# *BROADCASTING AUTHORITY*

## *Audience Survey November 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** - **9 in 10 Maltese residents are TV viewers.**

**Conclusion 2** - **1 in 2 Maltese residents are radio listeners.**

**Conclusion 3** - **15% of Maltese residents watch online Maltese programmes** (solely produced for online portals).

- ✓ 91% of Maltese residents are TV viewers. Of these, 53% watch both local and foreign TV, 25% watch local TV stations only and 13% watch foreign TV stations only.
- ✓ 1 in 2 Maltese residents are radio listeners (54%). This finding was observed across all age cohorts.
- ✓ 85% of all Maltese residents, do not watch any Maltese programmes that are solely produced for online portals. The remaining 15% who watch online Maltese programmes hail from the younger age cohorts (12-30 years).

### *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 71% 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 9% of all TV viewers.**

**Conclusion 6** - **On weekdays, 42% of all TV viewers watch 1-2 hours of local TV per day. On weekends, 38% watch 1-2 hours of local TV per day.**

**Conclusion 7** - **Across one whole week, the most followed local TV station is TVM with 44% of all TV viewers, followed by One (22%) and NET TV (13%). 44% 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 except for Friday, where the highest average audience share was obtained by ONE.**

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✓ The News Bulletin is the most favourite genre for local TV programmes, with 71% indicating this as one of their favourite genres. Drama follows with 44% of preferences and discussions and current affairs with 30%.

✓ 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 9% of all local TV viewers. This news bulletin was largely watched on station TVM and not on TVMnews+. Nostalgija and XFactor are the second most favourite TV programmes, each accounting for 7% of all local TV viewers.

✓ On weekdays, on average, 42% of all local TV viewers watch 1-2 hours of local TV per day. 1 in 4 watch less than one hour a day. 1 in 5 watch 3-4 hours of local TV per day.

✓ On weekends, on average, 38% watch 1-2 hours of local TV per day. 24% watch less than 1 hour a day and 3-4 hours a day respectively.

✓ TVM is the most watched TV station, with 44.3% of all TV viewers. TVM is, in fact, the most watched local station across all age cohorts and gender. Foreign stations (any) are the second most followed, with 43.6% of preferences. ONE is the third most followed TV station, with 22% of preferences and NET TV with 13% of preferences.

✓ The three most followed TV timebands from Monday to Sunday are:

- 20:00 - 20:30 (218,832 TV viewers)
- 20:30 - 21:00 (193,698 TV viewers)
  21:00 - 21:30 (189,006 TV viewers)

✓ The highest population daily average audience share was obtained by TVM, attaining a daily average TV viewership ranging between 9729 – 15,811, Monday to Sunday, except for Friday. This is equivalent to a percentage average daily TV viewership between 29% - 31.7% (Monday to Sunday). On Friday, the highest population daily average audience share of 11,685 (32.4%) was obtained by ONE.

✓ The second highest population daily average audience share was obtained by ONE (except for Friday, where it ranked first), ranging between 3,806-6,675 (7.6% -16.3%); though on Sunday, the TSN1-8 stations ranked second with an average audience share of 6,316 (12.6%).

✓ NET TV ranked third with a population daily average audience share of 2,056-3,567 (4.8%-9.3%).

## *2.3 Radio Listenership (n=1272)*

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

**Conclusion 10 - On weekdays, 1 in 3 local radio listeners (29%) 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 (28%) 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 (17.7%), followed by ONE radio (15.6%), Calypso Radio 101.8FM (12.5%).**

**Conclusion 14 - The 09:00 – 09:30 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 and Calypso Radio 101.8FM on different days of the week.**

**Conclusion 16 - 94% of all radio listeners use the radio set for listening to radio.**

- ✓ On weekdays, 1 in 3 local radio listeners (29%) 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 (28%) spend less than 1 hour per day listening to local radio. 1 in 5 local radio listeners (25%) 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 all 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. *The Morning Vibe with Abel, JD & Martina and Bongu Calypso are the second most favourite local radio programmes, each with 7% of preferences*.

- ✓ Across the whole week, Bay is the most followed radio station (17.7%), followed by *ONE Radio* with an audience of 15.6% and *Calypso Radio 101.8FM (*12.5%).

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

  - 09:00 – 09:30 (87,466 radio listeners)
  - 09:30 – 10:00 (80,428 radio listeners)
  - 10:00 – 10:30 (80,428 radio listeners)

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✓ The highest population daily average audience shares were obtained by ONE Radio and Calypso Radio 101.8FM on various weekdays, namely (average daily audience shares in figures and percentages):

- ONE Radio: Monday: 7472 (35.4%), Tuesday: 6759 (29.7%), Wednesday: 8930 (29.4%), Friday: 13,089 (28.7%) and Sunday: 4936 (28.9%).

- Calypso Radio 101.8FM: Thursday: 10,620 (34.7%) and Saturday: 9120 (32.1%).

✓ The radio set is the most used radio reception service for listening to radio, with almost all radio listeners (94%) using this as a radio reception service for listening to radio. 6% of all radio listeners make use of DAB+.

## 2.4 Online Viewership (n=352)

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

**Conclusion 17 -** **80% 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 -** **35% 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 80% of all online viewer preferences. 22% use lovinmalta.com and 11% use Youtube and timesofmalta.com respectively.

✓ Mobile is the most used device by all online viewers for watching their preferred programme online (82%), while 11% of all online viewers mostly use the laptop.

✓ 35% of all online viewers do not have a preferred local online programme, while 19% have more than one preferred programme. *Jon Jispjega* is the most favourite programme of 15% of online viewers, whilst *Xarabank* is the second favourite programme with 11%.

## 2.5 Preferred Source for Local News

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

**Conclusion 19 -** **43% of all Maltese residents use TV as their preferred source for local news, while 21% prefer social media and 20% prefer online news portals.**

✓ Television is the preferred source for local news by 43% of all Maltese residents. Social media is preferred by 21.4%. 1 in 5 prefer online news portals.

✓ 39% of Maltese residents who use 'Television' as their preferred source for obtaining local news, choose TVM for watching local news. 28% prefer ONE and 13% prefer NET TV.

✓ 20% of individuals whose preferred source for obtaining local news is 'Radio', mentioned ONE Radio as their most preferred local radio station. 17% mentioned Calypso Radio 101.8FM, 16% mentioned Radju Malta 1 and Net FM is preferred by 13%

✓ 53% of all individuals who prefer local news portals for following local news, mentioned **timesofmalta.com** as their preferred local news portal, making it the most preferred local news portal for following local news. 10% 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 November 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]
  - ix. TV Viewers' suggestions on how local TV may improve [10A].

- **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 [Q16-17]
  - viii. Radio Listeners' suggestions on how local Radio may improve [17A].

- **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 **the first week of November 2021.**

✓ More specifically, **the dates of assessment comprised between Sunday 31ST October – Saturday 6th November 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' (31st October) to 'a Saturday' (6th November), 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 31% refusal rate.

✓ **For this audience survey wave, the survey sample totalled 2,100 completed interviews.** 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 2021). 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 31st October - Saturday 6th November 2021)*

| Date of Assessment | Number of Interviews |
|---|---|
| Sunday 31st October | 300 interviews |
| Monday 1st November | 300 interviews |
| Tuesday 2nd November | 300 interviews |
| Wednesday 3rd November | 300 interviews |
| Thursday 4th November | 300 interviews |
| Friday 5th November | 300 interviews |
| Saturday 6th November | 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' (2021). For this extrapolation exercise, non-TV viewers and non-radio listeners were proportionately deducted from Malta's population of individuals aged 12+ years (N=459,781).

✓ TV viewership and radio listenership findings will be presented by each day of assessment, covering a whole week from Sunday 31st October to Saturday 7th November 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 2021), as illustrated in **Table B** (TV Viewership) and **Table C** (Radio Listenership) below.

*Table B – Total Number of <u>TV Viewers</u> Per Day of Assessment – NOV 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** | **1904** | 288 | 283 | 263 | 261 | 267 | 262 | 276 |
| **Maltese Population of TV viewers** | **416,886** | **441,711** | **433,301** | **403,767** | **399,914** | **409,805** | **402,007** | **423,096** |

*Table C – Total Number of <u>Radio Listeners</u> Per Day of Assessment – November 2021*

| 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** | **1321** | 195 | 171 | 169 | 195 | 181 | 206 | 203 |
| **Maltese Population of Radio listeners** | **289,206** | **299,159** | **262,388** | **259,064** | **299,337** | **277,368** | **315,347** | **310,597** |

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## 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

✓ 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]**

*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 2021).

*Research Findings in Detail*

*Tables below illustrate details on the above research findings.*

### Table 1 – Survey Sample - By Age & Gender

| Counts Break % Respondents | Total | Age | | | | | | |
|---|---|---|---|---|---|---|---|---|
| | | 12-20 | 21-30 | 31-40 | 41-50 | 51-60 | 61-70 | 71+ |
| Gender | 2100 | 164 | 306 | 341 | 311 | 351 | 326 | 302 |
| Male | 1082 51.5% | 89 54.2% | 161 52.5% | 171 50.2% | 158 50.7% | 176 50.2% | 171 52.6% | 156 51.8% |
| Female | 1018 48.5% | 75 45.8% | 145 47.5% | 170 49.8% | 153 49.3% | 174 49.8% | 155 47.4% | 145 48.2% |

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## 8. TV VIEWERSHIP – FINDINGS

### 8.1 Introduction

- ✓ **90.7% of Maltese residents are TV viewers**. Of these, 53.4% watch both local and foreign TV, 24.9% watch local TV stations only and 12.5% watch foreign TV stations only.

- ✓ The most followed local TV station is TVM with 44.3% of all TV viewers, followed by One (22.4%) and NET TV (12.8%). 43.6% 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)*

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| Counts Break % Respondents | Total | Age | | | | | | | Gender | |
|---|---|---|---|---|---|---|---|---|---|---|
| | | 12-20 | 21-30 | 31-40 | 41-50 | 51-60 | 61-70 | 71+ | Male | Female |
| **TOTAL** | 2100 | 164 | 306 | 341 | 311 | 351 | 326 | 302 | 1082 | 1018 |
| **Both local and foreign** | 1120 53.4% | 84 51.4% | 150 49.0% | 176 51.6% | 158 50.7% | 194 55.5% | 187 57.3% | 171 56.9% | 574 53.0% | 546 53.7% |
| **Local TV only** | 522 24.9% | 28 16.8% | 47 15.5% | 49 14.3% | 80 25.6% | 107 30.6% | 103 31.5% | 109 36.0% | 240 22.2% | 282 27.7% |
| **Foreign TV only** | 262 12.5% | 23 14.0% | 55 18.0% | 70 20.6% | 51 16.3% | 23 6.6% | 28 8.5% | 12 4.1% | 150 13.9% | 112 11.0% |
| **I do not watch any TV** | 193 9.2% | 29 17.8% | 54 17.5% | 46 13.5% | 21 6.9% | 24 7.0% | 9 2.8% | 9 3.0% | 116 10.7% | 77 7.5% |
| **We do not have a TV set (and do not watch TV)** | 3 0.1% | - - | - - | - - | 2 0.5% | 2 0.4% | - - | - - | 2 0.1% | 2 0.2% |

### Exhibit 2 – Most followed TV stations (Monday to Sunday) (Multiple-Response Q) (n=1904)

**_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)_**
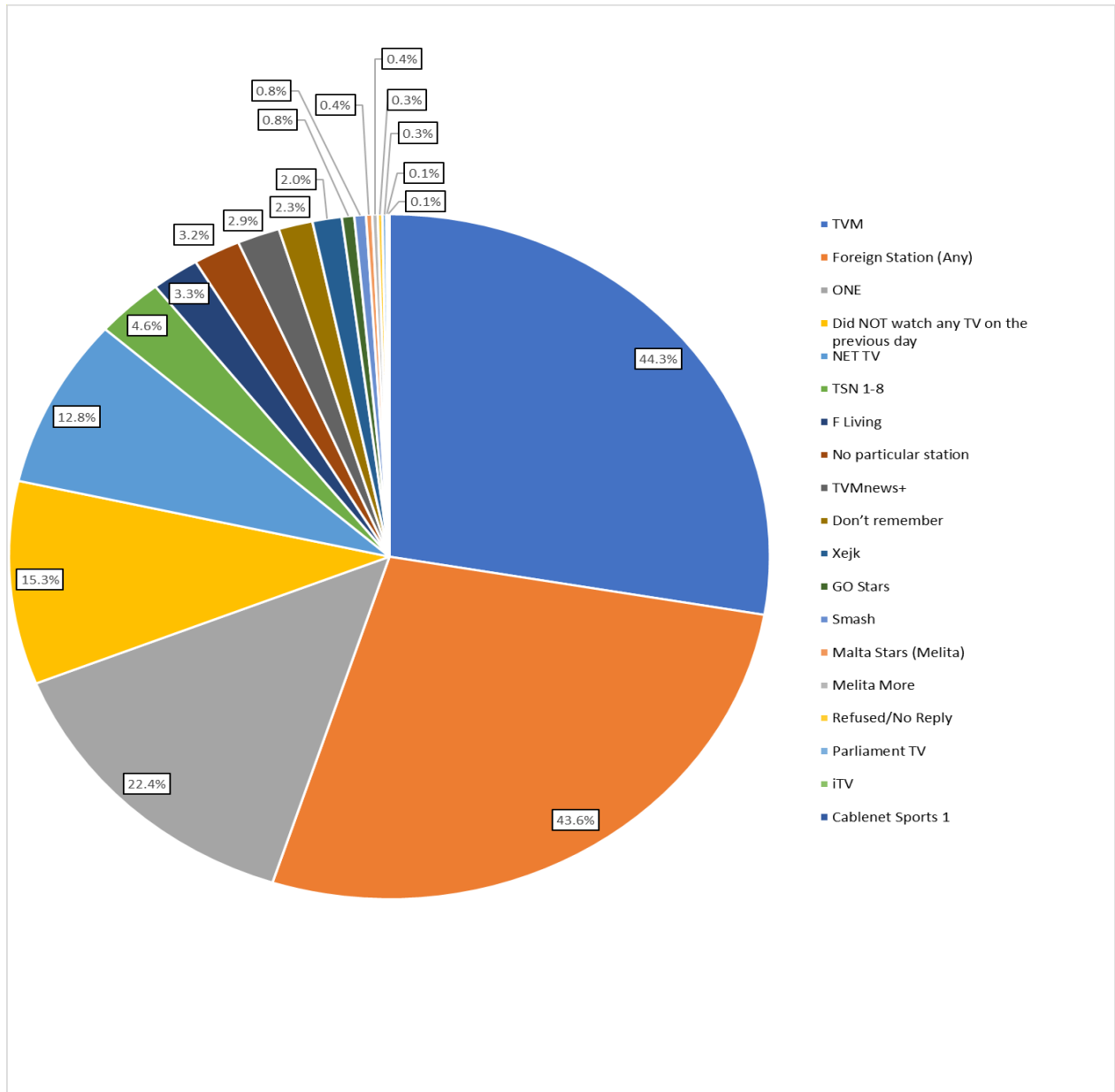


**Exhibit 2** illustrates the most followed TV stations during Week  31st October – 6th November 2021.
_'Did not watch any TV on the previous day' refers to TV viewers who did not watch TV_
_on the day of assessment during that particular week._
**_Note_**_: TV stations not featured in the Exhibit above have a TV viewership of less than 0.1%_
_Between Monday to Sunday._

This Section gives details on the TV viewership of the 1904 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 1642.

- ✓ **The News Bulletin** is the most favourite genre for local TV programmes, with 70.6% (1,160 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 21+ years.

- ✓ **Drama** is the second most favourite genre, with 43.7% (718 respondents) indicating - this as one of their favourite genres for local TV programmes. This genre is more popular amongst female TV viewers (60%) as opposed to male TV viewers (28%).

- ✓ **Discussions and Current affairs** is the third most favourite genre for local TV programmes, with 30% (491 respondents) indicating this as one of their preferred 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=1642)
<u>NOTE</u>: *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 Bracket | | | | | | | Gender | |
|---|---|---|---|---|---|---|---|---|---|---|
| | | 12-20 | 21-30 | 31-40 | 41-50 | 51-60 | 61-70 | 71+ | Male | Female |
| **TOTAL** | 1642 | 112 | 197 | 225 | 237 | 302 | 289 | 280 | 814 | 828 |
| **News (Local and foreign)** | 1160 70.6% | 43 38.4% | 116 58.9% | 139 61.9% | 178 74.8% | 227 75.1% | 242 83.6% | 216 77.0% | 635 78.0% | 525 63.4% |
| **Drama** | 718 43.7% | 54 47.9% | 77 38.8% | 89 39.5% | 112 47.1% | 132 43.7% | 129 44.4% | 127 45.4% | 225 27.6% | 493 59.5% |
| **Discussions and current affairs** | 491 29.9% | 23 20.5% | 55 27.9% | 46 20.4% | 70 29.7% | 107 35.5% | 96 33.3% | 93 33.3% | 286 35.2% | 205 24.8% |
| **Lifestyle** | 251 15.3% | 29 26.0% | 34 17.1% | 35 15.6% | 29 12.3% | 64 21.3% | 34 11.6% | 26 9.3% | 44 5.5% | 207 25.0% |
| **Sport** | 243 14.8% | 20 17.8% | 38 19.4% | 26 11.6% | 34 14.2% | 55 18.3% | 43 14.8% | 28 9.8% | 210 25.8% | 34 4.1% |
| **Variety (entertainment) / Comedy / Games** | 216 13.1% | 35 31.5% | 49 24.8% | 35 15.6% | 18 7.7% | 32 10.7% | 26 9.0% | 20 7.1% | 69 8.5% | 147 17.7% |
| **Documentaries** | 179 10.9% | 9 8.2% | 18 9.3% | 23 10.2% | 35 14.8% | 31 10.2% | 35 12.2% | 28 9.8% | 106 13.0% | 73 8.9% |
| **Quiz programmes** | 176 10.7% | 12 11.0% | 31 15.5% | 18 8.2% | 24 10.3% | 43 14.2% | 23 7.9% | 24 8.7% | 70 8.6% | 106 12.8% |
| **Music** | 141 8.6% | 38 34.2% | 34 17.1% | 23 10.2% | 9 3.9% | 17 5.6% | 8 2.6% | 12 4.4% | 55 6.8% | 86 10.4% |
| **Religious** | 103 6.2% | - - | 3 1.6% | 2 0.7% | 6 2.6% | 14 4.6% | 23 7.9% | 55 19.7% | 18 2.3% | 84 10.2% |
| **Cultural and/or educational** | 92 5.6% | 8 6.8% | 23 11.6% | 11 4.8% | 9 3.9% | 21 7.1% | 14 4.8% | 6 2.2% | 29 3.6% | 63 7.6% |
| **I do not have a favourite type of programme** | 37 2.2% | 5 4.1% | 6 3.1% | 5 2.0% | 3 1.3% | 11 3.6% | 5 1.6% | 3 1.1% | 24 3.0% | 12 1.5% |
| **Teleshopping** | 28 1.7% | - - | 3 1.6% | 2 0.7% | 3 1.3% | 6 2.0% | 5 1.6% | 9 3.3% | - - | 28 3.3% |
| **Children's** | 18 1.1% | 2 1.4% | 8 3.9% | 2 0.7% | 3 1.3% | 2 0.5% | - - | 3 1.1% | 3 0.4% | 15 1.8% |
| **Cooking** | 9 0.6% | - - | 3 1.6% | 2 0.7% | 2 0.6% | - - | 2 0.5% | 2 0.5% | 3 0.4% | 6 0.7% |
| **Reality shows/ Adventure** | 8 0.5% | - - | - - | 2 0.7% | 2 0.6% | 3 1.0% | - - | 2 0.5% | 3 0.4% | 5 0.6% |

## 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 1642.

- ✓ Almost 1 in 4 local TV viewers (23.4% - 491 respondents) **do not have a favourite local TV programme.**

- ✓ *TVM's news bulletin* is the most favourite local TV programme of 9.3% (153 respondents) of all local TV viewers.  Worthy of mention is the TVM news bulletin was largely watched on station TVM and not on TVMnews+. More details on this finding may be viewed in **Section 8.7** below.

- ✓ *Nostalgija* and *XFactor* are the second most favourite TV programmes with 7.3% (119 respondents) respectively, of all local TV viewers.

*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=1642)*

| Counts Break % Respondents | Total | Age Bracket | | | | | | | Gender | |
|---|---|---|---|---|---|---|---|---|---|---|
| | | 12-20 | 21-30 | 31-40 | 41-50 | 51-60 | 61-70 | 71+ | Male | Female |
| **TOTAL** | 1642 | 112 | 197 | 225 | 237 | 302 | 289 | 280 | 814 | 828 |
| **No preferred programme** | 384 23.4% | 17 15.1% | 38 19.4% | 47 21.1% | 44 18.7% | 63 20.8% | 83 28.6% | 92 32.8% | 208 25.6% | 176 21.3% |
| **News Bulletin - TVM** | 153 9.3% | 6 5.5% | 11 5.4% | 28 12.2% | 23 9.7% | 28 9.1% | 35 12.2% | 23 8.2% | 101 12.4% | 52 6.3% |
| **Nostalgija** | 119 7.3% | 3 2.7% | 6 3.1% | 12 5.4% | 20 8.4% | 21 7.1% | 23 7.9% | 34 12.0% | 52 6.4% | 67 8.1% |
| **XFactor** | 119 7.3% | 44 39.7% | 40 20.2% | 18 8.2% | 9 3.9% | 5 1.5% | 2 0.5% | 2 0.5% | 40 4.9% | 80 9.6% |
| **Noli** | 86 5.2% | 12 11.0% | 15 7.8% | 24 10.9% | 21 9.0% | 5 1.5% | 6 2.1% | 2 0.5% | 31 3.8% | 55 6.7% |
| **More than one preferred programme** | 83 5.0% | - - | 15 7.8% | 8 3.4% | 12 5.2% | 15 5.1% | 12 4.2% | 20 7.1% | 41 5.1% | 41 5.0% |
| **Ulied il-Lejl** | 72 4.4% | 5 4.1% | 2 0.8% | 11 4.8% | 15 6.5% | 21 7.1% | 14 4.8% | 5 1.6% | 26 3.2% | 46 5.5% |
| **Min Imissu** | 55 3.4% | 3 2.7% | 15 7.8% | 9 4.1% | 14 5.8% | 6 2.0% | 3 1.1% | 5 1.6% | 26 3.2% | 29 3.5% |
| **Pjazza** | 55 3.4% | - - | 2 0.8% | 2 0.7% | 8 3.2% | 15 5.1% | 15 5.3% | 14 4.9% | 41 5.1% | 14 1.7% |
| **News Bulletin - ONE** | 52 3.2% | - - | - - | 3 1.4% | 5 1.9% | 17 5.6% | 17 5.8% | 11 3.8% | 35 4.3% | 17 2.0% |
| **News Bulletin – NET** | 52 3.2% | 2 1.4% | 2 0.8% | 5 2.0% | 6 2.6% | 5 1.5% | 18 6.3% | 15 5.5% | 31 3.8% | 21 2.6% |
| **Mohhok Hemm** | 51 3.1% | 2 1.4% | 11 5.4% | 8 3.4% | 6 2.6% | 11 3.6% | 9 3.2% | 5 1.6% | 31 3.8% | 20 2.4% |
| **F Living Show** | 46 2.8% | - - | - - | 8 3.4% | 6 2.6% | 23 7.6% | 5 1.6% | 5 1.6% | 14 1.7% | 32 3.9% |
| **U Ejja!?!!** | 28 1.7% | 3 2.7% | 5 2.3% | 3 1.4% | 2 0.6% | 9 3.0% | 3 1.1% | 3 1.1% | 11 1.3% | 17 2.0% |
| **NET Live** | 24 1.5% | - - | 5 2.3% | 3 1.4% | 3 1.3% | 3 1.0% | 5 1.6% | 6 2.2% | 12 1.5% | 12 1.5% |
| **Illum ma' Steph** | 23 1.4% | 2 1.4% | 2 0.8% | 3 1.4% | 5 1.9% | 8 2.5% | 3 1.1% | 2 0.5% | 2 0.2% | 21 2.6% |
| **Il-Quddiesa** | 23 1.4% | - - | 2 0.8% | - - | 2 0.6% | 5 1.5% | 3 1.1% | 12 4.4% | 9 1.1% | 14 1.7% |
| **Sport Live+** | 21 1.3% | 3 2.7% | 3 1.6% | 3 1.4% | 3 1.3% | 8 2.5% | 2 0.5% | - - | 18 2.3% | 3 0.4% |
| **Ninvestigaw x'qed nieklu** | 20 1.2% | - - | 3 1.6% | 6 2.7% | 2 0.6% | 6 2.0% | - - | 3 1.1% | 8 0.9% | 12 1.5% |
| **Sorelle** | 18 1.1% | - - | - - | 2 0.7% | 6 2.6% | 5 1.5% | 3 1.1% | 3 1.1% | 5 0.6% | 14 1.7% |
| **Awla** | 17 1.0% | - - | - - | 2 0.7% | 6 2.6% | 2 0.5% | 5 1.6% | 3 1.1% | 8 0.9% | 9 1.1% |
| **Arani Issa** | 12 0.7% | 3 2.7% | - - | 3 1.4% | - - | 3 1.0% | 3 1.1% | - - | 3 0.4% | 9 1.1% |
| **Niskata** | 12 0.7% | - - | 2 0.8% | 2 0.7% | 2 0.6% | 2 0.5% | 5 1.6% | 2 0.5% | - - | 12 1.5% |
| **Tuna c-Cans Ha Nghidu Storja** | 12 0.7% | - - | 2 0.8% | 2 0.7% | 3 1.3% | 2 0.5% | 3 1.1% | 2 0.5% | 9 1.1% | 3 0.4% |

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| | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| **Mustaccuni** | 9<br>0.6% | -<br>- | 5<br>2.3% | 2<br>0.7% | -<br>- | -<br>- | -<br>- | 3<br>1.1% | 5<br>0.6% | 5<br>0.6% |
| **Xtra** | 8<br>0.5% | -<br>- | 2<br>0.8% | -<br>- | 3<br>1.3% | 2<br>0.5% | -<br>- | 2<br>0.5% | 8<br>0.9% | -<br>- |
| **The Entertainers** | 6<br>0.4% | 2<br>1.4% | -<br>- | 2<br>0.7% | -<br>- | 2<br>0.5% | -<br>- | 2<br>0.5% | 2<br>0.2% | 5<br>0.6% |
| **Replay** | 5<br>0.3% | -<br>- | 5<br>2.3% | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | 5<br>0.6% | -<br>- |
| **Sibtek** | 5<br>0.3% | -<br>- | -<br>- | 2<br>0.7% | -<br>- | 2<br>0.5% | -<br>- | 2<br>0.5% | -<br>- | 5<br>0.6% |
| **Sport Extra** | 5<br>0.3% | 2<br>1.4% | -<br>- | -<br>- | 3<br>1.3% | -<br>- | -<br>- | -<br>- | 5<br>0.6% | -<br>- |
| **Ta' Filghodu** | 5<br>0.3% | -<br>- | 2<br>0.8% | -<br>- | 2<br>0.6% | 2<br>0.5% | -<br>- | -<br>- | 3<br>0.4% | 2<br>0.2% |
| **Topik** | 5<br>0.3% | -<br>- | -<br>- | 2<br>0.7% | -<br>- | 2<br>0.5% | -<br>- | 2<br>0.5% | 3<br>0.4% | 2<br>0.2% |
| **Aroma Kitchen** | 3<br>0.2% | -<br>- | 2<br>0.8% | -<br>- | -<br>- | -<br>- | -<br>- | 2<br>0.5% | -<br>- | 3<br>0.4% |
| **Dak li jghodd** | 3<br>0.2% | -<br>- | -<br>- | 2<br>0.7% | -<br>- | 2<br>0.5% | -<br>- | -<br>- | -<br>- | 3<br>0.4% |
| **Espresso** | 3<br>0.2% | -<br>- | -<br>- | -<br>- | -<br>- | 2<br>0.5% | 2<br>0.5% | -<br>- | 2<br>0.2% | 2<br>0.2% |
| **Family Affair** | 3<br>0.2% | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | 3<br>1.1% | -<br>- | 2<br>0.2% | 2<br>0.2% |
| **Kikkra Te** | 3<br>0.2% | -<br>- | -<br>- | -<br>- | -<br>- | 2<br>0.5% | -<br>- | 2<br>0.5% | -<br>- | 3<br>0.4% |
| **Meander, Arti u Kultura** | 3<br>0.2% | -<br>- | -<br>- | -<br>- | 2<br>0.6% | -<br>- | 2<br>0.5% | -<br>- | -<br>- | 3<br>0.4% |
| **Newsroom** | 3<br>0.2% | -<br>- | -<br>- | -<br>- | -<br>- | 2<br>0.5% | -<br>- | 2<br>0.5% | 2<br>0.2% | 2<br>0.2% |
| **Polis** | 3<br>0.2% | -<br>- | 2<br>0.8% | 2<br>0.7% | -<br>- | -<br>- | -<br>- | -<br>- | 2<br>0.2% | 2<br>0.2% |
| **Ghaddi S'Hawn** | 3<br>0.2% | -<br>- | 2<br>0.8% | -<br>- | 2<br>0.6% | -<br>- | -<br>- | -<br>- | -<br>- | 3<br>0.4% |
| **Better Living** | 2<br>0.1% | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | 2<br>0.5% | -<br>- | -<br>- | 2<br>0.2% |
| **Carter Jirraporta** | 2<br>0.1% | -<br>- | 2<br>0.8% | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | 2<br>0.2% | -<br>- |
| **Familja Waħda** | 2<br>0.1% | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | 2<br>0.5% | -<br>- | 2<br>0.2% |
| **Ieqaf 20 minuta** | 2<br>0.1% | -<br>- | -<br>- | 2<br>0.7% | -<br>- | -<br>- | -<br>- | -<br>- | 2<br>0.2% | -<br>- |
| **Insights** | 2<br>0.1% | -<br>- | -<br>- | 2<br>0.7% | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | 2<br>0.2% |
| **Kalamita** | 2<br>0.1% | -<br>- | -<br>- | -<br>- | 2<br>0.6% | -<br>- | -<br>- | -<br>- | 2<br>0.2% | -<br>- |
| **Local Traveller** | 2<br>0.1% | -<br>- | -<br>- | -<br>- | 2<br>0.6% | -<br>- | -<br>- | -<br>- | -<br>- | 2<br>0.2% |
| **Malta u lil hinn minnha** | 2<br>0.1% | -<br>- | -<br>- | 2<br>0.7% | -<br>- | -<br>- | -<br>- | -<br>- | 2<br>0.2% | -<br>- |
| **Prime Time** | 2<br>0.1% | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | 2<br>0.5% | -<br>- | 2<br>0.2% | -<br>- |
| **Realtà** | 2<br>0.1% | -<br>- | -<br>- | -<br>- | -<br>- | 2<br>0.5% | -<br>- | -<br>- | 2<br>0.2% | -<br>- |
| **Venere** | 2<br>0.1% | 2<br>1.4% | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | 2<br>0.2% |
| **Żona Sport** | 2<br>0.1% | 2<br>1.4% | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | 2<br>0.2% |
| **Nota f'Nota** | 2<br>0.1% | -<br>- | -<br>- | 2<br>0.7% | -<br>- | -<br>- | -<br>- | -<br>- | 2<br>0.2% | -<br>- |
| **Wirt u Eredi** | 2<br>0.1% | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | 2<br>0.5% | -<br>- | -<br>- | 2<br>0.2% |

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|---|---|---|---|---|---|---|---|---|---|
| **Fil-Gnien ma' Melo** | 2<br>0.1% | -<br>- | -<br>- | -<br>- | -<br>- | 2<br>0.5% | -<br>- | -<br>- | -<br>- | 2<br>0.2% |
| **Nisfidak** | 2<br>0.1% | 2<br>1.4% | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | 2<br>0.2% | -<br>- |
| **L-Argument** | 2<br>0.1% | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | 2<br>0.5% | -<br>- | 2<br>0.2% | -<br>- |
| **Il-Parlament Tal-Poplu** | 2<br>0.1% | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | 2<br>0.5% | -<br>- | 2<br>0.2% | -<br>- |
| **Ghawdex Illum** | 2<br>0.1% | -<br>- | 2<br>0.8% | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | 2<br>0.2% | -<br>- |
| **Ritratti** | 2<br>0.1% | -<br>- | -<br>- | -<br>- | 2<br>0.6% | -<br>- | -<br>- | -<br>- | 2<br>0.2% | -<br>- |

## 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 1642.

- ✓ 42% (689 respondents) of all 1642 local TV viewers, on average, **watch 1-2 hours of local TV per day**, on weekdays.

- ✓ 1 in 4 (24.2% - 398 respondents) of local TV viewers **watch less than one hour a day**, on average.  This finding is largely characterised by the younger age cohorts (the under 40s).

- ✓ Following, 1 in 5 (20% - 340 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.

*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=1642)***

| Counts Break % Respondents | Total | Age Bracket | | | | | | | Gender | |
|---|---|---|---|---|---|---|---|---|---|---|
| | | 12-20 | 21-30 | 31-40 | 41-50 | 51-60 | 61-70 | 71+ | Male | Female |
| **TOTAL** | 1642 | 112 | 197 | 225 | 237 | 302 | 289 | 280 | 814 | 828 |
| **None** | 18 1.1% | 5 4.1% | 6 3.1% | 6 2.7% | - - | 2 0.5% | - - | - - | 5 0.6% | 14 1.7% |
| Less than 1 hr a day | 398 24.2% | 51 45.2% | 87 44.2% | 73 32.7% | 40 16.8% | 57 18.8% | 51 17.5% | 40 14.2% | 228 28.0% | 170 20.5% |
| Bet 1-2 hrs a day | 689 41.9% | 49 43.8% | 87 44.2% | 124 55.1% | 135 56.8% | 118 39.1% | 96 33.3% | 80 28.4% | 344 42.3% | 344 41.6% |
| Bet 3-4 hrs a day | 340 20.7% | 3 2.7% | 6 3.1% | 17 7.5% | 52 21.9% | 96 32.0% | 81 28.0% | 84 30.1% | 142 17.5% | 197 23.8% |
| Bet 5-6 hrs a day | 80 4.8% | 2 1.4% | - - | 2 0.7% | 2 0.6% | 15 5.1% | 26 9.0% | 34 12.0% | 41 5.1% | 38 4.6% |
| 6+ hrs a day | 58 3.5% | - - | - - | - - | 5 1.9% | 5 1.5% | 17 5.8% | 32 11.5% | 28 3.4% | 31 3.7% |
| Not always the same | 55 3.4% | 3 2.7% | 8 3.9% | 3 1.4% | 3 1.3% | 9 3.0% | 18 6.3% | 11 3.8% | 24 3.0% | 31 3.7% |
| Don't remember | 5 0.3% | - - | 3 1.6% | - - | 2 0.6% | - - | - - | - - | 2 0.2% | 3 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 1642.

- ✓ 38% (623 respondents) **watch 1-2 hours of local TV per day in the weekend**. This TV consumption trend is evident across all age cohorts.

- ✓ Some 1 in 4 TV viewers (24%) watch **less than 1 hour a day** and **3-4 hours a day** respectively, in the weekend.

*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=1642)*

| Counts Break % Respondents | Total | Age Bracket | | | | | | | Gender | |
|---|---|---|---|---|---|---|---|---|---|---|
| | | 12-20 | 21-30 | 31-40 | 41-50 | 51-60 | 61-70 | 71+ | Male | Female |
| **TOTAL** | 1642 | 112 | 197 | 225 | 237 | 302 | 289 | 280 | 814 | 828 |
| **None** | 31 1.9% | 5 4.1% | 11 5.4% | 8 3.4% | - - | 3 1.0% | 3 1.1% | 2 0.5% | 15 1.9% | 15 1.8% |
| **Less than 1 hr a day** | 392 23.9% | 26 23.3% | 75 38.0% | 72 32.0% | 54 22.6% | 63 20.8% | 57 19.6% | 46 16.4% | 223 27.4% | 168 20.3% |
| **Bet 1-2 hrs a day** | 623 37.9% | 55 49.3% | 83 41.9% | 107 47.6% | 104 43.9% | 110 36.5% | 86 29.6% | 78 27.9% | 300 36.8% | 323 39.0% |
| **Bet 3-4 hrs a day** | 384 23.4% | 20 17.8% | 18 9.3% | 34 15.0% | 61 25.8% | 95 31.5% | 77 26.5% | 80 28.4% | 181 22.2% | 204 24.6% |
| **Bet 5-6 hrs a day** | 95 5.8% | 2 1.4% | 2 0.8% | 2 0.7% | 6 2.6% | 17 5.6% | 35 12.2% | 32 11.5% | 46 5.6% | 49 5.9% |
| **6+ hrs a day** | 58 3.5% | - - | - - | - - | 5 1.9% | 6 2.0% | 15 5.3% | 32 11.5% | 26 3.2% | 32 3.9% |
| **Not always the same** | 55 3.4% | 5 4.1% | 9 4.7% | 3 1.4% | 5 1.9% | 8 2.5% | 17 5.8% | 9 3.3% | 23 2.8% | 32 3.9% |
| **Don't remember** | 5 0.3% | - - | - - | - - | 3 1.3% | - - | - - | 2 0.5% | - - | 5 0.6% |

## 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 1904 TV viewers, 292 viewers said that they did not watch any television on the previous day.

