



L-Awtorità tax-Xandir
MALTA
Broadcasting Authority

**TELEVISION AND RADIO AUDIENCE ASSESSMENT
OCTOBER 2018**

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TELEVISION

What types of TV reception services are used?

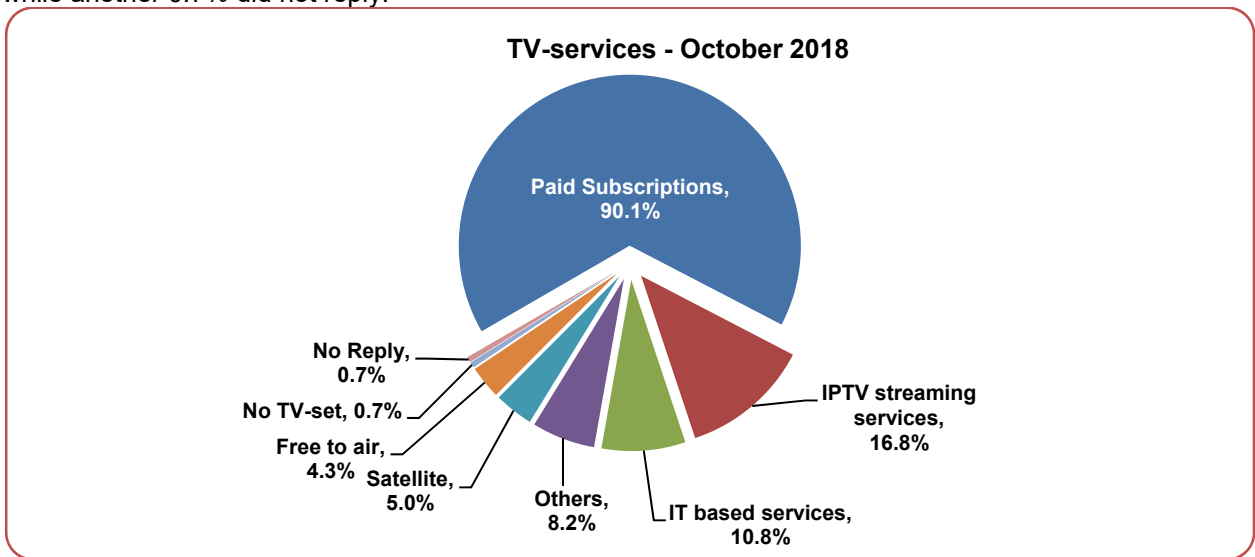
Respondents were asked what type of service and platforms they have to watch television. The responses were compared to **population demographics** [total population aged 12 and over = 430,523].

The most common service for watching television is that of a paid subscription [90.1%] of both local media service providers [GO and Melita]; followed by IPTV streaming [e.g. Netflix – 16.8%]; Internet based services [eg. Android box – 10.8%]. 8.2% follow TV broadcasts through other devices [laptop, mobile, or tablet streaming. The percentage of viewers who use Satellite is 5.0%; and 4.3% make use of the Free to air service. A further 0.7% said that they do not have a TV-set; while another 0.7% did not reply.

Analysis by Age

More types of television services are used by those of the 21-30 age group while the lowest was that amongst the 70+ age group. Paid subscriptions ran highest with about 90% of all the age groups.

The second most used service, IPTV streaming services, was highest amongst the 21-30 year olds [26.7%] and gradually diminished to 3.4% of all 71+ year olds. Similarly IT based services reached their highest amongst the 21-30 year olds with 16.7% and diminishing to 2.2% for 71+ year olds.



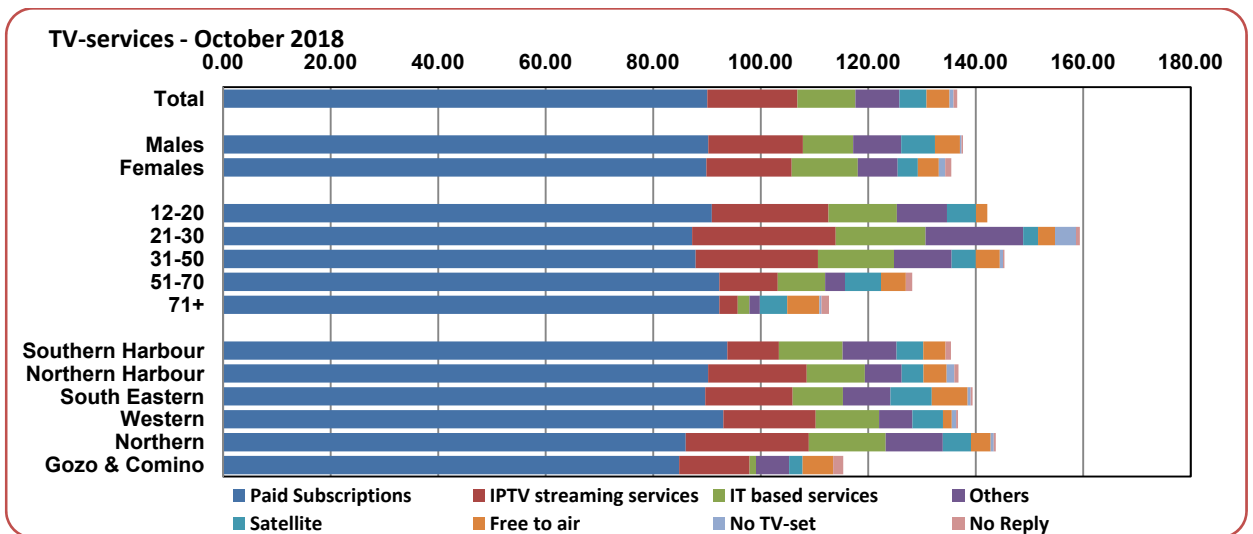
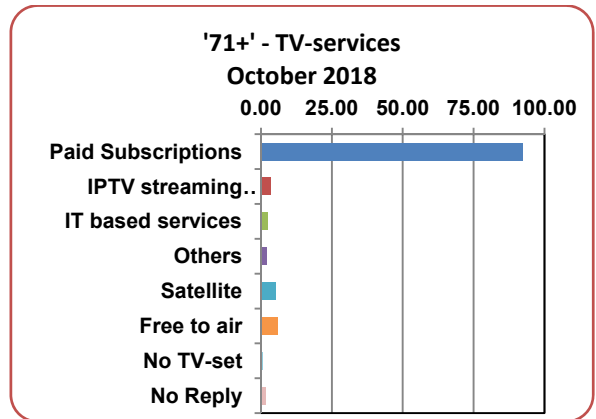
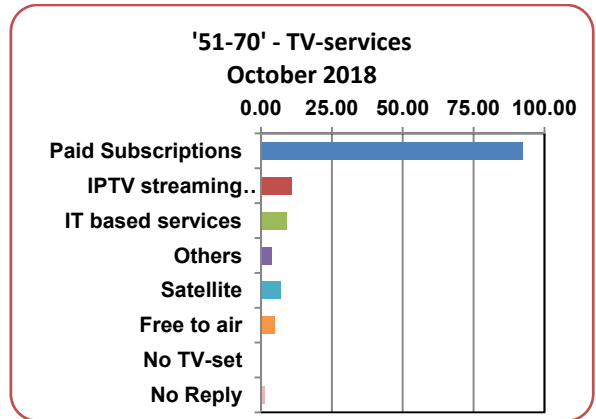
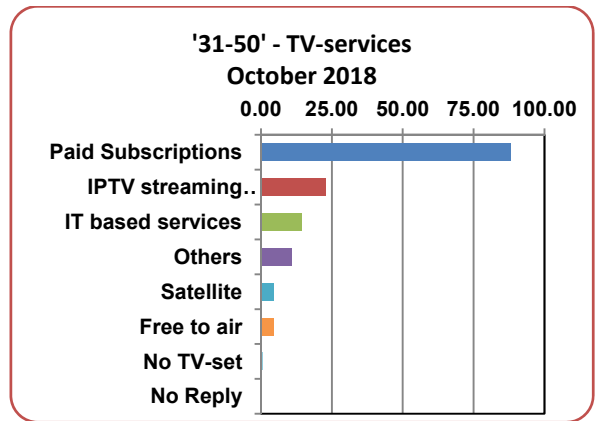
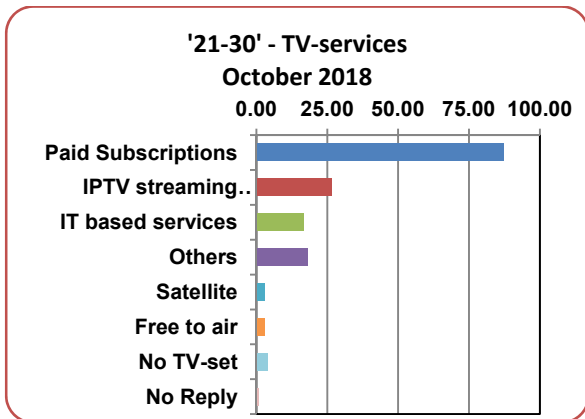
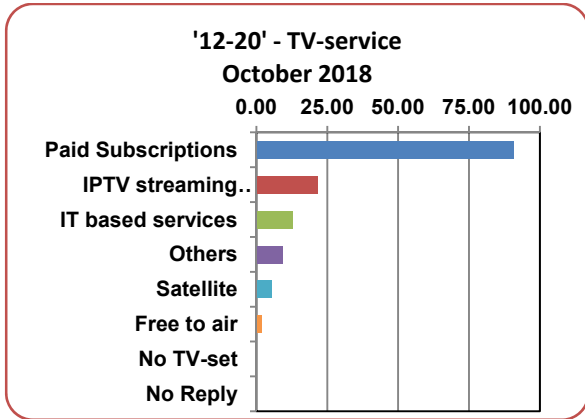
Free to air Services

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%
		[Base=430,523]		
Free to air	Only	10,199	55.4	2.4
Free to air	& Paid Subscriptions	1,740	9.4	0.4
Free to air	& Paid Subscriptions & IT based services	863	4.7	0.2
Free to air	& IT based services	723	3.9	0.2
Free to air	& Paid Subscriptions & IPTV streaming services	182	1.0	0.0
Free to air	& IPTV streaming services	2,690	14.6	0.6
Free to air	& Satellite	636	3.5	0.1
Free to air	& Others	294	1.6	0.1
Free to air	& IT based services & Others	1,099	6.0	0.3
		18,425	100%	4.3%

Free to air services decreased from 7.2% amongst 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	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	387,748	196,389	191,359	55,318	45,061	123,208	89,251	74,909	69,683	124,636	56,471	51,158	60,448	25,353
IPTV streaming services	72,158	38,320	33,838	13,197	13,791	31,904	10,488	2,778	7,122	25,330	10,241	9,452	16,097	3,916
IT based services	46,494	20,310	26,183	7,741	8,637	19,819	8,524	1,773	8,786	14,953	5,878	6,479	10,039	359
Others	35,225	19,453	15,772	5,671	9,373	15,028	3,587	1,566	7,474	9,445	5,579	3,419	7,473	1,836
Satellite	21,668	13,657	8,011	3,288	1,443	6,317	6,479	4,141	3,676	5,603	4,836	3,123	3,682	748
Free to air	18,425	10,117	8,308	1,277	1,623	6,228	4,440	4,858	3,092	5,969	4,194	896	2,567	1,706
No Reply	3,167	666	2,501	0	2,009	841	0	318	0	1,978	348	444	396	0
No TV-set	3,044	602	2,441	0	371	368	1,163	1,142	734	1,037	242	194	285	553
Total Responses [n]	587,929	299,515	288,414	86,491	82,307	203,713	123,933	91,485	100,567	188,951	87,789	75,164	100,987	34,470
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Paid Subscriptions	65.95	65.57	66.35	63.96	54.75	60.48	72.02	81.88	69.29	65.96	64.33	68.06	59.86	73.55
IPTV streaming services	12.27	12.79	11.73	15.26	16.76	15.66	8.46	3.04	7.08	13.41	11.67	12.58	15.94	11.36
IT based services	7.91	6.78	9.08	8.95	10.49	9.73	6.88	1.94	8.74	7.91	6.70	8.62	9.94	1.04
Others	5.99	6.49	5.47	6.56	11.39	7.38	2.89	1.71	7.43	5.00	6.35	4.55	7.40	5.33
Satellite	3.69	4.56	2.78	3.80	1.75	3.10	5.23	4.53	3.66	2.97	5.51	4.15	3.65	2.17
Free to air	3.13	3.38	2.88	1.48	1.97	3.06	3.58	5.31	3.07	3.16	4.78	1.19	2.54	4.95
No Reply	0.54	0.22	0.87		2.44	0.41		0.35		1.05	0.40	0.59	0.39	
No TV-set	0.52	0.20	0.85		0.45	0.18	0.94	1.25	0.73	0.55	0.28	0.26	0.28	1.60
% of Total Responses	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	Total	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]	430,523	217,614	212,909	60,845	51,651	140,177	96,684	81,166	74,285	138,143	62,965	54,985	70,259	29,886
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Paid Subscriptions	90.1	90.2	89.9	90.9	87.2	87.9	92.3	92.3	93.8	90.2	89.7	93.0	86.0	84.8
IPTV streaming services	16.8	17.6	15.9	21.7	26.7	22.8	10.8	3.4	9.6	18.3	16.3	17.2	22.9	13.1
IT based services	10.8	9.3	12.3	12.7	16.7	14.1	8.8	2.2	11.8	10.8	9.3	11.8	14.3	1.2
Others	8.2	8.9	7.4	9.3	18.1	10.7	3.7	1.9	10.1	6.8	8.9	6.2	10.6	6.1
Satellite	5.0	6.3	3.8	5.4	2.8	4.5	6.7	5.1	4.9	4.1	7.7	5.7	5.2	2.5
Free to air	4.3	4.6	3.9	2.1	3.1	4.4	4.6	6.0	4.2	4.3	6.7	1.6	3.7	5.7
No Reply	0.7	0.3	1.2	0.0	3.9	0.6	0.0	0.4	0.0	1.4	0.6	0.8	0.6	0.0
No TV-set	0.7	0.3	1.1	0.0	0.7	0.3	1.2	1.4	1.0	0.8	0.4	0.4	0.4	1.8
% of Total Population	136.6	137.6	135.5	142.1	159.4	145.3	128.2	112.7	135.4	136.8	139.4	136.7	143.7	115.3

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, 349 respondents named a second station while another 121 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 [35.41%] with approximately 141,000 viewers. This station was followed by ONE with 18.69% and NET TV with 8.86%.

Overall, while 68.43% of all viewers followed local stations, less than a third of the population [31.57%] watched a foreign station. Of the local stations, only TVM, ONE, and NET TV 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 the highest with those over the age of 50 years; while the viewing of foreign stations is higher with those from 12 to 50 years old.

Excluding foreign stations, TVM and ONE ranked first and second respectively by gender, in all the age groups, and by districts. NET TV ranked third by gender, by district, and for all those over 20 years old. The third preference of 12-20 year olds was for TSN-GO [4.40%], followed by TVM2 [2.73%]

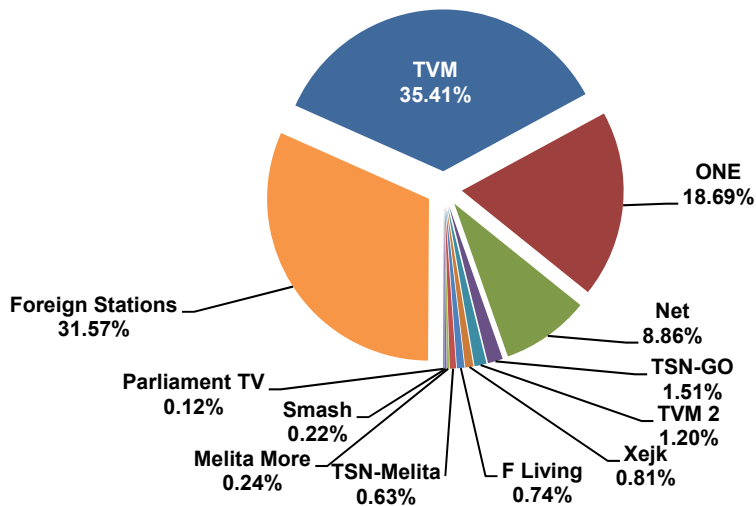
By age groups, TVM had its highest percentage of audiences amongst the 12-20 year olds [44.66%]. ONE had the highest percentage amongst the 51-70 year olds [23.60%] while NET TV had the highest percent amongst the 71+ year olds with 16.07%.

The viewing of a foreign television station was highest amongst 31-50 year olds [39.54%] while the lowest was that amongst the 71+ year olds [25.64%].

Audience Reach by TV Station																
	Ranking	Total [≈N] [rounded-up]	Total %	Gender		Age Group					District					
				Males	Females	12-20	21-30	31-50	51-70	71+	South Harbour	North Harbour	South Eastern	Western District	Northern District	Gozo & Comino
TVM	[1]	141,000	35.41	32.66	38.39	44.66	35.87	36.64	34.34	31.77	33.87	33.07	39.94	35.80	36.09	38.44
ONE	[3]	75,000	18.69	19.11	18.23	13.53	18.46	14.55	23.60	19.50	22.10	18.13	22.56	15.97	13.65	19.59
NET TV	[4]	36,000	8.86	8.43	9.32	2.54	10.83	4.20	8.36	16.07	11.02	7.27	7.61	8.78	8.32	15.05
TSN-GO	[5]	6,000	1.51	2.71	0.21	4.40	1.23	1.71	0.47	1.45	0.33	1.57	2.15	3.47	1.06	
TVM2	[6]	5,000	1.20	1.19	1.20	2.73		1.42	0.47	1.52	2.15	1.28	0.56	1.42	0.83	
Xejk	[7]	4,000	0.81	0.63	1.02	0.00	1.45		0.42	2.23	0.75	0.81	1.23	0.79	0.34	1.14
F Living	[8]	3,000	0.74	1.05	0.40	1.78		0.53	0.69	0.82	1.05	0.79		0.37	1.18	1.14
TSN-Melita	[9]	3,000	0.63	1.22		0.89		1.42		0.59		0.83	0.57	0.57	1.38	
Melita More	[10]	1,000	0.24		0.51	1.34	1.56							0.85	0.90	
Smash	[11]	1,000	0.22	0.14	0.32				0.40	0.40	0.25	0.19			0.49	0.71
Parliament TV	[12]	1,000	0.12	0.13	0.10				0.40				0.44	0.37		
Foreign Stations	[2]	126,000	31.57	32.74	30.29	28.14	30.60	39.54	30.83	25.64	28.48	36.08	24.93	31.61	35.75	23.93
		Total %	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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

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



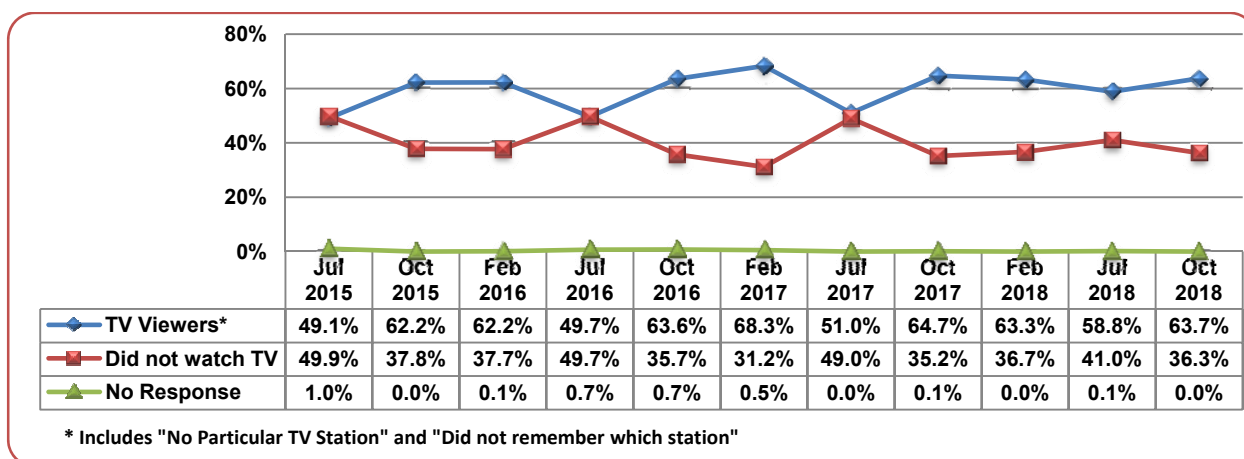
The below table compares audience reach by ranking for this period (October 2018), with the previous assessment period (July 2018), and with the same period last year (October 2017). It is important to note that for October 2017, 12-15 year olds were not interviewed and are not included. As from October 2018 both Melita plc. and GO.plc have agreed to broadcast the same sports programmes on their respective channels TSN-1 to TSN-8.

