BROADCASTING AUTHORITY

Audience Survey May 2021
Research Findings Report

L-Awtorità tax-Xandir
MALTA
Broadcasting Authority

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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 - 87% of Maltese residents are TV Viewers.

Conclusion 2 - 2 in 3 Maltese residents are radio listeners.

Conclusion 3 - 17% of Maltese residents watch online Maltese programmes (solely produced for online portals).

- ✓ 87.1% of Maltese residents are TV viewers. Of these, 52% watch both local and foreign TV, 25% watch local TV stations only and 10% watch foreign TV stations only.
- ✓ 2 in 3 (62%) Maltese residents are radio listeners. 1.6% listen to foreign radio stations only. The remaining 38% do not listen to any radio at all.
- ✓ 83% of all Maltese residents do not watch Maltese programmes, which are solely produced for online portals. The remaining 17% do.

2.2 TV Viewership (n=1282)

Note: TV Viewership findings exclude non-TV viewers.

Conclusion 4 - For local TV programmes, the news bulletin is the most favourite genre with 80% of preferences of all TV viewers.

Conclusion 5 - Almost 1 in 4 TV viewers (23%) do not have a favourite local TV programme. *TVM's news bulletin* is the most favourite local TV programme of 15% of all TV viewers.

Conclusion 6 - On weekdays, 40% of all TV viewers watch 1-2 hours of local TV per day. On weekends, 1 in 3 local TV viewers (33%) watch 1-2 hours of local TV per day.

Conclusion 7 - Across one whole week, the most followed local TV station is TVM with 51% of all TV viewers, followed by One (22%) and NET TV (14%). 42.8% follow foreign TV stations.

Conclusion 8 - The 20:00 – 20:30 timeband, is the most watched TV timeband across all days of the week.

Conclusion 9 - The highest population daily average audience share was obtained by TVM, across all days of the week.

- ✓ The news bulletin is the most favourite genre for local TV programmes with 80% of preferences. Drama follows with 39% of preferences and discussions and current affairs with 34%. Variety and documentaries place fourth with 15% of preferences.
- ✓ Almost 1 in 4 local TV viewers (23%) do not have a favourite local TV programme.
- ✓ *TVM's news bulletin* is the most favourite local TV programme of 15% of all local TV viewers. *Serataron* is the second most favourite TV programme of 9% of local TV viewers, followed by *Liquorish* with 8%.
- ✓ On weekdays, on average, 40% of all TV viewers watch 1-2 hours of local TV per day. Following, 1 in 4 (25%) of local TV viewers watch 3-4 hours of local TV per day.
- ✓ On weekends, 1 in 3 local TV viewers (33%) watch 1-2 hours of local TV per day. Following, on average, 22% watch local TV for less than 1 hour per day in the weekend.
- ✓ TVM is the most watched TV station, with half of all TV viewers (51%) across the whole week. Foreign stations (any) are the second most followed, with 42.8% of preferences. ONE is the third most followed TV station, with 22% of preferences and NET TV with 14% of preferences.
- ✓ The three most followed TV timebands from Monday to Sunday are:
  - 20:00 – 20:30 (216,417 TV viewers)
  - 21:00 – 21:30 (180,638 TV viewers)
  - 20:30 – 21:00 (175,185 TV viewers)
- ✓ The highest population daily average audience share was obtained by TVM, attaining a daily average TV viewership ranging between 8,304 - 15,462, Monday to Sunday. This is equivalent to a percentage average daily TV viewership between 23.5% - 46% (Monday to Sunday). ONE and NET TV followed by obtaining a daily average TV viewership ranging between 2,768 - 8,463 (8% - 19%) and 1,877 – 4,900 (6% - 11%) respectively, Monday to Sunday.

2.3 Radio Listenership (n=1272)

Note*:* Radio Listenership findings exclude non-radio listeners.

Conclusion 10 - On weekdays, 1 in 3 local radio listeners (31%) listen to radio for less than one hour a day and between 1-2 hours a day, respectively.

Conclusion 11 - On weekends, on average, 1 in 3 local radio listeners (30%) spend less than 1 hour per day listening to local radio.

Conclusion 12 - 23% of local radio listeners do not have a preferred local radio programme.

Conclusion 13 - Across the whole week, the most followed local radio station is Bay (20%), followed by ONE radio (14%), Calypso Ten-18 (12%) and Radju Malta 1 (11%).

Conclusion 14 - The 08:00 – 08:30 timeband is the most listened to radio timeband across all days of the week.

Conclusion 15 - The highest population daily average audience shares were obtained by ONE Radio, Calypso Ten-18 and Bay on various weekdays.

Conclusion 16 - 90% of all radio listeners use the radio set for listening to radio.

- ✓ On weekdays, 1 in 3 local radio listeners (31%) listen to radio for less than one hour a day and between 1-2 hours a day, respectively. 17% listen to 3-4 hours a day .
- ✓ On weekends, on average, 1 in 3 local radio listeners (30%) spend less than 1 hour per day listening to local radio. 1 in 5 local radio listeners (27%) listen to 1 – 2 hours per day of local radio. Another 16% spend an average of 3 – 4 hours per day listening to local radio.
- ✓ 23% of local radio listeners do not have a preferred local radio programme. *Bay Breakfast with Daniel & Ylenia* is the most favourite local radio programme, with 15% of preferences. *Bonġu Calypso* is the second most favourite local radio programme, with 7% of preferences. *ONE Radio's news bulletin* is the third most favourite local radio programme with 6% of preferences.
- ✓ Across the whole week, the most followed local radio station is Bay (20%), followed by ONE radio (14%), Calypso Ten-18 (12%) and Radju Malta 1 (11%).
- ✓ Across all radio stations, the three most followed radio timebands from Monday to Sunday are:
  - 08:00 – 08:30 (92,720 radio listeners)
  - 09:00 – 09:30 (84,648 radio listeners)
  - 08:30 – 09:00 (84,430 radio listeners).
- ✓ The highest population daily average audience shares were obtained by ONE Radio, Calypso Ten-18 and Bay on various weekdays, namely (average daily audience shares in figures and percentages):
  - ONE Radio: Monday: 7381 (21%), Tuesday: 6172 (20%), Saturday: 6713 (29%), Sunday: 8399 (32%)
  - Calypso TEN-18: Wednesday: 7858 (25%), Friday: 5822 (21%)
  - Bay: Thursday: 5122 (16%).
- ✓ The radio set is the most used radio reception service for listening to radio, with almost all radio listeners (90%) using this as a radio reception service for listening to radio. 7% of all radio listeners make use of DAB+.

2.4 Online Viewership (n=352)

Note*:* Online Viewership findings exclude non-online viewers.

Conclusion 17 - 75% of online viewers use Facebook for watching online Maltese programmes (i.e. programmes solely produced for online portals).

Conclusion 18 - Mobile is the most used device for watching online Maltese programmes.

Conclusion 19 - 40% of online viewers do not have a preferred local online programme

- ✓ Facebook is the most used platform for watching online Maltese programmes (solely produced for online portals) with 75% of all online viewer preferences. 29% use lovinmalta.com and 17% use timesofmalta.com.
- ✓ Mobile is the most used device by all online viewers for watching their preferred programme online (74%), while 15% of all online viewers mostly use the laptop.
- ✓ 40% of all online viewers do not have a preferred local online programme, while 14% have more than one preferred programme. *Xarabank* is the favourite programme of 10% of online viewers, while Jon Jispjega is the favourite programme of 9% of online viewers.

2.5 Preferred Source for Local News

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

Conclusion 19 - 40% of all Maltese residents use TV as their preferred source for local news, while 22% prefer online news portals.

- ✓ Television is the preferred source for local news by 40% of all Maltese residents. 1 in 5 prefer online news portals (22%). Social media is preferred by 19% and Radio by 4.1%.
- ✓ 1 in 2 (53%) of Maltese residents (n=842) who use 'Television' as their preferred source for obtaining local news, choose TVM for watching local news. 22% prefer ONE and 15% prefer NET TV.
- ✓ 1 in 3 (29%) of Maltese residents (n=87),whose preferred source for obtaining local news is 'Radio', mentioned ONE Radio as their most preferred local radio station and 16% mentioned NET FM. Radju Malta 1 is preferred by 15%.
- ✓ More than half (56%) of Maltese residents who pprefer local news portals for following local news (n=465), mentioned timesomalta.com as their preferred local news portal. 8% mentioned tvm.com.mt.

3. INTRODUCTION

The **Broadcasting Authority (BA)** commissioned **M. FSADNI & Associates** 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 May 2021.

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. TV Viewers (local/foreign/both) & non-TV viewers [Q4A]
  ii. Preferred genre of programmes on local TV [Q4]
  iii. Favourite programme on local TV [Q5]
  iv. Daily average hours of local TV consumption - on weekdays and in the weekend [Q6 & Q7]
  v. Most followed TV stations & times during which channels were viewed on the previous day [Q8]
  vi. Average daily TV viewership [Q8]
  vii. Watching local TV programmes on demand/catch-up [Q9]
  viii. TV Reception services used [Q10]

- **Radio Listenership**
  i. Radio Listeners (local/foreign/both) & non-radio listeners [Q11A]
  ii. Daily average hours of local radio consumption - on weekdays and in the weekend [Q11 & Q12]
  iii. Favourite programme on local radio [Q13]
  iv. Most followed radio stations & times during which stations were listened to on the previous day [Q14]
  v. Average daily radio listenership [Q14]
  vi. Listening to local radio programmes on demand [Q15]
  vii. 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 **May 2021.**
- ✓ More specifically, **the dates of assessment comprised between Sunday 23rd May – Saturday 29th May 2021,** both dates inclusive. All CATI interviews were conducted on the day after each date of assessment as depicted in **Table A** below. Worthy of mention is that the days of assessment started from 'a Sunday' (not the usual 'Monday') to ensure that the audience survey assesses the TV viewership and radio listenership of the stations' scheduled programmes.
- ✓ Moreover, although the dates of assessment of this audience study were from 'a Sunday' (23rd May) to 'a Saturday' (29th May), for sake of comparison with previous and future BA audience surveys, **the research findings throughout the whole report will be presented from Monday to Sunday**.

5.3 Research Methodology & Sample Frame

- ✓ The survey participation response rate was good, with a 33% refusal rate.
- ✓ **For this audience survey wave, the survey sample was increased to 2,100 completed interviews,** as opposed to the 1240-count sample used for previous audience survey waves. These interviews were conducted with Maltese residents aged 12+ years and hailing from Malta's 6 geographical regions. The survey's 2,100-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). A total of 300 interviews per day were conducted over 7 consecutive days with Maltese residents aged 12+ years, hailing from Malta's six geographical regions (NSO, 2021).

- ✓ All 2,100 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 Sunday 23rd – Saturday 29th May 2021)

Date of Assessment	Number of Interviews
Sunday 23rd May	300 interviews
Monday 24th May	300 interviews
Tuesday 25th May	300 interviews
Wednesday 26th May	300 interviews
Thursday 27th May	300 interviews
Friday 28th May	300 interviews
Saturday 29th May	300 interviews

- ✓ **The aggregate 2100-count audience** survey sample produced statistically significant findings at a +/-2.13 confidence interval (margin of error) at a 95% confidence level.
- ✓ **The daily 300-count audience** survey sample produced statistically significant findings at a +/-5.66 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 Sunday 23rd May to Saturday 29th May 2021. 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 – MAY 21

Counts Respondents	Total	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Total Number of Respondents	**2100**	300	300	300	300	300	300	300
TV Viewers' Respondents	**1830**	269	266	252	264	267	251	261
Maltese Population of TV viewers	**399,239**	**410,802**	**406,220**	**384,840**	**403,166**	**407,747**	**383,313**	**398,584**

Table C – Total Number of Radio Listeners Per Day of Assessment – MAY21

Counts Respondents	Total	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Total Number of Respondents	**2100**	300	300	300	300	300	300	300
Radio Listeners' Respondents	**1305**	209	189	177	185	196	177	172
Maltese Population of Radio listeners	**284,703**	**319,173**	**288,630**	**270,304**	**282,522**	**299,320**	**270,304**	**262,669**

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 2100 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 2100-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 2100-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	**2100**	**1063**	**1037**	**316**	**662**	**319**	**276**	**341**	**186**
12-20	**173 8.2%**	95 8.9%	78 7.5%	24 7.6%	54 8.2%	34 10.7%	24 8.7%	23 6.7%	14 7.5%
21-30	**344 16.4%**	183 17.2%	161 15.5%	45 14.2%	117 17.7%	49 15.4%	43 15.6%	61 17.9%	29 15.6%
31-40	**362 17.2%**	192 18.1%	170 16.4%	56 17.7%	119 18.0%	60 18.8%	41 14.9%	61 17.9%	25 13.4%
41-50	**294 14.0%**	152 14.3%	142 13.7%	47 14.9%	80 12.1%	51 16.0%	42 15.2%	48 14.1%	26 14.0%
51-60	**306 14.6%**	157 14.8%	149 14.4%	39 12.3%	96 14.5%	41 12.9%	43 15.6%	58 17.0%	29 15.6%
61-70	**315 15.0%**	155 14.6%	160 15.4%	47 14.9%	101 15.3%	43 13.5%	43 15.6%	51 15.0%	30 16.1%
71+	**306 14.6%**	129 12.1%	177 17.1%	58 18.4%	95 14.4%	41 12.9%	40 14.5%	39 11.4%	33 17.7%

8. TV VIEWERSHIP – FINDINGS

8.1 Introduction

- ✓ **87.1% of Maltese residents are TV viewers**. Of these, 51.6% watch both local and foreign TV, 25.2% watch local TV stations only and 10.3% watch foreign TV stations only.
- ✓ The most followed local TV station is TVM with 50.6% of all TV viewers, followed by One (21.5%) and NET TV (14.4%). 42.8% follow foreign TV stations.

Research Findings in Detail

Tables below illustrate details on the above research findings.

Exhibit 1 – TV viewers/non viewers (N=2100)

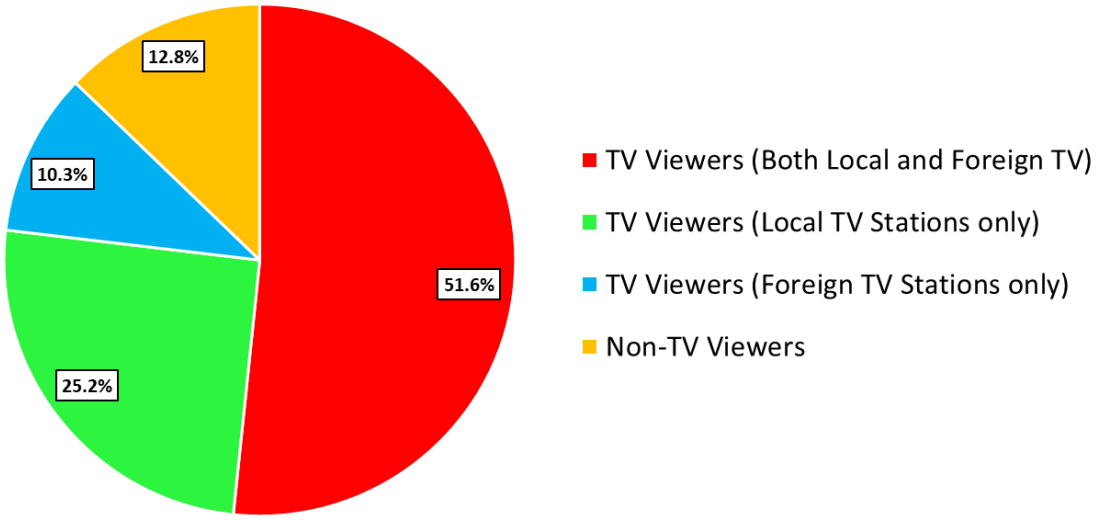


Table 2 – Q4A - TV viewers/non viewers – by Age & Gender (N=2100)

Counts Break % Respondents	Total	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	**2100**	**173**	**344**	**362**	**294**	**306**	**315**	**306**	**1063**	**1037**
Both local and foreign	**1083 51.6%**	74 42.8%	144 41.9%	155 42.8%	156 53.1%	174 56.9%	198 62.9%	182 59.5%	532 50.0%	551 53.1%
Local TV only	**530 25.2%**	36 20.8%	72 20.9%	78 21.5%	66 22.4%	94 30.7%	88 27.9%	96 31.4%	224 21.1%	306 29.5%
I do not watch any TV	**259 12.3%**	41 23.7%	77 22.4%	68 18.8%	32 10.9%	16 5.2%	13 4.1%	12 3.9%	168 15.8%	91 8.8%
Foreign TV only	**217 10.3%**	22 12.7%	49 14.2%	57 15.7%	38 12.9%	22 7.2%	14 4.4%	15 4.9%	129 12.1%	88 8.5%
We do not have a TV set (and do not watch TV)	**11 0.5%**	- -	2 0.6%	4 1.1%	2 0.7%	- -	2 0.6%	1 0.3%	10 0.9%	1 0.1%

Exhibit 2 – Most followed TV stations (Monday to Sunday) (Multiple-Response Q) (n=1830)

***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)*

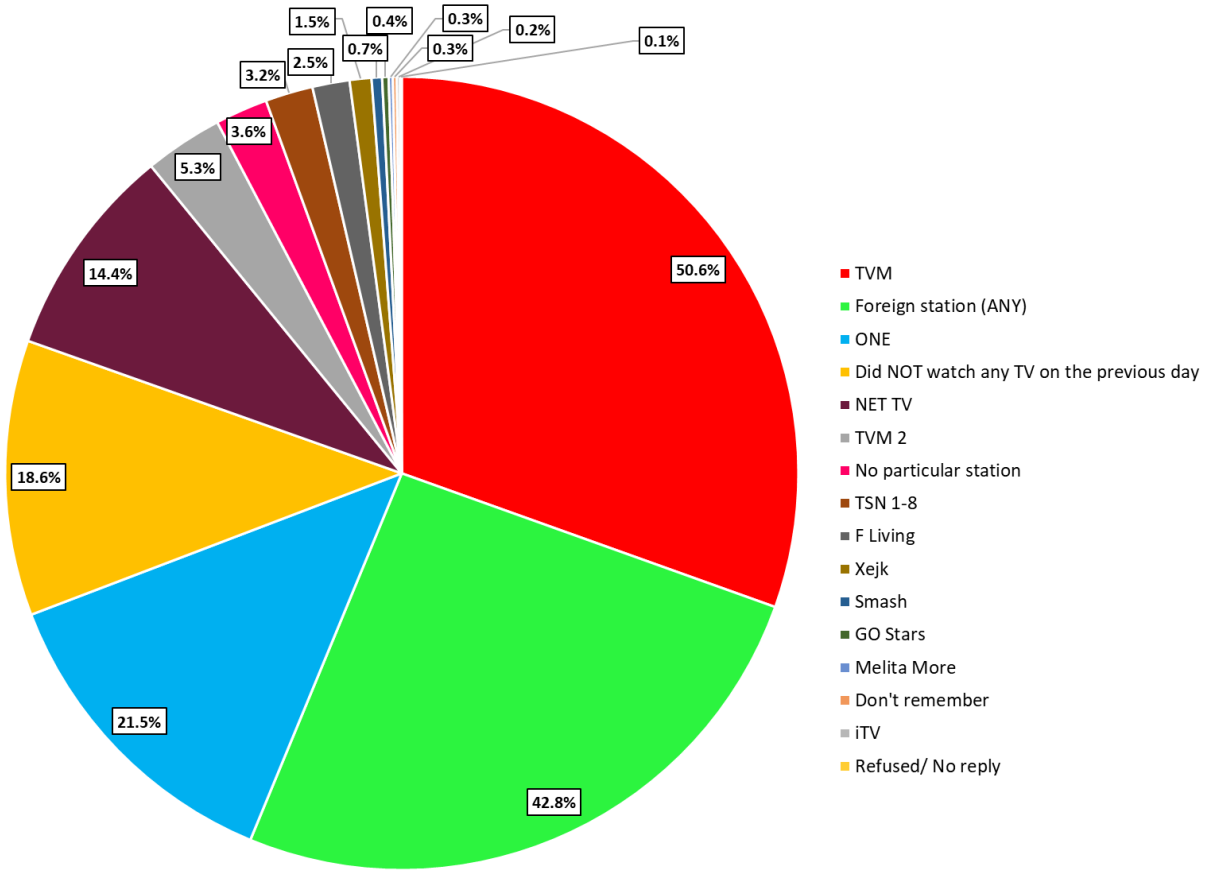


Exhibit 2 illustrates the most followed TV stations during Week 23rd – 29th May 2021.
'Did not watch any TV on the previous day' refers to TV viewers who did not watch TV on the day of assessment during that particular week.
Note: TV stations not featured in the Exhibit above have a TV viewership of less than 0.2% Between Monday to Sunday.

This Section gives details on the TV viewership of the 1830 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 totalled 1613.

- ✓ **The News Bulletin** is the most favourite genre for local TV programmes, with 79.5% (1,282 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 38.7% (624 respondents) indicating - this as one of their favourite genres for local TV programmes. This genre is more popular amongst female TV viewers (52%) as opposed to male TV viewers (24%).
- ✓ **Discussions and Current affairs** is the third most favourite genre for local TV programmes, with 34.3% (554 respondents) indicating this as one of their preferred genres. This genre is mostly popular amongst TV viewers aged 31+ years.
- ✓ **Variety** and **Documentaries** both place as the fourth most favourite genre with 15% respectively of all TV viewers indicating them as one of their favourite genres.

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=1613)

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	**1613**	**110**	**216**	**233**	**222**	**268**	**286**	**278**	**756**	**857**
News (Local and foreign)	**1282** **79.5%**	62 56.4%	131 60.6%	178 76.4%	181 81.5%	230 85.8%	253 88.5%	247 88.8%	628 83.1%	654 76.3%
Drama	**624** **38.7%**	38 34.5%	80 37.0%	83 35.6%	86 38.7%	114 42.5%	111 38.8%	112 40.3%	182 24.1%	442 51.6%
Discussions and current affairs	**554** **34.3%**	16 14.5%	55 25.5%	76 32.6%	87 39.2%	105 39.2%	109 38.1%	106 38.1%	295 39.0%	259 30.2%
Documentaries	**235** **14.6%**	9 8.2%	26 12.0%	39 16.7%	43 19.4%	31 11.6%	44 15.4%	43 15.5%	118 15.6%	117 13.7%
Variety (entertainment) / Comedy / Games	**235** **14.6%**	27 24.5%	51 23.6%	45 19.3%	23 10.4%	36 13.4%	31 10.8%	22 7.9%	92 12.2%	143 16.7%
Sport	**172** **10.7%**	22 20.0%	30 13.9%	23 9.9%	24 10.8%	23 8.6%	33 11.5%	17 6.1%	154 20.4%	18 2.1%
Lifestyle	**154** **9.5%**	14 12.7%	21 9.7%	20 8.6%	16 7.2%	25 9.3%	33 11.5%	25 9.0%	29 3.8%	125 14.6%
Cultural and/or educational	**93** **5.8%**	6 5.5%	13 6.0%	20 8.6%	12 5.4%	17 6.3%	12 4.2%	13 4.7%	42 5.6%	51 6.0%
Quiz programmes	**70** **4.3%**	6 5.5%	8 3.7%	14 6.0%	5 2.3%	11 4.1%	10 3.5%	16 5.8%	23 3.0%	47 5.5%
Religious	**63** **3.9%**	- -	5 2.3%	1 0.4%	4 1.8%	8 3.0%	18 6.3%	27 9.7%	20 2.6%	43 5.0%
Music	**43** **2.7%**	9 8.2%	14 6.5%	5 2.1%	1 0.5%	3 1.1%	5 1.7%	6 2.2%	24 3.2%	19 2.2%
I do not have a favourite type of programme	**42** **2.6%**	5 4.5%	10 4.6%	8 3.4%	5 2.3%	6 2.2%	2 0.7%	6 2.2%	21 2.8%	21 2.5%
Movies	**29** **1.8%**	- -	6 2.8%	8 3.4%	6 2.7%	4 1.5%	1 0.3%	4 1.4%	8 1.1%	21 2.5%
Reality shows	**19** **1.2%**	4 3.6%	6 2.8%	3 1.3%	1 0.5%	2 0.7%	3 1.0%	- -	9 1.2%	10 1.2%
Teleshopping	**15** **0.9%**	- -	- -	2 0.9%	3 1.4%	3 1.1%	4 1.4%	3 1.1%	4 0.5%	11 1.3%
Children's	**13** **0.8%**	- -	5 2.3%	7 3.0%	1 0.5%	- -	- -	- -	3 0.4%	10 1.2%

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 1613.

- ✓ Almost 1 in 4 local TV viewers (23.3% - 376 respondents) **do not have a favourite local TV programme.**
- ✓ ***TVM's news bulletin*** is the most favourite local TV programme of 14.6% (235 respondents) of all local TV viewers. ***Serataron*** is the second most favourite TV programme with 9.1% (147 respondents) of local TV viewers, followed by ***Liquorish*** with 8.2% (132 respondents).

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=1613)

Counts Break % Respondents	Total	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	**1613**	**110**	**216**	**233**	**222**	**268**	**286**	**278**	**756**	**857**
No preferred programme	**376** **23.3%**	33 30.0%	59 27.3%	60 25.8%	53 23.9%	60 22.4%	60 21.0%	51 18.3%	217 28.7%	159 18.6%
News Bulletin - TVM	**235** **14.6%**	14 12.7%	24 11.1%	33 14.2%	39 17.6%	45 16.8%	41 14.3%	39 14.0%	139 18.4%	96 11.2%
Serataron	**147** **9.1%**	10 9.1%	38 17.6%	33 14.2%	27 12.2%	18 6.7%	17 5.9%	4 1.4%	58 7.7%	89 10.4%
Liquorish	**132** **8.2%**	20 18.2%	37 17.1%	21 9.0%	12 5.4%	16 6.0%	15 5.2%	11 4.0%	51 6.7%	81 9.5%
More than one preferred programme	**78** **4.8%**	5 4.5%	7 3.2%	15 6.4%	14 6.3%	12 4.5%	14 4.9%	11 4.0%	30 4.0%	48 5.6%
News Bulletin – NET	**66** **4.1%**	1 0.9%	2 0.9%	6 2.6%	6 2.7%	10 3.7%	20 7.0%	21 7.6%	34 4.5%	32 3.7%
News Bulletin - ONE	**56** **3.5%**	1 0.9%	2 0.9%	4 1.7%	1 0.5%	14 5.2%	17 5.9%	17 6.1%	28 3.7%	28 3.3%
L-Erbgħa fost il-Ġimgħa	**56** **3.5%**	7 6.4%	9 4.2%	11 4.7%	12 5.4%	8 3.0%	4 1.4%	5 1.8%	29 3.8%	27 3.2%
Nostalġija	**55** **3.4%**	3 2.7%	8 3.7%	9 3.9%	7 3.2%	12 4.5%	8 2.8%	8 2.9%	17 2.2%	38 4.4%
Sorelle	**44** **2.7%**	- -	2 0.9%	4 1.7%	6 2.7%	13 4.9%	7 2.4%	12 4.3%	7 0.9%	37 4.3%
F'Ġieħ l-Imħabba	**36** **2.2%**	- -	3 1.4%	2 0.9%	6 2.7%	5 1.9%	5 1.7%	15 5.4%	12 1.6%	24 2.8%
Pjazza	**35** **2.2%**	1 0.9%	2 0.9%	3 1.3%	2 0.9%	7 2.6%	6 2.1%	14 5.0%	16 2.1%	19 2.2%
Division 7	**29** **1.8%**	5 4.5%	5 2.3%	5 2.1%	6 2.7%	4 1.5%	3 1.0%	1 0.4%	13 1.7%	16 1.9%
F Living Show	**23** **1.4%**	1 0.9%	- -	1 0.4%	2 0.9%	5 1.9%	4 1.4%	10 3.6%	5 0.7%	18 2.1%
Illum ma' Steph	**19** **1.2%**	1 0.9%	3 1.4%	2 0.9%	2 0.9%	4 1.5%	5 1.7%	2 0.7%	2 0.3%	17 2.0%
NET Live	**18** **1.1%**	- -	- -	1 0.4%	4 1.8%	1 0.4%	5 1.7%	7 2.5%	10 1.3%	8 0.9%
Il-Quddiesa	**17** **1.1%**	- -	1 0.5%	- -	2 0.9%	- -	4 1.4%	10 3.6%	3 0.4%	14 1.6%
Fattigi	**15** **0.9%**	- -	2 0.9%	1 0.4%	1 0.5%	1 0.4%	8 2.8%	2 0.7%	2 0.3%	13 1.5%
Niskata	**15** **0.9%**	- -	- -	- -	1 0.5%	5 1.9%	6 2.1%	3 1.1%	2 0.3%	13 1.5%
Popolin	**12** **0.7%**	- -	1 0.5%	2 0.9%	1 0.5%	3 1.1%	1 0.3%	4 1.4%	6 0.8%	6 0.7%
L-Awla	**12** **0.7%**	- -	2 0.9%	1 0.4%	2 0.9%	2 0.7%	5 1.7%	- -	8 1.1%	4 0.5%
Ħadd Għalik	**8** **0.5%**	- -	- -	2 0.9%	- -	2 0.7%	2 0.7%	2 0.7%	3 0.4%	5 0.6%
Family Affair	**7** **0.4%**	- -	- -	- -	- -	- -	2 0.7%	5 1.8%	1 0.1%	6 0.7%
Arani Issa	**6** **0.4%**	- -	- -	2 0.9%	1 0.5%	2 0.7%	1 0.3%	- -	3 0.4%	3 0.4%
Ilsien in-nisa	**6** **0.4%**	- -	4 1.9%	- -	1 0.5%	- -	- -	1 0.4%	- -	6 0.7%
Kompendju	**6** **0.4%**	- -	- -	1 0.4%	1 0.5%	1 0.4%	- -	3 1.1%	1 0.1%	5 0.6%
F'Baħar Wieħed	**6** **0.4%**	- -	- -	- -	1 0.5%	1 0.4%	2 0.7%	2 0.7%	- -	6 0.7%
Malta u lil hinn minnha	**5** **0.3%**	- -	- -	2 0.9%	- -	- -	1 0.3%	2 0.7%	3 0.4%	2 0.2%
Profili	**5** **0.3%**	- -	- -	1 0.4%	- -	2 0.7%	2 0.7%	- -	4 0.5%	1 0.1%
Kalamita	**4** **0.2%**	- -	- -	1 0.4%	- -	1 0.4%	2 0.7%	- -	- -	4 0.5%

Replay	**4** **0.2%**	- -	- -	1 0.4%	1 0.5%	- -	2 0.7%	- -	4 0.5%	- -
Sibtek	**4** **0.2%**	1 0.9%	- -	1 0.4%	- -	1 0.4%	- -	1 0.4%	2 0.3%	2 0.2%
Sport Extra	**4** **0.2%**	1 0.9%	- -	1 0.4%	1 0.5%	- -	- -	1 0.4%	4 0.5%	- -
Żona Sport	**4** **0.2%**	- -	- -	- -	- -	1 0.4%	1 0.3%	2 0.7%	4 0.5%	- -
Refused/ Don't know/ No reply	**4** **0.2%**	- -	- -	- -	- -	2 0.7%	2 0.7%	- -	3 0.4%	1 0.1%
Life & Style	**3** **0.2%**	- -	- -	- -	- -	2 0.7%	- -	1 0.4%	- -	3 0.4%
Local Traveller	**3** **0.2%**	- -	- -	- -	2 0.9%	1 0.4%	- -	- -	2 0.3%	1 0.1%
Newsroom	**3** **0.2%**	- -	- -	- -	- -	- -	3 1.0%	- -	2 0.3%	1 0.1%
Pajjiżi	**3** **0.2%**	- -	- -	- -	- -	- -	2 0.7%	1 0.4%	2 0.3%	1 0.1%
TVAM	**3** **0.2%**	- -	- -	- -	- -	- -	1 0.3%	2 0.7%	2 0.3%	1 0.1%
Xtra	**3** **0.2%**	- -	1 0.5%	- -	2 0.9%	- -	- -	- -	3 0.4%	- -
Min Imissu	**2** **0.1%**	1 0.9%	1 0.5%	- -	- -	- -	- -	- -	1 0.1%	1 0.1%
Ninvestigaw x'qed nieklu	**2** **0.1%**	1 0.9%	- -	- -	- -	- -	1 0.3%	- -	1 0.1%	1 0.1%
The Entertainers	**2** **0.1%**	- -	- -	- -	1 0.5%	- -	1 0.3%	- -	2 0.3%	- -
Espresso	**2** **0.1%**	- -	- -	- -	- -	1 0.4%	- -	1 0.4%	- -	2 0.2%
In d House	**2** **0.1%**	- -	- -	1 0.4%	- -	1 0.4%	- -	- -	1 0.1%	1 0.1%
Dejjem Tegħek Becky	**2** **0.1%**	1 0.9%	- -	- -	- -	- -	- -	1 0.4%	1 0.1%	1 0.1%
Animal Diaries	**1** **0.1%**	- -	- -	- -	1 0.5%	- -	- -	- -	1 0.1%	- -
Better Living	**1** **0.1%**	- -	- -	- -	- -	- -	- -	1 0.4%	- -	1 0.1%
Follow Up	**1** **0.1%**	- -	- -	1 0.4%	- -	- -	- -	- -	1 0.1%	- -
Gadgets	**1** **0.1%**	- -	- -	- -	1 0.5%	- -	- -	- -	- -	1 0.1%
Ieqaf 20 minuta	**1** **0.1%**	- -	- -	- -	- -	1 0.4%	- -	- -	- -	1 0.1%
Insights	**1** **0.1%**	- -	- -	- -	- -	- -	1 0.3%	- -	1 0.1%	- -
It's Morris	**1** **0.1%**	1 0.9%	- -	- -	- -	- -	- -	- -	1 0.1%	- -
Kikkra Te	**1** **0.1%**	- -	- -	- -	- -	- -	- -	1 0.4%	- -	1 0.1%
Meander, Arti u Kultura	**1** **0.1%**	- -	- -	- -	- -	- -	1 0.3%	- -	- -	1 0.1%
Paper Scan	**1** **0.1%**	- -	- -	- -	- -	- -	1 0.3%	- -	1 0.1%	- -
Maltarti	**1** **0.1%**	- -	1 0.5%	- -	- -	- -	- -	- -	1 0.1%	- -
Malta Gladiator Trail	**1** **0.1%**	1 0.9%	- -	- -	- -	- -	- -	- -	1 0.1%	- -
Ħbieb u Għedewwa	**1** **0.1%**	- -	- -	- -	- -	- -	- -	1 0.4%	1 0.1%	- -
Flusek	**1** **0.1%**	- -	- -	1 0.4%	- -	- -	- -	- -	- -	1 0.1%
Charmaine Gauci: Covid19 update	**1** **0.1%**	- -	- -	- -	- -	- -	1 0.3%	- -	1 0.1%	- -
Prime-time	**1** **0.1%**	1 0.9%	- -	- -	- -	- -	- -	- -	1 0.1%	- -
Tiġrijiet Biss	**1** **0.1%**	- -	- -	1 0.4%	- -	- -	- -	- -	1 0.1%	- -
Espressjoni	**1** **0.1%**	- -	- -	- -	- -	1 0.4%	- -	- -	1 0.1%	- -

Dine or dishes	**1** **0.1%**	- -	- -	- -	- -	1 0.4%	- -	- -	- -	1 0.1%
Jekk Jogħġobkom	**1** **0.1%**	- -	- -	- -	- -	1 0.4%	- -	- -	- -	1 0.1%
L-Argument	**1** **0.1%**	- -	- -	1 0.4%	- -	- -	- -	- -	1 0.1%	- -
X'Sar Minnhom	**1** **0.1%**	- -	- -	- -	1 0.5%	- -	- -	- -	1 0.1%	- -
@Magic	**1** **0.1%**	- -	- -	- -	- -	1 0.4%	- -	- -	- -	1 0.1%
Klassi Għalina	**1** **0.1%**	- -	- -	1 0.4%	- -	- -	- -	- -	- -	1 0.1%
Kif isir	**1** **0.1%**	- -	1 0.5%	- -	- -	- -	- -	- -	- -	1 0.1%
Motordrome	**1** **0.1%**	- -	- -	- -	- -	- -	- -	1 0.4%	1 0.1%	- -
Il-Kollezzjonist	**1** **0.1%**	- -	- -	- -	- -	- -	1 0.3%	- -	- -	1 0.1%
Tgħid x'inhu?	**1** **0.1%**	- -	- -	- -	1 0.5%	- -	- -	- -	- -	1 0.1%
Simpatiċi	**1** **0.1%**	- -	- -	- -	- -	- -	- -	1 0.4%	- -	1 0.1%
Somelliere	**1** **0.1%**	- -	- -	1 0.4%	- -	- -	- -	- -	1 0.1%	- -
Nota f'Nota	**1** **0.1%**	- -	1 0.5%	- -	- -	- -	- -	- -	1 0.1%	- -
Country Jamboree	**1** **0.1%**	- -	- -	- -	- -	- -	1 0.3%	- -	- -	1 0.1%
Għawdex Illum	**1** **0.1%**	- -	- -	- -	- -	- -	- -	1 0.4%	1 0.1%	- -
Dak li Jgħodd	**1** **0.1%**	- -	- -	- -	1 0.5%	- -	- -	- -	- -	1 0.1%

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 1613.

