

# **Jahresbericht Rapport annuel Rapporto annuale**

# **2004**

Band 1: Allgemeine Daten  
Volume 1: Données générales  
Volume 1: Dati generali

Bern, April 2005  
Berne, Avril 2005  
Berna, Aprile 2005

## INHALTSVERZEICHNIS

## SEITE

|           |   |           |
|-----------|---|-----------|
|           | VORWORT   | 1         |
| <b>1.</b> | <b>TAGESABLAUF UND MEDIENNUTZUNG DER BEVÖLKERUNG</b>                | <b>2</b>  |
| 1.1       | Stichtagsinterviews: Methodik, Erhebungsbasis und Berichterstattung | 2         |
| 1.2       | Übersichtsgrafik mit Tagesablauf und Mediennutzung                  | 3         |
| 1.3       | Tagesablauf und Mediennutzung: Reichweiten in %                     | 4         |
| <b>2.</b> | <b>FERNSEH-FORSCHUNG (TELECONTROL)</b>                              | <b>6</b>  |
| 2.1       | Telecontrol: Methodik, Erhebungsbasis und Berichterstattung         | 6         |
| 2.2       | TV Nutzung nach Wochentagen: Rating in %                            | 8         |
| 2.3       | TV Nutzung nach Sender: Rating in %                                 | 10        |
| 2.4       | TV Nutzung nach Sender: Rating in Tausend                           | 12        |
| 2.5       | TV Nutzung nach Sender: Marktanteile in %                           | 14        |
| 2.6       | TV Nutzung nach Soziodemografie: Rating in %                        | 16        |
| 2.7       | TV Nutzung nach Soziodemografie: Rating in Tausend                  | 18        |
| 2.8       | TV Nutzung nach Soziodemografie: Publikumsanteile in %              | 20        |
| 2.9       | TV Nutzung im Langzeitvergleich: Reichweite in %                    | 23        |
| 2.10      | TV Nutzung im Langzeitvergleich: Nutzung in Minuten                 | 24        |
| 2.11      | TV Nutzung im Langzeitvergleich: Marktanteile in %                  | 25        |
| 2.12      | Video Nutzung nach Wochentagen: Rating in %                         | 26        |
| 2.13      | Teletext Nutzung nach Sender: Reichweite in %                       | 30        |
| <b>3.</b> | <b>RADIO-FORSCHUNG (RADIOCONTROL)</b>                               | <b>32</b> |
| 3.1       | Radiocontrol: Methodik, Erhebungsbasis und Berichterstattung        | 32        |
| 3.2       | Radionutzung nach Wochentagen: Reichweite in %                      | 34        |
| 3.3       | Radionutzung nach Sender: Reichweite in %                           | 36        |
| 3.4       | Radionutzung nach Sender: Reichweite in Tausend                     | 38        |
| 3.5       | Radionutzung nach Sender: Marktanteile in %                         | 40        |
| 3.6       | Radionutzung nach Soziodemografie: Reichweite in %                  | 42        |
| 3.7       | Radionutzung nach Soziodemografie: Reichweite in Tausend            | 44        |
| 3.8       | Radionutzung nach Soziodemografie: Publikumsanteile in %            | 46        |
| 3.9       | Radionutzung im Langzeitvergleich: Reichweite in %                  | 48        |
| 3.10      | Radionutzung im Langzeitvergleich: Nutzung in Minuten               | 50        |
| 3.11      | Radionutzung im Langzeitvergleich: Marktanteile in %                | 52        |

|           | <b>INHALTSVERZEICHNIS</b>  | <b>SEITE</b> |
|-----------|--|--------------|
| <b>4.</b> | <b>INTERNET-FORSCHUNG (MMXI)</b>   | <b>54</b>    |
| 4.1       | MMXI: Methodik, Erhebungsbasis und Berichterstattung                     | 54           |
| 4.2       | Internetnutzung nach Wochentagen: Kumulierte Monatsreichweite in %       | 58           |
| 4.3       | Internetnutzung nach Wochentagen: Kumulierte Monatsreichweite in Tsd     | 59           |
| 4.4       | Internetnutzung nach Kategorien: Kumulierte Monatsreichweite in %        | 60           |
| 4.5       | Internetnutzung nach Kategorien: Kumulierte Monatsreichweite in Tsd      | 61           |
| 4.6       | Internetnutzung nach Soziodemografie: Kumulierte Monatsreichweite in %   | 62           |
| 4.7       | Internetnutzung nach Soziodemografie: Kumulierte Monatsreichweite in Tsd | 63           |
| 4.8       | Internetnutzung im Langzeitvergleich: Kumulierte Monatsreichweite in Tsd | 64           |
| <b>5.</b> | <b>GERÄTEBESITZ UND EMPFANGSSITUATION</b>                                | <b>65</b>    |
| 5.1       | Establishment Survey: Methodik, Erhebungsbasis und Berichterstattung     | 65           |
| 5.2       | Heimelektronikbesitz im Langzeitvergleich                                | 66           |
| 5.3       | Verfügbarkeit und Nutzung von Radio-Empfangskanälen                      | 67           |
| <b>6.</b> | <b>STATISTIK</b>   | <b>68</b>    |
| 6.1       | Geschlecht, Alter, Zivilstand, Ortsgrösse                                | 68           |
| 6.2       | Schulbildung   | 69           |
| 6.3       | Beruf  | 70           |
| 6.4       | Haushaltgrösse, Erwachsene und Kinder im Haushalt                        | 71           |
| <b>7.</b> | <b>BIBLIOGRAFIE DER FORSCHUNGSBERICHTE 2004</b>                          | <b>72</b>    |

## VORWORT ZUM JAHRESBERICHT DES FORSCHUNGSDIENSTES 2004

Wie jedes Jahr präsentiert der SRG SSR Forschungsdienst auch für das Jahr 2004 diesen Datenband. Das umfangreiche Material ist in sechs Teile gegliedert. Jeweils zu Beginn der Teile werden Erhebungsbasis, Methode sowie Berichterstattung der eingesetzten Forschungsinstrumente kurz vorgestellt.

**Teil 1:** Die im ersten Teil dargestellten Stichtagsinterviews sind auf den Tagesablauf (Time-Budget) reduzierte Medienstudien-Interviews, welche Angaben zu den Tagestätigkeiten der Schweizer Bevölkerung liefern. In die Übersichtsgrafik sind die Nutzungskurven von TV, Radio und Internet integriert. Die entsprechenden Daten stammen aus den Erhebungsinstrumenten TELECONTROL, RADIOCONTROL und MMXI-Schweiz.

**Teil 2:** Im Teil 2 werden die Jahresergebnisse 2004 der TV-Forschung präsentiert, welche auf dem elektronischen Messsystem TELECONTROL basieren. Es finden sich hier auch Angaben zur Nutzung von Video und Teletext.

**Teil 3:** Dank des anfangs 2001 in der Schweiz eingeführten Messsystems RADIOCONTROL sind mittlerweile kontinuierliche Daten über die Jahres-Radionutzung in der Schweiz vorhanden. Die entsprechenden Ergebnisse finden sich im Teil 3.

**Teil 4:** MMXI-Schweiz ist die erste und unterdessen einzige elektronische Internet-Panelforschung der Schweiz. Sie liefert kontinuierlich repräsentative und international kompatible Daten zur Internetnutzung in Schweizer Haushalten. Die Ergebnisse hierzu finden sich im Teil 4.

*Bitte beachten Sie, dass die Internetforschung mit ganz anderen Massen arbeitet als die Radio- und TV-Forschung: Bei der Nutzung des Internets sind Angaben üblich, die auf den Monat kumuliert werden, die Radio- und Fernsehnutzung dagegen wird auf den durchschnittlichen Tag gerechnet.*

**Teil 5:** In diesem Teil sind Angaben zum Heimelektronikbesitz sowie zur Verfügbarkeit und Nutzung der Radio-Empfangskanäle zu finden. Seit 2002 werden die Angaben zum Gerätebesitz detaillierter erhoben und an dieser Stelle zum dritten Mal vorgestellt.

**Teil 6:** Im Schlussteil werden allgemeine statistische Angaben über die Bevölkerung der Schweiz angegeben. Diese Daten dienen zusätzlich zur Stichprobe-Kontrolle von TELECONTROL, RADIOCONTROL und MMXI-Schweiz.

Der vorliegende Jahresbericht ist vielseitig verwendbar: Programmverantwortlichen, aber auch Wissenschaftlerinnen und Wissenschaftlern präsentiert sich mit vorliegendem Bericht ein aufschlussreicher Überblick über die Situation der elektronischen Massenmedien in der Schweiz im Jahr 2004.

Der SRG SSR Forschungsdienst wird vom In- und Ausland regelmässig nach entsprechenden Forschungsergebnissen angefragt. Ein grosser Teil an Antworten ist in diesem Jahresbericht wiederzufinden.

Der vorliegende Jahresbericht ist zudem auf die Anforderungen und Bedürfnisse der Fachjournalistinnen und -journalisten angepasst, welche sich in ihrer publizistischen Tätigkeit häufig auf die Ergebnisse der Publikumsforschung berufen.

Manuel Dähler

LEITER FORSCHUNGSDIENST  
DER SRG SSR idée suisse

# 1. TAGESABLAUF UND MEDIENNUTZUNG DER BEVÖLKERUNG

## 1.1 Stichtagsinterviews: Methodik, Erhebungsbasis und Berichterstattung

### 1.1.1 Methodenbeschreibung

Seit dem Jahre 2001 wird mit der Stichtagsbefragung der Kern der früheren Medienstudie (1975 – 2000) weitergeführt: Das Institut IHA-GfK in Hergiswil führte die Studie in Form von 3'000 persönlichen Gesprächen („Face-to-Face-Befragung“) durch. Auskunft geben können grundsätzlich alle Personen mit Kenntnissen der jeweiligen Landessprache.

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

Zusammen mit den Gesprächsleiterinnen und Gesprächsleitern rekonstruieren die Befragten den jeweils „gestrigen“ Tag. Viertelstunde für Viertelstunde wird nachvollzogen, was die Person zwischen 5 Uhr morgens und Mitternacht gemacht hat („Time-Budget-Study“): Wie lange die Person geschlafen hat, wann sie gefrühstückt, wann sie sich an den Arbeitsplatz begeben, wie lange sie dort gearbeitet hat etc. So wird der Tagesablauf nach zehn verschiedenen Tätigkeiten und der Nutzung der verschiedenen Medien rekonstruiert.

Aufgrund von Umstellungen in der Planung der Stichtagsbefragung wurde im Jahre 2004 keine Erhebung der Tagesaktivitäten durchgeführt. Damit die allerdings aktuellen Tagesabläufe der Fernseh-, Radio- und Internetnutzung (diese Daten stammen aus den Erhebungen mit den Messinstrumenten TELECONTROL, RADIOCONTROL und MMXI und nicht aus der Stichtagsbefragung) trotzdem im Verhältnis zum allgemeinen Tagesablauf betrachtet werden können, werden die Ergebnisse der Stichtagsbefragung aus dem Jahr 2003 ausgewiesen.

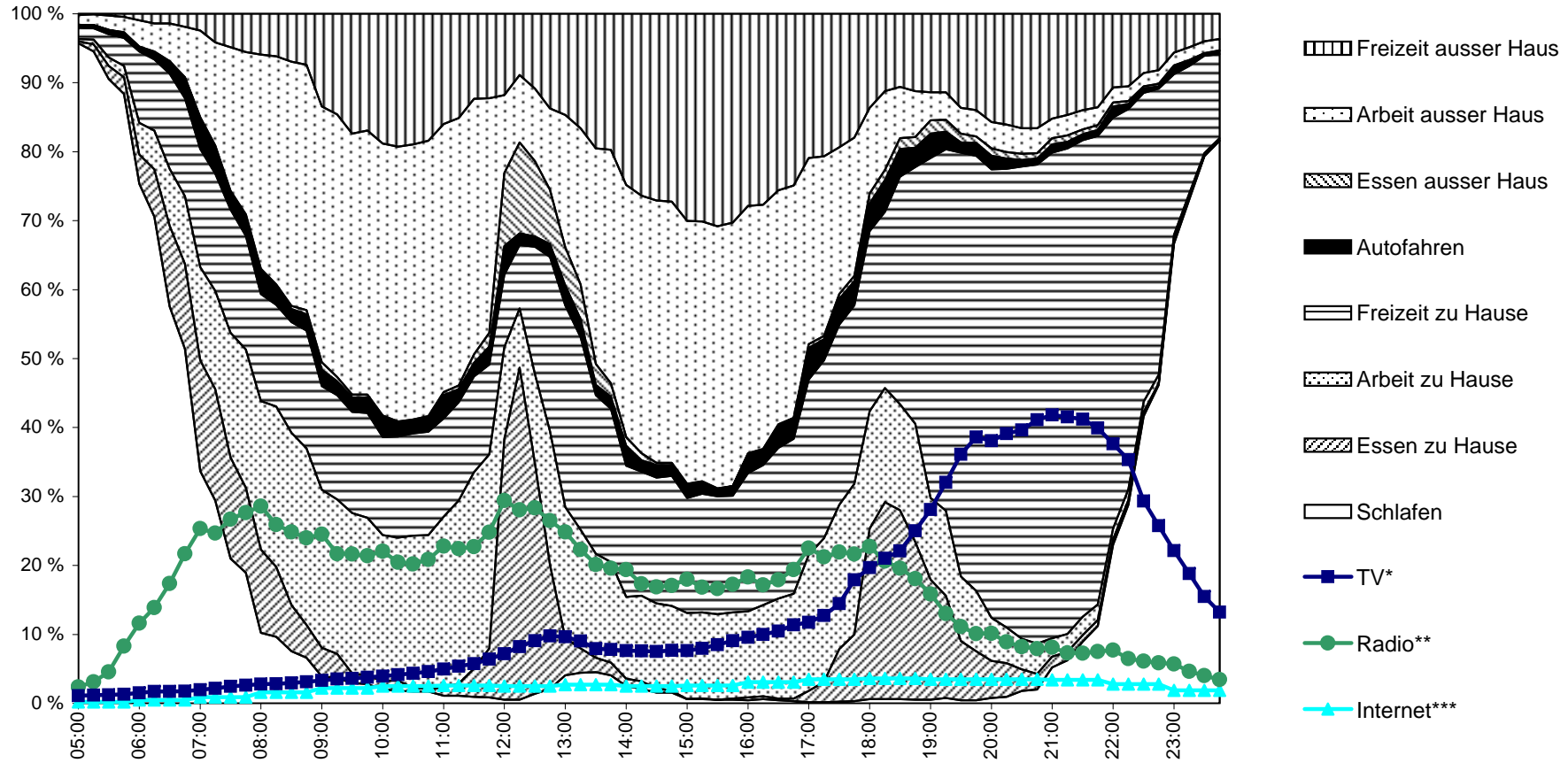
### 1.1.2 Erhebungsbasis

Im Jahr 2003 wurden in der Frühlingswelle 3'000 Personen ab 15 Jahren zu ihrem Tagesablauf und ihrer Mediennutzung befragt: 1'614 in der Deutschschweiz, 924 in der Suisse romande und 462 in der Svizzera italiana. Die Interviewten werden nach dem Random-Quota-Verfahren ausgewählt, die Quotenvorgaben sind Alter, Geschlecht und Wohngemeinde. Die Stichprobe ist damit repräsentativ für die Gesamtbevölkerung in der Schweiz ab 15 Jahren.

### 1.1.3 Berichterstattung

Der SRG SSR Forschungsdienst publiziert jährlich im Rahmen des Jahresberichtes den Tagesablauf der Bevölkerung in grafischer und tabellarischer Form. In diesem Jahr wurde auf die Daten aus dem Jahr 2003 zurückgegriffen (Erklärung siehe Kasten).

**1.2 Übersichtsgrafik mit Tagesablauf und Mediennutzung**



<sup>1</sup> Die Daten zu den Tagestätigkeiten stammen aus der Stichtagsbefragung 2003 und sind somit nicht aktuell. In den folgenden Tabellen sind die Zellen mit Daten aus dem Vorjahr grau eingefärbt.

\*TV-Nutzung aus TELECONTROL \*\*Radionutzung aus RADIOCONTROL \*\*\*Internetnutzung aus MMXI (Internetnutzung zu Hause, Dezember 2004, Universum 2+, Stundenreichweiten)

# STICHTAGSBEFragung 2003 / Deutsche Schweiz

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

Universum: 4'303'100 Personen (15+) Stichprobe: 1'152 Interviews

## 1.3 Tagesablauf und Mediennutzung: Reichweiten in %

|       | Zu Hause |       |        |          |            | Ausser Haus |           |           |       |        |          |            | Total TV* | Total Radio** | Total Internet*** | Total Lesen |
|-------|----------|-------|--------|----------|------------|-------------|-----------|-----------|-------|--------|----------|------------|-----------|---------------|-------------------|-------------|
|       | Schlafen | Essen | Arbeit | Freizeit | Total z.H. | Auto        | Einkaufen | Spazieren | Essen | Arbeit | Freizeit | Total a.H. |           |               |                   |             |
| 05:00 | 95.7     | 0.3   | 0.3    | 1.6      | 2.3        | 0.3         | 0.0       | 0.0       | 0.0   | 1.5    | 0.2      | 2.0        | 1.1       | 2.4           | 0.2               | 0.0         |
| 05:15 | 94.5     | 1.0   | 0.7    | 1.6      | 3.4        | 0.4         | 0.0       | 0.0       | 0.0   | 1.6    | 0.1      | 2.1        | 1.2       | 3.1           | 0.2               | 0.1         |
| 05:30 | 90.5     | 1.9   | 1.2    | 3.4      | 6.5        | 0.6         | 0.0       | 0.2       | 0.0   | 2.1    | 0.1      | 3.0        | 1.2       | 4.6           | 0.2               | 0.3         |
| 05:45 | 88.4     | 2.4   | 1.6    | 4.1      | 8.2        | 0.7         | 0.0       | 0.1       | 0.1   | 2.3    | 0.3      | 3.5        | 1.3       | 8.3           | 0.2               | 0.3         |
| 06:00 | 75.3     | 4.3   | 4.6    | 10.3     | 19.2       | 0.7         | 0.0       | 0.3       | 0.0   | 3.8    | 0.7      | 5.5        | 1.5       | 11.6          | 0.5               | 0.7         |
| 06:15 | 70.6     | 6.9   | 5.6    | 10.3     | 22.8       | 1.0         | 0.0       | 0.3       | 0.2   | 4.1    | 1.0      | 6.6        | 1.7       | 13.9          | 0.5               | 1.2         |
| 06:30 | 57.6     | 11.7  | 8.2    | 13.8     | 33.8       | 1.7         | 0.0       | 0.3       | 0.1   | 5.5    | 1.1      | 8.7        | 1.7       | 17.4          | 0.5               | 2.0         |
| 06:45 | 51.4     | 12.3  | 9.8    | 14.2     | 36.4       | 3.0         | 0.0       | 0.3       | 0.1   | 7.3    | 1.6      | 12.2       | 1.8       | 21.7          | 0.5               | 1.8         |
| 07:00 | 33.7     | 16.1  | 13.5   | 17.1     | 46.7       | 4.4         | 0.0       | 0.3       | 0.2   | 12.6   | 2.1      | 19.6       | 2.0       | 25.4          | 0.9               | 2.3         |
| 07:15 | 29.4     | 16.1  | 14.2   | 17.0     | 47.4       | 3.8         | 0.0       | 0.4       | 0.3   | 14.9   | 3.7      | 23.2       | 2.2       | 24.7          | 0.9               | 2.5         |
| 07:30 | 21.0     | 14.7  | 18.1   | 17.9     | 50.6       | 2.3         | 0.2       | 0.8       | 0.3   | 20.8   | 3.9      | 28.4       | 2.5       | 26.7          | 0.9               | 3.7         |
| 07:45 | 18.9     | 12.3  | 20.1   | 16.5     | 48.9       | 2.7         | 0.3       | 0.7       | 0.4   | 23.5   | 4.5      | 32.2       | 2.6       | 27.7          | 0.9               | 3.2         |
| 08:00 | 10.2     | 12.1  | 21.5   | 15.5     | 49.1       | 3.3         | 0.9       | 0.9       | 0.3   | 31.1   | 4.2      | 40.6       | 2.8       | 28.6          | 1.6               | 4.3         |
| 08:15 | 9.6      | 10.2  | 23.3   | 14.8     | 48.2       | 2.6         | 1.4       | 0.7       | 0.3   | 33.1   | 4.1      | 42.2       | 2.8       | 25.9          | 1.6               | 4.3         |
| 08:30 | 7.6      | 6.7   | 25.0   | 16.1     | 47.7       | 1.9         | 1.6       | 0.8       | 0.4   | 35.4   | 4.6      | 44.7       | 2.9       | 24.9          | 1.6               | 4.0         |
| 08:45 | 6.6      | 4.8   | 25.6   | 17.1     | 47.5       | 2.3         | 1.8       | 1.0       | 0.6   | 35.6   | 4.6      | 45.9       | 3.1       | 24.0          | 1.6               | 4.1         |
| 09:00 | 3.9      | 4.2   | 22.9   | 15.0     | 42.1       | 2.3         | 4.9       | 1.3       | 1.1   | 37.1   | 7.3      | 54.0       | 3.3       | 24.5          | 2.2               | 6.6         |
| 09:15 | 3.6      | 3.6   | 22.4   | 15.1     | 41.1       | 2.0         | 5.7       | 1.4       | 0.6   | 38.1   | 7.5      | 55.3       | 3.5       | 21.7          | 2.2               | 5.5         |
| 09:30 | 3.0      | 1.4   | 23.3   | 14.7     | 39.3       | 2.1         | 6.9       | 1.6       | 0.4   | 37.8   | 8.9      | 57.7       | 3.6       | 21.6          | 2.2               | 4.6         |
| 09:45 | 2.8      | 1.2   | 22.9   | 15.2     | 39.3       | 2.3         | 6.8       | 1.5       | 0.4   | 38.3   | 8.7      | 57.9       | 3.8       | 21.4          | 2.2               | 4.1         |
| 10:00 | 2.0      | 1.3   | 21.1   | 14.2     | 36.6       | 3.0         | 6.4       | 1.8       | 0.2   | 39.4   | 10.6     | 61.4       | 3.9       | 22.1          | 2.5               | 4.9         |
| 10:15 | 1.8      | 1.5   | 20.7   | 14.7     | 36.9       | 2.0         | 6.7       | 1.9       | 0.2   | 39.8   | 10.7     | 61.3       | 4.1       | 20.5          | 2.5               | 3.6         |
| 10:30 | 1.7      | 0.5   | 22.0   | 14.8     | 37.4       | 1.8         | 5.9       | 2.3       | 0.2   | 39.9   | 10.8     | 60.9       | 4.3       | 20.2          | 2.5               | 3.1         |
| 10:45 | 1.7      | 0.3   | 22.3   | 15.0     | 37.7       | 2.0         | 5.2       | 2.3       | 0.3   | 39.9   | 10.9     | 60.6       | 4.6       | 20.9          | 2.5               | 3.0         |
| 11:00 | 1.1      | 1.2   | 24.7   | 14.2     | 40.2       | 3.4         | 4.2       | 1.9       | 0.4   | 38.9   | 9.9      | 58.7       | 5.0       | 22.8          | 2.6               | 2.6         |
| 11:15 | 1.1      | 1.7   | 26.6   | 14.2     | 42.5       | 1.9         | 3.7       | 1.6       | 0.5   | 38.8   | 9.7      | 56.3       | 5.4       | 22.4          | 2.6               | 2.4         |
| 11:30 | 1.0      | 4.1   | 28.5   | 13.9     | 46.4       | 2.0         | 2.4       | 1.3       | 1.2   | 37.1   | 8.6      | 52.6       | 5.7       | 22.7          | 2.6               | 2.3         |
| 11:45 | 0.9      | 7.1   | 28.1   | 13.0     | 48.3       | 2.6         | 1.9       | 1.0       | 2.0   | 34.0   | 9.3      | 50.9       | 6.4       | 24.8          | 2.6               | 2.0         |
| 12:00 | 0.5      | 37.8  | 13.4   | 10.5     | 61.6       | 4.2         | 0.7       | 0.9       | 10.6  | 11.3   | 10.2     | 37.8       | 7.2       | 29.4          | 2.5               | 2.3         |
| 12:15 | 0.5      | 48.2  | 8.6    | 9.2      | 66.0       | 1.6         | 0.8       | 0.5       | 13.2  | 9.8    | 7.6      | 33.5       | 8.2       | 28.1          | 2.5               | 3.0         |
| 12:30 | 1.4      | 33.4  | 12.9   | 18.5     | 64.8       | 1.5         | 0.4       | 0.3       | 10.9  | 10.5   | 10.1     | 33.8       | 9.1       | 28.4          | 2.5               | 4.6         |
| 12:45 | 2.1      | 18.1  | 19.4   | 25.3     | 62.7       | 1.8         | 0.4       | 0.6       | 7.9   | 11.8   | 12.7     | 35.2       | 9.8       | 26.5          | 2.5               | 6.3         |
| 13:00 | 4.1      | 5.4   | 19.0   | 29.3     | 53.6       | 2.9         | 0.8       | 1.6       | 5.6   | 19.2   | 12.3     | 42.3       | 9.6       | 24.8          | 2.7               | 6.4         |
| 13:15 | 4.4      | 3.6   | 17.2   | 28.0     | 48.7       | 2.6         | 0.8       | 2.2       | 5.0   | 22.7   | 13.6     | 46.9       | 9.0       | 22.3          | 2.7               | 5.4         |
| 13:30 | 4.5      | 2.1   | 15.1   | 23.0     | 40.2       | 1.5         | 1.5       | 2.0       | 3.0   | 31.3   | 16.1     | 55.3       | 7.9       | 20.2          | 2.7               | 4.4         |
| 13:45 | 4.1      | 1.8   | 14.6   | 22.2     | 38.6       | 1.7         | 1.5       | 2.1       | 2.0   | 33.9   | 16.1     | 57.3       | 7.8       | 19.6          | 2.7               | 2.3         |
| 14:00 | 2.5      | 1.0   | 11.9   | 19.0     | 31.9       | 2.9         | 1.9       | 3.7       | 1.3   | 36.5   | 19.2     | 65.5       | 7.7       | 19.4          | 2.5               | 2.3         |
| 14:15 | 2.1      | 1.1   | 12.4   | 18.0     | 31.5       | 1.6         | 2.3       | 3.9       | 1.0   | 37.3   | 20.2     | 66.4       | 7.6       | 17.3          | 2.5               | 2.0         |
| 14:30 | 1.6      | 0.6   | 12.3   | 18.2     | 31.2       | 1.8         | 2.0       | 4.3       | 0.3   | 38.0   | 20.8     | 67.3       | 7.5       | 16.9          | 2.5               | 1.4         |
| 14:45 | 1.6      | 0.3   | 12.3   | 18.8     | 31.4       | 1.6         | 2.2       | 4.1       | 0.3   | 37.8   | 21.0     | 67.0       | 7.7       | 17.1          | 2.5               | 1.0         |

\*TV-Nutzung aus TELECONTROL \*\*Radionutzung aus RADIOCONTROL \*\*\*Internetnutzung aus MMXI (Internetnutzung zu Hause, Dezember 2004, Universum 2+, Stundenreichweiten)

# STICHTAGSBEFragung 2003 / Deutsche Schweiz

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

Universum: 4'303'100 Personen (15+) Stichprobe: 1'152 Interviews

## 1.3 Tagesablauf und Mediennutzung: Reichweiten in %

|                 | Zu Hause |       |        |          |            | Ausser Haus |           |           |       |        |          |            | Total | Total   | Total       | Total |
|-----------------|----------|-------|--------|----------|------------|-------------|-----------|-----------|-------|--------|----------|------------|-------|---------|-------------|-------|
|                 | Schlafen | Essen | Arbeit | Freizeit | Total z.H. | Auto        | Einkaufen | Spazieren | Essen | Arbeit | Freizeit | Total a.H. | TV*   | Radio** | Internet*** | Lesen |
| 15:00           | 0.6      | 0.0   | 12.5   | 16.7     | 29.2       | 2.0         | 3.0       | 4.2       | 0.1   | 38.1   | 22.8     | 70.2       | 7.6   | 18.0    | 2.6         | 1.2   |
| 15:15           | 0.6      | 0.1   | 12.5   | 17.2     | 29.8       | 1.6         | 4.1       | 4.2       | 0.2   | 37.7   | 21.9     | 69.6       | 8.0   | 16.8    | 2.6         | 1.4   |
| 15:30           | 0.5      | 0.0   | 12.4   | 17.1     | 29.5       | 1.0         | 4.5       | 4.3       | 0.1   | 38.0   | 22.0     | 70.0       | 8.5   | 16.6    | 2.6         | 1.6   |
| 15:45           | 0.5      | 0.2   | 12.5   | 16.9     | 29.6       | 1.4         | 4.8       | 4.2       | 0.0   | 38.2   | 21.4     | 69.9       | 9.1   | 17.2    | 2.6         | 1.3   |
| 16:00           | 0.4      | 0.4   | 12.5   | 20.1     | 33.0       | 2.7         | 4.3       | 2.7       | 0.2   | 35.9   | 20.9     | 66.6       | 9.6   | 18.3    | 3.1         | 2.6   |
| 16:15           | 0.6      | 0.4   | 13.2   | 20.3     | 33.9       | 2.3         | 3.7       | 2.8       | 0.1   | 35.4   | 21.2     | 65.5       | 10.0  | 17.2    | 3.1         | 2.5   |
| 16:30           | 0.4      | 0.3   | 14.5   | 21.9     | 36.6       | 3.2         | 3.1       | 2.3       | 0.2   | 33.9   | 20.2     | 62.9       | 10.5  | 17.9    | 3.1         | 1.7   |
| 16:45           | 0.3      | 0.3   | 15.2   | 22.5     | 38.0       | 2.9         | 2.9       | 2.5       | 0.2   | 33.7   | 19.5     | 61.6       | 11.4  | 19.4    | 3.1         | 1.6   |
| 17:00           | 0.2      | 1.6   | 19.7   | 25.4     | 46.8       | 4.6         | 2.1       | 2.2       | 0.5   | 27.0   | 16.7     | 53.0       | 11.8  | 22.5    | 3.5         | 2.2   |
| 17:15           | 0.2      | 3.0   | 20.8   | 25.8     | 49.6       | 3.0         | 2.8       | 1.9       | 0.5   | 26.0   | 16.0     | 50.3       | 12.7  | 21.2    | 3.5         | 2.3   |
| 17:30           | 0.3      | 7.6   | 20.9   | 26.1     | 54.7       | 3.7         | 3.4       | 1.6       | 0.7   | 21.3   | 14.3     | 45.1       | 14.5  | 21.9    | 3.5         | 1.7   |
| 17:45           | 0.3      | 9.6   | 21.9   | 25.9     | 57.4       | 3.5         | 2.9       | 1.2       | 0.8   | 20.1   | 13.9     | 42.3       | 17.9  | 21.7    | 3.5         | 1.7   |
| 18:00           | 0.6      | 24.7  | 17.0   | 26.1     | 67.9       | 4.0         | 1.6       | 0.5       | 1.5   | 12.4   | 11.5     | 31.5       | 19.7  | 22.8    | 3.6         | 2.0   |
| 18:15           | 0.6      | 28.6  | 16.6   | 25.5     | 70.7       | 4.6         | 1.2       | 0.3       | 1.5   | 11.5   | 9.6      | 28.7       | 21.0  | 20.6    | 3.6         | 1.6   |
| 18:30           | 0.6      | 27.4  | 15.4   | 33.0     | 75.8       | 4.0         | 0.5       | 0.3       | 1.6   | 7.5    | 9.8      | 23.6       | 22.1  | 19.6    | 3.6         | 1.9   |
| 18:45           | 0.5      | 22.9  | 17.1   | 37.2     | 77.3       | 2.8         | 0.5       | 0.3       | 1.6   | 6.7    | 10.3     | 22.2       | 25.0  | 18.1    | 3.6         | 2.0   |
| 19:00           | 0.5      | 17.4  | 11.8   | 49.3     | 78.6       | 3.6         | 0.3       | 0.6       | 1.9   | 4.1    | 10.5     | 20.9       | 28.1  | 15.8    | 3.5         | 3.5   |
| 19:15           | 0.8      | 14.8  | 12.3   | 52.4     | 79.6       | 2.5         | 0.4       | 0.5       | 1.7   | 4.0    | 10.4     | 19.6       | 32.0  | 13.0    | 3.5         | 3.8   |
| 19:30           | 0.4      | 8.6   | 9.4    | 61.5     | 79.4       | 1.5         | 0.3       | 0.5       | 1.3   | 3.7    | 12.8     | 20.1       | 36.1  | 11.1    | 3.5         | 2.2   |
| 19:45           | 0.4      | 7.1   | 8.8    | 63.1     | 79.0       | 1.8         | 0.1       | 0.4       | 1.0   | 3.8    | 13.5     | 20.6       | 38.6  | 10.1    | 3.5         | 1.6   |
| 20:00           | 0.8      | 5.4   | 6.3    | 65.0     | 76.6       | 2.0         | 0.1       | 0.1       | 1.0   | 3.8    | 15.5     | 22.6       | 38.1  | 10.2    | 3.5         | 3.6   |
| 20:15           | 1.0      | 4.9   | 5.2    | 66.5     | 76.6       | 1.5         | 0.0       | 0.0       | 1.0   | 4.0    | 16.1     | 22.5       | 39.1  | 8.9     | 3.5         | 3.7   |
| 20:30           | 1.8      | 3.1   | 4.4    | 68.5     | 76.0       | 1.0         | 0.0       | 0.0       | 0.9   | 3.7    | 16.6     | 22.1       | 39.7  | 8.2     | 3.5         | 4.2   |
| 20:45           | 2.0      | 2.3   | 4.4    | 69.4     | 76.1       | 0.9         | 0.0       | 0.1       | 0.8   | 3.6    | 16.5     | 21.9       | 41.1  | 7.9     | 3.5         | 4.1   |
| 21:00           | 5.2      | 1.6   | 2.7    | 70.4     | 74.7       | 1.2         | 0.0       | 0.3       | 0.9   | 2.9    | 14.9     | 20.1       | 41.8  | 8.2     | 3.4         | 3.8   |
| 21:15           | 6.3      | 1.2   | 2.6    | 70.4     | 74.2       | 1.0         | 0.0       | 0.2       | 1.0   | 3.0    | 14.5     | 19.5       | 41.5  | 7.3     | 3.4         | 3.8   |
| 21:30           | 8.9      | 1.0   | 2.7    | 69.1     | 72.7       | 0.9         | 0.0       | 0.2       | 0.7   | 2.8    | 13.8     | 18.3       | 41.2  | 7.3     | 3.4         | 3.8   |
| 21:45           | 11.2     | 0.9   | 2.3    | 68.0     | 71.1       | 0.9         | 0.0       | 0.2       | 0.7   | 2.6    | 13.4     | 17.7       | 39.9  | 7.5     | 3.4         | 3.6   |
| 22:00           | 23.0     | 0.8   | 1.6    | 59.6     | 62.0       | 1.6         | 0.0       | 0.3       | 0.6   | 2.2    | 10.4     | 15.0       | 37.6  | 7.7     | 2.8         | 3.1   |
| 22:15           | 28.8     | 0.7   | 1.6    | 55.1     | 57.4       | 0.7         | 0.0       | 0.2       | 0.4   | 2.2    | 10.3     | 13.8       | 35.3  | 6.5     | 2.8         | 3.0   |
| 22:30           | 41.7     | 0.6   | 1.5    | 44.8     | 46.9       | 0.6         | 0.0       | 0.1       | 0.3   | 1.9    | 8.5      | 11.5       | 29.3  | 6.1     | 2.8         | 3.0   |
| 22:45           | 46.2     | 0.3   | 1.2    | 41.5     | 43.0       | 0.3         | 0.0       | 0.0       | 0.3   | 2.0    | 8.2      | 10.9       | 25.7  | 5.9     | 2.8         | 2.3   |
| 23:00           | 66.7     | 0.5   | 0.8    | 23.3     | 24.6       | 1.1         | 0.0       | 0.0       | 0.2   | 1.8    | 5.6      | 8.8        | 22.1  | 5.7     | 1.9         | 1.0   |
| 23:15           | 73.1     | 0.4   | 0.4    | 18.5     | 19.4       | 0.8         | 0.0       | 0.0       | 0.1   | 1.8    | 4.9      | 7.6        | 18.8  | 4.7     | 1.9         | 0.8   |
| 23:30           | 79.3     | 0.1   | 0.3    | 14.1     | 14.6       | 0.3         | 0.0       | 0.1       | 0.1   | 1.7    | 3.9      | 6.1        | 15.5  | 4.0     | 1.9         | 0.3   |
| 23:45           | 81.6     | 0.1   | 0.3    | 12.2     | 12.6       | 0.4         | 0.0       | 0.1       | 0.1   | 1.6    | 3.6      | 5.8        | 13.2  | 3.4     | 1.9         | 0.3   |
| Tagesreichweite | 99.7     | 97.1  | 66.3   | 98.1     | 99.6       | 34.5        | 28.3      | 15.1      | 27.0  | 48.3   | 61.1     | 92.4       | 73.3  | 93.4    | 17.0        | 64.1  |
| Nutzung in Min  | 195      | 77    | 148    | 304      | 529        | 23          | 19        | 14        | 15    | 221    | 124      | 416        | 147   | 113     | 9           | 31    |

\*TV-Nutzung aus TELECONTROL \*\*Radionutzung aus RADIOCONTROL \*\*\*Internetnutzung aus MMXI (Internetnutzung zu Hause, Dezember 2004, Universum 2+, Stundenreichweiten)

## **2. FERNSEHFORSCHUNG (TELECONTROL)**

### **2.1 Telecontrol: Methodik, Erhebungsbasis und Berichterstattung**

#### **2.1.1 Methodenbeschreibung**

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

#### **2.1.2 Erhebungsbasis**

In jeder der drei Sprachregionen ist ein jeweils repräsentatives Panel mit TELECONTROL-Messgeräten ausgestattet: In der Deutschschweiz sind es 1'000 (Stand 1.1.2005), in der Suisse romande 600 und in der Svizzera italiana 270 Haushalte. Die Haushalte werden nach dem Random-Quota-Verfahren ausgewählt, die Quotenvorgaben sind Alter der haushaltführenden Person, Haushaltgrösse und Kinder im Haushalt. Alle Personen von drei Jahren und mehr in Fernsehhaushalten mit Telefonanschluss bilden das Universum für die Personendaten.

#### **2.1.3 Berichterstattung**

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

## 2.1.4 Glossar

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

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

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

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

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

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

**TELECONTROL 2004 / Deutsche Schweiz**

VIERTELSTUNDEN-RATINGS in % (Mo-So)

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

|       | Wochentage |          |          |            |         |         |         | Montag - Freitag | Samstag - Sonntag | Montag - Sonntag |
|-------|------------|----------|----------|------------|---------|---------|---------|------------------|-------------------|------------------|
|       | Montag     | Dienstag | Mittwoch | Donnerstag | Freitag | Samstag | Sonntag |                  |                   |                  |
| 06:00 | 1.0        | 1.0      | 1.0      | 1.0        | 1.0     | 0.9     | 1.1     | 1.0              | 1.0               | 1.0              |
| 06:15 | 1.2        | 1.2      | 1.2      | 1.2        | 1.2     | 1.0     | 1.1     | 1.2              | 1.0               | 1.1              |
| 06:30 | 1.2        | 1.2      | 1.2      | 1.2        | 1.2     | 1.0     | 1.1     | 1.2              | 1.0               | 1.2              |
| 06:45 | 1.2        | 1.2      | 1.3      | 1.3        | 1.2     | 1.1     | 1.2     | 1.3              | 1.1               | 1.2              |
| 07:00 | 1.3        | 1.4      | 1.4      | 1.5        | 1.4     | 1.3     | 1.4     | 1.4              | 1.3               | 1.4              |
| 07:15 | 1.6        | 1.7      | 1.7      | 1.7        | 1.7     | 1.6     | 1.6     | 1.7              | 1.6               | 1.7              |
| 07:30 | 1.8        | 1.9      | 2.0      | 2.0        | 2.0     | 1.9     | 2.0     | 1.9              | 2.0               | 2.0              |
| 07:45 | 2.0        | 2.1      | 2.2      | 2.1        | 2.2     | 2.4     | 2.5     | 2.1              | 2.5               | 2.2              |
| 08:00 | 2.1        | 2.2      | 2.3      | 2.3        | 2.3     | 3.0     | 3.2     | 2.3              | 3.1               | 2.5              |
| 08:15 | 2.3        | 2.3      | 2.4      | 2.4        | 2.5     | 3.4     | 3.9     | 2.4              | 3.7               | 2.7              |
| 08:30 | 2.5        | 2.3      | 2.5      | 2.5        | 2.6     | 3.9     | 4.5     | 2.5              | 4.2               | 3.0              |
| 08:45 | 2.6        | 2.5      | 2.6      | 2.7        | 2.8     | 4.3     | 5.2     | 2.6              | 4.7               | 3.2              |
| 09:00 | 2.9        | 2.8      | 2.8      | 2.9        | 3.0     | 4.6     | 6.0     | 2.9              | 5.3               | 3.6              |
| 09:15 | 3.1        | 2.9      | 2.9      | 3.0        | 3.2     | 4.9     | 6.9     | 3.0              | 5.9               | 3.8              |
| 09:30 | 3.2        | 3.0      | 3.0      | 3.0        | 3.2     | 5.1     | 7.7     | 3.1              | 6.4               | 4.0              |
| 09:45 | 3.3        | 3.0      | 3.0      | 3.1        | 3.3     | 5.2     | 8.2     | 3.1              | 6.7               | 4.2              |
| 10:00 | 3.4        | 3.1      | 3.2      | 3.2        | 3.3     | 5.5     | 8.8     | 3.2              | 7.1               | 4.3              |
| 10:15 | 3.6        | 3.3      | 3.4      | 3.3        | 3.5     | 5.7     | 9.0     | 3.4              | 7.4               | 4.5              |
| 10:30 | 3.7        | 3.4      | 3.5      | 3.5        | 3.6     | 5.9     | 9.4     | 3.6              | 7.7               | 4.7              |
| 10:45 | 3.9        | 3.6      | 3.7      | 3.7        | 3.8     | 6.2     | 9.8     | 3.7              | 8.0               | 5.0              |
| 11:00 | 4.1        | 3.8      | 4.0      | 4.0        | 4.1     | 6.5     | 10.2    | 4.0              | 8.4               | 5.2              |
| 11:15 | 4.5        | 4.1      | 4.3      | 4.4        | 4.6     | 6.9     | 10.6    | 4.4              | 8.7               | 5.6              |
| 11:30 | 4.7        | 4.4      | 4.6      | 4.7        | 5.0     | 7.2     | 10.9    | 4.7              | 9.1               | 5.9              |
| 11:45 | 5.1        | 4.8      | 4.9      | 5.1        | 5.4     | 7.5     | 11.1    | 5.1              | 9.3               | 6.3              |
| 12:00 | 5.7        | 5.5      | 5.5      | 5.6        | 6.0     | 8.0     | 11.1    | 5.7              | 9.6               | 6.8              |
| 12:15 | 6.7        | 6.5      | 6.6      | 6.5        | 6.9     | 8.6     | 11.3    | 6.7              | 9.9               | 7.6              |
| 12:30 | 7.6        | 7.3      | 7.4      | 7.5        | 7.8     | 9.1     | 11.6    | 7.5              | 10.4              | 8.3              |
| 12:45 | 8.1        | 7.6      | 7.8      | 7.8        | 8.2     | 9.6     | 12.2    | 7.9              | 10.9              | 8.8              |
| 13:00 | 8.1        | 7.6      | 8.0      | 7.8        | 8.3     | 10.0    | 12.7    | 7.9              | 11.4              | 8.9              |
| 13:15 | 7.2        | 6.7      | 7.2      | 7.0        | 7.6     | 9.7     | 12.6    | 7.1              | 11.1              | 8.3              |
| 13:30 | 6.8        | 6.3      | 6.5      | 6.5        | 7.1     | 9.3     | 12.6    | 6.6              | 11.0              | 7.9              |
| 13:45 | 6.5        | 6.0      | 6.2      | 6.2        | 6.8     | 9.0     | 12.8    | 6.4              | 10.9              | 7.6              |
| 14:00 | 6.6        | 6.0      | 6.2      | 6.1        | 6.7     | 9.1     | 13.3    | 6.3              | 11.2              | 7.7              |
| 14:15 | 6.6        | 5.9      | 6.2      | 6.2        | 6.7     | 9.1     | 13.4    | 6.3              | 11.3              | 7.7              |
| 14:30 | 6.7        | 5.9      | 6.2      | 6.2        | 6.7     | 9.2     | 13.5    | 6.3              | 11.4              | 7.8              |
| 14:45 | 6.6        | 5.8      | 6.1      | 6.1        | 6.5     | 9.4     | 13.8    | 6.2              | 11.6              | 7.7              |
| 15:00 | 6.5        | 5.8      | 6.1      | 6.1        | 6.4     | 9.5     | 14.1    | 6.2              | 11.8              | 7.8              |
| 15:15 | 6.8        | 6.1      | 6.4      | 6.5        | 6.9     | 9.8     | 14.3    | 6.5              | 12.1              | 8.1              |
| 15:30 | 7.3        | 6.6      | 6.8      | 6.9        | 7.4     | 10.2    | 14.4    | 7.0              | 12.3              | 8.5              |
| 15:45 | 7.8        | 7.0      | 7.2      | 7.5        | 7.8     | 10.6    | 14.4    | 7.5              | 12.5              | 8.9              |

**2.2 TV Nutzung nach Wochentagen: Rating in %**

**TELECONTROL 2004 / Deutsche Schweiz**

VIERTELSTUNDEN-RATINGS in % (Mo-So)

