

**„Medienbarometer
Welle R9/2019“**
16. Dezember 2019

Angaben zur Umfrage – Welle 9/2019

Institut/Feldarbeit:	Research Affairs/Talk
Methode:	Onlinebefragung
Zielgruppe:	ÖsterreicherInnen, rep. für die Bevölkerung zwischen 16-69 Jahren
Stichprobengröße:	n=985
Max. Schwankungsbreite:	bei n=985: +/- 3,2%
Untersuchungszeitraum:	6. – 12. Dezember 2019
Stichproben-Methode:	Quotenauswahl (nach Geschlecht, Alter, Bildung, Bundesland) lt. Statistik Austria
Stichprobengrundlage:	Institutseigene Datenbanken (Talk Onlinepanel)

Radiotest Welle 9

STATISTIK

Zeitraum: 06.12.2019 - 12.12.2019

Statistik

	Basis	in Prozent
TOTAL	985	100%
GESCHLECHT		
männlich	483	49%
weiblich	502	51%
ALTER		
16-19	82	8%
20-29	177	18%
30-39	181	18%
40-49	199	20%
50-59	202	21%
60-69	144	15%
16-49	639	65%
BUNDESLAND		
Wien	211	21%
Niederösterreich	191	19%
Burgenland	35	4%
Steiermark	144	15%
Kärnten	67	7%
Oberösterreich	167	17%
Salzburg	51	5%
Tirol	76	8%
Vorarlberg	43	4%
BILDUNG		
Volks- bzw. Hauptschule	85	9%
Berufs- bzw. Fachschule	604	61%
Matura	184	19%
Fachhochschule, Universität	103	10%
Sonstige Ausbildung	9	1%
HH-NETTOEINKOMMEN		
bis € 1.199	69	7%
€ 1.200- € 1.649	90	9%
€ 1.650- € 2.249	157	16%
€ 2.250- € 2.999	184	19%
€ 3.000 oder mehr	320	32%
keine Angabe	165	17%
ORTSGRÖÖE		
bis 2.000	158	16%
2.001 bis 5.000	234	24%
5.001 bis 50.000	259	26%
über 50.000 (nicht Wien)	123	12%
über 50.000 (Wien)	211	21%

Zusatzfragen Radiotest Welle 9

Welcher dieser Radiosender spielt Ihrer Meinung nach die beste Musik?

		Ö3, auch Hitradio Ö3	RADIO AUSTRIA	KroneHit - Wir sind die meiste Musik	88,6 - So rockt das Leben	Radio Arabella	Radio Energy	Antenne	keinen davon
TOTAL	985	34%	4%	18%	8%	7%	3%	7%	20%
GESCHLECHT									
männlich	483	33%	5%	12%	10%	8%	2%	7%	23%
weiblich	502	35%	3%	24%	6%	5%	3%	7%	16%
ALTER									
16-19	82	30%	5%	27%	2%	4%	10%	9%	13%
20-29	177	31%	7%	32%	7%	2%	3%	7%	12%
30-39	181	39%	1%	15%	12%	3%	4%	6%	19%
40-49	199	40%	5%	13%	10%	8%	2%	5%	18%
50-59	202	32%	3%	15%	7%	9%	0%	7%	26%
60-69	144	28%	3%	13%	5%	15%	1%	7%	28%
BUNDESLAND									
Wien	211	26%	4%	16%	12%	13%	6%	0%	22%
Niederösterreich	191	33%	4%	17%	16%	7%	4%	2%	18%
Burgenland	35	29%	3%	14%	29%	0%	0%	3%	23%
Steiermark	144	35%	3%	13%	4%	2%	1%	19%	22%
Kärnten	67	52%	3%	10%	0%	0%	0%	19%	15%
Oberösterreich	167	37%	4%	25%	2%	11%	1%	2%	19%
Salzburg	51	37%	8%	12%	2%	0%	6%	18%	18%
Tirol	76	30%	3%	32%	3%	3%	3%	3%	25%
Vorarlberg	43	44%	5%	23%	0%	5%	0%	9%	14%
BILDUNG									
Volks- bzw. Hauptschule	85	27%	6%	26%	4%	4%	4%	13%	18%
Berufs- bzw. Fachschule	604	35%	4%	20%	8%	8%	1%	6%	19%
Matura	184	36%	3%	14%	8%	7%	5%	6%	21%
Fachhochschule, Universität	103	32%	4%	9%	12%	5%	5%	9%	25%
Sonstige Ausbildung	9	44%	0%	22%	0%	0%	11%	0%	22%

Zusatzfragen Radiotest Welle 9

Welcher hat die besten Moderatoren?