- ✓ 40% (643 respondents) of all 1613 local TV viewers, on average, **watch 1-2 hours of local TV per day**, on weekdays.
- ✓ Following, 1 in 4 (25% - 404 respondents) of local TV viewers **watch 3-4 hours of local TV per day.** The TV consumption trend is more evident with TV viewers aged 41+ years old.
- ✓ 1 in 5 (21.5% - 347 respondents) of local TV viewers **watch less than one hour a day**, on average.

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=1613)

Counts Break % Respondents	Total	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	**1613**	**110**	**216**	**233**	**222**	**268**	**286**	**278**	**756**	**857**
None	**7** **0.4%**	- -	1 0.5%	2 0.9%	2 0.9%	- -	1 0.3%	1 0.4%	4 0.5%	3 0.4%
<1 hr a day	**347** **21.5%**	43 39.1%	87 40.3%	71 30.5%	57 25.7%	40 14.9%	34 11.9%	15 5.4%	198 26.2%	149 17.4%
1-2 hrs a day	**643** **39.9%**	46 41.8%	94 43.5%	98 42.1%	91 41.0%	117 43.7%	103 36.0%	94 33.8%	308 40.7%	335 39.1%
3-4 hrs a day	**404** **25.0%**	13 11.8%	21 9.7%	50 21.5%	54 24.3%	76 28.4%	101 35.3%	89 32.0%	155 20.5%	249 29.1%
5-6 hrs a day	**94** **5.8%**	4 3.6%	2 0.9%	2 0.9%	2 0.9%	15 5.6%	29 10.1%	40 14.4%	42 5.6%	52 6.1%
6+ hrs a day	**70** **4.3%**	1 0.9%	1 0.5%	1 0.4%	7 3.2%	13 4.9%	13 4.5%	34 12.2%	20 2.6%	50 5.8%
Not always the same	**44** **2.7%**	3 2.7%	8 3.7%	9 3.9%	8 3.6%	7 2.6%	5 1.7%	4 1.4%	27 3.6%	17 2.0%
Don't remember/ No reply	**4** **0.2%**	- -	2 0.9%	- -	1 0.5%	- -	- -	1 0.4%	2 0.3%	2 0.2%

Table 5.2 – Q6 – Daily average hours of LOCAL TV consumption: on weekdays (Monday – Thursday) – by Geographical Region (n=1613)

Counts Break % Respondents	Total	Geographical Region					
		Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo
Total	**1613**	**254**	**492**	**253**	**220**	**244**	**150**
None	**7** **0.4%**	- -	5 1.0%	1 0.4%	- -	1 0.4%	- -
<1 hr a day	**347** **21.5%**	41 16.1%	113 23.0%	51 20.2%	50 22.7%	57 23.4%	35 23.3%
1-2 hrs a day	**643** **39.9%**	108 42.5%	172 35.0%	103 40.7%	101 45.9%	100 41.0%	59 39.3%
3-4 hrs a day	**404** **25.0%**	66 26.0%	134 27.2%	68 26.9%	49 22.3%	53 21.7%	34 22.7%
5-6 hrs a day	**94** **5.8%**	26 10.2%	28 5.7%	14 5.5%	10 4.5%	13 5.3%	3 2.0%
6+ hrs a day	**70** **4.3%**	8 3.1%	28 5.7%	10 4.0%	4 1.8%	13 5.3%	7 4.7%
Not always the same	**44** **2.7%**	4 1.6%	10 2.0%	5 2.0%	6 2.7%	7 2.9%	12 8.0%
Don't remember/ No reply	**4** **0.2%**	1 0.4%	2 0.4%	1 0.4%	- -	- -	- -

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 1613.

- ✓ 1 in 3 local TV viewers (33.4% - 538 respondents) **watch 1-2 hours of local TV per day in the weekend**. This TV consumption trend is evident across all age cohorts.
- ✓ Following, 1 in 5 TV viewers (21.9% - 353 respondents), on average, watch local TV for **less than 1 hour per day** in the weekend.
- ✓ Yet another 1 in 5 TV viewers (21.6% - 349 respondents) watch an average of **3-4 hours per day** of local TV in the weekend. This TV consumption trend is more evident among the adult and mature age cohorts.

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=1613)

Counts Break % Respondents	Total	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	**1613**	**110**	**216**	**233**	**222**	**268**	**286**	**278**	**756**	**857**
None	**88** **5.5%**	19 17.3%	22 10.2%	11 4.7%	11 5.0%	11 4.1%	10 3.5%	4 1.4%	41 5.4%	47 5.5%
<1 hr a day	**353** **21.9%**	36 32.7%	75 34.7%	68 29.2%	57 25.7%	52 19.4%	41 14.3%	24 8.6%	196 25.9%	157 18.3%
1-2 hrs a day	**538** **33.4%**	33 30.0%	71 32.9%	79 33.9%	69 31.1%	95 35.4%	94 32.9%	97 34.9%	267 35.3%	271 31.6%
3-4 hrs a day	**349** **21.6%**	12 10.9%	26 12.0%	41 17.6%	47 21.2%	68 25.4%	82 28.7%	73 26.3%	125 16.5%	224 26.1%
5-6 hrs a day	**87** **5.4%**	1 0.9%	5 2.3%	9 3.9%	6 2.7%	15 5.6%	23 8.0%	28 10.1%	40 5.3%	47 5.5%
6+ hrs a day	**83** **5.1%**	1 0.9%	2 0.9%	4 1.7%	7 3.2%	11 4.1%	20 7.0%	38 13.7%	30 4.0%	53 6.2%
Not always the same	**111** **6.9%**	7 6.4%	14 6.5%	21 9.0%	24 10.8%	16 6.0%	16 5.6%	13 4.7%	56 7.4%	55 6.4%
Don't remember/ No reply	**4** **0.2%**	1 0.9%	1 0.5%	- -	1 0.5%	- -	- -	1 0.4%	1 0.1%	3 0.4%

Table 6.2 – Q7 – Daily average hours of LOCAL TV consumption: in the weekend (Friday – Sunday) – by Geographical Region (n=1613)

Counts Break % Respondents	Total	Geographical Region					
		Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo
Total	**1613**	**254**	**492**	**253**	**220**	**244**	**150**
None	**88** **5.5%**	12 4.7%	21 4.3%	16 6.3%	12 5.5%	20 8.2%	7 4.7%
<1 hr a day	**353** **21.9%**	41 16.1%	115 23.4%	53 20.9%	46 20.9%	58 23.8%	40 26.7%
1-2 hrs a day	**538** **33.4%**	89 35.0%	153 31.1%	81 32.0%	95 43.2%	77 31.6%	43 28.7%
3-4 hrs a day	**349** **21.6%**	63 24.8%	99 20.1%	61 24.1%	47 21.4%	43 17.6%	36 24.0%
5-6 hrs a day	**87** **5.4%**	19 7.5%	31 6.3%	10 4.0%	7 3.2%	15 6.1%	5 3.3%
6+ hrs a day	**83** **5.1%**	12 4.7%	34 6.9%	13 5.1%	5 2.3%	12 4.9%	7 4.7%
Not always the same	**111** **6.9%**	17 6.7%	38 7.7%	17 6.7%	8 3.6%	19 7.8%	12 8.0%
Don't remember/ No reply	**4** **0.2%**	1 0.4%	1 0.2%	2 0.8%	- -	- -	- -

8.6 Most Followed TV Stations: Monday to Sunday

All of Malta's TV Viewers were given the possibility **of mentioning up to three TV stations they watched on the previous day**. Out of a total of 1830 TV viewers, 341 viewers said that they did not watch any television on the previous day.

- ✓ **TVM is the most watched TV station**, with half of all TV viewers (50.6% - 926 respondents) mentioning TVM as one of the three TV stations they watched on the previous day. TVM is, in fact, the most watched station across all age cohorts and gender.
- ✓ **Foreign stations (any) are the second most followed**, with 42.8% (783 respondents) having watched a foreign TV station on the previous day. In fact, foreign stations are the second most followed across all age cohorts and gender.
- ✓ **ONE is the third most followed TV station**, with 1 in 5 TV viewers (21.5% - 394 respondents) mentioning ONE as one of the TV stations they watched on the previous day. ONE is mostly followed by the older age cohort TV viewers aged 41+ years.
- ✓ **NET TV is the fourth most followed TV station**, with 14.4% (264 respondents) having watched this station on the previous day. NET TV is also mostly followed by the older age cohort TV viewers aged 41+ years.
- ✓ **Table 7.2** below illustrates these findings extrapolated to reflect Malta's population of TV viewers.

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=1830)

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 1830.

Counts Respondents	TOTAL	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	**1830**	**132**	**265**	**290**	**260**	**290**	**300**	**293**	**885**	**945**
TVM	**926**	52	121	125	123	163	169	173	430	496
	50.6%	39.4%	45.7%	43.1%	47.3%	56.2%	56.3%	59.0%	48.6%	52.5%
Foreign station (ANY)	**783**	30	101	120	116	136	156	124	403	380
	42.8%	22.7%	38.1%	41.4%	44.6%	46.9%	52.0%	42.3%	45.5%	40.2%
ONE	**394**	18	31	39	54	75	87	90	175	219
	21.5%	13.6%	11.7%	13.4%	20.8%	25.9%	29.0%	30.7%	19.8%	23.2%
Did NOT watch any TV on the previous day	**341**	53	71	82	50	34	29	22	158	183
	18.6%	40.2%	26.8%	28.3%	19.2%	11.7%	9.7%	7.5%	17.9%	19.4%
NET TV	**264**	7	23	19	33	38	63	81	126	138
	14.4%	5.3%	8.7%	6.6%	12.7%	13.1%	21.0%	27.6%	14.2%	14.6%
TVM 2	**97**	4	9	8	11	20	27	18	50	47
	5.3%	3.0%	3.4%	2.8%	4.2%	6.9%	9.0%	6.1%	5.6%	5.0%
No particular station	**65**	3	9	11	11	12	9	10	31	34
	3.6%	2.3%	3.4%	3.8%	4.2%	4.1%	3.0%	3.4%	3.5%	3.6%
TSN 1-8	**59**	8	13	7	7	10	12	2	45	14
	3.2%	6.1%	4.9%	2.4%	2.7%	3.4%	4.0%	0.7%	5.1%	1.5%
F Living	**46**	-	1	3	3	11	12	16	11	35
	2.5%	-	0.4%	1.0%	1.2%	3.8%	4.0%	5.5%	1.2%	3.7%
Xejk	**27**	1	2	1	-	6	6	11	16	11
	1.5%	0.8%	0.8%	0.3%	-	2.1%	2.0%	3.8%	1.8%	1.2%
Smash	**13**	1	-	2	-	2	1	7	4	9
	0.7%	0.8%	-	0.7%	-	0.7%	0.3%	2.4%	0.5%	1.0%
GO Stars	**8**	-	1	-	3	-	2	2	6	2
	0.4%	-	0.4%	-	1.2%	-	0.7%	0.7%	0.7%	0.2%
Melita More	**5**	-	-	-	-	1	2	2	2	3
	0.3%	-	-	-	-	0.3%	0.7%	0.7%	0.2%	0.3%
Don't remember	**5**	-	-	1	-	-	2	2	4	1
	0.3%	-	-	0.3%	-	-	0.7%	0.7%	0.5%	0.1%
iTV	**4**	-	1	1	1	-	-	1	2	2
	0.2%	-	0.4%	0.3%	0.4%	-	-	0.3%	0.2%	0.2%
Refused/ No reply	**2**	-	-	-	-	-	2	-	-	2
	0.1%	-	-	-	-	-	0.7%	-	-	0.2%

Note I: TV stations not featured in the Table above have a TV viewership of less than 0.2% 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 23rd – 29th May 2021.

Table 7.2 – Q8 – Most followed TV stations (Monday to Sunday) – by Age & Gender (Multiple-Response Q) (n=399,239)

***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 399,239.*

Counts Respondents	TOTAL	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	**399,239**	**28,798**	**57,813**	**63,267**	**56,722**	**63,267**	**65,449**	**63,922**	**193,075**	**206,164**
TVM	**202,019**	11,345	26,398	27,270	26,834	35,560	36,870	37,742	93,810	108,209
Foreign station (ANY)	**170,822**	6,545	22,034	26,179	25,307	29,670	34,033	27,052	87,920	82,902
ONE	**85,956**	3,927	6,763	8,508	11,781	16,362	18,980	19,635	38,179	47,778
Did NOT watch any TV on the previous day	**74,394**	11,563	15,490	17,889	10,908	7,418	6,327	4,800	34,470	39,924
NET TV	**57,595**	1,527	5,018	4,145	7,199	8,290	13,744	17,671	27,489	30,106
TVM 2	**21,162**	873	1,963	1,745	2,400	4,363	5,890	3,927	10,908	10,254
No particular station	**14,181**	655	1,963	2,400	2,400	2,618	1,963	2,182	6,763	7,418
TSN 1-8 (Melita / GO)	**12,872**	1,745	2,836	1,527	1,527	2,182	2,618	436	9,817	3,054
F Living	**10,036**	0	218	654	654	2,400	2,618	3,491	2,400	7,636
Xejk	**5,890**	218	436	218	0	1,309	1,309	2,400	3,491	2,400
Smash	**2,836**	218	0	436	0	436	218	1,527	873	1,963
GO Stars	**1,745**	0	218	0	654	0	436	436	1,309	436
Melita More	**1,091**	0	0	0	0	218	436	436	436	654
Don't remember	**1,091**	0	0	218	0	0	436	436	873	218
iTV	**873**	0	218	218	218	0	0	218	436	436
Refused/ No reply	**436**	0	0	0	0	0	436	0	0	436

Note I: *TV stations not featured in the Table above have a TV viewership of less than 0.2% 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 23rd – 29th May 2021.

8.7 Most Followed TV Timebands: Monday to Sunday

All TV Viewers (excluding TV viewers who did not watch TV on the date of assessment) were asked to indicate **all timebands** during which they watched the three mentioned TV stations (including foreign stations) on the previous day.

- ✓ T**he three most followed TV timebands** from Monday to Sunday are:
  - 20:00 – 20:30 (216,417 TV viewers)
  - 21:00 – 21:30 (180,638 TV viewers)
  - 20:30 – 21:00 (175,185 TV viewers)

Research Findings in Detail

Table 8 – Q8 – Timebands: Monday to Sunday – by Age & Gender (n=399,239)

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

Counts Respondents	Age							Gender		Did not watch any 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	0	218	0	218	218	218	0	436	436	90,101	308,265	**399,239**
00:30 - 01:00	0	0	0	218	0	218	0	218	218	90,101	308,701	**399,239**
01:00 - 01:30	0	0	0	0	0	0	0	0	0	90,101	309,138	**399,239**
01:30 - 02:00	0	0	0	0	0	0	0	0	0	90,101	309,138	**399,239**
02:00 - 02:30	0	0	0	0	0	0	0	0	0	90,101	309,138	**399,239**
02:30 - 03:00	0	0	0	0	0	0	0	0	0	90,101	309,138	**399,239**
03:00 - 03:30	0	0	0	218	0	218	0	0	436	90,101	308,701	**399,239**
03:30 - 04:00	0	0	0	0	0	218	0	0	218	90,101	308,919	**399,239**
04:00 - 04:30	0	0	0	218	0	0	0	0	218	90,101	308,919	**399,239**
04:30 - 05:00	0	0	0	218	0	218	0	0	436	90,101	308,701	**399,239**
05:00 - 05:30	0	0	0	0	0	218	0	218	0	90,101	308,919	**399,239**
05:30 - 06:00	0	0	0	218	0	218	0	218	218	90,101	308,701	**399,239**
06:00 - 06:30	0	0	436	436	218	218	218	436	1,091	90,101	307,610	**399,239**
06:30 - 07:00	0	0	873	436	0	436	436	654	1,527	90,101	306,956	**399,239**
07:00 - 07:30	0	0	873	436	654	1,091	2,182	2,400	2,836	90,101	303,902	**399,239**
07:30 - 08:00	218	0	654	436	654	1,309	2,400	2,400	3,272	90,101	303,465	**399,239**
08:00 - 08:30	218	873	1,091	1,527	2,618	2,836	4,363	3,709	9,817	90,101	295,611	**399,239**
08:30 - 09:00	218	873	1,091	1,963	2,836	1,963	3,272	3,709	8,508	90,101	296,920	**399,239**
09:00 - 09:30	218	1,527	1,309	1,745	3,272	2,182	3,927	4,363	9,817	90,101	294,957	**399,239**
09:30 - 10:00	218	1,527	1,745	2,182	3,709	4,800	6,327	6,109	14,399	90,101	288,630	**399,239**
10:00 - 10:30	0	2,400	1,745	2,400	3,272	3,709	7,199	6,109	14,617	90,101	288,412	**399,239**
10:30 - 11:00	0	1,309	1,527	2,400	2,182	2,836	5,236	5,018	10,472	90,101	293,648	**399,239**
11:00 - 11:30	436	1,745	1,527	2,618	2,400	3,272	5,672	5,672	11,999	90,101	291,466	**399,239**
11:30 - 12:00	654	1,527	1,527	2,182	2,618	2,836	4,581	4,581	11,344	90,101	293,212	**399,239**
12:00 - 12:30	873	2,182	1,527	2,836	5,236	5,672	7,199	8,727	16,799	90,101	283,612	**399,239**
12:30 - 13:00	873	1,963	1,745	1,963	4,800	4,581	5,890	7,199	14,617	90,101	287,321	**399,239**
13:00 - 13:30	1,091	2,400	2,618	3,491	6,545	7,854	7,199	9,381	21,816	90,101	277,940	**399,239**
13:30 - 14:00	654	1,963	2,836	3,054	7,636	6,327	8,072	9,163	21,380	90,101	278,595	**399,239**
14:00 - 14:30	1,745	1,963	2,618	3,491	8,290	8,508	11,781	11,563	26,834	90,101	270,741	**399,239**
14:30 - 15:00	1,527	2,836	2,400	2,836	7,418	8,072	9,817	11,126	23,780	90,101	274,231	**399,239**
15:00 - 15:30	1,527	3,054	3,709	3,709	7,636	7,636	10,036	11,563	25,743	90,101	271,832	**399,239**
15:30 - 16:00	1,091	2,618	4,145	3,054	8,508	6,545	9,599	10,908	24,652	90,101	273,577	**399,239**
16:00 - 16:30	1,527	1,745	2,836	3,927	7,199	7,199	8,945	10,690	22,689	90,101	275,759	**399,239**
16:30 - 17:00	1,091	1,527	2,400	3,054	6,545	5,236	7,636	9,817	17,671	90,101	281,649	**399,239**
17:00 - 17:30	1,745	2,182	3,054	4,145	5,890	6,327	8,945	11,781	20,507	90,101	276,849	**399,239**
17:30 - 18:00	1,745	2,400	2,400	4,145	6,109	7,854	10,472	13,308	21,816	90,101	274,013	**399,239**

18:00 - 18:30	2,836	7,636	4,800	7,636	11,344	13,744	17,453	27,707	37,742	90,101	243,689	**399,239**
18:30 - 19:00	2,182	7,199	4,800	8,945	11,781	13,962	15,926	29,016	35,779	90,101	244,343	**399,239**
19:00 - 19:30	2,400	6,545	7,418	9,817	13,526	16,580	17,017	32,070	41,233	90,101	235,835	**399,239**
19:30 - 20:00	6,109	10,690	14,617	17,671	23,998	30,543	33,815	65,013	72,430	90,101	171,695	**399,239**
20:00 - 20:30	8,508	23,998	29,016	32,288	36,651	41,233	44,723	104,937	111,481	90,101	92,719	**399,239**
20:30 - 21:00	6,327	19,853	24,434	29,888	29,452	34,252	30,979	86,393	88,792	90,101	133,952	**399,239**
21:00 - 21:30	7,636	22,471	25,525	28,579	31,197	35,342	29,888	90,974	89,665	90,101	128,498	**399,239**
21:30 - 22:00	6,763	20,726	22,907	24,871	26,616	32,288	25,307	83,338	76,139	90,101	149,660	**399,239**
22:00 - 22:30	5,454	14,835	17,889	18,544	21,162	24,434	17,671	62,831	57,159	90,101	189,148	**399,239**
22:30 - 23:00	3,491	10,472	12,653	12,217	15,490	15,708	12,653	46,905	35,779	90,101	226,454	**399,239**
23:00 - 23:30	2,400	4,581	3,709	4,581	7,418	7,636	6,327	23,780	12,872	90,101	272,486	**399,239**
23:30 - 00:00	654	2,400	2,182	1,527	3,491	2,618	2,836	9,163	6,545	90,101	293,430	**399,239**

Note I: *Timebands featuring a 'nil' viewership in the Table above have a TV viewership of less than 218 viewers (0.05%) between Monday and Sunday.*
Note II: *The column "NONE" refers to TV viewers, who watched TV on the weekday in question, however did not watch TV at certain timeslots (on the same day).*
Note III: *The column "NONE" refers to TV viewers, who watched TV on the weekday in question, however did not watch TV at certain timeslots (on the same day).*

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	**2100**	300	300	300	300	300	300	300
TV Viewers' Respondents	**1830**	266	252	264	267	251	261	269
Maltese Population of TV viewers	**399,239**	406,220	384,840	403,166	407,747	383,313	398,584	410,802

TV Audience on MONDAY

- ✓ The **most watched timeband** on Monday is 20:00 – 20:30 on TVM (169,513 TV Viewers).

Research Findings in Detail

Table 10 – Q8 – TV Audience on MONDAY *– by Timeband (Multiple-Response Q) (n=406,220)*

***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	ONE	NET TV	Smash	TVM 2	F Living	Xejk	iTV	Melita More	GO Stars	TSN 1-8	Foreign station (ANY)	I did not watch any TV on Monday/No particular station/Don't Remember	None	Total
00:00 - 00:30	-	-	-	-	-	-	-	-	-	-	-	-	58,031	348,189	406,220
00:30 - 01:00	-	-	-	-	-	-	-	-	-	-	-	-	58,031	348,189	406,220
01:00 - 01:30	-	-	-	-	-	-	-	-	-	-	-	-	58,031	348,189	406,220
01:30 - 02:00	-	-	-	-	-	-	-	-	-	-	-	-	58,031	348,189	406,220
02:00 - 02:30	-	-	-	-	-	-	-	-	-	-	-	-	58,031	348,189	406,220
02:30 - 03:00	-	-	-	-	-	-	-	-	-	-	-	-	58,031	348,189	406,220
03:00 - 03:30	-	-	-	-	-	-	-	-	-	1,527	-	-	58,031	346,661	406,220
03:30 - 04:00	-	-	-	-	-	-	-	-	-	-	-	-	58,031	348,189	406,220
04:00 - 04:30	-	-	-	-	-	-	-	-	-	1,527	-	-	58,031	346,661	406,220
04:30 - 05:00	-	-	-	-	-	-	-	-	-	1,527	-	-	58,031	346,661	406,220
05:00 - 05:30	-	-	-	-	-	-	-	-	-	-	-	1,527	58,031	346,661	406,220
05:30 - 06:00	-	-	-	-	-	-	-	-	-	1,527	-	1,527	58,031	345,134	406,220
06:00 - 06:30	-	-	-	-	-	-	-	-	-	-	-	-	58,031	348,189	406,220
06:30 - 07:00	-	-	-	-	-	-	-	-	-	-	-	-	58,031	348,189	406,220
07:00 - 07:30	4,581	-	-	-	1,527	-	-	-	3,054	1,527	-	1,527	58,031	335,971	406,220
07:30 - 08:00	3,054	1,527	-	-	1,527	-	-	-	1,527	1,527	-	1,527	58,031	337,499	406,220
08:00 - 08:30	6,109	9,163	-	-	-	-	-	-	-	3,054	-	1,527	58,031	328,336	406,220
08:30 - 09:00	3,054	1,527	3,054	-	-	-	-	-	-	3,054	-	1,527	58,031	335,971	406,220
09:00 - 09:30	-	-	3,054	-	-	-	-	-	-	3,054	-	4,581	58,031	337,499	406,220
09:30 - 10:00	-	-	3,054	-	9,163	-	-	-	-	3,054	-	3,054	58,031	329,863	406,220
10:00 - 10:30	1,527	3,054	3,054	-	6,109	-	-	-	-	3,054	-	4,581	58,031	326,809	406,220
10:30 - 11:00	1,527	3,054	3,054	-	-	-	-	-	-	3,054	-	4,581	58,031	332,917	406,220
11:00 - 11:30	-	3,054	3,054	1,527	-	-	-	-	1,527	3,054	-	6,109	58,031	329,863	406,220
11:30 - 12:00	-	3,054	4,581	-	-	-	-	-	-	3,054	-	4,581	58,031	332,917	406,220
12:00 - 12:30	10,690	3,054	4,581	-	-	-	-	-	-	1,527	1,527	10,690	58,031	316,119	406,220
12:30 - 13:00	7,636	-	1,527	-	1,527	-	-	-	-	1,527	1,527	10,690	58,031	323,754	406,220
13:00 - 13:30	7,636	3,054	1,527	-	1,527	4,581	-	-	-	1,527	1,527	15,271	58,031	311,537	406,220
13:30 - 14:00	7,636	3,054	1,527	-	1,527	3,054	-	-	-	1,527	1,527	15,271	58,031	313,064	406,220
14:00 - 14:30	13,744	3,054	1,527	1,527	1,527	4,581	-	1,527	-	1,527	1,527	15,271	58,031	302,374	406,220
14:30 - 15:00	10,690	3,054	-	-	1,527	6,109	-	1,527	-	-	1,527	15,271	58,031	308,483	406,220
15:00 - 15:30	12,217	4,581	7,636	-	1,527	7,636	1,527	1,527	-	-	1,527	15,271	58,031	294,739	406,220
15:30 - 16:00	15,271	3,054	7,636	1,527	1,527	6,109	1,527	-	-	-	1,527	15,271	58,031	294,739	406,220
16:00 - 16:30	18,326	1,527	3,054	-	1,527	4,581	1,527	-	-	-	-	22,907	58,031	294,739	406,220
16:30 - 17:00	9,163	-	1,527	-	1,527	3,054	1,527	-	-	-	-	18,326	58,031	313,064	406,220
17:00 - 17:30	10,690	3,054	-	-	1,527	1,527	-	-	-	-	-	19,853	58,031	311,537	406,220
17:30 - 18:00	15,271	1,527	1,527	-	4,581	-	-	-	-	-	-	15,271	58,031	310,010	406,220
18:00 - 18:30	25,961	3,054	18,326	-	3,054	-	3,054	-	-	1,527	1,527	18,326	58,031	273,359	406,220
18:30 - 19:00	13,744	12,217	13,744	-	1,527	-	-	-	-	1,527	1,527	18,326	58,031	285,576	406,220
19:00 - 19:30	13,744	18,326	18,326	-	-	-	-	-	1,527	1,527	1,527	19,853	58,031	273,359	406,220
19:30 - 20:00	35,124	56,504	50,396	-	-	-	-	-	-	1,527	-	21,380	58,031	183,257	406,220
20:00 - 20:30	169,513	25,961	19,853	-	-	-	-	-	1,527	1,527	-	29,016	58,031	100,791	406,220
20:30 - 21:00	93,156	47,341	15,271	3,054	-	1,527	-	-	-	1,527	3,054	42,760	58,031	140,497	406,220
21:00 - 21:30	59,559	62,613	15,271	1,527	-	-	3,054	-	1,527	1,527	4,581	65,667	58,031	132,861	406,220
21:30 - 22:00	47,341	56,504	15,271	-	-	-	1,527	1,527	-	1,527	4,581	59,559	58,031	160,350	406,220
22:00 - 22:30	18,326	41,233	6,109	-	-	1,527	-	-	-	1,527	1,527	67,194	58,031	210,746	406,220
22:30 - 23:00	3,054	22,907	3,054	-	-	1,527	-	-	1,527	1,527	1,527	44,287	58,031	268,777	406,220
23:00 - 23:30	-	6,109	3,054	-	-	-	1,527	-	-	-	-	19,853	58,031	317,646	406,220
23:30 - 00:00	-	-	1,527	-	-	-	-	1,527	-	-	-	10,690	58,031	334,444	406,220

***Note I**: TV stations not featured in the Table above have a TV viewership of less than 0.2% between Monday and Sunday.*
***Note II**: Timebands featuring a 'nil' viewership in the Table above have a TV viewership of less than 1,527 viewers (0.38%) on Monday.*
***Note III**: The column "NONE" refers to TV viewers, who watched TV on the weekday in question, however did not watch TV at certain timeslots (on the same day).*

TV Audience on TUESDAY

- ✓ The **most watched timeband** on Tuesday is 20:00 – 20:30 on TVM (158,823 TV Viewers).

