 2.6 | 2.4 | 4.3 | 2.7 | 2.8 | 2.5 | 4.0 | 2.6 | 2.8 | 2.4 | 5.0 | 3.4 | 3.7 | 3.1 |
| 19:30 | 4.5 | 2.8 | 2.9 | 2.7 | 4.6 | 2.9 | 3.0 | 2.8 | 4.2 | 2.7 | 2.9 | 2.6 | 5.1 | 3.5 | 3.7 | 3.2 |
| 19:45 | 4.8 | 2.9 | 3.0 | 2.8 | 4.8 | 3.0 | 3.2 | 2.9 | 4.3 | 2.9 | 3.0 | 2.8 | 5.3 | 3.7 | 3.9 | 3.4 |
| 20:00 | 5.2 | 3.3 | 3.4 | 3.1 | 5.2 | 3.4 | 3.6 | 3.2 | 4.8 | 3.2 | 3.4 | 3.1 | 5.8 | 4.0 | 4.3 | 3.7 |
| 20:15 | 5.6 | 3.5 | 3.7 | 3.4 | 5.6 | 3.6 | 3.8 | 3.5 | 5.0 | 3.4 | 3.5 | 3.3 | 6.1 | 4.3 | 4.5 | 4.0 |
| 20:30 | 5.8 | 3.7 | 3.8 | 3.6 | 5.7 | 3.8 | 3.9 | 3.7 | 5.1 | 3.6 | 3.6 | 3.6 | 6.3 | 4.4 | 4.6 | 4.2 |
| 20:45 | 6.1 | 3.9 | 4.1 | 3.8 | 6.0 | 4.0 | 4.1 | 3.9 | 5.3 | 3.8 | 3.8 | 3.7 | 6.5 | 4.5 | 4.7 | 4.3 |
| 21:00 | 6.2 | 4.1 | 4.2 | 3.9 | 6.2 | 4.1 | 4.3 | 3.9 | 5.5 | 3.9 | 3.9 | 3.9 | 6.5 | 4.6 | 4.8 | 4.3 |
| 21:15 | 6.2 | 4.0 | 4.2 | 3.8 | 6.1 | 4.1 | 4.3 | 3.9 | 5.6 | 4.0 | 4.0 | 4.0 | 6.4 | 4.5 | 4.7 | 4.2 |
| 21:30 | 6.0 | 3.9 | 4.1 | 3.7 | 6.0 | 4.0 | 4.1 | 3.8 | 5.7 | 4.0 | 4.0 | 4.0 | 6.1 | 4.3 | 4.5 | 4.0 |
| 21:45 | 5.7 | 3.7 | 3.9 | 3.5 | 5.7 | 3.7 | 3.9 | 3.5 | 5.6 | 3.9 | 3.9 | 3.8 | 5.7 | 3.9 | 4.1 | 3.7 |
| 22:00 | 5.1 | 3.2 | 3.4 | 3.0 | 5.1 | 3.3 | 3.5 | 3.2 | 5.2 | 3.6 | 3.7 | 3.6 | 5.1 | 3.5 | 3.7 | 3.3 |
| 22:15 | 4.6 | 2.9 | 3.0 | 2.7 | 4.6 | 3.0 | 3.1 | 2.8 | 4.9 | 3.4 | 3.5 | 3.3 | 4.5 | 3.0 | 3.2 | 2.8 |
| 22:30 | 4.0 | 2.5 | 2.7 | 2.3 | 4.1 | 2.6 | 2.8 | 2.4 | 4.6 | 3.1 | 3.2 | 3.0 | 4.0 | 2.6 | 2.8 | 2.4 |
| 22:45 | 3.5 | 2.2 | 2.3 | 2.0 | 3.6 | 2.3 | 2.4 | 2.1 | 4.2 | 2.9 | 3.0 | 2.7 | 3.5 | 2.2 | 2.4 | 2.0 |
| 23:00 | 3.1 | 1.9 | 2.0 | 1.7 | 3.2 | 2.0 | 2.1 | 1.8 | 3.8 | 2.5 | 2.7 | 2.4 | 3.1 | 1.9 | 2.1 | 1.7 |
| 23:15 | 2.8 | 1.6 | 1.8 | 1.4 | 2.9 | 1.7 | 1.9 | 1.5 | 3.4 | 2.2 | 2.4 | 2.0 | 2.8 | 1.6 | 1.8 | 1.5 |
| 23:30 | 2.5 | 1.4 | 1.6 | 1.2 | 2.5 | 1.5 | 1.7 | 1.3 | 3.1 | 2.0 | 2.2 | 1.7 | 2.4 | 1.4 | 1.6 | 1.2 |
| 23:45 | 2.2 | 1.2 | 1.4 | 1.1 | 2.3 | 1.3 | 1.5 | 1.1 | 2.8 | 1.8 | 2.0 | 1.5 | 2.1 | 1.2 | 1.4 | 1.0 |
| 00:00 | 1.9 | 1.1 | 1.2 | 0.9 | 2.0 | 1.1 | 1.3 | 1.0 | 2.4 | 1.5 | 1.7 | 1.3 | 1.8 | 1.1 | 1.2 | 0.9 |
| 00:15 | 1.7 | 0.9 | 1.1 | 0.8 | 1.7 | 1.0 | 1.1 | 0.8 | 2.2 | 1.3 | 1.5 | 1.1 | 1.6 | 0.9 | 1.1 | 0.8 |
| 00:30 | 1.5 | 0.8 | 0.9 | 0.7 | 1.5 | 0.9 | 1.0 | 0.7 | 2.0 | 1.2 | 1.4 | 1.0 | 1.4 | 0.8 | 0.9 | 0.7 |
| 00:45 | 1.3 | 0.7 | 0.8 | 0.6 | 1.3 | 0.7 | 0.9 | 0.6 | 1.8 | 1.0 | 1.2 | 0.8 | 1.2 | 0.7 | 0.8 | 0.6 |
| NR 24h | 60 | 41 | 42 | 41 | 60 | 42 | 43 | 41 | 57 | 42 | 43 | 41 | 62 | 46 | 48 | 44 |
| SD 24h | 29 | 17 | 17 | 16 | 31 | 18 | 19 | 17 | 33 | 21 | 22 | 19 | 38 | 24 | 27 | 21 |
| VD 24h | 49 | 41 | 42 | 40 | 52 | 43 | 45 | 41 | 58 | 49 | 52 | 45 | 61 | 51 | 55 | 47 |

R = Rating in % NR = Tagesreichweite % SD = Sehdauer

VD = Verweildauer

Playback = zeitversetzte Nutzung von Sendungen 8 Tage oder länger nach Ausstrahlung, Nutzung von nicht referenzierten Sendungen bei TV-Set mit Aufzeichnungsmöglichkeit, Video on Demand

2.20 Zeitversetzter Konsum von in den letzten 7 Tagen ausgestrahlten Inhalten aus dem Blickwinkel des Konsumzeitpunkts: Rating in %

Ergebnisse TV-Panel 2022 / Deutschschweiz

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

Universum: 5'284'000 Personen (3+) Stichprobe: 2'329 Personen

| | Vision zeitversetzter Inhalte / Mo-Fr | | | | Vision zeitversetzter Inhalte / Mo-So | | | | Vision zeitversetzter Inhalte / Sa | | | | Vision zeitversetzter Inhalte / So | | | |
|-------|---------------------------------------|-----|--------|-------|---------------------------------------|-----|--------|-------|------------------------------------|-----|--------|-------|------------------------------------|-----|--------|-------|
| | HH-R | P-R | 3-14 R | 15+ R | HH-R | P-R | 3-14 R | 15+ R | HH-R | P-R | 3-14 R | 15+ R | HH-R | P-R | 3-14 R | 15+ R |
| 06:00 | 0.4 | 0.2 | 0.0 | 0.2 | 0.4 | 0.2 | 0.0 | 0.2 | 0.5 | 0.3 | 0.0 | 0.3 | 0.5 | 0.2 | 0.0 | 0.3 |
| 06:15 | 0.5 | 0.2 | 0.1 | 0.2 | 0.5 | 0.2 | 0.1 | 0.3 | 0.6 | 0.3 | 0.1 | 0.3 | 0.6 | 0.3 | 0.0 | 0.3 |
| 06:30 | 0.5 | 0.2 | 0.2 | 0.2 | 0.6 | 0.3 | 0.2 | 0.3 | 0.7 | 0.3 | 0.1 | 0.4 | 0.6 | 0.3 | 0.1 | 0.3 |
| 06:45 | 0.6 | 0.3 | 0.3 | 0.3 | 0.6 | 0.3 | 0.3 | 0.3 | 0.7 | 0.3 | 0.1 | 0.4 | 0.7 | 0.3 | 0.2 | 0.3 |
| 07:00 | 0.6 | 0.3 | 0.3 | 0.3 | 0.7 | 0.3 | 0.3 | 0.3 | 0.8 | 0.4 | 0.2 | 0.4 | 0.8 | 0.4 | 0.2 | 0.4 |
| 07:15 | 0.7 | 0.3 | 0.4 | 0.3 | 0.8 | 0.4 | 0.4 | 0.4 | 1.0 | 0.5 | 0.4 | 0.5 | 0.9 | 0.4 | 0.3 | 0.5 |
| 07:30 | 0.7 | 0.3 | 0.3 | 0.3 | 0.8 | 0.4 | 0.4 | 0.4 | 1.1 | 0.5 | 0.6 | 0.5 | 1.0 | 0.5 | 0.4 | 0.5 |
| 07:45 | 0.7 | 0.3 | 0.3 | 0.3 | 0.8 | 0.4 | 0.4 | 0.4 | 1.1 | 0.6 | 0.6 | 0.6 | 1.2 | 0.6 | 0.5 | 0.6 |
| 08:00 | 0.8 | 0.4 | 0.3 | 0.4 | 0.9 | 0.4 | 0.4 | 0.4 | 1.2 | 0.6 | 0.7 | 0.6 | 1.3 | 0.6 | 0.6 | 0.6 |
| 08:15 | 0.8 | 0.4 | 0.3 | 0.4 | 1.0 | 0.5 | 0.4 | 0.5 | 1.3 | 0.7 | 0.8 | 0.7 | 1.4 | 0.7 | 0.6 | 0.7 |
| 08:30 | 0.9 | 0.4 | 0.3 | 0.4 | 1.1 | 0.5 | 0.5 | 0.5 | 1.4 | 0.8 | 0.9 | 0.7 | 1.7 | 0.9 | 0.8 | 0.9 |
| 08:45 | 0.9 | 0.5 | 0.3 | 0.5 | 1.2 | 0.6 | 0.5 | 0.6 | 1.5 | 0.8 | 0.9 | 0.8 | 1.9 | 1.0 | 0.9 | 1.0 |
| 09:00 | 1.0 | 0.5 | 0.3 | 0.5 | 1.2 | 0.6 | 0.5 | 0.6 | 1.5 | 0.8 | 0.9 | 0.8 | 2.1 | 1.1 | 1.0 | 1.1 |
| 09:15 | 1.0 | 0.5 | 0.3 | 0.5 | 1.3 | 0.6 | 0.5 | 0.7 | 1.5 | 0.8 | 0.8 | 0.8 | 2.2 | 1.2 | 1.1 | 1.2 |
| 09:30 | 1.1 | 0.5 | 0.3 | 0.5 | 1.3 | 0.7 | 0.5 | 0.7 | 1.5 | 0.8 | 0.8 | 0.8 | 2.4 | 1.2 | 1.1 | 1.3 |
| 09:45 | 1.1 | 0.5 | 0.3 | 0.6 | 1.3 | 0.7 | 0.5 | 0.7 | 1.5 | 0.8 | 0.7 | 0.8 | 2.5 | 1.3 | 1.1 | 1.3 |
| 10:00 | 1.1 | 0.6 | 0.3 | 0.6 | 1.4 | 0.7 | 0.5 | 0.7 | 1.6 | 0.8 | 0.8 | 0.8 | 2.6 | 1.4 | 1.0 | 1.4 |
| 10:15 | 1.2 | 0.6 | 0.3 | 0.6 | 1.5 | 0.7 | 0.5 | 0.8 | 1.7 | 0.9 | 0.8 | 0.9 | 2.8 | 1.4 | 1.0 | 1.5 |
| 10:30 | 1.2 | 0.6 | 0.3 | 0.6 | 1.5 | 0.8 | 0.5 | 0.8 | 1.8 | 0.9 | 0.8 | 0.9 | 2.9 | 1.5 | 1.0 | 1.6 |
| 10:45 | 1.3 | 0.6 | 0.3 | 0.7 | 1.6 | 0.8 | 0.5 | 0.8 | 1.9 | 1.0 | 0.7 | 1.0 | 3.0 | 1.6 | 1.0 | 1.7 |
| 11:00 | 1.3 | 0.6 | 0.3 | 0.7 | 1.6 | 0.8 | 0.4 | 0.9 | 2.0 | 1.0 | 0.7 | 1.0 | 3.0 | 1.6 | 0.9 | 1.7 |
| 11:15 | 1.3 | 0.6 | 0.3 | 0.7 | 1.7 | 0.8 | 0.4 | 0.9 | 2.1 | 1.0 | 0.7 | 1.1 | 3.1 | 1.6 | 0.8 | 1.8 |
| 11:30 | 1.4 | 0.7 | 0.3 | 0.7 | 1.7 | 0.9 | 0.4 | 0.9 | 2.1 | 1.0 | 0.6 | 1.1 | 3.1 | 1.7 | 0.7 | 1.8 |
| 11:45 | 1.5 | 0.7 | 0.3 | 0.8 | 1.8 | 0.9 | 0.4 | 1.0 | 2.1 | 1.1 | 0.7 | 1.1 | 3.2 | 1.7 | 0.8 | 1.9 |
| 12:00 | 1.7 | 0.9 | 0.4 | 1.0 | 2.0 | 1.0 | 0.5 | 1.1 | 2.2 | 1.1 | 0.7 | 1.2 | 3.3 | 1.7 | 0.8 | 1.9 |
| 12:15 | 2.1 | 1.1 | 0.6 | 1.1 | 2.3 | 1.2 | 0.6 | 1.3 | 2.4 | 1.2 | 0.7 | 1.3 | 3.4 | 1.8 | 0.7 | 1.9 |
| 12:30 | 2.4 | 1.2 | 0.7 | 1.3 | 2.6 | 1.3 | 0.7 | 1.4 | 2.5 | 1.3 | 0.8 | 1.4 | 3.5 | 1.9 | 0.7 | 2.0 |
| 12:45 | 2.5 | 1.3 | 0.7 | 1.4 | 2.7 | 1.4 | 0.7 | 1.5 | 2.7 | 1.4 | 0.8 | 1.5 | 3.7 | 1.9 | 0.8 | 2.1 |
| 13:00 | 2.5 | 1.3 | 0.6 | 1.4 | 2.7 | 1.4 | 0.7 | 1.5 | 2.7 | 1.4 | 0.8 | 1.5 | 3.7 | 2.0 | 0.8 | 2.1 |
| 13:15 | 2.4 | 1.2 | 0.5 | 1.3 | 2.7 | 1.4 | 0.6 | 1.5 | 2.8 | 1.4 | 0.7 | 1.5 | 3.8 | 2.0 | 0.8 | 2.2 |
| 13:30 | 2.4 | 1.2 | 0.5 | 1.3 | 2.6 | 1.3 | 0.5 | 1.5 | 2.8 | 1.4 | 0.7 | 1.6 | 3.9 | 2.1 | 0.8 | 2.2 |
| 13:45 | 2.3 | 1.2 | 0.4 | 1.3 | 2.6 | 1.3 | 0.5 | 1.4 | 2.7 | 1.4 | 0.7 | 1.5 | 3.9 | 2.0 | 0.8 | 2.2 |
| 14:00 | 2.2 | 1.1 | 0.3 | 1.2 | 2.5 | 1.3 | 0.5 | 1.4 | 2.8 | 1.5 | 0.7 | 1.6 | 3.8 | 2.0 | 0.8 | 2.2 |
| 14:15 | 2.2 | 1.1 | 0.4 | 1.2 | 2.5 | 1.3 | 0.5 | 1.4 | 2.8 | 1.5 | 0.7 | 1.6 | 3.9 | 2.1 | 0.8 | 2.2 |
| 14:30 | 2.2 | 1.1 | 0.4 | 1.2 | 2.6 | 1.3 | 0.5 | 1.4 | 2.8 | 1.5 | 0.6 | 1.6 | 4.0 | 2.1 | 0.8 | 2.3 |
| 14:45 | 2.2 | 1.1 | 0.4 | 1.2 | 2.6 | 1.3 | 0.4 | 1.4 | 2.9 | 1.5 | 0.6 | 1.6 | 4.0 | 2.1 | 0.7 | 2.3 |
| 15:00 | 2.2 | 1.1 | 0.4 | 1.2 | 2.6 | 1.3 | 0.4 | 1.4 | 2.9 | 1.5 | 0.6 | 1.6 | 4.1 | 2.2 | 0.6 | 2.4 |
| 15:15 | 2.2 | 1.1 | 0.4 | 1.2 | 2.6 | 1.3 | 0.5 | 1.4 | 2.9 | 1.5 | 0.6 | 1.6 | 4.1 | 2.2 | 0.7 | 2.4 |
| 15:30 | 2.3 | 1.2 | 0.5 | 1.2 | 2.7 | 1.3 | 0.5 | 1.5 | 2.9 | 1.5 | 0.6 | 1.6 | 4.1 | 2.2 | 0.7 | 2.4 |
| 15:45 | 2.4 | 1.2 | 0.5 | 1.3 | 2.7 | 1.4 | 0.6 | 1.5 | 3.0 | 1.6 | 0.6 | 1.7 | 4.1 | 2.2 | 0.9 | 2.4 |

Ergebnisse TV-Panel 2022 / Deutschschweiz

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

Universum: 5'284'000 Personen (3+)

Stichprobe: 2'329 Personen

2.20 Zeitversetzter Konsum von in den letzten 7 Tagen ausgestrahlten Inhalten aus dem Blickwinkel des Konsumzeitpunkts: Rating in %

| | Vision zeitversetzter Inhalte / Mo-Fr | | | | Vision zeitversetzter Inhalte / Mo-So | | | | Vision zeitversetzter Inhalte / Sa | | | | Vision zeitversetzter Inhalte / So | | | |
|--------|---------------------------------------|-----|--------|-------|---------------------------------------|-----|--------|-------|------------------------------------|-----|--------|-------|------------------------------------|-----|--------|-------|
| | HH-R | P-R | 3-14 R | 15+ R | HH-R | P-R | 3-14 R | 15+ R | HH-R | P-R | 3-14 R | 15+ R | HH-R | P-R | 3-14 R | 15+ R |
| 16:00 | 2.5 | 1.3 | 0.5 | 1.4 | 2.9 | 1.5 | 0.6 | 1.6 | 3.0 | 1.6 | 0.6 | 1.7 | 4.2 | 2.3 | 1.0 | 2.5 |
| 16:15 | 2.7 | 1.3 | 0.5 | 1.4 | 3.0 | 1.5 | 0.6 | 1.6 | 3.2 | 1.7 | 0.6 | 1.8 | 4.4 | 2.4 | 1.0 | 2.6 |
| 16:30 | 2.8 | 1.4 | 0.6 | 1.5 | 3.1 | 1.6 | 0.7 | 1.7 | 3.4 | 1.8 | 0.7 | 1.9 | 4.6 | 2.5 | 1.1 | 2.7 |
| 16:45 | 2.9 | 1.4 | 0.7 | 1.6 | 3.2 | 1.7 | 0.8 | 1.8 | 3.4 | 1.8 | 0.8 | 1.9 | 4.7 | 2.6 | 1.2 | 2.8 |
| 17:00 | 3.1 | 1.5 | 0.7 | 1.6 | 3.4 | 1.7 | 0.8 | 1.9 | 3.5 | 1.9 | 0.8 | 2.0 | 4.8 | 2.6 | 1.3 | 2.8 |
| 17:15 | 3.2 | 1.6 | 0.8 | 1.7 | 3.5 | 1.8 | 0.9 | 2.0 | 3.7 | 1.9 | 0.9 | 2.1 | 5.0 | 2.7 | 1.4 | 2.9 |
| 17:30 | 3.4 | 1.7 | 0.9 | 1.8 | 3.7 | 1.9 | 1.0 | 2.0 | 3.7 | 2.0 | 1.0 | 2.1 | 5.1 | 2.8 | 1.4 | 3.0 |
| 17:45 | 3.6 | 1.8 | 1.0 | 1.9 | 3.9 | 2.0 | 1.1 | 2.1 | 3.8 | 2.1 | 1.1 | 2.2 | 5.2 | 2.9 | 1.6 | 3.1 |
| 18:00 | 4.0 | 2.0 | 1.1 | 2.2 | 4.2 | 2.2 | 1.2 | 2.3 | 4.0 | 2.2 | 1.4 | 2.3 | 5.4 | 3.0 | 1.7 | 3.2 |
| 18:15 | 4.7 | 2.4 | 1.3 | 2.6 | 4.8 | 2.6 | 1.4 | 2.7 | 4.3 | 2.4 | 1.6 | 2.5 | 5.8 | 3.3 | 1.8 | 3.5 |
| 18:30 | 5.2 | 2.7 | 1.4 | 2.9 | 5.3 | 2.8 | 1.5 | 3.0 | 4.5 | 2.6 | 1.7 | 2.7 | 6.2 | 3.6 | 2.0 | 3.8 |
| 18:45 | 5.8 | 3.1 | 1.5 | 3.3 | 5.8 | 3.2 | 1.7 | 3.4 | 4.9 | 2.8 | 2.0 | 3.0 | 6.8 | 4.0 | 2.4 | 4.2 |
| 19:00 | 6.2 | 3.3 | 1.8 | 3.6 | 6.2 | 3.5 | 2.0 | 3.7 | 5.4 | 3.2 | 2.3 | 3.3 | 7.2 | 4.3 | 2.7 | 4.6 |
| 19:15 | 6.8 | 3.8 | 2.3 | 4.0 | 6.8 | 3.9 | 2.4 | 4.1 | 5.8 | 3.4 | 2.6 | 3.5 | 7.7 | 4.7 | 3.1 | 4.9 |
| 19:30 | 7.4 | 4.2 | 2.7 | 4.4 | 7.3 | 4.2 | 2.8 | 4.4 | 6.0 | 3.6 | 2.9 | 3.7 | 8.1 | 5.0 | 3.3 | 5.2 |
| 19:45 | 8.3 | 4.8 | 2.8 | 5.1 | 8.2 | 4.8 | 2.9 | 5.1 | 6.8 | 4.1 | 3.1 | 4.2 | 9.3 | 5.7 | 3.5 | 6.0 |
| 20:00 | 9.3 | 5.4 | 2.5 | 5.8 | 9.2 | 5.4 | 2.8 | 5.8 | 7.6 | 4.7 | 3.3 | 4.9 | 10.4 | 6.4 | 3.4 | 6.9 |
| 20:15 | 10.2 | 6.0 | 2.4 | 6.5 | 10.1 | 6.0 | 2.6 | 6.5 | 8.1 | 5.1 | 3.1 | 5.3 | 11.5 | 7.1 | 2.9 | 7.7 |
| 20:30 | 11.4 | 6.8 | 2.3 | 7.4 | 11.2 | 6.8 | 2.5 | 7.4 | 9.0 | 5.7 | 3.1 | 6.0 | 12.9 | 8.1 | 2.7 | 8.9 |
| 20:45 | 12.2 | 7.3 | 2.2 | 8.0 | 12.1 | 7.3 | 2.4 | 8.0 | 9.5 | 6.1 | 3.2 | 6.5 | 14.0 | 8.9 | 2.7 | 9.7 |
| 21:00 | 12.8 | 7.6 | 2.0 | 8.4 | 12.7 | 7.7 | 2.2 | 8.4 | 10.0 | 6.4 | 3.1 | 6.8 | 14.7 | 9.3 | 2.4 | 10.2 |
| 21:15 | 13.0 | 7.8 | 1.8 | 8.6 | 12.9 | 7.8 | 2.0 | 8.6 | 10.3 | 6.6 | 3.0 | 7.1 | 15.0 | 9.4 | 2.1 | 10.4 |
| 21:30 | 12.8 | 7.6 | 1.6 | 8.4 | 12.8 | 7.7 | 1.8 | 8.5 | 10.5 | 6.7 | 2.9 | 7.2 | 14.8 | 9.2 | 1.8 | 10.2 |
| 21:45 | 12.2 | 7.2 | 1.3 | 8.0 | 12.2 | 7.3 | 1.6 | 8.1 | 10.3 | 6.5 | 2.7 | 7.1 | 14.0 | 8.7 | 1.5 | 9.7 |
| 22:00 | 11.3 | 6.6 | 1.1 | 7.4 | 11.3 | 6.7 | 1.3 | 7.5 | 10.0 | 6.3 | 2.4 | 6.8 | 12.7 | 7.8 | 1.2 | 8.7 |
| 22:15 | 10.6 | 6.1 | 0.9 | 6.8 | 10.6 | 6.2 | 1.1 | 6.9 | 9.6 | 5.9 | 2.0 | 6.5 | 11.4 | 6.9 | 0.9 | 7.7 |
| 22:30 | 9.4 | 5.3 | 0.7 | 5.9 | 9.4 | 5.4 | 0.9 | 6.1 | 9.2 | 5.6 | 1.7 | 6.2 | 10.0 | 5.9 | 0.7 | 6.6 |
| 22:45 | 8.2 | 4.5 | 0.6 | 5.1 | 8.3 | 4.7 | 0.7 | 5.3 | 8.7 | 5.2 | 1.5 | 5.7 | 8.7 | 5.0 | 0.5 | 5.7 |
| 23:00 | 7.1 | 3.9 | 0.5 | 4.3 | 7.3 | 4.1 | 0.6 | 4.5 | 8.1 | 4.8 | 1.3 | 5.2 | 7.6 | 4.3 | 0.5 | 4.8 |
| 23:15 | 6.1 | 3.3 | 0.4 | 3.6 | 6.3 | 3.5 | 0.5 | 3.9 | 7.3 | 4.2 | 1.1 | 4.7 | 6.5 | 3.6 | 0.5 | 4.1 |
| 23:30 | 5.2 | 2.7 | 0.3 | 3.1 | 5.4 | 2.9 | 0.4 | 3.3 | 6.5 | 3.7 | 0.9 | 4.1 | 5.5 | 3.0 | 0.3 | 3.4 |
| 23:45 | 4.5 | 2.4 | 0.3 | 2.7 | 4.8 | 2.5 | 0.3 | 2.8 | 5.9 | 3.3 | 0.8 | 3.7 | 4.8 | 2.6 | 0.3 | 2.9 |
| 00:00 | 3.9 | 2.0 | 0.2 | 2.3 | 4.1 | 2.2 | 0.3 | 2.4 | 5.3 | 2.9 | 0.6 | 3.2 | 4.0 | 2.1 | 0.2 | 2.4 |
| 00:15 | 3.3 | 1.7 | 0.2 | 1.9 | 3.5 | 1.8 | 0.3 | 2.0 | 4.7 | 2.5 | 0.6 | 2.8 | 3.4 | 1.7 | 0.2 | 2.0 |
| 00:30 | 2.8 | 1.4 | 0.2 | 1.6 | 3.0 | 1.5 | 0.2 | 1.7 | 4.0 | 2.1 | 0.4 | 2.4 | 2.8 | 1.4 | 0.2 | 1.6 |
| 00:45 | 2.4 | 1.2 | 0.1 | 1.3 | 2.6 | 1.3 | 0.2 | 1.4 | 3.5 | 1.8 | 0.4 | 2.0 | 2.4 | 1.2 | 0.1 | 1.4 |
| NR 24h | 42 | 28 | 17 | 29 | 42 | 28 | 18 | 29 | 40 | 27 | 21 | 28 | 45 | 32 | 22 | 33 |
| SD 24h | 47 | 26 | 9 | 28 | 50 | 27 | 10 | 30 | 49 | 28 | 13 | 30 | 61 | 35 | 13 | 38 |
| VD 24h | 112 | 94 | 51 | 97 | 117 | 97 | 54 | 101 | 123 | 102 | 64 | 106 | 136 | 111 | 59 | 115 |

R = Rating in % 15+ = Personen von 15+ J. 3-14 = Personen von 3-14 Jahren NR = Tagesreichweite % SD = Sehdauer (Nutzungsminuten) VD = Verweildauer (Nutzungsminuten pro Seher)
 Vision zeitversetzter Inhalte = Konsum von einem oder mehreren Inhalten, die in den letzten 7 Tagen ausgestrahlt wurden

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 Mikrophon. Damit „hört“ sie dieselben Radioprogramme wie die Person, welche sie trägt; zu Hause, am Arbeitsplatz oder unterwegs, Minute für Minute und rund um die Uhr.

Das Prinzip ist einfach: Während der Trageperiode nimmt die Uhr alle Umgebungsgeräusche auf. Diese werden jedoch nicht als Audio, sondern als reduzierte Zahlenreihe gespeichert. 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 rund 200 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 Zentrale des Marktforschungsinstitutes GfK Switzerland weitergeleitet, wo der Computer die Daten aus der Uhr mit denjenigen der Zentrale vergleicht. 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 2018

Per Anfang 2018 wurden in der Radioforschung einige Umstellungen vorgenommen. Die gewichtigste Umstellung ist, dass eine neue Generation von Messgeräten (Mediawatch 4) zum Einsatz kommt. Diese funktionieren zusammen mit einer Docking-Station welche Messdaten übermittelt und zum Aufladen der Uhrenbatterie dient. Damit einher geht eine Neugestaltung der Stichprobe mit längeren Tragedauern (4 Wochen, 3 Monate oder 6 Monate). Die Änderungen in der Methodik haben zur Folge, dass die Ergebnisse aus dem Jahr 2018 mit Ergebnissen der vorangehenden Jahre nicht direkt vergleichbar sind.

3.1.3 Erhebungsbasis

Nach dem Methodenwechsel per 1. Januar 2018 nehmen jetzt pro Jahr etwas über 13'000 Personen an der Studie teil, indem sie rund zweimal jährlich eine Mediawatch tragen. Im Jahr 2018 tragen in der Schweiz und im Fürstentum Liechtenstein täglich ca. 1'800 Personen eine Mess-Uhr: Im Durchschnitt waren dies pro Tag 1'239 in der Deutschschweiz, 462 in der Suisse romande, 188 in der Svizzera italiana und 16 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.

