

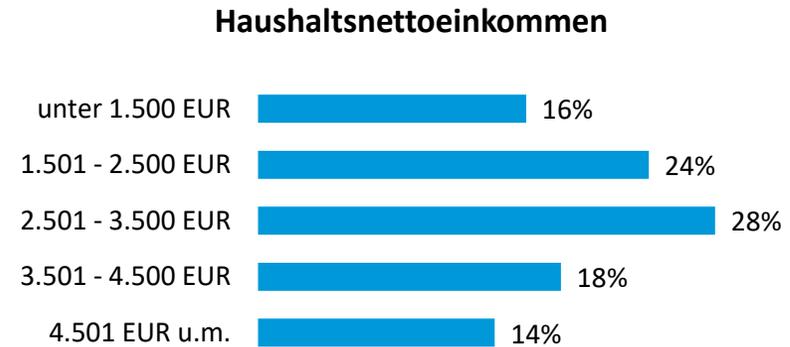
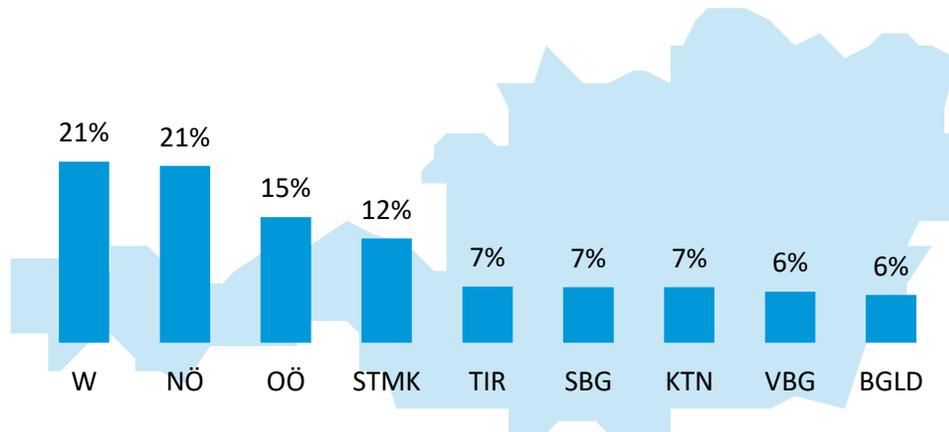
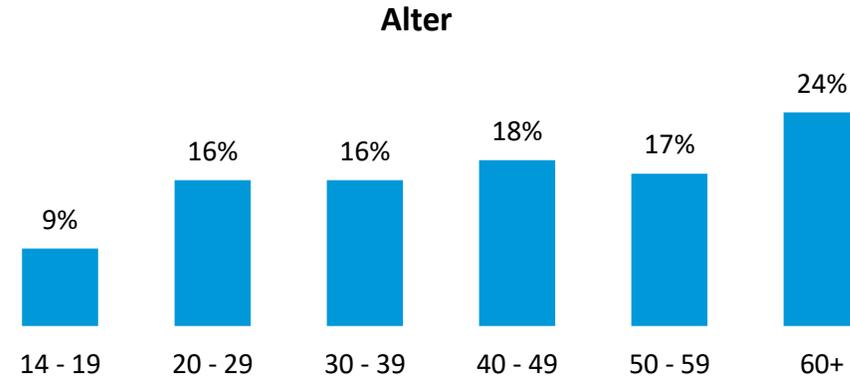
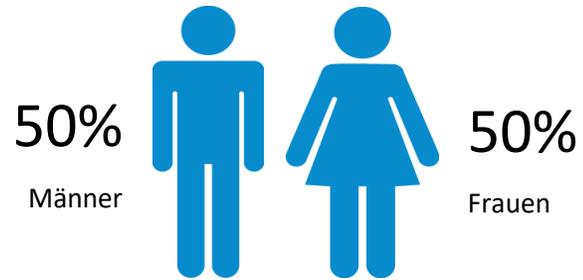
A young man and woman are sitting on a dark leather couch in a bright, modern living room. The man is wearing a brown t-shirt and blue jeans, and the woman is wearing a white top. They are both smiling and looking towards the right. In the background, there is a white shelving unit with various decorative items, including framed photos and a blue vase.

R9 Studie 2020

Short Facts zur Studie

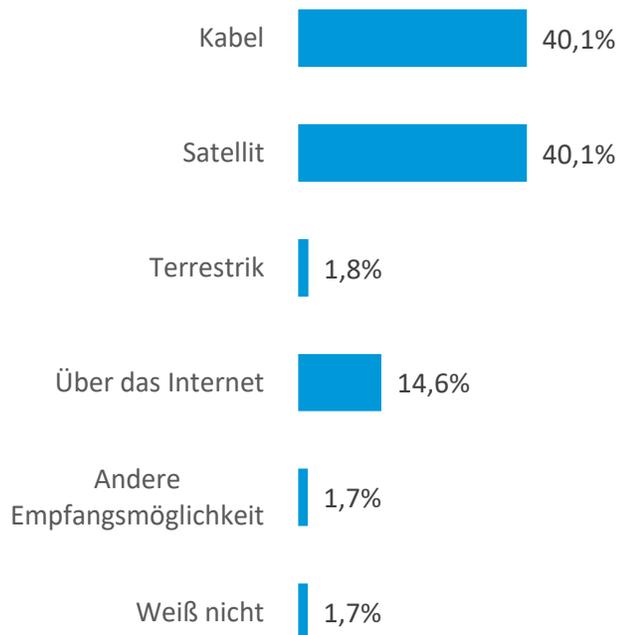
Thema	Bekanntheit und Nutzung des Senders R9
Rekrutierung	IP Österreich Forschungspanel
Anzahl	1.000 ÖsterreicherInnen (online repräsentativ)
Feldzeit	27. Oktober 2020 bis 20. November 2020
Methode	Quantitative Erhebung mittels Forschungs-App „I love MyMedia“
Durchführung	IP Österreich

