

Radiotest 2020\_4 vs. 2019\_4

- 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\_4
- 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	61,6% (63,2%)	51,2% (54,6%)	74% (74%)	63% (65%)
Ö3	31,1% (33,7%)	36,0% (39,0%)	30% (33%)	40% (43%)
ORF Regionalradios	29,3% (29,6%)	14,8% (15,7%)	35% (35%)	17% (18%)
Privatsender Inland	26,6% (28,3%)	33,6% (35,8%)	24% (25%)	36% (36%)
Österreich 1	10,5% (9,3%)	5,7% (5,8%)	9% (7%)	4% (3%)
KRONEHIT	8,8% (10,7%)	13,4% (16,0%)	6% (7%)	11% (12%)
FM4	3,5% (3,2%)	5,5% (5,0%)	2% (2%)	4% (4%)
Radio Austria/A.Sbg/T	1,6% (1,8%)	1,6% (2,1%)	1% (2%)	1% (2%)

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Wien  
(Montag-Sonntag)

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	Tagesreichweite		Marktanteil	
	10+	14-49	10+	14-49
ORF Radios gesamt	48,5% (47,8%)	35,9% (37,4%)	70% (67%)	54% (57%)
Ö3	20,6% (22,3%)	20,2% (21,5%)	23% (29%)	28% (33%)
Österreich 1	13,3% (11,9%)	7,9% (8,5%)	15% (12%)	8% (7%)
Radio Wien	12,1% (11,3%)	6,5% (6,0%)	17% (15%)	10% (7%)
KRONEHIT	7,8% (10,2%)	11,8% (14,7%)	7% (10%)	14% (17%)
Radio NÖ	6,7% (5,9%)	1,9% (1,3%)	10% (8%)	3% (2%)
88.6	6,1% (4,6%)	8,1% (5,9%)	6% (6%)	11% (8%)
Radio Arabella	4,7% (5,5%)	2,7% (3,6%)	6% (8%)	3% (6%)
Radio Energy	4,6% (6,0%)	6,7% (8,0%)	3% (5%)	7% (8%)
FM4	4,4% (4,5%)	6,0% (6,4%)	4% (4%)	7% (6%)
Radio Burgenland	2,2% (1,3%)	0,8% (0,1%)	2% (2%)	0% (0%)
98,3 Superfly	1,5% (1,7%)	1,5% (2,1%)	2% (1%)	3% (2%)
Radio Austria/A.Sbg/T	1,5% (1,4%)	1,3% (1,6%)	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	67,4% (69,4%)	57,6% (62,7%)	80% (81%)	69% (71%)
Ö3	36,7% (41,1%)	44,3% (49,3%)	36% (39%)	49% (50%)
Radio NÖ	23,4% (24,2%)	10,2% (11,3%)	27% (28%)	11% (13%)
KRONEHIT	11,0% (14,2%)	16,8% (22,2%)	7% (10%)	12% (15%)
Österreich 1	10,2% (7,6%)	4,5% (4,9%)	7% (6%)	2% (2%)
88.6	8,1% (7,9%)	12,8% (12,2%)	7% (6%)	13% (10%)
FM4	2,9% (2,5%)	5,0% (4,1%)	2% (2%)	3% (3%)
Radio Austria/A.Sbg/T	1,5% (1,2%)	1,7% (2,0%)	1% (1%)	1% (1%)
Radio Energy	1,4% (2,1%)	1,9% (3,6%)	1% (1%)	2% (2%)
Radio Arabella (VG 2) *	6,1% (10,0%)	5,3% (10,9%)	5% (7%)	4% (8%)
Radio Arabella (VG 1) *	5,2% (8,0%)	4,6% (8,4%)	5% (5%)	4% (6%)

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\* Lokalsender, Wert gilt nur für Verbreitungsgebiet; Radio Arabella (VG 1): St. Pölten St./L., Amstetten, Melk, Scheibbs, Krems St./L., Tulln, Lilienfeld, Waidh./Ybbs; Radio Arabella (VG 2): 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	74,1% (72,0%)	65,7% (63,0%)	87% (83%)	80% (71%)
Ö3	37,3% (40,0%)	48,6% (50,2%)	37% (36%)	55% (49%)
Radio Burgenland	34,7% (31,7%)	19,1% (16,4%)	36% (33%)	18% (15%)
KRONEHIT	9,9% (13,4%)	15,9% (22,4%)	6% (6%)	9% (12%)
Österreich 1	8,2% (7,9%)	4,2% (4,0%)	6% (5%)	2% (2%)
88.6	6,8% (8,7%)	12,8% (15,0%)	4% (7%)	8% (14%)
Antenne Steiermark	2,5% (4,5%)	3,0% (5,6%)	2% (3%)	3% (4%)
FM4	2,2% (2,6%)	3,8% (4,7%)	1% (1%)	2% (3%)