		Ö3, auch Hitradio Ö3	RADIO AUSTRIA	KroneHit - Wir sind die meiste Musik	88,6 - So rockt das Leben	Radio Arabella	Radio Energy	Antenne	keinen davon
TOTAL	985	42%	2%	15%	5%	3%	3%	7%	23%
GESCHLECHT									
männlich	483	44%	2%	9%	7%	4%	2%	6%	25%
weiblich	502	41%	2%	20%	3%	3%	3%	8%	20%
ALTER									
16-19	82	48%	1%	20%	2%	1%	2%	11%	15%
20-29	177	41%	3%	27%	5%	1%	3%	8%	11%
30-39	181	40%	1%	17%	7%	2%	7%	7%	20%
40-49	199	49%	3%	11%	6%	3%	1%	5%	24%
50-59	202	43%	1%	8%	6%	4%	1%	7%	29%
60-69	144	32%	3%	9%	3%	9%	1%	8%	34%
BUNDESLAND									
Wien	211	30%	3%	15%	8%	7%	7%	1%	28%
Niederösterreich	191	48%	2%	12%	11%	4%	2%	2%	19%
Burgenland	35	40%	3%	20%	9%	0%	3%	0%	26%
Steiermark	144	38%	1%	12%	1%	0%	1%	25%	22%
Kärnten	67	54%	1%	9%	0%	0%	1%	16%	18%
Oberösterreich	167	45%	2%	20%	2%	6%	1%	2%	22%
Salzburg	51	49%	0%	10%	2%	0%	0%	14%	25%
Tirol	76	50%	1%	20%	1%	1%	1%	0%	25%
Vorarlberg	43	40%	5%	14%	2%	2%	5%	16%	16%
BILDUNG									
Volks- bzw. Hauptschule	85	38%	2%	20%	6%	4%	2%	11%	18%
Berufs- bzw. Fachschule	604	42%	2%	16%	5%	4%	1%	6%	23%
Matura	184	45%	2%	13%	3%	2%	5%	9%	21%
Fachhochschule, Universität	103	41%	4%	5%	9%	2%	4%	7%	29%
Sonstige Ausbildung	9	78%	0%	0%	0%	0%	11%	0%	11%

Zusatzfragen Radiotest Welle 9

Wie gefällt Ihnen das neue Radio Austria generell? (Basis: Personen, die eine Beurteilung zu dieser Frage abgeben können)

	1 = sehr schlecht	2	3	4	5	6	7	8	9	10 = sehr gut	mean
TOTAL	5%	2%	6%	8%	19%	13%	12%	20%	8%	7%	6,2
GESCHLECHT											
männlich	5%	3%	8%	8%	16%	15%	12%	19%	6%	6%	6,0
weiblich	4%	0%	4%	8%	22%	11%	12%	21%	10%	8%	6,4
ALTER											
16-19	23%	5%	9%	9%	9%	0%	14%	18%	9%	5%	5,1
20-29	5%	3%	6%	11%	19%	10%	16%	18%	6%	5%	5,9
30-39	4%	0%	6%	8%	25%	25%	9%	13%	2%	9%	6,0
40-49	4%	4%	2%	11%	11%	11%	11%	27%	11%	9%	6,6
50-59	2%	0%	13%	4%	28%	9%	4%	22%	13%	4%	6,2
60-69	0%	0%	4%	4%	14%	21%	18%	25%	4%	11%	6,9
BUNDESLAND											
Wien	3%	3%	8%	7%	13%	13%	17%	22%	8%	5%	6,2
Niederösterreich	2%	0%	6%	4%	26%	18%	6%	26%	8%	4%	6,4
Burgenland	0%	9%	0%	18%	18%	18%	9%	9%	9%	9%	6,0
Steiermark	7%	7%	4%	11%	25%	4%	7%	18%	7%	11%	5,9
Kärnten	0%	0%	0%	14%	21%	29%	14%	14%	0%	7%	6,2
Oberösterreich	0%	0%	15%	13%	13%	23%	13%	15%	5%	5%	6,0
Salzburg	7%	0%	4%	7%	25%	4%	11%	25%	7%	11%	6,4
Tirol	10%	0%	5%	5%	20%	5%	10%	15%	15%	15%	6,5
Vorarlberg	27%	0%	0%	7%	7%	0%	20%	27%	7%	7%	5,7
BILDUNG											
Volks- bzw. Hauptschule	14%	3%	7%	10%	17%	3%	17%	14%	7%	7%	5,5
Berufs- bzw. Fachschule	4%	1%	6%	8%	21%	15%	9%	20%	8%	7%	6,2
Matura	2%	2%	7%	12%	12%	10%	22%	22%	2%	7%	6,2
Fachhochschule, Universität	4%	4%	8%	4%	16%	12%	4%	24%	12%	12%	6,5
Sonstige Ausbildung	0%	0%	0%	0%	0%	50%	0%	50%	0%	0%	7,0

Zusatzfragen Radiotest Welle 9

Wie gefällt Ihnen KroneHit im Vergleich zu Radio Austria? (Basis: Personen, die eine Beurteilung zu dieser Frage abgeben können)

