

Radiotest 2018_2 vs. 2017_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 $\geq 1,0\%$ aufweisen.
- Zahlen in Klammer: 2017_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)

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	Tagesreichweite		Marktanteil	
	10+	14-49	10+	14-49
ORF Radios gesamt	59,9% (61,9%)	51,7% (54,9%)	72% (71%)	62% (61%)
Ö3	31,8% (33,9%)	37,4% (40,6%)	31% (31%)	39% (40%)
Privatsender Inland	27,4% (28,8%)	35,3% (37,7%)	26% (26%)	36% (36%)
ORF Regionalradios	27,3% (28,2%)	14,2% (15,0%)	33% (33%)	16% (16%)
KRONEHIT	10,7% (11,3%)	16,2% (17,0%)	8% (7%)	13% (12%)
Österreich 1	8,5% (8,1%)	5,1% (4,9%)	7% (5%)	3% (2%)
FM4	3,3% (3,6%)	5,2% (5,6%)	2% (2%)	4% (3%)

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Wien
(Montag-Sonntag)

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	Tagesreichweite		Marktanteil	
	10+	14-49	10+	14-49
ORF Radios gesamt	46,4% (50,7%)	35,1% (42,4%)	68% (69%)	51% (62%)
Ö3	21,4% (25,8%)	20,2% (27,6%)	26% (30%)	26% (36%)
Österreich 1	11,2% (10,7%)	6,9% (7,4%)	12% (9%)	7% (6%)
Radio Wien	10,6% (12,4%)	5,6% (7,5%)	15% (17%)	8% (11%)
KRONEHIT	8,6% (10,7%)	12,6% (14,8%)	8% (9%)	16% (14%)
Radio Arabella	6,3% (6,9%)	3,9% (4,3%)	7% (8%)	6% (4%)
Radio Energy	5,9% (6,0%)	8,6% (8,5%)	4% (4%)	8% (6%)
Radio NÖ	5,5% (6,0%)	1,9% (2,2%)	9% (7%)	3% (1%)
88.6 (Der Musiksender)	5,1% (4,7%)	6,7% (6,2%)	6% (5%)	9% (7%)
FM4	4,8% (4,5%)	6,8% (6,3%)	4% (4%)	8% (6%)
Radio Burgenland	2,2% (1,8%)	0,5% (0,3%)	2% (2%)	1% (0%)
98,3 Superfly	1,7% (1,7%)	2,0% (2,3%)	2% (2%)	3% (2%)
Radio Ö24	1,2% (1,6%)	1,3% (1,9%)	2% (2%)	3% (3%)

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Niederösterreich
(Montag-Sonntag)

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	Tagesreichweite		Marktanteil	
	10+	14-49	10+	14-49
ORF Radios gesamt	66,8% (67,3%)	60,6% (61,8%)	77% (78%)	67% (66%)
Ö3	38,3% (39,2%)	47,8% (48,9%)	36% (37%)	45% (48%)
Radio NÖ	23,7% (24,5%)	11,2% (11,6%)	26% (27%)	12% (11%)
KRONEHIT	14,9% (14,7%)	22,8% (23,3%)	11% (11%)	18% (17%)
Österreich 1	7,7% (6,9%)	5,1% (4,8%)	6% (4%)	3% (2%)
88,6 (Der Musiksender)	5,3% (5,6%)	8,6% (8,3%)	6% (5%)	9% (8%)
FM4	3,0% (3,4%)	4,7% (5,6%)	3% (2%)	4% (3%)
Radio Energy	2,1% (2,0%)	3,2% (3,6%)	1% (1%)	2% (3%)
Radio Arabella (VG 2)*	7,8% (6,6%)	6,5% (7,7%)	6% (3%)	5% (5%)
Radio Arabella (VG 1)*	6,4% (6,6%)	5,1% (7,2%)	5% (3%)	4% (4%)

