

Radiotest 2021_2 vs. 2020_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: 2020_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	61,4% (62,2%)	50,9% (52,3%)	74% (75%)	62% (65%)
Ö3	31,5% (31,9%)	35,8% (37,1%)	30% (31%)	40% (42%)
ORF Regionalradios	28,3% (29,7%)	13,7% (15,2%)	34% (35%)	16% (17%)
Privatsender Inland	26,4% (27,3%)	34,1% (34,0%)	24% (25%)	36% (35%)
Österreich 1	10,8% (10,0%)	6,6% (5,8%)	9% (8%)	4% (3%)
KRONEHIT	9,0% (9,6%)	14,0% (14,4%)	6% (6%)	11% (11%)
FM4	3,4% (3,2%)	5,3% (5,0%)	2% (2%)	4% (4%)
Radio Austria/A.Sbg/T	1,5% (1,8%)	1,6% (1,9%)	1% (2%)	1% (2%)

~

Wien
(Montag-Sonntag)

~

	Tagesreichweite		Marktanteil	
	10+	14-49	10+	14-49
ORF Radios gesamt	48,5% (47,9%)	35,6% (36,0%)	69% (69%)	54% (56%)
Ö3	20,6% (21,5%)	19,2% (20,9%)	23% (26%)	27% (31%)
Österreich 1	13,9% (12,3%)	8,7% (7,6%)	15% (14%)	8% (8%)
Radio Wien	12,2% (12,0%)	6,0% (6,7%)	17% (17%)	10% (10%)
KRONEHIT	8,0% (8,5%)	12,4% (12,2%)	7% (9%)	13% (16%)
Radio NÖ	6,2% (5,6%)	1,6% (1,3%)	9% (8%)	3% (2%)
88.6	5,8% (5,3%)	7,4% (7,1%)	7% (6%)	12% (9%)
FM4	4,4% (4,0%)	6,1% (5,5%)	4% (3%)	6% (6%)
Radio Energy	4,2% (5,4%)	6,4% (7,5%)	3% (4%)	6% (8%)
Radio Arabella	4,0% (4,8%)	2,8% (2,6%)	5% (6%)	3% (4%)
Radio Burgenland	1,6% (1,9%)	0,4% (0,6%)	2% (2%)	0% (0%)
98,3 Superfly	1,5% (1,2%)	1,5% (1,4%)	2% (1%)	3% (2%)
Radio Austria/A.Sbg/T	1,4% (1,7%)	1,2% (1,6%)	1% (2%)	2% (2%)

~

Niederösterreich
(Montag-Sonntag)

~

	Tagesreichweite		Marktanteil	
	10+	14-49	10+	14-49
ORF Radios gesamt	67,4% (67,1%)	57,2% (58,8%)	80% (79%)	70% (68%)
Ö3	37,4% (38,2%)	44,0% (46,3%)	37% (36%)	50% (49%)
Radio NÖ	23,2% (23,6%)	8,8% (10,6%)	28% (27%)	11% (10%)
KRONEHIT	10,7% (13,0%)	17,0% (20,1%)	8% (8%)	13% (14%)
Österreich 1	9,7% (8,7%)	5,4% (4,8%)	7% (7%)	3% (2%)
88.6	8,2% (7,9%)	13,0% (12,6%)	7% (7%)	12% (11%)
FM4	2,8% (2,4%)	4,3% (4,3%)	1% (1%)	3% (3%)
Radio Austria/A.Sbg/T	1,4% (1,5%)	1,6% (2,1%)	1% (1%)	1% (1%)
Radio Energy	1,1% (1,9%)	1,6% (3,2%)	0% (1%)	1% (2%)
Radio Arabella (VG1)*	4,4% (6,1%)	3,8% (5,6%)	3% (5%)	2% (5%)
Radio Arabella (VG2)*	4,4% (7,5%)	4,0% (7,0%)	3% (7%)	2% (7%)

~

* 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)

