

## Svizzera italiana

canali	1. Semester 2009 (24h, lu-do)				2. Semester 2009 (24h, lu-do)				1. Semester 2010 (24h, lu-do)				2. Semester 2010 (24h, lu-do)				
	PN-%	PN-M	UminS	QDM	PN-%	PN-M	UminS	QDM	PN-%	PN-M	UminS	QDM	PN-%	+/- % 1)	PN-M	UminS	QDM
<b>Totale Radio</b>	88.3	255.8	122.0	100.0	88.2	255.4	123.4	100.0	87.5	258.7	119.8	100.0	88.0	1.1	260.3	122.7	100.0
<b>Gruppo Radio</b>																	
Totale SSR	75.8	219.7	119.2	83.9	75.9	219.7	120.6	84.1	75.3	222.6	116.9	83.9	76.6	1.6	226.4	116.6	82.6
Private CH	28.4	82.2	31.5	8.3	26.8	77.5	31.9	7.9	28.2	83.5	31.3	8.4	29.0	° 1.7	85.8	33.2	8.9
Estere	33.0	95.5	25.4	7.8	31.7	91.7	27.7	8.1	31.4	92.9	25.5	7.6	30.7	1.8	90.9	29.8	8.5
<b>SRG SSR</b>																	
Totale RSI	66.9	193.9	114.0	70.8	67.3	195.1	115.1	71.2	66.9	197.7	112.0	71.5	67.6	1.7	199.8	112.0	70.1
Rete Uno	50.4	145.9	107.3	50.2	51.3	148.7	103.9	49.0	49.6	146.5	103.3	48.8	48.9	° 1.9	144.7	101.9	46.2
Rete Due	9.6	27.7	64.3	5.7	9.6	27.8	66.4	5.9	9.6	28.3	61.5	5.6	10.2	1.2	30.0	57.5	5.4
Rete Tre	28.8	83.3	55.9	14.9	29.3	84.9	60.7	16.4	30.5	90.2	58.5	17.0	33.6	° 1.8	99.4	59.5	18.5
Radio Swiss Jazz	0.9	2.6	42.7	0.4	0.7	2.0	41.5	0.3	0.9	2.7	46.0	0.4	0.8	0.3	2.3	24.6	0.2
Radio Swiss Pop	7.1	20.4	24.5	1.6	6.2	18.0	25.2	1.4	5.2	15.4	30.7	1.5	4.8	° 0.8	14.3	31.3	1.4
Radio Swiss Classic	1.4	4.1	63.5	0.8	1.3	3.6	69.3	0.8	1.4	4.0	54.2	0.7	1.6	0.5	4.6	50.9	0.7
altri SSR	18.6	53.9	60.0	10.4	18.2	52.6	62.1	10.4	18.4	54.3	56.3	9.9	21.7	° 1.6	64.2	50.9	10.2
<b>Private CH</b>																	
3i	12.8	37.1	43.5	5.2	11.2	32.3	48.8	5.0	12.5	37.1	46.4	5.6	12.6	° 1.3	37.2	45.7	5.3
Fiume Ticino	6.9	19.9	35.3	2.3	7.5	21.8	30.3	2.1	7.4	21.9	29.6	2.1	8.6	1.1	25.3	36.3	2.9

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

Lesebeispiel: Die Reichweite des Mediums Radio (Total Radio) beträgt 88.0% +/- 1.1% (86.9% bis 89.1%)

° Diese Veränderung gegenüber dem Vorjahresssemester ist signifikant.

**Universo: popolazione Svizzera italiana totale 15 +  
Universo: 296'000 persone  
16'192 giorni misurati**

## Legende

PN-% = Netto-Reichweite in %

PN-T = Netto-Reichweite in Tausend

UminS = Nutzung pro HörerIn in Minuten

QDM = Marktanteil

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