



L-Awtorità tax-Xandir
MALTA
Broadcasting Authority

**TELEVISION AND RADIO AUDIENCE ASSESSMENT
JULY 2018**

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TELEVISION

What types of TV reception services are used?

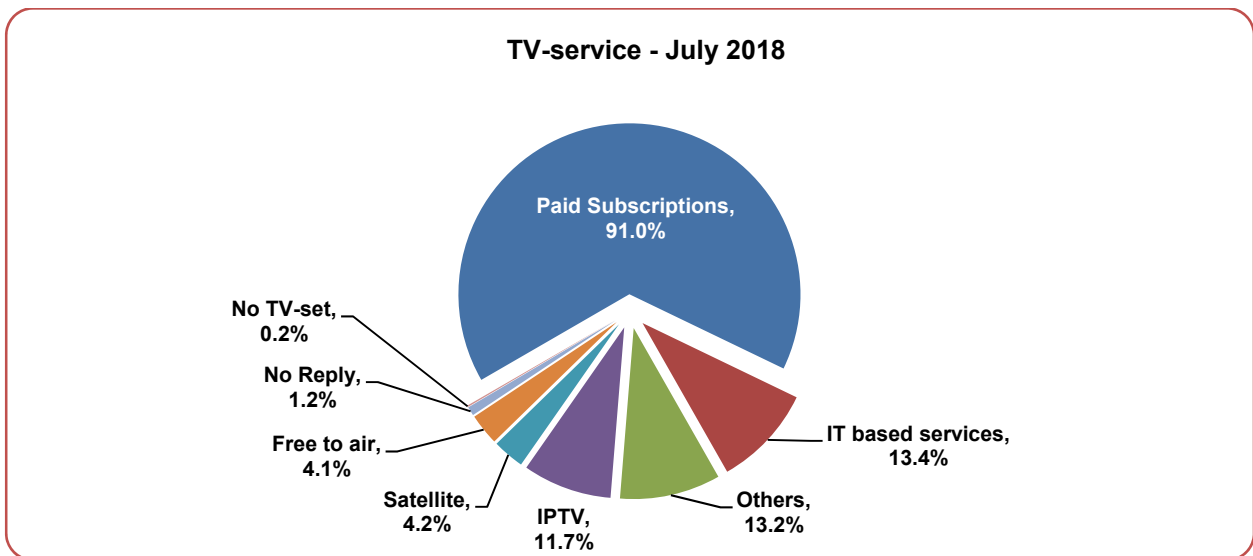
Respondents were asked what type of service they have to watch television. The responses were compared to **population demographics** [total population aged 12 and over = 425,082].

The most common service for watching television is that of a paid subscription [91.0%]; followed by Internet based services [eg. Android box – 13.4%]; “Others” [through laptop, mobile, or tablet streaming – 13.2%]; IPTV streaming [eg. Netflix – 11.7%]; Satellite [4.2%]; and Free to air [4.1%]. A further 0.2% said that they do not have a TV-set; while another 1.2% did not reply.

Analysis by Age

More types of television services are used by those of the 12-20 age group while the lowest was that amongst the 70+ age group. Paid subscriptions ran highest with over 90% of all the age groups.

The second most used service, IT based services, was highest amongst the 12-20 year olds [19.6%] and gradually diminished to 5.7% of all 71+ year olds. Similarly IPTV services reached their highest amongst the 12-20 year olds with 19.5% and diminishing to 2.6% for 71+ year olds.



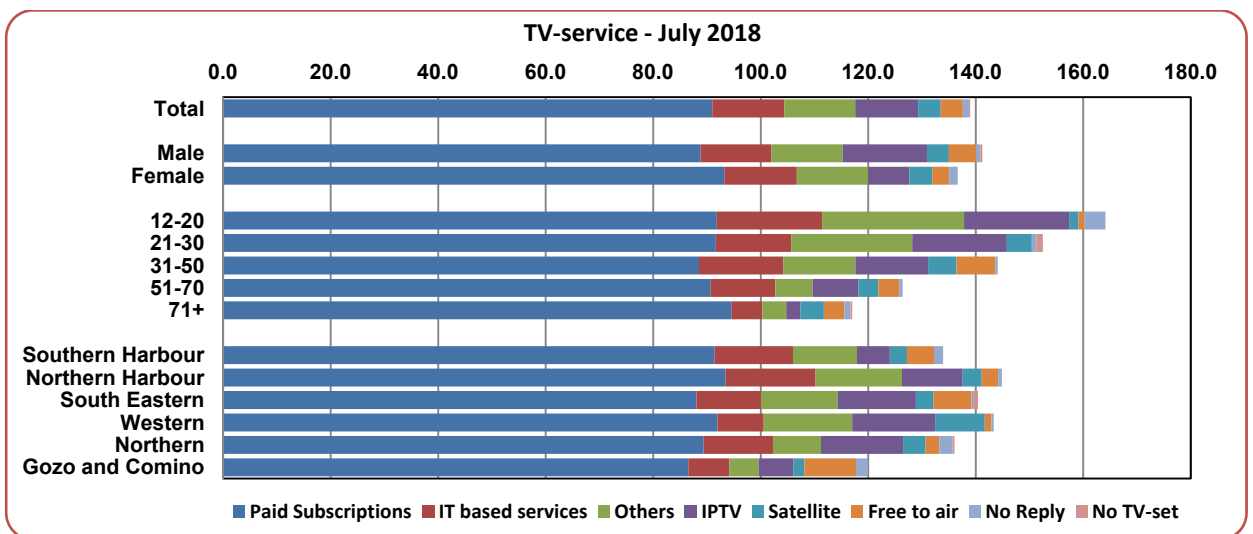
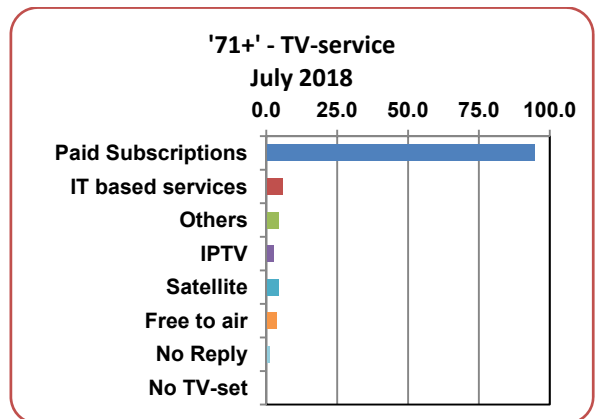
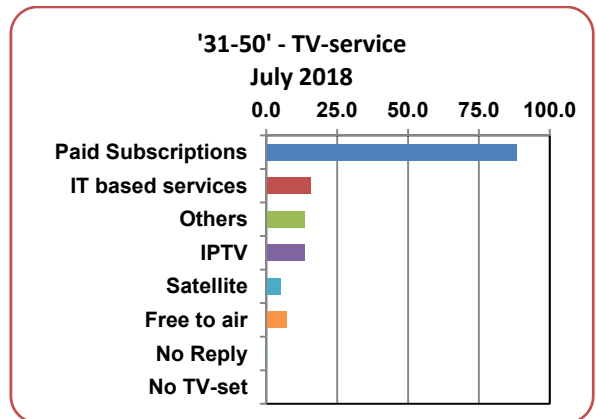
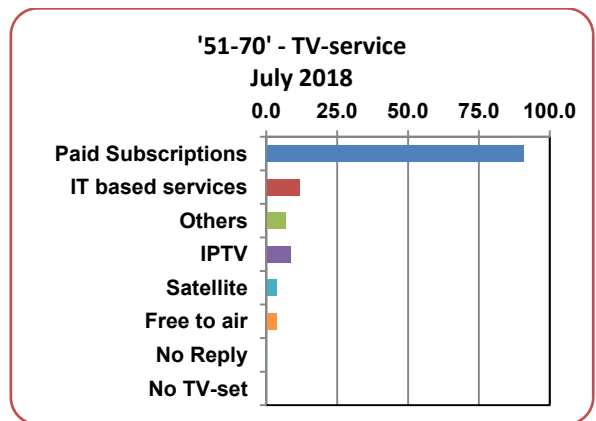
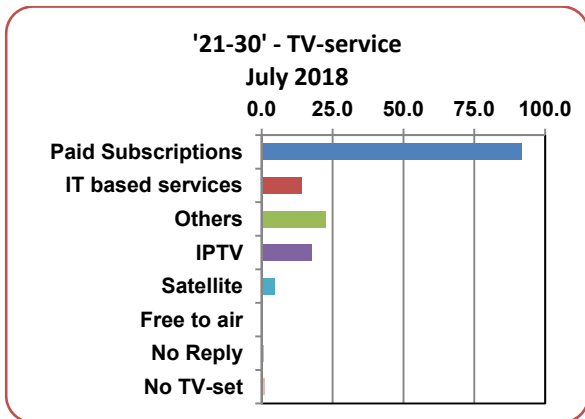
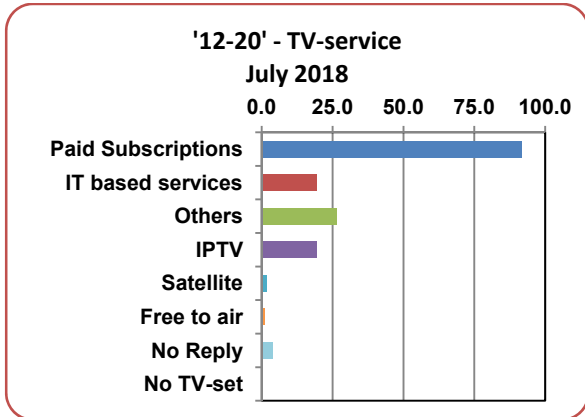
Free to air Services

Analysing the data by population demographics, 4.1% of the population [≈17,500] follow television on the Free-to-air platform. Of this group, 3.28% [≈14,000] have an only Free-to-air connection

while the rest [0.84%; ≈3,500] makes use of Free-to-air services and one or more of the other services available – see below:

Free to air Services	n	%	N%
Free to air Only	13,962	79.6	3.28
Free to air & Paid Subscriptions	1,120	6.4	0.26
Free to air & Satellite	458	2.6	0.11
Free to air & Satellite & Others	321	1.8	0.08
Free to air & Satellite & IT based services & Others	304	1.7	0.07
Free to air & Android box Internet based services	1,096	6.2	0.26
Free to air & IPTV	276	1.6	0.06
	17,535	100%	4.1%
	Base=425,082		

Free to air services decreased from 7.2% of 31-50 year olds to 3.8% of all 71+ year olds. This service was also the second highest service in Gozo & Comino [9.6%] after Paid Subscriptions [86.5%] and followed by IT based services [7.6%] in this district.



TV Reception Services															
	Total	Ranking	Males	Females	12-20	21-30	31-50	51-70	71+	South Harbour	North Harbour	South Eastern	Western District	Northern District	Gozo & Comino
Paid Subscriptions	386,729	[1]	190,459	196,270	56,961	44,506	123,707	87,085	74,470	67,068	127,381	54,744	49,978	62,015	25,543
IT based services	56,838	[2]	28,409	28,429	12,151	6,808	21,870	11,543	4,467	10,667	22,827	7,472	4,662	8,956	2,254
Others	56,300	[3]	28,427	27,873	16,401	10,932	18,785	6,659	3,524	8,739	21,920	8,887	8,953	6,192	1,608
IPTV	49,763	[4]	33,553	16,210	12,118	8,541	18,887	8,156	2,061	4,470	15,371	9,033	8,382	10,596	1,910
Satellite	17,736	[5]	8,771	8,965	1,062	2,265	7,364	3,603	3,443	2,335	4,843	2,032	5,009	2,907	609
Free to air	17,535	[6]	10,919	6,616	720		10,110	3,707	2,998	3,694	4,171	4,379	684	1,774	2,834
No Reply	4,955	[7]	1,593	3,361	2,400	410	656	599	890	1,248	948	205	228	1,694	632
No TV-set	855	[8]	855			579		276				579		276	
Total Responses [n]	590,711		302,986	287,725	101,813	74,040	201,378	121,352	92,128	98,221	197,461	87,331	77,896	94,411	35,391
	%		%	%	%	%	%	%	%	%	%	%	%	%	%
Paid Subscriptions	65.5	[1]	62.9	68.2	55.9	60.1	61.4	71.8	80.8	68.3	64.5	62.7	64.2	65.7	72.2
IT based services	9.6	[2]	9.4	9.9	11.9	9.2	10.9	9.5	4.8	10.9	11.6	8.6	6.0	9.5	6.4
Others	9.5	[3]	9.4	9.7	16.1	14.8	9.3	5.5	3.8	8.9	11.1	10.2	11.5	6.6	4.5
IPTV	8.4	[4]	11.1	5.6	11.9	11.5	9.4	6.7	2.2	4.6	7.8	10.3	10.8	11.2	5.4
Satellite	3.0	[5]	2.9	3.1	1.0	3.1	3.7	3.0	3.7	2.4	2.5	2.3	6.4	3.1	1.7
Free to air	3.0	[6]	3.6	2.3	0.7		5.0	3.1	3.3	3.8	2.1	5.0	0.9	1.9	8.0
No Reply	0.8	[7]	0.5	1.2	2.4	0.6	0.3	0.5	1.0	1.3	0.5	0.2	0.3	1.8	1.8
No TV-set	0.1	[8]	0.3			0.8		0.3			0.7			0.3	
% of Total Responses	100%		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	Total	Ranking	Males	Females	12-20	21-30	31-50	51-70	71+	South Harbour	North Harbour	South Eastern	Western District	Northern District	Gozo & Comino
Total Population [N]	425,082		214,531	210,551	62,036	48,560	139,748	96,016	78,722	73,338	136,304	62,187	54,338	69,389	29,526
	%		%	%	%	%	%	%	%	%	%	%	%	%	%
Paid Subscriptions	91.0	[1]	88.8	93.2	91.8	91.7	88.5	90.7	94.6	91.5	93.5	88.0	92.0	89.4	86.5
IT based services	13.4	[2]	13.2	13.5	19.6	14.0	15.6	12.0	5.7	14.5	16.7	12.0	8.6	12.9	7.6
Others	13.2	[3]	13.3	13.2	26.4	22.5	13.4	6.9	4.5	11.9	16.1	14.3	16.5	8.9	5.4
IPTV	11.7	[4]	15.6	7.7	19.5	17.6	13.5	8.5	2.6	6.1	11.3	14.5	15.4	15.3	6.5
Satellite	4.2	[5]	4.1	4.3	1.7	4.7	5.3	3.8	4.4	3.2	3.6	3.3	9.2	4.2	2.1
Free to air	4.1	[6]	5.1	3.1	1.2		7.2	3.9	3.8	5.0	3.1	7.0	1.3	2.6	9.6
No Reply	1.2	[7]	0.7	1.6	3.9	0.8	0.5	0.6	1.1	1.7	0.7	0.3	0.4	2.4	2.1
No TV-set	0.2	[8]	0.4			1.2			0.4			0.9		0.4	
% of Total Population	139.0%		141.2%	136.7%	164.1%	152.5%	144.1%	126.4%	117.0%	133.9%	144.9%	140.4%	143.4%	136.1%	119.9%

Which TV station was followed most?

Respondents were given the possibility of naming up to three TV stations which they had followed the day before the interview. Out of a total of 1,240 respondents, 288 respondents named a second station while another 96 people named a third television station which they had followed.

Out of the population following local stations, TVM has attracted the largest amount of TV-viewers [29.91%] with approximately 104,000 viewers. This station was followed by ONE with 14.85% and TVM2 with 12.21%.

Overall, while 68.9% of all viewers followed local stations, a third of the population [31.04%] watched a foreign station. Of the local stations, only TVM, ONE, and TVM2 had audiences from all the demographical groups.

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

Excluding foreign stations, TVM ranked first by gender, in all the age groups, and by districts. ONE ranked second by gender, by 51-70 and 70+ year olds and third by 12-20, 21-30, and 31-50 year olds. TVM2 ranked second by all those under 50 years old and third by 51-70 and 70+ year olds.

By age groups, TVM had the highest percentage amongst the 31-50 year olds [31.337%]. ONE had the highest percentage amongst the 71+ year olds [18.79%] while TVM2 had the highest percentage amongst the 12-20 year olds with 19.96%.

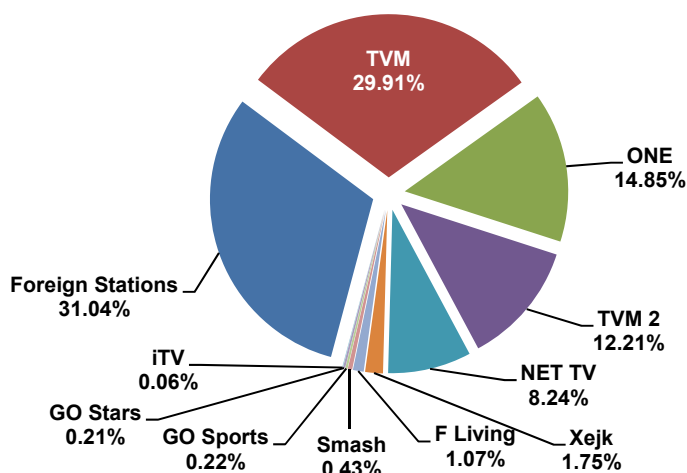
The viewing of a foreign television station was highest amongst 12-20 year olds [48.94%] decreasing to about a quarter [23.55%] of all 71+ year olds.

Audience Reach by TV Station

	Ranking	Total [≈N] [rounded-up]	Total %	Gender		Age Group					District					
				Males	Females	12-20	21-30	31-50	51-70	71+	South Harbour	North Harbour	South Eastern	Western District	Northern District	Gozo & Comino
TVM	[2]	104,000	29.91	28.51	31.46	25.06	30.64	31.33	29.99	29.52	31.36	26.36	34.17	27.49	32.98	31.83
ONE	[3]	52,000	14.85	15.36	14.29	3.57	5.67	13.50	18.00	18.79	17.38	15.07	18.76	8.01	11.00	20.25
TVM 2	[4]	43,000	12.21	14.62	9.53	19.96	5.18	15.08	11.03	9.17	15.06	11.55	6.91	16.38	13.62	7.00
NET TV	[5]	29,000	8.24	7.63	8.92		11.58	5.00	8.77	13.42	7.42	9.03	6.40	10.90	6.95	8.87
Xejk	[6]	7,000	1.75	1.22	2.35	2.46		0.61	2.34	2.65	2.50	1.37	1.50		1.92	5.96
F Living	[7]	4,000	1.07	0.48	1.72				2.02	1.91	0.27	1.27	0.78	1.66	0.42	4.08
Smash	[8]	2,000	0.43	0.49	0.37			0.83		0.66	0.27	1.15				
GO Sports	[9]	1,000	0.22	0.17	0.28			0.43		0.33		0.67				
GO Stars	[10]	1,000	0.21	0.18	0.24			0.36	0.34		0.58					1.88
iTV	[11]	1,000	0.06	0.00	0.13				0.22						0.42	
Foreign Stations	[1]	108,000	31.04	31.33	30.71	48.94	46.93	32.86	27.28	23.55	25.17	33.53	31.50	35.57	32.69	20.13
Total %			100%	100%	100%		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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

TV Reach by Station - July 2018
[irrespective of time spent]



The below table compares audience reach by ranking for this period (July 2018) to the previous assessment period (February 2018) and to the same period last year (July 2017). It is important to note that for February and July 2018, 12-15 year olds were also interviewed; while the 2018 FIFA World Cup games which started on Friday 15th June and ending Sunday 16th July 2018 were broadcast on TVM2. These games effected the audience reach of TVM 2 from 1.24% for July 2017 and 2.36% in February 2018 to 12.21% in July 2018.

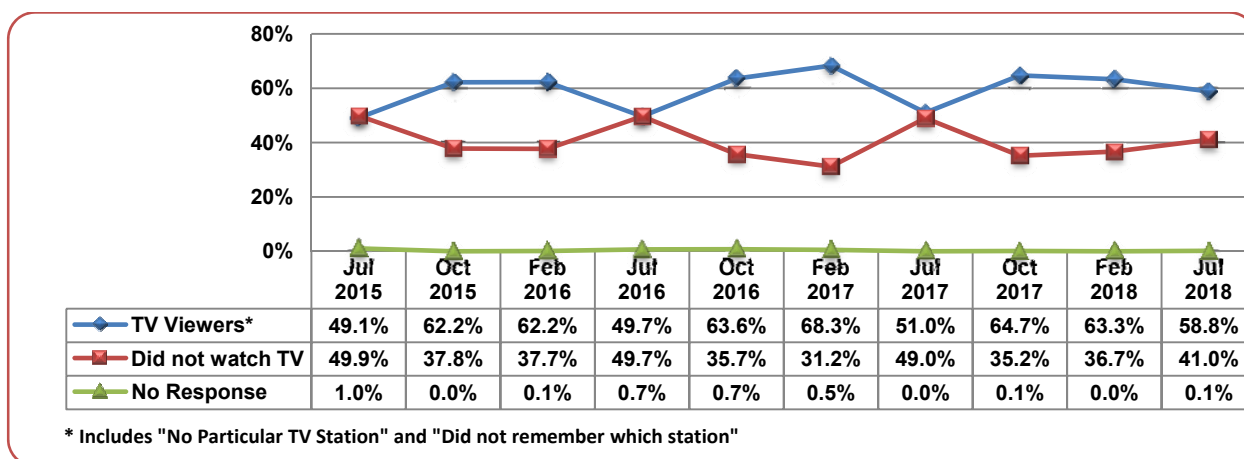
Comparative Reach											
	July 2018				Feb 2018				July 2017		
	Ranking	Rounded up	Total %		Ranking	Rounded up	Total %		Ranking	Rounded up	Total %
TVM	[2]	104,000	29.91	TVM	[1]	145,000	35.63	TVM	[2]	89,000	33.06
ONE	[3]	52,000	14.85	ONE	[3]	70,000	17.18	ONE	[3]	46,000	17.07
TVM 2	[4]	43,000	12.21	TVM 2	[5]	10,000	2.36	TVM 2	[5]	4,000	1.24
Net	[5]	29,000	8.24	Net	[4]	41,000	9.97	NET TV	[4]	21,000	7.82
Xejk	[6]	7,000	1.75	F Living	[7]	3,000	0.73	Xejk	[7]	2,000	0.72
F Living	[7]	4,000	1.07	GO Sports	[6]	4,000	0.78	F Living	[6]	4,000	1.12
Smash	[8]	2,000	0.43	Smash	[11]	1,000	0.12	Smash	[9]	1,000	0.15
	[9]	1,000	0.22					GO Sports			
	[10]	1,000	0.21	GO Stars	[9]	2,000	0.48	GO Stars			
iTV	[11]	1,000	0.06					iTV	[8]	1,000	0.18
				Xejk	[8]	2,000	0.38				
				Melita More	[10]	2,000	0.29				
				Parliament TV	[13]	1,000	0.05				
Foreign Stations	[1]	108,000	31.04	Foreign Stations	[2]	130,000	32.03	Foreign Stations	[1]	268,000	38.63
		347,000	100%			411,000	100%			436,000	100%

How many followed TV?