- ✓ **TVM is the most watched TV station**, with 44.3% (844 respondents) of all TV viewers mentioning TVM as one of the three TV stations they watched on the previous day. TVM is, in fact, the most watched local station across all age cohorts and gender.

- ✓ **Foreign stations (any) are the second most followed**, with 43.6% (830 respondents) having watched a foreign TV station on the previous day.

- ✓ **ONE is the third most followed TV station**, with 1 in 5 TV viewers (22.4% - 426 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 51+ years.

- ✓ **NET TV is the fourth most followed TV station**, with 12.8% (244 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=1904)

<u>NOTE</u>: 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 1904.

| Counts Respondents | TOTAL | Age | | | | | | | Gender | |
|---|---|---|---|---|---|---|---|---|---|---|
| | | 12-20 | 21-30 | 31-40 | 41-50 | 51-60 | 61-70 | 71+ | Male | Female |
| **Total** | **1904** | **135** | **253** | **295** | **288** | **324** | **317** | **292** | **964** | **940** |
| **TVM** | **844** | 49 | 94 | 98 | 133 | 168 | 153 | 149 | 410 | 433 |
| | **44.3%** | 36.3% | 37.2% | 33.2% | 46.2% | 51.9% | 48.3% | 51.0% | 42.5% | 46.1% |
| **Foreign Station (Any)** | **830** | 34 | 105 | 157 | 152 | 124 | 165 | 93 | 447 | 385 |
| | **43.6%** | 25.2% | 41.5% | 53.2% | 52.8% | 38.3% | 52.1% | 31.8% | 46.4% | 41.0% |
| **ONE** | **426** | 13 | 31 | 42 | 55 | 105 | 88 | 94 | 216 | 208 |
| | **22.4%** | 9.6% | 12.3% | 14.2% | 19.1% | 32.4% | 27.8% | 32.2% | 22.4% | 22.1% |
| **Did NOT watch any TV on the previous day** | **292** | 49 | 73 | 57 | 37 | 28 | 21 | 28 | 141 | 152 |
| | **15.3%** | 36.3% | 28.9% | 19.3% | 12.8% | 8.6% | 6.6% | 9.6% | 14.6% | 16.2% |
| **NET TV** | **244** | 8 | 22 | 23 | 37 | 41 | 65 | 47 | 111 | 133 |
| | **12.8%** | 5.9% | 8.7% | 7.8% | 12.8% | 12.7% | 20.5% | 16.1% | 11.5% | 14.1% |
| **TSN 1-8** | **88** | 8 | 7 | 11 | 21 | 23 | 14 | 7 | 71 | 16 |
| | **4.6%** | 5.9% | 2.8% | 3.7% | 7.3% | 7.1% | 4.4% | 2.4% | 7.4% | 1.7% |
| **F Living** | **62** | - | - | 4 | 8 | 20 | 9 | 23 | 28 | 35 |
| | **3.3%** | - | - | 1.4% | 2.8% | 6.2% | 2.8% | 7.9% | 2.9% | 3.7% |
| **No particular station** | **61** | 9 | 6 | 12 | 6 | 5 | 8 | 15 | 32 | 29 |
| | **3.2%** | 6.7% | 2.4% | 4.1% | 2.1% | 1.5% | 2.5% | 5.1% | 3.3% | 3.1% |
| **TVMnews+** | **55** | 5 | 6 | 7 | 7 | 12 | 7 | 14 | 25 | 31 |
| | **2.9%** | 3.7% | 2.4% | 2.4% | 2.4% | 3.7% | 2.2% | 4.8% | 2.6% | 3.3% |
| **Don't remember** | **44** | 2 | 5 | 2 | 3 | 8 | 8 | 18 | 21 | 23 |
| | **2.3%** | 1.5% | 2.0% | 0.7% | 1.0% | 2.5% | 2.5% | 6.2% | 2.2% | 2.4% |
| **Xejk** | **38** | - | 2 | 2 | - | 7 | 10 | 21 | 14 | 24 |
| | **2.0%** | - | 0.8% | 0.7% | - | 2.2% | 3.2% | 7.2% | 1.5% | 2.6% |
| **GO Stars** | **16** | 2 | 2 | 5 | 4 | - | 5 | - | 13 | 4 |
| | **0.8%** | 1.5% | 0.8% | 1.7% | 1.4% | - | 1.6% | - | 1.3% | 0.4% |
| **Smash** | **15** | 2 | - | - | - | 3 | 4 | 8 | 4 | 13 |
| | **0.8%** | 1.5% | - | - | - | 0.9% | 1.3% | 2.7% | 0.4% | 1.4% |
| **Malta Stars (Melita)** | **8** | - | 2 | - | - | 2 | 3 | 2 | 6 | 2 |
| | **0.4%** | - | 0.8% | - | - | 0.6% | 0.9% | 0.7% | 0.6% | 0.2% |
| **Melita More** | **7** | - | 2 | 2 | - | 2 | - | 2 | 5 | 2 |
| | **0.4%** | - | 0.8% | 0.7% | - | 0.6% | - | 0.7% | 0.5% | 0.2% |
| **Refused/No Reply** | **6** | - | - | 2 | - | 3 | - | 2 | 3 | 3 |
| | **0.3%** | - | - | 0.7% | - | 0.9% | - | 0.7% | 0.3% | 0.3% |
| **Parliament TV** | **5** | - | - | - | 2 | - | 2 | 2 | 3 | 2 |
| | **0.3%** | - | - | - | 0.7% | - | 0.6% | 0.7% | 0.3% | 0.2% |
| **iTV** | **2** | - | - | 2 | - | - | - | - | - | 2 |
| | **0.1%** | - | - | 0.7% | - | - | - | - | - | 0.2% |
| **Cablenet Sports 1** | **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 0.1% between Monday to Sunday.*
*Note II: 'Did not watch any TV on the previous day' refers to TV viewers who did not watch TV on the day of assessment during week 31st October – 6th November 2021.*

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### Table 7.2 – Q8 – Most followed TV stations (Monday to Sunday) – by Age & Gender (Multiple-Response Q) (n=416,886)

*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 416,886).*

| Counts Respondents | TOTAL | Age | | | | | | | Gender | |
|---|---|---|---|---|---|---|---|---|---|---|
| | | 12-20 | 21-30 | 31-40 | 41-50 | 51-60 | 61-70 | 71+ | Male | Female |
| Base | 416,886 | 29,490 | 55,294 | 64,678 | 63,002 | 71,045 | 69,369 | 64,007 | 211,124 | 205,762 |
| TVM | 184,650 | 10,724 | 20,777 | 21,448 | 29,155 | 36,528 | 33,512 | 32,506 | 89,811 | 94,838 |
| Foreign station (ANY) | 181,969 | 7,373 | 23,123 | 34,517 | 33,177 | 27,145 | 36,193 | 20,442 | 97,854 | 84,114 |
| ONE | 93,163 | 2,681 | 6,702 | 9,048 | 12,064 | 22,788 | 19,437 | 20,442 | 47,587 | 45,576 |
| Did not watch any TV on the previous days | 64,007 | 10,724 | 16,086 | 12,399 | 8,043 | 6,032 | 4,692 | 6,032 | 30,831 | 33,177 |
| NET TV | 53,284 | 1,676 | 4,692 | 5,027 | 8,043 | 9,048 | 14,410 | 10,389 | 24,128 | 29,155 |
| TSN 1-8 (Melita / GO) | 19,102 | 1,676 | 1,340 | 2,346 | 4,357 | 5,027 | 3,016 | 1,340 | 15,751 | 3,351 |
| F Living | 13,740 | 0 | 0 | 670 | 1,676 | 4,357 | 2,011 | 5,027 | 6,032 | 7,708 |
| No particular station | 13,405 | 2,011 | 1,340 | 2,681 | 1,340 | 1,005 | 1,676 | 3,351 | 7,037 | 6,367 |
| TVMnews+ | 12,064 | 1,005 | 1,340 | 1,340 | 1,340 | 2,681 | 1,340 | 3,016 | 5,362 | 6,702 |
| Don't remember | 9,718 | 335 | 1,005 | 335 | 670 | 1,676 | 1,676 | 4,021 | 4,692 | 5,027 |
| Xejk | 8,378 | 0 | 335 | 335 | 0 | 1,340 | 2,011 | 4,357 | 3,016 | 5,362 |
| Smash | 3,351 | 335 | 0 | 0 | 0 | 670 | 670 | 1,676 | 670 | 2,681 |
| GO Stars | 3,351 | 335 | 335 | 1,005 | 670 | 0 | 1,005 | 0 | 2,681 | 670 |
| Malta Stars (Melita) | 1,676 | 0 | 335 | 0 | 0 | 335 | 670 | 335 | 1,340 | 335 |
| Melita More | 1,340 | 0 | 335 | 335 | 0 | 335 | 0 | 335 | 1,005 | 335 |
| Refused/ No reply | 1,340 | 0 | 0 | 335 | 0 | 670 | 0 | 335 | 670 | 670 |
| Parliament TV | 1,005 | 0 | 0 | 0 | 335 | 0 | 335 | 335 | 670 | 335 |
| iTV | 335 | 0 | 0 | 335 | 0 | 0 | 0 | 0 | 0 | 335 |
| Cablenet Sports 1 (GO) | 335 | 0 | 0 | 335 | 0 | 0 | 0 | 0 | 0 | 335 |

*<u>Note I</u>: TV stations not featured in the Table above have a TV viewership of less than 0.1% between Monday and Sunday.*
*<u>Note II</u>: '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 31st October – 6th November 2021.*

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## 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  (218,832 TV viewers)
- 20:30 - 21:00  (193,698 TV viewers)
  21:00 - 21:30  (189,006 TV viewers)

*Research Findings in Detail*

*M.FSADNI & Associates*

### Table 8 – Q8 – Timebands: Monday to Sunday – by Age & Gender (n=416,886)
<u>NOTE</u>: For each mentioned TV station, respondents were asked to indicate all timebands watched.

| Counts Respondents | Age | | | | | | | Gender | | Did not watch TV on the previous day/No Particular station/Refused | Did not watch TV during this timeslot | Total |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 12-20 | 21-30 | 31-40 | 41-50 | 51-60 | 61-70 | 71+ | Male | Female | | | |
| 00:00 - 00:30 | 0 | 335 | 0 | 0 | 335 | 0 | 0 | 335 | 335 | 88,471 | 327,745 | 416,886 |
| 00:30 - 01:00 | 0 | 335 | 0 | 0 | 0 | 335 | 0 | 670 | 0 | 88,471 | 327,745 | 416,886 |
| 01:00 - 01:30 | 0 | 0 | 0 | 0 | 0 | 335 | 0 | 335 | 0 | 88,471 | 328,080 | 416,886 |
| 01:30 - 02:00 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 88,471 | 328,415 | 416,886 |
| 02:00 - 02:30 | 335 | 0 | 0 | 0 | 0 | 0 | 0 | 335 | 0 | 88,471 | 328,080 | 416,886 |
| 02:30 - 03:00 | 335 | 0 | 0 | 0 | 0 | 0 | 0 | 335 | 0 | 88,471 | 328,080 | 416,886 |
| 03:00 - 03:30 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 88,471 | 328,415 | 416,886 |
| 03:30 - 04:00 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 88,471 | 328,415 | 416,886 |
| 04:00 - 04:30 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 88,471 | 328,415 | 416,886 |
| 04:30 - 05:00 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 88,471 | 328,415 | 416,886 |
| 05:00 - 05:30 | 0 | 0 | 0 | 0 | 0 | 1,005 | 0 | 670 | 335 | 88,471 | 327,410 | 416,886 |
| 05:30 - 06:00 | 0 | 0 | 0 | 335 | 0 | 0 | 0 | 0 | 335 | 88,471 | 328,080 | 416,886 |
| 06:00 - 06:30 | 0 | 0 | 0 | 0 | 0 | 335 | 0 | 0 | 335 | 88,471 | 328,080 | 416,886 |
| 06:30 - 07:00 | 335 | 0 | 335 | 0 | 0 | 0 | 0 | 335 | 335 | 88,471 | 327,745 | 416,886 |
| 07:00 - 07:30 | 335 | 0 | 0 | 335 | 1,005 | 1,005 | 335 | 1,005 | 2,011 | 88,471 | 325,399 | 416,886 |
| 07:30 - 08:00 | 335 | 0 | 670 | 1,005 | 1,340 | 1,005 | 335 | 2,011 | 2,681 | 88,471 | 323,723 | 416,886 |
| 08:00 - 08:30 | 335 | 335 | 1,340 | 1,340 | 2,011 | 2,346 | 2,346 | 4,692 | 5,362 | 88,471 | 318,361 | 416,886 |
| 08:30 - 09:00 | 335 | 670 | 1,005 | 1,005 | 2,011 | 2,346 | 3,351 | 4,357 | 6,367 | 88,471 | 317,691 | 416,886 |
| 09:00 - 09:30 | 1,005 | 1,340 | 2,346 | 1,005 | 1,005 | 2,346 | 2,011 | 4,357 | 6,702 | 88,471 | 317,356 | 416,886 |
| 09:30 - 10:00 | 1,340 | 1,340 | 1,340 | 1,676 | 2,011 | 1,676 | 2,681 | 3,686 | 8,378 | 88,471 | 316,351 | 416,886 |
| 10:00 - 10:30 | 670 | 670 | 1,340 | 3,686 | 2,681 | 2,346 | 3,351 | 5,362 | 9,383 | 88,471 | 313,670 | 416,886 |
| 10:30 - 11:00 | 670 | 1,005 | 670 | 3,351 | 2,681 | 2,346 | 1,676 | 4,021 | 8,378 | 88,471 | 316,016 | 416,886 |
| 11:00 - 11:30 | 670 | 1,676 | 1,005 | 2,011 | 3,016 | 2,681 | 2,346 | 5,362 | 8,043 | 88,471 | 315,010 | 416,886 |
| 11:30 - 12:00 | 1,005 | 2,346 | 1,005 | 1,340 | 3,016 | 2,011 | 2,681 | 6,032 | 7,373 | 88,471 | 315,010 | 416,886 |
| 12:00 - 12:30 | 2,681 | 4,692 | 2,011 | 3,686 | 5,362 | 4,692 | 5,027 | 12,399 | 15,751 | 88,471 | 300,265 | 416,886 |
| 12:30 - 13:00 | 1,676 | 3,351 | 2,681 | 4,357 | 6,032 | 5,697 | 4,021 | 11,059 | 16,756 | 88,471 | 300,600 | 416,886 |
| 13:00 - 13:30 | 1,005 | 2,346 | 2,681 | 4,692 | 10,054 | 5,362 | 6,367 | 13,070 | 19,437 | 88,471 | 295,909 | 416,886 |
| 13:30 - 14:00 | 1,676 | 2,011 | 3,016 | 5,362 | 10,054 | 5,362 | 6,367 | 13,740 | 20,107 | 88,471 | 294,568 | 416,886 |
| 14:00 - 14:30 | 2,011 | 3,016 | 5,027 | 7,037 | 8,713 | 8,378 | 8,043 | 17,761 | 24,464 | 88,471 | 286,190 | 416,886 |
| 14:30 - 15:00 | 1,005 | 2,681 | 4,357 | 6,702 | 6,702 | 8,378 | 6,702 | 15,751 | 20,777 | 88,471 | 291,887 | 416,886 |
| 15:00 - 15:30 | 1,340 | 4,021 | 7,373 | 6,367 | 7,373 | 7,373 | 6,702 | 18,431 | 22,118 | 88,471 | 287,866 | 416,886 |
| 15:30 - 16:00 | 1,676 | 3,686 | 5,027 | 5,027 | 6,367 | 7,373 | 6,032 | 17,091 | 18,096 | 88,471 | 293,228 | 416,886 |
| 16:00 - 16:30 | 1,340 | 3,351 | 4,357 | 4,692 | 4,357 | 6,702 | 7,037 | 14,745 | 17,091 | 88,471 | 296,579 | 416,886 |
| 16:30 - 17:00 | 1,340 | 3,016 | 3,351 | 5,027 | 5,362 | 5,362 | 7,373 | 13,740 | 17,091 | 88,471 | 297,584 | 416,886 |
| 17:00 - 17:30 | 2,011 | 4,692 | 2,681 | 5,362 | 6,032 | 6,032 | 8,713 | 17,426 | 18,096 | 88,471 | 292,893 | 416,886 |
| 17:30 - 18:00 | 1,676 | 4,692 | 2,681 | 6,367 | 7,037 | 6,032 | 7,708 | 19,437 | 16,756 | 88,471 | 292,222 | 416,886 |
| 18:00 - 18:30 | 2,011 | 7,708 | 6,032 | 7,037 | 12,734 | 12,064 | 11,394 | 30,161 | 28,820 | 88,471 | 269,434 | 416,886 |
| 18:30 - 19:00 | 2,011 | 8,043 | 7,037 | 8,713 | 15,080 | 14,075 | 14,745 | 37,533 | 32,171 | 88,471 | 258,711 | 416,886 |
| 19:00 - 19:30 | 2,346 | 10,054 | 8,043 | 13,070 | 16,756 | 18,431 | 14,745 | 44,235 | 39,209 | 88,471 | 244,971 | 416,886 |
| 19:30 - 20:00 | 3,351 | 13,405 | 15,415 | 19,437 | 35,522 | 33,512 | 25,804 | 79,758 | 66,688 | 88,471 | 181,969 | 416,886 |
| 20:00 - 20:30 | 8,043 | 25,469 | 29,490 | 31,166 | 43,900 | 43,565 | 37,198 | 117,626 | 101,205 | 88,471 | 109,583 | 416,886 |
| 20:30 - 21:00 | 8,378 | 23,123 | 27,145 | 33,177 | 40,549 | 33,847 | 27,480 | 101,205 | 92,492 | 88,471 | 134,717 | 416,886 |
| 21:00 - 21:30 | 8,043 | 19,102 | 31,501 | 33,177 | 40,214 | 32,171 | 24,799 | 101,205 | 87,801 | 88,471 | 139,409 | 416,886 |
| 21:30 - 22:00 | 7,037 | 17,091 | 26,139 | 25,804 | 36,863 | 22,118 | 20,107 | 83,779 | 71,380 | 88,471 | 173,256 | 416,886 |
| 22:00 - 22:30 | 4,021 | 15,080 | 21,448 | 20,107 | 28,150 | 13,070 | 14,410 | 65,348 | 50,938 | 88,471 | 212,129 | 416,886 |
| 22:30 - 23:00 | 3,016 | 10,054 | 14,410 | 14,410 | 16,756 | 6,702 | 8,043 | 39,209 | 34,182 | 88,471 | 255,024 | 416,886 |
| 23:00 - 23:30 | 670 | 3,016 | 4,692 | 4,357 | 4,357 | 3,686 | 3,016 | 11,394 | 12,399 | 88,471 | 304,622 | 416,886 |
| 23:30 - 00:00 | 335 | 1,676 | 2,346 | 2,011 | 1,340 | 1,340 | 1,676 | 5,697 | 5,027 | 88,471 | 317,691 | 416,886 |

**<u>Note I</u>:** Timebands featuring a 'nil' viewership in the Table above have a TV viewership of less than 335 viewers (0.08%) between Monday and Sunday.

**<u>Note II</u>:** 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).

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## 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=459,781).

*Research Findings in Detail*

*Table 9 – Total Number of TV Viewers Per Day of Assessment – NOV 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** | **1904** | 288 | 283 | 263 | 261 | 267 | 262 | 276 |
| **Maltese Population of TV viewers** | 416,886 | 441,711 | 433,301 | 403,767 | 399,914 | 409,805 | 402,007 | 423,096 |

## TV Audience on MONDAY

✓ The **most watched timeband** on Monday is 20:00 – 20:30 **on TVM** (113,140 TV Viewers).

*Research Findings in Detail*

### Table 10 – Q8 – TV Audience on MONDAY – by Timeband
### (Multiple-Response Q) (n=433,301)

*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.*

**TV Audience on Monday (n=433,301)**

| | TVM | ONE | NET TV | Smash | TVM NEWS+ | F Living | Xejk | Parliament TV | Melita More | TSN 1-8 (Melita / GO) | Foreign station (ANY) | Did not watch any TV on the previous day/ No particular station/ Don't remember | None | Total |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 00:00 - 00:30 | - | - | - | - | - | - | - | - | - | - | - | 98,696 | 334,605 | 433,301 |
| 00:30 - 01:00 | - | - | - | - | - | - | - | - | - | - | 2,407 | 98,696 | 332,197 | 433,301 |
| 01:00 - 01:30 | - | - | - | - | - | - | - | - | - | - | 2,407 | 98,696 | 332,197 | 433,301 |
| 01:30 - 02:00 | - | - | - | - | - | - | - | - | - | - | - | 98,696 | 334,605 | 433,301 |
| 02:00 - 02:30 | - | - | - | - | - | - | - | - | - | - | - | 98,696 | 334,605 | 433,301 |
| 02:30 - 03:00 | - | - | - | - | - | - | - | - | - | - | - | 98,696 | 334,605 | 433,301 |
| 03:00 - 03:30 | - | - | - | - | - | - | - | - | - | - | - | 98,696 | 334,605 | 433,301 |
| 03:30 - 04:00 | - | - | - | - | - | - | - | - | - | - | - | 98,696 | 334,605 | 433,301 |
| 04:00 - 04:30 | - | - | - | - | - | - | - | - | - | - | - | 98,696 | 334,605 | 433,301 |
| 04:30 - 05:00 | - | - | - | - | - | - | - | - | - | - | - | 98,696 | 334,605 | 433,301 |
| 05:00 - 05:30 | - | - | - | - | - | - | - | - | - | - | 4,814 | 98,696 | 329,790 | 433,301 |
| 05:30 - 06:00 | - | 2,407 | - | - | - | - | - | - | - | - | - | 98,696 | 332,197 | 433,301 |
| 06:00 - 06:30 | - | - | - | - | - | - | - | - | - | - | - | 98,696 | 334,605 | 433,301 |
| 06:30 - 07:00 | - | - | - | - | - | - | - | - | - | 2,407 | - | 98,696 | 332,197 | 433,301 |
| 07:00 - 07:30 | - | 2,407 | - | - | - | - | - | - | - | 2,407 | - | 98,696 | 329,790 | 433,301 |
| 07:30 - 08:00 | - | 2,407 | - | - | - | - | - | - | - | 2,407 | - | 98,696 | 329,790 | 433,301 |
| 08:00 - 08:30 | - | 2,407 | - | - | - | - | - | - | - | 2,407 | - | 98,696 | 329,790 | 433,301 |
| 08:30 - 09:00 | - | 2,407 | - | - | - | - | - | - | - | 2,407 | - | 98,696 | 329,790 | 433,301 |
| 09:00 - 09:30 | 4,814 | 4,814 | - | - | - | - | 2,407 | - | - | 2,407 | - | 98,696 | 320,161 | 433,301 |
| 09:30 - 10:00 | 12,036 | 2,407 | - | - | - | - | 2,407 | - | - | 2,407 | - | 98,696 | 315,347 | 433,301 |
| 10:00 - 10:30 | 9,629 | - | - | - | - | 2,407 | 2,407 | - | - | 2,407 | - | 98,696 | 317,754 | 433,301 |
| 10:30 - 11:00 | 4,814 | - | - | - | - | 2,407 | 2,407 | - | - | 2,407 | - | 98,696 | 322,569 | 433,301 |
| 11:00 - 11:30 | 2,407 | - | - | - | - | - | - | - | - | 2,407 | - | 98,696 | 329,790 | 433,301 |
| 11:30 - 12:00 | 2,407 | - | 2,407 | - | - | - | - | - | - | 2,407 | - | 98,696 | 327,383 | 433,301 |
| 12:00 - 12:30 | 7,222 | 4,814 | 7,222 | - | - | - | - | - | - | 2,407 | 4,814 | 98,696 | 308,125 | 433,301 |
| 12:30 - 13:00 | 7,222 | 2,407 | 2,407 | - | - | - | - | - | - | 2,407 | 2,407 | 98,696 | 317,754 | 433,301 |
| 13:00 - 13:30 | 4,814 | 2,407 | 7,222 | - | - | 4,814 | - | - | - | 4,814 | 4,814 | 98,696 | 305,718 | 433,301 |
| 13:30 - 14:00 | 2,407 | - | 4,814 | - | - | 7,222 | - | - | - | 4,814 | 9,629 | 98,696 | 305,718 | 433,301 |
| 14:00 - 14:30 | - | - | 7,222 | - | - | 2,407 | - | - | - | 4,814 | 9,629 | 98,696 | 310,532 | 433,301 |
| 14:30 - 15:00 | 2,407 | - | - | - | - | 4,814 | - | - | - | 2,407 | 12,036 | 98,696 | 312,940 | 433,301 |
| 15:00 - 15:30 | - | 2,407 | - | - | - | 4,814 | - | - | - | 2,407 | 9,629 | 98,696 | 315,347 | 433,301 |
| 15:30 - 16:00 | 2,407 | - | - | - | - | 2,407 | - | - | - | 4,814 | 9,629 | 98,696 | 315,347 | 433,301 |
| 16:00 - 16:30 | - | - | - | - | - | - | - | 2,407 | - | 4,814 | 12,036 | 98,696 | 315,347 | 433,301 |
| 16:30 - 17:00 | 2,407 | - | 2,407 | - | - | - | - | 2,407 | - | 4,814 | 7,222 | 98,696 | 315,347 | 433,301 |
| 17:00 - 17:30 | 2,407 | 2,407 | 2,407 | - | - | - | - | 2,407 | - | 4,814 | 16,851 | 98,696 | 303,311 | 433,301 |
| 17:30 - 18:00 | 2,407 | - | 2,407 | - | - | 2,407 | - | 2,407 | - | 2,407 | 19,258 | 98,696 | 303,311 | 433,301 |
| 18:00 - 18:30 | 4,814 | 2,407 | 12,036 | 2,407 | - | 2,407 | - | 2,407 | - | 2,407 | 24,072 | 98,696 | 281,646 | 433,301 |
| 18:30 - 19:00 | 9,629 | 7,222 | 7,222 | 2,407 | - | - | - | 2,407 | - | 2,407 | 28,887 | 98,696 | 274,424 | 433,301 |
| 19:00 - 19:30 | 4,814 | 19,258 | 12,036 | - | - | - | - | 2,407 | 2,407 | 4,814 | 19,258 | 98,696 | 269,610 | 433,301 |
| 19:30 - 20:00 | 12,036 | 52,959 | 24,072 | - | - | - | - | 2,407 | - | 2,407 | 33,701 | 98,696 | 207,022 | 433,301 |
| 20:00 - 20:30 | 113,140 | 33,701 | 4,814 | - | 4,814 | - | - | 2,407 | - | 2,407 | 40,923 | 98,696 | 132,398 | 433,301 |
| 20:30 - 21:00 | 91,475 | 21,665 | 19,258 | 2,407 | 2,407 | - | - | 2,407 | 2,407 | 4,814 | 52,959 | 98,696 | 134,805 | 433,301 |
| 21:00 - 21:30 | 67,402 | 9,629 | 16,851 | - | - | 2,407 | 2,407 | 2,407 | - | 4,814 | 64,995 | 98,696 | 163,691 | 433,301 |
| 21:30 - 22:00 | 55,366 | 12,036 | 12,036 | - | 2,407 | 4,814 | - | 2,407 | - | 4,814 | 62,588 | 98,696 | 178,135 | 433,301 |
| 22:00 - 22:30 | 26,480 | 9,629 | 2,407 | - | 2,407 | - | - | 2,407 | - | 4,814 | 52,959 | 98,696 | 233,501 | 433,301 |
| 22:30 - 23:00 | 12,036 | 2,407 | - | - | - | - | - | - | - | 2,407 | 38,516 | 98,696 | 279,238 | 433,301 |
| 23:00 - 23:30 | - | - | - | - | - | - | - | - | - | 2,407 | 12,036 | 98,696 | 320,161 | 433,301 |
| 23:30 - 00:00 | - | - | - | - | - | - | - | - | - | - | 9,629 | 98,696 | 324,976 | 433,301 |

*Note I: TV stations not featured in the Table above have a TV viewership of less than 0.08% between Monday and Sunday.*
*Note II: Timebands featuring a 'nil' viewership in the Table above have a TV viewership of less than 2,407 viewers (0.56%) 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).*

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## TV Audience on <u>TUESDAY</u>

✓ The **most watched timeband** on Tuesday is 20:00 – 20:30 **on TVM** (140, 035 TV Viewers).

### *Research Findings in Detail*

### *Table 11 – Q8 – TV Audience on <u>TUESDAY</u> – by Timeband*
### *(Multiple-Response Q) (n=403,767)*
<u>NOTE</u>: *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 NEWS+ | F Living | Xejk | Melita More | GO Stars | TSN 1-8 (Melita / GO) | Foreign station (ANY) | Did not watch any TV on the previous day/ No particular station/ Don't remember | None | Total |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **00:00 - 00:30** | - | - | - | - | - | - | - | - | - | - | - | 84,021 | 319,746 | 403,767 |
| **00:30 - 01:00** | - | - | - | - | - | - | - | - | - | - | - | 84,021 | 319,746 | 403,767 |
| **01:00 - 01:30** | - | - | - | - | - | - | - | - | - | - | - | 84,021 | 319,746 | 403,767 |
| **01:30 - 02:00** | - | - | - | - | - | - | - | - | - | - | - | 84,021 | 319,746 | 403,767 |
| **02:00 - 02:30** | - | - | - | - | - | - | - | - | - | - | - | 84,021 | 319,746 | 403,767 |
| **02:30 - 03:00** | - | - | - | - | - | - | - | - | - | - | - | 84,021 | 319,746 | 403,767 |
| **03:00 - 03:30** | - | - | - | - | - | - | - | - | - | - | - | 84,021 | 319,746 | 403,767 |
| **03:30 - 04:00** | - | - | - | - | - | - | - | - | - | - | - | 84,021 | 319,746 | 403,767 |
| **04:00 - 04:30** | - | - | - | - | - | - | - | - | - | - | - | 84,021 | 319,746 | 403,767 |
| **04:30 - 05:00** | - | - | - | - | - | - | - | - | - | - | - | 84,021 | 319,746 | 403,767 |
| **05:00 - 05:30** | - | - | - | - | - | - | - | - | - | - | - | 84,021 | 319,746 | 403,767 |
| **05:30 - 06:00** | - | - | - | - | - | - | - | - | - | - | - | 84,021 | 319,746 | 403,767 |
| **06:00 - 06:30** | - | - | - | - | - | - | - | - | - | - | - | 84,021 | 319,746 | 403,767 |
| **06:30 - 07:00** | - | - | - | - | - | - | - | - | - | - | - | 84,021 | 319,746 | 403,767 |
| **07:00 - 07:30** | 2,334 | - | - | - | - | - | - | - | - | - | 2,334 | 84,021 | 315,078 | 403,767 |
| **07:30 - 08:00** | 2,334 | - | - | - | - | - | - | - | - | - | 4,668 | 84,021 | 312,744 | 403,767 |
| **08:00 - 08:30** | 2,334 | - | - | - | - | - | - | - | - | - | 4,668 | 84,021 | 312,744 | 403,767 |
| **08:30 - 09:00** | 4,668 | - | - | - | - | - | 2,334 | - | - | - | 4,668 | 84,021 | 308,077 | 403,767 |
| **09:00 - 09:30** | 2,334 | - | - | - | - | - | 2,334 | - | - | - | - | 84,021 | 315,078 | 403,767 |
| **09:30 - 10:00** | 4,668 | - | - | - | - | - | 2,334 | - | - | - | - | 84,021 | 312,744 | 403,767 |
| **10:00 - 10:30** | 4,668 | - | - | - | - | - | 2,334 | - | - | - | 2,334 | 84,021 | 310,410 | 403,767 |
| **10:30 - 11:00** | 2,334 | - | - | 2,334 | - | - | - | - | - | - | 2,334 | 84,021 | 312,744 | 403,767 |
| **11:00 - 11:30** | 2,334 | - | - | 2,334 | - | - | - | - | - | - | 2,334 | 84,021 | 312,744 | 403,767 |
| **11:30 - 12:00** | 4,668 | - | - | 2,334 | - | - | - | - | - | - | 2,334 | 84,021 | 310,410 | 403,767 |
| **12:00 - 12:30** | 2,334 | - | 4,668 | - | - | - | - | - | - | - | 2,334 | 84,021 | 310,410 | 403,767 |
| **12:30 - 13:00** | - | - | 7,002 | - | - | 4,668 | - | - | - | - | 7,002 | 84,021 | 301,075 | 403,767 |
| **13:00 - 13:30** | - | 2,334 | 4,668 | - | - | 7,002 | - | - | - | - | 7,002 | 84,021 | 298,741 | 403,767 |
| **13:30 - 14:00** | - | 2,334 | 4,668 | - | - | 4,668 | - | - | - | - | 2,334 | 84,021 | 305,743 | 403,767 |
| **14:00 - 14:30** | - | 4,668 | 2,334 | - | - | 9,336 | - | - | - | 2,334 | 7,002 | 84,021 | 294,073 | 403,767 |
| **14:30 - 15:00** | - | 4,668 | - | - | - | 9,336 | - | - | - | 2,334 | 4,668 | 84,021 | 298,741 | 403,767 |
| **15:00 - 15:30** | 4,668 | 4,668 | - | - | - | 7,002 | - | - | - | - | 2,334 | 84,021 | 301,075 | 403,767 |
| **15:30 - 16:00** | 4,668 | 7,002 | 2,334 | - | - | 2,334 | - | - | - | 2,334 | 2,334 | 84,021 | 298,741 | 403,767 |
| **16:00 - 16:30** | 2,334 | 7,002 | 2,334 | - | - | 2,334 | - | - | - | - | 4,668 | 84,021 | 301,075 | 403,767 |
| **16:30 - 17:00** | 2,334 | 9,336 | 2,334 | - | - | 2,334 | - | - | - | - | 7,002 | 84,021 | 296,407 | 403,767 |
| **17:00 - 17:30** | 4,668 | 2,334 | 2,334 | - | - | 4,668 | - | - | - | - | 4,668 | 11,670 | 84,021 | 289,405 | 403,767 |
| **17:30 - 18:00** | 9,336 | - | 2,334 | - | - | - | - | - | - | - | 2,334 | 9,336 | 84,021 | 296,407 | 403,767 |
| **18:00 - 18:30** | 14,003 | 4,668 | 2,334 | 2,334 | - | - | - | 2,334 | - | - | 16,337 | 84,021 | 277,736 | 403,767 |
| **18:30 - 19:00** | 16,337 | 11,670 | 7,002 | 2,334 | - | - | 4,668 | 2,334 | - | 2,334 | 14,003 | 84,021 | 259,064 | 403,767 |
| **19:00 - 19:30** | 14,003 | 11,670 | 11,670 | - | - | - | 7,002 | 2,334 | - | 2,334 | 18,671 | 84,021 | 252,063 | 403,767 |
| **19:30 - 20:00** | 11,670 | 53,680 | 28,007 | - | - | - | 7,002 | 2,334 | 2,334 | 2,334 | 23,339 | 84,021 | 189,047 | 403,767 |
| **20:00 - 20:30** | 140,035 | 16,337 | 4,668 | - | 2,334 | - | 4,668 | 2,334 | - | 2,334 | 32,675 | 84,021 | 114,362 | 403,767 |
| **20:30 - 21:00** | 121,363 | 14,003 | 4,668 | - | - | 2,334 | 4,668 | 2,334 | - | 9,336 | 49,012 | 84,021 | 112,028 | 403,767 |
| **21:00 - 21:30** | 95,690 | 14,003 | 4,668 | 2,334 | - | 4,668 | 4,668 | 2,334 | - | 18,671 | 65,350 | 84,021 | 107,360 | 403,767 |
| **21:30 - 22:00** | 70,017 | 7,002 | 2,334 | - | - | 4,668 | 2,334 | 2,334 | 2,334 | 16,337 | 53,680 | 84,021 | 158,706 | 403,767 |
| **22:00 - 22:30** | 49,012 | 2,334 | 2,334 | - | - | 2,334 | 4,668 | 2,334 | 4,668 | 11,670 | 51,346 | 84,021 | 189,047 | 403,767 |
| **22:30 - 23:00** | 4,668 | 2,334 | - | - | - | - | 2,334 | 2,334 | - | 11,670 | 30,341 | 84,021 | 266,066 | 403,767 |
| **23:00 - 23:30** | - | 4,668 | - | - | - | - | - | 2,334 | - | 2,334 | 4,668 | 84,021 | 305,743 | 403,767 |
| **23:30 - 00:00** | - | - | - | - | - | - | - | - | - | - | 2,334 | 84,021 | 317,412 | 403,767 |

*Note I: TV stations not featured in the Table above have a TV viewership of less than 0.08% between Monday and Sunday*
*Note II: Timebands featuring a 'nil' viewership in the Table above have a TV viewership of less than 2,334 viewers (0.58%) 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).*

**M.FSADNI & Associates**

## TV Audience on <u>WEDNESDAY</u>

✓ The **most watched timeband** on Wednesday is 20:00 - 20:30 **on TVM** (110,156 TV Viewers).

