



L-Awtorità tax-Xandir  
MALTA  
Broadcasting Authority

**TELEVISION AND RADIO AUDIENCE ASSESSMENT  
NOVEMBER 2019**

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**JANUARY 2020**

CONTENTS	
	Page
<b>Television</b>	<b>3</b>
Types of TV reception services used	3
Most followed TV station	6
TV stations followed	8
TV stations' audiences	9
Favourite TV Programme Genres	14
<b>Radio</b>	<b>17</b>
Most followed Radio station	17
Amount of Radio listeners	19
Radio stations followed	20
Radio programmes followed	25
Named Programme Genres - Details	30
Named Radio Programmes - Details	35
Radio listenership frequency	37
DAB+ Radio ownership	38
<b>Television Audiences by Half-hour Slots – Monday to Sunday</b>	<b>40</b>
<b>Radio Audiences by Half-hour Slots – Monday to Sunday</b>	<b>47</b>
<b>Technical Report</b>	<b>54</b>
<b>Questionnaire</b>	<b>56</b>

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# TELEVISION

## Types of TV reception services used

Respondents were asked what type of service and platforms they use when watching television. The responses were compared to **population demographics** [total population aged 12 and over = 448,543].

The most common service for watching television is that of a paid subscription [92.1%] of both local media service providers [GO and Melita]; followed by IT based services [23.0%]; 3.9% who stated that they make use of the Free-to-air service; and 2.1% who make use of a Satellite.

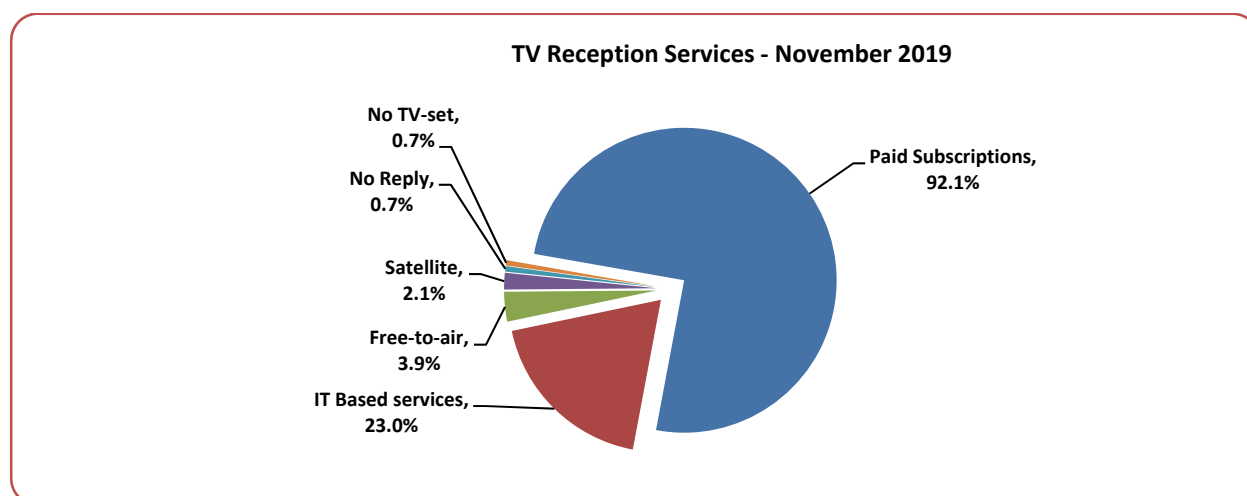
IT based services include: Netflix [8.7%]; IPTV streaming [4.9%]; Android box [3.9%]; while another 5.5% follow TV broadcasts through other devices [laptop, mobile, or tablet streaming].

A further 0.7% said that they do not have a TV-set; while another 0.7% did not reply.

### Analysis by Age

More types of television services are used by those of the 12-20 age group [144.3%] while the lowest was that amongst the 51-70 age group [111.5%]. Paid subscriptions ran highest with more than 80% 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.



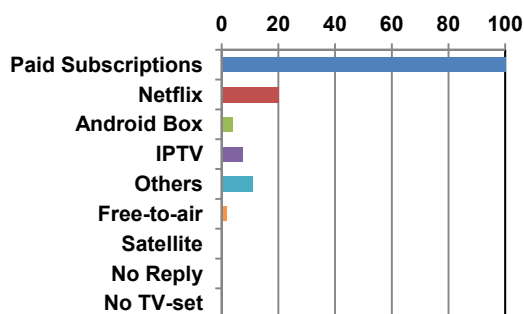
### Free to air Services

Analysing the data by population demographics, 3.9% of the population [≈17,300] follow television on the Free-to-air platform. Of this group, 60.3% [≈10,400] 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.

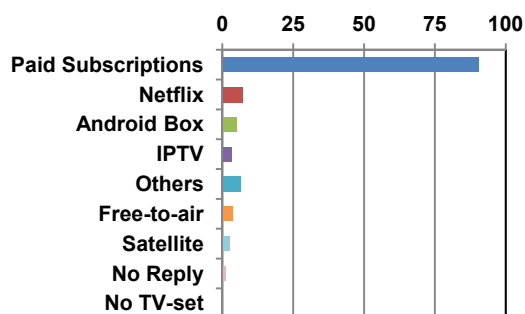
Free to air services was lowest amongst the 12-20 year olds [1.8%], and decreased from 5.5% for 21-30 year olds to 2.6% of all 71+ year olds. This service was the lowest service within all the districts.

Free to air Services		n	%	N% [Base=448,543]
Free-to-air	Only	10,441	60.3	2.3
Free-to-air	& Paid Subscription	3,982	23.0	0.9
Free-to-air	& IT based services	1,499	8.7	0.3
Free-to-air	& More than 2 other services	1,392	8.0	0.3
		17,313	100%	3.9%

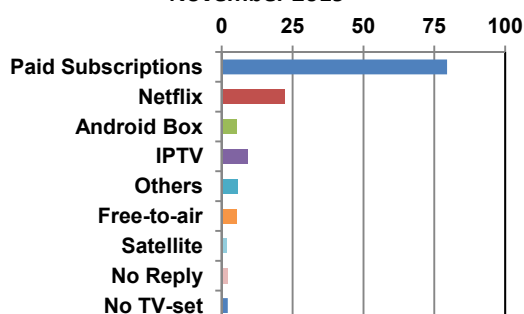
**'12-20' - TV Reception Service  
November 2019**



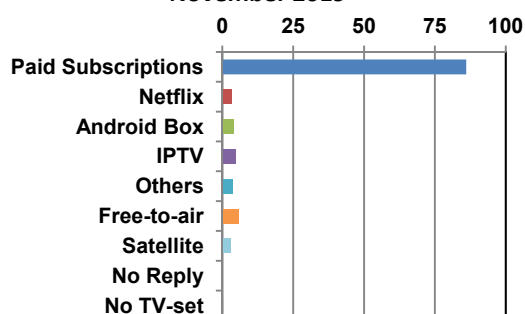
**'31-50' - TV Reception Service  
November 2019**



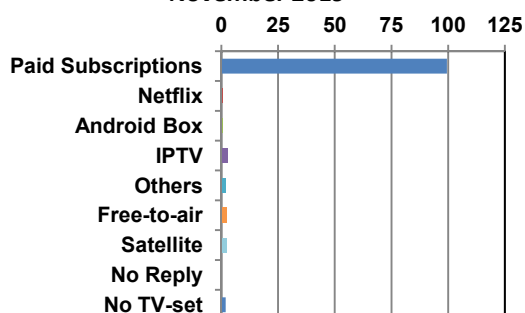
**'21-30' - TV Reception Service  
November 2019**



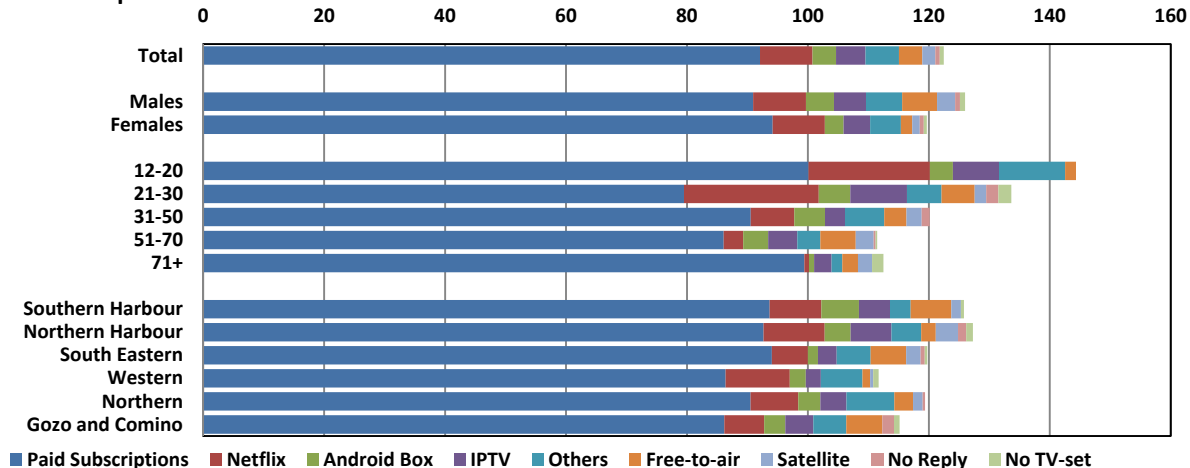
**'51-70' - TV Reception Service  
November 2019**



**'71+' - TV Reception Service  
November 2019**



**TV Reception Services - November 2019**



## 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
<b>Paid Subscriptions</b>	413,006	208,467	206,467	64,703	41,041	135,434	81,414	87,589	70,923	135,859	61,028	48,466	67,536	26,369
Netflix	39,001	20,067	18,934	12,964	11,498	10,796	3,066	678	6,471	14,822	3,850	5,956	5,882	2,019
Android Box	17,391	10,593	6,799	2,472	2,699	7,583	3,889	748	4,704	6,316	1,092	1,492	2,719	1,068
IPTV	21,800	12,168	9,632	4,930	4,831	4,944	4,558	2,538	3,888	9,885	2,009	1,392	3,215	1,412
Others	24,873	13,718	11,155	7,055	2,962	9,700	3,606	1,550	2,596	7,205	3,637	3,853	5,907	1,675
<b>IT based services</b>	103,066	56,546	46,520	27,420	21,990	33,024	15,118	5,513	17,660	38,228	10,588	12,693	17,724	6,174
Free-to-air	17,313	13,215	4,099	1,163	2,819	5,505	5,536	2,291	5,083	3,554	3,817	717	2,324	1,819
Satellite	9,587	6,841	2,746		988	3,752	2,801	2,045	1,208	5,384	1,545	282	1,169	
No Reply	3,320	1,846	1,474		1,038	1,986	296			1,986	449		296	589
No TV-set	3,050	1,950	1,100		1,108		273	1,669	381	1,609	273	500		286
<b>Total Responses [n]</b>	<b>549,341</b>	<b>288,864</b>	<b>260,478</b>	<b>88,415</b>	<b>69,979</b>	<b>181,806</b>	<b>113,572</b>	<b>95,570</b>	<b>93,039</b>	<b>185,445</b>	<b>76,289</b>	<b>67,729</b>	<b>92,022</b>	<b>34,818</b>
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
<b>Paid Subscriptions</b>	75.2	72.2	79.3	73.2	58.6	74.5	71.7	91.6	76.2	73.3	80.0	71.6	73.4	75.7
Netflix	7.1	6.9	7.3	14.7	16.4	5.9	2.7	0.7	7.0	8.0	5.0	8.8	6.4	5.8
Android Box	3.2	3.7	2.6	2.8	3.9	4.2	3.4	0.8	5.1	3.4	1.4	2.2	3.0	3.1
IPTV	4.0	4.2	3.7	5.6	6.9	2.7	4.0	2.7	4.2	5.3	2.6	2.1	3.5	4.1
Others	4.5	4.7	4.3	8.0	4.2	5.3	3.2	1.6	2.8	3.9	4.8	5.7	6.4	4.8
<b>IT based services</b>	18.8	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	3.2	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	1.7	2.4	1.1		1.4	2.1	2.5	2.1	1.3	2.9	2.0	0.4	1.3	
No Reply	0.6	0.6	0.6		1.5	1.1	0.3			1.1	0.6		0.3	1.7
No TV-set	0.6	0.7	0.4		1.6		0.2	1.7	0.4	0.9	0.4	0.7		0.8
<b>% of Total Responses</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>
	Total	Males	Females	12-20	21-30	31-50	51-70	71+	South Harbour	North Harbour	South Eastern	Western District	Northern District	Gozo & Comino
<b>Total Population [N]</b>	<b>448,543</b>	<b>229,268</b>	<b>219,275</b>	<b>64,639</b>	<b>51,619</b>	<b>149,589</b>	<b>94,592</b>	<b>88,104</b>	<b>75,718</b>	<b>146,627</b>	<b>64,889</b>	<b>56,105</b>	<b>74,606</b>	<b>30,598</b>
<b>Paid Subscriptions</b>	92.1	90.9	94.2	100.1	79.5	90.5	86.1	99.4	93.7	92.7	94.0	86.4	90.5	86.2
Netflix	8.7	8.8	8.6	20.1	22.3	7.2	3.2	0.8	8.5	10.1	5.9	10.6	7.9	6.6
Android Box	3.9	4.6	3.1	3.8	5.2	5.1	4.1	0.8	6.2	4.3	1.7	2.7	3.6	3.5
IPTV	4.9	5.3	4.4	7.6	9.4	3.3	4.8	2.9	5.1	6.7	3.1	2.5	4.3	4.6
Others	5.5	6.0	5.1	10.9	5.7	6.5	3.8	1.8	3.4	4.9	5.6	6.9	7.9	5.5
<b>IT based services</b>	23.0	24.7	21.2	42.4	42.6	22.1	16.0	6.3	23.3	26.1	16.3	22.6	23.8	20.2
Free-to-air	3.9	5.8	1.9	1.8	5.5	3.7	5.9	2.6	6.7	2.4	5.9	1.3	3.1	5.9
Satellite	2.1	3.0	1.3		1.9	2.5	3.0	2.3	1.6	3.7	2.4	0.5	1.6	0.0
No Reply	0.7	0.8	0.7		2.0	1.3	0.3			1.4	0.7		0.4	1.9
No TV-set	0.7	0.9	0.5		2.1		0.3	1.9	0.5	1.1	0.4	0.9		0.9
<b>% of Total Population</b>	<b>122.5%</b>	<b>126.0%</b>	<b>119.7%</b>	<b>144.3%</b>	<b>133.6%</b>	<b>120.1%</b>	<b>111.5%</b>	<b>112.5%</b>	<b>125.8%</b>	<b>127.3%</b>	<b>119.7%</b>	<b>111.7%</b>	<b>119.4%</b>	<b>115.2%</b>

## 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, 329 respondents named a second station while another 82 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 [34.79%] with approximately 138,000 viewers. This station was followed by ONE with 20.120% and NET TV with 7.96%.

Overall, while 66.02% of all viewers followed local stations, a third of the population [33.98%] watched a foreign station [including TSN Melita/GO, GO Stars, and Melita More]. Of the local stations, only TVM, and ONE had audiences from all the demographical groups while Net TV had audiences from 21 years and over..

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

Excluding foreign stations, TVM, ONE and Net TV ranked first, second and third respectively by gender, in all the age groups, and by districts.

NET TV ranked third by gender, by district, and for all those over 21 years old. The third preference of 21-30 year olds was for TSN Melita/GO [6.47%], followed by iTV [2.73%].

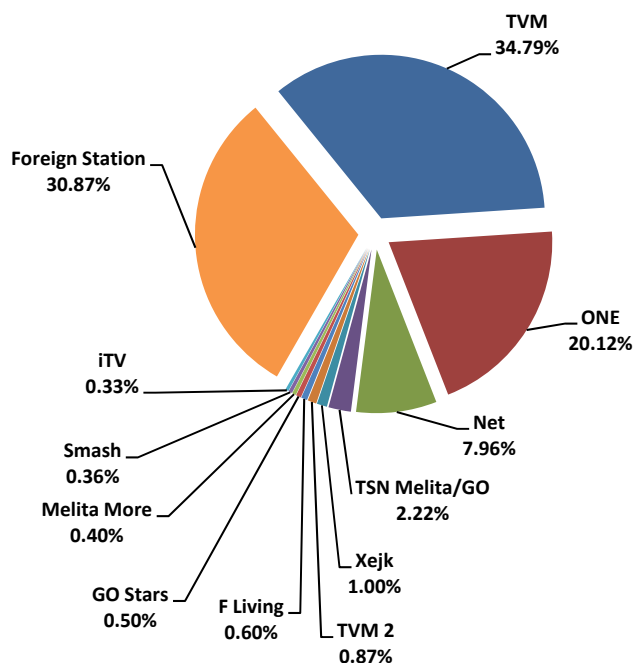
The viewing of a foreign television station was highest amongst 12-20 year olds [42.13%] while the lowest was that amongst the 50-70 year olds [26.64%].

### 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]	138,000	34.79	29.76	39.82	38.13	49.14	34.92	35.13	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	18.78	22.30	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	6.60	11.36	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	2.25	0.82	1.50	2.06	1.91	1.61	3.29	2.58	2.63
Xejk	[6]	4,000	1.00	1.32	0.69			1.25	0.65	1.75	1.21	1.42	0.88	0.92	0.48	
TVM 2	[7]	4,000	0.87	1.28	0.45			0.67	1.68	0.81	0.71	1.51	0.35	1.05		0.89
F Living	[8]	3,000	0.60	0.15	1.05			0.24	0.97	0.99	0.85	0.19	1.40	0.92	0.48	
GO Stars	[9]	2,000	0.50	0.69	0.30	1.45		0.92		0.30		0.84		0.60		2.18
Melita More	[10]	2,000	0.40	0.70	0.09		1.72		0.16	0.88	0.60	0.48			0.76	
Smash	[11]	2,000	0.36	0.60	0.13				0.29	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	34.36	26.64	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%

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

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



The below table compares audience reach by ranking for this period (November 2019), with the previous assessment period (July 2019), and with the same period last year (October 2018). Following October 2018 both Melita plc. and GO.plc have agreed to broadcast the same sports programmes on their respective channels TSN-1 to TSN-8. This year the Authority decided to take the month of November for its data sampling instead of October.

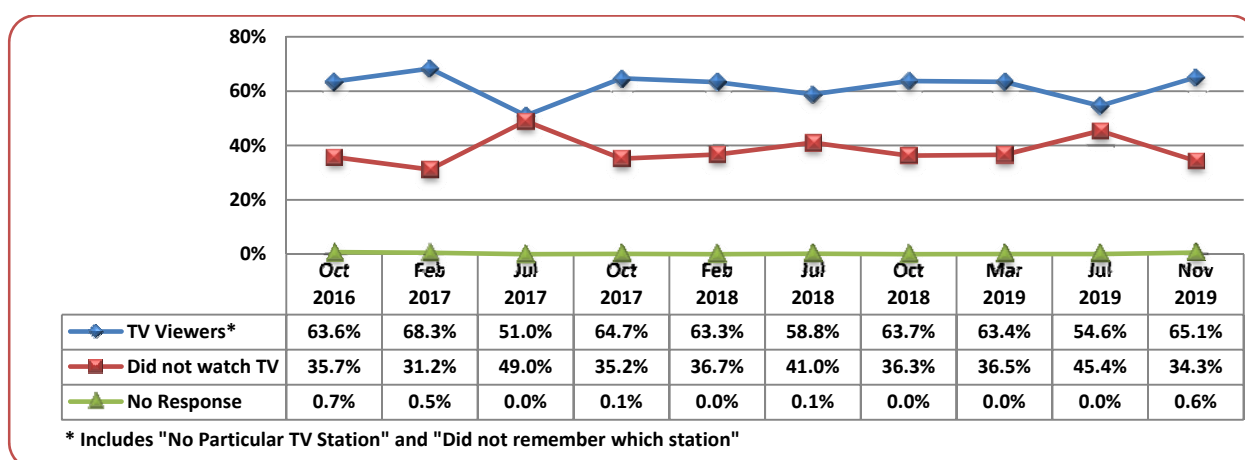
**Comparative Reach**

	November 2019				July 2019				October 2018		
	Ranking	Rounded up	Total %		Ranking	Rounded up	Total %		Ranking	Rounded up	Total %
TVM	[1]	138,000	34.79	TVM	[1]	120,000	33.90	TVM	[1]	141,000	35.41
ONE	[3]	80,000	20.12	ONE	[3]	63,000	17.90	ONE	[3]	75,000	18.69
Net	[4]	32,000	7.96	Net	[4]	36,000	10.09	Net	[4]	36,000	8.86
TSN Melita/GO	[5]	9,000	2.22	TSN Melita/GO	[7]	3,000	0.77	TSN-Melita	[9]	3,000	0.63
								TSN-GO	[5]	6,000	1.51
Xejk	[6]	4,000	1.00	Xejk	[6]	7,000	1.86	Xejk	[7]	4,000	0.81
TVM 2	[7]	4,000	0.87	TVM 2	[5]	8,000	2.07	TVM 2	[6]	5,000	1.20
F Living	[8]	3,000	0.60	F Living	[9]	3,000	0.57	F Living	[8]	3,000	0.74
GO Stars	[9]	2,000	0.50	GO Stars	[8]	3,000	0.69				
Melita More	[10]	2,000	0.40	Melita More	[10]	1,000	0.15	Melita More	[10]	1,000	0.24
Smash	[11]	2,000	0.36	Smash	[12]	1,000	0.06	Smash	[11]	1,000	0.22
iTV	[12]	2,000	0.33	iTV	[11]	1,000	0.12				
								Parliament TV	[12]	1,000	0.12
Foreign Station	[2]	122,000	30.87	Foreign Station	[2]	112,000	31.83	Foreign Stations	[2]	126,000	31.57
			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 292,000 persons (aged 12 years and over) follow television regularly – 65.16%.

Compared to previous data, there was a significant increase of 10.5% of viewers over the previous assessment period of July 2019 and an increase of 1.4% over a similar period last year (October 2018 – 63.7%).



### How many followed TV?

	Total N	Yes <sup>[1]</sup> N	No N	No Ans. N	Total %	Yes <sup>[1]</sup> %	No %	No Ans. %
Population								
[+12 years]	448,543	292,004	154,058	2,481	100.00	65.10	34.35	0.55
Gender								
Males	229,268	146,117	81,268	1,883	100.00	63.73	35.45	0.82
Females	219,275	145,886	72,790	599	100.00	66.53	33.20	0.27
	448,543	292,004	154,058	2,481				
Age group								
12-20	64,639	35,801	28,838	0	100.00	55.39	44.61	0.00
21-30	51,619	23,097	27,414	1,108	100.00	44.74	53.11	2.15
31-50	149,589	86,673	62,141	775	100.00	57.94	41.54	0.52
51-70	94,592	71,224	23,367	0	100.00	75.30	24.70	0.00
71+	88,104	75,208	12,297	599	100.00	85.36	13.96	0.68
	448,543	292,004	154,058	2,481				
South Harbour	75,718	56,320	19,017	381	100.00	74.38	25.12	0.50
North Harbour	146,627	94,385	50,359	1,883	100.00	64.37	34.35	1.28
South Eastern	64,889	37,157	27,732		100.00	57.26	42.74	
Western	56,105	32,407	23,481	218	100.00	57.76	41.85	0.39
Northern	74,606	50,902	23,704		100.00	68.23	31.77	
Gozo & Comino	30,598	20,832	9,766		100.00	68.08	31.92	
	448,543	292,004	154,058	2,481				

<sup>[1]</sup> 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].

## TV stations' audiences

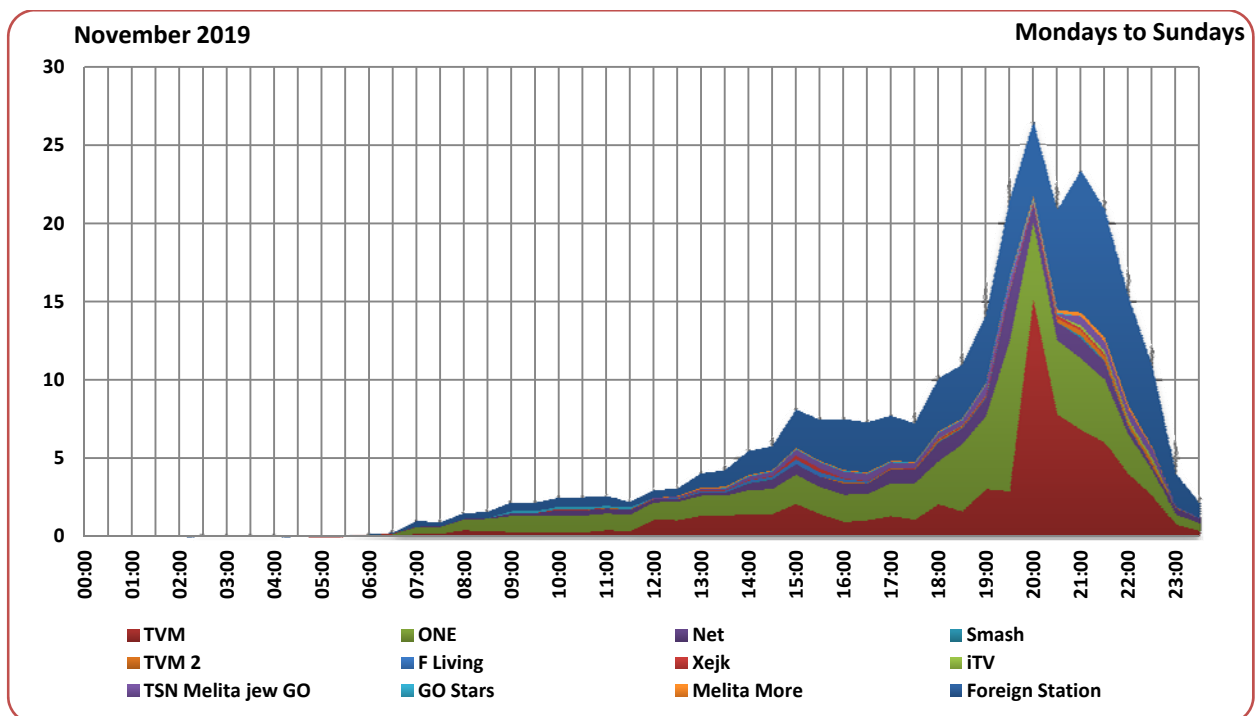
TV respondents were asked to indicate which television station they had followed the day before the interview and for how long. Each participant could name up to three stations and indicate three different time-periods for each station during which they had followed that particular station.

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

### *TV Audience Shares by Half-Hour Slots*

Audiences were not registered for all the half-hour slots. Audiences throughout the day started picking up slowly at 8:00am with 1.488% rising gradually to 2.960% by noon. Audiences then peaked up to 8.106% at 3:00pm and rose to 10.088% at 6:00pm. Audiences rose sharply from those at 7:00pm [14.107%] to 26.462% at 8:00pm where the average highest audiences were reached. Audiences were generally maintained but peaked to 23.341% by 9:00pm; falling to 15.307% at 10:00pm; and further to 4.018% at 11:00pm. Night-time viewing until 1:30am was minimal.

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



## Average Audiences

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

Taking the total average over a whole week [Monday to Sunday and *excluding* foreign stations], ONE attracted the largest average amount of viewers [2.217%] followed by TVM [2.205%] and Net TV [0.758%].

ONE had the highest average amongst all local stations Wednesdays [2.217%] followed by that of Saturdays [1.838%] and that of Mondays [1.457%].

TVM, on the other hand had the highest average amongst all local stations on the other four weekdays with its highest being that on Sundays [2.135%]; followed by that on Fridays [2.205%]; Thursdays [1.465%]; and Tuesdays [1.445%].

The highest average of Net TV was also on Fridays [0.758%].

