

Radiotest 2023_2 vs. 2022_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: 2022_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	58,5% (58,4%)	50,7% (47,8%)	65% (69%)	51% (56%)
Privatsender Inland	31,9% (29,5%)	42,8% (38,3%)	32% (28%)	46% (41%)
Ö3	31,2% (30,5%)	36,2% (34,4%)	28% (29%)	32% (36%)
ORF Regionalradios	26,3% (26,5%)	15,0% (13,0%)	29% (31%)	14% (14%)
KRONEHIT	11,1% (12,0%)	17,3% (18,7%)	8% (9%)	12% (16%)
Österreich 1	9,4% (9,9%)	5,4% (5,5%)	7% (8%)	3% (3%)
FM4	3,7% (3,5%)	5,7% (4,9%)	2% (2%)	4% (4%)
Radio Austria	1,5% (0,8%)	2,3% (1,2%)	1% (1%)	2% (1%)

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Wien
(Montag-Sonntag)

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	Tagesreichweite		Marktanteil	
	10+	14-49	10+	14-49
ORF Radios gesamt	48,2% (44,6%)	39,5% (32,6%)	59% (65%)	45% (46%)
Ö3	22,2% (19,3%)	22,4% (18,2%)	24% (21%)	24% (22%)
Österreich 1	12,3% (12,4%)	8,1% (7,7%)	11% (14%)	5% (6%)
Radio Wien	11,5% (11,6%)	7,1% (6,0%)	13% (17%)	7% (9%)
KRONEHIT	10,4% (10,3%)	14,7% (15,0%)	9% (10%)	13% (20%)
88.6	7,9% (6,1%)	11,0% (8,0%)	9% (6%)	13% (10%)
ENERGY Österreich	6,5% (4,6%)	10,1% (6,6%)	5% (3%)	7% (5%)
Radio Niederösterreich	5,4% (5,0%)	2,0% (1,5%)	6% (7%)	1% (2%)
Radio Arabella	4,7% (3,9%)	4,1% (2,8%)	4% (5%)	3% (2%)
FM4	3,9% (4,4%)	5,7% (5,4%)	3% (5%)	5% (8%)
Radio Burgenland	2,7% (1,5%)	2,5% (0,6%)	2% (2%)	2% (1%)
Radio Austria	2,2% (1,0%)	3,1% (1,5%)	2% (2%)	3% (3%)
Superfly	2,0% (1,5%)	2,1% (1,8%)	2% (2%)	2% (2%)
Klassik Radio	1,3% (0,7%)	1,5% (0,5%)	2% (1%)	2% (1%)
Rock Antenne Österreich	1,1% (0,3%)	1,7% (0,5%)	1% (0%)	2% (0%)
Lounge	1,1% (0,5%)	1,5% (0,4%)	1% (0%)	1% (0%)
Radio Steiermark	1,0% (0,2%)	1,0% (0,1%)	1% (0%)	1% (0%)
jö.live	1,0% (0,6%)	1,7% (0,9%)	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	62,8% (64,5%)	55,4% (55,1%)	68% (74%)	51% (61%)
Ö3	35,3% (35,8%)	41,4% (42,4%)	32% (34%)	35% (43%)
Radio Niederösterreich	21,5% (22,4%)	10,2% (9,4%)	21% (25%)	7% (9%)
KRONEHIT	13,9% (16,7%)	21,8% (27,3%)	9% (12%)	15% (20%)
88.6	11,2% (7,7%)	18,2% (13,2%)	12% (6%)	18% (12%)
Österreich 1	8,8% (9,4%)	5,6% (5,3%)	6% (7%)	2% (3%)
FM4	3,5% (3,1%)	5,5% (4,7%)	2% (2%)	3% (3%)
ENERGY Österreich	2,5% (2,2%)	3,8% (3,4%)	1% (1%)	2% (2%)
Radio Austria	1,5% (0,8%)	2,8% (0,7%)	2% (1%)	3% (1%)
Radio Arabella (VG 1)*	4,9% (5,7%)	6,1% (5,6%)	3% (5%)	4% (4%)
Radio Arabella (VG 2)*	4,3% (6,9%)	5,0% (6,5%)	3% (6%)	4% (6%)

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* Lokalsender, Wert gilt nur für Verbreitungsgebiet; Radio Arabella (VG 1):
St. Pölten Stadt, St. Pölten Land, Amstetten, Melk, Scheibbs, Krems Stadt,
Krems Land, Tulln, Lilienfeld, Waidhofen a.d. Ybbs;
Radio Arabella (VG 2): 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	62,0% (67,1%)	49,1% (58,4%)	70% (77%)	47% (63%)
Ö3	32,4% (36,5%)	37,0% (44,9%)	29% (33%)	31% (42%)
Radio Burgenland	26,9% (27,6%)	11,1% (13,4%)	27% (32%)	6% (13%)
88.6	14,7% (9,6%)	28,4% (17,6%)	14% (7%)	26% (13%)
KRONEHIT	12,3% (14,2%)	22,9% (22,4%)	9% (9%)	16% (15%)
Österreich 1	7,7% (7,9%)	3,2% (3,1%)	5% (5%)	2% (1%)
Antenne Steiermark	3,3% (3,7%)	5,7% (5,7%)	2% (3%)	4% (4%)
FM4	3,1% (2,3%)	5,2% (3,6%)	1% (1%)	2% (2%)
Radio Arabella	1,6% (0,9%)	1,9% (0,9%)	1% (1%)	1% (1%)
ENERGY Österreich	1,4% (0,8%)	3,2% (1,7%)	1% (1%)	1% (2%)
Radio Austria	1,1% (0,9%)	2,3% (1,9%)	1% (1%)	2% (2%)

