



L-Awtorità tax-Xandir
MALTA
Broadcasting Authority

**TELEVISION AND RADIO AUDIENCE ASSESSMENT
JULY 2020**

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FOREWORD

Covid-19

The data for this assessment was collected during the month of July 2020. During June Covid-19 restrictions were lifted. As from 5 June all establishments were allowed to reopen subject to the implementation of establishment/sector-specific health risks mitigation measures mainly related to hygiene, mask wearing and physical distance practices.

The airport re-opened on 1 July for flights to/from 'safe corridor' territories. People coming from abroad were asked to self-quarantine for 14 days [1st March 2020] and those with symptoms who had returned from certain countries were to call their doctor or the COVID-19 helpline and were advised to refrain from visiting doctors' clinics, health centres or the casualty department in the first instance.

These and similar measures have affected daily routines.

In this report the Authority included some additional information which is continuously being requested by the media service providers namely:

- Sample profile. The sample has been re-classified by more age groups – 12-20 years, every 10 yrs for 21 to 70 year olds, and 71+ years.
- Audience Reach. The data has been re-classified by more age groups.
- Audiences by Gender by Half-hour slot. This data has been based over all the data from Monday to Sunday.

This data has been re-worked for both radio and television.

TELEVISION

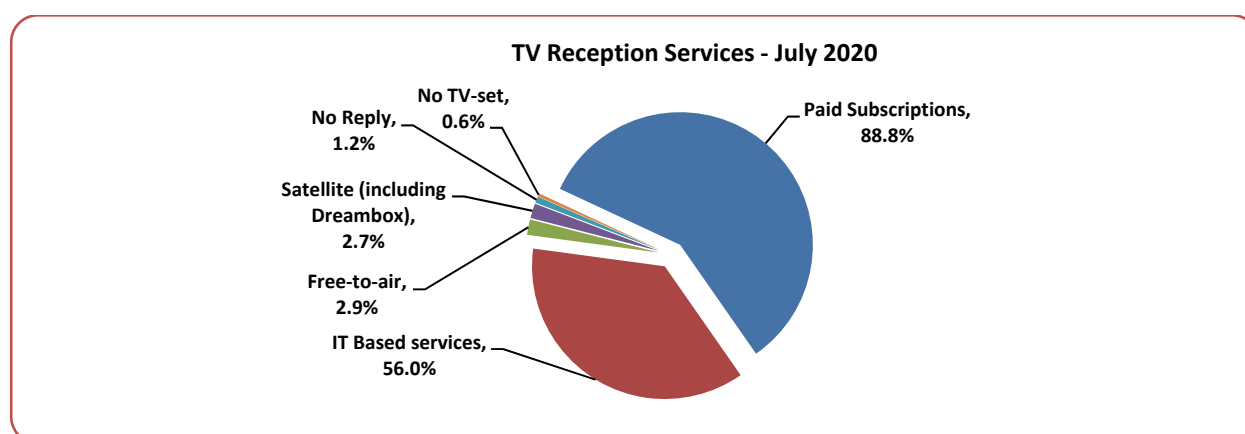
Types of TV reception services used

Respondents were asked what type of service they use when watching television. They could identify more than one service that they make use of and the responses were compared to population demographics [total population aged 12 and over = 452,887].

The most common service for watching television is that of a paid subscription [88.8%] of both local media service providers [GO and Melita]; followed by IT based services [56.0%]; 2.9% who stated that they make use of the Free-to-air service, and 2.7% who make use of a satellite.

IT based services include: Netflix [23.5%]; IPTV streaming [13.7%]; Android box [5.9%]; while another 13.0% follow TV broadcasts through other devices [laptop, mobile, or tablet streaming].

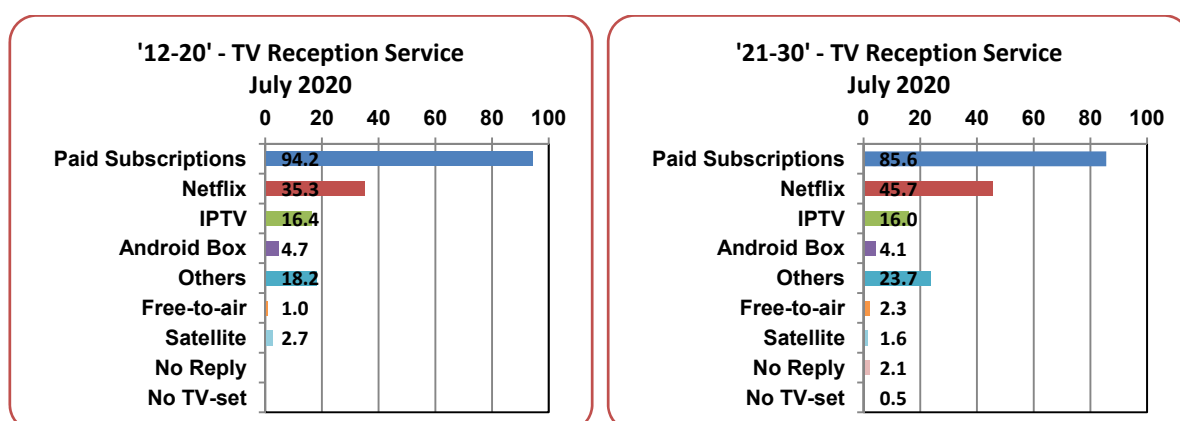
A further 0.6% said that they do not have a TV-set; while another 1.2% did not reply.

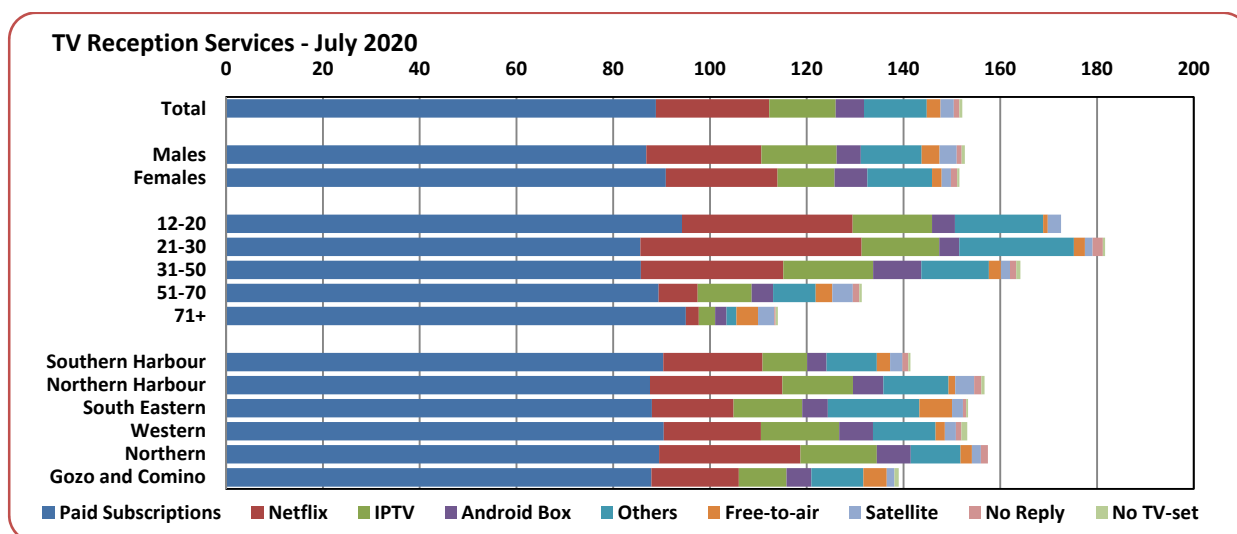
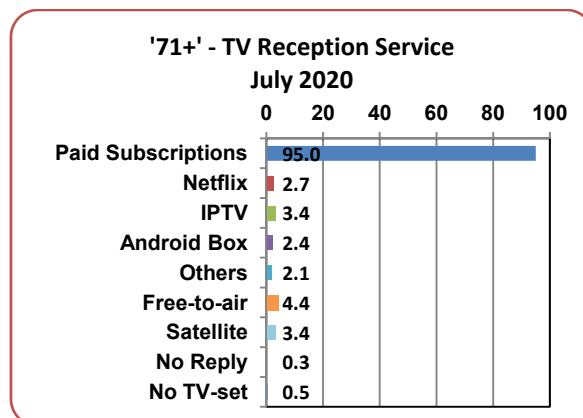
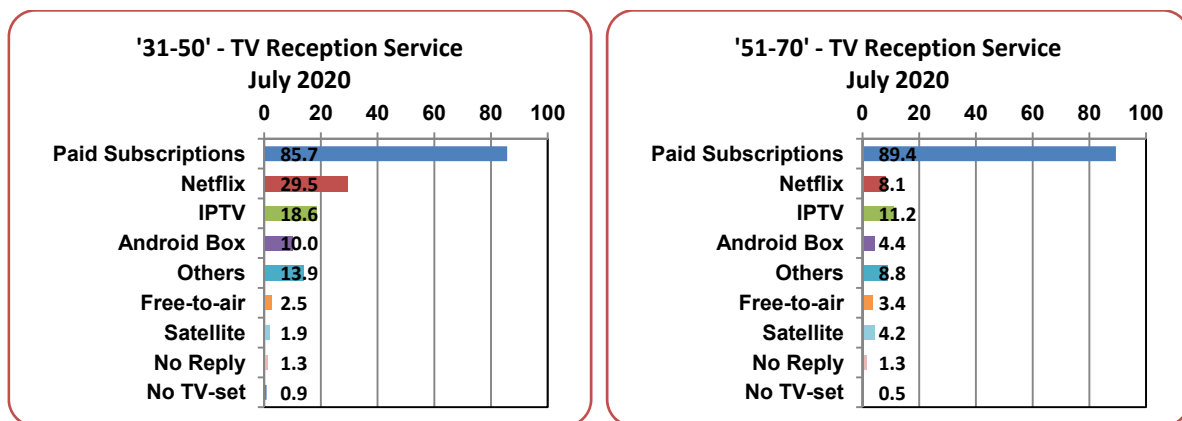


Analysis by Age

More types of television services are used by those of the 21-30 age group [181.7%] while the lowest was that amongst the 70+ age group [114.0%]. Paid subscriptions ran highest with more than 85% of all the age groups.

Netflix was the second most used service [23.5%] and had its highest percentage amongst the 21-30 year olds [45.7%] and diminished to 2.7% of all 71+ year olds. All IT based services reached their highest amongst the 21-30 year olds with 89.6% and diminishing to 10.5% for 71+ year olds.





Free to air Services

Analysing the data by demographics, 2.9% of the population [≈13,000] follow television on the Free-to-air platform. Of this group, 55.2% [≈7,100] have an only Free-to-air connection while the rest make use of one or more of the other services available besides Free-to-air– see below.

Free to air services was 1.0% amongst the 12-20 year olds, 2.3% for 21-30 year olds, 2.5% for 31-50 year olds, 3.4% of all 51-70 year olds, and 4.4% for all those over 71+ year olds.

Free to air Services		n	%	N% [Base=452,887]
Free-to-air	Only	7,140	55.2	1.6
Free-to-air	& Paid Subscription	1,083	8.4	0.2
Free-to-air	& IT based services	4,707	36.4	1.0
		12,930	100%	2.9%

Covid-19

There was a marked increase in the number of services used – as much as an 11.5% increase over the previous assessment period of March 2020. The highest increase was that amongst the 31-50 year olds [+22.4%] while there was a decrease of 4.7% amongst the 12-20 year olds. As a percentage over the whole population, the highest increase was that for Netflix [+5.8% - amongst all the age groups] while the highest decrease was that for Paid Subscriptions [-3.0% amongst all age groups].

	Total	Males	Females	12-20	21-30	31-50	51-70	71+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo & Comino
Mar-2020	140.7	139.2	142.2	177.3	168.8	141.8	125.7	109.7	134.5	143.8	142.2	140.5	145.1	127.4
Jul-2020	152.1	152.7	151.6	172.6	181.7	164.2	131.4	114.0	141.4	156.8	153.3	153.2	157.4	139.0
" +/- "	11.5	13.5	9.3	-4.7	12.8	22.4	5.7	4.3	6.9	13.0	11.1	12.7	12.4	11.7
Paid Subscriptions	-3.0	-4.3	-1.6	2.0	-6.0	-2.3	-5.0	-0.6	-0.7	-6.0	-3.8	-2.7	-0.2	0.4
Netflix	5.8	5.9	5.8	5.4	7.2	10.4	0.7	1.8	7.9	8.2	-2.8	2.2	9.5	5.4
IPTV	3.2	5.1	1.1	2.1	6.6	4.4	1.6	-0.1	-2.0	5.6	1.7	6.9	2.8	1.4
Android Box	-0.6	0.4	-1.7	-9.4	-5.6	3.4	0.1	0.6	-0.3	-2.9	0.8	-0.3	1.6	0.4
Other IT-Based	4.1	3.3	4.8	0.7	9.1	5.5	2.4	-0.5	-0.3	5.1	11.4	3.7	-0.2	5.1
Free-to-air	1.0	1.5	0.5	1.0	0.3	0.6	1.6	1.7	0.4	0.9	4.0	-0.4	0.8	0.0
Satellite	0.1	0.7	-0.6	-4.5	-0.3	-1.0	2.7	1.3	0.1	1.3	-1.3	0.9	-1.7	-0.7
No Reply	0.8	0.7	0.8	0.0	1.0	1.0	1.0	0.0	1.2	0.8	0.7	1.1	0.3	0.0
No TV-set	0.1	0.1	0.2	-2.0	0.5	0.3	0.5	0.1	0.4	0.0	0.4	1.2	-0.6	-0.4
Total "+/-"	11.5	13.5	9.3	-4.7	12.8	22.4	5.7	4.3	6.9	13.0	11.1	12.7	12.4	11.7

Compared to the same period of last year the increase in the services used was even higher [16.68%] with the highest increase being registered amongst the 31-50 year olds [+23.36%]. The highest increase was that for Netflix [+16.95%] where the 21-30 year olds increased by 33.20%, followed by the 31-50 year olds [+24.10%] and the 12-20 year olds [+21.41%].

	Total	Males	Females	12-20	21-30	31-50	51-70	71+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo & Comino
July-2019	135.46	139.05	131.72	157.21	166.13	140.79	123.51	107.35	134.64	143.65	131.81	128.59	132.71	125.25
Jul-2020	152.14	152.69	151.57	172.58	181.67	164.16	131.38	114.04	141.44	156.77	153.34	153.19	157.45	139.03
" +/- "	16.68	13.64	19.85	15.37	15.54	23.36	7.87	6.69	6.80	13.11	21.53	24.59	24.74	13.78
Paid Subscriptions	-3.95	-3.49	-4.41	1.97	-7.45	-5.59	-6.11	2.18	-4.69	-6.38	-7.41	2.81	-2.33	0.52
Netflix	16.95	17.41	16.47	21.41	33.20	24.10	3.16	1.21	13.27	19.30	11.57	15.96	23.68	11.58
IPTV	2.87	3.91	1.78	-5.61	-9.70	6.42	8.14	2.87	-3.76	1.50	8.58	2.58	6.12	6.38
Android Box	-4.67	-7.26	-1.96	-10.35	-13.91	-2.89	-3.62	0.07	-2.89	-6.43	-5.10	-0.41	-5.70	-5.02
Other IT-Based	4.83	3.19	6.54	7.79	12.70	2.35	3.22	0.09	2.68	4.78	8.16	5.29	3.74	5.09
Free-to-air	0.47	-0.08	1.03	-1.69	0.53	-0.77	1.41	2.99	1.35	-2.68	5.07	1.43	0.14	2.70
Satellite	-0.67	-0.92	-0.41	2.75	-0.19	-2.19	0.45	-1.87	-0.06	1.07	-0.15	-4.96	0.05	-5.49
No Reply	0.72	0.63	0.82	-0.90	0.66	1.26	1.34	-0.46	0.93	1.49	0.40	1.13	-0.27	-1.07
No TV-set	0.12	0.26	-0.02	0.00	-0.30	0.67	-0.13	-0.38	-0.03	0.46	0.40	0.77	-0.69	-0.90
Total "+/-"	16.68	13.64	19.85	15.37	15.54	23.36	7.87	6.69	6.80	13.11	21.53	24.59	24.74	13.78

The amount of respondents making use of only free-to-air services has increased by 38% [from 5,174 to 7,140] over the previous assessment of March 2020 from 1.1% to 1.6% of the whole population. However, this was less than that registered for the same period last year [9,145] by 21.9%.

	July 2019			Nov 2019			Mar 2020			Jul 2020		
	Free-to-air	%	Over N [442,187]	Free-to-air	%	Over N [448,543]	Free-to-air	%	Over N [451,358]	Free-to-air	%	Over N [452,887]
Free-to-air ONLY	9,145	60.8	2.1	10,441	60.3	2.3	5,174	62.5	1.1	7,140	55.2	1.6
Free-to-air PLUS Paid Subscription	2,429	16.2	0.5	3,982	23.0	0.9	1,376	16.6	0.3	1,083	8.4	0.2
Free-to-air PLUS IT Based Services	3,463	23.0	0.8	1,499	8.7	0.3	1,729	20.9	0.4	4,707	36.4	1.0
Free-to-air PLUS More than 2 other services				1,392	8.0	0.3						
	15,037	100%	3.4	17,313	100%	3.9	8,279	100%	1.8	12,930	100%	2.9

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	402,223		201,363	200,861	37,843	70,721	126,129	100,118	67,412	69,025	129,704	57,668	51,212	67,456	27,158
Netflix	106,213		55,179	51,035	14,166	37,771	43,349	9,040	1,887	15,683	40,488	11,051	11,389	22,018	5,584
Android Box	62,088		36,034	26,054	6,594	13,251	27,331	12,516	2,397	7,054	21,622	9,302	9,152	11,912	3,047
IPTV	26,628		11,629	14,999	1,900	3,428	14,663	4,961	1,677	3,065	9,271	3,477	3,961	5,276	1,578
Others	58,700		29,154	29,546	7,323	19,557	20,507	9,849	1,464	7,943	19,938	12,411	7,329	7,756	3,323
IT based services	253,630		131,996	121,634	29,983	74,006	105,850	36,366	7,425	33,745	91,319	36,241	31,831	46,962	13,533
Satellite	12,930		8,543	4,387	384	1,903	3,647	3,843	3,151	2,082	2,089	4,408	1,074	1,784	1,492
Free-to-air	12,373		8,187	4,186	1,104	1,312	2,816	4,760	2,380	1,948	5,766	1,475	1,292	1,396	496
No TV-set	5,314		2,452	2,862	0	1,732	1,861	1,501	219	947	2,203	439	640	1,085	0
No Reply	2,552		1,501	1,051	0	384	1,272	575	321	321	993	260	700	0	278
Total Responses [n]	689,023		354,042	334,981	69,315	150,059	241,575	147,165	80,909	108,068	232,076	100,490	86,749	118,684	42,956
	%		%	%	%	%	%	%	%	%	%	%	%	%	%
Paid Subscriptions	58.4		56.9	60.0	54.6	47.1	52.2	68.0	83.3	63.9	55.9	57.4	59.0	56.8	63.2
Netflix	15.4		15.6	15.2	20.4	25.2	17.9	6.1	2.3	14.5	17.4	11.0	13.1	18.6	13.0
Android Box	9.0		10.2	7.8	9.5	8.8	11.3	8.5	3.0	6.5	9.3	9.3	10.6	10.0	7.1
IPTV	3.9		3.3	4.5	2.7	2.3	6.1	3.4	2.1	2.8	4.0	3.5	4.6	4.4	3.7
Others	8.5		8.2	8.8	10.6	13.0	8.5	6.7	1.8	7.3	8.6	12.4	8.4	6.5	7.7
IT based services	36.8		37.3	36.3	43.3	49.3	43.8	24.7	9.2	31.2	39.3	36.1	36.7	39.6	31.5
Free-to-air	1.9		2.4	1.3	0.6	1.3	1.5	2.6	3.9	1.9	0.9	4.4	1.2	1.5	3.5
Satellite	1.8		2.3	1.2	1.6	0.9	1.2	3.2	2.9	1.8	2.5	1.5	1.5	1.2	1.2
No Reply	0.8		0.7	0.9	0.0	1.2	0.8	1.0	0.3	0.9	0.9	0.4	0.7	0.9	0.0
No TV-set	0.4		0.4	0.3	0.0	0.3	0.5	0.4	0.4	0.3	0.4	0.3	0.8	0.0	0.6
% 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]	452,887		231,874	221,013	40,163	82,601	147,161	112,015	70,947	76,407	148,040	65,533	56,630	75,380	30,897
Paid Subscriptions	88.8		86.8	90.9	94.2	85.6	85.7	89.4	95.0	90.3	87.6	88.0	90.4	89.5	87.9
Netflix	23.5		23.8	23.1	35.3	45.7	29.5	8.1	2.7	20.5	27.3	16.9	20.1	29.2	18.1
Android Box	13.7		15.5	11.8	16.4	16.0	18.6	11.2	3.4	9.2	14.6	14.2	16.2	15.8	9.9
IPTV	5.9		5.0	6.8	4.7	4.1	10.0	4.4	2.4	4.0	6.3	5.3	7.0	7.0	5.1
Others	13.0		12.6	13.4	18.2	23.7	13.9	8.8	2.1	10.4	13.5	18.9	12.9	10.3	10.8
IT based services	56.0		56.9	55.0	74.7	89.6	71.9	32.5	10.5	44.2	61.7	55.3	56.2	62.3	43.8
Free-to-air	2.9		3.7	2.0	1.0	2.3	2.5	3.4	4.4	2.7	1.4	6.7	1.9	2.4	4.8
Satellite	2.7		3.5	1.9	2.7	1.6	1.9	4.2	3.4	2.5	3.9	2.3	2.3	1.9	1.6
No Reply	1.2		1.1	1.3	0.0	2.1	1.3	1.3	0.3	1.2	1.5	0.7	1.1	1.4	0.0
No TV-set	0.6		0.6	0.5	0.0	0.5	0.9	0.5	0.5	0.4	0.7	0.4	1.2	0.0	0.9
% of Total Population	152.1%		152.7%	151.6%	172.6%	181.7%	164.2%	131.4%	114.0%	141.4%	156.8%	153.3%	153.2%	157.4%	139.0%

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, 262 respondents named a second station while another 72 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 [31.74%] with approximately 102,000 viewers. This station was followed by ONE with 18.91% and NET TV with 6.79%.

Overall, while 67.75% of all viewers followed local stations, just more than a third of the population [34.97%] watched a foreign content [including TSN Melita/GO, GO Stars, and Melita More]. Of the local stations, the top two stations [TVM and ONE] had audiences from all the demographical groups. Excluding foreign stations TVM and ONE ranked first and second respectively for all the age groups. The viewing for foreign stations was highest with those within the 12-20 age bracket [49.75%] and lowest with those over 71+ years old [19.56%].

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]	102,000	31.74	31.19	32.28	32.81	38.55	36.93	29.82	26.75	24.66	32.07	29.52	42.54	31.21	36.56
ONE	[3]	61,000	18.91	18.85	18.97	9.26	14.41	13.39	25.40	20.04	26.93	15.66	25.97	16.70	11.33	19.98
Net TV	[4]	22,000	6.79	4.71	8.79	1.53		2.63	6.78	14.23	7.21	7.54	2.95	11.44	3.31	10.53
TVM 2	[5]	13,000	3.88	2.60	5.12			1.35	3.41	9.07	5.69	4.08	3.51	0.80	4.40	2.99
TSN Melita/GO	[6]	10,000	3.14	5.60	0.76	3.61	4.30	4.66	2.54	1.96	3.66	3.82	2.12	1.70	4.35	
F Living	[7]	7,000	1.93	0.24	3.56			0.86	1.81	4.18	0.00	3.38	2.05	3.21	0.43	1.50
Xejk	[8]	4,000	1.14	0.52	1.73				1.10	2.90	2.35	0.31	0.57	1.61	0.43	4.00
Melita More	[9]	3,000	0.72	0.64	0.81		2.56	1.05	0.48	0.26	0.45	1.23	0.49		1.06	
GO Stars	[10]	2,000	0.52	0.56	0.48	3.03		0.62	0.50			0.47	0.49		1.23	1.50
Smash	[11]	2,000	0.35	0.14	0.55				0.51	0.68	0.45	0.61	0.49			
Parliament TV	[12]	1,000	0.19	0.21	0.17				0.26	0.37	0.99					
iTV	[13]	1,000	0.10	0.00	0.19				0.30			0.31				
Foreign Station	[2]	98,000	30.60	34.76	26.59	49.75	40.18	38.52	27.09	19.56	27.60	30.54	31.85	21.99	42.24	22.95
Total %			100%	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.

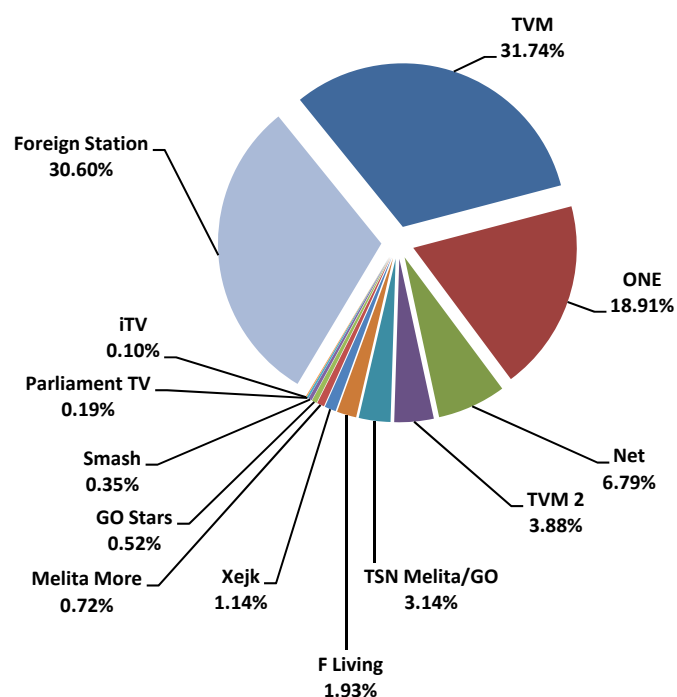
Covid-19

In previous assessments it was repeatedly reported that the viewing of local stations was the highest with those over the age of 50 years while the viewing of foreign stations was higher with those from 12 to 50 years old. For the assessment of March 2020 viewing patterns had changed – the viewing of local stations was the highest with all the age groups and in all the districts. For this assessment period, there was a shift to previous patterns as those of July 2019.

Audience Reach by TV Station

	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
July 2019														
Local Stations	66.57	67.82	65.20	48.56	66.25	59.31	71.07	74.93	64.87	64.91	68.38	68.73	70.45	60.50
Foreign Stations	33.43	32.18	34.80	51.44	33.75	40.69	28.93	25.07	35.13	35.09	31.62	31.27	29.55	39.50
March 2020														
Local Stations	72.87	71.27	74.32	77.49	70.64	65.03	74.49	80.95	75.25	71.81	73.46	72.86	70.04	78.43
Foreign Stations	27.13	28.73	25.68	22.51	29.36	34.97	25.51	19.05	24.75	28.19	26.54	27.14	29.96	21.57
July 2020														
Local Stations	67.75	64.17	71.20	47.22	59.82	60.87	71.31	77.54	70.04	68.69	67.09	76.41	56.10	71.56
Foreign Stations	34.97	41.55	28.64	56.40	47.04	44.84	30.61	21.78	31.71	36.05	34.94	23.69	48.88	24.44

Audience Reach by Station - July 2020
[irrespective of time spent]



Covid-19

The table below compares audience-reach by ranking for this period with the previous assessment period [March 2020] and with the same period last year (July 2019). During this period there was a stark decrease in the number of audiences attracted by local television stations. Of note is TVM which decreased its audiences by 51.2% over the previous assessment period, and by 15% over that of July 2019. Similarly ONE, Net TV, and Foreign Stations all had similar decreases.

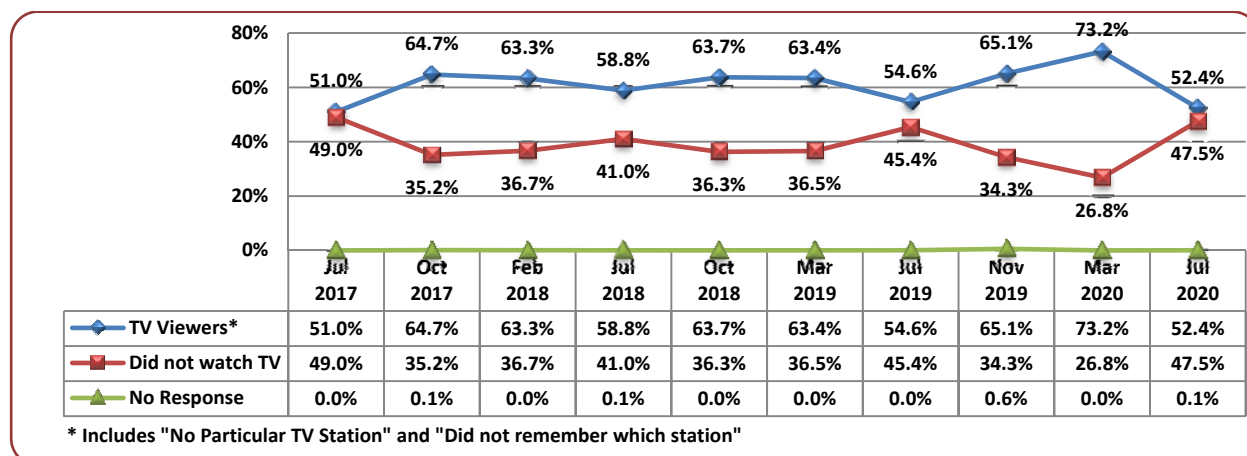
Comparative Reach

	July 2020					March 2020					July 2019				
	Ranking	Rounded up	Total %	+ / (-) % [Mar 2020]	+ / (-) % Jul 2019]	Ranking	Rounded up	Total %	+ / (-) [Jul 2019]		Ranking	Rounded up	Total %		
TVM	1	102,000	31.74	(51.20)	(15.00)	[1]	209,000	41.41	74.17		1	120,000	33.90		
ONE	3	61,000	18.91	(30.68)	(3.17)	[3]	88,000	17.32	39.68		3	63,000	17.90		
Net	4	22,000	6.79	(42.11)	(38.89)	[4]	38,000	7.46	5.56		4	36,000	10.09		
TVM 2	5	13,000	3.88	(38.10)	62.50	[5]	21,000	4.12	162.50		5	8,000	2.07		
TSN Melita/GO	6	10,000	3.14	100.00	233.33	[6]	5,000	0.94	66.67		7	3,000	0.77		
F Living	7	7,000	1.93	16.67	133.33	[7]	6,000	1.01	100.00		9	3,000	0.57		
Xejk	8	4,000	1.14		(42.86)	[8]	4,000	0.79	(42.86)		6	7,000	1.86		
Melita More	9	3,000	0.72	200.00	200.00	[9]	1,000	0.18			10	1,000	0.15		
GO Stars	10	2,000	0.52	(33.33)	(33.33)	[10]	3,000	0.55			8	3,000	0.69		
Smash	11	2,000	0.35	(33.33)	100.00	[11]	3,000	0.53	200.00		12	1,000	0.06		
Parliament TV	12	1,000	0.19			[12]									
iTV	13	1,000	0.10	(50.00)			2,000	0.23	100.00		11	1,000	0.12		
Foreign Stations	2	98,000	30.60	(24.03)	(12.50)	[2]	129,000	25.47	15.18		2	112,000	31.83		
			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 many as 237,300 persons (aged 12 years and over) follow television regularly [52.4%].

Compared to previous data, there was a significant decrease of 20.8% of viewers over the previous assessment period of March 2020 and a decrease of 2.2% over a similar period last year [July 2019: 54.6%].



How many followed TV?

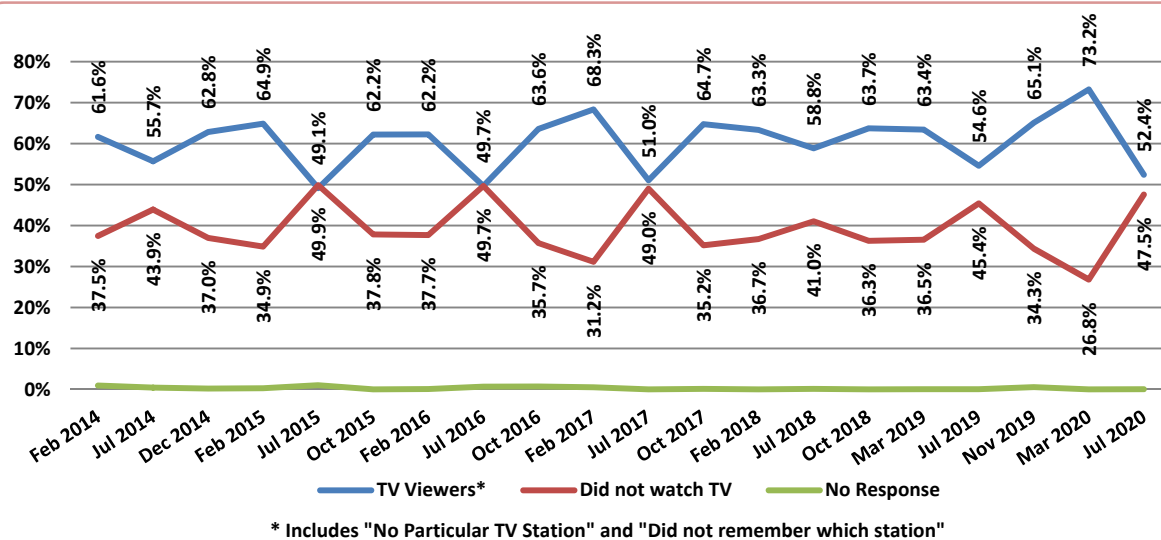
	Total N	Yes ^[1] N	No N	No Ans. N	Total %	Yes ^[1] %	No %	No Ans. %
Population								
[+12 years]	452,887	237,284	215,298	305	100.00	52.39	47.54	0.07
Gender								
Males	231,874	116,804	115,070	0	100.00	50.37	49.63	0.00
Females	221,013	120,480	100,228	305	100.00	54.51	45.35	0.14
	452,887	237,284	215,298	305				
Age group								
12-20	40,163	20,057	20,106	0	100.00	49.94	50.06	0.00
21-30	82,601	26,873	55,729	0	100.00	32.53	67.47	0.00
31-50	147,161	61,333	85,523	305	100.00	41.68	58.12	0.21
51-70	112,015	73,288	38,727	0	100.00	65.43	34.57	0.00
71+	70,947	55,734	15,213	0	100.00	78.56	21.44	0.00
	452,887	237,284	215,298	305				
South Harbour	76,407	40,008	36,095	305	100.00	52.36	47.24	0.40
North Harbour	148,040	79,420	68,620	0	100.00	53.65	46.35	0.00
South Eastern	65,533	34,686	30,847	0	100.00	52.93	47.07	0.00
Western	56,630	28,202	28,428	0	100.00	49.80	50.20	0.00
Northern	75,380	39,904	35,476	0	100.00	52.94	47.06	0.00
Gozo & Comino	30,897	15,065	15,832	0	100.00	48.76	51.24	0.00
	452,887	237,284	215,298	305				

^[1] Includes those who "did not remember which station they followed" [1.0%; ≈ 4,300] and those who "did not follow any particular tv station" [3.7%; ≈ 16,400].

Covid-19

Although the largest ever percentage of viewers was registered during the previous assessment of March 2020 [68.9%] audience levels have returned back to their previous levels before the outbreak of Covid-19 – during this period the majority of the Covid-19 restrictions were lifted.

Audiences were slightly less than those registered during a similar period last year [July 2019: 54.6%; July 2020: 52.4%] but were not the lowest registered [July 2015: 49.1%].



	TV Viewers	No particular TV station	Do not remember	Total Viewers	±% Viewers Previous Quarter	±% Viewers Similar Quarter	Did not watch TV	No TV Set	No Response	Total Non-viewers	Total Population
Feb 2014	65.9%	2.3%	0.90%	69.1%			29.9%	0.3%	0.7%	30.9%	100%
Jul 2014	49.7%	4.6%	1.36%	55.7%	-5.9%		43.6%	0.3%	0.4%	44.3%	100%
Dec 2014	57.9%	3.5%	1.46%	62.8%	7.2%		36.5%	0.5%	0.2%	37.2%	100%
Feb 2015	59.4%	4.6%	0.83%	64.9%	2.0%	-4.3%	34.4%	0.5%	0.3%	35.1%	100%
Jul 2015	45.3%	2.6%	1.17%	49.1%	-15.7%	-6.5%	49.7%	0.2%	1.0%	50.9%	100%
Oct 2015	58.9%	2.6%	0.63%	62.2%	13.1%	-0.6%	37.1%	0.7%	0%	37.8%	100%
Feb 2016	58.1%	3.3%	0.91%	62.2%	0.1%	-2.6%	37.0%	0.6%	0.1%	37.8%	100%
Jul 2016	45.5%	1.8%	2.36%	49.7%	-12.6%	0.5%	49.2%	0.5%	0.7%	50.3%	100%
Oct 2016	58.7%	2.8%	2.09%	63.6%	13.9%	1.4%	35.2%	0.5%	0.7%	36.4%	100%
Feb 2017	64.5%	1.7%	2.16%	68.3%	4.8%	6.1%	30.7%	0.5%	0.5%	31.7%	100%
Jul 2017	46.4%	1.6%	2.97%	51.0%	-17.3%	1.4%	48.8%	0.2%	0%	49.0%	100%
Oct 2017	60.9%	2.3%	1.50%	64.7%	13.7%	1.2%	34.9%	0.2%	0.1%	35.3%	100%
Feb 2018	61.8%	1.0%	0.59%	63.3%	-1.4%	-5.0%	36.5%	0.1%	0%	36.7%	100%
Jul 2018	55.1%	1.9%	1.82%	58.8%	-4.5%	7.8%	41.0%	0.1%	0.1%	41.2%	100%
Oct 2018	60.7%	1.1%	1.89%	63.7%	4.9%	-1.0%	36.0%	0.3%	0%	36.3%	100%
Mar 2019	60.1%	1.6%	1.74%	63.4%	-0.3%	0.1%	36.3%	0.2%	0%	36.6%	100%
Jul 2019	50.0%	1.9%	2.74%	54.6%	-8.9%	-4.3%	45.2%	0.2%	0%	45.4%	100%
Nov 2019	60.5%	3.7%	0.96%	65.1%	10.5%	1.4%	33.9%	0.4%	0.6%	34.9%	100%
Mar 2020	68.9%	3.1%	1.17%	73.2%	8.1%	9.8%	26.5%	0.3%	0%	26.8%	100%
Jul 2020	46.9%	3.6%	1.87%	52.4%	-20.8%	-2.2%	46.7%	0.9%	0.1%	47.6%	100%

TV stations' audiences

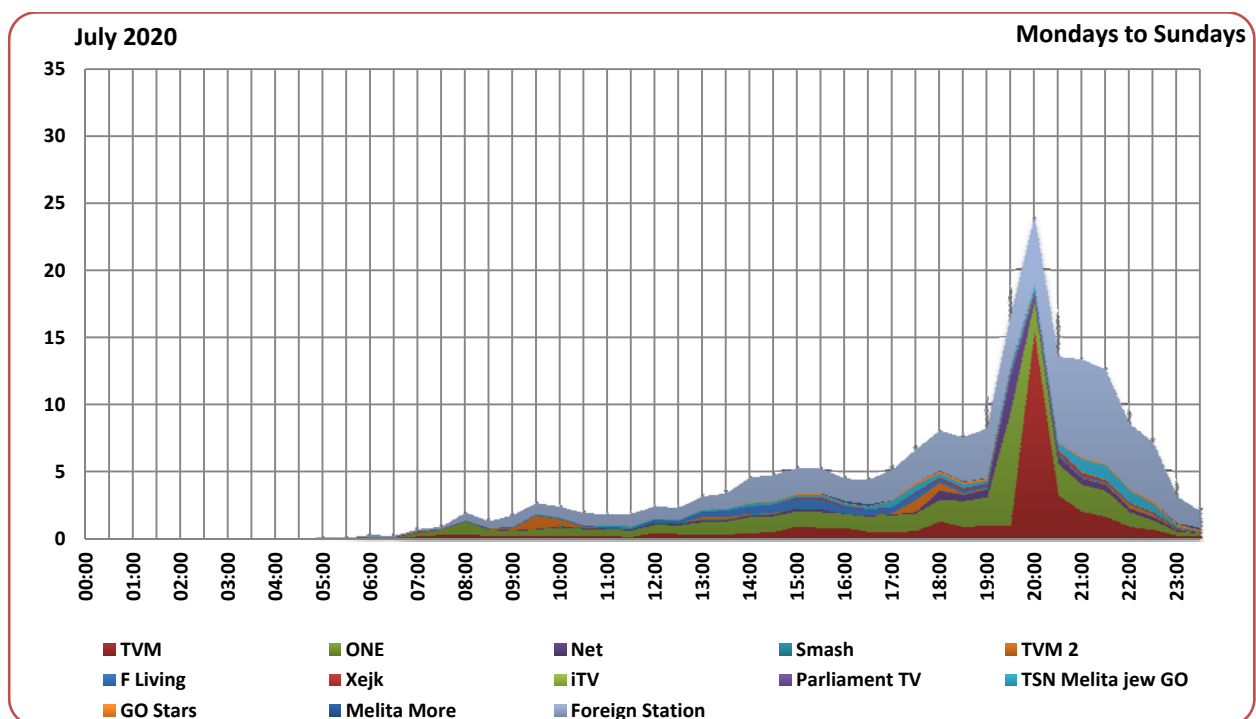
TV respondents were asked to indicate which television station they had followed the day before the interview and for how long. Each participant could name up to three stations and indicate three different time-periods for each station during which they had followed that particular station.

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

There were no audiences registered between midnight and 5:00am. Audiences throughout the day started picking up slowly at 8:00am with 1.932% [$\approx 10,800$]. Audiences peaked to 2.643% [$\approx 14,800$] at 9:30am but were less than 2% until noon with an average of 1.932% [$\approx 10,800$] between 8:00am and noon. Audiences started rising gradually after noon peaking to 5.247% at 3:00pm [$\approx 29,300$]; falling slightly and peaking up again at 6:00pm at 8.018% [$\approx 44,900$]. Audiences sharply peaked at 8:00pm at 24.014% [$\approx 135,000$] and sharply falling to 13.533% [$\approx 76,000$] at 8:30pm. Audiences were then maintained at this level during prime time programmes falling sharply to 8.535% [$\approx 47,800$] at 10:00pm and to 2.021% [$\approx 11,400$] at midnight.

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], ONE attracted the largest average amount of viewers [0.888%] followed by TVM [0.753%], and Net TV [0.182%].

ONE has the highest average amongst all local stations on five weekdays - Saturdays [1.289%] followed by that of Tuesdays [0.941%], Fridays [0.928%], Sundays [0.926%], and Mondays [0.922%]. TVM had the highest average amongst all local station on two weekdays – Wednesdays [0.997%] and Thursdays [0.810%] – while its second highest was that of Tuesdays with 0.834% which was below that of ONE on that day [0.941%]. The highest average attained by Net TV was on Thursdays with 0.303%.

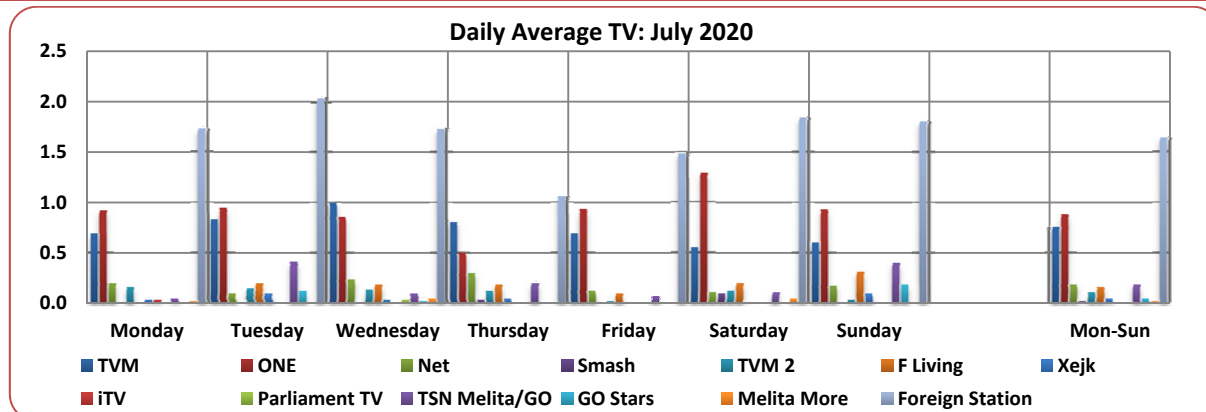
The viewing of foreign stations exceeded the viewing of any local station for all the weekdays with its highest being on Tuesdays at 2.041%.