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

**2.2 TV Nutzung nach Wochentagen: Rating in %**

|          | Wochentage |          |          |            |         |         |         | Montag - Freitag | Samstag - Sonntag | Montag - Sonntag |
|----------|------------|----------|----------|------------|---------|---------|---------|------------------|-------------------|------------------|
|          | Montag     | Dienstag | Mittwoch | Donnerstag | Freitag | Samstag | Sonntag |                  |                   |                  |
| 16:00    | 8.2        | 7.4      | 7.4      | 7.9        | 8.1     | 11.1    | 15.0    | 7.8              | 13.0              | 9.3              |
| 16:15    | 8.8        | 8.1      | 8.0      | 8.6        | 8.7     | 11.5    | 15.7    | 8.4              | 13.6              | 9.9              |
| 16:30    | 9.4        | 8.8      | 8.4      | 9.2        | 9.4     | 11.8    | 16.4    | 9.0              | 14.1              | 10.5             |
| 16:45    | 10.0       | 9.4      | 8.9      | 9.7        | 10.0    | 12.3    | 17.0    | 9.6              | 14.7              | 11.0             |
| 17:00    | 10.5       | 9.9      | 9.4      | 10.1       | 10.5    | 12.9    | 17.4    | 10.1             | 15.1              | 11.5             |
| 17:15    | 11.4       | 11.0     | 10.4     | 11.0       | 11.4    | 13.5    | 18.0    | 11.0             | 15.7              | 12.4             |
| 17:30    | 12.8       | 12.3     | 11.6     | 12.3       | 12.4    | 14.4    | 18.7    | 12.3             | 16.6              | 13.5             |
| 17:45    | 15.0       | 14.4     | 13.7     | 14.2       | 14.2    | 15.6    | 19.6    | 14.3             | 17.6              | 15.2             |
| 18:00    | 17.4       | 16.9     | 16.1     | 16.6       | 16.1    | 16.8    | 20.7    | 16.6             | 18.7              | 17.2             |
| 18:15    | 18.3       | 17.9     | 17.1     | 17.6       | 17.0    | 17.9    | 22.5    | 17.6             | 20.2              | 18.3             |
| 18:30    | 19.5       | 19.2     | 18.4     | 18.8       | 17.9    | 19.4    | 24.5    | 18.7             | 21.9              | 19.7             |
| 18:45    | 20.7       | 20.1     | 19.0     | 19.6       | 18.6    | 21.2    | 26.3    | 19.6             | 23.7              | 20.8             |
| 19:00    | 24.5       | 23.9     | 22.5     | 23.2       | 21.6    | 22.5    | 27.9    | 23.1             | 25.2              | 23.7             |
| 19:15    | 26.7       | 26.0     | 24.6     | 25.3       | 23.4    | 23.8    | 29.2    | 25.2             | 26.5              | 25.6             |
| 19:30    | 31.6       | 31.1     | 29.5     | 30.0       | 27.8    | 28.7    | 34.6    | 30.0             | 31.7              | 30.5             |
| 19:45    | 33.3       | 32.9     | 31.2     | 31.6       | 29.7    | 30.1    | 36.2    | 31.7             | 33.2              | 32.1             |
| 20:00    | 33.0       | 32.5     | 30.7     | 31.2       | 30.5    | 30.5    | 36.6    | 31.6             | 33.6              | 32.1             |
| 20:15    | 34.6       | 33.5     | 31.6     | 32.4       | 31.8    | 32.8    | 38.8    | 32.8             | 35.8              | 33.6             |
| 20:30    | 36.1       | 34.6     | 32.8     | 33.6       | 32.5    | 34.4    | 40.0    | 33.9             | 37.2              | 34.8             |
| 20:45    | 37.1       | 35.4     | 33.3     | 34.2       | 33.4    | 35.4    | 41.0    | 34.7             | 38.2              | 35.7             |
| 21:00    | 36.8       | 35.4     | 33.9     | 34.1       | 34.0    | 36.2    | 41.5    | 34.8             | 38.9              | 36.0             |
| 21:15    | 36.3       | 35.9     | 33.7     | 33.7       | 33.7    | 36.5    | 41.2    | 34.6             | 38.8              | 35.8             |
| 21:30    | 35.4       | 35.0     | 32.8     | 33.0       | 33.2    | 36.4    | 40.3    | 33.9             | 38.4              | 35.2             |
| 21:45    | 32.6       | 32.4     | 31.0     | 31.4       | 31.0    | 35.2    | 37.0    | 31.7             | 36.1              | 32.9             |
| 22:00    | 31.1       | 30.8     | 29.9     | 30.3       | 29.8    | 33.5    | 33.6    | 30.4             | 33.6              | 31.3             |
| 22:15    | 26.1       | 26.2     | 25.5     | 25.9       | 26.3    | 31.2    | 29.5    | 26.0             | 30.3              | 27.2             |
| 22:30    | 22.5       | 22.8     | 21.8     | 22.7       | 23.9    | 28.6    | 25.4    | 22.7             | 27.0              | 24.0             |
| 22:45    | 19.3       | 19.4     | 18.2     | 20.0       | 21.4    | 25.6    | 20.5    | 19.7             | 23.0              | 20.6             |
| 23:00    | 16.3       | 16.5     | 15.0     | 17.4       | 19.1    | 22.3    | 16.9    | 16.9             | 19.6              | 17.6             |
| 23:15    | 13.0       | 13.6     | 12.0     | 13.5       | 16.9    | 19.2    | 13.9    | 13.8             | 16.6              | 14.6             |
| 23:30    | 10.7       | 11.1     | 10.1     | 11.1       | 15.2    | 16.7    | 11.5    | 11.7             | 14.1              | 12.4             |
| 23:45    | 8.9        | 8.8      | 8.6      | 9.5        | 13.0    | 14.6    | 9.6     | 9.8              | 12.1              | 10.4             |
| 00:00    | 7.3        | 7.3      | 7.2      | 7.9        | 10.6    | 12.7    | 8.0     | 8.1              | 10.4              | 8.7              |
| 00:15    | 5.7        | 5.9      | 5.8      | 6.4        | 8.8     | 10.9    | 6.5     | 6.5              | 8.7               | 7.2              |
| 00:30    | 4.7        | 4.7      | 4.7      | 5.1        | 7.4     | 9.1     | 5.4     | 5.3              | 7.3               | 5.9              |
| 00:45    | 3.8        | 3.9      | 3.9      | 4.1        | 6.4     | 7.8     | 4.5     | 4.4              | 6.2               | 4.9              |
| R 18-23  | 28.6       | 28.1     | 26.7     | 27.3       | 26.7    | 28.8    | 32.4    | 27.5             | 30.6              | 28.4             |
| NT 18-23 | 86         | 84       | 80       | 82         | 80      | 87      | 97      | 82               | 92                | 85               |
| R 24h    | 9.7        | 9.4      | 9.1      | 9.4        | 9.7     | 11.3    | 13.0    | 9.5              | 12.2              | 10.2             |
| NT 24h   | 140        | 136      | 132      | 136        | 140     | 163     | 187     | 137              | 175               | 148              |

R = Rating in %    NT = Nutzungsminuten gesamt

**TELECONTROL 2004 / Deutsche Schweiz**

VIERTELSTUNDEN-RATINGS in % (Mo-So)

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

**2.3 TV Nutzung nach Sender: Rating in %**

|       | Total | SRG SSR idée suisse |     |     |     | Schweiz<br>Private | Ausland: Service public |     |     |      |      |      | Ausland: Private |     |      |      |      | Andere |
|-------|-------|---------------------|-----|-----|-----|--------------------|-------------------------|-----|-----|------|------|------|------------------|-----|------|------|------|--------|
|       |       | TV                  | SF1 | SF2 | SFi |                    | Übrige                  | ARD | ZDF | ORF1 | ORF2 | 3SAT | ARTE             | RTL | RTL2 | SAT1 | PRO7 |        |
| 06:00 | 1.0   | 0.1                 | 0.0 | 0.0 | 0.0 | 0.0                | 0.1                     | 0.0 | 0.1 | 0.0  | 0.0  | 0.0  | 0.1              | 0.1 | 0.1  | 0.1  | 0.0  | 0.2    |
| 06:15 | 1.1   | 0.1                 | 0.0 | 0.0 | 0.0 | 0.0                | 0.1                     | 0.0 | 0.1 | 0.0  | 0.0  | 0.0  | 0.2              | 0.1 | 0.1  | 0.1  | 0.0  | 0.2    |
| 06:30 | 1.2   | 0.1                 | 0.0 | 0.0 | 0.0 | 0.1                | 0.1                     | 0.0 | 0.1 | 0.0  | 0.0  | 0.0  | 0.2              | 0.1 | 0.1  | 0.1  | 0.0  | 0.2    |
| 06:45 | 1.2   | 0.1                 | 0.0 | 0.0 | 0.0 | 0.1                | 0.1                     | 0.0 | 0.1 | 0.0  | 0.0  | 0.0  | 0.2              | 0.1 | 0.1  | 0.1  | 0.0  | 0.3    |
| 07:00 | 1.4   | 0.1                 | 0.0 | 0.0 | 0.0 | 0.1                | 0.1                     | 0.0 | 0.1 | 0.0  | 0.0  | 0.0  | 0.2              | 0.1 | 0.1  | 0.1  | 0.0  | 0.3    |
| 07:15 | 1.7   | 0.2                 | 0.0 | 0.0 | 0.0 | 0.1                | 0.1                     | 0.0 | 0.1 | 0.0  | 0.0  | 0.0  | 0.2              | 0.1 | 0.2  | 0.1  | 0.0  | 0.4    |
| 07:30 | 2.0   | 0.2                 | 0.1 | 0.0 | 0.0 | 0.1                | 0.1                     | 0.0 | 0.1 | 0.0  | 0.0  | 0.0  | 0.2              | 0.1 | 0.2  | 0.2  | 0.0  | 0.5    |
| 07:45 | 2.2   | 0.3                 | 0.1 | 0.0 | 0.0 | 0.1                | 0.1                     | 0.0 | 0.1 | 0.0  | 0.0  | 0.0  | 0.3              | 0.1 | 0.2  | 0.2  | 0.0  | 0.6    |
| 08:00 | 2.5   | 0.4                 | 0.1 | 0.0 | 0.0 | 0.1                | 0.1                     | 0.0 | 0.2 | 0.0  | 0.0  | 0.0  | 0.2              | 0.1 | 0.3  | 0.2  | 0.0  | 0.7    |
| 08:15 | 2.7   | 0.4                 | 0.1 | 0.1 | 0.0 | 0.1                | 0.2                     | 0.1 | 0.2 | 0.0  | 0.0  | 0.0  | 0.1              | 0.1 | 0.3  | 0.2  | 0.0  | 0.9    |
| 08:30 | 3.0   | 0.5                 | 0.1 | 0.1 | 0.0 | 0.1                | 0.2                     | 0.1 | 0.2 | 0.0  | 0.0  | 0.0  | 0.1              | 0.1 | 0.3  | 0.2  | 0.1  | 0.9    |
| 08:45 | 3.2   | 0.5                 | 0.2 | 0.1 | 0.0 | 0.1                | 0.2                     | 0.1 | 0.2 | 0.0  | 0.0  | 0.0  | 0.1              | 0.1 | 0.2  | 0.2  | 0.1  | 1.1    |
| 09:00 | 3.6   | 0.5                 | 0.2 | 0.1 | 0.0 | 0.1                | 0.2                     | 0.1 | 0.2 | 0.1  | 0.0  | 0.0  | 0.2              | 0.1 | 0.1  | 0.2  | 0.1  | 1.2    |
| 09:15 | 3.8   | 0.5                 | 0.2 | 0.1 | 0.0 | 0.1                | 0.3                     | 0.2 | 0.2 | 0.1  | 0.0  | 0.0  | 0.2              | 0.2 | 0.1  | 0.2  | 0.1  | 1.2    |
| 09:30 | 4.0   | 0.5                 | 0.2 | 0.1 | 0.0 | 0.1                | 0.3                     | 0.2 | 0.3 | 0.1  | 0.0  | 0.0  | 0.3              | 0.2 | 0.1  | 0.2  | 0.1  | 1.2    |
| 09:45 | 4.2   | 0.5                 | 0.3 | 0.0 | 0.0 | 0.1                | 0.3                     | 0.3 | 0.3 | 0.1  | 0.0  | 0.0  | 0.3              | 0.2 | 0.1  | 0.3  | 0.1  | 1.2    |
| 10:00 | 4.3   | 0.4                 | 0.4 | 0.0 | 0.0 | 0.2                | 0.2                     | 0.2 | 0.3 | 0.1  | 0.0  | 0.0  | 0.4              | 0.2 | 0.1  | 0.3  | 0.1  | 1.2    |
| 10:15 | 4.5   | 0.4                 | 0.5 | 0.1 | 0.0 | 0.2                | 0.2                     | 0.2 | 0.3 | 0.1  | 0.0  | 0.0  | 0.4              | 0.2 | 0.2  | 0.3  | 0.1  | 1.2    |
| 10:30 | 4.7   | 0.5                 | 0.5 | 0.1 | 0.0 | 0.2                | 0.2                     | 0.2 | 0.3 | 0.1  | 0.0  | 0.0  | 0.4              | 0.2 | 0.3  | 0.3  | 0.1  | 1.2    |
| 10:45 | 5.0   | 0.5                 | 0.6 | 0.1 | 0.0 | 0.2                | 0.3                     | 0.2 | 0.3 | 0.2  | 0.0  | 0.0  | 0.4              | 0.3 | 0.3  | 0.3  | 0.1  | 1.2    |
| 11:00 | 5.2   | 0.6                 | 0.6 | 0.1 | 0.0 | 0.2                | 0.3                     | 0.3 | 0.3 | 0.2  | 0.0  | 0.0  | 0.5              | 0.3 | 0.3  | 0.3  | 0.1  | 1.3    |
| 11:15 | 5.6   | 0.6                 | 0.7 | 0.1 | 0.1 | 0.2                | 0.3                     | 0.4 | 0.2 | 0.2  | 0.1  | 0.0  | 0.5              | 0.3 | 0.3  | 0.3  | 0.1  | 1.3    |
| 11:30 | 5.9   | 0.7                 | 0.7 | 0.1 | 0.1 | 0.2                | 0.3                     | 0.4 | 0.2 | 0.2  | 0.1  | 0.0  | 0.5              | 0.3 | 0.4  | 0.4  | 0.2  | 1.4    |
| 11:45 | 6.3   | 0.8                 | 0.8 | 0.0 | 0.1 | 0.2                | 0.3                     | 0.4 | 0.2 | 0.1  | 0.1  | 0.0  | 0.6              | 0.3 | 0.4  | 0.3  | 0.2  | 1.5    |
| 12:00 | 6.8   | 0.9                 | 0.9 | 0.1 | 0.0 | 0.2                | 0.3                     | 0.2 | 0.2 | 0.1  | 0.1  | 0.0  | 1.0              | 0.3 | 0.4  | 0.4  | 0.2  | 1.6    |
| 12:15 | 7.6   | 1.1                 | 1.0 | 0.1 | 0.1 | 0.2                | 0.3                     | 0.2 | 0.2 | 0.1  | 0.1  | 0.0  | 1.1              | 0.3 | 0.6  | 0.5  | 0.2  | 1.6    |
| 12:30 | 8.3   | 1.4                 | 1.0 | 0.1 | 0.1 | 0.2                | 0.3                     | 0.2 | 0.2 | 0.1  | 0.1  | 0.0  | 1.1              | 0.3 | 0.7  | 0.5  | 0.3  | 1.7    |
| 12:45 | 8.8   | 1.7                 | 1.1 | 0.1 | 0.1 | 0.2                | 0.4                     | 0.2 | 0.2 | 0.1  | 0.1  | 0.0  | 1.2              | 0.3 | 0.7  | 0.4  | 0.3  | 1.8    |
| 13:00 | 8.9   | 2.3                 | 1.0 | 0.1 | 0.1 | 0.2                | 0.3                     | 0.1 | 0.3 | 0.1  | 0.0  | 0.0  | 0.9              | 0.3 | 0.7  | 0.5  | 0.3  | 1.8    |
| 13:15 | 8.3   | 1.4                 | 1.0 | 0.1 | 0.1 | 0.2                | 0.3                     | 0.1 | 0.3 | 0.2  | 0.0  | 0.0  | 1.0              | 0.2 | 0.8  | 0.5  | 0.3  | 1.8    |
| 13:30 | 7.9   | 1.1                 | 0.8 | 0.1 | 0.1 | 0.2                | 0.4                     | 0.1 | 0.2 | 0.2  | 0.1  | 0.0  | 0.9              | 0.3 | 1.0  | 0.5  | 0.3  | 1.7    |
| 13:45 | 7.6   | 1.1                 | 0.7 | 0.0 | 0.1 | 0.2                | 0.3                     | 0.1 | 0.3 | 0.2  | 0.1  | 0.0  | 0.8              | 0.3 | 0.9  | 0.5  | 0.3  | 1.7    |
| 14:00 | 7.7   | 1.0                 | 0.8 | 0.1 | 0.1 | 0.2                | 0.3                     | 0.2 | 0.3 | 0.2  | 0.0  | 0.0  | 0.7              | 0.3 | 1.3  | 0.4  | 0.3  | 1.5    |
| 14:15 | 7.7   | 0.9                 | 0.8 | 0.1 | 0.0 | 0.2                | 0.3                     | 0.3 | 0.3 | 0.3  | 0.0  | 0.0  | 0.8              | 0.3 | 1.3  | 0.5  | 0.2  | 1.5    |
| 14:30 | 7.8   | 0.8                 | 0.7 | 0.1 | 0.0 | 0.2                | 0.3                     | 0.4 | 0.3 | 0.3  | 0.1  | 0.0  | 0.8              | 0.3 | 1.4  | 0.4  | 0.2  | 1.4    |
| 14:45 | 7.7   | 0.8                 | 0.7 | 0.1 | 0.0 | 0.2                | 0.3                     | 0.4 | 0.3 | 0.4  | 0.1  | 0.0  | 0.8              | 0.3 | 1.2  | 0.4  | 0.3  | 1.5    |
| 15:00 | 7.8   | 0.8                 | 0.7 | 0.0 | 0.1 | 0.2                | 0.3                     | 0.3 | 0.3 | 0.5  | 0.1  | 0.0  | 0.8              | 0.3 | 1.2  | 0.4  | 0.2  | 1.6    |
| 15:15 | 8.1   | 0.9                 | 0.7 | 0.0 | 0.1 | 0.2                | 0.4                     | 0.3 | 0.4 | 0.5  | 0.1  | 0.0  | 0.9              | 0.4 | 1.1  | 0.4  | 0.2  | 1.6    |
| 15:30 | 8.5   | 1.0                 | 0.7 | 0.0 | 0.1 | 0.2                | 0.4                     | 0.4 | 0.3 | 0.5  | 0.1  | 0.0  | 0.9              | 0.4 | 1.2  | 0.4  | 0.2  | 1.7    |
| 15:45 | 8.9   | 1.0                 | 0.7 | 0.0 | 0.1 | 0.2                | 0.5                     | 0.4 | 0.3 | 0.6  | 0.1  | 0.0  | 0.9              | 0.4 | 1.1  | 0.4  | 0.3  | 1.8    |

**TELECONTROL 2004 / Deutsche Schweiz**

VIERTELSTUNDEN-RATINGS in % (Mo-So)

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

**2.3 TV Nutzung nach Sender: Rating in %**

Forschungsdienst: Jahresbericht 2004

|          | Total<br>TV | SRG SSR idée suisse |      |      |        | Schweiz<br>Private | Ausland: Service public |      |      |      |      |      | Ausland: Private |      |      |      |      | Andere |
|----------|-------------|---------------------|------|------|--------|--------------------|-------------------------|------|------|------|------|------|------------------|------|------|------|------|--------|
|          |             | SF1                 | SF2  | SFi  | Übrige |                    | ARD                     | ZDF  | ORF1 | ORF2 | 3SAT | ARTE | RTL              | RTL2 | SAT1 | PRO7 | KAB1 |        |
| 16:00    | 9.3         | 1.0                 | 0.7  | 0.1  | 0.1    | 0.2                | 0.7                     | 0.4  | 0.3  | 0.5  | 0.1  | 0.0  | 0.9              | 0.4  | 1.3  | 0.4  | 0.3  | 1.9    |
| 16:15    | 9.9         | 0.9                 | 0.8  | 0.0  | 0.1    | 0.2                | 0.7                     | 0.5  | 0.4  | 0.6  | 0.1  | 0.0  | 0.9              | 0.4  | 1.4  | 0.4  | 0.3  | 2.1    |
| 16:30    | 10.5        | 0.8                 | 0.8  | 0.1  | 0.1    | 0.2                | 0.7                     | 0.6  | 0.4  | 0.5  | 0.1  | 0.0  | 1.0              | 0.4  | 1.5  | 0.6  | 0.3  | 2.3    |
| 16:45    | 11.0        | 0.9                 | 0.9  | 0.1  | 0.1    | 0.3                | 0.8                     | 0.6  | 0.4  | 0.5  | 0.2  | 0.0  | 1.0              | 0.5  | 1.4  | 0.6  | 0.3  | 2.5    |
| 17:00    | 11.5        | 1.0                 | 1.1  | 0.1  | 0.1    | 0.3                | 0.8                     | 0.6  | 0.6  | 0.2  | 0.2  | 0.1  | 0.7              | 0.5  | 1.4  | 0.7  | 0.3  | 2.6    |
| 17:15    | 12.4        | 1.1                 | 1.2  | 0.1  | 0.1    | 0.3                | 1.1                     | 0.8  | 0.6  | 0.3  | 0.2  | 0.1  | 0.9              | 0.5  | 1.3  | 0.8  | 0.2  | 2.8    |
| 17:30    | 13.5        | 1.5                 | 1.4  | 0.1  | 0.1    | 0.3                | 1.2                     | 1.0  | 0.5  | 0.3  | 0.2  | 0.0  | 1.3              | 0.6  | 0.9  | 0.9  | 0.3  | 3.0    |
| 17:45    | 15.2        | 2.7                 | 1.4  | 0.1  | 0.1    | 0.5                | 0.8                     | 1.0  | 0.6  | 0.3  | 0.2  | 0.0  | 1.5              | 0.6  | 1.0  | 0.8  | 0.3  | 3.2    |
| 18:00    | 17.2        | 3.0                 | 1.5  | 0.1  | 0.1    | 2.0                | 1.7                     | 1.1  | 0.6  | 0.3  | 0.1  | 0.1  | 0.9              | 0.6  | 1.2  | 0.6  | 0.3  | 3.1    |
| 18:15    | 18.3        | 4.0                 | 1.5  | 0.1  | 0.2    | 1.6                | 1.7                     | 1.2  | 0.6  | 0.2  | 0.2  | 0.0  | 1.1              | 0.6  | 1.0  | 0.7  | 0.3  | 3.4    |
| 18:30    | 19.7        | 4.5                 | 1.6  | 0.1  | 0.2    | 1.5                | 2.0                     | 1.4  | 0.3  | 0.2  | 0.2  | 0.1  | 1.4              | 0.7  | 0.7  | 0.6  | 0.3  | 3.9    |
| 18:45    | 20.8        | 4.6                 | 1.5  | 0.1  | 0.1    | 1.9                | 1.8                     | 1.2  | 0.4  | 0.1  | 0.2  | 0.1  | 1.9              | 0.8  | 0.7  | 0.8  | 0.4  | 4.1    |
| 19:00    | 23.7        | 9.6                 | 1.5  | 0.1  | 0.1    | 2.1                | 1.7                     | 0.5  | 0.4  | 0.1  | 0.1  | 0.2  | 1.2              | 0.7  | 0.9  | 1.0  | 0.3  | 3.2    |
| 19:15    | 25.6        | 11.7                | 1.4  | 0.0  | 0.1    | 1.3                | 1.5                     | 0.5  | 0.4  | 0.1  | 0.1  | 0.2  | 1.8              | 1.0  | 1.0  | 1.1  | 0.4  | 2.9    |
| 19:30    | 30.5        | 18.1                | 1.2  | 0.1  | 0.1    | 0.7                | 1.5                     | 0.6  | 0.1  | 0.0  | 0.1  | 0.2  | 1.3              | 1.0  | 1.2  | 1.1  | 0.4  | 2.6    |
| 19:45    | 32.1        | 18.6                | 1.5  | 0.1  | 0.2    | 0.9                | 0.6                     | 0.9  | 0.2  | 0.1  | 0.1  | 0.1  | 2.6              | 1.0  | 1.0  | 1.0  | 0.4  | 2.7    |
| 20:00    | 32.1        | 12.1                | 2.9  | 0.4  | 0.2    | 2.4                | 1.3                     | 1.7  | 0.3  | 0.3  | 0.1  | 0.1  | 2.6              | 0.9  | 1.5  | 0.8  | 0.5  | 3.9    |
| 20:15    | 33.6        | 11.7                | 3.6  | 0.3  | 0.2    | 1.1                | 1.9                     | 1.9  | 1.1  | 0.9  | 0.3  | 0.2  | 2.2              | 0.9  | 1.2  | 1.2  | 0.6  | 4.2    |
| 20:30    | 34.8        | 10.8                | 3.8  | 0.2  | 0.2    | 0.8                | 2.2                     | 2.2  | 1.4  | 1.2  | 0.4  | 0.2  | 2.5              | 0.9  | 1.4  | 1.6  | 0.8  | 4.6    |
| 20:45    | 35.7        | 10.4                | 4.0  | 0.2  | 0.2    | 0.7                | 2.4                     | 2.4  | 1.5  | 1.2  | 0.5  | 0.2  | 2.6              | 1.0  | 1.5  | 1.5  | 0.7  | 4.7    |
| 21:00    | 36.0        | 10.2                | 3.9  | 0.2  | 0.2    | 1.1                | 2.4                     | 2.4  | 1.4  | 1.0  | 0.4  | 0.2  | 2.6              | 1.1  | 1.4  | 1.8  | 0.8  | 4.8    |
| 21:15    | 35.8        | 11.3                | 4.0  | 0.2  | 0.2    | 0.7                | 2.4                     | 2.3  | 1.6  | 1.0  | 0.4  | 0.3  | 1.8              | 1.0  | 1.4  | 1.7  | 0.7  | 4.7    |
| 21:30    | 35.2        | 10.6                | 3.7  | 0.2  | 0.2    | 0.7                | 2.5                     | 2.2  | 1.7  | 1.0  | 0.3  | 0.3  | 1.9              | 1.1  | 1.4  | 1.8  | 0.8  | 4.7    |
| 21:45    | 32.9        | 10.2                | 3.5  | 0.2  | 0.2    | 0.9                | 1.7                     | 1.4  | 1.6  | 0.5  | 0.3  | 0.3  | 2.0              | 1.2  | 1.6  | 1.8  | 0.8  | 4.5    |
| 22:00    | 31.3        | 11.5                | 2.9  | 0.1  | 0.2    | 1.0                | 1.4                     | 1.0  | 1.3  | 0.3  | 0.1  | 0.3  | 2.0              | 1.2  | 1.4  | 1.7  | 0.8  | 4.0    |
| 22:15    | 27.2        | 7.4                 | 3.8  | 0.2  | 0.2    | 0.8                | 1.5                     | 1.1  | 1.2  | 0.3  | 0.1  | 0.3  | 1.8              | 0.9  | 1.3  | 1.5  | 0.7  | 4.2    |
| 22:30    | 24.0        | 5.7                 | 3.6  | 0.3  | 0.2    | 0.7                | 0.9                     | 1.1  | 1.2  | 0.3  | 0.2  | 0.2  | 1.8              | 0.9  | 1.2  | 1.3  | 0.6  | 3.8    |
| 22:45    | 20.6        | 4.7                 | 2.3  | 0.3  | 0.1    | 0.7                | 0.7                     | 1.0  | 1.1  | 0.3  | 0.2  | 0.2  | 1.8              | 0.8  | 1.0  | 1.1  | 0.5  | 3.7    |
| 23:00    | 17.6        | 3.7                 | 1.6  | 0.3  | 0.1    | 0.8                | 0.6                     | 0.9  | 1.0  | 0.3  | 0.2  | 0.2  | 1.6              | 0.8  | 0.9  | 1.0  | 0.5  | 3.3    |
| 23:15    | 14.6        | 2.5                 | 1.2  | 0.3  | 0.1    | 0.6                | 0.6                     | 0.9  | 1.0  | 0.3  | 0.2  | 0.1  | 1.3              | 0.6  | 0.6  | 0.9  | 0.5  | 3.0    |
| 23:30    | 12.4        | 1.9                 | 0.9  | 0.2  | 0.1    | 0.6                | 0.6                     | 0.8  | 0.9  | 0.3  | 0.2  | 0.1  | 1.0              | 0.6  | 0.5  | 0.8  | 0.4  | 2.5    |
| 23:45    | 10.4        | 1.3                 | 0.8  | 0.1  | 0.1    | 0.5                | 0.5                     | 0.6  | 0.8  | 0.3  | 0.2  | 0.1  | 0.9              | 0.6  | 0.4  | 0.7  | 0.4  | 2.2    |
| 00:00    | 8.7         | 0.9                 | 0.7  | 0.2  | 0.0    | 0.6                | 0.5                     | 0.5  | 0.7  | 0.1  | 0.2  | 0.1  | 0.6              | 0.5  | 0.4  | 0.6  | 0.3  | 1.8    |
| 00:15    | 7.2         | 0.8                 | 0.6  | 0.2  | 0.0    | 0.5                | 0.4                     | 0.4  | 0.7  | 0.1  | 0.1  | 0.1  | 0.5              | 0.4  | 0.3  | 0.5  | 0.3  | 1.6    |
| 00:30    | 5.9         | 0.6                 | 0.4  | 0.1  | 0.0    | 0.5                | 0.3                     | 0.3  | 0.6  | 0.1  | 0.1  | 0.1  | 0.3              | 0.3  | 0.2  | 0.4  | 0.2  | 1.3    |
| 00:45    | 4.9         | 0.5                 | 0.3  | 0.1  | 0.0    | 0.4                | 0.3                     | 0.2  | 0.5  | 0.1  | 0.1  | 0.1  | 0.2              | 0.3  | 0.2  | 0.3  | 0.2  | 1.1    |
| R 18-23  | 28.4        | 9.5                 | 2.7  | 0.2  | 0.2    | 1.2                | 1.7                     | 1.4  | 0.9  | 0.5  | 0.2  | 0.2  | 1.9              | 0.9  | 1.2  | 1.2  | 0.6  | 3.9    |
| NR 18-23 | 62.6        | 47.4                | 27.3 | 6.2  | 4.9    | 23.4               | 22.7                    | 20.6 | 17.4 | 12.8 | 9.6  | 6.3  | 23.4             | 16.5 | 20.1 | 18.5 | 10.9 | 41.3   |
| R 24h    | 10.2        | 2.5                 | 0.9  | 0.1  | 0.1    | 0.4                | 0.6                     | 0.5  | 0.4  | 0.2  | 0.1  | 0.1  | 0.8              | 0.4  | 0.6  | 0.5  | 0.3  | 1.8    |
| NR 24h   | 74.0        | 57.2                | 36.6 | 10.4 | 8.4    | 33.0               | 32.3                    | 29.3 | 26.9 | 20.4 | 15.8 | 9.8  | 32.9             | 25.5 | 30.0 | 28.3 | 17.8 | 55.7   |

R = Rating in %

NR = Tagesreichweite %

**TELECONTROL 2004 / Deutsche Schweiz**

VIERTELSTUNDEN-RATINGS in Tausend (Mo-So)

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

**2.4 TV Nutzung nach Sender: Rating in Tausend**

|       | Total<br>TV | SRG SSR idée suisse |     |     |        | Schweiz<br>Private | Ausland: Service public |     |      |      |      |      | Ausland: Private |      |      |      |      | Andere |
|-------|-------------|---------------------|-----|-----|--------|--------------------|-------------------------|-----|------|------|------|------|------------------|------|------|------|------|--------|
|       |             | SF1                 | SF2 | SFi | Übrige |                    | ARD                     | ZDF | ORF1 | ORF2 | 3SAT | ARTE | RTL              | RTL2 | SAT1 | PRO7 | KAB1 |        |
| 06:00 | 51          | 5                   | 1   | 1   | 0      | 2                  | 5                       | 1   | 4    | 1    | 0    | 0    | 7                | 4    | 4    | 4    | 2    | 9      |
| 06:15 | 58          | 5                   | 1   | 2   | 0      | 2                  | 6                       | 1   | 4    | 1    | 0    | 0    | 8                | 5    | 4    | 6    | 2    | 11     |
| 06:30 | 58          | 5                   | 1   | 1   | 0      | 3                  | 5                       | 1   | 4    | 0    | 0    | 0    | 8                | 5    | 4    | 6    | 2    | 12     |
| 06:45 | 62          | 5                   | 1   | 1   | 0      | 3                  | 5                       | 1   | 5    | 1    | 0    | 0    | 8                | 5    | 5    | 6    | 2    | 13     |
| 07:00 | 70          | 7                   | 1   | 1   | 0      | 3                  | 5                       | 1   | 5    | 1    | 1    | 0    | 9                | 4    | 6    | 7    | 2    | 16     |
| 07:15 | 83          | 8                   | 2   | 2   | 0      | 3                  | 6                       | 1   | 6    | 1    | 1    | 0    | 10               | 4    | 8    | 7    | 2    | 21     |
| 07:30 | 98          | 10                  | 3   | 2   | 0      | 4                  | 6                       | 1   | 7    | 1    | 1    | 0    | 12               | 5    | 9    | 9    | 1    | 28     |
| 07:45 | 112         | 14                  | 4   | 1   | 0      | 4                  | 6                       | 2   | 6    | 1    | 1    | 1    | 14               | 5    | 11   | 8    | 1    | 32     |
| 08:00 | 126         | 20                  | 5   | 2   | 0      | 6                  | 7                       | 2   | 8    | 1    | 0    | 0    | 8                | 4    | 14   | 9    | 1    | 38     |
| 08:15 | 138         | 22                  | 6   | 3   | 1      | 6                  | 8                       | 3   | 10   | 1    | 0    | 0    | 5                | 4    | 14   | 9    | 2    | 43     |
| 08:30 | 150         | 24                  | 7   | 3   | 1      | 6                  | 8                       | 3   | 12   | 1    | 0    | 1    | 6                | 5    | 13   | 10   | 4    | 48     |
| 08:45 | 163         | 25                  | 8   | 3   | 1      | 6                  | 10                      | 3   | 12   | 1    | 1    | 1    | 6                | 6    | 11   | 11   | 5    | 54     |
| 09:00 | 180         | 25                  | 8   | 3   | 1      | 7                  | 11                      | 5   | 12   | 3    | 1    | 1    | 12               | 7    | 7    | 11   | 6    | 58     |
| 09:15 | 192         | 25                  | 11  | 3   | 1      | 6                  | 13                      | 9   | 12   | 5    | 1    | 1    | 13               | 8    | 6    | 12   | 6    | 61     |
| 09:30 | 202         | 26                  | 11  | 3   | 1      | 6                  | 14                      | 11  | 13   | 7    | 1    | 1    | 15               | 9    | 7    | 12   | 5    | 60     |
| 09:45 | 210         | 24                  | 15  | 2   | 1      | 7                  | 13                      | 13  | 13   | 6    | 2    | 1    | 16               | 10   | 7    | 13   | 5    | 61     |
| 10:00 | 218         | 21                  | 22  | 2   | 1      | 9                  | 11                      | 12  | 14   | 5    | 2    | 1    | 20               | 11   | 7    | 15   | 6    | 59     |
| 10:15 | 228         | 22                  | 25  | 3   | 1      | 8                  | 12                      | 11  | 14   | 6    | 2    | 1    | 20               | 12   | 12   | 15   | 6    | 59     |
| 10:30 | 238         | 24                  | 26  | 3   | 1      | 8                  | 12                      | 10  | 15   | 7    | 2    | 1    | 22               | 11   | 14   | 15   | 6    | 60     |
| 10:45 | 249         | 25                  | 28  | 3   | 1      | 9                  | 13                      | 11  | 15   | 8    | 2    | 1    | 22               | 13   | 15   | 15   | 7    | 61     |
| 11:00 | 264         | 29                  | 30  | 3   | 2      | 9                  | 13                      | 15  | 15   | 9    | 2    | 1    | 25               | 13   | 15   | 13   | 7    | 64     |
| 11:15 | 283         | 32                  | 33  | 4   | 3      | 8                  | 14                      | 18  | 12   | 10   | 3    | 1    | 26               | 14   | 17   | 13   | 7    | 67     |
| 11:30 | 299         | 36                  | 36  | 3   | 3      | 9                  | 14                      | 20  | 10   | 10   | 3    | 1    | 23               | 14   | 19   | 18   | 8    | 71     |
| 11:45 | 316         | 38                  | 40  | 2   | 3      | 11                 | 15                      | 20  | 9    | 7    | 3    | 1    | 28               | 16   | 20   | 17   | 9    | 76     |
| 12:00 | 342         | 44                  | 45  | 3   | 2      | 11                 | 16                      | 9   | 8    | 5    | 3    | 1    | 51               | 15   | 21   | 18   | 10   | 80     |
| 12:15 | 382         | 56                  | 50  | 3   | 3      | 10                 | 16                      | 12  | 9    | 5    | 3    | 1    | 54               | 13   | 29   | 24   | 12   | 82     |
| 12:30 | 419         | 71                  | 50  | 3   | 4      | 11                 | 16                      | 12  | 11   | 5    | 3    | 1    | 56               | 14   | 35   | 27   | 13   | 86     |
| 12:45 | 440         | 85                  | 54  | 3   | 4      | 12                 | 18                      | 10  | 12   | 5    | 3    | 1    | 60               | 13   | 33   | 22   | 15   | 91     |
| 13:00 | 449         | 117                 | 51  | 3   | 3      | 11                 | 14                      | 6   | 13   | 4    | 1    | 1    | 43               | 13   | 37   | 26   | 14   | 92     |
| 13:15 | 417         | 71                  | 49  | 4   | 3      | 10                 | 17                      | 6   | 13   | 10   | 2    | 1    | 48               | 12   | 41   | 24   | 14   | 91     |
| 13:30 | 395         | 57                  | 43  | 3   | 3      | 11                 | 18                      | 6   | 12   | 12   | 3    | 1    | 44               | 13   | 48   | 25   | 13   | 86     |
| 13:45 | 385         | 56                  | 36  | 2   | 3      | 11                 | 15                      | 7   | 13   | 9    | 3    | 1    | 42               | 14   | 46   | 26   | 15   | 85     |
| 14:00 | 388         | 52                  | 38  | 4   | 3      | 10                 | 13                      | 12  | 13   | 10   | 2    | 1    | 36               | 16   | 66   | 21   | 13   | 77     |
| 14:15 | 389         | 44                  | 38  | 3   | 2      | 9                  | 15                      | 16  | 13   | 14   | 2    | 1    | 38               | 16   | 68   | 23   | 11   | 75     |
| 14:30 | 391         | 40                  | 37  | 3   | 2      | 9                  | 16                      | 18  | 14   | 16   | 3    | 1    | 41               | 16   | 72   | 21   | 11   | 72     |
| 14:45 | 390         | 39                  | 34  | 3   | 2      | 10                 | 18                      | 20  | 16   | 18   | 3    | 1    | 41               | 17   | 59   | 22   | 13   | 74     |
| 15:00 | 392         | 41                  | 36  | 2   | 3      | 10                 | 14                      | 17  | 17   | 23   | 4    | 1    | 39               | 17   | 58   | 19   | 10   | 80     |
| 15:15 | 409         | 44                  | 36  | 2   | 3      | 10                 | 18                      | 17  | 19   | 26   | 5    | 1    | 45               | 18   | 55   | 18   | 11   | 82     |
| 15:30 | 428         | 49                  | 35  | 2   | 3      | 10                 | 22                      | 18  | 17   | 27   | 4    | 1    | 43               | 19   | 61   | 19   | 12   | 86     |
| 15:45 | 447         | 52                  | 35  | 2   | 3      | 10                 | 26                      | 20  | 16   | 31   | 5    | 1    | 46               | 22   | 54   | 19   | 14   | 91     |

**TELECONTROL 2004 / Deutsche Schweiz**

VIERTELSTUNDEN-RATINGS in Tausend (Mo-So)

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

**2.4 TV Nutzung nach Sender: Rating in Tausend**

|          | Total<br>TV | SRG SSR idée suisse |     |     |        | Schweiz<br>Private | Ausland: Service public |     |      |      |      |      | Ausland: Private |      |      |      |      | Andere |
|----------|-------------|---------------------|-----|-----|--------|--------------------|-------------------------|-----|------|------|------|------|------------------|------|------|------|------|--------|
|          |             | SF1                 | SF2 | SFi | Übrige |                    | ARD                     | ZDF | ORF1 | ORF2 | 3SAT | ARTE | RTL              | RTL2 | SAT1 | PRO7 | KAB1 |        |
| 16:00    | 468         | 49                  | 37  | 3   | 3      | 9                  | 33                      | 22  | 16   | 27   | 6    | 1    | 43               | 21   | 65   | 22   | 14   | 98     |
| 16:15    | 499         | 43                  | 39  | 2   | 4      | 11                 | 37                      | 24  | 20   | 29   | 7    | 1    | 46               | 22   | 70   | 23   | 14   | 107    |
| 16:30    | 527         | 39                  | 43  | 3   | 4      | 12                 | 37                      | 28  | 22   | 26   | 7    | 1    | 51               | 21   | 75   | 28   | 14   | 116    |
| 16:45    | 555         | 47                  | 45  | 3   | 5      | 13                 | 39                      | 32  | 22   | 25   | 10   | 2    | 51               | 24   | 68   | 29   | 17   | 125    |
| 17:00    | 580         | 52                  | 56  | 3   | 5      | 16                 | 42                      | 32  | 29   | 13   | 12   | 3    | 37               | 26   | 73   | 35   | 17   | 129    |
| 17:15    | 623         | 55                  | 61  | 4   | 6      | 16                 | 57                      | 39  | 32   | 13   | 11   | 3    | 43               | 25   | 65   | 39   | 12   | 142    |
| 17:30    | 679         | 74                  | 72  | 4   | 6      | 16                 | 58                      | 48  | 27   | 15   | 9    | 2    | 64               | 28   | 47   | 45   | 13   | 152    |
| 17:45    | 767         | 138                 | 72  | 3   | 6      | 27                 | 42                      | 52  | 31   | 15   | 9    | 2    | 74               | 29   | 50   | 41   | 16   | 161    |
| 18:00    | 867         | 150                 | 76  | 4   | 5      | 101                | 87                      | 54  | 31   | 14   | 7    | 3    | 45               | 30   | 61   | 30   | 15   | 154    |
| 18:15    | 923         | 202                 | 73  | 3   | 8      | 82                 | 86                      | 59  | 30   | 11   | 11   | 2    | 54               | 29   | 51   | 33   | 17   | 171    |
| 18:30    | 989         | 228                 | 80  | 4   | 10     | 75                 | 100                     | 70  | 17   | 10   | 8    | 3    | 70               | 34   | 37   | 31   | 16   | 198    |
| 18:45    | 1046        | 233                 | 78  | 5   | 5      | 93                 | 90                      | 61  | 19   | 7    | 12   | 4    | 94               | 39   | 35   | 42   | 19   | 208    |
| 19:00    | 1193        | 481                 | 75  | 3   | 4      | 107                | 85                      | 27  | 21   | 6    | 5    | 8    | 63               | 36   | 48   | 50   | 16   | 159    |
| 19:15    | 1287        | 588                 | 72  | 2   | 5      | 64                 | 74                      | 26  | 20   | 5    | 7    | 9    | 91               | 52   | 49   | 56   | 21   | 146    |
| 19:30    | 1533        | 910                 | 63  | 3   | 7      | 37                 | 77                      | 31  | 7    | 2    | 6    | 8    | 67               | 50   | 61   | 56   | 18   | 129    |
| 19:45    | 1618        | 938                 | 75  | 5   | 9      | 44                 | 32                      | 46  | 9    | 5    | 6    | 5    | 131              | 53   | 52   | 49   | 22   | 136    |
| 20:00    | 1617        | 608                 | 147 | 20  | 9      | 121                | 67                      | 84  | 16   | 16   | 7    | 5    | 133              | 44   | 76   | 40   | 26   | 197    |
| 20:15    | 1692        | 591                 | 179 | 16  | 10     | 57                 | 96                      | 95  | 55   | 45   | 17   | 8    | 112              | 47   | 58   | 62   | 33   | 212    |
| 20:30    | 1754        | 541                 | 190 | 9   | 9      | 39                 | 110                     | 111 | 69   | 58   | 22   | 8    | 124              | 47   | 69   | 79   | 38   | 230    |
| 20:45    | 1796        | 524                 | 202 | 9   | 9      | 36                 | 119                     | 120 | 76   | 63   | 23   | 10   | 131              | 51   | 75   | 78   | 37   | 236    |
| 21:00    | 1811        | 515                 | 199 | 13  | 9      | 56                 | 119                     | 119 | 71   | 49   | 19   | 12   | 133              | 57   | 71   | 89   | 42   | 240    |
| 21:15    | 1803        | 570                 | 202 | 12  | 10     | 38                 | 122                     | 114 | 81   | 50   | 19   | 14   | 91               | 53   | 70   | 83   | 38   | 238    |
| 21:30    | 1770        | 534                 | 185 | 9   | 9      | 37                 | 124                     | 112 | 84   | 51   | 16   | 13   | 95               | 56   | 73   | 93   | 42   | 238    |
| 21:45    | 1657        | 511                 | 176 | 11  | 11     | 46                 | 87                      | 72  | 81   | 26   | 16   | 15   | 103              | 59   | 83   | 90   | 43   | 227    |
| 22:00    | 1575        | 579                 | 148 | 7   | 10     | 50                 | 73                      | 49  | 65   | 14   | 7    | 15   | 102              | 60   | 71   | 84   | 41   | 201    |
| 22:15    | 1370        | 373                 | 192 | 10  | 10     | 40                 | 74                      | 56  | 62   | 16   | 7    | 14   | 90               | 44   | 64   | 74   | 35   | 209    |
| 22:30    | 1206        | 285                 | 183 | 14  | 9      | 37                 | 46                      | 58  | 62   | 15   | 9    | 10   | 92               | 45   | 59   | 63   | 29   | 190    |
| 22:45    | 1038        | 235                 | 118 | 15  | 7      | 36                 | 35                      | 50  | 54   | 16   | 9    | 8    | 91               | 43   | 51   | 56   | 27   | 188    |
| 23:00    | 888         | 186                 | 78  | 13  | 5      | 41                 | 29                      | 43  | 50   | 15   | 9    | 8    | 81               | 41   | 47   | 49   | 25   | 168    |
| 23:15    | 735         | 125                 | 59  | 13  | 4      | 30                 | 32                      | 43  | 49   | 15   | 9    | 7    | 66               | 33   | 32   | 46   | 23   | 149    |
| 23:30    | 622         | 94                  | 44  | 11  | 3      | 31                 | 29                      | 39  | 44   | 14   | 9    | 6    | 52               | 32   | 26   | 40   | 22   | 126    |
| 23:45    | 526         | 65                  | 39  | 8   | 3      | 26                 | 27                      | 32  | 40   | 13   | 9    | 5    | 44               | 28   | 23   | 34   | 20   | 111    |
| 00:00    | 439         | 48                  | 34  | 8   | 2      | 30                 | 24                      | 25  | 36   | 7    | 8    | 4    | 31               | 25   | 19   | 29   | 17   | 93     |
| 00:15    | 360         | 39                  | 28  | 8   | 2      | 24                 | 20                      | 18  | 33   | 6    | 7    | 3    | 23               | 18   | 14   | 24   | 14   | 78     |
| 00:30    | 296         | 32                  | 22  | 6   | 2      | 23                 | 15                      | 14  | 30   | 6    | 5    | 3    | 14               | 16   | 10   | 20   | 12   | 66     |
| 00:45    | 248         | 25                  | 16  | 4   | 1      | 19                 | 13                      | 12  | 26   | 5    | 5    | 3    | 11               | 14   | 9    | 17   | 10   | 57     |
| NT 18-23 | 85          | 29                  | 8   | 1   | 0      | 4                  | 5                       | 4   | 3    | 1    | 1    | 1    | 6                | 3    | 4    | 4    | 2    | 12     |
| NS 18-23 | 136         | 60                  | 28  | 8   | 10     | 15                 | 22                      | 20  | 15   | 11   | 7    | 8    | 24               | 17   | 18   | 20   | 16   | 28     |
| NT 24h   | 148         | 36                  | 13  | 1   | 1      | 6                  | 8                       | 7   | 6    | 3    | 1    | 1    | 11               | 6    | 9    | 7    | 4    | 25     |
| NS 24h   | 198         | 63                  | 35  | 11  | 11     | 18                 | 26                      | 24  | 22   | 15   | 9    | 8    | 35               | 22   | 30   | 26   | 20   | 45     |