Respondents were asked which television station/s they had followed the day before the interview. Irrespective of the amount of time which each respondent had spent following any particular station, as much as 250,000 persons (aged 12 years and over) follow television regularly – 58.8%.

Compared to previous data, there was a decrease of 4.5% of viewers over the previous assessment period of February 2018 but an increase of 7.8% over that of the same period last year (July 2017).

One has to point out here that for this assessment period, 12-15 year olds were also interviewed.



How many followed TV?

		Total N	Yes ^[1] N	No N	No Ans. N	Total %	Yes %	No %	No Ans. %
Population	[+16 years]	425,082	250,105	174,444	533	100	58.84	41.04	0.13
Gender	Males	214,531	131,312	83,219		100	61.21	38.79	
	Females	210,551	118,793	91,225	533	100	56.42	43.33	0.25
Age group		425,082	250,105	174,444	533				
	12-20	62,036	27,042	34,666	328	100	43.59	55.88	0.53
	21-30	48,560	16,533	32,027		100	34.05	65.95	
	31-50	139,748	80,251	59,497		100	57.43	42.57	
	51-70	96,016	65,585	30,226	205	100	68.31	31.48	0.21
	71+	78,722	60,695	18,027		100	77.10	22.90	
		425,082	250,105	174,444	533				
	South Harbour	73,338	45,427	27,911		100	61.94	38.06	
	North Harbour	136,304	81,885	54,419		100	60.08	39.92	
	South Eastern	62,187	38,444	23,210	533	100	61.82	37.32	0.86
	Western	54,338	34,124	20,214		100	62.80	37.20	
	Northern	69,389	36,696	32,693		100	52.88	47.12	
	Gozo & Comino	29,526	13,530	15,996		100	45.82	54.18	
		425,082	250,105	174,444	533				

^[1] Includes those who "did not remember which station they followed" [1.8%; ≈7,700] and those who "did not follow any particular radio station" [1.9%; ≈7,900].

What audiences did TV stations attract?

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

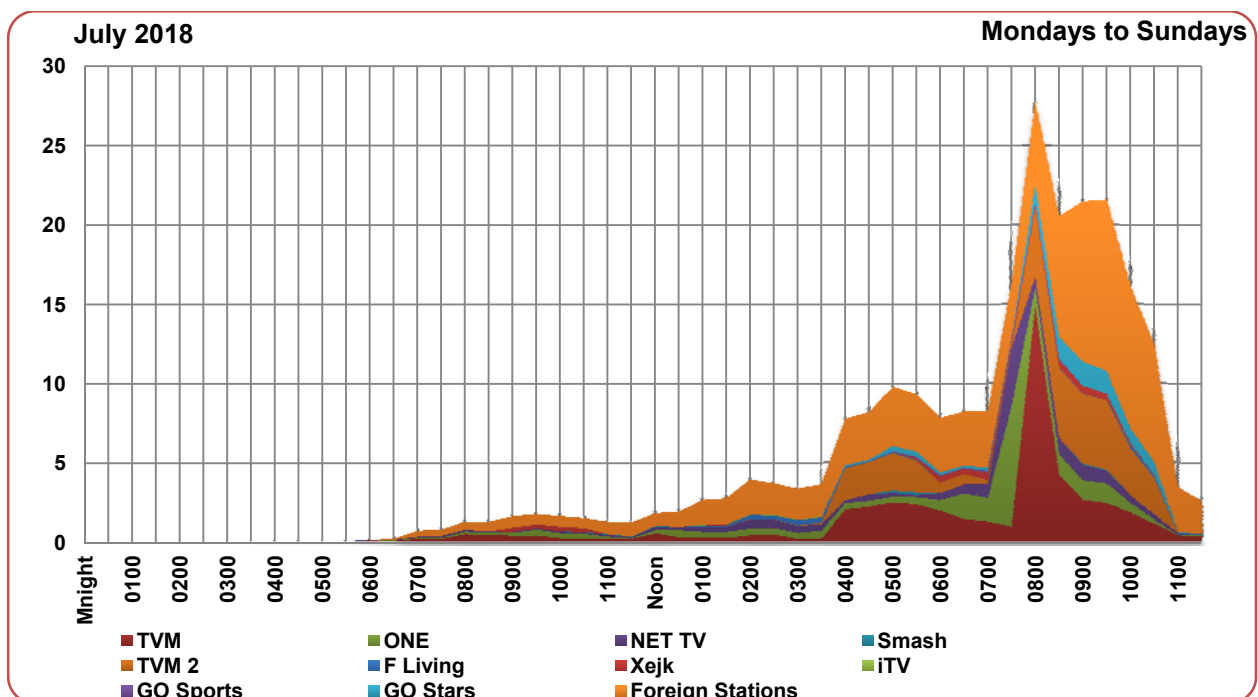
The focus of this section is not only on how many listeners each station could attract, but also for how long each station was followed by each viewer. Thus, the basis of this section are the audiences for each station multiplied by the number of half-hour slots during which each viewer was following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

TV Audience Shares by Half-Hour Slots

Audiences were not registered for all the half-hour slots. Audiences throughout the day started picking up slowly at 8:00am with 1.269% rising gradually to 1.814% by noon;

Audiences then peaked up to 3.354% at 3:00pm and rose to 9.774% at 5:00pm. Audiences rose sharply from those at 7:30pm [16.312%] to 27.821% at 8:00pm where the average highest audiences were reached. Audiences were generally maintained but peaked to 21.599% by 9:30pm; falling to 12.491% at 10:30pm; and further to 2.578% at midnight. Night-time viewing was minimal.

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



Average Audiences

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

Taking the total average over a whole week [Monday to Sunday] and excluding foreign stations, while TVM attracted the largest amount of viewers [29.91%] followed by ONE [14.85%] and TVM2 [12.21%], TVM had the highest weekly average of 0.998%; followed by TVM2 with 0.691%; followed by ONE [0.494%].

The highest overall percentage average viewers [Monday to Sunday] were attained by Foreign Stations with the highest total weekly average of 2.127% while the highest daily average of

viewing of a foreign station was that of Thursdays with 2.658%.

Excluding foreign stations, TVM had its highest average amongst all local stations for all the weekdays except for Tuesdays and Wednesdays. Its highest average was that on Mondays [1.393%] followed by that of Saturdays [1.237%], Fridays [0.977%], Sundays [0.967%] and Thursdays [0.824%].

TVM2 had the highest average amongst all local stations with its highest on Wednesdays [1.476%] followed by that on Tuesdays [1.447%].

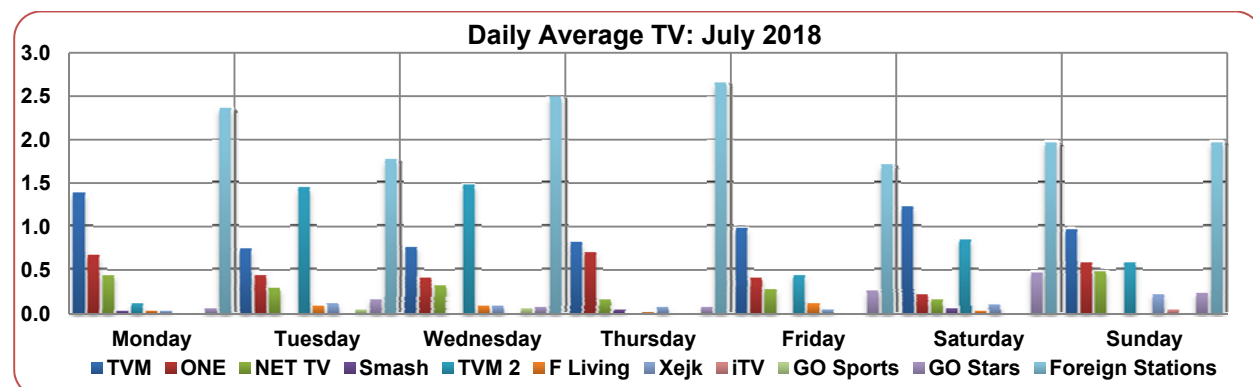
The highest average of ONE was that on Thursdays [0.704%] while that of NET TV was on Sundays [0.479%].

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

	TVM	ONE	NET TV	Smash	TVM 2	F Living	Xejk	i TV	GO Sports	GO Stars	Total	Foreign Stations
Monday	1.393	0.673	0.442	0.018	0.111	0.029	0.019			0.049	1.393	2.366
Tuesday	0.743	0.440	0.286		1.447	0.081	0.105		0.039	0.161	1.447	1.769
Wednesday	0.764	0.401	0.314		1.476	0.080	0.079		0.056	0.065	1.476	2.494
Thursday	0.824	0.704	0.158	0.038		0.007	0.070			0.059	0.824	2.658
Friday	0.977	0.406	0.278		0.435	0.106	0.041			0.257	0.977	1.709
Saturday	1.237	0.216	0.158	0.051	0.849	0.018	0.101			0.470	1.237	1.971
Sunday	0.967	0.577	0.479		0.588		0.218	0.032		0.234	0.967	1.973
Mon-Sun	0.998	0.494	0.311	0.015	0.691	0.045	0.092	0.005	0.013	0.184	0.998	2.127
Highest	1.393	0.704	0.479	0.051	1.476	0.106	0.218	0.032	0.056	0.470	---	2.658

Average [N] TV Audiences by Weekday and By Station

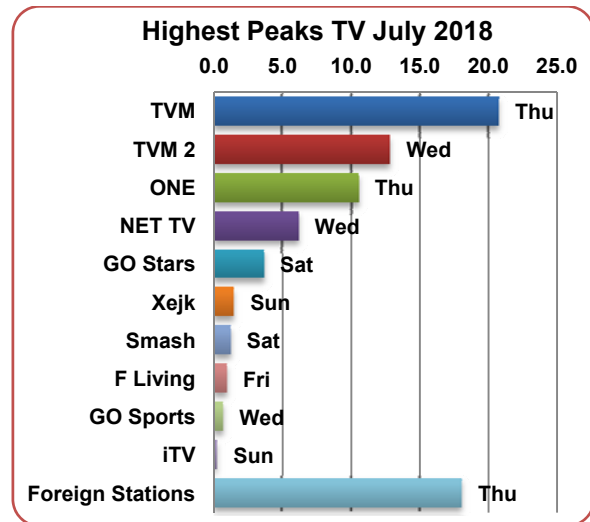
	TVM	ONE	NET TV	Smash	TVM 2	F Living	Xejk	Parliament TV	GO Sports	GO Stars	Total	Foreign Stations
Monday	7,731	3,735	2,453	102	614	161	108			271	7,731	13,131
Tuesday	3,915	2,315	1,507		7,624	429	553		206	847	7,624	9,317
Wednesday	4,287	2,249	1,762		8,288	446	445		316	367	8,288	14,000
Thursday	4,544	3,882	874	209		40	388			327	4,544	14,655
Friday	5,148	2,142	1,465		2,291	556	218			1,357	5,148	9,009
Saturday	6,419	1,120	820	262	4,409	94	523			2,439	6,419	10,230
Sunday	5,052	3,015	2,500		3,071		1,138	165		1,223	5,052	10,310
Mon-Sun	5,357	2,651	1,667	80	3,708	240	492	27	70	987	5,357	11,416
Highest	7,731	3,882	2,500	262	8,288	556	1,138	165	316	2,439	---	14,655



Peak Audiences by Station

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

TVM had the highest peaks amongst all stations for all the weekdays from Monday to Sunday and exceeded those of Foreign Stations. The highest peak attained by TVM was on Thursdays [20.783%] followed by that on Mondays with [19.071%]; and that on Wednesdays [14.866%]. TVM2 had its highest peak on Wednesdays with 12.854%, while the highest peak of ONE was on Thursdays with 10.540% and that of NET TV was on Wednesdays with 6.176%.



Percentage [%] Highest Peaks by TV Station by Weekday

	TVM	ONE	NET TV	Smash	TVM 2	F Living	Xejk	Parliament TV	GO Sports	GO Stars	Total	Foreign Stations
Monday	19.071	9.239	2.541	0.441	0.920	0.466	0.310			0.305	19.071	15.339
Tuesday	13.868	9.311	3.475		11.697	0.768	0.891		0.376	1.199	13.868	11.481
Wednesday	14.866	5.826	6.176		12.854	0.751	0.489		0.676	0.574	14.866	12.081
Thursday	20.783	10.540	3.093	0.304		0.349	0.644			1.156	20.783	18.073
Friday	13.750	6.078	3.288		3.862	0.949	0.582			2.600	13.750	6.593
Saturday	8.603	3.778	2.474	1.213	7.408	0.289	0.915			3.645	8.603	7.684
Sunday	13.035	7.787	5.016		5.250		1.469	0.252		1.375	13.035	6.393
Highest	20.783	10.540	6.176	1.213	12.854	0.949	1.469	0.252	0.676	3.645	---	18.073

Highest Peaks [N] by TV Station by Weekday

	TVM	ONE	NET TV	Smash	TVM 2	F Living	Xejk	Parliament TV	GO Sports	GO Stars	Total	Foreign Stations
Monday	105,861	51,285	14,105	2,447	5,106	2,589	1,722			1,692	105,861	85,144
Tuesday	73,053	49,049	18,307		61,618	4,043	4,695		1,979	6,318	73,053	60,479
Wednesday	83,450	32,702	34,670		72,155	4,216	2,744		3,795	3,225	83,450	67,815
Thursday	114,570	58,104	17,052	1,675		1,922	3,551			6,371	114,570	99,629
Friday	72,477	32,035	17,332		20,354	5,001	3,069			13,703	72,477	34,752
Saturday	44,647	19,608	12,841	6,296	38,450	1,498	4,748			18,920	44,647	39,880
Sunday	68,108	40,686	26,207		27,429		7,675	1,317		7,184	68,108	33,401
Highest	114,570	58,104	34,670	6,296	72,155	5,001	7,675	1,317	3,795	18,920	---	99,629

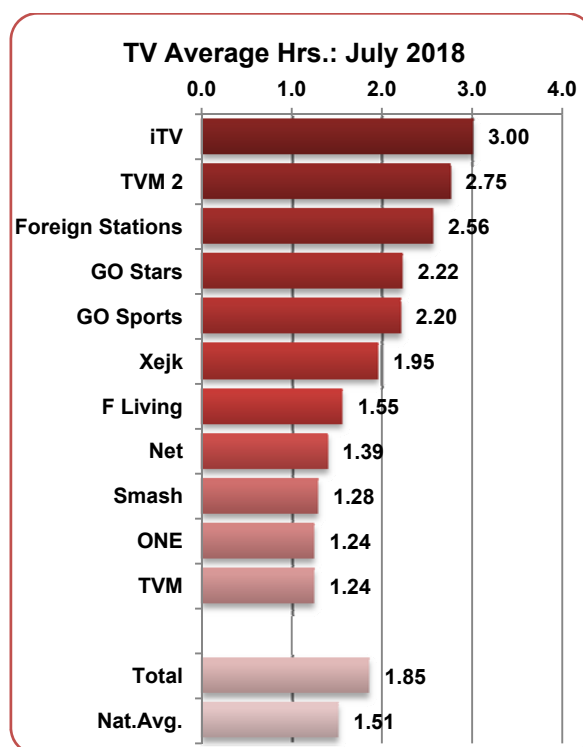
Daily Average Hours of TV consumption

This average gives the amount of time that each viewer has spent following each TV station. This is derived from the total number of hours that consumers watched television divided by the total number of viewers of each broadcasting station.

This average is susceptible to outliers especially where broadcasting stations have registered a small amount of viewers who logged on to that particular station for a long time. However, considering also the demographical nature of TV viewers for each particular station, the average amount of time spent by viewers of each station gives an indication of viewing patterns amongst the population.

Of the local stations, while TVM attracted the highest number of viewers [29.91%] followed by ONE [14.85%], the time spent on average by both TVM and ONE viewers was at 1.24hrs. Those following a foreign station spent 2.56hrs on average.

The average amount of hours over all TV viewers amounts to 1.85hrs per viewer and over the whole of the population aged 12 years and over, these amounts to 1.51hrs.

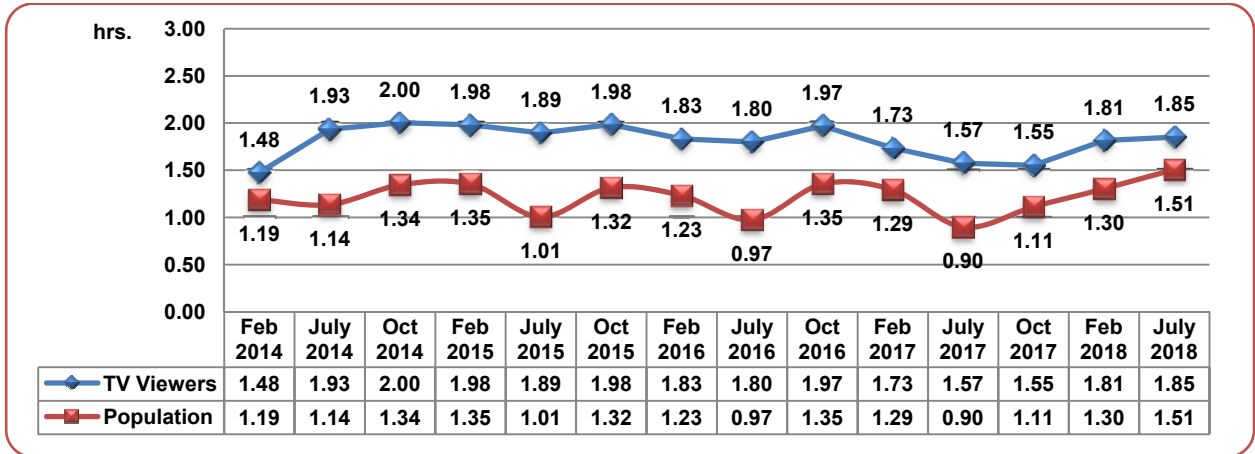


Audiences by Gender, by Age Group, and by district

	Total N [Rounded Up]	Avg. Hrs	Gender %		Age Group %					District %					
			Males	Females	12-20	21-30	31-50	51-70	71+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
TVM	104,000	1.24	28.51	31.50	25.06	30.64	31.33	30.06	29.52	31.36	26.36	34.17	27.63	32.98	31.83
ONE	52,000	1.24	15.36	14.18	3.57	5.67	13.50	17.83	18.79	17.38	14.89	18.76	8.05	11.00	20.25
NET TV	29,000	1.39	7.80	8.92	0.00	11.58	5.00	9.09	13.42	7.42	9.48	6.40	10.44	6.95	8.87
Smash	2,000	1.28	0.49	0.37	0.00	0.00	0.83	0.00	0.66	0.27	1.15	0.00	0.00	0.00	0.00
TVM 2	33,000	2.75	11.51	6.94	18.56	3.59	12.67	7.49	5.72	10.84	9.12	6.91	12.91	9.29	3.76
F Living	4,000	1.55	0.48	1.73	0.00	0.00	0.00	2.02	1.91	0.27	1.27	0.78	1.67	0.42	4.08
Xejk	7,000	1.95	1.22	2.35	2.46	0.00	0.61	2.35	2.65	2.50	1.37	1.50	0.00	1.92	5.96
iTV	1,000	3.00	0.00	0.13	0.00	0.00	0.00	0.22	0.00	0.00	0.00	0.00	0.00	0.42	0.00
GO Sports	1,000	2.20	0.17	0.28	0.00	0.00	0.43	0.00	0.33	0.00	0.67	0.00	0.00	0.00	0.00
GO Stars	11,000	2.22	3.30	2.85	1.40	1.59	2.78	3.90	3.45	4.80	2.43	0.00	3.55	4.33	5.12
Foreign Stations	108,000	2.56	31.17	30.75	48.94	46.93	32.86	27.04	23.55	25.17	33.26	31.50	35.75	32.69	20.13
			100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

The average amount of hours over all TV viewers amounts to 1.85hrs per viewer. This was just 2'24" higher than that registered at the previous assessment in February 2018 [1.81hrs] and 16'48" higher than that of the same period last year [Jul 2017: 1.57hrs].

Over the whole of the population aged 12 years and over, average viewing was at 1.51hrs which was 12'36" higher than at the previous assessment of February 2018 [1.30hrs] and 36'36" higher than that of the same period last year [Jul 2017: 0.90hrs].



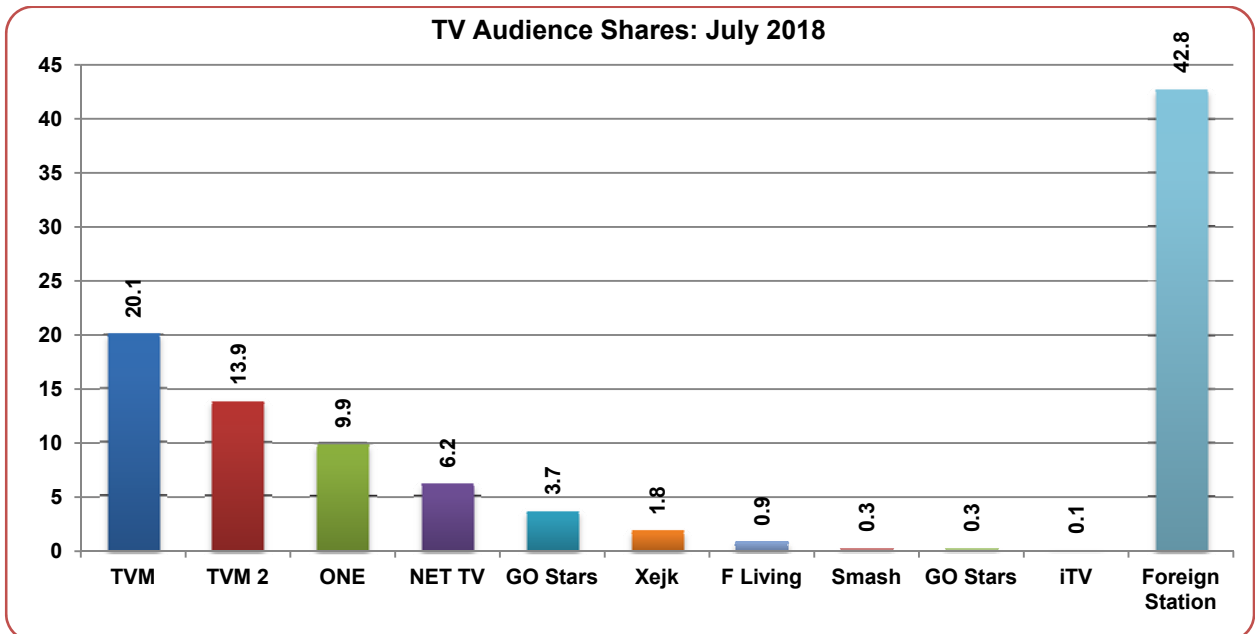
TV Stations Audience Share

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

TVM2 with 13.9%; ONE with 9.9%, and Net TV with 6.2%.