Comparative Reach											
	Oct-18				Jul-18				Oct-17		
	Ranking	Rounded up	Total %		Ranking	Rounded up	Total %		Ranking	Rounded up	Total %
TVM	[1]	141,000	35.41	TVM	[2]	104,000	29.91	TVM	[1]	143,000	37.99
ONE	[3]	75,000	18.69	ONE	[3]	52,000	14.85	ONE	[3]	63,000	16.81
Net	[4]	36,000	8.86	Net	[5]	29,000	8.24	Net	[4]	36,000	9.35
TVM 2	[6]	5,000	1.20	TVM 2	[4]	43,000	12.21	TVM 2	[5]	6,000	1.49
Xejk	[7]	4,000	0.81	Xejk	[6]	7,000	1.75	Xejk	[7]	2,000	0.29
F Living	[8]	3,000	0.74	F Living	[7]	4,000	1.07	F Living	[6]	4,000	0.84
Smash	[11]	1,000	0.22	Smash	[8]	2,000	0.43	Smash	[9]	1,000	0.16
				iTV	[11]	1,000	0.06	iTV	[8]	1,000	0.18
Parliament TV	[12]	1,000	0.12					Owners Best	[11]	1,000	0.05
TSN-GO	[5]	6,000	1.51	GO Sports	[9]	1,000	0.22	Parliament TV	[10]	1,000	0.13
TSN-Melita	[9]	3,000	0.63								
Melita More	[10]	1,000	0.24	GO Stars	[10]	1,000	0.21				
Foreign Stations	[2]	126,000	31.57	Foreign Stations	[1]	108,000	31.04	Foreign Station	[2]	123,000	32.7
			100.0				100.0				100.0

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 274,000 persons (aged 12 years and over) follow television regularly – 60.7%.

Compared to previous data, there was an increase of 4.9% of viewers over the previous assessment period of July 2018 and a minimal decrease of 1.0% over that of the same period last year (October 2017 – 64.7%). However it has to be pointed out that for the assessment of October 2017 12-15 year olds were not interviewed.



How many followed TV?

	Total N	Yes ^[1] N	No N	No Ans. N	Total %	Yes ^[1] %	No %	No Ans. %
Population								
[+12 years]	430,523	274,335	156,188	0	100	63.72	36.28	0.00
Gender								
Males	217,614	142,172	75,442	0	100	65.33	34.67	0.00
Females	212,909	132,163	80,746	0	100	62.07	37.93	0.00
	430,523	274,335	156,188	0				
Age group								
12-20	60,845	32,872	27,973	0	100	54.03	45.97	0.00
21-30	51,651	22,075	29,576	0	100	42.74	57.26	0.00
31-50	140,177	80,306	59,870	0	100	57.29	42.71	0.00
51-70	96,684	71,853	24,832	0	100	74.32	25.68	0.00
71+	81,166	67,228	13,938	0	100	82.83	17.17	0.00
	430,523	274,335	156,188	0				
South Harbour	74,285	47,172	27,113	0	100	63.50	36.50	0.00
North Harbour	138,143	88,694	49,449	0	100	64.20	35.80	0.00
South Eastern	62,965	42,256	20,709	0	100	67.11	32.89	0.00
Western	54,985	35,556	19,429	0	100	64.66	35.34	0.00
Northern	70,259	41,611	28,648	0	100	59.23	40.77	0.00
Gozo & Comino	29,886	19,045	10,841	0	100	63.72	36.28	0.00
	430,523	274,335	156,188	0				

^[1] Includes those who "did not remember which station they followed" [1.9%; ≈8,100] and those who "did not follow any particular tv station" [1.1%; ≈4,800].

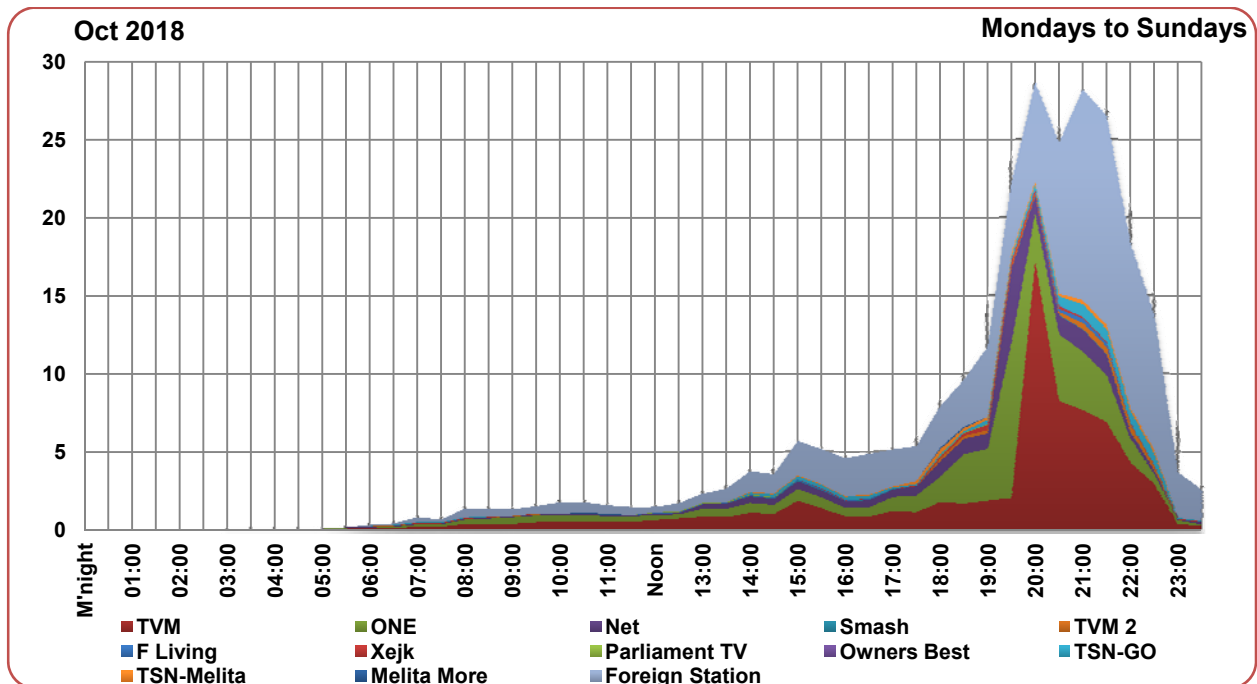
What audiences did TV stations attract?

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 viewers each station could attract, but also for how long each station was followed by each viewer. Thus, the basis of this section are the audiences for each station multiplied by the number of half-hour slots during which each viewer was following that particular station.

TV Audience Shares by Half-Hour Slots
 Audiences were not registered for all the half-hour slots. Audiences throughout the day started picking up slowly at 8:00am with 1.354% rising gradually to 1.455% by noon. Audiences then peaked up to 5.680% at 3:00pm and rose to 7.903% at 6:00pm. Audiences rose sharply from those at 7:00pm [11.729%] to 28.699% at 8:00pm where the average highest audiences were reached. Audiences were generally maintained but peaked to 28.228% by 9:00pm; falling to 18.386% at 10:00pm; and further to 3.654% at 11:00pm. 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. TVM attracted the largest amount of viewers [35.41%] followed by ONE [18.69%] and Net TV [8.86%]. TVM had the highest weekly average of 1.490%; followed by ONE with 0.949% and by Net TV [0.395%].

The highest overall percentage average viewers [Monday to Sunday] were attained by Foreign Stations with the highest total weekly average of 2.212% while the highest daily average of

viewing of a foreign station was that of Saturdays with 2.813%.

Excluding foreign stations, TVM had its highest average amongst all local stations for all the weekdays except for Thursdays. Its highest average was that on Sundays [2.540%] followed by that of Fridays [1.806%]; Mondays [1.539%]; Saturdays [1.394%]; Wednesdays [1.384%]; and Tuesdays [1.240%].

ONE had the highest average amongst all local stations on Thursdays [1.329%] while its highest amongst all the weekdays was that of Mondays [1.381%].

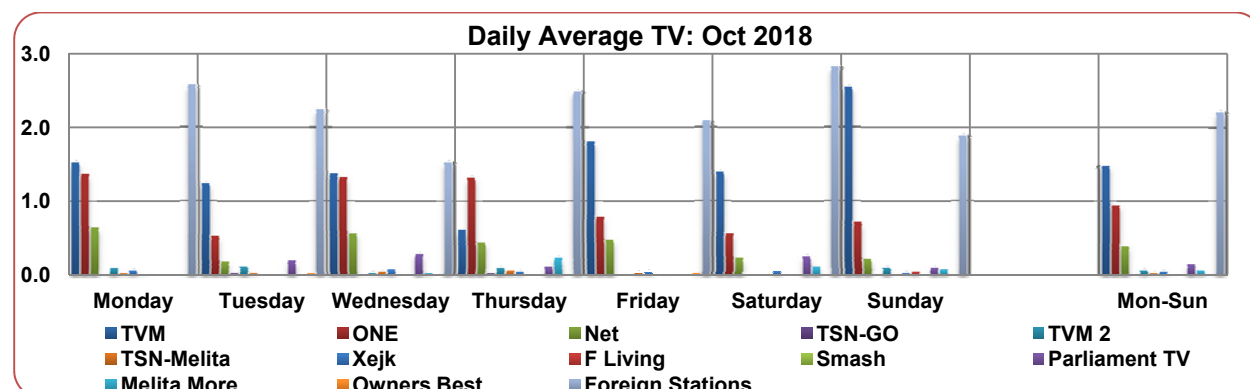
The highest average of Net TV was that on Mondays [0.641%].

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

	TVM	ONE	NET TV	TSN-GO	TVM 2	TSN-Melita	Xejk	F Living	Smash	Parliament TV	Melita More	Owners Best	Highest	Foreign Stations
Monday	1.539	1.381	0.641		0.085	0.026	0.059	0.015					1.539	2.570
Tuesday	1.240	0.522	0.174	0.021	0.103	0.025				0.192		0.023	1.240	2.238
Wednesday	1.384	1.329	0.570	0.012	0.026	0.040	0.068			0.285	0.031		1.384	1.536
Thursday	0.608	1.329	0.444	0.028	0.098	0.054	0.044			0.110	0.230		1.329	2.490
Friday	1.806	0.789	0.477			0.031	0.041		0.010			0.024	1.806	2.082
Saturday	1.394	0.562	0.224				0.049			0.249	0.107		1.394	2.813
Sunday	2.540	0.710	0.212		0.096		0.028	0.047		0.093	0.069		2.540	1.879
Mon-Sun	1.490	0.949	0.395	0.009	0.059	0.026	0.041	0.008	0.001	0.137	0.057	0.007	1.490	2.212
Highest	2.540	1.381	0.641	0.028	0.103	0.054	0.068	0.047	0.010	0.285	0.230	0.024	---	2.813

Average [N] TV Audiences by Weekday and By Station

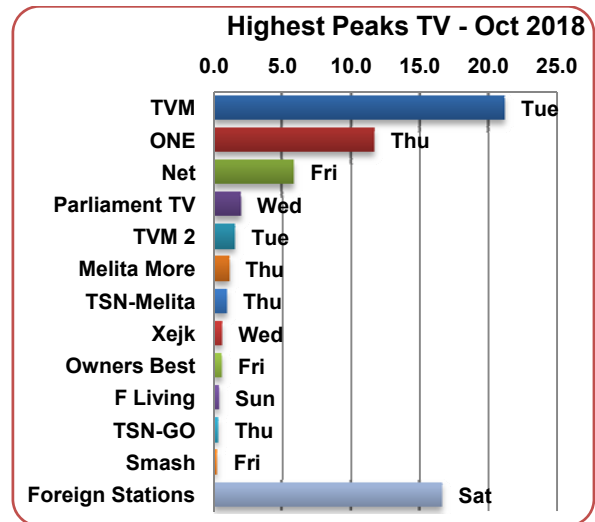
	TVM	ONE	NET TV	TSN-GO	TVM 2	TSN-Melita	Xejk	F Living	Smash	Parliament TV	Melita More	Owners Best	Highest	Foreign Stations
Monday	8,646	7,760	3,603		480	145	332	82					8,646	14,443
Tuesday	7,194	3,030	1,009	119	598	148				1,115		134	7,194	12,983
Wednesday	8,134	7,809	3,352	73	155	234	398			1,672	183		8,134	9,028
Thursday	3,446	7,527	2,516	156	554	304	250			621	1,303		7,527	14,101
Friday	10,215	4,462	2,699			178	231		59			136	10,215	11,777
Saturday	7,732	3,115	1,242				271			1,382	593		7,732	15,596
Sunday	13,886	3,884	1,157		524		152	255		507	376		13,886	10,273
Mon-Sun	8,448	5,383	2,239	51	333	146	232	46	8	778	325	40	8,448	12,544
Highest	13,886	7,809	3,603	156	598	304	398	255	59	1,672	1,303	136	---	15,596



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 except for Saturdays. The highest peak attained by TVM was on Tuesdays [20.207%] followed by that on Wednesdays with 19.472% and Fridays [19.415%]; while its lowest was that for Thursdays with 12.928%. ONE had its highest peak on Thursdays with 11.704%, while the highest peak of Net TV was on Fridays with 5.860%.



Percentage [%] Highest Peaks by TV Station by Weekday

	TVM	ONE	NET TV	TSN-GO	TVM 2	TSN-Melita	Xejk	F Living	Smash	Parliament TV	Melita More	Owners Best	Highest	Foreign Stations
Monday	14.024	11.672	4.482		0.461	0.619	0.323	0.233					14.024	13.834
Tuesday	21.207	7.585	5.241	0.301	1.562	0.611				1.107		0.554	21.207	14.314
Wednesday	19.472	10.809	5.790	0.198	0.317	0.409	0.599			1.975	0.374		19.472	11.797
Thursday	12.928	11.704	3.400	0.331	0.878	0.957	0.570			1.206	1.104		12.928	14.694
Friday	19.415	8.471	5.860			0.252	0.549		0.252			0.576	19.415	13.022
Saturday	15.496	9.692	4.985				0.323			0.748	0.428		15.496	16.651
Sunday	17.093	9.832	3.418		0.858		0.334	0.373		0.563	1.038		17.093	12.617
Highest	21.207	11.704	5.860	0.331	1.562	0.957	0.599	0.373	0.252	1.975	1.104	0.576	---	16.651

Highest Peaks [N] by TV Station by Weekday

	TVM	ONE	NET TV	Smash	TVM 2	F Living	Xejk	Parliament TV	GO Sports	GO Stars	Highest	Foreign Stations	
Monday	78,798	65,581	25,182		2,590	3,479	1,815	1,308			78,798	77,732	
Tuesday	123,032	44,005	30,404	1,748	9,063	3,543			6,422	3,215	123,032	83,040	
Wednesday	114,420	63,513	34,024	1,163	1,864	2,403	3,520		11,603	2,199	114,420	69,320	
Thursday	73,226	66,293	19,257	1,874	4,975	5,420	3,226		6,832	6,256	73,226	83,229	
Friday	109,831	47,922	33,149			1,425	3,107		1,425		109,831	73,665	
Saturday	85,925	53,741	27,640				1,789		4,145	2,374	85,925	92,328	
Sunday	93,446	53,749	18,683		4,691		1,827	2,038	3,076	5,674	93,446	68,977	
Highest	123,032	66,293	34,024	1,874	9,063	5,420	3,520	2,038	11,603	6,256	3,259	---	92,328

Daily Average Hours of TV consumption

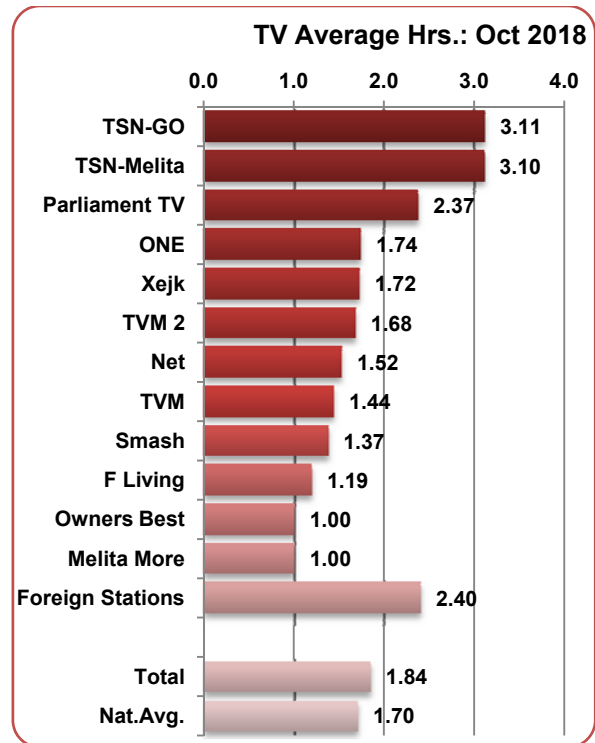
This average gives the amount of time that each viewer has spent following each TV station. This is derived from the total number of hours that consumers watched television divided by the total number of viewers of each broadcasting station.

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 [35.41%] followed by ONE [18.69%], the time spent on average by both TVM and ONE viewers was at 1.44hrs and 1.74hrs respectively. Those following a foreign station spent an average of 2.40hrs.

The average amount of hours over all TV viewers amounts to 1.84hrs per viewer and over the whole of the population aged 12 years and over, these amounts to 1.70hrs.

On average the stations which managed to maintain their audiences for the longest time were TSN-Go [3.11hrs] and TSN-Melita [3.10hrs].

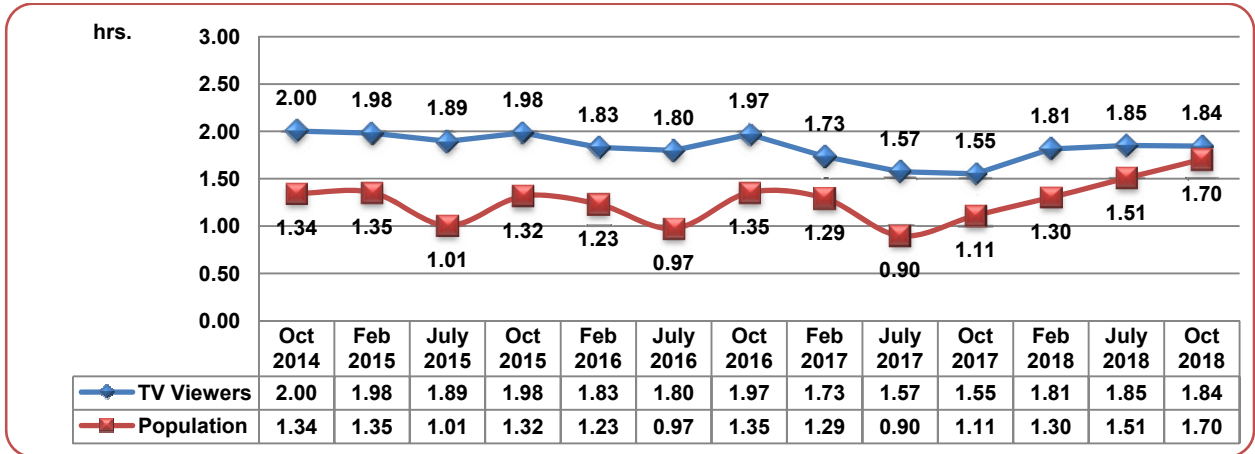


Audiences by Gender, by Age Group, and by district

	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	141,000	1.44	32.66	38.39	44.66	35.87	36.64	34.34	31.77	33.87	33.07	39.94	35.80	36.09	38.44
ONE	75,000	1.74	19.11	18.23	13.53	18.46	14.55	23.60	19.50	22.10	18.13	22.56	15.97	13.65	19.59
NET TV	36,000	1.52	8.43	9.32	2.54	10.83	4.20	8.36	16.07	11.02	7.27	7.61	8.78	8.32	15.05
Smash	1,000	1.37	0.14	0.32				0.40	0.40	0.25	0.19			0.49	0.71
TVM 2	5,000	1.68	1.19	1.20	2.73		1.42	0.47	1.52	2.15	1.28	0.56	1.42	0.83	
F Living	3,000	1.19	1.05	0.40	1.78		0.53	0.69	0.82	1.05	0.79		0.37	1.18	1.14
Xejk	4,000	1.72	0.63	1.02		1.45		0.42	2.23	0.75	0.81	1.23	0.79	0.34	1.14
Parliament TV	1,000	2.37	0.13	0.10				0.40				0.44	0.37		
Owners Best	1,000	1.00	0.00	0.10				0.17					0.37		
TSN-GO	6,000	3.11	2.71	0.21	4.40	1.23	1.71	0.47	1.45	0.33	1.57	2.15	3.47	1.06	
TSN-Melita	3,000	3.10	1.22	0.00	0.89		1.42		0.59		0.83	0.57	0.57	1.38	
Melita More	1,000	1.00	0.00	0.51	1.34	1.56							0.85	0.90	
Foreign Stations	126,000	2.40	32.74	30.19	28.14	30.60	39.54	30.66	25.64	28.48	36.08	24.93	31.24	35.75	23.93
			100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

The average number of hours over all TV viewers amounts to 1.84hrs per viewer. This was just 36 seconds less than that registered at the previous assessment in July 2018 [1.85hrs] and 17'24" higher than that of the same period last year [October 2017: 1.55hrs].

