

BROADCASTING AUTHORITY

Audience Survey December 2020 Research Findings Report



1. TABLE OF CONTENTS

2. Executive Summary – Key Learnings And Salient Conclusions.....	3
3. Introduction	7
4. Research Objectives.....	7
5. The Research Plan – Research Methodology	8
6. Presentation Of Research Findings.....	10
7. Respondent Profile	11
8. TV Viewership – Findings.....	12
9. Radio Listenership – Findings	40
10. Online Viewership – Findings.....	70
11. Preferred Source For Local News – Findings.....	84
Appendix A: Structured Research Questionnaire	96

2. EXECUTIVE SUMMARY – Key Learnings and Salient Conclusions

This Section presents the key learnings and conclusions emanating from this audience research study. All percentage findings have been rounded up to the nearest whole number.

2.1 TV Viewership, Radio Listenership & Online Viewership – An Overview

Conclusion 1 – More than 90% of Maltese residents are TV Viewers.

Conclusion 2 – Almost 2 in 3 Maltese residents are radio listeners.

- ✓ 93% of Maltese residents (1161 respondents) are **TV Viewers**. Of these, 11% (142 respondents) watch foreign TV stations only. The remaining 7% do not watch TV.
- ✓ 63% of Maltese residents (794 respondents) are **radio listeners**, with 1% (17 respondents) listening to foreign radio stations only. 36% of Maltese residents do not listen to radio.
- ✓ 90% of Maltese residents **do not watch any local programmes online**, while 10% (123 respondents) watch local programmes online.

2.2 TV Viewership (n=1161)

Note: TV Viewership findings exclude non-TV viewers.

Conclusion 3 – For local TV programmes, the news bulletin is one of the preferred genres of 71% of local TV viewers (n=1019).

Conclusion 4 – On average, 2 in 5 local TV viewers watch 1-2 hours of local TV per day on weekdays and in the weekend (n=1019).

Conclusion 5 – Across one whole week, 1 in 2 of all TV viewers, watched TVM (n=1161).

Conclusion 6 – The 20:00 – 20:30 timeband, is the most watched TV timeband across all days of the week (n=1161).

- ✓ Amongst the 1019 respondents who watch local TV, **the news bulletin** is the most preferred genre of local TV programmes (71% of local TV viewers), followed by **drama** (42% of local TV viewers) and **discussions & current affairs** (35% of local TV viewers).
- ✓ 28% of local TV viewers **do not have a favourite programme on Maltese TV**. **News bulletin** is the most favourite local programme of 12% of local TV viewers, followed by **Division 7** (8% of local TV viewers) and **Malta's Got Talent** (5% of local TV viewers).
- ✓ Almost half of local TV viewers (45%), on average, watch **1 – 2 hours of local TV per day on weekdays**, while 1 in 4 of local TV viewers (24%) watch local TV for **less than 1 hour** per day. A further 22% of local TV viewers spend **3 – 4 hours per day** watching local TV.

- ✓ In the weekend, 39% of local TV viewers, on average, spend **1 – 2 hours per day watching local TV**, while 24% of local TV viewers spend **less than 1 hour per day**. Furthermore, 22% of local TV viewers watch **3 – 4 hours** of local TV per day, in the weekend.
- ✓ **TVM** is the most followed TV station amongst all TV viewers, with 48% of all TV viewers mentioning it as one of the three TV stations which they had watched on the previous day. Following, 38% of all TV viewers mentioned **foreign TV stations**, 24% of all TV viewers mentioned **ONE**, and 12% of all TV viewers mentioned **NET TV**.
- ✓ The most watched TV timeband across all days of the week is the **20:00 – 20:30** timeband.
- ✓ 94% of all TV viewers use **paid subscription** as one of the TV reception services for watching TV. Furthermore, 10% of all TV viewers use **Android Box** and 9% use **IPTV**. 2% of all TV viewers use **free-to-air**, with only 10 respondents (0.9%) indicating that they only use free-to-air service for watching TV.

2.3 Radio Listenership (n=794)

Note: Radio Listenership findings exclude non-radio listeners.

Conclusion 7 – 2 in 5 local radio listeners, on average, listen to less than 1 hour per day of local radio (n=777).

Conclusion 8 – 1 in 3 local radio listeners do not have a favourite local radio programme (n=777).

Conclusion 9 – Across one whole week, Bay was the most listened to radio station, followed by ONE, Vibe and Calypso 101.8 (n=794).

Conclusion 10 – More than 90% of all radio listeners use the radio set for listening to radio (n=794).

- ✓ On weekdays, 42% of all 777 local radio listeners, on average, listen to **less than 1 hour per day of local radio**, while 24% of local radio listeners listen to **1 – 2 hours per day**.
- ✓ In weekends, on average, 39% of local radio listeners listen to **less than 1 hour per day**, while 21% of local radio listeners spend **1 – 2 hours** per day listening to local radio.
- ✓ 33% of local radio listeners do not have a favourite local radio programme. However, 20% of local radio listeners mentioned **Bay Breakfast with Daniel & Ylenia** as their favourite local radio programme, while another 8% of local radio listeners mentioned **Bongu Calypso 101.8**, and **The Morning Vibe with Abel, JD & Martina** respectively.
- ✓ **Bay** is the most followed radio station amongst all radio listeners, with 22% of all radio listeners mentioning it as one of the three radio stations which they had listened to on the previous day. Following, 15% of all radio listeners mentioned **ONE**, 12% of all radio listeners mentioned **Vibe**, and 11% of all radio listeners mentioned **Calypso 101.8** and **Radju Malta 1** respectively.

- ✓ The most listened to radio timeband on Monday and Thursday was **08:00 – 08:30**, on Tuesday it was **07:30 – 08:00**, on Wednesday it was **07:00 – 07:30** and on Friday it was **08:00 – 08:30 and 09:00 – 10:00**. On Saturday, the most listened to timeband was **08:00 – 10:00 and 11:30 -12:00**, while on Sunday it was **09:00 – 10:00**.
- ✓ The **radio set** is the most used radio reception service for listening to radio, with almost all radio listeners (96%) using this as a radio reception service for listening to radio. 5% of all radio listeners make use of **DAB+**.

2.4 Online Viewership (n=123)

Note: Online Viewership findings exclude non-online viewers.

Conclusion 11 – 3 in 5 of online viewers use Facebook for watching Maltese programmes online (n=123).

Conclusion 12 – Mobile is the most used device for watching Maltese programmes online (n=123).

Conclusion 13 – 2 in 5 do not have a preferred local online programme (n=123).

- ✓ **Facebook** is the most used online platform by all online viewers for watching Maltese programmes online (60%), followed by **lovinmalta.com** (42%).
- ✓ **Mobile** is the most used device by all online viewers for watching their preferred programme online (70%), while 17% of all online viewers mostly use the laptop.
- ✓ 41% of all 123 online viewers **do not have a preferred local online programme**, while another 11% have **more than one preferred programme**. Furthermore, **Kaxxaturi** is the preferred local online programme of 11% online viewers, while **Xarabank** and **The Lovin Malta** are the preferred programmes of 9% and 7% online viewers respectively.
- ✓ On weekdays, on average, 42% of all online viewers watch **15 – 30 minutes per day** of local online programmes, while another 32% watch **1 – 2 hours per day**. 11% of all online viewers spend **less than 15 minutes per day** watching local online programmes on weekdays.
- ✓ In the weekend, 37% of all online viewers spend **15 – 30 minutes per day** watching local online programmes, while 33% spend **1 – 2 hours per day**. A further 13% spend **less than 15 minutes**.

2.5 Preferred Source for Local News (n=1228)

Note: Local News findings exclude non-local news followers.

Conclusion 14 – 1 in 2 prefer the TV for following local news, while 1 in 4 prefer online news portals (n=1228).

- ✓ 49% (604 respondents) of all local news followers prefer the **TV** for following local news. Of these, 56% prefer **TVM**, 21% prefer **ONE** and 12% prefer **NET TV** for watching local news.

BA – Audience Survey December 2020 – Research Findings Report

- ✓ A further 28% (338 respondents) prefer **online news portals** for following local news, with **Times of Malta** (56%) and **tvm.com.mt** (9%) being the most preferred online news portals.
- ✓ 16% of local news followers use **Facebook** as a platform to gain access to local online news portals.
- ✓ 4% prefer the **radio** for following local news. **ONE** (23%) is the most preferred radio station for following local news, followed by **Radju Malta** (17%), **NET FM** (12%) and **Calypso 101.8** (12%).

3. INTRODUCTION

The **Broadcasting Authority (BA)** commissioned **M. FSADNI & Associates (MF&A)** to conduct an audience survey to assess the viewership of TV, radio and online content amongst Maltese residents aged 12+ years.

This Report highlights the salient research findings emanating from a quantitative audience survey carried out in December 2020.

4. RESEARCH OBJECTIVES

The overriding objective of this Research Project was to assess the TV & online viewership and radio listenership of Malta's population. More specifically, the Research Project explored the following research areas:

- **TV Viewership**
 - i. Preferred genre of programmes on local TV [Q4]
 - ii. Favourite programme on local TV [Q5]
 - iii. Daily average hours of local TV consumption - on weekdays and in the weekend [Q6 & Q7]
 - iv. Most followed TV stations & times during which channels were viewed on the previous day [Q8]
 - v. Watching local TV programmes on demand/catch-up [Q9]
 - vi. TV Reception services used [Q10]
- **Radio Listenership**
 - i. Daily average hours of local radio consumption - on weekdays and in the weekend [Q11 & Q12]
 - ii. Favourite programme on local radio [Q13]
 - iii. Most followed radio stations & times during which stations were listened to on the previous day [Q14]
 - iv. Listening to local radio programmes on demand [Q15]
 - v. Radio Reception services used [Q16]
- **Online Viewership**
 - i. Watching Maltese programmes online that are solely produced for online portals [Q18]
 - ii. Online portals/platforms used for watching Maltese programmes online [Q19]
 - iii. Preferred medium for watching Maltese programmes online [Q20]
 - iv. Daily average hours of online consumption [Q22 & Q23]
- **Preferred Source for Local News**
 - i. Preferred source for obtaining local news [Q24]
 - ii. Preferred local TV station for watching local news [Q25]
 - iii. Preferred local radio station for listening to local news [Q26]
 - iv. Preferred local web news portal for obtaining local news [Q27]

5. THE RESEARCH PLAN – RESEARCH METHODOLOGY

To capture the above objectives, the following research methodology was adopted:

5.1 Research Instrument Design

- ✓ The research survey was carried out with Maltese residents aged 12+ years, **by way of CATI (computer-assisted telephone interviews)**.
- ✓ The structured research instrument (a structured questionnaire) was produced in English and Maltese for ease of use (depending on the respondents' linguistic preferences). This comprised a 'Respondent Profile' and one section for every 'research area'.
- ✓ The research instrument mainly consisted of structured questions. The structured questionnaire used to conduct this research project is attached in **Appendix A**.

5.2 Survey Fieldwork Dates

- ✓ The fieldwork for this study was conducted in **December 2020**.
- ✓ More specifically, the dates of assessment comprised between 14th December and 20th December, both dates inclusive. All CATI interviews were conducted on the day after each date of assessment as depicted in **Table A** below.

5.3 Research Methodology & Sample Frame

- ✓ The survey participation response rate was good, with a 32% refusal rate.
- ✓ **1248 completed interviews** were conducted with Maltese residents aged 12+ years and hailing from Malta's 6 geographical regions. The survey's 1248-count quota sample was drawn up to proportionally represent the population of Malta by way of three segmentation variables, namely, age, gender and geographical region (hometown), (World Population Day News Release, NSO 2020).
- ✓ All 1248 interviews were conducted over the span of one whole week and the interviews assessed respondents' TV viewership and radio listenership of the previous day. The number of interviews conducted per day of the week are illustrated in **Table A** below.

**Table A – TV Viewership & Radio Listenership Per Day of Assessment
(Week Mon 14th – Sun 20th Dec 2020)**

Date of Assessment	Number of Interviews
Monday 14 th December	179 interviews
Tuesday 15 th December	177 interviews
Wednesday 16 th December	177 interviews
Thursday 17 th December	179 interviews
Friday 18 th December	178 interviews
Saturday 19 th December	178 interviews
Sunday 20 th December	180 interviews

- ✓ The 1248-count audience survey sample produced statistically significant findings at a ± 2.77 confidence interval (margin of error) at a 95% confidence level.
- ✓ Furthermore, the research findings for TV viewership and radio listenership were extrapolated to reflect Malta's population. This was calculated on the most recent population statistics, as outlined by the National Statistics Office (NSO) in their publication 'World Population Day News Release' (2020). For this extrapolation exercise, non-TV viewers and non-radio listeners were proportionately deducted from Malta's population of individuals aged 12+ years (N=458,143).
- ✓ TV viewership and radio listenership findings will be presented by each day of assessment, covering a whole week from Monday 14th December to Sunday 20th December. For each day of assessment, non-TV viewers and non-radio listeners were proportionately deducted from Malta's population (World Population Day News Release, NSO 2020), as illustrated in **Table B** (TV Viewership) and **Table C** (Radio Listenership) below.

Table B – Total Number of TV Viewers Per Day of Assessment

Counts Respondents	Total	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Total Number of Respondents	1248	179	177	177	179	178	178	180
TV Viewers' Respondents	1161	165	162	163	165	168	171	167
Maltese Population of TV viewers	426,205	422,311	419,317	421,906	422,311	432,405	440,126	425,055

Table C – Total Number of Radio Listeners Per Day of Assessment

Counts Respondents	Total	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Total Number of Respondents	1248	179	177	177	179	178	178	180
Radio Listeners' Respondents	794	132	110	120	106	102	113	111
Maltese Population of Radio listeners	291,479	337,848	284,722	310,605	271,303	262,531	290,844	282,522

6. PRESENTATION OF RESEARCH FINDINGS

- ✓ **The research findings will be presented as depicted below:**

Section 7 - Respondent Profile

Section 8 - TV Viewership – Findings

Section 9 - Radio Listenership – Findings

Section 10 - Online Viewership – Findings

Section 11 - Preferred source for local news – Findings

- ✓ For **all statistical tables and pie charts** presented in the above sections, all percentage findings have been rounded up to **1 decimal place**, whilst the **interpretation of the results** has been rounded up to **the nearest whole number**.
- ✓ **The research findings of EACH research question** comprised in the survey research instrument will be presented by a statistical table (**each depicting the findings in absolute figures and percentages**), presented by:
- Aggregate findings
 - Findings by Age & Gender
 - Findings by Geographical Region.
- ✓ Furthermore, as explained in Section 5 above, where relevant, the findings were extrapolated to reflect Malta's population of TV viewers and radio listeners.

7. RESPONDENT PROFILE

This Section gives details on the profile of the 1248 individuals who participated in this research study, more specifically on:

- [a]. Gender – [Q2]
- [b]. Age – [Q3]
- [c]. Geographical Region – [Q3]

Salient Research Findings

The salient findings for the above research areas now follow.

- ✓ The 1248-count survey sample comprises seven age cohorts, namely, 12-20 yrs, 21-30 yrs, 31-40 yrs, 41-50 yrs, 51-60 yrs, 61-70 yrs and 71+ yrs. The quota sample per age bracket is representative of the Maltese population demographics (World Population Day News Release, NSO 2020).
- ✓ The 1248-count quota is also representative of the Maltese population by gender and geographical region (World Population Day News Release, NSO 2020).

Research Findings in Detail

Tables below illustrate details on the above research findings.

Table 1 – Q2 – Age – By Gender & Geographical Region

Counts Break % Respondents	Total	Gender		Geographical Region					
		Male	Female	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo
Total	1248	641	607	220	399	177	159	194	99
12-20	112 9.0%	56 8.7%	56 9.2%	22 10.0%	32 8.0%	18 10.2%	14 8.8%	16 8.2%	10 10.1%
21-30	219 17.5%	117 18.3%	102 16.8%	38 17.3%	79 19.8%	35 19.8%	22 13.8%	33 17.0%	12 12.1%
31-40	228 18.3%	123 19.2%	105 17.3%	40 18.2%	75 18.8%	31 17.5%	28 17.6%	39 20.1%	15 15.2%
41-50	181 14.5%	98 15.3%	83 13.7%	28 12.7%	50 12.5%	25 14.1%	28 17.6%	32 16.5%	18 18.2%
51-60	174 13.9%	82 12.8%	92 15.2%	29 13.2%	52 13.0%	25 14.1%	22 13.8%	29 14.9%	17 17.2%
61-70	166 13.3%	83 12.9%	83 13.7%	28 12.7%	55 13.8%	23 13.0%	21 13.2%	25 12.9%	14 14.1%
71+	168 13.5%	82 12.8%	86 14.2%	35 15.9%	56 14.0%	20 11.3%	24 15.1%	20 10.3%	13 13.1%

8. TV VIEWERSHIP – FINDINGS

8.1 Introduction

- ✓ Of the 1248 individuals, 93% (1161 respondents) are **TV viewers**. More than 4 in 5 of individuals aged 40+ years are TV viewers.
- ✓ However, 11% (142 respondents) **watch foreign TV stations only**. The highest percentages of individuals who watch foreign TV stations only were observed amongst the younger cohorts (12 to 40 years old).
- ✓ 7% (87 respondents) **do not watch any TV**, with the majority of these being individuals aged 12 to 40 years.

Research Findings in Detail

Tables below illustrate details on the above research findings.

Exhibit 1 – TV viewers/non viewers (N=1248)

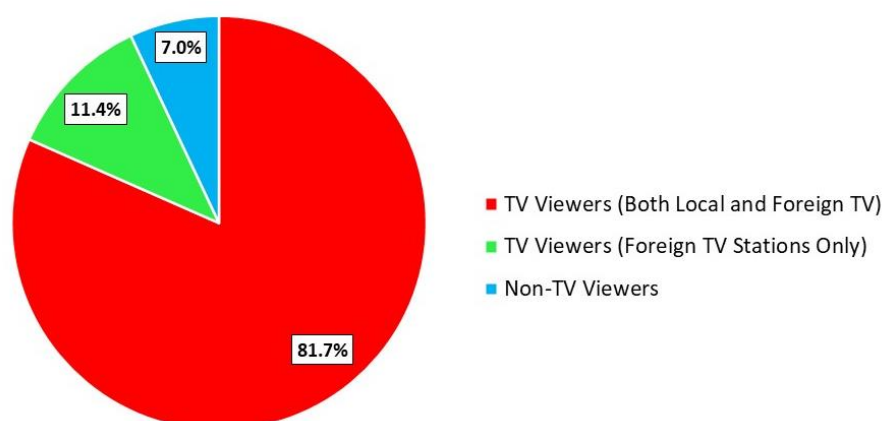


Table 2 – TV viewers/non viewers – by Age & Gender (N=1248)

Counts Break % Respondents	Total	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	1248	112	219	228	181	174	166	168	641	607
TV Viewers (Both Local and Foreign TV)	1019 81.7%	83 74.1%	146 66.7%	172 75.4%	157 86.7%	151 86.8%	150 90.4%	160 95.2%	534 83.3%	485 79.9%
TV Viewers (Foreign TV Stations Only)	142 11.4%	13 11.6%	48 21.9%	37 16.2%	14 7.7%	16 9.2%	8 4.8%	6 3.6%	68 10.6%	74 12.2%
Non-TV Viewers	87 7.0%	16 14.3%	25 11.4%	19 8.3%	10 5.5%	7 4.0%	8 4.8%	2 1.2%	39 6.1%	48 7.9%

**Exhibit 2 – Most followed TV stations (Monday to Sunday)
(Multiple-Response Q) (n=1161)**

NOTE I: Respondents were given the possibility of mentioning up to 3 TV Stations which they had watched on the previous day. Hence, the percentages depicted in this table do NOT total up to 100%.

NOTE II: % figures illustrated below are derived from Table 7.1 (Section 8.6)

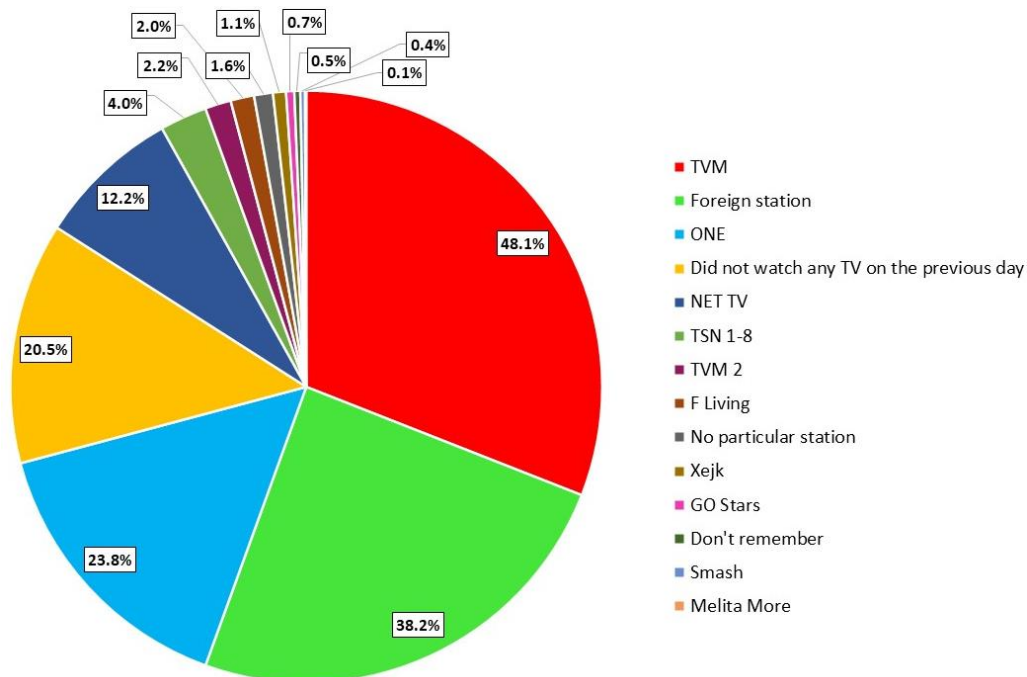


Exhibit 2 illustrates the most followed TV stations during Week 14th December – 20th December. 'Did not watch any TV on the previous day' refers to TV viewers who did not watch TV on the day of assessment during that particular week.

BA – Audience Survey December 2020 – Research Findings Report

This Section gives details on the TV viewership of the 1161 individuals who watch local/foreign TV stations, more specifically on:

- [a]. Favourite genre for local TV programmes – [Q4]
- [b]. Favourite local TV programme – [Q5]
- [c]. Daily average hours of LOCAL TV consumption: on weekdays (Monday – Thursday) – [Q6]
- [d]. Daily average hours of LOCAL TV consumption: in the weekend (Friday – Sunday) – [Q7]
- [e]. Most followed TV stations and day and time(s) during which stations were viewed – [Q8]
- [f]. Having watched local TV programmes ‘on demand/catch-up’ during the previous 7 days – [Q9]
- [g]. Type(s) of TV reception services used for watching TV – [Q10]

Salient Research Findings

The salient findings for the above research areas now follow.

8.2 Favourite genre for local TV programmes – [Q4]

NB. TV Viewers who indicated that they do not watch any local TV stations were not asked this question. Hence the total number of TV viewers' responses for this question totals 1019.

- ✓ **The news bulletin** is the most favourite genre for local TV programmes, with 71% (720 respondents) indicating this as one of their favourite genres. This genre was mentioned as one of the favourite genres by more than 2 in 3 of TV viewers aged 31+ years.
- ✓ **Drama** is the second most favourite genre, with 42% (424 respondents) indicating this as one of their favourite genres for local TV programmes. This genre is more popular amongst female TV viewers (53%) as opposed to male TV viewers (31%).
- ✓ **Discussions and current affairs** is the third most favourite genre for local TV programmes, with 35% (359 respondents) indicating this as one of their preferred genres. This genre is mostly popular amongst TV viewers aged 31+ years.
- ✓ **Variety** is the fourth most favourite genre, with 15% (154 respondents) mentioning this as one of their favourite genres for local TV programmes. This genre was mostly mentioned by TV viewers aged 12-20 years, with 1 in 4 (25% - 21 respondents) indicating this.

Research Findings in Detail

Tables below illustrate details on the above research findings.

**Table 3.1 – Q4 – Favourite genre for local TV programmes – by Age & Gender
(Multiple-Response Q) (n=1019)**

NOTE: The %s below refer to the number of respondents and NOT to the number of responses, hence they do not total up to 100%

Counts Break % Respondents	Total	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	1019	83	146	172	157	151	150	160	534	485
News (Local and foreign)	720 70.7%	37 44.6%	76 52.1%	120 69.8%	116 73.9%	118 78.1%	123 82.0%	130 81.3%	401 75.1%	319 65.8%
Drama	424 41.6%	31 37.3%	60 41.1%	69 40.1%	63 40.1%	62 41.1%	82 54.7%	57 35.6%	165 30.9%	259 53.4%
Discussions and current affairs	359 35.2%	17 20.5%	27 18.5%	68 39.5%	55 35.0%	58 38.4%	69 46.0%	65 40.6%	207 38.8%	152 31.3%
Variety (entertainment/ comedy/games)	154 15.1%	21 25.3%	26 17.8%	31 18.0%	21 13.4%	16 10.6%	22 14.7%	17 10.6%	60 11.2%	94 19.4%
Documentaries	147 14.4%	8 9.6%	22 15.1%	21 12.2%	25 15.9%	26 17.2%	24 16.0%	21 13.1%	85 15.9%	62 12.8%
Sport	136 13.3%	12 14.5%	27 18.5%	25 14.5%	17 10.8%	6 4.0%	22 14.7%	27 16.9%	114 21.3%	22 4.5%
Lifestyle	89 8.7%	5 6.0%	6 4.1%	11 6.4%	16 10.2%	15 9.9%	23 15.3%	13 8.1%	36 6.7%	53 10.9%
Cultural and/or educational	52 5.1%	4 4.8%	6 4.1%	4 2.3%	10 6.4%	10 6.6%	4 2.7%	14 8.8%	27 5.1%	25 5.2%
Religious	46 4.5%	- -	- -	1 0.6%	6 3.8%	6 4.0%	8 5.3%	25 15.6%	28 5.2%	18 3.7%
Quiz programmes	32 3.1%	2 2.4%	4 2.7%	4 2.3%	4 2.5%	5 3.3%	7 4.7%	6 3.8%	16 3.0%	16 3.3%
I do not have a favourite type of programme	20 2.0%	2 2.4%	- -	1 0.6%	5 3.2%	3 2.0%	2 1.3%	7 4.4%	11 2.1%	9 1.9%
Music	19 1.9%	1 1.2%	3 2.1%	3 1.7%	6 3.8%	1 0.7%	2 1.3%	3 1.9%	4 0.7%	15 3.1%
Teleshopping	9 0.9%	- -	- -	- -	2 1.3%	- -	4 2.7%	3 1.9%	2 0.4%	7 1.4%
Children's	4 0.4%	1 1.2%	1 0.7%	- -	1 0.6%	1 0.7%	- -	- -	3 0.6%	1 0.2%

**Table 3.2 – Q4 – Favourite genre for local TV programmes – by Geographical Region
(Multiple-Response Q) (n=1019)**

NOTE: The %s below refer to the number of respondents and NOT to the number of responses, hence they do not total up to 100%

Counts Break % Respondents	Total	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo
Total	1019	189	331	137	124	153	85
News (Local and foreign)	720 70.7%	121 64.0%	262 79.2%	89 65.0%	86 69.4%	91 59.5%	71 83.5%
Drama	424 41.6%	84 44.4%	142 42.9%	55 40.1%	44 35.5%	69 45.1%	30 35.3%
Discussions and current affairs	359 35.2%	74 39.2%	159 48.0%	33 24.1%	24 19.4%	49 32.0%	20 23.5%
Variety (entertainment/Comedy/Games)	154 15.1%	36 19.0%	61 18.4%	20 14.6%	10 8.1%	20 13.1%	7 8.2%
Documentaries	147 14.4%	32 16.9%	45 13.6%	17 12.4%	16 12.9%	24 15.7%	13 15.3%
Sport	136 13.3%	32 16.9%	48 14.5%	15 10.9%	16 12.9%	19 12.4%	6 7.1%
Lifestyle	89 8.7%	10 5.3%	52 15.7%	6 4.4%	3 2.4%	8 5.2%	10 11.8%
Cultural and/or educational	52 5.1%	9 4.8%	10 3.0%	14 10.2%	4 3.2%	9 5.9%	6 7.1%
Religious	46 4.5%	9 4.8%	21 6.3%	4 2.9%	5 4.0%	2 1.3%	5 5.9%
Quiz programmes	32 3.1%	2 1.1%	13 3.9%	3 2.2%	5 4.0%	7 4.6%	2 2.4%
I do not have a favourite type of programme	20 2.0%	3 1.6%	- -	1 0.7%	6 4.8%	9 5.9%	1 1.2%
Music	19 1.9%	7 3.7%	7 2.1%	2 1.5%	1 0.8%	2 1.3%	- -
Teleshopping	9 0.9%	4 2.1%	4 1.2%	- -	1 0.8%	- -	- -
Children's	4 0.4%	2 1.1%	- -	1 0.7%	1 0.8%	- -	- -

8.3 Favourite local TV programme – [Q5]

NB. TV Viewers who indicated that they do not watch any local TV stations were not asked this question. Hence the total number of TV viewers' responses for this question totals 1019.

- ✓ 1 in 4 local TV viewers (28% - 286 respondents) **do not have a favourite** local TV programme.
- ✓ The **news bulletin (irrespective of TV station)** is the favourite local TV programme of 12% (125 respondents) of all 1019 local TV viewers. The news bulletin was mostly mentioned by TV viewers aged 41 to 60 years and 71+ years, while it was mentioned by almost twice as much by males (15%) as opposed to females (9%).
- ✓ Following, **Division 7** is the most favourite local TV programme of 8% (86 respondents) of all local TV viewers and was mostly mentioned as a favourite programme by TV viewers aged 12 – 40 years.
- ✓ 5% (49 respondents) of local TV viewers mentioned **Malta's Got Talent** as their most favourite local programme, with this being mostly indicated by the younger TV viewers aged 12 – 40 years.
- ✓ **L-Erbgħa fost il-Ġimgħa** and **L-Ispettur Bonnici** are the favourite local TV programmes of 4% of TV viewers' respectively. Both programmes obtained the highest percentages amongst TV viewers aged 21 – 40 years.

Research Findings in Detail

Tables below illustrate details on the above research findings.

Table 4.1 – Q5 – Favourite local TV programme – by Age & Gender (n=1019)

Counts Break % Respondents	Total	Age								Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female	
Total	1019	83	146	172	157	151	150	160	534	485	
No preferred programme	286	20	33	55	47	48	35	48	156	130	
	28.1%	24.1%	22.6%	32.0%	29.9%	31.8%	23.3%	30.0%	29.2%	26.8%	
News Bulletins	125	8	14	17	21	20	14	31	80	45	
	12.3%	9.6%	9.6%	9.9%	13.4%	13.2%	9.3%	19.4%	15.0%	9.3%	
Division 7	86	14	18	19	13	10	6	6	45	41	
	8.4%	16.9%	12.3%	11.0%	8.3%	6.6%	4.0%	3.8%	8.4%	8.5%	
Malta's Got Talent	49	8	17	11	5	2	5	1	21	28	
	4.8%	9.6%	11.6%	6.4%	3.2%	1.3%	3.3%	0.6%	3.9%	5.8%	
L-Erbgha fost il-Gimgha	44	4	9	15	4	5	3	4	26	18	
	4.3%	4.8%	6.2%	8.7%	2.5%	3.3%	2.0%	2.5%	4.9%	3.7%	
L-Ispettur Bonnik	36	2	8	6	4	6	2	8	16	20	
	3.5%	2.4%	5.5%	3.5%	2.5%	4.0%	1.3%	5.0%	3.0%	4.1%	
Piazza	34	-	-	4	4	10	7	9	18	16	
	3.3%	-	-	2.3%	2.5%	6.6%	4.7%	5.6%	3.4%	3.3%	
Sorelle	31	1	1	4	5	3	8	9	8	23	
	3.0%	1.2%	0.7%	2.3%	3.2%	2.0%	5.3%	5.6%	1.5%	4.7%	
More than one preferred programme	28	2	4	1	10	4	3	4	17	11	
	2.7%	2.4%	2.7%	0.6%	6.4%	2.6%	2.0%	2.5%	3.2%	2.3%	
Min Imissu	27	8	4	6	3	1	2	3	15	12	
	2.6%	9.6%	2.7%	3.5%	1.9%	0.7%	1.3%	1.9%	2.8%	2.5%	
Serataron	25	1	8	6	1	5	2	2	12	13	
	2.5%	1.2%	5.5%	3.5%	0.6%	3.3%	1.3%	1.3%	2.2%	2.7%	
Popolin	19	2	3	2	1	3	7	1	8	11	
	1.9%	2.4%	2.1%	1.2%	0.6%	2.0%	4.7%	0.6%	1.5%	2.3%	
F'Għieh l-Imħabba	18	1	-	2	3	2	8	2	7	11	
	1.8%	1.2%	-	1.2%	1.9%	1.3%	5.3%	1.3%	1.3%	2.3%	
Ilum ma' Steph	17	1	-	3	2	5	5	1	7	10	
	1.7%	1.2%	-	1.7%	1.3%	3.3%	3.3%	0.6%	1.3%	2.1%	
Niskata	17	2	1	1	1	5	5	2	3	14	
	1.7%	2.4%	0.7%	0.6%	0.6%	3.3%	3.3%	1.3%	0.6%	2.9%	
Xtra	17	-	4	1	4	1	3	4	12	5	
	1.7%	-	2.7%	0.6%	2.5%	0.7%	2.0%	2.5%	2.2%	1.0%	
NET Live	16	1	-	3	2	2	2	6	12	4	
	1.6%	1.2%	-	1.7%	1.3%	1.3%	1.3%	3.8%	2.2%	0.8%	
Fattigi	13	-	-	1	3	2	4	3	2	11	
	1.3%	-	-	0.6%	1.9%	1.3%	2.7%	1.9%	0.4%	2.3%	
Giselle	9	1	1	1	2	1	2	1	2	7	
	0.9%	1.2%	0.7%	0.6%	1.3%	0.7%	1.3%	0.6%	0.4%	1.4%	
Hadd Għalik	9	-	1	1	2	1	2	2	4	5	
	0.9%	-	0.7%	0.6%	1.3%	0.7%	1.3%	1.3%	0.7%	1.0%	
TVAM	8	2	-	-	3	1	1	1	5	3	
	0.8%	2.4%	-	-	1.9%	0.7%	0.7%	0.6%	0.9%	0.6%	
Kalamita	7	-	-	1	2	2	1	1	2	5	
	0.7%	-	-	0.6%	1.3%	1.3%	0.7%	0.6%	0.4%	1.0%	
Local Traveller	6	1	2	1	-	2	-	-	2	4	
	0.6%	1.2%	1.4%	0.6%	-	1.3%	-	-	0.4%	0.8%	
Replay	6	-	1	3	1	1	-	-	5	1	
	0.6%	-	0.7%	1.7%	0.6%	0.7%	-	-	0.9%	0.2%	
Dejjem Tiegħek Becks	5	-	-	-	1	1	3	-	3	2	
	0.5%	-	-	-	0.6%	0.7%	2.0%	-	0.6%	0.4%	
Arani Issa	4	-	1	-	-	-	3	-	1	3	
	0.4%	-	0.7%	-	-	-	2.0%	-	0.2%	0.6%	
Family Affair	4	-	-	-	-	2	1	1	2	2	
	0.4%	-	-	-	-	1.3%	0.7%	0.6%	0.4%	0.4%	
Living Show	4	-	-	-	3	-	-	1	1	3	
	0.4%	-	-	-	1.9%	-	-	0.6%	0.2%	0.6%	
Zona Sport	4	1	3	-	-	-	-	-	4	-	
	0.4%	1.2%	2.1%	-	-	-	-	-	0.7%	-	
Mija	4	-	-	-	-	2	1	1	3	1	
	0.4%	-	-	-	-	1.3%	0.7%	0.6%	0.6%	0.2%	
Mass	4	-	-	-	-	-	1	3	1	3	
	0.4%	-	-	-	-	-	0.7%	1.9%	0.2%	0.6%	

