

Radiotest 2023_4 vs. 2022_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 größer/gleich 1,0% aufweisen. Zahlen in Klammer: 2022_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	56,7% (58,2%)	48,2% (48,9%)	62% (68%)	49% (55%)
Privatsender Inland	34,2% (29,2%)	44,7% (39,0%)	35% (29%)	49% (43%)
Ö3	31,0% (30,5%)	34,7% (35,5%)	28% (29%)	32% (35%)
ORF Regionalradios	25,0% (26,1%)	13,8% (13,5%)	27% (31%)	12% (14%)
KRONEHIT	11,8% (11,1%)	17,9% (17,4%)	8% (8%)	13% (14%)
Österreich 1	8,9% (9,8%)	5,0% (5,5%)	6% (7%)	3% (3%)
FM4	3,8% (3,6%)	5,5% (5,2%)	2% (3%)	3% (4%)
Radio Austria/A.Sbg/T	1,9% (1,7%)	2,5% (2,5%)	2% (2%)	2% (2%)

~

Wien
(Montag-Sonntag)

~

	Tagesreichweite		Marktanteil	
	10+	14-49	10+	14-49
ORF Radios gesamt	46,2% (46,1%)	36,0% (35,8%)	56% (66%)	40% (50%)
Ö3	21,4% (20,3%)	19,5% (20,7%)	21% (24%)	20% (26%)
KRONEHIT	12,3% (9,2%)	17,3% (13,3%)	11% (9%)	16% (16%)
Österreich 1	11,8% (12,5%)	7,4% (7,7%)	11% (13%)	5% (6%)
Radio Wien	11,4% (11,8%)	6,7% (6,7%)	12% (17%)	7% (10%)
88.6	8,6% (5,9%)	11,9% (7,9%)	10% (6%)	15% (9%)
ENERGY Österreich	6,6% (4,9%)	10,1% (7,6%)	6% (3%)	9% (6%)
Radio Arabella	5,2% (3,7%)	4,2% (3,2%)	5% (3%)	5% (2%)
Radio Niederösterreich	5,1% (5,2%)	1,6% (2,0%)	6% (6%)	1% (2%)
FM4	4,2% (3,8%)	5,4% (4,8%)	3% (3%)	4% (5%)
Radio Burgenland	2,7% (2,2%)	2,6% (1,3%)	2% (3%)	2% (2%)
Radio Austria	2,3% (1,6%)	2,8% (2,4%)	2% (2%)	3% (4%)
Superfly	1,8% (1,7%)	2,0% (1,9%)	1% (2%)	2% (2%)
jö.live	1,3% (0,7%)	2,0% (1,1%)	1% (1%)	2% (2%)
Rock Antenne Österreich	1,2% (0,5%)	1,6% (0,9%)	1% (0%)	1% (1%)
Klassik Radio	1,2% (0,8%)	1,0% (0,9%)	1% (1%)	1% (1%)
Lounge	1,0% (0,6%)	1,2% (0,8%)	1% (1%)	1% (1%)

~

Niederösterreich
(Montag-Sonntag)

~

	Tagesreichweite		Marktanteil	
	10+	14-49	10+	14-49
ORF Radios gesamt	61,8% (62,8%)	52,5% (54,7%)	67% (73%)	50% (59%)
Ö3	34,8% (35,7%)	39,4% (42,0%)	31% (34%)	36% (40%)
Radio Niederösterreich	21,4% (20,3%)	10,5% (8,8%)	21% (23%)	7% (8%)
88.6	14,0% (9,6%)	22,5% (16,0%)	13% (9%)	21% (15%)
KRONEHIT	13,7% (15,4%)	21,6% (25,4%)	9% (11%)	14% (19%)
Österreich 1	8,4% (9,4%)	5,1% (5,5%)	6% (7%)	2% (3%)
ENERGY Österreich	3,4% (1,9%)	5,5% (2,9%)	2% (1%)	4% (2%)
FM4	3,3% (3,3%)	5,2% (5,4%)	2% (2%)	3% (3%)
Radio Austria	1,2% (1,0%)	2,2% (1,4%)	1% (1%)	2% (2%)
Radio Arabella (VG 2)*	5,6% (4,6%)	5,5% (4,9%)	5% (4%)	4% (4%)
Radio Arabella (VG 1)*	5,4% (4,3%)	5,8% (5,0%)	4% (3%)	4% (4%)