Research Findings in Detail

Table 11 – Q8 – TV Audience on TUESDAY *– by Timeband (Multiple-Response Q) (n=384,840)*

***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	ONE	NET TV	Smash	TVM 2	F Living	Xejk	iTV	Melita More	GO Stars	TSN 1-8	Foreign station (ANY)	I did not watch any TV on Tuesday/No particular station/Don't Remember	None	Total
00:00 - 00:30	-	-	-	-	-	-	-	-	-	-	-	1,527	54,977	328,336	384,840
00:30 - 01:00	-	-	-	-	-	-	-	-	-	-	-	1,527	54,977	328,336	384,840
01:00 - 01:30	-	-	-	-	-	-	-	-	-	-	-	-	54,977	329,863	384,840
01:30 - 02:00	-	-	-	-	-	-	-	-	-	-	-	-	54,977	329,863	384,840
02:00 - 02:30	-	-	-	-	-	-	-	-	-	-	-	-	54,977	329,863	384,840
02:30 - 03:00	-	-	-	-	-	-	-	-	-	-	-	-	54,977	329,863	384,840
03:00 - 03:30	-	-	-	-	-	-	-	-	-	-	-	-	54,977	329,863	384,840
03:30 - 04:00	-	-	-	-	-	-	-	-	1,527	-	-	-	54,977	328,336	384,840
04:00 - 04:30	-	-	-	-	-	-	-	-	-	-	-	-	54,977	329,863	384,840
04:30 - 05:00	1,527	-	-	-	-	-	-	-	-	-	-	-	54,977	328,336	384,840
05:00 - 05:30	-	-	-	-	-	-	-	-	-	-	-	-	54,977	329,863	384,840
05:30 - 06:00	-	-	-	-	-	-	-	-	-	-	-	-	54,977	329,863	384,840
06:00 - 06:30	1,527	-	-	-	-	-	-	-	-	-	-	3,054	54,977	325,281	384,840
06:30 - 07:00	1,527	-	-	-	-	-	1,527	-	-	-	-	3,054	54,977	323,754	384,840
07:00 - 07:30	4,581	-	-	-	-	-	1,527	1,527	-	-	-	1,527	54,977	320,700	384,840
07:30 - 08:00	6,109	-	1,527	-	-	-	-	-	-	-	-	3,054	54,977	319,173	384,840
08:00 - 08:30	6,109	3,054	1,527	-	-	-	-	-	-	-	-	6,109	54,977	313,064	384,840
08:30 - 09:00	4,581	-	3,054	-	-	-	1,527	1,527	-	-	-	6,109	54,977	313,064	384,840
09:00 - 09:30	4,581	-	1,527	-	1,527	-	-	-	-	-	-	9,163	54,977	313,064	384,840
09:30 - 10:00	7,636	-	1,527	1,527	10,690	-	-	-	-	-	-	7,636	54,977	300,847	384,840
10:00 - 10:30	9,163	1,527	1,527	1,527	10,690	-	-	-	-	-	-	10,690	54,977	294,739	384,840
10:30 - 11:00	7,636	1,527	-	1,527	3,054	-	-	-	-	-	-	10,690	54,977	305,429	384,840
11:00 - 11:30	6,109	3,054	-	-	3,054	-	-	-	-	-	-	10,690	54,977	306,956	384,840
11:30 - 12:00	6,109	3,054	-	-	3,054	-	-	-	-	-	-	6,109	54,977	311,537	384,840
12:00 - 12:30	6,109	1,527	1,527	-	3,054	-	-	-	-	-	-	7,636	54,977	310,010	384,840
12:30 - 13:00	6,109	1,527	1,527	-	-	1,527	-	-	-	-	-	9,163	54,977	310,010	384,840
13:00 - 13:30	7,636	6,109	3,054	-	-	3,054	-	-	-	-	-	16,799	54,977	293,211	384,840
13:30 - 14:00	6,109	4,581	3,054	-	-	3,054	-	-	-	-	-	15,271	54,977	297,793	384,840
14:00 - 14:30	7,636	6,109	1,527	-	-	4,581	-	-	-	-	-	25,961	54,977	284,049	384,840
14:30 - 15:00	7,636	6,109	1,527	-	-	3,054	-	-	1,527	-	-	25,961	54,977	284,049	384,840
15:00 - 15:30	9,163	4,581	10,690	-	-	3,054	1,527	-	-	-	-	27,489	54,977	273,359	384,840
15:30 - 16:00	12,217	3,054	7,636	-	-	3,054	1,527	-	-	-	-	25,961	54,977	276,413	384,840
16:00 - 16:30	15,271	4,581	3,054	-	-	3,054	-	-	1,527	-	-	16,799	54,977	285,576	384,840
16:30 - 17:00	12,217	4,581	3,054	-	-	1,527	-	-	-	-	-	19,853	54,977	288,630	384,840
17:00 - 17:30	10,690	4,581	1,527	-	-	-	-	-	-	-	1,527	16,799	54,977	294,739	384,840
17:30 - 18:00	10,690	10,690	-	-	3,054	-	-	-	-	-	1,527	16,799	54,977	287,103	384,840
18:00 - 18:30	18,326	19,853	18,326	-	3,054	-	1,527	-	1,527	-	1,527	32,070	54,977	233,653	384,840
18:30 - 19:00	16,799	33,597	21,380	-	-	-	3,054	-	1,527	-	1,527	30,543	54,977	221,436	384,840
19:00 - 19:30	19,853	32,070	22,907	-	-	-	1,527	-	-	-	1,527	30,543	54,977	221,436	384,840
19:30 - 20:00	39,706	56,504	36,651	-	1,527	-	1,527	-	-	-	1,527	25,961	54,977	166,459	384,840
20:00 - 20:30	158,823	29,016	22,907	1,527	3,054	-	-	-	-	-	1,527	24,434	54,977	88,574	384,840
20:30 - 21:00	94,683	19,853	12,217	-	-	1,527	1,527	-	1,527	-	1,527	44,287	54,977	152,714	384,840
21:00 - 21:30	54,977	22,907	10,690	-	6,109	1,527	1,527	-	1,527	-	4,581	65,667	54,977	160,350	384,840
21:30 - 22:00	41,233	16,799	9,163	-	3,054	-	1,527	-	1,527	1,527	1,527	56,504	54,977	197,001	384,840
22:00 - 22:30	21,380	4,581	3,054	-	3,054	1,527	-	-	1,527	1,527	1,527	53,450	54,977	238,234	384,840
22:30 - 23:00	12,217	-	1,527	-	3,054	1,527	-	-	-	1,527	-	41,233	54,977	268,777	384,840
23:00 - 23:30	3,054	-	-	-	3,054	1,527	-	-	-	-	1,527	18,326	54,977	302,374	384,840
23:30 - 00:00	3,054	-	-	-	1,527	-	-	-	-	-	-	9,163	54,977	316,119	384,840

***Note I**: TV stations not featured in the Table above have a TV viewership of less than 0.2% between Monday and Sunday*

***Note II**: Timebands featuring a 'nil' viewership in the Table above have a TV viewership of less than 1,527 viewers (0.39%) on Tuesday.*

***Note III**: The column "NONE" refers to TV viewers, who watched TV on the weekday in question, however did not watch TV at certain timeslots (on the same day).*

TV Audience on WEDNESDAY

- ✓ The **most watched timeband** on Wednesday is 20:00 – 20:30 on TVM (145,079 TV Viewers).

Research Findings in Detail

Table 12 – Q8 – TV Audience on WEDNESDAY *– by Timeband (Multiple-Response Q) (n=403,166)*

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	ONE	NET TV	Smash	TVM 2	F Living	Xejk	iTV	GO Stars	TSN 1-8	Foreign station (ANY)	I did not watch any TV on Wednesday/No particular station/Don't Remember	None	Total
00:00 - 00:30	-	-	-	-	-	-	-	-	-	-	-	80,939	322,227	403,166
00:30 - 01:00	-	-	-	-	-	-	-	-	-	-	-	80,939	322,227	403,166
01:00 - 01:30	-	-	-	-	-	-	-	-	-	-	-	80,939	322,227	403,166
01:30 - 02:00	-	-	-	-	-	-	-	-	-	-	-	80,939	322,227	403,166
02:00 - 02:30	-	-	-	-	-	-	-	-	-	-	-	80,939	322,227	403,166
02:30 - 03:00	-	-	-	-	-	-	-	-	-	-	-	80,939	322,227	403,166
03:00 - 03:30	-	-	-	-	-	-	-	-	-	-	-	80,939	322,227	403,166
03:30 - 04:00	-	-	-	-	-	-	-	-	-	-	-	80,939	322,227	403,166
04:00 - 04:30	-	-	-	-	-	-	-	-	-	-	-	80,939	322,227	403,166
04:30 - 05:00	-	-	-	-	-	-	-	-	-	-	-	80,939	322,227	403,166
05:00 - 05:30	-	-	-	-	-	-	-	-	-	-	-	80,939	322,227	403,166
05:30 - 06:00	-	-	-	-	-	-	-	-	-	-	-	80,939	322,227	403,166
06:00 - 06:30	-	-	-	-	-	-	-	-	-	-	-	80,939	322,227	403,166
06:30 - 07:00	-	-	-	-	-	-	-	-	-	-	-	80,939	322,227	403,166
07:00 - 07:30	3,054	-	-	-	-	-	-	-	-	-	-	80,939	319,173	403,166
07:30 - 08:00	3,054	-	-	-	-	-	-	-	-	-	-	80,939	319,173	403,166
08:00 - 08:30	1,527	6,109	1,527	-	-	-	-	-	-	-	6,109	80,939	306,956	403,166
08:30 - 09:00	1,527	3,054	1,527	-	-	-	-	-	-	-	6,109	80,939	310,010	403,166
09:00 - 09:30	-	1,527	1,527	-	-	-	-	-	-	-	6,109	80,939	313,065	403,166
09:30 - 10:00	1,527	3,054	-	-	3,054	-	1,527	-	-	-	7,636	80,939	305,429	403,166
10:00 - 10:30	1,527	6,109	-	-	3,054	-	1,527	-	-	-	7,636	80,939	302,375	403,166
10:30 - 11:00	1,527	4,581	-	-	1,527	-	1,527	-	-	-	6,109	80,939	306,956	403,166
11:00 - 11:30	1,527	3,054	-	-	1,527	-	-	-	-	-	9,163	80,939	306,956	403,166
11:30 - 12:00	-	3,054	-	1,527	1,527	-	-	-	-	-	10,690	80,939	305,429	403,166
12:00 - 12:30	4,581	3,054	3,054	1,527	-	-	1,527	-	-	-	9,163	80,939	299,320	403,166
12:30 - 13:00	1,527	1,527	1,527	1,527	-	-	1,527	-	-	-	12,217	80,939	302,375	403,166
13:00 - 13:30	1,527	1,527	-	-	-	4,581	-	-	-	-	15,271	80,939	299,320	403,166
13:30 - 14:00	3,054	1,527	-	-	-	7,636	-	-	-	-	18,326	80,939	291,684	403,166
14:00 - 14:30	1,527	1,527	-	-	-	7,636	-	-	-	-	18,326	80,939	293,212	403,166
14:30 - 15:00	-	3,054	1,527	-	-	6,109	-	-	-	-	21,380	80,939	290,157	403,166
15:00 - 15:30	1,527	3,054	1,527	-	-	1,527	-	-	-	-	22,907	80,939	291,684	403,166
15:30 - 16:00	6,109	1,527	-	-	-	1,527	-	-	-	-	16,799	80,939	296,266	403,166
16:00 - 16:30	9,163	4,581	1,527	-	-	1,527	-	-	-	-	15,271	80,939	290,157	403,166
16:30 - 17:00	3,054	4,581	-	-	-	-	-	-	-	-	12,217	80,939	302,375	403,166
17:00 - 17:30	4,581	3,054	4,581	-	-	-	-	-	-	-	16,799	80,939	293,212	403,166
17:30 - 18:00	13,744	4,581	3,054	-	1,527	-	-	-	-	-	13,744	80,939	285,576	403,166
18:00 - 18:30	19,853	15,271	18,326	-	3,054	-	-	-	-	1,527	13,744	80,939	250,452	403,166
18:30 - 19:00	18,326	16,799	21,380	-	1,527	-	-	-	-	-	13,744	80,939	250,452	403,166
19:00 - 19:30	19,853	19,853	18,326	-	-	-	1,527	-	-	-	16,799	80,939	245,870	403,166
19:30 - 20:00	21,380	61,086	48,869	-	-	-	1,527	-	-	-	19,853	80,939	169,513	403,166
20:00 - 20:30	145,079	18,326	13,744	-	1,527	-	-	-	1,527	3,054	29,016	80,939	109,954	403,166
20:30 - 21:00	93,156	15,271	9,163	-	6,109	1,527	-	1,527	1,527	10,690	41,233	80,939	142,024	403,166
21:00 - 21:30	67,194	4,581	6,109	-	33,597	1,527	-	-	1,527	15,271	70,249	80,939	122,172	403,166
21:30 - 22:00	38,179	4,581	3,054	-	33,597	3,054	-	-	3,054	16,799	67,194	80,939	152,714	403,166
22:00 - 22:30	24,434	1,527	1,527	-	30,543	4,581	-	-	3,054	16,799	54,977	80,939	184,784	403,166
22:30 - 23:00	13,744	1,527	-	-	27,489	3,054	-	1,527	-	16,799	39,706	80,939	218,382	403,166
23:00 - 23:30	1,527	1,527	-	-	21,380	-	-	-	-	12,217	18,326	80,939	267,250	403,166
23:30 - 00:00	-	-	-	-	10,690	-	-	-	-	10,690	9,163	80,939	291,684	403,166

Note I: *TV stations not featured in the Table above have a TV viewership of less than 0.2% between Monday and Sunday.*
Note II*: Timebands featuring a 'nil' viewership in the Table above have a TV viewership of less than 1,527 viewers (0.38%) on Wednesday.*
Note III: *The column "NONE" refers to TV viewers, who watched TV on the weekday in question, however did not watch TV at certain timeslots (on the same day).*

TV Audience on THURSDAY

✓ The **most watched timeband** on Thursday is 20:00 – 20:30 on TVM (164,931 TV Viewers).

Research Findings in Detail

Table 13 – Q8 – TV Audience on THURSDAY *– by Timeband (Multiple-Response Q) (n=407,747)*

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	ONE	NET TV	Smash	TVM 2	F Living	Xejk	GO Stars	TSN 1-8	Foreign station (ANY)	I did not watch any TV on Thursday/No particular station/Don't Remember	None	Total
00:00 - 00:30	-	-	-	-	1,527	-	-	-	-	1,527	106,900	297,793	407,747
00:30 - 01:00	-	-	-	-	-	-	-	-	-	1,527	106,900	299,320	407,747
01:00 - 01:30	-	-	-	-	-	-	-	-	-	-	106,900	300,847	407,747
01:30 - 02:00	-	-	-	-	-	-	-	-	-	-	106,900	300,847	407,747
02:00 - 02:30	-	-	-	-	-	-	-	-	-	-	106,900	300,847	407,747
02:30 - 03:00	-	-	-	-	-	-	-	-	-	-	106,900	300,847	407,747
03:00 - 03:30	-	-	-	-	-	-	-	-	-	-	106,900	300,847	407,747
03:30 - 04:00	-	-	-	-	-	-	-	-	-	-	106,900	300,847	407,747
04:00 - 04:30	-	-	-	-	-	-	-	-	-	-	106,900	300,847	407,747
04:30 - 05:00	-	-	-	-	-	-	-	-	-	-	106,900	300,847	407,747
05:00 - 05:30	-	-	-	-	-	-	-	-	-	-	106,900	300,847	407,747
05:30 - 06:00	-	-	-	-	-	-	-	-	-	-	106,900	300,847	407,747
06:00 - 06:30	-	-	-	-	-	-	-	-	-	-	106,900	300,847	407,747
06:30 - 07:00	-	-	-	-	-	-	-	-	-	-	106,900	300,847	407,747
07:00 - 07:30	3,054	-	-	-	-	-	-	-	-	-	106,900	297,793	407,747
07:30 - 08:00	1,527	1,527	-	-	-	-	-	-	-	-	106,900	297,793	407,747
08:00 - 08:30	1,527	1,527	1,527	-	1,527	-	-	-	-	1,527	106,900	293,211	407,747
08:30 - 09:00	1,527	1,527	-	-	1,527	-	1,527	-	-	1,527	106,900	293,211	407,747
09:00 - 09:30	1,527	3,054	-	-	-	-	1,527	-	-	1,527	106,900	293,211	407,747
09:30 - 10:00	1,527	3,054	1,527	-	6,109	-	-	-	-	-	106,900	288,630	407,747
10:00 - 10:30	1,527	1,527	1,527	-	4,581	-	-	-	-	-	106,900	291,684	407,747
10:30 - 11:00	1,527	-	1,527	-	-	-	-	-	-	-	106,900	297,793	407,747
11:00 - 11:30	1,527	1,527	1,527	-	-	-	-	-	-	3,054	106,900	293,211	407,747
11:30 - 12:00	1,527	-	1,527	-	-	-	-	-	-	3,054	106,900	294,738	407,747
12:00 - 12:30	6,109	-	3,054	-	-	-	-	-	-	4,581	106,900	287,103	407,747
12:30 - 13:00	4,581	-	1,527	-	-	-	-	-	-	3,054	106,900	291,684	407,747
13:00 - 13:30	6,109	-	1,527	-	-	-	-	-	-	13,744	106,900	279,467	407,747
13:30 - 14:00	4,581	1,527	1,527	-	-	1,527	-	-	-	12,217	106,900	279,467	407,747
14:00 - 14:30	6,109	3,054	1,527	-	-	1,527	-	-	-	13,744	106,900	274,886	407,747
14:30 - 15:00	6,109	3,054	-	-	-	1,527	-	-	-	10,690	106,900	279,467	407,747
15:00 - 15:30	6,109	-	-	-	-	1,527	-	-	-	7,636	106,900	285,576	407,747
15:30 - 16:00	7,636	-	-	-	-	3,054	-	-	-	7,636	106,900	282,521	407,747
16:00 - 16:30	9,163	1,527	-	-	-	1,527	1,527	-	1,527	7,636	106,900	277,940	407,747
16:30 - 17:00	3,054	3,054	-	-	-	-	-	-	-	7,636	106,900	287,103	407,747
17:00 - 17:30	3,054	6,109	-	-	-	-	-	-	-	12,217	106,900	279,467	407,747
17:30 - 18:00	3,054	10,690	-	-	3,054	-	-	-	-	9,163	106,900	274,886	407,747
18:00 - 18:30	9,163	12,217	4,581	1,527	3,054	-	3,054	-	3,054	16,799	106,900	247,397	407,747
18:30 - 19:00	9,163	16,799	3,054	1,527	-	-	4,581	-	4,581	15,271	106,900	245,870	407,747
19:00 - 19:30	18,326	19,853	6,109	-	-	-	3,054	-	3,054	13,744	106,900	236,707	407,747
19:30 - 20:00	16,799	53,450	36,651	-	-	-	1,527	-	3,054	15,271	106,900	174,094	407,747
20:00 - 20:30	164,931	15,271	12,217	-	-	-	1,527	-	3,054	29,016	106,900	74,830	407,747
20:30 - 21:00	96,210	13,744	4,581	-	-	-	1,527	-	3,054	50,396	106,900	131,334	407,747
21:00 - 21:30	56,504	12,217	4,581	1,527	1,527	1,527	1,527	1,527	7,636	80,939	106,900	131,334	407,747
21:30 - 22:00	42,760	12,217	4,581	1,527	1,527	1,527	1,527	1,527	6,109	77,884	106,900	149,660	407,747
22:00 - 22:30	15,271	4,581	-	-	1,527	6,109	3,054	1,527	4,581	64,140	106,900	200,056	407,747
22:30 - 23:00	7,636	3,054	-	-	1,527	1,527	1,527	-	4,581	50,396	106,900	230,598	407,747
23:00 - 23:30	-	1,527	-	-	1,527	-	-	-	1,527	29,016	106,900	267,250	407,747
23:30 - 00:00	-	1,527	-	-	1,527	1,527	-	-	1,527	9,163	106,900	285,576	407,747

***Note I**: TV stations not featured in the Table above have a TV viewership of less than 0.2% between Monday and Sunday.*
***Note II**: Timebands featuring a 'nil' viewership in the Table above have a TV viewership of less than 1,527 viewers (0.38%) on Thursday.*
***Note III**: The column "NONE" refers to TV viewers, who watched TV on the weekday in question, however did not watch TV at certain timeslots (on the same day).*

TV Audience on FRIDAY

✓ **The most watched timeband** on Friday is 20:00 – 20:30 on TVM (148,133 TV Viewers).

Research Findings in Detail

Table 14 – Q8 – TV Audience on FRIDAY *– by Timeband (Multiple-Response Q) (n=383,313)*

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	ONE	NET TV	TVM 2	F Living	Xejk	TSN 1-8	Foreign station (ANY)	I did not watch any TV on Friday/No particular station/Don't Remember	None	Total
00:00 - 00:30	-	-	-	-	-	-	-	-	106,900	276,413	383,313
00:30 - 01:00	-	-	-	-	-	-	-	-	106,900	276,413	383,313
01:00 - 01:30	-	-	-	-	-	-	-	-	106,900	276,413	383,313
01:30 - 02:00	-	-	-	-	-	-	-	-	106,900	276,413	383,313
02:00 - 02:30	-	-	-	-	-	-	-	-	106,900	276,413	383,313
02:30 - 03:00	-	-	-	-	-	-	-	-	106,900	276,413	383,313
03:00 - 03:30	-	-	-	-	-	-	-	-	106,900	276,413	383,313
03:30 - 04:00	-	-	-	-	-	-	-	-	106,900	276,413	383,313
04:00 - 04:30	-	-	-	-	-	-	-	-	106,900	276,413	383,313
04:30 - 05:00	-	-	-	-	-	-	-	-	106,900	276,413	383,313
05:00 - 05:30	-	-	-	-	-	-	-	-	106,900	276,413	383,313
05:30 - 06:00	-	-	-	-	-	-	-	-	106,900	276,413	383,313
06:00 - 06:30	-	1,527	-	-	1,527	-	-	-	106,900	273,359	383,313
06:30 - 07:00	-	1,527	-	-	-	-	-	-	106,900	274,886	383,313
07:00 - 07:30	-	1,527	-	-	-	-	-	-	106,900	274,886	383,313
07:30 - 08:00	-	1,527	-	-	-	-	-	-	106,900	274,886	383,313
08:00 - 08:30	-	3,054	-	-	-	-	-	3,054	106,900	270,304	383,313
08:30 - 09:00	-	1,527	-	-	-	-	-	3,054	106,900	271,832	383,313
09:00 - 09:30	-	1,527	-	1,527	-	-	-	3,054	106,900	270,304	383,313
09:30 - 10:00	-	1,527	-	3,054	-	-	-	3,054	106,900	268,777	383,313
10:00 - 10:30	1,527	3,054	-	3,054	-	-	-	1,527	106,900	267,250	383,313
10:30 - 11:00	1,527	3,054	-	1,527	-	-	-	-	106,900	270,304	383,313
11:00 - 11:30	1,527	4,581	-	-	-	-	-	-	106,900	270,304	383,313
11:30 - 12:00	1,527	3,054	-	-	-	-	-	1,527	106,900	270,304	383,313
12:00 - 12:30	6,109	3,054	1,527	-	-	-	-	4,581	106,900	261,142	383,313
12:30 - 13:00	3,054	3,054	1,527	-	-	-	-	4,581	106,900	264,196	383,313
13:00 - 13:30	3,054	3,054	3,054	-	3,054	-	-	4,581	106,900	259,614	383,313
13:30 - 14:00	3,054	1,527	1,527	-	4,581	-	-	6,109	106,900	259,614	383,313
14:00 - 14:30	3,054	1,527	1,527	1,527	4,581	-	-	3,054	106,900	261,142	383,313
14:30 - 15:00	1,527	-	-	-	6,109	-	-	7,636	106,900	261,142	383,313
15:00 - 15:30	1,527	-	-	-	3,054	-	-	9,163	106,900	262,669	383,313
15:30 - 16:00	3,054	1,527	1,527	-	3,054	-	-	12,217	106,900	255,033	383,313
16:00 - 16:30	4,581	-	1,527	1,527	1,527	-	-	9,163	106,900	258,087	383,313
16:30 - 17:00	3,054	-	-	1,527	1,527	-	-	10,690	106,900	259,614	383,313
17:00 - 17:30	3,054	-	1,527	1,527	1,527	-	6,109	19,853	106,900	242,816	383,313
17:30 - 18:00	1,527	3,054	3,054	3,054	-	-	6,109	19,853	106,900	239,762	383,313
18:00 - 18:30	9,163	6,109	13,744	1,527	-	-	6,109	22,907	106,900	216,854	383,313
18:30 - 19:00	10,690	9,163	12,217	-	-	-	4,581	18,326	106,900	221,436	383,313
19:00 - 19:30	9,163	7,636	12,217	-	-	-	1,527	15,271	106,900	230,599	383,313
19:30 - 20:00	10,690	33,597	30,543	-	-	-	1,527	22,907	106,900	177,149	383,313
20:00 - 20:30	148,133	9,163	1,527	-	-	-	1,527	32,070	106,900	83,993	383,313
20:30 - 21:00	108,427	6,109	-	-	-	-	1,527	48,869	106,900	111,481	383,313
21:00 - 21:30	113,009	4,581	-	-	-	3,054	1,527	68,721	106,900	85,520	383,313
21:30 - 22:00	109,954	7,636	1,527	-	-	3,054	1,527	70,249	106,900	82,466	383,313
22:00 - 22:30	94,683	4,581	1,527	-	-	1,527	1,527	56,504	106,900	116,063	383,313
22:30 - 23:00	61,086	-	-	-	1,527	1,527	1,527	33,597	106,900	177,149	383,313
23:00 - 23:30	24,434	-	-	-	1,527	-	-	19,853	106,900	230,599	383,313
23:30 - 00:00	-	-	-	-	1,527	-	1,527	10,690	106,900	262,669	383,313

***Note I**: TV stations not featured in the Table above have a TV viewership of less than 0.2% between Monday and Sunday.*

***Note II**: Timebands featuring a 'nil' viewership in the Table above have a TV viewership of less than 1,527 viewers (0.38%) on Friday.*

***Note III**: The column "NONE" refers to TV viewers, who watched TV on the weekday in question, however did not watch TV at certain timeslots (on the same day).*

TV Audience on SATURDAY

- ✓ The **most watched timeband** on Saturday is 20:00 – 20:30 on TVM (108,427 TV Viewers).

Research Findings in Detail

Table 15 – Q8 – TV Audience on SATURDAY *– by Timeband (Multiple-Response Q) (n=398,584)*

***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	ONE	NET TV	Smash	TVM 2	F Living	Xejk	TSN 1-8	Foreign station (ANY)	I did not watch any TV on Saturday/No particular station/Don't Remember	None	Total
00:00 - 00:30	-	-	-	-	-	-	-	-	-	128,280	270,304	398,584
00:30 - 01:00	-	-	-	-	-	-	-	-	-	128,280	270,304	398,584
01:00 - 01:30	-	-	-	-	-	-	-	-	-	128,280	270,304	398,584
01:30 - 02:00	-	-	-	-	-	-	-	-	-	128,280	270,304	398,584
02:00 - 02:30	-	-	-	-	-	-	-	-	-	128,280	270,304	398,584
02:30 - 03:00	-	-	-	-	-	-	-	-	-	128,280	270,304	398,584
03:00 - 03:30	-	-	-	-	-	-	-	-	-	128,280	270,304	398,584
03:30 - 04:00	-	-	-	-	-	-	-	-	-	128,280	270,304	398,584
04:00 - 04:30	-	-	-	-	-	-	-	-	-	128,280	270,304	398,584
04:30 - 05:00	-	-	-	-	-	-	-	-	-	128,280	270,304	398,584
05:00 - 05:30	-	-	-	-	-	-	-	-	-	128,280	270,304	398,584
05:30 - 06:00	-	-	-	-	-	-	-	-	-	128,280	270,304	398,584
06:00 - 06:30	-	-	-	-	-	-	-	-	-	128,280	270,304	398,584
06:30 - 07:00	3,054	1,527	-	-	-	-	-	-	-	128,280	265,723	398,584
07:00 - 07:30	3,054	1,527	-	-	-	-	-	-	3,054	128,280	262,668	398,584
07:30 - 08:00	3,054	1,527	-	-	-	-	-	-	-	128,280	265,723	398,584
08:00 - 08:30	3,054	6,109	-	-	-	-	1,527	-	1,527	128,280	258,087	398,584
08:30 - 09:00	3,054	3,054	-	-	-	-	1,527	-	1,527	128,280	261,141	398,584
09:00 - 09:30	3,054	3,054	-	-	-	-	1,527	-	4,581	128,280	258,087	398,584
09:30 - 10:00	3,054	3,054	-	-	1,527	-	1,527	-	4,581	128,280	256,560	398,584
10:00 - 10:30	3,054	1,527	-	-	-	-	-	-	7,636	128,280	258,087	398,584
10:30 - 11:00	3,054	1,527	-	-	-	-	-	-	9,163	128,280	256,560	398,584
11:00 - 11:30	3,054	1,527	-	-	-	-	-	-	10,690	128,280	255,033	398,584
11:30 - 12:00	3,054	1,527	-	-	-	-	-	-	9,163	128,280	256,560	398,584
12:00 - 12:30	1,527	1,527	-	-	-	-	-	-	7,636	128,280	259,614	398,584
12:30 - 13:00	1,527	-	-	-	-	-	-	-	9,163	128,280	259,614	398,584
13:00 - 13:30	4,581	1,527	-	-	-	1,527	-	-	13,744	128,280	248,924	398,584
13:30 - 14:00	9,163	1,527	-	1,527	-	1,527	-	-	12,217	128,280	244,343	398,584
14:00 - 14:30	19,853	1,527	-	1,527	-	1,527	-	-	25,961	128,280	219,908	398,584
14:30 - 15:00	19,853	1,527	-	-	-	1,527	1,527	-	22,907	128,280	222,963	398,584
15:00 - 15:30	16,799	1,527	1,527	-	-	1,527	1,527	-	24,434	128,280	222,963	398,584
15:30 - 16:00	16,799	1,527	1,527	-	-	1,527	1,527	-	18,326	128,280	229,071	398,584
16:00 - 16:30	9,163	1,527	-	-	-	1,527	-	-	13,744	128,280	244,343	398,584
16:30 - 17:00	7,636	-	1,527	-	-	1,527	-	-	13,744	128,280	245,870	398,584
17:00 - 17:30	7,636	1,527	3,054	-	-	-	-	-	12,217	128,280	245,870	398,584
17:30 - 18:00	6,109	1,527	4,581	-	1,527	-	-	-	13,744	128,280	242,816	398,584
18:00 - 18:30	6,109	4,581	9,163	1,527	1,527	-	1,527	-	13,744	128,280	232,126	398,584
18:30 - 19:00	4,581	7,636	7,636	1,527	-	-	1,527	-	13,744	128,280	233,653	398,584
19:00 - 19:30	9,163	16,799	9,163	1,527	-	-	1,527	-	19,853	128,280	212,273	398,584
19:30 - 20:00	16,799	48,869	22,907	1,527	-	-	-	-	16,799	128,280	163,404	398,584
20:00 - 20:30	108,427	10,690	13,744	-	4,581	-	-	1,527	27,489	128,280	103,846	398,584
20:30 - 21:00	47,341	7,636	12,217	1,527	19,853	-	-	4,581	59,559	128,280	117,590	398,584
21:00 - 21:30	18,326	7,636	18,326	-	32,070	1,527	-	9,163	94,683	128,280	88,574	398,584
21:30 - 22:00	13,744	6,109	18,326	-	29,016	-	-	9,163	91,629	128,280	102,318	398,584
22:00 - 22:30	10,690	4,581	12,217	-	27,489	-	-	9,163	77,884	128,280	128,280	398,584
22:30 - 23:00	6,109	1,527	6,109	-	19,853	-	-	9,163	65,667	128,280	161,877	398,584
23:00 - 23:30	3,054	-	3,054	-	9,163	-	-	4,581	22,907	128,280	227,544	398,584
23:30 - 00:00	-	-	-	-	-	-	-	4,581	10,690	128,280	255,033	398,584

***Note I**: TV stations not featured in the Table above have a TV viewership of less than 0.2% between Monday and Sunday.*
***Note II**: Timebands featuring a 'nil' viewership in the Table above have a TV viewership of less than 1,527 viewers (0.38%) on Saturday.*
***Note III**: The column "NONE" refers to TV viewers, who watched TV on the weekday in question, however did not watch TV at certain timeslots (on the same day).*

TV Audience on SUNDAY

- ✓ The **most watched timeband** on Sunday is 20:00 – 20:30 on TVM (114,536 TV Viewers).

Research Findings in Detail

Table 16 – Q8 – TV Audience on SUNDAY *– by Timeband (Multiple-Response Q) (n=410,802)*

***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	ONE	NET TV	TVM 2	F Living	Xejk	Melita More	TSN 1-8	Foreign station (ANY)	I did not watch any TV on Sunday/No particular station/Don't Remember	None	Total
00:00 - 00:30	-	-	-	-	-	-	-	-	1,527	94,683	314,592	410,802
00:30 - 01:00	-	-	-	-	-	-	-	-	-	94,683	316,119	410,802
01:00 - 01:30	-	-	-	-	-	-	-	-	-	94,683	316,119	410,802
01:30 - 02:00	-	-	-	-	-	-	-	-	-	94,683	316,119	410,802
02:00 - 02:30	-	-	-	-	-	-	-	-	-	94,683	316,119	410,802
02:30 - 03:00	-	-	-	-	-	-	-	-	-	94,683	316,119	410,802
03:00 - 03:30	-	-	-	-	-	-	-	-	1,527	94,683	314,592	410,802
03:30 - 04:00	-	-	-	-	-	-	-	-	-	94,683	316,119	410,802
04:00 - 04:30	-	-	-	-	-	-	-	-	-	94,683	316,119	410,802
04:30 - 05:00	-	-	-	-	-	-	-	-	-	94,683	316,119	410,802
05:00 - 05:30	-	-	-	-	-	-	-	-	-	94,683	316,119	410,802
05:30 - 06:00	-	-	-	-	-	-	-	-	-	94,683	316,119	410,802
06:00 - 06:30	-	1,527	-	-	-	-	-	-	1,527	94,683	313,065	410,802
06:30 - 07:00	-	1,527	-	-	-	-	-	-	1,527	94,683	313,065	410,802
07:00 - 07:30	-	-	-	-	-	-	-	-	-	94,683	316,119	410,802
07:30 - 08:00	3,054	3,054	-	-	-	-	-	-	-	94,683	310,010	410,802
08:00 - 08:30	3,054	7,636	1,527	-	-	-	-	-	4,581	94,683	299,320	410,802
08:30 - 09:00	12,217	4,581	-	-	-	-	-	-	6,109	94,683	293,212	410,802
09:00 - 09:30	21,380	7,636	3,054	-	-	-	-	-	4,581	94,683	279,468	410,802
09:30 - 10:00	19,853	7,636	3,054	10,690	-	-	-	-	4,581	94,683	270,305	410,802
10:00 - 10:30	15,271	12,217	1,527	6,109	-	-	-	-	3,054	94,683	277,940	410,802
10:30 - 11:00	10,690	13,744	4,581	-	-	-	-	-	1,527	94,683	285,576	410,802
11:00 - 11:30	15,271	10,690	6,109	-	-	-	-	-	6,109	94,683	277,940	410,802
11:30 - 12:00	15,271	9,163	6,109	-	-	-	-	-	4,581	94,683	280,995	410,802
12:00 - 12:30	44,287	3,054	3,054	-	-	-	-	-	13,744	94,683	251,979	410,802
12:30 - 13:00	38,179	1,527	1,527	-	-	-	-	-	15,271	94,683	259,615	410,802
13:00 - 13:30	32,070	3,054	3,054	-	-	-	-	-	24,434	94,683	253,506	410,802
13:30 - 14:00	32,070	3,054	1,527	-	-	-	-	-	15,271	94,683	264,196	410,802
14:00 - 14:30	27,489	3,054	3,054	-	-	-	-	-	22,907	94,683	259,615	410,802
14:30 - 15:00	19,853	3,054	1,527	-	-	-	-	-	18,326	94,683	273,359	410,802
15:00 - 15:30	6,109	4,581	3,054	-	-	-	-	6,109	24,434	94,683	271,832	410,802
15:30 - 16:00	3,054	3,054	3,054	-	-	-	-	4,581	21,380	94,683	280,995	410,802
16:00 - 16:30	4,581	3,054	4,581	1,527	-	-	-	4,581	18,326	94,683	279,468	410,802
16:30 - 17:00	6,109	3,054	7,636	1,527	-	-	-	4,581	18,326	94,683	274,886	410,802
17:00 - 17:30	4,581	4,581	9,163	1,527	1,527	-	-	4,581	19,853	94,683	270,305	410,802
17:30 - 18:00	6,109	3,054	7,636	3,054	1,527	-	-	4,581	12,217	94,683	277,940	410,802
18:00 - 18:30	18,326	6,109	7,636	1,527	-	1,527	-	6,109	22,907	94,683	251,979	410,802
18:30 - 19:00	21,380	6,109	4,581	3,054	1,527	1,527	-	4,581	21,380	94,683	251,979	410,802
19:00 - 19:30	22,907	12,217	12,217	1,527	1,527	3,054	-	1,527	30,543	94,683	230,599	410,802
19:30 - 20:00	25,961	50,396	24,434	3,054	1,527	1,527	-	3,054	38,179	94,683	167,986	410,802
20:00 - 20:30	114,536	24,434	19,853	-	-	-	1,527	4,581	64,140	94,683	87,047	410,802
20:30 - 21:00	54,977	15,271	7,636	-	1,527	1,527	-	10,690	82,466	94,683	142,024	410,802
21:00 - 21:30	19,853	9,163	3,054	-	1,527	1,527	1,527	10,690	90,102	94,683	178,676	410,802
21:30 - 22:00	15,271	7,636	3,054	-	1,527	1,527	-	9,163	74,830	94,683	203,110	410,802
22:00 - 22:30	6,109	3,054	1,527	-	1,527	-	-	9,163	48,869	94,683	245,870	410,802
22:30 - 23:00	1,527	3,054	3,054	-	1,527	-	1,527	6,109	39,706	94,683	259,615	410,802
23:00 - 23:30	3,054	1,527	-	-	1,527	-	-	1,527	13,744	94,683	294,739	410,802
23:30 - 00:00	-	-	-	-	-	-	-	-	7,636	94,683	308,483	410,802

***Note I**: TV stations not featured in the Table above have a TV viewership of less than 0.2% between Monday and Sunday.*
***Note II**: Timebands featuring a 'nil' viewership in the Table above have a TV viewership of less than 1,527 viewers (0.38%) on Sunday.*
***Note III**: The column "NONE" refers to TV viewers, who watched TV on the weekday in question, however did not watch TV at certain timeslots (on the same day).*

8.9 Average Daily TV Viewership – [Q8]

From the daily TV viewership findings presented in **Section 8.8** above, it is possible to draw up **the population average audience share by weekday and by station**. This daily average audience share has been derived by totalling the aggregate daily viewership obtained by each TV station and dividing this by the number of timeslots. This daily average audience share for each TV station has been presented in figures and percentages, depicted in **Tables 16A and 16b** below.