TV viewers watching foreign stations did so for an average of 2.56hrs while viewers watching TVM did so for an average of 1.24 hrs.

Overall, those watching foreign stations ranked first with 42.8%; followed by TVM with 20.1%;



What are the favourite TV programme genres?

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

Out of all the responses [1,116,533], Local & Foreign News were the most favorite programme genre [24.5%]. Local Drama programmes ranked second [15.9%] while Discussion & Current Affairs programmes ranked third [10.7%]. Sport programmes ranked fourth [10.1%] followed by Cultural/Educational programmes [8.7%]. The other categories named by respondents were as follows:

- Light Entertainment/ Comedy/Games – 7.5%
- Documentaries – 6.9%
- Music Videos – 6.4%
- Religious – 4.8%
- Teleshopping – 2.5%
- Children's – 2.0%

The results for each programme genre were compared to population demographics [total population aged 12 and over = 425,082].

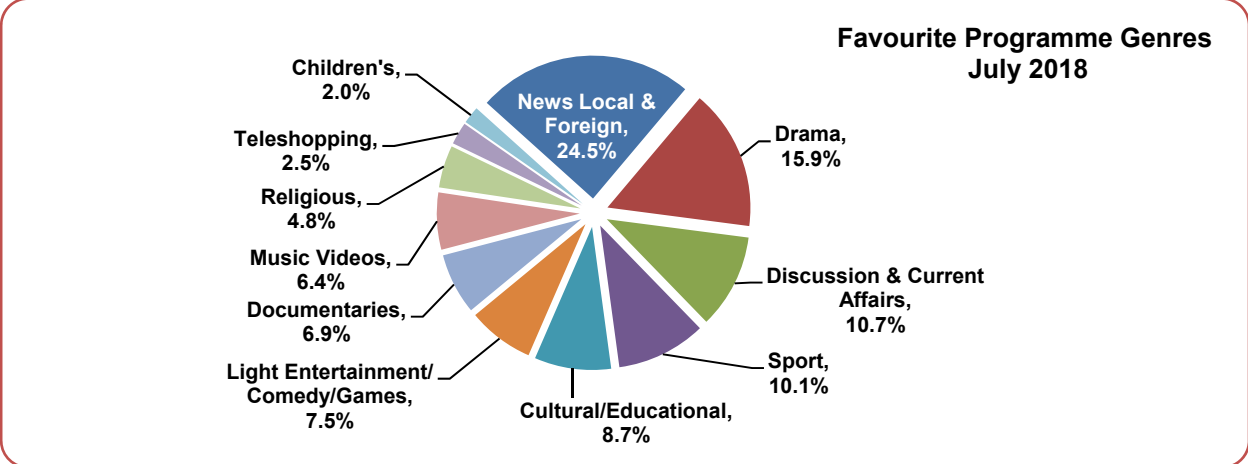
Analysed by gender, female preferences exceed male preference for both Local & Foreign News [F:65.7%; M:62.9%] and Drama [F:52.9%; M:30.9%] while male preferences slightly exceeded female preferences of Discussion & Current Affairs programmes by just 0.3% [M:28.2%; F: 27.9%]. Male preferences greatly

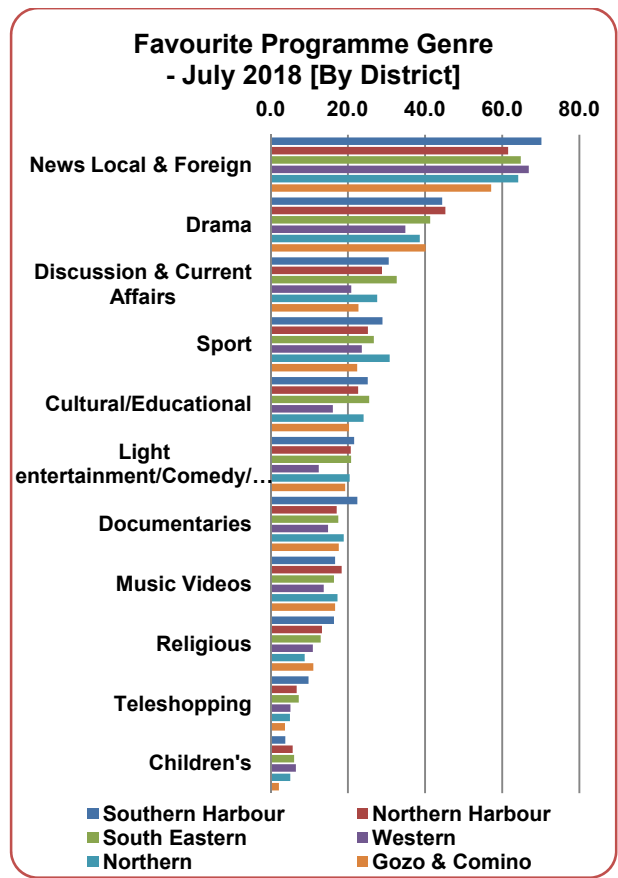
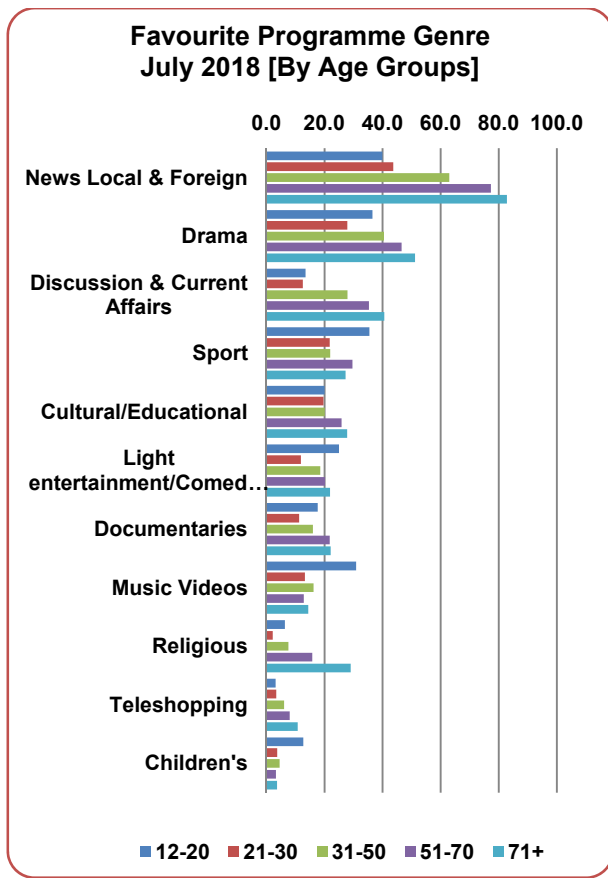
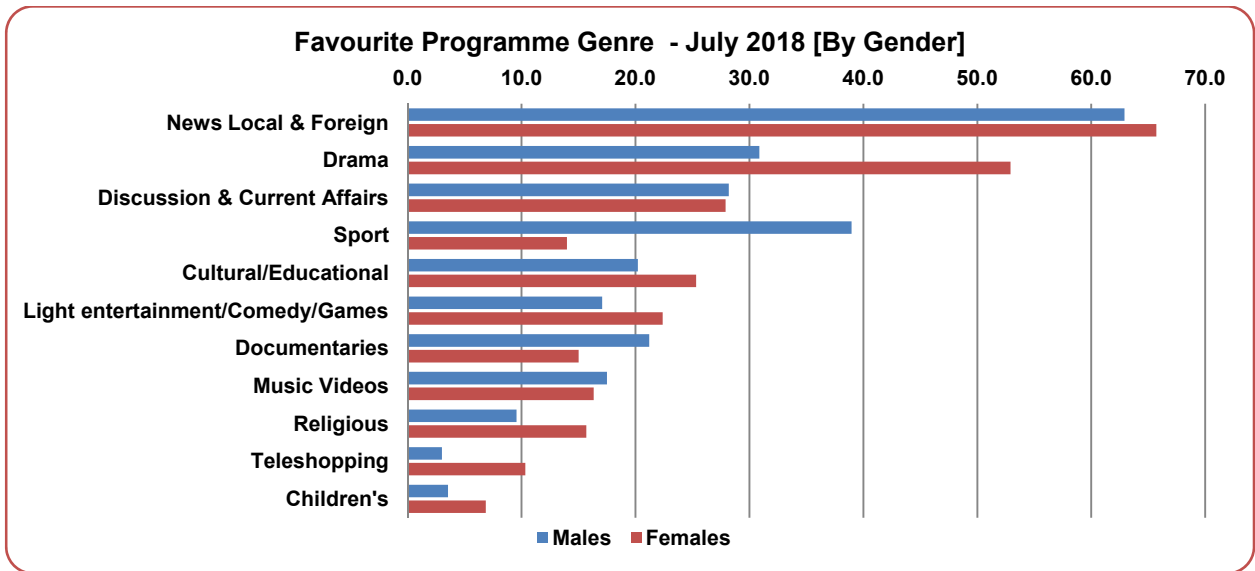
exceeded female preferences for Sports programmes [M:39.0%/F:14.0%] while female preferences greatly exceeded male preferences for Cultural/Educational programmes [F:25.3%/M:20.2%]; Light Entertainment [F:22.4%/M:17.1%]; and Teleshopping [F:10.3%/M:3.0%].

Analysed by age-groups, although the preference for News was the highest amongst all the age groups, their preference increased dramatically from 39.9% for 12-20 year olds; to 43.6% for 21-30 year olds; to 62.9% [31-50 year olds]; 77.3% [51-70 year olds]; and up to 82.8% for 71+ year olds. Similarly for Drama, though the increase was less dramatic from 36.5% for 12-20 year olds to 51.2% for 71+.

Sports programmes were the third most preferred genre for all those under 30 years old [12-20: 35.4%; 21-30:21.8%]; Discussion and Current Affairs programmes were the third most preferred programme for all those over 30 years old [31-50: 27.9%; 51-70: 40.6%; 71+:40.6%].

Analysed by districts, overall the same ranking in preferences prevail with the exception of those living in the Western district who tended to prefer Sports [23.6%] more than Discussion & Current Affairs programmes [20.9%]. Similarly those living in the Northern district preferred Shorts programmes [30.8%] which exceeded Discussion and Current Affairs programmes [27.6%].





Favourite Programme Genres															
	Total	Ranking	Males	Females	12-20	21-30	31-50	51-70	71+	South Harbour	North Harbour	South Eastern	Western District	Northern District	Gozo & Comino
News Local & Foreign	273,333	[1]	134,973	138,360	24,767	21,196	87,969	74,213	65,188	51,439	83,890	40,290	36,337	44,501	16,875
Drama	177,649	[2]	66,231	111,418	22,641	13,511	56,554	44,656	40,287	32,603	61,720	25,698	18,967	26,809	11,852
Discussion & Current Affairs	119,240	[3]	60,480	58,760	8,364	6,092	38,998	33,862	31,924	22,425	39,301	20,298	11,336	19,164	6,715
Sport	113,056	[4]	83,599	29,457	21,985	10,573	30,663	28,403	21,432	21,257	34,328	16,625	12,832	21,390	6,625
Cultural/Educational	96,677	[5]	43,367	53,310	12,414	9,523	28,011	24,837	21,892	18,443	30,877	15,883	8,765	16,713	5,995
Light entertainment/Comedy/Games	83,780	[6]	36,647	47,133	15,502	5,767	25,904	19,388	17,220	15,857	28,315	12,955	6,767	14,192	5,694
Documentaries	77,101	[7]	45,492	31,608	10,959	5,466	22,353	20,924	17,398	16,472	23,311	10,903	8,079	13,124	5,213
Music Videos	71,935	[8]	37,535	34,400	19,144	6,425	22,675	12,353	11,337	12,233	25,097	10,187	7,470	12,015	4,934
Religious	53,522	[9]	20,499	33,023	3,942	1,048	10,548	15,137	22,846	12,033	18,105	8,062	5,936	6,119	3,267
Teleshopping	28,197	[10]	6,450	21,748	1,939	1,643	8,480	7,654	8,482	7,180	9,155	4,521	2,779	3,470	1,092
Children's	22,043	[11]	7,597	14,446	7,870	1,798	6,359	3,131	2,884	2,784	7,793	3,775	3,545	3,515	632
Total Responses [n]	1,116,533		542,871	573,662	149,528	83,043	338,513	284,559	260,890	212,725	361,891	169,197	122,813	181,012	68,896
	%		%	%	%	%	%	%	%	%	%	%	%	%	%
News Local & Foreign	24.5	[1]	24.9	24.1	16.6	25.5	26.0	26.1	25.0	24.2	23.2	23.8	29.6	24.6	24.5
Drama	15.9	[2]	12.2	19.4	15.1	16.3	16.7	15.7	15.4	15.3	17.1	15.2	15.4	14.8	17.2
Discussion & Current Affairs	10.7	[3]	11.1	10.2	5.6	7.3	11.5	11.9	12.2	10.5	10.9	12.0	9.2	10.6	9.7
Sport	10.1	[4]	15.4	5.1	14.7	12.7	9.1	10.0	8.2	10.0	9.5	9.8	10.4	11.8	9.6
Cultural/Educational	8.7	[5]	8.0	9.3	8.3	11.5	8.3	8.7	8.4	8.7	8.5	9.4	7.1	9.2	8.7
Light entertainment/Comedy/Games	7.5	[6]	6.8	8.2	10.4	6.9	7.7	6.8	6.6	7.5	7.8	7.7	5.5	7.8	8.3
Documentaries	6.9	[7]	8.4	5.5	7.3	6.6	6.6	7.4	6.7	7.7	6.4	6.4	6.6	7.3	7.6
Music Videos	6.4	[8]	6.9	6.0	12.8	7.7	6.7	4.3	4.3	5.8	6.9	6.0	6.1	6.6	7.2
Religious	4.8	[9]	3.8	5.8	2.6	1.3	3.1	5.3	8.8	5.7	5.0	4.8	4.8	3.4	4.7
Teleshopping	2.5	[10]	1.2	3.8	1.3	2.0	2.5	2.7	3.3	3.4	2.5	2.7	2.3	1.9	1.6
Children's	2.0	[11]	1.4	2.5	5.3	2.2	1.9	1.1	1.1	1.3	2.2	2.2	2.9	1.9	0.9
% of Total Responses	100%		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	Total	Ranking	Males	Females	12-20	21-30	31-50	51-70	71+	South Harbour	North Harbour	South Eastern	Western District	Northern District	Gozo & Comino
Total Population [N]	416,685		209,385	207,300	60,810	46,072	132,936	104,204	72,664	73,591	130,746	61,938	54,495	66,520	29,395
	%		%	%	%	%	%	%	%	%	%	%	%	%	%
News Local & Foreign	64.3	[1]	62.9	65.7	39.9	43.6	62.9	77.3	82.8	70.1	61.5	64.8	66.9	64.1	57.2
Drama	41.8	[2]	30.9	52.9	36.5	27.8	40.5	46.5	51.2	44.5	45.3	41.3	34.9	38.6	40.1
Discussion & Current Affairs	28.1	[3]	28.2	27.9	13.5	12.5	27.9	35.3	40.6	30.6	28.8	32.6	20.9	27.6	22.7
Sport	26.6	[4]	39.0	14.0	35.4	21.8	21.9	29.6	27.2	29.0	25.2	26.7	23.6	30.8	22.4
Cultural/Educational	22.7	[5]	20.2	25.3	20.0	19.6	20.0	25.9	27.8	25.1	22.7	25.5	16.1	24.1	20.3
Light entertainment/Comedy/Games	19.7	[6]	17.1	22.4	25.0	11.9	18.5	20.2	21.9	21.6	20.8	20.8	12.5	20.5	19.3
Documentaries	18.1	[7]	21.2	15.0	17.7	11.3	16.0	21.8	22.1	22.5	17.1	17.5	14.9	18.9	17.7
Music Videos	16.9	[8]	17.5	16.3	30.9	13.2	16.2	12.9	14.4	16.7	18.4	16.4	13.7	17.3	16.7
Religious	12.6	[9]	9.6	15.7	6.4	2.2	7.5	15.8	29.0	16.4	13.3	13.0	10.9	8.8	11.1
Teleshopping	6.6	[10]	3.0	10.3	3.1	3.4	6.1	8.0	10.8	9.8	6.7	7.3	5.1	5.0	3.7
Children's	5.2	[11]	3.5	6.9	12.7	3.7	4.6	3.3	3.7	3.8	5.7	6.1	6.5	5.1	2.1
% of Total Population	255.0%		253.1%	272.5%	241.0%	171.0%	242.2%	296.4%	331.4%	290.1%	265.5%	272.1%	226.0%	260.9%	233.3%

RADIO

Which Radio station was followed most?

Respondents were given the possibility of naming up to three radio stations which they had listened to the day before. Out of a total of 1,240 respondents, 71 listeners named a second station while another 10 respondents named a third radio station.

All these responses were analyzed by broadcasting station and by demographics - see table below:

In general radio listeners tend to follow one particular radio station.

Audience Reach by Radio Station																
	Ranking	Total [≈N] [rounded-up]	Total %	Gender		Age Group					District					
				Males	Females	12-20	21-30	31-50	51-70	71+	South Harbour	North Harbour	South Eastern	Western District	Northern District	Gozo & Comino
89.7 Bay	[1]	56,000	25.09	22.89	27.32	79.65	44.91	31.20	5.53		21.31	26.31	31.86	24.66	23.90	14.26
One Radio	[2]	35,000	15.48	18.29	12.61		7.45	6.34	26.11	29.47	21.15	15.13	18.93	12.03	10.86	10.71
Vibe FM	[3]	21,000	9.20	11.87	6.48	6.97	29.89	15.86	1.59		14.27	10.06		8.40	10.05	12.69
Radju Malta	[4]	19,000	8.50	7.06	9.97			1.59	14.31	20.68	12.70	7.88	7.51	8.17	6.55	7.14
Calypso Radio	[5]	19,000	8.29	9.25	7.31		3.66	8.02	15.14	7.77	9.95	7.67	9.09	9.63	5.48	9.32
NET FM	[6]	16,000	6.94	5.17	8.75		1.65	4.91	11.60	10.87	5.10	5.50	7.04	9.91	9.61	5.17
RTK	[7]	13,000	5.77	4.84	6.71			3.91	9.07	10.42	4.07	7.15	7.92	4.44	4.31	5.17
Smash Radio	[8]	11,000	4.72	5.31	4.12	3.83	2.94	10.16	1.59	0.91		2.99	5.51	8.64	9.80	2.58
Radju Marija	[9]	11,000	4.54	2.63	6.50	1.87			8.15	10.86	4.90	4.25	4.20	3.73	4.26	10.33
Magic Malta	[10]	6,000	2.62	3.12	2.12	1.26	3.66	5.35	1.47		3.36	3.83	0.61	2.46	1.35	2.95
Campus FM	[12]	4,000	1.61	3.01	0.19			3.06	1.37	1.16	1.49	1.26	2.60		3.37	
Community	[13]	4,000	1.53	0.27	2.81	1.51		1.13	0.44	3.86	0.95	1.67		0.72		17.10
X FM	[14]	4,000	1.42	1.69	1.14			3.54	0.94			1.56		0.85	4.90	
Radju Malta 2	[15]	4,000	1.40	0.64	2.19	2.04	2.09	1.77	0.36	1.32		2.64	0.56	2.60		2.58
Bay Easy	[16]	2,000	0.87	0.65	1.09	2.87		1.58				0.65			4.06	
BKR Digital	[17]	1,000	0.23	0.27	0.19				0.59	0.42	0.74	0.30				
Foreign Stations	[11]	4,000	1.77	3.03	0.49		3.75	1.58	1.73	2.25		1.15	4.15	3.75	1.52	
Total %			100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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

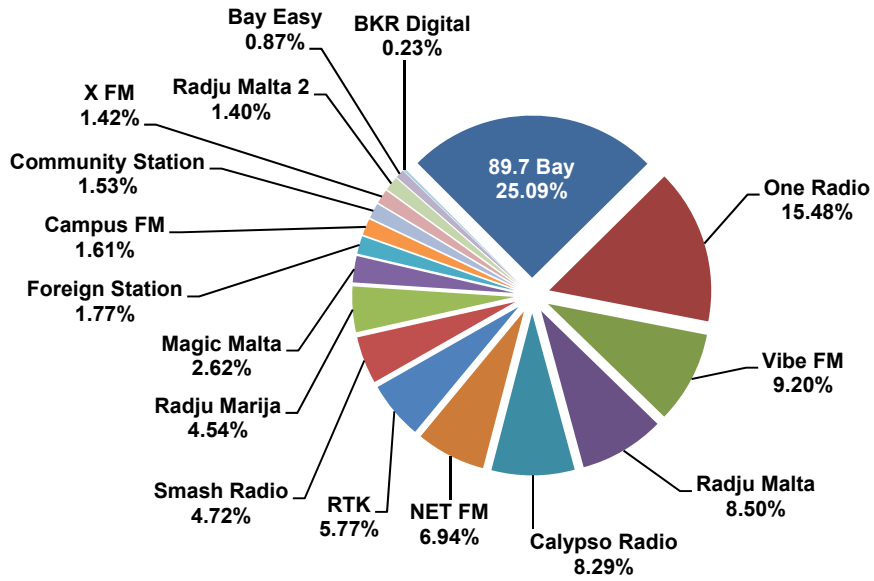
89.7 Bay has attracted the largest amount of radio listeners [25.09%] with ≈56,000 listeners. This station was followed by ONE Radio with 15.48% of all listeners [≈35,000]; Vibe FM with 9.2% [≈21,000]; and Radju Malta [8.5%; ≈19,000].

