L-Awtorità tax-Xandir
MALTA
Broadcasting Authority

TELEVISION AND RADIO AUDIENCE ASSESSMENT
MARCH 2019

MARIO AXIAK B.A. HONS.(MANAGEMENT), M.B.A. (MAASTRICHT)
HEAD RESEARCH & COMMUNICATIONS
BROADCASTING AUTHORITY
7 MILE END ROAD
HAMRUN HMR 1719

JUNE 2019

CONTENTS

	Page
Television	**3**
Types of TV reception services used	3
Most followed TV station	6
TV stations followed	8
TV stations' audiences	9
Favourite TV Programme Genres	14
Radio	**17**
Most followed Radio station	17
Amount of Radio listeners	19
Radio stations followed	20
Radio programmes followed	25
Radio listenership frequency	30
DAB+ Radio ownership	31
Radio Programmes which listeners normally follow	**33**
Television Audiences by Half-hour Slots – Monday to Sunday	**42**
Radio Audiences by Half-hour Slots – Monday to Sunday	**49**
Technical Report	**56**
Questionnaire	**58**

PUBLISHED IN JUNE 2019 BY THE
BROADCASTING AUTHORITY
7, MILE END ROAD, ĦAMRUN HMR1719, MALTA
TEL: +356 2201 6000
E-MAIL: info.ba@ba.org.mt
WEB: HTTP://WWW.BA.ORG.MT

TELEVISION

Types of TV reception services 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 = 432,844].

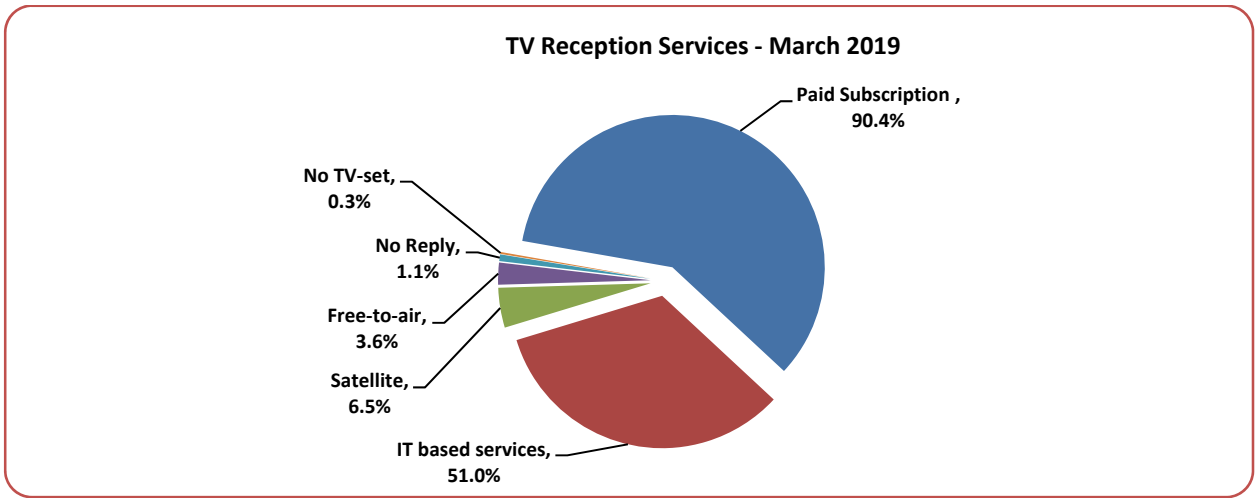
The most common service for watching television is that of a paid subscription [90.4%] of both local media service providers [GO and Melita]; followed by IT based services [51.0%]; Satellite [6.5%]; and 3.6% who stated that they make use of the Free to air service.

IT based services include: IPTV streaming [15.5%]; Android box [13.7%]; Netflix [8.5%]; while another 13.3% follow TV broadcasts through other devices [laptop, mobile, or tablet streaming]

A further 0.3% said that they do not have a TV-set; while another 1.1% 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.

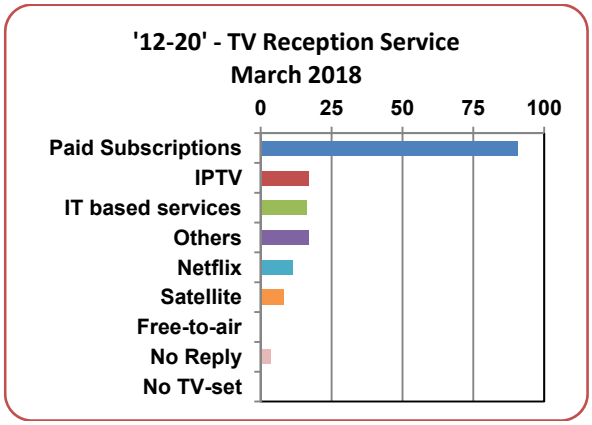
The second most used service, IPTV streaming services, was highest amongst the 21-30 year olds [25.1%] and gradually diminished to 2.6% of all 71+ year olds. Similarly IT based services reached their highest amongst the 21-30 year olds with 18.6% and diminishing to 3.6% for 71+ year olds.

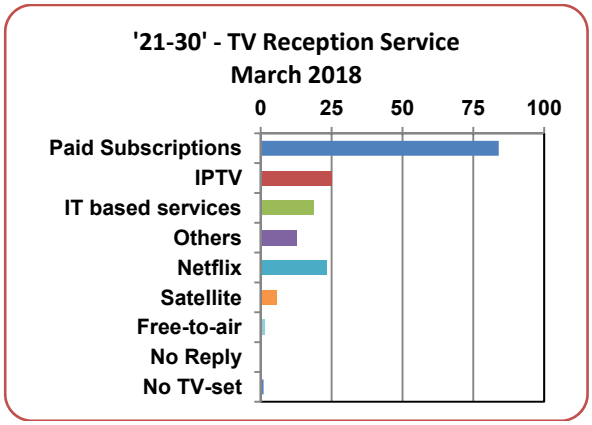


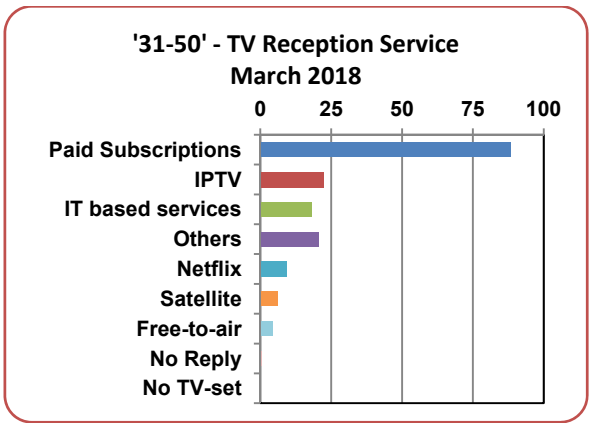
Free to air Services
Analysing the data by population demographics, 3.6% of the population [≈15,400] follow television on the Free-to-air platform. Of this group, 1.3% [≈5,500] have an only Free-to-air connection while the rest [2.3%; ≈9.900] makes use of Free-to-air services and one or more of the other services available – see below:

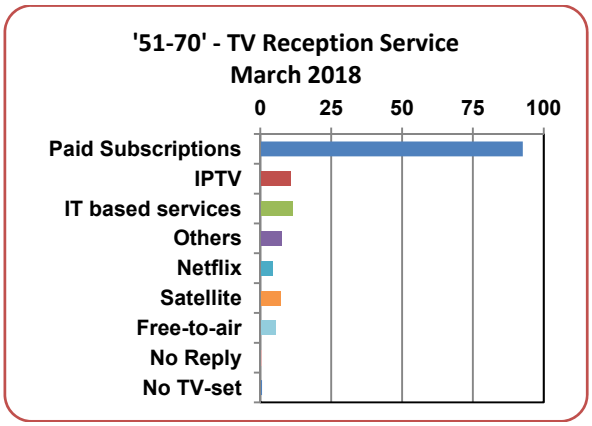
Free to air Services			n	%	N% [Base=432,844]
Free to air	Only		**5,504**	35.7	1.3
Free to air	&	1 other service	**3,763**	24.4	0.9
Free to air	&	2 other services	**3,414**	22.2	0.8
Free to air	&	5 other services	**2,724**	17.7	0.6
			15,406	**100%**	**3.6**

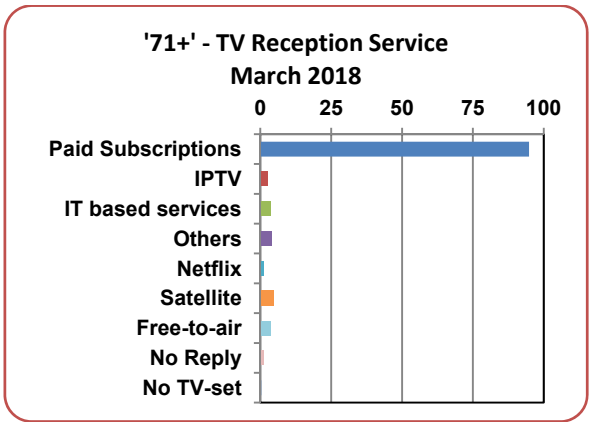
Free to air services decreased from 5.5% amongst 31-50 year olds to 3.7% of all 71+ year olds. This service was lowest service within all the districts except in the South Eastern where it was the second lowest [7.9%]followed by Satellite services [4.9%] within that district..

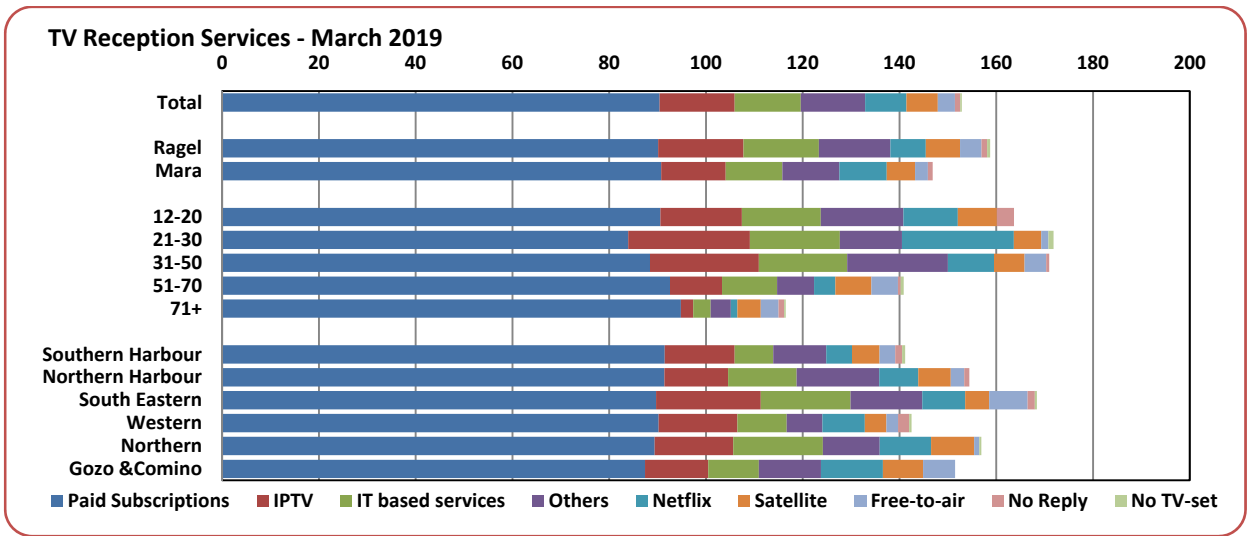












TV Reception Services

	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	391,352	197,286	194,066	59,616	38,526	126,159	88,584	78,468	68,312	127,053	56,779	49,840	63,143	26,226
IPTV	*67,161*	*38,641*	*28,520*	*11,101*	*11,529*	*32,109*	*10,290*	*2,131*	*10,800*	*18,293*	*13,693*	*8,995*	*11,466*	*3,914*
Android Box	*59,205*	*34,134*	*25,071*	*10,723*	*8,543*	*26,061*	*10,892*	*2,986*	*5,955*	*19,663*	*11,738*	*5,627*	*13,079*	*3,143*
Others	*57,560*	*32,395*	*25,165*	*11,246*	*5,896*	*29,680*	*7,289*	*3,450*	*8,176*	*23,765*	*9,393*	*4,074*	*8,307*	*3,844*
Netflix	*36,968*	*15,981*	*20,987*	*7,415*	*10,611*	*13,604*	*4,221*	*1,117*	*3,994*	*11,184*	*5,609*	*4,838*	*7,499*	*3,844*
IT based services	67,161	121,151	99,743	40,486	36,579	101,454	32,692	9,684	28,925	72,905	40,433	23,535	40,350	14,745
Satellite	27,995	15,509	12,486	5,308	2,594	8,973	7,127	3,993	4,235	9,368	3,140	2,462	6,300	2,491
Free to air	15,406	9,691	5,714		692	6,400	5,272	3,041	2,446	3,869	5,032	1,337	736	1,986
No Reply	4,689	2,578	2,112	2,323		878	538	951	1,046	1,439	944	1,260		
No TV-set	1,348	1,348			476		583	289	476		271	289	312	
Total Responses [n]	**661,685**	**347,564**	**314,121**	**107,733**	**78,867**	**243,864**	**134,795**	**96,426**	**105,440**	**214,634**	**106,600**	**78,722**	**110,842**	**45,448**
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Paid Subscriptions	59.14	56.8	61.8	55.3	48.8	51.7	65.7	81.4	64.8	59.2	53.3	63.3	57.0	57.7
IPTV	*10.1*	*11.1*	*9.1*	*10.3*	*14.6*	*13.2*	*7.6*	*2.2*	*10.2*	*8.5*	*12.8*	*11.4*	*10.3*	*8.6*
Android Box	*8.9*	*9.8*	*8.0*	*10.0*	*10.8*	*10.7*	*8.1*	*3.1*	*5.6*	*9.2*	*11.0*	*7.1*	*11.8*	*6.9*
Others	*8.7*	*9.3*	*8.0*	*10.4*	*7.5*	*12.2*	*5.4*	*3.6*	*7.8*	*11.1*	*8.8*	*5.2*	*7.5*	*8.5*
Netflix	*5.6*	*4.6*	*6.7*	*6.9*	*13.5*	*5.6*	*3.1*	*1.2*	*3.8*	*5.2*	*5.3*	*6.1*	*6.8*	*8.5*
IT based services	33.4	34.9	31.8	37.6	46.4	41.6	24.3	10.0	27.4	34.0	37.9	29.9	36.4	32.4
Satellite	4.2	4.5	4.0	4.9	3.3	3.7	5.3	4.1	4.0	4.4	2.9	3.1	5.7	5.5
Free to air	2.3	2.8	1.8	0.0	0.9	2.6	3.9	3.2	2.3	1.8	4.7	1.7	0.7	4.4
No Reply	0.7	0.7	0.7	2.2	0.0	0.4	0.4	1.0	1.0	0.7	0.9	1.6	0.0	0.0
No TV-set	0.2	0.4	0.0	0.0	0.6	0.0	0.4	0.3	0.5	0.0	0.3	0.4	0.3	0.0
% 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]	**432,844**	**218,962**	**213,882**	**65,828**	**45,897**	**142,660**	**95,688**	**82,771**	**74,688**	**138,983**	**63,301**	**55,240**	**70,632**	**30,000**
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Paid Subscriptions	90.4	90.1	90.7	90.6	83.9	88.4	92.6	94.8	91.5	91.4	89.7	90.2	89.4	87.4
IPTV	*15.5*	*17.6*	*13.3*	*16.9*	*25.1*	*22.5*	*10.8*	*2.6*	*14.5*	*13.2*	*21.6*	*16.3*	*16.2*	*13.0*
Android Box	*13.7*	*15.6*	*11.7*	*16.3*	*18.6*	*18.3*	*11.4*	*3.6*	*8.0*	*14.1*	*18.5*	*10.2*	*18.5*	*10.5*
Others	*13.3*	*14.8*	*11.8*	*17.1*	*12.8*	*20.8*	*7.6*	*4.2*	*10.9*	*17.1*	*14.8*	*7.4*	*11.8*	*12.8*
Netflix	*8.5*	*7.3*	*9.8*	*11.3*	*23.1*	*9.5*	*4.4*	*1.3*	*5.3*	*8.0*	*8.9*	*8.8*	*10.6*	*12.8*
IT based services	51.0	55.3	46.6	61.5	79.7	71.1	34.2	11.7	38.7	52.5	63.9	42.6	57.1	49.2
Satellite	6.5	7.1	5.8	8.1	5.7	6.3	7.4	4.8	5.7	6.7	5.0	4.5	8.9	8.3
Free to air	3.6	4.4	2.7	0.0	1.5	4.5	5.5	3.7	3.3	2.8	7.9	2.4	1.0	6.6
No Reply	1.1	1.2	1.0	3.5	0.0	0.6	0.6	1.1	1.4	1.0	1.5	2.3	0.0	0.0
No TV-set	0.3	0.6	0.0	0.0	1.0	0.0	0.6	0.3	0.6	0.0	0.4	0.5	0.4	0.0
% of Total Population	**152.9**	**158.7**	**146.9**	**163.7**	**171.8**	**170.9**	**140.9**	**116.5**	**141.2**	**154.4**	**168.4**	**142.5**	**156.9**	**151.5**

Most followed TV station

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, 422 respondents named a second station while another 140 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 [33.35%] with approximately 143,000 viewers. This station was followed by ONE with 18.41% and NET TV with 7.88%.

Overall, while 68.43% of all viewers followed local stations, less than a third of the population [32.16%] 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, ONE and Net TV ranked first, second and third 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 Melita/GO [4.40%], followed by TVM2 [2.73%]

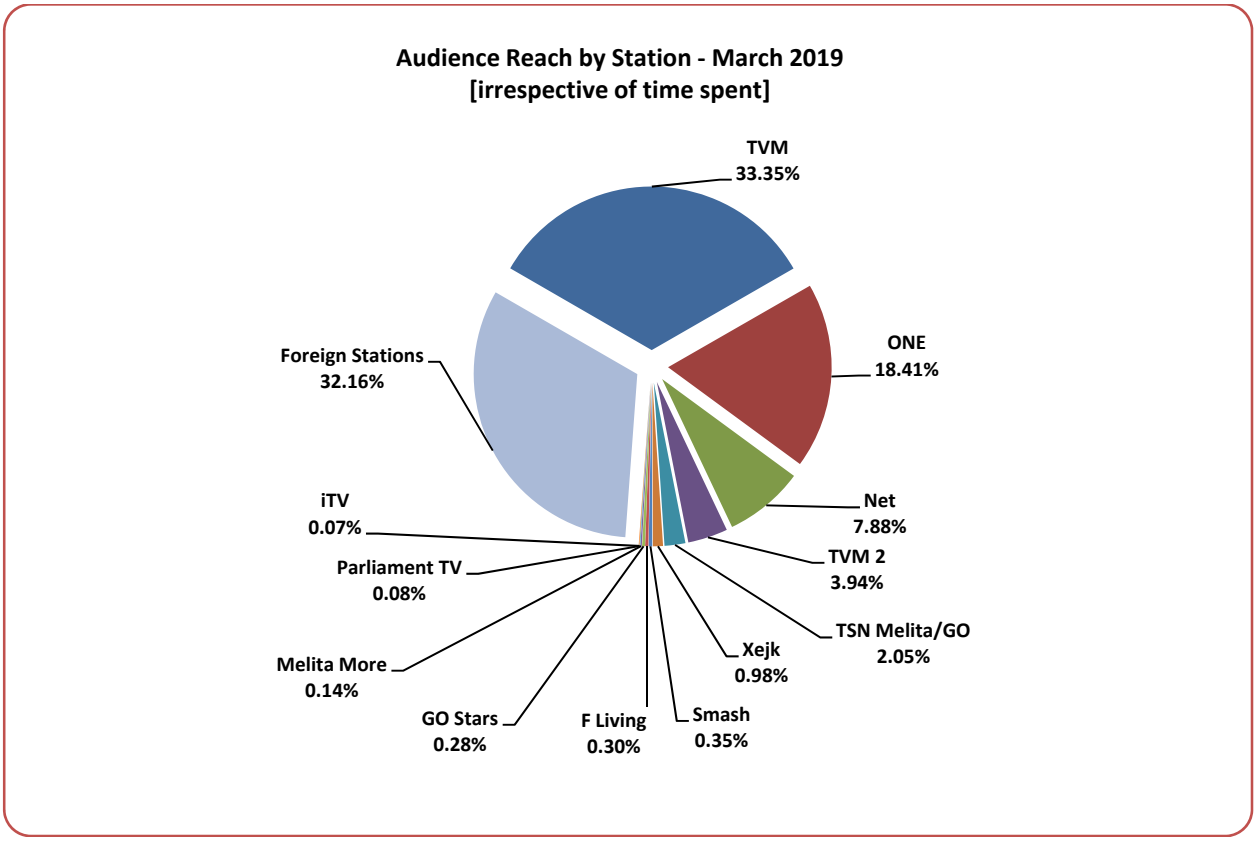
By age groups, TVM had its highest percentage of audiences by gender, amongst all the age groups, and by districts.

The viewing of a foreign television station was highest amongst 31-50 year olds [40.42%] while the lowest was that amongst the 71+ year olds [26.42%].

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]	143,000	33.35	30.16	36.40	42.45	42.26	31.31	31.93	31.40	34.24	31.52	32.72	32.47	35.31	41.14
ONE	[3]	79,000	18.41	16.65	20.09	16.02	18.74	15.42	19.53	21.13	24.65	16.37	23.86	14.73	13.46	14.06
Net	[4]	34,000	7.88	7.21	8.53	5.30	4.57	5.33	7.79	12.65	7.79	7.61	5.69	10.67	8.65	7.65
TVM 2	[5]	17,000	3.94	5.32	2.62	3.09		5.32	4.21	3.58	3.31	4.25	4.20	2.88	5.57	1.70
TSN Melita/GO	[6]	9,000	2.05	3.82	0.36	1.71	2.03	0.71	3.69	1.81	1.20	1.54	2.72	2.20	3.84	1.28
Xejk	[7]	5,000	0.98	0.76	1.20		2.14	0.26	0.73	2.06	0.26	1.59	0.40	1.40	0.84	0.85
Smash	[8]	2,000	0.35		0.68			0.41	0.46	0.37	0.26	0.64		0.32		0.85
F Living	[9]	2,000	0.30		0.59				0.68	0.40	0.26	0.44	0.67			
GO Stars	[10]	2,000	0.28		0.55			0.82	0.17		0.26	0.35			0.85	
Melita More	[11]	1,000	0.14		0.28				0.33	0.19		0.15	0.34	0.32		
Parliament TV	[12]	1,000	0.08	0.16					0.27			0.23				
iTV	[13]	1,000	0.07	0.15					0.25						0.53	
Foreign Stations	[2]	138,000	32.16	35.78	28.70	31.43	30.27	40.42	29.95	26.42	27.77	35.31	29.40	35.01	30.96	32.48
		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.



The below table compares audience reach by ranking for this period (March 2019), with the previous assessment period (October 2018), and with the same period last year (February 2017). 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.

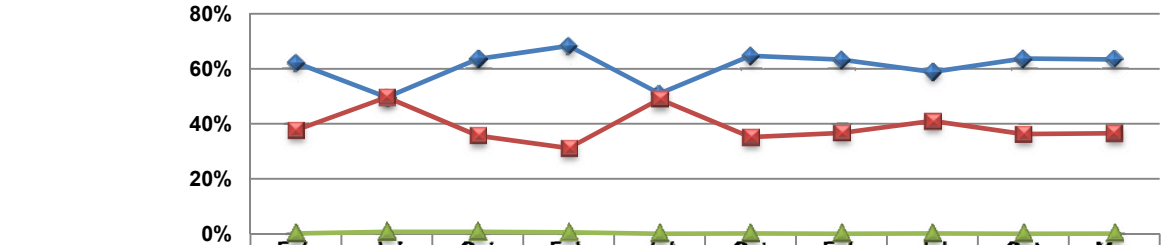
Comparative Reach

	March 2019				Oct 2018				Feb 2018		
	Ranking	Rounded up	Total %		Ranking	Rounded up	Total %		Ranking	Rounded up	Total %
TVM	[1]	143,000	33.35	TVM	[1]	141,000	35.41	TVM	[1]	145,000	35.63
ONE	[3]	79,000	18.41	ONE	[3]	75,000	18.69	ONE	[3]	70,000	17.18
Net	[4]	34,000	7.88	Net	[4]	36,000	8.86	Net	[4]	41,000	9.97
TVM 2	[5]	17,000	3.94	TVM 2	[6]	5,000	1.20	TVM 2	[5]	10,000	2.36
TSN Melita/GO	[6]	9,000	2.05	TSN-Melita	[9]	3,000	0.63				
				TSN-GO	[5]	6,000	1.51	GO Sports	[7]	4,000	0.78
Xejk	[7]	5,000	0.98	Xejk	[7]	4,000	0.81	Xejk	[9]	2,000	0.38
Smash	[8]	2,000	0.35	Smash	[11]	1,000	0.22	Smash	[11]	1,000	0.12
F Living	[9]	2,000	0.30	F Living	[8]	3,000	0.74	F Living	[7]	3,000	0.73
GO Stars	[10]	2,000	0.28					GO Stars	[8]	2,000	0.48
Melita More	[11]	1,000	0.14	Melita More	[10]	1,000	0.24	Melita More	[10]	2,000	0.29
Parliament TV	[12]	1,000	0.08	Parliament TV	[12]	1,000	0.12	Parliament TV	[12]	1,000	0.05
iTV	[13]	1,000	0.07								
Foreign Stations	[2]	138,000	32.16	Foreign Station	[2]	126,000	31.57	Foreign Station	[2]	130,000	32.03
			100.0				100.0				100.0

TV stations followed

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 274,500 persons (aged 12 years and over) follow television regularly – 63.4%.

Compared to previous data, there was an insignificant decrease of 0.3% of viewers over the previous assessment period of October 2018 and a minimal increase of 0.1% over a similar period last year (February 2018 – 63.3%).



	Feb 2016	Jul 2016	Oct 2016	Feb 2017	Jul 2017	Oct 2017	Feb 2018	Jul 2018	Oct 2018	Mar 2019
TV Viewers*	62.2%	49.7%	63.6%	68.3%	51.0%	64.7%	63.3%	58.8%	63.7%	63.4%
Did not watch TV	37.7%	49.7%	35.7%	31.2%	49.0%	35.2%	36.7%	41.0%	36.3%	36.5%
No Response	0.1%	0.7%	0.7%	0.5%	0.0%	0.1%	0.0%	0.1%	0.0%	0.0%

*** Includes "No Particular TV Station" and "Did not remember which station"**

How many followed TV?

	Total N	Yes [1] N	No N	No Ans. N		Total %	Yes [1] %	No %	No Ans. %
Population									
[+12 years]	**432,844**	**274,508**	**158,156**	**180**		**100**	**63.42**	**36.54**	**0.04**
Gender									
Males	218,962	133,037	85,925			**100**	**60.76**	**39.24**	
Females	213,882	141,471	72,231	180		**100**	**66.14**	**33.77**	**0.08**
	432,844	**274,508**	**158,156**	**180**					
Age group									
12-20	65,828	31,118	34,709			**100**	**47.27**	**52.73**	
21-30	45,897	22,558	23,339			**100**	**49.15**	**50.85**	
31-50	142,660	79,598	63,062			**100**	**55.80**	**44.20**	
51-70	95,688	72,730	22,959			**100**	**76.01**	**23.99**	
71+	82,771	68,504	14,087	180		**100**	**82.76**	**17.02**	**0.22**
	432,844	**274,508**	**158,156**	**180**					
South Harbour	74,688	52,157	22,531			**100**	**69.83**	**30.17**	
North Harbour	138,983	86,690	52,293			**100**	**62.37**	**37.63**	
South Eastern	63,301	45,909	17,392			**100**	**72.52**	**27.48**	
Western	55,240	35,511	19,729			**100**	**64.29**	**35.71**	
Northern	70,632	39,119	31,513			**100**	**55.38**	**44.62**	
Gozo & Comino	30,000	15,121	14,698	180		**100**	**50.40**	**48.99**	**0.60**
	432,844	**274,508**	**158,156**	**180**					

[1] Includes those who "did not remember which station they followed" [1.7%; ≈7,500] and those who "did not follow any particular tv station" [1.6%; ≈6,700].