NT = Nutzungsminuten gesamt NS = Nutzungsminuten pro Seher

**TELECONTROL 2004 / Deutsche Schweiz**

VIERTELSTUNDEN-MARKTANTEILE in % (Mo-So)

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

|       | Total TV | SRG SSR idée suisse |      |     |        | Schweiz Private | Ausland: Service public |     |      |      |      |      | Ausland: Private |      |      |      |      | Andere |
|-------|----------|---------------------|------|-----|--------|-----------------|-------------------------|-----|------|------|------|------|------------------|------|------|------|------|--------|
|       |          | SF1                 | SF2  | SFi | Übrige |                 | ARD                     | ZDF | ORF1 | ORF2 | 3SAT | ARTE | RTL              | RTL2 | SAT1 | PRO7 | KAB1 |        |
| 06:00 | 100      | 8.4                 | 2.0  | 2.5 | 0.4    | 4.2             | 10.7                    | 1.7 | 8.3  | 2.1  | 0.5  | 0.1  | 13.4             | 8.4  | 7.3  | 8.7  | 3.6  | 17.7   |
| 06:15 | 100      | 7.5                 | 1.9  | 2.7 | 0.3    | 4.3             | 9.8                     | 1.6 | 7.1  | 1.3  | 0.5  | 0.3  | 13.7             | 9.2  | 7.1  | 9.9  | 4.0  | 18.9   |
| 06:30 | 100      | 7.9                 | 2.2  | 2.2 | 0.2    | 4.4             | 7.9                     | 1.4 | 6.5  | 0.9  | 0.7  | 0.4  | 13.8             | 9.2  | 7.7  | 10.6 | 4.1  | 19.7   |
| 06:45 | 100      | 8.3                 | 2.1  | 1.9 | 0.3    | 4.3             | 8.3                     | 1.4 | 7.5  | 0.9  | 0.7  | 0.3  | 12.9             | 8.3  | 8.3  | 10.1 | 3.4  | 20.9   |
| 07:00 | 100      | 9.4                 | 2.1  | 2.1 | 0.3    | 4.2             | 7.7                     | 1.4 | 7.2  | 1.0  | 1.1  | 0.3  | 12.3             | 6.3  | 8.7  | 9.9  | 2.6  | 23.2   |
| 07:15 | 100      | 9.6                 | 2.7  | 2.3 | 0.4    | 3.7             | 6.7                     | 1.3 | 7.1  | 0.9  | 1.4  | 0.4  | 12.3             | 5.3  | 9.5  | 9.1  | 2.0  | 25.4   |
| 07:30 | 100      | 10.2                | 3.0  | 1.8 | 0.4    | 4.0             | 5.8                     | 1.4 | 6.8  | 0.7  | 0.6  | 0.5  | 12.1             | 5.2  | 9.3  | 9.1  | 1.3  | 28.1   |
| 07:45 | 100      | 11.9                | 3.2  | 1.4 | 0.3    | 3.8             | 5.6                     | 1.4 | 5.8  | 0.9  | 0.5  | 0.7  | 12.8             | 4.6  | 10.4 | 7.3  | 0.9  | 28.4   |
| 08:00 | 100      | 15.1                | 3.2  | 1.7 | 0.3    | 4.6             | 5.6                     | 1.5 | 6.7  | 0.6  | 0.3  | 0.4  | 6.8              | 3.3  | 12.0 | 7.3  | 0.8  | 29.8   |
| 08:15 | 100      | 15.5                | 3.4  | 2.2 | 0.4    | 4.3             | 6.0                     | 1.6 | 7.8  | 0.5  | 0.3  | 0.3  | 3.3              | 2.9  | 11.2 | 6.9  | 1.6  | 31.8   |
| 08:30 | 100      | 15.0                | 3.5  | 2.1 | 0.4    | 4.0             | 5.6                     | 1.6 | 8.6  | 0.5  | 0.3  | 0.4  | 3.2              | 3.0  | 10.1 | 6.9  | 2.6  | 32.1   |
| 08:45 | 100      | 14.8                | 3.7  | 1.8 | 0.5    | 3.7             | 6.6                     | 1.6 | 7.9  | 0.6  | 0.3  | 0.5  | 3.3              | 3.1  | 7.9  | 6.9  | 3.3  | 33.6   |
| 09:00 | 100      | 12.9                | 3.6  | 1.7 | 0.6    | 3.9             | 7.3                     | 3.0 | 7.5  | 1.6  | 0.4  | 0.8  | 6.6              | 3.7  | 3.2  | 6.5  | 3.5  | 33.2   |
| 09:15 | 100      | 11.1                | 4.4  | 1.7 | 0.5    | 3.2             | 7.6                     | 4.8 | 7.0  | 3.1  | 0.5  | 0.9  | 6.5              | 4.2  | 2.4  | 6.5  | 3.2  | 32.4   |
| 09:30 | 100      | 10.7                | 4.4  | 1.3 | 0.4    | 3.1             | 8.3                     | 5.4 | 7.3  | 4.2  | 0.5  | 0.7  | 7.3              | 4.2  | 2.5  | 6.5  | 2.6  | 30.6   |
| 09:45 | 100      | 10.0                | 5.2  | 1.1 | 0.5    | 3.5             | 7.3                     | 5.9 | 6.7  | 3.7  | 0.8  | 0.6  | 7.9              | 5.0  | 2.4  | 6.8  | 2.6  | 29.8   |
| 10:00 | 100      | 9.3                 | 6.4  | 1.1 | 0.5    | 4.0             | 5.5                     | 5.5 | 6.9  | 2.9  | 1.0  | 0.6  | 9.9              | 5.3  | 3.2  | 7.5  | 2.7  | 27.7   |
| 10:15 | 100      | 9.1                 | 7.2  | 1.2 | 0.6    | 3.4             | 5.5                     | 5.2 | 6.7  | 3.1  | 0.7  | 0.5  | 10.0             | 5.3  | 5.6  | 7.1  | 2.6  | 26.1   |
| 10:30 | 100      | 9.6                 | 7.0  | 1.2 | 0.6    | 3.4             | 5.2                     | 4.6 | 7.0  | 3.5  | 0.8  | 0.4  | 10.4             | 4.6  | 6.4  | 7.0  | 2.4  | 25.9   |
| 10:45 | 100      | 9.7                 | 7.3  | 1.0 | 0.6    | 3.5             | 5.4                     | 5.0 | 6.7  | 3.8  | 0.9  | 0.5  | 10.1             | 5.3  | 6.4  | 6.2  | 2.6  | 24.9   |
| 11:00 | 100      | 10.3                | 6.9  | 1.1 | 0.8    | 3.6             | 5.3                     | 6.4 | 6.1  | 3.9  | 1.0  | 0.5  | 10.9             | 4.8  | 6.1  | 4.8  | 2.5  | 25.0   |
| 11:15 | 100      | 10.6                | 7.6  | 1.2 | 1.3    | 2.9             | 5.3                     | 7.1 | 4.2  | 4.2  | 1.0  | 0.5  | 10.6             | 5.2  | 6.7  | 4.6  | 2.5  | 24.4   |
| 11:30 | 100      | 11.2                | 8.1  | 0.8 | 1.3    | 3.0             | 5.1                     | 7.4 | 3.2  | 4.1  | 1.0  | 0.5  | 8.4              | 4.6  | 7.2  | 6.6  | 2.8  | 24.5   |
| 11:45 | 100      | 11.4                | 9.0  | 0.7 | 1.1    | 3.3             | 5.0                     | 7.0 | 2.7  | 2.4  | 1.0  | 0.5  | 9.8              | 5.3  | 7.2  | 5.8  | 3.0  | 24.8   |
| 12:00 | 100      | 13.0                | 9.7  | 0.7 | 0.6    | 3.1             | 4.9                     | 2.0 | 2.1  | 1.4  | 0.9  | 0.5  | 17.3             | 4.3  | 6.9  | 5.6  | 3.0  | 23.9   |
| 12:15 | 100      | 15.0                | 10.0 | 0.9 | 0.7    | 2.6             | 4.4                     | 2.7 | 2.1  | 1.3  | 0.7  | 0.4  | 15.7             | 3.4  | 8.3  | 6.7  | 3.3  | 21.7   |
| 12:30 | 100      | 17.5                | 8.8  | 0.8 | 0.9    | 2.7             | 4.1                     | 2.7 | 2.4  | 1.2  | 0.6  | 0.3  | 14.6             | 3.3  | 9.0  | 6.9  | 3.4  | 20.9   |
| 12:45 | 100      | 20.0                | 9.1  | 0.7 | 1.0    | 2.7             | 4.3                     | 2.2 | 2.5  | 1.1  | 0.6  | 0.2  | 14.9             | 2.9  | 8.2  | 5.0  | 3.5  | 21.1   |
| 13:00 | 100      | 27.5                | 8.3  | 0.7 | 0.7    | 2.4             | 3.1                     | 1.1 | 2.6  | 0.9  | 0.3  | 0.2  | 10.3             | 2.8  | 9.0  | 6.0  | 3.3  | 21.0   |
| 13:15 | 100      | 17.7                | 8.5  | 0.9 | 0.7    | 2.4             | 4.1                     | 1.2 | 2.7  | 2.7  | 0.5  | 0.2  | 12.8             | 2.7  | 11.1 | 5.9  | 3.5  | 22.5   |
| 13:30 | 100      | 14.5                | 7.6  | 0.7 | 0.7    | 2.5             | 4.4                     | 1.3 | 2.6  | 3.2  | 0.7  | 0.2  | 12.3             | 3.1  | 14.0 | 6.6  | 3.5  | 22.0   |
| 13:45 | 100      | 14.7                | 6.9  | 0.5 | 0.8    | 2.6             | 4.0                     | 1.5 | 2.9  | 2.3  | 0.9  | 0.2  | 11.8             | 3.5  | 13.8 | 7.1  | 4.2  | 22.3   |
| 14:00 | 100      | 12.7                | 7.2  | 1.0 | 0.7    | 2.5             | 3.1                     | 2.7 | 2.8  | 2.8  | 0.6  | 0.3  | 10.2             | 4.0  | 20.2 | 5.5  | 3.8  | 19.9   |
| 14:15 | 100      | 10.2                | 7.4  | 0.7 | 0.6    | 2.3             | 3.8                     | 3.9 | 2.8  | 3.9  | 0.6  | 0.2  | 10.9             | 3.9  | 20.5 | 5.9  | 3.0  | 19.1   |
| 14:30 | 100      | 9.3                 | 7.2  | 0.6 | 0.6    | 2.2             | 3.9                     | 4.6 | 2.9  | 4.3  | 0.6  | 0.3  | 11.8             | 4.0  | 21.6 | 5.2  | 3.0  | 18.1   |
| 14:45 | 100      | 9.3                 | 6.4  | 0.6 | 0.6    | 2.3             | 4.5                     | 5.2 | 3.8  | 4.9  | 0.9  | 0.2  | 11.8             | 4.2  | 17.6 | 5.7  | 3.4  | 18.5   |
| 15:00 | 100      | 9.8                 | 6.5  | 0.6 | 0.7    | 2.5             | 3.5                     | 4.1 | 4.2  | 6.1  | 1.0  | 0.2  | 11.4             | 4.3  | 17.5 | 4.8  | 2.6  | 20.2   |
| 15:15 | 100      | 10.1                | 6.3  | 0.5 | 0.7    | 2.3             | 4.5                     | 4.0 | 4.4  | 6.7  | 1.1  | 0.2  | 12.7             | 4.6  | 15.3 | 4.4  | 2.6  | 19.7   |
| 15:30 | 100      | 10.9                | 6.3  | 0.4 | 0.7    | 2.2             | 5.2                     | 4.2 | 3.8  | 6.3  | 0.9  | 0.3  | 11.5             | 4.5  | 16.1 | 4.2  | 2.7  | 19.9   |
| 15:45 | 100      | 11.3                | 6.3  | 0.5 | 0.7    | 2.2             | 5.8                     | 4.3 | 3.5  | 7.2  | 1.0  | 0.3  | 11.6             | 5.0  | 13.3 | 4.1  | 3.0  | 20.0   |

**2.5 TV Nutzung nach Sender: Marktanteile in %**

**TELECONTROL 2004 / Deutsche Schweiz**

VIERTELSTUNDEN-MARKTANTEILE in % (Mo-So)

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

**2.5 TV Nutzung nach Sender: Marktanteile in %**

Forschungsdienst: Jahresbericht 2004

|          | Total TV | SRG SSR idée suisse |      |     |        | Schweiz Private | Ausland: Service public |     |      |      |      |      | Ausland: Private |      |      |      |      | Andere |
|----------|----------|---------------------|------|-----|--------|-----------------|-------------------------|-----|------|------|------|------|------------------|------|------|------|------|--------|
|          |          | SF1                 | SF2  | SFi | Übrige |                 | ARD                     | ZDF | ORF1 | ORF2 | 3SAT | ARTE | RTL              | RTL2 | SAT1 | PRO7 | KAB1 |        |
| 16:00    | 100      | 9.7                 | 6.6  | 0.5 | 0.7    | 1.9             | 7.2                     | 4.5 | 3.3  | 5.6  | 1.1  | 0.2  | 10.2             | 4.7  | 15.5 | 4.5  | 2.9  | 20.8   |
| 16:15    | 100      | 7.8                 | 6.7  | 0.5 | 0.8    | 2.0             | 7.6                     | 4.7 | 4.0  | 5.8  | 1.4  | 0.2  | 10.3             | 4.5  | 15.2 | 4.4  | 2.7  | 21.4   |
| 16:30    | 100      | 6.5                 | 6.9  | 0.5 | 0.7    | 2.2             | 7.4                     | 5.2 | 4.1  | 5.2  | 1.3  | 0.3  | 10.7             | 4.0  | 15.0 | 5.3  | 2.6  | 22.3   |
| 16:45    | 100      | 7.7                 | 7.0  | 0.5 | 0.8    | 2.2             | 7.4                     | 5.7 | 3.9  | 4.9  | 1.7  | 0.4  | 10.1             | 4.4  | 12.6 | 5.1  | 3.0  | 22.5   |
| 17:00    | 100      | 8.9                 | 8.7  | 0.5 | 1.0    | 2.6             | 7.8                     | 5.7 | 5.1  | 2.2  | 2.0  | 0.5  | 6.7              | 4.6  | 13.2 | 6.1  | 2.8  | 21.7   |
| 17:15    | 100      | 8.9                 | 9.2  | 0.5 | 1.0    | 2.5             | 9.8                     | 6.5 | 5.2  | 2.1  | 1.6  | 0.5  | 7.2              | 4.2  | 10.5 | 6.3  | 2.0  | 22.1   |
| 17:30    | 100      | 11.0                | 10.2 | 0.5 | 0.9    | 2.2             | 9.0                     | 7.5 | 3.9  | 2.2  | 1.2  | 0.3  | 10.0             | 4.2  | 6.4  | 6.7  | 1.9  | 21.7   |
| 17:45    | 100      | 18.2                | 9.1  | 0.4 | 0.8    | 3.5             | 5.5                     | 7.0 | 4.1  | 1.9  | 1.2  | 0.3  | 10.0             | 3.8  | 6.2  | 5.4  | 2.1  | 20.7   |
| 18:00    | 100      | 17.4                | 8.4  | 0.4 | 0.6    | 11.8            | 10.4                    | 6.4 | 3.6  | 1.6  | 0.8  | 0.3  | 5.1              | 3.5  | 6.9  | 3.4  | 1.8  | 17.7   |
| 18:15    | 100      | 21.6                | 7.6  | 0.4 | 0.9    | 9.0             | 9.7                     | 6.5 | 3.3  | 1.2  | 1.2  | 0.3  | 5.8              | 3.1  | 5.7  | 3.5  | 1.9  | 18.5   |
| 18:30    | 100      | 22.6                | 7.7  | 0.4 | 1.1    | 7.6             | 10.5                    | 7.2 | 1.7  | 1.0  | 0.8  | 0.3  | 7.0              | 3.4  | 3.9  | 3.1  | 1.7  | 20.1   |
| 18:45    | 100      | 21.7                | 7.1  | 0.5 | 0.5    | 9.1             | 8.5                     | 6.0 | 1.8  | 0.7  | 1.2  | 0.4  | 9.2              | 3.7  | 3.4  | 4.0  | 1.8  | 20.2   |
| 19:00    | 100      | 40.4                | 5.9  | 0.2 | 0.3    | 9.1             | 7.0                     | 2.3 | 1.8  | 0.5  | 0.5  | 0.7  | 5.3              | 3.1  | 4.0  | 4.2  | 1.3  | 13.4   |
| 19:15    | 100      | 45.8                | 5.2  | 0.2 | 0.4    | 5.0             | 5.8                     | 2.0 | 1.6  | 0.4  | 0.6  | 0.7  | 7.1              | 4.1  | 3.8  | 4.4  | 1.7  | 11.4   |
| 19:30    | 100      | 59.6                | 3.9  | 0.2 | 0.5    | 2.5             | 5.0                     | 2.0 | 0.5  | 0.2  | 0.4  | 0.5  | 4.3              | 3.3  | 3.9  | 3.6  | 1.2  | 8.4    |
| 19:45    | 100      | 58.0                | 4.5  | 0.3 | 0.5    | 2.8             | 2.0                     | 2.9 | 0.5  | 0.3  | 0.4  | 0.3  | 8.1              | 3.3  | 3.2  | 3.0  | 1.4  | 8.4    |
| 20:00    | 100      | 37.4                | 9.0  | 1.2 | 0.6    | 7.6             | 4.2                     | 5.2 | 1.0  | 1.0  | 0.5  | 0.3  | 8.3              | 2.7  | 4.7  | 2.5  | 1.6  | 12.3   |
| 20:15    | 100      | 34.8                | 10.5 | 1.0 | 0.6    | 3.4             | 5.6                     | 5.6 | 3.1  | 2.7  | 1.0  | 0.5  | 6.6              | 2.8  | 3.4  | 3.7  | 1.9  | 12.7   |
| 20:30    | 100      | 30.9                | 10.8 | 0.6 | 0.5    | 2.2             | 6.3                     | 6.3 | 3.8  | 3.3  | 1.3  | 0.5  | 7.0              | 2.7  | 3.9  | 4.5  | 2.2  | 13.3   |
| 20:45    | 100      | 29.1                | 11.2 | 0.5 | 0.5    | 2.0             | 6.6                     | 6.7 | 4.2  | 3.5  | 1.3  | 0.5  | 7.2              | 2.9  | 4.2  | 4.3  | 2.1  | 13.3   |
| 21:00    | 100      | 28.3                | 11.0 | 0.7 | 0.5    | 3.1             | 6.5                     | 6.5 | 3.8  | 2.7  | 1.1  | 0.7  | 7.3              | 3.2  | 3.9  | 4.9  | 2.3  | 13.4   |
| 21:15    | 100      | 31.5                | 11.2 | 0.7 | 0.6    | 2.1             | 6.7                     | 6.2 | 4.4  | 2.8  | 1.1  | 0.8  | 5.1              | 3.0  | 3.9  | 4.6  | 2.1  | 13.4   |
| 21:30    | 100      | 30.0                | 10.5 | 0.5 | 0.5    | 2.1             | 7.0                     | 6.2 | 4.7  | 2.8  | 0.9  | 0.7  | 5.4              | 3.2  | 4.1  | 5.2  | 2.3  | 13.6   |
| 21:45    | 100      | 30.7                | 10.5 | 0.7 | 0.7    | 2.8             | 5.2                     | 4.3 | 4.8  | 1.6  | 1.0  | 0.9  | 6.2              | 3.6  | 5.0  | 5.4  | 2.6  | 13.9   |
| 22:00    | 100      | 36.9                | 9.1  | 0.5 | 0.7    | 3.2             | 4.6                     | 3.0 | 4.1  | 0.9  | 0.4  | 0.9  | 6.4              | 3.9  | 4.5  | 5.3  | 2.6  | 13.0   |
| 22:15    | 100      | 26.7                | 13.8 | 0.8 | 0.8    | 3.0             | 5.3                     | 3.9 | 4.6  | 1.1  | 0.6  | 1.0  | 6.6              | 3.3  | 4.7  | 5.5  | 2.6  | 15.7   |
| 22:30    | 100      | 22.8                | 15.2 | 1.2 | 0.7    | 3.2             | 3.6                     | 4.7 | 5.2  | 1.2  | 0.8  | 0.8  | 7.8              | 3.8  | 5.0  | 5.3  | 2.5  | 16.2   |
| 22:45    | 100      | 21.9                | 11.3 | 1.5 | 0.7    | 3.5             | 3.3                     | 4.8 | 5.2  | 1.5  | 0.9  | 0.8  | 8.9              | 4.2  | 5.0  | 5.5  | 2.6  | 18.5   |
| 23:00    | 100      | 20.1                | 8.8  | 1.5 | 0.6    | 4.7             | 3.2                     | 4.9 | 5.7  | 1.6  | 1.1  | 0.9  | 9.2              | 4.7  | 5.4  | 5.6  | 2.8  | 19.1   |
| 23:15    | 100      | 16.1                | 8.0  | 1.9 | 0.6    | 4.1             | 4.3                     | 6.1 | 6.7  | 2.1  | 1.2  | 1.0  | 9.2              | 4.5  | 4.2  | 6.4  | 3.1  | 20.5   |
| 23:30    | 100      | 14.0                | 7.3  | 1.8 | 0.6    | 5.1             | 4.6                     | 6.6 | 6.9  | 2.3  | 1.4  | 1.1  | 8.6              | 5.2  | 4.1  | 6.4  | 3.5  | 20.5   |
| 23:45    | 100      | 11.3                | 7.7  | 1.5 | 0.6    | 5.1             | 5.0                     | 6.3 | 7.4  | 2.6  | 1.6  | 1.1  | 8.4              | 5.4  | 4.4  | 6.5  | 3.7  | 21.3   |
| 00:00    | 100      | 10.1                | 8.2  | 1.8 | 0.6    | 7.0             | 5.3                     | 5.8 | 8.0  | 1.5  | 1.7  | 1.1  | 7.0              | 5.8  | 4.4  | 6.4  | 3.9  | 21.2   |
| 00:15    | 100      | 10.5                | 8.3  | 2.4 | 0.6    | 6.8             | 5.2                     | 5.1 | 9.0  | 1.6  | 1.9  | 1.0  | 6.4              | 5.2  | 3.7  | 6.6  | 4.0  | 21.9   |
| 00:30    | 100      | 10.0                | 7.8  | 2.2 | 0.5    | 7.9             | 4.9                     | 4.8 | 9.9  | 1.8  | 1.9  | 1.0  | 4.8              | 5.7  | 3.4  | 6.8  | 4.0  | 22.6   |
| 00:45    | 100      | 9.2                 | 6.7  | 1.8 | 0.6    | 7.9             | 5.0                     | 4.9 | 10.6 | 2.0  | 2.0  | 1.1  | 4.6              | 5.9  | 3.7  | 6.8  | 4.0  | 23.2   |
| MA 18-23 | 100      | 33.6                | 9.5  | 0.6 | 0.6    | 4.2             | 6.0                     | 4.9 | 3.2  | 1.7  | 0.8  | 0.6  | 6.7              | 3.3  | 4.3  | 4.3  | 2.0  | 13.8   |
| NT 18-23 | 85       | 29                  | 8    | 1   | 0      | 4               | 5                       | 4   | 3    | 1    | 1    | 1    | 6                | 3    | 4    | 4    | 2    | 12     |
| MA 24h   | 100      | 24.8                | 8.9  | 0.8 | 0.6    | 4.0             | 5.7                     | 4.8 | 4.1  | 2.2  | 0.9  | 0.6  | 7.9              | 3.8  | 6.2  | 5.0  | 2.4  | 17.2   |
| NT 24h   | 148      | 36                  | 13   | 1   | 1      | 6               | 8                       | 7   | 6    | 3    | 1    | 1    | 11               | 6    | 9    | 7    | 4    | 25     |

MA = Marktanteil in %

NT = Nutzungsminuten gesamt

**TELECONTROL 2004 / Deutsche Schweiz**

VIERTELSTUNDEN-RATINGS in % (Mo-So)

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

|       | Total    | Geschlecht |        | Alter |         |         |         |      | Abgeschlossene Ausbildung |               |             |               | Total     |
|-------|----------|------------|--------|-------|---------|---------|---------|------|---------------------------|---------------|-------------|---------------|-----------|
|       | Personen | Männer     | Frauen | 3-14  | 15 - 24 | 25 - 44 | 45 - 64 | 65 + | keine                     | oblig. Schule | Berufslehre | höhere Ausb.* | Haushalte |
| 06:00 | 1.0      | 1.2        | 0.8    | 0.2   | 0.9     | 1.4     | 1.2     | 0.7  | 0.3                       | 0.7           | 1.2         | 1.0           | 2.0       |
| 06:15 | 1.1      | 1.3        | 1.0    | 0.4   | 1.2     | 1.5     | 1.4     | 0.8  | 0.5                       | 0.7           | 1.4         | 1.0           | 2.3       |
| 06:30 | 1.2      | 1.3        | 1.0    | 0.7   | 1.3     | 1.3     | 1.4     | 0.7  | 0.8                       | 0.8           | 1.3         | 0.8           | 2.3       |
| 06:45 | 1.2      | 1.4        | 1.1    | 1.1   | 1.5     | 1.3     | 1.4     | 0.7  | 1.2                       | 0.9           | 1.3         | 0.8           | 2.5       |
| 07:00 | 1.4      | 1.5        | 1.3    | 1.4   | 1.5     | 1.5     | 1.5     | 0.9  | 1.5                       | 1.1           | 1.3         | 0.9           | 2.8       |
| 07:15 | 1.7      | 1.6        | 1.7    | 2.0   | 1.5     | 1.8     | 1.7     | 1.2  | 2.0                       | 1.2           | 1.5         | 1.1           | 3.4       |
| 07:30 | 2.0      | 1.9        | 2.0    | 2.9   | 1.4     | 2.1     | 1.9     | 1.3  | 2.7                       | 1.3           | 1.7         | 1.3           | 4.0       |
| 07:45 | 2.2      | 2.2        | 2.3    | 3.4   | 1.3     | 2.4     | 2.1     | 1.7  | 3.0                       | 1.5           | 2.0         | 1.5           | 4.6       |
| 08:00 | 2.5      | 2.5        | 2.5    | 4.1   | 1.4     | 2.6     | 2.3     | 2.1  | 3.4                       | 1.9           | 2.3         | 1.6           | 5.1       |
| 08:15 | 2.7      | 2.8        | 2.7    | 4.7   | 1.6     | 2.7     | 2.5     | 2.3  | 3.9                       | 2.1           | 2.5         | 1.7           | 5.5       |
| 08:30 | 3.0      | 3.1        | 2.9    | 5.2   | 1.8     | 2.9     | 2.7     | 2.6  | 4.2                       | 2.4           | 2.7         | 1.9           | 6.0       |
| 08:45 | 3.2      | 3.3        | 3.2    | 5.6   | 1.9     | 3.2     | 2.9     | 2.8  | 4.4                       | 2.7           | 3.0         | 2.0           | 6.5       |
| 09:00 | 3.6      | 3.6        | 3.6    | 6.0   | 2.1     | 3.5     | 3.3     | 3.2  | 4.8                       | 3.1           | 3.3         | 2.3           | 7.2       |
| 09:15 | 3.8      | 3.8        | 3.9    | 6.2   | 2.4     | 3.6     | 3.6     | 3.5  | 5.0                       | 3.5           | 3.5         | 2.5           | 7.7       |
| 09:30 | 4.0      | 3.9        | 4.2    | 6.0   | 2.6     | 3.7     | 3.9     | 4.0  | 4.9                       | 4.1           | 3.8         | 2.7           | 8.1       |
| 09:45 | 4.2      | 3.9        | 4.4    | 5.8   | 2.9     | 3.9     | 4.1     | 4.3  | 4.8                       | 4.5           | 4.0         | 2.7           | 8.3       |
| 10:00 | 4.3      | 4.0        | 4.6    | 5.3   | 3.2     | 4.1     | 4.3     | 4.9  | 4.5                       | 5.0           | 4.2         | 2.8           | 8.6       |
| 10:15 | 4.5      | 4.1        | 4.9    | 5.1   | 3.5     | 4.3     | 4.6     | 5.2  | 4.5                       | 5.4           | 4.5         | 3.0           | 9.1       |
| 10:30 | 4.7      | 4.2        | 5.2    | 4.9   | 3.8     | 4.4     | 4.8     | 5.7  | 4.4                       | 5.8           | 4.7         | 3.1           | 9.4       |
| 10:45 | 5.0      | 4.4        | 5.5    | 4.9   | 4.1     | 4.6     | 5.1     | 6.0  | 4.4                       | 6.2           | 5.0         | 3.3           | 9.9       |
| 11:00 | 5.2      | 4.6        | 5.8    | 4.9   | 4.4     | 4.9     | 5.5     | 6.6  | 4.4                       | 6.5           | 5.4         | 3.5           | 10.4      |
| 11:15 | 5.6      | 4.9        | 6.3    | 5.2   | 4.7     | 5.1     | 5.8     | 7.4  | 4.8                       | 6.8           | 5.8         | 3.7           | 11.1      |
| 11:30 | 5.9      | 5.1        | 6.7    | 5.4   | 5.1     | 5.3     | 6.1     | 8.1  | 5.0                       | 7.3           | 6.1         | 3.9           | 11.8      |
| 11:45 | 6.3      | 5.4        | 7.1    | 5.6   | 5.4     | 5.5     | 6.4     | 8.8  | 5.2                       | 8.0           | 6.4         | 4.1           | 12.4      |
| 12:00 | 6.8      | 6.0        | 7.6    | 5.9   | 5.9     | 5.9     | 7.2     | 9.4  | 5.3                       | 9.0           | 6.9         | 4.6           | 13.3      |
| 12:15 | 7.6      | 6.7        | 8.4    | 6.4   | 6.6     | 6.4     | 8.1     | 10.8 | 5.9                       | 10.1          | 7.7         | 5.1           | 14.7      |
| 12:30 | 8.3      | 7.4        | 9.2    | 6.9   | 7.1     | 6.9     | 8.9     | 12.3 | 6.5                       | 11.0          | 8.5         | 5.6           | 16.1      |
| 12:45 | 8.8      | 7.8        | 9.6    | 7.2   | 7.1     | 7.2     | 9.5     | 13.2 | 6.7                       | 11.5          | 9.0         | 6.0           | 16.9      |
| 13:00 | 8.9      | 7.9        | 9.8    | 6.7   | 7.0     | 7.3     | 9.9     | 13.9 | 6.4                       | 11.5          | 9.4         | 6.4           | 17.3      |
| 13:15 | 8.3      | 7.2        | 9.3    | 6.3   | 6.6     | 7.1     | 9.1     | 12.2 | 5.9                       | 10.2          | 8.8         | 5.8           | 16.1      |
| 13:30 | 7.9      | 6.8        | 8.9    | 5.8   | 6.3     | 7.1     | 8.6     | 11.2 | 5.5                       | 9.7           | 8.5         | 5.5           | 15.3      |
| 13:45 | 7.6      | 6.6        | 8.6    | 5.5   | 6.3     | 7.0     | 8.2     | 10.8 | 5.2                       | 9.5           | 8.2         | 5.4           | 14.9      |
| 14:00 | 7.7      | 6.6        | 8.7    | 5.2   | 6.3     | 7.1     | 8.3     | 11.2 | 5.0                       | 9.7           | 8.3         | 5.5           | 15.0      |
| 14:15 | 7.7      | 6.6        | 8.8    | 5.1   | 6.4     | 7.1     | 8.2     | 11.5 | 4.9                       | 10.1          | 8.3         | 5.5           | 15.1      |
| 14:30 | 7.8      | 6.6        | 8.9    | 4.9   | 6.5     | 7.1     | 8.3     | 11.8 | 4.8                       | 10.4          | 8.3         | 5.5           | 15.2      |
| 14:45 | 7.7      | 6.6        | 8.8    | 4.8   | 6.5     | 7.0     | 8.3     | 11.9 | 4.7                       | 10.5          | 8.2         | 5.6           | 15.1      |
| 15:00 | 7.8      | 6.7        | 8.8    | 4.8   | 6.6     | 6.8     | 8.4     | 12.4 | 4.7                       | 10.7          | 8.2         | 5.6           | 15.1      |
| 15:15 | 8.1      | 7.0        | 9.2    | 4.9   | 6.8     | 6.9     | 8.7     | 13.5 | 4.8                       | 11.4          | 8.6         | 5.8           | 15.7      |
| 15:30 | 8.5      | 7.3        | 9.6    | 5.3   | 7.0     | 7.0     | 9.1     | 14.5 | 5.2                       | 11.9          | 9.0         | 6.0           | 16.4      |
| 15:45 | 8.9      | 7.6        | 10.1   | 5.9   | 7.2     | 7.1     | 9.5     | 15.5 | 5.7                       | 12.4          | 9.4         | 6.1           | 17.2      |

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

**TELECONTROL 2004 / Deutsche Schweiz**

VIERTELSTUNDEN-RATINGS in % (Mo-So)

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

|          | Total    | Geschlecht |        | Alter |         |         |         |      | Abgeschlossene Ausbildung |               |             |               | Total     |
|----------|----------|------------|--------|-------|---------|---------|---------|------|---------------------------|---------------|-------------|---------------|-----------|
|          | Personen | Männer     | Frauen | 3-14  | 15 - 24 | 25 - 44 | 45 - 64 | 65 + | keine                     | oblig. Schule | Berufslehre | höhere Ausb.* | Haushalte |
| 16:00    | 9.3      | 8.0        | 10.5   | 6.3   | 7.3     | 7.3     | 9.9     | 16.4 | 6.1                       | 12.9          | 9.8         | 6.4           | 18.0      |
| 16:15    | 9.9      | 8.6        | 11.2   | 7.0   | 7.6     | 7.6     | 10.5    | 17.7 | 6.7                       | 13.7          | 10.4        | 6.8           | 19.1      |
| 16:30    | 10.5     | 9.2        | 11.7   | 7.8   | 8.1     | 8.0     | 11.0    | 18.6 | 7.3                       | 14.4          | 10.9        | 7.3           | 20.1      |
| 16:45    | 11.0     | 9.9        | 12.1   | 8.9   | 8.7     | 8.5     | 11.4    | 19.0 | 8.4                       | 14.8          | 11.3        | 7.6           | 21.1      |
| 17:00    | 11.5     | 10.6       | 12.3   | 10.4  | 9.6     | 8.9     | 11.7    | 18.7 | 9.9                       | 14.8          | 11.7        | 7.9           | 21.9      |
| 17:15    | 12.4     | 11.4       | 13.3   | 12.1  | 10.4    | 9.6     | 12.3    | 19.5 | 11.4                      | 15.7          | 12.4        | 8.2           | 23.4      |
| 17:30    | 13.5     | 12.3       | 14.6   | 13.7  | 11.5    | 10.6    | 13.1    | 20.9 | 12.9                      | 17.0          | 13.4        | 9.0           | 25.3      |
| 17:45    | 15.2     | 13.8       | 16.6   | 12.8  | 12.6    | 11.7    | 15.1    | 26.5 | 12.6                      | 20.4          | 15.7        | 10.0          | 28.2      |
| 18:00    | 17.2     | 15.3       | 19.0   | 13.1  | 13.2    | 12.9    | 17.6    | 31.6 | 13.1                      | 23.6          | 18.1        | 11.2          | 31.6      |
| 18:15    | 18.3     | 16.5       | 20.0   | 13.3  | 13.6    | 14.0    | 19.2    | 33.5 | 13.1                      | 24.8          | 19.6        | 12.2          | 33.6      |
| 18:30    | 19.7     | 17.9       | 21.3   | 14.5  | 13.9    | 15.2    | 20.7    | 35.6 | 14.1                      | 26.0          | 21.1        | 13.3          | 35.7      |
| 18:45    | 20.8     | 19.3       | 22.2   | 15.2  | 13.7    | 16.0    | 22.3    | 38.0 | 14.6                      | 27.1          | 22.4        | 14.5          | 37.3      |
| 19:00    | 23.7     | 22.3       | 25.1   | 12.8  | 14.4    | 17.9    | 26.9    | 46.9 | 12.9                      | 31.3          | 26.7        | 17.6          | 41.9      |
| 19:15    | 25.6     | 24.0       | 27.1   | 12.2  | 14.8    | 19.5    | 29.7    | 50.9 | 12.6                      | 33.2          | 29.3        | 19.6          | 44.8      |
| 19:30    | 30.5     | 28.9       | 31.9   | 12.5  | 15.5    | 23.4    | 37.2    | 60.6 | 13.1                      | 36.7          | 35.3        | 27.1          | 52.3      |
| 19:45    | 32.1     | 30.1       | 34.0   | 13.3  | 16.3    | 25.8    | 39.1    | 62.0 | 14.1                      | 38.1          | 37.3        | 28.7          | 54.8      |
| 20:00    | 32.1     | 29.6       | 34.6   | 14.4  | 16.5    | 26.7    | 38.5    | 60.2 | 15.1                      | 38.0          | 37.3        | 27.5          | 54.5      |
| 20:15    | 33.6     | 30.6       | 36.5   | 14.5  | 17.2    | 29.2    | 39.8    | 61.7 | 15.3                      | 38.9          | 39.3        | 29.2          | 56.4      |
| 20:30    | 34.8     | 31.6       | 37.9   | 14.4  | 18.2    | 31.7    | 40.9    | 62.3 | 15.4                      | 39.6          | 40.9        | 30.7          | 58.2      |
| 20:45    | 35.7     | 32.4       | 38.8   | 14.0  | 18.7    | 33.5    | 41.8    | 62.5 | 15.1                      | 40.1          | 42.0        | 32.1          | 59.5      |
| 21:00    | 36.0     | 32.9       | 38.9   | 12.8  | 18.9    | 34.9    | 42.2    | 61.7 | 13.9                      | 40.1          | 42.8        | 33.0          | 60.1      |
| 21:15    | 35.8     | 32.9       | 38.6   | 11.7  | 18.8    | 35.7    | 42.2    | 60.4 | 12.8                      | 39.5          | 43.0        | 33.4          | 59.8      |
| 21:30    | 35.2     | 32.3       | 37.9   | 10.6  | 18.6    | 35.8    | 41.7    | 58.1 | 11.7                      | 38.6          | 42.5        | 33.1          | 58.9      |
| 21:45    | 32.9     | 30.7       | 35.0   | 9.0   | 17.7    | 34.8    | 39.4    | 51.8 | 10.0                      | 35.6          | 40.2        | 31.7          | 55.5      |
| 22:00    | 31.3     | 29.6       | 32.9   | 7.5   | 16.7    | 33.9    | 37.8    | 48.0 | 8.5                       | 33.4          | 38.6        | 31.0          | 53.1      |
| 22:15    | 27.2     | 26.4       | 28.0   | 5.9   | 14.7    | 30.6    | 33.2    | 39.5 | 6.7                       | 28.5          | 33.9        | 27.4          | 46.7      |
| 22:30    | 24.0     | 23.6       | 24.3   | 4.8   | 13.3    | 27.7    | 29.4    | 33.1 | 5.5                       | 24.7          | 30.0        | 24.3          | 41.5      |
| 22:45    | 20.6     | 20.5       | 20.7   | 3.6   | 11.7    | 24.4    | 25.5    | 27.4 | 4.2                       | 21.3          | 26.1        | 20.9          | 36.3      |
| 23:00    | 17.6     | 17.6       | 17.6   | 2.7   | 10.1    | 21.2    | 22.2    | 22.3 | 3.2                       | 18.3          | 22.5        | 18.0          | 31.5      |
| 23:15    | 14.6     | 14.9       | 14.3   | 2.0   | 8.7     | 18.1    | 18.5    | 17.0 | 2.4                       | 15.2          | 18.6        | 15.1          | 26.5      |
| 23:30    | 12.4     | 12.9       | 11.9   | 1.6   | 7.6     | 15.8    | 15.9    | 13.3 | 2.0                       | 12.9          | 15.7        | 13.0          | 22.7      |
| 23:45    | 10.4     | 11.0       | 9.9    | 1.3   | 6.7     | 13.7    | 13.5    | 10.2 | 1.6                       | 10.7          | 13.3        | 11.1          | 19.3      |
| 00:00    | 8.7      | 9.4        | 8.1    | 1.0   | 5.7     | 11.8    | 11.3    | 7.7  | 1.3                       | 8.6           | 11.1        | 9.5           | 16.3      |
| 00:15    | 7.2      | 7.8        | 6.5    | 0.7   | 4.8     | 9.9     | 9.3     | 5.7  | 1.0                       | 6.9           | 9.1         | 7.9           | 13.6      |
| 00:30    | 5.9      | 6.6        | 5.2    | 0.6   | 4.1     | 8.4     | 7.7     | 4.3  | 0.8                       | 5.7           | 7.4         | 6.5           | 11.3      |
| 00:45    | 4.9      | 5.5        | 4.3    | 0.4   | 3.5     | 7.1     | 6.3     | 3.4  | 0.6                       | 4.8           | 6.2         | 5.4           | 9.5       |
| R 18-23  | 28.4     | 26.4       | 30.2   | 11.5  | 15.8    | 26.2    | 33.3    | 49.3 | 12.1                      | 32.9          | 33.3        | 24.9          | 48.6      |
| NR 18-23 | 62.6     | 60.9       | 63.4   | 44.7  | 44.3    | 61.9    | 68.2    | 82.3 | 42.2                      | 62.9          | 66.4        | 59.9          | 83.4      |
| R 24h    | 10.2     | 9.6        | 10.8   | 5.3   | 6.7     | 9.8     | 11.7    | 15.9 | 5.3                       | 12.0          | 11.7        | 8.6           | 18.5      |
| NR 24h   | 74.0     | 73.3       | 72.9   | 66.7  | 57.9    | 72.8    | 75.9    | 86.5 | 59.3                      | 70.7          | 74.3        | 68.7          | 88.9      |

R = Rating in %

NR = Tagesreichweite in %

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

**TELECONTROL 2004 / Deutsche Schweiz**

VIERTELSTUNDEN-RATINGS in Tausend (Mo-So)

