TELEVISION AND RADIO AUDIENCE ASSESSMENT
MARCH 2020

MARIO AXIAK B.A. HONS.(MANAGEMENT), M.B.A. (MAASTRICHT)
HEAD RESEARCH & COMMUNICATIONS
BROADCASTING AUTHORITY
7 MILE END ROAD
HAMRUN HMR 1719

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BROADCASTING AUTHORITY
7, MILE END ROAD, ĦAMRUN HMR1719, MALTA
TEL: +356 2201 6000
E-MAIL: info.ba@ba.org.mt
WEB: HTTP://WWW.BA.ORG.MT

FOREWORD

Covid-19

The data for this assessment was collected during the month of March – a time when the first steps to combat the Corona Virus pandemic were being taken. People coming from abroad were asked to self-quarantine for 14 days [1st March 2020] and those with symptoms who had returned from affected 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. [2nd March].

The first case was reported on 7th March, from 13th March all schools (primary, secondary, post-secondary and tertiary) and childcare centers were closed, and by 20th March all passenger flights inbound to Malta were suspended.

These and similar measures have effected daily routines and although at first these were thought to be temporary they have been extended indefinitely.

On 10th March daily updates on Covid-19 cases by the Supt of Public Health, Prof Charmaine Gauci, started being broadcast on the national broadcaster. And following the suspension of all religious services these started being broadcast twice daily on TVM2[13th March] with similar broadcasts being followed by other television stations from other religious communities.

Broadcast content on television centered mostly on Covid-19 developments and schedules were also changed to reflect present day lifestyles.

On 17th March the Broadcasting Authority issued new directions to broadcasting stations; amongst others being that there should not be any studio audiences and that programme anchors and participants are to be seated apart from each other as directed by the Health Authorities. The Authority emphasised that during this period broadcasting should lead by example while viewers and listeners are to be adequately informed during any programme that was recorded before such directives.

The Authority also urged broadcasting stations that as far as possible official prevention and helpline notices are to be frequently and systematically broadcast and in such a way that these were accessible to all. Anything reported had to be accurate, factual and verified with official sources while it advised the general public to rest on official sources and statements. This in view of possible fake news particularly from social networks.

Covid-19 distrupted the smooth running of entities and this effected the publiction of this survey. However, notwithstand the data was still being comġpiled during the period of March.

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 Moday to Sunday.

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

TELEVISION

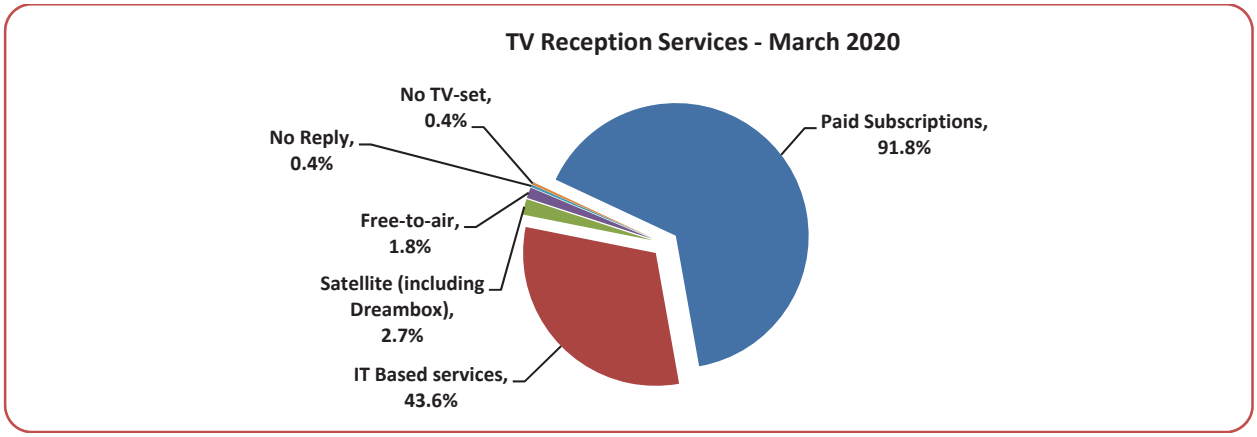
Types of TV reception services used

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 = 451,358].

The most common service for watching television is that of a paid subscription [91.8%] of both local media service providers [GO and Melita]; followed by IT based services [43.6%]; 2.7% who make use of a satellite; and 1.8% who stated that they make use of the Free-to-air service.

IT based services include: Netflix [17.6%]; IPTV streaming [10.5%]; Android box [6.5%]; while another 8.9% follow TV broadcasts through other devices [laptop, mobile, or tablet streaming].

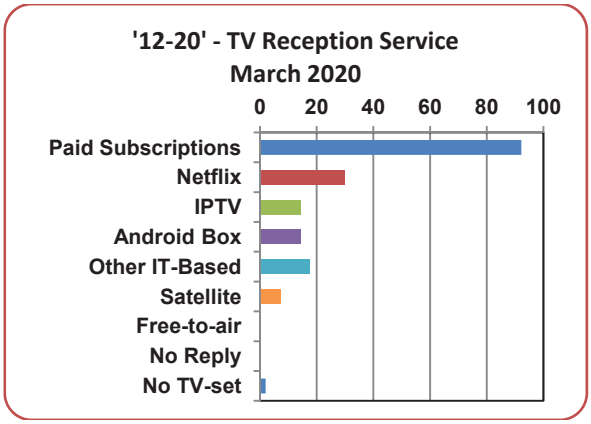
A further 0.4% said that they do not have a TV-set; while another 0.4% did not reply.

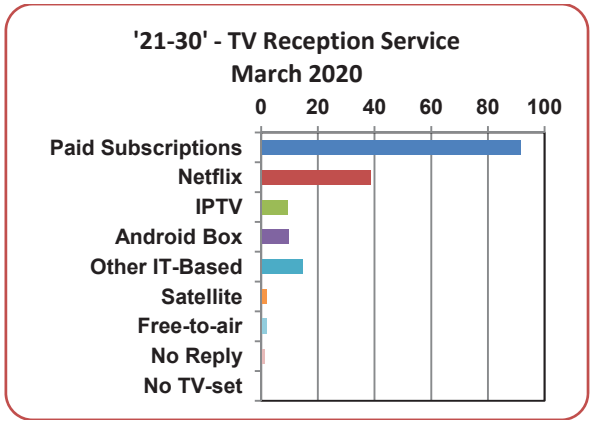


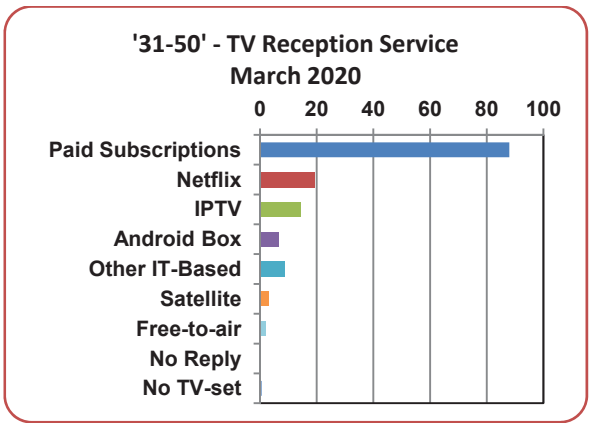
Analysis by Age

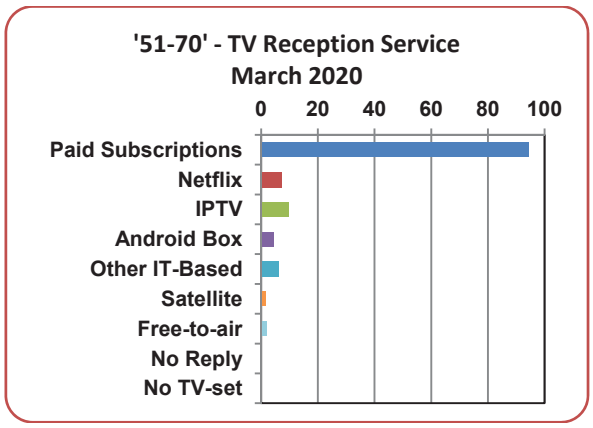
More types of television services are used by those of the 12-20 age group [177.3%] while the lowest was that amongst the 70+ age group [109.7%]. Paid subscriptions ran highest with more than 88% of all the age groups.

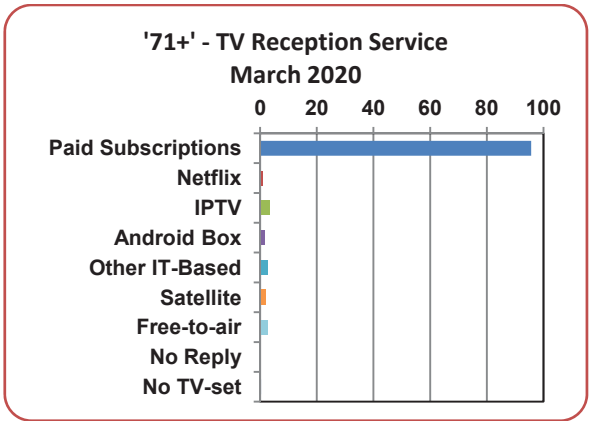
The second most used service (Netflix – 8.7%) was highest amongst the 21-30 year olds [22.3%] and diminished to 0.8% of all 71+ year olds. All IT based services reached their highest amongst the 21-30 year olds with 42.6% and diminishing to 6.3% for 71+ year olds.

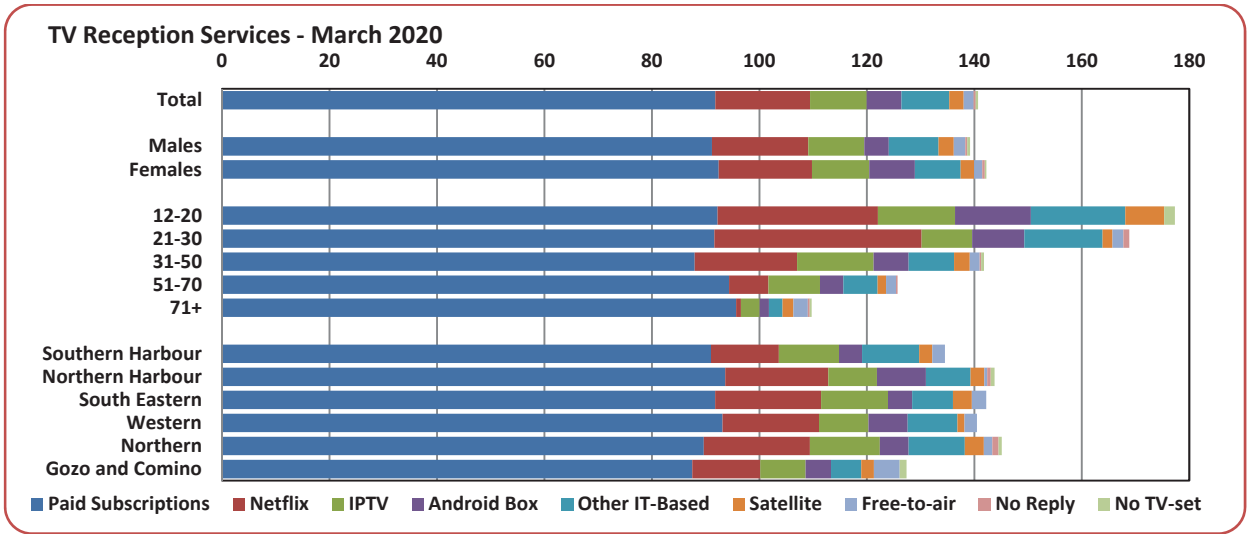












Free to air Services

Analysing the data by demographics, 1.8% of the population [≈8,000] follow television on the Free-to-air platform. Of this group, 62.5% [≈5,100] 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 nil amongst the 12-20 year olds, 2.0% for 21-30 year olds, 1.8% for all those between 21 and 70 year olds, and 2.7% of all 71+ year olds. This service was the lowest service within all the districts but was the third lowest in Gozo & Comino.

Free to air Services			n	%	N% [Base=451,358]
Free-to-air	Only		5,174	62.5	1.1
Free-to-air	&	Paid Subscription	1,376	16.6	0.3
Free-to-air	&	IT based services	1,729	20.9	0.4
			8,279	**100%**	**1.8%**

Covid-19

There was a marked increase in the number of services used – as much as an 18.2% increase over the previous assessment period of November 2019. The highest increase was that amongst the 21-30 year olds [35.2%] while there was a decrease of only 2.8% amongst those over 71 year old.

As a percentage over the whole population, the highest increase was that for Netflix [8.9% - amongst all the age groups] while the highest decrease was that for Free-to-air services [-2.0% - amongst all age groups except for 71+ year olds where there was a slight increase].

	Total	Males	Females	12-20	21-30	31-50	51-70	71+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo & Comino
Nov-19	122.5	126.0	119.7	144.3	133.6	120.1	111.5	112.5	125.8	127.3	119.7	111.7	119.4	115.2
Mar-20	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
"+/-"	**18.2**	**13.2**	**22.6**	**33.0**	**35.2**	**21.7**	**14.3**	**-2.8**	**8.7**	**16.5**	**22.5**	**28.8**	**25.7**	**12.2**
Paid Subscriptions	-0.3	0.2	-1.7	-7.9	12.1	-2.6	8.3	-3.8	-2.7	1.0	-2.3	6.8	-0.9	1.3
Netflix	8.9	9.2	8.7	9.8	16.3	11.8	4.1	0.1	4.1	9.1	13.8	7.3	11.9	6.1
Android Box	2.6	-0.1	5.4	10.3	4.5	1.5	0.2	0.9	-1.9	4.8	2.8	4.6	1.7	1.2
IPTV	5.7	5.1	6.3	6.7	0.1	10.9	4.8	0.6	6.1	2.3	9.4	6.7	8.7	3.8
Other IT-Based	3.4	3.3	3.4	6.7	8.8	2.0	2.6	0.8	7.2	3.4	2.0	2.4	2.5	0.2
Free-to-air	-2.0	-3.6	-0.4	-1.8	-3.5	-1.8	-4.0	0.1	-4.4	-1.9	-3.2	1.0	-1.5	-1.2
Satellite	0.5	-0.1	1.2	7.3	-0.1	0.4	-1.4	-0.3	0.8	-1.1	1.1	0.8	2.0	2.3
No Reply	-0.3	-0.5	-0.2	0.0	-0.9	-1.1	0.0	0.4	0.0	-0.7	-0.7	0.0	0.8	-1.9
No TV-set	-0.3	-0.3	-0.2	2.0	-2.1	0.5	-0.3	-1.5	-0.5	-0.4	-0.4	-0.9	0.6	0.3
Total "+/-"	**18.2**	**13.2**	**22.6**	**33.0**	**35.2**	**21.7**	**14.3**	**-2.8**	**8.7**	**16.5**	**22.5**	**28.8**	**25.7**	**12.2**

The amount of respondents making use of only free-to-air services has reduced by just more than half of the previous assessment from approximately 10,500 to 5,200 while other services have increased. There could be various factors effective such movements. Continuous programming on Covid-19 may have induced the most vulnerable to disregard radio and television transmissions – a net reduction of 2.8% for 71+ year olds with a total reduction of 3.8% in paid subscriptions and an increase in all the other forms of reception [exept for satellite transmissions].

November 2019			**Over N [448,543]**
Free-to-air ONLY	10,441	60.3	2.3
Free-to-air PLUS Paid Subscription	3,982	23.0	0.9
Free-to-air PLUS IT Based Services	1,499	8.7	0.3
Free-to-air PLUS More than 2 other services	1,392	8.0	0.3
	17,313	100.0	3.9

March 2020			**Over N [451,358]**
Free-to-air ONLY	5,174	62.5	1.1
Free-to-air & Paid Subscription	1,376	16.6	0.3
Free-to-air & IT based Services (incl.Satellite)	1,729	20.9	0.4
	8,279	100	1.8

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	414,273	210,548	203,725	39,226	70,954	131,048	102,647	70,398	69,330	138,242	59,914	52,568	67,312	26,908
Netflix	*79,606*	*41,400*	*38,207*	*12,688*	*29,868*	*28,406*	*7,976*	*668*	*9,613*	*28,287*	*12,871*	*10,128*	*14,816*	*3,891*
Android Box	*47,569*	*24,064*	*23,505*	*6,107*	*7,297*	*21,176*	*10,424*	*2,565*	*8,534*	*13,346*	*8,129*	*5,203*	*9,764*	*2,592*
IPTV	*29,249*	*10,549*	*18,700*	*6,002*	*7,520*	*9,739*	*4,719*	*1,269*	*3,262*	*13,459*	*2,943*	*4,108*	*4,024*	*1,454*
Others	*40,169*	*21,365*	*18,804*	*7,479*	*11,287*	*12,603*	*6,932*	*1,868*	*8,113*	*12,290*	*4,954*	*5,225*	*7,850*	*1,737*
IT based services	196,593	97,378	99,215	32,275	55,973	71,924	30,050	6,370	29,522	67,382	28,898	24,663	36,454	9,674
Satellite	12,070	6,560	5,509	3,085	1,435	4,337	1,729	1,485	1,861	3,772	2,301	753	2,660	723
Free-to-air	8,280	4,953	3,327	0	1,547	2,754	1,996	1,982	1,787	775	1,752	1,310	1,186	1,470
No TV-set	1,854	791	1,063	0	867	388	341	258	0	987	0	0	867	0
No Reply	1,907	1,254	653	845	0	804	0	258	0	1,062	0	0	450	394
Total Responses [n]	**634,977**	**321,485**	**313,492**	**75,431**	**130,776**	**211,254**	**136,763**	**80,752**	**102,501**	**212,220**	**92,864**	**79,294**	**108,930**	**39,168**
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Paid Subscriptions	65.2	65.5	65.0	52.0	54.3	62.0	75.1	87.2	67.6	65.1	64.5	66.3	61.8	68.7
Netflix	*12.5*	*12.9*	*12.2*	*16.8*	*22.8*	*13.4*	*5.8*	*0.8*	*9.4*	*13.3*	*13.9*	*12.8*	*13.6*	*9.9*
Android Box	*7.5*	*7.5*	*7.5*	*8.1*	*5.6*	*10.0*	*7.6*	*3.2*	*8.3*	*6.3*	*8.8*	*6.6*	*9.0*	*6.6*
IPTV	*4.6*	*3.3*	*6.0*	*8.0*	*5.8*	*4.6*	*3.5*	*1.6*	*3.2*	*6.3*	*3.2*	*5.2*	*3.7*	*3.7*
Others	*6.3*	*6.6*	*6.0*	*9.9*	*8.6*	*6.0*	*5.1*	*2.3*	*7.9*	*5.8*	*5.3*	*6.6*	*7.2*	*4.4*
IT based services	31.0	19.6	17.9	31.0	31.4	18.2	13.3	5.8	19.0	20.6	13.9	18.7	19.3	17.7
Free-to-air	1.9	4.6	1.6	1.3	4.0	3.0	4.9	2.4	5.5	1.9	5.0	1.1	2.5	5.2
Satellite	1.3	2.4	1.1		1.4	2.1	2.5	2.1	1.3	2.9	2.0	0.4	1.3	
No Reply	0.3	0.6	0.6		1.5	1.1	0.3			1.1	0.6		0.3	1.7
No TV-set	0.3	0.7	0.4		1.6		0.2	1.7	0.4	0.9	0.4	0.7		0.8
% 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]	**451,358**	**230,954**	**220,404**	**42,538**	**77,457**	**148,984**	**108,782**	**73,597**	**76,188**	**147,607**	**65,296**	**56,439**	**75,077**	**30,751**
Paid Subscriptions	91.8	91.2	92.4	92.2	91.6	88.0	94.4	95.7	91.0	93.7	91.8	93.1	89.7	87.5
Netflix	17.6	17.9	17.3	29.8	38.6	19.1	7.3	0.9	12.6	19.2	19.7	17.9	19.7	12.7
Android Box	10.5	10.4	10.7	14.4	9.4	14.2	9.6	3.5	11.2	9.0	12.4	9.2	13.0	8.4
IPTV	6.5	4.6	8.5	14.1	9.7	6.5	4.3	1.7	4.3	9.1	4.5	7.3	5.4	4.7
Others	8.9	9.3	8.5	17.6	14.6	8.5	6.4	2.5	10.6	8.3	7.6	9.3	10.5	5.6
IT based services	43.6	42.2	45.0	75.9	72.3	48.3	27.6	8.7	38.7	45.6	44.3	43.7	48.6	31.5
Free-to-air	2.7	2.8	2.5	7.3	1.9	2.9	1.6	2.0	2.4	2.6	3.5	1.3	3.5	2.3
Satellite	1.8	2.1	1.5	0.0	2.0	1.8	1.8	2.7	2.3	0.5	2.7	2.3	1.6	4.8
No Reply	0.4	0.3	0.5	0.0	1.1	0.3	0.3	0.4	0.0	0.7	0.0	0.0	1.2	0.0
No TV-set	0.4	0.5	0.3	2.0	0.0	0.5	0.0	0.4	0.0	0.7	0.0	0.0	0.6	1.3
% of Total Population	**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%**

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, 427 respondents named a second station while another 167 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 [41.41%] with approximately 209,000 viewers. This station was followed by ONE with 17.32% and NET TV with 7.46%.

Overall, while 72.87% of all viewers followed local stations, just more than a quarter of the population [27.13%] watched a foreign station [including TSN Melita/GO, GO Stars, and Melita More]. Of the local stations, the top four stations [TVM, ONE, Net TV, and TVM2] had audiences from all the demographical groups.

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 this assessment viewing patterns have changed – the viewing of local stations was the highest with all the age groups and in all the districts.

Excluding foreign stations TVM and ONE ranked first and second respectively for all the age groups while TVM2 exceeded Net TV with all those under 30 years old while the reverse holds for all those over 30 years old with Net TV getting as much as twice the audiences of TVM2.

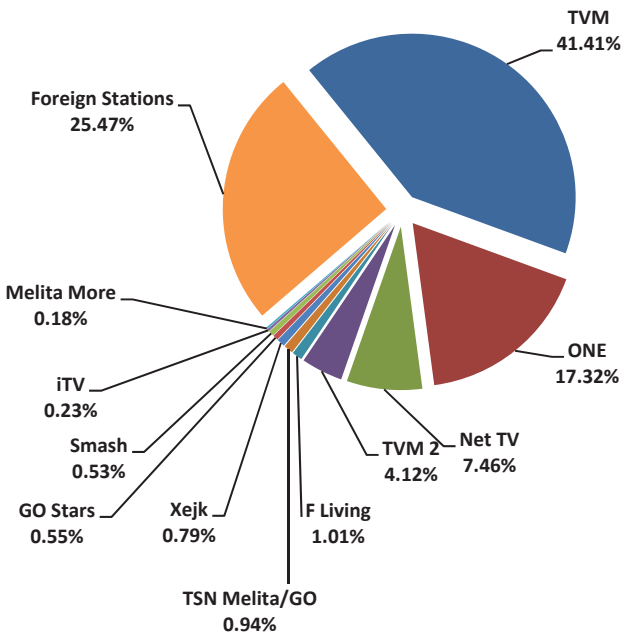
The viewing for foreign stations was highest with those within the 31-50 age bracket and lowest with those over 71+ years old.

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]	209,000	41.41	40.90	41.87	55.59	54.22	44.69	35.61	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	13.23	22.21	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	4.86	9.07	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	1.25	4.24	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		0.46	1.35	1.53		1.89	0.29	0.35	0.75	3.23
TSN Melita/GO	[7]	5,000	0.94	1.98			0.92	1.73	0.40	0.93	1.38	1.31	1.36			1.30
Xejk	[8]	4,000	0.79	0.39	1.16				1.05	2.18	1.19	0.62	0.29	0.35	1.84	
GO Stars	[9]	3,000	0.55	0.49	0.60			1.29	0.43	0.23	0.73	0.44	0.68		0.70	1.13
Smash	[10]	3,000	0.53	0.58	0.48	1.41		0.35	0.57	0.77	0.61	0.52	0.45	1.39		
iTV	[11]	2,000	0.23	0.27	0.20			0.19	0.38	0.30		0.16	0.36	0.00	0.81	
Melita More	[12]	1,000	0.18		0.34		0.61		0.31			0.16	0.29	0.00	0.52	
Foreign Stations	[2]	129,000	25.47	26.26	24.74	22.51	27.82	31.94	24.37	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%**

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

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



Covid-19

The table below compares audience-reach by ranking for this period with the previous assessment period [November 2019] and with the same period last year (March 2019). During this period there was a stark increase in the number of audiences attracted by local television stations. Of note is TVM2 which increased its audiences by 425% from 4,000 [March 2020] to 21,000 [November 2019] and exceeding the amount of audiences attained during the same period last year [March 2019] by 9,000.

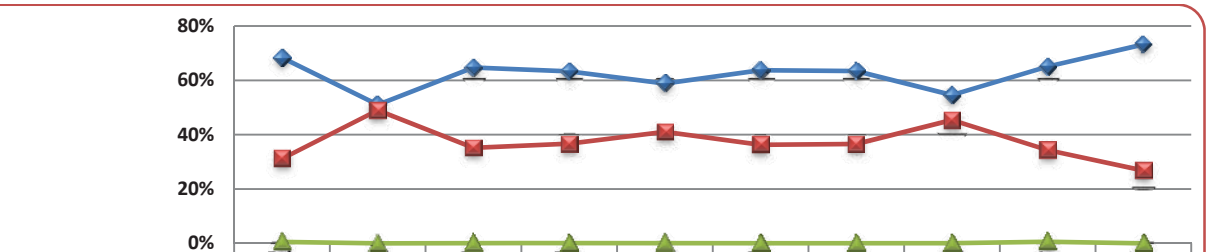
Comparative Reach

	March 2020					November 2019					March 2019		
	Ranking	Rounded up	Total %	+/(-) [Nov.19]		Ranking	Rounded up	Total %	+/(-) [Mar.19]		Ranking	Rounded up	Total %
TVM	[1]	209,000	41.41	51%	TVM	[1]	138,000	34.79	(3%)	TVM	[1]	143,000	33.35
ONE	[3]	88,000	17.32	10%	ONE	[3]	80,000	20.12	1%	ONE	[3]	79,000	18.41
Net	[4]	38,000	7.46	19%	Net	[4]	32,000	7.96	(6%)	Net	[4]	34,000	7.88
TVM 2	[5]	21,000	4.12	425%	TVM 2	[7]	4,000	0.87	(76%)	TVM 2	[5]	17,000	3.94
F Living	[6]	6,000	1.01	100%	F Living	[8]	3,000	0.60	50%	F Living	[9]	2,000	0.30
TSN Melita/GO	[7]	5,000	0.94	(44%)	TSN Melita/GO	[5]	9,000	2.22	≈	TSN Melita/GO	[6]	9,000	2.05
Xejk	[8]	4,000	0.79	≈	Xejk	[6]	4,000	1.00	(20%)	Xejk	[7]	5,000	0.98
GO Stars	[9]	3,000	0.55	50%	GO Stars	[9]	2,000	0.50	≈	GO Stars	[10]	2,000	0.28
Smash	[10]	3,000	0.53	50%	Smash	[11]	2,000	0.36	≈	Smash	[8]	2,000	0.35
iTV	[11]	2,000	0.23	≈	iTV	[12]	2,000	0.33	100%	iTV	[13]	1,000	0.07
Melita More	[12]	1,000	0.18	(50%)	Melita More	[10]	2,000	0.40	100%	Melita More	[11]	1,000	0.14
Parliament TV					Parliament TV				(100%)	Parliament TV	[12]	1,000	0.08
Foreign Station	[2]	129,000	25.47	6%	Foreign Station	[2]	122,000	30.87	(12%)	Foreign Station	[2]	138,000	32.16
			100.0					100.0					100.0

TV stations followed

Respondents were asked which television station/s they had followed the day before the interview. Irrespective of the amount of time which each respondent had spent following any particular station, as much as 330,400 persons (aged 12 years and over) follow television regularly – 73.2%.

Compared to previous data, there was a significant increase of 8.1% of viewers over the previous assessment period of November 2019 and an increase of 9.8% over a similar period last year (March 2019 – 63.4%).



	Feb 2017	Jul 2017	Oct 2017	Feb 2018	Jul 2018	Oct 2018	Mar 2019	Jul 2019	Nov 2019	Mar 2020
TV Viewers*	68.3%	51.0%	64.7%	63.3%	58.8%	63.7%	63.4%	54.6%	65.1%	73.2%
Did not watch TV	31.2%	49.0%	35.2%	36.7%	41.0%	36.3%	36.5%	45.4%	34.3%	26.8%
No Response	0.5%	0.0%	0.1%	0.0%	0.1%	0.0%	0.0%	0.0%	0.6%	0.0%

* Includes "No Particular TV Station" and "Did not remember which station"

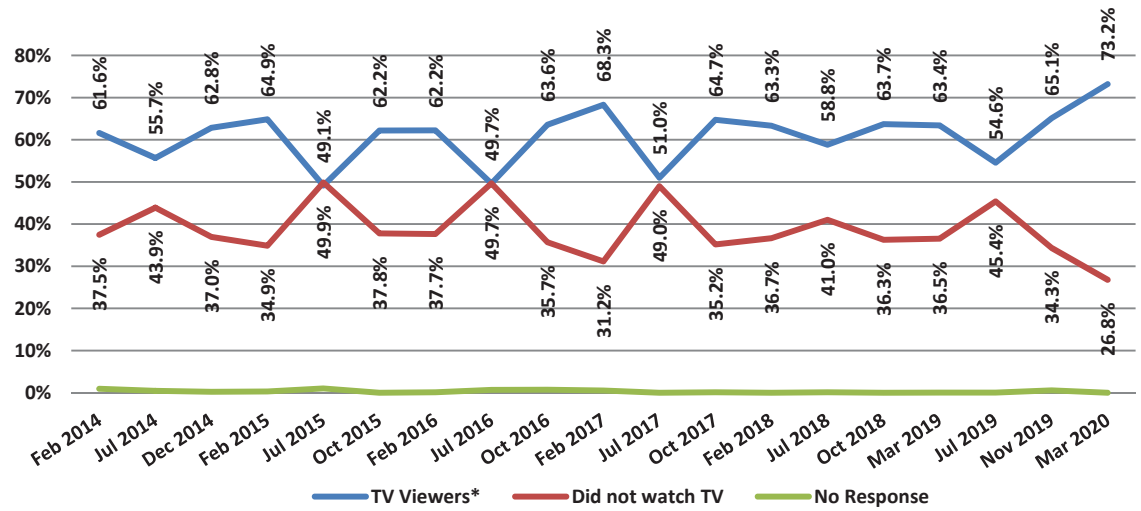
How many followed TV?

	Total N	Yes [1] N	No N	No Ans. N		Total %	Yes [1] %	No %	No Ans. %
Population									
[+12 years]	451,358	330,403	120,955	0		100.00	73.20	26.80	0.00
Gender									
Males	230,954	162,028	68,926	0		100.00	70.16	29.84	0.00
Females	220,404	168,376	52,028	0		100.00	76.39	23.61	0.00
	451,358	330,403	120,955	0					
Age group									
12-20	42,538	23,390	19,148	0		100.00	54.99	45.01	0.00
21-30	77,457	50,210	27,247	0		100.00	64.82	35.18	0.00
31-50	148,984	98,939	50,045	0		100.00	66.41	33.59	0.00
51-70	108,782	92,544	16,238	0		100.00	85.07	14.93	0.00
71+	73,597	65,320	8,277	0		100.00	88.75	11.25	0.00
	451,358	330,403	120,955	0					
South Harbour	76,188	58,062	18,126	0		100.00	76.21	23.79	0.00
North Harbour	147,607	111,339	36,268	0		100.00	75.43	24.57	0.00
South Eastern	65,296	49,082	16,214	0		100.00	75.17	24.83	0.00
Western	56,439	42,012	14,427	0		100.00	74.44	25.56	0.00
Northern	75,077	49,757	25,320	0		100.00	66.28	33.72	0.00
Gozo & Comino	30,751	20,151	10,600	0		100.00	65.53	34.47	0.00
	451,358	330,403	120,955	0					

[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

This has been the first time that such a level of television audiences were reached - since February 2014 [when data collection methods were last changed]. We have registered the highest percentage of viewers who had watched one or more stations (up to three station) and who could identify the station and the time spent with each station [68.9%]; the lowest percentage of consumers who categorically stated that they did not watch television the day before the interview [26.5%]; and it was one of the fewest assessments in which there was not even one respondent who did not want to state whether he had watched television or not [No Response = 0%].



	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%

TV stations' audiences

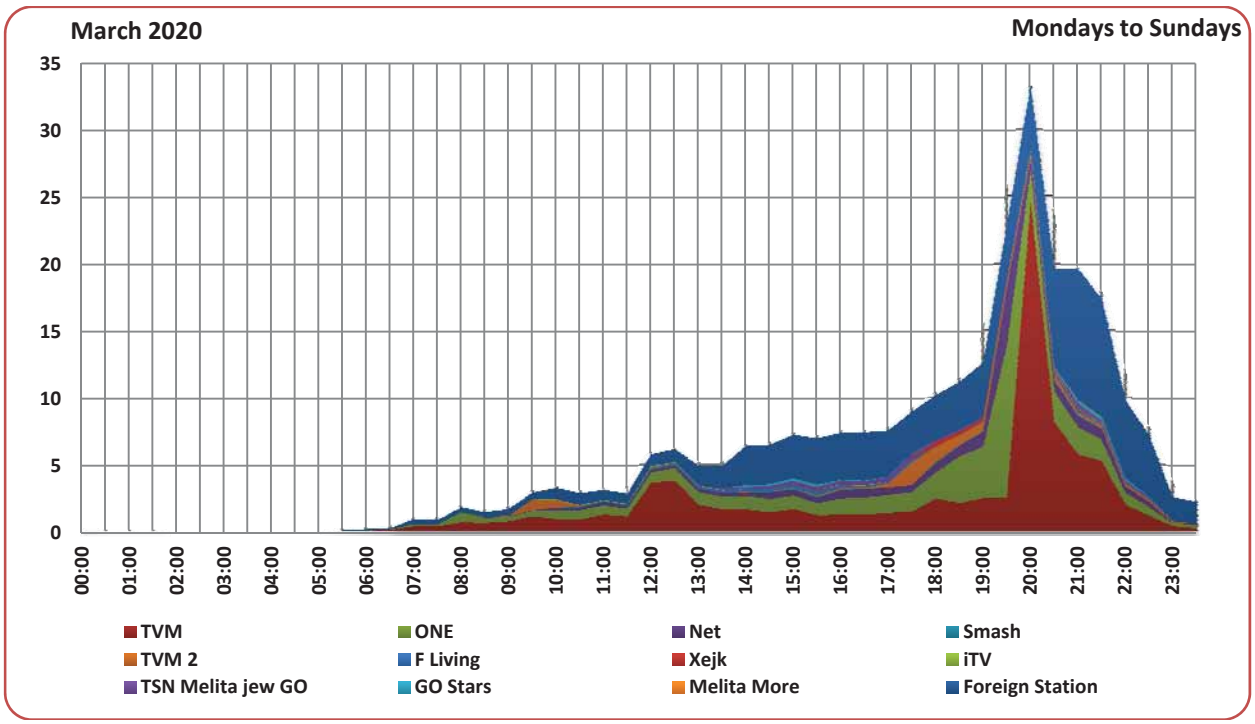
TV respondents were asked to indicate which television station they had followed the day before the interview and for how long. Each participant could name up to three stations and indicate three different time-periods for each station during which they had followed that particular station.

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 2:00am and 5:00am. Audiences throughout the day started picking up slowly at 8:00am with1.828% [≈11,700] increasing gradually with an average of 2.6% [≈16,700] between 8:00 and 11:00 to 2.84% [≈18,300]. Audiences rose sharply at noon to 5.78% [≈37,200], to 6.17% [≈39,700] at 12:30, falling to 4.91% [≈ 9,100] at 13:00. Audiences started picking up around 15:00 with 7.24% [≈46,500], rising slightly at 18:00 to 10.18% [≈65,500], then to 22.8% at 19:30 [≈147,100]. Audiences peaked at 20:00 with 33.29% [≈214,200], falling sharply to 19.61% [≈126,200] by 21:00 and to 2.23% [≈14,300] at midnight.

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



Covid-19

There is clear evidence that TV viewing patterns have changed. While in previous assessments audiences rose steadily throughout the day, this time there was a marked increase in audiences from those at mid-morning to those at noon – in November 2019 average morning audiences amounted to approximately 12,800 while in this assessment audiences were a clear 30% more. Daily broadcasts of Covid-19 Updates have increased audiences by more than twice [230%; ≈40,000] the levels of those in November 2019 [≈17,400]. Prime-time for local stations is clearly at 8:00pm and used to extend until 10:30pm. Prime-time for foreign stations started at 9:00pm and exceeded that of local stations.

Average Audiences

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

Taking the total average over a whole week [Monday to Sunday and *excluding* foreign stations], TVM attracted the largest average amount of viewers [1.842%] followed by ONE [1.010%], Net TV [0.508%] and TVM2 [0.254%].

TVM has the highest average amongst all local stations on six weekdays - Sundays [2.166%] followed by that of Mondays [1.881%], Tuesdays [1.849%], Saturdays [1.837%], Fridays [1.806%], and Thursdays [1.541%]. ONE had the highest average amongst all local stations on Wednesdays [1.780%].

The highest average attained by Net TV was on Mondays with 0.508% while TVM2's highest average was on Sundays with 0.254%.

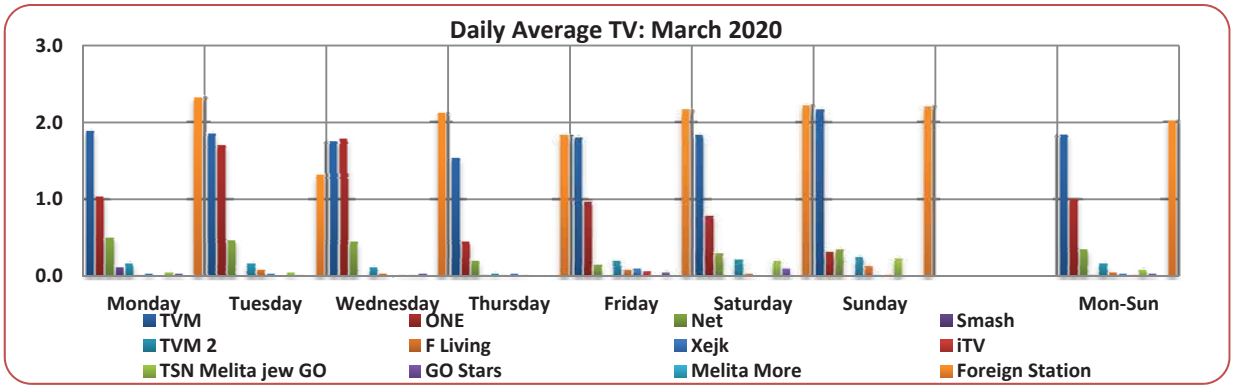
The viewing of foreign stations exceeded the viewing of any local station for all the weekdays except that on Tuesdays [1.311%] where the viewing of foreign stations ranked third after TVM [1.849%] and ONE [1.708%].