Counts Break % Respondents	Total	Age								Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female	
Dirett	3	-	-	-	1	-	2	-	3	-	
	0.3%	-	-	-	0.6%	-	1.3%	-	0.6%	-	
Kompendju	3	-	1	-	-	1	1	-	1	2	
	0.3%	-	0.7%	-	-	0.7%	0.7%	-	0.2%	0.4%	
Malta u lil hinn minnha	3	-	2	-	-	1	-	-	2	1	
	0.3%	-	1.4%	-	-	0.7%	-	-	0.4%	0.2%	
Sport Extra	3	-	1	1	1	-	-	-	3	-	
	0.3%	-	0.7%	0.6%	0.6%	-	-	-	0.6%	-	
Refused/ Don't know	3	-	1	-	2	-	-	-	2	1	
	0.3%	-	0.7%	-	1.3%	-	-	-	0.4%	0.2%	
Ninvestigaw x'għed nieklu	3	-	1	1	-	1	-	-	2	1	
	0.3%	-	0.7%	0.6%	-	0.7%	-	-	0.4%	0.2%	
Animal Diaries	2	-	1	-	-	-	1	-	1	1	
	0.2%	-	0.7%	-	-	-	0.7%	-	0.2%	0.2%	
Better Living	2	-	-	-	-	-	1	1	1	1	
	0.2%	-	-	-	-	-	0.7%	0.6%	0.2%	0.2%	
Isien in-nisa	2	-	-	-	-	-	2	-	-	2	
	0.2%	-	-	-	-	-	1.3%	-	-	0.4%	
Kikkra Te	2	-	1	1	-	-	-	-	1	1	
	0.2%	-	0.7%	0.6%	-	-	-	-	0.2%	0.2%	
The Entertainers	2	1	-	-	1	-	-	-	1	1	
	0.2%	1.2%	-	-	0.6%	-	-	-	0.2%	0.2%	
Paper Scan	2	-	-	1	1	-	-	-	1	1	
	0.2%	-	-	0.6%	0.6%	-	-	-	0.2%	0.2%	
Profili	2	-	-	1	-	-	-	1	1	1	
	0.2%	-	-	0.6%	-	-	-	0.6%	0.2%	0.2%	
Follow Up	1	-	-	1	-	-	-	-	-	1	
	0.1%	-	-	0.6%	-	-	-	-	-	0.2%	
Fuq it-tarax taz-zuntier	1	-	-	-	-	-	-	1	1	-	
	0.1%	-	-	-	-	-	-	0.6%	0.2%	-	
Insights	1	-	-	-	-	-	1	-	-	1	
	0.1%	-	-	-	-	-	0.7%	-	-	0.2%	
Kick Off	1	-	-	-	-	-	1	-	1	-	
	0.1%	-	-	-	-	-	0.7%	-	0.2%	-	
Meander, Arti u Kultura	1	-	-	-	-	1	-	-	-	1	
	0.1%	-	-	-	-	0.7%	-	-	-	0.2%	
Mill-Parroċi	1	-	-	-	-	-	-	1	-	1	
	0.1%	-	-	-	-	-	-	0.6%	-	0.2%	
Pajjili	1	-	-	-	-	-	-	1	-	-	
	0.1%	-	-	-	-	-	-	0.7%	-	0.2%	
Realto	1	-	-	-	1	-	-	-	1	-	
	0.1%	-	-	-	0.6%	-	-	-	0.2%	-	
Sibtek	1	-	-	-	-	-	1	-	-	1	
	0.1%	-	-	-	-	-	0.7%	-	-	0.2%	
Hajjina Ktieb	1	1	-	-	-	-	-	-	1	-	
	0.1%	1.2%	-	-	-	-	-	-	0.2%	-	
FIT am	1	-	1	-	-	-	-	-	-	1	
	0.1%	-	0.7%	-	-	-	-	-	-	0.2%	
Il-Partit Laburista: Mitt Sena Storja	1	-	-	-	-	-	-	1	1	-	
	0.1%	-	-	-	-	-	-	0.6%	0.2%	-	
Kieku Kien	1	-	1	-	-	-	-	-	1	-	
	0.1%	-	0.7%	-	-	-	-	-	0.2%	-	
Sports Panorama	1	-	-	1	-	-	-	-	1	-	
	0.1%	-	-	0.6%	-	-	-	-	0.2%	-	
Gourmet Challenge	1	-	-	-	1	-	-	-	-	1	
	0.1%	-	-	-	0.6%	-	-	-	-	0.2%	
OndRoad	1	-	-	-	-	-	1	-	1	-	
	0.1%	-	-	-	-	-	0.7%	-	0.2%	-	
Liquorish	1	-	1	-	-	-	-	-	1	-	
	0.1%	-	0.7%	-	-	-	-	-	0.2%	-	
Isienna	1	-	1	-	-	-	-	-	1	-	
	0.1%	-	0.7%	-	-	-	-	-	0.2%	-	
Dissett	1	-	-	-	-	-	1	-	1	-	
	0.1%	-	-	-	-	-	0.7%	-	0.2%	-	
Lenti	1	-	-	-	-	-	1	-	-	1	
	0.1%	-	-	-	-	-	0.7%	-	-	0.2%	
L-Argument	1	-	-	-	1	-	-	-	1	-	
	0.1%	-	-	-	0.6%	-	-	-	0.2%	-	
Għawdex Illum	1	-	-	-	1	-	-	-	-	1	
	0.1%	-	-	-	0.6%	-	-	-	-	0.2%	
Kunjomijiet	1	-	1	-	-	-	-	-	-	1	
	0.1%	-	0.7%	-	-	-	-	-	-	0.2%	
Reboot	1	1	-	-	-	-	-	-	1	-	
	0.1%	1.2%	-	-	-	-	-	-	0.2%	-	
Malta Arti	1	-	-	1	-	-	-	-	1	-	
	0.1%	-	-	0.6%	-	-	-	-	0.2%	-	

Table 4.2 – Q5 – Favourite local TV programme – by Geographical Region (n=1019)

Counts Break % Respondents	Total	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo
Total	1019	189	331	137	124	153	85
No preferred programme	286	40	81	33	57	51	24
News Bulletins	125	22	40	15	15	13	20
Division 7	86	16	29	18	10	6	7
Malta's Got Talent	49	16	12	6	2	10	3
L-Erbgha fost il-Gimgha	44	9	20	3	1	9	2
L-Ispettur Bonnici	36	6	14	5	4	5	2
Pjazza	34	11	10	4	2	3	4
Sorelle	31	4	17	4	1	4	1
More than one preferred programme	28	8	3	2	6	8	1
Min Imissu	27	8	10	5	1	3	-
Serataron	25	2	11	4	2	5	1
Popolin	19	1	5	4	5	2	2
F'Għeħ l-Imħabba	18	5	8	3	1	1	-
Ilum ma' Steph	17	1	8	3	-	3	2
Niskata	17	2	6	4	1	1	3
Xtra	17	5	8	1	1	2	-
NET Live	16	4	4	2	1	3	2
Fattigi	13	2	5	1	1	3	1
Giselle	9	2	3	-	2	1	1
Hadd Għalik	9	3	-	3	-	3	-
TVAM	8	1	3	1	-	2	1
Kalamita	7	1	1	1	-	2	2
Local Traveller	6	-	2	1	1	1	1
Replay	6	1	2	-	-	2	1
Dejjem Tiegħek Becky	5	1	2	1	1	-	-
Arani Issa	4	1	2	-	1	-	-
Family Affair	4	-	4	-	-	-	-
fLiving Show	4	-	-	-	1	1	2
Żona Sport	4	3	-	1	-	-	-
Mija	4	-	2	1	1	-	-
Mass	4	1	2	1	-	-	-

Counts Break % Respondents	Total	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo
Dirett	3	-	1	-	-	2	-
Kompjendju	3	1	1	-	-	1	-
Malta u lil hinn minnha	3	-	2	-	-	1	-
Sport Extra	3	-	1	-	1	1	-
Refused/ Don't know/ No reply	3	1	-	-	1	1	-
Ninvestigaw x'qed nieklu	3	1	-	1	-	1	-
Animal Diaries	2	1	-	1	-	-	-
Better Living	2	1	-	1	-	-	-
Ilsien in-nisa	2	-	-	-	2	-	-
Kikkra Te	2	-	2	-	-	-	-
The Entertainers	2	-	1	1	-	-	-
Paper Scan	2	1	1	-	-	-	-
Profil	2	-	2	-	-	-	-
Follow Up	1	1	-	-	-	-	-
Fuq it-taraġ taz-zuntier	1	-	-	-	-	1	-
Insights	1	-	1	-	-	-	-
Kick Off	1	-	1	-	-	-	-
Meander, Arti u Kultura	1	-	-	1	-	-	-
Mill-Parroċċi	1	-	-	-	1	-	-
Pajjiżi	1	1	-	-	-	-	-
Realit	1	1	-	-	-	-	-
Sibtek	1	1	-	-	-	-	-
Hajjitra Ktieb	1	1	-	-	-	-	-
FT am	1	1	-	-	-	-	-
Il-Partit Laburista: Mitt Sena Storja	1	-	-	1	-	-	-
Kieku Kien	1	-	-	1	-	-	-
Sports Panorama	1	-	-	1	-	-	-
Gourmet Challenge	1	-	-	-	-	1	-
OndRoad	1	-	-	-	-	-	1
Liquorish	1	-	1	-	-	-	-
Ilsien	1	-	1	-	-	-	-
Dissett	1	1	-	-	-	-	-
Lenti	1	-	-	-	-	-	1
L-Argument	1	-	1	-	-	-	-
Għawdex Illum	1	-	1	-	-	-	-
Kunjomijiet	1	-	-	1	-	-	-
Reboot	1	-	-	-	1	-	-
Malta Arti	1	-	-	1	-	-	-

8.4 Daily average hours of LOCAL TV consumption: on weekdays (Monday – Thursday) – [Q6]

NB. TV Viewers who indicated that they do not watch any local TV stations were not asked this question. Hence the total number of TV viewers' responses for this question totals 1019.

- ✓ 45% (454 respondents) of all 1019 local TV viewers, on average, watch **1-2 hours of local TV per day**, on weekdays. Some 1 in 2 of TV viewers aged 12 – 60 years indicated this.
- ✓ Following, 1 in 4 (24% - 239 respondents) of local TV viewers watch local TV for **less than 1 hour per day**, on average. TV viewers aged 12 – 40 years were the most to indicate this.
- ✓ 1 in 5 (22% - 222 respondents) of local TV viewers watch **3-4 hours of local TV per day**, on average. This was mostly indicated by TV viewers aged 60+ years.

Research Findings in Detail

Tables below illustrate details on the above research findings.

Table 5.1 – Q6 – Daily average hours of LOCAL TV consumption: on weekdays (Monday – Thursday) – by Age & Gender (n=1019)

Counts Break % Respondents	Total	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	1019	83	146	172	157	151	150	160	534	485
< 1 hr a day	239 23.5%	30 36.1%	59 40.4%	55 32.0%	38 24.2%	28 18.5%	15 10.0%	14 8.8%	127 23.8%	112 23.1%
1-2 hrs a day	454 44.6%	41 49.4%	68 46.6%	82 47.7%	84 53.5%	74 49.0%	59 39.3%	46 28.8%	248 46.4%	206 42.5%
3-4 hrs a day	222 21.8%	10 12.0%	12 8.2%	26 15.1%	28 17.8%	34 22.5%	51 34.0%	61 38.1%	116 21.7%	106 21.9%
5-6 hrs a day	37 3.6%	- -	1 0.7%	4 2.3%	3 1.9%	3 2.0%	7 4.7%	19 11.9%	20 3.7%	17 3.5%
6+ hrs a day	37 3.6%	- -	1 0.7%	1 0.6%	- -	6 4.0%	11 7.3%	18 11.3%	10 1.9%	27 5.6%
Not always the same	29 2.8%	2 2.4%	4 2.7%	4 2.3%	4 2.5%	6 4.0%	7 4.7%	2 1.3%	13 2.4%	16 3.3%
Refused/no reply	1 0.1%	- -	1 0.7%	- -	- -	- -	- -	- -	- -	1 0.2%

Table 5.2 – Q6 – Daily average hours of LOCAL TV consumption: on weekdays (Monday – Thursday) – by Geographical Region (n=1019)

Counts Break % Respondents	Total	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo
Total	1019	189	331	137	124	153	85
< 1 hr a day	239 23.5%	41 21.7%	74 22.4%	24 17.5%	37 29.8%	46 30.1%	17 20.0%
1-2 hrs a day	454 44.6%	80 42.3%	165 49.8%	66 48.2%	33 26.6%	68 44.4%	42 49.4%
3-4 hrs a day	222 21.8%	41 21.7%	68 20.5%	32 23.4%	40 32.3%	22 14.4%	19 22.4%
5-6 hrs a day	37 3.6%	9 4.8%	12 3.6%	2 1.5%	6 4.8%	7 4.6%	1 1.2%
6+ hrs a day	37 3.6%	12 6.3%	10 3.0%	5 3.6%	4 3.2%	3 2.0%	3 3.5%
Not always the same	29 2.8%	6 3.2%	2 0.6%	8 5.8%	4 3.2%	6 3.9%	3 3.5%
Refused/no reply	1 0.1%	- -	- -	- -	- -	1 0.7%	- -

8.5 Daily average hours of LOCAL TV consumption: in the weekend (Friday – Sunday) – [Q7]

NB. TV Viewers who indicated that they do not watch any local TV stations were not asked this question. Hence the total number of TV viewers' responses for this question totals 1019.

- ✓ 39% (400 respondents) of all 1019 local TV viewers, on average, watch **1-2 hours of local TV per day in the weekend**. This was mostly indicated by individuals aged 12 – 60 years.
- ✓ Following, 1 in 4 (24% - 239 respondents) of TV viewers, on average, watch local TV for **less than 1 hour per day** in the weekend, with this being indicated by more than 1 in 4 of TV viewers aged 12 – 50 years.
- ✓ 1 in 5 TV viewers (22% - 220 respondents) watch an average of **3-4 hours per day** of local TV in the weekend. This was mostly indicated by TV viewers aged 60+ years.

Research Findings in Detail

Tables below illustrate details on the above research findings.

Table 6.1 – Q7 – Daily average hours of LOCAL TV consumption: in the weekend (Friday – Sunday) – by Age & Gender (n=1019)

Counts Break % Respondents	Total	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	1019	83	146	172	157	151	150	160	534	485
< 1 hr a day	239 23.5%	28 33.7%	51 34.9%	52 30.2%	45 28.7%	31 20.5%	17 11.3%	15 9.4%	124 23.2%	115 23.7%
1-2 hrs a day	400 39.3%	42 50.6%	60 41.1%	74 43.0%	65 41.4%	66 43.7%	52 34.7%	41 25.6%	221 41.4%	179 36.9%
3-4 hrs a day	220 21.6%	9 10.8%	25 17.1%	27 15.7%	29 18.5%	31 20.5%	44 29.3%	55 34.4%	117 21.9%	103 21.2%
5-6 hrs a day	44 4.3%	-	3 2.1%	7 4.1%	3 1.9%	3 2.0%	10 6.7%	18 11.3%	24 4.5%	20 4.1%
6+ hrs a day	49 4.8%	-	1 0.7%	2 1.2%	2 1.3%	9 6.0%	15 10.0%	20 12.5%	18 3.4%	31 6.4%
Not always the same	65 6.4%	4 4.8%	5 3.4%	9 5.2%	13 8.3%	11 7.3%	12 8.0%	11 6.9%	29 5.4%	36 7.4%
Don't know	1 0.1%	-	-	1 0.6%	-	-	-	-	1 0.2%	-
Refused/no reply	1 0.1%	-	1 0.7%	-	-	-	-	-	-	1 0.2%

Table 6.2 – Q7 – Daily average hours of LOCAL TV consumption: in the weekend (Friday – Sunday) – by Geographical Region (n=1019)

Counts Break % Respondents	Total	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo
Total	1019	189	331	137	124	153	85
< 1 hr a day	239 23.5%	41 21.7%	81 24.5%	23 16.8%	36 29.0%	41 26.8%	17 20.0%
1-2 hrs a day	400 39.3%	73 38.6%	140 42.3%	67 48.9%	29 23.4%	61 39.9%	30 35.3%
3-4 hrs a day	220 21.6%	41 21.7%	72 21.8%	25 18.2%	37 29.8%	29 19.0%	16 18.8%
5-6 hrs a day	44 4.3%	8 4.2%	12 3.6%	8 5.8%	5 4.0%	11 7.2%	- -
6+ hrs a day	49 4.8%	18 9.5%	17 5.1%	4 2.9%	3 2.4%	4 2.6%	3 3.5%
Not always the same	65 6.4%	7 3.7%	9 2.7%	9 6.6%	14 11.3%	7 4.6%	19 22.4%
Don't know	1 0.1%	1 0.5%	- -	- -	- -	- -	- -
Refused/no reply	1 0.1%	- -	- -	1 0.7%	- -	- -	- -

8.6 Most Followed TV Stations: Monday to Sunday

All 1161 TV Viewers were given the possibility of mentioning up to three TV stations which they watched on the previous day. Out of a total of 1161 TV viewers, 238 viewers indicated that they did not watch any television on the previous day. Of the remaining 923 viewers, 899 viewers mentioned a first TV station, 484 viewers mentioned a second TV station and another 160 mentioned a third TV station.

- ✓ **TVM is the most watched TV station**, with almost half of all 1161 TV viewers (48% - 559 respondents) mentioning TVM as one of the three TV stations which they watched on the previous day. TVM is mostly watched by TV viewers aged 41+ years, with more than 1 in 2 of TV viewers aged 41+ years mentioning this TV station.
- ✓ **Foreign stations are the second most followed**, with 38% (444 respondents) having watched a foreign TV station on the previous day. Foreign stations are mostly watched by TV viewers aged 21 – 40 years and 61 – 70 years.
- ✓ **ONE is the third most followed TV station**, with 1 in 4 TV viewers (24% - 276 respondents) mentioning ONE as one of the TV stations which they watched on the previous day. ONE is mostly followed by TV viewers aged 61+ years.
- ✓ **NET TV is the fourth most followed TV station**, with 12% (142 respondents) having watched this station on the previous day. NET TV is mostly watched by TV viewers aged 61+ years.

Research Findings in Detail

Tables below illustrate details on the above research findings.

**Table 7.1 – Q8 – Most followed TV stations (Monday to Sunday) – by Age & Gender
(Multiple-Response Q) (n=1161)**

NOTE: Respondents were given the possibility of mentioning up to 3 TV Stations which they had watched on the previous day. Hence, the totals depicted in this table do NOT total up to 1161.

Counts Respondents	TOTAL	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	1161	96	194	209	171	167	158	166	602	559
TVM	559 48.1%	41 42.7%	53 27.3%	90 43.0%	86 50.2%	83 49.7%	103 65.1%	103 62.0%	292 48.5%	267 47.7%
Foreign station	444 38.2%	20 20.8%	81 41.7%	90 43.0%	67 39.1%	60 35.9%	71 44.9%	55 33.1%	228 37.8%	216 38.6%
ONE	276 23.8%	18 18.7%	17 8.7%	38 18.1%	39 22.8%	45 26.9%	53 33.5%	66 39.7%	157 26.0%	119 21.2%
Did not watch any TV on the previous day	238 20.5%	36 37.5%	70 36.0%	46 22.0%	30 17.5%	34 20.3%	10 6.3%	12 7.2%	120 19.9%	118 21.1%
NET TV	142 12.2%	1 1.0%	6 3.0%	21 10.0%	23 13.4%	21 12.5%	34 21.5%	36 21.6%	81 13.4%	61 10.9%
TSN 1-8	46 4%	7 7.2%	11 5.6%	10 4.7%	2 1.1%	4 2.3%	4 2.5%	8 4.8%	37 6.1%	9 1.6%
TVM 2	26 2.2%	-	-	2 0.9%	2 1.1%	3 1.7%	9 5.6%	10 6.0%	16 2.6%	10 1.7%
F Living	23 2.0%	-	-	-	5 2.9%	6 3.5%	6 3.7%	6 3.6%	9 1.4%	14 2.5%
No particular station	18 1.6%	1 1.0%	2 1.0%	1 0.4%	5 2.9%	1 0.5%	2 1.2%	6 3.6%	7 1.1%	11 1.9%

BA – Audience Survey December 2020 – Research Findings Report

Xejk	13 1.1%	-	-	2 0.9%	2 1.1%	1 0.5%	-	8 4.8%	8 1.3%	5 0.8%
GO Stars	8 0.7%	1 1.0%	3 1.5%	1 0.4%	1 0.5%	-	1 0.6%	1 0.6%	2 0.3%	6 1.0%
Don't remember	6 0.5%	-	1 0.5%	3 1.4%	-	-	1 0.6%	1 0.6%	3 0.4%	3 0.5%
Smash	5 0.4%	-	-	2 0.9%	-	-	2 1.2%	1 0.6%	1 0.1%	4 0.7%
Melita More	1 0.1%	-	-	-	1 0.5%	-	-	-	1 0.1%	-

Note I: TV stations not featured in the Table above have a TV viewership of less than 0.1% between Monday to Sunday.

Note II: 'Did not watch any TV on the previous day' refers to TV viewers who did not watch TV on the day of assessment during week 14th – 20th December.

Table 7.2 – Q8 – Most followed TV stations (Monday to Sunday) – by Age & Gender (Multiple-Response Q) (n=426,205)

NOTE I: Table below illustrates Table 9.1 extrapolated to reflect Malta's population of TV viewers.

NOTE II: Respondents were given the possibility of mentioning up to 3 TV Stations which they had watched on the previous day. Hence, the totals depicted in this table do NOT total up to 426,205.

Counts Respondents	TOTAL	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	426,205	35,242	71,218	76,724	62,774	61,306	58,002	60,939	220,995	205,210
TVM	205,210	15,051	19,456	33,039	31,571	30,469	37,811	37,812	107,194	98,016
Foreign station	162,993	7,342	29,735	33,039	24,596	22,026	26,064	20,191	83,699	79,294
ONE	101,320	6,608	6,241	13,950	14,317	16,520	19,456	24,229	57,635	43,685
Did not watch any TV on the previous day	87,370	13,216	25,697	16,887	11,013	12,481	3,671	4,405	44,052	43,318
NET TV	52,128	367	2,203	7,709	8,443	7,709	12,481	13,216	29,735	22,393
TSN 1-8	16,887	2,570	4,038	3,671	734	1,468	1,468	2,937	13,583	3,304
TVM 2	9,545	-	-	734	734	1,101	3,304	3,671	5,874	3,671
F Living	8,443	-	-	-	1,835	2,203	2,203	2,203	3,304	5,139
No particular station	6,608	367	734	367	1,835	367	734	2,203	2,570	4,038
Xejk	4,772	-	-	734	734	367	-	2,937	2,937	1,836
GO Stars	2,937	367	1,101	367	367	-	367	367	734	2,203
Don't remember	2,203	-	367	1,101	-	-	367	367	1,101	1,101
Smash	1,836	-	-	734	-	-	734	367	367	1,468
Melita More	367	-	-	-	367	-	-	-	367	-

Note I: TV stations not featured in the Table above have a TV viewership of less than 0.1% between Monday and Sunday.

Note II: 'Did not watch any TV on the previous day' refers to TV viewers who did not watch TV on the day of assessment during week 14th – 20th December.

8.7 Most Followed TV Timebands: Monday to Sunday

All 1161 TV Viewers were asked to indicate **all timebands** during which they watched the three mentioned TV stations on the previous day.

✓ As expected, the three most followed TV timebands from Monday to Sunday are:

- 20:00 – 20:30
- 20:30 – 21:00
- 21:00 – 21:30.

Research Findings in Detail

Table 8 – Q8 – Timebands: Monday to Sunday – by Age & Gender (n=426,205)

NOTE: For each mentioned TV station, respondents were asked to indicate all timebands watched.

Counts Respondents	Age							Gender		Did not watch TV on the previous day/ No particular station/ Don't remember	None	Total
	12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female			
00:00 - 00:30	-	-	367	-	367	-	1,101	367	1,468	96,181	328,189	426,205
00:30 - 01:00	-	-	367	367	367	-	1,101	734	1,468	96,181	327,822	426,205
01:00 - 01:30	-	-	367	367	367	-	1,101	734	1,468	96,181	327,822	426,205
01:30 - 02:00	-	-	367	367	367	-	1,101	734	1,468	96,181	327,822	426,205
02:00 - 02:30	-	-	-	-	-	-	1,101	-	1,101	96,181	328,923	426,205
02:30 - 03:00	-	-	-	-	-	-	1,101	-	1,101	96,181	328,923	426,205
03:00 - 03:30	-	-	-	-	-	-	-	-	-	96,181	330,024	426,205
03:30 - 04:00	-	-	-	-	-	-	-	-	-	96,181	330,024	426,205
04:00 - 04:30	-	-	-	-	-	-	-	-	-	96,181	330,024	426,205
04:30 - 05:00	-	-	-	-	-	-	-	-	-	96,181	330,024	426,205
05:00 - 05:30	-	-	-	-	-	-	-	-	-	96,181	330,024	426,205
05:30 - 06:00	-	-	-	-	-	-	-	-	-	96,181	330,024	426,205
06:00 - 06:30	-	-	-	-	-	367	367	367	367	96,181	329,290	426,205
06:30 - 07:00	367	-	-	-	367	367	734	734	1,101	96,181	328,189	426,205
07:00 - 07:30	734	1,101	1,468	2,570	2,203	1,101	4,038	4,772	8,443	96,181	316,809	426,205
07:30 - 08:00	367	367	734	1,468	2,203	1,836	4,038	4,038	6,975	96,181	319,011	426,205
08:00 - 08:30	-	-	1,468	1,468	2,570	3,671	8,443	6,975	10,646	96,181	312,403	426,205
08:30 - 09:00	-	-	1,836	1,835	2,570	2,570	6,975	5,139	10,646	96,181	314,239	426,205
09:00 - 09:30	-	-	2,570	1,835	2,203	2,203	7,709	6,241	10,279	96,181	313,505	426,205
09:30 - 10:00	-	-	2,203	1,835	2,570	1,468	8,810	6,975	9,912	96,181	313,138	426,205
10:00 - 10:30	367	734	2,203	1,468	2,570	2,203	8,076	6,241	11,380	96,181	312,403	426,205
10:30 - 11:00	367	734	2,203	1,101	1,836	2,937	6,608	4,405	11,380	96,181	314,239	426,205
11:00 - 11:30	367	1,101	1,468	1,468	1,836	1,836	5,874	3,304	10,279	96,181	316,442	426,205
11:30 - 12:00	367	1,101	1,468	1,468	1,836	1,836	5,507	2,937	10,646	96,181	316,442	426,205
12:00 - 12:30	3,671	4,038	5,507	4,405	6,975	8,810	13,950	17,621	29,735	96,181	282,668	426,205
12:30 - 13:00	1,468	2,203	4,038	4,038	5,507	7,342	9,545	12,481	21,659	96,181	295,884	426,205
13:00 - 13:30	734	2,203	3,671	5,139	4,405	9,178	10,279	12,849	22,760	96,181	294,416	426,205
13:30 - 14:00	734	2,937	2,937	4,038	5,507	9,545	10,279	12,481	23,495	96,181	294,048	426,205
14:00 - 14:30	734	3,304	4,038	5,506	8,810	10,279	9,545	17,254	24,963	96,181	287,808	426,205
14:30 - 15:00	367	3,304	3,304	6,241	7,342	10,279	8,810	16,152	23,495	96,181	290,377	426,205
15:00 - 15:30	1,101	2,570	3,671	6,608	7,709	9,545	9,178	15,051	25,330	96,181	289,643	426,205
15:30 - 16:00	734	2,203	3,304	5,874	7,342	9,912	9,545	15,418	23,495	96,181	291,112	426,205
16:00 - 16:30	734	1,468	2,937	4,772	5,139	8,810	9,912	15,418	18,355	96,181	296,251	426,205
16:30 - 17:00	734	1,836	3,304	3,671	5,139	6,241	9,545	13,583	16,887	96,181	299,555	426,205
17:00 - 17:30	734	3,304	4,772	5,506	8,076	4,405	9,912	14,684	22,026	96,181	293,314	426,205
17:30 - 18:00	1,468	2,937	4,772	6,608	8,076	8,076	11,747	18,722	24,963	96,181	286,339	426,205
18:00 - 18:30	2,203	5,507	8,076	8,810	12,849	11,747	19,089	34,875	33,406	96,181	261,743	426,205
18:30 - 19:00	2,203	5,507	8,810	8,443	14,684	14,684	18,355	34,508	38,179	96,181	257,338	426,205
19:00 - 19:30	4,405	9,545	12,114	12,114	16,887	19,456	20,191	48,090	46,622	96,181	235,312	426,205
19:30 - 20:00	6,608	12,849	23,494	23,127	28,267	33,773	35,242	87,737	75,623	96,181	166,664	426,205
20:00 - 20:30	14,317	24,963	35,976	39,647	39,280	45,153	48,458	129,220	118,574	96,181	82,231	426,205
20:30 - 21:00	13,216	24,229	31,571	33,773	27,166	32,672	35,609	105,358	92,877	96,181	131,789	426,205
21:00 - 21:30	13,216	26,064	33,773	31,571	26,798	29,368	29,001	102,788	87,003	96,181	140,233	426,205
21:30 - 22:00	11,380	24,229	30,836	27,532	23,495	26,798	25,330	92,877	76,724	96,181	160,423	426,205
22:00 - 22:30	9,178	20,558	29,735	19,823	16,520	18,355	17,988	71,218	60,939	96,181	197,868	426,205
22:30 - 23:00	5,507	16,153	22,760	13,950	12,481	12,481	11,380	49,926	44,786	96,181	235,312	426,205
23:00 - 23:30	2,937	9,545	9,912	5,874	6,975	6,975	4,772	27,900	19,089	96,181	283,035	426,205
23:30 - 00:00	1,836	5,139	6,241	3,304	4,405	4,038	2,570	16,520	11,013	96,181	302,492	426,205

Timebands featuring a 'nil' viewership in the Table above have a TV viewership of less than 367 viewers (0.1%) between Monday and Sunday.

8.8 TV Audience Per Day of Assessment: Monday – Sunday

This section will present findings for TV audience per day of assessment from Monday to Sunday. The research findings were extrapolated to reflect Malta's population of TV viewers per day of assessment.

- ✓ **Table 9** below illustrates the total number of TV viewers per day of assessment. To obtain figures of TV viewers per day, non-TV viewers were proportionately deducted from Malta's whole population of 12+ years individuals (N=458,143).

Research Findings in Detail

Table 9 – Total Number of TV Viewers Per Day of Assessment

Counts Respondents	Total	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Total Number of Respondents	1248	179	177	177	179	178	178	180
TV Viewers' Respondents	1161	165	162	163	165	168	171	167
Maltese Population of TV viewers	426,205	422,311	419,317	421,906	422,311	432,405	440,126	425,055

TV Audience on MONDAY

✓ The most watched timeband on Monday is 20:00 – 20:30 on TVM (158,687 TV Viewers).

Research Findings in Detail

**Table 10 – Q8 – TV Audience on MONDAY – by Timeband
(Multiple-Response Q) (n=422,311)**

NOTE: Respondents were given the possibility of mentioning up to 3 TV stations they watched on Monday.
For each mentioned TV station, they were asked to indicate all timebands watched.

	TVM	Foreign station	ONE	NET TV	TSN 1-8	TVM 2	F Living	Xejk	Smash	I did not watch TV on Monday/ No particular station/ Don't remember	None	Total
00:00 - 00:30	-	10,238	-	-	-	-	-	-	-	79,343	332,730	422,311
00:30 - 01:00	-	12,797	-	-	-	-	-	-	-	79,343	330,170	422,311
01:00 - 01:30	-	12,797	-	-	-	-	-	-	-	79,343	330,170	422,311
01:30 - 02:00	-	12,797	-	-	-	-	-	-	-	79,343	330,170	422,311
02:00 - 02:30	-	7,678	-	-	-	-	-	-	-	79,343	335,289	422,311
02:30 - 03:00	-	7,678	-	-	-	-	-	-	-	79,343	335,289	422,311
03:00 - 03:30	-	-	-	-	-	-	-	-	-	79,343	342,968	422,311
03:30 - 04:00	-	-	-	-	-	-	-	-	-	79,343	342,968	422,311
04:00 - 04:30	-	-	-	-	-	-	-	-	-	79,343	342,968	422,311
04:30 - 05:00	-	-	-	-	-	-	-	-	-	79,343	342,968	422,311
05:00 - 05:30	-	-	-	-	-	-	-	-	-	79,343	342,968	422,311
05:30 - 06:00	-	-	-	-	-	-	-	-	-	79,343	342,968	422,311
06:00 - 06:30	2,559	-	-	-	-	-	-	-	-	79,343	340,408	422,311
06:30 - 07:00	5,119	-	-	-	-	-	-	-	-	79,343	337,849	422,311
07:00 - 07:30	12,797	-	-	-	-	-	-	-	-	79,343	330,170	422,311
07:30 - 08:00	12,797	-	-	-	-	-	-	-	-	79,343	330,170	422,311
08:00 - 08:30	12,797	-	10,238	5,119	-	-	-	-	-	79,343	314,814	422,311
08:30 - 09:00	10,238	-	7,678	5,119	-	-	2,559	-	-	79,343	317,373	422,311
09:00 - 09:30	10,238	-	5,119	7,678	-	2,559	2,559	-	-	79,343	314,814	422,311
09:30 - 10:00	10,238	2,559	2,559	5,119	-	-	2,559	-	-	79,343	319,933	422,311
10:00 - 10:30	10,238	2,559	2,559	5,119	-	-	2,559	-	-	79,343	319,933	422,311
10:30 - 11:00	10,238	2,559	2,559	2,559	-	-	2,559	-	2,559	79,343	319,933	422,311
11:00 - 11:30	10,238	2,559	2,559	2,559	-	-	2,559	-	2,559	79,343	319,933	422,311
11:30 - 12:00	12,797	2,559	7,678	2,559	-	-	2,559	-	2,559	79,343	312,254	422,311
12:00 - 12:30	17,916	7,678	10,238	2,559	-	-	-	2,559	2,559	79,343	299,457	422,311
12:30 - 13:00	12,797	10,238	5,119	2,559	-	-	-	2,559	-	79,343	309,695	422,311
13:00 - 13:30	10,238	12,797	5,119	5,119	-	-	2,559	-	-	79,343	307,135	422,311
13:30 - 14:00	12,797	10,238	7,678	2,559	-	-	5,119	-	-	79,343	304,576	422,311
14:00 - 14:30	15,357	23,035	10,238	2,559	-	-	5,119	-	-	79,343	286,660	422,311
14:30 - 15:00	15,357	25,595	7,678	2,559	-	-	5,119	-	-	79,343	286,660	422,311
15:00 - 15:30	10,238	20,476	7,678	2,559	-	-	2,559	-	-	79,343	299,457	422,311
15:30 - 16:00	10,238	15,357	12,797	2,559	-	-	-	2,559	-	79,343	299,457	422,311
16:00 - 16:30	10,238	15,357	7,678	2,559	-	-	2,559	-	-	79,343	304,576	422,311
16:30 - 17:00	5,119	17,916	2,559	2,559	-	-	2,559	-	-	79,343	312,254	422,311
17:00 - 17:30	10,238	33,273	5,119	2,559	-	-	5,119	-	-	79,343	286,660	422,311
17:30 - 18:00	7,678	25,595	7,678	5,119	-	5,119	5,119	-	-	79,343	286,660	422,311
18:00 - 18:30	28,154	35,832	20,476	7,678	-	5,119	5,119	-	-	79,343	240,589	422,311
18:30 - 19:00	30,714	33,273	30,714	7,678	-	-	5,119	-	-	79,343	235,470	422,311
19:00 - 19:30	48,630	35,832	30,714	12,797	2,559	-	5,119	-	-	79,343	207,316	422,311
19:30 - 20:00	58,868	38,392	48,630	38,392	2,559	-	5,119	-	-	79,343	151,008	422,311
20:00 - 20:30	158,687	61,427	30,714	23,035	2,559	-	5,119	-	2,559	79,343	58,868	422,311
20:30 - 21:00	110,057	69,105	30,714	15,357	2,559	-	5,119	-	2,559	79,343	107,497	422,311
21:00 - 21:30	76,784	81,903	25,595	12,797	7,678	2,559	7,678	-	2,559	79,343	125,414	422,311
21:30 - 22:00	69,105	71,665	25,595	10,238	5,119	2,559	7,678	-	-	79,343	151,008	422,311
22:00 - 22:30	30,714	43,511	20,476	5,119	7,678	2,559	5,119	-	-	79,343	227,792	422,311
22:30 - 23:00	20,476	35,832	20,476	2,559	5,119	-	5,119	-	-	79,343	253,387	422,311
23:00 - 23:30	10,238	25,595	5,119	-	2,559	-	2,559	-	-	79,343	296,897	422,311
23:30 - 00:00	2,559	23,035	5,119	-	2,559	-	2,559	-	-	79,343	307,135	422,311

Note I: TV stations not featured in the Table above have a TV viewership of less than 0.1% on Monday.