- ✓ The highest population daily average audience share was obtained **by TVM,** attaining a daily average TV viewership ranging between 8,304 - 15,462, Monday to Sunday. This is equivalent to a percentage average daily TV viewership between 23.5% - 46% (Monday to Sunday).
- ✓ **ONE and NET TV** followed by obtaining a daily average TV viewership ranging between 2,768 - 8,463 and 1,877 – 4,900 respectively, Monday to Sunday. As a percentage, ONE's daily average audience share ranged between 8.2% - 18.9% and NET TV's daily share ranged between 5.6% - 11%.

Research Findings in Detail

Tables below illustrate details on the above research findings.

Table 16A – Q8 – TV - Population Average Audience Share By Weekday and By Station

Daily Average (n)	TVM	ONE	NET TV	Smash	TVM 2	F Living	Xejk	iTV	Melita More	GO Stars	TSN 1-8	Foreign station (ANY)	I did not watch any TV/No particular station/Don't Remember	None	Total
Monday (n=266)	13,299	8,463	4,900	191	891	954	318	159	255	1,177	668	13,394	58,031	348,189	406,220
Tuesday (n=252)	13,808	6,363	4,327	127	1,368	700	414	64	286	95	445	15,367	54,977	316,119	384,840
Wednesday (n=264)	11,008	4,677	3,372	95	3,786	923	223	64	0	223	2,163	13,458	80,939	291,684	403,166
Thursday (267)	10,817	4,359	1,973	127	636	477	573	0	0	95	986	11,994	106,900	285,576	407,747
Friday (251)	15,462	2,768	1,877	0	414	732	191	0	0	0	764	11,390	106,900	262,669	383,313
Saturday (n=261)	8,304	3,277	3,022	223	3,054	286	318	0	0	0	1,082	15,717	128,280	255,033	398,584
Sunday (n=269)	13,426	5,345	3,372	0	700	350	255	0	95	0	2,004	16,671	94,683	308,483	410,802

Table 16B – Q8 – TV – Percentage Average Audience Share By Weekday and By Station

	TVM	ONE	NET TV	Smash	TVM 2	F Living	Xejk	iTV	Melita More	GO Stars	TSN 1-8	Foreign station (ANY)
Monday	29.8%	18.9%	11.0%	0.4%	2.0%	2.1%	0.7%	0.4%	0.6%	2.6%	1.5%	30.0%
Tuesday	31.8%	14.7%	10.0%	0.3%	3.2%	1.6%	1.0%	0.1%	0.7%	0.2%	1.0%	35.4%
Wednesday	27.5%	11.7%	8.4%	0.2%	9.5%	2.3%	0.6%	0.2%	0.0%	0.6%	5.4%	33.7%
Thursday	33.8%	13.6%	6.2%	0.4%	2.0%	1.5%	1.8%	0.0%	0.0%	0.3%	3.1%	37.4%
Friday	46.0%	8.2%	5.6%	0.0%	1.2%	2.2%	0.6%	0.0%	0.0%	0.0%	2.3%	33.9%
Saturday	23.5%	9.3%	8.6%	0.6%	8.7%	0.8%	0.9%	0.0%	0.0%	0.0%	3.1%	44.5%
Sunday	31.8%	12.7%	8.0%	0.0%	1.7%	0.8%	0.6%	0.0%	0.2%	0.0%	4.7%	39.5%

Note I: *TV viewers were given the possibility of mentioning up to 3 TV stations on the weekday in question. For each TV station, these TV viewers were asked to indicate all time slots during which they viewed the mentioned TV station.* ***(Multiple-response Q)***

Note II: *The column "NONE" refers to TV viewers, who watched TV on the weekday in question, however did not watch TV at certain timeslots (on the same day).*

Note III: *TV stations with 'zero/0%' audience on a particular weekday in the Table above denotes that their viewership (on that day) was too low to be captured.*

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

- ✓ 78% (1425 respondents) of all 1830 TV Viewers **did not watch any local TV programmes on demand/catch-up** in the previous 7 days.
- ✓ 21.4% (391 respondents) **recalled watching a local TV programme on demand/catch-up** during the previous 7 days. These TV viewers were given the possibility of mentioning up to 3 local TV programmes which they watched on demand/catch-up during the previous 7 days. 19.2% (75 respondents) watched Liquorish, 11.5% (45 respondents) watched Serataron and Sorelle respectively.

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=1830)

Counts Break % Respondents	Total	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	**1830**	**132**	**265**	**290**	**260**	**290**	**300**	**293**	**885**	**945**
Yes	**391** **21.4%**	37 28.0%	78 29.4%	77 26.6%	60 23.1%	58 20.0%	59 19.7%	22 7.5%	169 19.1%	222 23.5%
No	**1425** **77.9%**	95 72.0%	184 69.4%	211 72.8%	197 75.8%	231 79.7%	238 79.3%	269 91.8%	710 80.2%	715 75.7%
I don't remember	**14** **0.8%**	- -	3 1.1%	2 0.7%	3 1.2%	1 0.3%	3 1.0%	2 0.7%	6 0.7%	8 0.8%

Table 17.2 – Q9 – Having watched local TV programmes on demand/catch-up in the previous 7 days – by Geographical Region (n=1830)

Counts Break % Respondents	Total	Geographical Region					
		Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo
Total	**1830**	**284**	**578**	**277**	**242**	**288**	**161**
Yes	**391** **21.4%**	62 21.8%	120 20.8%	67 24.2%	55 22.7%	59 20.5%	28 17.4%
No	**1425** **77.9%**	222 78.2%	446 77.2%	210 75.8%	187 77.3%	227 78.8%	133 82.6%
I don't remember	**14** **0.8%**	- -	12 2.1%	- -	- -	2 0.7%	- -

Table 17.3 – Q9 – Local programmes watched on demand/catch-up in the previous 7 days – by Age & Gender (Multiple-Response Q) (n=391)

***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 391.*

Counts Break % Respondents	Total	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	**391**	**37**	**78**	**77**	**60**	**58**	**59**	**22**	**169**	**222**
Liquorish	**75** **19.2%**	9 24.3%	28 35.9%	16 20.8%	10 16.7%	6 10.3%	4 6.8%	2 9.1%	30 17.8%	45 20.3%
Serataron	**45** **11.5%**	7 18.9%	9 11.5%	8 10.4%	7 11.7%	8 13.8%	3 5.1%	3 13.6%	16 9.5%	29 13.1%
Sorelle	**45** **11.5%**	- -	5 6.4%	7 9.1%	10 16.7%	9 15.5%	10 16.9%	4 18.2%	14 8.3%	31 14.0%
Il-Quddiesa	**35** **9.0%**	1 2.7%	3 3.8%	1 1.3%	2 3.3%	9 15.5%	14 23.7%	5 22.7%	14 8.3%	21 9.5%
News Bulletin - TVM	**34** **8.7%**	4 10.8%	5 6.4%	8 10.4%	8 13.3%	4 6.9%	5 8.5%	- -	23 13.6%	11 5.0%
Nostaġija	**33** **8.4%**	3 8.1%	4 5.1%	9 11.7%	4 6.7%	5 8.6%	4 6.8%	4 18.2%	9 5.3%	24 10.8%
F'Ġieħ l-Imħabba	**21** **5.4%**	- -	4 5.1%	6 7.8%	5 8.3%	1 1.7%	2 3.4%	3 13.6%	8 4.7%	13 5.9%
Don't Remember	**21** **5.4%**	1 2.7%	1 1.3%	3 3.9%	3 5.0%	6 10.3%	6 10.2%	1 4.5%	12 7.1%	9 4.1%
L-Erbgħa fost il-Ġimgħa	**19** **4.9%**	2 5.4%	5 6.4%	4 5.2%	5 8.3%	2 3.4%	1 1.7%	- -	13 7.7%	6 2.7%
Eurovision	**15** **3.8%**	2 5.4%	4 5.1%	3 3.9%	3 5.0%	1 1.7%	- -	2 9.1%	6 3.6%	9 4.1%
Division 7	**13** **3.3%**	4 10.8%	6 7.7%	1 1.3%	- -	1 1.7%	1 1.7%	- -	7 4.1%	6 2.7%
News Bulletin – NET	**11** **2.8%**	2 5.4%	1 1.3%	1 1.3%	3 5.0%	1 1.7%	3 5.1%	- -	6 3.6%	5 2.3%
Illum ma' Steph	**10** **2.6%**	- -	3 3.8%	5 6.5%	- -	1 1.7%	1 1.7%	- -	2 1.2%	8 3.6%
F'Baħar Wieħed	**9** **2.3%**	- -	3 3.8%	4 5.2%	- -	2 3.4%	- -	- -	3 1.8%	6 2.7%
News Bulletin - ONE	**8** **2.0%**	2 5.4%	- -	- -	3 5.0%	1 1.7%	1 1.7%	1 4.5%	4 2.4%	4 1.8%
Profili	**7** **1.8%**	- -	1 1.3%	2 2.6%	1 1.7%	1 1.7%	1 1.7%	1 4.5%	3 1.8%	4 1.8%
Realtà	**7** **1.8%**	- -	1 1.3%	3 3.9%	- -	2 3.4%	1 1.7%	- -	2 1.2%	5 2.3%
Popolin	**6** **1.5%**	- -	1 1.3%	- -	2 3.3%	2 3.4%	1 1.7%	- -	1 0.6%	5 2.3%
Ħadd Għalik	**6** **1.5%**	2 5.4%	- -	1 1.3%	1 1.7%	- -	1 1.7%	1 4.5%	2 1.2%	4 1.8%
Fattigi	**5** **1.3%**	- -	1 1.3%	- -	1 1.7%	1 1.7%	1 1.7%	1 4.5%	1 0.6%	4 1.8%
X'Sar Minnhom	**5** **1.3%**	1 2.7%	- -	1 1.3%	1 1.7%	1 1.7%	1 1.7%	- -	2 1.2%	3 1.4%
Pjazza	**5** **1.3%**	1 2.7%	1 1.3%	- -	2 3.3%	- -	1 1.7%	- -	2 1.2%	3 1.4%
Sibtek	**4** **1.0%**	- -	1 1.3%	1 1.3%	- -	- -	2 3.4%	- -	- -	4 1.8%

Simpatiċi	**4** **1.0%**	- -	1 1.3%	- -	- -	1 1.7%	1 1.7%	1 4.5%	1 0.6%	3 1.4%
Football	**4** **1.0%**	2 5.4%	1 1.3%	1 1.3%	- -	- -	- -	- -	3 1.8%	1 0.5%
Ilsien in-nisa	**3** **0.8%**	- -	- -	3 3.9%	- -	- -	- -	- -	1 0.6%	2 0.9%
Dine or dishes	**3** **0.8%**	- -	- -	1 1.3%	- -	2 3.4%	- -	- -	- -	3 1.4%
Gourmet Challenge	**3** **0.8%**	- -	- -	2 2.6%	1 1.7%	- -	- -	- -	- -	3 1.4%
Kompendju	**3** **0.8%**	- -	- -	- -	1 1.7%	1 1.7%	1 1.7%	- -	1 0.6%	2 0.9%
F Living Show	**3** **0.8%**	- -	- -	- -	1 1.7%	1 1.7%	1 1.7%	- -	1 0.6%	2 0.9%
Insights	**3** **0.8%**	- -	- -	2 2.6%	- -	- -	1 1.7%	- -	3 1.8%	- -
It's Morris	**3** **0.8%**	- -	- -	1 1.3%	1 1.7%	- -	1 1.7%	- -	1 0.6%	2 0.9%
Niskata	**3** **0.8%**	- -	- -	1 1.3%	- -	1 1.7%	1 1.7%	- -	1 0.6%	2 0.9%
Il-Kollezzjonist	**2** **0.5%**	- -	1 1.3%	- -	- -	1 1.7%	- -	- -	1 0.6%	1 0.5%
Gadgets	**2** **0.5%**	- -	1 1.3%	- -	1 1.7%	- -	- -	- -	1 0.6%	1 0.5%
Kalamita	**2** **0.5%**	- -	- -	- -	1 1.7%	- -	1 1.7%	- -	1 0.6%	1 0.5%
Life & Style	**2** **0.5%**	- -	- -	1 1.3%	- -	- -	1 1.7%	- -	- -	2 0.9%
Ninvestigaw x'qed nieklu	**2** **0.5%**	- -	2 2.6%	- -	- -	- -	- -	- -	2 1.2%	- -
Paper Scan	**2** **0.5%**	- -	- -	- -	1 1.7%	1 1.7%	- -	- -	1 0.6%	1 0.5%
Dejjem Tiegħek Becky	**2** **0.5%**	1 2.7%	- -	1 1.3%	- -	- -	- -	- -	- -	2 0.9%
Flimkien ma' Nancy	**2** **0.5%**	- -	- -	1 1.3%	- -	1 1.7%	- -	- -	- -	2 0.9%
Charmaine Gauci: Covid19 Update	**2** **0.5%**	- -	1 1.3%	- -	- -	1 1.7%	- -	- -	- -	2 0.9%
Iż-Żmien ma jaħfira lil ħadd	**2** **0.5%**	- -	- -	- -	- -	- -	1 1.7%	1 4.5%	2 1.2%	- -
Għeruq	**1** **0.3%**	- -	- -	- -	- -	1 1.7%	- -	- -	1 0.6%	- -
Rosary	**1** **0.3%**	- -	- -	- -	- -	- -	1 1.7%	- -	1 0.6%	- -
Realta	**1** **0.3%**	- -	- -	- -	- -	1 1.7%	- -	- -	- -	1 0.5%
TSN1	**1** **0.3%**	1 2.7%	- -	- -	- -	- -	- -	- -	1 0.6%	- -
Movie	**1** **0.3%**	- -	1 1.3%	- -	- -	- -	- -	- -	- -	1 0.5%
Fuq it-taraġ taz-zuntier	**1** **0.3%**	- -	1 1.3%	- -	- -	- -	- -	- -	1 0.6%	- -
Għawdex Illum	**1** **0.3%**	- -	- -	- -	- -	1 1.7%	- -	- -	1 0.6%	- -
Luxdesign	**1** **0.3%**	- -	- -	1 1.3%	- -	- -	- -	- -	- -	1 0.5%

X'hemm moħbi	**1** **0.3%**	- -	- -	- -	1 1.7%	- -	- -	- -	- -	1 0.5%
Skritt	**1** **0.3%**	- -	- -	- -	1 1.7%	- -	- -	- -	- -	1 0.5%
Xtra	**1** **0.3%**	- -	- -	- -	- -	- -	1 1.7%	- -	1 0.6%	- -
Attivita Politika	**1** **0.3%**	- -	- -	- -	1 1.7%	- -	- -	- -	- -	1 0.5%
Lotto	**1** **0.3%**	- -	- -	- -	- -	- -	1 1.7%	- -	1 0.6%	- -
Soldiers recruitment	**1** **0.3%**	- -	- -	1 1.3%	- -	- -	- -	- -	1 0.6%	- -
Tertuqa	**1** **0.3%**	- -	- -	- -	- -	1 1.7%	- -	- -	1 0.6%	- -
Malta fil-Gwerra	**1** **0.3%**	- -	- -	- -	- -	- -	1 1.7%	- -	1 0.6%	- -
Kwizzun	**1** **0.3%**	- -	- -	- -	- -	- -	1 1.7%	- -	1 0.6%	- -
Taħt l-Art 'Underground'	**1** **0.3%**	- -	- -	- -	- -	- -	1 1.7%	- -	1 0.6%	- -
KC	**1** **0.3%**	1 2.7%	- -	- -	- -	- -	- -	- -	- -	1 0.5%
NET LIVE	**1** **0.3%**	- -	- -	1 1.3%	- -	- -	- -	- -	- -	1 0.5%
Dak li Jgħodd	**1** **0.3%**	- -	- -	1 1.3%	- -	- -	- -	- -	- -	1 0.5%
Mill-Għalqa tad-Dar	**1** **0.3%**	- -	- -	- -	- -	1 1.7%	- -	- -	1 0.6%	- -
Ħajjitna Ktieb	**1** **0.3%**	- -	- -	- -	- -	1 1.7%	- -	- -	1 0.6%	- -
Jekk Jogħġobkom	**1** **0.3%**	- -	- -	- -	1 1.7%	- -	- -	- -	1 0.6%	- -
Klassi Għalina	**1** **0.3%**	- -	1 1.3%	- -	- -	- -	- -	- -	1 0.6%	- -
Eko-djar	**1** **0.3%**	- -	1 1.3%	- -	- -	- -	- -	- -	1 0.6%	- -
Il-Madonna taċ-Ċoqqa	**1** **0.3%**	- -	- -	- -	- -	1 1.7%	- -	- -	- -	1 0.5%
Magħkom	**1** **0.3%**	- -	- -	- -	- -	- -	1 1.7%	- -	- -	1 0.5%
Ħadt l-Aħbar	**1** **0.3%**	- -	- -	- -	- -	1 1.7%	- -	- -	1 0.6%	- -
Ċirkostanzi	**1** **0.3%**	- -	- -	- -	1 1.7%	- -	- -	- -	- -	1 0.5%
Il-Mara	**1** **0.3%**	- -	- -	1 1.3%	- -	- -	- -	- -	- -	1 0.5%
Il-Parlament	**1** **0.3%**	- -	- -	- -	- -	- -	- -	1 4.5%	- -	1 0.5%
L-Awla	**1** **0.3%**	- -	- -	1 1.3%	- -	- -	- -	- -	1 0.6%	- -
Ieqaf 20 minuta	**1** **0.3%**	- -	- -	1 1.3%	- -	- -	- -	- -	1 0.6%	- -
Nota f'Nota	**1** **0.3%**	- -	- -	1 1.3%	- -	- -	- -	- -	1 0.6%	- -

8.11 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.

- ✓ 90.1% (1649 respondents) of all 1830 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.
- ✓ 11% (202 respondents) make use of '**IPTV**' as one of the reception services, whilst 6.3% (116 respondents) use the '**Android Box**'.
- ✓ 1.5% (27 respondents) use '**free-to-air**' as one of the reception services for watching TV.

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=1830)

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	**1830**	**132**	**265**	**290**	**260**	**290**	**300**	**293**	**885**	**945**
Paid subscription	**1649** **90.1%**	118 89.4%	222 83.8%	242 83.4%	235 90.4%	266 91.7%	286 95.3%	280 95.6%	780 88.1%	869 92.0%
IPTV	**202** **11.0%**	18 13.6%	42 15.8%	48 16.6%	31 11.9%	30 10.3%	24 8.0%	9 3.1%	115 13.0%	87 9.2%
Android box	**116** **6.3%**	14 10.6%	26 9.8%	26 9.0%	15 5.8%	14 4.8%	15 5.0%	6 2.0%	68 7.7%	48 5.1%
Other [Streaming on laptop/PC/mobile/tablet]	**56** **3.1%**	10 7.6%	18 6.8%	10 3.4%	8 3.1%	6 2.1%	3 1.0%	1 0.3%	25 2.8%	31 3.3%
Satellite	**47** **2.6%**	7 5.3%	5 1.9%	10 3.4%	9 3.5%	6 2.1%	6 2.0%	4 1.4%	29 3.3%	18 1.9%
Free-to-air	**27** **1.5%**	3 2.3%	4 1.5%	2 0.7%	6 2.3%	4 1.4%	4 1.3%	4 1.4%	19 2.1%	8 0.8%
Don't know	**5** **0.3%**	1 0.8%	- -	- -	- -	1 0.3%	- -	3 1.0%	- -	5 0.5%
Refused/ no reply	**2** **0.1%**	- -	- -	2 0.7%	- -	- -	- -	- -	2 0.2%	- -

Table 18.2 – Q10 – Type(s) of TV reception services used for watching TV – by Geographical Region (Multiple-Response Q) (n=1830)

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	Geographical Region					
		Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo
Total	**1830**	**284**	**578**	**277**	**242**	**288**	**161**
Paid subscription	**1649** **90.1%**	263 92.6%	526 91.0%	251 90.6%	222 91.7%	247 85.8%	140 87.0%
IPTV	**202** **11.0%**	24 8.5%	67 11.6%	20 7.2%	30 12.4%	31 10.8%	30 18.6%
Android box	**116** **6.3%**	22 7.7%	34 5.9%	14 5.1%	22 9.1%	17 5.9%	7 4.3%
Other [Streaming on laptop/PC/mobile/tablet]	**56** **3.1%**	6 2.1%	17 2.9%	6 2.2%	10 4.1%	16 5.6%	1 0.6%
Satellite	**47** **2.6%**	6 2.1%	17 2.9%	5 1.8%	9 3.7%	8 2.8%	2 1.2%
Free-to-air	**27** **1.5%**	2 0.7%	3 0.5%	10 3.6%	2 0.8%	7 2.4%	3 1.9%
Don't know	**5** **0.3%**	- -	2 0.3%	1 0.4%	1 0.4%	1 0.3%	- -
Refused/ no reply	**2** **0.1%**	- -	1 0.2%	- -	- -	1 0.3%	- -

9. RADIO LISTENERSHIP – FINDINGS

9.1 Introduction

- ✓ **2 in 3 Maltese residents are radio listeners (62.1% - 1305 respondents).** Most radio listeners are respondents aged 31+ years, while lower listenership was observed among the young cohort 12-20 years.
- ✓ 1.6% (33 respondents) **listen to foreign radio stations only**. The remaining 37.7% (454 respondents) **do not listen to any radio at all.**
- ✓ The most followed local radio station is Bay (19.8%), followed by ONE radio (13.6%), Calypso Ten-18 (11.2%) and Radju Malta 1 (11%).

Research Findings in Detail

Tables below illustrate details on the above research findings.

Exhibit 3 – Q11A – Radio listeners/non listeners (N=2100)

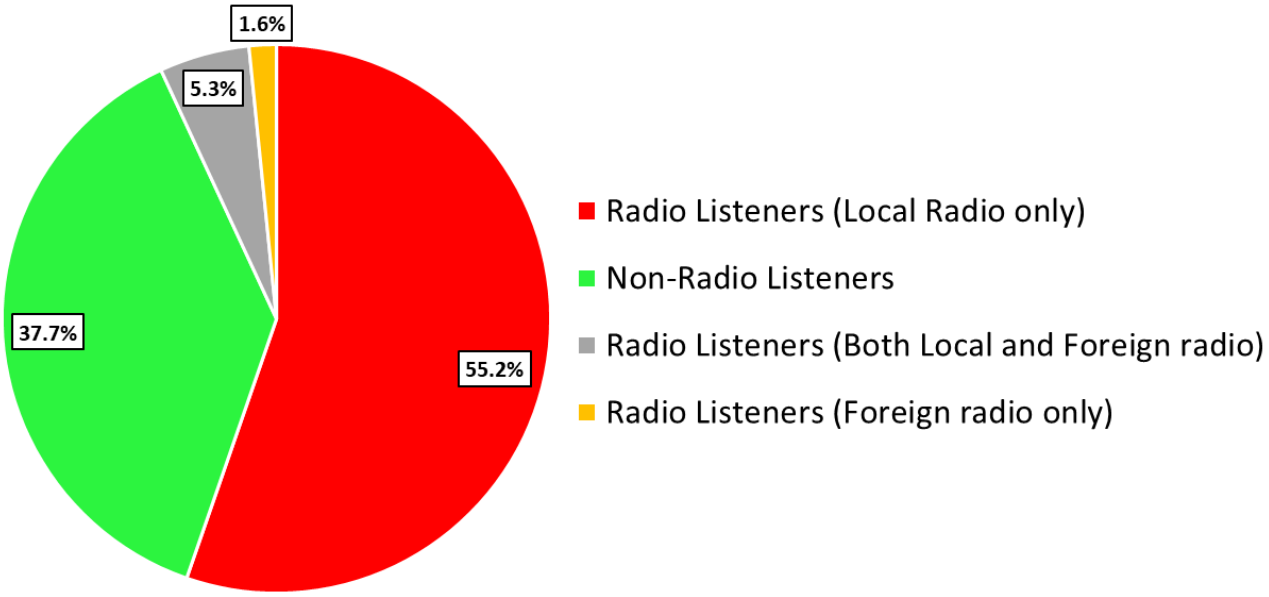


Table 19 – Q11A. Radio listeners/non listeners – by Age & Gender (N=2100)

Counts Break % Respondents	Total	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	**2100**	**173**	**344**	**362**	**294**	**306**	**315**	**306**	**1063**	**1037**
Local radio only	**1160** **55.2%**	81 46.8%	201 58.4%	195 53.9%	145 49.3%	178 58.2%	187 59.4%	173 56.5%	549 51.6%	611 58.9%
I do not listen to ANY radio	**791** **37.7%**	84 48.6%	120 34.9%	142 39.2%	123 41.8%	111 36.3%	98 31.1%	113 36.9%	424 39.9%	367 35.4%
Both local and foreign radio	**112** **5.3%**	7 4.0%	18 5.2%	15 4.1%	13 4.4%	14 4.6%	26 8.3%	19 6.2%	67 6.3%	45 4.3%
Foreign radio only	**33** **1.6%**	1 0.6%	4 1.2%	10 2.8%	12 4.1%	3 1.0%	3 1.0%	- -	21 2.0%	12 1.2%
Refused/ No Reply	**4** **0.2%**	- -	1 0.3%	- -	1 0.3%	- -	1 0.3%	1 0.3%	2 0.2%	2 0.2%

Exhibit 4 – Q14 – Most followed Radio stations (Aggregate) (Multiple-Response Q) (n=1305)

***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)

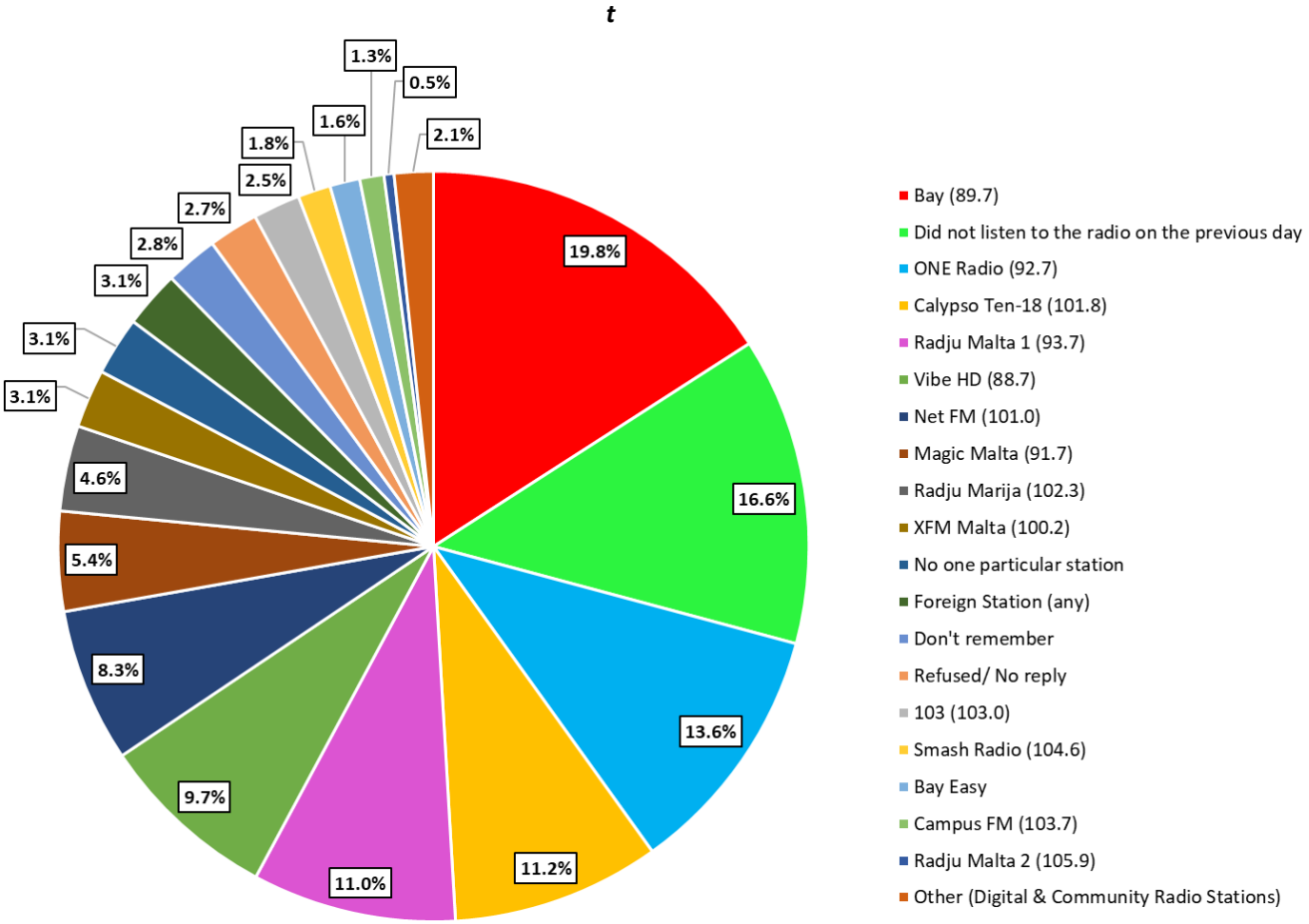


Exhibit 4 illustrates the most followed radio stations during Week 23rd – 29th May 2021.
'*Did not listen to the radio on the previous day*' refers to radio listeners who did not listen to radio on the day of assessment during that particular week.
Note: Radio stations not featured in the Exhibit above have a radio listenership of less than 0.1% Between Monday to Sunday.

This Section gives details on the radio listenership of the 1272 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 1272.

- ✓ 1 in 3 local radio listeners (31.1% - 395 respondents), (31.2% - 397 respondents), listen to radio for less than one hour a day and between 1-2 hours a day, respectively during the week (Mon-Thu). The younger age cohorts tend to listen to radio less than one hour a day, whilst the adult and mature adult cohorts listen to 1-2 hours of radio a day during the week.
- ✓ 17.1% (217 respondents) listen to 3-4 hours a day during the week, however these radio listeners are largely 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=1272)

Counts Break % Respondents	Total	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	**1272**	**88**	**219**	**210**	**158**	**192**	**213**	**192**	**616**	**656**
None	**13** **1.0%**	1 1.1%	3 1.4%	3 1.4%	- -	- -	5 2.3%	1 0.5%	5 0.8%	8 1.2%
< 1 hr a day	**395** **31.1%**	43 48.9%	120 54.8%	90 42.9%	52 32.9%	37 19.3%	28 13.1%	25 13.0%	205 33.3%	190 29.0%
1-2 hrs a day	**397** **31.2%**	30 34.1%	73 33.3%	70 33.3%	58 36.7%	52 27.1%	60 28.2%	54 28.1%	199 32.3%	198 30.2%
3-4 hrs a day	**217** **17.1%**	6 6.8%	9 4.1%	19 9.0%	25 15.8%	48 25.0%	53 24.9%	57 29.7%	95 15.4%	122 18.6%
5-6 hrs a day	**88** **6.9%**	- -	1 0.5%	5 2.4%	3 1.9%	25 13.0%	31 14.6%	23 12.0%	44 7.1%	44 6.7%
6+ hrs a day	**107** **8.4%**	2 2.3%	5 2.3%	9 4.3%	11 7.0%	24 12.5%	29 13.6%	27 14.1%	36 5.8%	71 10.8%
Not always the same	**54** **4.2%**	6 6.8%	8 3.7%	14 6.7%	8 5.1%	6 3.1%	7 3.3%	5 2.6%	31 5.0%	23 3.5%
Don't remember	**1** **0.1%**	- -	- -	- -	1 0.6%	- -	- -	- -	1 0.2%	- -

Table 20.2 – Q11 – Daily average hours of LOCAL Radio consumption: on weekdays (Monday – Thursday) – by Geographical Region (n=1272)

Counts Break % Respondents	Total	Geographical Region					
		Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo
Total	**1272**	**200**	**407**	**182**	**169**	**203**	**111**
None	**13** **1.0%**	1 0.5%	3 0.7%	3 1.6%	2 1.2%	2 1.0%	2 1.8%
< 1 hr a day	**395** **31.1%**	46 23.0%	133 32.7%	54 29.7%	56 33.1%	68 33.5%	38 34.2%
1-2 hrs a day	**397** **31.2%**	70 35.0%	125 30.7%	55 30.2%	52 30.8%	66 32.5%	29 26.1%
3-4 hrs a day	**217** **17.1%**	41 20.5%	66 16.2%	30 16.5%	31 18.3%	32 15.8%	17 15.3%
5-6 hrs a day	**88** **6.9%**	19 9.5%	28 6.9%	19 10.4%	5 3.0%	11 5.4%	6 5.4%
6+ hrs a day	**107** **8.4%**	16 8.0%	36 8.8%	16 8.8%	19 11.2%	15 7.4%	5 4.5%
Not always the same	**54** **4.2%**	7 3.5%	16 3.9%	5 2.7%	4 2.4%	8 3.9%	14 12.6%
Don't remember	**1** **0.1%**	- -	- -	- -	- -	1 0.5%	- -

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 1272.