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

	TVM	ONE	NET TV	Smash	TVM 2	F Living	Xeik	iTV	Parliament TV	TSN Melita/GO	GO Stars	Melita More	Highest	Foreign Stations
Monday	0.689	0.922	0.194		0.159		0.034	0.036	0.008	0.040		0.013	0.922	1.734
Tuesday	0.834	0.941	0.092		0.148	0.193	0.094			0.407	0.114		0.941	2.041
Wednesday	0.997	0.856	0.239		0.130	0.184	0.032		0.028	0.091	0.019	0.038	0.997	1.737
Thursday	0.810	0.498	0.303	0.034	0.115	0.181	0.038			0.196		0.006	0.810	1.054
Friday	0.690	0.928	0.121	0.007	0.013	0.092				0.073			0.928	1.484
Saturday	0.550	1.289	0.101	0.095	0.120	0.194	0.009			0.104		0.046	1.289	1.848
Sunday	0.596	0.926	0.176		0.037	0.307	0.091			0.398	0.182		0.926	1.808
Mon-Sun	0.753	0.888	0.182	0.019	0.103	0.163	0.041	0.005	0.006	0.180	0.040	0.015	0.888	1.643
Highest	0.997	1.289	0.303	0.095	0.159	0.307	0.094	0.036	0.028	0.407	0.182	0.046	---	2.041

Average [N] TV Audiences by Weekday and By Station

	TVM	ONE	NET TV	Smash	TVM 2	F Living	Xeik	iTV	Parliament TV	TSN Melita/GO	GO Stars	Melita More	Highest	Foreign Stations
Monday	3,840	5,138	1,084		885		189	203	44	222		75	5,138	9,668
Tuesday	4,853	5,473	533		859	1,124	547			2,370	661		5,473	11,867
Wednesday	5,864	5,034	1,407		764	1,080	186		167	533	114	224	5,864	10,222
Thursday	4,689	2,880	1,754	195	665	1,046	222			1,132		34	4,689	6,097
Friday	3,680	4,945	645	35	71	489				388			4,945	7,911
Saturday	3,004	7,046	550	518	656	1,060	51			571		252	7,046	10,102
Sunday	3,118	4,847	920		191	1,607	478			2,084	954		4,847	9,463
Mon-Sun	4,209	4,964	1,017	105	576	913	229	26	32	1,009	226	83	4,964	9,191
Highest	5,864	7,046	1,754	518	885	1,607	547	203	167	2,370	954	252	---	11,867

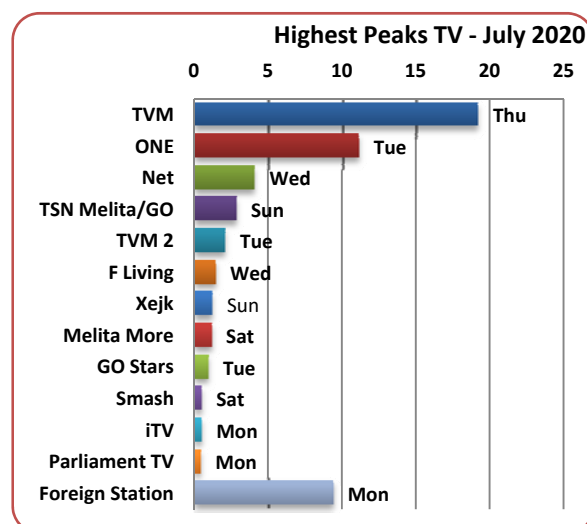


Peak Audiences by Station

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 Thursdays [16.418%; ~111,000] followed by that on Wednesdays [17.941%; ~106,000], Mondays [16.418%; ~92,000], Fridays [14.748%; ~79,000], Sundays [13.184%; ~69,000] and Saturdays [9.200%; 51,000].

ONE had its highest peak on Tuesdays [11.084%; ~65,000] while the highest peak of Net TV was on Wednesdays [4.025%; ~24,000].



Percentage [%] Highest Peaks by TV Station by Weekday

	TVM	ONE	NET TV	Smash	TVM 2	F Living	Xejk	iTV	Parliament TV	TSN Melita/GO	GO Stars	Melita More	Highest	Foreign Stations
Monday	16.418	9.558	2.707		1.702		0.813	0.437	0.379	0.955		0.322	16.418	9.327
Tuesday	14.560	11.084	1.596		2.046	1.195	0.427			2.350	0.881		14.560	9.106
Wednesday	17.941	6.778	4.025		1.957	1.366	0.330		0.340	1.498	0.232	0.503	17.941	9.310
Thursday	19.148	9.989	3.342	0.324	0.833	0.983	0.282			1.692		0.282	19.148	5.198
Friday	14.748	8.186	2.874	0.318	0.635	0.370				0.317		0.000	14.748	5.917
Saturday	9.200	6.757	1.741	0.445	1.003	0.868	0.450			0.773		1.107	9.200	6.878
Sunday	13.184	6.517	2.086		0.383	0.461	1.169			2.791	0.438		13.184	8.077
Highest	19.148	11.084	4.025	0.445	2.046	1.366	1.169	0.437	0.379	2.791	0.881	1.107	---	9.327

Highest Peaks [N] by TV Station by Weekday

	TVM	ONE	NET TV	Smash	TVM 2	F Living	Xejk	iTV	Parliament TV	TSN Melita/GO	GO Stars	Melita More	Highest	Foreign Stations
Monday	91,544	53,292	15,094		9,492		4,532	2,435	2,115	5,327		1,795	91,544	52,007
Tuesday	84,669	64,453	9,278		11,895	6,948	2,482			13,664	5,122		84,669	52,951
Wednesday	105,568	39,883	23,687		11,515	8,035	1,942		2,000	8,813	1,366	2,963	105,568	54,782
Thursday	110,808	57,807	19,340	1,875	4,823	5,691	1,629			9,793		1,629	110,808	30,081
Friday	78,622	43,640	15,324	1,694	3,387	1,972				1,692			78,622	31,542
Saturday	50,285	36,934	9,514	2,434	5,484	4,746	2,462			4,227		6,049	50,285	37,594
Sunday	68,994	34,103	10,916		2,005	2,411	6,119			14,607	2,290		68,994	42,269
Highest	110,808	64,453	23,687	2,434	11,895	8,035	6,119	2,435	2,115	14,607	5,122	6,049	---	54,782

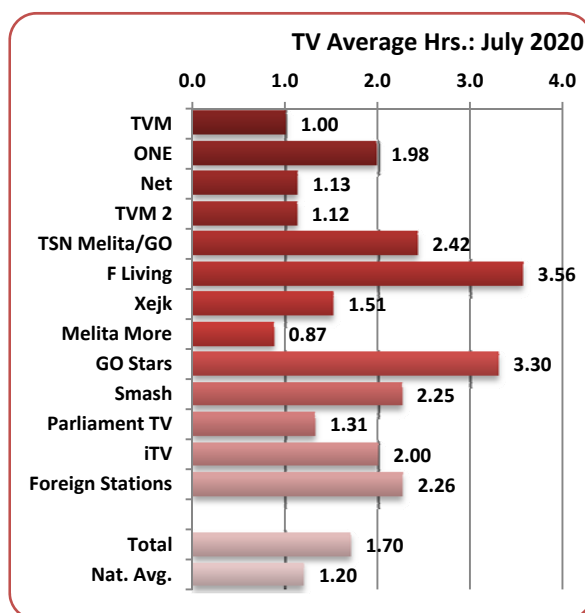
Daily Average Hours of TV consumption

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 [31.74%] followed by ONE [18.91%], the time spent on average by both TVM and ONE viewers was at 1.00hr and 1.98hrs respectively.

On average the stations which managed to maintain their audiences for the longest time were F Living [3.56hrs] and GO Stars [3.30hrs].

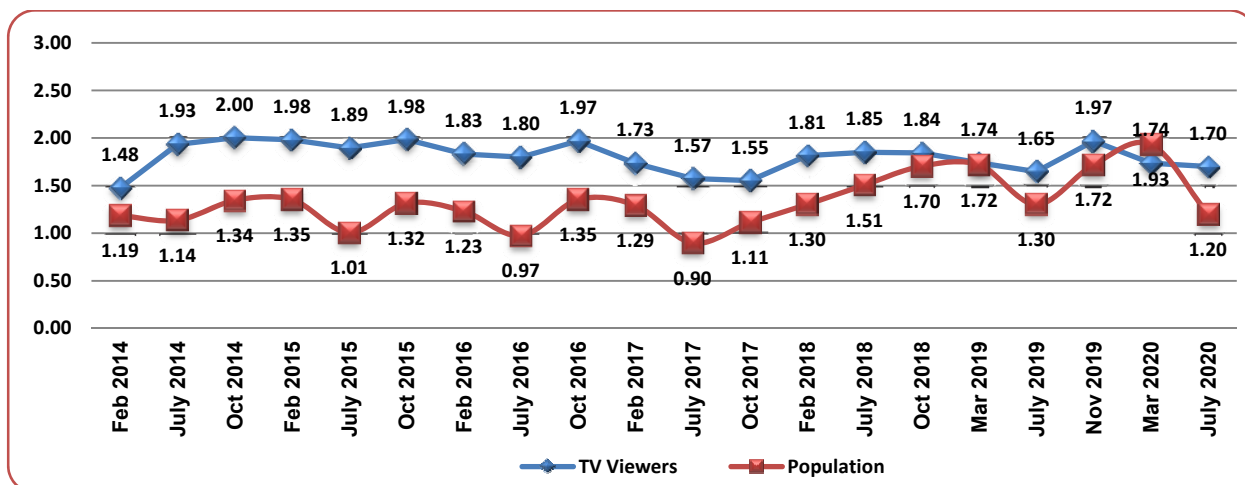


Average Hours by Station and Audiences by Gender, by Age Group, and by district

	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	102,000	1.00	31.19	32.28	32.81	38.55	36.93	29.82	26.75	24.66	32.07	29.52	42.54	31.21	36.56
ONE	61,000	1.98	18.85	18.97	9.26	14.41	13.39	25.40	20.04	26.93	15.66	25.97	16.70	11.33	19.98
Net	22,000	1.13	4.71	8.79	1.53		2.63	6.78	14.23	7.21	7.54	2.95	11.44	3.31	10.53
Smash	2,000	2.25	0.14	0.55				0.51	0.68	0.45	0.61	0.49			
TVM 2	13,000	1.12	2.60	5.12			1.35	3.41	9.07	5.69	4.08	3.51	0.80	4.40	2.99
F Living	7,000	3.56	0.24	3.56			0.86	1.81	4.18	0.00	3.38	2.05	3.21	0.43	1.50
Xejk	4,000	1.51	0.52	1.73				1.10	2.90	2.35	0.31	0.57	1.61	0.43	4.00
iTV	1,000	2.00	0.00	0.19				0.30			0.31				
Parliament TV	1,000	1.31	0.21	0.17				0.26	0.37	0.99					
TSN Melita/GO	10,000	2.42	5.60	0.76	3.61	4.30	4.66	2.54	1.96	3.66	3.82	2.12	1.70	4.35	
GO Stars	2,000	3.30	0.56	0.48	3.03		0.62	0.50			0.47	0.49		1.23	1.50
Melita More	3,000	0.87	0.64	0.81		2.56	1.05	0.48	0.26	0.45	1.23	0.49		1.06	
Foreign Stations	98,000	2.26	34.76	26.59	49.75	40.18	38.52	27.09	19.56	27.60	30.54	31.85	21.99	42.24	22.95
			100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

The average number of hours over all TV viewers amounts to 1.70hrs per viewer. This was 2'24" minutes less than that registered at the previous assessment in March 2020 [1.74hrs] and 3'00" more than that registered last year during July 2019 [1.65hrs].

Over the whole of the population aged 12 years and over, average viewing was at 1.20hrs which was 43'48" less than at the previous assessment of March 2020 [1.93hrs] and 6'00" lower than that registered for the same period last year [July 2019, 1.30hrs].



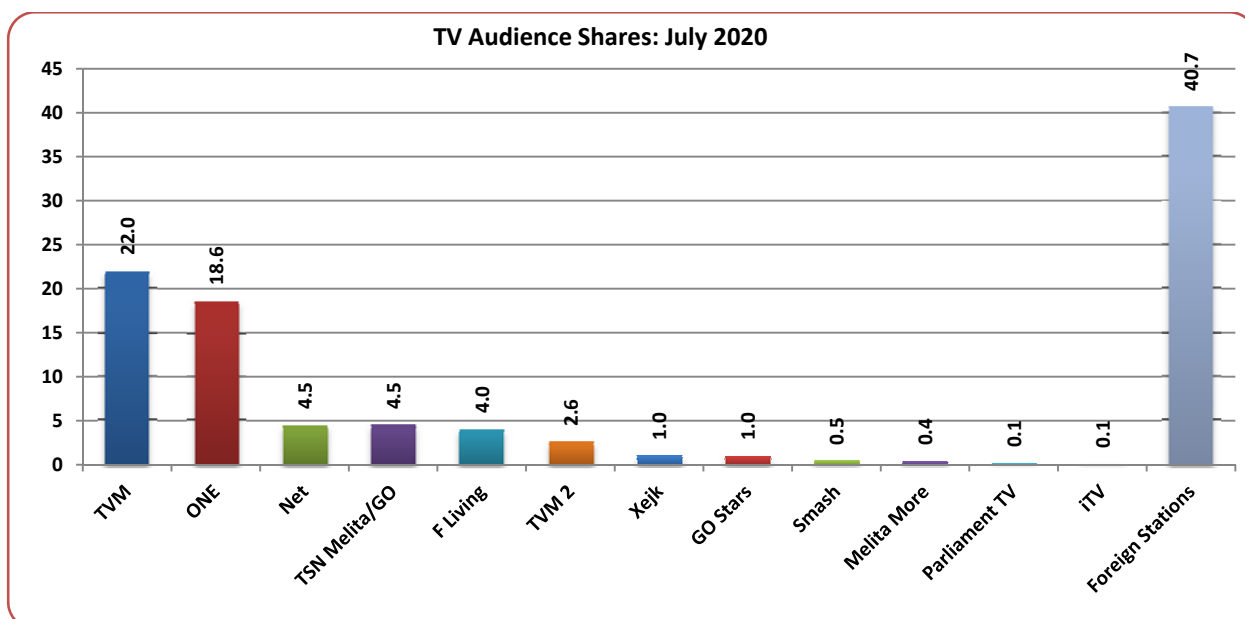
TV Stations Audience Share

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

This shows the percentage of airtime that viewers followed each particular television station.

Excluding all those watching foreign stations [40.7%], TVM ranked first with 22.0%; followed by ONE with 18.6%; and Net TV with 4.5%.

TV viewers watching foreign stations did so for an average of 2.26hrs.



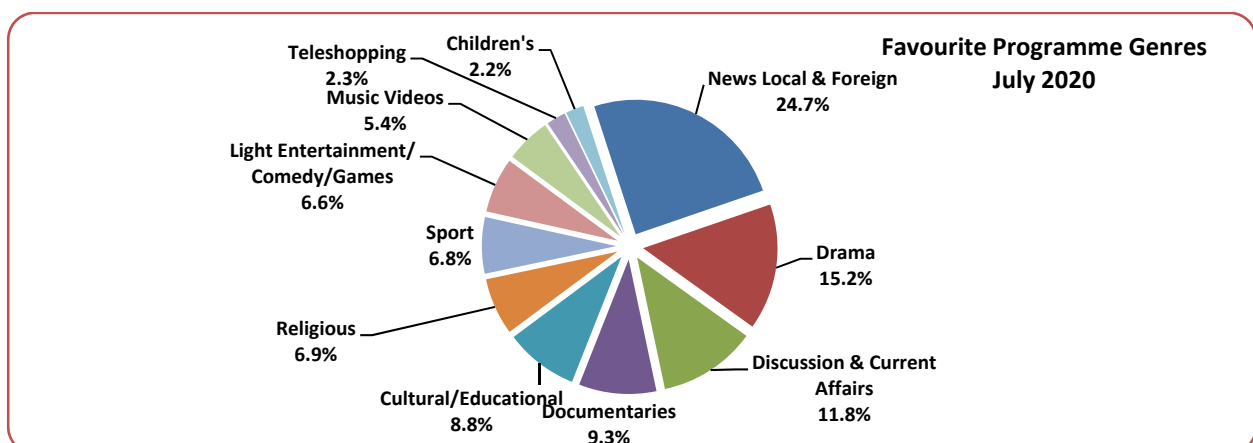
Favourite TV Programme Genres

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 [24.7%] followed by local Drama [15.2%], and Discussion & Current Affairs [11.8%] as follows:

The ranking of preferences has not changed much and there was little change in percentages over the previous assessment period of March 2020. Even when compared to a similar period [July 2019] differences were minimal except for ranking where Sports in July 2019 ranked 9th [5.0%] while during July 2020 Sports ranked 6th [6.9%].

	Jul 2019	Mar 2020	Jul 2020	Similar Period	Previous Period
News Local & Foreign	23.0	26.5	24.7	1.7	-1.8
Drama	14.3	14.1	15.2	0.9	1.0
Discussion & Current Affairs	10.4	12.7	11.8	1.3	-0.9
Documentaries	9.8	9.3	9.3	-0.5	0.0
Cultural/Educational	8.9	8.3	8.8	-0.1	0.5
Sport	5.0	6.0	6.9	1.8	0.9
Light Ent./Comedy/Games	8.5	6.5	6.8	-1.7	0.3
Music Videos	7.4	6.3	6.6	-0.7	0.3
Religious	6.8	6.0	5.4	-1.4	-0.6
Teleshopping	3.1	2.1	2.3	-0.8	0.2
Children's	2.7	2.1	2.2	-0.6	0.1
	100.0	100.0	100.0		



The results for each programme genre were compared to population demographics [total population aged 12 and over = 452,887].

Analysed by gender, male preferences exceeded female preferences mostly for sports programmes [M:25.5%; F:6.3%] – a difference of 19.2%; followed by Documentaries [M:22.8%; F: 21.5%] - a difference of 1.4%. There was little gender difference in preference for Local and Foreign News – 0.8% [M: 59.1%; F: 58.4%].

Female preferences exceed male preference for Drama by 22.9% [F:47.8%; M:24.8%]; Religious programmes by 12.3% [F:22.6%; M:10.3%]; Light Entertainment by 7.7% [F:19.7%; M: 12.0%]; and Discussion & Current Affairs by 4.9% [F:30.5%; M: 25.6%].

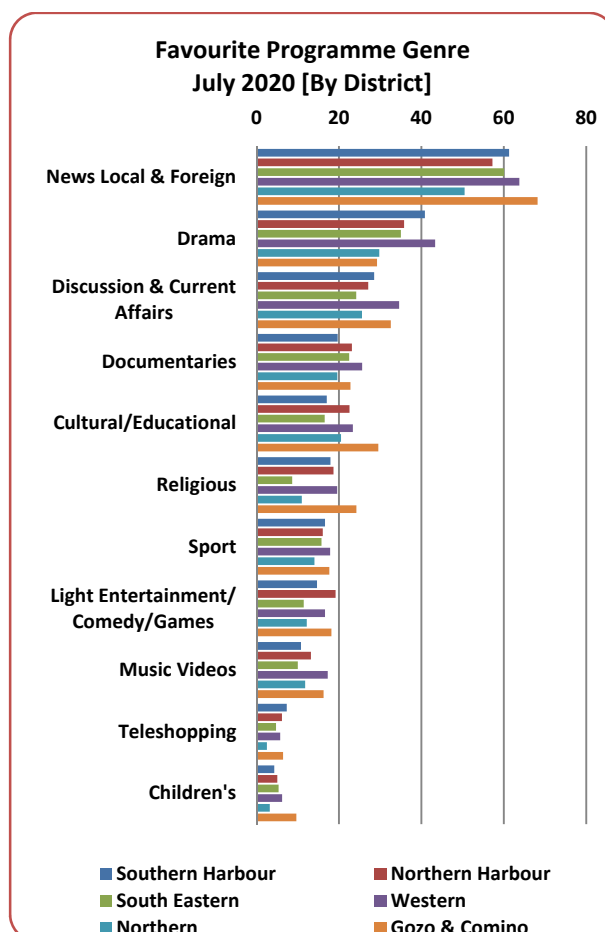
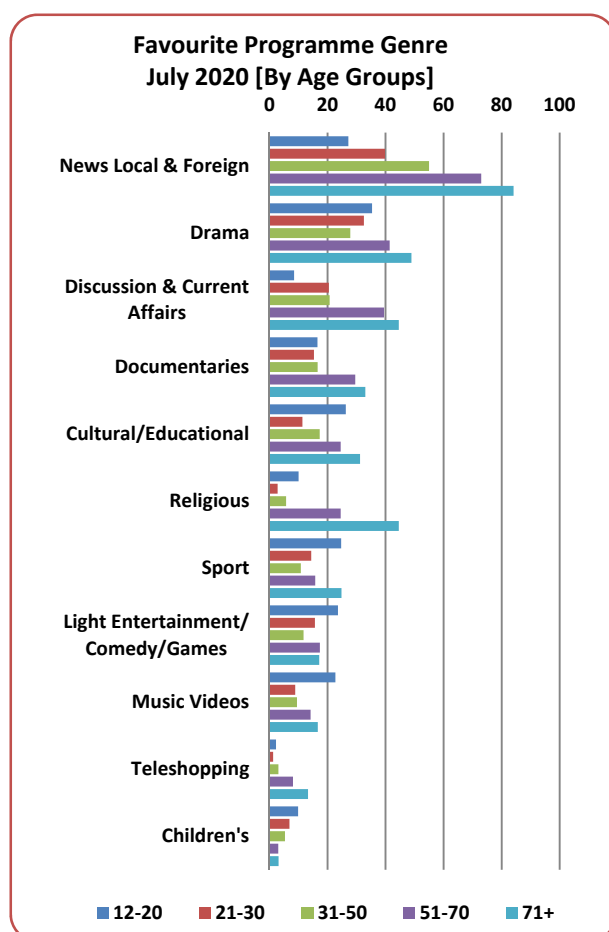
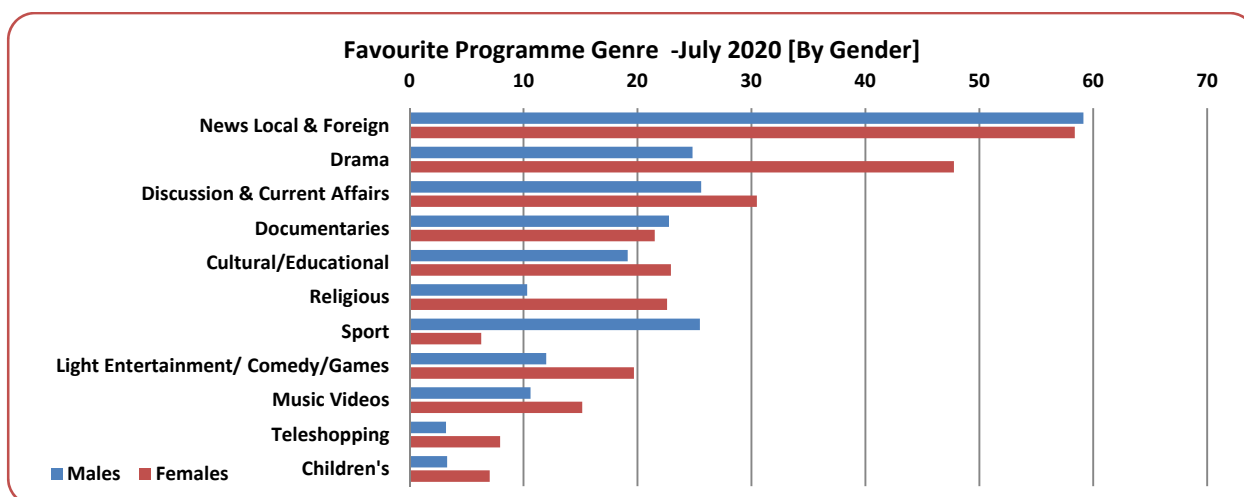
	Males	Females	±
News Local & Foreign	59.1	58.4	0.8
Drama	24.8	47.8	-22.9
Discussion & Current Affairs	25.6	30.5	-4.9
Documentaries	22.8	21.5	1.2
Cultural/Educational	19.1	22.9	-3.8
Religious	10.3	22.6	-12.3
Sport	25.5	6.3	19.2
Light Entertainment/ Comedy/Games	12.0	19.7	-7.7
Music Videos	10.6	15.2	-4.5
Teleshopping	3.2	7.9	-4.7
Children's	3.3	7.0	-3.7
	216.3	259.8	-43.4

Analysed by age-groups, Local & Foreign News were the most preferred by all the age groups above 21 years old with the lowest being for 21-30 year olds [39.8%] and the highest being 71+ year olds [84.1%]. The first preference for 12-20 year olds was Drama [35.4%] followed by Local & Foreign News [27.2%].

Drama programmes were the second most preferred for all those over 21 years with the highest being amongst 71+ year olds [48.9%] and the lowest being 31-50 year olds [27.8%].

The third most preferred genre [Discussion & Current Affairs] was all those over 21 years old with the highest being amongst 71+ year olds [44.5%] and the lowest being 21-30 years olds [20.5%]. The third most preferred programme genre for 12-20 year olds was Cultural/Educational programmes [26.3%].

Analysed by districts, overall the same ranking in preferences prevail with regards to Local & Foreign News, Drama, and Discussion & Current Affairs programmes with the exception of the Northern District and Gozo & Comino where Drama ranked second in the Northern District [29.8%] 29.2% in Gozo & Comino which ranked third after Discussion & Current Affairs programmes [32.6% - which ranked third in the Northern District at 25.6%].



Favourite Programme Genres on TV

	Total [N]	Ranking	Gender		Age					District					
			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	266,123	[1]	137,109	129,014	10,925	32,891	80,918	81,705	59,683	46,801	84,738	39,372	36,108	38,036	21,068
Drama	163,157	[2]	57,570	105,587	14,201	26,879	40,956	46,407	34,715	31,214	52,987	22,939	24,537	22,454	9,027
Discussion & Current Affairs	126,682	[3]	59,332	67,350	3,416	16,914	30,544	44,211	31,597	21,796	40,091	15,849	19,594	19,293	10,059
Documentaries	100,336	[4]	52,774	47,562	6,640	12,681	24,453	33,128	23,435	15,026	34,249	14,735	14,518	14,772	7,036
Cultural/Educational	95,067	[5]	44,389	50,677	10,562	9,367	25,515	27,494	22,128	13,025	33,369	10,845	13,236	15,467	9,124
Religious	73,867	[6]	23,932	49,935	4,036	2,322	8,409	27,495	31,605	13,714	27,628	5,667	11,088	8,278	7,491
Sport	72,963	[7]	59,074	13,889	9,924	11,899	15,873	17,651	17,616	12,688	23,791	10,323	10,115	10,583	5,463
Light Entertainment/ Comedy/Games	71,323	[8]	27,800	43,523	9,485	12,936	17,252	19,461	12,187	11,218	28,368	7,515	9,416	9,198	5,608
Music Videos	58,086	[9]	24,599	33,487	9,118	7,345	13,941	15,873	11,810	8,238	19,569	6,574	9,782	8,895	5,028
Teleshopping	24,974	[10]	7,414	17,560	909	1,058	4,524	9,068	9,414	5,598	9,125	3,112	3,250	1,895	1,993
Children's	23,202	[11]	7,651	15,551	3,962	5,693	7,879	3,426	2,242	3,277	7,496	3,499	3,520	2,420	2,990
Total Responses [n]	1,260,224		501,645	574,133	83,178	139,983	270,265	325,919	256,432	182,596	361,411	140,431	155,163	151,288	84,889
	%		%	%	%	%	%	%	%	%	%	%	%	%	%
News Local & Foreign	24.7	[1]	27.3	22.5	13.1	23.5	29.9	25.1	23.3	25.6	23.4	28.0	23.3	25.1	24.8
Drama	15.2	[2]	11.5	18.4	17.1	19.2	15.2	14.2	13.5	17.1	14.7	16.3	15.8	14.8	10.6
Discussion & Current Affairs	11.8	[3]	11.8	11.7	4.1	12.1	11.3	13.6	12.3	11.9	11.1	11.3	12.6	12.8	11.8
Documentaries	9.3	[4]	10.5	8.3	8.0	9.1	9.0	10.2	9.1	8.2	9.5	10.5	9.4	9.8	8.3
Cultural/Educational	8.8	[5]	8.8	8.8	12.7	6.7	9.4	8.4	8.6	7.1	9.2	7.7	8.5	10.2	10.7
Religious	6.9	[6]	4.8	8.7	4.9	1.7	3.1	8.4	12.3	7.5	7.6	4.0	7.1	5.5	8.8
Sport	6.8	[7]	11.8	2.4	11.9	8.5	5.9	5.4	6.9	6.9	6.6	7.4	6.5	7.0	6.4
Light Entertainment/ Comedy/Games	6.6	[8]	5.5	7.6	11.4	9.2	6.4	6.0	4.8	6.1	7.8	5.4	6.1	6.1	6.6
Music Videos	5.4	[9]	4.9	5.8	11.0	5.2	5.2	4.9	4.6	4.5	5.4	4.7	6.3	5.9	5.9
Teleshopping	2.3	[10]	1.5	3.1	1.1	0.8	1.7	2.8	3.7	3.1	2.5	2.2	2.1	1.3	2.3
Children's	2.2	[11]	1.5	2.7	4.8	4.1	2.9	1.1	0.9	1.8	2.1	2.5	2.3	1.6	3.5
% 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]	452,887		231,874	221,013	40,163	82,601	147,161	112,015	70,947	76,407	148,040	65,533	56,630	75,380	30,897
	%		%	%	%	%	%	%	%	%	%	%	%	%	%
News Local & Foreign	58.8	[1]	59.1	58.4	27.2	39.8	55.0	72.9	84.1	61.3	57.2	60.1	63.8	50.5	68.2
Drama	36.0	[2]	24.8	47.8	35.4	32.5	27.8	41.4	48.9	40.9	35.8	35.0	43.3	29.8	29.2
Discussion & Current Affairs	28.0	[3]	25.6	30.5	8.5	20.5	20.8	39.5	44.5	28.5	27.1	24.2	34.6	25.6	32.6
Documentaries	22.2	[4]	22.8	21.5	16.5	15.4	16.6	29.6	33.0	19.7	23.1	22.5	25.6	19.6	22.8
Cultural/Educational	21.0	[5]	19.1	22.9	26.3	11.3	17.3	24.5	31.2	17.0	22.5	16.5	23.4	20.5	29.5
Religious	16.3	[6]	10.3	22.6	10.0	2.8	5.7	24.5	44.5	17.9	18.7	8.6	19.6	11.0	24.2
Sport	16.1	[7]	25.5	6.3	24.7	14.4	10.8	15.8	24.8	16.6	16.1	15.8	17.9	14.0	17.7
Light Entertainment/ Comedy/Games	15.7	[8]	12.0	19.7	23.6	15.7	11.7	17.4	17.2	14.7	19.2	11.5	16.6	12.2	18.2
Music Videos	12.8	[9]	10.6	15.2	22.7	8.9	9.5	14.2	16.6	10.8	13.2	10.0	17.3	11.8	16.3
Teleshopping	5.5	[10]	3.2	7.9	2.3	1.3	3.1	8.1	13.3	7.3	6.2	4.7	5.7	2.5	6.4
Children's	5.1	[11]	3.3	7.0	9.9	6.9	5.4	3.1	3.2	4.3	5.1	5.3	6.2	3.2	9.7
% of Total Population	237.5		216.3	259.8	207.1	169.5	183.7	291.0	361.4	239.0	244.1	214.3	274.0	200.7	274.7

RADIO

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, 71 listeners named a second station while another 3 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]	54,000	22.75	24.09	21.10	75.43	40.50	31.89	6.75		19.15	23.12	19.08	26.45	23.52	27.34
Vibe FM	[2]	37,000	15.50	16.85	13.85	20.50	38.22	23.41	2.31		16.65	15.14	17.50	14.25	18.81	4.28
ONE Radio	[3]	35,000	14.73	14.15	15.44		4.62	4.28	29.34	25.18	20.62	13.03	20.98	13.73	7.16	17.86
Calypso Radio	[4]	30,000	12.53	11.24	14.12		4.36	5.94	23.82	18.43	10.69	15.41	14.78	12.44	10.19	6.20
Radju Malta	[5]	22,000	9.00	7.70	10.59			2.29	12.83	25.86	7.52	11.44	7.22	7.64	7.83	11.12
Magic	[6]	13,000	5.30	4.92	5.77		5.85	9.10	4.75		4.49	3.46	5.91	4.94	8.46	6.70
Net FM	[7]	11,000	4.50	4.96	3.95			1.66	6.58	11.74	5.45	3.59	3.55	2.87	5.68	8.39
X FM	[8]	9,000	3.66	4.62	2.48		2.18	8.89	1.00		2.71	2.84	2.36	4.98	5.26	5.19
Radju Marija	[9]	8,000	3.34	2.40	4.50	4.07			4.74	10.11	3.57	2.63	3.90	4.82	2.90	3.01
Smash Radio	[11]	5,000	1.87	1.75	2.02		0.93	3.66	1.74		2.36	1.44	2.49	0.99	2.39	1.84
Campus FM	[12]	3,000	1.13	1.42	0.78		0.94	1.46		2.67		1.18	0.83	2.95	1.32	
Radju Malta 2	[13]	2,000	0.65	0.68	0.62			0.41	0.53	2.00		0.46	0.70	1.92	0.78	
103FM	[14]	2,000	0.62	0.68	0.55			0.71		2.04	1.46	0.46			1.27	
Bay Easy (Digital Radio)	[15]	1,000	0.22	0.40				0.64				0.72				
Community Stations	[18]	3,000	0.99	0.91	1.07		1.48	0.67	0.99	1.44	2.15	0.46			0.78	4.96
Foreign Stations	[10]	8,000	3.20	3.23	3.16		0.92	4.98	4.61	0.54	3.18	4.59	0.70	2.03	3.66	3.12
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 they had followed.																

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

None of the stations were followed by respondents from all the demographic age groups.

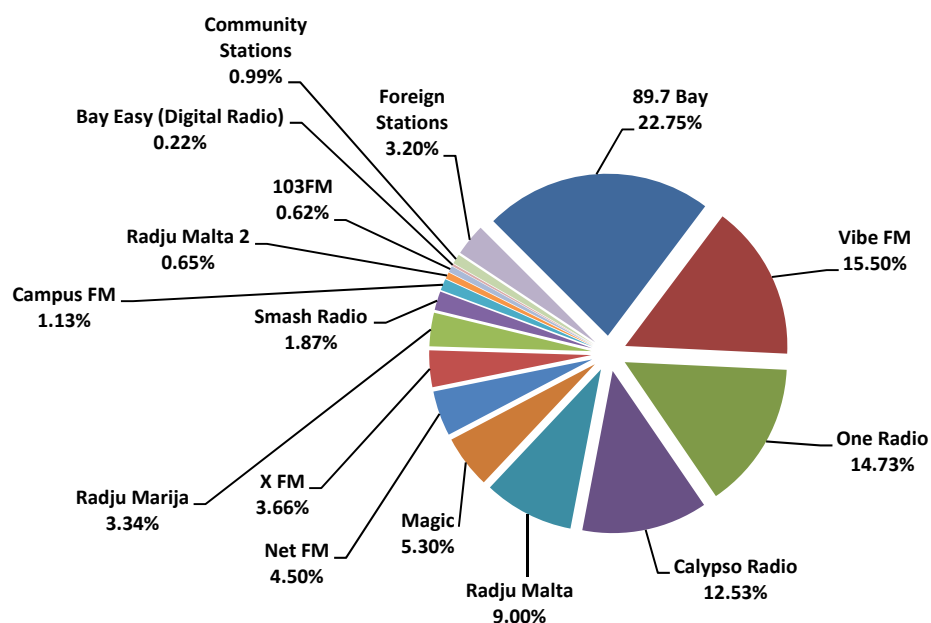
89.7 Bay has attracted the largest amount of radio listeners [22.75%] with ≈54,000 listeners. This station was followed by Vibe FM with 15.50% of all listeners [≈37,000], ONE Radio [14.73%; ≈35,000], and Calypso Radio with 12.53% [≈30,000].

89.7 Bay was the most followed station by all those under fifty years old – with 75.4% of 12-20 year olds, 40.5% of all 21-30 year olds, and 31.9% of all 31-50 year olds following this station. Vibe FM was the second most followed station by these same age groups - 20.5% of 12-20 year olds, 38.2% of all 21-30 year olds, and 23.41% of all 31-50 year olds..

ONE Radio was the most followed station by all those over fifty years old – with 29.3% of all 51-70 year olds and 25.2% of all 71+ year olds following this station. Similarly Calypso Radio which closely followed ONE Radio even by age-groups following these two stations. The highest group following Calypso Radio were 51-70 year olds [23.8%].

The highest group that followed Radju Malta were 71+ year olds [25.8%] followed by 51-70 year olds [12.8%].

Audience Reach by Station - July 2020
[irrespective of time spent]



Covid-19

The table below compares audience-reach by ranking for this period with the previous assessment period [March 2020] and with the same period last year (July 2019). During July 2020 there was a noticeable increase in the number of audiences listening to radio stations. There were also quite a few changes in the ranking of radio stations – only 89.7 Bay maintained its position.

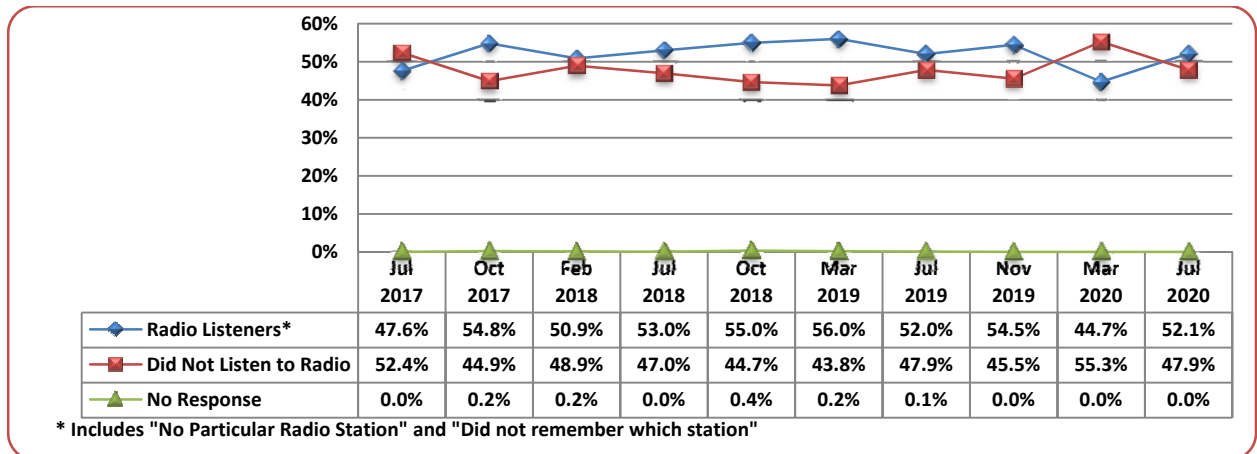
Comparative Reach

	July 2020					March 2020				July 2019		
	Ranking	Rounded up	Total %	+ / (-) % [Mar 2020]	+ / (-) % [Jul 2019]	Ranking	Rounded up	Total %	+ / (-) % [Jul 2019]	Ranking	Rounded up	Total %
89.7 Bay	1	54,000	22.75	26	(16)	1	43,000	20.41	(33)	1	64,000	25.92
Vibe FM	2	37,000	15.50	118	48	5	17,000	7.87	(32)	4	25,000	9.92
One Radio	3	35,000	14.73	(15)	(15)	2	41,000	19.80	≈	2	41,000	16.47
Calypso Radio	4	30,000	12.53	15	50	4	26,000	12.27	30	5	20,000	7.85
Radju Malta	5	22,000	9.00	(15)	(24)	3	26,000	12.50	(10)	3	29,000	11.61
Magic	6	13,000	5.30	63	30	8	8,000	3.67	(20)	9	10,000	3.81
Net FM	7	11,000	4.50	≈	10	7	11,000	5.32	10	10	10,000	3.81
X FM	8	9,000	3.66	125	(18)	11	4,000	1.87	(64)	7	11,000	4.38
Radju Marija	9	8,000	3.34	(38)	(43)	6	13,000	5.94	(7)	6	14,000	5.62
Smash Radio	11	5,000	1.87	(17)	(17)	9	6,000	2.65	≈0	11	6,000	2.41
Campus FM	12	3,000	1.13	(25)	≈	12	4,000	1.56	33	13	3,000	0.94
Radju Malta 2	14	2,000	0.65	≈	100	15	2,000	0.73	100	15	1,000	0.36
103FM	15	2,000	0.62	(33)	(82)	13	3,000	1.32	(73)	8	11,000	4.14
Bay Easy (Digital Radio)	16	1,000	0.22	(50)		16	2,000	0.57				
						17	1,000	0.20				
						18	1,000	0.13				
Community Stations	13	3,000	0.99	50	50	14	2,000	0.75	≈	14	2,000	0.60
Foreign Stations	10	8,000	3.20	33	33	10	6,000	2.44	≈	12	6,000	2.16
		243,000	100.0				216,000	100.0			253,000	100.0

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, 236,200 persons (aged 12 years and over) listen to radio regularly. This is more than half the population – 52.1%.

Compared to previous data, there was a 7.4% increase of radio listeners over the previous assessment period of March 2020 [44.7%] and a minimal increase of 0.1% over that of a similar period last year [July 2019; 52.0%].



How many listened to radio?

	Total N	Yes ^[1] N	No N	No Ans. N	Total %	Yes %	No %	No Ans. %
Population								
[+12 years]	452,887	236,175	216,712	0	100	52.15	47.85	0.00
Gender								
Males	231,874	128,903	102,971	0	100	55.59	44.41	0.00
Females	221,013	107,271	113,742	0	100	48.54	51.46	0.00
	452,887	236,175	216,712	0				
Age group								
12-20	40,163	12,015	28,148	0	100	29.92	70.08	0.00
21-30	82,601	37,293	45,309	0	100	45.15	54.85	0.00
31-50	147,161	83,843	63,318	0	100	56.97	43.03	0.00
51-70	112,015	62,702	49,313	0	100	55.98	44.02	0.00
71+	70,947	40,322	30,625	0	100	56.83	43.17	0.00
	452,887	236,175	216,712	0				
Location								
South Harbour	76,407	39,104	37,303	0	100	51.18	48.82	0.00
North Harbour	148,040	75,426	72,614	0	100	50.95	49.05	0.00
South Eastern	65,533	30,828	34,705	0	100	47.04	52.96	0.00
Western	56,630	31,981	24,649	0	100	56.47	43.53	0.00
Northern	75,380	42,573	32,807	0	100	56.48	43.52	0.00
Gozo & Comino	30,897	16,263	14,634	0	100	52.64	47.36	0.00
	452,887	236,175	216,712	0				

^[1] Includes those who "did not remember which station they followed" [3.2%; ≈ 14,100] and those who "did not follow any particular radio station" [3.0%; ≈ 13,000].

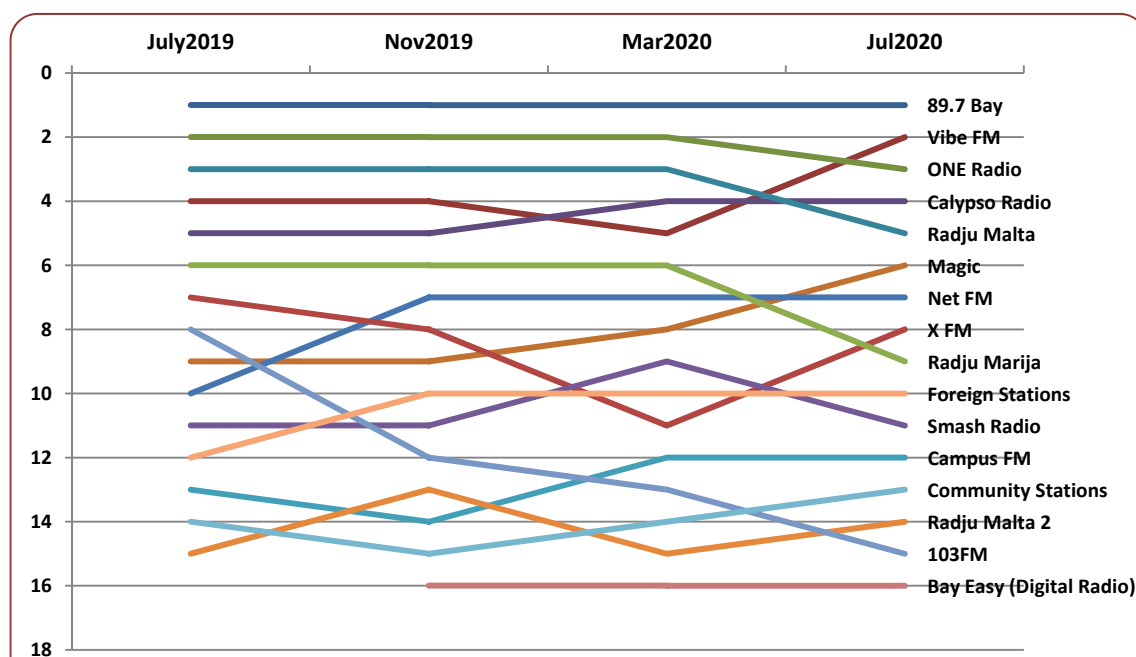
Covid-19

The Audiences for the previous assessment period of March 2020 were the third lowest level of radio audiences registered since the collection of data during three separate months of the broadcasting season [February 2014] and it was the first time that there was such a high decrease of listeners when compared to the previous assessment period of November 2019 [-9.7%] and with a previous similar period of March 2019 [-11.3%]. However, during this assessment period of July 2020 audiences have bounced back to their previous levels of last year at July 2019 with a 7.4% increase over the last assessment of March 2020.