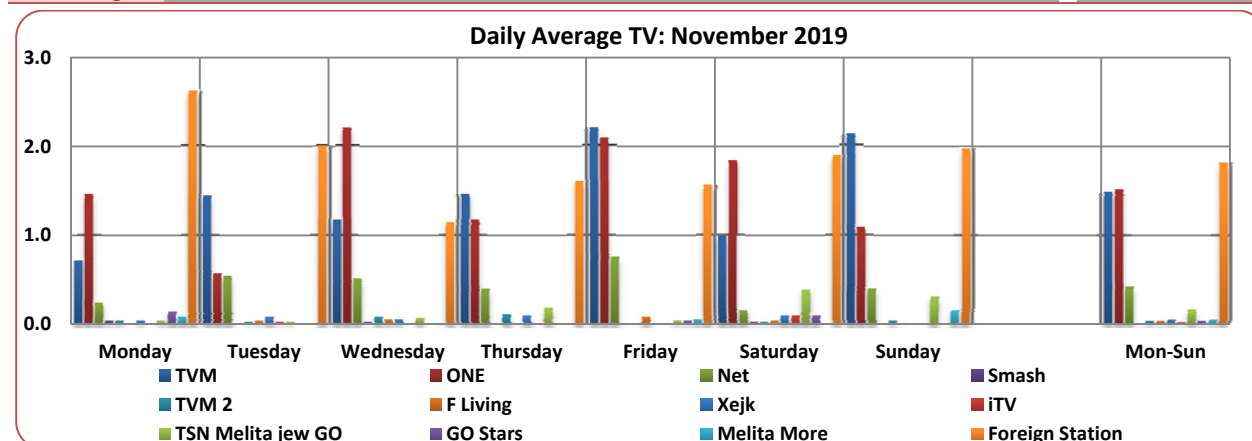
The highest overall total percentage - Monday to Sunday - was attained by ONE with the highest total average of 1.520%. The next highest average over the whole week was that of TVM [1.485%]; and that of Net TV [0.758%].

### 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	0.712	1.457	0.239	0.037	0.042	0.000	0.035		0.034	0.139	0.081	1.457	2.628
Tuesday	1.445	0.565	0.533		0.018	0.030	0.073	0.021	0.027			1.445	2.005
Wednesday	1.173	2.217	0.506	0.014	0.074	0.046	0.050		0.065		0.010	2.217	1.151
Thursday	1.465	1.169	0.393		0.113	0.006	0.088		0.172			1.465	1.602
Friday	2.205	2.091	0.758	0.006	0.005	0.079			0.038	0.038	0.051	2.205	1.559
Saturday	0.990	1.838	0.152	0.018	0.021	0.039	0.096	0.096	0.387	0.087		1.838	1.894
Sunday	2.135	1.087	0.392		0.041	0.008			0.307		0.148	2.135	1.978
Mon-Sun	1.485	1.520	0.427	0.010	0.042	0.032	0.047	0.019	0.158	0.038	0.043	1.520	1.822
Highest	2.205	2.217	0.758	0.037	0.113	0.079	0.096	0.096	0.387	0.139	0.148	---	2,628

### Average [N] TV Audiences by Weekday and By Station

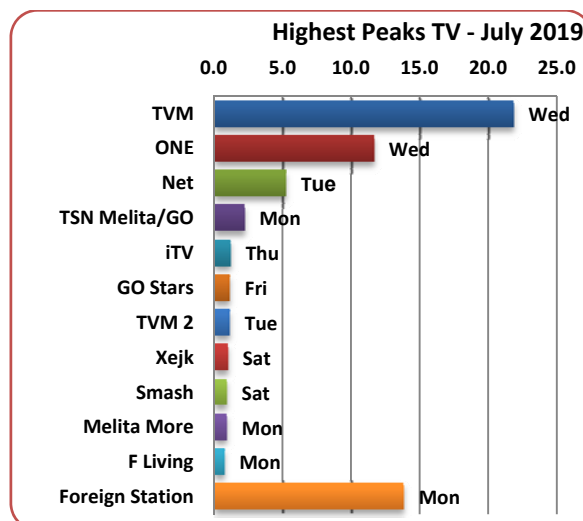
	TVM	ONE	NET TV	Smash	TVM 2	F Living	Xejk	iTV	TSN Melita/GO	GO Stars	Melita More	Highest	Foreign Stations
Monday	3,965	8,118	1,331	205	234		196		188	772	449	8,118	14,640
Tuesday	7,925	3,098	2,925		100	162	400	114	149			7,925	10,998
Wednesday	6,669	12,606	2,879	81	421	263	287		369		57	12,606	6,543
Thursday	8,507	6,791	2,283		657	32	510		1,001			8,507	9,302
Friday	13,418	12,724	4,611	39	31	484			234	232	307	13,418	9,487
Saturday	5,583	10,365	858	101	118	218	539	544	2,182	493		10,365	10,680
Sunday	11,797	6,007	2,168		225	45			1,696		816	11,797	10,932
Mon-Sun	8,451	8,648	2,431	59	240	180	267	107	902	217	247	8,648	10,368
Highest	13,418	12,724	4,611	205	657	484	539	544	2,182	772	816	---	14,640



### 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 Wednesdays [21.781%] followed by that on Fridays with 16.319% and Thursdays[16.276%]; while its lowest was that for Saturdays with 10.066%. ONE had its highest peak on Wednesdays with 11.591%, while the highest peak of Net TV was on Tuesdays with 5.191%.



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	13.854	7.393	3.510	0.883	0.404		0.359		0.814	1.108	0.865	13.854	13.760
Tuesday	14.045	10.131	5.191		0.436	0.354	0.943	0.250	0.436			14.045	7.677
Wednesday	21.781	11.591	3.074	0.342	0.795	0.503	0.404		0.778		0.241	21.781	9.157
Thursday	16.276	10.423	3.846		1.086	0.267	0.703		1.892			16.276	10.278
Friday	16.319	9.205	3.346	0.307	0.248	0.700			0.307	0.611	0.485	16.319	6.993
Saturday	10.066	8.558	1.313	0.286	0.262	0.310	0.810	1.158	2.153	0.323		10.066	9.164
Sunday	14.547	9.912	2.611		0.337	0.195			1.594		0.337	14.547	8.423
Highest	21.781	11.591	5.191	0.883	1.086	0.700	0.943	1.158	2.153	1.108	0.865	---	13.760

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	77,187	41,187	19,558	4,920	2,250		1,998		4,532	6,174	4,821	77,187	76,662
Tuesday	77,028	55,566	28,469		2,391	1,942	5,170	1,370	2,391			77,028	42,103
Wednesday	123,865	65,913	17,480	1,943	4,522	2,862	2,296		4,427		1,370	123,865	52,073
Thursday	94,532	60,535	22,340		6,309	1,552	4,082		10,991			94,532	59,696
Friday	99,328	56,029	20,368	1,870	1,511	4,263	0		1,870	3,718	2,951	99,328	42,563
Saturday	56,756	48,255	7,402	1,610	1,477	1,746	4,565	6,529	12,142	1,819		56,756	51,671
Sunday	80,381	54,772	14,428		1,864	1,079			8,808		1,864	80,381	46,542
Highest	123,865	65,913	28,469	4,920	6,309	4,263	5,170	6,529	12,142	6,174	4,821	---	76,662

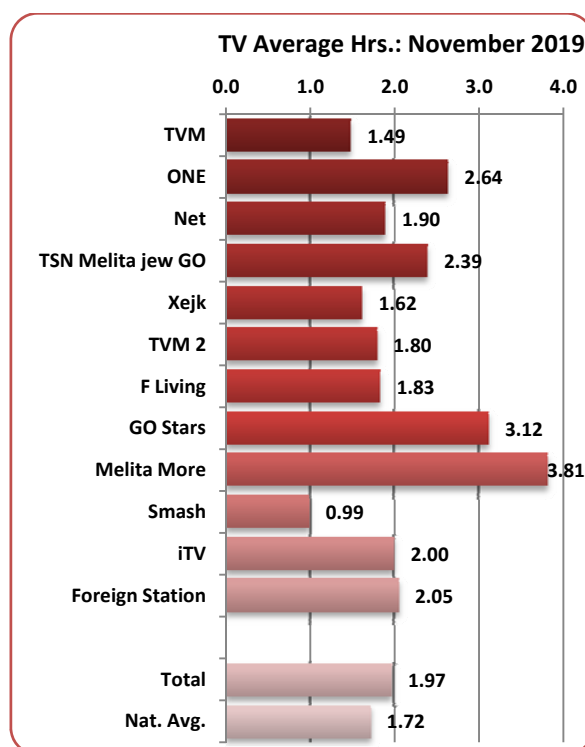
### Daily Average Hours of TV consumption

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 [34.79%] followed by ONE [20.12%], the time spent on average by both TVM and ONE viewers was at 1.49hrs and 2.64hrs respectively. Those following a foreign station spent an average of 2.05hrs.

On average the stations which managed to maintain their audiences for the longest time were Melita More [3.81hrs] and GO Stars [3.12hrs].

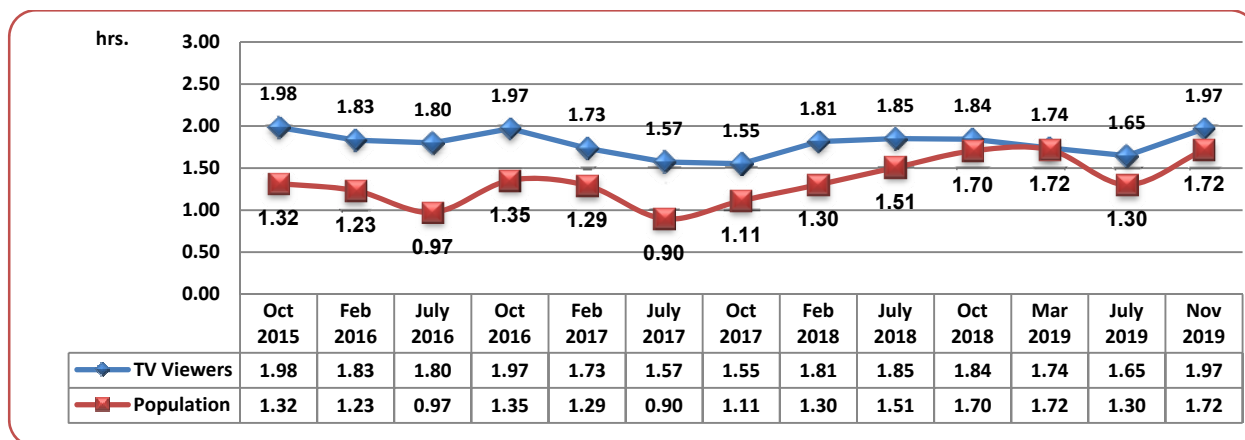


### Average Hours by Station and Audiences by Gender, by Age Group, and by district

	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
<b>TVM</b>	137,000	1.49	29.73	40.00	38.13	50.00	35.07	35.33	28.86	30.83	32.19	36.20	39.17	39.98	37.31
<b>ONE</b>	79,000	2.64	18.66	21.53	9.09	14.65	18.52	22.30	25.26	24.69	16.29	30.88	22.02	13.47	16.65
<b>Net</b>	31,000	1.90	7.93	7.77		3.50	6.16	11.36	10.27	4.96	9.00	6.76	10.89	7.77	7.64
<b>Smash</b>	2,000	0.99	0.60	0.13				0.29	1.10		0.67	0.53		0.48	
<b>TVM 2</b>	4,000	1.80	1.29	0.34			0.68	1.48	0.81	0.72	1.51	0.35	0.61		0.90
<b>F Living</b>	3,000	1.83	0.15	1.06			0.25	0.97	1.00	0.86	0.19	1.40	0.94	0.48	
<b>Xejk</b>	4,000	1.62	1.32	0.70			1.27	0.65	1.76	1.23	1.42	0.88	0.94	0.48	
<b>iTV</b>	2,000	2.00	0.56	0.09	2.73				0.17		0.86			0.29	
<b>TSN Melita/GO</b>	10,000	2.39	4.19	0.41	6.47	4.14	2.53	0.82	1.51	2.08	1.91	1.61	3.98	2.58	2.67
<b>GO Stars</b>	2,000	3.12	0.55	0.30	1.45		0.68		0.30		0.84				2.22
<b>Melita More</b>	2,000	3.81	0.70	0.09		1.75		0.16	0.89	0.61	0.48			0.76	
<b>Foreign Station</b>	122,000	2.05	34.30	27.57	42.13	25.97	34.85	26.64	28.06	34.03	34.64	21.39	21.43	33.70	32.61
			100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

The average number of hours over all TV viewers amounts to 1.97hrs per viewer. This was 19'12" minutes more than that registered at the previous assessment in July 2019 [1.65hrs] and 7'48" minutes higher than that of October 2018 [1.84hrs].

Over the whole of the population aged 12 years and over, average viewing was at 1.72hrs which was 25'12" higher than at the previous assessment of July 2019 [1.30hrs] and 12' higher than that October 2018 [1.70hrs].



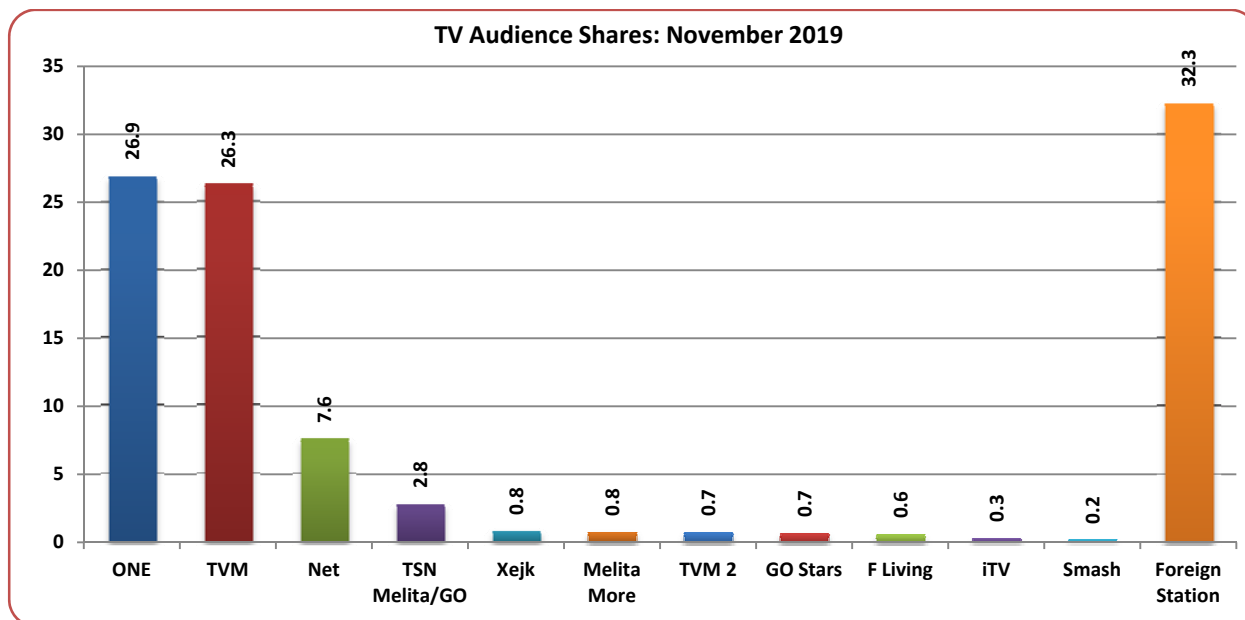
### TV Stations Audience Share

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

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

Excluding all those watching foreign stations [32.3%] ONE ranked first with 26.9%; followed by TVM with 26.3%; and Net TV with 7.6%.

TV viewers watching foreign stations did so for an average of 2.05 hrs while viewers watching ONE did so for an average of 2.64 hrs.



## Favourite TV Programme Genres

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

Out of all the responses Local & Foreign News were the most favourite programme genre [19.4%]; local Drama programmes ranked second [13.8%]; while Discussion & Current Affairs programmes ranked third [11.0%]. Documentary programmes ranked fourth [10.5%] followed by Cultural/ Educational programmes [8.8%]. The other categories named by respondents were as follows:

Sports	–	8.8%
Light Entertainment/Comedy/Games	–	7.6%
Music Videos	–	7.1%
Religious	–	6.0%
Teleshopping	–	3.2%
Children's	–	2.8%

The results for each programme genre were compared to population demographics [total population aged 12 and over = 448,543].

Analysed by gender, male preferences exceeded female preferences mostly for sports programmes [M:42.3%; F:14.6%] – a difference of 27.6%; followed by Documentaries [M:40.0%; F: 28.7%] – a difference of 11.4%. Preferences slightly differed between males and females for Cultural/Educational Programmes [M33.2%; F31.8% - ±1.4%] and Discussion & Current Affairs [M36.7%; F:36.3% - ±0.4%].

	Males	Females	±
News Local & Foreign	62.2	65.3	-3.1
Drama	33.9	57.1	-23.3
Discussion & Current Affairs	36.7	36.3	0.4
Documentaries	40.0	28.7	11.4
Cultural/Educational	33.2	31.8	1.4
Sport	42.3	14.6	27.6
Light Entertainment/ Comedy/Games	21.7	28.1	-6.4
Music Videos	22.0	24.8	-2.8
Religious	15.6	23.7	-8.1
Teleshopping	5.6	15.4	-9.8
Children's	8.2	10.0	-1.8
	321.5	335.9	-14.4

Female preferences exceed male preference for Drama by 23.3% [F:57.1%; M:33.9%]; Teleshopping by

9.8% [F:15.4%; M: 5.6%]; Religious programmes by 8.1% [F:23.7%; M:16.6%]; and Light Entertainment by 6.4% [F:28.1%; M: 21.7%]. Preferences slightly differed between females and males for Local & Foreign News [F65.3%; M62.2% - ±3.1%]; Music Videos [F24.8% ;M22.0% - ±2.8%]; and Children's Programmes [F10.0%; M8.2% - ±1.8%].

Analysed by age-groups, Local & Foreign News were the most preferred by all those over 21 years old with the highest being amongst 71+ year olds [86.4%]; while Drama programmes were the second most preferred by all those under 70 years old. 71+ year olds preferred Discussion & Current Affairs programmes [74.7%] more than Drama [52.5%].

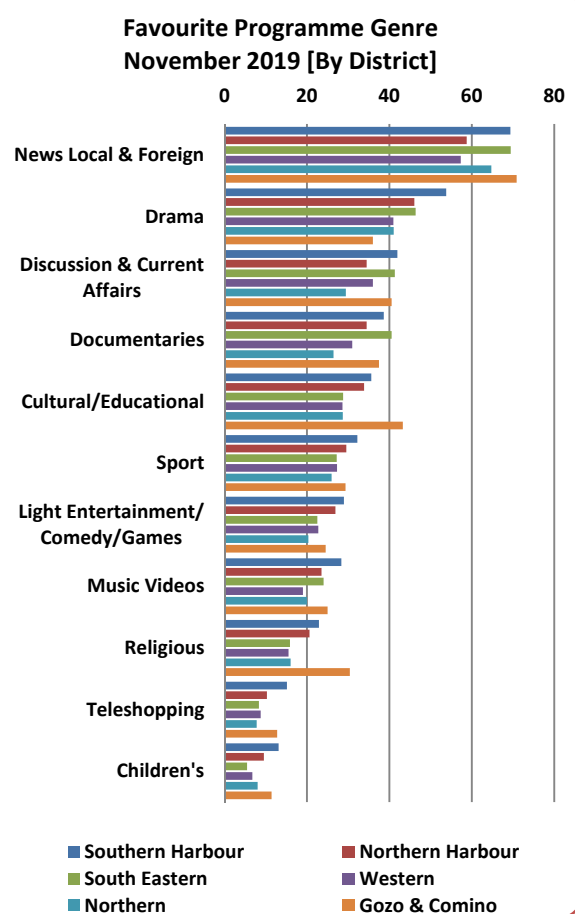
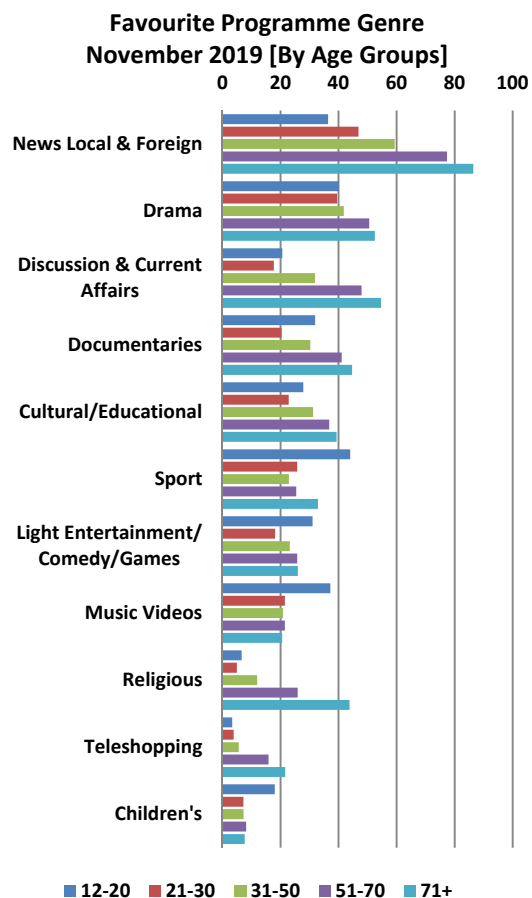
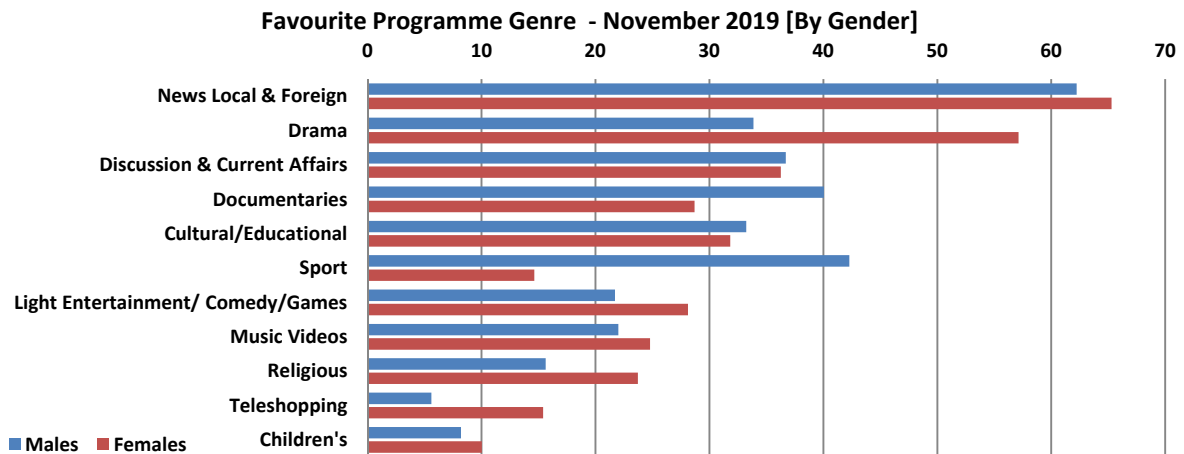
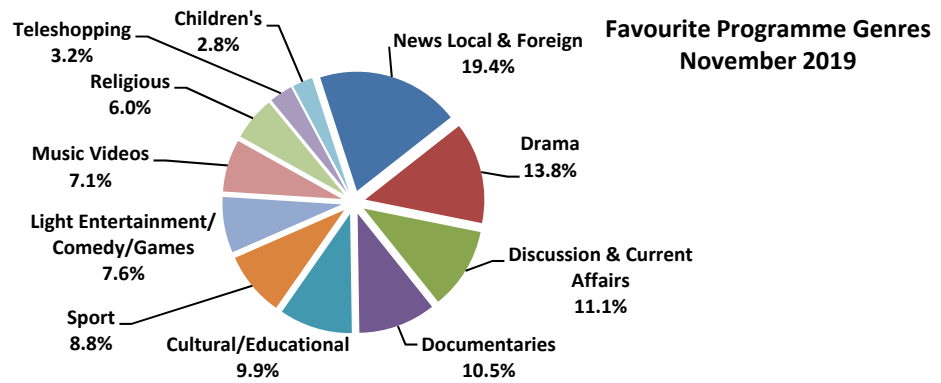
The preference for News increase with age from 46.9% for 21-30 year olds to 86.4% of all 71+ year olds. The preference for drama increased from 40.1% for 12-20 year olds to 52.5% for all 71+ year olds – although the preference of 21-30 year olds was the lowest at 39.5% for the programme genre.

Discussion & Current Affairs programmes were the third most preferred programme genre for all those over 30 years old to 70 years olds; Documentaries were the fourth most preferred for all those over 50 years old.

For all 12-20 year olds, the most preferred genre was Sports [44.0%] followed Drama [40.1%]; Local & Foreign News [36.4%]; and Music Videos [37.2%].

For all 21-30 year olds, the third most preferred were Sport programmes [25.4%] followed by Cultural/ Educational programmes [22.8%].

Analysed by districts, overall the same ranking in preferences prevail with regards to Local & Foreign News and Discussion & Current Affairs programmes holding first and third preference in all the districts. In Gozo & Comino the second preferred content was for Cultural/Educational programmes [43.3%] rather than Drama [36.0%] which ranked fifth for that district; while in the Northern District Cultural/ Educational programmes [28.7%] exceeded Documentaries [26.5%] for the fourth ranking.



