

Kantar Emor Raadiouuring, 2025 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	Kogu Eesti Tallinn+Harjumaa	175,000 73,000		184,000 86,000		310,000 137,000		106,000 56,000		251,000 121,000		81,000 46,000		16,000 15,000		78,000 43,000		207,000 56,000		176,000 76,000		138,000 63,000		115,000 54,000	
Osakaal	TSL Universe AQH Share	0:51 2,8%		0:56 3,1%		1:46 5,9%		0:33 1,8%		1:28 4,9%		0:21 1,1%		0:03 0,2%		0:08 0,4%		2:13 7,4%		0:43 2,4%		0:19 1,1%		0:42 2,3%	
Rahvuslik jagunemine	Eestlane Mitte-eestlane	151,000 24,000	86% 14%	145,000 39,000	79% 21%	254,000 56,000	82% 18%	88,000 18,000	83% 17%	202,000 49,000	80% 20%	58,000 24,000	72% 30%	11,000 5,000	69% 31%	61,000 17,000	78% 22%	199,000 7,000	96% 3%	147,000 28,000	84% 16%	119,000 19,000	86% 14%	109,000 6,000	95% 5%
Sooline jagunemine	Naised Mehed	90,000 84,000	51% 48%	82,000 102,000	45% 55%	149,000 161,000	48% 52%	35,000 71,000	33% 67%	104,000 147,000	41% 59%	46,000 36,000	57% 44%	9,000 7,000	56% 44%	44,000 35,000	56% 45%	100,000 107,000	48% 52%	100,000 76,000	57% 43%	76,000 62,000	55% 45%	46,000 70,000	40% 61%
Jagunemine piirkonniti	Tallinn	42,000	24%	54,000	29%	83,000	27%	37,000	35%	78,000	31%	33,000	41%	8,000	50%	26,000	33%	32,000	15%	44,000	25%	39,000	28%	33,000	29%
	Põhja-Eesti	41,000	23%	42,000	23%	71,000	23%	22,000	21%	55,000	22%	15,000	19%	7,000	44%	19,000	24%	40,000	19%	40,000	23%	29,000	21%	27,000	23%
	Lääne-Eesti	25,000	14%	22,000	12%	41,000	13%	12,000	11%	30,000	12%	7,000	9%	0,000	0%	10,000	13%	37,000	18%	25,000	14%	19,000	14%	15,000	13%
	Tartu Piirkond	29,000	17%	28,000	15%	49,000	16%	22,000	21%	44,000	18%	15,000	19%	N/A	0%	15,000	19%	36,000	17%	29,000	16%	29,000	21%	23,000	20%
	Lõuna-Eesti	20,000	11%	16,000	9%	31,000	10%	8,000	8%	21,000	8%	6,000	7%	0,000	0%	4,000	5%	42,000	20%	20,000	11%	12,000	9%	11,000	10%
Vanuseline jagunemine	Virumaa	18,000	10%	21,000	11%	34,000	11%	5,000	5%	24,000	10%	5,000	6%	N/A	0%	5,000	6%	19,000	9%	18,000	10%	9,000	7%	6,000	5%
	12 – 15 aastased	9,000	5%	5,000	3%	13,000	4%	4,000	4%	9,000	4%	2,000	2%	0,000	0%	4,000	5%	9,000	4%	6,000	3%	14,000	10%	2,000	2%
	16 – 19 aastased	2,000	1%	N/A		2,000	1%	1,000	1%	1,000	0%	0,000	0%	0,000	0%	1,000	1%	3,000	1%	2,000	1%	3,000	2%	1,000	1%
	20 – 29 aastased	30,000	17%	20,000	11%	44,000	14%	18,000	17%	32,000	13%	8,000	10%	4,000	25%	18,000	23%	23,000	11%	21,000	12%	32,000	23%	10,000	9%
	30 – 39 aastased	47,000	27%	28,000	15%	63,000	20%	27,000	25%	47,000	19%	16,000	20%	5,000	31%	24,000	31%	32,000	15%	32,000	18%	36,000	26%	16,000	14%
	40 – 49 aastased	42,000	24%	43,000	23%	73,000	24%	26,000	25%	59,000	24%	21,000	26%	4,000	25%	21,000	27%	37,000	18%	42,000	24%	31,000	22%	27,000	23%
	50 – 59 aastased	29,000	17%	48,000	26%	65,000	21%	20,000	19%	57,000	23%	21,000	26%	2,000	13%	8,000	10%	42,000	20%	42,000	24%	16,000	12%	28,000	24%
Jagunemine sissetuleku järgi	60 – 74 aastased	16,000	9%	39,000	21%	49,000	16%	9,000	8%	44,000	18%	14,000	17%	0,000	0%	1,000	1%	61,000	29%	32,000	18%	7,000	5%	31,000	27%
	kuni 500 eurot	4,000	2%	6,000	3%	10,000	3%	1,000	1%	7,000	3%	3,000	4%	N/A	0%	1,000	1%	6,000	3%	6,000	3%	1,000	1%	2,000	2%
	501 – 1000 eurot	20,000	11%	25,000	14%	41,000	13%	8,000	8%	30,000	12%	8,000	10%	1,000	6%	7,000	9%	51,000	25%	26,000	15%	12,000	9%	18,000	16%