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

	TVM	ONE	NET TV	Smash	TVM 2	F Living	Xejk	iTV	TSN Melita/GO	GO Stars	Melita More	Highest	Foreign Stations
Monday	1.881	1.039	0.508	0.127	0.173	0.012	0.041		0.053	0.043	0.005	1.881	2.324
Tuesday	1.849	1.708	0.466		0.166	0.093	0.029		0.049	0.012	0.009	1.849	1.311
Wednesday	1.757	1.780	0.452		0.121	0.042	0.006	0.016	0.026	0.039		1.780	2.125
Thursday	1.541	0.451	0.210	0.019	0.038	0.015	0.032	0.013				1.541	1.835
Friday	1.806	0.977	0.144		0.210	0.088	0.097	0.065		0.056	0.010	1.806	2.161
Saturday	1.837	0.794	0.300		0.214	0.040			0.206	0.101		1.837	2.226
Sunday	2.166	0.319	0.352	0.009	0.254	0.131	0.014	0.022	0.236			2.166	2.209
Mon-Sun	1.842	1.010	0.356	0.025	0.170	0.060	0.031	0.016	0.083	0.035	0.004	1.842	2.024
Highest	2.166	1.780	0.508	0.127	0.254	0.131	0.097	0.065	0.236	0.101	0.010	---	2.324

Average [N] TV Audiences by Weekday and By Station

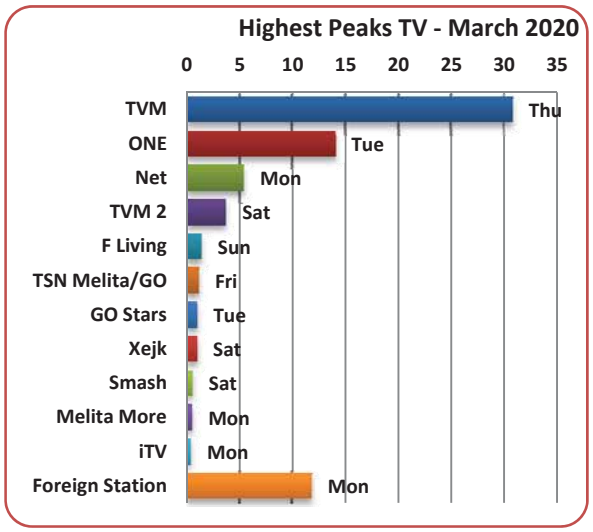
	TVM	ONE	NET TV	Smash	TVM 2	F Living	Xejk	iTV	TSN Melita/GO	GO Stars	Melita More	Highest	Foreign Stations
Monday	12,784	7,061	3,454	862	1,178	83	276		359	290	34	12,784	15,794
Tuesday	11,644	10,757	2,933		1,047	586	184		307	74	58	11,644	8,255
Wednesday	11,695	11,849	3,008		807	278	43	108	173	257		11,849	14,146
Thursday	9,643	2,819	1,314	116	238	94	199	82				9,643	11,481
Friday	11,530	6,238	922		1,339	565	619	416		360	66	11,530	13,797
Saturday	12,237	5,286	1,998		1,428	265			1,371	676		12,237	14,828
Sunday	13,091	1,928	2,128	55	1,537	792	85	134	1,427			13,091	13,351
Mon-Sun	11,846	6,497	2,288	161	1,091	389	200	101	531	223	23	11,846	13,017
Highest	13,091	11,849	3,454	862	1,537	792	619	416	1,427	676	66	---	15,794



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 [30.814%] followed by that on Tuesdays [26.548%], Wednesdays [25.225%], and Fridays [24.417%]; while its lowest was that for Saturdays [20.949%]. ONE had its highest peak on Tuesdays [14.034%] while the highest peak of Net TV was on Mondays [5.401%].



Percentage [%] Highest Peaks by TV Station by Weekday

	TVM	ONE	NET TV	Smash	TVM 2	F Living	Xejk	iTV	TSN Melita/GO	GO Stars	Melita More	Highest	Foreign Stations
Monday	23.347	10.079	5.401	0.561	2.331	0.293	0.965		1.009	0.671	0.241	23.347	9.397
Tuesday	26.548	14.034	4.352		2.270	0.552	0.280		0.887	0.283	0.220	26.548	7.299
Wednesday	25.225	11.026	3.348		2.973	0.771	0.308	0.389	0.622	0.463		25.225	10.951
Thursday	30.814	10.964	3.481	0.297	0.593	0.361	0.318	0.314				30.814	9.242
Friday	24.417	13.007	4.258		1.518	0.883	0.701	0.391		0.338	0.500	24.417	11.805
Saturday	20.949	13.281	5.296		3.720	0.402			1.143	0.986		20.949	9.747
Sunday	21.072	7.581	3.885	0.439	2.557	1.401	0.225	0.265	1.048			21.072	10.901
Highest	30.814	14.034	5.401	0.561	3.720	1.401	0.965	0.391	1.143	0.986	0.500	---	11.805

Highest Peaks [N] by TV Station by Weekday

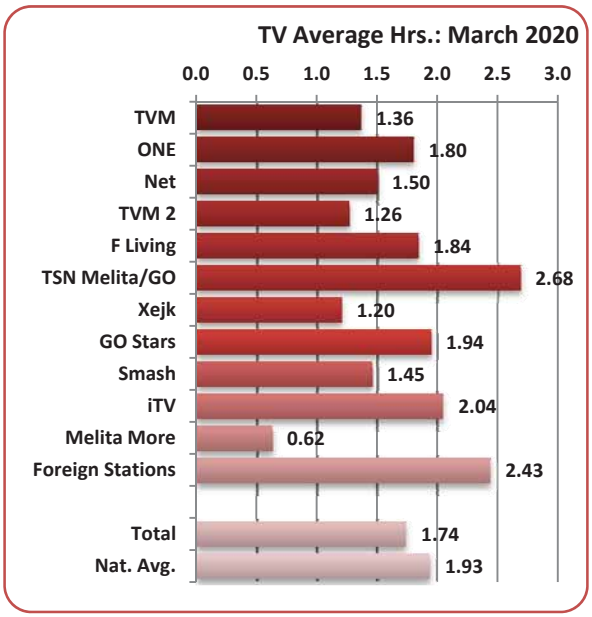
	TVM	ONE	NET TV	Smash	TVM 2	F Living	Xejk	iTV	TSN Melita/GO	GO Stars	Melita More	Highest	Foreign Stations
Monday	158,646	68,489	36,703	3,810	15,840	1,994	6,561		6,855	4,556	1,640	158,646	63,853
Tuesday	167,203	88,388	27,410		14,294	3,479	1,762		5,584	1,783	1,385	167,203	45,971
Wednesday	167,880	73,382	22,282		19,786	5,132	2,052	2,588	4,141	3,080		167,880	72,880
Thursday	192,827	68,612	21,785	1,857	3,713	2,257	1,988	1,962				192,827	57,836
Friday	155,913	83,055	27,189		9,696	5,636	4,476	2,497		2,159	3,191	155,913	75,381
Saturday	139,540	88,466	35,276		24,780	2,676			7,611	6,567		139,540	64,927
Sunday	127,332	45,813	23,478	2,653	15,453	8,467	1,358	1,602	6,333			127,332	65,872
Highest	192,827	88,466	36,703	3,810	24,780	8,467	6,561	2,588	7,611	6,567	3,191	---	75,381

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 [41.41%] followed by ONE [17.32%], the time spent on average by both TVM and ONE viewers was at 1.36hrs and 1.80hrs respectively.



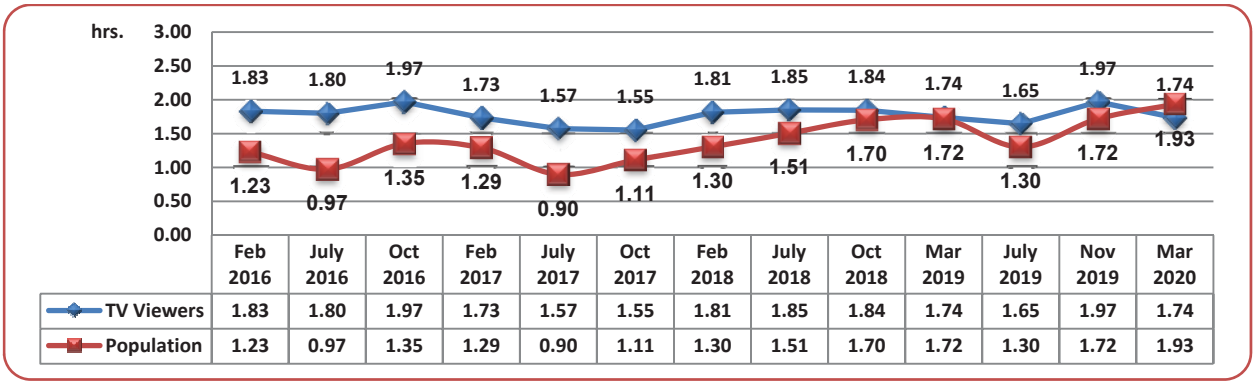
On average the stations which managed to maintain their audiences for the longest time were TSN Melita/GO [2.68hrs] and Foreign Stations [2.43hrs].

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	209,000	1.36	41.11	41.96	55.59	54.22	44.87	35.76	33.56	43.84	40.81	41.42	41.34	40.88	41.88
ONE	87,000	1.80	17.45	17.07	12.99	11.76	13.29	22.09	20.26	21.08	14.84	20.60	15.11	14.47	23.83
Net	37,000	1.50	7.14	7.45	1.41	2.21	4.47	8.90	13.56	6.07	7.70	5.92	10.39	6.87	6.37
Smash	3,000	1.45	0.58	0.48	1.41		0.35	0.58	0.77	0.62	0.52	0.45	1.40		
TVM 2	21,000	1.26	3.37	4.82	3.82	2.45	1.25	4.26	8.80	2.27	5.28	4.15	3.66	4.43	3.12
F Living	6,000	1.84	0.83	1.18	2.26		0.46	1.36	1.53	0.00	1.89	0.29	0.35	0.75	3.23
Xejk	4,000	1.20	0.39	1.16				1.06	2.18	1.20	0.62	0.29	0.35	1.84	
iTV	2,000	2.04	0.27	0.20			0.19	0.38	0.30		0.16	0.36		0.81	
TSN Melita/GO	5,000	2.68	1.99			0.92	1.74	0.41	0.93	1.39	1.31	1.36			1.30
GO Stars	3,000	1.94	0.49	0.60			1.30	0.43	0.23	0.74	0.44	0.68		0.70	1.13
Melita More	1,000	0.62	0.00	0.34		0.61		0.31			0.16	0.29		0.52	
Foreign Station	129,000	2.43	26.40	24.74	22.51	27.82	32.07	24.47	17.89	22.80	26.29	24.21	27.40	28.75	19.15
			100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

The average number of hours over all TV viewers amounts to 1.74hrs per viewer. This was 13'48" minutes less than that registered at the previous assessment in November 2019 [1.97hrs] but at the same level as that registered in March 2019 [1.74hrs].

Over the whole of the population aged 12 years and over, average viewing was at 1.93hrs which was 12'36" higher than at the previous assessment of November 2019 [1.72hrs] and 12'36" higher than that registered for the same period last year [March 2019, 1.72hrs].



	Feb 2016	July 2016	Oct 2016	Feb 2017	July 2017	Oct 2017	Feb 2018	July 2018	Oct 2018	Mar 2019	July 2019	Nov 2019	Mar 2020
TV Viewers	1.83	1.80	1.97	1.73	1.57	1.55	1.81	1.85	1.84	1.74	1.65	1.97	1.74
Population	1.23	0.97	1.35	1.29	0.90	1.11	1.30	1.51	1.70	1.72	1.30	1.72	1.93

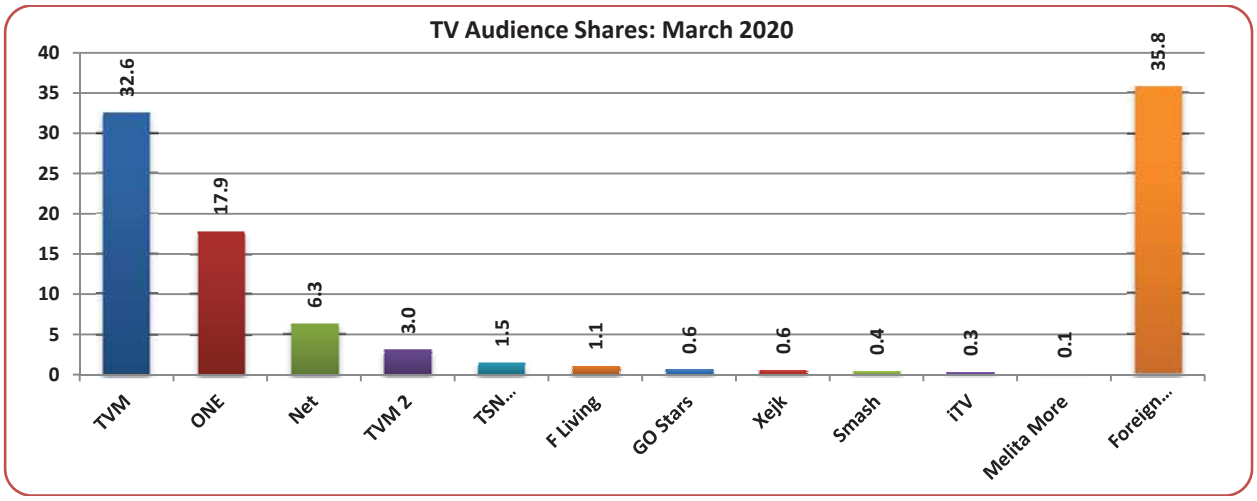
TV Stations Audience Share

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 air-time that viewers followed each particular television station.

Excluding all those watching foreign stations [35.8%] TVM ranked first with 32.6%; followed by ONE with 19.7%; and Net TV with 6.3%.

TV viewers watching foreign stations did so for an average of 2.43hrs while viewers watching TVM did so for an average of 1.46hrs.

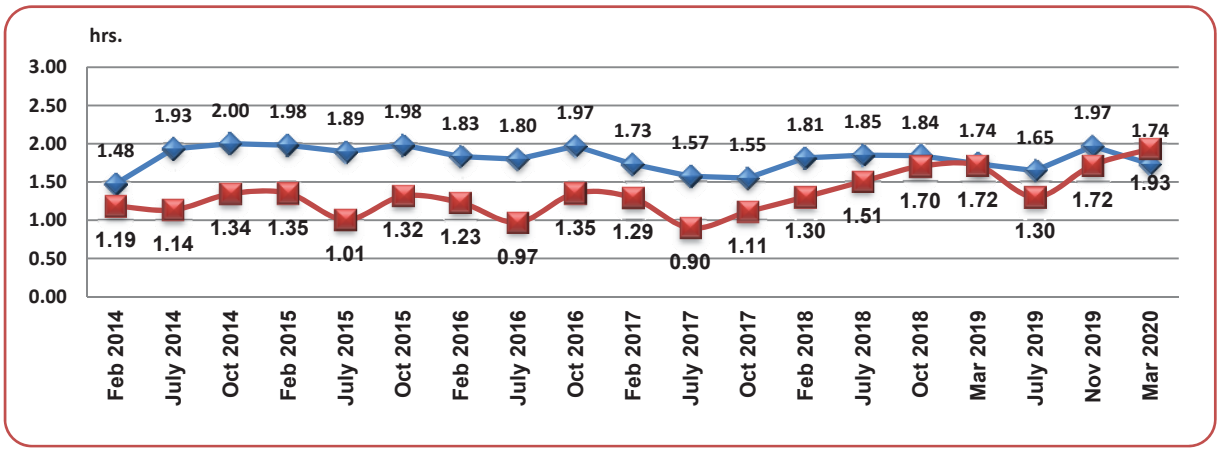


Covid-19

Restrictive movements have led to a rise in the consumption of television. More people have watched television leading to the highest ever registered national average of 1.93hrs.

Consumers have continued to follow foreign stations much more than local stations – the daily average audiences of foreign stations have exceeded those of local stations for all the weekdays except for the audiences of Tuesdays where TVM's average audiences was the highest amongst all stations.

However, local stations have attained viewership peaks at any half-hour slot far higher than those of foreign stations during all the weekdays. And although more people have followed local stations than foreign stations these were on average far shorter and, overall, more time was spent following foreign stations than local stations.



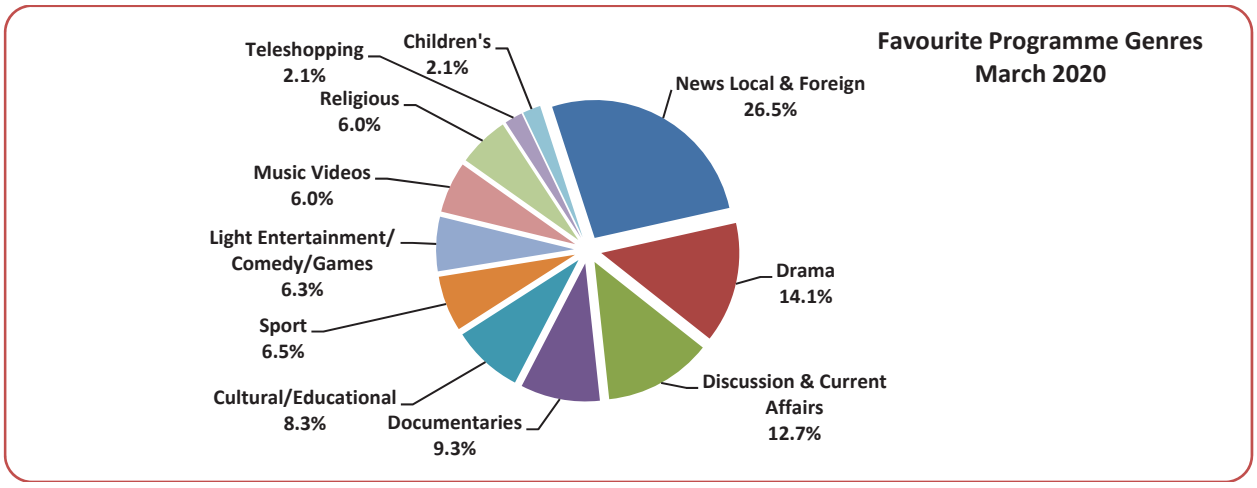
Favourite TV Programme Genres

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 [26.5%] followed by local Drama [14.5%], and Discussion & Current Affairs [10.5%] as follows:

The ranking of preferences has not changed and there was little change in percentages except for Local and Foreign News [26.5%] – there was an increase of 7.1% for this item over the previous period of November 2019 [19.4%] and an increase of 6.4% of the same period last year [March 2019; 20.1%].

	Mar 2019	Jul 2019	Nov 2019	Mar 2020	Similar Period	Previous Period
News Local & Foreign	20.1	23.0	19.4	26.5	6.4	7.1
Drama	14.5	14.3	13.8	14.1	-0.3	0.4
Discussion & Current Affairs	10.5	10.4	11.1	12.7	2.2	1.6
Documentaries	9.6	9.8	10.5	9.3	-0.3	-1.2
Cultural/Educational	9.4	8.9	9.9	8.3	-1.1	-1.6
Sport	8.6	8.5	8.8	6.5	-2.1	-2.2
Light Ent./Comedy/Games	7.9	7.4	7.6	6.3	-1.6	-1.2
Music Videos	7.7	6.8	7.1	6.0	-1.7	-1.1
Religious	5.7	5.0	6.0	6.0	0.3	0.0
Teleshopping	3.5	3.1	3.2	2.1	-1.4	-1.1
Children's	2.6	2.7	2.8	2.1	-0.5	-0.7
	100.0	100.0	100.0	100.0		



The results for each programme genre were compared to population demographics [total population aged 12 and over = 451,358].

Analysed by gender, male preferences exceeded female preferences mostly for sports programmes [M:28.4%; F:7.5%] – a difference of 20.9%; followed by Documentaries [M:27.5%; F: 24.4%] - a difference of 3.1%. There was little gender difference in preference for Local and Foreign News – 0.9% [M: 74.4%; F: 73.5%].

Female preferences exceed male preference for Drama by 17.9% [F:48.6%; M:30.8%]; Religious programmes by 10.0% [F:21.8%; M:11.8%]; Light Entertainment by 6.6% [F:21.1%; M: 14.5%]; and Teleshopping by 5.8% [F:8.8%; M: 3.1%]. Preferences slightly differed between females and males for the rest of the programme genres.

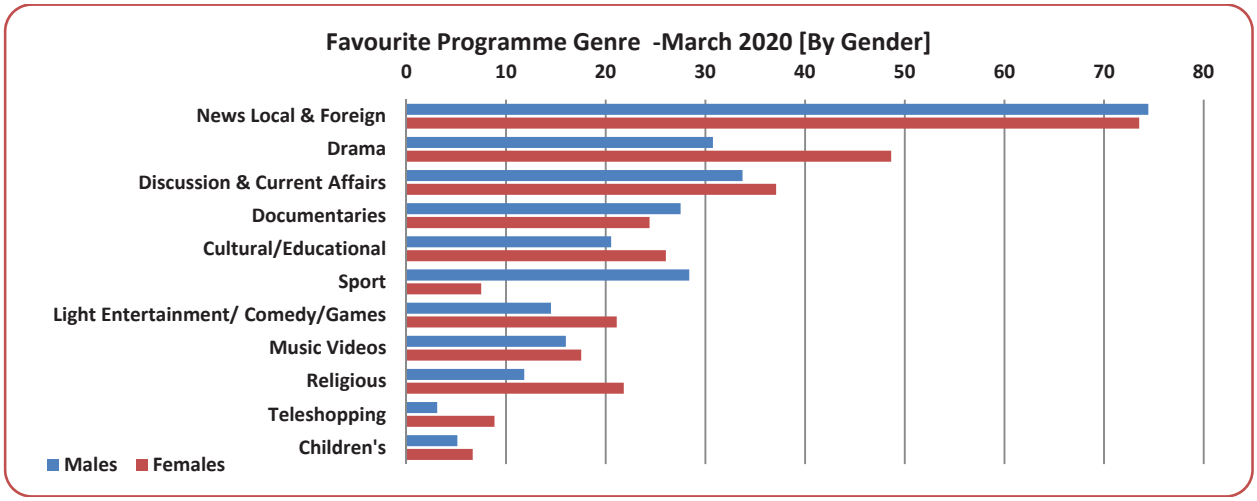
	Males	Females	±
News Local & Foreign	74.4	73.5	0.9
Drama	30.8	48.6	**-17.9**
Discussion & Current Affairs	33.7	37.1	-3.4
Documentaries	27.5	24.4	3.1
Cultural/Educational	20.5	26.0	-5.5
Sport	28.4	7.5	**20.9**
Light Entertainment/ Comedy/Games	14.5	21.1	-6.6
Music Videos	16.0	17.5	-1.5
Religious	11.8	21.8	-10.0
Teleshopping	3.1	8.8	-5.8
Children's	5.1	6.7	-1.5
	265.9	**293.1**	-27.2

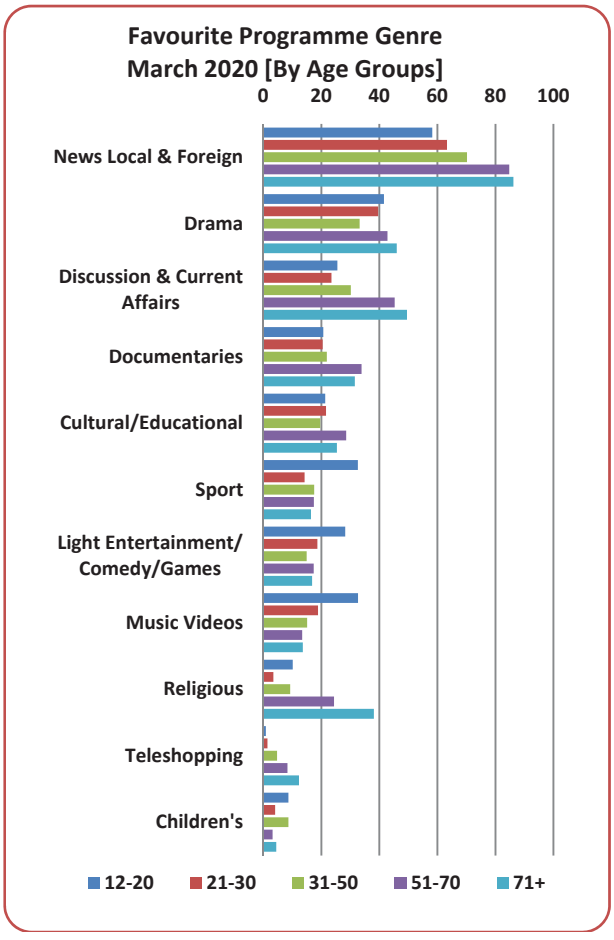
Analysed by age-groups, Local & Foreign News were the most preferred by all the age groups with the lowest being for 12-20 year olds [58.3%] and the highest being 71+ year olds [86.2%]. Drama programmes were the

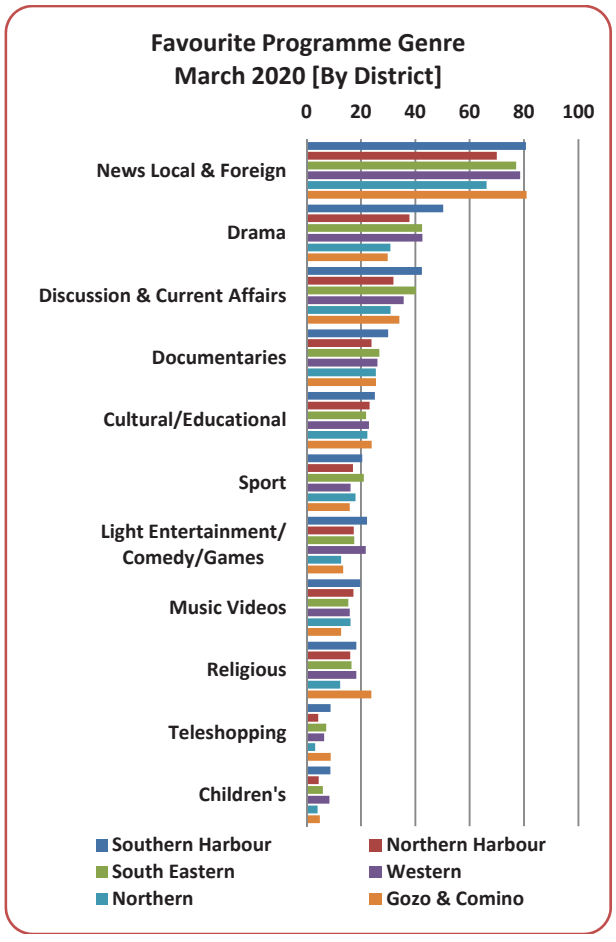
second most preferred for all those under 50 years old with the highest being amongst 12-20 year olds [41.6%] and the lowest being 31-50 year olds [33.2%]. On the other hand the second post preferred genre for all those over 51 years old was Discussion and Current Affairs programmes with the highest amongst 71+ year olds [49.5%].

The third most preferred genre for 12-20 year olds was Music Videos [32.7%]; Discussion & Current Affairs programmes for 21 to 50 year olds; and Drama programmes for all those 51yrs and over.

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 Gozo & Comino where Drama ranked third after Discussion & Current Affairs. Documentaries ranked fourth in all the districts.







Favourite Programme Genres on TV

	Total [N]	Ranking	Males	Females	12-20	21-30	31-50	51-70	71+	South Harbour	North Harbour	South Eastern	Western District	Northern District	Gozo & Comino
News Local & Foreign	334,014	[1]	171,944	162,070	24,783	49,020	104,569	92,193	63,450	61,462	103,295	50,329	44,336	49,711	24,882
Drama	178,250	[2]	71,031	107,219	17,689	30,658	49,493	46,557	33,853	38,283	55,823	27,754	24,039	23,174	9,176
Discussion & Current Affairs	159,634	[3]	77,887	81,748	10,857	18,180	44,939	49,226	36,432	32,326	47,198	26,240	20,169	23,203	10,499
Documentaries	117,313	[4]	63,548	53,765	8,792	15,829	32,639	36,848	23,204	22,890	35,240	17,476	14,709	19,141	7,857
Cultural/Educational	104,812	[5]	47,447	57,365	9,080	16,726	29,239	31,102	18,665	19,154	34,208	14,312	12,956	16,808	7,373
Sport	82,107	[6]	65,553	16,554	13,857	11,020	26,152	18,983	12,095	15,600	25,216	13,765	9,120	13,525	4,880
Light Entertainment/ Comedy/Games	80,014	[7]	33,511	46,503	12,005	14,452	22,283	18,876	12,398	16,972	25,604	11,450	12,295	9,547	4,144
Music Videos	75,584	[8]	36,938	38,647	13,896	14,596	22,498	14,562	10,033	15,061	25,429	10,043	8,982	12,153	3,916
Religious	75,385	[9]	27,312	48,073	4,314	2,674	13,841	26,491	28,065	13,941	23,696	10,804	10,342	9,278	7,323
Teleshopping	26,608	[10]	7,121	19,487	386	1,106	7,041	9,037	9,038	6,726	6,368	4,737	3,670	2,374	2,734
Children's	26,502	[11]	11,823	14,679	3,678	3,158	12,913	3,478	3,274	6,688	6,606	3,923	4,736	3,042	1,507
Total Responses [n]	**1,260,224**		**614,114**	**646,110**	**119,337**	**177,419**	**365,608**	**347,353**	**250,508**	**249,104**	**388,682**	**190,833**	**165,355**	**181,958**	**84,293**
	%		%	%	%	%	%	%	%	%	%	%	%	%	%
News Local & Foreign	26.5	[1]	28.0	25.1	20.8	27.6	28.6	26.5	25.3	24.7	26.6	26.4	26.8	27.3	29.5
Drama	14.1	[2]	11.6	16.6	14.8	17.3	13.5	13.4	13.5	15.4	14.4	14.5	14.5	12.7	10.9
Discussion & Current Affairs	12.7	[3]	12.7	12.7	9.1	10.2	12.3	14.2	14.5	13.0	12.1	13.8	12.2	12.8	12.5
Documentaries	9.3	[4]	10.3	8.3	7.4	8.9	8.9	10.6	9.3	9.2	9.1	9.2	8.9	10.5	9.3
Cultural/Educational	8.3	[5]	7.7	8.9	7.6	9.4	8.0	9.0	7.5	7.7	8.8	7.5	7.8	9.2	8.7
Sport	6.5	[6]	10.7	2.6	11.6	6.2	7.2	5.5	4.8	6.3	6.5	7.2	5.5	7.4	5.8
Light Entertainment/ Comedy/Games	6.3	[7]	5.5	7.2	10.1	8.1	6.1	5.4	4.9	6.8	6.6	6.0	7.4	5.2	4.9
Music Videos	6.0	[8]	6.0	6.0	11.6	8.2	6.2	4.2	4.0	6.0	6.5	5.3	5.4	6.7	4.6
Religious	6.0	[9]	4.4	7.4	3.6	1.5	3.8	7.6	11.2	5.6	6.1	5.7	6.3	5.1	8.7
Teleshopping	2.1	[10]	1.2	3.0	0.3	0.6	1.9	2.6	3.6	2.7	1.6	2.5	2.2	1.3	3.2
Children's	2.1	[11]	1.9	2.3	3.1	1.8	3.5	1.0	1.3	2.7	1.7	2.1	2.9	1.7	1.8
% of Total Responses	**100%**		**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**

	Total	Ranking	Males	Females	12-20	21-30	31-50	51-70	71+	South Harbour	North Harbour	South Eastern	Western District	Northern District	Gozo & Comino
Total Population [N]	**451,358**		**230,954**	**220,404**	**42,538**	**77,457**	**148,984**	**108,782**	**73,597**	**76,188**	**147,607**	**65,296**	**56,439**	**75,077**	**30,751**
	%		%	%	%	%	%	%	%	%	%	%	%	%	%
News Local & Foreign	74.0	[1]	74.4	73.5	58.3	63.3	70.2	84.8	86.2	80.7	70.0	77.1	78.6	66.2	80.9
Drama	39.5	[2]	30.8	48.6	41.6	39.6	33.2	42.8	46.0	50.2	37.8	42.5	42.6	30.9	29.8
Discussion & Current Affairs	35.4	[3]	33.7	37.1	25.5	23.5	30.2	45.3	49.5	42.4	32.0	40.2	35.7	30.9	34.1
Documentaries	26.0	[4]	27.5	24.4	20.7	20.4	21.9	33.9	31.5	30.0	23.9	26.8	26.1	25.5	25.6
Cultural/Educational	23.2	[5]	20.5	26.0	21.3	21.6	19.6	28.6	25.4	25.1	23.2	21.9	23.0	22.4	24.0
Sport	18.2	[6]	28.4	7.5	32.6	14.2	17.6	17.5	16.4	20.5	17.1	21.1	16.2	18.0	15.9
Light Entertainment/ Comedy/Games	17.7	[7]	14.5	21.1	28.2	18.7	15.0	17.4	16.8	22.3	17.3	17.5	21.8	12.7	13.5
Music Videos	16.7	[8]	16.0	17.5	32.7	18.8	15.1	13.4	13.6	19.8	17.2	15.4	15.9	16.2	12.7
Religious	16.7	[9]	11.8	21.8	10.1	3.5	9.3	24.4	38.1	18.3	16.1	16.5	18.3	12.4	23.8
Teleshopping	5.9	[10]	3.1	8.8	0.9	1.4	4.7	8.3	12.3	8.8	4.3	7.3	6.5	3.2	8.9
Children's	5.9	[11]	5.1	6.7	8.6	4.1	8.7	3.2	4.4	8.8	4.5	6.0	8.4	4.1	4.9
% of Total Population	**279.2**		**265.9**	**293.1**	**280.5**	**229.1**	**245.4**	**319.3**	**340.4**	**327.0**	**263.3**	**292.3**	**293.0**	**242.4**	**274.1**

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, 63 listeners named a second station while another 10 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]	43,000	20.41	18.18	22.93	80.78	40.48	33.67	4.42		12.80	20.75	22.04	21.14	24.56	24.75
ONE Radio	[2]	41,000	19.80	19.62	20.00		7.64	11.44	25.96	33.50	28.09	17.93	23.32	19.93	12.91	13.30
Radju Malta	[3]	26,000	12.50	12.70	12.27	8.02	2.89	4.75	18.63	21.05	7.64	14.65	13.79	13.19	12.15	12.79
Calypso Radio	[4]	26,000	12.27	10.94	13.79		5.98	9.10	22.10	10.34	15.12	10.18	12.40	16.36	11.57	7.62
Vibe FM	[5]	17,000	7.87	8.92	6.67	6.52	23.05	13.68	1.55		7.29	9.76	5.24	5.30	10.20	6.48
Radju Marija	[6]	13,000	5.94	3.95	8.19	4.68	2.84	0.00	8.06	12.79	7.42	5.11	5.56	5.67	6.80	4.95
Net FM	[7]	11,000	5.32	6.87	3.57			3.11	6.28	10.95	4.83	8.29	3.38	6.34	2.00	3.81
Magic	[8]	8,000	3.67	3.17	4.23		4.07	6.89	3.30	0.57	8.61	2.00	4.87		2.64	4.03
Smash Radio	[9]	6,000	2.65	3.19	2.04		6.03	6.24			2.60	3.78	2.48	3.31	1.38	
X FM	[11]	4,000	1.87	3.02	0.57		1.66	5.55				1.29	1.63	1.39	5.80	1.87
Campus FM	[12]	4,000	1.56	2.68	0.29		2.31		1.61	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		1.78	2.59	0.72		1.75	2.11	3.13	2.16
Community Stations	[14]	2,000	0.75	0.29	1.28				1.82	0.98		0.83				7.11
Radju Malta 2	[15]	2,000	0.73	1.14	0.27				1.99	0.70	0.72	0.96	0.00	1.22		2.16
Bay Easy (Dig)	[16]	2,000	0.57	0.48	0.67			1.91			0.98		2.48			
All Rock (Dig)	[17]	1,000	0.20		0.43		1.53								1.28	
BKR National (Dig)	[18]	1,000	0.13		0.27					0.53		0.42				
Foreign Stations	[10]	6,000	2.44	3.40	1.34			3.67	2.50	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%**

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

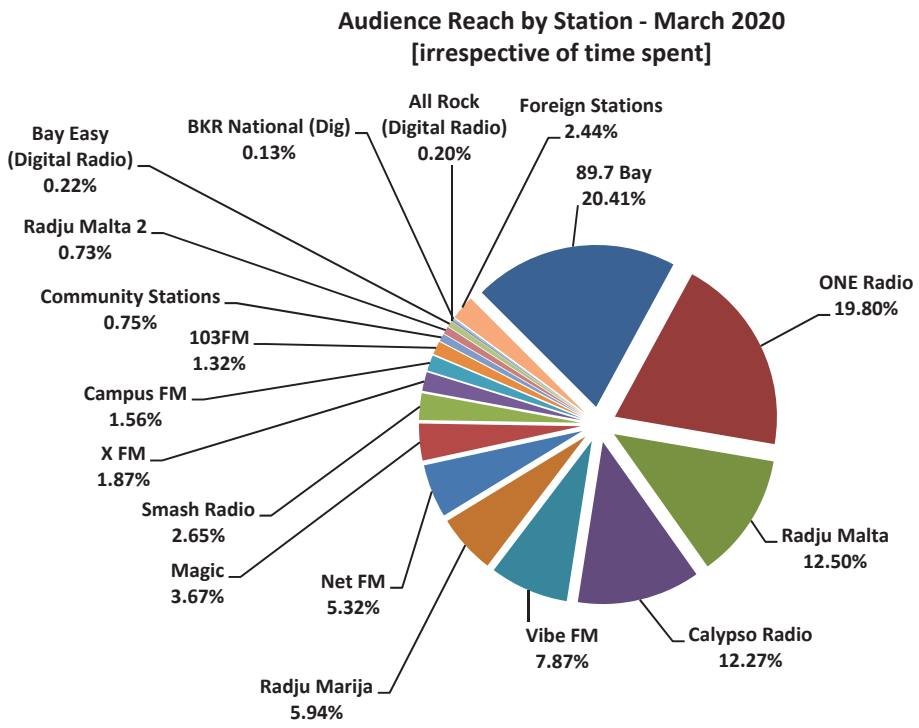
Only two stations were followed by respondents from all the demographic groups – Radju Malta and Radju Marija.

89.7 Bay has attracted the largest amount of radio listeners [20.41%] with ≈43,000 listeners. This station was followed by ONE Radio with 19.80% of all listeners [≈41,000], Radju Malta [12.50%; ≈26,000], and Calypso Radio with 12.27% [≈26,000].

89.7 Bay was the most followed station by all those under fifty years old – with 80.8% of 12-20 year olds, 40.5% of all 21-30 year olds, and 33.7% of all 31-50 year olds following this station.

ONE Radio was the most followed station by all those over fifty years old – with 26.0% of all 51-70 year olds and 33.5% of all 71+ year olds following this station.

The highest group that followed Radju Malta were 71+ year olds [21.0%] followed by 51-70 year olds [18.6%]. On the other hand, the highest group following Calypso Radio were 51-70 year olds [22.1%] followed by 71+ year olds [10.3%].



Covid-19

The table below compares audience-reach by ranking for this period with the previous assessment period [November 2019] and with the same period last year (March 2019). During this period there was a noticeable decrease of 12% in the number of audiences listening to radio stations [from 245K in November 2019 to 216K in March 2020). However, more radio stations were followed especially those on the DAB+ platform.

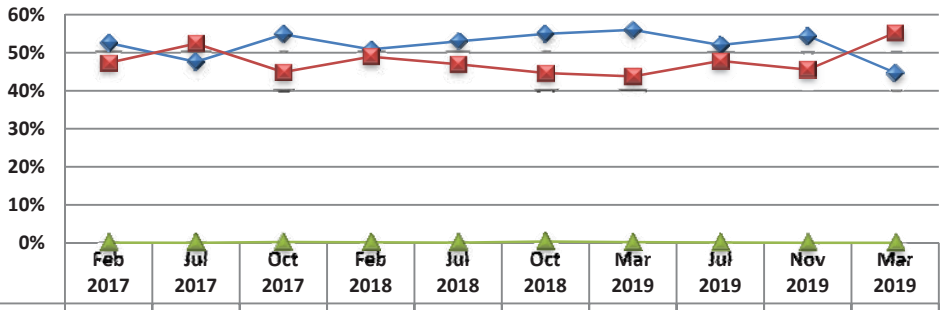
Comparative Reach

	March 2020					November 2019					March 2019			
	Ranking	Rounded up	Total %	[N] +/(-) [Nov. 2019]		Ranking	Rounded up	Total %	[N] +/(-) [Mar. 2019		Ranking	Rounded up	Total %
89.7 Bay	[1]	43,000	20.41	(14%)	89.7 Bay	[1]	50,000	20.78	(17%)	89.7 Bay	[1]	60,000	23.83
ONE Radio	[2]	41,000	19.80	5%	ONE Radio	[2]	39,000	16.38	(3%)	ONE Radio	[2]	40,000	15.81
Radju Malta	[3]	26,000	12.50	(16%)	Radju Malta	[3]	31,000	12.84	29%	Radju Malta	[4]	24,000	9.57
Calypso Radio	[4]	26,000	12.27	4%	Calypso Radio	[5]	25,000	10.27	14%	Calypso Radio	[5]	22,000	8.72
Vibe FM	[5]	17,000	7.87	(43%)	Vibe FM	[4]	30,000	12.48	(6%)	Vibe FM	[3]	32,000	12.64
Radju Marija	[6]	13,000	5.94	(24%)	Radju Marija	[6]	17,000	6.94	21%	Radju Marija	[6]	14,000	5.21
Net FM	[7]	11,000	5.32	22%	Net FM	[7]	9,000	3.79	(31%)	Net FM	[7]	13,000	4.87
Magic	[8]	8,000	3.67	≈	Magic	[9]	8,000	3.10	(38%)	Magic	[8]	13,000	4.85
Smash Radio	[9]	6,000	2.65	(14%)	Smash Radio	[11]	7,000	2.60	(22%)	Smash Radio	[10]	9,000	3.32
X FM	[11]	4,000	1.87	(50%)	X FM	[8]	8,000	3.15	14%	X FM	[11]	7,000	2.42
Campus FM	[12]	4,000	1.56	100%	Campus FM	[14]	2,000	0.66	(50%)	Campus FM	[13]	4,000	1.28
103FM	[13]	3,000	1.32	(50%)	103FM	[12]	6,000	2.32	(40%)	103FM	[9]	10,000	3.69
Radju Malta 2	[15]	2,000	0.73	(33%)	Radju Malta 2	[13]	3,000	1.11	≈	Radju Malta 2	[14]	3,000	0.94
Bay Easy (Dig)	[16]	2,000	0.57	100%	Bay Easy (Dig)	[16]	1,000	0.22					
All Rock (Dig)	[17]	1,000	0.20										
BKR National (Dig)	[18]	1,000	0.13										
Community	[14]	2,000	0.75	≈	Community	[15]	2,000	0.51	≈	Community	[15]	2,000	0.54
Foreign Stations	[10]	6,000	2.44	(14%)	Foreign Stations	[10]	7,000	2.84	17%	Foreign Stations	[12]	6,000	2.30
		[216K]	100.0	(12%)			[245K]	100.0	(5%)			[250K]	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, 202,000 persons (aged 12 years and over) listen to radio regularly. This is less than half the population – 44.7%.