Soziodemographie der Stichprobe

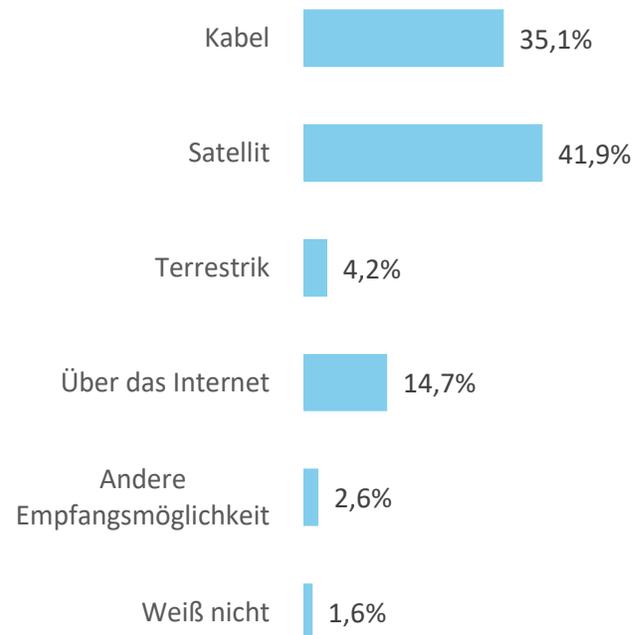


TV Empfang und Art des Empfangs

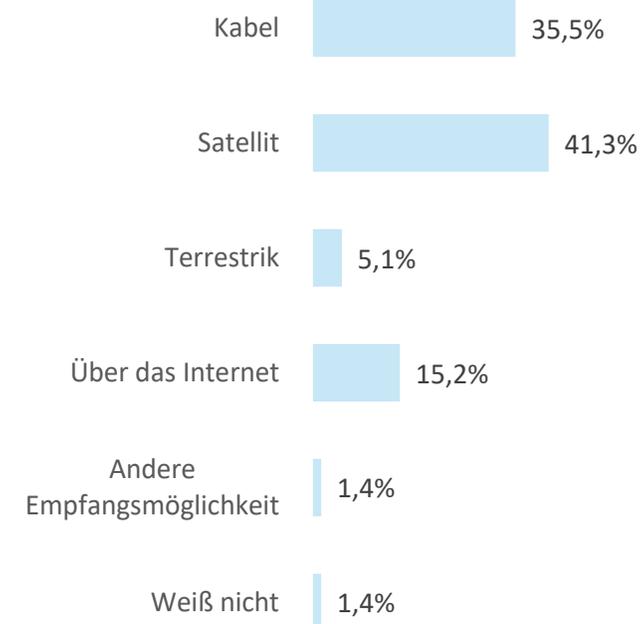
TV Empfang / Alle Befragten



TV Empfang / R9 Kenner