TV stations' audiences

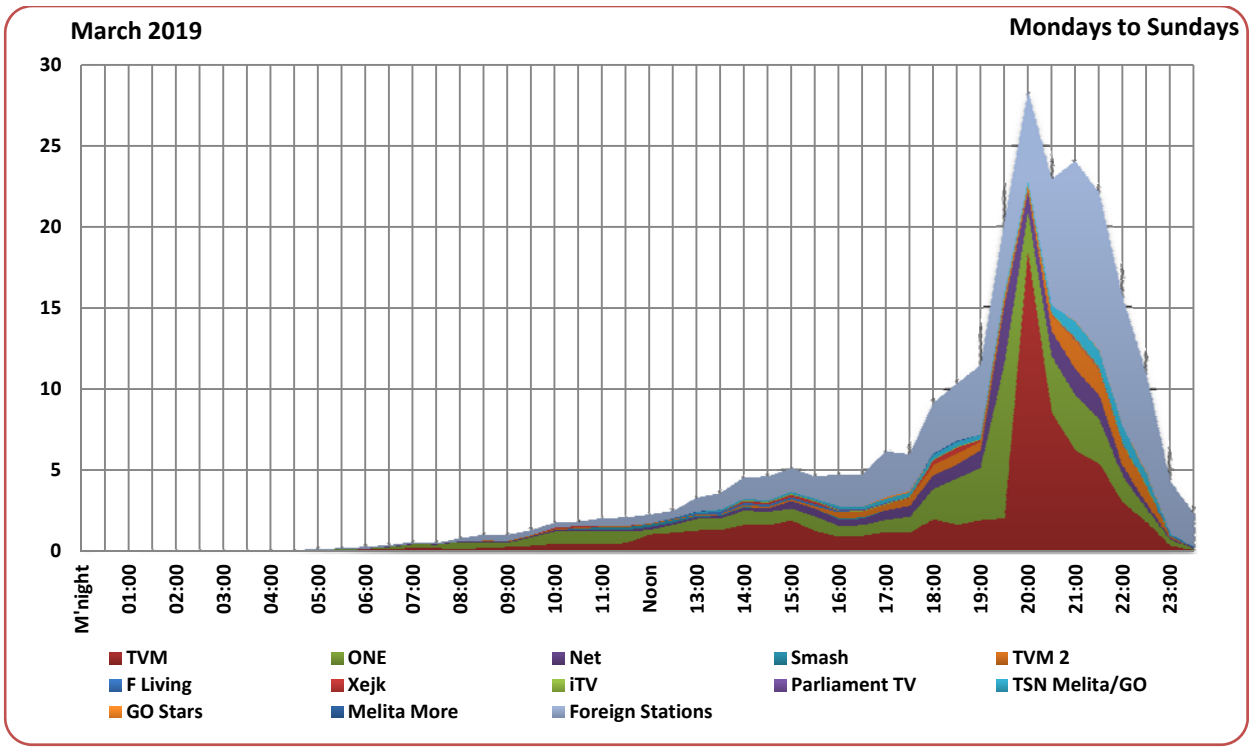
TV respondents were asked to indicate which television station they had followed the day before the interview and for how long. Each participant could name up to three stations and indicate three different time-periods for each station during which they had followed that particular station.

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 0.788% rising gradually to 2.449% by noon. Audiences then peaked up to 5.097% at 3:00pm and rose to 9.148% at 6:00pm. Audiences rose sharply from those at 7:00pm [11.463%] to 28.363% at 8:00pm where the average highest audiences were reached. Audiences were generally maintained but peaked to 24.058% by 9:00pm; falling to 15.641% at 10:00pm; and further to 4.350% 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 average amount of viewers [1.446%] followed by ONE [0.961%] and Net TV [0.379%]. The highest overall percentage average viewers [Monday to Sunday] were attained by Foreign Stations with the highest total weekly average of 1.856% while the highest daily average of viewing of a foreign station was that of Wednesdays with 2.273%.

Excluding foreign stations, TVM had its highest average amongst all local stations for all the weekdays except forWednesdays. Its highest average was that onFridays [1.889%] followed by that of Sundays [1.806%]; Tuesdays [1.659%]; Saturdays [1.354%]; Thursdays [1.114%]; and Mondays [1.039%].

ONE had the highest average amongst all local stations on Wednesdays [1.328%] which was also its highest for all the weekdays.

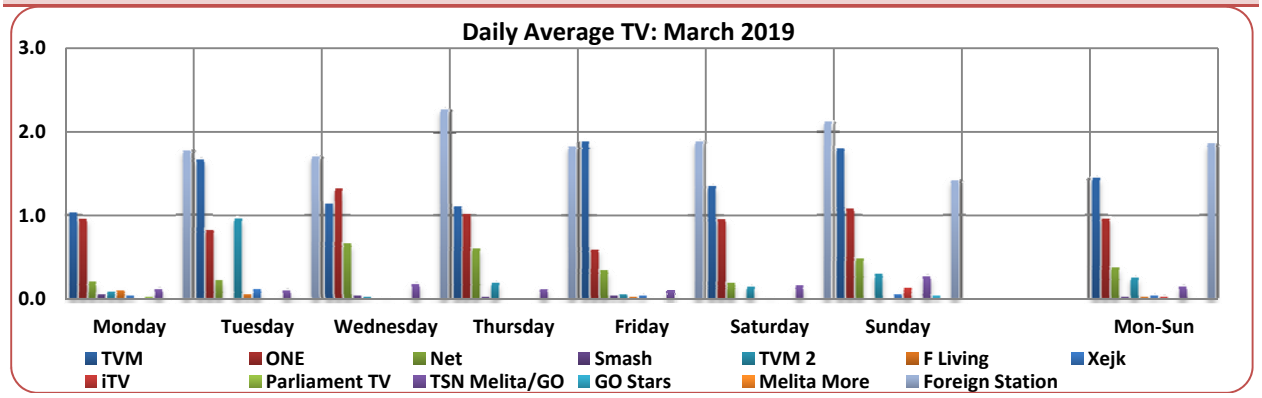
The highest average of Net TV was also on Wednesdays [0.661%].

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

	TVM	ONE	NET TV	Smash	TVM 2	F Living	Xejk	iTV	Parliament TV	TSN Melita/GO	GO Stars	Melita More	Highest	Foreign Stations
Monday	1.039	0.955	0.199	0.060	0.080	0.105	0.037		0.025	0.112			1.039	1.776
Tuesday	1.659	0.824	0.227		0.956	0.051	0.111			0.100	0.012	0.010	1.659	1.710
Wednesday	1.146	1.328	0.661	0.038	0.018		0.005			0.173		0.009	1.328	2.273
Thursday	1.115	1.026	0.605	0.023	0.192					0.119		0.006	1.115	1.835
Friday	1.889	0.595	0.337	0.045	0.059	0.021	0.036			0.108			1.889	1.891
Saturday	1.354	0.961	0.188		0.142		0.011			0.153			1.354	2.123
Sunday	1.806	1.076	0.482		0.293		0.049	0.126		0.265	0.036		1.806	1.422
Mon-Sun	1.446	0.961	0.379	0.023	0.253	0.025	0.037	0.020	0.003	0.149	0.007	0.003	1.446	1.856
Highest	1.889	1.328	0.661	0.060	0.956	0.105	0.111	0.126	0.025	0.265	0.036	0.010	---	2.273

Average [N] TV Audiences by Weekday and By Station

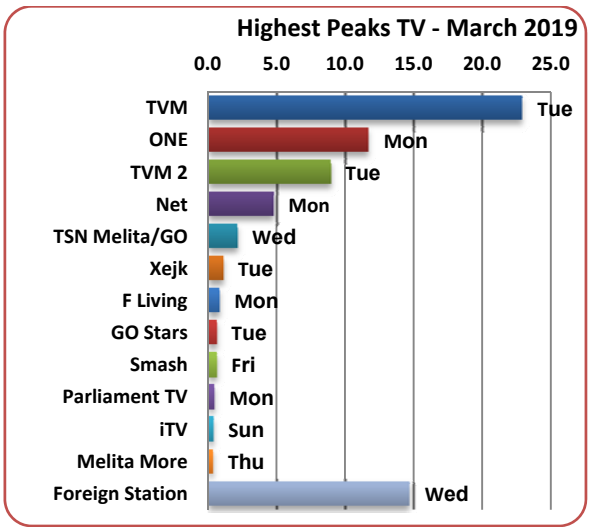
	TVM	ONE	NET TV	Smash	TVM 2	F Living	Xejk	iTV	Parliament TV	TSN Melita/GO	GO Stars	Melita More	Highest	Foreign Stations
Monday	6,733	6,189	1,289	390	518	681	242		163	728			6,733	11,505
Tuesday	11,002	5,463	1,505		6,338	337	735			663	79	66	11,002	11,335
Wednesday	7,061	8,182	4,074	233	108		33			1,064		58	8,182	14,010
Thursday	6,553	6,028	3,555	135	1,128					702		37	6,553	10,786
Friday	10,685	3,368	1,907	253	335	116	204			610			10,685	10,699
Saturday	7,602	5,395	1,053		797		62			861			7,602	11,922
Sunday	10,492	6,252	2,799		1,700		287	730		1,541	211		10,492	8,262
Mon-Sun	8,677	5,769	2,271	137	1,516	149	220	117	21	893	44	21	8,677	11,137
Highest	11,002	8,182	4,074	390	6,338	681	735	730	163	1,541	211	66	---	14,010



Peak Audiences by Station

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

TVM had the highest peaks amongst all stations for all the weekdays from Monday to Sunday and exceeded those of Foreign Stations. The highest peak attained by TVM was on Tuesdays [22.866%] followed by that on Fridays with 20.687% and Thursdays [20.336%]; while its lowest was that for Wednesdays with 14.8711%. ONE had its highest peak on Mondays with 11.649%, while the highest peak of Net TV was also on Mondays with 4.715%.



Percentage [%] Highest Peaks by TV Station by Weekday

	TVM	ONE	NET TV	Smash	TVM 2	F Living	Xejk	iTV	Parliament TV	TSN Melita j/O	GO Stars	Melita More	Highest	Foreign Stations
Monday	**19.115**	**11.649**	**4.715**	0.471	0.600	**0.758**	0.570		0.402	1.149			**19.115**	11.566
Tuesday	**22.866**	9.932	4.047		**8.867**	0.263	**1.034**			1.022	**0.572**	0.238	**22.866**	9.555
Wednesday	**14.871**	10.236	4.196	0.259	0.391		0.259			**2.072**		0.226	**14.871**	**14.633**
Thursday	**20.336**	10.555	3.918	0.275	2.390					1.656		**0.300**	**20.336**	6.986
Friday	**20.687**	10.711	3.266	**0.565**	0.771	0.493	0.778			0.375			**20.687**	9.392
Saturday	**15.338**	8.999	1.290		1.805		0.264			0.647			**15.338**	11.297
Sunday	**16.196**	8.159	4.264		1.953		0.457	0.335		1.343	0.533		**16.196**	8.393
Highest	**22.866**	**11.649**	**4.715**	**0.565**	**8.867**	**0.758**	**1.034**	**0.335**	**0.402**	**2.072**	**0.572**	**0.300**	---	**14.633**

Highest Peaks [N] by TV Station by Weekday

	TVM	ONE	NET TV	Smash	TVM 2	F Living	Xejk	iTV	Parliament TV	TSN Melita j/O	GO Stars	Melita More	Highest	Foreign Stations
Monday	**123,828**	**75,464**	**30,546**	3,050	3,889	**4,908**	3,695		2,605	7,445			**123,828**	74,928
Tuesday	**151,601**	65,847	26,830		**58,786**	1,741	**6,853**			6,775	**3,796**	1,575	**151,601**	63,352
Wednesday	**91,646**	63,081	25,858	1,599	2,411		1,599			**12,771**		1,395	**91,646**	**90,177**
Thursday	**119,531**	62,044	23,032	1,616	14,048					9,736		**1,764**	**119,531**	41,062
Friday	**117,031**	60,591	18,478	**3,195**	4,362	2,791	4,401			2,120			**117,031**	53,132
Saturday	**86,137**	50,537	7,246		10,134		1,481			3,634			**86,137**	63,440
Sunday	**94,079**	47,395	24,769		11,347		2,655	1,948		7,804	3,099		**94,079**	48,755
Highest	**151,601**	**75,464**	**30,546**	**3,195**	**58,786**	**4,908**	**6,853**	**1,948**	**2,605**	**12,771**	**3,796**	**1,764**	---	**90,177**

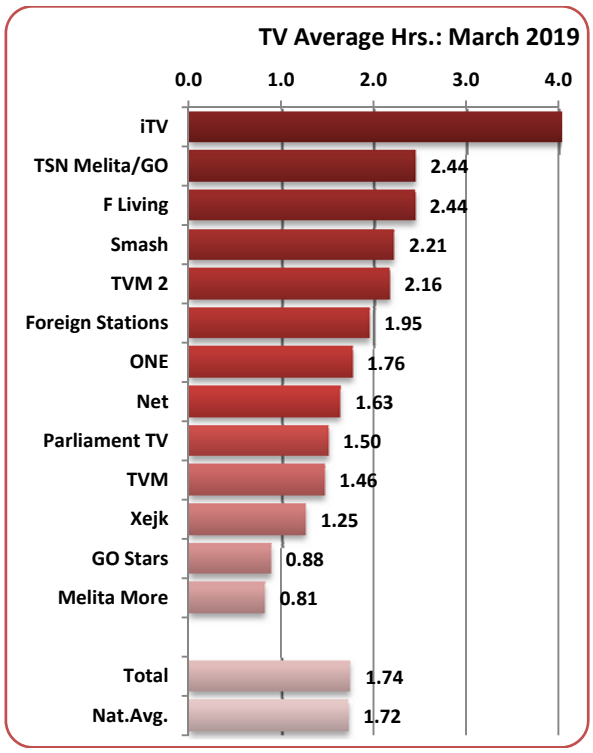
Daily Average Hours of TV consumption

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 – a case in point being that of one viewer who watched only a particular station throughout the day resulting on an average of 9 hrs for that station. However this average gives an indication of viewing patterns amongst the population.

Of the local stations, while TVM attracted the highest number of viewers [33.35%] followed by ONE [18.41%], the time spent on average by both TVM and ONE viewers was at 1.46hrs and 1.76hrs respectively. Those following a foreign station spent an average of 1.95hrs.

On average the stations which managed to maintain their audiences for the longest time were TSN Melita/Go [2.44hrs] and F Living [2.44hrs].

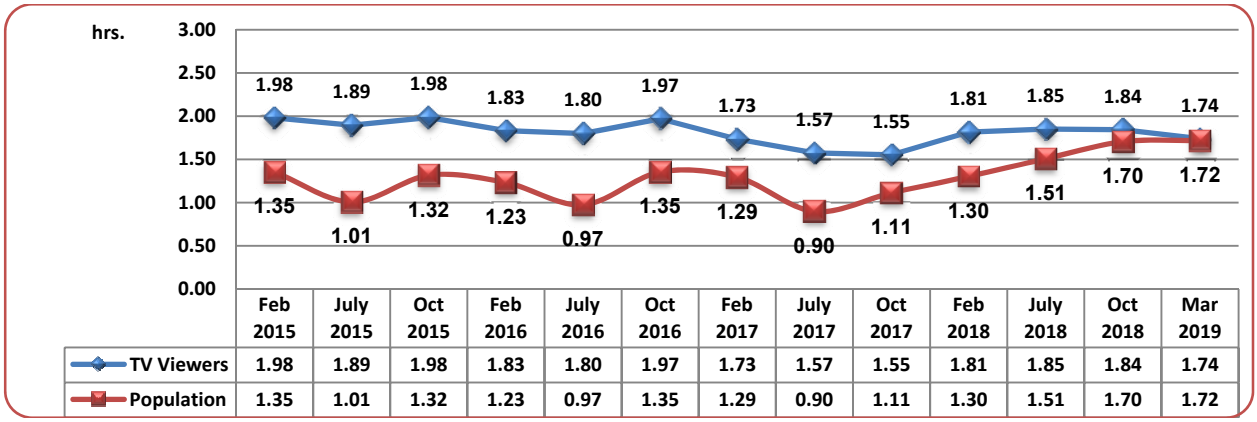


Average Hours by Station and Audiences by Gender, by Age Group, and by district

	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	143,000	1.46	30.16	36.45	42.45	42.26	31.40	31.93	31.40	34.24	31.52	32.72	32.65	35.31	41.14
ONE	79,000	1.76	16.65	20.12	16.02	18.74	15.46	19.53	21.13	24.65	16.37	23.86	14.81	13.46	14.06
Net	34,000	1.63	7.21	8.39	5.30	4.57	5.08	7.79	12.65	7.79	7.61	5.69	10.16	8.65	7.65
Smash	2,000	2.21		0.68			0.41	0.46	0.37	0.26	0.64		0.32		0.85
TVM 2	17,000	2.16	5.32	2.62	3.09		5.33	4.21	3.58	3.31	4.25	4.20	2.89	5.57	1.70
F Living	2,000	2.44		0.67	0.00			0.83	0.40	0.26	0.44	0.67			0.85
Xejk	5,000	1.25	0.76	1.20	0.00	2.14	0.26	0.73	2.06	0.26	1.59	0.40	1.41	0.84	0.85
iTV	1,000	*9.00*	*0.15*					0.25						0.53	
Parliament TV	1,000	1.50	0.16					0.27			0.23				
TSN Melita/GO	9,000	2.44	3.82	0.37	1.71	2.03	0.71	3.69	1.81	1.20	1.54	2.72	2.21	3.84	1.28
GO Stars	2,000	0.88		0.55			0.82	0.17		0.26	0.35			0.85	
Melita More	1,000	0.81		0.28				0.33	0.19		0.15	0.34	0.32		
Foreign Station	138,000	1.95	35.78	28.66	31.43	30.27	40.52	29.80	26.42	27.77	35.31	29.40	35.21	30.96	31.64
			100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

The average number of hours over all TV viewers amounts to 1.74hrs per viewer. This was 6 minutes less than that registered at the previous assessment in October 2018 [1.84hrs] and 4'12" lower than that of February 2018 [1.81hrs].

Over the whole of the population aged 12 years and over, average viewing was at 1.72hrs which was 1'12" higher than at the previous assessment of October 2018 [1.70hrs] and 11'16" higher than that February 2018 [1.30hrs].



	Feb 2015	July 2015	Oct 2015	Feb 2016	July 2016	Oct 2016	Feb 2017	July 2017	Oct 2017	Feb 2018	July 2018	Oct 2018	Mar 2019
TV Viewers	1.98	1.89	1.98	1.83	1.80	1.97	1.73	1.57	1.55	1.81	1.85	1.84	1.74
Population	1.35	1.01	1.32	1.23	0.97	1.35	1.29	0.90	1.11	1.30	1.51	1.70	1.72

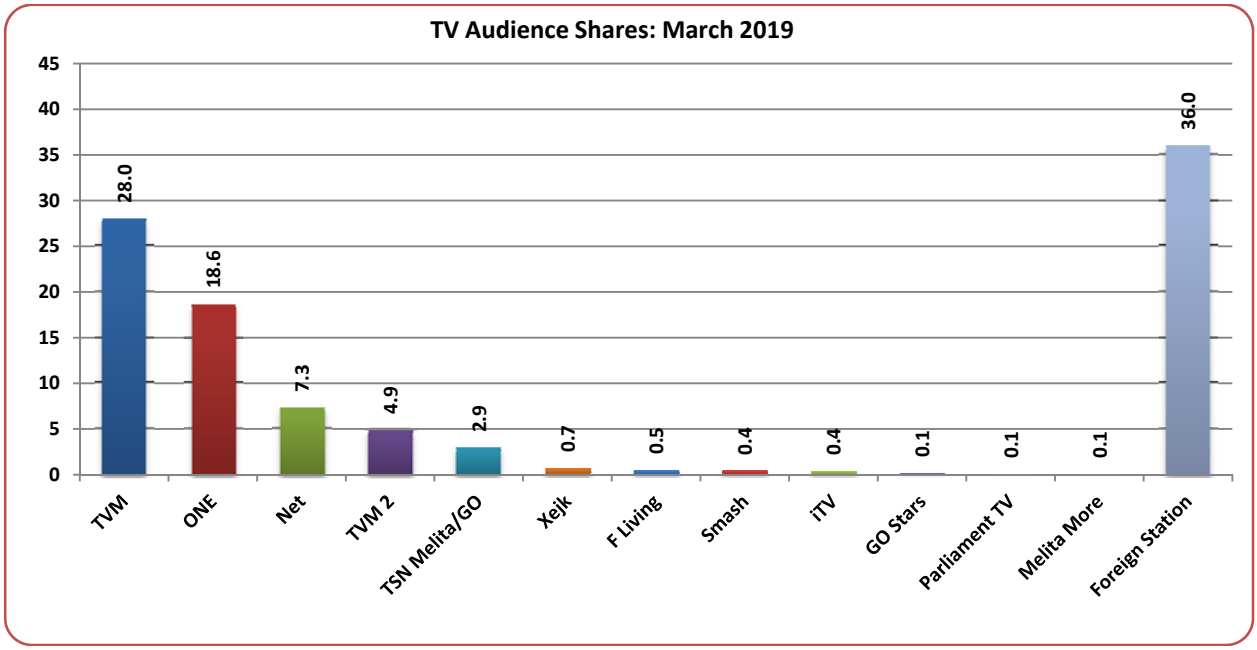
TV Stations Audience Share

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 [36.0%] TVM ranked first with 28.0%; followed by ONE with 18.6%; and Net TV with 7.3%.

TV viewers watching foreign stations did so for an average of 1.95hrs while viewers watching TVM did so for an average of 1.46 hrs.



Favourite TV Programme Genres

Respondents were asked what type of programmes 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 [20.1%]; local Drama programmes ranked second [14.5%]; while Discussion & Current Affairs programmes ranked third [10.5%]. Documentary programmes ranked fourth [9.6%] followed by Cultural/ Educational programmes [9.4%]. The other categories named by respondents were as follows:

Sports	–	8.6%
Light Entertainment/Comedy/Games	–	7.9%
Music Videos	–	7.7%
Religious	–	5.7%
Teleshopping	–	3.5%
Children's	–	2.6%

The results for each programme genre were compared to population demographics [total population aged 12 and over = 432,844].

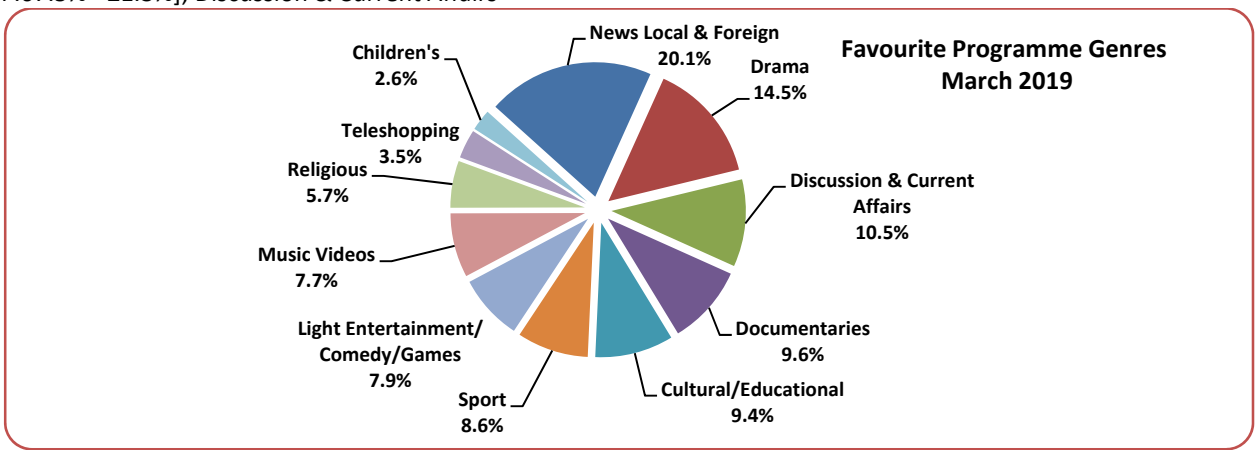
Analysed by gender, male preferences exceeded female preferences mostly for sports programmes [M:42.9%; F:14.0%] – a difference of 28.9%; followed by Documentaries [M:35.9%; F: 27.9%] - a difference of 8.0%. Preferences slightly differed between males and females for Local & Foreign News [M:66.2%; F:67.5% - ±1.3%]; Discussion & Current Affairs [M34.0%; F:36.0% - ±2.0%]; Music Videos [M:23.9%; F:27.6% - ±3.8%]; and Cultural/Educational programmes [M:29.0%; F:33.9% - ±4.9%].

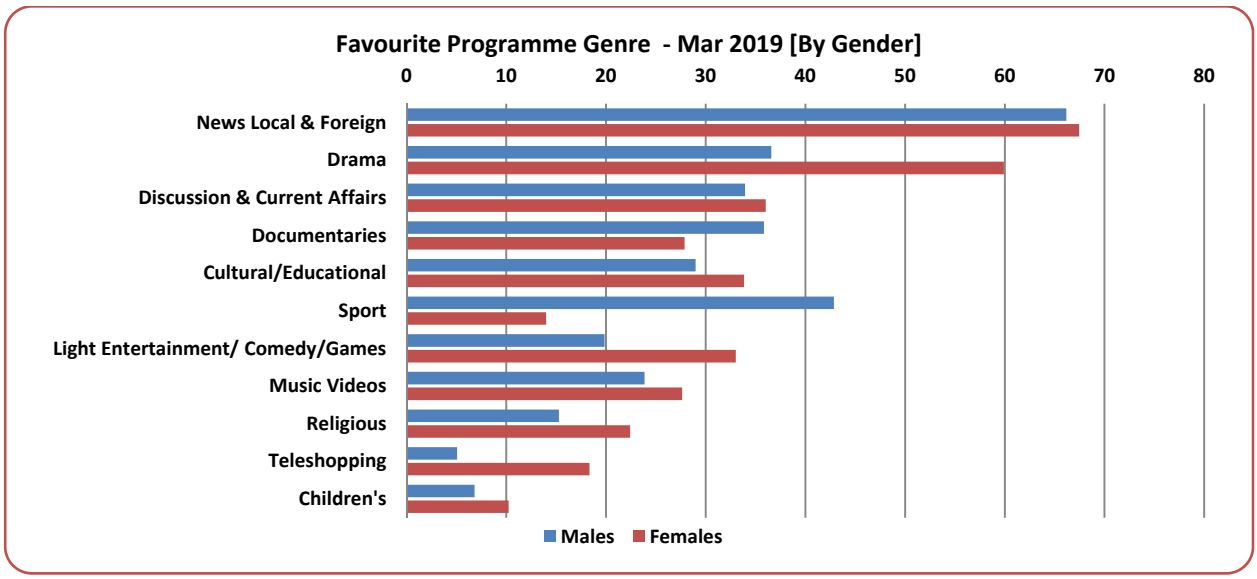
Female preferences exceed male preference for Drama by 23.3% [F:59.9%; M:36.6%]; Teleshopping by 13.3% [F:18.3%; M: 5.1%]; Light Entertainment by 13.2% [F:33.0%; M: 19.9%]; and Religious programmes by 7.1% [F:22.4%; M:15.3%].