## 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	285,838	[1]	142,675	143,163	23,515	24,198	88,784	73,201	76,141	52,504	86,153	45,040	32,155	48,301	21,685
Drama	202,911	[2]	77,640	125,271	25,901	20,389	62,564	47,816	46,240	40,709	67,516	30,072	22,975	30,628	11,011
Discussion & Current Affairs	163,667	[3]	84,154	79,513	13,335	9,132	47,688	45,345	48,166	31,751	50,538	26,817	20,195	21,964	12,402
Documentaries	154,702	[4]	91,798	62,905	20,654	10,506	45,333	38,851	39,359	29,258	50,554	26,293	17,392	19,737	11,468
Cultural/Educational	145,960	[5]	76,176	69,784	18,011	11,795	46,720	34,799	34,635	26,944	49,655	18,664	16,047	21,412	13,238
Sport	129,019	[6]	96,923	32,096	28,434	13,290	34,231	24,064	29,001	24,398	43,295	17,654	15,305	19,382	8,985
Light Entertainment/ Comedy/Games	111,429	[7]	49,773	61,656	20,069	9,368	34,738	24,371	22,883	21,925	39,455	14,608	12,768	15,172	7,502
Music Videos	104,789	[8]	50,441	54,348	24,021	11,117	31,166	20,349	18,136	21,454	34,479	15,603	10,684	14,918	7,652
Religious	87,848	[9]	35,836	52,012	4,265	2,550	17,906	24,534	38,593	17,347	30,204	10,310	8,717	11,963	9,306
Teleshopping	46,619	[10]	12,842	33,777	2,164	1,981	8,386	15,044	19,044	11,475	15,109	5,407	4,914	5,808	3,906
Children's	40,762	[11]	18,791	21,970	11,672	3,718	10,892	7,702	6,778	9,934	13,980	3,561	3,790	5,999	3,498
<b>Total Responses [n]</b>	<b>1,473,544</b>		<b>737,049</b>	<b>736,495</b>	<b>192,041</b>	<b>118,043</b>	<b>428,409</b>	<b>356,075</b>	<b>378,976</b>	<b>287,698</b>	<b>480,937</b>	<b>214,028</b>	<b>164,942</b>	<b>215,284</b>	<b>110,654</b>
	%		%	%	%	%	%	%	%	%	%	%	%	%	%
News Local & Foreign	19.4	[1]	19.4	19.4	12.2	20.5	20.7	20.6	20.1	18.2	17.9	21.0	19.5	22.4	19.6
Drama	13.8	[2]	10.5	17.0	13.5	17.3	14.6	13.4	12.2	14.1	14.0	14.1	13.9	14.2	10.0
Discussion & Current Affairs	11.1	[3]	11.4	10.8	6.9	7.7	11.1	12.7	12.7	11.0	10.5	12.5	12.2	10.2	11.2
Documentaries	10.5	[4]	12.5	8.5	10.8	8.9	10.6	10.9	10.4	10.2	10.5	12.3	10.5	9.2	10.4
Cultural/Educational	9.9	[5]	10.3	9.5	9.4	10.0	10.9	9.8	9.1	9.4	10.3	8.7	9.7	9.9	12.0
Sport	8.8	[6]	13.2	4.4	14.8	11.3	8.0	6.8	7.7	8.5	9.0	8.2	9.3	9.0	8.1
Light Entertainment/ Comedy/Games	7.6	[7]	6.8	8.4	10.5	7.9	8.1	6.8	6.0	7.6	8.2	6.8	7.7	7.0	6.8
Music Videos	7.1	[8]	6.8	7.4	12.5	9.4	7.3	5.7	4.8	7.5	7.2	7.3	6.5	6.9	6.9
Religious	6.0	[9]	4.9	7.1	2.2	2.2	4.2	6.9	10.2	6.0	6.3	4.8	5.3	5.6	8.4
Teleshopping	3.2	[10]	1.7	4.6	1.1	1.7	2.0	4.2	5.0	4.0	3.1	2.5	3.0	2.7	3.5
Children's	2.8	[11]	2.5	3.0	6.1	3.1	2.5	2.2	1.8	3.5	2.9	1.7	2.3	2.8	3.2
<b>% of Total Responses</b>	<b>100%</b>		<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

	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
<b>Total Population [N]</b>	<b>442,187</b>		<b>225,513</b>	<b>216,674</b>	<b>70,133</b>	<b>44,097</b>	<b>148,348</b>	<b>85,261</b>	<b>94,349</b>	<b>74,635</b>	<b>144,540</b>	<b>63,968</b>	<b>55,314</b>	<b>73,553</b>	<b>30,177</b>
	%		%	%	%	%	%	%	%	%	%	%	%	%	%
News Local & Foreign	63.7	[1]	62.2	65.3	36.4	46.9	59.4	77.4	86.4	69.3	58.8	69.4	57.3	64.7	70.9
Drama	45.2	[2]	33.9	57.1	40.1	39.5	41.8	50.6	52.5	53.8	46.0	46.3	40.9	41.1	36.0
Discussion & Current Affairs	36.5	[3]	36.7	36.3	20.6	17.7	31.9	47.9	54.7	41.9	34.5	41.3	36.0	29.4	40.5
Documentaries	34.5	[4]	40.0	28.7	32.0	20.4	30.3	41.1	44.7	38.6	34.5	40.5	31.0	26.5	37.5
Cultural/Educational	32.5	[5]	33.2	31.8	27.9	22.8	31.2	36.8	39.3	35.6	33.9	28.8	28.6	28.7	43.3
Sport	28.8	[6]	42.3	14.6	44.0	25.7	22.9	25.4	32.9	32.2	29.5	27.2	27.3	26.0	29.4
Light Entertainment/ Comedy/Games	24.8	[7]	21.7	28.1	31.0	18.1	23.2	25.8	26.0	29.0	26.9	22.5	22.8	20.3	24.5
Music Videos	23.4	[8]	22.0	24.8	37.2	21.5	20.8	21.5	20.6	28.3	23.5	24.0	19.0	20.0	25.0
Religious	19.6	[9]	15.6	23.7	6.6	4.9	12.0	25.9	43.8	22.9	20.6	15.9	15.5	16.0	30.4
Teleshopping	10.4	[10]	5.6	15.4	3.3	3.8	5.6	15.9	21.6	15.2	10.3	8.3	8.8	7.8	12.8
Children's	9.1	[11]	8.2	10.0	18.1	7.2	7.3	8.1	7.7	13.1	9.5	5.5	6.8	8.0	11.4
<b>% of Total Population</b>	<b>328.5</b>		<b>321.5</b>	<b>335.9</b>	<b>297.1</b>	<b>228.7</b>	<b>286.4</b>	<b>376.4</b>	<b>430.1</b>	<b>380.0</b>	<b>328.0</b>	<b>329.8</b>	<b>294.0</b>	<b>288.6</b>	<b>361.6</b>

# 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, 61 listeners named a second station while another 4 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]	50,000	20.78	19.29	22.50	76.33	39.12	24.84	4.09	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		2.19	9.34	22.27	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	7.22	19.37	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	20.92	0.53		9.94	15.90	7.03	21.55	9.16	4.08
Calypso Radio	[5]	25,000	10.27	10.66	9.82			8.18	21.36	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	3.68	10.23	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		1.79	7.06	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	6.41	0.82		4.05	2.70	4.36	3.27	2.77	
Magic	[9]	8,000	3.10	1.47	4.99	2.69	3.95	5.47	1.58	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		4.60	1.75		3.75	1.05	5.53	2.75	2.19	
103FM	[12]	6,000	2.32	2.06	2.63			1.13	3.79	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			2.36	1.09		0.73	1.05	0.47		3.09	
Campus FM	[14]	2,000	0.66	0.85	0.43			0.92	0.38	1.17		1.81		0.68		
Community Station	[15]	2,000	0.51		1.09				0.83	1.51						11.54
Bay Easy (Digital Radio)	[16]	1,000	0.22		0.48		1.99								1.17	
Foreign Station	[10]	7,000	2.84	4.27	1.19		1.38	3.15	4.88	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%

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

Only three stations were followed by respondents from all the demographic groups – 89.7Bay, Radju Malta, and Magic.

89.7 Bay has attracted the largest amount of radio listeners [20.78%] with ≈50,000 listeners. This station was followed by ONE Radio with 16.38% of all listeners [≈39,000]; Radju Malta [12.84%; ≈31,000]; and Vibe FM with 12.48% [≈30,000].

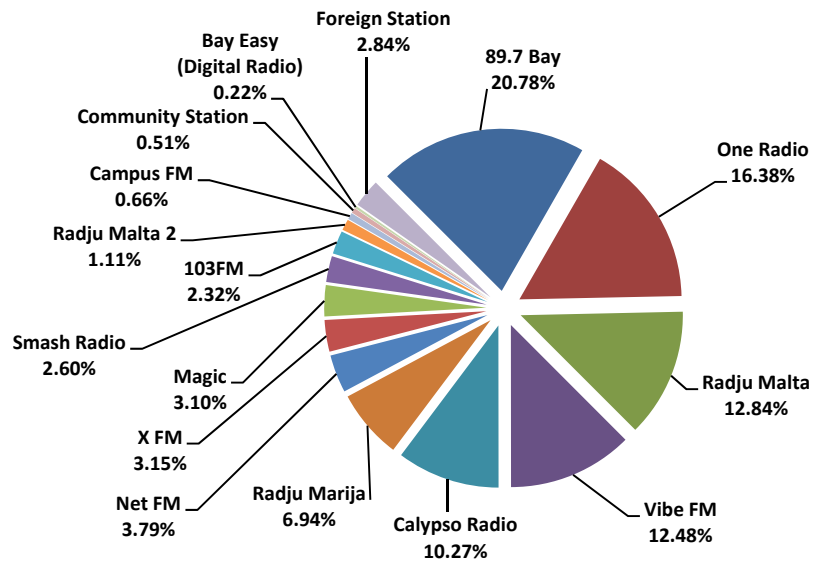
89.7 Bay was the most followed station by all those under fifty years old – with 76.3% of 12-20 year olds; 39.1% of all 21-30 year olds; and 24.8% of all 31-50 year olds following this station.

ONE Radio was the most followed station by all those over fifty years old – with 22.3% of all 51-70 year olds and 36.4% of all 71+ year olds following this station.

The highest group that followed Radju Malta were 71+ year olds [21.9%] followed by 51-70 year olds [19.4%]. On the other hand, the highest group following Vibe FM were 21-30 year olds [35.8%] followed by 31-50 year olds [20.9%].

The first six stations by ranking were followed in all the districts together with Magic which ranked 9<sup>th</sup> with 3.1%.

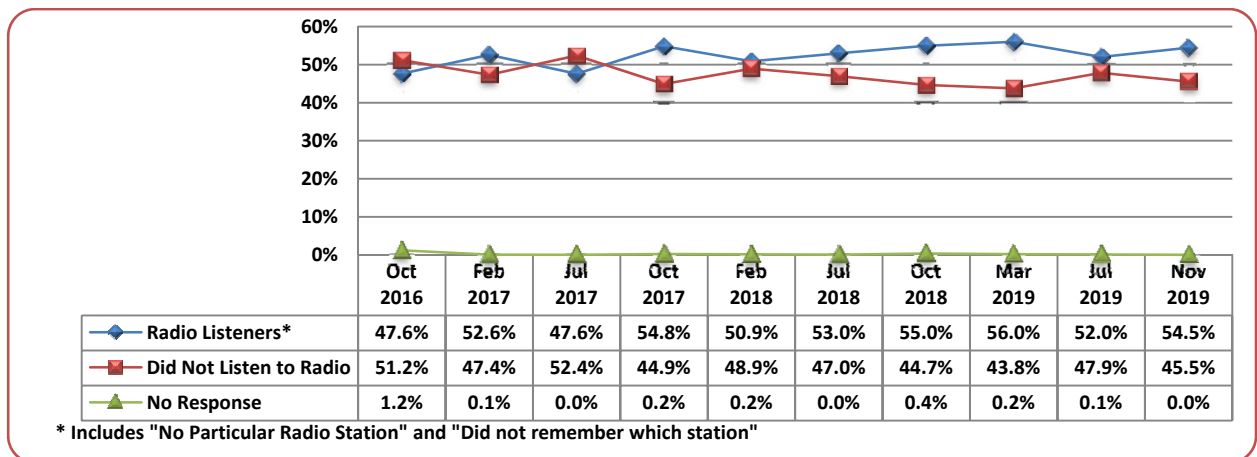
**Audience Reach by Station - November 2019**  
[irrespective of time spent]



## Amount of Radio listeners

Respondents were asked which radio station/s they had listened to the day before the interview. Irrespective of the amount of time which each respondent had spent listening to any particular radio station as well as irrespective of the number of radio stations they had followed the day before the interview, 244,200 persons (aged 12 years and over) listen to radio regularly. This is just above half the population – 54.5%.

Compared to previous data, there was an increase of 2.5% of radio listeners over the previous assessment period of July 2019 and a decrease of 0.5% over that of a similar period last year (October 2018).



### How many listened to radio?

	Total N	Yes <sup>[1]</sup> N	No N	No Ans. N	Total %	Yes %	No %	No Ans. %
Population								
[+12 years]	448,543	244,283	204,260	-	100	54.46	45.54	-
Gender								
Males	229,268	131,878	97,390	-	100	57.52	42.48	-
Females	219,275	112,405	106,870	-	100	51.26	48.74	-
	448,543	244,283	204,260					
Age group								
12-20	64,639	22,008	42,631	-	100	34.05	65.95	-
21-30	51,619	26,709	24,910	-	100	51.74	48.26	-
31-50	149,589	88,266	61,324	-	100	59.01	40.99	-
51-70	94,592	56,807	37,784	-	100	60.06	39.94	-
71+	88,104	50,493	37,610	-	100	57.31	42.69	-
	448,543	244,283	204,260					
South Harbour	75,718	39,103	36,615	-	100	51.64	48.36	-
North Harbour	146,627	80,384	66,243	-	100	54.82	45.18	-
South Eastern	64,889	36,464	28,425	-	100	56.19	43.81	-
Western	56,105	34,492	21,613	-	100	61.48	38.52	-
Northern	74,606	42,229	32,377	-	100	56.60	43.40	-
Gozo & Comino	30,598	11,612	18,986	-	100	37.95	62.05	-
	448,543	244,283	204,260					

<sup>[1]</sup> Includes those who "did not remember which station they followed" [1.2%; ≈ 5,200] and those who "did not follow any particular radio station" [5.5%; ≈ 24,800].

## Radio stations followed

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

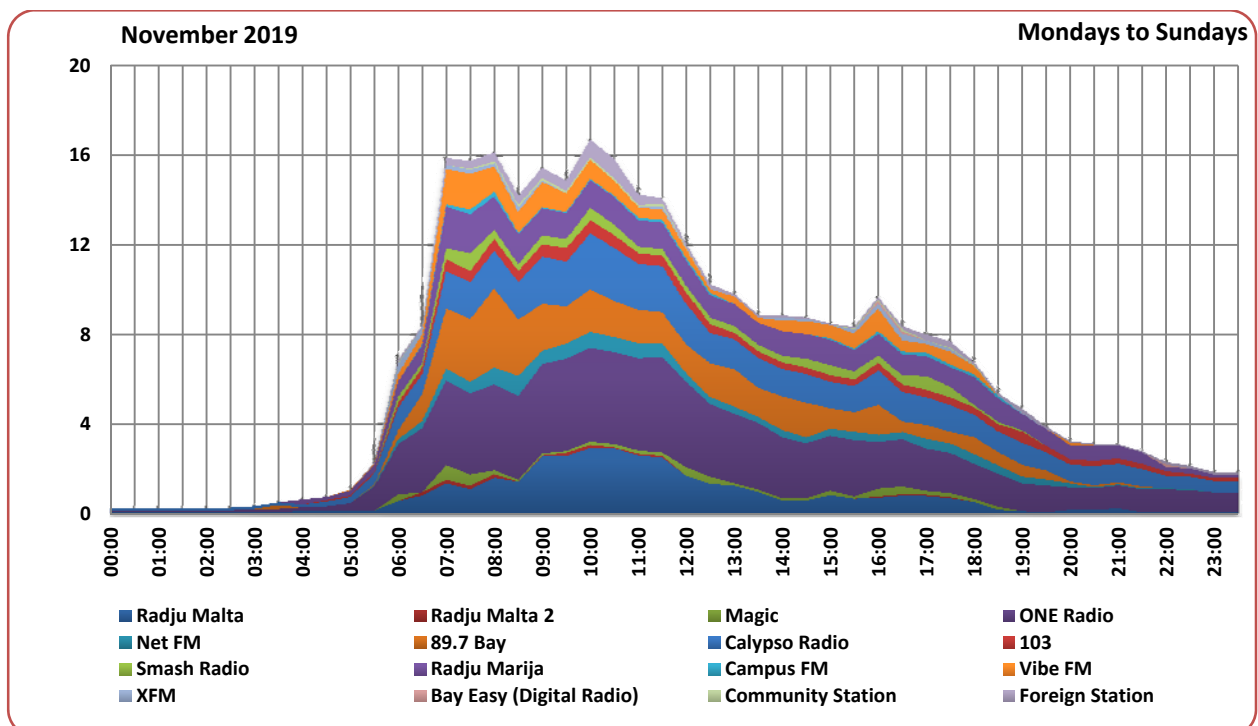
The focus of this section is not only on how many listeners each station could attract, but also for how long each station was able to maintain their audiences. Thus, the basis of the analysis are the audiences for each station multiplied by the number of half-hour slots during which they were following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

### *Radio Audience Shares by Half-hour Slots*

Audiences were registered for *all* the half-hour slots. Before 4:00am audiences were minimal with an average of 0.631% per half hour slot.

Audiences increased from 6.874% at 6:00am to 15.893% at 7:00am; peaking again at 8:00am at 16.145% and again at 10:00am with 16.715% of potential listeners. This level of radio listening was maintained till 11:00am [14.265%]. Audiences rapidly decreased to 9.810% at 1:00pm and gradually decreasing thereafter while slightly peaking to 9.679% at 4:00pm. Audiences gradually decreased to 4.683% at 7:00pm to 3.098% at 9:00pm. Night-time radio audiences after 10:30pm were less than 2.0% of the total population.

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



## Average Audiences

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

Overall from Monday to Sunday ONE Radio attained the highest total average amongst all stations [1.915%]; followed by Calypso Radio [1.016%]; 89.7 Bay [0.827%]; Radju Malta [0.758%]; and Radju Marija [0.728%].

ONE Radio had the highest average amongst all stations for all the weekdays with its highest on Thursdays [2.709%] followed by that on Mondays [2.566%].

Calypso Radio had its highest average on Wednesdays [1.661%] while 89.7 Bay had its highest average on Saturdays [1.335%]. Radju Malta also had its highest average on Wednesdays [1.284%] while Radju Marija had its highest average on Fridays [1.046%].

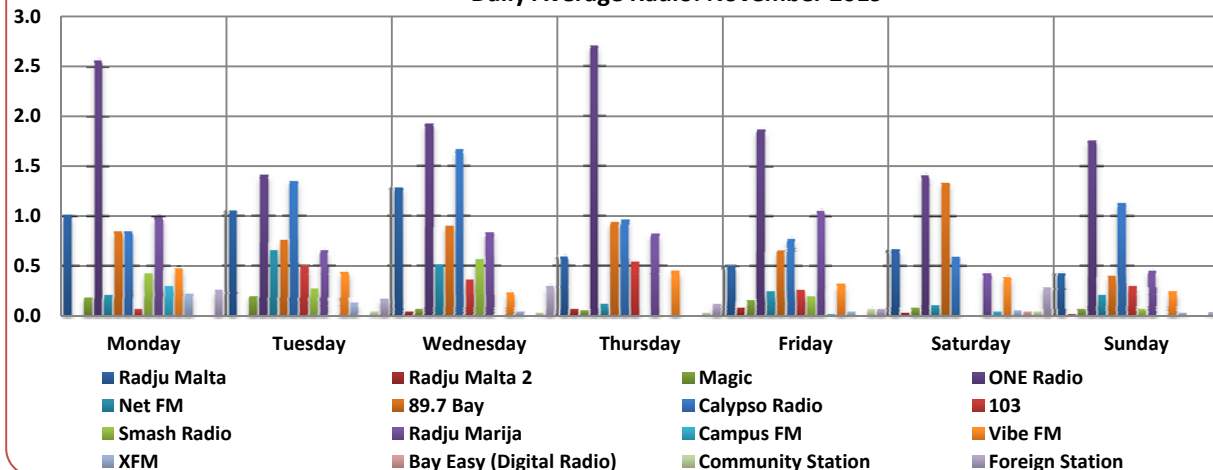
**Percentage [%] Average Radio Audiences by Weekday and By Station**

	Radju Malta	Radju Malta 2	Magic Malta	ONE Radio	Net FM	89.7 Bay	Calypso Radio	103	Smash Radio	Radju Marija	Campus FM	Vibe FM	X FM	Bay Easy (Digital Radio)	Community	Foreign	Highest
Monday	1.005		0.182	<b>2.566</b>	0.198	0.840	0.844	0.067	0.416	0.988	<b>0.296</b>	<b>0.472</b>	<b>0.218</b>			0.250	<b>2.566</b>
Tuesday	1.054		<b>0.194</b>	<b>1.403</b>	<b>0.653</b>	0.748	1.348	0.498	0.263	0.654		0.434	0.119		0.034	0.158	<b>1.403</b>
Wednesday	<b>1.284</b>	0.036	0.063	<b>1.926</b>	0.513	0.899	<b>1.661</b>	0.353	<b>0.562</b>	0.828		0.226	0.042		0.024	<b>0.294</b>	<b>1.926</b>
Thursday	0.585	0.055	0.044	<b>2.709</b>	0.108	0.928	0.954	<b>0.537</b>		0.820		0.443			0.026	0.110	<b>2.709</b>
Friday	0.493	<b>0.071</b>	0.152	<b>1.873</b>	0.237	0.651	0.766	0.258	0.193	<b>1.046</b>	0.012	0.313	0.029		<b>0.059</b>	<b>0.063</b>	<b>1.873</b>
Saturday	0.661	0.026	0.072	<b>1.410</b>	0.096	<b>1.335</b>	0.582			0.419	0.041	0.384	0.043	<b>0.042</b>	0.038	0.283	<b>1.410</b>
Sunday	0.418	0.010	0.062	<b>1.759</b>	0.197	0.394	1.120	0.290	0.066	0.446		0.236	0.020			0.030	<b>1.759</b>
Mon-Sun	0.758	0.029	0.108	<b>1.915</b>	0.274	0.827	1.016	0.273	0.200	0.728	0.046	0.353	0.063	0.007	0.026	0.166	<b>1.915</b>
Highest	<b>1.284</b>	<b>0.071</b>	<b>0.194</b>	<b>2.709</b>	<b>0.653</b>	<b>1.335</b>	<b>1.661</b>	<b>0.537</b>	<b>0.562</b>	<b>1.046</b>	<b>0.296</b>	<b>0.472</b>	<b>0.218</b>	<b>0.042</b>	<b>0.059</b>	<b>0.294</b>	---

**Average [N] Radio Audiences by Weekday and By Station**

	Radju Malta	Radju Malta 2	Magic Malta	ONE Radio	Net FM	89.7 Bay	Calypso Radio	103	Smash Radio	Radju Marija	Campus FM	Vibe FM	X FM	Bay Easy (Digital Radio)	Community	Foreign	Total
Monday	4,770		865	<b>12,184</b>	942	3,986	4,007	320	1,976	4,691	<b>1,406</b>	<b>2,239</b>	<b>1,033</b>			1,187	<b>12,184</b>
Tuesday	4,841		<b>893</b>	<b>6,445</b>	<b>3,000</b>	3,438	6,195	2,286	1,206	3,004		1,992	548		155	725	<b>6,445</b>
Wednesday	<b>6,081</b>	171	296	<b>9,124</b>	2,431	4,257	<b>7,864</b>	1,671	<b>2,660</b>	3,920		1,072	197		116	<b>1,392</b>	<b>9,124</b>
Thursday	2,769	263	210	<b>12,834</b>	514	4,394	4,517	<b>2,542</b>		3,885		2,098			122	519	<b>12,834</b>
Friday	2,348	<b>336</b>	726	<b>8,922</b>	1,128	3,102	3,648	1,229	918	<b>4,983</b>	57	1,493	139		<b>283</b>	299	<b>8,922</b>
Saturday	3,097	122	338	<b>6,610</b>	452	<b>6,261</b>	2,727			1,966	190	1,803	203	<b>195</b>	176	1,327	<b>6,610</b>
Sunday	1,961	45	289	<b>8,254</b>	923	1,847	5,255	1,361	307	2,093		1,107	95			138	<b>8,254</b>
Mon-Sun	3,570	136	508	<b>9,015</b>	1,290	3,892	4,782	1,283	943	3,429	218	1,660	298	33	125	781	<b>9,015</b>
Highest	<b>6,081</b>	<b>336</b>	<b>893</b>	<b>12,834</b>	<b>3,000</b>	<b>6,261</b>	<b>7,864</b>	<b>2,542</b>	<b>2,660</b>	<b>4,983</b>	<b>1,406</b>	<b>2,239</b>	<b>1,033</b>	<b>195</b>	<b>283</b>	<b>1,392</b>	---

**Daily Average Radio: November 2019**



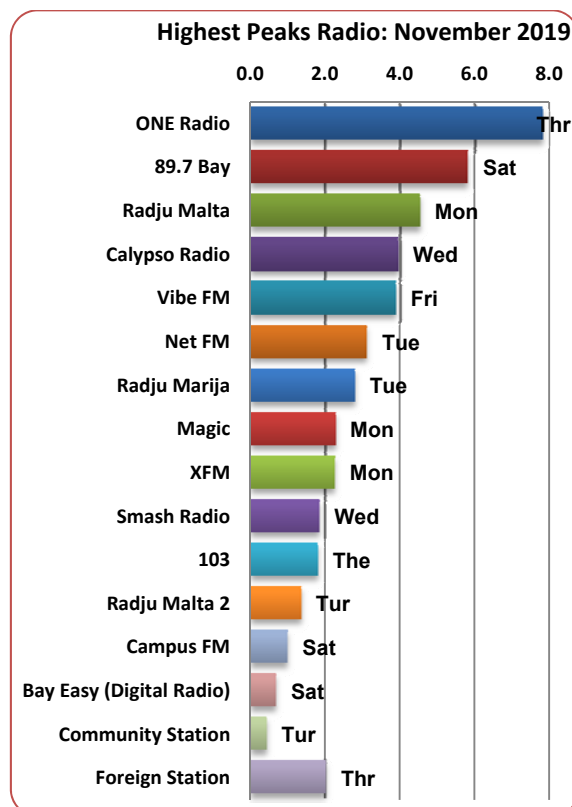
## Peak Audiences

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

Taking the highest peak for each station, ONE Radio had the highest peak amongst all stations on four weekdays – Mondays: 6.388%; Wednesdays: 5.119%; Thursdays: 7.801%; and Sundays: 5.304%. That of Thursdays was the highest peak amongst all stations for the whole week.

Similarly 89.7 Bay; it had the highest peak of all stations on two week days: Fridays [4.919%]; and Saturdays [5.806%] with its highest on Saturdays.

Radju Malta had the highest peak of all stations on Tuesdays with 3.794% while its highest peak was that on Mondays with 4.510%.



**Percentage [%] Highest Peaks by Radio Station by Weekday**

%	Radju Malta	Radju Malta 2	Magic Malta	ONE Radio	Net FM	89.7 Bay	Calypso Radio	103	Smash Radio	Radju Marija	Campus FM	Vibe FM	X FM	Bay Easy (Digital Radio)	Community	Foreign	Highest
Mon	4.510		2.249	6.388	0.939	2.899	2.412	0.939	1.586	2.018	0.939	2.601	2.241			1.643	6.388
Tue	3.794		0.887	2.845	3.102	3.577	3.001	1.782	1.546	2.771		2.701	1.493		0.404	0.521	3.794
Wed	4.323	0.289	1.000	5.119	1.594	4.077	3.933	0.934	1.826	2.221		1.813	0.600		0.392	0.462	5.119
Thu	2.294	1.332	0.910	7.801	0.531	5.209	3.401	1.222		2.523		3.213			0.412	2.003	7.801
Fri	2.789	0.965	1.098	4.784	1.034	4.919	3.014	0.873	1.813	2.550	0.288	3.870	0.702		0.317	0.772	4.919
Sat	2.734	0.623	1.006	3.867	0.892	5.806	1.934		1.986	0.974	2.840	1.041	0.666	0.301	1.734		5.806
Sun	1.857	0.230	0.522	5.304	0.643	1.662	2.672	1.100	0.713	1.617		1.500	0.977			0.472	5.304
Highest	4.510	1.332	2.249	7.801	3.102	5.806	3.933	1.782	1.826	2.771	0.974	3.870	2.241	0.666	0.412	2.003	---

**Highest Peaks [N] by Radio Station by Weekday**

[N]	Radju Malta	Radju Malta 2	Magic Malta	ONE Radio	Net FM	89.7 Bay	Calypso Radio	103	Smash Radio	Radju Marija	Campus FM	Vibe FM	X FM	Bay Easy (Digital Radio)	Community	Foreign	Highest
Mon	21,408		10,677	30,326	4,457	13,762	11,451	4,460	7,530	9,581	4,457	12,349	10,637			7,802	30,326
Tue	17,428		4,077	13,071	14,252	16,431	13,787	8,186	7,105	12,730		12,409	6,861		1,855	2,391	17,428
Wed	20,476	1,370	4,738	24,242	7,550	19,308	18,626	4,426	8,650	10,520		8,587	2,843		1,856	2,187	24,242
Thu	10,865	6,309	4,313	36,950	2,513	24,671	16,107	5,789		11,953		15,221			1,950	9,487	36,950
Fri	13,285	4,597	5,227	22,785	4,924	23,427	14,354	4,158	8,634	12,143	1,373	18,432	3,342		1,511	3,677	23,427
Sat	12,819	2,922	4,715	18,131	4,183	27,222	9,066		9,312	4,565	13,314	4,881	3,121	1,411	8,129		27,222
Sun	8,711	1,079	2,447	24,881	3,016	7,797	12,533	5,163	3,347	7,585		7,036	4,584			2,216	24,881
Highest	21,408	6,309	10,677	36,950	14,252	27,222	18,626	8,186	8,650	12,730	4,565	18,432	10,637	3,121	1,950	9,487	---

### 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.

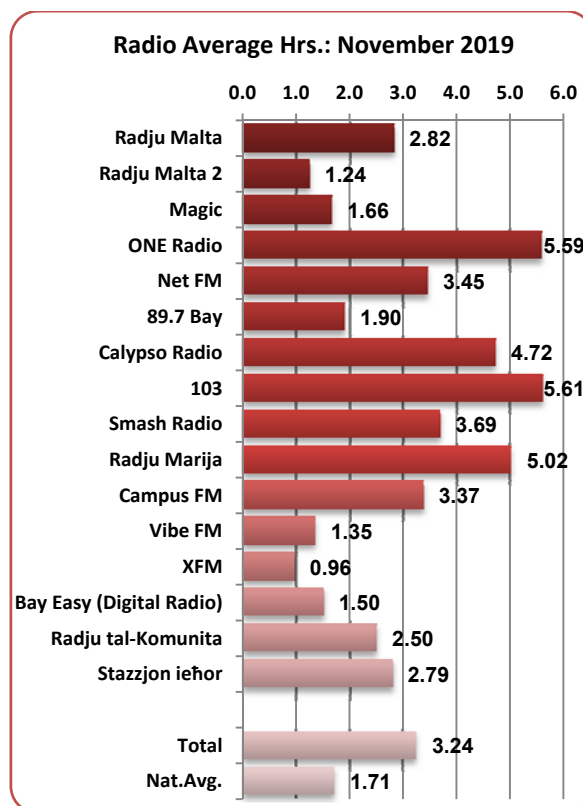
This average is susceptible to outliers especially where broadcasting stations have registered a small amount of listeners who logged on to that particular station for long time-spans. However, considering also the demographical nature of radio listeners for each particular station, the average amount 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 [20.78%] and was the most followed station by all those under fifty years old – 76.3% of all the 12-20 year olds; 39.1% of all 21-30 year olds, 24.8% of all 31-50 year olds. Their total average hours of radio listening worked out at 1.90hrs per listener.