	1 = viel schlechter	2	3	4	5	6	7	8	9	10 = viel besser	mean
TOTAL	5%	2%	5%	7%	21%	15%	14%	10%	8%	11%	6,1
GESCHLECHT											
männlich	5%	3%	7%	8%	24%	15%	14%	8%	8%	7%	5,8
weiblich	5%	2%	3%	6%	19%	16%	15%	12%	9%	15%	6,5
ALTER											
16-19	6%	3%	9%	12%	6%	21%	18%	6%	3%	18%	6,1
20-29	7%	3%	6%	8%	15%	10%	18%	10%	11%	11%	6,2
30-39	2%	3%	5%	7%	18%	13%	21%	7%	15%	10%	6,5
40-49	9%	1%	4%	10%	21%	19%	9%	12%	7%	6%	5,7
50-59	5%	2%	3%	2%	33%	14%	13%	8%	5%	16%	6,3
60-69	0%	3%	7%	3%	37%	20%	3%	20%	3%	3%	5,9
BUNDESLAND											
Wien	1%	3%	4%	7%	23%	13%	14%	7%	8%	20%	6,6
Niederösterreich	2%	2%	5%	7%	22%	22%	13%	13%	8%	7%	6,3
Burgenland	17%	0%	0%	0%	25%	0%	17%	17%	17%	8%	6,3
Steiermark	11%	5%	8%	11%	21%	13%	13%	3%	5%	11%	5,4
Kärnten	6%	0%	0%	6%	22%	28%	28%	11%	0%	0%	5,9
Oberösterreich	6%	2%	9%	6%	20%	11%	13%	15%	6%	13%	6,2
Salzburg	7%	0%	3%	3%	21%	24%	21%	3%	14%	3%	6,1
Tirol	12%	0%	4%	8%	16%	16%	4%	16%	16%	8%	6,1
Vorarlberg	0%	11%	5%	16%	26%	5%	16%	5%	5%	11%	5,7
BILDUNG											
Volks- bzw. Hauptschule	3%	5%	5%	10%	21%	18%	10%	8%	5%	15%	6,1
Berufs- bzw. Fachschule	4%	1%	3%	7%	22%	17%	14%	11%	9%	11%	6,3
Matura	11%	2%	5%	7%	20%	13%	18%	9%	7%	7%	5,7
Fachhochschule, Universität	4%	7%	19%	4%	15%	7%	19%	7%	11%	7%	5,7
Sonstige Ausbildung	0%	0%	0%	0%	100%	0%	0%	0%	0%	0%	5,0

Zusatzfragen Radiotest Welle 9

Wie gefällt Ihnen Ö3 im Vergleich zu Radio Austria? (Basis: Personen, die eine Beurteilung zu dieser Frage abgeben können)

	1 = viel schlechter	2	3	4	5	6	7	8	9	10 = viel besser	mean
TOTAL	5%	2%	4%	7%	15%	15%	12%	11%	8%	20%	6,7
GESCHLECHT											
männlich	5%	2%	6%	5%	14%	13%	15%	11%	8%	21%	6,7
weiblich	5%	1%	2%	10%	17%	17%	9%	10%	9%	20%	6,6
ALTER											
16-19	6%	0%	6%	12%	15%	18%	3%	9%	6%	24%	6,5
20-29	4%	1%	4%	6%	19%	16%	20%	6%	6%	17%	6,5
30-39	0%	0%	4%	10%	12%	21%	7%	15%	9%	21%	7,0
40-49	7%	1%	5%	5%	12%	15%	13%	9%	15%	17%	6,7
50-59	7%	3%	3%	6%	17%	6%	14%	13%	4%	27%	6,8
60-69	5%	5%	2%	5%	20%	20%	7%	12%	10%	15%	6,4
BUNDESLAND											
Wien	6%	4%	1%	8%	10%	20%	13%	10%	5%	23%	6,6
Niederösterreich	0%	2%	8%	9%	18%	14%	9%	12%	12%	17%	6,7
Burgenland	0%	0%	0%	0%	10%	10%	40%	20%	10%	10%	7,4
Steiermark	5%	2%	9%	2%	21%	7%	12%	9%	7%	26%	6,7
Kärnten	0%	0%	0%	8%	4%	21%	8%	8%	17%	33%	7,9
Oberösterreich	11%	0%	2%	9%	20%	16%	9%	11%	5%	18%	6,2
Salzburg	3%	0%	3%	3%	23%	13%	17%	7%	10%	20%	6,8
Tirol	12%	4%	0%	8%	23%	8%	12%	15%	4%	15%	6,0
Vorarlberg	0%	0%	14%	10%	0%	24%	14%	10%	14%	14%	6,7
BILDUNG											
Volks- bzw. Hauptschule	5%	0%	8%	10%	13%	26%	8%	8%	5%	18%	6,3
Berufs- bzw. Fachschule	4%	1%	4%	6%	18%	13%	11%	11%	9%	22%	6,8
Matura	9%	5%	2%	4%	11%	18%	25%	7%	7%	13%	6,2
Fachhochschule, Universität	3%	0%	3%	17%	7%	17%	7%	17%	13%	17%	6,8
Sonstige Ausbildung	0%	0%	0%	0%	33%	0%	0%	0%	0%	67%	8,3

Zusatzfragen Radiotest Welle 9

Wie bewerten Sie den Musik-Mix von Radio Austria? (Basis: Personen, die eine Beurteilung zu dieser Frage abgeben können)