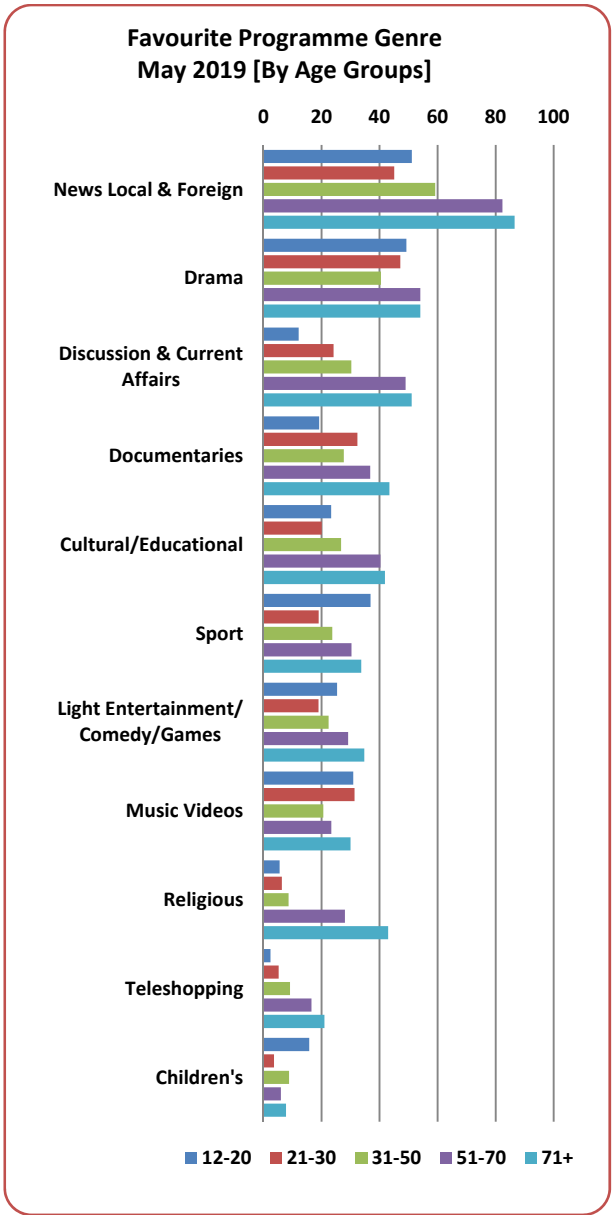
Analysed by age-groups, the preference for News was the highest amongst all those above 31 years old and their preference increased dramatically from 59.2% [31-50 year olds]; to 82.3% [51-70 year olds]; and up to 86.5% for 71+ year olds. The first preference of 21-30 years old was for Drama [47.1%] followed by Local & Foreign News [45.1%]. With regards to Drama the increase was less dramatic from 40.5% for 31-50 year olds to 54.1% for 71+. Similarly, Discussion and Current Affairs programmes ranked third amongst all those above 30 years old; increasing from 30.3% of all 51-70 years old; to 49.0% for 51-70 years old; to 51.0% for 71+ year olds.

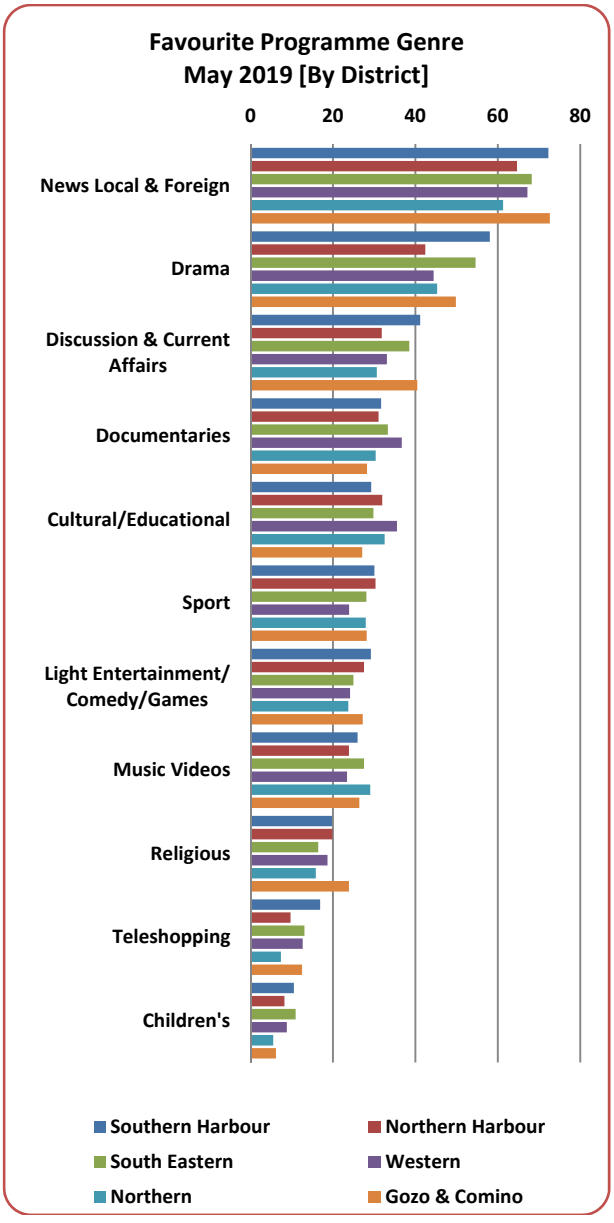
On the other hand the first preference for 12-20 year olds was for Local & Foreign News [51.5%]; followed by Drama [49.2%]; Sport programmes [36.9%]; and Music Videos [30.9%].

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




Favourite Programme Genre - Mar 2019 [By Gender]
0
10
20
30
40
50
60
70
80
News Local & Foreign
Drama
Discussion & Current Affairs
Documentaries
Cultural/Educational
Sport
Light Entertainment/ Comedy/Games
Music Videos
Religious
Teleshopping
Children's
Males
Females


Favourite Programme Genre
May 2019 [By Age Groups]
0
20
40
60
80
100
News Local & Foreign
Drama
Discussion & Current Affairs
Documentaries
Cultural/Educational
Sport
Light Entertainment/ Comedy/Games
Music Videos
Religious
Teleshopping
Children's
12-20
21-30
31-50
51-70
71+


Favourite Programme Genre
May 2019 [By District]
0
20
40
60
80
News Local & Foreign
Drama
Discussion & Current Affairs
Documentaries
Cultural/Educational
Sport
Light Entertainment/ Comedy/Games
Music Videos
Religious
Teleshopping
Children's
Southern Harbour
Northern Harbour
South Eastern
Western
Northern
Gozo & Comino

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	289,173	[1]	144,899	144,273	33,670	20,682	84,442	78,763	71,615	53,975	89,833	43,194	37,102	43,288	21,782
Drama	208,258	[2]	80,117	128,141	32,419	21,632	57,745	51,710	44,752	43,345	58,909	34,550	24,541	31,966	14,948
Discussion & Current Affairs	151,390	[3]	74,346	77,043	7,972	11,085	43,225	46,854	42,253	30,748	44,225	24,377	18,278	21,629	12,131
Cultural/Educational	138,131	[4]	78,499	59,632	12,631	14,866	39,525	35,200	35,909	23,663	43,167	21,091	20,278	21,454	8,478
Sport	135,901	[5]	63,485	72,416	15,351	9,211	38,155	38,555	34,628	21,861	44,434	18,872	19,619	22,984	8,131
Documentaries	123,774	[6]	93,860	29,914	24,285	8,738	33,796	29,047	27,908	22,440	42,125	17,791	13,216	19,746	8,456
Light Entertainment/ Comedy/Games	114,113	[7]	43,484	70,629	16,705	8,700	32,032	27,935	28,741	21,815	38,262	15,794	13,330	16,752	8,161
Music Videos	111,376	[8]	52,266	59,110	20,362	14,402	29,423	22,374	24,815	19,411	33,206	17,413	12,923	20,500	7,923
Religious	81,411	[9]	33,465	47,946	3,670	2,924	12,373	26,888	35,557	14,762	27,607	10,387	10,307	11,190	7,159
Teleshopping	50,301	[10]	11,082	39,219	1,612	2,414	13,062	15,843	17,371	12,600	13,472	8,292	6,989	5,198	3,749
Children's	36,810	[11]	14,926	21,884	10,399	1,670	12,584	5,733	6,424	7,856	11,415	6,933	4,858	3,891	1,857
Total Responses [n]	**1,440,638**		**690,429**	**750,209**	**179,076**	**116,325**	**396,361**	**378,903**	**369,973**	**272,476**	**446,654**	**218,695**	**181,439**	**218,598**	**102,775**
	%		%	%	%	%	%	%	%	%	%	%	%	%	%
News Local & Foreign	20.1	[1]	21.0	19.2	18.8	17.8	21.3	20.8	19.4	19.8	20.1	19.8	20.4	19.8	21.2
Drama	14.5	[2]	11.6	17.1	18.1	18.6	14.6	13.6	12.1	15.9	13.2	15.8	13.5	14.6	14.5
Discussion & Current Affairs	10.5	[3]	10.8	10.3	4.5	9.5	10.9	12.4	11.4	11.3	9.9	11.1	10.1	9.9	11.8
Cultural/Educational	9.6	[4]	11.4	7.9	7.1	12.8	10.0	9.3	9.7	8.7	9.7	9.6	11.2	9.8	8.2
Sport	9.4	[5]	9.2	9.7	8.6	7.9	9.6	10.2	9.4	8.0	9.9	8.6	10.8	10.5	7.9
Documentaries	8.6	[6]	13.6	4.0	13.6	7.5	8.5	7.7	7.5	8.2	9.4	8.1	7.3	9.0	8.2
Light Entertainment/ Comedy/Games	7.9	[7]	6.3	9.4	9.3	7.5	8.1	7.4	7.8	8.0	8.6	7.2	7.3	7.7	7.9
Music Videos	7.7	[8]	7.6	7.9	11.4	12.4	7.4	5.9	6.7	7.1	7.4	8.0	7.1	9.4	7.7
Religious	5.7	[9]	4.8	6.4	2.0	2.5	3.1	7.1	9.6	5.4	6.2	4.7	5.7	5.1	7.0
Teleshopping	3.5	[10]	1.6	5.2	0.9	2.1	3.3	4.2	4.7	4.6	3.0	3.8	3.9	2.4	3.6
Children's	2.6	[11]	2.2	2.9	5.8	1.4	3.2	1.5	1.7	2.9	2.6	3.2	2.7	1.8	1.8
% 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]	432,844		218,962	213,882	65,828	45,897	142,660	95,688	82,771	74,688	138,983	63,301	55,240	70,632	30,000
	%		%	%	%	%	%	%	%	%	%	%	%	%	%
News Local & Foreign	66.8	[1]	66.2	67.5	51.1	45.1	59.2	82.3	86.5	72.3	64.6	68.2	67.2	61.3	72.6
Drama	48.1	[2]	36.6	59.9	49.2	47.1	40.5	54.0	54.1	58.0	42.4	54.6	44.4	45.3	49.8
Discussion & Current Affairs	35.0	[3]	34.0	36.0	12.1	24.2	30.3	49.0	51.0	41.2	31.8	38.5	33.1	30.6	40.4
Cultural/Educational	31.9	[4]	35.9	27.9	19.2	32.4	27.7	36.8	43.4	31.7	31.1	33.3	36.7	30.4	28.3
Sport	31.4	[5]	29.0	33.9	23.3	20.1	26.7	40.3	41.8	29.3	32.0	29.8	35.5	32.5	27.1
Documentaries	28.6	[6]	42.9	14.0	36.9	19.0	23.7	30.4	33.7	30.0	30.3	28.1	23.9	28.0	28.2
Light Entertainment/ Comedy/Games	26.4	[7]	19.9	33.0	25.4	19.0	22.5	29.2	34.7	29.2	27.5	25.0	24.1	23.7	27.2
Music Videos	25.7	[8]	23.9	27.6	30.9	31.4	20.6	23.4	30.0	26.0	23.9	27.5	23.4	29.0	26.4
Religious	18.8	[9]	15.3	22.4	5.6	6.4	8.7	28.1	43.0	19.8	19.9	16.4	18.7	15.8	23.9
Teleshopping	11.6	[10]	5.1	18.3	2.4	5.3	9.2	16.6	21.0	16.9	9.7	13.1	12.7	7.4	12.5
Children's	8.5	[11]	6.8	10.2	15.8	3.6	8.8	6.0	7.8	10.5	8.2	11.0	8.8	5.5	6.2
% of Total Population	**332.8**		**315.3**	**350.8**	**272.0**	**253.4**	**277.8**	**396.0**	**447.0**	**364.8**	**321.4**	**345.5**	**328.5**	**309.5**	**342.6**

RADIO

Most followed Radio station

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, 91 listeners named a second station while another 13 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
89.7 Bay	[1]	60,000	23.83	17.45	29.55	68.49	45.84	30.85	6.04	0.63	17.14	25.54	17.85	20.76	32.08	35.68
ONE Radio	[2]	40,000	15.81	16.50	15.19	5.12	1.14	7.76	25.37	31.19	23.82	16.38	18.02	10.47	9.59	11.61
Vibe FM	[3]	32,000	12.64	15.29	10.27	12.19	37.96	19.79	1.13		7.96	15.90	12.79	6.55	19.33	5.40
Radju Malta	[4]	24,000	9.57	8.40	10.63	1.43	1.60	3.40	13.02	23.89	9.92	7.39	11.99	10.97	8.63	12.18
Calypso Radio	[5]	22,000	8.72	9.14	8.34		1.14	6.62	19.33	8.30	14.20	10.02	8.12	6.36	4.34	4.64
Radju Marija	[6]	14,000	5.21	4.58	5.78		1.14	2.02	7.93	11.97	7.10	4.56	5.19	6.89	4.55	1.16
Net FM	[7]	13,000	4.87	3.69	5.93			1.68	7.75	11.76	4.23	5.63	5.75	8.22	1.37	2.90
Magic	[8]	13,000	4.85	6.99	2.93	4.87	2.83	8.65	3.91	0.63	3.97	4.32	5.53	9.32	4.35	
RTK	[9]	10,000	3.69	4.30	3.14			0.64	7.35	8.29	3.03	2.43	2.97	8.33	1.81	8.71
Smash Radio	[10]	9,000	3.32	3.10	3.52	7.89	1.14	6.11	1.41		6.19	1.59	3.60	2.81	2.53	5.81
X FM	[11]	7,000	2.42	2.53	2.32		4.97	4.63	0.98		0.81	1.11	1.84	3.84	5.75	3.20
Campus FM	[14]	4,000	1.28	1.25	1.30		2.23	1.44	1.72	0.55	0.54	0.94	1.84	2.83	1.37	
Radju Malta 2	[14]	3,000	0.94	2.00				2.06	0.53	0.46	0.54		2.64		2.53	
Community Stations	[15]	2,000	0.54	0.23	0.82			0.57	1.00	0.52		0.66	0.55			4.06
Foreign Stations	[12]	6,000	2.30	4.54	0.29			3.79	2.52	1.81	0.54	3.54	1.32	2.64	1.77	4.65
		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.

Three stations were followed by respondents from all the age groups – 89.7Bay; ONE Radio, and Radju Malta.

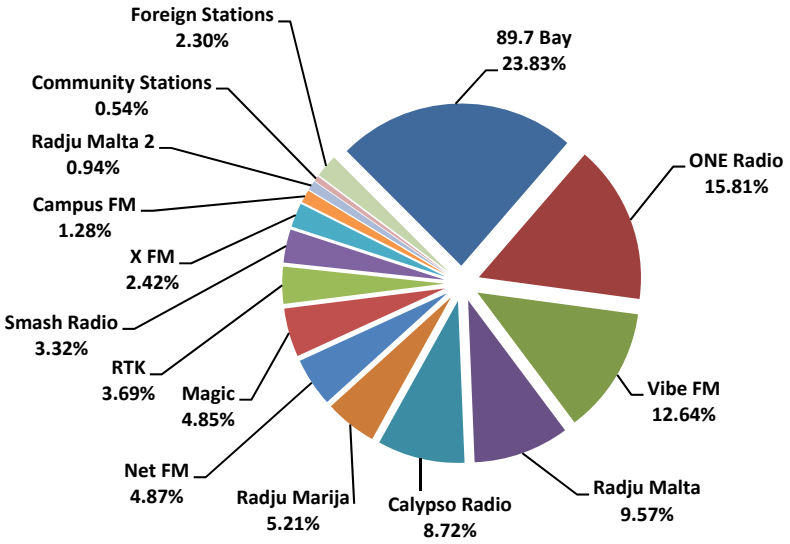
89.7 Bay has attracted the largest amount of radio listeners [23.83%] with ≈60,000 listeners. This station was followed by ONE Radio with 15.81% of all listeners [≈40,000]; Vibe FM with 12.64% [≈32,000]; and Radju Malta [9.57%; ≈24,000].

89.7 Bay was the most followed station by all those under fifty years old – with 68.5% of 12-20 year olds; 45.84% of all 21-30 year olds; and about a third [30.85%] of all 31-50 year olds following this station.

ONE Radio was the most followed station by all those over fifty years old – with just more than a quarter [25.37%] of all 51-70 year olds and just below a third of all 71+ year olds [31.19%] following this station.

The highest group the followed Vibe FM [37.96%] was 21-30 year olds; while the largest group following Radju Malta was 71+ year olds [23.89%].

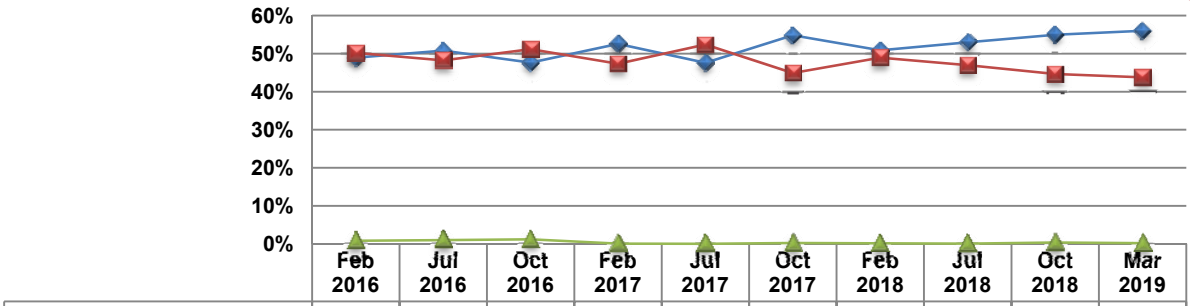
Audience Reach by Station - March 2019
[irrespective of time spent]



Amount of Radio listeners

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, 242,500 persons (aged 12 years and over) listen to radio regularly. This is just above half the population – 56.0%.

Compared to previous data, there was an increase of 1.0% of radio listeners over the previous assessment period of October 2018 and an increase of 5.1% over that of a similar period last year (February 2018).



	Feb 2016	Jul 2016	Oct 2016	Feb 2017	Jul 2017	Oct 2017	Feb 2018	Jul 2018	Oct 2018	Mar 2019
Radio Listeners*	48.9%	50.8%	47.6%	52.6%	47.6%	54.8%	50.9%	53.0%	55.0%	56.0%
Did Not Listen to Radio	50.2%	48.2%	51.2%	47.4%	52.4%	44.9%	48.9%	47.0%	44.7%	43.8%
No Response	0.8%	1.0%	1.2%	0.1%	0.0%	0.2%	0.2%	0.0%	0.4%	0.2%

* Includes "No Particular Radio Station" and "Did not remember which station"

How many listened to radio?

	Total N	Yes [1] N	No N	No Ans. N		Total %	Yes %	No %	No Ans. %
Population									
[+12 years]	**432,844**	**242,504**	**189,481**	**859**		**100**	56.03	43.78	0.20
Gender									
Males	218,962	117,382	101,291	289		**100**	53.61	46.26	0.13
Females	213,882	125,122	88,190	570		**100**	58.50	41.23	0.27
	432,844	**242,504**	**189,481**	**859**					
Age group									
12-20	65,828	25,738	40,090			**100**	39.10	60.90	
21-30	45,897	27,349	18,548			**100**	59.59	40.41	
31-50	142,660	85,139	57,158	363		**100**	59.68	40.07	0.25
51-70	95,688	55,675	40,013			**100**	58.18	41.82	
71+	82,771	48,604	33,672	496		**100**	58.72	40.68	0.60
	432,844	**242,504**	**189,481**	**859**					
South Harbour	74,688	41,042	33,283	363		**100**	54.95	44.56	0.49
North Harbour	138,983	74,556	64,220	207		**100**	53.64	46.21	0.15
South Eastern	63,301	38,607	24,694			**100**	60.99	39.01	
Western	55,240	31,475	23,476	289		**100**	56.98	42.50	0.52
Northern	70,632	41,975	28,657			**100**	59.43	40.57	
Gozo & Comino	30,000	14,849	**15,151**			**100**	49.50	50.50	
	432,844	**242,504**	**189,481**	**859**					

[1] Includes those who "did not remember which station they followed" [3.2%; ≈14,000] and those who "did not follow any particular radio station" [3.0%; ≈13,000].

Radio stations followed

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.

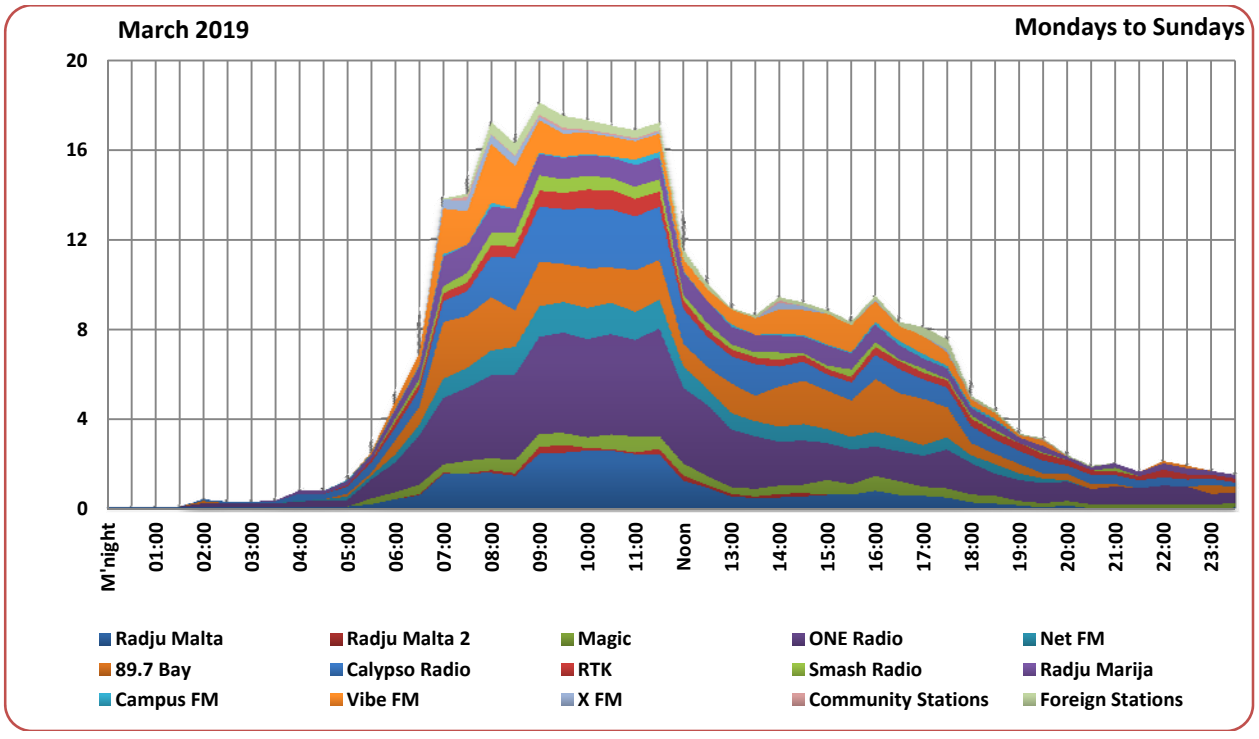
The focus of this section is not only on how many listeners each station could attract, but also for how long each station was able to maintain their audiences. Thus, the basis of the analysis are the audiences for each station multiplied by the number of half-hour slots during which they were following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

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 0.59% per half hour slot.

Audiences increased from 4.77% at 6:00am to 13.81% at 7:00am; peaking again at 8:00am at 17.21% and again at 9:00am with 18.08% of potential listeners. This level of radio listening was maintained till 11:30am [17.20%]. Audiences rapidly decreased to 8.92% at 1:00pm and gradually decreasing after 1:00pm while slightly peaking to 9.42% at 2:00pm. Audiences then peaked again at 4:00pm [9.49%] and gradually decreased to 2.37% at 8:00pm. Night-time radio audiences after 10:30pm were less than 2.0% of the total population.

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



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 [1.680%]; followed by 89.7 Bay [0.904%]; Calypso Radio [0.873%] and Radju Malta [0.658%].

ONE Radio had the highest average amongst all stations for all the weekdays with that of Mondays (2.731%) being its highest percentage average.

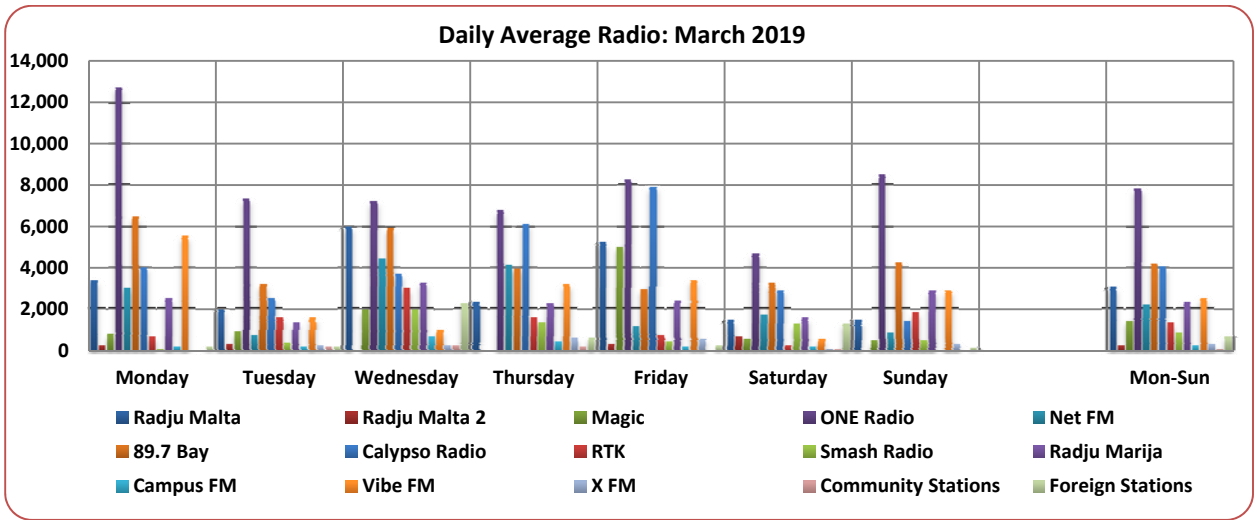
89.7 Bay had its highest average also on Mondays; Calypso Radio had its highest average on Fridays [1.675%]; while Radju Malta's highest was on Wednesdays with 1.271%.