On the other hand, ONE Radio attracted the second highest amount of listeners [16.38%] who, on average, have spent 5.59 hrs listening to this station. This station attracted 22.3% of all 51-70 year olds; and 36.4% of all 70+ listeners.

The radio listeners who have spent most time listening to their favourite radio station were those of ONE Radio [5.59 hrs] followed by those of 103 [5.61 hrs]; Radju Marija [5.02hrs]; Calypso Radio [4.72hrs];

Smash Radio [3.69hrs]; Net FM [3.45 hrs]; and Campus FM [3.37 hrs]. Hours spent listening to the other stations was less than the overall average – the least being XFM with 0.96 hrs.



### Audiences by Gender, by Age Group, and by district

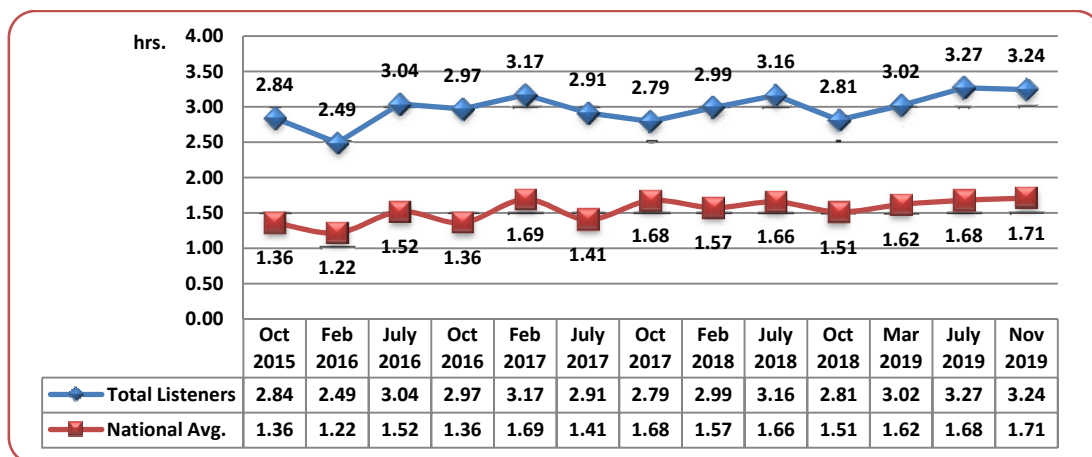
	Total N [Rounded Up]	Avg. Hrs	Gender %		Age Group %					District %						
			Males	Females	12-20	21-30	31-50	51-70	71+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino	
Bay Radio	50,000	1.90	19.29	22.50	76.33	39.12	24.84	4.09	0.65	13.61	23.67	22.07	18.76	21.23	25.83	
ONE Radio	39,000	5.59	18.21	14.26		2.19	9.34	22.27	36.41	25.33	12.81	22.34	10.87	14.30	13.45	
Radju Malta	31,000	2.82	13.92	11.60	1.86	8.34	7.22	19.37	21.96	14.72	14.56	12.00	14.48	10.47	2.31	
Vibe FM	30,000	1.35	13.74	11.03	10.17	35.78	20.92	0.53		9.94	15.90	7.03	21.55	9.16	4.08	
Calypso Radio	25,000	4.72	10.66	9.82			8.18	21.36	10.50	12.21	9.01	11.78	11.48	8.51	10.69	
Radju Marija	17,000	5.02	4.77	9.44		1.38	3.68	10.23	14.68	7.49	6.43	4.79	4.99	9.29	11.99	
Net FM	9,000	3.45	2.53	5.25	2.69		1.79	7.06	5.94	3.49	4.66	1.45	5.06	4.03	2.31	
X FM	8,000	0.96	4.32	1.80		5.88	6.41	0.82		4.05	2.70	4.36	3.27	2.77		
Magic	8,000	1.66	1.47	4.99	2.69	3.95	5.47	1.58	0.46	1.48	2.06	3.38	4.53	4.72	3.90	
Smash	7,000	3.69	2.51	2.69	6.28		4.60	1.75		3.75	1.05	5.53	2.75	2.19		
103	6,000	5.61	2.06	2.63			1.13	3.79	4.92	1.74	1.10	3.09	0.68	3.91	8.38	
Radju Malta 2	3,000	1.24	1.40	0.78			2.36	1.09		0.73	1.05	0.47		3.09		
Campus FM	2,000	3.37	0.85	0.43			0.92	0.38	1.17		1.81		0.68			
Bay Easy (Digital)	1,000	1.50		0.48		1.99								1.17		
Community	2,000	2.50		1.09				0.83	1.51						11.54	
Foreign	7,000	2.79	4.27	1.19		1.38	3.15	4.88	1.79	1.46	3.17	1.70	0.89	5.17	5.52	
			100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

The average amount of hours over all radio listeners results at 3.24hrs per listener and over the whole population aged 12 years and over, this amounts to 1.71hrs.

Compared to previous assessments, the amount of hours spent listening to radio has decreased by 1'48"min over the previous assessment of July 2019 [from 3.27hrs to 3.24hrs] and has increased by

25'48"min. over that of a similar period last year from 2.81hrs [October 2018].

On a national average, the number of hours spent listening to radio stations [1.71hrs] has increased by 1'48"min over that of the previous assessment period [July 2019: 1.68hrs] and has also increased by 12min over a similar period last year [Oct 2018: 1.51hrs].

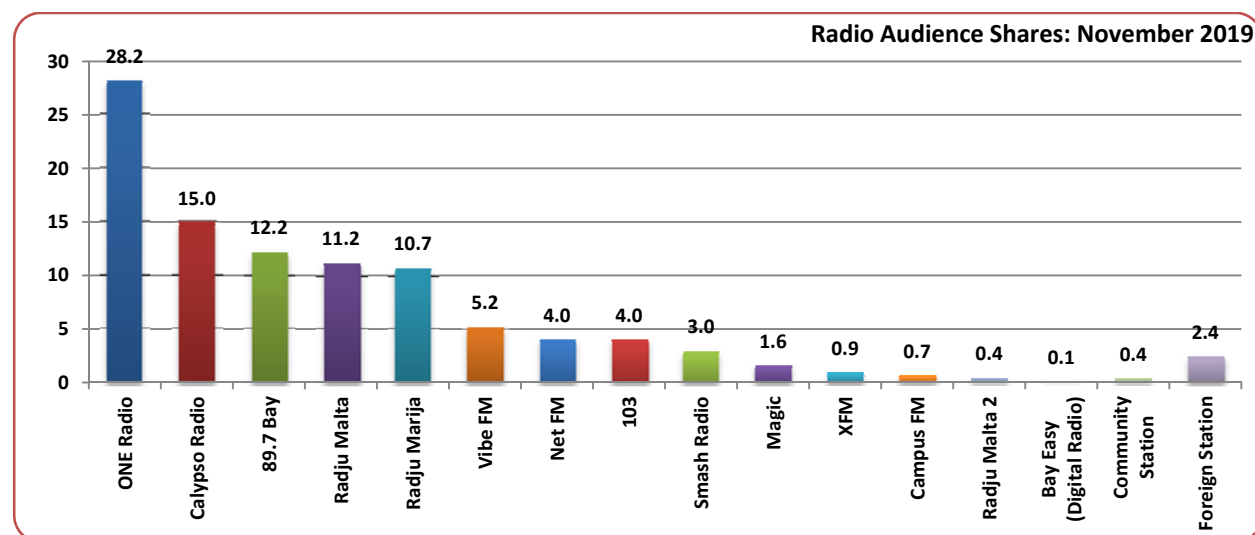


### Radio Stations Audience Share

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 28.2% of all audiences, followed by Calypso Radio [15.0%]; 89.7 Bay [12.2%]; Radju Malta [11.2%]; Radju Marija [10.7%]; Vibe FM [5.2%]; 103 [4.0%]; Smash Radio [3.0%]; and Magic [1.6%]; while the rest had less than 1% of the audiences.



## Radio programmes followed

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

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

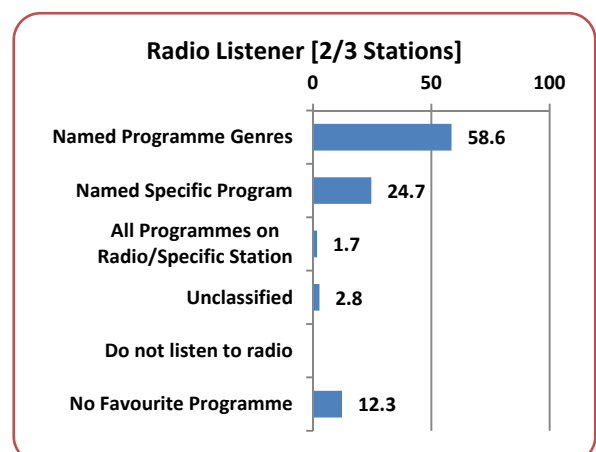
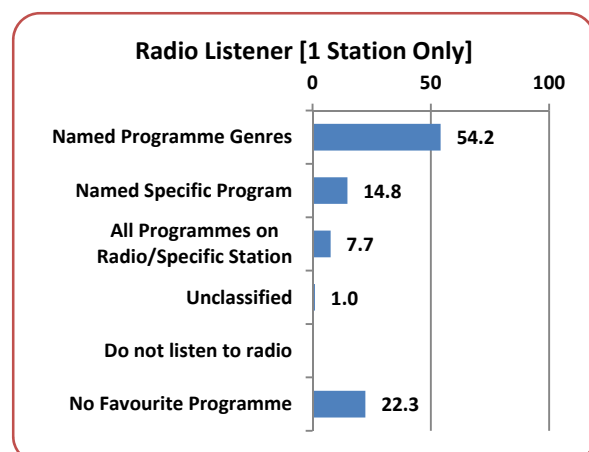
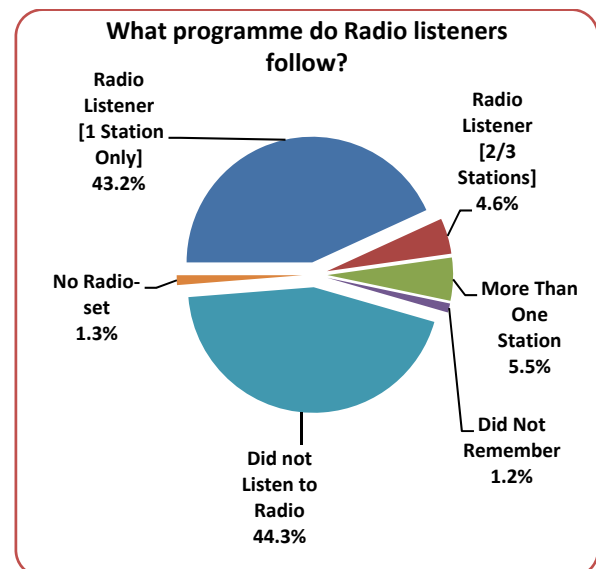
There are three main ways of increasing audiences – increasing the number of listeners; increasing the duration of listening; and targeting new audiences. However, audiences are easy to lose; and hard to gain when programs are drastically changed. Knowing what radio programmes are normally followed by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

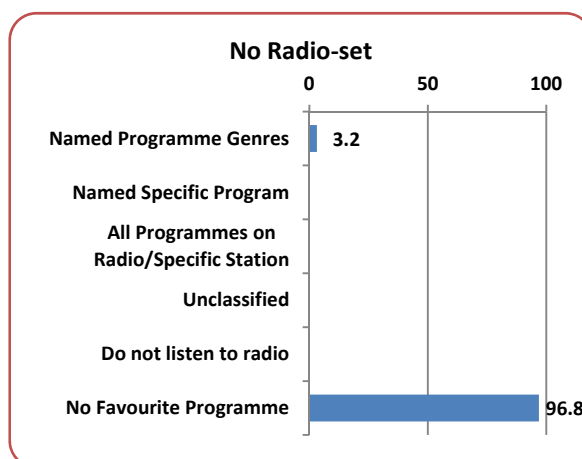
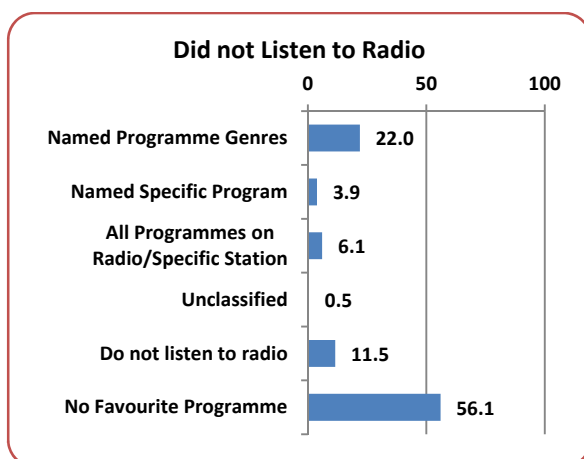
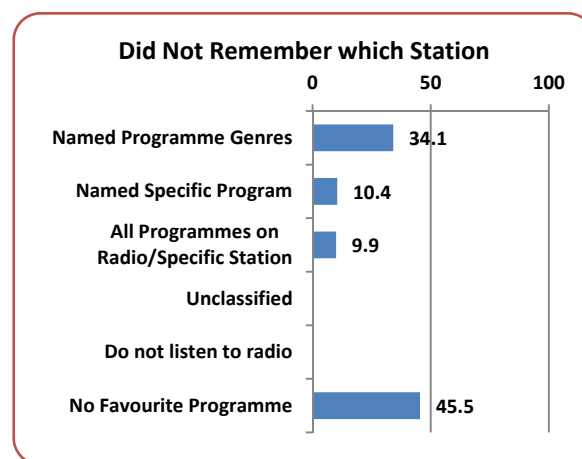
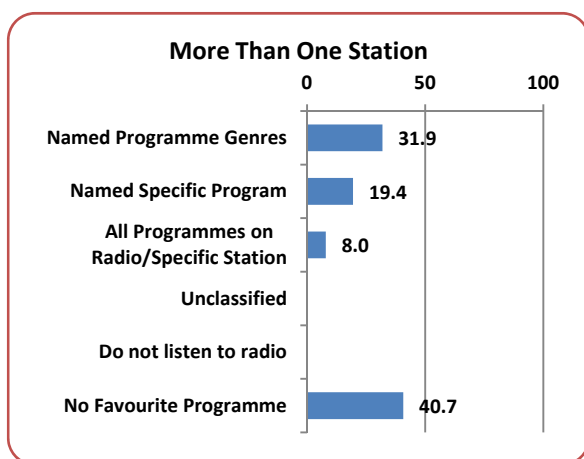
This was an open-ended question and the responses were first grouped into the following categories of whether the respondent:

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

The respondents were then categorised whether they had:

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





In earlier calculations in this report it was stated that as much as 54.5% [≈224,200] of the population have listened to radio: 43.2% listened to one station; 4.6% listened to two or 3 stations; another 5.5% listened to more than one station but could not identify any station; while another 1.2% did not remember which station they had followed.

Out of all radio listeners who had followed one specific station only 22.3% did not have a favourite programme; more than half [54.2%] have named a programme genre; another 14.8% named a specific programme; while another 7.7% have named a programme genre on a specific station [“Music on Station Z”]; while 1.0% named programmes that could not be classified. A further 22.3% did not have any favourite programme.

Of those who had listened to two or three specific radio stations, more than half [58.6%] named a programme genre; nearly a quarter [24.7%] named a specific programme; another 1.7% named a programme genre on a specific station; while a further 2.8% named programmes that could not be classified. A further 12.3% 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, nearly a third [31.9%

named a programme genre; another 19.4% named a specific programme; another 8% have named a programme genre on a specific station; which nearly half of these [45.5%] did not have any favourite programme.

Of interest are those who stated that they could not remember which station they had followed. Although just less than half of these [45.5%] did not have any favourite programme, nearly a third of these named a programme genre [34.1%]; another 10.4% named a specific programme; while a further 9.9% named a programme genre on a specific station.

Similarly the responses of those who did not listen to radio the day before the interview. Although 56.1% of these did not have a favourite programme, as much as 22.2% named a programme genre; 3.9% mentioned a specific programme; 6.1% named a generic programme on a specific station; while another 0.5% named programmes that could not be classified. Only 11.5% categorically stated that they do not listen to radio.

Ultimately, 3.2% of those who stated that they do not have a radio set they have named a programme genre.

## 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	170,513	104,878	12,101	7,915	1,788	43,652	179	84,506	86,007	22,139	18,556	57,918	36,170	35,731	29,049	55,626	24,974	22,955	28,479	9,429
Named a specific programme	46,765	28,571	5,096	4,825	547	7,726		21,171	25,594	1,123	5,523	17,867	12,280	9,973	8,156	14,274	8,243	5,890	8,162	2,040
'All' & 'All on specific station'	29,748	14,876	355	1,975	521	12,022		14,631	15,118	3,045	2,180	10,082	8,037	6,404	3,815	11,630	4,002	3,869	3,653	2,779
Unclassified	3,529	2,006	571			951		2,765	764		571	775	999	1,184	191	1,083	725	782	748	
Do not listen to radio	22,930					22,930		12,367	10,563	4,476	2,612	5,718	5,606	4,518	5,427	6,578	2,805	3,831	4,049	239
No Favourite Programme	175,057	43,240	2537	10,099	2,382	111,313	5,487	93,828	81,229	33,857	22,177	57,230	31,500	30,293	29,080	57,436	24,139	18,777	29,515	16,110
<b>Total</b>	<b>448,543</b>	<b>193,572</b>	<b>20,660</b>	<b>24,814</b>	<b>5,237</b>	<b>198,594</b>	<b>5,665</b>	<b>229,268</b>	<b>219,275</b>	<b>64,639</b>	<b>51,619</b>	<b>149,589</b>	<b>94,592</b>	<b>88,104</b>	<b>75,718</b>	<b>146,627</b>	<b>64,889</b>	<b>56,105</b>	<b>74,606</b>	<b>30,598</b>
<b>Row %</b>	<b>100.0</b>	<b>43.2</b>	<b>4.6</b>	<b>5.5</b>	<b>1.2</b>	<b>44.3</b>	<b>1.3</b>	<b>51.1</b>	<b>48.9</b>	<b>14.4</b>	<b>11.5</b>	<b>33.4</b>	<b>21.1</b>	<b>19.6</b>	<b>16.9</b>	<b>32.7</b>	<b>14.5</b>	<b>12.5</b>	<b>16.6</b>	<b>6.8</b>
	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	38.01	54.18	58.57	31.90	34.14	21.98	3.15	36.86	39.22	34.25	35.95	38.72	38.24	40.56	38.37	37.94	38.49	40.91	38.17	30.82
Named a specific programme	10.43	14.76	24.67	19.44	10.44	3.89		9.23	11.67	1.74	10.70	11.94	12.98	11.32	10.77	9.73	12.70	10.50	10.94	6.67
'All' & 'All on specific station'	6.63	7.68	1.72	7.96	9.95	6.05		6.38	6.89	4.71	4.22	6.74	8.50	7.27	5.04	7.93	6.17	6.90	4.90	9.08
Unclassified	0.79	1.04	2.76			0.48		1.21	0.35		1.11	0.52	1.06	1.34	0.25	0.74	1.12	1.39	1.00	
Do not listen to radio	5.11					11.55		5.39	4.82	6.92	5.06	3.82	5.93	5.13	7.17	4.49	4.32	6.83	5.43	0.78
No Favourite Programme	39.03	22.34	12.28	40.70	45.48	56.05	96.85	40.93	37.04	52.38	42.96	38.26	33.30	34.38	38.41	39.17	37.20	33.47	39.56	52.65
<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

### Analysis of responses

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

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

### Named Programme Genres

As much as 38.01% of the respondents [≈170,500] named a programme genre while another 6.63% [≈29,700] stated that they like “all programmes on radio” – sometimes even quoting on which station they prefer to listen.

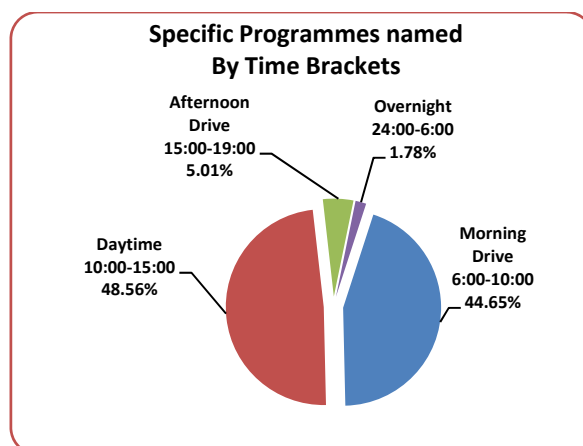
As much as 58.7% of these responses named Music programmes; the next highest named was “All & All programmes on ...” [14.9%]; followed by “Discussion Programmes [8.6%]; “News” [6.7%]; and “Prayers & Religious Programmes [6.3%]. More details on these categories can be found at the end of this section.

### Named Specific Programmes

As much as 10.43% of the respondents [≈46,700] named a specific programme which they like to follow.

The most named programmes were those programmes classified as “Daytime” programmes [48.56%]; following by “Morning Drive” programmes [44.65%]. Afternoon drive programmes accounted for 5.01% of these responses ; while only 1.78% were for Overnight programmes.

Named Programmes Genres	%
Music	58.72
Discussion Programmes	8.60
News	6.56
Prayers & Religious Programmes	6.29
Breakfast Show	1.42
Magazine Programmes	0.56
Cultural Programmes	0.52
Variety programs	0.50
Sports	0.42
Radio Drama	0.33
Health Programmes	0.29
Newspaper Analysis	0.24
Home Cooking	0.18
Educational Programmes	0.15
Current Affairs	0.14
Weather Reports	0.14
Quizzes	0.10
All & All on ...	14.85
	100%



### Specific Programmes Named by time-brackets - Summary

		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	20,878	8,803	12,076	1,123	3,828	14,389	1,051	487	3,001	6,275	3,630	3,150	4,417	405
Daytime 10:00-15:00	22,711	10,367	12,344		468	2,207	10,801	9,235	5,155	6,723	3,969	2,740	3,072	1,052
Afternoon Drive 15:00-19:00	2,342	1,418	923		644	1,271	427			1,025	644		673	
Overnight 24:00-6:00	834	584	251		584			251		251				584
Total [n]	46,765	21,171	25,594	1,123	5,523	17,867	12,280	9,973	8,156	14,274	8,243	5,890	8,162	2,040

		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	44.65	41.58	47.18	100	69.31	80.54	8.56	4.89	36.80	43.96	44.04	53.48	54.12	19.85
Daytime 10:00-15:00	48.56	48.97	48.23		8.46	12.35	87.96	92.60	63.20	47.10	48.15	46.52	37.64	51.55
Afternoon Drive 15:00-19:00	5.01	6.70	3.61		11.66	7.11	3.48			7.18	7.81		8.24	
Overnight 24:00-6:00	1.78	2.76	0.98		10.57			2.51		1.76				28.60
Total [%]	100	100	100	100	100	100	100	100	100	100	100	100	100	100

## 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	117,589	57,480	60,108	22,139	17,668	45,558	21,919	10,305	19,703	40,343	16,096	16,892	19,357	5,198
Discussion Programmes	17,228	9,849	7,380			5,069	5,112	7,048	3,178	6,524	2,711	1,911	2,092	812
News	13,131	8,856	4,275			3,980	2,094	7,057	3,079	3,105	3,552	1,976	1,419	
Prayers & Religious Prog.	12,593	3,176	9,417				3,735	8,858	1,968	3,182	1,440	1,088	2,714	2,202
Breakfast Show	2,843	1,024	1,818		521	1,808	514			521	179	218	1,520	405
Magazine Programmes	1,116		1,116				865	251	191	251		435		239
Cultural Programmes	1,037	1,037				728	309			309			728	
Variety programs	992	775	218			775	218			775		218		
Sports	834	834					273	561	275		273			286
Radio Drama	662	309	354				177	485		309			354	
Health Programmes	587		587				587		191		179	218		
Newspaper Analysis	475	296	179				179	296			179		296	
Home Cooking	367		367		367						367			
Educational Programmes	309	309						309		309				
Current Affairs	286	286						286						286
Weather Reports	275	275						275	275					
Quizzes	191		191				191		191					
All & All on ...	29748	14631	15118	3045	2180	10082	8037	6404	3815	11630	4002	3869	3653	2779
<b>Total</b>	<b>200,261</b>	<b>99,136</b>	<b>101,125</b>	<b>25,184</b>	<b>20,736</b>	<b>68,000</b>	<b>44,207</b>	<b>42,135</b>	<b>32,864</b>	<b>67,256</b>	<b>28,977</b>	<b>26,824</b>	<b>32,132</b>	<b>12,208</b>

	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	58.72	57.98	59.44	87.91	85.21	67.00	49.58	24.46	59.95	59.98	55.55	62.97	60.24	42.58
Discussion Programmes	8.60	9.93	7.30			7.45	11.56	16.73	9.67	9.70	9.36	7.13	6.51	6.65
News	6.56	8.93	4.23			5.85	4.74	16.75	9.37	4.62	12.26	7.37	4.42	
Prayers & Religious Prog.	6.29	3.20	9.31				8.45	21.02	5.99	4.73	4.97	4.06	8.45	18.04
Breakfast Show	1.42	1.03	1.80		2.51	2.66	1.16			0.77	0.62	0.81	4.73	3.32
Magazine Programmes	0.56		1.10				1.96	0.59	0.58	0.37		1.62		1.96
Cultural Programmes	0.52	1.05				1.07	0.70			0.46			2.27	
Variety programs	0.50	0.78	0.22			1.14	0.49			1.15		0.81		
Sports	0.42	0.84					0.62	1.33	0.84		0.94			2.35
Radio Drama	0.33	0.31	0.35				0.40	1.15		0.46			1.10	
Health Programmes	0.29		0.58				1.33		0.58		0.62	0.81		
Newspaper Analysis	0.24	0.30	0.18				0.40	0.70			0.62		0.92	
Home Cooking	0.18		0.36		1.77						1.27			
Educational Programmes	0.15	0.31						0.73		0.46				
Current Affairs	0.14	0.29						0.68						2.35
Weather Reports	0.14	0.28						0.65	0.84					
Quizzes	0.10		0.19				0.43		0.58					
All & All on ...	14.85	14.76	14.95	12.09	10.51	14.83	18.18	15.20	11.61	17.29	13.81	14.42	11.37	22.76
<b>[n %]</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