*Research Findings in Detail*

### Table 12 – Q8 – TV Audience on <u>WEDNESDAY</u> – *by Timeband*
### *(Multiple-Response Q) (n=399,914)*
*<u>NOTE</u>: 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 NEWS+ | F Living | Xejk | iTV | Parliament TV | Malta Stars (Melita) | GO Stars | TSN 1-8 (Melita / GO) | Foreign station (ANY) | Did not watch any TV on the previous day/ No particular station/ | None | Total |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 00:00 - 00:30 | - | - | - | - | - | - | - | - | - | - | - | - | - | 90,998 | 308,916 | 399,914 |
| 00:30 - 01:00 | - | - | - | - | - | - | - | - | - | - | - | - | - | 90,998 | 308,916 | 399,914 |
| 01:00 - 01:30 | - | - | - | - | - | - | - | - | - | - | - | - | - | 90,998 | 308,916 | 399,914 |
| 01:30 - 02:00 | - | - | - | - | - | - | - | - | - | - | - | - | - | 90,998 | 308,916 | 399,914 |
| 02:00 - 02:30 | - | - | - | - | - | - | - | - | - | - | - | - | - | 90,998 | 308,916 | 399,914 |
| 02:30 - 03:00 | - | - | - | - | - | - | - | - | - | - | - | - | - | 90,998 | 308,916 | 399,914 |
| 03:00 - 03:30 | - | - | - | - | - | - | - | - | - | - | - | - | - | 90,998 | 308,916 | 399,914 |
| 03:30 - 04:00 | - | - | - | - | - | - | - | - | - | - | - | - | - | 90,998 | 308,916 | 399,914 |
| 04:00 - 04:30 | - | - | - | - | - | - | - | - | - | - | - | - | - | 90,998 | 308,916 | 399,914 |
| 04:30 - 05:00 | - | - | - | - | - | - | - | - | - | - | - | - | - | 90,998 | 308,916 | 399,914 |
| 05:00 - 05:30 | - | - | - | - | - | - | - | - | - | - | - | - | - | 90,998 | 308,916 | 399,914 |
| 05:30 - 06:00 | - | - | - | - | - | - | - | - | - | - | - | - | - | 90,998 | 308,916 | 399,914 |
| 06:00 - 06:30 | - | - | - | - | - | - | - | - | - | - | - | - | - | 90,998 | 308,916 | 399,914 |
| 06:30 - 07:00 | - | - | - | - | - | - | - | - | - | - | - | - | - | 90,998 | 308,916 | 399,914 |
| 07:00 - 07:30 | - | - | - | - | - | - | - | - | - | - | - | - | - | 90,998 | 308,916 | 399,914 |
| 07:30 - 08:00 | 2,395 | - | - | - | - | - | - | - | - | - | - | - | - | 90,998 | 306,521 | 399,914 |
| 08:00 - 08:30 | 7,184 | 2,395 | - | - | - | - | - | - | - | - | - | - | 4,789 | 90,998 | 294,547 | 399,914 |
| 08:30 - 09:00 | 4,789 | 2,395 | - | - | - | - | - | - | - | - | - | - | 2,395 | 90,998 | 299,337 | 399,914 |
| 09:00 - 09:30 | 2,395 | - | - | - | - | - | - | - | - | - | - | - | 2,395 | 90,998 | 304,126 | 399,914 |
| 09:30 - 10:00 | - | - | - | - | - | - | - | - | - | - | - | - | - | 90,998 | 308,916 | 399,914 |
| 10:00 - 10:30 | 2,395 | 2,395 | - | - | - | - | - | - | - | - | - | - | - | 90,998 | 304,126 | 399,914 |
| 10:30 - 11:00 | 2,395 | 2,395 | - | - | - | - | - | - | - | - | - | - | - | 90,998 | 304,126 | 399,914 |
| 11:00 - 11:30 | 2,395 | 2,395 | - | - | - | - | - | - | - | - | - | - | - | 90,998 | 304,126 | 399,914 |
| 11:30 - 12:00 | 4,789 | - | - | - | - | - | - | - | - | - | - | - | - | 90,998 | 304,126 | 399,914 |
| 12:00 - 12:30 | 4,789 | - | 2,395 | - | - | - | - | - | - | - | - | - | 7,184 | 90,998 | 294,547 | 399,914 |
| 12:30 - 13:00 | 4,789 | - | - | - | - | - | - | - | - | - | - | - | 9,579 | 90,998 | 294,547 | 399,914 |
| 13:00 - 13:30 | 4,789 | - | - | - | - | - | - | - | - | - | - | - | 9,579 | 90,998 | 294,547 | 399,914 |
| 13:30 - 14:00 | 4,789 | - | - | - | - | - | - | - | - | - | - | - | 11,973 | 90,998 | 292,153 | 399,914 |
| 14:00 - 14:30 | 4,789 | - | - | - | - | 2,395 | - | - | 2,395 | - | - | - | 11,973 | 90,998 | 287,363 | 399,914 |
| 14:30 - 15:00 | 2,395 | - | - | - | - | 2,395 | 4,789 | - | 2,395 | - | - | - | 11,973 | 90,998 | 284,969 | 399,914 |
| 15:00 - 15:30 | - | - | - | - | - | 2,395 | 4,789 | 2,395 | 4,789 | - | - | - | 16,763 | 90,998 | 277,785 | 399,914 |
| 15:30 - 16:00 | 2,395 | - | - | - | - | 2,395 | 2,395 | - | 4,789 | - | - | - | 9,579 | 90,998 | 287,363 | 399,914 |
| 16:00 - 16:30 | 2,395 | - | 4,789 | - | - | 2,395 | 2,395 | 2,395 | 2,395 | - | - | - | 14,368 | 90,998 | 277,785 | 399,914 |
| 16:30 - 17:00 | - | - | - | - | - | 2,395 | 2,395 | - | 2,395 | - | - | - | 9,579 | 90,998 | 292,153 | 399,914 |
| 17:00 - 17:30 | 2,395 | - | - | - | - | 2,395 | 2,395 | - | - | - | - | - | 14,368 | 90,998 | 287,363 | 399,914 |
| 17:30 - 18:00 | 2,395 | - | 4,789 | - | - | 2,395 | 2,395 | - | - | - | - | - | 14,368 | 90,998 | 282,574 | 399,914 |
| 18:00 - 18:30 | 9,579 | 7,184 | 16,763 | - | 2,395 | 2,395 | 2,395 | - | - | - | - | 2,395 | 16,763 | 90,998 | 249,048 | 399,914 |
| 18:30 - 19:00 | 14,368 | 31,131 | 14,368 | - | 2,395 | - | - | - | - | - | - | 2,395 | 23,947 | 90,998 | 220,312 | 399,914 |
| 19:00 - 19:30 | 21,552 | 33,526 | 16,763 | - | 4,789 | - | 2,395 | - | - | 2,395 | - | 2,395 | 26,342 | 90,998 | 198,760 | 399,914 |
| 19:30 - 20:00 | 19,158 | 62,262 | 40,710 | - | 2,395 | - | - | - | - | - | - | 4,789 | 23,947 | 90,998 | 155,655 | 399,914 |
| 20:00 - 20:30 | 110,156 | 19,158 | 11,973 | - | 9,579 | - | - | - | - | 2,395 | - | 4,789 | 69,446 | 90,998 | 81,420 | 399,914 |
| 20:30 - 21:00 | 57,473 | 16,763 | 7,184 | - | 9,579 | - | - | - | - | - | - | 4,789 | 62,262 | 90,998 | 150,866 | 399,914 |
| 21:00 - 21:30 | 35,920 | 26,342 | 9,579 | - | - | 2,395 | - | - | - | 2,395 | 2,395 | 9,579 | 69,446 | 90,998 | 150,866 | 399,914 |
| 21:30 - 22:00 | 21,552 | 21,552 | 2,395 | - | - | - | 2,395 | - | - | 2,395 | - | 11,973 | 40,710 | 90,998 | 205,944 | 399,914 |
| 22:00 - 22:30 | 9,579 | 11,973 | - | - | - | - | 2,395 | - | - | - | - | - | 9,579 | 90,998 | 239,469 | 399,914 |
| 22:30 - 23:00 | 4,789 | 2,395 | - | - | - | - | - | - | - | - | - | - | 9,579 | 90,998 | 268,206 | 399,914 |
| 23:00 - 23:30 | 2,395 | - | - | - | - | - | - | - | - | - | - | 2,395 | 14,368 | 90,998 | 289,758 | 399,914 |
| 23:30 - 00:00 | - | - | - | 2,395 | - | - | - | - | - | - | - | - | 7,184 | 90,998 | 299,337 | 399,914 |

*<u>Note I</u>: TV stations not featured in the Table above have a TV viewership of less than 0.08% between Monday and Sunday.*
*<u>Note II</u>: Timebands featuring a 'nil' viewership in the Table above have a TV viewership of less than 2,395 viewers (0.59%) on Wednesday.*
*<u>Note III</u>: 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).*

*M.FSADNI & Associates*

## TV Audience on THURSDAY

✓ The **most watched timeband** on Thursday is 20:00 – 20:30 **on TVM** (124,941 TV Viewers).

*Research Findings in Detail*

### Table 13 – Q8 – TV Audience on THURSDAY – by Timeband
### (Multiple-Response Q) (n=409,805)
**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 NEWS+ | F Living | Xejk | GO Stars | TSN 1-8 (Melita / GO) | Foreign station (ANY) | Did not watch any TV on the previous day/ No particular station/ Don't remember | None | Total |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 00:00 - 00:30 | - | - | - | - | - | - | - | - | - | - | 69,967 | 339,838 | 409,805 |
| 00:30 - 01:00 | - | - | - | - | - | - | - | - | - | - | 69,967 | 339,838 | 409,805 |
| 01:00 - 01:30 | - | - | - | - | - | - | - | - | - | - | 69,967 | 339,838 | 409,805 |
| 01:30 - 02:00 | - | - | - | - | - | - | - | - | - | - | 69,967 | 339,838 | 409,805 |
| 02:00 - 02:30 | - | - | - | - | - | - | - | - | - | - | 69,967 | 339,838 | 409,805 |
| 02:30 - 03:00 | - | - | - | - | - | - | - | - | - | - | 69,967 | 339,838 | 409,805 |
| 03:00 - 03:30 | - | - | - | - | - | - | - | - | - | - | 69,967 | 339,838 | 409,805 |
| 03:30 - 04:00 | - | - | - | - | - | - | - | - | - | - | 69,967 | 339,838 | 409,805 |
| 04:00 - 04:30 | - | - | - | - | - | - | - | - | - | - | 69,967 | 339,838 | 409,805 |
| 04:30 - 05:00 | - | - | - | - | - | - | - | - | - | - | 69,967 | 339,838 | 409,805 |
| 05:00 - 05:30 | - | - | 2,499 | - | - | - | - | - | - | - | 69,967 | 337,339 | 409,805 |
| 05:30 - 06:00 | - | - | - | - | - | - | - | - | - | - | 69,967 | 339,838 | 409,805 |
| 06:00 - 06:30 | - | - | 2,499 | - | - | - | - | - | - | - | 69,967 | 337,339 | 409,805 |
| 06:30 - 07:00 | - | - | - | - | - | - | - | - | - | - | 69,967 | 339,838 | 409,805 |
| 07:00 - 07:30 | 2,499 | - | - | - | 4,998 | - | - | - | - | - | 69,967 | 332,342 | 409,805 |
| 07:30 - 08:00 | 2,499 | - | - | - | 4,998 | - | - | - | - | 2,499 | 69,967 | 329,843 | 409,805 |
| 08:00 - 08:30 | 2,499 | 2,499 | - | - | 7,496 | - | - | - | - | 2,499 | 69,967 | 324,845 | 409,805 |
| 08:30 - 09:00 | 2,499 | 2,499 | - | - | 7,496 | - | - | - | - | - | 69,967 | 327,344 | 409,805 |
| 09:00 - 09:30 | 4,998 | - | - | - | - | - | - | - | - | - | 69,967 | 334,841 | 409,805 |
| 09:30 - 10:00 | 7,496 | 4,998 | - | - | - | - | - | - | - | - | 69,967 | 327,344 | 409,805 |
| 10:00 - 10:30 | 2,499 | 7,496 | - | - | - | - | - | - | - | - | 69,967 | 329,843 | 409,805 |
| 10:30 - 11:00 | 2,499 | 7,496 | - | - | - | - | - | - | - | 2,499 | 69,967 | 327,344 | 409,805 |
| 11:00 - 11:30 | 2,499 | 7,496 | - | - | - | - | - | - | - | 2,499 | 69,967 | 327,344 | 409,805 |
| 11:30 - 12:00 | 2,499 | 7,496 | - | - | 2,499 | - | - | - | - | 2,499 | 69,967 | 324,845 | 409,805 |
| 12:00 - 12:30 | 7,496 | 4,998 | 2,499 | - | 2,499 | - | 2,499 | - | - | 7,496 | 69,967 | 312,351 | 409,805 |
| 12:30 - 13:00 | 7,496 | - | 2,499 | - | - | 7,496 | 2,499 | - | - | 14,993 | 69,967 | 304,855 | 409,805 |
| 13:00 - 13:30 | 4,998 | - | 2,499 | - | - | 9,995 | 2,499 | - | - | 12,494 | 69,967 | 307,354 | 409,805 |
| 13:30 - 14:00 | 4,998 | - | - | - | - | 9,995 | 2,499 | - | 2,499 | 14,993 | 69,967 | 304,855 | 409,805 |
| 14:00 - 14:30 | 4,998 | - | 2,499 | - | - | 12,494 | - | - | 2,499 | 17,492 | 69,967 | 299,857 | 409,805 |
| 14:30 - 15:00 | 7,496 | - | - | - | - | 9,995 | - | - | 2,499 | 14,993 | 69,967 | 304,855 | 409,805 |
| 15:00 - 15:30 | 2,499 | - | - | - | - | 9,995 | - | - | 2,499 | 29,986 | 69,967 | 294,860 | 409,805 |
| 15:30 - 16:00 | 2,499 | 2,499 | - | - | - | 9,995 | - | - | 2,499 | 24,988 | 69,967 | 297,359 | 409,805 |
| 16:00 - 16:30 | 2,499 | - | - | - | - | 7,496 | - | - | 2,499 | 24,988 | 69,967 | 302,356 | 409,805 |
| 16:30 - 17:00 | 4,998 | - | - | - | - | 4,998 | - | - | 2,499 | 19,990 | 69,967 | 307,354 | 409,805 |
| 17:00 - 17:30 | 4,998 | - | - | - | - | - | 2,499 | - | 2,499 | 14,993 | 69,967 | 314,850 | 409,805 |
| 17:30 - 18:00 | 4,998 | - | - | - | - | - | 2,499 | - | 2,499 | 17,492 | 69,967 | 312,351 | 409,805 |
| 18:00 - 18:30 | 7,496 | 12,494 | 12,494 | - | 2,499 | - | 2,499 | - | 2,499 | 32,485 | 69,967 | 267,373 | 409,805 |
| 18:30 - 19:00 | 14,993 | 22,489 | 2,499 | - | - | 2,499 | 2,499 | - | 2,499 | 37,482 | 69,967 | 254,879 | 409,805 |
| 19:00 - 19:30 | 14,993 | 32,485 | 12,494 | - | - | 2,499 | 2,499 | - | 2,499 | 47,477 | 69,967 | 224,893 | 409,805 |
| 19:30 - 20:00 | 17,492 | 77,463 | 32,485 | - | - | 2,499 | - | - | 2,499 | 49,976 | 69,967 | 157,425 | 409,805 |
| 20:00 - 20:30 | 124,941 | 22,489 | 19,990 | 2,499 | 2,499 | - | - | 2,499 | 2,499 | 69,967 | 69,967 | 92,456 | 409,805 |
| 20:30 - 21:00 | 72,466 | 19,990 | 9,995 | 2,499 | - | - | - | 2,499 | 9,995 | 87,458 | 69,967 | 134,936 | 409,805 |
| 21:00 - 21:30 | 29,986 | 14,993 | 4,998 | - | 4,998 | - | - | 4,998 | 9,995 | 97,454 | 69,967 | 172,418 | 409,805 |
| 21:30 - 22:00 | 14,993 | 9,995 | 2,499 | - | 2,499 | - | - | 4,998 | 9,995 | 82,461 | 69,967 | 212,399 | 409,805 |
| 22:00 - 22:30 | 4,998 | 7,496 | - | - | 4,998 | - | - | - | 9,995 | 57,473 | 69,967 | 254,879 | 409,805 |
| 22:30 - 23:00 | 4,998 | - | - | - | 4,998 | - | - | - | 7,496 | 34,983 | 69,967 | 287,363 | 409,805 |
| 23:00 - 23:30 | 2,499 | 4,998 | - | - | 2,499 | - | - | 2,499 | 2,499 | 17,492 | 69,967 | 307,354 | 409,805 |
| 23:30 - 00:00 | - | - | - | - | 2,499 | - | - | - | - | 12,494 | 69,967 | 324,845 | 409,805 |

**Note I:** TV stations not featured in the Table above have a TV viewership of less than 0.08% 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 (0.61%) 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).

**M.FSADNI & Associates**

## TV Audience on <u>FRIDAY</u>

✓ **The most watched timeband** on Friday is 20:00 – 20:30 **on TVM** (117,954 TV Viewers).

*Research Findings in Detail*

### *Table 14 – Q8 – TV Audience on <u>FRIDAY</u> – by Timeband*
### *(Multiple-Response Q) (n=402,007)*
<u>NOTE</u>: *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 NEWS+ | F Living | GO Stars | TSN 1-8 (Melita / GO) | Foreign station (ANY) | Did not watch any TV on the previous day/ No particular station/ Don't | None | Total |
|---|---|---|---|---|---|---|---|---|---|---|---|
| 00:00 - 00:30 | - | - | - | - | - | - | - | 2,407 | 108,325 | 291,275 | 402,007 |
| 00:30 - 01:00 | - | - | - | - | - | - | - | - | 108,325 | 293,682 | 402,007 |
| 01:00 - 01:30 | - | - | - | - | - | - | - | - | 108,325 | 293,682 | 402,007 |
| 01:30 - 02:00 | - | - | - | - | - | - | - | - | 108,325 | 293,682 | 402,007 |
| 02:00 - 02:30 | - | - | - | - | - | - | - | - | 108,325 | 293,682 | 402,007 |
| 02:30 - 03:00 | - | - | - | - | - | - | - | - | 108,325 | 293,682 | 402,007 |
| 03:00 - 03:30 | - | - | - | - | - | - | - | - | 108,325 | 293,682 | 402,007 |
| 03:30 - 04:00 | - | - | - | - | - | - | - | - | 108,325 | 293,682 | 402,007 |
| 04:00 - 04:30 | - | - | - | - | - | - | - | - | 108,325 | 293,682 | 402,007 |
| 04:30 - 05:00 | - | - | - | - | - | - | - | - | 108,325 | 293,682 | 402,007 |
| 05:00 - 05:30 | - | - | - | - | - | - | - | - | 108,325 | 293,682 | 402,007 |
| 05:30 - 06:00 | - | - | - | - | - | - | - | - | 108,325 | 293,682 | 402,007 |
| 06:00 - 06:30 | - | - | - | - | - | - | - | - | 108,325 | 293,682 | 402,007 |
| 06:30 - 07:00 | - | - | - | - | - | - | - | - | 108,325 | 293,682 | 402,007 |
| 07:00 - 07:30 | - | - | - | - | - | - | - | - | 108,325 | 293,682 | 402,007 |
| 07:30 - 08:00 | 2,407 | 2,407 | - | - | - | - | - | - | 108,325 | 288,867 | 402,007 |
| 08:00 - 08:30 | 2,407 | 7,222 | - | - | - | - | - | - | 108,325 | 284,053 | 402,007 |
| 08:30 - 09:00 | - | 9,629 | - | - | - | - | - | - | 108,325 | 284,053 | 402,007 |
| 09:00 - 09:30 | - | 9,629 | - | - | - | - | - | - | 108,325 | 284,053 | 402,007 |
| 09:30 - 10:00 | - | 4,814 | - | - | - | - | - | - | 108,325 | 288,867 | 402,007 |
| 10:00 - 10:30 | 2,407 | 4,814 | - | - | - | - | - | 2,407 | 108,325 | 284,053 | 402,007 |
| 10:30 - 11:00 | 2,407 | 2,407 | - | - | - | - | - | 4,814 | 108,325 | 284,053 | 402,007 |
| 11:00 - 11:30 | - | 4,814 | - | - | - | - | - | 2,407 | 108,325 | 286,460 | 402,007 |
| 11:30 - 12:00 | - | 4,814 | - | - | - | - | - | - | 108,325 | 288,867 | 402,007 |
| 12:00 - 12:30 | 4,814 | 4,814 | - | - | - | - | - | 2,407 | 108,325 | 281,646 | 402,007 |
| 12:30 - 13:00 | 9,629 | 7,222 | - | - | 2,407 | - | - | - | 108,325 | 274,424 | 402,007 |
| 13:00 - 13:30 | 4,814 | 7,222 | - | - | 9,629 | - | - | 4,814 | 108,325 | 267,202 | 402,007 |
| 13:30 - 14:00 | 4,814 | 4,814 | - | - | 9,629 | - | - | 4,814 | 108,325 | 269,609 | 402,007 |
| 14:00 - 14:30 | 7,222 | 4,814 | - | - | 12,036 | - | - | 9,629 | 108,325 | 259,981 | 402,007 |
| 14:30 - 15:00 | 4,814 | 4,814 | - | - | 12,036 | - | - | 9,629 | 108,325 | 262,388 | 402,007 |
| 15:00 - 15:30 | 9,629 | 4,814 | - | - | 14,443 | - | - | 7,222 | 108,325 | 257,573 | 402,007 |
| 15:30 - 16:00 | 4,814 | 7,222 | - | - | 12,036 | - | - | 2,407 | 108,325 | 267,202 | 402,007 |
| 16:00 - 16:30 | 2,407 | 2,407 | - | - | 4,814 | - | - | 7,222 | 108,325 | 276,831 | 402,007 |
| 16:30 - 17:00 | 2,407 | 4,814 | - | - | 4,814 | - | - | 7,222 | 108,325 | 274,424 | 402,007 |
| 17:00 - 17:30 | 2,407 | 4,814 | - | - | 2,407 | - | 2,407 | 12,036 | 108,325 | 269,609 | 402,007 |
| 17:30 - 18:00 | 7,222 | 4,814 | 2,407 | - | 2,407 | - | 2,407 | 12,036 | 108,325 | 262,388 | 402,007 |
| 18:00 - 18:30 | 14,443 | 16,851 | 7,222 | 2,407 | - | - | 2,407 | 16,851 | 108,325 | 233,501 | 402,007 |
| 18:30 - 19:00 | 16,851 | 31,294 | 14,443 | - | - | - | 2,407 | 12,036 | 108,325 | 216,650 | 402,007 |
| 19:00 - 19:30 | 9,629 | 31,294 | 19,258 | - | - | - | 2,407 | 16,851 | 108,325 | 214,243 | 402,007 |
| 19:30 - 20:00 | 14,443 | 81,846 | 38,516 | - | - | - | 2,407 | 28,887 | 108,325 | 127,583 | 402,007 |
| 20:00 - 20:30 | 117,954 | 50,552 | 9,629 | 2,407 | - | - | 2,407 | 45,737 | 108,325 | 64,995 | 402,007 |
| 20:30 - 21:00 | 79,439 | 57,773 | - | - | - | - | 2,407 | 55,366 | 108,325 | 98,696 | 402,007 |
| 21:00 - 21:30 | 31,294 | 60,181 | 2,407 | - | - | - | 2,407 | 77,031 | 108,325 | 120,361 | 402,007 |
| 21:30 - 22:00 | 19,258 | 52,959 | 2,407 | - | - | 2,407 | 2,407 | 69,810 | 108,325 | 144,434 | 402,007 |
| 22:00 - 22:30 | 14,443 | 45,737 | 2,407 | - | - | 2,407 | 2,407 | 52,959 | 108,325 | 173,320 | 402,007 |
| 22:30 - 23:00 | 9,629 | 19,258 | - | - | 2,407 | - | 2,407 | 40,923 | 108,325 | 219,058 | 402,007 |
| 23:00 - 23:30 | - | - | - | - | 2,407 | - | - | 21,665 | 108,325 | 269,609 | 402,007 |
| 23:30 - 00:00 | - | - | - | - | - | - | - | 12,036 | 108,325 | 281,646 | 402,007 |

*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 2407 viewers (0.59%) 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).*

*M.FSADNI & Associates*

## TV Audience on <u>SATURDAY</u>

✓ The **most watched timeband** on Saturday is 20:00 – 20:30 **on TVM** (117,391 TV Viewers).

*Research Findings in Detail*

### *Table 15 – Q8 – TV Audience on <u>SATURDAY</u> – by Timeband*
### *(Multiple-Response Q) (n=423,096)*

*<u>NOTE</u>: 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 NEWS+ | F Living | Xejk | TSN 1-8 (Melita / GO) | Foreign station (ANY) | Did not watch any TV on the previous day/ No particular station/ Don't remember | None | Total |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 00:00 - 00:30 | - | - | - | - | - | - | - | - | - | 80,706 | 342,390 | 423,096 |
| 00:30 - 01:00 | - | - | - | - | - | - | - | - | - | 80,706 | 342,390 | 423,096 |
| 01:00 - 01:30 | - | - | - | - | - | - | - | - | - | 80,706 | 342,390 | 423,096 |
| 01:30 - 02:00 | - | - | - | - | - | - | - | - | - | 80,706 | 342,390 | 423,096 |
| 02:00 - 02:30 | - | - | - | - | - | - | - | - | - | 80,706 | 342,390 | 423,096 |
| 02:30 - 03:00 | - | - | - | - | - | - | - | - | - | 80,706 | 342,390 | 423,096 |
| 03:00 - 03:30 | - | - | - | - | - | - | - | - | - | 80,706 | 342,390 | 423,096 |
| 03:30 - 04:00 | - | - | - | - | - | - | - | - | - | 80,706 | 342,390 | 423,096 |
| 04:00 - 04:30 | - | - | - | - | - | - | - | - | - | 80,706 | 342,390 | 423,096 |
| 04:30 - 05:00 | - | - | - | - | - | - | - | - | - | 80,706 | 342,390 | 423,096 |
| 05:00 - 05:30 | - | - | - | - | - | - | - | - | - | 80,706 | 342,390 | 423,096 |
| 05:30 - 06:00 | - | - | - | - | - | - | - | - | - | 80,706 | 342,390 | 423,096 |
| 06:00 - 06:30 | - | - | - | - | - | - | - | - | - | 80,706 | 342,390 | 423,096 |
| 06:30 - 07:00 | - | - | - | - | - | - | - | - | - | 80,706 | 342,390 | 423,096 |
| 07:00 - 07:30 | 2,446 | - | - | - | - | - | - | - | - | 80,706 | 339,944 | 423,096 |
| 07:30 - 08:00 | - | - | - | - | - | - | - | - | - | 80,706 | 342,390 | 423,096 |
| 08:00 - 08:30 | 2,446 | 2,446 | 2,446 | - | - | - | - | - | 4,891 | 80,706 | 330,162 | 423,096 |
| 08:30 - 09:00 | 4,891 | 2,446 | 2,446 | - | - | - | 2,446 | - | 4,891 | 80,706 | 325,270 | 423,096 |
| 09:00 - 09:30 | 2,446 | - | 4,891 | - | - | - | 2,446 | - | 4,891 | 80,706 | 327,716 | 423,096 |
| 09:30 - 10:00 | - | - | 2,446 | - | - | - | 2,446 | - | 9,783 | 80,706 | 327,716 | 423,096 |
| 10:00 - 10:30 | - | - | 2,446 | 4,891 | - | - | 2,446 | - | 17,119 | 80,706 | 315,488 | 423,096 |
| 10:30 - 11:00 | - | - | 2,446 | 2,446 | - | - | 2,446 | - | 9,783 | 80,706 | 325,270 | 423,096 |
| 11:00 - 11:30 | 2,446 | - | 2,446 | 2,446 | 2,446 | - | 2,446 | - | 14,674 | 80,706 | 315,488 | 423,096 |
| 11:30 - 12:00 | 2,446 | - | 2,446 | 4,891 | 2,446 | - | 2,446 | - | 4,891 | 80,706 | 322,825 | 423,096 |
| 12:00 - 12:30 | 12,228 | 4,891 | 4,891 | - | 2,446 | - | - | 2,446 | 2,446 | 80,706 | 313,042 | 423,096 |
| 12:30 - 13:00 | 19,565 | 2,446 | 2,446 | - | - | - | - | 2,446 | 4,891 | 80,706 | 310,596 | 423,096 |
| 13:00 - 13:30 | 26,902 | 4,891 | - | - | - | 2,446 | 2,446 | 2,446 | 7,337 | 80,706 | 295,923 | 423,096 |
| 13:30 - 14:00 | 29,348 | 4,891 | - | - | 2,446 | 2,446 | 2,446 | 9,783 | 7,337 | 80,706 | 283,694 | 423,096 |
| 14:00 - 14:30 | 36,685 | 2,446 | - | - | 2,446 | 2,446 | 2,446 | 7,337 | 22,011 | 80,706 | 266,575 | 423,096 |
| 14:30 - 15:00 | 24,456 | 2,446 | - | - | 2,446 | 2,446 | - | 7,337 | 19,565 | 80,706 | 283,694 | 423,096 |
| 15:00 - 15:30 | 24,456 | 4,891 | 2,446 | - | 2,446 | 2,446 | 4,891 | 12,228 | 9,783 | 80,706 | 278,803 | 423,096 |
| 15:30 - 16:00 | 22,011 | 7,337 | 4,891 | - | 2,446 | - | 4,891 | 7,337 | 9,783 | 80,706 | 283,694 | 423,096 |
| 16:00 - 16:30 | 12,228 | 4,891 | 7,337 | - | 2,446 | - | 4,891 | 2,446 | 19,565 | 80,706 | 288,586 | 423,096 |
| 16:30 - 17:00 | 14,674 | 4,891 | 7,337 | - | 2,446 | - | 2,446 | 2,446 | 22,011 | 80,706 | 286,140 | 423,096 |
| 17:00 - 17:30 | 14,674 | 4,891 | 7,337 | - | 2,446 | - | 2,446 | 9,783 | 9,783 | 80,706 | 291,031 | 423,096 |
| 17:30 - 18:00 | 12,228 | 4,891 | 4,891 | - | 2,446 | - | 2,446 | 12,228 | 7,337 | 80,706 | 295,923 | 423,096 |
| 18:00 - 18:30 | 14,674 | 4,891 | 4,891 | - | - | - | 7,337 | 14,674 | 9,783 | 80,706 | 286,140 | 423,096 |
| 18:30 - 19:00 | 14,674 | - | 7,337 | - | - | - | 7,337 | 12,228 | 19,565 | 80,706 | 281,249 | 423,096 |
| 19:00 - 19:30 | 14,674 | 9,783 | 7,337 | - | - | - | 4,891 | 7,337 | 34,239 | 80,706 | 264,129 | 423,096 |
| 19:30 - 20:00 | 17,119 | 58,695 | 19,565 | - | - | 2,446 | 2,446 | 4,891 | 34,239 | 80,706 | 202,988 | 423,096 |
| 20:00 - 20:30 | 117,391 | 31,793 | 4,891 | - | 4,891 | 2,446 | - | 2,446 | 39,130 | 80,706 | 139,402 | 423,096 |
| 20:30 - 21:00 | 88,043 | 34,239 | 12,228 | - | 4,891 | - | - | 2,446 | 48,913 | 80,706 | 151,630 | 423,096 |
| 21:00 - 21:30 | 68,478 | 36,685 | 19,565 | - | 2,446 | 2,446 | - | 14,674 | 68,478 | 80,706 | 129,619 | 423,096 |
| 21:30 - 22:00 | 56,250 | 31,793 | 17,119 | - | - | 2,446 | 2,446 | 14,674 | 61,141 | 80,706 | 156,521 | 423,096 |
| 22:00 - 22:30 | 22,011 | 26,902 | 7,337 | - | - | 2,446 | - | 14,674 | 41,576 | 80,706 | 227,445 | 423,096 |
| 22:30 - 23:00 | 12,228 | 24,456 | 7,337 | - | - | 2,446 | - | 12,228 | 31,793 | 80,706 | 251,901 | 423,096 |
| 23:00 - 23:30 | - | - | - | - | - | - | - | - | 9,783 | 12,228 | 80,706 | 320,379 | 423,096 |
| 23:30 - 00:00 | - | 2,446 | - | - | - | - | - | - | 7,337 | 80,706 | 332,607 | 423,096 |

*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 2,446 viewers (0.58%) 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).*

**M.FSADNI & Associates**

## TV Audience on <u>SUNDAY</u>

✓ The **most watched timeband** on Sunday is 20:00 – 20:30 **on TVM** (106,412 TV Viewers).