~

* Lokalsender, Wert gilt nur für Verbreitungsgebiet; Radio Arabella (VG 2):
Alle RT-Bestände: Amstetten, Melk, Scheibbs, St. Pölten Stadt, St. Pölten
Land, Lilienfeld, Waidhofen a.d. Ybbs;

Radio Arabella (VG 1): Alle RT-Bestände: St. Pölten Stadt, St. Pölten Land,
Amstetten, Melk, Scheibbs, Krems Stadt, Krems Land, Tulln, Lilienfeld,
Waidhofen a.d. Ybbs;

Burgenland
(Montag-Sonntag)

~

	Tagesreichweite		Marktanteil	
	10+	14-49	10+	14-49
ORF Radios gesamt	61,8% (64,9%)	51,3% (52,9%)	69% (75%)	49% (55%)
Ö3	34,2% (33,8%)	40,8% (39,6%)	30% (31%)	33% (36%)
Radio Burgenland	26,8% (27,9%)	12,1% (12,0%)	27% (31%)	10% (11%)
88.6	15,8% (12,1%)	29,9% (22,8%)	14% (11%)	25% (22%)
KRONEHIT	13,6% (12,9%)	21,4% (21,7%)	10% (8%)	15% (13%)
Österreich 1	6,9% (8,0%)	2,9% (3,1%)	4% (6%)	1% (2%)
Antenne Steiermark	4,7% (3,2%)	7,0% (5,5%)	4% (2%)	5% (4%)
FM4	2,5% (3,2%)	3,6% (5,5%)	2% (1%)	2% (2%)
Radio Arabella	1,8% (0,9%)	2,8% (0,8%)	1% (1%)	1% (1%)
ENERGY Österreich	1,3% (1,3%)	3,0% (3,0%)	0% (1%)	1% (2%)

~

Steiermark
(Montag-Sonntag)

~

	Tagesreichweite		Marktanteil	
	10+	14-49	10+	14-49
ORF Radios gesamt	55,6% (60,5%)	47,3% (51,3%)	61% (66%)	51% (51%)
Ö3	31,0% (32,1%)	37,6% (39,9%)	27% (27%)	35% (35%)
Radio Steiermark	24,1% (25,8%)	11,0% (11,5%)	26% (30%)	12% (11%)
Antenne Steiermark	23,5% (21,2%)	28,7% (27,0%)	19% (18%)	22% (24%)
KRONEHIT	9,9% (9,6%)	14,8% (16,5%)	6% (6%)	8% (11%)

Österreich 1	8,2% (9,3%)	3,1% (5,1%)	6% (6%)	2% (2%)
88.6	3,8% (1,5%)	6,4% (3,1%)	4% (2%)	7% (3%)
FM4	3,3% (3,5%)	3,6% (4,5%)	2% (2%)	2% (3%)
Radio Flamingo	1,3% (1,1%)	2,0% (1,4%)	2% (1%)	3% (2%)
Rock Antenne Österreich	1,3% (0,8%)	1,9% (1,6%)	1% (0%)	1% (1%)
Antenne Kärnten	1,0% (0,3%)	1,5% (0,7%)	1% (0%)	1% (0%)
Radio Grün-Weiss (VG 3)*	13,9% (10,7%)	14,7% (8,6%)	17% (8%)	14% (7%)
Radio Grün-Weiss (VG 5)*	7,6% (5,8%)	7,9% (4,5%)	9% (5%)	9% (4%)
Radio Grün-Weiss (VG 4)*	3,3% (2,3%)	3,9% (2,0%)	3% (3%)	4% (2%)
Soundportal (VG 6)*	2,8% (4,7%)	4,6% (8,7%)	2% (3%)	3% (5%)
Soundportal (VG 7)*	2,4% (3,7%)	4,1% (6,9%)	2% (3%)	3% (5%)

~

* Lokalsender, Wert gilt nur für Verbreitungsgebiet; Radio Grün-Weiss (VG 5):
Ab Bestand 2021_1: Graz Stadt/Graz Umgebung, Murtal, Leoben, Bruck-
Mürzzuschlag, Liezen;

Radio Grün-Weiss (VG 3): Alle RT-Bestände: Murtal, Leoben, Bruck-
Mürzzuschlag, Liezen;

Radio Grün-Weiss (VG 4): Ab Bestand 2021_1: Graz Stadt/Graz Umgebung;

Soundportal (VG 6): Alle RT-Bestände: Graz Stadt, Graz Umgebung;

Soundportal (VG 7): Alle RT-Bestände: Graz Stadt, Graz Umgebung, Murtal,
Leoben, Bruck-Mürzzuschlag;

