

Radiotest 2021_4 vs. 2020_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: 2020_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)

~

	Tagesreichweite		Marktanteil	
	10+	14-49	10+	14-49
ORF Radios gesamt	59,6% (61,6%)	48,9% (51,2%)	72% (74%)	60% (63%)
Ö3	30,9% (31,1%)	34,6% (36,0%)	30% (30%)	39% (40%)
Privatsender Inland	27,7% (26,6%)	35,6% (33,6%)	26% (24%)	38% (36%)
ORF Regionalradios	27,2% (29,3%)	12,8% (14,8%)	33% (35%)	15% (17%)
kronehit	10,8% (8,8%)	16,6% (13,4%)	8% (6%)	15% (11%)
Österreich 1	10,2% (10,5%)	6,2% (5,7%)	8% (9%)	4% (4%)
FM4	3,2% (3,5%)	4,7% (5,5%)	2% (2%)	3% (4%)
Radio Austria/A.Sbg/T	1,3% (1,6%)	1,5% (1,6%)	1% (1%)	1% (1%)

~

Wien
(Montag-Sonntag)

~

	Tagesreichweite		Marktanteil	
	10+	14-49	10+	14-49
ORF Radios gesamt	45,9% (48,5%)	33,6% (35,9%)	68% (70%)	52% (54%)
Ö3	21,0% (20,6%)	19,1% (20,2%)	24% (23%)	26% (28%)
Österreich 1	12,8% (13,3%)	8,4% (7,9%)	14% (15%)	8% (8%)
Radio Wien	11,2% (12,1%)	5,9% (6,5%)	17% (17%)	10% (10%)
kronehit	9,7% (7,8%)	14,2% (11,8%)	8% (7%)	17% (14%)
88.6	6,4% (6,1%)	8,5% (8,1%)	8% (6%)	13% (11%)
Radio NÖ	5,1% (6,7%)	0,8% (1,9%)	8% (10%)	1% (3%)
Energy Österreich	4,6% (4,6%)	6,8% (6,7%)	3% (3%)	6% (7%)
FM4	4,0% (4,4%)	5,5% (6,0%)	4% (4%)	7% (7%)
Radio Arabella	3,7% (4,7%)	2,8% (2,7%)	4% (6%)	3% (3%)
98,3 Superfly	1,2% (1,5%)	1,5% (1,5%)	1% (2%)	2% (3%)
Radio Burgenland	1,1% (2,2%)	0,3% (0,8%)	2% (2%)	0% (0%)
Radio Austria/A.Sbg/T	1,1% (1,5%)	1,0% (1,3%)	1% (1%)	1% (2%)

~

Niederösterreich
(Montag-Sonntag)

~

	Tagesreichweite		Marktanteil	
	10+	14-49	10+	14-49
ORF Radios gesamt	65,5% (67,4%)	55,6% (57,6%)	77% (80%)	65% (69%)
Ö3	35,9% (36,7%)	42,6% (44,3%)	35% (36%)	47% (49%)
Radio NÖ	23,8% (23,4%)	9,4% (10,2%)	28% (27%)	11% (11%)
kronehit	13,8% (11,0%)	22,0% (16,8%)	11% (7%)	18% (12%)
Österreich 1	9,1% (10,2%)	5,6% (4,5%)	7% (7%)	3% (2%)
88.6	7,6% (8,1%)	12,2% (12,8%)	6% (7%)	11% (13%)
FM4	2,7% (2,9%)	3,9% (5,0%)	1% (2%)	2% (3%)
Energy Österreich	1,9% (1,4%)	3,0% (1,9%)	1% (1%)	2% (2%)
Radio Arabella (VG 2) *	5,5% (6,1%)	5,2% (5,3%)	4% (5%)	3% (4%)
Radio Arabella (VG 1) *	4,8% (5,2%)	4,1% (4,6%)	4% (5%)	2% (4%)

~

* 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)