~

	Tagesreichweite		Marktanteil	
	10+	14-49	10+	14-49
ORF Radios gesamt	71,9% (73,5%)	62,5% (64,5%)	81% (86%)	70% (77%)
Ö3	37,3% (39,0%)	45,8% (50,0%)	34% (36%)	47% (53%)
Radio Burgenland	32,5% (33,8%)	17,4% (17,5%)	33% (34%)	16% (16%)
KRONEHIT	12,1% (11,6%)	20,6% (18,8%)	8% (6%)	13% (11%)
Österreich 1	7,8% (9,2%)	3,9% (6,2%)	5% (6%)	2% (2%)
88.6	7,8% (7,3%)	14,2% (13,0%)	7% (5%)	13% (11%)
Antenne Steiermark	3,0% (3,4%)	4,1% (3,8%)	2% (2%)	4% (2%)
FM4	2,2% (2,4%)	3,8% (4,3%)	1% (1%)	2% (3%)

~

Steiermark
(Montag-Sonntag)

~

	Tagesreichweite		Marktanteil	
	10+	14-49	10+	14-49
ORF Radios gesamt	63,8% (65,9%)	52,5% (54,8%)	70% (76%)	55% (67%)
Ö3	31,4% (33,3%)	35,9% (40,1%)	26% (32%)	34% (47%)
Radio Steiermark	30,2% (33,5%)	14,1% (15,9%)	34% (36%)	14% (15%)
Antenne Steiermark	20,9% (19,1%)	24,8% (22,8%)	17% (15%)	23% (22%)
Österreich 1	10,7% (11,1%)	7,3% (6,5%)	8% (8%)	5% (4%)
KRONEHIT	8,0% (7,5%)	12,9% (11,5%)	5% (5%)	11% (9%)
FM4	3,0% (2,4%)	4,7% (3,9%)	2% (1%)	3% (2%)
Radio Grün-Weiss (VG3)*	8,0% (8,1%)	7,6% (7,2%)	10% (7%)	9% (7%)
Radio Grün-Weiss (VG5)*	3,9% (3,4%)	3,2% (2,8%)	5% (3%)	5% (3%)

Soundportal (VG6)*	3,8% (5,7%)	6,4% (6,7%)	3% (5%)	8% (10%)
Soundportal (VG7)*	3,1% (4,2%)	5,8% (5,4%)	3% (3%)	7% (7%)
Radio Grün-Weiss (VG4)*	1,0% (-)	0,7% (-)	1% (-)	1% (-)

~

* Lokalsender, Wert gilt nur für Verbreitungsgebiet; Radio Grün-Weiss (VG3): Murtal, Leoben, Bruck-Mürzzuschlag, Liezen; Radio Grün-Weiss (VG4): Graz Stadt/Umg.; Radio Grün-Weiss (VG5): Graz Stadt/Umg., Murtal, Leoben, Bruck-Mürzzuschlag, Liezen; Soundportal (VG6): Graz Stadt/Umg.; Soundportal (VG7): Graz Stadt/Umg., Murtal, Leoben, Bruck-Mürzzuschlag

Kärnten (Montag-Sonntag)

~

	Tagesreichweite		Marktanteil	
	10+	14-49	10+	14-49
ORF Radios gesamt	67,4% (69,7%)	57,3% (60,5%)	80% (77%)	65% (64%)
Radio Kärnten	39,9% (42,2%)	22,8% (26,0%)	47% (46%)	24% (27%)
Ö3	30,5% (32,5%)	37,0% (39,8%)	25% (25%)	34% (34%)
Antenne Kärnten	20,7% (25,2%)	30,5% (37,1%)	14% (20%)	25% (31%)
Österreich 1	10,1% (9,0%)	6,3% (4,8%)	8% (5%)	4% (2%)
KRONEHIT	7,7% (7,0%)	12,2% (12,3%)	5% (3%)	11% (5%)
FM4	3,0% (2,1%)	5,5% (2,9%)	1% (1%)	3% (2%)
Welle 1*	2,6% (2,7%)	5,4% (4,9%)	1% (2%)	3% (5%)

~

* 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	64,3% (65,2%)	55,9% (56,5%)	74% (74%)	65% (66%)
Ö3	35,7% (34,0%)	43,0% (41,0%)	35% (32%)	47% (42%)
Radio Oberösterreich	25,0% (27,4%)	11,4% (13,0%)	27% (30%)	11% (16%)
Life Radio	11,2% (13,7%)	14,0% (17,0%)	9% (11%)	11% (14%)
KRONEHIT	11,1% (11,6%)	16,7% (17,5%)	7% (6%)	12% (11%)
Österreich 1	10,8% (9,3%)	6,6% (5,0%)	7% (7%)	4% (3%)
FM4	3,5% (3,4%)	5,4% (5,5%)	2% (3%)	4% (4%)
Radio Arabella*	7,8% (8,6%)	9,4% (7,4%)	6% (7%)	8% (8%)
Welle 1*	2,7% (2,6%)	4,5% (4,9%)	2% (1%)	3% (1%)