Note II: Timebands featuring a 'nil' viewership in the Table above have a TV viewership of less than 2,559 viewers (0.6%) on Monday.

TV Audience on TUESDAY

- ✓ The most watched timeband on Tuesday is 20:00 – 20:30 on TVM (173,421 TV Viewers).

Research Findings in Detail

**Table 11 – Q8 – TV Audience on TUESDAY – by Timeband
(Multiple-Response Q) (n=419,317)**

NOTE: Respondents were given the possibility of mentioning up to 3 TV stations they watched on Tuesday.
For each mentioned TV station, they were asked to indicate all timebands watched.

	TVM	Foreign station	ONE	NET TV	TSN 1-8	TVM 2	F Living	Xeik	GO Stars	I did not watch TV on Tuesday/ No particular station/ Don't remember	None	Total
00:00 - 00:30	-	-	-	-	-	-	-	-	-	90,593	328,724	419,317
00:30 - 01:00	-	-	-	-	-	-	-	-	-	90,593	328,724	419,317
01:00 - 01:30	-	-	-	-	-	-	-	-	-	90,593	328,724	419,317
01:30 - 02:00	-	-	-	-	-	-	-	-	-	90,593	328,724	419,317
02:00 - 02:30	-	-	-	-	-	-	-	-	-	90,593	328,724	419,317
02:30 - 03:00	-	-	-	-	-	-	-	-	-	90,593	328,724	419,317
03:00 - 03:30	-	-	-	-	-	-	-	-	-	90,593	328,724	419,317
03:30 - 04:00	-	-	-	-	-	-	-	-	-	90,593	328,724	419,317
04:00 - 04:30	-	-	-	-	-	-	-	-	-	90,593	328,724	419,317
04:30 - 05:00	-	-	-	-	-	-	-	-	-	90,593	328,724	419,317
05:00 - 05:30	-	-	-	-	-	-	-	-	-	90,593	328,724	419,317
05:30 - 06:00	-	-	-	-	-	-	-	-	-	90,593	328,724	419,317
06:00 - 06:30	-	-	-	-	-	-	-	-	-	90,593	328,724	419,317
06:30 - 07:00	2,588	-	-	-	-	-	-	-	-	90,593	326,135	419,317
07:00 - 07:30	5,177	-	2,588	-	-	-	-	-	-	90,593	320,959	419,317
07:30 - 08:00	5,177	-	5,177	-	-	-	-	-	-	90,593	318,370	419,317
08:00 - 08:30	7,765	-	10,354	-	-	-	-	-	-	90,593	310,605	419,317
08:30 - 09:00	5,177	-	10,354	-	-	-	-	-	-	90,593	313,194	419,317
09:00 - 09:30	2,588	2,588	10,354	-	-	-	-	-	-	90,593	313,194	419,317
09:30 - 10:00	-	2,588	10,354	-	-	2,588	-	-	-	90,593	313,194	419,317
10:00 - 10:30	2,588	2,588	12,942	-	-	2,588	-	-	-	90,593	308,017	419,317
10:30 - 11:00	2,588	2,588	12,942	-	-	2,588	-	-	-	90,593	308,017	419,317
11:00 - 11:30	5,177	2,588	12,942	-	-	-	-	-	-	90,593	308,017	419,317
11:30 - 12:00	5,177	2,588	7,765	-	-	-	-	-	-	90,593	313,194	419,317
12:00 - 12:30	31,061	12,942	5,177	2,588	-	-	-	2,588	-	90,593	274,368	419,317
12:30 - 13:00	18,119	10,354	10,354	2,588	-	-	2,588	2,588	-	90,593	282,133	419,317
13:00 - 13:30	15,530	10,354	5,177	2,588	-	-	7,765	2,588	-	90,593	284,721	419,317
13:30 - 14:00	12,942	10,354	5,177	2,588	-	-	12,942	2,588	2,588	90,593	279,545	419,317
14:00 - 14:30	7,765	18,119	5,177	2,588	-	-	12,942	2,588	2,588	90,593	276,956	419,317
14:30 - 15:00	7,765	18,119	5,177	2,588	-	-	7,765	-	2,588	90,593	284,721	419,317
15:00 - 15:30	5,177	23,295	5,177	2,588	-	-	7,765	-	-	90,593	284,721	419,317
15:30 - 16:00	2,588	15,530	7,765	2,588	-	-	7,765	-	-	90,593	292,487	419,317
16:00 - 16:30	5,177	12,942	7,765	2,588	-	-	7,765	-	-	90,593	292,487	419,317
16:30 - 17:00	2,588	7,765	7,765	5,177	-	-	5,177	-	-	90,593	300,252	419,317
17:00 - 17:30	10,354	10,354	12,942	5,177	-	-	-	-	-	90,593	289,898	419,317
17:30 - 18:00	12,942	12,942	10,354	7,765	-	-	-	-	-	90,593	284,721	419,317
18:00 - 18:30	23,295	25,884	15,530	20,707	-	-	-	2,588	-	90,593	240,719	419,317
18:30 - 19:00	20,707	23,295	23,295	18,119	-	-	-	2,588	-	90,593	240,719	419,317
19:00 - 19:30	18,119	23,295	36,237	18,119	-	5,177	-	2,588	-	90,593	225,189	419,317
19:30 - 20:00	23,295	31,061	75,063	44,002	-	-	-	2,588	-	90,593	152,714	419,317
20:00 - 20:30	173,421	38,826	36,237	18,119	-	-	-	-	-	90,593	62,121	419,317
20:30 - 21:00	121,654	54,356	25,884	10,354	2,588	-	-	-	-	90,593	113,889	419,317
21:00 - 21:30	69,886	54,356	25,884	7,765	7,765	-	2,588	-	-	90,593	160,479	419,317
21:30 - 22:00	51,768	54,356	23,295	5,177	7,765	-	-	-	-	90,593	186,363	419,317
22:00 - 22:30	20,707	41,414	12,942	-	7,765	2,588	-	-	-	90,593	243,307	419,317
22:30 - 23:00	7,765	31,061	2,588	-	7,765	-	-	-	-	90,593	279,545	419,317
23:00 - 23:30	2,588	23,295	-	2,588	2,588	-	-	-	-	90,593	297,663	419,317
23:30 - 00:00	2,588	10,354	-	-	2,588	-	-	-	-	90,593	313,194	419,317

Note I: TV stations not featured in the Table above have a TV viewership of less than 0.1% on Tuesday.

Note II: Timebands featuring a 'nil' viewership in the Table above have a TV viewership of less than 2,588 viewers (0.6%) on Tuesday.

TV Audience on WEDNESDAY

- ✓ The most watched timeband on Wednesday is 20:00 – 20:30 on TVM (170,833 TV Viewers).

Research Findings in Detail

**Table 12 – Q8 – TV Audience on WEDNESDAY – by Timeband
(Multiple-Response Q) (n=421,906)**

NOTE: Respondents were given the possibility of mentioning up to 3 TV stations they watched on Wednesday.
For each mentioned TV station, they were asked to indicate all timebands watched.

	TVM	Foreign station	ONE	NET TV	TSN 1-8	TVM 2	F Living	Xejk	GO Stars	Smash	I did not watch TV on Wednesday/ No particular station/ Don't remember	None	Total
00:00 - 00:30	-	-	-	-	-	-	-	-	-	-	98,358	323,548	421,906
00:30 - 01:00	-	-	-	-	-	-	-	-	-	-	98,358	323,548	421,906
01:00 - 01:30	-	-	-	-	-	-	-	-	-	-	98,358	323,548	421,906
01:30 - 02:00	-	-	-	-	-	-	-	-	-	-	98,358	323,548	421,906
02:00 - 02:30	-	-	-	-	-	-	-	-	-	-	98,358	323,548	421,906
02:30 - 03:00	-	-	-	-	-	-	-	-	-	-	98,358	323,548	421,906
03:00 - 03:30	-	-	-	-	-	-	-	-	-	-	98,358	323,548	421,906
03:30 - 04:00	-	-	-	-	-	-	-	-	-	-	98,358	323,548	421,906
04:00 - 04:30	-	-	-	-	-	-	-	-	-	-	98,358	323,548	421,906
04:30 - 05:00	-	-	-	-	-	-	-	-	-	-	98,358	323,548	421,906
05:00 - 05:30	-	-	-	-	-	-	-	-	-	-	98,358	323,548	421,906
05:30 - 06:00	-	-	-	-	-	-	-	-	-	-	98,358	323,548	421,906
06:00 - 06:30	-	-	-	-	-	-	-	-	-	-	98,358	323,548	421,906
06:30 - 07:00	-	-	-	-	-	-	-	-	-	-	98,358	323,548	421,906
07:00 - 07:30	15,530	-	2,588	5,177	-	2,588	-	-	-	-	98,358	297,664	421,906
07:30 - 08:00	10,354	-	2,588	-	-	2,588	-	-	-	-	98,358	308,017	421,906
08:00 - 08:30	10,354	2,588	5,177	-	-	-	-	-	-	-	98,358	305,429	421,906
08:30 - 09:00	12,942	2,588	2,588	-	-	-	-	-	-	-	98,358	305,429	421,906
09:00 - 09:30	12,942	2,588	-	-	-	-	-	-	-	-	98,358	308,017	421,906
09:30 - 10:00	7,765	2,588	2,588	-	-	-	-	-	-	-	98,358	310,606	421,906
10:00 - 10:30	2,588	5,177	2,588	-	-	-	-	2,588	-	-	98,358	310,606	421,906
10:30 - 11:00	2,588	5,177	2,588	-	-	-	-	2,588	-	-	98,358	310,606	421,906
11:00 - 11:30	-	2,588	-	-	-	-	-	2,588	2,588	-	98,358	315,782	421,906
11:30 - 12:00	-	2,588	-	2,588	-	-	-	2,588	2,588	-	98,358	313,194	421,906
12:00 - 12:30	33,649	-	-	5,177	-	-	-	-	2,588	-	98,358	282,133	421,906
12:30 - 13:00	7,765	2,588	2,588	-	-	-	-	-	2,588	-	98,358	308,017	421,906
13:00 - 13:30	2,588	2,588	-	-	-	-	-	-	2,588	-	98,358	315,782	421,906
13:30 - 14:00	2,588	2,588	-	-	-	-	-	-	2,588	-	98,358	315,782	421,906
14:00 - 14:30	2,588	5,177	-	-	-	2,588	-	-	-	-	98,358	313,194	421,906
14:30 - 15:00	2,588	5,177	-	2,588	-	2,588	-	-	-	-	98,358	310,606	421,906
15:00 - 15:30	5,177	7,765	-	10,354	-	2,588	-	-	-	-	98,358	297,664	421,906
15:30 - 16:00	7,765	7,765	-	7,765	-	-	-	-	-	-	98,358	300,252	421,906
16:00 - 16:30	5,177	10,354	2,588	2,588	-	-	-	-	-	-	98,358	302,841	421,906
16:30 - 17:00	7,765	10,354	2,588	2,588	-	-	-	-	-	-	98,358	300,252	421,906
17:00 - 17:30	5,177	12,942	2,588	2,588	-	-	-	2,588	-	-	98,358	297,664	421,906
17:30 - 18:00	7,765	10,354	2,588	2,588	-	-	-	2,588	-	-	98,358	297,664	421,906
18:00 - 18:30	10,354	15,530	10,354	7,765	2,588	-	-	5,177	2,588	-	98,358	269,192	421,906
18:30 - 19:00	10,354	18,119	20,707	5,177	5,177	-	-	2,588	2,588	-	98,358	258,838	421,906
19:00 - 19:30	18,119	28,472	25,884	2,588	5,177	-	-	-	-	-	98,358	243,308	421,906
19:30 - 20:00	25,884	28,472	59,533	18,119	7,765	-	-	-	-	-	98,358	183,775	421,906
20:00 - 20:30	170,833	36,237	31,061	10,354	7,765	-	-	-	-	-	98,358	67,298	421,906
20:30 - 21:00	121,654	36,237	36,237	2,588	20,707	-	-	-	2,588	-	98,358	103,535	421,906
21:00 - 21:30	51,768	69,886	46,591	10,354	20,707	5,177	-	-	2,588	-	98,358	116,477	421,906
21:30 - 22:00	44,002	69,886	38,826	10,354	18,119	5,177	-	-	2,588	-	98,358	134,596	421,906
22:00 - 22:30	36,237	72,475	36,237	10,354	20,707	5,177	-	-	2,588	-	98,358	139,773	421,906
22:30 - 23:00	23,295	59,533	12,942	-	20,707	2,588	-	-	2,588	-	98,358	201,894	421,906
23:00 - 23:30	10,354	28,472	5,177	2,588	5,177	-	-	-	-	-	98,358	271,780	421,906
23:30 - 00:00	2,588	15,530	2,588	-	-	-	-	-	-	-	98,358	302,841	421,906

Note I: TV stations not featured in the Table above have a TV viewership of less than 0.1% on Wednesday.

Note II: Timebands featuring a 'nil' viewership in the Table above have a TV viewership of less than 2,588 viewers (0.6%) on Wednesday.

TV Audience on THURSDAY

- ✓ The most watched timeband on Thursday is 20:00 – 20:30 on TVM (158,687 TV Viewers).

Research Findings in Detail

**Table 13 – Q8 – TV Audience on THURSDAY – by Timeband
(Multiple-Response Q) (n=422,311)**

NOTE: Respondents were given the possibility of mentioning up to 3 TV stations they watched on Thursday.
For each mentioned TV station, they were asked to indicate all timebands watched.

	TVM	Foreign station	ONE	NET TV	TSN 1-8	TVM 2	F Living	Xejk	GO Stars	Smash	I did not watch TV on Thursday/ No particular station/ Don't remember	None	Total
00:00 - 00:30	-	-	-	-	-	-	-	-	-	-	66,546	355,765	422,311
00:30 - 01:00	-	-	-	-	-	-	-	-	-	-	66,546	355,765	422,311
01:00 - 01:30	-	-	-	-	-	-	-	-	-	-	66,546	355,765	422,311
01:30 - 02:00	-	-	-	-	-	-	-	-	-	-	66,546	355,765	422,311
02:00 - 02:30	-	-	-	-	-	-	-	-	-	-	66,546	355,765	422,311
02:30 - 03:00	-	-	-	-	-	-	-	-	-	-	66,546	355,765	422,311
03:00 - 03:30	-	-	-	-	-	-	-	-	-	-	66,546	355,765	422,311
03:30 - 04:00	-	-	-	-	-	-	-	-	-	-	66,546	355,765	422,311
04:00 - 04:30	-	-	-	-	-	-	-	-	-	-	66,546	355,765	422,311
04:30 - 05:00	-	-	-	-	-	-	-	-	-	-	66,546	355,765	422,311
05:00 - 05:30	-	-	-	-	-	-	-	-	-	-	66,546	355,765	422,311
05:30 - 06:00	-	-	-	-	-	-	-	-	-	-	66,546	355,765	422,311
06:00 - 06:30	-	-	-	-	-	-	-	-	-	-	66,546	355,765	422,311
06:30 - 07:00	-	-	-	-	-	-	-	-	-	-	66,546	355,765	422,311
07:00 - 07:30	10,238	-	2,559	2,559	-	-	-	-	-	-	66,546	340,408	422,311
07:30 - 08:00	10,238	-	-	-	-	-	-	-	-	-	66,546	345,527	422,311
08:00 - 08:30	12,797	-	2,559	-	-	-	-	-	-	-	66,546	340,408	422,311
08:30 - 09:00	12,797	-	-	-	-	2,559	-	-	-	-	66,546	340,408	422,311
09:00 - 09:30	2,559	7,678	2,559	-	-	5,119	-	-	-	-	66,546	337,849	422,311
09:30 - 10:00	-	7,678	2,559	-	-	10,238	-	-	-	-	66,546	335,289	422,311
10:00 - 10:30	2,559	15,357	2,559	-	-	2,559	-	-	-	-	66,546	332,730	422,311
10:30 - 11:00	2,559	15,357	2,559	-	-	-	2,559	-	-	-	66,546	332,730	422,311
11:00 - 11:30	2,559	12,797	2,559	-	-	-	-	-	-	-	66,546	337,849	422,311
11:30 - 12:00	2,559	12,797	-	-	-	-	-	-	-	-	66,546	340,408	422,311
12:00 - 12:30	40,951	7,678	2,559	2,559	-	-	2,559	-	-	-	66,546	299,457	422,311
12:30 - 13:00	17,916	5,119	5,119	-	-	2,559	2,559	-	-	-	66,546	322,492	422,311
13:00 - 13:30	15,357	15,357	5,119	2,559	2,559	2,559	2,559	-	-	-	66,546	309,695	422,311
13:30 - 14:00	15,357	20,476	5,119	2,559	2,559	2,559	2,559	-	-	-	66,546	304,576	422,311
14:00 - 14:30	15,357	12,797	10,238	-	2,559	2,559	5,119	-	-	-	66,546	307,135	422,311
14:30 - 15:00	12,797	15,357	7,678	-	2,559	2,559	5,119	-	-	-	66,546	309,695	422,311
15:00 - 15:30	10,238	17,916	2,559	7,678	2,559	-	5,119	-	-	-	66,546	309,695	422,311
15:30 - 16:00	10,238	17,916	2,559	7,678	2,559	-	5,119	-	-	-	66,546	309,695	422,311
16:00 - 16:30	7,678	15,357	2,559	2,559	-	-	5,119	-	-	-	66,546	322,492	422,311
16:30 - 17:00	-	17,916	7,678	2,559	-	-	2,559	-	-	-	66,546	325,051	422,311
17:00 - 17:30	10,238	12,797	5,119	-	-	2,559	-	-	-	-	66,546	325,051	422,311
17:30 - 18:00	12,797	17,916	7,678	2,559	-	2,559	-	2,559	-	-	66,546	309,695	422,311
18:00 - 18:30	10,238	25,595	7,678	7,678	-	2,559	-	2,559	-	-	66,546	299,457	422,311
18:30 - 19:00	10,238	25,595	12,797	10,238	-	2,559	-	-	-	-	66,546	294,338	422,311
19:00 - 19:30	12,797	43,511	23,035	10,238	5,119	-	2,559	-	-	2,559	66,546	255,946	422,311
19:30 - 20:00	15,357	35,832	79,343	38,392	5,119	-	-	-	-	-	66,546	181,722	422,311
20:00 - 20:30	158,687	46,070	28,154	12,797	5,119	-	-	-	-	-	66,546	104,938	422,311
20:30 - 21:00	76,784	53,749	23,035	10,238	7,678	-	-	-	-	-	66,546	184,281	422,311
21:00 - 21:30	53,749	115,176	15,357	17,916	10,238	-	-	-	2,559	-	66,546	140,770	422,311
21:30 - 22:00	33,273	115,176	7,678	17,916	10,238	-	-	-	2,559	-	66,546	168,924	422,311
22:00 - 22:30	23,035	97,260	10,238	2,559	10,238	-	-	-	2,559	-	66,546	209,876	422,311
22:30 - 23:00	12,797	66,546	5,119	2,559	10,238	-	-	-	-	-	66,546	258,506	422,311
23:00 - 23:30	5,119	25,595	2,559	-	5,119	-	-	-	-	-	66,546	317,373	422,311
23:30 - 00:00	2,559	20,476	2,559	-	2,559	-	-	-	-	-	66,546	327,611	422,311

Note I: TV stations not featured in the Table above have a TV viewership of less than 0.1% on Thursday.

Note II: Timebands featuring a 'nil' viewership in the Table above have a TV viewership of less than 2,559 viewers (0.6%) on Thursday.

TV Audience on FRIDAY

- ✓ The most watched timeband on Friday is 20:00 – 20:30 on TVM (154,430 TV Viewers).

Research Findings in Detail

**Table 14 – Q8 – TV Audience on FRIDAY – by Timeband
(Multiple-Response Q) (n=432,405)**

NOTE: Respondents were given the possibility of mentioning up to 3 TV stations they watched on Friday.
For each mentioned TV station, they were asked to indicate all timebands watched.

	TVM	Foreign station	ONE	NET TV	TSN 1-8	TVM 2	F Living	Xeik	GO Stars	I did not watch TV on Friday/ No particular station/ Don't remember	None	Total
00:00 - 00:30	-	2,574	-	-	-	-	-	-	-	102,954	326,878	432,405
00:30 - 01:00	-	2,574	-	-	-	-	-	-	-	102,954	326,878	432,405
01:00 - 01:30	-	2,574	-	-	-	-	-	-	-	102,954	326,878	432,405
01:30 - 02:00	-	2,574	-	-	-	-	-	-	-	102,954	326,878	432,405
02:00 - 02:30	-	-	-	-	-	-	-	-	-	102,954	329,451	432,405
02:30 - 03:00	-	-	-	-	-	-	-	-	-	102,954	329,451	432,405
03:00 - 03:30	-	-	-	-	-	-	-	-	-	102,954	329,451	432,405
03:30 - 04:00	-	-	-	-	-	-	-	-	-	102,954	329,451	432,405
04:00 - 04:30	-	-	-	-	-	-	-	-	-	102,954	329,451	432,405
04:30 - 05:00	-	-	-	-	-	-	-	-	-	102,954	329,451	432,405
05:00 - 05:30	-	-	-	-	-	-	-	-	-	102,954	329,451	432,405
05:30 - 06:00	-	-	-	-	-	-	-	-	-	102,954	329,451	432,405
06:00 - 06:30	2,574	-	-	-	-	-	-	-	-	102,954	326,878	432,405
06:30 - 07:00	2,574	-	-	-	-	-	-	-	-	102,954	326,878	432,405
07:00 - 07:30	10,295	-	-	7,722	-	-	-	-	-	102,954	311,435	432,405
07:30 - 08:00	10,295	-	-	2,574	-	-	-	-	-	102,954	316,582	432,405
08:00 - 08:30	7,722	-	5,148	2,574	-	-	-	-	-	102,954	314,008	432,405
08:30 - 09:00	5,148	-	-	2,574	-	-	-	-	-	102,954	321,730	432,405
09:00 - 09:30	-	2,574	-	-	-	-	-	-	-	102,954	326,878	432,405
09:30 - 10:00	-	2,574	-	-	-	5,148	-	-	-	102,954	321,730	432,405
10:00 - 10:30	2,574	2,574	-	-	-	5,148	2,574	-	-	102,954	316,582	432,405
10:30 - 11:00	2,574	2,574	-	-	-	-	2,574	-	-	102,954	321,730	432,405
11:00 - 11:30	2,574	-	-	-	-	-	2,574	-	-	102,954	324,304	432,405
11:30 - 12:00	2,574	-	-	-	-	-	-	-	-	102,954	326,878	432,405
12:00 - 12:30	36,034	-	2,574	7,722	-	-	7,722	-	-	102,954	275,401	432,405
12:30 - 13:00	20,591	2,574	7,722	2,574	-	-	7,722	-	-	102,954	288,270	432,405
13:00 - 13:30	18,017	5,148	2,574	2,574	-	-	5,148	-	-	102,954	295,992	432,405
13:30 - 14:00	12,869	2,574	2,574	2,574	-	-	5,148	-	-	102,954	303,713	432,405
14:00 - 14:30	12,869	5,148	2,574	2,574	-	-	5,148	-	2,574	102,954	298,565	432,405
14:30 - 15:00	10,295	5,148	2,574	5,148	-	-	2,574	-	2,574	102,954	301,139	432,405
15:00 - 15:30	5,148	2,574	5,148	10,295	-	-	-	-	2,574	102,954	303,713	432,405
15:30 - 16:00	12,869	2,574	-	10,295	-	-	-	-	2,574	102,954	301,139	432,405
16:00 - 16:30	18,017	10,295	-	2,574	-	-	-	-	2,574	102,954	295,992	432,405
16:30 - 17:00	7,722	10,295	5,148	2,574	-	-	-	-	-	102,954	303,713	432,405
17:00 - 17:30	5,148	7,722	5,148	2,574	-	-	-	-	-	102,954	308,861	432,405
17:30 - 18:00	7,722	10,295	10,295	2,574	-	2,574	-	-	-	102,954	295,992	432,405
18:00 - 18:30	15,443	15,443	15,443	5,148	-	2,574	-	2,574	-	102,954	272,827	432,405
18:30 - 19:00	15,443	23,165	18,017	7,722	-	-	-	5,148	-	102,954	259,958	432,405
19:00 - 19:30	18,017	36,034	23,165	15,443	-	-	-	2,574	-	102,954	234,219	432,405
19:30 - 20:00	15,443	30,886	82,363	36,034	-	-	-	2,574	-	102,954	162,152	432,405
20:00 - 20:30	154,430	25,738	54,051	5,148	2,574	2,574	-	-	-	102,954	84,937	432,405
20:30 - 21:00	108,101	30,886	46,329	2,574	5,148	-	-	5,148	-	102,954	131,266	432,405
21:00 - 21:30	61,772	46,329	48,903	5,148	7,722	-	-	5,148	-	102,954	154,430	432,405
21:30 - 22:00	51,477	38,608	46,329	-	7,722	-	-	2,574	-	102,954	182,743	432,405
22:00 - 22:30	33,460	36,034	33,460	-	5,148	-	-	5,148	-	102,954	216,203	432,405
22:30 - 23:00	15,443	36,034	20,591	-	5,148	-	-	2,574	-	102,954	249,662	432,405
23:00 - 23:30	2,574	25,738	2,574	-	-	-	-	-	-	102,954	298,565	432,405
23:30 - 00:00	-	10,295	-	-	-	-	-	-	-	102,954	319,156	432,405

Note I: TV stations not featured in the Table above have a TV viewership of less than 0.1% on Friday.

Note II: Timebands featuring a 'nil' viewership in the Table above have a TV viewership of less than 2,574 viewers (0.6%) on Friday.

TV Audience on SATURDAY

- ✓ The most watched timeband on Saturday is 20:00 – 20:30 on TVM (146,709 TV Viewers).

Research Findings in Detail

**Table 15 – Q8 – TV Audience on SATURDAY – by Timeband
(Multiple-Response Q) (n=440,126)**

NOTE: Respondents were given the possibility of mentioning up to 3 TV stations they watched on Saturday.
For each mentioned TV station, they were asked to indicate all timebands watched.

	TVM	Foreign station	ONE	NET TV	TSN 1-8	TVM 2	F Living	Xejk	GO Stars	Melita More	I did not watch TV on Saturday/ No particular station/ Don't remember	None	Total
00:00 - 00:30	-	-	-	-	-	-	-	-	-	-	97,806	342,320	440,126
00:30 - 01:00	-	-	-	-	-	-	-	-	-	-	97,806	342,320	440,126
01:00 - 01:30	-	-	-	-	-	-	-	-	-	-	97,806	342,320	440,126
01:30 - 02:00	-	-	-	-	-	-	-	-	-	-	97,806	342,320	440,126
02:00 - 02:30	-	-	-	-	-	-	-	-	-	-	97,806	342,320	440,126
02:30 - 03:00	-	-	-	-	-	-	-	-	-	-	97,806	342,320	440,126
03:00 - 03:30	-	-	-	-	-	-	-	-	-	-	97,806	342,320	440,126
03:30 - 04:00	-	-	-	-	-	-	-	-	-	-	97,806	342,320	440,126
04:00 - 04:30	-	-	-	-	-	-	-	-	-	-	97,806	342,320	440,126
04:30 - 05:00	-	-	-	-	-	-	-	-	-	-	97,806	342,320	440,126
05:00 - 05:30	-	-	-	-	-	-	-	-	-	-	97,806	342,320	440,126
05:30 - 06:00	-	-	-	-	-	-	-	-	-	-	97,806	342,320	440,126
06:00 - 06:30	-	-	-	-	-	-	-	-	-	-	97,806	342,320	440,126
06:30 - 07:00	-	-	-	-	-	-	-	-	-	-	97,806	342,320	440,126
07:00 - 07:30	7,722	-	-	-	-	-	-	-	-	-	97,806	334,599	440,126
07:30 - 08:00	7,722	-	-	-	-	-	-	-	-	-	97,806	334,599	440,126
08:00 - 08:30	7,722	-	7,722	-	2,574	-	-	-	-	-	97,806	324,303	440,126
08:30 - 09:00	7,722	-	5,148	-	2,574	-	-	-	-	-	97,806	326,877	440,126
09:00 - 09:30	10,295	2,574	2,574	-	2,574	-	-	-	-	-	97,806	324,303	440,126
09:30 - 10:00	10,295	2,574	2,574	2,574	-	2,574	-	-	-	-	97,806	321,730	440,126
10:00 - 10:30	2,574	2,574	2,574	2,574	-	2,574	-	-	-	-	97,806	329,451	440,126
10:30 - 11:00	5,148	2,574	2,574	-	-	-	-	-	-	-	97,806	332,025	440,126
11:00 - 11:30	7,722	2,574	2,574	2,574	-	-	-	-	-	-	97,806	326,877	440,126
11:30 - 12:00	7,722	2,574	2,574	2,574	-	-	-	-	-	-	97,806	326,877	440,126
12:00 - 12:30	20,591	-	5,148	2,574	-	-	-	-	-	-	97,806	314,008	440,126
12:30 - 13:00	15,443	5,148	2,574	-	-	-	-	-	-	-	97,806	319,156	440,126
13:00 - 13:30	18,017	7,722	-	-	7,722	-	-	-	-	-	97,806	308,860	440,126
13:30 - 14:00	15,443	7,722	-	-	12,869	-	-	-	-	-	97,806	306,287	440,126
14:00 - 14:30	12,869	15,443	2,574	-	15,443	-	-	-	-	-	97,806	295,991	440,126
14:30 - 15:00	10,295	15,443	-	-	18,017	-	-	-	-	-	97,806	298,565	440,126
15:00 - 15:30	10,295	18,017	2,574	-	18,017	-	-	-	-	-	97,806	293,417	440,126
15:30 - 16:00	10,295	20,591	-	-	18,017	-	-	-	-	-	97,806	293,417	440,126
16:00 - 16:30	-	20,591	2,574	-	15,443	-	-	-	-	-	97,806	303,713	440,126
16:30 - 17:00	-	18,017	2,574	-	15,443	-	-	-	-	-	97,806	306,287	440,126
17:00 - 17:30	7,722	20,591	5,148	-	10,295	-	-	-	-	-	97,806	298,565	440,126
17:30 - 18:00	7,722	12,869	10,295	2,574	7,722	7,722	-	-	-	-	97,806	293,417	440,126
18:00 - 18:30	10,295	12,869	12,869	7,722	7,722	7,722	2,574	-	-	-	97,806	280,548	440,126
18:30 - 19:00	7,722	12,869	18,017	7,722	7,722	-	2,574	2,574	-	2,574	97,806	280,548	440,126
19:00 - 19:30	12,869	28,312	20,591	10,295	5,148	-	2,574	-	-	2,574	97,806	259,957	440,126
19:30 - 20:00	15,443	23,165	74,641	38,608	2,574	-	2,574	2,574	-	-	97,806	182,742	440,126
20:00 - 20:30	146,709	46,329	28,312	7,722	2,574	2,574	-	-	-	-	97,806	108,101	440,126
20:30 - 21:00	46,329	87,510	18,017	10,295	-	-	-	-	-	-	97,806	180,169	440,126
21:00 - 21:30	18,017	133,839	23,165	10,295	-	-	-	-	2,574	-	97,806	154,430	440,126
21:30 - 22:00	5,148	136,413	20,591	10,295	-	-	-	-	2,574	-	97,806	167,299	440,126
22:00 - 22:30	2,574	131,266	20,591	7,722	-	-	-	-	2,574	-	97,806	177,595	440,126
22:30 - 23:00	2,574	115,823	18,017	7,722	-	-	-	-	2,574	-	97,806	195,612	440,126
23:00 - 23:30	-	69,494	12,869	2,574	-	-	-	-	2,574	-	97,806	254,810	440,126
23:30 - 00:00	-	43,755	-	-	-	-	-	-	2,574	-	97,806	295,991	440,126

Note I: TV stations not featured in the Table above have a TV viewership of less than 0.1% on Saturday.

Note II: Timebands featuring a 'nil' viewership in the Table above have a TV viewership of less than 2,574 viewers (0.6%) on Saturday.

TV Audience on SUNDAY

- ✓ The most watched timeband on Sunday is 20:00 – 20:30 on TVM (122,171 TV Viewers).

Research Findings in Detail

**Table 16 – Q8 – TV Audience on SUNDAY – by Timeband
(Multiple-Response Q) (n=425,055)**

NOTE: Respondents were given the possibility of mentioning up to 3 TV stations they watched on Sunday.
For each mentioned TV station, they were asked to indicate all timebands watched.

	TVM	Foreign station	ONE	NET TV	TSN 1-8	TVM 2	F Living	GO Stars	Smash	I did not watch TV on Sunday/ No particular station/ Don't remember	None	Total
00:00 - 00:30	-	-	-	-	-	-	-	-	-	137,443	287,612	425,055
00:30 - 01:00	-	-	-	-	-	-	-	-	-	137,443	287,612	425,055
01:00 - 01:30	-	-	-	-	-	-	-	-	-	137,443	287,612	425,055
01:30 - 02:00	-	-	-	-	-	-	-	-	-	137,443	287,612	425,055
02:00 - 02:30	-	-	-	-	-	-	-	-	-	137,443	287,612	425,055
02:30 - 03:00	-	-	-	-	-	-	-	-	-	137,443	287,612	425,055
03:00 - 03:30	-	-	-	-	-	-	-	-	-	137,443	287,612	425,055
03:30 - 04:00	-	-	-	-	-	-	-	-	-	137,443	287,612	425,055
04:00 - 04:30	-	-	-	-	-	-	-	-	-	137,443	287,612	425,055
04:30 - 05:00	-	-	-	-	-	-	-	-	-	137,443	287,612	425,055
05:00 - 05:30	-	-	-	-	-	-	-	-	-	137,443	287,612	425,055
05:30 - 06:00	-	-	-	-	-	-	-	-	-	137,443	287,612	425,055
06:00 - 06:30	-	-	-	-	-	-	-	-	-	137,443	287,612	425,055
06:30 - 07:00	-	-	-	2,545	-	-	-	-	-	137,443	285,067	425,055
07:00 - 07:30	2,545	-	-	2,545	-	-	-	-	-	137,443	282,522	425,055
07:30 - 08:00	5,090	-	-	2,545	-	-	-	-	-	137,443	279,976	425,055
08:00 - 08:30	5,090	-	-	2,545	-	2,545	-	-	-	137,443	277,431	425,055
08:30 - 09:00	7,636	-	-	2,545	-	2,545	-	-	-	137,443	274,886	425,055
09:00 - 09:30	10,181	2,545	-	2,545	-	2,545	-	-	-	137,443	269,795	425,055
09:30 - 10:00	5,090	5,090	2,545	2,545	-	2,545	-	-	-	137,443	269,795	425,055
10:00 - 10:30	2,545	5,090	2,545	2,545	-	2,545	-	-	2,545	137,443	269,795	425,055
10:30 - 11:00	-	5,090	2,545	2,545	-	-	-	-	2,545	137,443	274,886	425,055
11:00 - 11:30	-	-	2,545	2,545	-	-	-	-	-	137,443	282,522	425,055
11:30 - 12:00	-	2,545	-	2,545	-	-	-	-	-	137,443	282,522	425,055
12:00 - 12:30	33,088	15,271	-	2,545	2,545	-	-	-	-	137,443	234,162	425,055
12:30 - 13:00	20,362	15,271	2,545	2,545	5,090	-	-	-	-	137,443	241,798	425,055
13:00 - 13:30	20,362	20,362	2,545	-	5,090	-	-	-	-	137,443	239,253	425,055
13:30 - 14:00	17,817	17,817	2,545	-	5,090	-	-	-	-	137,443	244,343	425,055
14:00 - 14:30	17,817	25,452	-	-	7,636	-	-	-	-	137,443	236,707	425,055
14:30 - 15:00	10,181	25,452	-	-	7,636	-	-	2,545	-	137,443	241,798	425,055
15:00 - 15:30	2,545	27,998	-	2,545	12,726	-	-	2,545	-	137,443	239,253	425,055
15:30 - 16:00	2,545	25,452	-	2,545	12,726	-	-	2,545	-	137,443	241,798	425,055
16:00 - 16:30	7,636	15,271	-	2,545	10,181	-	-	-	-	137,443	251,979	425,055
16:30 - 17:00	7,636	17,817	-	2,545	10,181	-	-	-	-	137,443	249,433	425,055
17:00 - 17:30	10,181	17,817	2,545	5,090	5,090	-	-	-	-	137,443	246,888	425,055
17:30 - 18:00	5,090	20,362	10,181	10,181	5,090	-	-	-	-	137,443	236,707	425,055
18:00 - 18:30	7,636	22,907	10,181	5,090	7,636	-	5,090	-	-	137,443	229,072	425,055
18:30 - 19:00	10,181	22,907	7,636	5,090	7,636	-	2,545	-	-	137,443	231,617	425,055
19:00 - 19:30	12,726	25,452	12,726	2,545	7,636	2,545	2,545	-	-	137,443	221,436	425,055
19:30 - 20:00	15,271	25,452	50,905	30,543	7,636	2,545	2,545	-	-	137,443	152,714	425,055
20:00 - 20:30	122,171	43,269	20,362	2,545	5,090	-	2,545	2,545	-	137,443	89,083	425,055
20:30 - 21:00	66,176	81,448	20,362	2,545	5,090	5,090	2,545	2,545	-	137,443	101,810	425,055
21:00 - 21:30	17,817	104,355	20,362	7,636	5,090	2,545	-	-	-	137,443	129,807	425,055
21:30 - 22:00	12,726	106,900	20,362	10,181	5,090	-	-	-	-	137,443	132,352	425,055
22:00 - 22:30	5,090	99,264	5,090	5,090	2,545	-	-	-	-	137,443	170,531	425,055
22:30 - 23:00	5,090	68,721	-	2,545	2,545	-	-	-	-	137,443	208,710	425,055
23:00 - 23:30	2,545	38,179	-	2,545	-	-	-	-	-	137,443	244,343	425,055
23:30 - 00:00	2,545	30,543	2,545	-	-	-	-	-	-	137,443	251,979	425,055

Note I: TV stations not featured in the Table above have a TV viewership of less than 0.1% on Sunday.

