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MALTA
Broadcasting Authority

**TELEVISION AND RADIO AUDIENCE ASSESSMENT
JULY 2019**

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TELEVISION

Types of TV reception services used

Respondents were asked what type of service and platforms they use when watching television. The responses were compared to **population demographics** [total population aged 12 and over = 442,187].

The most common service for watching television is that of a paid subscription [92.8%] of both local media service providers [GO and Melita]; followed by IT based services [36.0%]; 3.4% who stated that they make use of the Free-to-air service; and 2.4% who make use of a Satellite.

IT based services include: Netflix [10.8%]; IPTV streaming [10.5%]; Android box [8.1%]; while another 6.5% follow TV broadcasts through other devices [laptop, mobile, or tablet streaming].

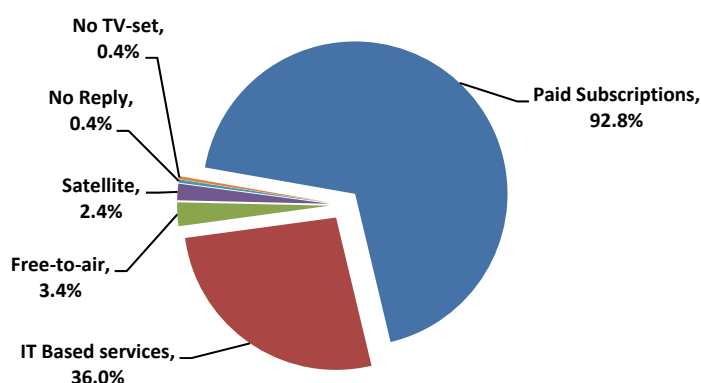
A further 0.4% said that they do not have a TV-set; while another 0.4% did not reply.

Analysis by Age

More types of television services are used by those of the 21-30 age group while the lowest was that amongst the 71+ age group. Paid subscriptions ran highest with more than 90% of all the age groups.

The second most used service, IPTV streaming services, was highest amongst the 21-30 year olds [25.7%] and diminished to 0.5% of all 71+ year olds. All IT based services reached their highest amongst the 21-30 year olds with 67.3% and diminishing to 6.2% for 71+ year olds.

TV Reception Services - July 2019

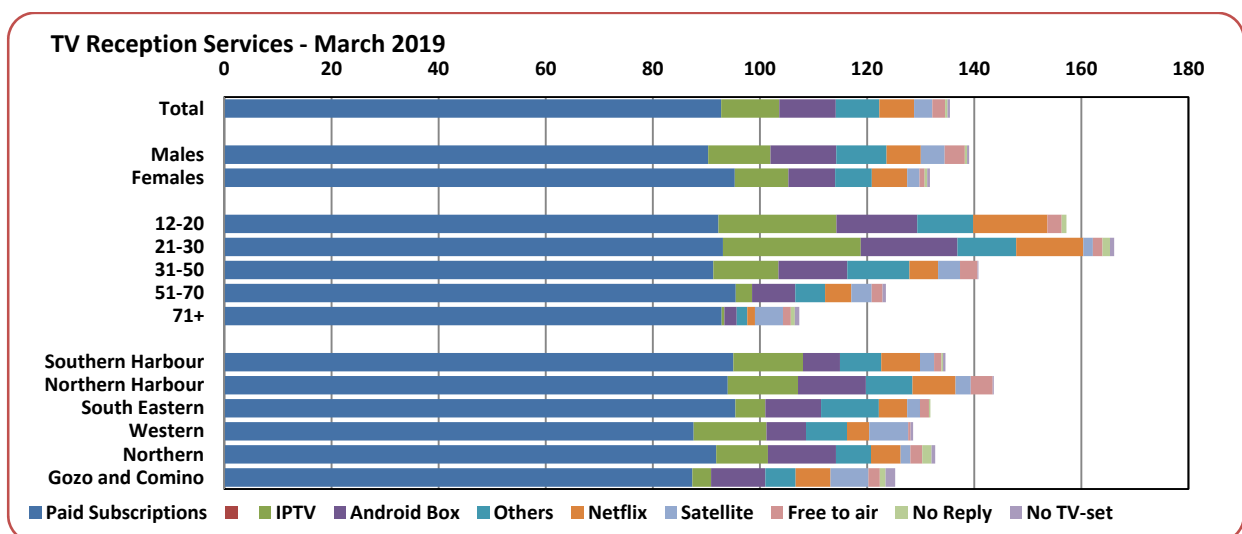
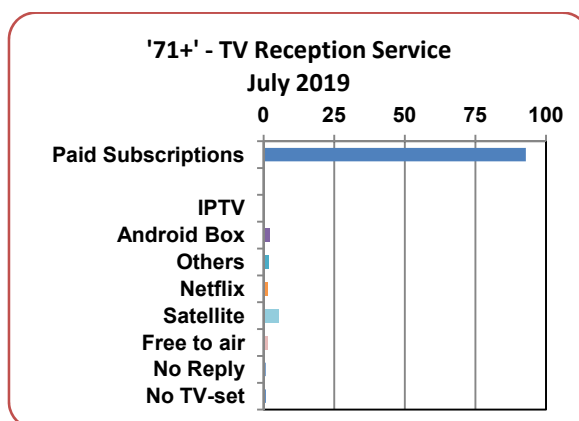
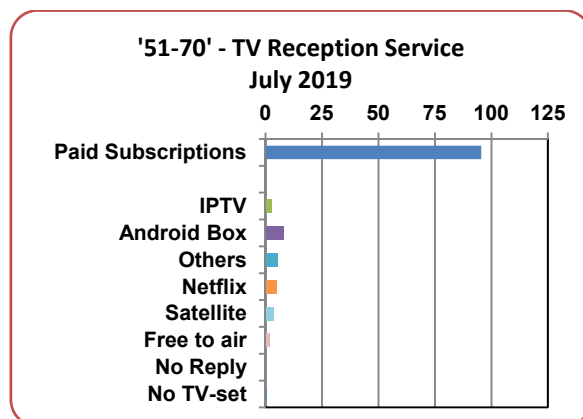
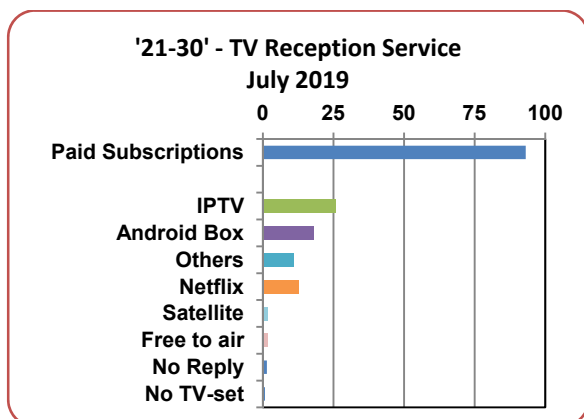
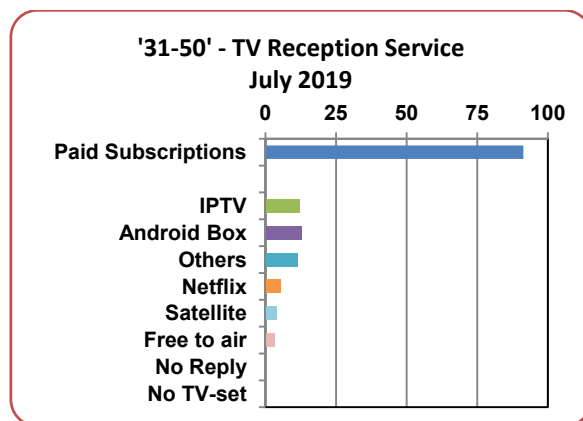
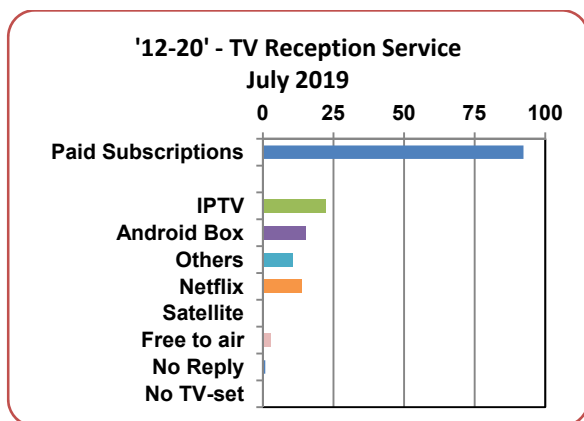


Free to air Services

Analysing the data by population demographics, 3.4% of the population [≈15,000] follow television on the Free-to-air platform. Of this group, 60.8% [≈9,100] have an only Free-to-air connection while the rest

makes use of Free-to-air services and one or more of the other services available – see below. Free to air services decreased from 3.2% amongst 31-50 year olds to 1.7% of all 71+ year olds. This service was lowest service within all the districts.

Free to air Services		n	%	N% [Base=442,187]
Free to air	Only	9,145	60.8	2.1
Free to air	& 1 other service	3,141	20.9	0.7
Free to air	& 2 other services	2,429	16.2	0.5
Free to air	& 5 other services	322	2.1	0.1
		15,037	100%	3.4%



TV Reception Services

	Total	Males	Females	12-20	21-30	31-50	51-70	71+	South Harbour	North Harbour	South Eastern	Western District	Northern District	Gozo & Comino
Paid Subscriptions	410,181	203,713	206,467	64,703	41,041	135,434	81,414	87,589	70,923	135,859	61,028	48,466	67,536	26,369
IPTV	47,909	26,224	21,685	15,449	11,352	18,034	2,590	484	9,698	18,941	3,589	7,512	7,118	1,051
Android Box	46,634	27,689	18,945	10,578	7,962	19,065	6,865	2,164	5,149	18,342	6,654	4,096	9,337	3,056
Netflix	28,756	14,401	14,355	9,722	5,525	7,952	4,185	1,372	5,415	11,629	3,385	2,298	4,069	1,960
Others	35,970	21,172	14,799	7,325	4,841	17,192	4,748	1,865	5,757	12,558	6,896	4,233	4,815	1,711
IT based services	159,269	121,151	89,486	69,783	43,074	29,679	62,243	18,389	5,884	26,018	61,470	20,524	18,140	25,339
Satellite	15,037	10,044	4,993	0	785	6,090	3,236	4,926	1,947	4,081	1,533	4,006	1,329	2,141
Free to air	10,546	8,486	2,060	1,855	785	4,814	1,721	1,371	1,029	5,920	1,057	259	1,637	644
No Reply	1,987	954	1,034	628	632	0	0	728	232	0	174	0	1,260	322
No TV-set	1,952	885	1,068	0	336	283	545	788	336	304	0	259	509	545
Total Responses [n]	598,973	313,568	285,405	110,259	73,258	208,864	105,305	101,286	100,486	207,634	84,317	71,129	97,609	37,798
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Paid Subscriptions	68.5	65.0	72.3	58.7	56.0	64.8	77.3	86.5	70.6	65.4	72.4	68.1	69.2	69.8
IPTV	8.0	8.4	7.6	14.0	15.5	8.6	2.5	0.5	9.7	9.1	4.3	10.6	7.3	2.8
Android Box	7.8	8.8	6.6	9.6	10.9	9.1	6.5	2.1	5.1	8.8	7.9	5.8	9.6	8.1
Netflix	4.8	4.6	5.0	8.8	7.5	3.8	4.0	1.4	5.4	5.6	4.0	3.2	4.2	5.2
Others	6.0	6.8	5.2	6.6	6.6	8.2	4.5	1.8	5.7	6.0	8.2	6.0	4.9	4.5
IT based services	26.6	28.5	24.5	39.1	40.5	29.8	17.5	5.8	25.9	29.6	24.3	25.5	26.0	20.6
Satellite	2.5	3.2	1.7	0.0	1.1	2.9	3.1	4.9	1.9	2.0	1.8	5.6	1.4	5.7
Free to air	1.8	2.7	0.7	1.7	1.1	2.3	1.6	1.4	1.0	2.9	1.3	0.4	1.7	1.7
No Reply	0.3	0.3	0.4	0.6	0.9	0.0	0.0	0.7	0.2	0.0	0.2	0.0	1.3	0.9
No TV-set	0.3	0.3	0.4	0.0	0.5	0.1	0.5	0.8	0.3	0.1	0.0	0.4	0.5	1.4
% of Total Responses	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	Total	Males	Females	12-20	21-30	31-50	51-70	71+	South Harbour	North Harbour	South Eastern	Western District	Northern District	Gozo & Comino
Total Population [N]	442,187	225,513	216,674	70,133	44,097	148,348	85,261	94,349	74,635	144,540	63,968	55,314	73,553	30,177
Paid Subscriptions	92.8	90.3	95.3	92.3	93.1	91.3	95.5	92.8	95.0	94.0	95.4	87.6	91.8	87.4
IPTV	10.8	11.6	10.0	22.0	25.7	12.2	3.0	0.5	13.0	13.1	5.6	13.6	9.7	3.5
Android Box	10.5	12.3	8.7	15.1	18.1	12.9	8.1	2.3	6.9	12.7	10.4	7.4	12.7	10.1
Netflix	6.5	6.4	6.6	13.9	12.5	5.4	4.9	1.5	7.3	8.0	5.3	4.2	5.5	6.5
Others	8.1	9.4	6.8	10.4	11.0	11.6	5.6	2.0	7.7	8.7	10.8	7.7	6.5	5.7
IT based services	36.0	39.7	32.2	61.4	67.3	42.0	21.6	6.2	34.9	42.5	32.1	32.8	34.4	25.8
Satellite	3.4	4.5	2.3	0.0	1.8	4.1	3.8	5.2	2.6	2.8	2.4	7.2	1.8	7.1
Free to air	2.4	3.8	1.0	2.6	1.8	3.2	2.0	1.5	1.4	4.1	1.7	0.5	2.2	2.1
No Reply	0.4	0.4	0.5	0.9	1.4	0.0	0.0	0.8	0.3	0.0	0.3	0.0	1.7	1.1
No TV-set	0.4	0.4	0.5	0.0	0.8	0.2	0.6	0.8	0.5	0.2	0.0	0.5	0.7	1.8
% of Total Population	135.5%	139.0%	131.7%	157.2%	166.1%	140.8%	123.5%	107.4%	134.6%	143.7%	131.8%	128.6%	132.7%	125.3%

Most followed TV station

Respondents were given the possibility of naming up to three TV stations which they had followed the day before the interview. Out of a total of 1,240 respondents, 316 respondents named a second station while another 115 people named a third television station which they had followed.

Out of the population following local stations, TVM has attracted the largest amount of TV-viewers [33.90%] with approximately 120,000 viewers. This station was followed by ONE with 17.90% and NET TV with 10.09%.

Overall, while 68.17% of all viewers followed local stations, less than a third of the population [31.83%] watched a foreign station. Of the local stations, only TVM, ONE, and NET TV had audiences from all the demographical groups.

By demographics the same trend in ranking follows. However it is evident that the viewing of local stations is the highest with those over the age of 50 years; while the viewing of foreign stations is higher with those from 12 to 50 years old.

Excluding foreign stations, TVM, ONE and Net TV ranked first, second and third respectively by gender, in all the age groups, and by districts. NET TV ranked third by gender, by district, and for all those over 20 years old. The third preference of 21-30 year olds was for TSN Melita/GO [4.43%], followed by TVM2 [2.42%].

By age groups, TVM had its highest percentage of audiences by gender, amongst all the age groups, and by districts.

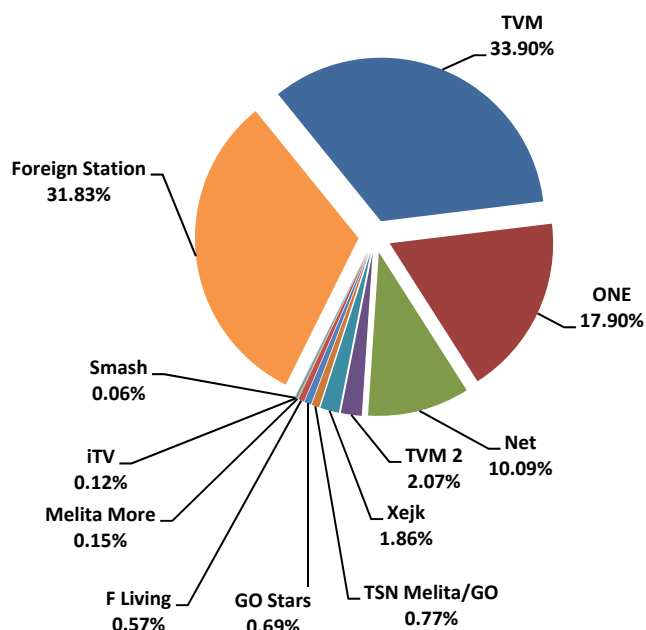
The viewing of a foreign television station was highest amongst 21-30 year olds [45.57%] while the lowest was that amongst the 71+ year olds [28.59%].

Audience Reach by TV Station

	Ranking	Total [≈N] [rounded-up]	Total %	Gender		Age Group					District					
				Males	Females	12-20	21-30	31-50	51-70	71+	South Harbour	North Harbour	South Eastern	Western District	Northern District	Gozo & Comino
TVM	[1]	120,000	33.90	33.90	34.76	32.95	34.59	42.93	35.81	33.12	31.26	30.71	34.50	37.59	29.65	37.48
ONE	[3]	63,000	17.90	17.90	17.75	18.07	8.53	11.96	12.37	24.83	21.05	20.65	16.63	19.55	23.12	14.21
Net	[4]	36,000	10.09	10.09	9.73	10.48	2.04	6.05	7.32	10.50	15.38	9.58	9.90	7.98	11.28	12.00
TVM 2	[5]	8,000	2.07	2.07	3.15	0.87	2.42		3.13	1.81	1.71	1.62	1.32	2.06	2.69	2.39
Xejk	[6]	7,000	1.86	1.86	2.05	1.65	0.98	3.12	0.35	0.81	3.85	1.57	2.09	1.21	0.49	2.74
TSN Melita/GO	[7]	3,000	0.77	0.77	1.46		4.43		1.02			0.68	0.70	0.84		1.83
GO Stars	[8]	3,000	0.69	0.69	0.81	0.56	1.44		1.09	0.33	0.52	0.47	0.76		1.98	0.51
F Living	[9]	3,000	0.57	0.57	0.14	1.04			0.33		1.48	0.74	0.46		1.50	0.48
Melita More	[10]	1,000	0.15	0.15	0.16	0.14					0.45	0.47				0.39
iTV	[11]	1,000	0.12	0.12	0.24			2.17								0.75
Smash	[12]	1,000	0.06	0.06		0.14					0.19					0.39
Foreign Stations	[2]	112,000	31.83	31.83	29.76	34.11	45.57	33.75	38.58	28.59	24.10	33.51	33.63	30.78	29.29	26.82
Total %				100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Based on TV Viewers excluding all those who could not identify a station and/or could not remember which station.

Audience Reach by Station - July 2019
[irrespective of time spent]



The below table compares audience reach by ranking for this period (July 2019), with the previous assessment period (March 2019), and with the same period last year (July 2018). As from October 2018 both Melita plc. and GO.plc have agreed to broadcast the same sports programmes on their respective channels TSN-1 to TSN-8.

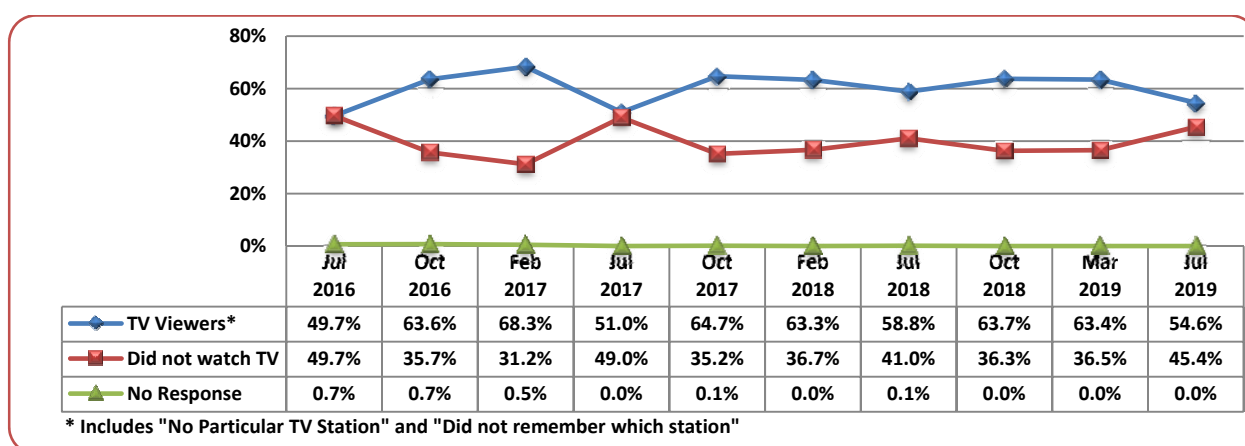
Comparative Reach

	July 2019				March 2019				July 2018		
	Ranking	Rounded up	Total %		Ranking	Rounded up	Total %		Ranking	Rounded up	Total %
TVM	[1]	120,000	33.90	TVM	[1]	143,000	33.35	TVM	[2]	104,000	29.91
ONE	[3]	63,000	17.90	ONE	[3]	79,000	18.41	ONE	[3]	52,000	14.85
Net	[4]	36,000	10.09	Net	[4]	34,000	7.88	NET TV	[5]	29,000	8.24
TVM 2	[5]	8,000	2.07	TVM 2	[5]	17,000	3.94	TVM 2	[4]	43,000	12.21
Xejk	[6]	7,000	1.86	Xejk	[7]	5,000	0.98	Xejk	[6]	7,000	1.75
TSN Melita/GO	[7]	3,000	0.77	TSN Melita/GO	[6]	9,000	2.05				
GO Stars	[8]	3,000	0.69	GO Stars	[10]	2,000	0.28	GO Sports	[9]	1,000	0.22
								GO Stars	[10]	1,000	0.21
F Living	[9]	3,000	0.57	F Living	[9]	2,000	0.30	F Living	[7]	4,000	1.07
Melita More	[10]	1,000	0.15	Melita More	[11]	1,000	0.14				
iTV	[11]	1,000	0.12	iTV	[13]	1,000	0.07	iTV	[11]	1,000	0.06
Smash	[12]	1,000	0.06	Smash	[8]	2,000	0.35	Smash	[8]	2,000	0.43
				Parliament TV	[12]	1,000	0.08				
Foreign Station	[2]	112,000	31.83	Foreign Station	[2]	138,000	32.16	Foreign Station	[1]	108,000	31.04
			100.0				100.0				100.0

TV stations followed

Respondents were asked which television station/s they had followed the day before the interview. Irrespective of the amount of time which each respondent had spent following any particular station, as much as 241,200 persons (aged 12 years and over) follow television regularly - 54.6%.

Compared to previous data, there was a significant decrease of 8.8% of viewers over the previous assessment period of March 2019 and a decrease of 4.2% over a similar period last year (July 2018 – 58.8%).



How many followed TV?

	Total N	Yes ^[1] N	No N	No Ans. N	Total %	Yes ^[1] %	No %	No Ans. %
Population								
[+12 years]	442,187	241,284	200,728	174	100.00	54.57	45.39	0.04
Gender								
Males	225,513	125,542	99,971		100.00	55.67	44.33	
Females	216,674	115,743	100,757	174	100.00	53.42	46.50	0.08
	442,187	241,284	200,728	174				
Age group								
12-20	70,133	32,178	37,955		100.00	45.88	54.12	
21-30	44,097	16,753	27,344		100.00	37.99	62.01	
31-50	148,348	65,950	82,398		100.00	44.46	55.54	
51-70	85,261	55,428	29,833		100.00	65.01	34.99	
71+	94,349	70,976	23,198	174	100.00	75.23	24.59	0.18
	442,187	241,284	200,728	174				
South Harbour	74,635	42,077	32,558		100.00	56.38	43.62	
North Harbour	144,540	79,901	64,639		100.00	55.28	44.72	
South Eastern	63,968	35,659	28,135	174	100.00	55.74	43.98	0.27
Western	55,314	33,284	22,030		100.00	60.17	39.83	
Northern	73,553	36,681	36,872		100.00	49.87	50.13	
Gozo & Comino	30,177	13,683	16,494		100.00	45.34	54.66	
	442,187	241,284	200,728	174				

^[1] Includes those who "did not remember which station they followed" [2.7%; ≈ 12,100] and those who "did not follow any particular tv station" [1.9%; ≈ 8,200].

TV stations' audiences

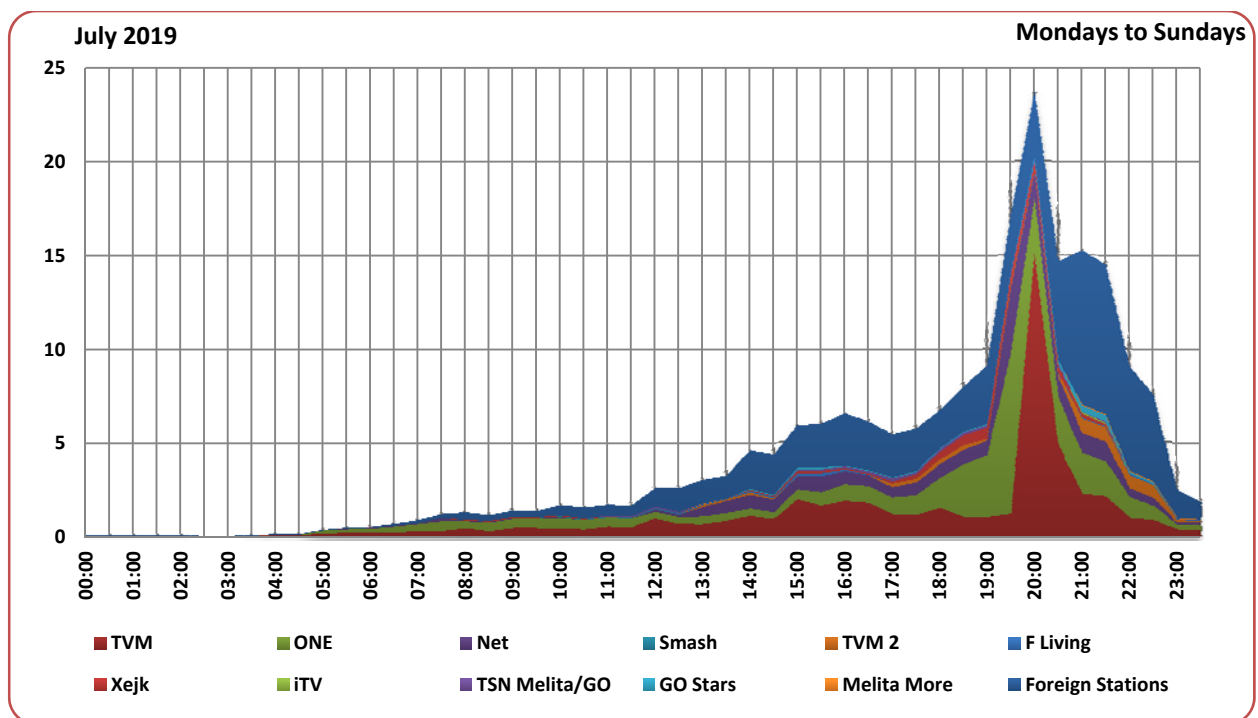
TV respondents were asked to indicate which television station they had followed the day before the interview and for how long. Each participant could name up to three stations and indicate three different time-periods for each station during which they had followed that particular station.

The focus of this section is not only on how many viewers each station could attract, but also for how long each station was followed by each viewer. Thus, the basis of this section are the audiences for each station multiplied by the number of half-hour slots during which each viewer was following that particular station.

TV Audience Shares by Half-Hour Slots

Audiences were not registered for all the half-hour slots. Audiences throughout the day started picking up slowly at 8:00am with 1.269% rising gradually to 2.548% by noon. Audiences then peaked up to 6.553% at 4:00pm and rose to 6.703% at 6:00pm. Audiences rose sharply from those at 7:00pm [9.087%] to 23.723% at 8:00pm where the average highest audiences were reached. Audiences were generally maintained but peaked to 15.2528% by 9:00pm; falling to 9.056% at 10:00pm; and further to 2.451% at 11:00pm. Night-time viewing until 1:30am was minimal.

The following figure maps in detail the total daily audience shares for TV stations cumulative by half-hour slots:



Average Audiences

The first analysis is that of calculating the average audience share of each TV station for each week-day. This is the average of all the audiences for each particular station by half-hour slot.

Taking the total average over a whole week [Monday to Sunday and *excluding* foreign stations], TVM attracted the largest average amount of viewers [1.298%] followed by ONE [1.213%] and Net TV [0.562%].

TVM had its highest average amongst all local stations for all the weekdays except for Sundays. Its highest average was that on Fridays [1.298%] followed by that of Mondays [1.298%]; Saturdays

[1.154%]; Tuesdays [1.055%]; Wednesdays [0.802%]; and Thursdays [0.749%].

ONE had the highest average amongst all local stations on Sundays [1.063%] while its highest was that for Mondays [1.213%].