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

|       | Total    | Geschlecht |        | Alter |         |         |         |      | Abgeschlossene Ausbildung |               |             | Total         |           |
|-------|----------|------------|--------|-------|---------|---------|---------|------|---------------------------|---------------|-------------|---------------|-----------|
|       | Personen | Männer     | Frauen | 3-14  | 15 - 24 | 25 - 44 | 45 - 64 | 65 + | keine                     | oblig. Schule | Berufslehre | höhere Ausb.* | Haushalte |
| 06:00 | 51       | 29         | 21     | 2     | 6       | 21      | 16      | 6    | 2                         | 4             | 25          | 9             | 42        |
| 06:15 | 58       | 33         | 24     | 3     | 7       | 23      | 18      | 6    | 4                         | 4             | 29          | 9             | 48        |
| 06:30 | 58       | 32         | 26     | 5     | 8       | 21      | 18      | 6    | 7                         | 4             | 27          | 8             | 48        |
| 06:45 | 62       | 34         | 27     | 8     | 9       | 21      | 18      | 6    | 10                        | 5             | 26          | 8             | 51        |
| 07:00 | 70       | 37         | 33     | 10    | 9       | 23      | 20      | 7    | 13                        | 6             | 28          | 9             | 59        |
| 07:15 | 83       | 40         | 43     | 15    | 9       | 27      | 23      | 9    | 17                        | 6             | 32          | 10            | 71        |
| 07:30 | 99       | 47         | 52     | 21    | 9       | 33      | 25      | 11   | 23                        | 7             | 35          | 12            | 83        |
| 07:45 | 112      | 53         | 59     | 25    | 8       | 38      | 28      | 14   | 26                        | 8             | 42          | 14            | 94        |
| 08:00 | 126      | 62         | 64     | 29    | 9       | 40      | 31      | 17   | 29                        | 10            | 48          | 15            | 104       |
| 08:15 | 138      | 69         | 69     | 34    | 10      | 42      | 33      | 19   | 33                        | 11            | 51          | 16            | 113       |
| 08:30 | 150      | 75         | 75     | 37    | 11      | 46      | 35      | 21   | 36                        | 13            | 56          | 17            | 123       |
| 08:45 | 163      | 82         | 81     | 40    | 12      | 49      | 39      | 23   | 39                        | 14            | 61          | 19            | 134       |
| 09:00 | 180      | 88         | 92     | 43    | 13      | 54      | 44      | 25   | 41                        | 16            | 68          | 21            | 149       |
| 09:15 | 192      | 93         | 99     | 45    | 15      | 57      | 48      | 28   | 43                        | 19            | 73          | 23            | 158       |
| 09:30 | 202      | 95         | 107    | 43    | 17      | 58      | 52      | 32   | 43                        | 21            | 78          | 25            | 166       |
| 09:45 | 210      | 97         | 112    | 42    | 18      | 61      | 55      | 34   | 42                        | 23            | 82          | 25            | 171       |
| 10:00 | 218      | 99         | 119    | 38    | 20      | 64      | 58      | 39   | 39                        | 26            | 88          | 26            | 178       |
| 10:15 | 229      | 102        | 126    | 37    | 22      | 66      | 61      | 42   | 39                        | 28            | 94          | 27            | 186       |
| 10:30 | 238      | 105        | 133    | 36    | 24      | 69      | 64      | 45   | 38                        | 30            | 98          | 29            | 194       |
| 10:45 | 249      | 108        | 141    | 35    | 26      | 72      | 68      | 48   | 38                        | 32            | 104         | 30            | 203       |
| 11:00 | 264      | 113        | 150    | 35    | 27      | 76      | 73      | 53   | 39                        | 34            | 111         | 32            | 215       |
| 11:15 | 283      | 120        | 162    | 37    | 29      | 80      | 76      | 59   | 42                        | 36            | 120         | 34            | 229       |
| 11:30 | 299      | 126        | 172    | 39    | 32      | 83      | 81      | 65   | 44                        | 38            | 126         | 36            | 242       |
| 11:45 | 316      | 133        | 183    | 41    | 34      | 86      | 86      | 70   | 45                        | 42            | 133         | 38            | 255       |
| 12:00 | 342      | 147        | 195    | 42    | 37      | 92      | 95      | 75   | 46                        | 47            | 142         | 43            | 273       |
| 12:15 | 382      | 166        | 216    | 46    | 41      | 100     | 108     | 86   | 51                        | 53            | 160         | 48            | 302       |
| 12:30 | 419      | 182        | 236    | 50    | 44      | 108     | 118     | 99   | 56                        | 58            | 176         | 52            | 331       |
| 12:45 | 440      | 192        | 248    | 52    | 45      | 112     | 126     | 106  | 58                        | 60            | 186         | 56            | 347       |
| 13:00 | 449      | 195        | 253    | 48    | 43      | 114     | 131     | 112  | 55                        | 60            | 194         | 59            | 356       |
| 13:15 | 417      | 178        | 239    | 45    | 41      | 111     | 121     | 97   | 51                        | 53            | 182         | 54            | 331       |
| 13:30 | 395      | 167        | 228    | 42    | 40      | 110     | 114     | 90   | 47                        | 51            | 175         | 51            | 315       |
| 13:45 | 385      | 162        | 222    | 40    | 39      | 109     | 110     | 86   | 45                        | 50            | 170         | 50            | 306       |
| 14:00 | 388      | 163        | 225    | 38    | 40      | 110     | 110     | 90   | 43                        | 51            | 171         | 51            | 309       |
| 14:15 | 389      | 162        | 226    | 37    | 40      | 110     | 110     | 92   | 42                        | 53            | 171         | 51            | 310       |
| 14:30 | 391      | 162        | 229    | 35    | 40      | 110     | 110     | 94   | 42                        | 54            | 171         | 51            | 312       |
| 14:45 | 390      | 163        | 227    | 35    | 41      | 109     | 110     | 95   | 41                        | 55            | 169         | 52            | 311       |
| 15:00 | 392      | 165        | 227    | 35    | 41      | 106     | 111     | 99   | 41                        | 56            | 169         | 52            | 312       |
| 15:15 | 409      | 172        | 236    | 35    | 42      | 108     | 115     | 108  | 42                        | 59            | 177         | 54            | 324       |
| 15:30 | 428      | 180        | 248    | 38    | 44      | 109     | 121     | 116  | 45                        | 62            | 186         | 56            | 338       |
| 15:45 | 448      | 187        | 260    | 42    | 45      | 110     | 126     | 124  | 49                        | 65            | 194         | 57            | 354       |

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

**TELECONTROL 2004 / Deutsche Schweiz**

VIERTELSTUNDEN-RATINGS in Tausend (Mo-So)

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

|          | Total    | Geschlecht |        | Alter |         |         |         |      | Abgeschlossene Ausbildung |               |             |              | Total     |
|----------|----------|------------|--------|-------|---------|---------|---------|------|---------------------------|---------------|-------------|--------------|-----------|
|          | Personen | Männer     | Frauen | 3-14  | 15 - 24 | 25 - 44 | 45 - 64 | 65 + | keine                     | oblig. Schule | Berufslehre | höhere Ausb. | Haushalte |
| 16:00    | 468      | 197        | 271    | 46    | 45      | 113     | 132     | 131  | 53                        | 67            | 203         | 60           | 370       |
| 16:15    | 499      | 211        | 287    | 50    | 48      | 119     | 140     | 141  | 58                        | 72            | 215         | 63           | 392       |
| 16:30    | 527      | 226        | 301    | 56    | 51      | 126     | 146     | 149  | 64                        | 75            | 225         | 68           | 414       |
| 16:45    | 555      | 243        | 311    | 64    | 54      | 132     | 152     | 152  | 73                        | 77            | 234         | 71           | 434       |
| 17:00    | 580      | 262        | 317    | 75    | 60      | 139     | 156     | 149  | 86                        | 77            | 241         | 73           | 450       |
| 17:15    | 623      | 280        | 342    | 87    | 65      | 150     | 164     | 156  | 99                        | 82            | 257         | 77           | 481       |
| 17:30    | 679      | 303        | 375    | 99    | 72      | 166     | 174     | 168  | 112                       | 89            | 277         | 83           | 520       |
| 17:45    | 767      | 339        | 427    | 92    | 79      | 183     | 200     | 212  | 109                       | 107           | 324         | 93           | 581       |
| 18:00    | 867      | 376        | 489    | 95    | 82      | 202     | 234     | 253  | 113                       | 124           | 375         | 104          | 651       |
| 18:15    | 923      | 406        | 516    | 95    | 85      | 218     | 255     | 269  | 114                       | 130           | 405         | 113          | 691       |
| 18:30    | 989      | 440        | 549    | 105   | 87      | 237     | 275     | 285  | 122                       | 136           | 436         | 124          | 735       |
| 18:45    | 1'046    | 475        | 570    | 109   | 85      | 250     | 297     | 304  | 127                       | 142           | 463         | 134          | 768       |
| 19:00    | 1'194    | 548        | 644    | 92    | 90      | 279     | 357     | 375  | 111                       | 164           | 551         | 163          | 863       |
| 19:15    | 1'287    | 590        | 696    | 88    | 93      | 304     | 395     | 407  | 109                       | 173           | 604         | 182          | 923       |
| 19:30    | 1'533    | 711        | 821    | 90    | 97      | 366     | 495     | 485  | 113                       | 192           | 728         | 251          | 1'076     |
| 19:45    | 1'618    | 741        | 876    | 96    | 102     | 403     | 519     | 496  | 122                       | 199           | 770         | 267          | 1'128     |
| 20:00    | 1'617    | 728        | 889    | 104   | 103     | 416     | 511     | 482  | 131                       | 199           | 770         | 255          | 1'121     |
| 20:15    | 1'692    | 753        | 938    | 105   | 108     | 456     | 529     | 494  | 133                       | 203           | 810         | 271          | 1'162     |
| 20:30    | 1'754    | 777        | 976    | 104   | 113     | 494     | 544     | 498  | 133                       | 207           | 844         | 285          | 1'199     |
| 20:45    | 1'796    | 798        | 998    | 101   | 117     | 523     | 555     | 500  | 131                       | 210           | 868         | 298          | 1'225     |
| 21:00    | 1'811    | 810        | 1'001  | 92    | 118     | 545     | 561     | 494  | 121                       | 209           | 884         | 306          | 1'236     |
| 21:15    | 1'803    | 809        | 994    | 84    | 118     | 557     | 561     | 483  | 111                       | 207           | 886         | 310          | 1'231     |
| 21:30    | 1'771    | 795        | 975    | 77    | 116     | 558     | 554     | 465  | 102                       | 202           | 876         | 307          | 1'212     |
| 21:45    | 1'657    | 756        | 900    | 65    | 111     | 543     | 523     | 415  | 87                        | 186           | 829         | 294          | 1'142     |
| 22:00    | 1'575    | 728        | 846    | 54    | 104     | 529     | 503     | 384  | 74                        | 175           | 796         | 288          | 1'093     |
| 22:15    | 1'370    | 649        | 720    | 42    | 92      | 477     | 442     | 316  | 58                        | 149           | 699         | 254          | 961       |
| 22:30    | 1'206    | 582        | 624    | 34    | 83      | 433     | 391     | 265  | 47                        | 129           | 620         | 226          | 855       |
| 22:45    | 1'038    | 505        | 533    | 26    | 73      | 380     | 339     | 220  | 37                        | 111           | 538         | 194          | 748       |
| 23:00    | 888      | 434        | 453    | 20    | 63      | 331     | 295     | 179  | 28                        | 96            | 463         | 167          | 649       |
| 23:15    | 735      | 366        | 368    | 15    | 54      | 283     | 246     | 136  | 21                        | 79            | 383         | 140          | 545       |
| 23:30    | 622      | 317        | 306    | 11    | 48      | 246     | 211     | 107  | 17                        | 67            | 324         | 120          | 467       |
| 23:45    | 526      | 271        | 255    | 9     | 42      | 214     | 179     | 82   | 14                        | 56            | 273         | 103          | 398       |
| 00:00    | 440      | 230        | 209    | 7     | 36      | 184     | 150     | 62   | 11                        | 45            | 229         | 88           | 337       |
| 00:15    | 360      | 192        | 167    | 5     | 30      | 155     | 124     | 45   | 9                         | 36            | 187         | 73           | 279       |
| 00:30    | 296      | 162        | 135    | 4     | 26      | 130     | 102     | 34   | 7                         | 30            | 153         | 60           | 232       |
| 00:45    | 248      | 136        | 111    | 3     | 22      | 111     | 84      | 27   | 6                         | 25            | 128         | 50           | 195       |
| NT 18-23 | 85       | 79         | 91     | 35    | 48      | 79      | 100     | 148  | 36                        | 99            | 100         | 75           | 146       |
| NS 18-23 | 136      | 129        | 143    | 77    | 107     | 126     | 146     | 179  | 86                        | 157           | 150         | 124          | 175       |
| NT 24h   | 148      | 138        | 156    | 77    | 96      | 141     | 168     | 230  | 76                        | 173           | 168         | 124          | 267       |
| NS 24h   | 199      | 188        | 213    | 114   | 165     | 192     | 221     | 265  | 128                       | 244           | 225         | 179          | 299       |

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

**TELECONTROL 2004 / Deutsche Schweiz**

PUBLIKUMSANTEILE in % (Mo-So)

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

|       | Total<br>Personen | Geschlecht |        | Alter |         |         |         |      | Abgeschlossene Ausbildung |               |             |               |
|-------|-------------------|------------|--------|-------|---------|---------|---------|------|---------------------------|---------------|-------------|---------------|
|       |                   | Männer     | Frauen | 3-14  | 15 - 24 | 25 - 44 | 45 - 64 | 65 + | keine                     | oblig. Schule | Berufslehre | höhere Ausb.* |
| 06:00 | 100               | 58         | 42     | 3     | 11      | 42      | 32      | 12   | 6                         | 9             | 62          | 23            |
| 06:15 | 100               | 57         | 43     | 5     | 13      | 40      | 32      | 11   | 9                         | 8             | 63          | 20            |
| 06:30 | 100               | 55         | 44     | 9     | 14      | 36      | 31      | 10   | 15                        | 9             | 59          | 17            |
| 06:45 | 100               | 55         | 44     | 12    | 15      | 34      | 30      | 9    | 21                        | 10            | 54          | 16            |
| 07:00 | 100               | 52         | 48     | 14    | 13      | 33      | 29      | 10   | 23                        | 10            | 51          | 16            |
| 07:15 | 100               | 48         | 52     | 17    | 11      | 33      | 28      | 11   | 26                        | 10            | 49          | 15            |
| 07:30 | 100               | 47         | 53     | 21    | 9       | 33      | 26      | 11   | 30                        | 9             | 46          | 16            |
| 07:45 | 100               | 47         | 53     | 22    | 7       | 34      | 25      | 12   | 29                        | 9             | 47          | 15            |
| 08:00 | 100               | 48         | 52     | 22    | 7       | 32      | 25      | 14   | 29                        | 10            | 47          | 15            |
| 08:15 | 100               | 48         | 52     | 24    | 7       | 31      | 24      | 14   | 30                        | 10            | 46          | 14            |
| 08:30 | 100               | 48         | 51     | 23    | 7       | 31      | 24      | 14   | 30                        | 10            | 46          | 14            |
| 08:45 | 100               | 48         | 52     | 23    | 7       | 31      | 24      | 14   | 29                        | 11            | 46          | 14            |
| 09:00 | 100               | 47         | 53     | 23    | 7       | 31      | 25      | 14   | 28                        | 11            | 46          | 15            |
| 09:15 | 100               | 46         | 54     | 22    | 8       | 31      | 25      | 14   | 27                        | 12            | 46          | 15            |
| 09:30 | 100               | 45         | 55     | 20    | 8       | 30      | 26      | 15   | 26                        | 13            | 47          | 15            |
| 09:45 | 100               | 44         | 56     | 19    | 9       | 30      | 26      | 15   | 24                        | 14            | 48          | 15            |
| 10:00 | 100               | 43         | 56     | 17    | 10      | 30      | 27      | 16   | 22                        | 15            | 49          | 15            |
| 10:15 | 100               | 43         | 57     | 16    | 10      | 30      | 27      | 17   | 21                        | 15            | 50          | 15            |
| 10:30 | 100               | 42         | 58     | 15    | 10      | 30      | 27      | 18   | 19                        | 16            | 50          | 15            |
| 10:45 | 100               | 41         | 59     | 14    | 11      | 30      | 27      | 18   | 19                        | 16            | 51          | 15            |
| 11:00 | 100               | 41         | 59     | 13    | 11      | 30      | 27      | 19   | 18                        | 16            | 51          | 15            |
| 11:15 | 100               | 40         | 60     | 14    | 11      | 29      | 27      | 20   | 18                        | 15            | 52          | 15            |
| 11:30 | 100               | 40         | 60     | 14    | 11      | 28      | 27      | 21   | 18                        | 16            | 52          | 15            |
| 11:45 | 100               | 40         | 60     | 13    | 11      | 27      | 27      | 22   | 17                        | 16            | 51          | 15            |
| 12:00 | 100               | 41         | 59     | 13    | 11      | 27      | 27      | 21   | 17                        | 17            | 51          | 15            |
| 12:15 | 100               | 42         | 58     | 13    | 11      | 26      | 28      | 22   | 16                        | 17            | 51          | 15            |
| 12:30 | 100               | 43         | 57     | 12    | 11      | 26      | 28      | 23   | 16                        | 17            | 52          | 15            |
| 12:45 | 100               | 43         | 57     | 12    | 10      | 25      | 28      | 24   | 16                        | 17            | 52          | 15            |
| 13:00 | 100               | 42         | 57     | 11    | 10      | 25      | 29      | 25   | 15                        | 16            | 53          | 16            |
| 13:15 | 100               | 41         | 59     | 11    | 10      | 26      | 29      | 23   | 15                        | 16            | 53          | 16            |
| 13:30 | 100               | 40         | 59     | 11    | 10      | 28      | 28      | 23   | 15                        | 16            | 54          | 16            |
| 13:45 | 100               | 40         | 60     | 11    | 10      | 28      | 28      | 23   | 14                        | 16            | 54          | 16            |
| 14:00 | 100               | 40         | 60     | 10    | 10      | 28      | 28      | 24   | 14                        | 16            | 54          | 16            |
| 14:15 | 100               | 39         | 61     | 10    | 10      | 28      | 27      | 24   | 13                        | 17            | 54          | 16            |
| 14:30 | 100               | 39         | 61     | 9     | 11      | 28      | 27      | 25   | 13                        | 17            | 54          | 16            |
| 14:45 | 100               | 39         | 61     | 9     | 11      | 27      | 27      | 25   | 13                        | 17            | 53          | 16            |
| 15:00 | 100               | 40         | 60     | 9     | 11      | 26      | 28      | 26   | 13                        | 18            | 53          | 16            |
| 15:15 | 100               | 40         | 60     | 9     | 11      | 26      | 28      | 27   | 13                        | 18            | 53          | 16            |
| 15:30 | 100               | 40         | 60     | 9     | 10      | 25      | 28      | 28   | 13                        | 18            | 53          | 16            |
| 15:45 | 100               | 40         | 60     | 10    | 10      | 24      | 27      | 29   | 14                        | 18            | 53          | 16            |

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

**2.8 TV Nutzung nach Soziodemografie: Publikumsanteile in %**

**TELECONTROL 2004 / Deutsche Schweiz**

PUBLIKUMSANTEILE in % (Mo-So)

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

|       | Total<br>Personen | Geschlecht |        | Alter |         |         |         |      | Abgeschlossene Ausbildung |               |             |               |
|-------|-------------------|------------|--------|-------|---------|---------|---------|------|---------------------------|---------------|-------------|---------------|
|       |                   | Männer     | Frauen | 3-14  | 15 - 24 | 25 - 44 | 45 - 64 | 65 + | keine                     | oblig. Schule | Berufslehre | höhere Ausb.* |
| 16:00 | 100               | 40         | 59     | 10    | 10      | 23      | 28      | 29   | 14                        | 18            | 53          | 16            |
| 16:15 | 100               | 41         | 59     | 10    | 10      | 23      | 27      | 29   | 14                        | 18            | 53          | 16            |
| 16:30 | 100               | 41         | 58     | 11    | 10      | 23      | 27      | 29   | 15                        | 17            | 52          | 16            |
| 16:45 | 100               | 43         | 57     | 12    | 10      | 23      | 27      | 28   | 16                        | 17            | 51          | 16            |
| 17:00 | 100               | 44         | 56     | 14    | 11      | 23      | 26      | 26   | 18                        | 16            | 50          | 15            |
| 17:15 | 100               | 44         | 56     | 15    | 11      | 23      | 26      | 25   | 19                        | 16            | 50          | 15            |
| 17:30 | 100               | 44         | 56     | 15    | 11      | 24      | 25      | 25   | 20                        | 16            | 49          | 15            |
| 17:45 | 100               | 44         | 56     | 12    | 10      | 24      | 26      | 28   | 17                        | 17            | 51          | 15            |
| 18:00 | 100               | 43         | 57     | 11    | 10      | 23      | 27      | 29   | 16                        | 17            | 52          | 15            |
| 18:15 | 100               | 44         | 56     | 10    | 9       | 24      | 27      | 29   | 15                        | 17            | 53          | 15            |
| 18:30 | 100               | 44         | 56     | 11    | 9       | 24      | 28      | 29   | 15                        | 17            | 53          | 15            |
| 18:45 | 100               | 45         | 55     | 10    | 8       | 24      | 28      | 29   | 15                        | 16            | 53          | 16            |
| 19:00 | 100               | 46         | 54     | 8     | 8       | 23      | 30      | 32   | 11                        | 17            | 56          | 16            |
| 19:15 | 100               | 46         | 54     | 7     | 7       | 23      | 31      | 32   | 10                        | 16            | 57          | 17            |
| 19:30 | 100               | 46         | 54     | 6     | 6       | 24      | 32      | 32   | 9                         | 15            | 57          | 20            |
| 19:45 | 100               | 46         | 54     | 6     | 6       | 25      | 32      | 31   | 9                         | 15            | 57          | 20            |
| 20:00 | 100               | 45         | 55     | 6     | 6       | 26      | 32      | 30   | 10                        | 15            | 57          | 19            |
| 20:15 | 100               | 44         | 56     | 6     | 6       | 27      | 31      | 29   | 9                         | 14            | 57          | 19            |
| 20:30 | 100               | 44         | 56     | 6     | 6       | 28      | 31      | 29   | 9                         | 14            | 57          | 19            |
| 20:45 | 100               | 44         | 56     | 6     | 6       | 29      | 31      | 28   | 9                         | 14            | 58          | 20            |
| 21:00 | 100               | 45         | 55     | 5     | 7       | 30      | 31      | 27   | 8                         | 14            | 58          | 20            |
| 21:15 | 100               | 45         | 55     | 5     | 7       | 31      | 31      | 27   | 7                         | 14            | 59          | 20            |
| 21:30 | 100               | 45         | 55     | 4     | 7       | 31      | 31      | 26   | 7                         | 14            | 59          | 21            |
| 21:45 | 100               | 46         | 54     | 4     | 7       | 33      | 32      | 25   | 6                         | 13            | 59          | 21            |
| 22:00 | 100               | 46         | 54     | 3     | 7       | 34      | 32      | 24   | 6                         | 13            | 60          | 22            |
| 22:15 | 100               | 47         | 53     | 3     | 7       | 35      | 32      | 23   | 5                         | 13            | 60          | 22            |
| 22:30 | 100               | 48         | 52     | 3     | 7       | 36      | 32      | 22   | 5                         | 13            | 61          | 22            |
| 22:45 | 100               | 49         | 51     | 2     | 7       | 37      | 33      | 21   | 4                         | 13            | 61          | 22            |
| 23:00 | 100               | 49         | 51     | 2     | 7       | 37      | 33      | 20   | 4                         | 13            | 61          | 22            |
| 23:15 | 100               | 50         | 50     | 2     | 7       | 39      | 34      | 18   | 3                         | 13            | 61          | 23            |
| 23:30 | 100               | 51         | 49     | 2     | 8       | 40      | 34      | 17   | 3                         | 13            | 61          | 23            |
| 23:45 | 100               | 51         | 49     | 2     | 8       | 41      | 34      | 15   | 3                         | 13            | 61          | 23            |
| 00:00 | 100               | 52         | 48     | 1     | 8       | 42      | 34      | 14   | 3                         | 12            | 61          | 24            |
| 00:15 | 100               | 53         | 47     | 1     | 8       | 43      | 35      | 12   | 3                         | 12            | 61          | 24            |
| 00:30 | 100               | 54         | 46     | 1     | 9       | 44      | 35      | 11   | 3                         | 12            | 61          | 24            |
| 00:45 | 100               | 55         | 45     | 1     | 9       | 45      | 34      | 11   | 3                         | 12            | 61          | 24            |
| 18-23 | 100               | 45         | 55     | 6     | 7       | 28      | 31      | 28   | 9                         | 14            | 57          | 19            |
| 24h   | 100               | 46         | 54     | 7     | 8       | 29      | 30      | 25   | 11                        | 15            | 56          | 19            |

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

**2.8 TV Nutzung nach Soziodemografie: Publikumsanteile in %**



**2.9 TV Nutzung im Langzeitvergleich: Reichweite in %**

**TELECONTROL 2004 / Deutsche Schweiz**

TAGESREICHWEITE in % (Mo-So)

Universum 2004: 5'033'000 Personen (3+)    Stichprobe 2004: 2'254 Personen

|                               | 1985 | 1986 | 1987 | 1988 | 1989 | 1990 | 1991 | 1992 | 1993 | 1994 | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 | 2001 | 2002 | 2003 | 2004 |
|-------------------------------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|
| TOTAL TV                      | 72   | 70   | 68   | 66   | 66   | 68   | 70   | 70   | 72   | 71   | 71   | 71   | 71   | 73   | 74   | 74   | 74   | 74   | 73   | 74   |
| SF1                           | 58   | 58   | 57   | 55   | 55   | 55   | 55   | 54   | 57   | 57   | 58   | 57   | 56   | 57   | 58   | 57   | 57   | 57   | 57   | 57   |
| SF2                           |      |      |      |      |      |      |      |      |      | 17   | 21   | 25   | 25   | 32   | 33   | 34   | 33   | 35   | 36   | 37   |
| SFi                           |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      | 6    | 9    | 10   |
| SF DRS                        |      |      |      |      |      |      |      |      |      |      |      |      |      | 61   | 62   | 62   | 62   | 62   | 62   | 63   |
| TSR1                          | 19   | 19   | 19   | 19   | 18   | 17   | 15   | 14   | 13   | 12   | 11   | 10   | 8    | 8    | 7    | 6    | 5    | 5    | 4    | 4    |
| TSI 1                         | 16   | 16   | 14   | 16   | 15   | 16   | 13   | 12   | 12   | 10   | 9    | 8    | 7    | 7    | 6    | 5    | 5    | 4    | 3    | 3    |
| ARD                           | 44   | 43   | 42   | 42   | 40   | 40   | 40   | 37   | 37   | 36   | 36   | 35   | 35   | 34   | 34   | 32   | 32   | 32   | 32   | 32   |
| ZDF                           | 41   | 40   | 38   | 38   | 36   | 35   | 35   | 33   | 34   | 32   | 32   | 32   | 30   | 30   | 30   | 29   | 29   | 29   | 29   | 29   |
| ORF 1                         | 26   | 28   | 29   | 30   | 30   | 29   | 30   | 30   | 30   | 28   | 30   | 30   | 30   | 29   | 28   | 27   | 27   | 27   | 28   | 27   |
| ORF 2                         | 20   | 22   | 23   | 21   | 21   | 21   | 23   | 23   | 24   | 24   | 24   | 23   | 22   | 22   | 21   | 20   | 21   | 21   | 21   | 20   |
| 3SAT                          |      |      |      |      |      | 9    | 11   | 13   | 15   | 16   | 17   | 17   | 16   | 16   | 16   | 16   | 15   | 16   | 16   | 16   |
| RTL                           |      |      |      |      |      | 20   | 30   | 35   | 38   | 36   | 36   | 36   | 35   | 35   | 35   | 34   | 33   | 33   | 33   | 33   |
| RTL2                          |      |      |      |      |      |      |      |      |      | 10   | 20   | 24   | 25   | 25   | 26   | 28   | 26   | 25   | 26   | 26   |
| Sat1                          |      |      |      |      |      | 23   | 28   | 31   | 35   | 34   | 34   | 32   | 31   | 32   | 31   | 30   | 30   | 30   | 30   | 30   |
| PRO7                          |      |      |      |      |      |      |      |      | 21   | 25   | 30   | 31   | 31   | 30   | 31   | 30   | 29   | 28   | 29   | 28   |
| Priv. CH                      |      |      |      |      |      |      |      |      |      |      |      |      |      |      | 31   | 37   | 39   | 32   | 33   | 33   |
| Andere                        | 38   | 38   | 38   | 40   | 44   |      |      |      |      |      |      |      | 54   | 56   | 56   | 56   | 54   | 56   | 56   | 57   |
| TOTAL VIDEO<br>(Cass./Spiele) |      |      | 7    | 7    | 6    | 10   | 11   | 11   | 11   | 11   | 11   | 10   | 10   | 10   | 10   | 10   | 11   | 12   | 14   | 16   |

Anmerkungen

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

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

Bei den Totalwerten können rundungsbedingte Differenzen auftreten.

**2.10 TV Nutzung im Langzeitvergleich: Nutzung in Minuten**

**TELECONTROL 2004 / Deutsche Schweiz**

NUTZUNG in Minuten (Mo-So)

Universum 2004: 5'033'000 Personen (3+)    Stichprobe 2004: 2'254 Personen

|                               | 1985 | 1986 | 1987 | 1988 | 1989 | 1990 | 1991 | 1992 | 1993 | 1994 | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 | 2001 | 2002 | 2003 | 2004 |
|-------------------------------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|
| TOTAL TV                      | 123  | 120  | 107  | 105  | 108  | 113  | 118  | 118  | 125  | 124  | 128  | 129  | 127  | 132  | 137  | 137  | 139  | 141  | 141  | 148  |
| SRG SSR                       | 51   | 51   | 47   | 45   | 43   | 42   | 39   | 38   | 40   | 42   | 44   | 45   | 44   | 46   | 46   | 46   | 47   | 51   | 50   | 52   |
| SF1                           | 46   | 46   | 43   | 40   | 38   | 36   | 35   | 33   | 36   | 37   | 37   | 36   | 35   | 34   | 36   | 34   | 37   | 37   | 37   | 36   |
| SF2                           |      |      |      |      |      |      |      |      |      | 3    | 5    | 7    | 7    | 10   | 9    | 10   | 9    | 12   | 12   | 14   |
| SFi                           |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      | 1    | 1    | 1    |
| SF DRS                        |      |      |      |      |      |      |      |      |      |      |      |      |      | 44   | 45   | 45   | 46   | 50   | 49   | 51   |
| TSR1                          | 3    | 3    | 3    | 3    | 3    | 3    | 2    | 1    | 1    | 1    | 1    | 1    | 1    | 1    | 1    | 1    | 0    | 0    | 0    | 0    |
| TSI 1                         | 2    | 2    | 1    | 2    | 2    | 2    | 1    | 2    | 2    | 1    | 1    | 1    | 1    | 1    | 0    | 0    | 0    | 0    | 0    | 0    |
| Non SRG                       | 71   | 69   | 61   | 60   | 64   | 71   | 79   | 80   | 85   | 82   | 84   | 84   | 86   | 87   | 91   | 92   | 92   | 90   | 91   | 96   |
| ARD                           | 20   | 21   | 17   | 16   | 14   | 13   | 12   | 10   | 9    | 8    | 8    | 8    | 8    | 8    | 8    | 8    | 8    | 8    | 8    | 9    |
| ZDF                           | 19   | 17   | 15   | 13   | 11   | 10   | 9    | 8    | 8    | 7    | 7    | 7    | 6    | 6    | 6    | 6    | 6    | 6    | 7    | 7    |
| ORF 1+2                       | 14   | 15   | 15   | 14   | 13   | 11   | 10   | 9    | 9    | 8    | 11   | 11   | 11   | 10   | 10   | 9    | 9    | 10   | 9    | 9    |
| 3SAT                          |      |      |      |      |      | 1    | 1    | 1    | 1    | 1    | 1    | 1    | 1    | 1    | 1    | 1    | 1    | 1    | 1    | 1    |
| RTL                           |      |      |      |      |      | 8    | 13   | 16   | 17   | 15   | 14   | 13   | 12   | 11   | 11   | 11   | 11   | 11   | 11   | 11   |
| RTL2                          |      |      |      |      |      |      |      |      |      | 2    | 5    | 6    | 6    | 5    | 5    | 6    | 5    | 5    | 5    | 6    |
| SAT1                          |      |      |      |      |      | 8    | 10   | 10   | 12   | 11   | 11   | 10   | 9    | 9    | 8    | 8    | 7    | 9    | 8    | 9    |
| PRO7                          |      |      |      |      |      |      |      |      | 9    | 10   | 11   | 10   | 10   | 9    | 9    | 9    | 8    | 8    | 8    | 8    |
| Priv. CH                      |      |      |      |      |      |      |      |      |      |      |      |      |      |      | 6    | 10   | 12   | 6    | 6    | 6    |
| Andere                        | 18   | 16   | 14   | 17   | 26   | 20   | 24   | 26   | 20   | 20   | 16   | 18   | 23   | 28   | 26   | 26   | 26   | 26   | 28   | 30   |
| TOTAL VIDEO<br>(Cass./Spiele) |      |      | 5    | 6    | 5    | 7    | 7    | 7    | 6    | 7    | 6    | 6    | 6    | 6    | 5    | 5    | 5    | 5    | 5    | 6    |

Anmerkungen

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

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

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

Bei den Totalwerten können rundungsbedingte Differenzen auftreten.

**2.11 TV Nutzung im Langzeitvergleich: Marktanteile in %**

**TELECONTROL 2004 / Deutsche Schweiz**

MARKTANTEILE in % (Mo-So)

Universum 2004: 5'033'000 Personen (3+)    Stichprobe 2004: 2'254 Personen

|          | 1985 | 1986 | 1987 | 1988 | 1989 | 1990 | 1991 | 1992 | 1993 | 1994 | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 | 2001 | 2002 | 2003 | 2004 |
|----------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|
| SRG SSR  | 42   | 43   | 44   | 43   | 40   | 37   | 33   | 31   | 32   | 34   | 33.9 | 34.5 | 33.4 | 34.6 | 33.8 | 33.1 | 33.6 | 35.9 | 35.4 | 35.2 |
| SF1      | 38   | 38   | 40   | 38   | 35   | 32   | 29   | 27   | 29   | 30   | 28.9 | 28.0 | 27.5 | 26.3 | 26.8 | 25.3 | 26.5 | 26.7 | 26.0 | 24.8 |
| SF2      |      |      |      |      |      | 1    | 1    | 1    | 1    | 2    | 3.7  | 5.4  | 4.9  | 7.5  | 6.4  | 7.2  | 6.4  | 8.1  | 8.0  | 8.9  |
| SFi      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      | 0.5  | 0.7  | 0.8  |
| SF DRS   |      |      |      |      |      |      |      |      |      |      |      |      | 32.4 | 33.8 | 33.2 | 32.5 | 32.9 | 35.3 | 34.8 | 34.5 |
| TSR1     | 3    | 3    | 3    | 3    | 3    | 2    | 2    | 1    | 1    | 1    | 0.8  | 0.6  | 0.5  | 0.4  | 0.3  | 0.3  | 0.3  | 0.3  | 0.3  | 0.3  |
| TSI 1    | 2    | 2    | 1    | 2    | 2    | 2    | 1    | 1    | 1    | 1    | 0.5  | 0.5  | 0.5  | 0.4  | 0.3  | 0.3  | 0.3  | 0.2  | 0.2  | 0.1  |
| Non SRG  | 58   | 57   | 56   | 57   | 60   | 63   | 67   | 69   | 68   | 66   | 66.1 | 65.5 | 66.6 | 65.4 | 66.2 | 66.9 | 66.4 | 64.1 | 64.6 | 64.8 |
| ARD      | 16   | 17   | 16   | 15   | 13   | 11   | 10   | 8    | 7    | 6    | 6.2  | 6.1  | 6.0  | 5.8  | 5.6  | 5.6  | 5.5  | 5.8  | 5.7  | 5.7  |
| ZDF      | 16   | 14   | 14   | 12   | 10   | 8    | 7    | 7    | 6    | 6    | 5.3  | 5.0  | 4.4  | 4.3  | 4.0  | 4.3  | 4.4  | 4.4  | 4.5  | 4.8  |
| ORF1     | 7    | 8    | 8    | 9    | 8    | 6    | 6    | 5    | 5    | 4    | 5.4  | 5.1  | 5.8  | 4.9  | 4.6  | 4.2  | 4.3  | 4.5  | 4.4  | 4.1  |
| ORF2     | 5    | 5    | 6    | 5    | 3    | 3    | 3    | 3    | 3    | 3    | 2.8  | 2.7  | 2.5  | 2.4  | 2.3  | 2.3  | 2.3  | 2.4  | 2.2  | 2.2  |
| 3SAT     |      |      |      |      |      | 1    | 1    | 1    | 1    | 1    | 1.0  | 1.0  | 0.9  | 0.8  | 0.8  | 0.9  | 0.9  | 0.9  | 1.0  | 0.9  |
| RTL      |      |      |      |      |      | 7    | 11   | 14   | 14   | 12   | 10.7 | 10.1 | 9.1  | 8.4  | 8.5  | 7.9  | 7.7  | 7.9  | 8.0  | 7.9  |
| RTL2     |      |      |      |      |      |      |      |      |      | 2    | 3.8  | 4.5  | 4.4  | 3.7  | 3.8  | 4.0  | 3.2  | 3.5  | 3.7  | 3.8  |
| SAT1     |      |      |      |      |      | 7    | 8    | 9    | 9    | 9    | 8.5  | 7.6  | 7.3  | 6.7  | 6.0  | 5.4  | 5.1  | 6.4  | 5.7  | 6.2  |
| PRO7     |      |      |      |      |      |      |      |      | 7    | 8    | 8.5  | 8.1  | 8.0  | 7.0  | 6.7  | 6.2  | 5.9  | 5.6  | 5.6  | 5.0  |
| Priv. CH |      |      |      |      |      |      |      |      |      |      |      |      |      |      | 4.5  | 7.3  | 8.3  | 4.0  | 4.2  | 4.0  |
| Andere   | 15   | 13   | 13   | 16   | 25   | 19   | 21   | 23   | 16   | 15   | 14.0 | 15.4 | 18.2 | 21.4 | 19.2 | 18.7 | 18.8 | 18.7 | 19.9 | 20.4 |

Anmerkungen

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

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

Bei den Totalwerten können rundungsbedingte Differenzen auftreten.

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

**TELECONTROL 2004 / Deutsche Schweiz**

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

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

|       | VIDEOKANAL / Mo-Fr |     |        |      | TOTAL TV + VIDEO / Mo-Fr |     |        | VIDEOKANAL / Mo-So |     |        |      | TOTAL TV + VIDEO / Mo-So |     |        |
|-------|--------------------|-----|--------|------|--------------------------|-----|--------|--------------------|-----|--------|------|--------------------------|-----|--------|
|       | HH-R               | P-R | 3-14 R | P-MA | HH-R                     | P-R | 3-14 R | HH-R               | P-R | 3-14 R | P-MA | HH-R                     | P-R | 3-14 R |
| 06:00 | 0.1                | 0.0 | 0.0    | 4.5  | 2.2                      | 1.1 | 0.2    | 0.1                | 0.0 | 0.0    | 4.7  | 2.2                      | 1.1 | 0.2    |
| 06:15 | 0.1                | 0.0 | 0.0    | 3.6  | 2.5                      | 1.2 | 0.5    | 0.1                | 0.0 | 0.0    | 4.1  | 2.4                      | 1.2 | 0.4    |
| 06:30 | 0.1                | 0.1 | 0.1    | 4.2  | 2.5                      | 1.3 | 0.9    | 0.1                | 0.1 | 0.1    | 4.6  | 2.5                      | 1.2 | 0.8    |
| 06:45 | 0.2                | 0.1 | 0.1    | 5.0  | 2.7                      | 1.3 | 1.4    | 0.2                | 0.1 | 0.1    | 5.2  | 2.6                      | 1.3 | 1.2    |
| 07:00 | 0.2                | 0.1 | 0.1    | 5.2  | 3.1                      | 1.5 | 1.6    | 0.2                | 0.1 | 0.1    | 5.4  | 3.0                      | 1.5 | 1.6    |
| 07:15 | 0.2                | 0.1 | 0.2    | 5.3  | 3.7                      | 1.8 | 2.2    | 0.2                | 0.1 | 0.2    | 5.5  | 3.7                      | 1.8 | 2.2    |
| 07:30 | 0.3                | 0.1 | 0.3    | 6.1  | 4.3                      | 2.1 | 3.2    | 0.3                | 0.1 | 0.3    | 6.2  | 4.3                      | 2.1 | 3.3    |
| 07:45 | 0.3                | 0.1 | 0.4    | 6.4  | 4.7                      | 2.3 | 3.3    | 0.3                | 0.2 | 0.4    | 6.5  | 4.9                      | 2.4 | 3.8    |
| 08:00 | 0.3                | 0.2 | 0.3    | 6.3  | 5.0                      | 2.4 | 3.5    | 0.4                | 0.2 | 0.4    | 6.4  | 5.4                      | 2.7 | 4.5    |
| 08:15 | 0.4                | 0.2 | 0.4    | 6.9  | 5.2                      | 2.6 | 3.8    | 0.4                | 0.2 | 0.5    | 6.9  | 5.9                      | 2.9 | 5.2    |
| 08:30 | 0.4                | 0.2 | 0.4    | 7.1  | 5.5                      | 2.7 | 4.0    | 0.5                | 0.2 | 0.6    | 7.1  | 6.4                      | 3.2 | 5.8    |
| 08:45 | 0.5                | 0.2 | 0.5    | 7.3  | 5.9                      | 2.9 | 4.1    | 0.5                | 0.2 | 0.6    | 7.2  | 7.0                      | 3.5 | 6.2    |
| 09:00 | 0.5                | 0.2 | 0.5    | 6.9  | 6.5                      | 3.1 | 4.5    | 0.6                | 0.3 | 0.6    | 6.8  | 7.8                      | 3.8 | 6.6    |
| 09:15 | 0.5                | 0.2 | 0.5    | 7.2  | 6.7                      | 3.2 | 4.6    | 0.6                | 0.3 | 0.7    | 6.9  | 8.3                      | 4.1 | 6.8    |
| 09:30 | 0.5                | 0.2 | 0.5    | 7.2  | 6.9                      | 3.3 | 4.5    | 0.6                | 0.3 | 0.7    | 7.0  | 8.7                      | 4.3 | 6.7    |
| 09:45 | 0.6                | 0.3 | 0.5    | 7.4  | 7.0                      | 3.4 | 4.4    | 0.7                | 0.3 | 0.7    | 7.2  | 9.0                      | 4.5 | 6.5    |
| 10:00 | 0.6                | 0.3 | 0.5    | 7.5  | 7.2                      | 3.5 | 4.0    | 0.7                | 0.3 | 0.7    | 7.4  | 9.3                      | 4.7 | 6.0    |
| 10:15 | 0.6                | 0.3 | 0.6    | 7.7  | 7.6                      | 3.7 | 4.0    | 0.7                | 0.4 | 0.8    | 7.5  | 9.8                      | 4.9 | 5.9    |
| 10:30 | 0.6                | 0.3 | 0.6    | 7.6  | 7.9                      | 3.9 | 4.0    | 0.7                | 0.4 | 0.8    | 7.4  | 10.2                     | 5.1 | 5.7    |
| 10:45 | 0.6                | 0.3 | 0.6    | 7.5  | 8.3                      | 4.0 | 4.0    | 0.8                | 0.4 | 0.8    | 7.3  | 10.6                     | 5.3 | 5.7    |
| 11:00 | 0.7                | 0.3 | 0.6    | 7.0  | 8.9                      | 4.3 | 4.3    | 0.8                | 0.4 | 0.9    | 7.0  | 11.2                     | 5.6 | 5.7    |
| 11:15 | 0.6                | 0.3 | 0.7    | 6.5  | 9.6                      | 4.7 | 4.8    | 0.8                | 0.4 | 0.9    | 6.4  | 11.9                     | 6.0 | 6.0    |
| 11:30 | 0.7                | 0.3 | 0.8    | 6.4  | 10.3                     | 5.0 | 5.2    | 0.8                | 0.4 | 0.9    | 6.3  | 12.5                     | 6.3 | 6.3    |
| 11:45 | 0.7                | 0.3 | 0.8    | 6.0  | 11.0                     | 5.4 | 5.6    | 0.8                | 0.4 | 0.9    | 6.0  | 13.2                     | 6.7 | 6.6    |
| 12:00 | 0.7                | 0.3 | 0.7    | 5.4  | 12.0                     | 6.0 | 5.9    | 0.8                | 0.4 | 0.8    | 5.5  | 14.0                     | 7.2 | 6.7    |
| 12:15 | 0.7                | 0.3 | 0.6    | 4.6  | 13.8                     | 7.0 | 6.6    | 0.8                | 0.4 | 0.8    | 4.9  | 15.4                     | 8.0 | 7.1    |
| 12:30 | 0.7                | 0.4 | 0.8    | 4.5  | 15.5                     | 7.9 | 7.6    | 0.8                | 0.4 | 0.9    | 4.7  | 16.9                     | 8.7 | 7.8    |
| 12:45 | 0.8                | 0.4 | 0.9    | 4.6  | 16.3                     | 8.3 | 8.0    | 0.8                | 0.4 | 0.9    | 4.8  | 17.7                     | 9.2 | 8.1    |
| 13:00 | 0.7                | 0.4 | 0.8    | 4.4  | 16.4                     | 8.3 | 7.4    | 0.8                | 0.4 | 0.9    | 4.5  | 18.1                     | 9.3 | 7.6    |
| 13:15 | 0.7                | 0.4 | 0.8    | 5.0  | 15.0                     | 7.5 | 6.9    | 0.8                | 0.4 | 0.9    | 5.1  | 16.9                     | 8.7 | 7.2    |
| 13:30 | 0.7                | 0.4 | 0.8    | 5.4  | 14.0                     | 7.0 | 6.4    | 0.8                | 0.4 | 0.9    | 5.4  | 16.1                     | 8.3 | 6.6    |
| 13:45 | 0.7                | 0.4 | 0.8    | 5.4  | 13.4                     | 6.7 | 6.1    | 0.8                | 0.4 | 0.9    | 5.5  | 15.7                     | 8.1 | 6.4    |
| 14:00 | 0.7                | 0.4 | 0.8    | 5.4  | 13.4                     | 6.7 | 5.7    | 0.8                | 0.4 | 0.9    | 5.4  | 15.9                     | 8.2 | 6.1    |
| 14:15 | 0.7                | 0.4 | 0.7    | 5.2  | 13.4                     | 6.7 | 5.5    | 0.8                | 0.4 | 0.9    | 5.3  | 15.9                     | 8.2 | 5.9    |
| 14:30 | 0.7                | 0.3 | 0.7    | 5.1  | 13.4                     | 6.7 | 5.2    | 0.8                | 0.4 | 0.8    | 5.2  | 16.0                     | 8.2 | 5.7    |
| 14:45 | 0.7                | 0.3 | 0.7    | 5.2  | 13.2                     | 6.6 | 5.0    | 0.8                | 0.4 | 0.8    | 5.3  | 15.9                     | 8.2 | 5.6    |
| 15:00 | 0.7                | 0.3 | 0.7    | 5.2  | 13.1                     | 6.5 | 5.0    | 0.8                | 0.4 | 0.8    | 5.3  | 15.9                     | 8.2 | 5.6    |
| 15:15 | 0.7                | 0.3 | 0.7    | 4.9  | 13.7                     | 6.9 | 5.1    | 0.8                | 0.4 | 0.8    | 5.0  | 16.5                     | 8.6 | 5.8    |
| 15:30 | 0.7                | 0.3 | 0.7    | 4.6  | 14.5                     | 7.3 | 5.7    | 0.8                | 0.4 | 0.9    | 4.8  | 17.2                     | 8.9 | 6.2    |
| 15:45 | 0.7                | 0.4 | 0.8    | 4.6  | 15.5                     | 7.8 | 6.5    | 0.8                | 0.5 | 0.9    | 4.8  | 18.0                     | 9.4 | 6.8    |

