

Kantar Emor Raadiouuring, 2023 II + III kv

		Sky Plus		Retro FM		Sky Plus ja Retro FM		Rock FM		Retro FM ja Rock FM		Relax FM		NRJ		Power HR		Raadio Elmar		Star FM		MyHits		Raadio Kuku	
Kuulajaid kokku		212,000 81,000		198,000 100,000		349,000 156,000		105,000 62,000		266,000 140,000		80,000 54,000		31,000 28,000		89,000 48,000		215,000 60,000		200,000 83,000		156,000 65,000		121,000 61,000	
Rahvuslik jagunemine	Eestlane Mitte-eestlane	183,000 28,000	86% 13%	149,000 48,000	75% 24%	281,000 68,000	81% 19%	79,000 26,000	75% 25%	201,000 65,000	76% 24%	51,000 29,000	64% 36%	16,000 15,000	52% 48%	69,000 20,000	78% 22%	205,000 10,000	95% 5%	174,000 26,000	87% 13%	134,000 22,000	86% 14%	112,000 9,000	93% 7%
Sooline jagunemine	Naised Mehed	105,000 106,000	50% 50%	89,000 108,000	45% 55%	168,000 181,000	48% 52%	35,000 75,000	33% 71%	112,000 153,000	42% 58%	43,000 37,000	54% 46%	10,000 20,000	32% 65%	43,000 46,000	48% 52%	105,000 109,000	49% 51%	104,000 96,000	52% 48%	82,000 75,000	53% 48%	48,000 73,000	40% 60%
Jagunemine piirkonniti	Tallinn Põhja-Eesti Lääne-Eesti Tartu Piirkond Lõuna-Eesti Virumaa	47,000 45,000 29,000 37,000 28,000 25,000	22% 21% 14% 17% 13% 12%	64,000 44,000 19,000 30,000 18,000 22,000	32% 22% 10% 15% 9% 11%	97,000 76,000 42,000 57,000 38,000 39,000	28% 22% 12% 16% 11% 11%	43,000 23,000 8,000 17,000 10,000 5,000	41% 22% 8% 16% 10% 5%	92,000 59,000 24,000 41,000 25,000 25,000	35% 22% 9% 15% 9% 9%	35,000 21,000 8,000 11,000 1,000 4,000	44% 26% 10% 14% 1% 5%	18,000 10,000 1,000 1,000 0,000 1,000	58% 32% 3% 0% 0% 3%	32,000 17,000 9,000 17,000 8,000 6,000	36% 19% 10% 19% 9% 7%	34,000 43,000 36,000 38,000 41,000 23,000	16% 20% 17% 18% 19% 11%	49,000 44,000 27,000 35,000 25,000 20,000	25% 22% 14% 18% 13% 10%	40,000 31,000 21,000 35,000 16,000 14,000	26% 20% 13% 22% 10% 9%	39,000 28,000 16,000 20,000 9,000 9,000	32% 23% 13% 17% 7% 7%
Vanuseline jagunemine	12 – 15 aastased 16 – 19 aastased 20 – 29 aastased 30 – 39 aastased 40 – 49 aastased 50 – 59 aastased 60 – 74 aastased	13,000 5,000 38,000 57,000 49,000 31,000 18,000	6% 2% 18% 27% 23% 15% 8%	9,000 5,000 23,000 35,000 48,000 46,000 32,000	5% 3% 12% 18% 24% 23% 16%	19,000 9,000 53,000 79,000 8,000 65,000 45,000	5% 3% 15% 23% 2% 19% 13%	5,000 4,000 22,000 33,000 23,000 12,000 6,000	5% 4% 21% 31% 22% 11% 6%	12,000 7,000 38,000 59,000 61,000 53,000 35,000	5% 3% 14% 22% 23% 20% 13%	3,000 1,000 10,000 20,000 18,000 18,000 10,000	4% 1% 19% 25% 23% 23% 13%	1,000 1,000 6,000 11,000 7,000 3,000 1,000	3% 1% 19% 35% 23% 10% 3%	8,000 1,000 18,000 29,000 20,000 8,000 3,000	9% 1% 20% 33% 22% 9% 3%	9,000 5,000 25,000 31,000 41,000 40,000 63,000	4% 2% 12% 14% 19% 19% 29%	10,000 5,000 25,000 31,000 41,000 42,000 31,000	4% 2% 20% 20% 19% 21% 16%	21,000 4,000 23,000 39,000 50,000 42,000 31,000	13% 5% 2% 20% 25% 21% 16%	2,000 1,000 32,000 44,000 29,000 16,000 7,000	2% 1% 8% 28% 19% 10% 4%
Jagunemine sissetuleku järgi	kuni 500 eurot 501 - 1000 eurot 1001-1500 eurot üle 1500 euro ei olnud sissetulekut ei ole vastanud	6,000 30,000 28,000 62,000 7,000 65,000	3% 14% 13% 29% 3% 31%	6,000 28,000 33,000 59,000 6,000 57,000	3% 14% 17% 30% 3% 29%	11,000 50,000 50,000 99,000 12,000 107,000	3% 14% 14% 28% 3% 31%	3,000 14,000 15,000 34,000 3,000 31,000	3% 13% 14% 32% 3% 30%	8,000 37,000 43,000 80,000 7,000 78,000	3% 14% 16% 30% 3% 29%	3,000 10,000 12,000 27,000 2,000 23,000	4% 10% 15% 34% 3% 29%	1,000 3,000 4,000 12,000 1,000 8,000	3% 10% 13% 39% 3% 26%	1,000 10,000 13,000 30,000 1,000 23,000	1% 11% 15% 34% 1% 26%	10,000 49,000 32,000 46,000 5,000 64,000	5% 23% 15% 34% 2% 30%	7,000 31,000 34,000 53,000 6,000 57,000	4% 16% 17% 27% 3% 29%	5,000 17,000 18,000 45,000 7,000 43,000	3% 11% 12% 29% 4% 28%	3,000 19,000 16,000 38,000 2,000 39,000	2% 16% 13% 31% 2% 32%
Jagunemine hariduse järgi	alla keskhariiduse keskhariidus kõrghariidus	16,000 108,000 75,000	8% 51% 35%	8,000 97,000 85,000	4% 49% 43%	20,000 175,000 36,000	6% 50% 10%	6,000 49,000 45,000	6% 47% 43%	13,000 130,000 111,000	5% 49% 42%	2,000 31,000 44,000	3% 39% 55%	1,000 14,000 13,000	3% 45% 42%	3,000 39,000 38,000	3% 44% 43%	20,000 120,000 65,000	9% 56% 30%	11,000 99,000 78,000	6% 50% 39%	10,000 66,000 60,000	6% 42% 38%	3,000 51,000 63,000	2% 42% 52%