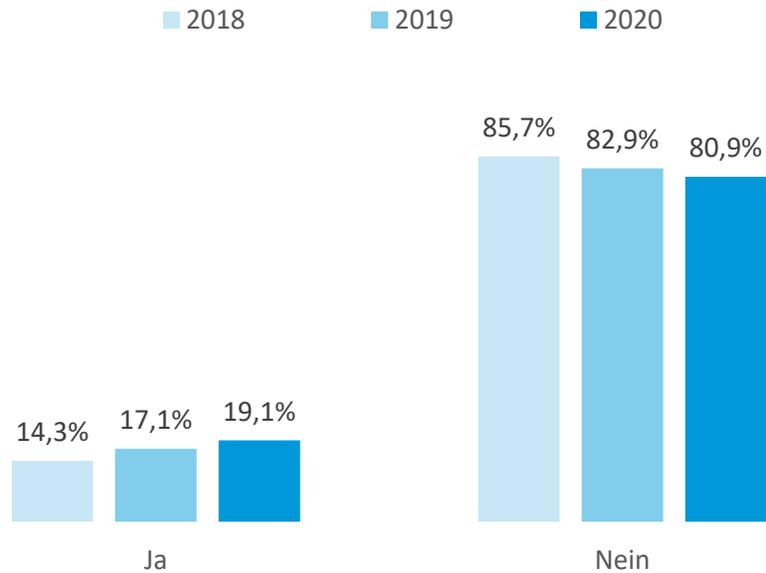


TV Empfang / R9 Seher

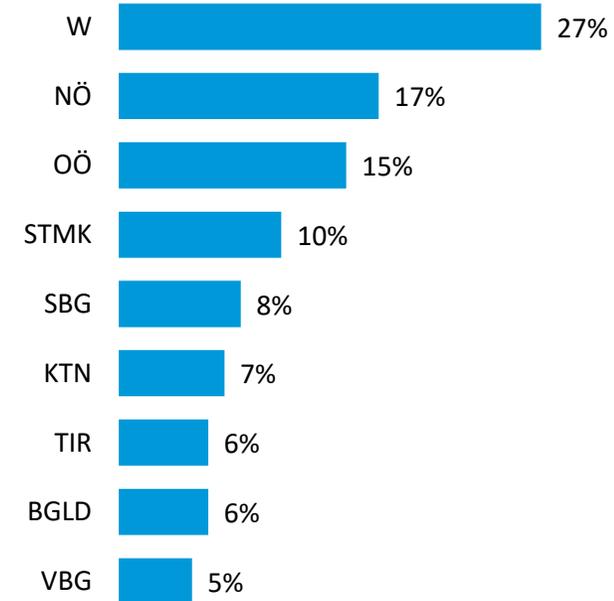


Bekanntheit R9

Bekanntheit

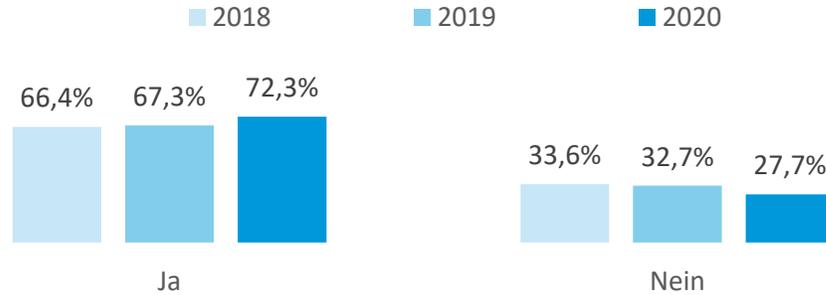


R9 Kenner nach Bundesland

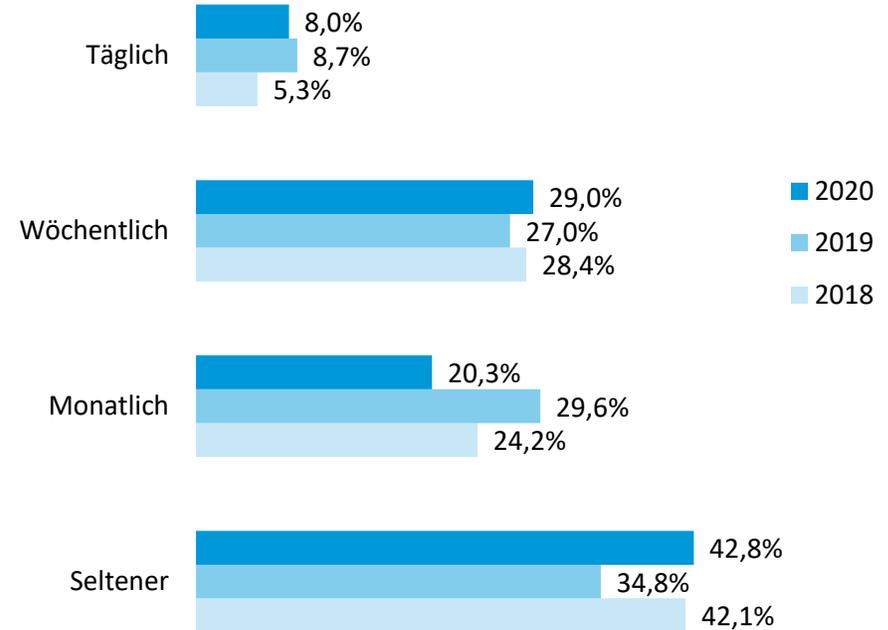