Note II: Timebands featuring a 'nil' viewership in the Table above have a TV viewership of less than 2,545 viewers (0.6%) on Sunday.

8.9 Having watched local TV programmes on demand/catch-up in the previous 7 days – [Q9]

- ✓ 4 in 5 of all 1161 TV Viewers (82% - 954 respondents) **did not watch any local TV programmes on demand/catch-up** in the previous 7 days.
- ✓ However, 18% (204 respondents) **did watch a local TV programme on demand/catch-up** during the previous 7 days. TV viewers aged 41 – 60 years were the most to watch a local TV programme on demand/catch-up.
- ✓ The 204 TV viewers who watched a local TV programme on demand/catch-up, were given the possibility of mentioning up to 3 local TV programmes which they watched on demand/catch-up during the previous 7 days. 15% (31 respondents) watched **Malta's Got Talent**; 14% (29 respondents) watched **Division 7** and 12% (24 respondents) watched **Sorelle**.

Research Findings in Detail

Tables below illustrate details on the above research findings.

Table 17.1 – Q9 – Having watched local TV programmes on demand/catch-up in the previous 7 days – by Age & Gender (n=1161)

Counts Break % Respondents	Total	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	1161	96	194	209	171	167	158	166	602	559
No	954 82.2%	84 87.5%	161 83.0%	168 80.4%	128 74.9%	128 76.6%	130 82.3%	155 93.4%	505 83.9%	449 80.3%
Yes	204 17.6%	11 11.5%	32 16.5%	41 19.6%	43 25.1%	39 23.4%	27 17.1%	11 6.6%	95 15.8%	109 19.5%
I don't remember	3 0.3%	1 1.0%	1 0.5%	- -	- -	- -	1 0.6%	- -	2 0.3%	1 0.2%

Table 17.2 – Q9 – Having watched local TV programmes on demand/catch-up in the previous 7 days – by Geographical Region (n=1161)

Counts Break % Respondents	Total	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo
Total	1161	210	383	156	142	179	91
No	954 82.2%	169 80.5%	321 83.8%	129 82.7%	114 80.3%	140 78.2%	81 89.0%
Yes	204 17.6%	41 19.5%	62 16.2%	26 16.7%	27 19.0%	38 21.2%	10 11.0%
I don't remember	3 0.3%	- -	- -	1 0.6%	1 0.7%	1 0.6%	- -

**Table 17.3 – Q9 – Local programmes watched on demand/catch-up in the previous 7 days
– by Age & Gender (Multiple-Response Q) (n=204)**

NOTE: Respondents were given the possibility to mention up to 3 local programmes which they watched on demand/catch-up in the previous 7 days. Hence, the totals depicted in this table do not total up to 204.

Counts Break % Respondents	Total	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	204	11	32	41	43	39	27	11	95	109
Malta's Got Talent	31 15.2%	3 27.3%	10 31.3%	7 17.1%	2 4.7%	5 12.8%	3 11.1%	1 9.1%	14 14.7%	17 15.6%
Division 7	29 14.2%	4 36.4%	5 15.6%	6 14.6%	8 18.6%	4 10.3%	2 7.4%	-	14 14.7%	15 13.8%
Sorelle	24 11.8%	-	2 6.3%	5 12.2%	6 14.0%	3 7.7%	6 22.2%	2 18.2%	5 5.3%	19 17.4%
L-Ispettur Bonnici	19 9.3%	-	4 12.5%	7 17.1%	2 4.7%	4 10.3%	2 7.4%	-	11 11.6%	8 7.3%
Mass	18 8.8%	-	-	3 7.3%	1 2.3%	7 17.9%	3 11.1%	36.4%	6 6.3%	12 11.0%
News	16 7.8%	-	2 6.3%	2 4.9%	5 11.6%	3 7.7%	3 11.1%	1 9.1%	11 11.6%	5 4.6%
I don't remember	15 7.4%	1 9.1%	3 9.4%	3 7.3%	4 9.3%	3 7.7%	-	1 9.1%	5 5.3%	10 9.2%
Min Immissu	13 6.4%	-	3 9.4%	4 9.8%	3 7.0%	2 5.1%	-	1 9.1%	9 9.5%	4 3.7%
Gizelle	8 3.9%	-	-	1 2.4%	1 2.3%	4 10.3%	3 7.7%	1 9.1%	4 4.2%	4 3.7%
L-Erbgha fost il-Gimgha	8 3.9%	1 9.1%	1 3.1%	2 4.9%	4 9.3%	-	-	-	6 6.3%	2 1.8%
F'Għieħ l-Imhabba	7 3.4%	-	1 3.1%	-	3 7.0%	3 7.7%	-	-	3 3.2%	4 3.7%
Serataron	7 3.4%	-	3 9.4%	1 2.4%	2 4.7%	-	1 3.7%	-	3 3.2%	4 3.7%
Mija	5 2.5%	-	-	-	1 2.3%	2 5.1%	2 7.4%	-	3 3.2%	2 1.8%
Fattigi	4 2.0%	-	1 3.1%	-	1 2.3%	-	2 7.4%	-	-	4 3.7%
Pjazza	4 2.0%	-	-	1 2.4%	-	2 5.1%	1 3.7%	-	3 3.2%	1 0.9%
Popolin	4 2.0%	-	-	1 2.4%	2 4.7%	-	1 3.7%	-	3 3.2%	1 0.9%
Replay	4 2.0%	-	-	1 2.4%	-	-	3 11.1%	-	3 3.2%	1 0.9%
Kompendju	3 1.5%	-	-	1 2.4%	1 2.3%	-	-	1 9.1%	3 3.2%	-
Dejjem Tiegħek Becky	2 1.0%	-	-	-	-	1 2.6%	1 3.7%	-	-	2 1.8%
Hadd Għalik	2 1.0%	-	1 3.1%	-	1 2.3%	-	-	-	1 1.1%	1 0.9%
Illum ma' Steph	2 1.0%	-	-	1 2.4%	-	-	1 3.7%	-	1 1.1%	1 0.9%

Counts Break % Respondents	Total	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	204	11	32	41	43	39	27	11	95	109
Kalamita	2 1.0%	-	-	1 2.4%	-	1 2.6%	-	-	-	2 1.8%
L-Argument	2 1.0%	-	-	2 4.9%	-	-	-	-	1 1.1%	1 0.9%
Niskata	2 1.0%	-	-	-	-	2 5.1%	-	-	-	2 1.8%
Realta'	2 1.0%	-	-	-	1 2.3%	-	1 3.7%	-	2 2.1%	-
Football (in general)	2 1.0%	-	1 3.1%	-	1 2.3%	-	-	-	1 1.1%	1 0.9%
Local Traveller	2 1.0%	-	-	1 2.4%	-	-	1 3.7%	-	1 1.1%	1 0.9%
Xtra	2 1.0%	-	-	-	2 4.7%	-	-	-	1 1.1%	1 0.9%
Family Affair	1 0.5%	-	-	-	-	-	1 3.7%	-	-	1 0.9%
Gadgets	1 0.5%	-	-	-	1 2.3%	-	-	-	-	1 0.9%
Gourmet Challenge	1 0.5%	-	-	-	1 2.3%	-	-	-	1 1.1%	-
Ieqaf 20 minuta	1 0.5%	-	-	-	1 2.3%	-	-	-	1 1.1%	-
Jekk Joghħobkom	1 0.5%	-	-	-	-	1 2.6%	-	-	-	1 0.9%
L-Għarus	1 0.5%	-	-	1 2.4%	-	-	-	-	-	1 0.9%
Ninvestigaw x'qed nieklu	1 0.5%	-	-	1 2.4%	-	-	-	-	1 1.1%	-
Paper Scan	1 0.5%	-	-	-	1 2.3%	-	-	-	-	1 0.9%
Rosary	1 0.5%	-	-	-	-	-	-	1 9.1%	1 1.1%	-
Sibtek	1 0.5%	-	-	1 2.4%	-	-	-	-	-	1 0.9%
TVAM	1 0.5%	-	-	-	-	-	-	1 9.1%	-	1 0.9%
Venere	1 0.5%	1 9.1%	-	-	-	-	-	-	1 1.1%	-
Klassi Għalina	1 0.5%	-	-	-	1 2.3%	-	-	-	-	1 0.9%
Meander	1 0.5%	-	-	-	-	1 2.6%	-	-	-	1 0.9%
90 minuta football	1 0.5%	-	-	-	-	-	1 3.7%	-	1 1.1%	-
Dissett	1 0.5%	-	-	1 2.4%	-	-	-	-	1 1.1%	-
Arani Issa	1 0.5%	-	-	-	-	1 2.6%	-	-	-	1 0.9%
Niltagħghu	1 0.5%	-	-	-	1 2.3%	-	-	-	1 1.1%	-
Profili	1 0.5%	-	-	-	1 2.3%	-	-	-	1 1.1%	-
Offside	1 0.5%	1 9.1%	-	-	-	-	-	-	1 1.1%	-
Manwela	1 0.5%	-	-	-	-	1 2.6%	-	-	-	1 0.9%
NET Live	1 0.5%	-	-	1 2.4%	-	-	-	-	-	1 0.9%
Covid-19 News Update	1 0.5%	-	-	1 2.4%	-	-	-	-	-	1 0.9%
F Living Show	1 0.5%	-	-	1 2.4%	-	-	-	-	-	1 0.9%

8.10 Type(s) of TV reception services used for watching TV – [Q10]

The survey respondents represent Maltese resident individuals aged 12+ years, **who may not necessarily be fully knowledgeable on all the TV reception services** used by their respective household and/or may not necessarily be their household's decision-maker/co-decision-maker for same.

- ✓ 94% (1085 respondents) of all 1161 TV viewers, use '**Paid Subscription (Melita/GO)**' as one of the reception services for watching TV. This is the most used reception service for watching TV across all age groups and geographical regions.
- ✓ Furthermore, 10% (119 respondents) use the '**Android Box**' as one of the reception services for watching TV. This service is mostly used by TV viewers aged 12 – 50 years. Another 9% (109 respondents) make use of '**IPTV**' as one of the reception services, with this being mostly used by TV viewers aged 12 – 40 years.
- ✓ 2% (18 respondents) use '**free-to-air**' as one of the reception services for watching TV, with 10 of such 18 viewers (0.9%) mentioning that they use 'free-to-air' service only.

Research Findings in Detail

Tables below illustrate details on the above research findings.

**Table 18.1 – Q10 – Type(s) of TV reception services used for watching TV
– by Age & Gender (Multiple-Response Q) (n=1161)**

NOTE: The %s below refer to the number of respondents and NOT to the number of responses, hence they do not total up to 100%

Counts Break % Respondents	Total	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	1161	96	194	209	171	167	158	166	602	559
Paid subscription	1085 93.5%	91 94.8%	174 89.7%	193 92.3%	160 93.6%	154 92.2%	151 95.6%	162 97.6%	559 92.9%	526 94.1%
Android box	119 10.2%	12 12.5%	31 16.0%	25 12.0%	21 12.3%	16 9.6%	9 5.7%	5 3.0%	64 10.6%	55 9.8%
IPTV	109 9.4%	10 10.4%	25 12.9%	22 10.5%	14 8.2%	16 9.6%	14 8.9%	8 4.8%	51 8.5%	58 10.4%
Other [Streaming on laptop/PC/ mobile/tablet]	68 5.9%	6 6.3%	27 13.9%	16 7.7%	11 6.4%	5 3.0%	2 1.3%	1 0.6%	34 5.6%	34 6.1%
Satellite	38 3.3%	2 2.1%	14 7.2%	9 4.3%	5 2.9%	5 3.0%	2 1.3%	1 0.6%	22 3.7%	16 2.9%
Free-to-air	18 1.6%	1 1.0%	4 2.1%	3 1.4%	4 2.3%	4 2.4%	1 0.6%	1 0.6%	13 2.2%	5 0.9%
Don't know	4 0.3%	1 1.0%	- -	- -	- -	1 0.6%	2 1.3%	- -	2 0.3%	2 0.4%

**Table 18.2 – Q10 – Type(s) of TV reception services used for watching TV
– by Geographical Region (Multiple-Response Q) (n=1161)**

NOTE: The %s below refer to the number of respondents and NOT to the number of responses, hence they do not total up to 100%

Counts Break % Respondents	Total	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo
Total	1161	210	383	156	142	179	91
Paid subscription	1085 93.5%	203 96.7%	365 95.3%	142 91.0%	131 92.3%	160 89.4%	84 92.3%
Android box	119 10.2%	24 11.4%	45 11.7%	16 10.3%	9 6.3%	23 12.8%	2 2.2%
IPTV	109 9.4%	28 13.3%	41 10.7%	13 8.3%	10 7.0%	15 8.4%	2 2.2%
Other [Streaming on laptop/PC/ mobile/tablet]	68 5.9%	19 9.0%	17 4.4%	8 5.1%	6 4.2%	18 10.1%	- -
Satellite	38 3.3%	9 4.3%	11 2.9%	2 1.3%	2 1.4%	12 6.7%	2 2.2%
Free-to-air	18 1.6%	2 1.0%	3 0.8%	6 3.8%	1 0.7%	3 1.7%	3 3.3%
Don't know	4 0.3%	- -	1 0.3%	1 0.6%	- -	2 1.1%	- -

9. RADIO LISTENERSHIP – FINDINGS

9.1 Introduction

- ✓ Of all 1248 individuals, 63% (794 respondents) are **radio listeners**. Most radio listeners are respondents aged 31+ years, while lower listenership was observed amongst individuals aged 12-30 years.
- ✓ 1% (17 respondents) **listen to foreign radio stations only**.
- ✓ The remaining 36% (454 respondents) **do not listen to any radio**, with this being mostly observed amongst individuals aged 12-30 years.

Research Findings in Detail

Tables below illustrate details on the above research findings.

Exhibit 3 – Radio listeners/non listeners (N=1248)

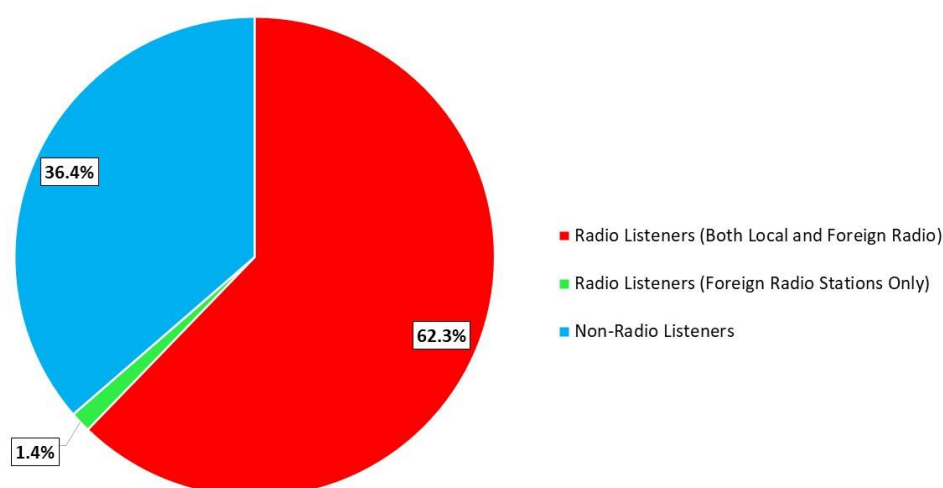


Table 19 – Radio listeners/non listeners – by Age & Gender (N=1248)

Counts Break % Respondents	Total	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	1248	112	219	228	181	174	166	168	641	607
Radio Listeners (Both Local and Foreign Radio)	777 62.3%	50 44.6%	128 58.4%	152 66.7%	115 63.5%	110 63.2%	115 69.3%	107 63.7%	416 64.9%	361 59.5%
Radio Listeners (Foreign Radio Stations Only)	17 1.4%	1 0.9%	4 1.8%	4 1.8%	2 1.1%	2 1.1%	2 1.2%	2 1.2%	11 1.7%	6 1.0%
Non-Radio Listeners	454 36.4%	61 54.5%	87 39.7%	72 31.6%	64 35.4%	62 35.6%	49 29.5%	59 35.1%	214 33.4%	240 39.5%

**Exhibit 4 – Q14 – Most followed Radio stations (Aggregate)
(Multiple-Response Q) (n=794)**

NOTE I: Respondents were given the possibility of mentioning up to 3 Radio Stations which they had listened to on the previous day. Hence, the percentages depicted in this table do NOT total up to 100%.

NOTE II: % figures illustrated below are derived from Table 23.1 (Section 9.5)

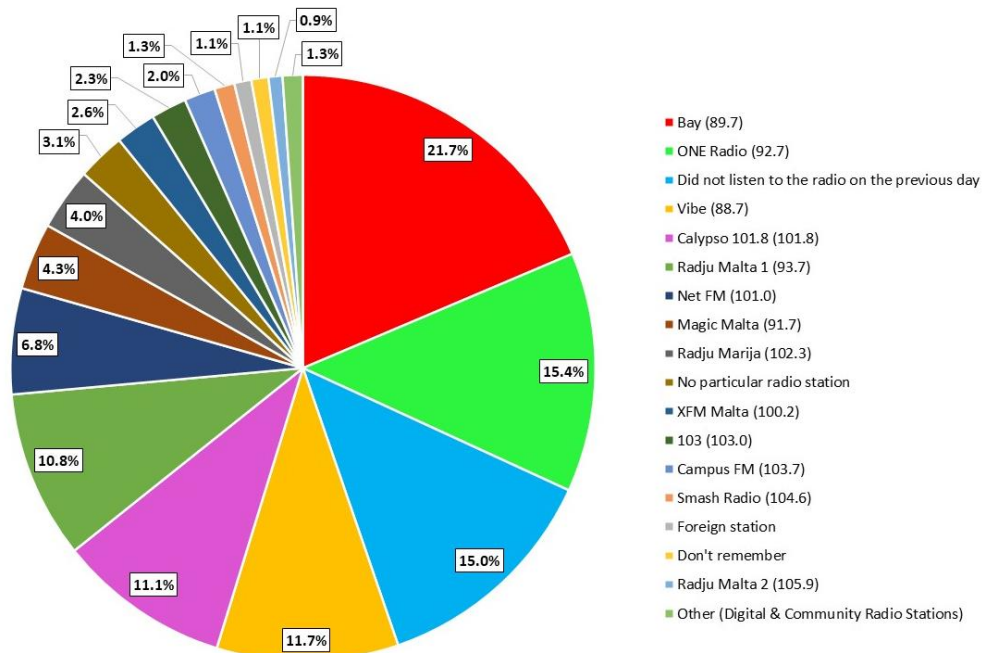


Exhibit 4 illustrates the most followed radio stations during Week 14th December – 20th December. ‘Did not listen to the radio on the previous day’ refers to radio listeners who did not listen to radio on the day of assessment during that particular week.

This Section gives details on the radio listenership of the 794 individuals who listen to local/foreign radio stations, more specifically on:

- [a]. Daily average hours of LOCAL radio consumption: on weekdays (Monday – Thursday) – **[Q11]**
- [b]. Daily average hours of LOCAL radio consumption: in the weekend (Friday – Sunday) – **[Q12]**
- [c]. Favourite local radio programme – **[Q13]**
- [d]. Most followed radio stations and day and time(s) during which stations were listened to – **[Q14]**
- [e]. Having listened to local radio programmes on-demand during the previous 7 days – **[Q15]**
- [f]. Type(s) of radio reception services used for listening to radio – **[Q10]**

Salient Research Findings

The salient findings for the above research areas now follow.

9.2 Daily average hours of LOCAL Radio consumption: on weekdays (Monday – Thursday) – [Q11]

NB. Radio listeners who indicated that they do not listen to any local radio stations were not asked this question. Hence the total number of radio listeners' responses for this question totals 777.

- ✓ 42% (329 respondents) of local radio listeners, on average, listen to local radio for **less than 1 hour per day** on weekdays. This was indicated by more than 1 in 2 of radio listeners aged 12 – 40 years.
- ✓ Following, 1 in 4 radio listeners (24% - 188 respondents), on average, spend **1 - 2 hours per day** listening to local radio on weekdays.
- ✓ A further 13% (102 respondents) spend an average of **3 - 4 hours per day** listening to local radio, with the majority of these being radio listeners aged 51+ years.

Research Findings in Detail

Tables below illustrate details on the above research findings.

Table 20.1 – Q11 – Daily average hours of LOCAL Radio consumption: on weekdays (Monday – Thursday) – by Age & Gender (n=777)

Counts Break % Respondents	Total	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	777	50	128	152	115	110	115	107	416	361
I do not listen to any radio on weekdays	4 0.5%	-	-	1 0.7%	1 0.9%	1 0.9%	1 0.9%	-	2 0.5%	2 0.6%
<1 hr a day	329 42.3%	35 70.0%	85 66.4%	81 53.3%	54 47.0%	34 30.9%	21 18.3%	19 17.8%	186 44.7%	143 39.6%
1-2 hrs a day	188 24.2%	10 20.0%	33 25.8%	36 23.7%	28 24.3%	24 21.8%	26 22.6%	31 29.0%	111 26.7%	77 21.3%
3-4 hrs a day	102 13.1%	2 4.0%	3 2.3%	12 7.9%	16 13.9%	20 18.2%	20 17.4%	29 27.1%	42 10.1%	60 16.6%
5-6 hrs a day	38 4.9%	-	1 0.8%	7 4.6%	6 5.2%	9 8.2%	9 7.8%	6 5.6%	13 3.1%	25 6.9%
6+ hrs a day	89 11.5%	1 2.0%	6 4.7%	10 6.6%	7 6.1%	18 16.4%	27 23.5%	20 18.7%	52 12.5%	37 10.2%
Not always the same	27 3.5%	2 4.0%	-	5 3.3%	3 2.6%	4 3.6%	11 9.6%	2 1.9%	10 2.4%	17 4.7%

Table 20.2 – Q11 – Daily average hours of LOCAL Radio consumption: on weekdays (Monday – Thursday) – by Geographical Region (n=777)

Counts Break % Respondents	Total	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo
Total	777	146	220	119	102	133	57
I do not listen to any radio on weekdays	4 0.5%	1 0.7%	- -	- -	3 2.9%	- -	- -
<1 hr a day	329 42.3%	53 36.3%	101 45.9%	47 39.5%	43 42.2%	63 47.4%	22 38.6%
1-2 hrs a day	188 24.2%	33 22.6%	49 22.3%	34 28.6%	23 22.5%	33 24.8%	16 28.1%
3-4 hrs a day	102 13.1%	17 11.6%	37 16.8%	9 7.6%	18 17.6%	14 10.5%	7 12.3%
5-6 hrs a day	38 4.9%	10 6.8%	11 5.0%	4 3.4%	4 3.9%	5 3.8%	4 7.0%
6+ hrs a day	89 11.5%	29 19.9%	22 10.0%	15 12.6%	5 4.9%	13 9.8%	5 8.8%
Not always the same	27 3.5%	3 2.1%	- -	10 8.4%	6 5.9%	5 3.8%	3 5.3%

9.3 Daily average hours of LOCAL Radio consumption: in the weekend (Friday – Sunday) – [Q12]

NB. Radio listeners who indicated that they do not listen to any local radio stations were not asked this question. Hence the total number of radio listeners' responses for this question totals 777.

- ✓ 9% (70 respondents) of the 777 local radio listeners **do not listen to any radio during the weekend**, while 1% (9 respondents) do not listen to Maltese radio during the weekend.
- ✓ Of the 777 local radio listeners, 39% (306 respondents) on average **spend less than 1 hour per day** listening to local radio in the weekend. This was mostly observed amongst radio listeners aged 12 – 50 years.
- ✓ 1 in 5 local radio listeners (21% - 161 respondents) listen to **1 – 2 hours per day** of local radio in the weekend. Some 1 in 4 of radio listeners aged 61+ years indicated this.
- ✓ Another 11% (83 respondents) spend an average of **3 – 4 hours per day** listening to local radio during the weekend, with the highest percentages being observed amongst radio listeners aged 51+ years.

Research Findings in Detail

Tables below illustrate details on the above research findings.

Table 21.1 – Q12 – Daily average hours of LOCAL Radio consumption: in the weekend (Friday – Sunday) – by Age & Gender (n=777)

Counts Break % Respondents	Total	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	777	50	128	152	115	110	115	107	416	361
I do not listen to Maltese radio in the weekend	9 1.2%	2 4.0%	3 2.3%	1 0.7%	1 0.9%	2 1.8%	-	-	4 1.0%	5 1.4%
I do not listen to any radio in the weekend	70 9.0%	4 8.0%	19 14.8%	16 10.5%	14 12.2%	6 5.5%	10 8.7%	1 0.9%	32 7.7%	38 10.5%
<1 hr a day	306 39.4%	34 68.0%	73 57.0%	74 48.7%	52 45.2%	34 30.9%	21 18.3%	18 16.8%	179 43.0%	127 35.2%
1-2 hrs a day	161 20.7%	6 12.0%	24 18.8%	27 17.8%	20 17.4%	24 21.8%	28 24.3%	32 29.9%	93 22.4%	68 18.8%
3-4 hrs a day	83 10.7%	1 2.0%	3 2.3%	12 7.9%	10 8.7%	18 16.4%	17 14.8%	22 20.6%	38 9.1%	45 12.5%
5-6 hrs a day	28 3.6%	-	1 0.8%	4 2.6%	3 2.6%	6 5.5%	6 5.2%	8 7.5%	11 2.6%	17 4.7%
6+ hrs a day	72 9.3%	-	4 3.1%	7 4.6%	6 5.2%	13 11.8%	22 19.1%	20 18.7%	43 10.3%	29 8.0%
Not always the same	47 6.0%	3 6.0%	1 0.8%	11 7.2%	9 7.8%	7 6.4%	11 9.6%	5 4.7%	16 3.8%	31 8.6%
Don't remember	1 0.1%	-	-	-	-	-	-	1 0.9%	-	1 0.3%

Table 21.2 – Q12 – Daily average hours of LOCAL Radio consumption: in the weekend (Friday – Sunday) – by Geographical Region (n=777)

Counts Break % Respondents	Total	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo
Total	777	146	220	119	102	133	57
I do not listen to Maltese radio in the weekend	9 1.2%	- -	1 0.5%	- -	3 2.9%	3 2.3%	2 3.5%
I do not listen to any radio in the weekend	70 9.0%	12 8.2%	13 5.9%	14 11.8%	21 20.6%	7 5.3%	3 5.3%
<1 hr a day	306 39.4%	52 35.6%	93 42.3%	46 38.7%	38 37.3%	54 40.6%	23 40.4%
1-2 hrs a day	161 20.7%	31 21.2%	53 24.1%	22 18.5%	15 14.7%	29 21.8%	11 19.3%
3-4 hrs a day	83 10.7%	17 11.6%	22 10.0%	10 8.4%	15 14.7%	15 11.3%	4 7.0%
5-6 hrs a day	28 3.6%	5 3.4%	9 4.1%	4 3.4%	3 2.9%	4 3.0%	3 5.3%
6+ hrs a day	72 9.3%	24 16.4%	18 8.2%	12 10.1%	1 1.0%	13 9.8%	4 7.0%
Not always the same	47 6.0%	4 2.7%	11 5.0%	11 9.2%	6 5.9%	8 6.0%	7 12.3%
Don't remember	1 0.1%	1 0.7%	- -	- -	- -	- -	- -

9.4 Favourite local radio programme – [Q13]

NB. Radio listeners who indicated that they do not listen to any local radio stations were not asked this question. Hence the total number of radio listeners' responses for this question totals 777.

- ✓ 1 in 3 (33% - 259 respondents) of all local radio listeners **do not have a preferred local radio programme**. Radio listeners aged 41+ years are the most radio listeners who do not have a preferred programme.
- ✓ **Bay Breakfast with Daniel & Ylenia** is the most favourite local radio programme, with 1 in 5 (20% - 158 respondents) mentioning it as their preferred local radio programme. This programme was mostly mentioned as a favourite by radio listeners aged 12 – 20 years (1 in 2 respondents) and radio listeners aged 21 – 30 years (2 in 5 respondents).
- ✓ **Bongu Calypso** is the second most favourite local radio programme, with 8% (62 respondents) mentioning it as their preferred local radio programme. This programme is mostly popular amongst radio listeners aged 41+ years.
- ✓ **The Morning Vibe with Abel, JD & Martina** is the third most favourite local radio programme. 8% (61 respondents) mentioned this programme as their favourite programme, with the majority of these being radio listeners aged 12 – 40 years.

Research Findings in Detail

Tables below illustrate details on the above research findings.

Table 22.1 – Q13 – Favourite local radio programme – by Age & Gender (n=777)

Counts Break % Respondents	Total	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	777	50	128	152	115	110	115	107	416	361
No preferred programme	259 33.3%	11 22.0%	27 21.1%	42 27.6%	52 45.2%	37 33.6%	46 40.0%	44 41.1%	131 31.5%	128 35.5%
Bay Breakfast with Daniel & Ylenia	158 20.3%	26 52.0%	49 38.3%	50 32.9%	20 17.4%	10 9.1%	3 2.6%	- -	85 20.4%	73 20.2%
Bongu Calypso	62 8.0%	1 2.0%	2 1.6%	5 3.3%	9 7.8%	20 18.2%	17 14.8%	8 7.5%	35 8.4%	27 7.5%
The Morning Vibe with Abel, JD & Martina	61 7.9%	7 14.0%	24 18.8%	20 13.2%	6 5.2%	3 2.7%	1 0.9%	- -	38 9.1%	23 6.4%
More than one preferred programme	44 5.7%	1 2.0%	5 3.9%	10 6.6%	3 2.6%	5 4.5%	10 8.7%	10 9.3%	23 5.5%	21 5.8%
News Bulletins	21 2.7%	1 2.0%	- -	2 1.3%	2 1.7%	4 3.6%	5 4.3%	7 6.5%	17 4.1%	4 1.1%
Carlo's Breakfast Cafe	18 2.3%	- -	2 1.6%	5 3.3%	2 1.7%	3 2.7%	4 3.5%	2 1.9%	8 1.9%	10 2.8%
Bongu Kafe	16 2.1%	- -	- -	2 1.3%	2 1.7%	5 4.5%	3 2.6%	4 3.7%	8 1.9%	8 2.2%
Kartolina	13 1.7%	- -	- -	3 2.0%	2 1.7%	2 1.8%	4 3.5%	2 1.9%	7 1.7%	6 1.7%
Rosary	13 1.7%	- -	- -	- -	1 0.9%	4 3.6%	3 2.6%	5 4.7%	5 1.2%	8 2.2%
XFM Big Breakfast	12 1.5%	2 4.0%	5 3.9%	3 2.0%	2 1.7%	- -	- -	- -	6 1.4%	6 1.7%
Ahna l-Maltin	12 1.5%	- -	- -	1 0.7%	2 1.7%	2 1.8%	2 1.7%	5 4.7%	4 1.0%	8 2.2%

BA – Audience Survey December 2020 – Research Findings Report

Club 101	12 1.5%	- -	- -	1 0.7%	2 1.7%	4 3.6%	2 1.7%	3 2.8%	2 0.5%	10 2.8%
Drive time with Dorian & Amber	7 0.9%	1 2.0%	2 1.6%	2 1.3%	1 0.9%	1 0.9%	- -	- -	5 1.2%	2 0.6%
Sibt il-Punt	7 0.9%	- -	- -	- -	- -	3 2.7%	2 1.7%	2 1.9%	5 1.2%	2 0.6%
Ferrovija Mużikali	6 0.8%	- -	- -	- -	1 0.9%	- -	3 2.6%	2 1.9%	4 1.0%	2 0.6%
ONE Breakfast	6 0.8%	- -	- -	1 0.7%	3 2.6%	1 0.9%	1 0.9%	- -	5 1.2%	1 0.3%
Nate, Frank & Rossi	6 0.8%	- -	5 3.9%	1 0.7%	- -	- -	- -	- -	2 0.5%	4 1.1%
Linja Diretta	5 0.6%	- -	- -	2 1.3%	- -	- -	- -	3 2.8%	2 0.5%	3 0.8%
Nostalgija	4 0.5%	- -	- -	- -	- -	1 0.9%	3 2.6%	- -	2 0.5%	2 0.6%
Rewind the 90s & 00's	3 0.4%	- -	2 1.6%	- -	1 0.9%	- -	- -	- -	3 0.7%	- -
Qari bil-Malti	2 0.3%	- -	- -	- -	1 0.9%	- -	- -	1 0.9%	1 0.2%	1 0.3%
Refused/ Don't know	2 0.3%	- -	- -	- -	- -	- -	1 0.9%	1 0.9%	2 0.5%	- -
The 103 Morning Show with Arthur, Ian, Angele & Jesmond	2 0.3%	- -	- -	- -	- -	- -	1 0.9%	1 0.9%	1 0.2%	1 0.3%
Nghiduha Kif Inhi	2 0.3%	- -	- -	- -	1 0.9%	- -	- -	1 0.9%	2 0.5%	- -
Bongu Solid Gold	2 0.3%	- -	- -	- -	- -	- -	- -	2 1.9%	- -	2 0.6%
103 Breakfast with Ron	2 0.3%	- -	2 1.6%	- -	- -	- -	- -	- -	1 0.2%	1 0.3%
Ma' Gaffiero	1 0.1%	- -	- -	- -	- -	- -	- -	1 0.9%	1 0.2%	- -
The Mid-Morning Show (ONE)	1 0.1%	- -	- -	- -	- -	1 0.9%	- -	- -	1 0.2%	- -
Music Mix (Calypso 101.8)	1 0.1%	- -	- -	- -	- -	- -	- -	1 0.9%	1 0.2%	- -
Calypso Drive	1 0.1%	- -	- -	- -	- -	- -	1 0.9%	- -	- -	1 0.3%
Andrew Azzopardi on 103	1 0.1%	- -	- -	- -	- -	- -	- -	1 0.9%	1 0.2%	- -
Ghaqqad il-Kelma	1 0.1%	- -	- -	- -	- -	- -	1 0.9%	- -	- -	1 0.3%
Mass	1 0.1%	- -	- -	- -	- -	- -	- -	1 0.9%	1 0.2%	- -
Issues	1 0.1%	- -	- -	1 0.7%	- -	- -	- -	- -	1 0.2%	- -
Il-Polz ta' Ċittadin	1 0.1%	- -	- -	- -	1 0.9%	- -	- -	- -	- -	1 0.3%
Kurunella tal-Ħniena Divina	1 0.1%	- -	- -	- -	1 0.9%	- -	- -	- -	1 0.2%	- -
Ma' Natalie	1 0.1%	- -	- -	- -	- -	1 0.9%	- -	- -	1 0.2%	- -
Meta l-Mohħ isir palk	1 0.1%	- -	- -	- -	- -	1 0.9%	- -	- -	1 0.2%	- -
Le Mintiex Wahdek	1 0.1%	- -	- -	- -	- -	- -	1 0.9%	- -	- -	1 0.3%
Paper Scan	1 0.1%	- -	1 0.8%	- -	- -	- -	- -	- -	1 0.2%	- -
Bay Drive with Pierre and Taryn	1 0.1%	- -	1 0.8%	- -	- -	- -	- -	- -	- -	1 0.3%
Rajt Malta Tinbidel	1 0.1%	- -	- -	- -	- -	1 0.9%	- -	- -	1 0.2%	- -
Taht l-Umbrella	1 0.1%	- -	- -	- -	- -	- -	1 0.9%	- -	- -	1 0.3%
Parliament	1 0.1%	- -	1 0.8%	- -	- -	- -	- -	- -	1 0.2%	- -
Kif Iltqajna	1 0.1%	- -	- -	1 0.7%	- -	- -	- -	- -	- -	1 0.3%
NET Rush Hour	1 0.1%	- -	- -	- -	- -	1 0.9%	- -	- -	- -	1 0.3%

