

Radiotest 2019_2 vs. 2018_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: 2018_2
- Durch eine neue disproportionale Verteilung der Interviews nach Bundesländern konnte die Gesamt-Fallzahl für das Jahr 2019 auf 21.800 optimiert werden, die weiterhin die Validität der Daten garantiert. Das bedeutet, dass mit Beginn 2019 pro Quartal 5.450 Interviews durchgeführt werden (2018: 6.000 Interviews pro Quartal). Der Radiotest 2019_2 (Juli 2018 bis Juni 2019) umfasst somit zwei Quartale aus dem Jahr 2018 sowie zwei Quartale aus dem laufenden Jahr und ergibt daher eine Gewichtungsbasis von 22.900 Interviews.
- 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 | 62,4%(59,9%) | 53,3%(51,7%) | 74%(72%) | 64%(62%) |
| Ö3 | 32,9%(31,8%) | 38,0%(37,4%) | 32%(31%) | 41%(39%) |
| ORF Regionalradios | 29,4%(27,3%) | 15,3%(14,2%) | 36%(33%) | 18%(16%) |
| Privatsender Inland | 28,0%(27,4%) | 35,9%(35,3%) | 26%(26%) | 37%(36%) |
| KRONEHIT | 10,9%(10,7%) | 16,6%(16,2%) | 8% (8%) | 13%(13%) |
| Österreich 1 | 9,0% (8,5%) | 5,4% (5,1%) | 7% (7%) | 3% (3%) |
| FM4 | 3,3% (3,3%) | 5,1% (5,2%) | 2% (2%) | 4% (4%) |

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Wien
(Montag-Sonntag)

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| | Tagesreichweite | | Marktanteil | |
|-------------------|-----------------|--------------|-------------|----------|
| | 10+ | 14-49 | 10+ | 14-49 |
| ORF Radios gesamt | 48,0%(46,4%) | 37,5%(35,1%) | 69%(68%) | 56%(51%) |
| Ö3 | 23,3%(21,4%) | 22,3%(20,2%) | 28%(26%) | 33%(26%) |
| Radio Wien | 12,0%(10,6%) | 6,9% (5,6%) | 16%(15%) | 9% (8%) |
| Österreich 1 | 11,4%(11,2%) | 8,2% (6,9%) | 12%(12%) | 8% (7%) |
| KRONEHIT | 11,0%(8,6%) | 15,9%(12,6%) | 11% (8%) | 21%(16%) |
| Radio Energy | 6,5% (5,9%) | 8,6% (8,6%) | 5% (4%) | 9% (8%) |
| Radio NÖ | 6,4% (5,5%) | 1,3% (1,9%) | 10%(9%) | 3% (3%) |
| Radio Arabella | 6,2% (6,3%) | 4,7% (3,9%) | 9% (7%) | 8% (6%) |
| radio 88.6 | 4,3% (5,1%) | 6,1% (6,7%) | 5% (6%) | 8% (9%) |
| FM4 | 4,1% (4,8%) | 6,1% (6,8%) | 4% (4%) | 7% (8%) |

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|------------------|-------------|-------------|---------|---------|
| 98,3 Superfly | 1,8% (1,7%) | 2,1% (2,0%) | 1% (2%) | 2% (3%) |
| Radio Burgenland | 1,7% (2,2%) | 0,3% (0,5%) | 2% (2%) | 0% (1%) |
| Radio Ö24 | 1,2% (1,2%) | 1,5% (1,3%) | 1% (2%) | 1% (3%) |

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Niederösterreich
(Montag-Sonntag)

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| | Tagesreichweite | | Marktanteil | |
|-----------------------|-----------------|--------------|-------------|----------|
| | 10+ | 14-49 | 10+ | 14-49 |
| ORF Radios gesamt | 69,5%(66,8%) | 61,9%(60,6%) | 81%(77%) | 74%(67%) |
| Ö3 | 39,4%(38,3%) | 47,1%(47,8%) | 40%(36%) | 51%(45%) |
| Radio NÖ | 24,5%(23,7%) | 11,5%(11,2%) | 29%(26%) | 15%(12%) |
| KRONEHIT | 13,8%(14,9%) | 22,0%(22,8%) | 9%(11%) | 14%(18%) |
| radio 88.6 | 8,0% (5,3%) | 12,0% (8,6%) | 6% (6%) | 10% (9%) |
| Österreich 1 | 7,2% (7,7%) | 4,2% (5,1%) | 5% (6%) | 2% (3%) |
| FM4 | 3,4% (3,0%) | 5,0% (4,7%) | 2% (3%) | 4% (4%) |
| Radio Energy | 1,8% (2,1%) | 3,0% (3,2%) | 1% (1%) | 2% (2%) |
| Radio Arabella (VG2)* | 10,2% (7,8%) | 11,7% (6,5%) | 6% (6%) | 7% (5%) |
| Radio Arabella (VG1)* | 8,1% (6,4%) | 9,1% (5,1%) | 5% (5%) | 6% (4%) |