Over the whole of the population aged 12 years and over, average viewing was at 1.70hrs which was 11'24" higher than at the previous assessment of July 2018 [1.51hrs] and 35'24" higher than that of the same period last year [October 2017: 1.11hrs].



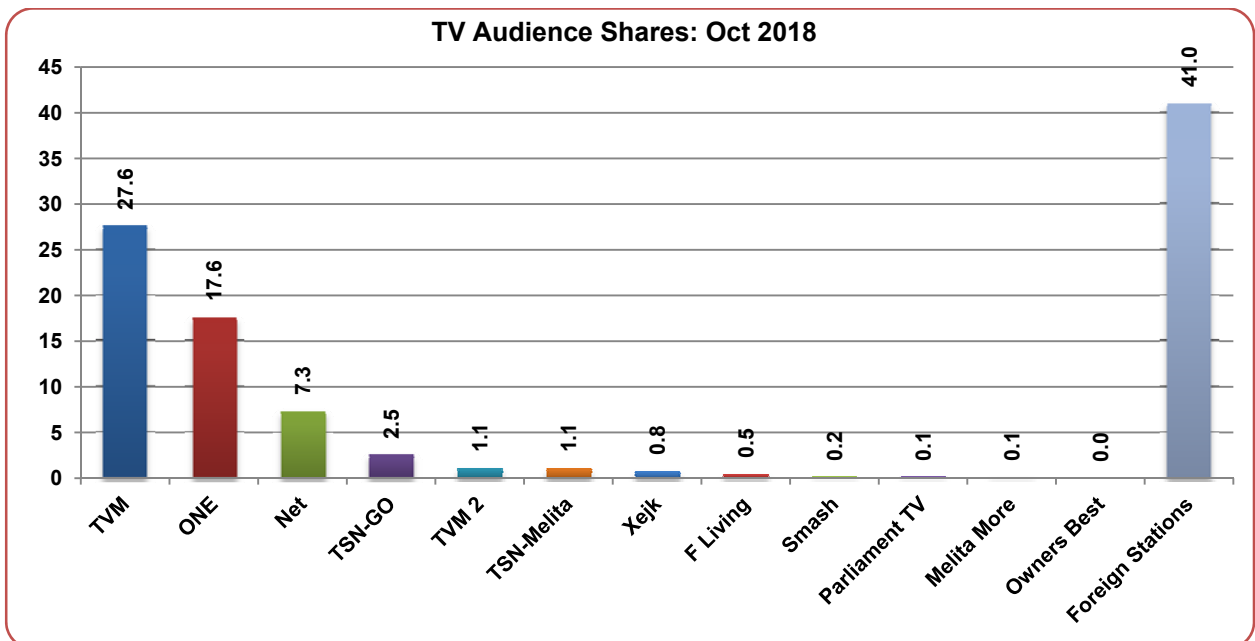
TV Stations Audience Share

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

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

Excluding all those watching foreign stations [41.0%] TVM ranked first with 27.6%; followed by ONE with 17.6%; and Net TV with 7.3%.

TV viewers watching foreign stations did so for an average of 2.40hrs while viewers watching TVM did so for an average of 1.44 hrs.



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 was read out by the interviewers and respondents declared their preference.

Out of all the responses Local & Foreign News were the most favourite programme genre [26.3%]; local Drama programmes ranked second [16.4%]; while Discussion & Current Affairs programmes ranked third [11.1%]. Cultural/Educational programmes ranked fourth [8.4%] followed by Sport programmes [8.2%]. The other categories named by respondents were as follows:

Documentaries	– 7.6%
Light Entertainment/Comedy/Games	– 7.0%
Music Videos	– 5.8%
Religious	– 4.3%
Teleshopping	– 2.5%
Children's	– 2.3%

The results for each programme genre were compared to population demographics [total population aged 12 and over = 430,523].

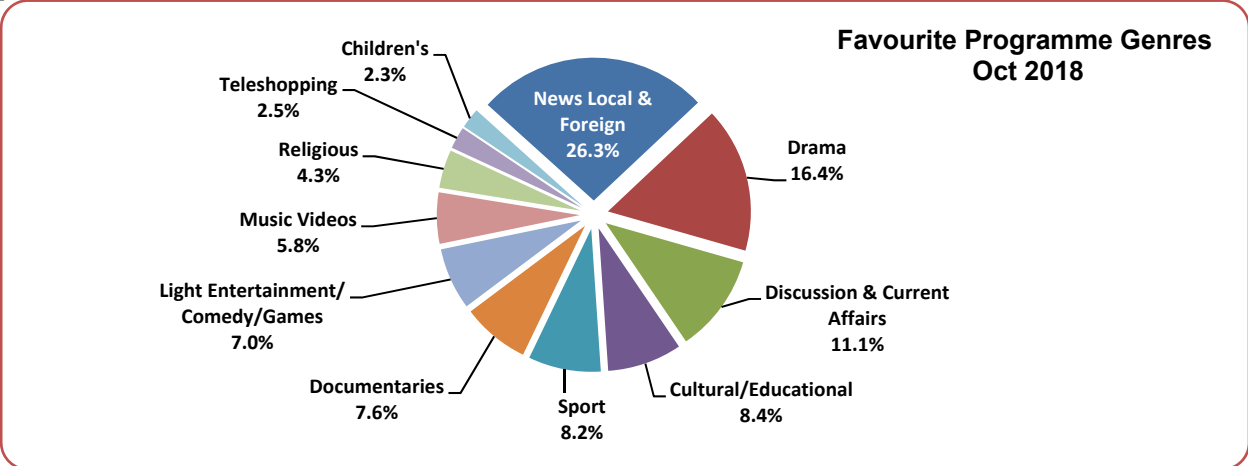
Analysed by gender, male preferences exceeded female preferences most for sports programmes [M:31.7%; F:7.6%] followed by Local and Foreign News [M:65.2; F: 61.6%]. Preferences slightly differed between males and females for Music Videos [M: 14.0%; F: 13.9%] and Documentaries [M:18.3%; F: 18.5%].

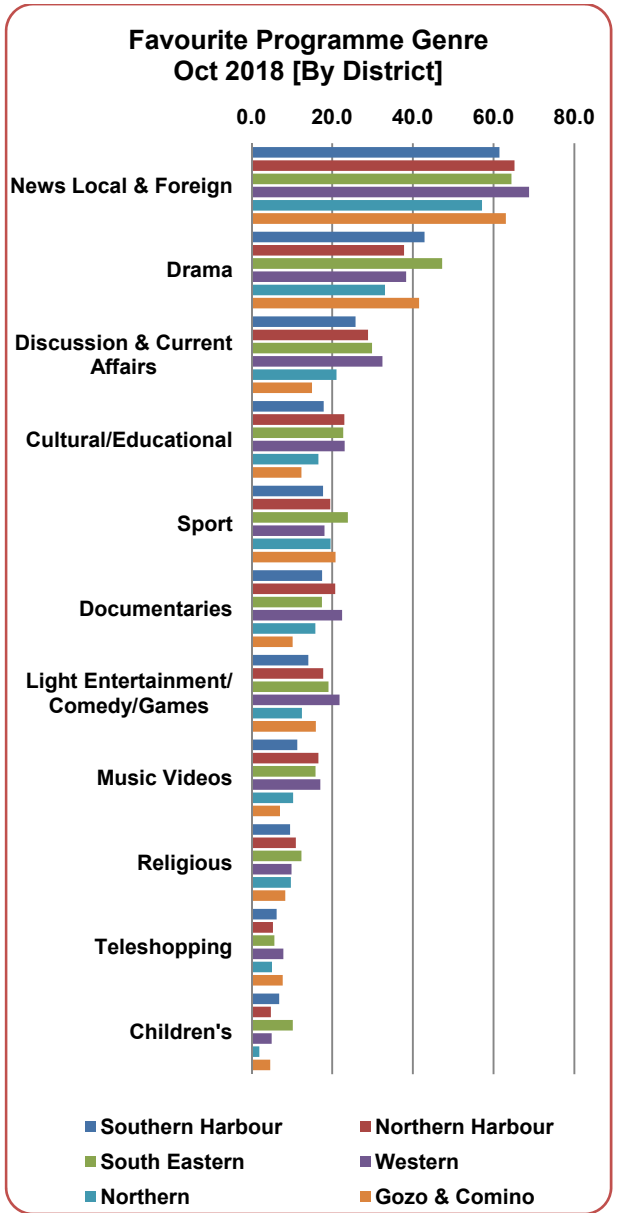
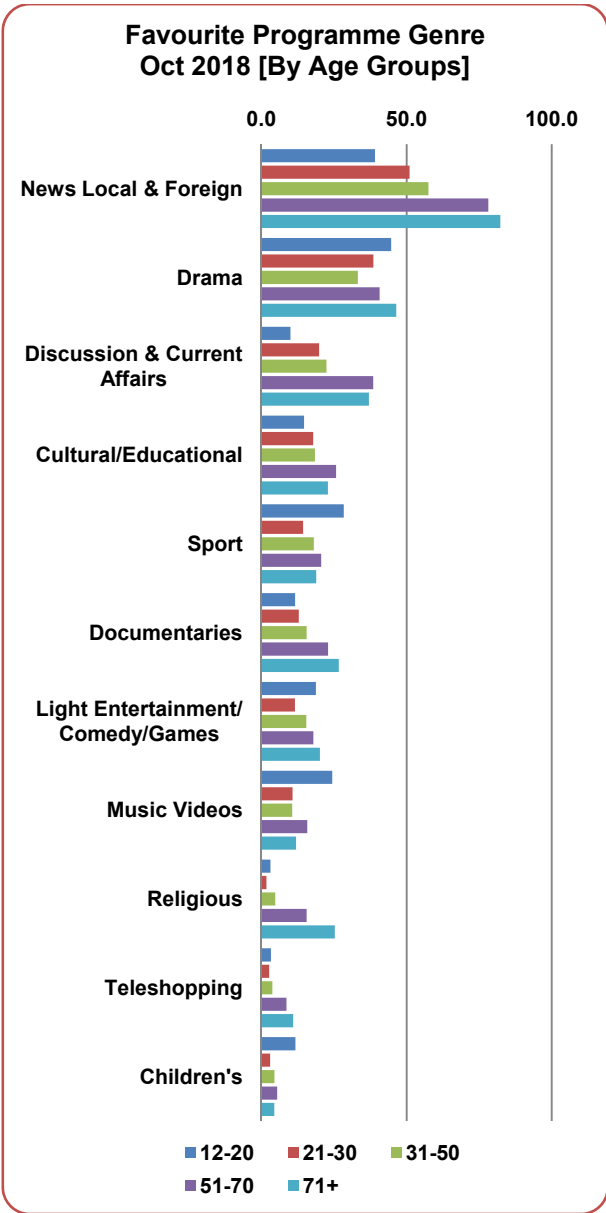
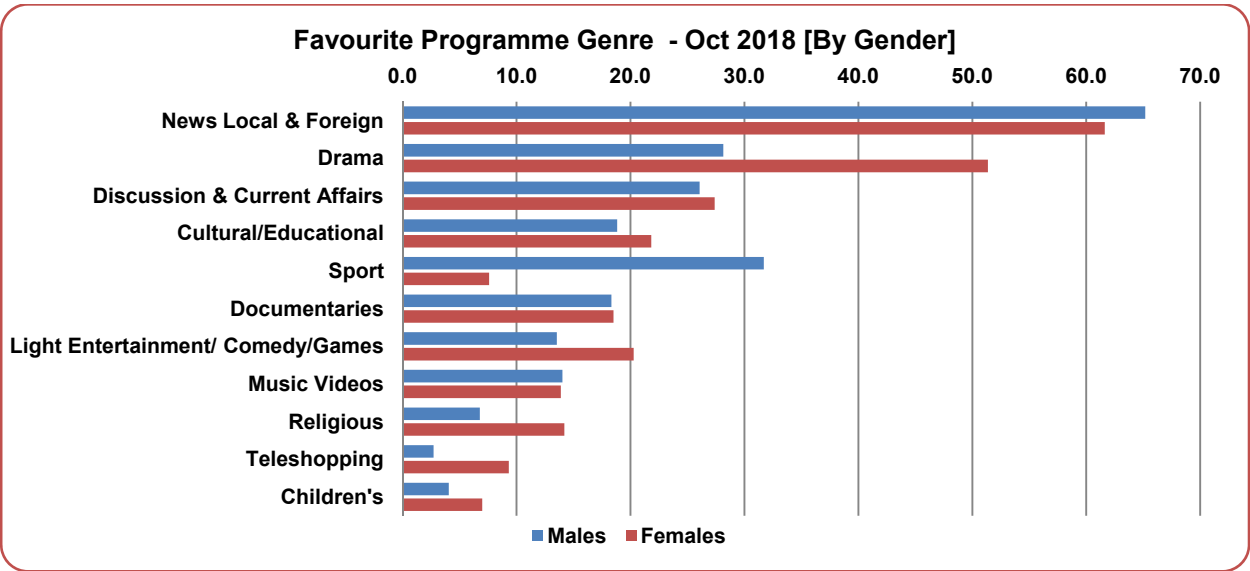
Female preferences exceed male preference for Drama by 23.2% [F:51.4%; M:28.1%]; Religious programmes by 7.4% [F:14.2%; M: 3.8%]; Light Entertainment by 6.7% [F:20.3%; M: 13.5%]; and Teleshopping by 6.6% [F:9.3%; M: 2.7%]. The differences between gender for Cultural/Educational programmes, Children's Programmes, and Discussion/Current Affairs programmes was of 3.0% and less.

Analysed by age-groups, the preference for News was the highest amongst all those above 20 years old and their preference increased dramatically from 51.0% for 21-30 year olds; to 57.5% [31-50 year olds]; to 78.1% [51-70 year olds]; and up to 82.3% for 71+ year olds. Similarly for Drama, though the increase was less dramatic from 38.6% for 21-30 year olds to 46.4% for 71+. Similarly, Discussion and Current Affairs programmes ranked third amongst all those above 20 years old; increasing from 19.9% of all 21-30 years old to 38.5% of all 51-70 years old; and decreasing slightly for 71+ year olds [37.0%].

On the other hand the first preference for 12-20 year olds was for Drama [44.7%]; followed by News [39.1%]; Sport programmes [28.4%]; and Music Videos [24.4%].

Analysed by districts, overall the same ranking in preferences prevail.





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	273,059	[1]	141,851	131,208	23,789	26,351	80,613	75,529	66,777	45,643	90,052	40,569	37,829	40,130	18,837
Drama	170,606	[2]	61,237	109,369	27,173	19,913	46,501	39,349	37,670	31,848	52,251	29,759	21,071	23,261	12,417
Discussion & Current Affairs	115,030	[3]	56,732	58,298	6,079	10,259	31,409	37,240	30,044	19,149	39,918	18,815	17,857	14,808	4,484
Cultural/Educational	87,460	[4]	40,994	46,466	8,925	9,206	25,853	24,875	18,599	13,285	31,821	14,308	12,689	11,659	3,697
Sport	85,167	[5]	68,988	16,179	17,257	7,418	25,275	19,912	15,305	13,178	26,981	15,039	9,963	13,782	6,224
Documentaries	79,260	[6]	39,866	39,393	7,061	6,643	21,767	22,185	21,604	13,015	28,696	11,010	12,351	11,138	3,050
Light Entertainment/ Comedy/Games	72,607	[7]	29,440	43,167	11,408	5,944	21,641	17,259	16,356	10,462	24,575	12,021	11,997	8,789	4,764
Music Videos	60,099	[8]	30,523	29,575	14,818	5,542	14,816	15,233	9,690	8,423	22,928	9,986	9,393	7,254	2,114
Religious	44,987	[9]	14,749	30,238	1,882	879	6,682	15,026	20,518	7,124	15,216	7,811	5,452	6,878	2,506
Teleshopping	25,779	[10]	5,920	19,859	1,982	1,368	5,238	8,317	8,873	4,637	7,339	3,581	4,346	3,565	2,310
Children's	23,712	[11]	8,823	14,889	7,101	1,552	6,232	5,230	3,596	5,099	6,632	6,449	2,753	1,390	1,389
Total Responses [n]	1,037,766		499,125	538,641	127,475	95,076	286,028	280,155	249,031	171,863	346,409	169,348	145,700	142,654	61,793
	%		%	%	%	%	%	%	%	%	%	%	%	%	%
News Local & Foreign	26.3	[1]	28.4	24.4	18.7	27.7	28.2	27.0	26.8	26.6	26.0	24.0	26.0	28.1	30.5
Drama	16.4	[2]	12.3	20.3	21.3	20.9	16.3	14.0	15.1	18.5	15.1	17.6	14.5	16.3	20.1
Discussion & Current Affairs	11.1	[3]	11.4	10.8	4.8	10.8	11.0	13.3	12.1	11.1	11.5	11.1	12.3	10.4	7.3
Cultural/Educational	8.4	[4]	8.2	8.6	7.0	9.7	9.0	8.9	7.5	7.7	9.2	8.4	8.7	8.2	6.0
Sport	8.2	[5]	13.8	3.0	13.5	7.8	8.8	7.1	6.1	7.7	7.8	8.9	6.8	9.7	10.1
Documentaries	7.6	[6]	8.0	7.3	5.5	7.0	7.6	7.9	8.7	7.6	8.3	6.5	8.5	7.8	4.9
Light Entertainment/ Comedy/Games	7.0	[7]	5.9	8.0	8.9	6.3	7.6	6.2	6.6	6.1	7.1	7.1	8.2	6.2	7.7
Music Videos	5.8	[8]	6.1	5.5	11.6	5.8	5.2	5.4	3.9	4.9	6.6	5.9	6.4	5.1	3.4
Religious	4.3	[9]	3.0	5.6	1.5	0.9	2.3	5.4	8.2	4.1	4.4	4.6	3.7	4.8	4.1
Teleshopping	2.5	[10]	1.2	3.7	1.6	1.4	1.8	3.0	3.6	2.7	2.1	2.1	3.0	2.5	3.7
Children's	2.3	[11]	1.8	2.8	5.6	1.6	2.2	1.9	1.4	3.0	1.9	3.8	1.9	1.0	2.2
% 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]	430,523		217,614	212,909	60,845	51,651	140,177	96,684	81,166	74,285	138,143	62,965	54,985	70,259	29,886
	%		%	%	%	%	%	%	%	%	%	%	%	%	%
News Local & Foreign	63.4	[1]	65.2	61.6	39.1	51.0	57.5	78.1	82.3	61.4	65.2	64.4	68.8	57.1	63.0
Drama	39.6	[2]	28.1	51.4	44.7	38.6	33.2	40.7	46.4	42.9	37.8	47.3	38.3	33.1	41.5
Discussion & Current Affairs	26.7	[3]	26.1	27.4	10.0	19.9	22.4	38.5	37.0	25.8	28.9	29.9	32.5	21.1	15.0
Cultural/Educational	20.3	[4]	18.8	21.8	14.7	17.8	18.4	25.7	22.9	17.9	23.0	22.7	23.1	16.6	12.4
Sport	19.8	[5]	31.7	7.6	28.4	14.4	18.0	20.6	18.9	17.7	19.5	23.9	18.1	19.6	20.8
Documentaries	18.4	[6]	18.3	18.5	11.6	12.9	15.5	22.9	26.6	17.5	20.8	17.5	22.5	15.9	10.2
Light Entertainment/ Comedy/Games	16.9	[7]	13.5	20.3	18.7	11.5	15.4	17.9	20.2	14.1	17.8	19.1	21.8	12.5	15.9
Music Videos	14.0	[8]	14.0	13.9	24.4	10.7	10.6	15.8	11.9	11.3	16.6	15.9	17.1	10.3	7.1
Religious	10.4	[9]	6.8	14.2	3.1	1.7	4.8	15.5	25.3	9.6	11.0	12.4	9.9	9.8	8.4
Teleshopping	6.0	[10]	2.7	9.3	3.3	2.6	3.7	8.6	10.9	6.2	5.3	5.7	7.9	5.1	7.7
Children's	5.5	[11]	4.1	7.0	11.7	3.0	4.4	5.4	4.4	6.9	4.8	10.2	5.0	2.0	4.6
% of Total Population	241.0		229.4	253.0	209.5	184.1	204.0	289.8	306.8	231.4	250.8	269.0	265.0	203.0	206.8

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, 78 listeners named a second station while another 8 respondents named a third radio station.