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	Community	Foreign	Highest
Monday	0.730	0.050	0.165	2.731	0.648	1.390	0.866	0.147	0.013	0.538	0.035	1.187			0.035	2.731
Tuesday	0.431	0.067	0.197	1.583	0.160	0.691	0.549	0.340	0.075	0.295	0.035	0.345	0.049	0.037	0.033	1.583
Wednesday	1.271		0.419	1.537	0.938	1.258	0.788	0.644	0.418	0.700	0.142	0.210	0.049	0.056	0.483	1.537
Thursday	0.502			1.452	0.889	0.852	1.316	0.340	0.296	0.488	0.097	0.688	0.126	0.034	0.129	1.452
Friday	1.102	0.061	1.061	1.744	0.245	0.630	1.675	0.156	0.095	0.510	0.032	0.722	0.120		0.047	1.744
Saturday	0.319	0.145	0.127	1.021	0.380	0.708	0.640	0.052	0.277	0.346	0.035	0.119	0.018	0.006	0.288	1.021
Sunday	0.314		0.106	1.822	0.185	0.910	0.299	0.397	0.105	0.616		0.620	0.069		0.028	1.822
Mon-Sun	0.658	0.048	0.307	1.680	0.472	0.904	0.873	0.288	0.181	0.498	0.051	0.547	0.062	0.018	0.147	1.680
Highest	1.271	0.145	1.061	2.731	0.938	1.390	1.675	0.644	0.418	0.700	0.142	1.187	0.126	0.483	1.271	---

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	Community	Foreign	Total
Monday	3,410	234	772	12,766	3,028	6,496	4,047	686	62	2,514	162	5,548			162	12,766
Tuesday	2,001	309	912	7,348	740	3,207	2,547	1,576	348	1,371	164	1,602	228	171	155	7,348
Wednesday	5,993		1,978	7,249	4,422	5,932	3,717	3,038	1,972	3,301	670	990	231	262	2,279	7,249
Thursday	2,345			6,780	4,150	3,978	6,146	1,589	1,383	2,280	451	3,210	590	160	603	6,780
Friday	5,226	291	5,034	8,273	1,164	2,990	7,944	742	450	2,421	152	3,423	569		221	8,273
Saturday	1,465	667	583	4,684	1,744	3,247	2,935	239	1,272	1,587	160	546	83	29	1,319	4,684
Sunday	1,466		495	8,506	863	4,249	1,395	1,853	489	2,875		2,896	323		129	8,506
Mon-Sun	3,074	227	1,437	7,851	2,205	4,224	4,083	1,347	848	2,328	238	2,555	291	82	688	7,851
Highest	5,993	667	5,034	12,766	4,422	6,496	7,944	3,038	1,972	3,301	670	5,548	590	262	2,279	---



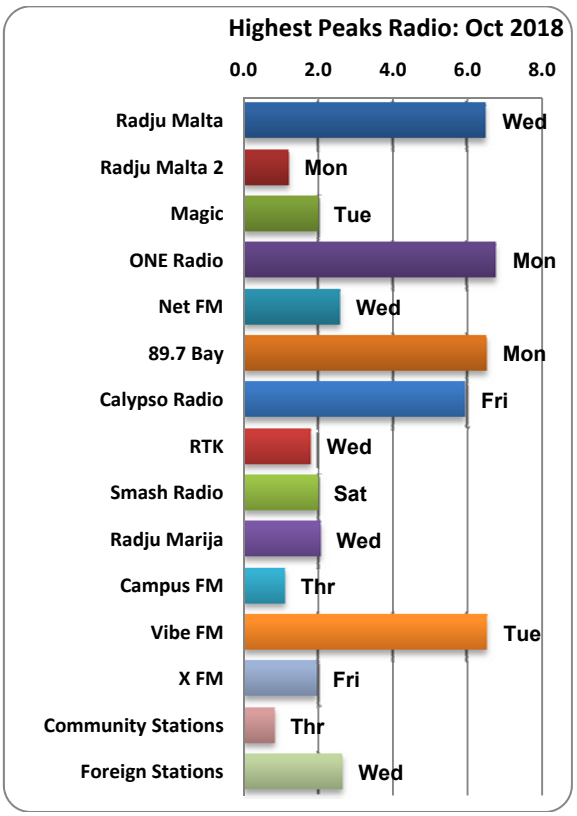
Peak Audiences

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, ONE Radio had the highest peak amongst all stations on four weekdays – Mondays: 6.782%; Thursdays: 4.185%; Saturdays: 5.319%; and Sundays: 5.347%. That of Mondays was ONE Radio's highest peak for the week;

Similarly 89.7Bay, it had its highest peak on Mondays [6.518%] but then did not succeed in attaining any highest amongst all stations.

On the other hand, Vibe had the highest peak amongst all stations on Tuesdays [6.538%]; Radju Malta had the highest peak amongst all stations on Wednesday [6.507%]; while Calypso Radio had the highest peak among all stations on Friday [5.942%].



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	Community	Foreign	Highest
Mon	2.238	**1.202**	0.910	**6.782**	1.859	**6.518**	3.100	1.346	0.635	1.826	0.834	6.029			0.553	**6.782**
Tue	2.241	0.400	**1.989**	5.563	0.938	3.829	2.358	1.113	0.623	1.022	0.339	**6.538**	1.179	0.295	0.400	**6.538**
Wed	**6.507**		1.489	3.534	**2.585**	4.578	1.924	**1.804**	1.134	**2.056**	0.801	2.089	1.178	0.444	**2.644**	**6.507**
Thu	1.776			**4.185**	2.556	3.176	2.980	1.569	1.422	1.169	**1.105**	3.738	0.824	**0.824**	0.477	**4.185**
Fri	4.046	0.736	1.944	4.801	0.918	4.224	**5.942**	0.731	0.619	1.724	0.513	4.839	**1.963**	0.000	0.279	**5.942**
Sat	1.371	1.129	1.073	**5.319**	1.072	3.524	2.548	0.436	**1.984**	1.778	0.839	1.516	0.866	0.301	1.075	**5.319**
Sun	1.652		1.196	**5.347**	0.912	2.785	1.025	0.910	1.206	1.520		2.519	1.150		0.362	**5.347**
Highest	**6.507**	**1.202**	**1.989**	**6.782**	**2.585**	**6.518**	**5.942**	**1.804**	**1.984**	**2.056**	**1.105**	**6.538**	**1.963**	**0.824**	**2.644**	---

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	Community	Foreign	Highest
Mon	10,459	**5,617**	4,256	**31,699**	8,688	**30,467**	14,489	6,291	2,970	8,534	3,896	28,181			2,585	**31,699**
Tue	10,400	1,855	**9,231**	25,818	4,355	17,772	10,944	5,164	2,893	4,745	1,575	**30,344**	5,472	1,371	1,855	**30,344**
Wed	**30,680**		7,020	16,662	**12,189**	21,585	9,072	**8,504**	5,345	**9,693**	3,778	9,850	5,555	2,094	**12,468**	**30,680**
Thu	8,294			**19,541**	11,934	14,830	13,913	7,326	6,641	5,460	**5,158**	17,456	3,845	**3,845**	2,227	**19,541**
Fri	19,192	3,489	9,221	22,774	4,353	20,033	**28,185**	3,466	2,937	8,175	2,435	22,954	9,309	0	1,326	**28,185**
Sat	6,288	5,176	4,920	**24,392**	4,914	16,158	11,685	1,999	**9,097**	8,154	3,848	6,954	**3,969**	1,382	4,928	**24,392**
Sun	7,712		5,585	**24,967**	4,259	13,002	4,786	4,251	5,632	7,098		11,762	5,372		1,692	**24,967**
Highest	**30,680**	**5,617**	**9,231**	**31,699**	**12,189**	**30,467**	**28,185**	**8,504**	**9,097**	**9,693**	**5,158**	**30,344**	**9,309**	**3,845**	**12,468**	---

Daily Average Hours of Radio Consumption

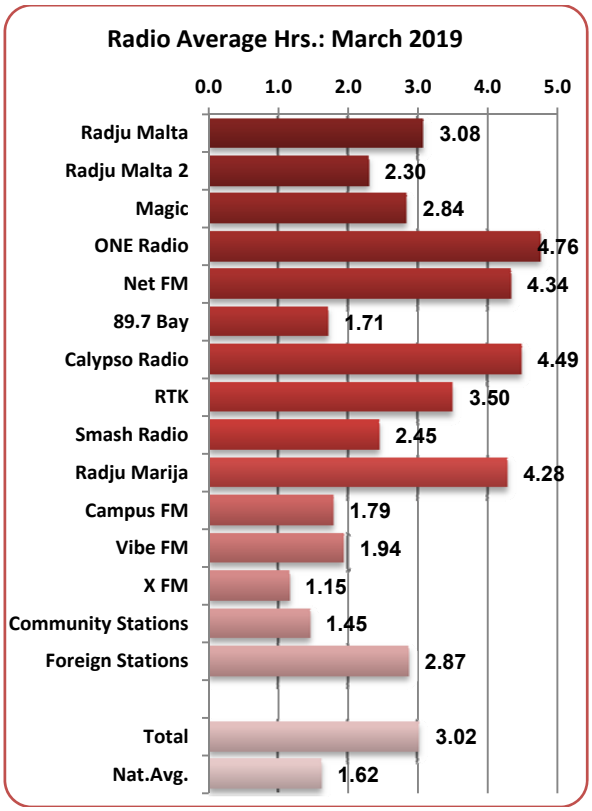
This average gives the amount of time that radio listeners spent following each radio station. This is derived from the total number of hours that radio consumers listened to, divided by the total number of listeners of each broadcasting station.

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 [23.83%]; more than a quarter of all female radio listeners [29.55%] and the highest percent of male listeners [17.45%]. However the listeners of 89.7 Bay were mostly below 50 years old. In fact 89.7 Bay attracted 68.5% of all the 12-20 year olds; 45.8% of all 21-30 year olds, and just less than a third [30.85%] of all 31-50 year olds. Their total average hours of radio listening worked out at 1.71hrs per listener.

On the other hand, ONE Radio attracted the second highest amount of listeners [15.811%] who, on average, have spent 4.76hrs listening to this station. This station attracted 16.5% of all males; 15.2% of all females; 25.4% of all 51-70 year olds; and 31.2% 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 4.49hrs each.



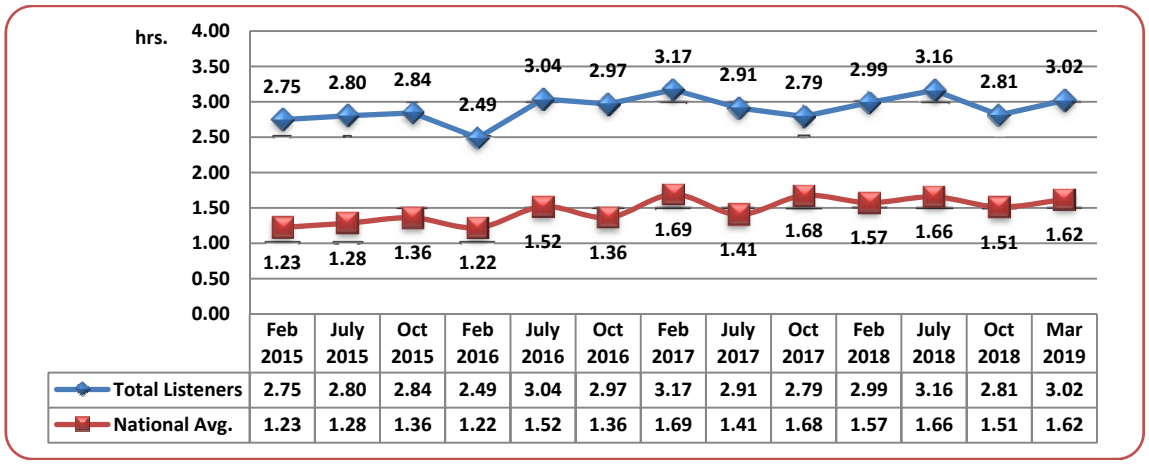
Audiences by Gender, by Age Group, and by district

	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	24,000	3.08	8.40	10.65	1.43	1.60	3.41	13.02	23.89	10.01	7.39	11.99	10.97	8.63	12.18
Radju Malta 2	3,000	2.30	2.00				2.07	0.53	0.46	0.55		2.64		2.53	
Magic Malta	13,000	2.84	6.99	2.93	4.87	2.83	8.69	3.91	0.63	4.00	4.32	5.53	9.32	4.35	
ONE Radio	40,000	4.76	16.50	15.24	5.12	1.14	7.79	25.37	31.19	24.02	16.38	18.02	10.47	9.59	11.61
Net FM	13,000	4.34	3.69	5.95			1.68	7.75	11.76	4.26	5.63	5.75	8.22	1.37	2.90
89.7 Bay	60,000	1.71	17.45	29.35	68.49	45.84	30.56	6.04	0.63	16.47	25.54	17.85	20.76	32.08	35.68
Calypso Radio	22,000	4.49	9.14	8.37		1.14	6.65	19.33	8.30	14.32	10.02	8.12	6.36	4.34	4.64
RTK	10,000	3.50	4.30	3.15			0.64	7.35	8.29	3.05	2.43	2.97	8.33	1.81	8.71
Smash Radio	9,000	2.45	3.10	3.53	7.89	1.14	6.14	1.41		6.24	1.59	3.60	2.81	2.53	5.81
Radju Marija	14,000	4.28	4.58	5.79		1.14	2.03	7.93	11.97	7.16	4.56	5.19	6.89	4.55	1.16
Campus FM	4,000	1.79	1.25	1.30		2.23	1.44	1.72	0.55	0.55	0.94	1.84	2.83	1.37	
Vibe FM	32,000	1.94	15.29	10.30	12.19	37.96	19.87	1.13		8.02	15.90	12.79	6.55	19.33	5.40
X FM	7,000	1.15	2.53	2.33		4.97	4.64	0.98		0.81	1.11	1.84	3.84	5.75	3.20
Community	2,000	1.45	0.23	0.83			0.57	1.00	0.52		0.66	0.55			4.06
Foreign	6,000	2.87	4.54	0.29			3.81	2.52	1.81	0.55	3.54	1.32	2.64	1.77	4.65
			100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

The average amount of hours over all radio listeners results at 3.02hrs per listener and over the whole population aged 12 years and over, this amounts to 1.62hrs.

Compared to previous assessments, the amount of hours spent listening to radio has increased by 12'36" over the previous assessment of October 2018 [from 2.81hrs to 3.02hrs] and has increased by 1'48" over that of a similar period last year from 2.99hrs [Feb 2018] to 3.02hrs..

On a national average, the number of hours spent listening to radio stations [1.62hrs] has increased by 6'36" over that of the previous assessment period [Oct 2018; 1.51hrs] and has also increased by 3minutes over a similar period last year [Feb 2018: 1.67hrs].



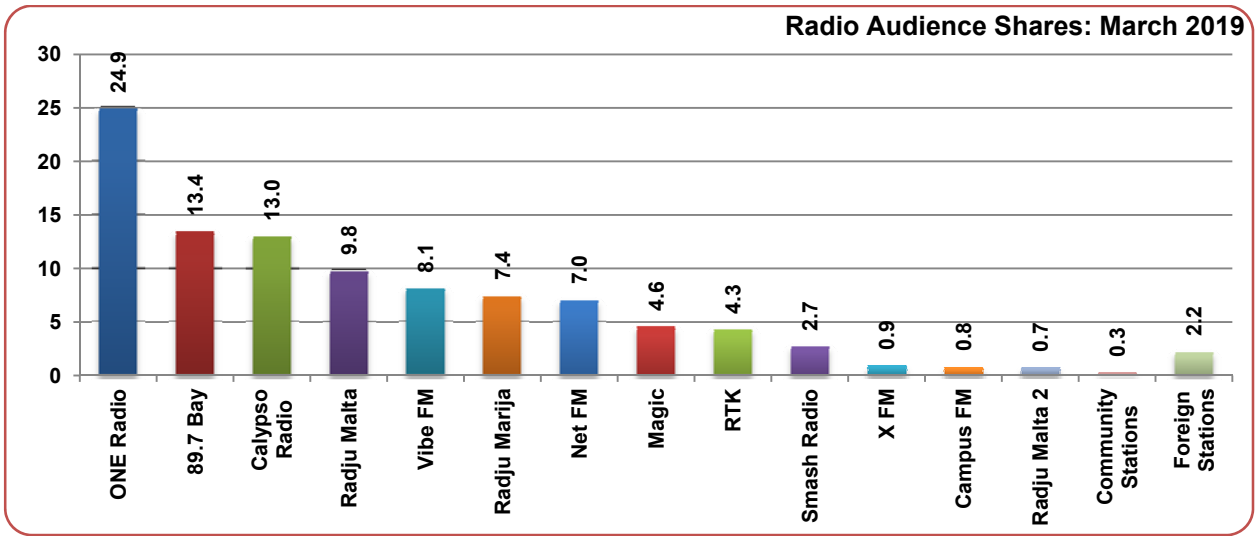
	Feb 2015	July 2015	Oct 2015	Feb 2016	July 2016	Oct 2016	Feb 2017	July 2017	Oct 2017	Feb 2018	July 2018	Oct 2018	Mar 2019
Total Listeners	2.75	2.80	2.84	2.49	3.04	2.97	3.17	2.91	2.79	2.99	3.16	2.81	3.02
National Avg.	1.23	1.28	1.36	1.22	1.52	1.36	1.69	1.41	1.68	1.57	1.66	1.51	1.62

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 24.9% of all audiences, followed by 89.7 Bay [13.4%]; Calypso Radio [13.0%]; Radju Malta [9.8%];Vibe FM [8.1%]; Radju Marija [7.4%]; NET FM [7.0%]; Magic Malta [4.6%]; RTK [4.3%]; Smash Radio [2.7%]; while the rest had less than 1% of the audiences.



Radio programmes followed

Starting from this year, respondents were also asked which radio programme they normally follow. Unlike television where audiences follow programmes, radio listening is time-based; very few listeners switch on at the beginning of a programme, and off at the end of it.

Listeners' habits are more fixed early in the day – they tend to listen to the same station at about the same time every day. Habits are less rigid in the middle of the day, and least rigid late at night.

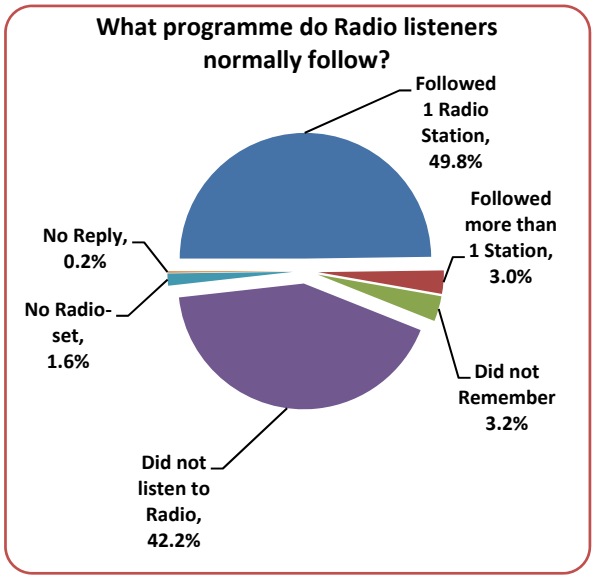
There are three main ways of increasing audiences – increasing reach; increasing the duration of listening; and targeting new audiences. However, audiences are easy to lose; and hard to gain when programs are drastically changed. Knowing what radio programmes are normally followed by listeners has become a must as stations require variation in programming – but not too much to confuse the regular listeners.

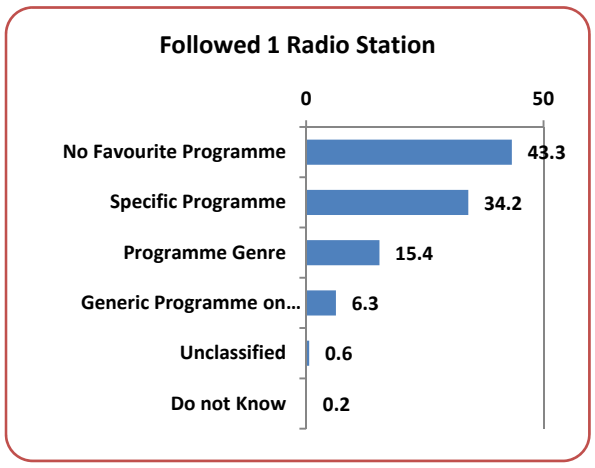
This was an open-ended question and the responses were first grouped into the following categories of whether the respondent:

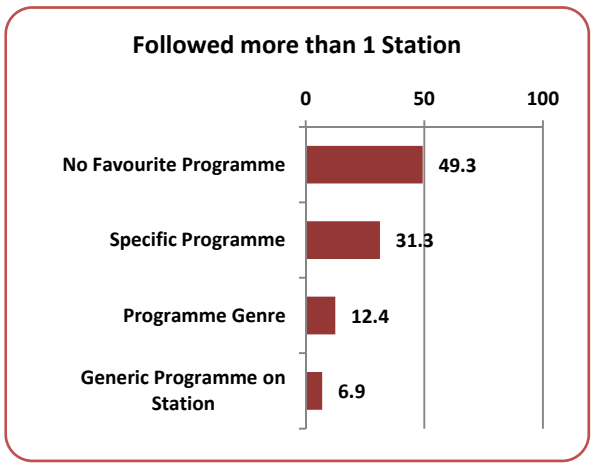
- Named a specific programme;
- Named a generic programme on a specific station;
- Named a programme genre;
- Does not have any favourite programme;
- Does not know; and
- Categorically does not listen to radio.

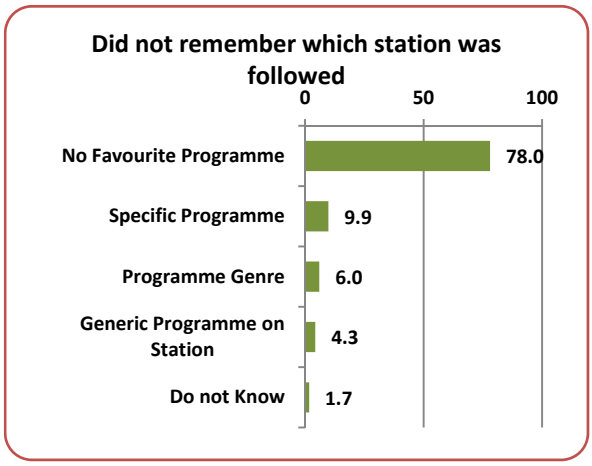
The respondents were then categorised whether they had:

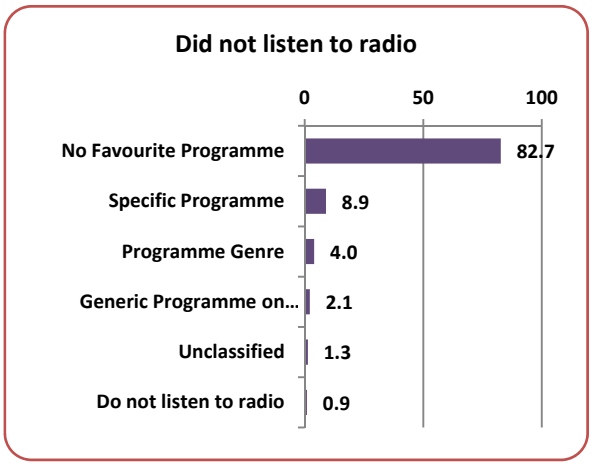
- Listened to at least one radio station;
- Listened to more than one station;
- Did not remember which radio station they had followed;
- Did not listen to radio;
- Do not have a Radio-set; and
- Did not reply.











In earlier calculations in this report it was stated that as much as 56.0% of the population have listened to radio: 49.8% listened to one station; 3% listened to more than one station; and another 3.2% did not remember which station they had followed.

More than half of radio listeners [56.49%] could name a specific programme which they normally follow [34.16%]; have named a programme genre [15.43%]; have named a generic programme on a specific station ["Music on Z Station": 6.25%]; while a further 0.65% named programmes that could not be classified.

Just more than half [50.67%] of those who had listened to more than one station, 31.31% could name a specific proramme; 12.44% named a programme genre; and 6.92% named a generic programme on a specific station.

Of interest are those who stated that they could not remember which station they had followed. Of these, 9.87% named a specific programme, 6.02% named a programme genre; while another 4.33% named a generic programme on a specific station.

Similarly the responses of those who did not listen to radio the day before the interview which amounted to 42.2% of the population. Although 82.7% of these did not have a favourite programme, as much as 8.9% could either name a specific programme ; mentioned a programme genre [4.0%]; named a generic programme on a specific station [2.1%]; while another 1.3% named programmes that could not be classified.

Who named what?

	Total N	Followed 1 Station	Followed more than 1 Station	Did not Remember	Did not listen to Radio	No Radio-set	No Reply	Gender		Age Group					District					
								Males	Females	12-20	21-30	31-50	51-70	71+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo & Comino
Named a specific programme	95,402	73,591	4,067	1,388	16,356			95,402	40,271	55,132	3,234	12,634	35,778	22,175	21,582	16,447	29,201	15,038	10,503	18,629
Named a generic programme on specific station	43,017	33,243	1,616	846	7,312			43,017	18,233	24,784	2,686	4,799	11,920	12,044	11,567	11,300	11,287	7,342	6,402	5,463
Named a programme genre	18,861	13,475	900	609	3,878			18,861	11,441	7,420	3,290		4,471	5,870	5,230	2,569	5,168	4,980	2,248	2,001
Unclassified	4,026	1,393			2,426		207	4,026	2,690	1,335	476	692	1,281	538	1,038	476	1,769	500	562	719
No Favourite Programme	269,248	93,369	6,409	10,974	151,114	6,729	652	269,248	145,292	123,956	55,620	27,772	88,829	54,816	42,211	43,022	91,558	34,790	35,525	43,574
Do not Know	624	380		244				624	244	380			380		244	244		380		0
Do not listen to radio	1,666				1,666			1,666	791	875	521			245	900	629		271		245
Total	**432,844**	**215,451**	**12,992**	**14,061**	**182,752**	**6,729**	**859**	**218,962**	**213,882**	**65,828**	**45,897**	**142,660**	**95,688**	**82,771**	**74,688**	**138,983**	**63,301**	**55,240**	**70,632**	**30,000**
%	**100.0**	**49.8**	**3.0**	**3.2**	**42.2**	**1.6**	**0.2**	**50.6**	**49.4**	**15.2**	**10.6**	**33.0**	**22.1**	**19.1**	**17.3**	**32.1**	**14.6**	**12.8**	**16.3**	**6.9**

	Total %	Followed 1 Station	Followed more than 1 Station	Did not Remember	Did not listen to Radio	No Radio-set	No Reply	Gender %		Age Group %					District %					
								Males	Females	12-20	21-30	31-50	51-70	71+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo & Comino
Named a specific programme	22.04	34.16	31.31	9.87	8.95			22.04	18.39	25.78	4.91	27.53	25.08	23.17	26.07	22.02	21.01	23.76	19.01	26.37
Named a generic programme on specific station	9.94	15.43	12.44	6.02	4.00			9.94	8.33	11.59	4.08	10.46	8.36	12.59	13.97	15.13	8.12	11.60	11.59	7.73
Named a programme genre	4.36	6.25	6.92	4.33	2.12			4.36	5.23	3.47	5.00		3.13	6.13	6.32	3.44	3.72	7.87	4.07	2.83
Unclassified	0.93	0.65			1.33		24.11	0.93	1.23	0.62	0.72	1.51	0.90	0.56	1.25	0.64	1.27	0.79	1.02	1.02
No Favourite Programme	62.20	43.34	49.33	78.05	82.69	100	75.89	62.20	66.35	57.96	84.49	60.51	62.27	57.29	51.00	57.60	65.88	54.96	64.31	61.69
Do not Know	0.14	0.18		1.73				0.14	0.11	0.18			0.27		0.29	0.33		0.60		
Do not listen to radio	0.38				0.91			0.38	0.36	0.41	0.79			0.26	1.09	0.84		0.43		0.35
	100	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**

Analysis of responses

We can classify radio programmes under two general headings: spoken word and music. However, considering that radio broadcasts can be split into five segments of any broadcast day we have chosen to classify the responses under five main time-brackets:

a) The Morning Drive 06:00am - 10:00am
   - Breakfast/Morning Shows; News & Weather reports; and Sportscast.

b) Daytime 10.00am - 3.00pm
   - Call-in/Request shows; Talk Shows; Radio Drama

c) Afternoon Drive 3.00pm - 7.00pm
   - Factual; Entertainment & Comedy

d) Evening 7.00pm - 12.00am
   - Music Chart Show; Live Music

e) Overnight 12.00am - 6.00am
   - Religion & Ethics; Music Show

The amount of responses for each bracket practically coincide with the radio audiences by half-hour slot figure depicted earlier. Morning Drive programmes named account for 36.2% of all responses; Daytime programmes account for 23.4%; Afternoon Drive programmes – 5.5%; Evening programmes – 1.1%; and Overnight programmes 5.1%

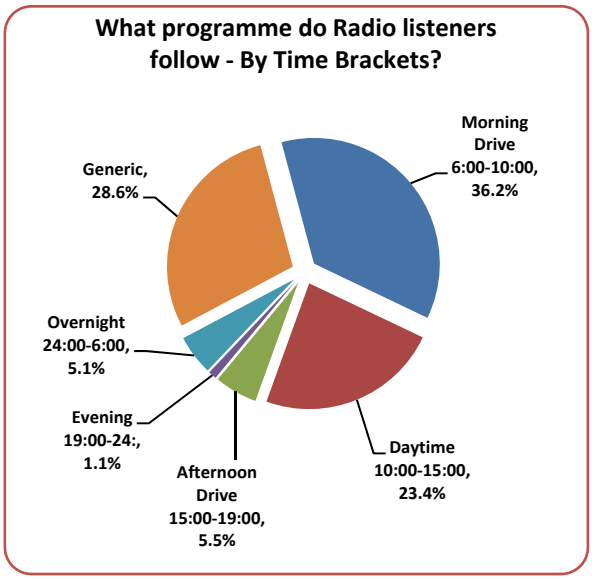
There were noticable differences between gender. Males exceeded females [4.19%] for morning drive programmes; females exceeded males [5.77%] for daytime programmes; males exceeded females [3.05%] for the afternoon drive; and females exceeded males [4.05%] for overnight programmes. The difference for generic programmes was minimal – by 1.82% [Males: 29.61; Females: 27.79%].