- ✓ 7.6% (97 respondents) of all local radio listeners **do not listen to any radio during the weekend**.
- ✓ 1 in 3 local radio listeners (30% - 385 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 (27.4% - 345 respondents) listen to **1 – 2 hours per day** of local radio in the weekend.
- ✓ Another 15.8% (201 respondents) spend an average of **3 – 4 hours per day** listening to local radio during the weekend, with the highest listenership 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=1272)

Counts Break % Respondents	Total	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	**1272**	**88**	**219**	**210**	**158**	**192**	**213**	**192**	**616**	**656**
None	**97** **7.6%**	9 10.2%	24 11.0%	23 11.0%	10 6.3%	10 5.2%	10 4.7%	11 5.7%	46 7.5%	51 7.8%
< 1 hr a day	**385** **30.3%**	42 47.7%	107 48.9%	84 40.0%	50 31.6%	37 19.3%	31 14.6%	34 17.7%	201 32.6%	184 28.0%
1-2 hrs a day	**348** **27.4%**	23 26.1%	64 29.2%	58 27.6%	48 30.4%	49 25.5%	55 25.8%	51 26.6%	175 28.4%	173 26.4%
3-4 hrs a day	**201** **15.8%**	4 4.5%	9 4.1%	17 8.1%	23 14.6%	41 21.4%	57 26.8%	50 26.0%	82 13.3%	119 18.1%
5-6 hrs a day	**76** **6.0%**	3 3.4%	1 0.5%	4 1.9%	3 1.9%	22 11.5%	26 12.2%	17 8.9%	38 6.2%	38 5.8%
6+ hrs a day	**90** **7.1%**	1 1.1%	5 2.3%	5 2.4%	8 5.1%	24 12.5%	26 12.2%	21 10.9%	30 4.9%	60 9.1%
Not always the same	**72** **5.7%**	5 5.7%	9 4.1%	19 9.0%	14 8.9%	9 4.7%	8 3.8%	8 4.2%	42 6.8%	30 4.6%
Don't remember	**3** **0.2%**	1 1.1%	- -	- -	2 1.3%	- -	- -	- -	2 0.3%	1 0.2%

Table 21.2 – Q12 – Daily average hours of LOCAL Radio consumption: in the weekend (Friday – Sunday) – by Geographical Region (n=1272)

Counts Break % Respondents	Total	Geographical Region					
		Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo
Total	**1272**	**200**	**407**	**182**	**169**	**203**	**111**
None	**97** **7.6%**	9 4.5%	33 8.1%	15 8.2%	13 7.7%	18 8.9%	9 8.1%
< 1 hr a day	**385** **30.3%**	53 26.5%	126 31.0%	50 27.5%	51 30.2%	69 34.0%	36 32.4%
1-2 hrs a day	**348** **27.4%**	61 30.5%	114 28.0%	47 25.8%	50 29.6%	51 25.1%	25 22.5%
3-4 hrs a day	**201** **15.8%**	39 19.5%	63 15.5%	30 16.5%	24 14.2%	30 14.8%	15 13.5%
5-6 hrs a day	**76** **6.0%**	13 6.5%	21 5.2%	17 9.3%	8 4.7%	9 4.4%	8 7.2%
6+ hrs a day	**90** **7.1%**	13 6.5%	28 6.9%	14 7.7%	16 9.5%	15 7.4%	4 3.6%
Not always the same	**72** **5.7%**	12 6.0%	21 5.2%	9 4.9%	7 4.1%	10 4.9%	13 11.7%
Don't remember	**3** **0.2%**	- -	1 0.2%	- -	- -	1 0.5%	1 0.9%

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 1272.

- ✓ 1 in 4 local radio listeners (23.3% - 297 respondents) **do not have a preferred local radio programme.** Radio listeners aged 31-50 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 15.4% (195 respondents) mentioning it as their preferred local radio programme. This radio programme is largely preferred by the younger age cohorts, 12-40 years.
- ✓ ***Bonġu Calypso*** is the second most favourite local radio programme, with 6.5% (83 respondents) mentioning it as their preferred local radio programme. This programme is largely popular amongst radio listeners aged 41+ years.
- ✓ ***ONE Radio's news bulletin*** is the third most favourite local radio programme. 6% (76 respondents) mentioned this programme as their favourite programme, 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 22.1 – Q13 – Favourite local radio programme – by Age & Gender (n=1272)

Counts Break % Respondents	Total	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	1272	88	219	210	158	192	213	192	616	656
No preferred programme	297 23.3%	15 17.0%	43 19.6%	69 32.9%	45 28.5%	37 19.3%	42 19.7%	46 24.0%	151 24.5%	146 22.3%
Bay Breakfast with Daniel & Ylenia	196 15.4%	50 56.8%	71 32.4%	45 21.4%	21 13.3%	6 3.1%	3 1.4%	- -	93 15.1%	103 15.7%
Bongu Calypso ma' Twanny Scerri	83 6.5%	- -	3 1.4%	6 2.9%	10 6.3%	20 10.4%	30 14.1%	14 7.3%	32 5.2%	51 7.8%
News Bulletin – ONE Radio	76 6.0%	- -	2 0.9%	5 2.4%	4 2.5%	19 9.9%	24 11.3%	22 11.5%	45 7.3%	31 4.7%
The Morning Vibe with Abel, JD & Martina	68 5.3%	3 3.4%	32 14.6%	23 11.0%	8 5.1%	2 1.0%	- -	- -	37 6.0%	31 4.7%
More than one preferred programme	63 5.0%	3 3.4%	11 5.0%	13 6.2%	5 3.2%	8 4.2%	7 3.3%	16 8.3%	36 5.8%	27 4.1%
News Bulletin – Radju Malta	44 3.5%	- -	- -	2 1.0%	4 2.5%	11 5.7%	12 5.6%	15 7.8%	19 3.1%	25 3.8%
Club 101	41 3.2%	- -	1 0.5%	4 1.9%	6 3.8%	6 3.1%	18 8.5%	6 3.1%	12 1.9%	29 4.4%
News Bulletin – NET FM	38 3.0%	1 1.1%	1 0.5%	- -	2 1.3%	7 3.6%	13 6.1%	14 7.3%	24 3.9%	14 2.1%
Rosary	36 2.8%	- -	- -	- -	1 0.6%	9 4.7%	13 6.1%	13 6.8%	10 1.6%	26 4.0%
Nate, Frank & Rossi	35 2.8%	9 10.2%	20 9.1%	6 2.9%	- -	- -	- -	- -	19 3.1%	16 2.4%
XFM Big Breakfast	27 2.1%	3 3.4%	10 4.6%	7 3.3%	5 3.2%	2 1.0%	- -	- -	19 3.1%	8 1.2%
Carlo's Breakfast Cafe	25 2.0%	- -	4 1.8%	3 1.4%	7 4.4%	9 4.7%	2 0.9%	- -	9 1.5%	16 2.4%
Bongu Kafe ma' Joe Julian	22 1.7%	- -	- -	1 0.5%	8 5.1%	6 3.1%	4 1.9%	3 1.6%	9 1.5%	13 2.0%
One Breakfast	20 1.6%	- -	1 0.5%	5 2.4%	3 1.9%	6 3.1%	2 0.9%	3 1.6%	9 1.5%	11 1.7%
News Bulletin – Calypso 101.8	19 1.5%	1 1.1%	1 0.5%	1 0.5%	- -	6 3.1%	5 2.3%	5 2.6%	10 1.6%	9 1.4%
Ahna l-Maltin	18 1.4%	- -	- -	- -	2 1.3%	4 2.1%	8 3.8%	4 2.1%	9 1.5%	9 1.4%
News Bulletin – Magic Malta	13 1.0%	- -	- -	4 1.9%	7 4.4%	1 0.5%	- -	1 0.5%	3 0.5%	10 1.5%
Linja Diretta	13 1.0%	- -	- -	- -	- -	3 1.6%	4 1.9%	6 3.1%	5 0.8%	8 1.2%
News Bulletin - Bay	8 0.6%	- -	2 0.9%	3 1.4%	2 1.3%	1 0.5%	- -	- -	4 0.6%	4 0.6%
Ride Home	8 0.6%	1 1.1%	2 0.9%	1 0.5%	3 1.9%	1 0.5%	- -	- -	2 0.3%	6 0.9%
Familja Wahda (- Gordon Caruana)	8 0.6%	- -	- -	- -	- -	3 1.6%	2 0.9%	3 1.6%	3 0.5%	5 0.8%
103 Breakfast with Ron	7 0.6%	- -	- -	2 1.0%	- -	3 1.6%	1 0.5%	1 0.5%	3 0.5%	4 0.6%
Bay Drive with Pierre & Taryn	7 0.6%	- -	2 0.9%	2 1.0%	1 0.6%	1 0.5%	1 0.5%	- -	1 0.2%	6 0.9%
Religious programmes/Mass/Rosary (Radju Marija)	7 0.6%	- -	- -	- -	- -	2 1.0%	3 1.4%	2 1.0%	2 0.3%	5 0.8%
Seher il-Malti	7 0.6%	- -	1 0.5%	- -	1 0.6%	2 1.0%	1 0.5%	2 1.0%	6 1.0%	1 0.2%
Andrew Azzopardi on 103	7 0.6%	1 1.1%	- -	- -	- -	2 1.0%	3 1.4%	1 0.5%	4 0.6%	3 0.5%
The 103 Morning Show with Arthur, Ian & Angele	6 0.5%	- -	1 0.5%	- -	2 1.3%	1 0.5%	2 0.9%	- -	- -	6 0.9%
DJ Commander J Breakfast	6 0.5%	- -	3 1.4%	1 0.5%	1 0.6%	1 0.5%	- -	- -	3 0.5%	3 0.5%
Nostalgija (John Mallia)	6 0.5%	- -	- -	- -	- -	2 1.0%	3 1.4%	1 0.5%	2 0.3%	4 0.6%
Kartolina	5 0.4%	- -	- -	1 0.5%	1 0.6%	1 0.5%	- -	2 1.0%	- -	5 0.8%
Qari bil-Malti	4 0.3%	- -	- -	1 0.5%	- -	- -	- -	3 1.6%	1 0.2%	3 0.5%
One's on One (Alex Grech)	4 0.3%	- -	- -	- -	1 0.6%	1 0.5%	1 0.5%	1 0.5%	4 0.6%	- -
Musika ma' Mario Laus	4 0.3%	- -	- -	- -	- -	2 1.0%	1 0.5%	1 0.5%	2 0.3%	2 0.3%
Discussion Programmes (NET FM)	4 0.3%	- -	- -	- -	1 0.6%	- -	1 0.5%	2 1.0%	2 0.3%	2 0.3%
Rewind the 90s & 00's	3 0.2%	- -	- -	1 0.5%	2 1.3%	- -	- -	- -	3 0.5%	- -
Sibt il-Punt	3 0.2%	- -	- -	1 0.5%	- -	- -	1 0.5%	1 0.5%	1 0.2%	2 0.3%
Il-polz tac-Cittadin	3 0.2%	- -	2 0.9%	- -	- -	1 0.5%	- -	- -	2 0.3%	1 0.2%
Nghiduha Kif Inhi	3 0.2%	- -	- -	1 0.5%	2 1.3%	- -	- -	- -	1 0.2%	2 0.3%
Ma' Simone	3 0.2%	- -	1 0.5%	- -	- -	- -	1 0.5%	1 0.5%	2 0.3%	1 0.2%
News Bulletin – 103 (Malta's Heart)	2 0.2%	- -	1 0.5%	- -	- -	1 0.5%	- -	- -	2 0.3%	- -
Ma' Gaffiero	2 0.2%	- -	- -	- -	1 0.6%	- -	- -	1 0.5%	1 0.2%	1 0.2%
Ferrovija Musikali ma' Vincent Sc...	2 0.2%	- -	- -	- -	- -	1 0.5%	- -	1 0.5%	- -	2 0.3%
The Bundy & Tanti Show	2 0.2%	- -	- -	- -	- -	1 0.5%	1 0.5%	- -	2 0.3%	- -
Classic FM on Campus FM	2 0.2%	- -	- -	- -	- -	- -	1 0.5%	1 0.5%	1 0.2%	1 0.2%
Campus Brunch	2 0.2%	- -	1 0.5%	- -	- -	1 0.5%	- -	- -	2 0.3%	- -
Taghna t-Tnejn	1 0.1%	- -	- -	- -	- -	- -	1 0.5%	- -	1 0.2%	- -
Gejja l-Banda (Radju Bambina)	1 0.1%	1 1.1%	- -	- -	- -	- -	- -	- -	1 0.2%	- -
Rajt Malta Tinbidel	1 0.1%	- -	- -	- -	- -	1 0.5%	- -	- -	- -	1 0.2%
Terapija (Campus FM)	1 0.1%	- -	- -	- -	- -	- -	1 0.5%	- -	- -	1 0.2%
Bay's Top 40	1 0.1%	- -	1 0.5%	- -	- -	- -	- -	- -	1 0.2%	- -
Jazz Pack (Tonio Pace)	1 0.1%	- -	- -	- -	1 0.6%	- -	- -	- -	1 0.2%	- -
Campus FM BBC production	1 0.1%	- -	1 0.5%	- -	- -	- -	- -	- -	1 0.2%	- -
Rock the Traffic	1 0.1%	- -	- -	1 0.5%	- -	- -	- -	- -	1 0.2%	- -
Music on Radio Galaxy 105	1 0.1%	- -	- -	- -	1 0.6%	- -	- -	- -	1 0.2%	- -
XFM Big Drive Home	1 0.1%	- -	1 0.5%	- -	- -	- -	- -	- -	1 0.2%	- -
One Clubbing	1 0.1%	- -	- -	1 0.5%	- -	- -	- -	- -	1 0.2%	- -
Musika Klassika ma" Gorg Peresso	1 0.1%	- -	- -	- -	- -	1 0.5%	- -	- -	- -	1 0.2%
Il-Banda Maltija	1 0.1%	- -	- -	- -	- -	- -	1 0.5%	- -	- -	1 0.2%

9.5 Most Followed Radio Stations: Monday to Sunday

All 1305 radio listeners were given the possibility of mentioning **up to three radio stations they had listened to on the previous day**. Out of a these 1305 radio listeners, 216 listeners (16.6%) indicated that they did not listen to radio on the previous day.

- ✓ ***Bay*** is the most followed radio station, with 1 in 5 (19.8% - 259 respondents) of all radio listeners mentioning it as one of the three radio stations they had listened to on the previous day. Bay is largely 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 13.6% (178 respondents). ONE radio was mentioned by more than 1 in 4 radio listeners aged 51+ years, as one of the radio stations hey had listened to on the previous day.
- ✓ ***Calypso 101.8*** is the third most followed station, with 11.2% (146 respondents) of radio listeners mentioning this radio station as one of the stations they had listened to on the previous day. Most of Calypso's radio listeners are aged 51+ years.
- ✓ ***Radju Malta*** 1 is the fourth most followed station, with 11% (143 respondents). Most of Radju Malta's listeners are also aged 51+ years.
- ✓ **Table 23.1** below illustrates these findings extrapolated to reflect Malta's population of radio listeners.

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=1305)

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 1305.

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 23rd – 29th May 2021.

Counts Respondents	TOTAL	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
	1305	**89**	**223**	**220**	**170**	**195**	**216**	**192**	**637**	**668**
Bay	**259**	46	92	72	32	11	6	-	139	120
	19.8%	51.7%	41.3%	32.7%	18.8%	5.6%	2.8%	-	21.8%	18.0%
Did not listen to the radio on the previous day	**216**	23	49	37	28	23	32	24	104	112
	16.6%	25.8%	22.0%	16.8%	16.5%	11.8%	14.8%	12.5%	16.3%	16.8%
ONE Radio	**178**	2	8	17	17	39	43	52	90	88
	13.6%	2.2%	3.6%	7.7%	10.0%	20.0%	19.9%	27.1%	14.1%	13.2%
Calypso Ten-18	**146**	1	6	17	17	35	46	24	59	87
	11.2%	1.1%	2.7%	7.7%	10.0%	17.9%	21.3%	12.5%	9.3%	13.0%
Radju Malta 1	**143**	-	4	4	15	39	40	41	64	79
	11.0%	-	1.8%	1.8%	8.8%	20.0%	18.5%	21.4%	10.0%	11.8%
Vibe HD	**126**	17	65	30	10	3	1	-	68	58
	9.7%	19.1%	29.1%	13.6%	5.9%	1.5%	0.5%	-	10.7%	8.7%
Net FM	**108**	3	6	7	11	17	37	27	50	58
	8.3%	3.4%	2.7%	3.2%	6.5%	8.7%	17.1%	14.1%	7.8%	8.7%
Magic Malta	**70**	3	11	14	20	13	6	3	31	39
	5.4%	3.4%	4.9%	6.4%	11.8%	6.7%	2.8%	1.6%	4.9%	5.8%
Radju Marija	**60**	1	-	2	4	17	16	20	23	37
	4.6%	1.1%	-	0.9%	2.4%	8.7%	7.4%	10.4%	3.6%	5.5%
XFM Malta	**41**	4	15	9	7	5	1	-	27	14
	3.1%	4.5%	6.7%	4.1%	4.1%	2.6%	0.5%	-	4.2%	2.1%
No one particular station	**41**	2	5	10	7	6	2	9	20	21
	3.1%	2.2%	2.2%	4.5%	4.1%	3.1%	0.9%	4.7%	3.1%	3.1%
Foreign Station (any)	**40**	1	5	11	15	2	4	2	27	13
	3.1%	1.1%	2.2%	5.0%	8.8%	1.0%	1.9%	1.0%	4.2%	1.9%
Don't remember	**37**	1	6	6	5	7	4	8	21	16
	2.8%	1.1%	2.7%	2.7%	2.9%	3.6%	1.9%	4.2%	3.3%	2.4%
Refused/ No reply	**35**	2	4	10	1	5	7	6	11	24
	2.7%	2.2%	1.8%	4.5%	0.6%	2.6%	3.2%	3.1%	1.7%	3.6%
103	**33**	1	3	5	7	8	6	3	15	18
	2.5%	1.1%	1.3%	2.3%	4.1%	4.1%	2.8%	1.6%	2.4%	2.7%
Smash Radio	**23**	3	2	9	2	1	4	2	11	12
	1.8%	3.4%	0.9%	4.1%	1.2%	0.5%	1.9%	1.0%	1.7%	1.8%
Bay Easy	**21**	7	8	4	1	-	1	-	11	10
	1.6%	7.9%	3.6%	1.8%	0.6%	-	0.5%	-	1.7%	1.5%
Campus FM	**17**	-	3	1	-	3	8	2	9	8
	1.3%	-	1.3%	0.5%	-	1.5%	3.7%	1.0%	1.4%	1.2%
Radju Malta 2	**7**	-	-	-	3	2	-	2	3	4
	0.5%	-	-	-	1.8%	1.0%	-	1.0%	0.5%	0.6%
Radju Prekursur	**5**	1	-	-	-	2	1	1	2	3
	0.4%	1.1%	-	-	-	1.0%	0.5%	0.5%	0.3%	0.4%
Smooth Radio	**4**	-	-	-	3	1	-	-	1	3
	0.3%	-	-	-	1.8%	0.5%	-	-	0.2%	0.4%
Radju Bambina	**3**	1	2	-	-	-	-	-	2	1
	0.2%	1.1%	0.9%	-	-	-	-	-	0.3%	0.1%

Radju Luminarja	**3**	1	2	-	-	-	-	-	1	2
	0.2%	1.1%	0.9%	-	-	-	-	-	0.2%	0.3%
Radju Margerita	**3**	-	-	-	-	-	-	3	1	2
	0.2%	-	-	-	-	-	-	1.6%	0.2%	0.3%
Radio 105	**2**	-	1	-	1	-	-	-	2	-
	0.2%	-	0.4%	-	0.6%	-	-	-	0.3%	-
Pure HD	**1**	-	1	-	-	-	-	-	1	-
	0.1%	-	0.4%	-	-	-	-	-	0.2%	-
All Rock HD	**1**	-	-	1	-	-	-	-	1	-
	0.1%	-	-	0.5%	-	-	-	-	0.2%	-
Radju Hompesh	**1**	-	-	-	-	1	-	-	-	1
	0.1%	-	-	-	-	0.5%	-	-	-	0.1%
Radju Katidral	**1**	-	-	-	-	-	1	-	1	-
	0.1%	-	-	-	-	-	0.5%	-	0.2%	-
Radju Sokkors	**1**	1	-	-	-	-	-	-	1	-
	0.1%	1.1%	-	-	-	-	-	-	0.2%	-
Radju Lehen il-Belt Victoria	**1**	-	-	-	-	-	-	1	-	1
	0.1%	-	-	-	-	-	-	0.5%	-	0.1%
Radju Lehen il-Qala	**1**	-	1	-	-	-	-	-	-	1
	0.1%	-	0.4%	-	-	-	-	-	-	0.1%
Mics FM	**1**	-	-	-	-	-	1	-	-	1
	0.1%	-	-	-	-	-	0.5%	-	-	0.1%

Table 23.2 – Q14 – Most followed Radio stations (Aggregate) – by Age & Gender (Multiple-Response Q) (n=284,703)

***NOTE I**: Table below illustrates Table 23.1 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 284,703.*

Counts Respondents	TOTAL	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	**284,703**	**19,417**	**48,650**	**47,996**	**37,088**	**42,542**	**47,123**	**41,887**	**138,970**	**145,733**
Bay	**56,504**	10,036	20,071	15,708	6,981	2,400	1,309	0	30,325	26,180
Did not listen to the radio on the previous day	**47,123**	5,018	10,690	8,072	6,109	5,018	6,981	5,236	22,689	24,434
ONE Radio	**38,833**	436	1,745	3,709	3,709	8,508	9,381	11,344	19,635	19,198
Calypso Ten-18	**31,852**	218	1,309	3,709	3,709	7,636	10,035	5,236	12,872	18,980
Radju Malta 1	**31,197**	0	873	873	3,272	8,508	8,726	8,945	13,962	17,235
Vibe HD	**27,489**	3,709	14,180	6,545	2,182	654	218	0	14,835	12,653
Net FM	**23,562**	655	1,309	1,527	2,400	3,709	8,072	5,890	10,908	12,653
Magic Malta	**15,271**	655	2,400	3,054	4,363	2,836	1,309	654	6,763	8,508
Radju Marija	**13,090**	218	0	436	873	3,709	3,491	4,363	5,018	8,072
XFM Malta	**8,945**	873	3,272	1,963	1,527	1,091	218	0	5,890	3,054
No one particular station	**8,945**	436	1,091	2,182	1,527	1,309	436	1,963	4,363	4,581
Foreign Station (any)	**8,727**	218	1,091	2,400	3,272	436	873	436	5,890	2,836
Don't remember	**8,072**	218	1,309	1,309	1,091	1,527	873	1,745	4,581	3,491
Refused/ No reply	**7,636**	436	873	2,182	218	1,091	1,527	1,309	2,400	5,236
103	**7,199**	218	654	1,091	1,527	1,745	1,309	654	3,272	3,927
Smash Radio	**5,018**	655	436	1,963	436	218	873	436	2,400	2,618
Bay Easy	**4,581**	1,527	1,745	873	218	0	218	0	2,400	2,182
Campus FM	**3,709**	0	654	218	0	654	1,745	436	1,963	1,745
Radju Malta 2	**1,527**	0	0	0	654	436	0	436	654	873
Radju Prekursur	**1,091**	218	0	0	0	436	218	218	436	654
Smooth Radio	**873**	0	0	0	654	218	0	0	218	654
Radju Bambina	**654**	218	436	0	0	0	0	0	436	218

Radju Luminarja	**654**	218	436	0	0	0	0	0	218	436
Radju Margerita	**654**	0	0	0	0	0	0	654	218	436
Radio 105	**436**	0	218	0	218	0	0	0	436	0
Pure HD	**218**	0	218	0	0	0	0	0	218	0
All Rock HD	**218**	0	0	218	0	0	0	0	218	0
Radju Hompesh	**218**	0	0	0	0	218	0	0	0	218
Radju Katidral	**218**	0	0	0	0	0	218	0	218	0
Radju Sokkors	**218**	218	0	0	0	0	0	0	218	0
Radju Lehen il-Belt Victoria	**218**	0	0	0	0	0	0	218	0	218
Radju Lehen il-Qala	**218**	0	218	0	0	0	0	0	0	218
Mics FM	**218**	0	0	0	0	0	218	0	0	218

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 23rd – 29th May 2021.

9.6 Most Followed Radio Timebands: Monday to Sunday

All local radio listeners (excluding radio listeners who did not listen to radio on the dates of assessment) were asked to indicate all timebands during which they listened to the three mentioned radio stations (including foreign 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 (92,720 radio listeners)
  - 09:00 – 09:30 (84,648 radio listeners)
  - 08:30 – 09:00 (84,430 radio listeners)

Research Findings in Detail

Table 24 – Q14 – Radio Audience: Monday to Sunday – by Age & Gender (Multiple-Response Q) (n=284,703)

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

Counts		Age						Gender		Did not listen to radio on the previous day/No particular station/Don't remember	None	Total
Respondents	12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female			
00:00 - 00:30	0	0	0	0	218	218	436	436	436	76,139	207,691	**284,703**
00:30 - 01:00	0	0	0	0	0	218	873	218	873	76,139	207,473	**284,703**
01:00 - 01:30	0	0	0	0	0	218	873	218	873	76,139	207,473	**284,703**
01:30 - 02:00	0	0	0	0	0	218	873	218	873	76,139	207,473	**284,703**
02:00 - 02:30	0	218	0	0	0	218	873	436	873	76,139	207,255	**284,703**
02:30 - 03:00	0	0	0	0	0	218	654	436	436	76,139	207,691	**284,703**
03:00 - 03:30	0	0	0	0	0	218	654	436	436	76,139	207,691	**284,703**
03:30 - 04:00	0	0	0	0	0	218	654	436	436	76,139	207,691	**284,703**
04:00 - 04:30	0	218	0	0	0	654	873	436	1,309	76,139	206,819	**284,703**
04:30 - 05:00	0	218	0	0	0	436	654	436	873	76,139	207,255	**284,703**
05:00 - 05:30	0	0	218	436	436	1,091	1,091	1,309	1,963	76,139	205,292	**284,703**
05:30 - 06:00	0	0	436	1,527	873	2,182	1,745	3,709	3,054	76,139	201,801	**284,703**
06:00 - 06:30	436	0	2,400	2,400	6,109	6,981	4,145	11,344	11,126	76,139	186,093	**284,703**
06:30 - 07:00	1,091	3,054	4,363	5,236	7,199	7,636	4,800	16,362	17,017	76,139	175,185	**284,703**
07:00 - 07:30	3,491	10,472	8,072	9,599	11,999	11,344	8,508	29,234	34,252	76,139	145,079	**284,703**
07:30 - 08:00	3,491	12,653	9,817	11,344	11,126	12,217	8,727	32,724	36,651	76,139	139,188	**284,703**
08:00 - 08:30	5,454	11,126	14,835	12,435	14,835	18,326	15,708	42,324	50,396	76,139	115,845	**284,703**
08:30 - 09:00	3,272	8,727	10,908	10,254	17,017	18,326	15,926	38,179	46,251	76,139	124,135	**284,703**
09:00 - 09:30	1,963	6,327	9,163	10,472	17,453	19,853	19,417	35,561	49,087	76,139	123,917	**284,703**
09:30 - 10:00	1,527	6,327	8,072	10,472	16,580	20,507	19,198	35,997	46,687	76,139	125,880	**284,703**
10:00 - 10:30	873	5,454	8,290	8,945	15,708	21,380	19,198	34,252	45,596	76,139	128,716	**284,703**
10:30 - 11:00	873	3,927	6,327	8,945	14,617	18,762	17,453	29,234	41,669	76,139	137,661	**284,703**
11:00 - 11:30	1,309	4,363	7,418	6,981	16,144	18,762	16,799	30,979	40,797	76,139	136,788	**284,703**
11:30 - 12:00	1,309	3,272	7,199	7,418	15,708	17,671	16,580	29,888	39,269	76,139	139,406	**284,703**
12:00 - 12:30	1,091	4,363	5,236	6,327	15,271	14,617	14,181	30,325	30,761	76,139	147,478	**284,703**
12:30 - 13:00	654	3,927	4,581	5,890	11,563	9,817	10,036	22,253	24,216	76,139	162,095	**284,703**
13:00 - 13:30	873	3,272	4,363	4,581	9,817	9,817	8,290	18,762	22,253	76,139	167,549	**284,703**
13:30 - 14:00	654	1,963	3,709	3,927	8,945	7,854	7,854	17,235	17,671	76,139	173,658	**284,703**
14:00 - 14:30	1,963	4,363	2,836	4,363	7,636	6,981	7,636	16,799	18,980	76,139	172,785	**284,703**
14:30 - 15:00	1,309	3,709	3,709	3,709	6,545	5,454	5,890	13,744	16,580	76,139	178,239	**284,703**
15:00 - 15:30	654	5,672	4,363	5,236	6,545	7,199	5,454	15,271	19,853	76,139	173,440	**284,703**
15:30 - 16:00	1,091	6,109	5,454	4,800	6,327	6,545	4,581	14,181	20,726	76,139	173,658	**284,703**
16:00 - 16:30	3,054	5,454	4,581	4,800	5,454	5,236	4,581	14,399	18,762	76,139	175,403	**284,703**
16:30 - 17:00	1,963	4,800	4,145	3,709	5,018	5,236	4,800	13,308	16,362	76,139	178,894	**284,703**
17:00 - 17:30	2,618	4,581	5,454	5,454	4,800	4,363	4,145	14,617	16,799	76,139	177,149	**284,703**
17:30 - 18:00	1,527	3,491	4,581	4,363	5,236	4,145	4,145	12,653	14,835	76,139	181,075	**284,703**

18:00 - 18:30	1,309	3,054	1,963	3,927	5,236	3,709	3,491	11,344	11,344	76,139	185,875	**284,703**
18:30 - 19:00	654	2,182	1,309	2,182	4,145	2,400	2,836	7,418	8,290	76,139	192,856	**284,703**
19:00 - 19:30	1,091	2,182	1,527	1,745	3,054	2,400	3,491	8,290	7,199	76,139	193,074	**284,703**
19:30 - 20:00	0	2,182	1,745	1,309	2,836	1,963	2,836	7,199	5,672	76,139	195,692	**284,703**
20:00 - 20:30	218	1,745	1,091	1,091	1,963	1,963	2,400	5,236	5,236	76,139	198,092	**284,703**
20:30 - 21:00	218	1,091	873	873	2,618	1,745	2,182	5,018	4,581	76,139	198,965	**284,703**
21:00 - 21:30	218	218	218	654	1,527	654	1,963	1,963	3,491	76,139	203,110	**284,703**
21:30 - 22:00	218	436	436	436	1,309	873	1,745	1,963	3,491	76,139	203,110	**284,703**
22:00 - 22:30	654	436	0	436	436	1,091	1,309	1,963	2,400	76,139	204,201	**284,703**
22:30 - 23:00	654	436	0	0	218	654	2,182	1,309	2,836	76,139	204,419	**284,703**
23:00 - 23:30	218	218	0	0	218	873	1,745	1,309	1,963	76,139	205,292	**284,703**
23:30 - 00:00	0	218	0	218	654	654	1,527	873	2,400	76,139	205,292	**284,703**

Timebands featuring a 'nil' listenership in the Table above have a radio listenership of less than 218 listeners (0.07%) between Monday to Sunday.
The column "NONE" refers to radio listeners, who listened to the Radio on the weekday in question, however did not listen to it at certain timeslots (on the same day)

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=1305)

Counts Respondents	Total	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Total Number of Respondents	**2100**	300	300	300	300	300	300	300
Radio Listeners' Respondents	**1305**	209	189	177	185	196	177	172
Maltese Population of Radio listeners	**284,703**	**319,173**	**288,630**	**270,304**	**282,522**	**299,320**	**270,304**	**262,669**

Radio Audience on MONDAY

✓ The **most listened to timebands** on Monday are 10:00 – 10:30 and 11:00 – 11.30 on ONE Radio (24,434 Radio Listeners).

Table 26 – Q14 – Radio Audience on MONDAY *– by Timeband (Multiple-Response Q) (n=*288,630*)*

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.