Taking just the rankings of the individual stations there were changes in audiences – while the most followed station [89.7Bay] maintained its prime position other stations have advanced in their ranking [Vibe FM, Calypso, Magic, and XFM] while other stations have fallen in their ranking [Radju Malta, Radju Marija, and 103FM].

	Jul 2019	Nov 2019	Mar 2020	Jul 2020
89.7 Bay	1	1	1	1
Vibe FM	4	4	5	2
ONE Radio	2	2	2	3
Calypso Radio	5	5	4	4
Radju Malta	3	3	3	5
Magic	9	9	8	6
Net FM	10	7	7	7
X FM	7	8	11	8
Radju Marija	6	6	6	9
Smash Radio	11	11	9	11
Campus FM	13	14	12	12
Radju Malta 2	15	13	15	14
103FM	8	12	13	15
Bay Easy (Digital Radio)		16	16	16
All Rock (Dig)			17	
BKR National (Dig)			18	
Community Stations	14	15	14	13
Foreign Stations	12	10	10	10

	Radio Listeners	No particular TV station	Do not remember	Total Listeners	±% Listeners Previous Quarter	±% Listeners Similar Quarter	Did not listen to radio	No Radio Set	No Response	Total Non-listeners	Total Population
Feb 2014	40.7%	1.9%	1.1%	43.7%			53.8%	1.0%	1.5%	56.3%	100%
Jul 2014	43.9%	1.6%	0.7%	46.2%	4.9%		51.8%	0.9%	1.1%	53.8%	100%
Dec 2014	45.8%	1.7%	1.6%	49.1%	2.8%		47.7%	2.3%	0.9%	50.9%	100%
Feb 2015	41.9%	1.1%	1.1%	44.1%	-5.0%	0.3%	54.4%	1.0%	0.5%	55.9%	100%
Jul 2015	43.3%	1.4%	1.1%	45.7%	1.7%	-0.5%	52.2%	0.9%	1.2%	54.3%	100%
Oct 2015	45.5%	3.1%	0.7%	49.3%	3.6%	0.3%	49.9%	0.7%	0.0%	50.7%	100%
Feb 2016	46.9%	1.3%	0.7%	48.9%	-0.4%	4.9%	48.8%	1.4%	0.8%	51.1%	100%
Jul 2016	47.2%	2.0%	1.6%	50.8%	1.8%	5.0%	46.8%	1.4%	1.0%	49.2%	100%
Oct 2016	43.5%	1.9%	2.2%	47.6%	-3.1%	-1.7%	50.3%	0.9%	1.2%	52.4%	100%
Feb 2017	46.9%	2.1%	3.5%	52.6%	4.9%	3.6%	45.3%	2.0%	0.1%	47.4%	100%
Jul 2017	43.0%	2.5%	2.1%	47.6%	-5.0%	-3.2%	49.8%	2.6%		52.4%	100%
Oct 2017	50.9%	2.6%	1.4%	54.8%	7.2%	7.2%	42.7%	2.2%	0.2%	45.2%	100%
Feb 2018	47.0%	1.6%	2.4%	50.9%	-3.9%	-1.7%	47.8%	1.1%	0.2%	49.1%	100%
Jul 2018	46.9%	3.3%	2.8%	53.0%	2.1%	5.4%	45.0%	2.0%		47.0%	100%
Oct 2018	50.8%	2.4%	1.7%	55.0%	2.0%	0.1%	42.3%	2.3%	0.4%	45.0%	100%
Mar 2019	49.8%	3.0%	3.2%	56.0%	1.1%	5.1%	42.2%	1.6%	0.2%	44.0%	100%
Jul 2019	47.5%	2.2%	2.4%	52.0%	-4.0%	-0.9%	46.5%	1.4%	0.1%	48.0%	100%
Nov 2019	47.8%	5.5%	1.2%	54.5%	2.4%	-0.5%	44.3%	1.3%		45.5%	100%
Mar 2020	40.4%	3.0%	1.3%	44.7%	-9.7%	-11.3%	52.9%	2.4%		55.3%	100%
Jul 2020	46.1%	3.3%	2.8%	52.1%	7.4%	0.1%	44.9%	3.0%		47.9%	100%



Radio stations followed

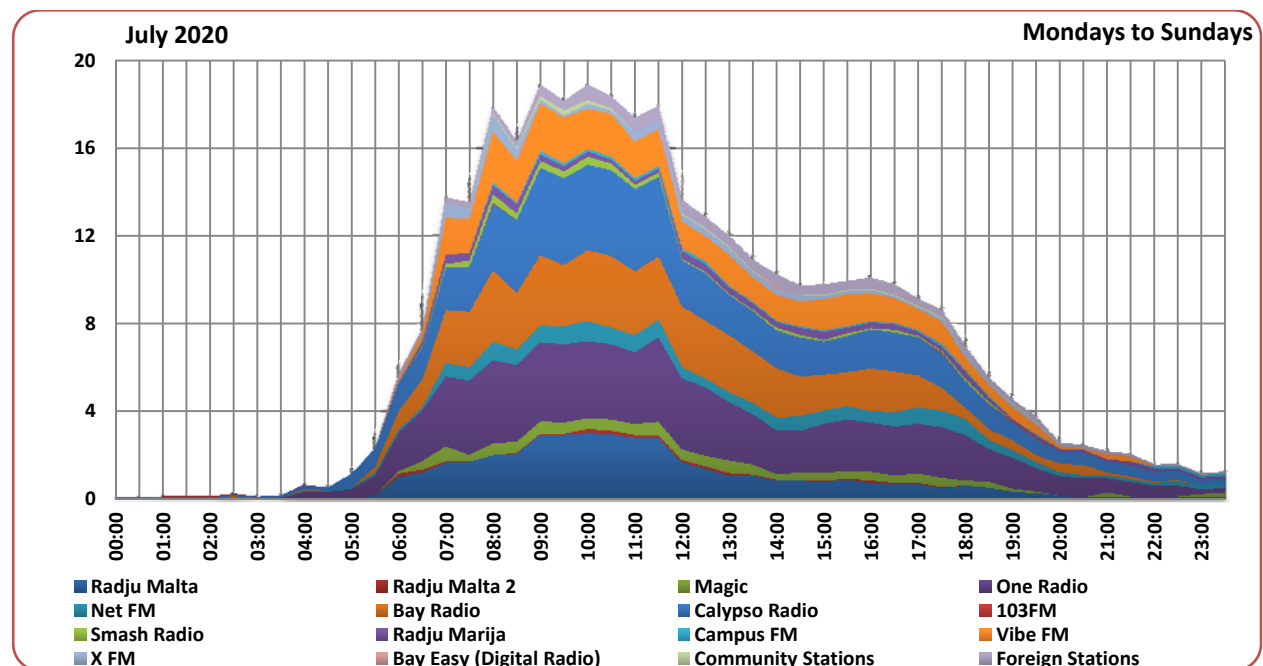
Respondents were asked to indicate which station they had followed and for how long. Each participant could name up to three stations and indicate three different time-periods for each station during which they had followed that particular station.

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

Similar to previous assessments, audiences were registered for all the half-hour slots. Before 5:00 audiences were minimal and less than 1% per half-hour slot. Audiences doubled from 1.151% at 5:00 to 2.30% at 5:30, again doubled by 6:00 [5.71%], and again by 7:00 [13.75%]. Audiences steadily rose to 18.90% by 9:00 with this level being maintained till 11:30 [17.93%].

Audiences steadily declined in the early afternoon levelling and peaking to 10.09% at 16:00, following which audiences steadily declined to 4.56% at 19:00 and to 2.18% at 21:00. Night-time radio audiences after 23:00 were just more than 1.0% of the total population.



Covid-19

In the previous assessment of March 2020 it was noticed that radio listening patterns had changed with mid-morning and early afternoon extended listening periods. This trend has continued on during July 2020 especially with peaking at 4:00pm and the slow reduction of audiences till 5:30pm.

Average Audiences

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

Overall from Monday to Sunday ONE Radio attained the highest total average amongst all stations [1.672%]; followed by Calypso Radio [1.402%]; 89.7 Bay [1.217%]; Radju Malta [0.855%]; and Vibe FM [0.758%].

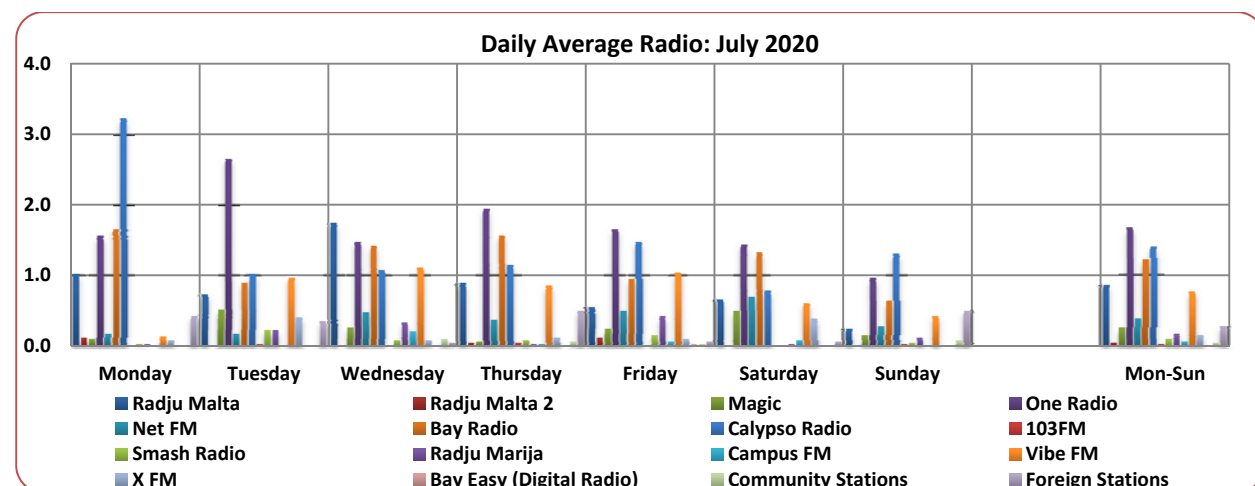
ONE Radio had the highest average amongst all stations on four of the weekdays with its highest on Tuesdays [2.660%] followed by that on Thursdays [1.946%], Fridays [1.652%], and Saturdays [1.435%]. Calypso Radio had the highest average amongst all station on two days with its highest on Mondays [3.227%] followed by that on Sundays [1.298%], while Radju Malta had the highest average amongst all stations on Wednesdays [1.738%].

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	103	Smash Radio	Radju Marija	Campus FM	Vibe FM	X FM	Bay Easy (Dig)	Community	Foreign	Highest
Monday	1.020	0.110	0.093	1.556	0.161	1.656	3.227		0.027	0.022		0.118	0.074			0.421	3.227
Tuesday	0.730		0.506	2.660	0.163	0.898	1.015	0.023	0.219	0.221	0.008	0.959	0.406			0.342	2.660
Wednesday	1.738		0.260	1.477	0.480	1.422	1.073		0.080	0.324	0.207	1.109	0.068		0.090	0.044	1.738
Thursday	0.885	0.042	0.053	1.946	0.371	1.567	1.137	0.028	0.078	0.024	0.026	0.847	0.109		0.046	0.497	1.946
Friday	0.545	0.113	0.239	1.652	0.498	0.942	1.479	0.007	0.145	0.411	0.051	1.037	0.086	0.014	0.011	0.052	1.652
Saturday	0.658		0.492	1.435	0.684	1.318	0.772			0.025	0.072	0.607	0.372			0.047	1.435
Sunday	0.237		0.140	0.957	0.269	0.631	1.298	0.009	0.035	0.107		0.416			0.065	0.487	1.298
Mon-Sun	0.855	0.039	0.246	1.672	0.383	1.217	1.402	0.010	0.085	0.171	0.056	0.758	0.151	0.002	0.033	0.264	1.672
Highest	1.738	0.113	0.506	2.660	0.684	1.656	3.227	0.028	0.219	0.411	0.207	1.109	0.406	0.014	0.090	0.497	---

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	103	Smash Radio	Radju Marija	Campus FM	Vibe FM	X FM	Bay Easy (Dig)	Community	Foreign	Highest
Monday	4,751	513	434	7,244	751	7,712	15,024		125	104	0	548	347		0	1,958	15,024
Tuesday	3,480	0	2,415	12,686	779	4,284	4,842	109	1,047	1,053	38	4,575	1,935		0	1,630	12,686
Wednesday	8,480	0	1,269	7,207	2,343	6,942	5,238		391	1,583	1,011	5,412	332		439	214	8,480
Thursday	4,315	206	260	9,488	1,806	7,636	5,543	136	380	117	125	4,127	531		223	2,425	9,488
Friday	2,626	543	1,154	7,966	2,401	4,542	7,131	35	699	1,982	245	5,001	414	67	53	252	7,966
Saturday	3,076		2,300	6,712	3,197	6,165	3,611			119	336	2,839	1,741			218	6,712
Sunday	1,129		668	4,550	1,277	2,998	6,173	44	167	510		1,980			310	2,314	6,173
Mon-Sun	4,092	187	1,176	8,002	1,832	5,824	6,708	48	409	819	270	3,629	722	11	156	1,264	8,002
Highest	8,480	543	2,415	12,686	3,197	7,712	15,024	136	1,047	1,982	1,011	5,412	1,935	67	439	2,425	---



Peak Audiences

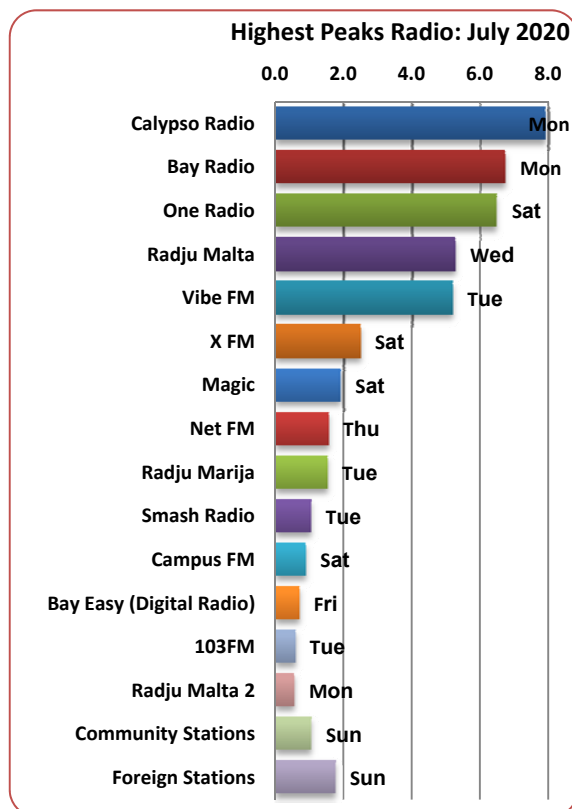
Another indication of a radio station's popularity with its audiences is its highest amount of audiences obtained at any particular half-hour slot of each weekday.

Taking the highest peak for each station, ONE Radio had the highest peak amongst all stations on three weekdays – Tuesdays [6.470%], Fridays [4.923%] and Saturdays [4.703%] with that of Tuesdays being its highest.

Calypso Radio had the highest peak amongst all stations on two weekdays – Mondays [7.888%] and Sundays [4.605%], Mondays being its highest for the week.

Radju Malta had the highest peak amongst all stations on Wednesdays [5.252%] which was also its highest for the week.

89.7 Bay had the highest peak amongst all stations on Thursdays [4.653%] while its highest was that on Mondays with 6.710%.



Percentage [%] Highest Peaks by Radio Station by Weekday

%	Radju Malta	Radju Malta 2	Magic Malta	ONE Radio	Net FM	89.7 Bay	Calypso Radio	103	Smash Radio	Radju Marija	Campus FM	Vibe FM	X FM	Bay Easy (Dig)	Community	Foreign	Highest
Mon	4.134	0.529	0.560	2.608	1.390	6.710	7.888	0.550	0.543	0.379	0.867	1.264				1.364	7.888
Tue	3.342		1.463	6.470	1.097	3.373	3.513	0.550	1.018	1.499	0.379	5.170	1.137			1.032	6.470
Wed	5.252		1.077	3.986	1.203	4.557	2.608		0.734	0.823	0.838	2.835	0.681		0.670	0.525	5.252
Thu	2.619	0.412	0.733	4.154	1.527	4.653	3.865	0.334	0.743	0.385	0.412	4.033	0.805		0.366	1.202	4.653
Fri	2.068	0.284	1.171	4.923	1.234	3.532	4.736	0.351	1.007	1.053	0.426	3.786	0.873	0.671	0.265	0.447	4.923
Sat	3.324		1.891	4.703	1.093	4.344	4.086			0.452	0.863	2.143	2.465			0.863	4.703
Sun	0.929		1.043	2.475	1.369	2.702	4.605	0.440	0.841	1.033		2.654			1.024	1.732	4.605
Highest	5.252	0.529	1.891	6.470	1.527	6.710	7.888	0.550	1.018	1.499	0.863	5.170	2.465	0.671	1.024	1.732	---

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	103	Smash Radio	Radju Marija	Campus FM	Vibe FM	X FM	Bay Easy (Dig)	Community	Foreign	Highest
Mon	19,249	2,463	2,605	12,141	6,472	31,242	36,728		2,566	2,528		4,039	5,883			6,352	36,728
Tue	15,941		6,980	30,862	5,234	16,090	16,758	2,625	4,857	7,148	1,808	24,660	5,425			4,923	30,862
Wed	25,634		5,258	19,456	5,872	22,239	12,726		3,583	4,017	4,091	13,836	3,325		3,268	2,564	25,634
Thu	12,766	2,007	3,574	20,247	7,441	22,679	18,841	1,628	3,620	1,875	2,007	19,660	3,922		1,782	5,860	22,679
Fri	9,973	1,371	5,645	23,741	5,952	17,031	22,836	1,692	4,856	5,080	2,054	18,255	4,209	3,234	1,278	2,155	23,741
Sat	15,545		8,842	21,992	5,110	20,313	19,111			2,114	4,037	10,022	11,528			4,037	21,992
Sun	4,416		4,959	11,768	6,508	12,847	21,898	2,094	3,999	4,914	0	12,619			4,870	8,233	21,898
Highest	25,634	2,463	8,842	30,862	7,441	31,242	36,728	2,625	4,857	7,148	4,091	24,660	11,528	3,234	4,870	8,233	---

Daily Average Hours of Radio Consumption

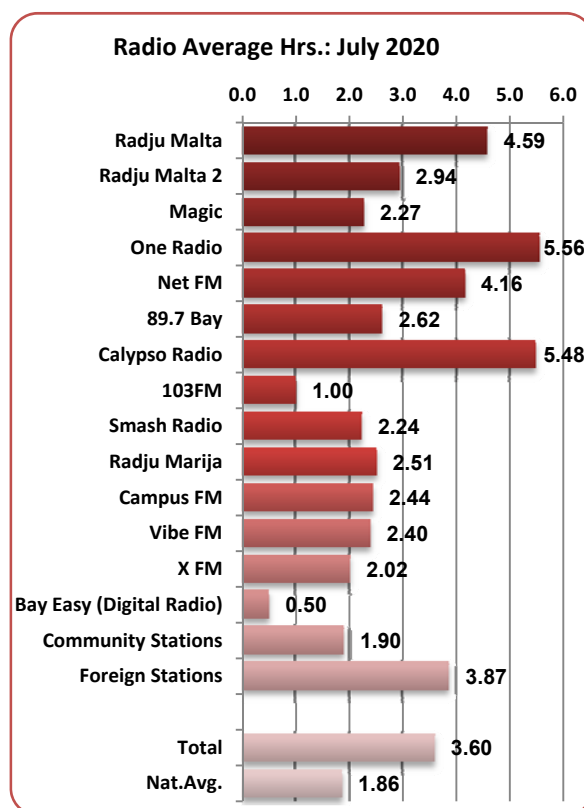
This average gives the amount of time that radio listeners spent following each radio station. This is derived from the total number of hours that radio consumers listened to, divided by the total number of listeners of each broadcasting station.

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 [22.75%] and was the most followed station by all those under fifty years old – 75.4% of 12-20 year olds, 40.5% of all 21-30 year olds, and 31.9% of all 31-50 year olds. Their total average hours of radio listening worked out at 2.62hrs per listener.

Vibe FM attracted the second highest amount of listeners [15.5%] who, on average, have spent 2.40hrs listening to this station. This station attracted 20.5% of 12-20 year olds, 38.2% of all 21-30 year olds, and 23.41% of all 31-50 year olds.

The radio listeners who have spent most time listening to their favourite radio station were those of ONE Radio [5.56hrs] followed by those of Calypso Radio [5.48hrs]; Radju Malta [4.59hrs]; and Net FM [4.16hrs]. On average all the radio listeners have spent as much as 3.60hrs listening to radio.



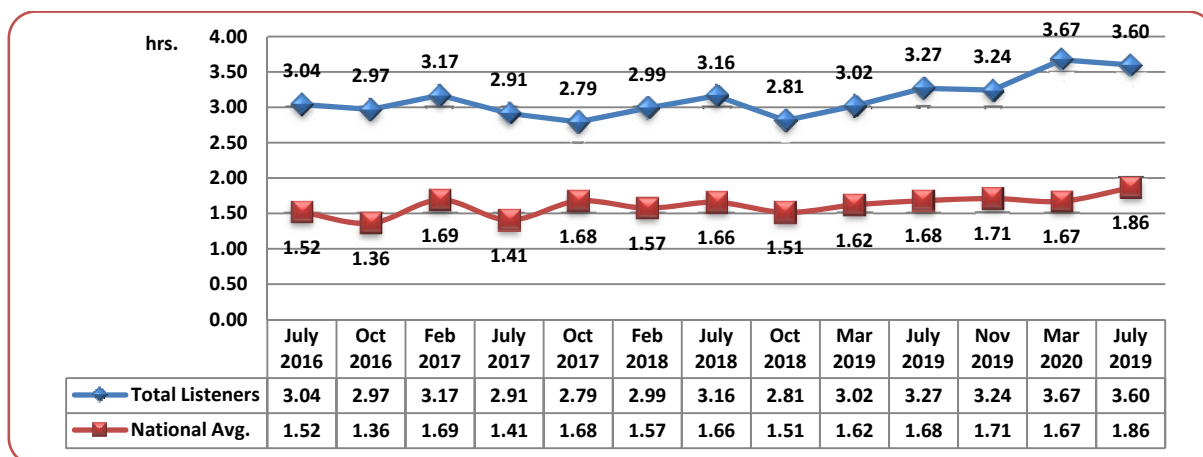
Audiences by Gender, by Age Group, and by District

	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	54,000	2.62	24.09	21.10	75.43	40.50	31.89	6.75		19.15	23.12	19.08	26.45	23.52	27.34	
Vibe FM	37,000	2.40	16.85	13.85	20.50	38.22	23.41	2.31		16.65	15.14	17.50	14.25	18.81	4.28	
One Radio	35,000	5.56	14.15	15.44		4.62	4.28	29.34	25.18	20.62	13.03	20.98	13.73	7.16	17.86	
Calypso Radio	30,000	5.48	11.24	14.12		4.36	5.94	23.82	18.43	10.69	15.41	14.78	12.44	10.19	6.20	
Radju Malta	22,000	4.59	7.70	10.88			2.67	12.83	25.86	8.29	11.44	7.22	7.64	7.83	11.12	
Magic	13,000	2.27	4.92	5.77		5.85	9.10	4.75		4.49	3.46	5.91	4.94	8.46	6.70	
Net FM	11,000	4.16	4.96	3.95			1.66	6.58	11.74	5.45	3.59	3.55	2.87	5.68	8.39	
X FM	9,000	2.02	4.62	2.48		2.18	8.89	1.00		2.71	2.84	2.36	4.98	5.26	5.19	
Radju Marija	8,000	2.51	2.40	4.50	4.07			4.74	10.11	3.57	2.63	3.90	4.82	2.90	3.01	
Smash Radio	5,000	2.24	1.75	2.02		0.93	3.66	1.74		2.36	1.44	2.49	0.99	2.39	1.84	
Campus FM	3,000	2.44	1.42	0.78		0.94	1.46		2.67		1.18	0.83	2.95	1.32		
Radju Malta 2	2,000	2.94	0.68	0.62			0.41	0.53	2.00		0.46	0.70	1.92	0.78		
RTK	2,000	1.00	0.68	0.26			0.34		2.04	0.69	0.46			1.27		
Bay Easy (Digital Radio)	1,000	0.50	0.40	0.00			0.64				0.72					
Community	2,000	1.90	0.91	0.76		1.48	0.25	0.99	1.44	2.15	0.46				4.96	
Foreign	8,000	3.87	3.23	3.47		0.92	5.40	4.61	0.54	3.18	4.59	0.70	2.03	4.44	3.12	
			100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

The average amount of hours over all radio listeners results at 3.60hrs per listener and over the whole population aged 12 years and over, this amounts to 1.86hrs.

Compared to previous assessments, the amount of hours spent listening to radio has decreased by 4'12" over the previous assessment of March 2020 [from 3.67hrs to 3.60hrs] and has increased by 19'48" over that of a similar period last year from 3.27hrs [July 2019].

On a national average, the number of hours spent listening to radio stations [1.86hrs] has increased by 11'24" over that of the previous assessment period [March 2020: 1.67hrs] and has increased by 10'48" over a similar period last year [July 2019: 1.68hrs].

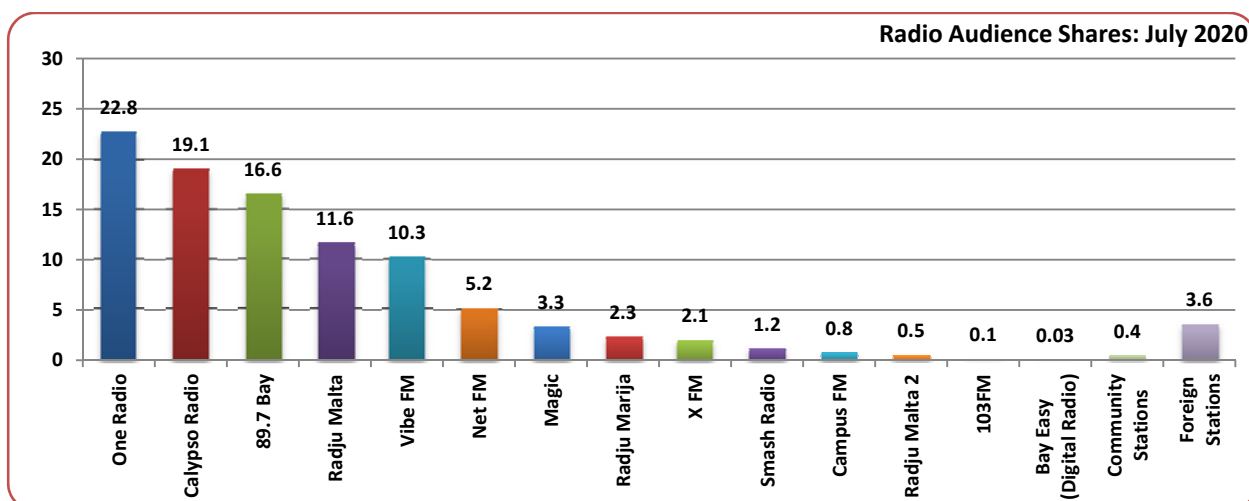


Radio Stations Audience Share

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 22.8% of all audiences, followed by Calypso Radio [19.1%], 89.7 Bay [16.6%], Radju Malta [11.6%], Vibe FM [10.3%], Net FM [5.2%], Magic [3.3%], Radju Marija [2.3%], X FM [2.1%], Smash Radio [1.2%], Campus FM [0.8%], Radju Malta 2 [0.5%], 103FM [0.1%], Bay Easy (Digital Radio) [0.03%], Community Stations [0.4%], and Foreign Stations [3.6%].



Radio programmes followed

Respondents were 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.

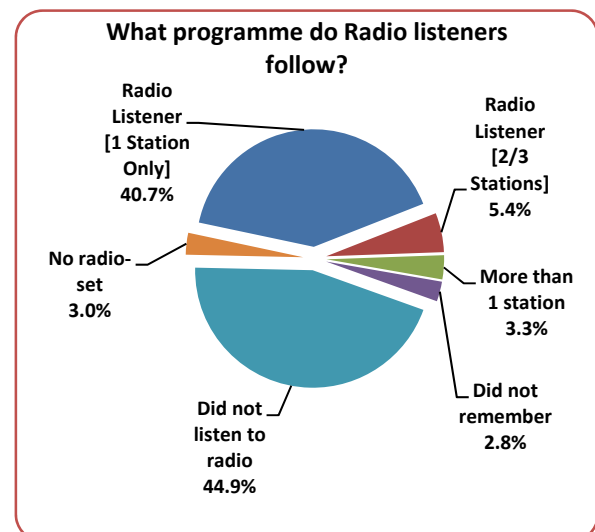
There are three main ways of increasing audiences – increasing the number of listeners; increasing the duration of listening; and targeting new audiences. However, audiences are easy to lose; and hard to gain when programs are drastically changed. Knowing what radio programmes are normally followed by 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:

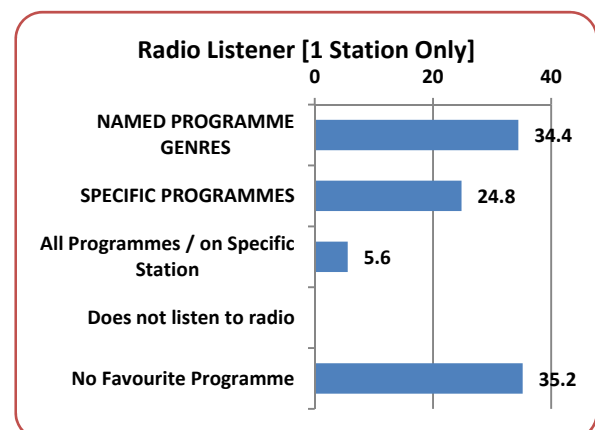
- Listened to a specific radio station;
- Listened to 2 or 3 more specific stations;
- Listened to more than one station;
- Did not remember which radio station they had followed;
- Did not listen to radio;
- Do not have a Radio-set; and
- Did not reply.



Previously in this report it was stated that as much as 52.1% [≈236,200] of the population have listened to radio. Of these 40.7% listened to one station; 5.4% listened to two or three stations; another 3.3% listened to more than one station but could not identify any station; another 2.8% did not remember which station they had followed; while another 3.0% have stated that they do not have a radio-set.

Out of all radio listeners who had followed one specific station 34.4% have named a programme genre, another 24.8% named a specific programme, another 5.6% have named a programme genre on a specific station ["Music on Station Z"]. A further 35.2% did not have any favourite programme.

Of those who had listened to two or three specific radio stations, more than a quarter [28.3%] named a programme genre, another 28.3% named a specific programme, another 10.7% named a programme genre on a specific station. A further 32.7% stated that they do not have any favourite programme/genre.

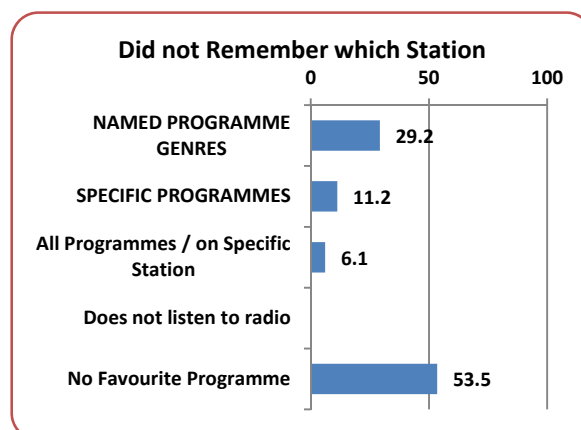
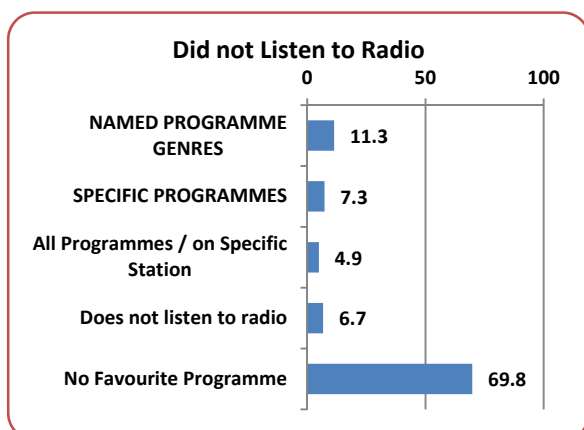
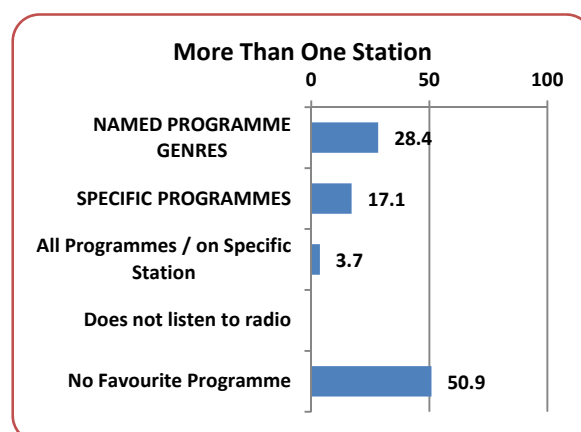
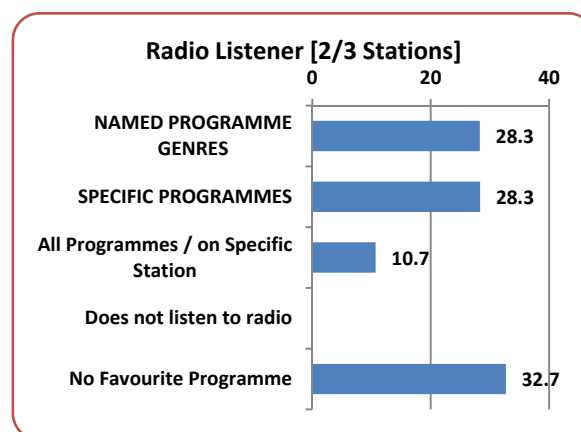


Of those who listened to more than one station but did not specify which stations, just more than a quarter [28.4%] named a programme genre, another 17.1% named a specific programme, another 3.7% have named a programme genre on a specific station, while 50.9% did not have any favourite programme.

Of interest are those who stated that they could not remember which station they had followed. Of these 29.2% named a programme genre, 11.2% named a specific programme, 6.1% named a programme genre on a specific station, while another 53.5% had no favourite programme.

Similarly, the responses of those who did not listen to radio the day before the interview. Although 69.8% of these did not have a favourite programme, as much as 11.3% named a programme genre; 7.3% mentioned a specific programme, 4.9% named a generic programme on a specific station. Only 6.7% categorically stated that they do not listen to radio.

Ultimately, 3.5% of those who stated that they do not have a radio set have stated that they do not listen to radio while the rest [96.5%] have stated that they do not have any favourite programme.



Who named what

	Total N	Followed 1 Station	Followed 2/3 Stations	Followed more than 1 Station	Did not Remember	Did not listen to Radio	No Radio-set	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	101,292	63,450	6,934	4,228	3,650	23,031		101,292	52,984	48,309	7,853	19,148	30,602	26,019	17,670	18,143	33,350	15,062	11,477	17,868
Named a specific programme	71,404	45,747	6,943	2,548	1,396	14,770		71,404	29,838	41,566	1,765	15,202	22,761	16,688	14,988	11,937	22,505	11,156	9,960	10,948
'All' & 'All on specific station'	24,188	10,282	2,616	546	759	9,987		24,188	12,673	11,515	2,026	2,686	7,685	8,535	3,256	3,403	9,766	2,594	2,730	4,421
Do not listen to radio	14,115					13,639	476	14,115	6,922	7,193	660	2,295	4,154	4,687	2,318	1,633	6,189	1,994	631	2,096
No Favourite Programme	241,887	64,798	8,011	7,592	6,677	141,744	13,065	241,887	129,457	112,430	27,859	43,270	81,958	56,086	32,714	41,292	76,229	34,728	31,832	40,048
Total	452,887	184,277	24,503	14,913	12,482	203,171	13,541	452,887	231,874	221,013	40,163	82,601	147,161	112,015	70,947	76,407	148,040	65,533	56,630	75,380
Row %	100%	40.7	5.4	3.3	2.8	44.9	3.0	51.2	48.8	8.9	18.2	32.5	24.7	15.7	16.9	32.7	14.5	12.5	16.6	6.8
	Total %	Followed 1 Station	Followed 2/3 Stations	Followed more than 1 Station	Did not Remember	Did not listen to Radio	No Radio-set	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	22.37	34.43	28.30	28.35	29.24	11.34		22.37	22.85	21.86	19.55	23.18	20.80	23.23	24.91	23.74	22.53	22.98	20.27	23.70
Named a specific programme	15.77	24.83	28.33	17.08	11.19	7.27		15.77	12.87	18.81	4.39	18.40	15.47	14.90	21.13	15.62	15.20	17.02	17.59	14.52
'All' & 'All on specific station'	5.34	5.58	10.67	3.66	6.08	4.92		5.34	5.47	5.21	5.04	3.25	5.22	7.62	4.59	4.45	6.60	3.96	4.82	5.86
Do not listen to radio	3.12					6.71	3.51	3.12	2.99	3.25	1.64	2.78	2.82	4.18	3.27	2.14	4.18	3.04	1.11	2.78
No Favourite Programme	53.41	35.16	32.69	50.91	53.49	69.77	96.49	53.41	55.83	50.87	69.36	52.38	55.69	50.07	46.11	54.04	51.49	52.99	56.21	53.13
	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:

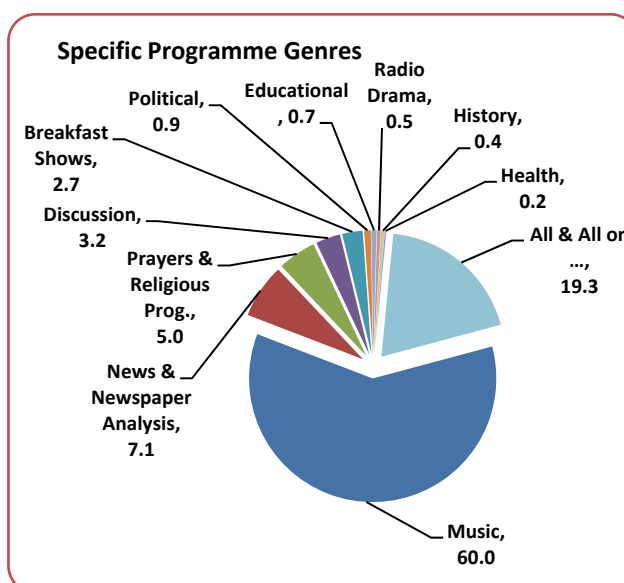
- The Morning Drive 06:00am - 10:00am
 - Breakfast/Morning Shows; News & Weather reports; and Sportscast.
- Daytime 10.00am - 3.00pm
 - Call-in/Request shows; Talk Shows; Radio Drama
- Afternoon Drive 3.00pm - 7.00pm
 - Factual; Entertainment & Comedy
- Evening 7.00pm - 12.00am
 - Music Chart Show; Live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

Named Programme Genres	%
Music	60.0
News & Newspaper Analysis	7.1
Prayers & Religious Prog.	5.0
Discussion	3.2
Breakfast Shows	2.7
Political	0.9
Educational	0.7
Radio Drama	0.5
History	0.4
Health	0.2
All & All on ...	19.3
	100%

Named Programme Genres

As much as ≈101,300 of the respondents [15.77%] named a programme genre while another 5.34% [≈24,200] stated that they like “all programmes on radio” – sometimes even quoting on which station they prefer to listen.

As much as 60.0% of these responses named Music programmes; the next highest named was “News” [7.1%], followed by “Prayers & Religious” Programmes [5.0%], “Discussion” [3.2%], and “Breakfast Shows” [2.7%]. The rest of the genres named had less than 1% each of all the named programme genres. More details on these categories can be found at the end of this report.



Named Programme Genres - Summary

	Total [N]	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
Music	75,289	38,328	36,961	7,370	17,963	26,540	17,174	6,242	10,584	27,951	11,929	6,991	14,199	3,634
News & Newspaper Analysis	8,935	6,399	2,536	484		583	2,687	5,182	3,317	980	958	1,611	812	1,257
Prayers & Religious Prog.	6,289	2,099	4,190		525		2,146	3,618	1,388	936	1,437	1,271	961	296
Discussion	4,058	2,301	1,756			1,117	2,670	271	1,456	830		960	812	
Breakfast Shows	3,344	2,219	1,125		660	2,362	321		855	1,696	260	329		205
Political	1,095	1,095					219	876		334	219		542	
Educational	842	271	572				260	583		312	260		271	
Radio Drama	628		628					628		312		316		
History	542	271	271				271	271	271				271	
Health	271		271				271	271	271					
All & All on ...	24,188	12,673	11,515	2,026	2,686	7,685	8,535	3,256	3,403	9,766	2,594	2,730	4,421	1,274
Total	125,481	65,656	59,824	9,879	21,834	38,287	34,554	20,926	21,545	43,117	17,656	14,207	22,289	6,667

Named Programme Genres - Summary

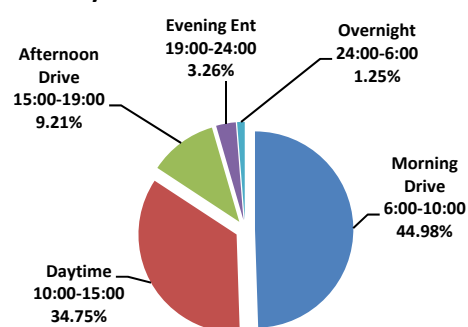
	Total [%]	Gender		Age Group					District					
		Males	Females	12-20	21-30	31-50	51-70	71+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo & Comino
Music	60.0	58.4	61.8	74.6	82.3	69.3	49.7	29.8	49.1	64.8	67.6	49.2	63.7	54.5
News & Newspaper Analysis	7.1	9.7	4.2	4.9		1.5	7.8	24.8	15.4	2.3	5.4	11.3	3.6	18.9
Prayers & Religious Prog.	5.0	3.2	7.0		2.4		6.2	17.3	6.4	2.2	8.1	8.9	4.3	4.4
Discussion	3.2	3.5	2.9			2.9	7.7	1.3	6.8	1.9		6.8	3.6	
Breakfast Shows	2.7	3.4	1.9		3.0	6.2	0.9		4.0	3.9	1.5	2.3		3.1
Political	0.9	1.7					0.6	4.2		0.8	1.2		2.4	
Educational	0.7	0.4	1.0				0.8	2.8		0.7	1.5		1.2	
Radio Drama	0.5		1.0					3.0		0.7		2.2		
History	0.4	0.4	0.5				0.8	1.3	1.3				1.2	
Health	0.2		0.5				0.8		1.3					
All & All on ...	19.3	19.3	19.2	20.5	12.3	20.1	24.7	15.6	15.8	22.7	14.7	19.2	19.8	19.1
[n %]	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Named Specific Programmes

As much as ≈71,400 of the respondents [15.77%] named a specific programme which they like to follow. The most named programmes were those programmes classified as “Morning Drive” programmes [44.98%]; following by “Daytime” programmes [34.75%]. Afternoon drive programmes accounted for 9.21% of these responses, 3.26% were for Evening Entertainment programmes, and 1.25% were for Overnight programmes.