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

**TELECONTROL 2004 / Deutsche Schweiz**

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

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

|        | VIDEOKANAL / Mo-Fr |     |        |      | TOTAL TV + VIDEO / Mo-Fr |      |        | VIDEOKANAL / Mo-So |     |        |      | TOTAL TV + VIDEO / Mo-So |      |        |
|--------|--------------------|-----|--------|------|--------------------------|------|--------|--------------------|-----|--------|------|--------------------------|------|--------|
|        | HH-R               | P-R | 3-14 R | P-MA | HH-R                     | P-R  | 3-14 R | HH-R               | P-R | 3-14 R | P-MA | HH-R                     | P-R  | 3-14 R |
| 16:00  | 0.8                | 0.4 | 0.9    | 4.8  | 16.3                     | 8.2  | 7.0    | 0.9                | 0.5 | 1.0    | 4.8  | 18.8                     | 9.8  | 7.3    |
| 16:15  | 0.8                | 0.4 | 0.9    | 4.7  | 17.5                     | 8.9  | 7.9    | 0.9                | 0.5 | 1.1    | 4.8  | 20.0                     | 10.4 | 8.0    |
| 16:30  | 0.8                | 0.4 | 1.0    | 4.6  | 18.7                     | 9.5  | 8.9    | 0.9                | 0.5 | 1.1    | 4.7  | 21.1                     | 11.0 | 8.9    |
| 16:45  | 0.8                | 0.5 | 1.1    | 4.4  | 19.6                     | 10.0 | 10.3   | 1.0                | 0.5 | 1.2    | 4.6  | 22.1                     | 11.6 | 10.1   |
| 17:00  | 0.9                | 0.5 | 1.1    | 4.5  | 20.5                     | 10.6 | 12.3   | 1.0                | 0.6 | 1.3    | 4.7  | 22.9                     | 12.1 | 11.7   |
| 17:15  | 0.9                | 0.5 | 1.2    | 4.3  | 22.2                     | 11.5 | 14.3   | 1.1                | 0.6 | 1.4    | 4.6  | 24.4                     | 13.0 | 13.5   |
| 17:30  | 1.0                | 0.5 | 1.4    | 4.2  | 24.4                     | 12.8 | 16.0   | 1.1                | 0.6 | 1.4    | 4.4  | 26.4                     | 14.1 | 15.1   |
| 17:45  | 1.0                | 0.6 | 1.5    | 3.8  | 28.0                     | 14.9 | 14.9   | 1.2                | 0.7 | 1.6    | 4.1  | 29.4                     | 15.9 | 14.4   |
| 18:00  | 1.0                | 0.6 | 1.4    | 3.2  | 32.0                     | 17.2 | 15.1   | 1.1                | 0.6 | 1.4    | 3.5  | 32.8                     | 17.9 | 14.5   |
| 18:15  | 1.0                | 0.6 | 1.2    | 3.1  | 33.8                     | 18.1 | 14.8   | 1.1                | 0.6 | 1.3    | 3.3  | 34.7                     | 19.0 | 14.6   |
| 18:30  | 1.1                | 0.6 | 1.2    | 3.0  | 35.7                     | 19.3 | 16.1   | 1.1                | 0.6 | 1.3    | 3.2  | 36.9                     | 20.3 | 15.8   |
| 18:45  | 1.1                | 0.6 | 1.3    | 3.1  | 37.0                     | 20.2 | 16.5   | 1.2                | 0.7 | 1.3    | 3.1  | 38.5                     | 21.4 | 16.5   |
| 19:00  | 1.1                | 0.6 | 1.3    | 2.5  | 42.6                     | 23.7 | 13.6   | 1.2                | 0.7 | 1.3    | 2.7  | 43.1                     | 24.4 | 14.1   |
| 19:15  | 1.1                | 0.6 | 1.3    | 2.4  | 45.9                     | 25.8 | 13.1   | 1.2                | 0.7 | 1.3    | 2.6  | 46.0                     | 26.2 | 13.6   |
| 19:30  | 1.1                | 0.6 | 1.3    | 2.0  | 53.3                     | 30.6 | 13.4   | 1.1                | 0.7 | 1.3    | 2.1  | 53.4                     | 31.1 | 13.8   |
| 19:45  | 1.1                | 0.6 | 1.3    | 2.0  | 56.1                     | 32.4 | 14.5   | 1.2                | 0.7 | 1.3    | 2.1  | 55.9                     | 32.8 | 14.7   |
| 20:00  | 1.2                | 0.7 | 1.1    | 2.3  | 55.7                     | 32.3 | 15.5   | 1.3                | 0.8 | 1.2    | 2.4  | 55.8                     | 32.9 | 15.6   |
| 20:15  | 1.4                | 0.8 | 1.1    | 2.5  | 57.5                     | 33.6 | 15.2   | 1.4                | 0.9 | 1.2    | 2.5  | 57.8                     | 34.5 | 15.7   |
| 20:30  | 1.4                | 0.9 | 1.1    | 2.6  | 59.4                     | 34.8 | 14.9   | 1.5                | 1.0 | 1.1    | 2.7  | 59.7                     | 35.8 | 15.5   |
| 20:45  | 1.5                | 1.0 | 1.0    | 2.7  | 60.8                     | 35.7 | 14.3   | 1.6                | 1.0 | 1.1    | 2.8  | 61.1                     | 36.7 | 15.1   |
| 21:00  | 1.6                | 1.0 | 1.0    | 2.9  | 61.3                     | 35.9 | 12.6   | 1.6                | 1.1 | 1.0    | 2.9  | 61.7                     | 37.0 | 13.8   |
| 21:15  | 1.7                | 1.0 | 0.9    | 2.9  | 61.0                     | 35.7 | 11.2   | 1.7                | 1.1 | 1.0    | 3.0  | 61.5                     | 36.9 | 12.6   |
| 21:30  | 1.6                | 1.0 | 0.8    | 2.9  | 59.9                     | 34.9 | 10.1   | 1.6                | 1.1 | 0.8    | 2.9  | 60.5                     | 36.2 | 11.5   |
| 21:45  | 1.6                | 1.0 | 0.6    | 3.0  | 56.4                     | 32.6 | 8.4    | 1.6                | 1.0 | 0.7    | 3.0  | 57.1                     | 33.9 | 9.7    |
| 22:00  | 1.5                | 0.9 | 0.5    | 2.8  | 54.3                     | 31.3 | 7.0    | 1.5                | 0.9 | 0.5    | 2.9  | 54.6                     | 32.2 | 8.1    |
| 22:15  | 1.5                | 0.9 | 0.4    | 3.3  | 47.2                     | 26.9 | 5.3    | 1.5                | 0.9 | 0.5    | 3.3  | 48.2                     | 28.1 | 6.3    |
| 22:30  | 1.4                | 0.8 | 0.3    | 3.5  | 41.9                     | 23.6 | 4.3    | 1.4                | 0.9 | 0.4    | 3.5  | 43.0                     | 24.8 | 5.1    |
| 22:45  | 1.3                | 0.8 | 0.2    | 3.8  | 36.8                     | 20.4 | 3.2    | 1.4                | 0.8 | 0.3    | 3.8  | 37.7                     | 21.4 | 3.9    |
| 23:00  | 1.2                | 0.7 | 0.2    | 3.9  | 32.0                     | 17.6 | 2.5    | 1.2                | 0.7 | 0.2    | 3.9  | 32.8                     | 18.4 | 2.9    |
| 23:15  | 1.1                | 0.6 | 0.2    | 4.3  | 26.7                     | 14.4 | 1.8    | 1.1                | 0.6 | 0.2    | 4.2  | 27.6                     | 15.2 | 2.2    |
| 23:30  | 1.0                | 0.5 | 0.1    | 4.5  | 22.8                     | 12.2 | 1.4    | 1.0                | 0.6 | 0.2    | 4.4  | 23.7                     | 12.9 | 1.7    |
| 23:45  | 0.8                | 0.5 | 0.1    | 4.5  | 19.3                     | 10.3 | 1.1    | 0.9                | 0.5 | 0.1    | 4.4  | 20.2                     | 10.9 | 1.4    |
| 00:00  | 0.7                | 0.4 | 0.1    | 4.6  | 16.1                     | 8.5  | 0.9    | 0.7                | 0.4 | 0.1    | 4.5  | 17.1                     | 9.1  | 1.1    |
| 00:15  | 0.7                | 0.3 | 0.1    | 5.0  | 13.3                     | 6.9  | 0.7    | 0.7                | 0.4 | 0.1    | 4.9  | 14.2                     | 7.5  | 0.8    |
| 00:30  | 0.6                | 0.3 | 0.1    | 5.5  | 11.0                     | 5.6  | 0.5    | 0.6                | 0.3 | 0.1    | 5.3  | 11.9                     | 6.2  | 0.6    |
| 00:45  | 0.5                | 0.3 | 0.0    | 5.8  | 9.2                      | 4.7  | 0.4    | 0.5                | 0.3 | 0.1    | 5.6  | 10.0                     | 5.2  | 0.5    |
| NR 24h | 23                 | 15  | 17     |      | 89                       | 73   | 67     | 24                 | 16  | 18     |      | 89                       | 74   | 68     |
| NT 24h | 10                 | 5   | 8      |      | 261                      | 142  | 79     | 11                 | 6   | 9      |      | 277                      | 153  | 85     |
| NS 24h | 42                 | 34  | 43     |      | 292                      | 193  | 118    | 44                 | 36  | 46     |      | 311                      | 205  | 125    |

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

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

**TELECONTROL 2004 / Deutsche Schweiz**

VIERTELSTUNDEN-RATING in % (Sa / So)

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

|       | VIDEOKANAL / Sa |     |        |      | TOTAL TV + VIDEO / Sa |      |        | VIDEOKANAL / So |     |        |      | TOTAL TV + VIDEO / So |      |        |
|-------|-----------------|-----|--------|------|-----------------------|------|--------|-----------------|-----|--------|------|-----------------------|------|--------|
|       | HH-R            | P-R | 3-14 R | P-MA | HH-R                  | P-R  | 3-14 R | HH-R            | P-R | 3-14 R | P-MA | HH-R                  | P-R  | 3-14 R |
| 06:00 | 0.1             | 0.1 | 0.0    | 5.6  | 2.1                   | 1.0  | 0.2    | 0.1             | 0.1 | 0.0    | 4.9  | 2.3                   | 1.1  | 0.2    |
| 06:15 | 0.1             | 0.1 | 0.0    | 5.7  | 2.1                   | 1.0  | 0.3    | 0.1             | 0.1 | 0.0    | 4.9  | 2.3                   | 1.1  | 0.2    |
| 06:30 | 0.2             | 0.1 | 0.1    | 6.4  | 2.2                   | 1.1  | 0.5    | 0.1             | 0.1 | 0.0    | 5.0  | 2.4                   | 1.2  | 0.4    |
| 06:45 | 0.2             | 0.1 | 0.1    | 6.2  | 2.5                   | 1.2  | 0.9    | 0.1             | 0.1 | 0.1    | 5.1  | 2.5                   | 1.2  | 0.6    |
| 07:00 | 0.2             | 0.1 | 0.1    | 5.9  | 2.9                   | 1.4  | 1.6    | 0.2             | 0.1 | 0.1    | 6.1  | 3.0                   | 1.4  | 1.3    |
| 07:15 | 0.2             | 0.1 | 0.2    | 6.3  | 3.5                   | 1.7  | 2.6    | 0.2             | 0.1 | 0.2    | 5.7  | 3.6                   | 1.7  | 2.0    |
| 07:30 | 0.3             | 0.1 | 0.3    | 6.8  | 4.2                   | 2.1  | 4.1    | 0.3             | 0.1 | 0.3    | 6.2  | 4.4                   | 2.2  | 3.1    |
| 07:45 | 0.4             | 0.2 | 0.5    | 7.1  | 5.3                   | 2.6  | 5.9    | 0.3             | 0.2 | 0.4    | 6.4  | 5.4                   | 2.7  | 4.4    |
| 08:00 | 0.5             | 0.2 | 0.7    | 6.8  | 6.4                   | 3.2  | 7.8    | 0.4             | 0.2 | 0.5    | 6.6  | 6.8                   | 3.4  | 6.2    |
| 08:15 | 0.5             | 0.3 | 0.8    | 7.0  | 7.3                   | 3.7  | 9.3    | 0.5             | 0.3 | 0.7    | 6.7  | 8.2                   | 4.1  | 7.9    |
| 08:30 | 0.6             | 0.3 | 1.0    | 6.9  | 8.3                   | 4.2  | 10.9   | 0.6             | 0.3 | 0.9    | 7.0  | 9.5                   | 4.8  | 9.8    |
| 08:45 | 0.7             | 0.3 | 1.1    | 7.1  | 9.0                   | 4.6  | 11.9   | 0.7             | 0.4 | 1.0    | 6.6  | 10.9                  | 5.5  | 11.0   |
| 09:00 | 0.7             | 0.3 | 1.1    | 6.9  | 9.7                   | 4.9  | 12.0   | 0.8             | 0.4 | 1.0    | 6.2  | 12.5                  | 6.4  | 11.8   |
| 09:15 | 0.7             | 0.3 | 1.1    | 6.6  | 10.4                  | 5.3  | 12.2   | 0.8             | 0.4 | 1.0    | 5.8  | 14.1                  | 7.3  | 12.6   |
| 09:30 | 0.7             | 0.4 | 1.2    | 7.0  | 10.7                  | 5.4  | 11.8   | 0.9             | 0.5 | 1.1    | 5.7  | 15.8                  | 8.2  | 12.5   |
| 09:45 | 0.8             | 0.4 | 1.2    | 7.0  | 11.1                  | 5.6  | 11.2   | 1.0             | 0.5 | 1.2    | 6.1  | 16.8                  | 8.8  | 12.4   |
| 10:00 | 0.8             | 0.4 | 1.2    | 6.9  | 11.5                  | 5.9  | 10.4   | 1.2             | 0.6 | 1.3    | 6.8  | 18.0                  | 9.4  | 11.5   |
| 10:15 | 0.8             | 0.4 | 1.2    | 7.0  | 12.1                  | 6.2  | 10.0   | 1.2             | 0.7 | 1.4    | 7.1  | 18.7                  | 9.7  | 11.2   |
| 10:30 | 0.8             | 0.4 | 1.3    | 6.9  | 12.5                  | 6.3  | 9.5    | 1.3             | 0.7 | 1.5    | 7.2  | 19.3                  | 10.1 | 10.6   |
| 10:45 | 0.9             | 0.4 | 1.3    | 7.0  | 13.0                  | 6.6  | 9.4    | 1.3             | 0.7 | 1.6    | 7.0  | 20.0                  | 10.5 | 10.3   |
| 11:00 | 0.9             | 0.5 | 1.3    | 7.0  | 13.7                  | 7.0  | 9.1    | 1.2             | 0.7 | 1.6    | 6.6  | 20.6                  | 10.9 | 9.6    |
| 11:15 | 0.9             | 0.4 | 1.2    | 6.6  | 14.3                  | 7.3  | 8.9    | 1.2             | 0.7 | 1.5    | 6.2  | 21.2                  | 11.2 | 9.4    |
| 11:30 | 0.9             | 0.4 | 1.1    | 6.4  | 15.0                  | 7.7  | 8.5    | 1.2             | 0.7 | 1.4    | 5.9  | 21.7                  | 11.5 | 9.4    |
| 11:45 | 0.9             | 0.5 | 1.2    | 6.4  | 15.6                  | 8.0  | 8.5    | 1.2             | 0.7 | 1.3    | 5.8  | 22.0                  | 11.7 | 9.5    |
| 12:00 | 0.9             | 0.4 | 1.1    | 5.7  | 16.3                  | 8.5  | 8.0    | 1.2             | 0.6 | 1.2    | 5.7  | 22.0                  | 11.8 | 9.0    |
| 12:15 | 0.8             | 0.4 | 1.0    | 5.3  | 17.1                  | 9.0  | 7.8    | 1.2             | 0.7 | 1.3    | 5.6  | 22.2                  | 12.0 | 8.8    |
| 12:30 | 0.8             | 0.5 | 1.0    | 5.2  | 18.0                  | 9.5  | 7.8    | 1.1             | 0.6 | 1.2    | 5.4  | 22.7                  | 12.3 | 8.6    |
| 12:45 | 0.9             | 0.5 | 1.0    | 5.2  | 19.1                  | 10.1 | 7.8    | 1.2             | 0.7 | 1.2    | 5.3  | 23.6                  | 12.8 | 8.7    |
| 13:00 | 0.9             | 0.5 | 1.0    | 4.8  | 19.9                  | 10.5 | 7.7    | 1.2             | 0.7 | 1.2    | 5.1  | 24.5                  | 13.4 | 8.6    |
| 13:15 | 0.9             | 0.5 | 1.0    | 5.2  | 19.4                  | 10.2 | 7.4    | 1.2             | 0.7 | 1.2    | 5.3  | 24.2                  | 13.3 | 8.3    |
| 13:30 | 0.9             | 0.5 | 1.0    | 5.4  | 18.8                  | 9.8  | 6.7    | 1.2             | 0.7 | 1.2    | 5.3  | 24.2                  | 13.3 | 7.9    |
| 13:45 | 1.0             | 0.5 | 1.1    | 5.5  | 18.3                  | 9.5  | 6.6    | 1.2             | 0.7 | 1.3    | 5.4  | 24.7                  | 13.5 | 7.9    |
| 14:00 | 1.0             | 0.5 | 1.2    | 5.5  | 18.4                  | 9.6  | 6.5    | 1.3             | 0.7 | 1.2    | 5.4  | 25.5                  | 14.0 | 7.8    |
| 14:15 | 1.0             | 0.5 | 1.2    | 5.6  | 18.6                  | 9.6  | 6.5    | 1.2             | 0.7 | 1.2    | 5.4  | 25.7                  | 14.2 | 7.8    |
| 14:30 | 1.0             | 0.6 | 1.2    | 5.7  | 18.8                  | 9.8  | 6.6    | 1.2             | 0.7 | 1.1    | 5.2  | 25.9                  | 14.3 | 7.5    |
| 14:45 | 1.0             | 0.6 | 1.2    | 5.7  | 19.2                  | 10.0 | 6.7    | 1.2             | 0.7 | 1.2    | 5.2  | 26.3                  | 14.5 | 7.4    |
| 15:00 | 1.0             | 0.6 | 1.2    | 5.7  | 19.4                  | 10.1 | 6.9    | 1.2             | 0.8 | 1.2    | 5.1  | 26.9                  | 14.8 | 7.6    |
| 15:15 | 1.0             | 0.6 | 1.3    | 5.5  | 19.9                  | 10.4 | 7.0    | 1.2             | 0.8 | 1.3    | 5.1  | 27.3                  | 15.1 | 7.7    |
| 15:30 | 1.0             | 0.6 | 1.3    | 5.4  | 20.7                  | 10.8 | 7.0    | 1.3             | 0.8 | 1.3    | 5.0  | 27.3                  | 15.1 | 7.7    |
| 15:45 | 1.1             | 0.6 | 1.3    | 5.2  | 21.4                  | 11.2 | 7.1    | 1.3             | 0.8 | 1.3    | 5.2  | 27.5                  | 15.2 | 7.9    |

**TELECONTROL 2004 / Deutsche Schweiz**

VIERTELSTUNDEN-RATING in % (Sa / So)

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

|        | VIDEOKANAL / Sa |     |        |      | TOTAL TV + VIDEO / Sa |      |        | VIDEOKANAL / So |     |        |      | TOTAL TV + VIDEO / So |      |        |
|--------|-----------------|-----|--------|------|-----------------------|------|--------|-----------------|-----|--------|------|-----------------------|------|--------|
|        | HH-R            | P-R | 3-14 R | P-MA | HH-R                  | P-R  | 3-14 R | HH-R            | P-R | 3-14 R | P-MA | HH-R                  | P-R  | 3-14 R |
| 16:00  | 1.1             | 0.6 | 1.3    | 5.2  | 22.2                  | 11.7 | 7.5    | 1.4             | 0.8 | 1.4    | 5.0  | 28.4                  | 15.8 | 8.6    |
| 16:15  | 1.1             | 0.6 | 1.4    | 5.3  | 23.0                  | 12.1 | 7.9    | 1.4             | 0.8 | 1.4    | 4.8  | 29.6                  | 16.5 | 9.2    |
| 16:30  | 1.2             | 0.7 | 1.5    | 5.3  | 23.5                  | 12.5 | 8.3    | 1.4             | 0.8 | 1.3    | 4.6  | 30.7                  | 17.2 | 9.7    |
| 16:45  | 1.2             | 0.7 | 1.5    | 5.4  | 24.5                  | 13.0 | 8.9    | 1.4             | 0.8 | 1.5    | 4.7  | 31.8                  | 17.9 | 10.2   |
| 17:00  | 1.3             | 0.7 | 1.6    | 5.4  | 25.5                  | 13.6 | 9.9    | 1.5             | 0.9 | 1.6    | 4.9  | 32.4                  | 18.3 | 10.8   |
| 17:15  | 1.4             | 0.8 | 1.8    | 5.5  | 26.4                  | 14.3 | 11.1   | 1.5             | 0.9 | 1.7    | 4.9  | 33.4                  | 18.9 | 12.0   |
| 17:30  | 1.3             | 0.8 | 1.6    | 5.1  | 28.0                  | 15.2 | 12.8   | 1.6             | 0.9 | 1.7    | 4.8  | 34.6                  | 19.6 | 13.3   |
| 17:45  | 1.3             | 0.8 | 1.6    | 4.7  | 29.8                  | 16.3 | 12.7   | 1.6             | 1.0 | 1.8    | 4.7  | 36.2                  | 20.6 | 13.3   |
| 18:00  | 1.4             | 0.8 | 1.5    | 4.4  | 31.8                  | 17.5 | 12.8   | 1.5             | 0.9 | 1.6    | 4.3  | 37.9                  | 21.6 | 13.3   |
| 18:15  | 1.4             | 0.8 | 1.5    | 4.2  | 33.8                  | 18.7 | 13.6   | 1.5             | 0.9 | 1.4    | 3.8  | 40.5                  | 23.4 | 14.3   |
| 18:30  | 1.4             | 0.8 | 1.5    | 4.0  | 36.2                  | 20.2 | 14.8   | 1.4             | 0.8 | 1.4    | 3.3  | 43.3                  | 25.3 | 15.7   |
| 18:45  | 1.3             | 0.8 | 1.5    | 3.5  | 38.7                  | 21.9 | 15.6   | 1.3             | 0.8 | 1.2    | 2.9  | 46.0                  | 27.1 | 17.4   |
| 19:00  | 1.3             | 0.8 | 1.6    | 3.3  | 40.3                  | 23.2 | 14.4   | 1.3             | 0.8 | 1.3    | 2.8  | 48.3                  | 28.7 | 16.1   |
| 19:15  | 1.3             | 0.8 | 1.8    | 3.2  | 42.3                  | 24.6 | 14.2   | 1.5             | 0.9 | 1.3    | 3.0  | 50.3                  | 30.1 | 15.4   |
| 19:30  | 1.2             | 0.8 | 1.8    | 2.6  | 49.3                  | 29.5 | 14.9   | 1.3             | 0.8 | 1.0    | 2.2  | 58.0                  | 35.4 | 14.3   |
| 19:45  | 1.3             | 0.8 | 1.8    | 2.6  | 51.0                  | 30.9 | 15.6   | 1.3             | 0.8 | 1.1    | 2.2  | 60.2                  | 37.1 | 14.5   |
| 20:00  | 1.5             | 1.0 | 1.8    | 3.1  | 51.1                  | 31.5 | 17.2   | 1.4             | 0.9 | 0.9    | 2.4  | 60.7                  | 37.5 | 14.8   |
| 20:15  | 1.5             | 1.0 | 2.0    | 3.1  | 53.6                  | 33.8 | 19.4   | 1.4             | 0.9 | 0.7    | 2.3  | 63.6                  | 39.7 | 14.3   |
| 20:30  | 1.6             | 1.1 | 1.9    | 3.1  | 55.6                  | 35.5 | 20.7   | 1.5             | 1.0 | 0.7    | 2.5  | 65.4                  | 41.0 | 13.7   |
| 20:45  | 1.7             | 1.2 | 1.8    | 3.2  | 56.9                  | 36.6 | 21.2   | 1.6             | 1.1 | 0.7    | 2.6  | 66.9                  | 42.1 | 13.3   |
| 21:00  | 1.7             | 1.2 | 1.9    | 3.3  | 58.1                  | 37.5 | 21.2   | 1.6             | 1.1 | 0.6    | 2.6  | 67.6                  | 42.6 | 12.6   |
| 21:15  | 1.8             | 1.3 | 1.8    | 3.3  | 58.4                  | 37.7 | 20.3   | 1.7             | 1.2 | 0.6    | 2.8  | 67.2                  | 42.3 | 11.9   |
| 21:30  | 1.7             | 1.2 | 1.5    | 3.3  | 58.3                  | 37.6 | 19.2   | 1.6             | 1.1 | 0.5    | 2.8  | 66.0                  | 41.5 | 10.7   |
| 21:45  | 1.7             | 1.2 | 1.3    | 3.3  | 56.6                  | 36.4 | 17.3   | 1.7             | 1.2 | 0.4    | 3.0  | 61.1                  | 38.1 | 8.9    |
| 22:00  | 1.6             | 1.1 | 1.1    | 3.3  | 54.3                  | 34.6 | 14.7   | 1.6             | 1.1 | 0.3    | 3.1  | 56.3                  | 34.7 | 7.0    |
| 22:15  | 1.5             | 1.1 | 1.0    | 3.3  | 51.1                  | 32.2 | 12.4   | 1.6             | 1.0 | 0.2    | 3.4  | 50.0                  | 30.5 | 5.4    |
| 22:30  | 1.4             | 1.0 | 0.8    | 3.3  | 47.5                  | 29.6 | 10.3   | 1.5             | 0.9 | 0.2    | 3.7  | 43.9                  | 26.4 | 4.1    |
| 22:45  | 1.4             | 0.9 | 0.6    | 3.4  | 43.3                  | 26.5 | 8.3    | 1.4             | 0.9 | 0.2    | 4.2  | 36.4                  | 21.4 | 2.8    |
| 23:00  | 1.3             | 0.8 | 0.4    | 3.5  | 38.4                  | 23.1 | 6.2    | 1.2             | 0.8 | 0.1    | 4.4  | 30.8                  | 17.7 | 2.0    |
| 23:15  | 1.2             | 0.8 | 0.4    | 3.8  | 33.9                  | 20.0 | 4.8    | 1.1             | 0.6 | 0.1    | 4.4  | 25.8                  | 14.5 | 1.5    |
| 23:30  | 1.1             | 0.7 | 0.3    | 4.1  | 30.0                  | 17.4 | 3.9    | 0.9             | 0.5 | 0.1    | 4.4  | 21.7                  | 12.0 | 1.1    |
| 23:45  | 1.1             | 0.7 | 0.2    | 4.3  | 26.5                  | 15.2 | 3.1    | 0.8             | 0.4 | 0.0    | 4.4  | 18.3                  | 10.0 | 0.9    |
| 00:00  | 1.0             | 0.6 | 0.2    | 4.3  | 23.5                  | 13.3 | 2.4    | 0.6             | 0.4 | 0.0    | 4.3  | 15.5                  | 8.3  | 0.7    |
| 00:15  | 0.9             | 0.5 | 0.1    | 4.5  | 20.4                  | 11.4 | 1.8    | 0.6             | 0.3 | 0.0    | 4.8  | 12.8                  | 6.8  | 0.5    |
| 00:30  | 0.8             | 0.5 | 0.1    | 4.8  | 17.5                  | 9.6  | 1.4    | 0.5             | 0.3 | 0.0    | 4.6  | 10.8                  | 5.7  | 0.4    |
| 00:45  | 0.7             | 0.4 | 0.1    | 5.2  | 15.1                  | 8.2  | 1.1    | 0.4             | 0.2 | 0.0    | 4.7  | 9.0                   | 4.7  | 0.4    |
| NR 24h | 25              | 18  | 22     |      | 87                    | 74   | 71     | 26              | 19  | 21     |      | 90                    | 79   | 69     |
| NT 24h | 12              | 7   | 12     |      | 297                   | 170  | 108    | 13              | 8   | 10     |      | 339                   | 195  | 97     |
| NS 24h | 49              | 40  | 56     |      | 342                   | 228  | 152    | 51              | 42  | 51     |      | 374                   | 245  | 139    |

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

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

**TELECONTROL 2004 / Deutsche Schweiz**

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

Universum: 4'826'000 Personen (15+) Teilstichprobe

**2.13 Teletext Nutzung nach Sender: Reichweite in %**

|       | Total |          | SRG SSR idée suisse |     |     |      |       | Ausland: Service public |      |     |     |      | ANDERE |      |
|-------|-------|----------|---------------------|-----|-----|------|-------|-------------------------|------|-----|-----|------|--------|------|
|       | HH    | Pers 15+ | SF1                 | SF2 | SFi | TSR1 | TSI 1 | 3SAT                    | ARTE | ARD | ZDF | ORF1 |        | ORF2 |
| 06:00 | 0.3   | 0.2      | 0.1                 | 0.0 | 0.0 | 0.0  | 0.0   | 0.0                     | 0.0  | 0.0 | 0.0 | 0.0  | 0.0    | 0.1  |
| 06:15 | 0.4   | 0.2      | 0.1                 | 0.0 | 0.0 | 0.0  | 0.0   | 0.0                     | 0.0  | 0.0 | 0.0 | 0.0  | 0.0    | 0.1  |
| 06:30 | 0.4   | 0.2      | 0.1                 | 0.0 | 0.0 | 0.0  | 0.0   | 0.0                     | 0.0  | 0.0 | 0.0 | 0.0  | 0.0    | 0.1  |
| 06:45 | 0.5   | 0.2      | 0.1                 | 0.1 | 0.0 | 0.0  | 0.0   | 0.0                     | 0.0  | 0.0 | 0.0 | 0.0  | 0.0    | 0.1  |
| 07:00 | 0.5   | 0.2      | 0.1                 | 0.0 | 0.0 | 0.0  | 0.0   | 0.0                     | 0.0  | 0.0 | 0.0 | 0.0  | 0.0    | 0.1  |
| 07:15 | 0.5   | 0.3      | 0.1                 | 0.0 | 0.0 | 0.0  | 0.0   | 0.0                     | 0.0  | 0.0 | 0.0 | 0.0  | 0.0    | 0.1  |
| 07:30 | 0.6   | 0.3      | 0.2                 | 0.0 | 0.0 | 0.0  | 0.0   | 0.0                     | 0.0  | 0.0 | 0.0 | 0.0  | 0.0    | 0.1  |
| 07:45 | 0.6   | 0.3      | 0.2                 | 0.0 | 0.0 | 0.0  | 0.0   | 0.0                     | 0.0  | 0.0 | 0.0 | 0.0  | 0.0    | 0.1  |
| 08:00 | 0.7   | 0.3      | 0.2                 | 0.0 | 0.0 | 0.0  | 0.0   | 0.0                     | 0.0  | 0.0 | 0.0 | 0.0  | 0.0    | 0.1  |
| 08:15 | 0.7   | 0.4      | 0.2                 | 0.0 | 0.0 | 0.0  | 0.0   | 0.0                     | 0.0  | 0.0 | 0.0 | 0.0  | 0.0    | 0.1  |
| 08:30 | 0.8   | 0.4      | 0.2                 | 0.0 | 0.0 | 0.0  | 0.0   | 0.0                     | 0.0  | 0.0 | 0.0 | 0.0  | 0.0    | 0.1  |
| 08:45 | 0.9   | 0.4      | 0.2                 | 0.0 | 0.0 | 0.0  | 0.0   | 0.0                     | 0.0  | 0.0 | 0.0 | 0.0  | 0.0    | 0.2  |
| 09:00 | 0.9   | 0.4      | 0.2                 | 0.0 | 0.0 | 0.0  | 0.0   | 0.0                     | 0.0  | 0.0 | 0.0 | 0.0  | 0.0    | 0.2  |
| 09:15 | 0.9   | 0.5      | 0.2                 | 0.0 | 0.0 | 0.0  | 0.0   | 0.0                     | 0.0  | 0.0 | 0.0 | 0.0  | 0.0    | 0.2  |
| 09:30 | 0.9   | 0.5      | 0.2                 | 0.1 | 0.0 | 0.0  | 0.0   | 0.0                     | 0.0  | 0.0 | 0.0 | 0.0  | 0.0    | 0.2  |
| 09:45 | 1.1   | 0.5      | 0.2                 | 0.1 | 0.0 | 0.0  | 0.0   | 0.0                     | 0.0  | 0.0 | 0.0 | 0.0  | 0.0    | 0.2  |
| 10:00 | 1.1   | 0.5      | 0.2                 | 0.1 | 0.0 | 0.0  | 0.0   | 0.0                     | 0.0  | 0.0 | 0.0 | 0.0  | 0.0    | 0.2  |
| 10:15 | 1.1   | 0.5      | 0.2                 | 0.1 | 0.0 | 0.0  | 0.0   | 0.0                     | 0.0  | 0.0 | 0.0 | 0.0  | 0.0    | 0.2  |
| 10:30 | 1.1   | 0.6      | 0.2                 | 0.1 | 0.0 | 0.0  | 0.0   | 0.0                     | 0.0  | 0.0 | 0.0 | 0.0  | 0.0    | 0.2  |
| 10:45 | 1.1   | 0.6      | 0.2                 | 0.1 | 0.0 | 0.0  | 0.0   | 0.0                     | 0.0  | 0.0 | 0.0 | 0.0  | 0.0    | 0.3  |
| 11:00 | 1.2   | 0.6      | 0.2                 | 0.1 | 0.0 | 0.0  | 0.0   | 0.0                     | 0.0  | 0.0 | 0.0 | 0.0  | 0.0    | 0.3  |
| 11:15 | 1.2   | 0.6      | 0.2                 | 0.1 | 0.0 | 0.0  | 0.0   | 0.0                     | 0.0  | 0.0 | 0.0 | 0.0  | 0.0    | 0.3  |
| 11:30 | 1.2   | 0.6      | 0.2                 | 0.1 | 0.0 | 0.0  | 0.0   | 0.0                     | 0.0  | 0.0 | 0.0 | 0.0  | 0.0    | 0.2  |
| 11:45 | 1.4   | 0.7      | 0.2                 | 0.1 | 0.0 | 0.0  | 0.0   | 0.0                     | 0.0  | 0.0 | 0.0 | 0.0  | 0.0    | 0.3  |
| 12:00 | 1.4   | 0.7      | 0.2                 | 0.1 | 0.0 | 0.0  | 0.0   | 0.0                     | 0.0  | 0.0 | 0.0 | 0.0  | 0.0    | 0.3  |
| 12:15 | 1.5   | 0.7      | 0.3                 | 0.1 | 0.0 | 0.0  | 0.0   | 0.0                     | 0.0  | 0.0 | 0.0 | 0.0  | 0.0    | 0.3  |
| 12:30 | 1.6   | 0.8      | 0.3                 | 0.1 | 0.0 | 0.0  | 0.0   | 0.0                     | 0.0  | 0.0 | 0.0 | 0.0  | 0.0    | 0.4  |
| 12:45 | 1.7   | 0.9      | 0.4                 | 0.1 | 0.0 | 0.0  | 0.0   | 0.0                     | 0.0  | 0.0 | 0.0 | 0.0  | 0.0    | 0.4  |
| 13:00 | 1.6   | 0.8      | 0.3                 | 0.1 | 0.0 | 0.0  | 0.0   | 0.0                     | 0.0  | 0.0 | 0.0 | 0.0  | 0.0    | 0.4  |
| 13:15 | 1.5   | 0.8      | 0.3                 | 0.1 | 0.0 | 0.0  | 0.0   | 0.0                     | 0.0  | 0.0 | 0.0 | 0.0  | 0.0    | 0.4  |
| 13:30 | 1.3   | 0.7      | 0.2                 | 0.1 | 0.0 | 0.0  | 0.0   | 0.0                     | 0.0  | 0.0 | 0.0 | 0.0  | 0.0    | 0.3  |
| 13:45 | 1.4   | 0.7      | 0.2                 | 0.1 | 0.0 | 0.0  | 0.0   | 0.0                     | 0.0  | 0.0 | 0.0 | 0.0  | 0.0    | 0.4  |
| 14:00 | 1.2   | 0.7      | 0.2                 | 0.1 | 0.0 | 0.0  | 0.0   | 0.0                     | 0.0  | 0.0 | 0.0 | 0.0  | 0.0    | 0.3  |
| 14:15 | 1.2   | 0.6      | 0.2                 | 0.1 | 0.0 | 0.0  | 0.0   | 0.0                     | 0.0  | 0.0 | 0.0 | 0.0  | 0.0    | 0.3  |
| 14:30 | 1.1   | 0.6      | 0.2                 | 0.1 | 0.0 | 0.0  | 0.0   | 0.0                     | 0.0  | 0.0 | 0.0 | 0.0  | 0.0    | 0.3  |
| 14:45 | 1.3   | 0.7      | 0.2                 | 0.1 | 0.0 | 0.0  | 0.0   | 0.0                     | 0.0  | 0.0 | 0.0 | 0.0  | 0.0    | 0.3  |
| 15:00 | 1.3   | 0.7      | 0.2                 | 0.1 | 0.0 | 0.0  | 0.0   | 0.0                     | 0.0  | 0.0 | 0.0 | 0.0  | 0.0    | 0.3  |
| 15:15 | 1.4   | 0.7      | 0.2                 | 0.1 | 0.0 | 0.0  | 0.0   | 0.0                     | 0.0  | 0.0 | 0.0 | 0.0  | 0.0    | 0.3  |
| 15:30 | 1.4   | 0.7      | 0.2                 | 0.1 | 0.0 | 0.0  | 0.0   | 0.0                     | 0.0  | 0.0 | 0.0 | 0.0  | 0.0    | 0.3  |
| 15:45 | 1.6   | 0.9      | 0.3                 | 0.1 | 0.0 | 0.0  | 0.0   | 0.0                     | 0.0  | 0.1 | 0.0 | 0.0  | 0.0    | 0.4  |

**TELECONTROL 2004 / Deutsche Schweiz**

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

Universum: 4'826'000 Personen (15+) Teilstichprobe

**2.13 Teletext Nutzung nach Sender: Reichweite in %**

|          | Total |          | SRG SSR idée suisse |     |     |      |       | Ausland: Service public |      |     |     |      | ANDERE |      |
|----------|-------|----------|---------------------|-----|-----|------|-------|-------------------------|------|-----|-----|------|--------|------|
|          | HH    | Pers 15+ | SF1                 | SF2 | SFi | TSR1 | TSI 1 | 3SAT                    | ARTE | ARD | ZDF | ORF1 |        | ORF2 |
| 16:00    | 1.6   | 0.9      | 0.3                 | 0.1 | 0.0 | 0.0  | 0.0   | 0.0                     | 0.0  | 0.1 | 0.0 | 0.0  | 0.0    | 0.4  |
| 16:15    | 1.6   | 0.9      | 0.3                 | 0.1 | 0.0 | 0.0  | 0.0   | 0.0                     | 0.0  | 0.1 | 0.0 | 0.0  | 0.0    | 0.4  |
| 16:30    | 1.7   | 0.9      | 0.3                 | 0.1 | 0.0 | 0.0  | 0.0   | 0.0                     | 0.0  | 0.1 | 0.0 | 0.0  | 0.0    | 0.4  |
| 16:45    | 2.1   | 1.1      | 0.4                 | 0.2 | 0.0 | 0.0  | 0.0   | 0.0                     | 0.0  | 0.1 | 0.1 | 0.1  | 0.0    | 0.5  |
| 17:00    | 2.3   | 1.3      | 0.4                 | 0.2 | 0.0 | 0.0  | 0.0   | 0.0                     | 0.0  | 0.1 | 0.1 | 0.1  | 0.0    | 0.5  |
| 17:15    | 2.5   | 1.3      | 0.4                 | 0.2 | 0.0 | 0.0  | 0.0   | 0.0                     | 0.0  | 0.1 | 0.1 | 0.1  | 0.0    | 0.6  |
| 17:30    | 2.4   | 1.3      | 0.5                 | 0.2 | 0.0 | 0.0  | 0.0   | 0.0                     | 0.0  | 0.1 | 0.1 | 0.1  | 0.0    | 0.5  |
| 17:45    | 3.0   | 1.7      | 0.6                 | 0.3 | 0.0 | 0.0  | 0.0   | 0.0                     | 0.0  | 0.1 | 0.1 | 0.1  | 0.0    | 0.7  |
| 18:00    | 2.7   | 1.5      | 0.5                 | 0.2 | 0.0 | 0.0  | 0.0   | 0.0                     | 0.0  | 0.1 | 0.1 | 0.1  | 0.0    | 0.6  |
| 18:15    | 2.8   | 1.6      | 0.5                 | 0.2 | 0.0 | 0.0  | 0.0   | 0.0                     | 0.0  | 0.1 | 0.1 | 0.1  | 0.0    | 0.7  |
| 18:30    | 2.5   | 1.4      | 0.5                 | 0.2 | 0.0 | 0.0  | 0.0   | 0.0                     | 0.0  | 0.1 | 0.1 | 0.0  | 0.0    | 0.6  |
| 18:45    | 3.2   | 1.9      | 0.8                 | 0.2 | 0.0 | 0.0  | 0.0   | 0.0                     | 0.0  | 0.1 | 0.1 | 0.1  | 0.0    | 0.7  |
| 19:00    | 2.8   | 1.6      | 0.7                 | 0.2 | 0.0 | 0.0  | 0.0   | 0.0                     | 0.0  | 0.1 | 0.1 | 0.0  | 0.0    | 0.6  |
| 19:15    | 3.5   | 2.1      | 1.1                 | 0.3 | 0.0 | 0.0  | 0.0   | 0.0                     | 0.0  | 0.1 | 0.1 | 0.1  | 0.0    | 0.6  |
| 19:30    | 2.9   | 1.7      | 1.0                 | 0.2 | 0.0 | 0.0  | 0.0   | 0.0                     | 0.0  | 0.1 | 0.1 | 0.0  | 0.0    | 0.5  |
| 19:45    | 4.3   | 2.7      | 1.5                 | 0.3 | 0.0 | 0.0  | 0.0   | 0.0                     | 0.0  | 0.2 | 0.1 | 0.1  | 0.0    | 0.8  |
| 20:00    | 4.7   | 2.9      | 0.9                 | 0.5 | 0.0 | 0.0  | 0.0   | 0.0                     | 0.0  | 0.2 | 0.2 | 0.2  | 0.1    | 1.3  |
| 20:15    | 4.8   | 2.9      | 0.7                 | 0.4 | 0.0 | 0.0  | 0.0   | 0.1                     | 0.0  | 0.2 | 0.2 | 0.2  | 0.1    | 1.5  |
| 20:30    | 3.3   | 2.0      | 0.5                 | 0.3 | 0.0 | 0.0  | 0.0   | 0.0                     | 0.0  | 0.1 | 0.1 | 0.1  | 0.1    | 0.9  |
| 20:45    | 3.7   | 2.3      | 0.7                 | 0.5 | 0.0 | 0.0  | 0.0   | 0.0                     | 0.0  | 0.1 | 0.1 | 0.1  | 0.1    | 0.9  |
| 21:00    | 3.9   | 2.4      | 0.8                 | 0.5 | 0.0 | 0.0  | 0.0   | 0.0                     | 0.0  | 0.1 | 0.1 | 0.1  | 0.1    | 0.9  |
| 21:15    | 3.8   | 2.3      | 0.7                 | 0.5 | 0.0 | 0.0  | 0.0   | 0.0                     | 0.0  | 0.1 | 0.1 | 0.1  | 0.0    | 0.9  |
| 21:30    | 3.9   | 2.5      | 0.9                 | 0.5 | 0.0 | 0.0  | 0.0   | 0.0                     | 0.0  | 0.1 | 0.1 | 0.1  | 0.0    | 0.8  |
| 21:45    | 4.7   | 3.0      | 1.2                 | 0.6 | 0.0 | 0.0  | 0.0   | 0.0                     | 0.0  | 0.1 | 0.1 | 0.2  | 0.0    | 1.1  |
| 22:00    | 4.1   | 2.6      | 0.9                 | 0.5 | 0.0 | 0.0  | 0.0   | 0.0                     | 0.0  | 0.1 | 0.1 | 0.1  | 0.0    | 1.0  |
| 22:15    | 4.8   | 3.1      | 1.0                 | 0.7 | 0.0 | 0.0  | 0.0   | 0.0                     | 0.0  | 0.1 | 0.2 | 0.2  | 0.0    | 1.2  |
| 22:30    | 3.5   | 2.2      | 0.6                 | 0.6 | 0.0 | 0.0  | 0.0   | 0.0                     | 0.0  | 0.1 | 0.1 | 0.1  | 0.0    | 0.9  |
| 22:45    | 3.3   | 2.0      | 0.5                 | 0.4 | 0.0 | 0.0  | 0.0   | 0.0                     | 0.0  | 0.1 | 0.1 | 0.1  | 0.0    | 0.9  |
| 23:00    | 2.7   | 1.7      | 0.4                 | 0.3 | 0.0 | 0.0  | 0.0   | 0.0                     | 0.0  | 0.1 | 0.1 | 0.1  | 0.0    | 0.8  |
| 23:15    | 2.5   | 1.5      | 0.4                 | 0.2 | 0.0 | 0.0  | 0.0   | 0.0                     | 0.0  | 0.1 | 0.1 | 0.1  | 0.0    | 0.7  |
| 23:30    | 2.0   | 1.2      | 0.3                 | 0.2 | 0.0 | 0.0  | 0.0   | 0.0                     | 0.0  | 0.1 | 0.1 | 0.1  | 0.0    | 0.6  |
| 23:45    | 1.9   | 1.1      | 0.3                 | 0.1 | 0.0 | 0.0  | 0.0   | 0.0                     | 0.0  | 0.1 | 0.1 | 0.1  | 0.0    | 0.6  |
| 00:00    | 1.7   | 1.0      | 0.2                 | 0.1 | 0.0 | 0.0  | 0.0   | 0.0                     | 0.0  | 0.1 | 0.1 | 0.1  | 0.0    | 0.6  |
| 00:15    | 1.6   | 1.0      | 0.2                 | 0.1 | 0.0 | 0.0  | 0.0   | 0.0                     | 0.0  | 0.1 | 0.0 | 0.1  | 0.0    | 0.6  |
| 00:30    | 1.3   | 0.7      | 0.1                 | 0.1 | 0.0 | 0.0  | 0.0   | 0.0                     | 0.0  | 0.0 | 0.0 | 0.1  | 0.0    | 0.5  |
| 00:45    | 1.1   | 0.6      | 0.1                 | 0.1 | 0.0 | 0.0  | 0.0   | 0.0                     | 0.0  | 0.0 | 0.0 | 0.1  | 0.0    | 0.4  |
| NR 18-23 | 29.7  | 19.7     | 9.2                 | 4.6 | 0.3 | 0.2  | 0.0   | 0.5                     | 0.3  | 1.9 | 1.8 | 1.8  | 0.7    | 10.3 |
| NT 18-23 | 1.3   | 0.8      | 0.3                 | 0.1 | 0.0 | 0.0  | 0.0   | 0.0                     | 0.0  | 0.0 | 0.0 | 0.0  | 0.0    | 0.2  |
| NR 24h   | 41.4  | 28.3     | 13.9                | 7.2 | 0.7 | 0.3  | 0.1   | 0.9                     | 0.5  | 3.5 | 3.1 | 3.3  | 1.4    | 16.6 |
| NT 24h   | 3.0   | 1.7      | 0.7                 | 0.3 | 0.0 | 0.0  | 0.0   | 0.0                     | 0.0  | 0.1 | 0.1 | 0.1  | 0.0    | 0.5  |

NR = Tagesreichweite %

NT = Nutzungsminuten gesamt

### **3. RADIO-FORSCHUNG (RADIOCONTROL)**

#### **3.1 Radiocontrol: Methodik, Erhebungsbasis und Berichterstattung**

##### **3.1.1 Methodenbeschreibung**

Seit dem 1. Januar 2001 ermittelt der SRG SSR Forschungsdienst die Nutzung des Radios durch das elektronische Messsystem RADIOCONTROL. Dieses System besteht im Wesentlichen aus einer Armbanduhr mit eingebautem Mikrofon. Damit „hört“ sie dieselben Radioprogramme wie die Person, welche sie trägt; zu Hause, am Arbeitsplatz oder unterwegs, Minute für Minute und rund um die Uhr.