Table 22.2 – Q13 – Favourite local radio programme – by Geographical Region (n=777)

Counts Break % Respondents	Total	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo
Total	777	146	220	119	102	133	57
No preferred programme	259 33.3%	30 20.5%	45 20.5%	41 34.5%	47 46.1%	70 52.6%	26 45.6%
Bay Breakfast with Daniel & Ylenia	158 20.3%	24 16.4%	61 27.7%	24 20.2%	21 20.6%	16 12.0%	12 21.1%
Bongu Calypso	62 8.0%	13 8.9%	24 10.9%	7 5.9%	7 6.9%	6 4.5%	5 8.8%
The Morning Vibe with Abel, JD & Martina	61 7.9%	17 11.6%	13 5.9%	10 8.4%	4 3.9%	14 10.5%	3 5.3%
More than one preferred programme	44 5.7%	9 6.2%	14 6.4%	6 5.0%	8 7.8%	4 3.0%	3 5.3%
News Bulletins	21 2.7%	4 2.7%	2 0.9%	8 6.7%	2 2.0%	2 1.5%	3 5.3%
Carlo's Breakfast Cafe	18 2.3%	8 5.5%	5 2.3%	1 0.8%	1 1.0%	3 2.3%	-
Bongu Kafe	16 2.1%	4 2.7%	2 0.9%	3 2.5%	2 2.0%	4 3.0%	1 1.8%
Kartolina	13 1.7%	4 2.7%	6 2.7%	2 1.7%	1 1.0%	-	-
Rosary	13 1.7%	3 2.1%	6 2.7%	2 1.7%	1 1.0%	1 0.8%	-
XFM Big Breakfast	12 1.5%	2 1.4%	4 1.8%	1 0.8%	2 2.0%	3 2.3%	-
Ahna l-Maltin	12 1.5%	3 2.1%	6 2.7%	1 0.8%	-	1 0.8%	1 1.8%
Club 101	12 1.5%	5 3.4%	5 2.3%	2 1.7%	-	-	-
Drive time with Dorian & Amber	7 0.9%	4 2.7%	2 0.9%	-	1 1.0%	-	-
Sibt il-Punt	7 0.9%	-	-	2 1.7%	-	3 2.3%	2 3.5%
Ferrovija Mużikali	6 0.8%	1 0.7%	5 2.3%	-	-	-	-
ONE Breakfast	6 0.8%	2 1.4%	2 0.9%	2 1.7%	-	-	-
Nate, Frank & Rossi	6 0.8%	-	3 1.4%	1 0.8%	1 1.0%	1 0.8%	-
Linja Diretta	5 0.6%	2 1.4%	2 0.9%	1 0.8%	-	-	-
Nostalġija	4 0.5%	-	3 1.4%	-	1 1.0%	-	-
Rewind the 90s & 00's	3 0.4%	1 0.7%	1 0.5%	-	1 1.0%	-	-
Qari bil-Malti	2 0.3%	1 0.7%	-	-	-	1 0.8%	-
Refused/ Don't know	2 0.3%	1 0.7%	-	-	-	-	1 1.8%
The 103 Morning Show with Arthur, Ian, Angele & Jesmond	2 0.3%	2 1.4%	-	-	-	-	-
Nghiduha Kif Inhi	2 0.3%	2 1.4%	-	-	-	-	-
Bongu Solid Gold	2 0.3%	-	2 0.9%	-	-	-	-
103 Breakfast with Ron	2 0.3%	-	-	1 0.8%	-	1 0.8%	-
Ma' Gaffiero	1 0.1%	-	1 0.5%	-	-	-	-
The Mid-Morning Show (ONE)	1 0.1%	-	-	1 0.8%	-	-	-
Music Mix (Calypso 101.8)	1 0.1%	-	-	-	1 1.0%	-	-
Calypso Drive	1 0.1%	-	-	1 0.8%	-	-	-
Andrew Azzopardi on 103	1 0.1%	-	1 0.5%	-	-	-	-

BA – Audience Survey December 2020 – Research Findings Report

Ghaqqad il-Kelma	1 0.1%	- -	- -	1 0.8%	- -	- -	- -
Mass	1 0.1%	- -	1 0.5%	- -	- -	- -	- -
Issues	1 0.1%	- -	- -	- -	1 1.0%	- -	- -
Il-Polz ta' Ċittadin	1 0.1%	- -	1 0.5%	- -	- -	- -	- -
Kurunella tal-Ħniena Divina	1 0.1%	- -	1 0.5%	- -	- -	- -	- -
Ma' Natalie	1 0.1%	1 0.7%	- -	- -	- -	- -	- -
Meta l-Mohħ isir palk	1 0.1%	- -	- -	1 0.8%	- -	- -	- -
Le Mintiex Wahdek	1 0.1%	- -	- -	- -	- -	1 0.8%	- -
Paper Scan	1 0.1%	- -	- -	- -	- -	1 0.8%	- -
Bay Drive with Pierre and Taryn	1 0.1%	1 0.7%	- -	- -	- -	- -	- -
Rajt Malta Tinbidel	1 0.1%	- -	- -	- -	- -	1 0.8%	- -
Taħt l-Umbrella	1 0.1%	1 0.7%	- -	- -	- -	- -	- -
Parliament	1 0.1%	- -	1 0.5%	- -	- -	- -	- -
Kif Iltqajna	1 0.1%	- -	1 0.5%	- -	- -	- -	- -
NET Rush Hour	1 0.1%	1 0.7%	- -	- -	- -	- -	- -

9.5 Most Followed Radio Stations: Monday to Sunday

All 794 radio listeners were given the possibility of mentioning **up to three radio stations they had listened to on the previous day**. Out of a total of 794 radio listeners, 119 listeners indicated that they did not listen to any radio on the previous day. Of the remaining 675 radio listeners, 641 listeners mentioned a first radio station, 117 listeners mentioned a second radio station and another 14 mentioned a third radio station.

- ✓ **Bay** is the most followed radio station, with 1 in 5 (22% - 172 respondents) of all 794 radio listeners mentioning it as one of the three radio stations which they had listened to on the previous day. Bay is mostly popular with the younger cohorts, with most of its listeners being radio listeners aged 12 – 30 years.
- ✓ **ONE Radio** is the second most followed radio station with an audience of 15% (122 respondents). ONE radio was mentioned by more than 1 in 4 radio listeners aged 61+ years, as one of the radio stations which they had listened to on the previous day.
- ✓ **Vibe** is the third most followed radio station, with 12% (93 respondents) having listened to this radio station on the previous day. This radio station is mostly followed by radio listeners aged 12 – 40 years.
- ✓ **Calypso 101.8** is the fourth most followed station, with 11% (88 respondents) of radio listeners mentioning this radio station as one of the stations to which they had listened on the previous day. Most radio listeners who listened to this station are aged 51+ years.

Research Findings in Detail

Tables below illustrate details on the above research findings.

Table 23.1 – Q14 – Most followed Radio stations (Aggregate) – by Age & Gender (Multiple-Response Q) (n=794)

NOTE: Respondents were given the possibility of mentioning up to 3 Radio Stations which they had listened to on the previous day. Hence, the totals depicted in this table do NOT total up to 794.

Counts Respondents	TOTAL	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	794	51	132	156	117	112	117	109	427	367
Bay (89.7)	172 21.7%	26 50.9%	55 41.7%	50 32.1%	23 19.7%	15 13.4%	3 2.6%	-	94 22.0%	78 21.3%
ONE Radio (92.7)	122 15.4%	1 2.0%	8 6.1%	17 10.9%	14 12.0%	19 17.0%	31 26.5%	32 29.4%	72 16.9%	50 13.6%
Did not listen to the radio on the previous day	119 15.0%	9 17.6%	30 22.7%	27 17.3%	17 14.5%	17 15.2%	12 10.3%	7 6.4%	62 14.5%	57 15.5%
Vibe (88.7)	93 11.7%	9 17.6%	33 25.0%	37 23.7%	10 8.5%	2 1.8%	2 1.7%	-	54 12.6%	39 10.6%
Calypso 101.8 (101.8)	88 11.1%	3 5.9%	4 3.0%	8 5.1%	11 9.4%	25 22.3%	24 20.5%	13 11.9%	46 10.8%	42 11.4%
Radju Malta 1 (93.7)	86 10.8%	2 3.9%	4 3.0%	4 2.6%	13 11.1%	17 15.2%	16 13.7%	30 27.5%	43 10.1%	43 11.7%
Net FM (101.0)	54 6.8%	1 2.0%	2 1.5%	6 3.8%	9 7.7%	11 9.8%	14 12.0%	11 10.1%	30 7.0%	24 6.5%
Magic Malta (91.7)	34 4.3%	1 2.0%	4 3.0%	9 5.8%	9 7.7%	6 5.4%	4 3.4%	1 0.9%	17 4.0%	17 4.6%
Radju Marija (102.3)	32 4.0%	-	-	2 1.3%	2 1.7%	5 4.5%	9 7.7%	14 12.8%	13 3.0%	19 5.2%

BA – Audience Survey December 2020 – Research Findings Report

No particular radio station	25 3.1%	2 3.9%	3 2.3%	3 1.9%	7 6.0%	1 0.9%	3 2.6%	6 5.5%	12 2.8%	13 3.5%
XFM Malta (100.2)	21 2.6%	5 9.8%	5 3.8%	7 4.5%	4 3.4%	-	-	-	12 2.8%	9 2.5%
103 (103.0)	18 2.3%	-	5 3.8%	4 2.6%	-	3 2.7%	2 1.7%	4 3.7%	11 2.6%	7 1.9%
Campus FM (103.7)	16 2.0%	-	1 0.8%	2 1.3%	5 4.3%	1 0.9%	3 2.6%	4 2.7%	13 3.0%	3 0.8%
Smash Radio (104.6)	10 1.3%	-	2 1.5%	2 1.3%	3 2.6%	-	2 1.7%	1 0.9%	7 1.6%	3 0.8%
Foreign station	9 1.1%	1 2.0%	2 1.5%	-	2 1.7%	3 2.7%	-	1 0.9%	6 1.4%	3 0.8%
Don't remember	9 1.1%	-	-	3 1.9%	-	4 3.6%	2 1.7%	-	4 0.9%	5 1.4%
Radju Malta 2 (105.9)	7 0.9%	-	1 0.8%	2 1.3%	-	1 0.9%	1 0.9%	2 1.8%	5 1.2%	2 0.5%
Galaxy	2 0.3%	-	1 0.8%	1 0.6%	-	-	-	-	1 0.2%	1 0.3%
Smooth Radio	1 0.1%	-	-	-	-	-	1 0.9%	-	1 0.2%	-
Bay Easy	1 0.1%	-	1 0.8%	-	-	-	-	-	1 0.2%	-
Radju Xeb-er-ras (90.8 fm)	1 0.1%	-	-	-	-	-	-	1 0.9%	-	1 0.3%
Radju Katidral (90.9 fm)	1 0.1%	-	-	-	-	-	-	1 0.9%	1 0.2%	-
Radju BKR (94.5 fm)	1 0.1%	-	-	-	-	-	-	1 0.9%	1 0.2%	-
Radju Sokkors (95.1 fm)	1 0.1%	-	-	-	-	-	1 0.9%	-	1 0.2%	-
Radio 105 (105.0 fm)	1 0.1%	-	-	-	-	-	1 0.9%	-	-	1 0.3%
Radju Santa Katerina (90.6 fm)	1 0.1%	-	-	-	-	-	1 0.9%	-	-	1 0.3%

Note I: Radio stations not featured in the Table above have a radio listenership of less than 0.1% between Monday to Sunday.

Note II: 'Did not listen to the radio on the previous day' refers to radio listeners who did not listen to radio on the day of assessment during week 14th – 20th December.

Table 23.2 – Q14 – Most followed Radio stations (Aggregate) – by Age & Gender (Multiple-Response Q) (n=291,479)

NOTE I: Table below illustrates Table 24.1 extrapolated to reflect Malta's population of radio listeners.

NOTE II: Respondents were given the possibility of mentioning up to 3 Radio Stations which they had listened to on the previous day. Hence, the totals depicted in this table do NOT total up to 291,479.

Counts Respondents	TOTAL	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	291,479	18,722	48,457	57,268	42,951	41,115	42,951	40,014	156,752	134,726
Bay	63,142	9,545	20,190	18,355	8,443	5,506	1,101	-	34,507	28,634
ONE Radio	44,786	367	2,937	6,241	5,139	6,975	11,380	11,747	26,431	18,355
Did not listen to the radio on the previous day	43,685	3,304	11,013	9,912	6,241	6,241	4,405	2,570	22,760	20,925
Vibe	34,140	3,304	12,114	13,583	3,671	734	734	-	19,823	14,317
Calypso 101.8	32,305	1,101	1,468	2,937	4,038	9,177	8,810	4,772	16,887	15,418
Radju Malta 1	31,571	734	1,468	1,468	4,772	6,241	5,874	11,013	15,785	15,785
Net FM	19,824	367	734	2,203	3,304	4,038	5,139	4,038	11,013	8,810
Magic Malta	12,481	367	1,468	3,304	3,304	2,203	1,468	367	6,241	6,241
Radju Marija	11,747	-	-	734	734	1,835	3,304	5,139	4,772	6,975
No particular radio station	9,178	734	1,101	1,101	2,570	367	1,101	2,203	4,405	4,772
XFM Malta	7,709	1,835	1,835	2,570	1,468	-	-	-	4,405	3,304
103	6,608	-	1,835	1,468	-	1,101	734	1,468	4,038	2,570
Campus FM	5,874	-	367	734	1,836	367	1,101	1,468	4,772	1,101
Smash Radio	3,671	-	734	734	1,101	-	734	367	2,570	1,101
Foreign radio station	3,304	367	734	-	734	1,101	-	367	2,203	1,101
Don't remember	3,304	-	-	1,101	-	1,468	734	-	1,468	1,836
Radju Malta 2	2,570	-	367	734	-	367	367	734	1,836	734
Galaxy	734	-	367	367	-	-	-	-	367	367

BA – Audience Survey December 2020 – Research Findings Report

Smooth Radio	367	-	-	-	-	-	367	-	367	-
Bay Easy	367	-	367	-	-	-	-	-	367	-
Radju Xeb-er-ras	367	-	-	-	-	-	-	367	-	367
Radju Katidral	367	-	-	-	-	-	-	367	367	-
Radju BKR	367	-	-	-	-	-	-	367	367	-
Radju Sokkors	367	-	-	-	-	-	367	-	367	-
Radio 105	367	-	-	-	-	-	367	-	-	367
Radju Santa Katerina	367	-	-	-	-	-	367	-	-	367

Note I: Radio stations not featured in the Table above have a radio listenership of less than 0.1% between Monday to Sunday.

Note II: 'Did not listen to the radio on the previous day' refers to radio listeners who did not listen to radio on the day of assessment during week 14th – 20th December.

Table 23.3 – Q14 – Most followed Radio stations (Aggregate) – by Geographical Region (Multiple-Response Q) (n=291,479)

NOTE: Respondents were given the possibility of mentioning up to 3 Radio Stations which they had listened to on the previous day. Hence, the totals depicted in this table do NOT total up to 291,794.

Counts Respondents	Total	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo
Total	291,479	54,698	82,231	44,786	37,811	49,926	22,026
Bay	63,142	7,709	21,659	9,177	10,646	9,545	4,405
ONE Radio	44,786	10,646	8,443	12,114	4,772	5,874	2,937
Did not listen to the radio on the previous day	43,685	11,380	7,709	8,076	2,570	10,279	3,671
Vibe	34,140	6,241	8,810	4,405	3,671	8,076	2,937
Calypso 101.8	32,305	5,874	11,013	2,937	4,772	4,405	3,304
Radju Malta 1	31,571	3,671	8,810	6,241	5,139	4,405	3,304
Net FM	19,824	4,405	8,076	2,203	1,835	2,570	734
Magic Malta	12,481	2,937	2,937	734	1,468	2,937	1,468
Radju Marija	11,747	2,570	5,139	734	367	1,468	1,468
No particular radio station	9,178	367	1,836	1,835	2,937	1,836	367
XFM Malta	7,709	734	1,836	1,101	2,203	1,468	367
103	6,608	367	3,671	734	-	1,468	367
Campus FM	5,874	734	4,038	-	734	367	-
Smash Radio	3,671	1,468	367	734	367	-	734
Foreign station	3,304	367	1,101	-	734	734	367
Don't remember	3,304	734	734	-	367	734	734
Radju Malta 2	2,570	-	1,101	734	-	734	-
Galaxy	734	-	367	-	367	-	-
Smooth Radio	367	367	-	-	-	-	-
Bay Easy	367	-	-	-	-	367	-
Radju Xeb-er-ras	367	367	-	-	-	-	-
Radju Katidral	367	367	-	-	-	-	-
Radju BKR	367	-	367	-	-	-	-
Radju Sokkors	367	-	-	-	-	-	367
Radio 105	367	-	367	-	-	-	-
Radju Santa Katerina	367	-	-	367	-	-	-

Note I: Radio stations not featured in the Table above have a radio listenership of less than 0.1% between Monday to Sunday.

Note II: 'Did not listen to the radio on the previous day' refers to radio listeners who did not listen to radio on the day of assessment during week 14th – 20th December.

9.6 Most Followed Radio Timebands: Monday to Sunday

All 794 radio listeners were asked to indicate all timebands during which they listened to the three mentioned radio stations on the previous day.

✓ Overall, across all radio stations, the three most followed radio timebands **from Monday to Sunday** are:

- 08:00 – 08:30
- 08:30 – 09:00
- 09:00 – 09:30.

Research Findings in Detail

**Table 24 – Q14 – Radio Audience: Monday to Sunday – by Age & Gender
(Multiple-Response Q) (n=291,479)**

NOTE: For each mentioned radio station, respondents were asked to indicate all timebands listened to.

Counts Respondents	Age							Gender		Did not listen to radio on the previous day/ No particular station/ Don't remember	None	Total
	12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female			
00:00 - 00:30	-	-	-	-	-	-	734	-	734	56,167	234,578	291,479
00:30 - 01:00	-	-	-	-	-	367	734	-	1,101	56,167	234,211	291,479
01:00 - 01:30	-	-	-	-	-	367	734	-	1,101	56,167	234,211	291,479
01:30 - 02:00	-	-	-	-	-	367	734	-	1,101	56,167	234,211	291,479
02:00 - 02:30	-	-	-	-	-	-	734	-	734	56,167	234,578	291,479
02:30 - 03:00	-	-	-	-	-	-	734	-	734	56,167	234,578	291,479
03:00 - 03:30	-	-	-	-	-	-	367	-	367	56,167	234,945	291,479
03:30 - 04:00	-	-	-	-	-	-	367	-	367	56,167	234,945	291,479
04:00 - 04:30	-	-	-	-	-	-	367	-	367	56,167	234,945	291,479
04:30 - 05:00	-	-	-	-	-	-	367	-	367	56,167	234,945	291,479
05:00 - 05:30	-	367	-	-	1,101	1,836	1,101	2,203	2,203	56,167	230,907	291,479
05:30 - 06:00	-	-	1,101	-	1,101	2,203	1,836	2,570	3,671	56,167	229,072	291,479
06:00 - 06:30	-	734	3,671	3,671	3,671	5,139	4,772	10,646	11,013	56,167	213,653	291,479
06:30 - 07:00	367	1,835	6,975	6,608	5,506	5,507	5,874	17,254	15,418	56,167	202,640	291,479
07:00 - 07:30	3,304	11,380	16,153	10,279	12,848	10,646	10,279	39,647	35,242	56,167	160,424	291,479
07:30 - 08:00	3,671	12,848	17,988	13,950	11,747	12,481	11,013	44,419	39,280	56,167	151,613	291,479
08:00 - 08:30	6,241	12,848	20,558	17,621	15,051	20,191	16,887	60,205	49,192	56,167	125,916	291,479
08:30 - 09:00	3,671	9,545	17,254	13,583	15,785	19,824	16,887	49,926	46,622	56,167	138,765	291,479
09:00 - 09:30	1,468	6,241	14,684	10,646	16,887	21,292	20,925	42,217	49,926	56,167	143,170	291,479
09:30 - 10:00	1,101	4,038	12,114	8,443	17,254	20,191	20,558	39,280	44,419	56,167	151,613	291,479
10:00 - 10:30	734	3,671	11,013	8,810	16,152	19,824	17,988	36,710	41,482	56,167	157,120	291,479
10:30 - 11:00	734	4,405	8,443	8,076	11,747	20,191	16,520	34,140	35,976	56,167	165,196	291,479
11:00 - 11:30	1,468	4,038	6,975	6,608	9,912	18,355	16,152	30,836	32,672	56,167	171,804	291,479
11:30 - 12:00	1,101	3,304	5,507	6,608	9,545	17,988	17,621	30,469	31,204	56,167	173,639	291,479
12:00 - 12:30	2,203	3,304	4,405	6,608	7,709	15,418	14,317	28,267	25,697	56,167	181,348	291,479
12:30 - 13:00	734	3,671	4,038	6,241	6,241	13,950	10,646	22,026	23,494	56,167	189,792	291,479
13:00 - 13:30	1,468	5,139	4,772	5,507	5,874	9,912	10,279	22,026	20,925	56,167	192,361	291,479
13:30 - 14:00	1,468	4,772	4,405	6,241	5,874	9,545	7,709	21,292	18,722	56,167	195,298	291,479
14:00 - 14:30	1,101	5,139	6,241	6,608	8,443	8,076	6,608	21,659	20,558	56,167	193,096	291,479
14:30 - 15:00	734	4,038	5,507	5,874	7,709	6,608	5,874	18,355	17,988	56,167	198,969	291,479
15:00 - 15:30	2,570	5,139	6,241	5,507	6,608	6,608	5,139	20,191	17,621	56,167	197,501	291,479
15:30 - 16:00	2,937	5,506	5,507	6,975	7,709	6,241	4,772	21,292	18,355	56,167	195,665	291,479
16:00 - 16:30	2,203	8,443	9,178	4,038	8,076	5,507	3,671	23,494	17,621	56,167	194,197	291,479
16:30 - 17:00	1,101	8,076	8,443	3,304	8,076	5,874	3,304	20,558	17,621	56,167	197,134	291,479
17:00 - 17:30	734	7,709	6,241	5,139	7,342	5,874	2,937	17,254	18,722	56,167	199,336	291,479
17:30 - 18:00	1,468	5,506	5,139	4,405	6,608	5,507	3,304	16,520	15,418	56,167	203,375	291,479
18:00 - 18:30	2,203	2,570	5,139	2,937	5,506	6,241	3,304	13,950	13,950	56,167	207,413	291,479
18:30 - 19:00	1,101	3,304	5,139	1,468	4,038	5,507	2,570	11,013	12,114	56,167	212,185	291,479
19:00 - 19:30	1,468	2,203	3,304	1,101	2,570	4,038	1,468	7,709	8,443	56,167	219,160	291,479
19:30 - 20:00	1,101	1,835	2,937	1,101	2,570	4,405	1,468	8,076	7,342	56,167	219,894	291,479
20:00 - 20:30	367	2,203	2,570	367	2,203	4,038	1,101	8,443	4,405	56,167	222,464	291,479
20:30 - 21:00	367	2,570	2,203	367	1,835	2,937	734	6,975	4,038	56,167	224,299	291,479
21:00 - 21:30	367	1,835	367	734	1,835	2,570	367	5,507	2,570	56,167	227,236	291,479
21:30 - 22:00	-	1,835	-	734	1,468	2,203	367	4,405	2,203	56,167	228,705	291,479
22:00 - 22:30	-	1,101	367	-	1,835	2,203	1,101	4,038	2,570	56,167	228,705	291,479
22:30 - 23:00	-	-	367	-	1,835	1,836	734	2,937	1,836	56,167	230,540	291,479
23:00 - 23:30	-	-	-	-	734	1,836	734	1,836	1,468	56,167	232,008	291,479
23:30 - 00:00	-	-	367	-	734	2,203	734	2,203	1,836	56,167	231,274	291,479

Timebands featuring a 'nil' listenership in the Table above have a radio listenership of less than 367 listeners (0.1%) between Monday to Sunday.

9.7 Radio Audience Per Day of Assessment: Monday – Sunday

This section will present findings for radio audience per day of assessment from Monday to Sunday. The research findings were extrapolated to reflect Malta's population of radio listeners per day of assessment.

- ✓ **Table 25** below illustrates the total number of radio listeners per day of assessment. To obtain figures of radio listeners per day, non-radio listeners were proportionately deducted from Malta's whole population of 12+ years individuals (N=458,143).

Research Findings in Detail

Table 25 – Total Number of Radio Listeners Per Day of Assessment (n=794)

Counts Respondents	Total	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Total Number of Respondents	1248	179	177	177	179	178	178	180
Radio Listeners' Respondents	794	132	110	120	106	102	113	111
Maltese Population of Radio listeners	291,479	337,848	284,722	310,605	271,303	262,531	290,844	282,522

Radio Audience on MONDAY

- ✓ The most listened to timeband on Monday is 08:00 – 08:30 on Bay (30,713 Radio Listeners).

Research Findings in Detail

**Table 26 – Q14 – Radio Audience on MONDAY – by Timeband
(Multiple-Response Q) (n=337,848)**

NOTE: Respondents were given the possibility of mentioning up to 3 radio stations they listened to on Monday. For each mentioned radio station, they were asked to indicate all timebands listened to.

	Bay	ONE Radio	Vibe	Calypso 101.8	Radio Malta 1	Net FM	Magic Malta	Radio Marija	XFM Malta	103	Campus FM	Foreign station	Radio Malta 2	Radio Xeb-e-r-as	Radio Kattidral	Radio BKR	Radio Santa Katerina	I did not listen to radio on Monday/ No particular station/ Don't remember	None	Total
00:00 - 00:30	-	2,559	-	-	-	-	-	-	-	-	-	2,559	-	-	-	-	-	84,462	248,267	337,848
00:30 - 01:00	-	2,559	-	-	-	-	-	-	-	-	-	2,559	-	-	-	-	-	84,462	248,267	337,848
01:00 - 01:30	-	2,559	-	-	-	-	-	-	-	-	-	2,559	-	-	-	-	-	84,462	248,267	337,848
01:30 - 02:00	-	2,559	-	-	-	-	-	-	-	-	-	2,559	-	-	-	-	-	84,462	248,267	337,848
02:00 - 02:30	-	2,559	-	-	-	-	-	-	-	-	-	2,559	-	-	-	-	-	84,462	248,267	337,848
02:30 - 03:00	-	2,559	-	-	-	-	-	-	-	-	-	2,559	-	-	-	-	-	84,462	248,267	337,848
03:00 - 03:30	-	2,559	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	84,462	250,827	337,848
03:30 - 04:00	-	2,559	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	84,462	250,827	337,848
04:00 - 04:30	-	2,559	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	84,462	250,827	337,848
04:30 - 05:00	-	2,559	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	84,462	250,827	337,848
05:00 - 05:30	2,559	-	-	-	-	-	-	2,559	-	-	-	-	-	2,559	-	-	-	84,462	245,708	337,848
05:30 - 06:00	-	2,559	-	-	-	2,559	-	2,559	-	2,559	-	-	-	2,559	-	-	-	84,462	240,589	337,848
06:00 - 06:30	5,119	10,238	-	5,119	7,678	5,119	2,559	5,119	-	2,559	-	-	-	2,559	-	-	-	84,462	207,316	337,848
06:30 - 07:00	12,797	10,238	2,559	7,678	10,238	2,559	7,678	5,119	2,559	2,559	2,559	-	-	-	-	-	-	84,462	186,840	337,848
07:00 - 07:30	25,595	10,238	23,035	15,357	12,797	7,678	5,119	7,678	-	2,559	5,119	-	-	-	2,559	-	2,559	84,462	133,092	337,848
07:30 - 08:00	28,154	12,797	20,476	17,916	12,797	7,678	2,559	2,559	2,559	-	5,119	-	-	-	2,559	-	2,559	84,462	135,651	337,848
08:00 - 08:30	30,713	17,916	15,357	20,476	15,357	7,678	2,559	2,559	-	-	2,559	-	2,559	-	2,559	-	2,559	84,462	130,532	337,848
08:30 - 09:00	20,476	17,916	12,797	20,476	17,916	7,678	-	2,559	-	-	-	-	2,559	-	2,559	-	2,559	84,462	145,889	337,848
09:00 - 09:30	20,476	12,797	12,797	17,916	20,476	10,238	2,559	5,119	5,119	-	-	2,559	-	-	2,559	-	2,559	84,462	138,211	337,848
09:30 - 10:00	17,916	10,238	12,797	17,916	20,476	10,238	2,559	5,119	5,119	-	-	2,559	-	-	2,559	2,559	2,559	84,462	140,770	337,848
10:00 - 10:30	10,238	7,678	12,797	15,357	15,357	10,238	-	2,559	2,559	-	-	2,559	-	-	2,559	2,559	2,559	84,462	166,365	337,848
10:30 - 11:00	5,119	5,119	10,238	15,357	15,357	10,238	-	2,559	2,559	-	2,559	2,559	-	-	2,559	2,559	2,559	84,462	174,043	337,848
11:00 - 11:30	2,559	5,119	7,678	7,678	15,357	12,797	-	2,559	2,559	-	-	2,559	-	-	2,559	2,559	2,559	84,462	186,840	337,848
11:30 - 12:00	2,559	7,678	7,678	7,678	15,357	15,357	-	5,119	2,559	-	-	2,559	-	-	2,559	-	2,559	84,462	181,721	337,848
12:00 - 12:30	2,559	7,678	7,678	10,238	12,797	7,678	-	5,119	2,559	-	-	2,559	-	-	-	-	-	84,462	194,519	337,848
12:30 - 13:00	2,559	7,678	5,119	7,678	10,238	5,119	-	5,119	2,559	-	-	2,559	-	-	-	-	-	84,462	204,756	337,848
13:00 - 13:30	5,119	5,119	7,678	7,678	10,238	-	5,119	5,119	-	-	2,559	-	-	-	-	-	-	84,462	197,078	337,848
13:30 - 14:00	2,559	5,119	5,119	7,678	7,678	7,678	-	2,559	2,559	-	-	2,559	-	-	-	-	-	84,462	209,875	337,848
14:00 - 14:30	5,119	2,559	7,678	7,678	7,678	5,119	-	2,559	5,119	-	-	5,119	-	-	-	-	-	84,462	204,756	337,848
14:30 - 15:00	7,678	2,559	7,678	5,119	5,119	2,559	2,559	2,559	2,559	-	-	5,119	-	-	-	-	-	84,462	209,875	337,848
15:00 - 15:30	7,678	-	5,119	7,678	2,559	5,119	-	2,559	2,559	-	-	5,119	-	-	-	-	-	84,462	214,994	337,848
15:30 - 16:00	10,238	-	5,119	7,678	2,559	5,119	-	2,559	2,559	-	-	5,119	-	-	-	-	-	84,462	212,435	337,848
16:00 - 16:30	15,357	5,119	5,119	7,678	-	5,119	-	2,559	2,559	-	-	2,559	-	-	-	-	-	84,462	207,316	337,848
16:30 - 17:00	15,357	5,119	5,119	7,678	-	2,559	-	2,559	2,559	-	-	2,559	-	-	-	-	-	84,462	209,875	337,848
17:00 - 17:30	10,238	5,119	2,559	10,238	5,119	2,559	2,559	2,559	-	-	-	2,559	-	-	-	-	-	84,462	209,875	337,848
17:30 - 18:00	10,238	2,559	2,559	10,238	-	2,559	5,119	2,559	2,559	2,559	-	2,559	-	-	-	-	-	84,462	209,875	337,848
18:00 - 18:30	5,119	-	2,559	7,678	7,678	2,559	5,119	2,559	2,559	2,559	-	2,559	-	-	-	-	-	84,462	212,435	337,848
18:30 - 19:00	5,119	5,119	5,119	7,678	5,119	-	2,559	2,559	5,119	2,559	-	2,559	-	-	-	-	-	84,462	209,875	337,848
19:00 - 19:30	5,119	5,119	5,119	2,559	-	-	-	2,559	5,119	-	-	2,559	-	-	-	-	-	84,462	225,232	337,848
19:30 - 20:00	2,559	2,559	5,119	2,559	-	-	-	2,559	2,559	-	-	2,559	-	-	-	-	-	84,462	232,910	337,848
20:00 - 20:30	2,559	5,119	7,678	-	2,559	-	-	2,559	-	-	-	2,559	-	-	-	-	-	84,462	230,351	337,848
20:30 - 21:00	-	5,119	7,678	-	2,559	-	-	2,559	-	-	-	2,559	-	-	-	-	-	84,462	232,910	337,848
21:00 - 21:30	-	5,119	5,119	-	-	-	-	2,559	-	-	-	2,559	-	-	-	-	-	84,462	238,029	337,848
21:30 - 22:00	-	5,119	5,119	-	-	-	-	2,559	-	-	-	2,559	-	-	-	-	-	84,462	238,029	337,848
22:00 - 22:30	-	2,559	2,559	-	-	-	-	2,559	-	-	-	2,559	-	-	-	-	-	84,462	243,148	337,848
22:30 - 23:00	-	2,559	2,559	-	-	-	-	2,559	-	-	-	2,559	-	-	-	-	-	84,462	243,148	337,848
23:00 - 23:30	-	2,559	2,559	-	-	-	-	-	-	-	-	2,559	-	-	-	-	-	84,462	245,708	337,848
23:30 - 00:00	-	2,559	2,559	-	-	-	-	-	-	-	-	2,559	-	-	-	-	-	84,462	245,708	337,848

Note I: Radio stations not featured in the Table above have a radio listenership of less than 0.1% on Monday.

Note II: Timebands featuring a 'nil' listenership in the Table above have a radio listenership of less than 2,559 listeners (0.8%) on Monday.

BA – Audience Survey December 2020 – Research Findings Report

Radio Audience on **TUESDAY**

- ✓ The most listened to timeband on Tuesday is 07:30 – 08:00 on Bay (33,649 Radio Listeners).

Research Findings in Detail

Table 27 – Q14 – Radio Audience on **TUESDAY – by Timeband
(Multiple-Response Q) (n=284,722)**

NOTE: Respondents were given the possibility of mentioning up to 3 radio stations they listened to on Tuesday.
For each mentioned radio station, they were asked to indicate all timebands listened to.

