

BROADCASTING AUTHORITY

Audience Survey June 2022 Research Findings Report



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MALTA
Broadcasting Authority



2. EXECUTIVE SUMMARY – Key Learnings and Salient Conclusions

This Section presents the key learnings and conclusions emanating from this audience research study. All percentage findings have been rounded up to the nearest whole number.

2.1 TV Viewership, Radio Listenership & Online Viewership – An Overview

Conclusion 1 - 9 in 10 Maltese residents are TV viewers.

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

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

- ✓ 90% of Maltese residents are TV viewers. Of these, 54% watch both local and foreign TV, 26% watch local TV stations only and 9% watch foreign TV stations only.
- ✓ 2 in 3 Maltese residents are radio listeners (61%). This finding was observed across all age cohorts.
- ✓ 83% of all Maltese residents, do not watch any Maltese programmes that are solely produced for online portals. The remaining 17% who watch online Maltese programmes hail from the younger age cohorts (12-30 years).

2.2 TV Viewership (n=1881)

Note: TV Viewership findings exclude non-TV viewers.

Conclusion 4 - For local TV programmes, “news” is the most favourite genre with 72% of preferences of all TV viewers.

Conclusion 5 - 15% of all TV viewers do not have a favourite local TV programme. TVM’s news bulletin is the most favourite local TV programme of 14% of all TV viewers.

Conclusion 6 - On weekdays, 45% of all TV viewers watch 1-2 hours of local TV per day. On weekends, 37% watch 1-2 hours of local TV per day.

Conclusion 7 - Across one whole week, the most followed local TV station is TVM with 48% of all TV viewers, followed by ONE (26%) and NET TV (12%). 35% follow foreign TV stations.

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

Conclusion 9 - The highest daily average audience share was obtained by foreign station (any) on Monday, Tuesday, Thursday and Friday. TVM attained the highest daily average audience share on Wednesday, Saturday and Sunday.

- ✓ “News” is the most favourite genre for local TV programmes, with 72% indicating this as one of their favourite genres. Drama follows with 46% of preferences and discussions and current affairs with 30%.
- ✓ 14% of all local TV viewers do not have a favourite local TV programme.
- ✓ TVM’s news bulletin is the most favourite local TV programme of 14% of all local TV viewers. This news bulletin was largely watched on station TVM and not on TVMnews+. However, on Thursday and Sunday of the week of assessment in question, TVMnews+’s audience share during the 20:00 news bulletin was higher than usual, given that this bulletin (on TVMnews+) was followed by UEFA Nations league football matches.
- ✓ Liquorish is the second most favourite TV programmes, with 11% of all local TV viewers.
- ✓ On weekdays, on average, 45% of all local TV viewers watch 1-2 hours of local TV per day. 1 in 4 watch less than one hour a day. 18% watch 3-4 hours of local TV per day.
- ✓ On weekends, on average, 37% watch 1-2 hours of local TV per day. 1 in 3 TV viewers (29%) watch less than 1 hour a day and 3-4 hours a day respectively.
- ✓ TVM is the most watched TV station, with 48% of all TV viewers. TVM is, in fact, the most watched local station across all age cohorts and gender. Foreign stations (any) are the second most followed, with 34% of preferences. ONE is the third most followed TV station, with 26% of preferences and NET TV with 12% of preferences.
- ✓ **The three most followed TV timebands** from Monday to Sunday are:
 - 20:00 - 20:30 (216,796 TV viewers)
 - 21:00 - 21:30 (172,176 TV viewers)
 - 20:30 - 21:00 (169,751 TV viewers)
- ✓ On Monday, Tuesday, Thursday and Friday, the highest daily average audience share was obtained by **foreign station (any)**, attaining a daily average TV viewership ranging between 11,615 – 14769, which is equivalent to a percentage average daily TV viewership between 29.6% - 40.4% on these days. On all four days, **TVM** followed second with a daily average TV viewership ranging between 8,551 – 9,422 (20.9% - 28.9%).
- ✓ On Wednesday, Saturday and Sunday, the highest daily average audience share was attained by **TVM** with a daily average TV viewership ranging between 11,093 – 16,164 (30.2% - 43.5%).

2.3 Radio Listenership (n=1272)

Note: Radio Listenership findings exclude non-radio listeners.

Conclusion 10 - On weekdays, 1 in 3 local radio listeners (36%) listen to radio for less than one hour a day and 29% listen to radio between 1-2 hours a day.

Conclusion 11 - On weekends, on average, 1 in 3 local radio listeners (34%) spend less than 1 hour per day listening to local radio.

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

Conclusion 13 - Across the whole week, the most followed local radio station is Bay (21%), followed by Calypso Radio 101.8FM (13%).

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

Conclusion 15 - The highest population daily average audience shares were obtained by ONE Radio and Calypso Radio 101.8FM

Conclusion 16 - 92% of all radio listeners use the radio set for listening to radio.

- ✓ On weekdays, just over 1 in 3 local radio listeners (36%) listen to radio for less than one hour a day and 28.7% listen to 1-2 hours a day during the week (Mon-Thu).
- ✓ On weekends, on average, 1 in 3 local radio listeners (34%) spend less than 1 hour per day listening to local radio. 32% listen to 1 – 2 hours per day of local radio.
- ✓ 12% of all local radio listeners do not have a preferred local radio programme. *Bay Breakfast with Daniel & Ylenia* is the most favourite local radio programme, with 17% of preferences. *The Morning Vibe with Abel, JD & Martina* and *Bongu Calypso* are the second and third most favourite local radio programmes, each with 8% and 7% of preferences, respectively.
- ✓ Across the whole week, Bay is the most followed radio station (21%), followed by *Calypso Radio 101.8FM* (13%), *Vibe HD* (13%) and *ONE Radio* (12%).
- ✓ Overall, across all radio stations, the three most followed radio timebands **from Monday to Sunday** are:
 - 08:00 – 08:30 (118,431 radio listeners)
 - 08:30 – 09:00 (108,641 radio listeners)
 - 09:00 – 09:30 (105,246 radio listeners).

- ✓ The highest population daily average audience shares were obtained by ONE Radio and Calypso Radio 101.8FM on various weekdays, namely (average daily audience shares in figures and percentages):
 - **ONE Radio:** Monday: 3353 (19.8%), Tuesday: 5268 (25.7%), Thursday: 3257 (25.4%) and Saturday: 3065 (26.9%)
 - **Calypso Radio 101.8FM:** Wednesday: 3991 (23.7%), Friday: 3448 (23.9%) and Sunday: 2554 (34.2%).
- ✓ The radio set is the most used radio reception service for listening to radio, with almost all radio listeners (92%) using this as a radio reception service for listening to radio. 5% of all radio listeners make use of DAB+.

2.4 Online Viewership (n=357)

Note: Online Viewership findings exclude non-online viewers.

Conclusion 17 - 83% of online viewers use Facebook for watching online Maltese programmes (i.e. programmes solely produced for online portals).

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

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

- ✓ Facebook is the most used platform for watching online Maltese programmes (solely produced for online portals) with 88% of all online viewer preferences. 34% use Youtube and 20% use lovinmalta.com
- ✓ Mobile is the most used device by all online viewers for watching their preferred programme online (90%), while 5% of all online viewers mostly use the laptop and tablet respectively.
- ✓ 40% of all online viewers do not have a preferred local online programme, while 9% have more than one preferred programme. **Jon Mallia Podcast/ Jon Jispjega/ Jon Mallia** programme are preferred by 18.7% of online viewers and **Lovin Malta** is preferred by 18.6% of online viewers.

2.5 Preferred Source for Local News

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

Conclusion 19 - 45% of all Maltese residents use TV as their preferred source for local news, while 28% prefer social media.

- ✓ Television is the preferred source for local news by 45% of all Maltese residents. Social media is preferred by 28%.
- ✓ 55% of Maltese residents who use 'Television' as their preferred source for obtaining local news, choose **TVM** for watching local news. 25% prefer **ONE**.
- ✓ 42% of individuals whose preferred source for obtaining local news is 'Radio', mentioned **Radju Malta 1** as their most preferred local radio station.
- ✓ 21% mentioned **ONE Radio** and 11% mentioned **Calypso Radio 101.8FM**.
- ✓ 52% of all individuals who prefer local news portals for following local news, mentioned **timesofmalta.com** as their preferred local news portal, making it the most preferred local news portal for following local news. 10% mentioned **tvm.com.mt**.

3. INTRODUCTION

The **Broadcasting Authority (BA)** commissioned **M. FSADNI & Associates** to conduct an audience survey to assess the viewership of TV, radio and online content amongst Maltese residents aged 12+ years.

This Report highlights the salient research findings emanating from a quantitative audience survey carried out in June 2022.

4. RESEARCH OBJECTIVES

The overriding objective of this Research Project was to assess the TV & online viewership and radio listenership of Malta's population. More specifically, the Research Project explored the following research areas:

- **TV Viewership**
 - i. TV Viewers (local/foreign/both) & non-TV viewers [Q4A]
 - ii. Preferred genre of programmes on local TV [Q4]
 - iii. Favourite programme on local TV [Q5]
 - iv. Daily average hours of local TV consumption - on weekdays and in the weekend [Q6 & Q7]
 - v. Most followed TV stations & times during which channels were viewed on the previous day [Q8]
 - vi. Average daily TV viewership [Q8]
 - vii. Watching local TV programmes on demand/catch-up [Q9]
 - viii. TV Reception services used [Q10]
 - ix. TV Viewers' suggestions on how local TV may improve [10A].

- **Radio Listenership**
 - i. Radio Listeners (local/foreign/both) & non-radio listeners [Q11A]
 - ii. Daily average hours of local radio consumption - on weekdays and in the weekend [Q11 & Q12]
 - iii. Favourite programme on local radio [Q13]
 - iv. Most followed radio stations & times during which stations were listened to on the previous day [Q14]
 - v. Average daily radio listenership [Q14]
 - vi. Listening to local radio programmes on demand [Q15]
 - vii. Radio Reception services used [Q16-17]
 - viii. Radio Listeners' suggestions on how local Radio may improve [17A].

- **Online Viewership**
 - i. Watching Maltese programmes online that are solely produced for online portals [Q18]
 - ii. Online portals/platforms used for watching Maltese programmes online [Q19]

- iii. Preferred medium for watching Maltese programmes online [Q20]
- iv. Daily average hours of online consumption [Q22 & Q23]

- **Preferred Source for Local News**

- i. Preferred source for obtaining local news [Q24]
- ii. Preferred local TV station for watching local news [Q25]
- iii. Preferred local radio station for listening to local news [Q26]
- iv. Preferred local web news portal for obtaining local news [Q27]

5. THE RESEARCH PLAN – RESEARCH METHODOLOGY

To capture the above objectives, the following research methodology was adopted:

5.1 Research Instrument Design

- ✓ The research survey was carried out with Maltese residents aged 12+ years, **by way of CATI (computer-assisted telephone interviews)**.
- ✓ The structured research instrument (a structured questionnaire) was produced in English and Maltese for ease of use (depending on the respondents' linguistic preferences). This comprised a 'Respondent Profile' and one section for every 'research area'.
- ✓ The research instrument mainly consisted of structured questions. The structured questionnaire used to conduct this research project is attached in **Appendix A**.

5.2 Survey Fieldwork Dates

- ✓ The fieldwork for this study was conducted in **the second week of June 2022**.
- ✓ More specifically, **the dates of assessment comprised between Wednesday 8th – Tuesday 14th June 2022**, both dates inclusive. All CATI interviews were conducted on the day after each date of assessment as depicted in **Table A** below. Worthy of mention is that the days of assessment started from 'a Wednesday' (not the usual 'Monday') to ensure that the audience survey assesses the TV viewership and radio listenership of the stations' scheduled programmes.
- ✓ Moreover, although the dates of assessment of this audience study started from 'a Wednesday' (8th June) and ended on 'a Tuesday' (14th June), for sake of comparison with previous and future BA audience surveys, **the research findings throughout the whole report will be presented from Monday to Sunday**.

5.3 Research Methodology & Sample Frame

- ✓ The survey participation response rate was good, with a 30% refusal rate.
- ✓ **For this audience survey wave, the survey sample totalled 2,100 completed interviews**. These interviews were conducted with Maltese residents, aged 12+ years and hailing from Malta's 6 geographical regions. The survey's 2,100-count quota

sample was drawn up to proportionally represent the population of Malta by way of three segmentation variables, namely, age, gender and geographical region (hometown), (World Population Day News Release, NSO 2021). A total of 300 interviews per day were conducted over 7 consecutive days with Maltese residents aged 12+ years, hailing from Malta’s six geographical regions (NSO, 2021).

- ✓ All 2,100 interviews were conducted over the span of one whole week and the interviews assessed respondents’ TV viewership and radio listenership of the previous day. The number of interviews conducted per day of the week are illustrated in **Table A** below.

**Table A – TV Viewership & Radio Listenership Per Day of Assessment
(Week Wednesday 8th – Tuesday 14th June 2022)**

Date of Assessment	Number of Interviews
Wednesday 8 th June	300 interviews
Thursday 9 th June	300 interviews
Friday 10 th June	300 interviews
Saturday 11 th June	300 interviews
Sunday 12 th June	300 interviews
Monday 13 th June	300 interviews
Tuesday 14 th June	300 interviews

- ✓ **The aggregate 2100-count audience** survey sample produced statistically significant findings at a +/-2.13 confidence interval (margin of error) at a 95% confidence level.
- ✓ **The daily 300-count audience** survey sample produced statistically significant findings at a +/-5.66 confidence interval (margin of error) at a 95% confidence level.
- ✓ Furthermore, the research findings for TV viewership and radio listenership were extrapolated to reflect Malta’s population. This was calculated on the most recent population statistics, as outlined by the National Statistics Office (NSO) in their recent publication “Census of Population and Housing 2021: Status report” (NSO, 18 March 2022). For this extrapolation exercise, non-TV viewers and non-radio listeners were proportionately deducted from Malta’s population of individuals aged 12+ years (N=459,781).
- ✓ TV viewership and radio listenership findings will be presented by each day of assessment, covering a whole week. For each day of assessment, non-TV viewers and non-radio listeners were proportionately deducted from Malta’s population (NSO, 2022), as illustrated in **Table B** (TV Viewership) and **Table C** (Radio Listenership) below.

Table B – Total Number of TV Viewers Per Day of Assessment – JUNE 22

Counts Respondents	Total	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Total Number of Respondents	2100	300	300	300	300	300	300	300
TV Viewers' Respondents	1881	274	279	228	273	274	278	275
Maltese Population of TV viewers	411,766	419,933	427,596	349,434	418,401	419,933	426,064	421,466

Table C – Total Number of Radio Listeners Per Day of Assessment – JUNE 22

Counts Respondents	Total	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Total Number of Respondents	2100	300	300	300	300	300	300	300
Radio Listeners' Respondents	1285	180	210	206	172	173	177	167
Maltese Population of Radio listeners	281,301	275,869	321,847	315,716	263,608	265,140	271,271	255,945

6. PRESENTATION OF RESEARCH FINDINGS

✓ **The research findings will be presented as depicted below:**

Section 7 - Respondent Profile

Section 8 - TV Viewership – Findings

Section 9 - Radio Listenership – Findings

Section 10 - Online Viewership – Findings

Section 11 - Preferred source for local news – Findings

✓ For **all statistical tables and pie charts** presented in the above sections, all percentage findings have been rounded up to **1 decimal place**, whilst the **interpretation of the results** has been rounded up to **the nearest whole number**.

✓ **The research findings of EACH research question** comprised in the survey research instrument will be presented by a statistical table (**each depicting the findings in absolute figures and percentages**), presented by:

- Aggregate findings
- Findings by Age & Gender

✓ Furthermore, as explained in **Section 5** above, where relevant, the findings were extrapolated to reflect Malta's population of TV viewers and radio listeners.

7. RESPONDENT PROFILE

This Section gives details on the profile of the 2100 individuals who participated in this research study, more specifically on:

[a]. Gender – [Q2]

[b]. Age – [Q3]

Salient Research Findings

The salient findings for the above research areas now follow.

- ✓ The 2100-count survey sample comprises seven age cohorts, namely, 12-20 yrs, 21-30 yrs, 31-40 yrs, 41-50 yrs, 51-60 yrs, 61-70 yrs and 71+ yrs. The quota sample per age bracket is representative of the Maltese population demographics (Census of Population and Housing 2021: Status report, NSO, 18 March 2022).

Research Findings in Detail

Tables below illustrate details on the above research findings.

Table 1 – Survey Sample - By Age & Gender

Counts Break % Respondents	Total	Age						
		12-20	21-30	31-40	41-50	51-60	61-70	71+
Gender	2100	244	310	259	310	350	326	301
Male	1105 52.6%	144 59.1%	168 54.3%	131 50.4%	157 50.7%	175 50.0%	173 53.1%	157 52.2%
Female	995 47.4%	100 40.9%	142 45.7%	128 49.6%	153 49.3%	175 50.0%	153 46.9%	144 47.8%

8. TV VIEWERSHIP – FINDINGS

8.1 Introduction

- ✓ **89.6% of Maltese residents are TV viewers.** Of these, 54.2% watch both local and foreign TV, 26.1% watch local TV stations only and 9.3% watch foreign TV stations only.
- ✓ **The most followed local TV station** is TVM with 47.9% of all TV viewers, followed by One (25.6%) and NET TV (12.4%). 34.4% follow foreign TV stations. More statistical details may be found in **Section 7.1** below.
- ✓ **The local TV station with the highest weekly average percentage audience share** is TVM standing at 29.5%, followed by One at 17.5%. The weekly average percentage audience share of foreign stations (various) stands at 31.1%. More detailed findings may be found in **Section 8.9** below.

Research Findings in Detail

Tables below illustrate details on the above research findings.