Compared to previous data, there was a 9.8% decrease of radio listeners over the previous assessment period of November 2019 [54.5%] and a decrease of 11.3% over that of a similar period last year [March 2019; 56.0%].



	Feb 2017	Jul 2017	Oct 2017	Feb 2018	Jul 2018	Oct 2018	Mar 2019	Jul 2019	Nov 2019	Mar 2019
Radio Listeners*	52.6%	47.6%	54.8%	50.9%	53.0%	55.0%	56.0%	52.0%	54.5%	44.7%
Did Not Listen to Radio	47.4%	52.4%	44.9%	48.9%	47.0%	44.7%	43.8%	47.9%	45.5%	55.3%
No Response	0.1%	0.0%	0.2%	0.2%	0.0%	0.4%	0.2%	0.1%	0.0%	0.0%

* Includes "No Particular Radio Station" and "Did not remember which station"

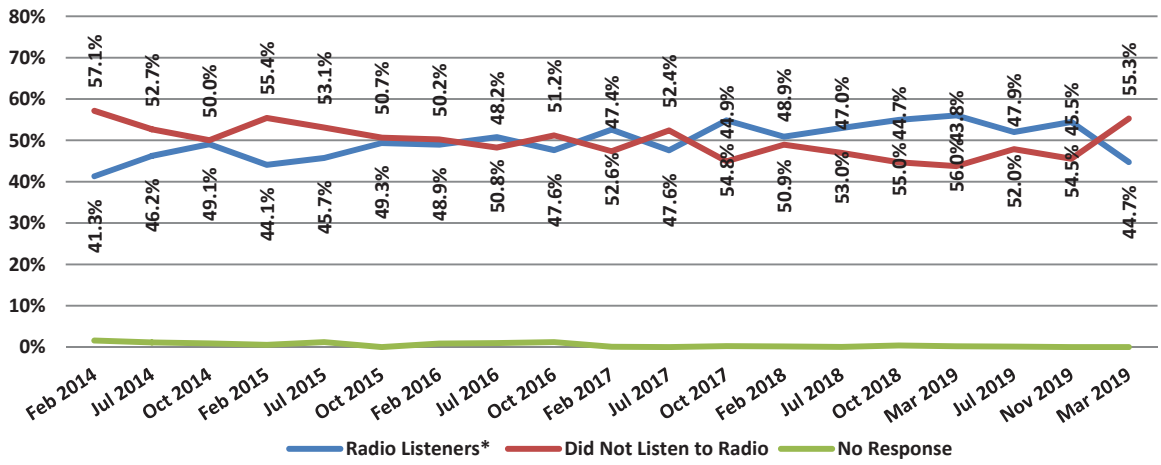
How many listened to radio?

	Total N	Yes [1] N	No N	No Ans. N		Total %	Yes %	No %	No Ans. %
Population									
[+12 years]	**451,358**	**201,914**	**249,444**	**0**		**100**	**44.73**	**55.27**	**0.00**
Gender									
Males	230,954	105,798	125,156	0		**100**	**45.81**	**54.19**	**0.00**
Females	220,404	96,116	124,288	0		**100**	**43.61**	**56.39**	**0.00**
	451,358	**201,914**	**249,444**	**0**					
Age group									
12-20	42,538	9,635	32,904	0		**100**	**22.65**	**77.35**	**0.00**
21-30	77,457	27,013	50,443	0		**100**	**34.88**	**65.12**	**0.00**
31-50	148,984	63,151	85,833	0		**100**	**42.39**	**57.61**	**0.00**
51-70	108,782	56,823	51,959	0		**100**	**52.24**	**47.76**	**0.00**
71+	73,597	45,292	28,305	0		**100**	**61.54**	**38.46**	**0.00**
	451,358	**201,914**	**249,444**	**0**					
South Harbour	76,188	37,834	38,354	0		**100**	**49.66**	**50.34**	**0.00**
North Harbour	147,607	61,698	85,909	0		**100**	**41.80**	**58.20**	**0.00**
South Eastern	65,296	32,120	33,176	0		**100**	**49.19**	**50.81**	**0.00**
Western	56,439	24,681	31,758	0		**100**	**43.73**	**56.27**	**0.00**
Northern	75,077	31,662	43,415	0		**100**	**42.17**	**57.83**	**0.00**
Gozo & Comino	30,751	13,918	**16,833**	**0**		**100**	**45.26**	**54.74**	**0.00**
	451,358	**201,914**	**249,444**	**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

This is the third lowest level of radio audiences reached since the collection of data during three separate months of the broadcasting season [February 2014]. However, it is 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%]. It was one of the fewest assessments in which there was not even one respondent who did not want to state whether he had followed radio or not [No Response = 0%]. But then it was the second highest time when respondents said that they do not have a radio-set [2.4%; July 2017=2.6%].



	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%

Radio stations followed

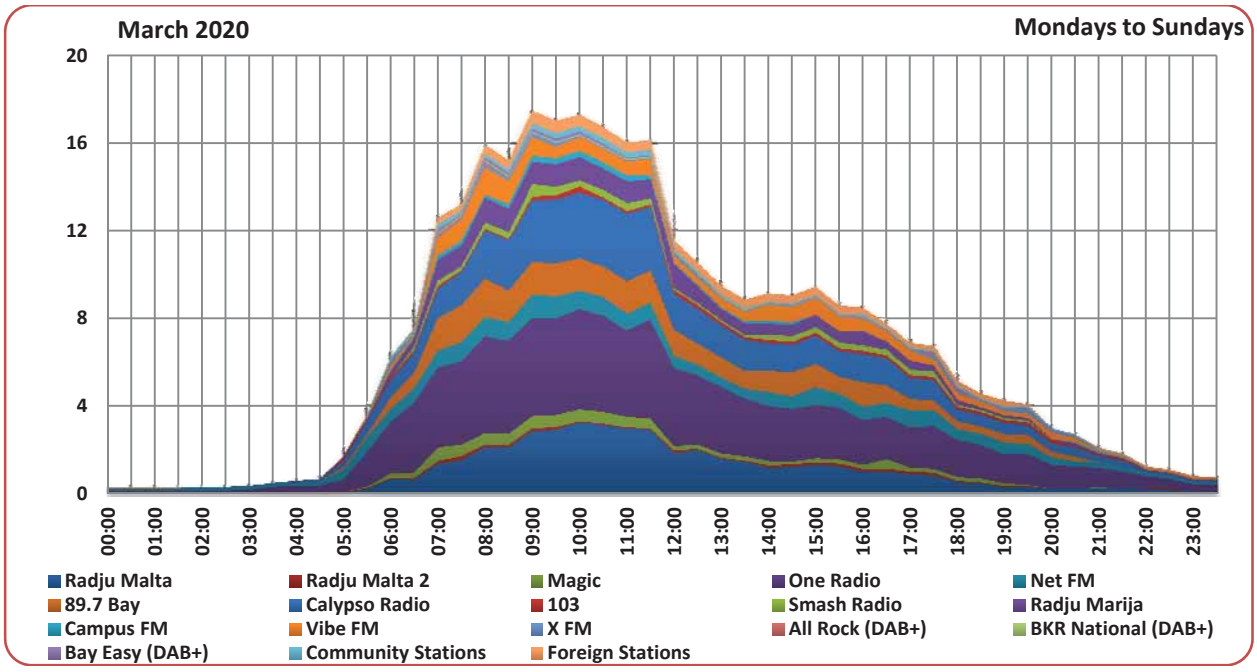
Respondents were asked to indicate which station they had followed and for how long. Each participant could name up to three stations and indicate three different time-periods for each station during which they had followed that particular station.

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 1.69% at 5:00 to 3.58% at 5:30, again doubled by 6:00 [6.23%], and again by 7:00 [12.58%]. Audiences steadily rose to 17.48% by 9:00 with this level being maintained till 11:30 [16.16%].

Audiences steadily declined in the early afternoon levelling and peaking to 9.43% at 15:00, following which audiences steadily declined to 4.23% at 19:00 and to 2.07% at 21:00. Night-time radio audiences after 23:00 were less than 1.0% of the total population.



Covid-19

There is clear evidence that radio listening patterns have changed. In previous assessments audiences rose sharply between 7:00 and 8:00; falling between 8:30 and 9:00; only to reach the highest peak at 10:00. In this assessment the highest peak was reached at 9:00 and was sustained till 11:30. Besides, reduction in audiences during the afternoon and evening broadcasts was much more at a steady rate than in previous assessments. However night-time audiences were half of those attained in previous assessments.

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 [1.941%]; followed by Calypso Radio [0.990%]; Radju Malta [0.919%]; 89.7 Bay [0.609%]; and Net FM [0.481%].

ONE Radio had the highest average amongst all stations for all the weekdays except for Thursdays with its highest on Tuesdays [2.577%] followed by that on Fridays [2.378%].

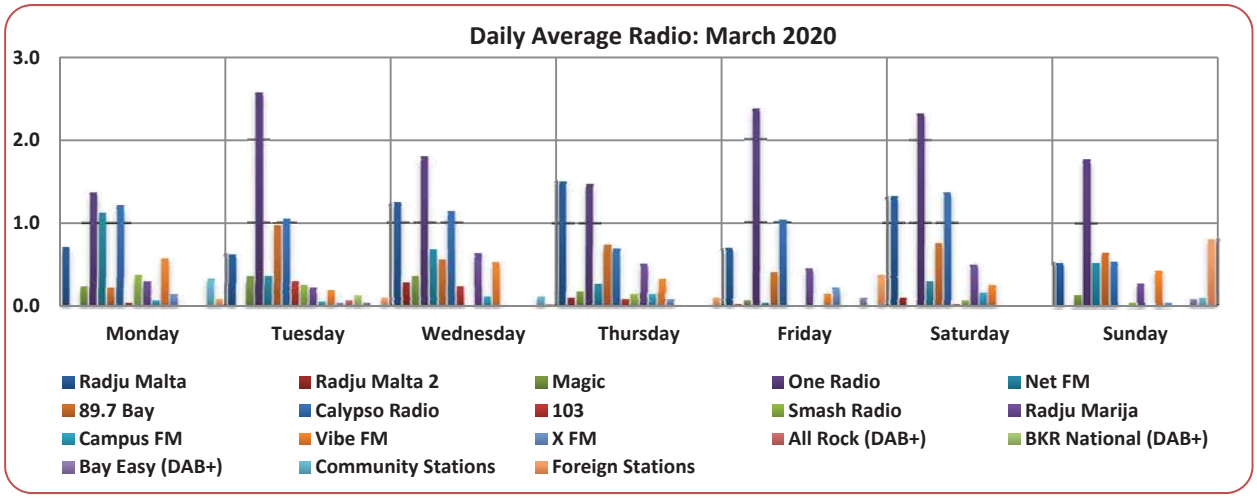
Radju Malta had the highest average amongst all stations [1.507%] on Thursdays. Calypso Radio had its highest average on Saturdays [1.366%] while 89.7 Bay had its highest average on Tuesdays [0.971%]. Net FM had its highest average on Mondays [1.127%].

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	All Rock (Dig)	BKR National (Dig)	Bay Easy (Dig)	Community	Foreign	Highest
Monday	0.699		0.219	1.373	1.127	0.206	1.207	0.027	0.358	0.287	0.056	0.572	0.127				0.319	0.075	1.373
Tuesday	0.618		0.342	2.577	0.350	0.971	1.048	0.292	0.245	0.205	0.033	0.179	0.021	0.058	0.123	0.029		0.087	2.577
Wednesday	1.241	0.264	0.348	1.794	0.676	0.553	1.130	0.230		0.623	0.097	0.523					0.106	0.012	1.794
Thursday	1.507	0.090	0.170	1.473	0.252	0.738	0.691	0.065	0.128	0.504	0.135	0.313	0.068					0.093	1.507
Friday	0.685	0.010	0.060	2.378	0.019	0.400	1.021			0.445		0.131	0.208			0.079		0.370	2.378
Saturday	1.316	0.093		2.326	0.292	0.747	1.366	0.008	0.059	0.485	0.155	0.248							2.326
Sunday	0.520		0.127	1.764	0.521	0.646	0.530		0.043	0.277		0.434	0.041			0.076	0.094	0.804	1.764
Mon-Sun	0.919	0.060	0.185	1.941	0.481	0.609	0.990	0.090	0.128	0.392	0.066	0.348	0.066	0.009	0.019	0.026	0.080	0.214	1.941
Highest	1.507	0.264	0.348	2.577	1.127	0.971	1.366	0.292	0.358	0.623	0.155	0.572	0.208	0.058	0.123	0.079	0.319	0.804	---

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	All Rock (Dig)	BKR National (Dig)	Bay Easy (Dig)	Community	Foreign	Highest
Monday	3,389		1,060	6,658	5,462	999	5,854	133	1,735	1,389	270	2,776	614				1,548	363	6,658
Tuesday	2,911		1,612	12,133	1,649	4,571	4,933	1,375	1,153	965	156	842	97	275	579	137		408	12,133
Wednesday	6,017	1,282	1,690	8,702	3,278	2,682	5,482	1,113		3,020	472	2,535					513	56	8,702
Thursday	7,227	433	814	7,066	1,208	3,541	3,315	313	616	2,417	646	1,503	324					446	7,227
Friday	3,136	44	272	10,881	88	1,832	4,671			2,038		598	953			361		1,695	10,881
Saturday	6,338	446		11,198	1,405	3,595	6,578	38	283	2,336	746	1,192							11,198
Sunday	2,420		589	8,212	2,425	3,006	2,467		200	1,288		2,019	193			353	437	3,743	8,212
Mon-Sun	4,365	284	879	9,218	2,284	2,893	4,699	427	610	1,859	312	1,655	313	43	92	126	379	1,016	9,218
Highest	7,227	1,282	1,690	12,133	5,462	4,571	6,578	1,375	1,735	3,020	746	2,776	953	275	579	361	1,548	3,743	---



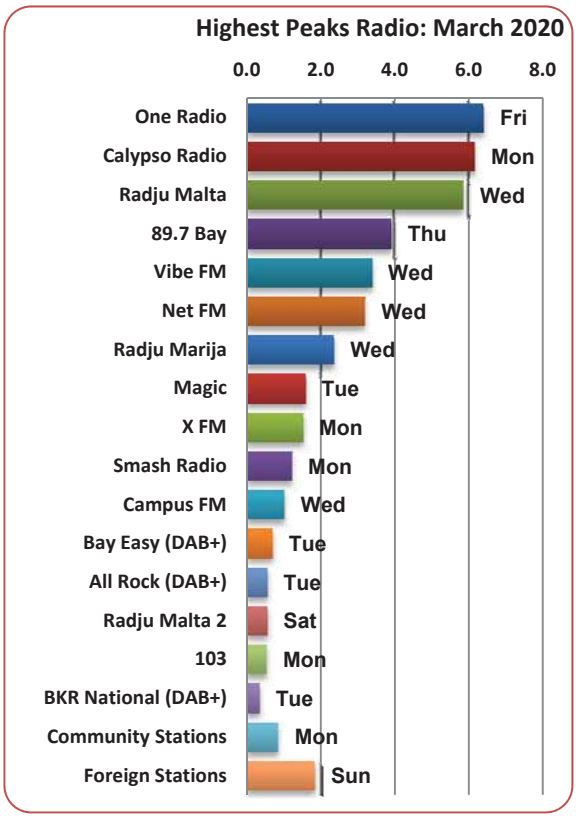
Peak Audiences

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

Taking the highest peak for each station, ONE Radio had the highest peak amongst all stations on four weekdays – Fridays: 6.418%; Saturdays: 6.400%; Tuesdays: 6.044%; and Sundays: 4.998%. That of Fridays was the highest peak amongst all stations for the whole week.

Calypso Radio had the highest peak amongst all stations on Mondays: 6.169%.

Radju Malta had the highest peak amongst all stations on two weekdays – Wednesdays: 5.873% and Thursdays: 5.850% – with that of Wednesdays being its highest during the week.



Percentage [%] Highest Peaks by Radio Station by Weekday

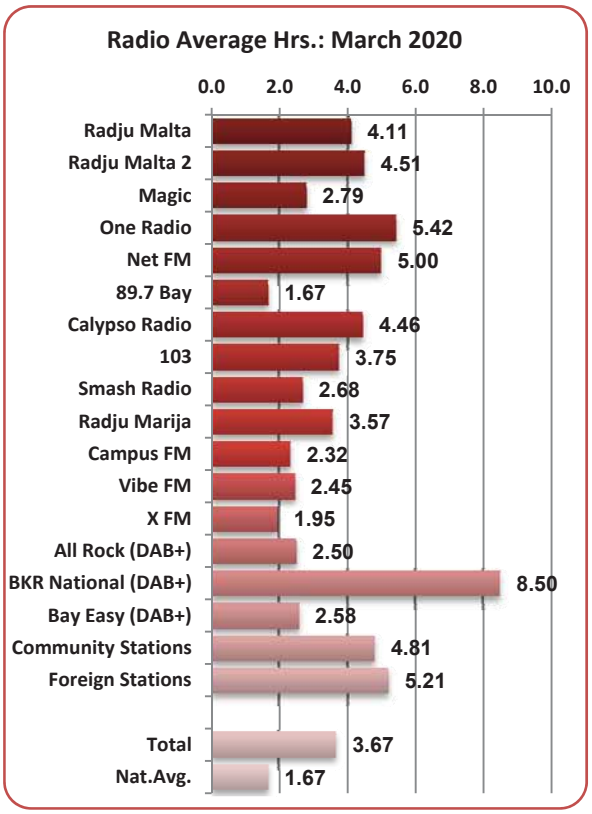
%	Radju Malta	Radju Malta 2	Magic Malta	ONE Radio	Net FM	89.7 Bay	Calypso Radio	103	Smash Radio	Radju Marija	Campus FM	Vibe FM	X FM	All Rock (Dig)	BKR National (Dig)	Bay Easy (Dig)	Community	Foreign	Highest
Mon	2.300		1.021	3.701	2.339	1.761	6.169	0.545	1.228	0.991	0.446	1.569	1.520				0.857	0.427	6.169
Tue	2.301		1.590	6.044	0.996	2.458	3.236	0.438	1.080	1.082	0.422	1.385	0.493	0.560	0.347	0.701		0.908	6.044
Wed	5.873	0.423	1.135	4.760	3.207	2.962	3.670	0.528		2.364	1.028	3.393					0.423	0.558	5.873
Thu	5.850	0.483	0.974	4.331	0.981	3.918	2.146	0.512	0.758	2.057	1.001	1.206	1.204					0.861	5.850
Fri	3.672	0.463	0.972	6.418	0.463	2.881	1.746			1.607		1.802	0.454			0.632		0.847	6.418
Sat	3.537	0.556		6.400	0.932	3.377	4.363	0.383	1.181	1.450	0.532	1.614							6.400
Sun	1.914		1.118	4.998	1.422	2.545	1.674		1.030	0.931		1.290	0.695			0.364	0.344	1.844	4.998
Highest	5.873	0.556	1.590	6.418	3.207	3.918	6.169	0.545	1.228	2.364	1.028	3.393	1.520	0.560	0.347	0.701	0.857	1.844	---

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	All Rock (Dig)	BKR National (Dig)	Bay Easy (Dig)	Community	Foreign	Highest
Mon	11,152		4,949	17,946	11,340	8,540	29,910	2,644	5,953	4,804	2,161	7,607	7,372				4,155	2,069	29,910
Tue	10,830		7,487	28,454	4,689	11,573	15,234	2,062	5,083	5,096	1,987	6,522	2,321	2,635	1,635	3,299		4,272	28,454
Wed	28,483	2,052	5,505	23,082	15,552	14,364	17,800	2,561		11,466	4,986	16,456					2,052	2,704	28,483
Thu	28,060	2,317	4,674	20,774	4,704	18,792	10,293	2,457	3,634	9,867	4,799	5,787	5,774					4,131	28,060
Fri	16,801	2,119	4,448	29,370	2,119	13,181	7,991			7,355		8,247	2,079			2,891		3,874	29,370
Sat	17,034	2,676		30,820	4,487	16,259	21,008	1,843	5,686	6,984	2,562	7,774							30,820
Sun	8,906		5,203	23,263	6,620	11,846	7,793		4,792	4,332		6,006	3,233			1,693	1,602	8,582	23,263
Highest	28,483	2,676	7,487	30,820	15,552	18,792	29,910	2,644	5,953	11,466	4,986	16,456	7,372	2,635	1,635	3,299	4,155	8,582	---

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 [20.41%] and was the most followed station by all those under fifty years old – 80.8% of all the 12-20 year olds; 40.5% of all 21-30 year olds, 33.7% of all 31-50 year olds. Their total average hours of radio listening worked out at 1.67hrs per listener.

On the other hand, ONE Radio attracted the second highest amount of listeners [19.8%] who, on average, have spent 5.42hrs listening to this station. This station attracted 26.0% of all 51-70 year olds; and 33.5% of all 70+ listeners.

Excluding BKR National on the DAB+ platform which is clearly an outlier, the radio listeners who have spent most time listening to their favourite radio station were those of ONE Radio [5.42hrs] followed by those of Net FM [5.0hrs]; Radju Malta 2 [4.51hrs]; Calypso Radio [4.46hrs]; Radju Malta [4.11hrs]; 103 [3.75 hrs]; Radju Marija [3.57 hrs]. On average all the radio listeners have spent as much as 3.67hrs listening to radio.

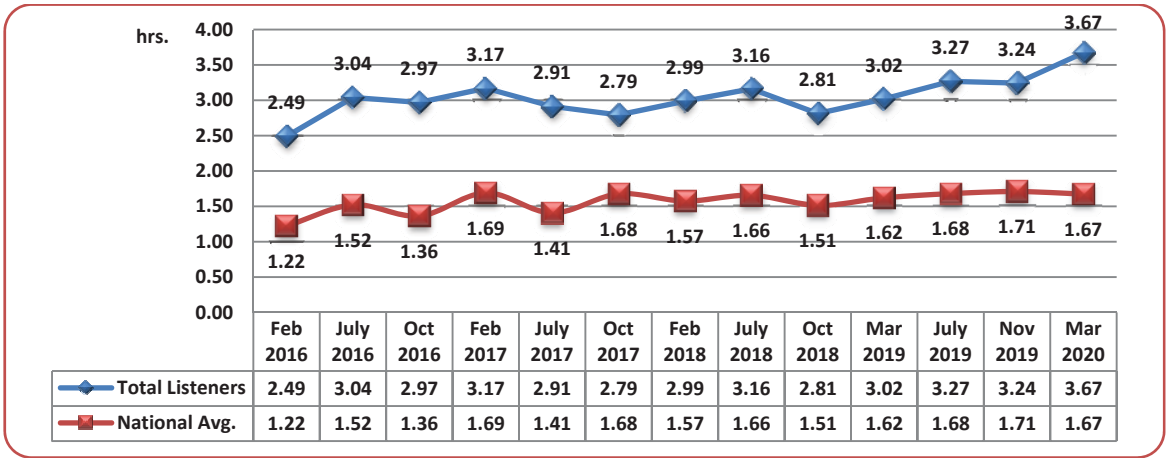
Audiences by Gender, by Age Group, and by district

	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
89.7 Bay	42,000	1.67	17.85	22.93	80.78	39.48	33.67	4.42		12.80	20.75	22.04	21.14	23.50	24.75
One Radio	41,000	5.42	19.70	20.00		7.77	11.44	25.96	33.50	28.09	17.93	23.32	19.93	13.09	13.30
Radju Malta	26,000	4.11	12.75	12.00	8.02	2.94	4.75	18.63	20.52	7.64	14.24	13.79	13.19	12.32	12.79
Calypso Radio	26,000	4.46	10.98	13.79		6.08	9.10	22.10	10.34	15.12	10.18	12.40	16.36	11.73	7.62
Vibe FM	17,000	2.45	8.96	6.67	6.52	23.44	13.68	1.55		7.29	9.76	5.24	5.30	10.35	6.48
Radju Marija	13,000	3.57	3.97	8.46	4.68	2.89	0.00	8.06	13.32	7.42	5.53	5.56	5.67	6.90	4.95
Net FM	11,000	5.00	6.90	3.57			3.11	6.28	10.95	4.83	8.29	3.38	6.34	2.03	3.81
Magic	8,000	2.79	3.18	4.23		4.14	6.89	3.30	0.57	8.61	2.00	4.87		2.67	4.03
Smash Radio	6,000	2.68	3.21	2.04		6.13	6.24			2.60	3.78	2.48	3.31	1.40	
X FM	4,000	1.95	3.03	0.57		1.68	5.55			0.00	1.29	1.63	1.39	5.88	1.87
Campus FM	4,000	2.32	2.70	0.29		2.35		1.61	3.36	1.64	1.09	1.07	1.22	2.90	2.16
103	3,000	3.75	1.45	1.19		1.56		1.78	2.59	0.72		1.75	2.11	3.18	2.16
Radju Malta 2	2,000	4.51	1.15	0.27				1.99	0.70	0.72	0.96		1.22		2.16
Bay Easy (DAB+)	2,000	2.58	0.48	0.67			1.91			0.98		2.48			
All Rock (DAB+)	1,000	2.50		0.43		1.56								1.30	
BKR National (DAB+)	1,000	8.50		0.27					0.53		0.42				
Community	2,000	4.81	0.60	1.28				1.82	1.68		1.38				7.11
Foreign	5,000	5.21	3.10	1.34			3.67	2.50	1.95	1.51	2.39		2.81	2.75	6.80
			100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

The average amount of hours over all radio listeners results at 3.67hrs per listener and over the whole population aged 12 years and over, this amounts to 1.67hrs.

Compared to previous assessments, the amount of hours spent listening to radio has increased by 25'48" over the previous assessment of November 2019 [from 3.24hrs to 3.67hrs] and has increased by 39' over that of a similar period last year from 3.02hrs [March 2019].

On a national average, the number of hours spent listening to radio stations [1.67hrs] has decreased by 2'24" over that of the previous assessment period [November 2019: 1.71hrs] and has increased by 3min over a similar period last year [March 2019: 1.62hrs].



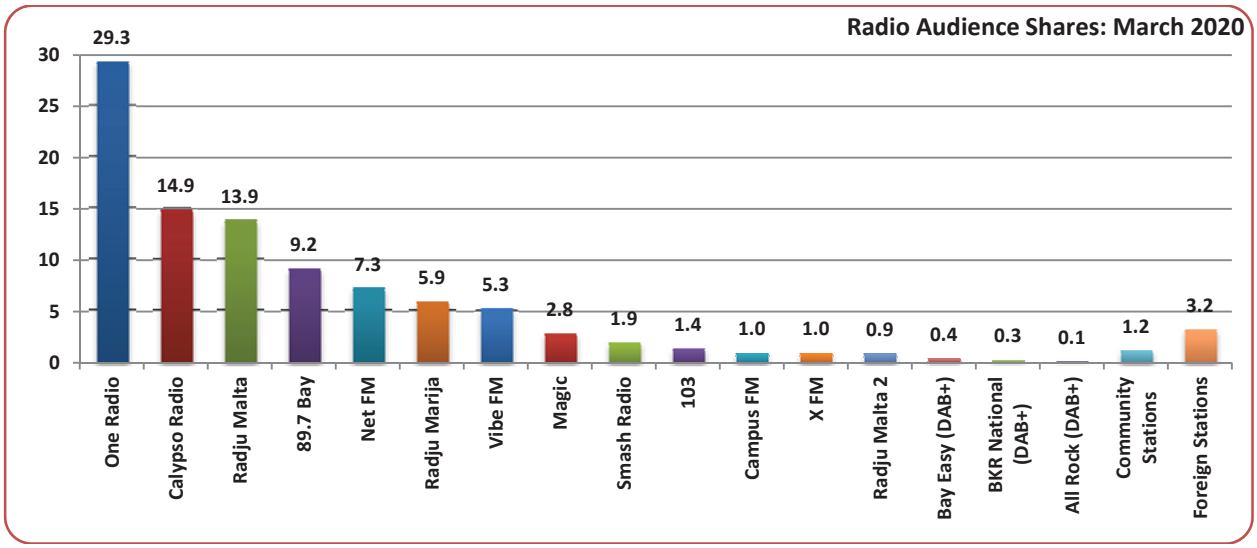
	Feb 2016	July 2016	Oct 2016	Feb 2017	July 2017	Oct 2017	Feb 2018	July 2018	Oct 2018	Mar 2019	July 2019	Nov 2019	Mar 2020
Total Listeners	2.49	3.04	2.97	3.17	2.91	2.79	2.99	3.16	2.81	3.02	3.27	3.24	3.67
National Avg.	1.22	1.52	1.36	1.69	1.41	1.68	1.57	1.66	1.51	1.62	1.68	1.71	1.67

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.

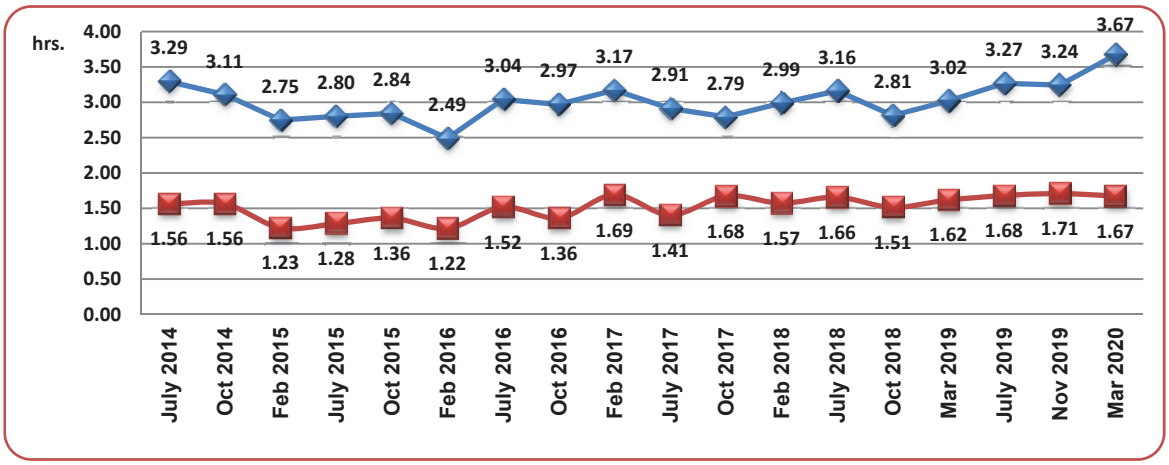
Overall, ONE Radio ranked first with 29.3% of all audiences, followed by Calypso Radio [14.9%]; Radju Malta [13.9%]; 89.7 Bay [9.2%]; Net FM [7.3%]; Radju Marija [5.9%]; Vibe FM [5.3%]; and Magic [2.8%] while the rest had less than 2% of the audiences.



Covid-19

Similar to television there was a rise in the amount of hours consumers have spent following their favourite radio station. Restrictive movements have led to changes in listening patters – the highest peak of radio listening was reached earlier [09:00 am] than previously recorded [10:00 am] while audiences were more regular throughout the day and gradually diminishing for late-night listening.

However there were fewer listeners who usually listen to radio and although their average was the highest ever registered amounting to 3.67hrs per listener, the national average was within the norm.



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.

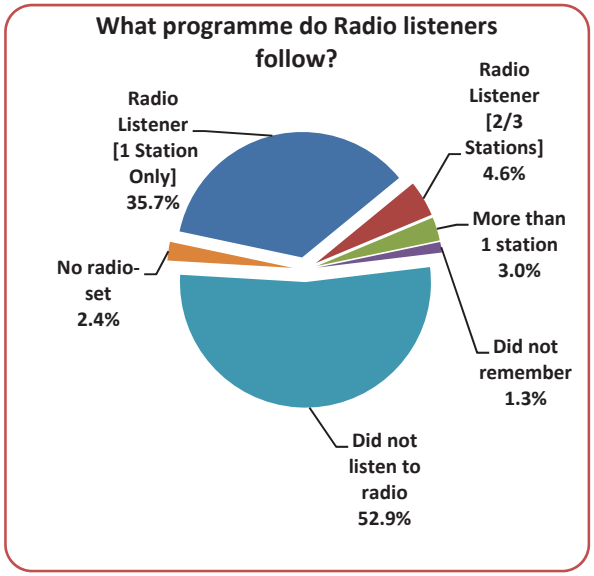
There are three main ways of increasing audiences – increasing the number of listeners; increasing the duration of listening; and targeting new audiences. However, audiences are easy to lose; and hard to gain when programs are drastically changed. Knowing what radio programmes are normally followed by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

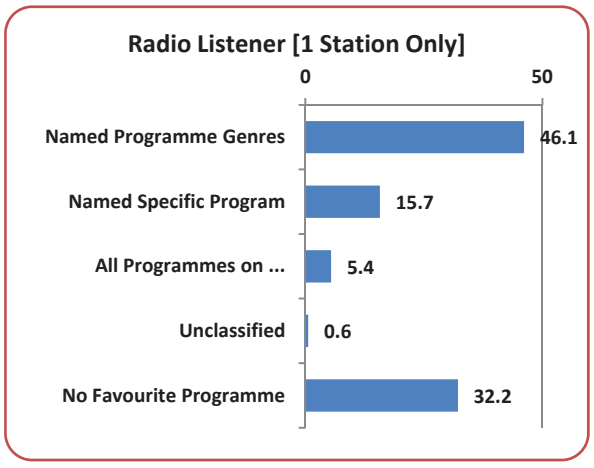
- Named a specific programme;
- Named a generic programme on a specific station;
- Named a programme genre;
- Does not have any favourite programme;
- Does not know; and
- Categorically does not listen to radio.

The respondents were then categorised whether they had:

- Listened to a specific radio station;
- Listened to 2 or 3more 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 44.7% [≈202,000] of the population have listened to radio. Of these 35.7% listened to one station; 4.6% listened to two or 3 stations; another 3.0% listened to more than one station but could not identify any station; another 1.3% did not remember which station they had followed; while another 2.4% have stated that they d not have a radio-set.



Out of all radio listeners who had followed one specific station 46.1% have named a programme genre, another 15.7% named a specific programme, another 5.4% have named a programme genre on a specific station ["Music on Station Z"], while 0.6% named programmes that could not be classified. A further 32.2% did not have any favourite programme.

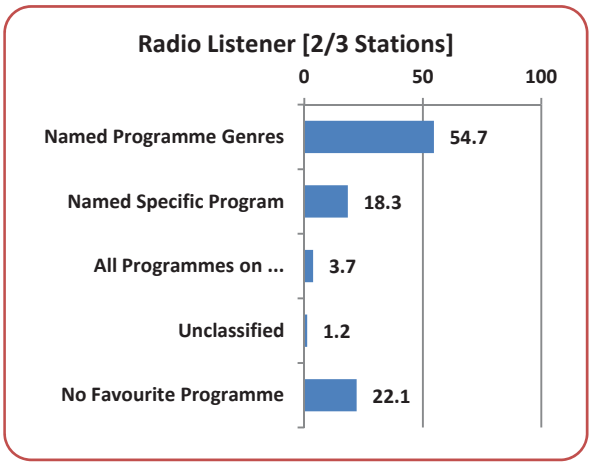
Of those who had listened to two or three specific radio stations, more then half [54.7%] named a programme genre, another 18.3% named a specific programme, another 3.7% named a programme genre on a specific

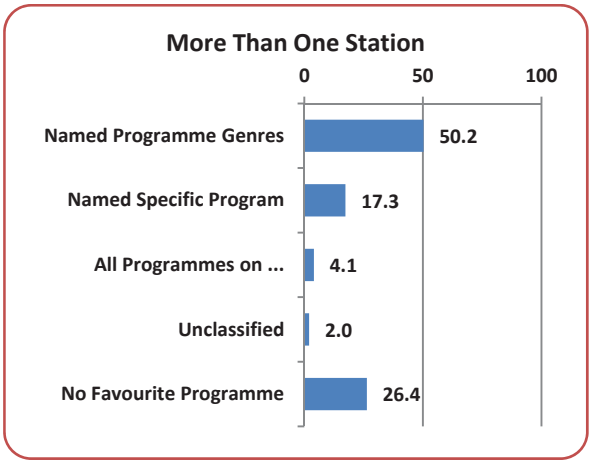
station, while a further 1.2% named programmes that could not be classified. A further 22.1% stated that they do not have any favourite programme/genre.

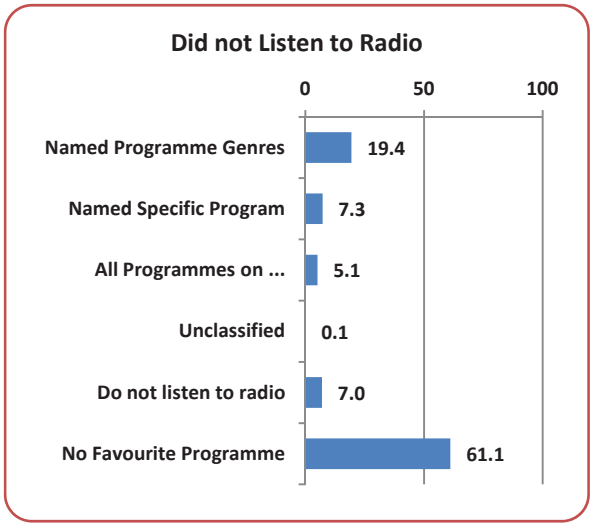
Of those who listened to more than one station but did not specify which stations, just more than a half [50.2%ħ named a programme genre, another 17.3% named a specific programme, another4.1% have named a programme genre on a specific station, 2.0% could not be classified, while26.4% did not have any favourite programe.

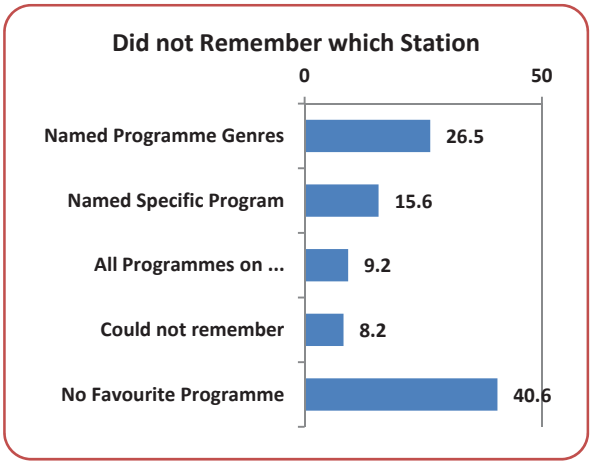
Of interest are those who stated that they could not remember which station they had followed. Of these 26.5% named a programme genre, 15.6% named a specific programme, 9.2% named a programme genre on a specific station, 8.2% could not remember, while another 40.6% had no facourite programme.

Similarly the responses of those who did not listen to radio the day before the interview. Although 61.1% of these did not have a favourite programme, as much as 19.4% named a programme genre; 7.3% mentioned a specific programme, 5.1% named a generic programme on a specific station; while another 0.1% named programmes that could not be classified. Only 7.0% categorically stated that they do not listen to radio.









