

		Sky Plus		Retro FM		Sky Plus ja Retro FM		Rock FM		Retro FM ja Rock FM		Relax FM		Retro FM ja Relax FM		Kiss FM		Power HR		Raadio Elmar		Star FM		MyHits		Raadio Kuku	
Kuulajaid kokku	Kogu Eesti Tallinn+Harjumaa	181,000 74,000		177,000 86,000		305,000 137,000		107,000 57,000		247,000 123,000		77,000 47,000		217,000 111,000		20,000 17,000		76,000 40,000		196,000 55,000		177,000 78,000		144,000 64,000		111,000 58,000	
Osakaal	TSL Universe AQH Share	1:03 3,5%		0:55 3,1%		1:58 6,6%		0:25 1,4%		1:20 4,4%		0:20 1,1%		1:15 4,2%		0:04 0,2%		0:07 0,4%		2:20 7,8%		0:43 2,4%		0:23 1,3%		0:34 1,9%	
Rahvuslik jagunemine	Eestlane Mitte-eestlane	152,000 84% 28,000 15%		133,000 75% 44,000 25%		242,000 79% 63,000 21%		87,000 81% 20,000 19%		190,000 77% 57,000 23%		52,000 68% 25,000 32%		160,000 74% 56,000 26%		14,000 70% 6,000 30%		61,000 80% 14,000 18%		185,000 94% 10,000 5%		152,000 86% 25,000 14%		124,000 86% 20,000 14%		104,000 94% 8,000 7%	
Sooline jagunemine	Naised Mehed	91,000 50% 90,000 50%		80,000 45% 97,000 55%		145,000 48% 160,000 52%		40,000 37% 67,000 63%		105,000 43% 142,000 57%		43,000 56% 34,000 44%		104,000 48% 113,000 52%		10,000 50% 10,000 50%		41,000 54% 35,000 46%		96,000 49% 100,000 51%		95,000 54% 81,000 46%		77,000 53% 68,000 47%		44,000 40% 68,000 61%	
Jagunemine piirkonniti	Tallinn	42,000 23%		55,000 31%		84,000 28%		38,000 36%		80,000 32%		34,000 44%		74,000 34%		11,000 55%		25,000 33%		26,000 13%		50,000 28%		39,000 27%		36,000 32%	
	Põhja-Eesti	43,000 24%		42,000 24%		71,000 23%		22,000 21%		55,000 22%		15,000 19%		49,000 23%		7,000 35%		18,000 24%		46,000 23%		39,000 22%		34,000 24%		26,000 23%	
	Lääne-Eesti	25,000 14%		22,000 12%		39,000 13%		14,000 13%		31,000 13%		7,000 9%		25,000 12%		0,000 0%		7,000 9%		34,000 17%		23,000 13%		21,000 15%		13,000 12%	
	Tartu Piirkond	31,000 17%		28,000 16%		51,000 17%		18,000 17%		39,000 16%		12,000 16%		34,000 16%		N/A		16,000 21%		34,000 17%		28,000 16%		30,000 21%		20,000 18%	
	Lõuna-Eesti	22,000 12%		12,000 7%		30,000 10%		10,000 9%		20,000 8%		3,000 4%		15,000 7%		N/A		5,000 7%		36,000 18%		19,000 11%		9,000 6%		11,000 10%	
	Virumaa	17,000 9%		18,000 10%		31,000 10%		6,000 6%		22,000 9%		6,000 8%		21,000 10%		N/A		4,000 5%		19,000 10%		17,000 10%		12,000 8%		5,000 5%	
Vanuseline jagunemine	12 – 15 aastased	11,000 6%		7,000 4%		16,000 5%		5,000 5%		11,000 4%		3,000 4%		10,000 5%		N/A		4,000 5%		7,000 4%		14,000 8%		18,000 13%		2,000 2%	