More data on the above in the appendices.

Specific Programmes named By Time Brackets



Specific Programmes Named by Time Brackets - Summary

	Total [N]	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	35,349	13,563	21,786	1,765	11,313	17,319	3,682	1,269	6,402	10,732	4,220	6,413	6,487	1,096
Daytime 10:00-15:00	24,811	9,439	15,373			1,655	11,849	11,308	4,689	6,847	4,468	2,878	3,256	2,672
Afternoon Drive 15:00-19:00	8,027	4,176	3,850		1,562	3,490	898	2,077	846	2,265	1,911	669	1,205	1,131
Evening Ent 19:00-24:00	2,327	2,327			2,327					2,327				
Overnight 24:00-6:00	891	334	557			297	260	334		334	557			
Total [n]	71,404	29,838	41,566	1,765	15,202	22,761	16,688	14,988	11,937	22,505	11,156	9,960	10,948	4,898

	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	49.50	45.45	52.41	100.	74.42	76.09	22.06	8.47	53.63	47.69	37.83	64.38	59.25	22.37
Daytime 10:00-15:00	34.75	31.63	36.98			7.27	71.00	75.45	39.28	30.43	40.06	28.90	29.74	54.55
Afternoon Drive 15:00-19:00	11.24	14.00	9.26		10.27	15.33	5.38	13.86	7.09	10.07	17.13	6.71	11.01	23.08
Evening Ent 19:00-24:00	3.26	7.80	0.00		15.31					10.34				
Overnight 24:00-6:00	1.25	1.12	1.34			1.31	1.56	2.23		1.48	4.99			
Total [%]	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

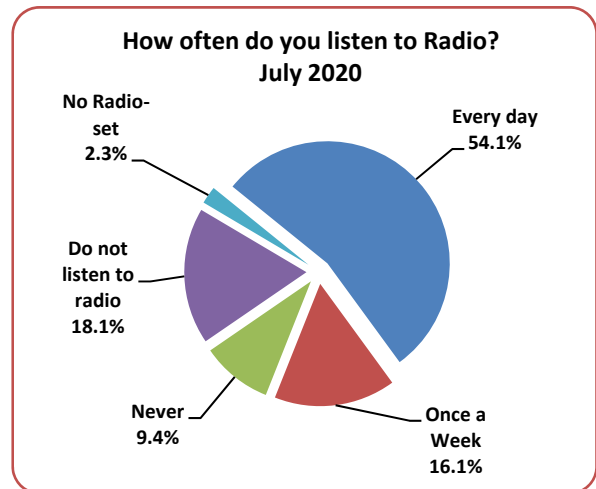
Radio listenership frequency

Respondents were asked how many times they listened to radio during a typical week. 70.2% of the population are regular radio listeners: 54.1% listen to radio every day while another 16.1% do so at least once a week. Only 9.4% of respondents stated that they never listen to radio while 18.1% stated that they are not regular radio listeners.

There was little gender difference. males tend to listen slightly more regularly to radio [71.4%] than females [68.9%].

Radio listening increases with age from 46.4% of all 12-20 year olds to just more than two-thirds of all 21-30 year olds [67.5%]; 72.9% of 31-50 year olds; 73.7% of 51-70 year olds; and 75.7% for 70+ year olds.

The lowest percentage of radio listenership was amongst those registered in Gozo & Comino [63.1%]; while those living in the Northern district registered the highest amount [77.0%] of regularly listening to radio programmes.



How Often Do You Listen To Radio?

[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	245,123	129,298	115,825	11,204	42,842	83,934	63,343	43,800	38,952	80,661	30,219	33,425	46,286	15,580	
Once a Week	72,801	36,353	36,448	7,419	12,912	23,362	19,237	9,872	11,572	23,834	12,230	9,517	11,722	3,926	
	317,924	165,651	152,273	18,623	55,755	107,296	82,580	53,671	50,523	104,495	42,449	42,942	58,008	19,506	
Never	42,606	24,585	18,021	7,507	9,527	13,994	8,107	3,471	7,604	16,263	6,822	4,537	4,242	3,138	
Do not listen to radio	81,857	37,714	44,144	12,212	16,210	22,233	19,565	11,637	15,943	22,594	15,563	7,474	12,234	8,048	
No Radio-set	10,499	3,924	6,575	1,821	1,109	3,639	1,764	2,167	2,336	4,687	698	1,677	896	205	
No Reply	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
	134,963	66,223	68,740	21,540	26,847	39,865	29,435	17,275	25,884	43,545	23,084	13,688	17,372	11,391	
Total [N]	452,887	231,874	221,013	40,163	82,601	147,161	112,015	70,947	76,407	148,040	65,533	56,630	75,380	30,897	
[%]	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	54.1%	55.8%	52.4%	27.9%	51.9%	57.0%	56.5%	61.7%	51.0%	54.5%	46.1%	59.0%	61.4%	50.4%	
Once a Week	16.1%	15.7%	16.5%	18.5%	15.6%	15.9%	17.2%	13.9%	15.1%	16.1%	18.7%	16.8%	15.6%	12.7%	
	70.2%	71.4%	68.9%	46.4%	67.5%	72.9%	73.7%	75.7%	66.1%	70.6%	64.8%	75.8%	77.0%	63.1%	
Never	9.4%	10.6%	8.2%	18.7%	11.5%	9.5%	7.2%	4.9%	10.0%	11.0%	10.4%	8.0%	5.6%	10.2%	
Do not listen to radio	18.1%	16.3%	20.0%	30.4%	19.6%	15.1%	17.5%	16.4%	20.9%	15.3%	23.7%	13.2%	16.2%	26.0%	
No Radio-set	2.3%	1.7%	3.0%	4.5%	1.3%	2.5%	1.6%	3.1%	3.1%	3.2%	1.1%	3.0%	1.2%	0.7%	
No Reply	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
	29.8%	28.6%	31.1%	53.6%	32.5%	27.1%	26.3%	24.3%	33.9%	29.4%	35.2%	24.2%	23.0%	36.9%	
Total [%]	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

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.

9.4% of the respondents did not know what kind of radio-set they use to listen to radio stations. As much as 74.5% of the population replied that they do not have a *DAB+* radio-set; while only 12.2% stated that they have a *DAB+* radio-set. A further 3.0% stated that they do not have a radio-set while another 0.9% did not reply.

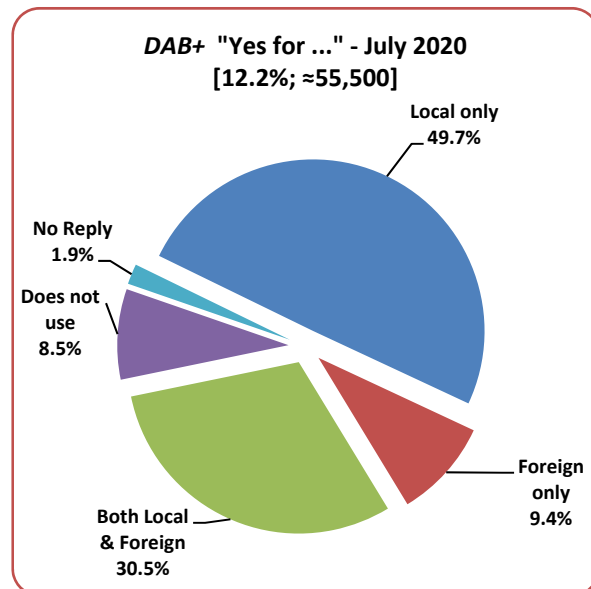
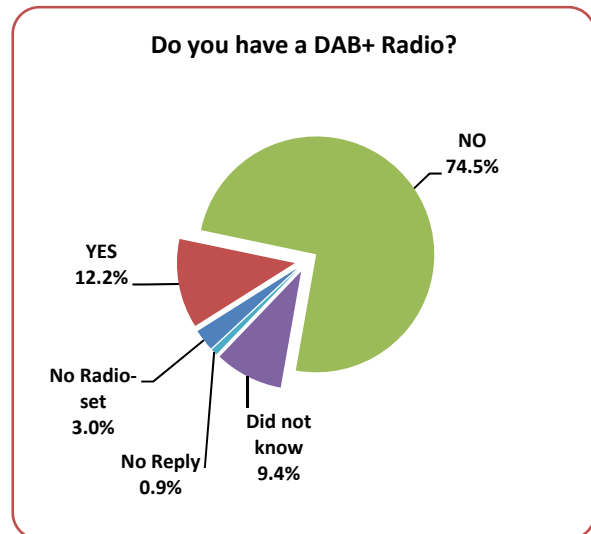
Of all those who stated that they had a *DAB+* radio-set the highest amount was amongst the 31.50 year olds [16.2%] followed by those in the 12-20 age group [12.4%].

Beside this, the highest amount who did not know whether they had or not a *DAB+* radio-set was amongst 12-20 year olds [15.7%] followed by 71+ year olds [12.4%].

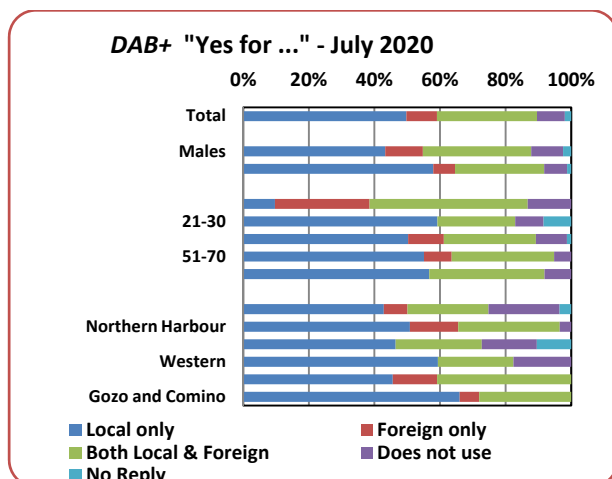
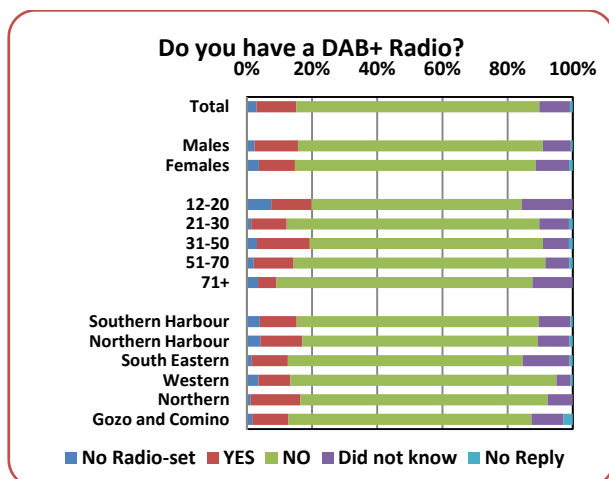
Those who stated that they had a *DAB+* radio-set [≈55,500; 12.2% of the population] were then asked what type of content they listen to. 49.7% [≈27,600] of these stated that they listen to “local stations only” while 9.4% [≈5,200] stated that they listen to “only foreign radio stations”. Another 30.5% [≈16,900] stated that they listen to both local and foreign stations while another 8.5% [≈4,800] stated that although they have a *DAB+* radio-set they do not use this set.

Compared to the previous assessment of March 2020 [57,071], there was a decrease [≈1,600] 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 do not use their *DAB+* radio-set while the largest decrease was amongst those who stated that they use their *DAB+* radio-set for local broadcasts [≈(5,600)] followed by those who use their *DAB+* radio set for both local and foreign broadcasts [≈(2,200)].



	March 2020		July2020		+ / (-)
	Total	N %	Total	N %	
Local only	33,198	54.6%	27,581	49.7%	(5,617)
Foreign only	3,522	8.3%	5,190	9.4%	1,668
Both Local & Foreign	19,099	30.2%	16,897	30.5%	(2,203)
Does not use	1,252	6.9%	4,730	8.5%	3,478
No Reply			1,063	1.9%	1,063
Total	57,071	100.0%	55,461	100.0%	(1,610)



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

	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
No Radio-set	13,541	5,358	8,183	2,994	1,109	4,575	2,400	2,463	3,039	6,108	996	2,001	896	501
	3.0%	2.3%	3.7%	7.5%	1.3%	3.1%	2.1%	3.5%	4.0%	4.1%	1.5%	3.5%	1.2%	1.6%
	100%	39.6%	60.4%	22.1%	8.2%	33.8%	17.7%	18.2%	22.4%	45.1%	7.4%	14.8%	6.6%	3.7%
Yes	55,461	31,021	24,440	4,978	9,000	23,846	13,658	3,979	8,639	19,050	7,243	5,582	11,505	3,442
	12.2%	13.4%	11.1%	12.4%	10.9%	16.2%	12.2%	5.6%	11.3%	12.9%	11.1%	9.9%	15.3%	11.1%
	100%	55.9%	44.1%	9.0%	16.2%	43.0%	24.6%	7.2%	15.6%	34.3%	13.1%	10.1%	20.7%	6.2%
No	337,374	174,218	163,156	25,888	63,991	105,252	86,520	55,723	56,806	106,941	47,225	46,209	57,157	23,036
	74.5%	75.1%	73.8%	64.5%	77.5%	71.5%	77.2%	78.5%	74.3%	72.2%	72.1%	81.6%	75.8%	74.6%
	100.0%	51.6%	48.4%	7.7%	19.0%	31.2%	25.6%	16.5%	16.8%	31.7%	14.0%	13.7%	16.9%	6.8%
Did not Know	42,537	19,855	22,682	6,303	7,522	11,729	8,202	8,781	7,347	14,485	9,403	2,453	5,822	3,026
	9.4%	8.6%	10.3%	15.7%	9.1%	8.0%	7.3%	12.4%	9.6%	9.8%	14.3%	4.3%	7.7%	9.8%
	100%	46.7%	53.3%	14.8%	17.7%	27.6%	19.3%	20.6%	17.3%	34.1%	22.1%	5.8%	13.7%	7.1%
No Reply	3,974	1,421	2,552		979	1,759	1,235		576	1,456	667	384		891
	0.9%	0.6%	1.2%		1.2%	1.2%	1.1%		0.8%	1.0%	1.0%	0.7%		2.9%
	100.0%	35.8%	64.2%		24.6%	44.3%	31.1%		14.5%	36.6%	16.8%	9.7%		22.4%
Total	452,887	231,874	221,013	40,163	82,601	147,161	112,015	70,947	76,407	148,040	65,533	56,630	75,380	30,897
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	51.2%	48.8%	8.9%	18.2%	32.5%	24.7%	15.7%	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

	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
Local Only	27,581	13,425	14,156	481	5,329	11,989	7,526	2,256	3,701	9,684	3,365	3,313	5,246	2,272
	49.7%	43.3%	57.9%	9.7%	59.2%	50.3%	55.1%	56.7%	42.8%	50.8%	46.5%	59.3%	45.6%	66.0%
	100%	48.7%	51.3%	1.7%	19.3%	43.5%	27.3%	8.2%	13.4%	35.1%	12.2%	12.0%	19.0%	8.2%
Foreign Only	5,190	3,560	1,630	1,436		2,598	1,156		626	2,805			1,554	205
	9.4%	11.5%	6.7%	28.8%		10.9%	8.5%		7.2%	14.7%			13.5%	5.9%
	100%	68.6%	31.4%	27.7%		50.1%	22.3%		12.1%	54.0%			29.9%	3.9%
Both Local and Foreign	16,897	10,255	6,641	2,401	2,136	6,695	4,266	1,399	2,134	5,900	1,904	1,289	4,704	966
	30.5%	33.1%	27.2%	48.2%	23.7%	28.1%	31.2%	35.2%	24.7%	31.0%	26.3%	23.1%	40.9%	28.1%
	100%	60.7%	39.3%	14.2%	12.6%	39.6%	25.2%	8.3%	12.6%	34.9%	11.3%	7.6%	27.8%	5.7%
Does not use	4,730	3,022	1,708	660	776	2,260	710	324	1,873	660	1,215	981		
	8.5%	9.7%	7.0%	13.3%	8.6%	9.5%	5.2%	8.1%	21.7%	3.5%	16.8%	17.6%		
	100%	63.9%	36.1%	14.0%	16.4%	47.8%	15.0%	6.8%	39.6%	14.0%	25.7%	20.7%		
No Reply	1,063	759	305		759	305			305		759			
	1.9%	2.4%	1.2%		8.4%	1.3%			3.5%		10.5%			
	100%	71.3%	28.7%		71.3%	28.7%			28.7%		71.3%			
Total	55,461	31,021	24,440	4,978	9,000	23,846	13,658	3,979	8,639	19,050	7,243	5,582	11,505	3,442
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	55.9%	44.1%	9.0%	16.2%	43.0%	24.6%	7.2%	15.6%	34.3%	13.1%	10.1%	20.7%	6.2%

[Count; Col %; Row %]

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	iTV	Parliament TV	TSN Melita/GO	GO Stars	Melita More	Foreign Stations	NONE	TOTAL
MNight														452,887	452,887
0:30														452,887	452,887
1:00														452,887	452,887
1:30														452,887	452,887
2:00														452,887	452,887
2:30														452,887	452,887
3:00														452,887	452,887
3:30														452,887	452,887
4:00														452,887	452,887
4:30														452,887	452,887
5:00														452,887	452,887
5:30														452,887	452,887
6:00														452,887	452,887
6:30														452,887	452,887
7:00	2,115	2,507												448,265	452,887
7:30	2,115	2,507												448,265	452,887
8:00		6,327												446,560	452,887
8:30														452,887	452,887
9:00													2,605	450,282	452,887
9:30	2,605				9,492									440,790	452,887
10:00	2,605				4,870									445,412	452,887
10:30														452,887	452,887
11:00									2,115					450,772	452,887
11:30														452,887	452,887
Noon	2,025	2,025											4,039	444,798	452,887
12:30		2,025											4,039	446,823	452,887
1:00		13,731			2,435								6,474	430,247	452,887
1:30		13,731			2,435								6,474	430,247	452,887
2:00		16,259											10,581	426,047	452,887
2:30		13,731											13,044	426,112	452,887
3:00	3,714	9,091					2,507						13,044	424,531	452,887
3:30	3,714	7,065					4,532						10,581	426,994	452,887
4:00	3,714	5,040					2,025						8,268	433,840	452,887
4:30	3,714	5,040	2,463										10,384	431,287	452,887
5:00		5,040	2,463		1,795								12,628	430,961	452,887
5:30	2,435	5,040	2,463		8,458								12,628	421,863	452,887
6:00	6,149	5,040	7,570		6,663							1,795	19,639	406,031	452,887
6:30	6,149	7,155	7,498		2,113							1,795	24,187	403,990	452,887
7:00	6,149	9,181	7,498		2,113								18,710	409,237	452,887
7:30	6,149	53,292	15,094		2,113								18,710	357,530	452,887
8:00	91,544	17,385	2,115										31,345	310,498	452,887
8:30	19,766	15,652											52,007	365,463	452,887
9:00	8,507	13,627						2,435					46,048	382,270	452,887
9:30	3,867	13,627						2,435		2,113			43,741	387,105	452,887
10:00	5,579	2,528						2,435		5,327			35,274	401,745	452,887
10:30	1,712		2,435					2,435		3,214			33,249	409,843	452,887
11:00			2,435										16,623	433,829	452,887
11:30													9,760	443,127	452,887
Total Avg.	3,840	5,138	1,084		885		189	203	44	222		75	9,668	430,009	452,887
maximum	91,544	53,292	15,094		9,492		4,532	2,435	2,115	5,327		1,795	52,007	452,887	
std.dev.	13,387	8,972	2,827		2,167		788	680	305	932		362	13,690	30,062	

TV AUDIENCES – TUESDAY

	TVM	ONE	NET TV	Smash	TVM2	f Living	Xeik	iTV	Parliament TV	TSN Melita/GO	GO Stars	Melita More	Foreign Stations	NONE	TOTAL
MNight														452,887	452,887
0:30														452,887	452,887
1:00														452,887	452,887
1:30														452,887	452,887
2:00														452,887	452,887
2:30														452,887	452,887
3:00														452,887	452,887
3:30														452,887	452,887
4:00														452,887	452,887
4:30														452,887	452,887
5:00														452,887	452,887
5:30														452,887	452,887
6:00														452,887	452,887
6:30														452,887	452,887
7:00	2,453													450,434	452,887
7:30	4,262													448,625	452,887
8:00	4,907	4,613											2,130	441,237	452,887
8:30	2,453												2,130	448,304	452,887
9:00	2,453												2,130	448,304	452,887
9:30	2,453	2,131			2,453					2,625			2,130	441,094	452,887
10:00	2,453	4,261			2,453					2,625			2,130	438,964	452,887
10:30	2,453	4,261								2,625			7,164	436,383	452,887
11:00	2,453	2,130								2,625			9,205	436,474	452,887
11:30	2,453	2,130								2,625			14,327	431,352	452,887
Noon	6,715					2,453				2,625			6,302	434,792	452,887
12:30	4,262					2,453				2,625			6,302	437,245	452,887
1:00	2,453				3,238	4,907				2,625			7,910	431,754	452,887
1:30	2,453				3,238	4,907				2,625			7,910	431,754	452,887
2:00	2,453	2,526			3,238	4,907				2,625			20,515	416,621	452,887
2:30	4,494	2,526			3,238	4,907				2,625			20,515	414,581	452,887
3:00	4,494	4,980				6,948	2,131			2,625			18,062	413,647	452,887
3:30	4,494	4,980				6,948	2,131			2,625			18,062	413,647	452,887
4:00	4,494	4,980				4,494				2,625			17,239	419,055	452,887
4:30	2,453	4,980				4,494				2,625			19,569	418,765	452,887
5:00	2,453	9,736				2,041				2,625			17,438	418,593	452,887
5:30	2,453	9,736			11,895	4,494				2,625	5,122		16,681	399,879	452,887
6:00	6,715	15,673	2,331		9,413		2,482			2,625	5,122		24,640	383,886	452,887
6:30	4,262	18,200	2,331				2,482			2,625	5,122		27,093	390,773	452,887
7:00	4,262	20,681	2,331							2,625	5,122		28,504	389,362	452,887
7:30	2,453	64,453	9,278							2,625			22,812	351,265	452,887
8:00	84,669	23,600					2,131			6,753			29,496	306,238	452,887
8:30	16,216	18,592	2,331				2,131			10,952			33,588	369,077	452,887
9:00	16,361	9,621	2,331				2,131			10,952			50,047	361,443	452,887
9:30	9,107	7,896	2,331				2,131			13,664			52,951	364,807	452,887
10:00	6,916	10,378	2,331		2,041		2,131			13,664			34,070	381,357	452,887
10:30	4,585	5,370					2,131			2,625	3,742		33,298	401,136	452,887
11:00	2,453	2,131					2,131				3,742		10,521	431,907	452,887
11:30	2,453	2,131					2,131				3,742		4,757	437,672	452,887
Total Avg.	4,853	5,473	533		859	1,124	547			2,370	661		11,867	423,072	452,887
maximum	84,669	64,453	9,278		11,895	6,948	2,482			13,664	5,122		52,951	452,887	
std.dev.	12,283	10,616	1,533		2,320	2,109	960			3,393	1,637		13,799	33,535	

TV AUDIENCES – WEDNESDAY

	TVM	ONE	NET TV	Smash	TVM2	f Living	Xejk	ITV	Parliament TV	TSN Melita/GO	GO Stars	Melita More	Foreign Stations	NONE	TOTAL
MNight														452,887	452,887
0:30														452,887	452,887
1:00														452,887	452,887
1:30														452,887	452,887
2:00														452,887	452,887
2:30														452,887	452,887
3:00														452,887	452,887
3:30														452,887	452,887
4:00														452,887	452,887
4:30														452,887	452,887
5:00														452,887	452,887
5:30														452,887	452,887
6:00		1,687					1,687						1,432	448,081	452,887
6:30		1,687					1,687						1,432	448,081	452,887
7:00		1,687			1,686		1,687						3,506	444,320	452,887
7:30		3,630			1,686								3,506	444,065	452,887
8:00	3,366	9,729											7,056	432,736	452,887
8:30	3,366	4,669											7,056	437,796	452,887
9:00	3,366	3,303			3,630								7,138	435,450	452,887
9:30	2,000	3,303			11,515								7,138	428,930	452,887
10:00	2,000	3,303			5,119								3,907	438,557	452,887
10:30	2,000	3,303											3,907	443,677	452,887
11:00	2,000	3,303											3,907	443,677	452,887
11:30	2,000	3,303											3,907	443,677	452,887
Noon	2,000	1,687	1,965										8,558	438,676	452,887
12:30	3,965	1,687	1,965										8,558	436,711	452,887
1:00	3,965	1,687	1,965			1,942							3,730	439,597	452,887
1:30	3,965	3,630	1,965			4,241							1,432	437,655	452,887
2:00	7,799	7,005	1,965			6,093							1,432	428,593	452,887
2:30	9,231	7,005	1,965			6,093							1,432	427,162	452,887
3:00	11,707	7,538	3,907			8,035							1,432	420,268	452,887
3:30	10,275	9,480	3,652			8,035					2,074		3,374	415,996	452,887
4:00	7,595	9,225				5,737		2,000					5,273	423,057	452,887
4:30	6,163	9,225				3,885		2,000					7,273	424,340	452,887
5:00	4,476	9,225				1,942		2,000					10,783	424,460	452,887
5:30	4,476	9,225			7,043	3,885	1,942	2,000					12,783	411,533	452,887
6:00	8,497	11,226	3,630		3,119	1,942	1,942						30,725	391,806	452,887
6:30	6,418	11,226	3,630		1,432								32,091	398,091	452,887
7:00	5,558	12,454	5,708		1,432						1,366		27,463	398,907	452,887
7:30	5,558	39,883	23,687								1,366		27,463	354,931	452,887
8:00	105,568	8,114	1,687										30,409	307,109	452,887
8:30	17,274	11,233	1,687										47,539	375,154	452,887
9:00	12,953	9,546								8,813	1,366		54,782	365,428	452,887
9:30	10,953	7,858	2,078							8,813	1,366		48,911	372,908	452,887
10:00	3,764	3,373	2,078							3,985	1,366		29,790	408,531	452,887
10:30	3,764	3,373	2,078							3,985	1,366		28,358	409,962	452,887
11:00	3,764	3,834	1,942									2,963	8,265	432,118	452,887
11:30	1,686											2,963	4,892	443,347	452,887
Total Avg.	5,864	5,034	1,407		764	1,080	186		167	533	114	224	10,222	425,763	452,887
maximum	105,568	39,883	23,687		11,515	8,035	1,942		2,000	8,813	1,366	2,963	54,782	452,887	
std.dev.	15,250	6,481	3,570		2,129	2,259	554		559	1,921	381	702	14,337	30,740	

TV AUDIENCES – THURSDAY

	TVM	ONE	NET TV	Smash	TVM2	f Living	Xejk	ITV	Parliament TV	TSN Melita/GO	GO Stars	Melita More	Foreign Stations	NONE	TOTAL
MNight														452,887	452,887
0:30														452,887	452,887
1:00														452,887	452,887
1:30														452,887	452,887
2:00														452,887	452,887
2:30														452,887	452,887
3:00														452,887	452,887
3:30														452,887	452,887
4:00														452,887	452,887
4:30														452,887	452,887
5:00														452,887	452,887
5:30														452,887	452,887
6:00														452,887	452,887
6:30														452,887	452,887
7:00														452,887	452,887
7:30	1,897	1,319												449,671	452,887
8:00	1,897	2,948											1,671	446,371	452,887
8:30			1,897											450,990	452,887
9:00			1,897		1,319								2,860	446,811	452,887
9:30			1,897		4,823								2,860	443,306	452,887
10:00			1,897		3,505								2,860	444,625	452,887
10:30			1,897	1,875	1,875								4,243	442,996	452,887
11:00			1,897	1,875						1,947			4,243	442,925	452,887
11:30			1,897	1,875						1,947			4,243	442,925	452,887
Noon		1,629	3,679	1,875									1,382	444,321	452,887
12:30	1,875	1,629	1,897	1,875									1,382	444,228	452,887
1:00			1,875			3,794							1,382	445,835	452,887
1:30						3,794							3,012	446,081	452,887
2:00	1,832		1,897			3,794							5,393	439,971	452,887
2:30	1,832		1,897			5,691							5,393	438,074	452,887
3:00	1,832		1,897			3,794							1,975	443,389	452,887
3:30		1,875	1,629			3,794								445,588	452,887
4:00						1,897							1,628	449,362	452,887
4:30		3,526				1,897							3,503	443,960	452,887
5:00		1,629				1,897							3,503	445,857	452,887
5:30		1,629			3,636	1,897							8,218	437,507	452,887
6:00	7,427	2,948	3,657		3,636	1,897							7,367	425,956	452,887
6:30	4,520	6,523	1,875			1,897	1,382						7,367	429,322	452,887
7:00	5,752	6,523	1,875			1,897	1,382			1,875			15,594	417,988	452,887
7:30	7,126	57,807	19,340			1,897	1,382			3,751			22,340	339,244	452,887
8:00	110,808	11,309	3,807			1,897	1,629			6,537			18,991	297,908	452,887
8:30	25,128	11,209	5,189		1,875	1,897	1,629			6,537			24,490	374,932	452,887
9:00	22,395	10,933	5,039		1,875	3,279	1,629			9,793			30,081	367,862	452,887
9:30	20,766	7,110	5,039		1,875	3,279	1,629			9,793			26,612	376,783	452,887
10:00	4,366	3,852	5,155		1,875					5,131			24,003	408,505	452,887
10:30	1,875	3,852	5,155		1,875					5,131			25,879	409,120	452,887
11:00	1,875				1,875					1,875			18,185	429,076	452,887
11:30	1,875				1,875						1,629	11,987	435,520	452,887	
Total Avg.	4,689	2,880	1,754	195	665	1,046	222			1,132	34	6,097	432,644	452,887	
maximum	110,808	57,807	19,340	1,875	4,823	5,691	1,629			9,793	1,629	30,081	452,887		
std.dev.	16,629	8,663	3,099	579	1,226	1,526	545			2,514	235	8,768	32,016		

TV AUDIENCES – FRIDAY

	TVM	ONE	NET TV	Smash	TVM2	f Living	Xeik	iTV	Parliament TV	TSN Melita/GO	GO Stars	Melita More	Foreign Stations	NONE	TOTAL
MNight														452,887	452,887
0:30														452,887	452,887
1:00														452,887	452,887
1:30														452,887	452,887
2:00														452,887	452,887
2:30														452,887	452,887
3:00														452,887	452,887
3:30														452,887	452,887
4:00														452,887	452,887
4:30														452,887	452,887
5:00														452,887	452,887
5:30														452,887	452,887
6:00													2,307	450,580	452,887
6:30														452,887	452,887
7:00														452,887	452,887
7:30		1,371												451,516	452,887
8:00	1,371	3,571												447,945	452,887
8:30	1,371	1,622												449,895	452,887
9:00													5,865	447,022	452,887
9:30					3,387								5,865	443,635	452,887
10:00				1,694									5,865	445,329	452,887
10:30													4,127	448,760	452,887
11:00													3,337	449,550	452,887
11:30													4,708	448,179	452,887
Noon	5,381	5,849											4,774	436,882	452,887
12:30	1,972	5,849											4,774	440,291	452,887
1:00	1,972	9,165	1,694										4,774	435,282	452,887
1:30	1,972	9,165	1,694										7,237	432,820	452,887
2:00	1,972	9,165				1,972				1,692			11,472	426,614	452,887
2:30	1,972	9,165				1,972				1,692			11,472	426,614	452,887
3:00	3,664	9,165				1,972				1,692			15,979	420,414	452,887
3:30	3,664	5,849	2,086			1,972				1,692			12,974	424,649	452,887
4:00	3,664	3,899				1,950				1,692			11,939	429,742	452,887
4:30	1,972	3,899				1,950				1,692			9,989	433,384	452,887
5:00	6,079	3,899				1,950				1,692			14,838	424,429	452,887
5:30	6,481	5,986	1,694			1,950				1,692			16,459	418,625	452,887
6:00	7,317	6,892	1,694			1,950							12,211	422,824	452,887
6:30		6,892				1,950							10,840	433,205	452,887
7:00		6,892				1,950							13,680	430,366	452,887
7:30		43,640	15,324			1,950							13,680	378,293	452,887
8:00	78,622	8,869	1,694										31,542	332,161	452,887
8:30	13,607	12,996	1,694										30,607	393,984	452,887
9:00	7,111	12,996	1,694										29,643	401,443	452,887
9:30	7,111	17,842	1,694							1,692			29,179	395,369	452,887
10:00	9,684	13,572								1,692			18,018	409,921	452,887
10:30	9,684	9,445								1,692			16,159	415,907	452,887
11:00		4,846											8,721	439,320	452,887
11:30		4,846											6,713	441,328	452,887
Total Avg.	3,680	4,945	645	35	71	489				388			7,911	433,194	452,887
maximum	78,622	43,640	15,324	1,694	3,387	1,972				1,692			31,542	452,887	
std.dev.	11,517	7,366	2,270	244	489	856				719			8,879	23,783	

TV AUDIENCES – SATURDAY

	TVM	ONE	NET TV	Smash	TVM2	f Living	Xejk	iTV	Parliament TV	TSN Melita/GO	GO Stars	Melita More	Foreign Stations	NONE	TOTAL
MNight														452,887	452,887
0:30														452,887	452,887
1:00														452,887	452,887
1:30														452,887	452,887
2:00														452,887	452,887
2:30														452,887	452,887
3:00														452,887	452,887
3:30														452,887	452,887
4:00														452,887	452,887
4:30														452,887	452,887
5:00													2,563	450,324	452,887
5:30													2,563	450,324	452,887
6:00													2,563	450,324	452,887
6:30													2,563	450,324	452,887
7:00	2,312	2,112												448,463	452,887
7:30	2,312	2,112												448,463	452,887
8:00		4,137											2,599	446,152	452,887
8:30		4,137												448,750	452,887
9:00		7,848			2,434								4,847	437,758	452,887
9:30		7,848			4,458								4,847	435,734	452,887
10:00		7,848			2,024								4,847	438,168	452,887
10:30		7,848											4,847	440,192	452,887
11:00		7,848											2,526	442,512	452,887
11:30		7,848											2,526	442,512	452,887
Noon		7,848				2,434							8,576	434,029	452,887
12:30		7,848				2,434							8,576	434,029	452,887
1:00	2,690	7,848		2,434	2,312	2,434							8,576	426,594	452,887
1:30	2,690	7,848		2,434	2,312	2,434							11,180	423,990	452,887
2:00		7,848		2,434		2,434				1,711			17,010	421,450	452,887
2:30		9,873		2,434		2,434				1,711			17,010	419,426	452,887
3:00	6,049	9,873	2,024	2,434		2,434				1,711			12,973	415,389	452,887
3:30	6,049	9,873		2,434		2,434				1,711			15,578	414,809	452,887
4:00	4,895	13,780				2,434						6,049	15,059	410,670	452,887
4:30		13,780				2,434						6,049	15,059	415,565	452,887
5:00		13,780			2,434	4,746				2,880			19,963	409,085	452,887
5:30		13,780			4,548	4,746				2,880			19,963	406,970	452,887
6:00	7,857	16,286	5,110	1,711		2,434							13,580	405,910	452,887
6:30	7,850	17,997	2,434	1,711		2,434	2,462						13,292	404,707	452,887
7:00	12,424	17,997	2,434	1,711		2,434				2,112			22,083	391,692	452,887
7:30	12,514	36,934	9,514	1,711		2,434				2,112			19,888	367,780	452,887
8:00	50,285	13,870	2,434	1,711						2,112			32,625	349,849	452,887
8:30	16,164	13,870	2,434	1,711						2,112			31,544	385,052	452,887
9:00	2,526	13,870								4,227			37,594	394,670	452,887
9:30	2,526	13,870								2,114			37,594	396,782	452,887
10:00	2,526	7,848			5,484	2,434							30,200	404,394	452,887
10:30	2,526	2,112			5,484	2,434							23,164	417,167	452,887
11:00						2,434							9,524	440,929	452,887
11:30													6,998	445,889	452,887
Total Avg.	3,004	7,046	550	518	656	1,060	51			571	252	10,102	427,548	452,887	
maximum	50,285	36,934	9,514	2,434	5,484	4,746	2,462			4,227	6,049	37,594	452,887		
std.dev.	7,908	7,296	1,663	925	1,507	1,398	355			1,060	1,222	10,862	25,065		

TV AUDIENCES – SUNDAY

	TVM	ONE	NET TV	Smash	TVM2	f Living	Xeik	iTV	Parliament TV	TSN Melita/GO	GO Stars	Melita More	Foreign Stations	NONE	TOTAL
MNight														452,887	452,887
0:30														452,887	452,887
1:00														452,887	452,887
1:30														452,887	452,887
2:00														452,887	452,887
2:30														452,887	452,887
3:00														452,887	452,887
3:30														452,887	452,887
4:00														452,887	452,887
4:30														452,887	452,887
5:00														452,887	452,887
5:30														452,887	452,887
6:00														452,887	452,887
6:30														452,887	452,887
7:00		2,580				2,411							2,580	445,317	452,887
7:30		2,580				2,411							2,580	445,317	452,887
8:00		6,133				2,411							11,061	433,282	452,887
8:30		8,228				2,411							11,061	431,188	452,887
9:00		4,674				2,411							8,798	437,004	452,887
9:30		6,964			2,005	2,411							8,798	432,709	452,887
10:00	2,439	9,059			2,005	2,411							12,475	424,499	452,887
10:30	2,439	6,768				2,411							12,475	428,795	452,887
11:00	2,439	6,768				2,411							8,739	432,530	452,887
11:30		6,768				2,411							8,739	434,969	452,887
Noon		5,159				2,411							2,580	442,737	452,887
12:30		6,854				2,411							2,580	441,042	452,887
1:00		5,159				2,411				2,482			8,572	434,262	452,887
1:30		5,159				2,411				2,482			10,927	431,908	452,887
2:00		5,159				2,411				2,482	2,290		11,561	428,984	452,887
2:30		5,159				2,411				2,482	2,290		11,561	428,984	452,887
3:00	2,482	5,159				2,411				2,482	2,290		15,296	422,765	452,887
3:30	2,482	7,598				2,411				2,482	2,290		15,296	420,327	452,887
4:00	7,360	5,159				2,411				2,482	2,290		8,670	424,515	452,887
4:30	4,921	5,159				2,411				2,482	2,290		8,670	426,953	452,887
5:00	4,921	7,642				2,411				14,607	2,290		11,173	409,843	452,887
5:30	4,921	7,642			1,777	2,411				14,607	2,290		11,173	408,066	452,887
6:00	4,921	7,642	2,439			2,411				10,481	2,290		8,007	414,697	452,887
6:30	4,921	9,647				2,411				10,481	2,290		16,743	406,394	452,887
7:00	4,921	11,741	2,503			2,411	2,290			2,482	2,290		19,284	404,965	452,887
7:30	4,921	34,103	10,916			2,411	2,290			2,482	2,290		21,116	372,357	452,887
8:00	68,994	9,732	3,828			2,411	6,119			2,482	2,290		25,359	331,672	452,887
8:30	15,349	9,732	9,434			2,411	6,119			2,482	2,290		31,411	373,660	452,887
9:00	5,620	7,249	9,434			2,411	6,119			2,482	2,290		42,269	375,012	452,887
9:30	5,620	7,249	5,605		1,695	2,411				2,482	2,290		40,574	384,959	452,887
10:00		2,005			1,695	2,411				5,062	2,290		21,177	418,246	452,887
10:30		2,005				2,411				5,062	2,290		15,362	425,757	452,887
11:00										2,482	2,290		4,990	443,124	452,887
11:30										2,482	2,290		2,580	445,535	452,887
Total Avg.	3,118	4,847	920		191	1,607	478			2,084	954		9,463	427,696	452,887
maximum	68,994	34,103	10,916		2,005	2,411	6,119			14,607	2,290		42,269	452,887	
std.dev.	10,154	5,593	2,588		568	1,148	1,543			3,537	1,141		10,169	26,293	

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	103	Smash Radio	Radju Marija	Campus FM	Vibe FM	X FM	Bay Easy (DAB+)	Community	Foreign	NONE	Total
MNight							2,321										450,566	452,887
0:30							2,321										450,566	452,887
1:00							2,321										450,566	452,887
1:30							2,321										450,566	452,887
2:00							2,321										450,566	452,887
2:30							2,321										450,566	452,887
3:00							2,321										450,566	452,887
3:30							4,435										448,452	452,887
4:00							2,321										450,566	452,887
4:30							2,321										450,566	452,887
5:00							4,435										448,452	452,887
5:30				4,229		3,867	4,435										440,356	452,887
6:00	1,795	2,463	2,600	9,259		8,275	6,898										421,597	452,887
6:30	6,023	2,463	2,600	10,971		14,649	15,071										401,110	452,887
7:00	6,023	2,463	2,600	12,141		31,242	20,813	1,712									375,893	452,887
7:30	8,629			12,141		23,671	20,813	1,712									385,922	452,887
8:00	13,089			9,259	2,528	17,729	34,123					4,039	5,883		4,039		362,199	452,887
8:30	13,089			9,259		10,461	36,728						3,714		4,039		375,597	452,887
9:00	19,249			11,865	2,435	18,214	36,728								4,039		360,357	452,887
9:30	19,249			11,865	2,435	14,500	36,728								4,039		364,071	452,887
10:00	19,249	2,463		11,865	4,229	20,714	34,399					2,321			6,352		351,294	452,887
10:30	19,249	2,463		11,865	2,435	17,501	34,399					2,321			6,352		356,302	452,887
11:00	19,249	2,463		11,865	2,435	13,462	34,399					2,321	2,435		6,352		357,906	452,887
11:30	19,249	2,463		11,865	2,435	15,896	34,399					2,321	2,435		6,352		355,471	452,887
Noon	7,776	2,463		11,865	4,322	15,896	20,740					2,321			4,039		383,464	452,887
12:30	3,910	2,463		9,358		13,462	20,740					2,321			4,039		396,595	452,887
1:00	6,515	2,463		9,358		12,502	18,626					2,321			4,039		397,063	452,887
1:30	6,515			6,752		16,368	18,626					2,321			4,039		398,265	452,887
2:00	2,115			9,280		10,188	18,626								4,039		408,638	452,887
2:30	2,115		2,600	9,280		10,188	18,626								4,039		406,038	452,887
3:00	2,115			9,280		10,188	16,601								4,039		410,663	452,887
3:30	2,115			9,280		10,188	16,601	2,566							4,039		408,097	452,887
4:00	4,550			9,280		13,917	17,270					3,714			5,834		398,323	452,887
4:30	4,550			9,280		16,267	17,270								5,834		399,687	452,887
5:00	4,550			11,787		1,795	17,770								1,795		415,191	452,887
5:30	2,435	2,600		11,787		1,795	15,164								1,795		417,312	452,887
6:00	3,867		2,605	9,280	6,472	1,795	15,164		2,528						2,435		408,742	452,887
6:30			2,605	5,133		1,795	15,164		2,463						2,435		423,292	452,887
7:00			2,600	5,133		6,435	8,923						2,170				427,626	452,887
7:30				5,133		6,435	8,923										432,396	452,887
8:00				7,158		1,795	8,923										435,011	452,887
8:30				7,158		1,795	9,333										434,602	452,887
9:00	1,795			9,621		1,795	11,358										428,319	452,887
9:30	1,795			9,621		1,795	11,358										428,319	452,887
10:00	1,795			9,621		1,795	11,358										428,319	452,887
10:30	1,795			9,621	2,115	1,795	11,358										426,204	452,887
11:00	1,795			7,596	2,115		6,460										434,921	452,887
11:30	1,795			7,596	2,115		6,460										434,921	452,887
Tot Avg	4,751	513	434	7,244	751	7,712	15,024		125	104		548	347		1,958		413,377	452,887
Max	19,249	2,463	2,605	12,141	6,472	31,242	36,728		2,566	2,528		4,039	5,883		6,352		450,566	
std.dev.	6,381	1,011	980	4,438	1,464	7,938	10,999		499	504		1,118	1,122		2,349		31,428	