Kärnten
(Montag-Sonntag)

~

	Tagesreichweite		Marktanteil	
	10+	14-49	10+	14-49
ORF Radios gesamt	62,6% (64,3%)	54,7% (53,7%)	64% (71%)	45% (51%)
Ö3	33,3% (28,9%)	41,7% (36,0%)	24% (22%)	28% (29%)
Radio Kärnten	32,4% (35,6%)	16,6% (17,5%)	35% (40%)	13% (14%)
Antenne Kärnten	25,0% (21,7%)	37,4% (33,5%)	21% (17%)	33% (31%)
KRONEHIT	8,9% (8,7%)	15,7% (13,5%)	6% (6%)	10% (11%)
Österreich 1	7,5% (9,2%)	3,7% (4,3%)	4% (6%)	2% (2%)
FM4	3,4% (3,0%)	6,1% (4,8%)	2% (2%)	3% (4%)
Radio Flamingo	1,6% (0,7%)	2,2% (0,7%)	1% (0%)	2% (1%)
Rock Antenne Österreich	1,3% (0,9%)	2,0% (1,9%)	1% (1%)	2% (2%)
88.6	1,0% (0,5%)	1,7% (0,9%)	1% (0%)	1% (1%)
Welle 1 (VG 8)*	4,5% (2,9%)	3,3% (4,8%)	2% (1%)	2% (3%)

~

* Lokalsender, Wert gilt nur für Verbreitungsgebiet; Welle 1 (VG 8): Alle RT-
Bestände: Klagenfurt Stadt, Klagenfurt Land;

Oberösterreich
(Montag-Sonntag)

~

	Tagesreichweite		Marktanteil	
	10+	14-49	10+	14-49
ORF Radios gesamt	61,5% (62,2%)	55,8% (54,0%)	64% (70%)	52% (60%)
Ö3	36,1% (35,1%)	43,4% (41,9%)	32% (34%)	37% (41%)
Radio Oberösterreich	21,6% (24,3%)	9,8% (11,5%)	21% (25%)	8% (12%)
Life Radio	14,8% (12,5%)	17,5% (15,7%)	12% (10%)	14% (13%)

KRONEHIT	14,1% (12,0%)	22,2% (19,3%)	10% (8%)	16% (14%)
Österreich 1	8,1% (10,2%)	4,9% (5,2%)	5% (7%)	3% (2%)
FM4	4,4% (3,0%)	6,8% (4,8%)	3% (2%)	3% (3%)
88.6	3,9% (0,9%)	6,3% (1,6%)	3% (1%)	5% (1%)
Rock Antenne Österreich	2,0% (0,6%)	2,4% (1,0%)	1% (1%)	1% (1%)
ENERGY Österreich	1,1% (0,5%)	2,2% (0,8%)	0% (0%)	1% (0%)
Radio Arabella (VG 9)*	6,6% (5,6%)	5,3% (5,9%)	5% (4%)	4% (5%)
Welle 1 (VG 10)*	2,8% (1,7%)	5,0% (3,5%)	2% (1%)	3% (1%)

~

* Lokalsender, Wert gilt nur für Verbreitungsgebiet; Radio Arabella (VG 9):
Alle RT-Bestände: Linz Stadt, Linz Land, Wels Stadt, Wels Land, Steyr Stadt,
Steyr Land, Vöcklabruck;

Welle 1 (VG 10): Alle RT-Bestände: Linz Stadt, Linz Land;

Salzburg
(Montag-Sonntag)

~

	Tagesreichweite		Marktanteil	
	10+	14-49	10+	14-49
ORF Radios gesamt	63,8% (66,2%)	57,7% (60,8%)	70% (74%)	61% (67%)
Ö3	37,6% (37,8%)	44,2% (47,7%)	33% (34%)	39% (43%)
Radio Salzburg	26,4% (27,5%)	18,3% (14,5%)	27% (29%)	16% (13%)
Österreich 1	10,7% (8,6%)	5,1% (4,6%)	8% (6%)	2% (2%)
KRONEHIT	8,6% (7,5%)	12,4% (12,0%)	6% (6%)	7% (10%)
Antenne Salzburg	6,5% (7,1%)	6,4% (8,2%)	5% (5%)	5% (5%)
FM4	4,8% (5,6%)	7,4% (8,7%)	3% (4%)	5% (7%)
Radio Austria	2,8% (2,4%)	4,1% (4,0%)	3% (2%)	4% (2%)
Rock Antenne Österreich	1,7% (1,2%)	2,6% (2,4%)	2% (2%)	3% (3%)
ENERGY Salzburg (VG 12)*	7,5% (4,8%)	13,8% (8,9%)	8% (3%)	13% (4%)
Welle 1 (VG 13)*	5,4% (3,9%)	9,7% (6,4%)	4% (3%)	7% (4%)
Klassik Radio (VG 11)*	1,3% (1,7%)	1,9% (1,5%)	0% (0%)	1% (0%)