When analysed by age groups, morning drive programmes were quoted most by 21-30 year olds [58.89%] and by 31-50 year olds [58.35%]; and quoted the least by the 51-70 year olds [21.22%] and 70+ year olds [13.12%].

On the other hand, Daytime programmes were quoted most by 71+ year olds [42.27%] followed by 51-70 year olds[34.03%]. These were quoted the least by 21-30 year olds [3.77%] and by 12-20 year olds [4.98%].

Overnight programmes were quoted only by 31-50 year olds [0.7%] and by 71+ year olds [4.27%].

Analysed by district only 5.53% of the validated responses were from Gozo & Comino. The highest



rate were those from the North Harbour District [29.03%] followed by those from the Southern Harbour area [24.40%]

Generic Programmes

As much as 28.6% of the responses named a programme genre; sometimes even quoting on which station they prefer to listen that kind of programme. More than a third of these responses named Music programmes [35.15%] while another 15.26% named a specific station on which they prefer to hear music. The next highest named were Breakfast Shows [12.10%].

As much as 9.3% of the responses of this group replied that they like to listed All the programmes broadcast; while another 10.18% replied that they like to follow all the programmes of a specific station.

More details on these categories can be found at the end of this report.

Generic Programmes	%
Music	35.15
Music - Specific Station	15.26
Breakfast Show	12.10
All Programmes- Specific Station	10.18
All Programmes	9.30
Discussion Programmes - Specific Station	4.90
Political Programmes	3.58
Religion & Ethics	3.11
Discussion Programmes	2.33
Sports Programmes - Specific Station	1.43
Magazine Programmes	0.91
Current Affairs	0.74
Sports Programmes	0.54
Maltese Language Programmes	0.46
	100%

Responses by time-brackets

	Total	Gender		Age Group					District					
		Males	Females	12-20	21-30	31-50	51-70	71+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo & Comino
Morning Drive 6:00-10:00	57,006	26,977	30,028	2,758	10,267	30,439	8,508	5,034	7,669	17,804	10,330	5,381	12,699	3,124
Daytime 10:00-15:00	36,857	14,148	22,709	459	657	5,876	13,641	16,224	7,763	11,562	6,287	4,363	4,850	2,031
Afternoon Drive 15:00-19:00	8,692	5,052	3,639		1,709	1,761	2,966	2,255	941	2,599	774	1,228	2,268	881
Evening 19:00-24:00	1,656	1,032	624	476			661	519	930	414			312	
Overnight 24:00-6:00	8,087	2,022	6,065			363	1,713	6,011	1,899	2,319	1,603	1,193	803	271
Generic	44,982	20,712	24,270	5,518	4,799	13,731	12,600	8,335	11,113	10,959	8,366	6,988	5,162	2,394
[n] Total	**157,280**	**69,945**	**87,336**	**9,211**	**17,433**	**52,169**	**40,089**	**38,379**	**30,317**	**45,656**	**27,360**	**19,153**	**26,094**	**8,701**
Column %	**36.34**	**31.94**	**40.83**	**13.99**	**37.98**	**36.57**	**41.89**	**46.37**	**40.59**	**32.85**	**43.22**	**34.67**	**36.94**	**29.00**
Row %	***100***	***44.47***	***55.53***	***5.86***	***11.08***	***33.17***	***25.49***	***24.40***	***19.28***	***29.03***	***17.40***	***12.18***	***16.59***	***5.53***
Unclassified	4,026	2,690	1,335	476	692	1281	538	1,038	476	1769	500	562	719	
Do Not Know	624	244	380			380		244	244		380			
Does Not Listen To Radio	1,666	791	875	521			245	900	629		271		245	521
No Favourite Programme	269,248	145,292	123,956	55,620	27,772	88,829	54,816	42,211	43,022	91,558	34,790	35,525	43,574	20,779
[n] Total	**275,564**	**149,017**	**126,546**	**56,617**	**28,464**	**90,491**	**55,600**	**44,393**	**44,371**	**93,327**	**35,941**	**36,087**	**44,538**	**21,299**
%	**63.66**	**68.06**	**59.17**	**86.01**	**62.02**	**63.43**	**58.11**	**53.63**	**59.41**	**67.15**	**56.78**	**65.33**	**63.06**	**71.00**
[N] Total	**432,844**	**218,962**	**213,882**	**65,828**	**45,897**	**142,660**	**95,688**	**82,771**	**74,688**	**138,983**	**63,301**	**55,240**	**70,632**	**30,000**
[N] %	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**

	Total	Gender		Age Group					District					
		Males	Females	12-20	21-30	31-50	51-70	71+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo & Comino
Morning Drive 6:00-10:00	36.24	38.57	34.38	29.94	58.90	58.35	21.22	13.12	25.30	39.00	37.76	28.09	48.67	35.90
Daytime 10:00-15:00	23.43	20.23	26.00	4.98	3.77	11.26	34.03	42.27	25.61	25.32	22.98	22.78	18.59	23.34
Afternoon Drive 15:00-19:00	5.53	7.22	4.17		9.80	3.38	7.40	5.88	3.11	5.69	2.83	6.41	8.69	10.13
Evening 19:00-24:	1.05	1.48	0.71	5.17			1.65	1.35	3.07	0.91			1.20	
Overnight 24:00-6:00	5.14	2.89	6.94			0.70	4.27	15.66	6.27	5.08	5.86	6.23	3.08	3.12
Generic	28.60	29.61	27.79	59.91	27.53	26.32	31.43	21.72	36.66	24.00	30.58	36.49	19.78	27.51
%	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**
[n] Total	**157,280**	**69,945**	**87,336**	**9,211**	**17,433**	**52,169**	**40,089**	**38,379**	**30,317**	**45,656**	**27,360**	**19,153**	**26,094**	**8,701**

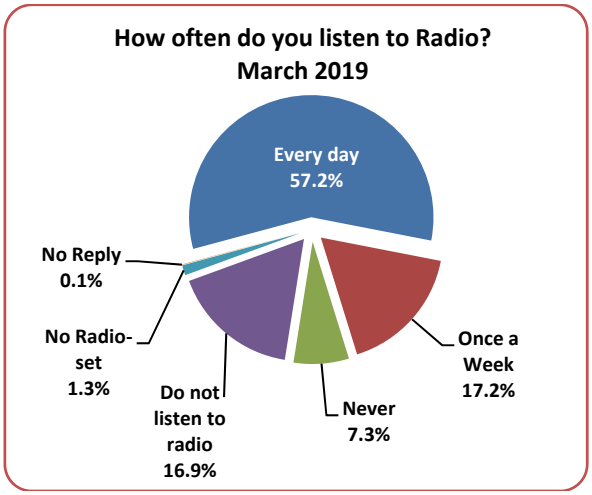
Radio listenership frequency

Respondents were asked how many times they listened to radio during a typical week. 74.4% of the population are regular radio listeners - 57.2% listen to radio every day while another 17.2% do so at least once a week. Only 7.3% of respondents stated that they never listen to radio while 16.9% stated that they are not regular radio listeners.

There were little gender differences. females tend to listen more regularly to radio [75.3%] than males [73.4%].

Radio listening increases with age from just more than half of all 12-20 year olds [61.3%] to more than three-quarters of 21-30 year olds [763%]; 77.4% of 31-50 year olds; 77.0% of 51-70 year olds; and 75.4% for 70+ year olds.

The lowest percentage of radio listenership was amongst those registered in Gozo & Comino [65.4%]; while those living in the South Eastern district registered the highest amount [77.7%] 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%	57.8%	56.6%	35.2%	60.5%	60.6%	61.0%	62.7%	53.6%	55.4%	59.4%	60.7%	61.9%	52.3%
Once a Week	17.2%	15.6%	18.7%	26.2%	15.8%	16.8%	16.0%	12.6%	18.5%	18.5%	18.3%	15.2%	15.4%	13.1%
	74.4%	**73.4%**	**75.3%**	**61.3%**	**76.3%**	**77.4%**	**77.0%**	**75.4%**	**72.1%**	**73.9%**	**77.7%**	**75.9%**	**77.3%**	**65.4%**
Never	7.3%	7.0%	7.6%	13.9%	6.8%	6.0%	6.1%	6.0%	6.3%	7.8%	6.0%	8.1%	6.3%	11.2%
Do not listen to radio	16.9%	18.4%	15.4%	22.7%	15.3%	16.0%	15.5%	16.3%	20.1%	17.2%	15.5%	15.5%	14.4%	19.4%
No Radio-set	1.3%	1.1%	1.5%	2.0%	1.5%	0.3%	1.4%	2.3%	1.1%	1.1%	0.8%	0.5%	2.0%	4.0%
No Reply	0.1%	0.0%	0.2%	0.0%	0.0%	0.3%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%
	25.6%	**26.6%**	**24.7%**	**38.7%**	**23.7%**	**22.6%**	**23.0%**	**24.6%**	**27.9%**	**26.1%**	**22.3%**	**24.1%**	**22.7%**	**34.6%**
	100%	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**
	Total [N]	**Gender**		**Age Groups**					**Districts**					
Every day	247,626	126,577	121,049	23,140	27,786	86,423	58,349	51,928	40,000	77,051	37,630	33,530	43,728	15,685
Once a Week	74,276	34,203	40,073	17,241	7,235	23,991	15,350	10,458	13,815	25,713	11,563	8,372	10,879	3,933
	321,902	**160,780**	**161,122**	**40,381**	**35,021**	**110,414**	**73,699**	**62,386**	**53,815**	**102,765**	**49,193**	**41,903**	**54,607**	**19,619**
Never	31,593	15,376	16,216	9,152	3,138	8,525	5,810	4,967	4,713	10,816	3,800	4,463	4,449	3,352
Do not listen to radio	73,249	40,313	32,937	14,972	7,045	22,860	14,869	13,503	14,995	23,882	9,808	8,585	10,149	5,830
No Radio-set	5,738	2,493	3,245	1,323	692	498	1,309	1,915	802	1,520	500	289	1,427	1,199
No Reply	363		363			363			363					
	110,942	**58,182**	**52,760**	**25,447**	**10,875**	**32,246**	**21,989**	**20,385**	**20,873**	**36,218**	**14,108**	**13,337**	**16,025**	**10,381**
	432,844	**218,962**	**213,882**	**65,828**	**45,897**	**142,660**	**95,688**	**82,771**	**74,688**	**138,983**	**63,301**	**55,240**	**70,632**	**30,000**

DAB+ Radio ownership

Respondents were asked whether they have a *DAB+ r*adio-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.

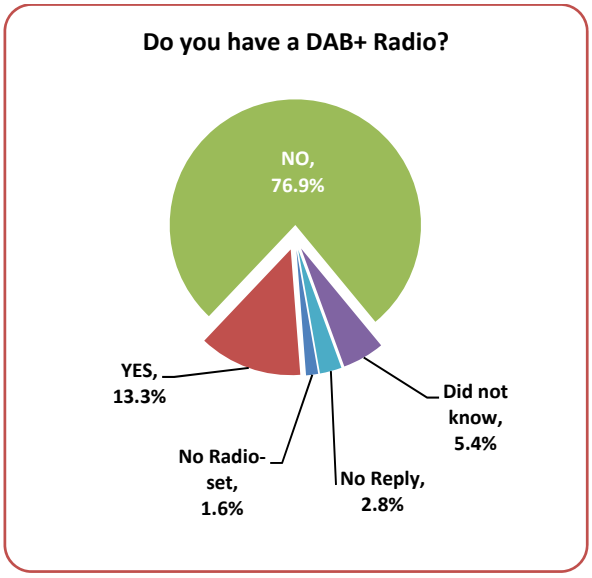
5.4% of the respondents did not know what kind of radio-set they use to listen to radio stations. As much as 76.9% of the population replied that they do not have a *DAB+* radio-set; while only 13.3% stated that they have a *DAB+* radio-set. A further 1.6% stated that they do not have a radio-set.

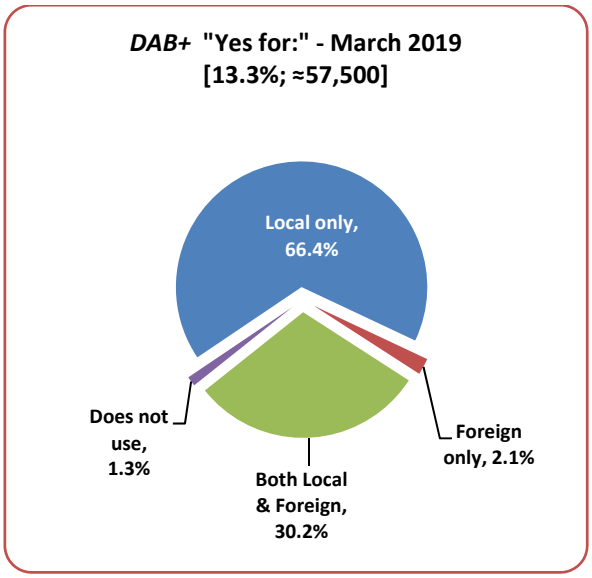
Of all those who stated that they had a DAB+ radio-set the highest amount was amongst the 31-50 year olds [≈22,500; 15.9% of all 31-50 year olds] followed by those in the 51-70 age group [≈12,800; 31.4% of all 21-30 year olds].

Beside this, the highest amount who did not know whether they had or not a DAB+ radio-set was also amongst 31-50 year olds [≈7,700; 5.4% of all 31-50 year olds] followed by 12-20 year olds [≈6,800; 10.4% of all 12-20 year olds].

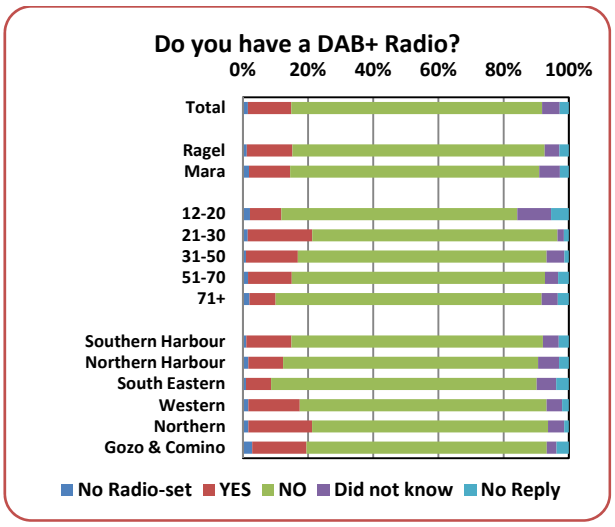
Those who stated that they had a DAB+ radio-set [≈57,500; 13.3% of the population) were then asked what type of content they listen to. 66.4% [≈38,200] of these stated that they listen to "local stations only" while 2.1% [≈1,200] stated that they listen to "only foreign radio stations". Another 30.2% [≈17,400] stated that they listen to both local and foreign stations while another 1.3% [≈700] stated that although they have a DAB+ radio-set they do not use this set.

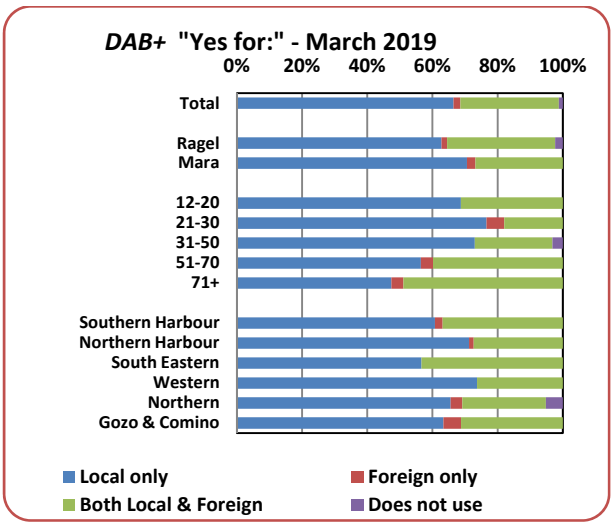
Compared to the previous assessment of October 2018, there was a minimal increase [≈160] in the number of respondents who said that they had a DAB+ radio-set. The largest increase was within that group who stated that they use their DAB+ radio-set to listen to "both local and foreign" broadcasts [≈4,700] while the largest decrease was amongst those who stated that they listen to "local stations only" [≈(1,600)].





	October 2018		March 2019		
	Total	N %	Total	N %	±
Local only	39,798	69.4%	38235	66.4%	-1,563
Foreign only	2,587	4.5%	1216	2.1%	-1,370
Both Local & Foreign	12,669	22.1%	17370	30.2%	4,700
Does not use	2,325	4.1%	719	1.3%	-1,606
Total	**57,380**	100%	**57,541**	100%	161





Do you have a DAB+ Radio? – By Gender, By Age-groups, and By districts

		Gender		Age Groups					Districts					
	Total	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	6729	2670	4059	1440	692	1378	1550	1670	802	2351	609	926	1182	859
	1.6%	1.2%	1.9%	2.2%	1.5%	1.0%	1.6%	2.0%	1.1%	1.7%	1.0%	1.7%	1.7%	2.9%
	100.0%	39.7%	60.3%	21.4%	10.3%	20.5%	23.0%	24.8%	11.9%	34.9%	9.1%	13.8%	17.6%	12.8%
Yes	57541	30606	26935	6341	9084	22679	12813	6624	10330	14811	4882	8707	13810	5000
	13.3%	14.0%	12.6%	9.6%	19.8%	15.9%	13.4%	8.0%	13.8%	10.7%	7.7%	15.8%	19.6%	16.7%
	100.0%	53.2%	46.8%	11.0%	15.8%	39.4%	22.3%	11.5%	18.0%	25.7%	8.5%	15.1%	24.0%	8.7%
No	332990	169472	163518	47627	34530	108905	74349	67579	57599	108739	51560	41840	51144	22108
	76.9%	77.4%	76.5%	72.4%	75.2%	76.3%	77.7%	81.6%	77.1%	78.2%	81.5%	75.7%	72.4%	73.7%
	100.0%	50.9%	49.1%	14.3%	10.4%	32.7%	22.3%	20.3%	17.3%	32.7%	15.5%	12.6%	15.4%	6.6%
Did not Know	23427	9927	13500	6851	889	7732	3856	4100	3652	8921	3802	2642	3508	903
	5.4%	4.5%	6.3%	10.4%	1.9%	5.4%	4.0%	5.0%	4.9%	6.4%	6.0%	4.8%	5.0%	3.0%
	100.0%	42.4%	57.6%	29.2%	3.8%	33.0%	16.5%	17.5%	15.6%	38.1%	16.2%	11.3%	15.0%	3.9%
No Reply	12157	6287	5870	3569	701	1966	3121	2799	2305	4162	2447	1125	987	1131
	2.8%	2.9%	2.7%	5.4%	1.5%	1.4%	3.3%	3.4%	3.1%	3.0%	3.9%	2.0%	1.4%	3.8%
	100.0%	51.7%	48.3%	29.4%	5.8%	16.2%	25.7%	23.0%	19.0%	34.2%	20.1%	9.3%	8.1%	9.3%
Total	432844	218962	213882	65828	45897	142660	95688	82771	74688	138983	63301	55240	70632	30000
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	50.6%	49.4%	15.2%	10.6%	33.0%	22.1%	19.1%	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

		Gender		Age Groups					Districts					
	Total	Males	Females	12-20	21-30	31-50	51-70	71+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
Local Only	38235	19219	19016	4357	6956	16551	7231	3140	6275	10552	2765	6417	9058	3168
	66.4%	62.8%	70.6%	68.7%	76.6%	73.0%	56.4%	47.4%	60.7%	71.2%	56.6%	73.7%	65.6%	63.4%
	100.0%	50.3%	49.7%	11.4%	18.2%	43.3%	18.9%	8.2%	16.4%	27.6%	7.2%	16.8%	23.7%	8.3%
Foreign Only	1216	515	701	0	494	0	478	244	244	207	0	0	494	271
	2.1%	1.7%	2.6%	0.0%	5.4%	0.0%	3.7%	3.7%	2.4%	1.4%	0.0%	0.0%	3.6%	5.4%
	100.0%	42.3%	57.7%	0.0%	40.6%	0.0%	39.3%	20.0%	20.0%	17.0%	0.0%	0.0%	40.6%	22.3%
Both Local and Foreign	17370	10152	7218	1983	1634	5409	5104	3240	3811	4052	2118	2290	3539	1560
	30.2%	33.2%	26.8%	31.3%	18.0%	23.8%	39.8%	48.9%	36.9%	27.4%	43.4%	26.3%	25.6%	31.2%
	100.0%	58.4%	41.6%	11.4%	9.4%	31.1%	29.4%	18.7%	21.9%	23.3%	12.2%	13.2%	20.4%	9.0%
Does not use	719	719	0	0	0	719	0	0	0	0	0	0	719	0
	1.3%	2.4%	0.0%	0.0%	0.0%	3.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.2%	0.0%
	100.0%	100.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%
Total	57541	30606	26935	6341	9084	22679	12813	6624	10330	14811	4882	8707	13810	5000
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	53.2%	46.8%	11.0%	15.8%	39.4%	22.3%	11.5%	18.0%	25.7%	8.5%	15.1%	24.0%	8.7%

[Count; Col %; Row %]

Radio Programmes which listeners normally follow

Morning Drive 6:00-10:00 [N]	Total	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
Morning Drive														
Bay Breakfast with Daniel & Ylenia - 89.7 Bay	13,618	2,815	10,803	1,973	3,825	7,639	181		2321	4,075	903	812	3,196	2,312
The Morning Vibe - Vibe FM - Abel, JD & Martina	12,450	7,999	4,451		4,073	8,167	210		573	6,464	651	953	3,809	
XFM Big Breakfast - Xfm - Oz & Jay	5,227	3,034	2,193		825	4,157	245		834		1,585	1,124	1,684	
Carlo's Breakfast Cafe - Magic Malta - Carlo Borg Bonaci	4,010	1,996	2,014		316	2,931	763		607	1,102	545	947	809	
Bongu Bus - Radju Malta - Dan u San	3,541	1,449	2,092	326	459	2,033	723		326	1,205	729	316	965	
Kartolina - ONE - Alfred Zammit	2,188	331	1,856			363	826	999	782	538	687			180
ONE Breakfast - ONE - Noel Camilleri	1,648	1,402	245			1,090	558				1,090		558	
Smash Radio Breakfast Show - Smash Radio - Commander J	1,622	472	1,151		770	852			798		825			
Wake-up Call - NetFM - Stephanir Chircop & Dylon Brignano & Janet Barther	1,114	545	568			545	181	388		207	545	361		
Club 101 - Net FM - Eileen Montesin	850		850				436	414		621	229			
Calypso Breakfast - Calypso - Twanny Scerri	770	331	439				770		210	331	229			
Ma' Simone - ONE - Simone Cini	676	289	387				676			207		289		180
Nostalgia - Calypso	534	289	245				245	289				289	245	
Is-Suggett - ONE - Claudette Abela Baldacchino	229		229					229			229			
Weekend Breakfast - Magic - Colin Fitz	207		207				207			207				
Total [n]	**48,684**	**20,952**	**27,732**	**2,299**	**10,267**	**27,778**	**6,021**	**2,319**	**6,450**	**14,958**	**8,247**	**5,092**	**11,265**	**2,672**
News & Weather														
News	4,470	3,559	911	459		1,392	1,341	1,278	732	1641	1,000	289	809	
News – ONE	785	785					244	541	244		541			
News - Radju Malta	583	583						583					312	271
Traffic Update	499		499			499				499				
News – RTK	271	271					271				271			
News & Current Affairs	207		207				207			207				
News – BBC	180		180				180							180
Total [n]	**6,996**	**5,199**	**1,797**	**459**		**1,891**	**2,243**	**2,403**	**976**	**2347**	**1,812**	**289**	**1,121**	**451**
Newspaper Reviews														
Newspaper Reviews	583	583				271		312			271		312	
Analizi Tal-Gazzetti - Campus FM	499		499			499				499				
Mill-Gurnali – ONE	244	244					244		244					
Total [n]	**1,326**	**827**	**499**			**770**	**244**	**312**	**244**	**499**	**271**		**312**	
TOTAL [N]	**57,006**	**26,977**	**30,028**	**2,758**	**10,267**	**30,439**	**8,508**	**5,034**	**7,669**	**17,804**	**10,330**	**5,381**	**12,699**	**3,124**

Morning Drive 6:00-10:00 [%]	Total	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
Morning Drive														
Bay Breakfast with Daniel & Ylenia - 89.7 Bay	23.89	10.44	35.98	71.54	37.25	25.10	2.12		30.26	22.89	8.74	15.10	25.17	74.01
The Morning Vibe - Vibe FM - Abel, JD & Martina	21.84	29.65	14.82		39.67	26.83	2.47		7.47	36.31	6.30	17.71	30.00	
XFM Big Breakfast - Xfm - Oz & Jay	9.17	11.25	7.30		8.03	13.66	2.88		10.88		15.35	20.88	13.26	
Carlo's Breakfast Cafe - Magic Malta - Carlo Borg Bonaci	7.04	7.40	6.71		3.08	9.63	8.97		7.91	6.19	5.28	17.61	6.37	
Bongu Bus - Radju Malta - Dan u San	6.21	5.37	6.97	11.82	4.47	6.68	8.50		4.25	6.77	7.06	5.87	7.60	
Kartolina - ONE - Alfred Zammit	3.84	1.23	6.18			1.19	9.71	19.84	10.20	3.02	6.65			5.77
ONE Breakfast - ONE - Noel Camilleri	2.89	5.20	0.82			3.58	6.55				10.55		4.39	
Smash Radio Breakfast Show - Smash Radio - Commander J	2.85	1.75	3.83		7.50	2.80			10.40		7.98			
Wake-up Call - NetFM - Stephanir Chircop & Dylon Brignano & Janet Barther	1.95	2.02	1.89			1.79	2.12	7.70		1.16	5.28	6.72		
Club 101 - Net FM - Eileen Montesin	1.49		2.83				5.12	8.23		3.49	2.22			
Calypso Breakfast - Calypso - Twanny Scerri	1.35	1.23	1.46				9.05		2.74	1.86	2.22			
Ma' Simone - ONE - Simone Cini	1.19	1.07	1.29				7.95			1.16		5.37		5.77
Nostalgia - Calypso	0.94	1.07	0.82				2.88	5.74				5.37	1.93	
Is-Suggett - ONE - Claudette Abela Baldacchino	0.40		0.76					4.55			2.22			
Weekend Breakfast - Magic - Colin Fitz	0.36		0.69				2.43	0.00		1.16				
Total %	**85.40**	**77.67**	**92.35**	**83.37**	**100**	**91.26**	**70.77**	**46.06**	**84.10**	**84.02**	**79.84**	**94.63**	**88.71**	**85.55**
News & Weather														
News	7.84	13.19	3.03	16.63		4.57	15.77	25.39	9.54	9.21	9.68	5.37	6.37	
News – ONE	1.38	2.91					2.87	10.75	3.18		5.24			
News - Radju Malta	1.02	2.16						11.59					2.46	8.68
Traffic Update	0.88		1.66			1.64				2.80				
News – RTK	0.47	1.00					3.18				2.62			
News & Current Affairs	0.36		0.69				2.43			1.16	0.0			
News – BBC	0.32		0.60				2.12							5.77
Total %	**12.27**	**19.27**	**5.98**	**16.63**		**6.21**	**26.37**	**47.74**	**12.72**	**13.18**	**17.54**	**5.37**	**8.83**	**14.45**
Newspaper Reviews														
Newspaper Reviews	1.02	2.16				0.89		6.20			2.62		2.46	
Analizi Tal-Gazzetti - Campus FM	0.88		1.66			1.64				2.80				
Mill-Gurnali – ONE	0.43	0.90				0.00	2.87		3.18					
Total %	**2.33**	**3.06**	**1.66**			**2.53**	**2.87**	**6.20**	**3.18**	**2.80**	**2.62**		**2.46**	
TOTAL%	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**