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

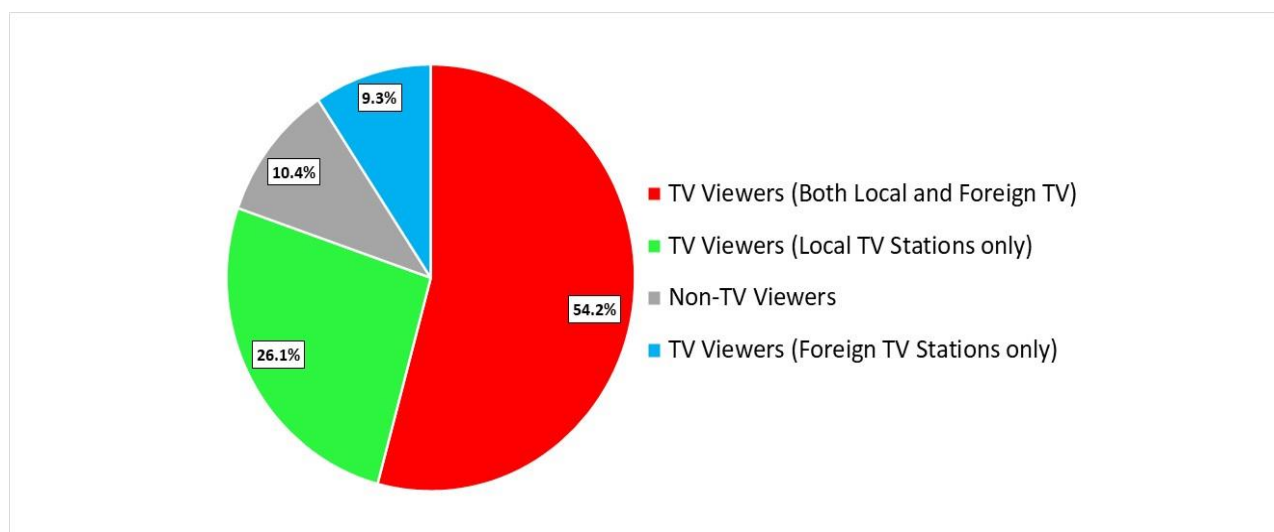


Table 2 – Q4A - TV viewers/non viewers – by Age & Gender (n=2100)

Counts Break % Respondents	Total	Code Age bracket:							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	2100	244	310	259	310	350	326	301	1105	995
Both local and foreign	1139 54.2%	104 42.7%	166 53.6%	133 51.3%	153 49.3%	188 53.8%	182 55.8%	213 70.6%	554 50.1%	585 58.8%
Local TV only	547 26.1%	47 19.1%	55 17.9%	60 23.1%	86 27.9%	126 36.1%	95 29.3%	78 25.7%	255 23.0%	292 29.4%
I do not watch any TV	213 10.1%	66 27.3%	64 20.7%	20 7.7%	24 7.9%	20 5.7%	11 3.4%	7 2.2%	151 13.6%	62 6.2%
Foreign TV only	195 9.3%	27 10.9%	24 7.9%	47 17.9%	44 14.3%	16 4.4%	33 10.2%	4 1.5%	140 12.6%	55 5.6%
I do not have a TV set (and do not watch TV)	7 0.3%	-	-	-	2 0.7%	-	4 1.4%	-	7 0.6%	-

**Exhibit 2A – Most followed TV stations (Monday to Sunday)
(Multiple-Response Q) (n=1881)**

NOTE I: Respondents were given the possibility of mentioning up to 3 TV Stations which they had watched on the previous day. Hence, the percentages depicted in this table do NOT total up to 100%.

NOTE II: % figures illustrated below are derived from Table 7.1 (Section 8.6)

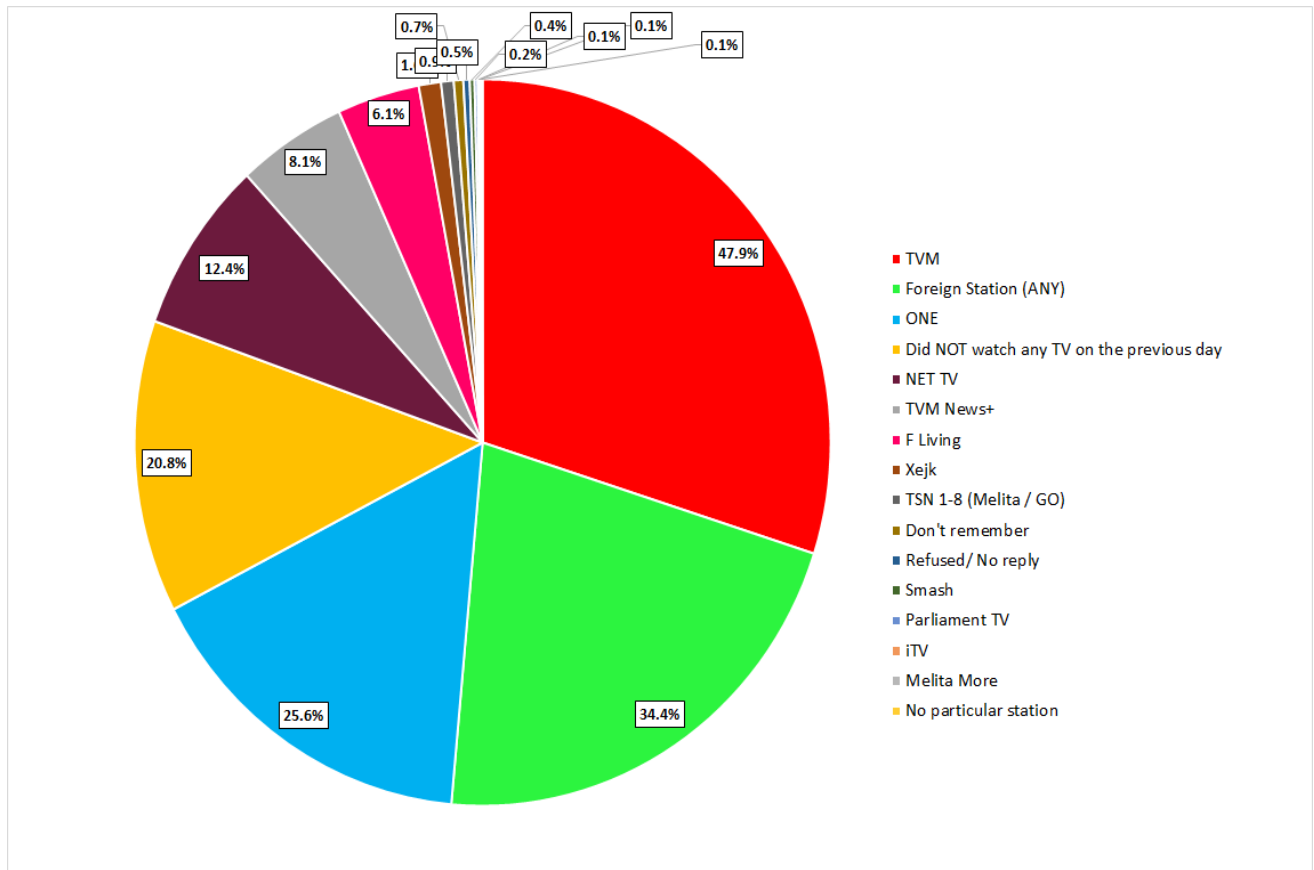
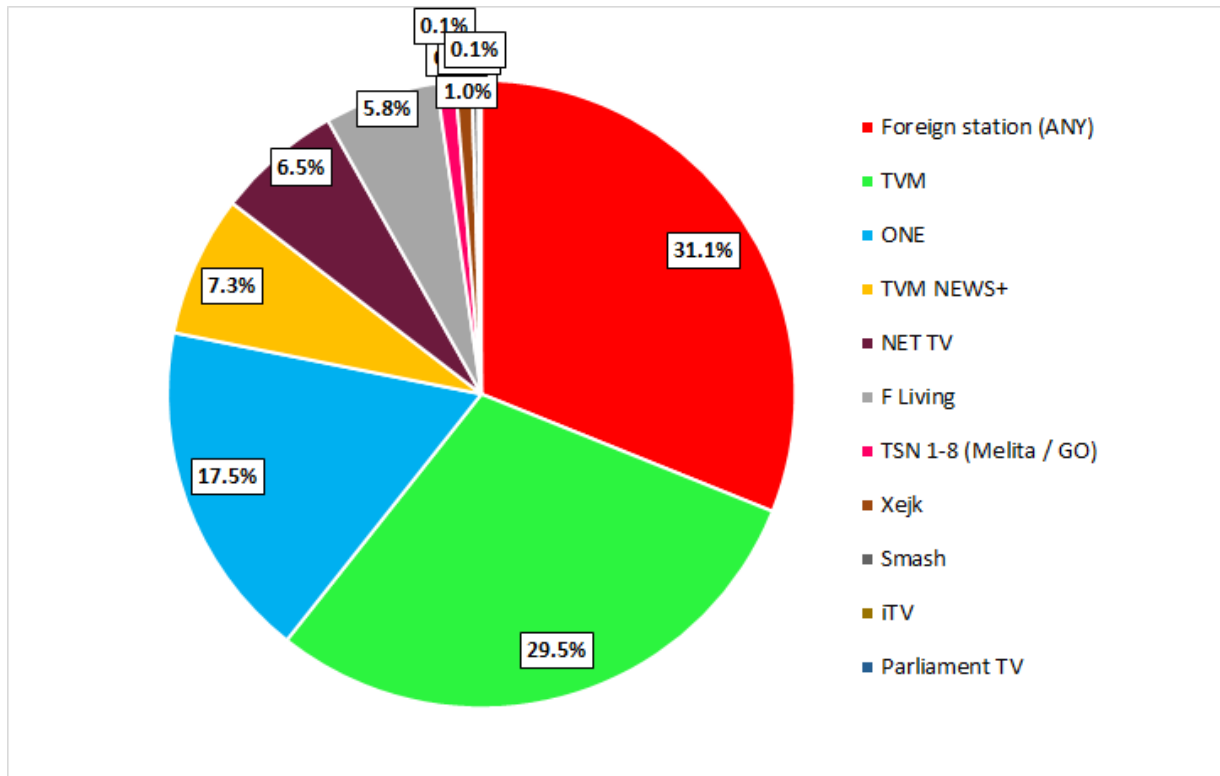


Exhibit 2A illustrates the most followed TV stations during Week 8th – 14th June 2022. 'Did not watch any TV on the previous day' refers to TV viewers who did not watch TV on the day of assessment during that particular week.

Note: TV stations not featured in the Exhibit above have a TV viewership of less than 0.1% Between Monday to Sunday.

Exhibit 2B – Weekly Average Percentage Audience Share by TV station

NOTE 1: % figures illustrated below are derived from Table 16B (Section 8.9)



This Section gives details on the TV viewership of the 1881 individuals who watch local/foreign TV stations, more specifically on:

- [a]. Favourite genre for local TV programmes – [Q4]
- [b]. Favourite local TV programme – [Q5]
- [c]. Daily average hours of LOCAL TV consumption: on weekdays (Monday – Thursday) – [Q6]
- [d]. Daily average hours of LOCAL TV consumption: in the weekend (Friday – Sunday) – [Q7]
- [e]. Most followed TV stations and day and time(s) during which stations were viewed – [Q8]
- [f]. Having watched local TV programmes ‘on demand/catch-up’ during the previous 7 days – [Q9]
- [g]. Type(s) of TV reception services used for watching TV – [Q10]

Salient Research Findings

The salient findings for the above research areas now follow.

8.2 Favourite genre for local TV programmes – [Q4]

Note: TV Viewers who indicated that they do not watch any local TV stations were not asked this question. Hence the total number of TV viewers' responses for this question totalled 1686.

- ✓ **News** is the most favourite genre for local TV programmes, with 72.3% (1,218 respondents) indicating this as one of their favourite genres. This genre was mentioned as one of the favourite genres by just at least 2 in 3 of TV viewers aged 31+ years.
- ✓ **Drama** is the second most favourite genre, with 45.7% (771 respondents) indicating this as one of their favourite genres for local TV programmes. This genre is significantly more popular amongst female TV viewers (68.2%) as opposed to male TV viewers (21.4%).
- ✓ **Discussions and Current affairs** is the third most favourite genre for local TV programmes, with 30% (505 respondents) indicating this as one of their preferred genres.

Research Findings in Detail

Tables below illustrate details on the above research findings.

**Table 3.1 – Q4 – Favourite genre for local TV programmes – by Age & Gender
(Multiple-Response Q) (n=1686)**

NOTE: The %s below refer to the number of respondents and NOT to the number of responses, hence they do not total up to 100%

Counts Break % Respondents	Total	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	1686	151	222	193	239	315	277	290	808	877
News (Local and foreign)	1218 72.3%	66 44.1%	122 55.0%	126 65.5%	186 77.8%	239 76.1%	235 84.8%	244 84.0%	625 77.3%	594 67.7%
Drama	771 45.7%	62 41.2%	91 41.0%	86 44.8%	113 47.2%	182 57.7%	102 36.8%	135 46.6%	173 21.4%	598 68.2%
Discussions and current affairs	505 30.0%	31 20.6%	47 21.0%	51 26.4%	64 26.9%	115 36.6%	97 35.2%	100 34.4%	272 33.7%	233 26.5%
Reality shows/ Adventure	319 18.9%	58 38.2%	73 33.0%	24 12.6%	44 18.5%	53 16.9%	31 11.2%	35 12.2%	89 11.0%	230 26.3%
Lifestyle	315 18.7%	33 22.1%	42 19.0%	18 9.2%	35 14.8%	93 29.6%	47 16.8%	47 16.0%	18 2.2%	297 33.8%
Sport	292 17.3%	38 25.0%	64 29.0%	29 14.9%	51 21.3%	31 9.9%	44 16.0%	35 12.2%	270 33.4%	22 2.5%
Quiz programmes	257 15.2%	27 17.6%	47 21.0%	29 14.9%	47 19.4%	58 18.3%	24 8.8%	27 9.2%	78 9.6%	179 20.5%
Documentaries	222 13.1%	13 8.8%	22 10.0%	27 13.8%	33 13.9%	38 12.0%	47 16.8%	42 14.5%	148 18.4%	73 8.3%
Religious	173 10.2%	- -	7 3.0%	2 1.1%	18 7.4%	55 17.6%	44 16.0%	47 16.0%	58 7.1%	115 13.1%
Variety (entertainment) / Comedy / Games	164 9.7%	20 13.2%	51 23.0%	22 11.5%	33 13.9%	20 6.3%	7 2.4%	11 3.8%	51 6.3%	113 12.9%
Cooking	142 8.4%	13 8.8%	31 14.0%	7 3.4%	27 11.1%	42 13.4%	13 4.8%	9 3.1%	11 1.4%	131 14.9%
Cultural and/or educational	91 5.4%	9 5.9%	16 7.0%	13 6.9%	16 6.5%	4 1.4%	20 7.2%	13 4.6%	49 6.0%	42 4.8%
Music	62 3.7%	29 19.1%	20 9.0%	- -	2 0.9%	4 1.4%	4 1.6%	2 0.8%	16 1.9%	47 5.3%
Other	22 1.3%	2 1.5%	- -	2 1.1%	2 0.9%	2 0.7%	4 1.6%	9 3.1%	20 2.5%	2 0.3%
Children's	20 1.2%	4 2.9%	9 4.0%	4 2.3%	- -	2 0.7%	- -	- -	9 1.1%	11 1.3%
Teleshopping	20 1.2%	- -	- -	- -	2 0.9%	9 2.8%	4 1.6%	4 1.5%	2 0.3%	18 2.0%

8.3 Favourite local TV programme – [Q5]

Note: TV Viewers who indicated that they do not watch any local TV stations were not asked this question. Hence the total number of TV viewers' responses for this question totals 1686.

- ✓ 13.9% (235 respondents) **do not have a favourite local TV programme.**
- ✓ **TVM's news bulletin** is the most favourite local TV programme of 13.5% (228 respondents) of all local TV viewers. Worthy of mention is the TVM news bulletin was largely watched on station TVM and not on TVMnews+. However, on Thursday and Sunday of the week of assessment in question, TVMnews+'s audience share during the 20:00 news bulletin was higher than usual, given that this bulletin (on TVMnews+) was followed by UEFA Nations league football matches. More details on these findings may be viewed in **Section 8.7** below.
- ✓ **Liquorish** is the second most favourite TV programme with 11% (186 respondents) of all local TV viewers.

Research Findings in Detail

Tables below illustrate details on the above research findings.

Table 4.1 – Q5 – Favourite local TV programme – by Age & Gender (n=1686)

Counts Break % Respondents	Total	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	1686	151	222	193	239	315	277	290	808	877
No preferred programme	235 13.9%	24 16.2%	49 22.0%	33 17.2%	29 12.0%	31 9.9%	35 12.8%	33 11.5%	137 17.0%	97 11.1%
News Bulletin - TVM	228 13.5%	13 8.8%	18 8.0%	38 19.5%	31 13.0%	29 9.2%	51 18.4%	49 16.8%	157 19.5%	71 8.1%
Liquorish	186 11.0%	42 27.9%	44 20.0%	11 5.7%	20 8.3%	38 12.0%	11 4.0%	20 6.9%	62 7.7%	124 14.1%
Noli	128 7.6%	9 5.9%	13 6.0%	22 11.5%	35 14.8%	27 8.5%	9 3.2%	13 4.6%	35 4.4%	93 10.6%
Mohhok Hemm	109 6.4%	4 2.9%	7 3.0%	11 5.7%	16 6.5%	27 8.5%	29 10.4%	16 5.3%	53 6.6%	55 6.3%
F Living Show	69 4.1%	-	2 1.0%	7 3.4%	16 6.5%	18 5.6%	18 6.4%	9 3.1%	13 1.6%	55 6.3%
News Bulletin - ONE	49 2.9%	-	2 1.0%	2 1.1%	2 0.9%	18 5.6%	13 4.8%	11 3.8%	35 4.4%	13 1.5%
More than one preferred programme	47 2.8%	2 1.5%	4 2.0%	4 2.3%	7 2.8%	7 2.1%	9 3.2%	13 4.6%	18 2.2%	29 3.3%
Sorelle	42 2.5%	-	-	7 3.4%	2 0.9%	7 2.1%	11 4.0%	16 5.3%	11 1.4%	31 3.5%
Pjazza	40 2.4%	2 1.5%	-	7 3.4%	7 2.8%	11 3.5%	7 2.4%	7 2.3%	29 3.6%	11 1.3%
Brillanti	38 2.2%	7 4.4%	-	4 2.3%	2 0.9%	9 2.8%	4 1.6%	11 3.8%	9 1.1%	29 3.3%
Illum ma' Steph	35 2.1%	4 2.9%	7 3.0%	2 1.1%	7 2.8%	9 2.8%	2 0.8%	4 1.5%	4 0.5%	31 3.5%
Shark Tank	35 2.1%	16 10.3%	9 4.0%	4 2.3%	4 1.9%	2 0.7%	-	-	18 2.2%	18 2.0%
NET Live	29 1.7%	4 2.9%	-	-	9 3.7%	2 0.7%	4 1.6%	9 3.1%	20 2.5%	9 1.0%
Sport Live+	29 1.7%	7 4.4%	7 3.0%	-	4 1.9%	-	7 2.4%	4 1.5%	29 3.6%	-
Il-Willy	27 1.6%	-	11 5.0%	7 3.4%	-	4 1.4%	-	4 1.5%	16 1.9%	11 1.3%
Irbajt il-Lottu	27 1.6%	-	7 3.0%	4 2.3%	2 0.9%	7 2.1%	2 0.8%	4 1.5%	9 1.1%	18 2.0%
Niskata	27 1.6%	-	2 1.0%	7 3.4%	2 0.9%	7 2.1%	4 1.6%	4 1.5%	2 0.3%	24 2.8%
Quddies tal-Jum	27 1.6%	-	-	2 1.1%	2 0.9%	7 2.1%	9 3.2%	7 2.3%	7 0.8%	20 2.3%
Football matches (various)	27 1.6%	9 5.9%	9 4.0%	2 1.1%	2 0.9%	-	-	4 1.5%	27 3.3%	-
News Bulletin – NET	22 1.3%	-	-	2 1.1%	4 1.9%	-	7 2.4%	9 3.1%	13 1.6%	9 1.0%
U Ejja!?!?	20 1.2%	-	4 2.0%	2 1.1%	4 1.9%	4 1.4%	-	4 1.5%	-	20 2.3%
Etimologija	16 0.9%	2 1.5%	4 2.0%	-	4 1.9%	4 1.4%	-	-	7 0.8%	9 1.0%
Kalamita	16 0.9%	-	-	-	4 1.9%	2 0.7%	2 0.8%	7 2.3%	4 0.5%	11 1.3%
Simpatici	16 0.9%	-	-	-	-	4 1.4%	4 1.6%	7 2.3%	11 1.4%	4 0.5%
Ghaddi S'Hawn	13 0.8%	-	-	-	4 1.9%	4 1.4%	4 1.6%	-	-	13 1.5%
Espresso	11 0.7%	-	-	2 1.1%	-	4 1.4%	-	4 1.5%	2 0.3%	9 1.0%