89.7 Bay was the most followed station in all the districts. ONE Radio was the second most followed station in all the districts except for Gozo where ONE Radio ranked third [10.71%] after Vibe FM [12.69%].

89.7 Bay was the most followed station by all those under fifty years old – with nearly 80% of 12-20 year olds; nearly half of all 21-30 year olds [44.91%]; and nearly a third of all 31-50 year olds [31.20%] following this station.

ONE Radio was the most followed station by all those over fifty years old – with just above a quarter [26.11%] of all 51-70 year olds and just below a third of all 71+ year olds [29.47%] following this station.

Audience Reach by Station - July 2018
 [irrespective of time spent]

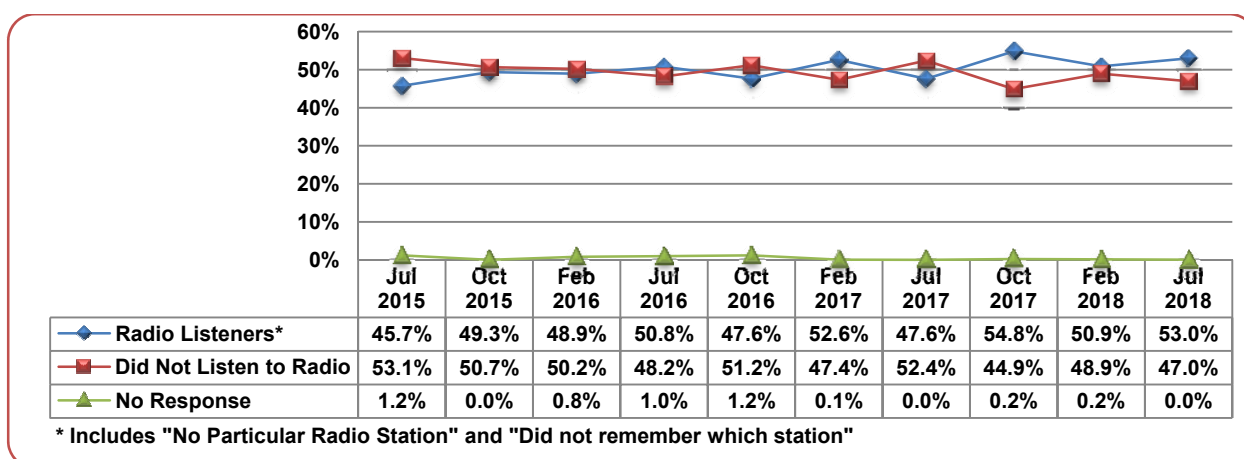


How many listened to Radio?

Respondents were asked which radio station/s they had listened to the day before the interview. Irrespective of the amount of time which each respondent had spent listening to any particular radio station as well as irrespective of the number of radio stations they had followed the day before the interview, 225,000 persons (aged 12 years and over) listen to radio regularly. This is just above half the population – 53.0%.

Compared to previous data, there was an increase of 2.1% of radio listeners over the previous assessment period of February 2018 and an increase of 5.4% over that of the same period last year (July 2017).

It has to be considered that for this assessment period 12-15 year olds were also interviewed contrary to what was done for the July 2017 survey.



How many listened to radio?									
	Total N	Yes ^[1] N	No N	No Ans. N	Total %	Yes %	No %	No Ans. %	
Population									
[+12 years]	425,082	225,142	199,730	210	100.00	52.96	46.99	0.05	
Gender									
Males	214,531	115,060	99,471	0	100.00	53.63	46.37		
Females	210,551	110,082	100,259	210	100.00	52.28	47.62	0.10	
	425,082	225,142	199,730	210					
Age group									
12-20	62,036	28,496	33,540	0	100.00	45.93	54.07		
21-30	48,560	20,720	27,840	0	100.00	42.67	57.33		
31-50	139,748	77,966	61,782	0	100.00	55.79	44.21		
51-70	96,016	49,495	46,311	210	100.00	51.55	48.23	0.22	
71+	78,722	48,465	30,257	0	100.00	61.57	38.43		
	425,082	225,142	199,730	210					
South Harbour	73,338	40,547	32,791	0	100.00	55.29	44.71		
North Harbour	136,304	71,703	64,390	210	100.00	52.61	47.24	0.15	
South Eastern	62,187	32,084	30,103	0	100.00	51.59	48.41		
Western	54,338	32,441	21,897	0	100.00	59.70	40.30		
Northern	69,389	37,479	31,910	0	100.00	54.01	45.99		
Gozo & Comino	29,526	10,888	18,638	0	100.00	36.88	63.12		
	425,082	225,142	199,730	210					

^[1] Includes those who "did not remember which station they followed" [2.8%; ≈11,700] and those who "did not follow any particular radio station" [3.3%; ≈14,000].

What audiences did Radio stations attract?

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

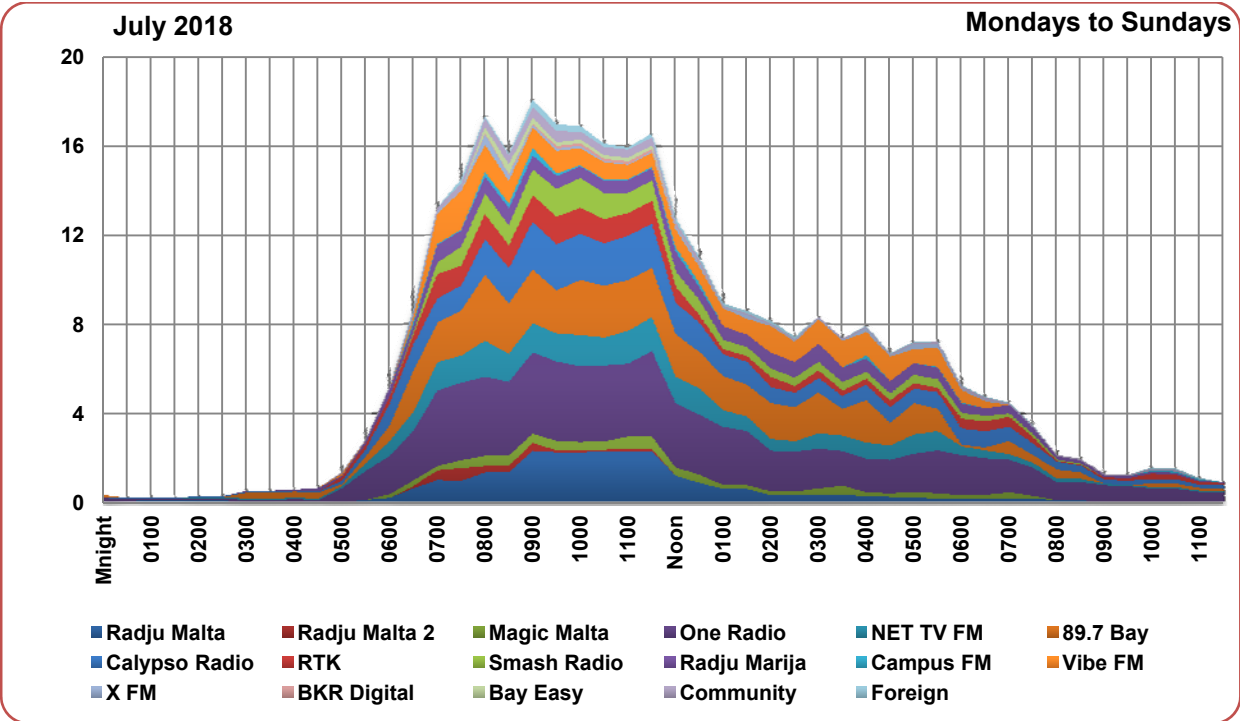
The focus of this section is not only on how many listeners each station could attract, but also for how long each station was able to maintain their audiences. Thus, the basis of the analysis are the audiences for each station multiplied by the number of half-hour slots during which they were following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

Audiences increased from 5.2% at 6:00am to 13.3% at 7:00am; peaking again at 8:00am at 17.4% and again at 9:00am with 18.9% of potential listeners. This level of radio listening was maintained till 11:30am [16.6%]. Audiences rapidly decreased to 8.9% at 1:00pm and gradually decreasing after 1:00pm while slightly peaking to 8.3% at 3:00pm. Audiences then gradually decreased to 2.1% at 8:00pm. Night-time radio audiences after 11:00pm were less than 1.0% of the total population.

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

Radio Audience Shares by Half-hour Slots

Audiences were registered for all the half-hour slots. Before 6:00am audiences were minimal with an average of 0.64% per half hour slot.



Average Audiences

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

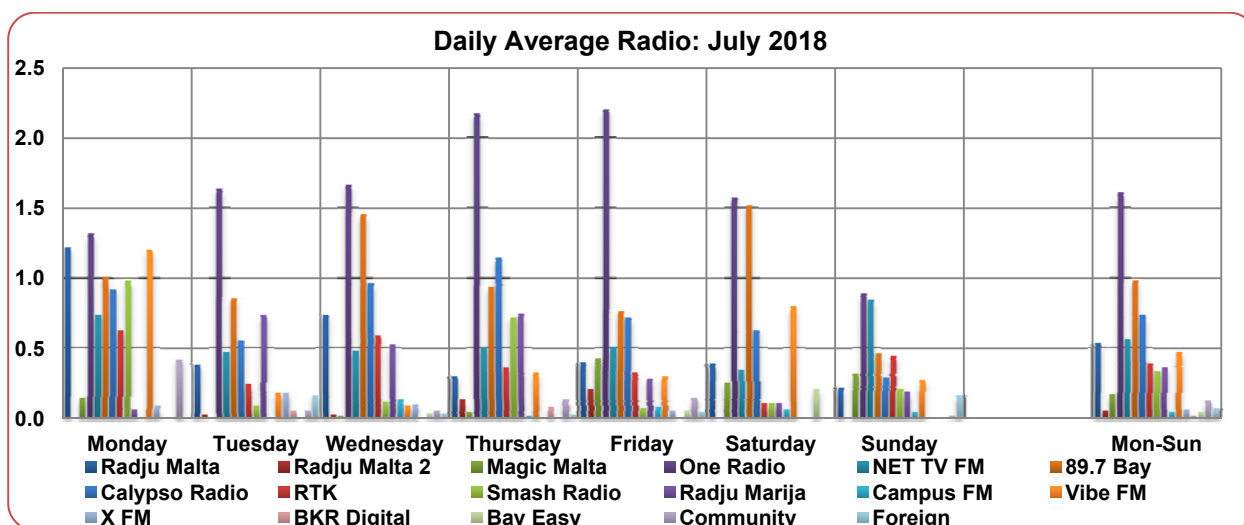
Although 89.7 Bay attained the largest amount of audiences [25.09%], when audiences were multiplied by the amount of time that each listener spent following a particular station, ONE Radio attained the highest total average amongst all stations [2.211%] followed by 89.7 Bay

[1.521%], Radju Malta [1.223%] and Vibe FM [1.202%].

ONE Radio had the highest average amongst all stations for all the weekdays with that of Fridays (2.211%) being its highest percentage average. 89.7 Bay had its highest average on Saturdays [1.521%]. Radju Malta had its highest average on Mondays [1.223%] while this station was followed by Vibe FM with 1.202% on Mondays.

Percentage [%] Average Radio Audiences by Weekday and By Station																		
	Radju Malta	Radju Malta 2	Magic Malta	ONE Radio	NET FM	89.7 Bay	Calypso Radio	RTK	Smash Radio	Radju Marija	Campus FM	Vibe FM	X FM	BKR Digital	Bay Easy	Community	Foreign	Total
Monday	1.223		0.140	1.317	0.736	1.014	0.922	0.622	0.978	0.060	0.009	1.202	0.083			0.419	0.009	1.317
Tuesday	0.383	0.025	0.000	1.638	0.469	0.856	0.556	0.242	0.088	0.735		0.182	0.182	0.046		0.047	0.163	1.638
Wednesday	0.738	0.027	0.012	1.665	0.476	1.456	0.962	0.591	0.113	0.523	0.133	0.085	0.092		0.028	0.054	0.031	1.665
Thursday	0.299	0.130	0.039	2.175	0.501	0.939	1.143	0.357	0.722	0.746	0.014	0.322		0.077		0.133	0.024	2.175
Friday	0.394	0.209	0.427	2.211	0.509	0.765	0.721	0.322	0.064	0.283	0.074	0.294	0.053		0.046	0.143	0.043	2.211
Saturday	0.384		0.250	1.579	0.341	1.521	0.629	0.104	0.103	0.108	0.061	0.796			0.201			1.579
Sunday	0.215		0.317	0.887	0.847	0.461	0.292	0.439	0.209	0.185	0.040	0.270				0.014	0.162	0.887
Mon-Sun	0.530	0.053	0.172	1.609	0.566	0.982	0.732	0.386	0.335	0.364	0.045	0.468	0.060	0.017	0.037	0.122	0.065	1.609
Highest	1.223	0.209	0.427	2.211	0.847	1.521	1.143	0.622	0.978	0.746	0.133	1.202	0.182	0.077	0.201	0.419	0.163	---

Average [N] Radio Audiences by Weekday and By Station																		
	Radju Malta	Radju Malta 2	Magic Malta	One Radio	NET FM	89.7 Bay	Calypso Radio	RTK	Smash Radio	Radju Marija	Campus FM	Vibe FM	X FM	BKR Digital	Bay Easy	Community	Foreign	Total
Monday	5,634		644	6,066	3,390	4,668	4,244	2,864	4,503	276	40	5,537	381			1,930	39	6,066
Tuesday	1,711	112		7,319	2,096	3,823	2,485	1,081	394	3,283		813	813	207		212	728	7,319
Wednesday	3,391	125	56	7,646	2,186	6,690	4,420	2,714	520	2,400	610	389	422		127	248	144	7,646
Thursday	1,349	586	175	9,803	2,256	4,233	5,154	1,610	3,253	3,363	62	1,451		349		598	107	9,803
Friday	1,800	954	1,951	10,096	2,323	3,491	3,293	1,469	292	1,291	337	1,343	240		212	652	197	10,096
Saturday	1,645		1,071	6,756	1,458	6,507	2,692	443	440	463	262	3,405			861			6,756
Sunday	942		1,389	3,890	3,716	2,021	1,280	1,927	917	811	175	1,187				62	712	3,890
Mon-Sun	2,377	236	773	7,214	2,536	4,404	3,282	1,730	1,504	1,634	200	2,099	270	76	166	546	291	7,214
Highest	5,634	954	1,951	10,096	3,716	6,690	5,154	2,864	4,503	3,363	610	5,537	813	349	861	1,930	728	---

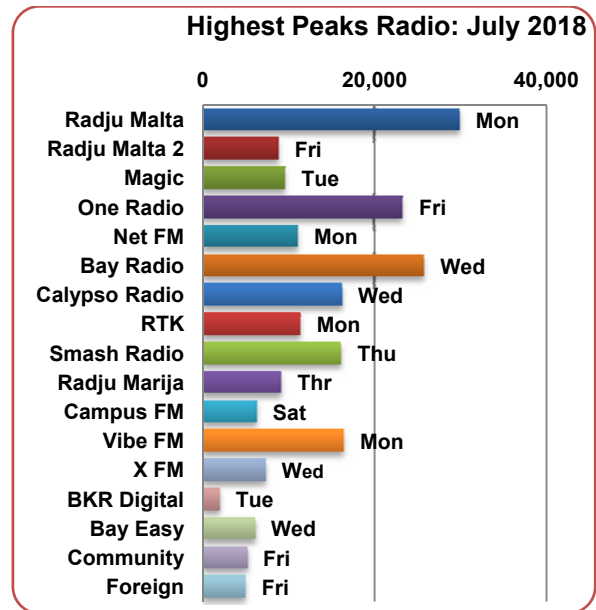


Peak Audiences

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

Taking the highest peak for each station, Radju Malta had the highest peak amongst all stations on Mondays [6.496%]. The next highest peak was that of 89.7 Bay [5.616%] on Wednesdays.

ONE Radio had the third highest peak amongst all stations on Fridays with 5.101% and had the highest peak amongst all stations on Tuesdays [4.994%]; Thursdays [5.016%]; Saturdays [4.675%]; and Sundays [3.445%].



Percentage [%] Highest Peaks by Radio Station by Weekday																		
	Radju Malta	Radju Malta 2	Magic Malta	ONE Radio	NET FM	89.7 Bay	Calypso Radio	RTK	Smash Radio	Radju Marija	Campus FM	Vibe FM	X FM	BKR Digital	Bay Easy	Community	Foreign	Highest
Mon	6.496	0.374	3.859	2.412	3.602	2.043	2.476	3.197	0.309	0.412	3.572	0.993			1.023	0.411		6.496
Tue	1.519	0.602	4.994	1.917	4.003	3.440	1.369	0.762	1.791			3.242	0.703	0.444	0.570	0.882		4.994
Wed	3.700	0.326	0.583	4.004	2.181	5.616	3.533	1.328	1.215	1.772	0.925	1.599	1.599		1.327	0.432	0.377	5.616
Thu	1.385	1.613	0.689	5.016	1.266	3.421	3.179	1.666	3.576	2.028	0.331	2.336		0.372		1.061	0.810	5.016
Fri	2.000	1.932	0.821	5.101	2.016	4.359	2.090	1.400	0.842	1.321	1.181	2.260	0.842		0.744	1.133	1.094	5.101
Sat	1.497		1.822	4.675	1.402	4.620	2.763	0.712	1.540	0.346	1.471	2.342			1.208			4.675
Sun	1.545		2.189	3.445	2.150	1.864	1.017	1.691	0.922	0.638	0.959	1.857				0.341	0.846	3.445
Highest	6.496	1.932	2.189	5.101	2.412	5.616	3.533	2.476	3.576	2.028	1.471	3.572	1.599	0.444	1.327	1.133	1.094	---

Highest Peaks [N] by Radio Station by Weekday																		
	Radju Malta	Radju Malta 2	Magic Malta	ONE Radio	NET FM	89.7 Bay	Calypso Radio	RTK	Smash Radio	Radju Marija	Campus FM	Vibe FM	X FM	BKR Digital	Bay Easy	Community	Foreign	Highest
Mon	29,914	1,721	17,772	11,107	16,586	9,410	11,403	14,725	1,423	1,899	16,448	4,575			4,713	1,894		29,914
Tue	6,786	2,690	22,315	8,568	17,885	15,369	6,116	3,406	8,002			14,488	3,139	1,984	2,546	3,940		22,315
Wed	16,995	1,495	2,680	18,389	10,017	25,793	16,228	6,101	5,581	8,138	4,251	7,346	7,346		6,093	1,985	1,730	25,793
Thu	6,244	7,271	3,106	22,611	5,705	15,418	14,331	7,508	16,119	9,142	1,493	10,530		1,675	4,781	3,652		22,611
Fri	9,131	8,823	3,747	23,291	9,204	19,905	9,544	6,391	3,843	6,030	5,395	10,319	3,843		3,395	5,171	4,993	23,291
Sat	6,407		7,794	20,005	5,997	19,769	11,823	3,049	6,590	1,482	6,296	10,021			5,168			20,005
Sun	6,776		9,603	15,112	9,432	8,179	4,463	7,418	4,046	2,800	4,207	8,149				1,496	3,712	15,112
Highest	29,914	8,823	9,603	23,291	11,107	25,793	16,228	11,403	16,119	9,142	6,296	16,448	7,346	1,984	6,093	5,171	4,993	---

Daily Average Hours of Radio Consumption

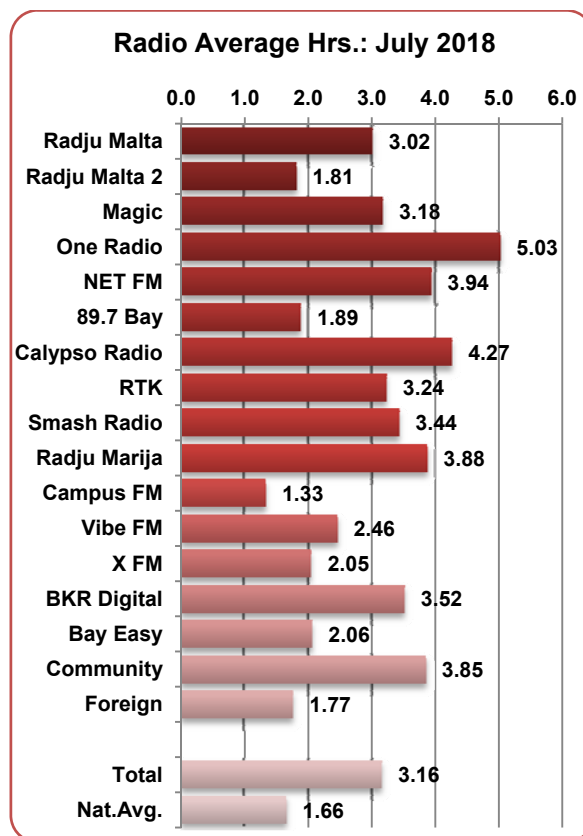
This average gives the amount of time that radio listeners spent following each radio station. This is derived from the total number of hours that radio consumers listened to, divided by the total number of listeners of each broadcasting station.

This average is susceptible to outliers especially where broadcasting stations have registered a small amount of listeners who logged on to that particular station for long time-spans. However, considering also the demographical nature of radio listeners for each particular station, the average amount of time spent by listeners of each station gives an indication of radio listening patterns amongst the population.

89.7 Bay attracted the highest amount of listeners [25.09%]; a quarter of all female radio listeners [27.27%] and 23.10% of male listeners. However the listeners of 89.7 Bay were mostly below 50 years old. In fact 89.7 Bay attracted more than three-quarters [79.33%] of all the 12-20 year olds; just below half [44.91%] of all 21-30 year olds, and just less than a third [31.79%] of all 31-50 year olds. Their total average hours of radio listening worked out at 1.89hrs per listener.