The highest average of Net TV was also on Mondays [0.562%].

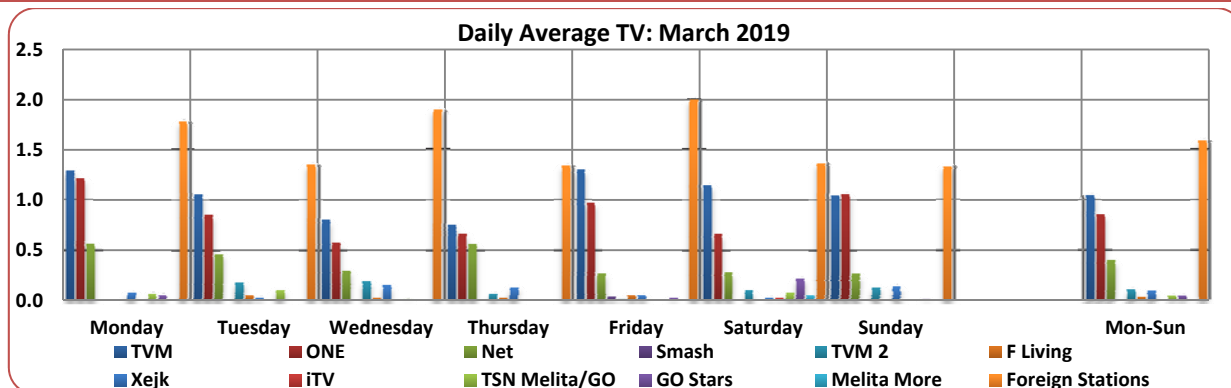
The highest overall percentage average viewers [Monday to Sunday] were attained by Foreign Stations with the highest total weekly average of 2.005% while the highest daily average of viewing of a foreign station was that of Fridays with 2.005%.

Percentage [%] Average TV Audiences by Weekday and By Station

	TVM	ONE	NET TV	Smash	TVM 2	F Living	Xejk	iTV	TSN Melita/GO	GO Stars	Melita More	Highest	Foreign Stations
Monday	1.295	1.213	0.562				0.076		0.069	0.051	0.005	1.295	1.790
Tuesday	1.055	0.852	0.466		0.186	0.054	0.026		0.109			1.055	1.352
Wednesday	0.802	0.582	0.301		0.189	0.027	0.150		0.009			0.802	1.906
Thursday	0.749	0.665	0.559		0.069	0.033	0.135					0.749	1.340
Friday	1.298	0.972	0.270	0.039	0.021	0.059	0.052			0.022		1.298	2.005
Saturday	1.154	0.661	0.280		0.099		0.026	0.025	0.075	0.219	0.050	1.154	1.371
Sunday	1.054	1.063	0.265		0.133		0.142			0.017		1.063	1.333
Mon-Sun	1.051	0.855	0.392	0.005	0.103	0.025	0.088	0.003	0.039	0.041	0.007	1.051	1.595
Highest	1.298	1.213	0.562	0.039	0.189	0.059	0.150	0.025	0.109	0.219	0.050	---	2.005

Average [N] TV Audiences by Weekday and By Station

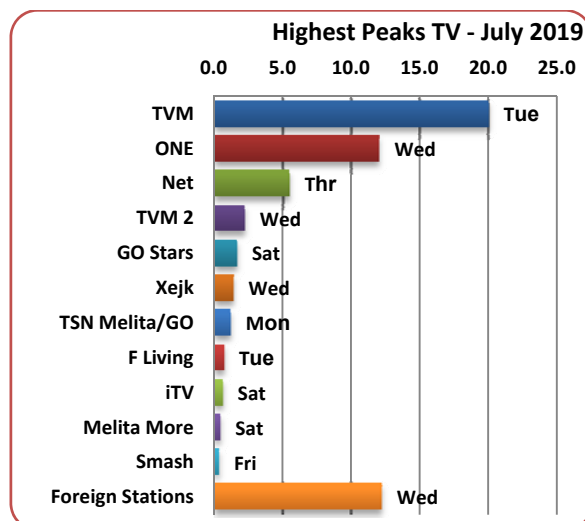
	TVM	ONE	NET TV	Smash	TVM 2	F Living	Xejk	iTV	TSN Melita/GO	GO Stars	Melita More	Highest	Foreign Stations
Monday	7,550	7,073	3,279				443		400	297	31	7,550	10,439
Tuesday	5,965	4,815	2,638		1,054	303	147		616			5,965	7,644
Wednesday	4,954	3,595	1,861		1,168	168	928		58			4,954	11,781
Thursday	4,382	3,891	3,274		403	196	790					4,382	7,844
Friday	7,258	5,437	1,509	217	115	332	290			123		7,258	11,215
Saturday	6,094	3,492	1,476		521		137	132	396	1,157	266	6,094	7,242
Sunday	5,798	5,849	1,455		733		782			95		5,849	7,335
Mon-Sun	6,002	4,880	2,238	28	586	144	500	18	223	234	42	6,002	9,106
Highest	7,550	7,073	3,279	217	1,168	332	928	132	616	1,157	266	---	11,781



Peak Audiences by Station

Another indication of a TV station's popularity with its audiences is its highest amount of audiences obtained at any particular half-hour slot of each weekday.

TVM had the highest peaks amongst all stations for all the weekdays from Monday to Sunday and *exceeded* those of Foreign Stations. The highest peak attained by TVM was on Tuesdays [19.982%] followed by that on Wednesdays with 15.811% and Fridays [14.964%]; while its lowest was that for Sundays with 11.882%. ONE had its highest peak on Wednesdays with 11.998%, while the highest peak of Net TV was on Thursdays with 5.459%.



Percentage [%] Highest Peaks by TV Station by Weekday

	TVM	ONE	NET TV	Smash	TVM 2	F Living	Xejk	iTV	TSN Melita i/o	GO Stars	Melita More	Highest	Foreign Stations
Monday	14.860	10.987	4.004				0.594		1.162	0.611	0.253	14.860	9.916
Tuesday	19.982	8.775	4.967		1.634	0.257	0.531		0.871			19.982	7.072
Wednesday	15.811	11.998	3.254		2.180	0.519	1.361		0.448			15.811	12.183
Thursday	13.013	8.258	5.459		0.744	0.330	1.114					13.013	7.651
Friday	14.964	5.001	1.899	0.311	0.330	0.677	0.418			0.530		14.964	7.890
Saturday	13.558	4.383	2.364		0.723		0.415	0.600	0.600	1.627	0.403	13.558	7.658
Sunday	11.882	8.729	2.749		1.598		0.989			0.413		11.882	5.651
Highest	19.982	11.998	5.459	0.311	2.180	0.677	1.361	0.600	1.162	1.627	0.403	---	12.183

Highest Peaks [N] by TV Station by Weekday

	TVM	ONE	NET TV	Smash	TVM 2	F Living	Xejk	iTV	TSN Melita i/o	GO Stars	Melita More	Highest	Foreign Stations
Monday	86,654	64,066	23,349				3,465		6,779	3,566	1,477	86,654	57,824
Tuesday	112,981	49,613	28,084		9,238	1,455	3,000		4,927			112,981	39,984
Wednesday	97,722	74,151	20,113		13,475	3,207	8,410		2,770			97,722	75,298
Thursday	76,177	48,344	31,958		4,355	1,934	6,523					76,177	44,790
Friday	83,694	27,971	10,619	1,738	1,846	3,786	2,341			2,963		83,694	44,128
Saturday	71,601	23,148	12,484		3,816		2,190	3,167	3,167	8,593	2,130	71,601	40,444
Sunday	65,359	48,019	15,125		8,793		5,442			2,273		65,359	31,087
Highest	112,981	74,151	31,958	1,738	13,475	3,786	8,410	3,167	6,779	8,593	2,130	---	75,298

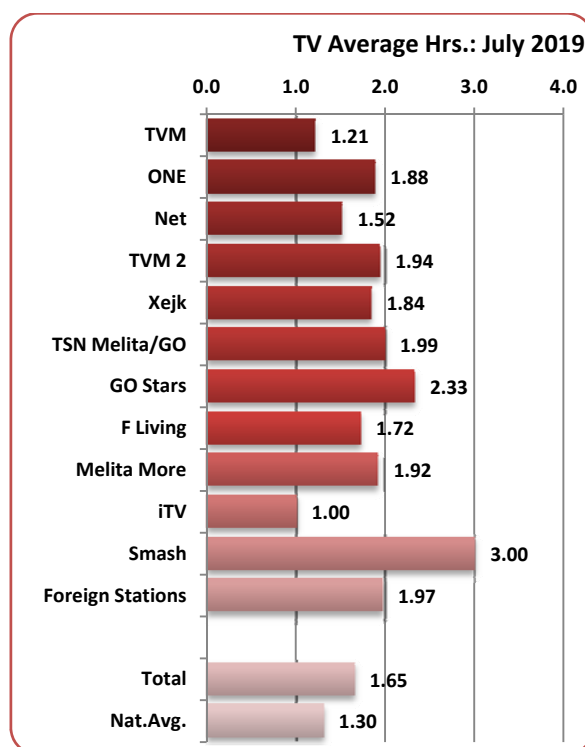
Daily Average Hours of TV consumption

This average gives the amount of time that each viewer has spent following each TV station. This is derived from the total number of hours that consumers watched television divided by the total number of viewers of each broadcasting station.

This average is susceptible to outliers especially where broadcasting stations have registered a small amount of viewers who logged on to that particular station for a long time. However this average gives an indication of viewing patterns amongst the population.

Of the local stations, while TVM attracted the highest number of viewers [33.90%] followed by ONE [17.90%], the time spent on average by both TVM and ONE viewers was at 1.21hrs and 1.88hrs respectively. Those following a foreign station spent an average of 1.97hrs.

On average the stations which managed to maintain their audiences for the longest time were GO Stars [2.33hrs] ; TSN Melita/GO [1.99hrs] and TVM2 [1.94hrs].

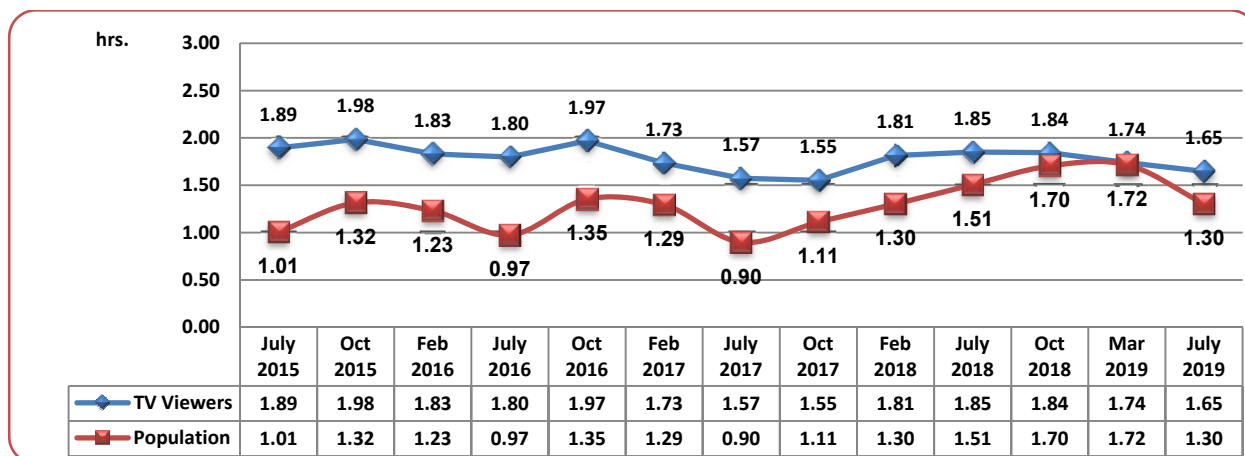


Average Hours by Station and Audiences by Gender, by Age Group, and by district

	Total N [Rounded Up]	Avg. Hrs	Gender %		Age Group %					District %					
			Males	Females	12-20	21-30	31-50	51-70	71+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
TVM	120,000	1.21	34.93	32.93	47.93	54.78	43.46	39.06	38.35	30.71	34.54	37.72	29.65	37.82	31.84
ONE	63,000	1.88	17.68	17.90	1.45	11.30	11.35	27.33	24.22	20.65	16.76	19.25	23.12	13.44	10.63
Net	36,000	1.52	9.78	10.53	1.51		4.14	6.98	13.77	9.58	9.98	8.01	11.28	12.11	9.26
Smash	1,000	3.00		0.14											0.39
TVM 2	8,000	1.94	3.17	0.87	3.36		3.89	1.37	0.98	1.62	1.33	2.06	2.69	2.42	5.07
F Living	3,000	1.72	0.14	1.05			0.46		0.78	0.74	0.47		1.50	0.49	
Xejk	7,000	1.84	2.06	1.65			0.50	0.77	3.79	1.57	2.11	1.21	0.49	2.77	3.69
iTV	1,000	1.00	0.24												0.76
TSN Melita/GO	3,000	1.99	1.47		6.14		0.72			0.68	0.71	0.84			1.85
GO Stars	3,000	2.33	0.81	0.56			1.51	0.58	0.48	0.47	0.76		1.98	0.51	
Melita More	1,000	1.92	0.16	0.14					0.47	0.47					0.39
Foreign Station	112,000	1.97													
			29.57	34.25	39.60	33.92	33.96	23.91	17.16	33.51	33.35	30.90	29.29	27.06	39.50
			100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

The average number of hours over all TV viewers amounts to 1.65hrs per viewer. This was 5'24" minutes less than that registered at the previous assessment in March 2019 [1.74hrs] and 12 minutes lower than that of July 2018 [1.81hrs].

Over the whole of the population aged 12 years and over, average viewing was at 1.30hrs which was 25'12" lower than at the previous assessment of March 2019 [1.72hrs] and 12'36" lower than that July 2018 [1.51hrs].



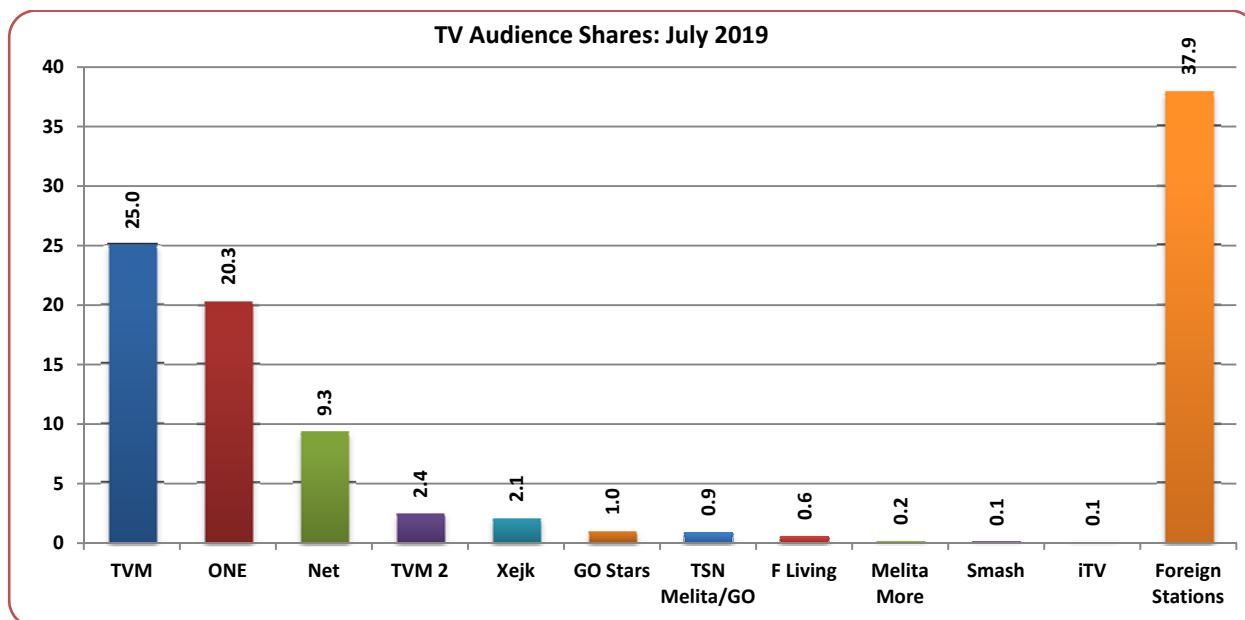
TV Stations Audience Share

Taking all the audiences for all the weekdays, the daily average TV's audience share attained by each broadcasting station is shown in the figure below.

This shows the percentage of air-time that viewers followed each particular television station.

Excluding all those watching foreign stations [37.9%] TVM ranked first with 25.0%; followed by ONE with 20.3%; and Net TV with 9.3%.

TV viewers watching foreign stations did so for an average of 1.97hrs while viewers watching TVM did so for an average of 1.21 hrs.



Favourite TV Programme Genres

Respondents were asked what type of programmes they like to watch on local television stations. A list of eleven categories was read out by the interviewers and respondents declared their preference.

Out of all the responses Local & Foreign News were the most favourite programme genre [23.0%]; local Drama programmes ranked second [14.3%]; while Discussion & Current Affairs programmes ranked third [10.4%]. Documentary programmes ranked fourth [9.9%] followed by Cultural/ Educational programmes [8.9%]. The other categories named by respondents were as follows:

Sports	–	8.5%
Light Entertainment/Comedy/Games	–	7.4%
Music Videos	–	6.8%
Religious	–	5.0%
Teleshopping	–	3.1%
Children's	–	2.7%

The results for each programme genre were compared to population demographics [total population aged 12 and over = 442,187].

Analysed by gender, male preferences exceeded female preferences mostly for sports programmes [M:37.5%; F:12.4%] – a difference of 25.1%; followed by Documentaries [M:34.8%; F: 23.4%] – a difference of 11.5%. Preferences slightly differed between males and females for Local & Foreign News [M:70.3%; F:66.2% - $\pm 4.0\%$]; Discussion & Current Affairs [M:30.4%; F:31.7% - $\pm 1.3\%$]; Music Videos

[M:20.2%; F:20.4% - $\pm 0.2\%$]; and Cultural/Educational programmes [M:25.58%; F:27.1% - $\pm 1.3\%$].

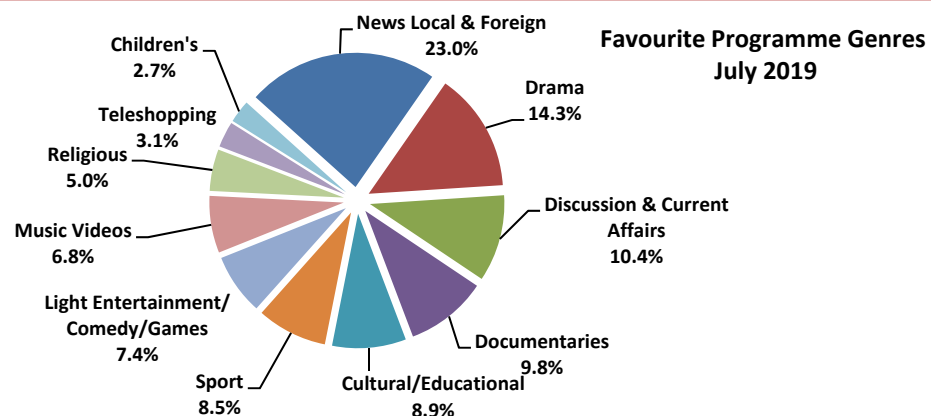
Female preferences exceed male preference for Drama by 16.5% [F:50.9%; M:34.4%]; Teleshopping by 13.3% [F:18.3%; M: 5.1%]; Religious programmes by 8.0% [F:19.0%; M:11.0%]; and Light Entertainment by 9.5% [F:26.7%; M: 17.2%].

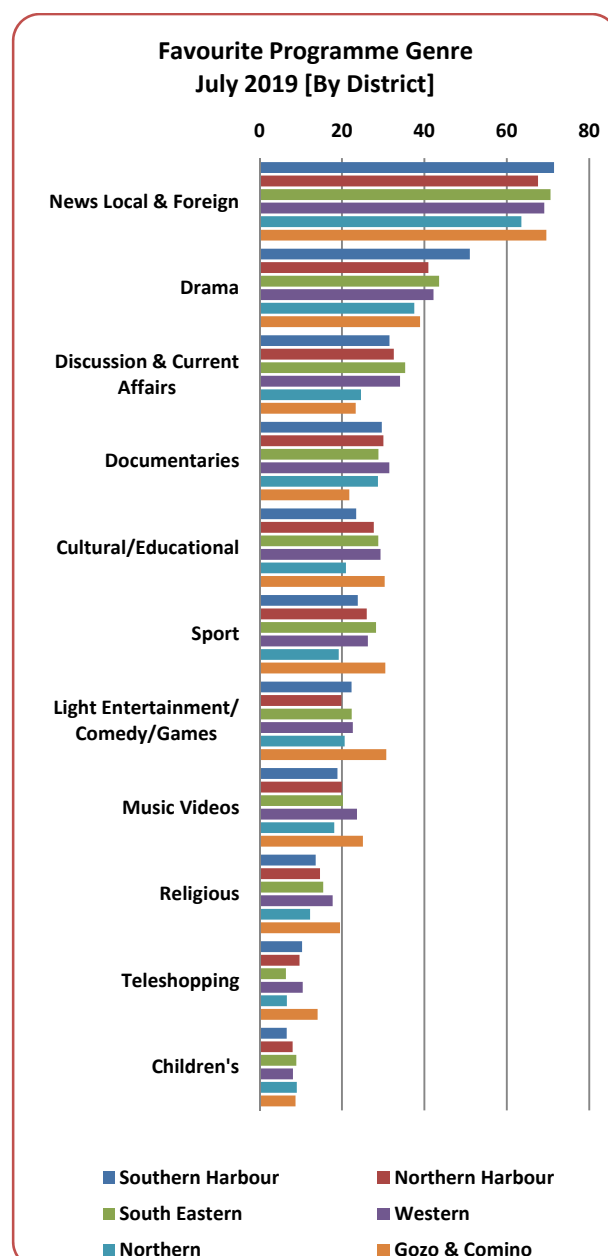
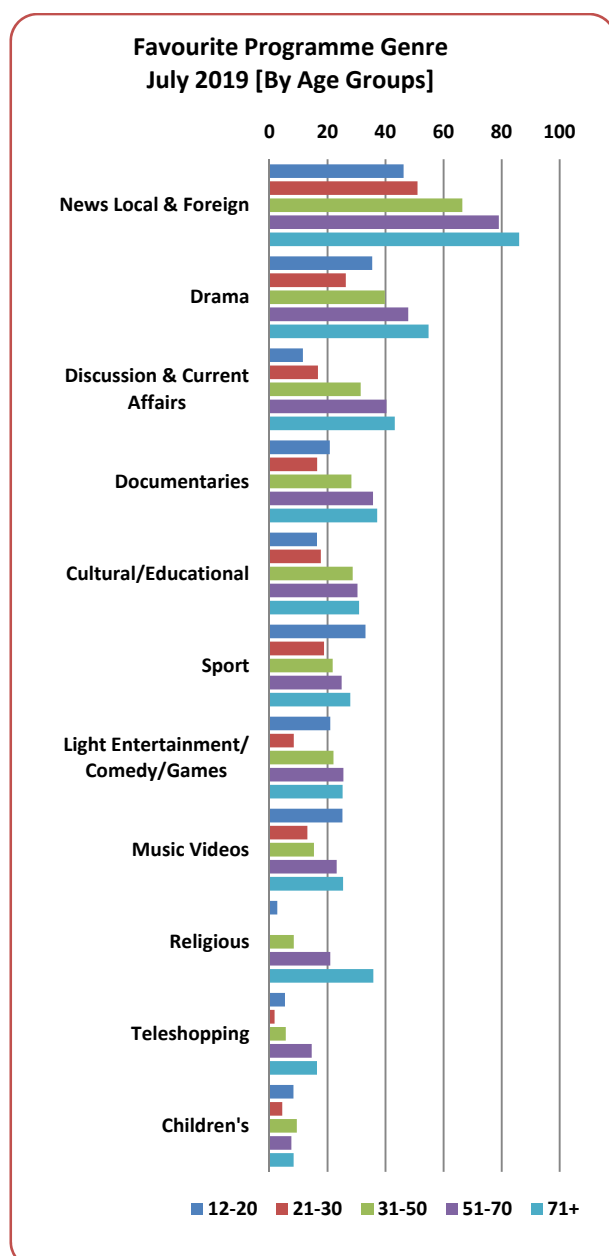
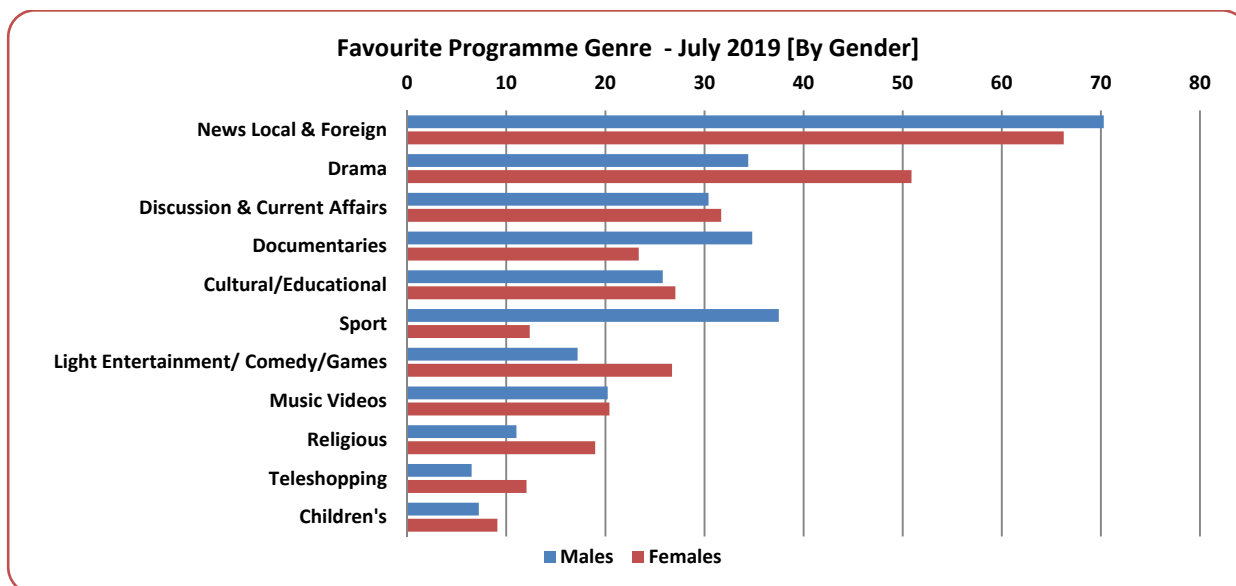
Analysed by age-groups, Local & Foreign News and Drama programmes ranked first and second amongst all the age groups. The preference for News increase with age from 46.2% for 12-20 year olds to 86.0% of all 71+ year olds. The preference for drama increased from 35.4% for 12-20 year olds to 54.8% for all 71+ year olds – although the preference of 21-30 year olds was the lowest at 26.3% for the programme genre.

Discussion & Current Affairs programmes were the third most preferred programme genre for all those over 30 years old while Documentaries were the fourth most preferred for all those over 50 years old.

For all 12-20 year olds, the third preferred genre was Music Videos [25.1%] followed by Light Entertainment [21.0%]. For all 21-30 year olds, the third most preferred were Sport programmes [18.8%] followed by Cultural/Educational programmes [17.7%].

Analysed by districts, overall the same ranking in preferences prevail.





