

Kantar Emor Raadiouuring, 2024 III + IV 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		196,000 81,000		198,000 96,000		332,000 150,000		112,000 58,000		268,000 132,000		72,000 42,000		19,000 17,000		97,000 53,000		212,000 62,000		202,000 84,000		161,000 75,000		115,000 59,000	
Rahvuslik jagunemine	Eestlane	166,000	85%	153,000	77%	267,000	80%	88,000	79%	209,000	78%	47,000	65%	10,000	53%	77,000	79%	200,000	94%	170,000	84%	133,000	83%	106,000	92%
	Mitte-eestlane	31,000	16%	45,000	23%	66,000	20%	23,000	21%	59,000	22%	25,000	35%	9,000	47%	20,000	21%	12,000	6%	32,000	16%	28,000	17%	9,000	8%
Sooline jagunemine	Naised	98,000	50%	95,000	48%	163,000	49%	35,000	31%	115,000	43%	38,000	53%	8,000	42%	51,000	53%	105,000	50%	106,000	52%	87,000	54%	44,000	38%
	Mehed	98,000	50%	103,000	52%	170,000	51%	77,000	69%	153,000	57%	34,000	47%	11,000	58%	46,000	47%	107,000	50%	96,000	48%	74,000	46%	71,000	62%
Jagunemine piirkonniti	Tallinn	49,000	25%	61,000	31%	94,000	28%	38,000	34%	85,000	32%	28,000	39%	13,000	68%	35,000	36%	33,000	16%	53,000	26%	48,000	30%	37,000	32%
	Põhja-Eesti	45,000	23%	46,000	23%	76,000	23%	23,000	21%	59,000	22%	15,000	21%	4,000	21%	21,000	22%	43,000	20%	43,000	21%	33,000	20%	28,000	24%
	Lääne-Eesti	27,000	14%	23,000	12%	43,000	13%	12,000	11%	31,000	12%	9,000	13%	1,000	5%	10,000	10%	37,000	17%	29,000	14%	26,000	16%	13,000	11%
	Tartu Piirkond	32,000	16%	30,000	15%	51,000	15%	23,000	21%	44,000	16%	13,000	18%	1,000	0%	20,000	21%	39,000	18%	36,000	18%	30,000	19%	20,000	17%
	Lõuna-Eesti	26,000	13%	18,000	9%	37,000	11%	11,000	10%	26,000	10%	3,000	4%	1,000	5%	5,000	5%	39,000	18%	22,000	11%	12,000	7%	11,000	10%
	Virumaa	17,000	9%	20,000	10%	32,000	10%	6,000	5%	23,000	9%	4,000	6%	1,000	5%	6,000	6%	21,000	10%	19,000	9%	13,000	8%	7,000	6%
Vanuseline jagunemine	12 – 15 aastased	14,000	7%	8,000	4%	18,000	5%	3,000	3%	11,000	4%	3,000	4%	1,000	5%	6,000	6%	8,000	4%	17,000	8%	20,000	12%	2,000	2%
	16 – 19 aastased	3,000	2%	2,000	1%	5,000	2%	1,000	1%	2,000	1%	2,000	3%	0,000	0%	1,000	1%	3,000	1%	3,000	1%	6,000	4%	1,000	1%
	20 – 29 aastased	36,000	18%	22,000	11%	50,000	15%	21,000	19%	36,000	13%	9,000	13%	5,000	26%	20,000	21%	21,000	10%	23,000	11%	28,000	17%	9,000	8%
	30 – 39 aastased	56,000	29%	34,000	17%	75,000	23%	34,000	30%	57,000	21%	16,000	22%	6,000	32%	33,000	34%	34,000	16%	43,000	21%	45,000	28%	19,000	17%
	40 – 49 aastased	40,000	20%	43,000	22%	70,000	21%	25,000	22%	58,000	22%	17,000	24%	4,000	21%	21,000	22%	36,000	17%	41,000	20%	32,000	20%	23,000	20%
	50 – 59 aastased	30,000	15%	50,000	25%	66,000	20%	14,000	13%	58,000	22%	15,000	21%	2,000	11%	11,000	11%	46,000	22%	43,000	21%	21,000	13%	25,000	22%
60 – 74 aastased	17,000	9%	38,000	19%	49,000	15%	7,000	6%	40,000	15%	10,000	14%	1,000	5%	3,000	3%	64,000	30%	33,000	16%	8,000	5%	35,000	30%	
Jagunemine sissetuleku järgi	kuni 500 eurot	7,000	4%	5,000	3%	9,000	3%	3,000	3%	7,000	3%	3,000	4%	1,000	5%	3,000	3%	7,000	3%	6,000	3%	4,000	2%	3,000	3%
	501 - 1000 eurot	25,000	13%	30,000	15%	48,000	14%	9,000	8%	35,000	13%	8,000	11%	1,000	5%	10,000	10%	54,000	25%	30,000	15%	14,000	9%	22,000	19%
