

# Lyttertall fra PPM. 45 2014 - Alle ukedager

fra 03.11.2014 til 09.11.2014

|   | Uke 38 | Uke 39 | Uke 40 | Uke 41 | Uke 42 | Uke 43 | Uke 44 | Uke 45 |
|---|--------|--------|--------|--------|--------|--------|--------|--------|
| <b>Daglig dekning i %</b>                                 |        |        |        |        |        |        |        |        |
| Total Radio   | 70.6   | 71.0   | 69.1   | 70.0   | 70.4   | 71.0   | 71.0   | 71.5   |
| NRK Total   | 49.5   | 50.0   | 49.7   | 49.6   | 50.6   | 50.1   | 50.9   | 50.6   |
| NRK P1  | 36.3   | 36.1   | 35.7   | 36.1   | 35.9   | 35.9   | 35.8   | 35.3   |
| NRK P2  | 6.4    | 5.5    | 6.4    | 6.2    | 6.1    | 6.8    | 6.9    | 6.8    |
| NRK P3  | 11.9   | 12.1   | 12.1   | 12.8   | 12.8   | 12.3   | 12.2   | 12.0   |
| NRK Andre   | 10.7   | 11.0   | 10.6   | 10.6   | 11.6   | 11.4   | 12.0   | 12.3   |
| P4  | 23.3   | 23.0   | 22.5   | 23.4   | 23.1   | 23.7   | 23.4   | 23.6   |
| Radio Norge   | 16.9   | 16.6   | 15.5   | 17.3   | 16.4   | 17.1   | 16.3   | 17.3   |
| Storby radioen  | 3.5    | 3.1    | 3.0    | 2.8    | 2.7    | 3.3    | 3.4    | 2.5    |
| P5  | 2.2    | 2.4    | 1.8    | 2.6    | 2.2    | 2.4    | 2.0    | 2.4    |
| NRJ+  | 4.0    | 4.1    | 3.6    | 3.3    | 3.9    | 4.0    | 4.1    | 4.1    |
| <b>Daglig dekning i tusen</b>                             |        |        |        |        |        |        |        |        |
| Total Radio   | 3 084  | 3 099  | 3 016  | 3 054  | 3 075  | 3 099  | 3 102  | 3 121  |
| NRK Total   | 2 162  | 2 182  | 2 169  | 2 168  | 2 207  | 2 189  | 2 221  | 2 211  |
| NRK P1  | 1 587  | 1 575  | 1 558  | 1 575  | 1 566  | 1 568  | 1 564  | 1 541  |
| NRK P2  | 278    | 239    | 279    | 273    | 267    | 295    | 302    | 295    |
| NRK P3  | 519    | 529    | 528    | 558    | 560    | 536    | 534    | 525    |
| NRK Andre   | 469    | 482    | 465    | 464    | 507    | 500    | 522    | 539    |
| P4  | 1 017  | 1 003  | 982    | 1 021  | 1 007  | 1 034  | 1 020  | 1 031  |
| Radio Norge   | 740    | 725    | 678    | 754    | 718    | 746    | 712    | 754    |
| Storby radioen  | 154    | 137    | 132    | 121    | 119    | 144    | 149    | 107    |
| P5  | 98     | 106    | 79     | 114    | 95     | 106    | 86     | 103    |
| NRJ+  | 174    | 178    | 157    | 146    | 170    | 174    | 181    | 181    |
| <b>Lyttertid i minutter (blant alle)</b>                  |        |        |        |        |        |        |        |        |
| Total Radio   | 90     | 93     | 90     | 93     | 94     | 93     | 92     | 94     |
| NRK Total   | 58     | 62     | 60     | 61     | 62     | 59     | 60     | 62     |
| NRK P1  | 40     | 43     | 41     | 41     | 40     | 40     | 40     | 42     |
| NRK P2  | 4      | 4      | 4      | 5      | 4      | 4      | 5      | 4      |
| NRK P3  | 6      | 6      | 6      | 6      | 8      | 6      | 7      | 6      |
| NRK Andre   | 8      | 9      | 8      | 9      | 9      | 8      | 8      | 9      |
| P4  | 17     | 16     | 16     | 18     | 17     | 20     | 18     | 18     |
| Radio Norge   | 10     | 10     | 10     | 10     | 11     | 10     | 9      | 10     |
| Storby radioen  | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 2      |
| P5  | 1      | 1      | 1      | 1      | 1      | 1      | 1      | 1      |
| NRJ+  | 1      | 2      | 1      | 1      | 1      | 1      | 1      | 2      |
| <b>Markedsandeler av den totale lyttertiden i prosent</b> |        |        |        |        |        |        |        |        |
| Total Radio   | 100.0  | 100.0  | 100.0  | 100.0  | 100.0  | 100.0  | 100.0  | 100.0  |
| NRK Total   | 64.8   | 66.4   | 66.2   | 65.7   | 66.0   | 63.3   | 65.3   | 65.5   |
| NRK P1  | 44.8   | 46.5   | 46.0   | 44.3   | 43.1   | 42.8   | 43.5   | 45.1   |
| NRK P2  | 4.6    | 4.5    | 4.7    | 5.1    | 4.7    | 4.8    | 5.0    | 4.8    |
| NRK P3  | 6.2    | 6.0    | 6.9    | 7.0    | 8.7    | 6.9    | 7.7    | 5.9    |
| NRK Andre   | 9.2    | 9.5    | 8.6    | 9.2    | 9.6    | 8.8    | 9.1    | 9.7    |
| P4  | 19.0   | 17.3   | 18.1   | 19.2   | 18.1   | 21.5   | 19.9   | 19.2   |
| Radio Norge   | 11.1   | 11.0   | 10.9   | 10.4   | 11.8   | 10.7   | 10.3   | 10.5   |
| Storby radioen  | 2.5    | 2.1    | 2.2    | 2.1    | 1.7    | 1.9    | 1.9    | 1.7    |
| P5  | 0.9    | 1.3    | 0.9    | 1.4    | 1.0    | 1.3    | 1.2    | 1.2    |
| NRJ+  | 1.6    | 1.9    | 1.6    | 1.3    | 1.4    | 1.3    | 1.3    | 1.9    |