Favourite Programme Genres

	Total [N]	Ranking	Males	Females	12-20	21-30	31-50	51-70	71+	South Harbour	North Harbour	South Eastern	Western District	Northern District	Gozo & Comino
News Local & Foreign	302,059	[1]	158,520	143,540	32,418	22,491	98,609	67,376	81,166	53,334	97,647	45,149	38,205	46,723	21,001
Drama	187,875	[2]	77,600	110,275	24,827	11,609	58,971	40,767	51,701	38,066	59,209	27,876	23,353	27,617	11,754
Discussion & Current Affairs	137,233	[3]	68,590	68,643	8,069	7,382	46,629	34,391	40,763	23,541	47,089	22,603	18,865	18,096	7,039
Cultural/Educational	129,137	[4]	78,516	50,621	14,583	7,243	41,874	30,430	35,008	22,141	43,415	18,461	17,406	21,139	6,576
Sport	116,817	[5]	58,158	58,660	11,483	7,799	42,526	25,849	29,160	17,492	40,077	18,419	16,236	15,434	9,159
Documentaries	111,348	[6]	84,552	26,796	23,214	8,292	32,353	21,214	26,274	17,793	37,613	18,075	14,531	14,125	9,212
Light Entertainment/ Comedy/Games	96,667	[7]	38,770	57,897	14,701	3,709	32,716	21,737	23,804	16,651	28,723	14,306	12,518	15,188	9,282
Music Videos	89,860	[8]	45,635	44,225	17,633	5,770	22,751	19,752	23,954	14,111	28,835	12,936	13,071	13,336	7,571
Religious	65,980	[9]	24,864	41,117	1,908	0	12,425	17,859	33,788	10,182	21,189	9,890	9,808	9,018	5,895
Teleshopping	40,776	[10]	14,682	26,094	3,753	785	8,372	12,410	15,456	7,717	14,000	4,099	5,806	4,896	4,258
Children's	36,035	[11]	16,320	19,716	5,799	1,946	13,982	6,425	7,883	4,929	11,608	5,721	4,498	6,642	2,638
Total Responses [n]	1,313,788		666,206	647,582	158,388	77,026	411,207	298,210	368,957	225,956	429,406	197,533	174,297	192,214	94,383
	%		%	%	%	%	%	%	%	%	%	%	%	%	%
News Local & Foreign	23.0	[1]	23.8	22.2	20.5	29.2	24.0	22.6	22.0	23.6	22.7	22.9	21.9	24.3	22.3
Drama	14.3	[2]	11.6	17.0	15.7	15.1	14.3	13.7	14.0	16.8	13.8	14.1	13.4	14.4	12.5
Discussion & Current Affairs	10.4	[3]	10.3	10.6	5.1	9.6	11.3	11.5	11.0	10.4	11.0	11.4	10.8	9.4	7.5
Cultural/Educational	9.8	[4]	11.8	7.8	9.2	9.4	10.2	10.2	9.5	9.8	10.1	9.3	10.0	11.0	7.0
Sport	8.9	[5]	8.7	9.1	7.3	10.1	10.3	8.7	7.9	7.7	9.3	9.3	9.3	8.0	9.7
Documentaries	8.5	[6]	12.7	4.1	14.7	10.8	7.9	7.1	7.1	7.9	8.8	9.2	8.3	7.3	9.8
Light Entertainment/ Comedy/Games	7.4	[7]	5.8	8.9	9.3	4.8	8.0	7.3	6.5	7.4	6.7	7.2	7.2	7.9	9.8
Music Videos	6.8	[8]	6.8	6.8	11.1	7.5	5.5	6.6	6.5	6.2	6.7	6.5	7.5	6.9	8.0
Religious	5.0	[9]	3.7	6.3	1.2	0.0	3.0	6.0	9.2	4.5	4.9	5.0	5.6	4.7	6.2
Teleshopping	3.1	[10]	2.2	4.0	2.4	1.0	2.0	4.2	4.2	3.4	3.3	2.1	3.3	2.5	4.5
Children's	2.7	[11]	2.4	3.0	3.7	2.5	3.4	2.2	2.1	2.2	2.7	2.9	2.6	3.5	2.8
% of Total Responses	100%		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	Total	Ranking	Males	Females	12-20	21-30	31-50	51-70	71+	South Harbour	North Harbour	South Eastern	Western District	Northern District	Gozo & Comino
Total Population [N]	442,187		225,513	216,674	70,133	44,097	148,348	85,261	94,349	74,635	144,540	63,968	55,314	73,553	30,177
	%		%	%	%	%	%	%	%	%	%	%	%	%	%
News Local & Foreign	68.3	[1]	70.3	66.2	46.2	51.0	66.5	79.0	86.0	71.5	67.6	70.6	69.1	63.5	69.6
Drama	42.5	[2]	34.4	50.9	35.4	26.3	39.8	47.8	54.8	51.0	41.0	43.6	42.2	37.5	38.9
Discussion & Current Affairs	31.0	[3]	30.4	31.7	11.5	16.7	31.4	40.3	43.2	31.5	32.6	35.3	34.1	24.6	23.3
Cultural/Educational	29.2	[4]	34.8	23.4	20.8	16.4	28.2	35.7	37.1	29.7	30.0	28.9	31.5	28.7	21.8
Sport	26.4	[5]	25.8	27.1	16.4	17.7	28.7	30.3	30.9	23.4	27.7	28.8	29.4	21.0	30.4
Documentaries	25.2	[6]	37.5	12.4	33.1	18.8	21.8	24.9	27.8	23.8	26.0	28.3	26.3	19.2	30.5
Light Entertainment/ Comedy/Games	21.9	[7]	17.2	26.7	21.0	8.4	22.1	25.5	25.2	22.3	19.9	22.4	22.6	20.6	30.8
Music Videos	20.3	[8]	20.2	20.4	25.1	13.1	15.3	23.2	25.4	18.9	19.9	20.2	23.6	18.1	25.1
Religious	14.9	[9]	11.0	19.0	2.7	0.0	8.4	20.9	35.8	13.6	14.7	15.5	17.7	12.3	19.5
Teleshopping	9.2	[10]	6.5	12.0	5.4	1.8	5.6	14.6	16.4	10.3	9.7	6.4	10.5	6.7	14.1
Children's	8.1	[11]	7.2	9.1	8.3	4.4	9.4	7.5	8.4	6.6	8.0	8.9	8.1	9.0	8.7
% of Total Population	297.1		295.4	298.9	225.8	174.7	277.2	349.8	391.1	302.7	297.1	308.8	315.1	261.3	312.8

RADIO

During this assessment period the Authority approved the change of name of “RTK” to “103”.

Most followed Radio station

Respondents were given the possibility of naming up to three radio stations which they had listened to the day before. Out of a total of 1,240 respondents, 93 listeners named a second station while another 14 respondents named a third radio station. In general

radio listeners tend to follow one particular radio station.

All these responses were analyzed by broadcasting station and by demographics - see table below:

Audience Reach by Radio Station

	Ranking	Total [≈N] [rounded-up]	Total %	Gender		Age Group					District					
				Males	Females	12-20	21-30	31-50	51-70	71+	South Harbour	North Harbour	South Eastern	Western District	Northern District	Gozo & Comino
89.7 Bay	[1]	64,000	25.92	28.04	23.57	75.70	42.74	35.98	8.80	0.52	20.83	25.02	29.89	28.65	29.20	17.15
ONE Radio	[2]	41,000	16.47	16.13	16.85	7.89	4.54	8.08	28.78	27.84	23.78	14.88	14.37	21.47	10.80	15.07
Radju Malta	[3]	29,000	11.61	11.49	11.74	2.45	5.86	8.26	15.75	19.12	9.62	12.48	9.41	14.66	9.47	22.64
Vibe FM	[4]	25,000	9.92	10.41	9.38	8.86	26.35	16.20	1.04		6.62	10.92	13.78	7.78	11.61	
Calypso Radio	[5]	20,000	7.85	8.85	6.74	3.24	2.36	2.86	20.42	9.07	9.05	4.42	7.41	10.69	10.72	10.27
Radju Marija	[6]	14,000	5.62	3.00	8.53			1.52	5.47	16.97	9.36	5.26	4.70	3.29	4.74	6.30
X FM	[7]	11,000	4.38	5.60	3.02	1.86	6.31	8.71	0.52	0.53	3.48	5.99	2.23	3.77	6.04	
103	[8]	11,000	4.14	3.48	4.88			1.24	5.94	10.63	3.96	5.34	4.89	0.82	4.17	2.10
Magic	[9]	10,000	3.81	2.54	5.23		6.70	6.38	3.19		3.19	4.89	4.35	2.21	4.02	
Net FM	[10]	10,000	3.81	3.33	4.34		2.21	0.94	4.94	9.51	6.28	3.52	3.47	4.51	2.59	
Smash Radio	[11]	6,000	2.41	2.26	2.57			6.30			1.52	1.05	3.94	1.32	1.33	17.13
Campus FM	[13]	3,000	2.16	2.79	1.47			2.50	2.99	2.58	0.67	2.67	1.57	0.82	4.08	3.03
Radju Malta 2	[15]	1,000	0.60		1.26			0.58	0.96	0.78	0.00	1.04			0.00	6.30
Community Stations	[14]	2,000	0.94	1.41	0.41		2.93	0.46	0.61	1.38	0.97	2.14			0.53	
Foreign Station	[12]	6,000	0.36	0.69					0.59	1.05	0.67	0.39			0.70	
Total %			100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Based on Radio Listeners excluding all those who could not identify a station and/or could not remember which station.

Five stations were followed by respondents from all the age groups – 89.7Bay; ONE Radio, Radju Malta, Calypso Radio, and XFM.

89.7 Bay has attracted the largest amount of radio listeners [25.92%] with ≈64,000 listeners. This station was followed by ONE Radio with 16.47% of all listeners [≈41,000]; Radju Malta [11.61%; ≈29,000]; and Vibe FM with 9.92% [≈25,000].

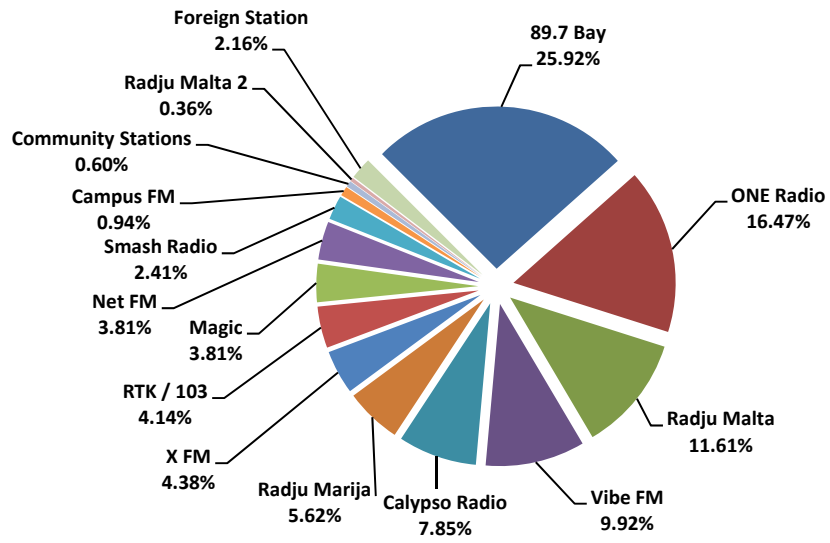
89.7 Bay was the most followed station by all those under fifty years old – with 75.7% of 12-20 year olds; 42.74% of all 21-30 year olds; and just more than a third [35.98%] of all 31-50 year olds following this station.

ONE Radio was the most followed station by all those over fifty years old – with just more than a quarter

[28.78%] of all 51-70 year olds and of all 71+ year olds [27.84%] following this station.

The highest group the followed Radju Malta were 71+ year olds [19.12%] followed by 51-70 year olds [15.75%]. On the other hand, the highest group following Vibe FM were 21-30 year olds [26.35%] followed by 31-50 year olds [16.2%].

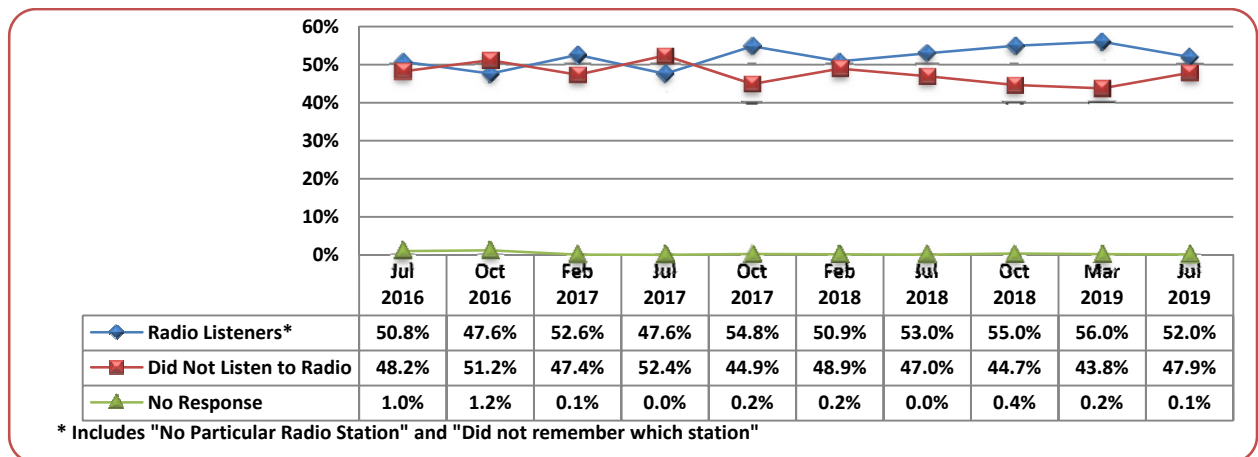
Audience Reach by Station - July 2019
[irrespective of time spent]



Amount of Radio listeners

Respondents were asked which radio station/s they had listened to the day before the interview. Irrespective of the amount of time which each respondent had spent listening to any particular radio station as well as irrespective of the number of radio stations they had followed the day before the interview, 230,000 persons (aged 12 years and over) listen to radio regularly. This is just above half the population – 52.0%.

Compared to previous data, there was a decrease of 4.0% of radio listeners over the previous assessment period of March 2018 and a decrease of 1.0% over that of a similar period last year (July 2018).



How many listened to radio?

	Total N	Yes ^[1] N	No N	No Ans. N	Total %	Yes %	No %	No Ans. %
Population								
[+12 years]	442,187	230,023	211,650	513	100	52.02	47.86	0.12
Gender								
Males	225,513	123,418	102,095		100	54.73	45.27	
Females	216,674	106,606	109,555	513	100	49.20	50.56	0.24
	442,187	230,023	211,650	513				
Age group								
12-20	70,133	18,509	51,624		100	26.39	73.61	
21-30	44,097	23,980	19,778	339	100	54.38	44.85	0.77
31-50	148,348	89,581	58,767		100	60.39	39.61	
51-70	85,261	45,347	39,914		100	53.19	46.81	
71+	94,349	52,606	41,568	174	100	55.76	44.06	0.18
	442,187	230,023	211,650	513				
South Harbour	74,635	38,233	36,402		100	51.23	48.77	
North Harbour	144,540	71,353	73,187		100	49.37	50.63	
South Eastern	63,968	39,367	24,427	174	100	61.54	38.19	0.27
Western	55,314	28,833	26,142	339	100	52.13	47.26	0.61
Northern	73,553	40,901	32,652		100	55.61	44.39	
Gozo & Comino	30,177	11,336	18,841		100	37.57	62.43	
	442,187	230,023	211,650	513				

^[1] Includes those who "did not remember which station they followed" [2.4%; ≈ 10,500] and those who "did not follow any particular radio station" [2.2%; ≈ 9,500].

Radio stations followed

Respondents were asked to indicate which station they had followed and for how long. Each participant could name up to three stations and indicate three different time-periods for each station during which they had followed that particular station.

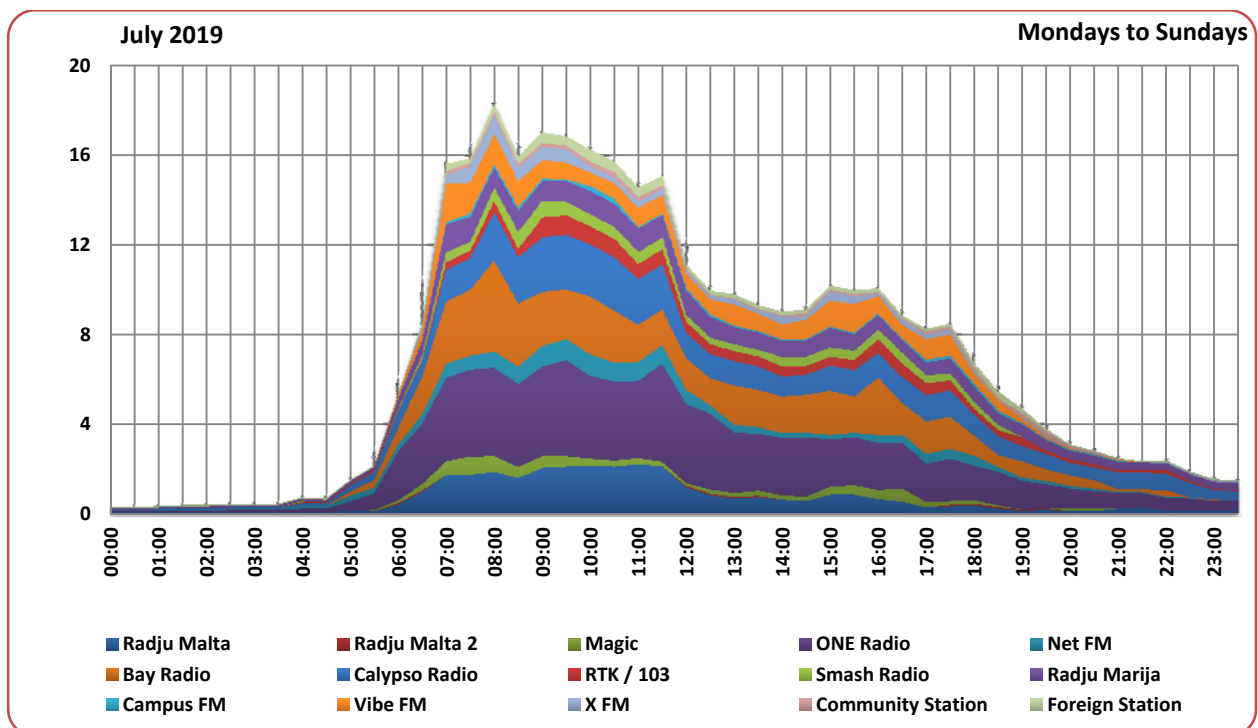
The focus of this section is not only on how many listeners each station could attract, but also for how long each station was able to maintain their audiences. Thus, the basis of the analysis are the audiences for each station multiplied by the number of half-hour slots during which they were following that particular station.

Radio Audience Shares by Half-hour Slots

Audiences were registered for *all* the half-hour slots. Before 6:00am audiences were minimal with an average of 0.67% per half hour slot.

Audiences increased from 5.35% at 6:00am to 15.61% at 7:00am; peaking again at 8:00am at 18.32% and again at 9:00am with 17.03% of potential listeners. This level of radio listening was maintained till 11:30am [15.09%]. Audiences rapidly decreased to 9.80% at 1:00pm and gradually decreasing after 1:00pm while slightly peaking to 10.18% at 3:00pm. Audiences then peaked again at 4:00pm [10.06%] and gradually decreased to 3.09% at 8:00pm. Night-time radio audiences after 10:30pm were less than 2.0% of the total population.

The following figure maps the total daily audience shares for radio stations cumulative at half-hour slots:



Average Audiences

The first analysis is that of calculating the average audience of each radio station for each week-day.

ONE Radio attained the highest total average amongst all stations [1.780%]; followed by 89.7 Bay [1.088%]; Calypso Radio [0.928%] and Radju Malta [0.661%].

ONE Radio had the highest average amongst all stations for the following weekdays: Monday to

Wednesday; Friday; and Sunday with that of Sunday (2.551%) being its highest percentage average.

89.7 Bay had the highest average amongst all stations on Thursday while that of Saturday [1.506] being its highest.

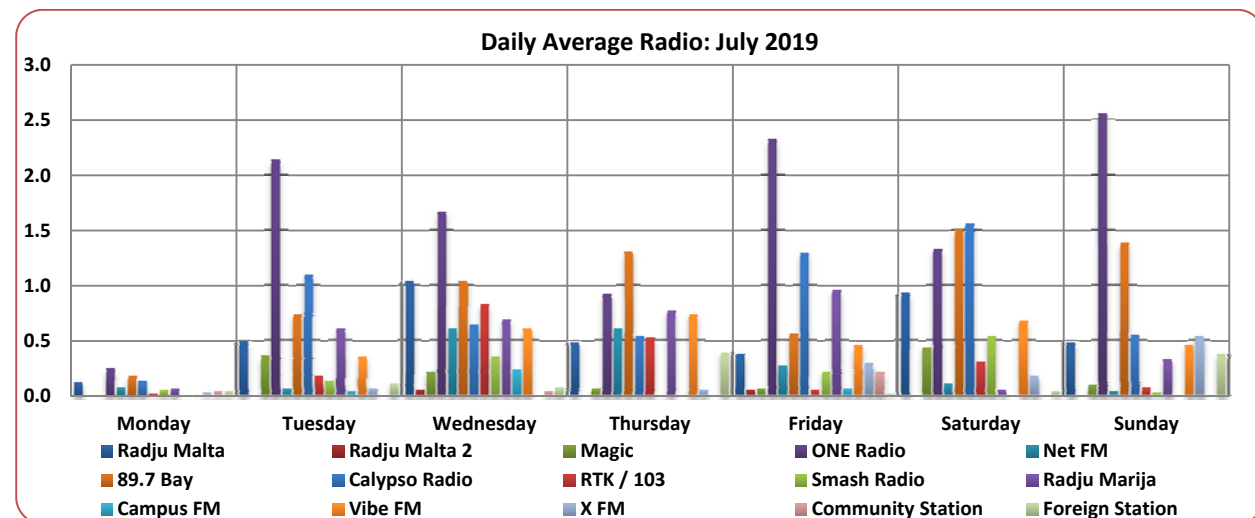
Calypso Radio had the highest average amongst all stations on Saturday [1.557%] being its highest for all the weekdays.

Percentage [%] Average Radio Audiences by Weekday and By Station

	Radju Malta	Radju Malta 2	Magic Malta	ONE Radio	Net FM	89.7 Bay	Calypso Radio	RTK / 103	Smash Radio	Radju Marija	Campus FM	Vibe FM	X FM	Community	Foreign	Highest
Monday	0.119		0.005	0.245	0.074	0.177	0.130	0.015	0.047	0.066	0.008	0.005	0.026	0.035	0.035	0.245
Tuesday	0.487		0.361	2.134	0.058	0.736	1.090	0.179	0.127	0.602	0.044	0.358	0.067		0.114	2.134
Wednesday	1.039	0.050	0.218	1.667	0.612	1.042	0.640	0.827	0.356	0.691	0.239	0.606		0.038	0.069	1.667
Thursday	0.482		0.062	0.917	0.606	1.301	0.543	0.524	0.012	0.773		0.734	0.052		0.393	1.301
Friday	0.376	0.050	0.069	2.320	0.276	0.557	1.297	0.047	0.214	0.955	0.064	0.452	0.292	0.216	0.020	2.320
Saturday	0.928		0.439	1.328	0.112	1.506	1.557	0.308	0.539	0.048		0.677	0.177		0.043	1.557
Sunday	0.486		0.098	2.551	0.041	1.384	0.553	0.071	0.026	0.329		0.460	0.538		0.377	2.551
Mon-Sun	0.661	0.014	0.185	1.780	0.318	1.088	0.928	0.299	0.228	0.549	0.060	0.466	0.176	0.070	0.175	1.780
Highest	1.039	0.050	0.439	2.551	0.612	1.506	1.557	0.827	0.539	0.955	0.239	0.734	0.538	0.216	0.393	---

Average [N] Radio Audiences by Weekday and By Station

	Radju Malta	Radju Malta 2	Magic Malta	ONE Radio	Net FM	89.7 Bay	Calypso Radio	RTK / 103	Smash Radio	Radju Marija	Campus FM	Vibe FM	X FM	Community	Foreign	Total
Monday	3,736		158	7,654	2,322	5,546	4,052	455	1,470	2,055	236	160	810	1,098	1,099	7,654
Tuesday	2,293		1,700	10,058	275	3,467	5,136	841	601	2,839	205	1,688	317		539	10,058
Wednesday	4,963	239	1,040	7,965	2,925	4,978	3,056	3,949	1,702	3,301	1,141	2,895		179	331	7,965
Thursday	2,351		302	4,477	2,956	6,353	2,650	2,556	57	3,775		3,582	255		1,920	6,353
Friday	1,837	244	335	11,327	1,349	2,721	6,332	228	1,046	4,662	313	2,208	1,428	1,053	98	11,327
Saturday	4,321		2,042	6,183	524	7,009	7,249	1,436	2,507	224		3,152	824		198	7,249
Sunday	2,286		463	12,002	192	6,510	2,602	336	122	1,549		2,164	2,529		1,772	12,002
Mon-Sun	3,156	69	884	8,503	1,520	5,197	4,432	1,430	1,091	2,621	286	2,228	839	332	834	8,503
Highest	4,963	244	2,042	12,002	2,956	7,009	7,249	3,949	2,507	4,662	1,141	3,582	2,529	1,098	1,920	---

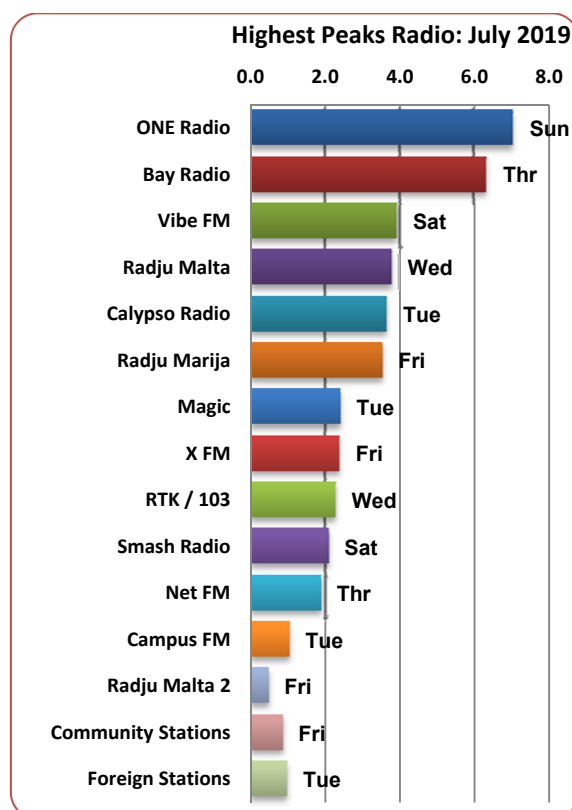


Peak Audiences

Another indication of a radio station's popularity with its audiences is its highest amount of audiences obtained at any particular half-hour slot of each weekday.

Taking the highest peak for each station, ONE Radio had the highest peak amongst all stations on four weekdays – Mondays: 0.969%; Wednesdays: 4.383%; Fridays: 5.714%; and Sundays: 7.049%. That of Sundays was ONE Radio's highest peak for the whole week.

Similarly 89.7 Bay. It had the highest peak of all stations on three week days: Tuesdays [4.794%]; Thursdays [6.337%]; and Saturdays [6.038%] with its highest on Thursdays.



Percentage [%] Highest Peaks by Radio Station by Weekday

%	Radju Malta	Radju Malta 2	Magic Malta	ONE Radio	Net FM	89.7 Bay	Calypso Radio	RTK / 103	Smash Radio	Radju Marija	Campus FM	Vibe FM	X FM	Community	Foreign	Highest
Mon	0.583		0.062	0.969	0.301	0.659	0.391	0.154	0.240	0.203	0.064	0.084	0.169	0.101	0.164	0.969
Tue	1.843		2.407	4.381	0.798	4.794	3.657	1.846	1.020	1.338	1.045	2.274	1.077		0.978	4.794
Wed	3.784	0.402	1.353	4.383	1.620	3.981	2.515	2.281	1.331	1.592	0.409	2.922		0.300	0.491	4.383
Thu	2.491		0.743	3.471	1.879	6.337	1.921	1.512	0.559	1.591		3.314	1.057		0.922	6.337
Fri	1.746	0.479	0.991	5.714	1.385	3.523	2.280	0.466	0.894	3.529	0.679	2.777	2.388	0.860	0.479	5.714
Sat	2.926		2.244	3.895	0.371	6.038	3.367	0.871	2.088	0.467		3.923	1.252		0.680	6.038
Sun	2.353		0.883	7.049	0.489	5.036	1.478	0.855	0.624	1.234		2.119	2.024		0.522	7.049
Highest	3.784	0.479	2.407	7.049	1.879	6.337	3.657	2.281	2.088	3.529	1.045	3.923	2.388	0.860	0.978	---

Highest Peaks [N] by Radio Station by Weekday

[N]	Radju Malta	Radju Malta 2	Magic Malta	ONE Radio	Net FM	89.7 Bay	Calypso Radio	RTK / 103	Smash Radio	Radju Marija	Campus FM	Vibe FM	X FM	Community	Foreign	Highest
Mon	18,220		1,934	30,300	9,427	20,599	12,215	4,808	7,496	6,339	1,988	2,639	5,294	3,152	5,134	30,300
Tue	8,688		11,346	20,651	3,760	22,596	17,237	8,699	4,806	6,305	4,927	10,719	5,075		4,611	22,596
Wed	18,079	1,919	6,466	20,943	7,740	19,021	12,016	10,900	6,358	7,608	1,956	13,960		1,436	2,348	20,943
Thu	12,160		3,629	16,945	9,174	30,937	9,375	7,382	2,728	7,766		16,180	5,160		4,502	30,937
Fri	8,526	2,341	4,840	27,904	6,765	17,203	11,135	2,276	4,366	17,234	3,316	13,563	11,663	4,197	2,341	27,904
Sat	13,623		10,444	18,133	1,727	28,107	15,672	4,052	9,718	2,175		18,262	5,830		3,167	28,107
Sun	11,070		4,156	33,162	2,302	23,692	6,952	4,022	2,933	5,807		9,967	9,520		2,457	33,162
Highest	18,220	2,341	11,346	33,162	9,427	30,937	17,237	10,900	9,718	17,234	4,927	18,262	11,663	4,197	5,134	---

Daily Average Hours of Radio Consumption

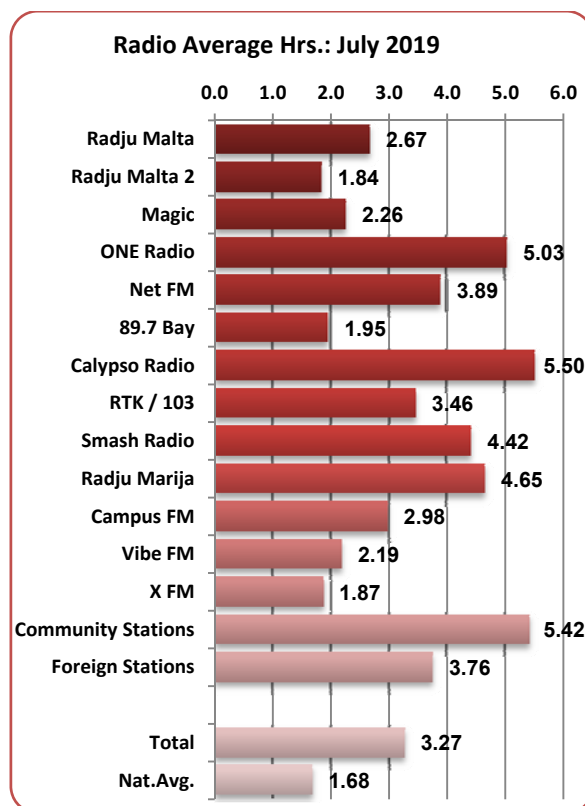
This average gives the amount of time that radio listeners spent following each radio station. This is derived from the total number of hours that radio consumers listened to, divided by the total number of listeners of each broadcasting station.