On the other hand, ONE Radio attracted the second highest amount of listeners [15.48%] who, on average, have spent 5.03hrs listening to this station. And this station attracted 18.28% of all males; 12.59% of all females; just more than a quarter of all 51-70 year olds [26.20%]; and nearly a third of all 70+ listeners [29.37%].

The radio listeners who have spent most time listening to their favourite radio station were those of ONE Radio who overall have spend an average of 5.03hrs each. These were followed by those of Calypso Radio with 4.27hrs each; and NET FM with 3.94hrs per listener.



Audiences by Gender, by Age Group, and by district

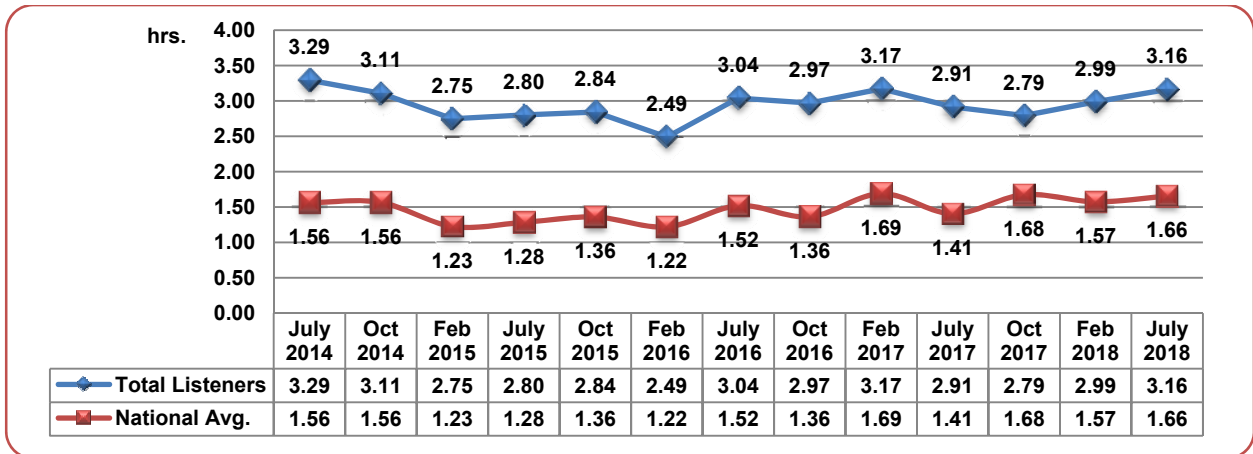
	Total N [Rounded Up]	Avg. Hrs	Gender %		Age Group %					District %					
			Males	Females	12-20	21-30	31-50	51-70	71+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
Radju Malta	19,000	3.02	7.06	9.96			1.57	14.37	20.61	12.57	7.88	7.56	8.17	6.55	7.14
Radju Malta 2	4,000	1.81	0.47	2.35	2.07	2.09	1.76		1.68	0.44	2.64		2.60		2.58
Magic Malta	6,000	3.18	3.12	2.12	1.28	3.66	5.31	1.48		3.32	3.83	0.62	2.46	1.35	2.95
ONE Radio	35,000	5.03	18.28	12.59	7.45	6.28	26.20	29.37		20.93	15.13	19.04	12.03	10.86	10.71
Radio 101	16,000	3.94	5.17	8.73		1.65	4.87	11.65	10.84	5.05	5.50	7.08	9.91	9.61	5.17
89.7 Bay	57,000	1.89	23.10	27.27	79.33	44.91	31.79	5.55		21.68	26.31	32.04	24.66	23.90	14.26
Calypso Radio	19,000	4.27	9.25	7.30		3.66	7.95	15.20	7.75	9.84	7.67	9.14	9.63	5.48	9.32
RTK	13,000	3.24	4.83	6.70			3.87	9.10	10.38	4.03	7.15	7.97	4.44	4.31	5.17
Smash Radio	11,000	3.44	5.31	4.11	3.89	2.94	10.07	1.59	0.91		2.99	5.54	8.64	9.80	2.58
Radju Marija	11,000	3.88	2.63	6.49	1.90			8.18	10.82	4.85	4.25	4.22	3.73	4.26	10.33
Campus FM	4,000	1.33	3.01	0.19			3.03	1.37	1.16	1.47	1.26	2.62		3.37	
Vibe FM	21,000	2.46	11.86	6.47	7.08	29.89	15.72	1.60		14.13	10.06		8.40	10.05	12.69
X FM	4,000	2.05	1.69	1.14			3.51	0.94			1.56		0.85	4.90	
BKR Digital	1,000	3.52	0.27	0.19				0.59	0.42	0.74	0.30				
Bay Easy	2,000	2.06	0.65	1.09	2.91		1.57				0.65			4.06	
Community	4,000	3.85	0.27	2.81	1.54		1.12	0.44	3.84	0.95	1.67		0.72		17.10
Foreign	4,000	1.77	3.03	0.49			3.75	1.56	1.73	2.24		1.15	4.17	3.75	1.52
			100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

The average amount of hours over all radio listeners results at 3.16hrs per listener and over the whole population aged 12 years and over, this amounts to 1.66hrs.

Compared to previous assessments, the amount of hours spent listening to radio has increased by 12 minutes over the previous assessment of February this year [from 2.99hrs to 3.19hrs] but

has increased by 15 minutes over that of the same period last year [Jul 2017; 2.91hrs].

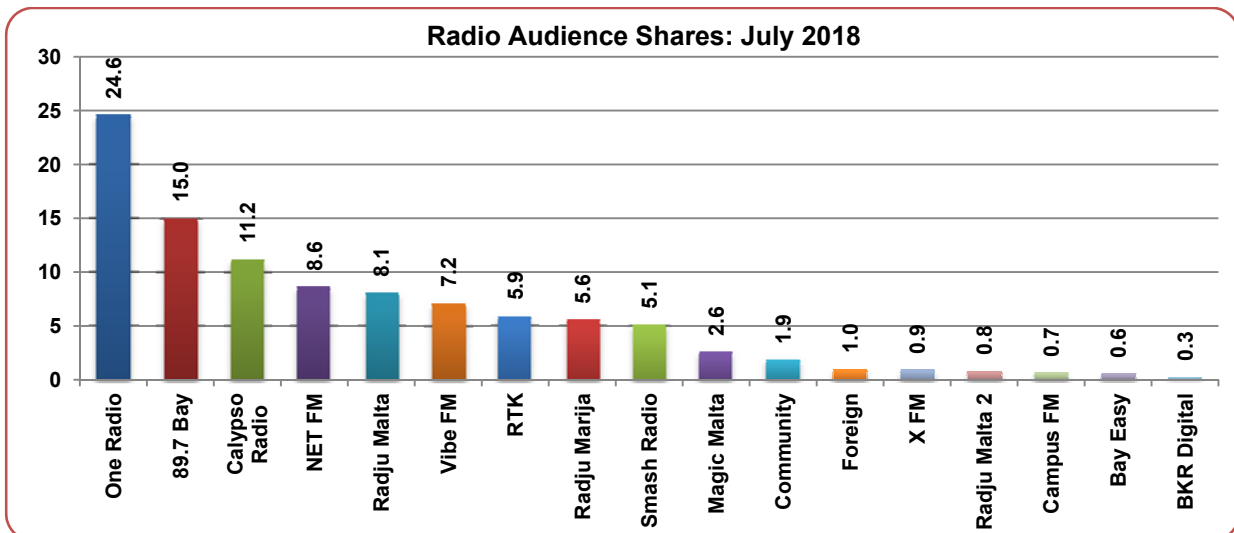
On a national average, the number of hours spent listening to radio stations [1.66hrs] has increased by 5'24" over that of the previous assessment period [Feb 2018; 1.57hrs] and has increased by 15min over the same period last year [Jul 2017; 1.41hrs].



Radio Stations Audience Share

Taking all the audiences (i.e. the number of listeners and the amount of time spent) for all the weekdays, the daily average radio audience share attained by each broadcasting station is shown in the figure below.

Overall, ONE Radio ranked first with 24.6% of all audiences, followed by 89.7 Bay [15.0%]; Calypso Radio [11.2%]; NET FM [8.6%]; Radju Malta [8.1%]; Vibe FM [7.2%]; RTK [5.9%]; Radju Marija [5.6%]; Smash Radio [5.1%]; Magic Malta [2.6%]; Community Stations [1.9%]; while the rest had less than 1% of the audiences.



How often do you listen to Radio?

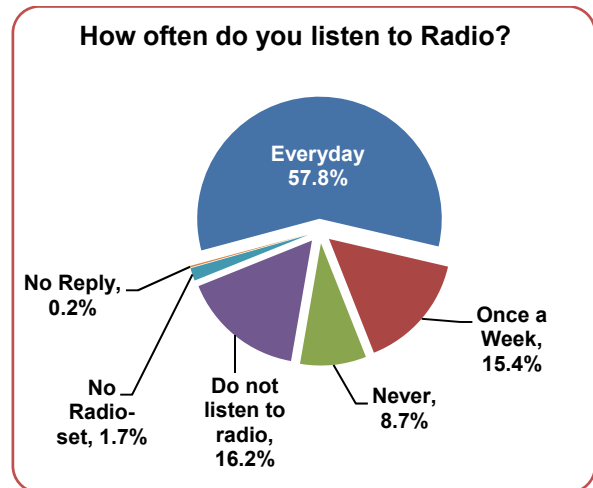
Respondents were asked how many times they listened to radio during a typical week. 73.2% of the population are regular radio listeners - 57.8% listen to radio every day while another 15.4% do so at least once a week. Only 8.7% of respondents stated that they never listen to radio while 16.2% stated that they are not regular radio listeners.

There were little gender differences. Females tend to listen more regularly to radio [74.0%] than males [72.4%].

Radio listening increases with age from nearly two-thirds of all 12-20 year olds [64.2%] to more than three-quarters of those over 50 years old [73.4% for 51-70 year olds and 77.6% for 70+ year olds].

The lowest percentage of radio listenership was amongst those registered in Gozo & Comino

[57.9%]; while those living in the Western district registered the highest amount [79.2%] of regularly listening to radio programmes.



How Often Do You Listen To Radio?														
	Total [%]	Gender		Age Groups					Districts					
		Males	Females	12-20	21-30	31-50	51-70	71+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
Every day	57.8%	58.0%	57.6%	43.5%	50.2%	63.7%	57.3%	63.8%	56.4%	60.5%	57.2%	62.1%	58.5%	40.3%
Once a Week	15.4%	14.4%	16.4%	19.0%	18.3%	13.2%	16.1%	13.8%	19.8%	13.0%	14.5%	17.1%	14.0%	17.7%
Regular Listeners	73.2%	72.4%	74.0%	62.4%	68.6%	76.9%	73.4%	77.6%	76.2%	73.5%	71.7%	79.2%	72.4%	57.9%
Never	8.7%	8.7%	8.8%	17.3%	9.2%	6.0%	7.5%	8.0%	7.3%	8.8%	10.8%	3.0%	11.6%	11.9%
Do not listen to radio	16.2%	17.9%	14.5%	18.8%	20.8%	14.9%	18.2%	11.2%	15.1%	16.1%	16.2%	16.2%	14.2%	23.9%
No Radio-set	1.7%	1.1%	2.3%	1.5%		2.2%	0.9%	2.9%	1.3%	1.1%	1.4%	1.6%	1.8%	6.3%
No Reply	0.2%		0.4%		1.5%			0.2%	0.2%	0.5%				
Not Regular Listeners	26.8%	27.6%	26.0%	37.6%	31.4%	23.1%	26.6%	22.4%	23.8%	26.5%	28.3%	20.8%	27.6%	42.1%
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	Total [N]	Gender		Age Groups					Districts					
Every day	245,627	124,384	121,244	26,959	24,383	89,029	55,025	50,231	41,338	82,515	35,553	33,765	40,570	11,886
Once a Week	65,419	30,863	34,556	11,759	8,904	18,435	15,435	10,886	14,523	17,678	9,033	9,272	9,693	5,221
Regular Listeners	311,046	155,247	155,799	38,718	33,288	107,464	70,459	61,117	55,861	100,193	44,586	43,037	50,263	17,107
Never	37,111	18,588	18,523	10,746	4,466	8,415	7,212	6,271	5,319	11,948	6,699	1,606	8,035	3,504
Do not listen to radio	68,819	38,308	30,511	11,633	10,086	20,805	17,445	8,850	11,041	21,981	10,057	8,828	9,867	7,045
No Radio-set	7,205	2,389	4,816	939		3,064	900	2,302	936	1,462	846	867	1,223	1,871
No Reply	902		902		720			182	182	720				
Not Regular Listeners	114,036	59,284	54,752	23,318	15,272	32,284	25,557	17,605	17,477	36,111	17,601	11,301	19,126	12,419
	425,082	214,531	210,551	62,036	48,560	139,748	96,016	78,722	73,338	136,304	62,187	54,338	69,389	29,526

Do you have a DAB+ Radio?

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

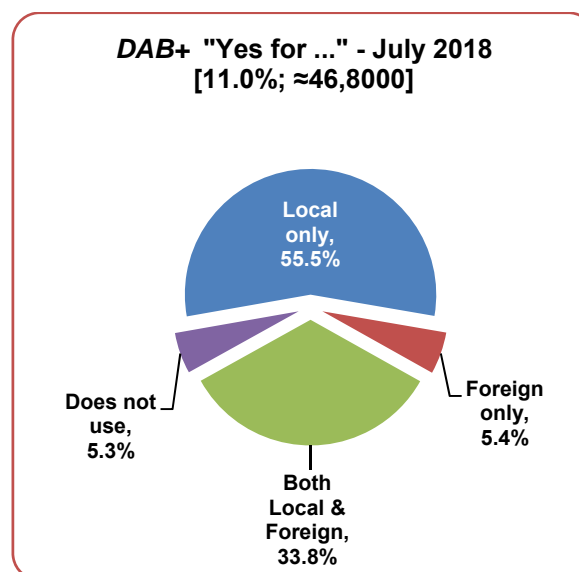
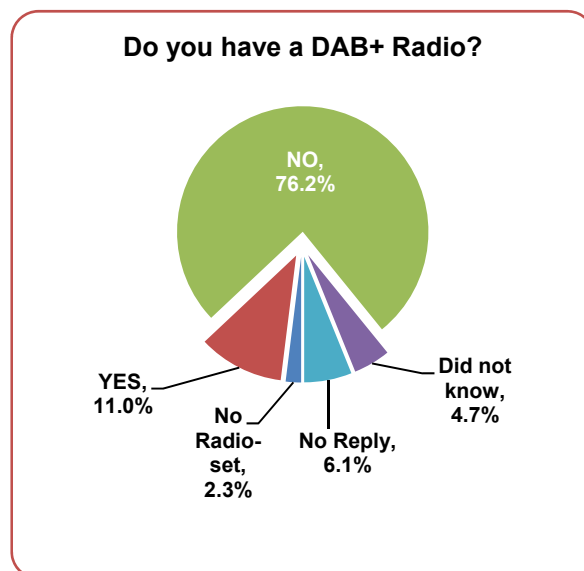
4.7% of the respondents did not know what kind of radio-set they use to listen to radio stations. As much as 76.2% of the population replied that they do not have a *DAB+* radio-set; while only 11.0% stated that they have a *DAB+* radio-set. A further 2.3% stated that they do not have a radio-set.

Of all those who stated that they had a *DAB+* radio-set the highest amount was amongst the 31-50 year olds [≈19,100; 13.7% of all 31-50 year olds] followed by those in the 21-30 age group [≈9,000; 18.5% of all 21-30 year olds].

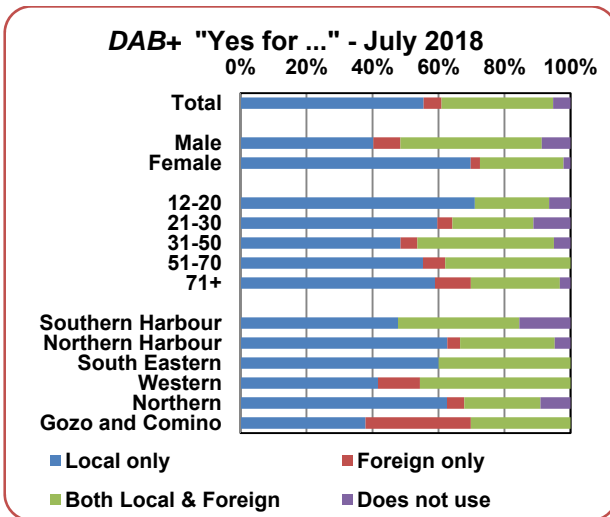
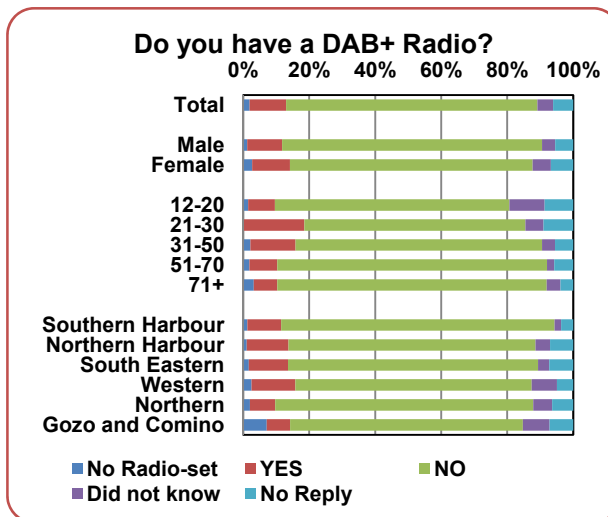
On the other hand, of all those who did not know whether they had or not a *DAB+* radio-set, the highest amount was amongst 12-20 year olds [≈6,600; 10.7% of all 12-20 year olds] followed by 31-50 year olds [≈5,500; 3.9% of all 31-50 year olds].

Those who stated that they had a *DAB+* radio-set [≈46,800; 11.0% of the population) were then asked what type of content they listen to. As much as 55.5% [≈26,000] of these stated that they listen to “local stations only” while 5.4% [≈2,500] stated that they listen to “only foreign radio stations”. Another 33.8% [≈15,800] stated that they listen to both local and foreign stations while another 5.3% [≈2,500] stated that although they have a *DAB+* radio-set they do not use this set.

Compared to the previous assessment of February 2018, there was a slight increase [≈1,000] in the number of respondents who said that they had a *DAB+* radio-set. The largest increase was within that group who stated that they use their *DAB+* radio-set to listen to “both local and foreign” broadcasts [≈5,800] while the largest decrease was amongst those who stated that they listen to “only local stations” [≈(6,500)].



	Feb 2018		Jul-18		±
	Total	N %	Total	N %	
Local only	32553	71.0%	25,991	55.5%	(6,563)
Foreign only	1140	2.5%	2,536	5.4%	1,396
Both Local & Foreign	9992	21.8%	15,833	33.8%	5,841
Does not use	2154	4.7%	2,477	5.3%	323
Total	45840	100.0%	46,837	100.0%	996



Do you have a DAB+ Radio? – By Gender, By Age-groups, and By districts														
	Total	Gender		Age Groups					Districts					
		Males	Females	12-20	21-30	31-50	51-70	71+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
No Radio-set	8,362 2.0% 100.0%	2,660 1.2% 31.8%	5,702 2.7% 68.2%	939 1.5% 11.2%		3,064 2.2% 36.6%	1,816 1.9% 21.7%	2,544 3.2% 30.4%	936 1.3% 11.2%	1,462 1.1% 17.5%	1,050 1.7% 12.6%	1,367 2.5% 16.3%	1,436 2.1% 17.2%	2,112 7.2% 25.3%
Yes	46,837 11.0% 100.0%	22,658 10.6% 48.4%	24,179 11.5% 51.6%	5,012 8.1% 10.7%	9,006 18.5% 19.2%	19,110 13.7% 40.8%	8,097 8.4% 17.3%	5,612 7.1% 12.0%	7,506 10.2% 16.0%	17,289 12.7% 36.9%	7,410 11.9% 15.8%	7,243 13.3% 15.5%	5,297 7.6% 11.3%	2,092 7.1% 4.5%
No	323,748 76.2% 100.0%	168,952 78.8% 52.2%	154,796 73.5% 47.8%	44,079 71.1% 13.6%	32,529 67.0% 10.0%	104,402 74.7% 32.2%	78,502 81.8% 24.2%	64,236 81.6% 19.8%	60,764 82.9% 18.8%	101,947 74.8% 31.5%	47,107 75.8% 14.6%	38,874 71.5% 12.0%	54,241 78.2% 16.8%	20,815 70.5% 6.4%
Did not Know	20,134 4.7% 100.0%	8,504 4.0% 42.2%	11,630 5.5% 57.8%	6,639 10.7% 33.0%	2,658 5.5% 13.2%	5,490 3.9% 27.3%	2,059 2.1% 10.2%	3,287 4.2% 16.3%	1,442 2.0% 7.2%	6,021 4.4% 29.9%	2,099 3.4% 10.4%	4,186 7.7% 20.8%	3,992 5.8% 19.8%	2,395 8.1% 11.9%
No Reply	26,001 6.1% 100.0%	11,757 5.5% 45.2%	14,244 6.8% 54.8%	5,367 8.7% 20.6%	4,367 9.0% 16.8%	7,682 5.5% 29.5%	5,542 5.8% 21.3%	3,043 3.9% 11.7%	2,691 3.7% 10.4%	9,585 7.0% 36.9%	4,521 7.3% 17.4%	2,669 4.9% 10.3%	4,423 6.4% 17.0%	2,112 7.2% 8.1%
Total	425,082 100.0% 100.0%	214,531 100.0% 50.5%	210,551 100.0% 49.5%	62,036 100.0% 14.6%	48,560 100.0% 11.4%	139,748 100.0% 32.9%	96,016 100.0% 22.6%	78,722 100.0% 18.5%	73,338 100.0% 17.3%	136,304 100.0% 32.1%	62,187 100.0% 14.6%	54,338 100.0% 12.8%	69,389 100.0% 16.3%	29,526 100.0% 6.9%

[Count; Col %; Row %]