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

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

Audience Reach by Radio Station																
	Ranking	Total [≈N] [rounded-up]	Total %	Gender		Age Group					District					
				Males	Females	12-20	21-30	31-50	51-70	71+	South Harbour	North Harbour	South Eastern	Western District	Northern District	Gozo & Comino
Bay Radio	[1]	56,000	22.39	19.52	25.38	74.58	38.52	29.33	3.76		18.46	22.23	20.67	21.96	28.15	24.13
ONE Radio	[2]	44,000	17.61	21.08	14.00	2.14	2.56	11.64	32.97	26.40	24.52	16.30	23.36	17.73	11.06	7.42
Vibe FM	[3]	27,000	10.60	10.51	10.70	4.12	37.26	15.18	1.09		9.60	10.87	7.58	10.90	13.84	9.83
Radju Malta	[4]	25,000	9.82	7.57	12.18	2.14	7.47	4.44	14.82	19.28	9.54	11.01	14.64	6.66	6.78	8.21
Calypso Radio	[5]	19,000	7.56	9.02	6.03		1.37	6.06	14.39	9.12	7.22	7.60	6.81	5.83	8.62	11.41
Net FM	[6]	15,000	5.79	6.49	5.06			4.38	7.95	11.75	3.25	5.97	4.50	5.19	8.98	8.21
Radju Marija	[7]	14,000	5.39	2.55	8.36		1.52	1.96	7.61	14.13	5.51	5.46	6.08	6.39	5.07	1.33
RTK	[8]	13,000	5.11	4.77	5.46		2.35	1.60	7.14	13.46	5.85	2.86	3.49	8.06	4.81	13.28
Magic	[9]	12,000	4.69	5.97	3.36	7.10		8.53	3.50		4.42	3.86	3.35	5.26	6.58	6.71
X FM	[10]	9,000	3.36	4.56	2.11		5.28	6.91	0.35		3.54	5.28		5.36	1.99	
Smash Radio	[12]	5,000	1.85	0.99	2.75	2.72	3.67	2.76	0.68		2.15	0.71	4.38	0.00	2.74	2.59
Campus FM	[13]	4,000	1.25	1.80	0.67			1.20	2.22	1.40	4.15	1.12	0.00	1.14		
Radju Malta 2	[14]	3,000	1.04	1.30	0.78			1.15	1.19	1.66	0.54	0.71	0.74	2.21	0.70	3.44
Bay Easy	[15]	2,000	0.56	0.55	0.57	3.60		0.71				1.20		1.31		
Community Stations	[16]	1,000	0.38	0.46	0.30				0.52	1.37	0.42				0.70	3.44
Foreign Stations	[11]	7,000	2.59	2.88	2.29	3.60		4.16	1.80	1.42	0.84	4.81	4.38	2.01		
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.

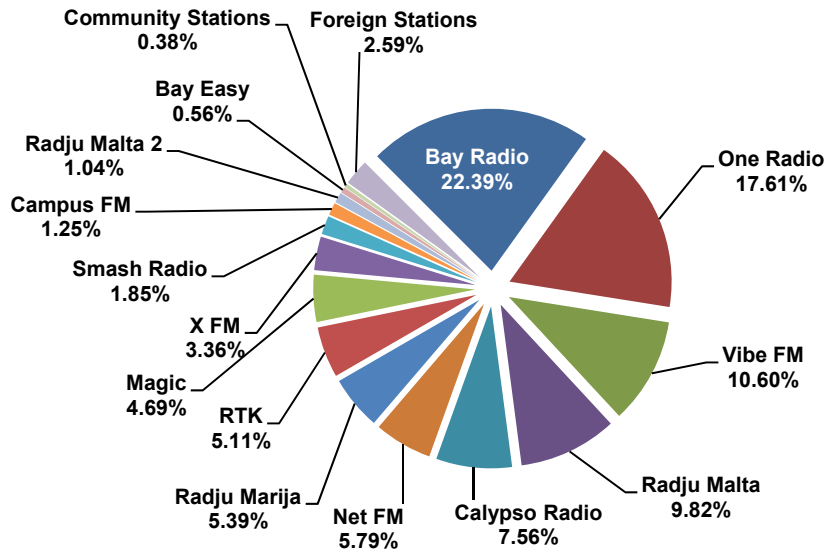
ONE Radio [which ranked second - 17.61%] and Radju Malta [which ranked fourth - 9.82%] were the only stations that were followed by all the age groups.

ONE Radio was the most followed station by all those over fifty years old – with just below a third [32.97%] of all 51-70 year olds and just above a quarter of all 71+ year olds [26.4%] following this station.

89.7 Bay has attracted the largest amount of radio listeners [22.39%] with ≈56,000 listeners. This station was followed by ONE Radio with 17.61% of all listeners [≈44,000]; Vibe FM with 10.6% [≈27,000]; and Radju Malta [9.82%; ≈25,000].

89.7 Bay was the most followed station by all those under fifty years old – with nearly 74.6% of 12-20 year olds; more than a third of 21-30 year olds [38.52%]; and 29.33% of all 31-50 year olds following this station.

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

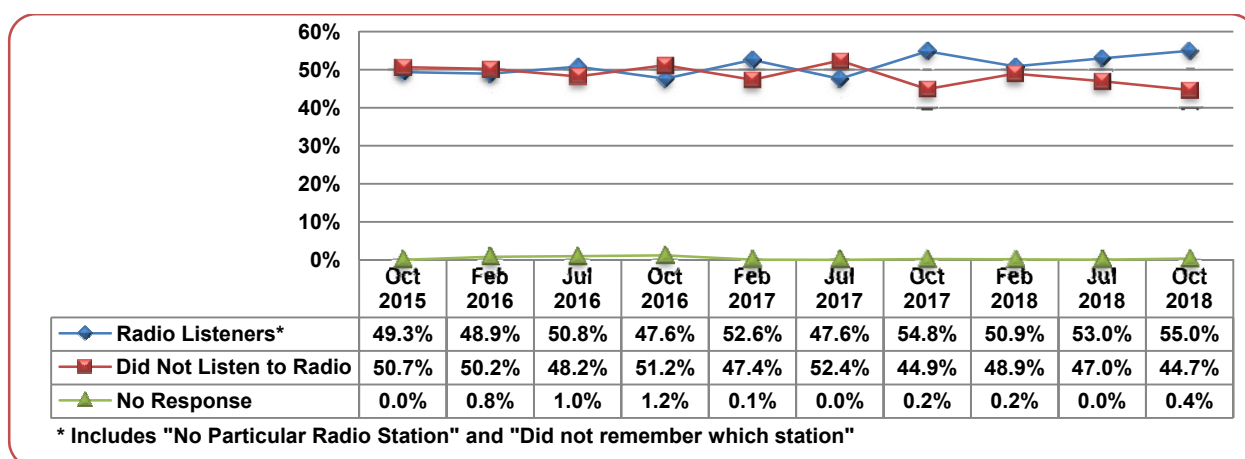


How many listened to Radio?

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, 237,000 persons (aged 12 years and over) listen to radio regularly. This is just above half the population – 54.9%.

Compared to previous data, there was an increase of 2.0% of radio listeners over the previous assessment period of July 2018 and an increase of 0.2% over that of the same period last year (October 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 October 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]	430,523	236,578	192,333	1,613	100	54.95	44.67	0.37	
Gender									
Males	217,614	122,881	93,861	871	100	56.47	43.13	0.40	
Females	212,909	113,696	98,472	741	100	53.40	46.25	0.35	
	430,523	236,578	192,333	1,613					
Age group									
12-20	60,845	19,709	41,136		100	32.39	67.61	0.00	
21-30	51,651	28,430	23,220		100	55.04	44.96	0.00	
31-50	140,177	93,143	46,477	557	100	66.45	33.16	0.40	
51-70	96,684	49,648	46,617	420	100	51.35	48.22	0.43	
71+	81,166	45,648	34,883	636	100	56.24	42.98	0.78	
	430,523	236,578	192,333	1,613					
South Harbour	74,285	41,422	32,627	236	100	55.76	43.92	0.32	
North Harbour	138,143	73,935	63,016	1,193	100	53.52	45.62	0.86	
South Eastern	62,965	34,326	28,639		100	54.52	45.48	0.00	
Western	54,985	33,930	21,055		100	61.71	38.29	0.00	
Northern	70,259	39,116	31,143		100	55.67	44.33	0.00	
Gozo & Comino	29,886	13,849	15,852	184	100	46.34	53.04	0.62	
	430,523	236,578	192,333	1,613					

^[1] Includes those who "did not remember which station they followed" [1.7%; ≈7,200] and those who "did not follow any particular radio station" [2.4%; ≈10,500].

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.

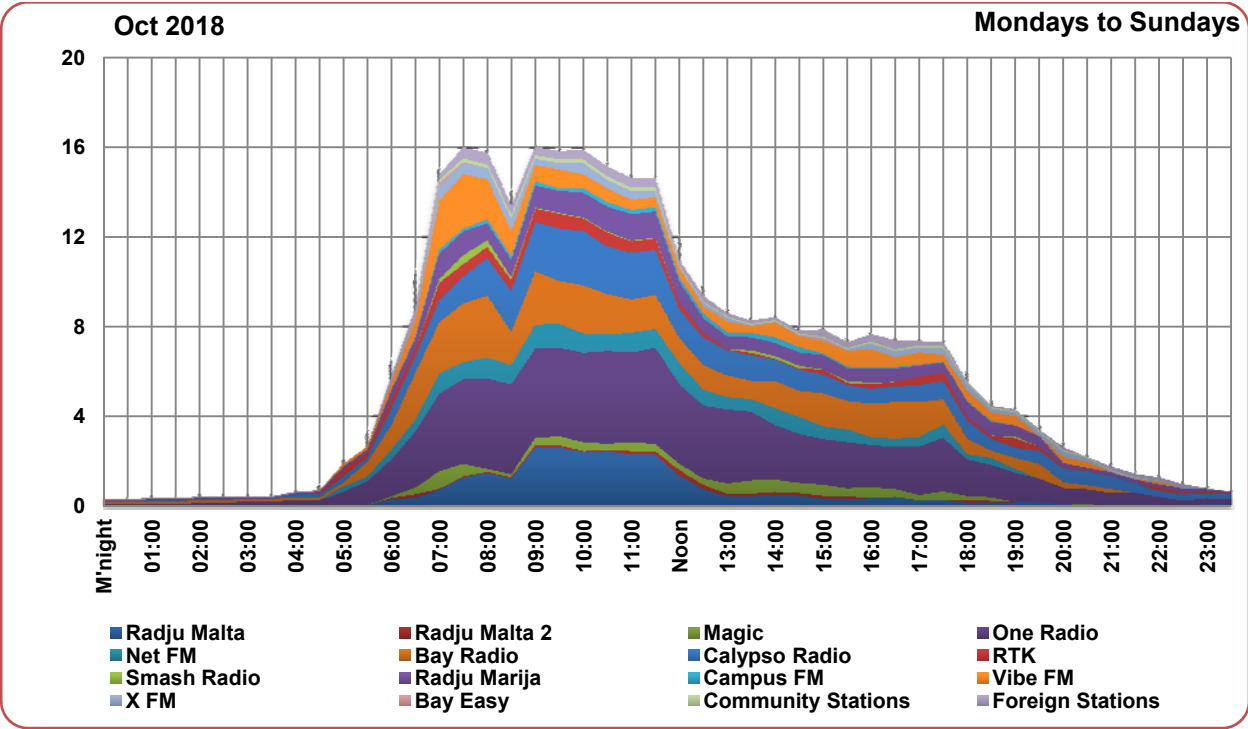
The focus of this section is not only on how many listeners each station could attract, but also for how long each station was able to maintain their audiences. Thus, the basis of the analysis are the audiences for each station multiplied by the number of half-hour slots during which they were following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

Audiences increased from 5.76% at 6:00am to 14.78% at 7:00am; peaking again at 8:00am at 15.76% and again at 9:00am with 16.02% of potential listeners. This level of radio listening was maintained till 11:30am [14.64%]. Audiences rapidly decreased to 8.58% at 1:00pm and gradually decreasing after 1:00pm while slightly peaking to 7.87% at 3:00pm. Audiences then gradually decreased to 2.61% at 8:00pm. Night-time radio audiences after 10:30pm 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 0.72% per half hour slot.



Average Audiences

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

ONE Radio attained the highest total average amongst all stations [1.791%] followed by 89.7 Bay [0.904%], Calypso Radio [0.792%] and Radju Malta [0.542%].

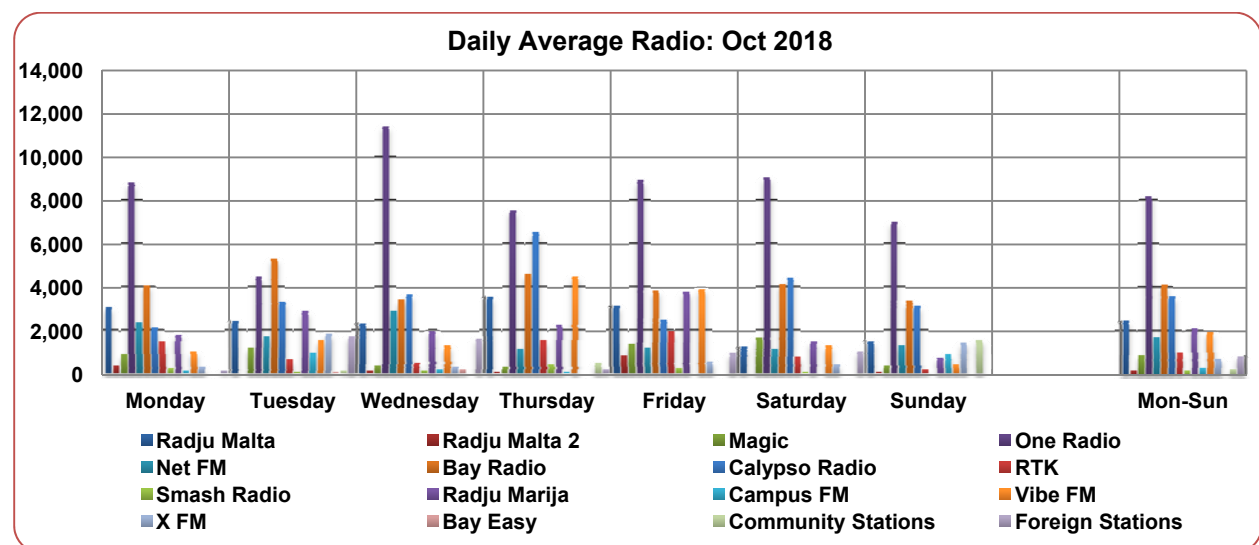
ONE Radio had the highest average amongst all stations for all the weekdays except of that of Tuesdays; with that of Wednesdays (2.523%) being its highest percentage average.

89.7 Bay had its highest average on Tuesdays [1.142%] which was also the highest average amongst all stations.

Calypso Radio had its highest average on Thursdays [1.427%] and similarly Radju Malta on Thursdays with its highest of 0.780%.

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	Bay Easy	Community	Foreign	Highest
Monday	0.687	0.080	0.198	1.961	0.527	0.912	0.476	0.329	0.056	0.403	0.029	0.229	0.072			0.035	1.961
Tuesday	0.521		0.261	0.960	0.371	1.142	0.717	0.144	0.020	0.621	0.207	0.333	0.399	0.013	0.030	0.373	1.142
Wednesday	0.517	0.033	0.088	2.523	0.639	0.752	0.808	0.113	0.036	0.437	0.039	0.284	0.074	0.046		0.361	2.523
Thursday	0.780	0.020	0.069	1.651	0.254	1.010	1.427	0.340	0.096	0.494	0.015	0.987			0.104	0.048	1.651
Friday	0.646	0.175	0.282	1.847	0.250	0.795	0.510	0.407	0.055	0.785		0.811	0.118			0.195	1.847
Saturday	0.279	0.010	0.380	2.055	0.263	0.942	0.999	0.179	0.013	0.338		0.293	0.098			0.237	2.055
Sunday	0.343	0.019	0.087	1.583	0.294	0.755	0.705	0.047		0.169	0.204	0.104	0.322		0.347		1.583
Mon-Sun	0.542	0.048	0.196	1.791	0.380	0.904	0.792	0.221	0.039	0.473	0.073	0.428	0.159	0.009	0.063	0.189	1.791
Highest	0.780	0.175	0.380	2.523	0.639	1.142	1.427	0.407	0.096	0.785	0.207	0.987	0.399	0.046	0.347	0.373	---

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	Bay Easy	Community	Foreign	Total
Monday	3,101	360	895	8,846	2,377	4,112	2,145	1,483	252	1,820	132	1,032	324			156	8,846
Tuesday	2,434		1,218	4,483	1,730	5,330	3,349	671	93	2,898	966	1,554	1,861	61	140	1,742	5,330
Wednesday	2,351	150	400	11,480	2,908	3,419	3,677	515	164	1,988	177	1,292	336	208		1,644	11,480
Thursday	3,576	91	315	7,571	1,166	4,633	6,542	1,557	440	2,264	70	4,526			479	221	7,571
Friday	3,135	849	1,366	8,957	1,215	3,858	2,471	1,974	266	3,809		3,935	573			947	8,957
Saturday	1,234	46	1,682	9,100	1,165	4,172	4,422	793	58	1,498		1,299	432			1,051	9,100
Sunday	1,526	85	390	7,052	1,308	3,363	3,142	209		751	909	465	1,435		1,548		7,052
Mon-Sun	2,481	222	898	8,202	1,739	4,142	3,627	1,013	179	2,165	334	1,961	730	43	289	865	8,202
Highest	3,576	849	1,682	11,480	2,908	5,330	6,542	1,974	440	3,809	966	4,526	1,861	208	1,548	1,742	---



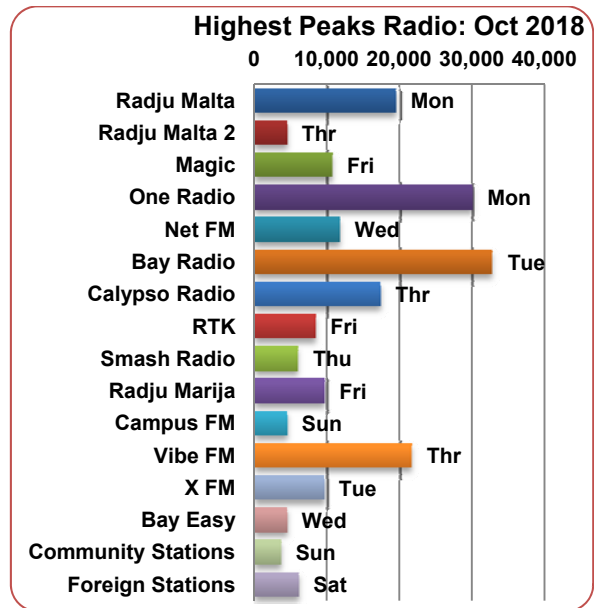
Peak Audiences

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, 89.7 Bay had the highest peak amongst all stations on Tuesdays [7.008%]. The next highest peak was that of ONE Radio [6.639%] on Mondays.

ONE Radio had the highest peak amongst all stations on four weekdays – Mondays: 6.639%; Wednesdays: 6.090%; Fridays: 5.840%; and Sundays: 5.256%.

89.7 Bay had the highest peak amongst all stations on two weekdays – Tuesdays: 7.008%; and Saturdays: 6.230%; while Vibe FM had such highest peak on Thursdays: 4.713%.



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	Bay Easy	Community	Foreign	Highest
Mon	4.298	0.352	0.952	6.639	1.454	5.081	1.148	0.944	1.287	1.873	0.352	2.083	0.861			0.831	6.639
Tue	2.487		2.229	3.478	1.353	7.008	2.426	0.870	0.239	1.721	0.657	2.868	2.028	0.315	0.239	1.239	7.008
Wed	2.905	0.395	1.467	6.090	2.570	4.437	3.423	0.885	0.865	1.468	0.801	4.114	0.851	0.961		1.214	6.090
Thu	3.470	0.950	1.142	4.626	1.280	4.228	3.764	0.956	1.289	1.732	0.402	4.713			0.501	0.578	4.713
Fri	3.229	0.840	2.190	5.840	1.209	3.681	1.330	1.716	0.943	1.970		3.757	1.135			1.237	5.840
Sat	2.778	0.495	1.763	5.233	1.348	6.230	2.976	1.254	0.625	1.045		1.719	0.936			1.265	6.230
Sun	1.640	0.458	0.690	5.256	2.084	3.871	3.086	0.901	0.000	0.946	0.979	1.357	2.071		0.796		5.256
Highest	4.298	0.950	2.229	6.639	2.570	7.008	3.764	1.716	1.289	1.970	0.979	4.713	2.071	0.961	0.796	1.265	---

Highest Peaks [N] by Radio Station by Weekday

[N]	Radju Malta	Radju Malta 2	Magic Malta	ONE Radio	NET FM	89.7 Bay	Calypso Radio	RTK	Smash Radio	Radju Marija	Campus FM	Vibe FM	X FM	Bay Easy	Community	Foreign	Highest
Mon	19,388	1,586	4,294	29,948	6,560	22,918	5,180	4,259	5,806	8,449	1,586	9,396	3,885			3,750	29,948
Tue	11,611		10,404	16,237	6,314	32,713	11,323	4,061	1,117	8,035	3,069	13,388	9,469	1,471	1,117	5,782	32,713
Wed	13,219	1,797	6,675	27,707	11,693	20,189	15,573	4,027	3,936	6,681	3,643	18,716	3,871	4,374		5,524	27,707
Thu	15,910	4,357	5,236	21,207	5,870	19,383	17,257	4,384	5,909	7,943	1,843	21,609			2,299	2,650	21,609
Fri	15,661	4,074	10,621	28,327	5,866	17,854	6,452	8,322	4,574	9,553		18,222	5,504			5,999	28,327
Sat	12,302	2,194	7,806	23,173	5,969	27,587	13,180	5,552	2,767	4,629		7,613	4,145			5,601	27,587
Sun	7,306	2,038	3,076	23,415	9,283	17,244	13,748	4,015		4,216	4,363	6,047	9,224		3,544		23,415
Highest	19,388	4,357	10,621	29,948	11,693	32,713	17,257	8,322	5,909	9,553	4,363	21,609	9,469	4,374	3,544	5,999	---

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.

