

Radiotest 2024_4 vs. 2023_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: 2023_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	55,5% (56,7%)	46,1% (48,2%)	60% (62%)	45% (49%)
Privatsender Inland	34,4% (34,2%)	45,7% (44,7%)	37% (35%)	53% (49%)
Ö3	29,6% (31,0%)	32,6% (34,7%)	25% (28%)	28% (32%)
ORF Regionalradios	24,8% (25,0%)	13,8% (13,8%)	26% (27%)	13% (12%)
KRONEHIT	11,3% (11,8%)	18,0% (17,9%)	8% (8%)	13% (13%)
Österreich 1	9,4% (8,9%)	5,2% (5,0%)	7% (6%)	3% (3%)
FM4	3,9% (3,8%)	5,6% (5,5%)	2% (2%)	3% (3%)
oe24/A.Sbg/T/Ö/Hit/OÖ	3,1% (-)	4,5% (-)	2% (-)	3% (-)

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Wien
(Montag-Sonntag)

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	Tagesreichweite		Marktanteil	
	10+	14-49	10+	14-49
ORF Radios gesamt	46,0% (46,2%)	36,6% (36,0%)	56% (56%)	42% (40%)
Ö3	21,2% (21,4%)	20,8% (19,5%)	21% (21%)	20% (20%)
Österreich 1	11,9% (11,8%)	7,4% (7,4%)	11% (11%)	5% (5%)
Radio Wien	11,5% (11,4%)	7,0% (6,7%)	12% (12%)	6% (7%)
KRONEHIT	10,7% (12,3%)	15,4% (17,3%)	9% (11%)	14% (16%)
88.6	8,3% (8,6%)	10,3% (11,9%)	11% (10%)	15% (15%)
Radio Arabella	5,6% (5,2%)	5,3% (4,2%)	5% (5%)	5% (5%)
ENERGY Österreich	5,5% (6,6%)	8,4% (10,1%)	4% (6%)	6% (9%)
FM4	4,9% (4,2%)	6,6% (5,4%)	4% (3%)	5% (4%)
Radio Niederösterreich	4,8% (5,1%)	2,4% (1,6%)	6% (6%)	3% (1%)
oe24/A.Sbg/T/Ö/Hit/OÖ	3,0% (-)	3,8% (-)	3% (-)	4% (-)
Radio Burgenland	2,3% (2,7%)	1,7% (2,6%)	2% (2%)	2% (2%)
Superfly	1,7% (1,8%)	2,2% (2,0%)	2% (1%)	3% (2%)
jö.live	1,7% (1,3%)	2,9% (2,0%)	1% (1%)	2% (2%)
Rock Antenne	1,5% (1,2%)	2,4% (1,6%)	2% (1%)	3% (1%)
Österreich				
Klassik Radio	1,3% (1,2%)	1,6% (1,0%)	1% (1%)	1% (1%)
Arabella HOT	1,1% (0,7%)	1,7% (1,1%)	1% (0%)	2% (1%)
Arabella MAGIC	1,1% (0,7%)	1,9% (1,0%)	1% (0%)	2% (1%)

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Niederösterreich
(Montag-Sonntag)

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	Tagesreichweite		Marktanteil	
	10+	14-49	10+	14-49
ORF Radios gesamt	57,7% (61,8%)	46,8% (52,5%)	63% (67%)	46% (50%)
Ö3	33,4% (34,8%)	36,5% (39,4%)	30% (31%)	34% (36%)
Radio Niederösterreich	18,9% (21,4%)	8,9% (10,5%)	19% (21%)	6% (7%)
88.6	15,3% (14,0%)	24,8% (22,5%)	15% (13%)	23% (21%)
KRONEHIT	13,3% (13,7%)	22,6% (21,6%)	11% (9%)	18% (14%)
Österreich 1	8,9% (8,4%)	3,4% (5,1%)	7% (6%)	1% (2%)
ENERGY Österreich	2,6% (3,4%)	5,1% (5,5%)	2% (2%)	3% (4%)
FM4	2,6% (3,3%)	3,7% (5,2%)	1% (2%)	2% (3%)
oe24/A.Sbg/T/Ö/Hit/OÖ	1,7% (-)	2,6% (-)	1% (-)	1% (-)
Radio Arabella (VG 2)*	6,0% (5,6%)	4,0% (5,5%)	4% (5%)	2% (4%)
Radio Arabella (VG 1)*	4,9% (5,4%)	3,3% (5,8%)	4% (4%)	2% (4%)

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

Burgenland
(Montag-Sonntag)

