

Suisse italienne

Chaînes	1ère semestre 2009 (24h, Lu-Di)				2ème semestre 2009 (24h, Lu-Di)				1ère semestre 2010 (24h, Lu-Di)				2ème semestre 2010 (24h, Lu-Di)				
	PN-%	PN-M	UminA	PDM	PN-%	PN-M	UminA	PDM	PN-%	PN-M	UminA	PDM	PN-%	+/- % ¹⁾	PN-M	UminA	PDM
Totale Radio	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
Groupes radio																	
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
Privée 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	°	85.8	33.2	8.9
Etrangères	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
SRG SSR																	
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	°	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	°	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	°	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	°	64.2	50.9	10.2
Radios privées CH																	
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	°	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

¹⁾ +/- %: intervalle de confiance en pour cent (intervalles de confiance selon Hayes);

exemple de lecture: la pénétration du média radio (total radio) affiche 88.0% +/- 1.1% (86.9% à 98.1%)

° Difference significative

Univers: population totale Suisse italienne 15+

Univers: 296'000 personnes

16'192 jours mesurés

Légende

PN-% = pénétration nette en pour cent

PN-M = pénétration nette en milliers

UminA = L'utilisation par auditeur en minutes

PDM = Part de marché