

Radiotest 2017_2 vs. 2016_2

Die Daten in den Tabellen sind nach der Tagesreichweite 10+ gereiht; alle Zahlen beziehen sich auf das jeweilige Gesamtprogramm, also auf alle Sendetage (Montag bis Sonntag). Berücksichtigt wurden Sender, die eine Tagesreichweite 10+ von größer/gleich 1,0% aufweisen. Zahlen in Klammer: 2016_2

Anm.: In jedem Bundesland wurde immer nur das jeweilige ORF-Regionalradio in die Tabelle mit einbezogen (z.B. Radio Tirol in Tirol, Radio Salzburg in Salzburg etc.). Ausnahme Wien: hier wurden alle in der Bundeshauptstadt ausgewiesenen ORF-Regionalradios berücksichtigt.

Österreich gesamt

(Montag-Sonntag)

	Tagesreichweite		Marktanteil	
	10+	14-49	10+	14-49
ORF Radios gesamt	61,9% (61,6%)	54,9% (55,1%)	71% (70%)	61% (61%)
Ö3	33,9% (32,9%)	40,6% (39,6%)	31% (30%)	40% (38%)
Privatsender Inland	28,8% (28,7%)	37,7% (37,4%)	26% (26%)	36% (36%)
ORF Regionalradios	28,2% (29,1%)	15,0% (16,4%)	33% (33%)	16% (17%)
KRONEHIT	11,3% (11,9%)	17,0% (18,0%)	7% (8%)	12% (13%)
Österreich 1	8,1% (7,8%)	4,9% (4,8%)	5% (5%)	2% (2%)
FM4	3,6% (3,7%)	5,6% (5,8%)	2% (2%)	3% (4%)

Wien

(Montag-Sonntag)

	Tagesreichweite		Marktanteil	
	10+	14-49	10+	14-49
ORF Radios gesamt	50,7% (48,9%)	42,4% (41,0%)	69% (67%)	62% (57%)
Ö3	25,8% (24,3%)	27,6% (24,3%)	30% (28%)	36% (32%)
Radio Wien	12,4% (11,5%)	7,5% (7,7%)	17% (14%)	11% (10%)
Österreich 1	10,7% (10,6%)	7,4% (7,3%)	9% (10%)	6% (5%)
KRONEHIT	10,7% (9,5%)	14,8% (13,5%)	9% (8%)	14% (13%)
Radio Arabella	6,9% (6,4%)	4,3% (5,3%)	8% (7%)	4% (6%)
Radio NÖ	6,0% (6,5%)	2,2% (2,2%)	7% (8%)	1% (3%)
Radio Energy	6,0% (6,3%)	8,5% (9,0%)	4% (5%)	6% (8%)
88.6 (Der Musiksender)	4,7% (4,5%)	6,2% (6,1%)	5% (5%)	7% (7%)
FM4	4,5% (4,8%)	6,3% (7,3%)	4% (4%)	6% (6%)
Radio Burgenland	1,8% (1,7%)	0,3% (0,4%)	2% (2%)	0% (1%)
98,3 Superfly	1,7% (1,7%)	2,3% (2,2%)	2% (2%)	2% (3%)
Radio Ö24	1,6% (2,3%)	1,9% (3,0%)	2% (2%)	3% (4%)
r. klassik Stephansdom	1,1% (-)	0,5% (-)	1% (-)	0% (-)

Niederösterreich

(Montag-Sonntag)

	Tagesreichweite		Marktanteil	
	10+	14-49	10+	14-49
ORF Radios gesamt	67,3% (68,8%)	61,8% (63,7%)	78% (77%)	66% (68%)
Ö3	39,2% (38,2%)	48,9% (48,6%)	37% (35%)	48% (45%)
Radio NÖ	24,5% (26,1%)	11,6% (13,3%)	27% (26%)	11% (11%)
KRONEHIT	14,7% (17,0%)	23,3% (26,5%)	11% (11%)	17% (17%)
Österreich 1	6,9% (7,8%)	4,8% (4,7%)	4% (5%)	2% (3%)
FM4	3,4% (3,2%)	5,6% (5,1%)	2% (2%)	3% (3%)
Radio Energy	2,0% (1,9%)	3,6% (3,4%)	1% (1%)	3% (2%)
Radio Arabella (VG 4) *	6,6% (9,5%)	7,7% (7,5%)	3% (6%)	5% (4%)
Radio Arabella (VG 3) *	6,6% (8,4%)	7,2% (6,4%)	3% (5%)	4% (3%)
88.6 (DerMusiks.) (VG2) *	5,4% (5,4%)	8,2% (8,4%)	4% (4%)	6% (7%)
88.6 (DerMusiks.) (VG1) *	4,6% (5,2%)	7,1% (8,7%)	4% (3%)	6% (5%)