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Steiermark
(Montag-Sonntag)

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	Tagesreichweite		Marktanteil	
	10+	14-49	10+	14-49
ORF Radios gesamt	58,8% (60,0%)	50,5% (49,0%)	64% (66%)	53% (50%)
Ö3	31,5% (31,1%)	39,3% (36,6%)	27% (26%)	35% (33%)
Radio Steiermark	25,0% (27,4%)	11,6% (12,9%)	29% (30%)	13% (11%)
Antenne Steiermark	21,8% (22,8%)	27,8% (28,0%)	17% (19%)	23% (26%)

KRONEHIT	9,9% (10,0%)	15,5% (16,7%)	6% (7%)	9% (14%)
Österreich 1	8,7% (9,6%)	3,6% (5,3%)	7% (7%)	2% (3%)
FM4	3,2% (3,4%)	4,0% (4,3%)	2% (3%)	2% (3%)
88.6	2,4% (1,0%)	4,4% (1,9%)	2% (1%)	4% (2%)
Rock Antenne Österreich	1,1% (0,6%)	2,0% (0,9%)	0% (0%)	1% (0%)
Radio Grün-Weiss (VG 3)*	13,8% (9,6%)	12,6% (8,8%)	15% (7%)	13% (8%)
Radio Grün-Weiss (VG 5)*	7,5% (5,2%)	6,4% (4,9%)	9% (4%)	6% (4%)
Soundportal (VG 6)*	4,0% (4,1%)	6,6% (7,2%)	3% (3%)	4% (5%)
Soundportal (VG 7)*	3,3% (2,8%)	5,7% (5,0%)	3% (2%)	3% (4%)
Radio Grün-Weiss (VG 4)*	3,2% (2,1%)	2,5% (2,5%)	4% (1%)	2% (1%)

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* Lokalsender, Wert gilt nur für Verbreitungsgebiet; Radio Grün-Weiss (VG 3): Murtal, Leoben, Bruck-Mürzzuschlag, Liezen;

Radio Grün-Weiss (VG 5): Graz Stadt/Graz Umgebung, 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): Graz Stadt/Graz Umgebung;

Kärnten

(Montag-Sonntag)

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	Tagesreichweite		Marktanteil	
	10+	14-49	10+	14-49
ORF Radios gesamt	63,5% (65,4%)	55,5% (53,5%)	68% (74%)	48% (56%)
Radio Kärnten	35,1% (36,4%)	18,2% (20,0%)	39% (42%)	15% (20%)
Ö3	30,5% (29,6%)	39,1% (36,1%)	22% (23%)	26% (31%)
Antenne Kärnten	24,3% (21,5%)	37,7% (32,7%)	20% (15%)	33% (27%)
Österreich 1	8,5% (9,4%)	3,8% (3,7%)	5% (6%)	2% (2%)
KRONEHIT	7,8% (10,1%)	13,5% (16,2%)	5% (6%)	8% (10%)
FM4	3,5% (2,8%)	6,2% (4,2%)	2% (1%)	4% (2%)
Radio Flamingo	1,3% (-)	2,1% (-)	1% (-)	2% (-)
Rock Antenne Österreich	1,3% (0,5%)	2,3% (0,6%)	1% (0%)	2% (1%)
Antenne Österreich	1,1% (0,2%)	2,2% (0,5%)	0% (0%)	1% (0%)
Welle 1 (VG 8)*	4,2% (4,2%)	4,7% (6,2%)	1% (1%)	2% (3%)

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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	63,0% (62,1%)	57,7% (52,9%)	67% (71%)	57% (60%)
Ö3	36,3% (35,1%)	45,0% (40,1%)	32% (35%)	38% (41%)
Radio Oberösterreich	23,6% (23,5%)	11,0% (10,6%)	24% (24%)	10% (11%)
Life Radio	14,8% (12,7%)	19,7% (14,8%)	11% (9%)	15% (12%)
KRONEHIT	12,7% (13,3%)	21,7% (20,8%)	9% (10%)	15% (17%)
Österreich 1	9,3% (9,8%)	5,1% (5,3%)	6% (7%)	3% (3%)