	1001-1500 eurot	37,000	19%	40,000	20%	63,000	19%	19,000	17%	50,000	19%	12,000	17%	4,000	21%	15,000	15%	40,000	19%	38,000	19%	26,000	16%	19,000	17%
	1500 - 3000 eur	16,000	32%	58,000	29%	100,000	30%	40,000	36%	84,000	31%	21,000	29%	8,000	42%	32,000	33%	52,000	25%	59,000	29%	52,000	32%	39,000	34%
	Üle 3000 euro	10,000	5%	11,000	6%	19,000	6%	8,000	7%	17,000	6%	5,000	7%	1,000	5%	6,000	6%	7,000	3%	11,000	5%	10,000	6%	6,000	5%
	ei olnud sissetulekut ei ole vastanud	5,000	3%	4,000	2%	8,000	2%	3,000	3%	6,000	2%	2,000	3%	0,000	0%	2,000	2%	5,000	2%	3,000	1%	6,000	4%	1,000	1%
Jagunemine hariduse järgi	38,000	19%	41,000	21%	68,000	20%	21,000	19%	56,000	21%	18,000	25%	4,000	21%	22,000	23%	39,000	18%	40,000	20%	28,000	17%	22,000	19%	
Jagunemine hariduse järgi	alla keskhariduse	15,000	8%	6,000	3%	17,000	5%	6,000	5%	11,000	4%	2,000	3%	0,000	0%	1,000	1%	16,000	8%	8,000	4%	7,000	4%	3,000	3%
	keskharidus kõrgharidus	95,000	48%	106,000	54%	173,000	52%	55,000	49%	139,000	52%	29,000	40%	9,000	47%	46,000	47%	128,000	60%	99,000	49%	69,000	43%	51,000	44%
		78,000	40%	78,000	39%	125,000	38%	44,000	39%	106,000	40%	38,000	53%	9,000	47%	40,000	41%	60,000	28%	79,000	39%	64,000	40%	59,000	51%

		Super Raadio		SKY Raadio		Super ja SKY Raadio		Star FM Plus	
Kuulajaid kokku		47,000 30,000		82,000 49,000		111,000 67,000		32,000 17,000	
Rahvuslik jagunemine	Eestlane	4,000	9%	11,000	13%	13,000	12%	13,000	41%
	Mitte-eestlane	43,000	91%	71,000	87%	98,000	88%	19,000	59%
Sooline jagunemine	Naised	25,000	53%	39,000	48%	53,000	48%	17,000	53%
	Mehed	23,000	49%	43,000	52%	58,000	52%	15,000	47%
Jagunemine piirkonniti	Tallinn	22,000	47%	37,000	45%	51,000	46%	11,000	34%
	Põhja-Eesti	8,000	17%	12,000	15%	17,000	15%	7,000	22%
	Lääne-Eesti	1,000	2%	1,000	1%	2,000	2%	1,000	3%
	Tartu Piirkond	4,000	9%	4,000	5%	6,000	5%	2,000	6%
	Lõuna-Eesti	1,000	2%	1,000	1%	1,000	1%	2,000	6%
	Virumaa	12,000	26%	26,000	32%	33,000	30%	6,000	19%
Vanuseline jagunemine	12 – 15 aastased	1,000	2%	4,000	5%	4,000	4%	0,000	0%
	16 – 19 aastased	0,000	0%	0,000	0%	0,000	0%	0,000	0%
	20 – 29 aastased	3,000	6%	11,000	13%	13,000	12%	2,000	6%
	30 – 39 aastased	9,000	19%	19,000	23%	23,000	21%	5,000	16%
	40 – 49 aastased	11,000	23%	18,000	22%	24,000	22%	9,000	28%
	50 – 59 aastased	10,000	21%	15,000	18%	22,000	20%	9,000	28%
60 – 74 aastased	12,000	26%	14,000	17%	22,000	20%	7,000	22%	
Jagunemine sissetuleku järgi	kuni 500 eurot	1,000	2%	2,000	2%	3,000	3%	1,000	3%
	501 - 1000 eurot	11,000	23%	14,000	17%	22,000	20%	6,000	19%
	1001-1500 eurot	11,000	23%	22,000	27%	29,000	26%	7,000	22%
	1500 - 3000 eur	9,000	19%	18,000	22%	23,000	21%	9,000	28%
	Üle 3000 euro	2,000	4%	2,000	2%	4,000	4%	1,000	3%
	ei olnud sissetulekut ei ole vastanud	1,000	2%	2,000	2%	2,000	2%	1,000	3%
Jagunemine hariduse järgi	9,000	19%	17,000	21%	23,000	21%	8,000	25%	
Jagunemine hariduse järgi	alla keskhariduse	1,000	2%	2,000	2%	2,000	2%	1,000	3%
	keskharidus kõrgharidus	25,000	53%	46,000	56%	61,000	55%	15,000	47%
		19,000	40%	30,000	37%	42,000	38%	15,000	47%