Daytime 10:00-15:00 [N]	Total	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
Daytime Call-in/Request Shows														
Familja Wahda - Radju Malta - Lilian Maistre	13,074	3,319	9,755			545	5914	6614	2586	2402	3459	2096	1539	992
Mużika ma' Mario Laus - Radju Malta - Mario Laus	2,179	331	1,848			0	722	1458	839	1159		181		
Ten-18 Favourites - Calypso - John Muscat	1,896	620	1,276			679	928	289	573	538		605		180
Minn Banda Ghal Ohra - ONE - A.Zahra & C Sciberras	1,776	1,278	498	459		498	331	488	488	331	459	0		498
Gianni & Frank Ten to Twelve - Vibe - Gianni Zammit	657	657			657								657	
Brunch - Net FM - Marbeck Spiteri	436		436					436		207	229			
Music Trip - ONE - Alex Grech	380		380			380					380			
Total [n]	**20,398**	**6205**	**14193**	**459**	**657**	**2102**	**7895**	**9284**	**4485**	**4637**	**4527**	**2882**	**2196**	**1671**
Daytime Talk Show														
Linja Diretta - ONE - Emanuel Cuschieri	8,760	4,127	4,633			3186	2942	2632	1883	4233	880	470	1294	
Ta' Kullhadd Ma' Christine Delicata - RTK - Christine Delicata	1,508	488	1,020			207	811	489	488	414			245	360
Sibt il-Punt - ONE - Manuel Micallef	1,200	331	869				331	869	210	745			245	
Temi – ONE	1,131	331	800				390	741	210	331	229	361		
Ghandi Xi Nghid - Radju Malta - Andrew Azzopardi	843	662	181					843		662		181		
Current Affairs – ONE	575	575					575		244	331				
Magazine - Radju Marija	271	271					271				271			
Total [n]	**14,288**	**6,785**	**7,502**			**3393**	**5321**	**5574**	**3034**	**6717**	**1380**	**1012**	**1784**	**360**
Daytime Radio Drama														
Qari tar-Rumanz - Radju Marija	765	312	452					765		207			558	
Storja Minflok Siesta - ONE - Ivan & Simone	380	0	380			380					380			
Novels - Kireh u Bileh	312	312						312					312	
Qari Bil-Malti - Radju Malta - Charles Spiteri	289	289						289				289		
Ir-Rumanz - ONE - Etienne Schembri	244	244					244		244					
Novels	181		181				181					181		
Total [n]	**2,171**	**1,157**	**1,013**			**380**	**425**	**1366**	**244**	**207**	**380**	**470**	**870**	
TOTAL [N]	**36,857**	**14,148**	**22,709**	**459**	**657**	**5876**	**13641**	**16224**	**7763**	**11562**	**6287**	**4363**	**4850**	**2031**

Daytime 10:00-15:00 [%]	Total	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
Daytime Call-in/Request Shows														
Familja Wahda - Radju Malta - Lilian Maistre	35.47	23.46	42.96			9.28	43.36	40.77	33.30	20.77	55.02	48.04	31.73	48.85
Mużika ma' Mario Laus - Radju Malta - Mario Laus	5.91	2.34	8.14				5.29	8.98	10.81	10.03		4.14		
Ten-18 Favourites - Calypso - John Muscat	5.14	4.38	5.62			11.55	6.80	1.78	7.38	4.65		13.86		8.87
Minn Banda Ghal Ohra - ONE - A.Zahra & C Sciberras	4.82	9.03	2.19	100		8.48	2.43	3.01	6.28	2.86	7.30		0.00	24.53
Gianni & Frank Ten to Twelve - Vibe - Gianni Zammit	1.78	4.65	0.00		100								13.55	
Brunch - Net FM - Marbeck Spiteri	1.18		1.92					2.69		1.79	3.64			
Music Trip - ONE - Alex Grech	1.03		1.67			6.47				0.00	6.05			
Total [%]	**55.34**	**43.86**	**62.50**	**100**	**100**	**35.78**	**57.88**	**57.22**	**57.77**	**40.11**	**72.01**	**66.04**	**45.28**	**82.25**
Daytime Talk Show														
Linja Diretta - ONE - Emanuel Cuschieri	23.77	29.17	20.40			54.22	21.57	16.22	24.26	36.62	14.00	10.77	26.67	
Ta' Kullhadd Ma' Christine Delicata - RTK - Christine Delicata	4.09	3.45	4.49			3.52	5.95	3.02	6.28	3.58			5.06	17.75
Sibt il-Punt - ONE - Manuel Micallef	3.26	2.34	3.83				2.43	5.36	2.70	6.45			5.06	
Temi – ONE	3.07	2.34	3.52				2.86	4.57	2.70	2.86	3.64	8.28		
Ghandi Xi Nghid - Radju Malta - Andrew Azzopardi	2.29	4.68	0.80					5.20		5.73		4.14		
Current Affairs – ONE	1.56	4.06					4.22		3.14	2.86				
Magazine - Radju Marija	0.73	1.91					1.98				4.31			
Total [%]	**38.77**	**47.96**	**33.04**			**57.75**	**39.01**	**34.36**	**39.09**	**58.10**	**21.94**	**23.19**	**36.79**	**17.75**
Daytime Radio Drama														
Qari tar-Rumanz - Radju Marija	2.07	2.21	1.99					4.71		1.79	0.00		11.49	
Storja Minflok Siesta - ONE - Ivan & Simone	1.03		1.67			6.47					6.05			
xx-Novels - Kireh u Bileh	0.85	2.21						1.92					6.44	
Qari Bil-Malti - Radju Malta - Charles Spiteri	0.78	2.04						1.78				6.62		
Ir-Rumanz - ONE - Etienne Schembri	0.66	1.72					1.79		3.14					
Novels	0.49		0.80				1.32					4.14		
Total [%]	**5.89**	**8.18**	**4.46**			**6.47**	**3.11**	**8.42**	**3.14**	**1.79**	**6.05**	**10.77**	**17.93**	
TOTAL [%]	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**

Afternoon Drive 15:00-19:00	Total	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
Afternoon Drive														
Nate, Frank & Rossi - Vibe FM	2,256	1,760	497		1,215	1,042				694	545		497	521
Ride Home - Magic - Dorian & Amber	1,214	719	494		494	719							1,214	
Buckle Up - Net FM - Martin Sapiano & Ron Briffa	748	312	436				748			207	229		312	
Il-Ferrovia Muzikali - ONE - Vincent Scerri	677	289	388				289	388		207		470		
Radju Cafe - Radju Malta - Joe Julian Farrugia	594		594				387	207		414				180
Tifkiriet - Radju Malta - Gordon Caruana	533	533					289	244	244			289		
Calypso Drive - Calypso - Angela Coleiro	245		245				245						245	
Total [n]	**6,268**	**3,613**	**2,654**		**1,709**	**1,761**	**1,959**	**839**	**244**	**1,522**	**774**	**759**	**2,268**	**701**
Afternoon Drive-Factual														
Il-Polz Tac-Cittadin - Radju Malta - Tonio Bonello	864	864					289	575	244	331		289		
Follow up - Net FM - Dulcima Aquilina	594		594				387	207		414				180
Nghiduha Kif Inhi - Net FM - Indri Attard	390		390					390	210			181		
Attivita Politika – ONE	331	331					331			331				
Feedback - Net FM- Jerome Caruana Cilia	244	244						244	244					
Total[n]	**2,424**	**1,439**	**985**				**1,007**	**1,416**	**698**	**1,076**		**470**		**180**
TOTAL [N]	**8,692**	**5,052**	**3,639**		**1,709**	**1,761**	**2,966**	**2,255**	**941**	**2,599**	**774**	**1,228**	**2,268**	**881**
Afternoon Drive														
Nate, Frank & Rossi - Vibe FM	25.96	34.83	13.65		71.08	59.15				26.71	70.42		21.90	59.10
Ride Home - Magic - Dorian & Amber	13.96	14.24	13.58		28.92	40.85							53.52	
Buckle Up - Net FM - Martin Sapiano & Ron Briffa	8.61	6.18	11.98				25.22			7.97	29.58		13.77	
Il-Ferrovia Muzikali - ONE - Vincent Scerri	7.79	5.72	10.65				9.74	17.19		7.97		38.24		
Radju Cafe - Radju Malta - Joe Julian Farrugia	6.84		16.33				13.06	9.18		15.94				20.45
Tifkiriet - Radju Malta - Gordon Caruana	6.13	10.55					9.74	10.81	25.91			23.53		
Calypso Drive - Calypso - Angela Coleiro	2.82	0.00	6.74				8.27						10.82	
Total [%]	**72.11**	**71.52**	**72.94**		**100**	**100**	**66.04**	**37.19**	**25.91**	**58.58**	**100**	**61.76**	**100**	**79.55**
Afternoon Drive-Factual														
Il-Polz Tac-Cittadin - Radju Malta - Tonio Bonello	9.94	17.10					9.74	25.50	25.91	12.74		23.53		
Follow up - Net FM - Dulcima Aquilina	6.84		16.33				13.06	9.18		15.94				20.45
Nghiduha Kif Inhi - Net FM - Indri Attard	4.49		10.73					17.32	22.28			14.71		
Attivita Politika – ONE	3.81	6.55					11.16			12.74				
Feedback - Net FM- Jerome Caruana Cilia	2.81	4.83					0.00	10.81	25.91	0.00				
Total [%]	**27.89**	**28.48**	**27.06**				**33.96**	**62.81**	**74.09**	**41.42**		**38.24**		**20.45**
TOTAL [%]	**100**	**100**	**100**		**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**

Evening 19:00-24:00	Total	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
Evening-Music Chart/Live Show														
Il-Maltin - Radju Malta - Dr Manwel Schembri	312	312						312					312	
Malta's Top 10 - ONE - Ephrom Tabone	207		207					207		207				
Total [n]	**519**	**312**	**207**					**519**		**207**			**312**	
Evening-Programmes														
Banana Republic - ONE - Joe & Sonia Demicoli	927	720	207	476			451		720	207				
ManaTnejn - ONE - Luke Dalli & Dean Hili	210		210				210		210					
Total [n]	**1,137**	**720**	**417**	**476**			**661**		**930**	**207**				
TOTAL [N]	**1,656**	**1,032**	**624**	**476**			**661**	**519**	**930**	**414**			**312**	
Evening-Music Chart/Live Show														
Il-Maltin - Radju Malta - Dr Manwel Schembri	18.85	30.24						60.12					100	
Malta's Top 10 - ONE - Ephrom Tabone	12.50		33.19					39.88		50.00				
Total [%]	**31.35**	**30.24**	**33.19**					**100**	**0.00**	**50.00**			**100**	
Evening-Programmes														
Banana Republic - ONE - Joe & Sonia Demicoli	55.98	69.76	33.19	100			68.25		77.44	50.00				
ManaTnejn - ONE - Luke Dalli & Dean Hili	12.67		33.62				31.75		22.56					
Total [%]	**68.65**	**69.76**	**66.81**	**100**			**100**		**100**	**50.00**				
TOTAL [%]	**100**	**100**	**100**	**100**			**100**	**100**	**100**	**100**			**100**	

Overnight 24:00-6:00	Total	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
Overnight-Music Show														
ONE Voyager - ONE - Charles Field	363		363			363			363					
Total [n]	**363**		**363**			**363**			**363**					
Overnight-Religion & Ethics														
Hniena Divina - Radju Marija	576	331	245					576		331			245	
Prayers [Holy Mass]	853		853					853	210	414	229			
Prayers [Ruzarju]	3,766	827	2,939				1,060	2,706	1,083	1,035	458	361	558	271
Prayers [Ruzarju] - Radju Malta	181		181					181				181		
Prayers [Ruzarju] - Radju Marija	747	289	458					747			458	289		
Prayers [Ruzarju] - RTK	560	331	229				229	331		331	229			
Religious Programmes	812	244	568				425	388	244	207		361		
Religious Programmes - Radju Malta	229		229					229			229			
Total [n]	**7,725**	**2,022**	**5,702**				**1,713**	**6,011**	**1,537**	**2,319**	**1,603**	**1,193**	**803**	**271**
Total [N]	**8,087**	**2,022**	**6,065**			**363**	**1,713**	**6,011**	**1,899**	**2,319**	**1,603**	**1,193**	**803**	**271**
Overnight-Music Show														
ONE Voyager - ONE - Charles Field	4.49		5.98			100			19.10					
Total [%]	**4.49**		**5.98**			**100**			**19.10**					
Overnight-Religion & Ethics														
Hniena Divina - Radju Marija	7.13	16.37	4.05					9.59		14.28			30.56	
Prayers [Holy Mass]	10.55		14.06					14.19	11.04	17.86	14.29			
Prayers [Ruzarju]	46.57	40.91	48.46				61.86	45.02	57.02	44.65	28.57	30.31	69.44	100.00
Prayers [Ruzarju] - Radju Malta	2.23		2.98					3.01				15.15		
Prayers [Ruzarju] - Radju Marija	9.24	14.29	7.55					12.43			28.57	24.23		
Prayers [Ruzarju] - RTK	6.93	16.37	3.77				13.36	5.51		14.28	14.29			
Religious Programmes	10.04	12.06	9.37				24.78	6.45	12.84	8.93		30.31		
Religious Programmes - Radju Malta	2.83		3.77					3.81			14.29			
Total [%]	**95.51**	**100**	**94.02**				**100**	**100**	**80.90**	**100**	**100**	**100**	**100**	**100**
Total [%]	**100**	**100**	**100**			**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**

Generic	Total	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
Music	15,813	5,580	10,232	2,228	3,829	4,904	3,690	1,162	4,982	3,388	3,611	2,147	1,366	319
Music - Specific Station	6,864	3,993	2,871	2,653		1,763	955	1,492	686	2,599	1,218	672	1,689	
Music - (80's) / Band Marches	*312*	*312*						*312*					*312*	
Music - (old records)	*331*	*331*						*331*		*331*				
Music - 89.7 Bay	*2,540*	*1,021*	*1,519*	*1,995*		*545*			*476*	*692*	*989*	*383*		
Music - Calypso	*207*		*207*				*207*			*207*				
Music - Capypso	*872*	*662*	*210*				*541*	*331*	*210*	*662*				
Music - Classical	*289*	*289*						*289*				*289*		
Music - Maltese	*719*	*719*				*719*							*719*	
Music - ONE - 22:00-24:00	*229*		*229*					*229*			*229*			
Music - Vibe FM	*864*	*657*	*207*	*657*			*207*			*207*			*657*	
Music - XFM	*499*		*499*			*499*				*499*				
Total: Music - Specific Station	*6,864*	*3,993*	*2,871*	*2,653*		*1,763*	*955*	*1492*	*686*	*2599*	*1218*	*672*	*1689*	
Breakfast Show	5,443	1,994	3,448		970	2,935	1,206	331	2,445	1,329		1,174	494	
All Programmes- Specific Station	4,581	2,991	1,589	637		1,828	1,165	950	454	662	1,383	818		1,263
All - 89.7 Bay	*968*	*968*		*637*			*331*			*331*		*637*		
All - Calypso	*634*	*244*	*390*				*424*	*210*	*454*					*180*
All - Net FM	*180*		*180*					*180*						*180*
All - ONE	*181*		*181*				*181*					*181*		
All - Radju Marija	*331*	*331*						*331*		*331*				
All - Radju Marija - morning programmes	*229*		*229*				*229*				*229*			
All - Smash Radio - 13.00-16.00	*903*	*903*				*903*								*903*
All - Smash Radio - 16.30 -19.00	*380*		*380*			*380*					*380*			
All - Smash Radio - 21.00 - 23.00	*229*		*229*					*229*			*229*			
All - Vibe FM	*545*	*545*				*545*					*545*			
Total: All Programmes- Specific Station	*4,581*	*2,991*	*1,589*	*637*		*1,828*	*1,165*	*950*	*454*	*662*	*1,383*	*818*		*1,263*
All Programmes	4,183	1,750	2,433			1,919	1,063	1,201	420	745	545	1058	1,054	360
Discussion Programmes - Specific Station	2,205	1,021	1,184			380	1,337	488	941	414	380	289		180
Discussion Programmes - Campus FM	*624*	*244*	*380*			*380*	*244*		*244*		*380*			
Discussion Programmes - Music	*207*		*207*				*207*			*207*				
Discussion Programmes - News	*244*	*244*						*244*	*244*					
Discussion Programmes - ONE - morning	*244*	*244*						*244*	*244*					
Discussion Programmes - Radju Malta	*207*		*207*				*207*			*207*				
Discussion Programmes - RTK	*390*		*390*				*390*		*210*					*180*
Documentary Programmes - Campus FM	*289*	*289*					*289*					*289*		
Total: Discussion Programmes - Specific Station	*2,205*	*1,021*	*1,184*			*380*	*1,337*	*488*	*941*	*414*	*380*	*289*		*180*

Political Programmes	1,612	1,405	207				1,342	271	244	538	541	289		
Religion & Ethics	1,398	488	910				245	1,153	488	207	458		245	
Discussion Programmes	1,049	271	778				481	568	210	207		361		271
Sports Programmes - Specific Station	643	643					312	331		331			312	
Sports Programmes - Calpyso	*331*	*331*						*331*		*331*				
Sports Programmes - ONE	*312*	*312*					*312*						*312*	
Total: Sports Programmes - Specific Station	*643*	*643*					*312*	*331*		*331*			*312*	
Magazine Programmes	410		410				229	181			229	181		
Current Affairs	331	331					331			331				
Sports Programmes	244	244					244		244					
Maltese Language Programmes	207		207					207		207				
Total [N]	**44,982**	**20,712**	**24,270**	**5,518**	**4,799**	**13,731**	**12,600**	**8,335**	**11,113**	**10,959**	**8,366**	**6,988**	**5,162**	**2,394**
Music	35.15	26.94	42.16	40.37	79.78	35.71	29.29	13.94	44.83	30.91	43.16	30.72	26.47	13.31
Music - Specific Station	15.26	19.28	11.83	48.08		12.84	7.58	17.91	6.17	23.71	14.56	9.61	32.72	
Breakfast Show	12.10	9.63	14.21		20.22	21.38	9.57	3.97	22.00	12.13		16.80	9.58	
All Programmes- Specific Station	10.18	14.44	6.55	11.55		13.31	9.25	11.40	4.08	6.04	16.53	11.71	0.00	52.77
All Programmes	9.30	8.45	10.02			13.98	8.44	14.40	3.78	6.80	6.51	15.14	20.42	15.06
Discussion Programmes - Specific Station	4.90	4.93	4.88			2.77	10.61	5.85	8.47	3.78	4.55	4.14		7.53
Political Programmes	3.58	6.79	0.85				10.65	3.25	2.19	4.91	6.47	4.14		
Religion & Ethics	3.11	2.36	3.75				1.95	13.83	4.39	1.89	5.47	0.00	4.75	
Discussion Programmes	2.33	1.31	3.21				3.82	6.82	1.89	1.89		5.17		11.33
Sports Programmes - Specific Station	1.43	3.11					2.48	3.97		3.02			6.05	
Magazine Programmes	0.91		1.69				1.82	2.17			2.74	2.59		
Current Affairs	0.74	1.60					2.63			3.02				
Sports Programmes	0.54	1.18					1.94		2.19					
Maltese Language Programmes	0.46		0.85					2.48		1.89				
Total [%]	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**

TV Audiences by Half-Hour Slots – Monday to Sunday

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

TV Audiences – MONDAY

	TVM	ONE	NET TV	Smash	TVM2	f Living	Xejk	iTV	Parliament TV	TSN Melita/GO	GO Stars	Melita More	Foreign Stations	NONE	TOTAL
MNight														432,844	432,844
0:30														432,844	432,844
1:00														432,844	432,844
1:30														432,844	432,844
2:00														432,844	432,844
2:30														432,844	432,844
3:00														432,844	432,844
3:30														432,844	432,844
4:00														432,844	432,844
4:30														432,844	432,844
5:00														432,844	432,844
5:30														432,844	432,844
6:00														432,844	432,844
6:30		1,650												431,194	432,844
7:00		1,650												431,194	432,844
7:30	1,629	1,650												429,565	432,844
8:00	1,629	5,938												425,277	432,844
8:30	1,629	1,650											1,801	427,764	432,844
9:00		3,279											1,801	427,764	432,844
9:30		6,558											1,801	424,485	432,844
10:00		10,289					1,629							420,926	432,844
10:30		10,289		1,629			1,629							419,297	432,844
11:00		8,639		3,050			1,629						1,801	417,725	432,844
11:30		6,838		3,050			1,629						1,801	419,526	432,844
Noon		3,279		3,050									4,873	421,642	432,844
12:30		1,930		3,050		1,629							3,072	423,163	432,844
1:00		5,209		1,629		3,258							1,421	421,327	432,844
1:30		5,209		1,629		4,908								421,098	432,844
2:00		5,209		1,629		4,908								421,098	432,844
2:30		5,209				4,908								422,727	432,844
3:00	1,629	6,859				4,908							1,421	418,027	432,844
3:30	4,679	8,660				4,908							3,926	410,671	432,844
4:00	4,493	3,336				3,258			2,605				9,097	410,055	432,844
4:30	3,279	3,336							2,605				11,027	412,597	432,844
5:00	3,279	4,758	2,605						2,605				15,406	404,192	432,844
5:30	3,279	7,363	2,605		3,889								15,406	400,303	432,844
6:00	15,366	10,616	2,605		3,889		1,421						16,968	381,979	432,844
6:30	10,255	23,776			3,889		3,695						21,702	369,528	432,844
7:00	16,946	25,404			3,889								32,008	354,596	432,844
7:30	14,027	75,464	30,546		3,889								42,504	266,415	432,844
8:00	123,828	16,763	4,234										40,211	247,809	432,844
8:30	55,624	9,617	1,629							2,273			62,917	300,784	432,844
9:00	35,569	3,569	7,288							7,445			74,928	304,045	432,844
9:30	24,601	3,569	8,709		1,801					7,445			67,940	318,778	432,844
10:00	1,421	7,856	1,629		1,801					7,445			48,034	364,658	432,844
10:30		1,650			1,801					5,172			39,253	384,968	432,844
11:00										5,172			21,346	406,326	432,844
11:30													9,779	423,065	432,844
Total Avg.	6,733	6,189	1,289	390	518	681	242		163	728			11,505	404,407	432844
maximum	123,828	75,464	30,546	3,050	3,889	4,908	3,695		2,605	7,445			74,928	432,844	
std.dev.	20,124	11,688	4,672	929	1,242	1,612	707		637	2,060			19,672	45,147	

TV AUDIENCES – TUESDAY

	TVM	ONE	NET TV	Smash	TVM2	f Living	Xejk	iTV	Parliament TV	TSN Melita/GO	GO Stars	Melita More	Foreign Stations	NONE	TOTAL
MNight														432,844	432,844
0:30														432,844	432,844
1:00														432,844	432,844
1:30														432,844	432,844
2:00														432,844	432,844
2:30														432,844	432,844
3:00														432,844	432,844
3:30														432,844	432,844
4:00														432,844	432,844
4:30														432,844	432,844
5:00														432,844	432,844
5:30														432,844	432,844
6:00														432,844	432,844
6:30		1,596												431,248	432,844
7:00		1,596												431,248	432,844
7:30		1,596												431,248	432,844
8:00		1,596												431,248	432,844
8:30	1,596	1,596			2,519									427,134	432,844
9:00	4,506				2,519									425,820	432,844
9:30	4,506	2,966			2,519									422,854	432,844
10:00	4,506	4,832			2,519									420,987	432,844
10:30	4,506	4,832			2,519									420,987	432,844
11:00	4,506	4,832			2,519								1,596	419,392	432,844
11:30	4,506	4,832			2,519								1,596	419,392	432,844
Noon	4,281	2,059			2,519									423,986	432,844
12:30	4,281	2,059			2,519	1,371								422,615	432,844
1:00	5,855	2,059			2,519	1,371								421,041	432,844
1:30	5,855	2,059			2,519	1,371								421,041	432,844
2:00	4,485	8,052			2,519	1,371	5,279						1,575	409,564	432,844
2:30	4,485	8,052			2,519	1,371	5,279						1,575	409,564	432,844
3:00	14,123	4,257	5,000		2,519	1,371	6,853							398,721	432,844
3:30	7,655	5,832	5,000		2,519	1,371	6,853						4,818	398,796	432,844
4:00	1,575	7,687			2,519	1,371							20,564	399,129	432,844
4:30	3,150	7,687			2,519								21,655	397,834	432,844
5:00	6,945	7,687	2,198		2,519								20,468	393,028	432,844
5:30	6,945	7,687	2,198		2,519		1,575						18,872	393,048	432,844
6:00	9,744	12,965	2,198		6,612		3,150					1,575	26,107	370,493	432,844
6:30	7,889	13,449	3,794		6,612		3,150					1,575	26,107	370,269	432,844
7:00	9,948	12,444	11,194		6,612		3,150						34,340	355,158	432,844
7:30	19,882	65,847	26,830		6,612								27,734	285,939	432,844
8:00	151,601	14,241	6,911		5,037					2,198			35,887	216,968	432,844
8:30	76,074	17,320	6,911		31,515					4,717			52,483	243,824	432,844
9:00	69,907	9,393			58,786	1,741				6,775			63,352	222,888	432,844
9:30	57,688	13,188			51,460	1,741				6,775			56,557	245,434	432,844
10:00	21,819	7,910			45,682	1,741				6,775			47,639	301,278	432,844
10:30	5,278				34,941					4,577	3,796		40,262	343,990	432,844
11:00					2,519								24,571	405,754	432,844
11:30													16,340	416,504	432,844
Total Avg.	11,002	5,463	1,505		6,338	337	735			663	79	66	11,335	395,321	432844
maximum	151,601	65,847	26,830		58,786	1,741	6,853			6,775	3,796	1,575	63,352	432,844	
std.dev.	26,485	10,090	4,402		13,686	630	1,822			1,872	548	318	17,781	59,396	

TV AUDIENCES – WEDNESDAY

	TVM	ONE	NET TV	Smash	TVM2	f Living	Xejk	iTV	Parliament TV	TSN Melita/GO	GO Stars	Melita More	Foreign Stations	NONE	TOTAL
MNight														432,844	432,844
0:30														432,844	432,844
1:00														432,844	432,844
1:30													1,599	431,245	432,844
2:00													1,599	431,245	432,844
2:30													1,599	431,245	432,844
3:00													1,599	431,245	432,844
3:30													1,599	431,245	432,844
4:00													1,599	431,245	432,844
4:30													1,599	431,245	432,844
5:00													3,482	429,362	432,844
5:30													3,482	429,362	432,844
6:00	1,599												3,482	427,763	432,844
6:30	1,599	1,768											1,599	427,878	432,844
7:00	1,599	1,768											1,599	427,878	432,844
7:30	1,599												1,599	429,646	432,844
8:00	1,599	1,599											1,599	428,048	432,844
8:30	1,599	1,599											1,599	428,048	432,844
9:00	1,599	3,367											3,493	424,385	432,844
9:30	3,198	9,315											3,493	416,838	432,844
10:00	3,198	9,315											3,493	416,838	432,844
10:30	3,198	9,315		1,599									3,493	415,239	432,844
11:00	3,198	7,547		1,599									1,599	418,902	432,844
11:30	3,198	7,547	1,768	1,599									1,599	417,134	432,844
Noon	3,219		3,159	1,599									5,576	419,291	432,844
12:30	1,599		3,159	1,599									3,482	423,005	432,844
1:00	1,395	4,536	3,159	1,599									1,599	420,556	432,844
1:30	1,395	4,536	3,159	1,599									1,599	420,556	432,844
2:00	10,937	4,536	4,966										6,838	405,568	432,844
2:30	10,937	4,536	4,966										8,437	403,969	432,844
3:00	8,811	4,536	7,752										10,035	401,710	432,844
3:30	4,197	4,536	6,154										10,035	407,923	432,844
4:00	4,197	3,219	4,758										8,071	412,600	432,844
4:30	7,415	3,219	3,159										3,485	415,565	432,844
5:00	13,259	3,219	5,054										7,252	404,061	432,844
5:30	14,857	6,860	5,054										7,393	398,680	432,844
6:00	19,219	8,627	7,145				1,599					1,395	18,997	375,862	432,844
6:30	15,445	20,664	7,145									1,395	23,502	364,694	432,844
7:00	21,432	20,031	7,145										28,851	355,386	432,844
7:30	15,681	39,749	25,858										25,000	326,557	432,844
8:00	91,646	16,825	20,677		2,411								51,092	250,193	432,844
8:30	31,367	63,081	22,585		1,392					4,209			66,410	243,800	432,844
9:00	13,194	59,830	18,815		1,392					12,771			90,177	236,666	432,844
9:30	11,574	43,067	15,384							12,771			85,264	264,784	432,844
10:00	8,081	13,310	7,797							12,771			74,155	316,730	432,844
10:30	1,883	9,102	4,156							8,562			44,808	364,334	432,844
11:00		1,599	2,557										23,077	405,611	432,844
11:30													20,520	412,324	432,844
Total Avg.	7,061	8,182	4,074	233	108		33			1,064		58	14,010	398,021	432844
maximum	91,646	63,081	25,858	1,599	2,411		1,599			12,771		1,395	90,177	432,844	
std.dev.	14,269	14,460	6,378	570	441		231			3,345		282	22,834	52,615	