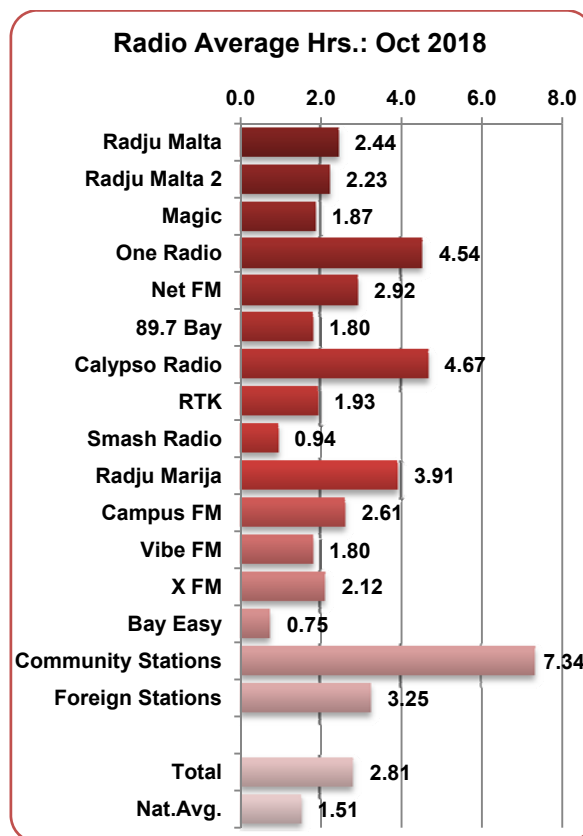
This average is susceptible to outliers especially where broadcasting stations have registered a small amount of listeners who logged on to that particular station for long time-spans. However, considering also the demographical nature of radio listeners for each particular station, the average amount 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 [22.39%]; a quarter of all female radio listeners [25.38%] and 19.52% of male listeners. However the listeners of 89.7 Bay were mostly below 50 years old. In fact 89.7 Bay attracted just less than three-quarters [74.58%] of all the 12-20 year olds; just above a third [38.52%] of all 21-30 year olds, and just less than a third [29.33%] of all 31-50 year olds. Their total average hours of radio listening worked out at 1.80hrs per listener.

On the other hand, ONE Radio attracted the second highest amount of listeners [17.61%] who, on average, have spent 4.54hrs listening to this station. And this station attracted 21.08% of all males; 14.0% of all females; just below a third

of all 51-70 year olds [32.97%]; and more than a quarter of all 70+ listeners [26.40%].

The radio listeners who have spent most time listening to their favourite radio station were those of Calypso Radio who overall have spend an average of 4.67hrs each.



Audiences by Gender, by Age Group, and by district

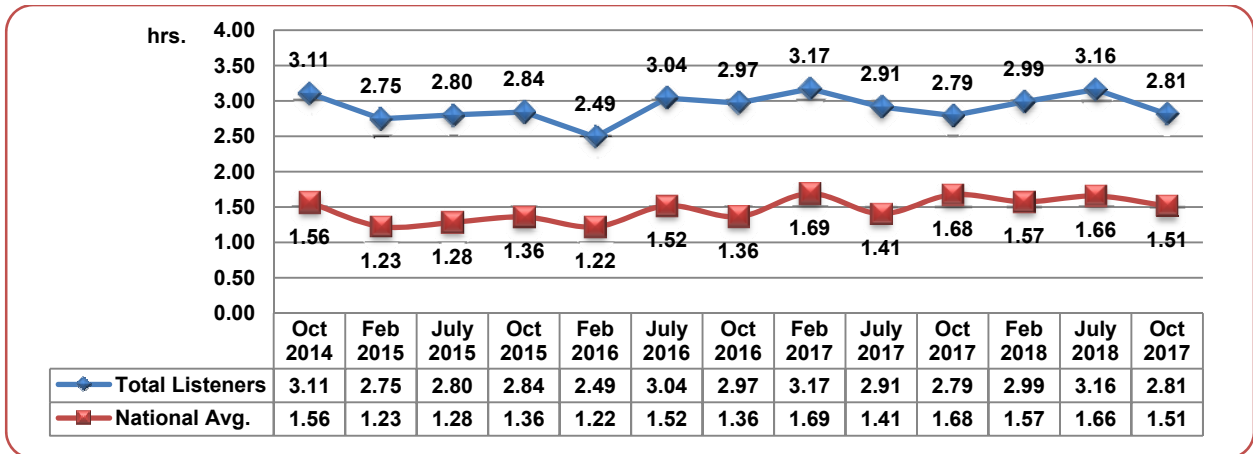
	Total N [Rounded Up]	Avg. Hrs	Gender %		Age Group %					District %					
			Males	Females	12-20	21-30	31-50	51-70	71+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
Radju Malta	25,000	2.44	7.57	12.33	2.14	7.47	4.44	15.15	19.28	9.54	11.01	14.64	6.66	6.78	9.54
Radju Malta 2	3,000	2.23	1.30	0.62			1.15	0.87	1.66	0.54	0.71	0.74	2.21	0.70	2.12
Magic Malta	12,000	1.87	5.97	3.36	7.10		8.53	3.50		4.42	3.86	3.35	5.26	6.58	6.71
ONE Radio	44,000	4.54	21.08	14.00	2.14	2.56	11.64	32.97	26.40	24.52	16.30	23.36	17.73	11.06	7.42
Net FM	15,000	2.92	6.49	5.06			4.38	7.95	11.75	3.25	5.97	4.50	5.19	8.98	8.21
89.7 Bay	56,000	1.80	19.52	25.38	74.58	38.52	29.33	3.76		18.46	22.23	20.67	21.96	28.15	24.13
Calypso Radio	19,000	4.67	9.02	6.03		1.37	6.06	14.39	9.12	7.22	7.60	6.81	5.83	8.62	11.41
RTK	13,000	1.93	4.77	5.46		2.35	1.60	7.14	13.46	5.85	2.86	3.49	8.06	4.81	13.28
Smash Radio	5,000	0.94	0.99	2.75	2.72	3.67	2.76	0.68		2.15	0.71	4.38		2.74	2.59
Radju Marija	14,000	3.91	2.55	8.36		1.52	1.96	7.61	14.13	5.51	5.46	6.08	6.39	5.07	1.33
Campus FM	4,000	2.61	1.80	0.67			1.20	2.22	1.40	4.15	1.12		1.14	0.00	
Vibe FM	27,000	1.80	10.51	10.70	4.12	37.26	15.18	1.09		9.60	10.87	7.58	10.90	13.84	9.83
X FM	9,000	2.12	4.56	2.11		5.28	6.91	0.35		3.54	5.28		5.36	1.99	
Bay Easy	2,000	0.75	0.55	0.57	3.60		0.71				1.20		1.31		
Community	1,000	7.34	0.46	0.30			0.52	1.37		0.42				0.70	3.44
Foreign	7,000	3.25	2.88	2.29	3.60		4.16	1.80	1.42	0.84	4.81	4.38	2.01		
			100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

The average amount of hours over all radio listeners results at 2.81hrs per listener and over the whole population aged 12 years and over, this amounts to 1.51hrs.

Compared to previous assessments, the amount of hours spent listening to radio has decreased by 21 minutes over the previous assessment of July this year [from 3.16hrs to 2.81hrs] but has

increased by 1'20" over that of the same period last year [Oct 2017; 2.81hrs].

On a national average, the number of hours spent listening to radio stations [1.51hrs] has decreased by 9 minutes over that of the previous assessment period [July 2018; 1.66hrs] and has also decreased by 10'12" over the same period last year [Oct 2017; 1.68hrs].

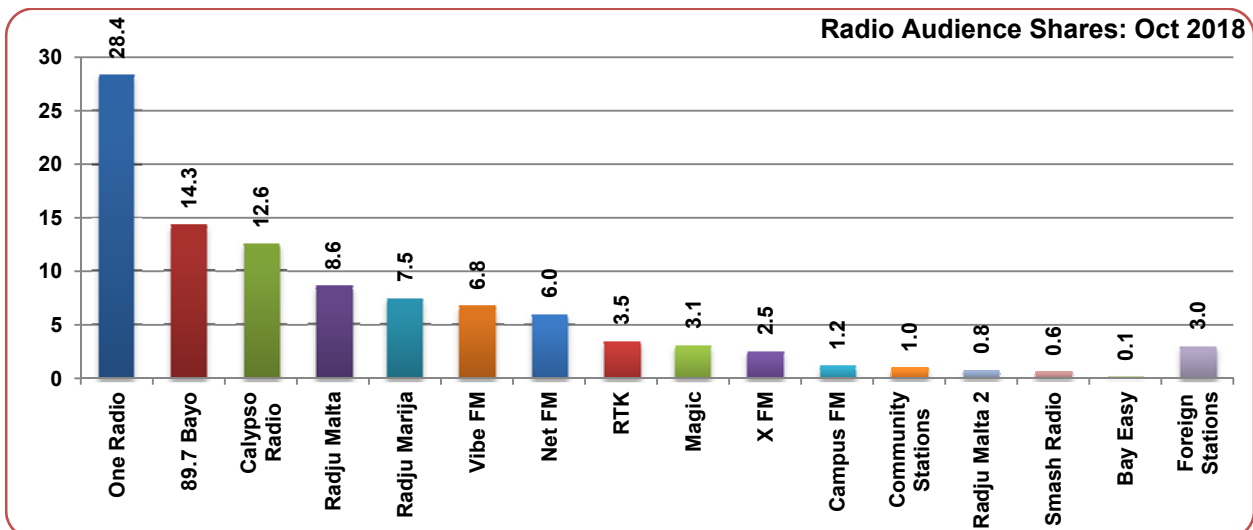


Radio Stations Audience Share

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

This shows the percentage of air-time that listeners followed each particular radio station.

Overall, ONE Radio ranked first with 28.4% of all audiences, followed by 89.7 Bay [14.3%]; Calypso Radio [12.6%]; Radju Malta [8.6%]; Radju Marija [7.5%]; Vibe FM [6.8%]; NET FM [6.0%]; RTK [3.5%]; Magic Malta [3.1%]; XFM [2.5%]; Campus FM [1.0%]; while the rest had less than 1% of the audiences.



How often do you listen to Radio?

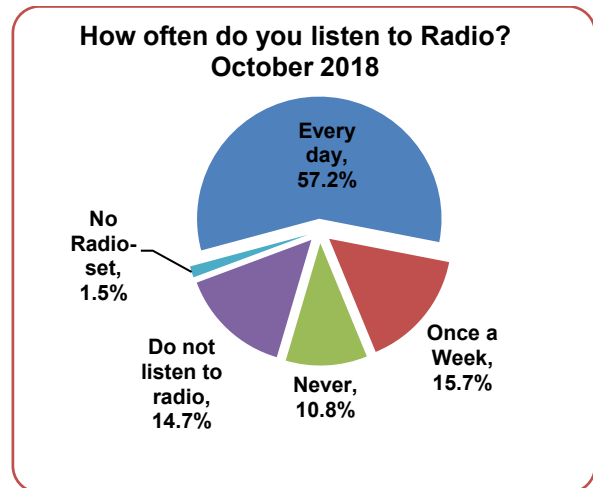
Respondents were asked how many times they listened to radio during a typical week. 72.9% of the population are regular radio listeners - 57.2% listen to radio every day while another 15.7% do so at least once a week. Only 10.8% of respondents stated that they never listen to radio while 14.7% stated that they are not regular radio listeners.

There were little gender differences. Males tend to listen more regularly to radio [74.2%] than females [71.6%].

Radio listening increases with age from just more than half of all 12-20 year olds [55.0%] to more than three-quarters of 31-50 year olds [80.9%]; 73.2% of 51-70 year olds; and 73.5% for 70+ year olds].

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

[61.5%]; while those living in the Western district registered the highest amount [77.0%] 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	57.2%	59.5%	54.9%	28.0%	59.7%	69.1%	56.9%	57.3%	56.4%	56.8%	58.7%	62.6%	58.7%	44.4%
Once a Week	15.7%	14.7%	16.7%	27.0%	11.2%	11.8%	16.4%	16.2%	14.4%	17.3%	14.6%	14.4%	15.5%	17.1%
Regular Listeners	72.9%	74.2%	71.6%	55.0%	70.9%	80.9%	73.2%	73.5%	70.7%	74.1%	73.3%	77.0%	74.2%	61.5%
Never	10.8%	11.2%	10.4%	19.1%	13.7%	7.8%	11.8%	6.5%	11.8%	9.7%	11.6%	11.9%	10.2%	11.0%
Do not listen to radio	14.7%	13.9%	15.6%	24.7%	13.8%	10.3%	13.1%	17.5%	17.0%	13.3%	14.0%	10.1%	14.7%	26.0%
No Radio-set	1.5%	0.7%	2.3%	1.2%	1.6%	0.8%	1.9%	2.5%	0.5%	2.8%	1.2%	1.1%	0.8%	0.9%
No Reply	0.0%	0.0%	0.1%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%
Total	27.1%	25.8%	28.4%	45.0%	29.1%	19.1%	26.8%	26.5%	29.3%	25.9%	26.7%	23.0%	25.8%	38.5%
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

How Often Do You Listen To Radio?														
	Total [N]	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	246,276	129,388	116,888	17,023	30,840	96,912	55,008	46,493	41,879	78,480	36,973	34,419	41,266	13,259
Once a Week	67,677	32,074	35,603	16,424	5,764	16,494	15,809	13,186	10,666	23,907	9,180	7,921	10,880	5,123
Regular Listeners	313,953	161,462	152,491	33,447	36,604	113,405	70,817	59,679	52,545	102,387	46,153	42,340	52,145	18,382
Never	46,399	24,282	22,117	11,629	7,099	10,974	11,423	5,274	8,785	13,384	7,273	6,522	7,157	3,279
Do not listen to radio	63,498	30,329	33,169	15,026	7,118	14,500	12,638	14,216	12,592	18,438	8,797	5,540	10,361	7,770
No Radio-set	6,489	1,541	4,948	743	830	1,114	1,806	1,997	364	3,934	742	583	596	270
No Reply	184	0	184	0	0	184	0	0	0	0	0	0	0	184
Total	116,570	56,152	60,418	27,398	15,047	26,771	25,867	21,487	21,740	35,756	16,812	12,645	18,114	11,504
	430,523	217,614	212,909	60,845	51,651	140,177	96,684	81,166	74,285	138,143	62,965	54,985	70,259	29,886

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.

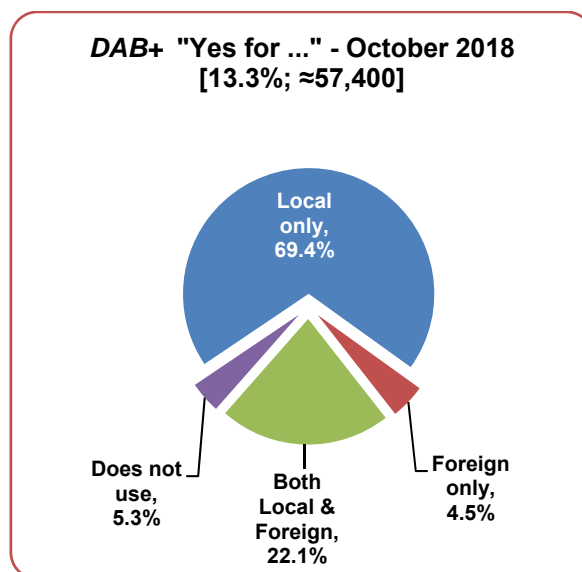
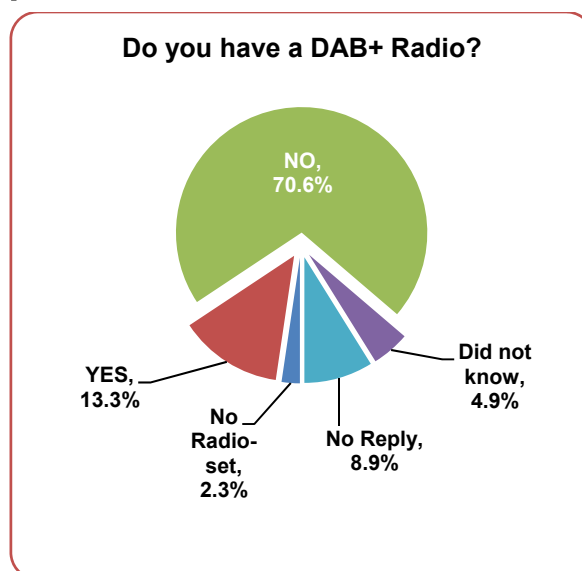
4.9% of the respondents did not know what kind of radio-set they use to listen to radio stations. As much as 70.6% of the population replied that they do not have a *DAB+* radio-set; while only 13.3% stated that they have a *DAB+* radio-set. A further 2.3% stated that they do not have a radio-set.

Of all those who stated that they had a *DAB+* radio-set the highest amount was amongst the 31-50 year olds [≈26,000; 18.6% of all 31-50 year olds] followed by those in the 21-30 age group [≈11,000; 21.2% of all 21-30 year olds].

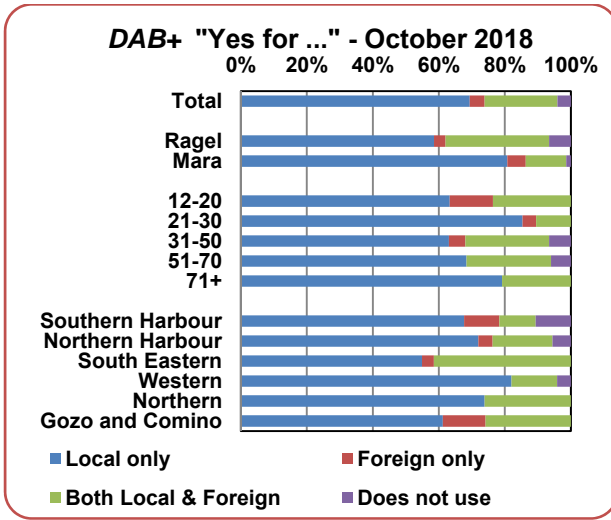
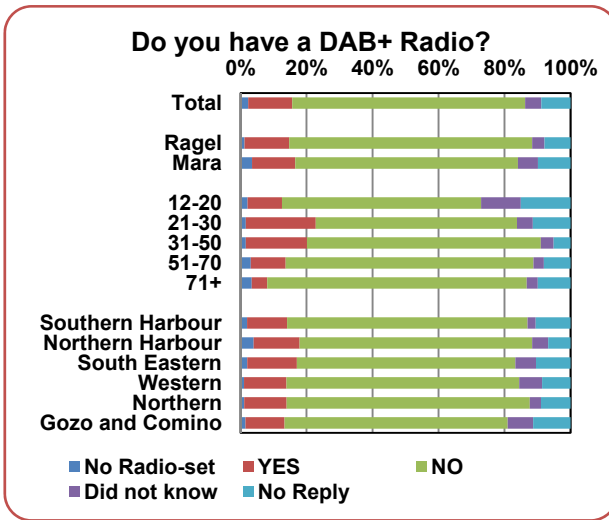
On the other hand, of all those who did not know whether they had or not a *DAB+* radio-set, the highest amount was amongst 12-20 year olds [≈7,300; 12.0% of all 12-20 year olds] followed by 31-50 year olds [≈5,500; 3.9% of all 31-50 year olds].

Those who stated that they had a *DAB+* radio-set [≈57,400; 13.3% of the population) were then asked what type of content they listen to. 69.4% [≈39,800] of these stated that they listen to “local stations only” while 4.5% [≈2,500] stated that they listen to “only foreign radio stations”. Another 22.1% [≈12,700] stated that they listen to both local and foreign stations while another 4.1% [≈2,300] 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 an increase [≈10,500] 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 “local” broadcasts only [≈13,800] while the largest decrease was amongst those who stated that they listen to “both local and foreign stations” [≈(3,100)].