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* Lokalsender, Wert gilt nur für Verbreitungsgebiet; Radio Arabella (VG2): Amstetten, Melk, Scheibbs, St. Pölten St./L., Lilienfeld, Waidh./Ybbs; Radio Arabella (VG1): 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 | 72,6%(68,1%) | 64,4%(60,8%) | 84%(80%) | 71%(67%) |
| Ö3 | 38,7%(33,7%) | 49,0%(44,0%) | 35%(31%) | 47%(43%) |
| Radio Burgenland | 33,7%(32,8%) | 18,4%(17,1%) | 35%(35%) | 18%(14%) |
| KRONEHIT | 13,2%(12,3%) | 22,8%(20,8%) | 8% (7%) | 15%(11%) |
| radio 88.6 | 7,6% (7,0%) | 13,0%(12,5%) | 5% (6%) | 10%(11%) |
| Österreich 1 | 7,5% (7,0%) | 3,4% (3,9%) | 6% (5%) | 2% (2%) |
| Antenne Steiermark | 3,4% (4,1%) | 5,2% (5,7%) | 3% (3%) | 5% (5%) |
| FM4 | 2,4% (2,8%) | 3,5% (5,0%) | 1% (2%) | 2% (3%) |
| Radio Arabella | 1,3% (1,3%) | 1,3% (1,1%) | 1% (1%) | 2% (1%) |

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Steiermark
(Montag-Sonntag)

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| | Tagesreichweite | | Marktanteil | |
|--------------------|-----------------|--------------|-------------|----------|
| | 10+ | 14-49 | 10+ | 14-49 |
| ORF Radios gesamt | 64,0%(63,6%) | 55,5%(55,0%) | 74%(73%) | 61%(62%) |
| Radio Steiermark | 32,1%(31,4%) | 16,6%(15,0%) | 38%(37%) | 19%(17%) |
| Ö3 | 31,5%(33,2%) | 39,7%(40,5%) | 27%(29%) | 37%(39%) |
| Antenne Steiermark | 19,6%(20,6%) | 24,4%(26,7%) | 19%(17%) | 27%(23%) |

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|--------------------|-------------|---------------|---------|----------|
| Österreich 1 | 9,2% (7,5%) | 5,5% (4,1%) | 7% (5%) | 3% (2%) |
| KRONEHIT | 8,1% (9,2%) | 12,0% (14,6%) | 5% (5%) | 9% (8%) |
| FM4 | 2,8% (2,8%) | 4,6% (4,3%) | 2% (2%) | 3% (3%) |
| Radio Grün-Weiss* | 7,5% (7,1%) | 6,3% (6,8%) | 6% (9%) | 5% (12%) |
| Soundportal (VG6)* | 3,9% (4,9%) | 6,4% (7,9%) | 3% (4%) | 7% (6%) |
| Soundportal (VG7)* | 3,3% (3,6%) | 6,1% (6,3%) | 3% (2%) | 6% (4%) |
| Welle 1* | 1,7% (1,6%) | 3,1% (2,0%) | 1% (2%) | 2% (2%) |
| Radio Ö24* | 1,5% (0,4%) | 3,0% (1,0%) | 1% (0%) | 2% (0%) |

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* Lokalsender, Wert gilt nur für Verbreitungsgebiet; Radio Grün-Weiss: Murtal, Leoben, Bruck-Mürzzuschlag, Liezen; Soundportal (VG6): Graz Stadt/Umg.; Soundportal (VG7): Graz Stadt/Umg., Murtal, Leoben, Bruck-Mürzzuschlag; Welle 1: Graz Stadt/Umg.; Radio Ö24: Murtal, Leoben, Murau, Liezen

Kärnten
(Montag-Sonntag)