RADIO AUDIENCES – TUESDAY

	Radju Malta	Radju Malta 2	Magic Malta	One Radio	Net FM	89.7 Bay	Calypso Radio	103	Smash Radio	Radju Marija	Campus FM	Vibe FM	X FM	Bay Easy (DAB+)	Community	Foreign	NONE	Total
MNight																	452,887	452,887
0:30																	452,887	452,887
1:00																	452,887	452,887
1:30																	452,887	452,887
2:00																	452,887	452,887
2:30																	452,887	452,887
3:00																	452,887	452,887
3:30																	452,887	452,887
4:00																	452,887	452,887
4:30																	452,887	452,887
5:00				2,482			2,453										447,952	452,887
5:30				2,482			2,453										447,952	452,887
6:00	2,453			10,809		2,397	4,907									2,526	429,795	452,887
6:30	8,145	3,238	12,938			2,397	4,907			2,453		3,782					415,026	452,887
7:00	9,377	5,720	26,966			2,585	6,515			2,453		23,002	5,425			4,923	365,920	452,887
7:30	11,186	5,720	30,862			11,269	6,515			2,453		15,093	3,238			4,923	361,628	452,887
8:00	11,186	6,142	30,862	1,808	16,090		6,515		3,238	4,935		24,660	3,238			4,923	339,290	452,887
8:30	11,186	6,142	28,336	1,808	15,060		11,272			7,148		19,193	3,238			4,923	344,582	452,887
9:00	13,316	3,238	24,439	1,808	10,895	16,758		2,331	2,041	1,808	13,389	3,238				4,923	354,702	452,887
9:30	13,316	3,238	24,439	1,808	10,895	14,133		2,331	2,041		14,221	3,238				4,923	358,304	452,887
10:00	15,941	3,238	27,065	1,808	10,895	16,659		2,331	2,041		10,479	3,238				4,923	354,269	452,887
10:30	15,941	3,238	24,439	1,808	13,520	16,659		2,331			10,479	3,238				4,923	356,310	452,887
11:00	13,316	3,238	24,439	1,808	10,895	14,178		2,331			6,409	3,238				4,923	368,112	452,887
11:30	13,316	3,238	26,164	1,808	10,895	14,178		2,331			6,409	3,238				4,923	366,387	452,887
Noon	4,471	3,238	24,512		13,234	7,111		2,331	2,482		6,409	3,238				2,397	383,465	452,887
12:30	2,339	3,238	24,512		13,234	7,111		2,331	2,482		6,409	3,238				2,397	385,596	452,887
1:00	2,339	3,238	22,059		13,607	7,111		2,331			6,409	3,238				2,397	390,158	452,887
1:30	2,339	3,238	17,006		10,895	7,111		2,331			6,409	3,238				2,397	397,923	452,887
2:00	4,469	3,238	17,006		10,063	7,111		4,857			4,070	3,238				2,397	396,438	452,887
2:30	4,469	3,238	17,006		5,864	7,111		4,857	2,041		7,852	3,238				2,397	394,815	452,887
3:00	2,339	6,980	20,244	1,808	3,782	4,585		2,331	2,453		13,788	3,238				4,923	386,415	452,887
3:30	5,577	3,238	24,027	1,808		4,585		2,331	2,453		9,680	3,238				2,397	393,553	452,887
4:00		5,720	21,897	1,808	2,620	4,585		2,331	2,453		4,127	3,238				2,397	401,711	452,887
4:30		5,720	21,897	1,808	2,620	4,585		2,331	2,453		4,070	3,238				2,397	401,768	452,887
5:00		5,822	16,177	2,903	5,965	4,585		2,331				3,238					411,866	452,887
5:30		5,822	12,395	2,903		6,310		2,331				3,238					419,888	452,887
6:00		5,822	12,395	5,234		6,310					3,238	3,238					416,649	452,887
6:30		5,822	12,395	2,331		6,310						3,238					422,791	452,887
7:00		2,584	12,395	2,331			2,453	2,625				3,238					427,260	452,887
7:30		2,584	8,653				2,453	2,625				3,238					433,333	452,887
8:00			8,653		5,965		2,453					3,238					432,578	452,887
8:30			8,653				2,453					3,238					438,542	452,887
9:00			3,896														448,991	452,887
9:30			3,896														448,991	452,887
10:00									2,041								450,846	452,887
10:30			2,526						2,041								448,320	452,887
11:00									2,041								450,846	452,887
11:30									2,041								450,846	452,887
Tot Avg	3,480	2,415	12,686	779	4,284	4,842	109	1,047	1,053	38	4,575	1,935				1,630	414,014	452,887
Max	15,941	6,980	30,862	5,234	16,090	16,758	2,625	4,857	7,148	1,808	24,660	5,425				4,923	452,887	
std.dev.	5,229	2,400	10,771	1,178	5,487	5,008	530	1,399	1,530	261	6,518	1,682				2,048	37,206	

RADIO AUDIENCES – WEDNESDAY

	Radju Malta	Radju Malta 2	Magic Malta	One Radio	Net FM	89.7 Bay	Calypso Radio	103	Smash Radio	Radju Marija	Campus FM	Vibe FM	X FM	Bay Easy (DAB+)	Community	Foreign	NONE	Total
MNight																	452,887	452,887
0:30																	452,887	452,887
1:00																	452,887	452,887
1:30																	452,887	452,887
2:00																	452,887	452,887
2:30																	452,887	452,887
3:00				1,432													451,455	452,887
3:30				1,432													451,455	452,887
4:00	2,078			3,119													447,689	452,887
4:30	2,078			3,119													447,689	452,887
5:00	2,078			3,119			3,222										444,467	452,887
5:30	2,078			5,061		4,828	3,222										437,697	452,887
6:00	11,614			6,749		8,153	5,119										421,251	452,887
6:30	9,672			15,206		8,153	5,119			2,000	2,074						410,663	452,887
7:00	18,183	2,994		18,566	5,387	17,553	7,120			2,000		8,202					372,881	452,887
7:30	20,081			18,881	5,387	20,213	7,120		1,897	2,000		6,226					371,083	452,887
8:00	22,159	2,147		19,456	5,039	22,239	12,726		1,897	2,000	2,017	13,836	2,564				346,807	452,887
8:30	22,159	2,147		19,456	3,308	22,221	12,726		1,897	2,000	2,017	8,536	2,564				353,856	452,887
9:00	23,692	3,420		19,456	3,308	22,131	9,361		1,897	2,000	2,017	10,683			3,268		351,656	452,887
9:30	23,692	3,572		17,768	4,994	19,168	9,361		1,897	2,000	2,017	13,645			3,268		351,506	452,887
10:00	25,634	3,572		14,210	4,994	19,168	12,589		3,583	2,000	2,017	13,312	2,074		3,268		346,466	452,887
10:30	25,634	3,572		14,210	3,308	19,168	12,589		1,897	2,000	2,017	13,312	2,074		3,268		349,838	452,887
11:00	25,634	3,572		14,210	5,872	19,168	12,589		1,897	2,000	2,017	7,424	3,325				355,179	452,887
11:30	25,634	3,572		15,896	5,872	19,168	12,589		1,897	2,000	2,017	7,424	3,325				353,493	452,887
Noon	14,355	3,572		13,896	3,308	15,975	10,575			2,000	2,017	5,526			2,000		379,663	452,887
12:30	16,355	3,572		12,210	3,308	15,975	10,575			2,000	2,017	5,526			2,000		379,349	452,887
1:00	11,065	1,273		8,522	3,308	9,101	8,632			2,000	2,017	12,207			2,000		392,761	452,887
1:30	11,065	1,273		8,522	3,308	5,399	8,632			2,000	2,017	10,355			2,000		398,315	452,887
2:00	9,065	1,273		6,907	5,308	5,399	10,575			4,017	2,017	12,653					395,673	452,887
2:30	9,065	1,273		6,907	5,308	5,399	10,575			4,017	2,017	12,653					395,673	452,887
3:00	9,065	1,273		6,907	5,308	5,399	7,062			3,943	2,017	10,355					401,559	452,887
3:30	9,065	1,273		6,907	5,308	5,399	7,062			2,000	2,017	12,207					401,649	452,887
4:00	7,921	5,258		6,907	3,308	5,399	8,428			2,000	2,017	12,761			2,564		396,325	452,887
4:30	7,921	3,572		6,907	5,039	7,875	8,428			2,000	2,017	9,539			2,564		397,026	452,887
5:00	7,921	4,373		8,436	4,994	14,477	8,428			2,000	2,017	12,220			2,564		385,457	452,887
5:30	3,764	4,373		11,810	4,994	8,153	8,428			2,000	4,091	12,220			2,564		390,490	452,887
6:00	3,764			10,122	3,053	2,963	1,897			2,000	2,017	9,656					417,414	452,887
6:30	3,764			4,806	3,053		1,897			2,000	2,017	9,656					425,692	452,887
7:00	2,078			3,119	3,053	2,476	3,585			2,000		4,828					431,748	452,887
7:30	2,078			3,119	3,053	2,476	3,585			2,000		4,828					431,748	452,887
8:00	2,078			1,432			1,897			2,000							445,479	452,887
8:30	2,078			1,432			1,897			2,000							445,479	452,887
9:00	2,078			1,432			1,897			2,000							445,479	452,887
9:30	2,078			1,432			1,897			2,000							445,479	452,887
10:00	2,078			1,432						2,000							447,377	452,887
10:30	2,078			1,432						2,000							447,377	452,887
11:00	2,078									2,000							448,808	452,887
11:30	2,078									2,000							448,808	452,887
Tot Avg	8,480	1,269	7,207	2,343	6,942	5,238		391	1,583	1,011	5,412	332		439	214		412,027	452,887
Max	25,634	5,258	19,456	5,872	22,239	12,726		3,583	4,017	4,091	13,836	3,325		3,268	2,564		452,887	
std.dev.	8,730	1,665	6,515	2,313	7,993	4,655		854	1,087	1,105	5,474	906		1,026	716		37,527	

RADIO AUDIENCES – THURSDAY

	Radju Malta	Radju Malta 2	Magic Malta	One Radio	Net FM	89.7 Bay	Calypso Radio	103	Smash Radio	Radju Marija	Campus FM	Vibe FM	X FM	Bay Easy (DAB+)	Community	Foreign	NONE	Total
MNight																	452,887	452,887
0:30																	452,887	452,887
1:00							1,628										451,259	452,887
1:30							1,628										451,259	452,887
2:00							1,628										451,259	452,887
2:30							1,628										451,259	452,887
3:00																	452,887	452,887
3:30																	452,887	452,887
4:00																	452,887	452,887
4:30																	452,887	452,887
5:00				1,875			1,931										449,080	452,887
5:30	1,875			3,194			4,568										443,249	452,887
6:00	7,579	2,007		10,889			10,024									4,482	417,905	452,887
6:30	7,579	2,007		9,571		5,110	8,312		1,875			4,610				4,482	409,341	452,887
7:00	9,586		3,574	15,432	1,382	13,095	8,376		1,832	1,875		12,311	3,210			2,475	379,738	452,887
7:30	7,655			17,743	1,382	15,528	10,003		3,620			16,129	1,975			2,475	376,375	452,887
8:00	5,648			19,690	3,258	22,679	11,631		1,832			14,566	3,922			2,475	367,185	452,887
8:30	5,648			19,690	3,258	12,295	13,259		1,832			19,660				2,475	374,770	452,887
9:00	11,138			19,690	3,258	17,731	15,206		1,832			18,537	2,860			2,475	360,160	452,887
9:30	11,138			19,690	3,258	15,754	16,834		1,832			13,770				2,475	368,135	452,887
10:00	11,138	1,947		17,815	3,258	15,460	18,841		1,832			5,186	2,003			3,858	371,551	452,887
10:30	11,138	1,947		17,815	3,258	18,615	15,585		1,832			8,341				3,858	370,499	452,887
11:00	12,766			14,664	3,258	18,615	15,585					8,341				5,860	373,798	452,887
11:30	12,766			18,300	3,258	18,615	13,578					8,341				5,860	372,169	452,887
Noon	9,241			20,247	1,382	15,460	10,699				2,007	3,210				4,478	386,162	452,887
12:30	9,241			14,300	1,382	15,460	12,488				2,007	3,210				4,478	390,321	452,887
1:00	7,310		3,574	15,536		18,665	8,752					5,186				4,482	389,382	452,887
1:30	7,310			15,536		17,435	8,752					5,186				4,482	394,186	452,887
2:00	5,682			12,425		19,107	3,635					5,186	1,671			2,475	402,706	452,887
2:30	5,682			10,478	1,931	17,131	4,953					3,210	1,671			2,475	405,354	452,887
3:00	5,682			14,360	1,931	14,483	4,953					5,430	1,671		1,782	3,705	398,890	452,887
3:30	5,682			14,360	1,931	17,375	8,064					10,196	1,671		1,782	3,705	388,121	452,887
4:00	3,751	2,003		14,664	3,807	11,437	8,375					3,210			1,782	2,475	401,383	452,887
4:30	3,751			14,664	5,435	8,282	8,375		1,788			4,998			1,782	2,475	401,337	452,887
5:00	3,751		1,947	11,470	7,441	11,533	8,375					3,210			1,782	2,475	400,903	452,887
5:30	3,751			10,788	7,441	12,428	5,264					3,210	1,975		1,782	2,475	403,771	452,887
6:00	5,626			10,788	3,938	3,915	3,635					3,210	2,860			2,475	416,438	452,887
6:30	5,626		1,382	9,159	1,931	7,125	2,007					3,210				2,475	419,970	452,887
7:00	5,626			12,038	1,931	3,210	2,007					3,210				2,475	422,389	452,887
7:30	3,751			10,478	1,931		2,007				1,975	3,210				2,475	427,059	452,887
8:00				10,478	1,931											2,475	438,003	452,887
8:30				10,478	1,931											2,475	438,003	452,887
9:00				5,583	1,931											4,103	441,270	452,887
9:30				5,583	1,931				1,875							4,103	439,394	452,887
10:00				3,954	1,931											2,475	444,527	452,887
10:30				2,007	1,931											2,475	446,474	452,887
11:00					1,931											2,475	448,480	452,887
11:30			2,003		1,931											2,475	446,478	452,887
Tot Avg	4,315	206	260	9,488	1,806	7,636	5,543	136	380	117	125	4,127	531		223	2,425	415,569	452,887
Max	12,766	2,007	3,574	20,247	7,441	22,679	18,841	1,628	3,620	1,875	2,007	19,660	3,922		1,782	5,860	452,887	
std.dev.	4,211	612	825	7,145	1,836	8,003	5,751	455	836	459	488	5,310	1,047		595	1,680	31,318	

RADIO AUDIENCES – FRIDAY

	Radju Malta	Radju Malta 2	Magic Malta	One Radio	Net FM	89.7 Bay	Calypso Radio	103	Smash Radio	Radju Marija	Campus FM	Vibe FM	X FM	Bay Easy (DAB+)	Community	Foreign	NONE	Total
MNight																	452,887	452,887
0:30																	452,887	452,887
1:00																	452,887	452,887
1:30																	452,887	452,887
2:00																	452,887	452,887
2:30						4,127											448,760	452,887
3:00																	452,887	452,887
3:30																	452,887	452,887
4:00				3,096		2,054	2,086		1,950								443,701	452,887
4:30				3,096			2,086										447,705	452,887
5:00				3,096			4,036										445,755	452,887
5:30				8,289			6,122										438,476	452,887
6:00	3,708			11,420		8,349	6,122									1,950	421,338	452,887
6:30	3,708		2,485	11,420		10,772	6,122		1,622							1,950	414,809	452,887
7:00	3,708			13,042	5,952	8,363	9,650		1,622	5,080		6,516	2,573			1,950	394,432	452,887
7:30	3,708			15,014	5,672	3,234	9,650		1,622	5,080		6,443				1,950	400,515	452,887
8:00	6,700			23,741	5,672	12,598	15,424	1,692	4,856	3,386	2,054	14,228	4,209				358,327	452,887
8:30	6,700	1,371	1,737	19,819	5,672	12,598	15,424		4,856	3,386		11,254	2,054				368,015	452,887
9:00	9,973	1,371	2,307	20,406	5,672	17,031	20,963		3,704	5,008	1,622	16,100					348,730	452,887
9:30	9,973	1,371	2,307	20,406	5,672	12,598	19,014		3,704	3,386	1,622	16,100					356,734	452,887
10:00	9,973	1,371	2,307	20,406	5,672	10,196	19,014		3,704	3,386	1,622	18,255				2,155	354,826	452,887
10:30	8,023	1,371	2,307	20,406	5,672	10,196	20,963		3,704	3,386	1,622	18,255					356,981	452,887
11:00	6,402	1,371	2,307	20,657	5,672	12,146	22,836		2,082	3,386	1,622	16,100					358,307	452,887
11:30	6,402	1,371	2,307	22,665	5,672	10,196	20,886		2,082	3,386	1,622	16,100					360,198	452,887
Noon	8,718	1,371	2,307	13,364	3,664	7,889	11,736			3,643		11,254	2,054			2,155	384,732	452,887
12:30	6,710	1,371	2,307	16,428	3,664	6,151	11,736			3,643		11,254	2,054				387,567	452,887
1:00	4,686	1,371	2,307	14,421	3,664	10,984	9,764			3,643		11,365	2,054				388,627	452,887
1:30	4,686	1,371	2,307	11,428	5,637	8,010	9,764			3,643		6,514					399,526	452,887
2:00	3,315	1,371	2,307	6,491	5,751	11,873	9,764			3,643		9,520		3,234			395,617	452,887
2:30	3,315	1,371	2,307	6,491	5,751	4,127	9,764			3,643		6,514					409,603	452,887
3:00	1,694	1,371	2,307	6,491	5,751	8,020	9,764			3,643		8,669					405,177	452,887
3:30	1,694	1,371	5,645	6,491	5,751	4,127	9,764			3,643		6,514					407,887	452,887
4:00	1,694	1,371		8,113	3,664	9,516	7,678			3,643		3,280	2,307				411,620	452,887
4:30	1,694	1,371		8,113	3,664	9,516	7,678			3,643		3,280					413,928	452,887
5:00	1,694	1,371	1,737	10,085	3,664	2,054	7,678			3,643		6,443					414,518	452,887
5:30	1,694	1,371	1,737	8,113	3,664		7,678			3,643		4,361					420,626	452,887
6:00	1,694			8,113	1,972	1,278	7,678			1,694			2,573				427,886	452,887
6:30	3,780			8,113	1,972		7,678			1,694							429,650	452,887
7:00				8,113			5,986					2,055			1,278		435,456	452,887
7:30				5,017			3,899								1,278		442,693	452,887
8:00							1,950			1,437							449,500	452,887
8:30							1,950			1,437							449,500	452,887
9:00			5,392							1,437		4,846					441,212	452,887
9:30										1,437		4,846					446,604	452,887
10:00										1,437							451,450	452,887
10:30																	452,887	452,887
11:00			3,337														449,550	452,887
11:30			3,337														449,550	452,887
Tot Avg	2,626	543	1,154	7,966	2,401	4,542	7,131	35	699	1,982	245	5,001	414	67	53	252	417,775	452,887
Max	9,973	1,371	5,645	23,741	5,952	17,031	22,836	1,692	4,856	5,080	2,054	18,255	4,209	3,234	1,278	2,155	452,887	
std.dev.	3,195	677	1,485	7,646	2,585	5,124	6,807	244	1,423	1,772	603	6,058	978	467	258	675	34,294	

RADIO AUDIENCES – SATURDAY

	Radju Malta	Radju Malta 2	Magic Malta	One Radio	Net FM	89.7 Bay	Calypso Radio	103	Smash Radio	Radju Marija	Campus FM	Vibe FM	X FM	Bay Easy (DAB+)	Community	Foreign	NONE	Total
MNight																	452,887	452,887
0:30																	452,887	452,887
1:00																	452,887	452,887
1:30																	452,887	452,887
2:00																	452,887	452,887
2:30																	452,887	452,887
3:00																	452,887	452,887
3:30																	452,887	452,887
4:00				1,711	2,506												448,670	452,887
4:30				1,711	2,506												448,670	452,887
5:00				1,711	2,506												448,670	452,887
5:30				6,389	5,110												441,388	452,887
6:00	4,807	1,711	3,825	2,506								4,697					435,340	452,887
6:30	4,057	5,742	10,087	2,506								2,377					428,118	452,887
7:00	6,583	6,635	13,674	4,530	2,690	2,024						2,377	11,528				402,845	452,887
7:30	4,057	4,031	9,437	4,530	5,902	2,024						2,377	11,528				409,001	452,887
8:00	4,057	6,465	11,230	4,530	2,690	2,024						3,972	6,049				411,869	452,887
8:30	6,369	6,465	11,230	4,530	2,690	2,024						2,377	6,049				411,152	452,887
9:00	15,545	8,842	13,604	4,530	14,374	16,584						5,589			4,037		369,781	452,887
9:30	15,545	8,842	13,604	4,530	14,374	19,111						5,589					371,292	452,887
10:00	15,545	8,125	13,604	4,530	19,385	10,600						9,187					371,912	452,887
10:30	15,545	8,125	16,130	4,530	17,064	10,600						10,022					370,870	452,887
11:00	12,941	8,125	13,526	4,530	14,538	10,600						8,201	6,049				374,376	452,887
11:30	12,941	8,125	21,992	4,530	14,538	10,600						8,201	6,049				365,911	452,887
Noon	8,867	3,505	14,497	4,530	20,313	2,024			1,794			6,089	6,049				385,219	452,887
12:30	3,907	3,505	16,611	4,530	19,618	2,024			1,794			6,089	6,049				388,759	452,887
1:00	1,595	5,216	9,444	4,530	16,928	4,137						4,754	6,049				400,233	452,887
1:30	1,595	5,216	9,444	4,530	16,928	4,137						2,377	6,049				402,611	452,887
2:00	1,595	1,711	7,650	4,530	13,195	4,137						2,377	6,049		4,037		407,605	452,887
2:30	1,595	1,711	7,650	4,530	13,195	4,137						3,972	6,049				410,047	452,887
3:00	1,595	1,711	11,515	4,530	7,046	4,137			2,114			2,377					417,862	452,887
3:30	1,595	1,711	11,515	4,530	7,046	4,137						2,377					419,976	452,887
4:00	1,595	2,434	7,650	4,530	11,083	9,267						2,377					413,951	452,887
4:30		2,434	7,650	4,530	11,083	9,267						2,377					415,546	452,887
5:00			11,682	4,530	7,046	7,155						2,377					420,098	452,887
5:30			12,094	4,530	7,046	7,155						6,414					415,648	452,887
6:00	2,526		10,383	4,530	6,917	4,628						2,377					421,525	452,887
6:30			5,536	4,530	6,917	4,628						2,377					428,898	452,887
7:00			3,422	4,530	2,880	2,024						7,696					432,334	452,887
7:30			1,711	2,506	2,880	2,024						5,376				2,377	436,013	452,887
8:00	3,212		1,711	2,506	2,880	2,024						2,377					438,177	452,887
8:30			1,711	2,506	8,929	2,024						2,377					435,339	452,887
9:00			1,711	2,506	2,880	2,024						2,377					441,389	452,887
9:30			1,711	2,506	2,880	2,024						2,377					441,389	452,887
10:00			1,711	2,506		2,024				4,037							442,609	452,887
10:30			1,711	2,506		2,024				4,037							442,609	452,887
11:00				2,506						4,037							446,344	452,887
11:30				2,506						4,037							446,344	452,887
Tot Avg	3,076	2,300	6,712	3,197	6,165	3,611			119	336	2,839	1,741			218		422,573	452,887
Max	15,545	8,842	21,992	5,110	20,313	19,111			2,114	4,037	10,022	11,528			4,037		452,887	
std.dev.	4,908	3,090	5,891	1,704	6,708	4,474			466	1,128	2,809	3,217			875		27,030	

RADIO AUDIENCES – SUNDAY

	Radju Malta	Radju Malta 2	Magic Malta	One Radio	Net FM	89.7 Bay	Calypso Radio	103	Smash Radio	Radju Marija	Campus FM	Vibe FM	X FM	Bay Easy (DAB+)	Community	Foreign	NONE	Total
MNight																	452,887	452,887
0:30																	452,887	452,887
1:00																	452,887	452,887
1:30																	452,887	452,887
2:00																	452,887	452,887
2:30																	452,887	452,887
3:00																	452,887	452,887
3:30																	452,887	452,887
4:00																	452,887	452,887
4:30																	452,887	452,887
5:00							4,965										447,922	452,887
5:30							7,403										445,484	452,887
6:00				4,585	2,411		9,886										436,006	452,887
6:30				6,679	2,411		9,180										434,617	452,887
7:00			1,777	6,679	2,411	3,999	10,957			1,777		3,716					421,571	452,887
7:30			1,777	8,584	2,411	3,999	13,396			1,777		3,716					417,228	452,887
8:00	2,411	4,959	10,995	4,503	12,084	19,804				3,472					2,580		392,080	452,887
8:30	2,411	1,777	6,996	4,503	8,446	21,898				1,695					2,580		402,581	452,887
9:00	4,416	1,777	9,434	4,503	3,999	20,508						3,677			2,580	3,677	398,316	452,887
9:30	4,416		9,434	4,503	3,999	20,508						3,677			4,870	3,677	397,803	452,887
10:00	2,411		11,724	6,508	12,847	19,140									2,290	7,676	390,290	452,887
10:30	2,411		9,286	4,098	12,847	21,550										3,999	398,696	452,887
11:00	2,411		9,286	2,093	5,776	16,565						5,204				5,694	405,859	452,887
11:30	2,411	3,999	11,768	2,093	5,776	16,565						5,204				5,694	399,377	452,887
Noon		3,999	9,286		3,999	6,698				1,695		5,204				8,233	413,773	452,887
12:30		3,999	11,576		3,999	6,698				1,695		2,539				6,538	415,842	452,887
1:00		3,999	9,571	3,828	3,999	4,259				3,736		2,539				6,538	414,417	452,887
1:30		3,999	7,281	3,828	3,999	4,259				3,736		2,539				6,538	416,707	452,887
2:00			7,281	3,828	3,999	4,259						2,539				6,410	424,570	452,887
2:30			7,281	3,828	3,999	4,259						2,539				6,410	424,570	452,887
3:00	2,411		7,281		3,999	4,259						5,721				3,999	425,217	452,887
3:30	2,411		7,281		6,092	4,259						5,721				3,999	423,124	452,887
4:00	4,106		6,875		10,986	4,259						12,619				3,999	410,043	452,887
4:30	4,106		6,875		6,538	4,259						12,619				3,999	414,490	452,887
5:00	4,106		6,875		3,999	4,259						6,364				3,999	423,285	452,887
5:30	4,106		10,874		3,999	2,482	2,094					6,364				3,999	418,968	452,887
6:00	2,411		8,295			2,482			3,999	4,914						3,999	426,788	452,887
6:30	2,411		4,295			2,482			3,999							3,999	435,700	452,887
7:00	2,411		2,005			2,482										3,999	441,990	452,887
7:30	2,411			1,777		2,482										3,999	442,218	452,887
8:00				1,777	3,999	2,482						2,539					442,089	452,887
8:30					6,538	2,482											443,866	452,887
9:00						2,482											450,405	452,887
9:30						2,482											450,405	452,887
10:00						2,482											450,405	452,887
10:30						2,482											450,405	452,887
11:00						2,482											450,405	452,887
11:30						2,482											450,405	452,887
Tot Avg	1,129	668	4,550	1,277	2,998	6,173	44	167	510		1,980				310	2,314	430,766	452,887
Max	4,416	4,959	11,768	6,508	12,847	21,898	2,094	3,999	4,914		12,619				4,870	8,233	452,887	
std.dev.	1,564	1,427	4,412	1,839	3,719	6,775	302	808	1,190		3,099				971	2,721	20,296	

Named Programme Genres – Details

Summary	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	75,289	38,328	36,961	7,370	17,963	26,540	17,174	6,242	10,584	27,951	11,929	6,991	14,199	3,634
News & Newspaper Analysis	8,935	6,399	2,536	484		583	2,687	5,182	3,317	980	958	1,611	812	1,257
Prayers & Religious Prog.	6,289	2,099	4,190		525		2,146	3,618	1,388	936	1,437	1,271	961	296
Discussion	4,058	2,301	1,756			1,117	2,670	271	1,456	830		960	812	
Breakfast Shows	3,344	2,219	1,125		660	2,362	321		855	1,696	260	329		205
Political	1,095	1,095					219	876		334	219		542	
Educational	842	271	572				260	583		312	260		271	
Radio Drama	628		628					628		312		316		
History	542	271	271				271	271	271				271	
Health	271		271				271		271					
All & All on ...	24,188	12,673	11,515	2,026	2,686	7,685	8,535	3,256	3,403	9,766	2,594	2,730	4,421	1,274
Total [N]	125,481	65,656	59,824	9,879	21,834	38,287	34,554	20,926	21,545	43,117	17,656	14,207	22,289	6,667
Music	60.0	58.4	61.8	74.6	82.3	69.3	49.7	29.8	49.1	64.8	67.6	49.2	63.7	54.5
News & Newspaper Analysis	7.1	9.7	4.2	4.9		1.5	7.8	24.8	15.4	2.3	5.4	11.3	3.6	18.9
Prayers & Religious Prog.	5.0	3.2	7.0		2.4		6.2	17.3	6.4	2.2	8.1	8.9	4.3	4.4
Discussion	3.2	3.5	2.9			2.9	7.7	1.3	6.8	1.9		6.8	3.6	
Breakfast Shows	2.7	3.4	1.9		3.0	6.2	0.9		4.0	3.9	1.5	2.3		3.1
Political	0.9	1.7					0.6	4.2		0.8	1.2		2.4	
Educational	0.7	0.4	1.0				0.8	2.8		0.7	1.5		1.2	
Radio Drama	0.5		1.0					3.0		0.7		2.2	0.0	
History	0.4	0.4	0.5				0.8	1.3	1.3				1.2	
Health	0.2		0.5				0.8		1.3					
All & All on ...	19.3	19.3	19.2	20.5	12.3	20.1	24.7	15.6	15.8	22.7	14.7	19.2	19.8	19.1
Total [%]	100	100	100	100	100	100	100	100	100	100	100	100	100	100

NAMED PROGRAMME GENRES	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	52,941	26,984	25,956	4,826	14,355	18,872	11,922	2,966	7,765	17,462	7,834	5,678	11,923	2,278
Music &	7,298	2,586	4,712		1,539	3,394	1,177	1,188	1,541	3,882	886		711	278
Music & Discussion	297		297			297					297			
Music & Documentaries	518	518				518				518				
Music & Educational Programmes	793		793		481	312				312			481	
Music & Everything else	2,522	1,515	1,007		398	1,791	334		1,541	334	369			278
Music & News	2,544	553	1,990		660	476	531	876		2,094	219		230	
Music & News & Political Discussion	312		312					312		312				
Music & Quizzes	312		312				312			312				
Music Specific	3,082	3,082		776			1,982	324		1,777	439	324	542	
Music [80]	553	553					553			334	219			
Music [Band Marches]	1,099	1,099		776				324		776		324		
Music [Country]	271	271					271						271	
Music [Old]	219	219					219				219			
Music [Oldies]	939	939					939			668			271	
Music on ...	11,968	5,676	6,293	1,768	2,069	4,275	2,093	1,764	1,278	4,830	2,770	989	1,023	1,078
Music [Band Marches] on ONE Radio	219	219						219			219			
Music [Reggae] on ONE Radio	518	518				518				518				
Music [Songs & Band Marches] on Calypso	271		271				271		271					
Music [Songs] on 89.7 Bay	992		992	992					398					595
Music [Songs] on Calypso	2,908	1,464	1,444			667	1,343	898		646	1,405	316	542	
Music [Songs] on Calypso & News	476		476			476				476				
Music [Songs] on Vibe FM	305		305			305			305					
Music on 89.7 Bay	2,366	1,259	1,107		2,069	297				776	297	329	481	484
Music on 89.7 Bay Easy	518	518				518				518				
Music on BKR Radio	312		312					312		312				
Music on Calypso & ONE Radio	345		345			345						345		
Music on Magic	219	219					219				219			
Music on Net FM	334	334						334		334				
Music on ONE Radio	260		260				260				260			
Music on Smash Radio	369	369				369					369			
Music on Vibe FM	781		781			781			305	476				

Music on XFM	776	776		776						776				
Total [n]	75,289	38,328	36,961	7,370	17,963	26,540	17,174	6,242	10,584	27,951	11,929	6,991	14,199	3,634
Music	42.19	41.10	43.39	48.85	65.74	49.29	34.50	14.18	36.04	40.50	44.37	39.97	53.50	34.17
Music & ...	5.82	3.94	7.88		7.05	8.86	3.41	5.68	7.15	9.00	5.02		3.19	4.17
Music & Discussion	0.24		0.50			0.78					1.68			
Music & Documentaries	0.41	0.79				1.35				1.20				
Music & Educational Programmes	0.63		1.33		2.20	0.81				0.72			2.16	
Music & Everything else	2.01	2.31	1.68		1.82	4.68	0.97		7.15	0.77	2.09			4.17
Music & News	2.03	0.84	3.33		3.02	1.24	1.54	4.19		4.86	1.24		1.03	
Music & News & Political Discussion	0.25		0.52					1.49		0.72				
Music & Quizzes	0.25		0.52				0.90			0.72				
Music Specific	2.46	4.69		7.85			5.74	1.55		4.12	2.49	2.28	2.43	
Music ['80]	0.44	0.84					1.60			0.77	1.24			
Music [Band Marches]	0.88	1.67		7.85				1.55		1.80		2.28		
Music [Country]	0.22	0.41					0.78						1.22	
Music [Old]	0.17	0.33					0.63				1.24			
Music [Oldies]	0.75	1.43					2.72			1.55			1.22	
Music on ...	9.54	8.64	10.52	17.90	9.48	11.17	6.06	8.43	5.93	11.20	15.69	6.96	4.59	16.17
Music [Band Marches] on ONE Radio	0.17	0.33						1.05			1.24			
Music [Reggae] on ONE Radio	0.41	0.79				1.35				1.20				
Music [Songs & Band Marches] on Calypso	0.22		0.45				0.78		1.26					
Music [Songs] on 89.7 Bay	0.79		1.66	10.05					1.85					8.92
Music [Songs] on Calypso	2.32	2.23	2.41			1.74	3.89	4.29		1.50	7.96	2.22	2.43	
Music [Songs] on Calypso & News	0.38		0.80			1.24				1.10				
Music [Songs] on Vibe FM	0.24		0.51			0.80			1.41					
Music on 89.7 Bay	1.89	1.92	1.85		9.48	0.78				1.80	1.68	2.31	2.16	7.25
Music on 89.7 Bay Easy	0.41	0.79				1.35				1.20				
Music on BKR Radio	0.25		0.52					1.49		0.72				
Music on Calypso & ONE Radio	0.27		0.58			0.90						2.43		
Music on Magic	0.17	0.33					0.63				1.24			
Music on Net FM	0.27	0.51						1.60		0.77				
Music on ONE Radio	0.21		0.43				0.75				1.47			
Music on Smash Radio	0.29	0.56				0.96					2.09			
Music on Vibe FM	0.62		1.30			2.04			1.41	1.10				
Music on XFM	0.62	1.18		7.85						1.80				
Total [%]	60.00	58.38	61.78	74.60	82.27	69.32	49.70	29.83	49.13	64.83	67.56	49.21	63.70	54.51

NAMED PROGRAMME GENRES		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
News & Newspaper Analysis	Total													
News	5,118	3,741	1,377	484		305	1,782	2,548	2,403	668	698	324	542	484
News & Current Affairs	278	278				278								278
News & Discussion	1,088	817	271					1,088	592					496
News & discussion Prorammes	271	271						271					271	
News & Educational Programmes	324	324					324					324		
News & Magazine Programmes	316		316					316				316		
News & Music	324	324						324				324		
News & Music on ONE Radio	312		312					312		312				
News & Radio Plays	324	324						324				324		
News [BBC]	321	321					321		321					
Newspaper Analysis	260		260				260				260			
Total [n]	8,935	6,399	2,536	484		583	2,687	5,182	3,317	980	958	1,611	812	1,257
News	4.08	5.70	2.30	4.89		0.80	5.16	12.17	11.15	1.55	3.95	2.28	2.43	7.25
News & Current Affairs	0.22	0.42				0.73								4.17
News & Discussion	0.87	1.24	0.45					5.20	2.75					7.43
News & discussion Prorammes	0.22	0.41						1.29					1.22	
News & Educational Programmes	0.26	0.49					0.94					2.28		
News & Magazine Programmes	0.25		0.53					1.51				2.22		
News & Music	0.26	0.49						1.55				2.28		
News & Music on ONE Radio	0.25		0.52					1.49		0.72				
News & Radio Plays	0.26	0.49						1.55				2.28		
News [BBC]	0.26	0.49					0.93		1.49					
Newspaper Analysis	0.21		0.43				0.75				1.47			
Total [%]	7.12	9.75	4.24	4.89		1.52	7.78	24.76	15.39	2.27	5.42	11.34	3.65	18.86

NAMED PROGRAMME GENRES	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
Prayers & Religious	Total													
Prayers	260		260				260				260			
Prayers & Discussion	321	321						321	321					
Prayers [Hniena Divina] on Radju Marija	260		260					260			260			
Prayers [Holy Mass]	219	219						219			219			
Prayers [Ruzarju]	2,216	219	1,997				1,114	1,102	271	624	479	316	230	296
Prayers [Ruzarju] & [Holy Mass]	230		230					230					230	
Prayers [Ruzarju] & Discussion	219	219						219			219			
Prayers [Ruzarju] & Discussion & Parliament	324	324						324				324		
Prayers [Ruzarju] & Music	316		316					316				316		
Prayers [Ruzarju] & Radio Drama	271	271					271						271	
Prayers [Ruzarju] on Radju Marija	316		316					316				316		
Prayers on Radju Maria	230		230				230						230	
Religious	1,108	525	583		525		271	312	796	312				
Total [n]	6,289	2,099	4,190		525		2,146	3,618	1,388	936	1,437	1,271	961	296

Prayers	0.21		0.43				0.75				1.47			
Prayers & Discussion	0.26	0.49						1.54	1.49					
Prayers [Hniena Divina] on Radju Marija	0.21		0.43					1.24			1.47			
Prayers [Holy Mass]	0.17	0.33						1.05			1.24			
Prayers [Ruzarju]	1.77	0.33	3.34				3.23	5.26	1.26	1.45	2.71	2.22	1.03	4.45
Prayers [Ruzarju] & [Holy Mass]	0.18		0.38					1.10					1.03	
Prayers [Ruzarju] & Discussion	0.17	0.33						1.05			1.24			
Prayers [Ruzarju] & Discussion & Parliament	0.26	0.49						1.55				2.28		
Prayers [Ruzarju] & Music	0.25		0.53					1.51				2.22		
Prayers [Ruzarju] & Radio Drama	0.22	0.41					0.78						1.22	
Prayers [Ruzarju] on Radju Marija	0.25		0.53					1.51				2.22		
Prayers on Radju Maria	0.18		0.38				0.67						1.03	
Religious	0.88	0.80	0.97		2.40		0.78	1.49	3.69	0.72				
Total [%]	5.01	3.20	7.00		2.40		6.21	17.29	6.44	2.17	8.14	8.94	4.31	4.45

NAMED PROGRAMME GENRES	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
Discussion														
Discussion	1,771	913	858			271	1,229	271	1,185			316	271	
Discussion & Mużika ma' Mario Laus - Radju Malta - Mario Laus	271	271					271						271	
Discussion & News	518	518				518				518				
Discussion & News [BBC]	329	329				329						329		
Discussion & Professionals & News	271		271				271		271					
Discussion [Notary]	271	271					271						271	
Discussion [Radju Malta and One Radio]	316		316				316					316		
Talk Shows	312		312				312			312				
Total [n]	4,058	2,301	1,756			1,117	2,670	271	1,456	830		960	812	

Discussion	1.41	1.39	1.43			0.71	3.56	1.30	5.50			2.22	1.22	
Discussion & Mużika ma' Mario Laus - Radju Malta - Mario Laus	0.22	0.41					0.78						1.22	
Discussion & News	0.41	0.79				1.35				1.20				
Discussion & News [BBC]	0.26	0.50				0.86						2.31		
Discussion & Professionals & News	0.22		0.45				0.78		1.26					
Discussion [Notary]	0.22	0.41					0.78						1.22	
Discussion [Radju Malta and One Radio]	0.25		0.53				0.91					2.22		
Talk Shows	0.25		0.52				0.90			0.72				
Total [%]	3.23	3.51	2.94			2.92	7.73	1.30	6.76	1.92		6.76	3.65	

NAMED PROGRAMME GENRES		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
Breakfast Shows	Total													
Breakfast Show	1,898	1,898				1,898			534	1,035		329		
Breakfast Show & Music	660		660		660					660				
Breakfast Show & Music ['80]	260		260			260					260			
Breakfast Show on Capital Radio	321	321					321		321					
Breakfast Show on Radju Lehen-il-Qala	205		205			205								205
Total [n]	3,344	2,219	1,125		660	2,362	321		855	1,696	260	329		205
Breakfast Show	1.51	2.89				4.96			2.48	2.40		2.31		
Breakfast Show & Music	0.53		1.10		3.02					1.53				
Breakfast Show & Music ['80]	0.21		0.43			0.68					1.47			
Breakfast Show on Capital Radio	0.26	0.49					0.93		1.49					
Breakfast Show on Radju Lehen-il-Qala	0.16		0.34			0.53								3.07
Total [%]	2.66	3.38	1.88		3.02	6.17	0.93		3.97	3.93	1.47	2.31		3.07

NAMED PROGRAMME GENRES		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
Political	Total	824	824				219	605		334	219		271	
Political & Educational		271	271					271					271	
Total [n]		1,095	1,095				219	876		334	219		542	
Political		0.66	1.26				0.63	2.89		0.77	1.24		1.22	
Political & Educational		0.22	0.41					1.29					1.22	
Total [%]		0.87	1.67				0.63	4.18		0.77	1.24		2.43	

NAMED PROGRAMME GENRES		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
Educational	Total													
Educational	312		312					312		312				
Educational & Music	530	271	260				260	271			260		271	
Total [n]	842	271	572				260	583		312	260		271	
Educational	0.25		0.52					1.49		0.72				
Educational & Music	0.42	0.41	0.43				0.75	1.29			1.47		1.22	
Total [%]	0.67	0.41	0.96				0.75	2.79		0.72	1.47		1.22	

NAMED PROGRAMME GENRES		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
Radio Drama	Total													
Radio Drama	628		628					628		312		316		
Total [n]	628		628					628		312		316		
Radio Drama	0.50		1.05					3.00		0.72		2.22		
Total [%]	0.50		1.05					3.00		0.72		2.22		

NAMED PROGRAMME GENRES	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
History	271	271						271					271	
History on ONE Radio	271		271				271		271					
Total [n]	542	271	271				271	271	271				271	
History	0.22	0.41						1.29					1.22	
History on ONE Radio	0.22		0.45				0.78		1.26					
Total [%]	0.43	0.41	0.45				0.78	1.29	1.26				1.22	

NAMED PROGRAMME GENRES Health	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
Health	271		271				271		271					
Total [n]	271		271				271		271					

Health	0.22		0.45				0.78		1.26					
Total [%]	0.22		0.45				0.78		1.26					

	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
ALL & ALL ON ...	Total													
All Programmes on Radio	12,401	7,826	4,574	776	759	3,245	5,449	2,172	914	6,176	1,896	1,292	1,332	792
All Programmes on ...	11,788	4,847	6,941	1,250	1,928	4,440	3,086	1,084	2,489	3,591	698	1,438	3,089	483
All on 89.7 Bay	2,983	1,427	1,557	1,250	398	678	658		398	334		1,438	814	
All on 89.7 Bay & Music	1,313	1,313				1,313								278
All on 89.7 Bay & The Morning Vibe - Vibe FM - Abel, JD & Martina	481		481		481					1,035			481	
All on BBC Classic	271	271				271							271	
All on Calypso Radio	1,325	553	772				824	501	542	334	219		230	
All on Campus FM [Morning]	230		230				230						230	
All on Magic	1,085		1,085			1,085			610	476				
All on ONE Radio	531	219	312				531			312	219			
All on Radju Marija	531		531				531		271		260			
All on Radju Marija [1-3pm]	271		271					271	271					
All on Radju Marija & ONE Radio	312		312					312		312				
All on Smash Radio & Music	205		205			205								205
All on Vibe FM	1,063	1,063			651	412							1,063	
All on Vibe FM & Breakfast Shors	398		398		398				398					
All on XFM	788		788			476	312			788				
Total [n]	24,188	12,673	11,515	2,026	2,686	7,685	8,535	3,256	3,403	9,766	2,594	2,730	4,421	1,274
All Programmes on Radio	9.88	11.92	7.65	7.85	3.47	8.48	15.77	10.38	4.24	14.32	10.74	9.09	5.97	11.88
All Programmes on ...	9.39	7.38	11.60	12.65	8.83	11.60	8.93	5.18	11.55	8.33	3.95	10.12	13.86	7.24
All on 89.7 Bay	2.38	2.17	2.60	12.65	1.82	1.77	1.90		1.85	0.77		10.12	3.65	
All on 89.7 Bay & Music	1.05	2.00				3.43				2.40				4.17
All on 89.7 Bay & The Morning Vibe - Vibe FM - Abel, JD & Martina	0.38		0.80		2.20								2.16	
All on BBC Classic	0.22	0.41				0.71							1.22	
All on Calypso Radio	1.06	0.84	1.29				2.39	2.39	2.52	0.77	1.24		1.03	
All on Campus FM [Morning]	0.18		0.38				0.67						1.03	
All on Magic	0.87		1.81			2.84			2.83	1.10				
All on ONE Radio	0.42	0.33	0.52				1.54			0.72	1.24			
All on Radju Marija	0.42		0.89				1.54				1.47			
All on Radju Marija [1-3pm]	0.22		0.45					1.30	1.26					
All on Radju Marija & ONE Radio	0.25		0.52					1.49		0.72				
All on Smash Radio & Music	0.16		0.34			0.53								3.07
All on Vibe FM	0.85	1.62			2.98	1.08							4.77	
All on Vibe FM & Breakfast Shors	0.32		0.66		1.82				1.85					
All on XFM	0.63		1.32			1.24	0.90			1.83				
Total [%]	19.28	19.30	19.25	20.50	12.30	20.07	24.70	15.56	15.79	22.65	14.69	19.21	19.83	19.12

Named Radio Programmes – Details

Respondents were asked what programme they usually follow on radio. Some of the respondents have opted to identify a radio programme and/or an anchor while others have also named programmes which had been taken off the broadcasting schedule. These replies were all taken into account and were analysed accordingly.