	Bay	ONE Radio	Vibe	Calypso 101.8	Radju Malta 1	Net FM	Magic Malta	Radju Marija	XFM Malta	103	Campus FM	Smash Radio	Foreign station	I did not listen to radio on Tuesday/ No particular station/ Don't remember	None	Total
00:00 - 00:30	-	-	-	-	-	-	-	-	-	-	-	-	-	20,707	264,015	284,722
00:30 - 01:00	-	-	-	-	-	-	-	-	-	-	-	-	-	20,707	264,015	284,722
01:00 - 01:30	-	-	-	-	-	-	-	-	-	-	-	-	-	20,707	264,015	284,722
01:30 - 02:00	-	-	-	-	-	-	-	-	-	-	-	-	-	20,707	264,015	284,722
02:00 - 02:30	-	-	-	-	-	-	-	-	-	-	-	-	-	20,707	264,015	284,722
02:30 - 03:00	-	-	-	-	-	-	-	-	-	-	-	-	-	20,707	264,015	284,722
03:00 - 03:30	-	-	-	-	-	-	-	-	-	-	-	-	-	20,707	264,015	284,722
03:30 - 04:00	-	-	-	-	-	-	-	-	-	-	-	-	-	20,707	264,015	284,722
04:00 - 04:30	-	-	-	-	-	-	-	-	-	-	-	-	-	20,707	264,015	284,722
04:30 - 05:00	-	-	-	-	-	-	-	-	-	-	-	-	-	20,707	264,015	284,722
05:00 - 05:30	-	-	-	2,588	-	-	-	2,588	-	-	-	-	-	20,707	258,838	284,722
05:30 - 06:00	-	2,588	-	5,177	-	-	-	2,588	-	-	-	-	-	20,707	253,661	284,722
06:00 - 06:30	2,588	5,177	2,588	18,119	-	-	-	2,588	-	-	-	-	-	20,707	232,954	284,722
06:30 - 07:00	5,177	5,177	-	18,119	-	-	2,588	5,177	-	-	-	-	-	20,707	227,778	284,722
07:00 - 07:30	31,061	10,354	12,942	23,295	7,765	5,177	2,588	5,177	2,588	-	2,588	-	2,588	20,707	157,891	284,722
07:30 - 08:00	33,649	10,354	18,119	23,295	7,765	5,177	2,588	7,765	5,177	-	-	-	2,588	20,707	147,538	284,722
08:00 - 08:30	23,295	12,942	15,530	20,707	10,354	7,765	2,588	7,765	2,588	2,588	2,588	-	-	20,707	152,715	284,722
08:30 - 09:00	12,942	12,942	15,530	18,119	7,765	7,765	2,588	7,765	-	2,588	2,588	-	-	20,707	173,422	284,722
09:00 - 09:30	5,177	12,942	5,177	15,530	12,942	7,765	2,588	10,354	-	2,588	2,588	-	-	20,707	186,363	284,722
09:30 - 10:00	2,588	12,942	2,588	12,942	10,354	7,765	2,588	7,765	-	-	2,588	-	-	20,707	201,894	284,722
10:00 - 10:30	7,765	12,942	2,588	10,354	7,765	10,354	2,588	7,765	-	-	2,588	-	-	20,707	199,305	284,722
10:30 - 11:00	2,588	10,354	2,588	12,942	7,765	10,354	2,588	7,765	-	-	-	-	-	20,707	207,071	284,722
11:00 - 11:30	5,177	10,354	2,588	5,177	7,765	10,354	2,588	7,765	-	2,588	-	-	-	20,707	209,659	284,722
11:30 - 12:00	2,588	7,765	2,588	12,942	7,765	5,177	5,177	5,177	-	2,588	-	-	-	20,707	212,247	284,722
12:00 - 12:30	5,177	18,119	2,588	5,177	12,942	2,588	2,588	5,177	-	2,588	-	-	-	20,707	207,071	284,722
12:30 - 13:00	7,765	10,354	2,588	7,765	7,765	2,588	-	5,177	-	2,588	-	-	-	20,707	217,424	284,722
13:00 - 13:30	7,765	7,765	5,177	5,177	7,765	5,177	-	2,588	-	2,588	-	-	-	20,707	220,012	284,722
13:30 - 14:00	10,354	7,765	5,177	2,588	7,765	5,177	-	2,588	-	2,588	-	2,588	-	20,707	217,424	284,722
14:00 - 14:30	2,588	7,765	5,177	10,354	10,354	5,177	-	5,177	-	-	-	-	-	20,707	217,424	284,722
14:30 - 15:00	5,177	2,588	2,588	7,765	7,765	5,177	-	5,177	-	-	-	-	-	20,707	227,778	284,722
15:00 - 15:30	7,765	5,177	5,177	7,765	10,354	2,588	-	5,177	-	-	-	-	-	20,707	220,012	284,722
15:30 - 16:00	7,765	2,588	5,177	7,765	10,354	2,588	-	2,588	-	-	2,588	2,588	-	20,707	220,012	284,722
16:00 - 16:30	7,765	2,588	7,765	2,588	5,177	2,588	-	2,588	2,588	2,588	-	2,588	-	20,707	225,189	284,722
16:30 - 17:00	5,177	-	10,354	-	7,765	2,588	-	2,588	2,588	2,588	-	2,588	-	20,707	227,778	284,722
17:00 - 17:30	2,588	-	15,530	-	7,765	-	-	2,588	-	-	-	2,588	2,588	20,707	230,366	284,722
17:30 - 18:00	2,588	-	10,354	-	7,765	-	-	2,588	-	-	-	2,588	2,588	20,707	235,543	284,722
18:00 - 18:30	-	2,588	2,588	-	10,354	-	-	2,588	-	-	-	-	2,588	20,707	243,308	284,722
18:30 - 19:00	5,177	-	2,588	-	7,765	-	-	2,588	-	-	-	2,588	2,588	20,707	240,720	284,722
19:00 - 19:30	-	2,588	2,588	2,588	7,765	-	-	2,588	-	-	-	-	2,588	20,707	243,308	284,722
19:30 - 20:00	-	2,588	2,588	2,588	7,765	-	-	2,588	-	-	-	-	-	20,707	245,896	284,722
20:00 - 20:30	-	-	-	-	10,354	-	-	-	-	-	-	-	-	20,707	253,661	284,722
20:30 - 21:00	-	-	-	-	2,588	-	-	-	-	-	-	-	-	20,707	261,427	284,722
21:00 - 21:30	-	-	-	-	2,588	-	-	-	-	-	-	-	-	20,707	261,427	284,722
21:30 - 22:00	-	-	-	-	2,588	-	-	-	-	-	-	-	-	20,707	261,427	284,722
22:00 - 22:30	-	-	-	-	2,588	-	-	2,588	-	-	-	-	-	20,707	258,838	284,722
22:30 - 23:00	-	-	-	-	-	-	-	-	-	-	-	-	-	20,707	264,015	284,722
23:00 - 23:30	-	-	-	-	-	-	-	-	-	-	-	-	-	20,707	264,015	284,722
23:30 - 00:00	-	-	-	-	-	-	-	-	-	-	-	-	-	20,707	264,015	284,722

Note I: Radio stations not featured in the Table above have a radio listenership of less than 0.1% on Tuesday.

Note II: Timebands featuring a 'nil' listenership in the Table above have a radio listenership of less than 2,588 listeners (0.9%) on Tuesday.

Radio Audience on WEDNESDAY

- ✓ The most listened to timeband on Wednesday is 07:00 – 07:30 on Bay (38,826 Radio Listeners).

Research Findings in Detail

**Table 28 – Q14 – Radio Audience on WEDNESDAY – by Timeband
(Multiple-Response Q) (n=310,605)**

NOTE: Respondents were given the possibility of mentioning up to 3 radio stations they listened to on Wednesday. For each mentioned radio station, they were asked to indicate all timebands listened to.

	Bay	ONE Radio	Viba	Calypso 101.8	Radio Malta 1	Net FM	Magic Malta	Radio Maria	XFM Malta	103	Campus FM	Smash Radio	Radio Malta 2	Galaxy	Radio Solokos	I did not listen to radio on Wednesday/ No particular station/ Don't remember	None	Total
00:00 - 00:30	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	46,591	264,014	310,605
00:30 - 01:00	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	46,591	264,014	310,605
01:00 - 01:30	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	46,591	264,014	310,605
01:30 - 02:00	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	46,591	264,014	310,605
02:00 - 02:30	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	46,591	264,014	310,605
02:30 - 03:00	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	46,591	264,014	310,605
03:00 - 03:30	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	46,591	264,014	310,605
03:30 - 04:00	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	46,591	264,014	310,605
04:00 - 04:30	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	46,591	264,014	310,605
04:30 - 05:00	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	46,591	264,014	310,605
05:00 - 05:30	-	-	-	7,765	-	-	-	-	-	-	-	-	-	-	-	46,591	256,249	310,605
05:30 - 06:00	-	2,588	-	7,765	-	-	-	-	-	-	-	-	-	-	-	46,591	253,661	310,605
06:00 - 06:30	2,588	2,588	-	12,942	2,588	-	-	-	-	-	-	-	-	-	-	46,591	243,307	310,605
06:30 - 07:00	15,530	7,765	2,588	12,942	10,354	-	-	2,588	-	-	-	-	-	-	-	46,591	212,247	310,605
07:00 - 07:30	38,826	12,942	15,530	12,942	15,530	-	2,588	2,588	-	-	2,588	-	-	-	2,588	46,591	157,891	310,605
07:30 - 08:00	33,649	10,354	10,354	15,530	15,530	-	2,588	5,177	2,588	-	5,177	-	-	-	2,588	46,591	160,479	310,605
08:00 - 08:30	33,649	20,707	15,530	23,295	23,295	2,588	7,765	5,177	2,588	2,588	5,177	-	-	-	2,588	46,591	119,065	310,605
08:30 - 09:00	28,472	20,707	15,530	23,295	18,119	5,177	10,354	5,177	-	2,588	-	-	-	-	2,588	46,591	132,007	310,605
09:00 - 09:30	20,707	23,295	10,354	25,884	15,530	10,354	5,177	2,588	2,588	2,588	-	2,588	2,588	2,588	2,588	46,591	134,596	310,605
09:30 - 10:00	15,530	23,295	7,765	31,061	12,942	12,942	2,588	2,588	2,588	2,588	-	2,588	2,588	2,588	2,588	46,591	139,772	310,605
10:00 - 10:30	12,942	23,295	2,588	36,237	10,354	12,942	2,588	2,588	2,588	-	-	2,588	2,588	2,588	2,588	46,591	147,537	310,605
10:30 - 11:00	10,354	20,707	-	31,061	7,765	7,765	2,588	2,588	2,588	-	-	2,588	-	2,588	2,588	46,591	170,833	310,605
11:00 - 11:30	5,177	18,119	-	28,472	10,354	7,765	2,588	2,588	-	-	-	2,588	-	-	2,588	46,591	183,775	310,605
11:30 - 12:00	5,177	20,707	-	23,295	10,354	7,765	2,588	2,588	-	-	-	2,588	-	-	2,588	46,591	186,363	310,605
12:00 - 12:30	5,177	23,295	-	18,119	2,588	7,765	2,588	2,588	-	-	-	2,588	-	-	-	46,591	199,305	310,605
12:30 - 13:00	5,177	20,707	-	12,942	2,588	5,177	5,177	5,177	-	-	2,588	2,588	2,588	-	-	46,591	199,305	310,605
13:00 - 13:30	7,765	15,530	-	12,942	2,588	5,177	5,177	5,177	2,588	-	2,588	5,177	2,588	-	-	46,591	196,717	310,605
13:30 - 14:00	7,765	15,530	2,588	10,354	2,588	5,177	5,177	5,177	2,588	-	-	5,177	2,588	-	-	46,591	199,305	310,605
14:00 - 14:30	2,588	15,530	7,765	15,530	-	5,177	2,588	2,588	-	-	-	5,177	2,588	-	-	46,591	204,482	310,605
14:30 - 15:00	2,588	15,530	-	15,530	-	5,177	2,588	2,588	-	-	-	5,177	2,588	-	-	46,591	212,247	310,605
15:00 - 15:30	2,588	15,530	2,588	15,530	-	5,177	2,588	2,588	-	-	-	2,588	2,588	-	-	46,591	212,247	310,605
15:30 - 16:00	5,177	15,530	2,588	15,530	2,588	5,177	2,588	2,588	2,588	-	-	2,588	2,588	-	-	46,591	204,482	310,605
16:00 - 16:30	5,177	15,530	10,354	5,177	5,177	5,177	7,765	2,588	-	-	-	2,588	2,588	-	-	46,591	201,893	310,605
16:30 - 17:00	2,588	15,530	7,765	5,177	5,177	2,588	10,354	-	-	-	-	2,588	2,588	-	-	46,591	209,658	310,605
17:00 - 17:30	-	15,530	7,765	7,765	2,588	2,588	10,354	-	-	-	-	2,588	2,588	-	-	46,591	212,247	310,605
17:30 - 18:00	-	15,530	5,177	7,765	2,588	2,588	2,588	-	-	-	-	2,588	-	-	-	46,591	225,189	310,605
18:00 - 18:30	-	12,942	2,588	7,765	2,588	2,588	-	-	-	-	-	2,588	-	-	-	46,591	232,954	310,605
18:30 - 19:00	-	7,765	2,588	7,765	2,588	2,588	-	-	-	-	-	2,588	-	-	-	46,591	238,131	310,605
19:00 - 19:30	-	5,177	-	7,765	-	-	-	-	-	-	-	-	-	-	-	46,591	251,072	310,605
19:30 - 20:00	-	-	2,588	5,177	-	-	2,588	-	-	-	-	-	-	-	-	46,591	253,661	310,605
20:00 - 20:30	-	-	-	5,177	-	-	-	-	-	-	-	-	-	-	-	46,591	258,838	310,605
20:30 - 21:00	-	-	-	5,177	-	-	-	-	-	-	-	-	-	-	-	46,591	258,838	310,605
21:00 - 21:30	-	-	-	5,177	-	-	-	2,588	-	-	-	-	-	-	-	46,591	256,249	310,605
21:30 - 22:00	-	-	-	2,588	-	-	-	2,588	-	-	-	-	-	-	-	46,591	258,838	310,605
22:00 - 22:30	-	2,588	-	2,588	-	-	-	-	-	-	-	-	-	-	-	46,591	258,838	310,605
22:30 - 23:00	-	2,588	-	2,588	-	-	-	-	-	-	-	-	-	-	-	46,591	258,838	310,605
23:00 - 23:30	-	2,588	-	-	-	-	-	-	-	-	-	-	-	-	-	46,591	261,426	310,605
23:30 - 00:00	-	2,588	-	-	-	-	-	-	-	-	-	-	-	-	-	46,591	261,426	310,605

Note I: Radio stations not featured in the Table above have a radio listenership of less than 0.1% on Wednesday.

Note II: Timebands featuring a 'nil' listenership in the Table above have a radio listenership of less than 2,588 listeners (0.8%) on Wednesday.

BA – Audience Survey December 2020 – Research Findings Report

Radio Audience on **THURSDAY**

- ✓ The most listened to timeband on Thursday is 08:00 – 08:30 on Bay (33,273 Radio Listeners).

Research Findings in Detail

Table 29 – Q14 – Radio Audience on **THURSDAY – by Timeband
(Multiple-Response Q) (n=271,303)**

NOTE: Respondents were given the possibility of mentioning up to 3 radio stations they listened to on Thursday. For each mentioned radio station, they were asked to indicate all timebands listened to.

	Bay	ONE Radio	Vibe	Calypso 101.8	Radio Malta 1	Net FM	Magic Malta	Radio Marja	XFM Malta	Campus FM	103	Smash Radio	Foreign station	Galaxy	I did not listen to radio on Thursday/ No particular station/ Don't remember	None	Total
00:00 - 00:30	-	-	-	-	-	-	-	-	-	-	-	-	-	-	48,630	222,673	271,303
00:30 - 01:00	-	-	-	2,559	-	-	-	-	-	-	-	-	-	-	48,630	220,114	271,303
01:00 - 01:30	-	-	-	2,559	-	-	-	-	-	-	-	-	-	-	48,630	220,114	271,303
01:30 - 02:00	-	-	-	2,559	-	-	-	-	-	-	-	-	-	-	48,630	220,114	271,303
02:00 - 02:30	-	-	-	-	-	-	-	-	-	-	-	-	-	-	48,630	222,673	271,303
02:30 - 03:00	-	-	-	-	-	-	-	-	-	-	-	-	-	-	48,630	222,673	271,303
03:00 - 03:30	-	-	-	-	-	-	-	-	-	-	-	-	-	-	48,630	222,673	271,303
03:30 - 04:00	-	-	-	-	-	-	-	-	-	-	-	-	-	-	48,630	222,673	271,303
04:00 - 04:30	-	-	-	-	-	-	-	-	-	-	-	-	-	-	48,630	222,673	271,303
04:30 - 05:00	-	-	-	-	-	-	-	-	-	-	-	-	-	-	48,630	222,673	271,303
05:00 - 05:30	-	-	-	-	-	-	-	-	-	-	-	-	-	-	48,630	222,673	271,303
05:30 - 06:00	-	2,559	-	-	-	-	-	-	-	-	-	-	-	-	48,630	220,114	271,303
06:00 - 06:30	2,559	7,678	-	-	-	-	2,559	2,559	-	-	-	-	-	-	48,630	207,316	271,303
06:30 - 07:00	12,797	7,678	-	2,559	-	-	-	2,559	-	-	-	-	-	-	48,630	197,079	271,303
07:00 - 07:30	28,154	20,476	10,238	12,797	2,559	-	-	-	2,559	-	7,678	2,559	-	-	48,630	135,652	271,303
07:30 - 08:00	23,035	28,154	15,357	12,797	2,559	-	-	2,559	2,559	-	7,678	2,559	-	-	48,630	125,414	271,303
08:00 - 08:30	33,273	20,476	10,238	12,797	2,559	2,559	5,119	2,559	2,559	-	-	2,559	-	2,559	48,630	125,414	271,303
08:30 - 09:00	20,476	20,476	7,678	12,797	5,119	-	2,559	2,559	2,559	-	-	2,559	-	2,559	48,630	143,330	271,303
09:00 - 09:30	12,797	17,916	2,559	17,916	10,238	-	2,559	2,559	-	-	-	2,559	-	2,559	48,630	151,008	271,303
09:30 - 10:00	10,238	15,357	-	17,916	10,238	-	2,559	2,559	-	-	-	2,559	-	-	48,630	161,246	271,303
10:00 - 10:30	7,678	15,357	2,559	17,916	12,797	2,559	-	7,678	-	-	-	-	-	-	48,630	156,127	271,303
10:30 - 11:00	5,119	12,797	5,119	15,357	7,678	2,559	2,559	10,238	-	-	-	-	-	-	48,630	161,246	271,303
11:00 - 11:30	5,119	12,797	2,559	7,678	7,678	-	5,119	10,238	-	-	-	-	-	-	48,630	171,484	271,303
11:30 - 12:00	7,678	10,238	2,559	7,678	7,678	2,559	2,559	10,238	-	-	-	-	-	-	48,630	171,484	271,303
12:00 - 12:30	5,119	10,238	2,559	5,119	2,559	2,559	2,559	7,678	-	-	-	-	-	-	48,630	184,281	271,303
12:30 - 13:00	2,559	7,678	2,559	7,678	2,559	2,559	2,559	7,678	-	-	-	-	-	-	48,630	186,841	271,303
13:00 - 13:30	-	-	-	7,678	2,559	5,119	-	5,119	-	-	-	-	-	-	48,630	202,198	271,303
13:30 - 14:00	-	2,559	-	7,678	5,119	5,119	-	5,119	-	-	-	-	-	-	48,630	197,079	271,303
14:00 - 14:30	5,119	2,559	2,559	12,797	5,119	2,559	-	5,119	-	-	-	-	-	-	48,630	186,841	271,303
14:30 - 15:00	5,119	5,119	2,559	10,238	2,559	2,559	-	5,119	-	-	-	-	-	-	48,630	189,400	271,303
15:00 - 15:30	5,119	5,119	2,559	12,797	2,559	2,559	-	7,678	-	-	2,559	-	2,559	-	48,630	179,162	271,303
15:30 - 16:00	10,238	-	5,119	12,797	2,559	2,559	-	7,678	-	-	2,559	-	2,559	-	48,630	176,603	271,303
16:00 - 16:30	15,357	-	5,119	2,559	2,559	5,119	-	5,119	-	2,559	-	2,559	-	-	48,630	181,722	271,303
16:30 - 17:00	12,797	2,559	5,119	2,559	2,559	5,119	-	5,119	-	2,559	-	2,559	-	-	48,630	181,722	271,303
17:00 - 17:30	15,357	5,119	7,678	-	-	2,559	2,559	2,559	-	-	2,559	-	-	-	48,630	184,281	271,303
17:30 - 18:00	12,797	2,559	7,678	-	-	2,559	2,559	2,559	2,559	-	2,559	2,559	-	-	48,630	184,281	271,303
18:00 - 18:30	7,678	2,559	2,559	-	-	2,559	2,559	2,559	2,559	-	2,559	2,559	-	-	48,630	194,519	271,303
18:30 - 19:00	2,559	2,559	2,559	2,559	-	-	-	2,559	2,559	-	2,559	2,559	-	-	48,630	202,198	271,303
19:00 - 19:30	5,119	2,559	2,559	2,559	-	-	-	2,559	-	-	-	-	-	-	48,630	207,316	271,303
19:30 - 20:00	2,559	-	2,559	2,559	-	-	-	2,559	-	-	-	-	-	-	48,630	212,435	271,303
20:00 - 20:30	2,559	-	2,559	2,559	-	-	-	2,559	-	-	-	-	-	-	48,630	212,435	271,303
20:30 - 21:00	2,559	-	2,559	2,559	-	-	-	2,559	-	-	-	-	-	-	48,630	212,435	271,303
21:00 - 21:30	-	-	-	-	-	-	-	2,559	-	-	-	-	-	-	48,630	220,114	271,303
21:30 - 22:00	-	-	-	-	-	-	-	2,559	-	-	-	-	-	-	48,630	220,114	271,303
22:00 - 22:30	-	-	-	-	2,559	-	-	5,119	-	2,559	-	-	-	-	48,630	212,435	271,303
22:30 - 23:00	-	-	-	-	2,559	-	-	5,119	-	2,559	-	-	-	-	48,630	212,435	271,303
23:00 - 23:30	-	-	-	2,559	-	-	-	5,119	-	-	-	-	-	-	48,630	214,995	271,303
23:30 - 00:00	-	-	-	2,559	-	-	-	5,119	-	2,559	-	-	-	-	48,630	212,435	271,303

Note I: Radio stations not featured in the Table above have a radio listenership of less than 0.1% on Thursday.

Note II: Timebands featuring a 'nil' listenership in the Table above have a radio listenership of less than 2,559 listeners (0.9%) on Thursday.

BA – Audience Survey December 2020 – Research Findings Report

Radio Audience on **FRIDAY**

- ✓ The most listened to timebands on Friday are 08:00 – 08:30 on Bay (30,886 Radio Listeners) and 09:00 – 10:00 on ONE Radio (30,886 radio listeners).

Research Findings in Detail

Table 30 – Q14 – Radio Audience on **FRIDAY – by Timeband
(Multiple-Response Q) (n=262,531)**

NOTE: Respondents were given the possibility of mentioning up to 3 radio stations they listened to on Friday.
For each mentioned radio station, they were asked to indicate all timebands listened to.

	Bay	ONE Radio	Vibe	Calypso 101.8	Radju Malta 1	Net FM	Magic Malta	Radju Marija	XFM Malta	103	Smash Radio	Foreign station	Radju Malta 2	Bay Easy	I did not listen to radio on Friday/ No particular station/ Don't remember	None	Total
00:00 - 00:30	-	-	-	-	-	-	-	-	-	-	-	-	-	-	36,034	226,497	262,531
00:30 - 01:00	-	-	-	-	-	-	-	-	-	-	-	-	-	-	36,034	226,497	262,531
01:00 - 01:30	-	-	-	-	-	-	-	-	-	-	-	-	-	-	36,034	226,497	262,531
01:30 - 02:00	-	-	-	-	-	-	-	-	-	-	-	-	-	-	36,034	226,497	262,531
02:00 - 02:30	-	-	-	-	-	-	-	-	-	-	-	-	-	-	36,034	226,497	262,531
02:30 - 03:00	-	-	-	-	-	-	-	-	-	-	-	-	-	-	36,034	226,497	262,531
03:00 - 03:30	-	-	-	-	-	-	-	-	-	-	-	-	-	-	36,034	226,497	262,531
03:30 - 04:00	-	-	-	-	-	-	-	-	-	-	-	-	-	-	36,034	226,497	262,531
04:00 - 04:30	-	-	-	-	-	-	-	-	-	-	-	-	-	-	36,034	226,497	262,531
04:30 - 05:00	-	-	-	-	-	-	-	-	-	-	-	-	-	-	36,034	226,497	262,531
05:00 - 05:30	-	-	-	2,574	-	-	-	-	-	-	-	-	-	-	36,034	223,924	262,531
05:30 - 06:00	-	-	-	-	-	-	-	-	-	-	-	-	-	-	36,034	226,497	262,531
06:00 - 06:30	2,574	5,148	-	2,574	-	-	-	-	2,574	-	-	-	-	-	36,034	213,628	262,531
06:30 - 07:00	-	7,722	-	2,574	-	-	-	-	-	-	-	-	-	-	36,034	216,202	262,531
07:00 - 07:30	10,295	5,148	10,295	2,574	2,574	-	-	-	-	2,574	-	-	-	-	36,034	193,038	262,531
07:30 - 08:00	12,869	7,722	12,869	2,574	2,574	2,574	2,574	-	2,574	7,722	-	-	5,148	-	36,034	167,299	262,531
08:00 - 08:30	30,886	18,017	12,869	12,869	7,722	7,722	7,722	-	7,722	7,722	2,574	-	5,148	-	36,034	105,527	262,531
08:30 - 09:00	20,591	25,738	10,295	10,295	5,148	10,295	5,148	-	2,574	7,722	2,574	-	2,574	-	36,034	123,544	262,531
09:00 - 09:30	2,574	30,886	5,148	7,722	10,295	7,722	5,148	-	2,574	2,574	2,574	-	2,574	-	36,034	146,709	262,531
09:30 - 10:00	2,574	30,886	5,148	7,722	7,722	10,295	5,148	-	2,574	-	2,574	-	2,574	-	36,034	149,282	262,531
10:00 - 10:30	-	18,017	5,148	12,869	5,148	10,295	5,148	-	2,574	-	-	-	2,574	-	36,034	164,725	262,531
10:30 - 11:00	5,148	12,869	2,574	10,295	7,722	7,722	5,148	-	2,574	-	-	-	2,574	-	36,034	169,873	262,531
11:00 - 11:30	5,148	12,869	2,574	7,722	7,722	5,148	7,722	-	2,574	-	-	-	2,574	-	36,034	172,447	262,531
11:30 - 12:00	-	12,869	-	7,722	7,722	2,574	5,148	-	2,574	-	-	-	2,574	-	36,034	185,316	262,531
12:00 - 12:30	-	18,017	-	5,148	2,574	2,574	5,148	-	2,574	-	-	-	2,574	-	36,034	187,890	262,531
12:30 - 13:00	-	20,591	-	5,148	-	2,574	-	-	2,574	-	-	-	-	-	36,034	195,611	262,531
13:00 - 13:30	2,574	18,017	-	2,574	-	2,574	-	-	2,574	-	-	-	2,574	-	36,034	195,611	262,531
13:30 - 14:00	-	12,869	-	2,574	-	2,574	-	-	2,574	-	-	-	2,574	-	36,034	203,333	262,531
14:00 - 14:30	-	10,295	-	5,148	-	5,148	-	-	2,574	-	-	-	-	-	36,034	203,333	262,531
14:30 - 15:00	-	10,295	-	2,574	-	5,148	-	-	2,574	-	-	-	-	-	36,034	205,907	262,531
15:00 - 15:30	5,148	7,722	-	2,574	-	-	-	-	2,574	-	-	2,574	-	-	36,034	205,907	262,531
15:30 - 16:00	2,574	10,295	-	2,574	-	-	-	2,574	2,574	-	-	2,574	-	-	36,034	203,333	262,531
16:00 - 16:30	7,722	15,443	2,574	5,148	-	-	-	2,574	2,574	-	-	-	-	2,574	36,034	187,890	262,531
16:30 - 17:00	7,722	15,443	5,148	7,722	-	-	-	-	2,574	-	-	-	-	2,574	36,034	185,316	262,531
17:00 - 17:30	10,295	15,443	-	7,722	-	5,148	-	-	-	-	-	-	2,574	2,574	36,034	182,742	262,531
17:30 - 18:00	2,574	15,443	-	7,722	-	5,148	2,574	-	-	-	-	-	-	2,574	36,034	190,464	262,531
18:00 - 18:30	2,574	10,295	-	10,295	-	2,574	-	-	2,574	-	-	-	-	2,574	36,034	195,611	262,531
18:30 - 19:00	2,574	7,722	-	5,148	-	-	-	-	-	-	-	-	-	-	36,034	211,054	262,531
19:00 - 19:30	2,574	5,148	2,574	5,148	-	-	-	-	-	-	-	-	-	-	36,034	211,054	262,531
19:30 - 20:00	2,574	5,148	2,574	5,148	-	-	-	-	-	-	-	-	-	-	36,034	211,054	262,531
20:00 - 20:30	2,574	5,148	-	5,148	-	2,574	-	-	-	-	-	-	-	-	36,034	211,054	262,531
20:30 - 21:00	2,574	2,574	-	5,148	-	-	-	-	-	-	-	-	-	-	36,034	216,202	262,531
21:00 - 21:30	2,574	2,574	-	5,148	-	-	-	-	-	-	-	-	-	-	36,034	216,202	262,531
21:30 - 22:00	2,574	2,574	-	5,148	-	-	-	-	-	-	-	-	-	-	36,034	216,202	262,531
22:00 - 22:30	2,574	2,574	-	5,148	-	-	-	-	-	-	-	-	-	-	36,034	216,202	262,531
22:30 - 23:00	-	-	-	2,574	-	-	-	-	-	-	-	-	-	-	36,034	223,924	262,531
23:00 - 23:30	-	-	-	2,574	-	-	-	-	-	-	-	-	-	-	36,034	223,924	262,531
23:30 - 00:00	-	-	-	2,574	-	-	-	-	-	-	-	-	-	-	36,034	223,924	262,531

Note I: Radio stations not featured in the Table above have a radio listenership of less than 0.1% on Friday.

Note II: Timebands featuring a 'nil' listenership in the Table above have a radio listenership of less than 2,574 listeners (1.0%) on Friday.

BA – Audience Survey December 2020 – Research Findings Report

Radio Audience on SATURDAY

- ✓ The most listened to timeband on Saturday is 08:00 – 10:00 and 11:30 to 12:00 on ONE Radio (25,738 Radio Listeners).

Research Findings in Detail

**Table 31 – Q14 – Radio Audience on SATURDAY – by Timeband
(Multiple-Response Q) (n=290,844)**

NOTE: Respondents were given the possibility of mentioning up to 3 radio stations they listened to on Saturday.
For each mentioned radio station, they were asked to indicate all timebands listened to.

	Bay	ONE Radio	Vibe	Calypso 101.8	Radio Malta 1	Net FM	Magic Malta	Radio Marija	XFM Malta	103	Campus FM	Smash Radio	Radio 105	I did not listen to radio on Saturday/ No particular station/ Don't remember	None	Total
00:00 - 00:30	-	-	-	-	-	-	-	-	-	-	-	-	-	61,772	229,072	290,844
00:30 - 01:00	-	-	-	-	-	-	-	-	-	-	-	-	-	61,772	229,072	290,844
01:00 - 01:30	-	-	-	-	-	-	-	-	-	-	-	-	-	61,772	229,072	290,844
01:30 - 02:00	-	-	-	-	-	-	-	-	-	-	-	-	-	61,772	229,072	290,844
02:00 - 02:30	-	-	-	-	-	-	-	-	-	-	-	-	-	61,772	229,072	290,844
02:30 - 03:00	-	-	-	-	-	-	-	-	-	-	-	-	-	61,772	229,072	290,844
03:00 - 03:30	-	-	-	-	-	-	-	-	-	-	-	-	-	61,772	229,072	290,844
03:30 - 04:00	-	-	-	-	-	-	-	-	-	-	-	-	-	61,772	229,072	290,844
04:00 - 04:30	-	-	-	-	-	-	-	-	-	-	-	-	-	61,772	229,072	290,844
04:30 - 05:00	-	-	-	-	-	-	-	-	-	-	-	-	-	61,772	229,072	290,844
05:00 - 05:30	-	-	-	-	-	-	-	-	-	2,574	-	-	-	61,772	226,498	290,844
05:30 - 06:00	-	-	-	-	-	-	-	-	-	2,574	-	-	-	61,772	226,498	290,844
06:00 - 06:30	2,574	2,574	-	-	2,574	-	-	-	-	2,574	-	-	-	61,772	218,776	290,844
06:30 - 07:00	2,574	7,722	-	-	5,148	-	-	-	-	2,574	-	-	-	61,772	211,055	290,844
07:00 - 07:30	2,574	15,443	5,148	-	15,443	5,148	-	2,574	-	2,574	-	-	-	61,772	180,169	290,844
07:30 - 08:00	7,722	15,443	2,574	-	15,443	5,148	-	2,574	-	2,574	2,574	-	-	61,772	175,021	290,844
08:00 - 08:30	7,722	25,738	12,869	7,722	12,869	18,017	5,148	-	-	5,148	5,148	-	2,574	61,772	126,118	290,844
08:30 - 09:00	10,295	25,738	7,722	10,295	12,869	18,017	5,148	-	-	5,148	7,722	-	2,574	61,772	123,544	290,844
09:00 - 09:30	7,722	25,738	5,148	12,869	18,017	12,869	2,574	-	-	5,148	5,148	2,574	2,574	61,772	128,692	290,844
09:30 - 10:00	-	25,738	5,148	10,295	20,591	10,295	2,574	2,574	-	5,148	5,148	2,574	2,574	61,772	136,414	290,844
10:00 - 10:30	-	20,591	2,574	10,295	23,165	10,295	2,574	-	-	5,148	5,148	-	2,574	61,772	146,709	290,844
10:30 - 11:00	-	20,591	5,148	7,722	15,443	7,722	2,574	2,574	-	5,148	5,148	-	2,574	61,772	154,430	290,844
11:00 - 11:30	-	20,591	5,148	7,722	15,443	10,295	2,574	-	-	5,148	5,148	-	2,574	61,772	154,430	290,844
11:30 - 12:00	-	25,738	2,574	7,722	10,295	10,295	2,574	-	-	5,148	5,148	-	2,574	61,772	157,004	290,844
12:00 - 12:30	-	20,591	2,574	7,722	2,574	10,295	2,574	-	-	5,148	7,722	-	2,574	61,772	167,300	290,844
12:30 - 13:00	-	20,591	2,574	5,148	2,574	5,148	2,574	-	-	5,148	2,574	-	2,574	61,772	180,169	290,844
13:00 - 13:30	-	15,443	2,574	2,574	-	5,148	2,574	-	-	5,148	5,148	-	-	61,772	190,464	290,844
13:30 - 14:00	-	10,295	2,574	7,722	-	5,148	2,574	-	-	2,574	5,148	-	-	61,772	193,038	290,844
14:00 - 14:30	2,574	10,295	2,574	7,722	-	7,722	2,574	-	2,574	2,574	5,148	-	-	61,772	185,317	290,844
14:30 - 15:00	-	5,148	5,148	7,722	-	10,295	2,574	2,574	-	2,574	5,148	-	-	61,772	187,890	290,844
15:00 - 15:30	2,574	2,574	10,295	5,148	-	5,148	2,574	2,574	-	2,574	5,148	-	-	61,772	190,464	290,844
15:30 - 16:00	5,148	2,574	2,574	5,148	-	5,148	2,574	-	-	2,574	10,295	-	-	61,772	193,038	290,844
16:00 - 16:30	10,295	2,574	7,722	2,574	7,722	2,574	2,574	-	-	-	2,574	-	-	61,772	190,464	290,844
16:30 - 17:00	7,722	2,574	7,722	-	7,722	2,574	-	-	-	-	2,574	-	-	61,772	198,186	290,844
17:00 - 17:30	7,722	2,574	5,148	-	5,148	2,574	-	-	-	-	-	-	-	61,772	205,907	290,844
17:30 - 18:00	5,148	2,574	2,574	2,574	7,722	2,574	-	-	-	-	-	-	-	61,772	205,907	290,844
18:00 - 18:30	7,722	2,574	-	7,722	7,722	-	-	2,574	-	-	-	-	-	61,772	200,760	290,844
18:30 - 19:00	5,148	2,574	-	2,574	5,148	-	-	2,574	-	-	-	-	-	61,772	211,055	290,844
19:00 - 19:30	5,148	-	-	-	-	-	-	-	2,574	-	-	-	-	61,772	221,350	290,844
19:30 - 20:00	5,148	2,574	-	-	-	-	-	2,574	2,574	-	-	-	-	61,772	216,203	290,844
20:00 - 20:30	5,148	2,574	-	-	-	-	-	-	-	-	-	-	-	61,772	221,350	290,844
20:30 - 21:00	7,722	2,574	-	-	-	2,574	-	-	-	-	-	-	-	61,772	216,203	290,844
21:00 - 21:30	5,148	2,574	-	-	-	-	-	-	-	-	-	-	-	61,772	221,350	290,844
21:30 - 22:00	2,574	-	-	-	-	-	-	-	-	-	-	-	-	61,772	226,498	290,844
22:00 - 22:30	-	-	-	-	-	-	-	-	-	-	-	-	-	61,772	229,072	290,844
22:30 - 23:00	-	-	-	-	-	-	-	-	-	-	-	-	-	61,772	229,072	290,844
23:00 - 23:30	-	-	-	-	-	-	-	-	-	-	-	-	-	61,772	229,072	290,844
23:30 - 00:00	-	-	2,574	-	-	-	-	-	-	-	-	-	-	61,772	226,498	290,844

Note I: Radio stations not featured in the Table above have a radio listenership of less than 0.1% on Saturday.

Note II: Timebands featuring a 'nil' listenership in the Table above have a radio listenership of less than 2,574 listeners (0.9%) on Saturday.

Radio Audience on SUNDAY

- ✓ The most listened to timeband on Sunday is 09:00 – 10:00 on Calypso 101.8 (17,817 Radio Listeners).