* Lokalsender, Wert gilt nur für Verbreitungsgebiet; Radio Arabella (VG 4): Amstetten, Melk, Scheibbs, St. Pölten St./L., Lilienfeld, Waidh./Ybbs; Radio Arabella (VG 3): St. Pölten St./L., Amstetten, Melk, Scheibbs, Krems St./L., Tulln, Lilienfeld, Waidh./Ybbs; 88.6 Der Musiksender (VG 2): Wr.Neustadt St./L., Baden, Neunkirchen, Mödling, Bruck/Leitha; 88.6 Der Musiksender (VG 1): St. Pölten St./L., Krems St./L., Gmünd, Horn, Zwettl, Waidh./Th., Melk, Scheibbs, Waidh./Ybbs, Amstetten, Tulln

Burgenland

(Montag-Sonntag)

	Tagesreichweite		Marktanteil	
	10+	14-49	10+	14-49
ORF Radios gesamt	70,0% (73,7%)	65,4% (69,5%)	82% (84%)	72% (76%)
Ö3	38,4% (37,2%)	52,2% (50,7%)	36% (32%)	49% (45%)
Radio Burgenland	32,8% (36,2%)	18,1% (21,6%)	35% (37%)	15% (20%)
KRONEHIT	15,0% (15,6%)	24,5% (26,1%)	9% (9%)	16% (15%)
Österreich 1	6,6% (6,5%)	4,2% (4,3%)	4% (4%)	1% (1%)
88.6 (Der Musiksender)	5,8% (4,7%)	10,4% (8,0%)	4% (2%)	7% (4%)
Antenne Steiermark	3,7% (3,9%)	5,2% (5,9%)	2% (3%)	2% (4%)
FM4	1,8% (2,5%)	3,4% (4,7%)	1% (2%)	2% (3%)
Radio Arabella	1,1% (0,9%)	1,1% (1,3%)	1% (0%)	1% (0%)

Steiermark

(Montag-Sonntag)

	Tagesreichweite		Marktanteil	
	10+	14-49	10+	14-49
ORF Radios gesamt	62,8% (63,6%)	53,6% (55,5%)	68% (67%)	51% (55%)
Ö3	32,5% (31,6%)	39,3% (39,5%)	26% (26%)	35% (33%)
Radio Steiermark	30,9% (32,0%)	14,8% (17,8%)	35% (34%)	13% (17%)
Antenne Steiermark	22,7% (21,1%)	30,7% (28,4%)	20% (21%)	29% (28%)
KRONEHIT	9,8% (9,3%)	15,1% (14,7%)	6% (5%)	11% (8%)
Österreich 1	7,5% (7,1%)	4,1% (3,2%)	5% (4%)	2% (2%)
FM4	2,3% (2,7%)	4,0% (4,1%)	1% (2%)	2% (3%)
Radio Grün-Weiss*	6,9% (-)	5,9% (-)	7% (-)	6% (-)
Soundportal (VG 9)*	4,8% (4,5%)	8,2% (7,4%)	4% (3%)	7% (5%)
Soundportal (VG 10)*	4,2% (3,5%)	7,9% (6,1%)	3% (2%)	5% (4%)
Welle 1*	1,4% (0,7%)	2,0% (0,8%)	1% (0%)	2% (0%)
Radio West*	1,2% (1,7%)	2,0% (2,3%)	1% (3%)	2% (5%)

* Lokalsender, Wert gilt nur für Verbreitungsgebiet; Radio Grün-Weiss: Murtal, Leoben, Bruck-Mürzzuschlag, Liezen; Soundportal (VG 9): Graz Stadt/Umg.; Soundportal (VG 10): Graz Stadt/Umg., Murtal, Leoben, Bruck-Mürzzuschlag; Welle 1: Graz Stadt/Umg.; Radio West: Voitsberg, Graz Umg.