Summary	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	35,349	13,563	21,786	1,765	11,313	17,319	3,682	1,269	6,402	10,732	4,220	6,413	6,487	1,096
Daytime 10:00-15:00	24,811	9,439	15,373			1,655	11,849	11,308	4,689	6,847	4,468	2,878	3,256	2,672
Afternoon Drive 15:00-19:00	8,027	4,176	3,850		1,562	3,490	898	2,077	846	2,265	1,911	669	1,205	1,131
Evening Ent 19:00-24:00	2,327	2,327			2,327					2,327				
Overnight 24:00-6:00	891	334	557			297	260	334		334	557			
Total [n]	71,404	29,838	41,566	1,765	15,202	22,761	16,688	14,988	11,937	22,505	11,156	9,960	10,948	4,898
Morning Drive 6:00-10:00	49.50	45.45	52.41		74.42	76.09	22.06	8.47	53.63	47.69	37.83	64.38	59.25	22.37
Daytime 10:00-15:00	34.75	31.63	36.98			7.27	71.00	75.45	39.28	30.43	40.06	28.90	29.74	54.55
Afternoon Drive 15:00-19:00	11.24	14.00	9.26		10.27	15.33	5.38	13.86	7.09	10.07	17.13	6.71	11.01	23.08
Evening Ent 19:00-24:00	3.26	7.80			15.31					10.34				
Overnight 24:00-6:00	1.25	1.12	1.34			1.31	1.56	2.23		1.48	4.99			
Total [%]	100	100	100	100	100	100	100	100	100	100	100	100	100	100

Morning Drive 6:00-10:00	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
Morning Drive	35,349	13,563	21,786	1,765	11,313	17,319	3,682	1,269	6,402	10,732	4,220	6,413	6,487	1,096
Bay Breakfast with Daniel & Ylenia - 89.7 Bay	7,214	1,721	5,492	1,104	2,526	3,287	296		839	1,251	776	1,692	1,559	1,096
Bay Breakfast with Daniel & Ylenia - 89.7 Bay & Drive Time with Pierre and Taryn - 89.7 Bay	333		333		333								333	
Bay Breakfast with Daniel & Ylenia - 89.7 Bay & XFM Big Breakfast - XFM - Jay & Cor...	476		476			476				476				
Bongu Calypso - Calypso Radio - Twanny Scerri	645	645						645	321			324		
Bongu Calypso - Calypso Radio - Twanny Scerri & Nostalgija - Calypso - John Mallia	271		271				271		271					
Bongu Kafe - Radju Malta - Joe Julian Farrugia	581	321	260				581		321		260			
Carlo's Breakfast Cafe - Magic Malta - Carlo Borg Bonaci	805		805			345	460					345	460	
Carlo's Breakfast Cafe - Magic Malta - Carlo Borg Bonaci & Ride Home with Dorian & Amber - Magic Radio	333		333			333							333	
Ghodwa Maltija - Radju Malta - Gordon Caruana	1,207		1,207				583	624	271	936				
Kartolina - ONE - Alfred Zammit	316		316				316					316		
ONE Breakfast - ONE Radio - Noel Camilleri	916		916			333	583		271	312			333	
The Morning Vibe - Vibe FM - Abel, JD & Martina	12,535	4,856	7,680		4,780	7,434	321		2,524	4,075	1,741	2,077	2,119	
The Morning Vibe - Vibe FM - Abel, JD & Martina & Music	776	776			776					776				
The Morning Vibe - Vibe FM - Abel, JD & Martina & Nate, Frank & Rossi - Vibe FM	2,252	1,300	952		1,300	952			525	1,727				
XFM Big Breakfast - XFM - Jay & Cor	5,503	3,418	2,085		1,074	4,159	271		534	518	1,443	1,659	1,349	
XFM Big Breakfast - XFM - Jay & Cor & The Morning Vibe - Vibe FM - Abel, JD & Martina	1,185	525	660	660	525				525	660				
Total [N]	35,349	13,563	21,786	1,765	11,313	17,319	3,682	1,269	6,402	10,732	4,220	6,413	6,487	1,096
Morning Drive	49.50	45.45	52.41	100	74.42	76.09	22.06	8.47	53.63	47.69	37.83	64.38	59.25	22.37
Bay Breakfast with Daniel & Ylenia - 89.7 Bay	10.10	5.77	13.21	62.58	16.61	14.44	1.78		7.03	5.56	6.96	16.99	14.24	22.37
Bay Breakfast with Daniel & Ylenia - 89.7 Bay & Drive Time with Pierre and Taryn - 89.7 Bay	0.47		0.80		2.19								3.04	
Bay Breakfast with Daniel & Ylenia - 89.7 Bay & XFM Big Breakfast - XFM - Jay & Cor...	0.67		1.14			2.09				2.11				
Bongu Calypso - Calypso Radio - Twanny Scerri	0.90	2.16						4.30	2.69			3.25		
Bongu Calypso - Calypso Radio - Twanny Scerri & Nostalgija - Calypso - John Mallia	0.38		0.65				1.62		2.27					
Bongu Kafe - Radju Malta - Joe Julian Farrugia	0.81	1.08	0.62				3.48		2.69		2.33			
Carlo's Breakfast Cafe - Magic Malta - Carlo Borg Bonaci	1.13		1.94			1.52	2.76					3.46	4.20	

Carlo's Breakfast Cafe - Magic Malta - Carlo Borg Bonaci & Ride Home with Dorian & Amber - Magic Radio	0.47		0.80			1.46										3.04	
Ghodwa Maltija - Radju Malta - Gordon Caruana	1.69		2.90				3.49	4.16	2.27	4.16							
Kartolina - ONE - Alfred Zammit	0.44		0.76				1.89						3.17				
ONE Breakfast - ONE Radio - Noel Camilleri	1.28		2.20			1.46	3.49		2.27	1.39						3.04	
The Morning Vibe - Vibe FM - Abel, JD & Martina	17.56	16.27	18.48		31.44	32.66	1.93		21.14	18.11	15.60	20.85	19.35				
The Morning Vibe - Vibe FM - Abel, JD & Martina & Music	1.09	2.60			5.10					3.45							
The Morning Vibe - Vibe FM - Abel, JD & Martina & Nate, Frank & Rossi - Vibe FM	3.15	4.36	2.29		8.55	4.18			4.40	7.68							
XFM Big Breakfast - XFM - Jay & Cor	7.71	11.46	5.02		7.06	18.27	1.62		4.47	2.30	12.94	16.66	12.32				
XFM Big Breakfast - XFM - Jay & Cor & The Morning Vibe - Vibe FM - Abel, JD & Martina	1.66	1.76	1.59	37.42	3.45				4.40	2.93							
Total [%]	49.50	45.45	52.41	100	74.42	76.09	22.06	8.47	53.63	47.69	37.83	64.38	59.25	22.37			

	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															
Daytime-Call-in/Request Shows	10,990	2,283	8,706			809	3,928	6,252	1,506	3,306	1,776	1,262	1,754	1,385	
Club 101 - Eileen Montesin - Net FM	2,074	321	1,753				813	1,261	592	936		316	230		
Familja Wahda - Radju Malta - Lilian Maistre	5,200	496	4,705				1,632	3,568	271	936	1,038	947	920	1,088	
Familja Wahda - Radju Malta - Lilian Maistre & Educational Programmes	260		260					260			260				
Familja Wahda - Radju Malta - Lilian Maistre & Ruggata - ONE Radio - Anton Falzon	321	321						321	321						
Muzika ma' Mario Laus - Radju Malta - Mario Laus	842	271	572				312	530		312	260		271		
Muzika u Sport - Calypso - Twanny Scerri	541	541					541		321		219				
Nostalgija - Calypso - John Mallia	334	334					334			334					
Nostalgija - Calypso - John Mallia & Bongu Calypso - Calypso Radio - Twanny Scerri	312		312					312		312					
Reflex '80s Malta - Smash Radio - Alex Grech	333		333			333							333		
Taht l-Unbrella ma' Rem u Sim - ONE Radio - Simone DeBattista & Renato Vella	772		772			476	296			476				296	
Daytime-Radio Drama	312	0	312			0	0	312	0	312	0	0	0	0	
Qari bil-Malti / Rakkonti - Radju Malta	312	0	312			0	0	312	0	312	0	0	0	0	
Daytime-Talk Show	13,510	7,155	6,355			846	7,921	4,744	3,183	3,229	2,692	1,616	1,502	1,287	
Brunch - Net FM - Stephanie Chircop	557		557			297	260				557				
Ghandi Xi Nghid - Radju Malta - Andrew Azzopardi	334	334						334		334					
Ghandi Xi Nghid - Radju Malta - Andrew Azzopardi & Hadt l-Ahbar - Radju Malta	230		230					230					230		
Ghaqqad il-Kelma - ONE Radio - Anton Falzon	490	219	271					490	271		219				
Intervista mall-Prim Ministru - ONE Radio	260		260					260			260				
Linja Diretta - ONE Radio - Emmanuel Cuschieri	7,124	3,434	3,690				5,064	2,060	1,727	2,228	958	648	772	792	
Linja Diretta - ONE Radio - Emmanuel Cuschieri & Emozjoni - ONE Radio - Isabelle Pisani	260		260				260				260				
Mid-Djarju ta' Vincenzo Borg Brared (Censu Brared) - Campus FM - Liam Gauci	329	329				329						329			
Mill-Gurnali - ONE Radio & Linja Diretta - ONE Radio - Emmanuel Cuschieri	316		316					316				316			
Nghiduha Kif Inhi - Net FM - Indri Attard & Buckel Up - Net FM - Martin Sapiano	496	496					496							496	
Ruggata - ONE Radio - Anton Falzon	863	321	542				863		863						
Seher il-Malti - Radju Malta - Prof Manwel Mifsud	334	334					334			334					
Seher il-Malti - Radju Malta - Prof Manwel Mifsud	271	271						271					271		
Sibt il-Punt - ONE Radio - Manuel Micallef	1,314	1,084	230			219	645	449	321		439	324	230		
Sibt il-Punt - ONE Radio - Manwel Micallef	334	334						334		334					
Total [N]	24,811	9,439	15,373			1,655	11,849	11,308	4,689	6,847	4,468	2,878	3,256	2,672	
Daytime-Call-in/Request Shows	15.39	7.65	20.95			3.55	23.54	41.72	12.62	14.69	15.92	12.68	16.02	28.27	
Club 101 - Eileen Montesin - Net FM	2.90	1.08	4.22				4.87	8.41	4.96	4.16	0.00	3.17	2.10		
Familja Wahda - Radju Malta - Lilian Maistre	7.28	1.66	11.32				9.78	23.81	2.27	4.16	9.31	9.51	8.40	22.22	
Familja Wahda - Radju Malta - Lilian Maistre & Educational Prorammes	0.36		0.62					1.73			2.33				
Familja Wahda - Radju Malta - Lilian Maistre & Ruggata - ONE Radio - Anton Falzon	0.45	1.08						2.14	2.69						
Muzika ma' Mario Laus - Radju Malta - Mario Laus	1.18	0.91	1.38				1.87	3.54		1.39	2.33		2.47		
Muzika u Sport - Calypso - Twanny Scerri	0.76	1.81					3.24		2.69	0.00	1.97				
Nostalgija - Calypso - John Mallia	0.47	1.12					2.00			1.48					
Nostalgija - Calypso - John Mallia & Bongu Calypso - Calypso Radio - Twanny Scerri	0.44		0.75					2.08		1.39					
Reflex '80s Malta - Smash Radio - Alex Grech	0.47		0.80			1.46							3.04		
Taht l-Unbrella ma' Rem u Sim - ONE Radio - Simone DeBattista & Renato Vella	1.08		1.86			2.09	1.78			2.11				6.05	
Daytime-Radio Drama	0.44		0.75					2.08		1.39					
Qari bil-Malti / Rakkonti - Radju Malta	0.44		0.75					2.08		1.39					
Daytime-Talk Show	18.92	14.59	9.68			1.84	19.55	12.20	12.72	6.55	7.09	5.06	5.98	1.80	

Brunch - Net FM - Stephanie Chircop	0.78		0.78			0.42	0.36	0.00			0.78			
Ghandi Xi Nghid - Radju Malta - Andrew Azzopardi	0.47	0.47						0.47		0.47				
Ghandi Xi Nghid - Radju Malta - Andrew Azzopardi & Hadt l-Ahbar - Radju Malta	0.32		0.32					0.32					0.32	
Ghaqqad il-Kelma - ONE Radio - Anton Falzon	0.69	0.31	0.38					0.69	0.38		0.31			
Intervista mall-Prim Ministru - ONE Radio	0.36		0.36					0.36			0.36			
Linja Diretta - ONE Radio - Emmanuel Cuschieri	9.98	4.81	5.17				7.09	2.89	2.42	3.12	1.34	0.91	1.08	1.11
Linja Diretta - ONE Radio - Emmanuel Cuschieri & Emozjoni - ONE Radio - Isabelle Pisani	0.36		0.36				0.36				0.36			
Mid-Djarju ta' Vincenzo Borg Brared (Censu Brared) - Campus FM - Liam Gauci	0.46	0.46				0.46						0.46		
Mill-Gurnali - ONE Radio & Linja Diretta - ONE Radio - Emmanuel Cuschieri	0.44		0.44					0.44				0.44		
Nghiduha Kif Inhi - Net FM - Indri Attard & Buckel Up - Net FM - Martin Sapiano	0.69	0.69					0.69							0.69
Ruggata - ONE Radio - Anton Falzon	1.21	1.08	1.30				5.17		7.23					
Seher il-Malti - Radju Malta - Prof Manwel Mifsud	0.47	1.12					2.00			1.48				
Seher il-Malti - Radju Malta - Prof Manwel Mifsud	0.38	0.91						1.81					2.47	
Sibt il-Punt - ONE Radio - Manuel Micallef	1.84	3.63	0.55			0.96	3.87	3.00	2.69		3.93	3.25	2.10	
Sibt il-Punt - ONE Radio - Manwel Micallef	0.47	1.12						2.23		1.48				
Total [%]	34.75	22.25	31.37			5.40	43.09	56.00	25.34	22.63	23.01	17.74	22.00	30.07

	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
Afternoon Drive 15:00-19:00	7,372	3,855	3,517		1,562	3,157	898	1,756	525	2,265	1,911	669	872	1,131
Afternoon Drive	7,372	3,855	3,517		1,562	3,157	898	1,756	525	2,265	1,911	669	872	1,131
Buckel Up - Net FM - Martin Sapiano	334	334					334			334				
Classic FM - Campus FM	324	324						324				324		
Drive Time - ONE Radio	297		297			297					297			
Italo Bello - Radju Malta - Mario Sammut	576	278	297			576					297			278
Nate, Frank & Rossi - Vibe FM	2,675	1,081	1,594		803	1,872			525	952	297	345		556
Ride Home - Magic Radio - Dorian & Amber	1,092	1,092			759		334			334	759			
The Afternoon Show - ONE - Louis Vella	412	412				412							412	
Tifkiriet - Radju Malta - Gordon Caruana	1,365	334	1,031				230	1,135		646	260		460	
Tifkiriet - Radju Malta - Gordon Caruana & Music & News	296		296					296						296
Afternoon Drive-Factual	654	321	333			333		321	321				333	
BBC News Hour - Campus FM	333		333			333							333	
Rajt Malta Tinbidel - Net FM	321	321						321	321					
Total [N]	8,027	4,176	3,850		1,562	3,490	898	2,077	846	2,265	1,911	669	1,205	1,131
Afternoon Drive	10.32	12.92	8.46		10.27	13.87	5.38	11.71	4.40	10.07	17.13	6.71	7.96	23.08
Buckel Up - Net FM - Martin Sapiano	0.47	1.12					2.00			1.48				
Classic FM - Campus FM	0.45	1.09						2.16				3.25		
Drive Time - ONE Radio	0.42		0.72			1.31					2.67			
Italo Bello - Radju Malta - Mario Sammut	0.81	0.93	0.72			2.53					2.67			5.68
Nate, Frank & Rossi - Vibe FM	3.75	3.62	3.84		5.28	8.23			4.40	4.23	2.67	3.46		11.35
Ride Home - Magic Radio - Dorian & Amber	1.53	3.66			4.99		2.00			1.48	6.80			
The Afternoon Show - ONE - Louis Vella	0.58	1.38				1.81							3.76	
Tifkiriet - Radju Malta - Gordon Caruana	1.91	1.12	2.48				1.38	7.58		2.87	2.33		4.20	
Tifkiriet - Radju Malta - Gordon Caruana & Music & News	0.42	0.00	0.71					1.98						6.05
Afternoon Drive-Factual	0.92	1.08	0.80			1.46		2.14	2.69				3.04	
BBC News Hour - Campus FM	0.47		0.80			1.46							3.04	
Rajt Malta Tinbidel - Net FM	0.45	1.08						2.14	2.69					
Total [%]	11.24	14.00	9.26		10.27	15.33	5.38	13.86	7.09	10.07	17.13	6.71	11.01	23.08

	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 Entertainment 19:00-24:00														
Evening-Music Chart/Live Show	2,327	2,327			2,327					2,327				
Rewind the 90's & 00's - ONE Radio - Ryan Spiteri	1,551	1,551			1,551					1,551				
The Rock Hour - XFM	776	776			776					776				
Total [N]	2,327	2,327			2,327					2,327				
Evening-Music Chart/Live Show	3.26	7.80			15.31					10.34				
Rewind the 90's & 00's - ONE Radio - Ryan Spiteri	2.17	5.20			10.20					6.89				
The Rock Hour - XFM	1.09	2.60			5.10					3.45				
Total [%]	3.26	7.80			15.31					10.34				

		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 24:00-06:00	Total													
Overnight-Music Show	297		297			297					297			
Tony Tony's Street Jamz - Vibe FM	297		297			297					297			
Overnight-Religion & Ethics	593	334	260				260	334		334	260			
Ghandi lilek ghandi kollox - Radju Marija - Lorry Ciantar	334	334						334		334				
Ma' Gaffiero - ONE - Ivan Gaffiero	260		260				260				260			
Total [N]	891	334	557			297	260	334		334	557			
Overnight-Music Show	0.42		0.72			1.31				0.00	2.67			
Tony Tony's Street Jamz - Vibe FM	0.42		0.72			1.31				0.00	2.67			
Overnight-Religion & Ethics	0.83	1.12	0.62				1.56	2.23		1.48	2.33			
Ghandi lilek ghandi kollox - Radju Marija - Lorry Ciantar	0.47	1.12						2.23		1.48	0.00			
Ma' Gaffiero - ONE - Ivan Gaffiero	0.36		0.62				1.56				2.33			
Total [N]	1.25	1.12	1.34			1.31	1.56	2.23		1.48	4.99			

Additional Data [JULY 2020]

Sample Profile

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

[JULY 2020]

	Total	Gender		District					
		Males	Females	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
12-20	110	63	47	9	40	13	20	16	13
	8.9%	9.9%	7.8%	4.5%	9.8%	7.0%	12.9%	7.5%	15.2%
	100.0%	57.3%	42.7%	8.6%	36.0%	11.5%	18.2%	14.1%	11.7%
21-30	226	111	115	42	70	44	21	42	8
	18.2%	17.5%	19.0%	19.9%	17.2%	24.4%	13.4%	20.4%	9.8%
	100.0%	49.2%	50.8%	18.4%	30.8%	19.3%	9.2%	18.6%	3.7%
31-40	222	115	107	35	71	37	28	38	12
	17.9%	18.1%	17.7%	17.0%	17.4%	20.7%	18.4%	18.5%	14.2%
	100.0%	51.7%	48.3%	16.0%	31.8%	16.7%	12.8%	17.2%	5.4%
41-50	181	104	77	29	66	18	19	37	12
	14.6%	16.4%	12.7%	13.8%	16.2%	10.2%	12.4%	17.8%	14.4%
	100.0%	57.5%	42.5%	16.0%	36.3%	10.1%	10.7%	20.2%	6.7%
51-60	131	69	62	22	42	15	17	19	15
	10.5%	10.9%	10.2%	10.7%	10.4%	8.4%	10.7%	9.3%	18.3%
	100.0%	52.7%	47.3%	17.1%	32.1%	11.5%	12.7%	14.7%	11.8%
61-70	177	88	89	36	53	27	22	28	12
	14.3%	13.9%	14.7%	17.3%	13.0%	14.8%	14.1%	13.3%	14.4%
	100.0%	49.7%	50.3%	20.4%	29.8%	15.0%	12.4%	15.5%	6.9%
71+	193	85	108	35	65	26	28	27	12
	15.6%	13.4%	17.9%	16.8%	16.0%	14.6%	18.0%	13.2%	13.8%
	100.0%	44.0%	56.0%	18.2%	33.6%	13.5%	14.5%	14.1%	6.0%
Total	1,240	635	605	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%	51.2%	48.8%	16.9%	32.7%	14.5%	12.5%	16.6%	6.8%

Population Demographics by Age Groups: By Gender and By Districts

[JULY 2020]

	Total	Gender		District					
		Males	Females	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
12-20	40,163	23,013	17,150	3,436	14,476	4,605	7,300	5,662	4,685
	8.9%	9.9%	7.8%	4.5%	9.8%	7.0%	12.9%	7.5%	15.2%
	100.0%	57.3%	42.7%	8.6%	36.0%	11.5%	18.2%	14.1%	11.7%
21-30	82,601	40,654	41,947	15,202	25,426	15,965	7,600	15,380	3,029
	18.2%	17.5%	19.0%	19.9%	17.2%	24.4%	13.4%	20.4%	9.8%
	100.0%	49.2%	50.8%	18.4%	30.8%	19.3%	9.2%	18.6%	3.7%
31-40	81,031	41,883	39,148	12,963	25,789	13,560	10,399	13,920	4,400
	17.9%	18.1%	17.7%	17.0%	17.4%	20.7%	18.4%	18.5%	14.2%
	100.0%	51.7%	48.3%	16.0%	31.8%	16.7%	12.8%	17.2%	5.4%
41-50	66,130	37,997	28,133	10,580	24,016	6,661	7,046	13,391	4,435
	14.6%	16.4%	12.7%	13.8%	16.2%	10.2%	12.4%	17.8%	14.4%
	100.0%	57.5%	42.5%	16.0%	36.3%	10.1%	10.7%	20.2%	6.7%
51-60	47,771	25,164	22,607	8,192	15,342	5,487	6,071	7,037	5,641
	10.5%	10.9%	10.2%	10.7%	10.4%	8.4%	10.7%	9.3%	18.3%
	100.0%	52.7%	47.3%	17.1%	32.1%	11.5%	12.7%	14.7%	11.8%
61-70	64,745	32,195	32,550	13,202	19,311	9,717	8,007	10,057	4,451
	14.3%	13.9%	14.7%	17.3%	13.0%	14.8%	14.1%	13.3%	14.4%
	100.0%	49.7%	50.3%	20.4%	29.8%	15.0%	12.4%	15.5%	6.9%
71+	70,446	30,968	39,478	12,831	23,680	9,538	10,208	9,934	4,256
	15.6%	13.4%	17.9%	16.8%	16.0%	14.6%	18.0%	13.2%	13.8%
	100.0%	44.0%	56.0%	18.2%	33.6%	13.5%	14.5%	14.1%	6.0%
Total	452,887	231,874	221,013	76,407	148,040	65,533	56,630	75,380	30,897
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	51.2%	48.8%	16.9%	32.7%	14.5%	12.5%	16.6%	6.8%

Radio

Audience Reach by Radio Station [N]

[JULY 2020]

	Ranking	Total [N]	Gender		Age Group							District					
			Males	Females	12-20	21-30	31-40	41-50	51-60	61-70	71+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
Bay Radio	[1]	53,316	31,088	22,228	8,961	14,394	13,263	12,414	3,294	992		7,545	16,619	5,958	8,796	10,001	4,395
Vibe FM	[2]	36,337	21,748	14,589	2,435	13,583	11,621	7,229	1,468			6,562	10,887	5,464	4,738	7,997	688
One Radio	[3]	34,530	18,262	16,268		1,641	667	2,776	4,595	14,037	10,815	8,126	9,370	6,553	4,567	3,044	2,871
Calypso Radio	[4]	29,376	14,500	14,876		1,551	1,113	3,672	4,667	10,728	7,646	4,214	11,081	4,616	4,136	4,332	996
Radju Malta	[5]	21,097	9,938	11,160			1,639	205	2,777	5,370	11,107	2,962	8,225	2,253	2,541	3,328	1,788
Magic	[6]	12,423	6,343	6,080		2,080	3,008	4,315	2,236	783		1,771	2,491	1,844	1,642	3,598	1,077
Net FM	[7]	10,558	6,401	4,157				1,337	2,227	1,952	5,042	2,149	2,584	1,108	955	2,415	1,348
X FM	[8]	8,570	5,962	2,608		776	5,459	1,700	324	312		1,068	2,039	738	1,655	2,235	834
Radju Marija	[9]	7,835	3,091	4,744	484				802	2,209	4,341	1,406	1,894	1,217	1,603	1,232	484
Smash Radio	[11]	4,383	2,258	2,125		329	815	2,132	321	787		931	1,035	776	329	1,016	296
Campus FM	[12]	2,655	1,833	823		333	329	846			1,147		851	260	981	563	
Radju Malta 2	[13]	1,526	877	649			333		334		859		334	219	640	333	
RTK	[14]	1,451	876	576				576			876	576	334			542	
Bay Easy (Digital Radio)	[15]	518	518				518						518				
Community Stations	[16]	2,311	1,180	1,131		525	205	333	296	334	618	846	334			333	797
Foreign Stations	[10]	7,499	4,172	3,327		329	1,503	2,508	1,279	1,650	230	1,252	3,299	219	674	1,554	501
Total		234,385	129,045	105,340	11,879	35,541	40,471	40,042	24,619	39,153	42,681	39,407	71,894	31,226	33,257	42,524	16,077

Audience Reach by Radio Station [%]

[JULY 2020]

	Ranking	Total [≈N] [rounded-up]	Total %	Gender		Age Group							District					
				Males	Females	12-20	21-30	31-40	41-50	51-60	61-70	71+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
Bay Radio	[1]	54,000	22.75	24.09	21.10	75.43	40.50	32.77	31.00	13.38	2.53		19.15	23.12	19.08	26.45	23.52	27.34
Vibe FM	[2]	37,000	15.50	16.85	13.85	20.50	38.22	28.72	18.05	5.96			16.65	15.14	17.50	14.25	18.81	4.28
One Radio	[3]	35,000	14.73	14.15	15.44		4.62	1.65	6.93	18.67	35.85	25.34	20.62	13.03	20.98	13.73	7.16	17.86
Calypso Radio	[4]	30,000	12.53	11.24	14.12		4.36	2.75	9.17	18.96	27.40	17.91	10.69	15.41	14.78	12.44	10.19	6.20
Radju Malta	[5]	22,000	9.00	7.70	10.59			4.05	0.51	11.28	13.72	26.02	7.52	11.44	7.22	7.64	7.83	11.12
Magic	[6]	13,000	5.30	4.92	5.77		5.85	7.43	10.78	9.08	2.00		4.49	3.46	5.91	4.94	8.46	6.70
Net FM	[7]	11,000	4.50	4.96	3.95				3.34	9.04	4.99	11.81	5.45	3.59	3.55	2.87	5.68	8.39
X FM	[8]	9,000	3.66	4.62	2.48		2.18	13.49	4.25	1.32	0.80		2.71	2.84	2.36	4.98	5.26	5.19
Radju Marija	[9]	8,000	3.34	2.40	4.50	4.07				3.26	5.64	10.17	3.57	2.63	3.90	4.82	2.90	3.01
Smash Radio	[11]	5,000	1.87	1.75	2.02		0.93	2.01	5.32	1.31	2.01		2.36	1.44	2.49	0.99	2.39	1.84
Campus FM	[12]	3,000	1.13	1.42	0.78		0.94	0.81	2.11			2.69		1.18	0.83	2.95	1.32	
Radju Malta 2	[13]	2,000	0.65	0.68	0.62			0.82		1.36		2.01		0.46	0.70	1.92	0.78	
RTK	[14]	2,000	0.62	0.68	0.55				1.44			2.05	1.46	0.46			1.27	
Bay Easy (Digital Radio)	[15]	1,000	0.22	0.40				1.28						0.72				
Community Stations	[16]	3,000	0.99	0.91	1.07		1.48	0.51	0.83	1.20	0.85	1.45	2.15	0.46			0.78	4.96
Foreign Stations	[10]	8,000	3.20	3.23	3.16		0.92	3.71	6.26	5.20	4.21	0.54	3.18	4.59	0.70	2.03	3.66	3.12
Total %			100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Radio Audiences by Gender BY Half-hour slot – Monday to Sunday																	[JULY 2020]		
	Males								Females								Total M&F	None	Total N
	12-20	21-30	31-40	41-50	51-60	61-70	71+	Total M	12-20	21-30	31-40	41-50	51-60	61-70	71+	Total F			
00:00																297	297	452,590	452,887
00:30																297	297	452,590	452,887
01:00				271				271								297	568	452,319	452,887
01:30				271				271								297	568	452,319	452,887
02:00				271				271								297	568	452,319	452,887
02:30				271				271	660							958	1,229	451,658	452,887
03:00																297	527	452,360	452,887
03:30						271		271								230	798	452,089	452,887
04:00				329	655	715	334	2,033						271	542	1,111	3,143	449,744	452,887
04:30					655	715	334	1,704						271	230	799	2,502	450,385	452,887
05:00				788	976	1,036	655	3,456						899	854	2,050	5,506	447,381	452,887
05:30	776			1,336	1,806	1,256	1,208	6,382						2,896	1,441	4,634	11,016	441,871	452,887
06:00	776		1,742	2,691	3,520	2,000	2,229	12,958		1,058	892	1,928	2,008	3,479	5,009	14,374	27,332	425,555	452,887
06:30	776	2,018	2,614	2,691	2,878	3,858	2,281	17,114	481	2,270	631	3,266	2,498	4,908	5,945	19,998	37,112	415,775	452,887
07:00	1,551	5,007	7,222	4,688	4,341	6,313	4,122	33,244	810	3,541	3,569	4,230	5,192	7,595	7,592	32,528	65,772	387,115	452,887
07:30	776	4,381	6,860	5,369	4,675	5,944	4,119	32,124	1,467	3,306	3,188	4,568	4,876	7,643	7,506	32,556	64,680	388,207	452,887
08:00	2,971	4,765	9,959	9,711	6,681	7,913	6,084	48,085	481	2,379	3,134	5,986	5,674	8,835	11,055	37,544	85,628	367,259	452,887
08:30	1,545	4,518	8,250	6,313	5,160	8,915	5,980	40,680	481	3,012	2,684	5,676	5,444	8,790	11,258	37,347	78,026	374,861	452,887
09:00	2,594	5,540	6,854	7,973	5,310	8,746	6,924	43,941	810	3,283	4,267	6,319	5,756	12,320	13,722	46,478	90,419	362,468	452,887
09:30	2,594	5,540	7,329	7,044	5,310	8,683	7,518	44,018	810	1,998	4,445	5,022	5,251	12,049	13,180	42,756	86,774	366,113	452,887
10:00	1,160	4,780	8,364	7,604	5,259	9,599	8,510	45,276	810	2,395	4,719	6,024	4,680	12,820	13,640	45,088	90,364	362,523	452,887
10:30	1,160	5,830	8,364	7,604	5,259	9,381	7,968	45,567	810	2,395	3,613	5,375	4,383	12,820	12,835	42,230	87,797	365,090	452,887
11:00	1,160	6,080	6,712	7,620	5,259	7,964	6,589	41,385	810	1,998	2,982	5,574	4,695	12,556	13,095	41,710	83,095	369,792	452,887
11:30	1,160	6,080	6,712	8,138	5,259	9,319	6,911	43,579	810	1,998	2,982	5,886	4,383	12,787	13,366	42,211	85,790	367,097	452,887
12:00	1,160	3,808	6,482	6,762	5,484	7,864	6,782	38,342	810	2,295	2,677	4,391	3,184	5,593	7,942	26,892	65,234	387,653	452,887
12:30	1,811	3,424	5,875	6,350	5,208	7,373	5,479	35,521	810	2,295	2,975	3,389	3,209	5,593	7,671	25,942	61,463	391,424	452,887
13:00	2,295	2,280	5,506	7,197	6,257	5,975	3,845	33,355	1,404	3,024	2,641	4,207	3,209	4,780	4,746	24,013	57,368	395,519	452,887
13:30	2,295	2,280	5,178	7,197	6,533	5,320	3,524	32,327	1,404	1,058	2,641	2,580	3,525	4,483	4,171	19,864	52,190	400,697	452,887
14:00	1,160	2,710	6,251	6,943	5,815	4,331	3,952	31,163	1,404	2,020	1,404	2,580	2,683	4,087	3,682	17,861	49,024	403,863	452,887
14:30	1,160	1,952	5,734	5,453	5,815	4,331	3,950	28,395	1,404	1,539	1,609	2,913	2,683	4,087	3,941	18,177	46,572	406,315	452,887
15:00	1,160	1,701	6,233	5,225	5,320	3,676	3,850	27,165	1,404	2,020	2,298	2,275	2,913	3,516	5,208	19,635	46,800	406,087	452,887
15:30	1,644	1,176	6,884	6,030	4,999	3,676	3,850	28,258	1,885	2,349	1,906	1,799	3,225	3,516	4,625	19,306	47,564	405,323	452,887
16:00	776	3,094	6,805	5,170	4,771	3,186	3,911	27,712	923	2,020	2,163	2,608	3,396	4,046	5,427	20,584	48,296	404,591	452,887
16:30	776	2,044	6,436	5,178	4,229	3,186	4,182	26,029	923	3,194	1,915	1,928	3,396	4,046	5,427	20,831	46,860	406,027	452,887
17:00	1,534	3,234	4,777	5,052	4,824	3,726	4,296	27,444	329	1,475	928	1,895	2,769	4,318	4,547	16,260	43,703	409,184	452,887
17:30	776	2,850	4,365	5,981	3,895	4,207	3,962	26,036	726	333	928	1,895	2,810	4,002	4,547	15,241	41,277	411,610	452,887
18:00	776	1,427	2,393	4,106	3,900	3,666	3,951	20,219		476	799	2,037	3,434	3,649	2,814	13,209	33,428	419,459	452,887
18:30	776	1,427	2,515	2,310	3,405	2,800	2,658	15,891		297	1,561	2,851	2,984	2,899	10,593		26,483	426,404	452,887
19:00		1,160	1,068	2,588	2,142	2,800	2,063	11,822	595	726	1,133	1,085	1,971	1,929	2,539	9,979	21,801	431,086	452,887
19:30		1,160	534	2,639	1,808	2,086	2,063	10,290	595	398	807	610	1,942	1,373	1,968	7,691	17,981	434,906	452,887
20:00	759		1,258	1,464	1,485	1,752	1,290	8,007			297	610	1,630	531	1,291	4,358	12,365	440,522	452,887
20:30		776	846	1,464	1,485	1,752	1,290	7,612			297	610	1,400	531	1,343	4,181	11,793	441,094	452,887
21:00		776		1,586	1,485	1,145	1,290	6,282		329	297	610	817	519	1,577	4,149	10,430	442,457	452,887
21:30		776		1,052	1,485	1,145	1,290	5,748			297	610	817	831	1,577	4,132	9,880	443,007	452,887
22:00				1,200	989	875	1,290	4,354			297		546	779	1,577	3,199	7,553	445,334	452,887
22:30				1,200	989	875	1,288	4,352			297		546	1,050	1,347	3,240	7,591	445,296	452,887
23:00				1,734	655	655	967	4,011			297			790	546	1,633	5,644	447,243	452,887
23:30				1,734	655	655	967	4,011			297	333		790	546	1,966	5,978	446,909	452,887

Radio Audiences by Half-hour Slots - By Station
Monday to Sunday

[JULY 2020]

	Radju Malta	Radju Malta 2	Magic	One Radio	Net FM	89.7 Bay	Calypso Radio	103	Smash Radio	Radju Marija	Campus FM	Vibe FM	XFM	Bay Easy (Digital Radio)	Community Stations	Foreign Stations	None	Total N
00:00							297										452,590	452,887
00:30							297										452,590	452,887
01:00							297	271									452,319	452,887
01:30							297	271									452,319	452,887
02:00							297	271									452,319	452,887
02:30						660	297	271									451,658	452,887
03:00				230			297										452,360	452,887
03:30				230			568										452,089	452,887
04:00	334			1,216	321	329	631			312							449,744	452,887
04:30	334			1,216	321		631										450,385	452,887
05:00	334			1,844	321		3,008										447,381	452,887
05:30	646			4,348	655	1,271	4,096										441,871	452,887
06:00	4,878	649	553	8,368	633	4,011	6,257					602				1,379	425,555	452,887
06:30	5,736	649	1,879	11,071	633	6,066	6,929		260	945	333	1,553				1,058	415,775	452,887
07:00	7,918	316	3,217	15,240	2,941	11,531	9,255		784	1,988		8,120	3,114			1,350	387,115	452,887
07:30	8,141		1,474	16,189	2,896	12,089	9,841		1,386	1,676		74,20	2,218			1,350	388,207	452,887
08:00	9,503		2,597	18,175	3,977	15,589	14,472	271	1,798	1,940	653	1,186	3,679		334	1,555	367,259	452,887
08:30	9,800	219	2,463	16,708	3,375	12,325	15,952		1,387	1,992	324	9,189	2,404		334	1,555	374,861	452,887
09:00	13,980	219	2,694	17,261	3,687	15,310	19,007		1,499	1,382	813	10,272	888		859	2,549	362,468	452,887
09:30	13,980	219	2,488	16,990	3,958	13,321	18,956		1,499	1,123	583	10,060	412		1155	2,031	366,113	452,887
10:00	14,366	859	2,397	16,736	4,447	15,471	18,563		1,770	1,123	583	8,731	1,078		821	3,420	362,523	452,887
10:30	14,054	859	2,397	16,411	3,634	15,620	18,645		1,499	863	583	9,363	745		525	2,599	365,090	452,887
11:00	13,397	535	2,397	15,593	3,787	13,842	17,984		934	863	583	7,994	2,034			3,152	369,792	452,887
11:30	13,397	535	2,914	18,416	3,787	13,842	17,338		934	863	583	7,994	2,034			3,152	367,097	452,887
12:00	7,940	535	2,322	15,438	2,483	13,243	10,046		296	1,669	658	5,790	1,516		321	2,978	387,653	452,887
12:30	6,538	535	2,322	14,914	1,929	12,564	10,343		296	1,669	658	5,445	1,516		321	2,414	391,424	452,887
13:00	5,080	535	2,767	12,716	2,194	12,345	8,778		296	1,388	324	6,693	1,516		321	2,414	395,519	452,887
13:30	5,080	219	2,172	10,964	2,510	11,221	8,778		296	1,388	324	5,314	1,187		321	2,414	400,697	452,887
14:00	3,976	219	1,205	9,491	2,849	10,741	8,239		618	1,228	324	5,570	1,465	518		2,581	403,863	452,887
14:30	3,976	219	1,538	9,167	3,171	8,639	8,458		618	1,488	324	5,446	1,465			2,064	406,315	452,887
15:00	3,758	219	1,681	10,720	2,905	7,768	7,313		296	1,799	324	6,753	690		296	2,278	406,087	452,887
15:30	4,169	219	1,739	11,201	2,905	7,416	7,831		625	1,216	324	6,976	690		296	1,956	405,323	452,887
16:00	3,487	553	1,884	10,692	2,562	9,252	8,511		296	1,216	324	6,048	781		296	2,394	404,591	452,887
16:30	3,282	219	1,613	10,692	3,111	8,851	8,511		594	1,216	324	5,344	412		296	2,394	406,027	452,887
17:00	3,282	219	2,045	10,833	3,577	6,982	8,305		296	904	324	4,657	412		296	1,571	409,184	452,887
17:30	2,343	219	2,054	11,035	3,577	5,028	7,443	271	296	904	657	4,841	740		296	1,571	411,610	452,887
18:00	2,943		1,074	9,889	3,537	2,449	5,799		518	1,552	324	2,802	1,300			1,241	419,459	452,887
18:30	2,458		1,304	7,094	2,005	2,302	5,528		518	908	324	2,390	412			1,241	426,404	452,887
19:00	1,582		662	6,734	1,689	2,126	3,904	334		321		2,625	690		205	929	431,086	452,887
19:30	1,270		329	5,025	1,363	1,592	3,570	334		321	329	1,999	412		205	1,234	434,906	452,887
20:00	746			4,210	873	1,875	2,653			551		633	412			412	440,522	452,887
20:30	334			4,210	643	2,221	2,706			551		305	412			412	441,094	452,887
21:00	564		863	3,107	643	599	2,341			551		1,080				683	442,457	452,887
21:30	564			3,107	643	599	2,341			863		1,080				683	443,007	452,887
22:00	564			2,340	643	230	2,036			811	518					412	445,334	452,887
22:30	564			2,337	914	230	2,036			581	518					412	445,296	452,887
23:00	564		534	973	914		1,149			581	518					412	447,243	452,887
23:30	564		867	973	914		1,149			581	518					412	446,909	452,887

Television

Audience Reach by TV Station [N]

[JULY 2020]

	Ranking	Total [N]	Gender		Age Group							District					
			Males	Females	12-20	21-30	31-40	41-50	51-60	61-70	71+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
TVM	[1]	101,190	48,764	52,426	7,044	11,663	12,217	16,308	9,799	21,149	23,011	14,738	32,598	13,353	16,708	16,553	7,240
ONE	[3]	60,282	29,475	30,807	1,988	4,358	4,561	5,780	7,359	19,003	17,234	16,094	15,914	11,748	6,557	6,011	3,957
Net	[4]	21,641	7,369	14,272	329		1,072	958	2,845	4,195	12,242	4,309	7,663	1,336	4,494	1,754	2,085
TVM 2	[5]	12,375	4,061	8,315				1,041	813	2,723	7,799	3,403	4,144	1,587	316	2,333	593
TSN Melita/GO	[6]	9,998	8,758	1,240	776	1,300	1,404	2,194	553	2,082	1,688	2,185	3,878	958	669	2,308	
F Living	[7]	6,147	369	5,778				667	631	1,252	3,598		3,432	926	1,262	230	296
Xejk	[8]	3,630	817	2,813				0	567	572	2,491	1,406	312	260	631	230	792
Melita More	[9]	2,305	995	1,310		776	333	476	501		219	271	1,251	219		563	0
GO Stars	[10]	1,643	871	772	651			476		516			476	219		651	296
Smash	[11]	1,114	219	895						531	583	271	624	219			
Parliament TV	[12]	592	321	271						271	321	592					
iTV	[13]	312		312						312			312				
Foreign Stations	[2]	97,529	54,345	43,184	10,680	12,154	13,540	16,209	12,455	15,667	16,823	16,498	31,041	14,408	8,635	22,402	4,545
Total		318,760	156,365	162,395	21,467	30,251	33,128	44,108	35,524	68,272	86,010	59,768	101,646	45,233	39,272	53,036	19,805

Audience Reach by TV Station [%]

[JULY 2020]