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Insights	11 0.7%	-	-	-	-	9 2.8%	2 0.8%	-	11 1.4%	-
Malta u lil hinn minnha	11 0.7%	-	-	2 1.1%	7 2.8%	2 0.7%	-	-	9 1.1%	2 0.3%
Ulied il-Lejl	11 0.7%	2 1.5%	2 1.0%	-	-	-	2 0.8%	4 1.5%	7 0.8%	4 0.5%
Other	11 0.7%	-	-	-	2 0.9%	2 0.7%	7 2.4%	-	4 0.5%	7 0.8%
Mustaccuni	9 0.5%	-	2 1.0%	4 2.3%	-	2 0.7%	-	-	4 0.5%	4 0.5%
Family Affair	7 0.4%	-	4 2.0%	-	-	-	-	2 0.8%	2 0.3%	4 0.5%
Arani Issa	4 0.3%	-	-	-	-	-	4 1.6%	-	2 0.3%	2 0.3%
Bejnietna	4 0.3%	-	-	-	-	-	2 0.8%	2 0.8%	2 0.3%	2 0.3%
Gourmet Challenge	4 0.3%	-	2 1.0%	-	2 0.9%	-	-	-	2 0.3%	2 0.3%
Prime Time	4 0.3%	-	-	-	2 0.9%	-	2 0.8%	-	2 0.3%	2 0.3%
Realtà	4 0.3%	-	-	-	-	-	2 0.8%	2 0.8%	4 0.5%	-
Sibtek	4 0.3%	-	-	2 1.1%	-	-	-	2 0.8%	2 0.3%	2 0.3%
The Entertainers	4 0.3%	-	-	-	-	2 0.7%	-	2 0.8%	-	4 0.5%
Topik	4 0.3%	-	-	-	-	2 0.7%	-	2 0.8%	2 0.3%	2 0.3%
Xtra	4 0.3%	-	-	-	-	2 0.7%	2 0.8%	-	2 0.3%	2 0.3%
Aroma Kitchen	2 0.1%	-	2 1.0%	-	-	-	-	-	-	2 0.3%
Better Living	2 0.1%	-	2 1.0%	-	-	-	-	-	-	2 0.3%
Ghawdex Illum	2 0.1%	2 1.5%	-	-	-	-	-	-	2 0.3%	-
Home Sweet Home	2 0.1%	-	2 1.0%	-	-	-	-	-	-	2 0.3%
Ieqaf 20 minuta	2 0.1%	-	-	-	-	-	2 0.8%	-	2 0.3%	-
Il-Festa	2 0.1%	-	-	-	2 0.9%	-	-	-	2 0.3%	-
Kikkra Te	2 0.1%	-	-	-	-	2 0.7%	-	-	-	2 0.3%
Local Traveller	2 0.1%	-	-	-	-	2 0.7%	-	-	-	2 0.3%
Meander, Arti u Kultura	2 0.1%	-	-	-	-	-	2 0.8%	-	2 0.3%	-
Mhux Kemm Taf	2 0.1%	-	-	-	2 0.9%	-	-	-	-	2 0.3%
Mill-Parrocci	2 0.1%	-	-	-	-	-	2 0.8%	-	2 0.3%	-
Mużika Mużika	2 0.1%	-	-	-	-	2 0.7%	-	-	-	2 0.3%

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Replay	2 0.1%	- -	2 1.0%	- -	- -	- -	- -	- -	2 0.3%	- -
Ritratti	2 0.1%	- -	- -	- -	- -	2 0.7%	- -	- -	- -	2 0.3%
Ta' Filghodu	2 0.1%	- -	- -	- -	- -	- -	- -	2 0.8%	2 0.3%	- -
Vetturi Fil-Garaxx	2 0.1%	- -	- -	- -	- -	2 0.7%	- -	- -	2 0.3%	- -
What's Cooking	2 0.1%	- -	2 1.0%	- -	- -	- -	- -	- -	- -	2 0.3%
XFactor	2 0.1%	- -	- -	2 1.1%	- -	- -	- -	- -	2 0.3%	- -
Żona Sport	2 0.1%	- -	- -	- -	- -	- -	2 0.8%	- -	2 0.3%	- -

8.4 Daily average hours of LOCAL TV consumption: on weekdays (Monday – Thursday) – [Q6]

Note: TV Viewers who indicated that they do not watch any local TV stations were not asked this question. Hence the total number of TV viewers’ responses for this question totals 1686.

- ✓ 44.7% (753 respondents) of all 1686 local TV viewers, on average, **watch 1-2 hours of local TV per day**, on weekdays.
- ✓ 1 in 4 (23.1% - 390 respondents) of local TV viewers **watch less than one hour a day**, on average. This finding is largely characterised by the younger age cohorts (the under 40s).
- ✓ Following, 18.4% (310 respondents) of local TV viewers **watch 3-4 hours of local TV per day**. The TV consumption trend is more evident with TV viewers aged 51+ years old.

Research Findings in Detail

Tables below illustrate details on the above research findings.

Table 5.1 – Q6 – Daily average hours of LOCAL TV consumption: on weekdays (Monday – Thursday) – by Age & Gender (n=1686)

Counts Break % Respondents	Total	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	1686	151	222	193	239	315	277	290	808	877
None	24 1.4%	7 4.4%	7 3.0%	7 3.4%	- -	- -	4 1.6%	- -	13 1.6%	11 1.3%
Less than 1 hr a day	390 23.1%	42 27.9%	75 34.0%	71 36.8%	53 22.2%	42 13.4%	51 18.4%	55 19.1%	228 28.2%	162 18.4%
Bet 1-2 hrs a day	753 44.7%	95 63.2%	120 54.0%	91 47.1%	124 51.9%	155 49.3%	75 27.2%	93 32.1%	379 46.8%	374 42.7%
Bet 3-4 hrs a day	310 18.4%	7 4.4%	9 4.0%	13 6.9%	38 15.7%	86 27.5%	91 32.8%	66 22.9%	120 14.8%	190 21.7%
Bet 5-6 hrs a day	113 6.7%	- -	2 1.0%	2 1.1%	11 4.6%	22 7.0%	40 14.4%	35 12.2%	33 4.1%	80 9.1%
6+ hrs a day	66 3.9%	- -	- -	7 3.4%	4 1.9%	4 1.4%	11 4.0%	40 13.7%	24 3.0%	42 4.8%
Not always the same	29 1.7%	- -	9 4.0%	2 1.1%	9 3.7%	4 1.4%	4 1.6%	- -	11 1.4%	18 2.0%

8.5 Daily average hours of LOCAL TV consumption: in the weekend (Friday – Sunday) – [Q7]

Note: TV Viewers who indicated that they do not watch any local TV stations were not asked this question. Hence the total number of TV viewers' responses for this question totals 1686.

- ✓ 36.8% (620 respondents) watch 1-2 hours of local TV per day in the weekend. This TV consumption trend is evident across all age cohorts.
- ✓ Some 1 in 3 TV viewers (29% - 490) watch less than 1 hour a day in the weekend.

Research Findings in Detail

Tables below illustrate details on the above research findings.

Table 6.1 – Q7 – Daily average hours of LOCAL TV consumption: in the weekend (Friday – Sunday) – by Age & Gender (n=1686)

Counts Break % Respondents	Total	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	1686	151	222	193	239	315	277	290	808	877
None	75 4.5%	13 8.8%	16 7.0%	16 8.0%	2 0.9%	11 3.5%	11 4.0%	7 2.3%	40 4.9%	35 4.0%
Less than 1 hr a day	490 29.0%	62 41.2%	82 37.0%	73 37.9%	78 32.4%	62 19.7%	62 22.4%	71 24.4%	261 32.3%	228 26.0%
Bet 1-2 hrs a day	620 36.8%	53 35.3%	89 40.0%	64 33.3%	84 35.2%	124 39.4%	95 34.4%	111 38.2%	299 37.0%	321 36.6%
Bet 3-4 hrs a day	337 20.0%	22 14.7%	27 12.0%	24 12.6%	53 22.2%	100 31.7%	64 23.2%	47 16.0%	133 16.4%	204 23.2%
Bet 5-6 hrs a day	51 3.0%	-	2 1.0%	2 1.1%	-	7 2.1%	22 8.0%	18 6.1%	29 3.6%	22 2.5%
6+ hrs a day	64 3.8%	-	-	7 3.4%	7 2.8%	2 0.7%	13 4.8%	35 12.2%	24 3.0%	40 4.5%
Not always the same	49 2.9%	-	7 3.0%	7 3.4%	16 6.5%	9 2.8%	9 3.2%	2 0.8%	22 2.7%	27 3.0%

8.6 Most Followed TV Stations: Monday to Sunday

All of Malta's TV Viewers were given the possibility of **mentioning up to three TV stations they watched on the previous day**. Out of a total of 1881 TV viewers, 1 in 5 viewers (20.8% - 392 respondents) said that they did not watch any television on the previous day.

- ✓ **TVM is the most watched TV station**, with 47.9% (902 respondents) of all TV viewers mentioning TVM as one of the three TV stations they watched on the previous day. TVM is, in fact, the most watched local station across all age cohorts and gender.
- ✓ **Foreign stations (any) are the second most followed**, with 34.4% (647 respondents) having watched a foreign TV station on the previous day.
- ✓ **ONE is the third most followed TV station**, with 1 in 4 TV viewers (25.6% - 481 respondents) mentioning ONE as one of the TV stations they watched on the previous day. ONE is mostly followed by the older age cohort TV viewers aged 41+ years.
- ✓ **NET TV is the fourth most followed TV station**, with 12.4% (233 respondents) having watched this station on the previous day. NET TV is also mostly followed by the older age cohort TV viewers aged 41+ years.
- ✓ **Table 7.2** below illustrates these findings extrapolated to reflect Malta's population of TV viewers.

Research Findings in Detail

Tables below illustrate details on the above research findings.

**Table 7.1 – Q8 – Most followed TV stations (Monday to Sunday) – by Age & Gender
(Multiple-Response Q) (n=1881)**

NOTE: Respondents were given the possibility of mentioning up to 3 TV Stations which they had watched on the previous day. Hence, the totals depicted in this table do NOT total up to 1881.

Counts Respondents	TOTAL	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	1881	177	246	239	284	330	310	295	948	933
TVM	902 47.9%	58 32.5%	111 45.0%	91 38.0%	131 46.1%	182 55.0%	159 51.4%	171 57.9%	392 41.4%	510 54.6%
Foreign Station (ANY)	647 34.4%	38 21.3%	86 35.1%	71 29.6%	95 33.6%	91 27.5%	144 46.4%	122 41.4%	388 40.9%	259 27.8%
ONE	481 25.6%	24 13.8%	35 14.4%	35 14.8%	73 25.8%	111 33.6%	89 28.6%	113 38.3%	193 20.3%	288 30.9%
Did NOT watch any TV on the previous day	392 20.8%	60 33.8%	60 24.3%	75 31.5%	62 21.9%	58 17.4%	44 14.3%	33 11.3%	206 21.7%	186 20.0%
NET TV	233 12.4%	13 7.5%	20 8.1%	18 7.4%	29 10.2%	42 12.8%	55 17.9%	55 18.8%	93 9.8%	140 15.0%
TVM News+	153 8.1%	27 15.0%	24 9.9%	15 6.5%	27 9.4%	16 4.7%	22 7.1%	22 7.5%	109 11.4%	44 4.8%
F Living	115 6.1%	4 2.5%	7 2.7%	4 1.9%	18 6.3%	40 12.1%	29 9.3%	13 4.5%	31 3.3%	84 9.0%
Xejk	31 1.6%	- -	2 0.9%	- -	2 0.8%	4 1.3%	4 1.4%	18 6.0%	11 1.2%	20 2.1%
TSN 1-8 (Melita / GO)	18 0.9%	- -	4 1.8%	7 2.8%	- -	- -	4 1.4%	2 0.8%	11 1.2%	7 0.7%
Don't remember	13 0.7%	- -	- -	- -	2 0.8%	9 2.7%	2 0.7%	- -	9 0.9%	4 0.5%
Refused/ No reply	9 0.5%	- -	2 0.9%	2 0.9%	2 0.8%	- -	2 0.7%	- -	2 0.2%	7 0.7%
Smash	7 0.4%	2 1.3%	- -	- -	- -	- -	- -	4 1.5%	4 0.5%	2 0.2%
Parliament TV	4 0.2%	- -	- -	- -	- -	- -	- -	4 1.5%	4 0.5%	- -
iTV	2 0.1%	- -	2 0.9%	- -	- -	- -	- -	- -	2 0.2%	- -
Melita More	2 0.1%	- -	- -	- -	- -	- -	- -	2 0.8%	- -	2 0.2%
No particular station	2 0.1%	2 1.3%	- -	- -	- -	- -	- -	- -	- -	2 0.2%

Note I: TV stations not featured in the Table above have a TV viewership of less than 0.1% between Monday to Sunday.

Note II: 'Did not watch any TV on the previous day' refers to TV viewers who did not watch TV on the day of Assessment during week 8th – 14th June 2022.

Table 7.2 – Q8 – Most followed TV stations (Monday to Sunday) – by Age & Gender (Multiple-Response Q) (n=411,766)

NOTE I: Table below illustrates Table 9.1 extrapolated to reflect Malta’s population of TV viewers.

NOTE II: Respondents were given the possibility of mentioning up to 3 TV Stations which they had watched on the previous day. Hence, the totals depicted in this table do NOT total up to 411,766).

Counts Respondents	TOTAL	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	411,766	38,800	53,835	52,380	62,080	72,265	67,900	64,505	207,580	204,185
TVM	197,395	12,610	24,250	19,885	28,615	39,770	34,920	37,345	85,845	111,550
Foreign station (ANY)	141,620	8,245	18,915	15,520	20,855	19,885	31,525	26,675	84,875	56,745
ONE	105,245	5,335	7,760	7,760	16,005	24,250	19,400	24,735	42,195	63,050
I did NOT watch any TV	85,845	13,095	13,095	16,490	13,580	12,610	9,700	7,275	45,105	40,740
NET TV	50,925	2,910	4,365	3,880	6,305	9,215	12,125	12,125	20,370	30,555
TVM NEWS+	33,465	5,820	5,335	3,395	5,820	3,395	4,850	4,850	23,765	9,700
F Living	25,220	970	1,455	970	3,880	8,730	6,305	2,910	6,790	18,430
Xejk	6,790	0	485	0	485	970	970	3,880	2,425	4,365
TSN 1-8 (Melita / GO)	3,880	0	970	1,455	0	0	970	485	2,425	1,455
Don't remember	2,910	0	0	0	485	1,940	485	0	1,940	970
Refused/ No reply	1,940	0	485	485	485	0	485	0	485	1,455
Smash	1,455	485	0	0	0	0	0	970	970	485
Parliament TV	970	0	0	0	0	0	0	970	970	0
iTV	485	0	485	0	0	0	0	0	485	0
Melita More	485	0	0	0	0	0	0	485	0	485
No particular station	485	485	0	0	0	0	0	0	0	485

Note I: TV stations not featured in the Table above have a TV viewership of less than 0.1% between Monday and Sunday.

Note II: ‘Did not watch any TV on the previous day’ refers to TV viewers who did not watch TV on the day of assessment during week 8th – 14th June 2022.

8.7 Most Followed TV Timebands: Monday to Sunday

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

- ✓ **The three most followed TV timebands** from Monday to Sunday are:
 - 20:00 - 20:30 (216,796 TV viewers)
 - 21:00 - 21:30 (172,176 TV viewers)
 - 20:30 - 21:00 (169,751 TV viewers)

Table 8 – Q8 – Timebands: Monday to Sunday – by Age & Gender (n=411,766)