Ultimately, 3.3% of those who stated that they do not have a radio set have stated that they do not listen to radio while the rest [96.7%] 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	140,567	74,376	11,440	6,861	1,609	46,281		73,143	67,425	7,092	25,378	45,151	35,847	27,100	26,761	41,286	19,982	18,438	23,523	10,578
Named a specific programme	49,801	25,334	3,835	2,364	948	17,319		22,071	27,730	2,037	10,164	14,398	14,419	8,783	7,657	17,705	6,243	8,422	7,770	2,003
'All' & 'All on specific station'	22,827	8,725	775	553	557	12,216		9,828	12,999	833	4,269	6,911	6,409	4,404	4,611	6,222	3,507	3,592	3,829	1,066
Unclassified	1,696	952	248	277		219		277	1,420				1,222	475	525	258	438	235		240
Could not remember	498				498				498				219	279			219		279	
Do not listen to radio	17,134					16,772	361	7,886	9,248	787	3,797	5,736	5,075	1,739	3,585	5,726	2,877	985	2,502	1,459
No Favourite Programme	218,835	51,880	4,611	3,598	2,471	145,846	10,429	117,750	101,085	31,789	33,849	76,787	45,591	30,819	33,049	76,410	32,029	24,767	37,175	15,405
Total	**451,358**	**161,268**	**20,910**	**13,653**	**6,083**	**238,654**	**10,790**	**230,954**	**220,404**	**42,538**	**77,457**	**148,984**	**108,782**	**73,597**	**76,188**	**147,607**	**65,296**	**56,439**	**75,077**	**30,751**
Row %	**100.0**	**43.2**	**4.6**	**5.5**	**1.2**	**44.3**	**1.3**	**51.1**	**48.9**	**14.4**	**11.5**	**33.4**	**21.1**	**19.6**	**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	31.14	46.12	54.71	50.25	26.46	19.39		31.67	30.59	16.67	32.76	30.31	32.95	36.82	35.12	27.97	30.60	32.67	31.33	34.40
Named a specific programme	11.03	15.71	18.34	17.32	15.58	7.26		9.56	12.58	4.79	13.12	9.66	13.25	11.93	10.05	11.99	9.56	14.92	10.35	6.51
'All' & 'All on specific station'	5.06	5.41	3.71	4.05	9.16	5.12		4.26	5.90	1.96	5.51	4.64	5.89	5.98	6.05	4.22	5.37	6.36	5.10	3.47
Unclassified	0.38	0.59	1.19	2.03		0.09		0.12	0.64				1.12	0.65	0.69	0.18	0.67	0.42		0.78
Could not remember	0.11				8.18				0.23				0.20	0.38			0.34		0.37	
Do not listen to radio	3.80					7.03	3.35	3.41	4.20	1.85	4.90	3.85	4.67	2.36	4.70	3.88	4.41	1.75	3.33	4.74
No Favourite Programme	48.48	32.17	22.05	26.35	40.62	61.11	96.65	50.98	45.86	74.73	43.70	51.54	41.91	41.88	43.38	51.77	49.05	43.88	49.52	50.10
	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:

a) The Morning Drive 06:00am - 10:00am
   - Breakfast/Morning Shows; News & Weather reports; and Sportscast.

b) Daytime 10.00am - 3.00pm
   - Call-in/Request shows; Talk Shows; Radio Drama

c) Afternoon Drive 3.00pm - 7.00pm
   - Factual; Entertainment & Comedy

d) Evening 7.00pm - 12.00am
   - Music Chart Show; Live Music

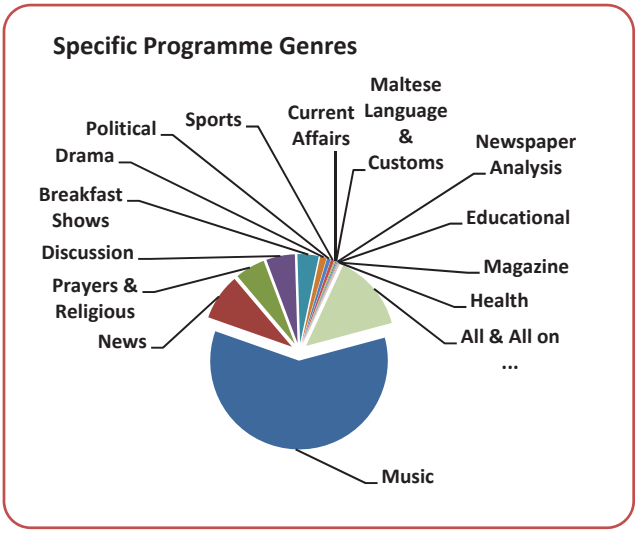
e) Overnight 12.00am - 6.00am
   - Religion & Ethics; Music Show

Named Programme Genres	%
Music	59.6
News	8.4
Prayers & Religious	5.5
Discussion	5.2
Breakfast Shows	3.9
Drama	1.2
Political	0.7
Sports	0.6
Current Affairs	0.2
Maltese Language & Customs	0.2
Newspaper Analysis	0.2
Educational	0.2
Magazine	0.1
Health	0.1
All & All on ...	14.0
	100%

Named Programe Genres

As much as 31.14% of the respondents [≈140,600] named a programme genre while another 5.06% [≈22,800] stated that they like "all programmes on radio" – sometimes even quoting on which station they prefer to listen.

As much as 59.6% of these responses named Music programmes; the next highest named was "News" [8.5%], followed by "Prayers & Religious" Programmes [5.5%], "Discussion" [5.2%], "Breakfast Shows" [3.9%], and "Drama" [1.2%]. 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

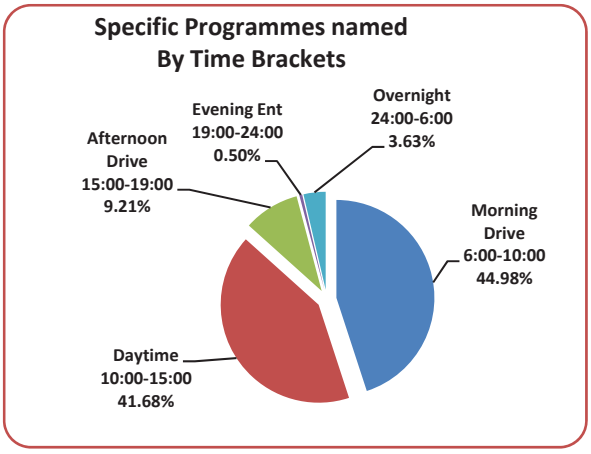
	Total [N]	Gender		Age Group					District					
		Males	Females	12-20	21-30	31-50	51-70	71+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo & Comino
Music	97,316	49,582	47,734	7,092	24,027	38,045	20,432	7,720	19,002	27,114	13,880	13,476	17,343	6,502
News	13,771	9,999	3,772			1,653	4,983	7,134	1,881	4,146	1,587	1,847	2,378	1,932
Prayers & Religious [Total	8,943	2,225	6,718				2,677	6,267	2,293	2,749	999	1,261	1,162	481
Discussion	8,507	5,895	2,612			1,325	4,230	2,952	802	3,364	1,863	792	652	1,035
Breakfast Shows	6,355	2,276	4,078		1,352	4,127	535	341	1,485	2,539	1,092	506	732	
Drama	1,905	603	1,302				881	1,024	525	775			605	
Political	1,124	617	507				258	866	525	599				
Sports	991	991					991				342	323	326	
Current Affairs	326	326					326						326	
Maltese Language & Customs	314	314					314							314
Newspaper Analysis	314	314						314						314
Educational	248		248					248	248					
Magazine	235		235					235				235		
Health	219		219				219				219			
All & All on ...	22,827	9,828	12,999	833	4,269	6,911	6,409	4,404	4,611	6,222	3,507	3,592	3,829	1,066
Total	**163,395**	**82,971**	**80,424**	**7,925**	**29,647**	**52,062**	**42,256**	**31,503**	**31,372**	**47,508**	**23,489**	**22,030**	**27,351**	**11,644**

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	59.6	59.76	59.35	89.49	81.04	73.08	48.35	24.51	60.57	57.07	59.09	61.17	63.41	55.84
News	8.4	12.05	4.69			3.18	11.79	22.64	5.99	8.73	6.76	8.39	8.69	16.59
Prayers & Religious [Total	5.5	2.68	8.35				6.33	19.89	7.31	5.79	4.25	5.72	4.25	4.13
Discussion	5.2	7.10	3.25			2.55	10.01	9.37	2.56	7.08	7.93	3.59	2.38	8.89
Breakfast Shows	3.9	2.74	5.07		4.56	7.93	1.27	1.08	4.73	5.34	4.65	2.30	2.68	
Drama	1.2	0.73	1.62				2.09	3.25	1.67	1.63			2.21	
Political	0.7	0.74	0.63				0.61	2.75	1.67	1.26				
Sports	0.6	1.19					2.34				1.46	1.46	1.19	
Current Affairs	0.2	0.39					0.77						1.19	
Maltese Language & Customs	0.2	0.38					0.74							2.70
Newspaper Analysis	0.2	0.38						1.00						2.70
Educational	0.2		0.31					0.79	0.79					
Magazine	0.1		0.29					0.74				1.06		
Health	0.1		0.27				0.52				0.93			
All & All on ...	14.0	11.85	16.16	10.51	14.40	13.28	15.17	13.98	14.70	13.10	14.93	16.31	14.00	9.16
[n %]	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**

Named Specific Programmes

As much as 11.03% of the respondents [≈49,800] 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 [41.68%]. Afternoon drive programmes accounted for 9.21% of these responses , 0.5% were for Evening Entertainment programmes, and 3.63% were for Overnight programmes.



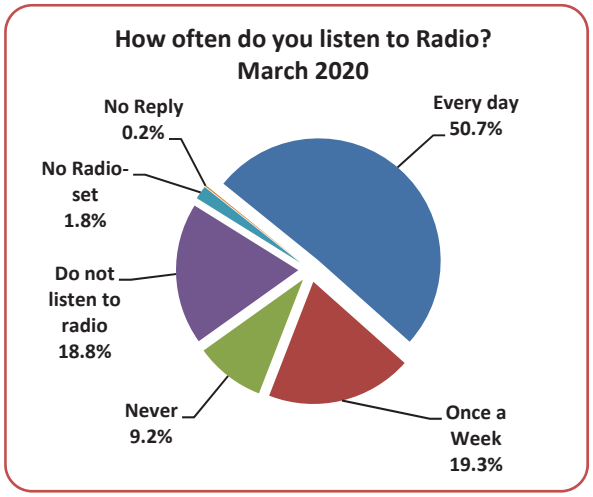
Specific Programmes Named by Time Brackets - Summary

	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
Morning Drive 6:00-10:00	22,399	10,020	12,379	2,037	8,448	10,001	1,376	537	2,029	8,921	2,713	3,129	4,670	937
Daytime 10:00-15:00	20,758	7,331	13,427			2,586	10,827	7,345	3,720	6,614	3,258	4,090	2,324	752
Afternoon Drive 15:00-19:00	4,587	3,160	1,427		1,716	1,811	825	235	857	1,488	273	1,203	450	314
Evening Ent. 19:00-24:00	248		248				248		248					
Overnight 24:00-6:00	1,809	1,561	248				1,142	667	802	681			326	
Total [n]	**49,801**	**22,071**	**27,730**	**2,037**	**10,164**	**14,398**	**14,419**	**8,783**	**7,657**	**17,705**	**6,243**	**8,422**	**7,770**	**2,003**

	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	44.98	45.40	44.64	10	83.12	69.46	9.54	6.11	26.50	50.39	43.45	37.15	60.10	46.78
Daytime 10:00-15:00	41.68	33.22	48.42			17.96	75.09	83.63	48.59	37.36	52.18	48.57	29.90	37.54
Afternoon Drive 15:00-19:00	9.21	14.32	5.15		16.88	12.58	5.72	2.67	11.20	8.41	4.37	14.28	5.80	15.68
Evening Ent. 19:00-24:00	0.50		0.90				1.72		3.24					
Overnight 24:00-6:00	3.63	7.07	0.90				7.92	7.59	10.47	3.85			4.20	
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% of the population are regular radio listeners – 50.7% listen to radio every day while another 19.3% do so at least once a week. Only 9.2% of respondents stated that they never listen to radio while 18.8% stated that they are not regular radio listeners.



There was little gender difference. males tend to listen slightly more regularly to radio [70.7%] than females [69.4%].

Radio listening increases with age from 53.8% of all 12-20 year olds to just more than two-thirds of all 21-30 year olds [69.3%]; 73.7% of 31-50 year olds; slightly diminishes to 68.4% of 51-70 year olds; and 75.4% for 70+ year olds.

The lowest percentage of radio listenership was amongst those registered in Gozo & Comino [66.8%]; while those living in the Southern Harbour district registered the highest amount [75.2%] of regularly listening to radio programmes.

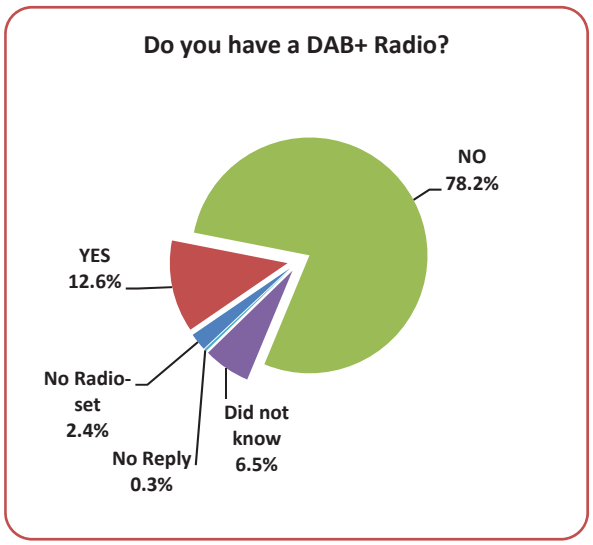
How Often Do You Listen To Radio?

[%]	Total	Gender		Age Groups					Districts					
		Males	Females	12-20	21-30	31-50	51-70	71+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
Every day	50.7%	51.0%	50.4%	27.2%	46.1%	51.1%	55.2%	61.8%	53.3%	47.3%	55.6%	48.8%	53.9%	46.5%
Once a Week	19.3%	19.7%	18.9%	26.6%	23.1%	22.5%	13.2%	13.6%	21.9%	20.3%	13.4%	23.3%	16.5%	20.3%
	70.1%	**70.7%**	**69.4%**	**53.8%**	**69.3%**	**73.7%**	**68.4%**	**75.4%**	**75.2%**	**67.6%**	**69.1%**	**72.1%**	**70.4%**	**66.8%**
Never	9.2%	10.1%	8.4%	11.5%	11.0%	10.8%	7.8%	5.2%	7.6%	11.3%	6.8%	8.6%	9.2%	10.0%
Do not listen to radio	18.8%	16.7%	20.9%	33.2%	18.3%	13.5%	21.0%	18.3%	15.0%	18.8%	22.4%	18.5%	18.6%	21.0%
No Radio-set	1.8%	2.2%	1.3%	1.5%	0.5%	2.1%	2.9%	1.2%	2.3%	1.8%	1.7%	0.9%	1.7%	2.2%
No Reply	0.2%	0.3%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%
	29.9%	**29.3%**	**30.6%**	**46.2%**	**30.7%**	**26.3%**	**31.6%**	**24.6%**	**24.8%**	**32.4%**	**30.9%**	**27.9%**	**29.6%**	**33.2%**
Total [%]	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**

[N]	Total	Gender		Age Groups					Districts					
Every day	229,051	117,875	111,176	11,579	35,719	76,185	60,079	45,490	40,578	69,801	36,336	27,557	40,493	14,285
Once a Week	87,142	45,445	41,697	11,310	17,923	33,551	14,362	9,997	16,696	29,944	8,757	13,125	12,370	6,250
	316,194	**163,320**	**152,874**	**22,889**	**53,642**	**109,735**	**74,441**	**55,487**	**57,275**	**99,745**	**45,093**	**40,682**	**52,864**	**20,536**
Never	41,696	23,259	18,436	4,892	8,482	16,074	8,431	3,817	5,756	16,640	4,459	4,826	6,936	3,078
Do not listen to radio	84,635	38,483	46,152	14,130	14,143	20,119	22,809	13,434	11,423	27,726	14,622	10,425	13,977	6,462
No Radio-set	8,060	5,119	2,942	628	417	3,055	3,102	859	1,734	2,723	1,122	506	1,300	675
No Reply	773	773	0	0	773	0	0	0	0	773	0	0	0	0
	135,164	**67,634**	**67,530**	**19,650**	**23,815**	**39,249**	**34,341**	**18,110**	**18,913**	**47,862**	**20,203**	**15,757**	**22,213**	**10,215**
Total [N]	**451,358**	**230,954**	**220,404**	**42,538**	**77,457**	**148,984**	**108,782**	**73,597**	**76,188**	**147,607**	**65,296**	**56,439**	**75,077**	**30,751**

DAB+ Radio ownership

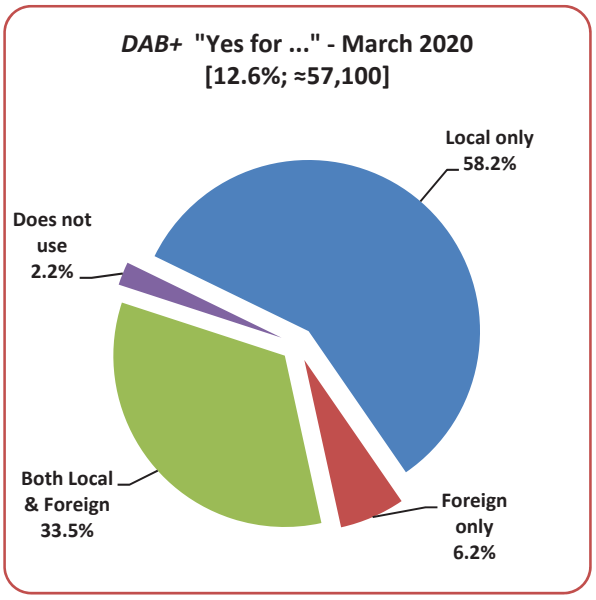
Respondents were asked whether they have a *DAB+* radio-set to listen to radio; and, if they do have a Dab+ radio-set, what type of content do they listen to – local content only; foreign content only; and both local as well as foreign content.



6.5% of the respondents did not know what kind of radio-set they use to listen to radio stations. As much as 78.2% of the population replied that they do not have a *DAB+* radio-set; while only 12.6% stated that they have a *DAB+* radio-set. A further 2.4% stated that they do not have a radio-set while another 0.3% 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 [16.7%] followed by those in the 21-30 age group [13.3%].

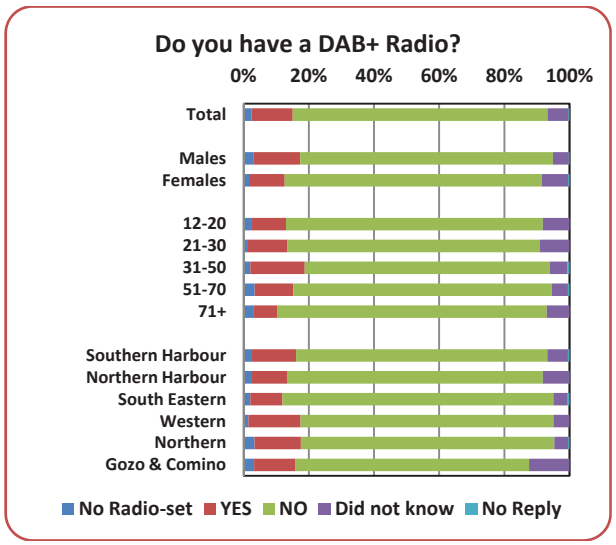
Beside this, the highest amount who did not know whether they had or not a DAB+ radio-set was amongst 21-30 year olds [9.1%] followed by 12-20 year olds [8.2%].

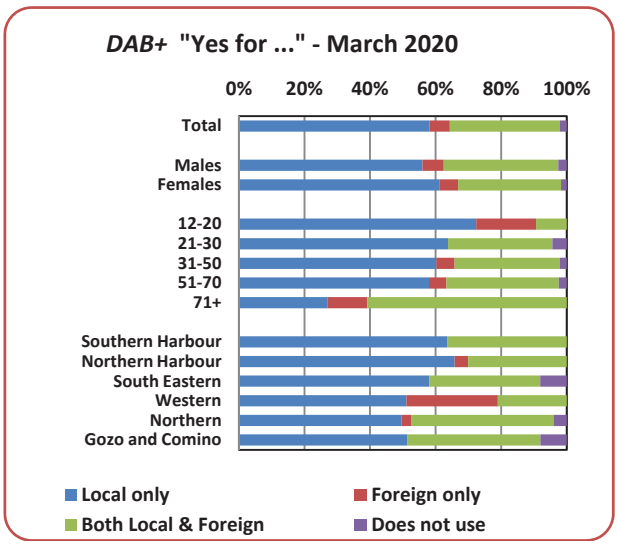


Those who stated that they had a DAB+ radio-set [≈57,100; 12.6% of the population) were then asked what type of content they listen to. 58.2% [≈33,200] of these stated that they listen to "local stations only" while 6.2% [≈3,600] stated that they listen to "only foreign radio stations". Another 33.5% [≈19,100] stated that they listen to both local and foreign stations while another 2.2% [≈1,300] stated that although they have a DAB+ radio-set they do not use this set.

Compared to the previous assessment of November 2019 [58,645], there was a decrease [≈1,600] in the number of respondents who said that they had a DAB+ radio-set. The largest decrease was within that group who stated that they do not use their DAB+ radio-set while the largest increase was amongst those who stated that they use their DAB+ radio-set for both local and foreign broadcasts [≈1,400] followed by those who use their DAB+ radio set for local broadcasts only [≈1,200].

	November 2019		March2020		
	Total	N %	Total	N %	±
Local only	32032	54.6%	33198	54.6%	1,166
Foreign only	4841	8.3%	3522	8.3%	-1,319
Both Local & Foreign	17712	30.2%	19099	30.2%	1,388
Does not use	4060	6.9%	1252	6.9%	-2,808
Total	**58,645**	100%	**57,071**	100.0%	-1,573





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	10,790	7,213	3,577	1,078	833	3,055	3,661	2,162	1,734	3,404	1,341	828	2,493	990
	2.4%	3.1%	1.6%	2.5%	1.1%	2.1%	3.4%	2.9%	2.3%	2.3%	2.1%	1.5%	3.3%	3.2%
	100.0%	66.8%	33.2%	10.0%	7.7%	28.3%	33.9%	20.0%	16.1%	31.5%	12.4%	7.7%	23.1%	9.2%
Yes	57,071	32,849	24,223	4,457	9,498	24,863	12,899	5,355	10,526	16,493	6,442	9,030	10,669	3,912
	12.6%	14.2%	11.0%	10.5%	12.3%	16.7%	11.9%	7.3%	13.8%	11.2%	9.9%	16.0%	14.2%	12.7%
	100.0%	57.6%	42.4%	7.8%	16.6%	43.6%	22.6%	9.4%	18.4%	28.9%	11.3%	15.8%	18.7%	6.9%
No	352,881	179,094	173,786	33,511	60,083	112,041	86,290	60,956	58,728	115,596	54,293	43,796	58,432	22,036
	78.2%	77.5%	78.8%	78.8%	77.6%	75.2%	79.3%	82.8%	77.1%	78.3%	83.1%	77.6%	77.8%	71.7%
	100.0%	50.8%	49.2%	9.5%	17.0%	31.8%	24.5%	17.3%	16.6%	32.8%	15.4%	12.4%	16.6%	6.2%
Did not Know	29,180	11,276	17,904	3,492	7,042	8,127	5,395	5,124	4,823	11,855	2,699	2,785	3,204	3,814
	6.5%	4.9%	8.1%	8.2%	9.1%	5.5%	5.0%	7.0%	6.3%	8.0%	4.1%	4.9%	4.3%	12.4%
	100.0%	38.6%	61.4%	12.0%	24.1%	27.9%	18.5%	17.6%	16.5%	40.6%	9.3%	9.5%	11.0%	13.1%
No Reply	1,436	522	915			899	537		378	258	522		279	
	0.3%	0.2%	0.4%			0.6%	0.5%		0.5%	0.2%	0.8%		0.4%	
	100.0%	36.3%	63.7%			62.6%	37.4%		26.3%	18.0%	36.3%		19.4%	
Total	451,358	230,954	220,404	42,538	77,457	148,984	108,782	73,597	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%	100.0%	100.0%	100.0%	100.0%
	100.0%	51.2%	48.8%	9.4%	17.2%	33.0%	24.1%	16.3%	16.9%	32.7%	14.5%	12.5%	16.6%	6.8%

[Count; Col %; Row %]

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

	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	33,198	18,397	14,801	3,226	6,060	14,978	7,483	1,451	6,683	10,852	3,746	4,616	5,294	2,006
	58.2%	56.0%	61.1%	72.4%	63.8%	60.2%	58.0%	27.1%	63.5%	65.8%	58.1%	51.1%	49.6%	51.3%
	100.0%	55.4%	44.6%	9.7%	18.3%	45.1%	22.5%	4.4%	20.1%	32.7%	11.3%	13.9%	15.9%	6.0%
Foreign Only	3,522	2,125	1,397	814		1,379	681	649		681		2,515	326	
	6.2%	6.5%	5.8%	18.3%		5.5%	5.3%	12.1%		4.1%		27.9%	3.1%	
	100.0%	60.3%	39.7%	23.1%		39.1%	19.3%	18.4%		19.3%		71.4%	9.3%	
Both Local and Foreign	19,099	11,492	7,608	417	3,021	7,985	4,421	3,256	3,843	4,960	2,174	1,899	4,632	1,591
	33.5%	35.0%	31.4%	9.3%	31.8%	32.1%	34.3%	60.8%	36.5%	30.1%	33.8%	21.0%	43.4%	40.7%
	100.0%	60.2%	39.8%	2.2%	15.8%	41.8%	23.1%	17.0%	20.1%	26.0%	11.4%	9.9%	24.3%	8.3%
Does not use	1,252	836	417		417	522	314				522		417	314
	2.2%	2.5%	1.7%		4.4%	2.1%	2.4%				8.1%		3.9%	8.0%
	100.0%	66.7%	33.3%		33.3%	41.6%	25.1%				41.6%		33.3%	25.1%
Total	57,071	32,849	24,223	4,457	9,498	24,863	12,899	5,355	10,526	16,493	6,442	9,030	10,669	3912
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	57.6%	42.4%	7.8%	16.6%	43.6%	22.6%	9.4%	18.4%	28.9%	11.3%	15.8%	18.7%	6.9%

[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	Xejk	iTV	TSN Melita/GO	GO Stars	Melita More	Foreign Stations	NONE	TOTAL
MNight													451,358	451,358
0:30													451,358	451,358
1:00													451,358	451,358
1:30													451,358	451,358
2:00													451,358	451,358
2:30													451,358	451,358
3:00													451,358	451,358
3:30													451,358	451,358
4:00													451,358	451,358
4:30													451,358	451,358
5:00													451,358	451,358
5:30													451,358	451,358
6:00													451,358	451,358
6:30													451,358	451,358
7:00	1,576											1,788	447,993	451,358
7:30	1,576											1,788	447,993	451,358
8:00	4,984	3,408										3,428	439,538	451,358
8:30	3,216		1,390		1,640							3,428	441,684	451,358
9:00	3,216	1,576	1,390		1,640							3,373	440,163	451,358
9:30	8,390	1,576	1,390		9,604							3,373	427,024	451,358
10:00	6,751	1,576	3,551		3,633							10,985	424,861	451,358
10:30	6,751	1,576	3,551	3,210								10,976	425,294	451,358
11:00	7,676	1,576	3,551	3,210								12,764	422,581	451,358
11:30	7,676	1,576	3,551	3,210								12,764	422,581	451,358
Noon	34,984	3,064	3,551	3,210	2,069							12,403	392,077	451,358
12:30	41,065	6,274	3,551	3,210								14,043	383,215	451,358
1:00	10,112	9,241	3,551									21,600	406,855	451,358
1:30	6,716	9,241	3,551									23,668	408,182	451,358
2:00	6,716	9,241	3,551	1,576						2,395		26,290	401,588	451,358
2:30	6,716	9,241	5,319	1,576						2,395		26,323	399,788	451,358
3:00	11,943	9,241	3,158	1,576						4,556		30,831	390,054	451,358
3:30	15,190	6,031	3,158	1,576						4,556		29,827	391,020	451,358
4:00	10,707	6,397	7,479	1,576								30,842	394,356	451,358
4:30	11,091	6,397	7,479	1,576								32,567	392,248	451,358
5:00	9,868	9,363	3,551									34,207	394,369	451,358
5:30	13,264	9,967	3,551		15,840		1,576					27,961	379,199	451,358
6:00	23,562	14,680	7,758	2,161	6,553		6,561					25,278	364,804	451,358
6:30	19,346	28,621	10,043	2,161	1,390		1,576					31,020	357,201	451,358
7:00	24,413	35,783	11,278	2,161	1,390							31,158	345,175	451,358
7:30	19,314	68,489	36,703	2,161	1,390							30,020	293,282	451,358
8:00	158,646	20,185	7,375								1,640	27,073	236,439	451,358
8:30	43,774	19,436	5,619	1,756	3,801		1,768					53,525	321,679	451,358
9:00	36,758	14,830	5,039	3,810	3,801		1,768		6,855			63,853	314,644	451,358
9:30	34,711	12,761	5,039	1,640	3,801				6,855			55,621	330,929	451,358
10:00	11,278	7,259	3,551			1,994			1,756			32,704	392,818	451,358
10:30	5,971	7,259	3,551			1,994			1,756			22,401	408,427	451,358
11:00	1,640	1,524										6,445	441,749	451,358
11:30	4,035	1,524										3,801	441,997	451,358
Total Avg.	12,784	7,061	3,454	862	1,178	83	276		359	290	34	15,794	409,184	451358
maximum	158,646	68,489	36,703	3,810	15,840	1,994	6,561		6,855	4,556	1,640	63,853	451,358	
std.dev.	24,512	11,938	5,704	1,218	2,886	403	1,038		1,414	1,021	237	16,683	48,955	

TV AUDIENCES – TUESDAY

	TVM	ONE	NET TV	Smash	TVM2	f Living	Xejk	iTV	TSN Melita/GO	GO Stars	Melita More	Foreign Stations	NONE	TOTAL
MNight													451,358	451,358
0:30													451,358	451,358
1:00													451,358	451,358
1:30													451,358	451,358
2:00													451,358	451,358
2:30													451,358	451,358
3:00													451,358	451,358
3:30													451,358	451,358
4:00													451,358	451,358
4:30													451,358	451,358
5:00													451,358	451,358
5:30												2,163	449,195	451,358
6:00												2,163	449,195	451,358
6:30												2,163	449,195	451,358
7:00												4,503	446,855	451,358
7:30												4,503	446,855	451,358
8:00	2,154	7,825										4,585	436,794	451,358
8:30	2,154	3,118										1,385	444,701	451,358
9:00	2,154	4,752										1,385	443,066	451,358
9:30	2,154	6,138			4,880							1,385	436,801	451,358
10:00	4,594	10,707	2,130		3,118							3,020	427,791	451,358
10:30	4,594	10,707										3,020	433,038	451,358
11:00	7,945	10,707										3,825	428,882	451,358
11:30	6,310	7,192										3,825	434,031	451,358
Noon	13,367	8,827	1,571									5,308	422,285	451,358
12:30	12,926	10,310	1,571			1,762						1,385	423,403	451,358
1:00	13,204	10,310	1,571			3,479						4,651	418,143	451,358
1:30	5,557	10,310	1,571			3,479						7,787	422,654	451,358
2:00	5,557	11,695	1,571			3,479						7,787	421,269	451,358
2:30	5,557	11,695	3,725			3,479						7,787	419,115	451,358
3:00	8,011	11,695	3,725			3,479						7,787	416,661	451,358
3:30	5,557	10,212	3,334		1,987	3,479						9,569	417,220	451,358
4:00	2,440	16,347	10,313		1,987	1,717						9,973	408,581	451,358
4:30	4,074	14,962	10,313			1,717						9,552	410,740	451,358
5:00	5,929	17,965	6,579		1,385							9,552	409,948	451,358
5:30	7,916	20,128	4,817		14,294							6,286	397,917	451,358
6:00	14,122	17,493	10,604		7,514		1,762					10,334	389,529	451,358
6:30	8,850	38,359	11,186		1,635		1,762					12,658	376,907	451,358
7:00	10,601	40,429	12,903		1,635	2,062	1,762					20,730	361,237	451,358
7:30	8,613	88,388	27,410				1,762					23,340	301,844	451,358
8:00	167,203	27,095	3,937				1,762					21,937	229,425	451,358
8:30	67,405	28,471	5,508		4,494				2,285			28,498	314,697	451,358
9:00	63,946	22,816	5,508		2,040				5,584		1,385	45,971	304,108	451,358
9:30	60,148	14,681	5,508		2,635				2,285	1,783	1,385	35,807	327,126	451,358
10:00	14,867	6,138	3,937		2,635				2,285	1,783		28,747	390,967	451,358
10:30	9,997	7,657	1,483						2,285			26,040	403,895	451,358
11:00	6,390	3,270										9,487	432,211	451,358
11:30	4,607	5,959										7,358	433,434	451,358
Total Avg.	11,644	10,757	2,933		1,047	586	184		307	74	58	8,255	415,514	451358
maximum	167,203	88,388	27,410		14,294	3,479	1,762		5,584	1,783	1,385	45,971	451,358	
std.dev.	27,498	15,124	5,056		2,506	1,215	544		1,006	360	280	10,462	47,939	

TV AUDIENCES – WEDNESDAY

	TVM	ONE	NET TV	Smash	TVM2	f Living	Xejk	iTV	TSN Melita/GO	GO Stars	Melita More	Foreign Stations	NONE	TOTAL
MNight												3,062	448,296	451,358
0:30												3,062	448,296	451,358
1:00												3,062	448,296	451,358
1:30												3,062	448,296	451,358
2:00													451,358	451,358
2:30													451,358	451,358
3:00													451,358	451,358
3:30													451,358	451,358
4:00													451,358	451,358
4:30													451,358	451,358
5:00													451,358	451,358
5:30													451,358	451,358
6:00	2,212												449,146	451,358
6:30	2,212												449,146	451,358
7:00	9,459	2,052										1,973	437,875	451,358
7:30	9,459	2,052											439,847	451,358
8:00	10,202	13,985											427,172	451,358
8:30	10,202	4,024											437,132	451,358
9:00	7,139	4,024											440,194	451,358
9:30	7,139	6,236			2,052								435,930	451,358
10:00	2,715	10,421	2,212									7,210	428,799	451,358
10:30	2,715	12,160	2,212									7,210	427,061	451,358
11:00	2,715	12,160	2,212									6,479	427,792	451,358
11:30	2,715	12,160	2,212									6,479	427,792	451,358
Noon	15,599	16,907										9,737	409,115	451,358
12:30	3,308	16,907										11,789	419,355	451,358
1:00	7,345	11,920	1,739									8,726	421,628	451,358
1:30	7,345	11,920	1,739									10,588	419,766	451,358
2:00	7,453	11,447	3,951									20,629	407,877	451,358
2:30	5,216	11,447	5,813									18,417	410,465	451,358
3:00	7,428	13,309	5,813									15,114	409,694	451,358
3:30	5,216	13,309	5,813									15,114	411,906	451,358
4:00	6,023	16,013	6,003					2,588				22,864	397,867	451,358
4:30	7,762	18,717	6,003					2,588				22,864	393,424	451,358
5:00	10,323	16,978	8,707									21,002	394,348	451,358
5:30	12,375	16,978	8,707		19,786							21,315	372,197	451,358
6:00	20,881	27,497	3,959		13,173		2,052					19,231	364,563	451,358
6:30	21,244	39,130	3,959		1,862							19,152	366,011	451,358
7:00	21,342	41,845	11,449		1,862							21,140	353,721	451,358
7:30	23,836	73,382	22,282									23,113	308,746	451,358
8:00	167,880	31,593	8,745							3,080		44,805	195,255	451,358
8:30	77,760	27,569	8,208			3,080			4,141	3,080		67,206	260,315	451,358
9:00	31,196	30,219	8,163			5,132			4,141	3,080		72,880	296,547	451,358
9:30	26,585	23,020	8,163			5,132				3,080		68,807	316,572	451,358
10:00	6,382	11,596	4,249									53,229	375,902	451,358
10:30		3,834	2,052									33,019	412,453	451,358
11:00		1,973										8,332	441,053	451,358
11:30		1,973										8,332	441,053	451,358
Total Avg.	11,695	11,849	3,008		807	278	43	108	173	257		14,146	408,995	451358
maximum	167,880	73,382	22,282		19,786	5,132	2,052	2,588	4,141	3,080		72,880	451,358	
std.dev.	26,380	14,236	4,353		3,405	1,115	296	523	836	860		18,770	54,809	

TV AUDIENCES – THURSDAY

	TVM	ONE	NET TV	Smash	TVM2	f Living	Xejk	iTV	TSN Melita/GO	GO Stars	Melita More	Foreign Stations	NONE	TOTAL
MNight													451,358	451,358
0:30													451,358	451,358
1:00													451,358	451,358
1:30													451,358	451,358
2:00													451,358	451,358
2:30													451,358	451,358
3:00													451,358	451,358
3:30													451,358	451,358
4:00													451,358	451,358
4:30													451,358	451,358
5:00													451,358	451,358
5:30													451,358	451,358
6:00													451,358	451,358
6:30													451,358	451,358
7:00		1,857										1,685	447,817	451,358
7:30	2,025											1,685	447,648	451,358
8:00	3,810												447,548	451,358
8:30	3,810											2,457	445,091	451,358
9:00	3,810											5,093	442,455	451,358
9:30	3,810				3,713							2,636	441,199	451,358
10:00	1,785											2,636	446,937	451,358
10:30	1,785											2,636	446,937	451,358
11:00	1,785												449,573	451,358
11:30	1,785												449,573	451,358
Noon	30,136				1,685								419,537	451,358
12:30	10,344												441,014	451,358
1:00	5,934					2,257							443,167	451,358
1:30	7,959					2,257						1,857	439,285	451,358
2:00	3,858											18,601	428,899	451,358
2:30	2,002		1,857									18,601	428,899	451,358
3:00	10,434		3,713	1,857								21,058	414,296	451,358
3:30	3,858		3,713	1,857								23,515	418,415	451,358
4:00	4,458											15,965	430,934	451,358
4:30	4,458	2,457										14,180	430,262	451,358
5:00	6,776	2,457										14,312	427,813	451,358
5:30	2,002	4,714			3,583							18,059	423,001	451,358
6:00	11,948	6,499	4,102	1,857			1,857					24,773	400,322	451,358
6:30	11,948	18,281	4,102				1,857					26,346	388,823	451,358
7:00	10,939	21,428	6,359				1,857					26,215	384,561	451,358
7:30	16,378	68,612	21,785									24,739	319,843	451,358
8:00	192,827	1,988	7,811				1,988	1,962				41,509	203,273	451,358
8:30	38,477	3,673	4,259		2,447		1,988	1,962				47,724	350,829	451,358
9:00	26,321	1,685	3,686									57,836	361,831	451,358
9:30	26,321	1,685	1,685									54,300	367,368	451,358
10:00	6,410											32,767	412,181	451,358
10:30	4,684											24,063	422,611	451,358
11:00												12,987	438,371	451,358
11:30												12,876	438,482	451,358
Total Avg.	9,643	2,819	1,314	116	238	94	199	82				11,481	425,371	451358
maximum	192,827	68,612	21,785	1,857	3,713	2,257	1,988	1,962				57,836	451,358	
std.dev.	28,338	10,541	3,550	454	834	456	590	396				15,504	44,388	

TV AUDIENCES – FRIDAY

	TVM	ONE	NET TV	Smash	TVM2	f Living	Xejk	iTV	TSN Melita/GO	GO Stars	Melita More	Foreign Stations	NONE	TOTAL
MNight	1,677												449,681	451,358
0:30													451,358	451,358
1:00													451,358	451,358
1:30													451,358	451,358
2:00													451,358	451,358
2:30													451,358	451,358
3:00													451,358	451,358
3:30													451,358	451,358
4:00													451,358	451,358
4:30													451,358	451,358
5:00													451,358	451,358
5:30													451,358	451,358
6:00													451,358	451,358
6:30		1,903											449,455	451,358
7:00	2,092	1,903										2,497	444,867	451,358
7:30	2,092	1,903										2,497	444,867	451,358
8:00		3,882										1,979	445,497	451,358
8:30		1,903										1,979	447,476	451,358
9:00	1,979	1,903										1,979	445,497	451,358
9:30	3,959	1,903										1,979	443,517	451,358
10:00	1,979	5,093						2,497				4,138	437,651	451,358
10:30	1,979	5,093						2,497				4,138	437,651	451,358
11:00	3,657	5,093						2,497				4,138	435,973	451,358
11:30	3,657	5,093						2,497				4,138	435,973	451,358
Noon	16,274	4,522	1,979					2,497				6,578	419,508	451,358
12:30	23,840	8,404	1,979			1,979		2,497				10,600	402,059	451,358
1:00	2,159	6,425	1,979			1,979		2,497				14,401	421,918	451,358
1:30		6,425	1,979			1,979		2,497				16,380	422,098	451,358
2:00		6,425			1,979	1,979				2,159		21,707	417,109	451,358
2:30		6,425	3,775		1,979	1,979				2,159		21,707	413,333	451,358
3:00	7,426	6,425	1,796		1,979	1,979	1,796			2,159		13,808	413,991	451,358
3:30	3,769	6,425			1,979	5,636	3,699			2,159		15,787	411,905	451,358
4:00	6,960	8,102			1,979	3,657				2,159		19,886	408,616	451,358
4:30	5,282	8,102			1,979					2,159		19,886	413,950	451,358
5:00	6,960	8,102			7,900					2,159		23,957	402,281	451,358
5:30	6,960	8,102			9,696		1,979			2,159		21,977	400,485	451,358
6:00	11,682	12,369			7,900		3,882					34,336	381,190	451,358
6:30	6,229	21,219			1,979		3,882					33,956	384,092	451,358
7:00	10,677	23,082	1,796				4,476					33,928	377,400	451,358
7:30	12,354	83,055	27,189			1,979	2,497					28,153	296,131	451,358
8:00	155,913	12,656	1,796			1,979	2,497				3,191	30,609	242,717	451,358
8:30	86,026	12,656				1,979	2,497					48,659	299,540	451,358
9:00	65,995	6,501			1,796		2,497					75,381	299,188	451,358
9:30	54,672	4,522			1,796							61,690	328,678	451,358
10:00	28,612	1,903			7,716							30,452	382,676	451,358
10:30	14,703	1,903			7,716							23,634	403,402	451,358
11:00	3,882				5,920							11,031	430,525	451,358
11:30												14,309	437,049	451,358
Total Avg.	11,530	6,238	922		1,339	565	619	416		360	66	13,797	415,505	451358
maximum	155,913	83,055	27,189		9,696	5,636	4,476	2,497		2,159	3,191	75,381	451,358	
std.dev.	27,410	12,461	3,963		2,612	1,177	1,285	940		813	461	17,074	48,334	

