

Radiotest 2020_2 vs. 2019_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: 2019_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	62,2% (62,4%)	52,3% (53,3%)	75% (74%)	65% (64%)
Ö3	31,9% (32,9%)	37,1% (38,0%)	31% (32%)	42% (41%)
ORF Regionalradios	29,7% (29,4%)	15,2% (15,3%)	35% (36%)	17% (18%)
Privatsender Inland	27,3% (28,0%)	34,0% (35,9%)	25% (26%)	35% (37%)
Österreich 1	10,0% (9,0%)	5,8% (5,4%)	8% (7%)	3% (3%)
KRONEHIT	9,6% (10,9%)	14,4% (16,6%)	6% (8%)	11% (13%)
FM4	3,2% (3,3%)	5,0% (5,1%)	2% (2%)	4% (4%)
Radio Austria/A.Sbg/T	1,8% (-)	1,9% (-)	2% (-)	2% (-)

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Wien
(Montag-Sonntag)

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	Tagesreichweite		Marktanteil	
	10+	14-49	10+	14-49
ORF Radios gesamt	47,9% (48,0%)	36,0% (37,5%)	69% (69%)	56% (56%)
Ö3	21,5% (23,3%)	20,9% (22,3%)	26% (28%)	31% (33%)
Österreich 1	12,3% (11,4%)	7,6% (8,2%)	14% (12%)	8% (8%)
Radio Wien	12,0% (12,0%)	6,7% (6,9%)	17% (16%)	10% (9%)
KRONEHIT	8,5% (11,0%)	12,2% (15,9%)	9% (11%)	16% (21%)
Radio NÖ	5,6% (6,4%)	1,3% (1,3%)	8% (10%)	2% (3%)
Radio Energy	5,4% (6,5%)	7,5% (8,6%)	4% (5%)	8% (9%)
88.6	5,3% (4,3%)	7,1% (6,1%)	6% (5%)	9% (8%)
Radio Arabella	4,8% (6,2%)	2,6% (4,7%)	6% (9%)	4% (8%)
FM4	4,0% (4,1%)	5,5% (6,1%)	3% (4%)	6% (7%)
Radio Burgenland	1,9% (1,7%)	0,6% (0,3%)	2% (2%)	0% (0%)
Radio Austria/A.Sbg/T	1,7% (-)	1,6% (-)	2% (-)	2% (-)
98,3 Superfly	1,2% (1,8%)	1,4% (2,1%)	1% (1%)	2% (2%)

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Niederösterreich
(Montag-Sonntag)

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	Tagesreichweite		Marktanteil	
	10+	14-49	10+	14-49
ORF Radios gesamt	67,1% (69,5%)	58,8% (61,9%)	79% (81%)	68% (74%)
Ö3	38,2% (39,4%)	46,3% (47,1%)	36% (40%)	49% (51%)
Radio NÖ	23,6% (24,5%)	10,6% (11,5%)	27% (29%)	10% (15%)
KRONEHIT	13,0% (13,8%)	20,1% (22,0%)	8% (9%)	14% (14%)
Österreich 1	8,7% (7,2%)	4,8% (4,2%)	7% (5%)	2% (2%)
88.6	7,9% (8,0%)	12,6% (12,0%)	7% (6%)	11% (10%)
FM4	2,4% (3,4%)	4,3% (5,0%)	1% (2%)	3% (4%)
Radio Energy	1,9% (1,8%)	3,2% (3,0%)	1% (1%)	2% (2%)
Radio Austria/A.Sbg/T	1,5% (-)	2,1% (-)	1% (-)	1% (-)
Radio Arabella (VG2)*	7,5% (10,2%)	7,0% (11,7%)	7% (6%)	7% (7%)
Radio Arabella (VG1)*	6,1% (8,1%)	5,6% (9,1%)	5% (5%)	5% (6%)

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* Lokalsender, Wert gilt nur für Verbreitungsgebiet; Radio Arabella (VG1): St. Pölten St./L., Amstetten, Melk, Scheibbs, Krems St./L., Tulln, Lilienfeld, Waidh./Ybbs; Radio Arabella (VG2): Amstetten, Melk, Scheibbs, St. Pölten St./L., Lilienfeld, Waidh./Ybbs

Burgenland
(Montag-Sonntag)