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

Counts Respondents	Age							Gender		Did not watch TV on the previous day	Did not watch TV during this timeslot	Total
	12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female			
00:00 - 00:30	0	0	0	0	0	0	0	0	0	91,180	320,586	411,766
00:30 - 01:00	0	0	0	485	0	0	0	0	485	91,180	320,101	411,766
01:00 - 01:30	0	0	0	0	0	0	485	485	0	91,180	320,101	411,766
01:30 - 02:00	0	0	0	0	0	0	0	0	0	91,180	320,586	411,766
02:00 - 02:30	0	0	0	0	0	0	0	0	0	91,180	320,586	411,766
02:30 - 03:00	0	0	0	0	0	0	0	0	0	91,180	320,586	411,766
03:00 - 03:30	0	0	0	0	0	0	0	0	0	91,180	320,586	411,766
03:30 - 04:00	0	0	0	0	0	0	0	0	0	91,180	320,586	411,766
04:00 - 04:30	0	0	0	0	0	0	0	0	0	91,180	320,586	411,766
04:30 - 05:00	0	0	0	0	0	0	0	0	0	91,180	320,586	411,766
05:00 - 05:30	0	0	0	0	0	0	0	0	0	91,180	320,586	411,766
05:30 - 06:00	0	0	0	0	0	0	0	0	0	91,180	320,586	411,766
06:00 - 06:30	0	0	485	0	485	0	0	970	0	91,180	319,616	411,766
06:30 - 07:00	0	0	0	0	485	485	0	485	485	91,180	319,616	411,766
07:00 - 07:30	0	0	0	0	485	1,940	485	1,940	970	91,180	317,676	411,766
07:30 - 08:00	0	485	0	0	485	1,940	970	1,455	2,425	91,180	316,706	411,766
08:00 - 08:30	0	485	485	485	1,455	4,850	3,395	3,880	7,275	91,180	309,431	411,766
08:30 - 09:00	0	485	0	485	1,940	3,880	2,910	3,880	5,820	91,180	310,886	411,766
09:00 - 09:30	485	485	0	970	2,425	4,365	3,395	4,850	7,275	91,180	308,461	411,766
09:30 - 10:00	485	485	0	970	2,425	5,335	5,335	6,790	8,245	91,180	305,551	411,766
10:00 - 10:30	0	1,455	485	1,940	2,910	2,910	3,880	4,850	8,730	91,180	307,006	411,766
10:30 - 11:00	0	1,940	485	3,880	1,455	2,910	1,940	4,365	8,245	91,180	307,976	411,766
11:00 - 11:30	0	1,940	485	3,395	970	2,425	2,910	2,425	9,700	91,180	308,461	411,766
11:30 - 12:00	0	2,425	485	1,455	1,455	1,940	4,365	3,395	8,730	91,180	308,461	411,766
12:00 - 12:30	485	3,395	485	2,910	4,850	2,425	3,880	5,335	13,095	91,180	302,156	411,766
12:30 - 13:00	485	4,365	0	3,395	5,335	4,365	4,850	4,850	17,945	91,180	297,791	411,766
13:00 - 13:30	1,940	4,365	1,455	4,850	8,730	7,760	6,790	6,305	29,585	91,180	284,696	411,766
13:30 - 14:00	2,425	5,335	1,940	6,305	9,700	9,215	7,760	7,760	34,920	91,180	277,906	411,766
14:00 - 14:30	2,910	6,790	2,910	6,790	10,670	11,155	10,670	14,065	37,830	91,180	268,691	411,766
14:30 - 15:00	2,425	5,820	2,910	6,305	10,185	12,125	10,670	15,520	34,920	91,180	270,146	411,766
15:00 - 15:30	2,425	3,395	2,910	5,335	6,790	12,125	12,610	16,490	29,100	91,180	274,996	411,766
15:30 - 16:00	1,940	3,395	2,425	4,365	5,335	8,730	10,670	16,005	20,855	91,180	283,726	411,766
16:00 - 16:30	970	1,940	2,425	3,880	4,365	7,760	13,580	15,035	19,885	91,180	285,666	411,766
16:30 - 17:00	1,455	1,940	2,425	1,455	3,880	7,275	8,730	11,155	16,005	91,180	293,426	411,766
17:00 - 17:30	485	970	3,880	970	2,910	5,335	9,215	10,185	13,580	91,180	296,821	411,766
17:30 - 18:00	485	1,455	3,395	485	2,425	5,335	8,245	9,700	12,125	91,180	298,761	411,766
18:00 - 18:30	1,455	1,940	4,850	7,275	6,790	8,730	10,185	20,370	20,855	91,180	279,361	411,766
18:30 - 19:00	2,910	4,365	5,335	11,640	9,700	12,610	12,610	24,250	34,920	91,180	261,416	411,766
19:00 - 19:30	4,850	7,275	7,275	10,670	11,155	15,035	13,095	32,010	37,345	91,180	251,231	411,766
19:30 - 20:00	6,790	9,700	11,155	20,855	27,160	27,160	32,980	62,565	73,235	91,180	184,785	411,766
20:00 - 20:30	18,430	24,250	23,765	28,615	38,800	38,315	44,620	107,670	109,125	91,180	103,790	411,766
20:30 - 21:00	16,005	19,885	22,795	26,675	23,280	28,615	32,495	93,120	76,630	91,180	150,835	411,766
21:00 - 21:30	14,550	20,370	23,280	27,160	29,585	26,675	30,555	90,210	81,965	91,180	148,410	411,766
21:30 - 22:00	13,580	20,855	22,310	28,130	24,735	22,310	27,160	86,330	72,750	91,180	161,505	411,766
22:00 - 22:30	11,155	16,975	17,460	21,825	21,825	16,975	17,460	71,780	51,895	91,180	196,910	411,766
22:30 - 23:00	3,395	9,700	9,215	13,580	10,185	10,185	10,670	40,255	26,675	91,180	253,656	411,766
23:00 - 23:30	970	2,425	2,425	2,425	1,940	2,910	3,395	8,245	8,245	91,180	304,096	411,766
23:30 - 00:00	485	485	970	1,940	0	1,455	970	2,910	3,395	91,180	314,281	411,766

Note I: Timebands featuring a 'nil' viewership in the Table above have a TV viewership of less than 485 viewers (0.12%) between Monday and Sunday.

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

8.8 TV Audience Per Day of Assessment: Monday – Sunday

This section will present findings for TV audience per day of assessment from Monday to Sunday. The research findings were extrapolated to reflect Malta’s population of TV viewers per day of assessment.

- ✓ **Table 9** below illustrates the total number of TV viewers per day of assessment. To obtain figures of TV viewers per day, non-TV viewers were proportionately deducted from Malta’s whole population of 12+ years individuals (N=459,781).

Research Findings in Detail

Table 9 – Total Number of TV Viewers Per Day of Assessment – JUNE 22

Counts Respondents	Total	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Total Number of Respondents	2100	300	300	300	300	300	300	300
TV Viewers' Respondents	1881	274	279	228	273	274	278	275
Maltese Population of TV viewers	411,766	419,933	427,596	349,434	418,401	419,933	426,064	421,466

TV Audience on MONDAY

✓ The most watched timeband on Monday is 20:00 – 20:30 on TVM (156,585 TV Viewers).

**Table 10 – Q8 – TV Audience on MONDAY – by Timeband
(Multiple-Response Q) (n=419,933)**

NOTE: Respondents were given the possibility of mentioning up to 3 TV stations they watched on Monday. For each mentioned TV station, they were asked to indicate all timebands watched.

	TVM	ONE	NET TV	Smash	TVM NEWS+	F Living	Xejk	Parliament TV	TSN 1-8 (Melita / GO)	Foreign station (ANY)	Did not watch any TV on the previous day/ No particular station/ Don't remember	Did not watch TV during this timeslot	Total
00:00 - 00:30	-	-	-	-	-	-	-	-	-	-	75,920	344,013	419,933
00:30 - 01:00	2,373	-	-	-	-	-	-	-	-	-	75,920	341,640	419,933
01:00 - 01:30	-	-	-	-	-	-	-	-	-	-	75,920	344,013	419,933
01:30 - 02:00	-	-	-	-	-	-	-	-	-	-	75,920	344,013	419,933
02:00 - 02:30	-	-	-	-	-	-	-	-	-	-	75,920	344,013	419,933
02:30 - 03:00	-	-	-	-	-	-	-	-	-	-	75,920	344,013	419,933
03:00 - 03:30	-	-	-	-	-	-	-	-	-	-	75,920	344,013	419,933
03:30 - 04:00	-	-	-	-	-	-	-	-	-	-	75,920	344,013	419,933
04:00 - 04:30	-	-	-	-	-	-	-	-	-	-	75,920	344,013	419,933
04:30 - 05:00	-	-	-	-	-	-	-	-	-	-	75,920	344,013	419,933
05:00 - 05:30	-	-	-	-	-	-	-	-	-	-	75,920	344,013	419,933
05:30 - 06:00	-	-	-	-	-	-	-	-	-	-	75,920	344,013	419,933
06:00 - 06:30	-	-	-	-	-	-	-	-	-	2,373	75,920	341,640	419,933
06:30 - 07:00	-	-	-	-	-	-	-	-	-	-	75,920	344,013	419,933
07:00 - 07:30	2,373	-	-	-	-	-	-	-	-	-	75,920	341,640	419,933
07:30 - 08:00	4,745	-	-	-	-	-	-	-	-	-	75,920	339,268	419,933
08:00 - 08:30	2,373	4,745	-	-	-	-	-	-	-	2,373	75,920	334,523	419,933
08:30 - 09:00	2,373	-	-	-	-	-	-	-	-	2,373	75,920	339,268	419,933
09:00 - 09:30	2,373	-	-	-	-	-	-	-	-	-	75,920	341,640	419,933
09:30 - 10:00	2,373	2,373	-	-	-	-	-	-	-	-	75,920	339,268	419,933
10:00 - 10:30	2,373	4,745	-	-	-	-	-	-	-	-	75,920	336,895	419,933
10:30 - 11:00	2,373	2,373	-	2,373	-	-	-	-	-	-	75,920	336,895	419,933
11:00 - 11:30	2,373	2,373	-	2,373	-	-	-	-	-	-	75,920	336,895	419,933
11:30 - 12:00	2,373	2,373	-	2,373	-	-	-	-	-	-	75,920	336,895	419,933
12:00 - 12:30	4,745	4,745	-	2,373	-	-	-	-	-	2,373	75,920	329,778	419,933
12:30 - 13:00	2,373	-	2,373	2,373	-	4,745	-	-	-	2,373	75,920	329,778	419,933
13:00 - 13:30	-	4,745	2,373	2,373	-	4,745	-	-	-	-	75,920	329,778	419,933
13:30 - 14:00	-	2,373	2,373	2,373	-	4,745	-	-	-	4,745	75,920	327,405	419,933
14:00 - 14:30	-	2,373	2,373	2,373	-	9,490	-	-	-	11,863	75,920	315,543	419,933
14:30 - 15:00	-	2,373	2,373	2,373	-	9,490	2,373	-	-	14,235	75,920	310,798	419,933
15:00 - 15:30	-	-	2,373	2,373	-	7,118	2,373	-	-	18,980	75,920	310,798	419,933
15:30 - 16:00	2,373	-	-	-	-	7,118	2,373	-	-	14,235	75,920	317,915	419,933
16:00 - 16:30	4,745	-	2,373	-	-	4,745	2,373	2,373	2,373	16,608	75,920	308,425	419,933
16:30 - 17:00	4,745	-	7,118	-	-	4,745	-	-	2,373	11,863	75,920	313,170	419,933
17:00 - 17:30	7,118	-	4,745	-	-	-	-	-	2,373	16,608	75,920	313,170	419,933
17:30 - 18:00	7,118	-	4,745	-	-	-	-	-	2,373	18,980	75,920	310,798	419,933
18:00 - 18:30	11,863	7,118	7,118	-	-	-	-	-	2,373	21,353	75,920	294,190	419,933
18:30 - 19:00	21,353	9,490	9,490	-	-	-	-	-	2,373	18,980	75,920	282,328	419,933
19:00 - 19:30	16,608	9,490	16,608	-	-	-	-	-	2,373	26,098	75,920	272,838	419,933
19:30 - 20:00	16,608	49,823	28,470	-	-	-	-	-	2,373	33,215	75,920	213,525	419,933
20:00 - 20:30	156,585	42,705	2,373	-	9,490	-	-	-	4,745	45,078	75,920	83,038	419,933
20:30 - 21:00	68,803	73,548	4,745	-	2,373	-	-	-	4,745	49,823	75,920	139,978	419,933
21:00 - 21:30	30,843	73,548	7,118	-	-	-	-	2,373	2,373	71,175	75,920	156,585	419,933
21:30 - 22:00	16,608	71,175	9,490	-	-	-	2,373	2,373	2,373	56,940	75,920	182,683	419,933
22:00 - 22:30	7,118	37,960	7,118	-	-	-	2,373	2,373	-	47,450	75,920	239,623	419,933
22:30 - 23:00	7,118	7,118	4,745	-	-	-	2,373	-	-	30,843	75,920	291,818	419,933
23:00 - 23:30	4,745	-	-	-	-	-	-	-	-	11,863	75,920	327,405	419,933
23:30 - 00:00	2,373	-	-	-	-	-	-	-	-	4,745	75,920	336,895	419,933

Note I: TV stations not featured in the Table above have a TV viewership of less than 0.12% between Monday and Sunday.

Note II: Timebands featuring a 'nil' viewership in the Table above have a TV viewership of less than 2,373 viewers (0.56%) on Monday.

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

TV Audience on TUESDAY

✓ The most watched timeband on Tuesday is 20:00 – 20:30 on TVM (137,843 TV Viewers).

Table 11 – Q8 – TV Audience on TUESDAY – by Timeband (Multiple-Response Q) (n=427,596)

NOTE: Respondents were given the possibility of mentioning up to 3 TV stations they watched on Tuesday. For each mentioned TV station, they were asked to indicate all timebands watched.

	TVM	ONE	NET TV	Smash	TVM NEWS+	F Living	Xejk	TSN 1-8 (Melita / GO)	Foreign station (ANY)	Did not watch any TV on the previous day/ No particular station/ Don't remember	Did not watch TV during this timeslot	Total
00:00 - 00:30	-	-	-	-	-	-	-	-	-	106,899	320,697	427,596
00:30 - 01:00	-	-	-	-	-	-	-	-	-	106,899	320,697	427,596
01:00 - 01:30	-	-	-	-	-	-	-	-	-	106,899	320,697	427,596
01:30 - 02:00	-	-	-	-	-	-	-	-	-	106,899	320,697	427,596
02:00 - 02:30	-	-	-	-	-	-	-	-	-	106,899	320,697	427,596
02:30 - 03:00	-	-	-	-	-	-	-	-	-	106,899	320,697	427,596
03:00 - 03:30	-	-	-	-	-	-	-	-	-	106,899	320,697	427,596
03:30 - 04:00	-	-	-	-	-	-	-	-	-	106,899	320,697	427,596
04:00 - 04:30	-	-	-	-	-	-	-	-	-	106,899	320,697	427,596
04:30 - 05:00	-	-	-	-	-	-	-	-	-	106,899	320,697	427,596
05:00 - 05:30	-	-	-	-	-	-	-	-	-	106,899	320,697	427,596
05:30 - 06:00	-	-	-	-	-	-	-	-	-	106,899	320,697	427,596
06:00 - 06:30	-	-	-	-	-	-	-	-	-	106,899	320,697	427,596
06:30 - 07:00	-	-	-	-	-	-	-	2,813	-	106,899	317,884	427,596
07:00 - 07:30	2,813	-	-	-	-	-	-	2,813	2,813	106,899	312,258	427,596
07:30 - 08:00	-	-	-	-	-	-	2,813	2,813	2,813	106,899	312,258	427,596
08:00 - 08:30	5,626	8,439	2,813	-	-	-	-	2,813	2,813	106,899	298,192	427,596
08:30 - 09:00	2,813	8,439	2,813	-	-	-	-	2,813	5,626	106,899	298,192	427,596
09:00 - 09:30	2,813	11,253	-	-	-	-	-	2,813	2,813	106,899	301,005	427,596
09:30 - 10:00	-	11,253	-	-	-	-	-	2,813	-	106,899	306,631	427,596
10:00 - 10:30	5,626	2,813	-	-	-	-	-	-	2,813	106,899	309,444	427,596
10:30 - 11:00	5,626	2,813	-	-	-	-	-	-	5,626	106,899	306,631	427,596
11:00 - 11:30	11,253	2,813	-	-	-	-	-	-	5,626	106,899	301,005	427,596
11:30 - 12:00	5,626	2,813	-	-	-	-	-	-	5,626	106,899	306,631	427,596
12:00 - 12:30	5,626	2,813	-	-	-	-	-	-	2,813	106,899	309,444	427,596
12:30 - 13:00	2,813	5,626	-	-	-	2,813	-	-	2,813	106,899	306,631	427,596
13:00 - 13:30	-	5,626	-	-	-	8,439	-	-	2,813	106,899	303,818	427,596
13:30 - 14:00	2,813	2,813	-	-	-	11,253	2,813	-	2,813	106,899	298,192	427,596
14:00 - 14:30	2,813	5,626	-	-	-	14,066	2,813	-	14,066	106,899	281,313	427,596
14:30 - 15:00	5,626	5,626	-	-	-	14,066	2,813	-	11,253	106,899	281,313	427,596
15:00 - 15:30	5,626	5,626	2,813	2,813	-	11,253	5,626	-	5,626	106,899	281,313	427,596
15:30 - 16:00	2,813	8,439	5,626	2,813	-	5,626	2,813	-	5,626	106,899	286,939	427,596
16:00 - 16:30	2,813	5,626	2,813	2,813	-	2,813	-	-	5,626	106,899	298,192	427,596
16:30 - 17:00	2,813	2,813	2,813	-	-	2,813	-	-	2,813	106,899	306,631	427,596
17:00 - 17:30	5,626	2,813	2,813	-	-	-	-	-	2,813	106,899	306,631	427,596
17:30 - 18:00	5,626	2,813	-	-	-	-	-	-	2,813	106,899	309,444	427,596
18:00 - 18:30	11,253	22,505	5,626	-	-	-	-	-	11,253	106,899	270,061	427,596
18:30 - 19:00	25,318	33,758	11,253	-	-	-	-	-	11,253	106,899	239,116	427,596
19:00 - 19:30	28,131	30,944	14,066	-	-	-	-	-	19,692	106,899	227,864	427,596
19:30 - 20:00	14,066	73,141	36,571	-	-	-	-	-	30,944	106,899	165,975	427,596
20:00 - 20:30	137,843	8,439	5,626	-	11,253	-	-	-	53,450	106,899	104,086	427,596
20:30 - 21:00	53,450	8,439	-	-	2,813	-	-	-	92,833	106,899	163,162	427,596
21:00 - 21:30	33,758	8,439	5,626	-	2,813	-	2,813	2,813	115,338	106,899	149,096	427,596
21:30 - 22:00	25,318	8,439	2,813	-	2,813	-	2,813	5,626	112,525	106,899	160,349	427,596
22:00 - 22:30	14,066	8,439	2,813	-	2,813	-	2,813	5,626	92,833	106,899	191,293	427,596
22:30 - 23:00	5,626	-	-	-	2,813	-	2,813	5,626	45,010	106,899	258,808	427,596
23:00 - 23:30	5,626	-	-	-	-	-	-	2,813	19,692	106,899	292,566	427,596
23:30 - 00:00	2,813	-	-	-	-	-	-	2,813	5,626	106,899	309,444	427,596

Note I: TV stations not featured in the Table above have a TV viewership of less than 0.12% between Monday and Sunday

Note II: Timebands featuring a 'nil' viewership in the Table above have a TV viewership of less than 2,813 viewers (0.65%) on Tuesday.

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

TV Audience on WEDNESDAY

✓ The most watched timeband on Wednesday is 20:00 - 20:30 on TVM (177,490 TV Viewers).

Table 12 – Q8 – TV Audience on WEDNESDAY – by Timeband (Multiple-Response Q) (n=349,434)

NOTE: Respondents were given the possibility of mentioning up to 3 TV stations they watched on Wednesday. For each mentioned TV station, they were asked to indicate all timebands watched.