TV AUDIENCES – THURSDAY

	TVM	ONE	NET TV	Smash	TVM2	f Living	Xejk	iTV	Parliament TV	TSN Melita/GO	GO Stars	Melita More	Foreign Stations	NONE	TOTAL
MNight														432,844	432,844
0:30														432,844	432,844
1:00														432,844	432,844
1:30														432,844	432,844
2:00														432,844	432,844
2:30														432,844	432,844
3:00														432,844	432,844
3:30														432,844	432,844
4:00														432,844	432,844
4:30														432,844	432,844
5:00														432,844	432,844
5:30														432,844	432,844
6:00														432,844	432,844
6:30														432,844	432,844
7:00	4,637	1,879											1,595	424,732	432,844
7:30	4,637	1,879											1,595	424,732	432,844
8:00		1,879											3,681	427,284	432,844
8:30		1,879											3,681	427,284	432,844
9:00		1,879											5,771	425,194	432,844
9:30	1,616	1,879											3,685	425,663	432,844
10:00	1,616	1,879	1,616										5,912	421,820	432,844
10:30		1,879	1,616										5,912	423,436	432,844
11:00		1,879	1,616	1,616									5,912	421,820	432,844
11:30		1,879	1,616	1,616									5,912	421,820	432,844
Noon		1,879	1,616	1,616									2,086	425,646	432,844
12:30		6,291	1,616	1,616									2,086	421,234	432,844
1:00		7,684	1,616									1,764	12,196	409,583	432,844
1:30	1,616	7,684	1,616										13,589	408,339	432,844
2:00	3,233	9,448	1,616										17,739	400,808	432,844
2:30	1,616	9,448	1,616										19,503	400,660	432,844
3:00	11,437	9,448	1,616										19,723	390,619	432,844
3:30	3,845	9,448	3,212										16,927	399,411	432,844
4:00	3,212	4,888	3,212										13,221	408,311	432,844
4:30	1,616	3,272	3,212										12,042	412,702	432,844
5:00	4,849	5,784	3,212										23,993	395,006	432,844
5:30	3,233	7,548	6,008										14,247	401,809	432,844
6:00	4,072	11,787	14,434										21,080	381,470	432,844
6:30	2,456	25,556	12,839										18,934	373,059	432,844
7:00	2,456	27,152	14,231										21,232	367,774	432,844
7:30	5,404	62,044	23,032										30,220	312,144	432,844
8:00	119,531	17,386	13,600										41,062	241,265	432,844
8:30	63,999	14,438	15,195		5,103					2,406			39,721	291,982	432,844
9:00	24,594	14,417	18,541		14,048					7,184			32,341	321,719	432,844
9:30	24,697	8,974	17,149		14,048					7,184			35,840	324,952	432,844
10:00	9,888	4,391	4,976		9,270					9,736			27,351	367,233	432,844
10:30	6,079	1,595			9,270					7,184			21,792	386,923	432,844
11:00	4,200				2,406								11,764	414,475	432,844
11:30													5,361	427,483	432,844
Total Avg.	6,553	6,028	3,555	135	1,128					702		37	10,786	403,921	432844
maximum	119,531	62,044	23,032	1,616	14,048					9,736		1,764	41,062	432,844	
std.dev.	19,572	10,451	5,986	452	3,381					2,221		255	11,848	41,929	

TV AUDIENCES – FRIDAY

	TVM	ONE	NET TV	Smash	TVM2	f Living	Xejk	iTV	Parliament TV	TSN Melita/GO	GO Stars	Melita More	Foreign Stations	NONE	TOTAL
MNight														432,844	432,844
0:30														432,844	432,844
1:00														432,844	432,844
1:30														432,844	432,844
2:00														432,844	432,844
2:30														432,844	432,844
3:00														432,844	432,844
3:30														432,844	432,844
4:00														432,844	432,844
4:30														432,844	432,844
5:00	2,022													430,822	432,844
5:30	2,022													430,822	432,844
6:00	2,022													430,822	432,844
6:30	2,022		1,326											429,497	432,844
7:00			1,326											431,518	432,844
7:30			1,326											431,518	432,844
8:00			1,326											431,518	432,844
8:30			1,326										3,977	427,542	432,844
9:00			1,326										2,651	428,867	432,844
9:30	1,326		1,326										2,651	427,542	432,844
10:00	5,846		1,326				2,022						1,326	422,325	432,844
10:30	5,846		1,326	1,154			2,022						1,326	421,171	432,844
11:00	5,846		1,326	1,154									3,058	421,460	432,844
11:30	5,846		1,326	1,154									4,384	420,135	432,844
Noon	1,466		2,651	1,154									5,710	421,864	432,844
12:30	1,466	1,343	1,326	1,154									4,384	423,172	432,844
1:00	2,931	2,669											9,306	417,938	432,844
1:30	2,931	2,669											5,710	421,534	432,844
2:00	1,466	2,669											9,658	419,052	432,844
2:30	1,466												12,326	419,052	432,844
3:00	10,128		1,733							1,733			11,001	408,250	432,844
3:30	3,195		3,058							1,733			10,983	413,875	432,844
4:00		2,791	4,384	3,195						1,733			13,459	407,282	432,844
4:30		2,791	4,384	3,195						1,733			15,782	404,959	432,844
5:00	2,022	2,791	4,384							1,733			13,760	408,154	432,844
5:30	2,022	4,117	5,541							1,733			8,786	410,645	432,844
6:00	3,365	15,885	5,541				1,343			1,733			13,845	391,133	432,844
6:30	2,022	22,235	7,102				4,401			1,733			12,519	382,832	432,844
7:00	9,877	25,253	8,259							1,733			17,182	370,540	432,844
7:30	12,926	60,591	18,478							1,733			18,179	320,938	432,844
8:00	117,031	7,145	2,651							1,733			28,966	275,318	432,844
8:30	67,081	2,623	3,062		1,343					1,733			44,994	312,008	432,844
9:00	68,929	2,623	3,062		4,362					2,120			51,257	300,493	432,844
9:30	65,483	1,157	1,326		4,362					2,120			53,132	305,265	432,844
10:00	57,195	1,157			3,019					2,120			52,233	317,121	432,844
10:30	41,093	1,157			3,019					2,120			44,381	341,075	432,844
11:00	5,971					2,791							20,886	403,196	432,844
11:30						2,791							15,759	414,294	432,844
Total Avg.	10,685	3,368	1,907	253	335	116	204			610			10,699	404,666	432844
maximum	117,031	60,591	18,478	3,195	4,362	2,791	4,401			2,120			53,132	432,844	
std.dev.	24,115	9,940	3,171	714	1,059	564	763			877			15,012	42,241	

TV AUDIENCES – SATURDAY

	TVM	ONE	NET TV	Smash	TVM2	f Living	Xejk	iTV	Parliament TV	TSN Melita/GO	GO Stars	Melita More	Foreign Stations	NONE	TOTAL
MNight														432,844	432,844
0:30														432,844	432,844
1:00														432,844	432,844
1:30														432,844	432,844
2:00														432,844	432,844
2:30														432,844	432,844
3:00														432,844	432,844
3:30														432,844	432,844
4:00														432,844	432,844
4:30														432,844	432,844
5:00														432,844	432,844
5:30		1,267												431,577	432,844
6:00		1,267												431,577	432,844
6:30		1,267												431,577	432,844
7:00	1,885	2,517											1,250	427,192	432,844
7:30		2,517												430,327	432,844
8:00		2,517											2,770	427,557	432,844
8:30		2,517											2,770	427,557	432,844
9:00		1,267											2,358	429,220	432,844
9:30		1,267											2,358	429,220	432,844
10:00		2,517											2,649	427,678	432,844
10:30		2,517											1,267	429,061	432,844
11:00	1,481	2,517											3,173	425,672	432,844
11:30	1,481	2,517											3,173	425,672	432,844
Noon	4,229	2,517											1,907	424,191	432,844
12:30	7,183	4,516											1,907	419,238	432,844
1:00	11,591	4,516											7,761	408,976	432,844
1:30	11,591	4,516								1,634			15,484	399,619	432,844
2:00	17,512	4,516	1,091							1,634			17,428	390,663	432,844
2:30	18,778	4,516	1,091							1,634			16,337	390,487	432,844
3:00	14,987	4,516	1,091							1,634			11,266	399,350	432,844
3:30	12,247	7,782	1,091							1,634			6,115	403,974	432,844
4:00	8,513	2,517	1,091							1,634			6,527	412,562	432,844
4:30	8,513	3,783	1,091							1,634			7,909	409,913	432,844
5:00	9,779	3,989	2,341							1,634			14,776	400,324	432,844
5:30	8,513	3,989	2,341		2,999					1,634			13,394	399,974	432,844
6:00	20,385	13,263	1,091		7,776		1,481			1,634			20,822	366,392	432,844
6:30	16,184	11,295	1,091		10,134		1,481			3,634			23,733	365,292	432,844
7:00	11,215	13,831	1,091		6,843					3,634			29,929	366,302	432,844
7:30	9,396	50,537	7,246		4,486					3,634			29,929	327,617	432,844
8:00	86,137	11,344	2,999		3,013					1,634			25,985	301,731	432,844
8:30	28,694	16,586	4,478		3,013								35,593	344,479	432,844
9:00	23,422	17,446	5,729							3,110			63,440	319,697	432,844
9:30	17,561	12,574	5,729							3,110			63,377	330,492	432,844
10:00	7,540	12,734	6,478							3,110			53,553	349,430	432,844
10:30	6,058	11,099	3,387							3,110			40,068	369,121	432,844
11:00		6,682											24,467	401,695	432,844
11:30		3,432											18,769	410,643	432,844
Total Avg.	7,602	5,395	1,053		797		62			861			11,922	405,153	432844
maximum	86,137	50,537	7,246		10,134		1,481			3,634			63,440	432,844	
std.dev.	13,841	8,200	1,897		2,197		299			1,239			16,616	35,502	

TV AUDIENCES – SUNDAY

	TVM	ONE	NET TV	Smash	TVM2	f Living	Xejk	iTV	Parliament TV	TSN Melita/GO	GO Stars	Melita More	Foreign Stations	NONE	TOTAL
MNight	1,127													431,717	432,844
0:30														432,844	432,844
1:00														432,844	432,844
1:30														432,844	432,844
2:00														432,844	432,844
2:30														432,844	432,844
3:00														432,844	432,844
3:30														432,844	432,844
4:00														432,844	432,844
4:30														432,844	432,844
5:00														432,844	432,844
5:30														432,844	432,844
6:00													2,373	430,471	432,844
6:30													2,373	430,471	432,844
7:00														432,844	432,844
7:30		1,309												431,535	432,844
8:00	1,522	4,422											1,127	425,773	432,844
8:30	2,649	4,422	1,292										1,127	423,354	432,844
9:00	4,077	1,309	1,292											426,166	432,844
9:30	2,950	1,309	1,292											427,294	432,844
10:00	2,950	4,393	1,292											424,210	432,844
10:30	2,950	5,520	1,292											423,083	432,844
11:00	2,950	6,812	1,292										3,084	418,707	432,844
11:30	4,242	6,812											3,084	418,707	432,844
Noon	25,682	2,436											3,494	401,232	432,844
12:30	28,237	3,745											3,494	397,368	432,844
1:00	26,249	3,745	1,309							1,948			2,941	396,652	432,844
1:30	26,249	3,745	1,309							3,469			4,250	393,822	432,844
2:00	24,736	3,958	1,309		1,948			1,948		1,522			1,309	396,116	432,844
2:30	24,547	3,958	1,309		1,948			1,948		1,522			2,830	394,784	432,844
3:00	15,662	2,436	2,600		1,948			1,948		1,522			7,055	399,674	432,844
3:30	13,243	2,436	2,600		3,239			1,948		1,522			5,488	402,368	432,844
4:00	13,243	3,864	2,600		11,347			1,948		3,587			12,723	383,531	432,844
4:30	13,243	3,864	4,403		11,347			1,948		3,587			12,732	381,719	432,844
5:00	8,731	3,864	4,403		11,347			1,948		6,401	3,099		22,961	370,091	432,844
5:30	8,731	4,540	4,403		9,825			1,948		5,856	3,099		18,228	376,214	432,844
6:00	9,486	5,179	4,403		6,586		2,655	1,948		7,804			16,012	378,771	432,844
6:30	12,206	6,709	4,403		6,586		2,655	1,948		6,282			22,038	370,016	432,844
7:00	8,642	13,945	4,403		4,638		1,124	1,948		4,761			19,195	374,189	432,844
7:30	8,642	47,395	24,769		3,210		1,124	1,948		4,367			14,604	326,787	432,844
8:00	94,079	20,356	5,440		3,754			1,948		3,075			17,722	286,470	432,844
8:30	41,115	25,777	12,626		1,292		2,066	1,948		6,025			31,816	310,180	432,844
9:00	24,017	36,545	16,088		1,292		2,066	1,948		4,077	1,309		44,629	300,875	432,844
9:30	24,017	32,226	14,796		1,292		2,066	1,948		4,077	1,309		48,755	302,359	432,844
10:00	14,795	18,956	5,408					1,948		2,556	1,309		32,715	355,159	432,844
10:30	8,659	8,544	5,408					1,948					26,245	382,040	432,844
11:00	2,556	5,585	1,309										12,194	411,200	432,844
11:30	1,428		1,309											430,107	432,844
Total Avg.	10,492	6,252	2,799		1,700		287	730		1,541	211		8,262	400,570	432844
maximum	94,079	47,395	24,769		11,347		2,655	1,948		7,804	3,099		48,755	432,844	
std.dev.	16,082	10,206	4,881		3,273		736	953		2,259	687		12,210	39,806	

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	Community	Foreign	NONE	Total
MNight																432,844	432,844
0:30																432,844	432,844
1:00																432,844	432,844
1:30																432,844	432,844
2:00				2,585		3,896										426,362	432,844
2:30				2,585												430,259	432,844
3:00				2,585												430,259	432,844
3:30				2,585												430,259	432,844
4:00				2,585			1,617									428,642	432,844
4:30				2,585			1,617									428,642	432,844
5:00						4,256	1,617	2,585								424,386	432,844
5:30				7,309			1,617	2,585								421,333	432,844
6:00	2,257			8,425	1,617	16,020	1,617									402,909	432,844
6:30	4,842		4,256	13,375	3,873	9,030	1,617			1,904						393,948	432,844
7:00	10,459			23,706	5,284	23,895	3,521	1,904		8,534		4,737				350,803	432,844
7:30	7,874		2,466	23,706	6,253	30,467	3,521	1,904		7,736		9,195				339,722	432,844
8:00	9,490		4,083	23,706	7,722	18,206	9,674			5,948	3,896	28,181				321,937	432,844
8:30	9,490		1,617	23,706	7,870	12,747	9,674			5,948		15,143				346,649	432,844
9:00	8,685		1,617	28,762	7,870	12,124	13,078			4,044		15,143				341,523	432,844
9:30	8,685		1,617	28,762	7,870	12,124	13,078			4,044		11,246				345,419	432,844
10:00	8,685		1,617	28,762	8,688	6,990	14,489	4,387	2,970	4,044		8,116				344,097	432,844
10:30	8,685		1,617	28,762	8,688	6,990	14,489	4,387		4,044		8,116				347,067	432,844
11:00	6,428		1,617	29,114	8,688	10,850	12,233	6,291		4,044		8,116				345,463	432,844
11:30	6,428		1,617	31,699	8,688	6,990	12,233	6,291		4,044		8,116				346,738	432,844
Noon	9,873		1,617	21,038	7,243	6,990	10,822			3,692		8,116				363,454	432,844
12:30	7,436		1,617	21,038	5,455	6,990	10,822			3,692		8,116				367,679	432,844
1:00	5,490		1,617	19,421	5,455	6,990	6,925			1,904	3,896	13,249				367,896	432,844
1:30	5,490		1,617	19,421	5,455	6,990	6,925			1,904		13,249				371,792	432,844
2:00	5,490	5,617		17,783	3,873	13,541	3,404			1,904		13,249				367,982	432,844
2:30	5,490	5,617		17,783	3,873	17,087	3,404			1,904		13,249				364,436	432,844
3:00	6,311			17,783	3,873	10,869	3,404			6,630		18,668				365,307	432,844
3:30	6,311		4,256	15,198	2,257	10,869	5,021			4,044		18,668				366,222	432,844
4:00	8,690			15,198	3,667	20,141	5,021			8,431		12,575				359,121	432,844
4:30	6,253			15,198	3,667	10,672	5,021			4,044		8,993				378,996	432,844
5:00	4,842			11,534	2,257	15,228	1,617			4,044		7,442				385,881	432,844
5:30				12,709	2,257	6,990	1,617			4,044		7,442			2,585	395,200	432,844
6:00			2,113	14,379	3,873		1,617			4,044		3,582			2,585	400,650	432,844
6:30			2,113	7,099	2,257		1,617			4,044		3,582			2,585	409,547	432,844
7:00				7,099	2,257		1,617			1,788						420,084	432,844
7:30				7,330	2,257		1,617			1,788						419,853	432,844
8:00				5,180	2,257		1,617									423,790	432,844
8:30				5,180			1,617									426,047	432,844
9:00				9,436		3,878	1,617									417,913	432,844
9:30				8,862			1,617									422,366	432,844
10:00				11,118			1,617	2,585		2,113						415,410	432,844
10:30				11,118						2,113						419,612	432,844
11:00				3,276						2,113						427,455	432,844
11:30				3,276						2,113						427,455	432,844
Tot Avg	3,410	234	772	12,766	3,028	6,496	4,047	686	62	2,514	162	5,548			162	392,957	432,844
Max	10,459	5,617	4,256	31,699	8,688	30,467	14,489	6,291	2,970	8,534	3,896	28,181			2,585	432,844	
std.dev.	3,852	1,134	1,203	9,628	3,115	7,466	4,548	1,614	429	2,445	787	6,808			632	34,978	

RADIO AUDIENCES – TUESDAY

	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	Community	Foreign	NONE	Total
MNight																432,844	432,844
0:30																432,844	432,844
1:00																432,844	432,844
1:30																432,844	432,844
2:00																432,844	432,844
2:30																432,844	432,844
3:00																432,844	432,844
3:30																432,844	432,844
4:00				1,575			2,059									429,210	432,844
4:30				3,150												429,694	432,844
5:00				3,150							1,575					428,119	432,844
5:30				6,487		4,146					1,575					420,637	432,844
6:00	3,796			8,687		4,117	2,059	1,374			1,575					411,237	432,844
6:30	3,796	1,855		8,687		10,092		1,374			1,575					405,466	432,844
7:00	7,225	1,855	2,402	10,745		17,772	1,371	3,241		4,745	1,575	30,344	5,472			346,097	432,844
7:30	9,599			12,943		2,402	5,516	3,241		4,745		11,159	5,472	1,371		376,396	432,844
8:00	7,225			16,426		12,730	6,887	3,241	2,893	4,745				1,371	1,855	375,472	432,844
8:30	3,429		4,468	16,426	2,759	4,130	8,742	3,241		4,745				1,371	1,855	381,678	432,844
9:00	10,400			18,799	4,355	10,522	9,569	4,611		1,575				1,371	1,855	369,787	432,844
9:30	10,400	1,855		21,558	4,114	6,762	9,569	4,611	2,759	1,575				1,371	1,855	366,414	432,844
10:00	10,400	1,855		24,451	4,114		10,944	4,611	2,759	1,575						372,135	432,844
10:30	10,400			24,451	4,114		10,944	4,611	2,759	3,150						372,415	432,844
11:00	8,825			21,558	1,596	1,575	9,089	4,611	2,759	1,575						381,256	432,844
11:30	8,825	1,855		25,818	1,596	3,796	9,089	4,611	2,759	1,575						372,920	432,844
Noon		1,855		15,145	1,596	2,519	4,717	1,371		1,575						404,068	432,844
12:30		1,855		15,145		4,921	4,717	1,371		1,575						403,261	432,844
1:00		1,855		9,608		3,977	4,717	1,371		1,575						409,742	432,844
1:30				12,501			4,717	1,371		1,575						412,681	432,844
2:00				12,041	4,273	3,760	2,519	1,371		1,575		4,146				403,161	432,844
2:30				12,041	4,273	6,239	2,519	1,371		1,575		3,622				401,205	432,844
3:00			3,760	7,406		4,273	2,519	1,371		3,150		3,622				406,744	432,844
3:30			3,760	7,406		5,184	2,519	1,371		1,575		3,622				407,408	432,844
4:00			9,231	7,406		12,872	1,866	5,164		1,575		3,778				390,951	432,844
4:30			9,231	7,406		10,113	1,866	5,164		1,575		3,778				393,710	432,844
5:00	1,741		5,472	5,348		5,265	1,866	1,371		3,170		3,778				404,833	432,844
5:30			5,472	3,773		8,025	1,866	1,371		3,170		3,760				405,408	432,844
6:00				3,773				1,371								427,700	432,844
6:30				1,575	1,374			1,371		1,575						426,949	432,844
7:00				1,575	1,374	3,760		1,371		1,575						423,189	432,844
7:30				1,575				1,371		1,575		5,265		1,371		421,688	432,844
8:00				4,054				1,371								427,419	432,844
8:30								1,371								431,473	432,844
9:00										1,855						430,989	432,844
9:30										1,855						430,989	432,844
10:00										1,855						430,989	432,844
10:30										1,855						430,989	432,844
11:00						5,000										427,844	432,844
11:30																432,844	432,844
Tot Avg	2,001	309	912	7,348	740	3,207	2,547	1,576	348	1,371	164	1,602	228	171	155	410,165	432,844
Max	10,400	1,855	9,231	25,818	4,355	17,772	10,944	5,164	2,893	4,745	1,575	30,344	5,472	1,371	1,855	432,844	
std.dev.	3,679	699	2,280	7,841	1,451	4,278	3,481	1,711	930	1,427	486	4,757	1,105	458	518	23,677	

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	Community	Foreign	NONE	Total
MNight	1,599															431,245	432,844
0:30	1,599															431,245	432,844
1:00	1,599															431,245	432,844
1:30	1,599															431,245	432,844
2:00	1,599			2,801			2,801									425,642	432,844
2:30	1,599			2,801			2,801									425,642	432,844
3:00	1,599			2,801			2,801									425,642	432,844
3:30	1,599			2,801			2,801									425,642	432,844
4:00	1,599			4,197			2,801									424,247	432,844
4:30	1,599			4,197			2,801									424,247	432,844
5:00	1,599			4,197			2,801									424,247	432,844
5:30	1,599			7,585			2,801	1,883								418,976	432,844
6:00	1,599			6,382	3,367			1,883	5,345	2,517						411,751	432,844
6:30	2,990			12,485	3,367	3,853	3,011	1,883	5,345	2,517						397,391	432,844
7:00	10,036			12,485	10,794	3,817	3,011		5,345	7,799		2,937	5,555			371,064	432,844
7:30	10,036		6,440	16,662	10,794	21,585	3,011		5,345	6,200		9,850	5,555		2,557	334,808	432,844
8:00	10,036		6,440	16,662	10,794	14,153	7,188	3,486	5,345	6,200		9,850			9,470	333,219	432,844
8:30	11,428		6,440	16,662	10,794	12,585	7,188	3,486	5,345	6,200		2,937			9,470	340,308	432,844
9:00	26,706		6,440	15,704	12,189	10,671	9,072	8,504	5,345	6,200	1,883	2,937		2,094	9,470	315,628	432,844
9:30	26,706		6,440	15,704	12,189	7,240	9,072	8,504	5,345	6,200	1,883	2,937		2,094	9,470	319,059	432,844
10:00	30,680		4,463	15,704	12,189	11,087	9,072	8,504	5,345	6,200	1,883			2,094	9,470	316,152	432,844
10:30	30,680		7,020	15,704	10,794	7,240	7,452	8,504	5,345	6,200	1,883			2,094	6,913	323,015	432,844
11:00	30,192		7,020	15,408	10,794	9,135	7,452	5,717	5,345	9,693	3,778			2,094	6,913	319,303	432,844
11:30	27,781		4,463	15,408	10,794	9,135	7,452	5,717	5,345	8,094	3,778			2,094	6,913	325,869	432,844
Noon	10,161		5,872	10,591	9,195	7,240	5,797	3,623	5,345	7,799	1,895				6,913	358,413	432,844
12:30	10,161		5,872	12,358	9,195	7,240	5,797	3,623	5,345	6,200					6,913	360,138	432,844
1:00	3,948		2,232	8,150	8,967	9,199	5,797	3,623	5,345	8,094						377,489	432,844
1:30	1,392		2,232	8,150	8,967	9,199	5,797	3,623	5,345	8,094						380,046	432,844
2:00	3,482		2,232	5,008	5,977	10,691	4,177	3,623	5,345	8,094						384,216	432,844
2:30	1,392		2,232	5,008	5,977	9,554	4,177	3,623		8,094						392,788	432,844
3:00	3,482		2,232	5,008	5,977	5,345	1,620	3,623		8,094	1,895					395,569	432,844
3:30	3,482		2,232	5,008	5,977	5,345	1,620	3,623		6,200	1,895					397,464	432,844
4:00	3,275		3,641	5,008	7,575	14,233	1,620	3,623		6,200	1,895					385,775	432,844
4:30	3,275		3,641	5,156	7,575	14,048	1,620	3,623		6,200	1,895					385,812	432,844
5:00	2,783			10,395	4,758	19,393	4,059	3,623		1,895	1,895				12,468	371,575	432,844
5:30	2,783			10,395	4,758	11,093	6,576	3,623		1,895	1,895				12,468	377,358	432,844
6:00			3,677	8,627	3,367	7,240	6,576	3,623	1,883	1,895	1,895	4,209				389,853	432,844
6:30			3,677	8,627	3,367	7,240	4,059	3,623	1,883	1,895	1,895	4,209				392,370	432,844
7:00				7,008	1,768	5,345	6,615	3,623				3,817				404,668	432,844
7:30				5,240		5,345	4,177	3,623				3,817				410,642	432,844
8:00				3,641		10,422	1,620	3,623								413,538	432,844
8:30				3,641		5,345	1,620	3,623								418,615	432,844
9:00				3,641			1,620	4,115								423,468	432,844
9:30				3,641			1,620	4,115								423,468	432,844
10:00				3,641			1,620	5,714		1,895						419,975	432,844
10:30				3,641			1,620	4,115		1,895						421,574	432,844
11:00						5,359	1,620	2,232								423,634	432,844
11:30						5,359	1,620	2,232								423,634	432,844
Tot Avg	5,993		1,978	7,249	4,422	5,932	3,717	3,038	1,972	3,301	670	990	231	262	2,279	390,811	432,844
Max	30,680		7,020	16,662	12,189	21,585	9,072	8,504	5,345	9,693	3,778	9,850	5,555	2,094	12,468	431,245	
std.dev.	9,274		2,570	5,334	4,622	5,585	2,629	2,425	2,553	3,398	1,067	2,288	1,122	700	4,009	37,666	