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	Tagesreichweite		Marktanteil	
	10+	14-49	10+	14-49
ORF Radios gesamt	73,5% (72,6%)	64,5% (64,4%)	86% (84%)	77% (71%)
Ö3	39,0% (38,7%)	50,0% (49,0%)	36% (35%)	53% (47%)
Radio Burgenland	33,8% (33,7%)	17,5% (18,4%)	34% (35%)	16% (18%)
KRONEHIT	11,6% (13,2%)	18,8% (22,8%)	6% (8%)	11% (15%)
Österreich 1	9,2% (7,5%)	6,2% (3,4%)	6% (6%)	2% (2%)
88.6	7,3% (7,6%)	13,0% (13,0%)	5% (5%)	11% (10%)
Antenne Steiermark	3,4% (3,4%)	3,8% (5,2%)	2% (3%)	2% (5%)
FM4	2,4% (2,4%)	4,3% (3,5%)	1% (1%)	3% (2%)
Radio Arabella	1,3% (1,3%)	1,4% (1,3%)	1% (1%)	1% (2%)

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Steiermark
(Montag-Sonntag)

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	Tagesreichweite		Marktanteil	
	10+	14-49	10+	14-49
ORF Radios gesamt	65,9% (64,0%)	54,8% (55,5%)	76% (74%)	67% (61%)
Radio Steiermark	33,5% (32,1%)	15,9% (16,6%)	36% (38%)	15% (19%)
Ö3	33,3% (31,5%)	40,1% (39,7%)	32% (27%)	47% (37%)
Antenne Steiermark	19,1% (19,6%)	22,8% (24,4%)	15% (19%)	22% (27%)
Österreich 1	11,1% (9,2%)	6,5% (5,5%)	8% (7%)	4% (3%)
KRONEHIT	7,5% (8,1%)	11,5% (12,0%)	5% (5%)	9% (9%)
FM4	2,4% (2,8%)	3,9% (4,6%)	1% (2%)	2% (3%)
Radio Grün-Weiss*	8,1% (7,5%)	7,2% (6,3%)	7% (6%)	7% (5%)

Soundportal (VG4)*	5,7% (3,9%)	6,7% (6,4%)	5% (3%)	10% (7%)
Soundportal (VG5)*	4,2% (3,3%)	5,4% (6,1%)	3% (3%)	7% (6%)

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* Lokalsender, Wert gilt nur für Verbreitungsgebiet; Radio Grün-Weiss: Murtal, Leoben, Bruck-Mürzzuschlag, Liezen; Soundportal (VG4): Graz Stadt/Umg.; Soundportal (VG5): Graz Stadt/Umg., Murtal, Leoben, Bruck-Mürzzuschlag

Kärnten (Montag-Sonntag)

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	Tagesreichweite		Marktanteil	
	10+	14-49	10+	14-49
ORF Radios gesamt	69,7% (71,8%)	60,5% (62,8%)	77% (80%)	64% (67%)
Radio Kärnten	42,2% (43,2%)	26,0% (26,3%)	46% (48%)	27% (27%)
Ö3	32,5% (33,3%)	39,8% (42,7%)	25% (27%)	34% (36%)
Antenne Kärnten	25,2% (20,6%)	37,1% (30,5%)	20% (17%)	31% (27%)
Österreich 1	9,0% (8,9%)	4,8% (5,0%)	5% (6%)	2% (2%)
KRONEHIT	7,0% (8,1%)	12,3% (13,5%)	3% (4%)	5% (8%)
FM4	2,1% (2,5%)	2,9% (3,9%)	1% (2%)	2% (3%)
Welle 1*	2,7% (3,4%)	4,9% (5,6%)	2% (2%)	5% (3%)

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

Oberösterreich (Montag-Sonntag)

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	Tagesreichweite		Marktanteil	
	10+	14-49	10+	14-49
ORF Radios gesamt	65,2% (63,7%)	56,5% (54,6%)	74% (71%)	66% (63%)
Ö3	34,0% (35,9%)	41,0% (41,6%)	32% (33%)	42% (44%)
Radio Oberösterreich	27,4% (25,1%)	13,0% (11,3%)	30% (27%)	16% (12%)
Life Radio	13,7% (12,6%)	17,0% (16,1%)	11% (11%)	14% (14%)
KRONEHIT	11,6% (13,3%)	17,5% (20,4%)	6% (10%)	11% (16%)
Österreich 1	9,3% (8,6%)	5,0% (5,1%)	7% (7%)	3% (3%)
FM4	3,4% (3,4%)	5,5% (5,2%)	3% (2%)	4% (4%)
Radio Austria/A.Sbg/T	1,2% (-)	1,3% (-)	1% (-)	1% (-)
Radio Arabella*	8,6% (9,8%)	7,4% (9,3%)	7% (9%)	8% (9%)
Welle 1*	2,6% (1,6%)	4,9% (2,6%)	1% (1%)	1% (2%)