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| | Tagesreichweite | | Marktanteil | |
|-------------------|-----------------|---------------|-------------|-----------|
| | 10+ | 14-49 | 10+ | 14-49 |
| ORF Radios gesamt | 71,8% (66,7%) | 62,8% (58,7%) | 80% (77%) | 67% (62%) |
| Radio Kärnten | 43,2% (38,6%) | 26,3% (24,0%) | 48% (46%) | 27% (25%) |
| Ö3 | 33,3% (30,2%) | 42,7% (39,7%) | 27% (24%) | 36% (33%) |
| Antenne Kärnten | 20,6% (19,5%) | 30,5% (29,0%) | 17% (16%) | 27% (26%) |
| Österreich 1 | 8,9% (8,9%) | 5,0% (4,4%) | 6% (5%) | 2% (3%) |
| KRONEHIT | 8,1% (8,6%) | 13,5% (14,6%) | 4% (5%) | 8% (9%) |
| FM4 | 2,5% (2,2%) | 3,9% (3,6%) | 2% (1%) | 3% (3%) |
| Welle 1* | 3,4% (4,1%) | 5,6% (8,4%) | 2% (2%) | 3% (4%) |
| Lounge FM (Kntn)* | 1,3% (1,5%) | 0,8% (2,4%) | 1% (1%) | 1% (1%) |

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

Oberösterreich
(Montag-Sonntag)

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| | Tagesreichweite | | Marktanteil | |
|------------------------|-----------------|---------------|-------------|-----------|
| | 10+ | 14-49 | 10+ | 14-49 |
| ORF Radios gesamt | 63,7% (60,4%) | 54,6% (53,7%) | 71% (70%) | 63% (59%) |
| Ö3 | 35,9% (34,7%) | 41,6% (41,4%) | 33% (36%) | 44% (42%) |
| Radio Oberösterreich | 25,1% (22,3%) | 11,3% (10,0%) | 27% (25%) | 12% (10%) |
| KRONEHIT | 13,3% (13,2%) | 20,4% (19,3%) | 10% (10%) | 16% (16%) |
| Life Radio | 12,6% (12,6%) | 16,1% (15,5%) | 11% (9%) | 14% (13%) |
| Österreich 1 | 8,6% (8,1%) | 5,1% (5,5%) | 7% (5%) | 3% (3%) |
| FM4 | 3,4% (3,1%) | 5,2% (5,2%) | 2% (2%) | 4% (3%) |
| Antenne Salzburg | 1,2% (0,8%) | 1,1% (0,8%) | 2% (1%) | 1% (1%) |
| Radio Arabella (VG14)* | 9,8% (9,5%) | 9,5% (8,5%) | 9% (12%) | 8% (17%) |
| Radio Arabella (VG13)* | 9,8% (8,3%) | 9,3% (7,4%) | 9% (9%) | 9% (11%) |
| Welle 1* | 1,6% (1,8%) | 2,6% (2,6%) | 1% (2%) | 2% (2%) |

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* Lokalsender, Wert gilt nur für Verbreitungsgebiet; Radio Arabella (VG14): Linz St./L.; Radio Arabella (VG13): Linz St./L., Wels St./L., Steyr St./L., Vöcklabruck; Welle 1: Linz St./L.

Salzburg
(Montag-Sonntag)

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| | Tagesreichweite | | Marktanteil | |
|-------------------|-----------------|--------------|-------------|----------|
| | 10+ | 14-49 | 10+ | 14-49 |
| ORF Radios gesamt | 68,4%(66,6%) | 61,5%(59,9%) | 77%(79%) | 71%(74%) |
| Ö3 | 37,6%(37,8%) | 47,4%(47,0%) | 34%(38%) | 47%(52%) |
| Radio Salzburg | 31,9%(30,1%) | 17,7%(15,8%) | 34%(33%) | 17%(17%) |
| Antenne Salzburg | 11,8% (9,9%) | 13,0% (9,9%) | 11% (9%) | 13% (9%) |
| Österreich 1 | 10,1% (8,6%) | 4,1% (3,7%) | 8% (5%) | 2% (2%) |
| KRONEHIT | 6,7% (6,3%) | 9,7%(10,2%) | 4% (4%) | 7% (7%) |
| FM4 | 2,4% (2,5%) | 3,8% (4,0%) | 2% (1%) | 4% (2%) |
| Welle 1* | 5,2% (4,8%) | 9,2% (7,5%) | 5% (2%) | 10% (4%) |
| Radio Energy* | 4,9% (4,2%) | 7,9% (7,6%) | 2% (2%) | 4% (4%) |
| Klassik Radio* | 1,8% (1,3%) | 1,8% (0,5%) | 2% (1%) | 2% (0%) |