	TVM	ONE	NET TV	Smash	TVM NEWS+	F Living	Xejk	Foreign station (ANY)	Did not watch any TV on the previous day/ No particular station/ Don't remember	Did not watch TV during this timeslot	Total
00:00 - 00:30	-	-	-	-	-	-	-	-	66,559	282,875	349,434
00:30 - 01:00	-	-	-	-	-	-	-	-	66,559	282,875	349,434
01:00 - 01:30	-	-	-	-	-	-	-	-	66,559	282,875	349,434
01:30 - 02:00	-	-	-	-	-	-	-	-	66,559	282,875	349,434
02:00 - 02:30	-	-	-	-	-	-	-	-	66,559	282,875	349,434
02:30 - 03:00	-	-	-	-	-	-	-	-	66,559	282,875	349,434
03:00 - 03:30	-	-	-	-	-	-	-	-	66,559	282,875	349,434
03:30 - 04:00	-	-	-	-	-	-	-	-	66,559	282,875	349,434
04:00 - 04:30	-	-	-	-	-	-	-	-	66,559	282,875	349,434
04:30 - 05:00	-	-	-	-	-	-	-	-	66,559	282,875	349,434
05:00 - 05:30	-	-	-	-	-	-	-	-	66,559	282,875	349,434
05:30 - 06:00	-	-	-	-	-	-	-	-	66,559	282,875	349,434
06:00 - 06:30	-	2,773	-	-	-	-	-	-	66,559	280,102	349,434
06:30 - 07:00	-	2,773	-	-	-	-	-	-	66,559	280,102	349,434
07:00 - 07:30	-	2,773	-	-	-	-	-	-	66,559	280,102	349,434
07:30 - 08:00	2,773	-	-	-	-	-	-	-	66,559	280,102	349,434
08:00 - 08:30	-	5,547	-	-	-	-	-	-	66,559	277,329	349,434
08:30 - 09:00	-	5,547	-	-	-	-	-	-	66,559	277,329	349,434
09:00 - 09:30	5,547	5,547	-	-	-	-	-	-	66,559	271,782	349,434
09:30 - 10:00	5,547	2,773	-	-	-	-	-	-	66,559	274,555	349,434
10:00 - 10:30	5,547	2,773	-	-	-	-	-	-	66,559	274,555	349,434
10:30 - 11:00	5,547	2,773	-	-	-	-	-	-	66,559	274,555	349,434
11:00 - 11:30	5,547	2,773	-	-	-	-	-	-	66,559	274,555	349,434
11:30 - 12:00	2,773	2,773	-	-	-	-	-	-	66,559	277,329	349,434
12:00 - 12:30	5,547	5,547	-	-	-	2,773	-	2,773	66,559	266,235	349,434
12:30 - 13:00	11,093	2,773	-	-	-	13,866	-	2,773	66,559	252,369	349,434
13:00 - 13:30	11,093	2,773	-	-	-	38,826	2,773	5,547	66,559	221,863	349,434
13:30 - 14:00	11,093	8,320	-	-	-	49,919	2,773	5,547	66,559	205,223	349,434
14:00 - 14:30	2,773	8,320	-	-	-	52,692	-	8,320	66,559	210,770	349,434
14:30 - 15:00	2,773	8,320	-	-	-	38,826	-	8,320	66,559	224,636	349,434
15:00 - 15:30	8,320	2,773	-	2,773	-	30,506	2,773	8,320	66,559	227,409	349,434
15:30 - 16:00	8,320	2,773	-	2,773	-	22,186	-	8,320	66,559	238,503	349,434
16:00 - 16:30	2,773	-	-	-	-	8,320	2,773	11,093	66,559	257,916	349,434
16:30 - 17:00	-	-	-	-	-	5,547	2,773	11,093	66,559	263,462	349,434
17:00 - 17:30	-	2,773	-	-	-	-	-	11,093	66,559	269,009	349,434
17:30 - 18:00	2,773	2,773	-	-	-	-	-	8,320	66,559	269,009	349,434
18:00 - 18:30	13,866	13,866	-	-	-	-	-	2,773	66,559	252,369	349,434
18:30 - 19:00	38,826	19,413	-	-	-	-	-	5,547	66,559	219,090	349,434
19:00 - 19:30	36,053	36,053	-	-	5,547	2,773	-	8,320	66,559	194,130	349,434
19:30 - 20:00	13,866	80,425	36,053	-	2,773	-	-	8,320	66,559	141,438	349,434
20:00 - 20:30	177,490	22,186	11,093	-	2,773	-	-	13,866	66,559	55,466	349,434
20:30 - 21:00	108,158	13,866	16,640	-	8,320	-	-	22,186	66,559	113,705	349,434
21:00 - 21:30	11,093	61,012	16,640	-	13,866	-	-	36,053	66,559	144,211	349,434
21:30 - 22:00	5,547	61,012	8,320	-	13,866	-	-	41,599	66,559	152,531	349,434
22:00 - 22:30	11,093	55,466	5,547	-	13,866	2,773	5,547	27,733	66,559	160,851	349,434
22:30 - 23:00	8,320	38,826	2,773	-	11,093	2,773	2,773	11,093	66,559	205,223	349,434
23:00 - 23:30	5,547	2,773	-	-	-	-	-	-	66,559	274,555	349,434
23:30 - 00:00	2,773	-	-	-	-	-	-	-	66,559	280,102	349,434

Note I: TV stations not featured in the Table above have a TV viewership of less than 0.12% between Monday and Sunday.

Note II: Timebands featuring a 'nil' viewership in the Table above have a TV viewership of less than 2773 viewers (0.79%) on Wednesday.

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

TV Audience on THURSDAY

✓ The most watched timeband on Thursday is 20:00 – 20:30 on TVM (111,574 TV Viewers).

Table 13 – Q8 – TV Audience on THURSDAY – by Timeband (Multiple-Response Q) (n=418,401)

NOTE: Respondents were given the possibility of mentioning up to 3 TV stations they watched on Thursday. For each mentioned TV station, they were asked to indicate all timebands watched.

	TVM	ONE	NET TV	TVM NEWS+	F Living	Xejk	Melita More	Foreign station (ANY)	Did not watch any TV on the previous day/ No particular station/ Don't remember	Did not watch TV during this timeslot	Total
00:00 - 00:30	-	-	-	-	-	-	-	-	59,772	358,629	418,401
00:30 - 01:00	-	-	-	-	-	-	-	-	59,772	358,629	418,401
01:00 - 01:30	-	-	-	-	-	-	-	-	59,772	358,629	418,401
01:30 - 02:00	-	-	-	-	-	-	-	-	59,772	358,629	418,401
02:00 - 02:30	-	-	-	-	-	-	-	-	59,772	358,629	418,401
02:30 - 03:00	-	-	-	-	-	-	-	-	59,772	358,629	418,401
03:00 - 03:30	-	-	-	-	-	-	-	-	59,772	358,629	418,401
03:30 - 04:00	-	-	-	-	-	-	-	-	59,772	358,629	418,401
04:00 - 04:30	-	-	-	-	-	-	-	-	59,772	358,629	418,401
04:30 - 05:00	-	-	-	-	-	-	-	-	59,772	358,629	418,401
05:00 - 05:30	-	-	-	-	-	-	-	-	59,772	358,629	418,401
05:30 - 06:00	-	-	-	-	-	-	-	-	59,772	358,629	418,401
06:00 - 06:30	-	-	-	-	-	-	-	-	59,772	358,629	418,401
06:30 - 07:00	-	-	-	-	-	-	-	-	59,772	358,629	418,401
07:00 - 07:30	-	-	-	-	-	-	-	-	59,772	358,629	418,401
07:30 - 08:00	-	-	-	-	-	-	-	-	59,772	358,629	418,401
08:00 - 08:30	-	3,985	-	-	-	-	-	11,954	59,772	342,690	418,401
08:30 - 09:00	-	-	-	-	-	-	-	11,954	59,772	346,675	418,401
09:00 - 09:30	-	3,985	-	-	-	3,985	-	7,970	59,772	342,690	418,401
09:30 - 10:00	11,954	3,985	-	-	-	3,985	-	7,970	59,772	330,736	418,401
10:00 - 10:30	3,985	3,985	-	-	-	3,985	-	11,954	59,772	334,721	418,401
10:30 - 11:00	3,985	3,985	-	-	-	-	-	11,954	59,772	338,706	418,401
11:00 - 11:30	3,985	3,985	-	-	-	-	-	11,954	59,772	338,706	418,401
11:30 - 12:00	3,985	3,985	-	-	-	-	-	11,954	59,772	338,706	418,401
12:00 - 12:30	3,985	3,985	7,970	-	-	-	-	11,954	59,772	330,736	418,401
12:30 - 13:00	3,985	3,985	3,985	-	-	-	-	11,954	59,772	334,721	418,401
13:00 - 13:30	3,985	3,985	3,985	-	23,909	-	-	7,970	59,772	314,797	418,401
13:30 - 14:00	3,985	3,985	-	-	23,909	-	-	3,985	59,772	322,766	418,401
14:00 - 14:30	3,985	7,970	-	-	35,863	-	-	11,954	59,772	298,858	418,401
14:30 - 15:00	-	7,970	-	-	35,863	-	-	11,954	59,772	302,843	418,401
15:00 - 15:30	-	7,970	3,985	-	23,909	-	-	19,924	59,772	302,843	418,401
15:30 - 16:00	-	-	-	-	23,909	-	-	15,939	59,772	318,782	418,401
16:00 - 16:30	23,909	-	7,970	-	7,970	3,985	-	19,924	59,772	294,873	418,401
16:30 - 17:00	7,970	-	3,985	-	7,970	3,985	-	19,924	59,772	314,797	418,401
17:00 - 17:30	11,954	-	3,985	-	3,985	3,985	3,985	7,970	59,772	322,766	418,401
17:30 - 18:00	15,939	-	3,985	-	-	-	-	7,970	59,772	330,736	418,401
18:00 - 18:30	23,909	15,939	3,985	-	-	-	-	15,939	59,772	298,858	418,401
18:30 - 19:00	35,863	19,924	3,985	-	-	-	-	19,924	59,772	278,934	418,401
19:00 - 19:30	23,909	19,924	3,985	-	-	-	-	31,878	59,772	278,934	418,401
19:30 - 20:00	11,954	83,680	43,832	-	-	-	-	27,893	59,772	191,269	418,401
20:00 - 20:30	111,574	11,954	19,924	23,909	-	-	-	23,909	59,772	167,360	418,401
20:30 - 21:00	51,802	11,954	11,954	59,772	-	-	-	39,848	59,772	183,299	418,401
21:00 - 21:30	19,924	11,954	15,939	75,711	-	-	-	47,817	59,772	187,284	418,401
21:30 - 22:00	15,939	11,954	3,985	83,680	-	-	-	51,802	59,772	191,269	418,401
22:00 - 22:30	3,985	7,970	3,985	75,711	-	-	-	47,817	59,772	219,162	418,401
22:30 - 23:00	3,985	-	-	27,893	-	-	-	27,893	59,772	298,858	418,401
23:00 - 23:30	-	-	-	-	-	-	-	7,970	59,772	350,660	418,401
23:30 - 00:00	-	-	-	-	-	-	-	-	59,772	358,629	418,401

Note I: TV stations not featured in the Table above have a TV viewership of less than 0.12% between Monday and Sunday.

Note II: Timebands featuring a 'nil' viewership in the Table above have a TV viewership of less than 3985 viewers (0.95%) on Thursday.

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

TV Audience on FRIDAY

- ✓ The most watched timeband on Friday is 20:00 – 20:30 on TVM and Foreign station (various), respectively (78,449 TV Viewers).

Table 14 – Q8 – TV Audience on FRIDAY – by Timeband (Multiple-Response Q) (n=419,933)

NOTE: Respondents were given the possibility of mentioning up to 3 TV stations they watched on Friday. For each mentioned TV station, they were asked to indicate all timebands watched.

	TVM	ONE	NET TV	TVM NEWS+	F Living	ITV	TSN 1-8 (Melita / GO)	Foreign station (ANY)	Did not watch any TV on the previous day/ No particular station/ Don't remember	Did not watch TV during this timeslot	Total
00:00 - 00:30	-	-	-	-	-	-	-	-	124,596	295,337	419,933
00:30 - 01:00	-	-	-	-	-	-	-	-	124,596	295,337	419,933
01:00 - 01:30	-	-	-	-	-	-	-	4,615	124,596	290,723	419,933
01:30 - 02:00	-	-	-	-	-	-	-	-	124,596	295,337	419,933
02:00 - 02:30	-	-	-	-	-	-	-	-	124,596	295,337	419,933
02:30 - 03:00	-	-	-	-	-	-	-	-	124,596	295,337	419,933
03:00 - 03:30	-	-	-	-	-	-	-	-	124,596	295,337	419,933
03:30 - 04:00	-	-	-	-	-	-	-	-	124,596	295,337	419,933
04:00 - 04:30	-	-	-	-	-	-	-	-	124,596	295,337	419,933
04:30 - 05:00	-	-	-	-	-	-	-	-	124,596	295,337	419,933
05:00 - 05:30	-	-	-	-	-	-	-	-	124,596	295,337	419,933
05:30 - 06:00	-	-	-	-	-	-	-	-	124,596	295,337	419,933
06:00 - 06:30	-	-	-	-	-	-	-	-	124,596	295,337	419,933
06:30 - 07:00	-	-	-	-	-	-	-	-	124,596	295,337	419,933
07:00 - 07:30	-	-	-	-	-	-	-	-	124,596	295,337	419,933
07:30 - 08:00	-	-	-	-	-	-	-	-	124,596	295,337	419,933
08:00 - 08:30	4,615	-	-	-	-	-	-	-	124,596	290,723	419,933
08:30 - 09:00	4,615	-	-	-	-	-	-	-	124,596	290,723	419,933
09:00 - 09:30	9,229	-	-	-	-	-	-	-	124,596	286,108	419,933
09:30 - 10:00	4,615	4,615	-	-	-	-	-	4,615	124,596	281,494	419,933
10:00 - 10:30	9,229	4,615	-	-	-	-	-	4,615	124,596	276,879	419,933
10:30 - 11:00	9,229	4,615	-	-	-	-	-	4,615	124,596	276,879	419,933
11:00 - 11:30	9,229	4,615	-	-	-	-	-	4,615	124,596	276,879	419,933
11:30 - 12:00	13,844	4,615	-	4,615	-	-	-	4,615	124,596	267,650	419,933
12:00 - 12:30	4,615	4,615	-	-	-	-	-	-	124,596	286,108	419,933
12:30 - 13:00	4,615	4,615	-	-	-	-	-	-	124,596	286,108	419,933
13:00 - 13:30	4,615	9,229	-	-	9,229	-	-	4,615	124,596	267,650	419,933
13:30 - 14:00	9,229	9,229	-	-	13,844	-	-	9,229	124,596	253,806	419,933
14:00 - 14:30	9,229	9,229	-	-	18,459	-	-	9,229	124,596	249,191	419,933
14:30 - 15:00	9,229	4,615	-	-	18,459	-	-	9,229	124,596	253,806	419,933
15:00 - 15:30	9,229	4,615	-	-	18,459	-	-	9,229	124,596	253,806	419,933
15:30 - 16:00	9,229	4,615	-	-	18,459	-	-	13,844	124,596	249,191	419,933
16:00 - 16:30	9,229	4,615	4,615	-	9,229	-	-	4,615	124,596	263,035	419,933
16:30 - 17:00	13,844	4,615	4,615	-	4,615	-	-	4,615	124,596	263,035	419,933
17:00 - 17:30	9,229	4,615	-	-	-	-	-	13,844	124,596	267,650	419,933
17:30 - 18:00	4,615	9,229	-	-	-	-	-	13,844	124,596	267,650	419,933
18:00 - 18:30	18,459	9,229	-	-	-	-	-	13,844	124,596	253,806	419,933
18:30 - 19:00	9,229	9,229	-	-	-	-	-	23,073	124,596	253,806	419,933
19:00 - 19:30	13,844	9,229	-	-	-	-	-	27,688	124,596	244,576	419,933
19:30 - 20:00	18,459	59,990	27,688	4,615	-	-	-	23,073	124,596	161,513	419,933
20:00 - 20:30	78,449	18,459	-	13,844	4,615	-	-	41,532	124,596	138,439	419,933
20:30 - 21:00	41,532	23,073	9,229	4,615	4,615	-	-	69,220	124,596	143,054	419,933
21:00 - 21:30	36,917	23,073	4,615	4,615	-	-	4,615	69,220	124,596	152,283	419,933
21:30 - 22:00	27,688	18,459	-	4,615	-	-	4,615	78,449	124,596	161,513	419,933
22:00 - 22:30	27,688	13,844	-	-	-	4,615	4,615	59,990	124,596	184,586	419,933
22:30 - 23:00	18,459	9,229	-	-	-	4,615	4,615	36,917	124,596	221,503	419,933
23:00 - 23:30	-	-	-	-	-	-	-	18,459	124,596	276,879	419,933
23:30 - 00:00	-	-	-	-	-	-	-	4,615	124,596	290,723	419,933

Note I: TV stations not featured in the Table above have a TV viewership of less than 0.12% between Monday and Sunday.

Note II: Timebands featuring a 'nil' viewership in the Table above have a TV viewership of less than 4615 viewers (1.1%) on Friday

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

TV Audience on SATURDAY

✓ The most watched timeband on Saturday is 20:00 – 20:30 on TVM (156,971 TV Viewers).

**Table 15 – Q8 – TV Audience on SATURDAY – by Timeband
(Multiple-Response Q) (n=426,064)**

NOTE: Respondents were given the possibility of mentioning up to 3 TV stations they watched on Saturday. For each mentioned TV station, they were asked to indicate all timebands watched.

	TVM	ONE	NET TV	TVM NEWS+	F Living	Xejk	Foreign station (ANY)	Did not watch any TV on the previous day/ No particular station/ Don't remember	Did not watch TV during this timeslot	Total
00:00 - 00:30	-	-	-	-	-	-	-	125,577	300,487	426,064
00:30 - 01:00	-	-	-	-	-	-	-	125,577	300,487	426,064
01:00 - 01:30	-	-	-	-	-	-	-	125,577	300,487	426,064
01:30 - 02:00	-	-	-	-	-	-	-	125,577	300,487	426,064
02:00 - 02:30	-	-	-	-	-	-	-	125,577	300,487	426,064
02:30 - 03:00	-	-	-	-	-	-	-	125,577	300,487	426,064
03:00 - 03:30	-	-	-	-	-	-	-	125,577	300,487	426,064
03:30 - 04:00	-	-	-	-	-	-	-	125,577	300,487	426,064
04:00 - 04:30	-	-	-	-	-	-	-	125,577	300,487	426,064
04:30 - 05:00	-	-	-	-	-	-	-	125,577	300,487	426,064
05:00 - 05:30	-	-	-	-	-	-	-	125,577	300,487	426,064
05:30 - 06:00	-	-	-	-	-	-	-	125,577	300,487	426,064
06:00 - 06:30	-	-	-	-	-	-	-	125,577	300,487	426,064
06:30 - 07:00	-	-	-	-	-	-	-	125,577	300,487	426,064
07:00 - 07:30	-	-	-	-	-	-	-	125,577	300,487	426,064
07:30 - 08:00	-	-	4,485	-	-	-	-	125,577	296,002	426,064
08:00 - 08:30	-	4,485	-	-	-	-	-	125,577	296,002	426,064
08:30 - 09:00	-	4,485	-	-	-	-	-	125,577	296,002	426,064
09:00 - 09:30	4,485	4,485	-	-	-	-	4,485	125,577	287,033	426,064
09:30 - 10:00	4,485	4,485	-	-	-	-	4,485	125,577	287,033	426,064
10:00 - 10:30	4,485	-	-	-	-	-	4,485	125,577	291,517	426,064
10:30 - 11:00	4,485	-	-	-	-	-	-	125,577	296,002	426,064
11:00 - 11:30	-	-	-	-	-	-	-	125,577	300,487	426,064
11:30 - 12:00	-	-	-	-	-	-	-	125,577	300,487	426,064
12:00 - 12:30	17,940	4,485	-	-	-	-	13,455	125,577	264,608	426,064
12:30 - 13:00	31,394	4,485	-	-	-	-	13,455	125,577	251,154	426,064
13:00 - 13:30	53,819	-	-	-	-	-	8,970	125,577	237,699	426,064
13:30 - 14:00	67,273	-	-	-	-	-	4,485	125,577	228,729	426,064
14:00 - 14:30	85,213	-	-	-	-	-	4,485	125,577	210,790	426,064
14:30 - 15:00	85,213	-	4,485	-	-	-	13,455	125,577	197,335	426,064
15:00 - 15:30	58,303	-	-	-	-	-	13,455	125,577	228,729	426,064
15:30 - 16:00	40,364	-	-	-	-	-	17,940	125,577	242,184	426,064
16:00 - 16:30	13,455	-	4,485	-	-	-	22,424	125,577	260,123	426,064
16:30 - 17:00	4,485	-	4,485	-	-	-	13,455	125,577	278,063	426,064
17:00 - 17:30	4,485	-	-	-	-	-	13,455	125,577	282,548	426,064
17:30 - 18:00	4,485	-	-	-	-	-	4,485	125,577	291,517	426,064
18:00 - 18:30	13,455	4,485	-	-	-	-	4,485	125,577	278,063	426,064
18:30 - 19:00	8,970	8,970	-	-	-	-	-	125,577	282,548	426,064
19:00 - 19:30	-	13,455	4,485	-	4,485	-	-	125,577	278,063	426,064
19:30 - 20:00	4,485	35,879	35,879	-	4,485	-	-	125,577	219,759	426,064
20:00 - 20:30	156,971	8,970	-	4,485	-	-	8,970	125,577	121,092	426,064
20:30 - 21:00	31,394	8,970	8,970	4,485	-	-	80,728	125,577	165,941	426,064
21:00 - 21:30	26,909	17,940	35,879	13,455	-	4,485	94,183	125,577	107,637	426,064
21:30 - 22:00	26,909	17,940	31,394	13,455	-	4,485	89,698	125,577	116,607	426,064
22:00 - 22:30	22,424	4,485	13,455	13,455	-	-	89,698	125,577	156,971	426,064
22:30 - 23:00	-	4,485	-	13,455	-	-	58,303	125,577	224,244	426,064
23:00 - 23:30	-	4,485	-	4,485	-	-	22,424	125,577	269,093	426,064
23:30 - 00:00	-	-	-	-	-	-	13,455	125,577	287,033	426,064

Note I: TV stations not featured in the Table above have a TV viewership of less than 0.12% between Monday and Sunday.