*Research Findings in Detail*

### *Table 16 – Q8 – TV Audience on <u>SUNDAY</u> – by Timeband*
### *(Multiple-Response Q) (n=441,711)*
*<u>NOTE</u>: 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 NEWS+ | F Living | Xejk | iTV | Melita More | Malta Stars (Melita) | GO Stars | TSN 1-8 (Melita / GO) | Cablenet Sports 1 (GO) | Foreign station (ANY) | Did not watch any TV on the previous day/ No particular station / Don't | None | Total |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 00:00 - 00:30 | - | - | - | - | - | - | - | - | - | - | - | - | 2,008 | 86,334 | 353,369 | 441,711 |
| 00:30 - 01:00 | - | - | - | - | - | - | - | - | - | - | - | - | 2,008 | 86,334 | 353,369 | 441,711 |
| 01:00 - 01:30 | - | - | - | - | - | - | - | - | - | - | - | - | - | 86,334 | 355,377 | 441,711 |
| 01:30 - 02:00 | - | - | - | - | - | - | - | - | - | - | - | - | - | 86,334 | 355,377 | 441,711 |
| 02:00 - 02:30 | - | - | - | - | - | - | - | - | - | - | - | - | 2,008 | 86,334 | 353,369 | 441,711 |
| 02:30 - 03:00 | - | - | - | - | - | - | - | - | - | - | - | - | 2,008 | 86,334 | 353,369 | 441,711 |
| 03:00 - 03:30 | - | - | - | - | - | - | - | - | - | - | - | - | - | 86,334 | 355,377 | 441,711 |
| 03:30 - 04:00 | - | - | - | - | - | - | - | - | - | - | - | - | - | 86,334 | 355,377 | 441,711 |
| 04:00 - 04:30 | - | - | - | - | - | - | - | - | - | - | - | - | - | 86,334 | 355,377 | 441,711 |
| 04:30 - 05:00 | - | - | - | - | - | - | - | - | - | - | - | - | - | 86,334 | 355,377 | 441,711 |
| 05:00 - 05:30 | - | - | - | - | - | - | - | - | - | - | - | - | - | 86,334 | 355,377 | 441,711 |
| 05:30 - 06:00 | - | - | - | - | - | - | - | - | - | - | - | - | - | 86,334 | 355,377 | 441,711 |
| 06:00 - 06:30 | - | - | - | - | - | - | - | - | - | - | - | - | - | 86,334 | 355,377 | 441,711 |
| 06:30 - 07:00 | - | 2,008 | - | - | - | - | - | - | - | - | - | - | - | 86,334 | 353,369 | 441,711 |
| 07:00 - 07:30 | - | - | - | - | - | - | - | - | - | - | - | - | 2,008 | 86,334 | 353,369 | 441,711 |
| 07:30 - 08:00 | - | 2,008 | - | - | - | - | - | - | - | - | - | - | 2,008 | 86,334 | 351,361 | 441,711 |
| 08:00 - 08:30 | - | 6,023 | - | - | - | - | - | - | - | - | - | - | 2,008 | 86,334 | 347,345 | 441,711 |
| 08:30 - 09:00 | - | 6,023 | - | - | - | - | - | - | - | - | - | - | 4,016 | 86,334 | 345,338 | 441,711 |
| 09:00 - 09:30 | 2,008 | 8,031 | 2,008 | - | - | - | - | - | - | - | - | - | 10,039 | 86,334 | 333,291 | 441,711 |
| 09:30 - 10:00 | 6,023 | 6,023 | 2,008 | - | - | - | - | - | - | - | - | - | 10,039 | 86,334 | 331,283 | 441,711 |
| 10:00 - 10:30 | 4,016 | 6,023 | 4,016 | - | - | - | - | - | - | - | - | - | 10,039 | 86,334 | 331,283 | 441,711 |
| 10:30 - 11:00 | 2,008 | 4,016 | 4,016 | - | - | - | - | - | - | 2,008 | - | - | 10,039 | 86,334 | 333,291 | 441,711 |
| 11:00 - 11:30 | 4,016 | 4,016 | 6,023 | - | - | 2,008 | - | - | - | - | - | - | 12,047 | 86,334 | 327,268 | 441,711 |
| 11:30 - 12:00 | 2,008 | 4,016 | 4,016 | - | - | 2,008 | - | - | - | - | - | - | 18,070 | 86,334 | 325,260 | 441,711 |
| 12:00 - 12:30 | 26,101 | 6,023 | 2,008 | 4,016 | - | 2,008 | - | - | - | - | - | - | 30,117 | 86,334 | 285,104 | 441,711 |
| 12:30 - 13:00 | 16,062 | 4,016 | 4,016 | - | - | 2,008 | - | - | - | - | 2,008 | - | 26,101 | 86,334 | 301,167 | 441,711 |
| 13:00 - 13:30 | 16,062 | 4,016 | 2,008 | 2,008 | 2,008 | - | - | - | - | - | 6,023 | - | 22,086 | 86,334 | 301,167 | 441,711 |
| 13:30 - 14:00 | 16,062 | 4,016 | - | 2,008 | 4,016 | - | - | 2,008 | - | - | 4,016 | - | 24,093 | 86,334 | 299,159 | 441,711 |
| 14:00 - 14:30 | 18,070 | 4,016 | - | 2,008 | 6,023 | - | 2,008 | 2,008 | - | - | 4,016 | - | 32,124 | 86,334 | 285,104 | 441,711 |
| 14:30 - 15:00 | 10,039 | 4,016 | 2,008 | 2,008 | 8,031 | - | 2,008 | - | - | 2,008 | 4,016 | - | 26,101 | 86,334 | 295,143 | 441,711 |
| 15:00 - 15:30 | 6,023 | 2,008 | - | 2,008 | 6,023 | - | 2,008 | - | - | 2,008 | 12,047 | - | 34,132 | 86,334 | 289,120 | 441,711 |
| 15:30 - 16:00 | 2,008 | 2,008 | 2,008 | - | 6,023 | - | - | - | - | - | 10,039 | - | 30,117 | 86,334 | 303,174 | 441,711 |
| 16:00 - 16:30 | 2,008 | 2,008 | 2,008 | - | 2,008 | - | - | - | - | - | 14,054 | - | 22,086 | 86,334 | 311,205 | 441,711 |
| 16:30 - 17:00 | 2,008 | 2,008 | 4,016 | - | 4,016 | - | - | - | - | - | 14,054 | - | 20,078 | 86,334 | 309,198 | 441,711 |
| 17:00 - 17:30 | - | 2,008 | 6,023 | - | 2,008 | - | - | - | - | - | 22,086 | - | 28,109 | 86,334 | 295,143 | 441,711 |
| 17:30 - 18:00 | - | 4,016 | 6,023 | 2,008 | - | - | - | - | - | - | 20,078 | - | 30,117 | 86,334 | 293,135 | 441,711 |
| 18:00 - 18:30 | 8,031 | 4,016 | 8,031 | 2,008 | - | - | - | - | - | - | 22,086 | 2,008 | 22,086 | 86,334 | 287,112 | 441,711 |
| 18:30 - 19:00 | 10,039 | 6,023 | 4,016 | - | - | - | - | - | - | - | 20,078 | - | 22,086 | 86,334 | 293,135 | 441,711 |
| 19:00 - 19:30 | 14,054 | 8,031 | 8,031 | - | - | - | - | - | - | - | 14,054 | - | 32,124 | 86,334 | 279,081 | 441,711 |
| 19:30 - 20:00 | 16,062 | 36,140 | 28,109 | - | - | - | - | - | - | - | 14,054 | - | 32,124 | 86,334 | 228,887 | 441,711 |
| 20:00 - 20:30 | 106,412 | 12,047 | 8,031 | 18,070 | - | - | - | - | - | - | 14,054 | 2,008 | 52,202 | 86,334 | 142,552 | 441,711 |
| 20:30 - 21:00 | 102,397 | 10,039 | 6,023 | 6,023 | - | - | - | - | - | - | 18,070 | - | 54,210 | 86,334 | 158,614 | 441,711 |
| 21:00 - 21:30 | 104,404 | 8,031 | - | 2,008 | - | 2,008 | - | - | 2,008 | - | 22,086 | - | 78,303 | 86,334 | 136,529 | 441,711 |
| 21:30 - 22:00 | 96,373 | 4,016 | - | 2,008 | 2,008 | - | - | - | - | - | 20,078 | - | 68,264 | 86,334 | 162,630 | 441,711 |
| 22:00 - 22:30 | 84,327 | 4,016 | - | 2,008 | - | - | - | - | - | - | 20,078 | - | 66,257 | 86,334 | 178,692 | 441,711 |
| 22:30 - 23:00 | 70,272 | 2,008 | - | 2,008 | - | - | - | - | - | - | 16,062 | - | 42,163 | 86,334 | 222,863 | 441,711 |
| 23:00 - 23:30 | 12,047 | - | - | - | - | - | - | - | - | - | 6,023 | - | 18,070 | 86,334 | 319,237 | 441,711 |
| 23:30 - 00:00 | - | - | - | - | - | - | - | - | - | - | 4,016 | - | 12,047 | 86,334 | 339,314 | 441,711 |

**<u>Note I</u>**: *TV stations not featured in the Table above have a TV viewership of less than 0.2% between Monday and Sunday.*
**<u>Note II</u>**: *Timebands featuring a 'nil' viewership in the Table above have a TV viewership of less than 2,008 viewers (0.45%) on Sunday.*
**<u>Note III</u>**: *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).*

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## 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.

✓ Except for Friday, the highest population daily average audience share was obtained **by TVM,** attaining a daily average TV viewership ranging between 9729 – 15,811, Monday to Sunday. This is equivalent to a percentage average daily TV viewership between 29% - 31.7% (Monday to Sunday).  On Friday, the highest population daily average audience share of 11,685 (32.4%) was obtained **by ONE.**

✓ The second highest population daily average audience share was obtained **by ONE** (except for Friday), ranging between 3,806-6,675 (7.6% -16.3%); though on Sunday, the **TSN1-8 stations** ranked second with an average audience share of 6,316 (12.6%).

✓ **NET TV** ranked third with a population daily average audience share of 2,056-3,567 (4.8%-9.3%).

*Tables below illustrate details on the above research findings.*

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

| Weekday | TVM | ONE | NET TV | Smash | TVM NEWS+ | F Living | Xejk | iTV | Parliament TV | Melita More | Malta Stars (Melita) | GO Stars | TSN 1-8 (Melita / GO) | Cablenet Sports 1 (GO) | Cablenet Sports 2 (G0) | Other Maltese Station | Foreign station (ANY) | Total |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Monday | 9729 | 4263 | 3109 | 150 | 251 | 903 | 251 | 0 | 652 | 100 | 0 | 0 | 2307 | 0 | 0 | 0 | 11836 | 33551 |
| Tuesday | 12496 | 3890 | 2139 | 292 | 49 | 1410 | 1070 | 0 | 0 | 535 | 0 | 194 | 1945 | 0 | 0 | 0 | 9482 | 33501 |
| Wednesday | 7733 | 5089 | 2744 | 50 | 649 | 499 | 649 | 100 | 399 | 0 | 200 | 50 | 1347 | 0 | 0 | 0 | 11774 | 31281 |
| Thursday | 8381 | 5674 | 2343 | 104 | 1197 | 1874 | 469 | 0 | 0 | 0 | 0 | 364 | 1770 | 0 | 0 | 0 | 17804 | 39981 |
| Friday | 8375 | 11685 | 2056 | 0 | 100 | 1906 | 0 | 0 | 0 | 0 | 0 | 100 | 602 | 0 | 0 | 0 | 11284 | 36108 |
| Saturday | 14419 | 6675 | 3567 | 306 | 866 | 560 | 1478 | 0 | 0 | 0 | 0 | 0 | 3923 | 0 | 0 | 0 | 12942 | 44735 |
| Sunday | 15811 | 3806 | 2384 | 0 | 1046 | 878 | 209 | 125 | 0 | 84 | 42 | 125 | 6316 | 84 | 0 | 0 | 19032 | 49943 |

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

| Weekday | TVM | ONE | NET TV | Smash | TVM NEWS+ | F Living | Xejk | iTV | Parliament TV | Melita More | Malta Stars (Melita) | GO Stars | TSN 1-8 (Melita / GO) | Cablenet Sports 1 (GO) | Cablenet Sports 2 (G0) | Other Maltese Station | Foreign station (ANY) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Monday | 29.0% | 12.7% | 9.3% | 0.4% | 0.7% | 2.7% | 0.7% | 0.0% | 1.9% | 0.3% | 0.0% | 0.0% | 6.9% | 0.0% | 0.0% | 0.0% | 35.3% |
| Tuesday | 37.3% | 11.6% | 6.4% | 0.9% | 0.1% | 4.2% | 3.2% | 0.0% | 0.0% | 1.6% | 0.0% | 0.6% | 5.8% | 0.0% | 0.0% | 0.0% | 28.3% |
| Wednesday | 24.7% | 16.3% | 8.8% | 0.2% | 2.1% | 1.6% | 2.1% | 0.3% | 1.3% | 0.0% | 0.6% | 0.2% | 4.3% | 0.0% | 0.0% | 0.0% | 37.6% |
| Thursday | 21.0% | 14.2% | 5.9% | 0.3% | 3.0% | 4.7% | 1.2% | 0.0% | 0.0% | 0.0% | 0.0% | 0.9% | 4.4% | 0.0% | 0.0% | 0.0% | 44.5% |
| Friday | 23.2% | 32.4% | 5.7% | 0.0% | 0.3% | 5.3% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.3% | 1.7% | 0.0% | 0.0% | 0.0% | 31.3% |
| Saturday | 32.2% | 14.9% | 8.0% | 0.7% | 1.9% | 1.3% | 3.3% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 8.8% | 0.0% | 0.0% | 0.0% | 28.9% |
| Sunday | 31.7% | 7.6% | 4.8% | 0.0% | 2.1% | 1.8% | 0.4% | 0.3% | 0.0% | 0.2% | 0.1% | 0.3% | 12.6% | 0.2% | 0.0% | 0.0% | 38.1% |

***Note I:*** *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.*

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

✓ Some 80% (1,517 respondents) of all 1,904 TV Viewers **did not watch any local TV programmes on demand/catch-up** in the previous 7 days.

✓ 19.3% (367 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.

✓ 20% (73 respondents) watched **XFactor** and 19.2% (70 respondents) watched **Noli,** both programmes aired on TVM.

*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=1904)*

| Counts Break % Respondents | Total | Age Bracket | | | | | | | Gender | |
|---|---|---|---|---|---|---|---|---|---|---|
| | | 12-20 | 21-30 | 31-40 | 41-50 | 51-60 | 61-70 | 71+ | Male | Female |
| **TOTAL** | 1904 | 135 | 253 | 295 | 288 | 324 | 317 | 292 | 964 | 940 |
| **Yes** | 367 19.3% | 31 22.7% | 93 37.0% | 61 20.7% | 78 27.1% | 57 17.5% | 34 10.6% | 14 4.7% | 178 18.4% | 190 20.2% |
| **No** | 1517 79.7% | 98 72.7% | 158 62.4% | 231 78.2% | 208 72.3% | 265 81.6% | 282 88.9% | 276 94.2% | 779 80.8% | 738 78.5% |
| **I don't remember** | 20 1.0% | 6 4.5% | 2 0.6% | 3 1.0% | 2 0.5% | 3 0.9% | 2 0.5% | 3 1.0% | 8 0.8% | 12 1.3% |

**Table 17.2 – Q9 – Local programmes watched on demand/catch-up in the previous 7 days – by Age & Gender (Multiple-Response Q) (n=367)**

<u>NOTE</u>: 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 367.

| Counts Break % Respondents | Total | Age | | | | | | | Gender | |
|---|---|---|---|---|---|---|---|---|---|---|
| | | 12-20 | 21-30 | 31-40 | 41-50 | 51-60 | 61-70 | 71+ | Male | Female |
| **TOTAL** | 367 | 31 | 93 | 61 | 78 | 57 | 34 | 14 | 178 | 190 |
| XFactor | 73 20.0% | 14 45.0% | 41 44.3% | 8 12.5% | 9 11.8% | - | 2 4.5% | - | 21 12.1% | 52 27.4% |
| Noli | 70 19.2% | 8 25.0% | 15 16.4% | 18 30.0% | 15 19.6% | 14 24.3% | - | - | 28 15.5% | 43 22.6% |
| Ulied il-Lejl | 41 11.3% | - | 5 4.9% | 6 10.0% | 21 27.5% | 8 13.5% | 2 4.5% | - | 20 11.2% | 21 11.3% |
| Nostalgija | 38 10.4% | 2 5.0% | 6 6.6% | 9 15.0% | 8 9.8% | 11 18.9% | 2 4.5% | 2 11.1% | 15 8.6% | 23 12.1% |
| Sorelle | 34 9.2% | 2 5.0% | 2 1.6% | 6 10.0% | 12 15.7% | 8 13.5% | 5 13.6% | - | 9 5.2% | 24 12.9% |
| News Bulletin - TVM | 28 7.5% | - | 2 1.6% | 5 7.5% | 6 7.8% | 6 10.8% | 8 22.7% | 2 11.1% | 15 8.6% | 12 6.5% |
| Min Imissu | 21 5.8% | 2 5.0% | 12 13.1% | 3 5.0% | 5 5.9% | - | - | - | 8 4.3% | 14 7.3% |
| Don't Remember | 18 5.0% | 2 5.0% | 3 3.3% | 5 7.5% | 3 3.9% | 2 2.7% | 2 4.5% | 3 22.2% | 12 6.9% | 6 3.2% |
| Ninvestigaw x'qed nieklu | 15 4.2% | - | 5 4.9% | 5 7.5% | 2 2.0% | 2 2.7% | - | 3 22.2% | 6 3.4% | 9 4.8% |
| News Bulletin – NET | 14 3.8% | - | - | 3 5.0% | 5 5.9% | 2 2.7% | 3 9.1% | 2 11.1% | 9 5.2% | 5 2.4% |
| Il-Quddiesa | 11 2.9% | - | 2 1.6% | - | 3 3.9% | 3 5.4% | 2 4.5% | 2 11.1% | 6 3.4% | 5 2.4% |
| Awla | 8 2.1% | - | - | 2 2.5% | 2 2.0% | 3 5.4% | 2 4.5% | - | 3 1.7% | 5 2.4% |
| Pjazza | 8 2.1% | - | - | - | 5 5.9% | 3 5.4% | - | - | 5 2.6% | 3 1.6% |
| Mustaccuni | 8 2.1% | - | 5 4.9% | 3 5.0% | - | - | - | - | 2 0.9% | 6 3.2% |
| Football match (various) | 8 2.1% | 3 10.0% | 3 3.3% | - | - | - | 2 4.5% | - | 6 3.4% | 2 0.8% |
| News Bulletin - ONE | 6 1.7% | - | - | 3 5.0% | 2 2.0% | 2 2.7% | - | - | 5 2.6% | 2 0.8% |
| Xtra | 6 1.7% | - | 3 3.3% | - | 2 2.0% | - | - | 2 11.1% | 6 3.4% | - |
| U Ejja!! | 6 1.7% | - | 2 1.6% | - | 3 3.9% | 2 2.7% | - | - | 3 1.7% | 3 1.6% |
| Niskata | 5 1.3% | - | - | - | 2 2.0% | 3 5.4% | - | - | 3 1.7% | 2 0.8% |
| Replay | 5 1.3% | - | 5 4.9% | - | - | - | - | - | 5 2.6% | - |
| Sibtek | 5 1.3% | - | 2 1.6% | 3 5.0% | - | - | - | - | 3 1.7% | 2 0.8% |
| Aroma Kitchen | 5 1.3% | - | 2 1.6% | 2 2.5% | - | 2 2.7% | - | - | 2 0.9% | 3 1.6% |

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| | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| **TVAM** | **3**<br>**0.8%** | -<br>- | -<br>- | 2<br>2.5% | 2<br>2.0% | -<br>- | -<br>- | -<br>- | 3<br>1.7% | -<br>- |
| **Espresso** | **3**<br>**0.8%** | -<br>- | -<br>- | -<br>- | -<br>- | 2<br>2.7% | 2<br>4.5% | -<br>- | 3<br>1.7% | -<br>- |
| **Ritratti** | **3**<br>**0.8%** | -<br>- | -<br>- | -<br>- | 2<br>2.0% | -<br>- | 2<br>4.5% | -<br>- | 3<br>1.7% | -<br>- |
| **Arani Issa** | **3**<br>**0.8%** | 2<br>5.0% | -<br>- | -<br>- | 2<br>2.0% | -<br>- | -<br>- | -<br>- | 2<br>0.9% | 2<br>0.8% |
| **Tuna Cans Ha Nghidu Storja** | **3**<br>**0.8%** | -<br>- | 3<br>3.3% | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | 3<br>1.7% | -<br>- |
| **Family Affair** | **3**<br>**0.8%** | 2<br>5.0% | -<br>- | -<br>- | -<br>- | -<br>- | 2<br>4.5% | -<br>- | -<br>- | 3<br>1.6% |
| **Net Live** | **3**<br>**0.8%** | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | 2<br>4.5% | 2<br>11.1% | 3<br>1.7% | -<br>- |
| **L-Argument** | **3**<br>**0.8%** | -<br>- | 3<br>3.3% | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | 3<br>1.7% | -<br>- |
| **Fuq it-taraġ taz-zuntier** | **2**<br>**0.4%** | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | 2<br>11.1% | -<br>- | 2<br>0.8% |
| **Gadgets** | **2**<br>**0.4%** | -<br>- | 2<br>1.6% | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | 2<br>0.9% | -<br>- |
| **Illum ma' Steph** | **2**<br>**0.4%** | -<br>- | -<br>- | 2<br>2.5% | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | 2<br>0.8% |
| **Insights** | **2**<br>**0.4%** | -<br>- | -<br>- | 2<br>2.5% | -<br>- | -<br>- | -<br>- | -<br>- | 2<br>0.9% | -<br>- |
| **Kalamita** | **2**<br>**0.4%** | -<br>- | -<br>- | -<br>- | 2<br>2.0% | -<br>- | -<br>- | -<br>- | 2<br>0.9% | -<br>- |
| **Mohhok Hemm** | **2**<br>**0.4%** | -<br>- | -<br>- | -<br>- | -<br>- | 2<br>2.7% | -<br>- | -<br>- | 2<br>0.9% | -<br>- |
| **Paper Scan** | **2**<br>**0.4%** | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | 2<br>4.5% | -<br>- | 2<br>0.9% | -<br>- |
| **Polis** | **2**<br>**0.4%** | -<br>- | -<br>- | 2<br>2.5% | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | 2<br>0.8% |
| **Topik** | **2**<br>**0.4%** | -<br>- | -<br>- | -<br>- | -<br>- | 2<br>2.7% | -<br>- | -<br>- | -<br>- | 2<br>0.8% |
| **The Entertainers** | **2**<br>**0.4%** | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | 2<br>11.1% | -<br>- | 2<br>0.8% |
| **Ghidli Storja** | **2**<br>**0.4%** | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | 2<br>4.5% | -<br>- | -<br>- | 2<br>0.8% |
| **Nisfidak** | **2**<br>**0.4%** | 2<br>5.0% | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | 2<br>0.9% | -<br>- |
| **Rosary** | **2**<br>**0.4%** | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | 2<br>11.1% | 2<br>0.9% | -<br>- |
| **Nota f'Nota** | **2**<br>**0.4%** | -<br>- | -<br>- | 2<br>2.5% | -<br>- | -<br>- | -<br>- | -<br>- | 2<br>0.9% | -<br>- |
| **Dak Li Jghodd** | **2**<br>**0.4%** | -<br>- | -<br>- | -<br>- | 2<br>2.0% | -<br>- | -<br>- | -<br>- | -<br>- | 2<br>0.8% |
| **Il-Parlament Tal-Poplu** | **2**<br>**0.4%** | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | 2<br>11.1% | -<br>- | 2<br>0.8% |
| **Gourmet Challenge** | **2**<br>**0.4%** | 2<br>5.0% | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | 2<br>0.9% | -<br>- |

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|---|---|---|---|---|---|---|---|---|---|---|
| **Etimologija** | **2**<br>**0.4%** | -<br>- | 2<br>1.6% | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | 2<br>0.8% |
| **Familja Wahda** | **2**<br>**0.4%** | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | 2<br>4.5% | -<br>- | -<br>- | 2<br>0.8% |
| **Mhux Kemm Taf** | **2**<br>**0.4%** | 2<br>5.0% | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | -<br>- | 2<br>0.9% | -<br>- |
| **Ghawdex Illum** | **2**<br>**0.4%** | -<br>- | -<br>- | -<br>- | -<br>- | 2<br>2.7% | -<br>- | -<br>- | 2<br>0.9% | -<br>- |
| **Paq Paq** | **2**<br>**0.4%** | -<br>- | -<br>- | -<br>- | 2<br>2.0% | -<br>- | -<br>- | -<br>- | 2<br>0.9% | -<br>- |
| **Malta Lil Hinn Minnha** | **2**<br>**0.4%** | -<br>- | -<br>- | -<br>- | -<br>- | 2<br>2.7% | -<br>- | -<br>- | 2<br>0.9% | -<br>- |

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## 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.

✓ 86.1% (1639 respondents) of all 1904 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.

✓ 12.5% (239 respondents) make use of '**IPTV**' as one of the reception services, whilst 8% (150 respondents) use the '**Android Box**'.

✓ 0.8% (15 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=1904)*
*<u>NOTE</u>: 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** | 1904 | 135 | 253 | 295 | 288 | 324 | 317 | 292 | 964 | 940 |
| **Paid subscription** | 1639 86.1% | 107 79.5% | 190 75.2% | 234 79.3% | 254 88.3% | 291 89.6% | 297 93.7% | 266 91.1% | 823 85.4% | 816 86.8% |
| **IPTV** | 239 12.5% | 17 12.5% | 57 22.4% | 72 24.4% | 31 10.6% | 35 10.8% | 18 5.8% | 9 3.1% | 122 12.7% | 116 12.4% |
| **Android box** | 150 7.9% | 14 10.2% | 35 13.9% | 32 10.9% | 23 8.0% | 20 6.1% | 14 4.3% | 12 4.2% | 83 8.6% | 67 7.2% |
| **Other (Streaming on laptop/PC/tablet/mobile)** | 101 5.3% | 17 12.5% | 21 8.5% | 26 8.8% | 20 6.9% | 14 4.2% | 3 1.0% | - - | 57 5.9% | 44 4.7% |
| **Satellite** | 77 4.0% | 5 3.4% | 14 5.5% | 23 7.8% | 11 3.7% | 8 2.4% | 6 1.9% | 11 3.7% | 40 4.1% | 37 3.9% |
| **Don't know** | 29 1.5% | 5 3.4% | 2 0.6% | - - | 3 1.1% | 3 0.9% | 5 1.4% | 12 4.2% | 14 1.4% | 15 1.6% |
| **Free-to-air** | 15 0.8% | - - | 2 0.6% | 8 2.6% | - - | 3 0.9% | 2 0.5% | 2 0.5% | 12 1.3% | 3 0.3% |

## 8.12  TV Viewers' Suggestions on Improving Local TV – [Q10A]

In addition to previous data which the Broadcasting Authority gathered, in this particular survey the Authority wanted to capture suggestions of how to improve local TV and radio programming.

The TV Viewer respondents were asked to make suggestions on how local TV may be improved. Most respondents gave a 'no suggestions/don't know' response, however the salient recommendations proposed comprise the following:

| *TV Viewers' Suggestions on Improving Local TV* |
|---|
| **12-20** <br><br> ♦ More & improved quality drama (in Maltese) <br> ♦ Less commercial adverts <br> ♦ Less politics/ less political programmes <br> ♦ Remove political stations <br> ♦ More quiz shows <br> ♦ More cultural programmes <br> ♦ More documentary programmes <br> ♦ More sports programmes/stations <br><br> **21-30** <br><br> ♦ More comedy <br> ♦ More series <br> ♦ Better actors <br> ♦ Less commercial adverts <br> ♦ More improved quality drama <br> ♦ More recent films/TV series/foreign productions <br> ♦ More children's programmes in Maltese <br> ♦ More sports programmes/ football matches <br> ♦ Less programme repeats <br> ♦ Less political programmes <br> ♦ Less political bias <br> ♦ Better variety/entertainment shows <br> ♦ Provide English subtitles <br> ♦ More educational programmes <br> ♦ More investigative journalism |

**31-40**

- More drama
- Less commercial adverts
- More recent films/TV series/foreign productions
- More/better variety/entertainment shows
- Improve programme quality
- More & better quality drama (in Maltese)
- Less programme repeats
- More children's programmes in Maltese
- More educational documentaries
- Less political programmes
- Less political bias
- Better quality drama
- More comedy/lighter drama
- More cooking programmes

**41-50**

- Less political programmes
- Less political bias
- Improve programme quality
- More recent films/TV series/foreign productions
- More beauty/fashion/cooking programmes
- More educational documentaries /programmes
- Less commercial adverts
- More sports programmes
- More comedy
- More light/child-friendly drama
- More drama
- Better quality drama
- More & better quality drama (in Maltese)
- More interesting quiz shows

**51-60**

- Less political programmes
- Less political bias
- More balanced news bulletins
- More health/beauty programmes
- More comedy
- More educational documentaries /programmes
- More sports programmes
- More recent films/TV series/foreign productions

47

- More quiz shows
- More light/child-friendly drama
- Better variety/entertainment shows
- Less commercial adverts
- Better & more informative discussion programmes
- Improve programme quality
- More & better quality drama (in Maltese)

### 61-70

- More recent films/TV series/foreign productions
- More educational documentaries /programmes
- Less political programmes
- Less political bias
- More balanced news bulletins
- More health/beauty programmes
- More sports programmes
- Better variety/entertainment shows
- More comedy
- More light/child-friendly drama
- Less commercial adverts
- Improve programme quality
- Better & more informative discussion programmes talk shows
- Less programme repeats
- More quiz shows
- More & better quality drama (in Maltese)

### 71+

- Less political programmes
- Less political bias
- More balanced news bulletins
- More comedy
- More light/child-friendly drama
- Less violence in drama
- Less commercial adverts
- More recent films/TV series/foreign productions
- More educational documentaries /programmes
- More quiz shows
- The recital of the Rosary to be reinstated after Mass
- Better & more informative discussion programmes/talk shows

*M.FSADNI & Associates*

## 9. RADIO LISTENERSHIP – FINDINGS

### 9.1 Introduction

- ✓ **Just over half of Maltese residents are radio listeners** (54.4% - 1143 respondents); the finding observed across all age cohorts.

- ✓ The most followed local radio station is **Bay** (17.7%), followed by **ONE radio** (15.6%), **Calypso Radio 101.8FM** (12.5%) and **Vibe HD** (9.2%).

*Research Findings in Detail*

**Tables below illustrate details on the above research findings.**

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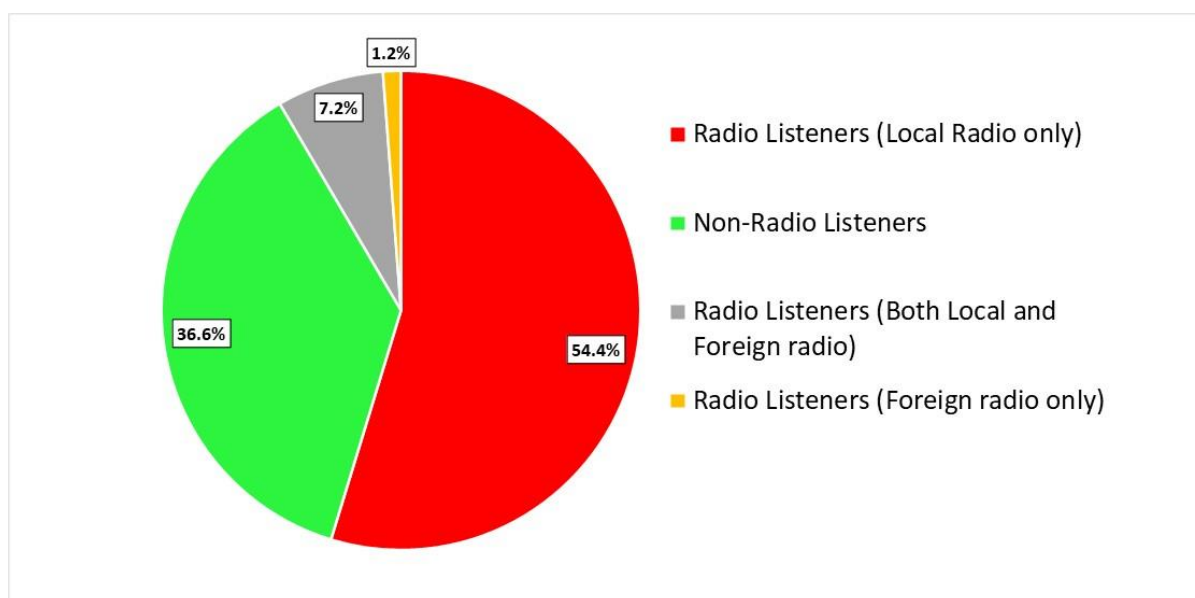


*Table 19 – Q11A. Radio listeners/non listeners – by Age & Gender (N=2100)*

| Counts Break % Respondents | Total | Age | | | | | | | Gender | |
|---|---|---|---|---|---|---|---|---|---|---|
| | | 12-20 | 21-30 | 31-40 | 41-50 | 51-60 | 61-70 | 71+ | Male | Female |
| **TOTAL** | 2100 | 164 | 306 | 341 | 311 | 351 | 326 | 302 | 1082 | 1018 |
| **Local radio only** | 1143 54.4% | 77 46.7% | 174 57.0% | 191 56.1% | 182 58.6% | 178 50.7% | 176 54.0% | 165 54.8% | 591 54.6% | 553 54.3% |
| **I do not listen to ANY radio** | 778 37.0% | 73 44.9% | 98 32.0% | 116 34.1% | 92 29.6% | 152 43.2% | 129 39.4% | 118 39.1% | 381 35.2% | 396 38.9% |
| **Both local and foreign radio** | 152 7.2% | 9 5.6% | 29 9.5% | 23 6.7% | 32 10.3% | 18 5.2% | 21 6.6% | 18 6.1% | 99 9.2% | 52 5.1% |
| **Foreign radio only** | 26 1.2% | 5 2.8% | 3 1.0% | 11 3.1% | 5 1.5% | 3 0.9% | - - | - - | 11 1.0% | 15 1.5% |
| **No Reply** | 2 0.1% | - - | 2 0.5% | - - | - - | - - | - - | - - | - - | 2 0.2% |

### Exhibit 4 – Q14 – Most followed Radio stations (Aggregate)
### (Multiple-Response Q) (n=1321)

<u>*NOTE I*</u>*: 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)*
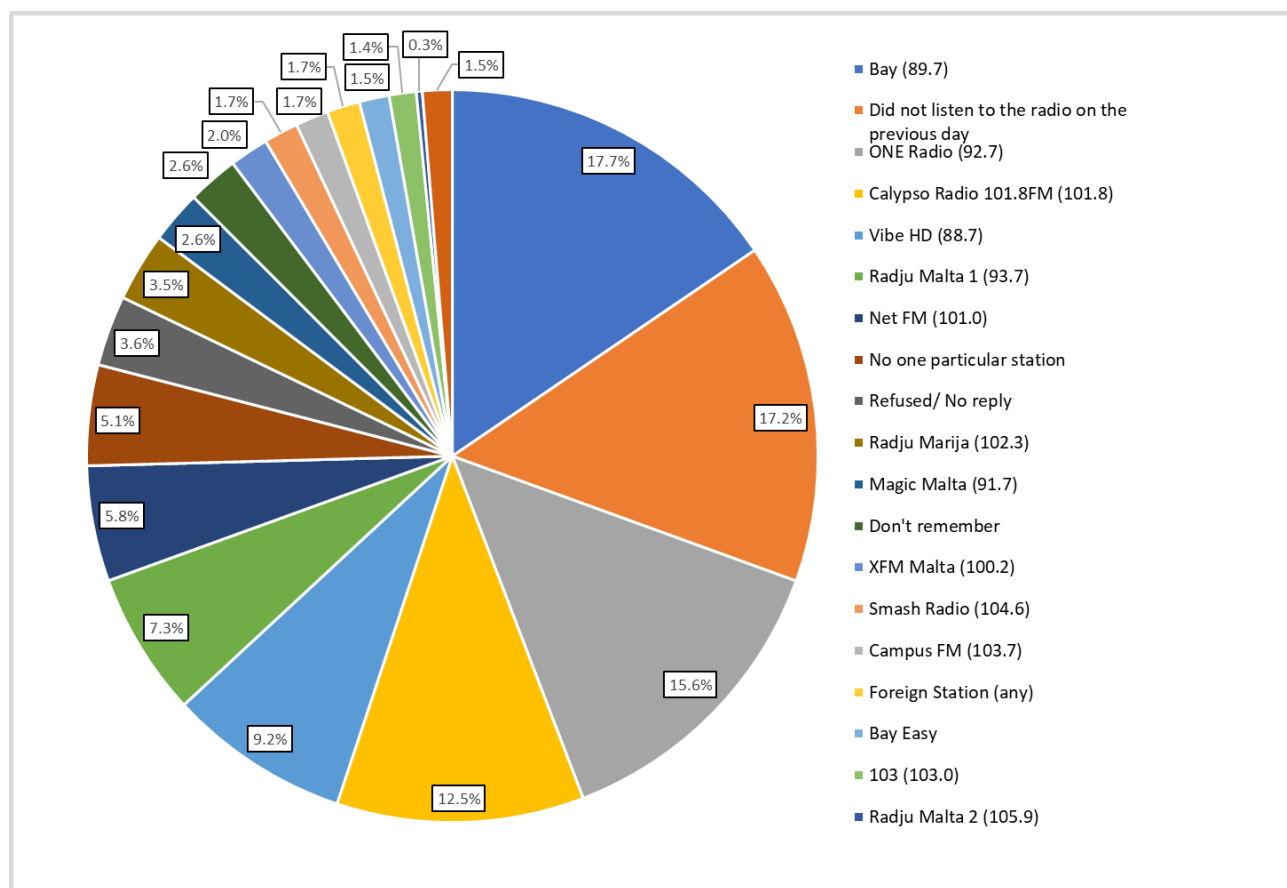
This Section gives details on the radio listenership of the 1295 individuals who listen to local/ foreign radio stations, more specifically on:

[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 1295.

✓ 1 in 3 local radio listeners (29% - 377 respondents), (29% - 375 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.

✓ 17.3% (223 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=1295)*

| Counts Break % Respondents | Total | Age | | | | | | | Gender | |
|---|---|---|---|---|---|---|---|---|---|---|
| | | 12-20 | 21-30 | 31-40 | 41-50 | 51-60 | 61-70 | 71+ | Male | Female |
| **TOTAL** | 1295 | 86 | 204 | 214 | 214 | 196 | 197 | 184 | 690 | 605 |
| None | 8 0.6% | - - | 2 0.8% | 2 0.7% | 2 0.7% | 2 0.8% | - - | 2 0.8% | 3 0.4% | 5 0.8% |
| < 1 hr a day | 377 29.1% | 51 58.9% | 95 46.6% | 95 44.3% | 78 36.4% | 32 16.4% | 12 6.2% | 14 7.5% | 205 29.7% | 171 28.4% |
| 1-2 hrs a day | 375 29.0% | 28 32.1% | 93 45.9% | 61 28.6% | 57 26.4% | 49 25.0% | 55 27.9% | 32 17.5% | 214 31.0% | 161 26.6% |
| 3-4 hrs a day | 223 17.3% | 2 1.8% | 3 1.5% | 31 14.3% | 24 11.4% | 60 30.5% | 44 22.5% | 60 32.5% | 115 16.6% | 109 18.0% |
| 5-6 hrs a day | 99 7.7% | - - | 3 1.5% | 6 2.9% | 8 3.6% | 24 12.5% | 32 16.3% | 26 14.2% | 49 7.1% | 51 8.4% |
| 6+ hrs a day | 124 9.6% | 3 3.6% | 5 2.3% | 9 4.3% | 26 12.1% | 21 10.9% | 29 14.7% | 31 16.7% | 61 8.9% | 63 10.4% |
| Not always the same | 89 6.9% | 3 3.6% | 3 1.5% | 11 5.0% | 20 9.3% | 8 3.9% | 24 12.4% | 20 10.8% | 43 6.2% | 46 7.6% |

## 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 1295.

&#10003; 6.7% (87 respondents) of all local radio listeners **do not listen to any radio during the weekend**.

&#10003; Almost 1 in 3 local radio listeners (28.4% - 367 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.

&#10003; 1 in 5 local radio listeners (24.7% - 320 respondents) listen to **1 – 2 hours per day** of local radio in the weekend.