Research Findings in Detail

**Table 32 – Q14 – Radio Audience on SUNDAY – by Timeband
(Multiple-Response Q) (n=282,522)**

NOTE: Respondents were given the possibility of mentioning up to 3 radio stations they listened to on Sunday.
For each mentioned radio station, they were asked to indicate all timebands listened to.

	Bay	ONE Radio	Vibe	Calypso 101.8	Radju Malta 1	Net FM	Magic Malta	Radju Marija	103	Smash Radio	Foreign Station	Radju Malta 2	Smooth Radio	I did not listen to radio on Sunday/ No particular station/ Don't remember	None	Total
00:00 - 00:30	-	-	-	-	-	-	-	-	-	-	-	-	-	94,174	188,348	282,522
00:30 - 01:00	-	-	-	-	-	-	-	-	-	-	-	-	-	94,174	188,348	282,522
01:00 - 01:30	-	-	-	-	-	-	-	-	-	-	-	-	-	94,174	188,348	282,522
01:30 - 02:00	-	-	-	-	-	-	-	-	-	-	-	-	-	94,174	188,348	282,522
02:00 - 02:30	-	-	-	-	-	-	-	-	-	-	-	-	-	94,174	188,348	282,522
02:30 - 03:00	-	-	-	-	-	-	-	-	-	-	-	-	-	94,174	188,348	282,522
03:00 - 03:30	-	-	-	-	-	-	-	-	-	-	-	-	-	94,174	188,348	282,522
03:30 - 04:00	-	-	-	-	-	-	-	-	-	-	-	-	-	94,174	188,348	282,522
04:00 - 04:30	-	-	-	-	-	-	-	-	-	-	-	-	-	94,174	188,348	282,522
04:30 - 05:00	-	-	-	-	-	-	-	-	-	-	-	-	-	94,174	188,348	282,522
05:00 - 05:30	-	-	-	2,545	-	-	-	2,545	-	-	-	-	-	94,174	183,258	282,522
05:30 - 06:00	-	-	-	2,545	-	-	-	2,545	-	-	-	-	-	94,174	183,258	282,522
06:00 - 06:30	-	2,545	-	7,636	-	-	-	2,545	-	-	2,545	-	-	94,174	173,077	282,522
06:30 - 07:00	-	5,090	-	7,636	-	-	-	5,090	-	-	2,545	-	-	94,174	167,986	282,522
07:00 - 07:30	5,090	2,545	-	7,636	-	-	-	5,090	-	-	2,545	-	-	94,174	165,441	282,522
07:30 - 08:00	7,636	2,545	7,636	7,636	2,545	-	2,545	2,545	-	2,545	2,545	-	-	94,174	150,169	282,522
08:00 - 08:30	10,181	12,726	7,636	15,271	5,090	-	2,545	2,545	2,545	2,545	2,545	-	2,545	94,174	122,172	282,522
08:30 - 09:00	5,090	10,181	5,090	12,726	10,181	-	5,090	2,545	2,545	-	2,545	-	2,545	94,174	129,807	282,522
09:00 - 09:30	5,090	12,726	2,545	17,817	12,726	2,545	5,090	5,090	2,545	-	2,545	-	2,545	94,174	117,081	282,522
09:30 - 10:00	-	10,181	-	17,817	10,181	2,545	-	5,090	5,090	-	2,545	-	2,545	94,174	132,353	282,522
10:00 - 10:30	2,545	15,271	-	12,726	15,271	2,545	-	7,636	5,090	-	5,090	-	2,545	94,174	119,626	282,522
10:30 - 11:00	5,090	12,726	-	12,726	15,271	7,636	-	7,636	-	-	5,090	-	2,545	94,174	119,626	282,522
11:00 - 11:30	5,090	12,726	-	12,726	12,726	7,636	-	5,090	-	-	5,090	-	2,545	94,174	124,717	282,522
11:30 - 12:00	2,545	15,271	-	12,726	15,271	7,636	-	2,545	-	-	7,636	-	2,545	94,174	122,172	282,522
12:00 - 12:30	-	15,271	-	7,636	15,271	5,090	2,545	2,545	-	-	7,636	-	2,545	94,174	129,807	282,522
12:30 - 13:00	5,090	12,726	-	2,545	10,181	2,545	2,545	2,545	-	-	5,090	-	-	94,174	145,079	282,522
13:00 - 13:30	7,636	10,181	2,545	5,090	7,636	2,545	2,545	2,545	-	-	2,545	-	-	94,174	145,079	282,522
13:30 - 14:00	7,636	10,181	2,545	5,090	2,545	2,545	5,090	2,545	-	-	2,545	-	-	94,174	147,624	282,522
14:00 - 14:30	7,636	7,636	-	5,090	5,090	2,545	7,636	2,545	-	-	-	-	-	94,174	150,169	282,522
14:30 - 15:00	5,090	7,636	-	5,090	2,545	-	5,090	2,545	-	-	-	-	-	94,174	160,350	282,522
15:00 - 15:30	2,545	7,636	2,545	5,090	7,636	-	-	2,545	-	-	-	-	-	94,174	160,350	282,522
15:30 - 16:00	-	10,181	-	5,090	5,090	-	2,545	5,090	-	-	-	-	-	94,174	160,350	282,522
16:00 - 16:30	-	5,090	2,545	5,090	2,545	-	2,545	2,545	-	-	-	2,545	-	94,174	165,441	282,522
16:30 - 17:00	-	7,636	2,545	5,090	-	-	-	2,545	-	-	-	2,545	-	94,174	167,986	282,522
17:00 - 17:30	-	7,636	-	7,636	-	-	-	-	-	-	-	2,545	-	94,174	170,531	282,522
17:30 - 18:00	-	5,090	-	7,636	-	-	-	-	-	-	-	2,545	-	94,174	173,077	282,522
18:00 - 18:30	-	2,545	-	7,636	5,090	-	-	-	-	-	-	-	-	94,174	173,077	282,522
18:30 - 19:00	-	2,545	-	7,636	5,090	-	-	-	-	-	-	-	-	94,174	173,077	282,522
19:00 - 19:30	-	2,545	-	7,636	2,545	-	-	-	-	-	-	-	-	94,174	175,622	282,522
19:30 - 20:00	-	7,636	-	7,636	2,545	-	-	-	2,545	-	-	-	-	94,174	167,986	282,522
20:00 - 20:30	-	7,636	-	5,090	-	2,545	-	-	2,545	-	-	-	-	94,174	170,531	282,522
20:30 - 21:00	-	7,636	-	2,545	-	2,545	-	-	2,545	-	-	-	-	94,174	173,077	282,522
21:00 - 21:30	-	5,090	-	2,545	-	2,545	-	-	-	-	-	-	-	94,174	178,167	282,522
21:30 - 22:00	-	2,545	-	2,545	-	2,545	-	-	-	-	-	-	-	94,174	180,712	282,522
22:00 - 22:30	-	2,545	-	2,545	-	-	-	-	-	-	-	-	-	94,174	183,258	282,522
22:30 - 23:00	-	2,545	-	2,545	-	-	-	-	-	-	-	-	-	94,174	183,258	282,522
23:00 - 23:30	-	-	-	2,545	-	-	-	-	-	-	-	-	-	94,174	185,803	282,522
23:30 - 00:00	-	-	-	2,545	-	-	-	-	-	-	-	-	-	94,174	185,803	282,522

Note I: Radio stations not featured in the Table above have a radio listenership of less than 0.1% on Sunday.

Note II: Timebands featuring a 'nil' listenership in the Table above have a radio listenership of less than 2,545 listeners (0.9%) on Sunday.

9.8 Having listened to local radio programmes on demand in the previous 7 days – [Q15]

- ✓ Almost all 794 radio listeners (98% - 776 respondents) **did not listen to any local radio programmes on demand** during the previous 7 days.
- ✓ However, 2% (15 respondents) **did listen to local radio programmes on demand**, with the majority of these being radio listeners aged 12 – 30 years. Of these 15 respondents, 1 in 5 respondents (20%) **did not remember the local programme** to which they listened to on demand.

Research Findings in Detail

Tables below illustrate details on the above research findings.

Table 33.1 – Q15 – Having listened to local radio programmes on demand in the previous 7 days – by Age & Gender (n=794)

Counts Break % Respondents	Total	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	794	51	132	156	117	112	117	109	427	367
No	776 97.7%	49 96.1%	126 95.5%	154 98.7%	116 99.1%	111 99.1%	113 96.6%	107 98.2%	417 97.7%	359 97.8%
Yes	15 1.9%	2 3.9%	6 4.5%	2 1.3%	1 0.9%	1 0.9%	2 1.7%	1 0.9%	9 2.1%	6 1.6%
I don't remember	3 0.4%	- -	- -	- -	- -	- -	2 1.7%	1 0.9%	1 0.2%	2 0.5%

Table 33.2 – Q15 – Having listened to local radio programmes on demand in the previous 7 days – by Geographical Region (n=794)

Counts Break % Respondents	Total	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo
Total	794	149	224	122	103	136	60
No	776 97.7%	142 95.3%	222 99.1%	118 96.7%	101 98.1%	134 98.5%	59 98.3%
Yes	15 1.9%	6 4.0%	2 0.9%	4 3.3%	2 1.9%	1 0.7%	- -
I don't remember	3 0.4%	1 0.7%	- -	- -	- -	1 0.7%	1 1.7%

**Table 33.3 – Q15 – Local programmes listened to on demand in the previous 7 days
– by Age & Gender (Multiple-Response Q) (n=15)**

Counts Break % Respondents	Total	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	15	2	6	2	1	1	2	1	9	6
I don't remember	3 20.0%	1 50.0%	-	-	1 100.0%	-	1 50.0%	-	1 11.1%	2 33.3%
Radju Malta 1 (93.7)	2 13.3%	1 50.0%	-	-	-	-	-	1 100.0%	1 11.1%	1 16.7%
Bay Xmas	2 13.3%	-	2 33.3%	-	-	-	-	-	-	2 33.3%
ONE Radio (92.7)	2 13.3%	-	1 16.7%	1 50.0%	-	-	-	-	2 22.2%	-
BBC World News (Campus FM)	1 6.7%	-	-	1 50.0%	-	-	-	-	-	1 16.7%
Dom Mintoff Biography	1 6.7%	-	-	-	-	1 100.0%	-	-	1 11.1%	-
XFM Big Breakfast	1 6.7%	-	1 16.7%	-	-	-	-	-	1 11.1%	-
Bay Breakfast with Daniel & Ylenia	1 6.7%	-	1 16.7%	-	-	-	-	-	1 11.1%	-
Carlo's Breakfast Cafe	1 6.7%	-	1 16.7%	-	-	-	-	-	1 11.1%	-
NET FM (101.0)	1 6.7%	-	-	-	-	-	1 50.0%	-	1 11.1%	-

9.9 Type(s) of radio reception services used for listening to radio – [Q16]

- ✓ 96% (763 respondents) of all 794 radio listeners use the **radio set** as one of the radio reception services for listening to radio. This is the most used radio reception service by radio listeners across all age groups and geographical regions.
- ✓ 5% (36 respondents) use **DAB+** as one of the radio reception services for listening to radio, with this being mostly used by radio listeners aged 21 – 60 years.

Research Findings in Detail

Tables below illustrate details on the above research findings.

Table 34.1 – Q16 – Type(s) of radio reception services used for listening to radio – by Age & Gender (Multiple-Response Q) (n=794)

NOTE: The %s below refer to the number of respondents and NOT to the number of responses, hence they do not total up to 100%

Counts Break % Respondents	Total	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	794	51	132	156	117	112	117	109	427	367
Radio set (at home, office, in car)	763 96.1%	48 94.1%	129 97.7%	147 94.2%	111 94.9%	108 96.4%	115 98.3%	105 96.3%	409 95.8%	354 96.5%
DAB+	36 4.5%	1 2.0%	6 4.5%	9 5.8%	8 6.8%	7 6.3%	3 2.6%	2 1.8%	24 5.6%	12 3.3%
Other [Streaming on laptop/computer/mobile or tablet]	13 1.6%	1 2.0%	5 3.8%	3 1.9%	- -	- -	1 0.9%	3 2.8%	5 1.2%	8 2.2%
TV set	10 1.3%	1 2.0%	2 1.5%	4 2.6%	1 0.9%	- -	- -	2 1.8%	7 1.6%	3 0.8%
Refused/ no reply	7 0.9%	1 2.0%	- -	1 0.6%	2 1.7%	1 0.9%	2 1.7%	- -	3 0.7%	4 1.1%

**Table 34.2 – Q16 – Type(s) of radio reception services used for listening to radio
– by Geographical Region (Multiple-Response Q) (n=794)**

NOTE: The %s below refer to the number of respondents and NOT to the number of responses, hence they do not total up to 100%

Counts Break % Respondents	Total	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo
Total	794	149	224	122	103	136	60
Radio set (at home, office, in car)	763 96.1%	140 94.0%	219 97.8%	118 96.7%	97 94.2%	132 97.1%	57 95.0%
DAB+	36 4.5%	9 6.0%	8 3.6%	7 5.7%	5 4.9%	7 5.1%	- -
Other [Streaming on laptop/computer/mobile or tablet]	13 1.6%	2 1.3%	2 0.9%	1 0.8%	5 4.9%	2 1.5%	1 1.7%
TV set	10 1.3%	- -	3 1.3%	- -	3 2.9%	3 2.2%	1 1.7%
Refused/ no reply	7 0.9%	2 1.3%	- -	2 1.6%	- -	- -	3 5.0%

9.10 Local stations listened to on DAB+ – [Q17]

NB. Radio listeners who indicated that they do not use DAB+ to listen to radio stations were not asked this question. Hence the total number of radio listeners' responses for this question totals 36.

- ✓ The most listened to local radio station on DAB+ is **Bay**, with 28% (10 respondents) of all 36 respondents, who use DAB+, mentioning this station as one of the radio stations to which they listen on DAB+.
- ✓ Following, **Vibe** is the second most followed local radio station on DAB+ (19% - 7 respondents), while **Radju Malta 1** is the third most followed local radio station on DAB+ (14% - 5 respondents).

Research Findings in Detail

Tables below illustrate details on the above research findings.

**Table 35.1 – Q17 – Local stations listened to on DAB+ – by Age & Gender
(Multiple-Response Q) (n=36)**

NOTE: The %s below refer to the number of respondents and NOT to the number of responses, hence they do not total up to 100%

Counts Break % Respondents	Total	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	36	1	6	9	8	7	3	2	24	12
Bay 89.7	10 27.8%	-	4 66.7%	5 55.6%	1 12.5%	-	-	-	6 25.0%	4 33.3%
Vibe	7 19.4%	1 100.0%	1 16.7%	4 44.4%	1 12.5%	-	-	-	4 16.7%	3 25.0%
Radju Malta 1	5 13.9%	-	-	-	2 25.0%	3 42.9%	-	-	5 20.8%	-
Net FM	4 11.1%	-	-	2 22.2%	1 12.5%	1 14.3%	-	-	3 12.5%	1 8.3%
Magic Malta	3 8.3%	-	-	1 11.1%	1 12.5%	-	1 33.3%	-	1 4.2%	2 16.7%
ONE Radio	3 8.3%	-	-	-	1 12.5%	1 14.3%	-	1 50.0%	3 12.5%	-
Smooth Radio	3 8.3%	-	-	-	1 12.5%	1 14.3%	1 33.3%	-	2 8.3%	1 8.3%
Radju Marija	2 5.6%	-	-	-	-	1 14.3%	-	1 50.0%	1 4.2%	1 8.3%
Smash Radio	2 5.6%	-	-	1 11.1%	-	-	1 33.3%	-	1 4.2%	1 8.3%
103	2 5.6%	-	1 16.7%	-	1 12.5%	-	-	-	2 8.3%	-
Foreign stations	2 5.6%	-	-	-	2 25.0%	-	-	-	2 8.3%	-
All Rock HD	1 2.8%	-	-	-	-	-	1 33.3%	-	-	1 8.3%
Bay Easy	1 2.8%	-	-	-	-	1 14.3%	-	-	-	1 8.3%
Radju Malta 2	1 2.8%	-	-	-	1 12.5%	-	-	-	1 4.2%	-
XFM Malta	1 2.8%	-	-	1 11.1%	-	-	-	-	1 4.2%	-
Don't remember	1 2.8%	-	-	-	-	-	-	1 50.0%	-	1 8.3%
Calypso 101.8	1 2.8%	-	-	-	-	-	1 33.3%	-	-	1 8.3%

**Table 35.2 – Q17 – Local stations listened to on DAB+ – by Geographical Region
(Multiple-Response Q) (n=36)**

NOTE: The %s below refer to the number of respondents and NOT to the number of responses, hence they do not total up to 100%

Counts Break % Respondents	Total	Southern Harbour	Northern Harbour	South Eastern	Western	Northern
Total	36	9	8	7	5	7
Bay 89.7	10 27.8%	2 22.2%	3 37.5%	1 14.3%	2 40.0%	2 28.6%
Vibe	7 19.4%	5 55.6%	1 12.5%	- -	- -	1 14.3%
Radju Malta 1	5 13.9%	- -	1 12.5%	2 28.6%	1 20.0%	1 14.3%
Net FM	4 11.1%	- -	1 12.5%	1 14.3%	1 20.0%	1 14.3%
Magic Malta	3 8.3%	2 22.2%	- -	- -	1 20.0%	- -
ONE Radio	3 8.3%	- -	1 12.5%	1 14.3%	1 20.0%	- -
Smooth Radio	3 8.3%	1 11.1%	- -	- -	- -	2 28.6%
Radju Marija	2 5.6%	- -	1 12.5%	1 14.3%	- -	- -
Smash Radio	2 5.6%	1 11.1%	- -	1 14.3%	- -	- -
103	2 5.6%	- -	- -	- -	1 20.0%	1 14.3%
Foreign stations	2 5.6%	- -	1 12.5%	1 14.3%	- -	- -
All Rock HD	1 2.8%	- -	- -	- -	1 20.0%	- -
Bay Easy	1 2.8%	- -	- -	- -	- -	1 14.3%
Radju Malta 2	1 2.8%	- -	- -	1 14.3%	- -	- -
XFM Malta	1 2.8%	- -	- -	- -	- -	1 14.3%
Don't remember	1 2.8%	- -	1 12.5%	- -	- -	- -
Calypso 101.8	1 2.8%	- -	- -	1 14.3%	- -	- -

10. ONLINE VIEWERSHIP – FINDINGS

10.1 Introduction

NB. The term ‘online Maltese programmes’ refers to Maltese programmes produced solely for online portals, and which cannot be watched on traditional TV.

- ✓ 90% (1124 respondents), of all 1248 individuals, **do not watch any Maltese programmes that are solely produced for online portals.** More than 90% of individuals aged 41+ years indicated this.
- ✓ The remaining 10% (123 respondents) **watch Maltese programmes online**, with the majority of these being individuals aged 12 – 40 years.

Research Findings in Detail

Tables below illustrate details on the above research findings.

Exhibit 5 – Online viewers/non viewers

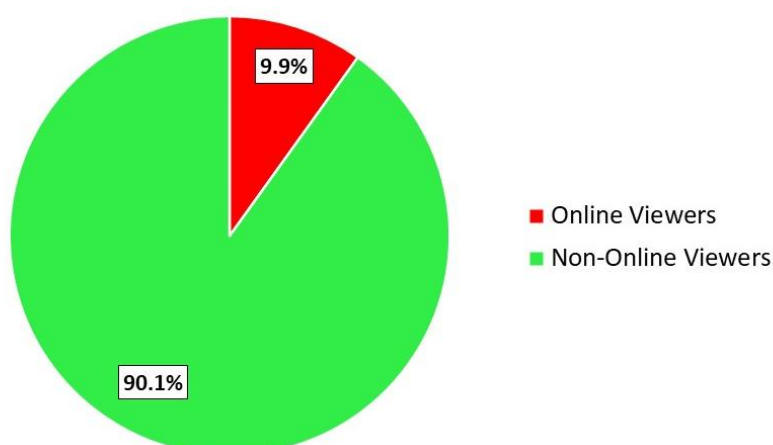


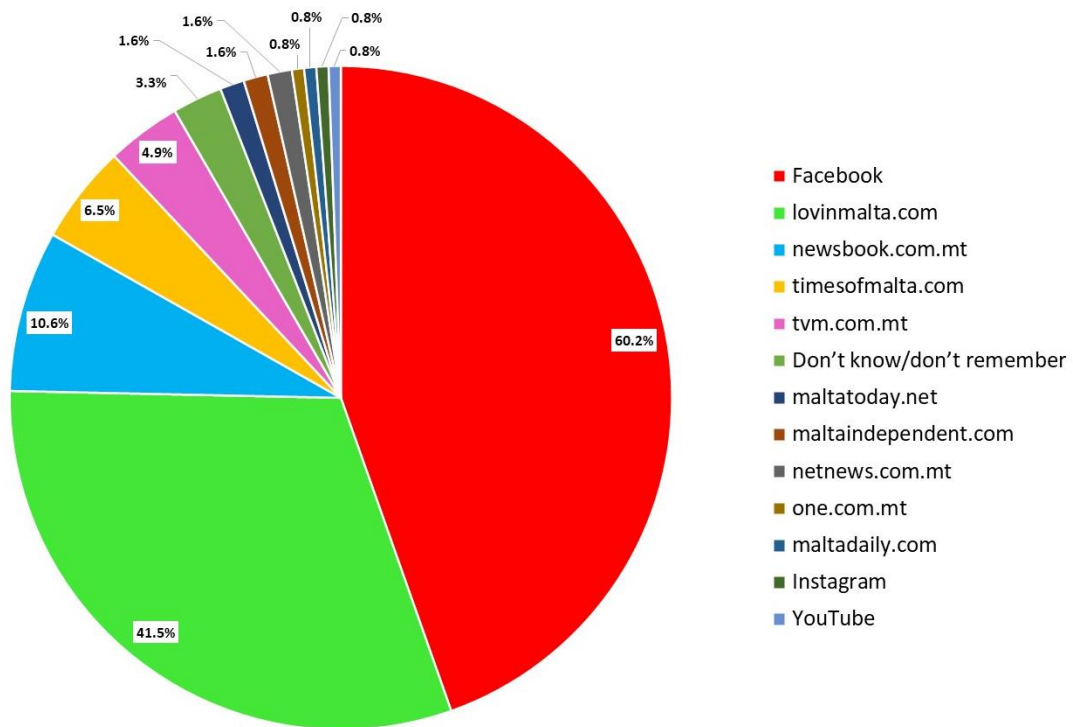
Table 36 – Online viewers/non viewers – by Age & Gender

Counts Break % Respondents	Total	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	1248	112	219	228	181	174	166	168	641	607
Online Viewers	123 9.9%	18 16.1%	43 19.6%	32 14.0%	11 6.1%	8 4.6%	4 2.4%	7 4.2%	57 8.9%	66 10.9%
Non-Online Viewers	1124 90.1%	94 83.9%	175 79.9%	196 86.0%	170 93.9%	166 95.4%	162 97.6%	161 95.8%	584 91.1%	540 89.0%
Refused/no reply	1 0.1%	-	1 0.5%	-	-	-	-	-	-	1 0.2%

Exhibit 6 – Q19 – Online portal/s or platform/s used for watching Maltese programmes online (Multiple-Response Q) (n=123)

NOTE: The %s below refer to the number of respondents and NOT to the number of responses, hence they do not total up to 100%

NOTE II: % figures illustrated below are derived from Table 37.1 (Section 10.2)



This Section gives details on the online viewership of the 123 individuals who watch online Maltese programmes, more specifically on:

- [a]. Online portal/s or platform/s used for watching online Maltese programmes – **[Q19]**
- [b]. Most used device for watching preferred programme online – **[Q20]**
- [c]. Most preferred programme online – **[Q21]**
- [d]. Daily average time of local online programmes consumption: on weekdays
(Monday – Thursday) – **[Q22]**
- [e]. Daily average time of local online programmes consumption: in the weekend
(Friday – Sunday) – **[Q23]**

Salient Research Findings

The salient findings for the above research areas now follow.

10.2 Online portal/s or platform/s used for watching Maltese programmes online – [Q19]

- ✓ **Facebook** is the most used platform for watching Maltese programmes online, with 60% (74 respondents) of all 123 online viewers mentioning it as one of the online platforms used for watching Maltese programmes online. Facebook is mostly used by online viewers aged 12 – 60 years.
- ✓ Following, 42% (51 respondents) use **lovinmalta.com** as one of the online portals for watching Maltese programmes online.
- ✓ A further 11% (13 respondents) use **newsbook.com.mt** as an online portal for watching Maltese programmes online.

Research Findings in Detail

Tables below illustrate details on the above research findings.

Table 37.1 – Q19 – Online portal/s or platform/s used for watching Maltese programmes online – by Age & Gender (Multiple-Response Q) (n=123)

NOTE: The %s below refer to the number of respondents and NOT to the number of responses, hence they do not total up to 100%

Counts Break % Respondents	Total	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	123	18	43	32	11	8	4	7	57	66
Facebook	74 60.2%	14 77.8%	29 67.4%	18 56.3%	5 45.5%	6 75.0%	1 25.0%	1 14.3%	33 57.9%	41 62.1%
lovinmalta.com	51 41.5%	5 27.8%	21 48.8%	12 37.5%	5 45.5%	2 25.0%	2 50.0%	4 57.1%	19 33.3%	32 48.5%
newsbook.com.mt	13 10.6%	1 5.6%	6 14.0%	1 3.1%	2 18.2%	1 12.5%	1 25.0%	1 14.3%	5 8.8%	8 12.1%
timesofmalta.com	8 6.5%	-	2 4.7%	3 9.4%	1 9.1%	-	-	2 28.6%	5 8.8%	3 4.5%
tvm.com.mt	6 4.9%	1 5.6%	1 2.3%	-	1 9.1%	-	-	3 42.9%	4 7.0%	2 3.0%
Don't know/don't remember	4 3.3%	-	1 2.3%	2 6.3%	1 9.1%	-	-	-	4 7.0%	-
maltatoday.net	2 1.6%	-	-	-	1 9.1%	-	-	1 14.3%	1 1.8%	1 1.5%
maltaIndependent.com	2 1.6%	-	-	-	1 9.1%	-	-	1 14.3%	1 1.8%	1 1.5%
netnews.com.mt	2 1.6%	-	-	1 3.1%	-	-	-	1 14.3%	1 1.8%	1 1.5%
one.com.mt	1 0.8%	-	-	1 3.1%	-	-	-	-	1 1.8%	-
maltadaily.com	1 0.8%	-	-	-	1 9.1%	-	-	-	-	1 1.5%
Instagram	1 0.8%	1 5.6%	-	-	-	-	-	-	-	1 1.5%
YouTube	1 0.8%	-	-	-	-	1 12.5%	-	-	1 1.8%	-

Online portals/platforms not featured in the Table above have a usership of less than 0.8% for watching Maltese programmes online

Table 37.2 – Q19 – Online portal/s or platform/s used for watching Maltese programmes online – by Geographical Region (Multiple-Response Q) (n=123)

NOTE: The %s below refer to the number of respondents and NOT to the number of responses, hence they do not total up to 100%

Counts Break % Respondents	Total	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo
Total	123	36	38	12	12	23	2
Facebook	74 60.2%	21 58.3%	23 60.5%	11 91.7%	9 75.0%	9 39.1%	1 50.0%
lovinmalta.com	51 41.5%	15 41.7%	19 50.0%	3 25.0%	2 16.7%	12 52.2%	-
newsbook.com.mt	13 10.6%	6 16.7%	5 13.2%	-	-	2 8.7%	-
timesofmalta.com	8 6.5%	2 5.6%	4 10.5%	-	1 8.3%	1 4.3%	-
tvm.com.mt	6 4.9%	1 2.8%	2 5.3%	-	-	3 13.0%	-
Don't know/don't remember	4 3.3%	1 2.8%	3 7.9%	-	-	-	-
maltatoday.net	2 1.6%	1 2.8%	-	-	-	1 4.3%	-
maltaindependent.com	2 1.6%	1 2.8%	-	-	-	1 4.3%	-
netnews.com.mt	2 1.6%	-	1 2.6%	-	1 8.3%	-	-
one.com.mt	1 0.8%	-	-	-	1 8.3%	-	-
maltadaily.com	1 0.8%	1 2.8%	-	-	-	-	-
Instagram	1 0.8%	-	1 2.6%	-	-	-	-
YouTube	1 0.8%	-	-	-	-	-	1 50.0%

Online portals/platforms not featured in the Table above have a usership of less than 0.8% for watching Maltese programmes online

10.3 Most used device for watching preferred programme online – [Q20]

- ✓ **Mobile** is the most used device for online viewers to watch their preferred programme online, with 70% (86 respondents) indicating this device as their most used device. Mobile is the most used device across all age groups and both genders. However, the percentage of females (80%) who indicated mobile as their most used device, was higher than the percentage of males who indicated this (58%).
- ✓ Following, 17% (21 respondents) mostly use the **laptop** for watching their preferred programme online. The laptop is mostly used by online viewers aged 21 – 30 years, while it also more used by males as opposed to females.
- ✓ The **tablet** is the third most used device by online viewers for watching their preferred programme online (7% - 8 respondents), with this being mostly popular with online viewers aged 41 – 50 years and 71+ years. This device is also more popular with males (12%) rather than females (2%).

Research Findings in Detail

Tables below illustrate details on the above research findings.

Table 38.1 – Q20 – Most used device for watching preferred programme online – by Age & Gender (n=123)

Counts Break % Respondents	Total	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	123	18	43	32	11	8	4	7	57	66
Mobile	86 69.9%	16 88.9%	23 53.5%	26 81.3%	8 72.7%	7 87.5%	2 50.0%	4 57.1%	33 57.9%	53 80.3%
Laptop	21 17.1%	1 5.6%	15 34.9%	3 9.4%	- -	1 12.5%	1 25.0%	- -	12 21.1%	9 13.6%
Tablet	8 6.5%	- -	2 4.7%	2 6.3%	2 18.2%	- -	- -	2 28.6%	7 12.3%	1 1.5%
PC	7 5.7%	1 5.6%	3 7.0%	- -	1 9.1%	- -	1 25.0%	1 14.3%	5 8.8%	2 3.0%
I don't know	1 0.8%	- -	- -	1 3.1%	- -	- -	- -	- -	- -	1 1.5%

**Table 38.2 – Q20 – Most used device for watching preferred programme online
– by Geographical Region (n=123)**

Counts Break % Respondents	Total	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo
Total	123	36	38	12	12	23	2
Mobile	86 69.9%	27 75.0%	27 71.1%	7 58.3%	10 83.3%	14 60.9%	1 50.0%
Laptop	21 17.1%	5 13.9%	4 10.5%	4 33.3%	2 16.7%	5 21.7%	1 50.0%
Tablet	8 6.5%	1 2.8%	5 13.2%	- -	- -	2 8.7%	- -
PC	7 5.7%	2 5.6%	2 5.3%	1 8.3%	- -	2 8.7%	- -
I don't know	1 0.8%	1 2.8%	- -	- -	- -	- -	- -

10.4 Most preferred programme online – [Q21]

- ✓ Of all 123 online viewers, 1 in 4 (24% - 29 respondents) **do not have a preferred local online programme**, while another 17% (21 respondents) replied with 'don't know'. A further 11% (13 respondents) have **more than one preferred programme**.
- ✓ **Kaxxaturi** is the most preferred programme of 11% (13 respondents) of online viewers, with all online viewers who mentioned this programme being aged 12 – 40 years.
- ✓ Following, **Xarabank** is the favourite programme of 9% (11 respondents) of online viewers, while **The Lovin Malta** is the favourite programme of 7% (8 respondents) of online viewers.

Research Findings in Detail

Tables below illustrate details on the above research findings.

Table 39.1 – Q21 – Most preferred programme online – by Age & Gender (n=123)

Counts Break % Respondents	Total	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	123	18	43	32	11	8	4	7	57	66
No preferred programme	29 23.6%	6 33.3%	7 16.3%	8 25.0%	1 9.1%	1 12.5%	2 50.0%	4 57.1%	13 22.8%	16 24.2%
Don't know	21 17.1%	5 27.8%	9 20.9%	4 12.5%	1 9.1%	1 12.5%	-	1 14.3%	9 15.8%	12 18.2%
Kaxxaturi	13 10.6%	2 11.1%	7 16.3%	4 12.5%	-	-	-	-	7 12.3%	6 9.1%
More than one preferred programme	13 10.6%	2 11.1%	6 14.0%	-	4 36.4%	-	1 25.0%	-	5 8.8%	8 12.1%
Xarabank	11 8.9%	-	3 7.0%	5 15.6%	2 18.2%	1 12.5%	-	-	8 14.0%	3 4.5%
The Lovin Malta	8 6.5%	2 11.1%	2 4.7%	2 6.3%	2 18.2%	-	-	-	4 7.0%	4 6.1%
Lovin Daily	7 5.7%	1 5.6%	4 9.3%	-	-	1 12.5%	-	1 14.3%	2 3.5%	5 7.6%
Lovin Eats	3 2.4%	-	2 4.7%	1 3.1%	-	-	-	-	2 3.5%	1 1.5%
Refused/no reply	3 2.4%	-	-	2 6.3%	-	1 12.5%	-	-	1 1.8%	2 3.0%
Jon Jispjega	2 1.6%	-	-	1 3.1%	-	1 12.5%	-	-	1 1.8%	1 1.5%
Lovin Documentaries	2 1.6%	-	1 2.3%	1 3.1%	-	-	-	-	2 3.5%	-
Lovin Meets	2 1.6%	-	1 2.3%	-	1 9.1%	-	-	-	-	2 3.0%
Fr Joe Borg (Newsbook)	2 1.6%	-	-	1 3.1%	-	-	1 25.0%	-	1 1.8%	1 1.5%
CovidCALLS	1 0.8%	-	-	-	-	1 12.5%	-	-	-	1 1.5%
The X Banter	1 0.8%	-	1 2.3%	-	-	-	-	-	1 1.8%	-
ChatterBox	1 0.8%	-	-	1 3.1%	-	-	-	-	-	1 1.5%
Newsbook Hour	1 0.8%	-	-	-	-	1 12.5%	-	-	-	1 1.5%
Indepth	1 0.8%	-	-	1 3.1%	-	-	-	-	1 1.8%	-
Danusan	1 0.8%	-	-	-	-	-	-	1 14.3%	-	1 1.5%
Fondazzjoni U	1 0.8%	-	-	1 3.1%	-	-	-	-	-	1 1.5%

Table 39.2 – Q21 – Most preferred programme online – by Geographical Region (n=123)

Counts Break % Respondents	Total	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo
Total	123	36	38	12	12	23	2
No preferred programme	29 23.6%	6 16.7%	9 23.7%	2 16.7%	4 33.3%	8 34.8%	-
Don't know	21 17.1%	9 25.0%	6 15.8%	3 25.0%	1 8.3%	2 8.7%	-
Kaxxaturi	13 10.6%	2 5.6%	6 15.8%	1 8.3%	1 8.3%	3 13.0%	-
More than one preferred programme	13 10.6%	4 11.1%	1 2.6%	2 16.7%	4 33.3%	2 8.7%	-
Xarabank	11 8.9%	2 5.6%	6 15.8%	1 8.3%	-	1 4.3%	1 50.0%
The Lovin Malta	8 6.5%	3 8.3%	4 10.5%	-	-	1 4.3%	-
Lovin Daily	7 5.7%	3 8.3%	1 2.6%	-	1 8.3%	2 8.7%	-
Lovin Eats	3 2.4%	-	1 2.6%	-	-	2 8.7%	-
Refused/no reply	3 2.4%	2 5.6%	-	1 8.3%	-	-	-
Jon Jispjega	2 1.6%	-	1 2.6%	-	-	1 4.3%	-
Lovin Documentaries	2 1.6%	1 2.8%	-	-	-	1 4.3%	-
Lovin Meets	2 1.6%	1 2.8%	1 2.6%	-	-	-	-
Fr Joe Borg (Newsbook)	2 1.6%	2 5.6%	-	-	-	-	-
CovidCALLS	1 0.8%	1 2.8%	-	-	-	-	-
The X Banter	1 0.8%	-	-	1 8.3%	-	-	-
ChatterBox	1 0.8%	-	1 2.6%	-	-	-	-
Newsbook Hour	1 0.8%	-	1 2.6%	-	-	-	-
Indepth	1 0.8%	-	-	-	1 8.3%	-	-
Danusan	1 0.8%	-	-	-	-	-	1 50.0%
Fondazzjoni U	1 0.8%	-	-	1 8.3%	-	-	-

10.5 Daily average time of local online programmes consumption: on weekdays (Monday – Thursday) – [Q22]

- ✓ 42% (52 respondents) of all 123 online viewers, on average, watch **15 – 30 minutes** of local online programmes per day on weekdays, with highest percentages being observed amongst online viewers aged 21 – 50 years.
- ✓ Following, 32% (39 respondents) watch an average of **1 – 2 hours** of local online programmes per day on weekdays. This was mostly indicated by online viewers aged 71+ years and 12 -20 years.
- ✓ A further 11% (14 respondents) on average watch **less than 15 minutes** of local online programmes per day on weekdays.