## 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	117,589	57,480	60,108	22,139	17,668	45,558	21,919	10,305	19,703	40,343	16,096	16,892	19,357	5,198
Discussion Programmes	17,228	9,849	7,380			5,069	5,112	7,048	3,178	6,524	2,711	1,911	2,092	812
News	13,131	8,856	4,275			3,980	2,094	7,057	3,079	3,105	3,552	1,976	1,419	
Prayers & Religious Programmes	12,593	3,176	9,417				3,735	8,858	1,968	3,182	1,440	1,088	2,714	2,202
Breakfast Show	2,843	1,024	1,818		521	1,808	514			521	179	218	1,520	405
Magazine Programmes	1,116		1,116				865	251	191	251		435		239
Cultural Programmes	1,037	1,037				728	309			309			728	
Variety programs	992	775	218			775	218			775		218		
Sports	834	834					273	561	275		273			286
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Newspaper Analysis	475	296	179				179	296			179		296	
Home Cooking	367		367		367						367			
Educational Programmes	309	309						309		309				
Current Affairs	286	286						286						286
Weather Reports	275	275						275	275					
Quizzes	191		191				191		191					
All & All on ...	29748	14631	15118	3045	2180	10082	8037	6404	3815	11630	4002	3869	3653	2779
<b>Total [N]</b>	<b>200,261</b>	<b>99,136</b>	<b>101,125</b>	<b>25,184</b>	<b>20,736</b>	<b>68,000</b>	<b>44,207</b>	<b>42,135</b>	<b>32,864</b>	<b>67,256</b>	<b>28,977</b>	<b>26,824</b>	<b>32,132</b>	<b>12,208</b>
Music	58.72	57.98	59.44	87.91	85.21	67.00	49.58	24.46	59.95	59.98	55.55	62.97	60.24	42.58
Discussion Programmes	8.60	9.93	7.30			7.45	11.56	16.73	9.67	9.70	9.36	7.13	6.51	6.65
News	6.56	8.93	4.23			5.85	4.74	16.75	9.37	4.62	12.26	7.37	4.42	
Prayers & Religious Programmes	6.29	3.20	9.31				8.45	21.02	5.99	4.73	4.97	4.06	8.45	18.04
Breakfast Show	1.42	1.03	1.80		2.51	2.66	1.16			0.77	0.62	0.81	4.73	3.32
Magazine Programmes	0.56		1.10				1.96	0.59	0.58	0.37		1.62		1.96
Cultural Programmes	0.52	1.05				1.07	0.70			0.46			2.27	
Variety programs	0.50	0.78	0.22			1.14	0.49			1.15		0.81		
Sports	0.42	0.84					0.62	1.33	0.84		0.94			2.35
Radio Drama	0.33	0.31	0.35				0.40	1.15		0.46			1.10	
Health Programmes	0.29		0.58				1.33		0.58		0.62	0.81		
Newspaper Analysis	0.24	0.30	0.18				0.40	0.70			0.62		0.92	
Home Cooking	0.18		0.36		1.77						1.27			
Educational Programmes	0.15	0.31						0.73		0.46				
Current Affairs	0.14	0.29						0.68						2.35
Weather Reports	0.14	0.28						0.65	0.84					
Quizzes	0.10		0.19				0.43		0.58					
All & All on ...	14.85	14.76	14.95	12.09	10.51	14.83	18.18	15.20	11.61	17.29	13.81	14.42	11.37	22.76
<b>Total [%]</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

NAMED PROGRAMME GENRES	Total	Gender		Age Group					District					
		Males	Females	12-20	21-30	31-50	51-70	71+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
News	7,541	4,900	2,641			2,393	1,515	3,633	2,697	617	2,451	653	1,123	
News & ...	5,900	3,955	1,634			1,587	578	3,424	381	2,488	1,101	1,323	296	
News & Discussion	1,332	890	441					1,332	191	868	273			
News & Music	2,607	2,165	441			1,587	296	723	191	251	828	1,041	296	
News on Campus FM	251		251					251		251				
News on Net FM	591	591					282	309		309		282		
News on ONE & Prayers [Ruzarju] on 103FM	559	309	251					559		559				
News on RAI station	251		251					251		251				
<b>Total News &amp; ...</b>	<b>13,131</b>	<b>8,856</b>	<b>4,275</b>			<b>3,980</b>	<b>2,094</b>	<b>7,057</b>	<b>3,079</b>	<b>3,105</b>	<b>3,552</b>	<b>1,976</b>	<b>1,419</b>	<b>0</b>
News	3.77	4.94	2.61			3.52	3.43	8.62	8.21	0.92	8.46	2.43	3.49	
News & ...	2.79	3.99	1.62			2.33	1.31	8.13	1.16	3.70	3.80	4.93	0.92	
News & Discussion	0.66	0.90	0.44					3.16	0.58	1.29	0.94			
News & Music	1.30	2.18	0.44			2.33	0.67	1.72	0.58	0.37	2.86	3.88	0.92	
News on Campus FM	0.13		0.25					0.59		0.37				
News on Net FM	0.30	0.60					0.64	0.73		0.46		1.05		
News on ONE & Prayers [Ruzarju] on 103FM	0.28	0.31	0.25					1.33		0.83				
News on RAI station	0.13		0.25					0.59		0.37				
<b>Total [%] News &amp; ...</b>	<b>6.56</b>	<b>8.93</b>	<b>4.23</b>			<b>5.85</b>	<b>4.74</b>	<b>16.75</b>	<b>9.37</b>	<b>4.62</b>	<b>12.26</b>	<b>7.37</b>	<b>4.42</b>	

NAMED PROGRAMME GENRES	Total	Gender		Age Group					District					
		Males	Females	12-20	21-30	31-50	51-70	71+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
Music	103,143	49,296	53,847	20,906	16,555	41,846	15,846	7,990	17,884	35,914	14,194	14,457	16,658	4,036
Music & ...	14,445	8,184	6,261	1,233	1,113	3,712	6,073	2,315	1,820	4,429	1,902	2,434	2,699	1,162
Music ['60s]	282	282					282					282		
Music ['90s]	296	296					296						296	
Music [Band Marches]	547	296	251				296	251		251			296	
Music [Classical]	1,628	1,628				728	591	309		617		282	728	
Music [Country] & Discussion	179		179				179				179			
Music [Old Songs]	1,748	1,748					1,461	286	275	617	273		296	286
Music [Old Songs] on ONE & Sports	309	309					309			309				
Music & Discussion	1,847	1,037	810			728	559	560	381	559	179		728	
Music & News	2,089	1,041	1,048			1,807	282			437		1,652		
Music & News & Prayers [Ruzarju]	251		251					251		251				
Music & Religious.	191		191				191		191					
Music & Religiou & Radio Drama	179		179				179				179			
Music on 89.7 Bay	1,490	309	1,181	589	592		309		592	309				589
Music on Calypso Radio	2,070	595	1,475			449	962	659	381	559	449	218	177	286
Music on Smash Radio	821	644	177	644			177				644		177	
Music on Vibe FM	521		521		521					521				
Total: Religious & ...	117,589	57,480	60,108	22,139	17,668	45,558	21,919	10,305	19,703	40,343	16,096	16,892	19,357	5,198

Music	51.50	49.73	53.25	83.01	79.84	61.54	35.85	18.96	54.42	53.40	48.98	53.90	51.84	33.06
Music & ...	7.21	8.26	6.19	4.90	5.37	5.46	13.74	5.49	5.54	6.59	6.56	9.08	8.40	9.52
Music ['60s]	0.14	0.28					0.64					1.05		
Music ['90s]	0.15	0.30					0.67						0.92	
Music [Band Marches]	0.27	0.30	0.25				0.67	0.59		0.37			0.92	
Music [Classical]	0.81	1.64				1.07	1.34	0.73		0.92		1.05	2.27	
Music [Country] & Discussion	0.09		0.18				0.40				0.62			
Music [Old Songs]	0.87	1.76					3.31	0.68	0.84	0.92	0.94		0.92	2.35
Music [Old Songs] on ONE & Sports	0.15	0.31					0.70			0.46				
Music & Discussion	0.92	1.05	0.80			1.07	1.27	1.33	1.16	0.83	0.62		2.27	
Music & News	1.04	1.05	1.04			2.66	0.64	0.00		0.65		6.16		
Music & News & Prayers [Ruzarju]	0.13		0.25					0.59		0.37				
Music & Religious.	0.10		0.19				0.43		0.58					
Music & Religious & Radio Drama	0.09		0.18				0.40				0.62			
Music on 89.7 Bay	0.74	0.31	1.17		2.86		0.70		1.80	0.46				4.82
Music on Calypso Radio	1.03	0.60	1.46			0.66	2.18	1.56	1.16	0.83	1.55	0.81	0.55	2.35
Music on Smash Radio	0.41	0.65	0.17	2.56			0.40				2.22		0.55	
Music on Vibe FM	0.26		0.52		2.51					0.77				
<b>Tota [%] Religious &amp; ...</b>	<b>58.72</b>	<b>57.98</b>	<b>59.44</b>	<b>87.91</b>	<b>85.21</b>	<b>67.00</b>	<b>49.58</b>	<b>24.46</b>	<b>59.95</b>	<b>59.98</b>	<b>55.55</b>	<b>62.97</b>	<b>60.24</b>	<b>42.58</b>

		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
NAMED PROGRAMME GENRES	Total													
Breakfast Show	2114	296	1818		521	1080	514			521	179	218	792	405
Breakfast Show & Music	728	728				728								
Total Breakfast Show & ...	2843	1024	1818		521	1808	514			521	179	218	1520	405
Breakfast Show	1.06	0.30	1.80		2.51	1.59	1.16			0.77	0.62	0.81	2.47	3.32
Breakfast Show & Music	0.36	0.73				1.07							2.27	
Total [%] Breakfast Show & ...	1.42	1.03	1.80		2.51	2.66	1.16			0.77	0.62	0.81	4.73	3.32

Cultural Programmes	728	728				728								728
Cultural Programmes & Music	309	309					309				309			
<b>Total Cultural Programmes &amp; ...</b>	<b>1037</b>	<b>1037</b>				<b>728</b>	<b>309</b>				<b>309</b>			<b>728</b>
Cultural Programmes	0.36	0.73				1.07								2.27
Cultural Programmes & Music	0.15	0.31				0.00	0.70				0.46			
<b>Total [%] Cultural Programmes &amp; ...</b>	<b>0.52</b>	<b>1.05</b>				<b>1.07</b>	<b>0.70</b>				<b>0.46</b>			<b>2.27</b>

Sports	560	560					273	286			273			286
Sports & Music	275	275						275	275					
<b>Total Sport Programmes &amp; ...</b>	<b>834</b>	<b>834</b>					<b>273</b>	<b>561</b>	<b>275</b>		<b>273</b>			<b>286</b>
Cultural Programmes	0.28	0.56					0.62	0.68			0.94			2.35
Cultural Programmes & Music	0.14	0.28						0.65	0.84					
<b>Total [%] Sport Programmes &amp; ...</b>	<b>0.42</b>	<b>0.84</b>					<b>0.62</b>	<b>1.33</b>	<b>0.84</b>		<b>0.94</b>			<b>2.35</b>

		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
NAMED PROGRAMME GENRES	Total													
Discussion Programmes	8,377	3,488	4,889			3,536	1,870	2,971	1,423	3,821	809	653	1,146	526
Discussion Programmes & ...	8,851	6,360	2,491			1,533	3,241	4,076	1,755	2,703	1,902	1,259	946	286
Discussion Prog. [Educational]	704	275	429					704	275	251	179			
Discussion Prog. [Health] & Music	179		179					179			179			
Discussion Prog. [Political]	569	569					296	273			273		296	
Discussion Prog. [Political] & Music	582	582					309	273		309	273			
Discussion Prog. [Religious]	473	296	177				296	177					473	
Discussion Prog. & Memoires	309	309					309			309				
Discussion Prog. & Music	1,009	582	427				1,009			559	273		177	
Discussion Prog. & Music & News	251	0	251					251		251				
Discussion Prog. & News	1,015	836	179				275	740	550		179			286
Discussion Prog. & News & Music	800	550	251				275	525	550	251				
Discussion Prog. & Prayers [Ruzarju]	408		408					408	191			218		
Discussion Prog. & Prayers [Ruzarju] & Music	282	282					282				273	282		
Discussion Prog. & Prayers [Ruzarju] & Music & News	273	273						273			273			
Discussion Prog. & Radio Drama	191		191				191		191					
Discussion Prog. & Religious Prog.	775	775				775				775				
Discussion Prog. & Sports & News	759	759				759						759		
Discussion Prog. on ONE	273	273						273			273			
Total Discussion Programmes & ...	17,228	9,849	7,380			5,069	5,112	7,048	3,178	6,524	2,711	1,911	2,092	812

Discussion Programmes	4.18	3.52	4.83			5.20	4.23	7.05	4.33	5.68	2.79	2.43	3.57	4.31
Discussion Programmes & ...	4.42	6.42	2.46			2.26	7.33	9.67	5.34	4.02	6.56	4.69	2.94	2.35
Discussion Prog. [Educational]	0.35	0.28	0.42					1.67	0.84	0.37	0.62			
Discussion Prog. [Health] & Music	0.09		0.18					0.42			0.62			
Discussion Prog. [Political]	0.28	0.57					0.67	0.65			0.94		0.92	
Discussion Prog. [Political] & Music	0.29	0.59					0.70	0.65		0.46	0.94			
Discussion Prog. [Religious]	0.24	0.30	0.17				0.67	0.42					1.47	
Discussion Prog. & Memoires	0.15	0.31					0.70			0.46				
Discussion Prog. & Music	0.50	0.59	0.42				2.28			0.83	0.94		0.55	
Discussion Prog. & Music & News	0.13		0.25					0.59		0.37				
Discussion Prog. & News	0.51	0.84	0.18				0.62	1.76	1.67		0.62			2.35
Discussion Prog. & News & Music	0.40	0.55	0.25				0.62	1.25	1.67	0.37				
Discussion Prog. & Prayers [Ruzarju]	0.20		0.40					0.97	0.58			0.81		
Discussion Prog. & Prayers [Ruzarju] & Music	0.14	0.28					0.64					1.05		
Discussion Prog. & Prayers [Ruzarju] & Music & News	0.14	0.28						0.65			0.94			
Discussion Prog. & Radio Drama	0.10		0.19				0.43	0.00	0.58					
Discussion Prog. & Religious Prog.	0.39	0.78				1.14				1.15				
Discussion Prog. & Sports & News	0.38	0.77				1.12						2.83		
Discussion Prog. on ONE	0.14	0.28				0.00		0.65			0.94			
<b>Total [%] Discussion Programmes &amp; ...</b>	<b>8.60</b>	<b>9.93</b>	<b>7.30</b>			<b>7.45</b>	<b>11.56</b>	<b>16.73</b>	<b>9.67</b>	<b>9.70</b>	<b>9.36</b>	<b>7.13</b>	<b>6.51</b>	<b>6.65</b>

NAMED PROGRAMME GENRES	Total	Gender		Age Group					District					
		Males	Females	12-20	21-30	31-50	51-70	71+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino

Radio Drama	354		354				177	177					354	
Radio Drama & Discussion Programmes	309	309						309		309				
<b>Total Radio Drama &amp; ...</b>	<b>662</b>	<b>309</b>	<b>354</b>				<b>177</b>	<b>485</b>		<b>309</b>			<b>354</b>	
Radio Drama	0.18		0.35				0.40	0.42					1.10	
Radio Drama & Discussion Programmes	0.15	0.31						0.73		0.46				
<b>Total [%] Radio Drama &amp; ...</b>	<b>0.33</b>	<b>0.31</b>	<b>0.35</b>				<b>0.40</b>	<b>1.15</b>		<b>0.46</b>			<b>1.10</b>	

Health Programmes	408		408				408		191			218		
Health Programmes on 103 FM	179		179				179				179			
<b>Total Health Programmes &amp; ...</b>	<b>587</b>		<b>587</b>				<b>587</b>		<b>191</b>		<b>179</b>	<b>218</b>		
Health Programmes	0.20		0.40				0.92		0.58			0.81		
Health Programmes on 103 FM	0.09		0.18				0.40				0.62			
<b>Total [%] Health Programmes &amp; ...</b>	<b>0.29</b>		<b>0.58</b>				<b>1.33</b>		<b>0.58</b>		<b>0.62</b>	<b>0.81</b>		

NAMED PROGRAMME GENRES	Total	Gender		Age Group					District					
		Males	Females	12-20	21-30	31-50	51-70	71+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
Prayers and Religious Programmes	3,940	1,145	2,796				1,322	2,618	740	810	357	435	354	1,244
Prayers and Religious Programmes & ...	8,652	2,031	6,621				2,412	6,240	1,228	2,372	1,082	653	2,360	958
Prayers [Ruzarju]	3,452	546	2,906				1,157	2,295	572	752	725	218	707	479
Prayers [Bible]	309	309					309			309				
Prayers [Ruzarju] & Discussion	429		429				179	251		251	179			
Prayers [Ruzarju] & Discussion [Educational]	309	309						309		309				
Prayers [Ruzarju] & Discussion & Breakfast Show	251		251					251		251				
Prayers [Ruzarju] & Discussion & Music	177		177					177					177	
Prayers [Ruzarju] & Familja Wahda - Radju Malta - Lilian Maistre	179		179				179				179			
Prayers [Ruzarju] & Ghandi Xi Nghid - Radju Malta - Andrew Azzopardi	275	275						275	275					
Prayers [Ruzarju] & Holy Mass	430		430				239	191	191					239
Prayers [Ruzarju] & Music	896		896				468	427		501		218	177	
Prayers [Ruzarju] & News & Discussion Prog.	296	296						296					296	
Prayers [Ruzarju] & Radio Drama	218		218					218				218		
Prayers [Ruzarju] on Radju Marija	354		354					354					354	
Prayers [Ruzarju] on Radju Sokkors, Kercem	239		239					239						239
Prayers on Radju Marija	473	296	177					473					473	
Religious Programmes & Music	367		367				191	177	191				177	
<b>Total Prayers/Religious Prog. &amp; ...</b>	<b>12,593</b>	<b>3,176</b>	<b>9,417</b>				<b>3,735</b>	<b>8,858</b>	<b>1,968</b>	<b>3,182</b>	<b>1,440</b>	<b>1,088</b>	<b>2,714</b>	<b>2,202</b>
Prayers & Religious Programmes	1.97	1.15	2.76				2.99	6.21	2.25	1.20	1.23	1.62	1.10	10.19
Prayers/Religious Programmes & ...	4.32	2.05	6.55				5.46	14.81	3.74	3.53	3.73	2.43	7.34	7.85
Prayers [Ruzarju]	1.72	0.55	2.87				2.62	5.45	1.74	1.12	2.50	0.81	2.20	3.92
Prayers [Bible]	0.15	0.31						0.73		0.46	0.00			
Prayers [Ruzarju] & Discussion	0.21	0.00	0.42				0.40	0.59		0.37	0.62			
Prayers [Ruzarju] & Discussion [Educational]	0.15	0.31						0.73		0.46	0.00			
Prayers [Ruzarju] & Discussion & Breakfast Show	0.13		0.25					0.59		0.37	0.00			
Prayers [Ruzarju] & Discussion & Music	0.09		0.17					0.42			0.00		0.55	
Prayers [Ruzarju] & Familja Wahda - Radju Malta - Lilian Maistre	0.09		0.18				0.40				0.62			
Prayers [Ruzarju] & Ghandi Xi Nghid - Radju Malta - Andrew Azzopardi	0.14	0.28						0.65	0.84					
Prayers [Ruzarju] & Holy Mass	0.21	.00	0.43				0.54	0.45	0.58					1.96
Prayers [Ruzarju] & Music	0.45	0.00	0.89				1.06	1.01		0.75		0.81	0.55	
Prayers [Ruzarju] & News & Discussion Prog.	0.15	0.30						0.70					0.92	
Prayers [Ruzarju] & Radio Drama	0.11		0.22					0.52				0.81		
Prayers [Ruzarju] on Radju Marija	0.18		0.35					0.84					1.10	
Prayers [Ruzarju] on Radju Sokkors, Kercem	0.12		0.24					0.57						1.96
Prayers on Radju Marija	0.24	0.30	0.17					1.12					1.47	
Religious Programmes & Music	0.18		0.36				0.43	0.42	0.58				0.55	
<b>Total [%] Prayers/Religious Prog. &amp; ...</b>	<b>6.29</b>	<b>3.20</b>	<b>9.31</b>				<b>8.45</b>	<b>21.02</b>	<b>5.99</b>	<b>4.73</b>	<b>4.97</b>	<b>4.06</b>	<b>8.45</b>	<b>18.04</b>

NAMED PROGRAMME GENRES	Total	Gender		Age Group					District					
		Males	Females	12-20	21-30	31-50	51-70	71+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
Magazine Programmes	Total	1116	1116				865	251	191	251		435		239
Magazine Programmes	Total [%]	0.56	1.10				1.96	0.59	0.58	0.37		1.62		1.96
Variety programs	Total	992	775	218			775	218		775		218		
Variety programs	Total [%]	0.50	0.78	0.22			1.14	0.49		1.15		0.81		
Newspaper Analysis	Total	475	296	179				179	296		179		296	
Newspaper Analysis	Total [%]	0.24	0.30	0.18				0.40	0.70		0.62		0.92	
Home Cooking	Total	367		367	0	367					367			
Home Cooking	Total [%]	0.18		0.36	0.00	1.77					1.27			
Educational & Discussion Programmes	Total	309	309					309		309				
Educational & Discussion Programmes	Total [%]	0.15	0.31					0.73		0.46				
Current Affairs	Total	286	286					286						286
Current Affairs	Total [%]	0.14	0.29					0.68						2.35
Weather & News & Radio Drama	Total	275	275					275	275					
Weather & News & Radio Drama	Total [%]	0.14	0.28					0.65	0.84					
Quizzes & Discussion Programmes & Music	Total	191	191				191		191					
Quizzes & Discussion Programmes & Music	Total [%]	0.10	0.19				0.43		0.58					

		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
NAMED PROGRAMME GENRES	Total													
All	14,685	7,961	6,723	944	423	3,758	5,964	3,596	1,401	5,280	3,001	1,676	1,715	1,612
All & ...	15,064	6,669	8,394	2,101	1,757	6,324	2,073	2,809	2,414	6,350	1,001	2,194	1,938	1,167
All [Discussion; Music; News]	251		251					251		251				
All [Discussion; Music]	473	282	191					473	191			282		
All [Music; News]	759	759				759						759		
All on 103 FM	487	296	191					487	191				296	
All on 103 FM & Classical Music	179		179				179				179			
All on 89.7 Bay	6,116	2,778	3,338	2,101	1,165	2,291	559		1,060	3,333	644		496	584
All on Calypso Radio	1,758	309	1,449			687	585	485	191	996		218	354	
All on Magiv Radio	592		592		592				592					
All on ONE Radio	1,283	887	396			296	500	487		309	179	500	296	
All on Radju Maria	191		191					191	191					
All on Radju Marija	686		686				251	435		251		435		
All on Smash Radio	1,358	1,358				1,358				775				584
All on Vibe FM	437		437			437				437				
All on Vibe FM & 89.7 Bay	496		496			496							496	
Total All and All & ...	29,748	14,631	15,118	3,045	2,180	10,082	8,037	6,404	3,815	11,630	4,002	3,869	3,653	2,779
All	7.33	8.03	6.65	3.75	2.04	5.53	13.49	8.53	4.26	7.85	10.36	6.25	5.34	13.20
All & ...	7.52	6.73	8.30	8.34	8.47	9.30	4.69	6.67	7.35	9.44	3.45	8.18	6.03	9.56
All [Discussion; Music; News]	0.13		0.25					0.59		0.37				
All [Discussion; Music]	0.24	0.28	0.19					1.12	0.58			1.05		
All [Music; News]	0.38	0.77				1.12						2.83		
All on 103 FM	0.24	0.30	0.19					1.16	0.58				0.92	
All on 103 FM & Classical Music	0.09		0.18				0.40				0.62			
All on 89.7 Bay	3.05	2.80	3.30	8.34	5.62	3.37	1.27		3.22	4.96	2.22		1.54	4.78
All on Calypso Radio	0.88	0.31	1.43			1.01	1.32	1.15	0.58	1.48		0.81	1.10	
All on Magiv Radio	0.30		0.59		2.86				1.80					
All on ONE Radio	0.64	0.89	0.39			0.44	1.13	1.16		0.46	0.62	1.86	0.92	
All on Radju Maria	0.10		0.19					0.45	0.58					
All on Radju Marija	0.34		0.68				0.57	1.03		0.37		1.62		
All on Smash Radio	0.68	1.37				2.00				1.15				4.78
All on Vibe FM	0.22		0.43			0.64				0.65				
All on Vibe FM & 89.7 Bay	0.25		0.49			0.73							1.54	
Total [%] All and All & ...	14.85	14.76	14.95	12.09	10.51	14.83	18.18	15.20	11.61	17.29	13.81	14.42	11.37	22.76

## Named Radio Programmes - Details

		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
<b>Summary</b>	<b>Total</b>													
Morning Drive 6:00-10:00	20,878	8,803	12,076	1,123	3,828	14,389	1,051	487	3,001	6,275	3,630	3,150	4,417	405
Daytime 10:00-15:00	22,711	10,367	12,344		468	2,207	10,801	9,235	5,155	6,723	3,969	2,740	3,072	1,052
Afternoon Drive 15:00-19:00	2,342	1,418	923		644	1,271	427			1,025	644		673	
Overnight 24:00-6:00	834	584	251		584			251		251				584
<b>Total [n]</b>	<b>46,765</b>	<b>21,171</b>	<b>25,594</b>	<b>1,123</b>	<b>5,523</b>	<b>17,867</b>	<b>12,280</b>	<b>9,973</b>	<b>8,156</b>	<b>14,274</b>	<b>8,243</b>	<b>5,890</b>	<b>8,162</b>	<b>2,040</b>
Morning Drive 6:00-10:00	44.65	41.58	47.18	100	69.31	80.54	8.56	4.89	36.80	43.96	44.04	53.48	54.12	19.85
Daytime 10:00-15:00	48.56	48.97	48.23		8.46	12.35	87.96	92.60	63.20	47.10	48.15	46.52	37.64	51.55
Afternoon Drive 15:00-19:00	5.01	6.70	3.61		11.66	7.11	3.48			7.18	7.81		8.24	
Overnight 24:00-6:00	1.78	2.76	0.98		10.57			2.51		1.76				28.60
<b>TOTAL [%]</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