TV AUDIENCES – SATURDAY

	TVM	ONE	NET TV	Smash	TVM2	f Living	Xejk	iTV	TSN Melita/GO	GO Stars	Melita More	Foreign Stations	NONE	TOTAL
MNight													451,358	451,358
0:30													451,358	451,358
1:00													451,358	451,358
1:30													451,358	451,358
2:00													451,358	451,358
2:30													451,358	451,358
3:00													451,358	451,358
3:30													451,358	451,358
4:00													451,358	451,358
4:30													451,358	451,358
5:00													451,358	451,358
5:30												2,469	448,889	451,358
6:00	2,175											2,469	446,715	451,358
6:30	4,349											2,469	444,540	451,358
7:00	7,025	2,175										1,952	440,206	451,358
7:30	4,851	2,175										1,952	442,380	451,358
8:00	6,998	4,349										7,370	432,640	451,358
8:30	6,998	7,025										7,370	429,964	451,358
9:00	9,965											7,370	434,023	451,358
9:30	9,965											10,058	431,335	451,358
10:00	9,965											10,058	431,335	451,358
10:30	9,965											10,058	431,335	451,358
11:00	18,130	1,843										4,487	426,898	451,358
11:30	9,965	1,843										4,487	435,063	451,358
Noon	18,633	1,843										2,535	428,347	451,358
12:30	37,160	1,843										2,535	409,821	451,358
1:00	16,469	4,891										9,686	420,312	451,358
1:30	16,469	4,891							4,935			9,686	415,377	451,358
2:00	18,601	6,734							4,935	1,952		20,329	398,806	451,358
2:30	15,635	6,734							4,935	1,952		23,213	398,889	451,358
3:00	12,959	4,891				2,676			4,935	1,952		25,165	398,780	451,358
3:30	11,238	4,891				2,676			4,935	1,952		25,165	400,501	451,358
4:00	12,565	3,048							7,611			26,468	401,666	451,358
4:30	9,517	3,048							7,611			29,003	402,179	451,358
5:00	9,517	3,048				1,843			7,611			23,585	405,754	451,358
5:30	9,517	5,517			2,031	1,843			7,611			23,585	401,255	451,358
6:00	9,517	8,079			3,752				2,676			21,999	405,336	451,358
6:30	11,359	10,755			22,086				2,676			20,903	383,578	451,358
7:00	13,080	10,755	1,952		24,780				2,676			22,945	375,169	451,358
7:30	14,923	88,466	35,276		13,852				2,676			25,993	270,172	451,358
8:00	139,540	11,736	4,127		2,031							29,528	264,396	451,358
8:30	34,882	8,157	10,442							2,469		39,920	355,488	451,358
9:00	22,088	12,242	12,977							6,567		64,927	332,557	451,358
9:30	19,971	12,242	14,820							6,567		57,622	340,136	451,358
10:00	15,080	8,678	8,158			1,843				6,567		45,268	365,764	451,358
10:30	12,196	6,725	8,158			1,843				2,469		45,257	374,710	451,358
11:00	3,976	2,562										23,269	421,552	451,358
11:30	2,133	2,562										20,593	426,071	451,358
Total Avg.	12,237	5,286	1,998		1,428	265			1,371	676		14,828	413,268	451358
maximum	139,540	88,466	35,276		24,780	2,676			7,611	6,567		64,927	451,358	
std.dev.	20,629	12,845	6,021		5,091	723			2,492	1,694		16,137	43,607	

TV AUDIENCES – SUNDAY

	TVM	ONE	NET TV	Smash	TVM2	f Living	Xejk	iTV	TSN Melita/GO	GO Stars	Melita More	Foreign Stations	NONE	TOTAL
MNight													451,358	451,358
0:30													451,358	451,358
1:00													451,358	451,358
1:30													451,358	451,358
2:00													451,358	451,358
2:30													451,358	451,358
3:00													451,358	451,358
3:30													451,358	451,358
4:00													451,358	451,358
4:30													451,358	451,358
5:00													451,358	451,358
5:30													451,358	451,358
6:00													451,358	451,358
6:30													451,358	451,358
7:00												2,021	449,337	451,358
7:30												2,021	449,337	451,358
8:00	3,838	1,540											445,980	451,358
8:30	3,838	1,540											445,980	451,358
9:00	7,105	2,405										4,330	437,518	451,358
9:30	15,609	2,405			13,062							4,330	415,953	451,358
10:00	13,221	2,405			15,453							2,583	417,696	451,358
10:30	11,732	2,405	2,405		2,391							2,583	429,843	451,358
11:00	14,524		5,873									2,583	428,377	451,358
11:30	16,799		3,469									2,583	428,508	451,358
Noon	32,389		2,111	2,653								2,583	411,622	451,358
12:30	38,752		2,111						2,111			2,583	405,801	451,358
1:00	32,046		2,111						2,111			4,703	410,387	451,358
1:30	29,254		2,111						2,111			4,703	413,179	451,358
2:00	30,363		2,111			2,111			2,111			17,614	397,047	451,358
2:30	26,964		2,111			2,111			4,222			17,614	398,335	451,358
3:00	16,879		2,111			4,222			4,222			30,967	392,957	451,358
3:30	9,089		2,111			4,222			4,222			34,568	397,145	451,358
4:00	13,597	4,245	3,713			4,222			6,333			31,878	387,369	451,358
4:30	13,597	4,245	3,713			4,222			6,333			33,418	385,829	451,358
5:00	13,981	1,715	5,167		5,288	4,222			6,333			27,726	386,925	451,358
5:30	13,981	1,715	5,167		10,297	8,467			6,333			21,228	384,170	451,358
6:00	18,023	1,715	3,565		11,899				4,222			16,434	395,501	451,358
6:30	16,588	1,715	3,565		6,890		1,358		4,222			17,791	399,229	451,358
7:00	20,599		3,565		3,329		1,358		2,111			26,355	394,041	451,358
7:30	17,883	45,813	23,478		1,727				2,111			26,168	334,177	451,358
8:00	127,332	2,847	5,316		1,727			1,602	2,111			28,780	281,644	451,358
8:30	25,210	3,378	3,600		1,727	2,111		1,602	2,111			47,290	364,328	451,358
9:00	13,841	3,623	2,111			2,111		1,602	1,715			64,044	362,311	451,358
9:30	13,841	3,623	2,111					1,602	1,715			65,872	362,593	451,358
10:00	9,619	3,623	2,111						1,715			42,798	391,492	451,358
10:30	6,141	1,602	2,111									34,152	407,352	451,358
11:00	1,715		2,111									10,342	437,190	451,358
11:30			2,111				1,358					8,221	439,668	451,358
Total Avg.	13,091	1,928	2,128	55	1,537	792	85	134	1,427			13,351	416,830	451358
maximum	127,332	45,813	23,478	2,653	15,453	8,467	1,358	1,602	6,333			65,872	451,358	
std.dev.	20,013	6,616	3,599	383	3,704	1,778	332	447	2,044			17,470	36,839	

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	All Rock (DAB+)	BKR National (DAB+)	Bay Easy DiAB+)	Community	Foreign	NONE	Total
MNight					2,161														449,197	451,358
0:30					2,161														449,197	451,358
1:00					2,161														449,197	451,358
1:30					2,161														449,197	451,358
2:00					2,161														449,197	451,358
2:30					2,161														449,197	451,358
3:00					2,161														449,197	451,358
3:30					2,161														449,197	451,358
4:00					2,161		1,756												449,197	451,358
4:30				1,768	3,801		1,756			1,524									447,441	451,358
5:00				3,536	3,801		5,088			1,524									442,509	451,358
5:30				11,617	5,962	5,927	5,088	1,994		3,164									437,409	451,358
6:00				15,266	5,962	8,540	6,728			3,164		3,309							417,606	451,358
6:30	5,869		1,640	15,266	8,030	5,953	6,640	1,756		4,804		3,309					3,518		408,389	451,358
7:00	5,869		4,101	15,534	8,030	3,309	8,280			3,164		3,309					1,994		394,572	451,358
7:30	8,039		1,640	13,739	8,030	1,788	11,496		2,643	1,524		7,607					1,994		397,767	451,358
8:00	5,869		1,640	10,261	8,030		16,096		2,643	1,524		7,607					1,994		392,857	451,358
8:30	10,913		1,640	14,361	11,340		23,431		5,953	1,524	2,161	5,470	3,686				4,155		395,693	451,358
9:00	10,913		1,640	14,361	11,340		25,499		5,953	1,524	2,161	5,470	3,686				4,155		366,724	451,358
9:30	10,913		1,640	16,531	8,030		26,746	2,644	5,953	1,524	2,161	5,470					4,155	1,768	364,656	451,358
10:00	10,913		1,640	16,531	8,030		28,270		5,953	1,524	2,161	7,203					4,155	1,768	363,822	451,358
10:30	7,227		1,640	10,675	8,030		29,910		5,953	1,524	2,161	5,470					4,155	1,768	363,209	451,358
11:00	8,867		1,640	17,946	8,030		26,746		5,953	1,524	2,161	5,470					4,155	1,768	372,844	451,358
11:30	10,759		1,640	12,782	8,009		11,786		2,643	3,280		5,470	3,686				1,994		367,098	451,358
Noon	11,152		1,640	12,782	5,962		10,210		2,643	3,280		5,470	3,686				1,994		389,308	451,358
12:30	8,991		1,640	10,514	4,322		6,524		2,643	3,280		5,470					1,994		392,539	451,358
1:00	8,991		1,640	10,514	4,322		6,524		2,643	3,280		5,470					1,994		405,980	451,358
1:30	5,348		1,640	10,514	8,551		3,244		2,643	1,756		5,470					1,994		405,980	451,358
2:00	5,348		1,640	8,937	8,551		3,244		2,643	1,756		5,470					1,994		410,198	451,358
2:30	5,879		1,640	8,937	10,598	4,345	3,244		2,643	1,756		5,470					1,994		411,774	451,358
3:00	5,879		1,640	8,937	8,551	6,134	3,244		2,643	1,756		5,470					1,994		404,852	451,358
3:30	3,708		4,101	6,776	6,390	1,733	3,244		2,643	1,524		3,309					1,994		405,110	451,358
4:00	3,708		4,949	5,386	6,390	3,309	3,244		2,643	1,524		3,309					1,994		415,934	451,358
4:30	5,464		1,640	7,026	10,712		1,488		2,643	1,524		3,309					1,994		414,899	451,358
5:00	2,069		1,640	7,026	10,712	1,733	1,488		2,643	3,280		3,309					1,994		415,556	451,358
5:30			1,640	7,026	6,483	1,733			2,643	1,524		3,309					1,994		415,463	451,358
6:00			1,640	3,747	6,483				2,643	1,524		3,309					1,994		425,005	451,358
6:30			1,640	3,747	6,483				2,643	1,524		3,309	3,686				1,994		430,018	451,358
7:00			1,640	3,747	4,322				2,643	1,524		3,309	7,372				1,994		426,332	451,358
7:30				3,747	2,161	1,733				1,524		3,309	3,686				1,994		424,807	451,358
8:00				3,747	2,161	1,733				1,524							1,994		433,204	451,358
8:30				1,576	2,161												1,994	2,069	440,200	451,358
9:00				1,576	2,161												1,994	2,069	443,558	451,358
9:30				1,576	2,161													2,069	443,558	451,358
10:00				1,576	2,161													2,069	445,552	451,358
10:30					2,161													2,069	445,552	451,358
11:00					2,161														447,128	451,358
11:30																			449,197	451,358
	3,389		1,060	6,658	5,462	999	5,854	133	1,735	1,389	270	2,776	614				1,548	363		
Tot Avg	11,152		4,949	17,946	11,340	8,540	29,910	2,644	5,953	4,804	2,161	7,607	7,372				4,155	2,069	419,106	451,358
Max	4,161		1,186	5,872	3,093	2,022	8,850	530	2,031	1,227	722	2,602	1,583				1,402	766	449,197	
std.dev.					2,161														27,933	

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	All Rock (DAB+)	BKR National (DAB+)	Bay Easy DiAB+)	Community	Foreign	NONE	Total
MNight																		1,762	449,596	451,358
0:30																		1,762	449,596	451,358
1:00																		1,762	449,596	451,358
1:30																		1,762	449,596	451,358
2:00					1,571														449,787	451,358
2:30					1,571														449,787	451,358
3:00					1,571														449,787	451,358
3:30					1,571														449,787	451,358
4:00					1,571														449,787	451,358
4:30					1,571														449,787	451,358
5:00				1,635	1,571														448,152	451,358
5:30				13,704	4,538										1,635				431,482	451,358
6:00	1,750		2,635	13,373	4,538	8,455	3,020	2,062				3,673	2,321		1,635				407,898	451,358
6:30	1,750		4,385	21,120	4,538	7,043	3,020	2,062					2,321		1,635			1,987	401,497	451,358
7:00	3,904		5,023	25,152	4,538	6,877	7,976	2,062		2,957		2,454		2,635	1,635	3,299		4,272	378,575	451,358
7:30	1,750		2,635	22,764	4,538	11,573	7,976	2,062		1,571		4,236		2,635	1,635				387,983	451,358
8:00	3,501		6,102	21,608	4,689	11,148	11,913	2,062	3,673	1,571		6,114		2,635	1,635				374,707	451,358
8:30	3,501		6,102	23,092	4,689	11,148	11,913	2,062	3,673	1,571		1,783			1,635				380,191	451,358
9:00	6,926		6,102	23,092	4,689	7,558	13,663	2,062	3,673	1,571		1,783			1,635			1,987	376,618	451,358
9:30	6,926		6,102	23,092	3,206	5,831	13,663	2,062	3,673	1,571		1,783			1,635			1,987	379,828	451,358
10:00	9,080		7,487	23,092	3,206	8,116	15,234	2,062		1,571					1,635				379,875	451,358
10:30	9,080		7,487	24,726	3,206	6,389	15,234	2,062		3,334					1,635				378,206	451,358
11:00	10,830		5,770	24,726	3,206	6,389	15,234	2,062		5,096					1,635				376,410	451,358
11:30	9,080		4,385	26,766	3,206	6,389	15,234	2,062		3,334		2,454			1,635				376,814	451,358
Noon	5,289		2,635	28,454		11,350	10,492	2,062		1,571	1,762				1,635				386,107	451,358
12:30	5,289		2,635	23,649		11,350	10,492	2,062		1,571	1,762				1,635				390,912	451,358
1:00	5,289		2,635	23,649		11,350	8,858	2,062		1,571					1,635				394,309	451,358
1:30	5,289		2,635	19,858		9,024	8,858	2,062		1,571					1,635				400,426	451,358
2:00	3,539		2,635	18,473	2,040	9,096	8,858	2,062	5,083	1,571		2,454							395,547	451,358
2:30	3,539			18,473		10,878	8,858	2,062	5,083	1,571		4,331							396,562	451,358
3:00	3,539			18,473		8,171	8,858	2,062	5,083	1,571									403,600	451,358
3:30	3,539			18,589		8,776	8,858	2,062	5,083	1,571									402,880	451,358
4:00	3,539			12,688	2,154	8,430	5,059	2,062	5,083	2,957								2,285	407,100	451,358
4:30	3,539			10,938	2,154	7,949	5,059	2,062	5,083	1,571									413,002	451,358
5:00	3,539			9,455	2,154	3,510	5,059	2,062	5,083	3,334		6,522							410,640	451,358
5:30	3,539			9,455	2,154	3,510	5,059	2,062	5,083			2,849		2,635					415,012	451,358
6:00	5,693			9,974			1,385	2,062		1,762				2,635		3,299			424,548	451,358
6:30	3,539			12,104		7,525	1,385	2,062											424,743	451,358
7:00	2,154			12,104	1,571	4,889	1,385	2,062											427,193	451,358
7:30	2,154			12,104	1,571	4,889	1,385	2,062											427,193	451,358
8:00	2,154			9,974	1,571	1,783	1,385	2,062											432,429	451,358
8:30	2,154			7,586			1,385	2,062			1,987								436,183	451,358
9:00	2,154			5,952				2,062			1,987								439,203	451,358
9:30	2,154			5,952				2,062											441,190	451,358
10:00				1,635															449,723	451,358
10:30				1,635															449,723	451,358
11:00				1,635															449,723	451,358
11:30				1,635															449,723	451,358
Tot Avg	2,911		1,612	12,133	1,649	4,571	4,933	1,375	1,153	965	156	842	97	275	579	137		408	417,563	451,358
Max	10,830		7,487	28,454	4,689	11,573	15,234	2,062	5,083	5,096	1,987	6,522	2,321	2,635	1,635	3,299		4,272	449,787	
std.dev.	2,872		2,449	9,640	1,709	4,392	5,395	982	2,046	1,239	525	1,674	469	814	790	666		920	28,035	

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	All Rock (DAB+)	BKR National (DAB+)	Bay Easy DiAB+)	Community	Foreign	NONE	Total
MNight																			451,358	451,358
0:30																			451,358	451,358
1:00																			451,358	451,358
1:30																			451,358	451,358
2:00																			451,358	451,358
2:30																			451,358	451,358
3:00																			451,358	451,358
3:30				2,212															449,146	451,358
4:00				4,264															447,094	451,358
4:30				4,264	2,588														444,506	451,358
5:00		2,052		4,264	7,199	4,611	2,212	2,212											428,808	451,358
5:30	2,212	2,052	2,197	6,968	15,552	4,611	6,353			2,052									409,361	451,358
6:00	4,706	2,052	2,197	13,297	4,561		4,380			5,776							2,052		412,337	451,358
6:30	4,706	2,052	2,197	13,297	4,561	6,779	2,168			7,988							2,052		405,558	451,358
7:00	6,758	2,052	5,505	14,552	4,561	10,164	8,092			11,466	4,986	16,456					2,052		364,715	451,358
7:30	9,347	2,052	2,197	14,552	6,468	2,238	10,653			11,466	4,986	13,376					2,052		371,971	451,358
8:00	11,209	2,052	2,197	19,371	6,468	10,154	15,421			9,727		7,714					2,052		364,994	451,358
8:30	13,116	2,052	2,197	19,371	6,468	14,364	11,404			9,727		7,714					2,052		362,892	451,358
9:00	28,483	2,052	2,197	19,371	9,172	4,016	15,938	2,561		9,727		12,700					2,052		343,088	451,358
9:30	28,483	2,052	2,197	19,371	9,172	6,185	15,938	2,561		9,727		7,714					2,052		345,906	451,358
10:00	28,483	2,052	2,197	19,371	7,265	8,157	17,800	2,561		7,865		7,714					2,052		345,841	451,358
10:30	28,483	2,052	2,197	19,371	7,265	10,831	15,239			7,865		7,714					2,052		348,290	451,358
11:00	28,483	2,052	2,197	19,371	4,561	10,831	15,239			7,865	2,704	7,714					2,052		348,290	451,358
11:30	26,431	2,052	2,197	23,082	4,561	8,662	15,239			7,865		7,714					2,052		351,503	451,358
Noon	6,990	2,052	2,197	19,923			9,497	2,561		9,677		2,168							396,292	451,358
12:30	5,083	2,052	2,197	13,766			9,497	2,561		1,862		2,168							412,172	451,358
1:00	5,083	2,052	2,197	13,766			9,497	2,561		1,862		2,168							412,172	451,358
1:30	5,083	2,052	2,197	12,027		2,238	9,497	2,561		1,862		2,168							411,673	451,358
2:00	5,083	2,052	2,197	10,288	1,973	8,547	9,497	2,561		1,862	4,986	7,154							395,158	451,358
2:30	5,083	2,052	2,197	10,288	1,973		9,497	2,561		1,862	4,986	7,154							403,705	451,358
3:00	5,083	2,052	2,197	10,288	8,635	4,611	11,076	2,561		5,573		2,168							397,113	451,358
3:30	5,083	2,052	2,197	10,288	4,024		6,936	2,561		3,834									414,382	451,358
4:00	5,083	2,052	2,197	10,288	4,024	4,350	6,936	2,561		1,862									412,005	451,358
4:30	5,083	2,052	5,505	10,288	4,024		6,936	2,561		1,862									413,047	451,358
5:00	5,083	2,052	4,692	10,288	2,052	1,973	6,936	2,561		1,862									413,860	451,358
5:30	5,083	2,052	4,692	10,288			6,936	2,561		1,862									417,885	451,358
6:00	2,494	2,052	4,692	10,288	2,052	5,437	2,168	2,561											419,613	451,358
6:30	2,494	2,052	4,692	8,236	2,052		2,168	2,561											427,102	451,358
7:00		2,052	2,494	3,834	3,914			2,561										2,704	433,798	451,358
7:30		2,052		3,834	3,914			2,561											438,997	451,358
8:00				3,834	3,914			2,561											441,049	451,358
8:30				3,834	2,052														445,472	451,358
9:00			2,704	3,834	2,052														442,768	451,358
9:30				1,862	2,052														447,444	451,358
10:00					2,052														449,306	451,358
10:30					2,052														449,306	451,358
11:00					2,052														449,306	451,358
11:30					2,052														449,306	451,358
Tot Avg	6,017	1,282	1,690	8,702	3,278	2,682	5,482	1,113		3,020	472	2,535					513	56	414,515	451,358
Max	28,483	2,052	5,505	23,082	15,552	14,364	17,800	2,561		11,466	4,986	16,456					2,052	2,704	451,358	
std.dev.	9,042	1,004	1,640	7,187	3,284	3,976	5,850	1,277		3,922	1,430	4,240					898	390	35,837	

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	All Rock (DAB+)	BKR National (DAB+)	Bay Easy DiAB+)	Community	Foreign	NONE	Total
MNight																			451,358	451,358
0:30																			451,358	451,358
1:00																			451,358	451,358
1:30																			451,358	451,358
2:00																			451,358	451,358
2:30																			451,358	451,358
3:00																			451,358	451,358
3:30																			451,358	451,358
4:00																			451,358	451,358
4:30																			451,358	451,358
5:00				2,447			2,025	2,457											444,430	451,358
5:30	1,726			4,448								4,173							441,011	451,358
6:00	8,217			11,085			2,317					3,236	5,774						420,729	451,358
6:30	8,217			12,870			2,317												427,954	451,358
7:00	8,536		4,172	12,870		12,418	2,317		3,634	3,845		5,159	2,002						396,406	451,358
7:30	10,498		4,172	12,658		12,286	4,174		3,634	6,187		4,737	2,002						391,010	451,358
8:00	14,184		4,674	17,318		18,792	5,988		2,787	8,158	2,342	5,787						4,131	367,197	451,358
8:30	14,184		4,674	17,318		12,818	5,988		2,787	8,158	4,799	5,787						4,131	370,714	451,358
9:00	20,043		1,962	17,318		12,144	5,988	1,573	2,787	6,302	4,799							4,131	374,311	451,358
9:30	22,031		1,962	15,000		12,144	8,305	1,573	2,787	6,302	4,799							4,131	372,323	451,358
10:00	28,060		1,962	20,774		8,486	10,293	1,573	2,787	9,867	4,799	5,774						2,447	354,536	451,358
10:30	24,346		1,962	15,000		8,486	10,293	1,573	2,787	4,314	4,799	5,774						2,447	369,577	451,358
11:00	24,346		1,962	13,427		17,252	10,293	1,573	2,787	4,314	2,342	5,774							367,288	451,358
11:30	22,620		1,962	13,427		17,252	10,293	1,573	2,787	4,314	2,342	5,774							369,014	451,358
Noon	14,038	2,257		15,000	2,447	10,729	4,174	1,573		7,986									393,154	451,358
12:30	12,181			12,554	2,447	10,729	4,174	1,573		6,302									401,399	451,358
1:00	12,181			10,980	2,447		6,199			2,457									417,094	451,358
1:30	12,181			10,980	2,447		6,199			2,457									417,094	451,358
2:00	10,812	2,317		10,980	2,447	2,636	4,342			2,457									415,367	451,358
2:30	12,669	2,317		10,980	2,447	2,636	4,342			2,457									413,510	451,358
3:00	13,103	2,317	2,712	10,980	2,447		4,342			2,457		5,683							407,317	451,358
3:30	11,115	2,317	2,712	10,980	2,447		4,342			2,457		4,173							410,814	451,358
4:00	9,267	2,317		6,469	2,447	7,237	6,659			8,010		4,172							404,779	451,358
4:30	9,267	2,317	4,172	6,469	2,447		6,659			2,457									417,570	451,358
5:00	6,631	2,317		4,684	4,704	3,936	4,342			2,457									422,287	451,358
5:30	6,631	2,317		4,684	4,704		4,342			2,457			5,774						420,449	451,358
6:00	2,457			4,684	4,704		4,342			2,457		3,075							429,640	451,358
6:30	2,457			4,684	4,704		4,342			2,457		3,075							429,640	451,358
7:00	2,457			4,684	2,447		4,342			2,457									434,971	451,358
7:30	2,457			4,684	2,447		2,025			2,457									437,289	451,358
8:00				2,342	2,447														446,569	451,358
8:30				2,342	2,447														446,569	451,358
9:00				2,342	2,447		1,685												444,885	451,358
9:30				2,342	2,447		1,685												444,885	451,358
10:00				2,342															449,016	451,358
10:30				2,342															449,016	451,358
11:00				2,342															449,016	451,358
11:30				2,342															449,016	451,358
Tot Avg	7,227	433	814	7,066	1,208	3,541	3,315	313	616	2,417	646	1,503	324					446	421,488	451,358
Max	28,060	2,317	4,674	20,774	4,704	18,792	10,293	2,457	3,634	9,867	4,799	5,787	5,774					4,131	451,358	
std.dev.	8,104	911	1,473	6,103	1,559	5,774	3,230	670	1,223	2,861	1,541	2,328	1,217					1,226	30,026	

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	All Rock (DAB+)	BKR National (DAB+)	Bay Easy DiAB+)	Community	Foreign	NONE	Total
MNight				1,979			1,903												447,476	451,358
0:30				1,979			1,903												447,476	451,358
1:00				1,979			1,903												447,476	451,358
1:30				1,979			1,903												447,476	451,358
2:00				1,979			1,903												447,476	451,358
2:30				1,979			1,903												447,476	451,358
3:00				1,979			1,903												447,476	451,358
3:30				4,476			1,903												444,979	451,358
4:00				4,476			1,903												444,979	451,358
4:30				4,476			1,903												444,979	451,358
5:00				4,476			4,037												442,845	451,358
5:30				12,997			4,037												434,324	451,358
6:00			2,092	10,420			4,037												434,810	451,358
6:30			2,092	12,323			7,991												428,953	451,358
7:00	4,599		4,448	14,000		9,793	6,195			5,495									406,829	451,358
7:30	6,578	2,119	4,448	14,000		13,181	6,195			7,355		3,019							394,462	451,358
8:00	10,235			24,631		8,569	7,872			7,355		8,247	2,079			2,891			379,479	451,358
8:30	10,235			22,652		3,019	7,872			7,355		6,155	2,079			2,891			389,100	451,358
9:00	10,235			22,652		3,019	7,872			7,355		6,155	2,079			2,891	3,874		385,225	451,358
9:30	10,235			24,631		3,019	7,872			7,355			2,079			2,891	3,874		389,401	451,358
10:00	14,193			22,652		3,019	7,872			7,355			2,079			2,891	3,874		387,422	451,358
10:30	14,193			22,652		3,019	7,872			7,355			2,079			2,891	3,874		387,422	451,358
11:00	14,193			22,652		3,019	7,872			5,453			2,079				3,874		392,216	451,358
11:30	16,801			29,370		5,490	7,872			3,473			2,079				3,874		382,398	451,358
Noon	5,636			16,119		3,019	7,718			3,473			2,079				3,874		409,439	451,358
12:30	14,135			18,099		3,019	7,718			1,677			2,079				3,874		400,757	451,358
1:00	1,979			18,099	2,119	5,990	6,041			1,677			2,079				3,874		409,500	451,358
1:30	1,979			14,000	2,119	3,019	6,041			3,580			2,079				3,874		414,666	451,358
2:00				12,204		3,019	6,041			3,580		3,019	2,079				3,874		417,542	451,358
2:30				12,204		9,174	6,041			3,580			2,079				3,874		414,406	451,358
3:00				12,204		2,767	7,718			1,677			2,079				3,874		421,039	451,358
3:30				12,204		2,767	7,718			1,677			2,079				3,874		421,039	451,358
4:00	1,677			10,527			7,718			1,677			2,079				3,874		423,806	451,358
4:30	4,286			10,527			7,718			1,677			2,079				3,874		421,198	451,358
5:00	1,677			10,527			6,041			4,297		2,092	2,079				3,874		420,772	451,358
5:30	4,286			13,146			6,041			1,677			2,079				3,874		420,256	451,358
6:00	1,677			8,056			4,061			1,677			2,079				3,874		429,933	451,358
6:30	1,677			8,056			4,061						2,079				3,874		431,610	451,358
7:00				6,379			1,903										3,874		439,202	451,358
7:30				8,998			1,903												440,457	451,358
8:00				6,379			1,903												443,076	451,358
8:30				6,379			1,903												443,076	451,358
9:00				6,379			1,903												443,076	451,358
9:30				6,379			1,903												443,076	451,358
10:00				6,379			1,903												443,076	451,358
10:30				3,882			1,903												445,573	451,358
11:00				3,882			1,903												445,573	451,358
11:30				3,882			1,903												445,573	451,358
Tot Avg	3,136	44	272	10,881	88	1,832	4,671			2,038		598	953			361	1,695		424,789	451,358
Max	16,801	2,119	4,448	29,370	2,119	13,181	7,991			7,355		8,247	2,079			2,891	3,874		447,476	
std.dev.	5,022	306	976	7,437	428	3,055	2,609			2,701		1,782	1,047			966	1,942		22,256	

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	All Rock (DAB+)	BKR National (DAB+)	Bay Easy DiAB+)	Community	Foreign	NONE	Total
MNight																			451,358	451,358
0:30																			451,358	451,358
1:00																			451,358	451,358
1:30																			451,358	451,358
2:00																			451,358	451,358
2:30																			451,358	451,358
3:00				1,721															449,637	451,358
3:30				1,721															449,637	451,358
4:00				1,721						2,175									447,462	451,358
4:30				1,721															449,637	451,358
5:00				1,721						2,175									447,462	451,358
5:30	2,031			6,932			2,676			2,175									437,544	451,358
6:00	2,031			14,970	2,535	2,146	5,145				2,562								421,969	451,358
6:30	2,031			24,343	2,535		5,145	1,843	5,686	2,031	2,562								405,183	451,358
7:00	13,349	2,676		28,696	2,535	3,274	10,450		5,029	4,566	2,562	1,843							376,379	451,358
7:30	13,349	2,676		28,696	2,535	3,274	10,450		2,883	4,566	2,562	4,891							375,477	451,358
8:00	15,191	2,676		30,820	2,535	5,381	19,055			6,518	2,562	7,774							358,845	451,358
8:30	15,191	2,676		28,144	2,535	5,381	21,008			4,566	2,562	7,774							361,521	451,358
9:00	15,191	2,676		30,665	2,535	16,259	18,913			4,566	2,562	4,726							353,264	451,358
9:30	17,034	2,676		28,130	2,535	16,259	18,913			4,566	2,562	2,883							355,799	451,358
10:00	14,358			30,082	2,535	13,220	16,444			4,566	2,562	3,048							364,543	451,358
10:30	16,079			30,082	2,535	13,220	18,165			4,566	2,562								364,149	451,358
11:00	14,358			28,130	2,535	9,946	18,165			5,211	2,562								370,451	451,358
11:30	14,358			28,130	2,535	9,946	14,492			5,211	2,562								374,124	451,358
Noon	11,592			15,765	4,487	8,207	9,128			6,984									395,194	451,358
12:30	11,706			15,874	4,487	2,133	9,128			6,984									401,045	451,358
1:00	11,706			15,874	2,535	2,133	9,128			4,450	2,535								402,997	451,358
1:30	6,343			12,201	2,535	2,133	9,128			4,450	2,535								412,034	451,358
2:00	6,343			12,201	2,535		9,128			4,514									416,637	451,358
2:30	6,343			10,726	2,535		9,128			4,514									418,113	451,358
3:00	8,295			11,005	2,535	6,517	9,128			5,238		6,075							402,565	451,358
3:30	8,295			9,117	2,535	4,565	9,128			5,238		6,075							406,406	451,358
4:00	8,295			7,871	2,535	13,523	11,690			4,564		6,075							396,805	451,358
4:30	6,343			7,871	2,535	13,523	11,690			1,888		6,075							401,434	451,358
5:00	6,343			6,028	2,535		9,659												426,793	451,358
5:30	6,343			7,916	2,535		9,659												424,905	451,358
6:00	4,500			7,916			5,145												433,797	451,358
6:30	4,500			6,028			5,145												435,685	451,358
7:00	4,500			6,028		5,381	2,676												432,772	451,358
7:30	4,500			6,028	2,676	5,381	2,676												430,096	451,358
8:00	4,500			4,307		5,381	2,676												434,493	451,358
8:30	4,500			4,307		5,381	2,676			1,952									432,541	451,358
9:00	4,500			6,842						1,952									438,064	451,358
9:30	4,500			4,307						1,952									440,599	451,358
10:00	7,176	2,676		4,307															437,199	451,358
10:30	4,500	2,676		4,307															439,875	451,358
11:00	2,031			2,133															447,194	451,358
11:30	2,031			2,133															447,194	451,358
Tot Avg	6,338	446		11,198	1,405	3,595	6,578	38	283	2,336	746	1,192							417,201	451,358
Max	17,034	2,676		30,820	4,487	16,259	21,008	1,843	5,686	6,984	2,562	7,774							451,358	
std.dev.	5,454	1,008		10,605	1,415	4,980	6,636	266	1,149	2,386	1,175	2,386							31,739	

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	All Rock (DAB+)	BKR National (DAB+)	Bay Easy DiAB+)	Community	Foreign	NONE	Total
MNight				1,540															449,818	451,358
0:30				1,540															449,818	451,358
1:00				1,540															449,818	451,358
1:30				1,540															449,818	451,358
2:00				1,540															449,818	451,358
2:30				1,540															449,818	451,358
3:00				1,540															449,818	451,358
3:30				1,540															449,818	451,358
4:00				1,540															449,818	451,358
4:30				1,540															449,818	451,358
5:00				2,898	1,540														446,920	451,358
5:30				4,500			1,358												445,501	451,358
6:00	4,449			4,613	1,540		2,111										1,489		437,155	451,358
6:30	4,205			8,349	3,142		3,469										1,489		430,704	451,358
7:00	2,847			11,818	4,500	2,240	3,713									1,693	1,489	4,982	418,076	451,358
7:30	4,574			18,183	6,620	9,170	3,713									1,693	1,489	8,582	397,334	451,358
8:00	8,906		1,727	21,548	6,102	3,987	3,317			4,332			3,233			1,693	1,489	8,582	386,442	451,358
8:30	8,906		1,727	21,548	6,102	2,240	3,317			4,332			3,233			1,693	1,489	8,582	388,189	451,358
9:00	6,114		5,203	23,263	6,102	7,819	7,297		4,792	4,332						1,693	1,489	8,582	374,672	451,358
9:30	4,387		5,203	23,263	6,102	7,819	7,133			4,332						1,693	1,489	8,582	381,354	451,358
10:00	6,114		3,601	20,745	6,102	9,273	5,344			4,332						1,693	1,489	8,582	384,082	451,358
10:30	4,625		3,601	19,018	6,102	6,137	5,344		2,405	4,332						1,693	1,489	8,582	388,030	451,358
11:00	2,898		3,601	14,070	6,102	3,693	5,344		2,405	4,332	2,405					1,693	1,489	8,582	394,745	451,358
11:30	2,898		3,601	13,686	6,102	3,693	5,344			4,332	2,405					1,693	1,489	8,582	397,533	451,358
Noon	6,522			10,469	2,898	5,933	2,111			4,332	2,405							8,582	408,106	451,358
12:30	6,522			8,349	2,898	3,693	2,111			4,332	2,405							8,582	412,466	451,358
1:00	6,522			8,349	2,898	9,042	3,838			1,540	5,801							8,582	404,787	451,358
1:30	6,522			8,349	2,898	9,042	2,111			1,540	5,801							8,582	406,514	451,358
2:00	6,522			8,349	2,898	8,245	2,111			1,540	5,801							8,582	407,310	451,358
2:30	6,522			8,349	2,898	11,846	2,111			1,540	5,801							8,582	403,709	451,358
3:00	6,522			8,349	2,898	8,245				1,540	5,801							8,582	409,421	451,358
3:30	6,522			8,349	2,898	2,240				1,540	5,801							8,582	415,427	451,358
4:00	1,540			12,594	2,898	2,240	3,317			1,540	5,801						1,489	3,600	416,339	451,358
4:30	1,540			12,594	2,898	2,240	1,602			1,540	5,801							3,600	419,543	451,358
5:00				12,594	2,898	7,032					2,405							3,600	422,830	451,358
5:30				12,594	2,898	7,032					2,405							3,600	422,830	451,358
6:00				8,349	2,898	4,360	1,358				2,405						1,602	3,600	426,787	451,358
6:30				8,349	2,898	2,240	1,358				2,405							3,600	430,509	451,358
7:00				6,329	2,898	2,391	6,340				2,405							3,600	427,397	451,358
7:30				6,329	1,358	2,391	6,340				2,405							3,600	428,937	451,358
8:00				4,971	1,358		6,340				6,006								432,684	451,358
8:30				4,971	1,358		7,793				6,006	2,792							428,438	451,358
9:00				3,255	1,358		4,931				2,405								439,409	451,358
9:30				3,255	1,358		4,931				2,405								439,409	451,358
10:00				1,540			1,454			1,540	2,405								444,419	451,358
10:30				1,540			1,454			1,540	2,405								444,419	451,358
11:00				1,540						1,540	2,405								445,873	451,358
11:30				1,540						1,540	2,405								445,873	451,358
Tot Avg	2,420		589	8,212	2,425	3,006	2,467		200	1,288	2,019	193				353	437	3,743	424,007	451,358
Max	8,906		5,203	23,263	6,620	11,846	7,793		4,792	4,332	6,006	3,233				1,693	1,602	8,582	449,818	
std.dev.	2,994		1,424	6,679	2,209	3,536	2,452		833	1,705	2,252	757				695	688	3,881	22,865	

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	97,316	49,582	47,734	7,092	24,027	38,045	20,432	7,720	19,002	27,114	13,880	13,476	17,343	6,502
News	13,771	9,999	3,772			1,653	4,983	7,134	1,881	4,146	1,587	1,847	2,378	1,932
Prayers & Religious	8,943	2,225	6,718				2,677	6,267	2,293	2,749	999	1,261	1,162	481
Discussion	8,507	5,895	2,612			1,325	4,230	2,952	802	3,364	1,863	792	652	1,035
Breakfast Shows	6,355	2,276	4,078		1,352	4,127	535	341	1,485	2,539	1,092	506	732	
Drama	1,905	603	1,302				881	1,024	525	775			605	
Political	1,124	617	507				258	866	525	599				
Sports	991	991					991				342	323	326	
Current Affairs	326	326					326						326	
Maltese Language & Customs	314	314					314							314
Newspaper Analysis	314	314						314						314
Educational	248		248					248	248					
Magazine	235		235					235				235		
Health	219		219				219				219			
All & All on ...	22,827	9,828	12,999	833	4,269	6,911	6,409	4,404	4,611	6,222	3,507	3,592	3,829	1,066
Total [N]	**163,395**	**82,971**	**80,424**	**7,925**	**29,647**	**52,062**	**42,256**	**31,503**	**31,372**	**47,508**	**23,489**	**22,030**	**27,351**	**11,644**
Music	59.6	59.76	59.35	89.49	81.04	73.08	48.35	24.51	60.57	57.07	59.09	61.17	63.41	55.84
News	8.4	12.05	4.69			3.18	11.79	22.64	5.99	8.73	6.76	8.39	8.69	16.59
Prayers & Religious [Total	5.5	2.68	8.35				6.33	19.89	7.31	5.79	4.25	5.72	4.25	4.13
Discussion	5.2	7.10	3.25			2.55	10.01	9.37	2.56	7.08	7.93	3.59	2.38	8.89
Breakfast Shows	3.9	2.74	5.07		4.56	7.93	1.27	1.08	4.73	5.34	4.65	2.30	2.68	
Drama	1.2	0.73	1.62				2.09	3.25	1.67	1.63			2.21	
Political	0.7	0.74	0.63				0.61	2.75	1.67	1.26				
Sports	0.6	1.19					2.34				1.46	1.46	1.19	
Current Affairs	0.2	0.39					0.77						1.19	
Maltese Language & Customs	0.2	0.38					0.74							2.70
Newspaper Analysis	0.2	0.38						1.00						2.70
Educational	0.2		0.31					0.79	0.79					
Magazine	0.1		0.29					0.74				1.06		
Health	0.1		0.27				0.52				0.93			
All & All on ...	14.0	11.85	16.16	10.51	14.40	13.28	15.17	13.98	14.70	13.10	14.93	16.31	14.00	9.16
Total [%]	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**