	1 = sehr schlecht	2	3	4	5	6	7	8	9	10 = sehr gut	mean
TOTAL	1%	4%	7%	8%	17%	14%	16%	14%	11%	9%	6,4
GESCHLECHT											
männlich	1%	4%	7%	5%	17%	15%	15%	15%	10%	10%	6,4
weiblich	1%	3%	8%	11%	17%	13%	16%	12%	11%	8%	6,3
ALTER											
16-19	3%	3%	14%	10%	24%	17%	10%	7%	3%	7%	5,4
20-29	0%	3%	9%	8%	20%	12%	18%	12%	8%	9%	6,3
30-39	4%	4%	9%	7%	24%	15%	9%	9%	11%	9%	6,0
40-49	0%	6%	4%	9%	9%	11%	22%	13%	19%	7%	6,7
50-59	0%	7%	4%	4%	17%	15%	15%	15%	11%	11%	6,6
60-69	0%	0%	4%	8%	4%	16%	16%	32%	8%	12%	7,2
BUNDESLAND											
Wien	2%	2%	8%	8%	17%	12%	15%	15%	10%	12%	6,5
Niederösterreich	0%	9%	5%	13%	15%	11%	13%	16%	16%	2%	6,1
Burgenland	0%	10%	0%	0%	20%	0%	20%	10%	20%	20%	7,2
Steiermark	0%	3%	13%	0%	17%	17%	17%	10%	13%	10%	6,5
Kärnten	0%	6%	6%	12%	29%	12%	12%	12%	0%	12%	5,9
Oberösterreich	2%	5%	2%	12%	16%	26%	21%	9%	2%	5%	5,9
Salzburg	4%	0%	4%	0%	15%	12%	19%	19%	15%	12%	7,0
Tirol	0%	0%	16%	5%	16%	21%	11%	5%	11%	16%	6,4
Vorarlberg	0%	0%	14%	7%	21%	0%	14%	21%	7%	14%	6,6
BILDUNG											
Volks- bzw. Hauptschule	3%	9%	12%	6%	18%	18%	9%	15%	0%	9%	5,6
Berufs- bzw. Fachschule	1%	2%	6%	8%	19%	14%	17%	14%	12%	8%	6,5
Matura	0%	4%	11%	4%	16%	16%	11%	9%	13%	16%	6,6
Fachhochschule, Universität	4%	8%	4%	13%	4%	8%	25%	13%	13%	8%	6,3
Sonstige Ausbildung	0%	33%	0%	0%	33%	0%	0%	33%	0%	0%	5,0

Zusatzfragen Radiotest Welle 9

Wie bewerten Sie die Morgenshow von Rudi Klausnitzer und Wolfgang Fellner? (Basis: Personen, die eine Beurteilung zu dieser Frage abgeben können)

	1 = sehr schlecht	2	3	4	5	6	7	8	9	10 = sehr gut	mean
TOTAL	3%	6%	8%	9%	20%	12%	13%	17%	5%	8%	5,9
GESCHLECHT											
männlich	4%	7%	9%	10%	20%	9%	10%	21%	4%	7%	5,8
weiblich	3%	4%	7%	8%	20%	15%	16%	12%	7%	9%	6,1
ALTER											
16-19	12%	8%	8%	8%	19%	27%	8%	12%	0%	0%	4,8
20-29	2%	10%	10%	13%	13%	13%	15%	18%	3%	2%	5,5
30-39	6%	2%	4%	18%	28%	6%	10%	10%	10%	6%	5,7
40-49	2%	2%	11%	5%	18%	9%	9%	27%	2%	14%	6,4
50-59	0%	8%	8%	4%	26%	10%	16%	8%	8%	12%	6,1
60-69	0%	0%	4%	0%	13%	13%	17%	33%	4%	17%	7,4
BUNDESLAND											
Wien	5%	5%	10%	5%	19%	19%	10%	14%	3%	10%	5,8
Niederösterreich	0%	4%	13%	10%	15%	8%	21%	21%	2%	6%	6,0
Burgenland	10%	10%	0%	0%	30%	0%	10%	10%	20%	10%	6,1
Steiermark	4%	4%	0%	11%	29%	14%	4%	18%	11%	7%	6,2
Kärnten	0%	0%	9%	9%	36%	18%	9%	9%	9%	0%	5,7
Oberösterreich	3%	10%	3%	18%	15%	20%	8%	10%	3%	13%	5,8
Salzburg	4%	8%	4%	8%	24%	0%	24%	20%	8%	0%	5,8
Tirol	0%	0%	18%	12%	18%	0%	6%	35%	0%	12%	6,3
Vorarlberg	8%	8%	8%	0%	17%	8%	17%	17%	8%	8%	5,9
BILDUNG											
Volks- bzw. Hauptschule	7%	10%	7%	14%	17%	24%	10%	3%	0%	7%	5,0
Berufs- bzw. Fachschule	3%	3%	7%	8%	24%	12%	12%	17%	6%	9%	6,1
Matura	0%	8%	10%	13%	15%	10%	13%	25%	0%	8%	5,9
Fachhochschule, Universität	9%	13%	9%	4%	9%	0%	17%	22%	13%	4%	5,8
Sonstige Ausbildung	0%	0%	50%	0%	0%	0%	50%	0%	0%	0%	5,0