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* Lokalsender, Wert gilt nur für Verbreitungsgebiet; Radio Arabella (VG 2): Amstetten, Melk, Scheibbs, St. Pölten St./L., Lilienfeld, Waidh./Ybbs; Radio Arabella (VG 1): St. Pölten St./L., Amstetten, Melk, Scheibbs, Krems St./L., Tulln, Lilienfeld, Waidh./Ybbs;

Burgenland
(Montag-Sonntag)

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	Tagesreichweite		Marktanteil	
	10+	14-49	10+	14-49
ORF Radios gesamt	68,1% (70,0%)	60,8% (65,4%)	80% (82%)	67% (72%)
Ö3	33,7% (38,4%)	44,0% (52,2%)	31% (36%)	43% (49%)
Radio Burgenland	32,8% (32,8%)	17,1% (18,1%)	35% (35%)	14% (15%)
KRONEHIT	12,3% (15,0%)	20,8% (24,5%)	7% (9%)	11% (16%)
88.6 (Der Musiksender)	7,0% (5,8%)	12,5% (10,4%)	6% (4%)	11% (7%)
Österreich 1	7,0% (6,6%)	3,9% (4,2%)	5% (4%)	2% (1%)
Antenne Steiermark	4,1% (3,7%)	5,7% (5,2%)	3% (2%)	5% (2%)
FM4	2,8% (1,8%)	5,0% (3,4%)	2% (1%)	3% (2%)
Radio Arabella	1,3% (1,1%)	1,1% (1,1%)	1% (1%)	1% (1%)

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Steiermark
(Montag-Sonntag)

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	Tagesreichweite		Marktanteil	
	10+	14-49	10+	14-49
ORF Radios gesamt	63,6% (62,8%)	55,0% (53,6%)	73% (68%)	62% (51%)
Ö3	33,2% (32,5%)	40,5% (39,3%)	29% (26%)	39% (35%)
Radio Steiermark	31,4% (30,9%)	15,0% (14,8%)	37% (35%)	17% (13%)
Antenne Steiermark	20,6% (22,7%)	26,7% (30,7%)	17% (20%)	23% (29%)
KRONEHIT	9,2% (9,8%)	14,6% (15,1%)	5% (6%)	8% (11%)
Österreich 1	7,5% (7,5%)	4,1% (4,1%)	5% (5%)	2% (2%)
FM4	2,8% (2,3%)	4,3% (4,0%)	2% (1%)	3% (2%)
Radio Grün-Weiss*	7,1% (6,9%)	6,8% (5,9%)	9% (7%)	12% (6%)
Soundportal (VG 7)*	4,9% (4,8%)	7,9% (8,2%)	4% (4%)	6% (7%)
Soundportal (VG 8)*	3,6% (4,2%)	6,3% (7,9%)	2% (3%)	4% (5%)

Welle 1*	1,6% (1,4%)	2,0% (2,0%)	2% (1%)	2% (2%)
Radio West*	1,1% (1,2%)	(-) (2,0%)	2% (1%)	(-) (2%)

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* Lokalsender, Wert gilt nur für Verbreitungsgebiet; Radio Grün-Weiss: Murtal, Leoben, Bruck-Mürzzuschlag, Liezen; Soundportal (VG 7): Graz Stadt/Umg.; Soundportal (VG 8): Graz Stadt/Umg., Murtal, Leoben, Bruck-Mürzzuschlag; Welle 1: Graz Stadt/Umg.; Radio West: Voitsberg, Graz Umg.