NAMED PROGRAMME GENRES Music	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	69,497	36,125	33,372	4,558	19,088	30,329	12,063	3,459	13,900	20,038	11,430	7,582	12,285	4,263
Music [Specific]	13,004	6,424	6,580	2,535	1,426	2,667	3,389	2,988	2,981	3,433	999	2,497	1,891	1,203
Music ['60]	*219*		*219*					*219*			*219*			
Music ['80]	*361*	*361*				*361*								*361*
Music [Classic]	*258*		*258*					*258*		*258*				
Music [Classical] & News	*341*	*341*						*341*		*341*				
Music [Country & Western]	*517*	*277*	*240*				*277*	*240*	*277*					*240*
Music [Italian Songs]	*235*		*235*				*235*					*235*		
Music [Maltese]	*277*	*277*				*277*			*277*					
Music [Modern]	*279*		*279*					*279*					*279*	
Music [Old]	*1,641*	*665*	*976*				*1,382*	*258*		*517*	*561*	*323*		*240*
Music [Songs]	*5,008*	*2,250*	*2,758*	*1,521*	*417*	*2,029*	*784*	*258*	*1,523*	*1,202*		*892*	*1,031*	*361*
Music [Songs] & Discussion	*258*		*258*					*258*		*258*				
Music [Songs] & Morning Shows	*886*	*628*	*258*	*628*			*258*		*628*	*258*				
Music [Songs] & News	*258*		*258*					*258*		*258*				
Music [Songs] on 89.7 Bay	*386*		*386*	*386*								*386*		
Music [Songs] on Calypso	*1,077*	*858*	*219*		*581*		*219*	*277*	*277*		*219*		*581*	
Music [Band Marches] on ONE Radio	*428*	*428*			*428*							*428*		
Music [Operettas]	*235*		*235*				*235*					*235*		
Music [Operettas] on Radju Malta	*341*	*341*						*341*		*341*				
Music & ...	9,376	5,139	4,237		1,874	3,063	3,884	555	1,247	2,785	711	2,119	1,719	795
Music & Breakfast Shows	*1,519*	*858*	*661*			*1,242*	*277*		*277*	*388*	*273*		*581*	
Music & Competitions	*417*		*417*		*417*				*417*					
Music & Discussion	*1,934*	*922*	*1,012*				*1,657*	*277*	*277*	*258*		*880*	*279*	*240*
Music & Discussions	*904*		*904*		*685*		*219*			*685*	*219*			
Music & Familja Wahda - Radju Malta - Lilian Maistre	*279*		*279*					*279*					*279*	
Music & News	*2,023*	*1,298*	*725*			*873*	*1,150*		*277*	*341*	*219*	*873*		*314*

Music & News & Discussion	*707*	*707*				*367*	*341*			*341*		*367*		
Music & News & Traffic Updates	*773*	*773*			*773*					*773*				
Music & News & Weather	*581*	*581*				*581*							*581*	
Music & Religious Programmes	*240*		*240*				*240*							*240*
Music on ...	5,438	1,893	3,545		1,638	1,986	1,096	718	874	857	741	1,277	1,448	240
Music on 89.7 Bay	*1,488*	*1,102*	*386*		*386*	*1,102*					*522*	*386*	*581*	
Music on Calypso	*1,106*	*341*	*765*				*847*	*258*	*248*	*857*				
Music on Radio Xaghra	*240*		*240*					*240*						*240*
Music on Radju Malta	*219*		*219*					*219*			*219*			
Music on Smash	*699*	*450*	*248*		*450*		*248*		*248*				*450*	
Music on Vibe FM	*794*		*794*		*417*	*378*			*378*				*417*	
Music on Vibe FM & 89.7 Bay	*892*		*892*		*386*	*506*						*892*		
Total [n]	**97,316**	**49,582**	**47,734**	**7,092**	**24,027**	**38,045**	**20,432**	**7,720**	**19,002**	**27,114**	**13,880**	**13,476**	**17,343**	**6,502**
Music	42.53	43.54	41.50	57.51	64.38	58.26	28.55	10.98	44.31	42.18	48.66	34.42	44.91	36.62
Music [Specific]	7.96	7.74	8.18	31.98	4.81	5.12	8.02	9.48	9.50	7.23	4.25	11.33	6.91	10.33
Music ['60]	*0.13*		*0.27*					*0.70*			*0.93*			
Music ['80]	*0.22*	*0.44*				*0.69*								*3.10*
Music [Classic]	*0.16*		*0.32*					*0.82*		*0.54*				
Music [Classical] & News	*0.21*	*0.41*						*1.08*		*0.72*				
Music [Country & Western]	*0.32*	*0.33*	*0.30*				*0.65*	*0.76*	*0.88*					*2.06*
Music [Italian Songs]	*0.14*		*0.29*				*0.55*					*1.06*		
Music [Maltese]	*0.17*	*0.33*				*0.53*			*0.88*					
Music [Modern]	*0.17*		*0.35*					*0.88*					*1.02*	
Music [Old]	*1.00*	*0.80*	*1.21*				*3.27*	*0.82*		*1.09*	*2.39*	*1.46*		*2.06*
Music [Songs]	*3.07*	*2.71*	*3.43*	*19.19*	*1.41*	*3.90*	*1.85*	*0.82*	*4.85*	*2.53*		*4.05*	*3.77*	*3.10*
Music [Songs] & Discussion	*0.16*		*0.32*					*0.82*		*0.54*				
Music [Songs] & Morning Shows	*0.54*	*0.76*	*0.32*	*7.92*			*0.61*		*2.00*	*0.54*				
Music [Songs] & News	*0.16*		*0.32*					*0.82*		*0.54*				
Music [Songs] on 89.7 Bay	*0.24*		*0.48*	*4.87*								*1.75*		
Music [Songs] on Calypso	*0.66*	*1.03*	*0.27*		*1.96*		*0.52*	*0.88*	*0.88*		*0.93*		*2.12*	
Music [Band Marches] on ONE Radio	*0.26*	*0.52*			*1.44*							*1.94*		
Music [Operettas]	*0.14*		*0.29*				*0.55*					*1.06*		
Music [Operettas] on Radju Malta	*0.21*	*0.41*						*1.08*		*0.72*				
Music & ...	5.74	6.19	5.27		6.32	5.88	9.19	1.76	3.97	5.86	3.03	9.62	6.29	6.83
Music & Breakfast Shows	*0.93*	*1.03*	*0.82*			*2.39*	*0.65*		*0.88*	*0.82*	*1.16*		*2.12*	
Music & Competitions	*0.25*		*0.52*		*1.41*				*1.33*					
Music & Discussion	*1.18*	*1.11*	*1.26*				*3.92*	*0.88*	*0.88*	*0.54*		*3.99*	*1.02*	*2.06*
Music & Discussions	*0.55*		*1.12*		*2.31*		*0.52*			*1.44*	*0.93*			
Music & Familja Wahda - Radju Malta - Lilian Maistre	*0.17*		*0.35*					*0.88*					*1.02*	
Music & News	*1.24*	*1.56*	*0.90*			*1.68*	*2.72*		*0.88*	*0.72*	*0.93*	*3.96*		*2.70*
Music & News & Discussion	*0.43*	*0.85*				*0.70*	*0.81*			*0.72*		*1.67*		
Music & News & Traffic Updates	*0.47*	*0.93*			*2.61*					*1.63*				
Music & News & Weather	*0.36*	*0.70*				*1.12*							*2.12*	
Music & Religious Programmes	*0.15*		*0.30*				*0.57*							*2.06*
Music on ...	3.33	2.28	4.41		5.53	3.81	2.59	2.28	2.79	1.80	3.15	5.80	5.29	2.06
Music on 89.7 Bay	*0.91*	*1.33*	*0.48*		*1.30*	*2.12*					*2.22*	*1.75*	*2.12*	
Music on Calypso	*0.68*	*0.41*	*0.95*				*2.01*	*0.82*	*0.79*	*1.80*				
Music on Radio Xaghra	*0.15*		*0.30*					*0.76*						*2.06*
Music on Radju Malta	*0.13*		*0.27*					*0.70*			*0.93*			
Music on Smash	*0.43*	*0.54*	*0.31*		*1.52*		*0.59*		*0.79*				*1.65*	
Music on Vibe FM	*0.49*		*0.99*		*1.41*	*0.73*			*1.20*				*1.52*	
Music on Vibe FM & 89.7 Bay	*0.55*		*1.11*		*1.30*	*0.97*						*4.05*		
Total [%]	**59.56**	**59.76**	**59.35**	**89.49**	**81.04**	**73.08**	**48.35**	**24.51**	**60.57**	**57.07**	**59.09**	**61.17**	**63.41**	**55.84**

		Gender		Age Group					District					
NAMED PROGRAMME GENRES **News**	**Total**	**Males**	**Females**	**12-20**	**21-30**	**31-50**	**51-70**	**71+**	**Southern Harbour**	**Northern Harbour**	**South Eastern**	**Western**	**Northern**	**Gozo and Comino**
News	8,581	6,765	1,815			702	4,056	3,823	1,355	2,819	1,026	880	883	1,618
News & ...	3,240	1,562	1,678			952	649	1,639	525	646	219	645	890	314
News & Breakfast Shows	*282*		*282*			*282*							*282*	
News & Discussion	*323*	*323*					*323*					*323*		
News & Discussion Programmes	*792*	*314*	*477*					*792*		*258*	*219*			*314*
News & Health	*326*	*326*					*326*						*326*	
News & Music	*848*	*599*	*248*					*848*	*525*			*323*		
News & Traffic Updates	*388*		*388*			*388*				*388*				
News & Weather & Traffic Updates	*282*		*282*			*282*							*282*	
News on ...	1,950	1,672	279				279	1,672		681	342	323	605	
News on Net FM	*649*	*649*						*649*				*323*	*326*	
News on ONE	*1,302*	*1,023*	*279*				*279*	*1,023*		*681*	*342*		*279*	
Total [n]	**13,771**	**9,999**	**3,772**			**1,653**	**4,983**	**7,134**	**1,881**	**4,146**	**1,587**	**1,847**	**2,378**	**1,932**
News	5.25	8.15	2.26			1.35	9.60	12.13	4.32	5.93	4.37	3.99	3.23	13.90
News & ...	1.98	1.88	2.09			1.83	1.53	5.20	1.67	1.36	0.93	2.93	3.25	2.70
News & Breakfast Shows	*0.17*		*0.35*			*0.54*							*1.03*	

News & Discussion	*0.20*	*0.39*					*0.76*					*1.46*		
News & Discussion Programmes	*0.48*	*0.38*	*0.59*					*2.51*		*0.54*	*0.93*			*2.70*
News & Health	*0.20*	*0.39*					*0.77*						*1.19*	
News & Music	*0.52*	*0.72*	*0.31*					*2.69*	*1.67*			*1.46*		
News & Traffic Updates	*0.24*		*0.48*			*0.75*				*0.82*				
News & Weather & Traffic Updates	*0.17*		*0.35*			*0.54*							*1.03*	
News on ...	1.19	2.01	0.35				0.66	5.31		1.43	1.46	1.46	2.21	
News on Net FM	*0.40*	*0.78*						*2.06*				*1.46*	*1.19*	
News on ONE	*0.80*	*1.23*	*0.35*				*0.66*	*3.25*		*1.43*	*1.46*		*1.02*	
Total [%]	**8.43**	**12.05**	**4.69**			**3.18**	**11.79**	**22.64**	**5.99**	**8.73**	**6.76**	**8.39**	**8.69**	**16.59**

NAMED PROGRAMME GENRES **Prayers & Religious**	**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	1,098	342	756				279	819		258	561		279	
Prayers [Specific]	2,580	617	1,962				258	2,321	774	599	219	469	279	240
Prayers [Ave Marija]	*277*	*277*						*277*	*277*					
Prayers [Holy Mass]	*235*		*235*					*235*				*235*		
Prayers [Ružarju]	*2,068*	*341*	*1,728*				*258*	*1,810*	*497*	*599*	*219*	*235*	*279*	*240*
Prayers & ...	2,643	599	2,044				507	2,136	774	1,034		557	279	
Prayers [Ružarju] & Current Affairs	*248*		*248*				*248*		*248*					
Prayers [Ružarju] & Discussions	*279*		*279*					*279*					*279*	
Prayers [Ružarju] & News	*571*	*323*	*248*					*571*	*248*			*323*		
Prayers [Ružarju] & News & Discussions	*517*		*517*					*517*		*517*				
Prayers [Ružarju] & Sports	*277*	*277*						*277*	*277*					
Prayers [Ružarju] & Sibt il-Punt - ONE Radio - Manuel Micallef	*235*		*235*					*235*				*235*		
Prayers [Ružarju] & Familja Wahda - Radju Malta - Lilian Maistre & Music	*258*		*258*					*258*		*258*				
Prayers [Holy Mass] & Discussion	*258*		*258*				*258*			*258*				
Religious	1,780	341	1,439				1,048	731	745	341	219	235		240
Religious & ...	843	326	517				584	258		517			326	
Religious & Discussion	*258*		*258*					*258*		*258*				
Religious & News	*326*	*326*					*326*						*326*	
Religious & Prayers [Ružarju] on Radju Malta	*258*		*258*				*258*			*258*				
Total [n]	**8,943**	**2,225**	**6,718**				**2,677**	**6,267**	**2,293**	**2,749**	**999**	**1,261**	**1,162**	**481**
Prayers	0.67	0.41	0.94				0.66	2.60		0.54	2.39		1.02	
Prayers [Specific]	1.58	0.74	2.44				0.61	7.37	2.47	1.26	0.93	2.13	1.02	2.06
Prayers [Ave Marija]	*0.17*	*0.33*						*0.88*	*0.88*					
Prayers [Holy Mass]	*0.14*		*0.29*					*0.74*				*1.06*		
Prayers [Ružarju]	*1.27*	*0.41*	*2.15*				*0.61*	*5.74*	*1.58*	*1.26*	*0.93*	*1.06*	*1.02*	*2.06*
Prayers & ...	1.62	0.72	2.54				1.20	6.78	2.47	2.18		2.53	1.02	
Prayers [Ružarju] & Current Affairs	*0.15*		*0.31*				*0.59*		*0.79*					
Prayers [Ružarju] & Discussions	*0.17*		*0.35*					*0.88*					*1.02*	
Prayers [Ružarju] & News	*0.35*	*0.39*	*0.31*					*1.81*	*0.79*			*1.46*		
Prayers [Ružarju] & News & Discussions	*0.32*		*0.64*					*1.64*		*1.09*				
Prayers [Ružarju] & Sports	*0.17*	*0.33*						*0.88*	*0.88*					
Prayers [Ružarju] & Sibt il-Punt - ONE Radio - Manuel Micallef	*0.14*		*0.29*					*0.74*				*1.06*		
Prayers [Ružarju] & Familja Wahda - Radju Malta - Lilian Maistre & Music	*0.16*		*0.32*					*0.82*		*0.54*				
Prayers [Holy Mass] & Discussion	*0.16*		*0.32*				*0.61*			*0.54*				
Religious	1.09	0.41	1.79				2.48	2.32	2.38	0.72	0.93	1.06		2.06
Religious & ...	0.52	0.39	0.64				1.38	0.82		1.09			1.19	
Religious & Discussion	*0.16*		*0.32*					*0.82*		*0.54*				
Religious & News	*0.20*	*0.39*					*0.77*						*1.19*	
Religious & Prayers [Ružarju] on Radju Malta	*0.16*		*0.32*				*0.61*			*0.54*				
Total [%]	**5.47**	**2.68**	**8.35**				**6.33**	**19.89**	**7.31**	**5.79**	**4.25**	**5.72**	**4.25**	**4.13**

NAMED PROGRAMME GENRES **Discussion**	**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	3,425	2,467	958			804	1,696	925		1,743	561		326	795
Discussion [Specific] [Political]	342	342						342			342			
Discussion & ...	3,682	2,745	936			522	1,734	1,426	802	1,022	741	792	326	
xx-Discussion & Breakfast Shows	*235*		*235*				*235*					*235*		
Discussion & Music	*1,139*	*1,139*				*522*	*617*		*277*	*341*	*522*			
Discussion & News	*1,149*	*681*	*467*				*560*	*589*	*248*	*681*	*219*			
Discussion & News & Music	*1,160*	*925*	*235*				*323*	*837*	*277*			*557*	*326*	
Discussion on ...	1,058	341	718				800	258		599	219			240

Discussion on ONE Radio	*599*	*341*	*258*				*341*	*258*		*599*				
Discussion on ONE Radio & RTK	*240*		*240*				*240*							*240*
Discussion on RTK	*219*		*219*				*219*				*219*			
Total [n]	**8,507**	**5,895**	**2,612**			**1,325**	**4,230**	**2,952**	**802**	**3,364**	**1,863**	**792**	**652**	**1,035**
Discussion	2.10	2.97	1.19			1.54	4.01	2.94		3.67	2.39		1.19	6.83
Discussion [Specific] [Political]	0.21	0.41						1.09			1.46			
Discussion & ...	2.25	3.31	1.16			1.00	4.10	4.53	2.56	2.15	3.15	3.59	1.19	
Discussion & Breakfast Shows	*0.14*		*0.29*				*0.55*					*1.06*		
Discussion & Music	*0.70*	*1.37*				*1.00*	*1.46*		*0.88*	*0.72*	*2.22*			
Discussion & News	*0.70*	*0.82*	*0.58*				*1.32*	*1.87*	*0.79*	*1.43*	*0.93*			
Discussion & News & Music	*0.71*	*1.12*	*0.29*				*0.76*	*2.66*	*0.88*			*2.53*	*1.19*	
Discussion on ...	0.65	0.41	0.89				1.89	0.82		1.26	0.93			2.06
Discussion on ONE Radio	*0.37*	*0.41*	*0.32*				*0.81*	*0.82*		*1.26*				
Discussion on ONE Radio & RTK	*0.15*		*0.30*				*0.57*							*2.06*
Discussion on RTK	*0.13*		*0.27*				*0.52*				*0.93*			
Total [%]	**5.21**	**7.10**	**3.25**			**2.55**	**10.01**	**9.37**	**2.56**	**7.08**	**7.93**	**3.59**	**2.38**	**8.89**

		Gender		Age Group					District					
NAMED PROGRAMME GENRES **Breakfast Shows**	**Total**	**Males**	**Females**	**12-20**	**21-30**	**31-50**	**51-70**	**71+**	**Southern Harbour**	**Northern Harbour**	**South Eastern**	**Western**	**Northern**	**Gozo and Comino**
Breakfast Show	4,914	2,000	2,914		1,352	2,964	258	341	1,209	1,375	1,092	506	732	
Breakfast Show & ...	1,053	277	776			776	277		277	776				
Breakfast Show & Discussion	*277*	*277*					*277*		*277*					
Breakfast Show & Music	*776*		*776*			*776*				*776*				
Breakfast Show on ...	388		388			388				388				
Breakfast Show on 89.7Bay & Vibe FM	*388*		*388*			*388*				*388*				
Total [n]	**6,355**	**2,276**	**4,078**		**1,352**	**4,127**	**535**	**341**	**1,485**	**2,539**	**1,092**	**506**	**732**	
Breakfast Show	3.01	2.41	3.62		4.56	5.69	0.61	1.08	3.85	2.89	4.65	2.30	2.68	
Breakfast Show & ...	0.64	0.33	0.96			1.49	0.65		0.88	1.63				
Breakfast Show & Discussion	*0.17*	*0.33*					*0.65*		*0.88*					
Breakfast Show & Music	*0.47*		*0.96*			*1.49*				*1.63*				
Breakfast Show on ...	0.24		0.48			0.75				0.82				
Breakfast Show on 89.7Bay & Vibe FM	*0.24*		*0.48*			*0.75*				*0.82*				
Total [%]	**3.89**	**2.74**	**5.07**		**4.56**	**7.93**	**1.27**	**1.08**	**4.73**	**5.34**	**4.65**	**2.30**	**2.68**	

		Gender		Age Group					District					
NAMED PROGRAMME GENRES **Drama**	**Total**	**Males**	**Females**	**12-20**	**21-30**	**31-50**	**51-70**	**71+**	**Southern Harbour**	**Northern Harbour**	**South Eastern**	**Western**	**Northern**	**Gozo and Comino**
Drama	785		785				279	507	248	258			279	
Drama on ...	1,120	603	517				603	517	277	517			326	
Radio Drama on ONE Radio	*843*	*326*	*517*				*326*	*517*		*517*			*326*	
Radio Drama on Radju Malta	*277*	*277*					*277*		*277*					
Total [n]	**1,905**	**603**	**1,302**				**881**	**1,024**	**525**	**775**			**605**	
Drama	0.48		0.98				0.66	1.61	0.79	0.54			1.02	
Drama on ...	0.69	0.73	0.64				1.43	1.64	0.88	1.09			1.19	
Radio Drama on ONE Radio	*0.52*	*0.39*	*0.64*				*0.77*	*1.64*		*1.09*			*1.19*	
Radio Drama on Radju Malta	*0.17*	*0.33*					*0.65*		*0.88*					
Total [%]	**1.17**	**0.73**	**1.62**				**2.09**	**3.25**	**1.67**	**1.63**			**2.21**	

		Gender		Age Group					District					
NAMED PROGRAMME GENRES **Political**	**Total**	**Males**	**Females**	**12-20**	**21-30**	**31-50**	**51-70**	**71+**	**Southern Harbour**	**Northern Harbour**	**South Eastern**	**Western**	**Northern**	**Gozo and Comino**
Political	847	341	507				258	589	248	599				
Political & ...	277	277						277	277					
Political & News	*277*	*277*						*277*	*277*					
Total [n]	**1,124**	**617**	**507**				**258**	**866**	**525**	**599**				
Political	0.52	0.41	0.63				0.61	1.87	0.79	1.26				
Political & ...	0.17	0.33						0.88	0.88					
Political & News	*0.17*	*0.33*						*0.88*	*0.88*					
Total [%]	**0.69**	**0.74**	**0.63**				**0.61**	**2.75**	**1.67**	**1.26**				

NAMED PROGRAMME GENRES Sports	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
Sports	668	668					668				342		326	
Sports & ...	323	323					323					323		
Sports & News on ONE Radio/Radju Malta	*323*	*323*					*323*					*323*		
Total [n]	**991**	**991**					**991**				**342**	**323**	**326**	
Sports	0.41	0.81					1.58				1.46		1.19	
Sports & ...	0.20	0.39					0.76					1.46		
Sports & News on ONE Radio/Radju Malta	*0.20*	*0.39*					*0.76*					*1.46*		
Total [%]	**0.61**	**1.19**					**2.34**				**1.46**	**1.46**	**1.19**	

NAMED PROGRAMME GENRES Current Affairs	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
Current Affair & ...	326	326					326						326	
Current Affairs & Radio Drama & Music	*326*	*326*					*326*						*326*	
Total [n]	**326**	**326**					**326**						**326**	
Current Affair & ...	0.20	0.39					0.77						1.19	
Current Affairs & Radio Drama & Music	*0.20*	*0.39*					*0.77*						*1.19*	
Total [%]	**0.20**	**0.39**					**0.77**						**1.19**	

NAMED PROGRAMME GENRES Maltese Language & Customs	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
Maltese Language & Customs	314	314					314							314
Maltese Language & Customs	*314*	*314*					*314*							*314*
Total [n]	**314**	**314**					**314**							**314**
Maltese Language & Customs	0.19	0.38					0.74							2.70
Maltese Language & Customs	*0.19*	*0.38*					*0.74*							*2.70*
Total [%]	**0.19**	**0.38**					**0.74**							**2.70**

NAMED PROGRAMME GENRES Newspaper Analysis	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
Newspaper Analysis on ...	314	314						314						314
Newspaper Analysis on Campus FM	*314*	*314*						*314*						*314*
Total [n]	**314**	**314**						**314**						**314**
Newspaper Analysis on ...	0.19	0.38						1.00						2.70
Newspaper Analysis on Campus FM	*0.19*	*0.38*						*1.00*						*2.70*
Total [%]	**0.19**	**0.38**						**1.00**						**2.70**

NAMED PROGRAMME GENRES Educational	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
Educational & ...	248		248					248	248					
Educational & Discussion	*248*		*248*					*248*	*248*					
Total [n]	**248**		**248**					**248**	**248**					
Educational & ...	0.15		0.31					0.79	0.79					
Educational & Discussion	*0.15*		*0.31*					*0.79*	*0.79*					
Total [%]	**0.15**		**0.31**					**0.79**	**0.79**					

NAMED PROGRAMME GENRES Magazine	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
Magazine	235		235					235				235		
Magazine	*248*		*248*					*248*	*248*					
Total [n]	**235**		**235**					**235**				**235**		
Magazine	0.14		0.29					0.74				1.06		
Magazine	*0.15*		*0.31*					*0.79*	*0.79*					
Total [%]	**0.14**		**0.29**					**0.74**				**1.06**		

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	219		219				219				219			
Health	*219*		*219*				*219*				*219*			
Total [n]	**219**		**219**				**219**				**219**			
Health	0.13		0.27				0.52				0.93			
Health	*0.13*		*0.27*				*0.52*				*0.93*			
Total [%]	**0.13**		**0.27**				**0.52**				**0.93**			

ALL & ALL ON ...	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 Programmes on Radio	8,890	3,627	5,263		1,381	1,417	2,990	3,101	2,424	2,178	1,336	1,114	1,252	586
All Programmes on ...	13,571	5,834	7,737	833	2,888	5,127	3,420	1,302	2,188	4,044	2,171	2,111	2,576	481
All on 103 FM	*341*	*341*					*341*			*341*				
All on 89.7 Bay	*3,997*	*581*	*3,416*	*833*	*1,170*	*1,475*	*519*		*1,414*	*388*	*337*	*506*	*1,112*	*240*
All on Calypso	*513*		*513*				*235*	*279*				*235*	*279*	
All on Calypso & Discussion	*258*		*258*					*258*		*258*				
All on Calypso Radio	*467*		*467*				*467*		*248*		*219*			
All on Campus FM	*323*	*323*					*323*					*323*		
All on Campus FM & History	*386*		*386*		*386*							*386*		
All on Italian Radio	*919*		*919*			*661*	*258*			*646*	*273*			
All on Magic Malta	*1,371*	*1,371*			*568*	*804*				*804*	*568*			
All on ONE Radio	*673*		*673*				*673*				*438*	*235*		
All on Radju Hompesch	*277*	*277*						*277*	*277*					
All on Radju Malta	*676*	*428*	*248*		*428*			*248*	*248*			*428*		
All on RTK	*240*		*240*					*240*						*240*
All on Swedish Radio	*279*		*279*				*279*						*279*	
All on Vibe FM	*1,466*	*1,130*	*337*		*337*	*804*	*326*			*804*	*337*		*326*	
All on XFM	*1,385*	*1,385*				*1,385*				*804*			*581*	
All Programmes on ... & ...	367	367				367						367		
All on Vibe FM & The Morning Vibe - Vibe FM - Abel, JD & Martina	*367*	*367*				*367*						*367*		
Total [n]	**22,827**	**9,828**	**12,999**	**833**	**4,269**	**6,911**	**6,409**	**4,404**	**4,611**	**6,222**	**3,507**	**3,592**	**3,829**	**1,066**
All Programmes on Radio	5.44	4.37	6.54		4.66	2.72	7.08	9.84	7.73	4.58	5.69	5.06	4.58	5.03
All Programmes on ...	8.31	7.03	9.62	10.51	9.74	9.85	8.09	4.13	6.97	8.51	9.24	9.58	9.42	4.13
All on 103 FM	*0.21*	*0.41*					*0.81*			*0.72*				
All on 89.7 Bay	*2.45*	*0.70*	*4.25*	*10.51*	*3.95*	*2.83*	*1.23*		*4.51*	*0.82*	*1.43*	*2.30*	*4.07*	*2.06*
All on Calypso	*0.31*		*0.64*				*0.55*	*0.88*				*1.06*	*1.02*	
All on Calypso & Discussion	*0.16*		*0.32*					*0.82*		*0.54*				
All on Calypso Radio	*0.29*		*0.58*				*1.11*		*0.79*		*0.93*			
All on Campus FM	*0.20*	*0.39*					*0.76*					*1.46*		
All on Campus FM & History	*0.24*		*0.48*		*1.30*							*1.75*		
All on Italian Radio	*0.56*		*1.14*			*1.27*	*0.61*			*1.36*	*1.16*			
All on Magic Malta	*0.84*	*1.65*			*1.91*	*1.54*				*1.69*	*2.42*			
All on ONE Radio	*0.41*		*0.84*				*1.59*				*1.86*	*1.06*		
All on Radju Hompesch	*0.17*	*0.33*						*0.88*	*0.88*					
All on Radju Malta	*0.41*	*0.52*	*0.31*		*1.44*			*0.79*	*0.79*			*1.94*		
All on RTK	*0.15*		*0.30*					*0.76*						*2.06*
All on Swedish Radio	*0.17*		*0.35*				*0.66*						*1.02*	
All on Vibe FM	*0.90*	*1.36*	*0.42*		*1.14*	*1.54*	*0.77*			*1.69*	*1.43*		*1.19*	
All on XFM	*0.85*	*1.67*				*2.66*				*1.69*			*2.12*	
All Programmes on ... & ...	0.22	0.44				0.70						1.67		
All on Vibe FM & The Morning Vibe - Vibe FM – Abel, JD & Martina	*0.22*	*0.44*				*0.70*						*1.67*		
Total [%]	**13.97**	**11.85**	**16.16**	**10.51**	**14.40**	**13.28**	**15.17**	**13.98**	**14.70**	**13.10**	**14.93**	**16.31**	**14.00**	**9.16**

Named Radio Programmes - 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
Morning Drive 6:00-10:00	22,399	10,020	12,379	2,037	8,448	10,001	1,376	537	2,029	8,921	2,713	3,129	4,670	937
Daytime 10:00-15:00	20,758	7,331	13,427			2,586	10,827	7,345	3,720	6,614	3,258	4,090	2,324	752
Afternoon Drive 15:00-19:00	4,587	3,160	1,427		1,716	1,811	825	235	857	1,488	273	1,203	450	314
Evening Ent. 19:00-24:00	248		248				248		248					
Overnight 24:00-6:00	1,809	1,561	248				1,142	667	802	681			326	
Total [n]	**49,801**	**22,071**	**27,730**	**2,037**	**10,164**	**14,398**	**14,419**	**8,783**	**7,657**	**17,705**	**6,243**	**8,422**	**7,770**	**2,003**
Morning Drive 6:00-10:00	44.98	45.40	44.64	100.0	83.12	69.46	9.54	6.11	26.50	50.39	43.45	37.15	60.10	46.78
Daytime 10:00-15:00	41.68	33.22	48.42			17.96	75.09	83.63	48.59	37.36	52.18	48.57	29.90	37.54
Afternoon Drive 15:00-19:00	9.21	14.32	5.15		16.88	12.58	5.72	2.67	11.20	8.41	4.37	14.28	5.80	15.68
Evening Ent. 19:00-24:00	0.50		0.90				1.72		3.24					
Overnight 24:00-6:00	3.63	7.07	0.90				7.92	7.59	10.47	3.85			4.20	
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	22,399	10,020	12,379	2,037	8,448	10,001	1,376	537	2,029	8,921	2,713	3,129	4,670	937
The Morning Vibe - Vibe FM - Abel, JD & Martina	8,661	4,915	3,745	773	4,741	2,868	279		378	4,553	1,362	1,120	977	271
Bay Breakfast with Daniel & Ylenia - 89.7 Bay	7,494	1,745	5,749	836	3,290	3,368				3,306	1,131	386	2,276	394
The Big Breakfast with Oz & Jay - XFM	2,611	2,332	279			2,611			581	804		367	860	
Kartolina - ONE - Alfred Zammit	814	277	537				277	537	277	258			279	
Carlo's Breakfast Cafe - Magic Malta - Carlo Borg Bonaci & ...	649		649			649			378					271
Bongu Kafe - Radju Malta - Joe Julian Farrugia	506		506			506						506		
ONE Breakfast - ONE Radio - Noel Camilleri	498		498				498				219		279	
The Morning Vibe - Vibe FM - Abel, JD & Martina & Nate, Frank & Rossi - Vibe FM	428	428		428								428		
Carlo's Breakfast Cafe - Magic Malta - Carlo Borg Bonaci & Music	417		417		417				417					
Bonġu Calypso - Calypso Radio - Twanny Scerri	323	323					323					323		
Total [N]	**22,399**	**10,020**	**12,379**	**2,037**	**8,448**	**10,001**	**1,376**	**537**	**2,029**	**8,921**	**2,713**	**3,129**	**4,670**	**937**
Morning Drive	44.98	45.40	44.64	100.0	83.12	69.46	9.54	6.11	26.50	50.39	43.45	37.15	60.10	46.78
The Morning Vibe - Vibe FM - Abel, JD & Martina	17.39	22.27	13.51	37.95	46.64	19.92	1.93		4.93	25.72	21.82	13.29	12.57	13.55
Bay Breakfast with Daniel & Ylenia - 89.7 Bay	15.05	7.91	20.73	41.04	32.37	23.39				18.68	18.12	4.58	29.30	19.68
The Big Breakfast with Oz & Jay - XFM	5.24	10.57	1.00			18.13			7.58	4.54		4.36	11.06	
Kartolina - ONE - Alfred Zammit	1.63	1.25	1.94				1.92	6.11	3.61	1.46			3.59	
Carlo's Breakfast Cafe - Magic Malta - Carlo Borg Bonaci & ...	1.30		2.34			4.51			4.93					13.55
Bongu Kafe - Radju Malta - Joe Julian Farrugia	1.02		1.82			3.51						6.01		
ONE Breakfast - ONE Radio - Noel Camilleri	1.00		1.79				3.45				3.51		3.59	
The Morning Vibe - Vibe FM - Abel, JD & Martina & Nate, Frank & Rossi - Vibe FM	0.86	1.94		21.01								5.08		
Carlo's Breakfast Cafe - Magic Malta - Carlo Borg Bonaci & Music	0.84		1.50		4.10				5.44					
Bonġu Calypso - Calypso Radio - Twanny Scerri	0.65	1.46					2.24					3.83		
Total [%]	**44.98**	**45.40**	**44.64**	**100.0**	**83.12**	**69.46**	**9.54**	**6.11**	**26.50**	**50.39**	**43.45**	**37.15**	**60.10**	**46.78**

Daytime-Call-in/Request Shows 10:00-15:00	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
Daytime-Call-in/Request Shows	12,199	2,623	9,576			1,687	5,805	4,707	1,519	4,476	1,272	2,654	1,766	512
Familja Wahda - Radju Malta - Lilian Maistre	6,675	1,372	5,303			911	2,974	2,790	497	2,150	1,053	1,628	836	512
Club 101 - Eileen Montesin - Net FM	1,207	326	881			388		819		646		235	326	
Mużika ma' Mario Laus - Radju Malta - Mario Laus	794	277	517				535	258	277	517				
Buckel Up - Net FM - Martin Sapiano	605	326	279				605						605	
Familja Wahda - Radju Malta - Lilian Maistre & ...	493		493				235	258		258		235		
Familja Wahda - Radju Malta - Lilian Maistre & Breakfast Shows	388		388			388				388				
Mużika ma' Mario Laus - Radju Malta - Mario Laus & Familja Wahda	323	323						323				323		

Familja Wahda - Radju Malta - Lilian Maistre & Bongu Kafe - Radju Malta - Joe Julian Farrugia	258		258				258			258				
Kuntatt - Radju Marija	258		258					258		258				
Miegħek Kullimkien ma' Pierre - ONE Radio - Pierre Borg	248		248				248		248					
Nostalġija - Calypso - John Mallia	248		248				248		248					
Nostalġija - Calypso - John Mallia & ...	248		248				248		248					
Familja Wahda - Radju Malta - Lilian Maistre & Music [Old]	235		235				235					235		
Familja Wahda - Radju Malta - Lilian Maistre & Mużika ma' Mario Laus & Tifkiiriet	219		219				219				219			
Daytime-Talk Show	8,559	4,708	3,851			899	5,022	2,638	2,201	2,138	1,986	1,437	557	240
Linja Diretta - ONE Radio - Emmanuel Cuschieri	4,723	2,763	1,960			522	2,413	1,788	1,050	1,456	1,425	792		
Follow Up - Net FM - Dulcima Aquilina	619	341	279				619			341			279	
Kuntatt ma' Fr Antoine Borg - Radju Marija - Fr Antoine Borg	601	323	279					601				323	279	
Brunch - Net FM - Stephanie Chircop (Marbeck Spiteri)	497		497				248	248	497					
Italo Bello - Radju Malta - Mario Sammut & ONE Weekent-Nhar ta' Sibt - ONE Radio - Louis Vella	378		378			378			378					
Temi - ONE Radio - Claudia Cuschieri	342	342					342				342			
Ghandi Xi Nghid - Radju Malta - Andrew Azzopardi & Newspaper Analysis &	341	341					341			341				
Koktejl lingwistiku - Campus FM - Charles Briffa	323	323					323					323		
TVAM - Radju Malta 2	277	277					277		277					
Għaqqad il-Kelma - ONE Radio - Anton Falzon	240		240				240							240
Problemi tal-Qalb - ONE - Ivan Gaffiero & Joan Agius	219		219				219				219			
Total [N]	**20,758**	**7,331**	**13,427**			**2,586**	**10,827**	**7,345**	**3,720**	**6,614**	**3,258**	**4,090**	**2,324**	**752**
Daytime-Call-in/Request Shows	24.50	11.89	34.53			11.72	40.26	53.59	19.84	25.28	20.38	31.51	22.73	25.54
Familja Wahda - Radju Malta - Lilian Maistre	13.40	6.22	19.12			6.33	20.62	31.76	6.49	12.14	16.87	19.33	10.76	25.54
Club 101 - Eileen Montesin - Net FM	2.42	1.48	3.18			2.69		9.32		3.65		2.78	4.20	
Mużika ma' Mario Laus - Radju Malta - Mario Laus	1.59	1.25	1.86				3.71	2.94	3.61	2.92				
Buckel Up - Net FM - Martin Sapiano	1.21	1.48	1.00				4.19						7.78	
Familja Wahda - Radju Malta - Lilian Maistre & ...	0.99		1.78				1.63	2.94		1.46		2.78		
Familja Wahda - Radju Malta - Lilian Maistre & Breakfast Shows	0.78		1.40			2.69				2.19				
Mużika ma' Mario Laus - Radju Malta - Mario Laus & Familja Wahda	0.65	1.46						3.67				3.83		
Familja Wahda - Radju Malta - Lilian Maistre & Bongu Kafe - Radju Malta - Joe Julian Farrugia	0.52		0.93				1.79			1.46				
Kuntatt - Radju Marija	0.52		0.93					2.94		1.46				
Miegħek Kullimkien ma' Pierre - ONE Radio - Pierre Borg	0.50		0.90				1.72		3.24					
Nostalġija - Calypso - John Mallia	0.50		0.90				1.72		3.24					
Nostalġija - Calypso - John Mallia & ...	0.50		0.90				1.72		3.24					
Familja Wahda - Radju Malta - Lilian Maistre & Music [Old]	0.47		0.85				1.63					2.78		
Familja Wahda - Radju Malta - Lilian Maistre & Mużika ma' Mario Laus & Tifkiiriet	0.44		0.79				1.52				3.51			
Daytime-Talk Show 10:00-15:00	17.19	21.33	13.89			6.24	34.83	30.04	28.75	12.07	31.80	17.06	7.17	11.99
Linja Diretta - ONE Radio - Emmanuel Cuschieri	9.48	12.52	7.07			3.62	16.73	20.36	13.72	8.23	22.82	9.40		
Follow Up - Net FM - Dulcima Aquilina	1.24	1.54	1.00				4.29			1.92			3.59	
Kuntatt ma' Fr Antoine Borg - Radju Marija - Fr Antoine Borg	1.21	1.46	1.00					6.84				3.83	3.59	
Brunch - Net FM - Stephanie Chircop (Marbeck Spiteri)	1.00		1.79				1.72	2.83	6.49					
Italo Bello - Radju Malta - Mario Sammut & ONE Weekent-Nhar ta' Sibt - ONE Radio - Louis Vella	0.76		1.36			2.62			4.93					
Temi - ONE Radio - Claudia Cuschieri	0.69	1.55					2.37				5.48			
Ghandi Xi Nghid - Radju Malta - Andrew Azzopardi & Newspaper Analysis &	0.68	1.54					2.36			1.92				
Koktejl lingwistiku - Campus FM - Charles Briffa	0.65	1.46					2.24					3.83		
TVAM - Radju Malta 2	0.56	1.25					1.92		3.61					
Għaqqad il-Kelma - ONE Radio - Anton Falzon	0.48		0.87				1.67							11.99
Problemi tal-Qalb - ONE - Ivan Gaffiero & Joan Agius	0.44		0.79				1.52				3.51			
Total [%]	**41.68**	**33.22**	**48.42**			**17.96**	**75.09**	**83.63**	**48.59**	**37.36**	**52.18**	**48.57**	**29.90**	**37.54**