This average is susceptible to outliers especially where broadcasting stations have registered a small amount of listeners who logged on to that particular station for long time-spans. However, considering also the demographical nature of radio listeners for each particular station, the average amount of time spent by listeners of each station gives an indication of radio listening patterns amongst the population.

89.7 Bay attracted the highest amount of listeners [25.92%]; more than a quarter of all male radio listeners [28.04%] and the highest percent of female listeners [23.74%]. However the listeners of 89.7 Bay were mostly below 50 years old. In fact 89.7 Bay attracted 75.7% of all the 12-20 year olds; 42.74% of all 21-30 year olds, and more less than a third [36.30%] of all 31-50 year olds. Their total average hours of radio listening worked out at 1.95hrs per listener.

On the other hand, ONE Radio attracted the second highest amount of listeners [16.47%] who, on average, have spent 5.03hrs listening to this station. This station attracted 16.13% of all males; 16.97% of all females; 28.78% of all 51-70 year olds; and 27.84% of all 70+ listeners.

The radio listeners who have spent most time listening to their favourite radio station were those of Calypso Radio who overall have spend an average of 5.50hrs each.



Audiences by Gender, by Age Group, and by district

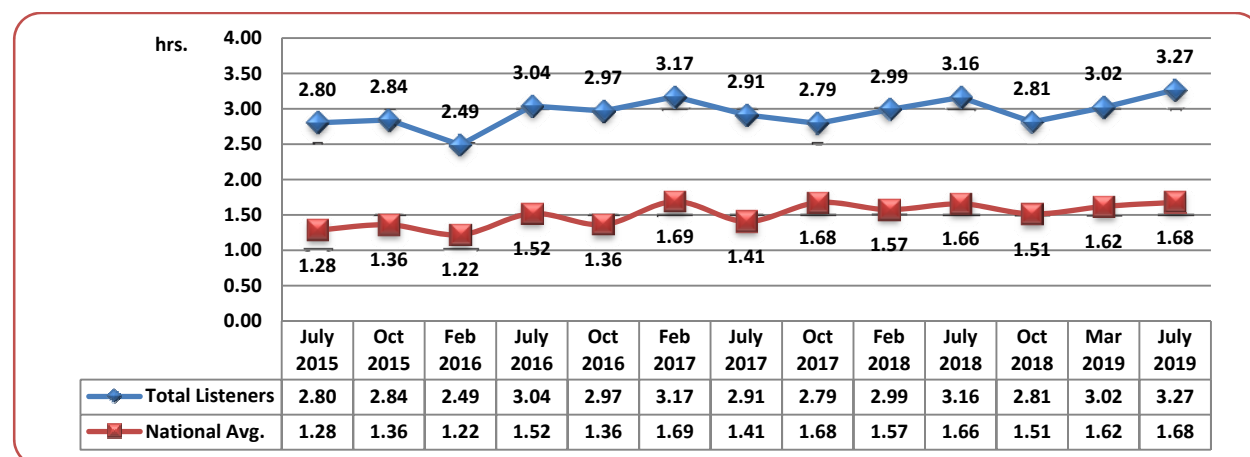
	Total N [Rounded Up]	Avg. Hrs.	Gender %		Age Group %					District %					
			Males	Females	12-20	21-30	31-50	51-70	71+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
Bay Radio	64,000	1.95	28.04	23.74	75.70	42.74	36.30	8.80	0.52	20.83	25.20	29.89	28.65	29.39	17.15
ONE Radio	41,000	5.03	16.13	16.97	7.89	4.54	8.15	28.78	27.84	23.78	14.99	14.37	21.47	10.88	15.07
Radju Malta	29,000	2.67	11.49	11.63	2.45	5.86	8.34	15.75	18.73	9.62	12.56	9.41	14.66	9.01	22.64
Vibe FM	25,000	2.19	10.41	9.45	8.86	26.35	16.34	1.04		6.62	11.00	13.78	7.78	11.69	
Calypso Radio	20,000	5.50	8.85	6.79	3.24	2.36	2.89	20.42	9.07	9.05	4.45	7.41	10.69	10.79	10.27
Radju Marija	14,000	4.65	3.00	8.31			0.94	5.47	17.36	9.36	4.59	4.70	3.29	5.30	6.30
X FM	11,000	1.87	5.60	3.04	1.86	6.31	8.78	0.52	0.53	3.48	6.03	2.23	3.77	6.08	
RTK / 103	10,000	3.46	3.48	4.67			0.94	5.94	10.63	3.96	5.38	4.89	0.82	3.53	2.10
Magic	10,000	2.26	2.54	5.27		6.70	6.44	3.19		3.19	4.92	4.35	2.21	4.05	
Net FM	10,000	3.89	3.33	4.37		2.21	0.95	4.94	9.51	6.28	3.54	3.47	4.51	2.60	
Smash Radio	6,000	4.42	2.26	2.59			6.36			1.52	1.05	3.94	1.32	1.34	17.13
Campus FM	3,000	2.98	1.41	0.42		2.93	0.46	0.61	1.38	0.97	2.15			0.53	
Radju Malta 2	1,000	1.84	0.69					0.59	1.05	0.67	0.40			0.70	
Community	2,000	5.42		1.27			0.58	0.96	0.78		1.05				6.30
Foreign	6,000	3.76	2.79	1.48			2.52	2.99	2.58	0.67	2.69	1.57	0.82	4.11	3.03
			100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

The average amount of hours over all radio listeners results at 3.27hrs per listener and over the whole population aged 12 years and over, this amounts to 1.68hrs.

Compared to previous assessments, the amount of hours spent listening to radio has increased by 15min over the previous assessment of March 2019 [from 3.02hrs to 3.27hrs] and has increased by 6'36" over

that of a similar period last year from 3.16hrs [Juy 2018].

On a national average, the number of hours spent listening to radio stations [1.68hrs] has increased by 3'36" over that of the previous assessment period [March 2019: 1.62hrs] and has also increased by 1'12" over a similar period last year [July 2018: 1.66hrs].

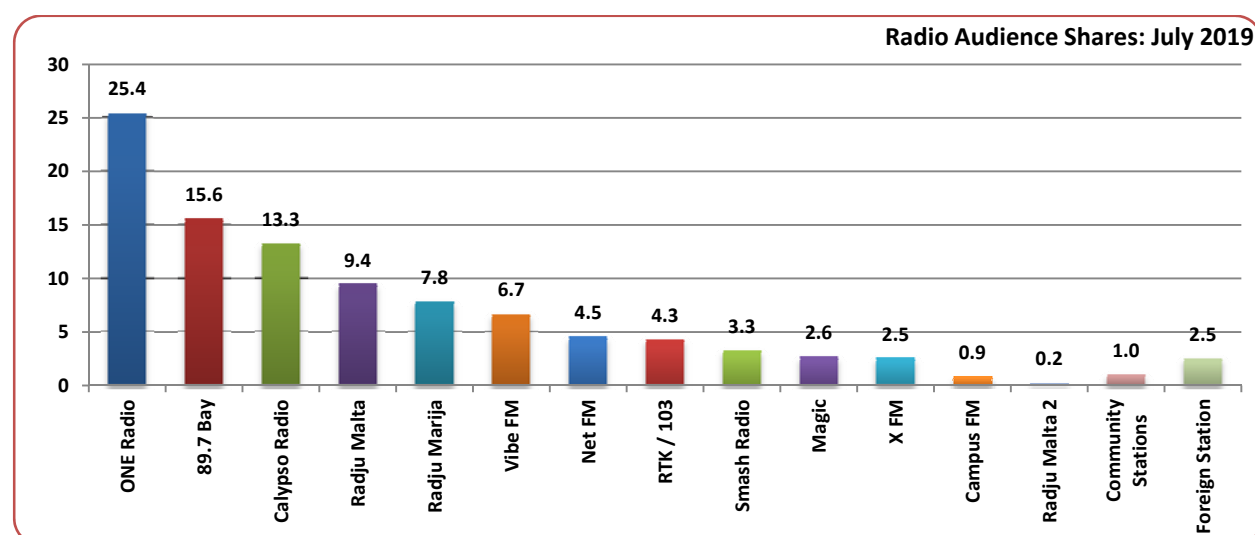


Radio Stations Audience Share

Taking all the audiences (i.e. the number of listeners and the amount of time spent) for all the weekdays, the daily average radio audience share attained by each broadcasting station is shown in the figure below.

This shows the percentage of air-time that listeners followed each particular radio station.

Overall, ONE Radio ranked first with 25.4% of all audiences, followed by 89.7 Bay [15.6%]; Calypso Radio [13.3%]; Radju Malta [9.4%]; Radju Marija [7.8%]; Vibe FM [6.7%]; 103 FM [4.5%]; RTK [4.3%]; Smash Radio [3.3%]; Magic Malta [2.6%]; XFM [2.5%]; while the rest had less than 1% of the audiences.



Radio programmes followed

Starting from this year, respondents were also asked which radio programme they normally follow. Unlike television where audiences follow programmes, radio listening is time-based; very few listeners switch on at the beginning of a programme, and off at the end of it.

Listeners' habits are more fixed early in the day – they tend to listen to the same station at about the same time every day. Habits are less rigid in the middle of the day, and least rigid late at night.

There are three main ways of increasing audiences – increasing reach; increasing the duration of listening; and targeting new audiences. However, audiences are easy to lose; and hard to gain when programs are drastically changed. Knowing what radio programmes are normally followed by listeners has become a must as stations require variation in programming – but not too much to confuse the regular listeners.

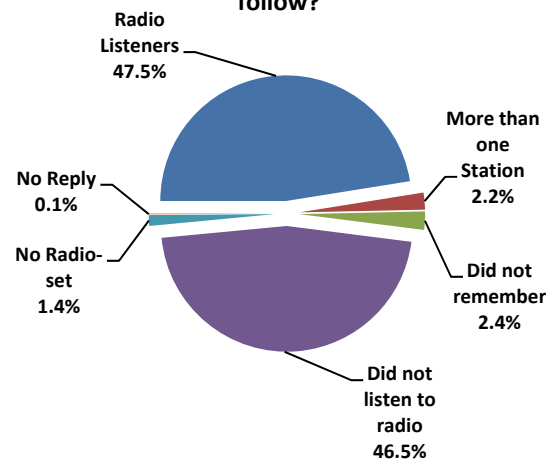
This was an open-ended question and the responses were first grouped into the following categories of whether the respondent:

- Named a specific programme;
- Named a generic programme on a specific station;
- Named a programme genre;
- Does not have any favourite programme;
- Does not know; and
- Categorically does not listen to radio.

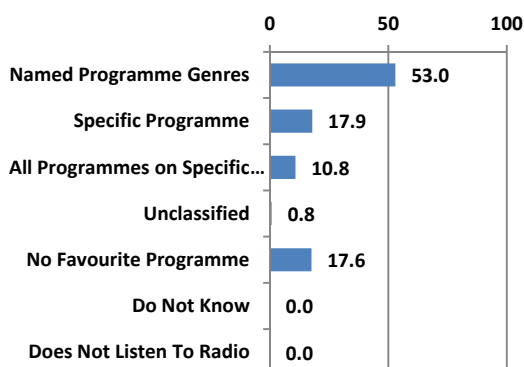
The respondents were then categorised whether they had:

- Listened to at least one radio station;
- Listened to more than one station;
- Did not remember which radio station they had followed;
- Did not listen to radio;
- Do not have a Radio-set; and
- Did not reply.

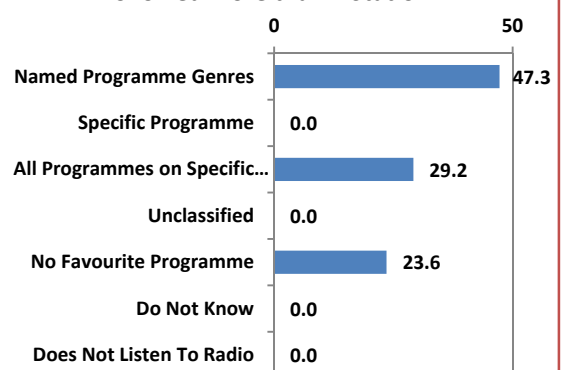
What programme do Radio listeners follow?

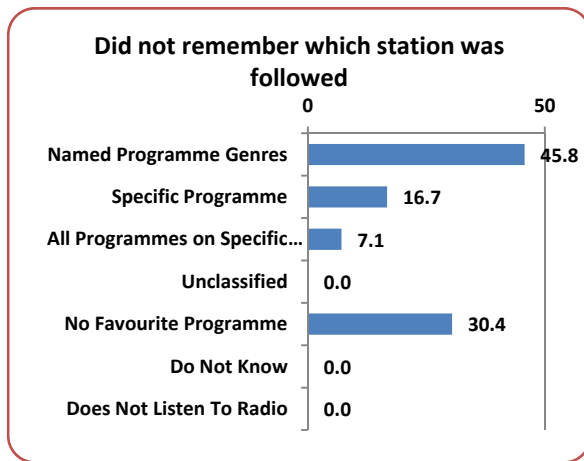


Followed 1 Radio Station



Followed more than 1 Station

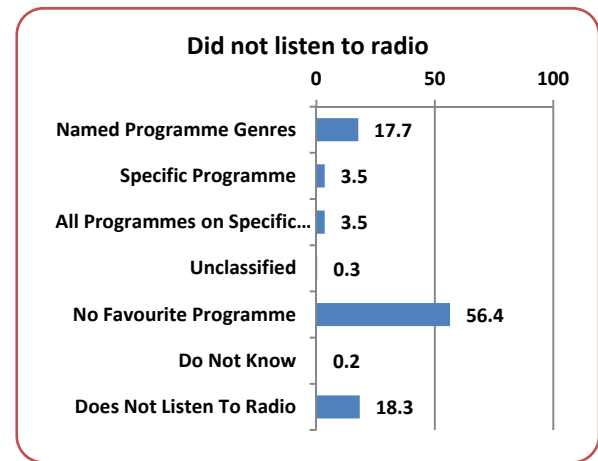




In earlier calculations in this report it was stated that as much as 52.0% of the population have listened to radio: 47.5% listened to one station; 2.2% listened to more than one station; and another 3.4% did not remember which station they had followed.

Out of all radio listeners who had followed one specific station only 17.6% did not have a favourite programme; more than half [53.0%] have named a programme genre; another 17.9% named a specific programme; while another 10.8% have named a generic programme on a specific station ["Music on Station Z"]; while a further 0.75% named programmes that could not be classified.

More than three-quarters [76.4%%] of those who had listened to more than one station, 47.3% could name a specific programme; 29.2% named a generic programme on a specific station; while a further 23.6% did not have any favourite programme.



Of interest are those who stated that they could not remember which station they had followed. Of these, 45.8% named a programme genre; 16.7% named a specific programme; another 7.1% named a programme on a specific station; while 30.4% did not have a favourite programme.

Similarly the responses of those who did not listen to radio the day before the interview. Although 56.4% of these did not have a favourite programme, as much as 17.7% named a programme genre; 3.5% mentioned a specific programme; 3.5% named a generic programme on a specific station; while another 0.3% named programmes that could not be classified. Only 18.3% categorically stated that they do not listen to radio.

Who named what?

	Total N	Followed 1 Station	Followed more than 1 Station	Did not Remember	Did not listen to Radio	No Radio-set	No Reply	Gender		Age Group					District					
								Males	Females	12-20	21-30	31-50	51-70	71+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo & Comino
Named a programme genre	156,964	111,252	4,527	4,797	36,387			78,908	78,055	21,170	15,773	55,255	29,516	35,249	28,578	45,277	26,733	20,634	28,128	7,614
Named a specific programme	46,501	37,537	0	1,753	7,211			22,664	23,837	2,997	5,024	18,726	10,369	9,386	7,188	14,503	6,023	5,056	9,967	3,764
'All' programmes on specific station	33,415	22,681	2,796	743	7,194			16,938	16,477		2,410	13,026	9,313	8,666	3,350	15,357	5,169	3,302	4,837	1,400
Unclassified	2,291	1,584			707			430	1,861			604	1,203	484	893	775	174		225	223
No Favourite Programme	164,512	36,902	2,257	3,191	115,886	5,762	513	85,053	79,459	34,869	18,528	51,549	27,569	31,996	26,341	57,407	20,770	20,416	25,443	14,135
Do not Know	499				499			259	239					499				499		
Do not listen to radio	38,006				37,669	336		21,260	16,745	11,097	2,362	9,187	7,291	8,069	8,285	11,221	5,099	5,408	4,951	3,041
Total	442,187	209,957	9,581	10,485	205,552	6,098	513	225,513	216,674	70,133	44,097	148,348	85,261	94,349	74,635	144,540	63,968	55,314	73,553	30,177
Row %	100.0	47.5	2.2	2.4	46.5	1.4	0.1	51.0	49.0	15.9	10.0	33.5	19.3	21.3	16.9	32.7	14.5	12.5	16.6	6.8

	Total %	Followed 1 Station	Followed more than 1 Station	Did not Remember	Did not listen to Radio	No Radio-set	No Reply	Gender %		Age Group %					District %					
								Males	Females	12-20	21-30	31-50	51-70	71+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo & Comino
Named a programme genre	35.50	52.99	47.25	45.75	17.70			34.99	36.02	30.19	35.77	37.25	34.62	37.36	38.29	31.33	41.79	37.30	38.24	25.23
Named a specific programme	10.52	17.88	0.00	16.72	3.51			10.05	11.00	4.27	11.39	12.62	12.16	9.95	9.63	10.03	9.42	9.14	13.55	12.47
'All' programmes on specific station	7.56	10.80	29.19	7.09	3.50			7.51	7.60		5.47	8.78	10.92	9.19	4.49	10.62	8.08	5.97	6.58	4.64
Unclassified	0.52	0.75			0.34			0.19	0.86			0.41	1.41	0.51	1.20	0.54	0.27		0.31	0.74
No Favourite Programme	37.20	17.58	23.56	30.44	56.38	94.49	100	37.72	36.67	49.72	42.02	34.75	32.33	33.91	35.29	39.72	32.47	36.91	34.59	46.84
Do not Know	0.11				0.24			0.11	0.11					0.53				0.90		
Do not listen to radio	8.59				18.33	5.51		9.43	7.73	15.82	5.36	6.19	8.55	8.55	11.10	7.76	7.97	9.78	6.73	10.08
100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

Analysis of responses

We can classify radio programmes under two general headings: spoken word and music. However, considering that radio broadcasts can be split into five segments of any broadcast day we have chosen to classify the responses under five main time-brackets:

- The Morning Drive 06:00am - 10:00am
 - Breakfast/Morning Shows; News & Weather reports; and Sportscast.
- Daytime 10.00am - 3.00pm
 - Call-in/Request shows; Talk Shows; Radio Drama
- Afternoon Drive 3.00pm - 7.00pm
 - Factual; Entertainment & Comedy
- Evening 7.00pm - 12.00am
 - Music Chart Show; Live Music
- Overnight 12.00am - 6.00am
 - Religion & Ethics; Music Show

Excluding 'Generic Programmes', the amount of responses for each bracket practically coincide with the radio audiences by half-hour slot figure depicted earlier. Morning Drive programmes named account for 9.12% of all responses; Daytime programmes account for 8.72%; Afternoon Drive programmes – 1.10%; Evening programmes – 0.43%; and Overnight programmes 0.27%

There were noticeable differences between gender. Males [10.18%] exceeded females [8.06%] for specific morning drive programmes; females [10.72%] exceeded males [6.72%] for identifiable daytime programmes; females [1.17%] exceeded males [1.03%] for the afternoon drive programmes; and males [0.66%] exceeded females [0.19%] for overnight programmes.

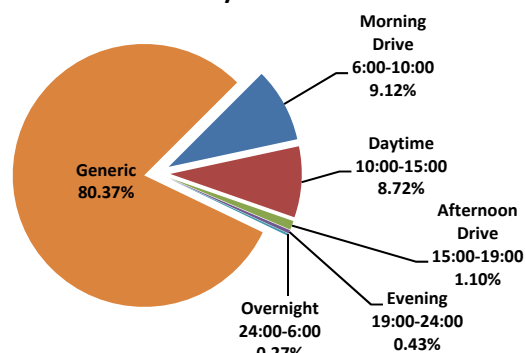
The difference for generic programmes was minimal – by 1.02% [Males: 80.88%; Females: 79.86%].

When analysed by age groups, morning drive programmes were quoted most by 21-30 year olds [13.69%] and by 31-50 year olds [17.12%]; and quoted the least by the 51-70 year olds [2.45%] and 70+ year olds [0.60%].

On the other hand, Daytime programmes were quoted most by 71+ year olds [17.01%] followed by 51-70 year olds [14.86%]. None were quoted by 21-30 year olds while 4.12% were quoted by 12-20 year olds.

Afternoon Drive programmes were named mostly by 51-70 year olds [3.30%] while evening programmes were identified mostly by 21-30 year olds [3.38%] Overnight programmes were quoted only by 21-30 year olds [2.72%].

What programme do Radio listeners follow - By Time Brackets?



Generic Programmes

As much as 80.37% of the responses named a programme genre; sometimes even quoting on which station they prefer to listen that kind of programme. As much as 44.45% of these responses named Music programmes while another 9.39% either specified the type of music and/or together with another programme genre. The next highest named was "All programmes on Radio [16.13%] while 1.43% stated that they like all programmes on a specific radio station.

More details on these categories can be found at the end of this section.

Generic Programmes	%
Music	44.45
Music & ...	9.39
All Programmes on Radio	16.13
Religious	1.35
Religious & ...	6.50
News	4.37
News & ...	3.15
Breakfast Show	3.58
Breakfast Show & ...	0.57
Discussion Programmes	3.02
Discussion Programmes & ...	3.41
Daytime-Radio Drama [incl. Novels]	0.50
Daytime Radio Drama & ...	0.28
Generic Programme on Station	0.43
Political & News	0.29
Cooking	0.28
Quizzes	0.26
Quizzes & ...	0.16
History Programmes	0.16
History Programmes & ...	0.09
Documentary Programmes	0.14
Children's Programmes	0.09
All Programmes on Specific Station	1.43
	100%

Responses by time-brackets

	Total	Gender		Age Group					District					
		Males	Females	12-20	21-30	31-50	51-70	71+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo & Comino
Morning Drive 6:00-10:00	21,607	12,068	9,539	2,002	3,176	14,900	1,207	322	2,332	8,540	2,116	1,481	5,477	1,659
Daytime 10:00-15:00	20,652	7,962	12,691	995		3,282	7,311	9,064	3,898	4,330	3,732	3,575	3,335	1,783
Afternoon Drive 15:00-19:00	2,600	1,218	1,381		431	544	1,624		958	848	174		298	322
Evening 19:00-24:00	1,010	785	225		785		225			785			225	
Overnight 24:00-6:00	632	632			632								632	
Generic	190,379	95,846	94,532	21,170	18,183	68,281	38,830	43,915	31,927	60,634	31,902	23,935	32,965	9,014
[n] Total	236,880	118,511	118,369	24,167	23,207	87,007	49,198	53,301	39,116	75,137	37,925	28,991	42,933	12,778
Column %	53.57	52.55	54.63	34.46	52.63	58.65	57.70	56.49	52.41	51.98	59.29	52.41	58.37	42.34
Row %	100.00	50.03	49.97	10.20	9.80	36.73	20.77	22.50	16.51	31.72	16.01	12.24	18.12	5.39
Unclassified	2,291	430	1,861			604	1,203	484	893	775	174		225	223
Do Not Know	499	259	239					499				499		
Does Not Listen To Radio	38,006	21,260	16,745	11,097	2,362	9,187	7,291	8,069	8,285	11,221	5,099	5,408	4,951	3,041
No Favourite Programme	164,512	85,053	79,459	34,869	18,528	51,549	27,569	31,996	26,341	57,407	20,770	20,416	25,443	14,135
[n] Total	205,307	107,002	98,305	45,966	20,890	61,341	36,063	41,048	35,519	69,403	26,043	26,323	30,620	17,399
Column %	46.43	47.45	45.37	65.54	47.37	41.35	42.30	43.51	47.59	48.02	40.71	47.59	41.63	57.66
[N] Total	442,187	225,513	216,674	70,133	44,097	148,348	85,261	94,349	74,635	144,540	63,968	55,314	73,553	30,177
[N] %	100	100	100	100	100	100	100	100	100	100	100	100	100	100

	Total	Gender		Age Group					District					
		Males	Females	12-20	21-30	31-50	51-70	71+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo & Comino
Morning Drive 6:00-10:00	9.12	10.18	8.06	8.28	13.69	17.12	2.45	0.60	5.96	11.37	5.58	5.11	12.76	12.99
Daytime 10:00-15:00	8.72	6.72	10.72	4.12		3.77	14.86	17.01	9.97	5.76	9.84	12.33	7.77	13.95
Afternoon Drive 15:00-19:00	1.10	1.03	1.17		1.86	0.63	3.30		2.45	1.13	0.46		0.69	2.52
Evening 19:00-24:	0.43	0.66	0.19		3.38		0.46			1.04			0.53	
Overnight 24:00-6:00	0.27	0.53			2.72								1.47	
Generic	80.37	80.88	79.86	87.60	78.35	78.48	78.92	82.39	81.62	80.70	84.12	82.56	76.78	70.54
%	100	100	100	100	100	100	100	100	100	100	100	100	100	100
[n] Total	236,880	118,511	118,369	24,167	23,207	87,007	49,198	53,301	39,116	75,137	37,925	28,991	42,933	12,778

Radio listenership frequency

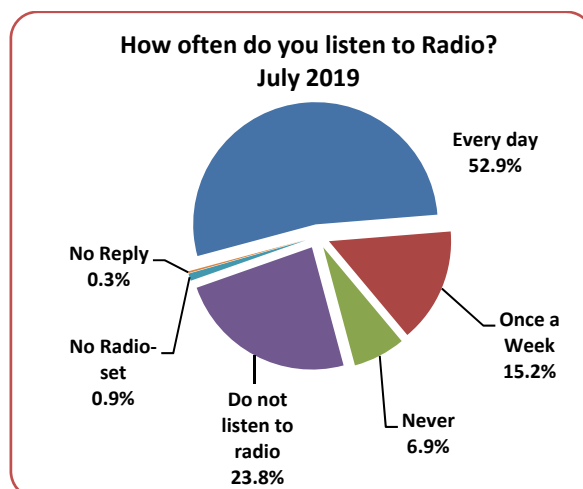
Respondents were asked how many times they listened to radio during a typical week. 68.1% of the population are regular radio listeners – 52.9% listen to radio every day while another 15.2% do so at least once a week. Only 6.9% of respondents stated that they never listen to radio while 23.8% stated that they are not regular radio listeners.

There were little gender differences. males tend to listen more regularly to radio [69.9%] than females [66.2%].

Radio listening increases with age from just less than half of all 12-20 year olds [42.9%] to more than a half of 21-30 year olds [60.9%]; 78.0% of 31-50 year olds; and slightly diminishes to 73.1% of 51-70 year olds; and 70.0% for 70+ year olds.

The lowest percentage of radio listenership was amongst those registered in Gozo & Comino [58.1%];

while those living in the Northern district registered the highest amount [73.5%] of regularly listening to radio programmes.



How Often Do You Listen To Radio?