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

In derselben Zeit werden an 17 Standorten in der Schweiz die wichtigsten Radioprogramme aufgenommen, welche in der Schweiz empfangbar sind. Die rund 135 Programme (16 SRG-Programme und je ca. 60 private und ausländische Stationen; Stand Januar 2005) werden nach demselben Verfahren gespeichert wie mit der RC-Uhr und in die Studiozentrale der IHA-GfK weitergeleitet. Kommt eine Uhr nach einer Woche Tragezeit von einer Testperson zurück, vergleicht der Computer die Daten aus der Uhr mit denjenigen der Studiozentrale. So wird die Radionutzung jeder Testperson mit dem Radioangebot verglichen. Die Übereinstimmung der Daten bedeutet: Die Testperson hat Radiosender XY gehört.

##### **3.1.2. Erhebungsbasis**

Nach einer Aufstockung der Erhebungsbasis per 1. Januar 2004 nehmen jetzt pro Jahr rund 26'000 Personen (früher 20'000) an der Studie teil, indem sie zweimal jährlich eine Woche lang eine Radiocontrol-Uhr tragen. Täglich tragen in der Schweiz und im Fürstentum Liechtenstein 1'012 Personen eine RC-Uhr: 571 in der Deutschschweiz, 301 in der Suisse romande, 105 in der Svizzera italiana, 25 in der Svizra rumantscha und 10 im Fürstentum Liechtenstein. Die Testpersonen sind mindestens 15-jährig und nach dem Random-Quota-Verfahren ausgewählt, die Quotenvorgaben sind Alter, Geschlecht und die Radio-Verbreitungsgebiete. Sie werden vom IHA-GfK Forschungsinstitut telefonisch rekrutiert und nehmen maximal fünf Jahre lang an der Messung teil.

Im Zusammenhang mit der Aufstockung der Erhebungsbasis wurde die Einteilung der geografischen Räume angepasst: Die teilweise recht eng definierten Empfangsgebiete wurden ersetzt durch Verbreitungsgebiete, welche den Bakom-Konzessionsgebieten (Zonen A + B) entsprechen oder auf Wunsch der Radios über diese hinausgehen (z.B. Grossraum Zürich). Die neue Einteilung bietet ein besseres Bild der Radios in ihren technischen Verbreitungsräumen.

### 3.1.3 Berichterstattung

Die identifizierten Daten aus der Uhr werden in einer Datenbank gesammelt, welche die Messgrößen Reichweite, Nutzungsminuten und Marktanteil ausweist (siehe Glossar). Zugang zu dieser Datenbank haben auf der einen Seite der SRG SSR Forschungsdienst und die SRG SSR Radios, auf der andern Seite die Publica Data AG und ihre Kunden (kommerzielle Radios, Werbeagenturen usw.).

### 3.1.4. Glossar

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

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

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

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

# RADIOCONTROL 2004 / Deutsche Schweiz

VIERTELSTUNDEN-REICHWEITEN in % nach Wochentagen, Radio Total

Universum: 4'310'000 Personen (15+) Stichprobe: 30'377 Personen / 208'985 Messtage

|       | Wochentage |          |          |            |         |         |         | Montag - Freitag | Samstag - Sonntag | Montag - Sonntag |
|-------|------------|----------|----------|------------|---------|---------|---------|------------------|-------------------|------------------|
|       | Montag     | Dienstag | Mittwoch | Donnerstag | Freitag | Samstag | Sonntag |                  |                   |                  |
| 05:00 | 2.4        | 2.3      | 2.5      | 2.3        | 2.4     | 1.7     | 1.4     | 2.4              | 1.5               | 2.1              |
| 05:15 | 3.1        | 3.0      | 3.2      | 3.1        | 3.2     | 1.8     | 1.5     | 3.1              | 1.7               | 2.7              |
| 05:30 | 4.5        | 4.6      | 4.8      | 4.5        | 4.5     | 2.4     | 1.9     | 4.6              | 2.2               | 3.9              |
| 05:45 | 8.2        | 8.6      | 8.5      | 8.2        | 7.9     | 3.8     | 2.8     | 8.3              | 3.3               | 6.9              |
| 06:00 | 11.6       | 12.3     | 11.7     | 11.5       | 11.0    | 4.9     | 3.3     | 11.6             | 4.1               | 9.5              |
| 06:15 | 13.7       | 14.6     | 14.1     | 13.9       | 13.1    | 5.6     | 3.4     | 13.9             | 4.5               | 11.2             |
| 06:30 | 16.9       | 18.3     | 17.9     | 17.2       | 16.7    | 6.6     | 4.0     | 17.4             | 5.3               | 14.0             |
| 06:45 | 21.3       | 22.8     | 22.2     | 21.5       | 20.8    | 8.7     | 5.6     | 21.7             | 7.2               | 17.6             |
| 07:00 | 25.0       | 26.3     | 25.9     | 25.2       | 24.3    | 11.1    | 7.0     | 25.4             | 9.0               | 20.7             |
| 07:15 | 24.1       | 25.7     | 25.2     | 24.6       | 23.9    | 11.9    | 7.1     | 24.7             | 9.5               | 20.4             |
| 07:30 | 26.3       | 27.4     | 27.1     | 26.6       | 26.2    | 14.8    | 8.9     | 26.7             | 11.8              | 22.5             |
| 07:45 | 27.3       | 27.8     | 28.0     | 27.9       | 27.3    | 17.7    | 11.9    | 27.7             | 14.8              | 24.0             |
| 08:00 | 28.0       | 28.5     | 28.9     | 29.0       | 28.6    | 19.9    | 14.5    | 28.6             | 17.2              | 25.4             |
| 08:15 | 25.1       | 26.1     | 26.5     | 25.9       | 26.1    | 19.4    | 13.9    | 25.9             | 16.6              | 23.3             |
| 08:30 | 24.4       | 24.9     | 25.1     | 24.8       | 25.0    | 20.8    | 15.2    | 24.9             | 18.0              | 22.9             |
| 08:45 | 23.8       | 24.0     | 24.2     | 23.7       | 24.3    | 21.7    | 17.2    | 24.0             | 19.5              | 22.7             |
| 09:00 | 24.5       | 24.5     | 24.6     | 24.4       | 24.8    | 24.6    | 19.5    | 24.5             | 22.1              | 23.8             |
| 09:15 | 21.7       | 22.0     | 21.4     | 21.4       | 22.1    | 22.4    | 17.3    | 21.7             | 19.9              | 21.2             |
| 09:30 | 21.5       | 21.7     | 21.6     | 21.5       | 22.0    | 21.0    | 17.0    | 21.6             | 19.0              | 20.9             |
| 09:45 | 21.6       | 21.4     | 21.2     | 21.1       | 21.8    | 21.8    | 17.4    | 21.4             | 19.6              | 20.9             |
| 10:00 | 22.0       | 21.8     | 21.8     | 22.0       | 22.7    | 22.3    | 19.0    | 22.1             | 20.7              | 21.7             |
| 10:15 | 20.1       | 20.4     | 20.6     | 20.2       | 20.9    | 20.7    | 18.5    | 20.5             | 19.6              | 20.2             |
| 10:30 | 20.2       | 20.3     | 20.2     | 19.7       | 20.8    | 20.2    | 18.7    | 20.2             | 19.4              | 20.0             |
| 10:45 | 20.9       | 21.0     | 20.7     | 20.4       | 21.5    | 20.6    | 19.0    | 20.9             | 19.8              | 20.6             |
| 11:00 | 22.7       | 22.6     | 22.6     | 22.7       | 23.5    | 21.6    | 19.3    | 22.8             | 20.4              | 22.1             |
| 11:15 | 22.5       | 22.3     | 22.3     | 22.0       | 23.1    | 20.2    | 18.3    | 22.4             | 19.3              | 21.5             |
| 11:30 | 22.7       | 22.5     | 22.7     | 22.4       | 23.4    | 21.4    | 18.4    | 22.7             | 19.9              | 21.9             |
| 11:45 | 24.9       | 24.5     | 24.5     | 24.5       | 25.7    | 22.3    | 19.1    | 24.8             | 20.7              | 23.6             |
| 12:00 | 29.9       | 29.2     | 29.4     | 28.8       | 29.8    | 24.0    | 20.0    | 29.4             | 22.0              | 27.3             |
| 12:15 | 28.6       | 27.7     | 28.2     | 27.5       | 28.2    | 24.7    | 20.1    | 28.1             | 22.4              | 26.5             |
| 12:30 | 28.9       | 27.9     | 28.2     | 28.2       | 28.5    | 25.1    | 20.9    | 28.4             | 23.0              | 26.8             |
| 12:45 | 27.0       | 26.4     | 26.2     | 26.4       | 26.6    | 21.9    | 17.7    | 26.5             | 19.8              | 24.6             |
| 13:00 | 25.5       | 25.1     | 24.4     | 24.9       | 24.4    | 21.7    | 16.7    | 24.8             | 19.2              | 23.3             |
| 13:15 | 22.5       | 22.4     | 21.7     | 22.2       | 22.7    | 19.3    | 15.0    | 22.3             | 17.2              | 20.8             |
| 13:30 | 20.3       | 19.6     | 20.0     | 20.0       | 20.9    | 18.8    | 14.5    | 20.2             | 16.6              | 19.2             |
| 13:45 | 20.0       | 19.4     | 19.2     | 19.1       | 20.4    | 18.8    | 14.6    | 19.6             | 16.7              | 18.8             |
| 14:00 | 19.7       | 19.2     | 18.9     | 19.3       | 20.0    | 18.6    | 14.8    | 19.4             | 16.7              | 18.6             |
| 14:15 | 17.4       | 16.9     | 17.0     | 17.4       | 17.9    | 16.1    | 13.4    | 17.3             | 14.7              | 16.6             |
| 14:30 | 17.3       | 16.2     | 16.7     | 16.7       | 17.5    | 16.1    | 13.4    | 16.9             | 14.7              | 16.3             |
| 14:45 | 17.4       | 16.7     | 16.7     | 16.7       | 18.0    | 15.9    | 13.3    | 17.1             | 14.6              | 16.4             |

## 3.2. Radionutzung nach Wochentagen: Reichweite in %

# RADIOCONTROL 2004 / Deutsche Schweiz

VIERTELSTUNDEN-REICHWEITEN in % nach Wochentagen, Radio Total

Universum: 4'310'000 Personen (15+) Stichprobe: 30'377 Personen / 208'985 Messtage

|                 | Wochentage |          |          |            |         |         |         | Montag - Freitag | Samstag - Sonntag | Montag - Sonntag |
|-----------------|------------|----------|----------|------------|---------|---------|---------|------------------|-------------------|------------------|
|                 | Montag     | Dienstag | Mittwoch | Donnerstag | Freitag | Samstag | Sonntag |                  |                   |                  |
| 15:00           | 17.9       | 17.9     | 17.4     | 17.7       | 19.0    | 16.2    | 13.6    | 18.0             | 14.9              | 17.1             |
| 15:15           | 16.7       | 16.6     | 16.6     | 16.2       | 18.0    | 15.2    | 12.8    | 16.8             | 14.0              | 16.0             |
| 15:30           | 16.5       | 16.5     | 16.5     | 15.7       | 17.9    | 15.1    | 12.6    | 16.6             | 13.9              | 15.8             |
| 15:45           | 16.9       | 16.9     | 17.1     | 16.7       | 18.5    | 16.0    | 13.2    | 17.2             | 14.6              | 16.5             |
| 16:00           | 18.2       | 18.0     | 18.0     | 17.9       | 19.5    | 16.5    | 14.4    | 18.3             | 15.4              | 17.5             |
| 16:15           | 17.0       | 17.1     | 16.9     | 16.8       | 18.0    | 15.1    | 13.6    | 17.2             | 14.4              | 16.4             |
| 16:30           | 17.9       | 17.6     | 17.9     | 17.8       | 18.3    | 15.3    | 14.1    | 17.9             | 14.7              | 17.0             |
| 16:45           | 19.3       | 19.4     | 19.7     | 19.2       | 19.5    | 16.0    | 14.9    | 19.4             | 15.4              | 18.3             |
| 17:00           | 22.4       | 22.8     | 22.7     | 22.2       | 22.4    | 18.1    | 16.7    | 22.5             | 17.4              | 21.1             |
| 17:15           | 21.1       | 21.5     | 21.5     | 21.6       | 20.6    | 16.6    | 14.9    | 21.2             | 15.7              | 19.7             |
| 17:30           | 22.0       | 22.5     | 22.0     | 21.9       | 21.3    | 16.3    | 15.5    | 21.9             | 15.9              | 20.2             |
| 17:45           | 21.9       | 21.9     | 21.6     | 21.7       | 21.3    | 16.6    | 16.0    | 21.7             | 16.3              | 20.1             |
| 18:00           | 23.2       | 22.5     | 22.8     | 23.0       | 22.4    | 18.4    | 17.8    | 22.8             | 18.1              | 21.5             |
| 18:15           | 20.5       | 20.7     | 21.0     | 21.0       | 19.9    | 15.9    | 15.8    | 20.6             | 15.8              | 19.3             |
| 18:30           | 19.8       | 19.8     | 19.6     | 19.9       | 19.0    | 14.4    | 14.5    | 19.6             | 14.4              | 18.1             |
| 18:45           | 18.4       | 18.4     | 17.8     | 18.2       | 17.6    | 13.2    | 13.0    | 18.1             | 13.1              | 16.7             |
| 19:00           | 16.1       | 15.9     | 15.6     | 15.9       | 15.6    | 12.7    | 12.6    | 15.8             | 12.7              | 14.9             |
| 19:15           | 13.1       | 12.7     | 12.8     | 13.1       | 13.4    | 10.8    | 11.3    | 13.0             | 11.0              | 12.4             |
| 19:30           | 11.0       | 11.1     | 11.0     | 11.2       | 11.3    | 8.8     | 9.1     | 11.1             | 9.0               | 10.5             |
| 19:45           | 10.1       | 9.9      | 10.4     | 9.9        | 10.2    | 7.9     | 8.6     | 10.1             | 8.2               | 9.6              |
| 20:00           | 10.6       | 10.1     | 10.4     | 9.9        | 9.9     | 8.3     | 8.7     | 10.2             | 8.5               | 9.7              |
| 20:15           | 9.3        | 8.7      | 9.1      | 8.7        | 8.8     | 6.6     | 7.2     | 8.9              | 6.9               | 8.4              |
| 20:30           | 8.4        | 7.9      | 8.5      | 8.1        | 8.2     | 6.1     | 6.7     | 8.2              | 6.4               | 7.7              |
| 20:45           | 8.2        | 7.7      | 8.0      | 8.1        | 7.7     | 6.1     | 6.6     | 7.9              | 6.4               | 7.5              |
| 21:00           | 8.8        | 7.8      | 8.2      | 8.4        | 7.5     | 6.3     | 6.6     | 8.2              | 6.4               | 7.7              |
| 21:15           | 8.2        | 6.7      | 7.6      | 7.6        | 6.6     | 5.8     | 5.7     | 7.3              | 5.8               | 6.9              |
| 21:30           | 8.2        | 6.7      | 7.6      | 7.7        | 6.3     | 5.7     | 5.6     | 7.3              | 5.6               | 6.8              |
| 21:45           | 8.2        | 7.1      | 7.8      | 7.7        | 6.8     | 5.6     | 6.3     | 7.5              | 6.0               | 7.1              |
| 22:00           | 8.2        | 7.7      | 7.8      | 7.8        | 7.1     | 6.1     | 7.4     | 7.7              | 6.7               | 7.4              |
| 22:15           | 7.0        | 6.2      | 6.5      | 6.6        | 6.3     | 5.3     | 6.5     | 6.5              | 5.9               | 6.3              |
| 22:30           | 6.3        | 5.8      | 6.0      | 6.0        | 6.4     | 5.1     | 6.2     | 6.1              | 5.6               | 6.0              |
| 22:45           | 6.2        | 5.5      | 5.9      | 5.6        | 6.2     | 5.3     | 6.4     | 5.9              | 5.9               | 5.9              |
| 23:00           | 5.9        | 5.4      | 5.8      | 5.6        | 6.0     | 5.6     | 6.1     | 5.7              | 5.9               | 5.8              |
| 23:15           | 4.6        | 4.2      | 4.6      | 4.6        | 5.2     | 4.7     | 4.5     | 4.7              | 4.6               | 4.6              |
| 23:30           | 3.8        | 3.6      | 4.0      | 4.1        | 4.6     | 4.3     | 3.5     | 4.0              | 3.9               | 4.0              |
| 23:45           | 3.2        | 2.9      | 3.4      | 3.5        | 4.3     | 3.8     | 3.0     | 3.4              | 3.4               | 3.4              |
| Tagesreichweite | 93.0       | 93.3     | 93.5     | 93.2       | 93.7    | 89.6    | 87.0    | 93.4             | 88.3              | 91.9             |
| Nutzung in Min  | 114        | 113      | 113      | 112        | 113     | 94      | 84      | 113              | 89                | 106              |

## 3.2. Radionutzung nach Wochentagen: Reichweite in %

# RADIOCONTROL 2004 / Deutsche Schweiz

VIERTELSTUNDEN-REICHWEITEN in % (Mo-So)

Universum: 4'310'000 Personen (15+) Stichprobe: 30'377 Personen / 208'985 Messtage

## 3.3. Radionutzung nach Sender: Reichweite in %

Forschungsdienst: Jahresbericht 2004

|       | Radio | SRG SSR idée suisse |      |       |      |      |       |       | and. SRG | Private CH | ARD | Ausland |            |     |
|-------|-------|---------------------|------|-------|------|------|-------|-------|----------|------------|-----|---------|------------|-----|
|       | Total | SR DRS              | DRS1 | MW531 | DRS2 | DRS3 | virus | Total |          | Total      |     | ORF     | Private dt |     |
| 05:00 | 2.1   | 1.3                 | 0.9  | 0.1   | 0.0  | 0.3  | 0.0   | 0.1   | 1.4      | 0.6        | 0.2 | 0.1     | 0.0        | 0.0 |
| 05:15 | 2.7   | 1.6                 | 1.1  | 0.1   | 0.0  | 0.4  | 0.0   | 0.1   | 1.7      | 0.8        | 0.3 | 0.1     | 0.0        | 0.1 |
| 05:30 | 3.9   | 2.4                 | 1.6  | 0.1   | 0.1  | 0.6  | 0.0   | 0.2   | 2.5      | 1.1        | 0.3 | 0.2     | 0.1        | 0.1 |
| 05:45 | 6.9   | 4.6                 | 3.2  | 0.2   | 0.2  | 1.0  | 0.0   | 0.2   | 4.7      | 1.8        | 0.5 | 0.3     | 0.1        | 0.1 |
| 06:00 | 9.5   | 6.4                 | 4.3  | 0.3   | 0.4  | 1.5  | 0.0   | 0.2   | 6.6      | 2.5        | 0.7 | 0.3     | 0.1        | 0.2 |
| 06:15 | 11.2  | 7.5                 | 4.9  | 0.3   | 0.6  | 1.8  | 0.0   | 0.2   | 7.7      | 3.0        | 0.8 | 0.3     | 0.1        | 0.2 |
| 06:30 | 14.0  | 9.2                 | 6.0  | 0.3   | 0.8  | 2.2  | 0.0   | 0.3   | 9.4      | 4.0        | 0.9 | 0.4     | 0.1        | 0.2 |
| 06:45 | 17.6  | 11.8                | 8.1  | 0.4   | 0.7  | 2.8  | 0.0   | 0.4   | 12.2     | 4.8        | 1.1 | 0.5     | 0.1        | 0.2 |
| 07:00 | 20.7  | 14.1                | 9.9  | 0.6   | 0.8  | 3.2  | 0.0   | 0.5   | 14.5     | 5.4        | 1.5 | 0.7     | 0.2        | 0.3 |
| 07:15 | 20.4  | 13.7                | 9.2  | 0.5   | 1.1  | 3.1  | 0.0   | 0.6   | 14.2     | 5.4        | 1.4 | 0.6     | 0.2        | 0.3 |
| 07:30 | 22.5  | 15.5                | 10.7 | 0.6   | 1.3  | 3.2  | 0.0   | 0.6   | 16.0     | 5.6        | 1.6 | 0.6     | 0.2        | 0.3 |
| 07:45 | 24.0  | 16.6                | 11.7 | 0.7   | 1.2  | 3.4  | 0.0   | 0.7   | 17.2     | 5.7        | 1.8 | 0.8     | 0.2        | 0.3 |
| 08:00 | 25.4  | 17.3                | 12.3 | 0.9   | 1.2  | 3.4  | 0.0   | 0.8   | 18.0     | 6.1        | 2.1 | 0.9     | 0.2        | 0.4 |
| 08:15 | 23.3  | 15.5                | 10.6 | 1.0   | 1.2  | 2.9  | 0.0   | 0.8   | 16.2     | 5.7        | 2.0 | 0.9     | 0.2        | 0.4 |
| 08:30 | 22.9  | 14.6                | 9.7  | 1.0   | 1.2  | 2.9  | 0.0   | 0.8   | 15.3     | 5.9        | 2.3 | 1.1     | 0.2        | 0.4 |
| 08:45 | 22.7  | 14.1                | 9.1  | 1.1   | 1.3  | 2.9  | 0.0   | 0.9   | 14.9     | 6.0        | 2.5 | 1.2     | 0.2        | 0.4 |
| 09:00 | 23.8  | 15.1                | 10.0 | 1.1   | 1.6  | 3.0  | 0.0   | 1.0   | 15.9     | 6.2        | 2.5 | 1.1     | 0.3        | 0.5 |
| 09:15 | 21.2  | 12.7                | 8.1  | 0.8   | 1.4  | 2.7  | 0.0   | 1.0   | 13.6     | 5.8        | 2.4 | 1.0     | 0.3        | 0.4 |
| 09:30 | 20.9  | 12.1                | 7.6  | 0.8   | 1.2  | 2.8  | 0.0   | 0.9   | 13.0     | 5.9        | 2.6 | 1.1     | 0.3        | 0.5 |
| 09:45 | 20.9  | 12.0                | 7.6  | 0.7   | 1.0  | 2.9  | 0.0   | 0.9   | 12.8     | 6.1        | 2.6 | 1.2     | 0.3        | 0.5 |
| 10:00 | 21.7  | 12.3                | 7.9  | 0.8   | 1.0  | 3.0  | 0.0   | 1.0   | 13.2     | 6.3        | 2.8 | 1.3     | 0.3        | 0.5 |
| 10:15 | 20.2  | 11.4                | 7.2  | 0.6   | 0.7  | 2.9  | 0.0   | 0.9   | 12.3     | 6.0        | 2.5 | 1.1     | 0.3        | 0.5 |
| 10:30 | 20.0  | 11.4                | 7.2  | 0.6   | 0.8  | 2.9  | 0.0   | 0.9   | 12.3     | 6.1        | 2.2 | 0.9     | 0.2        | 0.5 |
| 10:45 | 20.6  | 11.7                | 7.4  | 0.7   | 0.8  | 3.0  | 0.0   | 0.9   | 12.6     | 6.2        | 2.3 | 0.9     | 0.3        | 0.5 |
| 11:00 | 22.1  | 12.5                | 7.9  | 0.7   | 1.1  | 3.2  | 0.0   | 1.0   | 13.4     | 6.7        | 2.7 | 1.2     | 0.3        | 0.5 |
| 11:15 | 21.5  | 12.1                | 7.5  | 0.6   | 1.0  | 3.1  | 0.0   | 1.0   | 13.1     | 6.5        | 2.6 | 1.2     | 0.2        | 0.5 |
| 11:30 | 21.9  | 12.3                | 7.7  | 0.7   | 0.9  | 3.1  | 0.0   | 1.1   | 13.3     | 6.6        | 2.7 | 1.2     | 0.3        | 0.5 |
| 11:45 | 23.6  | 13.9                | 9.3  | 0.7   | 0.8  | 3.2  | 0.0   | 1.0   | 14.8     | 6.8        | 2.7 | 1.2     | 0.4        | 0.5 |
| 12:00 | 27.3  | 16.8                | 11.9 | 0.7   | 0.8  | 3.7  | 0.0   | 1.1   | 17.8     | 7.8        | 2.7 | 1.3     | 0.3        | 0.5 |
| 12:15 | 26.5  | 17.5                | 13.2 | 0.7   | 1.0  | 2.9  | 0.0   | 1.0   | 18.4     | 6.6        | 2.3 | 1.0     | 0.3        | 0.4 |
| 12:30 | 26.8  | 18.3                | 14.2 | 0.9   | 1.1  | 2.6  | 0.0   | 1.0   | 19.2     | 6.3        | 2.1 | 0.8     | 0.3        | 0.4 |
| 12:45 | 24.6  | 15.9                | 11.8 | 0.8   | 1.0  | 2.7  | 0.0   | 1.0   | 16.8     | 6.3        | 2.1 | 0.9     | 0.2        | 0.4 |
| 13:00 | 23.3  | 14.3                | 9.9  | 0.7   | 1.1  | 3.0  | 0.0   | 1.0   | 15.2     | 6.5        | 2.3 | 0.9     | 0.3        | 0.5 |
| 13:15 | 20.8  | 12.7                | 8.1  | 0.7   | 1.1  | 3.0  | 0.0   | 0.9   | 13.5     | 5.9        | 1.9 | 0.7     | 0.2        | 0.5 |
| 13:30 | 19.2  | 11.1                | 6.8  | 0.7   | 1.1  | 2.7  | 0.0   | 0.8   | 11.9     | 5.7        | 2.0 | 0.8     | 0.2        | 0.4 |
| 13:45 | 18.8  | 10.8                | 6.5  | 0.7   | 1.0  | 2.8  | 0.0   | 0.8   | 11.5     | 5.7        | 2.1 | 0.9     | 0.3        | 0.5 |
| 14:00 | 18.6  | 10.3                | 6.3  | 0.7   | 0.8  | 2.8  | 0.0   | 0.8   | 11.1     | 5.6        | 2.6 | 1.2     | 0.3        | 0.5 |
| 14:15 | 16.6  | 8.8                 | 5.0  | 0.6   | 0.7  | 2.6  | 0.0   | 0.8   | 9.6      | 5.2        | 2.3 | 1.1     | 0.3        | 0.4 |
| 14:30 | 16.3  | 8.6                 | 4.8  | 0.6   | 0.7  | 2.6  | 0.0   | 0.8   | 9.3      | 5.1        | 2.3 | 1.0     | 0.3        | 0.4 |
| 14:45 | 16.4  | 8.6                 | 4.8  | 0.6   | 0.7  | 2.6  | 0.0   | 0.8   | 9.4      | 5.2        | 2.3 | 1.0     | 0.3        | 0.5 |

# RADIOCONTROL 2004 / Deutsche Schweiz

VIERTELSTUNDEN-REICHWEITEN in % (Mo-So)

Universum: 4'310'000 Personen (15+) Stichprobe: 30'377 Personen / 208'985 Messtage

## 3.3. Radionutzung nach Sender: Reichweite in %

Forschungsdienst: Jahresbericht 2004

| Radio           | SRG SSR idée suisse |        |      |       |      |      |       |          |       | Private CH | Ausland |      |     |            |
|-----------------|---------------------|--------|------|-------|------|------|-------|----------|-------|------------|---------|------|-----|------------|
|                 | Total               | SR DRS | DRS1 | MW531 | DRS2 | DRS3 | virus | and. SRG | Total |            | Total   | ARD  | ORF | Private dt |
| 15:00           | 17.1                | 8.9    | 4.9  | 0.6   | 0.9  | 2.7  | 0.0   | 0.8      | 9.6   | 5.5        | 2.6     | 1.3  | 0.3 | 0.5        |
| 15:15           | 16.0                | 8.2    | 4.3  | 0.6   | 0.8  | 2.6  | 0.0   | 0.7      | 8.9   | 5.2        | 2.4     | 1.2  | 0.2 | 0.4        |
| 15:30           | 15.8                | 8.1    | 4.3  | 0.7   | 0.8  | 2.5  | 0.0   | 0.8      | 8.9   | 5.1        | 2.3     | 1.0  | 0.2 | 0.4        |
| 15:45           | 16.5                | 8.6    | 4.7  | 0.7   | 0.7  | 2.6  | 0.0   | 0.8      | 9.3   | 5.3        | 2.2     | 1.1  | 0.2 | 0.4        |
| 16:00           | 17.5                | 9.2    | 5.3  | 0.7   | 0.7  | 2.7  | 0.0   | 0.8      | 10.0  | 5.7        | 2.4     | 1.2  | 0.2 | 0.5        |
| 16:15           | 16.4                | 8.4    | 4.6  | 0.6   | 0.6  | 2.6  | 0.0   | 0.8      | 9.1   | 5.5        | 2.2     | 1.1  | 0.2 | 0.4        |
| 16:30           | 17.0                | 8.8    | 4.9  | 0.6   | 0.6  | 2.8  | 0.0   | 0.8      | 9.6   | 5.7        | 2.2     | 1.0  | 0.3 | 0.4        |
| 16:45           | 18.3                | 9.8    | 5.7  | 0.7   | 0.7  | 2.9  | 0.0   | 0.8      | 10.6  | 6.0        | 2.2     | 1.0  | 0.3 | 0.4        |
| 17:00           | 21.1                | 11.5   | 6.9  | 0.7   | 0.8  | 3.3  | 0.0   | 1.0      | 12.4  | 6.9        | 2.6     | 1.2  | 0.3 | 0.5        |
| 17:15           | 19.7                | 10.9   | 6.7  | 0.6   | 0.8  | 3.0  | 0.0   | 0.9      | 11.7  | 6.4        | 2.3     | 1.1  | 0.2 | 0.5        |
| 17:30           | 20.2                | 11.6   | 7.6  | 0.6   | 0.7  | 2.9  | 0.0   | 0.9      | 12.4  | 6.3        | 2.2     | 1.0  | 0.2 | 0.4        |
| 17:45           | 20.1                | 11.8   | 7.9  | 0.6   | 0.7  | 2.8  | 0.0   | 0.9      | 12.6  | 6.0        | 2.2     | 1.0  | 0.2 | 0.4        |
| 18:00           | 21.5                | 12.8   | 9.0  | 0.6   | 0.7  | 2.7  | 0.0   | 1.0      | 13.6  | 6.3        | 2.3     | 1.0  | 0.3 | 0.4        |
| 18:15           | 19.3                | 11.6   | 8.3  | 0.6   | 0.6  | 2.3  | 0.0   | 0.9      | 12.4  | 5.3        | 2.1     | 0.9  | 0.3 | 0.4        |
| 18:30           | 18.1                | 10.4   | 7.1  | 0.5   | 0.9  | 2.1  | 0.0   | 0.9      | 11.3  | 5.3        | 2.1     | 0.9  | 0.2 | 0.4        |
| 18:45           | 16.7                | 9.2    | 5.8  | 0.5   | 1.2  | 2.0  | 0.0   | 0.9      | 10.1  | 5.0        | 2.1     | 0.9  | 0.3 | 0.3        |
| 19:00           | 14.9                | 8.0    | 4.2  | 0.7   | 1.3  | 2.0  | 0.0   | 0.9      | 8.8   | 4.6        | 2.1     | 0.9  | 0.2 | 0.4        |
| 19:15           | 12.4                | 6.4    | 3.1  | 0.6   | 1.2  | 1.6  | 0.0   | 0.7      | 7.1   | 4.0        | 1.8     | 0.7  | 0.2 | 0.3        |
| 19:30           | 10.5                | 5.2    | 2.5  | 0.4   | 0.9  | 1.4  | 0.0   | 0.6      | 5.7   | 3.5        | 1.6     | 0.7  | 0.1 | 0.3        |
| 19:45           | 9.6                 | 4.5    | 2.3  | 0.2   | 0.6  | 1.3  | 0.0   | 0.6      | 5.0   | 3.4        | 1.5     | 0.7  | 0.1 | 0.3        |
| 20:00           | 9.7                 | 4.7    | 2.7  | 0.3   | 0.6  | 1.3  | 0.0   | 0.6      | 5.3   | 3.2        | 1.6     | 0.7  | 0.1 | 0.3        |
| 20:15           | 8.4                 | 3.9    | 2.2  | 0.3   | 0.5  | 1.0  | 0.0   | 0.6      | 4.5   | 2.8        | 1.3     | 0.6  | 0.1 | 0.2        |
| 20:30           | 7.7                 | 3.6    | 2.0  | 0.3   | 0.5  | 0.9  | 0.0   | 0.6      | 4.1   | 2.5        | 1.3     | 0.6  | 0.1 | 0.2        |
| 20:45           | 7.5                 | 3.5    | 2.0  | 0.3   | 0.5  | 0.9  | 0.0   | 0.5      | 4.0   | 2.4        | 1.2     | 0.6  | 0.1 | 0.2        |
| 21:00           | 7.7                 | 3.6    | 2.1  | 0.3   | 0.5  | 0.8  | 0.0   | 0.6      | 4.1   | 2.4        | 1.4     | 0.7  | 0.2 | 0.2        |
| 21:15           | 6.9                 | 3.1    | 1.8  | 0.2   | 0.4  | 0.7  | 0.0   | 0.5      | 3.6   | 2.3        | 1.2     | 0.6  | 0.2 | 0.2        |
| 21:30           | 6.8                 | 3.1    | 1.9  | 0.2   | 0.4  | 0.6  | 0.0   | 0.5      | 3.6   | 2.2        | 1.2     | 0.5  | 0.1 | 0.2        |
| 21:45           | 7.1                 | 3.5    | 2.2  | 0.3   | 0.4  | 0.7  | 0.0   | 0.5      | 4.0   | 2.1        | 1.2     | 0.5  | 0.1 | 0.2        |
| 22:00           | 7.4                 | 4.1    | 2.8  | 0.3   | 0.5  | 0.7  | 0.0   | 0.5      | 4.6   | 2.0        | 1.1     | 0.5  | 0.1 | 0.2        |
| 22:15           | 6.3                 | 3.2    | 2.0  | 0.2   | 0.4  | 0.6  | 0.0   | 0.4      | 3.6   | 1.9        | 0.9     | 0.4  | 0.1 | 0.2        |
| 22:30           | 6.0                 | 3.0    | 2.0  | 0.2   | 0.3  | 0.5  | 0.0   | 0.5      | 3.5   | 1.7        | 0.9     | 0.4  | 0.1 | 0.2        |
| 22:45           | 5.9                 | 3.0    | 2.2  | 0.2   | 0.2  | 0.5  | 0.0   | 0.5      | 3.5   | 1.7        | 0.9     | 0.4  | 0.1 | 0.1        |
| 23:00           | 5.8                 | 3.1    | 2.3  | 0.2   | 0.2  | 0.5  | 0.0   | 0.4      | 3.5   | 1.6        | 0.9     | 0.4  | 0.1 | 0.2        |
| 23:15           | 4.6                 | 2.3    | 1.7  | 0.1   | 0.2  | 0.4  | 0.0   | 0.3      | 2.7   | 1.3        | 0.7     | 0.4  | 0.1 | 0.1        |
| 23:30           | 4.0                 | 2.1    | 1.5  | 0.1   | 0.2  | 0.3  | 0.0   | 0.3      | 2.3   | 1.1        | 0.6     | 0.3  | 0.1 | 0.1        |
| 23:45           | 3.4                 | 1.8    | 1.3  | 0.1   | 0.2  | 0.3  | 0.0   | 0.3      | 2.1   | 0.9        | 0.5     | 0.3  | 0.1 | 0.1        |
| Tagesreichweite | 91.9                | 64.0   | 44.9 | 7.1   | 9.4  | 23.7 | 0.7   | 17.2     | 69.2  | 53.9       | 41.3    | 16.5 | 5.8 | 7.1        |
| Nutzung in Min. | 106                 | 65     | 43   | 4     | 5    | 14   | 0     | 4        | 70    | 28         | 9       | 4    | 1   | 2          |

# RADIOCONTROL 2004 / Deutsche Schweiz

VIERTELSTUNDEN-REICHWEITEN in Tausend (Mo-So)

Universum: 4'310'000 Personen (15+) Stichprobe: 30'377 Personen / 208'985 Messtage

## 3.4. Radionutzung nach Sender: Reichweite in Tausend

|       | Radio   | SRG SSR idée suisse |       |       |      |       |       |       | and. SRG | Total | Private CH | Total | ARD  | Ausland    |  |
|-------|---------|---------------------|-------|-------|------|-------|-------|-------|----------|-------|------------|-------|------|------------|--|
|       | Total   | SR DRS              | DRS1  | MW531 | DRS2 | DRS3  | virus | Total |          |       | ORF        |       |      | Private dt |  |
| 05:00 | 92.0    | 56.6                | 40.2  | 3.0   | 1.0  | 13.6  | 0.1   | 4.2   | 60.1     | 24.3  | 10.2       | 4.8   | 1.3  | 1.7        |  |
| 05:15 | 116.8   | 68.1                | 47.1  | 3.5   | 1.3  | 16.7  | 0.0   | 5.3   | 73.1     | 34.8  | 11.7       | 5.1   | 1.5  | 2.6        |  |
| 05:30 | 167.5   | 102.8               | 68.9  | 5.2   | 2.8  | 26.4  | 0.1   | 7.5   | 109.6    | 46.6  | 14.7       | 6.8   | 2.4  | 3.3        |  |
| 05:45 | 296.1   | 197.0               | 135.6 | 8.9   | 9.5  | 44.5  | 0.2   | 9.1   | 204.4    | 75.4  | 21.7       | 10.6  | 2.7  | 5.9        |  |
| 06:00 | 408.5   | 274.9               | 186.8 | 14.0  | 16.9 | 64.7  | 0.2   | 8.8   | 282.8    | 106.3 | 29.3       | 13.2  | 3.5  | 8.1        |  |
| 06:15 | 483.4   | 321.5               | 210.3 | 13.1  | 25.7 | 75.3  | 0.3   | 9.9   | 330.7    | 130.4 | 32.5       | 14.2  | 3.7  | 8.5        |  |
| 06:30 | 601.4   | 395.8               | 258.3 | 13.9  | 32.7 | 96.1  | 0.4   | 12.6  | 406.9    | 172.0 | 38.7       | 16.5  | 4.9  | 9.2        |  |
| 06:45 | 757.3   | 509.6               | 348.9 | 18.2  | 30.4 | 120.8 | 0.4   | 15.9  | 523.8    | 208.8 | 45.3       | 22.6  | 5.3  | 9.9        |  |
| 07:00 | 892.7   | 605.7               | 425.6 | 24.1  | 35.1 | 138.1 | 0.6   | 23.0  | 625.4    | 234.0 | 63.6       | 28.9  | 7.7  | 11.8       |  |
| 07:15 | 878.1   | 592.0               | 397.6 | 23.2  | 45.5 | 133.5 | 0.7   | 23.8  | 613.9    | 230.6 | 60.2       | 24.8  | 7.2  | 11.8       |  |
| 07:30 | 968.9   | 667.5               | 461.0 | 25.4  | 55.9 | 138.3 | 0.7   | 27.3  | 691.5    | 240.1 | 67.0       | 27.4  | 6.7  | 12.4       |  |
| 07:45 | 1'035.1 | 717.4               | 502.9 | 32.0  | 49.6 | 146.3 | 1.0   | 28.2  | 742.5    | 246.0 | 78.2       | 33.5  | 7.9  | 14.1       |  |
| 08:00 | 1'092.9 | 746.0               | 528.1 | 40.7  | 53.2 | 147.7 | 0.7   | 34.8  | 776.5    | 262.8 | 89.0       | 39.8  | 9.7  | 16.9       |  |
| 08:15 | 1'003.7 | 668.2               | 455.7 | 41.6  | 52.6 | 126.1 | 0.8   | 32.6  | 697.4    | 247.5 | 87.3       | 39.4  | 7.0  | 16.4       |  |
| 08:30 | 987.5   | 628.0               | 415.9 | 43.0  | 51.8 | 125.3 | 1.1   | 36.4  | 660.7    | 253.6 | 100.5      | 48.1  | 8.6  | 18.2       |  |
| 08:45 | 979.1   | 609.1               | 390.0 | 46.1  | 56.3 | 126.7 | 0.9   | 36.6  | 642.7    | 257.4 | 106.5      | 51.4  | 10.3 | 18.7       |  |
| 09:00 | 1'027.4 | 649.3               | 430.4 | 45.5  | 69.6 | 129.0 | 0.8   | 42.2  | 686.4    | 265.7 | 109.0      | 49.3  | 12.4 | 20.5       |  |
| 09:15 | 913.0   | 549.2               | 347.6 | 35.4  | 59.7 | 115.0 | 1.1   | 40.9  | 587.3    | 248.5 | 101.6      | 44.4  | 11.9 | 18.4       |  |
| 09:30 | 900.4   | 522.4               | 329.4 | 32.3  | 51.6 | 119.5 | 1.0   | 40.6  | 559.9    | 255.9 | 110.0      | 47.9  | 12.3 | 19.6       |  |
| 09:45 | 900.4   | 515.0               | 326.5 | 31.7  | 41.5 | 124.5 | 0.9   | 38.6  | 551.4    | 261.9 | 112.2      | 49.5  | 11.9 | 20.0       |  |
| 10:00 | 933.7   | 531.5               | 341.2 | 32.5  | 42.7 | 130.8 | 0.7   | 42.7  | 570.3    | 271.5 | 121.5      | 56.0  | 12.1 | 22.1       |  |
| 10:15 | 871.7   | 491.1               | 310.8 | 27.7  | 32.1 | 124.4 | 1.0   | 39.5  | 528.3    | 258.5 | 107.1      | 47.2  | 10.9 | 20.4       |  |
| 10:30 | 862.0   | 490.8               | 311.6 | 27.1  | 32.4 | 122.9 | 1.3   | 40.2  | 528.2    | 261.1 | 94.0       | 38.1  | 10.5 | 20.5       |  |
| 10:45 | 886.6   | 505.6               | 319.9 | 29.2  | 34.6 | 127.6 | 0.9   | 38.5  | 541.8    | 268.9 | 97.4       | 40.7  | 10.8 | 20.8       |  |
| 11:00 | 953.7   | 539.2               | 338.5 | 30.8  | 48.0 | 136.4 | 0.8   | 43.5  | 578.9    | 287.9 | 115.2      | 51.6  | 11.1 | 22.6       |  |
| 11:15 | 928.5   | 521.2               | 321.1 | 27.2  | 44.7 | 134.8 | 1.0   | 43.7  | 562.4    | 281.1 | 110.6      | 50.7  | 10.3 | 21.0       |  |
| 11:30 | 945.0   | 529.9               | 332.7 | 28.9  | 38.3 | 135.0 | 1.1   | 47.4  | 574.4    | 282.8 | 114.7      | 50.5  | 13.1 | 21.8       |  |
| 11:45 | 1'019.0 | 599.4               | 401.2 | 29.7  | 36.2 | 139.0 | 1.3   | 43.5  | 639.4    | 294.9 | 115.3      | 53.0  | 17.4 | 20.4       |  |
| 12:00 | 1'177.1 | 725.0               | 513.1 | 31.6  | 35.2 | 157.3 | 1.1   | 48.8  | 768.8    | 335.8 | 114.8      | 54.5  | 14.5 | 20.5       |  |
| 12:15 | 1'140.6 | 756.1               | 567.8 | 30.9  | 44.9 | 123.0 | 1.2   | 41.5  | 792.1    | 284.0 | 98.4       | 44.3  | 11.9 | 17.9       |  |
| 12:30 | 1'156.6 | 787.2               | 610.1 | 36.4  | 45.3 | 113.1 | 1.1   | 45.0  | 825.3    | 271.6 | 90.7       | 36.0  | 13.3 | 18.3       |  |
| 12:45 | 1'060.7 | 687.2               | 508.1 | 32.5  | 42.9 | 114.3 | 1.1   | 43.2  | 725.6    | 269.9 | 91.9       | 40.3  | 10.3 | 18.6       |  |
| 13:00 | 1'002.1 | 617.0               | 427.5 | 29.8  | 48.6 | 128.1 | 1.2   | 42.5  | 654.9    | 279.6 | 97.1       | 40.3  | 10.7 | 20.1       |  |
| 13:15 | 898.5   | 545.6               | 349.3 | 28.0  | 48.9 | 128.2 | 1.7   | 39.3  | 582.0    | 255.7 | 83.7       | 30.5  | 9.5  | 19.6       |  |
| 13:30 | 825.7   | 480.2               | 294.2 | 28.1  | 47.6 | 114.6 | 1.6   | 36.3  | 514.5    | 245.6 | 85.4       | 32.9  | 10.3 | 18.9       |  |
| 13:45 | 809.6   | 463.5               | 278.9 | 28.3  | 42.5 | 119.1 | 1.7   | 33.4  | 494.9    | 245.1 | 91.2       | 37.4  | 10.8 | 19.2       |  |
| 14:00 | 802.9   | 444.4               | 270.6 | 30.1  | 35.2 | 120.6 | 1.6   | 34.8  | 476.4    | 243.1 | 109.9      | 51.0  | 13.3 | 20.5       |  |
| 14:15 | 715.2   | 380.7               | 217.3 | 24.9  | 30.3 | 111.3 | 1.6   | 33.6  | 412.5    | 223.8 | 97.5       | 45.3  | 11.5 | 17.0       |  |
| 14:30 | 701.2   | 368.9               | 207.3 | 25.0  | 29.3 | 109.9 | 1.7   | 34.5  | 401.2    | 221.7 | 98.2       | 43.2  | 13.0 | 19.1       |  |
| 14:45 | 706.9   | 371.8               | 205.4 | 25.3  | 30.8 | 113.8 | 1.6   | 32.9  | 402.9    | 225.6 | 97.3       | 43.6  | 12.7 | 19.4       |  |