	103	Bay	Bay Easy	Calypso Ten-18	Campus FM	Magic Malta	Net FM	ONE Radio	Pure HD	Radju Malta 1	Radju Malta 2	Radju Marija	Smash Radio	Vibe HD	XFM Malta	Radju Hompesh	Radju Bambina	Radju Prekursur	Radju Luminarja	Mics FM	Foreign Station (any)	I did not listen to any radio on Monday/No particular station/Don't Remember	None	Total
00:00 - 00:30	-	-	-	-	-	-	-	-	-	-	-	1,527	-	-	-	-	-	-	-	-	-	47,341	239,761	288,630
00:30 - 01:00	-	-	-	-	-	-	-	-	-	-	-	1,527	-	-	-	-	-	-	-	-	-	47,341	239,761	288,630
01:00 - 01:30	-	-	-	-	-	-	-	-	-	-	-	1,527	-	-	-	-	-	-	-	-	-	47,341	239,761	288,630
01:30 - 02:00	-	-	-	-	-	-	-	-	-	-	-	1,527	-	-	-	-	-	-	-	-	-	47,341	239,761	288,630
02:00 - 02:30	-	-	-	-	-	-	1,527	-	-	-	-	1,527	-	-	-	-	-	-	-	-	-	47,341	238,234	288,630
02:30 - 03:00	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	47,341	241,289	288,630
03:00 - 03:30	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	47,341	241,289	288,630
03:30 - 04:00	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	47,341	241,289	288,630
04:00 - 04:30	-	-	-	-	-	-	1,527	-	-	-	-	-	-	-	-	-	-	-	-	-	-	47,341	239,761	288,630
04:30 - 05:00	-	-	-	-	-	-	1,527	-	-	-	-	-	-	-	-	-	-	-	-	-	-	47,341	239,761	288,630
05:00 - 05:30	1,527	-	-	-	-	-	-	1,527	-	1,527	-	-	-	-	-	-	-	-	-	-	-	47,341	236,707	288,630
05:30 - 06:00	1,527	-	-	-	-	-	-	3,054	-	1,527	-	-	-	-	-	-	-	-	-	-	-	47,341	235,180	288,630
06:00 - 06:30	6,109	3,054	-	7,636	-	-	3,054	6,109	-	7,636	-	7,636	-	-	-	-	-	1,527	-	-	1,527	47,341	197,001	288,630
06:30 - 07:00	3,054	4,581	-	10,690	-	3,054	4,581	7,636	-	6,109	-	6,109	-	3,054	-	-	-	1,527	-	-	3,054	47,341	187,839	288,630
07:00 - 07:30	3,054	7,636	-	13,744	-	3,054	7,636	10,690	1,527	9,163	-	7,636	-	4,581	-	-	-	1,527	-	-	3,054	47,341	167,986	288,630
07:30 - 08:00	3,054	15,271	1,527	16,799	-	-	7,636	15,271	1,527	9,163	-	7,636	1,527	4,581	1,527	-	-	-	-	-	4,581	47,341	151,187	288,630
08:00 - 08:30	3,054	9,163	3,054	21,380	-	4,581	15,271	16,799	-	9,163	-	4,581	3,054	6,109	-	-	-	-	1,527	1,527	4,581	47,341	137,443	288,630
08:30 - 09:00	3,054	7,636	3,054	21,380	-	3,054	16,799	16,799	-	12,217	-	4,581	1,527	4,581	-	-	-	-	-	-	4,581	47,341	142,024	288,630
09:00 - 09:30	1,527	4,581	3,054	16,799	-	3,054	18,326	21,380	-	18,326	-	1,527	3,054	1,527	-	1,527	-	-	-	-	1,527	47,341	145,079	288,630
09:30 - 10:00	1,527	4,581	1,527	21,380	1,527	3,054	19,853	22,907	-	15,271	-	3,054	1,527	3,054	1,527	1,527	-	-	-	-	-	47,341	138,970	288,630
10:00 - 10:30	1,527	6,109	-	21,380	1,527	3,054	18,326	24,434	-	10,690	-	3,054	3,054	3,054	1,527	1,527	-	-	-	-	-	47,341	142,024	288,630
10:30 - 11:00	1,527	4,581	-	21,380	1,527	3,054	16,799	22,907	-	7,636	-	-	1,527	1,527	-	1,527	-	-	-	-	-	47,341	157,296	288,630
11:00 - 11:30	1,527	3,054	-	18,326	1,527	3,054	12,217	24,434	-	7,636	-	-	1,527	1,527	1,527	1,527	-	-	-	-	-	47,341	163,404	288,630
11:30 - 12:00	3,054	1,527	-	18,326	-	3,054	10,690	19,853	-	7,636	-	-	1,527	1,527	1,527	1,527	-	-	-	-	-	47,341	171,040	288,630
12:00 - 12:30	1,527	1,527	1,527	13,744	-	1,527	9,163	16,799	-	10,690	-	1,527	-	3,054	-	-	-	-	1,527	-	1,527	47,341	177,149	288,630
12:30 - 13:00	1,527	3,054	-	9,163	-	1,527	6,109	9,163	-	10,690	-	-	1,527	1,527	-	-	-	-	-	-	1,527	47,341	195,474	288,630
13:00 - 13:30	-	-	-	9,163	-	1,527	6,109	10,690	-	7,636	1,527	-	-	3,054	-	-	-	-	-	-	-	47,341	201,583	288,630
13:30 - 14:00	-	-	-	6,109	-	-	4,581	10,690	-	6,109	1,527	-	-	3,054	-	-	-	-	-	-	1,527	47,341	207,691	288,630
14:00 - 14:30	1,527	3,054	1,527	9,163	-	-	4,581	9,163	-	7,636	1,527	-	3,054	3,054	-	-	-	-	-	-	1,527	47,341	195,474	288,630
14:30 - 15:00	1,527	3,054	-	7,636	-	-	4,581	7,636	-	4,581	-	-	1,527	1,527	-	-	-	-	-	-	-	47,341	209,219	288,630
15:00 - 15:30	-	3,054	-	7,636	1,527	3,054	3,054	6,109	-	7,636	-	-	-	4,581	1,527	-	-	-	-	-	-	47,341	203,110	288,630
15:30 - 16:00	1,527	4,581	-	6,109	1,527	3,054	3,054	6,109	-	6,109	-	1,527	-	4,581	1,527	-	-	-	-	-	-	47,341	201,583	288,630
16:00 - 16:30	1,527	9,163	-	4,581	1,527	1,527	1,527	6,109	-	4,581	-	1,527	-	6,109	1,527	-	-	-	-	-	-	47,341	201,583	288,630
16:30 - 17:00	-	3,054	-	6,109	1,527	1,527	1,527	6,109	-	4,581	-	1,527	-	4,581	-	-	-	-	-	-	-	47,341	210,746	288,630
17:00 - 17:30	-	4,581	-	9,163	1,527	-	1,527	12,217	-	3,054	-	1,527	-	1,527	3,054	-	-	-	-	-	4,581	47,341	198,529	288,630
17:30 - 18:00	-	3,054	-	9,163	1,527	-	1,527	9,163	-	3,054	-	1,527	-	1,527	1,527	-	-	-	-	-	4,581	47,341	204,637	288,630
18:00 - 18:30	-	-	-	4,581	-	-	3,054	9,163	-	3,054	-	3,054	-	-	-	-	-	-	-	-	1,527	47,341	216,854	288,630
18:30 - 19:00	-	-	-	1,527	-	1,527	3,054	6,109	-	3,054	-	3,054	-	-	-	-	-	-	-	-	-	47,341	222,963	288,630
19:00 - 19:30	-	-	-	6,109	-	1,527	1,527	1,527	-	1,527	-	-	-	-	-	-	-	-	-	-	-	47,341	229,071	288,630
19:30 - 20:00	-	-	-	6,109	-	-	-	3,054	-	1,527	-	-	-	-	-	-	-	-	-	-	-	47,341	230,599	288,630
20:00 - 20:30	-	-	-	6,109	1,527	-	-	1,527	-	1,527	-	-	-	1,527	-	-	1,527	-	1,527	-	-	47,341	226,017	288,630
20:30 - 21:00	-	-	-	7,636	-	-	-	1,527	-	-	-	-	-	-	-	-	1,527	-	-	-	-	47,341	230,599	288,630
21:00 - 21:30	-	1,527	-	1,527	-	-	-	1,527	-	-	-	-	-	-	-	-	1,527	-	-	-	-	47,341	235,180	288,630
21:30 - 22:00	-	1,527	-	-	-	-	-	1,527	-	-	-	-	-	-	-	-	1,527	-	-	-	-	47,341	236,707	288,630
22:00 - 22:30	-	1,527	-	-	-	-	1,527	1,527	-	-	-	-	-	-	-	-	1,527	-	-	-	-	47,341	235,180	288,630
22:30 - 23:00	-	-	-	1,527	-	-	-	1,527	-	-	1,527	-	-	-	-	-	1,527	-	-	-	1,527	47,341	233,653	288,630
23:00 - 23:30	-	-	-	1,527	-	-	-	1,527	-	-	1,527	-	-	-	-	-	1,527	-	-	-	1,527	47,341	233,653	288,630
23:30 - 00:00	-	-	-	1,527	-	-	-	-	-	-	-	-	-	-	-	-	1,527	-	-	-	1,527	47,341	236,707	288,630

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

Note II: Timebands featuring a 'nil' listenership in the Table above have a radio listenership of less than 1,527 listeners (0.5%) on Monday.

Radio Audience on TUESDAY

✓ The **most listened to timebands** on Tuesday are 10:00 – 10.30 and 10.30 – 11.00 on ONE Radio (22,907 Radio Listeners).

Table 27 – Q14 – Radio Audience on TUESDAY *– by Timeband (Multiple-Response Q) (n=270,304)*

***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.*

	103	Bay	Bay Easy	Calypso Ten-18	Campus FM	Magic Malta	Net FM	ONE Radio	Radju Malta 1	Radju Malta 2	Radju Marija	Smash Radio	Smooth Radio	Vibe HD	XFM Malta	All Rock HD	Radju Bambina	Radju Lehen il-Qala	Foreign Station (any)	I did not listen to any radio on Tuesday/No particular station/Don't Remember	None	Total
00:00 - 00:30	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	53,450	216,854	270,304
00:30 - 01:00	-	-	-	-	-	-	-	1,527	-	-	-	-	-	-	-	-	-	-	-	53,450	215,327	270,304
01:00 - 01:30	-	-	-	-	-	-	-	1,527	-	-	-	-	-	-	-	-	-	-	-	53,450	215,327	270,304
01:30 - 02:00	-	-	-	-	-	-	-	1,527	-	-	-	-	-	-	-	-	-	-	-	53,450	215,327	270,304
02:00 - 02:30	-	-	-	-	-	-	-	1,527	-	-	-	-	-	-	-	-	-	-	-	53,450	215,327	270,304
02:30 - 03:00	-	-	-	-	-	-	-	1,527	-	-	-	-	-	-	-	-	-	-	-	53,450	215,327	270,304
03:00 - 03:30	-	-	-	-	-	-	-	1,527	-	-	-	-	-	-	-	-	-	-	-	53,450	215,327	270,304
03:30 - 04:00	-	-	-	-	-	-	-	1,527	-	-	-	-	-	-	-	-	-	-	-	53,450	215,327	270,304
04:00 - 04:30	-	-	-	-	-	-	-	1,527	-	-	-	-	-	-	-	-	-	-	-	53,450	215,327	270,304
04:30 - 05:00	-	-	-	-	-	-	-	1,527	-	-	-	-	-	-	-	-	-	-	-	53,450	215,327	270,304
05:00 - 05:30	-	-	-	1,527	-	-	-	1,527	-	-	-	-	-	-	1,527	-	-	-	1,527	53,450	210,745	270,304
05:30 - 06:00	-	-	-	1,527	-	-	1,527	4,581	-	-	-	-	-	-	-	-	-	-	1,527	53,450	207,691	270,304
06:00 - 06:30	-	3,054	-	7,636	-	-	4,581	4,581	6,109	-	3,054	-	-	-	-	-	-	-	1,527	53,450	186,311	270,304
06:30 - 07:00	-	4,581	-	7,636	-	1,527	7,636	4,581	6,109	-	3,054	-	-	-	1,527	-	-	-	1,527	53,450	178,676	270,304
07:00 - 07:30	-	9,163	-	9,163	1,527	1,527	7,636	12,217	13,744	-	3,054	-	-	6,109	6,109	-	-	-	-	53,450	146,606	270,304
07:30 - 08:00	-	13,744	-	9,163	1,527	1,527	4,581	10,690	13,744	-	3,054	-	-	9,163	3,054	-	-	-	-	53,450	146,606	270,304
08:00 - 08:30	-	21,380	3,054	9,163	1,527	3,054	12,217	16,799	15,271	1,527	3,054	-	-	6,109	1,527	-	-	-	-	53,450	122,171	270,304
08:30 - 09:00	-	10,690	3,054	9,163	-	3,054	15,271	16,799	13,744	1,527	1,527	-	-	1,527	3,054	-	-	-	-	53,450	137,443	270,304
09:00 - 09:30	-	10,690	1,527	12,217	-	1,527	16,799	19,853	16,799	-	1,527	-	-	1,527	1,527	-	1,527	-	-	53,450	131,334	270,304
09:30 - 10:00	-	10,690	1,527	12,217	-	-	13,744	19,853	18,326	-	1,527	-	-	3,054	-	-	1,527	-	-	53,450	134,388	270,304
10:00 - 10:30	-	4,581	1,527	13,744	-	-	13,744	22,907	18,326	3,054	3,054	-	-	1,527	-	1,527	1,527	-	-	53,450	131,334	270,304
10:30 - 11:00	3,054	4,581	1,527	13,744	-	-	12,217	22,907	12,217	-	3,054	-	-	1,527	-	-	1,527	-	-	53,450	140,497	270,304
11:00 - 11:30	1,527	3,054	1,527	13,744	-	1,527	13,744	18,326	13,744	-	1,527	-	-	3,054	-	-	1,527	-	-	53,450	143,551	270,304
11:30 - 12:00	1,527	4,581	1,527	13,744	-	1,527	10,690	18,326	13,744	-	1,527	-	-	1,527	-	-	1,527	-	-	53,450	146,606	270,304
12:00 - 12:30	1,527	3,054	1,527	10,690	-	-	10,690	18,326	10,690	-	3,054	-	-	-	-	1,527	-	-	1,527	53,450	154,241	270,304
12:30 - 13:00	-	4,581	1,527	7,636	-	-	6,109	12,217	10,690	-	1,527	-	-	-	-	-	-	-	1,527	53,450	171,040	270,304
13:00 - 13:30	-	1,527	-	7,636	-	-	7,636	7,636	7,636	1,527	1,527	-	-	-	-	-	-	-	1,527	53,450	180,203	270,304
13:30 - 14:00	-	1,527	-	7,636	-	-	7,636	3,054	6,109	1,527	1,527	-	-	-	-	-	-	-	-	53,450	187,838	270,304
14:00 - 14:30	-	1,527	-	4,581	-	-	3,054	3,054	4,581	1,527	3,054	-	-	-	-	-	-	-	-	53,450	195,474	270,304
14:30 - 15:00	-	1,527	-	4,581	-	-	3,054	3,054	3,054	-	1,527	-	-	1,527	1,527	-	-	-	1,527	53,450	195,474	270,304
15:00 - 15:30	-	6,109	1,527	4,581	-	-	3,054	3,054	6,109	-	1,527	1,527	-	1,527	-	-	-	-	1,527	53,450	186,311	270,304
15:30 - 16:00	-	4,581	1,527	6,109	-	3,054	1,527	3,054	6,109	-	1,527	1,527	-	1,527	1,527	-	-	-	1,527	53,450	183,257	270,304
16:00 - 16:30	-	3,054	-	7,636	1,527	1,527	6,109	4,581	4,581	-	1,527	1,527	1,527	4,581	1,527	-	-	-	1,527	53,450	175,621	270,304
16:30 - 17:00	-	4,581	-	6,109	-	1,527	6,109	3,054	4,581	-	1,527	1,527	1,527	4,581	4,581	-	-	-	3,054	53,450	174,094	270,304
17:00 - 17:30	-	4,581	1,527	7,636	-	1,527	4,581	3,054	3,054	-	1,527	-	-	1,527	3,054	-	-	-	3,054	53,450	181,730	270,304
17:30 - 18:00	-	4,581	-	4,581	-	1,527	4,581	3,054	3,054	-	1,527	-	-	3,054	1,527	-	-	-	3,054	53,450	186,311	270,304
18:00 - 18:30	-	3,054	1,527	1,527	-	-	1,527	1,527	3,054	-	1,527	1,527	-	-	-	-	-	1,527	1,527	53,450	198,528	270,304
18:30 - 19:00	-	1,527	1,527	4,581	-	-	1,527	3,054	-	-	1,527	-	-	-	-	-	-	-	1,527	53,450	201,583	270,304
19:00 - 19:30	-	1,527	-	6,109	-	-	1,527	3,054	-	-	3,054	-	-	1,527	-	-	-	-	-	53,450	200,056	270,304
19:30 - 20:00	-	-	-	6,109	-	-	1,527	1,527	-	-	1,527	-	-	-	-	-	-	-	-	53,450	206,164	270,304
20:00 - 20:30	-	-	-	4,581	-	-	-	1,527	-	-	1,527	-	-	-	-	-	-	-	1,527	53,450	207,691	270,304
20:30 - 21:00	-	-	-	4,581	-	-	-	1,527	-	-	3,054	-	-	-	-	-	-	-	-	53,450	207,691	270,304
21:00 - 21:30	-	-	-	3,054	-	-	1,527	1,527	-	-	3,054	-	-	-	-	-	-	-	-	53,450	207,691	270,304
21:30 - 22:00	-	-	-	1,527	-	-	-	1,527	-	-	3,054	-	-	1,527	-	-	-	-	-	53,450	209,218	270,304
22:00 - 22:30	-	-	-	-	-	-	-	1,527	-	-	3,054	-	-	-	-	-	-	-	-	53,450	212,273	270,304
22:30 - 23:00	-	1,527	-	-	-	-	-	1,527	-	-	3,054	-	-	1,527	-	-	-	-	-	53,450	209,218	270,304
23:00 - 23:30	-	-	-	-	-	-	1,527	1,527	-	-	3,054	-	-	-	-	-	-	-	-	53,450	210,745	270,304
23:30 - 00:00	-	-	-	-	-	-	-	1,527	-	-	4,581	-	-	-	-	-	-	-	-	53,450	210,745	270,304

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

Note II: Timebands featuring a 'nil' listenership in the Table above have a radio listenership of less than 1,527 listeners (0.5%) on Tuesday.

Radio Audience on WEDNESDAY

✓ The **most listened to timebands** on Wednesday is 09:30 – 10:00 on Calypso Ten-18 (22,907 Radio Listeners).

✓ *Table 28 – Q14 –* Radio Audience on WEDNESDAY *– by Timeband (Multiple-Response Q) (n=282,522)*

NB. 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.

	103	Bay	Bay Easy	Calypso Ten-18	Campus FM	Magic Malta	Net FM	ONE Radio	Radju Malta 1	Radju Malta 2	Radju Marija	Smash Radio	Vibe HD	XFM Malta	Radju Prekursur	Radio 105	Foreign Station (any)	I did not listen to any radio on Wednesday/No particular station/Don't Remember	None	Total
00:00 - 00:30	-	-	-	-	-	-	-	1,527	-	-	-	-	-	-	-	-	-	67,194	213,800	282,522
00:30 - 01:00	-	-	-	-	-	-	-	3,054	-	-	-	-	-	-	-	-	-	67,194	212,273	282,522
01:00 - 01:30	-	-	-	-	-	-	-	3,054	-	-	-	-	-	-	-	-	-	67,194	212,273	282,522
01:30 - 02:00	-	-	-	-	-	-	-	3,054	-	-	-	-	-	-	-	-	-	67,194	212,273	282,522
02:00 - 02:30	-	-	-	-	-	-	-	1,527	-	-	-	-	-	-	-	-	-	67,194	213,800	282,522
02:30 - 03:00	-	-	-	-	-	-	-	1,527	-	-	-	-	-	-	-	-	-	67,194	213,800	282,522
03:00 - 03:30	-	-	-	-	-	-	-	1,527	-	-	-	-	-	-	-	-	-	67,194	213,800	282,522
03:30 - 04:00	-	-	-	-	-	-	-	1,527	-	-	-	-	-	-	-	-	-	67,194	213,800	282,522
04:00 - 04:30	-	-	-	1,527	-	-	-	1,527	-	-	-	-	-	-	-	-	-	67,194	212,273	282,522
04:30 - 05:00	-	-	-	1,527	-	-	-	1,527	-	-	-	-	-	-	-	-	-	67,194	212,273	282,522
05:00 - 05:30	-	-	-	3,054	-	-	-	1,527	-	-	-	-	-	-	-	-	-	67,194	210,746	282,522
05:30 - 06:00	-	-	-	3,054	-	-	-	3,054	1,527	-	-	-	-	-	-	-	-	67,194	207,692	282,522
06:00 - 06:30	1,527	-	-	9,163	1,527	1,527	-	3,054	1,527	-	1,527	-	-	-	-	-	-	67,194	195,475	282,522
06:30 - 07:00	3,054	7,636	-	9,163	1,527	-	1,527	3,054	7,636	1,527	1,527	-	1,527	-	1,527	1,527	-	67,194	174,095	282,522
07:00 - 07:30	4,581	15,271	-	13,744	1,527	4,581	4,581	7,636	7,636	1,527	6,109	-	3,054	-	1,527	-	-	67,194	143,552	282,522
07:30 - 08:00	6,109	16,799	-	15,271	1,527	3,054	3,054	9,163	7,636	-	6,109	-	4,581	1,527	1,527	-	-	67,194	138,970	282,522
08:00 - 08:30	1,527	21,380	1,527	21,380	3,054	1,527	3,054	15,271	13,744	-	4,581	1,527	3,054	1,527	-	-	3,054	67,194	119,117	282,522
08:30 - 09:00	1,527	19,853	1,527	21,380	3,054	3,054	4,581	15,271	13,744	-	6,109	-	1,527	3,054	-	-	1,527	67,194	119,117	282,522
09:00 - 09:30	1,527	6,109	1,527	21,380	1,527	-	7,636	16,799	12,217	-	6,109	1,527	1,527	-	-	-	1,527	67,194	135,916	282,522
09:30 - 10:00	1,527	3,054	1,527	22,907	1,527	-	6,109	16,799	10,690	-	7,636	1,527	1,527	-	-	-	1,527	67,194	138,970	282,522
10:00 - 10:30	3,054	1,527	1,527	18,326	-	-	6,109	19,853	10,690	-	7,636	1,527	1,527	1,527	-	-	1,527	67,194	140,497	282,522
10:30 - 11:00	3,054	1,527	-	18,326	-	1,527	6,109	21,380	10,690	-	6,109	1,527	-	1,527	-	-	1,527	67,194	142,025	282,522
11:00 - 11:30	1,527	1,527	-	19,853	-	1,527	6,109	21,380	10,690	-	6,109	1,527	-	-	-	-	1,527	67,194	143,552	282,522
11:30 - 12:00	1,527	1,527	-	19,853	-	-	4,581	18,326	10,690	-	6,109	3,054	-	-	-	-	1,527	67,194	148,133	282,522
12:00 - 12:30	1,527	1,527	-	13,744	-	1,527	3,054	9,163	9,163	-	4,581	3,054	-	-	-	-	1,527	67,194	166,459	282,522
12:30 - 13:00	-	1,527	1,527	12,217	-	1,527	3,054	7,636	9,163	-	3,054	1,527	-	-	-	-	1,527	67,194	172,567	282,522
13:00 - 13:30	-	3,054	1,527	10,690	1,527	1,527	1,527	10,690	10,690	1,527	3,054	1,527	-	-	-	-	1,527	67,194	166,459	282,522
13:30 - 14:00	-	3,054	-	10,690	1,527	1,527	1,527	7,636	7,636	1,527	3,054	1,527	-	-	-	-	1,527	67,194	174,095	282,522
14:00 - 14:30	-	3,054	1,527	10,690	1,527	1,527	1,527	9,163	7,636	-	3,054	-	-	-	-	-	1,527	67,194	174,095	282,522
14:30 - 15:00	-	3,054	-	10,690	-	1,527	1,527	7,636	6,109	-	3,054	-	3,054	-	-	-	1,527	67,194	177,149	282,522
15:00 - 15:30	-	4,581	-	9,163	-	1,527	1,527	6,109	6,109	-	3,054	-	1,527	-	-	1,527	1,527	67,194	178,676	282,522
15:30 - 16:00	-	6,109	-	9,163	-	1,527	1,527	6,109	6,109	-	1,527	-	-	-	-	1,527	3,054	67,194	178,676	282,522
16:00 - 16:30	1,527	3,054	-	7,636	-	3,054	-	7,636	4,581	-	1,527	-	3,054	-	-	1,527	1,527	67,194	180,203	282,522
16:30 - 17:00	1,527	1,527	-	7,636	-	3,054	-	7,636	4,581	-	1,527	-	3,054	-	-	1,527	1,527	67,194	181,730	282,522
17:00 - 17:30	1,527	7,636	-	9,163	-	1,527	3,054	7,636	3,054	-	1,527	1,527	6,109	-	-	-	-	67,194	172,567	282,522
17:30 - 18:00	-	6,109	-	9,163	-	1,527	1,527	4,581	1,527	-	1,527	1,527	3,054	-	-	-	-	67,194	184,785	282,522
18:00 - 18:30	3,054	6,109	-	7,636	1,527	1,527	3,054	4,581	1,527	-	3,054	-	1,527	1,527	-	-	-	67,194	180,203	282,522
18:30 - 19:00	1,527	3,054	-	9,163	1,527	-	-	4,581	1,527	-	1,527	-	-	-	-	-	-	67,194	192,420	282,522
19:00 - 19:30	1,527	3,054	-	7,636	-	-	-	3,054	-	-	-	-	-	-	-	-	-	67,194	200,056	282,522
19:30 - 20:00	1,527	-	-	4,581	-	-	-	3,054	-	-	-	-	-	-	-	-	-	67,194	206,165	282,522
20:00 - 20:30	1,527	-	-	1,527	-	-	-	3,054	1,527	-	-	-	-	-	-	-	1,527	67,194	206,165	282,522
20:30 - 21:00	1,527	1,527	-	-	-	-	-	3,054	1,527	-	-	-	-	-	-	-	1,527	67,194	206,165	282,522
21:00 - 21:30	-	-	-	-	-	-	-	3,054	-	-	-	-	-	-	-	-	1,527	67,194	210,746	282,522
21:30 - 22:00	-	-	-	1,527	-	-	-	3,054	-	-	-	-	-	-	-	-	1,527	67,194	209,219	282,522
22:00 - 22:30	-	-	-	1,527	-	-	-	3,054	-	-	-	-	-	-	-	-	1,527	67,194	209,219	282,522
22:30 - 23:00	-	-	-	1,527	-	-	-	3,054	-	-	-	-	-	-	-	-	-	67,194	210,746	282,522
23:00 - 23:30	-	-	-	1,527	-	-	-	3,054	-	-	-	-	-	-	-	-	-	67,194	210,746	282,522
23:30 - 00:00	-	-	-	-	-	-	-	3,054	-	-	-	-	-	-	-	-	-	67,194	212,273	282,522

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

Note II: Timebands featuring a 'nil' listenership in the Table above have a radio listenership of less than 1,527 listeners (0.5%) on Wednesday.

Radio Audience on THURSDAY

✓ The **most listened to timeband** on Thursday is 7:00 – 07:30 on Bay (32,070 Radio Listeners).

Table 29 – Q14 – Radio Audience on THURSDAY *– by Timeband (Multiple-Response Q) (n=299,320)*

***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.*

	103	Bay	Bay Easy	Calypso Ten-18	Campus FM	Magic Malta	Net FM	ONE Radio	Radju Malta 1	Radju Malta 2	Radju Marija	Smash Radio	Smooth Radio	Vibe HD	XFM Malta	Radju Katidral	Radju Prekursur	Radio 105	Radju Luminarja	Radju Margerita	Foreign Station (any)	I did not listen to any radio on Thursday/No particular station/Don't Remember	None	Total
00:00 - 00:30	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	64,140	235,180	299,320
00:30 - 01:00	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	64,140	235,180	299,320
01:00 - 01:30	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	64,140	235,180	299,320
01:30 - 02:00	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	64,140	235,180	299,320
02:00 - 02:30	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	64,140	235,180	299,320
02:30 - 03:00	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	64,140	235,180	299,320
03:00 - 03:30	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	64,140	235,180	299,320
03:30 - 04:00	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	64,140	235,180	299,320
04:00 - 04:30	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	64,140	235,180	299,320
04:30 - 05:00	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	64,140	235,180	299,320
05:00 - 05:30	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	64,140	235,180	299,320
05:30 - 06:00	-	1,527	-	3,054	-	1,527	-	1,527	-	-	-	-	-	1,527	-	-	-	-	-	-	-	64,140	226,017	299,320
06:00 - 06:30	1,527	1,527	-	3,054	-	-	-	4,581	-	-	3,054	-	-	-	-	-	-	-	-	-	-	64,140	221,436	299,320
06:30 - 07:00	1,527	7,636	-	3,054	-	1,527	-	4,581	1,527	-	1,527	-	-	1,527	-	-	-	-	-	-	1,527	64,140	210,746	299,320
07:00 - 07:30	6,109	32,070	-	7,636	-	4,581	1,527	6,109	9,163	1,527	4,581	3,054	-	16,799	1,527	-	-	-	-	-	1,527	64,140	138,970	299,320
07:30 - 08:00	7,636	24,434	1,527	4,581	-	7,636	1,527	6,109	10,690	1,527	4,581	3,054	-	19,853	4,581	-	1,527	-	-	-	-	64,140	135,916	299,320
08:00 - 08:30	7,636	21,380	1,527	12,217	-	6,109	3,054	10,690	13,744	-	1,527	1,527	-	10,690	4,581	-	-	-	-	3,054	3,054	64,140	134,389	299,320
08:30 - 09:00	7,636	16,799	-	12,217	1,527	6,109	4,581	9,163	13,744	-	4,581	-	-	9,163	4,581	-	-	-	-	1,527	4,581	64,140	138,970	299,320
09:00 - 09:30	4,581	7,636	-	12,217	3,054	3,054	4,581	10,690	18,326	-	1,527	1,527	-	4,581	4,581	-	-	-	-	1,527	6,109	64,140	151,187	299,320
09:30 - 10:00	3,054	7,636	-	13,744	3,054	3,054	4,581	12,217	16,799	-	1,527	1,527	-	6,109	4,581	-	-	-	-	1,527	4,581	64,140	151,187	299,320
10:00 - 10:30	3,054	6,109	-	13,744	3,054	3,054	6,109	10,690	18,326	-	1,527	1,527	-	6,109	1,527	-	-	-	1,527	1,527	3,054	64,140	154,241	299,320
10:30 - 11:00	3,054	6,109	-	13,744	3,054	3,054	4,581	13,744	7,636	-	-	3,054	-	7,636	1,527	-	-	-	1,527	3,054	3,054	64,140	160,350	299,320
11:00 - 11:30	3,054	6,109	-	13,744	3,054	3,054	4,581	15,271	7,636	-	-	3,054	-	6,109	1,527	-	-	-	1,527	3,054	1,527	64,140	161,877	299,320
11:30 - 12:00	3,054	4,581	-	13,744	3,054	6,109	4,581	19,853	10,690	-	1,527	1,527	-	4,581	1,527	-	-	-	1,527	3,054	1,527	64,140	154,241	299,320
12:00 - 12:30	1,527	7,636	-	13,744	1,527	6,109	7,636	16,799	13,744	-	3,054	-	-	3,054	1,527	-	-	-	-	3,054	1,527	64,140	154,241	299,320
12:30 - 13:00	1,527	4,581	-	9,163	1,527	3,054	7,636	13,744	12,217	-	3,054	-	1,527	3,054	1,527	-	-	-	-	1,527	3,054	64,140	167,986	299,320
13:00 - 13:30	-	4,581	-	7,636	1,527	4,581	3,054	10,690	9,163	-	1,527	-	-	3,054	1,527	-	-	-	-	-	1,527	64,140	186,311	299,320
13:30 - 14:00	-	3,054	-	6,109	1,527	3,054	3,054	9,163	9,163	-	1,527	-	-	3,054	1,527	-	-	-	-	-	1,527	64,140	192,420	299,320
14:00 - 14:30	-	9,163	-	6,109	1,527	3,054	3,054	9,163	7,636	-	1,527	-	-	6,109	1,527	-	-	-	-	-	3,054	64,140	183,257	299,320
14:30 - 15:00	-	7,636	-	6,109	1,527	3,054	3,054	7,636	4,581	-	1,527	-	-	6,109	1,527	-	-	-	-	-	3,054	64,140	189,366	299,320
15:00 - 15:30	-	9,163	-	7,636	1,527	7,636	3,054	7,636	7,636	-	-	-	-	9,163	3,054	-	-	-	-	-	1,527	64,140	177,149	299,320
15:30 - 16:00	1,527	7,636	-	7,636	1,527	7,636	4,581	9,163	7,636	-	-	-	-	13,744	3,054	-	-	-	-	-	1,527	64,140	169,513	299,320
16:00 - 16:30	1,527	6,109	-	4,581	-	1,527	-	4,581	6,109	-	-	-	-	7,636	3,054	-	-	-	-	-	-	64,140	200,056	299,320
16:30 - 17:00	-	4,581	-	3,054	-	1,527	-	3,054	6,109	-	-	-	-	1,527	3,054	-	-	-	-	-	-	64,140	212,273	299,320
17:00 - 17:30	-	7,636	-	3,054	-	1,527	1,527	-	4,581	-	-	-	-	3,054	-	-	-	-	-	-	-	64,140	213,800	299,320
17:30 - 18:00	-	3,054	-	3,054	-	4,581	1,527	1,527	6,109	-	-	-	-	1,527	-	-	-	-	-	-	-	64,140	213,800	299,320
18:00 - 18:30	-	3,054	-	-	-	3,054	1,527	1,527	4,581	-	-	-	-	4,581	-	1,527	-	-	-	-	1,527	64,140	213,800	299,320
18:30 - 19:00	-	3,054	-	-	-	-	-	-	1,527	-	-	-	-	4,581	-	-	-	-	-	-	-	64,140	226,017	299,320
19:00 - 19:30	-	6,109	-	-	-	-	-	1,527	1,527	-	1,527	-	-	1,527	-	-	-	-	1,527	-	1,527	64,140	219,909	299,320
19:30 - 20:00	-	3,054	-	-	-	-	-	1,527	1,527	-	-	-	-	3,054	1,527	-	-	1,527	-	-	1,527	64,140	221,436	299,320
20:00 - 20:30	-	3,054	-	-	-	-	1,527	-	3,054	-	-	-	-	-	-	-	-	-	-	-	-	64,140	227,544	299,320
20:30 - 21:00	-	3,054	-	-	-	-	-	-	3,054	-	-	-	-	-	-	-	-	-	-	-	-	64,140	229,071	299,320
21:00 - 21:30	-	1,527	-	-	-	-	-	-	1,527	-	-	-	-	-	-	-	-	-	-	-	-	64,140	232,126	299,320
21:30 - 22:00	-	1,527	-	-	-	-	-	-	1,527	-	-	-	-	-	-	-	-	-	-	-	-	64,140	232,126	299,320
22:00 - 22:30	-	3,054	-	-	-	-	-	1,527	-	-	-	-	-	-	-	-	-	-	-	-	-	64,140	230,599	299,320
22:30 - 23:00	-	-	-	-	-	-	-	1,527	1,527	-	-	-	-	-	-	-	-	-	-	-	-	64,140	232,126	299,320
23:00 - 23:30	-	-	-	-	-	-	-	-	1,527	-	-	-	-	-	-	-	-	-	-	-	-	64,140	233,653	299,320
23:30 - 00:00	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	64,140	235,180	299,320

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

Note II: Timebands featuring a 'nil' listenership in the Table above have a radio listenership of less than 1,527 listeners (0.5%) on Thursday

Radio Audience on FRIDAY

✓ The **most listened to timebands** on Friday are 08:00 – 08:30 on Bay (32,070 Radio Listeners).