[%]	Total	Gender		Age Groups					Districts					
		Males	Females	12-20	21-30	31-50	51-70	71+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
Every day	52.9%	53.2%	52.5%	24.6%	50.4%	62.3%	56.5%	57.0%	52.8%	48.3%	59.8%	56.5%	59.4%	38.0%
Once a Week	15.2%	16.6%	13.7%	18.3%	10.5%	15.7%	16.6%	13.0%	15.5%	16.1%	13.3%	13.4%	14.1%	20.1%
	68.1%	69.9%	66.2%	42.9%	60.9%	78.0%	73.1%	70.0%	68.3%	64.4%	73.1%	69.9%	73.5%	58.1%
Never	6.9%	6.4%	7.5%	15.7%	12.1%	4.5%	5.4%	3.1%	7.2%	7.0%	6.6%	5.3%	5.3%	13.1%
Do not listen to radio	23.8%	22.2%	25.5%	40.1%	24.4%	17.0%	21.2%	24.5%	22.5%	27.5%	19.8%	22.6%	20.3%	28.8%
No Radio-set	0.9%	1.2%	0.6%	1.4%	0.0%	0.5%	0.3%	2.3%	2.0%	0.6%	0.5%	1.6%	0.9%	0.0%
No Reply	0.3%	0.3%	0.2%	0.0%	2.5%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.6%	0.0%	0.0%
	31.9%	30.1%	33.8%	57.1%	39.1%	22.0%	26.9%	30.0%	31.7%	35.6%	26.9%	30.1%	26.5%	41.9%
Total [%]	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
[N]	Total	Gender		Age Groups					Districts					
		Males	Females	12-20	21-30	31-50	51-70	71+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
Every day	233,849	120,043	113,806	17,226	22,221	92,383	48,198	53,821	39,373	69,825	38,241	31,235	43,692	11,482
Once a Week	67,232	37,526	29,705	12,836	4,632	23,345	14,162	12,257	11,582	23,318	8,509	7,410	10,355	6,057
	301,080	157,569	143,511	30,062	26,853	115,727	62,360	66,078	50,955	93,143	46,750	38,646	54,048	17,539
Never	30,543	14,326	16,217	10,987	5,344	6,650	4,606	2,956	5,393	10,066	4,246	2,948	3,934	3,956
Do not listen to radio	105,258	50,049	55,209	28,113	10,776	25,204	18,037	23,129	16,762	39,681	12,670	12,523	14,940	8,682
No Radio-set	4,182	2,784	1,397	971	0	766	258	2,186	1,525	865	301	858	632	0
No Reply	1,124	785	339	0	1,124	0	0	0	0	785	0	339	0	0
	141,107	67,944	73,163	40,071	17,244	32,620	22,901	28,271	23,680	51,397	17,218	16,668	19,505	12,638
Total [N]	442,187	225,513	216,674	70,133	44,097	148,348	85,261	94,349	74,635	144,540	63,968	55,314	73,553	30,177

DAB+ Radio ownership

Respondents were asked whether they have a *DAB+* radio-set to listen to radio; and, if they do have a *Dab+* radio-set, what type of content do they listen to – local content only; foreign content only; and both local as well as foreign content.

5.5% of the respondents did not know what kind of radio-set they use to listen to radio stations. As much as 75.3% of the population replied that they do not have a *DAB+* radio-set; while only 15.1% stated that they have a *DAB+* radio-set. A further 1.4% stated that they do not have a radio-set.

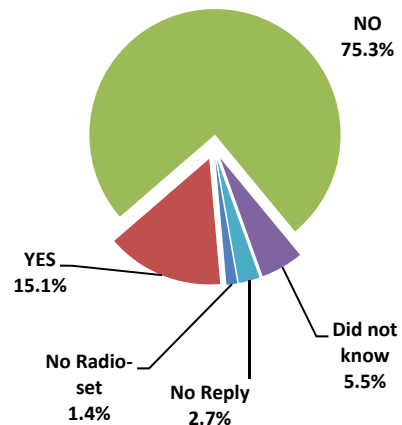
Of all those who stated that they had a *DAB+* radio-set the highest amount was amongst the 21-30 year olds [21.7%] followed by those in the 31-50 age group [20.1%].

Beside this, the highest amount who did not know whether they had or not a *DAB+* radio-set was amongst 12-20 year olds [11.8%] followed by 71+ year olds [6.9%].

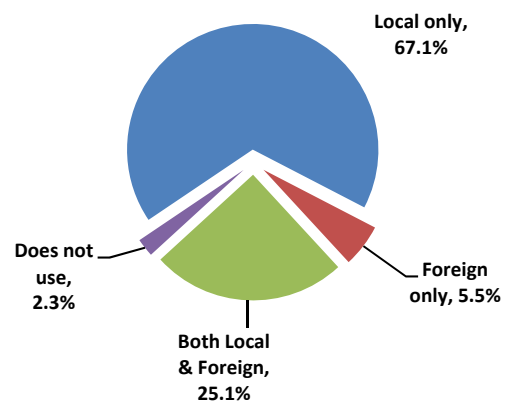
Those who stated that they had a *DAB+* radio-set [≈38,800; 15.1% of the population] were then asked what type of content they listen to. 67.1% [≈44,600] of these stated that they listen to “local stations only” while 5.5% [≈3,700] stated that they listen to “only foreign radio stations”. Another 25.1% [≈16,700] stated that they listen to both local and foreign stations while another 2.3% [≈1,600] stated that although they have a *DAB+* radio-set they do not use this set.

Compared to the previous assessment of October 2018, there was an increase [≈9,048] in the number of respondents who said that they had a *DAB+* radio-set. The largest increase was within that group who stated that they use their *DAB+* radio-set to listen to “local” broadcasts [≈6,400] while the largest decrease was amongst those who stated that they listen to “both local and foreign stations” [≈(-700)].

Do you have a DAB+ Radio?

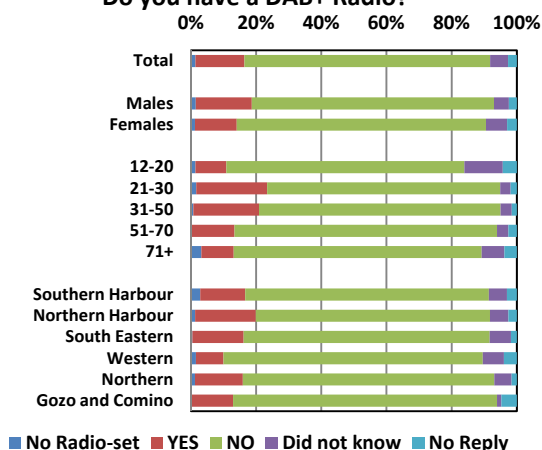


DAB+ "Yes for ..." - July 2019
[15.1%; ≈66,600]

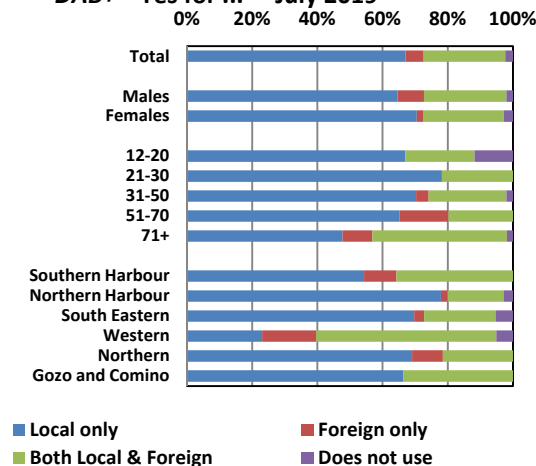


	October 2018		March 2019		±
	Total	N %	Total	N %	
Local only	38,235	66.40%	44,653	67.1%	6,418
Foreign only	1,216	2.10%	3,682	5.5%	2,466
Both Local & Foreign	17,370	30.20%	16,691	25.1%	-679
Does not use	719	1.30%	1,563	2.3%	844
Total	57,541	100%	66,588	100.0%	9,048

Do you have a DAB+ Radio?



DAB+ "Yes for ..." - July 2019



Do you have a DAB+ Radio? – By Gender, By Age-groups, and By districts

		Gender		Age Groups					Districts					
		Males	Females	12-20	21-30	31-50	51-70	71+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
No Radio-set	6,098	3,377	2,721	971	729	1,103	258	3,037	2,156	1,853	301	858	930	
	1.4%	1.5%	1.3%	1.4%	1.7%	0.7%	0.3%	3.2%	2.9%	1.3%	0.5%	1.6%	1.3%	
	100.0%	55.4%	44.6%	15.9%	12.0%	18.1%	4.2%	49.8%	35.4%	30.4%	4.9%	14.1%	15.2%	
Yes	66,588	38,781	27,807	6,647	9,580	29,867	11,130	9,364	10,272	26,897	10,036	4,677	10,804	3,902
	15.1%	17.2%	12.8%	9.5%	21.7%	20.1%	13.1%	9.9%	13.8%	18.6%	15.7%	8.5%	14.7%	12.9%
	100.0%	58.2%	41.8%	10.0%	14.4%	44.9%	16.7%	14.1%	15.4%	40.4%	15.1%	7.0%	16.2%	5.9%
No	333,184	167,559	165,624	51,221	31,531	109,964	68,689	71,779	55,807	103,903	48,283	44,002	56,745	24,445
	75.3%	74.3%	76.4%	73.0%	71.5%	74.1%	80.6%	76.1%	74.8%	71.9%	75.5%	79.5%	77.1%	81.0%
	100.0%	50.3%	49.7%	15.4%	9.5%	33.0%	20.6%	21.5%	16.7%	31.2%	14.5%	13.2%	17.0%	7.3%
Did not Know	24,293	10,221	14,072	8,264	1,417	5,104	2,959	6,549	4,143	8,097	4,194	3,584	3,887	388
	5.5%	4.5%	6.5%	11.8%	3.2%	3.4%	3.5%	6.9%	5.6%	5.6%	6.6%	6.5%	5.3%	1.3%
	100.0%	42.1%	57.9%	34.0%	5.8%	21.0%	12.2%	27.0%	17.1%	33.3%	17.3%	14.8%	16.0%	1.6%
No Reply	12,024	5,575	6,449	3,030	841	2,309	2,224	3,620	2,257	3,790	1,154	2,193	1,188	1,442
	2.7%	2.5%	3.0%	4.3%	1.9%	1.6%	2.6%	3.8%	3.0%	2.6%	1.8%	4.0%	1.6%	4.8%
	100.0%	46.4%	53.6%	25.2%	7.0%	19.2%	18.5%	30.1%	18.8%	31.5%	9.6%	18.2%	9.9%	12.0%
Total	442,187	225,513	216,674	70,133	44,097	148,348	85,261	94,349	74,635	144,540	63,968	55,314	73,553	30,177
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100.0%	51.0%	49.0%	15.9%	10.0%	33.5%	19.3%	21.3%	16.9%	32.7%	14.5%	12.5%	16.6%	6.8%

[Count; Col %; Row %]

DAB+ Radio "YES for ..." – By Gender, By Age-groups, and By districts

		Gender		Age Groups					Districts					
		Males	Females	12-20	21-30	31-50	51-70	71+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
Local Only	38,235	19,219	19,016	4,357	6,956	16,551	7,231	3,140	6,275	10,552	2,765	6,417	9,058	3,168
	66.4%	62.8%	70.6%	68.7%	76.6%	73.0%	56.4%	47.4%	60.7%	71.2%	56.6%	73.7%	65.6%	63.4%
	100.0%	50.3%	49.7%	11.4%	18.2%	43.3%	18.9%	8.2%	16.4%	27.6%	7.2%	16.8%	23.7%	8.3%
Foreign Only	1,216	515	701		494		478	244	244	207			494	271
	2.1%	1.7%	2.6%		5.4%		3.7%	3.7%	2.4%	1.4%			3.6%	5.4%
	100.0%	42.3%	57.7%		40.6%		39.3%	20.0%	20.0%	17.0%			40.6%	22.3%
Both Local and Foreign	17,370	10,152	7,218	1,983	1,634	5,409	5,104	3,240	3,811	4,052	2,118	2,290	3,539	1,560
	30.2%	33.2%	26.8%	31.3%	18.0%	23.8%	39.8%	48.9%	36.9%	27.4%	43.4%	26.3%	25.6%	31.2%
	100.0%	58.4%	41.6%	11.4%	9.4%	31.1%	29.4%	18.7%	21.9%	23.3%	12.2%	13.2%	20.4%	9.0%
Does not use	719	719				719							719	
	1.3%	2.4%				3.2%							5.2%	
	100.0%	100.0%				100.0%							100.0%	
Total	57,541	30,606	26,935	6,341	9,084	22,679	12,813	6,624	10,330	14,811	4,882	8,707	13,810	5,000
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100.0%	53.2%	46.8%	11.0%	15.8%	39.4%	22.3%	11.5%	18.0%	25.7%	8.5%	15.1%	24.0%	8.7%

[Count; Col %; Row %]

Radio Programmes which listeners normally follow

		Total	Gender		Age Group					District					
			Males	Females	12-20	21-30	31-50	51-70	71+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
Morning Drive 6:00-10:00		Total													
Bay Breakfast with Daniel & Ylenia - 89.7 Bay		9,867	5,930	3,937	2,002	1,819	6,046			336	2,945	1,387	723	3,902	572
The Morning Vibe - Vibe FM - Abel, JD & Martina		3,825	1,195	2,630		1,357	2,469			430	1,273	729		628	765
Bongu Bus - Radju Malta - Dan u San		3,727	2,636	1,091			2,914	491	322	568	1,616		499	722	322
XFM Big Breakfast - XFM - Oz & Jay		2,420	1,876	544			2,161	259			2,161		259		
Carlo's Breakfast Cafe - Magic Malta - Carlo Borg Bonaci		544		544			544				544				
ONE Breakfast - ONE - Noel Camilleri		430	430				430			430					
Smash Radio Breakfast Show - Smash Radio - Commander Jay		336		336			336			336					
Wake-up Call - Net FM - Stephanie Chircop & Dylon Brignano & Janet Barther		232		232				232		232					
Ghodwa Maltija - Radju Malta - Gordon Caruana		225		225				225						225	
Total [n]		21,607	12,068	9,539	2,002	3,176	14,900	1,207	322	2,332	8,540	2,116	1,481	5,477	1,659
Bay Breakfast with Daniel & Ylenia - 89.7 Bay		45.67	49.14	41.27	100	57.28	40.58			14.42	34.49	65.56	48.83	71.24	34.49
The Morning Vibe - Vibe FM - Abel, JD & Martina		17.70	9.91	27.57		42.72	16.57			18.44	14.91	34.44		11.46	46.12
Bongu Bus - Radju Malta - Dan u San		17.25	21.85	11.43			19.56	40.66	100	24.35	18.93		33.66	13.18	19.40
XFM Big Breakfast - XFM - Oz & Jay		11.20	15.54	5.71			14.50	21.47			25.30		17.50	0.00	
Carlo's Breakfast Cafe - Magic Malta - Carlo Borg Bonaci		2.52		5.71			3.65				6.37				
ONE Breakfast - ONE - Noel Camilleri		1.99	3.56				2.89			18.44					
Smash Radio Breakfast Show - Smash Radio - Commander Jay		1.56		3.53			2.26			14.42					
Wake-up Call – Net FM - Stephanie Chircop & Dylon Brignano & Janet Barther		1.07		2.43				19.19		9.93					
Ghodwa Maltija - Radju Malta - Gordon Caruana		1.04		2.36				18.67						4.12	
TOTAL [%]		100	100	100	100	100	100	100	100	100	100	100	100	100	100
		Total	Gender		Age Group					District					
			Males	Females	12-20	21-30	31-50	51-70	71+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
Daytime 10:00-15:00 [N]		Total													
Daytime Call-in/Request Shows															
Familja Wahda - Radju Malta - Lilian Maistre		7,892	1,154	6,739			1,052	2,847	3,994	1,454	775	650	1,746	1,708	1,560
Brunch - Net FM - Marbeck Spiteri		1,424	304	1,120				400	1,024		562	174	239	225	223
Club 101 – Net FM - Eileen Montesin		904	0	904				414	490	232	258	174	239		
Familja Wahda - Radju Malta - Lilian Maistre & Music		476	301	174				174	301		476				
Total [n]		10,695	1,759	8,936			1,052	3,834	5,809	1,685	1,595	1,474	2,225	1,934	1,783
Daytime Talk Show															
Linja Diretta - ONE - Emanuel Cuschieri		6,483	4,166	2,317			1,792	1,970	2,721	1,517	2,218	1,253	758	737	
Temi – ONE		592	592	0	592								592		
Intervista PM - ONE		490	0	490				490		232	258				
Nostalgia - Calypso - John Mallia		439	439	0			439							439	
Newsline (Iva, Ma' Father Joe Borg) – RTK / 103 - Fr Joe Borg		301	301	0				301				301			

Mill-A saz-Ż - Radju Malta - Gordon Caruana Ta' Kulhadd ma' Christine Delicata – RTK / 103 ONE Magazine - ONE Sibt Il-Punt - ONE - Manuel Micallef Naqra, Nitfa, Tikka - Radju Malta - George Peresso		301	301	0					301			301			
		258	0	258				258			258				
		232	0	232					232	232					
		232	0	232				232		232					
		225	0	225				225						225	
Daytime Radio Drama Ir-Rumanz - ONE - Etienne Schembri	Total [n]	9,554	5,800	3,754	592		2,230	3,477	3,254	2,212	2,735	1,856	1,350	1,401	
		403	403		403							403			
	Total [n]	403	403		403							403			
TOTAL [N]		20,652	7,962	12,691	995		3,282	7,311	9,064	3,898	4,330	3,732	3,575	3,335	1,783
Daytime Call-in/Request Shows															
Familja Wahda - Radju Malta - Lilian Maistre		38.22	14.49	53.10			32.04	38.94	44.06	37.30	17.90	17.41	48.84	51.22	87.50
Brunch - Net FM - Marbeck Spiteri		6.89	3.81	8.83				5.47	11.30		12.98	4.67	6.70	6.76	12.50
Club 101 - Net FM - Eileen Montesin		4.38		7.12				5.66	5.41	5.94	5.97	4.67	6.70		
Familja Wahda - Radju Malta - Lilian Maistre & Music		2.30	3.79	1.37				2.38	3.33			12.74			
Total [%]		51.79	22.09	70.42			32.04	52.44	64.09	43.24	36.84	39.49	62.23	57.98	00.00
Daytime Talk Show															
Linja Diretta - ONE - Emanuel Cuschieri		31.39	52.32	18.26	59.52		54.58	26.94	30.02	38.93	51.23	33.57	21.20	22.09	
Temi – ONE		2.87	7.44						0.00					16.57	
Intervista PM - ONE		2.37		3.86					6.70		5.94	5.97			
Nostalgia - Calypso - John Mallia		2.13	5.51						0.00					13.16	
Newslinje (Iva, Ma' Father Joe Borg) – RTK / 103 - Fr Joe Borg		1.46	3.79				13.37	4.12				8.08			
Mill-A saz-Ż - Radju Malta - Gordon Caruana		1.46	3.79					0.00	3.33			8.08			
Ta' Kulhadd ma' Christine Delicata – RTK / 103		1.25		2.04				3.53			5.97				
ONE Magazine - ONE		1.12		1.83				0.00	2.56	5.94					
Sibt Il-Punt - ONE - Manuel Micallef		1.12		1.83				3.17		5.94					
Naqra, Nitfa, Tikka - Radju Malta - George Peresso		1.09		1.78				3.08						6.76	
Total [%]		46.26	72.85	29.58	59.52		67.96	47.56	35.91	56.76	63.16	49.72	37.77	42.02	
Daytime Radio Drama															
Ir-Rumanz - ONE - Etienne Schembri		1.95	5.06		40.48							10.79			
Total [%]		1.95	5.06		40.48							10.79			
TOTAL [%]		100	100	100	100	100	100	100	100	100	100	100	100	100	100
			Gender		Age Group					District					
			Males	Females	12-20	21-30	31-50	51-70	71+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
Afternoon Drive 15:00-19:00		Total													
Afternoon Drive															
Drive Time - 89.7 Bay - Pierre Cordina		544		544			544				544				
Radju Cafe - Radju Malta - Joe Julian Farrugia		496	322	174				496				174			322
Nate, Frank & Rossi - Vibe FM		431		431		431				431					
Buckle Up - Net FM - Martin Sapiano & Ron Briffa		232		232				232		232					
Total [n]		1,703	322	1,381		431	544	728		663	544	174			322

Afternoon Drive-Factual Il-Polz Tac-Cittadin - Radju Malta - Tonio Bonello Teżor u Ġawhra Prezzjuża – Joe Fenech - Radju Marija Il-Polz Tac-Cittadin - Radju Malta - Tonio Bonello & Familja Wahda - Radju Malta - Lilian Maistre		304	304					304		304			298		
		298	298					298							
		295	295					295		295					
		Total[n]	897	897					897		295	304			298
TOTAL [N]		2,600	1,218	1,381		431	544	1,624		958	848	174		298	322
Afternoon Drive Drive Time - 89.7 Bay - Pierre Cordina Radju Cafe - Radju Malta - Joe Julian Farrugia Nate, Frank & Rossi - Vibe FM Buckle Up - Net FM - Martin Sapiano & Ron Briffa		20.94		39.41			100				64.20				
		19.08	26.41	12.61				30.54				100			100
		16.58		31.20		100				44.99					
		8.91		16.78				14.26		24.19					
Total [%]		65.51	26.41	100		100	100	44.80		69.18	64.20	100			100
Afternoon Drive-Factual Il-Polz Tac-Cittadin - Radju Malta - Tonio Bonello Teżor u Ġawhra Prezzjuża – Joe Fenech - Radju Marija Il-Polz Tac-Cittadin - Radju Malta - Tonio Bonello & Familja Wahda - Radju Malta - Lilian Maistre		11.68	24.91					18.69			35.80				
		11.46	24.44					18.33						100	
		11.36	24.23					18.18		30.82					
		Total [%]	34.49	73.59					55.20		30.82	35.80			100
TOTAL [%]		100	100	100		100	100	100		100	100	100		100	100
Evening 19:00-24:00		Total	Gender		Age Group					District					
			Males	Females	12-20	21-30	31-50	51-70	71+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
Evening-Programmes ONE Party Zone - ONE - Ray Grech & Christine Dalli Bla Kantunieri - ONE - Mario Tabone Vassallo		785	785			785					785				
		225		225				225						225	
		TOTAL [N]	1,010	785	225		785		225			785			225
Evening-Programmes ONE Party Zone - ONE - Ray Grech & Christine Dalli Bla Kantunieri - ONE - Mario Tabone Vassallo															
		77.68	100			100						100			
		22.32		100				100						100	
TOTAL [%]		100	100	100		100		100			100			100	
Overnight 24:00-6:00		Total	Gender		Age Group					District					
			Males	Females	12-20	21-30	31-50	51-70	71+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
Overnight-Music Show Qabel jibda l-Marc - Calypso - Mario Fenech		632	632			632								632	
		TOTAL [N]	632	632			632							632	
Overnight-Music Show															

Qabel jibda l-Marc - Calypso - Mario Fenech	100	100			100								100	
Total [%]	100	100			100								100	
Generic [Summery]	Total	Gender		Age Group					District					
		Males	Females	12-20	21-30	31-50	51-70	71+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
Music	84,625	40,865	43,759	18,528	11,957	37,169	11,145	5,826	14,269	23,282	16,365	11,749	16,340	2,620
Music & ...	17,868	12,096	5,771	1,626	2,439	5,413	5,280	3,109	3,321	6,320	2,929	2,712	2,363	223
Religious	2,570	625	1,944			544	580	1,445		1,623	174		451	322
Religious & ...	12,366	3,845	8,522	628			2,231	9,508	3,562	2,719	1,822	1,696	1,900	668
News	8,320	6,100	2,220		592	823	1,304	5,600	1,413	1,427	476	1,734	2,081	1,188
News & ...	5,990	3,618	2,372				2,523	3,467	1,117	1,427	1,601	479	821	545
Breakfast Show	6,818	2,815	4,004			5,730	599	490	1,293	1,106	1,311	768	1,288	1,051
Breakfast Show & ...	1,080	519	562			596	485		336			519	225	
Discussion Programmes	5,755	3,026	2,729	388		2,619	1,625	1,123	527	2,459	301	738	1,020	710
Discussion Programmes & ...	6,491	3,591	2,899		785	1,817	1,087	2,802	1,981	1,863	1,232	239	890	286
Daytime-Radio Drama [incl. Novels]	956	298	658				174	782		258	174		523	
Daytime Radio Drama & ...	535	304	232				232	304	232	304				
Generic Programme on Station	812	295	517				812		295	517				
Political & News	544		544			544				544				
Cooking	529	304	225				529			304			225	
Quizzes	490		490				258	232	232	258				
Quizzes & ...	304	304					304			304				
History Programmes	304	304						304		304				
History Programmes & ...	174		174				174				174			
Documentary Programmes	258		258					258		258				
Children's Programmes	174		174				174				174			
All Programmes on Specific Station	2,714	607	2,106			1,475	1,064	174	232	1,152	539		792	
All Programmes on Radio	30,702	16,331	14,371		2,410	11,551	8,249	8,492	3,118	14,206	4,630	3,302	4,046	1,400
Total [N]	190,379	95,846	94,532	21,170	18,183	68,281	38,830	43,915	31,927	60,634	31,902	23,935	32,965	9,014
Music	44.45	42.64	46.29	87.52	65.76	54.43	28.70	13.27	44.69	38.40	51.30	49.09	49.57	29.07
Music & ...	9.39	12.62	6.11	7.68	13.41	7.93	13.60	7.08	10.40	10.42	9.18	11.33	7.17	2.47
Religious	1.35	0.65	2.06			0.80	1.49	3.29		2.68	0.55		1.37	3.57
Religious & ...	6.50	4.01	9.01	2.97			5.74	21.65	11.16	4.48	5.71	7.08	5.76	7.42
News	4.37	6.36	2.35		3.26	1.21	3.36	12.75	4.42	2.35	1.49	7.25	6.31	13.18
News & ...	3.15	3.78	2.51				6.50	7.89	3.50	2.35	5.02	2.00	2.49	6.04
Breakfast Show	3.58	2.94	4.24			8.39	1.54	1.12	4.05	1.82	4.11	3.21	3.91	11.66
Breakfast Show & ...	0.57	0.54	0.59			0.87	1.25		1.05			2.17	0.68	
Discussion Programmes	3.02	3.16	2.89	1.83		3.84	4.18	2.56	1.65	4.06	0.95	3.08	3.09	7.88
Discussion Programmes & ...	3.41	3.75	3.07		4.31	2.66	2.80	6.38	6.20	3.07	3.86	1.00	2.70	3.17
Daytime-Radio Drama [incl. Novels]	0.50	0.31	0.70				0.45	1.78		0.43	0.55		1.59	
Daytime Radio Drama & ...	0.28	0.32	0.25				0.60	0.69	0.73	0.50				

Generic Programme on Station	0.43	0.31	0.55				2.09		0.92	0.85				
Political & News	0.29		0.58			0.80				0.90				
Cooking	0.28	0.32	0.24				1.36			0.50			0.68	
Quizzes	0.26		0.52				0.67	0.53	0.73	0.43				
Quizzes & ...	0.16	0.32					0.78			0.50				
History Programmes	0.16	0.32						0.69		0.50				
History Programmes & ...	0.09		0.18				0.45				0.55			
Documentary Programmes	0.14		0.27					0.59		0.43				
Children's Programmes	0.09		0.18				0.45				0.55			
All Programmes on Specific Station	1.43	0.63	2.23		13.25	2.16	2.74	0.40	0.73	1.90	1.69		2.40	
All Programmes on Radio	16.13	17.04	15.20		13.25	16.92	21.24	19.34	9.77	23.43	14.51	13.79	12.27	15.53
Total [%]	100	100	100	100	100	100	100	100	100	100	100	100	100	100