Nutzung und Häufigkeit der Nutzung R9

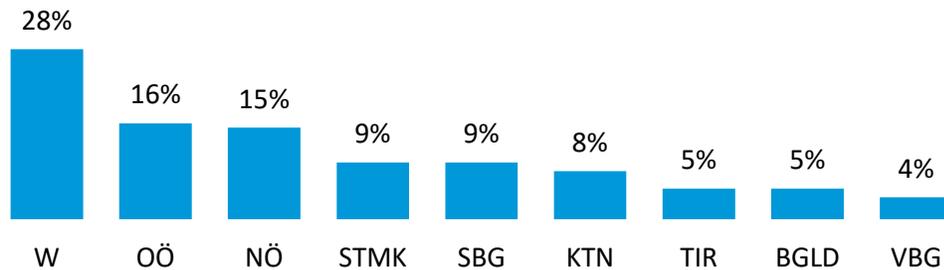
Nutzung



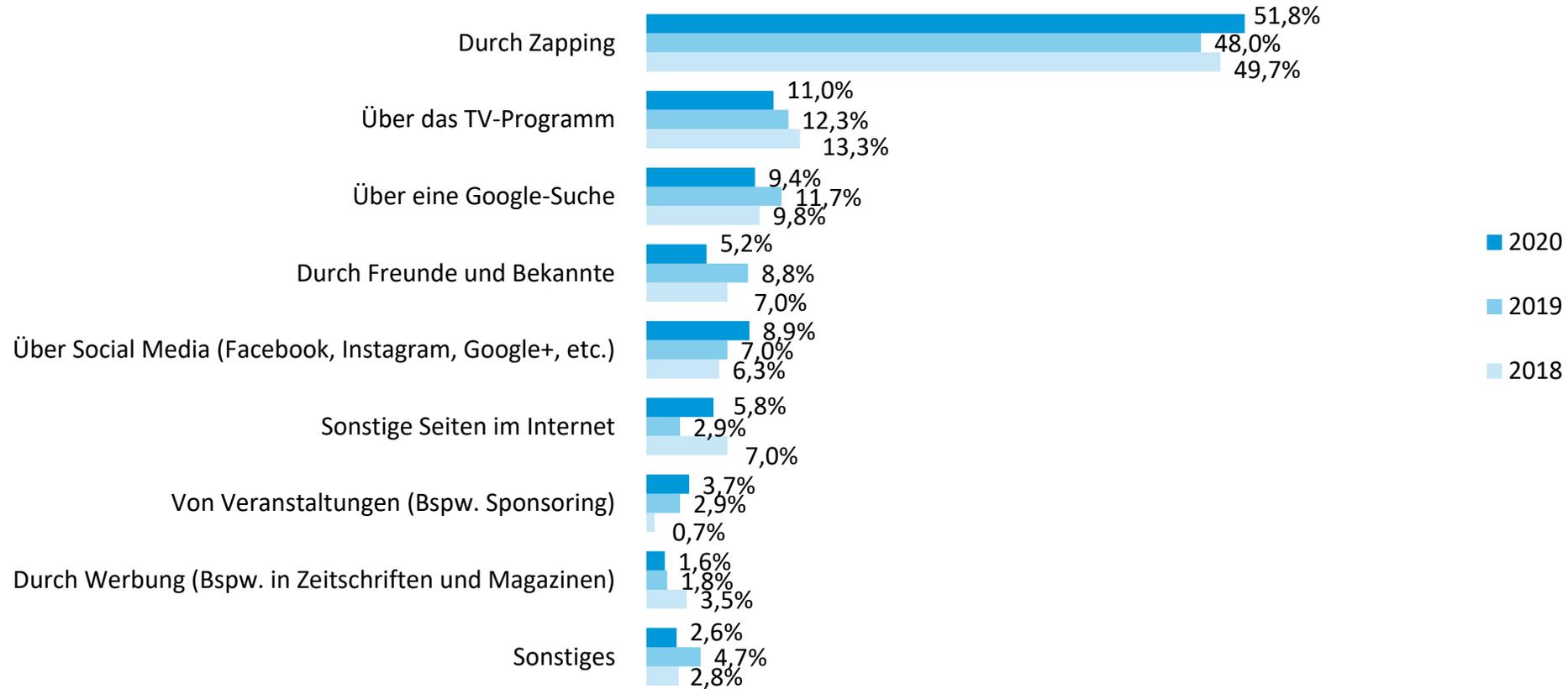
Häufigkeit der Nutzung



R9 Seher nach Bundesland

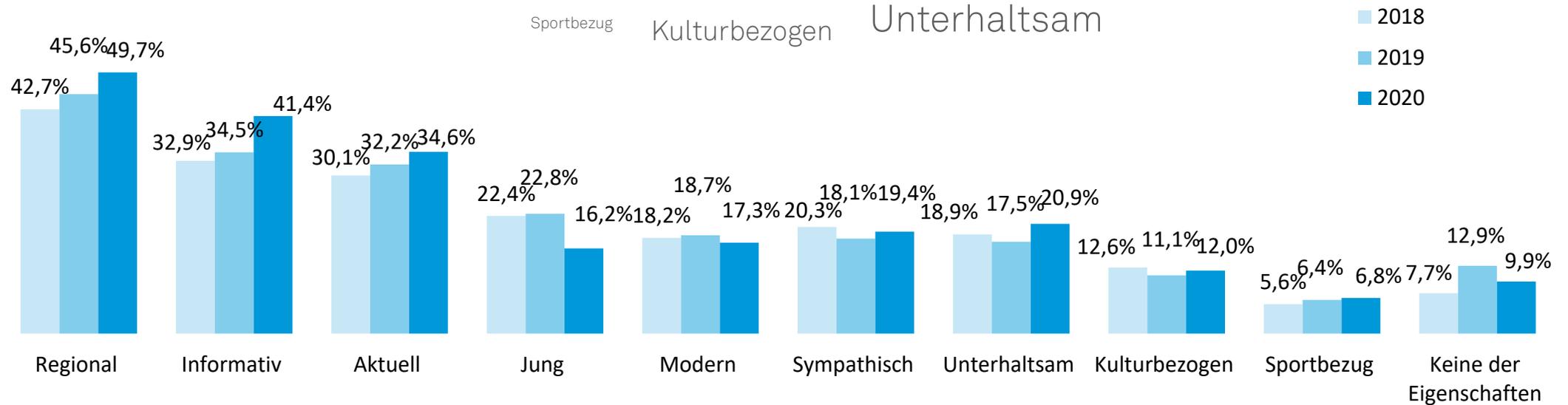