	16 – 19 aastased	N/A		3,000 2%		3,000 1%		5,000 5%		8,000 3%		1,000 1%		4,000 2%		0,000 0%		3,000 4%		4,000 2%		3,000 2%		10,000 7%		N/A	
	20 – 29 aastased	30,000 17%		20,000 11%		42,000 14%		13,000 12%		28,000 11%		6,000 8%		23,000 11%		6,000 30%		10,000 13%		19,000 10%		21,000 12%		25,000 17%		7,000 6%	
	30 – 39 aastased	47,000 26%		26,000 15%		63,000 21%		30,000 28%		48,000 19%		14,000 18%		35,000 16%		6,000 30%		24,000 32%		29,000 15%		30,000 17%		33,000 23%		15,000 14%	
	40 – 49 aastased	43,000 24%		41,000 23%		68,000 22%		28,000 26%		59,000 24%		20,000 26%		50,000 23%		6,000 30%		22,000 29%		36,000 18%		45,000 25%		33,000 23%		23,000 21%	
	50 – 59 aastased	29,000 16%		42,000 24%		62,000 20%		19,000 18%		52,000 21%		19,000 25%		52,000 24%		2,000 10%		10,000 13%		42,000 21%		33,000 19%		19,000 13%		29,000 26%	
Jagunemine sissetuleku järgi	60–74 aastased	18,000 10%		37,000 21%		48,000 16%		8,000 7%		41,000 17%		13,000 17%		43,000 20%		0,000 0%		1,000 1%		60,000 31%		32,000 18%		6,000 4%		35,000 32%	
	kuni 500 eurot	5,000 3%		6,000 3%		9,000 3%		3,000 3%		7,000 3%		N/A		6,000 3%		N/A		2,000 3%		6,000 3%		5,000 3%		4,000 3%		2,000 2%	
	500 - 1000 eurot	19,000 10%		23,000 13%		37,000 12%		8,000 7%		29,000 12%		7,000 9%		27,000 12%		1,000 5%		5,000 7%		44,000 22%		21,000 12%		9,000 6%		17,000 15%	
	1000 - 1500 eurot	29,000 16%		30,000 17%		49,000 16%		15,000 14%		39,000 16%		13,000 17%		37,000 17%		2,000 10%		11,000 14%		38,000 19%		27,000 15%		20,000 14%		16,000 14%	
	1500 - 3000 eur	61,000 34%		55,000 31%		98,000 32%		37,000 35%		79,000 32%		24,000 31%		66,000 30%		9,000 45%		26,000 34%		50,000 26%		56,000 32%		47,000 33%		38,000 34%	
	Üle 3000 euro	13,000 7%		14,000 8%		24,000 8%		9,000 8%		20,000 8%		6,000 8%		16,000 7%		1,000 5%		6,000 8%		11,000 6%		13,000 7%		10,000 7%		13,000 12%	
Jagunemine hariduse järgi	ei olnud sissetulekut	5,000 3%		5,000 3%		8,000 3%		5,000 5%		9,000 4%		2,000 3%		6,000 3%		N/A		4,000 5%		4,000 2%		4,000 2%		8,000 6%		N/A	
	ei ole vastanud	38,000 21%		36,000 20%		63,000 21%		26,000 24%		54,000 22%		20,000 26%		48,000 22%		4,000 20%		17,000 22%		36,000 18%		36,000 20%		28,000 19%		22,000 20%	
Jagunemine hariduse järgi	alla keskhariduse	12,000 7%		7,000 4%		17,000 6%		6,000 6%		12,000 5%		N/A		7,000 3%		N/A		4,000 5%		18,000 9%		7,000 4%		12,000 8%		1,000 1%	
	kesk- ja kutseharidus	92,000 51%		82,000 46%		147,000 48%		49,000 46%		114,000 46%		30,000 39%		99,000 46%		10,000 50%		33,000 43%		114,000 58%		83,000 47%		55,000 38%		44,000 40%	