Kärnten

(Montag-Sonntag)

	Tagesreichweite		Marktanteil	
	10+	14-49	10+	14-49
ORF Radios gesamt	69,6% (67,5%)	59,6% (59,8%)	78% (75%)	64% (60%)
Radio Kärnten	39,9% (38,0%)	23,4% (22,8%)	44% (43%)	22% (22%)
Ö3	33,1% (33,2%)	41,7% (42,0%)	27% (25%)	37% (33%)
Antenne Kärnten	18,7% (20,8%)	28,8% (31,0%)	16% (17%)	26% (26%)
KRONEHIT	8,3% (9,7%)	13,0% (16,8%)	4% (5%)	6% (9%)
Österreich 1	7,6% (7,8%)	2,9% (4,1%)	4% (4%)	2% (2%)
FM4	2,6% (3,1%)	4,0% (5,2%)	3% (2%)	4% (3%)
Welle 1*	3,0% (2,2%)	5,0% (3,9%)	1% (1%)	2% (2%)

* Lokalsender, Wert gilt nur für Verbreitungsgebiet; Welle 1: Klagenfurt St./L.

Oberösterreich

(Montag-Sonntag)

	Tagesreichweite		Marktanteil	
	10+	14-49	10+	14-49
ORF Radios gesamt	63,7% (62,1%)	58,5% (56,7%)	68% (67%)	60% (57%)
Ö3	36,4% (36,2%)	44,1% (44,0%)	32% (33%)	39% (40%)
Radio Oberösterreich	23,4% (24,6%)	12,2% (12,5%)	24% (25%)	12% (10%)
KRONEHIT	13,6% (14,6%)	20,6% (21,8%)	9% (11%)	14% (18%)
Life Radio	12,6% (11,2%)	15,8% (14,2%)	11% (8%)	13% (10%)
Österreich 1	8,4% (6,8%)	4,8% (4,4%)	5% (4%)	2% (2%)
FM4	4,3% (3,9%)	6,5% (6,4%)	2% (3%)	3% (4%)
Antenne Salzburg	1,5% (1,2%)	1,4% (1,4%)	1% (1%)	1% (1%)
RadioArabella (VG 17)*	10,3% (9,0%)	8,9% (8,3%)	7% (10%)	4% (10%)
RadioArabella (VG 16)*	8,6% (8,7%)	8,3% (8,3%)	7% (8%)	6% (8%)
Welle 1 (VG 20)*	2,4% (2,8%)	3,8% (5,0%)	2% (2%)	3% (4%)
Welle 1 (VG 19)*	1,8% (4,1%)	2,8% (6,9%)	1% (2%)	2% (3%)
Lounge FM (VG 14)*	1,4% (1,2%)	2,2% (1,3%)	1% (1%)	2% (2%)
Lounge FM (VG 15)*	1,2% (-)	1,9% (-)	1% (-)	2% (-)

* Lokalsender, Wert gilt nur für Verbreitungsgebiet; Radio Arabella (VG 17): Linz St./L.; Radio Arabella (VG 16): Linz St./L., Wels St./L., Steyr St./L., Vöcklabruck; Welle 1 (VG 20): Linz St./L.; Welle 1 (VG 19): Wels St./L., Linz L.; Lounge FM (VG 14): Linz St./L., Wels St./L., Steyr St./L.; Lounge FM (VG 15): Linz St./L., Wels St./L., Steyr St./L., Gmunden

Salzburg

(Montag-Sonntag)

	Tagesreichweite		Marktanteil	
	10+	14-49	10+	14-49
ORF Radios gesamt	66,2% (66,8%)	60,1% (60,0%)	72% (75%)	64% (67%)
Ö3	36,7% (36,0%)	45,8% (43,3%)	31% (32%)	41% (42%)
Radio Salzburg	30,3% (30,4%)	17,9% (16,8%)	33% (35%)	18% (18%)
Antenne Salzburg	11,0% (11,0%)	12,6% (12,8%)	12% (10%)	14% (12%)
Österreich 1	8,5% (8,0%)	4,1% (4,5%)	5% (4%)	2% (2%)
KRONEHIT	6,1% (6,8%)	9,4% (10,8%)	4% (5%)	7% (9%)
FM4	3,6% (3,6%)	5,6% (5,8%)	2% (2%)	4% (4%)
Welle 1*	6,9% (6,1%)	11,0% (9,8%)	5% (4%)	9% (8%)
Radio Energy*	6,1% (6,7%)	9,7% (10,5%)	4% (3%)	8% (5%)
Klassik Radio*	1,0% (1,4%)	1,4% (0,9%)	1% (1%)	1% (0%)