Note II: Timebands featuring a 'nil' viewership in the Table above have a TV viewership of less than 4,485 viewers (1%) on Saturday.

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

TV Audience on SUNDAY

- ✓ The most watched timeband on Sunday is 20:00 – 20:30 on TVM (139,125 TV Viewers).

**Table 16 – Q8 – TV Audience on SUNDAY – by Timeband
(Multiple-Response Q) (n=421,466)**

NOTE: Respondents were given the possibility of mentioning up to 3 TV stations they watched on Sunday.
For each mentioned TV station, they were asked to indicate all timebands watched.

	TVM	ONE	NET TV	TVM NEWS+	F Living	Xejk	TSN 1-8 (Melita / GO)	Foreign station (ANY)	Did not watch any TV on the previous day/ No particular station/ Don't remember	Did not watch TV during this timeslot	Total
00:00 - 00:30	-	-	-	-	-	-	-	-	98,206	323,260	421,466
00:30 - 01:00	-	-	-	-	-	-	-	-	98,206	323,260	421,466
01:00 - 01:30	-	-	-	-	-	-	-	-	98,206	323,260	421,466
01:30 - 02:00	-	-	-	-	-	-	-	-	98,206	323,260	421,466
02:00 - 02:30	-	-	-	-	-	-	-	-	98,206	323,260	421,466
02:30 - 03:00	-	-	-	-	-	-	-	-	98,206	323,260	421,466
03:00 - 03:30	-	-	-	-	-	-	-	-	98,206	323,260	421,466
03:30 - 04:00	-	-	-	-	-	-	-	-	98,206	323,260	421,466
04:00 - 04:30	-	-	-	-	-	-	-	-	98,206	323,260	421,466
04:30 - 05:00	-	-	-	-	-	-	-	-	98,206	323,260	421,466
05:00 - 05:30	-	-	-	-	-	-	-	-	98,206	323,260	421,466
05:30 - 06:00	-	-	-	-	-	-	-	-	98,206	323,260	421,466
06:00 - 06:30	-	-	-	-	-	-	-	-	98,206	323,260	421,466
06:30 - 07:00	-	-	-	-	-	-	-	-	98,206	323,260	421,466
07:00 - 07:30	4,092	-	-	-	-	-	-	-	98,206	319,168	421,466
07:30 - 08:00	4,092	-	-	-	-	-	-	-	98,206	319,168	421,466
08:00 - 08:30	8,184	-	-	-	-	-	-	4,092	98,206	310,985	421,466
08:30 - 09:00	8,184	-	-	-	-	-	-	4,092	98,206	310,985	421,466
09:00 - 09:30	8,184	-	4,092	-	-	-	-	4,092	98,206	306,893	421,466
09:30 - 10:00	20,460	4,092	4,092	-	-	-	-	4,092	98,206	290,525	421,466
10:00 - 10:30	16,368	-	-	4,092	-	-	-	4,092	98,206	298,709	421,466
10:30 - 11:00	16,368	-	-	-	-	-	-	4,092	98,206	302,801	421,466
11:00 - 11:30	8,184	-	-	-	-	-	-	4,092	98,206	310,985	421,466
11:30 - 12:00	16,368	-	-	-	-	-	-	-	98,206	306,893	421,466
12:00 - 12:30	12,276	-	-	-	-	-	-	8,184	98,206	302,801	421,466
12:30 - 13:00	16,368	-	-	-	-	-	-	8,184	98,206	298,709	421,466
13:00 - 13:30	20,460	-	-	-	-	-	8,184	8,184	98,206	286,433	421,466
13:30 - 14:00	24,551	-	-	-	-	-	4,092	16,368	98,206	278,249	421,466
14:00 - 14:30	12,276	-	-	-	4,092	-	4,092	20,460	98,206	282,341	421,466
14:30 - 15:00	12,276	-	-	-	-	-	-	24,551	98,206	286,433	421,466
15:00 - 15:30	8,184	-	-	-	-	-	-	20,460	98,206	294,617	421,466
15:30 - 16:00	-	-	-	-	-	-	-	16,368	98,206	306,893	421,466
16:00 - 16:30	-	8,184	4,092	-	-	-	-	20,460	98,206	290,525	421,466
16:30 - 17:00	-	8,184	4,092	-	-	-	-	20,460	98,206	290,525	421,466
17:00 - 17:30	4,092	8,184	4,092	-	-	-	-	12,276	98,206	294,617	421,466
17:30 - 18:00	-	8,184	8,184	-	-	-	-	12,276	98,206	294,617	421,466
18:00 - 18:30	-	-	8,184	-	-	-	-	16,368	98,206	298,709	421,466
18:30 - 19:00	4,092	8,184	12,276	-	-	-	-	20,460	98,206	278,249	421,466
19:00 - 19:30	4,092	4,092	16,368	-	-	-	-	24,551	98,206	274,157	421,466
19:30 - 20:00	-	53,195	36,827	-	-	4,092	-	28,643	98,206	200,503	421,466
20:00 - 20:30	139,125	28,643	-	40,919	-	-	-	20,460	98,206	94,114	421,466
20:30 - 21:00	36,827	36,827	4,092	61,379	-	-	-	24,551	98,206	159,584	421,466
21:00 - 21:30	61,379	20,460	4,092	69,562	-	-	-	40,919	98,206	126,849	421,466
21:30 - 22:00	65,470	8,184	4,092	65,470	-	-	-	36,827	98,206	143,217	421,466
22:00 - 22:30	36,827	-	-	65,470	-	-	-	20,460	98,206	200,503	421,466
22:30 - 23:00	4,092	-	-	57,287	-	-	-	12,276	98,206	249,606	421,466
23:00 - 23:30	-	-	-	-	-	-	-	4,092	98,206	319,168	421,466
23:30 - 00:00	-	-	-	-	-	-	-	4,092	98,206	319,168	421,466

Note I: TV stations not featured in the Table above have a TV viewership of less than 0.12% between Monday and Sunday.

Note II: Timebands featuring a 'nil' viewership in the Table above have a TV viewership of less than 4,092 viewers (0.97%) on Sunday.

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

8.9 Average Daily TV Viewership – [Q8]

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

- ✓ On Monday, Tuesday, Thursday and Friday, the highest daily average audience share was obtained by **foreign station (any)**, attaining a daily average TV viewership ranging between 11,615 – 14769, which is equivalent to a percentage average daily TV viewership between 29.6% - 40.4% on these days. On all four days, **TVM** followed second with a daily average TV viewership ranging between 8,551 – 9,422 (20.9% - 28.9%).
- ✓ On Wednesday, Saturday and Sunday, the highest daily average audience share was attained by **TVM** with a daily average TV viewership ranging between 11,093 – 16,164 (30.2% - 43.5%).

Tables below illustrate details on the above research findings.

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

	TVM	ONE	NET TV	Smash	TVM NEWS+	F Living	Xejk	iTV	Parliament TV	Melita More	TSN 1-8 (Melita / GO)	Foreign station (ANY)	Total
Monday	8,798	8,699	2,718	494	247	1,186	346	0	198	0	692	11,615	34,994
Tuesday	9,260	6,447	2,227	176	527	1,524	645	0	0	0	938	14,769	36,512
Wednesday	11,093	10,226	2,022	116	1,502	5,662	462	0	0	0	0	5,604	36,688
Thursday	8,551	5,479	3,155	0	7,222	3,902	498	0	0	83	0	12,120	41,010
Friday	9,422	6,057	1,058	0	769	2,500	0	192	0	0	385	12,210	32,591
Saturday	16,164	3,270	3,083	0	1,402	187	187	0	0	0	0	12,894	37,187
Sunday	11,935	4,092	2,387	0	7,587	85	85	0	0	0	341	9,804	36,316

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

	TVM	ONE	NET TV	Smash	TVM NEWS+	F Living	Xejk	iTV	Parliament TV	Melita More	TSN 1-8 (Melita / GO)	Foreign station (ANY)
Monday	25.1%	24.9%	7.8%	1.4%	0.7%	3.4%	1.0%	0.0%	0.6%	0.0%	2.0%	33.2%
Tuesday	25.4%	17.7%	6.1%	0.5%	1.4%	4.2%	1.8%	0.0%	0.0%	0.0%	2.6%	40.4%
Wednesday	30.2%	27.9%	5.5%	0.3%	4.1%	15.4%	1.3%	0.0%	0.0%	0.0%	0.0%	15.3%
Thursday	20.9%	13.4%	7.7%	0.0%	17.6%	9.5%	1.2%	0.0%	0.0%	0.2%	0.0%	29.6%
Friday	28.9%	18.6%	3.2%	0.0%	2.4%	7.7%	0.0%	0.6%	0.0%	0.0%	1.2%	37.5%
Saturday	43.5%	8.8%	8.3%	0.0%	3.8%	0.5%	0.5%	0.0%	0.0%	0.0%	0.0%	34.7%
Sunday	32.9%	11.3%	6.6%	0.0%	20.9%	0.2%	0.2%	0.0%	0.0%	0.0%	0.9%	27.0%
Average	29.5%	17.5%	6.5%	0.3%	7.3%	5.8%	0.9%	0.1%	0.1%	0.0%	1.0%	31.1%

Note 1: TV stations with ‘zero/0%’ audience on a particular weekday in the Table above denotes that their viewership (on that day) was too low to be captured.

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

- ✓ 77.5% (1457 respondents) of all 1,881 TV Viewers **did not watch any local TV programmes on demand/catch-up** in the previous 7 days.
- ✓ Some 1 in 5 TV viewers (22.5% - 423 respondents) **recalled watching a local TV programme on demand/catch-up** during the previous 7 days. These TV viewers were given the possibility of mentioning up to 3 local TV programmes which they watched on demand/catch-up during the previous 7 days.
- ✓ Of these, 23.6% (100 respondents) watched **Liquorish**, aired on ONE and 22% (93 respondents) watched **Noli**, aired on TVM.

Research Findings in Detail

Tables below illustrate details on the above research findings.

Table 17.1 – Q9 – Having watched local TV programmes on demand/catch-up in the previous 7 days – by Age & Gender (n=1881)

Counts Break % Respondents	Total	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	1881	177	246	239	284	330	310	295	948	933
Yes	423 22.5%	55 31.3%	84 34.2%	58 24.1%	60 21.1%	73 22.1%	60 19.3%	33 11.3%	184 19.4%	239 25.7%
No	1457 77.5%	122 68.8%	162 65.8%	182 75.9%	224 78.9%	257 77.9%	250 80.7%	261 88.7%	764 80.6%	693 74.3%

Table 17.2 – Q9 – Local programmes watched on demand/catch-up in the previous 7 days – by Age & Gender (Multiple-Response Q) (n=423)

NOTE: Respondents were given the possibility to mention up to 3 local programmes which they watched on demand/catch-up in the previous 7 days. Hence, the totals depicted in this table do not total up to 423.

Counts Break % Respondents	Total	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	423	55	84	58	60	73	60	33	184	239
Liquorish	100 23.6%	29 52.0%	31 36.8%	13 23.1%	9 14.8%	11 15.2%	4 7.4%	2 6.7%	42 22.9%	58 24.1%
Noli	93 22.0%	7 12.0%	20 23.7%	27 46.2%	22 37.0%	2 3.0%	13 22.2%	2 6.7%	35 19.3%	58 24.1%
News Bulletin - TVM	53 12.6%	2 4.0%	4 5.3%	11 19.2%	9 14.8%	9 12.1%	9 14.8%	9 26.7%	24 13.3%	29 12.0%
Sorelle	53 12.6%	2 4.0%	7 7.9%	7 11.5%	9 14.8%	13 18.2%	4 7.4%	11 33.3%	18 9.6%	35 14.8%
Mohhok Hemm	51 12.0%	2 4.0%	7 7.9%	2 3.8%	16 25.9%	13 18.2%	9 14.8%	2 6.7%	27 14.5%	24 10.2%
Sibtek	42 9.9%	11 20.0%	9 10.5%	9 15.4%	2 3.7%	9 12.1%	- -	2 6.7%	13 7.2%	29 12%
Other	33 7.9%	4 8.0%	2 2.6%	- -	4 7.4%	9 12.1%	9 14.8%	4 13.3%	9 4.8%	24 10.2%
News Bulletin - ONE	27 6.3%	- -	- -	2 3.8%	7 11.1%	9 12.1%	4 7.4%	4 13.3%	13 7.2%	13 5.6%
Irbaht il-Lottu	24 5.8%	2 4.0%	7 7.9%	- -	9 14.8%	4 6.1%	2 3.7%	- -	4 2.4%	20 8.3%
News Bulletin - NET	16 3.7%	- -	- -	2 3.8%	2 3.7%	2 3.0%	7 11.1%	2 6.7%	7 3.6%	9 3.7%
Quddiesat-Jum	16 3.7%	- -	4 5.3%	2 3.8%	- -	2 3.0%	4 7.4%	2 6.7%	7 3.6%	9 3.7%
U Ejjal!?	16 3.7%	2 4.0%	- -	2 3.8%	7 11.1%	4 6.1%	- -	- -	4 2.4%	11 4.6%
Xtra	9 2.1%	- -	- -	2 3.8%	- -	2 3.0%	4 7.4%	- -	4 2.4%	4 1.9%
Simpatiki	9 2.1%	- -	4 5.3%	- -	- -	4 6.1%	- -	- -	- -	9 3.7%
Il-Muxrafija	9 2.1%	- -	- -	- -	- -	4 6.1%	4 7.4%	- -	7 3.6%	2 0.9%
Mustaccuni	7 1.6%	- -	- -	4 7.7%	- -	2 3.0%	- -	- -	7 3.6%	- -

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Etimologija	4 1.0%	- -	2 2.6%	2 3.8%	- -	- -	- -	- -	4 2.4%	- -
F Living Show	4 1.0%	- -	- -	- -	- -	- -	2 3.7%	2 6.7%	4 2.4%	- -
Gourmet Challenge	4 1.0%	- -	4 5.3%	- -	- -	- -	- -	- -	4 2.4%	- -
Illum ma' Steph	4 1.0%	- -	2 2.6%	- -	- -	- -	2 3.7%	- -	- -	4 1.9%
Il-Willy	4 1.0%	2 4.0%	- -	- -	- -	- -	2 3.7%	- -	4 2.4%	- -
NET Live	4 1.0%	2 4.0%	2 2.6%	- -	- -	- -	- -	- -	2 1.2%	2 0.9%
Ulied il-Lejl	4 1.0%	2 4.0%	- -	- -	2 3.7%	- -	- -	- -	2 1.2%	2 0.9%
Brillanti	4 1.0%	2 4.0%	- -	- -	- -	2 3.0%	- -	- -	- -	4 1.9%
Football matches (various)	4 1.0%	2 4.0%	- -	- -	- -	- -	- -	2 6.7%	2 1.2%	2 0.9%
Aroma Kitchen	2 0.5%	- -	- -	- -	- -	2 3.0%	- -	- -	- -	2 0.9%
Espresso	2 0.5%	- -	- -	- -	- -	- -	- -	2 6.7%	2 1.2%	- -
Home Sweet Home	2 0.5%	- -	2 2.6%	- -	- -	- -	- -	- -	- -	2 0.9%
Insights	2 0.5%	- -	- -	- -	- -	- -	2 3.7%	- -	2 1.2%	- -
Luxdesign	2 0.5%	- -	- -	- -	- -	2 3.0%	- -	- -	- -	2 0.9%
Pjazza	2 0.5%	- -	- -	- -	- -	- -	- -	2 6.7%	2 1.2%	- -
Realtà	2 0.5%	- -	- -	- -	- -	- -	2 3.7%	- -	2 1.2%	- -
Ritratti	2 0.5%	- -	- -	- -	- -	2 3.0%	- -	- -	2 1.2%	- -
Vetturi Fil-Garaxx	2 0.5%	- -	- -	- -	- -	- -	2 3.7%	- -	- -	2 0.9%

8.11 Type(s) of TV reception services used for watching TV – [Q10]

The survey respondents represent Maltese resident individuals aged 12+ years, **who may not necessarily be fully knowledgeable on all the TV reception services** used by their respective household and/or may not necessarily be their household's decision-maker/co-decision-maker for same.

- ✓ 92.5% (1739 respondents) of all 1881 TV viewers, use **'Paid Subscription (Melita/GO)'** as one of the reception services for watching TV. This is the most used reception service for watching TV across all age groups.
- ✓ 9% (168 respondents) make use of **'IPTV'** as one of the reception services, whilst 7.7% (144 respondents) use the **'Android Box'**.
- ✓ 1.1% (20 respondents) use **'free-to-air'** as one of the reception services for watching TV.

Research Findings in Detail

Tables below illustrate details on the above research findings.