	Feb 2018		Jul-18		±
	Total	N %	Total	N %	
Local only	25,991	55.5%	39,798	69.4%	13,807
Foreign only	2,536	5.4%	2,587	4.5%	51
Both Local & Foreign	15,833	33.8%	12,669	22.1%	(3,164)
Does not use	2,477	5.3%	2,325	4.1%	(152)
Total	46,837	100%	57,380	100%	10,543



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	10,115 2.3%	2,645 1.2%	7,469 3.5%	1,308 2.1%	830 1.6%	2,228 1.6%	3,004 3.1%	2,746 3.4%	1,474 2.0%	5,527 4.0%	1,281 2.0%	583 1.1%	795 1.1%	455 1.5%
Yes	57,380 13.3%	29,496 13.6%	27,884 13.1%	6,344 10.4%	10,959 21.2%	26,018 18.6%	10,231 10.6%	3,828 4.7%	9,026 12.2%	19,225 13.9%	9,474 15.0%	7,084 12.9%	9,042 12.9%	3,529 11.8%
No	303,869 70.6%	160,228 73.6%	143,640 67.5%	36,696 60.3%	31,471 60.9%	99,277 70.8%	72,607 75.1%	63,817 78.6%	54,108 72.8%	97,367 70.5%	41,689 66.2%	38,762 70.5%	51,734 73.6%	20,208 67.6%
Did not Know	21,001 4.9%	8,086 3.7%	12,916 6.1%	7,318 12.0%	2,478 4.8%	5,490 3.9%	3,009 3.1%	2,706 3.3%	1,833 2.5%	6,697 4.8%	3,930 6.2%	3,821 6.9%	2,414 3.4%	2,307 7.7%
No Reply	38,159 8.9%	17,159 7.9%	21,000 9.9%	9,179 15.1%	5,912 11.4%	7,164 5.1%	7,833 8.1%	8,070 9.9%	7,844 10.6%	9,327 6.8%	6,591 10.5%	4,735 8.6%	6,275 8.9%	3,387 11.3%
Total	430,523 100.0%	217,614 100.0%	212,909 100.0%	60,845 100.0%	51,651 100.0%	140,177 100.0%	96,684 100.0%	81,166 100.0%	74,285 100.0%	138,143 100.0%	62,965 100.0%	54,985 100.0%	70,259 100.0%	29,886 100.0%
		50.5%	49.5%	14.1%	12.0%	32.6%	22.5%	18.9%	17.3%	32.1%	14.6%	12.8%	16.3%	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	39,798 69.4%	17,273 58.6%	22,526 80.8%	4,016 63.3%	9,353 85.4%	16,402 63.0%	6,996 68.4%	3,031 79.2%	6,109 15.3%	13,837 34.8%	5,202 13.1%	5,809 14.6%	6,682 16.8%	2,161 5.4%
Foreign Only	2,587 4.5%	1,033 3.5%	1,554 5.6%	830 13.1%	456 4.2%	1,300 5.0%			962 10.7%	830 4.3%	339 3.6%			456 12.9%
Both Local and Foreign	12,669 22.1%	9,249 31.4%	3,420 12.3%	1,497 23.6%	1,149 10.5%	6,604 25.4%	2,622 25.6%	797 20.8%	994 7.8%	3,490 18.2%	3,934 41.5%	979 13.8%	2,360 26.1%	913 25.9%
Does not use	2,325 4.1%	1,940 6.6%	385 1.4%			1,712 6.6%	613 6.0%		962 10.7%	1,068 5.6%		295 4.2%		
Total	57,380 100.0%	29,496 100.0%	27,884 100.0%	6,344 100.0%	10,959 100.0%	26,018 100.0%	10,231 100.0%	3,828 100.0%	9,026 100.0%	19,225 100.0%	9,474 100.0%	7,084 100.0%	9,042 100.0%	3,529 100.0%
		51.4%	48.6%	11.1%	19.1%	45.3%	17.8%	6.7%	15.7%	33.5%	16.5%	12.3%	15.8%	6.2%

[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	Parliament TV	Owners's Besdt	TSN-GO	TSN-Melits	Melita More	Foreign Station	NONE	TOTAL
MNight														430,523	430,523
0:30														430,523	430,523
1:00														430,523	430,523
1:30														430,523	430,523
2:00														430,523	430,523
2:30														430,523	430,523
3:00														430,523	430,523
3:30														430,523	430,523
4:00														430,523	430,523
4:30														430,523	430,523
5:00														430,523	430,523
5:30			2,141											428,382	430,523
6:00	1,586		2,141											426,796	430,523
6:30	1,586		2,141											426,796	430,523
7:00	1,586		2,141									3,525		423,271	430,523
7:30	1,586		2,141											426,796	430,523
8:00	1,613		2,141											426,769	430,523
8:30	3,592	1,978	2,141											422,812	430,523
9:00	1,613		2,141											426,769	430,523
9:30	3,226		2,141											425,156	430,523
10:00	3,226	1,338											3,180	422,778	430,523
10:30	3,226	1,338											3,180	422,778	430,523
11:00	1,613	1,338											4,518	423,054	430,523
11:30	1,613	1,338											4,518	423,054	430,523
Noon	1,613	1,338											4,518	423,054	430,523
12:30	1,613	2,853											5,856	420,200	430,523
1:00	3,226	6,694	5,092										6,145	409,365	430,523
1:30	3,226	8,307	5,092										7,454	406,444	430,523
2:00	3,226	11,145	6,430										9,067	400,655	430,523
2:30	3,226	11,145	6,430										7,759	401,963	430,523
3:00	12,915	11,145	5,092										23,720	377,651	430,523
3:30	4,175	11,145	5,092										23,720	386,391	430,523
4:00	4,175	8,307	3,754										28,206	386,081	430,523
4:30	4,175	8,307	3,754										28,206	386,081	430,523
5:00	5,415	10,749	3,754										22,841	387,764	430,523
5:30	6,753	13,973	3,754										21,503	384,540	430,523
6:00	17,270	20,224	10,247	2,590				1,308					18,871	360,012	430,523
6:30	17,769	24,876	11,528	2,590				1,308					21,822	350,629	430,523
7:00	20,299	28,985	9,388	2,590			1,613	1,308					30,392	335,948	430,523
7:30	27,757	65,581	25,182	2,590			1,613						27,896	279,904	430,523
8:00	78,798	28,751	9,295	2,590									51,225	259,864	430,523
8:30	62,482	29,667	10,633	2,590	1,338	1,815							61,093	260,905	430,523
9:00	45,342	24,152	10,024	2,495	3,479	1,815							72,887	270,329	430,523
9:30	42,667	24,152	10,024	2,495	2,141	1,815							77,732	269,498	430,523
10:00	14,596	9,740	2,141	2,495		1,815							57,118	342,617	430,523
10:30	8,197	3,894	3,754			1,815							43,192	369,671	430,523
11:00			1,613			1,815							13,490	413,605	430,523
11:30			1,613			1,815							9,623	417,472	430,523
Total Avg.	8,646	7,760	3,603	480	145	332	82						14,443	395,033	430,523
maximum	78,798	65,581	25,182	2,590	3,479	1,815	1,308						77,732	430,523	
std.dev.	16,557	12,499	4,716	1,009	610	699	320						20,473	50,504	

TV AUDIENCES – TUESDAY

	TVM	ONE	NET TV	Smash	TVM2	f Living	Xejk	Parliament TV	Owners's Besdt	TSN-GO	TSN-Melits	Melita More	Foreign Station	NONE	TOTAL
MNight														430,523	430,523
0:30														430,523	430,523
1:00														430,523	430,523
1:30														430,523	430,523
2:00														430,523	430,523
2:30														430,523	430,523
3:00														430,523	430,523
3:30														430,523	430,523
4:00														430,523	430,523
4:30														430,523	430,523
5:00														430,523	430,523
5:30														430,523	430,523
6:00														430,523	430,523
6:30														430,523	430,523
7:00														430,523	430,523
7:30														430,523	430,523
8:00													1,117	429,406	430,523
8:30													1,117	429,406	430,523
9:00													2,930	427,593	430,523
9:30													2,930	427,593	430,523
10:00		1,193											2,930	426,400	430,523
10:30		1,193											2,930	426,400	430,523
11:00		1,193											2,930	426,400	430,523
11:30		1,193											2,930	426,400	430,523
Noon		1,193											2,930	426,400	430,523
12:30													2,588	427,935	430,523
1:00		1,471	1,471										1,471	426,109	430,523
1:30		1,471	1,471										4,163	423,417	430,523
2:00		2,943	1,471										7,437	418,672	430,523
2:30	2,435	2,943							2,139				7,437	415,570	430,523
3:00	6,130	2,943											14,567	406,883	430,523
3:30	2,578	1,471											17,988	408,486	430,523
4:00													11,169	419,354	430,523
4:30		1,471		1,117									13,403	414,532	430,523
5:00	3,420	4,112		1,117									13,733	408,141	430,523
5:30	3,420	5,332											12,286	409,485	430,523
6:00	7,455	9,747	1,953									3,215	20,123	388,029	430,523
6:30	12,244	13,428	1,953									3,215	22,292	377,392	430,523
7:00	10,797	13,428	1,953						6,422				29,272	368,652	430,523
7:30	7,031	44,005	30,404						6,422				26,740	315,922	430,523
8:00	123,032	11,325	1,953	1,748					6,422				37,309	248,735	430,523
8:30	55,101	11,325		1,748		3,543			6,422				60,246	292,139	430,523
9:00	50,944	6,232	2,337		6,335	3,543			6,422				83,040	271,670	430,523
9:30	36,679	2,931	2,337		6,335				6,422				78,033	297,786	430,523
10:00	14,391	1,447			9,063				6,422				62,543	336,657	430,523
10:30	6,747	1,447	1,117		6,982				6,422				49,384	358,424	430,523
11:00	2,918												14,507	413,097	430,523
11:30													10,726	419,797	430,523
Total Avg.	7,194	3,030	1,009	119	598	148			1,115	134	12,983		404,193	430,523	
maximum	123,032	44,005	30,404	1,748	9,063	3,543			6,422	3,215	83,040		430,523		
std.dev.	20,801	7,066	4,399	410	2,032	716			2,418	649	20,856		46,289		

TV AUDIENCES – WEDNESDAY

	TVM	ONE	NET TV	Smash	TVM2	f Living	Xejk	Parliament TV	Owners's Besdt	TSN-GO	TSN-Melits	Melita More	Foreign Station	NONE	TOTAL
MNight														430,523	430,523
0:30														430,523	430,523
1:00														430,523	430,523
1:30														430,523	430,523
2:00														430,523	430,523
2:30														430,523	430,523
3:00													1,526	428,997	430,523
3:30													1,526	428,997	430,523
4:00													1,526	428,997	430,523
4:30													1,526	428,997	430,523
5:00	2,008													428,515	430,523
5:30	2,008													428,515	430,523
6:00	2,008												1,227	427,289	430,523
6:30	2,008												1,227	427,289	430,523
7:00	4,775												2,740	423,009	430,523
7:30	4,775												2,740	423,009	430,523
8:00	6,571	3,516											2,740	417,696	430,523
8:30	6,571	3,516											2,740	417,696	430,523
9:00	7,719	5,042											2,740	415,022	430,523
9:30	8,867	5,042											2,740	413,874	430,523
10:00	8,867	5,042											2,740	413,874	430,523
10:30	8,867	5,042											1,513	415,101	430,523
11:00	8,867	5,042											1,513	415,101	430,523
11:30	8,867	5,042											1,513	415,101	430,523
Noon	8,867	5,042											1,513	415,101	430,523
12:30	5,712		1,513										1,513	421,786	430,523
1:00	5,712	1,163	1,513										3,025	419,110	430,523
1:30	5,712	1,163	3,025										5,400	415,222	430,523
2:00	5,712		3,025							3,871			4,173	413,742	430,523
2:30	4,564		3,025							3,871			4,173	414,890	430,523
3:00	11,048		5,225			1,148				3,871			3,025	406,206	430,523
3:30	9,424		3,025			1,148	1,255			3,871			4,173	407,627	430,523
4:00	5,250	1,797	4,513			1,148	1,255			3,871			5,336	407,354	430,523
4:30	5,250	1,797	4,513			2,403				3,871			10,014	402,676	430,523
5:00	4,577	1,797	4,513										8,486	411,150	430,523
5:30	4,577	1,797	6,026				2,008						5,605	410,511	430,523
6:00	9,059	6,688	11,851				3,520						8,486	390,919	430,523
6:30	12,271	20,026	11,851				3,520						8,829	374,027	430,523
7:00	12,504	19,993	10,325				3,520						10,858	373,322	430,523
7:30	17,241	63,513	34,024				2,008						14,048	299,690	430,523
8:00	114,420	30,282	8,816				2,008						9,924	265,074	430,523
8:30	35,130	59,163	11,096							6,214			33,349	285,572	430,523
9:00	12,606	56,745	12,617	1,163	1,864	1,797				11,603	2,199		66,555	263,374	430,523
9:30	9,946	42,821	12,617	1,163	1,864	1,797				11,603	2,199		69,320	277,194	430,523
10:00	4,042	17,317	6,256	1,163	1,864	1,797				11,603	2,199		56,991	327,292	430,523
10:30	4,042	6,439	1,513		1,864					11,603	2,199		44,648	358,215	430,523
11:00										2,199			14,644	413,680	430,523
11:30										2,199			6,960	421,364	430,523
Total Avg.	8,134	7,809	3,352	73	155	234	398			1,672	183		9,028	399,486	430,523
maximum	114,420	63,513	34,024	1,163	1,864	2,403	3,520			11,603	2,199		69,320	430,523	
std.dev.	16,800	15,967	6,071	284	521	597	977			3,397	614		16,574	46,447	

TV AUDIENCES – THURSDAY

	TVM	ONE	NET TV	Smash	TVM2	f Living	Xejk	Parliament TV	Owners's Besdt	TSN-GO	TSN-Melits	Melita More	Foreign Station	NONE	TOTAL
MNight														430,523	430,523
0:30														430,523	430,523
1:00														430,523	430,523
1:30														430,523	430,523
2:00														430,523	430,523
2:30														430,523	430,523
3:00														430,523	430,523
3:30														430,523	430,523
4:00														430,523	430,523
4:30														430,523	430,523
5:00														430,523	430,523
5:30		1,422												429,101	430,523
6:00		1,422											2,299	426,802	430,523
6:30		1,422											2,299	426,802	430,523
7:00		3,297											2,299	424,927	430,523
7:30		3,297												427,226	430,523
8:00		2,845											2,650	425,028	430,523
8:30		2,845											2,650	425,028	430,523
9:00		1,422											4,525	424,576	430,523
9:30		1,422											6,751	422,350	430,523
10:00		1,422	1,874										8,977	418,249	430,523
10:30		1,422	1,874										8,977	418,249	430,523
11:00		3,297	1,874										2,650	422,701	430,523
11:30		3,297	1,874										2,650	422,701	430,523
Noon		3,297	1,874			2,299							2,650	420,402	430,523
12:30		1,874	1,874			2,299							2,650	421,825	430,523
1:00		1,874	1,874										6,399	420,375	430,523
1:30		1,874	1,874										6,399	420,375	430,523
2:00		3,297	1,874	1,874									12,458	411,019	430,523
2:30		1,422	1,874	1,874									10,148	415,203	430,523
3:00	3,749	3,297	1,874	1,874									20,535	399,193	430,523
3:30	1,874	3,297	1,874	1,874									16,113	405,490	430,523
4:00	3,749	2,845	1,874										15,827	406,227	430,523
4:30	1,874	4,954	1,874										17,250	404,570	430,523
5:00	1,874	7,679	3,315										15,375	402,279	430,523
5:30	1,874	7,679	3,315										16,896	400,759	430,523
6:00	8,741	9,569	3,315								6,256		18,318	384,323	430,523
6:30	6,867	35,560	3,315								6,256		17,091	361,434	430,523
7:00	6,867	35,560	3,315		2,488	3,226					6,256		24,836	347,976	430,523
7:30	3,765	66,293	19,257		2,488	3,226					6,256		27,162	302,076	430,523
8:00	73,226	28,642	7,018		2,488	3,226					6,256		32,442	277,225	430,523
8:30	16,020	40,063	10,447		4,975	2,299	2,299		2,488	6,256			63,374	282,303	430,523
9:00	14,634	25,565	17,246		4,714	2,299			6,832	6,256			80,066	272,912	430,523
9:30	13,193	21,146	15,371		4,714	5,420			6,832	6,256			83,229	274,362	430,523
10:00	7,099	12,876	6,289		4,714				6,832	6,256			63,170	323,287	430,523
10:30		6,842	2,299						6,832	6,256			59,807	348,487	430,523
11:00		6,940											14,643	408,940	430,523
11:30													3,297	427,226	430,523
Total Avg.	3,446	7,527	2,516	156	554	304	250			621	1,303		14,101	399,745	430,523
maximum	73,226	66,293	19,257	1,874	4,975	5,420	3,226			6,832	6,256		83,229	430,523	
std.dev.	11,026	13,340	4,396	524	1,424	990	844			1,926	2,567		21,144	47,123	

TV AUDIENCES – FRIDAY

	TVM	ONE	NET TV	Smash	TVM2	f Living	Xejk	Parliament TV	Owners's Besdt	TSN-GO	TSN-Melits	Melita More	Foreign Station	NONE	TOTAL
MNight														430,523	430,523
0:30														430,523	430,523
1:00														430,523	430,523
1:30														430,523	430,523
2:00														430,523	430,523
2:30														430,523	430,523
3:00														430,523	430,523
3:30														430,523	430,523
4:00														430,523	430,523
4:30														430,523	430,523
5:00														430,523	430,523
5:30														430,523	430,523
6:00														430,523	430,523
6:30														430,523	430,523
7:00		1,729											1,758	427,037	430,523
7:30		1,729											1,758	427,037	430,523
8:00		1,729											8,298	420,497	430,523
8:30		1,729											4,973	423,821	430,523
9:00		3,062											4,973	422,487	430,523
9:30	1,458	3,062											4,973	421,030	430,523
10:00	1,458	1,334											4,973	422,758	430,523
10:30	1,458	1,334										3,259	3,215	421,257	430,523
11:00	1,458	1,334										3,259	3,215	421,257	430,523
11:30	1,458	1,334											3,215	424,516	430,523
Noon	1,458	1,334											1,758	425,974	430,523
12:30	4,716	5,926											2,668	417,212	430,523
1:00	4,716	7,260	1,334			1,425							2,668	413,119	430,523
1:30	3,259	7,260	1,334			1,425							4,126	413,119	430,523
2:00	3,259	5,926	3,667			1,425							5,583	410,663	430,523
2:30	3,259	5,926	3,667			1,425							5,583	410,663	430,523
3:00	7,684	10,914	5,754			1,425							4,249	400,496	430,523
3:30	6,350	10,914	5,754			1,425							4,249	401,830	430,523
4:00	4,567	6,169	5,754										12,837	401,196	430,523
4:30	6,068	4,835	5,754										11,379	402,487	430,523
5:00	9,992	8,336	5,754										12,477	393,965	430,523
5:30	9,992	8,336	8,473										11,143	392,580	430,523
6:00	13,184	8,320	5,754				1,773						8,403	393,089	430,523
6:30	2,166	17,762	4,420				3,107						11,439	391,628	430,523
7:00	6,664	17,762	8,155				3,107						22,065	372,770	430,523
7:30	6,664	47,922	33,149				3,107						19,433	320,250	430,523
8:00	109,831	6,563	7,749					1,425					34,733	270,223	430,523
8:30	70,225	5,229	7,749					1,425					55,539	290,356	430,523
9:00	69,361	5,229	6,397										73,665	275,871	430,523
9:30	55,352	3,895	4,420										72,250	294,606	430,523
10:00	44,008												53,831	332,684	430,523
10:30	33,851												49,474	347,199	430,523
11:00	3,943												26,204	400,376	430,523
11:30	2,485		4,497										18,209	405,332	430,523
Total Avg.	10,215	4,462	2,699			178	231	59				136	11,777	400,765	430,523
maximum	109,831	47,922	33,149			1,425	3,107	1,425				3,259	73,665	430,523	
std.dev.	22,445	7,777	5,333			476	793	288				658	18,805	43,766	

TV AUDIENCES – SATURDAY

	TVM	ONE	NET TV	Smash	TVM2	f Living	Xejk	Parliament TV	Owners's Besdt	TSN-GO	TSN-Melits	Melita More	Foreign Station	NONE	TOTAL
MNight														430,523	430,523
0:30														430,523	430,523
1:00														430,523	430,523
1:30														430,523	430,523
2:00														430,523	430,523
2:30														430,523	430,523
3:00														430,523	430,523
3:30														430,523	430,523
4:00														430,523	430,523
4:30														430,523	430,523
5:00														430,523	430,523
5:30														430,523	430,523
6:00														430,523	430,523
6:30		1,451												429,072	430,523
7:00		1,451					1,789							427,284	430,523
7:30		1,451					1,789							427,284	430,523
8:00	4,318	1,451					1,789					6,198		416,769	430,523
8:30	4,318	1,451					1,789					6,198		416,769	430,523
9:00	4,318	6,198										1,759		418,249	430,523
9:30	4,318	6,198					1,789					1,759		416,460	430,523
10:00	4,318	7,986										7,360		410,859	430,523
10:30	4,318	7,986										7,360		410,859	430,523
11:00	4,318	1,789										7,360		417,057	430,523
11:30	4,318	1,789										5,601		418,815	430,523
Noon	4,318													426,205	430,523
12:30	7,396											6,198		416,930	430,523
1:00	8,879	1,483										4,647		415,514	430,523
1:30	8,879	1,483										6,406		413,755	430,523
2:00	18,011	1,483									2,374	12,718		395,938	430,523
2:30	18,011	1,483									2,374	12,718		395,938	430,523
3:00	18,011	1,483								4,145	2,374	14,842		389,668	430,523
3:30	16,560	1,483								4,145	2,374	14,842		391,119	430,523
4:00	4,318									4,145	2,374	8,865		410,821	430,523
4:30	4,318									4,145	2,374	8,865		410,821	430,523
5:00	7,032	1,375	1,789							4,145	2,374	7,076		406,732	430,523
5:30	5,244	1,375	1,789							4,145	2,374	7,076		408,520	430,523
6:00	7,464	1,375	3,146							4,145	2,374	19,785		392,235	430,523
6:30	5,675	5,199	3,146							4,145	2,374	25,386		384,598	430,523
7:00	8,049	5,199	3,272							4,145	2,374	38,461		369,023	430,523
7:30	7,308	53,741	27,640							4,145	2,374	40,290		295,025	430,523
8:00	85,925	2,826	5,076							4,145		43,688		288,863	430,523
8:30	20,186	2,826	5,076				1,357			4,145		54,240		342,693	430,523
9:00	23,483	8,780	3,288				1,357			4,145		92,328		297,141	430,523
9:30	26,723	8,780	1,804				1,357			4,145		92,252		295,461	430,523
10:00	16,838	8,460	1,804							4,145		77,919		321,357	430,523
10:30	11,237	1,483	1,804							4,145		67,663		344,190	430,523
11:00	1,357											25,063		404,103	430,523
11:30	1,357											23,705		405,460	430,523
Total Avg.	7,732	3,115	1,242				271			1,382	593	15,596		400,591	430,523
maximum	85,925	53,741	27,640				1,789			4,145	2,374	92,328		430,523	
std.dev.	13,486	7,937	4,123				619			1,975	1,039	24,227		40,533	