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* Lokalsender, Wert gilt nur für Verbreitungsgebiet; Radio Arabella: 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	69,7% (68,4%)	63,9% (61,5%)	83% (77%)	79% (71%)
Ö3	37,6% (37,6%)	47,1% (47,4%)	35% (34%)	47% (47%)
Radio Salzburg	32,2% (31,9%)	19,0% (17,7%)	36% (34%)	22% (17%)
Österreich 1	10,4% (10,1%)	4,8% (4,1%)	8% (8%)	4% (2%)
Radio Austria/A.Sbg/T	9,2% (-)	8,3% (-)	9% (-)	10% (-)
KRONEHIT	5,4% (6,7%)	8,5% (9,7%)	3% (4%)	5% (7%)
FM4	4,3% (2,4%)	7,0% (3,8%)	4% (2%)	7% (4%)
Welle 1*	4,8% (5,2%)	8,0% (9,2%)	3% (5%)	5% (10%)
Radio Energy*	3,9% (4,9%)	6,4% (7,9%)	3% (2%)	6% (4%)
Klassik Radio*	2,0% (1,8%)	2,7% (1,8%)	2% (2%)	5% (2%)

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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	61,1% (62,6%)	55,5% (57,3%)	64% (66%)	58% (59%)
Ö3	32,4% (35,8%)	39,1% (41,4%)	29% (30%)	39% (39%)
Radio Tirol	27,7% (26,6%)	17,0% (15,0%)	28% (28%)	14% (16%)
Life Radio	10,8% (9,5%)	14,0% (14,2%)	10% (8%)	15% (14%)
KRONEHIT	10,1% (10,0%)	15,0% (15,0%)	7% (6%)	11% (12%)
Österreich 1	8,8% (8,0%)	4,8% (4,2%)	6% (6%)	2% (2%)
FM4	4,1% (3,2%)	6,1% (5,4%)	2% (2%)	4% (4%)
Radio Austria/A.Sbg/T	2,8% (-)	2,5% (-)	2% (-)	2% (-)
Rock Antenne Österr.	1,0% (-)	1,8% (-)	1% (-)	2% (-)
Radio Osttirol*	18,8% (28,6%)	11,2% (24,3%)	12% (19%)	4% (15%)
Radio U1 Tirol (VG19)*	13,0% (13,7%)	7,6% (8,9%)	13% (15%)	8% (10%)
Radio U1 Tirol (VG18)*	12,9% (13,4%)	6,9% (8,4%)	13% (14%)	8% (10%)
Radio Energy*	2,5% (3,1%)	4,5% (4,7%)	1% (2%)	2% (4%)
T-Rock*	1,8% (0,8%)	3,1% (1,4%)	1% (1%)	1% (1%)
Klassik Radio*	1,7% (2,5%)	0,9% (1,3%)	2% (2%)	1% (1%)

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*Lokalsender, Wert gilt nur für Verbreitungsgebiet; Radio Osttirol: Lienz; Radio U1 Tirol (VG18): Innsbruck St./L., Kufstein, Schwaz, Kitzbühel; Radio U1 Tirol (VG19): Innsbruck St./L., Kufstein, Schwaz, Kitzbühel, Imst, Landeck; Radio Energy: Innsbruck St.; Klassik Radio: Innsbruck St.; T-Rock: Innsbruck St./L.

Vorarlberg
(Montag-Sonntag)

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	Tagesreichweite		Marktanteil	
	10+	14-49	10+	14-49
ORF Radios gesamt	58,8% (60,3%)	49,1% (51,1%)	65% (68%)	55% (55%)
Radio Vorarlberg	32,1% (33,2%)	18,7% (19,6%)	34% (37%)	16% (20%)
Ö3	27,2% (27,8%)	31,3% (33,0%)	25% (25%)	33% (32%)
Antenne Vorarlberg	22,2% (23,3%)	25,7% (29,4%)	22% (21%)	29% (29%)
Österreich 1	8,2% (6,5%)	5,1% (2,6%)	5% (5%)	3% (1%)
KRONEHIT	6,5% (7,5%)	8,4% (11,0%)	5% (5%)	9% (8%)
FM4	3,9% (3,5%)	6,1% (5,3%)	2% (2%)	3% (4%)

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Quelle: Radiotest 2020 2 (n=21.800 ERW. 10+) und Radiotest 2019 2 (n=22.900 ERW. 10+); GfK Austria Feldarbeit, Ankordata Auswertung