

Deutsche Schweiz (24h, Mo-So)

Sender	1. Semester 2007				2. Semester 2007				1. Semester 2008				2. Semester 2008				
	NR-%	NR-T	NH	MA	NR-%	NR-T	NH	MA	NR-%	NR-T	NH	MA	NR-%	+/- % ¹⁾	NR-T	NH	MA
Total Radio	91.2	4075.4	113.2	100.0	90.9	4058.6	116.1	100.0	90.7	4084.1	117.6	100.0	90.2	◦ 0.5	4061.6	123.1	100.0
Radiogruppen																	
Total SRG	68.1	3041.0	102.6	67.7	68.6	3064.2	106.3	69.2	69.0	3108.4	105.6	68.4	69.3	◦ 0.7	3120.6	108.7	67.9
Private CH	54.8	2448.6	49.7	26.3	53.2	2374.1	49.1	24.7	51.2	2307.4	52.9	25.4	50.9	◦ 0.8	2293.6	57.4	26.3
Ausland	39.4	1759.4	15.8	6.0	36.7	1638.4	17.5	6.1	34.4	1548.1	19.2	6.2	29.5	◦ 0.7	1329.7	21.6	5.8
SRG SSR																	
Total DRS	63.0	2812.3	104.7	63.8	63.6	2843.0	108.1	65.3	64.0	2882.4	107.5	64.6	64.1	◦ 0.8	2885.7	110.7	63.9
DRS1	42.5	1897.9	96.7	39.8	42.2	1886.5	100.6	40.3	41.0	1847.4	100.1	38.5	41.4	◦ 0.8	1864.4	102.5	38.2
DRS2	8.7	390.1	56.7	4.8	8.8	394.3	58.0	4.9	8.3	372.8	59.3	4.6	8.2	◦ 0.4	369.4	59.3	4.4
DRS3	24.3	1085.5	61.2	14.4	24.9	1113.9	64.2	15.2	25.5	1148.0	66.0	15.8	25.7	◦ 0.7	1159.2	66.5	15.4
DRS4									7.0	314.4	8.1	0.5	6.0	◦ 0.4	271.6	9.9	0.5
DRS Musikwelle	7.3	326.1	65.3	4.6	7.3	327.8	66.1	4.6	7.8	350.7	67.7	5.0	7.7	◦ 0.4	348.1	74.8	5.2
VIRUS	1.5	66.6	12.1	0.2	1.5	65.5	11.3	0.2	1.4	62.5	11.0	0.2	1.2	◦ 0.2	54.9	11.8	0.1
andere SRG	16.2	724.4	24.6	3.9	15.9	710.2	25.9	3.9	16.1	724.8	25.6	3.9	16.7	◦ 0.6	750.1	26.7	4.0
Privatradios																	
Radio24	6.0	269.0	48.9	2.8	5.7	256.1	45.4	2.5	5.6	251.6	48.5	2.5	5.6	◦ 0.4	250.5	49.2	2.4
Energy Zürich	4.5	202.8	39.5	1.8	4.7	208.2	41.8	1.9	4.4	195.8	40.4	1.7	4.4	◦ 0.3	200.0	51.9	2.0
Zürisee	4.5	199.2	45.7	1.9	4.1	183.9	42.7	1.7	4.1	184.6	49.2	1.9	4.1	◦ 0.3	185.3	48.6	1.8
Argovia	4.5	200.9	46.1	2.0	4.6	203.1	48.9	2.1	4.2	187.8	47.9	1.9	4.0	◦ 0.3	181.4	52.8	1.9
Radio Top	4.6	206.3	38.6	1.8	4.2	187.0	36.5	1.4	4.3	193.8	40.9	1.7	3.9	◦ 0.3	176.1	43.6	1.5
Pilatus	4.0	180.2	53.3	2.1	3.9	172.7	49.3	1.8	3.8	170.7	49.0	1.7	3.7	◦ 0.3	166.0	49.6	1.6
FM1 ⁴⁾									3.2	146.1	41.2	1.3	3.6	◦ 0.3	164.1	47.9	1.6
Central	3.4	152.9	40.7	1.4	3.7	165.4	37.6	1.3	3.5	159.4	38.3	1.3	3.4	◦ 0.3	152.8	42.9	1.3
Radio 32	3.2	141.0	53.9	1.6	3.1	140.0	52.9	1.6	3.1	138.0	57.6	1.6	3.1	◦ 0.3	139.1	58.3	1.6
Sunshine	2.4	106.7	38.4	0.9	2.2	99.5	39.3	0.8	2.3	105.6	39.6	0.9	2.5	◦ 0.3	114.6	49.7	1.1
Basilisk	2.5	110.2	42.5	1.0	2.5	112.7	47.6	1.1	2.3	104.7	43.2	0.9	2.4	◦ 0.2	110.0	51.4	1.1
BE1	2.3	102.9	43.8	0.9	2.3	104.3	44.8	1.0	2.1	96.1	46.5	1.0	2.0	◦ 0.2	91.9	43.5	0.8
Basel 1	2.2	96.3	34.6	0.7	2.0	89.6	31.9	0.6	1.8	82.3	34.0	0.6	2.0	◦ 0.2	88.7	38.0	0.7
Capital FM	1.9	84.6	39.3	0.7	1.9	85.1	30.7	0.6	1.8	80.9	38.8	0.6	1.8	◦ 0.2	79.1	44.7	0.7
Radio1 ³⁾									1.8	79.5	49.2	0.8	1.7	◦ 0.2	74.7	52.8	0.8
BeO	1.5	66.0	48.2	0.7	1.6	71.5	50.0	0.8	1.6	71.3	56.5	0.8	1.6	◦ 0.2	73.5	57.9	0.9
Radio Grischa	2.2	98.9	27.6	0.6	1.8	82.1	38.3	0.6	1.4	64.0	43.5	0.6	1.4	◦ 0.2	64.9	45.2	0.6
Rottu	1.3	55.7	35.4	0.4	1.1	49.8	37.2	0.4	1.1	47.3	34.3	0.3	1.0	◦ 0.2	44.8	40.9	0.3