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

Tirol (mit Osttirol)
(Montag-Sonntag)

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| | Tagesreichweite | | Marktanteil | |
|------------------------|-----------------|--------------|-------------|----------|
| | 10+ | 14-49 | 10+ | 14-49 |
| ORF Radios gesamt | 62,6%(59,2%) | 57,3%(56,7%) | 66%(65%) | 59%(62%) |
| Ö3 | 35,8%(34,3%) | 41,4%(42,4%) | 30%(31%) | 39%(40%) |
| Radio Tirol | 26,6%(26,5%) | 15,0%(16,5%) | 28%(28%) | 16%(17%) |
| KRONEHIT | 10,0% (9,5%) | 15,0%(14,1%) | 6% (6%) | 12% (9%) |
| Life Radio | 9,5% (8,7%) | 14,2%(12,1%) | 8% (7%) | 14% (8%) |
| Österreich 1 | 8,0% (7,0%) | 4,2% (4,8%) | 6% (5%) | 2% (3%) |
| FM4 | 3,2% (3,4%) | 5,4% (5,5%) | 2% (2%) | 4% (3%) |
| Radio Osttirol* | 28,6%(20,4%) | 24,3%(18,5%) | 19%(16%) | 15%(12%) |
| Radio U1 Tirol (VG27)* | 13,7%(12,1%) | 8,9% (9,0%) | 15%(15%) | 10%(12%) |
| Radio U1 Tirol (VG26)* | 13,4%(11,7%) | 8,4% (8,3%) | 14%(15%) | 10%(11%) |
| Radio Energy* | 3,1% (2,6%) | 4,7% (2,5%) | 2% (2%) | 4% (2%) |
| Klassik Radio* | 2,5% (1,8%) | 1,3% (1,4%) | 2% (2%) | 1% (1%) |
| Antenne Tirol* | 2,0% (2,5%) | 2,5% (2,8%) | 1% (1%) | 2% (1%) |
| Welle 1 (VG28)* | 1,5% (2,6%) | 2,3% (3,1%) | 1% (1%) | 2% (2%) |
| Welle 1 (VG29)* | 1,1% (2,0%) | 1,9% (2,7%) | 1% (1%) | 1% (1%) |

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*Lokalsender, Wert gilt nur für Verbreitungsgebiet; Radio Osttirol: Lienz; Radio U1 Tirol (VG27): Innsbruck St./L., Kufstein, Schwaz, Kitzbühel, Imst, Landeck; Radio U1 Tirol (VG26): Innsbruck St./L., Kufstein, Schwaz, Kitzbühel; Radio Energy: Innsbruck St.; Antenne Tirol: Innsbruck St./L., Kufstein, Schwaz; Welle 1 (Tirol) (VG28): Innsbruck St./L.; Welle 1 (Tirol) (VG29): Innsbruck St./L., Kufstein, Schwaz, Imst, Landeck, Reutte; Klassik Radio: Innsbruck St.

Vorarlberg
(Montag-Sonntag)

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| | Tagesreichweite | | Marktanteil | |
|--------------------|-----------------|---------------|-------------|-----------|
| | 10+ | 14-49 | 10+ | 14-49 |
| ORF Radios gesamt | 60,3% (56,7%) | 51,1% (48,7%) | 68% (66%) | 55% (58%) |
| Radio Vorarlberg | 33,2% (28,9%) | 19,6% (18,4%) | 37% (32%) | 20% (21%) |
| Ö3 | 27,8% (27,2%) | 33,0% (31,0%) | 25% (26%) | 32% (32%) |
| Antenne Vorarlberg | 23,3% (21,9%) | 29,4% (28,3%) | 21% (19%) | 29% (23%) |
| KRONEHIT | 7,5% (7,9%) | 11,0% (11,8%) | 5% (4%) | 8% (7%) |
| Österreich 1 | 6,5% (6,7%) | 2,6% (2,5%) | 5% (5%) | 1% (2%) |
| FM4 | 3,5% (3,1%) | 5,3% (4,7%) | 2% (2%) | 4% (3%) |

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Quelle: Radiotest 2019_2 (GfK Austria Feldarbeit, Ankordata Auswertung, n = je 22.900 ERW. 10+) und Radiotest 2018_2 (GfK Austria Feldarbeit, Ankordata Auswertung, n = je 24.000 ERW. 10+)