		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
<b>Morning Drive 6:00-10:00</b>	<b>Total</b>													
The Morning Vibe - Vibe FM - Abel, JD & Martina	7,328	2,120	5,208		2,808	4,520			279	3,817	449	1,187	1,597	
Bay Breakfast with Daniel & Ylenia - 89.7 Bay	6,612	2,375	4,236	1,123	1,020	4,160		309	946	1,182	1,277	1,205	1,597	405
The Fat Harry's Big Breakfast - XFM - Oz&Jay	2,703	2,254	449			2,703			667		1,277	759		
Carlo's Breakfast Cafe - Magic Malta - Carlo Borg Bonaci	2,698	1,503	1,195			2,448	251			1,025	449		1,224	
Kartolina - ONE - Alfred Zammit	733	275	458			279	275	179	554		179			
ONE Breakfast - ONE - Noel Camilleri	279		279			279			279					
Bongu Kafè - Radju Malta - Joe Julian Farrugia	275	275					275		275					
Wake-up Call - Net FM	251		251				251			251				
<b>Total [N]</b>	<b>20,878</b>	<b>8,803</b>	<b>12,076</b>	<b>1,123</b>	<b>3,828</b>	<b>14,389</b>	<b>1,051</b>	<b>487</b>	<b>3,001</b>	<b>6,275</b>	<b>3,630</b>	<b>3,150</b>	<b>4,417</b>	<b>405</b>
The Morning Vibe - Vibe FM - Abel, JD & Martina	15.67	10.02	20.35		50.84	25.30			3.42	26.74	5.44	20.14	19.56	
Bay Breakfast with Daniel & Ylenia - 89.7 Bay	14.14	11.22	16.55	100.00	18.47	23.28		3.09	11.60	8.28	15.49	20.45	19.56	19.85
The Fat Harry's Big Breakfast - XFM - Oz&Jay	5.78	10.65	1.75			15.13			8.18		15.49	12.88		
Carlo's Breakfast Cafe - Magic Malta - Carlo Borg Bonaci	5.77	7.10	4.67			13.70	2.04			7.18	5.44		15.00	
Kartolina - ONE - Alfred Zammit	1.57	1.30	1.79			1.56	2.24	1.79	6.79		2.17			
ONE Breakfast - ONE - Noel Camilleri	0.60		1.09			1.56			3.42					
Bongu Kafè - Radju Malta - Joe Julian Farrugia	0.59	1.30					2.24		3.37					
Wake-up Call - Net FM	0.54		0.98				2.04			1.76				
<b>Total [%]</b>	<b>44.65</b>	<b>41.58</b>	<b>47.18</b>	<b>100.00</b>	<b>69.31</b>	<b>80.54</b>	<b>8.56</b>	<b>4.89</b>	<b>36.80</b>	<b>43.96</b>	<b>44.04</b>	<b>53.48</b>	<b>54.12</b>	<b>19.85</b>

		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
<b>Daytime 10:00-15:00</b>	<b>Total</b>													
Familja Waħda - Radju Malta - Lilian Maistre	12,175	3,748	8,426		468	1,743	5,829	4,135	3,209	4,120	1,615	1,588	1,357	286
Linja Diretta - ONE Radio - Emanuel Cuschieri	6,327	4,632	1,695				2,446	3,881	1,206	1,736	998	500	1,362	526
Follow Up - Net FM - Dulcima Aquilina	427		427				427			251			177	
Sibt Il-Punt - Manuel Micallef - ONE & News	396		396				396				179	218		
Mid Morning Show - Radju Malta 2 - Ray Bajada	309	309					309			309				
The Mid-Morning Show - ONE - Renato Vella & Simone Debattista	309	309						309		309				
Brunch - Net FM - Stephanie Chircop (Marbeck Spiteri)	275	275					275		275					
Magaziner - Radju Marija - Joe Fenech	275	275						275	275					
Għaqquad Il-Kelma - ONE - Anton Falzon	273	273					273				273			
Italo Bello - Radju Malta - Mario Sammut	273	273					273				273			
Kuntatt - Radju Marija	273	273				273					273			
Is-Sugġett - ONE - Claudette Abela Baldacchino	239		239					239						239
Ma' Natalie - Radju Malta - Natalie Mercieca	218		218				218					218		
Problemi tal-Qalb - ONE - Ivan Gaffiero & Joan Agius	218		218					218				218		
Iva, Ma' Father Joe Borg - 103 FM - Fr Joe Borg	191		191			191			191					
Għandi Xi Nghid - Radju Malta - Andrew Azzopardi	179		179				179				179			
Parliament - Radju Malta 2	179		179					179			179			
Seher Il-Malti - Radju Malta - Prof Manwel Mifsud	177		177				177						177	
<b>Total [N]</b>	<b>22,711</b>	<b>10,367</b>	<b>12,344</b>		<b>468</b>	<b>2,207</b>	<b>10,801</b>	<b>9,235</b>	<b>5,155</b>	<b>6,723</b>	<b>3,969</b>	<b>2,740</b>	<b>3,072</b>	<b>1,052</b>
Familja Waħda - Radju Malta - Lilian Maistre	26.03	17.70	32.92		8.46	9.76	47.47	41.46	39.35	28.86	19.59	26.96	16.62	14.04
Linja Diretta - ONE Radio - Emanuel Cuschieri	13.53	21.88	6.62				19.92	38.91	14.78	12.16	12.11	8.49	16.68	25.77
Follow Up - Net FM - Dulcima Aquilina	0.91		1.67				3.48			1.76			2.17	
Sibt Il-Punt - Manuel Micallef - ONE & News	0.85		1.55				3.23				2.17	3.69		
Mid Morning Show - Radju Malta 2 - Ray Bajada	0.66	1.46					2.51			2.16				
The Mid-Morning Show - ONE - Renato Vella & Simone Debattista	0.66	1.46					0.00	3.09		2.16				
Brunch - Net FM - Stephanie Chircop (Marbeck Spiteri)	0.59	1.30					2.24		3.37					
Magaziner - Radju Marija - Joe Fenech	0.59	1.30						2.76	3.37					
Għaqquad Il-Kelma - ONE - Anton Falzon	0.58	1.29					2.22				3.31			
Italo Bello - Radju Malta - Mario Sammut	0.58	1.29					2.22				3.31			
Kuntatt - Radju Marija	0.58	1.29				1.53					3.31			

Is-Sugġett - ONE - Claudette Abela Baldacchino	0.51		0.94					2.40						11.74	
Ma' Natalie - Radju Malta - Natalie Mercieca	0.47		0.85				1.77						3.69		
Problemi tal-Qalb - ONE - Ivan Gaffiero & Joan Agius	0.47		0.85					2.18					3.69		
Iva, Ma' Father Joe Borg - 103 FM - Fr Joe Borg	0.41		0.74			1.07			2.34						
Ghandi Xi Nghid - Radju Malta - Andrew Azzopardi	0.38		0.70				1.45				2.17				
Parliament - Radju Malta 2	0.38		0.70					1.79			2.17				
Seher Il-Malti - Radju Malta - Prof Manwel Mifsud	0.38		0.69				1.44						2.17		
Total [%]	48.56	48.97	48.23			8.46	12.35	87.96	92.60	63.20	47.10	48.15	46.52	37.64	51.55

	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
<b>Afternoon Drive 15:00-19:00</b>	<b>Total</b>													
Buckle Up - 103 FM - Martin Sapiano & Ron Briffa	251		251				251			251				
Il-Polz Taċ-Ċittadin - Radju Malta - Tonio Bonello	177		177				177						177	
Nate, Frank & Rossi - Vibe FM	1,914	1,418	496		644	1,271				775	644		496	
<b>Total [N]</b>	<b>2,342</b>	<b>1,418</b>	<b>923</b>		<b>644</b>	<b>1,271</b>	<b>427</b>			<b>1,025</b>	<b>644</b>		<b>673</b>	
Buckle Up - 103 FM - Martin Sapiano & Ron Briffa	0.54		0.98				2.04			1.76				
Il-Polz Taċ-Ċittadin - Radju Malta - Tonio Bonello	0.38		0.69				1.44						2.17	
Nate, Frank & Rossi - Vibe FM	4.09	6.70	1.94		11.66	7.11				5.43	7.81			
<b>Total [%]</b>	<b>5.01</b>	<b>6.70</b>	<b>3.61</b>		<b>11.66</b>	<b>7.11</b>	<b>3.48</b>			<b>7.18</b>	<b>7.81</b>		<b>8.24</b>	

	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
<b>Overnight 24:00-6:00</b>	<b>Total</b>													
Fhemiet - ONE - Philip Borg, Alfred Grixti & Anthony Ellul	584	584			584									584
Profili Ta' Nostalgija - Radju Malta - Eddie Darmanin	251		251					251		251				
<b>Total [N]</b>	<b>834</b>	<b>584</b>	<b>251</b>		<b>584</b>			<b>251</b>		<b>251</b>				<b>584</b>
Fhemiet - ONE - Philip Borg, Alfred Grixti & Anthony Ellul	1.25	2.76			10.57									28.60
Profili Ta' Nostalgija - Radju Malta - Eddie Darmanin	0.54		0.98					2.51		1.76				
<b>Total [%]</b>	<b>1.78</b>	<b>2.76</b>	<b>0.98</b>		<b>10.57</b>			<b>2.51</b>		<b>1.76</b>				<b>28.60</b>

## Radio listenership frequency

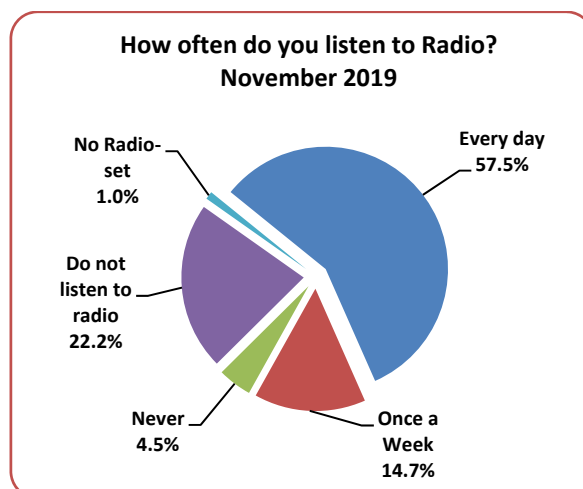
Respondents were asked how many times they listened to radio during a typical week. 72.3% of the population are regular radio listeners – 57.5% listen to radio every day while another 14.7% do so at least once a week. Only 4.5% of respondents stated that they never listen to radio while 22.28% stated that they are not regular radio listeners.

There was little gender difference. males tend to listen slightly more regularly to radio [73.4%] than females [71.0%].

Radio listening increases with age from 58.0% of all 12-20 year olds to nearly two-thirds of all 21-30 year olds [75.6%]; 76.0% of 31-50 year olds; and slightly diminishes to 75.1% of 51-70 year olds; and 71.4% for 70+ year olds.

The lowest percentage of radio listenership was amongst those registered in Gozo & Comino [57.1%];

while those living in the Western district registered the highest amount [78.4%] 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	57.5%	58.1%	57.0%	37.2%	56.6%	63.8%	59.9%	59.9%	54.9%	59.7%	57.1%	63.3%	58.0%	42.7%	
Once a Week	14.7%	15.4%	14.0%	20.8%	19.0%	12.2%	15.2%	11.5%	13.0%	14.5%	16.0%	15.1%	15.7%	14.4%	
	72.3%	73.4%	71.0%	58.0%	75.6%	76.0%	75.1%	71.4%	67.9%	74.2%	73.1%	78.4%	73.7%	57.1%	
Never	4.5%	5.1%	3.8%	8.9%	4.2%	3.8%	3.4%	3.7%	5.6%	3.7%	4.6%	3.4%	5.9%	3.6%	
Do not listen to radio	22.2%	21.0%	23.5%	32.6%	20.2%	19.3%	20.5%	22.6%	25.1%	21.8%	20.1%	18.2%	20.1%	34.1%	
No Radio-set	1.0%	0.5%	1.6%	0.6%		0.9%	1.0%	2.3%	1.4%	0.3%	2.1%		0.2%	5.2%	
	27.7%	26.6%	29.0%	42.0%	24.4%	24.0%	24.9%	28.6%	32.1%	25.8%	26.9%	21.6%	26.3%	42.9%	

Total [%]	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
[N]	Total	Gender		Age Groups					Districts						
Every day	258,118	133,105	125,013	24,027	29,220	95,446	56,679	52,746	41,606	87,579	37,077	35,512	43,279	13,065	
Once a Week	66,053	35,277	30,776	13,439	9,804	18,257	14,389	10,165	9,839	21,221	10,375	8,477	11,726	4,414	
	324,171	168,383	155,788	37,466	39,024	113,703	71,067	62,911	51,446	108,800	47,452	43,989	55,005	17,479	
Never	20,050	11,657	8,393	5,737	2,145	5,706	3,203	3,259	4,229	5,364	3,014	1,909	4,436	1,099	
Do not listen to radio	99,667	48,084	51,583	21,069	10,451	28,909	19,346	19,892	19,006	31,962	13,072	10,207	14,988	10,432	
No Radio-set	4,655	1,145	3,510	367		1,272	975	2,041	1,037	501	1,352		177	1,588	
	124,372	60,885	63,487	27,173	12,596	35,887	23,525	25,193	24,272	37,827	17,437	12,116	19,601	13,119	
Total [N]	448,543	229,268	219,275	64,639	51,619	149,589	94,592	88,104	75,718	146,627	64,889	56,105	74,606	30,598	

## 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.

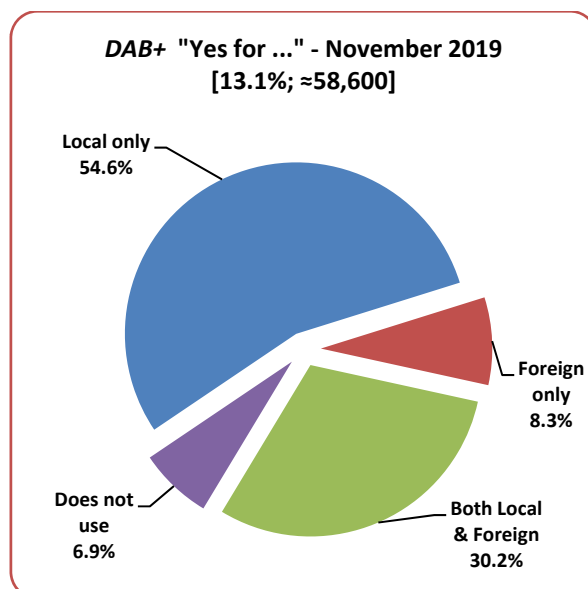
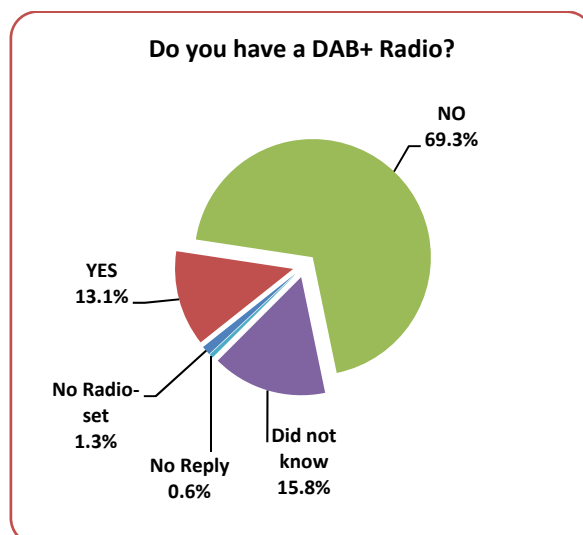
15.8% of the respondents did not know what kind of radio-set they use to listen to radio stations. As much as 69.3% of the population replied that they do not have a *DAB+* radio-set; while only 13.1% stated that they have a *DAB+* radio-set. A further 1.3% stated that they do not have a radio-set.

Of all those who stated that they had a *DAB+* radio-set the highest amount was amongst the 21-30 year olds [16.6%] followed by those in the 31-50 age group [15.3%].

Beside this, the highest amount who did not know whether they had or not a *DAB+* radio-set was amongst 12-20 year olds [32.7%] followed by 71+ year olds [16.0%].

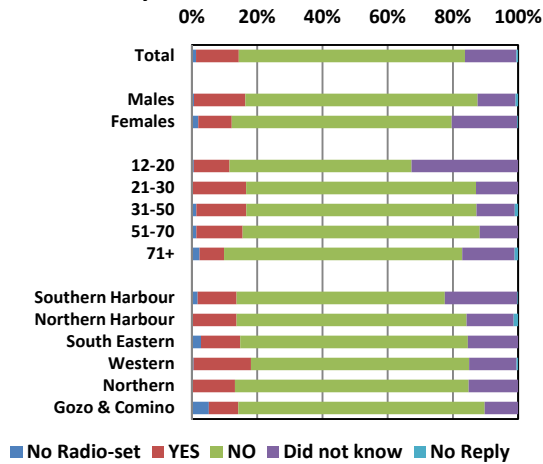
Those who stated that they had a *DAB+* radio-set [≈65,600; 13.1% of the population] were then asked what type of content they listen to. 54.6% [≈32,000] of these stated that they listen to “local stations only” while 8.3% [≈4,800] stated that they listen to “only foreign radio stations”. Another 30.2% [≈17,700] stated that they listen to both local and foreign stations while another 6.9% [≈4,000] stated that although they have a *DAB+* radio-set they do not use this set.

Compared to the previous assessment of July 2019 [65,588], there was a decrease [≈7,943] 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 use their *DAB+* radio-set to listen to “local” broadcasts only; while the largest increase was amongst those who stated that they do not use their *DAB+* radio-set, followed by those who listen to “foreign stations onoy” [≈1,159].

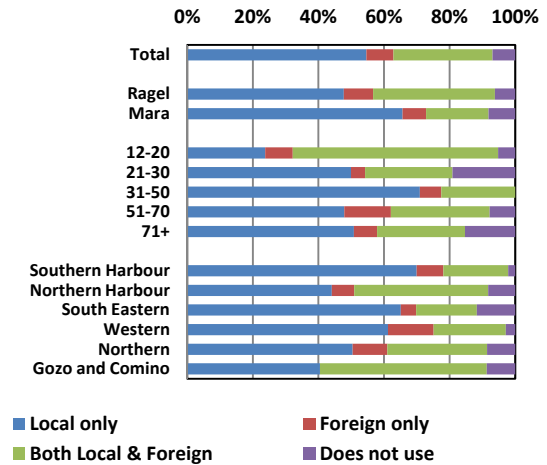


	July 2019		November 2019		±
	Total	N %	Total	N %	
Local only	44,653	67.1%	32032	54.6%	-12,621
Foreign only	3,682	5.5%	4841	8.3%	1,159
Both Local & Foreign	16,691	25.1%	17712	30.2%	1,021
Does not use	1,563	2.3%	4060	6.9%	2,498
Total	66,588	100%	58,645	100.0%	-7,943

### Do you have a DAB+ Radio?



### DAB+ "Yes for ..." - November 2019



### 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	5,665 1.3% 100.0%	1,427 0.6% 25.2%	4,238 1.9% 74.8%	367 0.6% 6.5%	0 0.0% 0.0%	2,000 1.3% 35.3%	1,257 1.3% 22.2%	2,041 2.3% 36.0%	1,316 1.7% 23.2%	501 0.3% 8.8%	1,800 2.8% 31.8%	282 0.5% 5.0%	177 0.2% 3.1%	1,588 5.2% 28.0%
Yes	58,645 13.1% 100.0%	36,108 15.7% 61.6%	22,537 10.3% 38.4%	7,068 10.9% 12.1%	8,567 16.6% 14.6%	22,946 15.3% 39.1%	13,453 14.2% 22.9%	6,612 7.5% 11.3%	9,043 11.9% 15.4%	19,522 13.3% 33.3%	7,811 12.0% 13.3%	9,858 17.6% 16.8%	9,654 12.9% 16.5%	2,756 9.0% 4.7%
No	311,063 69.3% 100.0%	163,193 71.2% 52.5%	147,870 67.4% 47.5%	36,056 55.8% 11.6%	36,386 70.5% 11.7%	105,541 70.6% 33.9%	68,717 72.6% 22.1%	64,362 73.1% 20.7%	48,321 63.8% 15.5%	103,391 70.5% 33.2%	45,269 69.8% 14.6%	37,532 66.9% 12.1%	53,437 71.6% 17.2%	23,112 75.5% 7.4%
Did not Know	70,647 15.8% 100.0%	26,709 11.6% 37.8%	43,938 20.0% 62.2%	21,148 32.7% 29.9%	6,667 12.9% 9.4%	17,553 11.7% 24.8%	11,164 11.8% 15.8%	14,115 16.0% 20.0%	16,846 22.2% 23.8%	21,161 14.4% 30.0%	10,008 15.4% 14.2%	8,150 14.5% 11.5%	11,338 15.2% 16.0%	3,142 10.3% 4.4%
No Reply	2,523 0.6% 100.0%	1,832 0.8% 72.6%	692 0.3% 27.4%	0 0.0% 0.0%	0 0.0% 0.0%	1,549 1.0% 61.4%	0 0.0% 0.0%	974 1.1% 38.6%	191 0.3% 7.6%	2,051 1.4% 81.3%	0 0.0% 0.0%	282 0.5% 11.2%	0 0.0% 0.0%	0 0.0% 0.0%
Total	448,543 100.0% 100.0%	229,268 51.1% 51.1%	219,275 48.9% 48.9%	64,639 14.4% 14.4%	51,619 11.5% 11.5%	149,589 33.4% 33.4%	94,592 21.1% 21.1%	88,104 19.6% 19.6%	75,718 16.9% 16.9%	146,627 32.7% 32.7%	64,889 14.5% 14.5%	56,105 12.5% 12.5%	74,606 16.6% 16.6%	30,598 6.8% 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	32,032 54.6% 100.0%	17,241 47.7% 53.8%	14,791 65.6% 46.2%	1,679 23.8% 5.2%	4,279 49.9% 13.4%	16,271 70.9% 50.8%	6,443 47.9% 20.1%	3,360 50.8% 10.5%	6,324 69.9% 19.7%	8,608 44.1% 26.9%	5,085 65.1% 15.9%	6,032 61.2% 18.8%	4,868 50.4% 15.2%	1,115 40.5% 3.5%
Foreign Only	4,841 8.3% 100.0%	3,222 8.9% 66.6%	1,619 7.2% 33.4%	593 8.4% 12.3%	367 4.3% 7.6%	1,503 6.5% 31.0%	1,910 14.2% 39.4%	468 7.1% 9.7%	740 8.2% 15.3%	1,334 6.8% 27.6%	367 4.7% 7.6%	1,375 14.0% 28.4%	1,024 10.6% 21.2%	0 0.0% 0.0%
Both Local and Foreign	17,712 30.2% 100.0%	13,413 37.1% 75.7%	4,299 19.1% 24.3%	4,429 62.7% 25.0%	2,284 26.7% 12.9%	5,172 22.5% 29.2%	4,055 30.1% 22.9%	1,773 26.8% 10.0%	1,789 19.8% 10.1%	7,971 40.8% 45.0%	1,446 18.5% 8.2%	2,168 22.0% 12.2%	2,936 30.4% 16.6%	1,401 50.9% 7.9%
Does not use	4,060 6.9% 100.0%	2,233 6.2% 55.0%	1,828 8.1% 45.0%	367 5.2% 9.0%	1,638 19.1% 40.3%	0 0.0% 0.0%	1,045 7.8% 25.7%	1,011 15.3% 24.9%	191 2.1% 4.7%	1,609 8.2% 39.6%	913 11.7% 22.5%	282 2.9% 7.0%	826 8.6% 20.3%	239 8.7% 5.9%
Total	58,645 100.0% 100.0%	36,108 100.0% 61.6%	22,537 100.0% 38.4%	7,068 100.0% 12.1%	8,567 100.0% 14.6%	22,946 100.0% 39.1%	13,453 100.0% 22.9%	6,612 100.0% 11.3%	9,043 100.0% 15.4%	19,522 100.0% 33.3%	7,811 100.0% 13.3%	9,858 100.0% 16.8%	9,654 100.0% 16.5%	2,756 4.7% 4.7%

[Count; Col %; Row %]

# TV Audiences by Half-Hour Slots – Monday to Sunday

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

## TV AUDIENCES – MONDAY

	TVM	ONE	NET TV	Smash	TVM2	f Living	Xeik	iTV	TSN Melita/GO	GO Stars	Melita More	Foreign Stations	NONE	TOTAL
MNight													448,543	448,543
0:30													448,543	448,543
1:00													448,543	448,543
1:30													448,543	448,543
2:00													448,543	448,543
2:30													448,543	448,543
3:00													448,543	448,543
3:30													448,543	448,543
4:00													448,543	448,543
4:30													448,543	448,543
5:00													448,543	448,543
5:30													448,543	448,543
6:00													448,543	448,543
6:30													448,543	448,543
7:00		3,253										4,457	440,832	448,543
7:30		4,772										4,457	439,313	448,543
8:00	4,552	6,291										9,010	428,689	448,543
8:30		6,291										9,010	433,242	448,543
9:00		8,652								6,174		9,010	424,707	448,543
9:30		8,652								6,174		9,010	424,707	448,543
10:00		10,843					1,998			6,174		2,460	427,069	448,543
10:30		10,843					1,998			6,174		2,460	427,069	448,543
11:00		10,843								6,174		2,460	429,066	448,543
11:30		9,324								6,174		2,460	430,585	448,543
Noon	1,734	6,507										3,979	436,323	448,543
12:30	1,734	6,507										3,979	436,323	448,543
1:00	1,734	8,697										6,340	431,772	448,543
1:30	1,734	10,216										6,340	430,253	448,543
2:00	1,734	10,216										13,662	422,931	448,543
2:30	1,734	10,216	2,361									13,662	420,570	448,543
3:00	11,735	11,735	4,095				1,998					15,771	403,209	448,543
3:30	5,215	8,026	3,253				1,998					15,771	414,281	448,543
4:00	1,734	10,387	3,253									22,044	411,125	448,543
4:30	5,312	10,387	3,253									21,949	407,643	448,543
5:00	5,312	12,384	3,253									27,187	400,407	448,543
5:30	7,594	12,384	1,734									23,208	403,622	448,543
6:00	5,312	12,384	6,267									16,738	407,843	448,543
6:30	1,734	19,689	2,250				1,424					22,789	400,657	448,543
7:00	4,657	23,784	2,250									44,242	373,609	448,543
7:30	1,734	41,187	19,558									52,599	333,465	448,543
8:00	77,187	18,793									2,361	47,346	302,855	448,543
8:30	18,341	15,635	3,995		2,250						2,361	54,770	351,190	448,543
9:00	14,273	17,059	6,173	4,920	2,250						4,821	76,662	322,386	448,543
9:30	10,851	17,059	2,177	2,460	2,250			2,250			4,821	72,855	333,821	448,543
10:00	2,190	16,266		2,460	2,250			2,250			4,821	47,721	370,587	448,543
10:30	2,190	10,384			2,250			4,532			2,361	35,445	391,380	448,543
11:00												1,424	447,119	448,543
11:30												1,424	447,119	448,543
Total Avg.	3,965	8,119	134	25	234		196		188	772	449	14,640	418,445	448,543
maximum	77,187	41,188	19,558	4,920	2,250		1,998		4,532	6,174	483	76,662	448,543	
std.dev.	11,529	812	3,174	854	694		587		785	264	1,278	29	37,182	

**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													448,543	448,543
0:30													448,543	448,543
1:00													448,543	448,543
1:30													448,543	448,543
2:00													448,543	448,543
2:30												2,295	446,248	448,543
3:00												2,295	446,248	448,543
3:30												2,295	446,248	448,543
4:00												2,295	446,248	448,543
4:30													448,543	448,543
5:00							1,686						446,857	448,543
5:30							1,686						446,857	448,543
6:00	1,477						1,686						445,380	448,543
6:30							1,686						446,857	448,543
7:00	3,873		1,686									1,942	441,042	448,543
7:30	3,873		1,686									1,686	441,298	448,543
8:00	3,873		1,686									1,686	441,298	448,543
8:30	5,815		1,686										441,042	448,543
9:00	5,815		1,686										441,042	448,543
9:30	5,815		1,686										441,042	448,543
10:00	3,628		1,686										443,229	448,543
10:30	3,628		1,686										443,229	448,543
11:00	3,628		1,686										443,229	448,543
11:30	3,628		1,686										443,229	448,543
Noon	5,815		1,686									1,942	439,100	448,543
12:30	3,628		1,686									1,942	441,287	448,543
1:00	3,628		1,686									3,884	439,345	448,543
1:30	3,628		1,686									5,826	437,403	448,543
2:00	3,628		1,686									5,826	437,403	448,543
2:30	3,628		1,686									7,506	435,723	448,543
3:00	5,012	1,942	1,686			1,942	5,170					22,968	409,824	448,543
3:30	3,628	1,942	1,686			1,942	5,170					22,192	411,984	448,543
4:00	5,815	1,942	5,012			1,942						34,259	399,574	448,543
4:30	7,757	1,942	1,686			1,942						34,259	400,958	448,543
5:00	9,126	3,419	3,981									23,345	408,672	448,543
5:30	7,184	1,477	6,110									26,728	407,044	448,543
6:00	14,096	5,710	8,502			2,129	1,370					26,583	390,153	448,543
6:30	10,336	14,917	8,502				1,370					26,976	386,444	448,543
7:00	10,336	13,231	10,444				1,370					32,454	380,709	448,543
7:30	15,547	55,566	28,469				1,370					33,277	314,314	448,543
8:00	77,028	18,292	6,463									25,256	321,505	448,543
8:30	37,310	9,532	6,463		2,391							28,175	364,672	448,543
9:00	51,930	8,892	8,758		2,391			2,391				36,117	338,063	448,543
9:30	40,334	7,508	8,758					2,391				38,932	350,621	448,543
10:00	14,003	2,391	4,521					2,391				42,103	383,134	448,543
10:30	1,942		2,391									25,953	418,257	448,543
11:00												4,508	444,035	448,543
11:30												2,391	446,152	448,543
Total Avg.	7,925	3,098	2,925		100	162	400	114	149			10,998	422,672	448,543
maximum	77,028	55,566	28,469		2,391	1,942	5,170	1,370	2,391			42,103	448,543	
std.dev.	14,628	8,816	4,724		483	542	1,145	383	585			14,080	35,693	