Table 30 – Q14 – Radio Audience on FRIDAY *– by Timeband (Multiple-Response Q) (n=270,304)*

***NB**: 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.*

	103	Bay	Bay Easy	Calypso Ten-18	Campus FM	Magic Malta	Net FM	ONE Radio	Radju Malta 1	Radju Marija	Smash Radio	Smooth Radio	Vibe HD	XFM Malta	Radju Sokkors	Radju Prekursur	Radju Lehen il-Belt Victoria	Foreign Station (any)	I did not listen to any radio on Friday/No particular station/Don't Remember	None	Total
00:00 - 00:30	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	65,667	204,637	270,304
00:30 - 01:00	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	65,667	204,637	270,304
01:00 - 01:30	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	65,667	204,637	270,304
01:30 - 02:00	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	65,667	204,637	270,304
02:00 - 02:30	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	65,667	204,637	270,304
02:30 - 03:00	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	65,667	204,637	270,304
03:00 - 03:30	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	65,667	204,637	270,304
03:30 - 04:00	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	65,667	204,637	270,304
04:00 - 04:30	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	65,667	204,637	270,304
04:30 - 05:00	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	65,667	204,637	270,304
05:00 - 05:30	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	65,667	204,637	270,304
05:30 - 06:00	-	-	-	1,527	-	-	-	-	-	-	-	-	-	-	-	-	-	-	65,667	203,110	270,304
06:00 - 06:30	-	-	-	7,636	-	3,054	-	1,527	3,054	1,527	-	-	-	-	-	-	-	-	65,667	187,838	270,304
06:30 - 07:00	-	3,054	1,527	7,636	-	4,581	1,527	1,527	4,581	3,054	-	-	1,527	1,527	-	-	-	-	65,667	174,094	270,304
07:00 - 07:30	-	19,853	1,527	10,690	-	6,109	1,527	4,581	4,581	3,054	-	1,527	3,054	1,527	-	-	-	1,527	65,667	145,078	270,304
07:30 - 08:00	1,527	29,016	1,527	10,690	-	6,109	3,054	4,581	4,581	3,054	-	-	1,527	3,054	-	-	-	1,527	65,667	134,388	270,304
08:00 - 08:30	1,527	32,070	1,527	15,271	-	12,217	9,163	10,690	12,217	1,527	-	-	6,109	3,054	1,527	1,527	-	-	65,667	96,210	270,304
08:30 - 09:00	1,527	21,380	1,527	16,799	-	12,217	7,636	10,690	12,217	-	-	-	3,054	3,054	-	-	-	-	65,667	114,536	270,304
09:00 - 09:30	-	16,799	1,527	18,326	-	9,163	9,163	10,690	18,326	-	-	-	1,527	-	-	-	1,527	1,527	65,667	116,063	270,304
09:30 - 10:00	-	12,217	1,527	18,326	-	7,636	7,636	10,690	18,326	-	-	-	-	-	-	-	1,527	-	65,667	126,753	270,304
10:00 - 10:30	-	10,690	1,527	18,326	-	4,581	6,109	10,690	15,271	-	-	-	-	-	-	-	1,527	-	65,667	135,916	270,304
10:30 - 11:00	1,527	6,109	1,527	19,853	-	4,581	6,109	10,690	13,744	-	-	-	-	-	-	-	-	-	65,667	140,497	270,304
11:00 - 11:30	1,527	6,109	1,527	16,799	1,527	3,054	10,690	12,217	12,217	1,527	-	-	1,527	-	-	-	-	1,527	65,667	134,388	270,304
11:30 - 12:00	1,527	6,109	1,527	16,799	1,527	3,054	10,690	13,744	12,217	1,527	-	-	3,054	-	-	-	-	1,527	65,667	131,334	270,304
12:00 - 12:30	1,527	4,581	1,527	12,217	1,527	3,054	7,636	18,326	10,690	3,054	-	-	1,527	-	-	-	-	1,527	65,667	137,443	270,304
12:30 - 13:00	1,527	4,581	1,527	9,163	1,527	3,054	4,581	12,217	12,217	3,054	-	-	1,527	-	-	-	-	1,527	65,667	148,133	270,304
13:00 - 13:30	1,527	3,054	1,527	9,163	1,527	1,527	1,527	9,163	13,744	1,527	-	-	-	-	-	-	-	3,054	65,667	157,296	270,304
13:30 - 14:00	1,527	3,054	1,527	9,163	1,527	1,527	3,054	9,163	7,636	1,527	-	-	-	-	-	-	-	1,527	65,667	163,404	270,304
14:00 - 14:30	1,527	4,581	1,527	7,636	-	1,527	3,054	7,636	4,581	-	-	-	3,054	-	-	-	-	1,527	65,667	167,986	270,304
14:30 - 15:00	1,527	3,054	1,527	4,581	-	1,527	3,054	4,581	6,109	-	-	-	-	-	-	-	-	1,527	65,667	177,148	270,304
15:00 - 15:30	-	4,581	1,527	4,581	-	-	3,054	4,581	1,527	-	-	-	1,527	-	-	-	-	1,527	65,667	181,730	270,304
15:30 - 16:00	-	3,054	-	4,581	-	-	1,527	4,581	1,527	-	-	-	3,054	-	-	-	-	1,527	65,667	184,784	270,304
16:00 - 16:30	-	6,109	-	3,054	-	1,527	1,527	4,581	1,527	1,527	1,527	-	1,527	-	-	-	-	1,527	65,667	180,203	270,304
16:30 - 17:00	-	7,636	-	1,527	-	1,527	1,527	4,581	1,527	1,527	1,527	-	3,054	1,527	-	-	-	1,527	65,667	177,148	270,304
17:00 - 17:30	1,527	13,744	-	1,527	-	1,527	1,527	4,581	-	-	-	-	3,054	1,527	-	-	-	1,527	65,667	174,094	270,304
17:30 - 18:00	1,527	12,217	-	1,527	-	-	1,527	4,581	-	-	-	-	-	3,054	-	-	-	1,527	65,667	178,676	270,304
18:00 - 18:30	-	4,581	-	3,054	-	-	1,527	1,527	-	3,054	-	-	-	-	-	-	-	-	65,667	190,893	270,304
18:30 - 19:00	-	4,581	-	4,581	-	-	1,527	-	-	3,054	-	-	-	-	-	-	-	-	65,667	190,893	270,304
19:00 - 19:30	-	1,527	-	4,581	-	-	-	-	-	1,527	-	-	1,527	1,527	-	-	-	1,527	65,667	192,420	270,304
19:30 - 20:00	-	1,527	-	4,581	-	-	-	-	-	1,527	-	-	1,527	1,527	-	-	-	-	65,667	193,947	270,304
20:00 - 20:30	-	-	-	4,581	-	-	-	-	-	-	-	-	-	-	-	-	-	1,527	65,667	198,528	270,304
20:30 - 21:00	-	-	1,527	4,581	-	-	-	-	-	-	-	-	-	-	-	-	-	-	65,667	198,528	270,304
21:00 - 21:30	-	-	-	1,527	-	-	-	-	-	-	-	-	-	-	-	-	-	-	65,667	203,110	270,304
21:30 - 22:00	-	-	-	1,527	-	-	-	-	-	-	-	-	-	-	-	-	-	-	65,667	203,110	270,304
22:00 - 22:30	-	-	-	3,054	-	-	-	-	-	-	-	-	-	-	-	-	-	-	65,667	201,583	270,304
22:30 - 23:00	-	-	1,527	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	65,667	203,110	270,304
23:00 - 23:30	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	65,667	204,637	270,304
23:30 - 00:00	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	65,667	204,637	270,304

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

Note II: Timebands featuring a 'nil' listenership in the Table above have a radio listenership of less than 1,527 listeners (0.5%) on Friday

Radio Audience on SATURDAY

✓ The **most listened to timeband** on Saturday is 09:00 – 09:30 on ONE Radio (24,434 Radio Listeners).

Table 31 – Q14 – Radio Audience on SATURDAY – *by Timeband (Multiple-Response Q) (n=262,669)*

***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.*

	103	Bay	Bay Easy	Calypso Ten-18	Campus FM	Magic Malta	Net FM	ONE Radio	Radju Malta 1	Radju Malta 2	Radju Marija	Smash Radio	Vibe HD	XFM Malta	Radju Bambina	Foreign Station (any)	I did not listen to any radio on Saturday/No particular station/Don't Remember	None	Total
00:00 - 00:30	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	80,939	181,730	262,669
00:30 - 01:00	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	80,939	181,730	262,669
01:00 - 01:30	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	80,939	181,730	262,669
01:30 - 02:00	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	80,939	181,730	262,669
02:00 - 02:30	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	80,939	181,730	262,669
02:30 - 03:00	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	80,939	181,730	262,669
03:00 - 03:30	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	80,939	181,730	262,669
03:30 - 04:00	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	80,939	181,730	262,669
04:00 - 04:30	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	80,939	181,730	262,669
04:30 - 05:00	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	80,939	181,730	262,669
05:00 - 05:30	1,527	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	80,939	180,203	262,669
05:30 - 06:00	1,527	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1,527	80,939	178,676	262,669
06:00 - 06:30	1,527	-	-	3,054	1,527	-	1,527	1,527	1,527	-	-	-	-	-	-	1,527	80,939	169,513	262,669
06:30 - 07:00	1,527	4,581	-	4,581	1,527	-	1,527	1,527	4,581	-	-	-	3,054	-	-	1,527	80,939	157,296	262,669
07:00 - 07:30	1,527	7,636	-	7,636	-	-	1,527	6,109	6,109	-	-	-	-	-	-	1,527	80,939	149,660	262,669
07:30 - 08:00	1,527	10,690	-	9,163	-	1,527	1,527	6,109	7,636	-	-	-	3,054	-	-	1,527	80,939	138,970	262,669
08:00 - 08:30	-	10,690	-	15,271	-	3,054	4,581	18,326	12,217	-	1,527	-	6,109	-	-	4,581	80,939	105,373	262,669
08:30 - 09:00	-	9,163	-	13,744	-	1,527	6,109	19,853	12,217	-	-	-	6,109	-	-	1,527	80,939	111,482	262,669
09:00 - 09:30	-	12,217	-	13,744	-	-	9,163	24,434	10,690	-	-	1,527	4,581	-	-	4,581	80,939	100,792	262,669
09:30 - 10:00	-	10,690	-	12,217	1,527	1,527	6,109	22,907	9,163	-	1,527	-	9,163	-	-	1,527	80,939	105,373	262,669
10:00 - 10:30	1,527	13,744	-	12,217	1,527	3,054	9,163	16,799	4,581	-	1,527	-	4,581	-	-	1,527	80,939	111,482	262,669
10:30 - 11:00	1,527	9,163	-	13,744	1,527	1,527	4,581	15,271	6,109	-	-	-	-	-	-	1,527	80,939	126,753	262,669
11:00 - 11:30	1,527	4,581	-	15,271	-	1,527	6,109	16,799	4,581	-	-	1,527	3,054	-	-	-	80,939	126,753	262,669
11:30 - 12:00	1,527	3,054	-	13,744	-	1,527	6,109	16,799	6,109	-	-	-	3,054	-	-	-	80,939	129,807	262,669
12:00 - 12:30	-	6,109	-	9,163	-	-	4,581	16,799	7,636	-	3,054	-	1,527	-	-	-	80,939	132,862	262,669
12:30 - 13:00	-	4,581	-	6,109	-	-	1,527	12,217	7,636	-	-	-	1,527	-	-	-	80,939	148,133	262,669
13:00 - 13:30	-	3,054	-	3,054	-	-	1,527	10,690	7,636	-	-	1,527	1,527	-	1,527	-	80,939	151,187	262,669
13:30 - 14:00	-	3,054	-	3,054	1,527	-	-	12,217	1,527	-	1,527	1,527	-	-	1,527	-	80,939	155,769	262,669
14:00 - 14:30	-	3,054	-	4,581	1,527	-	1,527	10,690	-	-	1,527	1,527	1,527	-	-	-	80,939	155,769	262,669
14:30 - 15:00	-	1,527	-	4,581	1,527	-	-	10,690	-	-	1,527	1,527	3,054	-	-	-	80,939	157,296	262,669
15:00 - 15:30	-	4,581	-	6,109	-	-	-	9,163	-	-	3,054	1,527	3,054	-	-	-	80,939	154,242	262,669
15:30 - 16:00	-	3,054	-	6,109	-	-	-	9,163	-	-	-	1,527	1,527	-	-	-	80,939	160,350	262,669
16:00 - 16:30	-	4,581	-	3,054	-	-	-	12,217	3,054	-	-	-	-	-	-	-	80,939	158,823	262,669
16:30 - 17:00	-	6,109	-	3,054	-	-	-	10,690	3,054	-	-	-	1,527	-	-	-	80,939	157,296	262,669
17:00 - 17:30	-	3,054	-	3,054	-	-	-	10,690	3,054	-	-	1,527	1,527	-	-	-	80,939	158,823	262,669
17:30 - 18:00	-	6,109	-	6,109	-	-	-	10,690	3,054	-	-	3,054	-	-	-	-	80,939	152,715	262,669
18:00 - 18:30	1,527	4,581	-	3,054	-	1,527	1,527	6,109	1,527	-	1,527	1,527	4,581	1,527	-	-	80,939	152,715	262,669
18:30 - 19:00	-	3,054	-	3,054	-	-	1,527	4,581	1,527	1,527	1,527	-	3,054	1,527	-	-	80,939	160,350	262,669
19:00 - 19:30	1,527	3,054	-	3,054	-	-	-	3,054	-	1,527	-	-	1,527	1,527	-	-	80,939	166,459	262,669
19:30 - 20:00	-	1,527	1,527	3,054	-	-	-	3,054	-	1,527	-	-	4,581	1,527	-	-	80,939	164,932	262,669
20:00 - 20:30	-	-	1,527	3,054	-	-	-	1,527	-	-	-	-	3,054	-	-	-	80,939	172,567	262,669
20:30 - 21:00	-	1,527	-	3,054	-	-	-	1,527	-	-	-	-	1,527	-	-	-	80,939	174,095	262,669
21:00 - 21:30	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	80,939	181,730	262,669
21:30 - 22:00	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	80,939	181,730	262,669
22:00 - 22:30	-	-	-	1,527	-	-	1,527	-	-	-	-	-	-	-	-	-	80,939	178,676	262,669
22:30 - 23:00	-	-	-	1,527	-	-	-	-	-	-	-	-	-	-	-	-	80,939	180,203	262,669
23:00 - 23:30	-	-	-	1,527	-	-	-	-	-	-	-	-	-	-	-	-	80,939	180,203	262,669
23:30 - 00:00	-	-	-	3,054	-	-	-	-	-	-	1,527	-	-	-	-	-	80,939	177,149	262,669

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

Note II: Timebands featuring a 'nil' listenership in the Table above have a radio listenership of less than 1,527 listeners (0.5%) on Saturday

Radio Audience on SUNDAY

- ✓ The **most listened to timebands** on Sunday are the following (all timebands have a 24,434-count radio listenership)
  - 09:00 – 09:30, 09:30 – 10:00, 12:00 – 12:30 on ONE Radio
  - 11:00 – 11:30 and 11:30 – 12.00 on Calypso Ten-18.

Table 32 – Q14 – Radio Audience on SUNDAY *– by Timeband (Multiple-Response Q) (n=319,173)*

***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.*

	103	Bay	Bay Easy	Calypso Ten-18	Campus FM	Magic Malta	Net FM	ONE Radio	Radju Malta 1	Radju Marija	Smash Radio	Smooth Radio	Vibe HD	XFM Malta	Radju Prekursur	Foreign Station (any)	I did not listen to any radio on Sunday/No particular station/Don't Remember	None	Total
00:00 - 00:30	0	0	0	0	0	0	0	1,527	0	0	0	0	0	0	0	1,527	123,699	192,420	319,173
00:30 - 01:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1,527	123,699	193,947	319,173
01:00 - 01:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1,527	123,699	193,947	319,173
01:30 - 02:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1,527	123,699	193,947	319,173
02:00 - 02:30	0	0	0	0	0	0	0	1,527	0	0	0	0	0	0	0	1,527	123,699	192,420	319,173
02:30 - 03:00	0	0	0	0	0	0	0	1,527	0	0	0	0	0	0	0	1,527	123,699	192,420	319,173
03:00 - 03:30	0	0	0	0	0	0	0	1,527	0	0	0	0	0	0	0	1,527	123,699	192,420	319,173
03:30 - 04:00	0	0	0	0	0	0	0	1,527	0	0	0	0	0	0	0	1,527	123,699	192,420	319,173
04:00 - 04:30	1,527	0	0	0	0	0	0	1,527	0	1,527	0	0	0	0	0	1,527	123,699	189,366	319,173
04:30 - 05:00	0	0	0	0	0	0	0	1,527	0	0	0	0	0	0	0	1,527	123,699	192,420	319,173
05:00 - 05:30	0	0	0	0	0	0	0	3,054	0	1,527	0	0	0	0	0	1,527	123,699	189,366	319,173
05:30 - 06:00	0	0	0	0	0	0	0	7,636	0	1,527	0	0	0	0	0	1,527	123,699	184,784	319,173
06:00 - 06:30	0	1,527	0	1,527	0	0	0	10,690	1,527	3,054	0	0	0	0	0	1,527	123,699	175,622	319,173
06:30 - 07:00	0	4,581	0	1,527	0	0	0	12,217	0	3,054	0	0	0	0	0	0	123,699	174,094	319,173
07:00 - 07:30	1,527	9,163	1,527	4,581	0	0	0	13,744	1,527	4,581	0	0	4,581	0	0	0	123,699	154,241	319,173
07:30 - 08:00	1,527	7,636	0	4,581	0	3,054	0	15,271	1,527	1,527	0	0	1,527	0	0	0	123,699	158,823	319,173
08:00 - 08:30	0	12,217	0	10,690	0	1,527	6,109	21,380	3,054	4,581	1,527	0	7,636	0	0	0	123,699	126,753	319,173
08:30 - 09:00	0	6,109	0	12,217	0	3,054	3,054	22,907	3,054	4,581	1,527	0	3,054	0	0	0	123,699	135,916	319,173
09:00 - 09:30	0	6,109	0	18,326	1,527	6,109	4,581	24,434	6,109	3,054	1,527	0	4,581	0	1,527	0	123,699	117,590	319,173
09:30 - 10:00	0	9,163	0	18,326	1,527	4,581	6,109	24,434	6,109	1,527	0	0	6,109	0	1,527	0	123,699	116,063	319,173
10:00 - 10:30	0	7,636	0	22,907	3,054	3,054	4,581	21,380	4,581	1,527	0	0	7,636	1,527	1,527	0	123,699	116,063	319,173
10:30 - 11:00	0	4,581	0	21,380	1,527	3,054	7,636	21,380	3,054	1,527	0	0	4,581	0	0	0	123,699	126,753	319,173
11:00 - 11:30	1,527	6,109	0	24,434	3,054	1,527	7,636	22,907	3,054	1,527	0	0	4,581	4,581	0	0	123,699	114,536	319,173
11:30 - 12:00	1,527	4,581	0	24,434	1,527	1,527	6,109	21,380	3,054	1,527	0	0	3,054	1,527	0	0	123,699	125,226	319,173
12:00 - 12:30	1,527	4,581	0	10,690	1,527	0	6,109	24,434	0	0	0	0	3,054	3,054	0	0	123,699	140,497	319,173
12:30 - 13:00	1,527	3,054	0	6,109	1,527	0	3,054	15,271	0	0	1,527	0	1,527	0	0	0	123,699	161,877	319,173
13:00 - 13:30	1,527	4,581	0	7,636	0	0	3,054	13,744	1,527	0	1,527	0	1,527	0	0	0	123,699	160,350	319,173
13:30 - 14:00	1,527	7,636	0	4,581	0	0	1,527	10,690	1,527	0	1,527	0	1,527	0	0	0	123,699	164,932	319,173
14:00 - 14:30	1,527	7,636	0	1,527	0	0	4,581	7,636	1,527	0	1,527	0	1,527	0	0	0	123,699	167,986	319,173
14:30 - 15:00	1,527	6,109	0	3,054	0	0	1,527	7,636	1,527	0	0	0	1,527	0	0	0	123,699	172,567	319,173
15:00 - 15:30	1,527	4,581	0	4,581	0	3,054	1,527	6,109	4,581	1,527	0	0	4,581	0	0	0	123,699	163,404	319,173
15:30 - 16:00	0	4,581	0	3,054	0	3,054	1,527	6,109	4,581	1,527	0	0	3,054	0	0	0	123,699	167,986	319,173
16:00 - 16:30	0	9,163	1,527	3,054	0	1,527	1,527	6,109	3,054	1,527	0	1,527	3,054	0	1,527	0	123,699	161,877	319,173
16:30 - 17:00	0	4,581	0	4,581	0	1,527	1,527	6,109	0	1,527	0	1,527	3,054	0	1,527	0	123,699	169,513	319,173
17:00 - 17:30	0	3,054	0	3,054	0	1,527	1,527	6,109	0	1,527	0	0	7,636	0	0	0	123,699	171,040	319,173
17:30 - 18:00	0	3,054	0	3,054	0	1,527	1,527	4,581	0	0	0	0	4,581	0	0	0	123,699	177,149	319,173
18:00 - 18:30	0	0	0	1,527	1,527	1,527	1,527	6,109	0	1,527	0	0	1,527	0	0	1,527	123,699	178,676	319,173
18:30 - 19:00	0	0	0	1,527	0	1,527	1,527	4,581	0	0	0	0	0	0	0	0	123,699	186,312	319,173
19:00 - 19:30	0	0	0	10,690	0	0	4,581	4,581	0	0	0	0	0	0	0	1,527	123,699	174,094	319,173
19:30 - 20:00	0	0	0	10,690	0	0	3,054	4,581	0	0	0	0	0	0	0	0	123,699	177,149	319,173
20:00 - 20:30	0	1,527	0	12,217	0	0	0	3,054	0	0	0	0	0	0	0	0	123,699	178,676	319,173
20:30 - 21:00	0	1,527	0	12,217	0	0	1,527	3,054	0	0	0	0	0	0	0	0	123,699	177,149	319,173
21:00 - 21:30	0	0	0	10,690	0	0	0	3,054	0	0	0	0	0	0	0	0	123,699	181,730	319,173
21:30 - 22:00	0	1,527	0	10,690	0	0	0	3,054	0	0	0	0	0	0	0	0	123,699	180,203	319,173
22:00 - 22:30	0	1,527	0	0	0	0	0	1,527	0	0	0	0	0	0	0	0	123,699	192,420	319,173
22:30 - 23:00	0	1,527	0	0	0	0	0	1,527	0	0	0	0	0	0	0	0	123,699	192,420	319,173
23:00 - 23:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1,527	123,699	193,947	319,173
23:30 - 00:00	0	0	0	0	0	0	1,527	0	0	0	0	0	0	1,527	0	1,527	123,699	190,893	319,173

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

Note II: Timebands featuring a 'nil' listenership in the Table above have a radio listenership of less than 1,527 listeners (0.5%) on Sunday.

9.8 Average Daily Radio Listenership – [Q14]

Research Findings in Detail

Tables below illustrate details on the above research findings.

From the daily radio listenership findings presented in **Section 9.7** above, it is possible to draw up **the population average audience share by weekday and by station**. This daily average audience share has been derived by totalling the aggregate daily listenership obtained by each radio station and dividing this by the number of timeslots. This daily average audience share for each radio station has been presented in figures and percentages, depicted in **Tables 32A and 32b** below.

- ✓ The highest population daily average audience shares were obtained by **ONE Radio, Calypso Ten-18 and Bay** on various weekdays, namely (average daily audience shares in figures and percentages):
- ✓ **ONE Radio:** Monday: 7381 (21.7%), Tuesday: 6172 (20.6%), Saturday: 6713 (29.3%), Sunday: 8399 (32%)
- ✓ **Calypso TEN-18:** Wednesday: 7858 (25.4%), Friday: 5822 (21.2%)
- ✓ **Bay:** Thursday: 5122 (15.7%).

Table 32A - Q14 – RADIO - Population Average Audience Share By Weekday and By Station

Daily Average (n)	103	Bay	Bay Easy	Calypso Ten-18	Campus FM	Magic Malta	Net FM	ONE Radio	Pure HD	Radju Malta 1	Radju Malta 2	Radju Marija	Smash Radio	Smooth Radio	Vibe HD	XFM Malta	Radju Hompesh	Radju Bambina	Radju Prekursur	Radju Luminarja	Mics FM	All Rock HD	Radju Lehen il-Qala	Radio 105	Radju Sokkors	Radju Lehen il-Belt Victoria	Foreign Station (any)	I did not listen to any radio on Monday/No particular station/Don't Remember	None	Total
Monday (N=189)	923	2,386	318	7,190	350	1,018	4,422	7,381	64	4,391	159	1,432	509	0	1,559	350	191	255	95	95	32	0	0	0	0	0	923	47,341	236,707	288,630
Tuesday (n=177)	159	3,118	541	5,122	127	509	4,327	6,172	0	4,900	223	1,718	159	64	1,209	668	0	191	0	0	0	64	32	0	0	0	636	53,450	210,745	270,304
Wednesday (n=185)	986	3,213	255	7,858	477	827	1,591	6,745	0	4,200	127	2,100	477	0	827	223	0	0	95	0	0	0	0	159	0	0	795	67,194	212,273	282,522
Thursday (n=196)	1,209	5,122	64	4,263	668	2,068	1,686	4,709	0	5,090	64	827	414	32	3,532	1,114	32	32	0	0	159	0	0	0	32	0	0	477	1,082	64,140
Friday (n=177)	445	5,122	636	5,822	191	1,941	2,291	4,009	0	4,009	0	764	64	32	891	445	0	0	32	0	0	0	0	0	32	95	636	65,667	204,637	270,304
Sauturday (n=172)	382	3,309	64	4,550	255	350	1,495	6,713	0	2,609	95	414	382	0	1,623	127	0	64	0	0	0	0	0	0	0	0	477	80,939	177,149	262,669
Sunday (n=209)	382	3,118	64	6,045	350	891	1,845	8,399	0	1,145	0	954	223	64	1,782	255	0	0	159	0	0	0	0	0	0	0	541	123,699	190,893	319,173

Table 32B - Q14 – RADIO – Percentage Average Audience Share By Weekday and By Station

Daily Average (%)	103	Bay	Bay Easy	Calypso Ten-18	Campus FM	Magic Malta	Net FM	ONE Radio	Pure HD	Radju Malta 1	Radju Malta 2	Radju Marija	Smash Radio	Smooth Radio	Vibe HD	XFM Malta	Radju Katidral	Radju Hompesh	Radju Bambina	Radju Prekursur	Radju Luminarja	Mics FM	All Rock HD	Radju Lehen il-Qala	Radio 105	Radju Sokkors	Radju Lehen il-Belt Victoria	Radju Margerita	Foreign Station (any)
Monday	2.7%	7.0%	0.9%	21.1%	1.0%	3.0%	13.0%	21.7%	0.2%	12.9%	0.5%	4.2%	1.5%	0.0%	4.6%	1.0%	0.0%	0.6%	0.7%	0.3%	0.3%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0	2.7%
Tuesday	0.5%	10.4%	1.8%	17.1%	0.4%	1.7%	14.5%	20.6%	0.0%	16.4%	0.7%	5.7%	0.5%	0.2%	4.0%	2.2%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.2%	0.1%	0.0%	0.0%	0.0%	0	2.1%
Wednesday	3.2%	10.4%	0.8%	25.4%	1.5%	2.7%	5.1%	21.8%	0.0%	13.6%	0.4%	6.8%	1.5%	0.0%	2.7%	0.7%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0	2.6%
Thursday	3.7%	15.7%	0.2%	13.0%	2.0%	6.3%	5.2%	14.4%	0.0%	15.6%	0.2%	2.5%	1.3%	0.1%	10.8%	3.4%	0.1%	0.1%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	1.5%	3.3%
Friday	1.6%	18.7%	2.3%	21.2%	0.7%	7.1%	8.3%	14.6%	0.0%	14.6%	0.0%	2.8%	0.2%	0.1%	3.2%	1.6%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.3%	0	2.3%
Saturday	1.7%	14.4%	0.3%	19.9%	1.1%	1.5%	6.5%	29.3%	0.0%	11.4%	0.4%	1.8%	1.7%	0.0%	7.1%	0.6%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0	2.1%
Sunday	1.5%	11.9%	0.2%	23.1%	1.3%	3.4%	7.0%	32.0%	0.0%	4.4%	0.0%	3.6%	0.8%	0.2%	6.8%	1.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0	2.1%

Note I: Radio listeners were given the possibility of mentioning up to 3 radio stations on the weekday in question. For each radio station, these radio listeners were asked to indicate all time slots during which they listened to the mentioned radio station. **(Multiple -response Q)**

Note II: The column "NONE" refers to radio listeners, who listened to the Radio on the weekday in question, however did not listen to it at certain timeslots (on the same day)

Note III: Radio stations with a "zero/%" audience on a particular weekday in the Table above denotes that their listenership (on that day) was too low to be captured.

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

- ✓ Some 97.5% of all radio listeners (1272 respondents) **did not listen to any local radio programmes on demand** during the previous 7 days.
- ✓ Only 2.1% (27 respondents) **listened to local radio programmes on demand**.
- ✓ **Bay Breakfast with Daniel & Ylenia** and **Linja Diretta ma' Emanuel Cuschieri** were the two programmes most listened to on demand in the previous 7 days, with 14.8% (4 respondents), respectively.

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=1305)

Counts Break % Respondents	Total	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	**1305**	**89**	**223**	**220**	**170**	**195**	**216**	**192**	**637**	**668**
Yes	**27** **2.1%**	5 5.6%	8 3.6%	2 0.9%	4 2.4%	3 1.5%	5 2.3%	- -	13 2.0%	14 2.1%
No	**1272** **97.5%**	83 93.3%	213 95.5%	218 99.1%	165 97.1%	191 97.9%	210 97.2%	192 100.0%	622 97.6%	650 97.3%
I don't remember	**6** **0.5%**	1 1.1%	2 0.9%	- -	1 0.6%	1 0.5%	1 0.5%	- -	2 0.3%	4 0.6%

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	Geographical Region					
		Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo
Total	**1305**	**206**	**420**	**183**	**174**	**209**	**113**
Yes	**27** **2.1%**	6 2.9%	7 1.7%	4 2.2%	5 2.9%	2 1.0%	3 2.7%
No	**1272** **97.5%**	200 97.1%	410 97.6%	179 97.8%	169 97.1%	206 98.6%	108 95.6%
I don't remember	**6** **0.5%**	- -	3 0.7%	- -	- -	1 0.5%	2 1.8%

Table 33.3 – Q15 – Local programmes listened to on demand in the previous 7 days – by Age & Gender (Multiple-Response Q) (n=27)

Counts Break % Respondents	Total	Age						Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	Male	Female
Total	**27**	**5**	**8**	**2**	**4**	**3**	**5**	**13**	**14**
Don't Remember	**5** **18.5%**	- -	1 12.5%	- -	- -	1 33.3%	3 60.0%	2 15.4%	3 21.4%
Bay Breakfast with Daniel & Ylenia	**4** **14.8%**	3 60.0%	1 12.5%	- -	- -	- -	- -	- -	4 28.6%
Linja Diretta	**4** **14.8%**	- -	1 12.5%	1 50.0%	1 25.0%	- -	1 20.0%	2 15.4%	2 14.3%
News Bulletins	**3** **11.1%**	- -	1 12.5%	1 50.0%	1 25.0%	- -	- -	2 15.4%	1 7.1%
Nghiduha Kif Inhi	**3** **11.1%**	1 20.0%	- -	- -	1 25.0%	- -	1 20.0%	2 15.4%	1 7.1%
Carlo's Breakfast Cafe	**2** **7.4%**	- -	- -	1 50.0%	1 25.0%	- -	- -	1 7.7%	1 7.1%
The Morning Vibe with Abel, JD & Martina	**2** **7.4%**	1 20.0%	1 12.5%	- -	- -	- -	- -	2 15.4%	- -
Club 101	**1** **3.7%**	- -	1 12.5%	- -	- -	- -	- -	- -	1 7.1%
XFM Big Breakfast	**1** **3.7%**	- -	1 12.5%	- -	- -	- -	- -	1 7.7%	- -
Nostalgija	**1** **3.7%**	- -	- -	- -	- -	1 33.3%	- -	- -	1 7.1%
Programmes on Campus FM	**1** **3.7%**	- -	1 12.5%	- -	- -	- -	- -	1 7.7%	- -
Int u Jien	**1** **3.7%**	- -	- -	- -	- -	1 33.3%	- -	- -	1 7.1%

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

- ✓ 90% (1178 respondents) of all radio listeners use the **radio set** (at home, office, in car, etc) 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.
- ✓ 7.3% (95 respondents) use **DAB+** as one of the radio reception services for listening to radio, with this being mostly used by radio listeners aged 21 – 50 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=1305)

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	**1305**	**89**	**223**	**220**	**170**	**195**	**216**	**192**	**637**	**668**
Radio set (at home, office, in car)	**1178** **90.3%**	72 80.9%	201 90.1%	194 88.2%	150 88.2%	178 91.3%	202 93.5%	181 94.3%	571 89.6%	607 90.9%
DAB+	**95** **7.3%**	12 13.5%	16 7.2%	19 8.6%	19 11.2%	10 5.1%	10 4.6%	9 4.7%	50 7.8%	45 6.7%
Other [Streaming on laptop/computer/mobile or tablet]	**75** **5.7%**	9 10.1%	12 5.4%	19 8.6%	17 10.0%	11 5.6%	6 2.8%	1 0.5%	43 6.8%	32 4.8%
TV set	**26** **2.0%**	1 1.1%	3 1.3%	5 2.3%	2 1.2%	8 4.1%	6 2.8%	1 0.5%	12 1.9%	14 2.1%
Refused/ no reply	**17** **1.3%**	1 1.1%	6 2.7%	3 1.4%	4 2.4%	1 0.5%	2 0.9%	- -	6 0.9%	11 1.6%

Table 34.2 – Q16 – Type(s) of radio reception services used for listening to radio – by Geographical Region (Multiple-Response Q) (n=1305)

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	Geographical Region					
		Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo
Total	**1305**	**206**	**420**	**183**	**174**	**209**	**113**
Radio set (at home, office, in car)	**1178** **90.3%**	191 92.7%	376 89.5%	165 90.2%	153 87.9%	187 89.5%	106 93.8%
DAB+	**95** **7.3%**	12 5.8%	39 9.3%	10 5.5%	10 5.7%	20 9.6%	4 3.5%
Other [Streaming on laptop/computer/mobile or tablet]	**75** **5.7%**	11 5.3%	26 6.2%	15 8.2%	9 5.2%	11 5.3%	3 2.7%
TV set	**26** **2.0%**	7 3.4%	7 1.7%	4 2.2%	5 2.9%	3 1.4%	- -
Refused/ no reply	**17** **1.3%**	1 0.5%	4 1.0%	4 2.2%	4 2.3%	2 1.0%	2 1.8%

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

NB. Radio listeners who said 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 95.

- ✓ The most listened to local radio station on DAB+ is ***Bay***, with 24.2% (23 respondents) of all 95 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+ (12.6% - 12 respondents), while ***Radju Malta 1*** and ***NET FM*** are followed by 10.5% (10 respondents) respectively.