**„Medienbarometer
Welle R10/2019“**
23. Dezember 2019

Angaben zur Umfrage – Welle 10/2019

Institut/Feldarbeit:	Research Affairs/Talk
Methode:	Onlinebefragung
Zielgruppe:	ÖsterreicherInnen, rep. für die Bevölkerung zwischen 16-69 Jahren
Stichprobengröße:	n=1000
Max. Schwankungsbreite:	bei n=1000: +/- 3,2%
Untersuchungszeitraum:	13. – 19. Dezember 2019
Stichproben-Methode:	Quotenauswahl (nach Geschlecht, Alter, Bildung, Bundesland) lt. Statistik Austria
Stichprobengrundlage:	Institutseigene Datenbanken (Talk Onlinepanel)

Radiotest Welle 10

STATISTIK

Zeitraum: 13.12.2019 - 19.12.2019

Statistik

	Basis	in Prozent
TOTAL	1000	100%
GESCHLECHT		
männlich	487	49%
weiblich	513	51%
ALTER		
16-19	88	9%
20-29	181	18%
30-39	180	18%
40-49	207	21%
50-59	204	20%
60-69	140	14%
16-49	656	66%
BUNDESLAND		
Wien	211	21%
Niederösterreich	197	20%
Burgenland	32	3%
Steiermark	147	15%
Kärnten	64	6%
Oberösterreich	167	17%
Salzburg	62	6%
Tirol	76	8%
Vorarlberg	44	4%
BILDUNG		
Volks- bzw. Hauptschule	120	12%
Berufs- bzw. Fachschule	576	58%
Matura	173	17%
Fachhochschule, Universität	116	12%
Sonstige Ausbildung	15	2%
HH-NETTOEINKOMMEN		
bis € 1.199	67	7%
€ 1.200- € 1.649	113	11%
€ 1.650- € 2.249	167	17%
€ 2.250- € 2.999	185	19%
€ 3.000 oder mehr	301	30%
keine Angabe	167	17%
ORTSGRÖßE		
bis 2.000	163	16%
2.001 bis 5.000	218	22%
5.001 bis 50.000	273	27%
über 50.000 (nicht Wien)	135	14%
über 50.000 (Wien)	211	21%

Zusatzfragen Radiotest Welle 10

Welcher dieser Radiosender spielt Ihrer Meinung nach die beste Musik?

		Ö3, auch Hitradio Ö3	RADIO AUSTRIA	KroneHit - Wir sind die meiste Musik	88,6 - So rockt das Leben	Radio Arabella	Radio Energy	Antenne	keinen davon
TOTAL	1000	29%	4%	18%	9%	6%	4%	10%	20%
GESCHLECHT									
männlich	487	30%	3%	15%	11%	6%	4%	9%	23%
weiblich	513	29%	4%	22%	6%	6%	4%	11%	18%
ALTER									
16-19	88	30%	5%	31%	6%	1%	10%	9%	9%
20-29	181	29%	4%	25%	10%	3%	5%	13%	12%
30-39	180	29%	3%	20%	14%	4%	4%	7%	18%
40-49	207	32%	2%	17%	11%	9%	3%	8%	18%
50-59	204	31%	3%	12%	6%	10%	2%	9%	26%
60-69	140	25%	4%	11%	1%	8%	1%	14%	36%
BUNDESLAND									
Wien	211	23%	5%	20%	14%	11%	8%	1%	18%
Niederösterreich	197	32%	4%	17%	16%	8%	5%	1%	18%
Burgenland	32	38%	0%	9%	19%	9%	0%	9%	16%
Steiermark	147	25%	3%	14%	6%	1%	2%	30%	19%
Kärnten	64	27%	0%	19%	6%	0%	0%	33%	16%
Oberösterreich	167	35%	3%	23%	2%	9%	1%	1%	25%
Salzburg	62	31%	8%	11%	0%	5%	10%	15%	21%
Tirol	76	38%	3%	24%	3%	0%	1%	3%	29%
Vorarlberg	44	23%	5%	18%	2%	2%	0%	30%	20%
BILDUNG									
Volks- bzw. Hauptschule	120	28%	6%	23%	5%	4%	9%	8%	18%
Berufs- bzw. Fachschule	576	29%	3%	19%	9%	8%	3%	10%	19%
Matura	173	36%	3%	16%	10%	4%	5%	9%	16%
Fachhochschule, Universität	116	26%	3%	12%	9%	5%	3%	12%	31%
Sonstige Ausbildung	15	7%	0%	20%	13%	7%	0%	13%	40%

Zusatzfragen Radiotest Welle 10

Welcher hat die besten Moderatoren?