TV AUDIENCES – SUNDAY

	TVM	ONE	NET TV	Smash	TVM2	f Living	Xejk	Parliament TV	Owners's Besdt	TSN-GO	TSN-Melits	Melita More	Foreign Station	NONE	TOTAL
MNight														430,523	430,523
0:30														430,523	430,523
1:00														430,523	430,523
1:30														430,523	430,523
2:00														430,523	430,523
2:30														430,523	430,523
3:00														430,523	430,523
3:30														430,523	430,523
4:00														430,523	430,523
4:30														430,523	430,523
5:00														430,523	430,523
5:30														430,523	430,523
6:00					1,375									429,148	430,523
6:30					1,375					2,404				426,744	430,523
7:00										2,404		2,233		425,886	430,523
7:30										2,404		2,233		425,886	430,523
8:00	1,375	1,503								2,404		2,233		423,008	430,523
8:30		1,503								2,404		2,233		424,383	430,523
9:00		1,503			1,503									427,518	430,523
9:30		1,503			1,503									427,518	430,523
10:00			1,503											429,020	430,523
10:30			1,503											429,020	430,523
11:00	2,750		1,503											426,271	430,523
11:30	2,750		1,503											426,271	430,523
Noon	8,084		1,503					2,038						418,898	430,523
12:30	9,477							2,038						419,008	430,523
1:00	11,288							2,038						417,196	430,523
1:30	11,288							2,038						417,196	430,523
2:00	14,198							2,038				1,812		412,475	430,523
2:30	8,864							2,038				1,812		417,809	430,523
3:00	14,324		1,812									7,214		407,173	430,523
3:30	14,324		1,812									7,214		407,173	430,523
4:00	12,790	2,038	1,812									14,587		399,297	430,523
4:30	12,790	2,038	1,812									14,587		399,297	430,523
5:00	15,866	2,038										14,594		398,025	430,523
5:30	12,956	4,443								5,674		14,594		392,856	430,523
6:00	7,113	7,647	1,503	4,691						5,674		11,298		392,598	430,523
6:30	7,113	9,880	1,503	4,691								12,672		394,664	430,523
7:00	7,113	11,241	1,503	4,691	1,827							24,032		380,117	430,523
7:30	8,894	53,749	18,683	2,909	1,827							25,906		318,555	430,523
8:00	88,533	13,891	3,736			1,827			3,076			48,994		270,467	430,523
8:30	65,410	17,737	3,314			1,827			3,076	2,233		58,563		278,363	430,523
9:00	90,656	18,137	4,784						3,076	2,233		68,977		242,661	430,523
9:30	93,446	13,921	5,743	2,404					3,076	2,233		60,898		248,801	430,523
10:00	76,601	10,297										48,479		295,146	430,523
10:30	55,734	6,107										34,630		334,052	430,523
11:00	6,401	3,626										7,346		413,150	430,523
11:30	6,401	3,626										5,972		414,525	430,523
Total Avg.	13,886	3,884	1,157	524	152	255			507	376		10,273		399,509	430,523
maximum	93,446	53,749	18,683	4,691	1,827	2,038			3,076	5,674		68,977		430,523	
std.dev.	25,667	8,859	2,906	1,267	510	681			1,076	1,242		18,095		51,312	

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	Bay Easy	Community	Foreign	NONE	Total
MNight						3,806											426,717	430,523
0:30						3,806											426,717	430,523
1:00						3,806											426,717	430,523
1:30						3,806											426,717	430,523
2:00						3,806											426,717	430,523
2:30						3,806											426,717	430,523
3:00				1,988		3,806											424,729	430,523
3:30				1,988		3,806											424,729	430,523
4:00				1,988		3,806											424,729	430,523
4:30				1,988		3,806											424,729	430,523
5:00				1,988		5,392	2,141	2,867									418,135	430,523
5:30				11,154		5,392		1,627									412,350	430,523
6:00		1,308		7,404	1,338	14,572	3,428	1,613		1,308							399,552	430,523
6:30	3,683	1,308		10,882	1,338	20,602	3,428	1,613		1,308		3,750					382,610	430,523
7:00	2,676	1,308		23,677	6,560	14,081	4,652	1,613		2,921		8,481	3,885				360,667	430,523
7:30	2,676	1,308		23,276	6,560	22,918	4,652	1,613	5,806	2,921		9,396	3,885			3,750	341,762	430,523
8:00	5,875	1,308		29,948	6,560	8,550	4,652	1,613	2,281	2,921	1,586	3,739				3,750	357,739	430,523
8:30	2,924	1,308		24,186	6,560	1,586	4,652	2,921	1,338	4,259	1,586						379,200	430,523
9:00	19,388	1,308	4,294	19,223	6,560	4,325	5,180	4,230	1,338	5,887							358,789	430,523
9:30	19,388	1,308	4,294	19,223	6,560	4,325	5,180	4,230	1,338	5,887							358,789	430,523
10:00	19,388	1,308	4,294	17,121	5,222	1,586	3,039	4,259		4,578							369,725	430,523
10:30	19,388	1,308	4,294	19,110	5,222	1,586	3,039	4,259		4,578							367,737	430,523
11:00	15,191	1,308	4,294	21,026	5,222	1,586	4,652	4,259		4,578							368,406	430,523
11:30	15,191	1,308	4,294	24,528	5,222	1,586	4,652	4,259		4,578							364,903	430,523
Noon	6,845		4,294	11,509	5,222	4,325	4,062	1,613		8,449							384,204	430,523
12:30	1,613		4,294	13,287	5,222	4,325	4,062	3,754		4,578							389,387	430,523
1:00			4,294	15,970	5,222	1,586	2,448			2,965		2,590					395,446	430,523
1:30			4,294	12,931	5,222	1,586	2,448	2,141		2,965							398,935	430,523
2:00				7,285	5,222	6,251	2,448			3,240	1,586						404,489	430,523
2:30				7,285	5,222	3,867	2,448			3,240	1,586						406,873	430,523
3:00	2,345			5,369	5,222	9,464	1,224	1,613		1,627							403,658	430,523
3:30				5,369	5,222	8,453	1,224	1,613				2,669					405,972	430,523
4:00	1,338			5,369	1,338	4,776	1,224	1,613		1,613		3,750	3,885				405,617	430,523
4:30	2,951			5,369	1,338	2,281	1,224	1,613		1,613		2,141	3,885				408,108	430,523
5:00	1,613			10,545	1,338		1,224	1,613		1,613		9,301					403,276	430,523
5:30	1,613			14,088	1,338		2,837	1,613		1,613							407,420	430,523
6:00		1,586		8,264	1,338	4,333	2,837	1,613		2,853							407,697	430,523
6:30				8,264	1,338		1,224	1,613		1,240							416,844	430,523
7:00	1,586			8,264	1,338		1,224	4,230									413,881	430,523
7:30	1,586			5,369			1,224	2,921									419,422	430,523
8:00	1,586			4,842			1,224	1,308									421,563	430,523
8:30				4,842			1,224	1,308									423,149	430,523
9:00				4,842			2,837										422,844	430,523
9:30				4,842			2,837		1,338								421,506	430,523
10:00							2,837		1,338		3,739						422,609	430,523
10:30							2,837		1,338								426,348	430,523
11:00							1,224										429,299	430,523
11:30							1,224										429,299	430,523
Tot Avg	3,101	360	895	8,846	2,377	4,112	2,145	1,483	252	1,820	132	1,032	324			156	403,488	430,523
Max	19,388	1,586	4,294	29,948	6,560	22,918	5,180	4,259	5,806	8,449	1,586	9,396	3,885			3,750	429,299	
std.dev.	5,930	598	1,762	8,221	2,652	5,008	1,678	1,510	937	2,065	443	2,397	1,085			757	24,475	

RADIO AUDIENCES – TUESDAY

	Radju Malta	Radju Malta 2	Magjc Malta	One Radio	NET FM	89.7 Bay	Calypso Radio	RTK	Smash Radio	Radju Marjja	Campus FM	Vibe FM	X FM	Bay Easy	Community	Foreign	NONE	Total	
MNight																	430,523	430,523	
0:30																	430,523	430,523	
1:00																	430,523	430,523	
1:30																	430,523	430,523	
2:00																	430,523	430,523	
2:30																	430,523	430,523	
3:00																	430,523	430,523	
3:30																	430,523	430,523	
4:00																	430,523	430,523	
4:30																	430,523	430,523	
5:00				4,593				1,814									424,116	430,523	
5:30				4,593		3,543		1,814									420,573	430,523	
6:00	2,772			4,593		6,271	1,471	3,469		2,665							409,282	430,523	
6:30	1,117			9,503		9,172	1,471	1,814		2,665	1,953	3,917	2,498			3,420	392,994	430,523	
7:00	4,551	7,676		12,812	5,213	8,623	3,276	2,956		5,791	1,471	8,927	9,469	1,471			358,285	430,523	
7:30	9,164	10,404		16,237	1,447	13,800	6,819	1,484		5,620		13,388	4,608	1,471		3,829	342,252	430,523	
8:00	7,551			8,363	2,667	32,713	10,130	1,484		2,665	1,953	8,657	8,028				3,829	342,483	430,523
8:30	5,598			9,810	2,667	23,001	11,323	1,484		1,193	3,069	5,855	8,028				3,829	354,664	430,523
9:00	11,271			9,823	2,667	8,991	11,323	1,220		5,801	3,069		3,420		1,117	3,829	367,991	430,523	
9:30	11,271			6,892	2,667	4,736	11,323	1,220		5,801	3,069		3,420		1,117	3,829	375,177	430,523	
10:00	10,140			8,085	4,620	12,401	9,518	1,220	1,117	5,801	1,953		3,420		1,117	5,782	365,349	430,523	
10:30	11,611			8,085	2,667	12,401	7,863	1,220	1,117	5,801	1,953		3,420		1,117	5,782	367,485	430,523	
11:00	10,391			8,085	2,667	15,811	9,816	1,220	1,117	7,273	1,953		3,420		1,117	5,782	361,871	430,523	
11:30	10,391			10,318	2,667	14,618	7,863	1,220	1,117	7,273	1,953		3,420		1,117	5,782	362,784	430,523	
Noon	7,664			8,705	4,847	11,208	4,736			8,035	1,953						1,953	381,423	430,523
12:30	3,552			7,512	4,847	11,208	3,543			5,801	1,953						1,953	390,154	430,523
1:00	1,471	2,363		9,712	2,894	4,990	3,543			5,801	1,953						1,953	395,843	430,523
1:30	1,471			13,255	2,894	3,543	3,543			5,801	1,953						1,953	396,109	430,523
2:00	3,420			8,241	2,894	3,543	3,543			4,608	1,953	5,099					1,953	395,270	430,523
2:30	3,420	2,728		8,241	2,894	8,058	3,543			4,608	1,953						1,953	393,125	430,523
3:00				3,829	3,007	2,894	12,299	3,543		4,608	1,953	2,435					3,069	392,887	430,523
3:30				3,829	3,007	2,894	3,543	3,543		4,608	1,953	2,435					3,069	401,642	430,523
4:00				4,608	3,007	6,314	3,543	5,348		4,608	1,953	5,099	2,498				3,069	390,476	430,523
4:30				4,608	3,007	4,867		5,348		4,608	1,953	5,099	2,498				3,069	395,466	430,523
5:00				4,608	3,007	4,847	11,420	6,819		4,608	1,117		4,608				3,069	386,421	430,523
5:30				4,608	3,007	4,847	8,519	6,819		4,608	1,117	1,661	4,608				3,069	387,661	430,523
6:00				4,608	4,478	1,447	5,162	1,471		4,608	1,117	1,661	2,363				1,953	401,655	430,523
6:30				4,608	4,478	2,578	2,728	1,471		4,608	1,117		3,420				1,953	403,562	430,523
7:00					1,193	1,131		1,471		4,608		3,917	3,420				1,953	412,829	430,523
7:30					1,193			1,471		4,608			3,420				1,953	417,877	430,523
8:00					1,193			1,471				3,215	5,918					418,724	430,523
8:30					1,193			3,424				3,215	3,420					419,270	430,523
9:00					1,193			1,953										427,377	430,523
9:30					1,193			1,953										427,377	430,523
10:00					3,543			4,061										422,919	430,523
10:30								2,248										428,275	430,523
11:00								1,131										429,392	430,523
11:30								1,131										429,392	430,523
Tot Avg	2,434	1,218	4,483	1,730	5,330	3,349	671	93	2,898	966	1,554	1,861	61	140	1,742	401,993	430,523		
Max	11,611	10,404	16,237	6,314	32,713	11,323	4,061	1,117	8,035	3,069	13,388	9,469	1,471	1,117	5,782	430,523			
std.dev.	3,926	2,377	4,335	1,927	6,981	3,608	1,018	312	2,712	1,048	2,914	2,494	297	373	1,889	26,999			

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	Bay Easy	Community	Foreign	NONE	Total
MNight																1,864	428,659	430,523
0:30																1,864	428,659	430,523
1:00																1,864	428,659	430,523
1:30																1,864	428,659	430,523
2:00				1,702												1,864	426,957	430,523
2:30				1,702												1,864	426,957	430,523
3:00				1,702												1,864	426,957	430,523
3:30				1,702												1,864	426,957	430,523
4:00				3,403												1,864	425,255	430,523
4:30				3,403												1,864	425,255	430,523
5:00				3,403				1,702	1,526								423,892	430,523
5:30				3,228	2,503			1,702	1,526								421,565	430,523
6:00	2,956		2,199	13,173	4,956	5,032	3,520	1,702	3,052				3,871				390,063	430,523
6:30			2,199	16,119	6,482	8,243	3,520		3,052			3,506		4,374			383,028	430,523
7:00			6,675	21,336	6,482	20,189	7,775	1,797	6,681	3,643	18,716			2,804			334,425	430,523
7:30				21,336	4,956	11,533	7,775	1,797	3,936	5,454	3,643	15,574					354,519	430,523
8:00	5,895			19,539	7,984	17,512	9,477	1,148	4,306			4,737			2,008		357,917	430,523
8:30	3,888			22,552	6,119	3,506	9,477		4,306				2,603		2,008		376,065	430,523
9:00	13,043			23,866	11,693	3,506	13,070		2,780	1,227					5,524		355,813	430,523
9:30	13,043			27,383	11,693	6,009	13,070		2,780						5,524		351,021	430,523
10:00	11,517			21,817	7,183	3,506	15,573		2,780						5,524		362,622	430,523
10:30	11,517			22,965	5,318	3,506	15,573	2,008	2,780						5,524		361,331	430,523
11:00	13,219		2,503	22,965	5,318	3,506	13,776	2,008	2,780						5,524		358,923	430,523
11:30	13,219			27,707	5,318	5,846	13,776	2,008	2,780						5,524		354,345	430,523
Noon	5,890	1,797		22,722	5,431	3,506	6,451	1,227	2,753						5,524		375,222	430,523
12:30	4,173	1,797		20,426	6,579	3,506	6,451		2,753				3,516		5,524		375,797	430,523
1:00	2,661			16,622	4,878	3,506	5,197		2,780				3,516		2,008		389,356	430,523
1:30	2,661		2,804	16,622	4,878	3,506	5,197		2,780						2,008		390,068	430,523
2:00	1,148		2,804	12,961	6,104	3,506	5,197		2,780						2,008		394,015	430,523
2:30	1,148			12,961	6,104	5,772	5,197	3,936	2,780						2,008		390,616	430,523
3:00	1,148			11,164	2,454	6,812	5,197	4,027	4,007		2,199		2,804		2,008		388,704	430,523
3:30	1,148			9,937	2,454	3,506	3,189		4,007		2,199						404,082	430,523
4:00	1,148			15,297	1,227	1,526	1,488		2,780		7,356						399,701	430,523
4:30	1,148			15,297	1,227	12,348	1,488		2,780		2,982				2,008		391,246	430,523
5:00	1,148			17,094	3,023	10,129			1,526								397,603	430,523
5:30	1,148			15,606	3,023	3,866			1,526				2,603				402,751	430,523
6:00		1,797		10,311	1,227	3,665	5,049		1,526								406,950	430,523
6:30		1,797		10,311	2,481	1,526			1,526								412,882	430,523
7:00				11,799	2,481	1,526		1,148	3,390			4,737					405,441	430,523
7:30				11,799		4,029			1,526								413,170	430,523
8:00						9,934			1,526								419,063	430,523
8:30						8,447											422,076	430,523
9:00						6,439			1,526								422,558	430,523
9:30						6,439			1,526								422,558	430,523
10:00						3,189			1,526								425,808	430,523
10:30						3,189			1,526								425,808	430,523
11:00						1,488				1,227							427,809	430,523
11:30										1,227							429,296	430,523
Tot Avg	2,351	150	400	11,480	2,908	3,419	3,677	515	164	1,988	177	1,292	336	208	1,644		399,814	430,523
Max	13,219	1,797	6,675	27,707	11,693	20,189	15,573	4,027	3,936	6,681	3,643	18,716	3,871	4,374	5,524		429,296	
std.dev.	4,190	502	1,208	8,503	3,218	4,546	4,927	898	795	1,597	751	3,698	1,009	835	1,965		27,536	

RADIO AUDIENCES – THURSDAY

	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	Bay Easy	Community	Foreign	NONE	Total
MNight																	430,523	430,523
0:30																	430,523	430,523
1:00																	430,523	430,523
1:30																	430,523	430,523
2:00																	430,523	430,523
2:30																	430,523	430,523
3:00																	430,523	430,523
3:30																	430,523	430,523
4:00							4,989										425,534	430,523
4:30							4,989	2,488									423,046	430,523
5:00				3,629	2,488		4,989										419,417	430,523
5:30				5,503	4,362		4,989	1,422									414,246	430,523
6:00	3,297			11,373	1,874	4,357	8,091	1,422				4,514					395,594	430,523
6:30	4,817	4,357	5,236	21,207	1,874	19,383	6,412	1,422				4,514					361,300	430,523
7:00	8,133	5,236	13,567	1,874	11,601	8,900	4,384	5,909	7,078			20,106		2,299	2,650		338,787	430,523
7:30	15,910		16,510	1,874	14,251	8,900	4,384	3,010	7,078			21,609		2,299	2,650		332,048	430,523
8:00	8,133		15,087	1,874	7,007	11,387	4,384	3,010	5,655	1,843		11,676		2,299			358,167	430,523
8:30	8,133		15,087	1,874	7,007	11,387	4,384	3,010	5,655			6,256		2,299			365,431	430,523
9:00	11,332		17,348		7,257	13,697	4,384		7,943	1,520		6,256		2,299			358,488	430,523
9:30	11,332		15,458		4,357	17,257	4,384		7,943			6,256		2,299			361,238	430,523
10:00	11,332		16,978		4,357	17,257	2,863		7,943			6,256		2,299			361,238	430,523
10:30	11,332		16,978		4,357	11,387	2,863		7,943			6,256		2,299			367,108	430,523
11:00	12,754		16,978	1,874	4,357	11,387	1,422		7,943			6,256		2,299			365,252	430,523
11:30	12,754		16,978	1,874	4,357	11,387	1,422		7,943			6,256		2,299			365,252	430,523
Noon	7,681		21,081	3,749	4,357	9,703	2,845		3,297			6,256					371,554	430,523
12:30	4,384		12,970		4,357	9,703	1,422		3,297			6,256					388,134	430,523
1:00	2,961		11,079		4,357	11,578	1,422		1,874			6,256					390,995	430,523
1:30	2,961		11,548		4,357	11,578	1,422		1,874			6,256					390,527	430,523
2:00	5,269	3,101	9,673	5,870	13,540	7,477	1,422		1,874			9,731					372,564	430,523
2:30	3,395		7,782	5,870	7,832	7,477	1,422		1,874			9,731					385,139	430,523
3:00	3,395		13,653	5,870	6,473	4,989	1,422		1,874			10,770			2,650		379,427	430,523
3:30	3,395		13,653	5,870	6,473	4,989	1,422	3,101	1,874			13,669			2,650		373,426	430,523
4:00	3,395		9,657		12,728	4,989	3,649	3,101	1,874			6,256					384,873	430,523
4:30	3,395		9,657	2,299	17,073	4,989	3,649		1,874								387,587	430,523
5:00	1,520		7,814	2,299	16,687	4,989	3,649		1,874			6,256					385,435	430,523
5:30	1,520		8,604	2,299	6,473	4,989	3,649		1,874			6,256					394,859	430,523
6:00	1,520		3,629			4,989	1,422		5,100			6,256					407,606	430,523
6:30	1,520		2,109			4,989	1,422		5,100			6,256					409,126	430,523
7:00	1,520		2,109			4,989	1,422										420,482	430,523
7:30	1,520		2,109			6,256	8,091	1,422									411,125	430,523
8:00						6,256	8,091					5,420					410,756	430,523
8:30			1,555			6,256	8,091					5,420					409,202	430,523
9:00						6,256	4,989										419,278	430,523
9:30				2,109			4,989										423,425	430,523
10:00				2,109			4,989										423,425	430,523
10:30				2,109			4,989										423,425	430,523
11:00	1,520			3,629			4,989										420,385	430,523
11:30	1,520			3,629			4,989										420,385	430,523
Tot Avg	3,576	91	315	7,571	1,166	4,633	6,542	1,557	440	2,264	70	4,526		479	221		397,072	430,523
Max	15,910	4,357	5,236	21,207	5,870	19,383	17,257	4,384	5,909	7,943	1,843	21,609		2,299	2,650		430,523	
std.dev.	4,401	629	1,149	6,934	1,821	5,224	4,326	1,566	1,238	2,938	341	5,141		944	740		28,222	

