

Radyo Dinleyici Ölçüm Sonuçları

Aralık 2021

Sıra No	Aralık 2021															
	Hedef Kitle	Toplam			AB			C1			C2			DE		
	Toplam Birey Sayısı	47,445			7,493			11,822			14,890			13,240		
	Dinleyen Birey Sayısı	28,313			4,683			7,198			8,878			7,554		
Radyo Kanalları	AvRch (000)	AvRch %	%R/C	AvRch (000)	AvRch %	%R/C	AvRch (000)	AvRch %	%R/C	AvRch (000)	AvRch %	%R/C	AvRch (000)	AvRch %	%R/C	
1	Kral FM	4,199	8.9	14.8	333	4.4	7.1	1,009	8.5	14	1,555	10.4	17.5	1,303	9.8	17.2
2	TRT FM	2,244	4.7	7.9	418	5.6	8.9	513	4.3	7.1	625	4.2	7	688	5.2	9.1
3	Radyo 7	1,940	4.1	6.9	210	2.8	4.5	620	5.2	8.6	656	4.4	7.4	454	3.4	6
4	Power Turk	1,504	3.2	5.3	346	4.6	7.4	373	3.2	5.2	477	3.2	5.4	309	2.3	4.1
5	Kral Pop	1,375	2.9	4.9	214	2.9	4.6	325	2.7	4.5	450	3	5.1	386	2.9	5.1
6	Slowturk	1,258	2.7	4.4	245	3.3	5.2	408	3.5	5.7	334	2.2	3.8	271	2	3.6
7	Virgin Radio - Yerel	1,239	2.6	4.4	285	3.8	6.1	406	3.4	5.6	385	2.6	4.3	163	1.2	2.2
8	Super FM	1,013	2.1	3.6	185	2.5	4	291	2.5	4	315	2.1	3.5	222	1.7	2.9
9	Metro FM	984	2.1	3.5	287	3.8	6.1	273	2.3	3.8	221	1.5	2.5	203	1.5	2.7
10	Power FM	935	2	3.3	274	3.7	5.9	289	2.4	4	213	1.4	2.4	159	1.2	2.1
11	Joy Turk	878	1.9	3.1	216	2.9	4.6	291	2.5	4	201	1.4	2.3	170	1.3	2.3
12	Radyo Fenomen	721	1.5	2.5	221	2.9	4.7	218	1.8	3	158	1.1	1.8	124	0.9	1.6
13	Kafa Radyo	598	1.3	2.1	271	3.6	5.8	179	1.5	2.5	97	0.6	1.1	51	0.4	0.7
14	Alem FM	572	1.2	2	152	2	3.2	160	1.4	2.2	151	1	1.7	108	0.8	1.4
15	A Haber Radyo	541	1.1	1.9	93	1.2	2	129	1.1	1.8	184	1.2	2.1	135	1	1.8
16	Radyo Seymen	538	1.1	1.9	39	0.5	0.8	110	0.9	1.5	188	1.3	2.1	201	1.5	2.7
17	Show Radyo	536	1.1	1.9	108	1.4	2.3	176	1.5	2.4	149	1	1.7	103	0.8	1.4
18	RADYO 1	521	1.1	1.8	54	0.7	1.2	105	0.9	1.5	153	1	1.7	208	1.6	2.7
19	Pal Nostalji	520	1.1	1.8	215	2.9	4.6	119	1	1.6	112	0.8	1.3	74	0.6	1
20	Radyo D	455	1	1.6	145	1.9	3.1	113	1	1.6	137	0.9	1.5	60	0.5	0.8
21	Radyo 45lik	443	0.9	1.6	170	2.3	3.6	147	1.2	2	91	0.6	1	35	0.3	0.5
22	Radyo Turkuvaz	441	0.9	1.6	74	1	1.6	105	0.9	1.5	109	0.7	1.2	153	1.2	2
23	Karadeniz FM - Bolgesel	344	0.7	1.2	37	0.5	0.8	85	0.7	1.2	109	0.7	1.2	114	0.9	1.5
24	NTV Radyo	307	0.6	1.1	86	1.1	1.8	80	0.7	1.1	85	0.6	1	57	0.4	0.7
25	TRT Radyo Haber	299	0.6	1.1	20	0.3	0.4	84	0.7	1.2	75	0.5	0.8	120	0.9	1.6
26	Radyo Megasite	288	0.6	1	20	0.3	0.4	101	0.9	1.4	125	0.8	1.4	42	0.3	0.6
27	Radyo Viva	282	0.6	1	24	0.3	0.5	76	0.6	1	75	0.5	0.9	107	0.8	1.4
28	HaberTurk Radyo	269	0.6	0.9	61	0.8	1.3	80	0.7	1.1	74	0.5	0.8	53	0.4	0.7
29	Radyo Alaturka - Yerel	266	0.6	0.9	87	1.2	1.9	66	0.6	0.9	58	0.4	0.7	55	0.4	0.7
30	Radyo Ekin	238	0.5	0.8	23	0.3	0.5	64	0.5	0.9	120	0.8	1.3	31	0.2	0.4
31	CNN TURK Radyo - Bolgesel	216	0.5	0.8	55	0.7	1.2	42	0.4	0.6	53	0.4	0.6	66	0.5	0.9
32	TGRT FM	216	0.5	0.8	24	0.3	0.5	59	0.5	0.8	56	0.4	0.6	78	0.6	1
33	Joy FM - Yerel	208	0.4	0.7	86	1.2	1.8	28	0.2	0.4	62	0.4	0.7	32	0.2	0.4
34	Istanbul Fm - Bolgesel	206	0.4	0.7	17	0.2	0.4	39	0.3	0.5	86	0.6	1	64	0.5	0.8
35	Pal Station - Bolgesel	191	0.4	0.7	104	1.4	2.2	61	0.5	0.9	22	0.1	0.2	4	0	0.1
36	Pal FM - Yerel	182	0.4	0.6	67	0.9	1.4	23	0.2	0.3	53	0.4	0.6	39	0.3	0.5
37	Radyo Spor	130	0.3	0.5	56	0.7	1.2	32	0.3	0.4	23	0.2	0.3	19	0.1	0.2
38	Yon Radyo - Bolgesel	120	0.3	0.4	21	0.3	0.4	39	0.3	0.5	38	0.3	0.4	21	0.2	0.3
39	Power Pop	102	0.2	0.4	37	0.5	0.8	19	0.2	0.3	38	0.3	0.4	7	0.1	0.1
40	A Spor Radyo	101	0.2	0.4	16	0.2	0.3	22	0.2	0.3	40	0.3	0.5	23	0.2	0.3
41	Radyo Avrasya Turk	92	0.2	0.3	12	0.2	0.3	38	0.3	0.5	12	0.1	0.1	29	0.2	0.4
42	Sirinnar FM	87	0.2	0.3	11	0.1	0.2	13	0.1	0.2	26	0.2	0.3	37	0.3	0.5
43	Sampiyon Fm	74	0.2	0.3	9	0.1	0.2	3	0	0	48	0.3	0.5	14	0.1	0.2
44	Can Radyo Izmir	71	0.1	0.2	8	0.1	0.2	6	0.1	0.1	39	0.3	0.4	17	0.1	0.2
45	Ozgun Radyo	52	0.1	0.2	7	0.1	0.1	20	0.2	0.3	17	0.1	0.2	8	0.1	0.1
46	Radyo Duple	51	0.1	0.2	21	0.3	0.4	10	0.1	0.1	15	0.1	0.2	4	0	0.1
47	Kilim Radyo	46	0.1	0.2	0	0	0	5	0	0.1	23	0.2	0.3	19	0.1	0.2
48	Radyo En	46	0.1	0.2	3	0	0.1	14	0.1	0.2	21	0.1	0.2	8	0.1	0.1
49	Van Fm	42	0.1	0.1	4	0.1	0.1	11	0.1	0.2	7	0	0.1	21	0.2	0.3
50	Uludag Fm	39	0.1	0.1	0	0	0	10	0.1	0.1	13	0.1	0.1	16	0.1	0.2