DAB+ Radio "YES for ..." – By Gender, By Age-groups, and By districts														
	Total	Gender		Age Groups					Districts					
		Males	Females	12-20	21-30	31-50	51-70	71+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
Local Only	25,991 55.5% 100.0%	9,120 40.3% 35.1%	16,871 69.8% 64.9%	3,558 71.0% 13.7%	5,373 59.7% 20.7%	9,273 48.5% 35.7%	4,480 55.3% 17.2%	3,306 58.9% 12.7%	3,582 47.7% 13.8%	10,835 62.7% 41.7%	4,449 60.0% 17.1%	3,017 41.7% 11.6%	3,315 62.6% 12.8%	793 37.9% 3.1%
Foreign Only	2,536 5.4% 100.0%	1,864 8.2% 73.5%	672 2.8% 26.5%		411 4.6% 16.2%	971 5.1% 38.3%	544 6.7% 21.5%	610 10.9% 24.0%		672 3.9% 26.5%		921 12.7% 36.3%	276 5.2% 10.9%	667 31.9% 26.3%
Both Local and Foreign	15,833 33.8% 100.0%	9,704 42.8% 61.3%	6,129 25.3% 38.7%	1,128 22.5% 7.1%	2,211 24.6% 14.0%	7,906 41.4% 49.9%	3,073 38.0% 19.4%	1,514 27.0% 9.6%	2,760 36.8% 17.4%	4,951 28.6% 31.3%	2,961 40.0% 18.7%	3,305 45.6% 20.9%	1,223 23.1% 7.7%	632 30.2% 4.0%
Does not use	2,477 5.3% 100.0%	1,969 8.7% 79.5%	508 2.1% 20.5%	326 6.5% 13.2%	1,010 11.2% 40.8%	960 5.0% 38.7%		182 3.2% 7.3%	1,164 15.5% 47.0%	831 4.8% 33.5%			483 9.1% 19.5%	
Total	46,837 100.0% 100.0%	22,658 100.0% 48.4%	24,179 100.0% 51.6%	5,012 10.7% 10.7%	9,006 18.5% 19.2%	19,110 13.7% 40.8%	8,097 8.4% 17.3%	5,612 7.1% 12.0%	7,506 10.2% 16.0%	17,289 12.7% 36.9%	7,410 11.9% 15.8%	7,243 13.3% 15.5%	5,297 7.6% 11.3%	2,092 7.1% 4.5%

[Count; Col %; Row %]

TV Audiences by Half-Hour Slots – Monday to Sunday

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

TV AUDIENCES – MONDAY

	TVM	ONE	NET TV	Smash	TVM2	f Living	Xejk	iTV	GO Sports	GO Stars	Foreign Station	NONE	TOTAL
MNight												425,082	425,082
0:30												425,082	425,082
1:00												425,082	425,082
1:30												425,082	425,082
2:00												425,082	425,082
2:30												425,082	425,082
3:00												425,082	425,082
3:30												425,082	425,082
4:00			1,135									423,947	425,082
4:30			1,135									423,947	425,082
5:00			1,135									423,947	425,082
5:30			1,135									423,947	425,082
6:00			1,135									423,947	425,082
6:30			1,135								1,326	422,621	425,082
7:00			2,411								1,326	421,345	425,082
7:30			2,411								1,326	421,345	425,082
8:00			2,411								3,360	419,311	425,082
8:30			2,411								3,360	419,311	425,082
9:00	2,434		2,411				1,722				3,360	415,155	425,082
9:30	2,434	2,879	2,411				1,722				3,360	412,276	425,082
10:00		2,879	2,411				1,722				1,326	416,743	425,082
10:30		2,879	1,135								1,326	419,742	425,082
11:00			1,135								1,326	422,621	425,082
11:30			1,135								1,326	422,621	425,082
Noon	1,276	3,326	1,135								1,326	418,019	425,082
12:30	1,276	3,326	1,135								1,326	418,019	425,082
1:00		4,206	1,135								3,893	415,849	425,082
1:30		4,206	2,557								5,205	413,114	425,082
2:00		4,206	5,562			1,276					9,591	404,447	425,082
2:30		5,482	5,562			1,276					9,591	403,171	425,082
3:00		3,737	4,250			2,589					7,357	407,150	425,082
3:30		3,737	4,250		1,899	2,589					10,532	402,075	425,082
4:00	14,107	1,326	2,557		5,106					1,135	10,160	390,691	425,082
4:30	14,107	1,326	3,692		3,206					1,135	10,160	391,456	425,082
5:00	16,006	1,326	3,692		3,206					1,135	15,342	384,375	425,082
5:30	13,143	2,603	2,557		3,206					1,135	16,464	385,974	425,082
6:00	9,645	1,894	4,250							1,135	19,460	388,699	425,082
6:30	8,368	9,915	4,250								21,626	380,923	425,082
7:00	12,077	9,915	4,250							1,135	23,206	374,500	425,082
7:30	9,301	51,285	14,105							1,135	14,990	334,266	425,082
8:00	105,861	10,212	2,557		3,206						26,214	277,031	425,082
8:30	40,656	14,671	9,959		3,206					1,692	51,395	303,502	425,082
9:00	37,508	11,494	8,537	2,447	3,206					1,692	69,456	290,741	425,082
9:30	37,710	9,494	2,411	2,447	3,206					1,692	85,144	282,977	425,082
10:00	24,690	7,494	1,135								74,315	317,449	425,082
10:30	20,486	5,445	1,135								64,968	333,048	425,082
11:00											28,871	396,211	425,082
11:30											26,977	398,105	425,082
Total Avg.	7,731	3,735	2,453	102	614	161	108			271	13,131	396,777	425082
maximum	105,861	51,285	14,105	2,447	5,106	2,589	1,722			1,692	85,144	425,082	
std.dev.	17,916	7,934	2,738	494	1,333	573	421			547	21,241	41,320	

TV AUDIENCES – TUESDAY

	TVM	ONE	NET TV	Smash	TVM2	f Living	Xejk	iTV	GO Sports	GO Stars	Foreign Station	NONE	TOTAL
MNight												425,082	425,082
0:30												425,082	425,082
1:00												425,082	425,082
1:30												425,082	425,082
2:00												425,082	425,082
2:30												425,082	425,082
3:00												425,082	425,082
3:30												425,082	425,082
4:00												425,082	425,082
4:30												425,082	425,082
5:00												425,082	425,082
5:30												425,082	425,082
6:00	2,571											422,511	425,082
6:30	1,386	1,185										422,511	425,082
7:00	1,386											423,696	425,082
7:30	1,386		1,979									421,717	425,082
8:00	3,365		1,371									420,346	425,082
8:30	2,757											422,325	425,082
9:00	1,386						4,695				4,061	414,940	425,082
9:30	1,386						4,695				4,061	414,940	425,082
10:00	1,386	1,185					4,695				1,371	416,445	425,082
10:30		1,185					4,695				1,371	417,830	425,082
11:00											1,371	423,711	425,082
11:30											1,371	423,711	425,082
Noon	1,185										3,773	420,123	425,082
12:30		1,185									3,773	420,123	425,082
1:00						1,371	1,185				8,725	413,800	425,082
1:30						1,371	1,185				7,931	414,594	425,082
2:00			3,164		1,185	4,043					11,354	405,335	425,082
2:30			3,164		1,185	4,043					13,333	403,356	425,082
3:00		1,371	3,742		1,185	2,858					4,043	411,882	425,082
3:30		2,743	3,742		1,185	2,858					2,858	411,696	425,082
4:00	3,994	2,743	1,185		11,037						8,144	397,979	425,082
4:30	2,608	1,371	1,185		11,037						6,657	402,223	425,082
5:00	2,608		1,185		11,037			1,979		11,482	396,791	425,082	
5:30	1,386		1,185		11,037			1,979		10,110	399,385	425,082	
6:00	1,371		3,957					1,979		3,980	413,795	425,082	
6:30		9,568	3,957					1,979		3,980	405,598	425,082	
7:00	2,546	9,568	3,957		1,979			1,979		8,675	396,378	425,082	
7:30	2,546	49,049	18,307		1,979					8,675	344,525	425,082	
8:00	73,053	8,661	2,571		61,618					6,318	31,669	241,191	425,082
8:30	21,407	3,732	1,386		61,190	1,334	1,799			6,318	39,412	288,504	425,082
9:00	25,588	8,111	4,076		59,819	1,334	1,799			6,318	59,703	258,333	425,082
9:30	21,857	8,111	4,076		59,819		1,799			6,318	60,479	262,623	425,082
10:00	9,593	1,371	4,076		37,475	1,371				6,318	57,868	307,010	425,082
10:30	1,185		4,076		33,198					6,304	47,941	332,379	425,082
11:00										1,371	10,901	412,810	425,082
11:30										1,371	8,158	415,553	425,082
Total Avg.	3,915	2,315	1,507		7,624	429	553		206	847	9,317	398,368	425082
maximum	73,053	49,049	18,307		61,618	4,043	4,695		1,979	6,318	60,479	425,082	
std.dev.	11,642	7,407	2,945		17,814	1,025	1,353		611	2,107	16,315	47,852	

TV AUDIENCES – WEDNESDAY

	TVM	ONE	NET TV	Smash	TVM2	f Living	Xejk	iTV	GO Sports	GO Stars	Foreign Station	NONE	TOTAL
MNight												425,082	425,082
0:30												425,082	425,082
1:00												425,082	425,082
1:30												425,082	425,082
2:00												425,082	425,082
2:30												425,082	425,082
3:00												425,082	425,082
3:30												425,082	425,082
4:00												425,082	425,082
4:30												425,082	425,082
5:00												425,082	425,082
5:30												425,082	425,082
6:00												425,082	425,082
6:30												425,082	425,082
7:00											1,748	423,334	425,082
7:30											1,748	423,334	425,082
8:00	1,730										1,748	421,604	425,082
8:30	1,730										1,748	421,604	425,082
9:00	1,730	1,730					2,744				1,748	417,131	425,082
9:30	1,730	1,730					2,744				1,748	417,131	425,082
10:00	1,730	1,730					2,744				2,496	416,382	425,082
10:30	1,730	1,730					2,744				2,496	416,382	425,082
11:00	1,730	1,730									8,612	413,010	425,082
11:30	1,730										8,612	414,740	425,082
Noon	5,147										7,550	412,385	425,082
12:30	1,730	2,503									7,550	413,299	425,082
1:00	1,730	2,503									7,550	413,299	425,082
1:30	1,730	2,503									9,232	411,617	425,082
2:00	3,605	2,503	4,337								17,007	397,630	425,082
2:30	3,605	2,503	4,337								11,953	402,684	425,082
3:00	3,605		5,879			2,496					17,875	395,227	425,082
3:30	3,605	1,542	4,337			2,496					17,875	395,227	425,082
4:00	3,605	1,730				2,496					7,941	409,310	425,082
4:30	1,730	1,730	1,730			2,496					10,172	407,225	425,082
5:00	3,225	1,730	1,730			2,496					15,753	400,149	425,082
5:30	3,225	1,730				2,496	1,730				15,753	400,149	425,082
6:00	7,263	4,973					1,730				27,353	383,763	425,082
6:30	1,730	9,205	1,542		1,542		1,730				26,892	382,441	425,082
7:00	3,225	10,206	1,542		1,542		1,730	3,795			33,381	369,661	425,082
7:30	6,597	32,702	34,670		1,542			3,795			33,381	312,396	425,082
8:00	83,450	1,730	4,474		69,652			3,795	3,225		42,025	216,732	425,082
8:30	24,179	3,605	6,660		69,652			3,795	3,225		55,262	258,705	425,082
9:00	7,333	5,334	6,660		72,155		1,730		3,225		56,013	272,632	425,082
9:30	7,333	7,082	6,660		72,155		1,730		3,225		67,815	259,082	425,082
10:00	10,940	1,748			63,629	4,216			3,225		66,281	275,044	425,082
10:30	3,372				45,955	2,230			1,495		54,438	317,591	425,082
11:00											18,848	406,234	425,082
11:30		1,730									11,378	411,974	425,082
Total Avg.	4,287	2,249	1,762		8,288	446	445		316	367	14,000	392,922	425,082
maximum	83,450	32,702	34,670		72,155	4,216	2,744		3,795	3,225	67,815	425,082	
std.dev.	12,345	5,056	5,275		22,115	1,037	906		1,060	1,008	18,940	53,028	

TV AUDIENCES – THURSDAY

	TVM	ONE	NET TV	Smash	TVM2	f Living	Xejk	iTV	GO Sports	GO Stars	Foreign Station	NONE	TOTAL
MNight												425,082	425,082
0:30												425,082	425,082
1:00												425,082	425,082
1:30												425,082	425,082
2:00												425,082	425,082
2:30												425,082	425,082
3:00												425,082	425,082
3:30												425,082	425,082
4:00												425,082	425,082
4:30												425,082	425,082
5:00												425,082	425,082
5:30												425,082	425,082
6:00												425,082	425,082
6:30												425,082	425,082
7:00											3,285	421,797	425,082
7:30											3,285	421,797	425,082
8:00	1,675											423,407	425,082
8:30	1,675											423,407	425,082
9:00												425,082	425,082
9:30											1,675	423,407	425,082
10:00											6,854	418,228	425,082
10:30				1,675							5,180	418,228	425,082
11:00				1,675							5,180	418,228	425,082
11:30				1,675							5,180	418,228	425,082
Noon	5,834	1,692		1,675							4,223	411,658	425,082
12:30		5,851		1,675							4,410	413,146	425,082
1:00		3,321		1,675							10,143	409,943	425,082
1:30		3,321									18,452	403,309	425,082
2:00	4,199	3,321				1,922					11,022	404,618	425,082
2:30	4,199	1,692									8,408	410,783	425,082
3:00		1,692									10,024	413,365	425,082
3:30		1,692									12,184	411,206	425,082
4:00		4,244	1,448								11,957	407,434	425,082
4:30		4,244	1,448								16,242	403,148	425,082
5:00		6,667									20,084	398,331	425,082
5:30		8,342					3,551				15,328	397,862	425,082
6:00	12,099	6,661					3,551				22,790	379,982	425,082
6:30	4,098	13,129	2,423				1,922				19,346	384,164	425,082
7:00	4,098	14,909	6,655				1,922				18,910	378,588	425,082
7:30	1,675	58,104	17,052				1,922				17,846	328,483	425,082
8:00	114,570	8,025					1,922			3,106	41,838	255,621	425,082
8:30	23,093	10,448	2,197				1,922			3,106	61,479	322,836	425,082
9:00	7,690	6,333	2,197				1,922			6,371	99,629	300,940	425,082
9:30	3,864	10,848	4,119							3,106	97,697	305,448	425,082
10:00	9,268	9,355	2,197								65,680	338,583	425,082
10:30	9,268	2,423	2,197								50,578	360,615	425,082
11:00	5,404										22,862	396,816	425,082
11:30	5,404										11,676	408,003	425,082
Total Avg.	4,544	3,882	874	209		40	388			327	14,655	400,163	425082
maximum	114,570	58,104	17,052	1,675		1,922	3,551			6,371	99,629	425,082	
std.dev.	16,778	8,927	2,708	560		277	924			1,171	23,480	38,994	

TV AUDIENCES – FRIDAY

	TVM	ONE	NET TV	Smash	TVM2	f Living	Xejk	iTV	GO Sports	GO Stars	Foreign Station	NONE	TOTAL
MNight												425,082	425,082
0:30												425,082	425,082
1:00												425,082	425,082
1:30												425,082	425,082
2:00												425,082	425,082
2:30												425,082	425,082
3:00												425,082	425,082
3:30												425,082	425,082
4:00												425,082	425,082
4:30												425,082	425,082
5:00												425,082	425,082
5:30												425,082	425,082
6:00												425,082	425,082
6:30												425,082	425,082
7:00	5,395										1,677	418,010	425,082
7:30	5,395										1,677	418,010	425,082
8:00	3,550	1,338									5,558	414,636	425,082
8:30	3,550	1,338									5,558	414,636	425,082
9:00		1,338									1,677	422,067	425,082
9:30		1,338									3,911	419,833	425,082
10:00											3,911	421,171	425,082
10:30											3,911	421,171	425,082
11:00											3,225	421,857	425,082
11:30											6,620	418,462	425,082
Noon		1,548									4,943	418,592	425,082
12:30		1,548									6,490	417,044	425,082
1:00		1,548	3,395			1,776					6,152	412,211	425,082
1:30		1,548	4,733			1,776					6,152	410,873	425,082
2:00		1,548	6,280			3,454					8,653	405,147	425,082
2:30	2,870	1,548	4,943			3,454					8,616	403,652	425,082
3:00		1,548	1,548			5,001					11,486	405,499	425,082
3:30		4,643	1,548			5,001					13,034	400,857	425,082
4:00	14,160	1,548			6,541	1,776					20,682	380,375	425,082
4:30	14,160	1,548			6,541						17,811	385,022	425,082
5:00	16,576	1,548			6,541				1,564	16,564	16,564	382,290	425,082
5:30	16,576	1,548			6,541				1,564	16,564	16,564	382,290	425,082
6:00	8,395	3,225	4,633				1,505				13,689	393,636	425,082
6:30	10,725	9,137	3,128				3,069				12,011	387,012	425,082
7:00	10,367	9,137	3,128				2,944				16,741	382,766	425,082
7:30	7,331	32,035	17,332				2,944				15,194	350,247	425,082
8:00	72,477	3,945	5,140		17,957				6,046	25,319	294,197	294,197	425,082
8:30	15,274	5,941	5,140		20,354				11,470	28,364	338,539	338,539	425,082
9:00	7,619	7,970	3,111		20,354				13,703	34,752	337,573	337,573	425,082
9:30	7,619	4,427	1,564		20,354				13,703	34,752	342,663	342,663	425,082
10:00	6,055		1,564		2,398	2,233			9,434	31,780	371,618	371,618	425,082
10:30	3,781		1,564		2,398	2,233			7,657	26,787	380,662	380,662	425,082
11:00	7,624		1,564							11,906	403,988	403,988	425,082
11:30	7,624									6,278	411,180	411,180	425,082
Total Avg.	5,148	2,142	1,465		2,291	556	218		1,357	9,009	402,894	402,894	425,082
maximum	72,477	32,035	17,332		20,354	5,001	3,069		13,703	34,752	425,082	425,082	425,082
std.dev.	11,191	4,994	2,965		5,642	1,292	754		3,596	10,078	29,444	29,444	29,444

TV AUDIENCES – SATURDAY

	TVM	ONE	NET TV	Smash	TVM2	f Living	Xejk	iTV	GO Sports	GO Stars	Foreign Station	NONE	TOTAL
MNight												425,082	425,082
0:30												425,082	425,082
1:00												425,082	425,082
1:30												425,082	425,082
2:00												425,082	425,082
2:30												425,082	425,082
3:00												425,082	425,082
3:30												425,082	425,082
4:00												425,082	425,082
4:30												425,082	425,082
5:00												425,082	425,082
5:30												425,082	425,082
6:00												425,082	425,082
6:30											1,482	423,600	425,082
7:00		2,314									5,561	417,207	425,082
7:30		2,314									5,561	417,207	425,082
8:00	7,825	3,595									5,561	408,100	425,082
8:30	5,511	3,595									5,561	410,414	425,082
9:00	6,994	2,314									4,079	411,696	425,082
9:30	6,994	2,314									4,079	411,696	425,082
10:00	5,348										4,079	415,655	425,082
10:30	5,348										4,079	415,655	425,082
11:00	5,348										5,360	414,373	425,082
11:30	5,348										5,360	414,373	425,082
Noon	7,118										4,079	413,885	425,082
12:30	7,118										4,079	413,885	425,082
1:00	5,511										15,699	403,872	425,082
1:30	5,511										9,403	410,168	425,082
2:00	6,793	1,281									14,528	402,479	425,082
2:30	5,511	1,281									14,528	403,761	425,082
3:00	2,259	1,281									14,528	407,013	425,082
3:30	4,170	1,281									12,383	407,247	425,082
4:00	23,851				38,450					2,139	23,668	336,974	425,082
4:30	25,996				38,450					2,139	23,668	334,828	425,082
5:00	27,907			6,296	36,305					4,284	26,454	323,835	425,082
5:30	27,907			6,296	24,677					4,284	26,454	335,462	425,082
6:00	8,574	6,296	1,482		2,297		4,748				12,708	388,976	425,082
6:30	8,574	6,296	1,482				2,603				16,297	389,829	425,082
7:00	6,663			5,164			2,603				19,545	391,107	425,082
7:30	6,429	19,608	12,841				1,281				17,438	367,485	425,082
8:00	44,647			3,682	12,447					16,140	19,491	328,674	425,082
8:30	14,163			3,682	12,447		4,623			18,920	28,518	342,729	425,082
9:00	5,079			3,682	12,447		4,623			18,920	37,621	342,710	425,082
9:30	5,079			3,682	12,447		4,623			18,920	39,880	340,451	425,082
10:00	3,757			3,682	12,447					15,668	25,966	363,562	425,082
10:30	2,259				9,195	1,498				15,668	19,976	376,486	425,082
11:00	2,259					1,498					7,820	413,505	425,082
11:30	2,259					1,498					5,561	415,764	425,082
Total Avg.	6,419	1,120	820	262	4,409	94	523			2,439	10,230	398,765	425082
maximum	44,647	19,608	12,841	6,296	38,450	1,498	4,748			18,920	39,880	425,082	
std.dev.	9,106	3,119	2,219	1,271	10,122	366	1,374			5,808	10,697	32,052	