Kärnten (Montag-Sonntag)

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	Tagesreichweite		Marktanteil	
	10+	14-49	10+	14-49
ORF Radios gesamt	66,7% (69,6%)	58,7% (59,6%)	77% (78%)	62% (64%)
Radio Kärnten	38,6% (39,9%)	24,0% (23,4%)	46% (44%)	25% (22%)
Ö3	30,2% (33,1%)	39,7% (41,7%)	24% (27%)	33% (37%)
Antenne Kärnten	19,5% (18,7%)	29,0% (28,8%)	16% (16%)	26% (26%)
Österreich 1	8,9% (7,6%)	4,4% (2,9%)	5% (4%)	3% (2%)
KRONEHIT	8,6% (8,3%)	14,6% (13,0%)	5% (4%)	9% (6%)
FM4	2,2% (2,6%)	3,6% (4,0%)	1% (3%)	3% (4%)
Welle 1*	4,1% (3,0%)	8,4% (5,0%)	2% (1%)	4% (2%)
Lounge FM (Ktn)*	1,5% (0,5%)	2,4% (0,6%)	1% (0%)	1% (0%)

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* Lokalsender, Wert gilt nur für Verbreitungsgebiet; Welle 1: Klagenfurt St./L.; Lounge FM (Ktn): Klagenfurt St./L.

Oberösterreich (Montag-Sonntag)

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	Tagesreichweite		Marktanteil	
	10+	14-49	10+	14-49
ORF Radios gesamt	60,4% (63,7%)	53,7% (58,5%)	70% (68%)	59% (60%)
Ö3	34,7% (36,4%)	41,4% (44,1%)	36% (32%)	42% (39%)
Radio Oberösterreich	22,3% (23,4%)	10,0% (12,2%)	25% (24%)	10% (12%)
KRONEHIT	13,2% (13,6%)	19,3% (20,6%)	10% (9%)	16% (14%)
Life Radio	12,6% (12,6%)	15,5% (15,8%)	9% (11%)	13% (13%)
Österreich 1	8,1% (8,4%)	5,5% (4,8%)	5% (5%)	3% (2%)
FM4	3,1% (4,3%)	5,2% (6,5%)	2% (2%)	3% (3%)
RadioArabella (VG 15)*	9,5% (10,3%)	8,5% (8,9%)	12% (7%)	17% (4%)
RadioArabella (VG 14)*	8,3% (8,6%)	7,4% (8,3%)	9% (7%)	11% (6%)
Welle 1*	1,8% (2,4%)	2,6% (3,8%)	2% (2%)	2% (3%)
Lounge FM (VG 12)*	1,1% (1,4%)	1,0% (2,2%)	1% (1%)	1% (2%)
Lounge FM (VG 13)*	1,1% (1,2%)	0,8% (1,9%)	1% (1%)	1% (2%)

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* Lokalsender, Wert gilt nur für Verbreitungsgebiet; Radio Arabella (VG 15): Linz St./L.; Radio Arabella (VG 14): Linz St./L., Wels St./L., Steyr St./L., Vöcklabruck; Welle 1: Linz St./L.; Lounge FM (VG 12): Linz St./L., Wels St./L., Steyr St./L.; Lounge FM (VG 13): Linz St./L., Wels St./L., Steyr St./L., Gmunden

	10+	14-49	10+	14-49
ORF Radios gesamt	56,7% (59,8%)	48,7% (54,8%)	66% (64%)	58% (54%)
Radio Vorarlberg	28,9% (29,7%)	18,4% (17,1%)	32% (34%)	21% (18%)
Ö3	27,2% (30,5%)	31,0% (38,1%)	26% (24%)	32% (32%)
Antenne Vorarlberg	21,9% (23,4%)	28,3% (29,9%)	19% (21%)	23% (30%)
KRONEHIT	7,9% (8,4%)	11,8% (11,9%)	4% (4%)	7% (7%)
Österreich 1	6,7% (6,2%)	2,5% (3,1%)	5% (4%)	2% (1%)
FM4	3,1% (4,1%)	4,7% (6,5%)	2% (2%)	3% (4%)
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Quelle: Radiotest 2017 2 (GfK Austria, n=24.0000 ERW 10+) und
Radiotest 2018 2 (GfK Austria Feldarbeit, Ankordata Auswertung, n =
24.000 ERW. 10+)