# RADIOCONTROL 2004 / Deutsche Schweiz

VIERTELSTUNDEN-REICHWEITEN in Tausend (Mo-So)

Universum: 4'310'000 Personen (15+) Stichprobe: 30'377 Personen / 208'985 Messtage

## 3.4. Radionutzung nach Sender: Reichweite in Tausend

|                        | Radio          | SRG SSR idée suisse |                |              |              |                |             |              | Total          | Private CH     | Total          | Ausland      |              |              |
|------------------------|----------------|---------------------|----------------|--------------|--------------|----------------|-------------|--------------|----------------|----------------|----------------|--------------|--------------|--------------|
|                        | Total          | SR DRS              | DRS1           | MW531        | DRS2         | DRS3           | virus       | and. SRG     |                | Total          |                | ARD          | ORF          | Private dt   |
| 15:00                  | 737.0          | 383.4               | 212.7          | 27.7         | 38.4         | 115.0          | 1.5         | 32.7         | 414.0          | 236.0          | 111.5          | 55.3         | 10.7         | 21.0         |
| 15:15                  | 690.9          | 352.9               | 184.2          | 27.7         | 34.0         | 110.4          | 1.8         | 30.7         | 381.9          | 223.4          | 103.5          | 53.2         | 8.3          | 18.0         |
| 15:30                  | 682.4          | 350.6               | 185.1          | 28.6         | 32.8         | 107.0          | 1.8         | 32.7         | 381.4          | 221.3          | 97.7           | 44.2         | 8.6          | 17.8         |
| 15:45                  | 710.1          | 372.0               | 203.3          | 30.0         | 31.1         | 111.9          | 1.6         | 32.7         | 402.7          | 229.6          | 96.7           | 45.4         | 8.6          | 17.6         |
| 16:00                  | 754.7          | 396.8               | 230.1          | 30.5         | 31.1         | 117.8          | 1.4         | 35.4         | 429.5          | 247.6          | 102.2          | 50.9         | 8.9          | 19.5         |
| 16:15                  | 705.4          | 361.4               | 199.8          | 26.8         | 25.7         | 112.0          | 1.2         | 32.9         | 392.0          | 237.4          | 96.4           | 48.1         | 8.1          | 17.4         |
| 16:30                  | 732.7          | 380.8               | 209.9          | 26.6         | 27.6         | 120.4          | 1.5         | 35.0         | 413.8          | 246.9          | 93.4           | 40.9         | 10.9         | 17.8         |
| 16:45                  | 787.5          | 423.6               | 246.8          | 28.9         | 27.9         | 124.3          | 1.4         | 34.8         | 456.2          | 259.0          | 96.4           | 43.6         | 11.7         | 18.3         |
| 17:00                  | 907.4          | 497.4               | 297.2          | 31.5         | 35.4         | 144.0          | 1.6         | 41.3         | 534.6          | 296.0          | 110.9          | 50.5         | 13.1         | 21.4         |
| 17:15                  | 848.3          | 468.3               | 287.0          | 26.4         | 33.9         | 128.1          | 1.2         | 38.9         | 504.6          | 273.6          | 98.2           | 45.3         | 9.6          | 19.5         |
| 17:30                  | 871.5          | 499.4               | 326.2          | 25.3         | 30.2         | 124.8          | 1.4         | 38.4         | 534.6          | 271.5          | 94.0           | 44.2         | 8.1          | 18.5         |
| 17:45                  | 867.7          | 510.0               | 339.0          | 26.3         | 29.4         | 121.8          | 1.4         | 37.0         | 544.0          | 259.3          | 93.1           | 44.0         | 8.1          | 17.8         |
| 18:00                  | 924.6          | 549.4               | 389.0          | 27.7         | 27.8         | 114.5          | 1.1         | 41.5         | 586.9          | 269.3          | 99.8           | 44.9         | 11.4         | 18.3         |
| 18:15                  | 830.4          | 499.1               | 355.9          | 24.0         | 26.0         | 98.3           | 0.9         | 37.5         | 534.0          | 229.6          | 91.5           | 39.0         | 11.0         | 15.4         |
| 18:30                  | 781.9          | 447.8               | 305.2          | 23.1         | 36.9         | 90.9           | 1.1         | 40.3         | 485.5          | 229.5          | 92.0           | 40.1         | 10.3         | 15.3         |
| 18:45                  | 718.2          | 396.6               | 248.5          | 22.4         | 49.8         | 87.4           | 1.1         | 39.7         | 433.2          | 216.3          | 92.4           | 39.9         | 11.3         | 14.8         |
| 19:00                  | 643.7          | 343.9               | 182.7          | 30.5         | 56.3         | 84.7           | 1.4         | 37.4         | 378.8          | 198.1          | 89.9           | 39.3         | 9.7          | 15.8         |
| 19:15                  | 536.4          | 275.0               | 132.0          | 27.2         | 51.2         | 68.6           | 1.2         | 31.8         | 305.2          | 170.5          | 75.9           | 29.8         | 10.3         | 12.9         |
| 19:30                  | 452.9          | 223.4               | 108.3          | 17.6         | 39.9         | 61.7           | 1.3         | 25.5         | 247.5          | 152.5          | 67.5           | 28.6         | 6.2          | 11.6         |
| 19:45                  | 412.6          | 192.9               | 100.9          | 10.1         | 27.7         | 56.3           | 1.3         | 24.2         | 215.8          | 145.3          | 64.9           | 28.2         | 5.0          | 11.5         |
| 20:00                  | 418.0          | 204.0               | 116.5          | 12.1         | 25.8         | 57.1           | 1.1         | 25.9         | 228.1          | 137.0          | 68.8           | 30.4         | 5.0          | 12.1         |
| 20:15                  | 360.0          | 168.5               | 93.1           | 11.1         | 21.4         | 44.0           | 1.1         | 24.6         | 191.6          | 121.8          | 57.3           | 26.2         | 4.0          | 9.7          |
| 20:30                  | 332.5          | 154.4               | 86.0           | 10.7         | 20.7         | 38.5           | 1.0         | 24.2         | 177.4          | 109.3          | 54.0           | 23.9         | 4.0          | 9.4          |
| 20:45                  | 322.2          | 152.1               | 85.8           | 11.2         | 19.8         | 36.9           | 1.0         | 22.0         | 172.9          | 104.3          | 53.5           | 23.9         | 5.1          | 9.4          |
| 21:00                  | 330.1          | 154.3               | 91.4           | 11.4         | 20.3         | 35.1           | 0.9         | 24.2         | 176.8          | 103.9          | 60.1           | 28.2         | 6.4          | 9.9          |
| 21:15                  | 296.5          | 132.9               | 77.7           | 10.1         | 17.8         | 28.2           | 0.9         | 22.0         | 154.0          | 97.5           | 52.6           | 24.0         | 6.4          | 8.7          |
| 21:30                  | 293.9          | 134.8               | 79.7           | 10.3         | 18.2         | 27.5           | 1.0         | 22.1         | 155.9          | 94.1           | 51.1           | 22.6         | 6.0          | 8.5          |
| 21:45                  | 304.8          | 151.9               | 96.3           | 10.9         | 18.2         | 28.5           | 0.7         | 20.6         | 171.3          | 91.4           | 50.3           | 22.7         | 5.6          | 8.6          |
| 22:00                  | 320.6          | 177.1               | 120.4          | 11.4         | 19.7         | 32.0           | 1.0         | 20.8         | 196.0          | 87.9           | 46.6           | 21.4         | 5.3          | 8.3          |
| 22:15                  | 272.8          | 138.7               | 86.9           | 10.3         | 17.8         | 25.0           | 1.0         | 18.5         | 156.3          | 82.4           | 40.7           | 16.5         | 4.8          | 7.8          |
| 22:30                  | 257.3          | 130.2               | 84.4           | 9.9          | 14.9         | 21.9           | 0.8         | 21.5         | 150.3          | 74.3           | 38.5           | 16.3         | 4.3          | 6.8          |
| 22:45                  | 253.7          | 131.1               | 93.0           | 9.6          | 9.8          | 19.8           | 0.7         | 19.8         | 150.1          | 72.4           | 37.2           | 16.4         | 4.1          | 5.9          |
| 23:00                  | 248.5          | 133.4               | 100.0          | 6.7          | 9.7          | 20.1           | 0.5         | 17.1         | 149.3          | 68.3           | 37.1           | 18.0         | 3.5          | 6.3          |
| 23:15                  | 199.5          | 100.9               | 73.0           | 2.2          | 8.9          | 17.7           | 0.4         | 13.8         | 114.1          | 57.4           | 32.1           | 16.3         | 2.5          | 5.3          |
| 23:30                  | 171.9          | 88.6                | 64.5           | 2.2          | 7.7          | 14.4           | 0.5         | 11.7         | 99.9           | 47.8           | 27.7           | 13.9         | 2.7          | 4.0          |
| 23:45                  | 147.7          | 77.9                | 57.3           | 2.4          | 6.7          | 12.0           | 0.4         | 10.7         | 88.4           | 39.6           | 22.5           | 12.3         | 2.1          | 3.6          |
| <b>Tagesreichweite</b> | <b>3'961.7</b> | <b>2'757.4</b>      | <b>1'935.2</b> | <b>304.1</b> | <b>404.9</b> | <b>1'022.6</b> | <b>30.2</b> | <b>742.7</b> | <b>2'981.4</b> | <b>2'322.8</b> | <b>1'777.9</b> | <b>710.0</b> | <b>250.9</b> | <b>306.9</b> |
| <b>Nutzung in Min.</b> | <b>106</b>     | <b>65</b>           | <b>43</b>      | <b>4</b>     | <b>5</b>     | <b>14</b>      | <b>0</b>    | <b>4</b>     | <b>70</b>      | <b>28</b>      | <b>9</b>       | <b>4</b>     | <b>1</b>     | <b>2</b>     |

# RADIOCONTROL 2004 / Deutsche Schweiz

VIERTELSTUNDEN-MARKTANTEILE in % (Mo-So)

Universum: 4'310'000 Personen (15+) Stichprobe: 30'377 Personen / 208'985 Messtage

|       | Radio | SRG SSR idée suisse |      |       |      |      |       |          |      | Total | Private CH | Total | Ausland |            |  |
|-------|-------|---------------------|------|-------|------|------|-------|----------|------|-------|------------|-------|---------|------------|--|
|       |       | SR DRS              | DRS1 | MW531 | DRS2 | DRS3 | virus | and. SRG | ARD  |       |            |       | ORF     | Private dt |  |
| 05:00 | 100.0 | 62.0                | 43.9 | 3.0   | 1.1  | 13.9 | 0.1   | 4.6      | 66.5 | 24.8  | 8.7        | 4.7   | 1.3     | 1.8        |  |
| 05:15 | 100.0 | 60.2                | 42.2 | 2.6   | 1.3  | 14.1 | 0.1   | 4.4      | 64.6 | 26.8  | 8.5        | 4.4   | 1.3     | 1.9        |  |
| 05:30 | 100.0 | 62.9                | 42.7 | 3.2   | 1.8  | 15.1 | 0.1   | 4.1      | 67.0 | 25.9  | 7.1        | 3.7   | 1.1     | 1.8        |  |
| 05:45 | 100.0 | 66.4                | 46.6 | 3.2   | 2.9  | 13.7 | 0.1   | 3.2      | 69.6 | 23.6  | 6.8        | 3.7   | 0.9     | 1.9        |  |
| 06:00 | 100.0 | 70.8                | 49.1 | 3.2   | 4.3  | 14.2 | 0.1   | 1.7      | 72.5 | 22.2  | 5.2        | 2.6   | 0.8     | 1.5        |  |
| 06:15 | 100.0 | 68.9                | 46.6 | 2.9   | 5.4  | 14.0 | 0.1   | 1.9      | 70.8 | 23.8  | 5.4        | 2.6   | 0.7     | 1.6        |  |
| 06:30 | 100.0 | 68.9                | 45.8 | 2.6   | 6.1  | 14.3 | 0.1   | 2.0      | 70.9 | 24.1  | 5.0        | 2.5   | 0.7     | 1.3        |  |
| 06:45 | 100.0 | 69.2                | 48.2 | 2.4   | 4.4  | 14.1 | 0.1   | 1.9      | 71.2 | 24.2  | 4.7        | 2.5   | 0.6     | 1.2        |  |
| 07:00 | 100.0 | 71.8                | 51.8 | 2.9   | 3.8  | 13.2 | 0.1   | 2.1      | 73.9 | 21.4  | 4.7        | 2.4   | 0.6     | 1.0        |  |
| 07:15 | 100.0 | 70.2                | 49.1 | 2.8   | 5.0  | 13.1 | 0.1   | 2.6      | 72.7 | 22.5  | 4.9        | 2.5   | 0.7     | 1.1        |  |
| 07:30 | 100.0 | 72.4                | 51.6 | 2.8   | 5.7  | 12.2 | 0.1   | 2.5      | 74.8 | 20.6  | 4.6        | 2.3   | 0.5     | 1.1        |  |
| 07:45 | 100.0 | 72.1                | 51.3 | 3.0   | 5.0  | 12.9 | 0.1   | 2.4      | 74.5 | 20.5  | 4.9        | 2.4   | 0.5     | 1.2        |  |
| 08:00 | 100.0 | 72.5                | 51.9 | 3.7   | 4.9  | 12.0 | 0.0   | 2.4      | 74.9 | 20.0  | 5.1        | 2.6   | 0.5     | 1.2        |  |
| 08:15 | 100.0 | 70.3                | 49.0 | 4.2   | 5.5  | 11.5 | 0.1   | 2.6      | 72.9 | 21.3  | 5.9        | 3.1   | 0.5     | 1.4        |  |
| 08:30 | 100.0 | 67.3                | 44.9 | 4.5   | 5.8  | 12.2 | 0.1   | 3.0      | 70.3 | 22.8  | 6.9        | 3.7   | 0.7     | 1.6        |  |
| 08:45 | 100.0 | 65.3                | 41.9 | 5.0   | 6.1  | 12.3 | 0.1   | 3.1      | 68.4 | 23.7  | 7.8        | 4.3   | 0.7     | 1.8        |  |
| 09:00 | 100.0 | 66.7                | 43.6 | 4.4   | 6.7  | 12.0 | 0.1   | 3.2      | 69.8 | 22.9  | 7.3        | 3.8   | 0.7     | 1.7        |  |
| 09:15 | 100.0 | 63.5                | 39.8 | 4.0   | 7.2  | 12.4 | 0.1   | 3.7      | 67.1 | 24.6  | 8.3        | 4.4   | 0.8     | 1.9        |  |
| 09:30 | 100.0 | 61.0                | 38.5 | 3.8   | 5.6  | 13.1 | 0.1   | 3.9      | 64.9 | 26.3  | 8.8        | 4.6   | 0.8     | 2.0        |  |
| 09:45 | 100.0 | 59.7                | 37.5 | 3.7   | 4.7  | 13.6 | 0.1   | 3.8      | 63.5 | 27.1  | 9.4        | 5.0   | 0.9     | 2.1        |  |
| 10:00 | 100.0 | 60.1                | 38.4 | 3.5   | 4.4  | 13.7 | 0.1   | 3.9      | 64.0 | 27.1  | 8.9        | 4.5   | 0.9     | 2.1        |  |
| 10:15 | 100.0 | 60.0                | 38.7 | 3.3   | 3.8  | 14.1 | 0.1   | 3.9      | 63.9 | 27.6  | 8.5        | 4.1   | 0.9     | 2.2        |  |
| 10:30 | 100.0 | 60.4                | 39.2 | 3.4   | 3.8  | 14.0 | 0.1   | 3.9      | 64.3 | 27.8  | 7.9        | 3.6   | 0.9     | 2.2        |  |
| 10:45 | 100.0 | 60.2                | 38.7 | 3.4   | 4.0  | 14.1 | 0.1   | 3.8      | 64.0 | 28.1  | 7.9        | 3.7   | 0.9     | 2.1        |  |
| 11:00 | 100.0 | 58.9                | 36.8 | 3.4   | 4.6  | 14.1 | 0.1   | 3.8      | 62.7 | 28.0  | 9.3        | 4.9   | 0.9     | 2.1        |  |
| 11:15 | 100.0 | 58.4                | 35.7 | 3.2   | 4.5  | 14.9 | 0.1   | 4.0      | 62.4 | 28.2  | 9.3        | 5.0   | 0.9     | 2.1        |  |
| 11:30 | 100.0 | 58.8                | 37.0 | 3.2   | 4.0  | 14.4 | 0.1   | 4.1      | 62.9 | 28.1  | 9.1        | 4.7   | 1.0     | 2.0        |  |
| 11:45 | 100.0 | 61.4                | 41.1 | 3.0   | 3.7  | 13.5 | 0.1   | 3.7      | 65.1 | 26.5  | 8.4        | 4.4   | 1.1     | 1.8        |  |
| 12:00 | 100.0 | 65.7                | 47.6 | 2.6   | 2.7  | 12.6 | 0.1   | 3.2      | 68.9 | 24.4  | 6.7        | 3.5   | 0.8     | 1.5        |  |
| 12:15 | 100.0 | 69.5                | 52.8 | 2.7   | 3.8  | 10.1 | 0.1   | 3.0      | 72.5 | 21.5  | 6.0        | 3.1   | 0.7     | 1.3        |  |
| 12:30 | 100.0 | 72.7                | 56.5 | 3.2   | 4.2  | 8.7  | 0.1   | 3.0      | 75.7 | 19.4  | 4.9        | 2.2   | 0.6     | 1.3        |  |
| 12:45 | 100.0 | 69.0                | 51.1 | 3.2   | 4.7  | 9.9  | 0.1   | 3.4      | 72.4 | 21.9  | 5.8        | 2.7   | 0.6     | 1.5        |  |
| 13:00 | 100.0 | 65.8                | 46.0 | 3.0   | 5.0  | 11.7 | 0.1   | 3.2      | 69.1 | 24.4  | 6.5        | 2.9   | 0.7     | 1.8        |  |
| 13:15 | 100.0 | 64.3                | 41.9 | 3.4   | 5.8  | 13.1 | 0.2   | 3.5      | 67.8 | 25.5  | 6.7        | 2.9   | 0.8     | 1.9        |  |
| 13:30 | 100.0 | 61.8                | 38.0 | 3.8   | 6.4  | 13.3 | 0.2   | 3.6      | 65.4 | 27.2  | 7.4        | 3.4   | 0.9     | 2.1        |  |
| 13:45 | 100.0 | 60.1                | 36.1 | 4.0   | 5.6  | 14.2 | 0.2   | 3.6      | 63.7 | 28.3  | 8.1        | 3.8   | 0.9     | 2.2        |  |
| 14:00 | 100.0 | 58.3                | 34.8 | 3.9   | 4.7  | 14.8 | 0.2   | 3.6      | 61.9 | 28.2  | 9.9        | 5.2   | 1.0     | 2.3        |  |
| 14:15 | 100.0 | 56.5                | 32.3 | 3.9   | 4.5  | 15.6 | 0.2   | 3.9      | 60.4 | 29.3  | 10.3       | 5.6   | 1.1     | 2.3        |  |
| 14:30 | 100.0 | 55.9                | 31.5 | 4.0   | 4.5  | 15.7 | 0.2   | 4.2      | 60.0 | 29.7  | 10.3       | 5.3   | 1.2     | 2.4        |  |
| 14:45 | 100.0 | 54.9                | 30.1 | 4.1   | 4.6  | 15.9 | 0.2   | 4.2      | 59.1 | 30.2  | 10.7       | 5.6   | 1.2     | 2.5        |  |

## 3.5. Radionutzung nach Sender: Marktanteile in %

# RADIOCONTROL 2004 / Deutsche Schweiz

VIERTELSTUNDEN-MARKTANTEILE in % (Mo-So)

Universum: 4'310'000 Personen (15+) Stichprobe: 30'377 Personen / 208'985 Messtage

## 3.5. Radionutzung nach Sender: Marktanteile in %

Forschungsdienst: Jahresbericht 2004

|                       | Radio<br>Total | SRG SSR idée suisse |      |       |      |      |       |     | and. SRG | Total | Private CH<br>Total | Total | Ausland |            |  |
|-----------------------|----------------|---------------------|------|-------|------|------|-------|-----|----------|-------|---------------------|-------|---------|------------|--|
|                       |                | SR DRS              | DRS1 | MW531 | DRS2 | DRS3 | virus | ARD |          |       |                     |       | ORF     | Private dt |  |
| 15:00                 | 100.0          | 54.9                | 30.1 | 4.3   | 4.9  | 15.3 | 0.2   | 3.9 | 58.8     | 30.0  | 11.2                | 6.1   | 1.1     | 2.5        |  |
| 15:15                 | 100.0          | 53.9                | 28.4 | 4.6   | 4.9  | 15.8 | 0.2   | 4.2 | 58.1     | 30.6  | 11.4                | 6.4   | 1.0     | 2.5        |  |
| 15:30                 | 100.0          | 54.0                | 28.6 | 4.9   | 4.9  | 15.4 | 0.2   | 4.5 | 58.5     | 30.6  | 10.9                | 5.7   | 1.0     | 2.5        |  |
| 15:45                 | 100.0          | 54.5                | 29.3 | 5.2   | 4.5  | 15.3 | 0.2   | 4.3 | 58.8     | 30.5  | 10.7                | 5.8   | 1.0     | 2.4        |  |
| 16:00                 | 100.0          | 54.8                | 31.1 | 4.5   | 3.9  | 15.0 | 0.2   | 4.1 | 58.9     | 30.8  | 10.3                | 5.6   | 1.0     | 2.3        |  |
| 16:15                 | 100.0          | 53.7                | 29.8 | 4.3   | 3.8  | 15.6 | 0.2   | 4.4 | 58.0     | 31.8  | 10.2                | 5.5   | 1.0     | 2.2        |  |
| 16:30                 | 100.0          | 54.6                | 30.2 | 4.2   | 3.7  | 16.4 | 0.2   | 4.5 | 59.0     | 31.5  | 9.5                 | 4.6   | 1.1     | 2.3        |  |
| 16:45                 | 100.0          | 56.2                | 32.8 | 4.1   | 3.5  | 15.6 | 0.2   | 4.2 | 60.4     | 30.7  | 8.9                 | 4.5   | 1.0     | 2.2        |  |
| 17:00                 | 100.0          | 58.0                | 34.5 | 3.7   | 3.8  | 15.8 | 0.1   | 3.8 | 61.8     | 29.9  | 8.3                 | 4.3   | 0.9     | 1.9        |  |
| 17:15                 | 100.0          | 57.3                | 35.0 | 3.6   | 3.9  | 14.7 | 0.1   | 4.1 | 61.4     | 30.1  | 8.4                 | 4.5   | 0.8     | 2.0        |  |
| 17:30                 | 100.0          | 60.9                | 40.8 | 3.2   | 3.3  | 13.6 | 0.1   | 3.8 | 64.8     | 27.7  | 7.5                 | 3.9   | 0.6     | 1.9        |  |
| 17:45                 | 100.0          | 61.4                | 40.8 | 3.2   | 3.6  | 13.7 | 0.1   | 3.7 | 65.2     | 27.5  | 7.3                 | 3.8   | 0.6     | 1.7        |  |
| 18:00                 | 100.0          | 64.3                | 46.8 | 3.0   | 3.0  | 11.5 | 0.1   | 3.6 | 67.9     | 25.1  | 7.0                 | 3.7   | 0.7     | 1.5        |  |
| 18:15                 | 100.0          | 64.9                | 47.5 | 3.3   | 3.1  | 11.0 | 0.1   | 3.7 | 68.6     | 24.1  | 7.2                 | 3.6   | 0.7     | 1.6        |  |
| 18:30                 | 100.0          | 61.3                | 42.2 | 3.3   | 4.5  | 11.1 | 0.1   | 4.3 | 65.6     | 26.2  | 8.2                 | 4.3   | 0.7     | 1.7        |  |
| 18:45                 | 100.0          | 58.7                | 36.6 | 3.3   | 6.9  | 11.8 | 0.1   | 4.8 | 63.5     | 27.5  | 9.0                 | 4.6   | 0.9     | 1.9        |  |
| 19:00                 | 100.0          | 57.6                | 28.8 | 5.0   | 10.8 | 12.8 | 0.2   | 5.0 | 62.5     | 27.7  | 9.7                 | 4.9   | 0.9     | 2.1        |  |
| 19:15                 | 100.0          | 55.8                | 25.9 | 5.3   | 11.7 | 12.6 | 0.2   | 5.3 | 61.0     | 28.9  | 10.1                | 4.9   | 1.0     | 2.3        |  |
| 19:30                 | 100.0          | 51.8                | 23.7 | 3.9   | 9.8  | 14.1 | 0.2   | 5.2 | 57.0     | 32.0  | 11.1                | 5.4   | 0.9     | 2.6        |  |
| 19:45                 | 100.0          | 48.8                | 24.7 | 2.7   | 7.3  | 13.8 | 0.3   | 5.5 | 54.4     | 33.7  | 11.9                | 5.8   | 1.0     | 2.8        |  |
| 20:00                 | 100.0          | 51.6                | 28.5 | 3.1   | 5.9  | 13.8 | 0.2   | 5.5 | 57.1     | 31.0  | 11.9                | 6.0   | 0.9     | 2.7        |  |
| 20:15                 | 100.0          | 50.5                | 28.2 | 3.6   | 6.2  | 12.3 | 0.3   | 6.1 | 56.7     | 31.2  | 12.2                | 6.3   | 0.9     | 2.8        |  |
| 20:30                 | 100.0          | 50.1                | 28.0 | 3.6   | 6.6  | 11.6 | 0.3   | 6.5 | 56.6     | 31.0  | 12.4                | 6.4   | 1.0     | 2.8        |  |
| 20:45                 | 100.0          | 50.6                | 28.5 | 3.8   | 6.4  | 11.7 | 0.3   | 6.5 | 57.0     | 30.3  | 12.7                | 6.6   | 1.1     | 2.8        |  |
| 21:00                 | 100.0          | 50.2                | 29.0 | 4.0   | 6.2  | 10.7 | 0.3   | 6.6 | 56.8     | 29.9  | 13.3                | 7.0   | 1.2     | 2.8        |  |
| 21:15                 | 100.0          | 49.2                | 28.4 | 4.3   | 6.4  | 9.8  | 0.3   | 6.9 | 56.1     | 30.8  | 13.1                | 6.8   | 1.5     | 2.7        |  |
| 21:30                 | 100.0          | 49.7                | 29.1 | 4.4   | 6.6  | 9.4  | 0.3   | 7.0 | 56.7     | 30.3  | 13.1                | 6.7   | 1.3     | 2.9        |  |
| 21:45                 | 100.0          | 52.2                | 32.5 | 4.2   | 6.1  | 9.2  | 0.2   | 6.4 | 58.6     | 28.9  | 12.5                | 6.3   | 1.1     | 2.9        |  |
| 22:00                 | 100.0          | 59.1                | 39.1 | 4.3   | 5.9  | 9.5  | 0.3   | 5.9 | 64.9     | 24.9  | 10.2                | 5.3   | 1.0     | 2.3        |  |
| 22:15                 | 100.0          | 54.2                | 34.2 | 5.0   | 6.3  | 8.5  | 0.3   | 6.8 | 61.0     | 28.2  | 10.8                | 5.1   | 1.2     | 2.7        |  |
| 22:30                 | 100.0          | 54.2                | 35.5 | 4.9   | 5.4  | 8.1  | 0.3   | 7.6 | 61.8     | 27.0  | 11.2                | 5.7   | 1.1     | 2.5        |  |
| 22:45                 | 100.0          | 54.9                | 38.3 | 4.8   | 3.9  | 7.7  | 0.2   | 7.1 | 61.9     | 27.1  | 11.0                | 5.8   | 1.2     | 2.2        |  |
| 23:00                 | 100.0          | 57.0                | 42.7 | 2.6   | 3.8  | 7.7  | 0.2   | 5.8 | 62.7     | 26.5  | 10.8                | 6.1   | 0.9     | 2.2        |  |
| 23:15                 | 100.0          | 54.5                | 40.3 | 1.4   | 4.4  | 8.2  | 0.2   | 6.4 | 60.8     | 27.0  | 12.1                | 7.4   | 0.9     | 2.3        |  |
| 23:30                 | 100.0          | 54.7                | 40.9 | 1.4   | 4.3  | 7.9  | 0.3   | 6.5 | 61.2     | 26.1  | 12.7                | 7.9   | 1.1     | 2.1        |  |
| 23:45                 | 100.0          | 56.3                | 42.1 | 1.7   | 4.6  | 7.7  | 0.3   | 6.6 | 62.8     | 24.5  | 12.7                | 8.2   | 1.1     | 2.2        |  |
| Tages-<br>marktanteil | 100.0          | 61.6                | 40.1 | 3.5   | 4.8  | 13.0 | 0.1   | 3.9 | 65.5     | 26.3  | 8.2                 | 4.2   | 0.8     | 1.9        |  |

# RADIOCONTROL 2004 / Deutsche Schweiz

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

Universum: 4'310'000 Personen (15+) Stichprobe: 30'377 Personen / 208'985 Messtage

## 3.6. Radionutzung nach Soziodemografie: Reichweite in %

|       | Total<br>Personen | Geschlecht |        | Alter   |         |         |      | Abgeschlossene Ausbildung |               |             |               |
|-------|-------------------|------------|--------|---------|---------|---------|------|---------------------------|---------------|-------------|---------------|
|       |                   | Männer     | Frauen | 15 - 24 | 25 - 44 | 45 - 64 | 65 + | keine/andere              | oblig. Schule | Berufslehre | höhere Ausb.* |
| 05:00 | 2.1               | 2.5        | 1.8    | 1.4     | 1.7     | 2.6     | 2.7  | 3.2                       | 2.2           | 2.3         | 1.5           |
| 05:15 | 2.7               | 3.3        | 2.2    | 1.9     | 2.3     | 3.4     | 2.8  | 3.8                       | 2.7           | 3.0         | 1.9           |
| 05:30 | 3.9               | 4.6        | 3.2    | 2.7     | 3.3     | 5.2     | 3.9  | 5.0                       | 3.9           | 4.3         | 2.8           |
| 05:45 | 6.9               | 7.9        | 5.9    | 4.3     | 5.5     | 9.5     | 6.9  | 7.4                       | 5.9           | 7.5         | 5.9           |
| 06:00 | 9.5               | 10.7       | 8.4    | 6.5     | 8.0     | 12.7    | 9.0  | 10.0                      | 8.1           | 10.2        | 8.4           |
| 06:15 | 11.2              | 12.5       | 10.0   | 8.1     | 9.9     | 14.5    | 10.4 | 11.5                      | 9.9           | 11.9        | 10.4          |
| 06:30 | 14.0              | 15.4       | 12.6   | 10.2    | 12.3    | 17.5    | 14.0 | 13.7                      | 12.1          | 14.8        | 13.3          |
| 06:45 | 17.6              | 19.2       | 16.0   | 12.2    | 14.8    | 21.4    | 20.9 | 17.0                      | 15.2          | 18.6        | 16.9          |
| 07:00 | 20.7              | 22.2       | 19.4   | 13.8    | 17.0    | 25.0    | 26.3 | 19.7                      | 17.6          | 21.7        | 20.4          |
| 07:15 | 20.4              | 21.1       | 19.7   | 12.6    | 16.4    | 24.3    | 27.9 | 20.0                      | 17.4          | 21.5        | 19.7          |
| 07:30 | 22.5              | 22.6       | 22.4   | 12.5    | 17.3    | 26.4    | 34.5 | 22.5                      | 19.2          | 23.9        | 21.2          |
| 07:45 | 24.0              | 24.0       | 24.1   | 12.8    | 17.6    | 27.6    | 40.5 | 23.6                      | 20.8          | 25.6        | 22.4          |
| 08:00 | 25.4              | 25.0       | 25.7   | 12.8    | 18.7    | 28.8    | 43.6 | 24.6                      | 22.0          | 27.2        | 23.5          |
| 08:15 | 23.3              | 22.6       | 24.0   | 11.3    | 17.1    | 26.7    | 40.3 | 23.2                      | 20.3          | 25.2        | 21.0          |
| 08:30 | 22.9              | 22.1       | 23.7   | 11.0    | 16.9    | 26.6    | 39.0 | 22.5                      | 20.1          | 25.0        | 20.2          |
| 08:45 | 22.7              | 21.8       | 23.5   | 10.9    | 17.0    | 26.4    | 38.1 | 22.1                      | 19.7          | 24.7        | 20.3          |
| 09:00 | 23.8              | 22.9       | 24.8   | 11.4    | 17.6    | 27.7    | 40.3 | 23.4                      | 20.6          | 25.8        | 21.5          |
| 09:15 | 21.2              | 20.5       | 21.9   | 10.5    | 15.8    | 24.6    | 35.3 | 20.9                      | 18.3          | 23.1        | 18.7          |
| 09:30 | 20.9              | 20.4       | 21.4   | 10.9    | 16.1    | 24.3    | 33.1 | 20.7                      | 18.3          | 22.9        | 18.1          |
| 09:45 | 20.9              | 20.6       | 21.2   | 10.9    | 16.6    | 24.2    | 32.3 | 20.6                      | 18.1          | 22.9        | 18.2          |
| 10:00 | 21.7              | 21.1       | 22.2   | 11.5    | 17.4    | 25.1    | 32.8 | 21.6                      | 18.6          | 23.6        | 19.2          |
| 10:15 | 20.2              | 19.8       | 20.6   | 11.0    | 16.6    | 23.8    | 29.1 | 19.7                      | 17.5          | 22.2        | 17.6          |
| 10:30 | 20.0              | 19.4       | 20.6   | 11.1    | 16.4    | 23.3    | 29.0 | 19.7                      | 17.5          | 21.8        | 17.5          |
| 10:45 | 20.6              | 20.1       | 21.0   | 11.3    | 16.9    | 24.1    | 29.7 | 20.4                      | 18.0          | 22.4        | 18.2          |
| 11:00 | 22.1              | 21.4       | 22.8   | 12.3    | 18.4    | 25.6    | 31.9 | 21.7                      | 19.2          | 24.0        | 19.8          |
| 11:15 | 21.5              | 20.4       | 22.6   | 12.0    | 18.1    | 24.7    | 31.0 | 21.4                      | 19.0          | 23.4        | 19.0          |
| 11:30 | 21.9              | 20.9       | 22.9   | 12.1    | 18.3    | 25.2    | 31.8 | 21.4                      | 19.1          | 24.0        | 19.3          |
| 11:45 | 23.6              | 22.7       | 24.5   | 13.2    | 19.0    | 27.1    | 35.8 | 23.1                      | 20.5          | 25.7        | 21.2          |
| 12:00 | 27.3              | 26.5       | 28.0   | 15.5    | 21.3    | 31.5    | 42.1 | 26.1                      | 23.8          | 29.6        | 24.7          |
| 12:15 | 26.5              | 25.6       | 27.3   | 14.0    | 18.8    | 31.2    | 44.5 | 26.5                      | 22.6          | 28.3        | 24.6          |
| 12:30 | 26.8              | 26.0       | 27.6   | 13.9    | 18.9    | 31.9    | 45.3 | 26.5                      | 22.9          | 28.5        | 25.4          |
| 12:45 | 24.6              | 24.2       | 25.0   | 13.8    | 18.3    | 29.2    | 38.5 | 23.7                      | 20.5          | 26.4        | 23.2          |
| 13:00 | 23.3              | 23.2       | 23.3   | 14.1    | 18.5    | 27.4    | 33.1 | 22.6                      | 19.5          | 25.0        | 21.8          |
| 13:15 | 20.8              | 20.8       | 20.9   | 12.9    | 17.2    | 24.4    | 28.6 | 20.2                      | 17.5          | 22.5        | 19.3          |
| 13:30 | 19.2              | 19.2       | 19.1   | 12.2    | 16.1    | 22.2    | 25.8 | 19.2                      | 16.4          | 20.8        | 17.2          |
| 13:45 | 18.8              | 19.2       | 18.4   | 12.1    | 16.0    | 21.8    | 24.7 | 18.9                      | 16.1          | 20.3        | 17.0          |
| 14:00 | 18.6              | 19.3       | 18.0   | 12.0    | 16.1    | 21.6    | 24.0 | 18.7                      | 16.0          | 20.2        | 16.7          |
| 14:15 | 16.6              | 17.1       | 16.1   | 11.2    | 14.5    | 19.3    | 20.7 | 16.6                      | 14.5          | 18.0        | 14.8          |
| 14:30 | 16.3              | 17.1       | 15.5   | 10.9    | 14.4    | 18.8    | 20.1 | 16.6                      | 13.9          | 17.8        | 14.3          |
| 14:45 | 16.4              | 17.2       | 15.6   | 11.1    | 14.5    | 19.0    | 20.2 | 16.4                      | 14.2          | 17.8        | 14.5          |

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

# RADIOCONTROL 2004 / Deutsche Schweiz

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

Universum: 4'310'000 Personen (15+) Stichprobe: 30'377 Personen / 208'985 Messtage

## 3.6. Radionutzung nach Soziodemografie: Reichweite in %

|                 | Total<br>Personen | Geschlecht |        | Alter   |         |         |      | Abgeschlossene Ausbildung |               |             |               |
|-----------------|-------------------|------------|--------|---------|---------|---------|------|---------------------------|---------------|-------------|---------------|
|                 |                   | Männer     | Frauen | 15 - 24 | 25 - 44 | 45 - 64 | 65 + | keine/andere              | oblig. Schule | Berufslehre | höhere Ausb.* |
| 15:00           | 17.1              | 18.1       | 16.1   | 11.7    | 15.2    | 19.8    | 20.7 | 17.5                      | 14.8          | 18.5        | 15.3          |
| 15:15           | 16.0              | 17.0       | 15.1   | 11.2    | 14.3    | 18.6    | 19.1 | 16.2                      | 14.0          | 17.4        | 14.2          |
| 15:30           | 15.8              | 16.8       | 15.0   | 11.0    | 14.0    | 18.4    | 19.1 | 15.5                      | 14.0          | 17.1        | 14.2          |
| 15:45           | 16.5              | 17.7       | 15.3   | 11.1    | 14.4    | 19.2    | 20.2 | 16.5                      | 14.1          | 17.8        | 14.9          |
| 16:00           | 17.5              | 18.7       | 16.4   | 11.9    | 15.3    | 20.5    | 21.4 | 17.3                      | 15.0          | 18.9        | 15.9          |
| 16:15           | 16.4              | 17.5       | 15.3   | 11.4    | 14.8    | 19.0    | 18.9 | 16.2                      | 14.1          | 17.7        | 14.8          |
| 16:30           | 17.0              | 18.3       | 15.8   | 12.0    | 15.7    | 19.6    | 19.1 | 17.0                      | 14.6          | 18.3        | 15.5          |
| 16:45           | 18.3              | 19.7       | 17.0   | 12.9    | 16.4    | 21.1    | 21.5 | 18.4                      | 15.8          | 19.6        | 16.7          |
| 17:00           | 21.1              | 22.5       | 19.7   | 14.4    | 19.0    | 24.3    | 24.9 | 20.2                      | 18.1          | 22.6        | 19.6          |
| 17:15           | 19.7              | 21.1       | 18.4   | 13.2    | 17.8    | 22.6    | 23.7 | 19.1                      | 16.9          | 21.1        | 18.4          |
| 17:30           | 20.2              | 21.4       | 19.2   | 13.1    | 17.7    | 23.4    | 25.6 | 19.1                      | 17.6          | 21.6        | 19.2          |
| 17:45           | 20.1              | 21.2       | 19.1   | 12.7    | 17.2    | 23.2    | 26.9 | 19.3                      | 17.0          | 21.2        | 19.8          |
| 18:00           | 21.5              | 22.4       | 20.5   | 13.5    | 18.0    | 25.0    | 28.9 | 20.5                      | 17.6          | 22.4        | 21.9          |
| 18:15           | 19.3              | 20.2       | 18.4   | 12.4    | 15.8    | 22.7    | 26.1 | 19.1                      | 16.0          | 19.9        | 19.8          |
| 18:30           | 18.1              | 19.0       | 17.4   | 12.1    | 15.2    | 21.1    | 23.9 | 18.5                      | 15.1          | 18.7        | 18.7          |
| 18:45           | 16.7              | 17.3       | 16.0   | 11.8    | 14.0    | 19.4    | 21.3 | 16.9                      | 14.3          | 17.0        | 17.3          |
| 19:00           | 14.9              | 15.6       | 14.4   | 11.2    | 13.1    | 17.1    | 17.8 | 15.3                      | 13.2          | 15.0        | 15.6          |
| 19:15           | 12.4              | 13.0       | 11.9   | 10.0    | 11.2    | 14.1    | 14.0 | 13.3                      | 11.3          | 12.4        | 12.9          |
| 19:30           | 10.5              | 11.0       | 10.0   | 9.6     | 10.0    | 11.7    | 10.1 | 11.4                      | 10.1          | 10.4        | 10.8          |
| 19:45           | 9.6               | 10.2       | 9.0    | 9.0     | 9.2     | 10.5    | 9.1  | 10.6                      | 9.2           | 9.4         | 10.0          |
| 20:00           | 9.7               | 10.5       | 9.0    | 8.7     | 8.9     | 10.9    | 9.9  | 10.2                      | 9.3           | 9.6         | 10.1          |
| 20:15           | 8.4               | 9.2        | 7.6    | 7.6     | 7.6     | 9.5     | 8.6  | 8.8                       | 7.9           | 8.2         | 8.8           |
| 20:30           | 7.7               | 8.4        | 7.1    | 6.8     | 6.9     | 8.8     | 8.2  | 8.3                       | 7.4           | 7.5         | 8.2           |
| 20:45           | 7.5               | 8.2        | 6.8    | 6.4     | 6.5     | 8.5     | 8.5  | 7.8                       | 7.1           | 7.3         | 8.0           |
| 21:00           | 7.7               | 8.3        | 7.1    | 6.6     | 6.6     | 8.7     | 8.9  | 8.1                       | 7.4           | 7.5         | 8.2           |
| 21:15           | 6.9               | 7.5        | 6.3    | 6.3     | 5.8     | 7.8     | 7.8  | 7.1                       | 7.1           | 6.7         | 7.3           |
| 21:30           | 6.8               | 7.3        | 6.3    | 6.0     | 5.6     | 7.8     | 8.2  | 7.2                       | 6.8           | 6.6         | 7.2           |
| 21:45           | 7.1               | 7.5        | 6.7    | 6.1     | 5.5     | 7.9     | 9.6  | 7.1                       | 7.2           | 6.9         | 7.5           |
| 22:00           | 7.4               | 8.0        | 7.0    | 6.4     | 5.8     | 8.3     | 10.4 | 7.7                       | 7.5           | 7.2         | 7.9           |
| 22:15           | 6.3               | 6.6        | 6.1    | 5.6     | 5.1     | 7.0     | 8.4  | 6.6                       | 6.4           | 6.2         | 6.5           |
| 22:30           | 6.0               | 6.3        | 5.7    | 5.3     | 4.7     | 6.7     | 7.9  | 6.1                       | 6.2           | 5.9         | 6.1           |
| 22:45           | 5.9               | 6.3        | 5.5    | 5.0     | 4.5     | 6.6     | 8.1  | 6.1                       | 5.8           | 5.8         | 6.1           |
| 23:00           | 5.8               | 6.2        | 5.4    | 5.0     | 4.5     | 6.3     | 8.1  | 6.3                       | 5.5           | 5.7         | 6.0           |
| 23:15           | 4.6               | 5.0        | 4.2    | 4.2     | 3.6     | 5.2     | 6.1  | 4.9                       | 4.4           | 4.6         | 4.7           |
| 23:30           | 4.0               | 4.4        | 3.6    | 3.6     | 3.0     | 4.5     | 5.3  | 4.3                       | 3.8           | 3.9         | 4.2           |
| 23:45           | 3.4               | 3.8        | 3.0    | 2.9     | 2.5     | 3.9     | 4.9  | 3.5                       | 3.3           | 3.4         | 3.6           |
| Tagesreichweite | 91.9              | 91.6       | 92.2   | 83.6    | 90.4    | 94.8    | 96.6 | 90.9                      | 87.7          | 93.1        | 92.0          |
| Nutzung in Min. | 106               | 110        | 103    | 65      | 80      | 124     | 164  | 109                       | 95            | 112         | 99            |