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

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 Mediapulse Radio Data 2022 / Deutsche Schweiz

VIERTELSTUNDEN-REICHWEITEN in % nach Wochentagen, Radio Total

Universum: 5'151'700 Personen (15+) Stichprobe: 8'270 Personen / 462'188 Messtage

| | Wochentage | | | | | | | Montag - Freitag | Samstag - Sonntag | Montag - Sonntag |
|-------|------------|----------|----------|------------|---------|---------|---------|------------------|-------------------|------------------|
| | Montag | Dienstag | Mittwoch | Donnerstag | Freitag | Samstag | Sonntag | | | |
| 05:00 | 2.1 | 2.2 | 2.1 | 2.2 | 2.1 | 1.3 | 1.0 | 2.0 | 1.2 | 1.8 |
| 05:15 | 2.9 | 3.1 | 3.1 | 3.1 | 3.0 | 1.6 | 1.1 | 2.9 | 1.3 | 2.4 |
| 05:30 | 4.0 | 4.4 | 4.3 | 4.3 | 4.1 | 2.0 | 1.2 | 3.9 | 1.6 | 3.3 |
| 05:45 | 5.8 | 6.3 | 6.2 | 6.0 | 5.9 | 2.4 | 1.6 | 5.7 | 2.0 | 4.6 |
| 06:00 | 8.0 | 8.6 | 8.4 | 8.2 | 7.9 | 3.2 | 2.2 | 7.7 | 2.7 | 6.3 |
| 06:15 | 10.3 | 11.2 | 10.7 | 10.7 | 10.0 | 3.8 | 2.4 | 10.0 | 3.1 | 8.1 |
| 06:30 | 12.8 | 13.9 | 13.5 | 13.4 | 12.4 | 4.7 | 3.2 | 12.7 | 3.9 | 10.2 |
| 06:45 | 15.4 | 16.4 | 16.2 | 16.0 | 15.0 | 6.2 | 4.1 | 15.3 | 5.2 | 12.4 |
| 07:00 | 17.5 | 18.4 | 18.2 | 18.0 | 16.9 | 7.8 | 5.2 | 17.4 | 6.5 | 14.2 |
| 07:15 | 18.4 | 19.4 | 19.4 | 19.0 | 18.4 | 9.4 | 6.1 | 18.7 | 7.8 | 15.5 |
| 07:30 | 19.4 | 20.3 | 20.3 | 19.9 | 19.7 | 11.4 | 7.7 | 19.7 | 9.5 | 16.8 |
| 07:45 | 20.7 | 21.4 | 21.5 | 21.2 | 21.1 | 13.4 | 9.6 | 21.0 | 11.5 | 18.3 |
| 08:00 | 20.8 | 21.5 | 21.6 | 21.2 | 21.4 | 15.2 | 11.1 | 21.4 | 13.2 | 19.0 |
| 08:15 | 20.5 | 20.8 | 21.3 | 20.8 | 21.1 | 15.9 | 12.1 | 20.9 | 14.0 | 18.9 |
| 08:30 | 20.1 | 20.0 | 20.8 | 20.1 | 20.9 | 17.1 | 13.2 | 20.3 | 15.2 | 18.8 |
| 08:45 | 20.3 | 20.1 | 20.8 | 20.2 | 20.8 | 18.3 | 14.0 | 20.4 | 16.2 | 19.2 |
| 09:00 | 19.7 | 19.7 | 20.3 | 20.0 | 20.1 | 19.0 | 15.1 | 19.9 | 17.0 | 19.1 |
| 09:15 | 19.1 | 18.9 | 19.3 | 19.1 | 19.3 | 18.8 | 15.3 | 19.1 | 17.1 | 18.5 |
| 09:30 | 19.0 | 18.9 | 19.0 | 18.9 | 19.4 | 18.6 | 15.5 | 19.0 | 17.1 | 18.4 |
| 09:45 | 19.0 | 18.6 | 18.7 | 18.7 | 19.7 | 18.8 | 16.0 | 19.0 | 17.4 | 18.5 |
| 10:00 | 18.7 | 18.4 | 18.4 | 18.4 | 19.6 | 19.0 | 16.3 | 18.8 | 17.6 | 18.5 |
| 10:15 | 18.4 | 18.0 | 17.9 | 17.9 | 19.2 | 18.3 | 15.4 | 18.4 | 16.8 | 17.9 |
| 10:30 | 18.3 | 17.8 | 17.9 | 18.1 | 19.0 | 17.9 | 15.2 | 18.3 | 16.6 | 17.8 |
| 10:45 | 18.5 | 18.3 | 18.1 | 18.2 | 19.1 | 18.0 | 15.5 | 18.6 | 16.8 | 18.0 |
| 11:00 | 19.0 | 18.6 | 18.8 | 18.6 | 19.5 | 18.4 | 15.7 | 19.1 | 17.1 | 18.5 |
| 11:15 | 19.1 | 18.6 | 19.2 | 18.7 | 19.7 | 18.2 | 15.0 | 19.2 | 16.6 | 18.5 |
| 11:30 | 19.8 | 19.6 | 19.7 | 19.4 | 20.1 | 18.2 | 14.8 | 19.9 | 16.5 | 18.9 |
| 11:45 | 20.8 | 20.4 | 20.8 | 20.2 | 20.7 | 18.3 | 15.1 | 20.9 | 16.7 | 19.7 |
| 12:00 | 21.8 | 21.9 | 22.0 | 20.8 | 21.8 | 19.0 | 15.2 | 21.9 | 17.1 | 20.5 |
| 12:15 | 20.9 | 20.8 | 20.5 | 19.9 | 20.7 | 19.3 | 15.3 | 20.9 | 17.3 | 19.8 |
| 12:30 | 20.3 | 19.9 | 19.7 | 19.1 | 20.2 | 18.7 | 15.3 | 20.2 | 17.0 | 19.3 |
| 12:45 | 20.2 | 19.6 | 19.7 | 19.0 | 19.7 | 17.5 | 14.1 | 19.8 | 15.8 | 18.6 |
| 13:00 | 19.6 | 19.3 | 19.5 | 19.1 | 19.6 | 17.0 | 13.6 | 19.6 | 15.4 | 18.4 |
| 13:15 | 18.9 | 18.6 | 18.5 | 18.3 | 18.6 | 15.8 | 12.8 | 18.8 | 14.3 | 17.5 |
| 13:30 | 17.7 | 17.8 | 17.7 | 17.4 | 18.0 | 15.2 | 12.5 | 18.1 | 13.8 | 16.9 |
| 13:45 | 17.1 | 17.1 | 17.4 | 17.0 | 17.8 | 14.7 | 12.2 | 17.6 | 13.5 | 16.4 |
| 14:00 | 16.1 | 16.2 | 16.8 | 16.2 | 17.1 | 14.6 | 12.1 | 16.8 | 13.3 | 15.8 |
| 14:15 | 15.2 | 15.8 | 16.2 | 15.5 | 16.6 | 14.0 | 11.2 | 16.1 | 12.6 | 15.1 |
| 14:30 | 15.2 | 15.5 | 15.7 | 15.4 | 16.4 | 13.8 | 10.9 | 15.9 | 12.4 | 14.9 |
| 14:45 | 15.5 | 15.8 | 15.5 | 15.5 | 16.6 | 13.6 | 11.0 | 16.0 | 12.3 | 14.9 |

3.2 Radionutzung nach Wochentagen: Reichweite in %

Ergebnisse Mediapulse Radio Data 2022 / Deutsche Schweiz

VIERTELSTUNDEN-REICHWEITEN in % nach Wochentagen, Radio Total

Universum: 5'151'700 Personen (15+) Stichprobe: 8'270 Personen / 462'188 Messtage

| | Wochentage | | | | | | | Montag - Freitag | Samstag - Sonntag | Montag - Sonntag |
|-----------------|------------|----------|----------|------------|---------|---------|---------|------------------|-------------------|------------------|
| | Montag | Dienstag | Mittwoch | Donnerstag | Freitag | Samstag | Sonntag | | | |
| 15:00 | 15.6 | 15.5 | 15.5 | 15.5 | 16.8 | 13.9 | 11.1 | 16.0 | 12.5 | 15.0 |
| 15:15 | 15.4 | 15.3 | 15.5 | 15.4 | 16.6 | 13.4 | 10.8 | 15.7 | 12.1 | 14.7 |
| 15:30 | 15.3 | 15.4 | 15.7 | 15.5 | 16.7 | 13.4 | 10.8 | 15.8 | 12.1 | 14.7 |
| 15:45 | 15.9 | 16.0 | 15.9 | 15.8 | 16.9 | 13.2 | 11.1 | 16.2 | 12.2 | 15.1 |
| 16:00 | 16.4 | 16.5 | 16.3 | 16.2 | 17.2 | 13.2 | 11.4 | 16.7 | 12.3 | 15.5 |
| 16:15 | 16.2 | 16.4 | 16.1 | 16.0 | 16.7 | 13.2 | 11.2 | 16.4 | 12.3 | 15.2 |
| 16:30 | 16.6 | 16.7 | 16.6 | 16.6 | 16.8 | 13.3 | 11.6 | 16.7 | 12.5 | 15.5 |
| 16:45 | 16.7 | 17.2 | 17.1 | 16.9 | 17.0 | 13.5 | 11.9 | 17.0 | 12.7 | 15.8 |
| 17:00 | 17.0 | 17.8 | 17.4 | 17.4 | 17.0 | 13.8 | 12.3 | 17.4 | 13.1 | 16.2 |
| 17:15 | 17.0 | 17.8 | 17.3 | 17.4 | 16.8 | 13.4 | 12.3 | 17.4 | 12.8 | 16.1 |
| 17:30 | 17.0 | 17.6 | 17.4 | 17.4 | 16.6 | 13.3 | 12.3 | 17.2 | 12.8 | 15.9 |
| 17:45 | 16.3 | 17.0 | 16.7 | 16.8 | 16.3 | 13.0 | 12.4 | 16.7 | 12.7 | 15.5 |
| 18:00 | 15.7 | 16.4 | 16.1 | 16.1 | 15.9 | 12.8 | 12.5 | 16.2 | 12.7 | 15.2 |
| 18:15 | 14.7 | 15.0 | 14.8 | 14.8 | 14.6 | 12.2 | 12.2 | 15.0 | 12.2 | 14.2 |
| 18:30 | 13.7 | 13.9 | 13.7 | 13.5 | 13.4 | 11.3 | 11.3 | 13.7 | 11.3 | 13.0 |
| 18:45 | 12.6 | 12.7 | 12.5 | 12.3 | 12.3 | 10.5 | 10.5 | 12.8 | 10.5 | 12.1 |
| 19:00 | 11.3 | 11.2 | 11.2 | 10.9 | 11.0 | 9.6 | 9.7 | 11.4 | 9.7 | 10.9 |
| 19:15 | 9.8 | 9.8 | 9.6 | 9.4 | 9.5 | 8.5 | 8.7 | 9.8 | 8.6 | 9.4 |
| 19:30 | 8.3 | 8.8 | 8.3 | 8.4 | 8.2 | 7.4 | 7.3 | 8.4 | 7.3 | 8.1 |
| 19:45 | 7.4 | 7.5 | 7.5 | 7.5 | 7.3 | 6.6 | 6.4 | 7.5 | 6.5 | 7.2 |
| 20:00 | 6.8 | 6.9 | 7.1 | 6.8 | 6.6 | 6.2 | 6.2 | 6.9 | 6.2 | 6.7 |
| 20:15 | 6.0 | 6.1 | 6.2 | 5.9 | 5.7 | 5.6 | 5.6 | 6.0 | 5.6 | 5.9 |
| 20:30 | 5.5 | 5.4 | 5.8 | 5.2 | 5.2 | 5.2 | 5.1 | 5.4 | 5.1 | 5.3 |
| 20:45 | 5.1 | 5.0 | 5.3 | 5.0 | 4.9 | 4.8 | 4.7 | 5.0 | 4.8 | 4.9 |
| 21:00 | 5.1 | 4.8 | 5.1 | 4.8 | 4.9 | 4.6 | 4.4 | 4.9 | 4.5 | 4.8 |
| 21:15 | 4.7 | 4.4 | 4.8 | 4.4 | 4.5 | 4.4 | 4.1 | 4.5 | 4.2 | 4.4 |
| 21:30 | 4.4 | 4.2 | 4.6 | 4.3 | 4.4 | 4.2 | 3.8 | 4.3 | 4.0 | 4.3 |
| 21:45 | 4.4 | 4.3 | 4.7 | 4.4 | 4.5 | 4.4 | 3.9 | 4.5 | 4.1 | 4.4 |
| 22:00 | 4.2 | 4.2 | 4.6 | 4.3 | 4.4 | 4.4 | 3.7 | 4.4 | 4.1 | 4.3 |
| 22:15 | 3.7 | 3.6 | 4.1 | 3.8 | 4.2 | 4.2 | 3.3 | 3.9 | 3.7 | 3.9 |
| 22:30 | 3.3 | 3.3 | 3.6 | 3.5 | 4.0 | 4.2 | 3.0 | 3.6 | 3.6 | 3.6 |
| 22:45 | 2.9 | 3.0 | 3.3 | 3.1 | 3.7 | 4.0 | 2.8 | 3.3 | 3.4 | 3.3 |
| 23:00 | 2.7 | 2.8 | 3.0 | 3.0 | 3.6 | 3.8 | 2.5 | 3.0 | 3.2 | 3.1 |
| 23:15 | 2.2 | 2.2 | 2.5 | 2.5 | 3.2 | 3.4 | 2.0 | 2.6 | 2.7 | 2.6 |
| 23:30 | 1.8 | 1.9 | 2.1 | 2.1 | 2.8 | 3.2 | 1.7 | 2.2 | 2.5 | 2.3 |
| 23:45 | 1.6 | 1.7 | 1.9 | 1.9 | 2.5 | 2.9 | 1.6 | 2.0 | 2.3 | 2.0 |
| Tagesreichweite | 76.1 | 76.8 | 76.9 | 76.8 | 78.1 | 75.3 | 68.2 | 77.1 | 71.8 | 75.6 |
| Nutzung in Min | 89 | 90 | 90 | 89 | 90 | 76 | 67 | 90 | 71 | 85 |

3.2 Radionutzung nach Wochentagen: Reichweite in %

Ergebnisse Mediapulse Radio Data 2022 / Deutsche Schweiz

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

Universum: 5'151'700 Personen (15+) Stichprobe: 8'270 Personen / 462'188 Messtage

| | Total | Geschlecht | | Alter | | | | | Abgeschlossene Ausbildung | | | |
|-------|----------|------------|--------|-------|-------|-------|-------|------|---------------------------|---------------|-------------|---------------------------|
| | Personen | Männer | Frauen | 15-24 | 25-34 | 35-44 | 45-59 | 60+ | keine | oblig. Schule | Berufslehre | höhere Ausb. ¹ |
| 05:00 | 1.8 | 2.0 | 1.6 | 0.4 | 1.2 | 1.3 | 2.6 | 2.2 | 3.1 | 2.1 | 2.4 | 1.3 |
| 05:15 | 2.4 | 2.7 | 2.2 | 0.7 | 1.5 | 1.6 | 3.7 | 3.0 | 4.3 | 2.8 | 3.2 | 1.7 |
| 05:30 | 3.3 | 3.7 | 2.9 | 1.0 | 2.0 | 2.4 | 5.0 | 3.9 | 5.5 | 3.7 | 4.2 | 2.5 |
| 05:45 | 4.6 | 5.3 | 4.0 | 1.6 | 2.8 | 3.6 | 7.0 | 5.4 | 8.4 | 4.7 | 5.6 | 3.8 |
| 06:00 | 6.3 | 7.0 | 5.5 | 2.2 | 3.7 | 5.0 | 9.6 | 7.1 | 13.2 | 5.5 | 7.3 | 5.4 |
| 06:15 | 8.1 | 8.9 | 7.3 | 2.8 | 5.3 | 6.5 | 12.5 | 8.8 | 18.8 | 6.3 | 9.5 | 7.0 |
| 06:30 | 10.2 | 11.1 | 9.3 | 3.9 | 6.8 | 8.6 | 14.8 | 11.4 | 20.5 | 8.3 | 11.9 | 8.9 |
| 06:45 | 12.4 | 13.4 | 11.5 | 4.8 | 7.7 | 10.6 | 16.9 | 15.2 | 20.6 | 10.5 | 14.4 | 11.0 |
| 07:00 | 14.2 | 15.1 | 13.4 | 5.7 | 8.6 | 12.4 | 18.1 | 18.5 | 25.5 | 11.8 | 16.5 | 12.6 |
| 07:15 | 15.5 | 16.1 | 15.0 | 6.4 | 9.4 | 12.7 | 18.4 | 21.8 | 26.4 | 13.1 | 18.2 | 13.6 |
| 07:30 | 16.8 | 17.1 | 16.4 | 6.7 | 9.6 | 12.7 | 18.7 | 25.5 | 27.3 | 14.4 | 20.1 | 14.3 |
| 07:45 | 18.3 | 18.5 | 18.1 | 6.5 | 9.3 | 13.3 | 19.6 | 29.8 | 25.7 | 16.1 | 22.4 | 15.2 |
| 08:00 | 19.0 | 19.1 | 19.0 | 6.4 | 9.1 | 13.6 | 19.7 | 32.1 | 22.7 | 17.4 | 23.5 | 15.6 |
| 08:15 | 18.9 | 18.8 | 19.1 | 6.6 | 9.1 | 13.2 | 19.1 | 32.5 | 20.8 | 18.3 | 23.8 | 15.1 |
| 08:30 | 18.8 | 18.8 | 18.9 | 6.6 | 8.9 | 13.1 | 19.0 | 32.5 | 20.9 | 18.1 | 23.9 | 14.9 |
| 08:45 | 19.2 | 19.1 | 19.3 | 6.8 | 9.2 | 12.9 | 19.6 | 33.0 | 23.0 | 18.2 | 24.5 | 15.0 |
| 09:00 | 19.1 | 19.0 | 19.2 | 6.6 | 9.3 | 13.2 | 19.2 | 32.9 | 23.7 | 17.9 | 24.4 | 14.9 |
| 09:15 | 18.5 | 18.5 | 18.5 | 6.5 | 9.0 | 12.9 | 18.7 | 31.7 | 21.4 | 17.7 | 23.9 | 14.3 |
| 09:30 | 18.4 | 18.6 | 18.2 | 6.7 | 9.2 | 13.0 | 19.1 | 30.9 | 22.3 | 17.5 | 23.7 | 14.3 |
| 09:45 | 18.5 | 18.7 | 18.3 | 6.8 | 9.4 | 13.1 | 19.4 | 30.7 | 20.9 | 17.6 | 23.7 | 14.4 |
| 10:00 | 18.5 | 18.6 | 18.3 | 6.7 | 9.1 | 13.3 | 19.6 | 30.3 | 20.6 | 17.6 | 23.5 | 14.5 |
| 10:15 | 17.9 | 18.1 | 17.7 | 6.6 | 9.2 | 13.1 | 19.1 | 29.1 | 20.5 | 17.2 | 23.1 | 13.9 |
| 10:30 | 17.8 | 18.0 | 17.6 | 7.0 | 9.1 | 13.1 | 19.0 | 28.6 | 21.3 | 16.7 | 22.9 | 13.8 |
| 10:45 | 18.0 | 18.3 | 17.8 | 6.9 | 9.3 | 13.4 | 19.2 | 29.1 | 20.4 | 16.7 | 23.2 | 14.1 |
| 11:00 | 18.5 | 18.7 | 18.3 | 7.3 | 9.6 | 13.7 | 19.7 | 29.7 | 21.5 | 17.1 | 23.7 | 14.4 |
| 11:15 | 18.5 | 18.6 | 18.4 | 7.5 | 9.7 | 13.6 | 19.7 | 29.5 | 19.9 | 17.1 | 23.7 | 14.5 |
| 11:30 | 18.9 | 19.1 | 18.7 | 7.8 | 9.9 | 13.8 | 20.3 | 30.1 | 20.2 | 17.4 | 24.0 | 15.0 |
| 11:45 | 19.7 | 20.1 | 19.3 | 8.1 | 10.2 | 14.4 | 20.8 | 31.6 | 19.7 | 17.7 | 24.8 | 15.8 |
| 12:00 | 20.5 | 20.9 | 20.2 | 8.3 | 10.7 | 15.0 | 21.1 | 33.6 | 21.3 | 17.7 | 25.8 | 16.6 |
| 12:15 | 19.8 | 19.6 | 20.1 | 7.5 | 9.9 | 13.2 | 19.7 | 34.3 | 21.3 | 16.5 | 25.0 | 16.1 |
| 12:30 | 19.3 | 19.2 | 19.3 | 7.2 | 9.1 | 12.6 | 19.1 | 33.8 | 20.1 | 15.8 | 23.9 | 16.0 |
| 12:45 | 18.6 | 19.1 | 18.2 | 7.4 | 9.0 | 13.2 | 19.2 | 31.2 | 18.8 | 14.9 | 23.2 | 15.4 |
| 13:00 | 18.4 | 19.3 | 17.5 | 7.9 | 9.6 | 13.9 | 19.6 | 29.1 | 21.2 | 15.1 | 22.7 | 15.3 |
| 13:15 | 17.5 | 18.3 | 16.7 | 7.6 | 9.4 | 13.5 | 18.9 | 27.1 | 21.1 | 14.4 | 21.6 | 14.5 |
| 13:30 | 16.9 | 17.5 | 16.2 | 7.4 | 9.1 | 13.2 | 18.2 | 25.9 | 20.3 | 14.1 | 21.1 | 13.7 |
| 13:45 | 16.4 | 17.1 | 15.7 | 7.6 | 8.9 | 12.9 | 17.9 | 24.8 | 19.1 | 14.0 | 20.4 | 13.4 |
| 14:00 | 15.8 | 16.5 | 15.0 | 7.2 | 8.8 | 12.7 | 17.4 | 23.5 | 19.2 | 13.4 | 19.6 | 13.0 |
| 14:15 | 15.1 | 15.9 | 14.4 | 7.2 | 8.4 | 12.4 | 16.9 | 22.1 | 18.6 | 13.8 | 18.8 | 12.3 |
| 14:30 | 14.9 | 15.8 | 13.9 | 7.1 | 8.5 | 12.4 | 16.6 | 21.4 | 15.9 | 13.6 | 18.4 | 12.1 |
| 14:45 | 14.9 | 16.0 | 13.9 | 7.2 | 8.5 | 12.4 | 16.9 | 21.5 | 17.9 | 13.9 | 18.4 | 12.3 |

¹ Maturität / Seminar / Diplommittelschule / höh. Fach- u. Berufsausbildung / höh. Fachschule / Hochschule / Universität

Ergebnisse Mediapulse Radio Data 2022 / Deutsche Schweiz

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

Universum: 5'151'700 Personen (15+) Stichprobe: 8'270 Personen / 462'188 Messtage

| | Total | Geschlecht | | Alter | | | | | Abgeschlossene Ausbildung | | | |
|-----------------|----------|------------|--------|-------|-------|-------|-------|------|---------------------------|---------------|-------------|---------------------------|
| | Personen | Männer | Frauen | 15-24 | 25-34 | 35-44 | 45-59 | 60+ | keine | oblig. Schule | Berufslehre | höhere Ausb. ¹ |
| 15:00 | 15.0 | 16.0 | 14.0 | 7.3 | 8.4 | 12.4 | 16.9 | 21.6 | 17.5 | 14.2 | 18.5 | 12.3 |
| 15:15 | 14.7 | 15.7 | 13.7 | 7.0 | 8.5 | 12.4 | 16.8 | 20.7 | 17.6 | 13.8 | 18.3 | 11.9 |
| 15:30 | 14.7 | 15.7 | 13.8 | 7.1 | 8.6 | 12.4 | 16.8 | 20.7 | 17.4 | 13.5 | 18.3 | 12.0 |
| 15:45 | 15.1 | 16.0 | 14.1 | 7.1 | 8.6 | 12.5 | 17.3 | 21.4 | 19.4 | 13.8 | 18.6 | 12.4 |
| 16:00 | 15.5 | 16.4 | 14.6 | 7.4 | 8.9 | 13.0 | 17.8 | 21.8 | 18.6 | 14.4 | 19.1 | 12.7 |
| 16:15 | 15.2 | 16.1 | 14.4 | 6.7 | 9.2 | 12.9 | 17.8 | 21.1 | 17.4 | 13.4 | 18.8 | 12.5 |
| 16:30 | 15.5 | 16.4 | 14.6 | 7.1 | 9.4 | 13.5 | 18.1 | 21.1 | 14.8 | 13.7 | 19.0 | 12.9 |
| 16:45 | 15.8 | 16.7 | 14.9 | 7.1 | 9.7 | 13.3 | 18.2 | 22.0 | 14.1 | 14.3 | 19.1 | 13.3 |
| 17:00 | 16.2 | 16.9 | 15.4 | 7.4 | 9.7 | 13.7 | 18.6 | 22.5 | 14.1 | 14.2 | 19.4 | 13.8 |
| 17:15 | 16.1 | 16.7 | 15.5 | 6.9 | 9.8 | 13.8 | 18.5 | 22.4 | 14.5 | 13.6 | 19.3 | 13.7 |
| 17:30 | 15.9 | 16.2 | 15.6 | 6.6 | 9.4 | 13.4 | 18.0 | 22.9 | 14.5 | 12.7 | 18.9 | 13.9 |
| 17:45 | 15.5 | 15.7 | 15.3 | 6.5 | 8.8 | 12.9 | 17.4 | 22.8 | 14.2 | 12.0 | 18.2 | 13.8 |
| 18:00 | 15.2 | 15.5 | 14.9 | 6.5 | 8.4 | 12.5 | 17.3 | 22.3 | 12.2 | 11.9 | 17.2 | 14.0 |
| 18:15 | 14.2 | 14.4 | 13.9 | 6.4 | 8.1 | 11.4 | 16.2 | 20.5 | 11.6 | 10.9 | 15.8 | 13.3 |
| 18:30 | 13.0 | 13.3 | 12.8 | 5.9 | 7.5 | 10.3 | 14.9 | 19.0 | 10.4 | 10.3 | 14.6 | 12.2 |
| 18:45 | 12.1 | 12.4 | 11.8 | 5.6 | 7.3 | 9.6 | 13.9 | 17.4 | 9.8 | 9.6 | 13.4 | 11.4 |
| 19:00 | 10.9 | 11.1 | 10.7 | 5.2 | 6.5 | 8.8 | 12.8 | 15.1 | 9.8 | 8.8 | 11.8 | 10.4 |
| 19:15 | 9.4 | 9.7 | 9.2 | 4.7 | 5.8 | 8.0 | 11.2 | 12.6 | 9.7 | 7.8 | 10.2 | 9.0 |
| 19:30 | 8.1 | 8.3 | 7.9 | 4.1 | 5.3 | 7.2 | 9.9 | 10.2 | 8.0 | 6.6 | 8.8 | 7.7 |
| 19:45 | 7.2 | 7.4 | 7.0 | 3.8 | 5.0 | 6.6 | 9.1 | 8.7 | 7.3 | 5.9 | 7.9 | 6.9 |
| 20:00 | 6.7 | 7.0 | 6.4 | 3.3 | 4.7 | 5.8 | 8.4 | 8.3 | 7.1 | 5.4 | 7.3 | 6.4 |
| 20:15 | 5.9 | 6.2 | 5.5 | 3.0 | 4.1 | 4.8 | 7.2 | 7.4 | 6.4 | 4.7 | 6.4 | 5.6 |
| 20:30 | 5.3 | 5.7 | 5.0 | 2.7 | 3.7 | 4.4 | 6.4 | 6.9 | 5.8 | 4.2 | 5.8 | 5.1 |
| 20:45 | 4.9 | 5.2 | 4.7 | 2.5 | 3.3 | 4.1 | 5.9 | 6.6 | 5.2 | 3.9 | 5.4 | 4.7 |
| 21:00 | 4.8 | 5.1 | 4.5 | 2.3 | 3.1 | 3.8 | 5.6 | 6.7 | 4.7 | 3.8 | 5.2 | 4.6 |
| 21:15 | 4.4 | 4.6 | 4.2 | 2.2 | 2.8 | 3.3 | 5.0 | 6.3 | 4.5 | 3.8 | 4.8 | 4.2 |
| 21:30 | 4.3 | 4.5 | 4.1 | 2.2 | 2.6 | 3.2 | 4.7 | 6.2 | 3.3 | 3.8 | 4.6 | 4.0 |
| 21:45 | 4.4 | 4.5 | 4.2 | 2.1 | 2.6 | 3.1 | 4.8 | 6.7 | 4.5 | 3.8 | 4.9 | 4.1 |
| 22:00 | 4.3 | 4.4 | 4.2 | 1.9 | 2.5 | 3.0 | 4.7 | 6.6 | 4.7 | 3.8 | 4.7 | 4.0 |
| 22:15 | 3.9 | 4.0 | 3.8 | 1.8 | 2.3 | 2.9 | 4.3 | 5.8 | 3.8 | 3.6 | 4.4 | 3.5 |
| 22:30 | 3.6 | 3.7 | 3.5 | 1.5 | 2.1 | 2.5 | 3.8 | 5.7 | 3.0 | 3.1 | 4.1 | 3.2 |
| 22:45 | 3.3 | 3.5 | 3.2 | 1.4 | 1.9 | 2.2 | 3.5 | 5.5 | 3.5 | 2.5 | 3.8 | 3.0 |
| 23:00 | 3.1 | 3.3 | 2.8 | 1.2 | 1.8 | 2.0 | 3.2 | 5.1 | 2.9 | 2.3 | 3.5 | 2.8 |
| 23:15 | 2.6 | 2.8 | 2.4 | 1.1 | 1.5 | 1.6 | 2.8 | 4.3 | 2.5 | 1.9 | 3.1 | 2.3 |
| 23:30 | 2.3 | 2.5 | 2.1 | 0.9 | 1.3 | 1.4 | 2.3 | 3.9 | 2.8 | 1.9 | 2.7 | 2.0 |
| 23:45 | 2.0 | 2.3 | 1.8 | 0.7 | 1.1 | 1.2 | 2.0 | 3.6 | 2.6 | 2.0 | 2.3 | 1.8 |
| Tagesreichweite | 75.6 | 76.2 | 75.0 | 53.2 | 61.9 | 72.2 | 82.3 | 88.3 | 77.0 | 67.3 | 81.0 | 72.2 |
| Nutzung in Min. | 85 | 86 | 83 | 30 | 41 | 57 | 89 | 143 | 96 | 77 | 105 | 70 |

¹ Maturität / Seminar / Diplommittelschule / höh. Fach- u. Berufsausbildung / höh. Fachschule / Hochschule / Universität

Ergebnisse Mediapulse Radio Data 2022 / Deutsche Schweiz

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

Universum: 5'151'700 Personen (15+) Stichprobe: 8'270 Personen / 462'188 Messtage

| | Total | Geschlecht | | Alter | | | | | Abgeschlossene Ausbildung | | | |
|-------|----------|------------|--------|-------|-------|-------|-------|-------|---------------------------|---------------|-------------|---------------------------|
| | Personen | Männer | Frauen | 15-24 | 25-34 | 35-44 | 45-59 | 60+ | keine | oblig. Schule | Berufslehre | höhere Ausb. ¹ |
| 05:00 | 91.9 | 51.3 | 40.5 | 2.4 | 10.0 | 11.0 | 34.5 | 34.0 | 0.8 | 6.5 | 51.1 | 33.5 |
| 05:15 | 124.7 | 68.6 | 56.0 | 4.2 | 12.5 | 14.1 | 48.9 | 45.0 | 1.1 | 8.9 | 68.6 | 46.0 |
| 05:30 | 168.7 | 94.0 | 74.7 | 6.1 | 17.0 | 20.7 | 66.0 | 58.9 | 1.4 | 11.4 | 89.0 | 66.8 |
| 05:45 | 238.4 | 135.1 | 103.3 | 9.5 | 23.3 | 31.4 | 92.3 | 81.9 | 2.2 | 14.7 | 118.8 | 102.7 |
| 06:00 | 322.3 | 178.5 | 143.8 | 13.6 | 31.0 | 43.2 | 126.3 | 108.1 | 3.4 | 17.1 | 156.5 | 145.3 |
| 06:15 | 415.3 | 226.4 | 188.9 | 17.3 | 45.1 | 55.8 | 164.5 | 132.6 | 4.8 | 19.7 | 203.5 | 187.2 |
| 06:30 | 523.7 | 283.2 | 240.5 | 23.6 | 57.7 | 74.1 | 195.7 | 172.6 | 5.3 | 25.9 | 254.7 | 237.8 |
| 06:45 | 638.7 | 341.3 | 297.4 | 29.3 | 65.3 | 91.1 | 222.7 | 230.2 | 5.3 | 32.7 | 307.9 | 292.8 |
| 07:00 | 734.0 | 386.1 | 348.0 | 34.8 | 72.8 | 107.3 | 238.5 | 280.6 | 6.6 | 36.7 | 352.6 | 338.2 |
| 07:15 | 800.4 | 412.0 | 388.4 | 39.2 | 79.8 | 109.7 | 242.6 | 329.1 | 6.8 | 41.0 | 389.6 | 363.0 |
| 07:30 | 864.7 | 437.9 | 426.7 | 41.2 | 81.1 | 109.3 | 246.8 | 386.3 | 7.0 | 45.0 | 430.5 | 382.1 |
| 07:45 | 943.1 | 473.6 | 469.5 | 39.6 | 78.7 | 115.0 | 259.1 | 450.7 | 6.6 | 50.4 | 479.6 | 406.5 |
| 08:00 | 979.5 | 487.3 | 492.2 | 39.1 | 77.3 | 117.8 | 260.2 | 485.2 | 5.8 | 54.1 | 502.8 | 416.7 |
| 08:15 | 975.1 | 480.0 | 495.1 | 40.5 | 76.7 | 113.8 | 252.5 | 491.6 | 5.4 | 57.1 | 509.9 | 402.8 |
| 08:30 | 970.4 | 479.9 | 490.5 | 40.4 | 75.2 | 112.8 | 250.2 | 491.7 | 5.4 | 56.5 | 510.8 | 397.7 |
| 08:45 | 988.6 | 488.0 | 500.5 | 41.5 | 77.8 | 111.1 | 258.9 | 499.2 | 5.9 | 56.8 | 524.3 | 401.5 |
| 09:00 | 983.6 | 485.2 | 498.5 | 40.4 | 78.4 | 114.1 | 253.7 | 497.0 | 6.1 | 56.0 | 522.8 | 398.7 |
| 09:15 | 953.2 | 473.2 | 480.0 | 40.0 | 76.2 | 111.2 | 246.3 | 479.5 | 5.5 | 55.2 | 510.6 | 381.9 |
| 09:30 | 949.7 | 476.7 | 473.1 | 40.7 | 77.3 | 112.1 | 251.6 | 468.0 | 5.7 | 54.7 | 507.9 | 381.4 |
| 09:45 | 954.2 | 478.5 | 475.8 | 41.2 | 79.3 | 113.4 | 255.5 | 464.9 | 5.4 | 55.0 | 508.2 | 385.7 |
| 10:00 | 950.7 | 476.2 | 474.4 | 40.9 | 77.1 | 115.0 | 258.7 | 459.0 | 5.3 | 55.0 | 502.3 | 388.1 |
| 10:15 | 924.1 | 463.9 | 460.2 | 40.6 | 78.0 | 113.2 | 252.5 | 439.7 | 5.3 | 53.6 | 493.8 | 371.4 |
| 10:30 | 916.4 | 460.2 | 456.2 | 42.5 | 77.0 | 113.0 | 251.1 | 432.7 | 5.5 | 52.2 | 489.7 | 369.0 |
| 10:45 | 929.6 | 468.3 | 461.3 | 42.3 | 78.2 | 115.3 | 254.0 | 439.8 | 5.3 | 52.2 | 496.3 | 375.8 |
| 11:00 | 952.8 | 477.0 | 475.8 | 44.3 | 81.1 | 118.6 | 259.9 | 448.9 | 5.5 | 53.2 | 507.9 | 386.2 |
| 11:15 | 952.0 | 475.2 | 476.8 | 45.9 | 81.9 | 117.5 | 260.1 | 446.6 | 5.1 | 53.5 | 506.6 | 386.8 |
| 11:30 | 973.5 | 487.7 | 485.9 | 47.9 | 83.3 | 119.2 | 267.8 | 455.5 | 5.2 | 54.1 | 514.5 | 399.7 |
| 11:45 | 1'012.9 | 512.5 | 500.4 | 49.7 | 86.4 | 124.4 | 274.1 | 478.4 | 5.1 | 55.1 | 530.9 | 421.8 |
| 12:00 | 1'056.5 | 533.3 | 523.2 | 50.7 | 90.7 | 129.1 | 278.3 | 507.7 | 5.5 | 55.3 | 552.7 | 443.0 |
| 12:15 | 1'022.0 | 500.6 | 521.4 | 45.8 | 83.4 | 114.3 | 260.1 | 518.4 | 5.5 | 51.4 | 534.0 | 431.1 |
| 12:30 | 992.1 | 490.3 | 501.8 | 44.1 | 76.7 | 109.1 | 251.6 | 510.7 | 5.2 | 49.3 | 511.1 | 426.5 |
| 12:45 | 960.7 | 487.1 | 473.6 | 45.1 | 76.4 | 114.2 | 253.5 | 471.5 | 4.8 | 46.6 | 496.2 | 413.1 |
| 13:00 | 947.6 | 492.6 | 455.1 | 48.1 | 81.1 | 119.8 | 258.2 | 440.5 | 5.5 | 47.2 | 485.5 | 409.5 |
| 13:15 | 902.3 | 468.2 | 434.1 | 46.1 | 79.2 | 116.9 | 249.8 | 410.2 | 5.4 | 44.9 | 463.1 | 388.9 |
| 13:30 | 868.1 | 447.9 | 420.3 | 45.3 | 76.9 | 114.2 | 240.4 | 391.3 | 5.2 | 44.1 | 451.5 | 367.3 |
| 13:45 | 844.4 | 435.8 | 408.5 | 46.2 | 75.0 | 111.1 | 236.5 | 375.6 | 4.9 | 43.7 | 436.9 | 358.8 |
| 14:00 | 812.9 | 422.4 | 390.5 | 44.1 | 74.1 | 109.9 | 229.5 | 355.4 | 4.9 | 41.7 | 419.3 | 347.0 |
| 14:15 | 779.2 | 405.3 | 373.9 | 43.8 | 71.3 | 107.0 | 222.8 | 334.2 | 4.8 | 43.1 | 402.4 | 328.9 |
| 14:30 | 765.4 | 404.2 | 361.2 | 43.2 | 71.8 | 107.1 | 219.7 | 323.5 | 4.1 | 42.6 | 394.7 | 324.0 |
| 14:45 | 770.1 | 408.1 | 362.0 | 43.9 | 71.4 | 107.0 | 222.5 | 325.3 | 4.6 | 43.5 | 394.0 | 328.0 |