~

* 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)

~

	Tagesreichweite	Marktanteil
--	-----------------	-------------

	10+	14-49	10+	14-49
ORF Radios gesamt	67,6% (69,7%)	63,1% (63,9%)	80% (83%)	73% (79%)
Ö3	38,2% (37,6%)	48,9% (47,1%)	38% (35%)	56% (47%)
Radio Salzburg	28,8% (32,2%)	14,6% (19,0%)	33% (36%)	14% (22%)
Österreich 1	8,6% (10,4%)	4,3% (4,8%)	8% (8%)	2% (4%)
Radio Austria/A.Sbg/T	7,7% (9,2%)	9,1% (8,3%)	4% (9%)	5% (10%)
KRONEHIT	5,7% (5,4%)	10,0% (8,5%)	4% (3%)	7% (5%)
FM4	3,8% (4,3%)	5,8% (7,0%)	3% (4%)	4% (7%)
Welle 1*	5,3% (4,8%)	9,1% (8,0%)	3% (3%)	6% (5%)
Radio Energy*	4,1% (3,9%)	5,1% (6,4%)	3% (3%)	5% (6%)
Klassik Radio*	1,9% (2,0%)	1,3% (2,7%)	3% (2%)	1% (5%)

~

* 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	60,1% (61,1%)	54,0% (55,5%)	64% (64%)	57% (58%)
Ö3	33,9% (32,4%)	39,5% (39,1%)	27% (29%)	34% (39%)
Radio Tirol	26,9% (27,7%)	16,4% (17,0%)	27% (28%)	16% (14%)
Life Radio	10,8% (10,8%)	14,7% (14,0%)	8% (10%)	13% (15%)
Radio U1 Tirol	10,3% (11,9%)	7,2% (7,0%)	11% (12%)	7% (8%)
Österreich 1	9,8% (8,8%)	6,5% (4,8%)	8% (6%)	5% (2%)
KRONEHIT	8,8% (10,1%)	12,5% (15,0%)	7% (7%)	11% (11%)
FM4	4,0% (4,1%)	6,7% (6,1%)	2% (2%)	4% (4%)
Radio Austria/A.Sbg/T	2,5% (2,8%)	2,4% (2,5%)	1% (2%)	1% (2%)
T-Rock	1,0% (0,8%)	1,4% (1,4%)	1% (0%)	1% (0%)
Radio Osttirol*	29,1% (18,8%)	15,8% (11,2%)	21% (12%)	16% (4%)
Radio Energy*	2,9% (2,5%)	4,5% (4,5%)	1% (1%)	2% (2%)
Klassik Radio*	1,9% (1,7%)	0,3% (0,9%)	3% (2%)	0% (1%)

~

*Lokalsender, Wert gilt nur für Verbreitungsgebiet; Radio Osttirol: Lienz; Radio Energy: Innsbruck St.; Klassik Radio: Innsbruck St.

Vorarlberg
(Montag-Sonntag)

~

	Tagesreichweite		Marktanteil	
	10+	14-49	10+	14-49
ORF Radios gesamt	56,1% (58,5%)	45,6% (49,1%)	66% (65%)	55% (55%)
Radio Vorarlberg	30,3% (32,1%)	16,6% (18,7%)	34% (34%)	17% (16%)
Ö3	25,4% (27,2%)	30,1% (31,3%)	25% (25%)	35% (33%)
Antenne Vorarlberg	23,6% (22,2%)	30,4% (25,7%)	22% (22%)	34% (29%)
Österreich 1	8,2% (8,2%)	4,4% (5,1%)	6% (5%)	2% (3%)
KRONEHIT	7,3% (6,5%)	11,0% (8,4%)	5% (5%)	9% (9%)
FM4	2,8% (3,9%)	4,1% (6,1%)	2% (2%)	3% (3%)

~

Quelle: Radiotest 2021 2 (n=21.350 ERW. 10+) und Radiotest 2020 2 (n=21.800 ERW. 10+); GfK Austria Feldarbeit, Ankordata Auswertung