Research Findings in Detail

Tables below illustrate details on the above research findings.

Table 40.1 – Q22 – Daily average time of local online programmes consumption: on weekdays (Monday – Thursday) – by Age & Gender (n=123)

Counts Break % Respondents	Total	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	123	18	43	32	11	8	4	7	57	66
< 15 minutes	14 11.4%	2 11.1%	7 16.3%	3 9.4%	1 9.1%	1 12.5%	- -	- -	5 8.8%	9 13.6%
15 – 30 minutes	52 42.3%	5 27.8%	19 44.2%	18 56.3%	5 45.5%	3 37.5%	1 25.0%	1 14.3%	25 43.9%	27 40.9%
1 – 2 hours	39 31.7%	8 44.4%	12 27.9%	7 21.9%	3 27.3%	3 37.5%	1 25.0%	5 71.4%	21 36.8%	18 27.3%
2+ hours	9 7.3%	2 11.1%	- -	3 9.4%	- -	1 12.5%	2 50.0%	1 14.3%	3 5.3%	6 9.1%
Not always the same	8 6.5%	1 5.6%	5 11.6%	1 3.1%	1 9.1%	- -	- -	- -	3 5.3%	5 7.6%
Don't remember	1 0.8%	- -	- -	- -	1 9.1%	- -	- -	- -	- -	1 1.5%

**Table 40.2 – Q22 – Daily average time of local online programmes consumption:
on weekdays (Monday – Thursday) – by Geographical Region (n=123)**

Counts Break % Respondents	Total	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo
Total	123	36	38	12	12	23	2
< 15 minutes	14 11.4%	4 11.1%	5 13.2%	1 8.3%	4 33.3%	- -	- -
15 – 30 minutes	52 42.3%	12 33.3%	17 44.7%	6 50.0%	4 33.3%	13 56.5%	- -
1 – 2 hours	39 31.7%	14 38.9%	12 31.6%	3 25.0%	2 16.7%	6 26.1%	2 100.0%
2+ hours	9 7.3%	5 13.9%	2 5.3%	- -	1 8.3%	1 4.3%	- -
Not always the same	8 6.5%	- -	2 5.3%	2 16.7%	1 8.3%	3 13.0%	- -
Don't remember	1 0.8%	1 2.8%	- -	- -	- -	- -	- -

10.6 Daily average time of local online programmes consumption: in the weekend (Friday – Sunday) – [Q23]

- ✓ Of all 123 online viewers, 37% (46 respondents), on average, spend **15 – 30 minutes per day** watching local online programmes in the weekend. Online viewers aged 21 – 60 years were the most to indicate this.
- ✓ Following, 1 in 3 (33% - 41 respondents) spend an average of **1 – 2 hours per day** watching local online programmes in the weekend, with this being mostly indicated by online viewers aged 12 – 30 years and 71+ years.
- ✓ A further 13% (16 respondents) spend **less than 15 minutes per day** watching local online programmes, on average.

Research Findings in Detail

Tables below illustrate details on the above research findings.

Table 41.1 – Q23 – Daily average time of local online programmes consumption: in the weekend (Friday – Sunday) – by Age & Gender (n=123)

Counts Break % Respondents	Total	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	123	18	43	32	11	8	4	7	57	66
< 15 minutes	16 13.0%	2 11.1%	7 16.3%	5 15.6%	1 9.1%	1 12.5%	-	-	6 10.5%	10 15.2%
15 – 30 minutes	46 37.4%	4 22.2%	19 44.2%	14 43.8%	3 27.3%	4 50.0%	1 25.0%	1 14.3%	22 38.6%	24 36.4%
1 – 2 hours	41 33.3%	8 44.4%	13 30.2%	9 28.1%	3 27.3%	2 25.0%	1 25.0%	5 71.4%	22 38.6%	19 28.8%
2+ hours	11 8.9%	2 11.1%	-	3 9.4%	2 18.2%	1 12.5%	2 50.0%	1 14.3%	3 5.3%	8 12.1%
Not always the same	8 6.5%	2 11.1%	4 9.3%	1 3.1%	1 9.1%	-	-	-	4 7.0%	4 6.1%
Don't remember	1 0.8%	-	-	-	1 9.1%	-	-	-	-	1 1.5%

**Table 41.2 – Q23 – Daily average time of local online programmes consumption:
in the weekend (Friday – Sunday) – by Geographical Region (n=123)**

Counts Break % Respondents	Total	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo
Total	123	36	38	12	12	23	2
< 15 minutes	16 13.0%	4 11.1%	6 15.8%	1 8.3%	5 41.7%	- -	- -
15 – 30 minutes	46 37.4%	12 33.3%	14 36.8%	5 41.7%	3 25.0%	12 52.2%	- -
1 – 2 hours	41 33.3%	14 38.9%	11 28.9%	5 41.7%	3 25.0%	6 26.1%	2 100.0%
2+ hours	11 8.9%	5 13.9%	5 13.2%	- -	- -	1 4.3%	- -
Not always the same	8 6.5%	- -	2 5.3%	1 8.3%	1 8.3%	4 17.4%	- -
Don't remember	1 0.8%	1 2.8%	- -	- -	- -	- -	- -

11. PREFERRED SOURCE FOR LOCAL NEWS – FINDINGS

11.1 Introduction

- ✓ **Television** is the preferred source for local news of almost half of the 1248 individuals (48% - 604 respondents). This source is particularly popular amongst individuals aged 41+ years.
- ✓ Following, **online news portals** are the preferred source of a quarter of the 1248 individuals (27% - 338 respondents), with this being the most preferred source amongst the younger cohorts (12 – 40 years).
- ✓ 2% (20 respondents) do not follow local news.

Research Findings in Detail

Tables below illustrate details on the above research findings.

Exhibit 7 – Preferred Source for Local News
NOTE: % figures illustrated below are derived from Table 42

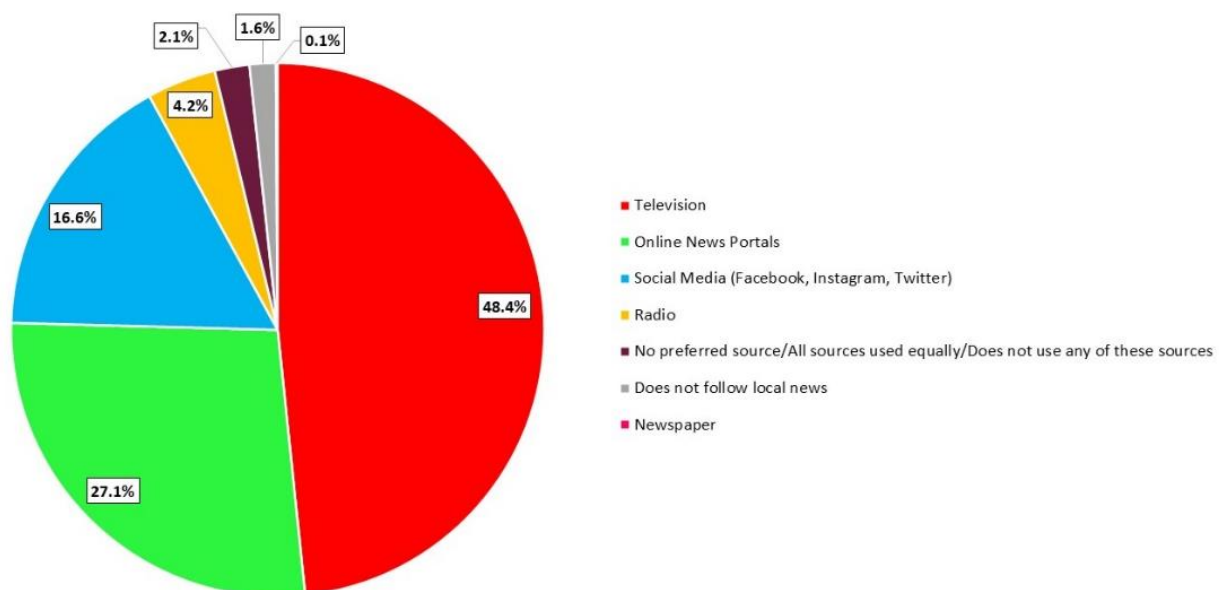


Table 42 – Preferred Source for Local News – by Age & Gender

Counts Break % Respondents	Total	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	1248	112	219	228	181	174	166	168	641	607
Television	604 48.4%	25 22.3%	46 21.0%	76 33.3%	92 50.8%	103 59.2%	122 73.5%	140 83.3%	304 47.4%	300 49.4%
Online News Portals	338 27.1%	51 45.5%	101 46.1%	81 35.5%	48 26.5%	33 19.0%	12 7.2%	12 7.1%	191 29.8%	147 24.2%
Social Media (Facebook, Instagram, Twitter)	207 16.6%	32 28.6%	64 29.2%	55 24.1%	26 14.4%	21 12.1%	5 3.0%	4 2.4%	96 15.0%	111 18.3%
Radio	52 4.2%	1 0.9%	5 2.3%	7 3.1%	10 5.5%	6 3.4%	15 9.0%	8 4.8%	26 4.1%	26 4.3%
No preferred source/All sources used equally/Does not use any of these sources	26 2.1%	- -	1 0.5%	5 2.2%	1 0.6%	6 3.4%	10 6.0%	3 1.8%	15 2.3%	11 1.8%
Does not follow local news	20 1.6%	3 2.7%	2 0.9%	4 1.8%	4 2.2%	5 2.9%	1 0.6%	1 0.6%	9 1.4%	11 1.8%
Newspaper	1 0.1%	- -	- -	- -	- -	- -	1 0.6%	- -	- -	1 0.2%

This Section gives details on the preferred source of local news of the 1228 individuals who follow local news, more specifically on:

- [a]. Preferred source to obtain local news – **[Q24]**
- [b]. Preferred local TV station to watch local news
(for the 604 local news followers who prefer this source) – **[Q25]**
- [c]. Preferred local radio station to listen to local news
(for the 52 local news followers who prefer this source) – **[Q26]**
- [d]. Preferred local news portal to follow local news
(for the 338 local news followers who prefer this source) – **[Q27]**

Salient Research Findings

The salient findings for the above research areas now follow.

11.2 Preferred source to obtain local news – [Q24]

- ✓ **Television** is the most preferred source of local news followers to obtain local news, with 1 in 2 (49% - 604 respondents), of all 1228 respondents who follow local news, mentioning television as their preferred source. As a source for local news, television is mostly popular amongst individuals aged 41+ years.
- ✓ **Online news portals** are the second most preferred source for obtaining local news, with 1 in 4 (28% - 338 respondents) mentioning this as their preferred source for obtaining local news. The younger cohorts, 12 – 40 years, were the most to mention this as their preferred source for obtaining local news.
- ✓ **Facebook** is the third most preferred source for obtaining local news and was mentioned by 16% (202 respondents). As a source for obtaining local news Facebook is mostly popular with individuals aged 12 – 40 years.
- ✓ Following, **radio was mentioned** by 4% (52 respondents) as the preferred source for obtaining local news, and it was mostly mentioned by individuals aged 61+ years.

Research Findings in Detail

Tables below illustrate details on the above research findings.

Table 43.1 – Q24 – Preferred source to obtain local news – by Age & Gender (n=1228)

Counts Break % Respondents	Total	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	1228	109	217	224	177	169	165	167	632	596
Television	604 49.2%	25 22.9%	46 21.2%	76 33.9%	92 52.0%	103 60.9%	122 73.9%	140 83.8%	304 48.1%	300 50.3%
Online news portals	338 27.5%	51 46.8%	101 46.5%	81 36.2%	48 27.1%	33 19.5%	12 7.3%	12 7.2%	191 30.2%	147 24.7%
Facebook	202 16.4%	29 26.6%	62 28.6%	55 24.6%	26 14.7%	21 12.4%	5 3.0%	4 2.4%	93 14.7%	109 18.3%
Radio	52 4.2%	1 0.9%	5 2.3%	7 3.1%	10 5.6%	6 3.6%	15 9.1%	8 4.8%	26 4.1%	26 4.4%
I have no one preferred source	15 1.2%	-	1 0.5%	2 0.9%	1 0.6%	5 3.0%	5 3.0%	1 0.6%	10 1.6%	5 0.8%
I use all these sources equally	10 0.8%	-	-	3 1.3%	-	1 0.6%	5 3.0%	1 0.6%	5 0.8%	5 0.8%
Instagram	4 0.3%	3 2.8%	1 0.5%	-	-	-	-	-	2 0.3%	2 0.3%
I do not use any of these sources	1 0.1%	-	-	-	-	-	-	1 0.6%	-	1 0.2%
Newspaper	1 0.1%	-	-	-	-	-	1 0.6%	-	-	1 0.2%
Twitter	1 0.1%	-	1 0.5%	-	-	-	-	-	1 0.2%	-

**Table 43.2 – Q24 – Preferred source to obtain local news
– by Geographical Region (n=1228)**

Counts Break % Respondents	Total	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo
Total	1228	217	394	174	154	193	96
Television	604 49.2%	88 40.6%	191 48.5%	80 46.0%	92 59.7%	80 41.5%	73 76.0%
Online news portals	338 27.5%	65 30.0%	124 31.5%	42 24.1%	31 20.1%	65 33.7%	11 11.5%
Facebook	202 16.4%	40 18.4%	58 14.7%	32 18.4%	27 17.5%	35 18.1%	10 10.4%
Radio	52 4.2%	14 6.5%	16 4.1%	13 7.5%	3 1.9%	6 3.1%	- -
I have no one preferred source	15 1.2%	5 2.3%	2 0.5%	4 2.3%	1 0.6%	2 1.0%	1 1.0%
I use all these sources equally	10 0.8%	2 0.9%	- -	2 1.1%	- -	5 2.6%	1 1.0%
Instagram	4 0.3%	1 0.5%	2 0.5%	1 0.6%	- -	- -	- -
I do not use any of these sources	1 0.1%	1 0.5%	- -	- -	- -	- -	- -
Newspaper	1 0.1%	1 0.5%	- -	- -	- -	- -	- -
Twitter	1 0.1%	- -	1 0.3%	- -	- -	- -	- -

11.3 Preferred local TV station to watch local news – [Q25]

NB. This question was only asked to the individuals who mentioned 'Television' as their preferred source for obtaining local news. Hence the total number of individual responses for this question totals 604.

- ✓ **TVM** is the most preferred local TV station for watching local news with more than half (56% - 338 respondents), of all 604 individuals who mentioned television as their preferred source for obtaining local news, mentioning TVM as their preferred TV station for local news. TVM is the most preferred station for local news by individuals across all age groups.
- ✓ **ONE** is the second most preferred local TV station for watching local news, with 21% (129 respondents) mentioning this station as their preferred local station for watching local news. ONE is mostly popular with individuals aged 51+ years.
- ✓ **NET TV** is the third most preferred local TV station for watching local news, and it was mentioned by 12% (73 respondents) as the preferred local TV station for watching local news. NET TV is mostly popular with individuals aged 51+ years.

Research Findings in Detail

Tables below illustrate details on the above research findings.

**Table 44.1 – Q26 – Preferred local TV station to watch local news
– by Age & Gender (n=604)**

Counts Break % Respondents	Total	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	604	25	46	76	92	103	122	140	304	300
TVM	338 56.0%	22 88.0%	35 76.1%	47 61.8%	59 64.1%	53 51.5%	63 51.6%	59 42.1%	164 53.9%	174 58.0%
ONE	129 21.4%	3 12.0%	5 10.9%	12 15.8%	18 19.6%	23 22.3%	31 25.4%	37 26.4%	75 24.7%	54 18.0%
NET TV	73 12.1%	-	1 2.2%	7 9.2%	6 6.5%	14 13.6%	20 16.4%	25 17.9%	34 11.2%	39 13.0%
I watch different TV stations equally to watch news	29 4.8%	-	4 8.7%	2 2.6%	3 3.3%	8 7.8%	5 4.1%	7 5.0%	13 4.3%	16 5.3%
I have no preferred TV station to watch news	28 4.6%	-	1 2.2%	6 7.9%	5 5.4%	5 4.9%	2 1.6%	9 6.4%	15 4.9%	13 4.3%
I do not use local TV stations to watch news	5 0.8%	-	-	2 2.6%	1 1.1%	-	-	2 1.4%	1 0.3%	4 1.3%
Smash	1 0.2%	-	-	-	-	-	-	1 0.7%	1 0.3%	-
Don't know	1 0.2%	-	-	-	-	-	1 0.8%	-	1 0.3%	-

**Table 44.2 – Q26 – Preferred local TV station to watch local news
– by Geographical Region (n=604)**

Counts Break % Respondents	Total	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo
Total	604	88	191	80	92	80	73
TVM	338 56.0%	39 44.3%	109 57.1%	45 56.3%	56 60.9%	39 48.8%	50 68.5%
ONE	129 21.4%	26 29.5%	45 23.6%	21 26.3%	16 17.4%	11 13.8%	10 13.7%
NET TV	73 12.1%	10 11.4%	28 14.7%	6 7.5%	11 12.0%	9 11.3%	9 12.3%
I watch different TV stations equally to watch news	29 4.8%	3 3.4%	3 1.6%	1 1.3%	5 5.4%	15 18.8%	2 2.7%
I have no preferred TV station to watch news	28 4.6%	10 11.4%	4 2.1%	5 6.3%	3 3.3%	4 5.0%	2 2.7%
I do not use local TV stations to watch news	5 0.8%	- -	2 1.0%	1 1.3%	- -	2 2.5%	- -
Smash	1 0.2%	- -	- -	- -	1 1.1%	- -	- -
Don't know	1 0.2%	- -	- -	1 1.3%	- -	- -	- -

11.4 Preferred local radio station to listen to local news – [Q26]

NB. This question was only asked to the individuals who mentioned 'Radio' as their preferred source for obtaining local news. Hence the total number of individual responses for this question totals 52.

- ✓ **ONE Radio** is the most preferred local radio station for listening to local news. Of all 52 individuals, who prefer local radio stations to listen to local news, 23% (12 respondents) mentioned **ONE Radio**.
- ✓ **Radju Malta** is the second most preferred local radio station for listening to local news, with 17% (9 respondents) mentioning this as their preferred local radio station for listening to local news.
- ✓ **NET FM** and **Calypso 101.8** are the third most preferred local radio stations for listening to local news and were each mentioned by 12% (6 respondents) respectively.

Research Findings in Detail

Tables below illustrate details on the above research findings.

**Table 45.1 – Q26 – Preferred local radio station to listen to local news
– by Age & Gender (n=52)**

Counts Break % Respondents	Total	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	52	1	5	7	10	6	15	8	26	26
ONE Radio (92.7)	12 23.1%	1 100.0%	1 20.0%	1 14.3%	2 20.0%	2 33.3%	5 33.3%	- -	8 30.8%	4 15.4%
Radju Malta (93.7)	9 17.3%	- -	1 20.0%	1 14.3%	2 20.0%	- -	3 20.0%	2 25.0%	4 15.4%	5 19.2%
Net FM (101.0)	6 11.5%	- -	- -	- -	1 10.0%	2 33.3%	3 20.0%	- -	2 7.7%	4 15.4%
Calypso 101.8 (101.8)	6 11.5%	- -	- -	- -	3 30.0%	1 16.7%	2 13.3%	- -	1 3.8%	5 19.2%
Bay Radio (89.7)	4 7.7%	- -	1 20.0%	1 14.3%	2 20.0%	- -	- -	- -	3 11.5%	1 3.8%
Magic Malta (91.7)	3 5.8%	- -	- -	2 28.6%	- -	1 16.7%	- -	- -	1 3.8%	2 7.7%
I have no preferred radio station to listen to news	3 5.8%	- -	1 20.0%	1 14.3%	- -	- -	- -	1 12.5%	3 11.5%	- -
I listen to different radio stations equally to listen to news	3 5.8%	- -	1 20.0%	- -	- -	- -	1 6.7%	1 12.5%	2 7.7%	1 3.8%
Radju Marija (102.3)	2 3.8%	- -	- -	- -	- -	- -	- -	2 25.0%	- -	2 7.7%
Radju Malta 2 (105.9)	1 1.9%	- -	- -	- -	- -	- -	1 6.7%	- -	- -	1 3.8%
Smash Radio (104.6)	1 1.9%	- -	- -	- -	- -	- -	- -	1 12.5%	1 3.8%	- -
Campus FM (103.7)	1 1.9%	- -	- -	- -	- -	- -	- -	1 12.5%	- -	1 3.8%
XFM (100.2)	1 1.9%	- -	- -	1 14.3%	- -	- -	- -	- -	1 3.8%	- -

**Table 45.2 – Q26 – Preferred local radio station to listen to local news
– by Geographical Region (n=52)**

Counts Break % Respondents	Total	Southern Harbour	Northern Harbour	South Eastern	Western	Northern
Total	52	14	16	13	3	6
ONE Radio (92.7)	12 23.1%	4 28.6%	- -	5 38.5%	1 33.3%	2 33.3%
Radju Malta (93.7)	9 17.3%	- -	4 25.0%	4 30.8%	- -	1 16.7%
Net FM (101.0)	6 11.5%	3 21.4%	2 12.5%	1 7.7%	- -	- -
Calypso 101.8 (101.8)	6 11.5%	- -	3 18.8%	2 15.4%	1 33.3%	- -
Bay Radio (89.7)	4 7.7%	1 7.1%	2 12.5%	- -	1 33.3%	- -
Magic Malta (91.7)	3 5.8%	2 14.3%	1 6.3%	- -	- -	- -
I have no preferred radio station to listen to news	3 5.8%	2 14.3%	1 6.3%	- -	- -	- -
I listen to different radio stations equally to listen to news	3 5.8%	- -	1 6.3%	- -	- -	2 33.3%
Radju Marija (102.3)	2 3.8%	1 7.1%	- -	1 7.7%	- -	- -
Radju Malta 2 (105.9)	1 1.9%	- -	1 6.3%	- -	- -	- -
Smash Radio (104.6)	1 1.9%	1 7.1%	- -	- -	- -	- -
Campus FM (103.7)	1 1.9%	- -	1 6.3%	- -	- -	- -
XFM (100.2)	1 1.9%	- -	- -	- -	- -	1 16.7%

11.5 Preferred local web news portal to follow local news – [Q27]

NB. This question was only asked to the individuals who mentioned ‘Online news portals’ as their preferred source for obtaining local news. Hence the total number of individual responses for this question totals 338.

- ✓ More than half of all 338 individuals (56% - 189 respondents), who prefer local news portals for following local news, mentioned **Times of Malta** as their preferred local news portal, making it the most preferred local news portal for following local news. This was the most preferred local news portal across all age groups.
- ✓ Following, **tvm.com.mt** is the second most preferred local news portal for following local news, with 9% (31 respondents) mentioning this as their preferred local news portal.
- ✓ The third most preferred local news portal is **maltatoday.net**, with 7% (23 respondents) indicating this portal as their preferred local news portal for following local news.

Research Findings in Detail

Tables below illustrate details on the above research findings.

**Table 46.1 – Q27 – Preferred local news portal to follow local news
– by Age & Gender (n=338)**

Counts Break % Respondents	Total	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	338	51	101	81	48	33	12	12	191	147
timesofmalta.com	189 55.9%	30 58.8%	58 57.4%	44 54.3%	27 56.3%	18 54.5%	9 75.0%	3 25.0%	98 51.3%	91 61.9%
tvm.com.mt	31 9.2%	8 15.7%	7 6.9%	9 11.1%	4 8.3%	2 6.1%	-	1 8.3%	17 8.9%	14 9.5%
maltatoday.net	23 6.8%	1 2.0%	5 5.0%	6 7.4%	7 14.6%	4 12.1%	-	-	16 8.4%	7 4.8%
I have no preferred online portal to watch news	18 5.3%	1 2.0%	5 5.0%	7 8.6%	2 4.2%	-	1 8.3%	2 16.7%	11 5.8%	7 4.8%
I follow different online portals equally to watch news	18 5.3%	1 2.0%	7 6.9%	2 2.5%	4 8.3%	2 6.1%	1 8.3%	1 8.3%	12 6.3%	6 4.1%
newsbook.com.mt	16 4.7%	3 5.9%	2 2.0%	2 2.5%	3 6.3%	3 9.1%	-	3 25.0%	10 5.2%	6 4.1%
one.com.mt	12 3.6%	1 2.0%	4 4.0%	5 6.2%	-	1 3.0%	-	1 8.3%	10 5.2%	2 1.4%
lovinmalta.com	12 3.6%	4 7.8%	5 5.0%	1 1.2%	-	1 3.0%	-	1 8.3%	6 3.1%	6 4.1%
maltaindependent.com	9 2.7%	1 2.0%	2 2.0%	3 3.7%	-	2 6.1%	1 8.3%	-	5 2.6%	4 2.7%
netnews.com.mt	4 1.2%	-	2 2.0%	2 2.5%	-	-	-	-	2 1.0%	2 1.4%
maltadaily.com	3 0.9%	-	3 3.0%	-	-	-	-	-	1 0.5%	2 1.4%
I do not use local online portals to watch news	1 0.3%	1 2.0%	-	-	-	-	-	-	1 0.5%	-
okmalta.com	1 0.3%	-	-	-	1 2.1%	-	-	-	1 0.5%	-
inewsmalta.com	1 0.3%	-	1 1.0%	-	-	-	-	-	1 0.5%	-

Local news portals not featured in the Table above have a usership of less than 0.3% to follow local news

**Table 46.2 – Q27 – Preferred local news portal to follow local news
– by Geographical Region (n=338)**

Counts Break % Respondents	Total	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo
Total	338	65	124	42	31	65	11
timesofmalta.com	189 55.9%	32 49.2%	72 58.1%	22 52.4%	20 64.5%	37 56.9%	6 54.5%
tvm.com.mt	31 9.2%	6 9.2%	9 7.3%	6 14.3%	2 6.5%	7 10.8%	1 9.1%
maltatoday.net	23 6.8%	5 7.7%	8 6.5%	3 7.1%	2 6.5%	5 7.7%	- -
I have no preferred online portal to watch news	18 5.3%	4 6.2%	4 3.2%	1 2.4%	3 9.7%	4 6.2%	2 18.2%
I follow different online portals equally to watch news	18 5.3%	2 3.1%	4 3.2%	4 9.5%	2 6.5%	6 9.2%	- -
newsbook.com.mt	16 4.7%	3 4.6%	6 4.8%	1 2.4%	- -	4 6.2%	2 18.2%
one.com.mt	12 3.6%	5 7.7%	4 3.2%	2 4.8%	- -	1 1.5%	- -
lovinmalta.com	12 3.6%	6 9.2%	5 4.0%	1 2.4%	- -	- -	- -
maltaindependent.com	9 2.7%	- -	7 5.6%	1 2.4%	- -	1 1.5%	- -
netnews.com.mt	4 1.2%	- -	3 2.4%	- -	1 3.2%	- -	- -
maltadaily.com	3 0.9%	1 1.5%	1 0.8%	1 2.4%	- -	- -	- -
I do not use local online portals to watch news	1 0.3%	1 1.5%	- -	- -	- -	- -	- -
okmalta.com	1 0.3%	- -	- -	- -	1 3.2%	- -	- -
inewsmalta.com	1 0.3%	- -	1 0.8%	- -	- -	- -	- -

Local news portals not featured in the Table above have a usership of less than 0.3% to follow local news

APPENDIX A: STRUCTURED RESEARCH QUESTIONNAIRE

A. AUDIENCE DATE BEING ASSESSED

QA. AUDIENCE DATE BEING ASSESSED:		
	Mon 14 th Dec 2020	1
	Tue 15 th Dec 2020	2
	Wed 16 th Dec 2020	3
	Thu 17 th Dec 2020	4
	Fri 18 th Dec 2020	5
	Sat 19 th Dec 2020	6
	Sun 20 th Dec 2020	7

B. RESPONDENT PROFILE

Q1. Gender:		
	male	1
	female	2
	X	3

Q2. Which age bracket best describes your age pls? Tick one only		
	12-20	1
	21-30	2
	31-40	3
	41-50	4
	51-60	5
	61-70	6
	71+	7

Q3. Geographical Region the Respondent hails from. Tick one only		
	Southern Harbour	1
	Northern Harbour	2
	South Eastern	3
	Western	4
	Northern	5
	Gozo	6

C. TV

Q4. What type of programmes do you prefer watching on local TV stations please? Multiple-response		
Preferred type of programmes: _____		1
I do not have a favourite type of programme		2
I do not watch any programmes on local TV stations		3 - SKIP TO Q8
I do not watch TV		4 - SKIP TO Q11
I do not have a TV set (and I do not watch TV)		5 - SKIP TO Q11
Refused/ No Reply		6

Q5. Which is your most favourite programme on Maltese TV being aired at present? Tick one only	
Most favourite programme: _____	1
No preferred programme	2
More than one preferred programme	3
Refused/ Don't know/ No reply	4

Q6-Q7. On average, how many hours of local TV do you watch per day ...		
	Q6. On a weekday (Mon-Thu)	Q7. In the Weekend (Fri-Sun)
Less than 1 hr a day	1	1
Bet 1-2 hrs a day	2	2
Bet 3-4 hrs a day	3	3
Bet 5-6 hrs a day	4	4
6+ hrs a day	5	5
Not always the same	6	6
Don't remember	7	7
Refused/no reply	8	8

Q8. Which 3 TV stations did you watch yesterday?	
TV Station 1:	_____
TV Station 2:	_____
TV Station 3:	_____
No particular station	4 - SKIP TO Q9
I did not watch TV yesterday	5 - SKIP TO Q9
Don't remember	6 - SKIP TO Q9
Refused/ No reply	7 - SKIP TO Q9

Q8A. And during which time/s did you watch the mentioned TV station/s?			
Note: Interviewer to indicate all time slots during which each TV station was watched by half-hour time slots.			
	TV Station 1	TV Station 2	TV Station 3
Time slots by half-hour			

Q9. During the last 7 days, have you watched any local TV programmes 'on demand/ catch-up' pls? Tick one only	
Yes	1 – GO TO Q9A
No	2
I don't remember	3

Q9A. IF YES, can you mention up to three local TV programmes 'on demand/catch-up' you watched in the last 7 days pls?	
TV programme name 1	_____
TV programme name 2	_____
TV programme name 3	_____
I don't remember	4

Q10. Which of the following TV reception services do you usually use **to watch local TV?**

Prompt reply options and tick all that apply

Paid subscription [e.g. Melita/Go]	1
Android box [Internet based services]	2
Satellite	3
IPTV	4
Free-to-air	5
Other [Streaming on laptop/computer/mobile or tablet]	6
Don't know	7
Refused/ no reply	8

D. RADIO

Q11-Q12. On average, **how many hours of local Radio do you listen to per day**

	Q11. On a weekday (Mon-Thu)	Q12. In the Weekend (Fri-Sun)
I do not listen to Maltese radio at all	1 – SKIP TO Q14A	
I do not listen to ANY radio at all (both local and foreign)	2 – SKIP TO Q18	
Less than 1 hr a day	3	3
Bet 1-2 hrs a day	4	4
Bet 3-4 hrs a day	5	5
Bet 5-6 hrs a day	6	6
6+ hrs a day	7	7
Not always the same	8	8
Don't remember	9	9
Refused/no reply	10	10

Q13. Which is your **most favourite programme** on local Radio being aired at present?

Most favourite programme: _____	1
No preferred programme	2
More than one preferred programme	3
Refused/ Don't know/ No reply	4

Q14. Which 3 radio stations did you listen to yesterday?

Radio Station 1: _____	
Radio Station 2: _____	
Radio Station 3: _____	
No particular station	4 - SKIP TO Q15
I did not listen to the radio yesterday	5 - SKIP TO Q15
Don't remember	6 - SKIP TO Q15
Refused/ No reply	7 - SKIP TO Q15

Q14A. And during which time/s did you listen to the mentioned radio station/s?

Note: Interviewer to indicate all time slots during which each radio station was listened to by half-hour time slots.

	Radio Station 1	Radio Station 2	Radio Station 3
Time slots by half-hour			

Q15. During the last 7 days, have you listened to local radio programmes ‘on demand’, ex. on TV or on another platform pls? **Tick one only**

Yes	1 – GO TO Q15A
No	2
I don’t remember	3

Q15A. IF YES, can you mention up to **three local radio programmes** ‘on demand’ you listened to pls?

Radio programme 1	_____
Radio programme 2	_____
Radio programme 3	_____
I don’t remember	4

Q16. Which of the following radio reception services do you usually use **to listen to the radio stations’** you mentioned ...?

radio set (at home, office, in car)	1
TV set	2
DAB+	3
Other [Streaming on laptop/computer/mobile or tablet]	4
Other, pls specify: _____	5
Refused/ no reply	6

ASK ONLY IF Q16 is ‘3’

Q17. You said that you use DAB+ to listen to radio. **Which local radio stations** do you listen to on DAB+?

Tick all that apply

Local radio stations listened to on DAB+: _____	1
Don’t remember	2
Refused/ no reply	3

D. ONLINE

Q18. Do you watch **Maltese programmes** produced solely for online portals? **Tick one only**
This is referring to **Maltese programmes** which one cannot watch on normal TV. These are only available on online portals.

Yes	1
No	2 – SKIP TO Q24
Don’t know	3
Refused/no reply	4– SKIP TO Q24

Q19. Which online portal/s or platform/s (ex. Facebook) do you use to watch these Maltese programmes?
Tick all that apply

Facebook	1
tvm.com.mt	2
one.com.mt	3
timesofmalta.com	4
maltatoday.net	5
maltaindependent.com	6
newsbook.com.mt	7
netnews.com.mt	8
lovinmalta.com	9
maltadaily.com	10
Other, pls specify: _____	11
Don’t know/don’t remember	12
Refused/no reply	13

Q20. Which device do you use most to watch your preferred programme online? Here, I am referring to mobile, tablet, laptop, PC, etc Tick one only	
Mobile	1
tablet	2
Laptop	3
PC	4
Other, pls specify: _____	5
I don't know	6
Refused/no reply	7

Q21. Which is your preferred programme online? Tick one only	
Preferred programme online: _____	1
No preferred programme	2
More than one preferred programme	3
Don't know	4
Refused/no reply	5

Q22-Q23. On average, how much time do you spend watching local online programmes per day ...		
	Q22. On a weekday (Mon-Thu)	Q23. In the Weekend (Fri-Sun)
Less than 15 minutes	1	1
Bet 15 – 30 minutes	2	2
Bet 1 – 2 hours	3	3
2+ hours	4	4
Not always the same	5	5
Don't remember	6	6
Refused/no reply	7	7

E. PREFERRED SOURCE FOR LOCAL NEWS

Q24. Which is your preferred source to obtain local news? Ex. on TV, radio, online, etc. Tick one only	
Television	1 – GO TO Q25
Radio	2 – GO TO Q26
Online news portals	3 – GO TO Q27
Facebook	4 – CLOSE INTERVIEW
Other, pls specify: _____	5 – CLOSE INTERVIEW
I have no one preferred source	6 – CLOSE INTERVIEW
I use all these sources equally	7 – CLOSE INTERVIEW
I do not use any of these sources	8 – CLOSE INTERVIEW
I do not watch/listen to local news	9 – CLOSE INTERVIEW
Don't know	10 – CLOSE INTERVIEW
Refused/ no reply	11– CLOSE INTERVIEW

ASK ONLY IF Q24 is '1'	
Q25. Which is your preferred local TV station to watch local news? Tick one only	
Preferred local TV station: _____	1
I have no preferred TV station to watch news	2
I watch different TV stations equally to watch news	3
I do not use local TV stations to watch news	4
Don't know	5
Refused/ no reply	6

ASK ONLY IF Q24 is '2'	
Q26. Which is your preferred local radio station to listen to news? Tick one only	
Preferred local radio station: _____	1
I have no preferred radio station to listen to news	2
I listen to different radio stations equally to listen to news	3
I do not use local radio stations to listen to news	4
Don't know	5
Refused/ no reply	6

ASK ONLY if Q24 is '3'	
Q27. Which is your preferred local web news portal to follow news? Tick one only	
Preferred local web news portal: _____	1
I have no preferred online portal to watch news	2
I follow different online portals equally to watch news	3
I do not use local online portals to watch news	4
Don't know	5
Refused/ no reply	6

THANK YOU FOR YOUR PARTICIPATION IN THIS STUDY!