Generic

Generic [N]	Total	Gender		Age Group					District					
		Males	Females	12-20	21-30	31-50	51-70	71+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
Music	84,625	40,865	43,759	18,528	11,957	37,169	11,145	5,826	14,269	23,282	16,365	11,749	16,340	2,620
Music & ...	17,868	12,096	5,771	1,626	2,439	5,413	5,280	3,109	3,321	6,320	2,929	2,712	2,363	223
Music & Discussion	5,751	3,977	1,774	438	1,216	1,885	1,355	857	1,501	2,762	824	0	664	
Music & All	2,913	2,442	471		439	582	1,393	499	527	607	582	758	439	
Music [Old Songs]	1,290	593	697				1,058	232	527			239	523	
Music [Classical]	1,282	785	498		785		239	258		1,043		239		
Music & News	996	259	737				499	498		258		738		
Music ['80s]	880	880				880					582		298	
Music [Top 40]	785	785		785						785				
Music [Festas]	497	497				497						497		
Music [Foreign Station]	439	439				439							439	
Music [Classical & '90s]	430	430				430			430					
Music & Quizzes	403	403		403		0					403			
Music & Traffic Updates	364		364			364					364			
Music & Breakfast Shows	336		336			336			336					
Music & Current Affairs	304	304						304		304				
Music ['60s & '70s]	304	304					304			304				
Music & Discussions	258		258				258			258				
Music & Religious	239		239					239				239		
Music & Linja Diretta - ONE - Emanuel Cuschieri	223		223					223						223
Music [Country]	174		174				174				174			
Total: Music & ...	17,868	12,096	5,771	1,626	2,439	5,413	5,280	3,109	3,321	6,320	2,929	2,712	2,363	223
Religious	2,570	625	1,944			544	580	1,445		1,623	174		451	322
Religious & ...	12,366	3,845	8,522	628			2,231	9,508	3,562	2,719	1,822	1,696	1,900	668
Religious [Ruzarju]	9,476	2,645	6,832	628			1,579	7,270	2,803	1,854	1,300	1,696	1,602	223
Religious [Ruzarju] & Religious Programmes	556	298	258					556		258			298	
Religious on Radju Marija	526	304	223				304	223		304				223
Religious [Death notice]	478	304	174					478		304	174			
Religious [Ruzarju] & Music	295	295						295	295					
Religious [Ruzarju] & Discussion	232		232					232	232					
Religious Programmes & Music	232		232					232	232					
Religious [Ruzarju] on RTK	223		223					223						223
Religious [Ruzarju] & News & Intervista PN - ONE	174		174				174				174			
Religious [Ruzarju] on Radju Marija	174		174				174				174			
Total: Religious & ...	12,366	3,845	8,522	628			2,231	9,508	3,562	2,719	1,822	1,696	1,900	668

News	8,320	6,100	2,220		592	823	1,304	5,600	1,413	1,427	476	1,734	2,081	1,188
News & ...	5,990	3,618	2,372				2,523	3,467	1,117	1,427	1,601	479	821	545
News & Discussion	1,373	301	1,071				734	639		258	650	239	225	
News & Music	1,197	617	580				348	849	527		348			322
News & Music [Classical]	601	601						601		304			298	
News on ONE	597	597					597		295		301			
News & Linja Diretta - ONE - Emanuel Cuschieri	537	298	239				239	298				239	298	
News & Sports	304	304					304			304				
News on RTK	304	304						304		304				
News on Radju Malta	301	301					301				301			
News & Music [Festas]	295	295						295	295					
News [Information]	258		258					258		258				
News & Quizzes	223		223					223						223
Total: News & ...	5,990	3,618	2,372				2,523	3,467	1,117	1,427	1,601	479	821	545
Breakfast Show	6,818	2,815	4,004			5,730	599	490	1,293	1,106	1,311	768	1,288	1,051
Breakfast Show & ...	1,080	519	562			596	485		336			519	225	
Breakfast Show & Discussions	259	259					259					259		
Breakfast Show & Music	562	0	562			336	225		336				225	
Breakfast Show & News	259	259				259						259		
Breakfast Show & Discussions	259	259					259					259		
Total: Breakfast Show & ...	1,080	519	562			596	485		336			519	225	
Discussion Programmes	5,755	3,026	2,729	388		2,619	1,625	1,123	527	2,459	301	738	1,020	710
Discussion Programmes & ...	6,491	3,591	2,899		785	1,817	1,087	2,802	1,981	1,863	1,232	239	890	286
Discussion Programmes & Music	2,464	1,316	1,148			1,531	527	406	1,095		930		439	
Discussion Programmes & Drama	785	785			785					785				
Discussion Programmes [Political]	599	599						599	295	304				
Discussion Programmes & News & Music	554	295	258				258	295	295	258				
Discussion Programmes & Prayers [Ruzarju]	535	295	239					535	295			239		
Discussion Programmes & Talk-shows	301	301					301				301			
Discussion Programmes & News	286		286			286								286
Discussion Programmes & Familja Wahda - Radju Malta - Lilian Maistre	258		258					258		258				
Discussion Programmes & Prayers [Ruzarju] & Music	258		258					258		258				
Discussion Programmes & Music & News	225		225					225					225	
Discussion Programmes & Newspapers	225		225					225					225	
Total: Discussion Programmes & ...	6,491	3,591	2,899		785	1,817	1,087	2,802	1,981	1,863	1,232	239	890	286
Daytime-Radio Drama [incl. Novels]	956	298	658				174	782		258	174		523	
Daytime Radio Drama & ...	535	304	232				232	304	232	304				
Daytime-Radio Drama & Music	535	304	232				232	304	232	304				
Total: Daytime Radio Drama & ...	535	304	232				232	304	232	304				
Generic Programme on Station	812	295	517				812		295	517				
Music on RTK	295	295					295		295					
Music on Calypso	258		258				258			258				
History Programmes on Campus FM	258		258				258			258				
Total: Generic Programme on Station	812	295	517				812		295	517				

Political & News	544		544			544				544				
Cooking	529	304	225				529			304			225	
Quizzes	490		490				258	232	232	258				
Quizzes & ...	304	304					304			304				
Quizzes & Music	304	304					304			304				
Total: Quizzes & ...	304	304					304			304				
History Programmes	304	304						304		304				
History Programmes & ...	174		174				174				174			
History & Music [Old Songs]	174		174				174				174			
Total: History Programmes & ...	174		174				174				174			
Documentary Programmes	258		258					258		258				
Children's Programmes	174		174				174				174			
All Programmes on Specific Station	2,714	607	2,106			1,475	1,064	174	232	1,152	539		792	
All on 89.7 Bay	1,414	304	1,111			1,111	304			848			566	
All on Radju Marija	400		400				225	174			174		225	
All on ONE	364		364			364					364			
All on Calypso	304	304					304			304				
All on Radju Marija - Calypso	232		232				232		232					
Total: All Programmes on Specific Station	2,714	607	2,106			1,475	1,064	174	232	1,152	539		792	
All Programmes on Radio	30,702	16,331	14,371		2,410	11,551	8,249	8,492	3,118	14,206	4,630	3,302	4,046	1,400
All	30,527	16,331	14,196		2,410	11,551	8,075	8,492	3,118	14,206	4,456	3,302	4,046	1,400
All & Linja Diretta - ONE - Emanuel Cuschieri	174		174				174				174			
Total: All Programmes on Radio	30,702	16,331	14,371		2,410	11,551	8,249	8,492	3,118	14,206	4,630	3,302	4,046	1,400
Total [N]	190,379	95,846	94,532	21,170	18,183	68,281	38,830	43,915	31,927	60,634	31,902	23,935	32,965	9,014

Generic [%]	Total	Gender		Age Group					District					
		Males	Females	12-20	21-30	31-50	51-70	71+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
Music	44.45	42.64	46.29	87.52	65.76	54.43	28.70	13.27	44.69	38.40	51.30	49.09	49.57	29.07
Music & ...	9.39	12.62	6.11	7.68	13.41	7.93	13.60	7.08	10.40	10.42	9.18	11.33	7.17	2.47
Music & Discussion	3.02	4.15	1.88	2.07	6.69	2.76	3.49	1.95	4.70	4.55	2.58		2.02	
Music & All	1.53	2.55	0.50		2.41	0.85	3.59	1.14	1.65	1.00	1.82	3.17	1.33	
Music [Old Songs]	0.68	0.62	0.74				2.72	0.53	1.65			1.00	1.59	
Music [Classical]	0.67	0.82	0.53		4.31		0.62	0.59		1.72		1.00		
Music & News	0.52	0.27	0.78				1.28	1.13		0.43		3.08		
Music ['80s]	0.46	0.92				1.29					1.82		0.90	
Music [Top 40]	0.41	0.82		3.71						1.29				
Music [Festas]	0.26	0.52				0.73						2.08		
Music [Foreign Station]	0.23	0.46				0.64							1.33	
Music [Classical & '90s]	0.23	0.45				0.63			1.35					
Music & Quizzes	0.21	0.42									1.26			
Music & Traffic Updates	0.19		0.39			0.53					1.14			
Music & Breakfast Shows	0.18		0.36			0.49			1.05					
Music & Current Affairs	0.16	0.32						0.69		0.50				
Music ['60s & '70s]	0.16	0.32					0.78			0.50				
Music & Discussions	0.14		0.27				0.67			0.43				
Music & Religious	0.13		0.25					0.55				1.00		
Music & Linja Diretta - ONE - Emanuel Cuschieri	0.12		0.24					0.51						2.47
Music [Country]	0.09		0.18				0.45				0.55			
Total: Music & ...	9.39	12.62	6.11	7.68	13.41	7.93	13.60	7.08	10.40	10.42	9.18	11.33	7.17	2.47
Religious	1.35	0.65	2.06			0.80	1.49	3.29		2.68	0.55		1.37	3.57
Religious & ...	6.50	4.01	9.01	2.97			5.74	21.65	11.16	4.48	5.71	7.08	5.76	7.42
Religious [Ruzarju]	4.98	2.76	7.23	2.97			4.07	16.55	8.78	3.06	4.07	7.08	4.86	2.47
Religious [Ruzarju] & Religious Programmes	0.29	0.31	0.27				1.27			0.43			0.90	
Religious on Radju Marija	0.28	0.32	0.24				0.78	0.51		0.50				2.47
Religious [Death notice]	0.25	0.32	0.18					1.09		0.50	0.55			
Religious [Ruzarju] & Music	0.16	0.31						0.67	0.92					
Religious [Ruzarju] & Discussion	0.12		0.25					0.53	0.73					
Religious Programmes & Music	0.12		0.25					0.53	0.73					
Religious [Ruzarju] on RTK	0.12		0.24					0.51						2.47
Religious [Ruzarju] & News & Intervista PN - ONE	0.09		0.18				0.45				0.55			
Religious [Ruzarju] on Radju Marija	0.09		0.18				0.45				0.55			
Total: Religious & ...	6.50	4.01	9.01	2.97			5.74	21.65	11.16	4.48	5.71	7.08	5.76	7.42
News	4.37	6.36	2.35		3.26	1.21	3.36	12.75	4.42	2.35	1.49	7.25	6.31	13.18
News & ...	3.15	3.78	2.51				6.50	7.89	3.50	2.35	5.02	2.00	2.49	6.04
News & Discussion	0.72	0.31	1.13				1.89	1.46		0.43	2.04	1.00	0.68	
News & Music	0.63	0.64	0.61				0.90	1.93	1.65		1.09			3.57
News & Music [Classical]	0.32	0.63						1.37		0.50			0.90	
News on ONE	0.31	0.62					1.54		0.92		0.95			
News & Linja Diretta - ONE - Emanuel Cuschieri	0.28	0.31	0.25				0.62	0.68				1.00	0.90	

News & Sports	0.16	0.32					0.78			0.50				
News on RTK	0.16	0.32						0.69		0.50				
News on Radju Malta	0.16	0.31					0.78				0.95			
News & Music [Festas]	0.16	0.31						0.67	0.92					
News [Information]	0.14		0.27					0.59		0.43				
News & Quizzes	0.12		0.24					0.51						2.47
Total: News & ...	3.15	3.78	2.51				6.50	7.89	3.50	2.35	5.02	2.00	2.49	6.04
Breakfast Show	3.58	2.94	4.24			8.39	1.54	1.12	4.05	1.82	4.11	3.21	3.91	11.66
Breakfast Show & ...	0.57	0.54	0.59			0.87	1.25		1.05			2.17	0.68	
Breakfast Show & Discussions	0.14	0.27					0.67					1.08		
Breakfast Show & Music	0.30		0.59			0.49	0.58		1.05				0.68	
Breakfast Show & News	0.14	0.27				0.38						1.08		
Breakfast Show & Discussions	0.57	0.54	0.59			0.87	1.25		1.05			2.17	0.68	
Total: Breakfast Show & ...	0.14	0.27					0.67					1.08		
Discussion Programmes	3.02	3.16	2.89	1.83		3.84	4.18	2.56	1.65	4.06	0.95	3.08	3.09	7.88
Discussion Programmes & ...	3.41	3.75	3.07		4.31	2.66	2.80	6.38	6.20	3.07	3.86	1.00	2.70	3.17
Discussion Programmes & Music	1.29	1.37	1.21			2.24	1.36	0.92	3.43		2.92		1.33	
Discussion Programmes & Drama	0.41	0.82			4.31					1.29				
Discussion Programmes [Political]	0.31	0.62						1.36	0.92	0.50				
Discussion Programmes & News & Music	0.29	0.31	0.27				0.67	0.67	0.92	0.43				
Discussion Programmes & Prayers [Ruzarju]	0.28	0.31	0.25					1.22	0.92			1.00		
Discussion Programmes & Talk-shows	0.16	0.31					0.78				0.95			
Discussion Programmes & News	0.15		0.30			0.42								3.17
Discussion Programmes & Familja Wahda - Radju Malta - Lilian Maistre	0.14		0.27					0.59		0.43				
Discussion Programmes & Prayers [Ruzarju] & Music	0.14		0.27					0.59		0.43				
Discussion Programmes & Music & News	0.12		0.24					0.51					0.68	
Discussion Programmes & Newspapers	0.12		0.24					0.51					0.68	
Total: Discussion Programmes & ...	3.41	3.75	3.07		4.31	2.66	2.80	6.38	6.20	3.07	3.86	1.00	2.70	3.17
Daytime-Radio Drama [incl. Novels]	0.50	0.31	0.70				0.45	1.78		0.43	0.55		1.59	
Daytime Radio Drama & ...	0.28	0.32	0.25				0.60	0.69	0.73	0.50				
Daytime-Radio Drama & Music	0.28	0.32	0.25				0.60	0.69	0.73	0.50				
Total: Daytime Radio Drama & ...	0.28	0.32	0.25				0.60	0.69	0.73	0.50				
Generic Programme on Station	0.43	0.31	0.55				2.09		0.92	0.85				
Music on RTK	0.16	0.31					0.76		0.92					
Music on Calypso	0.14		0.27				0.67			0.43				
History Programmes on Campus FM	0.14		0.27				0.67			0.43				
Total: Generic Programme on Station	0.43	0.31	0.55				2.09		0.92	0.85				
Political & News	0.29		0.58			0.80				0.90				
Cooking	0.28	0.32	0.24				1.36			0.50			0.68	
Quizzes	0.26		0.52				0.67	0.53	0.73	0.43				
Quizzes & ...	0.16	0.32					0.78			0.50				
Quizzes & Music	0.16	0.32					0.78			0.50				
Total: Quizzes & ...	0.16	0.32					0.78			0.50				

History Programmes	0.16	0.32						0.69		0.50				
History Programmes & ...	0.09		0.18				0.45			0.55				
History & Music [Old Songs]	0.09		0.18				0.45			0.55				
Total: History Programmes & ...	0.09		0.18				0.45			0.55				
Documentary Programmes	0.14		0.27					0.59		0.43				
Children's Programmes	0.09		0.18				0.45			0.55				
All Programmes on Specific Station	1.43	0.63	2.23			2.16	2.74	0.40	0.73	1.90	1.69		2.40	
All on 89.7 Bay	0.74	0.32	1.17			1.63	0.78			1.40			1.72	
All on Radju Marija	0.21		0.42				0.58	0.40			0.55		0.68	
All on ONE	0.19		0.39			0.53					1.14			
All on Calypso	0.16	0.32					0.78			0.50				
All on Radju Marija & Calypso	0.12		0.25				0.60		0.73					
Total: All Programmes on Specific Station	1.43	0.63	2.23			2.16	2.74	0.40	0.73	1.90	1.69		2.40	
All Programmes on Radio	16.13	17.04	15.20		13.25	16.92	21.24	19.34	9.77	23.43	14.51	13.79	12.27	15.53
All	16.04	17.04	15.02		13.25	16.92	20.80	19.34	9.77	23.43	13.97	13.79	12.27	15.53
All & Linja Diretta - ONE - Emanuel Cuschieri	0.09		0.18				0.45				0.55			
Total: All Programmes on Radio	16.13	17.04	15.20		13.25	16.92	21.24	19.34	9.77	23.43	14.51	13.79	12.27	15.53
Total [%]	100	100	100	100	100	100	100	100	100	100	100	100	100	100

TV Audiences by Half-Hour Slots – Monday to Sunday

A “nil” record only means that audiences were less than 2000; and not that there were zero audiences.

TV AUDIENCES – MONDAY

	TVM	ONE	NET TV	Smash	TVM2	f Living	Xeik	TV	TSN Melita/GO	GO Stars	Melita More	Foreign Stations	NONE	TOTAL
MNight													442,187	442,187
0:30													442,187	442,187
1:00													442,187	442,187
1:30													442,187	442,187
2:00													442,187	442,187
2:30													442,187	442,187
3:00													442,187	442,187
3:30												1,692	440,495	442,187
4:00												1,692	440,495	442,187
4:30												1,692	440,495	442,187
5:00												1,692	440,495	442,187
5:30			1,692									1,692	438,803	442,187
6:00		1,141	1,692										439,354	442,187
6:30		3,092	1,692										437,403	442,187
7:00	1,692	4,784	1,692										434,019	442,187
7:30	1,692	4,784	1,692										434,019	442,187
8:00	3,210	2,833	1,692										434,452	442,187
8:30	3,384	4,351	1,692										432,760	442,187
9:00	3,384	4,351	1,692										432,760	442,187
9:30	3,384	4,351	1,692										432,760	442,187
10:00	7,010	4,351											430,826	442,187
10:30	6,795	4,351											431,042	442,187
11:00	6,795	4,351										1,698	429,343	442,187
11:30	5,318	4,351										1,698	430,820	442,187
Noon	6,801	2,659	1,692									3,028	428,008	442,187
12:30	5,103	2,659	1,692									3,028	429,706	442,187
1:00	5,103	2,659	5,827								1,477	6,237	420,884	442,187
1:30	5,103	2,659	5,827									4,545	424,053	442,187
2:00	5,103	1,518	5,827									10,923	418,816	442,187
2:30	5,103	1,518	5,827									14,133	415,606	442,187
3:00	14,172	1,518	6,661									14,133	405,703	442,187
3:30	13,330	6,323	6,661									12,656	403,217	442,187
4:00	16,748	4,334	3,384						4,140			14,539	399,042	442,187
4:30	11,025	6,309	1,692						4,140			14,539	404,482	442,187
5:00	3,169	8,007	1,692						6,779			18,102	404,438	442,187
5:30	4,861	12,783	5,249						4,140			18,102	397,053	442,187
6:00	19,758	13,019	5,373				3,465					18,102	382,471	442,187
6:30	14,379	30,338	7,361				3,465					18,282	368,362	442,187
7:00	9,603	35,883	7,361				3,465					23,469	362,405	442,187
7:30	12,412	64,066	23,349				3,465					23,368	315,527	442,187
8:00	86,654	19,889	12,422				1,477			3,566		23,029	295,150	442,187
8:30	31,403	23,402	10,070				1,477			3,566		37,617	334,652	442,187
9:00	18,635	16,429	11,794				2,953			3,566		52,789	336,021	442,187
9:30	17,306	14,861	10,102				1,477			3,566		57,824	337,051	442,187
10:00	6,551	10,056	1,141									46,119	378,321	442,187
10:30	4,697	8,488	1,141									33,078	394,782	442,187
11:00	2,709	1,518										10,796	427,164	442,187
11:30		1,518										10,796	429,873	442,187
Total Avg.	7,550	7,073	3,279				443		400	297	31	10,439	412,676	442,187
maximum	86,654	64,066	23,349				3,465		6,779	3,566	1,477	57,824	442,187	
std.dev.	13,474	11,533	4,535				1,071		1,381	996	213	14,523	37,154	

TV AUDIENCES – TUESDAY

	TVM	ONE	NET TV	Smash	TVM2	f Living	Xeik	iTV	TSN Melita/GO	GO Stars	Melita More	Foreign Stations	NONE	TOTAL
MNight													442,187	442,187
0:30													442,187	442,187
1:00													442,187	442,187
1:30													442,187	442,187
2:00													442,187	442,187
2:30													442,187	442,187
3:00													442,187	442,187
3:30													442,187	442,187
4:00													442,187	442,187
4:30													442,187	442,187
5:00													442,187	442,187
5:30													442,187	442,187
6:00												1,854	440,333	442,187
6:30												3,720	438,467	442,187
7:00												6,133	436,054	442,187
7:30												6,133	436,054	442,187
8:00												3,720	438,467	442,187
8:30													442,187	442,187
9:00		1,797											440,390	442,187
9:30		1,797											440,390	442,187
10:00		3,196											438,991	442,187
10:30		3,196											438,991	442,187
11:00		3,196										2,187	436,803	442,187
11:30		3,196										2,187	436,803	442,187
Noon	6,683	1,399	1,455			1,455						1,503	429,691	442,187
12:30	5,284	1,399	2,910			1,455						7,000	424,139	442,187
1:00	4,493	1,399	2,910		1,797	1,455						8,000	422,132	442,187
1:30	6,115	1,399	5,199		1,797	1,455						8,000	418,221	442,187
2:00	4,700	1,399	5,199		1,797	1,455						18,521	409,116	442,187
2:30	3,077	1,399	5,199		1,797	1,455						19,615	409,644	442,187
3:00	9,403	1,399	6,654			1,455						16,705	406,570	442,187
3:30	8,875	1,399	8,157			1,455						15,077	407,224	442,187
4:00	7,832	1,399	2,958			1,455						20,912	407,630	442,187
4:30	6,739	1,399	2,958			1,455						19,158	410,477	442,187
5:00	4,270	1,399	3,567									4,996	427,955	442,187
5:30	4,270	1,399	3,567				1,870					4,996	426,085	442,187
6:00	5,754	13,652	3,077				1,094		4,927			4,984	408,699	442,187
6:30	4,132	23,132	3,077				1,094		4,927			8,637	397,188	442,187
7:00	4,586	26,828	4,948				3,000		4,927			10,036	387,862	442,187
7:30	4,586	49,613	28,084		2,700				4,927			10,036	342,240	442,187
8:00	112,981	23,517	13,005						4,927			20,776	266,982	442,187
8:30	36,837	20,046	7,284			1,870			4,927			23,017	348,206	442,187
9:00	17,756	14,834	6,722			9,238						39,038	354,599	442,187
9:30	17,589	11,796	5,100			9,238						39,984	358,480	442,187
10:00	5,189	8,076	2,289			9,238						17,943	399,452	442,187
10:30	5,189	6,454	2,289			9,238						18,301	400,717	442,187
11:00						1,870						3,744	436,573	442,187
11:30													442,187	442,187
Total Avg.	5,965	4,815	2,638		1,054	303	147		616			7,644	419,005	442,187
maximum	112,981	49,613	28,084		9,238	1,455	3,000		4,927			39,984	442,187	
std.dev.	17,046	9,545	4,740		2,590	597	543		1,647			9,930	34,835	

TV AUDIENCES – WEDNESDAY

	TVM	ONE	NET TV	Smash	TVM2	f Living	Xeik	iTV	TSN Melita/GO	GO Stars	Melita More	Foreign Stations	NONE	TOTAL
MNight													442,187	442,187
0:30													442,187	442,187
1:00												1,844	440,343	442,187
1:30												1,844	440,343	442,187
2:00												1,844	440,343	442,187
2:30													442,187	442,187
3:00													442,187	442,187
3:30													442,187	442,187
4:00													442,187	442,187
4:30													442,187	442,187
5:00													442,187	442,187
5:30	2,348												439,839	442,187
6:00	2,348												439,839	442,187
6:30	2,348												439,839	442,187
7:00													442,187	442,187
7:30													442,187	442,187
8:00												3,507	438,680	442,187
8:30												5,172	437,015	442,187
9:00												6,714	435,473	442,187
9:30												6,714	435,473	442,187
10:00												8,899	433,288	442,187
10:30												8,899	433,288	442,187
11:00	1,664											6,714	433,809	442,187
11:30	1,664											6,714	433,809	442,187
Noon	1,664		1,664									8,074	430,784	442,187
12:30	1,664											8,074	432,449	442,187
1:00	2,786		3,461									6,952	428,988	442,187
1:30	2,786		3,461									8,616	427,323	442,187
2:00	6,294		6,248		1,436							11,343	416,867	442,187
2:30	2,786		6,248									11,343	421,810	442,187
3:00	8,842		3,041				2,596					7,836	419,872	442,187
3:30	7,904		3,041				2,596					15,376	413,271	442,187
4:00	7,815	3,395	1,122				2,596					15,376	411,883	442,187
4:30	5,913	5,219	1,122				2,596					11,171	416,167	442,187
5:00	2,348	5,219	3,041									11,892	419,687	442,187
5:30	4,422	3,395	3,041									15,525	415,804	442,187
6:00	5,240	3,445	8,214				2,945					18,208	404,135	442,187
6:30		10,742	3,041				8,410					17,741	402,253	442,187
7:00	4,487	14,362	3,041				6,958					21,474	391,866	442,187
7:30	4,487	74,151	20,113				5,231					18,358	319,848	442,187
8:00	97,722	16,848	7,395				5,231					19,281	295,711	442,187
8:30	37,621	11,097	5,166		3,205		3,738					40,439	340,921	442,187
9:00	12,222	11,309	1,542		13,475	1,664	1,664					75,298	325,013	442,187
9:30	7,438	8,028	1,542		13,475	1,664			2,770			72,711	334,558	442,187
10:00	1,493	1,542	1,902		10,270	3,207						48,997	374,776	442,187
10:30	1,493		1,902		10,270	1,542						28,655	398,325	442,187
11:00		1,902			1,956							8,880	429,449	442,187
11:30		1,902			1,956							4,981	433,348	442,187
Total Avg.	4,954	3,595	1,861		1,168	168	928		58			11,781	417,674	442,187
maximum	97,722	74,151	20,113		13,475	3,207	8,410		2,770			75,298	442,187	
std.dev.	14,887	11,202	3,458		3,354	599	1,983		400			16,639	36,231	

TV AUDIENCES – THURSDAY

	TVM	ONE	NET TV	Smash	TVM2	f Living	Xeik	iTV	TSN Melita/GO	GO Stars	Melita More	Foreign Stations	NONE	TOTAL
MNight													442,187	442,187
0:30													442,187	442,187
1:00													442,187	442,187
1:30													442,187	442,187
2:00													442,187	442,187
2:30													442,187	442,187
3:00													442,187	442,187
3:30													442,187	442,187
4:00													442,187	442,187
4:30													442,187	442,187
5:00													442,187	442,187
5:30													442,187	442,187
6:00													442,187	442,187
6:30		1,304											440,883	442,187
7:00		1,304											440,883	442,187
7:30		3,561										2,210	436,416	442,187
8:00		3,561					2,273					2,210	434,144	442,187
8:30		3,561					2,273						436,354	442,187
9:00		1,304					2,273						438,611	442,187
9:30		1,304					2,273						438,611	442,187
10:00		1,304					2,273						438,611	442,187
10:30		1,304					2,273						438,611	442,187
11:00		1,304											440,883	442,187
11:30		1,304											440,883	442,187
Noon												5,458	436,729	442,187
12:30												5,458	436,729	442,187
1:00	1,304		4,773										436,110	442,187
1:30			8,011										434,176	442,187
2:00			6,276									9,341	426,570	442,187
2:30			4,541									3,726	433,920	442,187
3:00	6,507	1,735	3,238			1,934						8,160	420,613	442,187
3:30	3,038	1,735	3,238			1,934						8,160	424,082	442,187
4:00	9,323	1,735	4,144			1,934						19,073	405,978	442,187
4:30	8,020	1,735	2,210									19,073	411,150	442,187
5:00	4,668		2,210									18,513	416,795	442,187
5:30	4,668		4,144									12,060	421,314	442,187
6:00	11,672	4,467	3,868		1,934		1,792					9,152	409,302	442,187
6:30	9,400	7,994	9,776				1,792					20,879	392,346	442,187
7:00	1,792	13,964	9,776				6,523					23,876	386,255	442,187
7:30	1,934	48,344	31,958				4,731					21,943	333,277	442,187
8:00	76,177	19,439	7,877			1,792	4,731					21,026	311,145	442,187
8:30	19,570	17,183	9,181			1,792	4,731					22,059	367,671	442,187
9:00	12,371	14,388	7,240		4,355							42,856	360,978	442,187
9:30	15,650	14,388	12,462		4,355							44,790	350,544	442,187
10:00	11,118	10,186	9,564		4,355							27,487	379,478	442,187
10:30	8,708	3,945	8,260		4,355							21,285	395,634	442,187
11:00	2,210	2,210	2,210									3,868	431,689	442,187
11:30	2,210	2,210	2,210									3,868	431,689	442,187
Total Avg.	4,382	3,891	3,274		403	196	790					7,844	421,406	442,187
maximum	76,177	48,344	31,958		4,355	1,934	6,523					44,790	442,187	
std.dev.	11,624	8,212	5,551		1,236	580	1,579					11,436	31,514	