		Gender		Age Group					District					
Afternoon Drive 15:00-19:00	**Total**	**Males**	**Females**	**12-20**	**21-30**	**31-50**	**51-70**	**71+**	**Southern Harbour**	**Northern Harbour**	**South Eastern**	**Western**	**Northern**	**Gozo and Comino**
Afternoon Drive	3,474	2,516	958		1,716	1,444	314		581	1,488	273	367	450	314
Nate, Frank & Rossi - Vibe FM	1,254	1,254			450	804				804			450	
Bay Drive - 89.7 Bay - Pierre & Taryn	685		685		685					685				
Rewind the 90's & 00's - ONE Radio - Ryan Spiteri	581	581			581				581					
Power Trip - Radju Malta - Albert Zammit	367	367				367						367		
Ride Home with Dorian & Amber - Magic Radio	314	314					314							314
Rewind the 90's & 00's - ONE Radio - Ryan Spiteri &	273		273			273					273			

Music Trip - ONE Radio - Alex Grech														
Afternoon Drive-Factual	1,113	644	469			367	511	235	277			836		
Ngħiduha Kif Inhi - Net FM - Indri Attard	469		469				235	235				469		
Tagħna l-Maltin - Radju Malta	367	367				367						367		
Il-Polz Tac-Cittadin - Radju Malta - Tonio Bonello	277	277					277		277					
Total [N]	**4,587**	**3,160**	**1,427**		**1,716**	**1,811**	**825**	**235**	**857**	**1,488**	**273**	**1,203**	**450**	**314**
Afternoon Drive	6.98	11.40	3.45		16.88	10.03	2.18		7.58	8.41	4.37	4.36	5.80	15.68
Nate, Frank & Rossi - Vibe FM	2.52	5.68			4.43	5.58				4.54			5.80	
Bay Drive - 89.7 Bay - Pierre & Taryn	1.38		2.47		6.74					3.87				
Rewind the 90's & 00's - ONE Radio - Ryan Spiteri	1.17	2.63			5.71				7.58					
Power Trip - Radju Malta - Albert Zammit	0.74	1.66				2.55						4.36		
Ride Home with Dorian & Amber - Magic Radio	0.63	1.42					2.18							15.68
Rewind the 90's & 00's - ONE Radio - Ryan Spiteri & Music Trip - ONE Radio - Alex Grech	0.55		0.98			1.90					4.37			
Afternoon Drive	2.23	2.92	1.69			2.55	3.55	2.67	3.61			9.93		
Ngħiduha Kif Inhi - Net FM - Indri Attard	0.94		1.69				1.63	2.67				5.57		
Tagħna l-Maltin - Radju Malta	0.74	1.66				2.55						4.36		
Il-Polz Tac-Cittadin - Radju Malta - Tonio Bonello	0.56	1.25					1.92		3.61					
Total [%]	**9.21**	**14.32**	**5.15**		**16.88**	**12.58**	**5.72**	**2.67**	**11.20**	**8.41**	**4.37**	**14.28**	**5.80**	**15.68**

Evening Entertainment 19:00-24:00	Total	Gender		Age Group					District					
		Males	Females	12-20	21-30	31-50	51-70	71+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
Evening Entertainment	248		248				248		248					
Storja Flok Siesta - ONE Radio - Simone De Battista & Ivan Debattista	248		248				248		248					
Total [N]	**248**		**248**				**248**		**248**					
Evening Entertainment	0.50		0.90				1.72		3.24					
Storja Flok Siesta - ONE Radio - Simone De Battista & Ivan Debattista	0.50		0.90				1.72		3.24					
Total [%]	**0.50**		**0.90**				**1.72**		**3.24**					

Overnight-Music Show 24:00-06:00	Total	Gender		Age Group					District					
		Males	Females	12-20	21-30	31-50	51-70	71+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
Overnight-Music Show	1,809	1,561	248				1,142	667	802	681			326	
Replay Ikompli - Net FM	341	341					341			341				
Tiżwieqa Mużilali - ONE Radio - Charles Cordina	341	341						341		341				
Mintix Wahdek – ma' Dr Joe Brincat - ONE Radio - Dr Joe Brincat	326	326						326					326	
Nagħżel jien ... nagħ'el mużika Taljana - ONE Radio - Emmanuel Cuschieri	277	277					277		277					
Tiżwieqa Mużikali - ONE Radio - Charles Cordina	277	277					277		277					
ONEs on ONE - ONE Radui - Alex Grech	248		248				248		248					
Total [N]	**1,809**	**1,561**	**248**				**1,142**	**667**	**802**	**681**			**326**	
Overnight-Music Show	3.63	7.07	0.90				7.92	7.59	10.47	3.85			4.20	
Replay Ikompli - Net FM	0.68	1.54					2.36			1.92				
Tiżwieqa Mużilali - ONE Radio - Charles Cordina	0.68	1.54						3.88		1.92				
Mintix Wahdek – ma' Dr Joe Brincat - ONE Radio - Dr Joe Brincat	0.65	1.48						3.71					4.20	
Nagħżel jien ... nagħ'el mużika Taljana - ONE Radio - Emmanuel Cuschieri	0.56	1.25					1.92		3.61					
Tiżwieqa Mużikali - ONE Radio - Charles Cordina	0.56	1.25					1.92		3.61					
ONEs on ONE - ONE Radui - Alex Grech	0.50		0.90				1.72		3.24					
Total [N]	**3.63**	**7.07**	**0.90**				**7.92**	**7.59**	**10.47**	**3.85**			**4.20**	

Additional Data [MARCH 2020]

Sample Profile

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

		Gender		District					
	Total	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]

		Gender		District					
	Total	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 Comino
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	0.00	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%

[MARCH 2020] Radio Audiences by Gender BY Half-hour slot – Monday to Sunday

	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		258		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]

	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%

[MARCH 2020] TV Audiences by Gender BY Half-hour slot – Monday to Sunday

	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	Stazzjon iehor/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 [NOVEMBER 2019]

Sample Profile

Weighted Sample Profile by Age Groups: By Gender and By Districts [NOVEMBER 2019]

		Gender		District					
	Total	Males	Females	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
12-20	179	101	77	30	49	29	23	35	13
	14.4%	16.0%	12.8%	14.1%	12.1%	16.3%	14.6%	17.1%	15.2%
	100.0%	56.7%	43.3%	16.5%	27.5%	16.3%	12.7%	19.7%	7.2%
21-30	143	69	74	21	59	18	15	19	9
	11.5%	10.9%	12.1%	10.1%	14.7%	10.2%	9.9%	9.5%	10.7%
	100.0%	48.4%	51.6%	14.8%	41.7%	12.8%	10.7%	13.7%	6.4%
31-40	154	90	64	32	41	23	23	30	5
	12.4%	14.2%	10.6%	15.1%	10.0%	13.1%	14.9%	14.5%	6.5%
	100.0%	58.3%	41.7%	20.5%	26.4%	15.2%	15.0%	19.3%	3.5%
41-50	259	129	130	34	95	39	26	46	18
	20.9%	20.4%	21.5%	16.4%	23.5%	22.0%	17.1%	22.4%	20.9%
	100.0%	49.8%	50.2%	13.3%	36.7%	15.2%	10.2%	17.8%	6.8%
51-60	100	44	56	18	29	14	17	17	6
	8.1%	7.0%	9.2%	8.6%	7.1%	7.8%	10.8%	8.1%	6.7%
	100.0%	44.1%	55.9%	17.9%	28.9%	14.0%	16.8%	16.7%	5.7%
61-70	162	77	85	29	48	21	26	25	12
	13.0%	12.1%	14.0%	14.1%	11.8%	11.8%	16.5%	12.4%	14.4%
	100.0%	47.5%	52.5%	18.2%	29.6%	13.1%	15.8%	15.8%	7.5%
71+	244	123	120	45	84	34	25	33	22
	19.6%	19.5%	19.8%	21.7%	20.7%	18.9%	16.2%	16.2%	25.6%
	100.0%	50.7%	49.3%	18.7%	34.5%	13.9%	10.3%	13.7%	8.9%
Total	1240	634	606	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%	51.1%	48.9%	16.9%	32.7%	14.5%	12.5%	16.6%	6.8%

Population Demographics by Age Groups: By Gender and By Districts [NOVEMBER 2019]

		Gender		District					
	Total	Males	Females	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
12-20	64,639	36,644	27,995	10,690	17,784	10,562	8,204	12,762	4,638
	14.4%	16.0%	12.8%	14.1%	12.1%	16.3%	14.6%	17.1%	15.2%
	100.0%	56.7%	43.3%	16.5%	27.5%	16.3%	12.7%	19.7%	7.2%
21-30	51,619	25,002	26,618	7,617	21,515	6,602	5,546	7,051	3,289
	11.5%	10.9%	12.1%	10.1%	14.7%	10.2%	9.9%	9.5%	10.7%
	100.0%	48.4%	51.6%	14.8%	41.7%	12.8%	10.7%	13.7%	6.4%
31-40	55,773	32,521	23,252	11,420	14,733	8,490	8,368	10,785	1,977
	12.4%	14.2%	10.6%	15.1%	10.0%	13.1%	14.9%	14.5%	6.5%
	100.0%	58.3%	41.7%	20.5%	26.4%	15.2%	15.0%	19.3%	3.5%
41-50	93,816	46,734	47,082	12,434	34,434	14,259	9,578	16,714	6,398
	20.9%	20.4%	21.5%	16.4%	23.5%	22.0%	17.1%	22.4%	20.9%
	100.0%	49.8%	50.2%	13.3%	36.7%	15.2%	10.2%	17.8%	6.8%
51-60	36,138	15,944	20,194	6,476	10,452	5,044	6,086	6,024	2,056
	8.1%	7.0%	9.2%	8.6%	7.1%	7.8%	10.8%	8.1%	6.7%
	100.0%	44.1%	55.9%	17.9%	28.9%	14.0%	16.8%	16.7%	5.7%
61-70	58,453	27,754	30,700	10,642	17,298	7,660	9,238	9,216	4,399
	13.0%	12.1%	14.0%	14.1%	11.8%	11.8%	16.5%	12.4%	14.4%
	100.0%	47.5%	52.5%	18.2%	29.6%	13.1%	15.8%	15.8%	7.5%
71+	88,104	44,670	43,434	16,440	30,411	12,273	9,085	12,054	7,841
	19.6%	19.5%	19.8%	21.7%	20.7%	18.9%	16.2%	16.2%	25.6%
	100.0%	50.7%	49.3%	18.7%	34.5%	13.9%	10.3%	13.7%	8.9%
Total	448,543	229,268	219,275	75,718	146,627	64,889	56,105	74,606	30,598
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	51.1%	48.9%	16.9%	32.7%	14.5%	12.5%	16.6%	6.8%

Radio

Audience Reach by Radio Station [N] [NOVEMBER 2019]

	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]		49,139	24,477	24,662	15,046	10,412	9,979	11,024	1,536	832	309	5,129	17,407	8,331	5,965	9,627	2,680
One Radio	[2]		38,735	23,108	15,627		584	3,170	4,726	4,685	8,215	17,354	9,546	9,420	8,434	3,458	6,482	1,396
Radju Malta	[3]		30,375	17,658	12,717	367	2,219	667	5,434	2,337	8,885	10,465	5,547	10,707	4,531	4,605	4,746	239
Vibe FM	[4]		29,521	17,435	12,085	2,004	9,522	8,871	8,816	309			3,747	11,688	2,654	6,854	4,154	423
Calypso Radio	[5]		24,292	13,526	10,766			1,714	5,200	5,595	6,777	5,006	4,603	6,623	4,447	3,652	3,858	1,109
Radju Marija	[6]		16,404	6,053	10,351		367		3,109	2,312	3,618	6,998	2,823	4,731	1,806	1,588	4,211	1,244
Net FM	[7]		8,968	3,213	5,755	530			1,518	1,233	2,855	2,832	1,316	3,426	546	1,611	1,829	239
X FM	[8]		7,454	5,481	1,972		1,564	1,442	3,975	191	282		1,525	1,986	1,644	1,041	1,258	
Magic	[9]		7,338	1,865	5,473	530	1,050	1,107	3,521	485	427	218	558	1,517	1,277	1,440	2,141	405
Smash Radio	[11]		6,142	3,189	2,953	1,237		1,612	2,281	1,012			1,412	775	2,088	876	992	
103	[12]		5,492	2,615	2,877				953	429	1,764	2,346	656	810	1,166	218	1,772	870
Radju Malta 2	[13]		2,629	1,778	851				1,999	177	453		275	775	179		1,401	
Campus FM	[14]		1,552	1,083	468				775	218		559		1,334		218		
Community Stations	[15]		1,197		1,197					479		718						1,197
Bay Easy (Dig.)	[16]		530		530		530										530	
Foreign Stations	[10]		6,720	5,415	1,305		367		2,668	866	1,964	855	550	2,330	640	282	2,345	573
Total			236,486	126,897	109,589	19,714	26,613	28,562	55,998	21,864	36,074	47,661	37,689	73,527	37,743	31,806	45,346	10,376

Audience Reach by Radio Station [%] [NOVEMBER 2019]

	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]	50,000	20.78	19.29	22.50	76.33	39.12	34.94	19.69	7.03	2.31	0.65	13.61	23.67	22.07	18.76	21.23	25.83
One Radio	[2]	39,000	16.38	18.21	14.26	0.00	2.19	11.10	8.44	21.43	22.77	36.41	25.33	12.81	22.34	10.87	14.30	13.45
Radju Malta	[3]	31,000	12.84	13.92	11.60	1.86	8.34	2.34	9.70	10.69	24.63	21.96	14.72	14.56	12.00	14.48	10.47	2.31
Vibe FM	[4]	30,000	12.48	13.74	11.03	10.17	35.78	31.06	15.74	1.41			9.94	15.90	7.03	21.55	9.16	4.08
Calypso Radio	[5]	25,000	10.27	10.66	9.82			6.00	9.29	25.59	18.79	10.50	12.21	9.01	11.78	11.48	8.51	10.69
Radju Marija	[6]	17,000	6.94	4.77	9.44		1.38		5.55	10.57	10.03	14.68	7.49	6.43	4.79	4.99	9.29	11.99
Net FM	[7]	9,000	3.79	2.53	5.25	2.69			2.71	5.64	7.91	5.94	3.49	4.66	1.45	5.06	4.03	2.31
X FM	[8]	8,000	3.15	4.32	1.80		5.88	5.05	7.10	0.87	0.78		4.05	2.70	4.36	3.27	2.77	0.00
Magic	[9]	8,000	3.10	1.47	4.99	2.69	3.95	3.88	6.29	2.22	1.18	0.46	1.48	2.06	3.38	4.53	4.72	3.90
Smash Radio	[11]	7,000	2.60	2.51	2.69	6.28		5.64	4.07	4.63	0.00	0.00	3.75	1.05	5.53	2.75	2.19	
103	[12]	6,000	2.32	2.06	2.63				1.70	1.96	4.89	4.92	1.74	1.10	3.09	0.68	3.91	8.38
Radju Malta 2	[13]	3,000	1.11	1.40	0.78				3.57	0.81	1.26		0.73	1.05	0.47		3.09	
Campus FM	[14]	2,000	0.66	0.85	0.43				1.38	1.00		1.17		1.81		0.68		
Community Stations	[15]	2,000	0.51		1.09					2.19		1.51					0.00	11.54
Bay Easy (Dig.)	[16]	1,000	0.22		0.48		1.99										1.17	0.00
Foreign Stations	[17]	7,000	2.84	4.27	1.19		1.38		4.76	3.96	5.44	1.79	1.46	3.17	1.70	0.89	5.17	5.52
Total %			100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

[NOVEMBER 2019] Radio Audiences by Gender BY Half-hour slot – Monday to Sunday

	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					309		273	582						179	501	680	1,262	447,281	448,543
00:30					309		273	582						179	501	680	1,262	447,281	448,543
01:00					309		273	582						179	501	680	1,262	447,281	448,543
01:30					309		273	582						179	501	680	1,262	447,281	448,543
02:00					309		273	582						179	501	680	1,262	447,281	448,543
02:30					309		273	582						179	501	680	1,262	447,281	448,543
03:00					309		569	878						179	501	680	1,558	446,985	448,543
03:30			828		309		569	1,706						179	501	680	2,386	446,157	448,543
04:00					591		569	1,160						355	1,454	1,809	2,969	445,574	448,543
04:30					591		866	1,456					441	179	1,415	2,034	3,491	445,052	448,543
05:00					591		1,174	1,765				191	795	179	2,061	3,225	4,991	443,552	448,543
05:30				828	591	879	1,722	4,020				367	1,250	886	4,189	6,692	10,712	437,831	448,543
06:00	1,108	667	3,497	4,116	2,824	1,734	3,169	17,115	367		279	1,437	2,856	3,525	6,785	15,249	32,364	416,179	448,543
06:30			3,497	5,276	2,563	2,351	3,992	17,679	896	1,652	2,102	1,801	3,253	3,880	8,249	21,834	39,513	409,030	448,543
07:00	1,658	2,758	7,385	8,857	4,596	3,464	5,746	34,464	3,975	2,009	2,661	5,842	4,319	7,952	13,605	40,362	74,826	373,717	448,543
07:30	1,658	1,658	7,438	8,261	4,630	3,194	6,064	32,903	3,241	1,635	4,127	7,032	3,734	7,685	13,810	41,265	74,168	374,375	448,543
08:00	3,327	1,682	7,897	7,768	5,447	3,762	6,920	36,805	1,417	1,478	2,609	7,419	4,382	7,872	14,028	39,205	76,010	372,533	448,543
08:30	1,108	2,209	6,487	3,857	4,899	4,058	6,610	29,230	2,079	1,042	1,007	6,774	4,361	8,708	13,637	37,606	66,836	381,707	448,543
09:00		4,536	4,939	5,474	5,455	5,818	7,797	34,018	1,417	1,336	1,339	6,680	4,978	10,246	12,761	38,758	72,777	375,766	448,543
09:30		1,638	5,698	4,699	5,455	6,423	8,723	32,636	896	970	1,060	6,112	4,965	10,377	13,012	37,391	70,027	378,516	448,543
10:00	468	1,638	4,984	5,920	5,755	7,841	9,579	36,186	1,417	1,254	2,213	7,461	4,317	11,725	14,122	42,509	78,695	369,848	448,543
10:30	468	1,638	3,497	5,920	5,469	7,837	9,297	34,126	1,417	1,254	1,776	6,020	4,317	11,317	14,340	40,441	74,567	373,976	448,543
11:00	468	1,638	2,830	4,371	4,876	6,648	10,131	30,962	896	888	728	5,583	4,317	10,378	13,407	36,198	67,160	381,383	448,543
11:30		1,638	2,830	4,401	4,876	6,648	10,440	30,834	896	521	728	5,304	4,317	10,378	13,327	35,472	66,306	382,237	448,543
12:00		2,102	4,433	4,287	3,751	5,830	10,691	31,095	367	1,050	728	4,345	2,666	5,470	10,866	25,492	56,587	391,956	448,543
12:30		994	3,605	3,704	4,048	4,668	8,282	25,301	888		1,503	4,502	2,034	5,062	8,912	22,902	48,203	400,340	448,543
13:00		1,510	4,433	3,811	3,455	5,525	7,225	25,959	2,000		1,007	4,066	1,667	4,193	7,292	20,226	46,185	402,358	448,543
13:30		994	3,605	3,036	3,455	5,525	6,092	22,707	1,254		1,007	3,629	1,667	4,193	7,292	19,043	41,751	406,792	448,543
14:00	516	2,154	4,379	3,911	2,948	4,650	5,538	24,096	734	530	1,133	3,471	1,035	4,003	6,672	17,578	41,674	406,869	448,543
14:30	1,039	2,154	4,379	3,083	2,639	4,375	5,229	22,899	367	1,487	1,177	3,471	1,214	4,003	6,672	18,391	41,290	407,253	448,543
15:00	1,108	2,175	2,830	3,365	2,921	4,055	5,813	22,267	367	1,030	1,177	2,768	1,253	4,370	6,719	17,684	39,951	408,592	448,543
15:30	1,108	423	3,589	4,193	2,338	4,328	5,813	21,792	367		728	3,641	1,537	4,738	6,469	17,479	39,271	409,272	448,543
16:00		2,291	5,920	6,469	2,029	4,119	5,437	26,264	530	1,652	449	4,032	1,463	4,867	6,311	19,305	45,569	402,974	448,543
16:30		1,135	4,433	6,308	2,029	3,845	4,887	22,637		530	449	3,088	1,463	4,691	6,551	16,770	39,408	409,135	448,543
17:00	1,215	468	2,270	5,253	2,886	2,898	5,730	20,719		521	1,060	3,646	1,618	3,544	6,562	16,951	37,670	410,873	448,543
17:30	571	1,039	2,270	3,827	2,269	2,898	6,003	18,876			885	4,537	1,640	3,762	6,560	17,384	36,260	412,283	448,543
18:00		4,005	1,603	2,551	1,722	2,805	5,730	18,416			449	1,717	1,893	3,391	6,002	13,451	31,867	416,676	448,543
18:30		1,215	828	2,551	1,449	2,259	4,577	12,879	367		449	1,996	1,152	3,023	5,442	12,429	25,308	423,235	448,543
19:00		1,108		2,360	1,174	2,266	4,555	11,463	956		449	964	532	2,753	4,933	10,586	22,049	426,494	448,543
19:30		1,108		1,776	1,174	1,423	4,268	9,749	367		449	684	532	1,968	4,504	8,504	18,253	430,290	448,543
20:00				1,503	1,174	1,435	3,435	7,548		521	449	964	355	1,343	4,047	7,679	15,226	433,317	448,543
20:30				1,503	1,471	1,456	3,127	7,557			449	964	355	1,521	3,857	7,146	14,703	433,840	448,543
21:00		584		775	1,188	2,051	2,854	7,451			449	964	355	1,521	3,843	7,132	14,584	433,959	448,543
21:30		584		775	1,188	852	2,854	6,252			449	964	355	1,521	3,592	6,881	13,133	435,410	448,543
22:00		584			892	1,126	2,579	5,181		530		279	179	1,521	3,165	5,674	10,854	437,689	448,543
22:30		584			892	1,126	2,283	4,885				279	369	1,521	2,974	5,144	10,029	438,514	448,543
23:00		584			892	853	2,259	4,588				279	179	1,343	2,355	4,155	8,743	439,800	448,543
23:30		584			892	853	2,259	4,588				279	179	1,343	2,355	4,155	8,743	439,800	448,543

[NOVEMBER 2019] 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	XFM	Bay Easy (Digital Radio)	Radju tal-Komunita	Stazzjon ieħor	None	Total N
00:00	251			429			582										447,281	448,543
00:30	251			429			582										447,281	448,543
01:00	251			429			582										447,281	448,543
01:30	251			429			582										447,281	448,543
02:00	251			429			582										447,281	448,543
02:30	251			429			582										447,281	448,543
03:00	251			725			582										446,985	448,543
03:30	251			725		828	582										446,157	448,543
04:00	604			725			582			1,058							445,574	448,543
04:30	604			904			1,023	296		663							445,052	448,543
05:00	604			1,607			1,274	296		1,019		191					443,552	448,543
05:30	604			5,055	239	177	2,378	296		1,485		191				286	437,831	448,543
06:00	2,664		1,340	10,589	1,037	1,890	4,819	1,007	1,223	3,233		1,578	2,163		239	583	416,179	448,543
06:30	3,770	728		13,411	1,566	5,649	4,167	1,436	940	3,752	251	2,059	1,495			286	409,030	448,543
07:00	6,384	728	3,072	17,766	2,536	12,663	7,853	2,496	2,308	8,764	468	7,472	775			1,540	373,717	448,543
07:30	5,113	775	2,321	17,069	2,434	13,230	7,726	2,317	3,749	8,208	1,025	7,502	885		239	1,574	374,375	448,543
08:00	7,517	775	831	18,037	3,563	16,620	7,941	2,508	1,885	7,016	1,025	5,270	639		479	1,903	372,533	448,543
08:30	6,701		394	17,642	4,213	11,843	7,895	2,329	1,436	6,323	251	4,462	965		479	1,903	381,707	448,543
09:00	12,083	177	394	18,795	2,793	9,879	9,925	2,580	1,885	5,705	251	5,264	367		479	2,200	375,766	448,543
09:30	12,087	673	394	19,412	3,161	7,864	9,374	2,889	1,885	5,454	251	3,904			479	2,200	378,516	448,543
10:00	13,773	673	674	19,750	3,351	8,922	11,824	2,712	2,660	5,808	251	4,053			479	3,767	369,848	448,543
10:30	13,759	177	674	19,350	3,174	7,541	11,157	2,712	2,164	5,835	251	3,224			479	4,071	373,976	448,543
11:00	12,236	355	674	19,408	3,174	7,020	9,665	2,226	1,389	5,552	559	2,176			479	2,245	381,383	448,543
11:30	11,801	355	674	20,089	2,878	6,553	9,665	2,226	1,389	5,552	559	2,176	759		479	1,150	382,237	448,543
12:00	7,907		1,826	17,957	1,797	6,070	8,437	2,446	1,389	5,255	559	1,898			239	806	391,956	448,543
12:30	6,278		1,463	15,259	1,488	7,086	6,382	1,862	1,389	4,649	559	790	191			806	400,340	448,543
13:00	5,900		497	14,577	1,541	7,844	6,303	1,389	1,389	4,602	0	1,585				557	402,358	448,543
13:30	4,542		497	14,027	1,233	6,142	6,303	1,389	1,389	4,602	0	1,069				557	406,792	448,543
14:00	2,741		497	12,776	1,541	7,100	5,756	1,389	1,389	5,190	0	2,208	530			557	406,869	448,543
14:30	2,741		497	11,544	1,233	7,288	6,029	1,389	1,838	5,190	0	2,729	530			282	407,253	448,543
15:00	3,864		946	11,546	1,515	4,284	5,543	1,389	2,120	5,352	309	2,802				282	408,592	448,543
15:30	3,123		497	11,804	1,766	4,120	5,516	1,389	1,672	4,517	309	3,152	885		239	282	409,272	448,543
16:00	3,328	275	1,657	9,805	1,515	6,317	7,232	1,568	1,580	4,517	559	4,740	1,116	530	239	591	402,974	448,543
16:30	3,781	275	1,657	9,918	1,515	2,209	6,231	1,568	1,859	4,517	559	2,324	1,396	530	479	591	409,135	448,543
17:00	3,686	275	829	8,880	2,037	2,937	5,812	1,590	2,885	4,147	777	1,829	667			1,319	410,873	448,543
17:30	3,201	275	829	8,428	2,037	2,416	5,632	1,590	2,241	4,147	559	2,679	667		239	1,319	412,283	448,543
18:00	2,419		623	7,394	2,067	3,556	4,722	1,590	464	5,851	559	1,813			239	569	416,676	448,543
18:30	800		623	6,930	1,758	2,815	4,281	1,590	470	4,912	559					569	423,235	448,543
19:00	501			5,834	1,434	2,469	4,647	2,316	279	3,467			282			819	426,494	448,543
19:30	251			5,656	1,257	1,880	3,813	1,398		3,467						533	430,290	448,543
20:00	810			4,706	834	405	3,527	1,125		3,017		521				282	433,317	448,543
20:30	810			4,516	251	405	4,001	1,125		3,313						282	433,840	448,543
21:00	1,119			4,812	251	405	3,896	1,125		2,694						282	433,959	448,543
21:30	251			4,812	251	405	3,600	1,125		2,408						282	435,410	448,543
22:00	251			4,858	251		2,580	948		881				530		557	437,689	448,543
22:30	251			4,667	251		2,580	652		1,072						557	438,514	448,543
23:00	251			4,192			2,401	652		691						557	439,800	448,543
23:30	251			4,192			2,401	652		691						557	439,800	448,543

Television

Audience Reach by TV Station [N] [NOVEMBER 2019]

	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]	137,159	58,718	78,441	15,455	13,391	13,617	26,600	12,984	24,932	30,178	24,154	41,594	18,485	17,865	24,741	10,320
ONE	[3]	79,318	36,683	42,635	3,686	3,923	9,435	12,196	8,191	15,881	26,006	18,968	21,044	15,765	10,777	8,337	4,426
Net	[4]	31,370	15,589	15,781		938	1,223	6,376	3,554	8,704	10,575	3,808	11,633	3,451	5,639	4,810	2,030
TSN Melita/GO	[5]	8,755	7,949	806	2,622	1,108	1,832	759	275	605	1,555	1,600	2,470	822	1,557	1,596	710
Xejk	[6]	3,960	2,595	1,366			667	775		705	1,814	942	1,835	452	435	296	
TVM 2	[7]	3,419	2,532	886				775	769	1,040	834	550	1,951	179	500		239
F Living	[8]	2,357	296	2,061				279	653	396	1,028	660	251	715	435	296	
GO Stars	[9]	1,955	1,366	589	589		775	282			309		1,083		282		589
Melita More	[10]	1,558	1,381	177		468			177		913	468	617			473	
Smash	[11]	1,437	1,187	251						309	1,129		868	273		296	
iTV	[12]	1,285	1,108	177	1,108						177		1,108			177	
Foreign Stations	[2]	121,704	67,889	53,814	17,077	7,422	12,550	27,013	8,983	19,772	28,886	26,610	44,759	10,920	9,892	20,856	8,666
Total		394,276	197,293	196,982	40,537	27,250	40,100	75,055	35,586	72,344	103,403	77,759	129,214	51,062	47,382	61,877	26,981

Audience Reach by TV Station [%] [NOVEMBER 2019]

	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]	138,000	34.79	29.76	39.82	38.13	49.14	33.96	35.44	36.49	34.46	29.19	31.06	32.19	36.20	37.70	39.98	38.25
ONE	[3]	80,000	20.12	18.59	21.64	9.09	14.40	23.53	16.25	23.02	21.95	25.15	24.39	16.29	30.88	22.75	13.47	16.40
Net	[4]	32,000	7.96	7.90	8.01		3.44	3.05	8.50	9.99	12.03	10.23	4.90	9.00	6.76	11.90	7.77	7.52
TSN Melita/GO	[5]	9,000	2.22	4.03	0.41	6.47	4.07	4.57	1.01	0.77	0.84	1.50	2.06	1.91	1.61	3.29	2.58	2.63
Xejk	[6]	4,000	1.00	1.32	0.69			1.66	1.03		0.97	1.75	1.21	1.42	0.88	0.92	0.48	
TVM 2	[7]	4,000	0.87	1.28	0.45				1.03	2.16	1.44	0.81	0.71	1.51	0.35	1.05		0.89
F Living	[8]	3,000	0.60	0.15	1.05				0.37	1.84	0.55	0.99	0.85	0.19	1.40	0.92	0.48	0.00
GO Stars	[9]	2,000	0.50	0.69	0.30	1.45		1.93	0.38			0.30		0.84		0.60	0.00	2.18
Melita More	[10]	2,000	0.40	0.70	0.09		1.72			0.50		0.88	0.60	0.48			0.76	
Smash	[11]	2,000	0.36	0.60	0.13						0.43	1.09		0.67	0.53		0.48	
iTV	[12]	2,000	0.33	0.56	0.09	2.73						0.17		0.86			0.29	
Foreign Stations	[2]	122,000	30.87	34.41	27.32	42.13	27.24	31.30	35.99	25.24	27.33	27.94	34.22	34.64	21.39	20.88	33.70	32.12
Total %			100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

[NOVEMBER 2019] TV Audiences by Gender BY Half-hour slot – Monday to Sunday

	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																		448,543	448,543
00:30																		448,543	448,543
01:00																		448,543	448,543
01:30																		448,543	448,543
02:00																		448,543	448,543
02:30							296	296									296	448,247	448,543
03:00							296	296									296	448,247	448,543
03:30							296	296									296	448,247	448,543
04:00							296	296									296	448,247	448,543
04:30																		448,543	448,543
05:00														218		218	218	448,325	448,543
05:30														218		218	218	448,325	448,543
06:00													191	218	369	777	777	447,766	448,543
06:30													191	218	975	1,383	1,383	447,160	448,543
07:00			667			273	899	1,840				437		1,226	2,168	3,831	5,671	442,872	448,543
07:30						273	887	1,160				437		1,443	2,147	4,027	5,188	443,355	448,543
08:00	1,142		775			273	1,196	3,386				1,287		1,267	2,528	5,082	8,468	440,075	448,543
08:30	571		775			555	1,196	3,097			449	1,567		831	2,991	5,838	8,935	439,608	448,543
09:00	1,039	468	3,099			555	1,492	6,652			449	1,567		831	2,931	5,778	12,430	436,113	448,543
09:30	1,039	468	3,099			555	1,492	6,652			449	1,567		831	2,752	5,599	12,251	436,292	448,543
10:00		1,575	3,099	828		1,117	1,518	8,137			449	1,567		831	3,179	6,026	14,164	434,379	448,543
10:30		1,575	3,099	828		1,117	1,793	8,412			449	1,567		831	2,989	5,836	14,248	434,295	448,543
11:00		1,108	3,099	1,412		843	1,827	8,289		367	449	1,567	179	1,071	2,841	6,473	14,762	433,781	448,543
11:30			3,099	1,412		557	1,222	6,289		367	449	1,567	179	1,071	2,651	6,282	12,572	435,971	448,543
12:00	468		2,324	584		286	2,647	6,308		1,480	449	1,567	826	2,908	3,302	10,530	16,838	431,705	448,543
12:30	468		2,324	584		286	2,366	6,027	530	1,480	449	1,409	1,043	2,908	3,553	11,371	17,398	431,145	448,543
13:00	468		2,324	584		844	2,366	6,585	1,642	521	449	2,468	1,589	4,294	5,397	16,359	22,945	425,598	448,543
13:30	468		2,324	584		844	2,961	7,180	1,642	521	449	2,904	1,638	4,735	4,956	16,845	24,025	424,518	448,543
14:00	468		3,880	1,995	569	844	2,676	10,433	1,715	521	1,060	4,407	1,890	5,590	5,445	20,628	31,061	417,482	448,543
14:30	935		3,880	1,995	569	1,140	2,972	11,493	1,715	1,254	1,060	4,844	1,890	4,986	5,551	21,301	32,794	415,749	448,543
15:00	2,043		5,215	2,770	569	1,140	3,829	15,567	3,195	2,296	1,556	5,777	2,918	6,634	8,177	30,553	46,120	402,423	448,543
15:30	1,575		5,215	2,770	569	866	2,983	13,978	3,195	1,929	1,556	5,340	2,456	6,206	7,672	28,354	42,333	406,210	448,543
16:00	2,043	516	4,494	2,854	296	1,426	4,487	16,116	1,113	1,562	1,993	4,959	2,479	6,011	8,354	26,472	42,589	405,954	448,543
16:30	2,043	516	4,494	2,854	296	1,426	4,762	16,391	1,113	1,562	2,272	5,129	2,260	4,851	7,913	25,100	41,491	407,052	448,543
17:00	1,575		5,269	3,052	887	2,313	6,495	19,591	1,642	1,571	2,709	3,638	1,864	4,467	8,379	24,270	43,861	404,682	448,543
17:30	468		5,269	2,324	887	2,017	7,020	17,984	1,642	1,050	2,272	4,791	1,864	4,165	7,258	23,042	41,027	407,516	448,543
18:00	2,323	468	4,541	3,682	2,030	4,049	10,752	27,844	3,122	1,571	1,661	6,790	2,087	5,262	9,061	29,554	57,398	391,145	448,543
18:30	2,323	468	4,541	4,410	2,327	5,841	10,407	30,316	2,000	1,642	3,204	5,948	2,429	7,135	9,679	32,037	62,353	386,190	448,543
19:00	5,236	4,665	6,036	6,733	2,636	7,670	12,686	45,661	2,368	1,705	4,369	6,145	2,784	7,743	9,484	34,599	80,260	368,283	448,543
19:30	4,768	5,819	8,099	9,169	3,799	12,831	20,139	64,624	2,815	2,818	5,935	10,312	5,788	12,324	17,492	57,484	122,108	326,435	448,543
20:00	6,809	4,393	10,791	12,580	6,382	11,530	23,867	76,352	6,105	5,716	6,211	14,252	7,479	13,657	20,784	74,204	150,556	297,987	448,543
20:30	3,912	4,393	10,124	12,094	4,990	6,011	17,319	58,843	3,942	6,373	4,940	10,862	6,339	12,226	15,038	59,718	118,562	329,981	448,543
21:00	6,823	4,441	8,873	14,862	6,143	7,521	20,467	69,131	3,662	3,633	6,041	14,377	7,405	12,859	15,691	63,668	132,798	315,745	448,543
21:30	6,823	4,441	8,206	12,139	5,552	7,529	18,395	63,085	3,068	3,112	6,258	12,567	6,554	11,164	12,914	55,638	118,723	329,820	448,543
22:00	6,351	2,091	7,539	8,319	4,091	7,267	14,912	50,571	1,580	2,591	4,975	6,914	4,250	7,803	8,407	36,519	87,090	361,453	448,543
22:30	4,672	1,624	4,594	6,149	2,904	5,454	11,412	36,810	1,580	1,113	3,199	4,510	2,769	5,915	6,093	25,178	61,988	386,555	448,543
23:00	1,575	1,624	2,324	1,503	878	2,636	3,194	13,734	530	592	279	2,656	836	2,443	1,789	9,124	22,858	425,685	448,543
23:30		1,624	2,324	728	296	1,469	1,151	7,592				1,322	367	1,283	1,433	4,405	11,998	436,545	448,543

[NOVEMBER 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 Station	None	Total N
00:00													448,543	448,543
00:30													448,543	448,543
01:00													448,543	448,543
01:30													448,543	448,543
02:00													448,543	448,543
02:30												296	448,247	448,543
03:00												296	448,247	448,543
03:30												296	448,247	448,543
04:00												296	448,247	448,543
04:30													448,543	448,543
05:00							218						448,325	448,543
05:30							218						448,325	448,543
06:00	191	179					218					191	447,766	448,543
06:30		797					218					369	447,160	448,543
07:00	927	2,433	218									2,092	442,872	448,543
07:30	927	2,533	218									1,510	443,355	448,543
08:00	2,314	3,856	218									2,081	440,075	448,543
08:30	1,776	4,649	218									2,293	439,608	448,543
09:00	1,716	5,720	992							775		3,228	436,113	448,543
09:30	1,716	5,720	992							775		3,049	436,292	448,543
10:00	1,433	6,303	1,820				501			775		3,331	434,379	448,543
10:30	1,433	6,112	1,820				501			775		3,606	434,295	448,543
11:00	2,286	6,079	1,820		179					775		3,624	433,781	448,543
11:30	1,977	5,888	1,820		179					775		1,933	435,971	448,543
12:00	6,033	6,362	992		179				468			2,804	431,705	448,543
12:30	5,917	6,637	992		179	279			468		309	2,618	431,145	448,543
13:00	7,516	7,261	1,171			648	251		468		485	5,145	425,598	448,543
13:30	7,516	7,261	1,171			648	251		468	309	485	5,917	424,518	448,543
14:00	8,158	8,697	2,366	251		754	251		1,196	309	309	8,772	417,482	448,543
14:30	8,171	9,054	3,466	251		754	251		1,492	309	309	8,738	415,749	448,543
15:00	11,812	10,640	3,782			1,731	1,419		2,159	309	309	13,959	402,423	448,543
15:30	8,148	9,797	3,798			1,580	1,419		2,159	309	309	14,815	406,210	448,543
16:00	5,241	9,950	4,078		559	1,044	251		2,468	309	309	18,381	405,954	448,543
16:30	5,919	9,509	3,648		309	547	251		2,468	309	309	18,224	407,052	448,543
17:00	7,392	11,993	4,954		309		273		2,000	309	309	16,322	404,682	448,543
17:30	6,081	13,195	4,872		309		273		1,704	309	309	13,976	407,516	448,543
18:00	11,690	15,604	6,807	273	514		571	177	1,894	309	309	19,251	391,145	448,543
18:30	9,077	24,466	5,565	273	275		475	177	1,894	309	309	19,535	386,190	448,543
19:00	17,202	26,469	6,349	273			822	177	3,709	309	309	24,642	368,283	448,543
19:30	16,394	54,408	17,998				514	177	3,518	589	309	28,201	326,435	448,543
20:00	85,889	28,076	6,095			218	1,071			898	1072	27,239	297,987	448,543
20:30	44,342	26,825	6,550		1,366		1,071		487	589	1072	36,260	329,981	448,543
21:00	38,707	25,892	7,261	913	1,949		775	1,108	3,268		1381	51,544	315,745	448,543
21:30	34,091	22,815	6,494	309	1,640		775	1,108	3,550		1381	46,560	329,820	448,543
22:00	22,775	14,161	2,601	309	1,640			1,108	3,550		1381	39,565	361,453	448,543
22:30	14,640	9,349	1,552		1,640			1,108	3,528		605	29,566	386,555	448,543
23:00	4,300	3,686	2,246		275	218			179			11,956	425,685	448,543
23:30	1,956	2,725	1,754			218			179			5,167	436,545	448,543