		Ö3, auch Hitradio Ö3	RADIO AUSTRIA	KroneHit - Wir sind die meiste Musik	88,6 - So rockt das Leben	Radio Arabella	Radio Energy	Antenne	keinen davon
TOTAL	1000	40%	2%	15%	4%	4%	2%	10%	23%
GESCHLECHT									
männlich	487	43%	2%	12%	5%	3%	2%	10%	23%
weiblich	513	38%	2%	18%	3%	4%	2%	11%	23%
ALTER									
16-19	88	39%	5%	27%	2%	1%	5%	9%	13%
20-29	181	33%	2%	23%	3%	2%	4%	16%	17%
30-39	180	42%	1%	18%	4%	3%	3%	7%	22%
40-49	207	43%	1%	15%	7%	4%	1%	7%	21%
50-59	204	46%	2%	8%	3%	3%	0%	9%	28%
60-69	140	36%	3%	3%	1%	10%	1%	13%	33%
BUNDESLAND									
Wien	211	32%	3%	14%	10%	9%	6%	2%	26%
Niederösterreich	197	46%	2%	19%	7%	3%	1%	0%	21%
Burgenland	32	56%	3%	9%	0%	3%	0%	6%	22%
Steiermark	147	34%	1%	12%	1%	1%	1%	33%	17%
Kärnten	64	41%	2%	13%	0%	0%	0%	30%	16%
Oberösterreich	167	46%	2%	17%	1%	6%	1%	1%	26%
Salzburg	62	47%	3%	15%	0%	2%	2%	10%	23%
Tirol	76	47%	1%	13%	0%	0%	3%	4%	32%
Vorarlberg	44	23%	0%	14%	0%	5%	5%	36%	18%
BILDUNG									
Volks- bzw. Hauptschule	120	36%	3%	23%	2%	3%	4%	9%	20%
Berufs- bzw. Fachschule	576	41%	2%	16%	5%	4%	2%	10%	22%
Matura	173	45%	3%	9%	2%	5%	2%	13%	21%
Fachhochschule, Universität	116	41%	2%	11%	3%	3%	1%	9%	31%
Sonstige Ausbildung	15	7%	0%	20%	7%	7%	7%	7%	47%

Zusatzfragen Radiotest Welle 10

Wie gefällt Ihnen das neue Radio Austria generell? (Basis: Personen, die eine Beurteilung zu dieser Frage abgeben können)

	1 = sehr schlecht	2	3	4	5	6	7	8	9	10 = sehr gut	mean
TOTAL	6%	4%	8%	10%	20%	14%	10%	12%	5%	11%	5,9
GESCHLECHT											
männlich	6%	3%	10%	12%	17%	13%	10%	13%	6%	10%	5,8
weiblich	6%	5%	5%	8%	22%	16%	10%	11%	3%	13%	5,9
ALTER											
16-19	0%	9%	17%	9%	26%	13%	13%	9%	0%	4%	5,2
20-29	9%	4%	4%	13%	9%	11%	13%	21%	6%	11%	6,1
30-39	4%	1%	9%	16%	28%	13%	6%	10%	1%	9%	5,5
40-49	5%	3%	9%	7%	19%	17%	9%	12%	5%	14%	6,1
50-59	11%	0%	9%	2%	20%	16%	16%	7%	9%	9%	5,8
60-69	0%	14%	0%	10%	10%	10%	10%	14%	10%	24%	6,8
BUNDESLAND											
Wien	9%	6%	6%	12%	22%	11%	8%	9%	5%	12%	5,5
Niederösterreich	8%	0%	10%	8%	21%	13%	12%	13%	8%	8%	5,9
Burgenland	0%	0%	33%	0%	33%	0%	0%	0%	17%	17%	5,8
Steiermark	13%	4%	8%	8%	4%	13%	21%	21%	0%	8%	5,7
Kärnten	0%	7%	14%	21%	21%	14%	14%	7%	0%	0%	4,9
Oberösterreich	2%	7%	2%	10%	21%	21%	7%	12%	5%	12%	6,0
Salzburg	0%	3%	10%	6%	16%	13%	13%	13%	10%	16%	6,6
Tirol	7%	0%	14%	7%	14%	29%	7%	7%	0%	14%	5,7
Vorarlberg	0%	0%	0%	17%	33%	0%	8%	25%	0%	17%	6,6
BILDUNG											
Volks- bzw. Hauptschule	3%	3%	6%	13%	26%	10%	16%	6%	6%	10%	5,9
Berufs- bzw. Fachschule	6%	3%	7%	10%	21%	16%	6%	14%	5%	11%	5,9
Matura	6%	4%	10%	6%	18%	14%	16%	16%	6%	6%	5,8
Fachhochschule, Universität	7%	11%	11%	14%	11%	7%	18%	7%	0%	14%	5,4
Sonstige Ausbildung	0%	0%	0%	0%	0%	0%	0%	0%	0%	100%	10,0

Zusatzfragen Radiotest Welle 10

Wie gefällt Ihnen KroneHit im Vergleich zu Radio Austria? (Basis: Personen, die eine Beurteilung zu dieser Frage abgeben können)