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	Tagesreichweite		Marktanteil	
	10+	14-49	10+	14-49
ORF Radios gesamt	61,3% (61,8%)	51,3% (51,3%)	65% (69%)	43% (49%)
Ö3	32,4% (34,2%)	38,7% (40,8%)	25% (30%)	25% (33%)
Radio Burgenland	26,9% (26,8%)	12,2% (12,1%)	25% (27%)	9% (10%)
88.6	14,5% (15,8%)	25,7% (29,9%)	16% (14%)	28% (25%)
KRONEHIT	12,8% (13,6%)	21,8% (21,4%)	9% (10%)	15% (15%)
Österreich 1	6,5% (6,9%)	4,0% (2,9%)	4% (4%)	1% (1%)
FM4	3,3% (2,5%)	5,2% (3,6%)	2% (2%)	2% (2%)
Antenne Steiermark	3,0% (4,7%)	4,3% (7,0%)	2% (4%)	3% (5%)
Radio Arabella	2,3% (1,8%)	2,7% (2,8%)	2% (1%)	3% (1%)
oe24/A.Sbg/T/Ö/Hit/OÖ	1,8% (-)	3,5% (-)	1% (-)	1% (-)
ENERGY Österreich	1,6% (1,3%)	3,2% (3,0%)	1% (0%)	1% (1%)

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Steiermark
(Montag-Sonntag)

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	Tagesreichweite		Marktanteil	
	10+	14-49	10+	14-49
ORF Radios gesamt	56,7% (55,6%)	46,3% (47,3%)	61% (61%)	44% (51%)
Ö3	31,2% (31,0%)	34,4% (37,6%)	25% (27%)	30% (35%)

Radio Steiermark	23,3% (24,1%)	10,4% (11,0%)	26% (26%)	8% (12%)
Antenne Steiermark	21,8% (23,5%)	28,5% (28,7%)	16% (19%)	24% (22%)
KRONEHIT	9,0% (9,9%)	14,7% (14,8%)	5% (6%)	8% (8%)
Österreich 1	8,8% (8,2%)	4,8% (3,1%)	7% (6%)	2% (2%)
FM4	3,2% (3,3%)	4,3% (3,6%)	2% (2%)	2% (2%)
oe24/A.Sbg/T/Ö/Hit/OÖ	1,8% (-)	2,9% (-)	1% (-)	1% (-)
Radio Flamingo	1,7% (1,3%)	2,4% (2,0%)	1% (2%)	2% (3%)
Rock Antenne Österreich	1,6% (1,3%)	2,3% (1,9%)	2% (1%)	3% (1%)
Radio Grün-Weiss (VG 4)*	13,7% (3,3%)	10,7% (3,9%)	15% (3%)	10% (4%)
Radio Grün-Weiss (VG 6)*	7,6% (7,6%)	5,5% (7,9%)	9% (9%)	6% (9%)
Soundportal (VG 7)*	5,0% (2,8%)	7,8% (4,6%)	4% (2%)	6% (3%)
88.6 (VG 3)*	4,4% (-)	7,1% (-)	4% (-)	7% (-)
Soundportal (VG 8)*	3,9% (2,4%)	6,6% (4,1%)	3% (2%)	5% (3%)
Radio Grün-Weiss (VG 5)*	3,5% (3,3%)	2,5% (3,9%)	4% (3%)	3% (4%)

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* Lokalsender, Wert gilt nur für Verbreitungsgebiet; 88.6 (VG 3): ab Bestand 2024_4: Graz Stadt/Graz Umgebung; Radio Grün-Weiss (VG 4): Alle Bestände: Murtal, Leoben, Bruck-Mürzzuschlag, Liezen; Radio Grün-Weiss (VG 5): ab Bestand 2021_1: Graz Stadt/Graz Umgebung; Radio Grün-Weiss (VG 6): Ab Bestand 2021_1: Graz Stadt/Graz Umgebung, Murtal, Leoben, Bruck-Mürzzuschlag, Liezen; Soundportal (VG 7): Alle RT-Bestände: Graz Stadt, Graz Umgebung; Soundportal (VG 8): Alle RT-Bestände: Graz Stadt, Graz Umgebung, Murtal, Leoben, Bruck-Mürzzuschlag;

Kärnten
(Montag-Sonntag)