* Lokalsender, Wert gilt nur für Verbreitungsgebiet; Welle 1: Salzburg St./Umg.; Radio Energy: Salzburg St.; Klassik Radio: Salzburg St.

Tirol (mit Osttirol)

(Montag-Sonntag)

	Tagesreichweite		Marktanteil	
	10+	14-49	10+	14-49
ORF Radios gesamt	61,7% (58,6%)	58,2% (56,5%)	64% (63%)	61% (59%)
Ö3	37,8% (34,2%)	45,3% (42,9%)	32% (31%)	41% (40%)
Radio Tirol	25,8% (24,0%)	15,7% (14,6%)	26% (25%)	16% (13%)
KRONEHIT	9,6% (9,8%)	14,0% (13,8%)	5% (6%)	8% (9%)
Life Radio	8,3% (7,3%)	12,6% (10,9%)	7% (6%)	11% (9%)
Österreich 1	6,6% (6,5%)	3,2% (3,8%)	4% (4%)	1% (2%)
FM4	3,7% (4,1%)	5,4% (6,2%)	2% (2%)	3% (4%)
Radio Osttirol*	21,1% (24,0%)	17,3% (20,7%)	16% (15%)	13% (13%)
Radio U1 Tirol (VG31) *	12,2% (-)	9,5% (-)	14% (-)	9% (-)
Radio U1 Tirol (VG30) *	12,2% (12,2%)	8,7% (7,9%)	15% (15%)	10% (9%)
Radio Energy*	5,2% (3,9%)	7,3% (5,2%)	3% (3%)	5% (5%)
Antenne Tirol*	3,9% (3,0%)	5,2% (3,3%)	2% (3%)	3% (4%)
Welle 1 (Tirol) (VG 32) *	3,3% (2,9%)	5,2% (4,5%)	2% (2%)	4% (3%)
Welle 1 (Tirol) (VG 33) *	2,6% (-)	4,1% (-)	1% (-)	2% (-)
Klassik Radio*	1,4% (2,1%)	1,0% (1,8%)	1% (2%)	1% (2%)

*Lokalsender, Wert gilt nur für Verbreitungsgebiet; Radio Osttirol: Lienz; Radio U1 Tirol (VG31): Innsbruck St./L., Kufstein, Schwaz, Kitzbühel, Imst, Landeck; Radio U1 Tirol (VG30): Innsbruck St./L., Kufstein, Schwaz, Kitzbühel; Radio Energy: Innsbruck St.; Antenne Tirol: Innsbruck St./L., Kufstein, Schwaz; Welle 1 (Tirol) (VG 32): Innsbruck St./L.; Welle 1 (Tirol) (VG 33): Innsbruck St./L., Kufstein, Schwaz, Imst, Landeck, Reutte; Klassik Radio: Innsbruck St.

Vorarlberg

(Montag-Sonntag)

	Tagesreichweite		Marktanteil	
	10+	14-49	10+	14-49
ORF Radios gesamt	59,8% (60,4%)	54,8% (55,4%)	64% (61%)	54% (52%)
Ö3	30,5% (31,0%)	38,1% (38,4%)	24% (24%)	32% (30%)
Radio Vorarlberg	29,7% (31,9%)	17,1% (19,7%)	34% (32%)	18% (17%)
Antenne Vorarlberg	23,4% (23,7%)	29,9% (31,1%)	21% (23%)	30% (30%)
KRONEHIT	8,4% (10,5%)	11,9% (15,9%)	4% (5%)	7% (8%)
Österreich 1	6,2% (5,2%)	3,1% (2,4%)	4% (3%)	1% (1%)
FM4	4,1% (4,0%)	6,5% (5,7%)	2% (3%)	4% (4%)

Quelle: GfK Austria, Radiotest 2017_2 und 2016_2, n = je 24.000 ERW. 10+