&#10003; Another 16.4% (213 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=1295)

| Counts Break % Respondents | Total | Age | | | | | | | Gender | |
|---|---|---|---|---|---|---|---|---|---|---|
| | | 12-20 | 21-30 | 31-40 | 41-50 | 51-60 | 61-70 | 71+ | Male | Female |
| **TOTAL** | 1295 | 86 | 204 | 214 | 214 | 196 | 197 | 184 | 690 | 605 |
| **None** | 87 6.7% | 5 5.4% | 24 12.0% | 18 8.6% | 18 8.6% | 11 5.5% | 8 3.9% | 3 1.7% | 44 6.4% | 43 7.1% |
| **< 1 hr a day** | 367 28.4% | 52 60.7% | 95 46.6% | 84 39.3% | 70 32.9% | 38 19.5% | 15 7.8% | 12 6.7% | 197 28.6% | 170 28.1% |
| **1-2 hrs a day** | 320 24.7% | 21 25.0% | 66 32.3% | 58 27.1% | 52 24.3% | 37 18.8% | 51 25.6% | 35 19.2% | 194 28.2% | 126 20.8% |
| **3-4 hrs a day** | 213 16.4% | - - | 8 3.8% | 29 13.6% | 24 11.4% | 58 29.7% | 38 19.4% | 55 30.0% | 101 14.6% | 112 18.5% |
| **5-6 hrs a day** | 87 6.7% | - - | 2 0.8% | 5 2.1% | 6 2.9% | 20 10.2% | 32 16.3% | 23 12.5% | 41 6.0% | 46 7.6% |
| **6+ hrs a day** | 124 9.6% | 3 3.6% | 5 2.3% | 9 4.3% | 23 10.7% | 23 11.7% | 29 14.7% | 32 17.5% | 63 9.1% | 61 10.1% |
| **Not always the same** | 93 7.2% | 5 5.4% | 3 1.5% | 11 5.0% | 20 9.3% | 8 3.9% | 24 12.4% | 23 12.5% | 46 6.7% | 47 7.8% |
| **Don't remember** | 3 0.2% | - - | 2 0.8% | - - | - - | 2 0.8% | - - | - - | 3 0.4% | - - |

## 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 1295.

- ✓ 1 in 5 local radio listeners (19.6% - 254 respondents) **do not have a preferred local radio programme.** Radio listeners aged 31+ 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 17.5% (227 respondents) mentioning it as their preferred local radio programme.  This radio programme is largely preferred by the younger age cohorts, 12-40 years.

- ✓ *The Morning Vibe with Abel, JD & Martina* and *Bongu Calypso* *are the second most favourite local radio programmes, each with 7% of preferences. The former is listened to by the younger age cohorts (under 40s) and the latter is popular with the older age cohorts (41+ 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=1295)*

| Counts<br>Break %<br>Respondents | Total | Age | | | | | | | Gender | |
|---|---|---|---|---|---|---|---|---|---|---|
| | | 12-20 | 21-30 | 31-40 | 41-50 | 51-60 | 61-70 | 71+ | Male | Female |
| TOTAL | 1295 | 86 | 204 | 214 | 214 | 196 | 197 | 184 | 690 | 605 |
| No preferred programme | 254<br>19.6% | 6<br>7.1% | 17<br>8.3% | 44<br>20.7% | 52<br>24.3% | 44<br>22.7% | 47<br>24.0% | 43<br>23.3% | 133<br>19.3% | 121<br>20.0% |
| Bay Breakfast with Daniel & Ylenia | 227<br>17.5% | 52<br>60.7% | 72<br>35.3% | 57<br>26.4% | 34<br>15.7% | 8<br>3.9% | 2<br>0.8% | 3<br>1.7% | 109<br>15.7% | 118<br>19.5% |
| The Morning Vibe with Abel, JD & Martina | 90<br>7.0% | 5<br>5.4% | 40<br>19.5% | 32<br>15.0% | 11<br>5.0% | 2<br>0.8% | 2<br>0.8% | -<br>- | 54<br>7.8% | 37<br>6.1% |
| Bongu Calypso ma' Twanny Scerri | 89<br>6.9% | 3<br>3.6% | 2<br>0.8% | 8<br>3.6% | 21<br>10.0% | 23<br>11.7% | 21<br>10.9% | 11<br>5.8% | 55<br>8.0% | 34<br>5.6% |
| News Bulletin – ONE Radio | 86<br>6.6% | -<br>- | -<br>- | 6<br>2.9% | 11<br>5.0% | 18<br>9.4% | 20<br>10.1% | 31<br>16.7% | 47<br>6.9% | 38<br>6.3% |
| More than one preferred programme | 64<br>5.0% | 2<br>1.8% | 6<br>3.0% | 6<br>2.9% | 6<br>2.9% | 14<br>7.0% | 12<br>6.2% | 18<br>10.0% | 28<br>4.0% | 37<br>6.1% |
| Nate, Frank & Rossi | 44<br>3.4% | 9<br>10.7% | 28<br>13.5% | 6<br>2.9% | -<br>- | 2<br>0.8% | -<br>- | -<br>- | 24<br>3.5% | 20<br>3.3% |
| Club 101 (Eileen Montesin) | 35<br>2.7% | 2<br>1.8% | -<br>- | -<br>- | 5<br>2.1% | 8<br>3.9% | 15<br>7.8% | 6<br>3.3% | 14<br>2.0% | 21<br>3.5% |
| One Breakfast (Noel Camilleri) | 32<br>2.5% | -<br>- | -<br>- | 2<br>0.7% | 6<br>2.9% | 8<br>3.9% | 8<br>3.9% | 9<br>5.0% | 21<br>3.1% | 11<br>1.8% |
| News Bulletin – Radju Malta | 31<br>2.4% | -<br>- | 2<br>0.8% | 2<br>0.7% | 3<br>1.4% | 8<br>3.9% | 6<br>3.1% | 11<br>5.8% | 20<br>2.9% | 11<br>1.8% |
| Rosary | 29<br>2.2% | 2<br>1.8% | -<br>- | -<br>- | 5<br>2.1% | 6<br>3.1% | 9<br>4.7% | 8<br>4.2% | 9<br>1.3% | 20<br>3.3% |
| Carlo's Breakfast Cafe with Gordon & Anna | 24<br>1.9% | -<br>- | 8<br>3.8% | 8<br>3.6% | 3<br>1.4% | 3<br>1.6% | 2<br>0.8% | 2<br>0.8% | 11<br>1.6% | 14<br>2.3% |
| Joe Julian Filghodu - Live | 23<br>1.8% | -<br>- | 2<br>0.8% | -<br>- | 6<br>2.9% | 6<br>3.1% | 5<br>2.3% | 5<br>2.5% | 17<br>2.4% | 6<br>1.0% |
| News Bulletin – Calypso Radio 101.8FM | 21<br>1.7% | -<br>- | -<br>- | 2<br>0.7% | 3<br>1.4% | 9<br>4.7% | 3<br>1.6% | 5<br>2.5% | 17<br>2.4% | 5<br>0.8% |
| XFM Big Breakfast (Jay & Cor) | 21<br>1.7% | -<br>- | 6<br>3.0% | 8<br>3.6% | 5<br>2.1% | 3<br>1.6% | -<br>- | -<br>- | 11<br>1.6% | 11<br>1.8% |
| Linja Diretta (Emanuel Cuschieri) | 17<br>1.3% | -<br>- | -<br>- | -<br>- | 3<br>1.4% | 3<br>1.6% | 5<br>2.3% | 6<br>3.3% | 11<br>1.6% | 6<br>1.0% |
| News Bulletin – NET FM | 15<br>1.2% | -<br>- | -<br>- | 2<br>0.7% | 2<br>0.7% | 3<br>1.6% | 8<br>3.9% | 2<br>0.8% | 8<br>1.1% | 8<br>1.3% |
| DJ Commander J Breakfast | 15<br>1.2% | -<br>- | 5<br>2.3% | 6<br>2.9% | 3<br>1.4% | 2<br>0.8% | -<br>- | -<br>- | 11<br>1.6% | 5<br>0.8% |
| Nostalgija - John Mallia | 15<br>1.2% | -<br>- | -<br>- | -<br>- | 6<br>2.9% | 5<br>2.3% | 3<br>1.6% | 2<br>0.8% | 8<br>1.1% | 8<br>1.3% |

| Program | Total | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| **Bay Drive with Pierre & Taryn** | **15** **1.2%** | 3 3.6% | 11 5.3% | - - | 2 0.7% | - - | - - | - - | 11 1.6% | 5 0.8% |
| **Radju Marija morning shows (various)** | **14** **1.1%** | - - | - - | 2 0.7% | - - | 2 0.8% | 2 0.8% | 9 5.0% | 5 0.7% | 9 1.5% |
| **News Bulletin - Bay** | **12** **0.9%** | 2 1.8% | 2 0.8% | 3 1.4% | 5 2.1% | - - | - - | 2 0.8% | 6 0.9% | 6 1.0% |
| **Andrew Azzopardi on 103** | **11** **0.8%** | - - | - - | 2 0.7% | 3 1.4% | 3 1.6% | 3 1.6% | - - | 6 0.9% | 5 0.8% |
| **Kartolina (Alfred Zammit)** | **11** **0.8%** | - - | - - | 3 1.4% | 2 0.7% | 5 2.3% | - - | 2 0.8% | 9 1.3% | 2 0.3% |
| **Indri on NET FM** | **9** **0.7%** | - - | - - | - - | 2 0.7% | 2 0.8% | 3 1.6% | 3 1.7% | 6 0.9% | 3 0.5% |
| **News Bulletin – 103 (Malta's Heart)** | **8** **0.6%** | - - | - - | - - | 3 1.4% | 3 1.6% | 2 0.8% | - - | 6 0.9% | 2 0.3% |
| **News Bulletin – Magic Malta** | **8** **0.6%** | - - | - - | 2 0.7% | 3 1.4% | 2 0.8% | 2 0.8% | - - | 2 0.2% | 6 1.0% |
| **103 Breakfast with Ron & Steph** | **6** **0.5%** | - - | - - | 3 1.4% | 2 0.7% | - - | - - | 2 0.8% | 3 0.4% | 3 0.5% |
| **XFM Big Drive Home (Steve Hili)** | **6** **0.5%** | - - | 3 1.5% | 3 1.4% | - - | - - | - - | - - | 5 0.7% | 2 0.3% |
| **Magazine Talk Show (Christine Delicata)** | **6** **0.5%** | - - | - - | 2 0.7% | - - | 2 0.8% | 3 1.6% | - - | 2 0.2% | 5 0.8% |
| **Drive Time (Nadine or Joseph B) [ONE Radio]** | **5** **0.4%** | - - | - - | - - | 2 0.7% | - - | 3 1.6% | - - | 2 0.2% | 3 0.5% |
| **NET AM** | **5** **0.4%** | - - | 2 0.8% | - - | - - | - - | 3 1.6% | - - | 2 0.2% | 3 0.5% |
| **Campus Breakfast (Antonella Galea Loffreda)** | **5** **0.4%** | - - | - - | 2 0.7% | 3 1.4% | - - | - - | - - | 2 0.2% | 3 0.5% |
| **Ir-Rumanz (One Radio)** | **5** **0.4%** | - - | - - | - - | - - | - - | 5 2.3% | - - | 2 0.2% | 3 0.5% |
| **Aħna l-Maltin (Gordon Caruana)** | **3** **0.2%** | - - | - - | - - | 2 0.7% | - - | - - | 2 0.8% | 2 0.2% | 2 0.3% |
| **Drive Time (Simon Pisani) [Radju Malta]** | **3** **0.2%** | - - | - - | - - | - - | - - | - - | 3 1.7% | 2 0.2% | 2 0.3% |
| **Ferrovija Musikali - Live (Vincent Scerri)** | **3** **0.2%** | - - | - - | - - | - - | - - | 2 0.8% | 2 0.8% | 2 0.2% | 2 0.3% |
| **Sibt il-Punt (Manuel Micallef)** | **3** **0.2%** | - - | - - | - - | 2 0.7% | - - | - - | 2 0.8% | 2 0.2% | 2 0.3% |
| **The 103 Morning Show with Arthur & Ian** | **3** **0.2%** | 2 1.8% | - - | 2 0.7% | - - | - - | - - | - - | 3 0.4% | - - |
| **Feedback (on NET FM)** | **3** **0.2%** | - - | - - | - - | - - | 2 0.8% | 2 0.8% | - - | 3 0.4% | - - |

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| | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| **Il-Polz tac-cittadin (Tonio Bonello)** | **3** 0.2% | - - | - - | - - | 2 0.7% | 2 0.8% | - - | - - | - - | 3 0.5% |
| **Musika ma' Mario Laus** | **3** 0.2% | - - | - - | - - | - - | 2 0.8% | 2 0.8% | - - | 3 0.4% | - - |
| **Ma' Gaffiero** | **2** 0.1% | - - | - - | 2 0.7% | - - | - - | - - | - - | - - | 2 0.3% |
| **Qari bil-Malti** | **2** 0.1% | - - | - - | - - | - - | - - | 2 0.8% | - - | 2 0.2% | - - |
| **Rewind the 90s & 00's (Ryan Spiteri)** | **2** 0.1% | - - | - - | 2 0.7% | - | - | - | - | - | 2 0.3% |
| **Route 103 with Steve** | **2** 0.1% | - - | - - | 2 0.7% | - | - | - | - | - | 2 0.3% |
| **Nghidu Kelma ma' George Cremona** | **2** 0.1% | - - | - - | 2 0.7% | - | - | - | - | - | 2 0.3% |
| **Ma' Bundy** | **2** 0.1% | - - | 2 0.8% | - - | - | - | - | - | 2 0.2% | - |
| **One Magazine (Marisa Damato)** | **2** 0.1% | - - | - - | - - | - | 2 0.8% | - | - | - | 2 0.3% |
| **Agora ma' Mario Thomas Vassallo** | **2** 0.1% | - - | - - | - - | 2 0.7% | - | - | - | - | 2 0.3% |

## 9.5 Most Followed Radio Stations: Monday to Sunday

All 1321 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 1321 radio listeners, 227 listeners (17.2%) indicated that they did not listen to radio on the previous day.

- ✓ **Bay** is the most followed radio station, with 17.7% (234 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 15.6% (206 respondents).  ONE radio was mentioned largely by radio listeners aged 51+ years, as one of the radio stations they had listened to on the previous day.

- ✓ **Calypso 101.8** is the third most followed station, with 12.5% (165 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 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=1321)

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 1321.

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 31st October – 6th November 2021

| Counts Respondents | TOTAL | Age | | | | | | | Gender | |
|---|---|---|---|---|---|---|---|---|---|---|
| | | 12-20 | 21-30 | 31-40 | 41-50 | 51-60 | 61-70 | 71+ | Male | Female |
| Total | 1321 | 90 | 207 | 225 | 219 | 199 | 197 | 184 | 701 | 620 |
| Bay (89.7) | 234 17.7% | 59 65.6% | 88 42.5% | 46 20.4% | 31 14.2% | 9 4.5% | 2 1.0% | 2 1.1% | 115 16.4% | 120 19.4% |
| Did not listen to the radio on the previous day | 227 17.2% | 14 15.6% | 34 16.4% | 51 22.7% | 51 23.3% | 31 15.6% | 24 12.2% | 23 12.5% | 122 17.4% | 104 16.8% |
| ONE Radio (92.7) | 206 15.6% | 3 3.3% | 4 1.9% | 19 8.4% | 33 15.1% | 54 27.1% | 44 22.3% | 52 28.3% | 120 17.1% | 88 14.2% |
| Calypso Radio 101.8FM (101.8) | 165 12.5% | 3 3.3% | 2 1.0% | 13 5.8% | 34 15.5% | 45 22.6% | 43 21.8% | 28 15.2% | 97 13.8% | 69 11.1% |
| Vibe HD (88.7) | 121 9.2% | 14 15.6% | 63 30.4% | 29 12.9% | 11 5.0% | 4 2.0% | 2 1.0% | - - | 68 9.7% | 54 8.7% |
| Radju Malta 1 (93.7) | 96 7.3% | - - | 5 2.4% | 11 4.9% | 8 3.7% | 16 8.0% | 28 14.2% | 31 16.8% | 56 8.0% | 42 6.8% |
| Net FM (101.0) | 77 5.8% | - - | 2 1.0% | 10 4.4% | 16 7.3% | 8 4.0% | 26 13.2% | 17 9.2% | 39 5.6% | 38 6.1% |
| No one particular station | 67 5.1% | 3 3.3% | 8 3.9% | 12 5.3% | 9 4.1% | 9 4.5% | 14 7.1% | 12 6.5% | 35 5.0% | 32 5.2% |
| Refused/ No reply | 47 3.6% | 2 2.2% | 2 1.0% | 15 6.7% | 6 2.7% | 9 4.5% | 8 4.1% | 6 3.3% | 24 3.4% | 23 3.7% |
| Radju Marija (102.3) | 46 3.5% | 2 2.2% | 2 1.0% | 2 0.9% | 2 0.9% | - - | 17 8.6% | 23 12.5% | 19 2.7% | 27 4.4% |
| Magic Malta (91.7) | 35 2.6% | 2 2.2% | 8 3.9% | 8 3.6% | 6 2.7% | 8 4.0% | 4 2.0% | 2 1.1% | 16 2.3% | 21 3.4% |
| Don't remember | 34 2.6% | - - | 2 1.0% | 3 1.3% | 8 3.7% | 6 3.0% | 6 3.0% | 9 4.9% | 18 2.6% | 15 2.4% |
| XFM Malta (100.2) | 26 2.0% | - - | 9 4.3% | 12 5.3% | 5 2.3% | - - | - - | - - | 13 1.9% | 14 2.3% |
| Smash Radio (104.6) | 23 1.7% | 2 2.2% | 5 2.4% | 6 2.7% | 8 3.7% | 2 1.0% | - - | 2 1.1% | 15 2.1% | 8 1.3% |
| Campus FM (103.7) | 22 1.7% | - - | 2 1.0% | 5 2.2% | 7 3.2% | 5 2.5% | 3 1.5% | 2 1.1% | 11 1.6% | 11 1.8% |
| Foreign Station (any) | 22 1.7% | - - | 3 1.4% | 8 3.6% | 2 0.9% | 5 2.5% | 2 1.0% | 4 2.2% | 16 2.3% | 6 1.0% |
| Bay Easy | 20 1.5% | 5 5.6% | 5 2.4% | 4 1.8% | 7 3.2% | - - | - - | 2 1.1% | 19 2.7% | 2 0.3% |
| 103 (103.0) | 18 1.4% | - - | 4 1.9% | 2 0.9% | 7 3.2% | 2 1.0% | 5 2.5% | 2 1.1% | 10 1.4% | 10 1.6% |
| Radju Malta 2 (105.9) | 4 0.3% | - - | - - | - - | 2 0.9% | - - | - - | 2 1.1% | 2 0.3% | 2 0.3% |
| Radju Bambina (98.3 fm) | 4 0.3% | 2 2.2% | 2 1.0% | - - | - - | - - | - - | - - | 2 0.3% | 2 0.3% |
| Smooth Radio | 2 0.2% | - - | - - | - - | - - | - - | 2 1.0% | - - | - - | 2 0.3% |
| Radju Katidral (90.9 fm) | 2 0.2% | - - | - - | - - | 2 0.9% | - - | - - | - - | - - | 2 0.3% |
| Radju BKR (94.5 fm) | 2 0.2% | - - | - - | - - | - - | - - | 2 1.0% | - - | 2 0.3% | - - |
| Bastjanizi FM (95.0 fm) | 2 0.2% | - - | 2 1.0% | - - | - - | - - | - - | - - | - - | 2 0.3% |
| Radju Prekursur (99.3 fm) | 2 0.2% | - - | - - | - - | - - | 2 1.0% | - - | - - | - - | 2 0.3% |
| Radju Lehen il-Belt Victoria (104.0 fm) | 2 0.2% | - - | - - | - - | - - | 2 1.0% | - - | - - | - - | 2 0.3% |
| Radio 105 (105.0 fm) | 2 0.2% | - - | - - | - - | 2 0.9% | - - | - - | - - | - - | 2 0.3% |
| Radju Lehen il-Belt Gorgjana (105.6 fm) | 2 0.2% | - - | - - | - - | 2 0.9% | - - | - - | - - | - - | 2 0.3% |

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### Table 23.2 – Q14 – Most followed Radio stations (Aggregate) – by Age & Gender (Multiple-Response Q) (n=289,206)

*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 289,206.*

| Counts Respondents | TOTAL | Age | | | | | | | Gender | |
|---|---|---|---|---|---|---|---|---|---|---|
| | | 12-20 | 21-30 | 31-40 | 41-50 | 51-60 | 61-70 | 71+ | Male | Female |
| Total | 289,206 | 19,772 | 45,241 | 49,262 | 47,922 | 43,565 | 43,230 | 40,214 | 153,484 | 135,723 |
| Bay (89.7) | 51,273 | 12,734 | 19,102 | 10,054 | 6,702 | 2,011 | 335 | 335 | 25,134 | 26,139 |
| Did not listen to the radio on the previous day | 49,597 | 3,016 | 7,373 | 11,059 | 11,059 | 6,702 | 5,362 | 5,027 | 26,809 | 22,788 |
| ONE Radio (92.7) | 45,241 | 670 | 670 | 4,021 | 7,037 | 11,729 | 9,718 | 11,394 | 26,139 | 19,102 |
| Calypso Radio 101.8FM (101.8) | 36,193 | 670 | 335 | 2,681 | 7,373 | 9,718 | 9,383 | 6,032 | 21,112 | 15,080 |
| Vibe HD (88.7) | 26,474 | 3,016 | 13,740 | 6,367 | 2,346 | 670 | 335 | - | 14,745 | 11,729 |
| Radju Malta 1 (93.7) | 21,112 | - | 1,005 | 2,346 | 1,676 | 3,351 | 6,032 | 6,702 | 12,064 | 9,048 |
| Net FM (101.0) | 16,756 | - | 335 | 2,011 | 3,351 | 1,676 | 5,697 | 3,686 | 8,378 | 8,378 |
| No one particular station | 14,745 | 670 | 1,676 | 2,681 | 2,011 | 2,011 | 3,016 | 2,681 | 7,708 | 7,037 |
| Refused/ No reply | 10,389 | 335 | 335 | 3,351 | 1,340 | 2,011 | 1,676 | 1,340 | 5,362 | 5,027 |
| Radju Marija (102.3) | 10,054 | 335 | 335 | 335 | 335 | - | 3,686 | 5,027 | 4,021 | 6,032 |
| Magic Malta (91.7) | 7,708 | 335 | 1,676 | 1,676 | 1,340 | 1,676 | 670 | 335 | 3,351 | 4,357 |
| Don't remember | 7,373 | - | 335 | 670 | 1,676 | 1,340 | 1,340 | 2,011 | 4,021 | 3,351 |
| XFM Malta (100.2) | 5,697 | - | 2,011 | 2,681 | 1,005 | - | - | - | 2,681 | 3,016 |
| Smash Radio (104.6) | 5,027 | 335 | 1,005 | 1,340 | 1,676 | 335 | - | 335 | 3,351 | 1,676 |
| Campus FM (103.7) | 4,692 | - | 335 | 1,005 | 1,340 | 1,005 | 670 | 335 | 2,346 | 2,346 |
| Foreign Station (any) | 4,692 | - | 670 | 1,676 | 335 | 1,005 | 335 | 670 | 3,351 | 1,340 |
| Bay Easy [Digital Radio] | 4,357 | 1,005 | 1,005 | 670 | 1,340 | - | - | 335 | 4,021 | 335 |
| 103 (Malta's Heart) (103.0) | 4,021 | - | 670 | 335 | 1,340 | 335 | 1,005 | 335 | 2,011 | 2,011 |
| Radju Malta 2 (105.9) | 670 | - | - | - | 335 | - | - | 335 | 335 | 335 |
| Radju Bambina (98.3 fm) | 670 | 335 | 335 | - | - | - | - | - | 335 | 335 |
| Smooth Radio | 335 | - | - | - | - | - | 335 | - | - | 335 |
| Radju Katidral (90.9 fm) | 335 | - | - | - | 335 | - | - | - | - | 335 |
| Radju BKR (94.5 fm) | 335 | - | - | - | - | - | 335 | - | 335 | - |
| Bastjanizi FM (95.0 fm) | 335 | - | 335 | - | - | - | - | - | - | 335 |
| Radju Prekursur (99.3 fm) | 335 | - | - | - | - | 335 | - | - | - | 335 |
| Radju Lehen il-Belt Victoria (104.0 fm) | 335 | - | - | - | - | 335 | - | - | - | 335 |
| Radio 105 (105.0 fm) | 335 | - | - | - | 335 | - | - | - | - | 335 |
| Radju Lehen il-Belt Gorgjana (105.6 fm) | 335 | - | - | - | 335 | - | - | - | - | 335 |

*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 31st October – 6th November 2021.*

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## 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:

- 09:00 – 09:30 (87,466 radio listeners)
- 09:30 – 10:00 (80,428 radio listeners)
- 10:00 – 10:30 (80,428 radio listeners)

*Research Findings in Detail*

### Table 24 – Q14 – Radio Audience: Monday to Sunday – by Age & Gender (Multiple-Response Q) (n=289,206)

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

| Counts Respondents | Age | | | | | | | Gender | | Did not listen to radio on the previous day/ No Particular station | Did not listen during this timeslot | Total |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 12-20 | 21-30 | 31-40 | 41-50 | 51-60 | 61-70 | 71+ | Male | Female | | | |
| 00:00 - 00:30 | 0 | 0 | 0 | 0 | 335 | 0 | 0 | 335 | 0 | 82,104 | 206,767 | 289,206 |
| 00:30 - 01:00 | 0 | 0 | 0 | 0 | 335 | 0 | 0 | 335 | 0 | 82,104 | 206,767 | 289,206 |
| 01:00 - 01:30 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 82,104 | 207,102 | 289,206 |
| 01:30 - 02:00 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 82,104 | 207,102 | 289,206 |
| 02:00 - 02:30 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 82,104 | 207,102 | 289,206 |
| 02:30 - 03:00 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 82,104 | 207,102 | 289,206 |
| 03:00 - 03:30 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 82,104 | 207,102 | 289,206 |
| 03:30 - 04:00 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 82,104 | 207,102 | 289,206 |
| 04:00 - 04:30 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 82,104 | 207,102 | 289,206 |
| 04:30 - 05:00 | 0 | 0 | 0 | 0 | 335 | 0 | 0 | 335 | 0 | 82,104 | 206,767 | 289,206 |
| 05:00 - 05:30 | 0 | 0 | 335 | 0 | 0 | 670 | 670 | 670 | 1,005 | 82,104 | 205,427 | 289,206 |
| 05:30 - 06:00 | 0 | 335 | 670 | 670 | 670 | 1,005 | 1,676 | 1,676 | 3,351 | 82,104 | 202,076 | 289,206 |
| 06:00 - 06:30 | 0 | 670 | 1,005 | 3,351 | 1,340 | 2,346 | 2,681 | 5,027 | 6,367 | 82,104 | 195,708 | 289,206 |
| 06:30 - 07:00 | 670 | 5,027 | 3,351 | 3,351 | 2,346 | 2,681 | 3,686 | 10,389 | 10,724 | 82,104 | 185,990 | 289,206 |
| 07:00 - 07:30 | 2,681 | 14,745 | 9,383 | 7,708 | 6,032 | 6,702 | 7,373 | 30,831 | 23,793 | 82,104 | 152,478 | 289,206 |
| 07:30 - 08:00 | 5,027 | 13,740 | 10,389 | 6,032 | 6,702 | 6,032 | 7,037 | 30,831 | 24,128 | 82,104 | 152,143 | 289,206 |
| 08:00 - 08:30 | 3,686 | 7,708 | 15,415 | 10,054 | 11,729 | 13,405 | 13,405 | 42,225 | 33,177 | 82,104 | 131,701 | 289,206 |
| 08:30 - 09:00 | 3,351 | 8,713 | 13,070 | 9,383 | 13,740 | 14,075 | 15,415 | 43,900 | 33,847 | 82,104 | 129,355 | 289,206 |
| 09:00 - 09:30 | 4,021 | 4,692 | 14,745 | 10,389 | 17,091 | 18,431 | 18,096 | 48,257 | 39,209 | 82,104 | 119,637 | 289,206 |
| 09:30 - 10:00 | 3,351 | 4,357 | 9,383 | 9,718 | 16,421 | 18,431 | 18,767 | 42,225 | 38,203 | 82,104 | 126,674 | 289,206 |
| 10:00 - 10:30 | 2,011 | 4,357 | 9,718 | 9,383 | 18,096 | 16,756 | 20,107 | 43,230 | 37,198 | 82,104 | 126,674 | 289,206 |
| 10:30 - 11:00 | 1,005 | 3,351 | 8,378 | 9,718 | 17,761 | 15,080 | 19,437 | 41,219 | 33,512 | 82,104 | 132,371 | 289,206 |
| 11:00 - 11:30 | 1,005 | 2,681 | 8,043 | 9,048 | 17,091 | 14,745 | 19,102 | 37,868 | 33,847 | 82,104 | 135,387 | 289,206 |
| 11:30 - 12:00 | 2,011 | 2,346 | 7,373 | 9,048 | 16,421 | 14,410 | 18,767 | 36,193 | 34,182 | 82,104 | 136,728 | 289,206 |
| 12:00 - 12:30 | 2,346 | 4,021 | 5,362 | 8,713 | 10,724 | 12,064 | 16,756 | 32,841 | 27,144 | 82,104 | 147,116 | 289,206 |
| 12:30 - 13:00 | 1,676 | 2,346 | 4,692 | 6,032 | 9,048 | 9,383 | 12,399 | 26,139 | 19,437 | 82,104 | 161,526 | 289,206 |
| 13:00 - 13:30 | 2,011 | 2,011 | 5,027 | 5,697 | 7,708 | 8,713 | 10,389 | 24,128 | 17,426 | 82,104 | 165,548 | 289,206 |
| 13:30 - 14:00 | 1,340 | 2,346 | 6,702 | 5,027 | 6,702 | 5,697 | 8,043 | 22,453 | 13,405 | 82,104 | 171,245 | 289,206 |
| 14:00 - 14:30 | 1,676 | 3,686 | 5,697 | 3,351 | 6,032 | 5,697 | 8,378 | 20,777 | 13,740 | 82,104 | 172,585 | 289,206 |
| 14:30 - 15:00 | 1,676 | 2,681 | 4,021 | 3,351 | 5,697 | 4,692 | 7,708 | 17,761 | 12,064 | 82,104 | 177,277 | 289,206 |
| 15:00 - 15:30 | 2,011 | 5,027 | 5,362 | 5,697 | 6,032 | 4,692 | 6,702 | 16,421 | 19,102 | 82,104 | 171,580 | 289,206 |
| 15:30 - 16:00 | 1,676 | 6,032 | 5,697 | 4,357 | 7,037 | 4,692 | 7,037 | 19,437 | 17,091 | 82,104 | 170,575 | 289,206 |
| 16:00 - 16:30 | 1,005 | 5,697 | 4,357 | 3,686 | 6,367 | 4,021 | 4,021 | 18,431 | 10,724 | 82,104 | 177,947 | 289,206 |
| 16:30 - 17:00 | 1,676 | 5,027 | 4,357 | 3,351 | 6,367 | 3,686 | 2,681 | 16,756 | 10,389 | 82,104 | 179,958 | 289,206 |
| 17:00 - 17:30 | 3,016 | 7,037 | 5,362 | 3,686 | 5,027 | 3,686 | 3,351 | 17,761 | 13,405 | 82,104 | 175,936 | 289,206 |
| 17:30 - 18:00 | 2,681 | 4,357 | 4,021 | 3,016 | 5,362 | 3,351 | 3,686 | 13,740 | 12,734 | 82,104 | 180,628 | 289,206 |
| 18:00 - 18:30 | 1,676 | 3,686 | 4,021 | 3,686 | 4,692 | 3,686 | 3,351 | 12,399 | 12,399 | 82,104 | 182,304 | 289,206 |
| 18:30 - 19:00 | 1,005 | 3,686 | 2,346 | 3,016 | 4,021 | 3,686 | 1,676 | 10,054 | 9,383 | 82,104 | 187,666 | 289,206 |
| 19:00 - 19:30 | 1,676 | 3,686 | 670 | 3,016 | 4,357 | 3,686 | 1,676 | 9,383 | 9,383 | 82,104 | 188,336 | 289,206 |
| 19:30 - 20:00 | 670 | 2,011 | 670 | 2,346 | 4,692 | 2,011 | 1,676 | 6,367 | 7,708 | 82,104 | 193,027 | 289,206 |
| 20:00 - 20:30 | 1,340 | 2,011 | 335 | 2,681 | 3,016 | 1,340 | 670 | 5,362 | 6,032 | 82,104 | 195,708 | 289,206 |
| 20:30 - 21:00 | 1,005 | 670 | 1,005 | 1,340 | 2,346 | 670 | 670 | 2,346 | 5,362 | 82,104 | 199,395 | 289,206 |
| 21:00 - 21:30 | 0 | 670 | 1,005 | 670 | 2,011 | 670 | 335 | 2,011 | 3,351 | 82,104 | 201,740 | 289,206 |
| 21:30 - 22:00 | 670 | 1,005 | 335 | 1,005 | 670 | 1,340 | 335 | 2,681 | 2,681 | 82,104 | 201,740 | 289,206 |
| 22:00 - 22:30 | 1,005 | 670 | 335 | 2,346 | 1,005 | 670 | 670 | 3,016 | 3,686 | 82,104 | 200,400 | 289,206 |
| 22:30 - 23:00 | 335 | 670 | 0 | 1,676 | 670 | 1,005 | 335 | 1,676 | 3,016 | 82,104 | 202,411 | 289,206 |
| 23:00 - 23:30 | 0 | 1,005 | 335 | 1,676 | 1,340 | 670 | 0 | 2,011 | 3,016 | 82,104 | 202,076 | 289,206 |
| 23:30 - 00:00 | 1,340 | 0 | 0 | 1,676 | 670 | 335 | 335 | 2,346 | 2,011 | 82,104 | 202,746 | 289,206 |

*Timebands featuring a 'nil' listenership in the Table above have a radio listenership of less than 335 listeners (0.01%) 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)*

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## 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=459,781).

*Research Findings in Detail*

*Table 25 – Total Number of Radio Listeners Per Day of Assessment (n=1321)*

| 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** | **1321** | 195 | 171 | 169 | 195 | 181 | 206 | 203 |
| **Maltese Population of Radio listeners** | **289,206** | 299,159 | 262,388 | 259,064 | 299,337 | 277,368 | 315,347 | 310,597 |

## Radio Audience on __MONDAY__

✓ The **most listened to timebands** on Monday are 09:00 - 09:30 and 10:00 - 11:30 **on ONE Radio** (21,665 Radio Listeners).

