

Radiotest 2024\_2 vs. 2023\_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 größer/gleich 1,0% aufweisen. Zahlen in Klammer: 2023\_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	55,1% (58,5%)	45,6% (50,7%)	61% (65%)	47% (51%)
Privatsender Inland	33,9% (31,9%)	44,5% (42,8%)	36% (32%)	50% (46%)
Ö3	29,9% (31,2%)	33,0% (36,2%)	26% (28%)	30% (32%)
ORF Regionalradios	23,7% (26,3%)	12,2% (15,0%)	26% (29%)	12% (14%)
KRONEHIT	11,0% (11,1%)	17,2% (17,3%)	8% (8%)	13% (12%)
Österreich 1	9,5% (9,4%)	5,0% (5,4%)	7% (7%)	3% (3%)
FM4	3,8% (3,7%)	5,3% (5,7%)	2% (2%)	3% (4%)
oe24/A.Sbg/T/Ö	2,2% (-)	2,9% (-)	2% (-)	2% (-)

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Wien  
(Montag-Sonntag)

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	Tagesreichweite		Marktanteil	
	10+	14-49	10+	14-49
ORF Radios gesamt	44,4% (48,2%)	33,7% (39,5%)	58% (59%)	42% (45%)
Ö3	21,0% (22,2%)	19,1% (22,4%)	22% (24%)	21% (24%)
Österreich 1	12,1% (12,3%)	7,3% (8,1%)	12% (11%)	6% (5%)
Radio Wien	10,9% (11,5%)	6,7% (7,1%)	12% (13%)	7% (7%)
KRONEHIT	10,9% (10,4%)	15,9% (14,7%)	11% (9%)	17% (13%)
88.6	7,7% (7,9%)	10,1% (11,0%)	9% (9%)	13% (13%)
ENERGY Österreich	5,6% (6,5%)	8,4% (10,1%)	5% (5%)	8% (7%)
Radio Arabella	4,8% (4,7%)	4,0% (4,1%)	6% (4%)	6% (3%)
FM4	4,6% (3,9%)	5,4% (5,7%)	3% (3%)	4% (5%)
Radio Niederösterreich	4,5% (5,4%)	1,6% (2,0%)	6% (6%)	2% (1%)
oe24/A.Sbg/T/Ö	2,2% (-)	2,3% (-)	2% (-)	2% (-)
Radio Burgenland	1,9% (2,7%)	1,4% (2,5%)	2% (2%)	1% (2%)
Superfly	1,9% (2,0%)	2,1% (2,1%)	1% (2%)	2% (2%)
jö.live	1,4% (1,0%)	2,1% (1,7%)	1% (1%)	2% (2%)
Rock Antenne Österreich	1,2% (1,1%)	1,5% (1,7%)	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	58,7% (62,8%)	47,5% (55,4%)	65% (68%)	49% (51%)
Ö3	33,9% (35,3%)	36,9% (41,4%)	31% (32%)	35% (35%)
Radio Niederösterreich	18,8% (21,5%)	9,0% (10,2%)	19% (21%)	8% (7%)
88.6	15,9% (11,2%)	25,7% (18,2%)	14% (12%)	24% (18%)
KRONEHIT	12,9% (13,9%)	21,8% (21,8%)	10% (9%)	16% (15%)
Österreich 1	9,3% (8,8%)	4,3% (5,6%)	7% (6%)	2% (2%)
ENERGY Österreich	2,9% (2,5%)	5,3% (3,8%)	2% (1%)	3% (2%)
FM4	2,8% (3,5%)	4,1% (5,5%)	2% (2%)	2% (3%)
oe24/A.Sbg/T/Ö	1,8% (-)	3,0% (-)	1% (-)	2% (-)
Radio Arabella (VG 2)*	5,8% (4,3%)	5,5% (5,0%)	4% (3%)	3% (4%)
Radio Arabella (VG 1)*	5,0% (4,9%)	4,8% (6,1%)	4% (3%)	3% (4%)