**Table 18.1 – Q10 – Type(s) of TV reception services used for watching TV
– by Age & Gender (Multiple-Response Q) (n=1881)**

NOTE: The %s below refer to the number of respondents and NOT to the number of responses, hence they do not total up to 100%

Counts Break % Respondents	Total	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	1881	177	246	239	284	330	310	295	948	933
Paid subscription	1739 92.5%	162 91.3%	206 83.8%	204 85.2%	272 96.1%	319 96.6%	290 93.6%	286 97.0%	853 90.0%	886 95.0%
IPTV	168 9.0%	18 10.0%	31 12.6%	49 20.4%	16 5.5%	31 9.4%	13 4.3%	11 3.8%	100 10.5%	69 7.4%
Android Box	144 7.7%	9 5.0%	11 4.5%	24 10.2%	29 10.2%	20 6.0%	33 10.7%	18 6.0%	82 8.6%	62 6.7%
Other (Streaming on PC/laptop/Tablet/Mobile)	95 5.1%	27 15.0%	22 9.0%	16 6.5%	11 3.9%	7 2.0%	13 4.3%	- -	69 7.2%	27 2.9%
Satellite	71 3.8%	4 2.5%	7 2.7%	16 6.5%	13 4.7%	7 2.0%	11 3.6%	13 4.5%	44 4.7%	27 2.9%
Free-to-air	20 1.1%	- -	- -	2 0.9%	4 1.6%	9 2.7%	2 0.7%	2 0.8%	13 1.4%	7 0.7%
Don't know	9 0.5%	4 2.5%	2 0.9%	- -	2 0.8%	- -	- -	- -	7 0.7%	2 0.2%

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

All TV Viewers interviewed were asked to make suggestions on how local TV may be improved. Most respondents gave a 'no suggestions/don't know' response, however the following recommendations were proposed (very similar to the November 2021 study TV viewer recommendations).

TV Viewers' Suggestions on improving Local TV
<p>12-20 yrs</p> <ul style="list-style-type: none"> ✓ Note: most televiewer respondents gave a 'none/don't know' response ✓ less advert commercials/teleshopping ✓ more Maltese drama ✓ More appealing, realistic Maltese drama ✓ More intelligent, 'senseful' and appealing programmes ✓ More comedy shows ✓ More music programmes ✓ More variety/entertainment shows ✓ Good children programmes where good Maltese diction is used ✓ Good teleseries appealing to teenagers ✓ Less programme repeats ✓ Educational/cultural programmes to be aired at peak times (and not early morning or very late evening) <p>21-30 yrs</p> <ul style="list-style-type: none"> ✓ Note: most televiewer respondents gave a 'none/don't know' response ✓ Good children programmes where good Maltese diction is used ✓ Less advert commercials/teleshopping ✓ More independent (unbiased) news bulletins ✓ More programme variety ✓ More Maltese drama ✓ More light drama (no drugs, fights, arguments, etc) ✓ Too many programme repeats in Summer ✓ More cultural and religious programmes ✓ More reality/adventure shows (like Liquorish) ✓ More sports/reality sports programmes ✓ More football matches (local & foreign) ✓ More religious programmes/more religious plays during Holy Week ✓ More films ✓ More cooking programmes ✓ More educational/cultural programmes

- ✓ More balanced, politically-unbiased talk shows (like Xarabank)
- ✓ News bulletins should be more balanced/less biased
- ✓ Less programme repeats, particularly in summer
- ✓ The quality of some Maltese productions needs to improve
- ✓ More current affairs
- ✓ Less local politics
- ✓ Production is very weak - there's room for improvement.
- ✓ More programmes for children

31-40 yrs

- ✓ **Note:** most televiewer respondents gave a 'none/don't know' response
- ✓ Less commercials/teleshopping
- ✓ More variety/more quality of programmes, new faces in drama shows, presenters, etc.
- ✓ More drama
- ✓ More light drama
- ✓ Good quality Maltese programmes where good Maltese diction is used
- ✓ More quiz programmes in early evening (ex. between 17:00-19:00)
- ✓ More programmes, quiz shows and educational programmes targeting the children cohort
- ✓ More drama targeted at teenage cohort
- ✓ More recent films
- ✓ More interesting discussion programmes
- ✓ More good quality documentaries and programmes in general
- ✓ More good quality sports programmes

41-50 yrs

- ✓ **Note:** most televiewer respondents gave a 'none/don't know' response
- ✓ More Maltese drama
- ✓ More good quality Maltese drama
- ✓ More light Maltese drama (ex. Simpatiki)
- ✓ More teleseries
- ✓ More lifestyle/magazine programmes (ex. like Niskata)
- ✓ More quiz shows in Maltese
- ✓ More discussion programmes
- ✓ Less programme repeats
- ✓ Less advert commercials
- ✓ More football matches
- ✓ More sports programmes, not just football
- ✓ More documentaries
- ✓ More documentaries on nature/animals protection
- ✓ Less adverts
- ✓ More recent films (ex. like Netflix)

- ✓ More educational programmes targeting the children cohort

51-60 yrs

- ✓ **Note:** most televiewer respondents gave a 'none/don't know' response
- ✓ More Maltese drama
- ✓ More good quality drama (ex. like Ulied il-Lejl)
- ✓ More light drama, without violence, drugs, murder, etc (ex. like Simpatici)
- ✓ More cooking programmes
- ✓ Less advert commercials/teleshopping
- ✓ More documentaries on history of Malta, criminal investigations, etc
- ✓ More documentaries on nature/animals/general knowledge
- ✓ More children's programmes in Maltese
- ✓ More discussion programmes
- ✓ More talk shows (ex. Xarabank should return)
- ✓ Less biased news on TVM news bulletin
- ✓ More films (ex. like on Canale 5)
- ✓ More quiz shows
- ✓ More variety/entertainment shows
- ✓ More programmes on crafts/hobbies
- ✓ Less programme repetition

61-70 yrs

- ✓ **Note:** most televiewer respondents gave a 'none/don't know' response
- ✓ More Maltese drama
- ✓ More light drama (ex. less violence, drugs etc)
- ✓ Less Maltese drama using foul/vulgar language (ex. Iribaht il-Lottu)
- ✓ Maltese drama using good Maltese diction
- ✓ Less advert commercials
- ✓ More educational/cultural programmes
- ✓ More recent films
- ✓ More balanced local stations
- ✓ More non-political discussion programmes
- ✓ More balanced political programmes
- ✓ More sports programmes
- ✓ More quiz shows
- ✓ Less programme repetitions, particularly in summer
- ✓ More recent films
- ✓ More religious programmes. It is good that Mass is aired daily

71+ yrs

- ✓ **Note:** most televiewer respondents gave a 'none/don't know' response
- ✓ More balanced and quality discussion programmes; too much politics

- ✓ More Maltese drama
- ✓ Less advert commercials
- ✓ More quiz shows
- ✓ More documentaries
- ✓ More varied sports programmes covering all sports, not just football
- ✓ More recent films
- ✓ Less programme repeats
- ✓ Mass should also be aired on Saturdays
- ✓ More reality shows
- ✓ More balanced, 'credible' news

9. RADIO LISTENERSHIP – FINDINGS

9.1 Introduction

- ✓ **2 in 3 of Maltese residents are radio listeners** (61.1% - 1285 respondents); the finding is observed across all age cohorts.
- ✓ **The most followed local radio station** is Bay (20.5%), followed by Calypso Radio 101.8FM (13.1%), Vibe HD (12.6%), ONE Radio (12.4%), and Radju Malta (10.3%). More statistical details may be found in **Section 9.5** below.
- ✓ **The local radio station with the highest weekly average percentage audience share** is Calypso Radio 101.8FM standing at 21.3%, followed by One Radio (20.4%), Radju Malta 1 (14.7%) and Bay (13.6%). More detailed findings may be found in **Section 9.8** below.

Research Findings in Detail

Tables below illustrate details on the above research findings.

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

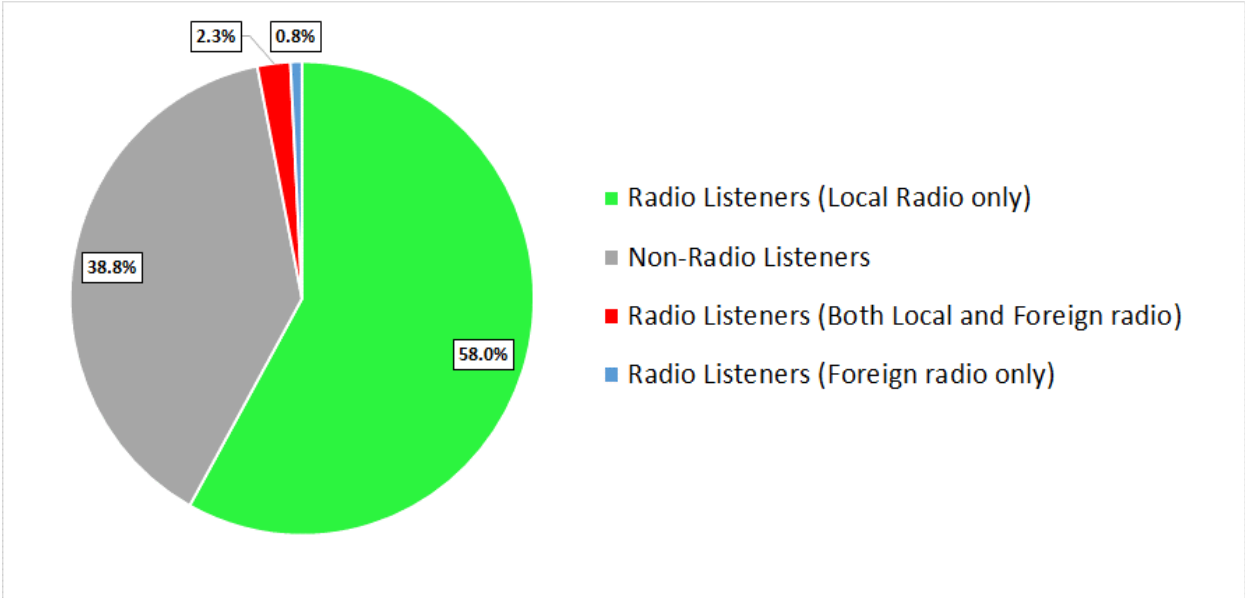


Table 19 – Q11A. Radio listeners/non listeners – by Age & Gender (N=2100)

Counts Break % Respondents	Total	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	2100	244	310	259	310	350	326	301	1105	995
Local radio only	1218 58.0%	133 54.5%	184 59.3%	162 62.4%	175 56.4%	199 57.0%	199 61.2%	166 55.1%	640 57.9%	578 58.1%
I do not listen to ANY radio	815 38.8%	109 44.5%	117 37.9%	84 32.5%	126 40.7%	144 41.1%	111 34.0%	124 41.2%	427 38.7%	388 39.0%
Both local and foreign radio	49 2.3%	2 0.9%	7 2.1%	7 2.6%	7 2.1%	4 1.3%	13 4.1%	9 2.9%	29 2.6%	20 2.0%
Foreign radio only	18 0.8%	- -	2 0.7%	7 2.6%	2 0.7%	2 0.6%	2 0.7%	2 0.7%	9 0.8%	9 0.9%

**Exhibit 4A – Q14 – Most followed Radio stations (Aggregate)
(Multiple-Response Q) (n= 1285)**

NOTE I: Respondents were given the possibility of mentioning up to 3 Radio Stations which they had listened to on the previous day. Hence, the percentages depicted in this table do NOT total up to 100%.

NOTE II: % figures illustrated below are derived from Table 23.1 (Section 9.5)

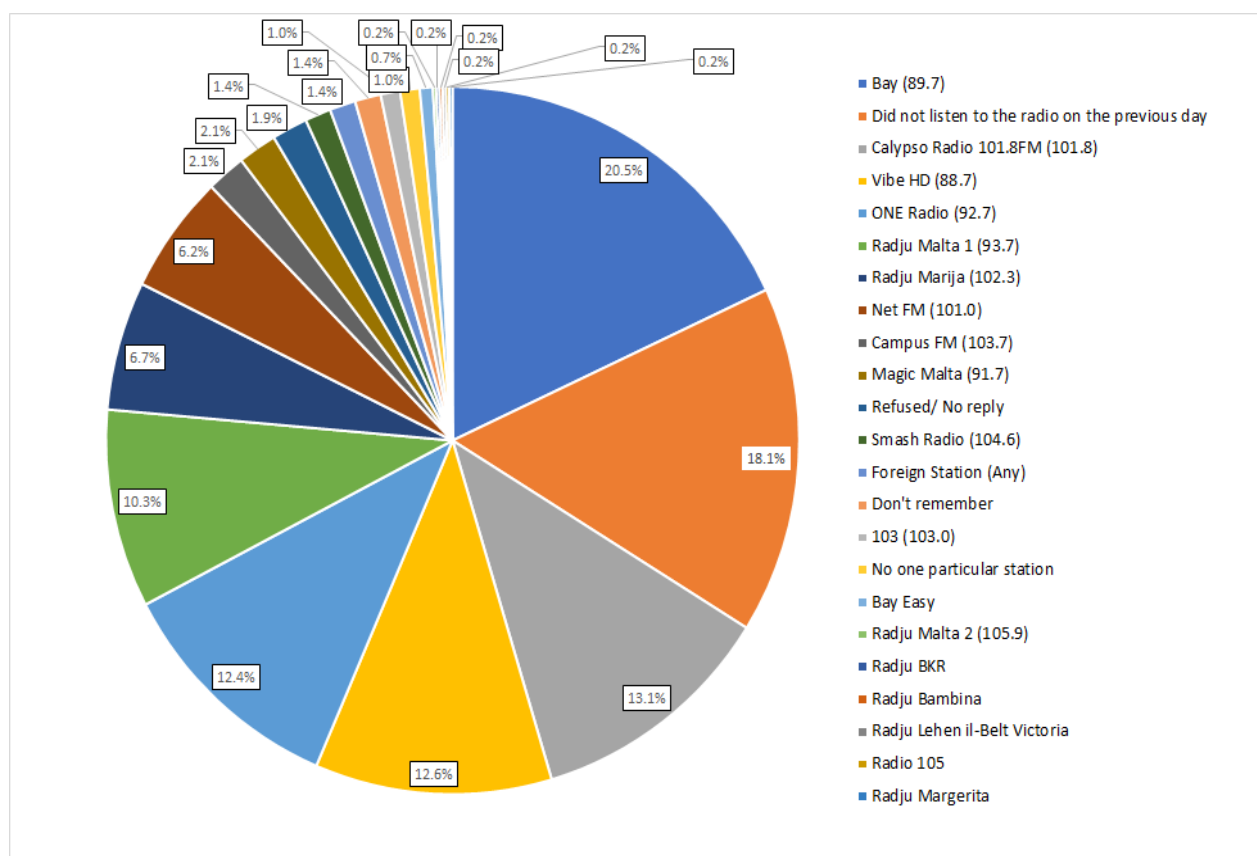
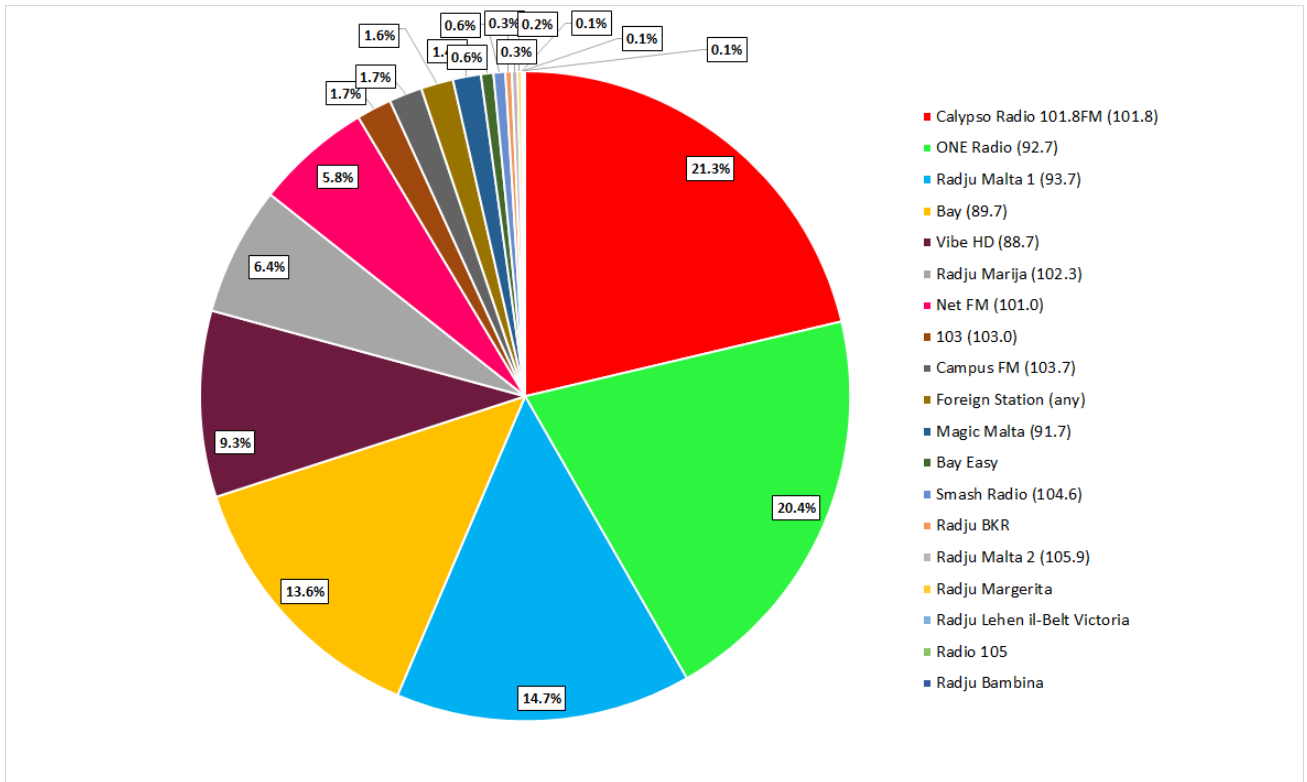


Exhibit 4B – Weekly Average Percentage Audience Share by Radio Station

NOTE 1: % figures illustrated below are derived from Table 32B (Section 9.8)

Note: Radio stations not depicted in this graphical illustration denotes that their listenership was too low to be captured.



This Section gives details on the radio listenership of the 1285 individuals who listen to local/ foreign radio stations, more specifically on:

- [a]. Daily average hours of LOCAL radio consumption: on weekdays (Monday – Thursday) – **[Q11]**
- [b]. Daily average hours of LOCAL radio consumption: in the weekend (Friday – Sunday) – **[Q12]**
- [c]. Favourite local radio programme – **[Q13]**
- [d]. Most followed radio stations and day and time(s) during which stations were listened to – **[Q14]**
- [e]. Having listened to local radio programmes on-demand during the previous 7 days – **[Q15]**
- [f]. Type(s) of radio reception services used for listening to radio – **[Q10]**

Salient Research Findings

The salient findings for the above research areas now follow.

9.2 Daily average hours of LOCAL Radio consumption: on weekdays (Monday – Thursday) – [Q11]

Note: Radio listeners who indicated that they do not listen to any local radio stations were not asked this question. Hence the total number of radio listeners’ responses for this question totals 1267.

- ✓ Just over 1 in 3 local radio listeners (35.7% - 452 respondents), listen to radio for less than one hour a day and 28.7% (363 respondents) listen to 1-2 hours a day during the week (Mon-Thu).
- ✓ 15.4% (195 respondents) listen to 3-4 hours a day during the week, however these radio listeners are largely aged 51+ years.

Research Findings in Detail

Tables below illustrate details on the above research findings.