### *Table 26 – Q14 – Radio Audience on __MONDAY__ – by Timeband   (Multiple-Response Q) (n=262,388)*

*__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*

| Timeband | 103 | Bay | Bay Easy | Calypso Radio 101.8FM | Campus FM | Magic Malta | Net FM | ONE Radio | Radju Malta 1 | Radju Marija | Smash Radio | Vibe HD | Radju BKR | Radju Leħen il-Belt Gorġjana | Foreign Station (any) | Did listen to any radio on the previous day/ No particular station/ Don't remember | None | Total |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 00:00 - 00:30 | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 89,067 | 173,321 | 262,388 |
| 00:30 - 01:00 | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 89,067 | 173,321 | 262,388 |
| 01:00 - 01:30 | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 89,067 | 173,321 | 262,388 |
| 01:30 - 02:00 | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 89,067 | 173,321 | 262,388 |
| 02:00 - 02:30 | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 89,067 | 173,321 | 262,388 |
| 02:30 - 03:00 | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 89,067 | 173,321 | 262,388 |
| 03:00 - 03:30 | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 89,067 | 173,321 | 262,388 |
| 03:30 - 04:00 | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 89,067 | 173,321 | 262,388 |
| 04:00 - 04:30 | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 89,067 | 173,321 | 262,388 |
| 04:30 - 05:00 | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 89,067 | 173,321 | 262,388 |
| 05:00 - 05:30 | - | - | - | - | - | - | - | 2,407 | - | - | - | - | - | - | - | 89,067 | 170,913 | 262,388 |
| 05:30 - 06:00 | - | 2,407 | - | - | - | - | - | 7,222 | - | - | - | - | - | - | - | 89,067 | 163,692 | 262,388 |
| 06:00 - 06:30 | - | - | 2,407 | 2,407 | - | - | - | 9,629 | - | - | - | - | - | - | - | 89,067 | 158,877 | 262,388 |
| 06:30 - 07:00 | - | 4,814 | - | 4,814 | - | - | - | 9,629 | 4,814 | - | - | - | - | - | - | 89,067 | 149,248 | 262,388 |
| 07:00 - 07:30 | - | 4,814 | - | 4,814 | - | - | 2,407 | 14,443 | 2,407 | 2,407 | - | 14,443 | - | - | - | 89,067 | 127,583 | 262,388 |
| 07:30 - 08:00 | - | 4,814 | - | 2,407 | - | - | 2,407 | 14,443 | 4,814 | 4,814 | - | 12,036 | - | - | - | 89,067 | 127,583 | 262,388 |
| 08:00 - 08:30 | - | 4,814 | - | 4,814 | - | - | 7,222 | 16,851 | 7,222 | 4,814 | - | 12,036 | - | - | - | 89,067 | 115,547 | 262,388 |
| 08:30 - 09:00 | - | 14,443 | - | 7,222 | - | - | 7,222 | 19,258 | 7,222 | 4,814 | - | 12,036 | - | - | - | 89,067 | 101,104 | 262,388 |
| 09:00 - 09:30 | - | 12,036 | - | 9,629 | - | - | 4,814 | 21,665 | 9,629 | 2,407 | - | 4,814 | 2,407 | - | - | 89,067 | 105,918 | 262,388 |
| 09:30 - 10:00 | - | 9,629 | - | 9,629 | - | - | 4,814 | 19,258 | 7,222 | 2,407 | - | 4,814 | 2,407 | - | - | 89,067 | 113,140 | 262,388 |
| 10:00 - 10:30 | - | 2,407 | - | 9,629 | - | 2,407 | 7,222 | 21,665 | 14,443 | 2,407 | - | - | - | - | - | 89,067 | 113,140 | 262,388 |
| 10:30 - 11:00 | 2,407 | 2,407 | - | 12,036 | - | - | 4,814 | 21,665 | 12,036 | 2,407 | - | - | - | - | - | 89,067 | 115,547 | 262,388 |
| 11:00 - 11:30 | 2,407 | 2,407 | - | 9,629 | - | - | 4,814 | 21,665 | 14,443 | 2,407 | - | - | - | - | - | 89,067 | 115,547 | 262,388 |
| 11:30 - 12:00 | - | - | - | 12,036 | - | - | 4,814 | 19,258 | 9,629 | 2,407 | - | - | - | - | - | 89,067 | 125,176 | 262,388 |
| 12:00 - 12:30 | - | 2,407 | - | 7,222 | 4,814 | 2,407 | 2,407 | 12,036 | 9,629 | 2,407 | - | - | - | - | - | 89,067 | 129,990 | 262,388 |
| 12:30 - 13:00 | - | - | - | 9,629 | - | 2,407 | - | 12,036 | 4,814 | - | - | - | - | - | - | 89,067 | 144,434 | 262,388 |
| 13:00 - 13:30 | - | - | - | 9,629 | - | 2,407 | - | 14,443 | 4,814 | - | - | - | - | - | - | 89,067 | 142,027 | 262,388 |
| 13:30 - 14:00 | - | 2,407 | - | 7,222 | - | 2,407 | - | 14,443 | 4,814 | - | - | - | - | - | - | 89,067 | 142,027 | 262,388 |
| 14:00 - 14:30 | - | - | - | 7,222 | - | 2,407 | - | 12,036 | 4,814 | - | - | - | - | - | - | 89,067 | 146,841 | 262,388 |
| 14:30 - 15:00 | - | - | 2,407 | 7,222 | - | 2,407 | - | 9,629 | 7,222 | - | - | - | - | - | - | 89,067 | 144,434 | 262,388 |
| 15:00 - 15:30 | - | - | - | 4,814 | - | - | - | 9,629 | 4,814 | - | - | 4,814 | - | - | - | 89,067 | 149,248 | 262,388 |
| 15:30 - 16:00 | - | - | - | 4,814 | - | - | - | 14,443 | 2,407 | - | - | 4,814 | - | - | - | 89,067 | 146,841 | 262,388 |
| 16:00 - 16:30 | - | 2,407 | - | 2,407 | - | - | - | 7,222 | - | 2,407 | 2,407 | 2,407 | - | 2,407 | - | 89,067 | 151,655 | 262,388 |
| 16:30 - 17:00 | - | 2,407 | - | 2,407 | - | 2,407 | - | 7,222 | - | - | 2,407 | 4,814 | - | 2,407 | - | 89,067 | 149,248 | 262,388 |
| 17:00 - 17:30 | - | 4,814 | - | 2,407 | - | - | - | 4,814 | 2,407 | - | 2,407 | 4,814 | - | - | - | 89,067 | 151,655 | 262,388 |
| 17:30 - 18:00 | - | 2,407 | - | 2,407 | - | - | - | 4,814 | 2,407 | - | 2,407 | 4,814 | - | - | - | 89,067 | 154,063 | 262,388 |
| 18:00 - 18:30 | - | - | - | 2,407 | - | - | - | 4,814 | 2,407 | 2,407 | 2,407 | 2,407 | - | - | - | 89,067 | 156,470 | 262,388 |
| 18:30 - 19:00 | - | 2,407 | - | 2,407 | - | - | - | 4,814 | - | 2,407 | 2,407 | 2,407 | - | - | - | 89,067 | 156,470 | 262,388 |
| 19:00 - 19:30 | - | - | - | - | - | - | - | 4,814 | - | - | 2,407 | - | - | - | - | 89,067 | 166,099 | 262,388 |
| 19:30 - 20:00 | - | - | - | - | - | - | - | 2,407 | - | - | 2,407 | - | - | - | - | 89,067 | 168,506 | 262,388 |
| 20:00 - 20:30 | - | - | - | 2,407 | - | - | - | - | - | - | 2,407 | - | - | - | - | 89,067 | 168,506 | 262,388 |
| 20:30 - 21:00 | - | - | - | - | - | - | - | - | - | - | 2,407 | - | - | - | - | 89,067 | 170,913 | 262,388 |
| 21:00 - 21:30 | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 89,067 | 173,321 | 262,388 |
| 21:30 - 22:00 | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 89,067 | 173,321 | 262,388 |
| 22:00 - 22:30 | - | 2,407 | - | - | 2,407 | - | - | - | - | - | - | - | - | - | - | 89,067 | 168,506 | 262,388 |
| 22:30 - 23:00 | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 89,067 | 173,321 | 262,388 |
| 23:00 - 23:30 | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 2,407 | 89,067 | 170,913 | 262,388 |
| 23:30 - 00:00 | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 2,407 | 89,067 | 170,913 | 262,388 |

*__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 2,407 listeners (0.9%) on Monday.*

## Radio Audience on <u>TUESDAY</u>

The **most listened to timeband** on Tuesday is 09:30 – 10:00 **on ONE Radio** (25,673 Radio Listeners).

*Table 27 – Q14 – Radio Audience on <u>TUESDAY</u> – by Timeband   (Multiple-Response Q) (n=259,064)*

<u>NOTE</u>: *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 Radio 101.8FM | Campus FM | Magic Malta | Net FM | ONE Radio | Radju Malta 1 | Radju Malta 2 | Radju Marija | Smash Radio | Vibe HD | XFM Malta | Bastjanizi FM | Did listen to any radio on the previous day/ No particular station/ Don't remember | None | Total |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 00:00 - 00:30 | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 70,017 | 189,047 | 259,064 |
| 00:30 - 01:00 | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 70,017 | 189,047 | 259,064 |
| 01:00 - 01:30 | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 70,017 | 189,047 | 259,064 |
| 01:30 - 02:00 | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 70,017 | 189,047 | 259,064 |
| 02:00 - 02:30 | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 70,017 | 189,047 | 259,064 |
| 02:30 - 03:00 | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 70,017 | 189,047 | 259,064 |
| 03:00 - 03:30 | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 70,017 | 189,047 | 259,064 |
| 03:30 - 04:00 | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 70,017 | 189,047 | 259,064 |
| 04:00 - 04:30 | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 70,017 | 189,047 | 259,064 |
| 04:30 - 05:00 | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 70,017 | 189,047 | 259,064 |
| 05:00 - 05:30 | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 70,017 | 189,047 | 259,064 |
| 05:30 - 06:00 | - | - | - | - | - | - | - | 2,334 | - | - | - | - | - | - | - | 70,017 | 186,713 | 259,064 |
| 06:00 - 06:30 | - | 2,334 | - | 2,334 | - | - | - | 2,334 | 2,334 | - | - | - | - | - | - | 70,017 | 179,711 | 259,064 |
| 06:30 - 07:00 | - | 9,336 | - | 2,334 | 2,334 | 7,002 | - | 2,334 | 4,668 | - | 2,334 | - | - | - | - | 70,017 | 158,706 | 259,064 |
| 07:00 - 07:30 | - | 11,670 | 2,334 | 9,336 | 2,334 | 2,334 | - | 9,336 | 7,002 | 2,334 | 7,002 | - | 4,668 | 4,668 | - | 70,017 | 126,031 | 259,064 |
| 07:30 - 08:00 | - | 16,337 | 2,334 | 7,002 | 2,334 | 2,334 | - | 9,336 | 7,002 | 2,334 | 4,668 | - | 4,668 | 4,668 | - | 70,017 | 126,031 | 259,064 |
| 08:00 - 08:30 | - | 9,336 | - | 9,336 | - | 2,334 | 2,334 | 21,005 | 7,002 | 2,334 | 9,336 | - | 2,334 | - | - | 70,017 | 123,697 | 259,064 |
| 08:30 - 09:00 | - | 4,668 | - | 9,336 | - | 2,334 | 2,334 | 21,005 | 7,002 | 2,334 | 7,002 | - | 2,334 | 2,334 | - | 70,017 | 128,365 | 259,064 |
| 09:00 - 09:30 | 2,334 | 9,336 | - | 18,671 | - | 4,668 | 7,002 | 23,339 | 7,002 | - | 4,668 | 2,334 | 2,334 | - | - | 70,017 | 107,360 | 259,064 |
| 09:30 - 10:00 | 2,334 | 2,334 | - | 16,337 | - | - | 9,336 | 25,673 | 7,002 | - | 2,334 | - | - | - | - | 70,017 | 123,697 | 259,064 |
| 10:00 - 10:30 | - | 2,334 | - | 14,003 | - | - | 4,668 | 23,339 | 9,336 | - | 4,668 | - | - | - | - | 70,017 | 130,699 | 259,064 |
| 10:30 - 11:00 | - | - | - | 9,336 | - | - | 2,334 | 23,339 | 7,002 | - | 2,334 | 2,334 | - | - | - | 70,017 | 142,369 | 259,064 |
| 11:00 - 11:30 | - | 2,334 | - | 11,670 | - | - | 2,334 | 23,339 | 4,668 | - | 2,334 | - | 2,334 | - | - | 70,017 | 140,035 | 259,064 |
| 11:30 - 12:00 | - | - | - | 11,670 | - | 4,668 | 2,334 | 23,339 | 4,668 | - | 2,334 | - | 2,334 | - | - | 70,017 | 137,701 | 259,064 |
| 12:00 - 12:30 | 2,334 | 2,334 | - | 9,336 | - | 4,668 | 2,334 | 16,337 | 4,668 | - | 4,668 | - | 2,334 | - | - | 70,017 | 140,035 | 259,064 |
| 12:30 - 13:00 | 2,334 | - | - | 9,336 | - | - | - | 11,670 | 2,334 | - | 4,668 | - | 2,334 | - | - | 70,017 | 156,372 | 259,064 |
| 13:00 - 13:30 | - | 2,334 | - | 4,668 | - | - | - | 11,670 | 2,334 | - | - | - | 2,334 | - | - | 70,017 | 165,708 | 259,064 |
| 13:30 - 14:00 | - | - | 2,334 | 4,668 | - | - | - | 11,670 | 2,334 | - | - | - | 2,334 | - | - | 70,017 | 165,708 | 259,064 |
| 14:00 - 14:30 | - | 2,334 | - | 2,334 | - | - | - | 11,670 | 2,334 | - | - | 2,334 | 4,668 | - | - | 70,017 | 163,374 | 259,064 |
| 14:30 - 15:00 | - | 2,334 | - | 2,334 | 2,334 | - | - | 9,336 | - | - | - | - | 4,668 | - | - | 70,017 | 168,042 | 259,064 |
| 15:00 - 15:30 | 2,334 | 7,002 | - | 2,334 | 2,334 | - | - | 7,002 | 4,668 | - | - | - | 4,668 | 2,334 | - | 70,017 | 156,372 | 259,064 |
| 15:30 - 16:00 | 2,334 | 4,668 | - | 2,334 | 2,334 | 2,334 | - | 7,002 | 4,668 | - | - | 2,334 | 2,334 | 2,334 | - | 70,017 | 156,372 | 259,064 |
| 16:00 - 16:30 | 2,334 | 2,334 | 2,334 | 4,668 | - | - | - | 2,334 | 2,334 | - | - | 2,334 | - | - | - | 70,017 | 170,375 | 259,064 |
| 16:30 - 17:00 | 2,334 | 2,334 | - | 4,668 | - | - | - | 2,334 | - | - | - | - | 2,334 | - | - | 70,017 | 175,043 | 259,064 |
| 17:00 - 17:30 | - | 7,002 | 2,334 | 4,668 | - | - | - | 2,334 | - | - | 4,668 | - | 4,668 | 4,668 | - | 70,017 | 158,706 | 259,064 |
| 17:30 - 18:00 | - | 4,668 | 2,334 | 2,334 | - | - | - | 2,334 | - | - | 4,668 | - | 7,002 | - | - | 70,017 | 165,708 | 259,064 |
| 18:00 - 18:30 | - | - | - | 4,668 | - | - | 2,334 | 2,334 | - | 2,334 | - | - | 4,668 | 4,668 | 2,334 | 70,017 | 165,708 | 259,064 |
| 18:30 - 19:00 | - | - | - | 4,668 | - | - | 2,334 | 2,334 | 2,334 | 2,334 | - | - | - | - | - | 70,017 | 175,043 | 259,064 |
| 19:00 - 19:30 | - | 2,334 | - | 4,668 | - | - | 2,334 | 2,334 | 4,668 | - | - | - | 2,334 | - | - | 70,017 | 170,375 | 259,064 |
| 19:30 - 20:00 | - | - | - | 4,668 | - | - | - | 2,334 | 2,334 | - | - | - | - | - | - | 70,017 | 179,711 | 259,064 |
| 20:00 - 20:30 | - | 7,002 | - | 4,668 | - | - | - | 2,334 | 2,334 | - | - | - | 2,334 | - | - | 70,017 | 170,375 | 259,064 |
| 20:30 - 21:00 | - | 4,668 | - | 2,334 | - | - | - | 2,334 | 2,334 | - | - | - | - | - | - | 70,017 | 177,377 | 259,064 |
| 21:00 - 21:30 | - | - | - | 2,334 | - | - | - | 2,334 | - | - | - | - | - | - | - | 70,017 | 184,379 | 259,064 |
| 21:30 - 22:00 | - | 4,668 | - | - | - | - | - | 2,334 | - | - | 2,334 | - | 2,334 | - | - | 70,017 | 177,377 | 259,064 |
| 22:00 - 22:30 | - | 2,334 | - | - | - | - | - | - | - | - | 2,334 | - | - | - | - | 70,017 | 184,379 | 259,064 |
| 22:30 - 23:00 | - | - | - | - | - | - | - | - | - | - | 2,334 | - | - | - | - | 70,017 | 186,713 | 259,064 |
| 23:00 - 23:30 | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 70,017 | 189,047 | 259,064 |
| 23:30 - 00:00 | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 70,017 | 189,047 | 259,064 |

*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 2,334 listeners (0.9%) on Tuesday.*

## Radio Audience on <u>WEDNESDAY</u>

✓ The **most listened to timebands** on Wednesday are 09:00-09:30 **on Calypso Radio** and 11:30-12:00 **on ONE Radio** (31,131 Radio Listeners).

✓ *Table 28 – Q14 – Radio Audience on <u>WEDNESDAY</u> – by Timeband   (Multiple-Response Q) (n=299,337)*

*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 Radio 101.8FM | Campus FM | Magic Malta | Net FM | ONE Radio | Radju Malta 1 | Radju Marija | Smash Radio | Vibe HD | XFM Malta | Radju Katidral | Foreign Station (any) | Did listen to any radio on the previous day/ No particular station/ Don't remember | None | Total |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 00:00 - 00:30 | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 86,209 | 213,128 | 299,337 |
| 00:30 - 01:00 | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 86,209 | 213,128 | 299,337 |
| 01:00 - 01:30 | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 86,209 | 213,128 | 299,337 |
| 01:30 - 02:00 | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 86,209 | 213,128 | 299,337 |
| 02:00 - 02:30 | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 86,209 | 213,128 | 299,337 |
| 02:30 - 03:00 | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 86,209 | 213,128 | 299,337 |
| 03:00 - 03:30 | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 86,209 | 213,128 | 299,337 |
| 03:30 - 04:00 | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 86,209 | 213,128 | 299,337 |
| 04:00 - 04:30 | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 86,209 | 213,128 | 299,337 |
| 04:30 - 05:00 | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 86,209 | 213,128 | 299,337 |
| 05:00 - 05:30 | 2,395 | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 86,209 | 210,733 | 299,337 |
| 05:30 - 06:00 | 2,395 | - | - | - | - | - | - | 2,395 | - | - | - | - | - | - | - | 86,209 | 208,339 | 299,337 |
| 06:00 - 06:30 | 2,395 | - | - | 7,184 | - | 2,395 | - | 4,789 | - | - | - | - | - | 2,395 | - | 86,209 | 193,970 | 299,337 |
| 06:30 - 07:00 | 2,395 | 9,579 | - | 9,579 | - | - | - | 4,789 | - | - | - | - | - | - | - | 86,209 | 186,786 | 299,337 |
| 07:00 - 07:30 | 2,395 | 23,947 | - | 11,973 | 2,395 | 2,395 | - | 11,973 | 2,395 | 4,789 | - | 11,973 | 2,395 | 2,395 | - | 86,209 | 134,103 | 299,337 |
| 07:30 - 08:00 | 2,395 | 19,158 | 2,395 | 11,973 | - | - | - | 14,368 | 2,395 | 4,789 | - | 9,579 | 2,395 | - | - | 86,209 | 143,682 | 299,337 |
| 08:00 - 08:30 | 2,395 | 14,368 | 4,789 | 28,736 | 2,395 | - | 2,395 | 21,552 | - | 4,789 | 4,789 | 2,395 | - | - | - | 86,209 | 124,524 | 299,337 |
| 08:30 - 09:00 | 2,395 | 11,973 | 2,395 | 26,342 | - | - | 2,395 | 21,552 | 2,395 | 7,184 | 2,395 | 2,395 | - | - | - | 86,209 | 131,708 | 299,337 |
| 09:00 - 09:30 | - | 9,579 | 2,395 | 31,131 | - | - | 7,184 | 23,947 | 2,395 | 7,184 | 2,395 | - | - | - | - | 86,209 | 126,919 | 299,337 |
| 09:30 - 10:00 | - | 4,789 | - | 28,736 | - | - | 4,789 | 23,947 | 2,395 | 7,184 | 2,395 | - | - | - | 2,395 | 86,209 | 136,498 | 299,337 |
| 10:00 - 10:30 | - | 4,789 | - | 23,947 | - | - | 9,579 | 26,342 | 2,395 | 7,184 | - | - | - | - | 2,395 | 86,209 | 136,498 | 299,337 |
| 10:30 - 11:00 | - | - | - | 21,552 | - | - | 9,579 | 28,736 | 4,789 | 7,184 | - | 2,395 | - | - | 2,395 | 86,209 | 136,498 | 299,337 |
| 11:00 - 11:30 | - | - | - | 21,552 | - | - | 4,789 | 28,736 | 4,789 | 7,184 | - | 2,395 | - | - | 2,395 | 86,209 | 141,287 | 299,337 |
| 11:30 - 12:00 | - | 2,395 | - | 23,947 | - | - | 4,789 | 31,131 | 7,184 | 7,184 | - | - | - | - | 2,395 | 86,209 | 134,103 | 299,337 |
| 12:00 - 12:30 | - | 4,789 | 2,395 | 19,158 | - | - | 7,184 | 26,342 | 7,184 | 4,789 | - | 2,395 | - | - | - | 86,209 | 138,892 | 299,337 |
| 12:30 - 13:00 | - | 2,395 | 2,395 | 16,763 | - | - | 4,789 | 23,947 | 2,395 | 4,789 | - | - | - | - | - | 86,209 | 155,655 | 299,337 |
| 13:00 - 13:30 | - | 2,395 | 2,395 | 14,368 | - | - | 4,789 | 19,158 | 2,395 | 4,789 | - | - | - | - | - | 86,209 | 162,839 | 299,337 |
| 13:30 - 14:00 | - | - | - | 14,368 | - | - | 2,395 | 16,763 | 2,395 | 4,789 | - | 2,395 | - | - | - | 86,209 | 170,023 | 299,337 |
| 14:00 - 14:30 | - | 4,789 | - | 14,368 | - | 2,395 | 2,395 | 14,368 | 4,789 | 4,789 | - | - | - | - | - | 86,209 | 165,234 | 299,337 |
| 14:30 - 15:00 | - | 2,395 | - | 7,184 | - | - | 2,395 | 14,368 | 4,789 | 4,789 | - | - | - | - | - | 86,209 | 177,208 | 299,337 |
| 15:00 - 15:30 | - | 11,973 | 2,395 | 7,184 | - | - | 2,395 | 11,973 | 2,395 | 4,789 | - | 2,395 | 2,395 | 2,395 | - | 86,209 | 162,839 | 299,337 |
| 15:30 - 16:00 | - | 11,973 | - | 7,184 | - | - | 2,395 | 11,973 | 2,395 | 4,789 | - | 4,789 | 2,395 | - | - | 86,209 | 165,234 | 299,337 |
| 16:00 - 16:30 | - | 7,184 | - | 9,579 | - | - | 4,789 | 7,184 | - | 2,395 | - | 4,789 | - | - | - | 86,209 | 177,208 | 299,337 |
| 16:30 - 17:00 | - | 7,184 | 4,789 | 9,579 | - | - | 2,395 | 4,789 | - | - | - | 4,789 | 2,395 | - | - | 86,209 | 177,208 | 299,337 |
| 17:00 - 17:30 | - | 7,184 | 4,789 | 4,789 | - | - | 2,395 | 4,789 | - | - | - | 2,395 | 2,395 | - | - | 86,209 | 184,392 | 299,337 |
| 17:30 - 18:00 | - | 2,395 | 4,789 | 4,789 | - | - | 2,395 | 4,789 | - | - | - | - | 2,395 | - | - | 86,209 | 191,576 | 299,337 |
| 18:00 - 18:30 | - | 2,395 | - | 4,789 | 2,395 | 2,395 | 2,395 | 4,789 | - | - | - | 2,395 | - | 2,395 | - | 86,209 | 189,181 | 299,337 |
| 18:30 - 19:00 | - | 2,395 | - | 2,395 | - | - | 2,395 | 4,789 | - | - | - | - | - | - | - | 86,209 | 201,154 | 299,337 |
| 19:00 - 19:30 | - | 2,395 | - | 2,395 | 2,395 | - | 2,395 | 4,789 | - | - | - | - | - | - | - | 86,209 | 198,760 | 299,337 |
| 19:30 - 20:00 | - | - | - | - | - | 2,395 | 2,395 | 2,395 | - | - | 2,395 | 2,395 | - | - | - | 86,209 | 201,154 | 299,337 |
| 20:00 - 20:30 | - | 2,395 | - | - | - | - | - | 2,395 | - | - | 2,395 | - | - | - | - | 86,209 | 205,944 | 299,337 |
| 20:30 - 21:00 | - | - | - | - | - | - | - | 2,395 | - | - | - | - | - | - | - | 86,209 | 210,733 | 299,337 |
| 21:00 - 21:30 | - | - | - | - | - | - | - | 2,395 | - | - | - | - | - | - | - | 86,209 | 210,733 | 299,337 |
| 21:30 - 22:00 | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 86,209 | 213,128 | 299,337 |
| 22:00 - 22:30 | - | 2,395 | - | 2,395 | - | - | - | - | - | - | - | - | - | - | - | 86,209 | 208,339 | 299,337 |
| 22:30 - 23:00 | - | - | - | 2,395 | - | - | - | - | - | - | - | - | - | - | - | 86,209 | 210,733 | 299,337 |
| 23:00 - 23:30 | - | - | - | 2,395 | 2,395 | 2,395 | - | - | - | - | - | - | - | - | - | 86,209 | 205,944 | 299,337 |
| 23:30 - 00:00 | - | - | - | - | 2,395 | - | - | - | - | - | - | - | - | - | - | 86,209 | 210,733 | 299,337 |

*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 2,395 listeners (0.8%) on Wednesday.*

## Radio Audience on THURSDAY

✓ The **most listened to timeband** on Thursday is 10:00 – 12:00 **on Calypso Radio 101.8 FM** (32,485 Radio Listeners).

### Table 29 – Q14 – Radio Audience on THURSDAY – by Timeband   (Multiple-Response Q) (n=277,368)

*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 Radio 101.8FM | Campus FM | Magic Malta | Net FM | ONE Radio | Radju Malta 1 | Radju Marija | Smash Radio | Smooth Radio | Vibe HD | XFM Malta | Radju Bambina | Foreign Station (any) | Did listen to any radio on the previous day/ No particular station/ Don't remember | None | Total |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 00:00 - 00:30 | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 59,971 | 217,397 | 277,368 |
| 00:30 - 01:00 | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 59,971 | 217,397 | 277,368 |
| 01:00 - 01:30 | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 59,971 | 217,397 | 277,368 |
| 01:30 - 02:00 | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 59,971 | 217,397 | 277,368 |
| 02:00 - 02:30 | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 59,971 | 217,397 | 277,368 |
| 02:30 - 03:00 | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 59,971 | 217,397 | 277,368 |
| 03:00 - 03:30 | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 59,971 | 217,397 | 277,368 |
| 03:30 - 04:00 | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 59,971 | 217,397 | 277,368 |
| 04:00 - 04:30 | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 59,971 | 217,397 | 277,368 |
| 04:30 - 05:00 | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 59,971 | 217,397 | 277,368 |
| 05:00 - 05:30 | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 59,971 | 217,397 | 277,368 |
| 05:30 - 06:00 | - | - | - | - | - | - | - | 2,499 | - | - | - | - | - | - | - | - | 59,971 | 214,898 | 277,368 |
| 06:00 - 06:30 | - | 2,499 | - | 2,499 | - | 2,499 | - | 4,998 | - | - | - | - | - | - | - | - | 59,971 | 204,902 | 277,368 |
| 06:30 - 07:00 | - | 9,995 | - | 2,499 | - | - | - | 4,998 | - | - | - | - | 2,499 | - | - | - | 59,971 | 197,406 | 277,368 |
| 07:00 - 07:30 | - | 14,993 | 2,499 | 12,494 | - | - | - | 2,499 | 2,499 | 2,499 | - | - | 12,494 | - | - | - | 59,971 | 167,420 | 277,368 |
| 07:30 - 08:00 | - | 14,993 | - | 12,494 | 2,499 | 2,499 | 2,499 | 7,496 | 2,499 | - | - | - | 14,993 | 2,499 | - | - | 59,971 | 154,926 | 277,368 |
| 08:00 - 08:30 | 4,998 | 9,995 | - | 22,489 | - | 2,499 | 4,998 | 19,990 | 9,995 | - | - | - | 2,499 | 2,499 | - | - | 59,971 | 137,435 | 277,368 |
| 08:30 - 09:00 | 4,998 | 9,995 | - | 22,489 | - | 2,499 | 4,998 | 19,990 | 7,496 | - | - | - | 7,496 | - | - | - | 59,971 | 137,435 | 277,368 |
| 09:00 - 09:30 | 4,998 | 7,496 | - | 22,489 | - | - | 4,998 | 22,489 | 12,494 | - | - | - | 12,494 | 2,499 | - | - | 59,971 | 127,439 | 277,368 |
| 09:30 - 10:00 | - | 7,496 | - | 27,487 | - | - | 4,998 | 22,489 | 9,995 | - | - | - | 7,496 | - | - | - | 59,971 | 137,435 | 277,368 |
| 10:00 - 10:30 | - | 4,998 | - | 32,485 | - | - | 4,998 | 24,988 | 12,494 | - | - | - | 4,998 | - | - | - | 59,971 | 132,437 | 277,368 |
| 10:30 - 11:00 | - | 2,499 | - | 32,485 | - | - | 7,496 | 24,988 | 7,496 | - | - | - | 4,998 | - | - | - | 59,971 | 137,435 | 277,368 |
| 11:00 - 11:30 | - | 2,499 | - | 32,485 | - | - | 4,998 | 24,988 | 7,496 | - | - | - | 2,499 | - | - | - | 59,971 | 142,432 | 277,368 |
| 11:30 - 12:00 | - | 2,499 | - | 32,485 | - | - | 4,998 | 24,988 | 7,496 | - | - | - | 2,499 | - | - | - | 59,971 | 142,432 | 277,368 |
| 12:00 - 12:30 | - | 2,499 | - | 22,489 | - | 2,499 | 4,998 | 17,492 | 2,499 | - | 2,499 | - | 2,499 | 2,499 | - | - | 59,971 | 157,425 | 277,368 |
| 12:30 - 13:00 | - | 2,499 | - | 22,489 | - | - | 2,499 | 17,492 | - | - | 2,499 | - | - | - | - | - | 59,971 | 169,919 | 277,368 |
| 13:00 - 13:30 | - | - | 2,499 | 22,489 | - | - | 4,998 | 17,492 | 2,499 | - | - | - | - | - | - | - | 59,971 | 167,420 | 277,368 |
| 13:30 - 14:00 | - | - | - | 19,990 | - | - | - | 12,494 | 2,499 | - | - | - | 2,499 | - | - | - | 59,971 | 179,914 | 277,368 |
| 14:00 - 14:30 | - | 2,499 | - | 14,993 | - | - | - | 12,494 | 2,499 | - | - | - | 2,499 | - | - | - | 59,971 | 182,413 | 277,368 |
| 14:30 - 15:00 | - | - | - | 14,993 | - | - | - | 9,995 | 2,499 | - | - | - | 2,499 | - | - | - | 59,971 | 187,411 | 277,368 |
| 15:00 - 15:30 | - | 2,499 | - | 14,993 | - | - | - | 9,995 | - | - | - | - | 2,499 | - | - | - | 59,971 | 187,411 | 277,368 |
| 15:30 - 16:00 | - | - | - | 17,492 | - | - | - | 9,995 | - | - | - | - | 2,499 | - | 2,499 | - | 59,971 | 184,912 | 277,368 |
| 16:00 - 16:30 | - | 7,496 | 2,499 | 14,993 | - | - | 2,499 | 9,995 | - | - | - | - | 2,499 | - | - | 2,499 | 59,971 | 174,917 | 277,368 |
| 16:30 - 17:00 | - | 7,496 | - | 14,993 | - | - | 2,499 | 9,995 | - | - | - | - | 4,998 | - | - | 2,499 | 59,971 | 174,917 | 277,368 |
| 17:00 - 17:30 | - | 4,998 | - | 12,494 | - | - | 2,499 | 9,995 | - | - | - | - | 12,494 | - | - | 2,499 | 59,971 | 172,418 | 277,368 |
| 17:30 - 18:00 | - | 2,499 | - | 12,494 | - | - | 2,499 | 9,995 | - | - | - | - | 9,995 | - | - | 2,499 | 59,971 | 177,416 | 277,368 |
| 18:00 - 18:30 | - | 9,995 | - | 9,995 | - | - | 4,998 | 7,496 | - | - | - | - | 2,499 | - | - | 2,499 | 59,971 | 179,914 | 277,368 |
| 18:30 - 19:00 | - | 7,496 | - | 7,496 | - | - | 2,499 | 7,496 | - | 2,499 | - | - | 2,499 | - | - | - | 59,971 | 187,411 | 277,368 |
| 19:00 - 19:30 | - | 4,998 | - | 7,496 | - | - | 4,998 | 2,499 | - | 2,499 | - | - | 4,998 | 2,499 | - | - | 59,971 | 187,411 | 277,368 |
| 19:30 - 20:00 | - | 4,998 | - | 9,995 | - | - | 2,499 | 7,496 | - | 2,499 | - | - | 4,998 | - | - | - | 59,971 | 184,912 | 277,368 |
| 20:00 - 20:30 | - | 2,499 | - | 4,998 | - | - | 2,499 | 2,499 | - | - | - | - | 2,499 | - | - | - | 59,971 | 202,404 | 277,368 |
| 20:30 - 21:00 | - | - | - | 4,998 | - | - | - | 2,499 | - | - | - | - | 2,499 | - | - | 2,499 | 59,971 | 204,902 | 277,368 |
| 21:00 - 21:30 | - | - | - | 2,499 | - | - | - | 2,499 | - | - | - | - | 2,499 | - | - | - | 59,971 | 209,900 | 277,368 |
| 21:30 - 22:00 | - | - | - | 2,499 | - | - | - | 2,499 | - | 2,499 | - | - | - | - | - | - | 59,971 | 209,900 | 277,368 |
| 22:00 - 22:30 | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 59,971 | 217,397 | 277,368 |
| 22:30 - 23:00 | - | 2,499 | - | - | - | - | - | - | - | - | - | 2,499 | 2,499 | - | - | - | 59,971 | 209,900 | 277,368 |
| 23:00 - 23:30 | - | 2,499 | - | - | - | - | - | - | - | - | - | 2,499 | - | - | - | - | 59,971 | 212,399 | 277,368 |
| 23:30 - 00:00 | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 59,971 | 217,397 | 277,368 |

*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 2,499 listeners (0.9%) on Thursday*

## Radio Audience on **FRIDAY**

✓ The **most listened to timeband** on Friday is 08:00 – 08:30 **on One Radio** (43,330 Radio Listeners).