¹ Maturität / Seminar / Diplommittelschule / höh. Fach- u. Berufsausbildung / höh. Fachschule / Hochschule / Universität

Ergebnisse Mediapulse Radio Data 2022 / Deutsche Schweiz

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

Universum: 5'151'700 Personen (15+) Stichprobe: 8'270 Personen / 462'188 Messtage

3.4 Radionutzung nach Soziodemografie: Reichweite in Tausend

| | Total | Geschlecht | | Alter | | | | | Abgeschlossene Ausbildung | | | |
|-----------------|----------|------------|---------|-------|-------|-------|---------|---------|---------------------------|---------------|-------------|---------------------------|
| | Personen | Männer | Frauen | 15-24 | 25-34 | 35-44 | 45-59 | 60+ | keine | oblig. Schule | Berufslehre | höhere Ausb. ¹ |
| 15:00 | 772.8 | 408.2 | 364.6 | 44.7 | 71.3 | 106.7 | 223.3 | 326.8 | 4.5 | 44.4 | 395.8 | 328.1 |
| 15:15 | 757.2 | 400.5 | 356.6 | 43.1 | 71.5 | 106.7 | 222.0 | 313.9 | 4.5 | 43.1 | 391.9 | 317.6 |
| 15:30 | 757.9 | 400.2 | 357.7 | 43.6 | 72.7 | 107.0 | 221.7 | 312.8 | 4.5 | 42.0 | 391.7 | 319.7 |
| 15:45 | 776.8 | 410.1 | 366.7 | 43.4 | 73.0 | 108.0 | 228.7 | 323.7 | 5.0 | 43.2 | 398.2 | 330.4 |
| 16:00 | 797.1 | 418.6 | 378.5 | 45.0 | 74.9 | 112.0 | 234.8 | 330.4 | 4.8 | 45.0 | 407.9 | 339.4 |
| 16:15 | 784.7 | 411.4 | 373.3 | 41.1 | 77.6 | 111.5 | 235.6 | 318.9 | 4.5 | 42.0 | 403.1 | 335.1 |
| 16:30 | 798.1 | 418.4 | 379.7 | 43.3 | 79.5 | 116.9 | 239.3 | 319.0 | 3.8 | 42.8 | 405.8 | 345.7 |
| 16:45 | 813.2 | 427.7 | 385.5 | 43.6 | 81.5 | 114.5 | 240.7 | 332.8 | 3.6 | 44.8 | 409.0 | 355.7 |
| 17:00 | 832.2 | 433.0 | 399.1 | 45.2 | 81.9 | 118.2 | 245.8 | 341.0 | 3.6 | 44.4 | 415.4 | 368.5 |
| 17:15 | 827.7 | 426.1 | 401.5 | 42.4 | 82.5 | 119.3 | 244.7 | 338.8 | 3.7 | 42.4 | 413.8 | 367.6 |
| 17:30 | 820.7 | 415.0 | 405.7 | 40.4 | 79.5 | 115.5 | 238.2 | 347.1 | 3.7 | 39.7 | 405.5 | 371.6 |
| 17:45 | 799.4 | 401.5 | 397.9 | 39.8 | 74.7 | 111.0 | 229.2 | 344.7 | 3.7 | 37.6 | 389.1 | 369.0 |
| 18:00 | 783.7 | 395.9 | 387.9 | 39.6 | 71.0 | 108.3 | 227.9 | 336.9 | 3.1 | 37.1 | 368.1 | 375.4 |
| 18:15 | 730.0 | 369.0 | 360.9 | 39.0 | 68.3 | 98.7 | 214.0 | 309.9 | 3.0 | 34.0 | 337.6 | 355.3 |
| 18:30 | 671.7 | 339.8 | 331.9 | 36.0 | 63.3 | 89.0 | 196.2 | 287.1 | 2.7 | 32.2 | 311.5 | 325.3 |
| 18:45 | 624.3 | 317.6 | 306.8 | 34.0 | 61.8 | 82.8 | 183.3 | 262.5 | 2.5 | 29.9 | 287.2 | 304.7 |
| 19:00 | 560.4 | 283.8 | 276.5 | 31.6 | 55.2 | 76.3 | 168.4 | 228.9 | 2.5 | 27.3 | 253.4 | 277.0 |
| 19:15 | 485.4 | 247.7 | 237.6 | 28.6 | 48.8 | 68.8 | 148.3 | 190.9 | 2.5 | 24.4 | 218.0 | 240.4 |
| 19:30 | 416.7 | 211.0 | 205.8 | 25.1 | 44.5 | 61.9 | 130.9 | 154.4 | 2.1 | 20.5 | 188.6 | 205.5 |
| 19:45 | 373.0 | 190.0 | 183.0 | 23.1 | 42.0 | 56.6 | 120.0 | 131.1 | 1.9 | 18.4 | 168.7 | 183.9 |
| 20:00 | 345.2 | 178.7 | 166.5 | 20.4 | 39.3 | 49.9 | 110.7 | 124.9 | 1.8 | 16.8 | 156.5 | 170.1 |
| 20:15 | 301.9 | 159.1 | 142.8 | 18.3 | 34.3 | 41.5 | 95.5 | 112.4 | 1.6 | 14.6 | 137.1 | 148.4 |
| 20:30 | 274.7 | 145.2 | 129.5 | 16.6 | 31.1 | 38.3 | 85.1 | 103.7 | 1.5 | 13.1 | 124.0 | 136.1 |
| 20:45 | 254.7 | 133.4 | 121.3 | 15.0 | 27.7 | 35.2 | 77.5 | 99.3 | 1.3 | 12.3 | 115.7 | 125.3 |
| 21:00 | 247.7 | 130.6 | 117.1 | 14.1 | 26.2 | 33.0 | 73.5 | 100.9 | 1.2 | 11.8 | 111.2 | 123.5 |
| 21:15 | 227.5 | 118.4 | 109.1 | 13.2 | 23.6 | 28.9 | 66.1 | 95.7 | 1.2 | 11.8 | 102.5 | 112.1 |
| 21:30 | 219.2 | 113.9 | 105.3 | 13.1 | 22.0 | 27.7 | 62.3 | 94.0 | 0.9 | 11.8 | 99.3 | 107.2 |
| 21:45 | 226.1 | 116.2 | 110.0 | 12.6 | 21.6 | 26.4 | 63.5 | 102.0 | 1.2 | 11.9 | 104.5 | 108.5 |
| 22:00 | 220.7 | 112.5 | 108.2 | 11.8 | 20.9 | 26.0 | 62.4 | 99.5 | 1.2 | 11.9 | 100.5 | 107.1 |
| 22:15 | 199.7 | 102.0 | 97.7 | 10.9 | 19.2 | 24.8 | 56.2 | 88.5 | 1.0 | 11.3 | 94.1 | 93.2 |
| 22:30 | 184.7 | 94.2 | 90.6 | 9.1 | 17.7 | 21.4 | 50.5 | 86.1 | 0.8 | 9.5 | 88.6 | 85.8 |
| 22:45 | 171.9 | 89.3 | 82.6 | 8.7 | 16.1 | 18.7 | 45.7 | 82.8 | 0.9 | 7.8 | 82.2 | 81.0 |
| 23:00 | 157.6 | 83.9 | 73.7 | 7.5 | 14.8 | 17.0 | 41.7 | 76.6 | 0.8 | 7.0 | 75.1 | 74.8 |
| 23:15 | 134.6 | 72.1 | 62.5 | 6.5 | 12.4 | 14.1 | 36.8 | 64.8 | 0.6 | 6.0 | 66.1 | 61.9 |
| 23:30 | 117.6 | 63.2 | 54.4 | 5.3 | 10.6 | 12.1 | 30.6 | 59.0 | 0.7 | 5.8 | 57.5 | 53.5 |
| 23:45 | 105.4 | 57.5 | 47.9 | 4.3 | 9.7 | 10.5 | 26.6 | 54.3 | 0.7 | 6.3 | 50.3 | 48.2 |
| Tagesreichweite | 3'894.0 | 1'947.2 | 1'946.8 | 325.3 | 523.1 | 623.5 | 1'085.8 | 1'336.2 | 19.8 | 210.0 | 1'733.1 | 1'931.0 |
| Nutzung in Min. | 85 | 86 | 83 | 30 | 41 | 57 | 89 | 143 | 96 | 77 | 105 | 70 |

¹ Maturität / Seminar / Diplommittelschule / höh. Fach- u. Berufsausbildung / höh. Fachschule / Hochschule / Universität

Ergebnisse Mediapulse Radio Data 2022 / Deutsche Schweiz

PUBLIKUMSANTEILE in % (Mo-So), Radio Total

Universum: 5'151'700 Personen (15+) Stichprobe: 8'270 Personen / 462'188 Messtage

| | Total Personen | Geschlecht | | Alter | | | | | Abgeschlossene Ausbildung | | | |
|-------|-------------------|------------|--------|-------|-------|-------|-------|-----|---------------------------|---------------|-------------|---------------------------|
| | | Männer | Frauen | 15-24 | 25-34 | 35-44 | 45-59 | 60+ | keine | oblig. Schule | Berufslehre | höhere Ausb. ¹ |
| 05:00 | 100 | 56 | 44 | 3 | 11 | 12 | 38 | 37 | 1 | 7 | 56 | 36 |
| 05:15 | 100 | 55 | 45 | 3 | 10 | 11 | 39 | 36 | 1 | 7 | 55 | 37 |
| 05:30 | 100 | 56 | 44 | 4 | 10 | 12 | 39 | 35 | 1 | 7 | 53 | 40 |
| 05:45 | 100 | 57 | 43 | 4 | 10 | 13 | 39 | 34 | 1 | 6 | 50 | 43 |
| 06:00 | 100 | 55 | 45 | 4 | 10 | 13 | 39 | 34 | 1 | 5 | 49 | 45 |
| 06:15 | 100 | 55 | 45 | 4 | 11 | 13 | 40 | 32 | 1 | 5 | 49 | 45 |
| 06:30 | 100 | 54 | 46 | 5 | 11 | 14 | 37 | 33 | 1 | 5 | 49 | 45 |
| 06:45 | 100 | 53 | 47 | 5 | 10 | 14 | 35 | 36 | 1 | 5 | 48 | 46 |
| 07:00 | 100 | 53 | 47 | 5 | 10 | 15 | 32 | 38 | 1 | 5 | 48 | 46 |
| 07:15 | 100 | 51 | 49 | 5 | 10 | 14 | 30 | 41 | 1 | 5 | 49 | 45 |
| 07:30 | 100 | 51 | 49 | 5 | 9 | 13 | 29 | 45 | 1 | 5 | 50 | 44 |
| 07:45 | 100 | 50 | 50 | 4 | 8 | 12 | 27 | 48 | 1 | 5 | 51 | 43 |
| 08:00 | 100 | 50 | 50 | 4 | 8 | 12 | 27 | 50 | 1 | 6 | 51 | 43 |
| 08:15 | 100 | 49 | 51 | 4 | 8 | 12 | 26 | 50 | 1 | 6 | 52 | 41 |
| 08:30 | 100 | 49 | 51 | 4 | 8 | 12 | 26 | 51 | 1 | 6 | 53 | 41 |
| 08:45 | 100 | 49 | 51 | 4 | 8 | 11 | 26 | 51 | 1 | 6 | 53 | 41 |
| 09:00 | 100 | 49 | 51 | 4 | 8 | 12 | 26 | 51 | 1 | 6 | 53 | 41 |
| 09:15 | 100 | 50 | 50 | 4 | 8 | 12 | 26 | 50 | 1 | 6 | 54 | 40 |
| 09:30 | 100 | 50 | 50 | 4 | 8 | 12 | 26 | 49 | 1 | 6 | 53 | 40 |
| 09:45 | 100 | 50 | 50 | 4 | 8 | 12 | 27 | 49 | 1 | 6 | 53 | 40 |
| 10:00 | 100 | 50 | 50 | 4 | 8 | 12 | 27 | 48 | 1 | 6 | 53 | 41 |
| 10:15 | 100 | 50 | 50 | 4 | 8 | 12 | 27 | 48 | 1 | 6 | 53 | 40 |
| 10:30 | 100 | 50 | 50 | 5 | 8 | 12 | 27 | 47 | 1 | 6 | 53 | 40 |
| 10:45 | 100 | 50 | 50 | 5 | 8 | 12 | 27 | 47 | 1 | 6 | 53 | 40 |
| 11:00 | 100 | 50 | 50 | 5 | 9 | 12 | 27 | 47 | 1 | 6 | 53 | 41 |
| 11:15 | 100 | 50 | 50 | 5 | 9 | 12 | 27 | 47 | 1 | 6 | 53 | 41 |
| 11:30 | 100 | 50 | 50 | 5 | 9 | 12 | 28 | 47 | 1 | 6 | 53 | 41 |
| 11:45 | 100 | 51 | 49 | 5 | 9 | 12 | 27 | 47 | 1 | 5 | 52 | 42 |
| 12:00 | 100 | 50 | 50 | 5 | 9 | 12 | 26 | 48 | 1 | 5 | 52 | 42 |
| 12:15 | 100 | 49 | 51 | 4 | 8 | 11 | 25 | 51 | 1 | 5 | 52 | 42 |
| 12:30 | 100 | 49 | 51 | 4 | 8 | 11 | 25 | 51 | 1 | 5 | 52 | 43 |
| 12:45 | 100 | 51 | 49 | 5 | 8 | 12 | 26 | 49 | 1 | 5 | 52 | 43 |
| 13:00 | 100 | 52 | 48 | 5 | 9 | 13 | 27 | 46 | 1 | 5 | 51 | 43 |
| 13:15 | 100 | 52 | 48 | 5 | 9 | 13 | 28 | 45 | 1 | 5 | 51 | 43 |
| 13:30 | 100 | 52 | 48 | 5 | 9 | 13 | 28 | 45 | 1 | 5 | 52 | 42 |
| 13:45 | 100 | 52 | 48 | 5 | 9 | 13 | 28 | 44 | 1 | 5 | 52 | 42 |
| 14:00 | 100 | 52 | 48 | 5 | 9 | 14 | 28 | 44 | 1 | 5 | 52 | 43 |
| 14:15 | 100 | 52 | 48 | 6 | 9 | 14 | 29 | 43 | 1 | 6 | 52 | 42 |
| 14:30 | 100 | 53 | 47 | 6 | 9 | 14 | 29 | 42 | 1 | 6 | 52 | 42 |
| 14:45 | 100 | 53 | 47 | 6 | 9 | 14 | 29 | 42 | 1 | 6 | 51 | 43 |

¹ Maturität / Seminar / Diplommittelschule / höh. Fach- u. Berufsausbildung / höh. Fachschule / Hochschule / Universität

Ergebnisse Mediapulse Radio Data 2022 / Deutsche Schweiz

PUBLIKUMSANTEILE in % (Mo-So), Radio Total

Universum: 5'151'700 Personen (15+) Stichprobe: 8'270 Personen / 462'188 Messtage

| | Total Personen | Geschlecht | | Alter | | | | | Abgeschlossene Ausbildung | | | |
|---------------------------|-------------------|------------|--------|-------|-------|-------|-------|------|---------------------------|---------------|-------------|---------------------------|
| | | Männer | Frauen | 15-24 | 25-34 | 35-44 | 45-59 | 60+ | keine | oblig. Schule | Berufslehre | höhere Ausb. ¹ |
| 15:00 | 100 | 53 | 47 | 6 | 9 | 14 | 29 | 42 | 1 | 6 | 51 | 42 |
| 15:15 | 100 | 53 | 47 | 6 | 9 | 14 | 29 | 41 | 1 | 6 | 52 | 42 |
| 15:30 | 100 | 53 | 47 | 6 | 10 | 14 | 29 | 41 | 1 | 6 | 52 | 42 |
| 15:45 | 100 | 53 | 47 | 6 | 9 | 14 | 29 | 42 | 1 | 6 | 51 | 43 |
| 16:00 | 100 | 53 | 47 | 6 | 9 | 14 | 29 | 41 | 1 | 6 | 51 | 43 |
| 16:15 | 100 | 52 | 48 | 5 | 10 | 14 | 30 | 41 | 1 | 5 | 51 | 43 |
| 16:30 | 100 | 52 | 48 | 5 | 10 | 15 | 30 | 40 | 0 | 5 | 51 | 43 |
| 16:45 | 100 | 53 | 47 | 5 | 10 | 14 | 30 | 41 | 0 | 6 | 50 | 44 |
| 17:00 | 100 | 52 | 48 | 5 | 10 | 14 | 30 | 41 | 0 | 5 | 50 | 44 |
| 17:15 | 100 | 51 | 49 | 5 | 10 | 14 | 30 | 41 | 0 | 5 | 50 | 44 |
| 17:30 | 100 | 51 | 49 | 5 | 10 | 14 | 29 | 42 | 0 | 5 | 49 | 45 |
| 17:45 | 100 | 50 | 50 | 5 | 9 | 14 | 29 | 43 | 0 | 5 | 49 | 46 |
| 18:00 | 100 | 51 | 49 | 5 | 9 | 14 | 29 | 43 | 0 | 5 | 47 | 48 |
| 18:15 | 100 | 51 | 49 | 5 | 9 | 14 | 29 | 42 | 0 | 5 | 46 | 49 |
| 18:30 | 100 | 51 | 49 | 5 | 9 | 13 | 29 | 43 | 0 | 5 | 46 | 48 |
| 18:45 | 100 | 51 | 49 | 5 | 10 | 13 | 29 | 42 | 0 | 5 | 46 | 49 |
| 19:00 | 100 | 51 | 49 | 6 | 10 | 14 | 30 | 41 | 0 | 5 | 45 | 49 |
| 19:15 | 100 | 51 | 49 | 6 | 10 | 14 | 31 | 39 | 1 | 5 | 45 | 50 |
| 19:30 | 100 | 51 | 49 | 6 | 11 | 15 | 31 | 37 | 0 | 5 | 45 | 49 |
| 19:45 | 100 | 51 | 49 | 6 | 11 | 15 | 32 | 35 | 1 | 5 | 45 | 49 |
| 20:00 | 100 | 52 | 48 | 6 | 11 | 14 | 32 | 36 | 1 | 5 | 45 | 49 |
| 20:15 | 100 | 53 | 47 | 6 | 11 | 14 | 32 | 37 | 1 | 5 | 45 | 49 |
| 20:30 | 100 | 53 | 47 | 6 | 11 | 14 | 31 | 38 | 1 | 5 | 45 | 50 |
| 20:45 | 100 | 52 | 48 | 6 | 11 | 14 | 30 | 39 | 1 | 5 | 45 | 49 |
| 21:00 | 100 | 53 | 47 | 6 | 11 | 13 | 30 | 41 | 0 | 5 | 45 | 50 |
| 21:15 | 100 | 52 | 48 | 6 | 10 | 13 | 29 | 42 | 1 | 5 | 45 | 49 |
| 21:30 | 100 | 52 | 48 | 6 | 10 | 13 | 28 | 43 | 0 | 5 | 45 | 49 |
| 21:45 | 100 | 51 | 49 | 6 | 10 | 12 | 28 | 45 | 1 | 5 | 46 | 48 |
| 22:00 | 100 | 51 | 49 | 5 | 9 | 12 | 28 | 45 | 1 | 5 | 46 | 49 |
| 22:15 | 100 | 51 | 49 | 5 | 10 | 12 | 28 | 44 | 0 | 6 | 47 | 47 |
| 22:30 | 100 | 51 | 49 | 5 | 10 | 12 | 27 | 47 | 0 | 5 | 48 | 46 |
| 22:45 | 100 | 52 | 48 | 5 | 9 | 11 | 27 | 48 | 1 | 5 | 48 | 47 |
| 23:00 | 100 | 53 | 47 | 5 | 9 | 11 | 26 | 49 | 0 | 4 | 48 | 47 |
| 23:15 | 100 | 54 | 46 | 5 | 9 | 10 | 27 | 48 | 0 | 4 | 49 | 46 |
| 23:30 | 100 | 54 | 46 | 5 | 9 | 10 | 26 | 50 | 1 | 5 | 49 | 46 |
| 23:45 | 100 | 55 | 45 | 4 | 9 | 10 | 25 | 52 | 1 | 6 | 48 | 46 |
| Tages- publikumsanteil | 100.0 | 50.0 | 50.0 | 8.4 | 13.4 | 16.0 | 27.9 | 34.3 | 0.5 | 5.4 | 44.5 | 49.6 |

¹ Maturität / Seminar / Diplommittelschule / höh. Fach- u. Berufsausbildung / höh. Fachschule / Hochschule / Universität

Ergebnisse Mediapulse Radio Data 2022 / Deutsche Schweiz

TAGESREICHWEITEN in %, Radio Total

Universum: 5'151'700 Personen (15+) Stichprobe: 8'270 Personen / 462'188 Messtage

| | Wochentage | | | | | | | Montag - Freitag | Samstag - Sonntag | Montag - Sonntag |
|----------------------------------|------------|----------|----------|------------|---------|---------|---------|------------------|-------------------|------------------|
| | Montag | Dienstag | Mittwoch | Donnerstag | Freitag | Samstag | Sonntag | | | |
| Total Personen | 76.1 | 76.8 | 76.9 | 76.8 | 78.1 | 75.3 | 68.2 | 77.1 | 71.8 | 75.6 |
| Geschlecht | | | | | | | | | | |
| Männer | 76.6 | 77.7 | 77.7 | 77.6 | 79.0 | 75.4 | 68.5 | 77.9 | 72.0 | 76.2 |
| Frauen | 75.6 | 76.0 | 76.2 | 75.9 | 77.2 | 75.3 | 67.9 | 76.4 | 71.6 | 75.0 |
| Alter | | | | | | | | | | |
| 15-24 | 53.9 | 54.8 | 54.3 | 54.9 | 58.2 | 54.8 | 48.2 | 53.9 | 51.5 | 53.2 |
| 25-34 | 62.0 | 63.6 | 62.8 | 62.8 | 64.6 | 62.0 | 54.8 | 63.3 | 58.5 | 61.9 |
| 35-44 | 73.0 | 73.1 | 74.1 | 73.7 | 75.3 | 72.4 | 62.8 | 74.1 | 67.6 | 72.2 |
| 45-59 | 82.8 | 84.0 | 84.3 | 83.9 | 84.6 | 81.6 | 72.4 | 84.4 | 77.1 | 82.3 |
| 60+ | 88.8 | 88.9 | 89.2 | 88.9 | 89.5 | 87.2 | 83.2 | 89.6 | 85.2 | 88.3 |
| Abgeschlossene Ausbildung | | | | | | | | | | |
| keine/andere | 77.7 | 81.3 | 76.4 | 79.3 | 78.8 | 82.8 | 67.4 | 77.6 | 75.3 | 77.0 |
| oblig. Schule | 68.2 | 68.6 | 67.9 | 69.5 | 71.3 | 66.5 | 59.8 | 69.0 | 63.2 | 67.3 |
| Berufslehre | 82.0 | 82.9 | 82.6 | 82.1 | 83.6 | 79.6 | 72.2 | 83.0 | 75.9 | 81.0 |
| höhere Ausb. ¹ | 72.1 | 72.8 | 73.3 | 73.2 | 74.3 | 72.8 | 66.1 | 73.3 | 69.5 | 72.2 |

¹ 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 Mediapulse Radio Data 2022 / Deutsche Schweiz

NUTZUNG in Minuten, Radio Total

Universum: 5'151'700 Personen (15+) Stichprobe: 8'270 Personen / 462'188 Messtage

| | Wochentage | | | | | | | Montag - Freitag | Samstag - Sonntag | Montag - Sonntag |
|----------------------------------|------------|----------|----------|------------|---------|---------|---------|------------------|-------------------|------------------|
| | Montag | Dienstag | Mittwoch | Donnerstag | Freitag | Samstag | Sonntag | | | |
| Total Personen | 89.3 | 89.9 | 90.5 | 88.7 | 90.4 | 75.6 | 66.8 | 90.3 | 71.2 | 84.8 |
| Geschlecht | | | | | | | | | | |
| Männer | 92.5 | 94.9 | 94.9 | 92.9 | 93.9 | 73.0 | 63.2 | 93.7 | 68.2 | 86.4 |
| Frauen | 86.2 | 85.0 | 86.1 | 84.6 | 86.9 | 78.1 | 70.3 | 86.8 | 74.2 | 83.2 |
| Alter | | | | | | | | | | |
| 15-24 | 32.2 | 34.1 | 34.5 | 31.3 | 34.4 | 25.9 | 20.3 | 33.1 | 23.2 | 30.2 |
| 25-34 | 45.3 | 45.4 | 45.9 | 45.2 | 45.2 | 32.2 | 28.9 | 45.2 | 30.6 | 41.0 |
| 35-44 | 63.1 | 61.8 | 63.1 | 62.0 | 63.7 | 46.0 | 37.8 | 62.9 | 41.9 | 56.9 |
| 45-59 | 95.1 | 98.4 | 99.2 | 96.6 | 96.9 | 78.9 | 66.1 | 96.3 | 72.5 | 89.5 |
| 60+ | 146.8 | 146.0 | 146.0 | 144.4 | 147.6 | 133.9 | 123.8 | 148.8 | 128.9 | 143.1 |
| Abgeschlossene Ausbildung | | | | | | | | | | |
| keine/andere | 84.8 | 88.6 | 105.9 | 94.7 | 91.2 | 102.6 | 61.5 | 100.7 | 82.7 | 95.8 |
| oblig. Schule | 81.6 | 81.4 | 83.8 | 81.9 | 84.9 | 67.6 | 57.3 | 82.8 | 62.5 | 77.0 |
| Berufslehre | 109.7 | 111.3 | 110.7 | 108.8 | 110.2 | 92.2 | 81.7 | 111.7 | 87.0 | 104.6 |
| höhere Ausb. ¹ | 73.6 | 73.4 | 74.4 | 72.8 | 74.6 | 63.0 | 56.2 | 73.8 | 59.6 | 69.7 |

¹ Maturität / Seminar / Diplommittelschule / höh. Fach- u. Berufsausbildung / höh. Fachschule / Hochschule / Universität

Ergebnisse Mediapulse Radio Data 2022 / Deutsche Schweiz

VIERTELSTUNDEN-REICHWEITEN in % (Mo-So)