TV AUDIENCES – SUNDAY

	TVM	ONE	NET TV	Smash	TVM2	f Living	Xeik	iTV	GO Sports	GO Stars	Foreign Station	NONE	TOTAL
MNight												425,082	425,082
0:30												425,082	425,082
1:00												425,082	425,082
1:30												425,082	425,082
2:00												425,082	425,082
2:30												425,082	425,082
3:00												425,082	425,082
3:30												425,082	425,082
4:00												425,082	425,082
4:30												425,082	425,082
5:00												425,082	425,082
5:30												425,082	425,082
6:00												425,082	425,082
6:30												425,082	425,082
7:00											1,304	423,778	425,082
7:30											1,304	423,778	425,082
8:00		1,162									3,185	420,734	425,082
8:30		1,162									6,370	417,549	425,082
9:00	1,496	1,162									11,104	411,319	425,082
9:30	1,496	5,228									6,038	412,319	425,082
10:00		5,228	1,127				1,496				6,038	411,192	425,082
10:30		5,228	1,127				1,496				6,038	411,192	425,082
11:00		3,049	2,623								6,038	413,372	425,082
11:30		1,162	1,127								6,038	416,755	425,082
Noon		1,162	5,892								6,252	411,775	425,082
12:30		3,044	4,396								9,243	408,399	425,082
1:00	1,304	3,044	4,396					1,317			7,309	407,712	425,082
1:30	1,304	3,044	4,396					1,317			7,309	407,712	425,082
2:00	1,304	3,044	1,127					1,317			11,542	406,748	425,082
2:30	1,304	3,044	1,127					1,317			8,551	409,739	425,082
3:00	1,304	3,044	1,127					1,317			10,433	407,857	425,082
3:30		3,044	1,127					1,317			10,433	409,161	425,082
4:00	14,486	3,044	1,127		12,350						26,201	367,875	425,082
4:30	21,250	3,044	6,664		14,899						27,504	351,721	425,082
5:00	23,236	3,044	1,127		27,429				4,929		33,401	331,916	425,082
5:30	23,236	3,044	1,127		25,548				4,929		33,401	333,797	425,082
6:00	24,788	3,044	1,317		20,115	3,748			4,929		30,457	336,684	425,082
6:30	18,105	4,206	4,502		20,115	3,748			4,929		28,576	340,900	425,082
7:00	7,497	4,206	7,186		5,704	6,548			5,306		15,708	372,926	425,082
7:30	1,304	40,686	26,207		1,887	5,231			3,238		23,601	322,930	425,082
8:00	68,108	8,918	7,031		5,273	5,231			7,184		18,076	305,261	425,082
8:30	18,255	8,918	8,712		5,273	7,675			7,184		27,083	341,981	425,082
9:00	3,809	6,058	7,562		3,562	7,675			7,184		29,269	359,962	425,082
9:30	3,809	6,058	7,562		3,562	6,548			7,184		26,241	364,117	425,082
10:00	3,809	2,873	4,689		1,681	3,927			1,711		19,510	386,881	425,082
10:30	1,268	1,711	2,808			1,304					17,624	400,368	425,082
11:00			2,808								6,841	415,433	425,082
11:30											6,841	418,241	425,082
Total Avg.	5,052	3,015	2,500		3,071	1,138	165		1,223	10,310	398,609	425,082	
maximum	68,108	40,686	26,207		27,429	7,675	1,317		7,184	33,401	425,082		
std.dev.	11,802	6,027	4,362		6,928	2,287	440		2,412	10,843	34,121		

Radio Audiences by Half-Hour Slots – Monday to Sunday

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

RADIO AUDIENCES – MONDAY

	Radju Malta	Radju Malta 2	Magic Malta	One Radio	NET FM	89.7 Bay	Calypso Radio	RTK	Smash Radio	Radju Marija	Campus FM	Vibe FM	X FM	BKR Digital	Bay Easy	Community	Foreign	NONE	Total
MNight																		425,082	425,082
0:30																		425,082	425,082
1:00																		425,082	425,082
1:30																		425,082	425,082
2:00																		425,082	425,082
2:30																		425,082	425,082
3:00																		425,082	425,082
3:30																		425,082	425,082
4:00																		425,082	425,082
4:30							1,276											423,806	425,082
5:00				3,773	1,135		3,276	1,135				2,566			1,894			411,303	425,082
5:30	1,135			9,967	2,827		3,276	2,305							1,894			403,678	425,082
6:00	1,135	1,692	8,098	5,961	2,575	6,447	2,269								1,894			395,012	425,082
6:30	5,468	1,692	11,719	8,444	3,260	6,341	2,269								1,894			383,996	425,082
7:00	10,588		17,005	8,444	12,825	5,511	5,476	10,149				5,044			3,206			346,834	425,082
7:30	10,006		15,870	10,101	15,011	5,511	3,582	10,149				7,924			4,713			342,216	425,082
8:00	14,934	1,721	15,870	10,101	15,959	5,511	4,908	10,149				7,611	4,575		4,713			329,029	425,082
8:30	14,934	1,721	13,971	9,685	7,951	5,511	4,908	10,149				4,732	4,575		4,713			342,232	425,082
9:00	28,051	1,721	16,418	11,107	12,081	7,233	6,042	14,725	1,899	9,307				4,713				311,785	425,082
9:30	28,051	1,721	14,696	11,107	12,081	7,233	6,042	14,725		9,307				4,713				315,406	425,082
10:00	29,186	1,721	14,696	11,107	12,081	9,132	8,922	14,725		9,307				3,400				310,805	425,082
10:30	28,015	1,721	14,696	8,550	12,081	7,410	8,922	14,725		9,307				3,400				316,255	425,082
11:00	28,492	1,721	12,262	8,550	9,647	7,410	8,922	10,149		13,882				3,400				320,647	425,082
11:30	29,914	1,721	17,772	8,550	9,647	7,410	8,922	10,149		13,882				3,400				313,714	425,082
Noon	5,708	1,721	6,801	7,173	16,586	9,410	11,403	10,149	1,423			13,882		1,894				338,932	425,082
12:30	2,639	1,721	5,667	8,865	13,706	9,410	3,582	10,149				13,882		1,894				353,567	425,082
1:00	2,639	1,721	5,049	2,269	10,080	9,410	2,447	10,149	1,135			13,882		1,894				364,407	425,082
1:30	2,639	1,721	3,723	2,269	10,080	9,410	2,447	10,149	1,135			13,882		1,894				365,733	425,082
2:00	3,029	1,721	2,447	2,269	9,695	7,511	4,192	5,574	1,135			16,448		1,894				369,169	425,082
2:30	3,029	1,721	2,447	2,269	7,120	7,511	4,192	5,574	1,135			13,882		1,894				374,309	425,082
3:00	3,788	1,721	6,496	2,269	5,072	7,511	5,326	5,574				13,882		1,894				371,549	425,082
3:30	3,788	1,721	2,340	2,269	3,177	7,511	2,447	5,574				13,882		1,894				380,478	425,082
4:00	4,958		3,069	4,946	2,879	8,775	1,312	5,574	1,135			14,195		1,894				376,344	425,082
4:30	3,788		3,069	2,641	2,879	8,775	2,483	5,574	1,135			12,161		1,894				380,683	425,082
5:00	3,206		4,204	2,641	4,468	7,605	2,483	5,574	1,135			7,586	4,575	1,894				379,711	425,082
5:30	1,312		8,409	2,641	2,434	7,605	1,312	5,574	1,135			13,160	4,575	1,894				375,030	425,082
6:00			8,010	1,135		5,170	3,759	5,574	1,312			7,586		3,400				389,134	425,082
6:30			5,962	1,135	1,692	5,170	3,759	5,574				4,575		3,400				393,814	425,082
7:00			4,791	1,135	2,434	3,170	2,447		1,423					1,894				407,788	425,082
7:30			6,691	1,135		1,276	2,447							1,894				411,639	425,082
8:00			3,621				1,135							1,894				418,432	425,082
8:30			3,621				1,135							1,894				418,432	425,082
9:00			3,621				1,135							1,894				418,432	425,082
9:30			3,621				1,135							1,894				418,432	425,082
10:00			3,621				1,135							1,894				418,432	425,082
10:30			3,621				1,135							1,894				418,432	425,082
11:00			1,722		3,291									1,894				418,175	425,082
11:30			1,722		3,291													420,069	425,082
Tot Avg	5,634	644	6,066	3,390	4,668	4,244	2,864	4,503	276	40	5,537	381		1,930	39			384,866	425,082
Max	29,914	1,721	17,772	11,107	16,586	9,410	11,403	14,725	1,423	1,899	16,448	4,575		4,713	1,894			425,082	
std.dev.	9,493	840	5,571	3,953	5,396	3,659	2,894	5,126	514	274	6,039	1,278		1,444	273			38,610	

RADIO AUDIENCES – TUESDAY

	Radju Malta	Radju Malta 2	Magic Malta	One Radio	NET FM	89.7 Bay	Calypso Radio	RTK	Smash Radio	Radju Marja	Campus FM	Vibe FM	X FM	BKR Digital	Bay Easy	Community	Foreign	NONE	Total	
MNight	1,371			1,223														422,488	425,082	
0:30	1,371			1,223														422,488	425,082	
1:00				1,223														423,859	425,082	
1:30				1,223														423,859	425,082	
2:00				1,223														423,859	425,082	
2:30				1,223														423,859	425,082	
3:00				1,223						1,371								422,488	425,082	
3:30				1,223						1,371								422,488	425,082	
4:00				1,223						1,371								422,488	425,082	
4:30				1,223						1,371								422,488	425,082	
5:00				1,223			1,334			1,371								421,154	425,082	
5:30				5,806			1,371			1,371								416,533	425,082	
6:00	2,705			14,197	1,371	2,681	1,371	1,979		1,486								399,291	425,082	
6:30	4,689			19,161	1,371	2,681	1,371	3,350		2,872							3,320	386,266	425,082	
7:00	6,061	2,690		22,315	2,757	5,371	6,706	6,116		6,817		14,488						351,762	425,082	
7:30	2,705	2,690		19,130	4,143	14,078	6,706	4,542	1,768	8,002		11,416						349,903	425,082	
8:00	5,991			17,907	6,091	17,885	10,070	5,727	1,768	7,950			3,139		2,546			346,006	425,082	
8:30	4,191			17,721	2,771	17,262	10,070	3,928	1,768	7,950			3,139		2,546	2,140		351,593	425,082	
9:00	6,261			19,700	2,771	8,892	15,369	3,928		5,579			3,139		2,546	3,940		352,955	425,082	
9:30	6,261			21,071	2,771	8,892	13,385	3,928		5,579			3,139	1,984	2,546	3,940		351,584	425,082	
10:00	4,890			21,071	4,143	8,892	8,679	2,743	3,406	5,228			3,139	1,984				1,799	359,107	425,082
10:30	4,890			20,579	2,771	8,892	8,679	1,371	3,406	5,228			1,371	1,984				1,799	364,111	425,082
11:00	3,704			20,579	7,196	11,438	9,902	1,371	3,406	5,228			1,371	1,984				1,799	357,102	425,082
11:30	3,704			22,114	8,568	11,438	9,902	1,371	3,406	5,228			1,371	1,984				1,799	354,195	425,082
Noon	6,786			11,687	5,811	6,202	4,573	1,574		6,854			1,371					1,799	378,425	425,082
12:30	3,928			10,316	5,811	6,202	3,202			5,469			1,371					1,799	386,985	425,082
1:00	3,928			10,316	1,386	1,371	1,223			5,469		2,673	1,371					1,799	395,546	425,082
1:30	3,928			6,039	1,386	1,371	1,223			5,469			1,371					1,799	402,496	425,082
2:00	1,185			2,408	4,540	4,380				5,469			1,371					1,799	403,930	425,082
2:30	1,185			2,408	2,771	4,380				5,469			1,371					1,799	405,698	425,082
3:00	1,185			2,408	4,258	8,286				5,228		2,690	1,371					399,655	425,082	
3:30	1,185			2,408	4,258	1,371				5,228		2,690	1,371					406,570	425,082	
4:00				3,779	4,258	2,546				3,895		2,544	1,371					406,689	425,082	
4:30				3,779	4,258	5,236				3,895		2,544	1,371					403,999	425,082	
5:00				6,764	7,578	12,956				3,895			1,371					392,519	425,082	
5:30				6,764	7,578	10,815	2,743			3,895			1,371					391,916	425,082	
6:00				4,965			1,371			4,043			1,371					413,332	425,082	
6:30				3,779			1,371			2,709			1,371					415,851	425,082	
7:00				5,151				3,133		2,709								414,089	425,082	
7:30				3,779						2,709								418,593	425,082	
8:00				1,223						1,223								422,637	425,082	
8:30				1,223						1,223								422,637	425,082	
9:00				1,223						1,223								422,637	425,082	
9:30				1,223						1,223								422,637	425,082	
10:00				1,223				1,371		1,223							1,799	419,466	425,082	
10:30				1,223				1,371		1,223							1,799	419,466	425,082	
11:00				1,223				1,371		1,223								421,265	425,082	
11:30				1,223				1,371		1,223								421,265	425,082	
Tot Avg	1,711	112		7,319	2,096	3,823	2,485	1,081	394	3,283		813	813	207	212	728		400,005	425,082	
Max	6,786	2,690		22,315	8,568	17,885	15,369	6,116	3,406	8,002		14,488	3,139	1,984	2,546	3,940		423,859		
std.dev.	2,268	543		7,689	2,588	5,144	4,150	1,669	1,014	2,420		2,701	1,027	613	711	1,131		26,654		

RADIO AUDIENCES – WEDNESDAY

	Radju Malta	Radju Malta 2	Magic Malta	One Radio	NET FM	89.7 Bay	Calypso Radio	RTK	Smash Radio	Radju Marija	Campus FM	Vibe FM	X FM	BKR Digital	Bay Easy	Community	Foreign	NONE	Total		
MNight				1,730														423,352	425,082		
0:30																		425,082	425,082		
1:00	2,496																	422,586	425,082		
1:30	2,496																	422,586	425,082		
2:00	2,496																	422,586	425,082		
2:30	2,496																	422,586	425,082		
3:00						2,700												422,382	425,082		
3:30						2,700												422,382	425,082		
4:00				1,542		2,700												420,840	425,082		
4:30						2,700			1,985									420,397	425,082		
5:00						2,700												422,382	425,082		
5:30	1,875			5,992		7,459			2,230									407,526	425,082		
6:00	1,875			7,534	1,495	10,961	11,812	1,875	6,198									383,331	425,082		
6:30	3,623			7,281	2,990	13,676	11,812	6,101	2,230									377,368	425,082		
7:00	3,623			16,006	5,487	8,094	7,625	4,226	8,138	1,748								370,136	425,082		
7:30	5,352	1,495		17,736	3,991	17,706	9,307	4,226	5,581	5,642	1,748	7,346						344,951	425,082		
8:00	7,227	1,495		17,736	10,017	25,793	10,989	4,226	5,581	6,463	1,748		7,346					326,460	425,082		
8:30	7,227	1,495		16,006	5,721	18,862	10,989	4,226	5,581	6,463	1,748			6,093				340,671	425,082		
9:00	14,492	1,495		14,258	1,495	23,916	14,732	4,226	6,108	4,251						1,985	1,730	336,394	425,082		
9:30	14,492			14,258	1,495	16,207	14,732	5,768	6,108	4,251								1,985	1,730	344,056	425,082
10:00	14,492			14,446	3,225	18,907	16,228	5,768	4,378	1,748								1,985	1,730	342,177	425,082
10:30	16,995			12,716	3,225	16,207	14,546	4,226	4,378	1,748								1,985	1,730	347,328	425,082
11:00	16,995			12,716	3,225	16,840	13,050	4,226	4,378	1,748								1,985		349,920	425,082
11:30	14,492			18,389	3,225	16,840	13,050	4,226	4,378	1,748								1,985		346,749	425,082
Noon	7,603			15,399	9,564	11,055	5,395	4,226	1,875	4,999			4,296							360,672	425,082
12:30	7,603			13,724	8,876	7,077	5,395	4,226	1,875	4,185			4,296							367,827	425,082
1:00	5,728			13,976	4,580	9,776	5,395	4,226	4,233											377,169	425,082
1:30	5,728			11,473	3,038	9,712	7,891	4,226	4,233											378,782	425,082
2:00				13,143	1,495	12,326	2,496	4,226	6,108											385,289	425,082
2:30				11,600	1,495	10,710	2,496	4,226	6,108											388,447	425,082
3:00			2,680	11,600	1,495	7,395	2,496	4,226	4,378			3,968								386,844	425,082
3:30				11,600	1,495			4,226	4,378			7,346								396,037	425,082
4:00				11,328	4,175	7,849		4,226	2,230	1,875			4,296							389,103	425,082
4:30				11,328	5,717			4,226	2,230	1,875										399,706	425,082
5:00				11,062	5,717	7,017		4,226		1,875										395,185	425,082
5:30				11,062	5,717	2,680		4,226		1,875										399,522	425,082
6:00				8,832	1,495	2,636	4,188	4,226												403,706	425,082
6:30				6,957	1,495	2,636	4,188	4,226												405,581	425,082
7:00				6,957	1,495	2,636	4,188													409,807	425,082
7:30				4,726	1,495	2,636	6,691													409,534	425,082
8:00				4,726			2,503													417,853	425,082
8:30				4,726																420,356	425,082
9:00				2,230				2,496												420,356	425,082
9:30				2,230				2,496												420,356	425,082
10:00							2,496	3,765		2,269										416,552	425,082
10:30							2,496	3,765		2,269										416,552	425,082
11:00	1,682						2,496	3,765		2,269										414,870	425,082
11:30	1,682						2,496	1,495												419,408	425,082
Tot Avg	3,391	125	56	7,646	2,186	6,690	4,420	2,714	520	2,400	610	389	422	127	248	144		392,995	425,082		
Max	16,995	1,495	2,680	18,389	10,017	25,793	16,228	6,101	5,581	8,138	4,251	7,346	7,346	6,093	1,985	1,730		425,082			
std.dev.	5,145	418	387	6,265	2,693	7,297	5,206	2,083	1,440	2,585	1,112	1,574	1,464	879	664	483		30,149			

RADIO AUDIENCES – THURSDAY

	Radju Malta	Radju Malta 2	Magic Malta	One Radio	NET FM	89.7 Bay	Calypso Radio	RTK	Smash Radio	Radju Marja	Campus FM	Vibe FM	X FM	BKR Digital	Bay Easy	Community	Foreign	NONE	Total
MNight				1,493														423,589	425,082
0:30				1,493														423,589	425,082
1:00				1,493														423,589	425,082
1:30				1,493														423,589	425,082
2:00				1,493														423,589	425,082
2:30				1,493														423,589	425,082
3:00				1,493		7,112												416,477	425,082
3:30				1,493		7,112												416,477	425,082
4:00				1,493		7,112												416,477	425,082
4:30				1,493		7,112												416,477	425,082
5:00				4,633														420,449	425,082
5:30				9,473			2,417											413,192	425,082
6:00		2,197	10,921		2,197	4,833			1,922									403,012	425,082
6:30			10,921	1,815	11,655	11,765			4,159	3,597		2,595						378,576	425,082
7:00	1,675	3,597		17,208	5,078	12,197	8,667	5,974	5,974	8,439		7,424						348,849	425,082
7:30	1,675	7,271		21,784	5,078	6,794	8,667	4,159	5,974	6,946		10,530				1,493		344,712	425,082
8:00	3,122	3,597		19,618	5,078	9,931	6,993	5,834	10,029	6,946		7,424	1,675			3,652		341,184	425,082
8:30	3,122	3,597		17,201	4,891	2,595	8,808	5,834	10,029	6,946		7,424	1,675					352,961	425,082
9:00	6,244	1,675		19,625	4,891		8,808	7,508	10,029	5,271		3,265	1,675		4,781			351,311	425,082
9:30	6,244	1,675		17,201	4,891		8,808	7,508	13,703	3,597		3,265	1,675		4,781			351,735	425,082
10:00	4,615	1,675		14,785	4,891	7,817	8,808	7,508	16,119	3,597			1,675		4,781			348,811	425,082
10:30	4,615	1,675		17,208	4,891	7,817	8,808	7,508	10,145	3,597			1,675		4,781			352,362	425,082
11:00	4,615	1,675		18,701	4,891	7,817	14,331	7,508	10,145	3,597			1,675		4,781			345,346	425,082
11:30	3,122	1,675		22,611	4,891	7,817	14,331	7,508	10,145	3,597			1,675		4,781			342,930	425,082
Noon	4,331			16,362	4,937	7,646	11,224	1,675	7,728	9,142			1,675					360,361	425,082
12:30	4,331			13,946	3,490	5,223	11,224	1,675	7,728	5,271			1,675					370,519	425,082
1:00	1,675			12,453	3,490	5,223	7,250			5,271								389,721	425,082
1:30	1,675			10,959	3,490	5,223	7,250			3,597								392,889	425,082
2:00	1,675			10,959	3,630	13,621	4,833	5,404	4,608	5,271								375,081	425,082
2:30	1,675			10,959	3,630	15,321	2,417		4,608	5,271								381,201	425,082
3:00	1,448			9,466	3,630	15,176	2,417		4,608	6,719								381,619	425,082
3:30	1,448			11,890	3,630	7,837	2,417		4,608	5,271								387,982	425,082
4:00	1,448			11,890	3,630	15,418	4,576			5,271		6,794						376,056	425,082
4:30	1,448			11,890	1,815	7,420	4,576			6,764		7,305						383,864	425,082
5:00	1,448	3,106		11,890	5,705		6,993		4,608	5,271		4,199						381,863	425,082
5:30	1,448	3,106		11,890	5,705		6,993		4,608	5,271	1,493	4,199						380,370	425,082
6:00	1,675			13,632	4,012		6,993			5,271	1,493	5,223						386,783	425,082
6:30				13,632	4,012		6,993			5,271								395,174	425,082
7:00				9,768	2,197		6,508	1,675	3,285	5,271								396,378	425,082
7:30				5,609			4,833		3,285	5,271								406,084	425,082
8:00				7,237			4,833			3,597								409,415	425,082
8:30				7,237			4,833			3,597								409,415	425,082
9:00				7,237			4,833			1,675								411,337	425,082
9:30				7,237			4,833			1,675								411,337	425,082
10:00				5,609			4,833			1,675								412,966	425,082
10:30				5,609			4,833			1,675								412,966	425,082
11:00				3,185			2,417											419,480	425,082
11:30				3,185			2,417											419,480	425,082
Tot Avg	1,349	586	175	9,803	2,256	4,233	5,154	1,610	3,253	3,363	62	1,451	349	598	107			390,734	425,082
Max	6,244	7,271	3,106	22,611	5,705	15,418	14,331	7,508	16,119	9,142	1,493	10,530	1,675	4,781	3,652			423,589	
std.dev.	1,807	1,399	694	6,244	2,241	4,995	3,977	2,815	4,394	2,690	302	2,788	687	1,598	565			27,646	