FM4	3,8% (3,4%)	6,1% (5,2%)	3% (2%)	3% (4%)
88.6	2,2% (0,5%)	4,0% (0,8%)	2% (0%)	3% (1%)
Rock Antenne Österreich	1,4% (0,7%)	1,7% (0,9%)	1% (1%)	1% (1%)
Radio Austria	1,2% (0,9%)	1,8% (1,3%)	1% (1%)	1% (1%)
ENERGY Österreich	1,1% (0,5%)	2,1% (0,9%)	1% (0%)	1% (0%)
Radio Arabella (VG 9)*	6,4% (6,7%)	5,3% (6,6%)	4% (6%)	3% (6%)
Welle 1 (VG 10)*	2,0% (1,5%)	3,5% (2,4%)	1% (1%)	2% (1%)

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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% (66,4%)	59,7% (59,3%)	68% (77%)	58% (69%)
Ö3	37,7% (37,7%)	45,8% (46,5%)	32% (37%)	37% (49%)
Radio Salzburg	27,3% (27,9%)	17,0% (14,2%)	25% (30%)	12% (14%)
Österreich 1	8,7% (9,0%)	4,2% (4,4%)	5% (7%)	2% (3%)
KRONEHIT	8,4% (7,9%)	12,6% (11,9%)	7% (6%)	9% (10%)
Antenne Salzburg	7,9% (5,7%)	9,8% (5,1%)	6% (6%)	6% (5%)
FM4	4,9% (4,2%)	8,5% (6,0%)	4% (2%)	6% (3%)
Radio Austria	3,5% (1,6%)	5,7% (2,1%)	3% (1%)	4% (1%)
Rock Antenne Österreich	1,6% (0,8%)	2,8% (1,7%)	2% (1%)	4% (2%)
ENERGY Salzburg (VG 12)*	6,0% (5,8%)	10,9% (10,1%)	6% (4%)	9% (6%)
Welle 1 (VG 13)*	4,8% (4,0%)	8,0% (6,1%)	3% (2%)	4% (4%)
Klassik Radio (VG 11)*	1,7% (1,4%)	2,0% (1,3%)	1% (0%)	1% (0%)

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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	57,7% (58,2%)	52,4% (51,1%)	60% (62%)	54% (56%)
Ö3	33,5% (32,7%)	37,7% (38,9%)	28% (28%)	36% (37%)
Radio Tirol	24,4% (25,8%)	14,0% (14,3%)	24% (26%)	13% (15%)
Radio U1 Tirol	12,2% (10,6%)	8,7% (7,1%)	14% (12%)	9% (8%)
Life Radio	12,0% (10,7%)	16,3% (14,6%)	8% (10%)	13% (14%)
KRONEHIT	9,7% (11,8%)	15,3% (17,8%)	6% (6%)	10% (11%)
Österreich 1	8,1% (8,7%)	4,7% (4,5%)	6% (6%)	2% (2%)
FM4	3,5% (3,7%)	5,4% (5,3%)	2% (2%)	4% (3%)
T-Rock	2,5% (1,6%)	3,9% (2,8%)	1% (1%)	2% (1%)
Antenne Tirol	1,2% (1,4%)	1,6% (2,0%)	1% (1%)	1% (1%)

Rock Antenne Österreich	1,2% (1,0%)	2,2% (1,8%)	1% (1%)	2% (1%)
Radio Osttirol (VG 17)*	25,6% (25,7%)	21,0% (11,8%)	32% (23%)	42% (9%)
Klassik Radio (VG 15)*	3,2% (2,6%)	1,0% (1,1%)	2% (1%)	0% (1%)
ENERGY Tirol (VG 16)*	3,0% (6,2%)	5,5% (2,9%)	1% (2%)	1% (2%)

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

Vorarlberg
(Montag-Sonntag)

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	Tagesreichweite		Marktanteil	
	10+	14-49	10+	14-49
ORF Radios gesamt	54,2% (52,8%)	46,1% (41,5%)	55% (59%)	43% (46%)
Radio Vorarlberg	31,1% (30,4%)	20,7% (17,4%)	30% (33%)	16% (19%)
Antenne Vorarlberg	28,1% (28,3%)	36,2% (33,6%)	24% (26%)	30% (37%)
Ö3	23,2% (24,1%)	26,4% (26,4%)	19% (21%)	21% (25%)
KRONEHIT	9,6% (8,9%)	14,3% (13,0%)	8% (5%)	11% (9%)
Österreich 1	6,4% (8,0%)	3,9% (2,5%)	4% (5%)	2% (1%)
FM4	4,1% (2,9%)	6,6% (3,7%)	2% (2%)	3% (2%)
Radio Austria	1,4% (0,0%)	2,5% (-)	1% (0%)	2% (-)
Antenne Österreich	1,1% (0,3%)	1,8% (0,6%)	1% (0%)	1% (0%)

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Quelle: Radiotest 2023_2 (n=24'000 ERW. 10+): GfK Austria und MindTake Feldarbeit, ISBA Auswertung und Radiotest 2022_2 (n=22.450 ERW. 10+): GfK Austria, Market und MindTake Feldarbeit, ISBA Auswertung