RADIO AUDIENCES – FRIDAY

	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	Bay Easy Community	Foreign	NONE	Total
MNight										1,773						428,750	430,523
0:30										1,773						428,750	430,523
1:00										1,773						428,750	430,523
1:30										1,773						428,750	430,523
2:00										1,773						428,750	430,523
2:30										1,773						428,750	430,523
3:00										1,773						428,750	430,523
3:30										1,773						428,750	430,523
4:00										1,773						428,750	430,523
4:30										1,773						428,750	430,523
5:00					5,866					3,107	4,574					416,976	430,523
5:30				1,334		4,233				3,198	4,574					417,184	430,523
6:00				1,334	5,193	2,719	4,074	3,107		3,198	7,293					403,606	430,523
6:30	1,425	2,333	4,242	5,193	5,541	4,074	6,293			4,656	7,293					389,473	430,523
7:00	1,425	2,333	17,803	5,193	11,311	2,633	8,322			7,780	9,563	5,504				358,656	430,523
7:30	7,284	4,086	21,303	3,215	14,579	3,967	6,593			7,780	14,060	5,504				342,151	430,523
8:00	15,250		28,327	3,183	15,757	6,452	4,865	4,574	7,780	17,215	5,504		1,425		320,190	430,523	
8:30	15,661		28,327	3,183	6,983	6,452	4,865		7,780	12,718	5,504		1,425		337,624	430,523	
9:00	7,839	4,233	22,934	3,183	10,002	6,452	4,865		7,795	15,503					347,717	430,523	
9:30	7,839	4,233	22,934	3,183	10,002	6,452	6,198		7,795	18,222					343,664	430,523	
10:00	7,839	4,233	20,749	3,183	5,866	6,452	4,425		9,553	6,740					361,482	430,523	
10:30	7,839		20,749	3,183	5,866	6,452	4,425		9,553	6,740					365,715	430,523	
11:00	7,839	4,074	18,991	3,183		6,452	4,425		9,553	6,740					369,265	430,523	
11:30	7,839	4,074	18,991	3,183		6,452	4,425		9,553	6,740					369,265	430,523	
Noon	4,656	4,074	18,947	1,425		3,967	4,820		4,341	4,574					383,719	430,523	
12:30	4,656	4,074	20,871	1,425		3,967	1,334		2,883	4,574					386,739	430,523	
1:00	4,656	4,074	20,871		2,485	3,967			2,883	7,396					384,191	430,523	
1:30	4,656	4,074	4,233	14,477		3,967		4,086	2,883	4,574					387,574	430,523	
2:00	4,565	4,074	4,233	14,886		5,944		4,086	2,883						389,853	430,523	
2:30	4,565	4,074	4,233	14,886		5,944			2,883						393,939	430,523	
3:00	3,231	4,074	4,233	13,157		5,204	4,610		3,231					1,425	391,358	430,523	
3:30	4,988	4,074		13,157		9,045	2,633		3,231					1,425	391,970	430,523	
4:00	4,988		10,621	7,167		17,854	2,633	1,425	3,231	2,719				5,999	373,885	430,523	
4:30	4,988		6,388	7,167		15,136	2,633	1,425	3,231	2,719				5,999	380,837	430,523	
5:00	3,231		2,156	11,012	1,334	5,204	2,633	7,292	3,231	2,719				1,425	390,287	430,523	
5:30	3,231		8,022	11,012	1,334	11,070	2,633	7,292	3,231	2,719				1,425	378,555	430,523	
6:00	3,231			7,088	1,334	5,204	2,633	1,758	3,231	7,216	5,504				393,324	430,523	
6:30	3,231			5,754	1,334	2,719	2,633	1,758	3,231	7,216					402,648	430,523	
7:00	1,773			5,754		9,345		3,092	3,231	4,497					402,831	430,523	
7:30	1,773			3,421		6,326		1,758	3,231						414,014	430,523	
8:00				1,334		2,719	1,458		3,231					4,574	417,208	430,523	
8:30				1,334					3,231						425,958	430,523	
9:00				1,334					3,231					5,082	420,876	430,523	
9:30				1,334					1,773					5,082	422,334	430,523	
10:00				1,334										5,082	424,107	430,523	
10:30									1,758					5,082	423,683	430,523	
11:00				2,823					1,758						425,943	430,523	
11:30				2,823											427,700	430,523	
Tot Avg	3,135	849	1,366	8,957	1,215	3,858	2,471	1,974	266	3,809	3,935	573		947	397,167	430,523	
Max	15,661	4,074	10,621	28,327	5,866	17,854	6,452	8,322	4,574	9,553	18,222	5,504		5,999	428,750		
std.dev.	3,841	1,672	2,467	9,118	1,769	5,115	2,532	2,597	1,041	2,612	5,005	1,699		1,876	29,833		

RADIO AUDIENCES – SATURDAY

	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	Bay Easy	Community	Foreign	NONE	Total	
MNight				1,759													428,764	430,523	
0:30				1,759													428,764	430,523	
1:00				1,759			1,483										427,281	430,523	
1:30				1,759			1,483										427,281	430,523	
2:00				1,759			1,483										427,281	430,523	
2:30				1,759			1,483										427,281	430,523	
3:00				1,759													428,764	430,523	
3:30				1,759													428,764	430,523	
4:00				1,759													428,764	430,523	
4:30				1,759													428,764	430,523	
5:00				3,548			2,194										424,782	430,523	
5:30				4,923		1,759	2,194										421,648	430,523	
6:00				10,174			4,398			3,146						5,601	407,204	430,523	
6:30				10,174		3,909	4,398			3,146						5,601	403,295	430,523	
7:00				11,657		5,601	4,398	2,194		4,072	2,959					5,601	394,040	430,523	
7:30				13,446	2,529	5,601	4,398	2,194		2,715	2,959					5,601	391,080	430,523	
8:00	2,374		2,204	18,130	3,982	2,012	4,398	2,872		1,357	6,275					5,601	381,316	430,523	
8:30			2,204	18,130	3,982	2,959	4,398	2,872		1,357	6,275					5,601	382,743	430,523	
9:00	12,302		2,204	23,173	5,786	27,587	8,289	5,552		1,357	2,959	4,145				1,451	335,717	430,523	
9:30	12,302		4,578	23,173	5,786	16,628	10,414	5,552		1,357	4,443	4,145				1,451	340,694	430,523	
10:00	8,144		4,578	23,173	3,593	26,051	13,180	5,552		1,357	5,629	4,145				1,451	333,670	430,523	
10:30	8,144		4,578	23,173	3,593	17,145	10,414	5,552		1,357	5,629	4,145				1,451	345,343	430,523	
11:00	6,787		4,578	19,580	3,593	11,543	10,414	2,872		1,357		4,145				1,451	364,203	430,523	
11:30	6,787		4,578	19,580	3,593	11,543	10,414	2,872		1,357						1,451	368,348	430,523	
Noon	2,374	2,194	2,204	19,725		5,488	10,414			1,357	3,909						382,859	430,523	
12:30			2,204	19,695		5,488	10,414			1,357							391,365	430,523	
1:00			7,806	19,918	2,374	5,488	8,625			1,357							384,955	430,523	
1:30			7,806	16,840	2,374	5,488	8,625			1,357							388,033	430,523	
2:00			7,806	15,052	2,374	4,718	4,318			2,841	7,613						385,802	430,523	
2:30			7,806	8,385	2,374	2,959	4,318			2,841	7,613						394,227	430,523	
3:00			7,806	8,385		2,959	2,194			4,629	3,037					1,357	400,156	430,523	
3:30			7,806	8,385		2,959	2,194			4,629	3,037					1,357	400,156	430,523	
4:00				8,415		7,179	2,194			4,629							1,357	406,749	430,523
4:30				8,415		7,179	3,677			4,629							1,357	405,265	430,523
5:00				10,204		5,996	5,689			2,841							1,357	404,436	430,523
5:30				11,962	5,969	5,996	5,689			1,357							1,357	398,191	430,523
6:00				11,097	2,012	3,078	3,677			1,357								409,301	430,523
6:30				9,338	2,012	2,959	4,398			1,357								410,458	430,523
7:00				6,964			4,398		2,767	1,357								415,036	430,523
7:30				3,387			5,849			1,357								419,930	430,523
8:00				1,375			5,433											423,715	430,523
8:30				1,375			5,433											423,715	430,523
9:00				1,375			5,433			1,451								422,265	430,523
9:30				1,375			3,644			1,451								424,053	430,523
10:00				1,375			1,451			1,451								426,247	430,523
10:30				1,375			1,451			1,451								426,247	430,523
11:00				1,375			1,451			1,451								426,247	430,523
11:30				1,375			1,451			1,451								426,247	430,523
Tot Avg	1,234	46	1,682	9,100	1,165	4,172	4,422	793	58	1,498	1,299	432				1,051	403,572	430,523	
Max	12,302	2,194	7,806	23,173	5,969	27,587	13,180	5,552	2,767	4,629	7,613	4,145				5,601	428,764		
std.dev.	3,148	317	2,763	7,660	1,832	6,353	3,465	1,699	399	1,383	2,338	1,280				1,839	26,657		

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	Bay Easy	Community	Foreign	NONE	Total
MNight																	430,523	430,523
0:30																	430,523	430,523
1:00																	430,523	430,523
1:30																	430,523	430,523
2:00																	430,523	430,523
2:30																	430,523	430,523
3:00																	430,523	430,523
3:30																	430,523	430,523
4:00																	430,523	430,523
4:30																	430,523	430,523
5:00				1,782				2,233									426,508	430,523
5:30				3,609		5,674											421,240	430,523
6:00				3,609	1,503												425,411	430,523
6:30				8,324	1,503							1,503					419,194	430,523
7:00	6,089	2,404	8,324	3,005				4,015	2,233			1,503	2,152				400,798	430,523
7:30	6,089	2,404	8,324	3,005			1,375		2,233			1,503	3,544				402,045	430,523
8:00	1,375	2,404	10,362	3,005			7,007				6,047	1,503	3,544				395,276	430,523
8:30	3,202	2,404	10,362	3,005			10,365				6,047	1,503	3,544				390,090	430,523
9:00	6,812	2,038	12,121	3,005	17,244	11,951						1,503	2,152				373,698	430,523
9:30	6,812	2,038	12,121	3,005	17,244	11,951						1,503	2,152				373,698	430,523
10:00	7,206		21,588	3,005	16,392	13,748			4,211	4,363	2,562	9,224	2,152				346,072	430,523
10:30	7,206		23,415	3,005	13,483	13,748			4,211	4,363	2,562	4,861	2,152				351,516	430,523
11:00	5,379	1,469	21,634	6,629	10,032	10,185			4,211	4,363	2,562	4,861	2,152				357,046	430,523
11:30	5,379	1,469	19,596	4,817	10,032	10,185			4,211	4,363	2,562	4,861	2,152				360,896	430,523
Noon	7,306	3,076	11,933	9,283	6,073	1,827				4,363	1,503	2,152					383,008	430,523
12:30	4,902	3,076	10,151	3,005	6,073	1,827				4,363	1,503	2,152					393,471	430,523
1:00	1,375		12,303	1,503	8,761	1,827				4,363	1,503	2,152					396,737	430,523
1:30	1,375		12,303	1,503	8,761	1,827				4,363	1,503	2,152					396,737	430,523
2:00	1,375		10,475	1,503	8,761	1,827				4,363	1,503	2,152					398,565	430,523
2:30	1,375		10,475	1,503	8,761	1,827				4,363	1,503	2,152					398,565	430,523
3:00			12,287	1,503	2,714	5,186						1,503	2,152				405,178	430,523
3:30			14,439	1,503	7,350	5,186						1,503	2,152				398,391	430,523
4:00			11,917	1,503	2,714	3,359						1,503	3,544				405,983	430,523
4:30			11,917	1,503		3,359						1,503	3,544				408,697	430,523
5:00			10,135			3,359						1,503	3,544				411,982	430,523
5:30			12,540			3,359						1,503	3,544				409,577	430,523
6:00			7,203			5,397		3,907				1,503	2,152				410,362	430,523
6:30			5,421			3,359		2,404				1,503	2,152				415,684	430,523
7:00			5,421		5,674	3,359	3,779	2,404				1,503	2,152				406,231	430,523
7:30			5,421		5,674	3,359		4,216				1,503	2,152				408,199	430,523
8:00			3,594			3,359		1,812				1,503	2,152				418,104	430,523
8:30			3,594			3,359						1,503	2,152				419,916	430,523
9:00			1,812			3,359						1,503	2,152				421,698	430,523
9:30												1,503	2,152				426,869	430,523
10:00												1,503					429,020	430,523
10:30												1,503					429,020	430,523
11:00												1,503					429,020	430,523
11:30																	430,523	430,523
Tot Avg	1,526	85	390	7,052	1,308	3,363	3,142	209	751	909	465	1,435	1,548				408,339	430,523
Max	7,306	2,038	3,076	23,415	9,283	17,244	13,748	4,015	4,216	4,363	6,047	9,224	3,544				430,523	
std.dev.	2,585	412	912	6,628	1,930	5,157	4,051	842	1,471	1,791	1,376	1,630	1,300				22,997	

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 Monday, 1st and Wednesday 31st October 2018, both days included. A total for forty daily questionnaires were compiled, giving a total sample of 1,240 respondents.

For October 2018, 30.2% of all contacted persons accepted to participate while 3.5% refused. The eldest person contacted was 100 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 30.2%, an estimated population size of 432,523 [aged 12 years and over], and a 95% confidence level, the sample of 1,240 interviewees has a margin of error of $\pm 2.78\%$.

It is important to note that as from October 2018 both Melita plc. and GO.plc have agreed to broadcast the same sports programmes on their respective channels TSN-1 to TSN-8..

Response Rate					
	Oct 2018	Jul 2018	Feb 2018	Oct 2017	
Responses	[n.]	%	%	%	%
Accepted	1,240	30.2%	29.0%	35.6%	37.2%
Refusal	138	3.4%	3.6%	3.4%	3.5%
Non Contact	1,903	46.4%	42.3%	38.5%	42.2%
Unreachable	810	19.7%	24.6%	22.3%	16.8%
Ineligible	11	0.3%	0.6%	0.2%	0.4%
Contacted	4,102	100%	100%	100%	100%
Not Used	858				
Total	4,960				

Margin of Error [±]							
Population N	432,523						
Response Rate	30.20%						
Sample [n]	1240						
Margin of Error [±]	2.78%						
Gender	Male	Female					
Sample [n]	627	613					
Margin of Error [±]	3.91%	3.96%					
Age-Group	12-20	21-30	31-50	51-70	71+		
Sample [n]	175	149	404	278	234		
Margin of Error [±]	7.41%	8.03%	4.87%	5.88%	6.40%		
District	South Harbour	North Harbour	South Eastern	Western	Northern	Gozo & Comino	
Sample [n]	214	398	181	159	202	86	
Margin of Error [±]	6.70%	4.91%	7.28%	7.77%	6.89%	10.57%	
Weekday	Mon	Tue	Wed	Thu	Fri	Sat	Sun
Sample [n]	184	202	196	159	169	166	164
Margin of Error [±]	7.22%	6.89%	7.00%	7.77%	7.54%	7.60%	7.65%

[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	175 14.1% 100.0%	88 14.1% 50.4%	87 14.2% 49.6%	20 9.6% 11.7%	57 14.2% 32.3%	30 16.7% 17.3%	24 14.9% 13.5%	31 15.2% 17.5%	14 15.8% 7.7%
21-30	149 12.0% 100.0%	82 13.1% 55.2%	67 10.9% 44.8%	30 14.1% 20.3%	49 12.3% 32.9%	19 10.7% 13.0%	17 10.5% 11.2%	24 11.7% 15.9%	10 11.5% 6.7%
31-50	404 32.6% 100.0%	210 33.6% 52.1%	193 31.5% 47.9%	65 30.3% 16.1%	129 32.5% 32.0%	61 33.8% 15.2%	52 33.0% 13.0%	72 35.5% 17.8%	24 28.0% 6.0%
51-70	278 22.5% 100.0%	135 21.5% 48.5%	143 23.4% 51.5%	56 26.0% 20.0%	89 22.3% 31.9%	33 18.1% 11.8%	35 22.0% 12.5%	39 19.2% 13.9%	28 32.0% 9.9%
71+	234 18.9% 100.0%	111 17.7% 47.4%	123 20.0% 52.6%	43 20.1% 18.4%	74 18.6% 31.7%	38 20.7% 16.1%	31 19.6% 13.3%	37 18.4% 15.9%	11 12.7% 4.7%
Total	1,240 100.0% 100.0%	627 100.0% 50.5%	613 100.0% 49.5%	214 100.0% 17.3%	398 100.0% 32.1%	181 100.0% 14.6%	158 100.0% 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	60,845 14.1% 100.0%	30,667 14.1% 50.4%	30,178 14.2% 49.6%	7,097 9.6% 11.7%	19,660 14.2% 32.3%	10,520 16.7% 17.3%	8,190 14.9% 13.5%	10,663 15.2% 17.5%	4,715 15.8% 7.7%
21-30	51,651 12.0% 100.0%	28,510 13.1% 55.2%	23,141 10.9% 44.8%	10,484 14.1% 20.3%	17,011 12.3% 32.9%	6,706 10.7% 13.0%	5,771 10.5% 11.2%	8,232 11.7% 15.9%	3,447 11.5% 6.7%
31-50	140,177 32.6% 100.0%	73,057 33.6% 52.1%	67,120 31.5% 47.9%	22,502 30.3% 16.1%	44,900 32.5% 32.0%	21,286 33.8% 15.2%	18,153 33.0% 13.0%	24,963 35.5% 17.8%	8,371 28.0% 6.0%
51-70	96,684 22.5% 100.0%	46,877 21.5% 48.5%	49,807 23.4% 51.5%	19,296 26.0% 20.0%	30,834 22.3% 31.9%	11,404 18.1% 11.8%	12,115 22.0% 12.5%	13,472 19.2% 13.9%	9,564 32.0% 9.9%
71+	81,166 18.9% 100.0%	38,504 17.7% 47.4%	42,663 20.0% 52.6%	14,906 20.1% 18.4%	25,738 18.6% 31.7%	13,049 20.7% 16.1%	10,755 19.6% 13.3%	12,930 18.4% 15.9%	3,789 12.7% 4.7%
Total	430,523 100.0% 100.0%	217,614 100.0% 50.5%	212,909 100.0% 49.5%	74,285 100.0% 17.3%	138,143 100.0% 32.1%	62,965 100.0% 14.6%	54,985 100.0% 12.8%	70,259 100.0% 16.3%	29,886 100.0% 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 89.7 Bay Calyпсо 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 TSN-GO TSN-Melita Melita More

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)						
TSN-GO	(11)						
TSN-Melita	(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 ħlas]	(1)
Paid subscription [eż...Melita/Go]	(2)
Satellita	(3)
Netflix / IPTV [Streaming services]	(4)
Android box [Internet based services]	(5)
Oħrajn [Streaming on laptop/kompjuter/mobile jew tablet]	(6)
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.