

Suisse romande (24h, lun-dim)

Chaînes	1er semestre 2006				2ème semestre 2006				1er semestre 2007				2ème semestre 2007				
	PN-%	PN-M	UminA	PDM	PN-%	PN-M	UminA	PDM	PN-%	PN-M	UminA	PDM	PN-%	+/- % *	PN-M	UminA	PDM
<b>Total Radio</b>	89.2	1297.4	108.1	100.0	88.7	1289.4	109.1	100.0	90.0	1325.1	108.9	100.0	88.8	0.7	1307.7	109.3	100.0
<b>Groupes radio</b>																	
Total SSR	62.6	910.4	98.8	64.2	61.8	899.3	101.0	64.4	62.8	923.6	98.6	63.2	62.3	1.1	916.8	99.6	63.9
Privée CH	51.5	749.0	42.9	22.8	51.3	746.6	43.2	22.9	53.0	779.9	44.0	23.7	51.7	1.1	760.6	44.7	23.7
Etrangères	44.9	653.1	27.7	13.0	43.0	625.1	28.3	12.7	45.3	667.0	28.3	13.1	42.1	1.1	620.3	28.5	12.4
<b>SRG SSR</b>																	
Total RSR	54.0	785.0	102.1	57.2	53.2	773.9	104.7	57.5	53.6	789.5	103.1	56.4	53.0	1.1	779.8	104.4	56.9
La Première	39.0	566.8	100.9	40.8	37.6	546.7	103.5	40.1	37.8	556.0	101.9	39.3	36.7	1.1	540.1	104.2	39.2
Espace 2	6.2	90.5	52.0	3.4	6.1	88.2	56.0	3.5	5.8	86.0	54.3	3.3	6.2	0.5	91.2	59.0	3.9
Couleur 3	9.0	130.3	45.7	4.2	9.3	135.6	47.3	4.6	10.0	146.5	47.8	4.9	9.9	0.7	146.3	46.1	4.8
Option Musique	14.5	211.3	58.4	8.8	14.6	212.6	61.4	9.4	14.5	213.2	60.9	9.0	14.6	0.8	214.6	59.2	9.0
Autres SSR	20.4	296.8	32.8	7.0	19.8	288.6	34.4	7.0	21.0	308.6	31.7	6.8	21.2	°	312.5	31.7	6.9
<b>Radios privées CH</b>																	
Lausanne FM	7.1	103.2	43.3	3.2	6.8	99.3	44.7	3.1	7.0	102.6	42.0	3.0	6.8	0.6	99.3	39.5	2.8
Rouge FM	6.3	91.6	41.9	2.7	6.0	87.1	37.7	2.4	6.5	95.6	41.2	2.7	6.7	°	98.7	39.4	2.7
One FM	5.9	85.1	44.0	2.6	6.3	92.0	44.3	3.0	6.4	93.5	45.7	3.0	6.2	0.5	91.3	46.1	3.0
RTN-2001	5.3	76.7	49.8	2.7	5.1	74.8	53.9	2.9	5.2	76.9	56.0	3.0	5.3	0.5	78.5	52.3	2.9
Rhône	4.3	63.1	45.8	2.0	4.4	63.4	41.4	1.9	4.5	65.7	45.3	2.1	4.6	0.5	67.8	48.0	2.2
Lac	4.4	63.4	32.5	1.5	4.1	60.3	32.0	1.4	4.2	61.8	33.4	1.4	4.5	0.5	66.5	35.8	1.7
Chablais	3.3	47.7	41.7	1.5	3.1	44.9	40.7	1.3	3.0	43.6	47.3	1.4	3.2	0.4	47.6	56.6	1.8
Fréquence Jura	3.0	43.0	54.6	1.6	3.1	45.6	53.3	1.7	3.2	47.7	53.2	1.7	3.1	0.4	44.9	50.8	1.6
Radio Jura Bernois	2.4	34.7	37.1	0.9	2.2	32.1	40.2	0.9	2.3	34.0	36.5	0.8	2.3	0.3	33.9	37.4	0.9
Cité	2.1	30.5	11.6	0.3	2.0	28.7	11.8	0.2	1.9	28.5	12.7	0.3	1.7	°	24.4	12.1	0.2
Meyrin	0.4	5.5	5.7	0.0	0.3	4.5	6.9	0.0	0.3	4.6	8.9	0.0	0.3	0.1	4.6	6.2	0.0

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<b>Radio privées étrangères</b>																		
Nostalgie (Total)***	6.5	94.2	38.9	2.7	6.2	89.5	42.3	2.6	6.4	94.6	38.6	2.5	6.0	0.5	88.4	41.1	2.5	
Nostalgie Léman 105	6.0	87.8	39.8	2.5	5.8	83.9	43.0	2.5	6.0	87.8	39.7	2.4	5.5	0.5	81.4	43.0	2.4	
NRJ Léman	4.5	65.8	30.3	1.4	4.2	60.7	30.4	1.3	4.6	67.4	31.3	1.5	4.5	0.5	66.9	29.1	1.4	
Europe 2 (F)	2.5	35.7	20.6	0.5	2.7	38.9	23.9	0.6	2.8	41.2	26.3	0.8	2.8	0.4	40.6	29.2	0.8	
La Radio Plus	3.0	44.0	25.9	0.8	2.9	42.4	26.3	0.8	3.1	45.6	26.5	0.9	2.6	0.4	38.9	25.7	0.7	
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<b>Radios émettant au-delà des frontières linguistiques**</b>																		
Canal 3 (allemand)	0.8	48.7	25.9	0.2	0.8	47.8	27.6	0.2	0.8	50.7	29.6	0.2	0.6	°	0.1	38.8	30.5	0.2
Canal 3 (français)	0.6	38.8	7.4	0.1	0.6	38.3	7.3	0.0	0.8	47.5	6.8	0.1	0.5	°	0.1	28.3	9.9	0.0
Freiburg (allemand)	0.5	30.8	12.2	0.1	0.6	34.7	11.7	0.1	0.7	44.4	12.4	0.1	0.7	°	0.1	43.2	18.0	0.1
Fribourg (français)	1.4	84.8	38.0	0.5	1.4	86.8	40.4	0.6	1.6	96.1	37.5	0.5	1.5	0.1	90.2	34.1	0.5	

\* +/- %: intervalle de confiance en pour cent; exemple de lecture: la pénétration du média radio (total radio) affiche 88.8% +/- 0.7% (88.1% à 89.5%)

Intervalles de confiance selon Hayes.

° Difference significative

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

\*\*\* Nostalgie (Total) = Nostalgie France et Nostalgie Léman 105 (net)