

Kantar Emor Raadiouuring, 2024 II + III kv

		Sky Plus		Retro FM		Sky Plus ja Retro FM		Rock FM		Retro FM ja Rock FM		Relax FM		Kiss FM		Power HR		Raadio Elmar		Star FM		MyHits		Raadio Kuku		
Kuulajaid kokku		201,000 86,000		201,000 95,000		337,000 152,000		117,000 64,000		270,000 134,000		77,000 48,000		22,000 19,000		97,000 54,000		214,000 64,000		203,000 87,000		162,000 71,000		118,000 58,000		
	Kogu Eesti Tallinn+Harjumaa	171,000	85%	160,000	80%	276,000	82%	93,000	79%	214,000	79%	48,000	62%	13,000	59%	77,000	79%	203,000	95%	173,000	85%	141,000	87%	108,000	92%	
	Rahvuslik jagunemine	30,000	15%	41,000	20%	61,000	18%	23,000	20%	56,000	21%	28,000	36%	9,000	41%	20,000	21%	11,000	5%	30,000	15%	21,000	13%	10,000	8%	
	Sooline jagunemine	101,000	50%	95,000	47%	167,000	50%	40,000	34%	119,000	44%	40,000	52%	8,000	36%	51,000	53%	107,000	50%	107,000	53%	85,000	52%	48,000	41%	
		99,000	49%	105,000	52%	170,000	50%	76,000	65%	151,000	56%	36,000	47%	14,000	64%	46,000	47%	107,000	50%	97,000	48%	77,000	48%	70,000	59%	
	Jagunemine piirkonniti	Tallinn	53,000	26%	60,000	30%	95,000	28%	42,000	36%	85,000	31%	30,000	39%	14,000	64%	35,000	36%	34,000	16%	54,000	27%	45,000	28%	38,000	32%
		Põhja-Eesti	46,000	23%	46,000	23%	77,000	23%	26,000	22%	62,000	23%	19,000	25%	7,000	32%	22,000	23%	45,000	21%	45,000	22%	31,000	19%	24,000	20%
		Lääne-Eesti	26,000	13%	27,000	13%	45,000	13%	13,000	11%	34,000	13%	9,000	12%	1,000	5%	10,000	10%	36,000	17%	27,000	13%	24,000	15%	11,000	9%
		Tartu Piirkond	31,000	15%	29,000	14%	50,000	15%	22,000	19%	42,000	16%	10,000	13%	1,000	0%	19,000	20%	39,000	18%	36,000	18%	34,000	21%	22,000	19%
		Lõuna-Eesti	25,000	12%	19,000	9%	36,000	11%	9,000	8%	25,000	9%	4,000	5%	0,000	0%	5,000	5%	41,000	19%	24,000	12%	17,000	10%	14,000	12%
		Virumaa	19,000	9%	20,000	10%	34,000	10%	6,000	5%	23,000	9%	5,000	6%	0,000	0%	6,000	6%	18,000	8%	17,000	8%	12,000	7%	9,000	8%
	Vanuseline jagunemine	12 – 15 aastased	13,000	6%	10,000	5%	22,000	7%	8,000	7%	14,000	5%	5,000	6%	1,000	5%	5,000	5%	7,000	3%	17,000	8%	19,000	12%	3,000	3%
		16 – 19 aastased	4,000	2%	3,000	1%	7,000	2%	2,000	2%	5,000	2%	2,000	3%	0,000	0%	1,000	1%	4,000	2%	3,000	1%	6,000	4%	1,000	1%
		20 – 29 aastased	37,000	18%	21,000	10%	50,000	15%	22,000	19%	36,000	13%	8,000	10%	5,000	23%	22,000	23%	20,000	9%	24,000	12%	36,000	22%	9,000	8%
		30 – 39 aastased	53,000	26%	35,000	17%	75,000	22%	34,000	29%	57,000	21%	16,000	21%	7,000	32%	30,000	31%	32,000	15%	40,000	20%	42,000	26%	19,000	16%
		40 – 49 aastased	44,000	22%	45,000	22%	73,000	22%	29,000	25%	61,000	23%	18,000	23%	5,000	23%	24,000	25%	38,000	18%	44,000	22%	33,000	20%	23,000	19%
		50 – 59 aastased	30,000	15%	49,000	24%	66,000	20%	15,000	13%	57,000	21%	15,000	19%	3,000	14%	10,000	10%	46,000	21%	45,000	22%	19,000	12%	25,000	21%
		60 – 74 aastased	20,000	10%	37,000	18%	48,000	14%	8,000	7%	40,000	15%	13,000	17%	1,000	5%	2,000	2%	66,000	31%	31,000	15%	8,000	5%	37,000	31%
	Jagunemine sissetuleku järgi	kuni 500 eurot	7,000	3%	6,000	3%	11,000	3%	2,000	2%	7,000	3%	3,000	4%	1,000	5%	3,000	3%	7,000	3%	7,000	3%	6,000	4%	4,000	3%
		501 - 1000 eurot	25,000	12%	33,000	16%	50,000	16%	12,000	10%	39,000	14%	12,000	16%	1,000	5%	10,000	10%	56,000	26%	30,000	15%	15,000	9%	23,000	19%
		1001-1500 eurot	35,000	17%	35,000	17%	59,000	18%	22,000	19%	49,000	18%	13,000	17%	5,000	23%	19,000	20%	39,000	18%	35,000	17%	29,000	18%	21,000	18%
		üle 1500 euro	72,000	36%	69,000	34%	115,000	34%	47,000	40%	95,000	35%	25,000	32%	10,000	45%	35,000	36%	57,000	27%	66,000	33%	57,000	35%	42,000	36%
		ei olnud sissetulekut	6,000	3%	5,000	2%	10,000	3%	3,000	3%	8,000	3%	2,000	3%	0,000	0%	2,000	2%	4,000	2%	5,000	2%	7,000	4%	1,000	1%
		ei ole vastanud	42,000	21%	44,000	22%	74,000	22%	22,000	19%	58,000	21%	16,000	21%	5,000	23%	22,000	23%	43,000	20%	43,000	21%	29,000	18%	24,000	20%
	Jagunemine hariduse järgi	alla keskkariduse	15,000	7%	7,000	3%	19,000	6%	6,000	5%	12,000	4%	2,000	3%	1,000	5%	5,000	5%	15,000	7%	9,000	4%	10,000	6%	2,000	2%
		keskkaridus	95,000	47%	99,000	49%	156,000	46%	51,000	44%	131,000	49%	30,000	39%	11,000	50%	44,000	45%	130,000	61%	97,000	48%	67,000	41%	52,000	44%
		kõrgharidus	78,000	39%	85,000	42%	135,000	40%	52,000	44%	114,000	42%	39,000	51%	10,000	45%	42,000	43%	61,000	29%	80,000	39%	66,000	41%	60,000	51%