Ursprung der Bekanntheit

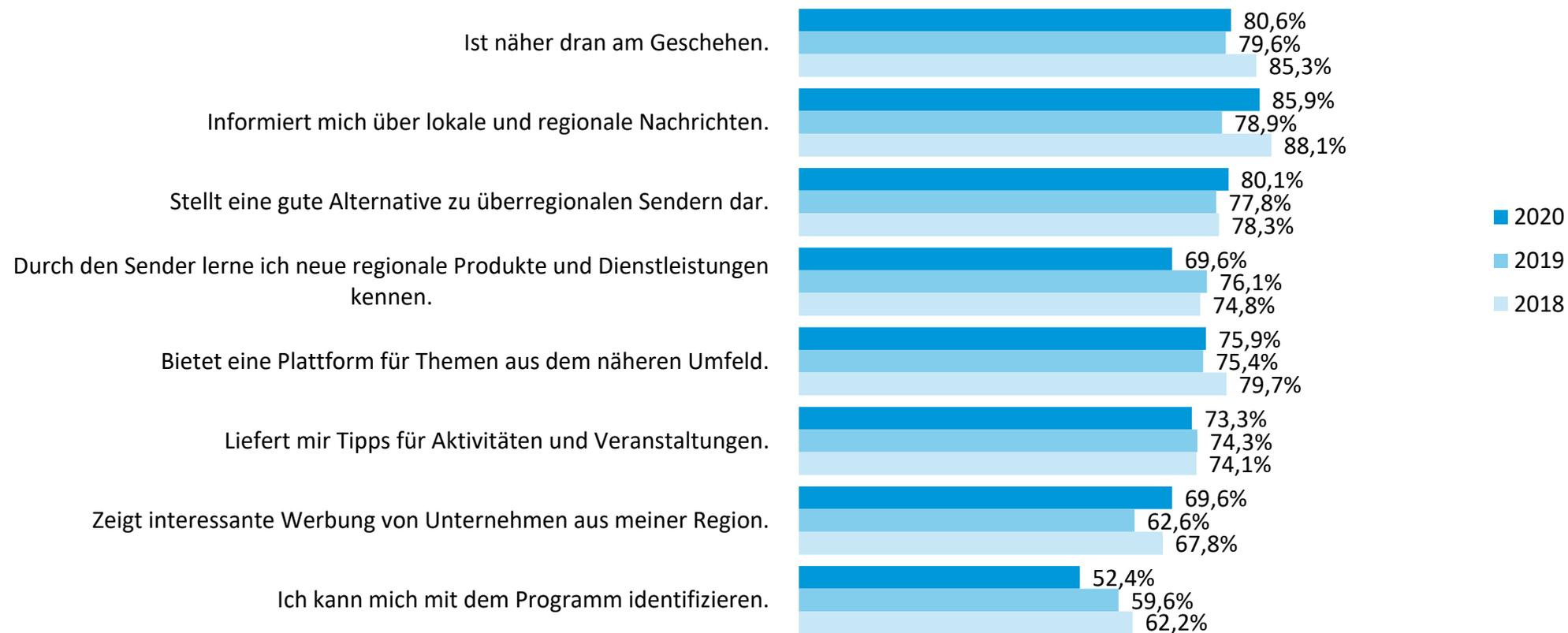


R9 Eigenschaften

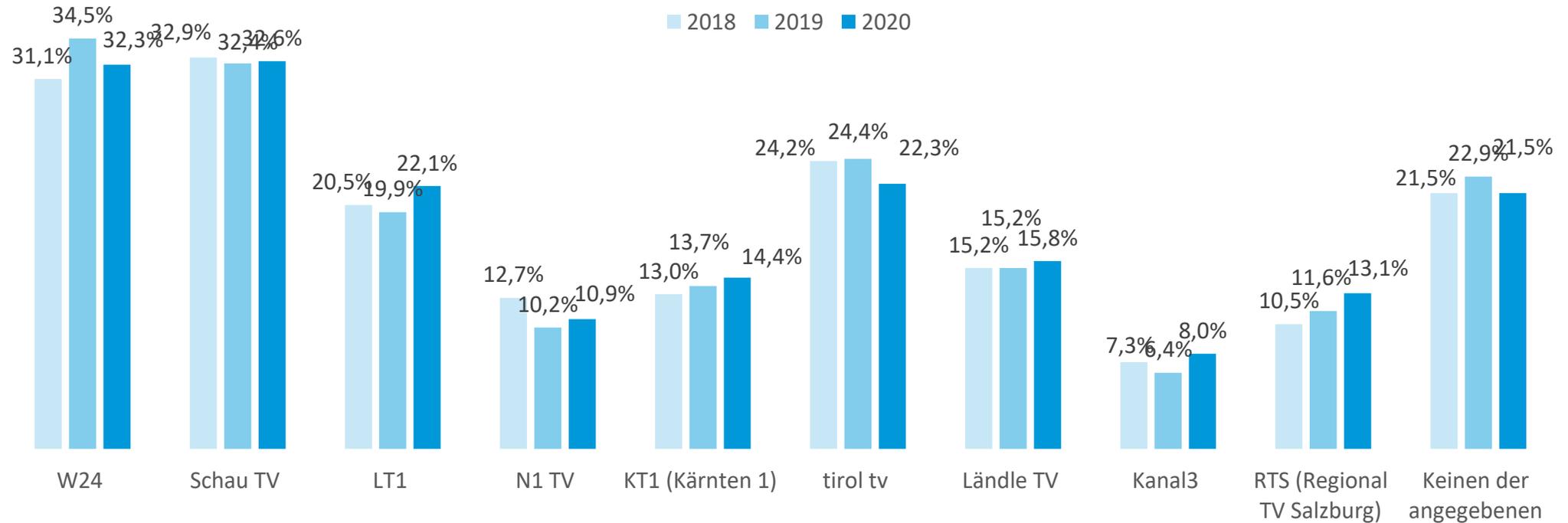
Regional
Aktuell Jung Informativ
Sympathisch Modern
Sportbezug Kulturbezogen Unterhaltsam