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=95)

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	**95**	**12**	**16**	**19**	**19**	**10**	**10**	**9**	**50**	**45**
Bay 89.7	**23** **24.2%**	10 83.3%	4 25.0%	6 31.6%	1 5.3%	2 20.0%	- -	- -	12 24.0%	11 24.4%
Foreign stations (no need to specify)	**16** **16.8%**	1 8.3%	1 6.3%	3 15.8%	6 31.6%	1 10.0%	2 20.0%	2 22.2%	10 20.0%	6 13.3%
Vibe HD	**12** **12.6%**	1 8.3%	7 43.8%	3 15.8%	1 5.3%	- -	- -	- -	5 10.0%	7 15.6%
Net FM	**10** **10.5%**	1 8.3%	1 6.3%	2 10.5%	2 10.5%	2 20.0%	1 10.0%	1 11.1%	5 10.0%	5 11.1%
Radju Malta 1	**10** **10.5%**	- -	1 6.3%	1 5.3%	2 10.5%	2 20.0%	3 30.0%	1 11.1%	6 12.0%	4 8.9%
Calypso	**8** **8.4%**	- -	- -	2 10.5%	1 5.3%	1 10.0%	2 20.0%	2 22.2%	2 4.0%	6 13.3%
Bay Easy	**7** **7.4%**	2 16.7%	1 6.3%	4 21.1%	- -	- -	- -	- -	2 4.0%	5 11.1%
ONE Radio	**7** **7.4%**	- -	1 6.3%	1 5.3%	2 10.5%	- -	2 20.0%	1 11.1%	6 12.0%	1 2.2%
Magic Malta	**6** **6.3%**	1 8.3%	- -	- -	4 21.1%	1 10.0%	- -	- -	1 2.0%	5 11.1%
103 (Malta's Heart)	**6** **6.3%**	1 8.3%	1 6.3%	- -	2 10.5%	2 20.0%	- -	- -	2 4.0%	4 8.9%
XFM Malta	**5** **5.3%**	- -	2 12.5%	1 5.3%	- -	2 20.0%	- -	- -	5 10.0%	- -
Smooth Radio	**4** **4.2%**	- -	- -	- -	2 10.5%	2 20.0%	- -	- -	1 2.0%	3 6.7%
Campus FM	**3** **3.2%**	- -	1 6.3%	- -	- -	- -	1 10.0%	1 11.1%	3 6.0%	- -
Smash Radio	**2** **2.1%**	- -	- -	- -	2 10.5%	- -	- -	- -	1 2.0%	1 2.2%
All Groove	**1** **1.1%**	1 8.3%	- -	- -	- -	- -	- -	- -	1 2.0%	- -
All Rock HD	**1** **1.1%**	- -	- -	- -	1 5.3%	- -	- -	- -	1 2.0%	- -
Pure HD	**1** **1.1%**	- -	1 6.3%	- -	- -	- -	- -	- -	1 2.0%	- -
Radju Marija	**1** **1.1%**	- -	- -	- -	- -	- -	- -	1 11.1%	1 2.0%	- -
Don't remember	**1** **1.1%**	- -	- -	- -	- -	- -	- -	1 11.1%	1 2.0%	- -

10. ONLINE VIEWERSHIP – FINDINGS

10.1 Introduction

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

- ✓ 83.1% (1745 respondents), of all Maltese residents, **do not watch any Maltese programmes that are solely produced for online portals**. This finding is more evident with individuals aged 31+ years.
- ✓ The remaining 16.8% (352 respondents) **watch online Maltese programmes.** The younger age cohorts (12-30 years), seem more inclined to watch these online Maltese programmes.

Research Findings in Detail

Tables below illustrate details on the above research findings.

Exhibit 5 – Online viewers/non viewers

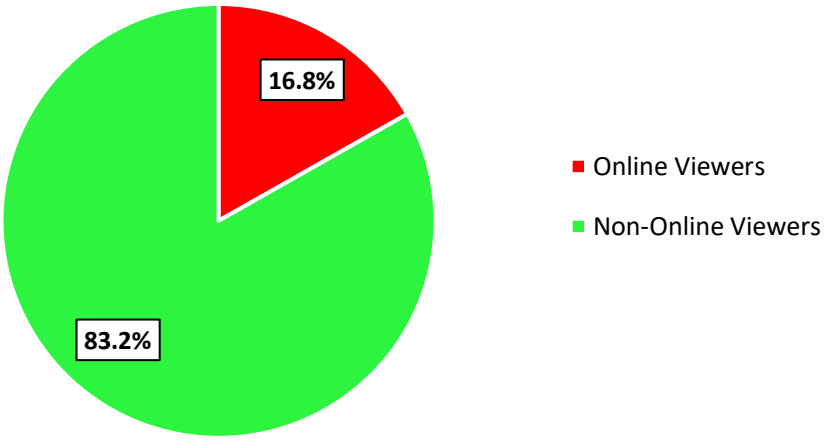


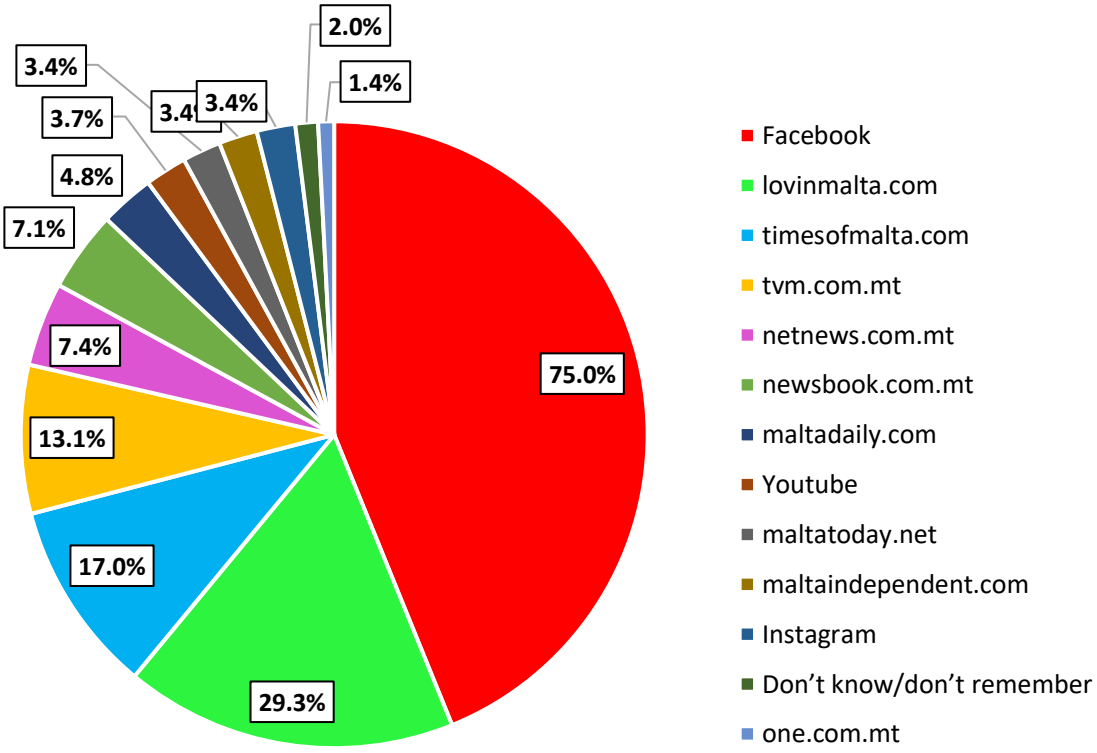
Table 36 – Online viewers/non viewers – by Age & Gender

Counts Break % Respondents	Total	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	**2100**	**173**	**344**	**362**	**294**	**306**	**315**	**306**	**1063**	**1037**
Yes	**352** **16.8%**	67 38.7%	101 29.4%	64 17.7%	47 16.0%	35 11.4%	28 8.9%	10 3.3%	177 16.7%	175 16.9%
No	**1745** **83.1%**	105 60.7%	243 70.6%	298 82.3%	247 84.0%	270 88.2%	286 90.8%	296 96.7%	885 83.3%	860 82.9%
Refused/no reply	**3** **0.1%**	1 0.6%	- -	- -	- -	1 0.3%	1 0.3%	- -	1 0.1%	2 0.2%

Exhibit 6 – Q19 – Online portal/s or platform/s used for watching Maltese programmes online (Multiple-Response Q) (n=352)

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 352 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 online Maltese programmes, with 75% (264 respondents) of all 352 online viewers mentioning it as one of the online platforms used for watching Maltese programmes online. This finding is evident across all age cohorts.
- ✓ Following, 29.3% (103 respondents) use **lovinmalta.com** as one of the online portals for watching online Maltese programmes. This finding is more evident among the younger age cohorts 12-30 years.
- ✓ A further 17% (60 respondents) use **timesofmalta.com** as an online portal for watching online Maltese programmes.

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=352)

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	**352**	**67**	**101**	**64**	**47**	**35**	**28**	**10**	**177**	**175**
Facebook	**264** **75.0%**	51 76.1%	80 79.2%	44 68.8%	38 80.9%	24 68.6%	20 71.4%	7 70.0%	118 66.7%	146 83.4%
lovinmalta.com	**103** **29.3%**	21 31.3%	42 41.6%	15 23.4%	10 21.3%	7 20.0%	6 21.4%	2 20.0%	60 33.9%	43 24.6%
timesofmalta.com	**60** **17.0%**	6 9.0%	27 26.7%	15 23.4%	3 6.4%	4 11.4%	2 7.1%	3 30.0%	32 18.1%	28 16.0%
tvm.com.mt	**46** **13.1%**	6 9.0%	18 17.8%	9 14.1%	5 10.6%	4 11.4%	3 10.7%	1 10.0%	24 13.6%	22 12.6%
netnews.com.mt	**26** **7.4%**	3 4.5%	14 13.9%	1 1.6%	3 6.4%	- -	4 14.3%	1 10.0%	14 7.9%	12 6.9%
newsbook.com.-mt	**25** **7.1%**	1 1.5%	13 12.9%	4 6.3%	2 4.3%	1 2.9%	4 14.3%	- -	12 6.8%	13 7.4%
maltadaily.com	**17** **4.8%**	5 7.5%	9 8.9%	1 1.6%	2 4.3%	- -	- -	- -	10 5.6%	7 4.0%
Youtube	**13** **3.7%**	4 6.0%	5 5.0%	2 3.1%	1 2.1%	1 2.9%	- -	- -	9 5.1%	4 2.3%
maltatoday.net	**12** **3.4%**	1 1.5%	5 5.0%	5 7.8%	- -	1 2.9%	- -	- -	9 5.1%	3 1.7%
maltaindependen-t.com	**12** **3.4%**	- -	6 5.9%	3 4.7%	- -	1 2.9%	1 3.6%	1 10.0%	8 4.5%	4 2.3%
Instagram	**12** **3.4%**	4 6.0%	7 6.9%	- -	- -	1 2.9%	- -	- -	6 3.4%	6 3.4%
Don't know/don't remember	**7** **2.0%**	- -	- -	1 1.6%	2 4.3%	2 5.7%	1 3.6%	1 10.0%	4 2.3%	3 1.7%
one.com.mt	**5** **1.4%**	1 1.5%	- -	2 3.1%	1 2.1%	1 2.9%	- -	- -	3 1.7%	2 1.1%

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 74.7% (263 respondents) indicating this device as their most used device. Mobile is the most used device across all age cohorts and gender.
- ✓ Following, 14.8% (52 respondents) mostly use the **laptop** for watching their preferred programme online.
- ✓ The **tablet** is the third most used device by online viewers for watching their preferred programme online (8% - 28 respondents).

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=352)

Counts Break % Respondents	Total	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	**352**	**67**	**101**	**64**	**47**	**35**	**28**	**10**	**177**	**175**
Mobile	**263** **74.7%**	50 74.6%	85 84.2%	50 78.1%	40 85.1%	21 60.0%	12 42.9%	5 50.0%	125 70.6%	138 78.9%
Laptop	**52** **14.8%**	15 22.4%	10 9.9%	9 14.1%	3 6.4%	7 20.0%	7 25.0%	1 10.0%	34 19.2%	18 10.3%
Tablet	**28** **8.0%**	1 1.5%	4 4.0%	4 6.3%	4 8.5%	6 17.1%	5 17.9%	4 40.0%	12 6.8%	16 9.1%
PC	**9** **2.6%**	1 1.5%	2 2.0%	1 1.6%	- -	1 2.9%	4 14.3%	- -	6 3.4%	3 1.7%

10.4 Most preferred programme online – [Q21]

- ✓ 40.3% (142 respondents) of all online viewers do not have a preferred local online programme, while 14.2% (50 respondents) have more than one preferred programme.
- ✓ ***Xarabank*** is the favourite programme of 9.9% (35 respondents) of online viewers, while ***Jon Jispjega*** is the favourite programme of 9.1% (32 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=352)

Counts Break % Respondents	Total	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	**352**	**67**	**101**	**64**	**47**	**35**	**28**	**10**	**177**	**175**
No preferred programme	**142** **40.3%**	20 29.9%	39 38.6%	31 48.4%	20 42.6%	13 37.1%	13 46.4%	6 60.0%	70 39.5%	72 41.1%
More than one preferred programme	**50** **14.2%**	5 7.5%	12 11.9%	13 20.3%	8 17.0%	7 20.0%	4 14.3%	1 10.0%	19 10.7%	31 17.7%
Xarabank	**35** **9.9%**	6 9.0%	14 13.9%	6 9.4%	4 8.5%	4 11.4%	- -	1 10.0%	19 10.7%	16 9.1%
Jon Jispjega	**32** **9.1%**	11 16.4%	12 11.9%	5 7.8%	3 6.4%	- -	1 3.6%	- -	22 12.4%	10 5.7%
Lovin Daily	**19** **5.4%**	10 14.9%	5 5.0%	- -	2 4.3%	2 5.7%	- -	- -	6 3.4%	13 7.4%
The Lovin Malta	**17** **4.8%**	4 6.0%	4 4.0%	2 3.1%	6 12.8%	1 2.9%	- -	- -	12 6.8%	5 2.9%
Livestream	**15** **4.3%**	3 4.5%	2 2.0%	1 1.6%	2 4.3%	4 11.4%	3 10.7%	- -	4 2.3%	11 6.3%
Kaxxaturi	**13** **3.7%**	2 3.0%	6 5.9%	3 4.7%	1 2.1%	- -	1 3.6%	- -	7 4.0%	6 3.4%
Don't know	**11** **3.1%**	3 4.5%	2 2.0%	- -	1 2.1%	3 8.6%	1 3.6%	1 10.0%	6 3.4%	5 2.9%
Lovin Documentaries	**3** **0.9%**	1 1.5%	1 1.0%	- -	- -	- -	1 3.6%	- -	2 1.1%	1 0.6%
Other	**3** **0.9%**	- -	- -	- -	- -	1 2.9%	2 7.1%	- -	2 1.1%	1 0.6%
CovidCALLS	**2** **0.6%**	- -	- -	2 3.1%	- -	- -	- -	- -	2 1.1%	- -
Lovin Eats	**2** **0.6%**	- -	1 1.0%	1 1.6%	- -	- -	- -	- -	2 1.1%	- -
Basic Ally	**1** **0.3%**	1 1.5%	- -	- -	- -	- -	- -	- -	- -	1 0.6%
Foodie VIDEOS	**1** **0.3%**	- -	1 1.0%	- -	- -	- -	- -	- -	1 0.6%	- -
History VIDEOS	**1** **0.3%**	- -	- -	- -	- -	- -	1 3.6%	- -	- -	1 0.6%
Lovin Meets	**1** **0.3%**	- -	1 1.0%	- -	- -	- -	- -	- -	1 0.6%	- -
Lovin Music Awards	**1** **0.3%**	- -	- -	- -	- -	- -	- -	1 10.0%	1 0.6%	- -
Meet the Boss	**1** **0.3%**	- -	1 1.0%	- -	- -	- -	- -	- -	- -	1 0.6%
Taħlita Perfetta	**1** **0.3%**	- -	- -	- -	- -	- -	1 3.6%	- -	1 0.6%	- -
The X Banter	**1** **0.3%**	1 1.5%	- -	- -	- -	- -	- -	- -	- -	1 0.6%

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

- ✓ 39.2% (138 respondents) of all online viewers, on average, watch **15 – 30 minutes** of local online programmes per day on weekdays, with highest viewership being observed amongst the age cohorts 12 - 30 years.
- ✓ Following, 29% (102 respondents) watch an average of **1 – 2 hours** of local online programmes per day on weekdays. This finding emerged across all age cohorts.
- ✓ A further 15.6% (55 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=352)

Counts Break % Respondents	Total	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	**352**	**67**	**101**	**64**	**47**	**35**	**28**	**10**	**177**	**175**
Less than 15 minutes	**55** **15.6%**	15 22.4%	16 15.8%	17 26.6%	5 10.6%	2 5.7%	- -	- -	21 11.9%	34 19.4%
15 – 30 minutes	**138** **39.2%**	30 44.8%	50 49.5%	20 31.3%	17 36.2%	13 37.1%	7 25.0%	1 10.0%	83 46.9%	55 31.4%
1 – 2 hours	**102** **29.0%**	14 20.9%	25 24.8%	17 26.6%	19 40.4%	15 42.9%	9 32.1%	3 30.0%	49 27.7%	53 30.3%
2+ hours	**23** **6.5%**	3 4.5%	2 2.0%	1 1.6%	4 8.5%	1 2.9%	9 32.1%	3 30.0%	9 5.1%	14 8.0%
Not always the same	**28** **8.0%**	5 7.5%	7 6.9%	9 14.1%	2 4.3%	2 5.7%	1 3.6%	2 20.0%	13 7.3%	15 8.6%
Don't remember	**6** **1.7%**	- -	1 1.0%	- -	- -	2 5.7%	2 7.1%	1 10.0%	2 1.1%	4 2.3%

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

- ✓ 1 in 3 (30.1% - 106 respondents) of all online viewers spend **15 – 30 minutes per day** watching local online programmes in the weekend.
- ✓ Following, 1 in 4 (26% - 91 respondents) spend an average of **1 – 2 hours per day** watching local online programmes in the weekend.
- ✓ A further 23% (81 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=352)

Counts Break % Respondents	Total	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	**352**	**67**	**101**	**64**	**47**	**35**	**28**	**10**	**177**	**175**
Less than 15 minutes	**81** **23.0%**	21 31.3%	29 28.7%	18 28.1%	9 19.1%	4 11.4%	- -	- -	40 22.6%	41 23.4%
15 – 30 minutes	**106** **30.1%**	18 26.9%	35 34.7%	19 29.7%	15 31.9%	9 25.7%	8 28.6%	2 20.0%	63 35.6%	43 24.6%
1 – 2 hours	**91** **25.9%**	13 19.4%	21 20.8%	15 23.4%	13 27.7%	15 42.9%	11 39.3%	3 30.0%	40 22.6%	51 29.1%
2+ hours	**30** **8.5%**	6 9.0%	5 5.0%	1 1.6%	7 14.9%	2 5.7%	7 25.0%	2 20.0%	12 6.8%	18 10.3%
Not always the same	**37** **10.5%**	8 11.9%	9 8.9%	11 17.2%	3 6.4%	3 8.6%	1 3.6%	2 20.0%	19 10.7%	18 10.3%
Don't remember	**7** **2.0%**	1 1.5%	2 2.0%	- -	- -	2 5.7%	1 3.6%	1 10.0%	3 1.7%	4 2.3%

11. PREFERRED SOURCE FOR LOCAL NEWS – FINDINGS

11.1 Introduction

- ✓ **Television** is the preferred source for local news by 40.1% (842 respondents) of all Maltese residents. This source is particularly popular amongst individuals aged 41+ years.
- ✓ Following, 1 in 5 prefer **online news portals** (22.2% - 466 respondents), which is the most preferred source amongst the younger cohorts (12 – 40 years).
- ✓ **Social media** is preferred by 19% (398 respondents).
- ✓ **Radio** is preferred by 4.1% (87 respondents).

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

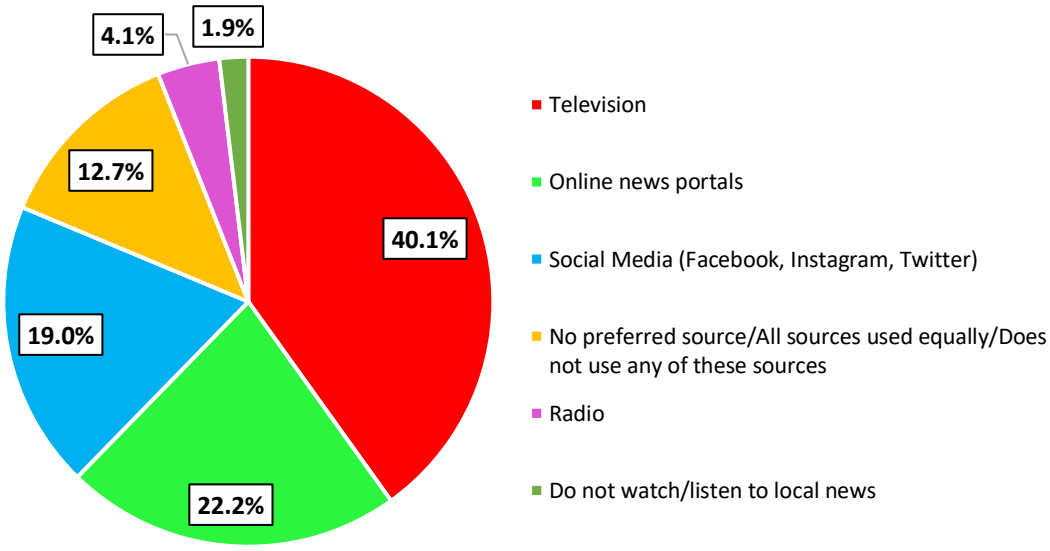


Table 42 – (Q24) Preferred Source for Local News – by Age & Gender

Counts Break % Respondents	Total	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	**2100**	**173**	**344**	**362**	**294**	**306**	**315**	**306**	**1063**	**1037**
Television	**842** **40.1%**	25 14.5%	36 10.5%	83 22.9%	103 35.0%	178 58.2%	193 61.3%	224 73.2%	383 36.0%	459 44.3%
Online news portals	**466** **22.2%**	61 35.3%	141 41.0%	122 33.7%	72 24.5%	29 9.5%	32 10.2%	9 2.9%	289 27.2%	177 17.1%
Social Media	**398** **19.0%**	62 35.8%	122 35.5%	92 25.4%	66 22.4%	31 10.1%	20 6.3%	5 1.6%	186 17.5%	212 20.4%
I use all these sources equally	**104** **5.0%**	9 5.2%	18 5.2%	29 8.0%	16 5.4%	19 6.2%	8 2.5%	5 1.6%	53 5.0%	51 4.9%
I have no one preferred source	**99** **4.7%**	4 2.3%	10 2.9%	23 6.4%	14 4.8%	16 5.2%	15 4.8%	17 5.6%	54 5.1%	45 4.3%
Radio	**87** **4.1%**	2 1.2%	6 1.7%	6 1.7%	10 3.4%	16 5.2%	25 7.9%	22 7.2%	41 3.9%	46 4.4%
I do not use any of these sources	**64** **3.0%**	1 0.6%	5 1.5%	2 0.6%	8 2.7%	14 4.6%	17 5.4%	17 5.6%	31 2.9%	33 3.2%
I do not watch/listen to local news	**40** **1.9%**	9 5.2%	6 1.7%	5 1.4%	5 1.7%	3 1.0%	5 1.6%	7 2.3%	26 2.4%	14 1.4%

This Section gives details on the preferred source of local news by 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 842 local news followers who prefer this source) – **[Q25]**
[c]. Preferred local radio station to listen to local news
(for the 87 local news followers who prefer this source) – **[Q26]**
[d]. Preferred local news portal to follow local news
(for the 465 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 40.1% (842 respondents) of all Maltese residents mentioning television as their preferred source. As a source for local news, television is mostly popular amongst individuals aged 51+ years.
- ✓ **Online news portals** are the second most preferred source for obtaining local news, with 1 in 4 (22.2% - 466 respondents) mentioning this as their preferred source for obtaining local news. The younger cohorts, 12 – 40 years, seem to prefer this source for obtaining local news.
- ✓ **Social Media** is the third most preferred source for obtaining local news and was mentioned by another 1 in 4 (19% - 398 respondents). This source for obtaining local news Facebook is also most popular with individuals aged 12 – 40 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=2100)

Counts Break % Respondents	Total	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	**2100**	**173**	**344**	**362**	**294**	**306**	**315**	**306**	**1063**	**1037**
Television	**842** **40.1%**	25 14.5%	36 10.5%	83 22.9%	103 35.0%	178 58.2%	193 61.3%	224 73.2%	383 36.0%	459 44.3%
Online news portals	**466** **22.2%**	61 35.3%	141 41.0%	122 33.7%	72 24.5%	29 9.5%	32 10.2%	9 2.9%	289 27.2%	177 17.1%
Social Media	**398** **19.0%**	62 35.8%	122 35.5%	92 25.4%	66 22.4%	31 10.1%	20 6.3%	5 1.6%	186 17.5%	212 20.4%
I use all these sources equally	**104** **5.0%**	9 5.2%	18 5.2%	29 8.0%	16 5.4%	19 6.2%	8 2.5%	5 1.6%	53 5.0%	51 4.9%
I have no one preferred source	**99** **4.7%**	4 2.3%	10 2.9%	23 6.4%	14 4.8%	16 5.2%	15 4.8%	17 5.6%	54 5.1%	45 4.3%
Radio	**87** **4.1%**	2 1.2%	6 1.7%	6 1.7%	10 3.4%	16 5.2%	25 7.9%	22 7.2%	41 3.9%	46 4.4%
I do not use any of these sources	**64** **3.0%**	1 0.6%	5 1.5%	2 0.6%	8 2.7%	14 4.6%	17 5.4%	17 5.6%	31 2.9%	33 3.2%
I do not watch/listen to local news	**40** **1.9%**	9 5.2%	6 1.7%	5 1.4%	5 1.7%	3 1.0%	5 1.6%	7 2.3%	26 2.4%	14 1.4%

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 842.

- ✓ 1 in 2 mentioned **TVM** as their most preferred local TV station for watching 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 21.9% (184 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 this was mentioned by 14.7% (124 respondents) as the preferred local TV station for watching local news. NET TV is also 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=842)

Counts Break % Respondents	Total	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	**842**	**25**	**36**	**83**	**103**	**178**	**193**	**224**	**383**	**459**
TVM	**444** **52.7%**	17 68.0%	30 83.3%	58 69.9%	67 65.0%	87 48.9%	92 47.7%	93 41.5%	207 54.0%	237 51.6%
ONE	**184** **21.9%**	2 8.0%	3 8.3%	14 16.9%	18 17.5%	46 25.8%	46 23.8%	55 24.6%	79 20.6%	105 22.9%
NET TV	**124** **14.7%**	3 12.0%	1 2.8%	6 7.2%	12 11.7%	25 14.0%	32 16.6%	45 20.1%	58 15.1%	66 14.4%
I have no preferred TV station to watch news	**48** **5.7%**	3 12.0%	1 2.8%	2 2.4%	5 4.9%	6 3.4%	16 8.3%	15 6.7%	20 5.2%	28 6.1%
I watch different TV stations equally to watch news	**36** **4.3%**	- -	1 2.8%	3 3.6%	1 1.0%	10 5.6%	7 3.6%	14 6.3%	15 3.9%	21 4.6%
I do not use local TV stations to watch news	**4** **0.5%**	- -	- -	- -	- -	3 1.7%	- -	1 0.4%	3 0.8%	1 0.2%
TVM 2	**1** **0.1%**	- -	- -	- -	- -	- -	- -	1 0.4%	1 0.3%	- -
F Living	**1** **0.1%**	- -	- -	- -	- -	1 0.6%	- -	- -	- -	1 0.2%

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 87.

- ✓ 28.7% (25 respondents) of individuals whose preferred source for obtaining local news is 'Radio', mentioned **ONE Radio** as their most preferred local radio station.
- ✓ 16.1% (14 respondents) mentioned **NET FM** as their most preferred local radio to obtaining local news.
- ✓ **Radju Malta 1** is most preferred by 14.9% (13 respondents).

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=87)

Counts Break % Respondents	Total	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	**87**	**2**	**6**	**6**	**10**	**16**	**25**	**22**	**41**	**46**
ONE Radio (92.7)	**25** **28.7%**	- -	1 16.7%	1 16.7%	2 20.0%	4 25.0%	5 20.0%	12 54.5%	14 34.1%	11 23.9%
Net FM (101.0)	**14** **16.1%**	- -	- -	- -	1 10.0%	1 6.3%	9 36.0%	3 13.6%	3 7.3%	11 23.9%
Radju Malta (93.7)	**13** **14.9%**	- -	1 16.7%	1 16.7%	1 10.0%	4 25.0%	3 12.0%	3 13.6%	6 14.6%	7 15.2%
Calypso Ten-18 (101.8)	**10** **11.5%**	- -	- -	- -	1 10.0%	5 31.3%	3 12.0%	1 4.5%	5 12.2%	5 10.9%
Magic Malta (91.7)	**4** **4.6%**	- -	- -	1 16.7%	1 10.0%	2 12.5%	- -	- -	2 4.9%	2 4.3%
Bay Radio (89.7)	**4** **4.6%**	2 100.0%	- -	1 16.7%	1 10.0%	- -	- -	- -	3 7.3%	1 2.2%
103 (103.0)	**3** **3.4%**	- -	- -	- -	- -	- -	3 12.0%	- -	1 2.4%	2 4.3%
Vibe FM (88.7)	**3** **3.4%**	- -	1 16.7%	1 16.7%	1 10.0%	- -	- -	- -	1 2.4%	2 4.3%
I have no preferred radio station to listen to news	**3** **3.4%**	- -	2 33.3%	- -	1 10.0%	- -	- -	- -	1 2.4%	2 4.3%
Radju Marija (102.3)	**2** **2.3%**	- -	- -	- -	1 10.0%	- -	- -	1 4.5%	- -	2 4.3%
Campus FM (103.7)	**2** **2.3%**	- -	1 16.7%	- -	- -	- -	- -	1 4.5%	2 4.9%	- -
I listen to different radio stations equally to listen to news	**2** **2.3%**	- -	- -	- -	- -	- -	1 4.0%	1 4.5%	2 4.9%	- -
Radju Malta 2 (105.9)	**1** **1.1%**	- -	- -	- -	- -	- -	1 4.0%	- -	- -	1 2.2%
Smash Radio (104.6)	**1** **1.1%**	- -	- -	1 16.7%	- -	- -	- -	- -	1 2.4%	- -

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 465.

- ✓ More than half of all individuals (55.9% - 260 respondents), who prefer local news portals for following local news, mentioned **timesomalta.com** 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 8.4% (39 respondents) mentioning this as their preferred local news portal.

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=465)

Counts Break % Respondents	Total	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	**465**	**61**	**140**	**122**	**72**	**29**	**32**	**9**	**288**	**177**
timesofmalta.com	**260** **55.9%**	26 42.6%	78 55.7%	81 66.4%	40 55.6%	12 41.4%	18 56.3%	5 55.6%	168 58.3%	92 52.0%
I have no preferred online portal to watch news	**50** **10.8%**	8 13.1%	14 10.0%	14 11.5%	9 12.5%	3 10.3%	1 3.1%	1 11.1%	25 8.7%	25 14.1%
tvm.com.mt	**39** **8.4%**	11 18.0%	13 9.3%	6 4.9%	7 9.7%	2 6.9%	- -	- -	21 7.3%	18 10.2%
I follow different online portals equally to watch news	**28** **6.0%**	2 3.3%	10 7.1%	6 4.9%	4 5.6%	1 3.4%	5 15.6%	- -	18 6.3%	10 5.6%
newsbook.com.-mt	**18** **3.9%**	3 4.9%	4 2.9%	4 3.3%	1 1.4%	3 10.3%	3 9.4%	- -	10 3.5%	8 4.5%
maltatoday.net	**16** **3.4%**	2 3.3%	4 2.9%	2 1.6%	4 5.6%	2 6.9%	1 3.1%	1 11.1%	8 2.8%	8 4.5%
lovinmalta.com	**15** **3.2%**	2 3.3%	6 4.3%	3 2.5%	1 1.4%	3 10.3%	- -	- -	10 3.5%	5 2.8%
maltaindependen-t.com	**12** **2.6%**	2 3.3%	5 3.6%	2 1.6%	2 2.8%	- -	1 3.1%	- -	9 3.1%	3 1.7%
netnews.com.mt	**12** **2.6%**	3 4.9%	2 1.4%	1 0.8%	- -	2 6.9%	2 6.3%	2 22.2%	8 2.8%	4 2.3%
one.com.mt	**10** **2.2%**	- -	3 2.1%	2 1.6%	3 4.2%	1 3.4%	1 3.1%	- -	7 2.4%	3 1.7%
maltadaily.com	**3** **0.6%**	1 1.6%	1 0.7%	1 0.8%	- -	- -	- -	- -	2 0.7%	1 0.6%
iNewsMalta.com	**1** **0.2%**	- -	- -	- -	1 1.4%	- -	- -	- -	1 0.3%	- -
illum.com.mt	**1** **0.2%**	1 1.6%	- -	- -	- -	- -	- -	- -	1 0.3%	- -

Local news portals not featured in the Table above have a usership of less than 0.2% to follow local news

APPENDIX A: STRUCTURED RESEARCH QUESTIONNAIRE

A. AUDIENCE DATE BEING ASSESSED

QA. AUDIENCE DATE BEING ASSESSED:	
Sunday 23rd May	1
Monday 24th May	2
Tuesday 25th May	3
Wednesday 26th May	4
Thursday 27th May	5
Friday 28th May	6
Saturday 29th May	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

Q4A. Do you watch local TV **only**, foreign TV **only** or **both** local and foreign?	
Local TV only	1 **– SKIP TO Q4**
Foreign TV only	2 **– SKIP TO Q8A**
Both local and foreign	3 **– SKIP TO Q4**
I do not watch any TV	4 **– SKIP TO Section D (Q11a)**
We do not have a TV set (and do not watch TV)	5 **– SKIP TO Section D (Q11a)**
Refused/ No Reply	6 **– CLOSE INTERVIEW**

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 <u>per day</u>** … …		
	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 <u>local</u> 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 [eż..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

Q11A. Do you listen to local radio **only**, foreign radio **only** or **both** local and foreign?	
Local radio only	1 – **SKIP TO Q11**
Foreign radio only	2 **– SKIP TO Q14A**
Both local and foreign radio	3 **– SKIP TO Q11**
I do not listen to ANY radio	17 **– SKIP TO Section E (Q18)**
Refused/ No Reply	19 **– SKIP TO Section E (Q18)**

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!