Universum: 5'151'700 Personen (15+) Stichprobe: 8'270 Personen / 462'188 Messtage

| | Radio | SRG SSR | | | | | | | | | Private CH | Ausland | | | |
|-------|-------|---------|-------|--------|-------|-------|------------|-----------|----------|-----------|------------|-------------|-----|-----|------------|
| | Total | SRF | SRF 1 | SRF MW | SRF 2 | SRF 3 | SRF 4 News | SRF Virus | and. SRG | SRG Total | Total | Total Ausl. | ARD | ORF | Private dt |
| 05:00 | 1.8 | 0.9 | 0.5 | 0.1 | 0.0 | 0.2 | 0.0 | 0.0 | 0.1 | 0.9 | 0.8 | 0.1 | 0.1 | 0.0 | 0.0 |
| 05:15 | 2.4 | 1.2 | 0.7 | 0.1 | 0.0 | 0.3 | 0.0 | 0.0 | 0.1 | 1.3 | 1.1 | 0.1 | 0.1 | 0.0 | 0.0 |
| 05:30 | 3.3 | 1.6 | 0.9 | 0.1 | 0.1 | 0.5 | 0.0 | 0.0 | 0.1 | 1.7 | 1.6 | 0.1 | 0.1 | 0.0 | 0.0 |
| 05:45 | 4.6 | 2.3 | 1.3 | 0.2 | 0.1 | 0.7 | 0.1 | 0.0 | 0.1 | 2.4 | 2.1 | 0.2 | 0.1 | 0.0 | 0.0 |
| 06:00 | 6.3 | 3.2 | 1.7 | 0.2 | 0.1 | 1.0 | 0.1 | 0.0 | 0.2 | 3.4 | 2.8 | 0.2 | 0.2 | 0.0 | 0.1 |
| 06:15 | 8.1 | 4.1 | 2.1 | 0.3 | 0.2 | 1.4 | 0.1 | 0.0 | 0.3 | 4.4 | 3.6 | 0.3 | 0.2 | 0.0 | 0.1 |
| 06:30 | 10.2 | 5.4 | 2.7 | 0.3 | 0.3 | 1.8 | 0.2 | 0.0 | 0.4 | 5.7 | 4.4 | 0.3 | 0.2 | 0.0 | 0.1 |
| 06:45 | 12.4 | 6.8 | 3.5 | 0.4 | 0.3 | 2.3 | 0.3 | 0.0 | 0.4 | 7.2 | 5.1 | 0.4 | 0.2 | 0.0 | 0.1 |
| 07:00 | 14.2 | 8.0 | 4.2 | 0.6 | 0.4 | 2.6 | 0.4 | 0.0 | 0.6 | 8.5 | 5.6 | 0.4 | 0.2 | 0.0 | 0.1 |
| 07:15 | 15.5 | 8.8 | 4.6 | 0.6 | 0.4 | 2.8 | 0.5 | 0.0 | 0.7 | 9.5 | 5.9 | 0.5 | 0.3 | 0.0 | 0.1 |
| 07:30 | 16.8 | 9.9 | 5.3 | 0.8 | 0.6 | 3.0 | 0.4 | 0.0 | 0.7 | 10.5 | 6.1 | 0.5 | 0.3 | 0.0 | 0.1 |
| 07:45 | 18.3 | 11.0 | 6.0 | 1.0 | 0.5 | 3.2 | 0.5 | 0.0 | 0.8 | 11.7 | 6.4 | 0.6 | 0.3 | 0.0 | 0.2 |
| 08:00 | 19.0 | 11.3 | 6.1 | 1.3 | 0.5 | 3.1 | 0.4 | 0.0 | 0.9 | 12.1 | 6.6 | 0.6 | 0.3 | 0.1 | 0.2 |
| 08:15 | 18.9 | 10.9 | 5.9 | 1.4 | 0.5 | 2.9 | 0.4 | 0.0 | 1.0 | 11.8 | 6.8 | 0.6 | 0.4 | 0.1 | 0.2 |
| 08:30 | 18.8 | 10.5 | 5.5 | 1.5 | 0.6 | 2.9 | 0.3 | 0.0 | 1.0 | 11.5 | 7.0 | 0.7 | 0.4 | 0.1 | 0.2 |
| 08:45 | 19.2 | 10.3 | 5.4 | 1.4 | 0.5 | 2.8 | 0.3 | 0.0 | 1.1 | 11.3 | 7.5 | 0.7 | 0.4 | 0.1 | 0.2 |
| 09:00 | 19.1 | 10.2 | 5.3 | 1.4 | 0.6 | 2.9 | 0.2 | 0.0 | 1.2 | 11.2 | 7.5 | 0.7 | 0.4 | 0.1 | 0.2 |
| 09:15 | 18.5 | 9.4 | 4.9 | 1.4 | 0.4 | 2.7 | 0.1 | 0.0 | 1.2 | 10.6 | 7.5 | 0.7 | 0.4 | 0.1 | 0.2 |
| 09:30 | 18.4 | 9.2 | 4.6 | 1.3 | 0.4 | 2.8 | 0.1 | 0.0 | 1.2 | 10.4 | 7.6 | 0.7 | 0.4 | 0.1 | 0.2 |
| 09:45 | 18.5 | 9.2 | 4.6 | 1.3 | 0.4 | 2.8 | 0.1 | 0.0 | 1.3 | 10.4 | 7.7 | 0.7 | 0.4 | 0.1 | 0.2 |
| 10:00 | 18.5 | 9.2 | 4.6 | 1.2 | 0.4 | 2.9 | 0.1 | 0.0 | 1.3 | 10.4 | 7.7 | 0.8 | 0.4 | 0.1 | 0.2 |
| 10:15 | 17.9 | 8.6 | 4.2 | 1.2 | 0.4 | 2.8 | 0.1 | 0.0 | 1.3 | 9.9 | 7.6 | 0.8 | 0.4 | 0.1 | 0.2 |
| 10:30 | 17.8 | 8.5 | 4.1 | 1.2 | 0.3 | 2.8 | 0.1 | 0.0 | 1.3 | 9.7 | 7.6 | 0.7 | 0.4 | 0.1 | 0.2 |
| 10:45 | 18.0 | 8.6 | 4.2 | 1.2 | 0.4 | 2.8 | 0.1 | 0.0 | 1.3 | 9.9 | 7.8 | 0.7 | 0.4 | 0.1 | 0.2 |
| 11:00 | 18.5 | 8.9 | 4.4 | 1.2 | 0.4 | 2.9 | 0.1 | 0.0 | 1.3 | 10.2 | 7.9 | 0.7 | 0.4 | 0.1 | 0.2 |
| 11:15 | 18.5 | 8.9 | 4.4 | 1.2 | 0.4 | 2.8 | 0.1 | 0.0 | 1.3 | 10.1 | 7.9 | 0.7 | 0.4 | 0.1 | 0.2 |
| 11:30 | 18.9 | 9.3 | 4.7 | 1.2 | 0.4 | 2.9 | 0.1 | 0.0 | 1.3 | 10.5 | 8.0 | 0.8 | 0.4 | 0.1 | 0.2 |
| 11:45 | 19.7 | 10.0 | 5.3 | 1.2 | 0.4 | 3.0 | 0.1 | 0.0 | 1.3 | 11.2 | 8.1 | 0.7 | 0.4 | 0.1 | 0.2 |
| 12:00 | 20.5 | 11.1 | 6.2 | 1.3 | 0.4 | 3.2 | 0.2 | 0.0 | 1.3 | 12.3 | 8.0 | 0.7 | 0.4 | 0.1 | 0.2 |
| 12:15 | 19.8 | 11.1 | 6.7 | 1.2 | 0.5 | 2.7 | 0.2 | 0.0 | 1.2 | 12.3 | 7.2 | 0.7 | 0.4 | 0.0 | 0.2 |
| 12:30 | 19.3 | 10.9 | 6.5 | 1.2 | 0.5 | 2.6 | 0.2 | 0.0 | 1.2 | 12.1 | 6.9 | 0.6 | 0.4 | 0.0 | 0.2 |
| 12:45 | 18.6 | 10.1 | 5.7 | 1.1 | 0.5 | 2.7 | 0.2 | 0.0 | 1.2 | 11.2 | 7.2 | 0.6 | 0.4 | 0.0 | 0.2 |
| 13:00 | 18.4 | 9.6 | 5.1 | 1.1 | 0.6 | 2.9 | 0.2 | 0.0 | 1.2 | 10.7 | 7.4 | 0.7 | 0.4 | 0.1 | 0.2 |
| 13:15 | 17.5 | 8.8 | 4.4 | 1.1 | 0.5 | 2.8 | 0.2 | 0.0 | 1.2 | 9.9 | 7.3 | 0.7 | 0.4 | 0.1 | 0.2 |
| 13:30 | 16.9 | 8.2 | 4.0 | 1.0 | 0.5 | 2.7 | 0.1 | 0.0 | 1.2 | 9.4 | 7.2 | 0.6 | 0.4 | 0.0 | 0.2 |
| 13:45 | 16.4 | 7.9 | 3.8 | 1.0 | 0.4 | 2.6 | 0.1 | 0.0 | 1.2 | 9.0 | 7.1 | 0.6 | 0.3 | 0.0 | 0.2 |
| 14:00 | 15.8 | 7.5 | 3.5 | 1.1 | 0.4 | 2.6 | 0.1 | 0.0 | 1.2 | 8.6 | 6.9 | 0.6 | 0.3 | 0.0 | 0.2 |
| 14:15 | 15.1 | 6.8 | 2.9 | 1.0 | 0.3 | 2.5 | 0.1 | 0.0 | 1.1 | 7.9 | 6.9 | 0.6 | 0.3 | 0.1 | 0.2 |
| 14:30 | 14.9 | 6.7 | 2.8 | 1.0 | 0.3 | 2.5 | 0.1 | 0.0 | 1.1 | 7.8 | 6.8 | 0.6 | 0.3 | 0.1 | 0.2 |
| 14:45 | 14.9 | 6.7 | 2.8 | 1.0 | 0.3 | 2.4 | 0.1 | 0.0 | 1.2 | 7.8 | 6.9 | 0.6 | 0.3 | 0.0 | 0.2 |

3.8 Radionutzung nach Sender: Reichweite in %

Ergebnisse Mediapulse Radio Data 2022 / Deutsche Schweiz

VIERTELSTUNDEN-REICHWEITEN in % (Mo-So)

Universum: 5'151'700 Personen (15+) Stichprobe: 8'270 Personen / 462'188 Messtage

| Radio | SRG SSR | | | | | | | | | | Private CH | Ausland | | | |
|-----------------|---------|------|-------|--------|-------|-------|------------|-----------|----------|-----------|------------|-------------|-----|-----|------------|
| | Total | SRF | SRF 1 | SRF MW | SRF 2 | SRF 3 | SRF 4 News | SRF Virus | and. SRG | SRG Total | Total | Total Ausl. | ARD | ORF | Private dt |
| 15:00 | 15.0 | 6.7 | 2.9 | 1.1 | 0.3 | 2.4 | 0.1 | 0.0 | 1.2 | 7.8 | 6.9 | 0.6 | 0.3 | 0.1 | 0.2 |
| 15:15 | 14.7 | 6.4 | 2.6 | 1.0 | 0.3 | 2.4 | 0.1 | 0.0 | 1.2 | 7.5 | 6.9 | 0.6 | 0.3 | 0.1 | 0.2 |
| 15:30 | 14.7 | 6.4 | 2.7 | 1.0 | 0.3 | 2.4 | 0.1 | 0.0 | 1.2 | 7.6 | 6.8 | 0.6 | 0.3 | 0.1 | 0.2 |
| 15:45 | 15.1 | 6.7 | 2.8 | 1.1 | 0.3 | 2.4 | 0.1 | 0.0 | 1.2 | 7.8 | 6.9 | 0.6 | 0.3 | 0.1 | 0.2 |
| 16:00 | 15.5 | 7.0 | 3.0 | 1.2 | 0.3 | 2.5 | 0.1 | 0.0 | 1.2 | 8.1 | 7.1 | 0.6 | 0.3 | 0.1 | 0.2 |
| 16:15 | 15.2 | 6.7 | 2.9 | 1.2 | 0.2 | 2.4 | 0.1 | 0.0 | 1.2 | 7.9 | 7.1 | 0.6 | 0.3 | 0.1 | 0.2 |
| 16:30 | 15.5 | 6.9 | 2.9 | 1.2 | 0.2 | 2.5 | 0.1 | 0.0 | 1.2 | 8.0 | 7.2 | 0.6 | 0.3 | 0.1 | 0.2 |
| 16:45 | 15.8 | 7.2 | 3.2 | 1.2 | 0.3 | 2.6 | 0.1 | 0.0 | 1.2 | 8.3 | 7.2 | 0.6 | 0.3 | 0.1 | 0.2 |
| 17:00 | 16.2 | 7.7 | 3.6 | 1.2 | 0.3 | 2.6 | 0.1 | 0.0 | 1.1 | 8.7 | 7.2 | 0.6 | 0.4 | 0.1 | 0.2 |
| 17:15 | 16.1 | 7.6 | 3.6 | 1.2 | 0.2 | 2.6 | 0.1 | 0.0 | 1.1 | 8.7 | 7.2 | 0.6 | 0.3 | 0.0 | 0.2 |
| 17:30 | 15.9 | 7.9 | 4.0 | 1.2 | 0.2 | 2.5 | 0.1 | 0.0 | 1.1 | 8.9 | 6.9 | 0.6 | 0.3 | 0.0 | 0.2 |
| 17:45 | 15.5 | 7.9 | 4.2 | 1.1 | 0.2 | 2.3 | 0.1 | 0.0 | 1.1 | 8.9 | 6.5 | 0.5 | 0.3 | 0.0 | 0.2 |
| 18:00 | 15.2 | 7.9 | 4.4 | 0.9 | 0.2 | 2.2 | 0.2 | 0.0 | 1.0 | 8.9 | 6.2 | 0.5 | 0.3 | 0.0 | 0.2 |
| 18:15 | 14.2 | 7.2 | 4.0 | 0.8 | 0.2 | 2.0 | 0.2 | 0.0 | 1.0 | 8.1 | 5.8 | 0.5 | 0.3 | 0.0 | 0.2 |
| 18:30 | 13.0 | 6.6 | 3.6 | 0.8 | 0.2 | 1.9 | 0.2 | 0.0 | 0.9 | 7.4 | 5.4 | 0.5 | 0.3 | 0.0 | 0.1 |
| 18:45 | 12.1 | 5.9 | 3.0 | 0.7 | 0.4 | 1.7 | 0.2 | 0.0 | 0.9 | 6.8 | 5.1 | 0.5 | 0.3 | 0.0 | 0.1 |
| 19:00 | 10.9 | 5.1 | 2.4 | 0.7 | 0.5 | 1.5 | 0.2 | 0.0 | 0.9 | 6.0 | 4.7 | 0.4 | 0.2 | 0.0 | 0.1 |
| 19:15 | 9.4 | 4.1 | 1.8 | 0.5 | 0.5 | 1.2 | 0.2 | 0.0 | 0.8 | 4.9 | 4.3 | 0.4 | 0.2 | 0.0 | 0.1 |
| 19:30 | 8.1 | 3.4 | 1.4 | 0.4 | 0.4 | 1.0 | 0.1 | 0.0 | 0.7 | 4.1 | 3.8 | 0.4 | 0.2 | 0.0 | 0.1 |
| 19:45 | 7.2 | 2.9 | 1.3 | 0.3 | 0.3 | 0.9 | 0.1 | 0.0 | 0.7 | 3.5 | 3.5 | 0.3 | 0.2 | 0.0 | 0.1 |
| 20:00 | 6.7 | 2.6 | 1.2 | 0.4 | 0.2 | 0.8 | 0.1 | 0.0 | 0.7 | 3.3 | 3.3 | 0.3 | 0.2 | 0.0 | 0.1 |
| 20:15 | 5.9 | 2.2 | 1.0 | 0.3 | 0.2 | 0.6 | 0.1 | 0.0 | 0.6 | 2.8 | 2.9 | 0.3 | 0.1 | 0.0 | 0.1 |
| 20:30 | 5.3 | 2.0 | 0.9 | 0.3 | 0.1 | 0.6 | 0.1 | 0.0 | 0.6 | 2.5 | 2.6 | 0.3 | 0.1 | 0.0 | 0.1 |
| 20:45 | 4.9 | 1.9 | 0.9 | 0.3 | 0.1 | 0.5 | 0.0 | 0.0 | 0.5 | 2.4 | 2.4 | 0.3 | 0.1 | 0.0 | 0.1 |
| 21:00 | 4.8 | 1.9 | 0.9 | 0.3 | 0.1 | 0.5 | 0.1 | 0.0 | 0.5 | 2.4 | 2.3 | 0.2 | 0.1 | 0.0 | 0.1 |
| 21:15 | 4.4 | 1.7 | 0.9 | 0.3 | 0.1 | 0.4 | 0.0 | 0.0 | 0.5 | 2.2 | 2.1 | 0.2 | 0.1 | 0.0 | 0.1 |
| 21:30 | 4.3 | 1.7 | 0.9 | 0.3 | 0.1 | 0.4 | 0.0 | 0.0 | 0.5 | 2.2 | 2.0 | 0.2 | 0.1 | 0.0 | 0.1 |
| 21:45 | 4.4 | 2.0 | 1.1 | 0.3 | 0.2 | 0.4 | 0.1 | 0.0 | 0.4 | 2.3 | 1.9 | 0.2 | 0.1 | 0.0 | 0.1 |
| 22:00 | 4.3 | 2.0 | 1.2 | 0.3 | 0.2 | 0.4 | 0.1 | 0.0 | 0.3 | 2.4 | 1.8 | 0.2 | 0.1 | 0.0 | 0.1 |
| 22:15 | 3.9 | 1.8 | 1.0 | 0.2 | 0.2 | 0.4 | 0.0 | 0.0 | 0.3 | 2.1 | 1.7 | 0.2 | 0.1 | 0.0 | 0.0 |
| 22:30 | 3.6 | 1.7 | 1.0 | 0.2 | 0.2 | 0.3 | 0.1 | 0.0 | 0.3 | 2.0 | 1.5 | 0.2 | 0.1 | 0.0 | 0.0 |
| 22:45 | 3.3 | 1.6 | 1.0 | 0.2 | 0.1 | 0.3 | 0.1 | 0.0 | 0.3 | 1.9 | 1.3 | 0.2 | 0.1 | 0.0 | 0.0 |
| 23:00 | 3.1 | 1.6 | 1.0 | 0.2 | 0.1 | 0.3 | 0.0 | 0.0 | 0.2 | 1.8 | 1.2 | 0.2 | 0.1 | 0.0 | 0.0 |
| 23:15 | 2.6 | 1.3 | 0.8 | 0.1 | 0.1 | 0.2 | 0.0 | 0.0 | 0.2 | 1.5 | 1.0 | 0.1 | 0.1 | 0.0 | 0.0 |
| 23:30 | 2.3 | 1.2 | 0.7 | 0.1 | 0.1 | 0.2 | 0.0 | 0.0 | 0.2 | 1.3 | 0.9 | 0.1 | 0.1 | 0.0 | 0.0 |
| 23:45 | 2.0 | 1.1 | 0.7 | 0.1 | 0.1 | 0.1 | 0.0 | 0.0 | 0.1 | 1.2 | 0.8 | 0.1 | 0.1 | 0.0 | 0.0 |
| Tagesreichweite | 75.6 | 43.4 | 22.8 | 5.5 | 3.2 | 18.6 | 2.6 | 0.5 | 12.2 | 49.3 | 45.8 | 7.4 | 3.0 | 0.7 | 2.7 |
| Nutzung in Min. | 84.8 | 44.4 | 23.4 | 6.1 | 2.3 | 11.6 | 0.9 | 0.1 | 5.2 | 49.6 | 32.3 | 2.9 | 1.9 | 0.2 | 0.7 |

3.8 Radionutzung nach Sender: Reichweite in %

Ergebnisse Mediapulse Radio Data 2022 / Deutsche Schweiz

VIERTELSTUNDEN-REICHWEITEN in Tausend (Mo-So)

Universum: 5'151'700 Personen (15+) Stichprobe: 8'270 Personen / 462'188 Messtage

| | Radio | SRG SSR | | | | | | | | | Private CH | Ausland | | | |
|-------|---------|---------|-------|--------|-------|-------|------------|-----------|----------|-----------|------------|-------------|------|-----|------------|
| | Total | SRF | SRF 1 | SRF MW | SRF 2 | SRF 3 | SRF 4 News | SRF Virus | and. SRG | SRG Total | Total | Total Ausl. | ARD | ORF | Private dt |
| 05:00 | 91.9 | 46.3 | 26.5 | 4.2 | 1.7 | 12.8 | 1.6 | 0.1 | 2.8 | 48.9 | 40.8 | 4.2 | 2.8 | 0.2 | 0.6 |
| 05:15 | 124.7 | 60.9 | 34.5 | 5.3 | 2.2 | 18.0 | 1.7 | 0.1 | 3.6 | 64.4 | 58.1 | 4.9 | 3.5 | 0.3 | 0.7 |
| 05:30 | 168.7 | 81.6 | 45.4 | 6.9 | 3.5 | 25.1 | 2.2 | 0.1 | 4.4 | 85.7 | 81.0 | 5.6 | 3.8 | 0.5 | 0.9 |
| 05:45 | 238.4 | 118.0 | 66.5 | 9.0 | 4.9 | 35.8 | 3.3 | 0.2 | 6.3 | 124.0 | 110.3 | 8.6 | 6.0 | 0.4 | 1.7 |
| 06:00 | 322.3 | 164.7 | 88.8 | 12.5 | 7.6 | 53.5 | 4.6 | 0.2 | 10.0 | 173.7 | 142.7 | 12.8 | 7.9 | 0.4 | 3.9 |
| 06:15 | 415.3 | 211.4 | 108.2 | 14.2 | 10.8 | 74.1 | 6.7 | 0.2 | 13.4 | 224.2 | 185.2 | 13.8 | 8.7 | 0.5 | 4.1 |
| 06:30 | 523.7 | 275.9 | 140.0 | 17.8 | 15.3 | 94.9 | 12.3 | 0.2 | 18.6 | 293.3 | 227.7 | 14.8 | 8.6 | 0.6 | 4.8 |
| 06:45 | 638.7 | 348.8 | 179.4 | 21.6 | 16.8 | 117.2 | 18.0 | 0.4 | 22.9 | 369.8 | 265.0 | 18.4 | 10.8 | 1.0 | 5.8 |
| 07:00 | 734.0 | 412.8 | 215.6 | 28.4 | 19.0 | 136.2 | 20.0 | 0.6 | 29.9 | 440.1 | 289.1 | 21.1 | 12.0 | 1.6 | 6.3 |
| 07:15 | 800.4 | 455.3 | 236.8 | 33.5 | 23.1 | 145.5 | 23.5 | 0.8 | 34.4 | 487.8 | 304.6 | 24.6 | 13.4 | 2.0 | 7.7 |
| 07:30 | 864.7 | 508.5 | 273.2 | 39.9 | 28.4 | 153.7 | 23.1 | 1.2 | 37.2 | 543.4 | 312.6 | 25.8 | 14.3 | 2.2 | 7.7 |
| 07:45 | 943.1 | 564.3 | 307.8 | 51.2 | 27.1 | 165.8 | 24.6 | 1.2 | 41.7 | 603.4 | 330.2 | 28.6 | 16.5 | 2.2 | 8.1 |
| 08:00 | 979.5 | 581.2 | 316.2 | 65.9 | 27.1 | 159.6 | 22.4 | 1.3 | 47.4 | 624.7 | 342.0 | 30.9 | 17.0 | 2.8 | 9.2 |
| 08:15 | 975.1 | 562.3 | 302.0 | 73.3 | 26.6 | 149.5 | 21.3 | 1.3 | 49.6 | 608.9 | 351.1 | 32.1 | 18.6 | 2.9 | 8.6 |
| 08:30 | 970.4 | 542.4 | 280.9 | 75.7 | 28.5 | 147.2 | 17.5 | 1.6 | 52.0 | 590.8 | 362.4 | 33.7 | 19.8 | 3.2 | 9.1 |
| 08:45 | 988.6 | 532.2 | 277.1 | 73.8 | 26.0 | 146.3 | 13.4 | 1.8 | 55.4 | 584.3 | 385.2 | 35.9 | 20.6 | 3.4 | 10.0 |
| 09:00 | 983.6 | 524.9 | 270.8 | 74.6 | 28.6 | 148.1 | 9.2 | 1.6 | 59.6 | 579.5 | 384.7 | 38.0 | 21.9 | 3.2 | 10.8 |
| 09:15 | 953.2 | 486.5 | 250.3 | 70.8 | 22.0 | 140.3 | 7.3 | 1.6 | 62.1 | 545.3 | 384.8 | 37.5 | 21.7 | 2.7 | 10.8 |
| 09:30 | 949.7 | 475.3 | 239.4 | 68.9 | 21.2 | 142.4 | 6.8 | 1.7 | 62.7 | 535.3 | 392.9 | 36.8 | 20.8 | 2.9 | 11.1 |
| 09:45 | 954.2 | 473.4 | 239.5 | 66.2 | 20.6 | 144.8 | 6.5 | 1.7 | 65.5 | 536.0 | 396.4 | 37.9 | 21.6 | 3.2 | 10.9 |
| 10:00 | 950.7 | 471.7 | 236.7 | 64.2 | 20.8 | 147.7 | 6.5 | 2.0 | 67.2 | 534.4 | 397.1 | 39.9 | 22.8 | 3.6 | 11.2 |
| 10:15 | 924.1 | 441.2 | 215.2 | 62.1 | 18.5 | 142.0 | 5.6 | 2.0 | 69.4 | 507.5 | 393.7 | 38.8 | 22.4 | 3.2 | 10.8 |
| 10:30 | 916.4 | 437.7 | 213.1 | 61.7 | 17.6 | 142.3 | 6.1 | 1.6 | 64.8 | 499.6 | 393.5 | 38.2 | 21.6 | 3.1 | 11.0 |
| 10:45 | 929.6 | 445.4 | 218.0 | 62.1 | 18.9 | 143.2 | 7.1 | 1.6 | 66.0 | 508.2 | 399.5 | 38.1 | 21.6 | 3.2 | 10.9 |
| 11:00 | 952.8 | 459.2 | 225.5 | 63.6 | 19.6 | 148.3 | 6.8 | 1.8 | 67.5 | 523.3 | 407.6 | 38.3 | 21.4 | 3.3 | 11.1 |
| 11:15 | 952.0 | 456.9 | 224.7 | 64.1 | 18.9 | 146.1 | 6.2 | 2.0 | 67.6 | 521.9 | 407.2 | 38.3 | 21.0 | 3.0 | 11.9 |
| 11:30 | 973.5 | 477.9 | 241.4 | 64.0 | 19.3 | 150.8 | 6.5 | 1.8 | 68.0 | 542.5 | 409.9 | 38.7 | 21.3 | 3.0 | 11.9 |
| 11:45 | 1'012.9 | 515.1 | 271.5 | 64.4 | 20.2 | 156.6 | 7.3 | 1.7 | 66.3 | 578.3 | 418.5 | 37.5 | 22.1 | 3.3 | 10.1 |
| 12:00 | 1'056.5 | 571.1 | 319.4 | 67.4 | 22.6 | 162.6 | 9.8 | 1.7 | 65.0 | 632.6 | 411.4 | 37.4 | 21.1 | 2.9 | 11.7 |
| 12:15 | 1'022.0 | 574.1 | 344.8 | 63.5 | 24.0 | 138.3 | 10.4 | 1.6 | 63.0 | 633.8 | 371.7 | 33.6 | 19.2 | 2.6 | 9.5 |
| 12:30 | 992.1 | 563.1 | 334.7 | 63.1 | 27.1 | 132.1 | 9.8 | 1.6 | 61.4 | 620.8 | 355.6 | 31.6 | 18.6 | 2.5 | 8.7 |
| 12:45 | 960.7 | 520.0 | 292.8 | 58.4 | 25.8 | 136.6 | 8.5 | 1.5 | 60.1 | 577.0 | 368.7 | 31.4 | 18.2 | 2.6 | 8.6 |
| 13:00 | 947.6 | 492.6 | 263.2 | 56.3 | 28.4 | 148.8 | 8.6 | 1.7 | 61.5 | 550.9 | 381.6 | 34.5 | 19.0 | 3.3 | 9.9 |
| 13:15 | 902.3 | 452.5 | 225.1 | 54.4 | 25.5 | 145.0 | 7.8 | 1.5 | 60.8 | 510.5 | 375.0 | 33.8 | 19.1 | 2.7 | 9.6 |
| 13:30 | 868.1 | 424.7 | 207.2 | 52.7 | 25.2 | 137.6 | 6.2 | 1.7 | 61.1 | 482.5 | 369.6 | 32.3 | 18.2 | 2.4 | 9.5 |
| 13:45 | 844.4 | 405.4 | 196.1 | 51.2 | 22.4 | 133.8 | 5.7 | 1.8 | 60.6 | 463.1 | 365.1 | 31.2 | 17.6 | 2.3 | 8.9 |
| 14:00 | 812.9 | 386.1 | 181.5 | 54.2 | 18.7 | 132.6 | 4.9 | 1.6 | 60.5 | 443.0 | 353.5 | 31.3 | 17.7 | 2.5 | 9.2 |
| 14:15 | 779.2 | 352.5 | 151.6 | 53.7 | 17.5 | 128.9 | 4.3 | 1.6 | 59.2 | 408.8 | 354.2 | 31.1 | 17.3 | 2.7 | 8.9 |
| 14:30 | 765.4 | 343.2 | 144.2 | 53.3 | 16.4 | 127.5 | 4.0 | 1.8 | 59.2 | 400.1 | 349.8 | 30.1 | 16.0 | 2.9 | 9.0 |
| 14:45 | 770.1 | 343.6 | 145.9 | 53.8 | 15.9 | 126.0 | 4.2 | 2.0 | 59.8 | 401.0 | 353.0 | 29.7 | 16.3 | 2.6 | 8.6 |

3.9 Radionutzung nach Sender: Reichweite in Tausend

Ergebnisse Mediapulse Radio Data 2022 / Deutsche Schweiz

VIERTELSTUNDEN-REICHWEITEN in Tausend (Mo-So)

Universum: 5'151'700 Personen (15+) Stichprobe: 8'270 Personen / 462'188 Messtage

| | Radio | SRG SSR | | | | | | | | | Private CH | Ausland | | | |
|-----------------|---------|---------|---------|--------|-------|-------|------------|-----------|----------|-----------|------------|-------------|-------|------|------------|
| | Total | SRF | SRF 1 | SRF MW | SRF 2 | SRF 3 | SRF 4 News | SRF Virus | and. SRG | SRG Total | Total | Total Ausl. | ARD | ORF | Private dt |
| 15:00 | 772.8 | 345.1 | 146.9 | 55.1 | 16.5 | 124.9 | 4.4 | 2.4 | 60.5 | 403.0 | 353.6 | 30.1 | 16.2 | 2.7 | 9.1 |
| 15:15 | 757.2 | 329.3 | 136.1 | 54.0 | 15.0 | 121.6 | 3.6 | 2.2 | 59.6 | 386.2 | 355.4 | 29.4 | 15.8 | 3.0 | 8.7 |
| 15:30 | 757.9 | 331.1 | 137.5 | 54.0 | 14.1 | 122.9 | 3.6 | 2.2 | 61.2 | 389.4 | 352.5 | 30.2 | 16.1 | 3.0 | 9.1 |
| 15:45 | 776.8 | 345.3 | 146.3 | 57.3 | 15.9 | 125.1 | 3.6 | 1.6 | 61.6 | 404.0 | 357.3 | 30.4 | 17.3 | 2.8 | 8.8 |
| 16:00 | 797.1 | 361.6 | 153.4 | 60.5 | 16.1 | 130.9 | 4.3 | 1.6 | 59.8 | 418.0 | 364.3 | 30.9 | 16.7 | 2.6 | 9.4 |
| 16:15 | 784.7 | 346.8 | 146.9 | 60.7 | 12.8 | 124.5 | 3.6 | 2.0 | 61.6 | 405.8 | 363.8 | 31.0 | 16.7 | 3.0 | 8.9 |
| 16:30 | 798.1 | 354.8 | 151.9 | 59.6 | 12.0 | 129.7 | 4.2 | 2.0 | 62.2 | 414.1 | 369.9 | 30.7 | 17.1 | 2.9 | 9.0 |
| 16:45 | 813.2 | 372.3 | 165.3 | 60.5 | 13.1 | 131.4 | 4.9 | 1.7 | 60.7 | 429.6 | 370.2 | 30.4 | 17.1 | 2.8 | 8.6 |
| 17:00 | 832.2 | 395.6 | 182.9 | 60.8 | 14.0 | 136.0 | 6.8 | 1.6 | 57.0 | 449.0 | 369.3 | 32.6 | 18.1 | 2.7 | 10.0 |
| 17:15 | 827.7 | 393.6 | 186.1 | 61.5 | 12.5 | 132.2 | 6.0 | 1.5 | 56.6 | 447.3 | 368.6 | 30.9 | 17.2 | 2.3 | 9.2 |
| 17:30 | 820.7 | 405.0 | 204.5 | 60.6 | 12.2 | 126.5 | 6.7 | 1.3 | 55.1 | 457.0 | 353.3 | 29.1 | 16.2 | 2.1 | 8.9 |
| 17:45 | 799.4 | 406.2 | 217.5 | 54.6 | 12.1 | 120.0 | 7.1 | 1.4 | 55.1 | 457.2 | 332.7 | 27.7 | 16.0 | 1.7 | 8.4 |
| 18:00 | 783.7 | 405.7 | 226.8 | 48.0 | 11.7 | 114.9 | 9.9 | 1.2 | 52.9 | 456.0 | 316.9 | 27.6 | 15.6 | 1.7 | 8.4 |
| 18:15 | 730.0 | 369.7 | 207.2 | 42.4 | 10.1 | 103.1 | 9.7 | 1.0 | 50.9 | 418.3 | 298.3 | 27.2 | 15.3 | 1.8 | 7.8 |
| 18:30 | 671.7 | 338.4 | 183.6 | 40.9 | 12.8 | 97.2 | 8.6 | 1.0 | 47.7 | 382.8 | 276.5 | 26.0 | 14.8 | 1.5 | 7.6 |
| 18:45 | 624.3 | 301.9 | 155.0 | 38.5 | 20.4 | 85.4 | 8.1 | 0.9 | 48.4 | 348.0 | 263.5 | 24.2 | 13.7 | 1.5 | 6.8 |
| 19:00 | 560.4 | 264.2 | 123.7 | 35.3 | 26.5 | 76.3 | 8.6 | 1.0 | 47.1 | 308.7 | 241.4 | 21.6 | 12.0 | 1.3 | 6.6 |
| 19:15 | 485.4 | 212.0 | 91.4 | 26.9 | 24.1 | 63.3 | 8.0 | 1.1 | 42.4 | 252.4 | 222.4 | 20.1 | 10.9 | 1.2 | 6.0 |
| 19:30 | 416.7 | 173.0 | 74.6 | 19.9 | 18.9 | 54.1 | 7.1 | 1.0 | 37.8 | 209.6 | 195.2 | 18.9 | 10.3 | 1.1 | 6.0 |
| 19:45 | 373.0 | 146.9 | 65.9 | 16.1 | 13.0 | 47.7 | 6.0 | 0.9 | 35.5 | 181.4 | 181.1 | 17.4 | 9.7 | 1.0 | 5.0 |
| 20:00 | 345.2 | 135.9 | 62.2 | 18.1 | 10.2 | 42.6 | 5.5 | 0.7 | 34.9 | 169.2 | 168.0 | 16.5 | 8.4 | 0.9 | 5.6 |
| 20:15 | 301.9 | 110.8 | 49.9 | 16.2 | 7.8 | 33.4 | 4.2 | 0.7 | 32.5 | 142.6 | 149.5 | 14.8 | 7.5 | 0.9 | 4.8 |
| 20:30 | 274.7 | 100.9 | 45.1 | 15.5 | 7.5 | 30.2 | 3.3 | 0.7 | 30.2 | 130.1 | 135.7 | 14.0 | 6.9 | 0.9 | 4.4 |
| 20:45 | 254.7 | 95.7 | 45.9 | 15.0 | 7.2 | 25.4 | 2.5 | 0.6 | 27.2 | 122.1 | 122.9 | 13.1 | 6.5 | 1.0 | 4.0 |
| 21:00 | 247.7 | 96.8 | 48.8 | 15.6 | 6.7 | 23.6 | 2.6 | 0.8 | 27.3 | 123.2 | 116.6 | 12.9 | 6.8 | 0.9 | 3.9 |
| 21:15 | 227.5 | 90.1 | 45.2 | 14.8 | 6.4 | 21.8 | 2.2 | 0.7 | 24.4 | 113.9 | 106.0 | 11.7 | 6.2 | 0.7 | 3.5 |
| 21:30 | 219.2 | 88.3 | 45.5 | 14.5 | 6.2 | 20.3 | 2.1 | 0.7 | 23.5 | 111.2 | 101.4 | 11.1 | 6.0 | 0.7 | 3.2 |
| 21:45 | 226.1 | 100.5 | 54.2 | 15.1 | 8.0 | 21.2 | 2.6 | 0.6 | 21.0 | 120.5 | 98.5 | 11.3 | 6.1 | 0.6 | 3.1 |
| 22:00 | 220.7 | 105.2 | 59.4 | 13.3 | 9.4 | 21.9 | 3.0 | 0.5 | 17.4 | 121.7 | 92.1 | 11.0 | 6.1 | 0.5 | 3.0 |
| 22:15 | 199.7 | 91.5 | 51.5 | 11.5 | 7.7 | 19.0 | 2.3 | 0.5 | 16.1 | 107.2 | 87.0 | 8.9 | 5.2 | 0.5 | 2.3 |
| 22:30 | 184.7 | 88.8 | 52.0 | 10.4 | 7.9 | 16.1 | 2.7 | 0.4 | 15.1 | 103.3 | 76.4 | 8.3 | 4.4 | 0.7 | 2.3 |
| 22:45 | 171.9 | 84.8 | 52.2 | 9.2 | 7.4 | 14.1 | 2.7 | 0.3 | 13.3 | 97.7 | 68.8 | 8.4 | 4.5 | 0.6 | 2.3 |
| 23:00 | 157.6 | 80.9 | 51.2 | 8.4 | 6.5 | 13.5 | 2.3 | 0.2 | 11.6 | 92.2 | 60.9 | 7.9 | 4.4 | 0.6 | 2.2 |
| 23:15 | 134.6 | 67.3 | 42.6 | 7.4 | 5.2 | 10.9 | 1.7 | 0.2 | 10.4 | 77.3 | 52.8 | 6.9 | 3.7 | 0.6 | 1.4 |
| 23:30 | 117.6 | 59.7 | 38.2 | 6.3 | 4.7 | 9.2 | 1.7 | 0.1 | 9.0 | 68.5 | 44.7 | 6.0 | 3.4 | 0.4 | 1.2 |
| 23:45 | 105.4 | 55.2 | 37.1 | 5.4 | 4.5 | 7.3 | 1.4 | 0.1 | 7.3 | 62.4 | 39.1 | 5.6 | 3.4 | 0.3 | 1.0 |
| Tagesreichweite | 3'894.0 | 2'235.0 | 1'177.1 | 285.1 | 162.7 | 957.5 | 134.0 | 25.2 | 630.9 | 2'539.0 | 2'358.8 | 379.7 | 154.4 | 35.9 | 140.3 |
| Nutzung in Min. | 84.8 | 44.4 | 23.4 | 6.1 | 2.3 | 11.6 | 0.9 | 0.1 | 5.2 | 49.6 | 32.3 | 2.9 | 1.9 | 0.2 | 0.7 |