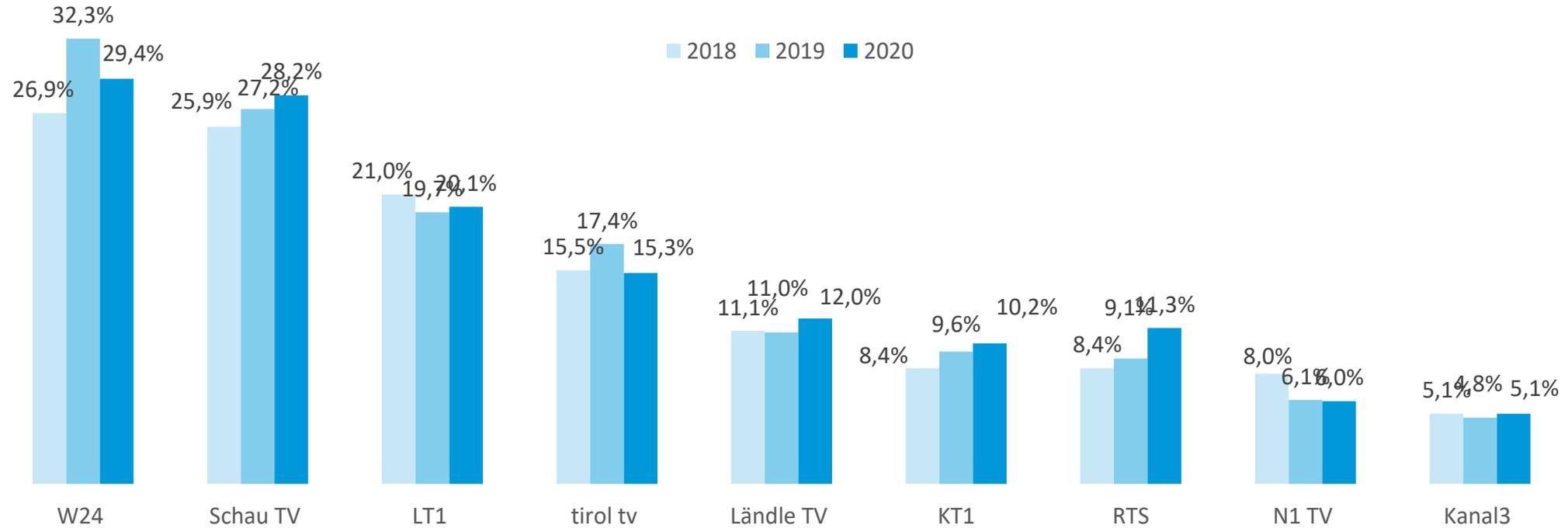
R9 Statements



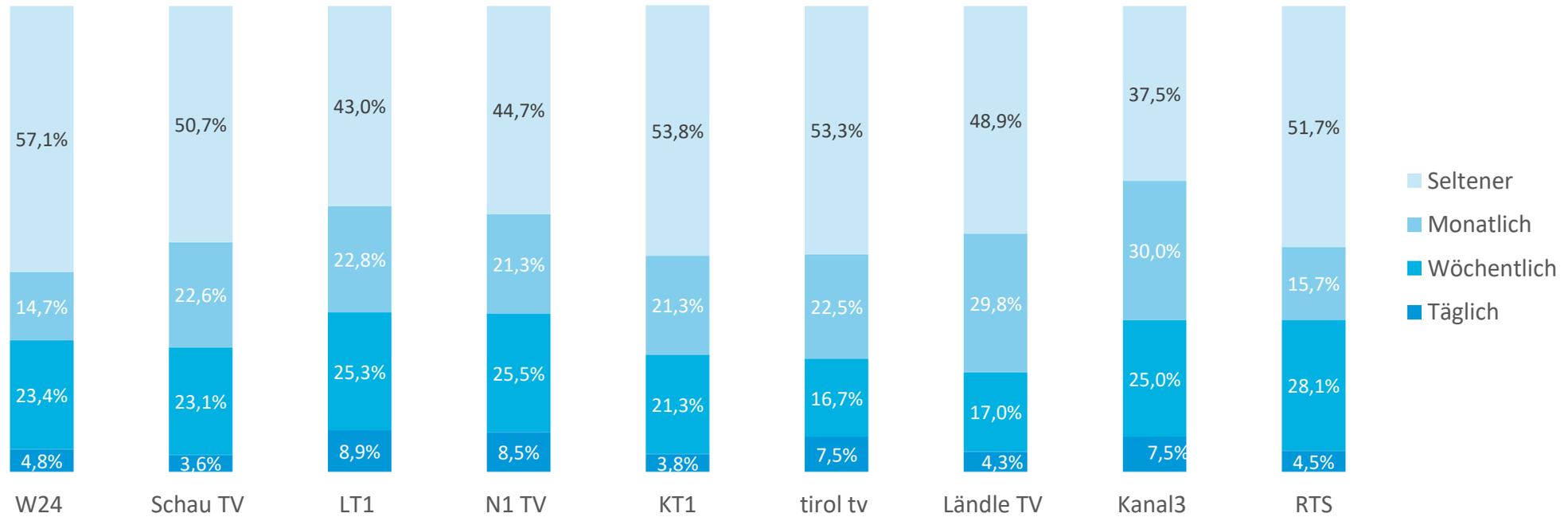
Bekanntheit R9 Einzelsender



Nutzung R9 Einzelsender

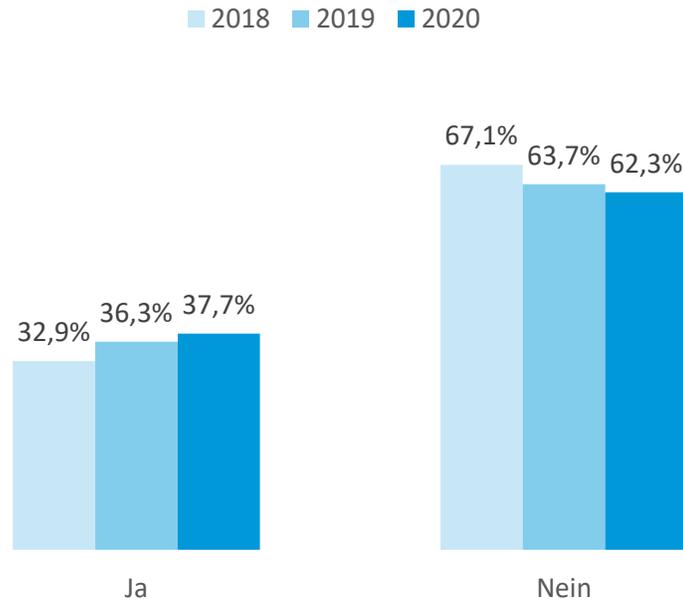


Häufigkeit der Nutzung R9 Einzelsender

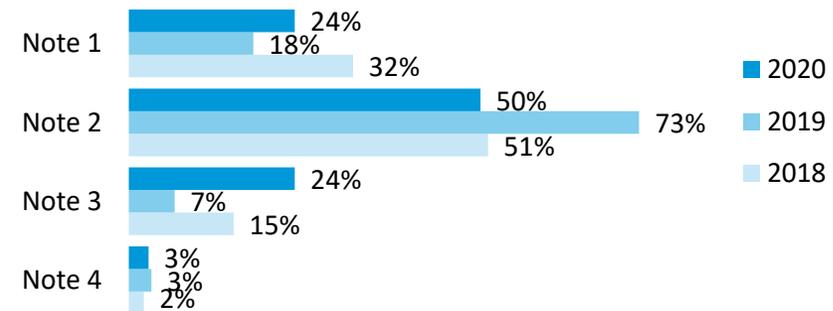


Bekanntheit und Bewertung Österreich Blick