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

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

#### Burgenland (Montag-Sonntag)

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	Tagesreichweite		Marktanteil	
	10+	14-49	10+	14-49
ORF Radios gesamt	61,7% (62,0%)	52,2% (49,1%)	68% (70%)	49% (47%)
Ö3	32,6% (32,4%)	39,8% (37,0%)	27% (29%)	31% (31%)
Radio Burgenland	27,3% (26,9%)	12,7% (11,1%)	27% (27%)	11% (6%)
88.6	14,6% (14,7%)	27,1% (28,4%)	14% (14%)	25% (26%)
KRONEHIT	13,5% (12,3%)	19,2% (22,9%)	9% (9%)	14% (16%)
Österreich 1	6,8% (7,7%)	3,5% (3,2%)	4% (5%)	1% (2%)
Antenne Steiermark	3,9% (3,3%)	5,5% (5,7%)	3% (2%)	4% (4%)
FM4	2,9% (3,1%)	4,4% (5,2%)	2% (1%)	3% (2%)
Radio Arabella	1,7% (1,6%)	2,1% (1,9%)	1% (1%)	1% (1%)
ENERGY Österreich	1,2% (1,4%)	2,7% (3,2%)	0% (1%)	1% (1%)

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#### Steiermark (Montag-Sonntag)

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	Tagesreichweite		Marktanteil	
	10+	14-49	10+	14-49
ORF Radios gesamt	55,2% (58,8%)	46,4% (50,5%)	59% (64%)	45% (53%)
Ö3	30,7% (31,5%)	36,7% (39,3%)	25% (27%)	32% (35%)
Radio Steiermark	22,4% (25,0%)	9,4% (11,6%)	25% (29%)	8% (13%)
Antenne Steiermark	22,0% (21,8%)	27,7% (27,8%)	17% (17%)	21% (23%)
Österreich 1	9,3% (8,7%)	4,1% (3,6%)	7% (7%)	2% (2%)
KRONEHIT	9,1% (9,9%)	14,1% (15,5%)	5% (6%)	8% (9%)
88.6	4,5% (2,4%)	7,7% (4,4%)	5% (2%)	10% (4%)
FM4	3,1% (3,2%)	3,5% (4,0%)	1% (2%)	1% (2%)
Rock Antenne Österreich	1,7% (1,1%)	2,4% (2,0%)	1% (0%)	2% (1%)

Radio Flamingo	1,7% (0,9%)	2,7% (1,2%)	2% (1%)	3% (2%)
Radio Grün-Weiss (VG 3)*	13,4% (13,8%)	12,0% (12,6%)	17% (15%)	10% (13%)
Radio Grün-Weiss (VG 5)*	6,7% (7,5%)	5,3% (6,4%)	9% (9%)	6% (6%)
Soundportal (VG 6)*	3,3% (4,0%)	5,0% (6,6%)	3% (3%)	4% (4%)
Soundportal (VG 7)*	2,7% (3,3%)	4,7% (5,7%)	2% (3%)	4% (3%)
Radio Grün-Weiss (VG 4)*	2,2% (3,2%)	1,8% (2,5%)	2% (4%)	2% (2%)

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\* 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): Murtal, Leoben, Bruck-Mürzzuschlag, Liezen;

Soundportal (VG 6): Graz Stadt, Graz Umgebung;

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

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

Kärnten  
(Montag-Sonntag)

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	Tagesreichweite		Marktanteil	
	10+	14-49	10+	14-49
ORF Radios gesamt	62,4% (63,5%)	54,1% (55,5%)	65% (68%)	49% (48%)
Radio Kärnten	33,3% (35,1%)	17,1% (18,2%)	36% (39%)	15% (15%)
Ö3	31,7% (30,5%)	39,3% (39,1%)	23% (22%)	28% (26%)
Antenne Kärnten	24,9% (24,3%)	36,4% (37,7%)	20% (20%)	30% (33%)
KRONEHIT	8,8% (7,8%)	15,0% (13,5%)	5% (5%)	9% (8%)
Österreich 1	7,9% (8,5%)	4,7% (3,8%)	4% (5%)	2% (2%)
FM4	3,8% (3,5%)	6,2% (6,2%)	2% (2%)	3% (4%)
oe24/A.Sbg/T/Ö	2,5% (-)	4,0% (-)	1% (-)	2% (-)
Radio Flamingo	1,9% (1,3%)	1,5% (2,1%)	1% (1%)	2% (2%)
Rock Antenne Österreich	1,7% (1,3%)	3,0% (2,3%)	1% (1%)	2% (2%)
88.6	1,6% (0,4%)	2,4% (0,8%)	1% (0%)	2% (1%)
Antenne Österreich	1,0% (1,1%)	1,9% (2,2%)	1% (0%)	1% (1%)
Welle 1 (VG 8)*	2,6% (4,2%)	3,7% (4,7%)	2% (1%)	4% (2%)