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Steiermark  
(Montag-Sonntag)

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	Tagesreichweite		Marktanteil	
	10+	14-49	10+	14-49
ORF Radios gesamt	64,6% (65,9%)	55,4% (55,6%)	74% (73%)	62% (61%)
Ö3	32,0% (33,5%)	39,1% (39,3%)	29% (30%)	40% (39%)
Radio Steiermark	31,5% (34,2%)	15,0% (17,5%)	35% (36%)	15% (16%)
Antenne Steiermark	19,3% (20,2%)	22,2% (25,5%)	15% (19%)	20% (29%)
Österreich 1	10,2% (10,4%)	6,5% (7,0%)	8% (7%)	4% (4%)
KRONEHIT	7,0% (8,7%)	10,9% (12,7%)	5% (5%)	10% (9%)
FM4	2,7% (2,8%)	4,5% (4,1%)	1% (2%)	2% (3%)
Radio Grün-Weiss*	8,0% (7,6%)	7,6% (6,2%)	9% (5%)	8% (5%)
Soundportal (VG 4) *	3,5% (6,3%)	5,8% (7,3%)	3% (5%)	7% (9%)

Soundportal (VG 5)\* 3,3% (4,5%) 5,8% (5,8%) 3% (3%) 7% (7%)  
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\* Lokalsender, Wert gilt nur für Verbreitungsgebiet; Radio Grün-Weiss: Murtal, Leoben, Bruck-Mürzzuschlag, Liezen; Soundportal (VG 4): Graz Stadt/Umg.; Soundportal (VG 5): 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	68,8% (71,3%)	58,1% (64,8%)	79% (77%)	65% (65%)
Radio Kärnten	41,4% (43,4%)	24,2% (28,0%)	46% (48%)	26% (28%)
Ö3	32,5% (33,1%)	38,0% (43,7%)	25% (25%)	33% (35%)
Antenne Kärnten	22,9% (23,8%)	34,4% (34,5%)	16% (19%)	29% (27%)
Österreich 1	9,3% (8,3%)	6,0% (4,5%)	7% (4%)	4% (2%)
KRONEHIT	7,5% (6,8%)	12,4% (11,5%)	5% (3%)	9% (6%)
FM4	2,9% (2,2%)	4,8% (3,5%)	1% (1%)	2% (3%)
Welle 1*	3,3% (2,3%)	6,5% (3,9%)	3% (1%)	7% (2%)

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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	63,4% (66,6%)	54,1% (58,8%)	73% (75%)	64% (69%)
Ö3	34,0% (37,4%)	41,0% (44,5%)	33% (36%)	43% (48%)
Radio Oberösterreich	26,6% (26,0%)	12,8% (11,9%)	28% (29%)	13% (14%)
Life Radio	12,8% (12,9%)	16,3% (16,2%)	12% (10%)	14% (13%)
KRONEHIT	11,0% (12,3%)	16,7% (18,5%)	6% (7%)	10% (11%)
Österreich 1	10,0% (8,7%)	4,7% (4,9%)	7% (7%)	2% (3%)
FM4	3,5% (3,3%)	5,4% (5,5%)	2% (2%)	4% (4%)
Radio Austria/A.Sbg/T	1,1% (1,2%)	1,2% (1,2%)	1% (1%)	1% (1%)
Radio Arabella*	8,3% (10,7%)	9,1% (9,3%)	7% (10%)	9% (11%)
Welle 1*	3,9% (0,7%)	6,9% (1,4%)	2% (0%)	3% (1%)

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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	66,8% (71,8%)	60,5% (66,5%)	81% (81%)	76% (76%)