	1 = viel schlechter	2	3	4	5	6	7	8	9	10 = viel besser	mean
TOTAL	5%	4%	6%	7%	19%	10%	13%	16%	6%	14%	6,3
GESCHLECHT											
männlich	5%	3%	6%	6%	21%	9%	14%	18%	6%	13%	6,3
weiblich	4%	6%	6%	9%	17%	12%	12%	14%	6%	14%	6,2
ALTER											
16-19	6%	3%	3%	6%	23%	13%	16%	6%	3%	19%	6,3
20-29	5%	8%	5%	9%	17%	6%	12%	18%	5%	15%	6,2
30-39	4%	4%	3%	12%	19%	15%	11%	11%	8%	14%	6,2
40-49	5%	3%	6%	8%	17%	14%	8%	22%	3%	15%	6,4
50-59	6%	4%	10%	2%	21%	8%	17%	19%	4%	10%	6,1
60-69	3%	3%	10%	0%	23%	0%	20%	17%	17%	7%	6,5
BUNDESLAND											
Wien	5%	8%	1%	4%	32%	9%	5%	9%	5%	19%	6,1
Niederösterreich	2%	2%	8%	6%	25%	9%	15%	15%	8%	11%	6,4
Burgenland	0%	10%	20%	20%	0%	40%	0%	0%	0%	10%	5,0
Steiermark	8%	3%	0%	17%	11%	6%	25%	11%	3%	17%	6,3
Kärnten	0%	5%	5%	5%	5%	11%	16%	26%	5%	21%	7,2
Oberösterreich	10%	2%	8%	4%	21%	8%	13%	19%	6%	8%	5,9
Salzburg	3%	0%	15%	6%	9%	12%	18%	30%	0%	6%	6,2
Tirol	0%	13%	0%	19%	13%	6%	13%	13%	6%	19%	6,3
Vorarlberg	6%	6%	0%	0%	6%	13%	6%	25%	25%	13%	7,2
BILDUNG											
Volks- bzw. Hauptschule	3%	11%	0%	14%	17%	9%	9%	17%	6%	14%	6,1
Berufs- bzw. Fachschule	5%	5%	6%	6%	20%	12%	12%	16%	6%	13%	6,2
Matura	4%	0%	4%	9%	23%	5%	18%	18%	7%	14%	6,6
Fachhochschule, Universität	3%	0%	17%	7%	10%	7%	21%	14%	7%	14%	6,3
Sonstige Ausbildung	20%	0%	0%	0%	20%	20%	0%	0%	0%	40%	6,4

Zusatzfragen Radiotest Welle 10

Wie gefällt Ihnen Ö3 im Vergleich zu Radio Austria? (Basis: Personen, die eine Beurteilung zu dieser Frage abgeben können)

	1 = viel schlechter	2	3	4	5	6	7	8	9	10 = viel besser	mean
TOTAL	3%	3%	3%	8%	16%	15%	10%	17%	10%	16%	6,7
GESCHLECHT											
männlich	4%	2%	2%	9%	15%	14%	10%	18%	12%	15%	6,8
weiblich	2%	3%	3%	6%	18%	18%	10%	16%	7%	17%	6,6
ALTER											
16-19	3%	3%	7%	3%	14%	10%	17%	21%	10%	10%	6,6
20-29	3%	2%	2%	10%	16%	18%	13%	21%	5%	10%	6,5
30-39	1%	3%	4%	3%	19%	19%	11%	20%	8%	13%	6,7
40-49	0%	1%	1%	13%	14%	13%	8%	19%	8%	23%	7,1
50-59	5%	3%	3%	10%	13%	17%	5%	10%	13%	20%	6,6
60-69	9%	6%	0%	3%	21%	12%	9%	9%	18%	12%	6,3
BUNDESLAND											
Wien	4%	4%	3%	6%	22%	14%	10%	18%	5%	13%	6,4
Niederösterreich	0%	1%	3%	9%	20%	9%	13%	17%	6%	23%	7,0
Burgenland	0%	0%	0%	18%	9%	9%	0%	27%	0%	36%	7,5
Steiermark	3%	5%	5%	5%	13%	18%	10%	15%	10%	15%	6,6
Kärnten	0%	6%	6%	6%	0%	24%	6%	18%	24%	12%	7,1
Oberösterreich	6%	2%	2%	7%	13%	17%	11%	17%	13%	13%	6,7
Salzburg	3%	0%	3%	12%	15%	18%	6%	24%	12%	6%	6,5
Tirol	5%	0%	0%	10%	25%	15%	5%	10%	10%	20%	6,7
Vorarlberg	7%	7%	0%	0%	0%	33%	13%	7%	20%	13%	6,8
BILDUNG											
Volks- bzw. Hauptschule	5%	5%	0%	8%	16%	14%	8%	24%	8%	11%	6,4
Berufs- bzw. Fachschule	3%	3%	4%	6%	16%	17%	9%	16%	10%	17%	6,7
Matura	2%	0%	0%	14%	16%	16%	12%	21%	9%	12%	6,8
Fachhochschule, Universität	3%	3%	3%	9%	18%	12%	12%	15%	9%	15%	6,6
Sonstige Ausbildung	0%	0%	0%	0%	0%	0%	0%	0%	0%	100%	10,0

Zusatzfragen Radiotest Welle 10

Wie bewerten Sie den Musik-Mix von Radio Austria? (Basis: Personen, die eine Beurteilung zu dieser Frage abgeben können)