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101	Radyo Seyhan	5	0	0	0	0	0	2	0	0	3	0	0	0	0	0
102	Sahil Fm Izmir	5	0	0	0	0	0	0	0	0	5	0	0.1	0	0	0
103	Taka FM	5	0	0	0	0	0	0	0	0	5	0	0.1	0	0	0
104	Radyo Zeugma	4	0	0	0	0	0	4	0	0.1	0	0	0	0	0	0
105	Alternatif Radyo	4	0	0	4	0.1	0.1	0	0	0	0	0	0	0	0	0
106	Akgul Fm	4	0	0	0	0	0	0	0	0	0	0	0	4	0	0
107	Kervan Fm	3	0	0	0	0	0	3	0	0	0	0	0	0	0	0
108	Aktif Fm	3	0	0	1	0	0	0	0	0	2	0	0	0	0	0
109	Kolej FM	3	0	0	0	0	0	3	0	0	0	0	0	0	0	0
110	Radyo One Fm	3	0	0	0	0	0	0	0	0	3	0	0	0	0	0
111	Radyo Aktif Kutahya	3	0	0	0	0	0	0	0	0	3	0	0	0	0	0
112	Karesi Radyo	2	0	0	0	0	0	0	0	0	2	0	0	0	0	0
113	Samsun Haber Radyo	2	0	0	2	0	0	0	0	0	0	0	0	0	0	0
114	Radyo Haber	1	0	0	1	0	0	0	0	0	0	0	0	0	0	0
115	GRT	1	0	0	0	0	0	1	0	0	0	0	0	0	0	0
116	Radyo Kulup Zonguldak	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
117	Radyo 5	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
118	Mavi Radyo	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
119	Gol Fm	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
120	Kent Radyo Balıkesir	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
121	Kay Radyo	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
122	Radyo Armoni	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
123	Adige Radyo	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
124	Radyo Kulup Samsun	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
125	Hur Fm	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
126	Radyo 80 Fm	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
127	Filiz Fm	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
128	FRT	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
129	Radyo Mugla	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
130	Mutlu Fm	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
131	Hilal Fm Mersin	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
132	Tempo 94 Fm	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
133	Plus Fm	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
134	Radyo Net Konya	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
135	Radyo Karamursel	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
136	Radyo Plus	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
137	38 Kent Fm	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
138	Bizim Fm	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
139	Radyo Net Eskisehir	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
140	Ritm (Erzurum)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
141	Radyo Extra	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
142	Radyo 14	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
143	Dost Fm	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
144	Rahmet Fm	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
145	CRT	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

Bu veriler Radyo Dinleyici Ölçümü Araştırması'nın Aralık 2021 rapor dönemine aittir. Sonuçlar, panel evreni olarak kabul edilen ve Veritabanı araştırması gerçekleştirilmiş 30 ildeki hanelerde yaşayan 12 yaş ve üzeri tüm bireylerden alınan dinleme verilerini içermektedir. Araştırmada toplam 8.926 panelist ile gerçekleştirilen 15.542 görüşme ile veriler derlenmiştir. 2021 Kasım ve Aralık aylarına ait 2 ayın hareketli ortalaması (rolling sample) ile sonuçlar hesaplanmıştır. Araştırmanın evren değerlerine <http://riak.com.tr/evren-degerleri> adresinden ulaşılabilir.