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\* Lokalsender, Wert gilt nur für Verbreitungsgebiet; Welle 1 (VG 8):  
Klagenfurt Stadt, Klagenfurt Land;

Oberösterreich  
(Montag-Sonntag)

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	Tagesreichweite		Marktanteil	
	10+	14-49	10+	14-49
ORF Radios gesamt	58,3% (63,0%)	50,8% (57,7%)	61% (67%)	48% (57%)
Ö3	33,4% (36,3%)	39,0% (45,0%)	29% (32%)	32% (38%)
Radio Oberösterreich	20,1% (23,6%)	8,4% (11,0%)	20% (24%)	8% (10%)
KRONEHIT	13,1% (12,7%)	21,0% (21,7%)	11% (9%)	17% (15%)
Life Radio	13,1% (14,8%)	14,4% (19,7%)	11% (11%)	12% (15%)
Österreich 1	8,3% (9,3%)	4,4% (5,1%)	6% (6%)	2% (3%)
88.6	4,9% (2,2%)	7,7% (4,0%)	5% (2%)	8% (3%)
FM4	4,3% (3,8%)	6,4% (6,1%)	3% (3%)	4% (3%)

Rock Antenne Österreich	1,7% (1,4%)	2,2% (1,7%)	2% (1%)	2% (1%)
oe24/A.Sbg/T/Ö	1,2% (-)	1,5% (-)	1% (-)	1% (-)
Radio Arabella (VG 9)*	6,2% (6,4%)	5,3% (5,3%)	6% (4%)	4% (3%)
Welle 1 (VG 10)*	3,7% (2,0%)	6,4% (3,5%)	2% (1%)	4% (2%)

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\* Lokalsender, Wert gilt nur für Verbreitungsgebiet; Radio Arabella (VG 9): Linz Stadt, Linz Land, Wels Stadt, Wels Land, Steyr Stadt, Steyr Land, Vöcklabruck;  
Welle 1 (VG 10): Linz Stadt, Linz Land;

Salzburg  
(Montag-Sonntag)

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	Tagesreichweite		Marktanteil	
	10+	14-49	10+	14-49
ORF Radios gesamt	64,7% (64,7%)	58,4% (59,7%)	72% (68%)	64% (58%)
Ö3	36,2% (37,7%)	44,1% (45,8%)	32% (32%)	39% (37%)
Radio Salzburg	25,7% (27,3%)	14,7% (17,0%)	28% (25%)	16% (12%)
Österreich 1	11,5% (8,7%)	5,7% (4,2%)	8% (5%)	3% (2%)
oe24/A.Sbg/T/Ö	9,0% (-)	9,8% (-)	8% (-)	8% (-)
KRONEHIT	7,7% (8,4%)	11,8% (12,6%)	5% (7%)	7% (9%)
Antenne Salzburg	6,4% (7,9%)	7,1% (9,8%)	5% (6%)	5% (6%)
FM4	5,4% (4,9%)	8,1% (8,5%)	3% (4%)	5% (6%)
Rock Antenne Österreich	1,8% (1,6%)	2,9% (2,8%)	2% (2%)	4% (4%)
Antenne Österreich	1,2% (0,9%)	1,6% (1,8%)	1% (0%)	0% (1%)
ENERGY Salzburg (VG 12)*	7,0% (6,0%)	12,1% (10,9%)	6% (6%)	10% (9%)
Welle 1 (VG 13)*	4,8% (4,8%)	8,2% (8,0%)	4% (3%)	8% (4%)
Klassik Radio (VG 11)*	1,7% (1,7%)	1,7% (2,0%)	1% (1%)	1% (1%)