~

* Lokalsender, Wert gilt nur für Verbreitungsgebiet; ENERGY Salzburg (VG 12):
Alle RT-Bestände: Salzburg Stadt;

Welle 1 (VG 13): Alle RT-Bestände: Salzburg Stadt, Salzburg Umgebung;

Klassik Radio (VG 11): Alle RT-Bestände: Salzburg Stadt;

Tirol (mit Osttirol)
(Montag-Sonntag)

~

	Tagesreichweite		Marktanteil	
	10+	14-49	10+	14-49
ORF Radios gesamt	53,8% (56,1%)	47,3% (50,4%)	53% (61%)	47% (55%)
Ö3	31,5% (31,2%)	34,3% (37,3%)	25% (27%)	31% (35%)
Radio Tirol	21,9% (24,4%)	11,9% (13,3%)	20% (26%)	11% (13%)
Radio U1 Tirol	15,3% (11,5%)	11,8% (7,4%)	19% (13%)	15% (7%)
Life Radio	13,8% (11,4%)	18,5% (17,0%)	11% (10%)	15% (14%)
KRONEHIT	9,7% (11,6%)	14,2% (17,6%)	6% (7%)	10% (11%)
Österreich 1	7,9% (8,0%)	3,0% (4,2%)	5% (6%)	2% (2%)
FM4	3,6% (3,8%)	5,5% (6,0%)	2% (3%)	3% (5%)
T-Rock	2,1% (2,1%)	3,7% (3,3%)	1% (1%)	1% (2%)

Antenne Tirol	1,3% (1,2%)	1,3% (1,6%)	1% (1%)	1% (1%)
Rock Antenne Österreich	1,2% (1,2%)	2,1% (2,3%)	1% (1%)	2% (2%)
Radio Austria	1,0% (0,4%)	1,4% (0,8%)	1% (0%)	1% (0%)
Radio Osttirol (VG 16)*	24,3% (25,9%)	24,0% (19,7%)	22% (22%)	23% (23%)
Klassik Radio (VG 14)*	3,0% (2,6%)	0,7% (0,8%)	3% (1%)	0% (0%)
ENERGY Tirol (VG 15)*	2,4% (6,5%)	3,5% (4,0%)	0% (2%)	1% (1%)

~

* Lokalsender, Wert gilt nur für Verbreitungsgebiet; ENERGY Tirol (VG 15):

Alle RT-Bestände: Innsbruck Stadt;

Radio Osttirol (VG 16): Alle RT-Bestände: Lienz;

Klassik Radio (VG 14): Alle RT-Bestände: Innsbruck Stadt;

Vorarlberg
(Montag-Sonntag)

~

	Tagesreichweite		Marktanteil	
	10+	14-49	10+	14-49
ORF Radios gesamt	54,6% (52,0%)	47,6% (40,9%)	57% (59%)	47% (44%)
Radio Vorarlberg	30,0% (30,6%)	19,4% (18,1%)	31% (32%)	18% (17%)
Antenne Vorarlberg	27,9% (28,8%)	34,2% (36,3%)	25% (26%)	32% (36%)
Ö3	24,9% (23,2%)	29,1% (26,1%)	20% (21%)	23% (25%)
KRONEHIT	9,3% (8,8%)	14,3% (12,1%)	6% (7%)	9% (10%)
Österreich 1	5,8% (6,8%)	3,8% (2,6%)	4% (5%)	2% (1%)
FM4	3,5% (3,6%)	5,7% (5,0%)	2% (2%)	4% (2%)
Antenne Österreich	1,6% (0,6%)	2,4% (1,2%)	1% (0%)	2% (1%)
Rock Antenne Österreich	1,0% (0,9%)	1,5% (1,0%)	1% (1%)	1% (1%)

~

Quelle: Radiotest 2023_4 (n=24'000 ERW. 10+): GfK Austria und MindTake
Feldarbeit, ISBA Auswertung und Radiotest 2022_4 (n=24'000 ERW. 10+): GfK
Austria, Market und MindTake Feldarbeit, ISBA Auswertung