Ö3	35,9% (40,4%)	44,7% (50,7%)	35% (37%)	51% (50%)
Radio Salzburg	28,7% (33,8%)	14,9% (20,3%)	33% (35%)	15% (20%)
Österreich 1	9,8% (9,6%)	4,6% (3,8%)	9% (8%)	3% (2%)
Radio Austria/A.Sbg/T	7,6% (11,5%)	8,2% (11,8%)	8% (11%)	9% (11%)
KRONEHIT	5,3% (5,4%)	8,5% (8,7%)	3% (3%)	5% (5%)
FM4	4,5% (3,2%)	7,4% (5,1%)	5% (2%)	9% (3%)
Welle 1*	4,6% (5,5%)	7,9% (9,1%)	3% (5%)	5% (10%)
Radio Energy*	3,2% (3,3%)	5,1% (5,5%)	3% (2%)	6% (3%)
Klassik Radio*	2,0% (2,2%)	1,8% (2,1%)	2% (3%)	1% (5%)

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

Tirol (mit Osttirol)  
(Montag-Sonntag)

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	Tagesreichweite		Marktanteil	
	10+	14-49	10+	14-49
ORF Radios gesamt	61,3% (62,5%)	54,6% (58,0%)	66% (65%)	57% (59%)
Ö3	32,9% (35,4%)	38,2% (42,2%)	27% (32%)	33% (42%)
Radio Tirol	29,7% (26,6%)	18,7% (16,4%)	30% (26%)	18% (13%)
Life Radio	12,3% (10,2%)	17,2% (14,6%)	10% (8%)	16% (13%)
Österreich 1	9,2% (8,3%)	5,4% (3,8%)	7% (6%)	3% (2%)
KRONEHIT	9,0% (11,2%)	13,5% (15,9%)	6% (7%)	10% (11%)
FM4	4,6% (3,2%)	7,5% (4,6%)	2% (2%)	4% (4%)
Radio Austria/A.Sbg/T	2,4% (2,3%)	1,9% (2,0%)	2% (1%)	2% (1%)
Radio Osttirol*	25,4% (23,4%)	20,8% (14,5%)	18% (15%)	15% (9%)
Radio U1 Tirol (VG19)*	10,4% (13,6%)	6,3% (9,3%)	10% (14%)	6% (10%)
Radio U1 Tirol (VG18)*	10,3% (13,2%)	6,5% (8,1%)	10% (14%)	6% (11%)
Radio Energy*	2,5% (3,3%)	4,2% (5,6%)	1% (2%)	2% (4%)
T-Rock*	2,5% (0,5%)	4,1% (0,9%)	2% (0%)	4% (0%)
Klassik Radio*	2,1% (2,8%)	0,2% (1,6%)	4% (2%)	0% (1%)

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\*Lokalsender, Wert gilt nur für Verbreitungsgebiet; Radio Osttirol: Lienz; Radio U1 Tirol (VG 18): Innsbruck St./L., Kufstein, Schwaz, Kitzbühel; Radio U1 Tirol (VG 19): Innsbruck St./L., Kufstein, Schwaz, Kitzbühel, Imst, Landeck; Radio Energy: Innsbruck St.; Klassik Radio: Innsbruck St.; T-Rock: Innsbruck St.

Vorarlberg  
(Montag-Sonntag)

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	Tagesreichweite		Marktanteil	
	10+	14-49	10+	14-49
ORF Radios gesamt	56,3% (59,7%)	44,4% (52,4%)	67% (66%)	54% (57%)
Radio Vorarlberg	30,3% (33,2%)	16,1% (20,4%)	35% (36%)	15% (21%)
Ö3	27,2% (27,0%)	31,0% (32,7%)	27% (24%)	36% (33%)
Antenne Vorarlberg	21,4% (24,9%)	25,9% (30,2%)	21% (23%)	31% (28%)
Österreich 1	7,6% (7,1%)	3,8% (4,2%)	5% (4%)	2% (2%)
KRONEHIT	6,8% (8,0%)	9,6% (10,8%)	5% (5%)	10% (8%)
FM4	2,9% (3,6%)	4,4% (5,3%)	2% (2%)	3% (3%)

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Quelle: Radiotest 2020 4 (GfK Austria Feldarbeit, Ankordata  
Auswertung, n = 21.800 ERW. 10+) und Radiotest 2019 4 (GfK Austria  
Feldarbeit, Ankordata Auswertung, n = 21.800 ERW. 10+)