Additional Data [MARCH 2019]

Population

Weighted Sample Profile by Age Groups: By Gender and By Districts [MARCH 2019]

		Gender		District					
		Males	Females	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
12-20	189	110	78	31	68	30	23	24	13
	15.2%	17.6%	12.8%	14.6%	17.0%	16.5%	14.8%	11.6%	15.1%
	100.0%	58.4%	41.6%	16.6%	35.8%	15.8%	12.4%	12.5%	6.9%
21-30	131	57	75	19	34	19	22	30	8
	10.6%	9.0%	12.2%	8.9%	8.6%	10.4%	13.9%	14.7%	8.8%
	100.0%	43.1%	56.9%	14.4%	26.1%	14.4%	16.7%	22.6%	5.7%
31-40	196	99	97	37	60	27	23	38	12
	15.8%	15.8%	15.8%	17.2%	15.0%	15.0%	14.2%	18.6%	14.0%
	100.0%	50.5%	49.5%	18.8%	30.5%	13.8%	11.5%	19.2%	6.1%
41-50	213	116	96	30	74	37	23	37	13
	17.2%	18.6%	15.7%	13.8%	18.5%	20.3%	14.5%	18.2%	15.2%
	100.0%	54.7%	45.3%	13.9%	34.6%	17.3%	10.8%	17.3%	6.2%
51-60	104	50	54	17	26	14	18	19	12
	8.4%	8.0%	8.9%	7.9%	6.4%	7.5%	11.3%	9.4%	13.5%
	100.0%	48.1%	51.9%	16.1%	24.5%	13.1%	17.0%	18.2%	11.1%
61-70	170	80	90	31	61	21	18	26	12
	13.7%	12.7%	14.7%	14.5%	15.3%	11.6%	11.4%	13.0%	14.4%
	100.0%	47.1%	52.9%	18.3%	35.8%	12.4%	10.6%	15.6%	7.3%
71+	237	115	122	49	77	34	32	29	16
	19.1%	18.3%	19.9%	23.1%	19.2%	18.7%	20.0%	14.5%	19.0%
	100.0%	48.5%	51.5%	20.8%	32.3%	14.3%	13.4%	12.3%	6.9%
Total	1,240	627	613	214	398	181	158	202	86
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	50.6%	49.4%	17.3%	32.1%	14.6%	12.8%	16.3%	6.9%

Population Demographics by Age Groups: By Gender and By Districts [MARCH 2019]

		Gender		District					
	Total	Males	Females	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
12-20	65,828	38,454	27,374	10,930	23,575	10,421	8,160	8,225	4,516
	15.2%	17.6%	12.8%	14.6%	17.0%	16.5%	14.8%	11.6%	15.1%
	100.0%	58.4%	41.6%	16.6%	35.8%	15.8%	12.4%	12.5%	6.9%
21-30	45,897	19,794	26,103	6,630	11,978	6,609	7,672	10,373	2,635
	10.6%	9.0%	12.2%	8.9%	8.6%	10.4%	13.9%	14.7%	8.8%
	100.0%	43.1%	56.9%	14.4%	26.1%	14.4%	16.7%	22.6%	5.7%
31-40	68,393	34,537	33,855	12,877	20,827	9,469	7,862	13,154	4,203
	15.8%	15.8%	15.8%	17.2%	15.0%	15.0%	14.2%	18.6%	14.0%
	100.0%	50.5%	49.5%	18.8%	30.5%	13.8%	11.5%	19.2%	6.1%
41-50	74,267	40,648	33,619	10,322	25,717	12,842	7,987	12,830	4,568
	17.2%	18.6%	15.7%	13.8%	18.5%	20.3%	14.5%	18.2%	15.2%
	100.0%	54.7%	45.3%	13.9%	34.6%	17.3%	10.8%	17.3%	6.2%
51-60	36,473	17,540	18,933	5,864	8,943	4,767	6,215	6,624	4,061
	8.4%	8.0%	8.9%	7.9%	6.4%	7.5%	11.3%	9.4%	13.5%
	100.0%	48.1%	51.9%	16.1%	24.5%	13.1%	17.0%	18.2%	11.1%
61-70	59,215	27,870	31,345	10,820	21,197	7,369	6,287	9,211	4,330
	13.7%	12.7%	14.7%	14.5%	15.3%	11.6%	11.4%	13.0%	14.4%
	100.0%	47.1%	52.9%	18.3%	35.8%	12.4%	10.6%	15.6%	7.3%
71+	82,771	40,118	42,653	17,245	26,746	11,824	11,056	10,214	5,686
	19.1%	18.3%	19.9%	23.1%	19.2%	18.7%	20.0%	14.5%	19.0%
	100.0%	48.5%	51.5%	20.8%	32.3%	14.3%	13.4%	12.3%	6.9%
Total	432,844	218,962	213,882	74,688	138,983	63,301	55,240	70,632	30,000
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	50.6%	49.4%	17.3%	32.1%	14.6%	12.8%	16.3%	6.9%

Radio

Audience Reach by Radio Station [N] [MARCH 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]	**59,678**	20,648	39,030	15,646	13,104	13,328	13,726	2,967	576	331	7,704	19,177	7,382	6,806	13,060	5,549
ONE Radio	[2]	**39,594**	19,524	20,070	1,170	326	925	5,880	3,144	11,744	16,405	10,704	12,299	7,450	3,433	3,903	1,806
Vibe FM	[3]	**31,653**	18,088	13,565	2,784	10,852	10,105	7,251	454	207		3,576	11,935	5,288	2,147	7,867	839
Radju Malta	[4]	**23,968**	9,933	14,036	326	459	719	2,261	1,756	5,881	12,566	4,460	5,551	4,955	3,595	3,513	1,895
Calypso Radio	[5]	**21,838**	10,815	11,023		326	1,876	3,929	4,935	6,409	4,362	6,382	7,521	3,359	2,086	1,768	721
Radju Marija	[6]	**13,046**	5,417	7,629		326	1,457	312	2,355	2,300	6,296	3,190	3,421	2,144	2,260	1,851	180
Net FM	[7]	**12,202**	4,370	7,833			545	925	1,850	2,699	6,183	1,899	4,223	2,377	2,694	558	451
Magic	[8]	**12,138**	8,272	3,866	1,114	810	4,276	3,314	1,263	1,030	331	1,782	3,242	2,286	3,057	1,771	
103 FM	[9]	**9,231**	5,087	4,144				562	2,062	2,248	4,359	1,361	1,822	1,228	2,730	736	1,354
Smash Radio	[11]	**8,318**	3,668	4,650	1,803	326	1,168	4,195	827			2,782	1,191	1,490	921	1,032	903
X FM	[12]	**6,054**	2,989	3,064		1,420	2,996	1,061	245	331		363	830	761	1,260	2,342	498
Campus FM	[14]	**3,195**	1,482	1,712		637	380	879	558	451	289	244	706	761	926	558	
Radju Malta 2	[15]	**2,366**	2,366				1,264	545		312	244	244		1,090		1,032	
Community Stations	[16]	**1,360**	271	1,088				499	180	409	271		499	229			632
Foreign Stations	[13]	**5,758**	5,371	387			545	2,781		1,480	951	244	2,660	545	867	719	723
Total		250,397	118,299	132,098	22,843	28,587	39,584	48,120	22,597	36,079	52,588	44,935	75,077	41,345	32,781	40,709	15,551

Audience Reach by Radio Station [%] [MARCH 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]	**60,000**	23.83	17.45	29.55	68.49	45.84	33.67	28.52	13.13	1.60	0.63	17.14	25.54	17.85	20.76	32.08	35.68
ONE Radio	[2]	**40,000**	15.81	16.50	15.19	5.12	1.14	2.34	12.22	13.91	32.55	31.19	23.82	16.38	18.02	10.47	9.59	11.61
Vibe FM	[3]	**32,000**	12.64	15.29	10.27	12.19	37.96	25.53	15.07	2.01	0.57		7.96	15.90	12.79	6.55	19.33	5.40
Radju Malta	[4]	**24,000**	9.57	8.40	10.63	1.43	1.60	1.82	4.70	7.77	16.30	23.89	9.92	7.39	11.99	10.97	8.63	12.18
Calypso Radio	[5]	**22,000**	8.72	9.14	8.34		1.14	4.74	8.17	21.84	17.76	8.30	14.20	10.02	8.12	6.36	4.34	4.64
Radju Marija	[6]	**14,000**	5.21	4.58	5.78		1.14	3.68	0.65	10.42	6.37	11.97	7.10	4.56	5.19	6.89	4.55	1.16
Net FM	[7]	**13,000**	4.87	3.69	5.93			1.38	1.92	8.19	7.48	11.76	4.23	5.63	5.75	8.22	1.37	2.90
Magic	[8]	**13,000**	4.85	6.99	2.93	4.87	2.83	10.80	6.89	5.59	2.86	0.63	3.97	4.32	5.53	9.32	4.35	
103 FM	[9]	**10,000**	3.69	4.30	3.14				1.17	9.13	6.23	8.29	3.03	2.43	2.97	8.33	1.81	8.71
Smash Radio	[11]	**9,000**	3.32	3.10	3.52	7.89	1.14	2.95	8.72	3.66			6.19	1.59	3.60	2.81	2.53	5.81
X FM	[12]	**7,000**	2.42	2.53	2.32		4.97	7.57	2.20	1.09	0.92		0.81	1.11	1.84	3.84	5.75	3.20
Campus FM	[14]	**4,000**	1.28	1.25	1.30		2.23	0.96	1.83	2.47	1.25	0.55	0.54	0.94	1.84	2.83	1.37	
Radju Malta 2	[15]	**3,000**	0.94	2.00	0.00			3.19	1.13		0.87	0.46	0.54		2.64		2.53	
Community Stations	[16]	**2,000**	0.54	0.23	0.82				1.04	0.80	1.13	0.52		0.66	0.55			4.06
Foreign Stations	[13]	**6,000**	2.30	4.54	0.29			1.38	5.78		4.10	1.81	0.54	3.54	1.32	2.64	1.77	4.65
Total %			**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**

[MARCH 2019] Radio Audiences by Gender BY Half-hour slot – Monday to Sunday

	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														181	207	388	388	432,456	432,844
00:30														181	207	388	388	432,456	432,844
01:00														181	207	388	388	432,456	432,844
01:30														181	207	388	388	432,456	432,844
02:00						331		331				1,225		181	207	1,612	1,944	430,900	432,844
02:30						331		331				726		181	207	1,113	1,444	431,400	432,844
03:00						331		331				726		181	207	1,113	1,444	431,400	432,844
03:30						331		331				726		181	417	1,323	1,654	431,190	432,844
04:00					271	331	244	846				1,088	207	388	1,219	2,902	3,748	429,096	432,844
04:30						331	244	575				1,088	207	595	1,219	3,109	3,684	429,160	432,844
05:00				545	331		906	1,782				1,088	207	1,012	1,845	4,152	5,935	426,909	432,844
05:30			545	1,207	575	244	1,490	4,061				1,469	207	2,303	3,689	7,668	11,729	421,115	432,844
06:00		1,295	895	2,336	1,970	1,116	786	8,397	692	326	363	2,538	1,217	3,637	5,107	13,880	22,277	410,567	432,844
06:30		1,295	1,033	4,792	2,255	2,022	2,431	13,829	692	1,641	499	2,722	1,879	4,826	6,162	18,421	32,250	400,594	432,844
07:00	1,864	2,286	5,382	5,593	3,405	4,601	4,857	27,988	2,155	5,782	1,556	4,361	2,924	9,359	10,427	36,564	64,552	368,292	432,844
07:30	476	1,791	6,628	4,754	2,293	4,802	5,831	26,575	1,018	4,739	4,316	4,913	2,924	9,978	11,050	38,939	65,514	367,330	432,844
08:00		1,116	8,437	8,642	3,206	7,175	6,429	35,005	1,831	3,904	6,555	5,335	3,793	11,489	12,548	45,455	80,460	352,384	432,844
08:30	476	1,972	4,855	9,537	3,192	7,750	7,585	35,368	1,011	3,526	2,875	5,245	3,908	12,309	11,715	40,589	75,957	356,887	432,844
09:00		657	5,991	10,979	3,463	8,535	9,610	39,236	1,907	2,211	2,492	4,566	4,927	13,846	15,328	45,278	84,513	348,331	432,844
09:30		657	5,991	9,364	3,463	8,535	10,185	38,196	1,018	1,401	1,496	4,929	4,927	13,820	15,991	43,582	81,778	351,066	432,844
10:00	476		4,551	9,722	3,463	8,005	10,167	36,384	2,587	1,075	1,557	5,380	4,327	14,418	15,117	44,462	80,846	351,998	432,844
10:30	476		4,551	8,890	3,463	8,005	10,212	35,597	2,587	1,075	1,676	4,882	3,937	14,208	15,763	44,128	79,725	353,119	432,844
11:00	476	637	4,551	8,890	3,463	7,784	9,637	35,439	3,082	1,391	1,676	5,245	4,842	12,629	14,474	43,338	78,776	354,068	432,844
11:30	476	637	5,096	8,619	3,463	7,472	10,736	36,499	2,587	1,075	1,676	5,742	5,049	13,708	14,060	43,897	80,396	352,448	432,844
12:00	637		3,473	5,800	2,632	4,816	7,435	24,794	1,879	692	498	3,578	3,969	8,604	9,845	29,064	53,858	378,986	432,844
12:30			2,383	5,528	2,632	4,816	6,032	21,392	1,879	692	814	3,127	2,921	7,563	8,399	25,395	46,787	386,057	432,844
13:00		657	1,912	4,088	2,632	4,443	4,870	18,602	2,571	692	1,540	2,766	2,886	5,921	6,706	23,082	41,685	391,159	432,844
13:30		657	1,912	4,088	2,632	4,131	4,313	17,734	1,879	1,018	1,604	2,647	2,886	5,921	6,499	22,455	40,188	392,656	432,844
14:00	476	657	3,176	3,331	2,388	3,488	4,253	17,770	3,646	2,531	3,840	3,599	1,850	5,712	5,091	26,268	44,038	388,806	432,844
14:30	476	1,134	2,631	3,876	2,388	3,488	4,560	18,553	2,954	2,276	3,478	2,980	1,821	5,712	5,130	24,349	42,902	389,942	432,844
15:00		2,465	2,807	4,226	1,786	2,913	5,519	19,717	2,644	2,897	1,177	2,415	2,299	5,237	4,870	21,540	41,257	391,587	432,844
15:30		3,122	1,912	4,217	1,786	2,582	5,188	18,808	2,644	1,831	1,313	2,778	1,858	4,785	4,870	20,080	38,887	393,957	432,844
16:00	637	2,232	4,633	3,759	2,631	2,696	5,694	22,284	3,684	2,504	2,689	1,649	1,907	4,818	4,812	22,064	44,347	388,497	432,844
16:30	1,331	1,315	2,631	3,214	2,075	2,425	5,093	18,085	3,289	2,009	1,496	2,410	2,152	4,609	4,812	20,778	38,863	393,981	432,844
17:00	1,376		1,615	5,762	2,364	1,866	3,651	16,634	3,464	2,376	2,555	2,229	1,546	3,924	5,041	21,135	37,769	395,075	432,844
17:30	1,611		1,615	5,429	2,939	1,246	4,873	17,713	2,716	1,513	1,812	1,832	1,546	3,537	4,605	17,559	35,271	397,573	432,844
18:00	935		1,090	1,637	2,921	915	4,996	12,494	326	1,513	814	726	1,290	2,702	3,598	10,968	23,462	409,382	432,844
18:30	935		545	1,637	2,632	915	4,211	10,875	326	692	814	726	1,110	1,901	4,015	9,583	20,458	412,386	432,844
19:00				1,367	1,534	915	2,814	6,629	770	1,681	316	363	409	2,288	3,124	8,951	15,580	417,264	432,844
19:30				1,367	1,474	915	2,543	6,298	326	1,879	363	363	796	2,110	2,486	8,323	14,621	418,223	432,844
20:00	657	459		2,262	560	271	2,204	6,413		1,018		363	616	1,669	1,012	4,678	11,091	421,753	432,844
20:30				2,262	560	542	1,355	4,718	326	692		363	616	988	1,219	4,204	8,922	423,922	432,844
21:00			545	2,981	804	244	1,355	5,929				859	617	807	1,219	3,502	9,431	423,413	432,844
21:30				2,734	804	244	1,066	4,847				363	410	807	1,219	2,798	7,645	425,199	432,844
22:00		521		2,734	1,755	244	1,066	6,319				363	655	1,053	1,512	3,583	9,902	422,942	432,844
22:30		521		2,734	1,424	244	1,066	5,988				363	655	807	1,098	2,923	8,911	423,933	432,844
23:00	1,351	521		1,791	891		822	5,375				363	410	600	1,098	2,471	7,846	424,998	432,844
23:30	694	521		1,791	891		822	4,718					410	600	1,305	2,315	7,033	425,811	432,844

[MARCH 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	Radju tal-Komunita	Stazzjon ieħor	None	Total N
00:00	207			181												432,456	432,844
00:30	207			181												432,456	432,844
01:00	207			181												432,456	432,844
01:30	207			181												432,456	432,844
02:00	207			875		499	363									430,900	432,844
02:30	207			875			363									431,400	432,844
03:00	207			875			363									431,400	432,844
03:30	207			875			363			210						431,190	432,844
04:00	207			1,262	207		1,410			661						429,096	432,844
04:30	207			1,469	207		1,140			661						429,160	432,844
05:00	414			1,348	748	545	1,471	331		871	207					426,909	432,844
05:30	895		1,207	3,969	782	545	2,117	575		1,051	207	380				421,115	432,844
06:00	1,954		1,440	6,179	1,701	2,909	2,600	1,211	692	1,852	207	1,533				410,567	432,844
06:30	2,736	244	1,985	10,230	2,219	3,722	3,557	1,211	1,018	2,617	207	2,503				400,594	432,844
07:00	7,181	244	1,756	13,811	4,004	11,797	4,371	1,622	1,490	6,151	519	9,497	1,819		289	368,292	432,844
07:30	7,340		2,590	15,221	4,128	10,839	5,126	1,832	1,989	5,820		7,011	2,318	679	620	367,330	432,844
08:00	7,438	545	2,498	17,254	5,158	11,122	8,455	2,312	2,589	5,436	879	12,233	1,834	180	2,527	352,384	432,844
08:30	6,788	545	2,769	17,859	5,720	7,532	10,974	2,373	2,888	4,912		8,956	1,933	180	2,527	356,887	432,844
09:00	11,400	1,402	2,787	20,128	6,388	9,305	11,417	3,365	3,187	4,431	244	6,768	714	451	2,527	348,331	432,844
09:30	11,609	1,646	2,471	20,917	6,356	7,922	11,417	3,365	2,830	4,431	244	4,877	714	451	2,527	351,066	432,844
10:00	12,057	556	2,215	20,444	6,461	8,334	12,351	3,987	2,911	4,251	244	4,386	383	271	1,994	351,998	432,844
10:30	12,057	312	3,045	20,883	6,570	7,274	12,141	3,987	2,531	4,248	244	4,116	383	271	1,663	353,119	432,844
11:00	11,339	312	3,361	20,076	5,802	8,719	11,191	3,663	2,531	4,493	1,127	3,845	383	271	1,663	354,068	432,844
11:30	11,316	1,101	2,714	22,342	6,010	8,264	11,109	3,164	2,531	4,556	1,127	3,845	383	271	1,663	352,448	432,844
12:00	5,807	1,101	2,500	15,756	4,481	4,677	7,227	1,845	1,055	4,774	245	2,406			1,983	378,986	432,844
12:30	4,343	556	1,863	14,809	3,410	4,494	6,335	1,421	1,418	4,567		2,406			1,166	386,057	432,844
13:00	2,521	556	1,391	12,016	3,380	6,178	5,663	1,421	1,055	3,670	499	3,064			271	391,159	432,844
13:30	2,190	312	1,598	10,918	3,173	5,289	6,558	1,421	1,055	3,670		3,444			560	392,656	432,844
14:00	2,315	719	1,754	9,124	3,145	8,342	4,141	1,395	1,554	3,489	380	5,080	1,360	499	740	388,806	432,844
14:30	2,514	719	1,754	9,163	3,434	9,029	3,931	1,395	363	3,489	380	5,130	861		740	389,942	432,844
15:00	2,856		3,097	7,706	2,872	8,039	3,354	1,150	679	4,121	245	6,398			740	391,587	432,844
15:30	2,856		2,224	7,168	2,665	7,576	3,742	1,150	1,581	3,337	245	5,604			740	393,957	432,844
16:00	3,709		3,052	6,154	3,053	10,996	5,020	1,648	1,001	3,709	534	4,305	316		849	388,497	432,844
16:30	2,837		2,870	6,173	2,764	9,375	5,020	1,648	363	2,918	915	3,131			849	393,981	432,844
17:00	2,641		1,904	6,443	2,218	9,624	4,024	1,439	822	2,115	915	3,739			1,886	395,075	432,844
17:30	2,274		1,904	8,091	2,549	6,239	4,143	1,439	363	2,115	534	2,842	562		2,217	397,573	432,844
18:00	1,285		1,642	6,510	1,612	2,568	3,509	1,662	607	1,488	534	1,214		229	602	409,382	432,844
18:30	1,014		1,642	4,567	2,024	2,074	3,003	1,481	607	1,695	534	1,214			602	412,386	432,844
19:00	680		895	4,357	1,366	1,957	2,774	1,624		1,161		494			271	417,264	432,844
19:30	229		895	4,158	957	1,018	2,697	1,417	271	1,342		1,187		180	271	418,223	432,844
20:00	688		895	4,018	289	1,350	1,671	1,210		699					271	421,753	432,844
20:30			895	3,158		1,018	1,942	938		699					271	423,922	432,844
21:00			895	3,703		497	1,852	822	719	943						423,413	432,844
21:30			895	3,340			1,645	822		943						425,199	432,844
22:00			895	3,897			1,706	1,605		1,278		521				422,942	432,844
22:30			895	3,651			1,499	1,067		1,278		521				423,933	432,844
23:00			895	2,175		1,872	1,291	823		789						424,998	432,844
23:30	207		895	2,175		1,215	929	823		789						425,811	432,844

Television

Audience Reach by TV Station [N] [MARCH 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]	208,724	98,374	110,351	16,841	36,878	32,413	31,615	24,974	29,444	36,561	27,771	44,955	22,318	18,161	20,719	8,731
ONE	[3]	87,287	42,075	45,212	3,935	8,000	7,664	11,294	12,445	21,502	22,447	19,996	23,344	16,273	8,239	7,898	2,984
Net	[4]	37,618	17,981	19,637	428	1,504	2,173	4,788	4,085	9,776	14,865	6,318	10,858	3,884	5,970	5,074	1,624
TVM 2	[5]	20,749	8,053	12,696	1,159	1,669	1,077	714	2,409	4,073	9,648	2,683	6,063	2,863	1,610	3,271	360
TSN Melita/GO	[6]	5,086	1,976	3,110	685			659	258	1,807	1,676	976	2,194	1,857	1,228	2,251	271
Xejk	[7]	4,752	4,752			628	883	1,602	277	341	1,022	210	2,267	271	786	491	180
Smash	[8]	3,997	929	3,068					803	804	2,390	210	913		181		180
F Living	[9]	2,754	1,176	1,578			1,085	765	314	341	248	210	621	458			
GO Stars	[10]	2,658	1,387	1,271	428			506	277	599	849	210	499			497	
Melita More	[11]	1,184	652	532			273			584	326		207	229	181		
Parliament TV	[12]	894		894		417			258	219			331				
iTV	[13]															312	
Foreign Station	[2]	128,365	63,167	65,198	6,820	18,923	22,162	23,608	12,898	24,341	19,614	22,525	50,354	20,054	19,586	18,170	6,895
Total		504,069	240,523	263,546	30,296	68,018	67,730	75,551	58,999	93,829	109,646	81,108	142,607	68,207	55,941	58,684	21,226

Audience Reach by TV Station [%] [MARCH 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]	143,000	33.35	30.16	36.40	42.45	42.26	28.55	33.26	35.68	30.08	31.40	34.24	31.52	32.72	32.47	35.31	41.14
ONE	[3]	79,000	18.41	16.65	20.09	16.02	18.74	13.18	17.01	18.11	20.23	21.13	24.65	16.37	23.86	14.73	13.46	14.06
Net	[4]	34,000	7.88	7.21	8.53	5.30	4.57	9.55	2.35	5.34	9.00	12.65	7.79	7.61	5.69	10.67	8.65	7.65
TVM 2	[5]	17,000	3.94	5.32	2.62	3.09		4.60	5.82	2.41	5.10	3.58	3.31	4.25	4.20	2.88	5.57	1.70
TSN Melita jew GO	[6]	9,000	2.05	3.82	0.36	1.71	2.03		1.20	4.09	3.50	1.81	1.20	1.54	2.72	2.20	3.84	1.28
Xejk	[7]	5,000	0.98	0.76	1.20		2.14	0.63		0.50	0.84	2.06	0.26	1.59	0.40	1.40	0.84	0.85
Smash	[8]	2,000	0.35		0.68				0.70	0.95	0.22	0.37	0.26	0.64		0.32		0.85
F Living	[9]	2,000	0.30		0.59						1.02	0.40	0.26	0.44	0.67			
GO Stars	[10]	2,000	0.28		0.55			1.98		0.51			0.26	0.35			0.85	
Melita More	[11]	1,000	0.14		0.28					0.44	0.27	0.19		0.15	0.34	0.32		
Parliament TV	[12]	1,000	0.08	0.16							0.40			0.23				
iTV	[13]	1,000	0.07	0.15						0.76							0.53	
Foreign Station	[2]	138,000	32.16	35.78	28.70	31.43	30.27	41.50	39.66	31.21	29.33	26.42	27.77	35.31	29.40	35.01	30.96	32.48
Total %			100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

[MARCH 2019] TV Audiences by Gender BY Half-hour slot – Monday to Sunday

	Males								Females									
	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	Total M&F	None	Total N
00:00														181		181	181	432,663	432,844
00:30																		432,844	432,844
01:00																		432,844	432,844
01:30													207			207	207	432,637	432,844
02:00													207			207	207	432,637	432,844
02:30													207			207	207	432,637	432,844
03:00													207			207	207	432,637	432,844
03:30													207			207	207	432,637	432,844
04:00													207			207	207	432,637	432,844
04:30													207			207	207	432,637	432,844
05:00						244		244				316	207			523	767	432,077	432,844
05:30						244		244				316	207		210	733	977	431,867	432,844
06:00						244		244			380	316	207		417	1,320	1,564	431,280	432,844
06:30								0			380	316	417		1,063	2,176	2,176	430,668	432,844
07:00						575	583	1,158					417	207	1,477	2,101	3,259	429,585	432,844
07:30						575	271	846					417	207	1,458	2,081	2,927	429,917	432,844
08:00	459		545			244	515	1,762				499	598	207	1,665	2,968	4,730	428,114	432,844
08:30	459					244	846	1,548				499	598	824	2,496	4,416	5,964	426,880	432,844
09:00						244	1,117	1,361		383		245	207	617	3,137	4,589	5,949	426,895	432,844
09:30						244	846	1,090		383		626	207	1,243	4,151	6,609	7,699	425,145	432,844
10:00						244	1,135	1,379		877	815	626	207	2,586	3,970	9,081	10,460	422,384	432,844
10:30						244	1,135	1,379		877	815	626	387	2,148	4,565	9,417	10,796	422,048	432,844
11:00						515	1,135	1,650	494	1,193	499	380	597	2,764	4,581	10,509	12,159	420,685	432,844
11:30						515	1,135	1,650	494	1,193	499	380	597	2,535	5,017	10,716	12,366	420,478	432,844
12:00				742		786	1,421	2,949		1,511		708	1,214	2,921	4,190	10,545	13,493	419,351	432,844
12:30				742		758	1,752	3,252		1,511		1,071	1,424	3,751	3,798	11,555	14,807	418,037	432,844
13:00	657		472	2,199	624	1,090	846	5,888		1,193		1,557	805	5,451	4,815	13,821	19,709	413,135	432,844
13:30	657		472	1,637	868	2,004	846	6,484		1,193		1,557	831	5,613	5,663	14,857	21,341	411,503	432,844
14:00	1,116	694		271	1,401	2,849	1,421	7,751		1,569	499	3,487	1,012	6,208	6,746	19,520	27,272	405,572	432,844
14:30	1,116	694		271	1,401	2,849	1,996	8,326		1,569	499	3,487	1,221	6,227	6,204	19,207	27,534	405,310	432,844
15:00	459	1,351	562	271	1,089	3,493	2,004	9,228	494	383	1,130	2,965	1,971	6,879	7,538	21,360	30,588	402,256	432,844
15:30	459	1,351	562	541	1,089	1,943	2,023	7,968	494	383	861	3,101	1,618	6,058	7,007	19,523	27,491	405,353	432,844
16:00	2,232		562	1,415	1,420	3,231	1,360	10,221	494	1,075	363	3,170	1,050	4,617	7,403	18,171	28,392	404,452	432,844
16:30	1,575		562	1,145	1,420	3,231	1,676	9,608	494	1,075	726	2,807	662	4,934	8,070	18,769	28,377	404,467	432,844
17:00	2,764		2,648	1,054	1,995	3,806	2,540	14,808	326	1,011	2,220	3,351	1,322	5,938	7,841	22,009	36,817	396,027	432,844
17:30	2,070		2,648	1,526	1,664	3,562	3,091	14,561	820	319	1,858	3,847	1,322	5,709	7,374	21,249	35,810	397,034	432,844
18:00	2,960	657	5,373	2,071	2,133	4,555	5,692	23,442	1,917	319	2,223	5,388	2,895	6,309	12,409	31,457	54,899	377,945	432,844
18:30	2,323		5,373	2,071	2,936	6,355	7,533	26,592	1,591	319	2,722	6,131	3,137	8,427	13,014	35,339	61,932	370,912	432,844
19:00	694	1,857	6,314	3,706	2,807	6,927	7,865	30,169	2,602	1,752	2,240	6,976	3,166	8,574	13,314	38,623	68,792	364,052	432,844
19:30	2,541	2,333	8,079	8,645	5,756	13,351	17,619	58,323	3,700	3,204	5,611	11,223	5,425	14,378	19,946	63,485	121,809	311,035	432,844
20:00	10,615	4,705	11,134	17,788	8,477	12,975	22,028	87,721	4,527	8,547	7,543	15,216	9,199	16,097	21,355	82,484	170,205	262,639	432,844
20:30	6,426	3,819	9,518	13,045	6,236	11,538	16,667	67,249	3,549	9,237	6,871	12,881	8,147	12,318	17,323	70,326	137,575	295,269	432,844
21:00	6,303	2,723	9,621	15,910	6,373	13,468	15,210	69,607	4,264	11,166	9,028	11,642	7,889	14,502	16,273	74,765	144,372	288,472	432,844
21:30	4,952	2,723	8,901	15,709	5,771	12,935	14,226	65,218	3,572	9,253	9,075	9,451	7,708	14,233	14,193	67,485	132,703	300,141	432,844
22:00	3,799	2,011	6,169	15,318	4,724	11,198	9,934	53,155	3,071	5,863	4,850	5,675	4,237	9,443	7,568	40,707	93,862	338,982	432,844
22:30	1,810	2,011	2,457	10,475	3,860	8,077	8,111	36,802	1,727	3,672	2,990	3,934	2,587	7,896	6,024	28,830	65,632	367,212	432,844
23:00	694	2,011	1,440	4,651	1,787	2,037	3,148	15,768		1,018	316	877	568	3,872	3,683	10,335	26,103	406,741	432,844
23:30	694	459	895	3,564	583	575	662	7,432		326	316	380	361	1,828	3,114	6,326	13,758	419,086	432,844

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

	TVM	ONE	Net	Smash	TVM 2	F Living	Xejk	iTV	Parliament TV	TSN Melita jew GO	GO Stars	Melita More	Stazzjon iehor/barrani		
00:00	181													432,663	432,844
00:30														432,844	432,844
01:00														432,844	432,844
01:30													207	432,637	432,844
02:00													207	432,637	432,844
02:30													207	432,637	432,844
03:00													207	432,637	432,844
03:30													207	432,637	432,844
04:00													207	432,637	432,844
04:30													207	432,637	432,844
05:00	316												451	432,077	432,844
05:30	316	210											451	431,867	432,844
06:00	523	210											831	431,280	432,844
06:30	523	858	207										587	430,668	432,844
07:00	1,121	1,309	207										621	429,585	432,844
07:30	1,016	1,290	207										414	429,917	432,844
08:00	658	2,541	207										1,324	428,114	432,844
08:30	1,048	1,996	414		331								2,174	426,880	432,844
09:00	1,453	1,516	414		331								2,235	426,895	432,844
09:30	1,896	3,093	414		331								1,964	425,145	432,844
10:00	2,602	4,515	624		331		523						1,865	422,384	432,844
10:30	2,392	4,695	624	594	331		523						1,637	422,048	432,844
11:00	2,638	4,464	624	985	331		207						2,911	420,685	432,844
11:30	2,845	4,235	646	985	331		207						3,118	420,478	432,844
12:00	6,026	1,739	1,033	985	331								3,380	419,351	432,844
12:30	6,715	2,891	826	985	331	387							2,673	418,037	432,844
13:00	7,536	4,282	829	414	331	594				312		229	5,181	413,135	432,844
13:30	7,746	4,282	829	414	331	804				827			6,108	411,503	432,844
14:00	9,520	5,334	1,243	207	643	804	694	312		515			8,000	405,572	432,844
14:30	9,490	4,917	1,243		643	804	694	312		515			8,916	405,310	432,844
15:00	11,264	4,384	2,739		643	804	901	312		785			8,755	402,256	432,844
15:30	7,294	5,361	2,946		850	804	901	312		785			8,237	405,353	432,844
16:00	5,271	3,958	2,315	499	2,150	594		312	331	1,116			11,844	404,452	432,844
16:30	5,534	3,958	2,397	499	2,150			312	331	1,116			12,079	404,467	432,844
17:00	7,011	4,499	3,470		2,150			312	331	1,567	497		16,979	396,027	432,844
17:30	6,799	5,846	4,013		2,897		207	312		1,480	497		13,759	397,034	432,844
18:00	11,674	11,209	5,171		3,707		1683	312		1,792		388	18,963	377,945	432,844
18:30	9,613	17,202	5,086		4,098		2242	312		1,879		388	21,111	370,912	432,844
19:00	11,342	19,454	6,420		3,241		594	312		1,636			25,793	364,052	432,844
19:30	12,090	56,882	21,805		2,621		180	312		1,572			26,346	311,035	432,844
20:00	110,681	14,697	7,672		2,075			312		1,323			33,445	262,639	432,844
20:30	51,262	20,831	9,256		5,902		331	312		3,003			46,677	295,269	432,844
21:00	37,109	20,465	9,775		10,621	229	331	312		5,923	210		59,397	288,472	432,844
21:30	32,403	16,359	8,853		9,706	229	331	312		5,923	210		58,377	300,141	432,844
22:00	17,933	9,661	3,802		7,910	229		312		6,010	210		47,795	338,982	432,844
22:30	10,537	4,984	1,966		6,497			312		4,147	499		36,690	367,212	432,844
23:00	1,887	2,209	541		643	436				657			19,729	406,741	432,844
23:30	229	568	210			436							12,315	419,086	432,844

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 and 2019 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).

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

As in previous assessments, the N.S.O. selected the sample, administered the survey and collected the data. Data was collected continuously by means of telephone interviews between 04:00pm and 08:00pm on weekdays and between 09:00am and 1:00pm on weekends and instructed interviewers to callback individuals up to 3 times before interviewing the next person in their list to 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 Sunday, 1st March to Tuesday 31st March 2019, both days included. A total of forty daily questionnaires were compiled, giving a total sample of 1,240 respondents.

For March 2020, 39.6% of all contacted persons accepted to participate while 6.9% refused. The eldest person contacted was 93 years old while the youngest were 12 year olds.

Response Rate

Responses	Mar 2020 [n.]	Mar 2020 %	Jul 2019 %	Mar 2019 %	Oct 2018 %
Accepted	1,240	39.6%	29.3%	28.7%	29.5%
Refusal	215	6.9%	5.5%	5.4%	3.3%
Non Contact	1,150	36.7%	52.4%	49.4%	52.5%
Unreachable	472	15.1%	11.2%	15.4%	14.0%
Ineligible	55	1.8%	1.6%	1.0%	0.7%
Contacted	3,132	100%	100%	100%	100%
Not Used	1,828				
Total	4,960				

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 ±2.72%.

Margin of Error [±]

Population N	451,358						
Response Rate	*29.29%*						
Sample[n]	1,240						
[±]	2.72%						
Gender	Male	Female					
Sample [n]	634	606					
Margin of Error [±]	3.80%	3.89%					
Age-Group	12-20	21-30	31-50	51-70	71+		
Sample [n]	117	213	409	299	202		
Margin of Error [±]	8.86%	6.57%	4.74%	5.54%	6.74%		
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]	195	196	156	173	162	158	200
Margin of Error[±]	6.86%	6.85%	7.67%	7.29%	7.53%	7.62%	6.78%
							[Based on the weighted sample]

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

		Gender		District					
	Total	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%
31-50	409	215	195	64	136	65	48	72	25
	33.0%	33.8%	32.2%	30.7%	33.4%	36.1%	31.2%	34.7%	29.3%
	100.0%	52.4%	47.6%	15.7%	33.1%	15.8%	11.8%	17.5%	6.0%
51-70	299	146	153	57	86	42	40	46	28
	24.1%	23.0%	25.3%	27.5%	21.1%	23.6%	25.9%	22.2%	32.8%
	100.0%	48.8%	51.2%	19.2%	28.6%	14.1%	13.4%	15.3%	9.3%
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	1240	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%

[Count; Col%; Row%]

Population Demographics by Age Groups: By Gender and By Districts

		Gender		District					
	Total	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%
31-50	148,984	78,079	70,905	23,364	49,333	23,594	17,596	26,088	9,008
	33.0%	33.8%	32.2%	30.7%	33.4%	36.1%	31.2%	34.7%	29.3%
	100.0%	52.4%	47.6%	15.7%	33.1%	15.8%	11.8%	17.5%	6.0%
51-70	108,782	53,062	55,720	20,922	31,160	15,382	14,601	16,645	10,072
	24.1%	23.0%	25.3%	27.5%	21.1%	23.6%	25.9%	22.2%	32.8%
	100.0%	48.8%	51.2%	19.2%	28.6%	14.1%	13.4%	15.3%	9.3%
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%

[Count; Col%; Row%]

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

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

2. **LIEMA 3 STAZZJONIJIET TAT-TELEVIŻJONI RAJT L-AKTAR ILBIERAĦ U F'LIEMA ĦIN?**

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

Stazzjonijiet tat-Televiżjoni		Ħin 1		Ħin 2		Ħin 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 (**Ħin**)	(14a)						
Speċifika l-isem ta' stazzjon ieħor	(14b)						
M'hemmx stazzjon wieħed	**(15)**						
Ma niftakarx	**(16)**						
Ma rajtx televiżjoni	**(17)**						
M'għandix sett tat-televiżjoni	**(18)**						
Mingħajr risposta	**(19)**						

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

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

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

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

	Code
Kuljum/ Kważi kuljum (5-7 darbiet fil- ġimgħa)	(1)
Minn l-inqas darba fil-gimgha (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 ILBIERAĦ U F'LIEMA ĦIN?

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

Stazzjonijiet tar-Radju		Ħin 1		Ħin 2		Ħin 3	
		Minn	Sa	Minn	Sa	Minn	Sa
	Code	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 Digitial [Digital Radio]	(15)						
Bay Easy [Digital Radio]	(16)						
Ignite Christian Radio [Digital Radio]	(17)						
*Radju tal-Komunità **(Ħin)**	*(18a)						
*Radju tal-Komunità (**Speċifika l-isem**)	*(18b)	_____		_____		_____	
Stazzjon ieħor **(Ħin)	**(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+ BIEX 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+ TUŻAĦ BIEX 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.