**TV AUDIENCES – WEDNESDAY**

	TVM	ONE	NET TV	Smash	TVM2	f Living	Xeik	iTV	TSN Melita/GO	GO Stars	Melita More	Foreign Stations	NONE	TOTAL
MNight													448,543	448,543
0:30													448,543	448,543
1:00													448,543	448,543
1:30													448,543	448,543
2:00													448,543	448,543
2:30													448,543	448,543
3:00													448,543	448,543
3:30													448,543	448,543
4:00													448,543	448,543
4:30													448,543	448,543
5:00													448,543	448,543
5:30													448,543	448,543
6:00													448,543	448,543
6:30		3,420											445,123	448,543
7:00	1,943	5,537										5,172	435,892	448,543
7:30	1,943	5,537											441,064	448,543
8:00	1,943	7,393											439,208	448,543
8:30	1,943	7,393											439,208	448,543
9:00		7,393											441,150	448,543
9:30		7,393											441,150	448,543
10:00		7,393											441,150	448,543
10:30		7,393											441,150	448,543
11:00		5,275											443,268	448,543
11:30		5,275											443,268	448,543
Noon	1,943	3,798										1,856	440,946	448,543
12:30		3,798										1,856	442,889	448,543
1:00	2,862	5,915	1,385			2,862					1,370	3,333	430,817	448,543
1:30	2,862	5,915	1,385			2,862					1,370	3,333	430,817	448,543
2:00	2,862	5,915	1,385	1,943		1,385						3,798	431,256	448,543
2:30	2,862	7,300	4,769	1,943		1,385						3,798	426,487	448,543
3:00	11,050	12,371	4,769			2,769						6,752	410,831	448,543
3:30	4,246	13,848	6,153			1,385						8,439	414,472	448,543
4:00	4,804	13,848	6,153									8,439	415,298	448,543
4:30	4,232	13,741	6,153									8,439	415,978	448,543
5:00	6,174	20,160	12,038									3,164	407,007	448,543
5:30	6,174	20,160	9,269									3,164	409,776	448,543
6:00	10,235	25,488	7,689				2,296					6,753	396,082	448,543
6:30	8,866	39,108	7,689				2,296					4,977	385,608	448,543
7:00	18,888	40,652	10,081				2,296					13,806	362,821	448,543
7:30	21,053	65,913	17,480				2,296					22,674	319,127	448,543
8:00	123,865	44,559	11,291				2,296					16,050	250,483	448,543
8:30	30,194	39,375	14,644				2,296					26,456	335,578	448,543
9:00	24,195	54,558	11,260		4,522			4,427				52,073	297,508	448,543
9:30	20,566	49,821	4,579		4,522			4,427				45,493	319,135	448,543
10:00	2,954	34,151			4,522			4,427				31,500	370,990	448,543
10:30	1,477	7,673			4,522			4,427				20,521	409,924	448,543
11:00		3,804			2,130							7,993	434,616	448,543
11:30		3,804										4,232	440,508	448,543
Total Avg.	6,669	12,606	2,879	81	421	263	287		369		57	6,543	418,368	448,543
maximum	123,865	65,913	17,480	1,943	4,522	2,862	2,296		4,427		1,370	52,073	448,543	
std.dev.	18,697	16,618	4,643	392	1,287	750	767		1,236		277	11,594	45,329	

**TV AUDIENCES – THURSDAY**

	TVM	ONE	NET TV	Smash	TVM2	f Living	Xeik	iTV	TSN Melita/GO	GO Stars	Melita More	Foreign Stations	NONE	TOTAL
MNight													448,543	448,543
0:30													448,543	448,543
1:00													448,543	448,543
1:30													448,543	448,543
2:00													448,543	448,543
2:30													448,543	448,543
3:00													448,543	448,543
3:30													448,543	448,543
4:00													448,543	448,543
4:30													448,543	448,543
5:00													448,543	448,543
5:30													448,543	448,543
6:00													448,543	448,543
6:30		1,440											447,103	448,543
7:00		2,894											445,649	448,543
7:30		4,667											443,876	448,543
8:00	1,772	2,894											443,876	448,543
8:30		1,455										2,041	445,047	448,543
9:00		1,455										2,041	445,047	448,543
9:30		1,455										2,041	445,047	448,543
10:00		1,455					2,041					2,041	443,006	448,543
10:30		1,455					2,041					2,041	443,006	448,543
11:00		1,455										2,041	445,047	448,543
11:30		1,455										2,041	445,047	448,543
Noon	1,440	1,455										3,481	442,168	448,543
12:30	1,440	3,693										3,481	439,930	448,543
1:00	5,681	3,693					2,041					2,041	435,086	448,543
1:30	5,681	3,693					2,041					3,991	433,136	448,543
2:00	3,481	6,588	1,440				2,041					7,705	427,289	448,543
2:30	5,028	6,588	4,427				2,041					7,705	422,755	448,543
3:00	11,833	6,588	2,987			1,552	4,082					14,460	407,041	448,543
3:30	7,136	2,910	4,759				4,082					14,460	415,196	448,543
4:00	7,136	2,910	1,772				2,041					13,790	420,894	448,543
4:30	5,095	2,910	1,772				2,041					15,831	420,894	448,543
5:00	12,798	4,462	3,813									11,629	415,841	448,543
5:30	6,867	6,687	3,813									9,588	421,588	448,543
6:00	17,645	10,380	4,082									17,100	399,336	448,543
6:30	13,677	36,211	4,082									10,274	384,299	448,543
7:00	30,315	38,467	2,041						1,552			14,611	361,557	448,543
7:30	29,602	60,535	22,340									18,304	317,762	448,543
8:00	94,532	27,586	4,454									35,835	286,136	448,543
8:30	64,967	19,035	5,253		6,309				2,513			45,111	305,355	448,543
9:00	31,763	20,587	16,081		6,309				10,991			59,696	303,116	448,543
9:30	27,530	22,359	14,626		6,309				10,991			40,098	326,631	448,543
10:00	10,391	9,332			6,309				10,991			39,346	372,173	448,543
10:30	5,207	5,465			6,309				10,991			36,135	384,435	448,543
11:00	3,655	1,772	5,931									7,540	429,644	448,543
11:30	3,655		5,931										438,957	448,543
Total Avg.	8,507	6,791	2,283		657	32	510		1,001			9,302	419,459	448,543
maximum	94,532	60,535	22,340		6,309	1,552	4,082		10,991			59,696	448,543	
std.dev.	17,561	12,059	4,532		1,948	224	1,074		3,073			14,197	44,215	

**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													448,543	448,543
0:30													448,543	448,543
1:00													448,543	448,543
1:30													448,543	448,543
2:00													448,543	448,543
2:30													448,543	448,543
3:00													448,543	448,543
3:30													448,543	448,543
4:00													448,543	448,543
4:30													448,543	448,543
5:00													448,543	448,543
5:30													448,543	448,543
6:00												1,203	447,340	448,543
6:30												1,203	447,340	448,543
7:00	1,116	2,955										2,756	441,716	448,543
7:30	1,116	2,955										2,756	441,716	448,543
8:00	4,889	2,955										2,756	437,942	448,543
8:30	4,889	5,531										2,756	435,367	448,543
9:00	6,092	10,420	4,889									2,756	424,385	448,543
9:30	6,092	10,420	4,889									2,756	424,385	448,543
10:00	6,092	10,420	4,889									3,872	423,269	448,543
10:30	6,092	10,420	4,889									3,872	423,269	448,543
11:00	9,156	11,931	4,889									7,555	415,012	448,543
11:30	7,208	11,931	4,889									7,555	416,959	448,543
Noon	9,689	17,212	4,889									6,439	410,313	448,543
12:30	6,017	17,212	4,889			1,762						3,683	414,979	448,543
1:00	8,336	18,328	4,889			1,762						7,642	407,585	448,543
1:30	8,336	18,328	4,889			1,762						9,195	406,032	448,543
2:00	7,220	18,328	6,092			1,762						10,777	404,363	448,543
2:30	7,220	18,328	6,092			1,762			1,870			10,777	402,493	448,543
3:00	8,498	17,125	7,827			2,890			1,870			12,524	397,809	448,543
3:30	8,498	16,009	6,092			4,263			1,870			12,524	399,286	448,543
4:00	7,295	17,125	6,092			3,136			1,870			16,275	396,749	448,543
4:30	10,792	16,009	6,092						1,870			16,275	397,504	448,543
5:00	9,898	17,383	6,092						1,870			17,504	395,796	448,543
5:30	9,279	24,648	7,295									9,010	398,311	448,543
6:00	19,864	22,699	16,732		1,511							14,887	372,849	448,543
6:30	10,877	30,497	15,617									14,607	376,945	448,543
7:00	22,323	34,977	12,861									14,861	363,522	448,543
7:30	23,923	56,029	20,368							3,718		19,609	324,897	448,543
8:00	99,328	26,359	6,471			1,373				3,718	2,951	24,809	283,534	448,543
8:30	83,690	40,382	6,471							3,718	2,951	19,382	291,950	448,543
9:00	62,923	35,242	4,889	1,870							2,951	42,563	298,105	448,543
9:30	54,124	23,765	9,779								2,951	40,137	317,788	448,543
10:00	51,979	12,673	9,779								2,951	35,790	335,372	448,543
10:30	40,919	13,847	4,889									26,945	361,942	448,543
11:00	13,521	9,157	7,998			1,373						20,412	396,082	448,543
11:30	6,759	9,157	4,889			1,373						6,957	419,407	448,543
Total Avg.	13,418	12,724	4,611	39	31	484			234	232	307	9,487	406,976	448,543
maximum	99,328	56,029	20,368	1,870	1,511	4,263			1,870	3,718	2,951	42,563	448,543	
std.dev.	21,885	12,556	4,773	270	218	993			625	909	911	10,778	45,314	

**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													448,543	448,543
0:30													448,543	448,543
1:00													448,543	448,543
1:30													448,543	448,543
2:00													448,543	448,543
2:30													448,543	448,543
3:00													448,543	448,543
3:30													448,543	448,543
4:00													448,543	448,543
4:30													448,543	448,543
5:00													448,543	448,543
5:30													448,543	448,543
6:00		1,053											447,490	448,543
6:30		1,053											447,490	448,543
7:00		2,871											445,672	448,543
7:30		1,053										1,746	445,745	448,543
8:00		6,474										1,746	440,324	448,543
8:30		6,474										1,746	440,324	448,543
9:00		6,474										7,256	434,814	448,543
9:30		6,474										7,256	434,814	448,543
10:00		6,474										6,189	435,881	448,543
10:30		6,474										7,808	434,261	448,543
11:00		6,474			1,053							3,433	437,583	448,543
11:30		6,474			1,053								441,016	448,543
Noon		8,084			1,053							1,123	438,283	448,543
12:30	5,880	8,084			1,053							2,600	430,926	448,543
1:00	13,822	8,084										7,566	419,071	448,543
1:30	13,822	8,084												
2:00	20,240	12,974				1,746			4,292	1,819		4,966	402,507	448,543
2:30	20,240	14,027				1,746			4,292	1,819		3,489	402,931	448,543
3:00	18,697	16,915				1,746			4,292	1,819		11,124	393,952	448,543
3:30	16,097	18,392				1,746			4,292	1,819		11,124	395,075	448,543
4:00	4,033	16,509			1,477	1,746			6,110	1,819		16,203	400,647	448,543
4:30	4,033	16,509				1,746			6,110	1,819		16,203	402,124	448,543
5:00	5,457	18,119					1,610		6,110	1,819		12,887	402,541	448,543
5:30	2,387	16,642					1,610		6,110	1,819		8,837	411,138	448,543
6:00	9,087	16,217	1,688	1,610					5,613	1,819		21,445	391,065	448,543
6:30	6,163	16,217		1,610					5,613	1,819		22,803	394,319	448,543
7:00	7,286	16,452	1,610	1,610			3,101		12,142	1,819		23,321	381,203	448,543
7:30	6,004	48,255	7,402				1,282		12,142			26,261	347,197	448,543
8:00	56,756	32,342	4,586				4,565			1,819		28,556	319,919	448,543
8:30	28,256	34,229	6,063				4,565		1,053			38,279	336,098	448,543
9:00	10,268	31,212	5,682				4,565	6,529	6,120			51,671	332,496	448,543
9:30	10,268	31,212	5,682				4,565	6,529	6,120			48,846	335,321	448,543
10:00	5,896	21,590	2,759					6,529	6,120			45,437	360,211	448,543
10:30	3,296	21,236	2,759					6,529	6,120			33,124	375,478	448,543
11:00		5,531	1,477						1,053			20,506	419,976	448,543
11:30		2,798	1,477						1,053			11,334	431,881	448,543
Total Avg.	5,583	10,365	858	101	118	218	539	544	2,182	493		10,680	416,861	448,543
maximum	56,756	48,255	7,402	1,610	1,477	1,746	4,565	6,529	12,142	1,819		51,671	448,543	
std.dev.	10,213	11,145	1,884	394	356	583	1,352	1,824	3,279	817		13,983	36,881	

**TV AUDIENCES – SUNDAY**

	TVM	ONE	NET TV	Smash	TVM2	f Living	Xeik	ITV	TSN Melita/GO	GO Stars	Melita More	Foreign Stations	NONE	TOTAL
MNight													448,543	448,543
0:30													448,543	448,543
1:00													448,543	448,543
1:30													448,543	448,543
2:00													448,543	448,543
2:30													448,543	448,543
3:00													448,543	448,543
3:30													448,543	448,543
4:00													448,543	448,543
4:30													448,543	448,543
5:00													448,543	448,543
5:30													448,543	448,543
6:00													448,543	448,543
6:30												1,079	447,464	448,543
7:00												1,079	447,464	448,543
7:30													448,543	448,543
8:00		1,151											447,392	448,543
8:30		4,543										1,079	442,921	448,543
9:00		4,543										1,079	442,921	448,543
9:30		4,543											444,000	448,543
10:00		6,408	5,003									6,693	430,439	448,543
10:30		5,256	5,003									6,693	431,590	448,543
11:00	2,216	5,256	5,003									7,761	428,307	448,543
11:30	2,216	5,256	5,003									1,068	435,000	448,543
Noon	18,745	4,703							2,824			1,068	421,203	448,543
12:30	18,745	4,703							2,824	1,864	1,068		419,339	448,543
1:00	12,669	4,095							2,824	1,864	4,064		423,027	448,543
1:30	12,669	2,944							2,824	1,864	4,064		424,178	448,543
2:00	12,669	4,458	5,003						2,824	1,864	14,011		407,714	448,543
2:30	11,601	4,458	5,003						2,824	1,864	14,011		408,782	448,543
3:00	13,863	5,609	5,003			1,079			6,855	1,864	15,090		399,179	448,543
3:30	9,203	4,458	5,003			1,079			6,855	1,864	19,551		400,530	448,543
4:00	5,657	4,458	6,318		1,864				6,855	1,864	18,629		402,897	448,543
4:30	4,143	2,944	6,318		1,864				6,855	1,864	16,235		408,319	448,543
5:00	4,143	6,163	6,318		1,864				4,031	1,864	18,737		405,422	448,543
5:30	4,143	7,850	6,318		1,864				4,031	1,864	18,737		403,735	448,543
6:00	6,207	14,511	2,975		1,660				5,691	1,864	28,703		386,932	448,543
6:30	11,679	18,087	1,315		1,660				5,691	1,864	30,850		377,396	448,543
7:00	26,285	20,997	5,177						8,808	1,864	30,295		355,116	448,543
7:30	18,184	54,772	14,428						8,808	1,864	27,612		322,873	448,543
8:00	80,381	27,524	8,784							1,864	16,864		313,126	448,543
8:30	44,090	24,222	3,780							1,864	43,693		330,893	448,543
9:00	69,356	13,027	1,151							1,864	46,542		316,602	448,543
9:30	67,496	8,884	1,151							1,864	42,009		327,138	448,543
10:00	59,205	3,551								1,864	35,446		348,477	448,543
10:30	37,711	3,551								1,864	28,966		376,450	448,543
11:00	10,322	3,551									15,251		419,419	448,543
11:30	2,638	1,864									6,693		437,347	448,543
Total Avg.	11,797	6,007	2,168		225	45			1,696	816	10,932		414,858	448,543
maximum	80,381	54,772	14,428		1,864	1,079			8,808	1,864	46,542		448,543	
std.dev.	20,116	9,628	3,176		601	218			2,729	935	13,624		41,031	

# Radio Audiences by Half-Hour Slots – Monday to Sunday

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

## RADIO AUDIENCES – MONDAY

	Radju Malta	Radju Malta 2	Magic Malta	One Radio	Net FM	89.7 Bay	Calypso Radio	103	Smash Radio	Radju Marija	Campus FM	Vibe FM	X FM	Bay Easy (Digital Radio)	Community	Foreign	NONE	Total
MNight				1,424													447,119	448,543
0:30				1,424													447,119	448,543
1:00				1,424													447,119	448,543
1:30				1,424													447,119	448,543
2:00				1,424													447,119	448,543
2:30				1,424													447,119	448,543
3:00				1,424													447,119	448,543
3:30				1,424													447,119	448,543
4:00	2,818			1,424						1,409							442,893	448,543
4:30	2,818			1,424													444,301	448,543
5:00	2,818			1,424													444,301	448,543
5:30	2,818			5,419			2,361										437,945	448,543
6:00	5,741	10,677		12,237	1,998		2,361		2,250	6,174			10,637				396,469	448,543
6:30	7,165			14,428	1,998	8,825				6,174	1,998	7,188	5,318				395,450	448,543
7:00	5,650	7,058		19,656	1,998	12,811	4,709			9,581	1,998	8,507	6,174			7,802	362,599	448,543
7:30	5,650	3,480		19,656	1,998	11,402	4,650		3,952	8,172	1,998	6,174				7,802	373,608	448,543
8:00	7,385	3,480		25,100	1,998	9,632	4,650		3,952	8,172	1,998	5,952				2,177	374,047	448,543
8:30	7,385			25,100	1,998	9,632	6,385		3,952	8,172	1,998		6,174			2,177	375,570	448,543
9:00	17,429			26,619	1,998	6,152	6,648		7,530	8,172	1,998	2,250				2,177	367,571	448,543
9:30	19,889			26,619	3,407	6,152	6,648		7,530	6,174	1,998	2,250				2,177	365,700	448,543
10:00	21,408			24,885	3,407	6,152	9,009		7,530	6,174	1,998					2,177	365,804	448,543
10:30	21,408			24,885	1,998	3,229	10,418		3,577	6,174	1,998	2,923				2,177	369,756	448,543
11:00	19,889			27,168	1,998	3,229	10,418		3,577	6,174	4,457	2,923				2,177	366,532	448,543
11:30	18,155			30,326	1,998	3,229	10,418		3,577	6,174	4,457	2,923				2,177	365,109	448,543
Noon	7,259			17,395	1,998	3,229	11,451		3,577	9,102	4,457	2,923				4,175	382,975	448,543
12:30	7,259	3,480		13,664	1,998	7,181	4,821		3,577	7,693	4,457	2,923				4,175	387,314	448,543
1:00	5,851			15,841	1,998	6,709	7,182		3,577	6,174		2,923					398,288	448,543
1:30	5,851			15,841	1,998	3,229	7,182		3,577	6,174		2,923					401,769	448,543
2:00	1,424			12,145	4,457	9,403	4,821		3,577	6,174		2,923					403,619	448,543
2:30	1,424			12,145	1,998	12,883	4,821		3,577	6,174		2,923					402,598	448,543
3:00	5,292	3,577		15,854	1,998	6,709	6,555		5,827	8,172	2,460	2,923					389,176	448,543
3:30	6,701			15,854	1,998	3,229	4,821		5,827	8,172	2,460	2,923					396,559	448,543
4:00	4,242			15,854		13,762	7,011		3,577	8,172	4,457	6,174	5,318				379,975	448,543
4:30	2,833			13,664		3,229	7,011		3,577	8,172	4,457	12,349	5,318				387,933	448,543
5:00	1,424	4,872		15,841		12,252	7,011	2,177	3,577	6,174	4,457	6,174	5,318			5,804	373,460	448,543
5:30	3,601	4,872		15,841		3,229	4,551	2,177	3,577	6,174	4,457	8,400	5,318			5,804	380,540	448,543
6:00				13,650		3,229	4,551	2,177		8,535	4,457	9,900					402,042	448,543
6:30				13,650		3,229	4,551	2,177		6,174	4,457						414,304	448,543
7:00				12,131		3,229	4,551	4,460		6,174						1,998	415,999	448,543
7:30				12,131		3,229	4,551	2,177		6,174						1,998	418,282	448,543
8:00	2,460			7,494		3,229	4,551			6,174							424,635	448,543
8:30	2,460			7,494		3,229	4,551			6,174							424,635	448,543
9:00	2,460			5,975		3,229	4,551			6,174							426,154	448,543
9:30				5,975		3,229	4,551			6,174							428,613	448,543
10:00				8,336													440,207	448,543
10:30				8,336													440,207	448,543
11:00				5,975													442,568	448,543
11:30				5,975													442,568	448,543
Tot Avg	4,770	865		12,184	942	3,986	4,007	320	1,976	4,691	1,406	2,239	1,033			1,187	408,938	448,543
Max	21,408	10,677		30,326	4,457	13,762	11,451	4,460	7,530	9,581	4,457	12,349	10,637			7,802	447,119	
std.dev.	6,270	2,186		8,531	1,205	4,154	3,408	907	2,392	3,418	1,798	3,123	2,439			2,074	30,523	

# **RADIO AUDIENCES – TUESDAY**

	Radju Malta	Radju Malta 2	Magic Malta	One Radio	Net FM	89.7 Bay	Calypso Radio	103	Smash Radio	Radju Marija	Campus FM	Vibe FM	X FM	Bay Easy (Digital Radio)	Community	Foreign	NONE	Total
MNight	1,942																446,601	448,543
0:30	1,942																446,601	448,543
1:00	1,942																446,601	448,543
1:30	1,942																446,601	448,543
2:00	1,942																446,601	448,543
2:30	1,942																446,601	448,543
3:00	1,942																446,601	448,543
3:30	1,942																446,601	448,543
4:00	1,942																446,601	448,543
4:30	1,942						1,477	2,295									442,829	448,543
5:00	1,942						1,477	2,295				1,477					441,353	448,543
5:30	1,942						4,895	2,295					1,477				437,934	448,543
6:00	3,326			8,289	2,295		4,977	2,295	2,117	1,370		3,640					420,234	448,543
6:30	3,326			10,584	2,295	4,103	3,593	2,295	2,117	1,370		1,477					417,384	448,543
7:00	9,192	1,686	8,289	5,923	15,170	8,171	2,295	2,117	12,730		5,643					2,129	375,198	448,543
7:30	6,897	4,077	12,747	5,923	16,431	8,171	2,295	2,117	11,044		12,409	6,861				2,391	357,179	448,543
8:00	10,683	1,686	10,452	14,252	13,218	8,171	2,295	2,117	5,616		11,521	3,478				2,391	362,663	448,543
8:30	10,683	1,686	10,231	12,136	4,425	9,541	2,295	2,117	5,616			5,643				2,391	381,780	448,543
9:00	16,043	1,686	8,289	3,981	13,449	12,494	4,237	2,117	5,616							2,391	378,240	448,543
9:30	16,043	1,686	10,680	3,981	4,425	11,017	4,237	2,117	5,616							2,391	386,349	448,543
10:00	17,428	1,686	10,680	3,981	4,425	9,541	4,237	2,117	5,616						1,855	2,391	384,586	448,543
10:30	17,428	1,686	10,680	3,981	4,425	9,541	4,237	2,117	5,616						1,855	2,391	384,586	448,543
11:00	12,258	1,686	10,680	3,981	4,425	9,541	4,237	2,117	5,616						1,855		392,148	448,543
11:30	12,258	1,686	13,071	3,981	4,425	9,541	4,237	2,117	5,616						1,855		389,756	448,543
Noon	10,592	1,686	10,680	3,981	4,425	13,787	8,186	2,117	3,761								389,329	448,543
12:30	5,810	1,686	10,584	3,981	4,425	13,787	3,665	2,117	3,761								398,728	448,543
1:00	5,810	1,686	8,289	3,981	4,425	12,417	2,295	2,117	3,761		2,163					2,129	399,469	448,543
1:30	3,419	1,686	8,289	3,981	7,267	12,417	2,295	2,117	3,761		2,163					2,129	399,019	448,543
2:00	1,942	1,686	8,289	3,981	7,267	10,301	2,295	2,117	3,761		6,002					2,129	398,774	448,543
2:30	1,942	1,686	8,289	3,981	12,473	10,301	2,295	2,117	3,761		6,002						395,697	448,543
3:00	1,942	1,686	8,289	3,981		10,301	2,295	2,117	3,761		6,002						408,170	448,543
3:30	1,942	1,686	8,289	5,923		11,777	2,295	2,117	3,761		6,002	6,861					397,891	448,543
4:00	4,333	1,686	8,289	5,923	4,103	8,114	2,295	2,117	3,761		6,002	3,478				2,391	396,052	448,543
4:30	4,333	1,686	8,289	5,923		8,114	2,295	2,117	3,761		6,002	5,643				2,391	397,990	448,543
5:00	1,942	1,686	8,289	5,923		8,114	2,295	7,105	5,130		6,002					2,391	399,666	448,543
5:30	1,942	1,686	8,289	5,923		8,114	2,295	2,117	5,130		6,002					2,391	404,654	448,543
6:00	4,071	1,686	9,021	5,923	4,988	7,939	2,295	2,117	4,856								405,647	448,543
6:30	4,071	1,686	6,905	5,923	4,988	4,521	2,295		4,856								413,299	448,543
7:00	1,942		6,905	3,981	13,148	4,521	3,665		4,856								409,526	448,543
7:30	1,942		6,905	3,981	8,584	4,521	3,665		4,856								414,090	448,543
8:00	1,942		6,905			4,521	3,665		1,370								430,141	448,543
8:30	1,942		6,905			4,521	3,665		1,370								430,141	448,543
9:00	1,942		6,905			4,521	3,665		1,370								430,141	448,543
9:30	1,942		6,905			4,521	3,665		1,370								430,141	448,543
10:00	1,942		6,905			4,521	2,295										432,881	448,543
10:30	1,942		5,428			4,521											436,652	448,543
11:00	1,942		5,428			4,521											436,652	448,543
11:30	1,942		5,428			4,521											436,652	448,543
Tot Avg	4,841	893	6,445	3,000	3,438	6,195	2,286	1,206	3,004		1,992	548			155	725	413,813	448,543
Max	17,428	4,077	13,071	14,252	16,431	13,787	8,186	7,105	12,730		12,409	6,861			1,855	2,391	446,601	
std.dev.	4,722	965	4,105	3,204	4,740	4,261	1,686	1,369	2,927		3,187	1,699			518	1,089	25,703	