	1 = sehr schlecht	2	3	4	5	6	7	8	9	10 = sehr gut	mean
TOTAL	3%	6%	9%	9%	19%	13%	14%	9%	10%	10%	6,0
GESCHLECHT											
männlich	4%	7%	7%	8%	20%	12%	15%	8%	9%	9%	5,9
weiblich	2%	4%	11%	9%	16%	15%	12%	10%	10%	10%	6,1
ALTER											
16-19	3%	10%	23%	10%	10%	10%	17%	10%	3%	3%	5,0
20-29	0%	8%	11%	15%	15%	11%	15%	4%	8%	13%	5,9
30-39	2%	5%	6%	5%	25%	14%	14%	13%	10%	6%	6,1
40-49	2%	7%	9%	7%	20%	16%	11%	5%	9%	13%	6,0
50-59	9%	2%	4%	6%	19%	17%	13%	6%	13%	11%	6,1
60-69	5%	5%	0%	9%	14%	5%	14%	23%	18%	9%	6,8
BUNDESLAND											
Wien	6%	5%	11%	11%	18%	13%	6%	10%	6%	13%	5,7
Niederösterreich	2%	7%	10%	3%	24%	12%	16%	9%	14%	3%	5,9
Burgenland	0%	0%	0%	0%	50%	13%	25%	0%	0%	13%	6,3
Steiermark	0%	7%	4%	15%	26%	11%	15%	11%	7%	4%	5,8
Kärnten	0%	0%	15%	8%	8%	23%	23%	0%	15%	8%	6,3
Oberösterreich	2%	12%	12%	5%	14%	14%	14%	7%	9%	12%	5,9
Salzburg	0%	0%	4%	7%	7%	19%	19%	11%	11%	22%	7,3
Tirol	6%	6%	12%	12%	18%	12%	18%	12%	0%	6%	5,4
Vorarlberg	7%	7%	0%	20%	13%	7%	7%	13%	20%	7%	6,1
BILDUNG											
Volks- bzw. Hauptschule	0%	6%	21%	6%	6%	18%	15%	12%	9%	6%	5,8
Berufs- bzw. Fachschule	1%	7%	6%	9%	26%	11%	11%	7%	8%	13%	6,1
Matura	2%	3%	12%	10%	14%	17%	16%	10%	14%	2%	5,9
Fachhochschule, Universität	15%	7%	4%	4%	7%	15%	19%	11%	11%	7%	5,7
Sonstige Ausbildung	25%	0%	0%	0%	0%	0%	25%	0%	0%	50%	7,0

Zusatzfragen Radiotest Welle 10

Wie bewerten Sie die Morgenshow von Rudi Klausnitzer und Wolfgang Fellner? (Basis: Personen, die eine Beurteilung zu dieser Frage abgeben können)

	1 = sehr schlecht	2	3	4	5	6	7	8	9	10 = sehr gut	mean
TOTAL	8%	7%	10%	6%	17%	14%	14%	10%	5%	9%	5,6
GESCHLECHT											
männlich	10%	6%	12%	6%	16%	14%	15%	11%	3%	7%	5,4
weiblich	6%	8%	7%	7%	19%	14%	13%	8%	8%	11%	5,8
ALTER											
16-19	17%	3%	10%	10%	17%	13%	13%	13%	0%	3%	4,9
20-29	2%	0%	9%	8%	21%	19%	21%	11%	2%	8%	6,1
30-39	8%	8%	17%	6%	23%	15%	13%	2%	0%	8%	4,9
40-49	7%	11%	9%	7%	13%	7%	11%	14%	13%	9%	5,8
50-59	11%	9%	4%	2%	21%	11%	15%	13%	4%	11%	5,7
60-69	7%	11%	7%	7%	4%	22%	7%	4%	15%	15%	6,0
BUNDESLAND											
Wien	13%	5%	10%	5%	26%	3%	13%	10%	2%	13%	5,4
Niederösterreich	7%	7%	9%	2%	13%	15%	24%	9%	4%	9%	5,8
Burgenland	13%	0%	13%	13%	13%	13%	13%	0%	13%	13%	5,6
Steiermark	7%	14%	7%	3%	24%	17%	10%	10%	3%	3%	5,1
Kärnten	5%	11%	11%	0%	16%	32%	11%	11%	0%	5%	5,4
Oberösterreich	7%	5%	9%	7%	18%	16%	9%	14%	11%	5%	5,8
Salzburg	4%	4%	13%	13%	4%	13%	17%	13%	13%	8%	6,1
Tirol	0%	7%	0%	29%	21%	7%	14%	7%	0%	14%	5,8
Vorarlberg	8%	8%	25%	8%	0%	33%	0%	0%	8%	8%	4,9
BILDUNG											
Volks- bzw. Hauptschule	6%	6%	12%	9%	18%	15%	9%	12%	6%	9%	5,6
Berufs- bzw. Fachschule	5%	9%	10%	7%	21%	11%	14%	8%	8%	8%	5,6
Matura	13%	0%	8%	4%	13%	21%	23%	12%	0%	6%	5,6
Fachhochschule, Universität	16%	12%	12%	4%	8%	16%	4%	16%	0%	12%	5,0
Sonstige Ausbildung	25%	0%	0%	0%	0%	25%	0%	0%	0%	50%	6,8