3.9 Radionutzung nach Sender: Reichweite in Tausend

Ergebnisse Mediapulse Radio Data 2022 / Deutsche Schweiz

VIERTELSTUNDEN-MARKTANTEILE in % (Mo-So)

Universum: 5'151'700 Personen (15+) Stichprobe: 8'270 Personen / 462'188 Messtage

| | Radio | SRG SSR | | | | | | | | | Private CH | Ausland | | | |
|-------|-------|---------|-------|--------|-------|-------|------------|-----------|----------|-----------|------------|-------------|-----|-----|------------|
| | Total | SRF | SRF 1 | SRF MW | SRF 2 | SRF 3 | SRF 4 News | SRF Virus | and. SRG | SRG Total | Total | Total Ausl. | ARD | ORF | Private dt |
| 05:00 | 100.0 | 52.4 | 30.7 | 5.1 | 1.7 | 12.6 | 2.3 | 0.0 | 3.5 | 55.9 | 40.1 | 4.0 | 3.2 | 0.1 | 0.4 |
| 05:15 | 100.0 | 51.0 | 28.8 | 5.5 | 1.6 | 13.2 | 1.8 | 0.0 | 2.7 | 53.7 | 42.1 | 4.2 | 3.5 | 0.1 | 0.4 |
| 05:30 | 100.0 | 49.6 | 28.6 | 4.8 | 1.8 | 13.0 | 1.3 | 0.0 | 2.5 | 52.1 | 44.5 | 3.3 | 2.7 | 0.1 | 0.4 |
| 05:45 | 100.0 | 50.5 | 29.6 | 4.1 | 1.8 | 13.7 | 1.4 | 0.0 | 2.7 | 53.2 | 43.6 | 3.2 | 2.6 | 0.1 | 0.4 |
| 06:00 | 100.0 | 52.3 | 29.2 | 3.6 | 2.4 | 15.6 | 1.5 | 0.0 | 2.8 | 55.1 | 41.4 | 3.5 | 2.5 | 0.1 | 0.9 |
| 06:15 | 100.0 | 52.2 | 27.9 | 3.7 | 2.5 | 16.6 | 1.5 | 0.0 | 2.6 | 54.8 | 42.0 | 3.2 | 2.2 | 0.1 | 0.8 |
| 06:30 | 100.0 | 53.4 | 27.8 | 3.5 | 3.1 | 17.1 | 1.9 | 0.0 | 3.0 | 56.4 | 41.1 | 2.4 | 1.5 | 0.1 | 0.8 |
| 06:45 | 100.0 | 55.5 | 29.3 | 3.6 | 3.0 | 17.3 | 2.3 | 0.0 | 3.2 | 58.7 | 38.8 | 2.4 | 1.6 | 0.1 | 0.6 |
| 07:00 | 100.0 | 58.7 | 32.3 | 3.9 | 2.6 | 17.3 | 2.6 | 0.1 | 3.7 | 62.4 | 35.2 | 2.4 | 1.5 | 0.1 | 0.6 |
| 07:15 | 100.0 | 58.7 | 31.9 | 4.5 | 3.0 | 16.8 | 2.4 | 0.1 | 4.0 | 62.7 | 34.7 | 2.6 | 1.5 | 0.2 | 0.7 |
| 07:30 | 100.0 | 61.7 | 34.7 | 5.0 | 3.5 | 16.2 | 2.3 | 0.1 | 3.9 | 65.5 | 31.9 | 2.5 | 1.5 | 0.2 | 0.7 |
| 07:45 | 100.0 | 62.3 | 34.8 | 5.8 | 3.1 | 16.3 | 2.2 | 0.1 | 3.9 | 66.2 | 31.1 | 2.7 | 1.7 | 0.2 | 0.7 |
| 08:00 | 100.0 | 62.8 | 35.7 | 7.2 | 3.0 | 14.6 | 2.1 | 0.1 | 4.0 | 66.8 | 30.4 | 2.8 | 1.6 | 0.3 | 0.8 |
| 08:15 | 100.0 | 60.8 | 33.9 | 8.7 | 2.9 | 13.5 | 1.7 | 0.1 | 4.3 | 65.1 | 31.8 | 3.0 | 1.8 | 0.3 | 0.8 |
| 08:30 | 100.0 | 58.3 | 31.2 | 8.9 | 3.1 | 13.7 | 1.4 | 0.1 | 4.7 | 63.0 | 33.8 | 3.2 | 2.0 | 0.3 | 0.8 |
| 08:45 | 100.0 | 56.3 | 30.2 | 8.6 | 2.8 | 13.4 | 1.1 | 0.1 | 4.9 | 61.2 | 35.4 | 3.4 | 2.1 | 0.3 | 0.8 |
| 09:00 | 100.0 | 56.2 | 30.2 | 8.6 | 2.9 | 13.5 | 0.8 | 0.1 | 5.2 | 61.4 | 35.2 | 3.4 | 2.1 | 0.3 | 0.9 |
| 09:15 | 100.0 | 53.8 | 28.5 | 8.5 | 2.7 | 13.1 | 0.8 | 0.2 | 5.7 | 59.5 | 36.8 | 3.6 | 2.3 | 0.2 | 0.9 |
| 09:30 | 100.0 | 52.6 | 27.4 | 8.3 | 2.5 | 13.6 | 0.7 | 0.1 | 6.0 | 58.6 | 37.8 | 3.6 | 2.3 | 0.2 | 0.9 |
| 09:45 | 100.0 | 51.9 | 26.8 | 8.0 | 2.3 | 14.0 | 0.7 | 0.1 | 6.1 | 58.0 | 38.2 | 3.8 | 2.4 | 0.3 | 1.0 |
| 10:00 | 100.0 | 51.7 | 26.5 | 7.5 | 2.4 | 14.4 | 0.7 | 0.2 | 6.3 | 58.0 | 38.3 | 3.7 | 2.4 | 0.3 | 0.9 |
| 10:15 | 100.0 | 50.2 | 25.5 | 7.6 | 2.2 | 14.1 | 0.6 | 0.2 | 6.7 | 56.9 | 39.1 | 4.0 | 2.6 | 0.3 | 1.0 |
| 10:30 | 100.0 | 50.1 | 25.4 | 7.5 | 2.2 | 14.2 | 0.7 | 0.1 | 6.3 | 56.4 | 39.6 | 4.0 | 2.5 | 0.3 | 1.0 |
| 10:45 | 100.0 | 49.6 | 24.9 | 7.5 | 2.2 | 14.1 | 0.7 | 0.1 | 6.4 | 56.0 | 40.0 | 4.0 | 2.5 | 0.3 | 0.9 |
| 11:00 | 100.0 | 50.3 | 25.0 | 7.6 | 2.3 | 14.6 | 0.7 | 0.2 | 6.3 | 56.6 | 39.6 | 3.8 | 2.4 | 0.3 | 0.9 |
| 11:15 | 100.0 | 50.1 | 25.0 | 7.6 | 2.2 | 14.5 | 0.6 | 0.2 | 6.5 | 56.5 | 39.6 | 3.9 | 2.4 | 0.3 | 1.0 |
| 11:30 | 100.0 | 51.2 | 26.6 | 7.3 | 2.2 | 14.3 | 0.6 | 0.2 | 6.3 | 57.5 | 38.8 | 3.7 | 2.3 | 0.3 | 1.0 |
| 11:45 | 100.0 | 53.3 | 29.2 | 7.2 | 2.1 | 13.9 | 0.7 | 0.1 | 5.9 | 59.2 | 37.3 | 3.6 | 2.3 | 0.3 | 0.9 |
| 12:00 | 100.0 | 58.1 | 34.1 | 7.1 | 2.1 | 13.8 | 0.9 | 0.1 | 5.2 | 63.4 | 33.6 | 3.0 | 1.9 | 0.2 | 0.8 |
| 12:15 | 100.0 | 60.0 | 37.7 | 6.8 | 2.3 | 12.2 | 0.8 | 0.1 | 5.2 | 65.1 | 32.0 | 2.9 | 1.9 | 0.2 | 0.7 |
| 12:30 | 100.0 | 61.7 | 38.6 | 7.1 | 3.2 | 11.6 | 1.1 | 0.1 | 5.2 | 66.9 | 30.5 | 2.6 | 1.7 | 0.2 | 0.6 |
| 12:45 | 100.0 | 58.7 | 34.8 | 7.0 | 3.3 | 12.5 | 1.0 | 0.1 | 5.4 | 64.1 | 33.0 | 2.9 | 1.9 | 0.2 | 0.7 |
| 13:00 | 100.0 | 56.2 | 31.3 | 6.8 | 3.2 | 13.8 | 1.0 | 0.1 | 5.8 | 61.9 | 34.8 | 3.2 | 2.1 | 0.3 | 0.7 |
| 13:15 | 100.0 | 54.0 | 28.4 | 7.0 | 3.3 | 14.2 | 0.9 | 0.1 | 6.0 | 60.0 | 36.6 | 3.4 | 2.1 | 0.2 | 0.8 |
| 13:30 | 100.0 | 52.3 | 26.5 | 7.0 | 3.5 | 14.3 | 0.7 | 0.2 | 6.4 | 58.7 | 38.0 | 3.4 | 2.1 | 0.3 | 0.8 |
| 13:45 | 100.0 | 50.8 | 25.3 | 7.1 | 3.0 | 14.7 | 0.6 | 0.2 | 6.5 | 57.3 | 39.3 | 3.4 | 2.2 | 0.2 | 0.9 |
| 14:00 | 100.0 | 50.2 | 24.0 | 7.6 | 2.5 | 15.4 | 0.6 | 0.1 | 6.6 | 56.8 | 39.8 | 3.4 | 2.2 | 0.2 | 0.8 |
| 14:15 | 100.0 | 47.5 | 21.0 | 7.9 | 2.6 | 15.4 | 0.5 | 0.1 | 6.9 | 54.4 | 42.0 | 3.6 | 2.2 | 0.3 | 0.9 |
| 14:30 | 100.0 | 47.0 | 20.1 | 8.2 | 2.5 | 15.5 | 0.5 | 0.2 | 7.2 | 54.1 | 42.3 | 3.5 | 2.1 | 0.3 | 0.9 |
| 14:45 | 100.0 | 46.5 | 19.9 | 8.1 | 2.4 | 15.4 | 0.5 | 0.2 | 7.2 | 53.7 | 42.6 | 3.6 | 2.2 | 0.3 | 0.9 |

3.10 Radionutzung nach Sender: Marktanteile in %

Ergebnisse Mediapulse Radio Data 2022 / Deutsche Schweiz

VIERTELSTUNDEN-MARKTANTEILE in % (Mo-So)

Universum: 5'151'700 Personen (15+) Stichprobe: 8'270 Personen / 462'188 Messtage

| | Radio Total | SRG SSR | | | | | | | | | Private CH Total | Ausland | | | |
|-----------------------|----------------|---------|-------|--------|-------|-------|------------|-----------|----------|-----------|---------------------|-------------|-----|-----|------------|
| | | SRF | SRF 1 | SRF MW | SRF 2 | SRF 3 | SRF 4 News | SRF Virus | and. SRG | SRG Total | | Total Ausl. | ARD | ORF | Private dt |
| 15:00 | 100.0 | 46.5 | 20.0 | 8.4 | 2.3 | 15.1 | 0.5 | 0.3 | 7.2 | 53.7 | 42.7 | 3.6 | 2.2 | 0.3 | 0.9 |
| 15:15 | 100.0 | 45.2 | 19.2 | 8.4 | 2.2 | 14.8 | 0.4 | 0.3 | 7.3 | 52.6 | 43.7 | 3.7 | 2.2 | 0.3 | 0.9 |
| 15:30 | 100.0 | 45.9 | 19.5 | 8.5 | 2.2 | 15.1 | 0.4 | 0.2 | 7.5 | 53.4 | 43.0 | 3.6 | 2.1 | 0.4 | 1.0 |
| 15:45 | 100.0 | 45.9 | 19.6 | 8.6 | 2.3 | 14.8 | 0.4 | 0.2 | 7.4 | 53.3 | 42.9 | 3.7 | 2.4 | 0.3 | 0.9 |
| 16:00 | 100.0 | 47.3 | 20.6 | 8.7 | 2.1 | 15.2 | 0.5 | 0.2 | 7.1 | 54.3 | 42.2 | 3.5 | 2.1 | 0.3 | 0.9 |
| 16:15 | 100.0 | 45.7 | 19.5 | 8.9 | 1.7 | 14.9 | 0.5 | 0.2 | 7.4 | 53.1 | 43.4 | 3.5 | 2.1 | 0.3 | 0.9 |
| 16:30 | 100.0 | 46.1 | 20.1 | 8.8 | 1.6 | 15.0 | 0.5 | 0.2 | 7.4 | 53.5 | 43.0 | 3.4 | 2.1 | 0.3 | 0.9 |
| 16:45 | 100.0 | 47.2 | 21.3 | 8.8 | 1.6 | 14.8 | 0.5 | 0.2 | 7.0 | 54.2 | 42.5 | 3.3 | 2.1 | 0.3 | 0.8 |
| 17:00 | 100.0 | 49.8 | 23.4 | 8.3 | 1.8 | 15.4 | 0.8 | 0.1 | 6.4 | 56.1 | 40.5 | 3.4 | 2.2 | 0.2 | 0.8 |
| 17:15 | 100.0 | 49.0 | 23.3 | 8.6 | 1.6 | 14.5 | 0.8 | 0.2 | 6.4 | 55.4 | 41.2 | 3.5 | 2.2 | 0.2 | 0.9 |
| 17:30 | 100.0 | 51.8 | 27.1 | 8.3 | 1.6 | 14.0 | 0.8 | 0.1 | 6.2 | 58.0 | 38.8 | 3.2 | 2.0 | 0.2 | 0.9 |
| 17:45 | 100.0 | 52.7 | 29.1 | 7.6 | 1.6 | 13.6 | 0.8 | 0.1 | 6.3 | 59.0 | 37.8 | 3.2 | 2.0 | 0.2 | 0.9 |
| 18:00 | 100.0 | 55.8 | 33.6 | 6.4 | 1.4 | 13.0 | 1.3 | 0.1 | 6.0 | 61.8 | 35.2 | 3.0 | 2.0 | 0.2 | 0.8 |
| 18:15 | 100.0 | 55.0 | 33.1 | 6.5 | 1.4 | 12.5 | 1.4 | 0.1 | 6.3 | 61.3 | 35.5 | 3.2 | 2.1 | 0.2 | 0.8 |
| 18:30 | 100.0 | 53.8 | 31.0 | 6.7 | 1.8 | 12.8 | 1.3 | 0.1 | 6.5 | 60.3 | 36.4 | 3.3 | 2.1 | 0.2 | 0.9 |
| 18:45 | 100.0 | 50.9 | 27.0 | 7.0 | 3.1 | 12.5 | 1.2 | 0.1 | 7.6 | 58.5 | 38.2 | 3.3 | 2.1 | 0.2 | 0.8 |
| 19:00 | 100.0 | 49.2 | 22.4 | 6.2 | 6.4 | 12.3 | 1.7 | 0.2 | 8.1 | 57.3 | 39.4 | 3.3 | 2.1 | 0.2 | 0.8 |
| 19:15 | 100.0 | 46.1 | 19.7 | 5.9 | 6.7 | 11.8 | 1.9 | 0.2 | 8.6 | 54.7 | 41.6 | 3.7 | 2.4 | 0.2 | 0.9 |
| 19:30 | 100.0 | 42.9 | 18.5 | 5.0 | 5.6 | 11.8 | 1.8 | 0.2 | 9.0 | 51.8 | 44.0 | 4.2 | 2.6 | 0.2 | 1.2 |
| 19:45 | 100.0 | 40.0 | 18.0 | 4.7 | 3.7 | 11.6 | 1.7 | 0.2 | 9.5 | 49.4 | 46.1 | 4.4 | 2.7 | 0.2 | 1.3 |
| 20:00 | 100.0 | 40.1 | 18.3 | 5.5 | 3.2 | 11.2 | 1.8 | 0.2 | 9.9 | 50.0 | 46.0 | 4.0 | 2.5 | 0.2 | 1.2 |
| 20:15 | 100.0 | 38.3 | 17.6 | 5.9 | 3.1 | 10.0 | 1.4 | 0.2 | 11.1 | 49.3 | 46.2 | 4.5 | 2.7 | 0.3 | 1.3 |
| 20:30 | 100.0 | 38.9 | 18.0 | 6.7 | 3.3 | 9.6 | 1.1 | 0.2 | 11.1 | 50.0 | 45.6 | 4.4 | 2.5 | 0.2 | 1.3 |
| 20:45 | 100.0 | 39.4 | 19.0 | 6.8 | 3.5 | 8.9 | 1.0 | 0.2 | 11.2 | 50.6 | 45.1 | 4.3 | 2.4 | 0.3 | 1.1 |
| 21:00 | 100.0 | 40.8 | 20.5 | 7.3 | 3.2 | 8.6 | 0.9 | 0.2 | 10.8 | 51.6 | 43.7 | 4.6 | 2.8 | 0.3 | 1.2 |
| 21:15 | 100.0 | 41.9 | 21.6 | 7.5 | 3.3 | 8.3 | 1.0 | 0.3 | 11.0 | 52.9 | 42.5 | 4.5 | 2.9 | 0.2 | 1.2 |
| 21:30 | 100.0 | 43.3 | 22.7 | 7.8 | 3.4 | 8.2 | 0.8 | 0.3 | 10.8 | 54.1 | 41.5 | 4.4 | 2.7 | 0.3 | 1.2 |
| 21:45 | 100.0 | 46.1 | 25.6 | 7.6 | 3.5 | 8.0 | 1.0 | 0.3 | 9.2 | 55.3 | 40.3 | 4.4 | 2.9 | 0.2 | 1.1 |
| 22:00 | 100.0 | 50.7 | 29.4 | 6.5 | 4.2 | 8.9 | 1.4 | 0.2 | 7.9 | 58.6 | 37.7 | 3.8 | 2.6 | 0.2 | 0.8 |
| 22:15 | 100.0 | 49.5 | 29.2 | 6.6 | 3.9 | 8.4 | 1.2 | 0.2 | 8.0 | 57.5 | 38.9 | 3.6 | 2.5 | 0.2 | 0.7 |
| 22:30 | 100.0 | 51.9 | 32.1 | 6.4 | 4.4 | 7.4 | 1.5 | 0.2 | 7.8 | 59.8 | 36.5 | 3.7 | 2.4 | 0.3 | 0.8 |
| 22:45 | 100.0 | 53.4 | 34.0 | 6.1 | 4.7 | 7.0 | 1.5 | 0.1 | 7.5 | 60.9 | 35.3 | 3.8 | 2.5 | 0.3 | 0.8 |
| 23:00 | 100.0 | 55.5 | 35.8 | 6.3 | 4.1 | 7.6 | 1.5 | 0.1 | 7.0 | 62.4 | 33.9 | 3.6 | 2.4 | 0.3 | 0.7 |
| 23:15 | 100.0 | 54.3 | 35.4 | 6.6 | 4.2 | 6.7 | 1.4 | 0.1 | 7.4 | 61.7 | 34.2 | 4.1 | 2.8 | 0.3 | 0.7 |
| 23:30 | 100.0 | 55.1 | 36.4 | 6.3 | 4.0 | 6.8 | 1.5 | 0.0 | 7.6 | 62.7 | 33.1 | 4.1 | 2.9 | 0.3 | 0.7 |
| 23:45 | 100.0 | 55.3 | 37.7 | 5.6 | 4.3 | 6.0 | 1.6 | 0.0 | 7.2 | 62.5 | 33.0 | 4.5 | 3.3 | 0.2 | 0.5 |
| Tages- marktanteil | 100.0 | 52.3 | 27.5 | 7.2 | 2.7 | 13.7 | 1.1 | 0.1 | 6.1 | 58.4 | 38.1 | 3.5 | 2.2 | 0.2 | 0.8 |

3.10 Radionutzung nach Sender: Marktanteile in %

Ergebnisse Mediapulse Radio Data 2022 / Deutsche Schweiz

TAGESREICHWEITEN in % (Mo-So)

Universum: 5'151'700 Personen (15+) Stichprobe: 8'270 Personen / 462'188 Messtage

3.11 Radionutzung im Langzeitvergleich: Reichweite in %

Mediapulse: Jahresbericht 2022

| | 2003 | 2004 ⁽¹⁾ | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 (2) | 2015 | 2016 | 2017 | 2018* | 2019 (3) | 2020 | 2021 | 2022 |
|------------------------------|------|---------------------|------|------|------|------|------|------|------|------|------|----------|------|------|------|-------|----------|------|------|------|
| Total Radio | 91.0 | 91.9 | 91.5 | 90.8 | 91.0 | 90.4 | 89.8 | 89.2 | 88.9 | 88.2 | 88.8 | 87.9 | 87.4 | 87.2 | 85.7 | 83.1 | 81.4 | 79.5 | 77.4 | 75.6 |
| SRG SSR | 69.2 | 69.2 | 68.9 | 67.7 | 68.3 | 69.1 | 68.8 | 68.8 | 68.3 | 67.0 | 64.7 | 63.6 | 62.9 | 61.5 | 59.3 | 57.8 | 55.7 | 53.6 | 51.3 | 49.3 |
| SRF | 64.4 | 64.0 | 63.6 | 62.5 | 63.3 | 64.0 | 64.0 | 63.4 | 62.1 | 60.7 | 59.0 | 57.5 | 56.8 | 55.2 | 53.0 | 51.8 | 49.3 | 48.0 | 45.6 | 43.4 |
| SRF1 | 46.7 | 44.9 | 44.6 | 42.8 | 42.4 | 41.2 | 41.3 | 39.3 | 38.1 | 36.4 | 35.3 | 33.4 | 33.6 | 32.2 | 30.9 | 28.8 | 26.7 | 25.8 | 24.5 | 22.8 |
| SRF Musikwelle | 6.4 | 7.1 | 7.3 | 6.7 | 7.3 | 7.8 | 6.3 | 6.8 | 6.6 | 6.9 | 7.1 | 7.4 | 8.5 | 8.4 | 8.1 | 6.5 | 6.3 | 6.1 | 5.9 | 5.5 |
| SRF2 Kultur | 9.9 | 9.4 | 9.9 | 8.9 | 8.8 | 8.2 | 8.8 | 8.4 | 8.1 | 7.7 | 6.9 | 6.7 | 6.6 | 6.5 | 6.1 | 4.2 | 3.9 | 3.7 | 3.4 | 3.2 |
| SRF3 | 22.7 | 23.7 | 23.5 | 23.3 | 24.6 | 25.6 | 28.6 | 29.0 | 28.9 | 28.7 | 27.3 | 26.0 | 25.9 | 25.0 | 22.8 | 24.3 | 22.3 | 21.2 | 19.9 | 18.6 |
| SRF4 News | | | | | | 6.5 | 6.1 | 8.6 | 7.3 | 6.4 | 5.3 | 6.3 | 4.9 | 4.8 | 4.8 | 2.9 | 2.4 | 3.0 | 2.6 | 2.6 |
| SRF Virus | 0.8 | 0.7 | 0.6 | 1.0 | 1.5 | 1.3 | 1.7 | 1.8 | 1.8 | 2.0 | 2.6 | 3.0 | 2.4 | 2.2 | 2.1 | 1.3 | 0.5 | 0.5 | 0.4 | 0.5 |
| RTS La Première | 1.7 | 1.7 | 2.2 | 1.8 | 1.7 | 1.9 | 2.4 | 2.7 | 2.6 | 2.5 | 1.8 | 1.7 | 1.6 | 1.6 | 1.6 | 0.6 | 0.6 | 0.6 | 0.5 | 0.5 |
| RSI Rete Uno | 2.8 | 3.1 | 3.0 | 2.6 | 2.6 | 2.1 | 1.7 | 2.0 | 2.6 | 2.5 | 1.6 | 1.3 | 1.2 | 1.2 | 1.1 | 0.7 | 0.5 | 0.5 | 0.5 | 0.5 |
| Swiss Satellite Radios | 4.9 | 5.1 | 5.3 | 5.0 | 5.1 | 5.4 | 7.0 | 7.3 | 7.8 | 7.7 | 8.5 | 10.3 | 10.6 | 10.5 | 10.1 | 12.4 | 12.3 | 10.4 | 10.0 | 10.4 |
| andere SRG SSR | 8.7 | 8.8 | 8.1 | 7.9 | 8.8 | 8.2 | 6.2 | 7.5 | 8.6 | 8.4 | 6.2 | 4.8 | 4.4 | 4.5 | 4.1 | 1.6 | 1.5 | 1.5 | 1.5 | 1.4 |
| Total ausländische Stationen | 40.6 | 41.3 | 40.6 | 39.0 | 38.0 | 31.9 | 24.1 | 22.5 | 21.2 | 21.8 | 27.6 | 27.1 | 27.1 | 26.6 | 25.8 | 9.5 | 8.3 | 7.7 | 7.3 | 7.4 |
| ARD-Sender | 16.2 | 16.5 | 15.8 | 13.8 | 13.5 | 12.6 | 10.5 | 9.7 | 9.0 | 9.0 | 10.2 | 9.8 | 9.7 | 9.6 | 8.7 | 4.7 | 4.0 | 3.5 | 3.3 | 3.0 |
| SWR1 | 1.9 | 1.8 | 1.8 | 1.3 | 1.2 | 1.4 | 1.4 | 1.2 | 1.1 | 1.1 | 1.1 | 1.1 | 1.1 | 1.0 | 0.9 | 0.8 | 0.7 | 0.6 | 0.5 | 0.5 |
| SWR2 | 3.7 | 3.8 | 3.8 | 3.1 | 3.2 | 2.7 | 2.4 | 2.3 | 2.1 | 2.1 | 2.0 | 2.0 | 2.0 | 2.0 | 1.9 | 0.3 | 0.2 | 0.2 | 0.2 | 0.2 |
| SWR3 | 3.2 | 3.1 | 3.0 | 2.7 | 2.7 | 2.2 | 2.1 | 1.9 | 1.9 | 1.8 | 2.0 | 1.9 | 1.9 | 1.9 | 1.8 | 1.7 | 1.4 | 1.2 | 1.2 | 1.1 |
| SWR4 | 3.2 | 3.3 | 3.1 | 2.4 | 2.2 | 2.9 | 2.7 | 2.5 | 2.2 | 2.3 | 2.3 | 2.1 | 2.0 | 2.0 | 1.9 | 1.6 | 1.3 | 1.0 | 1.0 | 0.9 |
| Bayern 1 | 1.3 | 1.4 | 1.4 | 1.3 | 1.2 | 1.1 | 0.6 | 0.6 | 0.4 | 0.4 | 0.5 | 0.4 | 0.5 | 0.5 | 0.5 | 0.3 | 0.2 | 0.2 | 0.2 | 0.2 |
| Bayern 4 Klassik | 1.4 | 1.3 | 1.2 | 1.0 | 1.0 | 1.0 | 0.8 | 0.7 | 0.7 | 0.7 | 1.2 | 1.1 | 1.0 | 1.0 | 1.0 | 0.2 | 0.2 | 0.2 | 0.2 | 0.2 |
| Deutschlandfunk | 3.4 | 3.7 | 3.6 | 3.2 | 3.3 | 2.6 | 1.8 | 1.7 | 1.5 | 1.6 | 2.2 | 2.2 | 2.3 | 2.2 | 1.6 | 0.3 | 0.3 | 0.3 | 0.3 | 0.3 |
| ORF-Sender | 5.8 | 5.8 | 4.7 | 5.0 | 4.2 | 3.9 | 3.2 | 2.9 | 2.7 | 2.8 | 3.6 | 3.6 | 3.5 | 3.3 | 3.2 | 1.1 | 0.9 | 0.8 | 0.7 | 0.7 |
| Ö1 | 2.5 | 2.8 | 2.6 | 2.9 | 1.9 | 2.1 | 1.7 | 1.6 | 1.4 | 1.6 | 1.7 | 1.8 | 1.8 | 1.7 | 1.7 | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 |
| Ö2 (Radio Vorarlberg) | 1.9 | 1.8 | 1.0 | 1.1 | 1.2 | 0.9 | 0.7 | 0.6 | 0.5 | 0.6 | 1.1 | 1.0 | 0.9 | 0.8 | 0.8 | 0.4 | 0.4 | 0.3 | 0.3 | 0.3 |
| Ö3 | 1.5 | 1.5 | 1.3 | 1.2 | 1.2 | 0.9 | 0.8 | 0.7 | 0.7 | 0.7 | 0.8 | 0.8 | 0.9 | 0.8 | 0.7 | 0.6 | 0.5 | 0.4 | 0.4 | 0.4 |
| Private ausländische deutsch | 7.5 | 7.1 | 6.9 | 6.5 | 6.5 | 5.5 | 4.5 | 4.1 | 3.8 | 4.1 | 6.2 | 6.0 | 5.7 | 5.7 | 5.5 | 3.5 | 3.0 | 2.8 | 2.7 | 2.7 |
| Das neue Radio Seefunk | | | | | | | | | | | | | | | | 0.7 | 0.6 | 0.5 | 0.4 | 0.5 |
| Klassik Radio | | | | | | | | | | | | | | | | 0.2 | 0.2 | 0.2 | 0.3 | 0.3 |
| Radio L (FL) | 0.9 | 0.9 | 0.8 | 0.8 | 0.9 | 0.7 | 0.5 | 0.5 | 0.4 | 0.4 | 0.6 | 0.6 | 0.6 | 0.6 | 0.6 | 0.4 | 0.3 | 0.2 | 0.2 | 0.2 |
| baden.fm (D) | | | | | | | | | | | | | | | | | 0.2 | 0.2 | 0.2 | 0.2 |
| ERF plus (D) | | | | | | | | | | | | | | | | | 0.2 | 0.2 | 0.2 | 0.2 |

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

(2) Einzelsender SRF/RTS: Gemäss Marktconvention werden die Sender von SRF und RTS auf Grund von Simulcasting im 2. Semester 2014 nur als Gruppe ausgewiesen (mit Ausnahme von Marktanteilen). Für die Einzelsender werden die Ergebnisse vom 1. Semester 2014 aufgeführt.

(3) Per 1. Januar 2019 wurde eine Systemverbesserung zur weiteren Erhöhung der Genauigkeit der Messung bei kurzen gemeinsamen Ausstrahlungen implementiert.