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\* Lokalsender, Wert gilt nur für Verbreitungsgebiet; ENERGY Salzburg (VG 12): Salzburg Stadt;  
Welle 1 (VG 13): Salzburg Stadt, Salzburg Umgebung;  
Klassik Radio (VG 11): Salzburg Stadt;

Tirol (mit Osttirol)  
(Montag-Sonntag)

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	Tagesreichweite		Marktanteil	
	10+	14-49	10+	14-49
ORF Radios gesamt	53,8% (57,7%)	46,8% (52,4%)	52% (60%)	44% (54%)
Ö3	31,0% (33,5%)	35,0% (37,7%)	25% (28%)	30% (36%)
Radio Tirol	21,4% (24,4%)	11,0% (14,0%)	19% (24%)	9% (13%)
Radio U1 Tirol	16,1% (12,2%)	11,7% (8,7%)	20% (14%)	14% (9%)
Life Radio	13,5% (12,0%)	19,7% (16,3%)	10% (8%)	15% (13%)
KRONEHIT	10,6% (9,7%)	15,9% (15,3%)	6% (6%)	10% (10%)
Österreich 1	8,1% (8,1%)	3,5% (4,7%)	5% (6%)	2% (2%)
FM4	3,7% (3,5%)	5,7% (5,4%)	2% (2%)	2% (4%)
oe24/A.Sbg/T/Ö	3,4% (-)	4,7% (-)	2% (-)	3% (-)
88.6 T-Rock	2,5% (2,5%)	3,6% (3,9%)	2% (1%)	2% (2%)
Antenne Tirol	2,0% (1,2%)	2,5% (1,6%)	1% (1%)	1% (1%)
Rock Antenne Österreich	1,3% (1,2%)	2,2% (2,2%)	1% (1%)	2% (2%)

Radio Osttirol (VG 16)*	23,2% (25,6%)	21,1% (21,0%)	13% (32%)	13% (42%)
ENERGY Tirol (VG 15)*	3,7% (3,0%)	5,1% (5,5%)	1% (1%)	2% (1%)
Klassik Radio (VG 14)*	1,9% (3,2%)	1,9% (1,0%)	2% (2%)	1% (0%)

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

Innsbruck Stadt;

Klassik Radio (VG 14): Innsbruck Stadt;

Radio Osttirol (VG 16): Lienz;

Vorarlberg  
(Montag-Sonntag)

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	Tagesreichweite		Marktanteil	
	10+	14-49	10+	14-49
ORF Radios gesamt	53,0% (54,2%)	44,5% (46,1%)	55% (55%)	44% (43%)
Antenne Vorarlberg	29,5% (28,1%)	36,8% (36,2%)	27% (24%)	34% (30%)
Radio Vorarlberg	28,7% (31,1%)	17,5% (20,7%)	29% (30%)	16% (16%)
Ö3	24,6% (23,2%)	27,9% (26,4%)	19% (19%)	22% (21%)
KRONEHIT	8,0% (9,6%)	13,1% (14,3%)	4% (8%)	7% (11%)
Österreich 1	5,9% (6,4%)	3,1% (3,9%)	4% (4%)	3% (2%)
FM4	3,0% (4,1%)	4,6% (6,6%)	2% (2%)	3% (3%)
oe24/A.Sbg/T/Ö	2,0% (-)	3,5% (-)	1% (-)	2% (-)
Antenne Österreich	1,4% (1,1%)	2,4% (1,8%)	1% (1%)	1% (1%)
Rock Antenne Österreich	1,4% (0,9%)	2,4% (1,1%)	2% (1%)	3% (1%)
Klassik Radio	1,2% (0,8%)	2,1% (1,2%)	1% (1%)	1% (1%)

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Quelle: Radiotest 2024\_2 (n=24'000 ERW. 10+) und Radiotest 2023\_2 (n=24'000 ERW. 10+); GfK Austria & MindTake Feldarbeit, ISBA Auswertung