~

	Tagesreichweite		Marktanteil	
	10+	14-49	10+	14-49
ORF Radios gesamt	68,1% (74,1%)	59,1% (65,7%)	77% (87%)	65% (80%)
Ö3	35,8% (37,3%)	44,0% (48,6%)	32% (37%)	43% (55%)
Radio Burgenland	29,4% (34,7%)	14,7% (19,1%)	31% (36%)	13% (18%)
kronehit	14,1% (9,9%)	23,3% (15,9%)	10% (6%)	17% (9%)
88.6	8,2% (6,8%)	14,1% (12,8%)	8% (4%)	13% (8%)
Österreich 1	7,9% (8,2%)	4,4% (4,2%)	5% (6%)	2% (2%)
Antenne Steiermark	3,0% (2,5%)	4,2% (3,0%)	2% (2%)	3% (3%)
FM4	1,7% (2,2%)	2,7% (3,8%)	1% (1%)	2% (2%)

~

Steiermark
(Montag-Sonntag)

~

	Tagesreichweite		Marktanteil	
	10+	14-49	10+	14-49
ORF Radios gesamt	61,9% (64,6%)	49,4% (55,4%)	69% (74%)	54% (62%)
Ö3	31,1% (32,0%)	35,5% (39,1%)	26% (29%)	35% (40%)
Radio Steiermark	29,0% (31,5%)	13,2% (15,0%)	33% (35%)	14% (15%)
Antenne Steiermark	22,3% (19,3%)	26,3% (22,2%)	18% (15%)	24% (20%)
Österreich 1	10,4% (10,2%)	5,9% (6,5%)	7% (8%)	3% (4%)
kronehit	9,3% (7,0%)	15,2% (10,9%)	7% (5%)	14% (10%)
FM4	2,6% (2,7%)	3,4% (4,5%)	1% (1%)	2% (2%)
Radio Grün-Weiss (VG3) *	8,8% (8,0%)	8,8% (7,6%)	8% (9%)	9% (8%)
Radio Grün-Weiss (VG5) *	4,4% (3,6%)	4,2% (2,9%)	4% (5%)	5% (4%)
Soundportal (VG 6) *	3,7% (3,5%)	6,3% (5,8%)	4% (3%)	8% (7%)

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

~

* Lokalsender, Wert gilt nur für Verbreitungsgebiet; Radio Grün-Weiss (VG 3): Murtal, Leoben, Bruck-Mürzzuschlag, Liezen; Radio Grün-Weiss (VG 4) sowie Soundportal (VG 6): Graz Stadt/Umg.; Radio Grün-Weiss (VG 5) sowie Soundportal (VG 7): Graz Stadt/Umg., Murtal, Leoben, Bruck-Mürzzuschlag, Liezen

Kärnten
(Montag-Sonntag)

~

	Tagesreichweite		Marktanteil	
	10+	14-49	10+	14-49
ORF Radios gesamt	67,1% (68,8%)	56,9% (58,1%)	79% (79%)	64% (65%)
Radio Kärnten	39,2% (41,4%)	23,1% (24,2%)	47% (46%)	25% (26%)
Ö3	30,2% (32,5%)	37,5% (38,0%)	24% (25%)	34% (33%)
Antenne Kärnten	21,5% (22,9%)	31,2% (34,4%)	15% (16%)	25% (29%)
Österreich 1	9,5% (9,3%)	4,3% (6,0%)	7% (7%)	2% (4%)
kronehit	8,7% (7,5%)	14,0% (12,4%)	5% (5%)	8% (9%)
FM4	2,7% (2,9%)	4,0% (4,8%)	1% (1%)	2% (2%)
Welle 1*	3,5% (3,3%)	5,8% (6,5%)	1% (3%)	3% (7%)

~

* 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	62,9% (63,4%)	54,5% (54,1%)	73% (73%)	62% (64%)
Ö3	34,9% (34,0%)	40,3% (41,0%)	34% (33%)	42% (43%)
Radio Oberösterreich	23,9% (26,6%)	10,3% (12,8%)	26% (28%)	12% (13%)
kronehit	12,8% (11,0%)	19,8% (16,7%)	10% (6%)	17% (10%)
Life Radio	11,9% (12,8%)	13,4% (16,3%)	9% (12%)	11% (14%)
Österreich 1	9,9% (10,0%)	6,5% (4,7%)	8% (7%)	4% (2%)
FM4	3,7% (3,5%)	5,6% (5,4%)	3% (2%)	5% (4%)
Radio Arabella*	6,6% (8,3%)	6,6% (9,1%)	5% (7%)	5% (9%)
Welle 1*	1,8% (3,9%)	2,9% (6,9%)	1% (2%)	2% (3%)