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	Tagesreichweite		Marktanteil	
	10+	14-49	10+	14-49
ORF Radios gesamt	62,4% (62,6%)	54,5% (54,7%)	67% (64%)	49% (45%)
Radio Kärnten	34,3% (32,4%)	18,2% (16,6%)	36% (35%)	15% (13%)
Ö3	31,1% (33,3%)	38,1% (41,7%)	23% (24%)	26% (28%)
Antenne Kärnten	24,6% (25,0%)	33,9% (37,4%)	17% (21%)	25% (33%)
KRONEHIT	8,7% (8,9%)	15,3% (15,7%)	6% (6%)	10% (10%)
Österreich 1	8,5% (7,5%)	4,9% (3,7%)	5% (4%)	2% (2%)
oe24/A.Sbg/T/Ö/Hit/OÖ	4,1% (-)	7,6% (-)	3% (-)	6% (-)
FM4	3,7% (3,4%)	5,8% (6,1%)	2% (2%)	3% (3%)
Rock Antenne Österreich	2,3% (1,3%)	4,2% (2,0%)	3% (1%)	5% (2%)
Antenne Österreich	2,1% (0,8%)	4,0% (1,7%)	2% (0%)	4% (1%)
88.6	1,9% (1,0%)	3,2% (1,7%)	2% (1%)	3% (1%)
Radio Flamingo	1,6% (1,6%)	1,6% (2,2%)	1% (1%)	2% (2%)
Antenne Steiermark	1,2% (0,2%)	2,4% (0,5%)	0% (0%)	1% (0%)
Welle 1 (VG 9)*	3,1% (4,5%)	4,6% (3,3%)	2% (2%)	4% (2%)

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* Lokalsender, Wert gilt nur für Verbreitungsgebiet; Welle 1 (VG 9): Alle RT-Bestände: Klagenfurt Stadt, Klagenfurt Land;

Oberösterreich
(Montag-Sonntag)

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	Tagesreichweite		Marktanteil	
	10+	14-49	10+	14-49
ORF Radios gesamt	57,3% (61,5%)	48,8% (55,8%)	59% (64%)	45% (52%)
Ö3	31,5% (36,1%)	36,6% (43,4%)	27% (32%)	29% (37%)
Radio Oberösterreich	21,6% (21,6%)	10,8% (9,8%)	20% (21%)	9% (8%)
Life Radio	13,8% (14,8%)	17,5% (17,5%)	11% (12%)	13% (14%)
KRONEHIT	13,5% (14,1%)	21,0% (22,2%)	10% (10%)	16% (16%)
Österreich 1	9,5% (8,1%)	4,6% (4,9%)	7% (5%)	2% (3%)
88.6	5,6% (3,9%)	9,4% (6,3%)	6% (3%)	10 (5%)
FM4	4,3% (4,4%)	6,3% (6,8%)	3% (3%)	4% (3%)
oe24/A.Sbg/T/Ö/Hit/OÖ	2,1% (-)	3,0% (-)	1% (-)	2% (-)
Rock Antenne Österreich	1,3% (2,0%)	1,8% (2,4%)	1% (1%)	1% (1%)
Radio Arabella (VG 10)*	6,8% (6,6%)	6,6% (5,3%)	6% (5%)	6% (4%)
Welle 1 (VG 11)*	6,0% (2,8%)	9,6% (5,0%)	3% (2%)	5% (3%)

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* Lokalsender, Wert gilt nur für Verbreitungsgebiet; Radio Arabella (VG 10):
Alle RT-Bestände: Linz Stadt, Linz Land, Wels Stadt, Wels Land, Steyr Stadt,
Steyr Land, Vöcklabruck; Welle 1 (VG 11): Alle RT-Bestände: Linz Stadt, Linz
Land;

Salzburg
(Montag-Sonntag)

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	Tagesreichweite		Marktanteil	
	10+	14-49	10+	14-49
ORF Radios gesamt	64,1% (63,8%)	57,0% (57,7%)	71% (70%)	61% (61%)
Ö3	35,5% (37,6%)	42,2% (44,2%)	31% (33%)	36% (39%)
Radio Salzburg	26,6% (26,4%)	14,9% (18,3%)	27% (27%)	14% (16%)
oe24/A.Sbg/T/Ö/Hit/OÖ	10,5% (-)	13,8% (-)	8% (-)	10% (-)
Österreich 1	9,9% (10,7%)	5,8% (5,1%)	6% (8%)	2% (2%)
KRONEHIT	9,7% (8,6%)	15,9% (12,4%)	7% (6%)	11% (7%)
Antenne Salzburg	7,4% (6,5%)	10,1% (6,4%)	5% (5%)	6% (5%)
FM4	5,6% (4,8%)	8,7% (7,4%)	3% (3%)	5% (5%)
Rock Antenne Österreich	1,7% (1,7%)	2,8% (2,6%)	2% (2%)	3% (3%)
Antenne Österreich	1,6% (0,9%)	2,7% (1,1%)	1% (1%)	1% (0%)
Radio U1 Tirol	1,1% (0,6%)	1,6% (0,8%)	1% (1%)	1% (1%)
Radio VM1	1,0% (-)	1,5% (-)	1% (-)	1% (-)
ENERGY Salzburg (VG 13)*	7,0% (7,5%)	11,5% (13,8%)	5% (8%)	8% (13%)
Welle 1 (VG 14)*	5,1% (5,4%)	8,8% (9,7%)	3% (4%)	5% (7%)
Klassik Radio (VG 12)*	3,1% (1,3%)	4,5% (1,9%)	2% (0%)	2% (1%)

