

Suisse romande

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
Total Radio	87.4	1311.3	121.5	100.0	86.2	1293.1	122.8	100.0	86.6	1303.4	121.1	100.0	86.5	0.8	1301.8	118.2	100.0
Groupes radio																	
Total SSR	64.9	973.9	109.6	67.0	64.1	961.0	111.6	67.6	63.7	959.7	109.5	66.6	64.1	1.2	965.7	106.8	67.1
Privée CH	46.5	697.4	52.0	22.8	44.3	664.9	52.3	21.9	45.5	684.7	52.1	22.6	45.0	1.2	677.5	50.4	22.2
Etrangères	32.0	480.2	34.0	10.3	30.7	460.6	36.3	10.5	32.0	482.1	35.3	10.8	30.4	1.1	457.5	36.1	10.7
SRG SSR																	
Total RSR	57.8	867.0	108.9	59.3	57.0	855.2	112.4	60.6	56.3	848.2	110.3	59.3	55.0	1.2	828.4	108.8	58.6
La Première	40.3	604.1	105.1	39.9	40.1	601.4	105.2	39.9	40.3	607.2	104.6	40.2	38.7	1.2	582.1	104.0	39.4
Espace 2	7.5	112.5	45.5	3.2	7.3	109.8	50.4	3.5	7.2	107.8	40.9	2.8	7.7	0.7	115.2	38.7	2.9
Couleur 3	14.4	215.4	46.8	6.3	14.5	216.7	48.6	6.6	14.4	217.3	48.7	6.7	14.6	0.9	219.5	46.6	6.7
Option Musique	17.6	264.3	57.8	9.6	17.4	261.4	62.7	10.3	16.8	252.5	59.6	9.5	15.7	0.9	235.7	62.9	9.6
WRS ⁴⁾	1.4	20.6	23.3	0.3	1.2	18.5	22.3	0.3	0.7	11.1	4.1	0.0	0.8	0.2	12.0	6.3	0.1
Radio Swiss Jazz	0.9	13.8	29.9	0.3	0.8	12.5	30.1	0.2	1.0	14.5	38.2	0.4	1.1	0.3	15.8	30.6	0.3
Radio Swiss Pop	4.9	73.9	25.2	1.2	5.3	78.7	22.8	1.1	5.1	76.2	26.9	1.3	5.7	0.6	85.4	24.6	1.4
Radio Swiss Classic	1.6	24.3	77.4	1.2	1.5	22.5	78.9	1.1	1.7	25.1	70.3	1.1	1.6	0.3	24.3	77.8	1.2
autres SSR	13.4	200.8	40.3	5.1	12.6	188.5	38.2	4.5	13.6	204.8	35.0	4.5	16.2	0.9	244.1	35.0	5.6
Radios privées CH																	
BNJ FM	8.9	132.9	60.6	5.1	8.6	128.4	61.2	5.0	8.4	126.1	61.6	4.9	8.6	0.7	128.7	62.0	5.2
Rouge FM	7.5	111.7	43.9	3.1	7.2	107.7	39.9	2.7	7.8	117.8	44.2	3.3	8.2	0.7	124.1	38.9	3.1
LFM	7.4	110.6	41.4	2.9	7.0	105.5	44.6	3.0	7.5	112.8	40.2	2.9	7.2	0.6	109.1	41.1	2.9
One FM	6.8	102.3	42.3	2.7	6.0	89.3	42.4	2.4	5.6	83.6	41.9	2.2	5.1	0.5	77.3	40.0	2.0
Rhône	5.0	74.6	51.9	2.4	5.0	75.2	54.2	2.6	4.8	72.6	53.6	2.5	4.5	0.5	67.0	53.6	2.3
Yes FM	4.3	64.1	33.6	1.4	3.9	58.7	35.7	1.3	3.7	55.8	39.7	1.4	4.0	0.5	60.6	39.3	1.6
Chablais	3.4	50.8	49.6	1.6	3.2	48.6	51.1	1.6	3.5	52.8	54.9	1.8	3.1	0.4	47.2	53.6	1.6
Cité	1.1	15.9	27.1	0.3	1.1	15.8	28.0	0.3	1.0	15.4	22.4	0.2	0.9	0.2	14.1	24.1	0.2
Energy Bern	0.5	7.7	17.9	0.1	0.5	6.7	20.9	0.1	0.4	6.2	13.4	0.1	0.5	0.2	6.8	24.9	0.1
Meyrin	0.4	5.2	7.8	0.0	0.4	5.2	4.9	0.0	0.3	4.2	5.5	0.0	0.4	0.1	5.4	3.8	0.0
Capital FM	0.4	5.9	12.8	0.1	0.4	6.5	17.4	0.1	0.4	5.7	14.4	0.1	0.3	0.1	5.0	11.7	0.0

Radio privées étrangères																		
Nostalgie (Total) ³⁾	6.2	92.5	40.6	2.4	6.1	91.3	42.4	2.4	6.3	95.0	43.2	2.6	6.2	0.6	92.6	47.3	2.9	
Nostalgie Léman 105	5.9	89.1	41.0	2.3	5.9	89.0	42.1	2.4	6.2	92.7	42.8	2.5	6.0	0.6	90.4	47.0	2.8	
NRJ Léman	4.8	72.3	30.7	1.4	4.9	73.8	32.1	1.5	5.0	75.6	24.5	1.2	5.3	0.6	79.1	33.9	1.7	
La Radio Plus	3.0	45.6	24.4	0.7	2.7	40.4	22.1	0.6	3.1	45.9	25.2	0.7	3.2	0.4	48.4	26.9	0.8	

Radios émettant au-delà des frontières linguistiques ²⁾																		
Canal 3 (allemand)	0.5	32.7	43.8	0.2	0.6	37.7	36.3	0.2	0.6	38.9	32.7	0.2	0.7	0.1	41.7	34.0	0.2	
Canal 3 (français)	0.3	15.8	18.6	0.0	0.3	17.4	19.2	0.1	0.3	22.1	15.2	0.1	0.4	0.1	24.7	19.5	0.1	
Freiburg (allemand)	0.8	47.6	29.3	0.2	0.7	43.5	32.4	0.2	0.7	46.5	34.2	0.2	0.8	0.1	50.3	36.7	0.3	
Fribourg (français)	1.4	86.0	42.1	0.5	1.3	80.2	43.4	0.5	1.3	82.0	44.8	0.5	1.3	0.1	83.4	41.7	0.5	

¹⁾ +/- %: intervalle de confiance en pour cent; exemple de lecture: la pénétration du média radio (total radio) affiche 86.5% +/- 0.8% (85.7% à 87.3%)
Intervalle 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⁾ sans les émissions simultanées de BBC World

Légende

PN-% = pénétration nette en pour cent

PN-M = pénétration nette en milliers

UminA = L'utilisation par auditeur en minutes

PDM = Part de marché

Univers: population total Suisse romande 15 +
Univers: 1'506'000 personnes
40'664 jours mesurés