* Datenbasis = Nutzungsdaten Mediapulse Radio Data vom 01.03.2018 bis 31.12.2018

Ergebnisse Mediapulse Radio Data 2022 / Deutsche Schweiz

TAGESREICHWEITEN in % (Mo-So)

0.0

| | 2003 | 2004 ⁽¹⁾ | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018* | 2019 (3) | 2020 | 2021 | 2022 |
|--|------|---------------------|------|------|------|------|------|------|------|------|------|------|------|------|------|-------|----------|------|------|------|
| Total Radio | 91.0 | 91.9 | 91.5 | 90.8 | 91.0 | 90.4 | 89.8 | 89.2 | 88.9 | 88.2 | 88.8 | 87.9 | 87.4 | 87.2 | 85.7 | 83.1 | 81.4 | 79.5 | 77.4 | 75.6 |
| Total Privatradios CH | 52.4 | 53.9 | 53.9 | 53.3 | 54.0 | 51.1 | 51.4 | 51.3 | 51.9 | 51.6 | 53.7 | 52.2 | 52.1 | 53.1 | 52.1 | 52.1 | 50.4 | 48.2 | 46.7 | 45.8 |
| 20 Minuten Radio (bis 11/2019 Planet 105) | 1.2 | 1.2 | 0.8 | 0.6 | 0.6 | 0.6 | 1.0 | 1.3 | 1.8 | 2.5 | 2.2 | 1.7 | 1.4 | 1.4 | 1.4 | 1.9 | 1.8 | 1.6 | 1.3 | 1.1 |
| Open Broadcast | | | | | | | | | | | | | | 1.1 | 0.9 | 0.2 | 0.2 | 0.2 | 0.2 | 0.2 |
| Eviva | 1.9 | 1.8 | 1.8 | 1.8 | 1.9 | 1.8 | 1.9 | 2.0 | 2.1 | 2.3 | 2.1 | 2.0 | 1.7 | 1.7 | 1.9 | 1.8 | 1.7 | 1.7 | 1.6 | 1.5 |
| Radio 24 | 5.9 | 6.1 | 6.2 | 6.0 | 5.9 | 5.6 | 6.2 | 6.3 | 6.2 | 6.2 | 5.9 | 5.5 | 5.5 | 5.1 | 4.8 | 5.4 | 5.0 | 4.7 | 4.5 | 4.2 |
| Energy Zürich (bis 14.8.2003 Hitradio Z) | 4.3 | 4.8 | 4.8 | 4.5 | 4.6 | 4.4 | 5.9 | 5.4 | 5.6 | 5.8 | 5.5 | 5.3 | 5.5 | 5.8 | 5.4 | 5.7 | 5.2 | 4.6 | 4.1 | 3.7 |
| Radio 1 | | | | | | 1.9 | 1.8 | 2.4 | 2.6 | 2.6 | 2.8 | 2.6 | 2.3 | 2.4 | 2.1 | 2.3 | 2.1 | 1.9 | 1.7 | 1.7 |
| Argovia | 3.6 | 4.4 | 4.4 | 4.1 | 4.5 | 4.1 | 4.7 | 4.6 | 4.6 | 4.9 | 4.6 | 4.5 | 4.5 | 4.4 | 4.2 | 4.7 | 4.3 | 4.0 | 3.6 | 3.6 |
| Pilatus | 3.4 | 3.9 | 4.0 | 3.8 | 4.0 | 3.7 | 3.9 | 3.9 | 3.9 | 3.9 | 4.1 | 4.1 | 4.2 | 4.5 | 4.4 | 5.1 | 4.8 | 4.7 | 4.3 | 4.2 |
| Sunshine | 2.7 | 2.9 | 2.7 | 2.5 | 2.3 | 2.4 | 2.9 | 2.6 | 2.4 | 2.6 | 2.6 | 2.4 | 2.2 | 2.2 | 2.4 | 2.4 | 2.0 | 1.9 | 1.6 | 1.5 |
| Central | 3.0 | 3.2 | 3.5 | 3.4 | 3.6 | 3.5 | 4.0 | 4.3 | 4.0 | 4.3 | 4.5 | 4.4 | 4.3 | 4.0 | 3.8 | 4.1 | 3.7 | 3.7 | 3.4 | 3.3 |
| FM1 | | | | | | 3.6 | 3.9 | 4.4 | 4.6 | 4.6 | 4.6 | 4.6 | 4.7 | 4.6 | 4.6 | 5.0 | 4.7 | 4.4 | 3.9 | 3.6 |
| Energy Basel (ab 13.1.2012, davor Radio Basel) | | | | | | | | 1.6 | 1.5 | 1.9 | 2.1 | 2.2 | 2.2 | 2.0 | 2.0 | 2.3 | 1.9 | 1.6 | 1.6 | 1.5 |
| Basilisk | 3.0 | 2.8 | 2.7 | 2.6 | 2.5 | 2.4 | 2.5 | 2.6 | 2.6 | 2.4 | 2.6 | 2.4 | 2.4 | 2.3 | 2.1 | 2.3 | 2.0 | 1.8 | 1.7 | 1.8 |
| BeO | 1.7 | 2.0 | 1.6 | 1.5 | 1.5 | 1.6 | 1.6 | 1.6 | 1.6 | 1.6 | 1.6 | 1.6 | 1.5 | 1.4 | 1.6 | 1.4 | 1.3 | 1.2 | 1.2 | 1.0 |
| Südostschweiz (bis Feb. 2015 Grischa) | 3.3 | 2.4 | 2.2 | 1.9 | 2.0 | 1.4 | 1.4 | 1.4 | 1.4 | 1.5 | 1.8 | 1.6 | 1.8 | 1.9 | 1.9 | 1.7 | 1.5 | 1.4 | 1.3 | 1.3 |
| Canal3 (netto) | 1.5 | 1.5 | 1.5 | 1.5 | 1.4 | 0.9 | 1.0 | 1.1 | 1.1 | 1.0 | 1.0 | 0.9 | 0.9 | 1.0 | 1.0 | 1.1 | 1.0 | 0.9 | 0.9 | 0.9 |
| Freiburg (netto) | 1.3 | 1.4 | 1.3 | 1.1 | 1.3 | 1.3 | 1.0 | 1.1 | 1.1 | 1.0 | 1.4 | 1.3 | 1.3 | 1.3 | 1.2 | 0.6 | 0.5 | 0.5 | 0.4 | 0.4 |
| Zürisee | 3.5 | 4.0 | 4.3 | 4.2 | 4.3 | 4.1 | 4.6 | 4.7 | 4.4 | 4.5 | 4.6 | 4.4 | 4.3 | 4.3 | 4.0 | 4.4 | 3.9 | 3.7 | 3.2 | 3.1 |
| Radio 32 | 3.2 | 3.2 | 3.3 | 3.2 | 3.2 | 3.1 | 3.4 | 3.3 | 3.2 | 3.0 | 3.1 | 2.9 | 2.8 | 2.7 | 2.6 | 2.7 | 2.4 | 2.1 | 2.0 | 1.9 |
| neo1 (bis 13.04.2008 Emme) | 1.2 | 1.1 | 1.1 | 1.0 | 1.0 | 0.8 | 0.9 | 0.9 | 0.9 | 0.8 | 0.8 | 0.9 | 0.9 | 1.0 | 0.9 | 0.9 | 0.8 | 0.7 | 0.7 | 0.6 |
| Bern1 (bis 22.04.2013 Capital FM) | 2.1 | 1.9 | 1.7 | 1.7 | 1.9 | 1.8 | 2.1 | 2.0 | 1.7 | 1.8 | 2.0 | 2.1 | 2.2 | 2.1 | 2.1 | 2.4 | 2.3 | 2.1 | 1.9 | 1.8 |
| Energy Bern (Bis 09.04.2010 BE1) | 2.1 | 2.3 | 2.5 | 2.5 | 2.3 | 2.1 | 2.3 | 2.1 | 2.0 | 2.2 | 2.4 | 2.4 | 2.3 | 2.2 | 2.5 | 3.0 | 2.7 | 2.5 | 2.6 | 2.7 |
| Rottu | 1.6 | 1.3 | 1.2 | 1.1 | 1.2 | 1.0 | 1.0 | 0.9 | 0.8 | 0.7 | 0.8 | 0.7 | 0.7 | 0.7 | 0.7 | 0.8 | 0.8 | 0.8 | 0.7 | 0.6 |
| Top ² | 4.1 | 4.5 | 4.9 | 4.5 | 4.4 | 4.1 | 4.0 | 3.4 | 3.4 | 3.3 | 3.6 | 3.5 | 3.2 | 3.2 | 2.6 | 2.7 | 2.4 | 2.1 | 1.9 | 1.8 |
| Munot ³ | 1.5 | 1.3 | 1.4 | 1.4 | 1.5 | 1.0 | 0.9 | 0.7 | 0.6 | 0.6 | 0.9 | 0.7 | 0.7 | 0.7 | 0.8 | 0.5 | 0.5 | 0.5 | 0.5 | 0.4 |
| Stadtfilter | | | | | | | 0.8 | 0.9 | 0.8 | 0.8 | 0.9 | 0.9 | 1.0 | 0.9 | 0.8 | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 |
| 3fach | 0.7 | 0.7 | 0.6 | 0.6 | 0.7 | 0.6 | 0.5 | 0.5 | 0.4 | 0.5 | 0.4 | 0.5 | 0.6 | 0.6 | 0.6 | 0.3 | 0.2 | 0.3 | 0.1 | 0.2 |
| Kanal K | 1.1 | 0.9 | 0.9 | 0.9 | 0.9 | 1.2 | 1.0 | 0.8 | 0.8 | 0.7 | 0.8 | 0.7 | 0.7 | 0.7 | 0.7 | 0.4 | 0.3 | 0.2 | 0.2 | 0.2 |
| LoRa | 1.4 | 1.5 | 1.5 | 1.5 | 1.1 | 0.7 | 0.6 | 0.9 | 1.1 | 1.2 | 1.0 | 1.0 | 0.7 | 0.7 | 0.8 | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 |
| RaBe | 0.9 | 0.7 | 0.7 | 0.7 | 0.8 | 0.7 | 0.5 | 0.5 | 0.5 | 0.5 | 0.6 | 0.6 | 0.6 | 0.7 | 0.6 | 0.2 | 0.2 | 0.2 | 0.2 | 0.2 |
| RaSa | 1.1 | 0.9 | 0.8 | 0.7 | 0.8 | 0.6 | 0.4 | 0.4 | 0.3 | 0.3 | 0.5 | 0.4 | 0.4 | 0.3 | 0.2 | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 |
| toxic.fm | 0.7 | 0.7 | 0.7 | 0.6 | 0.7 | 0.5 | 0.4 | 0.3 | 0.2 | 0.2 | 0.3 | 0.3 | 0.2 | 0.2 | 0.2 | 0.1 | 0.1 | 0.1 | 0.1 | 0.2 |
| Radio X | 0.7 | 0.6 | 0.7 | 0.7 | 1.0 | 0.9 | 0.9 | 0.9 | 1.0 | 1.1 | 1.0 | 0.7 | 0.7 | 0.7 | 0.7 | 0.3 | 0.2 | 0.2 | 0.2 | 0.2 |
| andere Privatradios dt | 2.3 | 1.2 | 1.5 | 2.7 | 2.8 | 2.8 | 2.7 | 3.7 | 4.5 | 4.3 | 4.9 | 4.8 | 5.6 | 6.8 | 7.2 | 8.7 | 9.5 | 10.4 | 11.2 | 11.7 |

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

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

* Datenbasis = Nutzungsdaten Mediapulse Radio Data vom 01.03.2018 bis 31.12.2018

Ergebnisse Mediapulse Radio Data 2022 / Deutsche Schweiz

NUTZUNG in Minuten (Mo-So)

Universum: 5'151'700 Personen (15+) Stichprobe: 8'270 Personen / 462'188 Messtage

3.12 Radionutzung im Langzeitvergleich: Nutzung in Minuten

Mediapulse: Jahresbericht 2022

| | 2003 | 2004 ⁽¹⁾ | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 (2) | 2015 | 2016 | 2017 | 2018* | 2019 (3) | 2020 | 2021 | 2022 |
|------------------------------|-------|---------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|----------|-------|-------|------|-------|----------|------|------|------|
| Total Radio | 111.0 | 106.2 | 105.7 | 101.6 | 104.6 | 109.0 | 119.3 | 116.6 | 113.4 | 110.2 | 109.3 | 104.9 | 104.9 | 101.8 | 97.9 | 102.0 | 96.4 | 98.0 | 90.9 | 84.8 |
| SRG SSR | 73.4 | 69.5 | 70.7 | 68.7 | 71.6 | 74.3 | 78.9 | 77.3 | 74.7 | 72.1 | 70.6 | 67.9 | 68.1 | 65.7 | 62.8 | 62.0 | 58.6 | 59.8 | 54.3 | 49.6 |
| SRF | 69.2 | 65.4 | 66.4 | 64.9 | 67.6 | 70.0 | 73.5 | 71.9 | 69.0 | 66.5 | 65.0 | 61.6 | 62.0 | 59.4 | 56.9 | 55.6 | 52.4 | 53.7 | 48.8 | 44.4 |
| SRF1 | 47.2 | 42.7 | 44.0 | 42.0 | 41.9 | 41.8 | 43.4 | 40.2 | 38.5 | 36.0 | 35.2 | 32.8 | 32.8 | 30.9 | 30.1 | 28.4 | 27.1 | 27.9 | 25.5 | 23.4 |
| SRF Musikwelle | 3.2 | 3.7 | 3.8 | 4.2 | 4.8 | 5.5 | 4.5 | 5.4 | 5.4 | 5.9 | 6.1 | 6.5 | 6.9 | 6.9 | 7.0 | 7.5 | 7.1 | 7.4 | 6.8 | 6.1 |
| SRF2 Kultur | 5.1 | 5.0 | 5.2 | 5.0 | 5.0 | 4.9 | 5.0 | 4.5 | 4.2 | 4.1 | 3.7 | 3.5 | 3.4 | 3.5 | 3.3 | 2.8 | 2.8 | 2.8 | 2.7 | 2.3 |
| SRF3 | 13.5 | 13.9 | 13.3 | 13.6 | 15.5 | 17.1 | 20.0 | 20.8 | 20.1 | 19.6 | 18.9 | 17.3 | 18.0 | 17.0 | 15.4 | 15.8 | 14.4 | 14.4 | 12.9 | 11.6 |
| SRF4 News | | | | | | 0.6 | 0.5 | 0.8 | 0.7 | 0.8 | 0.7 | 0.9 | 0.8 | 0.8 | 0.8 | 0.8 | 0.8 | 1.1 | 0.9 | 0.9 |
| SRF Virus | 0.2 | 0.1 | 0.1 | 0.2 | 0.2 | 0.2 | 0.2 | 0.1 | 0.1 | 0.2 | 0.2 | 0.3 | 0.2 | 0.2 | 0.3 | 0.3 | 0.2 | 0.1 | 0.1 | 0.1 |
| RTS La Première | 0.6 | 0.4 | 0.5 | 0.4 | 0.4 | 0.4 | 0.8 | 0.8 | 0.8 | 0.7 | 0.7 | 0.6 | 0.6 | 0.6 | 0.7 | 0.3 | 0.3 | 0.3 | 0.2 | 0.2 |
| RSI Rete Uno | 0.4 | 0.4 | 0.4 | 0.4 | 0.5 | 0.4 | 0.3 | 0.3 | 0.3 | 0.3 | 0.3 | 0.3 | 0.3 | 0.3 | 0.3 | 0.2 | 0.1 | 0.1 | 0.1 | 0.1 |
| Swiss Satellite Radios | 2.0 | 2.2 | 2.4 | 2.1 | 2.2 | 2.6 | 3.4 | 3.6 | 3.8 | 3.8 | 3.9 | 4.6 | 4.6 | 4.6 | 4.3 | 5.3 | 5.1 | 4.9 | 4.5 | 4.2 |
| andere SRG SSR | 1.3 | 1.1 | 1.0 | 0.9 | 1.3 | 0.9 | 0.8 | 0.8 | 0.8 | 0.7 | 0.7 | 0.8 | 0.7 | 0.8 | 0.7 | 0.7 | 0.7 | 0.8 | 0.7 | 0.6 |
| Total ausländische Stationen | 9.1 | 8.6 | 7.9 | 6.7 | 6.3 | 6.5 | 6.0 | 5.5 | 5.2 | 4.9 | 5.1 | 5.1 | 4.8 | 4.9 | 4.6 | 4.1 | 3.5 | 3.3 | 3.0 | 2.9 |
| ARD-Sender | 4.6 | 4.5 | 4.4 | 3.3 | 3.2 | 3.7 | 3.8 | 3.5 | 3.5 | 3.0 | 3.0 | 3.1 | 3.0 | 3.1 | 2.8 | 2.7 | 2.3 | 2.1 | 2.0 | 1.9 |
| SWR1 | 0.7 | 1.0 | 0.5 | 0.3 | 0.2 | 0.4 | 0.4 | 0.4 | 0.4 | 0.3 | 0.3 | 0.4 | 0.3 | 0.4 | 0.4 | 0.4 | 0.4 | 0.4 | 0.3 | 0.3 |
| SWR2 | 0.4 | 0.0 | 0.5 | 0.2 | 0.3 | 0.3 | 0.3 | 0.2 | 0.2 | 0.2 | 0.2 | 0.2 | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 |
| SWR3 | 1.4 | 1.3 | 1.3 | 1.1 | 1.1 | 0.8 | 1.0 | 0.9 | 1.0 | 0.8 | 0.9 | 0.9 | 0.9 | 1.0 | 0.8 | 0.9 | 0.7 | 0.7 | 0.7 | 0.6 |
| SWR4 | 1.3 | 0.6 | 1.2 | 0.9 | 0.8 | 1.4 | 1.5 | 1.5 | 1.4 | 1.2 | 1.2 | 1.1 | 1.1 | 1.2 | 1.0 | 0.9 | 0.8 | 0.7 | 0.6 | 0.5 |
| Bayern 1 | 0.3 | 0.2 | 0.2 | 0.2 | 0.2 | 0.2 | 0.2 | 0.2 | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 | 0.2 | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 |
| Bayern 4 Klassik | 0.2 | 0.2 | 0.2 | 0.2 | 0.2 | 0.2 | 0.2 | 0.1 | 0.2 | 0.2 | 0.2 | 0.2 | 0.2 | 0.2 | 0.2 | 0.2 | 0.1 | 0.1 | 0.1 | 0.1 |
| Deutschlandfunk | 0.4 | 0.4 | 0.5 | 0.5 | 0.4 | 0.4 | 0.3 | 0.3 | 0.2 | 0.2 | 0.1 | 0.3 | 0.2 | 0.2 | 0.2 | 0.1 | 0.1 | 0.1 | 0.1 | 0.2 |
| ORF-Sender | 1.0 | 0.9 | 0.5 | 0.5 | 0.4 | 0.4 | 0.3 | 0.3 | 0.3 | 0.3 | 0.5 | 0.4 | 0.4 | 0.4 | 0.4 | 0.3 | 0.2 | 0.2 | 0.3 | 0.2 |
| Ö1 | 0.2 | 0.3 | 0.2 | 0.2 | 0.1 | 0.1 | 0.1 | 0.1 | 0.0 | 0.0 | 0.1 | 0.1 | 0.1 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Ö2 (Radio Vorarlberg) | 0.4 | 0.3 | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 | 0.0 | 0.1 | 0.3 | 0.2 | 0.2 | 0.2 | 0.2 | 0.1 | 0.1 | 0.1 | 0.2 | 0.1 |
| Ö3 | 0.5 | 0.2 | 0.3 | 0.2 | 0.2 | 0.2 | 0.2 | 0.2 | 0.2 | 0.2 | 0.2 | 0.1 | 0.2 | 0.2 | 0.2 | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 |
| Private ausländische deutsch | 2.2 | 2.0 | 1.7 | 1.6 | 1.4 | 1.5 | 1.5 | 1.4 | 1.3 | 1.3 | 1.3 | 1.2 | 1.1 | 1.1 | 1.1 | 1.0 | 0.8 | 0.8 | 0.6 | 0.7 |
| Das neue Radio Seefunk | | | | | | | | | | | | | | | | 0.4 | 0.3 | 0.3 | 0.2 | 0.2 |
| Klassik Radio | | | | | | | | | | | | | | | | 0.1 | 0.1 | 0.1 | 0.1 | 0.2 |
| Radio L (FL) | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 | 0.0 | 0.0 |
| baden.fm (D) | | | | | | | | | | | | | | | | | 0.0 | 0.0 | 0.0 | 0.0 |
| ERF plus (D) | | | | | | | | | | | | | | | | | 0.1 | 0.1 | 0.0 | 0.1 |

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

(2) Einzelsender SRF/RTS: Gemäss Marktconvention werden die Sender von SRF und RTS auf Grund von Simulcasting im 2. Semester 2014 nur als Gruppe ausgewiesen (mit Ausnahme von Marktanteilen). Für die Einzelsender werden die Ergebnisse vom 1. Semester 2014 aufgeführt.

(3) Per 1. Januar 2019 wurde eine Systemverbesserung zur weiteren Erhöhung der Genauigkeit der Messung bei kurzen gemeinsamen Ausstrahlungen implementiert.

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Ergebnisse Mediapulse Radio Data 2022 / Deutsche Schweiz

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Mediapulse: Jahresbericht 2022

| | 2003 | 2004 ⁽¹⁾ | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018* | 2019 (3) | 2020 | 2021 | 2022 |
|--|-------|---------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|------|-------|----------|------|------|------|
| Total Radio | 111.0 | 106.2 | 105.7 | 101.6 | 104.6 | 109.0 | 119.3 | 116.6 | 113.4 | 110.2 | 109.3 | 104.9 | 104.9 | 101.8 | 97.9 | 102.0 | 96.4 | 98.0 | 90.9 | 84.8 |
| Total Privatradios CH | 28.5 | 28.1 | 27.1 | 26.2 | 26.8 | 28.3 | 34.4 | 33.8 | 33.4 | 33.3 | 33.7 | 31.9 | 32.0 | 31.2 | 30.5 | 35.8 | 34.4 | 35.0 | 33.6 | 32.3 |
| 20 Minuten Radio (bis 11/2019 Planet 105 Open Broadcast) | 0.5 | 0.4 | 0.2 | 0.1 | 0.1 | 0.1 | 0.3 | 0.4 | 0.6 | 1.0 | 0.9 | 0.6 | 0.5 | 0.4 | 0.4 | 0.5 | 0.6 | 0.6 | 0.4 | 0.3 |
| Eviva | 1.0 | 1.1 | 1.0 | 1.0 | 1.1 | 1.2 | 1.2 | 1.1 | 1.2 | 1.4 | 1.3 | 1.4 | 1.2 | 1.1 | 1.4 | 1.4 | 1.3 | 1.4 | 1.4 | 1.1 |
| Radio 24 | 3.4 | 3.1 | 3.0 | 2.9 | 2.8 | 2.7 | 3.4 | 3.7 | 3.7 | 3.3 | 3.2 | 2.8 | 2.7 | 2.4 | 2.2 | 2.6 | 2.6 | 2.6 | 2.5 | 2.0 |
| Energy Zürich (bis 14.8.2003 Hitradio Z) | 2.0 | 2.1 | 2.0 | 1.8 | 1.9 | 2.0 | 2.9 | 2.6 | 2.4 | 2.5 | 2.5 | 2.2 | 2.5 | 2.6 | 2.6 | 2.5 | 2.2 | 2.0 | 1.8 | 1.6 |
| Radio 1 | | | | | | 1.0 | 1.0 | 1.2 | 1.4 | 1.4 | 1.4 | 1.2 | 1.1 | 1.2 | 1.1 | 1.3 | 1.2 | 1.1 | 1.0 | 1.0 |
| Argovia | 1.9 | 2.4 | 2.3 | 1.9 | 2.2 | 2.1 | 2.8 | 2.8 | 2.7 | 2.6 | 2.5 | 2.4 | 2.5 | 2.5 | 2.2 | 2.5 | 2.3 | 2.2 | 2.0 | 2.0 |
| Pilatus | 1.9 | 1.9 | 1.9 | 1.9 | 2.1 | 1.8 | 2.1 | 2.1 | 2.1 | 2.2 | 2.2 | 2.3 | 2.5 | 2.5 | 2.3 | 2.8 | 2.8 | 2.7 | 2.5 | 2.5 |
| Sunshine | 1.3 | 1.3 | 1.1 | 1.0 | 0.9 | 1.1 | 1.4 | 1.3 | 1.2 | 1.1 | 1.1 | 1.0 | 0.8 | 0.9 | 1.0 | 1.0 | 0.9 | 0.9 | 0.6 | 0.6 |
| Central | 1.0 | 1.2 | 1.2 | 1.4 | 1.4 | 1.4 | 1.8 | 1.9 | 1.9 | 2.0 | 2.2 | 2.0 | 2.1 | 2.1 | 2.1 | 2.5 | 2.5 | 2.6 | 2.4 | 2.4 |
| FM1 | | | | | | 1.7 | 1.9 | 2.1 | 2.2 | 2.1 | 2.4 | 2.3 | 2.5 | 2.3 | 2.3 | 2.5 | 2.4 | 2.4 | 2.1 | 1.8 |
| Energy Basel (ab 13.1.2012, davor Radio Basel) | | | | | | | | 0.5 | 0.6 | 0.7 | 0.7 | 0.8 | 0.8 | 0.7 | 0.7 | 0.9 | 0.7 | 0.7 | 0.7 | 0.6 |
| Basilisk | 1.6 | 1.3 | 1.2 | 1.1 | 1.1 | 1.1 | 1.4 | 1.5 | 1.4 | 1.3 | 1.4 | 1.3 | 1.3 | 1.2 | 1.1 | 1.1 | 1.1 | 1.0 | 1.1 | 1.1 |
| BeO | 0.9 | 0.8 | 0.7 | 0.7 | 0.8 | 0.9 | 1.2 | 1.1 | 1.1 | 1.1 | 1.0 | 1.0 | 0.9 | 0.8 | 0.8 | 0.8 | 0.8 | 0.8 | 0.8 | 0.7 |
| Südostschweiz (bis Feb. 2015 Grischa) | 1.2 | 0.7 | 0.6 | 0.5 | 0.6 | 0.6 | 0.7 | 0.7 | 0.7 | 0.6 | 0.7 | 0.7 | 0.7 | 0.7 | 0.6 | 0.8 | 0.6 | 0.7 | 0.8 | 0.7 |
| Canal3 (netto) | 0.4 | 0.3 | 0.3 | 0.3 | 0.3 | 0.3 | 0.4 | 0.4 | 0.4 | 0.3 | 0.3 | 0.3 | 0.3 | 0.3 | 0.3 | 0.2 | 0.2 | 0.2 | 0.2 | 0.2 |
| Freiburg (netto) | 0.2 | 0.1 | 0.1 | 0.1 | 0.2 | 0.2 | 0.3 | 0.4 | 0.3 | 0.3 | 0.3 | 0.3 | 0.3 | 0.3 | 0.2 | 0.2 | 0.2 | 0.2 | 0.1 | 0.2 |
| Zürisee | 1.6 | 1.9 | 2.0 | 1.9 | 1.9 | 2.0 | 2.3 | 2.4 | 2.1 | 2.2 | 2.2 | 2.1 | 2.2 | 2.2 | 2.2 | 2.6 | 2.2 | 2.3 | 1.9 | 1.8 |
| Radio 32 | 1.8 | 1.8 | 1.7 | 1.7 | 1.7 | 1.8 | 2.2 | 2.0 | 1.8 | 1.8 | 1.8 | 1.6 | 1.4 | 1.3 | 1.2 | 1.3 | 1.3 | 1.3 | 1.2 | 1.2 |
| neo1 (bis 13.04.2008 Emme) | 0.4 | 0.4 | 0.3 | 0.4 | 0.3 | 0.3 | 0.4 | 0.4 | 0.4 | 0.2 | 0.2 | 0.3 | 0.2 | 0.2 | 0.3 | 0.3 | 0.3 | 0.2 | 0.2 | 0.2 |
| Bern1 (bis 22.04.2013 Capital FM) | 0.9 | 0.8 | 0.7 | 0.7 | 0.7 | 0.7 | 0.9 | 0.9 | 0.8 | 1.0 | 1.0 | 1.0 | 1.2 | 1.1 | 1.2 | 1.3 | 1.2 | 1.2 | 1.3 | 1.0 |
| Energy Bern (Bis 09.04.2010 BE1) | 1.1 | 1.2 | 1.2 | 1.1 | 1.0 | 1.0 | 1.3 | 1.0 | 0.9 | 0.8 | 0.8 | 0.8 | 0.8 | 0.8 | 0.9 | 1.4 | 1.2 | 1.2 | 1.3 | 1.3 |
| Rottu | 0.7 | 0.5 | 0.4 | 0.4 | 0.4 | 0.4 | 0.4 | 0.4 | 0.4 | 0.3 | 0.3 | 0.3 | 0.3 | 0.3 | 0.3 | 0.3 | 0.4 | 0.4 | 0.3 | 0.3 |
| Top ² | 1.5 | 1.5 | 1.6 | 1.8 | 1.7 | 1.8 | 1.7 | 1.5 | 1.6 | 1.2 | 1.3 | 1.3 | 1.2 | 1.3 | 1.1 | 1.2 | 1.1 | 0.9 | 0.9 | 0.8 |
| Munot ³ | 0.0 | 0.2 | 0.2 | 0.2 | 0.2 | 0.2 | 0.3 | 0.2 | 0.2 | 0.2 | 0.3 | 0.2 | 0.2 | 0.3 | 0.2 | 0.2 | 0.2 | 0.3 | 0.2 | 0.2 |
| Stadtfilter | | | | | | | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| 3fach | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Kanal K | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 | 0.0 | 0.0 | 0.0 | 0.1 | 0.0 | 0.1 | 0.0 | 0.0 | 0.0 | 0.1 | 0.1 |
| LoRa | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| RaBe | 0.1 | 0.1 | 0.0 | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| RaSa | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| toxic.fm | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 | 0.0 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Radio X | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 | 0.0 | 0.1 | 0.1 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 |
| andere Privatradios dt | 0.8 | 0.2 | 0.3 | 0.4 | 0.5 | 0.5 | 0.7 | 0.7 | 0.7 | 0.8 | 1.0 | 1.1 | 1.3 | 1.4 | 1.4 | 3.0 | 3.6 | 4.6 | 5.4 | 6.1 |

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

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

* Datenbasis = Nutzungsdaten Mediapulse Radio Data vom 01.03.2018 bis 31.12.2018

Ergebnisse Mediapulse Radio Data 2022 / Deutsche Schweiz

MARKTANTEILE in % (Mo-So)

Universum: 5'151'700 Personen (15+) Stichprobe: 8'270 Personen / 462'188 Messtage