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* Lokalsender, Wert gilt nur für Verbreitungsgebiet; Klassik Radio (VG 12):
Alle RT-Bestände: Salzburg Stadt; ENERGY Salzburg (VG 13): Alle RT-Bestände:
Salzburg Stadt; Welle 1 (VG 14): Alle RT-Bestände: Salzburg Stadt, Salzburg
Umgebung;

Tirol (mit Osttirol)
(Montag-Sonntag)

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	Tagesreichweite		Marktanteil	
	10+	14-49	10+	14-49
ORF Radios gesamt	57,4% (53,8%)	51,9% (47,3%)	53% (53%)	45% (47%)
Ö3	33,0% (31,5%)	37,7% (34,3%)	26% (25%)	30% (31%)
Radio Tirol	23,3% (21,9%)	13,9% (11,9%)	20% (20%)	10% (11%)
Radio U1 Tirol	14,1% (15,3%)	10,2% (11,8%)	17% (19%)	12% (15%)
Life Radio	12,8% (13,8%)	18,4% (18,5%)	9% (11%)	12% (15%)
KRONEHIT	11,6% (9,7%)	18,1% (14,2%)	6% (6%)	9% (10%)
Österreich 1	7,6% (7,9%)	5,0% (3,0%)	4% (5%)	2% (2%)
oe24/A.Sbg/T/Ö/Hit/OÖ	4,4% (-)	6,7% (-)	3% (-)	4% (-)
FM4	4,0% (3,6%)	5,8% (5,5%)	2% (2%)	3% (3%)
88.6 T-Rock	3,7% (2,1%)	4,8% (3,7%)	3% (1%)	5% (1%)
Antenne Tirol	2,4% (1,3%)	3,5% (1,3%)	1% (1%)	2% (1%)
Rock Antenne	1,4% (1,2%)	2,7% (2,1%)	2% (1%)	3% (2%)
Österreich				
Radio Osttirol (VG 17)*	27,0% (24,3%)	17,4% (24,0%)	18% (22%)	15% (23%)
ENERGY Tirol (VG 16)*	5,2% (2,4%)	8,8% (3,5%)	2% (0%)	4% (1%)
Klassik Radio (VG 15)*	2,6% (3,0%)	3,4% (0,7%)	2% (3%)	2% (0%)

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* Lokalsender, Wert gilt nur für Verbreitungsgebiet; Klassik Radio (VG 15): Alle RT-Bestände: Innsbruck Stadt; ENERGY Tirol (VG 16): Alle RT-Bestände: Innsbruck Stadt; Radio Osttirol (VG 17): Alle RT-Bestände: Lienz;

Vorarlberg
(Montag-Sonntag)

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	Tagesreichweite		Marktanteil	
	10+	14-49	10+	14-49
ORF Radios gesamt	52,4% (54,6%)	43,8% (47,6%)	52% (57%)	39% (47%)
Antenne Vorarlberg	28,9% (27,9%)	35,7% (34,2%)	23% (25%)	28% (32%)
Radio Vorarlberg	28,8% (30,0%)	17,7% (19,4%)	29% (31%)	15% (18%)
Ö3	23,7% (24,9%)	26,6% (29,1%)	17% (20%)	17% (23%)
KRONEHIT	9,9% (9,3%)	15,5% (14,3%)	3% (6%)	5% (9%)
Österreich 1	7,0% (5,8%)	5,2% (3,8%)	5% (4%)	3% (2%)
FM4	3,5% (3,5%)	5,6% (5,7%)	2% (2%)	3% (4%)
oe24/A.Sbg/T/Ö/Hit/OÖ	3,5% (-)	6,5% (-)	2% (-)	4% (-)
Antenne Österreich	2,3% (1,6%)	4,2% (2,4%)	1% (1%)	2% (2%)
Rock Antenne	2,3% (1,0%)	3,6% (1,5%)	2% (1%)	3% (1%)
Österreich				
Klassik Radio	2,1% (0,5%)	3,7% (0,9%)	1% (0%)	2% (0%)
Radio U1 Tirol	1,4% (0,7%)	2,3% (0,4%)	1% (1%)	1% (0%)
ENERGY Österreich	1,2% (0,7%)	1,9% (1,2%)	1% (0%)	1% (0%)
Superfly	1,1% (-)	1,9% (-)	0% (-)	1% (-)

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Quelle: Radiotest 2024_4 (n=24'000 ERW. 10+): GfK Austria und MindTake
Feldarbeit, ISBA Auswertung und Radiotest 2023_4 (n=24'000 ERW. 10+): GfK
Austria, Market und MindTake Feldarbeit, ISBA Auswertung