Bekanntheit der Sendung

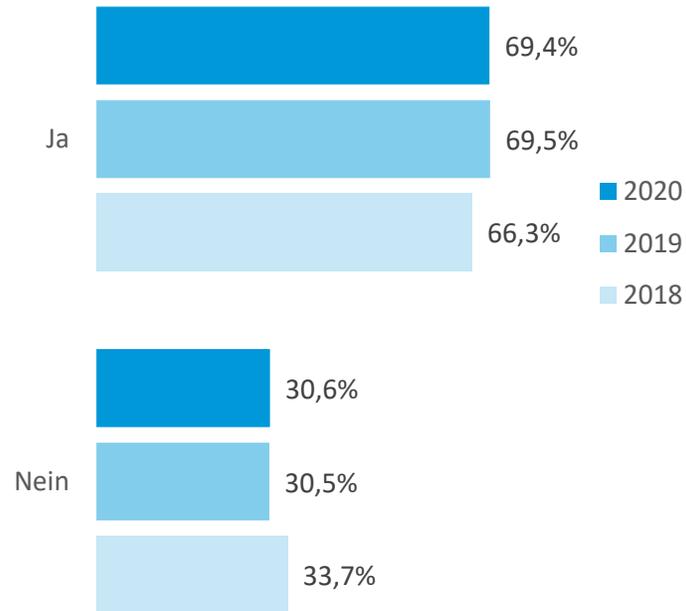


Bewertung der Sendung

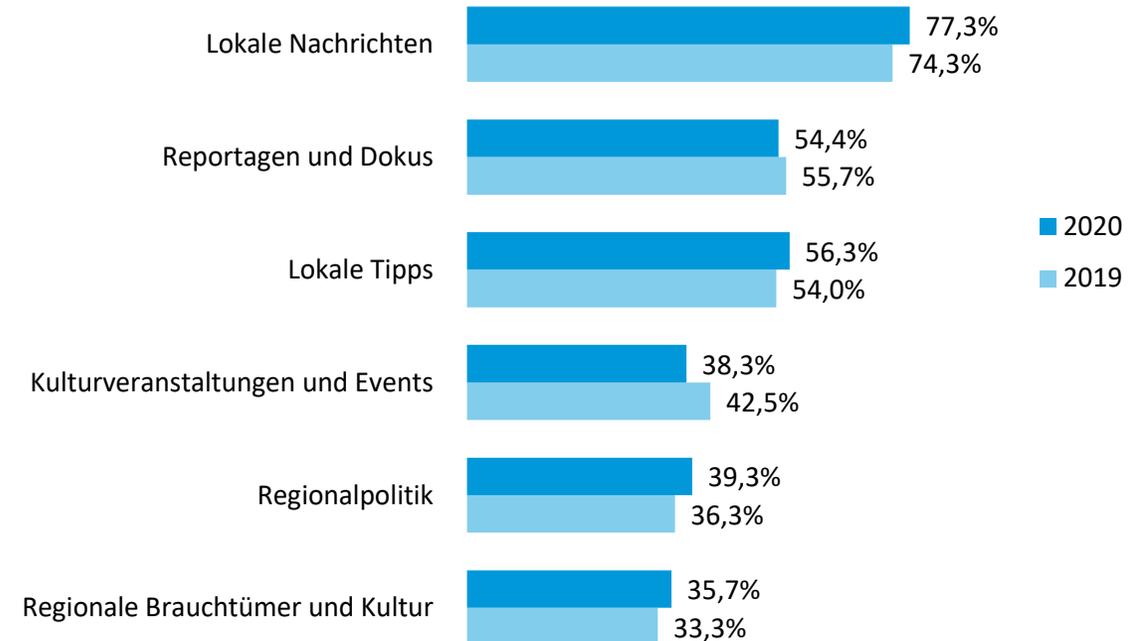


Interesse an regionalen Inhalten

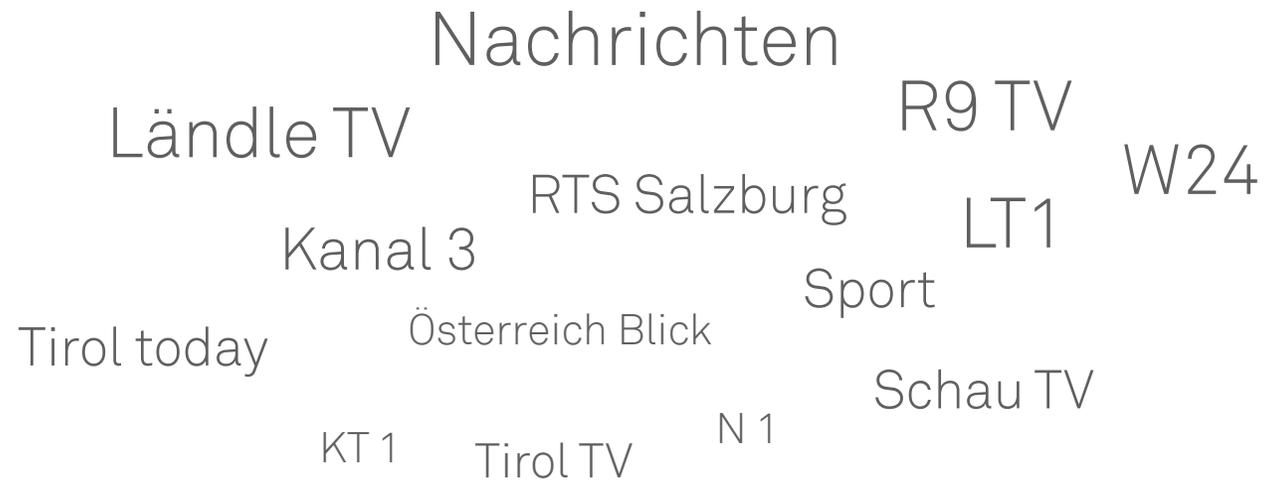
Interesse an regionalen Inhalten



Art der regionalen Inhalte



Bekannte Sendungen R9



A young man and woman are sitting on a dark leather couch in a living room. The man is on the left, wearing a brown t-shirt and blue jeans, looking towards the right with a smile. The woman is on the right, wearing a white top, looking towards the camera with a wide smile. The background shows a white shelf with framed photos and a blue vase.

R9 Studie 2020