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Munot	1.6	71.3	12.9	0.2	1.5	65.0	14.8	0.2	1.0	46.5	21.1	0.2	0.9	◦ 0.2	42.3	30.9	0.2
Radio X neo1	1.0	45.2	10.2	0.1	0.9	40.5	12.6	0.1	0.9	38.4	8.6	0.1	0.9	◦ 0.2	41.1	12.3	0.1
3fach	0.6	28.5	14.2	0.1	0.7	31.8	10.4	0.1	0.6	29.0	16.0	0.1	0.9	◦ 0.1	38.3	38.7	0.3
toxic.fm	0.8	34.7	7.8	0.1	0.6	27.9	8.9	0.1	0.6	25.0	10.9	0.1	0.6	◦ 0.1	25.7	9.4	0.1
Private Kabelradios																	
Eviva	1.9	85.9	61.4	1.1	1.8	80.5	60.5	1.0	1.8	79.3	61.5	1.1	0.5	◦ 0.2	85.5	70.1	1.2
Radio 105	0.7	30.0	21.2	0.1	0.5	22.9	17.8	0.1	0.5	22.8	24.5	0.1	0.6	◦ 0.1	28.9	21.8	0.1
Radio 32 Goldies	0.8	35.1	27.2	0.2	0.7	30.7	28.3	0.2	0.7	29.3	34.4	0.2	0.6	◦ 0.1	28.9	39.7	0.2
Radio Life Channel neo zwei	0.9	38.5	6.8	0.1	0.9	38.2	7.9	0.1	0.7	32.0	7.4	0.1	0.6	◦ 0.1	26.1	8.8	0.1
													0.4	◦ 0.1	17.1	16.7	0.1
Private Ausland																	
Radio 7	1.6	72.1	18.3	0.3	1.6	70.1	19.2	0.3	1.3	59.2	22.5	0.3	1.1	◦ 0.2	49.4	25.3	0.3
Regenbogen	1.0	44.7	23.7	0.2	1.0	43.3	24.6	0.2	0.8	37.9	18.7	0.2	0.9	◦ 0.2	39.8	26.5	0.2
Radio Seefunk	0.7	33.0	33.2	0.3	0.9	41.8	31.0	0.3	0.9	38.1	39.8	0.3	0.8	◦ 0.1	35.6	38.8	0.3
Radio L	1.0	45.2	10.0	0.1	0.8	37.2	9.7	0.1	0.7	33.3	17.0	0.1	0.7	◦ 0.1	30.5	14.6	0.1
Antenne Voralberg	0.8	34.1	25.0	0.2	0.7	33.1	20.0	0.1	0.7	30.4	31.3	0.2	0.6	◦ 0.1	28.2	28.7	0.2
Sprachgrenzüberschreitende Radios²⁾																	
Canal 3 (deutsch)	0.8	50.7	29.6	0.2	0.6	38.8	30.5	0.2	0.6	34.4	40.1	0.2	0.5	◦ 0.1	31.3	32.4	0.2
Canal 3 (französisch)	0.8	47.5	6.8	0.1	0.5	28.3	9.9	0.0	0.4	21.7	12.6	0.0	0.3	◦ 0.1	17.6	15.5	0.0
Freiburg (deutsch)	0.7	44.4	12.4	0.1	0.7	43.2	18.0	0.1	0.8	51.7	21.6	0.2	0.8	◦ 0.1	49.3	21.1	0.2
Fribourg (französisch)	1.6	96.1	37.5	0.5	1.5	90.2	34.1	0.5	1.4	89.4	37.8	0.5	1.3	◦ 0.1	81.3	38.3	0.4

¹⁾ +/- %: Vertrauensintervall (VI) in Prozentpunkten (Vertrauensintervalle nach Hayes)

Lesebeispiel: Die Reichweite des Mediums Radio (Total Radio) beträgt 90.2% +/- 0.5% (89.7% bis 90.7%)

◦ Diese Veränderung gegenüber dem Vorjahressemester ist signifikant.

²⁾ Diese Daten beziehen sich auf die gesamte Schweiz, da Canal 3 und Fribourg/Freiburg über die Sprachgrenze hinaus verbreitet werden.

³⁾ Radio1 1. Semester 2008: ab dem ersten Sendetag 17.03.2008 bis 30.06.2006

⁴⁾ FM1 1. Semester 2008: ab dem ersten Sendetag 07.05.2008 bis 30.06.2006

Legende zu den Semesterdaten

NR-% = Netto-Reichweite in %

NR-T = Netto-Reichweite in Tausend

NH = Nutzung pro HörerIn in Minuten

MA = Marktanteil