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

# RADIOCONTROL 2004 / Deutsche Schweiz

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

Universum: 4'310'000 Personen (15+) Stichprobe: 30'377 Personen / 208'985 Messtage

## 3.7. Radionutzung nach Soziodemografie: Reichweite in Tausend

|       | Total<br>Personen | Geschlecht |        | Alter   |         |         |       | Abgeschlossene Ausbildung |               |             |               |
|-------|-------------------|------------|--------|---------|---------|---------|-------|---------------------------|---------------|-------------|---------------|
|       |                   | Männer     | Frauen | 15 - 24 | 25 - 44 | 45 - 64 | 65 +  | keine/andere              | oblig. Schule | Berufslehre | höhere Ausb.* |
| 05:00 | 92.0              | 52.2       | 39.8   | 9.0     | 26.5    | 36.5    | 20.0  | 9.3                       | 13.0          | 54.2        | 15.6          |
| 05:15 | 116.8             | 68.4       | 48.4   | 11.9    | 36.4    | 47.8    | 20.7  | 11.1                      | 15.9          | 70.0        | 19.8          |
| 05:30 | 167.5             | 95.6       | 71.9   | 16.8    | 50.6    | 71.8    | 28.3  | 14.5                      | 23.3          | 100.1       | 29.5          |
| 05:45 | 296.1             | 163.9      | 132.2  | 26.8    | 85.9    | 133.2   | 50.2  | 21.6                      | 35.1          | 176.6       | 62.8          |
| 06:00 | 408.5             | 222.5      | 186.1  | 40.9    | 124.4   | 177.6   | 65.7  | 29.1                      | 48.4          | 241.0       | 90.1          |
| 06:15 | 483.4             | 260.6      | 222.8  | 50.4    | 154.2   | 202.6   | 76.1  | 33.2                      | 58.6          | 280.6       | 111.1         |
| 06:30 | 601.4             | 321.8      | 279.6  | 63.5    | 191.7   | 243.7   | 102.4 | 39.9                      | 72.0          | 347.4       | 142.1         |
| 06:45 | 757.3             | 400.5      | 356.8  | 76.3    | 229.9   | 298.5   | 152.6 | 49.3                      | 89.9          | 436.8       | 181.3         |
| 07:00 | 892.7             | 462.0      | 430.7  | 86.5    | 265.0   | 349.1   | 192.2 | 57.1                      | 104.5         | 512.0       | 219.1         |
| 07:15 | 878.1             | 440.5      | 437.7  | 79.1    | 254.9   | 339.8   | 204.3 | 57.4                      | 103.0         | 506.9       | 210.8         |
| 07:30 | 968.9             | 470.8      | 498.1  | 78.3    | 268.9   | 369.1   | 252.6 | 64.5                      | 113.5         | 563.7       | 227.2         |
| 07:45 | 1'035.1           | 499.6      | 535.5  | 79.8    | 273.5   | 385.6   | 296.4 | 68.0                      | 123.6         | 603.6       | 239.9         |
| 08:00 | 1'092.9           | 522.1      | 570.8  | 80.2    | 291.1   | 402.5   | 319.2 | 70.8                      | 130.6         | 640.6       | 250.9         |
| 08:15 | 1'003.7           | 470.8      | 532.9  | 70.9    | 266.2   | 372.3   | 294.4 | 66.7                      | 120.2         | 593.1       | 223.7         |
| 08:30 | 987.5             | 461.0      | 526.4  | 68.9    | 262.3   | 371.2   | 285.1 | 64.7                      | 119.2         | 587.5       | 216.0         |
| 08:45 | 979.1             | 455.6      | 523.5  | 68.2    | 263.6   | 369.0   | 278.4 | 64.2                      | 117.1         | 581.8       | 216.0         |
| 09:00 | 1'027.4           | 476.7      | 550.7  | 71.0    | 274.1   | 387.2   | 295.0 | 67.6                      | 122.3         | 608.2       | 229.3         |
| 09:15 | 913.0             | 426.6      | 486.4  | 65.6    | 246.0   | 343.3   | 258.2 | 60.4                      | 109.3         | 544.4       | 199.0         |
| 09:30 | 900.4             | 424.7      | 475.7  | 68.3    | 250.4   | 339.6   | 242.1 | 60.1                      | 108.7         | 539.2       | 192.4         |
| 09:45 | 900.4             | 428.9      | 471.5  | 68.3    | 258.1   | 337.8   | 236.2 | 59.3                      | 107.5         | 539.5       | 194.2         |
| 10:00 | 933.7             | 440.6      | 493.1  | 72.1    | 271.1   | 350.6   | 239.9 | 62.0                      | 110.4         | 556.3       | 205.0         |
| 10:15 | 871.7             | 414.0      | 457.8  | 68.6    | 257.7   | 332.1   | 213.4 | 57.0                      | 104.0         | 522.8       | 187.9         |
| 10:30 | 862.0             | 404.5      | 457.5  | 69.7    | 254.6   | 325.6   | 212.2 | 56.9                      | 104.2         | 514.3       | 186.6         |
| 10:45 | 886.6             | 420.0      | 466.6  | 70.9    | 262.2   | 335.9   | 217.6 | 59.1                      | 107.0         | 526.7       | 193.9         |
| 11:00 | 953.7             | 446.5      | 507.2  | 77.0    | 286.3   | 357.1   | 233.3 | 62.8                      | 114.0         | 565.6       | 211.3         |
| 11:15 | 928.5             | 426.5      | 502.0  | 74.9    | 281.5   | 345.2   | 227.0 | 62.1                      | 112.6         | 551.1       | 202.7         |
| 11:30 | 945.0             | 435.7      | 509.3  | 75.5    | 285.1   | 351.5   | 232.8 | 62.0                      | 113.1         | 563.7       | 206.1         |
| 11:45 | 1'019.0           | 473.3      | 545.8  | 82.5    | 295.6   | 378.8   | 262.2 | 66.8                      | 121.6         | 604.6       | 226.1         |
| 12:00 | 1'177.1           | 553.5      | 623.6  | 96.8    | 331.8   | 440.4   | 308.2 | 75.6                      | 141.4         | 696.5       | 263.6         |
| 12:15 | 1'140.6           | 533.4      | 607.2  | 87.5    | 292.4   | 435.4   | 325.3 | 76.5                      | 134.2         | 666.8       | 263.1         |
| 12:30 | 1'156.6           | 542.0      | 614.7  | 87.1    | 293.3   | 445.0   | 331.2 | 76.9                      | 135.9         | 672.1       | 271.8         |
| 12:45 | 1'060.7           | 505.4      | 555.3  | 86.5    | 284.7   | 408.0   | 281.5 | 69.2                      | 121.8         | 621.9       | 247.8         |
| 13:00 | 1'002.1           | 483.4      | 518.7  | 88.1    | 288.4   | 383.1   | 242.5 | 65.5                      | 115.9         | 587.9       | 232.8         |
| 13:15 | 898.5             | 433.4      | 465.1  | 80.4    | 268.2   | 341.0   | 208.9 | 58.6                      | 103.7         | 530.0       | 206.2         |
| 13:30 | 825.7             | 399.9      | 425.7  | 76.2    | 250.1   | 310.3   | 189.0 | 55.4                      | 97.4          | 489.2       | 183.8         |
| 13:45 | 809.6             | 400.6      | 409.0  | 75.7    | 249.2   | 303.9   | 180.9 | 54.9                      | 95.8          | 477.7       | 181.3         |
| 14:00 | 802.9             | 402.9      | 400.0  | 75.2    | 250.2   | 301.8   | 175.8 | 54.3                      | 95.4          | 475.4       | 177.9         |
| 14:15 | 715.2             | 357.6      | 357.7  | 69.7    | 224.9   | 269.0   | 151.6 | 47.6                      | 85.8          | 424.0       | 157.8         |
| 14:30 | 701.2             | 355.9      | 345.3  | 68.0    | 223.4   | 262.9   | 146.9 | 48.0                      | 82.5          | 417.7       | 152.9         |
| 14:45 | 706.9             | 359.7      | 347.1  | 69.2    | 225.1   | 265.2   | 147.3 | 47.5                      | 84.3          | 419.9       | 155.1         |

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

# RADIOCONTROL 2004 / Deutsche Schweiz

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

Universum: 4'310'000 Personen (15+) Stichprobe: 30'377 Personen / 208'985 Messtage

## 3.7. Radionutzung nach Soziodemografie: Reichweite in Tausend

|                 | Total<br>Personen | Geschlecht |         | Alter   |         |         |       | Abgeschlossene Ausbildung |               |             |               |
|-----------------|-------------------|------------|---------|---------|---------|---------|-------|---------------------------|---------------|-------------|---------------|
|                 |                   | Männer     | Frauen  | 15 - 24 | 25 - 44 | 45 - 64 | 65 +  | keine/andere              | oblig. Schule | Berufslehre | höhere Ausb.* |
| 15:00           | 737.0             | 378.3      | 358.7   | 72.9    | 236.8   | 276.4   | 150.9 | 50.4                      | 87.8          | 435.2       | 163.7         |
| 15:15           | 690.9             | 354.3      | 336.6   | 69.7    | 222.5   | 259.1   | 139.6 | 47.0                      | 83.3          | 408.9       | 151.8         |
| 15:30           | 682.4             | 349.6      | 332.8   | 68.6    | 217.4   | 256.7   | 139.7 | 45.0                      | 82.7          | 403.3       | 151.4         |
| 15:45           | 710.1             | 369.2      | 340.9   | 69.5    | 224.6   | 268.0   | 147.9 | 47.6                      | 83.4          | 419.5       | 159.5         |
| 16:00           | 754.7             | 390.2      | 364.5   | 74.5    | 237.3   | 286.6   | 156.3 | 50.1                      | 89.2          | 445.8       | 169.6         |
| 16:15           | 705.4             | 365.8      | 339.6   | 71.2    | 230.5   | 265.4   | 138.3 | 47.1                      | 83.8          | 416.5       | 158.1         |
| 16:30           | 732.7             | 382.4      | 350.3   | 75.2    | 243.5   | 274.3   | 139.7 | 49.1                      | 86.6          | 431.0       | 166.0         |
| 16:45           | 787.5             | 409.8      | 377.7   | 80.4    | 254.9   | 294.7   | 157.6 | 52.9                      | 93.6          | 462.5       | 178.5         |
| 17:00           | 907.4             | 469.7      | 437.8   | 89.8    | 295.9   | 339.7   | 182.2 | 58.7                      | 107.2         | 532.1       | 209.4         |
| 17:15           | 848.3             | 439.9      | 408.4   | 82.4    | 276.8   | 315.5   | 173.6 | 54.8                      | 100.2         | 497.2       | 196.1         |
| 17:30           | 871.5             | 445.4      | 426.1   | 82.0    | 274.7   | 327.6   | 187.3 | 55.0                      | 104.2         | 508.0       | 204.4         |
| 17:45           | 867.7             | 442.5      | 425.1   | 79.1    | 267.9   | 323.7   | 196.9 | 56.0                      | 100.6         | 500.0       | 211.1         |
| 18:00           | 924.6             | 467.7      | 456.8   | 84.4    | 280.2   | 349.1   | 211.0 | 59.7                      | 104.7         | 526.7       | 233.5         |
| 18:15           | 830.4             | 421.7      | 408.7   | 77.4    | 245.3   | 317.1   | 190.5 | 55.1                      | 94.6          | 468.9       | 211.7         |
| 18:30           | 781.9             | 396.1      | 385.8   | 75.4    | 236.9   | 294.5   | 175.2 | 53.3                      | 89.5          | 439.6       | 199.5         |
| 18:45           | 718.2             | 361.6      | 356.6   | 73.5    | 217.7   | 271.1   | 155.9 | 49.1                      | 85.2          | 399.6       | 184.4         |
| 19:00           | 643.7             | 324.4      | 319.3   | 70.3    | 203.9   | 239.2   | 130.3 | 44.4                      | 78.5          | 354.3       | 166.5         |
| 19:15           | 536.4             | 270.9      | 265.4   | 62.7    | 174.2   | 197.4   | 102.1 | 38.4                      | 67.3          | 293.1       | 137.6         |
| 19:30           | 452.9             | 229.6      | 223.3   | 60.1    | 155.5   | 163.7   | 73.7  | 32.9                      | 59.9          | 244.6       | 115.5         |
| 19:45           | 412.6             | 212.9      | 199.7   | 56.0    | 143.1   | 146.6   | 66.9  | 30.3                      | 54.7          | 221.5       | 106.1         |
| 20:00           | 418.0             | 218.5      | 199.5   | 54.7    | 138.6   | 152.5   | 72.3  | 29.3                      | 55.5          | 225.8       | 107.4         |
| 20:15           | 360.0             | 191.6      | 168.5   | 47.4    | 117.6   | 132.1   | 63.1  | 25.5                      | 46.7          | 193.5       | 94.3          |
| 20:30           | 332.5             | 174.8      | 157.7   | 42.6    | 107.4   | 122.3   | 60.2  | 24.0                      | 43.7          | 177.3       | 87.5          |
| 20:45           | 322.2             | 171.2      | 151.0   | 39.8    | 101.8   | 118.5   | 62.1  | 22.7                      | 42.5          | 171.4       | 85.6          |
| 21:00           | 330.1             | 173.3      | 156.8   | 41.1    | 102.8   | 121.3   | 65.0  | 23.3                      | 44.1          | 175.6       | 87.1          |
| 21:15           | 296.5             | 155.5      | 141.0   | 39.3    | 90.1    | 109.6   | 57.4  | 20.5                      | 41.9          | 156.6       | 77.5          |
| 21:30           | 293.9             | 153.1      | 140.9   | 37.7    | 87.6    | 108.3   | 60.4  | 20.7                      | 40.6          | 155.9       | 76.9          |
| 21:45           | 304.8             | 156.7      | 148.1   | 38.3    | 85.9    | 110.5   | 70.2  | 20.4                      | 42.6          | 162.2       | 79.7          |
| 22:00           | 320.6             | 166.0      | 154.7   | 39.7    | 89.5    | 115.3   | 76.1  | 22.2                      | 44.7          | 169.2       | 84.6          |
| 22:15           | 272.8             | 138.0      | 134.8   | 34.8    | 79.1    | 97.7    | 61.3  | 19.1                      | 38.1          | 146.5       | 69.1          |
| 22:30           | 257.3             | 130.3      | 127.0   | 32.9    | 72.4    | 93.8    | 58.2  | 17.9                      | 36.6          | 138.2       | 64.7          |
| 22:45           | 253.7             | 130.5      | 123.2   | 31.4    | 70.2    | 92.5    | 59.7  | 17.6                      | 33.9          | 136.9       | 65.4          |
| 23:00           | 248.5             | 129.1      | 119.4   | 31.0    | 70.2    | 88.1    | 59.2  | 18.3                      | 32.1          | 134.2       | 63.9          |
| 23:15           | 199.5             | 105.2      | 94.3    | 26.5    | 56.7    | 71.8    | 44.6  | 14.4                      | 25.8          | 108.9       | 50.5          |
| 23:30           | 171.9             | 92.2       | 79.7    | 22.6    | 47.3    | 62.9    | 39.0  | 12.3                      | 22.5          | 91.9        | 45.2          |
| 23:45           | 147.7             | 80.1       | 67.6    | 18.1    | 39.5    | 53.8    | 36.3  | 10.0                      | 19.1          | 80.3        | 38.2          |
| Tagesreichweite | 3'961.7           | 1'911.2    | 2'050.4 | 523.1   | 1'406.5 | 1'325.5 | 706.6 | 264.6                     | 520.2         | 2'191.4     | 985.5         |
| Nutzung in Min. | 106               | 110        | 103     | 65      | 80      | 124     | 164   | 109                       | 95            | 112         | 99            |

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

# RADIOCONTROL 2004 / Deutsche Schweiz

PUBLIKUMSANTEILE in % (Mo-So), Radio Total

Universum: 4'310'000 Personen (15+) Stichprobe: 30'377 Personen / 208'985 Messtage

## 3.8. Radionutzung nach Soziodemografie: Publikumsanteile in %

|       | Total<br>Personen | Geschlecht |        | Alter   |         |         |      | Abgeschlossene Ausbildung |               |             |               |
|-------|-------------------|------------|--------|---------|---------|---------|------|---------------------------|---------------|-------------|---------------|
|       |                   | Männer     | Frauen | 15 - 24 | 25 - 44 | 45 - 64 | 65 + | keine/andere              | oblig. Schule | Berufslehre | höhere Ausb.* |
| 05:00 | 100               | 56         | 44     | 10      | 28      | 39      | 22   | 10                        | 14            | 59          | 17            |
| 05:15 | 100               | 58         | 42     | 10      | 30      | 41      | 19   | 10                        | 14            | 59          | 17            |
| 05:30 | 100               | 56         | 44     | 10      | 29      | 42      | 18   | 9                         | 14            | 60          | 17            |
| 05:45 | 100               | 54         | 46     | 9       | 28      | 44      | 19   | 7                         | 12            | 60          | 21            |
| 06:00 | 100               | 53         | 47     | 10      | 29      | 43      | 19   | 7                         | 12            | 59          | 21            |
| 06:15 | 100               | 53         | 47     | 10      | 30      | 42      | 18   | 7                         | 12            | 59          | 22            |
| 06:30 | 100               | 52         | 48     | 10      | 30      | 40      | 20   | 7                         | 12            | 58          | 23            |
| 06:45 | 100               | 52         | 48     | 9       | 28      | 39      | 24   | 7                         | 12            | 58          | 23            |
| 07:00 | 100               | 51         | 49     | 9       | 27      | 39      | 25   | 7                         | 12            | 58          | 24            |
| 07:15 | 100               | 49         | 51     | 8       | 27      | 39      | 26   | 7                         | 12            | 58          | 23            |
| 07:30 | 100               | 48         | 52     | 8       | 26      | 38      | 28   | 7                         | 12            | 58          | 23            |
| 07:45 | 100               | 48         | 52     | 7       | 25      | 38      | 30   | 7                         | 12            | 58          | 23            |
| 08:00 | 100               | 47         | 53     | 7       | 26      | 37      | 30   | 7                         | 12            | 59          | 23            |
| 08:15 | 100               | 47         | 53     | 7       | 26      | 37      | 30   | 7                         | 12            | 59          | 22            |
| 08:30 | 100               | 47         | 53     | 7       | 26      | 38      | 29   | 7                         | 12            | 59          | 22            |
| 08:45 | 100               | 46         | 54     | 7       | 27      | 38      | 29   | 7                         | 12            | 59          | 22            |
| 09:00 | 100               | 46         | 54     | 7       | 26      | 38      | 29   | 7                         | 12            | 59          | 22            |
| 09:15 | 100               | 47         | 53     | 7       | 27      | 38      | 28   | 7                         | 12            | 60          | 22            |
| 09:30 | 100               | 47         | 53     | 8       | 28      | 38      | 27   | 7                         | 12            | 60          | 21            |
| 09:45 | 100               | 48         | 52     | 8       | 29      | 38      | 26   | 7                         | 12            | 60          | 22            |
| 10:00 | 100               | 47         | 53     | 8       | 29      | 38      | 26   | 7                         | 12            | 60          | 22            |
| 10:15 | 100               | 47         | 53     | 8       | 29      | 38      | 25   | 7                         | 12            | 60          | 22            |
| 10:30 | 100               | 47         | 53     | 8       | 29      | 38      | 25   | 7                         | 12            | 60          | 22            |
| 10:45 | 100               | 47         | 53     | 8       | 30      | 38      | 25   | 7                         | 12            | 59          | 22            |
| 11:00 | 100               | 47         | 53     | 8       | 30      | 37      | 24   | 7                         | 12            | 59          | 22            |
| 11:15 | 100               | 46         | 54     | 8       | 30      | 37      | 24   | 7                         | 12            | 59          | 22            |
| 11:30 | 100               | 46         | 54     | 8       | 30      | 37      | 25   | 7                         | 12            | 60          | 22            |
| 11:45 | 100               | 46         | 54     | 8       | 29      | 37      | 26   | 7                         | 12            | 59          | 22            |
| 12:00 | 100               | 47         | 53     | 8       | 28      | 37      | 26   | 6                         | 12            | 59          | 23            |
| 12:15 | 100               | 47         | 53     | 8       | 26      | 38      | 29   | 7                         | 12            | 58          | 23            |
| 12:30 | 100               | 47         | 53     | 8       | 25      | 38      | 29   | 7                         | 12            | 58          | 24            |
| 12:45 | 100               | 48         | 52     | 8       | 27      | 38      | 27   | 7                         | 12            | 58          | 24            |
| 13:00 | 100               | 48         | 52     | 9       | 29      | 38      | 24   | 7                         | 12            | 58          | 23            |
| 13:15 | 100               | 48         | 52     | 9       | 30      | 38      | 23   | 7                         | 12            | 59          | 23            |
| 13:30 | 100               | 48         | 52     | 9       | 30      | 38      | 23   | 7                         | 12            | 59          | 22            |
| 13:45 | 100               | 50         | 50     | 9       | 31      | 37      | 22   | 7                         | 12            | 59          | 22            |
| 14:00 | 100               | 50         | 50     | 9       | 31      | 38      | 22   | 7                         | 12            | 59          | 22            |
| 14:15 | 100               | 50         | 50     | 10      | 31      | 38      | 21   | 7                         | 12            | 59          | 22            |
| 14:30 | 100               | 51         | 49     | 10      | 32      | 37      | 21   | 7                         | 12            | 60          | 22            |
| 14:45 | 100               | 51         | 49     | 10      | 32      | 37      | 21   | 7                         | 12            | 59          | 22            |

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

# RADIOCONTROL 2004 / Deutsche Schweiz

PUBLIKUMSANTEILE in % (Mo-So), Radio Total

Universum: 4'310'000 Personen (15+) Stichprobe: 30'377 Personen / 208'985 Messtage

## 3.8. Radionutzung nach Soziodemografie: Publikumsanteile in %

|                           | Total<br>Personen | Geschlecht |        | Alter   |         |         |      | Abgeschlossene Ausbildung |               |             |               |
|---------------------------|-------------------|------------|--------|---------|---------|---------|------|---------------------------|---------------|-------------|---------------|
|                           |                   | Männer     | Frauen | 15 - 24 | 25 - 44 | 45 - 64 | 65 + | keine/andere              | oblig. Schule | Berufslehre | höhere Ausb.* |
| 15:00                     | 100               | 51         | 49     | 10      | 32      | 37      | 21   | 7                         | 12            | 59          | 22            |
| 15:15                     | 100               | 51         | 49     | 10      | 32      | 37      | 20   | 7                         | 12            | 59          | 22            |
| 15:30                     | 100               | 51         | 49     | 10      | 32      | 38      | 21   | 7                         | 12            | 59          | 22            |
| 15:45                     | 100               | 52         | 48     | 10      | 32      | 38      | 21   | 7                         | 12            | 59          | 23            |
| 16:00                     | 100               | 52         | 48     | 10      | 31      | 38      | 21   | 7                         | 12            | 59          | 23            |
| 16:15                     | 100               | 52         | 48     | 10      | 33      | 38      | 20   | 7                         | 12            | 59          | 22            |
| 16:30                     | 100               | 52         | 48     | 10      | 33      | 37      | 19   | 7                         | 12            | 59          | 23            |
| 16:45                     | 100               | 52         | 48     | 10      | 32      | 37      | 20   | 7                         | 12            | 59          | 23            |
| 17:00                     | 100               | 52         | 48     | 10      | 32      | 37      | 20   | 6                         | 12            | 59          | 23            |
| 17:15                     | 100               | 52         | 48     | 10      | 32      | 37      | 21   | 6                         | 12            | 59          | 23            |
| 17:30                     | 100               | 51         | 49     | 9       | 31      | 38      | 22   | 6                         | 12            | 58          | 23            |
| 17:45                     | 100               | 51         | 49     | 9       | 31      | 37      | 23   | 6                         | 12            | 58          | 24            |
| 18:00                     | 100               | 50         | 50     | 9       | 30      | 38      | 23   | 6                         | 11            | 57          | 25            |
| 18:15                     | 100               | 51         | 49     | 9       | 29      | 38      | 23   | 7                         | 11            | 56          | 25            |
| 18:30                     | 100               | 50         | 50     | 10      | 30      | 38      | 22   | 7                         | 12            | 56          | 25            |
| 18:45                     | 100               | 50         | 50     | 10      | 30      | 38      | 22   | 7                         | 12            | 56          | 26            |
| 19:00                     | 100               | 50         | 50     | 11      | 32      | 37      | 20   | 7                         | 12            | 55          | 26            |
| 19:15                     | 100               | 50         | 50     | 12      | 32      | 37      | 19   | 7                         | 12            | 55          | 26            |
| 19:30                     | 100               | 51         | 49     | 13      | 34      | 36      | 16   | 7                         | 13            | 54          | 26            |
| 19:45                     | 100               | 52         | 48     | 14      | 35      | 35      | 16   | 7                         | 13            | 54          | 26            |
| 20:00                     | 100               | 52         | 48     | 13      | 33      | 36      | 17   | 7                         | 13            | 54          | 26            |
| 20:15                     | 100               | 53         | 47     | 13      | 33      | 37      | 17   | 7                         | 13            | 54          | 26            |
| 20:30                     | 100               | 52         | 48     | 13      | 32      | 37      | 18   | 7                         | 13            | 53          | 26            |
| 20:45                     | 100               | 53         | 47     | 12      | 32      | 37      | 19   | 7                         | 13            | 53          | 27            |
| 21:00                     | 100               | 53         | 47     | 12      | 31      | 37      | 20   | 7                         | 13            | 53          | 27            |
| 21:15                     | 100               | 53         | 47     | 13      | 30      | 37      | 19   | 7                         | 14            | 53          | 26            |
| 21:30                     | 100               | 52         | 48     | 13      | 30      | 37      | 21   | 7                         | 14            | 53          | 26            |
| 21:45                     | 100               | 51         | 49     | 12      | 28      | 36      | 23   | 7                         | 14            | 53          | 26            |
| 22:00                     | 100               | 52         | 48     | 12      | 28      | 36      | 24   | 7                         | 14            | 53          | 26            |
| 22:15                     | 100               | 51         | 49     | 13      | 29      | 36      | 23   | 7                         | 14            | 54          | 25            |
| 22:30                     | 100               | 51         | 49     | 13      | 28      | 36      | 23   | 7                         | 14            | 53          | 25            |
| 22:45                     | 100               | 52         | 48     | 12      | 28      | 36      | 23   | 7                         | 13            | 54          | 26            |
| 23:00                     | 100               | 52         | 48     | 12      | 28      | 36      | 24   | 7                         | 13            | 54          | 26            |
| 23:15                     | 100               | 53         | 47     | 13      | 28      | 36      | 23   | 7                         | 13            | 55          | 25            |
| 23:30                     | 100               | 54         | 46     | 13      | 27      | 37      | 23   | 7                         | 13            | 53          | 26            |
| 23:45                     | 100               | 55         | 45     | 12      | 27      | 36      | 25   | 7                         | 13            | 54          | 26            |
| Tages-<br>publikumsanteil | 100               | 48         | 52     | 13      | 35      | 33      | 18   | 7                         | 13            | 55          | 25            |

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

# RADIOCONTROL 2004 / Deutsche Schweiz

TAGESREICHWEITEN in % (Mo-So)

Universum: 4'310'000 Personen (15+) Stichprobe: 30'377 Personen / 208'985 Messtage

|                                     | 2001 | 2002 | 2003 | 2004 <sup>1</sup> |
|-------------------------------------|------|------|------|-------------------|
| Total Radio                         | 91.5 | 90.8 | 91.0 | 91.9              |
| SRG SSR idée suisse                 | 67.1 | 67.6 | 69.2 | 69.2              |
| SR DRS                              | 62.8 | 62.8 | 64.4 | 64.0              |
| DRS1                                | 46.1 | 45.9 | 46.7 | 44.9              |
| Musigwälle 53 <sup>f2</sup>         | 9.5  | 6.8  | 6.4  | 7.1               |
| DRS2 <sup>2</sup>                   | 14.3 | 9.1  | 9.9  | 9.4               |
| DRS3                                | 21.2 | 20.9 | 22.7 | 23.7              |
| virus                               | 0.7  | 0.7  | 0.8  | 0.7               |
| RSR La Première                     | 1.7  | 1.7  | 1.7  | 1.7               |
| RSI Rete Uno                        | 2.0  | 2.6  | 2.8  | 3.1               |
| Swiss Satellite Radios <sup>4</sup> | 6.0  | 4.7  | 4.9  | 5.1               |
| andere SRG                          | 11.8 | 8.6  | 8.7  | 8.8               |
| Total ausländische Stationen        | 45.1 | 41.6 | 40.6 | 41.3              |
| ARD-Sender                          | 17.2 | 16.7 | 16.2 | 16.5              |
| SWR1                                | 2.0  | 1.9  | 1.9  | 1.8               |
| SWR2                                | 3.8  | 3.8  | 3.7  | 3.8               |
| SWR3                                | 3.8  | 3.4  | 3.2  | 3.1               |
| SWR4                                | 3.7  | 3.4  | 3.2  | 3.3               |
| Bayern 1                            | 1.2  | 1.3  | 1.3  | 1.4               |
| Bayern 4 Klassik                    | 1.3  | 1.4  | 1.4  | 1.3               |
| Deutschlandfunk                     | 3.8  | 3.8  | 3.4  | 3.7               |
| ORF-Sender                          | 5.8  | 5.4  | 5.8  | 5.8               |
| Ö1                                  | 2.5  | 2.5  | 2.5  | 2.8               |
| Ö2 (Radio Vorarlberg)               | 1.7  | 1.6  | 1.9  | 1.8               |
| Ö3                                  | 1.8  | 1.5  | 1.5  | 1.5               |
| Private ausländische deutsch        | 9.9  | 9.2  | 7.5  | 7.1               |
| Regenbogen (D)                      | 2.0  | 1.8  | 1.4  | 1.3               |
| Radio 7 (D)                         | 1.7  | 1.6  | 1.6  | 1.5               |
| Radio L (FL)                        | 0.8  | 0.9  | 0.9  | 0.9               |

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

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

# RADIOCONTROL 2004 / Deutsche Schweiz

TAGESREICHWEITEN in % (Mo-So)

Universum: 4'310'000 Personen (15+) Stichprobe: 30'377 Personen / 208'985 Messtage

|   | 2001 | 2002 | 2003 | 2004 |
|---|------|------|------|------|
| Total Radio                             | 91.5 | 90.8 | 91.0 | 91.9 |
| Total Privatradios CH                   | 57.6 | 53.8 | 52.4 | 53.9 |
| Radio 105                               | 1.5  | 1.4  | 1.2  | 1.2  |
| Eviva                                   | 2.2  | 2.1  | 1.9  | 1.8  |
| Radio 24                                | 6.6  | 6.0  | 5.9  | 6.1  |
| Energy Zueri (bis 14.8.2003 Hitradio Z) | 5.8  | 5.0  | 4.3  | 4.8  |
| Argovia                                 | 4.2  | 4.0  | 3.6  | 4.4  |
| Pilatus                                 | 3.4  | 3.3  | 3.4  | 3.9  |
| Sunshine                                | 2.8  | 2.7  | 2.7  | 2.9  |
| Central                                 | 2.6  | 2.7  | 3.0  | 3.2  |
| Aktuell/Ri <sup>1</sup>                 | 3.0  | 2.7  | 2.8  | -    |
| Aktuell <sup>1</sup>                    | 1.8  | 1.6  | 1.6  | 1.9  |
| Ri <sup>1</sup>                         | 1.6  | 1.2  | 1.2  | 1.2  |
| Basilisk                                | 3.0  | 3.1  | 3.0  | 2.8  |
| BeO                                     | 1.8  | 1.8  | 1.7  | 2.0  |
| Grischa/Engiadina (Piz) <sup>2</sup>    | 3.7  | 3.6  | 3.3  | -    |
| Canal3 (netto)                          | 2.0  | 1.6  | 1.5  | 1.5  |
| Freiburg (netto)                        | 1.3  | 1.4  | 1.3  | 1.4  |
| Zürisee                                 | 3.8  | 3.7  | 3.5  | 4.0  |
| Radio 32                                | 3.4  | 3.1  | 3.2  | 3.2  |
| Basel1 (bis 24.8.2003 Edelweiss)        | 1.8  | 1.6  | 1.8  | 2.1  |
| Emme                                    | 1.2  | 1.1  | 1.2  | 1.1  |
| EXTRABERN                               | 1.9  | 2.0  | 2.1  | 1.9  |
| BE1 (bis 15.5.2001 Radio Förderband)    | 1.9  | 2.0  | 2.1  | 2.3  |
| Rottu                                   | 1.7  | 1.6  | 1.6  | 1.3  |
| Top                                     | 4.6  | 4.3  | 4.1  | 4.5  |
| Munot <sup>3</sup>                      | -    | -    | 1.5  | 1.3  |
| andere Privatradios dt                  | 5.8  | 7.1  | 7.3  | 8.1  |

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

<sup>2</sup> Aus methodischen Gründen werden für Grischa/Engiadina (Piz) im Jahr 2004 keine Zahlen ausgewiesen.

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

## RADIOCONTROL 2004 / Deutsche Schweiz

NUTZUNG in Minuten (Mo-So)

Universum: 4'310'000 Personen (15+) Stichprobe: 30'377 Personen / 208'985 Messtage

|                              | 2001 | 2002 | 2003 | 2004 <sup>1</sup> |
|------------------------------|------|------|------|-------------------|
| Total Radio                  | 115  | 111  | 111  | 106               |
| SRG SSR idée suisse          | 72   | 71   | 73   | 70                |
| SR DRS                       | 68   | 67   | 69   | 65                |
| DRS1                         | 47   | 46   | 47   | 43                |
| Musigwälle 53 <sup>f2</sup>  | 4    | 4    | 3    | 4                 |
| DRS2 <sup>2</sup>            | 5    | 5    | 5    | 5                 |
| DRS3                         | 12   | 12   | 13   | 14                |
| virus                        | 0    | 0    | 0    | 0                 |
| RSR La Première              | 1    | 0    | 1    | 0                 |
| RSI Rete Uno                 | 0    | 0    | 0    | 0                 |
| Swiss Satellite Radios       | 2    | 2    | 2    | 2                 |
| andere SRG                   | 2    | 1    | 1    | 1                 |
| Total ausländische Stationen | 11   | 10   | 9    | 9                 |
| ARD-Sender                   | 5    | 5    | 5    | 4                 |
| SWR1                         | 1    | 1    | 1    | 1                 |
| SWR2                         | 0    | 0    | 0    | 0                 |
| SWR3                         | 2    | 1    | 1    | 1                 |
| SWR4                         | 2    | 1    | 1    | 1                 |
| Bayern 1                     | 0    | 0    | 0    | 0                 |
| Bayern 4 Klassik             | 0    | 0    | 0    | 0                 |
| Deutschlandfunk              | 0    | 0    | 0    | 0                 |
| ORF-Sender                   | 1    | 1    | 1    | 1                 |
| Ö1                           | 0    | 0    | 0    | 0                 |
| Ö2 (Radio Vorarlberg)        | 0    | 0    | 0    | 0                 |
| Ö3                           | 1    | 1    | 0    | 0                 |
| Private ausländische deutsch | 3    | 3    | 2    | 2                 |
| Regenbogen (D)               | 1    | 1    | 0    | 0                 |
| Radio 7 (D)                  | 1    | 0    | 0    | 0                 |
| Radio L (FL)                 | 0    | 0    | 0    | 0                 |

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

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

**3.10. Radionutzung im Langzeitvergleich: Nutzung in Minuten**

|   | 2001 | 2002 | 2003 | 2004 |
|---|------|------|------|------|
| Total Radio                             | 115  | 111  | 111  | 106  |
| Total Privatradios CH                   | 32   | 30   | 29   | 28   |
| Radio 105                               | 1    | 1    | 0    | 0    |
| Eviva                                   | 1    | 1    | 1    | 1    |
| Radio 24                                | 3    | 3    | 3    | 3    |
| Energy Zueri (bis 14.8.2003 Hitradio Z) | 3    | 3    | 2    | 2    |
| Argovia                                 | 2    | 2    | 2    | 2    |
| Pilatus                                 | 2    | 2    | 2    | 2    |
| Sunshine                                | 1    | 1    | 1    | 1    |
| Central                                 | 1    | 1    | 1    | 1    |
| Aktuell/Ri <sup>1</sup>                 | 1    | 1    | 1    | -    |
| Aktuell <sup>1</sup>                    | 1    | 1    | 1    | 1    |
| Ri <sup>1</sup>                         | 0    | 0    | 0    | 0    |
| Basilisk                                | 2    | 2    | 2    | 1    |
| BeO                                     | 1    | 1    | 1    | 1    |
| Grischa/Engiadina (Piz) <sup>2</sup>    | 2    | 1    | 1    | -    |
| Canal3 (netto)                          | 1    | 0    | 0    | 0    |
| Freiburg (netto)                        | 0    | 0    | 0    | 0    |
| Zürisee                                 | 2    | 2    | 2    | 2    |
| Radio 32                                | 2    | 2    | 2    | 2    |
| Basel1 (bis 24.8.2003 Edelweiss)        | 1    | 1    | 1    | 1    |
| Emme                                    | 0    | 0    | 0    | 0    |
| EXTRABERN                               | 1    | 1    | 1    | 1    |
| BE1 (bis 15.5.2001 Radio Förderband)    | 1    | 1    | 1    | 1    |
| Rottu                                   | 1    | 1    | 1    | 1    |
| Top                                     | 2    | 2    | 2    | 1    |
| Munot <sup>3</sup>                      | -    | -    | 0    | 0    |
| andere Privatradios dt                  | 1    | 1    | 1    | 1    |

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

<sup>2</sup> Aus methodischen Gründen werden für Grischa/Engiadina (Piz) im Jahr 2004 keine Zahlen ausgewiesen.

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

# RADIOCONTROL 2004 / Deutsche Schweiz

MARKTANTEILE in % (Mo-So)

Universum: 4'310'000 Personen (15+) Stichprobe: 30'377 Personen / 208'985 Messtage

|                              | 2001  | 2002  | 2003  | 2004 <sup>1</sup> |
|------------------------------|-------|-------|-------|-------------------|
| Total Radio                  | 100.0 | 100.0 | 100.0 | 100.0             |
| SRG SSR idée suisse          | 62.8  | 63.7  | 66.1  | 65.5              |
| SR DRS                       | 59.2  | 59.9  | 62.2  | 61.6              |
| DRS1                         | 40.5  | 41.5  | 42.5  | 40.1              |
| Musigwälle 53 <sup>2</sup>   | 3.2   | 3.2   | 2.9   | 3.5               |
| DRS2 <sup>2</sup>            | 4.6   | 4.3   | 4.6   | 4.8               |
| DRS3                         | 10.8  | 10.9  | 12.1  | 13.0              |
| virus                        | 0.1   | 0.1   | 0.2   | 0.1               |
| RSR La Première              | 0.4   | 0.4   | 0.5   | 0.4               |
| RSI Rete Uno                 | 0.3   | 0.3   | 0.4   | 0.4               |
| Swiss Satellite Radios       | 1.4   | 1.7   | 1.8   | 2.1               |
| andere SRG                   | 1.4   | 1.3   | 1.2   | 1.0               |
| Total ausländische Stationen | 9.6   | 9.2   | 8.3   | 8.2               |
| ARD-Sender                   | 4.3   | 4.3   | 4.2   | 4.2               |
| SWR1                         | 0.5   | 0.5   | 0.6   | 0.5               |
| SWR2                         | 0.3   | 0.4   | 0.4   | 0.4               |
| SWR3                         | 1.4   | 1.3   | 1.3   | 1.3               |
| SWR4                         | 1.3   | 1.3   | 1.2   | 1.2               |
| Bayern 1                     | 0.2   | 0.2   | 0.2   | 0.2               |
| Bayern 4 Klassik             | 0.2   | 0.2   | 0.2   | 0.2               |
| Deutschlandfunk              | 0.3   | 0.4   | 0.4   | 0.4               |
| ORF-Sender                   | 1.1   | 1.1   | 0.9   | 0.8               |
| Ö1                           | 0.2   | 0.2   | 0.2   | 0.2               |
| Ö2 (Radio Vorarlberg)        | 0.4   | 0.3   | 0.3   | 0.3               |
| Ö3                           | 0.6   | 0.6   | 0.4   | 0.3               |
| Private ausländische deutsch | 2.8   | 2.6   | 2.1   | 1.9               |
| Regenbogen (D)               | 0.6   | 0.6   | 0.4   | 0.3               |
| Radio 7 (D)                  | 0.6   | 0.5   | 0.4   | 0.4               |
| Radio L (FL)                 | 0.2   | 0.2   | 0.1   | 0.1               |

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

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

## RADIOCONTROL 2003 / Deutsche Schweiz

MARKTANTEILE in % (Mo-So)

Universum: 4'310'000 Personen (15+) Stichprobe: 30'377 Personen / 208'985 Messtage

|   | 2001  | 2002  | 2003  | 2004  |
|---|-------|-------|-------|-------|
| Total Radio                             | 100.0 | 100.0 | 100.0 | 100.0 |
| Total Privatradios CH                   | 27.7  | 27.2  | 25.6  | 26.3  |
| Radio 105                               | 0.5   | 0.5   | 0.4   | 0.3   |
| Eviva                                   | 0.9   | 1.1   | 0.9   | 1.1   |
| Radio 24                                | 2.9   | 3.0   | 3.0   | 2.9   |
| Energy Zueri (bis 14.8.2003 Hitradio Z) | 2.9   | 2.4   | 1.9   | 1.9   |
| Argovia                                 | 2.1   | 2.0   | 1.7   | 2.2   |
| Pilatus                                 | 1.8   | 1.7   | 1.7   | 1.8   |
| Sunshine                                | 1.0   | 1.2   | 1.2   | 1.2   |
| Central                                 | 1.2   | 1.2   | 0.9   | 1.1   |
| Aktuell/Ri <sup>1</sup>                 | 1.0   | 0.9   | 0.9   | -     |
| Aktuell <sup>1</sup>                    | 0.6   | 0.6   | 0.6   | 0.8   |
| Ri <sup>1</sup>                         | 0.3   | 0.3   | 0.3   | 0.3   |
| Basilisk                                | 1.4   | 1.5   | 1.4   | 1.2   |
| BeO                                     | 0.9   | 0.9   | 0.8   | 0.8   |
| Grischa/Engiadina (Piz) <sup>2</sup>    | 1.4   | 1.3   | 1.1   | -     |
| Canal3 (netto)                          | 0.4   | 0.4   | 0.3   | 0.3   |
| Freiburg (netto)                        | 0.2   | 0.2   | 0.2   | 0.1   |
| Zürisee                                 | 1.6   | 1.6   | 1.4   | 1.8   |
| Radio 32                                | 1.8   | 1.6   | 1.6   | 1.6   |
| Basel1 (bis 24.8.2003 Edelweiss)        | 0.6   | 0.6   | 0.6   | 0.7   |
| Emme                                    | 0.3   | 0.3   | 0.4   | 0.4   |
| EXTRABERN                               | 0.6   | 0.7   | 0.8   | 0.7   |
| BE1 (bis 15.5.2001 Radio Förderband)    | 0.8   | 0.9   | 1.0   | 1.1   |
| Rottu                                   | 0.7   | 0.7   | 0.6   | 0.5   |
| Top                                     | 1.5   | 1.5   | 1.4   | 1.4   |
| Munot <sup>3</sup>                      | -     | -     | 0.3   | 0.2   |
| andere Privatradios dt                  | 0.5   | 0.6   | 0.7   | 0.9   |

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

<sup>2</sup> Aus methodischen Gründen werden für Grischa/Engiadina (Piz) im Jahr 2004 keine Zahlen ausgewiesen.

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