### Table 30 – Q14 – Radio Audience on **FRIDAY** – by Timeband   (Multiple-Response Q) (n=315,347)

*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 Radio 101.8FM | Campus FM | Magic Malta | Net FM | ONE Radio | Radju Malta 1 | Radju Marija | Smash Radio | Vibe HD | XFM Malta | Radio 105 | Foreign Station (any) | Did listen to any radio on the previous day/ No particular station/ Don't remember | None | Total |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 00:00 - 00:30 | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 31,294 | 284,053 | 315,347 |
| 00:30 - 01:00 | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 31,294 | 284,053 | 315,347 |
| 01:00 - 01:30 | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 31,294 | 284,053 | 315,347 |
| 01:30 - 02:00 | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 31,294 | 284,053 | 315,347 |
| 02:00 - 02:30 | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 31,294 | 284,053 | 315,347 |
| 02:30 - 03:00 | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 31,294 | 284,053 | 315,347 |
| 03:00 - 03:30 | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 31,294 | 284,053 | 315,347 |
| 03:30 - 04:00 | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 31,294 | 284,053 | 315,347 |
| 04:00 - 04:30 | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 31,294 | 284,053 | 315,347 |
| 04:30 - 05:00 | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 31,294 | 284,053 | 315,347 |
| 05:00 - 05:30 | - | - | - | 2,407 | - | - | - | - | - | - | - | - | - | - | - | 31,294 | 281,646 | 315,347 |
| 05:30 - 06:00 | - | - | - | 2,407 | - | - | - | 2,407 | - | 2,407 | - | - | - | - | - | 31,294 | 276,831 | 315,347 |
| 06:00 - 06:30 | - | 2,407 | - | 2,407 | - | - | - | 2,407 | - | 2,407 | - | - | - | - | - | 31,294 | 274,424 | 315,347 |
| 06:30 - 07:00 | - | 4,814 | 2,407 | 2,407 | - | 4,814 | - | 2,407 | - | 2,407 | - | - | - | - | - | 31,294 | 264,795 | 315,347 |
| 07:00 - 07:30 | - | 28,887 | 2,407 | 4,814 | 2,407 | 7,222 | 9,629 | 9,629 | 7,222 | 2,407 | 2,407 | 14,443 | 4,814 | - | - | 31,294 | 187,764 | 315,347 |
| 07:30 - 08:00 | - | 24,072 | - | 7,222 | - | 4,814 | 12,036 | 9,629 | 7,222 | 2,407 | 2,407 | 26,480 | 2,407 | - | - | 31,294 | 185,357 | 315,347 |
| 08:00 - 08:30 | - | 19,258 | 2,407 | 9,629 | 4,814 | 7,222 | 7,222 | 31,294 | 14,443 | 4,814 | 4,814 | 24,072 | - | - | - | 31,294 | 154,063 | 315,347 |
| 08:30 - 09:00 | - | 12,036 | 2,407 | 12,036 | 4,814 | 7,222 | 7,222 | 43,330 | 19,258 | 4,814 | 4,814 | 19,258 | - | - | - | 31,294 | 146,841 | 315,347 |
| 09:00 - 09:30 | - | 9,629 | 2,407 | 16,851 | 4,814 | 4,814 | 7,222 | 43,330 | 21,665 | 4,814 | 4,814 | 4,814 | - | - | 2,407 | 31,294 | 156,470 | 315,347 |
| 09:30 - 10:00 | - | 9,629 | 2,407 | 19,258 | 2,407 | 2,407 | 7,222 | 38,516 | 19,258 | 4,814 | 4,814 | - | - | - | 2,407 | 31,294 | 170,913 | 315,347 |
| 10:00 - 10:30 | 2,407 | 9,629 | 2,407 | 21,665 | 2,407 | 2,407 | 7,222 | 36,108 | 16,851 | 4,814 | 4,814 | - | - | - | - | 31,294 | 173,320 | 315,347 |
| 10:30 - 11:00 | 2,407 | 4,814 | 2,407 | 19,258 | 2,407 | - | 9,629 | 36,108 | 16,851 | 7,222 | 4,814 | - | - | - | - | 31,294 | 178,135 | 315,347 |
| 11:00 - 11:30 | - | 4,814 | 2,407 | 19,258 | 2,407 | - | 7,222 | 33,701 | 19,258 | 7,222 | 2,407 | - | - | - | - | 31,294 | 185,357 | 315,347 |
| 11:30 - 12:00 | - | 4,814 | 2,407 | 21,665 | 2,407 | - | 7,222 | 33,701 | 16,851 | 9,629 | 2,407 | - | - | - | - | 31,294 | 182,949 | 315,347 |
| 12:00 - 12:30 | - | 9,629 | 2,407 | 16,851 | 2,407 | - | 12,036 | 38,516 | 12,036 | 12,036 | 2,407 | - | - | - | - | 31,294 | 175,728 | 315,347 |
| 12:30 - 13:00 | - | 2,407 | 2,407 | 12,036 | 2,407 | - | 7,222 | 40,923 | 12,036 | 9,629 | 2,407 | - | - | - | - | 31,294 | 192,578 | 315,347 |
| 13:00 - 13:30 | - | 2,407 | 2,407 | 9,629 | 2,407 | - | 4,814 | 36,108 | 9,629 | 4,814 | 4,814 | 2,407 | 2,407 | - | - | 31,294 | 202,207 | 315,347 |
| 13:30 - 14:00 | - | 4,814 | 2,407 | 4,814 | 2,407 | - | 2,407 | 19,258 | 12,036 | 2,407 | 4,814 | 4,814 | 2,407 | - | 2,407 | 31,294 | 219,058 | 315,347 |
| 14:00 - 14:30 | - | 4,814 | 2,407 | 4,814 | 2,407 | 2,407 | 2,407 | 21,665 | 7,222 | - | 4,814 | - | - | - | 2,407 | 31,294 | 228,687 | 315,347 |
| 14:30 - 15:00 | - | 2,407 | 2,407 | 4,814 | 2,407 | 2,407 | 2,407 | 24,072 | 7,222 | - | 2,407 | - | - | - | - | 31,294 | 233,501 | 315,347 |
| 15:00 - 15:30 | - | 7,222 | - | 7,222 | 4,814 | 2,407 | 2,407 | 21,665 | 9,629 | 2,407 | - | 9,629 | - | 2,407 | 2,407 | 31,294 | 211,836 | 315,347 |
| 15:30 - 16:00 | - | 7,222 | 2,407 | 4,814 | 2,407 | 2,407 | 2,407 | 21,665 | 7,222 | 2,407 | 2,407 | 12,036 | 2,407 | 2,407 | - | 31,294 | 211,836 | 315,347 |
| 16:00 - 16:30 | - | 2,407 | - | 9,629 | 2,407 | 4,814 | 2,407 | 16,851 | 2,407 | 4,814 | - | 7,222 | 2,407 | - | - | 31,294 | 228,687 | 315,347 |
| 16:30 - 17:00 | - | 7,222 | - | 9,629 | 2,407 | 4,814 | 2,407 | 12,036 | 2,407 | 2,407 | - | 2,407 | - | - | - | 31,294 | 238,316 | 315,347 |
| 17:00 - 17:30 | - | 12,036 | - | 12,036 | 2,407 | 2,407 | 2,407 | 12,036 | 2,407 | 2,407 | 2,407 | 4,814 | - | - | - | 31,294 | 228,687 | 315,347 |
| 17:30 - 18:00 | - | 4,814 | - | 12,036 | 2,407 | 2,407 | 4,814 | 12,036 | 4,814 | 2,407 | 2,407 | 7,222 | - | - | 4,814 | 31,294 | 223,872 | 315,347 |
| 18:00 - 18:30 | - | 4,814 | - | 7,222 | 2,407 | - | 2,407 | 9,629 | 4,814 | 2,407 | - | 4,814 | - | - | 4,814 | 31,294 | 240,723 | 315,347 |
| 18:30 - 19:00 | - | 12,036 | - | 4,814 | 2,407 | - | 2,407 | 4,814 | 2,407 | 2,407 | - | 4,814 | - | - | 4,814 | 31,294 | 243,130 | 315,347 |
| 19:00 - 19:30 | - | 7,222 | 2,407 | 7,222 | 2,407 | - | 2,407 | 2,407 | 2,407 | 2,407 | - | 4,814 | - | - | - | 31,294 | 250,352 | 315,347 |
| 19:30 - 20:00 | - | 4,814 | - | 4,814 | 2,407 | - | 2,407 | 2,407 | 2,407 | 2,407 | - | 2,407 | - | - | - | 31,294 | 259,981 | 315,347 |
| 20:00 - 20:30 | - | 2,407 | - | 4,814 | 2,407 | - | 2,407 | - | - | 2,407 | - | 2,407 | - | - | - | 31,294 | 267,202 | 315,347 |
| 20:30 - 21:00 | - | 2,407 | - | 2,407 | 2,407 | - | - | 2,407 | - | 2,407 | - | 2,407 | - | - | - | 31,294 | 269,610 | 315,347 |
| 21:00 - 21:30 | - | 2,407 | - | 2,407 | 2,407 | - | - | 2,407 | - | 2,407 | - | 2,407 | - | - | - | 31,294 | 269,610 | 315,347 |
| 21:30 - 22:00 | - | 2,407 | - | 2,407 | - | - | - | 2,407 | - | 2,407 | - | - | - | - | - | 31,294 | 274,424 | 315,347 |
| 22:00 - 22:30 | - | 2,407 | - | 2,407 | - | - | - | 2,407 | - | 2,407 | - | - | - | - | - | 31,294 | 274,424 | 315,347 |
| 22:30 - 23:00 | - | - | - | 2,407 | - | - | - | - | - | 2,407 | - | - | - | - | - | 31,294 | 279,239 | 315,347 |
| 23:00 - 23:30 | - | 2,407 | - | 2,407 | - | - | - | - | - | - | - | - | - | - | - | 31,294 | 279,239 | 315,347 |
| 23:30 - 00:00 | - | - | - | 2,407 | - | - | - | - | - | - | - | - | - | - | - | 31,294 | 281,646 | 315,347 |

*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 2,407 listeners (0.7%) on Friday*

## Radio Audience on <u>SATURDAY</u>

✓ The **most listened to timebands** on Saturday are 09:30-10:00 **on ONE Radio** & 10:00-11:00 **on Calypso Radio 101.8FM** (29,348 Radio Listeners).

### *Table 31 – Q14 – Radio Audience on <u>SATURDAY</u> – by Timeband   (Multiple-Response Q) (n=310,597)*

<u>NOTE</u>: *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 Radio 101.8FM | Campus FM | Magic Malta | Net FM | ONE Radio | Radju Malta 1 | Radju Malta 2 | Radju Marija | Smash Radio | Vibe HD | XFM Malta | Radju Lehen il-Belt Victoria | Foreign Station (any) | Did listen to any radio on the previous day/ No particular station/ Don't remember | None | Total |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 00:00 - 00:30 | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 107,608 | 202,989 | 310,597 |
| 00:30 - 01:00 | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 107,608 | 202,989 | 310,597 |
| 01:00 - 01:30 | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 107,608 | 202,989 | 310,597 |
| 01:30 - 02:00 | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 107,608 | 202,989 | 310,597 |
| 02:00 - 02:30 | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 107,608 | 202,989 | 310,597 |
| 02:30 - 03:00 | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 107,608 | 202,989 | 310,597 |
| 03:00 - 03:30 | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 107,608 | 202,989 | 310,597 |
| 03:30 - 04:00 | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 107,608 | 202,989 | 310,597 |
| 04:00 - 04:30 | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 107,608 | 202,989 | 310,597 |
| 04:30 - 05:00 | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 107,608 | 202,989 | 310,597 |
| 05:00 - 05:30 | - | - | - | 2,446 | - | - | - | - | - | - | - | - | - | - | - | - | 107,608 | 200,543 | 310,597 |
| 05:30 - 06:00 | - | - | - | 2,446 | - | - | - | 2,446 | - | - | - | - | - | - | - | - | 107,608 | 198,097 | 310,597 |
| 06:00 - 06:30 | - | - | - | 4,891 | - | - | - | - | - | - | - | - | - | - | - | - | 107,608 | 198,097 | 310,597 |
| 06:30 - 07:00 | - | - | - | 4,891 | - | - | - | - | - | - | - | - | - | - | - | - | 107,608 | 198,097 | 310,597 |
| 07:00 - 07:30 | - | - | - | 12,228 | - | - | - | 2,446 | - | - | 2,446 | - | - | 2,446 | - | - | 107,608 | 183,423 | 310,597 |
| 07:30 - 08:00 | - | 9,783 | - | 12,228 | - | - | - | 2,446 | - | - | - | - | - | 2,446 | 2,446 | - | 107,608 | 173,641 | 310,597 |
| 08:00 - 08:30 | - | 17,120 | - | 24,456 | - | - | 4,891 | 14,674 | 4,891 | - | - | 2,446 | 2,446 | 2,446 | 2,446 | 2,446 | 107,608 | 124,728 | 310,597 |
| 08:30 - 09:00 | 2,446 | 14,674 | - | 24,456 | - | - | 9,783 | 14,674 | 4,891 | - | - | 2,446 | 2,446 | 2,446 | - | 2,446 | 107,608 | 122,282 | 310,597 |
| 09:00 - 09:30 | 2,446 | 7,337 | - | 22,011 | - | - | 12,228 | 26,902 | 7,337 | - | - | 2,446 | 4,891 | 4,891 | - | 2,446 | 107,608 | 110,054 | 310,597 |
| 09:30 - 10:00 | 4,891 | 4,891 | - | 24,456 | - | - | 12,228 | 29,348 | 9,783 | - | - | 2,446 | - | 4,891 | - | - | 107,608 | 110,054 | 310,597 |
| 10:00 - 10:30 | 4,891 | 14,674 | - | 29,348 | 2,446 | - | 14,674 | 26,902 | 9,783 | - | - | 2,446 | - | 2,446 | - | - | 107,608 | 95,380 | 310,597 |
| 10:30 - 11:00 | 4,891 | 7,337 | - | 29,348 | 2,446 | - | 12,228 | 26,902 | 9,783 | - | - | 2,446 | - | 4,891 | - | - | 107,608 | 102,717 | 310,597 |
| 11:00 - 11:30 | 4,891 | 2,446 | - | 26,902 | 2,446 | - | 7,337 | 26,902 | 12,228 | - | 2,446 | 2,446 | 2,446 | 2,446 | - | 2,446 | 107,608 | 107,608 | 310,597 |
| 11:30 - 12:00 | 2,446 | 7,337 | - | 26,902 | 2,446 | - | 7,337 | 24,456 | 9,783 | - | 2,446 | 2,446 | 2,446 | 2,446 | 2,446 | 2,446 | 107,608 | 107,608 | 310,597 |
| 12:00 - 12:30 | - | 4,891 | - | 14,674 | - | - | 4,891 | 12,228 | 7,337 | - | 2,446 | - | 2,446 | 2,446 | - | 2,446 | 107,608 | 149,184 | 310,597 |
| 12:30 - 13:00 | - | 4,891 | - | 17,120 | - | - | 2,446 | 4,891 | 4,891 | - | - | - | - | 2,446 | - | - | 107,608 | 166,304 | 310,597 |
| 13:00 - 13:30 | - | 4,891 | - | 12,228 | - | - | 2,446 | - | 4,891 | - | - | 2,446 | - | 2,446 | - | - | 107,608 | 173,641 | 310,597 |
| 13:30 - 14:00 | - | 7,337 | - | 7,337 | - | - | 2,446 | - | 2,446 | - | - | 2,446 | 4,891 | 2,446 | - | - | 107,608 | 173,641 | 310,597 |
| 14:00 - 14:30 | - | 7,337 | - | 9,783 | - | 2,446 | 2,446 | 2,446 | 4,891 | - | - | - | - | 2,446 | - | - | 107,608 | 171,195 | 310,597 |
| 14:30 - 15:00 | - | 2,446 | - | 9,783 | - | 2,446 | 2,446 | 2,446 | 4,891 | 2,446 | 2,446 | - | - | 2,446 | - | - | 107,608 | 171,195 | 310,597 |
| 15:00 - 15:30 | - | - | - | 9,783 | 2,446 | - | 2,446 | 2,446 | 4,891 | 2,446 | 2,446 | - | - | 2,446 | - | 2,446 | 107,608 | 173,641 | 310,597 |
| 15:30 - 16:00 | - | 2,446 | - | 9,783 | - | - | - | 7,337 | - | 2,446 | - | - | 2,446 | 2,446 | - | 2,446 | 107,608 | 171,195 | 310,597 |
| 16:00 - 16:30 | - | - | - | 12,228 | - | - | - | 2,446 | 2,446 | - | - | - | - | 2,446 | - | - | 107,608 | 183,423 | 310,597 |
| 16:30 - 17:00 | - | - | - | 9,783 | - | - | - | 4,891 | 2,446 | - | - | - | - | 2,446 | - | - | 107,608 | 183,423 | 310,597 |
| 17:00 - 17:30 | - | 7,337 | - | 9,783 | - | - | - | 4,891 | 4,891 | - | - | - | - | - | - | - | 107,608 | 176,086 | 310,597 |
| 17:30 - 18:00 | - | 4,891 | - | 4,891 | - | - | - | 2,446 | 4,891 | - | - | - | - | - | - | - | 107,608 | 185,869 | 310,597 |
| 18:00 - 18:30 | - | 7,337 | 2,446 | 4,891 | - | - | 2,446 | 2,446 | 2,446 | - | - | - | - | - | - | - | 107,608 | 180,978 | 310,597 |
| 18:30 - 19:00 | - | 2,446 | 2,446 | 4,891 | - | - | 2,446 | 2,446 | 2,446 | - | - | - | - | - | - | - | 107,608 | 185,869 | 310,597 |
| 19:00 - 19:30 | - | 4,891 | - | 7,337 | - | 2,446 | 2,446 | - | 2,446 | - | - | - | - | - | - | 2,446 | 107,608 | 180,978 | 310,597 |
| 19:30 - 20:00 | - | - | - | 7,337 | - | - | 2,446 | 2,446 | - | - | - | - | 2,446 | - | - | 4,891 | 107,608 | 183,423 | 310,597 |
| 20:00 - 20:30 | - | 4,891 | - | 4,891 | - | - | - | 2,446 | 2,446 | - | - | - | - | - | - | 4,891 | 107,608 | 183,423 | 310,597 |
| 20:30 - 21:00 | - | 2,446 | - | 2,446 | - | - | - | - | - | - | - | - | - | - | - | 4,891 | 107,608 | 193,206 | 310,597 |
| 21:00 - 21:30 | - | - | - | 4,891 | - | - | - | - | - | - | - | - | - | - | - | 2,446 | 107,608 | 195,652 | 310,597 |
| 21:30 - 22:00 | - | 2,446 | - | 4,891 | - | - | - | - | - | - | - | - | 2,446 | - | - | - | 107,608 | 193,206 | 310,597 |
| 22:00 - 22:30 | - | 9,783 | - | 7,337 | 2,446 | - | - | - | - | - | - | - | - | 2,446 | - | - | 107,608 | 180,978 | 310,597 |
| 22:30 - 23:00 | - | 4,891 | - | 7,337 | - | - | - | - | - | - | - | - | - | 2,446 | - | - | 107,608 | 185,869 | 310,597 |
| 23:00 - 23:30 | - | 2,446 | - | 4,891 | 2,446 | - | - | - | - | - | - | - | - | 2,446 | - | - | 107,608 | 190,760 | 310,597 |
| 23:30 - 00:00 | - | 7,337 | - | 2,446 | 2,446 | - | - | - | - | - | - | - | 4,891 | 2,446 | - | - | 107,608 | 183,423 | 310,597 |

<u>Note I</u>: *Radio stations not featured in the Table above have a radio listenership of less than 0.1% between  Monday and Sunday*
<u>Note II</u>: *Timebands featuring a 'nil' listenership in the Table above have a radio listenership of less than 2,446 listeners (0.8%) on Saturday*

## Radio Audience on <u>SUNDAY</u>

✓ The **most listened to timebands** on Sunday are the following (all timebands have a 20,078-count radio listenership)
  ♦ 09:00 – 10:00 and 10:30 – 11:00 **on ONE Radio**
  ♦ 10:00 – 11:30 **on Calypso Radio 101.8FM**

### *Table 32 – Q14 – Radio Audience on <u>SUNDAY</u> – by Timeband   (Multiple-Response Q) (n=299,159)*

<u>NOTE</u>: *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 | Calypso Radio 101.8FM | Campus FM | Magic Malta | Net FM | ONE Radio | Radju Malta 1 | Radju Marija | Smash Radio | Vibe HD | XFM Malta | Radju Bambina | Radju Prekursur | Foreign Station (any) | Did listen to any radio on the previous day/ No particular station/ Don't remember | None | Total |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 00:00 - 00:30 | - | - | 2,008 | - | - | - | - | - | - | - | - | - | - | - | - | 122,474 | 174,677 | 299,159 |
| 00:30 - 01:00 | - | - | 2,008 | - | - | - | - | - | - | - | - | - | - | - | - | 122,474 | 174,677 | 299,159 |
| 01:00 - 01:30 | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 122,474 | 176,685 | 299,159 |
| 01:30 - 02:00 | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 122,474 | 176,685 | 299,159 |
| 02:00 - 02:30 | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 122,474 | 176,685 | 299,159 |
| 02:30 - 03:00 | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 122,474 | 176,685 | 299,159 |
| 03:00 - 03:30 | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 122,474 | 176,685 | 299,159 |
| 03:30 - 04:00 | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 122,474 | 176,685 | 299,159 |
| 04:00 - 04:30 | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 122,474 | 176,685 | 299,159 |
| 04:30 - 05:00 | - | - | - | - | 2,008 | - | - | - | - | - | - | - | - | - | - | 122,474 | 174,677 | 299,159 |
| 05:00 - 05:30 | - | - | - | - | - | - | 2,008 | - | - | - | - | - | - | - | - | 122,474 | 174,677 | 299,159 |
| 05:30 - 06:00 | - | 2,008 | - | - | - | - | 2,008 | - | - | - | - | - | - | - | - | 122,474 | 172,669 | 299,159 |
| 06:00 - 06:30 | - | - | 2,008 | - | - | - | 2,008 | 2,008 | 2,008 | - | - | - | - | - | - | 122,474 | 168,653 | 299,159 |
| 06:30 - 07:00 | 2,008 | 2,008 | 2,008 | - | 4,016 | 2,008 | 6,023 | - | 2,008 | - | - | - | - | - | - | 122,474 | 156,607 | 299,159 |
| 07:00 - 07:30 | 2,008 | 6,023 | 6,023 | - | 2,008 | - | 10,039 | 2,008 | 2,008 | - | - | - | - | - | - | 122,474 | 146,568 | 299,159 |
| 07:30 - 08:00 | - | 2,008 | 6,023 | - | 2,008 | - | 6,023 | 2,008 | 2,008 | - | - | - | 2,008 | - | - | 122,474 | 154,599 | 299,159 |
| 08:00 - 08:30 | - | 4,016 | 6,023 | - | - | 6,023 | 12,047 | 4,016 | 2,008 | - | - | - | 2,008 | - | - | 122,474 | 140,544 | 299,159 |
| 08:30 - 09:00 | 2,008 | 6,023 | 8,031 | - | - | 4,016 | 14,054 | 2,008 | 2,008 | - | - | 2,008 | 2,008 | - | - | 122,474 | 136,529 | 299,159 |
| 09:00 - 09:30 | - | 12,047 | 18,070 | - | - | 4,016 | 20,078 | 4,016 | 4,016 | 2,008 | 2,008 | 2,008 | 2,008 | - | - | 122,474 | 106,412 | 299,159 |
| 09:30 - 10:00 | 2,008 | 8,031 | 16,062 | - | 2,008 | 8,031 | 20,078 | 6,023 | 4,016 | 2,008 | 6,023 | - | 2,008 | - | - | 122,474 | 100,389 | 299,159 |
| 10:00 - 10:30 | - | 10,039 | 20,078 | 2,008 | 2,008 | 8,031 | 18,070 | 2,008 | 2,008 | - | 2,008 | - | 2,008 | - | - | 122,474 | 108,420 | 299,159 |
| 10:30 - 11:00 | - | 2,008 | 20,078 | 2,008 | 2,008 | 6,023 | 20,078 | 4,016 | 2,008 | - | - | - | 2,008 | - | - | 122,474 | 116,451 | 299,159 |
| 11:00 - 11:30 | - | - | 20,078 | 2,008 | 2,008 | 4,016 | 16,062 | 6,023 | 2,008 | - | - | - | 2,008 | 2,008 | 2,008 | 122,474 | 118,459 | 299,159 |
| 11:30 - 12:00 | - | - | 14,054 | 2,008 | - | 2,008 | 12,047 | 6,023 | 2,008 | - | - | - | 2,008 | 2,008 | 6,023 | 122,474 | 128,498 | 299,159 |
| 12:00 - 12:30 | - | 2,008 | 8,031 | - | - | 2,008 | 16,062 | 4,016 | 2,008 | - | - | - | 2,008 | - | - | 122,474 | 140,544 | 299,159 |
| 12:30 - 13:00 | - | 2,008 | 4,016 | - | - | 2,008 | 14,054 | 2,008 | 2,008 | - | - | - | 2,008 | - | - | 122,474 | 148,576 | 299,159 |
| 13:00 - 13:30 | - | 4,016 | 6,023 | - | - | 4,016 | 8,031 | 2,008 | 2,008 | - | - | - | 2,008 | - | - | 122,474 | 148,576 | 299,159 |
| 13:30 - 14:00 | - | 4,016 | 2,008 | - | 2,008 | 2,008 | 8,031 | 2,008 | 2,008 | - | - | - | 2,008 | - | - | 122,474 | 152,591 | 299,159 |
| 14:00 - 14:30 | - | 2,008 | 2,008 | - | 2,008 | 2,008 | 8,031 | - | 2,008 | - | 2,008 | - | 2,008 | - | - | 122,474 | 154,599 | 299,159 |
| 14:30 - 15:00 | - | - | - | - | 2,008 | - | 6,023 | - | 2,008 | - | 2,008 | - | 2,008 | - | - | 122,474 | 162,630 | 299,159 |
| 15:00 - 15:30 | - | 2,008 | - | - | - | - | 6,023 | - | - | - | 4,016 | - | 2,008 | - | - | 122,474 | 162,630 | 299,159 |
| 15:30 - 16:00 | - | 2,008 | - | - | - | - | 6,023 | - | - | 2,008 | 4,016 | - | 2,008 | - | - | 122,474 | 160,622 | 299,159 |
| 16:00 - 16:30 | - | 4,016 | 2,008 | 2,008 | - | 2,008 | - | - | 2,008 | - | 2,008 | - | - | - | - | 122,474 | 162,630 | 299,159 |
| 16:30 - 17:00 | - | 2,008 | 2,008 | 2,008 | - | - | - | - | 2,008 | - | 2,008 | - | - | - | 2,008 | 122,474 | 164,638 | 299,159 |
| 17:00 - 17:30 | - | 4,016 | 4,016 | - | - | 2,008 | - | - | - | - | 2,008 | - | - | - | 2,008 | 122,474 | 162,630 | 299,159 |
| 17:30 - 18:00 | - | 4,016 | 4,016 | - | - | - | - | - | - | - | - | - | - | - | - | 122,474 | 168,653 | 299,159 |
| 18:00 - 18:30 | - | 4,016 | 4,016 | - | - | - | 2,008 | - | - | - | - | - | - | - | - | 122,474 | 166,646 | 299,159 |
| 18:30 - 19:00 | - | 2,008 | 4,016 | - | - | - | 2,008 | - | - | - | - | - | - | - | - | 122,474 | 168,653 | 299,159 |
| 19:00 - 19:30 | - | 2,008 | 4,016 | - | - | - | - | - | 2,008 | - | - | - | - | - | - | 122,474 | 168,653 | 299,159 |
| 19:30 - 20:00 | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 122,474 | 176,685 | 299,159 |
| 20:00 - 20:30 | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 122,474 | 176,685 | 299,159 |
| 20:30 - 21:00 | - | - | - | - | 2,008 | - | - | - | - | - | - | - | - | - | - | 122,474 | 174,677 | 299,159 |
| 21:00 - 21:30 | - | - | - | - | 2,008 | - | - | - | - | - | - | - | - | - | - | 122,474 | 174,677 | 299,159 |
| 21:30 - 22:00 | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 122,474 | 176,685 | 299,159 |
| 22:00 - 22:30 | - | - | 2,008 | - | - | - | - | - | - | - | - | - | - | - | - | 122,474 | 174,677 | 299,159 |
| 22:30 - 23:00 | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 122,474 | 176,685 | 299,159 |
| 23:00 - 23:30 | - | 2,008 | 2,008 | - | - | - | - | - | - | - | - | - | - | - | - | 122,474 | 172,669 | 299,159 |
| 23:30 - 00:00 | - | - | 2,008 | - | - | - | - | - | - | - | - | - | - | - | 2,008 | 122,474 | 172,669 | 299,159 |

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

<u>Note II</u>: *Timebands featuring a 'nil' listenership in the Table above have a radio listenership of less than 2,008 listeners (0.67%) on Sunday.*

**M.FSADNI & Associates**

## 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 and Calypso Radio 101.8FM** on various weekdays, namely (average daily audience shares in figures and percentages):

✓ **ONE Radio:** Monday: 7472 (35.4%), Tuesday: 6759 (29.7%), Wednesday: 8930 (29.4%), Friday: 13,089 (28.7%) and Sunday: 4936 (28.9%).

✓ **Calypso Radio 101.8FM:** Thursday: 10,620 (34.7%) and Saturday: 9120 (32.1%).

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

| Weekday | 103 | Bay | Bay Easy | Calypso Radio 101.8FM | 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 BKR | Bastjanizi FM | Radju Bambina | Radju Prekursur | Radju Lehen il-Belt Victoria | Radio 105 | Radju Lehen il-Belt Gorgjana | Foreign Station (any) | Total |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Monday | 100 | 1805 | 100 | 3410 | 150 | 401 | 1103 | 7472 | 3009 | 0 | 853 | 502 | 0 | 1906 | 0 | 0 | 100 | 0 | 0 | 0 | 0 | 0 | 100 | 100 | 21113 |
| Tuesday | 389 | 2674 | 292 | 4230 | 292 | 681 | 875 | 6759 | 2383 | 292 | 1556 | 292 | 0 | 1459 | 535 | 0 | 0 | 49 | 0 | 0 | 0 | 0 | 0 | 0 | 22756 |
| Wednesday | 399 | 3692 | 748 | 8182 | 299 | 299 | 1996 | 8930 | 1247 | 0 | 2195 | 349 | 0 | 1247 | 349 | 200 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 249 | 30383 |
| Thursday | 312 | 3280 | 156 | 10620 | 52 | 260 | 1770 | 8121 | 1926 | 0 | 260 | 104 | 104 | 3019 | 260 | 0 | 0 | 0 | 52 | 0 | 0 | 0 | 0 | 312 | 30610 |
| Friday | 100 | 5115 | 903 | 6570 | 1605 | 1354 | 2959 | 13089 | 5416 | 0 | 2708 | 1404 | 0 | 3410 | 351 | 0 | 0 | 0 | 0 | 0 | 0 | 100 | 0 | 552 | 45637 |
| Saturday | 560 | 3770 | 102 | 9120 | 408 | 204 | 2242 | 5197 | 2802 | 102 | 357 | 510 | 0 | 713 | 1376 | 0 | 0 | 0 | 0 | 0 | 153 | 0 | 0 | 815 | 28431 |
| Sunday | 167 | 2008 | 0 | 4057 | 251 | 586 | 1255 | 4936 | 1046 | 0 | 962 | 125 | 0 | 586 | 42 | 0 | 0 | 0 | 711 | 84 | 0 | 0 | 0 | 293 | 17108 |

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

| Weekday | 103 | Bay | Bay Easy | Calypso Radio 101.8FM | 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 BKR | Bastjanizi FM | Radju Bambina | Radju Prekursur | Radju Lehen il-Belt Victoria | Radio 105 | Radju Lehen il-Belt Gorgjana | Foreign Station (any) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Monday | 0.5% | 8.6% | 0.5% | 16.2% | 0.7% | 1.9% | 5.2% | 35.4% | 14.3% | - | 4.0% | 2.4% | - | 9.0% | - | - | 0.5% | - | - | - | - | - | 0.5% | 0.5% |
| Tuesday | 1.7% | 11.8% | 1.3% | 18.6% | 1.3% | 3.0% | 3.8% | 29.7% | 10.5% | 1.3% | 6.8% | 1.3% | - | 6.4% | 2.4% | - | - | 0.2% | - | - | - | - | - | - |
| Wednesday | 1.3% | 12.2% | 2.5% | 26.9% | 1.0% | 1.0% | 6.6% | 29.4% | 4.1% | - | 7.2% | 1.1% | - | 4.1% | 1.1% | 0.7% | - | - | - | - | - | - | - | 0.8% |
| Thursday | 1.0% | 10.7% | 0.5% | 34.7% | 0.2% | 0.9% | 5.8% | 26.5% | 6.3% | - | 0.9% | 0.3% | 0.3% | 9.9% | 0.9% | - | - | - | 0.2% | - | - | - | - | 1.0% |
| Friday | 0.2% | 11.2% | 2.0% | 14.4% | 3.5% | 3.0% | 6.5% | 28.7% | 11.9% | - | 5.9% | 3.1% | - | 7.5% | 0.8% | - | - | - | - | - | - | 0.2% | - | 1.2% |
| Saturday | 2.0% | 13.3% | 0.4% | 32.1% | 1.4% | 0.7% | 7.9% | 18.3% | 9.9% | 0.4% | 1.3% | 1.8% | - | 2.5% | 4.8% | - | - | - | - | - | 0.5% | - | - | 2.9% |
| Sunday | 1.0% | 11.7% | - | 23.7% | 1.5% | 3.4% | 7.3% | 28.9% | 6.1% | - | 5.6% | 0.7% | - | 3.4% | 0.2% | - | - | - | 4.2% | 0.5% | - | - | - | 1.7% |

**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:** 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% of all radio listeners (1280 respondents) **did not listen to any local radio programmes on demand** during the previous 7 days.

✓ Only 3% (38 respondents) **listened to local radio programmes on demand**.

✓ **Linja Diretta ma' Emanuel Cuschieri** and **Mass** were the two programmes most listened to on demand in the previous 7 days, with 20% (8 respondents) and 12% (5 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=1321)*

| Counts Break % Respondents | Total | Age | | | | | | | Gender | |
|---|---|---|---|---|---|---|---|---|---|---|
| | | 12-20 | 21-30 | 31-40 | 41-50 | 51-60 | 61-70 | 71+ | Male | Female |
| **TOTAL** | 1321 | 90 | 207 | 225 | 219 | 199 | 197 | 184 | 701 | 620 |
| **Yes** | 38 2.9% | - - | 6 3.0% | 9 4.1% | 6 2.8% | 11 5.4% | 5 2.3% | 2 0.8% | 17 2.4% | 21 3.5% |
| **No** | 1280 96.9% | 90 100.0% | 197 95.6% | 216 95.9% | 213 97.2% | 188 94.6% | 193 97.7% | 182 99.2% | 683 97.4% | 597 96.3% |
| **I don't remember** | 3 0.2% | - - | 3 1.5% | - - | - - | - - | - - | - - | 2 0.2% | 2 0.2% |

*Table 33.3 – Q15 – Local programmes listened to on demand in the previous 7 days*
*– by Age & Gender (Multiple-Response Q) (n=38)*

| Counts Break % Respondents | Total | Age | | | | | | Gender | |
|---|---|---|---|---|---|---|---|---|---|
| | | 21-30 | 31-40 | 41-50 | 51-60 | 61-70 | 71+ | Male | Female |
| **TOTAL** | 38 | 6 | 9 | 6 | 11 | 5 | 2 | 17 | 21 |
| **Don't Remember** | 11 28.0% | 2 25.0% | 2 16.7% | 5 75.0% | - | 3 66.7% | - | 2 9.1% | 9 42.9% |
| **Linja Diretta (Manuel Cuschieri)** | 8 20.0% | - | 3 33.3% | - | 5 42.9% | - | - | 6 36.4% | 2 7.1% |
| **Mass** | 5 12.0% | - | - | - | 5 42.9% | - | - | 3 18.2% | 2 7.1% |
| **Bay Breakfast with Daniel & Ylenia** | 3 8.0% | 3 50.0% | - | - | - | - | - | - | 3 14.3% |
| **Indri on NET FM** | 3 8.0% | - | 3 33.3% | - | - | - | - | - | 3 14.3% |
| **The Morning Vibe with Abel, JD & Martina** | 3 8.0% | 2 25.0% | 2 16.7% | - | - | - | - | 2 9.1% | 2 7.1% |
| **Andrew Azzopardi on 103** | 2 4.0% | - | - | - | - | - | 2 100.0% | 2 9.1% | - |
| **XFM Big Breakfast (Jay & Cor)** | 2 4.0% | 2 25.0% | - | - | - | - | - | - | 2 7.1% |
| **Ir-Rumanz (One)** | 2 4.0% | - | - | 2 25.0% | - | - | - | 2 9.1% | - |
| **Feedback (NET FM)** | 2 4.0% | - | - | - | - | 2 33.3% | - | 2 9.1% | - |
| **Ma' Gaffiero (One)** | 2 4.0% | - | - | - | 2 14.3% | - | - | - | 2 7.1% |

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

- ✓ 93.6% (1237 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.

- ✓ 6.1% (81 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=1321)*
*<u>NOTE</u>: 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** | 1321 | 90 | 207 | 225 | 219 | 199 | 197 | 184 | 701 | 620 |
| **Radio set (at home, office, in car)** | 1237 93.6% | 87 96.6% | 193 93.3% | 204 90.5% | 197 90.2% | 193 96.9% | 182 92.2% | 181 98.3% | 655 93.4% | 582 93.8% |
| **TV set** | 29 2.2% | 3 3.4% | 2 0.7% | 6 2.7% | 6 2.8% | 3 1.5% | 6 3.1% | 3 1.7% | 15 2.2% | 14 2.2% |
| **DAB+** | 81 6.1% | 2 1.7% | 20 9.6% | 21 9.5% | 24 11.2% | 3 1.5% | 11 5.4% | - - | 40 5.7% | 41 6.7% |
| **Other [Streaming on laptop/compu-ter/mobile or tablet]** | 38 2.9% | 3 3.4% | 3 1.5% | 12 5.4% | 9 4.2% | 5 2.3% | 5 2.3% | 2 0.8% | 20 2.8% | 18 3.0% |

## 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 81.

- ✓ The most listened to local radio station on DAB+ is **Bay**, with 24.5% (20 respondents) of all 81 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+ (17% - 14 respondents) and third, **Calypso Radio 101.8FM** by 15.1% (12 respondents).

*Research Findings in Detail*

*Tables below illustrate details on the above research findings.*

***Table 35.1 – Q17 – Local stations listened to on DAB+ – by Age & Gender***
***(Multiple-Response Q) (n=81)***
*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 | Male | Female |
| **TOTAL** | 81 | 2 | 20 | 21 | 24 | 3 | 11 | 40 | 41 |
| **Bay 89.7** | 20 24.5% | 2 100.0% | 6 30.8% | 6 28.6% | 6 25.0% | - - | - - | 8 19.2% | 12 29.6% |
| **Vibe HD** | 14 17.0% | - - | 6 30.8% | 6 28.6% | 2 6.3% | - - | - - | 6 15.4% | 8 18.5% |
| **Calypso Radio** | 12 15.1% | - - | - - | 3 14.3% | 5 18.8% | 2 50.0% | 3 28.6% | 6 15.4% | 6 14.8% |
| **Foreign stations (various)** | 9 11.3% | - - | 3 15.4% | 2 7.1% | 3 12.5% | - - | 2 14.3% | 5 11.5% | 5 11.1% |
| **Bay Easy** | 8 9.4% | - - | 3 15.4% | 3 14.3% | 2 6.3% | - - | - - | 8 19.2% | - - |
| **Net FM** | 8 9.4% | - - | - - | 2 7.1% | 5 18.8% | 2 50.0% | - - | 6 15.4% | 2 3.7% |
| **Radju Malta 1** | 6 7.5% | - - | 2 7.7% | 2 7.1% | - - | - - | 3 28.6% | 5 11.5% | 2 3.7% |
| **ONE Radio** | 5 5.7% | - - | 2 7.7% | - - | 3 12.5% | - - | - - | 2 3.8% | 3 7.4% |
| **Smooth Radio** | 5 5.7% | - - | 3 15.4% | - - | - - | - - | 2 14.3% | 3 7.7% | 2 3.7% |
| **Campus FM** | 3 3.8% | - - | - - | 2 7.1% | - - | - - | 2 14.3% | - - | 3 7.4% |
| **Radju Malta 2** | 3 3.8% | - - | - - | 2 7.1% | 2 6.3% | - - | - - | 2 3.8% | 2 3.7% |
| **XFM Malta** | 3 3.8% | - - | 2 7.7% | 2 7.1% | - - | - - | - - | 2 3.8% | 2 3.7% |
| **103 (Malta's Heart)** | 3 3.8% | - - | - - | - - | 3 12.5% | - - | - - | 2 3.8% | 2 3.7% |
| **All Groove** | 2 1.9% | - - | 2 7.7% | - - | - - | - - | - - | 2 3.8% | - - |
| **All Rock HD** | 2 1.9% | - - | 2 7.7% | - - | - - | - - | - - | 2 3.8% | - - |
| **Magic Malta** | 2 1.9% | - - | - - | - - | 2 6.3% | - - | - - | - - | 2 3.7% |
| **Pure HD** | 2 1.9% | - - | 2 7.7% | - - | - - | - - | - - | 2 3.8% | - - |
| **Rave** | 2 1.9% | - - | - - | - - | 2 6.3% | - - | - - | 2 3.8% | - - |

## 9.11 Radio Listeners' Suggestions on how Local Radio May Improve [Q17A]

The Radio Listener respondents were asked to make suggestions on how local Radio may be improved. Most respondents gave a 'no suggestions/don't know' response, however the salient recommendations proposed the following:

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### *Radio Listeners' Suggestions on Improving Local Radio*

#### **12-20**

- Less commercial adverts
- Better music mix/less song repeats
- More music, less talk
- More Maltese songs/local bands
- More trained programme presenters/DJs

#### **21-30**

- Less commercial adverts
- More music, less talk
- More variety in music genre
- More trained programme presenters/DJs
- More programmes in English
- More discussion programmes/social issues
- More Maltese songs/local bands
- More live-streaming on Facebook/Youtube
- Better music mix/less song repeats

#### **31-40**

- More discussion programmes/social issues/health issues
- Better music mix/less song repeats
- More variety in music genre
- More trained programme presenters/DJs
- Less politics
- More sports programmes
- More Maltese songs/local bands
- More cultural programmes
- Less commercial adverts
- More music, less talk
- More programmes in English
- More live-streaming on Facebook/Youtube

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### 41-50

♦ More music, less talk
♦ More Maltese songs/local bands
♦ Less commercial adverts
♦ More programme variety
♦ More discussion programmes/social issues/health issues
♦ More educational/cultural programmes
♦ More detailed news
♦ More trained programme presenters/DJs
♦ Less politics
♦ Better music mix/less song repeats

### 51-60

♦ More discussion programmes/social issues/health issues
♦ Better music mix/less song repeats
♦ More variety in music genre
♦ More trained programme presenters/DJs
♦ Less politics
♦ More Maltese songs/local bands
♦ More cultural programmes
♦ Less commercial adverts
♦ More music, less talk

### 61-70

♦ Better music mix/less song repeats
♦ More discussion programmes/social issues/health issues
♦ More variety in music genre
♦ More programme variety
♦ Less politics
♦ More book-reading programmes
♦ More educational/cultural programmes

### 71+

♦ More discussion programmes/social issues/health issues
♦ The recital of the Rosary after Mass should be reinstated
♦ Less commercial adverts

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## 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.**

- ✓ 85% (1782 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 15% (318 respondents) **watch online Maltese programmes.** The younger age cohorts (12-30 years), seem more inclined to watch these online Maltese programmes than the older cohorts.