	Ranking	Total [≈N] [rounded-up]	Total %	Gender		Age Group							District					
				Males	Females	12-20	21-30	31-40	41-50	51-60	61-70	71+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
TVM	[1]	102,000	31.74	31.19	32.28	32.81	38.55	36.88	36.97	27.58	30.98	26.75	24.66	32.07	29.52	42.54	31.21	36.56
ONE	[3]	61,000	18.91	18.85	18.97	9.26	14.41	13.77	13.10	20.72	27.83	20.04	26.93	15.66	25.97	16.70	11.33	19.98
Net	[4]	22,000	6.79	4.71	8.79	1.53		3.24	2.17	8.01	6.15	14.23	7.21	7.54	2.95	11.44	3.31	10.53
TVM 2	[5]	13,000	3.88	2.60	5.12				2.36	2.29	3.99	9.07	5.69	4.08	3.51	0.80	4.40	2.99
TSN Melita/GO	[6]	10,000	3.14	5.60	0.76	3.61	4.30	4.24	4.97	1.56	3.05	1.96	3.66	3.82	2.12	1.70	4.35	
F Living	[7]	7,000	1.93	0.24	3.56				1.51	1.78	1.83	4.18		3.38	2.05	3.21	0.43	1.50
Xejk	[8]	4,000	1.14	0.52	1.73					1.60	0.84	2.90	2.35	0.31	0.57	1.61	0.43	4.00
Melita More	[9]	3,000	0.72	0.64	0.81		2.56	1.01	1.08	1.41		0.26	0.45	1.23	0.49		1.06	
GO Stars	[10]	2,000	0.52	0.56	0.48	3.03			1.08		0.76			0.47	0.49		1.23	1.50
Smash	[11]	2,000	0.35	0.14	0.55						0.78	0.68	0.45	0.61	0.49			
Parliament TV	[12]	1,000	0.19	0.21	0.17						0.40	0.37	0.99					
iTV	[13]	1,000	0.10		0.19						0.46			0.31				
Foreign Stations	[2]	98,000	30.60	34.76	26.59	49.75	40.18	40.87	36.75	35.06	22.95	19.56	27.60	30.54	31.85	21.99	42.24	22.95
Total %			100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

TV Audiences by Gender BY Half-hour slot – Monday to Sunday																	[JULY 2020]																					
	Males								Females								Total M&F	None	Total N																			
	12-20	21-30	31-40	41-50	51-60	61-70	71+	Total M	12-20	21-30	31-40	41-50	51-60	61-70	71+	Total F																						
00:00																			452,887	452,887																		
00:30																			452,887	452,887																		
01:00																			452,887	452,887																		
01:30																			452,887	452,887																		
02:00																			452,887	452,887																		
02:30																			452,887	452,887																		
03:00																			452,887	452,887																		
03:30																			452,887	452,887																		
04:00																			452,887	452,887																		
04:30																			452,887	452,887																		
05:00																			329	452,558	452,887																	
05:30																			329	452,558	452,887																	
06:00																			698	1,470	451,417	452,887																
06:30																			329	1,101	451,786	452,887																
07:00																				3,828	449,059	452,887																
07:30																			939	592	1,531	4,853	448,034	452,887														
08:00	384									278	439	1,750	1,133	3,984									776	333	1,896	1,648	2,168	6,821	10,805	442,082	452,887							
08:30	384										439	1,479	592	2,895									776									1,855	489	1,125	4,246	7,140	445,747	452,887
09:00	484									612	219	1,584	812	3,710									660	695	476	476	1,625	230	1,790	5,952	9,662	443,225	452,887					
09:30	484										278		2,239	1,467	4,467									660	695	476	735	2,192	1,125	4,432	10,317	14,784	438,103	452,887				
10:00	484										278		2,239	1,197	4,197									660	695	476	1,211	1,673	1,170	3,093	8,979	13,176	439,711	452,887				
10:30	484									369		1,584	1,197	3,633									660	695	476	952	1,377	1,129	1,708	6,997	10,630	442,257	452,887					
11:00									369	534		1,908	1,197	4,008									398	476	952	1,106	1,659	1,396	5,986	9,994	442,893	452,887						
11:30	651									369	534	219	1,908	1,197	4,879									398	476	952	1,106	1,073	1,396	5,400	10,278	442,609	452,887					
12:00	776	776									1,421	334	1,262	926	5,494											792	891	2,758	3,404	7,844	13,338	439,549	452,887					
12:30	776	776									1,421	334	1,482	926	5,714												1,107	575	2,186	3,190	7,058	12,772	440,115	452,887				
13:00	776	776									1,833	668	1,584	926	6,561									595		549	1,107	846	4,261	3,576	10,934	17,496	435,391	452,887				
13:30	776	776									1,833	668	1,584	1,260	6,895									595		854	1,107	846	3,990	4,512	11,904	18,800	434,087	452,887				
14:00									776	329	1,816	1,211	1,918	1,852	7,901									595	879	807	2,721	1,417	4,762	6,350	17,531	25,432	427,455	452,887				
14:30									776	329	1,816	887	1,918	1,852	7,577									595	879	807	2,721	1,677	5,394	6,840	18,911	26,488	426,399	452,887				
15:00	484	1,551	329									887	887	2,188	2,495	8,820									2,233	814	3,054	2,260	4,495	7,671	20,527	29,347	423,540	452,887				
15:30	484	1,551									887	887	2,188	3,162	9,159									1,752	1,147	2,749	2,000	4,792	7,464	19,905	29,064	423,823	452,887					
16:00	484	1,551									929	939	2,459	2,380	8,742									398	1,752	914	1,107	802	4,082	7,114	16,168	24,910	427,977	452,887				
16:30	484	1,551									929	939	2,188	2,701	8,792									398	1,752	914	809	1,098	3,834	6,844	15,648	24,441	428,446	452,887				
17:00	1,242	1,300	1,922									1,463	1,158	3,168	3,267	13,521										1,971	610	1,114	1,357	3,333	6,742	15,127	28,648	424,239	452,887			
17:30	2,418	1,300	1,922									1,998	1,492	3,501	4,838	17,470										1,971	610	1,114	1,061	4,499	10,365	19,620	37,090	415,797	452,887			
18:00	2,278	0	2,827									1,463	1,982	4,978	6,740	20,268									398	2,155	2,066	1,372	1,644	5,694	11,252	24,581	44,849	408,038	452,887			
18:30	1,794	0	2,827									2,252	1,648	4,863	5,262	18,647									398	2,155	2,363	1,372	1,915	5,055	10,328	23,586	42,232	410,655	452,887			
19:00	1,135	0	1,275									2,252	2,357	5,197	6,078	18,294									810	1,841	3,144	2,308	3,151	5,986	10,268	27,508	45,802	407,085	452,887			
19:30	1,876	759	3,730									5,670	6,530	13,423	10,756	42,745									1,139	3,194	4,993	4,440	6,429	11,669	18,448	50,312	93,057	359,830	452,887			
20:00	5,805	8,072	6,808									13,307	8,269	15,356	14,179	71,798									4,709	7,804	8,947	7,770	5,748	12,619	14,923	62,519	134,317	318,570	452,887			
20:30	3,970	5,150	4,910									7,332	6,346	9,172	7,250	44,131									1,255	4,068	3,212	3,167	3,999	6,952	8,911	31,564	75,696	377,191	452,887			
21:00	2,711	3,991	5,623									8,386	6,394	8,060	7,253	42,419									1,736	4,218	2,689	2,772	3,832	8,036	8,948	32,230	74,649	378,238	452,887			
21:30	2,711	4,115	5,089									8,386	5,892	7,084	6,323	39,600									1,141	3,821	2,356	3,421	3,576	7,749	8,666	30,730	70,330	382,557	452,887			
22:00	776	2,039	3,429									7,666	3,790	5,501	5,446	28,647									481	2,646	892	2,470	2,623	6,460	3,516	19,089	47,736	405,151	452,887			
22:30	776	1,514	3,429									6,434	3,076	4,251	4,841	24,321									481	1,291	892	1,828	1,425	5,634	4,411	15,962	40,283	412,604	452,887			
23:00									1,145	1,810	1,258	1,260	926	2,112	8,510										481	642	1,590	1,084	2,695	2,373	8,866	17,376	435,511	452,887				
23:30									776	1,481	846	655	926	1,145	5,829										481	297	1,257	1,084	880	1,478	5,477	11,306	441,581	452,887				

TV Audiences by Half-hour Slots - By Station
Monday to Sunday

[JULY 2020]

	TVM	ONE	Net	Smash	TVM 2	F Living	Xejk	iTV	Parliament TV	TSN Melita/GO	GO Stars	Melita More	Foreign Stations	None	Total N
00:00														452,887	452,887
00:30														452,887	452,887
01:00														452,887	452,887
01:30														452,887	452,887
02:00														452,887	452,887
02:30														452,887	452,887
03:00														452,887	452,887
03:30														452,887	452,887
04:00														452,887	452,887
04:30														452,887	452,887
05:00													329	452,558	452,887
05:30													329	452,558	452,887
06:00		271					271						928	451,417	452,887
06:30		271					271						559	451,786	452,887
07:00	880	1,197			271	312	271						897	449,059	452,887
07:30	1,425	1,948			271	312							897	448,034	452,887
08:00	1,700	5,346				312							3,447	442,082	452,887
08:30	1,072	2,605	316			312							2,836	445,747	452,887
09:00	853	2,142	316		1,114	312							4,926	443,225	452,887
09:30	967	2,709	316		5,554	312				334			4,592	438,103	452,887
10:00	1,283	3,251	316	271	2,861	312				334			4,549	439,711	452,887
10:30	949	2,955	316	312	312	312				334			5,141	442,257	452,887
11:00	949	2,684	316	312		312			271	658			4,493	442,893	452,887
11:30	633	2,684	316	312		312				658			5,364	442,609	452,887
12:00	2,296	3,412	928	312		936				334			5,121	439,549	452,887
12:30	1,807	3,631	631	312		936				334			5,121	440,115	452,887
13:00	1,609	5,171	899	312	1,020	2,191				655			5,638	435,391	452,887
13:30	1,609	5,483	587	312	1,020	2,561				655			6,572	434,087	452,887
14:00	2,185	6,671	631	312	412	3,174				1,145	296		10,605	427,455	452,887
14:30	2,675	6,606	631	312	412	3,489				1,145	296		10,921	426,399	452,887
15:00	4,916	6,409	1,203	312		3,745	592			1,145	296		10,728	423,540	452,887
15:30	4,381	6,559	1,192	312		3,745	852			1,145	296	333	10,248	423,823	452,887
16:00	4,434	5,820				2,745	260		321	926	296	776	9,333	427,977	452,887
16:30	2,730	6,406	316			2,447			321	926	296	776	10,222	428,446	452,887
17:00	2,641	7,017	316		542	2,120			321	2,864	296		12,531	424,239	452,887
17:30	3,017	7,351	587		5,146	2,744	312		321	2,864	948		13,800	415,797	452,887
18:00	7,057	9,113	3,700	219	3,157	1,564	628			1,690	948	230	16,543	408,038	452,887
18:30	4,756	10,779	2,464	219	501	1,252	861			1,690	948	230	18,532	410,655	452,887
19:00	5,409	11,822	3,122	219	501	1,252	526			1,238	948	219	20,545	407,085	452,887
19:30	5,420	47,183	15,222	219	271	1,252	526			1,550	296	219	20,899	359,830	452,887
20:00	85,851	12,871	2,254	219		628	1,334			2,538	296		28,325	318,570	452,887
20:30	17,787	13,157	3,235	219	312	628	1,334			3,073	296		35,654	377,191	452,887
21:00	11,167	11,118	2,627		312	858	1,334	312		5,301	516		41,105	378,238	452,887
21:30	9,057	10,768	2,465		531	858	542	312		5,917	516		39,365	382,557	452,887
22:00	4,799	6,264	1,488		1,494	624	271	312		4,840	516		27,128	405,151	452,887
22:30	3,593	3,907	1,503		1,015	624	271	312		3,165	992		24,900	412,604	452,887
23:00	1,229	1,663	624		312	312	271			633	772	476	11,084	435,511	452,887
23:30	895	1,047			312		271			321	772	747	6,941	441,581	452,887

Additional Data [MARCH 2020]

Sample Profile

Weighted Sample Profile by Age Groups: By Gender and By Districts [MARCH 2020]

	Total	Gender		District					
		Males	Females	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
12-20	117	73	44	13	40	19	21	19	4
	9.4%	11.4%	7.3%	6.3%	9.9%	10.6%	13.8%	9.4%	4.3%
	100.0%	62.0%	38.0%	11.3%	34.5%	16.2%	18.3%	16.5%	3.1%
21-30	213	107	106	39	68	29	19	42	17
	17.2%	16.9%	17.5%	18.5%	16.8%	16.0%	12.0%	20.3%	19.7%
	100.0%	50.2%	49.8%	18.2%	32.1%	13.5%	8.7%	19.6%	7.8%
31-40	198	96	102	33	66	31	27	33	8
	15.9%	15.1%	16.8%	15.6%	16.3%	17.2%	17.2%	16.0%	10.0%
	100.0%	48.6%	51.4%	16.5%	33.5%	15.6%	13.5%	16.7%	4.3%
41-50	212	118	93	32	69	34	22	39	16
	17.1%	18.7%	15.4%	15.1%	17.1%	18.9%	14.0%	18.8%	19.3%
	100.0%	56.0%	44.0%	15.0%	32.8%	16.0%	10.3%	18.3%	7.7%
51-60	130	64	66	24	42	17	18	16	14
	10.5%	10.1%	10.9%	11.3%	10.4%	9.5%	11.4%	7.6%	16.8%
	100.0%	49.3%	50.7%	18.2%	32.4%	13.1%	13.5%	11.9%	10.9%
61-70	168	81	87	34	43	25	22	30	14
	13.6%	12.8%	14.4%	16.1%	10.7%	14.0%	14.5%	14.6%	16.0%
	100.0%	48.4%	51.6%	20.1%	25.7%	15.0%	13.3%	17.9%	8.0%
71+	202	95	107	36	76	25	27	28	12
	16.3%	14.9%	17.7%	17.0%	18.7%	13.7%	17.1%	13.4%	13.9%
	100.0%	46.9%	53.1%	17.6%	37.5%	12.2%	13.1%	13.7%	5.8%
Total	1,240	634	606	209	406	179	155	206	84
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	51.2%	48.8%	16.9%	32.7%	14.5%	12.5%	16.6%	6.8%

Population Demographics by Age Groups: By Gender and By Districts [MARCH 2020]

	Total	Gender		District					
		Males	Females	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
12-20	42,538	26,395	16,144	4,806	14,667	6,897	7,794	7,038	1,336
	9.4%	11.4%	7.3%	6.3%	9.9%	10.6%	13.8%	9.4%	4.3%
	100.0%	62.0%	38.0%	11.3%	34.5%	16.2%	18.3%	16.5%	3.1%
21-30	77,457	38,922	38,535	14,107	24,845	10,474	6,773	15,211	6,047
	17.2%	16.9%	17.5%	18.5%	16.8%	16.0%	12.0%	20.3%	19.7%
	100.0%	50.2%	49.8%	18.2%	32.1%	13.5%	8.7%	19.6%	7.8%
31-40	71,950	34,948	37,002	11,848	24,081	11,248	9,690	12,010	3,074
	15.9%	15.1%	16.8%	15.6%	16.3%	17.2%	17.2%	16.0%	10.0%
	100.0%	48.6%	51.4%	16.5%	33.5%	15.6%	13.5%	16.7%	4.3%
41-50	77,035	43,132	33,903	11,517	25,253	12,345	7,906	14,079	5,935
	17.1%	18.7%	15.4%	15.1%	17.1%	18.9%	14.0%	18.8%	19.3%
	100.0%	56.0%	44.0%	15.0%	32.8%	16.0%	10.3%	18.3%	7.7%
51-60	47,484	23,423	24,061	8,623	15,398	6,213	6,421	5,673	5,156
	10.5%	10.1%	10.9%	11.3%	10.4%	9.5%	11.4%	7.6%	16.8%
	100.0%	49.3%	50.7%	18.2%	32.4%	13.1%	13.5%	11.9%	10.9%
61-70	61,298	29,639	31,659	12,299	15,762	9,168	8,180	10,972	4,916
	13.6%	12.8%	14.4%	16.1%	10.7%	14.0%	14.5%	14.6%	16.0%
	100.0%	48.4%	51.6%	20.1%	25.7%	15.0%	13.3%	17.9%	8.0%
71+	73,597	34,497	39,100	12,988	27,602	8,949	9,675	10,095	4,288
	16.3%	14.9%	17.7%	17.0%	18.7%	13.7%	17.1%	13.4%	13.9%
	100.0%	46.9%	53.1%	17.6%	37.5%	12.2%	13.1%	13.7%	5.8%
Total	451,358	230,954	220,404	76,188	147,607	65,296	56,439	75,077	30,751
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	51.2%	48.8%	16.9%	32.7%	14.5%	12.5%	16.6%	6.8%

Radio

Audience Reach by Radio Station [N]																	[MARCH 2020]	
	Ranking	Total [N]	Gender		Age Group							Districts						
			Males	Females	12-20	21-30	31-40	41-50	51-60	61-70	71+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino	
89.7 Bay	[1]	42,056	19,917	22,138	7,783	11,012	9,772	10,884	2,077	527		2,931	9,117	4,414	3,475	3,960	1,861	
ONE Radio	[2]	40,794	21,484	19,309		2,078	1,087	5,930	4,851	10,440	16,408	277	599		323		314	
Radju Malta	[3]	25,757	13,911	11,846	773	787	1,658	1,256	3,092	7,883	10,309	3,303	1,245	1,560		860	586	
Calypso Radio	[4]	25,294	11,982	13,312		1,626	1,077	4,506	5,255	7,766	5,064	10,771	11,160	7,467	5,251	4,209	1,935	
Vibe FM	[5]	16,210	9,773	6,437	628	6,272	6,008	2,387	916			1,851	5,161	1,083	1,671	652	554	
Radju Marija	[6]	12,239	4,330	7,909	450	773			1,561	3,189	6,266	4,909	12,915	7,056	5,570	8,005	3,601	
Net FM	[7]	10,972	7,524	3,449			581	1,325	341	3,361	5,364	5,798	6,336	3,969	4,311	3,771	1,109	
Magic	[8]	7,553	3,472	4,081		1,106	2,722	1,503	1,686	258	279	277		561	557	1,021	314	
Smash Radio	[9]	5,468	3,496	1,971		1,640	2,115	1,713				997	2,353	795	873	450		
X FM	[11]	3,854	3,304	550		450	1,171	2,233				2,846	3,181	1,779	1,495	2,217	721	
Campus FM	[12]	3,218	2,940	279		628			326	621	1,644	628	681	342	323	931	314	
103FM	[13]	2,730	1,581	1,149		417			768	279	1,267	2,795	6,074	1,678	1,396	3,325	942	
Community Stations	[14]	1,512	1,254	258						1,172	341		804	522	367	1,891	271	
Radju Malta 2	[15]	1,172	522	651			1,172									417		
Bay Easy (Dig)	[16]	417		417		417							258					
All Rock (Dig)	[17]	258		258							258	378		795				
BKR National (Dig)	[18]	1,552	314	1,238					314	757	481		517				1,035	
Foreign Stations	[10]	5,019	3,722	1,298			361	1,890	619	854	1,295	581	1,825		740	883	990	
Total		206,076	109,526	96,550	9,635	27,205	27,722	33,626	21,805	37,106	48,976	38,342	62,227	32,019	26,352	32,590	14,547	

Audience Reach by Radio Station [%]																	[MARCH 2020]	
	Ranking	Total [≈N] [rounded-up]	Total %	Gender		Age Group							District					
				Males	Females	12-20	21-30	31-40	41-50	51-60	61-70	71+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comin
89.7 Bay	[1]	43,000	20.41	18.18	22.93	80.78	40.48	35.25	32.37	9.53	1.42		7.64	14.65	13.79	13.19	12.15	12.79
ONE Radio	[2]	41,000	19.80	19.62	20.00		7.64	3.92	17.64	22.25	28.13	33.50	0.72	0.96		1.22		2.16
Radju Malta	[3]	26,000	12.50	12.70	12.27	8.02	2.89	5.98	3.73	14.18	21.24	21.05	8.61	2.00	4.87		2.64	4.03
Calypso Radio	[4]	26,000	12.27	10.94	13.79		5.98	3.88	13.40	24.10	20.93	10.34	28.09	17.93	23.32	19.93	12.91	13.30
Vibe FM	[5]	17,000	7.87	8.92	6.67	6.52	23.05	21.67	7.10	4.20			4.83	8.29	3.38	6.34	2.00	3.81
Radju Marija	[6]	13,000	5.94	3.95	8.19	4.68	2.84			7.16	8.59	12.79	12.80	20.75	22.04	21.14	24.56	24.75
Net FM	[7]	11,000	5.32	6.87	3.57			2.09	3.94	1.56	9.06	10.95	15.12	10.18	12.40	16.36	11.57	7.62
Magic	[8]	8,000	3.67	3.17	4.23		4.07	9.82	4.47	7.73	0.70	0.57	0.72		1.75	2.11	3.13	2.16
Smash Radio	[9]	6,000	2.65	3.19	2.04		6.03	7.63	5.09				2.60	3.78	2.48	3.31	1.38	
X FM	[11]	4,000	1.87	3.02	0.57		1.66	4.22	6.64				7.42	5.11	5.56	5.67	6.80	4.95
Campus FM	[12]	4,000	1.56	2.68	0.29		2.31			1.50	1.67	3.36	1.64	1.09	1.07	1.22	2.86	2.16
103FM	[13]	3,000	1.32	1.44	1.19		1.53			3.52	0.75	2.59	7.29	9.76	5.24	5.30	10.20	6.48
Community Stations	[14]	2,000	0.75	0.29	1.28						3.16	0.70		1.29	1.63	1.39	5.80	1.87
Radju Malta 2	[15]	2,000	0.73	1.14	0.27			4.23									1.28	
Bay Easy (Dig)	[16]	2,000	0.57	0.48	0.67		1.53							0.42				
All Rock (Dig)	[17]	1,000	0.20		0.43							0.53	0.98		2.48			
BKR National (Dig)	[18]	1,000	0.13		0.27					1.44	2.04	0.98		0.83				7.11
Foreign Stations	[10]	6,000	2.44	3.40	1.34			1.30	5.62	2.84	2.30	2.64	1.51	2.93		2.81	2.71	6.80
Total %			100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Radio Audiences by Gender BY Half-hour slot – Monday to Sunday																	[MARCH 2020]			
	Males								Females								Total M&F	None	Total N	
	12-20	21-30	31-40	41-50	51-60	61-70	71+	Total M	12-20	21-30	31-40	41-50	51-60	61-70	71+	Total F				
00:00							341	341						279	248	507	1,034	1,374	449,984	451,358
00:30							341	341						279	248	507	1,034	1,374	449,984	451,358
01:00							341	341						279	248	507	1,034	1,374	449,984	451,358
01:30							341	341						279	248	507	1,034	1,374	449,984	451,358
02:00							341	341							497	507	1,004	1,344	450,014	451,358
02:30							341	341							497	507	1,004	1,344	450,014	451,358
03:00							341	341							497	726	1,223	1,563	449,795	451,358
03:30							667	667							497	1,005	1,501	2,168	449,190	451,358
04:00							667	277	943						497	1,263	1,760	2,703	448,655	451,358
04:30					277	667	326	1,269							497	1,263	1,760	3,029	448,329	451,358
05:00			1,161		277	1,007	945	3,390				282	279	1,313	2,766	4,639		8,029	443,329	451,358
05:30		581	1,161	1,325	553	1,947	2,824	8,392			506		965	2,591	4,543	8,605		16,998	434,360	451,358
06:00	773	1,078	1,751		2,189	3,157	4,757	13,705			417	1,092	2,002	1,398	4,728	6,218	15,855	29,561	421,797	451,358
06:30	773	1,078	888	1,161	2,492	3,483	6,029	15,905			1,375	1,092	2,202	2,842	4,728	7,671	19,910	35,815	415,543	451,358
07:00	450	3,227	3,240	4,300	3,551	4,627	8,295	27,691			3,670	3,411	3,540	3,390	6,420	11,622	32,053	59,744	391,614	451,358
07:30	450	2,452	2,358	5,000	3,810	5,898	7,705	27,673		386	5,285	3,985	3,349	3,429	7,377	11,181	34,992	62,665	388,693	451,358
08:00	450	3,395	2,273	6,633	4,427	5,602	10,900	33,680		685	4,104	5,443	5,138	3,479	8,594	14,440	41,882	75,562	375,796	451,358
08:30	450	2,847	2,273	7,000	4,150	5,944	10,217	32,882		685	2,666	4,229	4,253	3,479	9,296	14,656	39,263	72,144	379,214	451,358
09:00	1,078	1,401	5,118	7,522	5,064	6,995	13,223	40,401		685	2,996	3,368	5,528	4,414	11,277	14,338	42,605	83,005	368,353	451,358
09:30	450	628	4,314	7,155	5,064	7,612	13,226	38,450		685	2,996	3,368	5,528	4,414	10,998	14,362	42,350	80,800	370,558	451,358
10:00	1,018	1,401	3,573	6,490	4,750	7,954	12,571	37,757		1,101	2,455	3,192	5,528	5,394	11,788	14,899	44,356	82,114	369,244	451,358
10:30	1,018	628	3,573	5,686	4,750	7,355	12,249	35,258		1,438	2,038	3,192	5,022	5,394	11,509	15,634	44,227	79,485	371,873	451,358
11:00	1,018	628	3,215	5,164	4,750	6,947	11,972	33,695		1,022	2,061	2,814	4,865	5,374	11,072	15,156	42,364	76,058	375,300	451,358
11:30	1,018	628	3,215	5,164	5,074	7,612	12,249	34,960		1,022	2,061	2,541	4,865	5,175	11,328	14,667	41,660	76,620	374,738	451,358
12:00	1,223	1,684	2,857	4,318	3,471	6,027	8,229	27,809		1,644	819	3,155	3,648		8,121	9,533	26,922	54,731	396,627	451,358
12:30	1,223	1,684	2,857	3,957	3,130	5,775	7,580	26,207		1,981	819	3,155	3,141		7,360	7,337	23,793	50,000	401,358	451,358
13:00		2,232	2,634	2,455	2,788	5,498	7,857	23,464		1,227	1,334	3,319	2,922		6,595	6,147	21,545	45,009	406,349	451,358
13:30		2,232	2,634	2,455	2,788	4,558	7,238	21,906		1,644	1,110	2,931	2,922		6,067	5,421	20,096	42,001	409,357	451,358
14:00		4,283	2,634	3,780	2,171	5,204	7,613	25,685		1,622	1,489	3,048	1,672		5,364	4,459	17,654	43,339	408,019	451,358
14:30		3,855	2,634	4,643	2,171	5,204	7,291	25,797		1,496	546	3,329	1,672		5,116	4,958	17,117	42,914	408,444	451,358
15:00		3,027	3,796	4,999	2,531	5,480	7,271	27,104		1,101	924	3,926	1,921		4,384	5,415	17,672	44,776	406,582	451,358
15:30		3,158	2,634	3,896	2,190	5,480	6,949	24,308		1,101	1,310	3,256	1,672		4,384	4,698	16,422	40,730	410,628	451,358
16:00	773	3,803	2,192	2,777	1,850	4,863	5,739	21,998		1,101	1,101	934	3,152	1,891	4,625	5,407	18,212	40,209	411,149	451,358
16:30	773	1,902	2,874	3,035	2,190	4,246	5,803	20,823		1,518		546	2,879	1,672	4,405	4,918	15,939	36,762	414,596	451,358
17:00		2,352	1,102	2,088	2,228	4,237	6,422	18,429		1,101		546	2,933	1,438	4,458	3,666	14,142	32,571	418,787	451,358
17:30		1,804	1,325	2,088	2,228	4,579	6,420	18,445		1,518		819	2,660	1,438	3,672	3,400	13,507	31,951	419,407	451,358
18:00		428	1,043	1,284	2,244	2,602	4,828	12,429		685	833	546	2,378	945	3,497	3,096	11,981	24,410	426,948	451,358
18:30	773	428	522	1,284	1,902	2,602	4,488	11,998			1,170	273	2,378	945	2,443	2,379	9,588	21,586	429,772	451,358
19:00	773		1,325	1,504	1,651	1,333	4,488	11,074		386	1,438		1,825	507	2,686	2,160	9,001	20,075	431,283	451,358
19:30	773		1,325	2,085	656	2,016	4,165	11,020		386	1,438		1,319	507	2,686	1,911	8,247	19,266	432,092	451,358
20:00			1,906	923	314	1,007	3,483	7,633			685	273	1,319	248	2,428	1,473	6,426	14,059	437,299	451,358
20:30		450	1,385	342	314	1,007	3,474	6,973			685	273	659	248	2,193	1,708	5,766	12,739	438,619	451,358
21:00				342	977	1,009	3,181	5,509					659	248	1,716	1,702	4,325	9,835	441,523	451,358
21:30				342	314	1,009	2,867	4,532					659	248	1,467	1,702	4,077	8,609	442,749	451,358
22:00						667	1,924	2,591					659	248	765	1,497	3,170	5,760	445,598	451,358
22:30						341	1,583	1,924					659	248	765	1,497	3,170	5,094	446,264	451,358
23:00						341	652	993					659	248	765	1,014	2,687	3,679	447,679	451,358
23:30						341	326	667					659	248	765	1,014	2,687	3,353	448,005	451,358

[MARCH 2020] Radio Audiences by Half-hour Slots - By Station
Monday to Sunday

	Radju Malta	Radju Malta 2	Magic	One Radio	Net FM	89.7 Bay	Calypso Radio	103	Smash Radio	Radju Marija	Campus FM	Vibe FM	X FM	All Rock (DAB+)	BKR National (DAB+)	Bay Easy (DAB+)	Community Stations	Foreign Stations	NONE	Total
00:00				507	341		248											279	449,984	451,358
00:30				507	341		248											279	449,984	451,358
01:00				507	341		248											279	449,984	451,358
01:30				507	341		248											279	449,984	451,358
02:00				507	589		248												450,014	451,358
02:30				507	589		248												450,014	451,358
03:00				726	589		248												449,795	451,358
03:30				1,331	589		248												449,190	451,358
04:00				1,589	589		248			277									448,655	451,358
04:30				1,589	915		525												448,329	451,358
05:00				2,686	2,003	581	1,364	621		517									443,329	451,358
05:30	777	258	277	7,526	3,275	581	2,689			775		581			258				434,360	451,358
06:00	2,989	258	966	11,173	2,802	2,544	3,676	640		1,226	326	1,031	1,171		258		499		421,797	451,358
06:30	2,950	258	1243	15,265	3,061	3,313	4,391	561	724	1,763	326	522	367		258		499	314	415,543	451,358
07:00	6,340	599	2907	17,393	3,606	7,091	6,387	603	1,146	4,502	954	3,935	279	417	258	795	1,053	1,479	391,614	451,358
07:30	7,136	876	2501	18,055	4,188	7,960	7,226	326	873	4,594	954	4,552	279	417	258	273	813	1,384	388,693	451,358
08:00	9,913	599	2429	21,046	4,129	8,386	10,459	326	1,385	5,338	652	6,009	793	417	258	651	813	1,959	375,796	451,358
08:30	9,811	599	2429	20,134	4,129	6,796	10,926	326	1,385	5,090	994	5,051	793		258	651	813	1,959	379,214	451,358
09:00	13,448	599	2612	21,377	4,991	7,116	13,306	868	2,680	4,831	1,335	4,149	852		258	651	1,153	2,780	368,353	451,358
09:30	13,681	599	2612	20,991	4,756	7,116	13,928	868	1,907	4,831	1,335	2,482	852		258	651	1,153	2,780	370,558	451,358
10:00	15,316	258	2573	21,720	3,994	7,064	14,281	1284	1,326	5,093	1,335	3,025	271		258	651	1,153	2,509	369,244	451,358
10:30	14,777	258	2573	20,896	3,994	6,622	14,418	545	1,714	4,599	1,335	2,910	271		258	651	1,153	2,509	371,873	451,358
11:00	13,976	258	2302	18,708	3,654	7,031	14,676	545	1,714	4,711	1,333	3,025	271		258	273	1,153	2,169	375,300	451,358
11:30	13,799	258	2083	21,459	3,654	7,081	13,710	545	1,326	4,174	993	3,413	271		258	273	1,153	2,169	374,738	451,358
12:00	8,630	573	952	16,910	2,641	5,684	7,803	868	417	5,137	279	1,523	852		258		314	1,890	396,627	451,358
12:30	9,317	258	952	14,965	2,319	4,549	7,555	868	417	3,684	279	1,523	852		258		314	1,890	401,358	451,358
13:00	7,389	258	952	14,388	2,088	4,307	7,057	649	417	2,376	323	2,071	271		258		314	1,890	406,349	451,358
13:30	6,707	258	952	12,567	2,088	3,833	6,778	649	417	2,624	323	2,071	271		258		314	1,890	409,357	451,358
14:00	5,407	581	952	11,895	3,049	4,606	6,003	649	1,220	2,392	628	3,481	271				314	1,890	408,019	451,358
14:30	5,665	581	535	11,459	2,727	5,196	6,003	649	1,220	2,392	628	3,384	271				314	1,890	408,444	451,358
15:00	6,058	581	913	11,494	3,888	5,078	6,081	649	1,220	2,703		3,635	271				314	1,890	406,582	451,358
15:30	5,781	581	913	11,272	2,985	3,658	5,559	649	1,220	2,484		3,152	271				314	1,890	410,628	451,358
16:00	4,597	581	923	9,678	2,985	5,243	6,142	649	1,220	3,106		2,811	271				554	1,448	411,149	451,358
16:30	4,689	581	2054	9,182	2,985	3,861	5,866	649	1,220	1,773		2,230	271				314	1,087	414,596	451,358
17:00	4,010	581	849	8,723	3,732	2,486	4,530	649	1,220	1,905		2,214	271				314	1,087	418,787	451,358
17:30	3,815	581	849	9,306	3,474	1,962	4,530	649	1,220	1,313		1,360	1,075	417			314	1,087	419,407	451,358
18:00	2,348	258	849	8,038	2,402	1,661	2,501	649	417	1,080		1,337	271	417		522	573	1,087	426,948	451,358
18:30	2,007	258	849	7,359	2,402	1,551	2,501	649	417	582		1,337	271				314	1,087	429,772	451,358
19:00	1,255	258	573	6,260	2,571	1,844	2,435	649	417	582		909	581				314	1,427	431,283	451,358
19:30	1,255	258	258	6,602	2,323	1,844	2,113	649	417	582		909	1,162				314	581	432,092	451,358
20:00	913			5,159	1,642	1,240	1,831	649		240		1,490	581				314		437,299	451,358
20:30	913			4,782	1,159	958	2,065	326		489	314	969	450				314		438,619	451,358
21:00	913		341	4,227	1,159		1,278	326		248	314	388					314	326	441,523	451,358
21:30	913			3,656	1,159		1,278	326		248		388					314	326	442,749	451,358
22:00	913	341		2,462	599		483			248		388						326	445,598	451,358
22:30	573	341		2,136	599		483			248		388						326	446,264	451,358
23:00	258			1,611	599		248			248		388						326	447,679	451,358
23:30	258			1,611	599		248			248		388							448,005	451,358

Television

Audience Reach by TV Station [N]

[MARCH 2020]

	Ranking	Total [N]	Gender		Age Group							District					
			Males	Females	12-20	21-30	31-40	41-50	51-60	61-70	71+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
TVM	[1]	208,724	98,374	110,351	16,841	36,878	32,413	31,615	24,974	29,444	36,561	37,335	67,577	31,744	27,328	33,073	11,667
ONE	[2]	87,287	42,075	45,212	3,935	8,000	7,664	11,294	12,445	21,502	22,447	17,950	24,571	15,790	10,635	11,702	6,639
Net TV	[3]	37,618	17,981	19,637	428	1,504	2,173	4,788	4,085	9,776	14,865	5,748	12,747	4,539	7,252	5,557	1,774
TVM 2	[4]	20,749	8,053	12,696	1,159	1,669	1,077	714	2,409	4,073	9,648	1,936	8,746	3,181	2,438	3,580	869
F Living	[5]	5,086	1,976	3,110	685			659	258	1,807	1,676		3,128	219	235	605	900
TSN Melita/GO	[6]	4,752	4,752			628	883	1,602	277	341	1,022	1,181	2,166	1,043			361
Xejk	[7]	3,997	929	3,068					803	804	2,390	1,022	1,034	219	235	1,488	
GO Stars	[8]	2,754	1,176	1,578			1,085	765	314	341	248	626	728	522		564	314
Smash	[9]	2,658	1,387	1,271	428			506	277	599	849	525	857	342	934		
iTV	[11]	1,184	652	532			273			584	326		258	273		652	
Melita More	[12]	894		894		417			258	219			258	219		417	
Foreign Stations	[13]	128,365	63,167	65,198	6,820	18,923	22,162	23,608	12,898	24,341	19,614	19,413	43,532	18,557	18,269	23,260	5,334
Total		504,069	240,523	263,546	30,296	68,018	67,730	75,551	58,999	93,829	109,646	85,737	165,604	76,648	67,325	80,897	27,858

Audience Reach by TV Station [%]

[MARCH 2020]

Audience Reach by TV Station [%]																			[MARCH 2020]	
	Ranking	Total [≈N] [rounded-up]	Total %	Gender		Age Group							District							
				Males	Females	12-20	21-30	31-40	41-50	51-60	61-70	71+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino		
TVM	[1]	209,000	41.41	40.90	41.87	55.59	54.22	47.86	41.85	42.33	31.38	33.34	43.55	40.81	41.42	40.59	40.88	41.88		
ONE	[3]	88,000	17.32	17.49	17.16	12.99	11.76	11.32	14.95	21.09	22.92	20.47	20.94	14.84	20.60	15.80	14.47	23.83		
Net TV	[4]	38,000	7.46	7.48	7.45	1.41	2.21	3.21	6.34	6.92	10.42	13.56	6.70	7.70	5.92	10.77	6.87	6.37		
TVM 2	[5]	21,000	4.12	3.35	4.82	3.82	2.45	1.59	0.94	4.08	4.34	8.80	2.26	5.28	4.15	3.62	4.43	3.12		
F Living	[6]	6,000	1.01	0.82	1.18	2.26			0.87	0.44	1.93	1.53		1.89	0.29	0.35	0.75	3.23		
TSN Melita/GO	[7]	5,000	0.94	1.98	0.00		0.92	1.30	2.12	0.47	0.36	0.93	1.38	1.31	1.36			1.30		
Xejk	[8]	4,000	0.79	0.39	1.16					1.36	0.86	2.18	1.19	0.62	0.29	0.35	1.84			
GO Stars	[9]	3,000	0.55	0.49	0.60			1.60	1.01	0.53	0.36	0.23	0.73	0.44	0.68		0.70	1.13		
Smash	[10]	3,000	0.53	0.58	0.48	1.41			0.67	0.47	0.64	0.77	0.61	0.52	0.45	1.39				
iTV	[11]	2,000	0.23	0.27	0.20			0.40			0.62	0.30		0.16	0.36		0.81			
Melita More	[12]	1,000	0.18		0.34		0.61			0.44	0.23			0.16	0.29		0.52			
Foreign Stations	[2]	129,000	25.47	26.26	24.74	22.51	27.82	32.72	31.25	21.86	25.94	17.89	22.64	26.29	24.21	27.14	28.75	19.15		
Total %			100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		

TV Audiences by Gender BY Half-hour slot – Monday to Sunday																	[MARCH 2020]			
	Males								Females								Total M&F	None	Total N	
	12-20	21-30	31-40	41-50	51-60	61-70	71+	Total M	12-20	21-30	31-40	41-50	51-60	61-70	71+	Total F				
00:00										386						219	605	605	450,753	451,358
00:30										386							386	386	450,972	451,358
01:00										386							386	386	450,972	451,358
01:30										386							386	386	450,972	451,358
02:00																		451,358	451,358	
02:30																		451,358	451,358	
03:00																		451,358	451,358	
03:30																		451,358	451,358	
04:00																		451,358	451,358	
04:30																		451,358	451,358	
05:00																		451,358	451,358	
05:30						314	342	656										656	450,702	451,358
06:00						314	619	933					279				279	1,212	450,146	451,358
06:30						314	895	1,210					527				527	1,737	449,621	451,358
07:00						1,269	553	1,823		386	555		1,273	741	1,248	4,203	6,026	445,332	451,358	
07:30						1,269	277	1,546		386	555	282	1,273	483	1,000	3,978	5,524	445,834	451,358	
08:00			367		323	1,236	958	2,883		386	282	825	1,532	4,333	1,517	8,874	11,757	439,601	451,358	
08:30			367		323	1,301	1,298	3,289		386	282	553	1,532	2,273	1,024	6,049	9,338	442,020	451,358	
09:00			367	367	323	1,025	681	2,762		417	1,320	553	1,532	2,562	1,779	8,163	10,925	440,433	451,358	
09:30		1,341	1,171	948	323	1,367	1,336	6,484		417	1,320	941	2,523	3,855	3,237	12,293	18,777	432,581	451,358	
10:00		1,135	1,171	948	663	1,984	1,644	7,544		386	2,278	1,708	659	2,513	3,318	2,720	13,582	21,127	430,231	451,358
10:30		568	367	948	1,004	1,642	1,330	5,858		386	1,941	1,708	1,553	2,015	3,059	1,969	12,631	18,488	432,870	451,358
11:00		1,018		581	1,004	1,300	1,330	5,232		386	2,752	1,990	1,825	2,494	3,059	2,397	14,902	20,134	431,224	451,358
11:30		1,018		948	1,004	1,300	1,330	5,599		386	1,999	1,602	1,437	2,001	2,840	2,397	12,661	18,260	433,098	451,358
12:00	1,056	1,791	1,607	2,376	1,963	1,968	1,284	12,045	2,589	5,704	3,302	1,805	3,503	5,284	2,955	25,141	37,186	414,172	451,358	
12:30	1,078	4,533	804	2,109	1,964	1,691	1,901	14,081	2,471	3,532	3,538	2,097	4,263	5,075	4,645	25,621	39,702	411,656	451,358	
13:00	1,341	2,227	361	1,529	1,685	2,661	1,819	11,623	2,054	1,188	1,039	2,390	3,683	5,210	4,367	19,931	31,554	419,804	451,358	
13:30	1,341	1,196	361	1,529	2,011	2,661	1,819	10,918	2,054	1,188	1,039	2,390	3,878	5,210	4,884	20,643	31,561	419,797	451,358	
14:00	628	1,969	361	2,699	2,025	2,688	2,482	12,853	2,054	4,470	2,448	3,900	3,589	6,235	5,576	28,272	41,125	410,233	451,358	
14:30	628	1,969	728	2,332	2,025	2,688	2,887	13,257	2,054	4,133	1,884	4,182	3,589	5,972	6,626	28,440	41,697	409,661	451,358	
15:00	1,078	1,196	728	2,913	1,344	4,053	2,564	13,877	685	5,171	2,942	4,474	3,096	8,714	7,586	32,668	46,545	404,813	451,358	
15:30	1,078	1,196	728	3,494	1,344	4,053	2,815	14,708	685	4,337	2,282	3,862	3,355	8,239	7,361	30,122	44,830	406,528	451,358	
16:00	628	1,646	728	4,512	1,344	4,278	5,741	18,877	1,370	4,149	2,282	3,872	3,584	7,042	6,377	28,677	47,554	403,804	451,358	
16:30	628	1,646	728	4,512	1,667	4,620	5,464	19,265	1,370	4,149	2,176	4,144	3,623	6,356	6,601	28,420	47,685	403,673	451,358	
17:00	1,401	1,646	361	4,170	1,667	4,893	5,767	19,906	685	4,149	2,449	3,864	3,689	7,536	6,314	28,686	48,592	402,766	451,358	
17:30	1,401	1,646	361	4,453	1,667	5,847	8,605	23,980	1,370	4,149	2,449	3,970	4,743	8,105	8,831	33,616	57,596	393,762	451,358	
18:00	1,401	2,800	1,384	3,777	2,243	7,060	8,554	27,219	722	5,037	3,227	4,815	5,221	9,357	9,883	38,263	65,482	385,876	451,358	
18:30	628	2,778	1,965	3,777	4,504	9,023	9,940	32,615	722	4,988	3,098	4,756	6,043	9,979	9,681	39,268	71,882	379,476	451,358	
19:00	976	2,004	3,127	5,325	7,047	9,949	9,595	38,024	1,059	6,358	3,363	5,845	6,321	10,059	10,149	43,153	81,177	370,181	451,358	
19:30	2,257	3,751	5,921	10,427	10,847	19,252	18,368	70,823	1,059	11,102	7,747	10,628	10,293	15,504	19,893	76,226	147,049	304,309	451,358	
20:00	9,567	15,109	13,655	15,225	14,435	17,968	19,006	104,966	3,667	15,738	18,589	16,117	13,320	20,159	21,605	109,196	214,162	237,196	451,358	
20:30	4,821	6,799	10,087	9,239	8,900	11,248	9,920	61,015	1,518	8,018	10,549	10,101	7,931	15,026	12,005	65,147	126,163	325,195	451,358	
21:00	2,970	8,716	11,258	10,599	7,628	10,353	11,863	63,387	1,525	7,177	10,077	10,852	7,398	13,883	11,842	62,753	126,140	325,218	451,358	
21:30	2,970	8,716	9,214	9,736	6,571	8,051	9,865	55,122	1,525	6,156	9,144	10,182	6,660	12,716	10,277	56,659	111,781	339,577	451,358	
22:00	2,747	4,415	4,907	7,761	3,728	4,431	6,158	34,147	771	3,074	5,823	4,863	3,640	5,681	5,248	29,102	63,249	388,109	451,358	
22:30	2,319	3,620	2,694	4,819	3,073	3,892	4,598	25,015	771	1,407	3,997	4,475	2,427	4,437	3,757	21,272	46,286	405,072	451,358	
23:00	773	773	367	581	1,004	2,897	2,908	9,302		1,139	835	1,494	1,916	994	765	7,144	16,446	434,912	451,358	
23:30		1,201	728	581	1,004	2,555	2,355	8,423		386	835	1,590	1,407	994	736	5,948	14,371	436,987	451,358	