**RADIO AUDIENCES – WEDNESDAY**

	Radju Malta	Radju Malta 2	Magic Malta	One Radio	Net FM	89.7 Bay	Calypso Radio	103	Smash Radio	Radju Marija	Campus FM	Vibe FM	X FM	Bay Easy (Digital Radio)	Community	Foreign	NONE	Total
MNight							2,117										446,426	448,543
0:30							2,117										446,426	448,543
1:00							2,117										446,426	448,543
1:30							2,117										446,426	448,543
2:00							2,117										446,426	448,543
2:30							2,117										446,426	448,543
3:00							2,117										446,426	448,543
3:30						6,419	2,117										440,007	448,543
4:00							2,117			1,477							444,949	448,543
4:30							2,117			1,477							444,949	448,543
5:00				3,056			2,117			2,862							440,508	448,543
5:30				13,851			2,117			1,477							431,097	448,543
6:00	1,943			14,291		6,858	9,491		5,172	1,477		8,587			1,856		398,869	448,543
6:30	1,943			20,755		9,022	8,121		5,172	1,477							402,054	448,543
7:00	12,627		4,738	24,242	1,943	19,308	16,063	2,296	5,172	10,054		2,843					349,259	448,543
7:30	12,627			18,739	3,885	8,556	18,626	2,296	8,650	10,520		6,201					358,443	448,543
8:00	14,757			23,373	6,073	16,930	18,626	2,296	8,650	8,577		2,164	1,477			1,943	343,677	448,543
8:30	12,627			19,056	6,073	12,034	16,509	2,296	5,172	7,192		8,365	1,477			1,943	355,800	448,543
9:00	18,534	1,370		21,243	6,073	8,556	16,509	2,296	5,172	7,192		6,902	2,843			1,943	349,912	448,543
9:30	18,534	1,370		21,243	7,550	8,556	10,505	2,296	5,172	7,192		6,902				1,943	357,281	448,543
10:00	20,476	1,370		21,243	7,550	10,776	12,801	2,296	5,172	7,192		4,738					354,930	448,543
10:30	20,476	1,370		19,056	7,550	8,556	12,801	2,296	5,172	5,715		4,738				2,187	358,627	448,543
11:00	18,534	1,370		19,056	7,550	8,556	12,801	2,296	5,172	5,715						2,187	365,307	448,543
11:30	18,534	1,370		17,369	7,550	8,556	12,801	2,296	5,172	5,715						2,187	366,993	448,543
Noon	9,300			17,195	4,130	8,556	9,028	2,296	5,172	3,773					1,856	2,187	385,051	448,543
12:30	11,430			13,310	4,130	8,556	9,028	2,296	5,172	3,773			1,477			2,187	387,184	448,543
1:00	11,880			17,819	1,943	14,975	10,971	2,296	5,172	3,773						2,187	377,529	448,543
1:30	9,750			17,819	1,943	8,556	10,971	2,296	5,172	3,773						2,187	386,078	448,543
2:00	9,750			24,238	1,943	5,172	10,971	2,296	5,172	3,773						2,187	383,043	448,543
2:30	9,750			15,702	1,943	5,172	10,971	2,296	8,650	3,773						2,187	388,101	448,543
3:00	11,880			15,702	1,943	5,172	6,898	2,296	8,650	5,250						2,187	388,566	448,543
3:30	11,880			15,702	1,943	5,172	6,898	2,296	5,172	5,250						2,187	392,045	448,543
4:00	10,141		4,738	9,506	1,943	5,172	8,268	2,296	5,172	5,250						2,187	393,872	448,543
4:30	8,011		4,738	9,506	1,943	5,172	8,268	2,296	5,172	5,250					1,856	2,187	394,146	448,543
5:00	8,011			4,334	3,885		8,268	2,296		5,250						2,187	414,312	448,543
5:30	2,130			6,021	3,885		8,268	2,296		5,250						2,187	418,506	448,543
6:00	4,247			3,629	3,885		6,898	2,296		6,542						2,187	418,858	448,543
6:30	2,130			3,629	3,885		6,898	2,296		5,157						2,187	422,360	448,543
7:00				3,629	1,943		11,421	4,426		3,773			2,187			2,187	418,977	448,543
7:30				3,629	1,943		6,898	2,296		3,773						2,187	427,817	448,543
8:00					1,943		6,898	2,296		3,773						2,187	431,446	448,543
8:30					1,943		6,898	2,296		3,773						2,187	431,446	448,543
9:00					1,943		6,898	2,296		5,993						2,187	429,226	448,543
9:30					1,943		6,898	2,296		3,773						2,187	431,446	448,543
10:00					1,943		3,420	2,296		3,773						2,187	434,925	448,543
10:30					1,943		3,420	2,296		3,773						2,187	434,925	448,543
11:00							5,537	2,296		2,296						2,187	436,227	448,543
11:30							5,537	2,296		2,296						2,187	436,227	448,543
Tot Avg	6,081	171	296	9,124	2,431	4,257	7,864	1,671	2,660	3,920		1,072	197		116	1,392	407,291	448,543
Max	20,476	1,370	4,738	24,242	7,550	19,308	18,626	4,426	8,650	10,520		8,587	2,843		1,856	2,187	446,426	
std.dev.	7,033	458	1,159	8,984	2,466	5,185	4,761	1,126	3,063	2,682		2,441	611		454	1,044	33,831	

# RADIO AUDIENCES – THURSDAY

	Radju Malta	Radju Malta 2	Magic Malta	One Radio	Net FM	89.7 Bay	Calypso Radio	103	Smash Radio	Radju Marija	Campus FM	Vibe FM	X FM	Bay Easy (Digital Radio)	Community	Foreign	NONE	Total
MNight																	448,543	448,543
0:30																	448,543	448,543
1:00																	448,543	448,543
1:30																	448,543	448,543
2:00																	448,543	448,543
2:30																	448,543	448,543
3:00																	448,543	448,543
3:30																	448,543	448,543
4:00										3,324							445,219	448,543
4:30										1,552							446,991	448,543
5:00										1,552							446,991	448,543
5:30				7,975		1,440				3,324							435,804	448,543
6:00	1,772			14,890		1,440	8,156	4,349		3,324							414,612	448,543
6:30	5,328			24,193		4,315	8,156	4,349		3,324							398,877	448,543
7:00	5,328		4,313	28,062		24,671	12,255	5,789		6,219		15,221					346,685	448,543
7:30	1,772	6,309	4,313	26,510	1,440	24,227	6,075	4,334		8,169		10,242					355,152	448,543
8:00	4,764	6,309	1,440	25,553	1,440	23,894	6,075	4,334		8,169		5,929					360,637	448,543
8:30	4,764			27,105	1,440	12,907	6,075	4,334		6,219		11,754					373,946	448,543
9:00	7,277			25,553	1,440	6,728	9,958	4,334		6,219		3,447					383,589	448,543
9:30	6,316			25,553	1,440	4,454	9,958	4,334		6,219		3,447					386,824	448,543
10:00	6,316			25,553	1,440	4,454	15,663	2,894		6,219		3,447				9,487	373,071	448,543
10:30	6,203			25,553	1,440	4,454	15,663	2,894		6,219		3,447				9,487	373,183	448,543
11:00	4,764			27,851	1,440	4,454	9,700	2,894		8,457		3,447				5,931	379,605	448,543
11:30	4,764			27,851	1,440	4,454	9,700	2,894		8,457		3,447					385,536	448,543
Noon	10,865			36,950		4,454	7,659	5,307		11,953		3,447					367,909	448,543
12:30	8,351			30,873		6,728	7,659	5,307		8,457		3,447					377,722	448,543
1:00	5,027			26,863	2,513	10,969	3,997	2,894		4,764		3,447					388,069	448,543
1:30	5,027			24,624		10,969	3,997	2,894		4,764		3,447					392,820	448,543
2:00	5,027			15,053		11,031	3,997	2,894		4,764		3,447					402,330	448,543
2:30	5,027			15,053		11,031	3,997	2,894		4,764		3,447					402,330	448,543
3:00	2,513			13,613	2,299	6,829	3,997	2,894		4,764		3,447					408,187	448,543
3:30	2,513			13,613	2,299	4,555	3,997	2,894		4,764		3,447			1,950		408,511	448,543
4:00	3,968			11,471	2,299	4,202	16,107	2,894		4,764				1,950			400,887	448,543
4:30	7,776			16,905	2,299		10,176	2,894		4,764					1,950		401,779	448,543
5:00	8,733			15,948			3,997	2,894		4,764							412,207	448,543
5:30	8,733			10,513			3,997	2,894		4,764		4,652					412,990	448,543
6:00				7,506		4,652	3,997	2,894		4,764		4,652					420,078	448,543
6:30				7,506		7,639	3,997	2,894		3,212							423,295	448,543
7:00				5,734		2,987	2,225	2,894		3,212							431,491	448,543
7:30				5,734		2,987	2,225	2,894		3,212							431,491	448,543
8:00				5,734			2,225	2,894		3,212							434,478	448,543
8:30				5,734			2,225	2,894		3,212							434,478	448,543
9:00				5,734			2,225	2,894		1,772							435,917	448,543
9:30				5,734			2,225	2,894		1,772							435,917	448,543
10:00				5,734			2,225	2,894		1,772							435,917	448,543
10:30				5,734			2,225	2,894		1,772							435,917	448,543
11:00				5,734				2,894		1,772							438,142	448,543
11:30				5,734				2,894		1,772							438,142	448,543
Tot Avg	2,769	263	210	12,834	514	4,394	4,517	2,542		3,885		2,098			122	519	413,876	448,543
Max	10,865	6,309	4,313	36,950	2,513	24,671	16,107	5,789		11,953		15,221			1,950	9,487	448,543	
std.dev.	3,220	1,274	889	11,012	843	6,367	4,547	1,658		2,797		3,288			477	2,075	30,152	

## RADIO AUDIENCES – FRIDAY

	Radju Malta	Radju Malta 2	Magic Malta	One Radio	Net FM	89.7 Bay	Calypso Radio	103	Smash Radio	Radju Marija	Campus FM	Vibe FM	X FM	Bay Easy (Digital Radio)	Community	Foreign	NONE	Total
MNight				1,582													446,961	448,543
0:30				1,582													446,961	448,543
1:00				1,582													446,961	448,543
1:30				1,582													446,961	448,543
2:00				1,582													446,961	448,543
2:30				1,582													446,961	448,543
3:00				1,582													446,961	448,543
3:30				1,582													446,961	448,543
4:00				1,582													446,961	448,543
4:30				1,582			1,582										445,379	448,543
5:00				3,530			1,582										443,431	448,543
5:30				4,903			2,698			2,698							438,244	448,543
6:00	3,452			9,254	1,582		4,593			4,280						1,870	423,513	448,543
6:30	3,452	4,597		9,254	4,924	2,756	4,593	1,582		6,440		6,099					404,846	448,543
7:00		4,597	5,227	15,644	4,924	15,769	7,231	4,158	8,634	11,311	1,373	18,432					351,242	448,543
7:30	1,203		5,227	15,779	1,582	18,863	9,179	4,158	8,634	12,143		16,078			1,511		354,185	448,543
8:00	3,073			15,037		23,427	7,231	4,158		10,632		7,919			1,511		375,555	448,543
8:30	3,073			15,037	3,073	9,230	7,374	4,158		8,897					1,511		396,191	448,543
9:00	7,202			16,152	3,073	5,512	10,130	4,158		7,781		7,840			1,511		385,183	448,543
9:30	7,202			16,152	3,073	5,512	10,130	4,158		7,781		4,889			1,511		388,134	448,543
10:00	11,426		1,762	18,908	3,073	10,109	14,354	4,158	4,889	9,651					1,511	3,677	365,024	448,543
10:30	11,426		1,762	18,908	3,073	5,512	11,865	4,158	4,889	9,651					1,511	1,870	373,917	448,543
11:00	13,285		1,762	18,763	3,073	5,512	10,130	4,158		9,651					1,511		380,697	448,543
11:30	13,285		1,762	20,633	1,203	5,512	10,130	4,158		9,651					1,511		380,697	448,543
Noon	6,837		5,105	22,785	3,151	5,512	2,935	1,582		8,069							392,567	448,543
12:30	4,967		1,762	22,785	1,203	5,512	2,935	1,582		8,069							399,727	448,543
1:00	3,959			19,933		2,756	2,935	1,582		6,953							410,424	448,543
1:30	3,959			18,198		4,704	2,935	1,582		6,953							410,211	448,543
2:00	2,756			11,732		2,756	2,935	1,582		6,953			3,342				416,486	448,543
2:30	2,756			11,732		2,756	4,660	1,582		6,953			3,342				414,762	448,543
3:00				11,732			3,532	1,582		8,688		3,745					419,265	448,543
3:30				14,488			3,532	1,582		5,005							423,936	448,543
4:00		1,735	5,227	8,496		8,046	5,114	1,582	1,203	5,005		3,130					409,004	448,543
4:30	2,756	1,735	5,227	8,496		1,948	5,114	1,582	1,203	5,005							415,476	448,543
5:00	2,756	1,735		7,123	1,735	3,605	5,480		6,092	3,136	1,373	1,762					413,746	448,543
5:30	2,756	1,735		7,123	1,735	3,605	6,288		6,092	3,136		1,762					414,311	448,543
6:00	1,116			7,123	3,683		1,808		1,203	9,467							424,144	448,543
6:30				7,123	1,735		1,808		1,203	9,467							427,208	448,543
7:00				4,367	2,850		1,808			6,359							433,159	448,543
7:30				4,367	1,735		1,808			6,359							434,275	448,543
8:00				4,367	3,683					6,359							434,134	448,543
8:30				3,164						8,229							437,150	448,543
9:00				4,280			1,116			3,632							439,516	448,543
9:30				4,280			1,116			3,632							439,516	448,543
10:00				2,698			1,116									1,735	442,995	448,543
10:30				2,698			1,116			1,203						1,735	441,792	448,543
11:00				2,698			1,116									1,735	442,995	448,543
11:30				2,698			1,116									1,735	442,995	448,543
Tot Avg	2,348	336	726	8,922	1,128	3,102	3,648	1,229	918	4,983	57	1,493	139		283	299	418,931	448,543
Max	13,285	4,597	5,227	22,785	4,924	23,427	14,354	4,158	8,634	12,143	1,373	18,432	3,342		1,511	3,677	446,961	
std.dev.	3,688	1,020	1,635	6,907	1,524	5,133	3,714	1,650	2,243	3,931	277	3,877	675		596	775	27,561	

# RADIO AUDIENCES – SATURDAY

	Radju Malta	Radju Malta 2	Magic Malta	One Radio	Net FM	89.7 Bay	Calypso Radio	103	Smash Radio	Radju Marija	Campus FM	Vibe FM	X FM	Bay Easy (Digital Radio)	Community	Foreign	NONE	Total
MNight																	448,543	448,543
0:30																	448,543	448,543
1:00																	448,543	448,543
1:30																	448,543	448,543
2:00																	448,543	448,543
2:30																	448,543	448,543
3:00				1,746													446,797	448,543
3:30				1,746													446,797	448,543
4:00				1,746													446,797	448,543
4:30				1,746													446,797	448,543
5:00				1,746			1,477										445,320	448,543
5:30				1,746			1,477									1,688	443,632	448,543
6:00	1,282			2,787		4,881	2,519						4,881			1,688	430,506	448,543
6:30	4,170			4,397		6,526	2,519		1,042				4,881			1,688	423,320	448,543
7:00	11,331			18,131	1,477	4,881	3,560		6,254							1,688	401,221	448,543
7:30	7,039			14,693	1,477	10,870	3,560		1,282	4,565						1,688	403,368	448,543
8:00	7,039			14,160	1,610	24,685	3,560		1,282	4,565	4,565				1,411	6,311	379,354	448,543
8:30	8,321			14,160	4,183	27,222	3,560		1,282		7,138				1,411	6,311	374,953	448,543
9:00	12,819			11,479	1,610	22,798	4,602		1,282		10,504				1,411	8,056	373,981	448,543
9:30	11,723	2,922		13,297	1,610	19,432	6,348		1,282		4,565				1,411	8,056	377,896	448,543
10:00	12,775	2,922		14,420	1,610	19,579	9,066		2,161		13,314					6,311	366,384	448,543
10:30	12,775			12,602	1,610	19,579	6,421		3,444		10,741					8,129	373,242	448,543
11:00	9,639			10,783	1,610	16,510	3,560		1,282		8,167					3,507	393,484	448,543
11:30	9,639			11,825	1,610	16,510	3,560		1,282		8,167					3,507	392,442	448,543
Noon	10,196		4,715	7,615		9,099	8,441		1,282								407,195	448,543
12:30	6,175		1,646	7,195		10,523	2,519		1,282								419,203	448,543
1:00	7,994		1,646	5,450		11,439	2,519		5,847								413,649	448,543
1:30	3,429		1,646	5,450		4,881	2,519		5,847								424,772	448,543
2:00			1,646	8,888		7,268	2,519		9,312								418,911	448,543
2:30			1,646	7,069		4,881	2,519		9,312								423,117	448,543
3:00			1,646	7,069		11,410	2,519		6,042								419,857	448,543
3:30			1,646	7,069		14,665	2,519		4,565		4,881						413,198	448,543
4:00	1,477			6,017		4,881	2,519		4,565		11,410			3,121			414,554	448,543
4:30	1,477			6,017		4,881	2,519		4,565					3,121			425,964	448,543
5:00	1,477			6,017	1,646	4,881	2,519		4,565								427,439	448,543
5:30	1,477			7,058	1,646	8,483	2,519		4,565						1,411		421,384	448,543
6:00	3,097			6,017		4,881	2,519		6,175						1,411	1,688	422,756	448,543
6:30				6,017		4,881	2,519		4,565							1,688	428,874	448,543
7:00	1,477			6,017			2,519									1,688	436,843	448,543
7:30				6,017			2,519										440,008	448,543
8:00				6,017			2,519				3,069						436,938	448,543
8:30				6,017			5,317										437,209	448,543
9:00	1,819			7,846			5,317										433,562	448,543
9:30				7,846			3,571										437,126	448,543
10:00				7,846			3,571							3,121			434,005	448,543
10:30				7,846			3,571										437,126	448,543
11:00				7,846			2,519										438,179	448,543
11:30				7,846			2,519										438,179	448,543
Tot Avg	3,097	122	338	6,610	452	6,261	2,727		1,966	190	1,803	203	195	176	1,327		423,075	448,543
Max	12,819	2,922	4,715	18,131	4,183	27,222	9,066		9,312	4,565	13,314	4,881	3,121	1,411	8,129		448,543	
std.dev.	4,403	590	871	4,538	870	7,784	2,069		2,640	922	3,680	986	763	472	2,433		23,853	

## RADIO AUDIENCES – SUNDAY

	Radju Malta	Radju Malta 2	Magic Malta	One Radio	Net FM	89.7 Bay	Calypso Radio	103	Smash Radio	Radju Marija	Campus FM	Vibe FM	X FM	Bay Easy (Digital Radio)	Community	Foreign	NONE	Total
MNight							1,864										446,679	448,543
0:30							1,864										446,679	448,543
1:00							1,864										446,679	448,543
1:30							1,864										446,679	448,543
2:00							1,864										446,679	448,543
2:30							1,864										446,679	448,543
3:00							1,864										446,679	448,543
3:30							1,864										446,679	448,543
4:00							1,864			1,705							444,974	448,543
4:30				1,079			1,864			1,705							443,894	448,543
5:00				1,079			1,864			2,773							442,827	448,543
5:30				3,238	1,446		3,016			2,773							438,070	448,543
6:00	1,705			14,333	1,446		3,016	1,068		6,071							420,904	448,543
6:30	1,705			14,343	1,446	4,680	3,016	2,147		6,071							415,135	448,543
7:00	1,705			12,693	1,446	1,514	5,318	3,226		6,071		3,146					413,423	448,543
7:30	1,705			13,844	1,446	4,631	5,318	3,226	2,996	7,585		3,146					404,644	448,543
8:00	6,289			15,708	1,446	4,152	8,483	4,378		7,574							400,513	448,543
8:30	1,705		1,068	15,708	1,446	5,098	7,331	3,298		7,574							405,313	448,543
9:00	7,396		1,068	24,166	1,864	4,226	10,510	3,298		4,909		3,889					387,217	448,543
9:30	7,396		1,068	24,166	1,864	4,226	11,223	5,163		4,909		4,584					383,945	448,543
10:00	8,711		1,068	23,729	3,016	4,338	12,533	5,163		4,355		4,584				2,216	378,830	448,543
10:30	8,711		1,068	24,881	3,016	4,338	12,533	5,163		4,355						2,216	382,263	448,543
11:00	8,711	1,079	1,068	23,802	3,016	4,338	12,533	2,231		3,204						2,216	386,346	448,543
11:30	7,396	1,079	1,068	22,115	3,016	1,514	12,533	2,231		3,204			4,584				389,804	448,543
Noon	1,705			16,546		6,194	7,358	1,151		1,068		6,693					407,827	448,543
12:30	1,705		1,514	11,112		6,194	6,044	1,151		1,068							419,754	448,543
1:00	1,705			11,112	1,315	4,680	6,044	1,151		1,068		3,117					418,351	448,543
1:30	1,705			11,112	1,315	4,680	6,044	1,151		1,068							421,468	448,543
2:00				11,112	1,315	7,797	6,180	1,151		1,068		3,889					416,031	448,543
2:30				12,192	1,315	4,680	6,180	1,151		1,068		7,036					414,922	448,543
3:00	6,693			10,461	1,315		6,180	1,151		1,068		3,889					417,786	448,543
3:30	1,151			9,382	1,315		6,180	1,151		1,068		4,584					423,712	448,543
4:00	1,151			10,533	1,315	4,680	6,180	2,231		1,068		4,584					416,802	448,543
4:30	1,151			8,847	1,315		4,530	2,231	1,687	1,068							427,716	448,543
5:00	2,802			6,982	1,315		6,235	2,231	3,347	1,068							424,564	448,543
5:30	2,802			5,903	1,315		6,235	2,231	3,347	1,068							425,644	448,543
6:00	3,889		2,447	5,903	1,315	6,693	6,235	2,231		1,068							418,763	448,543
6:30			2,447	4,752	1,315		6,235	2,231	1,687	1,068							428,809	448,543
7:00				3,238	1,315		6,235	2,158	1,687	1,068							432,843	448,543
7:30				2,158	1,315		4,721			1,068							439,282	448,543
8:00	1,514			2,766			4,721			1,068							438,474	448,543
8:30	1,514			2,766			4,721			1,068							438,474	448,543
9:00	1,514			2,766			3,016			1,068							440,179	448,543
9:30				2,766			3,016			1,068							441,693	448,543
10:00				2,766			3,016			1,068							441,693	448,543
10:30				2,766			3,016			1,068							441,693	448,543
11:00				1,687			3,016			1,068							442,773	448,543
11:30				1,687			3,016			1,068							442,773	448,543
Tot Avg	1,961	45	289	8,254	923	1,847	5,255	1,361	307	2,093		1,107	95			138	424,866	448,543
Max	8,711	1,079	2,447	24,881	3,016	7,797	12,533	5,163	3,347	7,585		7,036	4,584			2,216	446,679	
std.dev.	2,765	218	623	7,877	937	2,482	3,190	1,554	868	2,201		2,034	662			542	20,383	

# 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.

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

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

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

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

person in their list to 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 Friday, 1<sup>st</sup> November to Sunday 1<sup>st</sup> December 2019, both days included. A total of forty daily questionnaires were compiled, giving a total sample of 1,240 respondents.

For November 2019, 29.3% of all contacted persons accepted to participate while 5.5% refused. The eldest person contacted was 100 years old while the youngest were 12 year olds.

For this data-set a response rate of 29.3%, an estimated population size of 448,543 [aged 12 years and over], and a 95% confidence level, the sample of 1,240 interviewees has a margin of error of  $\pm 2.78\%$ .

Response Rate					
	Nov 2019		Jul 2019	Mar 2019	Oct 2018
Responses	[n.]	%	%	%	%
Accepted	1,240	29.3%	28.7%	29.5%	30.2%
Refusal	234	5.5%	5.4%	3.3%	3.4%
Non Contact	2,216	52.4%	49.4%	52.5%	46.4%
Unreachable	474	11.2%	15.4%	14.0%	19.7%
Ineligible	69	1.6%	1.0%	0.7%	0.3%
Contacted	4,233	100%	100%	100%	100%
Not Used	727				
Total	4,960				

## Margin of Error [±]

Population N	448,543					
Response Rate	29.29%					
Sample [n]	1240					
[±]	2.78%					
Gender	Male	Female				
Sample [n]	634	606				
Margin of Error [±]	3.89%	3.98%				
Age-Group	12-20	21-30	31-50	51-70	71+	
Sample [n]	179	143	414	261	244	
Margin of Error [±]	7.32%	8.19%	4.81%	6.06%	6.27%	
District	South Harbour	North Harbour	South Eastern	Western	Northern	Gozo & Comino
Sample [n]	209	405	179	155	206	85
Margin of Error [±]	6.78%	4.87%	7.32%	7.87%	6.83%	10.63%
Weekday	Mon	Tue	Wed	Thu	Fri	Sat Sun
Sample [n]	156	160	160	152	196	210 205
Margin of Error [±]	7.84%	7.75%	7.75%	7.95%	7.00%	6.76% 6.84%

[Based on the weighted sample]

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

	Total	Gender		District					
		Males	Females	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
<b>12-20</b>	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%
<b>21-30</b>	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%
<b>31-50</b>	414	219	194	66	136	63	50	76	23
	33.4%	34.6%	32.1%	31.5%	33.5%	35.1%	32.0%	36.9%	27.4%
	100.0%	53.0%	47.0%	15.9%	32.9%	15.2%	12.0%	18.4%	5.6%
<b>51-70</b>	261	121	141	47	77	35	42	42	18
	21.1%	19.1%	23.2%	22.6%	18.9%	19.6%	27.3%	20.4%	21.1%
	100.0%	46.2%	53.8%	18.1%	29.3%	13.4%	16.2%	16.1%	6.8%
<b>71+</b>	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%
<b>Total</b>	1,240	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%

[Count; Col%; Row%]

**Population Demographics by Age Groups: By Gender and By Districts**


	Total	Gender		District					
		Males	Females	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
<b>12-20</b>	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%
<b>21-30</b>	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%
<b>31-50</b>	149,589	79,255	70,334	23,854	49,167	22,749	17,945	27,499	8,375
	33.4%	34.6%	32.1%	31.5%	33.5%	35.1%	32.0%	36.9%	27.4%
	100.0%	53.0%	47.0%	15.9%	32.9%	15.2%	12.0%	18.4%	5.6%
<b>51-70</b>	94,592	43,698	50,894	17,118	27,750	12,704	15,324	15,240	6,456
	21.1%	19.1%	23.2%	22.6%	18.9%	19.6%	27.3%	20.4%	21.1%
	100.0%	46.2%	53.8%	18.1%	29.3%	13.4%	16.2%	16.1%	6.8%
<b>71+</b>	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%
<b>Total</b>	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%

[Count; Col%; Row%]

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

## AUDIENCE SURVEY 2019

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

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

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

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

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

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

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

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

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

### 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)
<b>M'għandix sett tat-televiżjoni</b>	<b>(7)</b>
<b>Mingħajr risposta</b>	<b>(8)</b>

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

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

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

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

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

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

7. **TUŻA DAB+ BIEH TISMA' R-RADJU?**

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

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

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

Immarka risposta waħda biss

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

Issa se nistaqsik xi ftit mistoqsijiet dwarek innifsek:

9. **INTI RAĠEL JEW MARA?**

Raġel	(1)
Mara	(2)

10. **KEMM GħANDEK ETÀ?**

11. **F'LIEMA LOKALITÀ TOQGĦOD?**

Grazzi tal-ħin tiegħek.