*Research Findings in Detail*

*Tables below illustrate details on the above research findings.*

*Exhibit 5 – Q18 - Online viewers/non viewers*
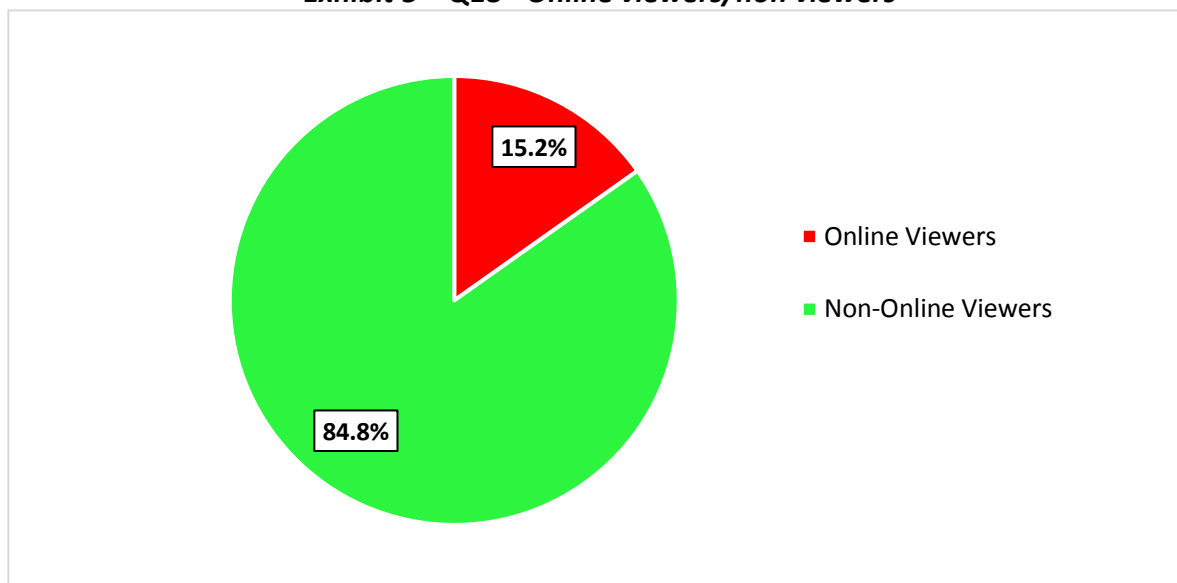


*Table 36 – Q18 - Online viewers/non viewers – by Age & Gender*

| Counts Break % Respondents | Total | Age | | | | | | | Gender | |
|---|---|---|---|---|---|---|---|---|---|---|
| | | 12-20 | 21-30 | 31-40 | 41-50 | 51-60 | 61-70 | 71+ | Male | Female |
| **TOTAL** | 2100 | 164 | 306 | 341 | 311 | 351 | 326 | 302 | 1082 | 1018 |
| **Yes** | 318 15.2% | 60 36.4% | 121 39.5% | 64 18.8% | 28 8.9% | 29 8.3% | 12 3.8% | 5 1.5% | 150 13.9% | 168 16.5% |
| **No** | 1782 84.8% | 104 63.6% | 185 60.5% | 277 81.2% | 283 91.1% | 321 91.7% | 314 96.2% | 297 98.5% | 932 86.1% | 849 83.5% |

**Exhibit 6 – Q19 – Online portal/s or platform/s used for watching Maltese programmes online (Multiple-Response Q) (n=318)**
<u>*NOTE*</u>*: 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)*
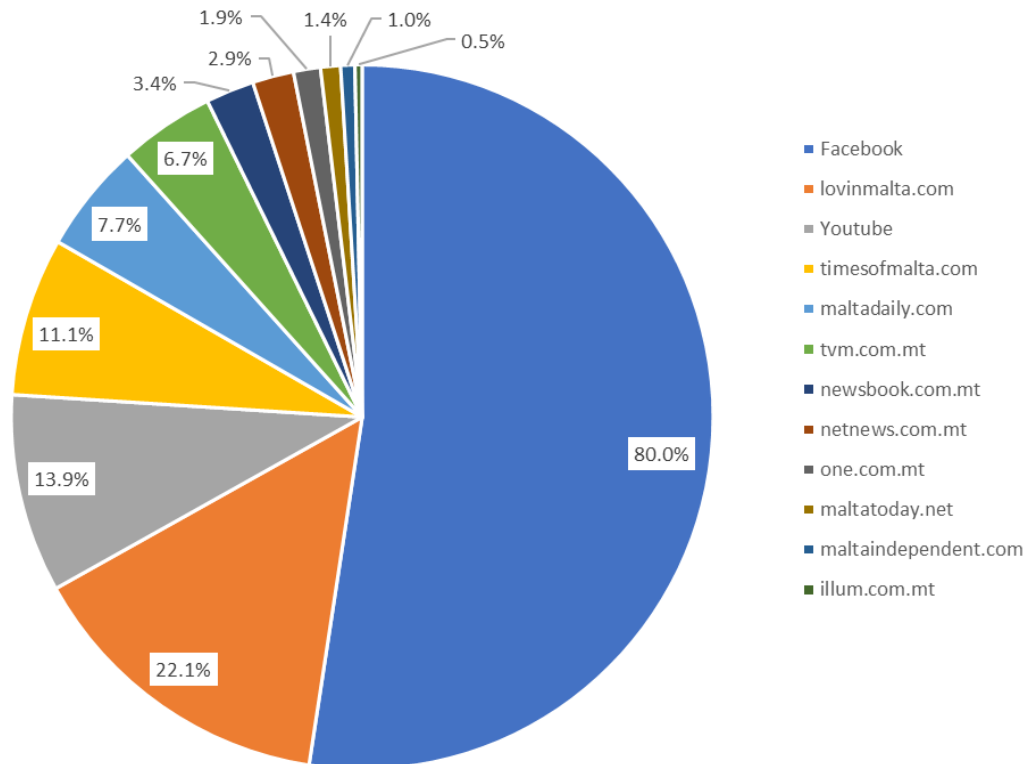
This Section gives details on the online viewership of the 318 individuals who watch online Maltese programmes, more specifically on:

[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 80% (256 respondents) of all 318 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, 22% (70 respondents) use **lovinmalta.com** as one of the online portals for watching online Maltese programmes.

✓ A further 14% (44 respondents) and 11% (35 respondents) use **Youtube** and **timesofmalta.com** respectively as online portals for watching online Maltese programmes.

✓ **Note:** These findings must be interpreted with caution, given the low number of responses.

### *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=318)*
<u>NOTE</u>*: 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 | 318 | 60 | 121 | 64 | 28 | 29 | 12 | 5 | 150 | 168 |
| Facebook | 256 80.3% | 49 82.1% | 98 81.0% | 57 88.1% | 17 61.1% | 24 84.2% | 8 62.5% | 3 66.7% | 115 76.5% | 141 83.6% |
| lovinmalta.com | 70 22.1% | 21 35.9% | 23 19.0% | 9 14.3% | 11 38.9% | 3 10.5% | 2 12.5% | 2 33.3% | 35 23.5% | 35 20.9% |
| Youtube | 44 13.9% | 11 17.9% | 21 17.7% | 6 9.5% | 5 16.7% | - - | 2 12.5% | - - | 20 13.3% | 24 14.5% |
| timesofmalta.com | 35 11.1% | 12 20.5% | 14 11.4% | 3 4.8% | 2 5.6% | 2 5.3% | 3 25.0% | - - | 21 14.3% | 14 8.2% |
| maltadaily.com | 24 7.7% | 9 15.4% | 11 8.9% | 5 7.1% | - - | - - | - - | - - | 14 9.2% | 11 6.4% |
| tvm.com.mt | 21 6.7% | 9 15.4% | 6 5.1% | 2 2.4% | 2 5.6% | 3 10.5% | - - | - - | 9 6.1% | 12 7.3% |
| newsbook.com.-mt | 11 3.4% | 2 2.6% | 8 6.3% | - - | - - | 2 5.3% | - - | - - | 6 4.1% | 5 2.7% |
| netnews.com.mt | 9 2.9% | 5 7.7% | 3 2.5% | - - | - - | 2 5.3% | - - | - - | 3 2.0% | 6 3.6% |
| one.com.mt | 6 1.9% | - - | 3 2.5% | - - | - - | 3 10.5% | - - | - - | 3 2.0% | 3 1.8% |
| maltatoday.net | 5 1.4% | - - | - - | 3 4.8% | - - | 2 5.3% | - - | - - | 3 2.0% | 2 0.9% |
| maltaindependen-t.com | 3 1.0% | - - | 3 2.5% | - - | - - | - - | - - | - - | 2 1.0% | 2 0.9% |
| illum.com.mt | 2 0.5% | - - | 2 1.3% | - - | - - | - - | - - | - - | 2 1.0% | - - |

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## 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 82% (260 respondents) indicating this device as their most used device. Mobile is the most used device across all age cohorts and gender.

✓ Following, 11% (34 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 (5% - 17respondents).

✓ **Note:** These findings should be interpreted with caution, given the low number of responses.

*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=318)*

| Counts Break % Respondents | Total | Age | | | | | | | Gender | |
|---|---|---|---|---|---|---|---|---|---|---|
| | | 12-20 | 21-30 | 31-40 | 41-50 | 51-60 | 61-70 | 71+ | Male | Female |
| **TOTAL** | 318 | 60 | 121 | 64 | 28 | 29 | 12 | 5 | 150 | 168 |
| **Mobile** | 260 81.7% | 49 82.1% | 110 91.1% | 49 76.2% | 21 77.8% | 20 68.4% | 9 75.0% | 2 33.3% | 122 81.6% | 138 81.8% |
| **Laptop** | 34 10.6% | 9 15.4% | 6 5.1% | 11 16.7% | 2 5.6% | 5 15.8% | 2 12.5% | - - | 17 11.2% | 17 10.0% |
| **Tablet** | 17 5.3% | 2 2.6% | 3 2.5% | 2 2.4% | 5 16.7% | 2 5.3% | 2 12.5% | 3 66.7% | 5 3.1% | 12 7.3% |
| **PC** | 8 2.4% | - - | 2 1.3% | 3 4.8% | - - | 3 10.5% | - - | - - | 6 4.1% | 2 0.9% |

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## 10.4 Most preferred programme online – [Q21]

✓ 35% (112 respondents) of all online viewers do not have a preferred local online programme, while 19% (61 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 most favourite programme of 15% (49 respondents) of online viewers, whilst *Xarabank* is the second favourite programme with 11% (35 respondents) of online viewers.

✓ **Note:** Once again, these findings should be interpreted with caution, given the low number of responses.

*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=318)*

| Counts Break % Respondents | Total | Age | | | | | | | Gender | |
|---|---|---|---|---|---|---|---|---|---|---|
| | | 12-20 | 21-30 | 31-40 | 41-50 | 51-60 | 61-70 | 71+ | Male | Female |
| **TOTAL** | 318 | 60 | 121 | 64 | 28 | 29 | 12 | 5 | 150 | 168 |
| **No preferred programme** | 112 35.1% | 11 17.9% | 31 25.3% | 32 50.0% | 11 38.9% | 15 52.6% | 9 75.0% | 3 66.7% | 58 38.8% | 54 31.8% |
| **More than one preferred programme** | 61 19.2% | 12 20.5% | 20 16.5% | 15 23.8% | 6 22.2% | 5 15.8% | 3 25.0% | - - | 26 17.3% | 35 20.9% |
| **Jon Jispjega** | 49 15.4% | 11 17.9% | 26 21.5% | 6 9.5% | 6 22.2% | - - | - - | - - | 23 15.3% | 26 15.5% |
| **Xarabank** | 35 11.1% | 11 17.9% | 21 17.7% | 3 4.8% | - - | - - | - - | - - | 20 13.3% | 15 9.1% |
| **Lovin Daily** | 21 6.7% | 8 12.8% | 12 10.1% | - - | 2 5.6% | - - | - - | - - | 11 7.1% | 11 6.4% |
| **The Lovin Malta** | 12 3.8% | 3 5.1% | 3 2.5% | 3 4.8% | - - | 3 10.5% | - - | - - | 5 3.1% | 8 4.5% |
| **Kaxxaturi** | 6 1.9% | - - | 3 2.5% | 2 2.4% | - - | 2 5.3% | - - | - - | 2 1.0% | 5 2.7% |
| **Foodie VIDEOS** | 3 1.0% | - - | - - | 2 2.4% | - - | 2 5.3% | - - | - - | - - | 3 1.8% |
| **Lovin Eats** | 3 1.0% | 2 2.6% | 2 1.3% | - - | - - | - - | - - | - - | 2 1.0% | 2 0.9% |
| **Revealing Sex ED** | 3 1.0% | 2 2.6% | 2 1.3% | - - | - - | - - | - - | - - | 2 1.0% | 2 0.9% |
| **Mark Lawrence Zammit (Times of Malta)** | 3 1.0% | - - | - - | 2 2.4% | 2 5.6% | - - | - - | - - | 2 1.0% | 2 0.9% |
| **CovidCALLS** | 2 0.5% | - - | - - | - - | - - | - - | - - | 2 33.3% | - - | 2 0.9% |
| **Livestream** | 2 0.5% | - - | - - | - - | - - | 2 5.3% | - - | - - | - - | 2 0.9% |
| **Lovin Meets** | 2 0.5% | 2 2.6% | - - | - - | - - | - - | - - | - - | - - | 2 0.9% |
| **Tahlita Perfetta** | 2 0.5% | - - | - - | - - | - - | 2 5.3% | - - | - - | - - | 2 0.9% |
| **Don't know** | 2 0.5% | - - | - - | - - | 2 5.6% | - - | - - | - - | 2 1.0% | - - |
| **Ask Charmaine (Times of Malta)** | 2 0.5% | - - | 2 1.3% | - - | - - | - - | - - | - - | - - | 2 0.9% |

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

✓ 39% (127 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.

✓ A further 21% (66 respondents) on average watch **less than 15 minutes** of local online programmes per day on weekdays.

✓ A further 20% (63 respondents) watch an average of **1 – 2 hours** of local online programmes per day on weekdays. This finding emerged across all age cohorts.

✓ **Note:** these findings should be interpreted with caution, given the low number of responses.

### *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=318)*

| Counts Break % Respondents | Total | Age | | | | | | | Gender | |
|---|---|---|---|---|---|---|---|---|---|---|
| | | 12-20 | 21-30 | 31-40 | 41-50 | 51-60 | 61-70 | 71+ | Male | Female |
| **TOTAL** | 318 | 60 | 121 | 64 | 28 | 29 | 12 | 5 | 150 | 168 |
| Less than 15 minutes | 66 **20.7%** | 18 30.8% | 31 25.3% | 6 9.5% | 2 5.6% | 8 26.3% | - - | 2 33.3% | 29 19.4% | 37 21.8% |
| Bet 15 – 30 minutes | 127 **39.9%** | 18 30.8% | 38 31.6% | 37 57.1% | 20 72.2% | 14 47.4% | - - | - - | 66 43.9% | 61 36.4% |
| Bet 1 – 2 hours | 63 **19.7%** | 9 15.4% | 24 20.3% | 12 19.0% | 3 11.1% | 5 15.8% | 8 62.5% | 2 33.3% | 32 21.4% | 31 18.2% |
| 2+ hours | 34 **10.6%** | 8 12.8% | 17 13.9% | 5 7.1% | 2 5.6% | 2 5.3% | - - | 2 33.3% | 14 9.2% | 20 11.8% |
| Not always the same | 29 **9.1%** | 6 10.3% | 11 8.9% | 5 7.1% | 2 5.6% | 2 5.3% | 5 37.5% | - - | 9 6.1% | 20 11.8% |

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

✓ 33% (104 respondents) spend **less than 15 minutes per day** watching local online programmes, on average.

✓ Another 1 in 3 (30.3% - 96 respondents) of all online viewers spend **15 – 30 minutes per day** watching local online programmes in the weekend.

✓ A further 17% (54 respondents) spend an average of **1 – 2 hours per day** watching local online programmes in the weekend.

✓ **Note:** these findings should be interpreted with caution, given the low number of responses.

*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=318)*

| Counts Break % Respondents | Total | Age | | | | | | | Gender | |
|---|---|---|---|---|---|---|---|---|---|---|
| | | 12-20 | 21-30 | 31-40 | 41-50 | 51-60 | 61-70 | 71+ | Male | Female |
| **TOTAL** | 318 | 60 | 121 | 64 | 28 | 29 | 12 | 5 | 150 | 168 |
| **Less than 15 minutes** | 104 **32.7%** | 24 41.0% | 46 38.0% | 15 23.8% | 3 11.1% | 11 36.8% | 3 25.0% | 2 33.3% | 47 31.6% | 57 33.6% |
| **Bet 15 – 30 minutes** | 96 **30.3%** | 12 20.5% | 28 22.8% | 29 45.2% | 18 66.7% | 9 31.6% | - | - | 51 33.7% | 46 27.3% |
| **Bet 1 – 2 hours** | 54 **16.8%** | 9 15.4% | 24 20.3% | 9 14.3% | 2 5.6% | 5 15.8% | 5 37.5% | - | 21 14.3% | 32 19.1% |
| **2+ hours** | 47 **14.9%** | 9 15.4% | 21 17.7% | 9 14.3% | 3 11.1% | 2 5.3% | 2 12.5% | 2 33.3% | 21 14.3% | 26 15.5% |
| **Not always the same** | 17 **5.3%** | 5 7.7% | 2 1.3% | 2 2.4% | 2 5.6% | 3 10.5% | 3 25.0% | 2 33.3% | 9 6.1% | 8 4.5% |

## 11. PREFERRED SOURCE FOR LOCAL NEWS – FINDINGS

### 11.1 Introduction

✓ **Television** is the preferred source for local news by 43% (903 respondents) of all Maltese residents. This source is particularly popular amongst individuals aged 41+ years.

✓ **Social media** is preferred by 21.4% (448 respondents). Social media users are largely the younger cohorts aged up to 40 years.

✓ 1 in 5 prefer **online news portals** (20.3% - 427 respondents), which is also a preferred source amongst the younger cohorts (12 – 40 years).

✓ **Radio** is preferred by 6% (126 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*
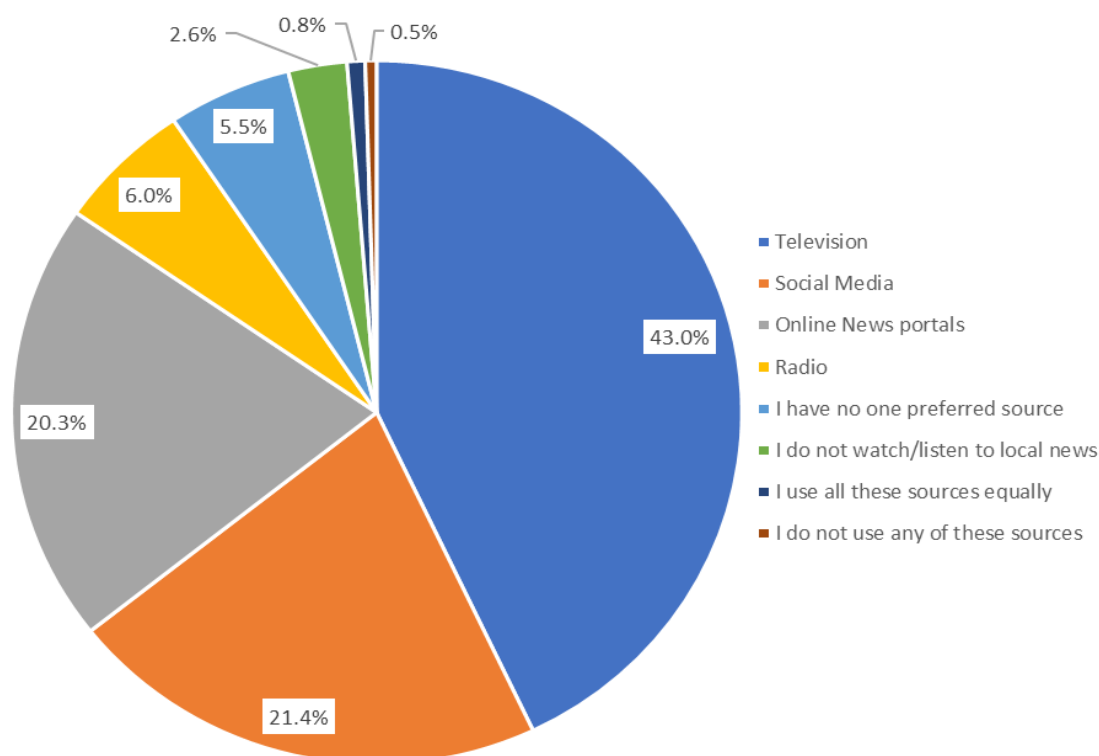
This Section gives details on the preferred source of local news by individuals who follow local news, more specifically on:

[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 43% (903 respondents) of all Maltese residents mentioning television as their preferred source. As a source for local news, television is mostly popular amongst individuals aged 41+ years.

✓ **Social Media** is the second most preferred source for obtaining local news and was mentioned by another 1 in 4 (21.4% - 448 respondents). This source for obtaining local news Facebook is also more popular with the younger cohorts aged 12 – 40 years.

✓ **Online news portals** are the third most preferred source for obtaining local news, with also 1 in 4 (20.3% - 427 respondents) mentioning this as their preferred source for obtaining local news. The younger cohorts, aged 12 – 40 years, also seem to prefer this source for obtaining local news.

✓ **Radio** accounts for only 6% (126 respondents) of preferences.

*Research Findings in Detail*

*Tables below illustrate details on the above research findings.*

*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 | 164 | 306 | 341 | 311 | 351 | 326 | 302 | 1082 | 1018 |
| **Television** | 903 43.0% | 12 7.5% | 23 7.5% | 67 19.7% | 139 44.8% | 204 58.1% | 227 69.5% | 231 76.6% | 453 41.9% | 450 44.2% |
| **Social Media** | 448 21.4% | 77 46.7% | 141 46.0% | 109 31.8% | 72 23.2% | 34 9.6% | 14 4.2% | 3 1.0% | 228 21.1% | 220 21.7% |
| **Online news portals** | 427 20.3% | 54 32.7% | 118 38.5% | 127 37.2% | 57 18.2% | 43 12.2% | 18 5.6% | 11 3.6% | 223 20.7% | 204 20.0% |
| **Radio** | 126 6.0% | 5 2.8% | 3 1.0% | 12 3.6% | 17 5.4% | 26 7.4% | 34 10.3% | 29 9.6% | 70 6.5% | 55 5.4% |
| **I have no one preferred source** | 115 5.5% | 8 4.7% | 11 3.5% | 12 3.6% | 15 4.9% | 26 7.4% | 26 8.0% | 17 5.6% | 63 5.8% | 52 5.1% |
| **I do not watch/listen to local news** | 54 2.6% | 8 4.7% | 2 0.5% | 9 2.7% | 8 2.5% | 12 3.5% | 8 2.3% | 8 2.5% | 26 2.4% | 28 2.7% |
| **I use all these sources equally** | 17 0.8% | 2 0.9% | 3 1.0% | 3 0.9% | 2 0.5% | 6 1.7% | - - | 2 0.5% | 11 1.0% | 6 0.6% |
| **I do not use any of these sources** | 11 0.5% | - - | 6 2.0% | 2 0.4% | 2 0.5% | - - | - - | 2 0.5% | 8 0.7% | 3 0.3% |

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

NB. This question was only asked to the **individuals who mentioned 'Television'** as their preferred source for obtaining local news.  Hence the total number of individual responses for this question totals 903.

- ✓ 38.6% (349 respondents) of all respondents whose preferred source for obtaining local news is 'Television', 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 28% (253 respondents) mentioning this station as their preferred local station for watching local news.  ONE is mostly popular with TV viewers aged 31+ years.

- ✓ **NET TV** is the third most preferred local TV station for watching local news, and this was mentioned by 12.7% (115 respondents) as the preferred local TV station for watching local news.  NET TV is also mostly popular with individuals aged 41+ years.

*Research Findings in Detail*

**Tables below illustrate details on the above research findings.**

*Table 44.1 – Q25 – Preferred local TV station to watch local news*
*– by Age & Gender (n=903)*

| Counts Break % Respondents | Total | Age | | | | | | | Gender | |
|---|---|---|---|---|---|---|---|---|---|---|
| | | 12-20 | 21-30 | 31-40 | 41-50 | 51-60 | 61-70 | 71+ | Male | Female |
| **TOTAL** | 903 | 12 | 23 | 67 | 139 | 204 | 227 | 231 | 453 | 450 |
| **TVM** | 349 38.6% | 9 75.0% | 15 66.7% | 34 50.0% | 60 42.9% | 81 39.8% | 80 35.1% | 70 30.5% | 187 41.2% | 162 36.1% |
| **ONE** | 253 28.0% | 2 12.5% | 3 13.3% | 20 29.5% | 37 26.4% | 58 28.6% | 67 29.7% | 66 28.5% | 124 27.4% | 129 28.6% |
| **NET TV** | 115 12.7% | - - | 2 6.7% | 2 2.3% | 18 13.2% | 26 12.8% | 34 14.9% | 34 14.6% | 51 11.1% | 64 14.3% |
| **I have no preferred TV station to watch news** | 93 10.3% | - - | - - | 8 11.4% | 14 9.9% | 24 12.0% | 21 9.5% | 26 11.3% | 46 10.1% | 47 10.5% |
| **I watch different TV stations equally to watch news** | 46 5.1% | - - | 2 6.7% | 2 2.3% | 5 3.3% | 3 1.5% | 14 6.1% | 21 9.3% | 23 5.1% | 23 5.1% |
| **TVM NEWS+** | 37 4.1% | 2 12.5% | 2 6.7% | 3 4.5% | 6 4.4% | 6 3.0% | 8 3.4% | 11 4.6% | 21 4.7% | 15 3.4% |
| **I do not use local TV stations to watch news** | 6 0.7% | - - | - - | - - | - - | 2 0.8% | 3 1.4% | 2 0.7% | - - | 6 1.4% |
| **F Living** | 5 0.5% | - - | - - | - - | - - | 3 1.5% | - - | 2 0.7% | 2 0.3% | 3 0.7% |

## 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 126.

✓ 19.5% (24 respondents) of individuals whose preferred source for obtaining local news is 'Radio', mentioned **ONE Radio** as their most preferred local radio station.

✓ 17.1% (21 respondents) mentioned **Calypso Radio 101.8FM** as their most preferred local radio to obtaining local news.

✓ **Radju Malta 1** is most preferred by 15.9% (20 respondents) and **Net FM** is preferred by 13.4% (17 respondents).

✓ **Note:** Due to the low number of responses, these findings should be interpreted with caution.

*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=126)*

| Counts Break % Respondents | Total | Age | | | | | | | Gender | |
|---|---|---|---|---|---|---|---|---|---|---|
| | | 12-20 | 21-30 | 31-40 | 41-50 | 51-60 | 61-70 | 71+ | Male | Female |
| TOTAL | 126 | 5 | 3 | 12 | 17 | 26 | 34 | 29 | 70 | 55 |
| ONE Radio (92.7) | 24 19.5% | - - | - - | 2 12.5% | 5 27.3% | 6 23.5% | 3 9.1% | 9 31.6% | 18 26.1% | 6 11.1% |
| Calypso Radio 101.8FM (101.8) | 21 17.1% | 2 33.3% | - - | - - | 5 27.3% | 6 23.5% | 6 18.2% | 3 10.5% | 12 17.4% | 9 16.7% |
| Radju Malta (93.7) | 20 15.9% | - - | - - | 2 12.5% | 2 9.1% | 3 11.8% | 8 22.7% | 6 21.1% | 12 17.4% | 8 13.9% |
| Net FM (101.0) | 17 13.4% | - - | - - | 2 12.5% | 2 9.1% | 3 11.8% | 8 22.7% | 3 10.5% | 9 13.0% | 8 13.9% |
| I have no preferred radio station to listen to news | 12 9.8% | - - | - - | 2 12.5% | 2 9.1% | 3 11.8% | 3 9.1% | 3 10.5% | 3 4.3% | 9 16.7% |
| Bay Radio (89.7) | 8 6.1% | 2 33.3% | 3 100.0% | 2 12.5% | - | - | 2 4.5% | - | 5 6.5% | 3 5.6% |
| Radju Marija (102.3) | 6 4.9% | - - | - - | - - | - - | - - | 2 4.5% | 5 15.8% | 2 2.2% | 5 8.3% |
| Magic Malta (91.7) | 5 3.7% | - - | - - | 3 25.0% | - | 2 5.9% | - - | - - | 3 4.3% | 2 2.8% |
| 103 (103.0) | 5 3.7% | - - | - - | 2 12.5% | 3 18.2% | - | - - | - - | 3 4.3% | 2 2.8% |
| I listen to different radio stations equally to listen to news | 3 2.4% | - - | - - | - - | - - | - | 3 9.1% | - | 2 2.2% | 2 2.8% |
| Radju Malta 2 (105.9) | 2 1.2% | - - | - - | - - | - - | 2 5.9% | - - | - - | - | 2 2.8% |
| Smash Radio (104.6) | 2 1.2% | - - | - - | - - | - - | 2 5.9% | - - | - - | - | 2 2.8% |
| Vibe FM (88.7) | 2 1.2% | 2 33.3% | - - | - - | - - | - | - - | - | 2 2.2% | - |

## 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 419.

✓ Just over half of all individuals (53% - 222 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 10.2% (43 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=419)*

| Counts Break % Respondents | Total | Age | | | | | | | Gender | |
|---|---|---|---|---|---|---|---|---|---|---|
| | | 12-20 | 21-30 | 31-40 | 41-50 | 51-60 | 61-70 | 71+ | Male | Fem... |
| TOTAL | 419 | 52 | 118 | 126 | 57 | 41 | 18 | 8 | 220 | 199 |
| timesofmalta.com | 222 52.9% | 31 58.8% | 52 44.2% | 77 61.0% | 28 48.6% | 24 59.3% | 11 58.3% | - - | 121 54.9% | 101 50.8% |
| I have no preferred online portal to watch news | 49 11.7% | - - | 18 15.6% | 14 11.0% | 9 16.2% | 2 3.7% | 2 8.3% | 5 60.0% | 17 7.6% | 32 16.2% |
| tvm.com.mt | 43 10.2% | 5 8.8% | 20 16.9% | 9 7.3% | 3 5.4% | 3 7.4% | - - | 3 40.0% | 26 11.8% | 17 8.5% |
| I follow different online portals equally to watch news | 32 7.7% | 3 5.9% | 11 9.1% | 9 7.3% | 3 5.4% | 3 7.4% | 3 16.7% | - - | 15 6.9% | 17 8.5% |
| lovinmalta.com | 21 5.1% | 6 11.8% | 8 6.5% | 5 3.7% | - - | 2 3.7% | 2 8.3% | - - | 12 5.6% | 9 4.6% |
| maltatoday.net | 17 4.0% | 2 2.9% | 2 1.3% | 8 6.1% | 5 8.1% | 2 3.7% | - - | - - | 12 5.6% | 5 2.3% |
| newsbook.com.-mt | 12 2.9% | 3 5.9% | 2 1.3% | 2 1.2% | 5 8.1% | 2 3.7% | - - | - - | 5 2.1% | 8 3.8% |
| one.com.mt | 11 2.6% | 2 2.9% | 2 1.3% | 3 2.4% | - - | 3 7.4% | 2 8.3% | - - | 6 2.8% | 5 2.3% |
| maltaindependen-t.com | 5 1.1% | - - | - - | - - | 5 8.1% | - - | - - | - - | 3 1.4% | 2 0.8% |
| netnews.com.mt | 3 0.7% | - - | 2 1.3% | - - | - - | 2 3.7% | - - | - - | 3 1.4% | - - |
| I do not use local online portals to watch news | 3 0.7% | 2 2.9% | 2 1.3% | - - | - - | - - | - - | - - | - - | 3 1.5% |
| Talk.mt | 2 0.4% | - - | 2 1.3% | - - | - - | - - | - - | - - | - - | 2 0.8% |

*Local news portals not featured in the Table above have a usership of less than 0.4% to follow local news*

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# APPENDIX A: STRUCTURED RESEARCH QUESTIONNAIRE

### A. AUDIENCE DATE BEING ASSESSED

| QA. AUDIENCE DATE BEING ASSESSED: | |
|---|---|
| Sunday 31st October | 1 |
| Monday 1st November | 2 |
| Tuesday 2nd November | 3 |
| Wednesday 3rd November | 4 |
| Thursday 4th November | 5 |
| Friday 5th November | 6 |
| Saturday 6th November | 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 per day** … …

| | Q6.<br>On a weekday (Mon-Thu) | Q7.<br>In the Weekend (Fri-Sun) |
|---|---|---|
| Less than 1 hr a day | 1 | 1 |
| Bet 1-2 hrs a day | 2 | 2 |
| Bet 3-4 hrs a day | 3 | 3 |
| Bet 5-6 hrs a day | 4 | 4 |
| 6+ hrs a day | 5 | 5 |
| Not always the same | 6 | 6 |
| Don't remember | 7 | 7 |
| Refused/no reply | 8 | 8 |

**Q8**. Which 3 TV stations did you watch yesterday?

| | |
|---|---|
| **TV Station 1:** | _____ |
| **TV Station 2:** | _____ |
| **TV Station 3:** | _____ |
| No particular station | 4 - **SKIP TO Q9** |
| I did not watch TV yesterday | 5- **SKIP TO Q9** |
| Don't remember | 6 - **SKIP TO Q9** |
| Refused/ No reply | 7- **SKIP TO Q9** |

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

| | TV Station 1 | TV Station 2 | TV Station 3 |
|---|---|---|---|
| **Time slots by half-hour** | | | |

**Q9.** During the last 7 days, have you **watched any local TV programmes 'on demand/ catch-up'** pls? **Tick one only**

| | |
|---|---|
| Yes | 1 – **GO TO Q9A** |
| No | 2 |
| I don't remember | 3 |

**Q9A. IF YES**, can you mention up to **three local TV programmes** 'on demand/catch-up' you watched in the last 7 days pls?

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| | |
|---|---|
| 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 |

| **Q10A.** Would you like to make any suggestions on **how local TV may improve**? |
|---|
| |

| ***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 |

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| **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 <u>local</u> <u>radio programmes 'on demand'</u>, 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 |

| **Q10A.** Would you like to make any suggestions **on how <u>local Radio may improve</u>**? |
|---|
| |

*M.FSADNI & Associates*

| | 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 |

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| | | |
|---|---|---|
| Don't remember | 6 | 6 |
| Refused/no reply | 7 | 7 |

**E. PREFERRED SOURCE FOR LOCAL NEWS**

**Q24.** Which is your **preferred source** to obtain <u>local news</u>? 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!**

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