TV AUDIENCES – FRIDAY

	TVM	ONE	NET TV	Smash	TVM2	f Living	Xeik	iTV	TSN Melita/GO	GO Stars	Melita More	Foreign Stations	NONE	TOTAL
MNight													442,187	442,187
0:30													442,187	442,187
1:00													442,187	442,187
1:30													442,187	442,187
2:00													442,187	442,187
2:30													442,187	442,187
3:00													442,187	442,187
3:30													442,187	442,187
4:00	2,325												439,862	442,187
4:30	2,325												439,862	442,187
5:00	2,325	4,197											435,665	442,187
5:30	2,325	4,197											435,665	442,187
6:00	2,325	4,197											435,665	442,187
6:30	2,325	5,540											434,322	442,187
7:00	6,810	5,540											429,837	442,187
7:30	6,810	7,817	2,963										424,598	442,187
8:00	7,194	5,540										6,286	423,167	442,187
8:30	4,508	5,540										7,629	424,510	442,187
9:00	4,508	5,540										7,629	424,510	442,187
9:30	4,508	5,540										6,286	425,853	442,187
10:00	4,508	5,540		1,738								11,240	419,161	442,187
10:30	2,325	5,540		1,738								11,240	421,344	442,187
11:00	2,325	5,540		1,738								7,917	424,667	442,187
11:30	2,325	5,540		1,738								7,917	424,667	442,187
Noon	5,287	5,540		1,738								8,540	421,081	442,187
12:30	2,325	6,189		1,738								11,925	420,010	442,187
1:00	2,325	6,189			1,846							12,645	419,183	442,187
1:30	2,325	6,189			1,846							12,645	419,183	442,187
2:00	9,717	6,189			1,846	1,999	2,341					20,821	399,274	442,187
2:30	9,717	6,189				1,999	2,341					25,661	396,279	442,187
3:00	22,170	9,512	4,548			3,786	2,341			2,963		22,277	374,591	442,187
3:30	22,024	9,512	6,286			3,786	2,341			2,963		17,437	377,839	442,187
4:00	14,255	9,307	10,619									14,875	393,131	442,187
4:30	15,993	7,521	8,881									14,875	394,918	442,187
5:00	7,386	7,521	5,054				2,276					15,943	404,007	442,187
5:30	5,648	7,521	5,054				2,276					15,986	405,703	442,187
6:00	5,648	7,521	1,738									16,476	410,805	442,187
6:30	5,648	12,682	1,738									13,098	409,021	442,187
7:00	7,165	11,205	1,738									23,674	398,406	442,187
7:30	9,505	27,971	5,468									28,068	371,174	442,187
8:00	83,694	12,046	5,524									19,072	321,851	442,187
8:30	17,548	5,984	3,786									20,987	393,883	442,187
9:00	10,308	6,197	5,524									44,128	376,031	442,187
9:30	8,309	6,197	3,525									36,473	387,684	442,187
10:00	6,704	1,999										29,621	403,863	442,187
10:30	6,704	1,999										33,575	399,908	442,187
11:00	4,111	1,999				2,183						8,927	424,967	442,187
11:30	4,111	1,999				2,183						4,460	429,434	442,187
Total Avg.	7,258	5,437	1,509	217	115	332	290			123		11,215	415,689	442,187
maximum	83,694	27,971	10,619	1,738	1,846	3,786	2,341			2,963		44,128	442,187	
std.dev.	12,478	4,750	2,646	581	452	933	775			598		11,197	24,753	

TV AUDIENCES – SATURDAY

	TVM	ONE	NET TV	Smash	TVM2	f Living	Xeik	ITV	TSN Melita/GO	GO Stars	Melita More	Foreign Stations	NONE	TOTAL
MNight												2,130	440,057	442,187
0:30												2,130	440,057	442,187
1:00													442,187	442,187
1:30													442,187	442,187
2:00													442,187	442,187
2:30													442,187	442,187
3:00													442,187	442,187
3:30													442,187	442,187
4:00													442,187	442,187
4:30													442,187	442,187
5:00	2,426	3,399											436,362	442,187
5:30	2,426	3,399											436,362	442,187
6:00	2,426	3,399											436,362	442,187
6:30	2,426	3,399											436,362	442,187
7:00	2,426	3,399											436,362	442,187
7:30	2,426	3,399											436,362	442,187
8:00	2,426	3,399											436,362	442,187
8:30	2,426	3,399											436,362	442,187
9:00	4,616	5,070											432,501	442,187
9:30	4,616	5,070											432,501	442,187
10:00	4,616	5,070										2,130	430,371	442,187
10:30	4,616	3,399										3,857	430,315	442,187
11:00	8,889	3,399							3,167			3,857	422,875	442,187
11:30	8,889	3,399							3,167			3,857	422,875	442,187
Noon	13,685	2,928							3,167			6,486	415,921	442,187
12:30	7,720	2,928							3,167			8,912	419,460	442,187
1:00	3,447	2,928										5,332	430,480	442,187
1:30	8,706	2,928										2,906	427,646	442,187
2:00	8,706	2,928	2,190							2,130		6,960	419,272	442,187
2:30	7,450	1,672	2,190							2,130		6,960	421,785	442,187
3:00	7,450	1,672							3,167	2,130		15,338	412,430	442,187
3:30	2,190	1,672	3,927						3,167	2,130		15,338	413,763	442,187
4:00	3,816	4,098	3,927							2,130		8,698	419,518	442,187
4:30	10,439	4,098	3,927							2,130		8,698	412,895	442,187
5:00	12,166	4,098	3,927				2,190			2,130		8,091	409,585	442,187
5:30	7,970	5,354	3,927				2,190			2,130		8,091	412,525	442,187
6:00	6,765	7,026	3,927				2,190			2,130		3,447	416,703	442,187
6:30	4,616	7,026	3,927		2,190					2,130		3,447	418,851	442,187
7:00	10,277	8,652	1,626		3,816					2,130		7,850	407,835	442,187
7:30	10,277	23,148	12,484		3,816					2,130		7,850	382,482	442,187
8:00	71,601	9,997	3,298		3,816					2,130		13,679	337,666	442,187
8:30	23,065	3,298	5,025		1,626					4,320		38,233	366,620	442,187
9:00	8,250	3,298	5,025		1,626			3,167		8,593	2,130	40,444	369,653	442,187
9:30	8,250	3,298	5,025		1,626			3,167		6,403	2,130	34,783	377,504	442,187
10:00		3,298	1,626		1,626					4,273	2,130	27,454	401,779	442,187
10:30		3,298	1,626		1,626					4,273	2,130	25,870	403,363	442,187
11:00		1,626	1,626		1,626						2,130	14,912	420,265	442,187
11:30		3,756	1,626		1,626						2,130	9,857	423,191	442,187
Total Avg.	6,094	3,492	1,476		521		137	132	396	1,157	266	7,242	421,274	442,187
maximum	71,601	23,148	12,484		3,816		2,190	3,167	3,167	8,593	2,130	40,444	442,187	
std.dev.	10,761	3,660	2,391		1,072		536	640	1,058	1,872	712	10,245	22,600	

TV AUDIENCES – SUNDAY

	TVM	ONE	NET TV	Smash	TVM2	f Living	Xeik	ITV	TSN Melita/GO	GO Stars	Melita More	Foreign Stations	NONE	TOTAL
MNight													442,187	442,187
0:30													442,187	442,187
1:00													442,187	442,187
1:30													442,187	442,187
2:00													442,187	442,187
2:30													442,187	442,187
3:00													442,187	442,187
3:30													442,187	442,187
4:00													442,187	442,187
4:30													442,187	442,187
5:00													442,187	442,187
5:30													442,187	442,187
6:00													442,187	442,187
6:30													442,187	442,187
7:00													442,187	442,187
7:30		2,273	2,273										437,640	442,187
8:00	4,435												437,752	442,187
8:30		1,701											440,486	442,187
9:00	5,120	1,701											435,366	442,187
9:30	5,120	1,701											435,366	442,187
10:00		3,673	1,769										436,745	442,187
10:30		1,972											440,215	442,187
11:00		1,972											440,215	442,187
11:30		1,972											440,215	442,187
Noon	2,933	1,972										6,695	430,587	442,187
12:30	2,933	1,972										6,695	430,587	442,187
1:00	5,235	4,274	2,302									12,274	418,104	442,187
1:30	6,956	4,274	2,302									12,274	416,383	442,187
2:00	8,928	4,274	2,302									3,693	422,991	442,187
2:30	8,928	4,274	2,302									3,693	422,991	442,187
3:00	10,649	6,253	2,302									5,966	417,018	442,187
3:30	7,715	8,570	2,302									7,794	415,806	442,187
4:00	16,022	12,060	2,302									17,557	394,246	442,187
4:30	14,050	9,743	2,302									17,557	398,536	442,187
5:00	14,050	9,743	2,302		8,793							15,284	392,016	442,187
5:30	14,050	11,722	2,302		8,793	3,470						17,052	384,798	442,187
6:00	4,759	13,750	2,302		8,793	5,239						10,385	396,960	442,187
6:30	2,302	17,906	2,302		8,793	5,239						14,638	391,009	442,187
7:00	2,302	17,906	2,302			3,470						14,744	401,464	442,187
7:30	4,575	48,019	15,125			5,442						15,283	353,744	442,187
8:00	65,359	15,595	4,619			3,673						23,556	329,385	442,187
8:30	24,463	17,897	2,302			3,673						27,904	365,949	442,187
9:00	9,130	19,936	4,619			3,673				2,273		31,087	371,468	442,187
9:30	9,130	15,663	4,619			3,673				2,273		28,119	378,709	442,187
10:00	8,801	9,093	2,302									23,650	398,342	442,187
10:30	8,316	5,352	2,302									24,202	402,015	442,187
11:00	6,014	1,769										8,697	425,707	442,187
11:30	6,014	1,769										3,283	431,121	442,187
Total Avg.	5,798	5,849	1,455		733	782				95		7,335	420,140	442,187
maximum	65,359	48,019	15,125		8,793	5,442				2,273		31,087	442,187	442,187
std.dev.	10,359	8,658	2,459		2,456	1,683				459		9,417	27,709	442,187

Radio Audiences by Half-Hour Slots – Monday to Sunday

A “nil” record only means that audiences were less than 2000; and not that there were zero audiences.

RADIO AUDIENCES – MONDAY

	Radju Malta	Radju Malta 2	Magic Malta	One Radio	Net FM	89.7 Bay	Calypso Radio	RTK / 103	Smash Radio	Radju Marija	Campus FM	Vibe FM	X FM	Community	Foreign	NONE	Total	
MNight							1,692									440,495	442,187	
0:30							1,692									440,495	442,187	
1:00							1,692									440,495	442,187	
1:30							1,692									440,495	442,187	
2:00							1,692									440,495	442,187	
2:30							1,692									440,495	442,187	
3:00							1,692									440,495	442,187	
3:30							1,692									440,495	442,187	
4:00							1,692									440,495	442,187	
4:30							1,692									440,495	442,187	
5:00					1,518		1,692									438,977	442,187	
5:30			1,855	3,129			1,692	1,692								433,819	442,187	
6:00	1,692			13,675	1,692	4,509	3,667	1,692	2,203	5,788						407,269	442,187	
6:30	5,294			15,193	1,692	4,509	3,667	1,692	2,203	5,788		2,639			1,568	397,943	442,187	
7:00	6,211			30,300	4,525	20,058	3,667	4,808	7,496	6,339		2,387	5,294	1,460	1,568	348,074	442,187	
7:30	6,211			24,800	4,525	17,529	3,667	2,833	7,496	6,339			5,294	1,460	1,568	360,465	442,187	
8:00	6,668	1,934		15,966	6,043	20,599	7,173	1,692	7,496	2,833			5,294	1,460	1,568	363,461	442,187	
8:30	6,668	1,934		15,966	7,735	12,303	8,865	1,692	7,496	2,833			5,294	1,460	1,568	368,373	442,187	
9:00	6,327			19,777	9,427	12,901	10,840		7,496	2,833			5,294	1,460	5,134	360,699	442,187	
9:30	6,327			22,852	9,427	12,901	10,840		7,496	2,833			5,294	1,460	5,134	357,625	442,187	
10:00	9,362			14,906	8,286	11,845	10,523		5,294	6,284				3,152	5,134	367,401	442,187	
10:30	9,362			14,906	6,594	11,845	12,215		5,294	6,284					3,152	5,134	367,401	442,187
11:00	11,620			13,429	6,594	11,845	10,281		5,294	6,284					3,152	5,134	368,554	442,187
11:30	11,620			19,089	6,594	11,845	10,281		5,294	6,284					1,460	5,134	364,586	442,187
Noon	18,220			15,076	1,692	8,280	8,885		1,692	1,692					1,460	1,568	383,622	442,187
12:30	13,057			13,142	1,692	10,154	8,885		1,692	1,692					1,460	1,568	388,845	442,187
1:00	7,764			8,826	1,692	8,280	3,681		3,643						1,460	1,568	405,275	442,187
1:30	9,697			8,826	1,692	8,280	3,681		3,643						1,460	1,568	403,341	442,187
2:00	7,764			7,685	1,692	9,643	1,692		3,643						1,460	1,568	407,041	442,187
2:30	5,775			7,685	1,692	6,077	1,692		3,643						1,460	1,568	412,595	442,187
3:00	8,940			7,685	1,692	18,187	3,169		4,784						1,460	1,568	394,703	442,187
3:30	8,940			7,685	1,692	10,595	3,169		4,784		2,639				1,460	1,568	399,657	442,187
4:00	3,800			7,685	1,692	10,008	3,169	3,116	1,692				3,566	1,460	1,568	404,431	442,187	
4:30	3,800	1,855		7,685	1,692	6,640	3,169	1,141	1,692				3,566	1,460		409,488	442,187	
5:00	2,108			7,685	7,307	3,771	3,169		1,692	1,988					1,460		413,008	442,187
5:30	2,108			11,191	5,373	7,581	3,169		3,626	1,988					1,460		405,691	442,187
6:00				5,614	5,198	6,013	3,260		1,692	1,988					1,460		416,961	442,187
6:30				3,626	1,988		1,692			1,988					1,460		431,433	442,187
7:00				1,934			1,692								3,152		435,409	442,187
7:30				1,934			1,692								3,152		435,409	442,187
8:00				1,934			1,692								3,152		435,409	442,187
8:30				1,934			1,692								3,152		435,409	442,187
9:00				1,934			3,210										437,043	442,187
9:30				1,934			3,210										437,043	442,187
10:00				1,934			3,210	1,460									435,584	442,187
10:30				1,934			3,210										437,043	442,187
11:00				3,922			3,210										435,055	442,187
11:30				3,922			3,210										435,055	442,187
Tot Avg	3,736	158	7,654	2,322	5,546	4,052	455	1,470	2,055	236	160	810	1,098	1,099	411,336	442,187		
Max	18,220	1,934	30,300	9,427	20,599	12,215	4,808	7,496	6,339	1,988	2,639	5,294	3,152	5,134	440,495			
std.dev.	4,614	529	7,664	2,937	6,320	3,176	1,018	2,749	2,370	634	626	1,857	1,095	1,692	30,023			

RADIO AUDIENCES – TUESDAY

	Radju Malta	Radju Malta 2	Magic Malta	One Radio	Net FM	89.7 Bay	Calypso Radio	RTK / 103	Smash Radio	Radju Marija	Campus FM	Vibe FM	X FM	Community	Foreign	NONE	Total
MNight	1,399			1,893												438,894	442,187
0:30	1,399			1,893												438,894	442,187
1:00	1,399			1,893												438,894	442,187
1:30	1,399			1,893												438,894	442,187
2:00	1,399			1,893												438,894	442,187
2:30	1,399			3,521												437,266	442,187
3:00	1,399			3,521												437,266	442,187
3:30	1,399			3,521												437,266	442,187
4:00	1,399			3,521												437,266	442,187
4:30	1,399			3,521												437,266	442,187
5:00	1,399			3,521			1,455			1,503						434,308	442,187
5:30	1,399			5,025		2,757	2,871			1,503						428,632	442,187
6:00	2,799			9,773		3,124	2,871			1,503						422,118	442,187
6:30	5,139			14,215		16,189	2,871			1,503		8,519				393,751	442,187
7:00	7,009		4,400	15,309		9,074	7,767			6,264		10,719			2,757	378,888	442,187
7:30	8,103		11,346	18,815		22,596	7,767			6,264		7,595	5,075		2,757	351,869	442,187
8:00	4,605		5,942	18,815		22,144	11,024			6,264		3,653			4,611	365,130	442,187
8:30	3,511		2,289	15,309		2,130	9,396			6,264		5,942			4,611	392,737	442,187
9:00	8,688		2,289	20,651			17,237	5,280		6,264		3,653			1,854	376,272	442,187
9:30	8,688		2,289	20,651			17,237	5,280		6,264		3,653			1,854	376,272	442,187
10:00	8,688		2,289	18,544		2,413	14,154	8,699		6,264	4,927	3,653			1,854	370,703	442,187
10:30	8,688		2,289	20,172			14,154	8,699		6,264	4,927	3,653			1,854	371,488	442,187
11:00	8,688		2,289	20,172			14,154	3,410		6,264		3,653			1,854	381,704	442,187
11:30	8,688			20,291			14,154	3,410		6,264		3,653			1,854	383,874	442,187
Noon				17,569	3,720	2,757	8,031	1,870		5,959						402,282	442,187
12:30				14,324		2,757	6,403			3,410		2,289				413,005	442,187
1:00	1,399			12,711		2,707	6,403			3,410		4,995				410,562	442,187
1:30	1,399			12,711			6,403			3,410						418,264	442,187
2:00				12,711			6,403			3,410						419,663	442,187
2:30				14,582		1,797	6,403			3,410						415,996	442,187
3:00	1,854		7,364	12,711		10,002	6,403			5,903		6,753	5,075			386,122	442,187
3:30	1,854		7,364	12,711		10,002	8,257			4,503		8,623	5,075			383,797	442,187
4:00	3,476		5,039	15,338	1,906	14,537	7,480		4,806	2,597						387,007	442,187
4:30			9,021	15,338	1,906	2,757	7,480		4,806	2,597						398,282	442,187
5:00			5,039	9,995	1,906	6,183	7,480		4,806	2,597						404,179	442,187
5:30			5,039	9,995	3,760	4,927	7,480		4,806	2,597						403,581	442,187
6:00			5,039	9,995		2,757	5,858	1,870	4,806	6,305						405,556	442,187
6:30			2,289	8,102		2,757	4,403	1,870	4,806	2,597						415,363	442,187
7:00				8,102		7,157	1,455			2,597						422,876	442,187
7:30				6,647		2,757	1,455			2,597						428,731	442,187
8:00				6,647		2,757	1,455			1,503						429,825	442,187
8:30				6,647		5,463	1,455			1,503						427,118	442,187
9:00				5,144			1,455			1,503						434,085	442,187
9:30				5,144			1,455			1,503						434,085	442,187
10:00				5,144		3,942	1,455									431,646	442,187
10:30				5,144			1,455									435,588	442,187
11:00				3,521			1,455			1,854						435,356	442,187
11:30				3,521			1,455			1,854						435,356	442,187
Tot Avg	2,293		1,700	10,058	275	3,467	5,136	841	601	2,839	205	1,688	317		539	412,227	442,187
Max	8,688		11,346	20,651	3,760	22,596	17,237	8,699	4,806	6,305	4,927	10,719	5,075		4,611	438,894	
std.dev.	3,023		2,816	6,286	866	5,516	4,976	2,098	1,606	2,380	995	2,871	1,241		1,171	25,067	

RADIO AUDIENCES – WEDNESDAY

	Radju Malta	Radju Malta 2	Magic Malta	One Radio	Net FM	89.7 Bay	Calypso Radio	RTK / 103	Smash Radio	Radju Marija	Campus FM	Vibe FM	X FM	Community	Foreign	NONE	Total
MNight										1,664						440,523	442,187
0:30										1,664						440,523	442,187
1:00					1,542					1,664						438,980	442,187
1:30					1,542					1,664						438,980	442,187
2:00					1,542					1,664						438,980	442,187
2:30					1,542					1,664						438,980	442,187
3:00					1,542					1,664						438,980	442,187
3:30					1,542					1,664						438,980	442,187
4:00					3,461			1,664	1,844	1,664						433,554	442,187
4:30					3,461			1,664		1,664						435,397	442,187
5:00					3,461		1,542	1,664		1,664						433,855	442,187
5:30					3,461		1,542	1,664		1,664						433,855	442,187
6:00	2,074	1,902		5,285	3,461		3,445			3,329		1,824				420,867	442,187
6:30	2,074	1,902	1,956	6,815	3,461	1,824	3,445			4,451						416,260	442,187
7:00	7,033		3,507	10,951	6,618	14,154	12,016	4,279	6,358	7,608		13,960				355,702	442,187
7:30	10,540		3,991	13,975	6,618	15,956	11,798	4,279	4,515	7,608	1,956	10,453				350,499	442,187
8:00	16,321		6,466	16,188	7,740	19,021	11,798	3,157	4,515	4,451	1,956	3,928		1,824		344,823	442,187
8:30	12,813		2,475	17,730	7,740	15,407	11,331	1,493	4,515	4,451	1,956	2,475				359,800	442,187
9:00	15,714		2,475	19,401	6,248	18,021	11,331	10,410	4,515	5,886	1,956	2,475			1,956	341,798	442,187
9:30	17,616		2,475	20,943	6,248	16,197	11,331	8,508	4,515	5,886	1,956	2,475			1,956	342,080	442,187
10:00	17,616		2,475	17,498	6,248	10,325	9,896	7,966	4,515	5,886	1,956				1,956	355,850	442,187
10:30	18,079		2,475	15,834	6,248	10,325	9,896	7,966	4,515	5,886	1,956				1,956	357,052	442,187
11:00	16,124		2,475	17,736	6,248	7,977	6,901	7,966	4,515	4,451	1,956				1,956	363,884	442,187
11:30	15,002		2,475	19,401	6,248	7,977	6,901	7,966	4,515	4,451	1,956				1,956	363,341	442,187
Noon	4,866	1,919		20,523	4,583	3,892		6,843	2,348	2,786	1,956	5,207				387,263	442,187
12:30	5,988	1,919	2,167	20,401	4,583	3,892		8,508	2,348	2,786	1,956	5,207				382,432	442,187
1:00	4,860	1,919	2,167	18,302	2,664	7,466	1,452	7,055	2,348	2,786	1,956	5,207				384,005	442,187
1:30	4,860	1,919	3,507	15,095	2,664	12,336		7,055	2,348	2,786	1,956	8,412				379,249	442,187
2:00	4,860		2,348	13,973	1,542	10,173		7,055	2,348	2,786	1,956	5,207				389,938	442,187
2:30	4,860		2,348	15,875	1,542	13,681		7,055	2,348	2,786	1,956	5,207				384,529	442,187
3:00	4,860			11,377	1,542	5,055	1,542	7,055	2,348	4,222	1,956	10,262				391,967	442,187
3:30	4,860		1,956	11,377	1,542	5,055	1,542	8,958	2,348	4,222	1,956	10,262				388,109	442,187
4:00	4,860			9,835	1,542	10,110	1,542	10,900	2,348	4,279	1,956	10,262				384,553	442,187
4:30	4,860			9,835	1,542	6,879	3,445	10,900	2,348	2,786	1,956	10,262				387,374	442,187
5:00	3,196		2,167	8,342	1,542	6,879	3,445	8,944	2,348	2,786	1,956	5,055		1,436		394,092	442,187
5:30	4,866			8,342	1,542	5,055	3,445	7,002	2,348	2,786	1,956	5,055		1,436		398,354	442,187
6:00	4,228			6,440	3,485	2,822	1,902	3,157	2,348	2,786	1,956	5,118		1,436		406,509	442,187
6:30	2,792			6,440	1,542	2,822	1,902	3,157	2,348	2,786	1,956	5,118		1,436	2,348	407,539	442,187
7:00	2,792			6,652	1,542	2,822	1,902	3,157		4,239	1,956	2,770		1,436		412,918	442,187
7:30	2,792			3,317	1,542	2,822	1,902	1,493		4,239	1,956	2,770		1,436		417,917	442,187
8:00	3,078			3,317	1,542		1,902	1,493		2,786	1,956					426,112	442,187
8:30	3,078			3,317	1,542		1,902	1,493		2,786	1,956					426,112	442,187
9:00	3,078			3,317	1,542		1,902	1,493		2,786	1,956					426,112	442,187
9:30	3,078			1,493	1,542		1,902	1,493		2,786						429,892	442,187
10:00	1,122			1,493	1,542		1,902	3,157		2,786						430,184	442,187
10:30	1,122			1,493	1,542			1,493		2,786						433,750	442,187
11:00	1,122									2,786						438,278	442,187
11:30	1,122									2,786						438,278	442,187
Tot Avg	4,963	239	1,040	7,965	2,925	4,978	3,056	3,949	1,702	3,301	1,141	2,895		179	331	403,521	442,187
Max	18,079	1,919	6,466	20,943	7,740	19,021	12,016	10,900	6,358	7,608	1,956	13,960		1,436	2,348	440,523	
std.dev.	5,580	639	1,503	7,439	2,192	5,889	4,012	3,615	1,876	1,544	974	3,818		480	751	32,643	

RADIO AUDIENCES – THURSDAY

	Radju Malta	Radju Malta 2	Magic Malta	One Radio	Net FM	89.7 Bay	Calypso Radio	RTK / 103	Smash Radio	Radju Marija	Campus FM	Vibe FM	X FM	Community	Foreign	NONE	Total
MNight																442,187	442,187
0:30																442,187	442,187
1:00																442,187	442,187
1:30										1,735						440,452	442,187
2:00										1,735						440,452	442,187
2:30										1,735						440,452	442,187
3:00										1,735						440,452	442,187
3:30										1,735						440,452	442,187
4:00										1,735						440,452	442,187
4:30										1,735						440,452	442,187
5:00					1,792	6,498	1,735			1,735						430,428	442,187
5:30				1,735	1,792	9,016	3,992									425,653	442,187
6:00	2,876			1,735	1,792	9,329	1,735			1,688					2,120	420,913	442,187
6:30	2,876		1,688	9,926	3,096	20,518	1,735			1,688					2,120	398,541	442,187
7:00	5,286		3,629	9,877	3,096	28,170	5,021			3,422		10,405	1,941		4,392	366,949	442,187
7:30	2,876		1,941	9,401	1,792	20,299	5,021			1,688		13,420	1,941		2,120	381,688	442,187
8:00	8,750		1,941	11,612	5,306	30,937	9,375	4,144		5,202		16,180	5,160		4,392	339,189	442,187
8:30	8,750		1,941	9,877	5,306	22,450	8,945	4,144		7,135		11,932	3,219		4,392	354,096	442,187
9:00	8,809			13,810	9,174	10,083	8,945	6,078		7,135		4,355			4,502	369,297	442,187
9:30	8,809			13,810	9,174	10,083	8,945	6,078		7,135		4,355			2,273	371,527	442,187
10:00	8,809			7,936	9,174	10,083	8,945	6,078		7,135		4,355			4,502	375,171	442,187
10:30	8,809			7,936	9,174	10,083	8,945	6,078		7,135		4,355			2,273	377,400	442,187
11:00	12,160			9,030	9,174	10,083	4,590	7,382		5,832		4,355			2,273	377,310	442,187
11:30	9,903			16,945	9,174	10,083	3,286	7,382		5,832		4,355			2,273	372,956	442,187
Noon	2,257			7,613	3,514	5,267		4,144		7,766		4,355			2,273	404,999	442,187
12:30				7,613	3,514	2,728		4,144		5,832		4,355			2,273	411,729	442,187
1:00				7,613	3,514	8,778	1,735	6,078		3,898		4,355			2,273	403,944	442,187
1:30				5,679	3,514	11,654	1,735	6,078		3,898		4,355			2,273	403,002	442,187
2:00				5,679	3,514	8,567	1,735	6,078		3,898		4,355			2,273	406,089	442,187
2:30				5,679	3,514	8,567	1,735	3,868		3,898		7,574			2,273	405,080	442,187
3:00				5,679	3,514	9,276	6,089	4,144		3,898		7,574			2,273	399,740	442,187
3:30				7,889	3,514	9,269	6,089	4,144		3,898		7,574			2,273	397,537	442,187
4:00	1,304		1,688	5,679	3,514	9,314	4,355	4,144		5,202		4,355			2,273	400,360	442,187
4:30	1,304		1,688	3,469	3,514	4,731	4,355	6,417		5,202		4,355			2,273	404,881	442,187
5:00	1,304			3,469	3,514	6,367	4,355	6,417	2,728	5,202		10,386			2,273	396,173	442,187
5:30	1,304			5,726	3,514	5,135	4,355	6,417		5,202		15,118			2,273	393,145	442,187
6:00	5,943			5,726	5,743			2,210		5,202		4,355			2,273	410,736	442,187
6:30	4,655			6,820	3,514			2,210		5,202		4,355			2,273	413,159	442,187
7:00	1,304			3,469	3,514			2,210		7,135		4,355			2,273	417,927	442,187
7:30	3,038			3,469	3,514			2,210		5,202					2,273	422,481	442,187
8:00					2,210	4,848		2,210		5,202		2,120			2,273	423,325	442,187
8:30					2,210	2,728		2,210		5,202					2,273	427,564	442,187
9:00										2,991					2,273	436,923	442,187
9:30	1,735									2,991					2,273	435,189	442,187
10:00							4,731			2,991					2,273	432,192	442,187
10:30							4,731			2,991					2,273	432,192	442,187
11:00										1,688					2,273	438,227	442,187
11:30										1,688					2,273	438,227	442,187
Tot Avg	2,351		302	4,477	2,956	6,353	2,650	2,556	57	3,775		3,582	255		1,920	410,951	442,187
Max	12,160		3,629	16,945	9,174	30,937	9,375	7,382	2,728	7,766		16,180	5,160		4,502	442,187	
std.dev.	3,512		780	4,600	2,924	7,642	3,145	2,697	394	2,219		4,359	938		1,301	27,202	