	1001 - 1500 eurot	27,000	15%	31,000	17%	50,000	16%	14,000	13%	40,000	16%	14,000	17%	3,000	19%	11,000	14%	35,000	17%	32,000	18%	22,000	16%	15,000	13%
	1500 - 3000 eur	67,000	38%	67,000	36%	113,000	36%	47,000	44%	96,000	38%	30,000	37%	8,000	50%	31,000	40%	58,000	28%	60,000	34%	47,000	34%	41,000	36%
Jagunemine hariduse järgi	Üle 3000 euro	13,000	7%	11,000	6%	21,000	7%	10,000	9%	18,000	7%	4,000	5%	2,000	13%	6,000	8%	11,000	5%	11,000	6%	12,000	9%	11,000	10%
	ei olnud sissetulekut	4,000	2%	1,000	1%	5,000	2%	3,000	3%	4,000	2%	1,000	1%	N/A	0%	1,000	1%	6,000	3%	5,000	3%	4,000	3%	2,000	2%
	ei ole vastanud	32,000	18%	35,000	19%	56,000	18%	19,000	18%	47,000	19%	18,000	22%	2,000	13%	16,000	21%	31,000	15%	31,000	18%	24,000	17%	23,000	20%
	alla keskhariduse	9,000	5%	6,000	3%	13,000	4%	3,000	3%	8,000	3%	1,000	1%	0,000	0%	1,000	1%	15,000	7%	5,000	3%	5,000	4%	3,000	3%
Jagunemine hariduse järgi	keskharidus	84,000	48%	87,000	47%	148,000	48%	48,000	45%	118,000	47%	30,000	37%	6,000	38%	33,000	42%	113,000	55%	85,000	48%	56,000	41%	46,000	40%
	kõrgharidus	74,000	42%	85,000	46%	135,000	44%	51,000	48%	116,000	46%	49,000	60%	9,000	56%	40,000	51%	70,000	34%	80,000	45%	63,000	46%	64,000	56%

		SKY Raadio		Super Raadio		SKY ja Super Raadio		Radio Maximum		Star FM Plus	
Kuulajaid kokku	Kogu Eesti Tallinn+Harjumaa	80,000 44,000		40,000 24,000		106,000 59,000		39,000 23,000		21,000 13,000	
Osakaal	TSL Universe AQH Share	0:19 1,0%		0:17 1,0%		0:36 2,0%		0:17 0,9%		0:03 0,2%	
Rahvuslik jagunemine	Eestlane Mitte-eestlane	12,000 68,000	15% 85%	3,000 38,000	8% 95%	14,000 92,000	13% 87%	2,000 37,000	5% 95%	5,000 17,000	24% 81%
Sooline jagunemine	Naised Mehed	39,000 41,000	49% 51%	21,000 19,000	53% 48%	53,000 53,000	50% 50%	18,000 21,000	46% 54%	11,000 10,000	52% 48%
Jagunemine piirkonniti	Tallinn	36,000	45%	18,000	45%	48,000	45%	18,000	46%	9,000	43%
	Põhja-Eesti	7,000	9%	6,000	15%	12,000	11%	5,000	13%	5,000	24%
	Lääne-Eesti	3,000	4%	0,000	0%	3,000	3%	N/A		N/A	
	Tartu Piirkond	3,000	4%	3,000	8%	5,000	5%	N/A		N/A	
	Lõuna-Eesti	1,000	1%	N/A		1,000	1%	0,000	0%	N/A	
Vanuseline jagunemine	Virumaa	29,000	36%	13,000	33%	37,000	35%	16,000	41%	6,000	29%
	12 – 15 aastased	3,000	4%	N/A		3,000	3%	1,000	3%	0,000	
	16 – 19 aastased	N/A		0,000	0%	N/A		0,000	0%	N/A	
	20 – 29 aastased	8,000	10%	3,000	8%	9,000	8%	N/A		N/A	
	30 – 39 aastased	18,000	23%	6,000	15%	22,000	21%	7,000	18%	3,000	14%
	40 – 49 aastased	21,000	26%	12,000	30%	28,000	26%	11,000	28%	7,000	33%
	50 – 59 aastased	14,000	18%	9,000	23%	21,000	20%	9,000	23%	5,000	24%
Jagunemine sissetuleku järgi	60 – 74 aastased	15,000	19%	9,000	23%	21,000	20%	10,000	26%	3,000	14%
	kuni 500 eurot	N/A		2,000	5%	2,000	2%	1,000	3%	1,000	5%
	501 - 1000 eurot	16,000	20%	9,000	23%	22,000	21%	9,000	23%	3,000	14%
	1001-1500 eurot	15,000	19%	8,000	20%	20,000	19%	9,000	23%	4,000	
	1500 - 3000 eur	19,000	24%	9,000	23%	24,000	23%	10,000	26%	6,000	29%
	Üle 3000 euro	3,000	4%	N/A		3,000	3%	1,000	3%	N/A	
Jagunemine hariduse järgi	ei olnud sissetulekut	1,000	1%	1,000	3%	2,000	2%	0,000	0%	1,000	5%
	ei ole vastanud	19,000	24%	11,000	28%	26,000	25%	8,000	21%	5,000	24%
	alla keskhariduse	2,000	3%	0,000	0%	2,000	2%	1,000	3%	0,000	0%
	keskharidus	44,000	55%	24,000	60%	60,000	57%	24,000	62%	10,000	48%
Jagunemine hariduse järgi	kõrgharidus	31,000	39%	15,000	38%	40,000	38%	14,000	36%	11,000	52%