TV Audiences by Half-hour Slots - By Station
Monday to Sunday

	TVM	ONE	Net	Smash	TVM 2	F Living	Xejk	iTV	TSN Melita jew GO	GO Stars	Melita More	Stazzion lehor/barrani	None	Total N
00:00	219											386	450,753	451,358
00:30												386	450,972	451,358
01:00												386	450,972	451,358
01:30												386	450,972	451,358
02:00													451,358	451,358
02:30													451,358	451,358
03:00													451,358	451,358
03:30													451,358	451,358
04:00													451,358	451,358
04:30													451,358	451,358
05:00													451,358	451,358
05:30												656	450,702	451,358
06:00	555											656	450,146	451,358
06:30	832	248										656	449,621	451,358
07:00	2,607	1,042										2,377	445,332	451,358
07:30	2,612	784										2,129	445,834	451,358
08:00	4,451	4,844										2,462	439,601	451,358
08:30	4,172	2,391	219		258							2,298	442,020	451,358
09:00	4,950	2,143	219		258							3,354	440,433	451,358
09:30	7,395	2,641	219		5,168							3,354	432,581	451,358
10:00	6,040	4,307	1,175		3,558			326				5,721	430,231	451,358
10:30	5,800	4,526	1,226	506	386			326				5,719	432,870	451,358
11:00	8,184	4,372	1,786	506				326				4,960	431,224	451,358
11:30	7,253	3,817	1,398	506				326				4,960	433,098	451,358
12:00	23,508	4,833	1,407	934	561			326				5,618	414,172	451,358
12:30	24,465	6,080	1,407	506		537		326	341			6,040	411,656	451,358
13:00	12,980	6,049	1,626			1,123		326	341			9,110	419,804	451,358
13:30	10,785	6,049	1,626			1,123		326	969			10,683	419,797	451,358
14:00	10,678	6,443	1,646	248	258	1,149			969	908		18,825	410,233	451,358
14:30	9,212	6,443	3,251	248	258	1,149			1,309	908		18,918	409,661	451,358
15:00	10,878	6,443	2,911	507	258	1,830	235		1,309	1,248		20,926	404,813	451,358
15:30	7,855	5,703	2,614	507	573	2,308	483		1,309	1,248		22,231	406,528	451,358
16:00	8,154	7,740	4,164	248	573	1,430		326	1,990	282		22,647	403,804	451,358
16:30	8,084	8,204	4,164	248	258	953		326	1,990	282		23,175	403,673	451,358
17:00	9,111	8,519	3,530		2,104	916			1,990	282		22,141	402,766	451,358
17:30	9,554	9,584	3,251		10,933	1,600	507		1,990	282		19,894	393,762	451,358
18:00	15,883	12,367	4,544	599	7,308		2,336		1,022			21,422	385,876	451,358
18:30	13,722	22,465	4,996	341	4,893		1,511		1,022			22,933	379,476	451,358
19:00	16,116	24,667	7,203	341	4,402	326	1,341		681			26,101	370,181	451,358
19:30	16,085	73,054	27,784	341	2,260	258	605		681			25,981	304,309	451,358
20:00	158,080	15,326	5,591		537	258	881	532	341	388	675	31,553	237,196	451,358
20:30	52,444	14,784	5,293	277	1,929	987	881	532	1,223	702		47,111	325,195	451,358
21:00	37,157	12,976	5,198	600	1,156	987	605	258	2,762	1,224	219	62,998	325,218	451,358
21:30	33,905	10,199	5,154	258	1,250	646		258	1,718	1,505	219	56,666	339,577	451,358
22:00	13,030	5,512	3,096		1,424	549			915	1,118		37,605	388,109	451,358
22:30	7,636	4,200	2,431		1,008	549			638	314		29,510	405,072	451,358
23:00	2,558	1,332	341		773							11,443	434,912	451,358
23:30	1,636	1,757	341				219					10,419	436,987	451,358

Additional Data [July 2019]

Population

Weighted Sample Profile by Age Groups: By Gender and By Districts										[JULY 2019]
	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%	
31-40	164	79	84	33	58	25	18	25	4	
	13.2%	12.6%	13.8%	15.7%	14.4%	14.0%	11.9%	12.0%	4.7%	
	100.0%	48.6%	51.4%	20.1%	35.7%	15.4%	11.2%	15.1%	2.5%	
41-50	252	143	110	30	84	39	30	50	20	
	20.4%	22.6%	18.1%	14.4%	20.7%	21.5%	19.6%	24.0%	23.8%	
	100.0%	56.5%	43.5%	11.9%	33.2%	15.3%	12.1%	19.6%	8.0%	
51-60	93	47	46	16	21	17	13	18	7	
	7.5%	7.4%	7.6%	7.9%	5.1%	9.7%	8.6%	9.0%	8.0%	
	100.0%	50.4%	49.6%	17.6%	22.2%	18.8%	14.3%	19.8%	7.2%	
61-70	146	69	77	26	48	24	19	17	13	
	11.8%	10.9%	12.7%	12.4%	11.7%	13.3%	12.2%	8.1%	15.3%	
	100.0%	47.1%	52.9%	17.7%	32.6%	16.4%	12.9%	11.5%	8.8%	
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%	

Population Demographics by Age Groups: By Gender and By Districts										[JULY 2019]
	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%	
31-40	58,322	28,327	29,995	11,737	20,849	8,957	6,556	8,793	1,431	
	13.2%	12.6%	13.8%	15.7%	14.4%	14.0%	11.9%	12.0%	4.7%	
	100.0%	48.6%	51.4%	20.1%	35.7%	15.4%	11.2%	15.1%	2.5%	
41-50	90,026	50,904	39,122	10,728	29,853	13,770	10,852	17,655	7,167	
	20.4%	22.6%	18.1%	14.4%	20.7%	21.5%	19.6%	24.0%	23.8%	
	100.0%	56.5%	43.5%	11.9%	33.2%	15.3%	12.1%	19.6%	8.0%	
51-60	33,206	16,751	16,455	5,860	7,382	6,230	4,747	6,585	2,402	
	7.5%	7.4%	7.6%	7.9%	5.1%	9.7%	8.6%	9.0%	8.0%	
	100.0%	50.4%	49.6%	17.6%	22.2%	18.8%	14.3%	19.8%	7.2%	
61-70	52,055	24,536	27,519	9,231	16,979	8,528	6,722	5,989	4,605	
	11.8%	10.9%	12.7%	12.4%	11.7%	13.3%	12.2%	8.1%	15.3%	
	100.0%	47.1%	52.9%	17.7%	32.6%	16.4%	12.9%	11.5%	8.8%	
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%	

Radio

Audience Reach by Radio Station [N]

[JULY 2019]

	Ranking	Total [N]	Gender		Age Group0							Districts					
			Males	Females	12-20	21-30	31-40	41-50	51-60	61-70	71+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
89.7 Bay	[1]	63,824	36,308	27,516	13,836	11,446	15,454	18,374	2,954	1,462	298	9,188	19,331	12,702	8,325	12,458	1,819
ONE Radio	[2]	40,551	20,887	19,664	1,443	1,216	3,047	4,545	4,288	10,147	15,865	10,492	11,501	6,108	6,241	4,610	1,598
Vibe FM	[3]	28,584	14,884	13,700	448	1,569	1,972	5,796	2,877	5,025	10,897	4,242	9,640	3,998	4,259	4,043	2,402
Radju Malta	[4]	24,428	13,475	10,953	1,618	7,058	8,185	7,043	225	298		2,918	8,437	5,857	2,261	4,955	
Calypso Radio	[5]	19,327	11,456	7,870	592	632	439	2,254	4,525	5,716	5,168	3,992	3,417	3,150	3,106	4,573	1,089
Radju Marija	[6]	13,839	3,883	9,955			544	881	1,663	1,082	9,668	4,130	4,066	1,996	958	2,021	668
Net FM	[7]	10,777	7,253	3,524	339	1,691	4,090	4,094	259		304	1,534	4,625	946	1,096	2,577	
Magic	[8]	10,197	4,500	5,697			619	544	597	2,381	6,056	1,749	4,129	2,077	239	1,780	223
103 FM	[9]	9,393	3,287	6,106		1,795	1,217	4,782	1,426	174		1,406	3,778	1,849	643	1,717	
Smash Radio	[11]	9,377	4,313	5,064		592	430	457	295	2,183	5,419	2,769	2,719	1,474	1,311	1,104	
X FM	[12]	5,923	2,921	3,002			2,355	3,568				673	808	1,675	384	566	1,817
Campus FM	[14]	2,305	1,822	484		785		430	304		787	430	1,650			225	
Radju Malta 2	[16]	897	897							298	599	295	304			298	
Community Stations	[15]	1,471		1,471				544		481	446		803				668
Foreign Stations	[13]	5,327	3,612	1,714			722	1,631	1,206	295	1,472	295	2,062	666	239	1,742	322
Total		246,219	129,498	116,722	18,277	26,784	39,075	54,944	20,619	29,543	56,978	44,112	77,270	42,499	29,062	42,670	10,607

Audience Reach by Radio Station [%]

[JULY 2019]

	Ranking	Total [≈N] [rounded-up]	Total %	Gender		Age Group							Districts					
				Males	Females	12-20	21-30	31-40	41-50	51-60	61-70	71+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
89.7 Bay	[1]	64,000	25.92	28.04	23.57	75.70	42.74	39.55	33.44	14.33	4.95	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	7.80	8.27	20.80	34.35	27.84	23.78	14.88	14.37	21.47	10.80	15.07
Vibe FM	[3]	29,000	11.61	11.49	11.74	2.45	5.86	5.05	10.55	13.95	17.01	19.12	9.62	12.48	9.41	14.66	9.47	22.64
Radju Malta	[4]	25,000	9.92	10.41	9.38	8.86	26.35	20.95	12.82	1.09	1.01		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	1.12	4.10	21.95	19.35	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			1.39	1.60	8.07	3.66	16.97	9.36	5.26	4.70	3.29	4.74	6.30
Net FM	[7]	11,000	4.38	5.60	3.02	1.86	6.31	10.47	7.45	1.26		0.53	3.48	5.99	2.23	3.77	6.04	
Magic	[8]	11,000	4.14	3.48	4.88			1.59	0.99	2.89	8.06	10.63	3.96	5.34	4.89	0.82	4.17	2.10
103 FM	[9]	10,000	3.81	2.54	5.23		6.70	3.11	8.70	6.91	0.59		3.19	4.89	4.35	2.21	4.02	
Smash Radio	[11]	10,000	3.81	3.33	4.34		2.21	1.10	0.83	1.43	7.39	9.51	6.28	3.52	3.47	4.51	2.59	
X FM	[12]	6,000	2.41	2.26	2.57			6.03	6.49				1.52	1.05	3.94	1.32	1.33	17.13
Campus FM	[14]	3,000	0.94	1.41	0.41		2.93		0.78	1.47		1.38	0.97	2.14			0.53	
Radju Malta 2	[16]	1,000	0.36	0.69							1.01	1.05	0.67	0.39			0.70	
Community Stations	[15]	2,000	0.60		1.26				0.99		1.63	0.78		1.04				6.30
Foreign Stations	[13]	6,000	2.16	2.79	1.47			1.85	2.97	5.85	1.00	2.58	0.67	2.67	1.57	0.82	4.08	3.03
Total %			100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Radio Audiences by Gender BY Half-hour slot – Monday to Sunday																	[JULY 2019]			
	Males								Females								Total M&F	None	Total N	
	12-20	21-30	31-40	41-50	51-60	61-70	71+	Total M	12-20	21-30	31-40	41-50	51-60	61-70	71+	Total F				
00:00						301	322	623						223	517	739	1,363	440,824	442,187	
00:30						301	322	623						223	517	739	1,363	440,824	442,187	
01:00						301	322	623						223	756	979	1,602	440,585	442,187	
01:30						301	322	623						223	988	1,211	1,834	440,353	442,187	
02:00						301	322	623						223	988	1,211	1,834	440,353	442,187	
02:30						301	581	883						223	988	1,211	2,093	440,094	442,187	
03:00						301	581	883						223	988	1,211	2,093	440,094	442,187	
03:30						301	581	883						223	988	1,211	2,093	440,094	442,187	
04:00						603	879	1,482			286			481	1,246	2,013	3,495	438,692	442,187	
04:30						603	879	1,482						481	1,246	1,727	3,209	438,978	442,187	
05:00		438		430		603	879	2,350			544		232	945	3,165	4,885	7,235	434,952	442,187	
05:30		438		869		1,208	1,436	3,951			544	619	232	1,789	3,134	6,318	10,269	431,918	442,187	
06:00		438	2,046	2,463	1,475	2,135	2,666	11,224			628	2,044	950	1,377	2,750	6,567	25,540	416,647	442,187	
06:30		1,626	2,628	5,882	3,537	2,129	3,895	19,696			862	1,686	2,409	3,742	1,834	2,674	7,843	21,051	442,187	
07:00	2,218	3,432	6,613	8,481	4,626	2,949	7,610	35,929	1,160	1,359	5,985	8,973	2,873	4,753	13,536	38,638	74,567	367,620	442,187	
07:30	995	3,645	7,433	10,906	3,722	3,600	7,294	37,595	770	1,359	5,976	8,841	3,029	5,087	13,067	38,128	75,723	366,464	442,187	
08:00	1,224	4,430	6,799	10,910	4,351	3,887	8,641	40,243	1,306	3,366	9,153	10,695	3,112	5,204	14,429	47,264	87,507	354,680	442,187	
08:30	1,224	3,221	5,930	9,377	3,538	3,274	8,358	34,923	967	2,470	5,846	8,723	2,713	5,867	14,651	41,236	76,159	366,028	442,187	
09:00	1,817	3,660	5,052	7,770	3,584	4,094	9,827	35,804	339	1,160	4,576	9,685	3,488	8,105	18,166	45,519	81,323	360,864	442,187	
09:30	1,817	3,660	5,052	8,209	2,983	4,094	10,420	36,235	339	1,160	3,622	8,735	3,488	8,519	18,391	44,254	80,488	361,699	442,187	
10:00	1,224	4,006	4,826	7,467	2,979	5,905	9,909	36,316			431	4,054	7,529	3,488	8,288	17,510	41,300	77,617	364,570	442,187
10:30	1,224	4,445	3,210	8,072	2,941	4,994	9,909	34,795			431	3,670	7,529	3,488	8,114	17,020	40,252	75,047	367,140	442,187
11:00	1,224	2,875	2,628	5,864	3,244	4,699	9,302	29,837	895	431	3,622	7,448	3,514	7,891	15,900	39,702	69,539	372,648	442,187	
11:30	1,224	2,875	3,058	6,362	2,941	4,958	10,797	32,215	895	862	3,622	6,539	3,737	7,943	16,254	39,852	72,067	370,120	442,187	
12:00	632	2,009	3,640	4,559	2,091	4,406	10,320	27,657	339	431	2,871	3,156	2,772	4,610	11,191	25,370	53,026	389,161	442,187	
12:30	632	1,417	3,058	4,559	1,530	4,138	9,419	24,753			431	2,613	3,105	2,639	4,829	9,140	22,758	47,511	394,676	442,187
13:00	1,035	1,417	2,628	5,358	1,828	3,879	6,800	22,945	1,879	729	2,229	3,548	2,104	4,510	8,857	23,857	46,802	395,385	442,187	
13:30	1,035	1,417	2,628	6,353	1,828	3,584	7,095	23,940	339		1,528	4,191	1,879	4,271	8,340	20,548	44,488	397,699	442,187	
14:00	1,819	2,201	2,628	5,509	1,525	2,985	6,800	23,468			2,645	3,346	1,653	3,874	8,115	19,633	43,101	399,086	442,187	
14:30	1,819	2,201	2,628	5,939	1,525	2,681	7,098	23,892			3,111	2,801	1,479	4,097	8,115	19,603	43,495	398,692	442,187	
15:00	2,986	1,417	2,780	9,443	1,522	2,380	6,207	26,734	1,456	1,506	1,192	3,286	1,479	4,278	8,702	21,901	48,635	393,552	442,187	
15:30	2,986	1,819	3,058	9,013	2,416	2,973	6,207	28,472	339	1,075	1,192	2,950	1,479	4,278	7,834	19,148	47,620	394,567	442,187	
16:00	5,607	4,302	2,259	4,853	2,116	2,983	6,165	28,284	787		2,928	2,204	2,208	3,560	8,068	19,755	48,039	394,148	442,187	
16:30	2,794	2,772	2,259	4,045	1,817	2,983	6,171	22,840			4,145	2,770	1,620	3,302	7,597	19,434	42,274	399,913	442,187	
17:00	3,007	1,647	1,163	5,572	1,528	3,286	6,502	22,705	448		3,371	1,578	1,137	3,293	6,897	16,723	39,428	402,759	442,187	
17:30	2,604	2,660	1,745	4,990	1,823	3,590	7,065	24,477			2,953	1,295	1,137	3,524	7,156	16,065	40,542	401,645	442,187	
18:00	632	876	3,710	3,033	1,823	2,066	6,744	18,884	388		1,164	1,660	1,104	2,830	6,417	13,563	32,447	409,740	442,187	
18:30	632	438	1,890	3,033	1,528	1,461	4,930	13,912	895		828	1,741	864	2,340	5,704	12,373	26,285	415,902	442,187	
19:00	1,035	438	1,890	1,021	1,224	1,455	4,668	11,731			909	619	672	2,333	6,125	10,658	22,389	419,798	442,187	
19:30	632	438	869	1,021	1,224	862	4,106	9,152			909	619	174	2,564	4,601	8,868	18,020	424,167	442,187	
20:00		592	439	1,021	599	1,157	2,952	6,761			1,655	648		1,753	3,921	7,977	14,737	427,450	442,187	
20:30			439	1,021	599	1,157	2,649	5,865	431		1,089	648		1,753	3,663	7,583	13,448	428,739	442,187	
21:00			439	1,021	599	1,455	2,668	6,182			544	566	232	1,263	3,027	5,632	11,813	430,374	442,187	
21:30			439	1,021	599	1,455	2,364	5,878			544		232	1,494	3,027	5,297	11,175	431,012	442,187	
22:00		632		1,247	599	1,160	2,061	5,699	628		544		232	986	3,269	5,658	11,357	430,830	442,187	
22:30		632		439	304	1,160	2,061	4,595			544		232	812	2,787	4,375	8,971	433,216	442,187	
23:00					897	1,464	1,763	4,123			544		232	406	2,058	3,240	7,363	434,824	442,187	
23:30					599	1,464	1,763	3,825			544		232	406	2,058	3,240	7,065	435,122	442,187	

[JULY 2019] Radio Audiences by Half-hour Slots - By Station
Monday to Sunday

	Radju Malta	Radju Malta 2	Magic	One Radio	Net FM	Bay Radio	Calypso Radio	RTK	Smash Radio	Radju Marija	Campus FM	Vibe FM	X FM	Community Stations	Foreign Stations	None	Total N
00:00	223			301			258			258					322	440,824	442,187
00:30	223			301			258			258					322	440,824	442,187
01:00	223			301	239		258			258					322	440,585	442,187
01:30	223			301	239		258			490					322	440,353	442,187
02:00	223			301	239		258			490					322	440,353	442,187
02:30	223			561	239		258			490					322	440,094	442,187
03:00	223			561	239		258			490					322	440,094	442,187
03:30	223			561	239		258			490					322	440,094	442,187
04:00	223			819	537		560	258	286	490					322	438,692	442,187
04:30	223			819	537		560	258		490					322	438,978	442,187
05:00	702			1,853	1,240	868	1,263	258		729					322	434,952	442,187
05:30	462		283	3,572	1,182	1,643	1,790	517		498					322	431,918	442,187
06:00	1,889	295	628	10,447	1,441	3,544	3,435	258	336	2,271		713			283	416,647	442,187
06:30	4,620	295	1,377	12,949	1,898	8,045	3,435	258	918	2,974		2,189	964		824	401,440	442,187
07:00	8,210		2,942	17,818	2,967	13,244	6,794	1,624	2,131	5,972	430	8,154	1,948	767	1,567	367,620	442,187
07:30	8,255		3,898	18,499	3,019	14,050	6,760	1,626	1,845	5,335	734	6,587	3,388	767	961	366,464	442,187
08:00	8,872		3,352	18,870	3,464	19,379	10,306	2,358	2,894	4,250	734	6,428	3,990	767	1,843	354,680	442,187
08:30	7,605		2,325	17,643	3,722	13,472	9,854	1,796	3,642	4,508	734	5,607	2,924	767	1,560	366,028	442,187
09:00	9,730		2,500	19,080	4,440	11,531	11,662	4,230	3,561	4,186	529	3,965	2,855	767	2,288	360,864	442,187
09:30	10,025		2,196	20,525	4,440	10,577	11,662	4,160	2,894	4,412	304	3,682	2,855	767	1,990	361,699	442,187
10:00	10,229		1,467	17,677	4,569	12,307	11,118	3,884	2,557	4,939	1,088	2,858	1,306	1,026	2,591	364,570	442,187
10:30	9,997		1,293	16,868	4,007	11,115	11,377	3,884	2,557	4,939	1,088	3,297	1,306	1,026	2,293	367,140	442,187
11:00	10,508		1,293	16,505	4,007	7,913	9,776	3,216	2,557	5,013	304	4,125	1,306	1,026	1,990	372,648	442,187
11:30	10,088		929	20,893	4,007	7,610	9,602	3,216	2,557	4,787	304	4,011	1,306	767	1,990	370,120	442,187
12:00	5,632	298	544	16,854	3,029	6,731	5,414	2,443	1,413	5,144	562	3,085	808	223	847	389,161	442,187
12:30	3,956	298	881	16,161	1,741	5,810	5,155	2,100	1,413	4,445	562	3,113	808	223	847	394,676	442,187
13:00	3,196	298	881	12,874	1,738	8,286	5,248	2,132	1,413	3,705	304	4,512	1,147	223	847	395,385	442,187
13:30	3,491	298	1,089	12,118	1,443	7,927	5,022	2,132	1,413	3,705	304	3,670	808	223	847	397,699	442,187
14:00	2,973		909	12,262	967	7,832	4,289	2,132	1,995	3,479	304	3,172	1,717	223	847	399,086	442,187
14:30	2,670		909	12,681	967	8,118	4,289	1,837	1,995	3,479	304	4,147	808	446	847	398,692	442,187
15:00	4,014		1,717	10,084	967	9,430	5,335	1,874	1,995	4,207	304	5,462	1,953	446	847	393,552	442,187
15:30	4,014		2,021	10,206	967	7,730	5,631	2,169	1,995	3,513	304	6,163	1,616	446	847	394,567	442,187
16:00	3,077		1,937	10,041	1,701	12,223	5,275	2,946	1,995	3,160	304	3,767	544	223	847	394,148	442,187
16:30	2,523		2,854	9,745	1,701	6,673	5,570	2,949	2,278	2,689	304	2,983	1,176	223	607	399,913	442,187
17:00	1,294		1,139	8,173	2,128	6,921	5,615	2,471	1,777	2,689	607	4,319	1,021	668	607	402,759	442,187
17:30	1,553	304	802	9,010	2,128	6,855	5,615	2,169	1,413	3,242	607	4,549	1,021	668	607	401,645	442,187
18:00	1,752	304	802	7,342	2,102	4,266	4,471	1,309	1,413	3,312	607	2,184	808	446	1,046	410,023	442,187
18:30	1,055	304	364	7,187	1,012	2,530	4,000	1,309	1,130	2,463	607	2,184		446	1,411	416,185	442,187
19:00	608	304		6,073	709	3,414	3,297	1,868		2,715	304	1,012	336	704	1,046	419,798	442,187
19:30	839	304		5,084	709	2,455	3,297	752		2,199	304	430	336	704	607	424,167	442,187
20:00	478		544	4,317	535	2,261	2,680	752		1,799	304	283		481	304	427,450	442,187
20:30	478		544	3,755	535	1,816	2,680	752		1,799	304			481	304	428,739	442,187
21:00	1,085			3,284	239	582	3,648	457		1,628	304	283			304	430,374	442,187
21:30	1,317			3,001	239	582	3,648	457		1,628					304	431,012	442,187
22:00	652			2,706	239	1,436	3,390	938		1,388			304		304	430,830	442,187
22:30	478			2,706	239		3,095	457		1,388			304		304	433,216	442,187
23:00	478			2,222		298	2,024	225		1,509			304		304	434,824	442,187
23:30	478			2,222			2,024	225		1,509			304		304	435,122	442,187

Television

Audience Reach by TV Station [N]

[JULY 2019]

	Ranking	Total [N]	Gender		Age Group							Districts					
			Males	Females	12-20	21-30	31-40	41-50	51-60	61-70	71+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
TVM	[1]	119,070	64,053	55,017	14,204	8,684	8,801	21,827	10,207	19,104	36,243	19,344	38,541	17,998	14,636	21,935	6,617
ONE	[3]	62,884	32,719	30,165	3,503	2,420	3,520	7,061	6,583	15,394	24,402	13,006	18,582	9,359	11,409	8,318	2,209
Net	[4]	35,436	17,930	17,506	836	1,224	1,657	4,600	1,873	7,417	17,828	6,036	11,060	3,823	5,568	7,025	1,923
TVM 2	[5]	7,262	5,807	1,455	995		1,307	1,366		1,606	1,987	1,020	1,473	985	1,329	1,401	1,054
Xejk	[6]	6,518	3,771	2,747	403	632		304	223	496	4,461	990	2,338	577	239	1,606	768
TSN Melita jew GO	[7]	2,688	2,688		1,819		430	439				430	785	403		1,071	
GO Stars	[8]	2,418	1,489	929	592			929	295		601	295	848		977	298	
F Living	[9]	2,001	259	1,742				283			1,718	463	517		738	283	
Melita More	[10]	521	295	225							521	295				225	
iTV	[11]	439	439			439										439	
Smash	[12]	225		225							225					225	
Foreign Station	[2]	111,790	54,839	56,951	18,711	6,827	15,446	17,552	8,501	16,808	27,945	21,111	37,574	14,740	14,458	15,698	8,209
Total		351,252	184,290	166,962	41,064	20,227	31,161	54,361	27,682	60,826	115,932	62,991	111,716	47,884	49,355	58,526	20,779

Audience Reach by TV Station [%]

[JULY 2019]

	Ranking	Total [≈N] [rounded-up]	Total %	Gender		Age Group							Districts					
				Males	Females	12-20	21-30	31-40	41-50	51-60	61-70	71+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
TVM	[1]	120,000	33.90	34.76	32.95	34.59	42.93	28.24	40.15	36.87	31.41	31.26	30.71	34.50	37.59	29.65	37.48	31.84
ONE	[3]	63,000	17.90	17.75	18.07	8.53	11.96	11.30	12.99	23.78	25.31	21.05	20.65	16.63	19.55	23.12	14.21	10.63
Net	[4]	36,000	10.09	9.73	10.48	2.04	6.05	5.32	8.46	6.77	12.19	15.38	9.58	9.90	7.98	11.28	12.00	9.26
TVM 2	[5]	8,000	2.07	3.15	0.87	2.42		4.19	2.51		2.64	1.71	1.62	1.32	2.06	2.69	2.39	5.07
Xejk	[6]	7,000	1.86	2.05	1.65	0.98	3.12		0.56	0.80	0.82	3.85	1.57	2.09	1.21	0.49	2.74	3.69
TSN Melita jew GO	[7]	3,000	0.77	1.46		4.43		1.38	0.81				0.68	0.70	0.84		1.83	
GO Stars	[8]	3,000	0.69	0.81	0.56	1.44			1.71	1.07		0.52	0.47	0.76		1.98	0.51	
F Living	[9]	3,000	0.57	0.14	1.04				0.52			1.48	0.74	0.46		1.50	0.48	
Melita More	[10]	1,000	0.15	0.16	0.14							0.45	0.47				0.39	
iTV	[11]	1,000	0.12	0.24		2.17											0.75	
Smash	[12]	1,000	0.06		0.14							0.19					0.39	
Foreign Station	[2]	112,000	31.83	29.76	34.11	45.57	33.75	49.57	32.29	30.71	27.63	24.10	33.51	33.63	30.78	29.29	26.82	39.50
Total		%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

TV Audiences by Gender BY Half-hour slot – Monday to Sunday															[JULY 2019]		
	Males								Females								Total M&F
	12-20	21-30	31-40	41-50	51-60	61-70	71+	Total M	12-20	21-30	31-40	41-50	51-60	61-70	71+	Total F	
00:00							295	295									295 441,892 442,187
00:30							295	295									295 441,892 442,187
01:00												286				286	286 441,901 442,187
01:30												286				286	286 441,901 442,187
02:00												286				286	286 441,901 442,187
02:30																	442,187 442,187
03:00																	442,187 442,187
03:30															258	258	258 441,929 442,187
04:00							301	301							258	258	560 441,627 442,187
04:30							301	301							258	258	560 441,627 442,187
05:00							301	301			881			232	498	1,610	1,912 440,275 442,187
05:30							301	301			881	364		232	756	2,233	2,534 439,653 442,187
06:00							301	295 597			881	364		232	672	2,149	2,745 439,442 442,187
06:30	592			298		301		1,192			881	364		232	1,020	2,497	3,689 438,498 442,187
07:00	592			880		301		1,773			881	384	258	232	1,279	3,033	4,807 437,380 442,187
07:30	592			880		1,488	301	3,261			1,265	384	258	232	1,279	3,418	6,679 435,508 442,187
08:00	592					1,190	605	2,387	431	2,146	283	490		232	1,279	4,860	7,247 434,940 442,187
08:30						301	605	907	431	1,809	283	490	713	1,711	5,437		6,344 435,843 442,187
09:00				439		605	304	1,348	431	2,095	283	490	952	2,174	6,426		7,774 434,413 442,187
09:30				439		605	304	1,348	431	2,095	283	490	952	2,000	6,252		7,600 434,587 442,187
10:00						605	894	1,499	770	2,095	667	490	1,175	2,742	7,940		9,440 432,747 442,187
10:30						605	894	1,499	770	2,095	384	490	694	2,744	7,178		8,677 433,510 442,187
11:00	592			439		605	850	2,486		2,095	384	490	694	3,350	7,014		9,500 432,687 442,187
11:30	592			439		605	850	2,486		2,095	384	490	694	3,125	6,789		9,275 432,912 442,187
12:00	1,030			878		909	1,443	4,260	1,068	2,222	1,153	819	1,781	3,248	10,291		14,551 427,636 442,187
12:30	1,030		439	878		900	886	4,133	1,068	2,222	1,105	819	1,558	3,660	10,433		14,566 427,621 442,187
13:00	785	403	439	439		605	1,793	4,463		2,143	1,105	1,051	2,472	5,833	12,604		17,067 425,120 442,187
13:30	785	403	439	439		605	1,793	4,463		729	2,143	1,133	1,225	2,472	6,175 13,878		18,341 423,846 442,187
14:00	1,973	403	439		555	909	2,623	6,901		729	3,597	923	1,448	3,887	8,623 19,206		26,107 416,080 442,187
14:30	1,223	403	439		555	909	2,623	6,151	628	729	3,052	923	1,506	3,664	8,152 18,653		24,804 417,383 442,187
15:00	2,218	403		869	1,112	2,435	2,320	9,356	2,558	729	2,222	2,372	2,212	4,147	10,179 24,419		33,775 408,412 442,187
15:30	2,218	403		869	852	3,362	2,623	10,327	1,979		2,510	3,156	2,179	4,626	9,387 23,838		34,165 408,022 442,187
16:00	2,972	1,223	808	860	852	3,671	2,361	12,748	2,427	862	2,482	3,093	2,008	4,889	8,906 24,667		37,414 404,773 442,187
16:30	2,569	1,223	808	1,442	852	3,370	2,022	12,286	2,427	862	2,146	3,376	1,834	4,167	7,801 22,613		34,899 407,288 442,187
17:00	1,819		808	1,745	555	3,573	2,981	11,481	1,591	1,591	3,312	2,729	1,834	2,793	5,625 19,475		30,956 411,231 442,187
17:30	1,855		808	1,164	555	4,198	4,129	12,707	1,591	1,458	3,312	2,446	1,831	2,998	6,355 19,991		32,699 409,488 442,187
18:00	1,223	632	497	1,840	1,151	4,780	5,361	15,484	2,320	1,177	2,976	2,081	2,155	3,800	8,540 23,049		38,533 403,654 442,187
18:30	785	632	927	2,926	1,449	5,396	5,868	17,983	2,320	1,177	3,520	3,010	2,645	5,864	9,413 27,949		45,932 396,255 442,187
19:00	4,016	1,417	927	4,164	2,642	5,438	6,779	25,383	1,797	2,088	2,976	1,697	2,930	6,220	9,195 26,903		52,287 389,900 442,187
19:30	4,415	2,009	2,361	8,801	5,301	12,114	20,957	55,957	2,658	2,715	2,816	3,941	5,010	8,529	16,460 42,129		98,086 344,101 442,187
20:00	7,056	6,072	4,992	13,083	7,641	13,101	25,058	77,002	4,282	3,491	6,209	8,558	5,613	11,686	18,843 58,681		135,684 306,503 442,187
20:30	2,621	5,387	3,474	6,344	3,515	8,071	14,293	43,704	3,128	2,235	3,646	7,728	3,853	7,507	11,979 40,076		83,780 358,407 442,187
21:00	4,499	4,638	5,506	8,332	5,532	8,661	11,262	48,430	2,891	879	4,834	7,728	3,808	7,218	11,603 38,961		87,392 354,795 442,187
21:30	4,937	3,069	5,067	9,572	5,532	7,756	10,806	46,739	2,072	431	5,170	7,437	3,292	6,462	11,377 36,241		82,981 359,206 442,187
22:00	4,345		2,892	4,433	3,213	4,769	7,762	27,413	1,516	431	3,647	4,850	1,585	5,492	7,079 24,600		52,014 390,173 442,187
22:30	3,560		2,462	5,552	2,906	3,877	6,841	25,199	339	431	4,011	3,016	638	3,824	5,839 18,099		43,298 398,889 442,187
23:00	785		927	1,012	304	1,453	2,378	6,858			1,401	566	406	1,189	3,577 7,139		13,997 428,190 442,187
23:30	785		497	1,012		1,151	2,375	5,820			619	566	232	517	2,636 4,570		10,391 431,796 442,187

[July 2019] TV Audiences by Half-hour Slots - By Station
Monday to Sunday

	TVM	ONE	Net	Smash	TVM 2	F Living	Xejk	iTV	TSN Melita jew GO	GO Stars	Melita More	Foreign Stations	None	Total
00:00												295	441,892	442,187
00:30												295	441,892	442,187
01:00												286	441,901	442,187
01:30												286	441,901	442,187
02:00												286	441,901	442,187
02:30													442,187	442,187
03:00													442,187	442,187
03:30												258	441,929	442,187
04:00	301											258	441,627	442,187
04:30	301											258	441,627	442,187
05:00	638	1,015										258	440,275	442,187
05:30	1,002	1,015	258									258	439,653	442,187
06:00	1,002	1,190	258									295	439,442	442,187
06:30	1,002	1,836	258									592	438,498	442,187
07:00	1,478	2,094	258									977	437,380	442,187
07:30	1,478	2,989	940									1,272	435,508	442,187
08:00	2,340	2,098	258				304					2,247	434,940	442,187
08:30	1,438	2,552	258				304					1,792	435,843	442,187
09:00	2,412	2,769	258				304					2,031	434,413	442,187
09:30	2,412	2,769	258				304					1,857	434,587	442,187
10:00	2,295	3,250	232	225			304					3,134	432,747	442,187
10:30	1,979	2,795		225			304					3,374	433,510	442,187
11:00	2,829	2,795		225					439			3,211	432,687	442,187
11:30	2,604	2,795		225					439			3,211	432,912	442,187
12:00	5,328	2,011	748	225		232			439			5,568	427,636	442,187
12:30	3,634	2,096	722	225		232			439			7,218	427,621	442,187
13:00	3,566	2,397	2,829		526	232					225	7,292	425,120	442,187
13:30	4,605	2,397	3,626		526	232						6,956	423,846	442,187
14:00	6,141	2,223	4,131		748	491	304			295		11,774	416,080	442,187
14:30	5,164	2,049	3,899		286	491	304			295		12,316	417,383	442,187
15:00	11,205	2,971	3,872			981	706		439	679		12,921	408,412	442,187
15:30	9,251	4,008	4,882			981	706		439	679		13,218	408,022	442,187
16:00	10,739	4,998	3,939			490	403		632	295		15,919	404,773	442,187
16:30	10,107	5,047	3,196			232	403		632	295		14,987	407,288	442,187
17:00	6,637	5,075	3,095		1,152		599		1,035	295		13,069	411,231	442,187
17:30	6,410	5,954	3,896		1,152		1,351		632	295		13,008	409,488	442,187
18:00	8,599	9,043	4,173		1,410		2,390		785	295		11,581	403,912	442,187
18:30	5,783	16,014	4,463		1,455		2,934		785	295		13,803	396,655	442,187
19:00	5,787	18,843	4,442		529		3,413		785	295		17,794	390,300	442,187
19:30	6,836	48,775	19,848		959		2,686		785	295		17,676	344,327	442,187
20:00	85,905	16,984	7,946		529	239	2,150		785	840		20,081	306,729	442,187
20:30	27,791	14,360	6,214		1,021	239	1,919		785	1,143		30,308	358,407	442,187
21:00	12,898	12,420	6,095		4,370	258	1,190	439		2,033	295	47,089	355,099	442,187
21:30	12,105	10,628	6,017		4,370	258	707	439	430	1,730	295	45,699	359,510	442,187
22:00	5,566	6,329	2,638		3,872	498				592	295	31,920	390,477	442,187
22:30	4,897	4,268	2,464		3,872	239				592	295	26,366	399,193	442,187
23:00	2,030	1,539	521		827	283					295	8,503	428,190	442,187
23:30	1,616	1,834	521		529	283					295	5,313	431,796	442,187

Technical Report

It is important to note that during 2018, NSO undertook a revision of its population data, however 2017 and preceding years have not been re-weighted to reflect changes in the population levels. The figures for 2018, 2019, and 2020 are in line with NSO revisions.

From 2019 some changes were made. Data collection was carried out during the following periods and this was carried in 2020 as follows:

- 2 March to 1 April 2019 (31 days);
- 2 July to 1 August 2019 (31 days);
- 2 November to 2 December 2019 (31 days);
- 2 March to 1 April 2020 (31days);
- 2 July to 1 August 2020 (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 NSO 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 reduce 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 Wednesday, 1st July to Friday 31st July 2020, both days included. A total of forty daily questionnaires were compiled, giving a total sample of 1,240 respondents.

For July 2020, 38.9% of all contacted persons accepted to participate while 7.8% refused. The eldest person contacted was 92 years old while the youngest were 12 year olds.

For this data-set a response rate of 39.6%, an estimated population size of 451,358 [aged 12 years and over], and a 95% confidence level, the sample of 1,240 interviewees has a margin of error of $\pm 2.71\%$.

Response Rate					
	Jul 2020		Mar 2020	Nov 2019	Jul 2019
Responses	[n.]	%	%	%	%
Accepted	1240	38.9%	39.6%	29.3%	28.7%
Refusal	250	7.8%	6.9%	5.5%	5.4%
Non Contact	1161	36.4%	36.7%	52.4%	49.4%
Unreachable	491	15.4%	15.1%	11.2%	15.4%
Ineligible	44	1.4%	1.8%	1.6%	1.0%
Contacted	3186	100%	100%	100%	100%
Not Used	1774				
Total	4960				

Margin of Error [±]

Population N	452,887					
Response Rate	38.92%					
Sample [n]	1240					
[±]	2.71%					
Gender	Male	Female				
Sample [n]	635	605				
Margin of Error [±]	3.79%	3.88%				
Age-Group	12-20	21-30	31-50	51-70	71+	
Sample [n]	110	226	403	307	194	
Margin of Error [±]	9.11%	6.36%	4.76%	5.45%	6.86%	
District	South Harbour	North Harbour	South Eastern	Western	Northern	Gozo & Comino
Sample [n]	209	406	179	155	206	84
Margin of Error [±]	6.63%	4.76%	7.16%	7.70%	6.68%	10.46%
Weekday	Mon	Tue	Wed	Thu	Fri	Sat Sun
Sample [n]	159	158	199	206	198	159 160
Margin of Error [±]	7.58%	7.60%	6.77%	6.66%	6.79%	7.58% 7.55%

[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	110	63	47	9	40	13	20	16	13
	8.9%	9.9%	7.8%	4.5%	9.8%	7.0%	12.9%	7.5%	15.2%
	100.0%	57.3%	42.7%	8.6%	36.0%	11.5%	18.2%	14.1%	11.7%
21-30	226	111	115	42	70	44	21	42	8
	18.2%	17.5%	19.0%	19.9%	17.2%	24.4%	13.4%	20.4%	9.8%
	100.0%	49.2%	50.8%	18.4%	30.8%	19.3%	9.2%	18.6%	3.7%
31-50	403	219	184	64	136	55	48	75	24
	32.5%	34.4%	30.4%	30.8%	33.6%	30.9%	30.8%	36.2%	28.6%
	100.0%	54.3%	45.7%	16.0%	33.8%	13.7%	11.9%	18.6%	6.0%
51-70	307	156	150	59	95	42	39	45	28
	24.7%	24.6%	24.9%	28.0%	23.4%	23.2%	24.9%	22.0%	32.7%
	100.0%	51.0%	49.0%	19.1%	30.9%	13.6%	12.6%	14.8%	9.0%
71+	194	86	109	35	65	26	28	29	12
	15.7%	13.5%	18.0%	16.8%	16.0%	14.6%	18.0%	13.8%	13.8%
	100.0%	44.0%	56.0%	18.1%	33.4%	13.4%	14.4%	14.7%	6.0%
Total	1240	635	605	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%	51.2%	48.8%	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	40,163	23,013	17,150	3,436	14,476	4,605	7,300	5,662	4,685
	8.9%	9.9%	7.8%	4.5%	9.8%	7.0%	12.9%	7.5%	15.2%
	100.0%	57.3%	42.7%	8.6%	36.0%	11.5%	18.2%	14.1%	11.7%
21-30	82,601	40,654	41,947	15,202	25,426	15,965	7,600	15,380	3,029
	18.2%	17.5%	19.0%	19.9%	17.2%	24.4%	13.4%	20.4%	9.8%
	100.0%	49.2%	50.8%	18.4%	30.8%	19.3%	9.2%	18.6%	3.7%
31-50	147,161	79,880	67,281	23,543	49,805	20,221	17,445	27,311	8,835
	32.5%	34.4%	30.4%	30.8%	33.6%	30.9%	30.8%	36.2%	28.6%
	100.0%	54.3%	45.7%	16.0%	33.8%	13.7%	11.9%	18.6%	6.0%
51-70	112,015	57,088	54,927	21,395	34,654	15,204	14,078	16,593	10,092
	24.7%	24.6%	24.9%	28.0%	23.4%	23.2%	24.9%	22.0%	32.7%
	100.0%	51.0%	49.0%	19.1%	30.9%	13.6%	12.6%	14.8%	9.0%
71+	70,947	31,239	39,708	12,831	23,680	9,538	10,208	10,435	4,256
	15.7%	13.5%	18.0%	16.8%	16.0%	14.6%	18.0%	13.8%	13.8%
	100.0%	44.0%	56.0%	18.1%	33.4%	13.4%	14.4%	14.7%	6.0%
Total	452,887	231,874	221,013	76,407	148,040	65,533	56,630	75,380	30,897
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	51.2%	48.8%	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>103 (103.0)</i>	<i>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
Aħbarijiet [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)
Telebejgh / 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
	Code	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)						
Malta Stars	(13)						
Stazzjon ieħor/ barrani (Hin)	(14a)						
Specifika 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/ Kważi 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 FM (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.