~

* 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	65,6% (66,8%)	58,6% (60,5%)	78% (81%)	69% (76%)
Ö3	36,6% (35,9%)	46,1% (44,7%)	36% (35%)	52% (51%)
Radio Salzburg	28,7% (28,7%)	13,3% (14,9%)	34% (33%)	14% (15%)
Österreich 1	8,6% (9,8%)	4,0% (4,6%)	6% (9%)	2% (3%)
kronehit	7,7% (5,3%)	11,6% (8,5%)	6% (3%)	9% (5%)
Radio Austria/A.Sbg/T	7,4% (7,6%)	7,5% (8,2%)	5% (8%)	7% (9%)
FM4	3,2% (4,5%)	4,8% (7,4%)	2% (5%)	3% (9%)
Energy Salzburg*	5,9% (3,2%)	8,2% (5,1%)	4% (3%)	7% (6%)
Welle 1*	4,2% (4,6%)	6,5% (7,9%)	3% (3%)	5% (5%)
Klassik Radio*	1,1% (2,0%)	0,8% (1,8%)	2% (2%)	1% (1%)

~

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

Tirol (mit Osttirol)
(Montag-Sonntag)

~

	Tagesreichweite		Marktanteil	
	10+	14-49	10+	14-49
ORF Radios gesamt	59,1% (61,3%)	51,2% (54,6%)	63% (66%)	55% (57%)
Ö3	33,9% (32,9%)	38,2% (38,2%)	29% (27%)	37% (33%)
Radio Tirol	25,4% (29,7%)	14,0% (18,7%)	25% (30%)	14% (18%)
Radio U1 Tirol	11,0% (9,6%)	8,0% (5,8%)	14% (9%)	10% (5%)
Österreich 1	9,6% (9,2%)	6,1% (5,4%)	7% (7%)	3% (3%)
kronehit	9,6% (9,0%)	13,7% (13,5%)	6% (6%)	11% (10%)
Life Radio	9,0% (12,3%)	11,3% (17,2%)	8% (10%)	12% (16%)
FM4	3,4% (4,6%)	5,1% (7,5%)	2% (2%)	2% (4%)
Radio Austria/A.Sbg/T	2,7% (2,4%)	3,8% (1,9%)	1% (2%)	2% (2%)
T-Rock	1,3% (1,1%)	2,0% (1,8%)	1% (1%)	1% (1%)
Radio Osttirol*	24,4% (25,4%)	6,5% (20,8%)	17% (18%)	6% (15%)
Energy Tirol*	2,3% (2,5%)	3,4% (4,2%)	2% (1%)	3% (2%)
Klassik Radio*	1,5% (2,1%)	0,8% (0,2%)	1% (4%)	0% (0%)

~

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

Vorarlberg
(Montag-Sonntag)

~

	Tagesreichweite		Marktanteil	
	10+	14-49	10+	14-49
ORF Radios gesamt	55,2% (56,3%)	45,7% (44,4%)	61% (67%)	50% (54%)
Radio Vorarlberg	29,6% (30,3%)	17,3% (16,1%)	31% (35%)	16% (15%)
Antenne Vorarlberg	25,7% (21,4%)	31,3% (25,9%)	24% (21%)	34% (31%)
Ö3	25,3% (27,2%)	29,0% (31,0%)	22% (27%)	31% (36%)
Österreich 1	8,3% (7,6%)	3,6% (3,8%)	6% (5%)	2% (2%)
kronehit	7,1% (6,8%)	11,2% (9,6%)	5% (5%)	9% (10%)
FM4	3,2% (2,9%)	4,7% (4,4%)	2% (2%)	3% (3%)
Rock Antenne Ö.	1,0% (0,5%)	1,6% (0,8%)	1% (0%)	2% (1%)

~

Quelle: Radiotest 2021 4 (GfK Austria Feldarbeit, Ankordata
Auswertung, n = 20.900 ERW. 10+) und Radiotest 2020 4 (GfK Austria
Feldarbeit, Ankordata Auswertung, n = 21.800 ERW. 10+)