		Russkoje Raadio		SKY Raadio		Russkoje ja SKY Raadio		Narodnoe Radio		Jumor FM		DFM		Star FM Plus	
Kuulajaid kokku		58,000 34,000		70,000 44,000		108,000 66,000		63,000 34,000		49,000 33,000		45,000 35,000		25,000 17,000	
Rahvuslik jagunemine	Eestlane Mitte-eestlane	6,000 52,000	10% 90%	9,000 61,000	13% 87%	13,000 95,000	12% 88%	3,000 60,000	5% 95%	3,000 46,000	6% 94%	8,000 37,000	18% 82%	3,000 22,000	12% 88%
Sooline jagunemine	Naised Mehed	30,000 27,000	52% 47%	33,000 38,000	47% 54%	53,000 55,000	49% 51%	31,000 33,000	49% 52%	19,000 30,000	39% 61%	19,000 26,000	42% 58%	15,000 10,000	60% 40%
Jagunemine piirkonniti	Tallinn Põhja-Eesti Lääne-Eesti Tartu Piirkond Lõuna-Eesti Virumaa	28,000 7,000 1,000 4,000 1,000 18,000	48% 12% 2% 7% 2% 31%	34,000 10,000 1,000 2,000 1,000 22,000	49% 14% 1% 3% 1% 31%	51,000 16,000 2,000 5,000 1,000 33,000	47% 15% 2% 5% 1% 31%	27,000 8,000 1,000 1,000 1,000 27,000	43% 13% 2% 2% 2% 43%	25,000 8,000 1,000 1,000 1,000 14,000	51% 16% 2% 2% 2% 29%	27,000 8,000 0,000 1,000 0,000 8,000	60% 18% 0% 2% 0% 18%	13,000 4,000 0,000 0,000 1,000 7,000	52% 16% 0% 0% 4% 28%
Vanuseline jagunemine	12 – 15 aastased 16 – 19 aastased 20 – 29 aastased 30 – 39 aastased 40 – 49 aastased 50 – 59 aastased 60 – 74 aastased	1,000 1,000 4,000 12,000 14,000 12,000 15,000	2% 2% 7% 21% 24% 21% 26%	6,000 1,000 7,000 19,000 17,000 13,000 9,000	9% 1% 10% 27% 24% 19% 13%	6,000 1,000 10,000 27,000 24,000 20,000 20,000	6% 1% 9% 25% 22% 19% 19%	1,000 1,000 4,000 13,000 15,000 14,000 16,000	2% 2% 6% 21% 24% 22% 25%	0,000 1,000 1,000 6,000 10,000 13,000 19,000	0% 2% 2% 12% 20% 27% 39%	3,000 8,000 9,000 15,000 10,000 7,000 3,000	18% 82% 42% 33% 22% 16% 7%	1,000 7,000 4,000 6,000 5,000 6,000 5,000	4% 28% 16% 24% 20% 24% 20%
Jagunemine sissetuleku järgi	kuni 500 eurot 501 - 1000 eurot 1001-1500 eurot üle 1500 euro ei olnud sissetulekut ei ole vastanud	5,000 16,000 11,000 8,000 1,000 16,000	9% 28% 19% 14% 2% 28%	3,000 13,000 14,000 13,000 2,000 19,000	4% 19% 20% 19% 3% 27%	6,000 23,000 21,000 19,000 3,000 31,000	6% 21% 19% 18% 3% 29%	4,000 16,000 13,000 11,000 1,000 18,000	6% 25% 21% 17% 2% 29%	2,000 15,000 9,000 6,000 1,000 16,000	4% 31% 18% 12% 2% 33%	1,000 8,000 9,000 11,000 1,000 13,000	2% 18% 18% 24% 2% 29%	1,000 7,000 4,000 5,000 1,000 7,000	4% 28% 16% 20% 4% 28%
Jagunemine hariduse järgi	alla keskhariiduse keskhariidus kõrghariidus	1,000 35,000 20,000	2% 60% 34%	2,000 37,000 26,000	3% 53% 37%	3,000 61,000 39,000	3% 56% 36%	2,000 40,000 21,000	3% 63% 33%	2,000 29,000 18,000	4% 59% 37%	2,000 27,000 14,000	4% 60% 31%	1,000 13,000 11,000	4% 52% 44%