		Super Raadio		SKY Raadio		Super ja SKY Raadio		Narodnoe Radio		Jumor FM		Star FM Plus		
Kuulajaid kokku		43,000 25,000		77,000 43,000		103,000 58,000		67,000 36,000		51,000 31,000		26,000 15,000		
	Kogu Eesti Tallinn+Harjumaa	5,000	12%	11,000	14%	13,000	13%	4,000	6%	1,000	2%	10,000	38%	
	Rahvuslik jagunemine	38,000	88%	66,000	86%	90,000	87%	62,000	93%	48,000	94%	16,000	62%	
	Sooline jagunemine	21,000	49%	36,000	47%	49,000	48%	31,000	46%	19,000	37%	13,000	50%	
		22,000	51%	40,000	52%	54,000	52%	36,000	54%	32,000	63%	13,000	50%	
	Jagunemine piirkonniti	Tallinn	19,000	44%	34,000	44%	45,000	44%	30,000	45%	25,000	49%	10,000	38%
		Põhja-Eesti	7,000	16%	9,000	12%	14,000	14%	7,000	10%	8,000	16%	5,000	19%
		Lääne-Eesti	1,000	2%	1,000	1%	1,000	1%	1,000	1%	1,000	2%	1,000	4%
		Tartu Piirkond	4,000	9%	3,000	4%	6,000	6%	1,000	1%	2,000	4%	1,000	4%
		Lõuna-Eesti	1,000	2%	1,000	1%	1,000	1%	1,000	1%	0,000	0%	2,000	8%
		Virumaa	12,000	28%	28,000	36%	36,000	35%	27,000	40%	16,000	31%	5,000	19%
	Vanuseline jagunemine	12 – 15 aastased	1,000	2%	1,000	1%	1,000	1%	1,000	1%	1,000	2%	0,000	0%
		16 – 19 aastased	1,000	2%	0,000	0%	1,000	1%	0,000	0%	1,000	2%	0,000	0%
		20 – 29 aastased	3,000	7%	8,000	10%	10,000	10%	4,000	6%	2,000	4%	1,000	4%
		30 – 39 aastased	7,000	16%	19,000	25%	22,000	21%	10,000	15%	4,000	8%	5,000	19%
		40 – 49 aastased	12,000	28%	19,000	25%	26,000	25%	16,000	24%	7,000	14%	7,000	27%
		50 – 59 aastased	10,000	23%	16,000	21%	22,000	21%	17,000	25%	15,000	29%	8,000	31%
		60 – 74 aastased	10,000	23%	12,000	16%	19,000	18%	19,000	28%	20,000	39%	5,000	19%
	Jagunemine sissetuleku järgi	kuni 500 eurot	1,000	2%	3,000	4%	4,000	4%	3,000	4%	2,000	4%	1,000	4%
		501 - 1000 eurot	9,000	21%	13,000	17%	21,000	20%	17,000	25%	13,000	25%	6,000	23%
		1001-1500 eurot	10,000	23%	16,000	21%	23,000	22%	14,000	21%	10,000	20%	5,000	19%
		üle 1500 euro	10,000	23%	20,000	26%	25,000	24%	14,000	21%	10,000	20%	9,000	35%
		ei olnud sissetulekut	1,000	2%	2,000	3%	2,000	2%	1,000	1%	1,000	2%	1,000	4%
		ei ole vastanud	10,000	23%	19,000	25%	25,000	24%	15,000	22%	13,000	25%	5,000	19%
	Jagunemine hariduse järgi	alla keskkariduse	2,000	5%	1,000	1%	3,000	3%	2,000	3%	2,000	4%	1,000	4%
		keskkaridus	24,000	56%	40,000	52%	55,000	53%	39,000	58%	32,000	63%	11,000	42%
		kõrgharidus	16,000	37%	31,000	40%	41,000	40%	24,000	36%	15,000	29%	14,000	54%