

Suisse romande (24h, lun-dim)

Chaînes	1er semestre 2007				2ème semestre 2007				1er semestre 2008				2ème semestre 2008				
	PN-%	PN-M	UminA	PDM	PN-%	PN-M	UminA	PDM	PN-%	PN-M	UminA	PDM	PN-%	+/- % ¹⁾	PN-M	UminA	PDM
Total Radio	90.0	1325.1	108.9	100.0	88.8	1307.7	109.3	100.0	88.5	1318.8	111.5	100.0	87.7	° 0.7	1306.4	113.1	100.0
Groupes radio																	
Total SSR	62.8	923.6	98.6	63.2	62.3	916.8	99.6	63.9	63.7	948.7	100.2	64.6	62.9	1.1	936.6	102.0	64.7
Privée CH	53.0	779.9	44.0	23.7	51.7	760.6	44.7	23.7	49.4	736.6	46.6	23.3	48.6	° 1.1	724.4	48.8	23.9
Etrangères	45.3	667.0	28.3	13.1	42.1	620.3	28.5	12.4	39.9	594.6	29.8	12.1	35.2	° 1.1	524.6	32.0	11.4
SRG SSR																	
Total RSR	53.6	789.5	103.1	56.4	53.0	779.8	104.4	56.9	53.7	799.8	104.8	57.0	54.1	1.1	805.8	105.5	57.5
La Première	37.8	556.0	101.9	39.3	36.7	540.1	104.2	39.2	37.1	553.2	105.3	39.6	37.2	1.1	554.0	105.3	39.5
Espace 2	5.8	86.0	54.3	3.3	6.2	91.2	59.0	3.9	6.1	90.3	57.0	3.6	6.2	0.5	92.9	52.0	3.3
Couleur 3	10.0	146.5	47.8	4.9	9.9	146.3	46.1	4.8	10.2	151.2	50.5	5.2	10.9	° 0.7	162.1	50.3	5.5
Option Musique	14.5	213.2	60.9	9.0	14.6	214.6	59.2	9.0	14.2	211.3	57.9	8.3	13.9	0.8	206.5	64.9	9.1
WRS									2.3	34.0	11.9	0.3	2.3	0.3	33.5	12.6	0.3
Autres SSR	21.0	308.6	31.7	6.8	21.3	312.8	31.7	6.9	22.9	340.7	33.2	7.7	20.8	0.9	309.6	33.9	7.2
Radios privées CH																	
Lausanne FM	7.0	102.6	42.0	3.0	6.8	99.3	39.5	2.8	6.6	98.2	43.9	2.9	7.0	0.6	104.9	43.2	3.1
Rouge FM	6.5	95.6	41.2	2.7	6.7	98.7	39.4	2.7	6.9	102.3	39.8	2.8	6.9	0.6	102.8	41.6	2.9
One FM	6.4	93.5	45.7	3.0	6.2	91.3	46.1	3.0	6.2	92.7	46.2	2.9	6.5	0.6	97.1	46.5	3.1
RTN	5.2	76.9	56.0	3.0	5.3	78.5	52.3	2.9	5.2	77.3	56.5	3.0	4.8	° 0.5	71.4	56.2	2.7
Rhône	4.5	65.7	45.3	2.1	4.6	67.8	48.0	2.2	4.7	70.1	49.1	2.3	4.8	0.5	71.3	49.6	2.4
Lac	4.2	61.8	33.4	1.4	4.5	66.5	35.8	1.7	4.0	60.1	34.7	1.4	4.2	0.5	62.9	41.9	1.8
RFJ	3.2	47.7	53.2	1.7	3.1	44.9	50.8	1.6	3.2	48.1	53.8	1.8	3.0	0.4	45.2	56.3	1.7
Chablais	3.0	43.6	47.3	1.4	3.2	47.6	56.6	1.8	3.0	44.2	52.2	1.6	2.9	0.4	43.3	51.6	1.5
RJB	2.3	34.0	36.5	0.8	2.3	33.9	37.4	0.9	2.3	33.5	40.6	0.9	2.1	0.3	31.6	42.4	0.9
Cité	1.9	28.5	12.7	0.3	1.7	24.4	12.1	0.2	1.4	20.7	12.7	0.2	1.3	° 0.3	18.8	20.4	0.3
Capital FM	0.7	10.7	11.6	0.1	0.7	9.7	25.5	0.2	0.6	9.6	12.9	0.1	0.5	0.2	8.1	13.0	0.1
BE1	0.7	10.1	14.0	0.1	0.7	9.9	14.5	0.1	0.6	9.1	17.1	0.1	0.5	0.2	7.8	25.3	0.1
Meyrin	0.3	4.6	8.9	0.0	0.3	4.6	6.2	0.0	0.4	5.7	8.0	0.0	0.4	0.1	6.0	5.4	0.0

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Radio privées étrangères																	
Nostalgie (Total) ³⁾	6.4	94.6	38.6	2.5	6.0	88.4	41.1	2.5	5.8	85.8	38.9	2.3	6.0	0.5	89.0	45.6	2.8
Nostalgie Léman 105	6.0	87.8	39.7	2.4	5.5	81.4	43.0	2.4	5.4	80.5	39.6	2.2	5.6	0.5	84.1	46.6	2.7
NRJ Léman	4.6	67.4	31.3	1.5	4.5	66.9	29.1	1.4	4.3	64.0	33.0	1.5	4.2	0.5	63.0	29.7	1.3
Virgin Radio ⁴⁾	2.8	41.2	26.3	0.8	2.8	40.6	29.2	0.8	2.8	42.0	27.0	0.8	2.5	0.4	37.7	27.5	0.7
La Radio Plus	3.1	45.6	26.5	0.9	2.6	38.9	25.7	0.7	2.4	35.4	24.0	0.6	2.3	0.3	34.8	22.5	0.6
Radios émettant au-delà des frontières linguistiques²⁾																	
Canal 3 (allemand)	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 (français)	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 (allemand)	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 (français)	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⁾ +/- %: intervalle de confiance en pour cent; exemple de lecture: la pénétration du média radio (total radio) affiche 87.7% +/- 0.7% (87.0% à 88.4%)

Intervalles de confiance selon Hayes.

° Différence significative

²⁾ Ces données se rapportent à la Suisse entière, vu que Canal 3 et Fribourg/Freiburg sont diffusées au-delà des frontières linguistiques

³⁾ Nostalgie (Total) = Nostalgie France et Nostalgie Léman 105 (net)

⁴⁾ Europe 2 est devenue Virgin Radio le 01.01.2008

Légende

- PN-% = pénétration nette en pour cent
PN-M = pénétration nette en milliers
UminA = L'utilisation par auditeur en minutes
PDM = Part de marché