RADIO AUDIENCES – FRIDAY

	Radio Malta	Radio Malta 2	Magic Malta	One Radio	Net FM	89.7 Bay	Calypso Radio	RTK / 103	Smash Radio	Radio Marija	Campus FM	Vibe FM	X FM	Community	Foreign	NONE	Total
MNight																442,187	442,187
0:30																442,187	442,187
1:00																442,187	442,187
1:30																442,187	442,187
2:00																442,187	442,187
2:30																442,187	442,187
3:00																442,187	442,187
3:30																442,187	442,187
4:00							2,325									439,862	442,187
4:30							2,325									439,862	442,187
5:00	1,846			7,976			2,325									430,041	442,187
5:30				7,976	1,343		2,325									430,544	442,187
6:00			4,840	9,714	1,343		4,806			1,343		3,316				416,825	442,187
6:30	1,846			9,714	3,526	4,485	4,806			1,343		3,316	7,433			405,718	442,187
7:00	7,781		2,810	11,057	4,658	12,368	8,283			12,400	3,316	13,563	6,790	4,197		354,965	442,187
7:30	7,371		2,810	11,057	6,397	10,907	8,283			9,270	3,316	6,125	11,663	4,197		360,791	442,187
8:00	8,369			19,391	3,081	17,203	10,282		2,183	9,270	3,316	9,510	6,790	4,197		348,594	442,187
8:30	4,340			19,391	3,081	14,166	7,800		2,183	9,270	3,316	6,700	3,385	4,197		364,358	442,187
9:00	6,186			23,656	4,424	2,183	9,792		4,366	5,073	1,738	3,316	3,323	4,197		373,933	442,187
9:30	6,186			23,656	4,424	2,183	9,792	1,738	2,183	5,073		3,316	3,323	4,197		376,116	442,187
10:00	8,526			25,191	6,765	10,717	11,135	1,738	2,183	5,073		3,316		4,197	2,341	361,006	442,187
10:30	6,186			22,850	4,424	10,717	11,135	1,738	2,183	5,073		3,316		4,197	2,341	368,028	442,187
11:00	6,186			21,507	4,424	2,341	9,143	1,738	2,183	8,705		3,316		4,197		378,447	442,187
11:30	6,616			27,904	4,424		9,143	1,738	2,183	8,705		3,316		4,197		373,961	442,187
Noon	2,276			18,648	3,525	4,485	9,143		2,183	17,234		3,316				381,377	442,187
12:30				26,379			9,143		2,183	14,641		3,316				386,526	442,187
1:00				19,000	2,276		9,143		2,183	8,598		3,316				397,671	442,187
1:30				19,000			9,143		2,183	8,598		3,316				399,948	442,187
2:00				20,343			9,143		2,183	6,859		3,316	4,197			396,145	442,187
2:30				19,000			9,143		2,183	6,859		7,513		1,718		395,770	442,187
3:00	4,366			14,937		4,485	9,143		2,183	8,705		3,316	2,593	1,718		390,740	442,187
3:30	4,366			13,594		3,316	9,143		2,183	6,859		3,316		1,718		397,692	442,187
4:00	2,183		2,810	13,594	3,316	9,016	9,143		2,183	8,705		6,050				385,187	442,187
4:30	2,183		2,810	13,594	3,316		9,143		4,366	6,859			4,873			395,043	442,187
5:00				11,808		7,078	9,485		2,183	6,859		3,385	4,485	1,718		395,186	442,187
5:30		2,341		11,808		7,078	9,485		2,183	6,859		3,385	4,485	1,718		392,845	442,187
6:00		2,341		9,531		3,316	8,882		2,183	5,121						410,813	442,187
6:30		2,341		9,531			8,882			5,121						416,312	442,187
7:00		2,341		8,188			9,420	2,276		3,335			2,593			414,034	442,187
7:30		2,341		8,188			9,420			3,335			2,593			416,310	442,187
8:00				8,188		4,567	7,144			3,335						418,953	442,187
8:30				8,188			7,144			3,335						423,520	442,187
9:00				8,188			7,144			1,992						424,863	442,187
9:30				8,188			7,144			1,992						424,863	442,187
10:00	1,343			8,188			3,668			1,992						426,996	442,187
10:30				8,188			3,668			1,992						428,339	442,187
11:00				8,188			3,668			1,992						428,339	442,187
11:30				8,188			3,668			1,992						428,339	442,187
Tot Avg	1,837	244	335	11,327	1,349	2,721	6,332	228	1,046	4,662	313	2,208	1,428	1,053	98	407,007	442,187
Max	8,526	2,341	4,840	27,904	6,765	17,203	11,135	2,276	4,366	17,234	3,316	13,563	11,663	4,197	2,341	442,187	
std.dev.	2,816	723	1,028	8,148	2,029	4,478	3,756	615	1,273	4,228	949	2,931	2,613	1,712	473	27,956	

RADIO AUDIENCES – SATURDAY

	Radio Malta	Radio Malta 2	Magic Malta	One Radio	Net FM	89.7 Bay	Calypso Radio	RTK / 103	Smash Radio	Radio Marija	Campus FM	Vibe FM	X FM	Community	Foreign	NONE	Total
MNight																442,187	442,187
0:30																442,187	442,187
1:00																442,187	442,187
1:30																442,187	442,187
2:00																442,187	442,187
2:30																442,187	442,187
3:00																442,187	442,187
3:30																442,187	442,187
4:00																442,187	442,187
4:30																442,187	442,187
5:00	1,727				1,672											438,788	442,187
5:30	1,727				1,672											438,788	442,187
6:00	3,454			5,968	1,672		5,232									425,861	442,187
6:30	9,285		3,927	5,968	1,672	2,629	5,232		4,197							409,277	442,187
7:00	13,623		3,927	15,943	1,672	2,629	3,756	1,626				2,906				396,103	442,187
7:30	11,475		3,927	18,133	1,672	2,629	3,756	3,816				5,796				390,982	442,187
8:00	13,338		3,927	18,133	1,672	10,919	15,672	3,816	5,521			5,401	2,629			361,158	442,187
8:30	11,475		5,184	15,125	1,672	15,493	15,672	1,626	8,151			5,198				362,592	442,187
9:00	13,082		10,444	15,125	1,672	23,481	15,672	4,052	5,521			14,335	5,830			332,972	442,187
9:30	13,082		10,444	15,125	1,672	18,645	15,672	4,052	5,521			12,292	5,830			339,851	442,187
10:00	10,892		5,184	13,517	1,672	28,107	15,672	1,626	5,521			9,125	3,589			347,281	442,187
10:30	10,892		3,927	13,517	1,672	28,107	15,672	1,626	5,521			12,292	3,589			345,370	442,187
11:00	9,184		3,927	15,943	1,672	15,478	15,672	1,626	5,521			18,262	3,589			351,312	442,187
11:30	9,184		3,927	18,092	1,672	15,478	15,672	1,626	5,521			17,444	3,589			349,981	442,187
Noon	7,457		3,927	16,332	1,727	14,913	9,305	3,816	5,521			9,125				370,062	442,187
12:30	7,457		3,927	13,887		12,849	9,305	1,626	5,521	2,175		6,699				378,739	442,187
1:00	7,457		3,927	8,222		23,003	12,408	1,626	5,521	2,148		7,855	2,447			367,573	442,187
1:30	7,457		3,927	8,222		15,296	12,408	1,626	5,521	2,148		3,927				381,654	442,187
2:00	7,457		3,927	8,222		18,510	9,305	1,626	9,718	2,148		3,927	2,629			374,716	442,187
2:30	7,457		3,927	8,222		18,510	9,305	1,626	9,718	2,148		3,927				377,345	442,187
3:00	7,457		3,927	8,222		7,189	9,305	1,626	9,718			3,927				390,815	442,187
3:30	7,457		3,927	8,222		7,189	9,305	1,626	9,718			3,927				390,815	442,187
4:00			3,927	6,047		9,337	9,305	1,626	4,197							407,747	442,187
4:30			3,927	6,047		7,189	9,305	1,626	4,197							409,895	442,187
5:00				6,047		2,629	9,305	1,626				2,906				419,673	442,187
5:30				6,047		2,629	9,305	1,626								422,579	442,187
6:00	2,175			6,047		4,197	9,305	1,626					5,830		3,167	409,839	442,187
6:30				6,047		4,197	9,305	1,626							3,167	417,845	442,187
7:00				6,047		4,197	9,305	3,816							3,167	415,654	442,187
7:30				4,320		4,197	9,305	1,626								422,739	442,187
8:00						4,197	6,983	1,626								429,381	442,187
8:30						4,197	6,983	1,626								429,381	442,187
9:00	2,190					4,197	6,983	1,626				2,043				425,148	442,187
9:30	2,190					4,197	6,983	1,626								427,191	442,187
10:00	2,190						6,983	1,626								431,387	442,187
10:30	2,190						6,983	1,626								431,387	442,187
11:00	2,190						3,816	1,626								434,554	442,187
11:30	2,190						3,816	1,626								434,554	442,187
Tot Avg	4,321		2,042	6,183	524	7,009	7,249	1,436	2,507	224		3,152	824		198	406,518	442,187
Max	13,623		10,444	18,133	1,727	28,107	15,672	4,052	9,718	2,175		18,262	5,830		3,167	442,187	
std.dev.	4,752		2,666	6,393	785	8,268	5,393	1,187	3,360	665		4,902	1,730		775	34,215	

RADIO AUDIENCES – SUNDAY

	Radiu Malta	Radiu Malta 2	Magic Malta	One Radio	Net FM	89.7 Bay	Calypso Radio	RTK / 103	Smash Radio	Radiu Marija	Campus FM	Vibe FM	X FM	Community	Foreign	NONE	Total
MNight															2,457	439,730	442,187
0:30															2,457	439,730	442,187
1:00															2,457	439,730	442,187
1:30															2,457	439,730	442,187
2:00															2,457	439,730	442,187
2:30															2,457	439,730	442,187
3:00															2,457	439,730	442,187
3:30															2,457	439,730	442,187
4:00				1,972											2,457	437,758	442,187
4:30				1,972											2,457	437,758	442,187
5:00				1,972											2,457	437,758	442,187
5:30				7,849											2,457	431,881	442,187
6:00				27,968		8,487	2,317			1,769						401,646	442,187
6:30	5,808	2,317	29,736			6,169	2,317			5,807					2,302	387,730	442,187
7:00	11,070	2,317	31,231			6,169	6,614			5,807		2,782			2,302	373,895	442,187
7:30	11,070	2,317	33,162			6,169	6,614			5,807		2,782				374,265	442,187
8:00	3,700	2,317	33,162			14,345	6,614	4,022		1,769	8,348	9,520				358,389	442,187
8:30	5,469	2,317	31,183			14,345	6,614	4,022	2,933	1,769	8,348	9,520				355,666	442,187
9:00	8,771	2,317	21,006			14,345	6,614	3,050	2,933	1,769		6,169		2,317		372,895	442,187
9:30	8,771		26,630			14,345	6,614	3,050		3,490		6,169		2,317		370,800	442,187
10:00	6,791		26,960			14,345	6,952			3,490		6,169		2,317		375,162	442,187
10:30	6,791		23,092			8,176	6,952			3,490		6,169		2,317		385,200	442,187
11:00	8,763		17,439			8,176	6,952			3,490		6,169		2,317		388,880	442,187
11:30	8,763		25,544			8,176	6,952			1,769		6,169		2,317		382,496	442,187
Noon	3,548		21,913	2,302		8,176	2,317			1,769		6,169		2,317		393,676	442,187
12:30			17,894	2,302		8,176	2,317			1,769		6,169		2,317		401,243	442,187
1:00			15,577	2,302		8,176	2,317			1,828	6,169	6,169		2,317		397,332	442,187
1:30			15,577	2,302		8,176	2,317			1,828	6,169	6,169		2,317		397,332	442,187
2:00			18,012			8,176	2,317			1,828	6,169	6,169		2,317		397,199	442,187
2:30			18,012			8,176	2,317			1,828	6,169	6,169		2,317		397,199	442,187
3:00			9,814			11,139	2,317			1,769	6,169	6,169		2,317		402,492	442,187
3:30			9,814			8,176	2,317				6,169	6,169		2,317		407,224	442,187
4:00	5,584		11,745			23,692	2,317				6,169			2,317		390,362	442,187
4:30	5,584		11,745			19,269	2,317				6,169			2,317		394,785	442,187
5:00	2,302		9,773			16,487	2,317				9,967	3,351		2,317		395,673	442,187
5:30	2,302		9,773			16,487	2,317			1,972	9,967	3,351		2,317		393,701	442,187
6:00			8,052			11,139	2,317			1,972	6,169			2,317		410,219	442,187
6:30			10,370			8,176	2,317			1,972	6,169			2,317		410,866	442,187
7:00			8,332			9,579		1,972		1,972				2,317		418,015	442,187
7:30			8,332			7,607								2,317		423,931	442,187
8:00		4,156	10,585													427,446	442,187
8:30		4,156	6,296													431,735	442,187
9:00	2,317		4,527				5,624			2,273						427,445	442,187
9:30	2,317		4,527				5,624			2,273						427,445	442,187
10:00			2,273			6,169	2,273			2,273		2,317				426,880	442,187
10:30			2,273				2,273			2,273		2,317				433,049	442,187
11:00						2,273	2,273			2,273		2,317				433,049	442,187
11:30							2,273			2,273		2,317				435,323	442,187
Tot Avg	2,286	463	12,002	192		6,510	2,602	336	122	1,549	2,164	2,529		1,772		409,659	442,187
Max	11,070	4,156	33,162	2,302		23,692	6,952	4,022	2,933	5,807	9,967	9,520		2,457		439,730	
std.dev.	3,475	1,096	10,766	643		6,245	2,529	1,026	592	1,595	3,292	3,098		1,036		25,407	

Technical Report

It is important to note that during 2018, NSO undertook a revision of its population data, however 2017 and preceeding years have not been re-weighted to reflect changes in the population levels. The figures for 2018 and 2019 are in line with NSO revisions.

For this year some changes were made. Data collection will be carried out during the following periods:

- 2 March to 1 April 2019 (31 days);
- 2 July to 1 August 2019 (31 days); and
- 2 November to 2 December 2019 (31 days).

Another new question was asked regarding radio listening. Respondents were also asked "What programme do you normally follow". This is an open-ended question and the expected replies were either that of naming a specific programme or naming a programme genre. The raison d'être is not that of a beauty contest amongst programmes/ broadcasters but only as a programming aid for variation in radio content.

As in previous assessments, the N.S.O. selected the sample, administered the survey and collected the data. Data was collected continuously by means of telephone interviews between 04:00pm and 08:00pm on weekdays and between 09:00am and 1:00pm on weekends and instructed interviewers to callback individuals up to 3 times before interviewing the next person in their list to redact any bias that could be

introduced between the actual demographics of the people interviewed and the desired sample.

For this assessment data was collected for Monday, 1st and Wednesday 31st July 2019, both days included. A total for forty daily questionnaires were compiled, giving a total sample of 1,240 respondents.

For July 2019, 28.7% of all contacted persons accepted to participate while 5.4% refused. The eldest person contacted was 99 years old while the youngest were 12 year olds.

For this data-set a response rate of 28.7%, an estimated population size of 442,187 [aged 12 years and over], and a 95% confidence level, the sample of 1,240 interviewees has a margin of error of $\pm 2.51\%$.

During this assessment period the Authority approved the change of name of "RTK" to "103".

Response Rate					
	Mar 2019		Mar 2019	Oct 2018	Jul 2018
Responses	[n.]	%	%	%	%
Accepted	1,240	28.7%	29.5%	30.2%	29.0%
Refusal	235	5.4%	3.3%	3.4%	3.6%
Non Contact	2,136	49.4%	52.5%	46.4%	42.3%
Unreachable	666	15.4%	14.0%	19.7%	24.6%
Ineligible	44	1.0%	0.7%	0.3%	0.6%
Contacted	4,321	100%	100%	100%	100%
Not Used	639				
Total	4,960				

Margin of Error [±]

Population N	442,187					
Response Rate	28.70%					
Sample [n]	1240					
[±]	2.51%					
Gender	Male	Female				
Sample [n]	632	608				
Margin of Error [±]	3.52%	3.59%				
Age-Group	12-20	21-30	31-50	51-70	71+	
Sample [n]	197	124	416	239	265	
Margin of Error [±]	6.32%	7.96%	4.34%	5.73%	5.44%	
District	South Harbour	North Harbour	South Eastern	Western	Northern	Gozo & Comino
Sample [n]	209	405	179	155	206	85
Margin of Error [±]	6.13%	4.40%	6.63%	7.12%	6.18%	9.62%
Weekday	Mon	Tue	Wed	Thu	Fri	Sat Sun
Sample [n]	189	197	192	166	161	172 162
Margin of Error [±]	6.45%	6.32%	6.40%	6.88%	6.99%	6.76% 6.96%

[Based on the weighted sample]

Weighted Sample Profile by Age Groups: By Gender and By Districts

	Total	Gender		District					
		Males	Females	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
12-20	197	100	96	32	53	33	29	30	19
	15.9%	15.9%	15.9%	15.1%	13.1%	18.5%	18.8%	14.5%	22.7%
	100.0%	51.0%	49.0%	16.1%	27.1%	16.9%	14.9%	15.3%	9.8%
21-30	124	70	54	19	51	16	10	27	1
	10.0%	11.0%	8.9%	9.2%	12.5%	8.7%	6.6%	13.0%	1.3%
	100.0%	56.3%	43.7%	15.6%	41.1%	12.6%	8.2%	21.7%	0.9%
31-50	416	222	194	63	142	64	49	74	24
	33.5%	35.1%	31.9%	30.1%	35.1%	35.5%	31.5%	36.0%	28.5%
	100.0%	53.4%	46.6%	15.1%	34.2%	15.3%	11.7%	17.8%	5.8%
51-70	239	116	123	42	68	41	32	35	20
	19.3%	18.3%	20.3%	20.2%	16.9%	23.1%	20.7%	17.1%	23.2%
	100.0%	48.4%	51.6%	17.7%	28.6%	17.3%	13.5%	14.7%	8.2%
71+	265	125	140	53	91	25	35	40	21
	21.3%	19.7%	23.1%	25.4%	22.4%	14.2%	22.4%	19.4%	24.3%
	100.0%	47.1%	52.9%	20.1%	34.3%	9.6%	13.1%	15.1%	7.8%
Total	1240	632	608	209	405	179	155	206	85
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	51.0%	49.0%	16.9%	32.7%	14.5%	12.5%	16.6%	6.8%

[Count; Col%; Row%]

Population Demographics by Age Groups: By Gender and By Districts

	Total	Gender		District					
		Males	Females	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
12-20	70,133	35,789	34,344	11,291	19,004	11,862	10,418	10,701	6,856
	15.9%	15.9%	15.9%	15.1%	13.1%	18.5%	18.8%	14.5%	22.7%
	100.0%	51.0%	49.0%	16.1%	27.1%	16.9%	14.9%	15.3%	9.8%
21-30	44,097	24,806	19,291	6,864	18,109	5,557	3,631	9,549	388
	10.0%	11.0%	8.9%	9.2%	12.5%	8.7%	6.6%	13.0%	1.3%
	100.0%	56.3%	43.7%	15.6%	41.1%	12.6%	8.2%	21.7%	0.9%
31-50	148,348	79,231	69,117	22,465	50,702	22,727	17,408	26,448	8,598
	33.5%	35.1%	31.9%	30.1%	35.1%	35.5%	31.5%	36.0%	28.5%
	100.0%	53.4%	46.6%	15.1%	34.2%	15.3%	11.7%	17.8%	5.8%
51-70	85,261	41,287	43,974	15,091	24,361	14,758	11,469	12,574	7,007
	19.3%	18.3%	20.3%	20.2%	16.9%	23.1%	20.7%	17.1%	23.2%
	100.0%	48.4%	51.6%	17.7%	28.6%	17.3%	13.5%	14.7%	8.2%
71+	94,349	44,400	49,949	18,925	32,364	9,064	12,387	14,281	7,328
	21.3%	19.7%	23.1%	25.4%	22.4%	14.2%	22.4%	19.4%	24.3%
	100.0%	47.1%	52.9%	20.1%	34.3%	9.6%	13.1%	15.1%	7.8%
Total	442,187	225,513	216,674	74,635	144,540	63,968	55,314	73,553	30,177
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	51.0%	49.0%	16.9%	32.7%	14.5%	12.5%	16.6%	6.8%

[Count; Col%; Row%]

Nationwide Radio Stations		Nationwide TV Stations
FM	DAB+	
<i>Radju Malta (93.7)</i>	<i>Radju Malta</i>	<i>TVM</i>
<i>Radju Malta 2 (105.9)</i>	<i>Radju Malta 2</i>	<i>TVM2</i>
<i>Magic Malta (91.7)</i>	<i>Magic Malta</i>	<i>ONE</i>
<i>ONE Radio (92.7)</i>	<i>ONE Radio</i>	<i>NET TV</i>
<i>Net FM (101.0)</i>	<i>Net FM</i>	<i>Smash TV</i>
<i>89.7 Bay (89.7)</i>	<i>89.7 Bay</i>	<i>iTV</i>
<i>Calypso Radio (101.8)</i>	-	<i>F Living</i>
<i>RTK / 103 (103.0)</i>	<i>RTK / 103</i>	<i>Xejk</i>
<i>Smash Radio (104.6)</i>	<i>Smash Radio</i>	<i>Parliament TV</i>
<i>Radju Marija (102.3)</i>	<i>Radju Marija</i>	<i>TSN- MELITA/GO</i>
<i>Campus FM (103.7)</i>	<i>Campus FM</i>	<i>GO Stars</i>
<i>Vibe FM (88.7)</i>	<i>Vibe FM</i>	<i>Melita More</i>
<i>X FM (100.2)</i>	<i>X FM</i>	<i>Melita Stars</i>
	<i>Bay Easy</i>	
	<i>All Rock</i>	
	<i>BKR Digital</i>	
	<i>Ignite Christian Radio</i>	
	<i>Galaxy Radio</i>	

AUDIENCE SURVEY 2019

 NATIONAL STATISTICS OFFICE • MALTA	Reference No.: _____ Tel No: _____
	Date of Survey: _____
	Name of Interviewer: _____

Jiena (għid ismek) mill-Uffiċċju Nazzjonali tal-Istatistika. Bħalissa qegħdin nagħmlu sħarriġ f'isem l-Awtorità tax-Xandir dwar ir-Radju u t-Televiżjoni. L-istħarriġ jieħu madwar 5 minuti biex jitlesta.

<< Isem >> ġie/t magħżul/a bil-polza biex jieħu/tieħu sehem fl-istħarriġ. Nista' nkellmu/nkellimha bħalissa?

1. X'TIP TA' PROGRAMMI THOBB TARA FUQ L-ISTAZZJONIJIET LOKALI TAT-TELEVIŻJONI?

Immarka kull fejn japplika bejn (1) sa (11), **JEW** risposta waħda bejn (12) sa (16)

	Code
Ahbarijiet [Lokali u Barranin]	(1)
Diskussjonijiet u Ġrajjet Kurrenti	(2)
Reliġjużi	(3)
Kulturali u/jew Edukattivi	(4)
Sport	(5)
Drama	(6)
Dokumentarji	(7)
Varjetà [ta' Divertiment] / Comedy / Games	(8)
Għat-Tfal	(9)
Telebejgħ / Teleshopping	(10)
Mużika	(11)
M'għandix sett tat-televiżjoni	(12)
Ma narax televiżjoni	(13)
Ma narax programmi fuq stazzjonijiet lokali	(14)
M'għandix tip ta' programm favorit	(15)
Mingħajr risposta	(16)

2. LIEMA 3 STAZZJONIJIET TAT-TELEVIŻJONI RAJT L-AKTAR ILBIERAH U F'LIEMA HIN?

Immarka mhux iktar minn 3 stazzjonijiet bejn (1) sa (14) **JEW** risposta waħda bejn (15) sa (19)

Stazzjonijiet tat-Televiżjoni	Code	Hin 1		Hin 2		Hin 3	
		Minn	Sa	Minn	Sa	Minn	Sa
		Note: Please insert time in 24hour format. E.g. 11:00 – 15:00					
TVM	(1)						
ONE	(2)						
NET TV	(3)						
Smash	(4)						
TVM 2	(5)						
F Living	(6)						
Xejk	(7)						
iTV	(8)						
Parliament TV	(9)						
TSN (Melita / GO)	(10)						
GO Stars	(11)						
Melita More	(12)						
Melita Stars	(13)						
Stazzjon ieħor/ barrani (Hin)	(14a)						
Speċifika l-isem ta' stazzjon ieħor	(14b)						
M'hemmx stazzjon wieħed	(15)						
Ma niftakarx	(16)						
Ma rajtx televiżjoni	(17)						
M'għandix sett tat-televiżjoni	(18)						
Mingħajr risposta	(19)						

3. X'TIP TA' SERVIZZ GħANDEK BIEX TARA IT-TELEVIŻJONI?

Immarka kull fejn japplika minn (1) sa (6), **JEW** risposta waħda bejn (7) sa (8)

	Code
Free-to-air [Servizz tat-televiżjoni bla ħlas]	(1)
Paid subscription [eż..Melita/Go]	(2)
Satellita	(3)
Netflix / IPTV [Streaming services]	(4)
Android box [Internet based services]	(5)
Oħrajn [Streaming on laptop/kompjuter/mobile jew tablet]	(6)
M'għandix sett tat-televiżjoni	(7)
Mingħajr risposta	(8)

4. **F'ĠIMGHA TIPIKA KEMM –IL DARBA/DRABI TISMA' R-RADJU?**

	Code
Kuljum/ Kwaži kuljum (5-7 darbiet fil- ġimgħa)	(1)
Minn l-inqas darba fil-ġimgħa (1-4 darbiet fil- ġimgħa)	(2)
Qatt	(3)
Ma nismax radju	(4)
M'għandix sett tar-radju	(5)
Mingħajr risposta	(6)

5. **LIEMA 3 STAZZJONIJIET TAR-RADJU SMAJT L-AKTAR ILBIERAH U F'LIEMA HIN?**

Immarka mhux iktar minn 3 stazzjonijiet bejn (1) sa (18) JEW risposta waħda bejn (19) sa (23)

Stazzjonijiet tar-Radju	Code	Hin 1		Hin 2		Hin 3	
		Minn	Sa	Minn	Sa	Minn	Sa
		Note: Please insert time in 24hour format. Eg. 11:00 – 15:00					
Radju Malta (93.7)	(1)						
Radju Malta 2 (105.9)	(2)						
Magic Malta (91.7)	(3)						
ONE Radio (92.7)	(4)						
Net FN (101.0)	(5)						
89.7 Bay (89.7)	(6)						
Calypso Radio (101.8)	(7)						
RTK (103.0)	(8)						
Smash Radio (104.6)	(9)						
Radju Marija (102.3)	(10)						
Campus FM (103.7)	(11)						
Vibe FM (88.7)	(12)						
X FM (100.2)	(13)						
All Rock [Digital Radio]	(14)						
BKR National Digital [Digital Radio]	(15)						
Bay Easy [Digital Radio]	(16)						
Ignite Christian Radio [Digital Radio]	(17)						
*Radju tal-Komunità (Hin)	*(18a)						
*Radju tal-Komunità (Speċifika l-isem)	*(18b)						
**Stazzjon ieħor (Hin)	** (19a)						
**Stazzjon ieħor (Speċifika l-isem)	** (19b)						
M'hemmx stazzjon wieħed	(20)						
Ma niftakarx	(21)						
Ma smajtx radju	(22)						
M'għandix sett tar-radju (if this option is chosen skip Q6 and Q7)	(23)						
Mingħajr risposta	(24)						

6. **FUQ IR-RADJU, LIEMA HU L-AKTAR PROGRAM LI SSEGWI NORMALMENT?**

7. **TUŻA DAB+ BIEH TISMA' R-RADJU?**

Jekk ir-risposta tkun IVA mur Q8 u mmarka risposta waħda biss

Iva	(1)
Le	(2)
Ma Nafx	(3)
Mingħajr risposta	(4)

8. **ID- DAB+ TUŻAH BIEH TISMA' KONTENUT LOKALI JEW KONTENUT TA' BARRA?**

Immarka risposta waħda biss

Lokali biss	(1)
Ta' barra biss	(2)
Kemm lokali kif ukoll ta' barra	(3)
Ma nuzahx	(4)
Mingħajr risposta	(5)

Issa se nistaqsik xi ftit mistoqsijiet dwarek innifsek:

9. **INTI RAĠEL JEW MARA?**

Raġel	(1)
Mara	(2)

10. **KEMM GħANDEK ETÀ?**

11. **F'LIEMA LOKALITÀ TOQGĦOD?**

Grazzi tal-ħin tiegħek.