3.13 Radionutzung im Langzeitvergleich: Marktanteile in %

Mediapulse: Jahresbericht 2022

| | 2003 | 2004 ⁽¹⁾ | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018* | 2019 (3) | 2020 | 2021 | 2022 |
|------------------------------|-------|---------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|----------|-------|-------|-------|
| 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 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| SRG SSR | 66.1 | 65.5 | 66.9 | 67.7 | 68.4 | 68.2 | 66.1 | 66.3 | 65.9 | 65.4 | 64.6 | 64.7 | 64.9 | 64.5 | 64.1 | 60.9 | 60.8 | 61.0 | 59.7 | 58.4 |
| SRF | 62.2 | 61.6 | 62.8 | 63.9 | 64.5 | 64.2 | 61.6 | 61.7 | 60.9 | 60.3 | 59.4 | 58.7 | 59.1 | 58.3 | 58.1 | 54.6 | 54.4 | 54.8 | 53.7 | 52.3 |
| SRF1 | 42.5 | 40.1 | 41.6 | 41.3 | 40.0 | 38.4 | 36.4 | 34.5 | 34.0 | 32.7 | 32.2 | 31.3 | 31.3 | 30.4 | 30.8 | 27.9 | 28.1 | 28.5 | 28.0 | 27.5 |
| SRF Musikwelle | 2.9 | 3.5 | 3.6 | 4.1 | 4.6 | 5.1 | 3.8 | 4.7 | 4.8 | 5.3 | 5.6 | 6.2 | 6.5 | 6.8 | 7.1 | 7.3 | 7.4 | 7.5 | 7.5 | 7.2 |
| SRF2 Kultur | 4.6 | 4.8 | 5.0 | 5.0 | 4.9 | 4.5 | 4.2 | 3.8 | 3.7 | 3.7 | 3.4 | 3.4 | 3.2 | 3.5 | 3.3 | 2.7 | 2.9 | 2.9 | 2.9 | 2.7 |
| SRF3 | 12.1 | 13.0 | 12.5 | 13.3 | 14.8 | 15.6 | 16.7 | 17.9 | 17.7 | 17.8 | 17.3 | 16.9 | 17.1 | 16.7 | 15.8 | 15.5 | 15.0 | 14.7 | 14.2 | 13.7 |
| SRF4 News | | | | | | 0.5 | 0.5 | 0.7 | 0.7 | 0.7 | 0.7 | 0.8 | 0.7 | 0.8 | 0.8 | 0.8 | 0.8 | 1.1 | 0.9 | 1.1 |
| SRF Virus | 0.2 | 0.1 | 0.1 | 0.2 | 0.2 | 0.1 | 0.1 | 0.1 | 0.1 | 0.2 | 0.2 | 0.2 | 0.2 | 0.2 | 0.3 | 0.3 | 0.2 | 0.1 | 0.1 | 0.1 |
| RTS La Première | 0.5 | 0.4 | 0.4 | 0.4 | 0.4 | 0.4 | 0.7 | 0.7 | 0.7 | 0.7 | 0.7 | 0.7 | 0.6 | 0.6 | 0.7 | 0.3 | 0.3 | 0.3 | 0.2 | 0.3 |
| RSI Rete Uno | 0.4 | 0.4 | 0.4 | 0.4 | 0.4 | 0.3 | 0.2 | 0.3 | 0.3 | 0.3 | 0.2 | 0.3 | 0.2 | 0.3 | 0.3 | 0.2 | 0.1 | 0.1 | 0.1 | 0.1 |
| Swiss Satellite Radios | 1.8 | 2.1 | 2.3 | 2.1 | 2.2 | 2.4 | 2.9 | 3.1 | 3.3 | 3.4 | 3.6 | 4.4 | 4.4 | 4.5 | 4.4 | 5.2 | 5.3 | 5.0 | 5.0 | 5.0 |
| andere SRG SSR | 1.2 | 1.0 | 1.0 | 0.9 | 1.2 | 0.8 | 0.7 | 0.7 | 0.7 | 0.7 | 0.7 | 0.7 | 0.6 | 0.8 | 0.7 | 0.7 | 0.7 | 0.8 | 0.7 | 0.7 |
| Total ausländische Stationen | 8.3 | 8.2 | 7.6 | 6.7 | 6.1 | 6.0 | 5.1 | 4.7 | 4.6 | 4.4 | 4.6 | 4.8 | 4.6 | 4.8 | 4.7 | 4.0 | 3.6 | 3.3 | 3.3 | 3.5 |
| ARD-Sender | 4.2 | 4.2 | 4.2 | 3.3 | 3.1 | 3.4 | 3.2 | 3.0 | 3.1 | 2.7 | 2.7 | 3.0 | 2.8 | 3.0 | 2.8 | 2.6 | 2.4 | 2.1 | 2.2 | 2.2 |
| SWR1 | 0.6 | 0.5 | 0.5 | 0.3 | 0.2 | 0.4 | 0.3 | 0.3 | 0.3 | 0.3 | 0.3 | 0.4 | 0.3 | 0.4 | 0.4 | 0.4 | 0.4 | 0.4 | 0.3 | 0.3 |
| SWR2 | 0.4 | 0.4 | 0.5 | 0.2 | 0.3 | 0.3 | 0.2 | 0.2 | 0.2 | 0.2 | 0.2 | 0.2 | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 |
| SWR3 | 1.3 | 1.3 | 1.2 | 1.1 | 1.1 | 0.8 | 0.8 | 0.7 | 0.9 | 0.7 | 0.8 | 0.8 | 0.9 | 1.0 | 0.8 | 0.8 | 0.8 | 0.7 | 0.8 | 0.7 |
| SWR4 | 1.2 | 1.2 | 1.2 | 0.9 | 0.8 | 1.3 | 1.2 | 1.3 | 1.2 | 1.1 | 1.1 | 1.1 | 1.0 | 1.1 | 1.0 | 0.9 | 0.9 | 0.7 | 0.7 | 0.6 |
| Bayern 1 | 0.2 | 0.2 | 0.2 | 0.2 | 0.2 | 0.2 | 0.2 | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 | 0.2 | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 |
| Bayern 4 Klassik | 0.2 | 0.2 | 0.2 | 0.3 | 0.2 | 0.2 | 0.2 | 0.1 | 0.1 | 0.2 | 0.2 | 0.2 | 0.2 | 0.2 | 0.2 | 0.2 | 0.1 | 0.1 | 0.1 | 0.1 |
| Deutschlandfunk | 0.4 | 0.4 | 0.5 | 0.5 | 0.4 | 0.3 | 0.3 | 0.2 | 0.2 | 0.2 | 0.1 | 0.3 | 0.2 | 0.2 | 0.2 | 0.1 | 0.1 | 0.1 | 0.2 | 0.2 |
| ORF-Sender | 0.9 | 0.8 | 0.5 | 0.5 | 0.4 | 0.4 | 0.3 | 0.3 | 0.2 | 0.2 | 0.4 | 0.4 | 0.4 | 0.4 | 0.4 | 0.3 | 0.3 | 0.3 | 0.3 | 0.2 |
| Ö1 | 0.2 | 0.2 | 0.2 | 0.2 | 0.1 | 0.1 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.1 | 0.1 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Ö2 (Radio Vorarlberg) | 0.3 | 0.3 | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 | 0.0 | 0.1 | 0.2 | 0.2 | 0.1 | 0.2 | 0.2 | 0.1 | 0.1 | 0.1 | 0.2 | 0.1 |
| Ö3 | 0.4 | 0.3 | 0.3 | 0.2 | 0.2 | 0.2 | 0.2 | 0.2 | 0.1 | 0.2 | 0.2 | 0.1 | 0.2 | 0.1 | 0.2 | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 |
| Private ausländische deutsch | 2.1 | 1.9 | 1.6 | 1.6 | 1.3 | 1.4 | 1.3 | 1.2 | 1.1 | 1.2 | 1.2 | 1.1 | 1.1 | 1.1 | 1.1 | 1.0 | 0.9 | 0.8 | 0.7 | 0.8 |
| Das neue Radio Seefunk | | | | | | | | | | | | | | | | 0.4 | 0.3 | 0.3 | 0.2 | 0.2 |
| Klassik Radio | | | | | | | | | | | | | | | | 0.1 | 0.1 | 0.1 | 0.1 | 0.2 |
| Radio L (FL) | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 | 0.2 | 0.1 | 0.1 | 0.1 | 0.0 | 0.0 |
| baden.fm (D) | | | | | | | | | | | | | | | | | 0.0 | 0.0 | 0.0 | 0.0 |
| ERF plus (D) | | | | | | | | | | | | | | | | | 0.1 | 0.1 | 0.0 | 0.1 |

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

(2) Einzelsender SRF/RTS: Gemäss Marktconvention werden die Sender von SRF und RTS auf Grund von Simulcasting im 2. Semester 2014 nur als Gruppe ausgewiesen (mit Ausnahme von Marktanteilen). Für die Einzelsender werden die Ergebnisse vom 1. Semester 2014 aufgeführt.

(3) Per 1. Januar 2019 wurde eine Systemverbesserung zur weiteren Erhöhung der Genauigkeit der Messung bei kurzen gemeinsamen Ausstrahlungen implementiert.

* Datenbasis = Nutzungsdaten Mediapulse Radio Data vom 01.03.2018 bis 31.12.2018

Ergebnisse Mediapulse Radio Data 2022 / Deutsche Schweiz

MARKTANTEILE in % (Mo-So)

Universum: 5'151'700 Personen (15+) Stichprobe: 8'270 Personen / 462'188 Messtage

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Mediapulse: Jahresbericht 2022

| | 2003 | 2004 ⁽¹⁾ | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018* | 2019 (3) | 2020 | 2021 | 2022 |
|--|-------|---------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|----------|-------|-------|-------|
| 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 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| Total Privatradios CH | 25.6 | 26.3 | 25.5 | 25.6 | 25.5 | 25.9 | 28.8 | 29.0 | 29.5 | 30.2 | 30.8 | 30.4 | 30.5 | 30.6 | 31.2 | 35.2 | 35.6 | 35.7 | 36.9 | 38.1 |
| 20 Minuten Radio (bis 11/2019 Planet 105) | 0.4 | 0.3 | 0.2 | 0.1 | 0.1 | 0.1 | 0.2 | 0.3 | 0.6 | 0.9 | 0.8 | 0.6 | 0.4 | 0.4 | 0.4 | 0.5 | 0.6 | 0.6 | 0.5 | 0.4 |
| Open Broadcast | | | | | | | | | | | | | | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Eviva | 0.9 | 1.1 | 1.0 | 1.0 | 1.1 | 1.1 | 1.0 | 1.0 | 1.1 | 1.3 | 1.2 | 1.3 | 1.1 | 1.1 | 1.4 | 1.4 | 1.3 | 1.4 | 1.5 | 1.3 |
| Radio 24 | 3.0 | 2.9 | 2.8 | 2.8 | 2.6 | 2.5 | 2.9 | 3.1 | 3.3 | 3.0 | 2.9 | 2.7 | 2.6 | 2.4 | 2.2 | 2.6 | 2.7 | 2.7 | 2.7 | 2.4 |
| Energy Zürich (bis 14.8.2003 Hitradio Z) | 1.9 | 1.9 | 1.9 | 1.7 | 1.8 | 1.9 | 2.4 | 2.2 | 2.1 | 2.3 | 2.2 | 2.1 | 2.4 | 2.6 | 2.6 | 2.4 | 2.3 | 2.1 | 1.9 | 1.9 |
| Radio 1 | | | | | | 0.9 | 0.8 | 1.1 | 1.2 | 1.2 | 1.3 | 1.2 | 1.1 | 1.2 | 1.2 | 1.3 | 1.2 | 1.1 | 1.1 | 1.2 |
| Argovia | 1.7 | 2.2 | 2.2 | 1.9 | 2.0 | 1.9 | 2.4 | 2.4 | 2.4 | 2.4 | 2.2 | 2.3 | 2.4 | 2.4 | 2.2 | 2.4 | 2.4 | 2.2 | 2.3 | 2.3 |
| Pilatus | 1.7 | 1.8 | 1.8 | 1.9 | 1.9 | 1.7 | 1.8 | 1.8 | 1.9 | 2.0 | 2.0 | 2.2 | 2.3 | 2.4 | 2.3 | 2.7 | 2.9 | 2.8 | 2.7 | 3.0 |
| Sunshine | 1.2 | 1.2 | 1.0 | 1.0 | 0.9 | 1.0 | 1.2 | 1.1 | 1.1 | 1.0 | 1.0 | 0.9 | 0.8 | 0.9 | 1.0 | 1.0 | 0.9 | 0.9 | 0.7 | 0.7 |
| Central | 0.9 | 1.1 | 1.2 | 1.3 | 1.4 | 1.3 | 1.5 | 1.6 | 1.7 | 1.9 | 2.0 | 1.9 | 2.0 | 2.0 | 2.1 | 2.5 | 2.6 | 2.7 | 2.7 | 2.9 |
| FM1 | | | | | | 1.5 | 1.6 | 1.8 | 1.9 | 1.9 | 2.2 | 2.2 | 2.4 | 2.3 | 2.4 | 2.4 | 2.5 | 2.5 | 2.3 | 2.2 |
| Energy Basel (ab 13.1.2012, davor Radio Basel) | | | | | | | 0.4 | 0.5 | 0.6 | 0.6 | 0.7 | 0.8 | 0.8 | 0.6 | 0.8 | 0.8 | 0.8 | 0.7 | 0.7 | 0.7 |
| Basilisk | 1.4 | 1.2 | 1.1 | 1.1 | 1.1 | 1.0 | 1.1 | 1.3 | 1.3 | 1.2 | 1.3 | 1.2 | 1.3 | 1.2 | 1.1 | 1.1 | 1.1 | 1.1 | 1.2 | 1.3 |
| BeO | 0.8 | 0.8 | 0.6 | 0.7 | 0.7 | 0.8 | 1.0 | 1.0 | 1.0 | 1.0 | 0.9 | 1.0 | 0.9 | 0.8 | 0.9 | 0.8 | 0.8 | 0.8 | 0.9 | 0.9 |
| Südostschweiz (bis Feb. 2015 Grischa) | 1.1 | 0.6 | 0.6 | 0.5 | 0.6 | 0.6 | 0.6 | 0.6 | 0.6 | 0.6 | 0.6 | 0.7 | 0.6 | 0.7 | 0.6 | 0.7 | 0.7 | 0.7 | 0.8 | 0.8 |
| Canal3 (netto) | 0.3 | 0.3 | 0.3 | 0.3 | 0.3 | 0.3 | 0.3 | 0.3 | 0.3 | 0.3 | 0.3 | 0.3 | 0.3 | 0.3 | 0.3 | 0.2 | 0.3 | 0.2 | 0.3 | 0.3 |
| Freiburg (netto) | 0.2 | 0.1 | 0.1 | 0.1 | 0.2 | 0.2 | 0.3 | 0.3 | 0.3 | 0.3 | 0.3 | 0.3 | 0.3 | 0.3 | 0.2 | 0.2 | 0.2 | 0.2 | 0.1 | 0.2 |
| Zürisee | 1.4 | 1.8 | 1.8 | 1.9 | 1.8 | 1.8 | 2.0 | 2.1 | 1.9 | 2.0 | 2.0 | 2.0 | 2.1 | 2.2 | 2.2 | 2.6 | 2.3 | 2.3 | 2.1 | 2.1 |
| Radio 32 | 1.6 | 1.6 | 1.6 | 1.7 | 1.6 | 1.6 | 1.8 | 1.7 | 1.6 | 1.6 | 1.6 | 1.5 | 1.4 | 1.3 | 1.2 | 1.3 | 1.4 | 1.3 | 1.3 | 1.5 |
| neo1 (bis 13.04.2008 Emme) | 0.4 | 0.4 | 0.3 | 0.4 | 0.3 | 0.3 | 0.4 | 0.3 | 0.3 | 0.2 | 0.2 | 0.3 | 0.2 | 0.2 | 0.3 | 0.3 | 0.3 | 0.2 | 0.2 | 0.2 |
| Bern1 (bis 22.04.2013 Capital FM) | 0.8 | 0.7 | 0.7 | 0.7 | 0.6 | 0.7 | 0.7 | 0.8 | 0.7 | 0.9 | 0.9 | 1.0 | 1.1 | 1.1 | 1.2 | 1.2 | 1.3 | 1.2 | 1.4 | 1.2 |
| Energy Bern (Bis 09.04.2010 BE1) | 1.0 | 1.1 | 1.2 | 1.1 | 1.0 | 0.9 | 1.1 | 0.9 | 0.8 | 0.7 | 0.7 | 0.7 | 0.8 | 0.8 | 0.9 | 1.3 | 1.2 | 1.2 | 1.4 | 1.5 |
| Rottu | 0.6 | 0.5 | 0.4 | 0.4 | 0.4 | 0.3 | 0.4 | 0.4 | 0.3 | 0.3 | 0.3 | 0.3 | 0.3 | 0.3 | 0.3 | 0.3 | 0.4 | 0.4 | 0.4 | 0.3 |
| Top ² | 1.4 | 1.4 | 1.5 | 1.7 | 1.6 | 1.6 | 1.5 | 1.3 | 1.4 | 1.1 | 1.2 | 1.2 | 1.2 | 1.2 | 1.1 | 1.2 | 1.1 | 0.9 | 1.0 | 0.9 |
| Munot ³ | 0.3 | 0.2 | 0.2 | 0.2 | 0.2 | 0.2 | 0.2 | 0.2 | 0.2 | 0.2 | 0.3 | 0.2 | 0.2 | 0.2 | 0.3 | 0.2 | 0.2 | 0.3 | 0.2 | 0.3 |
| Stadtfilter | | | | | | | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| 3fach | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Kanal K | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.1 | 0.0 | 0.0 | 0.0 | 0.1 | 0.1 |
| LoRa | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| RaBe | 0.0 | 0.0 | 0.0 | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 | 0.0 | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| RaSa | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| toxic.fm | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Radio X | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 | 0.0 | 0.1 | 0.1 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 |
| andere Privatradios dt | 0.7 | 0.2 | 0.3 | 0.4 | 0.5 | 0.5 | 0.6 | 0.6 | 0.6 | 0.8 | 0.9 | 1.1 | 1.2 | 1.3 | 1.4 | 2.9 | 3.7 | 4.7 | 6.0 | 7.1 |

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

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

* Datenbasis = Nutzungsdaten Mediapulse Radio Data vom 01.03.2018 bis 31.12.2018

Ergebnisse Mediapulse Radio Data 2022 / Deutsche Schweiz

TAGESREICHWEITEN in % (Mo-So)

Universum: 5'151'700 Personen (15+) Stichprobe: 8'270 Personen / 462'188 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.

| | 2006 | 2007 | 2008 | Region | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018* | 2019 | 2020 | 2021 | 2022 | Region |
|---|------|------|------|------------------------------|------|------|------|------|------|------|------|------|------|-------|------|------|------|------|--------------------|
| Privatradios CH | | | | | | | | | | | | | | | | | | | |
| Top Two | 0.4 | 0.4 | 0.3 | Deutschschweiz | 0.4 | 0.2 | 0.3 | 0.4 | 0.4 | 0.5 | 0.5 | 0.6 | 0.5 | 0.6 | 0.6 | 0.6 | 0.6 | 0.5 | Deutschschweiz |
| Eviva | 1.8 | 1.9 | 1.8 | Deutschschweiz | 1.9 | 1.8 | 1.8 | 1.9 | 2.1 | 2.0 | 1.7 | 1.7 | 1.9 | 1.8 | 1.7 | 1.7 | 1.7 | 1.5 | Deutschschweiz |
| Life Channel | 0.8 | 0.9 | 0.6 | Deutschschweiz | 0.5 | 0.5 | 0.5 | 1.0 | 0.9 | 0.7 | 0.7 | 0.7 | 0.8 | 0.5 | 0.4 | 0.4 | 0.4 | 0.4 | Deutschschweiz |
| Open Broadcast | | | | | | | | | | | | 1.1 | 0.9 | 0.2 | 0.2 | 0.2 | 0.2 | 0.2 | Deutschschweiz |
| Radio 24 | 17.1 | 16.7 | 15.7 | Grossraum Zürich | 18.1 | 18.5 | 18.0 | 17.3 | 18.0 | 15.1 | 14.7 | 13.5 | 12.5 | 14.6 | 14.1 | 13.1 | 12.5 | 11.6 | Zürich-Glarus |
| Radio 1 (ab 17.03.2008) | | | 5.6 | Grossraum Zürich | 5.4 | 6.9 | 7.7 | 7.4 | 8.4 | 7.5 | 6.6 | 6.6 | 5.9 | 6.2 | 6.0 | 5.1 | 4.6 | 4.8 | Zürich-Glarus |
| Zürisee | 25.5 | 24.4 | 24.6 | Zürichsee-Glarus | 14.4 | 14.8 | 13.6 | 13.7 | 13.7 | 12.8 | 12.6 | 12.5 | 11.4 | 13.0 | 11.8 | 10.9 | 9.5 | 9.0 | Zürich-Glarus |
| 20 Minuten Radio (bis 11/2019 Planet 105) | 0.6 | 0.6 | 0.6 | Deutschschweiz | 2.9 | 4.1 | 6.4 | 7.3 | 6.3 | 5.3 | 5.1 | 4.2 | 4.2 | 5.3 | 5.1 | 4.0 | 3.3 | 2.7 | Zürich Stadt |
| Energy Zürich | 12.3 | 12.3 | 11.8 | Grossraum Zürich | 19.1 | 17.5 | 17.0 | 16.6 | 15.3 | 13.9 | 15.0 | 15.6 | 14.0 | 14.7 | 14.0 | 12.5 | 11.6 | 10.2 | Zürich |
| LoRa | 1.7 | 1.4 | 1.0 | Grossraum Zürich | 1.0 | 1.3 | 1.3 | 1.4 | 1.2 | 1.3 | 0.9 | 0.9 | 0.9 | 0.3 | 0.2 | 0.3 | 0.2 | 0.2 | Zürich |
| Stadtfilter (ab Start UKW am 07.03.2009) | | | | | 2.3 | 1.7 | 1.7 | 1.4 | 1.6 | 1.2 | 1.6 | 1.3 | 2.2 | 0.6 | 0.5 | 0.4 | 0.3 | 0.4 | Winterthur |
| Argovia | 26.7 | 29.0 | 27.6 | Aargau | 29.9 | 28.3 | 28.5 | 27.9 | 26.4 | 26.2 | 25.0 | 23.5 | 22.8 | 26.4 | 25.4 | 23.1 | 20.8 | 21.2 | Aargau |
| Kanal K | 1.7 | 1.4 | 1.7 | Aargau | 2.3 | 2.0 | 1.6 | 1.2 | 1.7 | 1.5 | 1.2 | 1.0 | 1.1 | 0.9 | 0.7 | 0.8 | 0.6 | 0.4 | Aargau Mitte |
| Pilatus | 27.8 | 28.5 | 27.7 | Luzern | 29.4 | 29.3 | 28.7 | 29.1 | 28.7 | 28.8 | 29.1 | 29.9 | 28.5 | 33.3 | 30.9 | 28.8 | 26.2 | 26.2 | Innerschweiz West |
| 3fach | 1.1 | 1.3 | 1.2 | Luzern | 1.7 | 1.9 | 1.7 | 1.5 | 1.0 | 1.1 | 1.5 | 1.1 | 1.5 | 0.9 | 1.0 | 1.0 | 0.6 | 1.4 | Luzern |
| Sunshine | 13.0 | 11.9 | 12.9 | Zug | 16.7 | 15.2 | 14.1 | 13.4 | 13.2 | 12.8 | 11.5 | 11.0 | 11.2 | 12.2 | 10.2 | 9.7 | 7.8 | 7.5 | Innerschweiz Nord |
| Central | 14.9 | 14.7 | 15.5 | Uri-Schwyz-Glarus | 16.6 | 17.8 | 18.1 | 18.6 | 18.5 | 18.1 | 18.4 | 17.6 | 17.4 | 19.9 | 19.2 | 18.6 | 17.3 | 17.1 | Innerschweiz Süd |
| FM1 (ab 07.05.2008) | | | 24.2 | St.Gallen Appenzell Rheintal | 25.2 | 27.6 | 28.3 | 28.0 | 28.9 | 29.0 | 29.2 | 28.3 | 27.7 | 32.0 | 30.1 | 28.7 | 26.2 | 24.1 | Ostschweiz Ost |
| toxic.fm | 1.1 | 1.2 | 1.2 | St.Gallen Appenzell | 3.1 | 3.2 | 3.6 | 2.5 | 1.6 | 3.9 | 2.1 | 2.7 | 3.0 | 2.2 | 1.3 | 1.3 | 3.1 | 2.5 | St.Gallen |
| Basilisk | 19.9 | 19.1 | 18.8 | Basel | 21.0 | 22.0 | 22.0 | 20.5 | 21.1 | 19.6 | 19.4 | 18.2 | 17.2 | 19.7 | 17.5 | 15.3 | 15.2 | 15.5 | Basel |
| Energy Basel (ab 13.01.2012, ehem. Radio Basel) | 13.2 | 12.9 | 12.7 | Basel | 14.5 | 10.6 | 10.4 | 13.4 | 13.3 | 13.1 | 14.1 | 13.3 | 13.4 | 17.5 | 16.0 | 13.8 | 13.6 | 12.9 | Basel |
| Radio X | 1.7 | 2.1 | 1.7 | Basel | 2.3 | 2.1 | 1.9 | 2.2 | 2.2 | 2.0 | 1.7 | 1.8 | 1.7 | 1.4 | 0.8 | 0.9 | 0.7 | 0.6 | Basel Stadt |
| BeO | 24.1 | 24.8 | 25.6 | Berner Oberland | 25.3 | 25.1 | 24.9 | 24.1 | 22.1 | 21.9 | 20.9 | 20.8 | 21.0 | 18.9 | 18.2 | 16.8 | 17.3 | 14.8 | Berner Oberland |
| Südostschweiz (bis Feb. 2015 Grischa) | 20.4 | 23.4 | 23.8 | Nord- & Südbünden | 22.5 | 22.4 | 21.4 | 21.1 | 21.9 | 21.2 | 20.6 | 20.6 | 20.3 | 23.7 | 22.7 | 20.4 | 19.8 | 19.5 | Südostschweiz |
| Canal3 (deutsch) | 14.0 | 13.3 | 13.3 | Biel/Bienne | 12.9 | 12.3 | 12.5 | 11.4 | 11.4 | 10.8 | 10.6 | 10.0 | 8.5 | 10.1 | 10.9 | 8.5 | 9.4 | 9.7 | Biel |
| Freiburg (deutsch) | 6.9 | 11.4 | 16.8 | Freiburg | 14.0 | 15.7 | 15.8 | 14.5 | 15.2 | 13.7 | 12.8 | 12.0 | 11.0 | 10.3 | 9.1 | 6.9 | 6.4 | 6.5 | Freiburg |
| Radio 32 | 32.0 | 31.4 | 32.0 | Solothurn-Olten | 32.5 | 31.0 | 30.7 | 27.9 | 28.3 | 25.2 | 24.8 | 23.0 | 22.0 | 25.1 | 23.8 | 21.1 | 19.9 | 18.9 | Solothurn-Olten |
| neo1 (bis 13.04.2008 Emme) | 13.5 | 14.0 | 14.1 | Emmental | 10.0 | 9.3 | 9.7 | 7.7 | 7.5 | 7.1 | 7.0 | 7.4 | 8.0 | 8.0 | 7.5 | 6.0 | 6.3 | 5.2 | Emmental |
| Bern1 (bis 22.04.2013 Capital FM) | 11.4 | 12.5 | 12.3 | Bern | 15.8 | 15.7 | 14.0 | 15.5 | 15.9 | 15.1 | 15.8 | 15.3 | 14.4 | 17.9 | 16.5 | 15.0 | 13.6 | 13.0 | Bern |
| Energy Bern (Bis 09.04.2010 BE1) | 18.5 | 16.6 | 16.1 | Bern | 19.5 | 18.1 | 16.3 | 15.3 | 14.5 | 13.0 | 13.7 | 13.0 | 14.0 | 18.6 | 17.0 | 15.1 | 14.4 | 13.2 | Bern |
| RaBe | 1.6 | 1.6 | 1.7 | Bern | 1.9 | 2.0 | 1.9 | 2.1 | 2.2 | 2.0 | 2.0 | 1.9 | 1.3 | 0.9 | 1.0 | 0.8 | 0.8 | 0.7 | Bern Stadt |
| Rottu | 41.7 | 42.2 | 40.3 | Oberwallis | 36.6 | 33.3 | 32.2 | 29.7 | 29.2 | 25.7 | 27.0 | 27.1 | 25.7 | 28.0 | 26.6 | 24.9 | 21.5 | 21.6 | Oberwallis |
| Top | 15.5 | 14.3 | 14.1 | Winterthur-Thurgau-Wil | 11.1 | 9.5 | 9.5 | 9.0 | 9.3 | 9.0 | 8.5 | 8.6 | 7.3 | 8.1 | 7.0 | 6.1 | 5.5 | 5.3 | Ostschweiz West |
| Munot | 16.1 | 14.5 | 15.0 | Schaffhausen | 15.9 | 16.9 | 16.2 | 17.0 | 15.9 | 15.1 | 14.8 | 14.6 | 16.0 | 16.2 | 16.2 | 17.3 | 15.5 | 14.1 | Schaffhausen |
| RaSa | 1.1 | 1.0 | 1.0 | Schaffhausen | 1.1 | 0.7 | 0.7 | 0.9 | 0.9 | 1.0 | 0.7 | 0.6 | 0.5 | 0.7 | 1.0 | 0.6 | 0.7 | 0.7 | Schaffhausen Stadt |

* Datenbasis = Nutzungsdaten Mediapulse Radio Data vom 01.03.2018 bis 31.12.2018

Ergebnisse Mediapulse Radio Data 2022 / Deutsche Schweiz

TAGESREICHWEITEN in Tausend (Mo-So)

Universum: 5'151'700 Personen (15+) Stichprobe: 8'270 Personen / 462'188 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.

| | 2006 | 2007 | 2008 | Region | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018* | 2019 | 2020 | 2021 | 2022 | Region |
|---|-------|-------|-------|------------------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|--------------------|
| Privatradios CH | | | | | | | | | | | | | | | | | | | |
| Top Two | 16.2 | 18.8 | 14.2 | Deutschschweiz | 16.8 | 11.1 | 15.7 | 17.5 | 21.3 | 25.6 | 23.1 | 28.3 | 26.8 | 28.9 | 28.3 | 28.9 | 29.4 | 26.8 | Deutschschweiz |
| Eviva | 79.6 | 83.2 | 82.5 | Deutschschweiz | 85.3 | 84.3 | 84.3 | 90.1 | 99.8 | 96.6 | 82.2 | 84.8 | 91.7 | 91.7 | 84.7 | 84.6 | 84.1 | 74.9 | Deutschschweiz |
| Life Channel | 35.4 | 38.4 | 29.1 | Deutschschweiz | 23.0 | 21.1 | 24.2 | 47.0 | 41.6 | 34.5 | 33.1 | 33.6 | 38.9 | 22.6 | 21.7 | 21.1 | 19.0 | 20.9 | Deutschschweiz |
| Open Broadcast | | | | | | | | | | | | 54.6 | 43.0 | 10.4 | 10.5 | 10.1 | 8.8 | 10.3 | Deutschschweiz |
| Radio 24 | 203.1 | 200.4 | 190.3 | Grossraum Zürich | 237.0 | 247.0 | 244.5 | 238.2 | 225.9 | 209.3 | 204.5 | 189.9 | 179.3 | 211.9 | 207.4 | 194.8 | 186.5 | 174.9 | Zürich-Glarus |
| Radio 1 (ab 17.03.2008) | | | 67.2 | Grossraum Zürich | 70.5 | 92.4 | 103.9 | 101.8 | 110.6 | 103.4 | 91.6 | 93.1 | 84.3 | 90.2 | 87.7 | 75.0 | 69.3 | 72.4 | Zürich-Glarus |
| Zürisee | 115.5 | 111.5 | 113.3 | Zürichsee-Glarus | 188.7 | 197.6 | 184.3 | 187.9 | 191.5 | 177.6 | 175.1 | 176.8 | 162.6 | 188.6 | 173.6 | 161.4 | 141.7 | 136.7 | Zürich-Glarus |
| 20 Minuten Radio (bis 11/2019 Planet 105) | 25.3 | 26.4 | 25.9 | Deutschschweiz | 9.5 | 13.4 | 21.1 | 24.3 | 21.2 | 17.0 | 16.4 | 13.7 | 13.8 | 17.8 | 17.2 | 13.6 | 11.6 | 9.4 | Zürich Stadt |
| Energy Zürich | 146.3 | 147.1 | 142.9 | Grossraum Zürich | 159.3 | 148.5 | 146.5 | 145.1 | 135.9 | 120.5 | 131.1 | 138.0 | 126.5 | 134.4 | 129.0 | 117.1 | 109.7 | 97.3 | Zürich |
| LoRa | 19.9 | 16.2 | 11.8 | Grossraum Zürich | 8.7 | 11.4 | 11.6 | 12.1 | 11.0 | 11.3 | 7.5 | 8.3 | 7.9 | 2.6 | 2.2 | 2.8 | 2.3 | 2.0 | Zürich |
| Stadtfilter (ab Start UKW am 07.03.2009) | | | | | 2.7 | 2.1 | 2.1 | 1.8 | 2.1 | 1.5 | 2.1 | 1.7 | 3.0 | 0.8 | 0.6 | 0.6 | 0.4 | 0.6 | Winterthur |
| Argovia | 136.6 | 150.0 | 144.5 | Aargau | 181.0 | 176.8 | 180.5 | 180.1 | 172.8 | 171.3 | 164.7 | 157.5 | 155.1 | 182.2 | 176.9 | 162.5 | 148.4 | 152.9 | Aargau |
| Kanal K | 8.5 | 7.4 | 8.6 | Aargau | 6.8 | 6.3 | 5.0 | 4.0 | 5.4 | 5.0 | 3.9 | 3.3 | 3.8 | 3.2 | 2.5 | 2.7 | 2.0 | 1.5 | Aargau Mitte |
| Pilatus | 135.9 | 140.5 | 138.3 | Luzern | 148.5 | 148.6 | 147.4 | 151.9 | 151.9 | 155.7 | 158.1 | 164.9 | 159.2 | 187.6 | 176.1 | 165.3 | 151.5 | 152.9 | Innerschweiz West |
| 3fach | 5.4 | 6.4 | 6.2 | Luzern | 3.4 | 3.7 | 3.4 | 3.0 | 2.1 | 2.3 | 3.1 | 2.4 | 3.2 | 2.0 | 2.1 | 2.3 | 1.3 | 3.2 | Luzern |
| Sunshine | 68.0 | 62.9 | 69.0 | Zug | 98.9 | 90.4 | 85.4 | 82.5 | 82.4 | 81.7 | 73.9 | 71.5 | 73.7 | 81.4 | 68.5 | 66.0 | 53.2 | 51.5 | Innerschweiz Nord |
| Central | 75.9 | 75.2 | 80.1 | Uri-Schwyz-Glarus | 110.0 | 119.4 | 122.7 | 127.8 | 128.8 | 128.2 | 130.9 | 126.9 | 127.6 | 147.1 | 142.7 | 139.4 | 130.7 | 130.2 | Innerschweiz Süd |
| FM1 (ab 07.05.2008) | | | 111.5 | St.Gallen Appenzell Rheintal | 139.3 | 154.7 | 160.4 | 160.7 | 167.8 | 169.0 | 170.9 | 167.6 | 165.9 | 192.9 | 182.7 | 175.4 | 160.8 | 148.9 | Ostschweiz Ost |
| toxic.fm | 3.8 | 3.9 | 4.0 | St.Gallen Appenzell | 2.0 | 2.0 | 2.3 | 1.6 | 1.0 | 2.5 | 1.3 | 1.7 | 1.9 | 1.4 | 0.8 | 0.8 | 2.0 | 1.6 | St.Gallen |
| Basilisk | 88.6 | 85.0 | 84.1 | Basel | 99.3 | 105.8 | 106.3 | 99.1 | 102.8 | 95.3 | 94.3 | 89.3 | 85.6 | 98.7 | 87.7 | 77.0 | 76.9 | 78.6 | Basel |
| Energy Basel (ab 13.01.2012, ehem. Radio Basel) | 58.6 | 57.3 | 56.8 | Basel | 68.8 | 50.9 | 50.4 | 64.7 | 64.9 | 63.4 | 68.7 | 65.2 | 66.7 | 87.4 | 80.3 | 69.4 | 68.7 | 65.6 | Basel |
| Radio X | 7.5 | 9.4 | 7.6 | Basel | 8.6 | 7.8 | 7.3 | 8.3 | 8.4 | 7.4 | 6.3 | 6.9 | 6.4 | 5.5 | 3.2 | 3.6 | 2.8 | 2.5 | Basel Stadt |
| BeO | 39.8 | 41.3 | 42.7 | Berner Oberland | 51.1 | 50.7 | 50.7 | 49.2 | 45.5 | 46.0 | 43.9 | 44.1 | 44.8 | 40.4 | 39.2 | 36.2 | 37.4 | 32.1 | Berner Oberland |
| Südostschweiz (bis Feb. 2015 Grischa) | 37.7 | 43.4 | 44.4 | Nord- & Südbünden | 48.1 | 47.1 | 45.5 | 45.4 | 47.7 | 47.6 | 46.3 | 46.7 | 46.3 | 54.5 | 52.3 | 47.0 | 45.9 | 45.4 | Südostschweiz |
| Canal3 (deutsch) | 21.6 | 20.6 | 20.7 | Biel/Bienne | 24.8 | 24.0 | 24.7 | 22.7 | 22.8 | 21.5 | 21.2 | 20.4 | 17.6 | 21.0 | 22.8 | 18.1 | 20.1 | 20.9 | Biel |
| Freiburg (deutsch) | 4.4 | 7.3 | 10.9 | Freiburg | 20.6 | 23.2 | 23.7 | 22.0 | 23.5 | 21.3 | 20.3 | 19.3 | 18.0 | 16.9 | 15.2 | 11.6 | 10.8 | 11.0 | Freiburg |
| Radio 32 | 99.1 | 97.9 | 100.6 | Solothurn-Olten | 117.0 | 114.2 | 114.0 | 105.5 | 107.9 | 95.7 | 94.4 | 88.7 | 86.2 | 99.0 | 95.0 | 84.7 | 80.6 | 77.2 | Solothurn-Olten |
| neo1 (bis 13.04.2008 Emme) | 22.8 | 23.7 | 24.0 | Emmental | 30.8 | 28.9 | 30.2 | 24.0 | 23.6 | 22.5 | 22.2 | 23.7 | 25.9 | 26.1 | 24.4 | 19.8 | 20.8 | 17.2 | Emmental |
| Bern1 (bis 22.04.2013 Capital FM) | 39.9 | 43.6 | 43.3 | Bern | 60.2 | 59.7 | 53.8 | 59.6 | 61.8 | 58.5 | 60.9 | 59.5 | 56.7 | 71.0 | 65.8 | 59.8 | 54.7 | 52.6 | Bern |
| Energy Bern (Bis 09.04.2010 BE1) | 64.5 | 58.1 | 56.4 | Bern | 74.4 | 69.0 | 62.5 | 58.9 | 56.3 | 50.2 | 52.9 | 50.5 | 55.0 | 73.6 | 67.9 | 60.4 | 57.7 | 53.4 | Bern |
| RaBe | 5.6 | 5.6 | 5.9 | Bern | 6.1 | 6.6 | 6.0 | 6.7 | 7.1 | 6.4 | 6.5 | 6.1 | 4.4 | 3.0 | 3.3 | 2.9 | 2.6 | 2.3 | Bern Stadt |
| Rottu | 26.6 | 27.0 | 25.8 | Oberwallis | 31.8 | 28.8 | 28.2 | 26.1 | 25.9 | 23.9 | 25.3 | 25.5 | 24.6 | 26.7 | 25.4 | 23.9 | 20.7 | 20.9 | Oberwallis |
| Top | 120.2 | 112.0 | 111.7 | Winterthur-Thurgau-Wil | 145.5 | 127.3 | 128.5 | 123.1 | 128.7 | 124.3 | 117.9 | 120.5 | 104.3 | 116.8 | 102.2 | 90.1 | 82.1 | 78.7 | Ostschweiz West |
| Munot | 13.9 | 12.6 | 13.1 | Schaffhausen | 17.1 | 18.5 | 17.8 | 18.9 | 17.9 | 17.4 | 17.2 | 17.1 | 19.1 | 19.5 | 19.5 | 21.1 | 19.1 | 17.5 | Schaffhausen |
| RaSa | 0.9 | 0.9 | 0.8 | Schaffhausen | 0.6 | 0.4 | 0.4 | 0.5 | 0.5 | 0.6 | 0.4 | 0.4 | 0.3 | 0.4 | 0.6 | 0.4 | 0.4 | 0.4 | Schaffhausen Stadt |