RADIO AUDIENCES – FRIDAY

	Radju Malta	Radju Malta 2	Magic Malta	One Radio	NET FM	89.7 Bay	Calypso Radio	RTK	Smash Radio	Radju Marja	Campus FM	Vibe FM	X FM	BKR Digital	Bay Easy	Community	Foreign	NONE	Total
MNight																		425,082	425,082
0:30																		425,082	425,082
1:00																		425,082	425,082
1:30																		425,082	425,082
2:00																		425,082	425,082
2:30																		425,082	425,082
3:00																		425,082	425,082
3:30																		425,082	425,082
4:00																		425,082	425,082
4:30																		425,082	425,082
5:00				8,089			1,548											415,446	425,082
5:30				3,095	3,797		3,225	1,505										413,460	425,082
6:00				8,698	3,797		4,730											407,857	425,082
6:30	1,548	3,395		10,203	3,797	19,905	4,730					3,843						377,661	425,082
7:00	3,095	7,978		20,275	9,204	7,202	1,548	2,870		1,505		3,747	3,843		1,776			362,038	425,082
7:30	4,600	7,978	3,747	22,516	5,361	2,415	1,548	4,208	3,843	1,505		7,297			5,171	4,993	349,899	425,082	
8:00	4,600	4,943	3,747	23,291	5,361	10,168	5,126	4,693		2,233	5,395	10,319			3,395	5,171	336,641	425,082	
8:30	4,600	4,943	3,747	21,614	5,361	10,168	5,126	3,015		2,233	5,395	6,573			3,395	5,171	343,742	425,082	
9:00	4,390	8,823	3,747	19,158	6,908	14,068	7,996	5,900		2,233	5,395	6,573			3,395	1,776	334,719	425,082	
9:30	4,390	1,548	3,747	19,158	6,908	10,188	7,996	5,900	3,395	2,233		6,573			1,776		351,269	425,082	
10:00	4,390	1,548	3,747	21,154	6,284	7,171	7,996	6,391	3,395	2,233		6,573			1,776		352,425	425,082	
10:30	4,390	1,548	3,747	21,154	6,284	4,813	9,544	6,391	3,395	2,233		6,573			1,776		353,236	425,082	
11:00	4,390	1,548	3,747	18,226	6,284	5,811	6,448	4,395		2,233					1,776		370,224	425,082	
11:30	6,624	1,548	3,747	19,904	6,284	5,811	6,448	4,395		2,233					1,776	2,233	364,080	425,082	
Noon	9,131		3,747	18,519	4,720	5,811	6,448	1,338		2,233					1,677	2,233	369,225	425,082	
12:30	5,220		3,747	15,854	4,720	5,811	6,448	1,338		2,233					1,677		378,033	425,082	
1:00	3,225		3,747	14,516	4,720	11,205	6,448	1,338		2,233							377,649	425,082	
1:30	3,225		3,747	18,251	2,944	7,810	6,448	1,338		2,233			3,843				375,243	425,082	
2:00	1,548		3,747	13,178	1,564	2,415	6,448	1,380		3,797		6,693					384,311	425,082	
2:30	1,548		3,747	13,178	1,564	2,415	6,448	1,380		3,797							391,005	425,082	
3:00	1,548		3,747	16,792	3,128	5,811	6,448	1,380		6,030							380,199	425,082	
3:30	1,548		3,747	11,799	3,128	16,102	6,448	1,380		3,797							377,134	425,082	
4:00	1,548		3,747	8,052	3,128	8,603	4,418	3,613		3,797							388,177	425,082	
4:30	1,548		3,747	8,052	3,128		4,418	3,613		1,564		3,550					395,463	425,082	
5:00	1,548		3,747	10,461	1,564		4,418	1,380		1,564							400,402	425,082	
5:30	1,548		3,747	10,461	1,564		4,418	1,380		1,564							400,402	425,082	
6:00	1,548		3,747	12,694			4,418			1,564							401,112	425,082	
6:30	1,548		3,747	12,694			4,418			1,564							401,112	425,082	
7:00	1,548		3,747	12,694		3,880	4,418			1,564							397,232	425,082	
7:30	1,548		3,747	12,694			1,548			1,564							403,982	425,082	
8:00				5,334														419,748	425,082
8:30				5,334														419,748	425,082
9:00				5,334														419,748	425,082
9:30				5,334														419,748	425,082
10:00				5,334														419,748	425,082
10:30				5,334														419,748	425,082
11:00				3,095														421,987	425,082
11:30				3,095														421,987	425,082
Tot Avg	1,800	954	1,951	10,096	2,323	3,491	3,293	1,469	292	1,291	337	1,343	240		212	652	197	395,139	425,082
Max	9,131	8,823	3,747	23,291	9,204	19,905	9,544	6,391	3,843	6,030	5,395	10,319	3,843		3,395	5,171	4,993	425,082	
std.dev.	2,165	2,230	1,891	7,631	2,662	4,984	3,032	2,012	981	1,426	1,320	2,770	940		831	1,365	839	28,363	

RADIO AUDIENCES – SATURDAY

	Radju Malta	Radju Malta 2	Magic Malta	One Radio	NET FM	89.7 Bay	Calypso Radio	RTK	Smash Radio	Radju Marija	Campus FM	Vibe FM	X FM	BKR Digital	Bay Easy	Community	Foreign	NONE	Total
MNight												2,890						422,192	425,082
0:30																		425,082	425,082
1:00																		425,082	425,082
1:30																		425,082	425,082
2:00																		425,082	425,082
2:30																		425,082	425,082
3:00																		425,082	425,082
3:30																		425,082	425,082
4:00																		425,082	425,082
4:30																		425,082	425,082
5:00				2,145				1,322										421,615	425,082
5:30				2,145		3,589		1,322										418,026	425,082
6:00		1,482	2,145	2,908	3,589			1,607										413,351	425,082
6:30	2,259	1,482	8,031	2,908	5,734			1,607				5,053						398,008	425,082
7:00	3,757	1,482	9,942	2,908	8,048	3,518		1,607				2,145						391,674	425,082
7:30	3,757	1,482	9,942	2,908	8,200	3,518	1,607					2,145						391,523	425,082
8:00	3,757	2,980	11,224	4,230	12,024	10,053	3,049					10,021		5,168				362,577	425,082
8:30	3,757	2,980	11,224	4,230	12,024	8,142	3,049					10,021		5,168				364,488	425,082
9:00	6,407	2,980	20,005	4,230	14,056	11,823	3,049	6,590				4,623		5,168				346,151	425,082
9:30	6,407	2,980	20,005	4,230	8,981	11,823	3,049	2,908				7,531		5,168				352,000	425,082
10:00	5,126	1,498	14,884	5,997	19,769	11,823		2,908				7,531		5,168				350,378	425,082
10:30	5,126	1,498	14,884	5,997	19,769	8,142		2,908				7,531		5,168				354,060	425,082
11:00	5,126	1,498	14,884	5,997	14,547	9,583		2,908				4,623		5,168				360,748	425,082
11:30	5,126	7,794	14,884	5,997	14,547	9,583		2,908				4,623		5,168				354,452	425,082
Noon	1,607	1,498	8,375	2,908	8,042	3,049			1,482	6,296		9,671						382,155	425,082
12:30	1,607	1,498	13,158	2,908	8,042	1,607			1,482	6,296		6,763						381,721	425,082
1:00	1,607		16,087	2,908	9,445	1,607			1,482			6,763						385,183	425,082
1:30	1,607		16,087	2,908	9,445	1,607			1,482			6,763						385,183	425,082
2:00	1,482		11,303		10,422	1,607			1,482			9,247						389,539	425,082
2:30	1,482		11,303		10,422	1,607			1,482			9,247						389,539	425,082
3:00	1,482	1,498	8,036		12,567	1,607			1,482			9,247						389,162	425,082
3:30	1,482	7,794	8,036		10,422	1,607			1,482			9,247						385,011	425,082
4:00		1,498	8,036		16,738	1,607			1,482			4,623						391,097	425,082
4:30		1,498	8,036		16,738	1,607			1,482			4,623						391,097	425,082
5:00		1,498	8,036		19,516	1,607			1,482			4,623						388,319	425,082
5:30		1,498	8,036		14,931	1,607			1,482			4,623						392,904	425,082
6:00	1,322	1,498	8,036			1,607			1,482			4,623						406,513	425,082
6:30	3,461	1,498	8,036			1,607			1,482			4,623						404,374	425,082
7:00	3,461		5,891		4,783	3,518			1,482									405,945	425,082
7:30	3,461		4,284		8,501	3,518												405,318	425,082
8:00	2,139		2,145	2,908	3,717	3,518												410,654	425,082
8:30	2,139		2,145	2,908	3,717	3,518												410,654	425,082
9:00			2,145			1,607												421,330	425,082
9:30			2,145			1,607												421,330	425,082
10:00			2,145															422,937	425,082
10:30			2,145															422,937	425,082
11:00			2,145															422,937	425,082
11:30			2,145															422,937	425,082
Tot Avg	1,645	1,071	6,756	1,458	6,507	2,692	443	440	463	262	3,405			861				399,078	425,082
Max	6,407	7,794	20,005	5,997	19,769	11,823	3,049	6,590	1,482	6,296	10,021			5,168				425,082	
std.dev.	1,983	1,711	5,919	2,052	6,538	3,606	941	1,275	694	1,271	3,640			1,946				24,688	

RADIO AUDIENCES – SUNDAY

	Radju Malta	Radju Malta 2	Magic Malta	One Radio	NET FM	89.7 Bay	Calypso Radio	RTK	Smash Radio	Radju Marija	Campus FM	Vibe FM	X FM	BKR Digital	Bay Easy	Community	Foreign	NONE	Total	
MNight							1,162											423,920	425,082	
0:30							1,162											423,920	425,082	
1:00							1,162											423,920	425,082	
1:30							1,162											423,920	425,082	
2:00					1,711		1,162											422,209	425,082	
2:30					1,711		1,162											422,209	425,082	
3:00					1,711		1,162											422,209	425,082	
3:30					1,711		1,162											422,209	425,082	
4:00					1,711		1,162											422,209	425,082	
4:30					1,711					1,887								421,485	425,082	
5:00					1,711			1,127										422,244	425,082	
5:30				4,489	3,421			1,127		1,496								414,549	425,082	
6:00				2,607	4,548	1,162	3,028	1,127		2,800						1,496		408,313	425,082	
6:30	1,127	4,066		2,607	4,719	4,463	3,028	1,127		1,496	4,207					1,496		396,745	425,082	
7:00	1,127	4,066		4,897	6,023	3,156	1,317	7,418		1,496		8,149						387,432	425,082	
7:30	1,127	5,334		4,897	6,023		1,317	5,537		1,496		8,149						391,202	425,082	
8:00	1,127	5,334		7,905	9,432	3,269	2,585	6,841	1,496	1,496		3,269						382,327	425,082	
8:30	3,008	5,334		7,905	6,572	3,269	2,585	6,841	1,496	1,496		3,269						383,306	425,082	
9:00	4,909	4,066		6,778	8,283	4,586	2,585	6,841	4,046	1,496		4,396					3,712	373,384	425,082	
9:30	3,028	4,066		6,778	7,156	4,586	2,585	6,841	4,046	1,496		4,396						3,712	376,392	425,082
10:00	5,649	4,066		6,778	7,156	4,586	4,266	5,537	1,496	1,496								3,712	380,339	425,082
10:30	5,649	4,066		6,778	7,156	4,586	4,266	5,537	1,496	2,800								1,162	381,585	425,082
11:00	6,776	9,603		6,778	8,866	6,606	3,853	5,537	1,496	2,800								1,162	371,603	425,082
11:30	6,776	4,066		6,778	8,866	4,586	3,853	5,537	1,496	2,800								1,162	379,160	425,082
Noon	2,444	4,066		15,112	2,838	4,592	4,463	1,881	1,496	2,431								1,711	384,047	425,082
12:30	2,444	4,066		13,230	2,838	4,592	4,463		1,496									1,711	390,241	425,082
1:00				11,363	4,548	2,035			1,496									1,711	403,929	425,082
1:30				11,363	4,548	2,035			1,496									1,711	403,929	425,082
2:00				6,792	2,838				1,496			3,269						1,711	408,977	425,082
2:30				6,792	2,838				1,496			3,269						1,711	408,977	425,082
3:00				3,593	6,430	4,592			1,496	2,635		3,269							403,067	425,082
3:30				3,593	6,430				1,496	1,317		3,269							408,977	425,082
4:00				3,593	2,838	7,861	1,987		1,496	1,496	4,207	3,269						1,162	397,172	425,082
4:30				3,593	2,838		1,987		1,496	1,496		3,269						1,162	409,241	425,082
5:00				3,593	4,141				1,496	1,496		2,860						1,162	410,332	425,082
5:30				5,475	4,141				1,496	1,496		2,860						1,162	408,451	425,082
6:00				2,431	5,698			5,537	1,496									1,162	408,758	425,082
6:30				2,431	4,548			5,537	1,496									1,162	409,907	425,082
7:00		4,463		2,431	2,838	4,463		5,537	1,496									1,162	402,691	425,082
7:30				2,431	4,141			5,537	1,496									1,162	410,314	425,082
8:00				2,431	1,711	8,179	1,127		1,496										410,138	425,082
8:30				2,431	1,711	4,592	1,681		1,496										413,171	425,082
9:00				2,431	1,711														420,941	425,082
9:30				1,127	1,711														422,244	425,082
10:00				1,127	1,711	4,592		1,496											416,156	425,082
10:30				1,127	1,711	4,592													417,652	425,082
11:00				1,127	1,711														422,244	425,082
11:30				1,127	1,711														422,244	425,082
Tot Avg	942	1,389	3,890	3,716	2,021	1,280	1,927	917	811	175	1,187					62	712	406,054	425,082	
Max	6,776	9,603	15,112	9,432	8,179	4,463	7,418	4,046	2,800	4,207	8,149					1,496	3,712	423,920		
std.dev.	1,916	2,323	3,725	2,547	2,479	1,459	2,732	991	1,001	850	2,092					302	1,025	16,154		

Technical Report

For this year some changes were made namely that children over 12 years old could be identified and selected to participate while interviewers followed strict ethical interviewing procedures.

Respondents were also asked how often do they listen to radio during a typical week; this beside the usual question “What station/s (up to three stations) did you follow yesterday”.

As in previous assessments, the N.S.O. selected the sample, administered the survey and collected the data. Data was collected continuously by means of telephone interviews between 04:00pm and 08:00pm on weekdays and between 09:00am and 1:00pm on weekends and instructed interviewers to callback individuals up to 3 times before interviewing the next person in their list to reduce any bias that could be introduced between the actual demographics of the people interviewed and the desired sample.

For this assessment data was collected between Sunday, 1st July and Tuesday 31st March 2018, both days included. A total of forty daily questionnaires were compiled, giving a total sample of 1,240 respondents.

For July 2018, 29.0% of all contacted persons accepted to participate while 3.6% refused. The eldest person contacted was 99 years old while the youngest were 12 year olds.

Ineligible are those persons who, although selected, were not residing at the registered household at the time of contact.

For this data-set a response rate of 29.0%, an estimated population size of 425,082 [aged 12 years and over], and a 95% confidence level, the sample of 1,240 interviewees has a margin of error of $\pm 2.52\%$.

It is important to note that the 2018 FIFA World Cup games started on Friday, 15th June and ended Sunday 15th July 2018.

Also during this period, Radio 101 was re-branded to Net FM.

Response Rate					
	Jul 2018	Feb 2018	Oct 2017	Jul 2017	
Responses	[n.]	%	%	%	%
Accepted	1,240	29.0%	33.8%	35.6%	37.2%
Refusal	153	3.6%	3.8%	3.4%	3.5%
Non Contact	1,811	42.3%	44.7%	38.5%	42.2%
Unreachable	1,052	24.6%	17.4%	22.3%	16.8%
Ineligible	26	0.6%	0.4%	0.2%	0.4%
Contacted	4,282	100%	100%	100%	100%
Not Used	678				
Total	4,960				

Margin of Error [±]							
Population N	425,082						
Response Rate	29.00%						
Sample [n]	1240						
Margin of Error [±]	2.52%						
Gender	Male	Female					
Sample [n]	626	614					
Margin of Error [±]	3.55%	3.59%					
Age-Group	12-20	21-30	31-50	51-70	71+		
Sample [n]	181	142	408	280	230		
Margin of Error [±]	6.61%	7.46%	4.40%	5.31%	5.86%		
District	South Harbour	North Harbour	South Eastern	Western	Northern	Gozo & Comino	
Sample [n]	214	398	181	159	202	86	
Margin of Error [±]	6.08%	4.46%	6.61%	7.05%	6.26%	9.59%	
Weekday	Mon	Tue	Wed	Thu	Fri	Sat	Sun
Sample [n]	199	190	151	156	169	176	200
Margin of Error [±]	6.30%	6.45%	7.24%	7.12%	6.84%	6.70%	6.29%

[Based on the weighted sample]

Weighted Sample Profile by Age Groups: By Gender and By Districts									
	Total	Gender		District					
		Males	Females	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
12-20	181 14.6% 100.0%	85 13.6% 46.9%	96 15.6% 53.1%	26 11.9% 14.1%	61 15.3% 33.6%	22 11.9% 11.9%	28 17.5% 15.3%	32 15.9% 17.7%	13 15.4% 7.3%
21-30	142 11.4% 100.0%	85 13.5% 59.7%	57 9.3% 40.3%	25 11.5% 17.3%	43 10.7% 30.1%	28 15.3% 19.6%	14 9.1% 10.2%	25 12.3% 17.5%	8 8.8% 5.4%
31-50	408 32.9% 100.0%	213 34.0% 52.2%	195 31.8% 47.8%	69 32.1% 16.9%	133 33.4% 32.6%	64 35.3% 15.7%	47 29.9% 11.6%	71 34.9% 17.3%	24 27.8% 5.9%
51-70	280 22.6% 100.0%	133 21.3% 47.5%	147 23.9% 52.5%	53 24.6% 18.8%	85 21.4% 30.4%	40 22.3% 14.4%	41 26.0% 14.7%	43 21.2% 15.3%	18 20.5% 6.3%
71+	230 18.5% 100.0%	111 17.7% 48.2%	119 19.4% 51.8%	43 19.9% 18.5%	76 19.2% 33.2%	28 15.2% 12.0%	28 17.6% 12.1%	32 15.8% 13.9%	24 27.5% 10.3%
Total	1240 100.0% 100.0%	626 100.0% 50.5%	614 100.0% 49.5%	214 100.0% 17.3%	398 100.0% 32.1%	181 100.0% 14.6%	159 100.0% 12.8%	202 100.0% 16.3%	86 100.0% 6.9%


[Count; Col%; Row%]

Population Demographics by Age Groups: By Gender and By Districts									
	Total	Gender		District					
		Males	Females	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
12-20	62,036 14.6% 100.0%	29,101 13.6% 46.9%	32,934 15.6% 53.1%	8,747 11.9% 14.1%	20,823 15.3% 33.6%	7,412 11.9% 11.9%	9,490 17.5% 15.3%	11,011 15.9% 17.7%	4,553 15.4% 7.3%
21-30	48,560 11.4% 100.0%	28,986 13.5% 59.7%	19,574 9.3% 40.3%	8,421 11.5% 17.3%	14,595 10.7% 30.1%	9,499 15.3% 19.6%	4,930 9.1% 10.2%	8,514 12.3% 17.5%	2,601 8.8% 5.4%
31-50	139,748 32.9% 100.0%	72,887 34.0% 52.2%	66,860 31.8% 47.8%	23,556 32.1% 16.9%	45,545 33.4% 32.6%	21,972 35.3% 15.7%	16,258 29.9% 11.6%	24,203 34.9% 17.3%	8,214 27.8% 5.9%
51-70	96,016 22.6% 100.0%	45,621 21.3% 47.5%	50,395 23.9% 52.5%	18,041 24.6% 18.8%	29,224 21.4% 30.4%	13,860 22.3% 14.4%	14,120 26.0% 14.7%	14,723 21.2% 15.3%	6,049 20.5% 6.3%
71+	78,722 18.5% 100.0%	37,935 17.7% 48.2%	40,787 19.4% 51.8%	14,574 19.9% 18.5%	26,117 19.2% 33.2%	9,445 15.2% 12.0%	9,540 17.6% 12.1%	10,938 15.8% 13.9%	8,109 27.5% 10.3%
Total	425,082 100.0% 100.0%	214,531 100.0% 50.5%	210,551 100.0% 49.5%	73,338 100.0% 17.3%	136,304 100.0% 32.1%	62,187 100.0% 14.6%	54,338 100.0% 12.8%	69,389 100.0% 16.3%	29,526 100.0% 6.9%

[Count; Col%; Row%]

List of Nationwide Radio Stations Licensed	List of Radio Stations ONLY on DigiB+	List of Nationwide Television Stations
Radju Malta Radju Malta 2 Magic Malta Radio ONE Radio NET FM (re-branded from Radio 101) 89.7 Bay Calypso Radio RTK Smash Radio Radju Marija Campus FM Vibe FM XFM	Bay Easy All Rock BKR Digital Radio Christian Music	TVM ONE NET TV Smash TV TVM2 iTV F Living Xejk Owners Best Network Parliament TV

AUDIENCE SURVEY 2018

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

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

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

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

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

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

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

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

Stazzjonijiet tat-Televiżjoni	Code	Hin 1		Hin 2		Hin 3	
		Minn	Sa	Minn	Sa	Minn	Sa
TVM	(1)						
ONE	(2)						
NET TV	(3)						
Smash	(4)						
TVM 2	(5)						
F Living	(6)						
Xejk	(7)						
iTV	(8)						
Parliament TV	(9)						
Owners' Best	(10)						
Go Sports	(11)						
Go Stars	(12)						
Melita More	(13)						
*Stazzjon ieħor/ barrani (Hin)	(14)						
M'hemmx stazzjon wieħed	(15)						
Ma niftakarx	(16)						
Ma rajtx televiżjoni	(17)						
M'għandix sett tat-televiżjoni	(18)						
Mingħajr risposta	(19)						

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

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

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

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

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

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

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

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

6. BIEX TISMA' R-RADJU, INTI GĦANDEK DAB+?

Jekk ir-risposta tkun IVA mur Q6 u mmarka risposta waħda biss

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

7. JEKK GĦANDEK DAB+, DAN BIEX TISMA' KONTENUT LOKALI JEW KONTENUT TA' BARRA?

Immarka risposta waħda biss

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

Tifsira ta' DAB+ (Digital Audio Broadcasting) Mezz Digitali kif tisma' r-radju (m'hemmx AM jew FM). Meta taqleb minn stazzjon għall-ieħor, l-istazzjon ikun ċar mill-ewwel u ma jkunx hemm textix sakemm taqleb l-istazzjonijiet.

Issa se nistaqsik xi ffit mistoqsijiet dwerek innifsek:

8. INTI RAĠEL JEW MARA?

Raġel	(1)
Mara	(2)

9. KEMM GĦANDEK ETÀ?

10. F'LIEMA LOKALITÀ TOQGHOD?

Grazzi tal-hin tiegħek.