kõrgharidus		66,000 36%		80,000 45%		126,000 41%		48,000 45%		110,000 45%		42,000 55%		100,000 46%		9,000 45%		34,000 45%		57,000 29%		74,000 42%		59,000 41%		64,000 58%	

		SKY Raadio		Super Raadio		SKY ja Super Raadio		Radio Maximum		Star FM Plus	
Kuulajaid kokku	Kogu Eesti Tallinn+Harjumaa	73,000 44,000		45,000 28,000		101,000 61,000		37,000 21,000		17,000 11,000	
Osakaal	TSL Universe AQH Share	0:20 1,1%		0:25 1,4%		0:45 2,5%		0:16 0,9%		0:03 0,2%	
Rahvuslik jagunemine	Eestlane Mitte-eestlane	13,000 18% 60,000 82%		4,000 9% 41,000 91%		15,000 15% 86,000 85%		3,000 8% 35,000 95%		N/A 13,000 76%	
Sooline jagunemine	Naised Mehed	37,000 51% 36,000 49%		23,000 51% 22,000 49%		51,000 50% 50,000 50%		17,000 46% 20,000 54%		9,000 53% 8,000 47%	
Jagunemine piirkonniti	Tallinn	33,000 45%		22,000 49%		46,000 46%		17,000 46%		10,000 59%	
	Põhja-Eesti	11,000 15%		6,000 13%		16,000 16%		4,000 11%		N/A	
	Lääne-Eesti	1,000 1%		1,000 2%		2,000 2%		0,000 0%		N/A	
	Tartu Piirkond	4,000 5%		4,000 9%		6,000 6%		N/A		N/A	
	Lõuna-Eesti	N/A		0,000 0%		N/A		0,000 0%		N/A	
	Virumaa	22,000 30%		12,000 27%		30,000 30%		15,000 41%		4,000 24%	
Vanuseline jagunemine	12 – 15 aastased	5,000		1,000 2%		5,000 5%		1,000 3%		N/A	
	16 – 19 aastased	N/A		N/A		N/A		N/A		N/A	
	20 – 29 aastased	8,000 11%		4,000 9%		10,000 10%		3,000 8%		N/A	
	30 – 39 aastased	16,000 22%		7,000 16%		20,000 20%		6,000 16%		N/A	
	40 – 49 aastased	19,000 26%		14,000 31%		27,000 27%		10,000 27%		4,000 24%	
	50 – 59 aastased	14,000 19%		10,000 22%		22,000 22%		9,000 24%		4,000 24%	
Jagunemine sissetuleku järgi	60–74 aastased	12,000 16%		9,000 20%		18,000 18%		7,000 19%		4,000 24%	
	kuni 500 eurot	2,000 3%		2,000 4%		3,000 3%		N/A		N/A	
	500 - 1000 eurot	11,000 15%		9,000 20%		17,000 17%		8,000 22%		3,000 18%	
	1000 - 1500 eurot	16,000 22%		10,000 22%		21,000 21%		9,000 24%		3,000 18%	
	1500 - 3000 eur	17,000 23%		10,000 22%		24,000 24%		8,000 22%		4,000 24%	
	Üle 3000 euro	4,000 5%		0,000 0%		4,000 4%		1,000 3%		N/A	
Jagunemine hariduse järgi	ei olnud sissetulekut	1,000 1%		2,000 4%		3,000 3%		N/A		1,000 6%	
	ei ole vastanud	17,000 23%		11,000 24%		24,000 24%		9,000 24%		4,000 24%	
Jagunemine hariduse järgi	alla keskhariduse	2,000 3%		1,000 2%		2,000 2%		1,000 3%		0,000 0%	
	kesk- ja kutseharidus	39,000 53%		27,000 60%		57,000 56%		21,000 57%		8,000 47%	
kõrgharidus		28,000 38%		16,000 36%		37,000 37%		15,000 41%		7,000 41%	