* Datenbasis = Nutzungsdaten Mediapulse Radio Data vom 01.03.2018 bis 31.12.2018

Ergebnisse Mediapulse Radio Data 2022 / Deutsche Schweiz

NUTZUNG in Minuten (Mo-So)

Universum: 5'151'700 Personen (15+) Stichprobe: 8'270 Personen / 462'188 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.

| | 2006 | 2007 | 2008 | Region | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018* | 2019 | 2020 | 2021 | 2022 | Region |
|---|------|------|------|------------------------------|------|------|------|------|------|------|------|------|------|-------|------|------|------|------|--------------------|
| Privatradios CH | | | | | | | | | | | | | | | | | | | |
| Top Two | 0.1 | 0.1 | 0.1 | Deutschschweiz | 0.1 | 0.0 | 0.1 | 0.1 | 0.2 | 0.2 | 0.3 | 0.3 | 0.3 | 0.3 | 0.3 | 0.4 | 0.4 | 0.3 | Deutschschweiz |
| Eviva | 1.0 | 1.1 | 1.2 | Deutschschweiz | 1.2 | 1.1 | 1.1 | 1.3 | 1.3 | 1.4 | 1.2 | 1.1 | 1.4 | 1.4 | 1.3 | 1.4 | 1.4 | 1.1 | Deutschschweiz |
| Life Channel | 0.1 | 0.1 | 0.1 | Deutschschweiz | 0.1 | 0.1 | 0.1 | 0.1 | 0.2 | 0.1 | 0.1 | 0.1 | 0.1 | 0.2 | 0.2 | 0.2 | 0.2 | 0.2 | Deutschschweiz |
| Open Broadcast | | | | | | | | | | | | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | Deutschschweiz |
| Radio 24 | 9.1 | 8.7 | 8.4 | Grossraum Zürich | 10.8 | 11.4 | 11.3 | 9.9 | 9.8 | 8.6 | 8.2 | 7.4 | 6.4 | 7.7 | 7.7 | 7.6 | 7.2 | 5.9 | Zürich-Glarus |
| Radio 1 (ab 17.03.2008) | | | 3.4 | Grossraum Zürich | 3.2 | 3.8 | 4.4 | 4.3 | 4.3 | 3.8 | 3.5 | 3.6 | 3.5 | 3.8 | 3.6 | 3.0 | 2.7 | 3.1 | Zürich-Glarus |
| Zürisee | 13.7 | 13.2 | 14.0 | Zürichsee-Glarus | 7.8 | 8.1 | 7.0 | 7.0 | 7.0 | 6.9 | 7.1 | 7.2 | 6.8 | 8.5 | 7.2 | 7.3 | 6.0 | 5.8 | Zürich-Glarus |
| 20 Minuten Radio (bis 11/2019 Planet 105) | 0.1 | 0.1 | 0.1 | Deutschschweiz | 0.8 | 1.8 | 2.6 | 3.3 | 2.1 | 2.2 | 1.9 | 1.5 | 1.4 | 1.6 | 1.7 | 1.4 | 1.1 | 0.7 | Zürich Stadt |
| Energy Zürich | 5.3 | 5.6 | 5.9 | Grossraum Zürich | 10.0 | 8.7 | 7.7 | 7.7 | 7.5 | 6.4 | 7.5 | 7.8 | 7.5 | 7.0 | 6.5 | 6.2 | 5.5 | 4.7 | Zürich |
| LoRa | 0.2 | 0.1 | 0.1 | Grossraum Zürich | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 | 0.0 | 0.1 | 0.1 | 0.1 | Zürich |
| Stadtfilter (ab Start UKW am 07.03.2009) | | | | | 0.7 | 0.8 | 0.2 | 0.9 | 0.8 | 0.1 | 0.1 | 0.2 | 1.4 | 0.1 | 0.1 | 0.1 | 0.0 | 0.1 | Winterthur |
| Argovia | 15.4 | 16.7 | 16.7 | Aargau | 20.4 | 19.5 | 18.7 | 18.0 | 16.6 | 16.4 | 16.4 | 15.9 | 14.5 | 15.7 | 14.9 | 13.8 | 13.2 | 12.6 | Aargau |
| Kanal K | 0.3 | 0.2 | 0.3 | Aargau | 0.5 | 0.5 | 0.2 | 0.2 | 0.2 | 0.3 | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 | 0.3 | 0.0 | Aargau Mitte |
| Pilatus | 15.5 | 16.7 | 15.1 | Luzern | 17.1 | 17.6 | 17.7 | 17.8 | 17.8 | 18.4 | 19.0 | 18.7 | 16.7 | 19.6 | 19.5 | 17.9 | 16.5 | 17.6 | Innerschweiz West |
| 3fach | 0.3 | 0.5 | 0.5 | Luzern | 0.6 | 0.6 | 0.7 | 0.6 | 0.2 | 0.3 | 0.4 | 0.1 | 0.4 | 0.4 | 0.5 | 0.2 | 0.1 | 0.5 | Luzern |
| Sunshine | 5.9 | 5.4 | 6.8 | Zug | 9.1 | 8.2 | 7.8 | 6.7 | 6.3 | 6.1 | 5.0 | 5.3 | 5.4 | 5.2 | 5.2 | 5.2 | 3.6 | 3.1 | Innerschweiz Nord |
| Central | 9.4 | 8.8 | 9.1 | Uri-Schwyz-Glarus | 9.7 | 10.6 | 11.1 | 11.2 | 11.6 | 11.0 | 11.3 | 11.5 | 11.1 | 13.8 | 13.8 | 14.4 | 13.4 | 13.5 | Innerschweiz Süd |
| FM1 (ab 07.05.2008) | | | 14.6 | St.Gallen Appenzell Rheintal | 14.8 | 15.7 | 16.1 | 15.4 | 17.4 | 17.2 | 18.2 | 16.9 | 16.7 | 17.6 | 17.0 | 17.0 | 15.1 | 12.8 | Ostschweiz Ost |
| toxic.fm | 0.4 | 0.4 | 0.4 | St.Gallen Appenzell | 1.8 | 2.0 | 1.2 | 0.8 | 0.4 | 0.9 | 0.5 | 0.4 | 0.9 | 0.3 | 0.2 | 0.2 | 0.6 | 0.4 | St.Gallen |
| Basilisk | 10.7 | 10.6 | 10.5 | Basel | 12.8 | 13.8 | 13.7 | 12.2 | 13.6 | 12.3 | 12.8 | 11.1 | 9.8 | 10.9 | 10.1 | 10.0 | 10.5 | 10.8 | Basel |
| Energy Basel (ab 13.01.2012, ehem. Radio Basel) | 5.7 | 6.0 | 6.5 | Basel | 7.1 | 4.8 | 5.1 | 6.1 | 6.0 | 6.2 | 7.0 | 5.5 | 6.2 | 7.7 | 6.9 | 6.1 | 6.2 | 5.7 | Basel |
| Radio X | 0.8 | 0.8 | 0.6 | Basel | 0.6 | 0.5 | 0.5 | 0.7 | 0.9 | 0.8 | 0.4 | 0.4 | 0.4 | 0.8 | 0.2 | 0.4 | 0.2 | 0.4 | Basel Stadt |
| BeO | 14.0 | 16.9 | 17.9 | Berner Oberland | 20.0 | 19.3 | 19.4 | 20.9 | 17.8 | 16.8 | 15.9 | 15.1 | 14.2 | 12.7 | 12.6 | 13.6 | 14.0 | 13.4 | Berner Oberland |
| Südostschweiz (bis Feb. 2015 Grischa) | 10.0 | 12.3 | 13.2 | Nord- & Südbünden | 13.7 | 12.1 | 12.4 | 12.1 | 12.7 | 12.7 | 12.1 | 11.7 | 10.5 | 13.0 | 10.9 | 12.0 | 13.3 | 10.8 | Südostschweiz |
| Canal3 (deutsch) | 6.5 | 6.7 | 6.2 | Biel/Bienne | 6.1 | 5.8 | 6.6 | 5.9 | 6.0 | 5.8 | 5.1 | 4.3 | 4.1 | 3.9 | 4.4 | 3.2 | 3.7 | 3.8 | Biel |
| Freiburg (deutsch) | 2.9 | 5.1 | 9.2 | Freiburg | 7.8 | 9.5 | 8.1 | 8.2 | 9.0 | 8.3 | 6.6 | 6.0 | 5.6 | 5.4 | 4.5 | 3.6 | 2.9 | 3.5 | Freiburg |
| Radio 32 | 20.2 | 20.8 | 22.2 | Solothurn-Olten | 22.7 | 21.6 | 20.2 | 19.0 | 18.6 | 16.7 | 15.1 | 14.2 | 13.3 | 14.9 | 15.2 | 15.1 | 14.0 | 14.6 | Solothurn-Olten |
| neo1 (bis 13.04.2008 Emme) | 9.2 | 7.2 | 7.4 | Emmental | 5.4 | 4.4 | 4.4 | 3.0 | 3.2 | 3.6 | 2.6 | 2.9 | 3.5 | 3.5 | 3.3 | 2.5 | 2.4 | 2.1 | Emmental |
| Bern1 (bis 22.04.2013 Capital FM) | 5.9 | 5.5 | 6.6 | Bern | 7.9 | 8.6 | 7.7 | 9.6 | 9.7 | 8.8 | 10.3 | 10.5 | 10.1 | 11.0 | 10.3 | 10.2 | 10.4 | 9.3 | Bern |
| Energy Bern (Bis 09.04.2010 BE1) | 10.2 | 8.8 | 9.2 | Bern | 12.1 | 10.2 | 8.5 | 7.2 | 6.3 | 5.0 | 5.9 | 5.7 | 6.4 | 9.3 | 7.3 | 7.5 | 7.2 | 6.3 | Bern |
| RaBe | 0.4 | 0.4 | 0.6 | Bern | 0.6 | 0.7 | 0.5 | 0.5 | 0.7 | 0.5 | 0.6 | 0.5 | 0.5 | 0.2 | 0.2 | 0.2 | 0.1 | 0.1 | Bern Stadt |
| Rottu | 24.3 | 24.0 | 22.6 | Oberwallis | 21.3 | 20.4 | 16.9 | 15.4 | 13.5 | 12.0 | 14.6 | 13.4 | 11.7 | 13.2 | 14.1 | 13.6 | 11.7 | 11.5 | Oberwallis |
| Top | 7.8 | 7.1 | 7.7 | Winterthur-Thurgau-Wil | 5.6 | 4.8 | 5.0 | 3.9 | 4.1 | 4.1 | 4.0 | 4.0 | 3.5 | 4.1 | 3.5 | 2.7 | 3.0 | 2.4 | Ostschweiz West |
| Munot | 7.5 | 7.0 | 8.3 | Schaffhausen | 9.1 | 8.7 | 8.5 | 9.8 | 10.3 | 9.1 | 9.2 | 9.8 | 8.8 | 7.9 | 8.4 | 10.3 | 8.1 | 8.6 | Schaffhausen |
| RaSa | 0.1 | 0.1 | 0.1 | Schaffhausen | 0.2 | 0.1 | 0.1 | 0.3 | 0.1 | 0.1 | 0.2 | 0.1 | 0.1 | 0.3 | 0.5 | 0.2 | 0.2 | 0.1 | Schaffhausen Stadt |

* Datenbasis = Nutzungsdaten Mediapulse Radio Data vom 01.03.2018 bis 31.12.2018

Ergebnisse Mediapulse Radio Data 2022 / Deutsche Schweiz

MARKTANTEILE in % (Mo-So)

Universum: 5'151'700 Personen (15+) Stichprobe: 8'270 Personen / 462'188 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.

| | 2006 | 2007 | 2008 | Region | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018* | 2019 | 2020 | 2021 | 2022 | Region |
|---|------|------|------|------------------------------|------|------|------|------|------|------|------|------|------|-------|------|------|------|------|--------------------|
| Privatradios CH | | | | | | | | | | | | | | | | | | | |
| Top Two | 0.1 | 0.1 | 0.1 | Deutschschweiz | 0.1 | 0.0 | 0.1 | 0.1 | 0.2 | 0.2 | 0.2 | 0.3 | 0.3 | 0.3 | 0.3 | 0.4 | 0.4 | 0.3 | Deutschschweiz |
| Eviva | 1.0 | 1.1 | 1.1 | Deutschschweiz | 1.0 | 0.9 | 1.0 | 1.2 | 1.2 | 1.3 | 1.1 | 1.1 | 1.4 | 1.4 | 1.3 | 1.4 | 1.5 | 1.3 | Deutschschweiz |
| Life Channel | 0.1 | 0.1 | 0.1 | Deutschschweiz | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 | 0.2 | 0.2 | 0.2 | 0.2 | 0.2 | Deutschschweiz |
| Open Broadcast | | | | | | | | | | | | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | Deutschschweiz |
| Radio 24 | 9.3 | 8.8 | 8.1 | Grossraum Zürich | 9.4 | 10.3 | 10.4 | 9.5 | 9.5 | 8.8 | 8.4 | 7.6 | 7.0 | 8.1 | 8.5 | 8.3 | 8.6 | 7.7 | Zürich-Glarus |
| Radio 1 (ab 17.03.2008) | | | 3.2 | Grossraum Zürich | 2.8 | 3.4 | 4.1 | 4.1 | 4.2 | 3.8 | 3.6 | 3.7 | 3.8 | 4.0 | 4.0 | 3.3 | 3.2 | 4.0 | Zürich-Glarus |
| Zürisee | 13.6 | 13.0 | 12.7 | Zürichsee-Glarus | 6.8 | 7.3 | 6.5 | 6.7 | 6.7 | 7.0 | 7.3 | 7.4 | 7.3 | 8.9 | 8.0 | 7.9 | 7.2 | 7.5 | Zürich-Glarus |
| 20 Minuten Radio (bis 11/2019 Planet 105) | 0.1 | 0.1 | 0.1 | Deutschschweiz | 0.7 | 1.6 | 2.4 | 3.3 | 2.2 | 2.5 | 2.3 | 1.8 | 1.8 | 2.0 | 2.3 | 1.8 | 1.6 | 1.2 | Zürich Stadt |
| Energy Zürich | 5.4 | 5.6 | 5.6 | Grossraum Zürich | 8.8 | 8.0 | 7.1 | 7.5 | 7.4 | 6.7 | 7.9 | 8.2 | 8.6 | 7.8 | 7.6 | 7.3 | 7.0 | 6.6 | Zürich |
| LoRa | 0.2 | 0.1 | 0.1 | Grossraum Zürich | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 | 0.0 | 0.1 | 0.1 | 0.1 | Zürich |
| Stadtfilter (ab Start UKW am 07.03.2009) | | | | | 0.6 | 0.7 | 0.2 | 0.9 | 0.8 | 0.1 | 0.1 | 0.2 | 1.6 | 0.1 | 0.1 | 0.1 | 0.1 | 0.2 | Winterthur |
| Argovia | 15.3 | 16.4 | 16.1 | Aargau | 17.6 | 17.3 | 17.2 | 16.9 | 15.8 | 16.3 | 16.0 | 16.0 | 14.8 | 15.6 | 16.2 | 14.7 | 15.4 | 15.6 | Aargau |
| Kanal K | 0.3 | 0.2 | 0.3 | Aargau | 0.4 | 0.4 | 0.2 | 0.2 | 0.2 | 0.2 | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 | 0.4 | 0.0 | Aargau Mitte |
| Pilatus | 14.8 | 15.5 | 13.5 | Luzern | 13.8 | 14.2 | 14.8 | 15.1 | 15.2 | 16.2 | 16.7 | 17.0 | 16.0 | 16.9 | 17.9 | 16.7 | 16.6 | 18.8 | Innerschweiz West |
| 3fach | 0.3 | 0.5 | 0.5 | Luzern | 0.5 | 0.5 | 0.6 | 0.5 | 0.1 | 0.3 | 0.4 | 0.1 | 0.4 | 0.3 | 0.4 | 0.2 | 0.1 | 0.5 | Luzern |
| Sunshine | 6.0 | 5.3 | 6.3 | Zug | 7.5 | 6.8 | 6.7 | 5.7 | 5.5 | 5.5 | 4.5 | 5.0 | 5.4 | 4.5 | 4.8 | 4.8 | 3.6 | 3.3 | Innerschweiz Nord |
| Central | 9.3 | 8.5 | 8.3 | Uri-Schwyz-Glarus | 7.9 | 8.6 | 9.5 | 9.5 | 9.9 | 9.6 | 10.0 | 10.5 | 10.6 | 11.9 | 12.6 | 13.0 | 13.2 | 14.1 | Innerschweiz Süd |
| FM1 (ab 07.05.2008) | | | 13.6 | St.Gallen Appenzell Rheintal | 12.9 | 13.8 | 14.6 | 14.4 | 16.3 | 16.5 | 17.6 | 17.2 | 17.4 | 17.6 | 17.5 | 17.3 | 17.0 | 15.1 | Ostschweiz Ost |
| toxic.fm | 0.3 | 0.4 | 0.4 | St.Gallen Appenzell | 1.5 | 1.8 | 1.1 | 0.7 | 0.4 | 0.9 | 0.5 | 0.5 | 1.1 | 0.4 | 0.3 | 0.2 | 0.7 | 0.5 | St.Gallen |
| Basilisk | 10.9 | 10.4 | 10.1 | Basel | 10.8 | 12.1 | 12.4 | 11.3 | 12.8 | 12.1 | 12.6 | 11.6 | 10.8 | 11.6 | 11.7 | 11.1 | 11.8 | 13.1 | Basel |
| Energy Basel (ab 13.01.2012, ehem. Radio Basel) | 5.9 | 5.9 | 6.0 | Basel | 6.0 | 4.2 | 4.6 | 5.7 | 5.6 | 6.2 | 6.9 | 5.8 | 6.9 | 8.2 | 7.9 | 6.8 | 7.0 | 6.9 | Basel |
| Radio X | 0.8 | 0.8 | 0.6 | Basel | 0.5 | 0.4 | 0.4 | 0.6 | 0.9 | 0.8 | 0.4 | 0.4 | 0.5 | 0.8 | 0.3 | 0.5 | 0.2 | 0.5 | Basel Stadt |
| BeO | 12.6 | 14.3 | 14.9 | Berner Oberland | 15.2 | 15.1 | 15.4 | 17.4 | 14.5 | 14.4 | 12.9 | 13.1 | 12.4 | 11.3 | 11.1 | 12.0 | 13.1 | 14.3 | Berner Oberland |
| Südostschweiz (bis Feb. 2015 Grischa) | 10.2 | 11.9 | 11.8 | Nord- & Südbünden | 10.9 | 10.0 | 10.3 | 10.4 | 11.1 | 11.3 | 10.8 | 10.5 | 10.3 | 12.0 | 10.5 | 10.7 | 13.2 | 11.1 | Südostschweiz |
| Canal3 (deutsch) | 5.8 | 5.8 | 5.5 | Biel/Bienne | 5.1 | 5.0 | 5.6 | 5.2 | 5.2 | 5.2 | 4.5 | 4.0 | 3.9 | 3.8 | 4.4 | 3.1 | 4.0 | 4.6 | Biel |
| Freiburg (deutsch) | 2.8 | 5.0 | 8.9 | Freiburg | 6.6 | 8.1 | 7.2 | 7.6 | 8.2 | 7.9 | 6.3 | 5.8 | 5.8 | 5.2 | 4.4 | 3.4 | 3.0 | 4.1 | Freiburg |
| Radio 32 | 18.0 | 17.4 | 18.4 | Solothurn-Olten | 18.1 | 17.7 | 16.8 | 15.9 | 16.0 | 14.8 | 13.8 | 13.0 | 12.4 | 13.4 | 14.7 | 14.4 | 14.4 | 15.6 | Solothurn-Olten |
| neo1 (bis 13.04.2008 Emme) | 7.7 | 6.0 | 6.3 | Emmental | 4.2 | 3.4 | 3.6 | 2.6 | 2.7 | 3.2 | 2.2 | 2.6 | 3.2 | 3.2 | 3.1 | 2.4 | 2.4 | 2.4 | Emmental |
| Bern1 (bis 22.04.2013 Capital FM) | 5.1 | 4.8 | 5.4 | Bern | 6.0 | 6.8 | 6.4 | 8.2 | 8.5 | 8.0 | 9.6 | 10.1 | 9.8 | 10.7 | 10.6 | 10.4 | 10.9 | 10.5 | Bern |
| Energy Bern (Bis 09.04.2010 BE1) | 9.0 | 7.7 | 7.7 | Bern | 9.2 | 8.1 | 7.0 | 6.2 | 5.5 | 4.6 | 5.5 | 5.4 | 6.1 | 9.1 | 7.5 | 7.6 | 7.6 | 7.1 | Bern |
| RaBe | 0.3 | 0.3 | 0.5 | Bern | 0.5 | 0.6 | 0.5 | 0.4 | 0.6 | 0.5 | 0.6 | 0.5 | 0.5 | 0.2 | 0.2 | 0.2 | 0.1 | 0.1 | Bern Stadt |
| Rottu | 25.9 | 23.7 | 22.1 | Oberwallis | 19.2 | 19.2 | 16.2 | 15.0 | 13.8 | 13.0 | 14.7 | 14.6 | 13.0 | 13.0 | 14.5 | 13.0 | 13.0 | 14.1 | Oberwallis |
| Top | 8.0 | 7.1 | 7.3 | Winterthur-Thurgau-Wil | 4.9 | 4.4 | 4.6 | 3.8 | 4.0 | 4.2 | 4.2 | 4.2 | 3.8 | 4.3 | 4.0 | 3.0 | 3.6 | 3.1 | Ostschweiz West |
| Munot | 8.9 | 8.6 | 8.9 | Schaffhausen | 8.2 | 8.0 | 7.9 | 9.4 | 9.7 | 8.9 | 8.7 | 9.7 | 8.2 | 7.6 | 8.7 | 10.7 | 9.4 | 9.9 | Schaffhausen |
| RaSa | 0.1 | 0.1 | 0.2 | Schaffhausen | 0.2 | 0.1 | 0.1 | 0.3 | 0.1 | 0.1 | 0.2 | 0.1 | 0.1 | 0.3 | 0.6 | 0.2 | 0.2 | 0.1 | Schaffhausen Stadt |

* Datenbasis = Nutzungsdaten Mediapulse Radio Data vom 01.03.2018 bis 31.12.2018

4. GERÄTEBESITZ UND EMPFANGSSITUATION

4.1 Establishment Survey: Methodik und Berichterstattung

4.1.1 Vorbemerkungen

Die von Mediapulse betriebene Reichweitenmessung für die Mediengattungen Radio und Fernsehen stützt sich auf repräsentative und valide Informationen zur Verbreitung der für den Empfang, die Speicherung und die Wiedergabe von Radio- und Fernsehprogrammen erforderlichen Technologien. Bereitgestellt werden diese Daten für die Schweiz seit 2002 durch den Establishment Survey (ES). Dieser Survey wurde im Jahre 2008 einem umfangreichen Relaunch unterzogen, um 2009 in neuer Form ins Feld zu gehen. Im Jahre 2013 wurde der Fragebogen gesamtheitlich überarbeitet, weshalb eine Fortschreibung der Zahlen nur bedingt möglich ist. Im Zentrum der letzten Überarbeitung standen inhaltliche Anpassungen, um der zunehmenden Konvergenz der Medientechnologien gerecht zu werden, sowie die Optimierung der Ausschöpfung der Stichprobe.

4.1.2 Methodenbeschreibung und Berichterstattung

Die ES-Jahresdaten 2022 zur Verbreitung von Empfangsgeräten und Empfangstechnologien beruhen auf einer Befragung von 12'071 Haushalten in zwei Befragungswellen. Als Universum gelten alle Privathaushalte in der Schweiz, was aktuell 3,92 Mio. Haushalten entspricht (STATPOP, 31.12.2021). Die Auswahl der Haushalte erfolgt jeweils über eine Zufallsziehung proportional zur Haushaltsdichte der Agglomerations-Größenklassen und disproportional in den drei Landesteilen. Als Auswahlgrundlage dient das Adressverzeichnis der Schweizerischen Post, um auch jene Haushalte zu inkludieren, die nicht im Telefonverzeichnis stehen. Alle ausgewählten Haushalte, für die sich eine Telefonnummer zuordnen lässt, werden via Telefon befragt. Bei allen übrigen Haushalten erfolgt die Befragung mit einem postalisch zugestellten Fragebogen. Innerhalb des Haushaltes wird nach Möglichkeit jene Person interviewt, die mit der technischen Ausstattung im Haushalt am besten vertraut ist. Die Ausschöpfung der Bruttostichprobe beläuft sich bei den Telefoninterviews auf 60 Prozent und bei der schriftlichen Befragung auf 54 Prozent.

Weitere Informationen zum ES sind auf der Website der Mediapulse Gruppe zu finden. Die vollständigen Daten des ES stehen in Form eines kostenpflichtigen Online-Auswertungstools bereit. Für die universitäre Forschung und das Bundesamt stehen die Daten gemäss gesetzlichem Auftrag frei zur Verfügung.

4.2 Haushaltsausstattung – Deutschschweiz

Universum: 2'800'094 Privathaushalte, 6'108'457 Personen in Privathaushalten (STATPOP, 31.12.2021).
Stichprobe: 6'535 Privathaushalte.

4.2.1 Haushaltsausstattung TV-Geräte in Prozenten (%)

| | % | | Ja | Nein | WN |
|-----------------------------|----|-------------------------------------|----|------|----|
| Haushalte ohne TV | 10 | TV-Haushalte mit Flachbildschirm | 95 | 2 | 2 |
| Haushalte mit 1 TV | 64 | TV-Haushalte mit TV über Beamer | 3 | 92 | 4 |
| Haushalte mit 2 TV | 20 | TV-Haushalte mit internetfähigem TV | 59 | 30 | 11 |
| Haushalte mit 3 TV und mehr | 6 | TV-Haushalte mit HbbTV | 32 | 43 | 25 |

* Haushalte mit mindestens einem funktionierenden TV-Gerät, welches zum Empfang von TV-Programmen benutzt wird.

4.2.2 Haushaltsausstattung TV-Empfangstechnologien in Prozenten (%)

| | Ja | Nein | WN |
|---|----|------|----|
| Haushalte mit TV | 90 | 10 | 0 |
| TV-Haushalte mit Kabelempfang | 41 | 58 | 2 |
| TV-Haushalte mit Satellitenempfang | 6 | 93 | 2 |
| TV-Haushalte mit IPTV Empfang | 55 | 43 | 2 |
| TV-Haushalte mit terrestrischem Empfang | 1 | 98 | 2 |

* Ein Haushalt kann über mehrere Empfangstechnologien verfügen.

** Analogabschaltung terrestrisch: 2006, Satellit: 2012.

4.2.3 Haushaltsausstattung Radio-Geräte in Prozenten (%)

| | Ja | Nein | WN |
|-------------------------------|----|------|----|
| Haushalte mit Radiowecker | 28 | 70 | 2 |
| Haushalte mit Autoradio | 69 | 30 | 1 |
| Haushalte mit sonstigem Radio | 40 | 57 | 3 |
| Haushalte mit Radiogerät | 91 | 8 | 1 |

* Haushalte mit mindestens einem funktionierenden Radioapparat.

4.2.4 Haushaltsausstattung Radio-Empfangstechnologien in Prozenten (%)

| | Ja | Nein | WN |
|---|----|------|----|
| Haushalte mit Radio | 91 | 8 | 1 |
| Radio-Haushalte mit Radio digital terrestrisch (DAB/DAB+) | 50 | 46 | 3 |
| Radio-Haushalte mit Internetradio | 20 | 76 | 4 |
| Radio-Haushalte mit Radio über Kabelempfang | 26 | 69 | 6 |
| Radio-Haushalte mit Radio über Satellitenempfang | 6 | 87 | 7 |

* Ein Haushalt kann über mehrere Empfangstechnologien verfügen.