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	Community	Foreign	NONE	Total
MNight																432,844	432,844
0:30																432,844	432,844
1:00																432,844	432,844
1:30																432,844	432,844
2:00																432,844	432,844
2:30																432,844	432,844
3:00																432,844	432,844
3:30																432,844	432,844
4:00					1,595		4,391									426,857	432,844
4:30					1,595		4,391									426,857	432,844
5:00	1,595			1,616	3,212		4,391									422,029	432,844
5:30	3,685			3,233	1,595		7,603					2,931				413,797	432,844
6:00	2,988			7,894	2,988		6,008					4,911				408,055	432,844
6:30	2,988			7,894	4,752	5,700	11,236			1,616		12,390				386,268	432,844
7:00	2,988			13,223	8,112	14,830	9,482			3,233	2,406	5,229			2,227	371,115	432,844
7:30	4,583			13,223	8,112	14,443	9,482	1,616	3,845	3,233		7,741	3,845	3,845	2,227	356,648	432,844
8:00	6,382			11,344	8,112	11,933	13,913	1,616		1,616		13,955			2,227	361,745	432,844
8:30	6,382			17,962	9,504	10,054	13,913	2,090	2,796	3,843		13,955	2,948		2,227	347,170	432,844
9:00	6,698			16,569	8,112	5,829	11,362	7,326	2,796	3,843		10,532	2,948		2,227	354,603	432,844
9:30	8,294			16,569	8,112	2,406	11,362	7,326	2,796	3,843		3,633	2,948		2,227	363,329	432,844
10:00	8,294			13,774	8,112	5,354	12,978	7,326	2,796	3,843			2,948			367,421	432,844
10:30	8,294			13,774	10,339	5,354	12,978	7,326	2,796	2,227			2,948			366,810	432,844
11:00	8,294			13,774	10,339	5,354	12,978	7,326	2,796	2,227			2,948			366,810	432,844
11:30	6,698			19,541	11,934	5,354	12,978	3,482	2,796	3,843			2,948			363,270	432,844
Noon	6,918			17,624	7,740	2,406	7,866	2,090	2,796	5,460						379,946	432,844
12:30	5,302			10,731	6,348	2,406	7,866	2,090	2,796	5,460						389,848	432,844
1:00	3,212			9,338	6,348	7,740	6,270	2,090	2,796	3,843						391,207	432,844
1:30	3,212			9,338	6,348	4,918	6,270	2,090	2,796	3,843		2,931			2,227	388,872	432,844
2:00	1,595			4,778	6,348	10,252	6,270	2,090	6,641	3,843		9,076	3,845	3,845	2,227	372,033	432,844
2:30	1,595			4,778	6,348	7,740	6,270	2,090	2,796	3,843		9,987			2,227	385,169	432,844
3:00	1,595			2,227	6,348	9,335	6,270	2,090	2,796	3,843		15,443			2,227	380,670	432,844
3:30	1,595			2,227	6,348	7,740	6,270	2,090	2,796	3,843		17,456			2,227	380,253	432,844
4:00	1,595			3,619	6,348	11,163	4,391	2,090	2,796	3,843	2,227	5,066			2,227	387,479	432,844
4:30	1,595			3,619	6,348	12,991	4,391	2,090	2,796	3,843	5,158	5,066			2,227	382,720	432,844
5:00	1,595			3,619	6,348	12,819	4,391	2,090	2,796	3,843	5,158	6,899				383,286	432,844
5:30	2,512			5,705	6,348	6,215	4,391	2,090	2,796	3,843	2,227	6,899				389,820	432,844
6:00	2,086			3,619	3,360	6,215	4,391	2,090	2,796	2,227	2,227					403,835	432,844
6:30				3,619	4,976	2,406	4,391	2,090	2,796	2,227	2,227					408,113	432,844
7:00				3,619	3,381		4,391	1,595		2,227						417,631	432,844
7:30				3,619	3,381		5,987			2,227						417,631	432,844
8:00				10,518			5,987			2,227						414,113	432,844
8:30				8,291			5,987			2,227						416,339	432,844
9:00				8,291			7,379			2,227						414,947	432,844
9:30				8,291			5,783			2,227						416,543	432,844
10:00				6,899			5,783			2,227						417,935	432,844
10:30				6,899			5,783			2,227						417,935	432,844
11:00				6,899			5,783			2,227						417,935	432,844
11:30				6,899			2,988			2,227						420,731	432,844
Tot Avg	2,345			6,780	4,150	3,978	6,146	1,589	1,383	2,280	451	3,210	590	160	603	399,178	432,844
Max	8,294			19,541	11,934	14,830	13,913	7,326	6,641	5,460	5,158	17,456	3,845	3,845	2,227	432,844	
std.dev.	2,811			5,685	3,650	4,721	4,030	2,224	1,620	1,645	1,212	4,995	1,252	777	1,000	26,226	

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	Community	Foreign	NONE	Total
MNight																432,844	432,844
0:30																432,844	432,844
1:00																432,844	432,844
1:30																432,844	432,844
2:00																432,844	432,844
2:30																432,844	432,844
3:00																432,844	432,844
3:30										1,343						431,501	432,844
4:00										1,343						431,501	432,844
4:30										1,343						431,501	432,844
5:00					2,120		2,120			1,343						427,261	432,844
5:30	1,343		5,732	2,669	2,120		3,586			2,500						414,895	432,844
6:00	2,500		9,221	6,866		2,022	7,251	3,466		2,500						399,018	432,844
6:30	4,233		9,221	16,716			4,929	3,466	2,087	2,500						389,693	432,844
7:00	13,827		9,221	16,181		20,033	9,558	1,733	2,087	7,041		15,378	2,435			335,351	432,844
7:30	12,484		9,221	14,061		9,474	10,901	1,733	2,087	7,041		7,624				358,219	432,844
8:00	11,981	3,489	7,302	16,181	1,561	5,300	16,750	1,733	2,087	5,122	2,435	22,954	9,309		1,326	325,313	432,844
8:30	9,861	3,489	7,302	17,646	1,561	4,555	28,185	1,733	2,087	5,122		17,787	5,717		1,326	326,472	432,844
9:00	17,319	3,489	7,302	16,991	4,353	7,900	24,599	1,733	2,087	5,122		10,819	2,120		1,326	327,684	432,844
9:30	17,319	3,489	7,302	16,991	4,353	7,900	24,599	1,733	2,087	5,122		10,819	2,120		1,326	327,684	432,844
10:00	19,052		7,302	20,022	4,353	7,900	24,599			5,122		9,357			1,326	333,811	432,844
10:30	19,052		7,302	20,022	4,353	7,900	24,599			5,122		9,357			1,326	333,811	432,844
11:00	19,192		7,302	20,863	1,561	7,900	23,274			5,122		7,624			1,326	338,679	432,844
11:30	19,192		7,302	22,206	1,561	7,900	21,424			5,507		7,624			1,326	338,802	432,844
Noon	6,392		5,732	14,920	2,887	2,120	13,578	1,736		8,175		3,019				374,285	432,844
12:30	2,809		5,732	22,774	2,887	2,120	7,847	1,736	2,323	8,175		3,019				373,423	432,844
1:00	2,809		5,732	21,041	2,887	2,120	8,844	1,736		5,000		3,019				379,657	432,844
1:30	2,809		5,732	11,578	1,561	2,120	14,576	1,736		5,000		3,019				384,714	432,844
2:00	4,545		5,732	11,561	1,561	4,142	5,178			3,843	2,435	3,019				390,829	432,844
2:30	4,545		5,732	10,235	1,561	6,577	5,178			3,843	2,435	3,019				389,720	432,844
3:00	4,545		5,732	8,502	1,561	6,591	5,178			2,686		5,341				392,707	432,844
3:30	4,545		5,732	7,177	1,561	6,591	5,178			2,686		3,019				396,355	432,844
4:00	9,572		8,750	7,177	1,561	5,057	9,784			1,343		3,195	2,022			384,383	432,844
4:30	7,839		5,732	7,177	1,561	8,998	9,784			1,343		3,195				387,216	432,844
5:00	7,839		5,732	9,297	1,561	5,372	9,784		2,937			8,926				381,396	432,844
5:30	10,162		5,732	14,507	3,681	2,937	9,784					3,195	3,597			379,250	432,844
6:00	4,760		5,732	8,115	1,561		5,178	1,736								405,761	432,844
6:30	4,760		5,732	5,057	1,561		5,178	1,736								408,820	432,844
7:00	2,619		5,732	5,057			7,298	3,062								409,076	432,844
7:30	1,466		5,732	5,057			7,501	3,062	1,733	1,157						407,137	432,844
8:00	1,466		5,732	1,326			3,058	1,736		1,157						418,370	432,844
8:30			5,732	2,651			4,791			1,157						418,513	432,844
9:00			5,732	2,651			3,058			1,157						420,246	432,844
9:30			5,732	2,651			3,058			1,157						420,246	432,844
10:00			5,732	2,791			3,445									420,876	432,844
10:30			5,732	2,791			3,445									420,876	432,844
11:00			5,732	2,791			2,120									422,201	432,844
11:30			5,732	2,791			2,120									422,201	432,844
Tot Avg	5,226	291	5,034	8,273	1,164	2,990	7,944	742	450	2,421	152	3,423	569		221	393,945	432,844
Max	19,192	3,489	9,221	22,774	4,353	20,033	28,185	3,466	2,937	8,175	2,435	22,954	9,309		1,326	432,844	
std.dev.	6,336	975	2,973	7,531	1,403	4,122	8,049	1,086	897	2,509	596	5,266	1,699		499	35,888	

RADIO AUDIENCES – SATURDAY

	Radju Malta	Radju Malta 2	Magic Malta	One Radio	NET FM	89.7 Bay	Calypso Radio	RTK	Smash Radio	Radju Marija	Campus FM	Vibe FM	X FM	Community	Foreign	NONE	Total
MNight																432,844	432,844
0:30																432,844	432,844
1:00																432,844	432,844
1:30																432,844	432,844
2:00																432,844	432,844
2:30																432,844	432,844
3:00																432,844	432,844
3:30																432,844	432,844
4:00																432,844	432,844
4:30																432,844	432,844
5:00										1,267						431,577	432,844
5:30				1,091						1,267						430,486	432,844
6:00				1,091	2,572					2,748						426,433	432,844
6:30				3,830	2,572					4,633						421,808	432,844
7:00	2,739			9,437	3,823	2,296			2,847	4,633		3,291				403,778	432,844
7:30	2,739			10,910	3,823				2,847	4,633						407,893	432,844
8:00	2,739			14,176	4,914	4,967	1,999	1,745	7,190	8,154		6,377			3,382	377,201	432,844
8:30	2,739			12,703	4,914	6,391	4,953	1,745	9,097	2,748		6,954	3,969		3,382	373,248	432,844
9:00	5,196	5,176	1,907	22,911	4,914	8,586	8,244		7,190	3,836					3,382	361,502	432,844
9:30	3,946	5,176		24,392	4,914	8,586	8,244		2,847	3,836					3,382	367,521	432,844
10:00	4,380	1,885		19,957	4,914	16,158	10,435	1,999	4,754	2,748					3,382	362,233	432,844
10:30	4,380	1,885	3,013	19,957	4,914	12,766	10,435	1,999	4,754	2,748					3,382	362,612	432,844
11:00	3,289	1,885	4,920	14,907	4,914	12,766	10,435	1,999	4,754	2,748	3,848				3,382	362,998	432,844
11:30	6,288	5,176	3,013	18,690	4,914	12,766	11,685	1,999	4,754	2,748	3,848				3,382	353,582	432,844
Noon	5,516	5,176	3,848	13,086	4,210	4,180	8,022			3,998					4,928	379,881	432,844
12:30	4,471	1,885		7,088	1,481	4,180	8,038			3,998					1,637	400,064	432,844
1:00	1,473	1,885		4,357	1,481	4,180	6,039			2,748					1,637	409,044	432,844
1:30	1,473	1,885	1,250	4,357	1,481	4,180	6,039			2,748					1,637	407,794	432,844
2:00	1,473		3,441	4,357	1,481	4,180	6,039			2,748					1,637	407,488	432,844
2:30	4,309		3,441	5,838	3,226	4,180	6,039			2,748					1,637	401,426	432,844
3:00	4,103		3,157	4,357	3,226	8,444	4,557		1,907	2,748					1,637	398,707	432,844
3:30	4,103			4,357	3,226	10,351	5,646		1,907	2,748					1,637	398,869	432,844
4:00	1,091				3,226	6,561	6,381		1,885	1,481		3,291			3,382	405,545	432,844
4:30	1,091				1,481	4,265	6,381			1,481					3,382	414,762	432,844
5:00					1,481	4,593	3,090								1,637	422,042	432,844
5:30					1,481	2,296	3,090								1,637	424,338	432,844
6:00							3,087							1,382	1,637	426,737	432,844
6:30					1,382		1,999								1,637	427,825	432,844
7:00					1,382	2,683									1,637	427,142	432,844
7:30					1,382										1,637	429,824	432,844
8:00	2,770			1,481											1,637	426,955	432,844
8:30															1,637	431,207	432,844
9:00									4,343							428,501	432,844
9:30																432,844	432,844
10:00				1,481								3,144				428,219	432,844
10:30												3,144				429,700	432,844
11:00						3,144										429,700	432,844
11:30						3,144										429,700	432,844
Tot Avg	1,465	667	583	4,684	1,744	3,247	2,935	239	1,272	1,587	160	546	83	29	1,319	412,284	432,844
Max	6,288	5,176	4,920	24,392	4,914	16,158	11,685	1,999	9,097	8,154	3,848	6,954	3,969	1,382	4,928	432,844	
std.dev.	1,944	1,510	1,302	7,112	1,902	4,278	3,735	641	2,319	1,899	777	1,572	573	200	1,425	24,808	

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	Community	Foreign	NONE	Total
MNight				1,127												431,717	432,844
0:30				1,127												431,717	432,844
1:00				1,127												431,717	432,844
1:30				1,127												431,717	432,844
2:00				1,127												431,717	432,844
2:30				1,127												431,717	432,844
3:00				1,127												431,717	432,844
3:30				1,127												431,717	432,844
4:00				1,127						2,813						428,903	432,844
4:30				1,127						2,813						428,903	432,844
5:00				1,127						2,813						428,903	432,844
5:30			1,948	1,127	1,522					2,813						425,434	432,844
6:00	1,127			5,323	1,522		1,309	1,531		4,242		5,585				412,206	432,844
6:30	1,127			9,281	1,522		4,565	1,531		4,242		5,585				404,992	432,844
7:00	3,683			12,094	1,522	2,941	3,909	4,251		7,098		5,585				391,761	432,844
7:30	4,810			16,259	1,522	2,941	3,909	4,251		6,962		5,585	2,373			384,232	432,844
8:00	5,111			22,168	4,122	13,002	3,909	4,148		5,533		5,585	2,373			366,892	432,844
8:30	5,111			20,675	4,122	4,069	3,909	4,148		6,044		5,585				379,180	432,844
9:00	6,403		1,803	20,839	4,259	9,821	3,909	2,720	3,837	6,044		8,684				364,525	432,844
9:30	7,712		1,803	21,967	4,259	9,821	3,909	2,720	3,837	6,044		5,585				365,188	432,844
10:00	5,156		1,803	20,538	4,259	8,724	3,909	2,720	2,034	6,044		11,762				365,896	432,844
10:30	5,156		1,803	23,275	4,259	8,724	3,909	2,720	2,034	6,044		10,073				364,847	432,844
11:00	5,156		1,803	24,967	4,259	11,832	2,600	1,428	2,034	6,044		10,073				362,647	432,844
11:30	5,156		1,803	23,659	4,259	10,254	2,600	1,428	2,034	6,044		10,073				365,534	432,844
Noon	2,600			18,181		7,344		4,077		2,720		5,585			1,692	390,644	432,844
12:30	1,292			14,968		4,236		1,428		2,720		5,585				402,615	432,844
1:00	1,292			12,412		9,612	1,309	1,428		2,720		5,585				398,486	432,844
1:30	1,292			12,412		9,612	1,309	1,428		2,720		5,585				398,486	432,844
2:00				9,156		12,844	1,309	2,959		2,720		7,417	5,372		1,124	389,944	432,844
2:30				9,156		12,844		2,959		2,720		7,417	5,372		1,124	391,252	432,844
3:00			5,585	9,156		10,941		1,428		2,720		4,319			1,124	397,571	432,844
3:30				9,156		6,622		1,428	5,632	2,720					1,124	406,161	432,844
4:00	1,803			6,206		9,706	4,786	1,428	2,034	4,148		3,099				399,634	432,844
4:30			1,803	6,206		6,622	4,786	1,428		2,720		2,034				407,245	432,844
5:00			1,803	6,206		7,529	2,720	3,231		2,720						408,635	432,844
5:30			1,803	10,075		7,529	1,428	3,231		2,720						406,058	432,844
6:00	1,689			8,222		5,142	3,494	2,930		2,720		1,309				407,339	432,844
6:30	1,689			6,700		5,142	3,494	1,803		2,720		1,309				409,987	432,844
7:00	1,689			6,700		2,034		1,803		2,720						417,898	432,844
7:30				6,700		2,034		1,803		2,720						419,587	432,844
8:00				3,324				1,803		1,428						426,288	432,844
8:30				3,324		2,034		1,803		1,428						424,255	432,844
9:00				3,324				1,803		1,428						426,288	432,844
9:30				1,522				1,803		1,428						428,091	432,844
10:00				2,649				3,334		1,428						425,433	432,844
10:30				2,649				3,334		1,428						425,433	432,844
11:00				2,649				3,334		1,428						425,433	432,844
11:30	1,292			2,649				3,334		1,428						424,142	432,844
Tot Avg	1,466		495	8,506	863	4,249	1,395	1,853	489	2,875		2,896	323		129	407,306	432,844
Max	7,712		5,585	24,967	4,259	13,002	4,786	4,251	5,632	7,098		11,762	5,372		1,692	431,717	
std.dev.	2,166		1,057	7,623	1,589	4,597	1,784	1,378	1,224	2,066		3,587	1,167		389	22,941	

Technical Report

It is important to note that during 2018, NSO undertook a revision of its population data, however 2017 and preceeding years have not been re-weighted to reflect changes in the population levels. The figures for 2018 and 2019 are in line with NSO revisions.

For this year some changes were made. Data collection will be carried out during the following periods:

- 2 March to 1 April 2019 (31 days);
- 2 July to 1 August 2019 (31 days); and
- 2 November to 2 December 2019 (31 days).

Another new question was asked regarding radio listening. Respondents were also asked "What programme do you normally follow". This is an open-ended question and the expected replies were either that of naming a specific programme or naming a programme genre. The raison d'être is not that of a beauty contest amongst programmes/ broadcasters but only as a programming aid for variation in radio content.

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 reduct any bias that could be introduced between the actual demographics of the people interviewed and the desired sample.

For this assessment data was collected for Friday, 1st and Sunday 31st March 2019, both days included. A total for forty daily questionnaires were compiled, giving a total sample of 1,240 respondents.

For March 2019,29.5% of all contacted persons accepted to participate while 3.3% refused. The eldest person contacted was 96 years old while the youngest were 12 year olds.

For this data-set a response rate of 29.5%, an estimated population size of 432,844 [aged 12 years and over], and a 95% confidence level, the sample of 1,240 interviewees has a margin of error of ±2.53%.

Response Rate					
	Mar 2019		Oct 2018	Jul 2018	Feb 2018
Responses	[n.]	%	%	%	%
Accepted	1,240	29.5%	30.2%	29.0%	35.6%
Refusal	138	3.3%	3.4%	3.6%	3.4%
Non Contact	2,210	52.5%	46.4%	42.3%	38.5%
Unreachable	587	14.0%	19.7%	24.6%	22.3%
Ineligible	31	0.7%	0.3%	0.6%	0.2%
Contacted	4,206	**100%**	100%	100%	100%
Not Used	754				
Total	4,960				

Margin of Error [±]							
Population N	432,844						
Response Rate	*29.50%*						
Sample[n]	1240						
[±]	*2.53%*						
Gender	Male	Female					
Sample [n]	627	613					
Margin of Error [±]	*3.57%*	*3.61%*					
Age-Group	12-20	21-30	31-50	51-70	71+		
Sample [n]	189	131	409	274	237		
Margin of Error [±]	*6.50%*	*7.81%*	*4.42%*	*5.40%*	*5.80%*		
District	South Harbour	North Harbour	South Eastern	Western	Northern	Gozo & Comino	
Sample [n]	214	398	181	158	202	86	
Margin of Error [±]	*6.11%*	*4.48%*	*6.64%*	*7.11%*	*6.29%*	*9.64%*	
Weekday	Mon	Tue	Wed	Thu	Fri	Sat	Sun
Sample[n]	158	163	161	161	194	205	199
Margin of Error[±]	*7.11%*	*7.00%*	*7.04%*	*7.04%*	*6.42%*	*6.24%*	*6.33%*

[Based on the weighted sample]

Weighted Sample Profile by Age Groups: By Gender and By Districts

		Gender		District					
	Total	Males	Females	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
12-20	189	110	78	31	68	30	23	24	13
	15.2%	17.6%	12.8%	14.6%	17.0%	16.5%	14.8%	11.6%	15.1%
	100%	58.4%	41.6%	16.6%	35.8%	15.8%	12.4%	12.5%	6.9%
21-30	131	57	75	19	34	19	22	30	8
	10.6%	9.0%	12.2%	8.9%	8.6%	10.4%	13.9%	14.7%	8.8%
	100%	43.1%	56.9%	14.4%	26.1%	14.4%	16.7%	22.6%	5.7%
31-50	409	215	193	66	133	64	45	74	25
	33.0%	34.3%	31.5%	31.1%	33.5%	35.2%	28.7%	36.8%	29.2%
	100%	52.7%	47.3%	16.3%	32.6%	15.6%	11.1%	18.2%	6.1%
51-70	274	130	144	48	86	35	36	45	24
	22.1%	20.7%	23.5%	22.3%	21.7%	19.2%	22.6%	22.4%	28.0%
	100%	47.5%	52.5%	17.4%	31.5%	12.7%	13.1%	16.5%	8.8%
71+	237	115	122	49	77	34	32	29	16
	19.1%	18.3%	19.9%	23.1%	19.2%	18.7%	20.0%	14.5%	19.0%
	100%	48.5%	51.5%	20.8%	32.3%	14.3%	13.4%	12.3%	6.9%
Total	1240	627	613	214	398	181	158	202	86
	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	50.6%	49.4%	17.3%	32.1%	14.6%	12.8%	16.3%	6.9%

[Count; Col%; Row%]

Population Demoraphics by Age Groups: By Gender and By Districts

		Gender		District					
	Total	Males	Females	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
12-20	65,828	38,454	27,374	10,930	23,575	10,421	8,160	8,225	4,516
	15.2%	17.6%	12.8%	14.6%	17.0%	16.5%	14.8%	11.6%	15.1%
	100%	58.4%	41.6%	16.6%	35.8%	15.8%	12.4%	12.5%	6.9%
21-30	45,897	19,794	26,103	6,630	11,978	6,609	7,672	10,373	2,635
	10.6%	9.0%	12.2%	8.9%	8.6%	10.4%	13.9%	14.7%	8.8%
	100%	43.1%	56.9%	14.4%	26.1%	14.4%	16.7%	22.6%	5.7%
31-50	142,660	75,186	67,474	23,200	46,544	22,311	15,849	25,984	8,771
	33.0%	34.3%	31.5%	31.1%	33.5%	35.2%	28.7%	36.8%	29.2%
	100%	52.7%	47.3%	16.3%	32.6%	15.6%	11.1%	18.2%	6.1%
51-70	95,688	45,410	50,278	16,684	30,140	12,136	12,502	15,835	8,391
	22.1%	20.7%	23.5%	22.3%	21.7%	19.2%	22.6%	22.4%	28.0%
	100%	47.5%	52.5%	17.4%	31.5%	12.7%	13.1%	16.5%	8.8%
71+	82,771	40,118	42,653	17,245	26,746	11,824	11,056	10,214	5,686
	19.1%	18.3%	19.9%	23.1%	19.2%	18.7%	20.0%	14.5%	19.0%
	100%	48.5%	51.5%	20.8%	32.3%	14.3%	13.4%	12.3%	6.9%
Total	432,844	218,962	213,882	74,688	138,983	63,301	55,240	70,632	30,000
	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	50.6%	49.4%	17.3%	32.1%	14.6%	12.8%	16.3%	6.9%

[Count; Col%; Row%]

List of Nationwide Radio Stations Licensed		List of Nationwide Television Stations
FM	DAB+	
Radju Malta (93.7)	*Radju Malta (93.7)*	*TVM*
Radju Malta 2 (105.9)	*Radju Malta 2 (105.9)*	*TVM2*
Magic Malta (91.7)	*Magic Malta (91.7)*	*ONE*
ONE Radio (92.7)	*ONE Radio (92.7)*	*NET TV*
Net FM (101.0)	*Net FM (101.0)*	*Smash TV*
89.7 Bay (89.7)	*89.7 Bay (89.7)*	*iTV*
Calypso Radio (101.8)	-	*F Living*
RTK (103.0)	*RTK (103.0)*	*Xejk*
Smash Radio (104.6)	*Smash Radio (104.6)*	*Parliament TV*
Radju Marija (102.3)	*Radju Marija (102.3)*	*TSN- MELITA/GO*
Campus FM (103.7)	*Campus FM (103.7)*	*GO Stars*
Vibe FM (88.7)	*Vibe FM (88.7)*	*Melita More*
X FM (100.2)	*X FM (100.2)*	*Melita Stars*
	Bay Easy	
	All Rock	
	BKR Digital	
	Ignite Christian Radio	

AUDIENCE SURVEY 2019

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 stħarriġ 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 TĦOBB 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 Ġrajjiet Kurrenti	(2)
Reliġjuži	(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 ILBIERAĦ U F'LIEMA ĦIN?

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

Stazzjonijiet tat-Televiżjoni		Ħin 1		Ħin 2		Ħin 3	
		Minn	Sa	Minn	Sa	Minn	Sa
	Code	Note: Please insert time in 24hour format. E.g. 11:00 – 15:00					
TVM	(1)						
ONE	(2)						
NET TV	(3)						
Smash	(4)						
TVM 2	(5)						
F Living	(6)						
Xejk	(7)						
iTV	(8)						
Parliament TV	(9)						
TSN (Melita / GO)	(10)						
GO Stars	(11)						
Melita More	(12)						
Melita Stars	(13)						
Stazzjon ieħor/ barrani (**Ħin**)	(14a)						
Speċifika l-isem ta' stazzjon ieħor	(14b)						
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'ĠIMGĦA TIPIKA KEMM –IL DARBA/DRABI TISMA' R-RADJU?

	Code
Kuljum/ Kwaži kuljum (5-7 darbiet fil- ġimgħa)	(1)
Minn l-inqas darba fil-gimgha (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 ILBIERAĦ U F'LIEMA ĦIN?

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

Stazzjonijiet tar-Radju		Ħin 1		Ħin 2		Ħin 3	
		Minn	Sa	Minn	Sa	Minn	Sa
	Code	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 [Digital Radio]	(14)						
BKR National Digitial [Digital Radio]	(15)						
Bay Easy [Digital Radio]	(16)						
Ignite Christian Radio [Digital Radio]	(17)						
*Radju tal-Komunità **(Ħin)**	*(18a)						
*Radju tal-Komunità (**Speċifika l-isem**)	*(18b)	_____		_____		_____	
Stazzjon ieħor **(Ħin)	**(19a)						
Stazzjon ieħor **(Speċifika l-isem)	**(19b)	_____		_____		_____	
M'hemmx stazzjon wieħed	**(20)**						
Ma niftakarx	**(21)**						
Ma smajtx radju	**(22)**						
M'għandix sett tar-radju *(if this option is chosen skip Q6 and Q7)*	**(23)**						
Mingħajr risposta	**(24)**						

6. FUQ IR-RADJU, LIEMA HU L-AKTAR PROGRAM LI SSEGWI NORMALMENT?

7. TUŻA DAB+ BIEX TISMA' R-RADJU?

Jekk ir-risposta tkun IVA mur Q8 u mmarka risposta waħda biss

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

8. ID- DAB+ TUŻAĦ 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)

Issa se nistaqsik xi ftit mistoqsijiet dwarek innifsek:

9. INTI RAĠEL JEW MARA?

Raġel	(1)
Mara	(2)

10. KEMM GĦANDEK ETÀ?

11. F'LIEMA LOKALITÀ TOQGĦOD?

Grazzi tal-ħin tiegħek.