Table 20.1 – Q11 – Daily average hours of LOCAL Radio consumption: on weekdays (Monday – Thursday) – by Age & Gender (n=1267)

Counts Break % Respondents	Total	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	1267	135	190	168	182	204	213	175	669	598
None	9 0.7%	2 1.6%	- -	2 1.3%	4 2.4%	- -	- -	- -	7 1.0%	2 0.4%
Less than 1 hr a day	452 35.7%	86 63.9%	117 61.6%	78 46.1%	82 45.1%	44 21.7%	24 11.5%	20 11.4%	261 39.1%	190 31.9%
1-2 hrs a day	363 28.7%	38 27.9%	55 29.1%	42 25.0%	53 29.3%	71 34.8%	55 26.0%	49 27.8%	186 27.8%	177 29.6%
3-4 hrs a day	195 15.4%	4 3.3%	7 3.5%	24 14.5%	16 8.5%	42 20.7%	58 27.1%	44 25.3%	86 12.9%	109 18.1%
5-6 hrs a day	93 7.3%	- -	- -	2 1.3%	11 6.1%	24 12.0%	24 11.5%	31 17.7%	42 6.3%	51 8.5%
6+ hrs a day	124 9.8%	- -	7 3.5%	16 9.2%	13 7.3%	16 7.6%	47 21.9%	27 15.2%	60 8.9%	64 10.7%
Not always the same	31 2.4%	4 3.3%	4 2.3%	4 2.6%	2 1.2%	7 3.3%	4 2.1%	4 2.5%	27 4.0%	4 0.7%

9.3 Daily average hours of LOCAL Radio consumption: in the weekend (Friday – Sunday) – [Q12]

Note: Radio listeners who indicated that they do not listen to any local radio stations were not asked this question. Hence the total number of radio listeners’ responses for this question totals 1267.

- ✓ 5.8% (73 respondents) of all local radio listeners **do not listen to any radio during the weekend**.
- ✓ Just over 1 in 3 local radio listeners (33.9% - 430 respondents) on average **spend less than 1 hour per day** listening to local radio in the weekend. This was mostly observed amongst radio listeners aged 12 – 50 years. Another 31.6% (401 respondents) listen to **1 – 2 hours per day** of local radio in the weekend.

Research Findings in Detail

Tables below illustrate details on the above research findings.

Table 21.1 – Q12 – Daily average hours of LOCAL Radio consumption: in the weekend (Friday – Sunday) – by Age & Gender (n=1267)

Counts Break % Respondents	Total	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	1267	135	190	168	182	204	213	175	669	598
None	73 5.8%	7 4.9%	11 5.8%	7 3.9%	13 7.3%	18 8.7%	11 5.2%	7 3.8%	44 6.6%	29 4.8%
< 1 hr a day	430 33.9%	75 55.7%	111 58.1%	75 44.7%	75 41.5%	47 22.8%	22 10.4%	24 13.9%	246 36.8%	184 30.7%
1-2 hrs a day	401 31.6%	44 32.8%	49 25.6%	55 32.9%	60 32.9%	71 34.8%	73 34.4%	49 27.8%	206 30.8%	195 32.6%
3-4 hrs a day	155 12.2%	4 3.3%	7 3.5%	11 6.6%	13 7.3%	38 18.5%	42 19.8%	40 22.8%	66 9.9%	89 14.8%
5-6 hrs a day	64 5.1%	- -	- -	2 1.3%	7 3.7%	9 4.3%	20 9.4%	27 15.2%	33 5.0%	31 5.2%
6+ hrs a day	106 8.4%	- -	7 3.5%	11 6.6%	4 2.4%	16 7.6%	42 19.8%	27 15.2%	49 7.3%	58 9.6%
Not always the same	38 3.0%	4 3.3%	7 3.5%	7 3.9%	9 4.9%	7 3.3%	2 1.0%	2 1.3%	24 3.6%	13 2.2%

9.4 Favourite local radio programme – [Q13]

Note: Radio listeners who indicated that they do not listen to any local radio stations were not asked this question. Hence the total number of radio listeners' responses for this question totals 1267.

- ✓ 11.9% (151 respondents) of radio listeners **do not have a preferred local radio programme.**
- ✓ **Bay Breakfast with Daniel & Ylenia** is the most favourite local radio programme, with 17.1% (217 respondents) mentioning it as their preferred local radio programme. This radio programme is largely preferred by the younger age cohorts, 12-40 years.
- ✓ **The Morning Vibe with Abel, JD & Martina** with 8% (102 respondents) and **Bongu Calypso ma' Twanny Scerri** with 7.7% (97 respondents) are the second and third most favourite local radio programmes. The former is listened to by the younger age cohorts (under 40 years old) and the latter is popular with the older age cohorts (41+ years old).

Research Findings in Detail

Tables below illustrate details on the above research findings.

Table 22.1 – Q13 – Favourite local radio programme – by Age & Gender (n=1267)

Counts Break % Respondents	Total	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	1267	135	190	168	182	204	213	175	669	598
Bay Breakfast with Daniel & Ylenia	217 17.1%	66 49.2%	71 37.2%	38 22.4%	27 14.6%	9 4.3%	4 2.1%	2 1.3%	131 19.5%	86 14.4%
No preferred programme	151 11.9%	18 13.1%	20 10.5%	13 7.9%	33 18.3%	31 15.2%	24 11.5%	11 6.3%	91 13.6%	60 10.0%
The Morning Vibe with Abel, JD & Martina	102 8.0%	13 9.8%	35 18.6%	38 22.4%	13 7.3%	2 1.1%	- -	- -	49 7.3%	53 8.9%
Bongu Calypso ma' Twanny Scerri	97 7.7%	- -	7 3.5%	2 1.3%	13 7.3%	29 14.1%	29 13.5%	18 10.1%	44 6.6%	53 8.9%
Radju Marija morning shows (various)	60 4.7%	- -	- -	2 1.3%	4 2.4%	7 3.3%	13 6.3%	33 19.0%	20 3.0%	40 6.7%
The Drive Vibe with Nate, Frank & Rossi	60 4.7%	16 11.5%	24 12.8%	18 10.5%	- -	2 1.1%	- -	- -	38 5.6%	22 3.7%
Christine Delicata - Ghal Kulhadd	47 3.7%	- -	- -	2 1.3%	4 2.4%	13 6.5%	9 4.2%	18 10.1%	20 3.0%	27 4.4%
Linja Diretta (Emanuel Cuschieri)	44 3.5%	- -	- -	2 1.3%	7 3.7%	16 7.6%	11 5.2%	9 5.1%	29 4.3%	16 2.6%
More than one preferred programme	42 3.3%	- -	4 2.3%	4 2.6%	7 3.7%	9 4.3%	9 4.2%	9 5.1%	29 4.3%	13 2.2%
Club 101 (Eileen Montesin)	38 3.0%	- -	2 1.2%	4 2.6%	13 7.3%	2 1.1%	7 3.1%	9 5.1%	18 2.6%	20 3.3%
Kartolina (Alfred Zammit)	38 3.0%	- -	2 1.2%	2 1.3%	2 1.2%	18 8.7%	4 2.1%	9 5.1%	20 3.0%	18 3.0%
Bay Drive with Jamie and Taryn	31 2.4%	13 9.8%	11 5.8%	4 2.6%	- -	2 1.1%	- -	- -	9 1.3%	22 3.7%
One Breakfast (Noel Camilleri)	31 2.4%	- -	- -	2 1.3%	4 2.4%	4 2.2%	11 5.2%	9 5.1%	13 2.0%	18 3.0%

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News Bulletin – ONE Radio	27 2.1%	-	-	2	4	2	11	7	18	9
		-	-	1.3%	2.4%	1.1%	5.2%	3.8%	2.6%	1.5%
Nostalgija - John Mallia	27 2.1%	2	-	2	9	7	7	-	13	13
		1.6%	-	1.3%	4.9%	3.3%	3.1%	-	2.0%	2.2%
News Bulletin – Radju Malta	22 1.7%	2	-	-	-	2	7	11	16	7
		1.6%	-	-	-	1.1%	3.1%	6.3%	2.3%	1.1%
Il-Polz tac-cittadin (Tonio Bonello)	22 1.7%	-	2	-	7	4	4	4	11	11
		-	1.2%	-	3.7%	2.2%	2.1%	2.5%	1.7%	1.9%
Joe Julian Filghodu - Live	22 1.7%	-	4	2	4	4	4	2	7	16
		-	2.3%	1.3%	2.4%	2.2%	2.1%	1.3%	1.0%	2.6%
Carlo's Breakfast Cafe	20 1.6%	-	2	4	4	-	7	2	9	11
		-	1.2%	2.6%	2.4%	-	3.1%	1.3%	1.3%	1.9%
Andrew Azzopardi on 103	18 1.4%	-	-	2	2	7	4	2	9	9
		-	-	1.3%	1.2%	3.3%	2.1%	1.3%	1.3%	1.5%
Other	16 1.2%	2	2	-	2	2	4	2	9	7
		1.6%	1.2%	-	1.2%	1.1%	2.1%	1.3%	1.3%	1.1%
NET AM	13 1.0%	-	-	-	-	2	11	-	9	4
		-	-	-	-	1.1%	5.2%	-	1.3%	0.7%
Nghiduha Kif Inhi (Indri on NET FM)	11 0.9%	-	-	-	-	2	2	7	9	2
		-	-	-	-	1.1%	1.0%	3.8%	1.3%	0.4%
DJ Commander J Breakfast	9 0.7%	-	-	4	4	-	-	-	2	7
		-	-	2.6%	2.4%	-	-	-	0.3%	1.1%
Ride Home (Dorian & Amber)	9 0.7%	-	-	4	4	-	-	-	2	7
		-	-	2.6%	2.4%	-	-	-	0.3%	1.1%
Rosary	9 0.7%	-	-	-	2	4	2	-	2	7
		-	-	-	1.2%	2.2%	1.0%	-	0.3%	1.1%
News Bulletin – NET FM	7 0.5%	-	-	-	2	-	4	-	4	2
		-	-	-	1.2%	-	2.1%	-	0.7%	0.4%
News Bulletin – Calypso Radio 101.8FM	7 0.5%	-	-	-	-	7	-	-	4	2
		-	-	-	-	3.3%	-	-	0.7%	0.4%
Campus Breakfast	7 0.5%	-	-	-	2	2	2	-	4	2
		-	-	-	1.2%	1.1%	1.0%	-	0.7%	0.4%
Feedback (NET FM)	7 0.5%	-	-	-	2	-	2	2	-	7
		-	-	-	1.2%	-	1.0%	1.3%	-	1.1%
Ir-Rumanz	7 0.5%	-	-	2	-	2	2	-	4	2
		-	-	1.3%	-	1.1%	1.0%	-	0.7%	0.4%

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Qari bil-Malti	7 0.5%	- -	- -	2 1.3%	- -	- -	4 2.1%	- -	4 0.7%	2 0.4%
Vincent Scerri Live	7 0.5%	- -	- -	- -	- -	- -	4 2.1%	2 1.3%	2 0.3%	4 0.7%
Agora 'Live'	4 0.3%	- -	- -	4 2.6%	- -	- -	- -	- -	4 0.7%	- -
Drive Time (Nadine or Joseph B) [ONE Radio]	4 0.3%	- -	- -	2 1.3%	- -	2 1.1%	- -	- -	- -	4 0.7%
Mass	4 0.3%	- -	- -	- -	- -	- -	2 1.0%	2 1.3%	- -	4 0.7%
ONE Magazine (Marisa D'Amato)	4 0.3%	- -	- -	- -	2 1.2%	- -	2 1.0%	- -	2 0.3%	2 0.4%
Sibt il-Punt (Manuel Micallef)	4 0.3%	- -	- -	- -	- -	2 1.1%	2 1.0%	- -	2 0.3%	2 0.4%
News Bulletin – 103 (Malta's Heart)	2 0.2%	- -	- -	- -	- -	- -	- -	2 1.3%	- -	2 0.4%
News Bulletin - Bay	2 0.2%	- -	- -	- -	- -	2 1.1%	- -	- -	2 0.3%	- -
103 Breakfast with Ron & Steph	2 0.2%	2 1.6%	- -	- -	- -	- -	- -	- -	2 0.3%	- -
Campus Brunch	2 0.2%	- -	- -	- -	- -	- -	- -	2 1.3%	- -	2 0.4%
Ma' Gaffiero	2 0.2%	- -	- -	- -	- -	2 1.1%	- -	- -	2 0.3%	- -
The 103 Morning Show with Arthur & Ian	2 0.2%	- -	- -	- -	- -	2 1.1%	- -	- -	2 0.3%	- -
XFM Big Breakfast	2 0.2%	- -	- -	2 1.3%	- -	- -	- -	- -	2 0.3%	- -
XFM Big Drive Home	2 0.2%	- -	2 1.2%	- -	- -	- -	- -	- -	- -	2 0.4%

9.5 Most Followed Radio Stations: Monday to Sunday

All 1285 radio listeners were given the possibility of mentioning **up to three radio stations they had listened to on the previous day**. Out of these 1285 radio listeners, 233 listeners (18.1%) indicated that they did not listen to radio on the previous day.

- ✓ **Bay** is the most followed radio station, with 20.5% (264 respondents) of all radio listeners mentioning it as one of the three radio stations they had listened to on the previous day. Bay is largely popular with the younger cohorts, with most of its listeners being radio listeners aged 12 – 30 years.
- ✓ **Calypso Radio 101.8FM** is the second most followed radio station with an audience of 13.1% (168 respondents). Calypso Radio was mentioned largely by radio listeners aged 41+ years, as one of the radio stations they had listened to on the previous day.
- ✓ **Vibe HD** and **One Radio** are the third and fourth most followed radio stations with a respective audience of 12.6% (162 respondents) and 12.4% (160 respondents).
- ✓ **Table 23.1** below illustrates these findings extrapolated to reflect Malta's population of radio listeners.

Research Findings in Detail

Tables below illustrate details on the above research findings.

**Table 23.1 – Q14 – Most followed Radio stations (Aggregate) – by Age & Gender
(Multiple-Response Q) (n=1285)**

Note I: Respondents were given the possibility of mentioning up to 3 Radio Stations which they had listened to on the previous day. Hence, the totals depicted in this table do NOT total up to 1285.

Note II: Radio stations not featured in the Table above have a radio listenership of less than 0.2% between Monday to Sunday.

Note III: 'Did not listen to the radio on the previous day' refers to radio listeners who did not listen to radio on the day of assessment during week 7th – 14th June 2022

Counts Respondents	TOTAL	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
	1285	135	193	175	184	206	215	177	678	607
Bay	264 20.5%	84 62.3%	91 47.1%	44 25.3%	29 15.7%	9 4.3%	4 2.1%	2 1.3%	157 23.2%	106 17.5%
Did not listen to the radio on the previous day	233 18.1%	24 18.0%	38 19.5%	27 15.2%	40 21.7%	35 17.2%	33 15.5%	35 20.0%	148 21.9%	84 13.9%
Calypso Radio 101.8FM	168 13.1%	-	9 4.6%	9 5.1%	31 16.9%	58 28.0%	49 22.7%	13 7.5%	82 12.1%	86 14.2%
Vibe HD	162 12.6%	31 23.0%	55 28.7%	51 29.1%	18 9.6%	4 2.2%	-	2 1.3%	89 13.1%	73 12.0%
ONE Radio	160 12.4%	-	-	13 7.6%	24 13.3%	44 21.5%	40 18.6%	38 21.3%	86 12.7%	73 12.0%
Radju Malta 1	133 10.3%	-	4 2.3%	9 5.1%	20 10.8%	22 10.8%	47 21.6%	31 17.5%	69 10.1%	64 10.6%
Radju Marija	86 6.7%	-	2 1.1%	4 2.5%	9 4.8%	16 7.5%	29 13.4%	27 15.0%	35 5.2%	51 8.4%
Net FM	80 6.2%	2 1.6%	2 1.1%	2 1.3%	9 4.8%	11 5.4%	31 14.4%	22 12.5%	35 5.2%	44 7.3%
Campus FM	27 2.1%	-	-	7 3.8%	2 1.2%	7 3.2%	7 3.1%	4 2.5%	18 2.6%	9 1.5%
Magic Malta	27 2.1%	-	7 3.4%	4 2.5%	9 4.8%	-	4 2.1%	2 1.3%	11 1.6%	16 2.6%
Refused/ No reply	24 1.9%	-	-	4 2.5%	2 1.2%	7 3.2%	9 4.1%	2 1.3%	16 2.3%	9 1.5%
Smash Radio	18 1.4%	-	4 2.3%	7 3.8%	2 1.2%	2 1.1%	-	2 1.3%	7 1.0%	11 1.8%
Foreign Station (Any)	18 1.4%	2 1.6%	2 1.1%	2 1.3%	2 1.2%	7 3.2%	-	2 1.3%	9 1.3%	9 1.5%
Don't remember	18 1.4%	-	-	4 2.5%	2 1.2%	4 2.2%	-	7 3.8%	9 1.3%	9 1.5%
103	13 1.0%	-	2 1.1%	7 3.8%	-	-	2 1.0%	2 1.3%	2 0.3%	11 1.8%
No one particular station	13 1.0%	-	-	4 2.5%	2 1.2%	4 2.2%	2 1.0%	-	4 0.7%	9 1.5%
Bay Easy	9 0.7%	7 4.9%	-	2 1.3%	-	-	-	-	2 0.3%	7 1.1%
Radju Malta 2	2 0.2%	-	-	2 1.3%	-	-	-	-	-	2 0.4%
Radju BKR	2 0.2%	-	-	-	-	-	2 1.0%	-	2 0.3%	-
Radju Bambina	2 0.2%	-	-	-	-	-	-	2 1.3%	-	2 0.4%
Radju Lehen il-Belt Victoria	2 0.2%	-	-	-	-	2 1.1%	-	-	-	2 0.4%
Radio 105	2 0.2%	-	-	-	2 1.2%	-	-	-	2 0.3%	-
Radju Margerita	2 0.2%	-	-	-	-	-	-	2 1.3%	-	2 0.4%

Table 23.2 – Q14 – Most followed Radio stations (Aggregate) – by Age & Gender (Multiple-Response Q) (n=281,301)

NOTE I: Table below illustrates Table 23.1 extrapolated to reflect Malta’s population of radio listeners.

NOTE II: Respondents were given the possibility of mentioning up to 3 Radio Stations which they had listened to on the previous day. Hence, the totals depicted in this table do NOT total up to 281,301.

Counts Respondents	TOTAL	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	281,301	29,585	42,195	38,315	40,255	45,105	47,045	38,800	148,410	132,890
Bay	57,715	18,430	19,885	9,700	6,305	1,940	970	485	34,435	23,280
Did not listen to the radio on the previous day	50,925	5,335	8,245	5,820	8,730	7,760	7,275	7,760	32,495	18,430
Calypso Radio 101.8FM	36,860	-	1,940	1,940	6,790	12,610	10,670	2,910	17,945	18,915
Vibe HD	35,405	6,790	12,125	11,155	3,880	970	-	485	19,400	16,005
ONE Radio	34,920	-	-	2,910	5,335	9,700	8,730	8,245	18,915	16,005
Radju Malta 1	29,100	-	970	1,940	4,365	4,850	10,185	6,790	15,035	14,065
Radju Marija	18,915	-	485	970	1,940	3,395	6,305	5,820	7,760	11,155
Net FM	17,460	485	485	485	1,940	2,425	6,790	4,850	7,760	9,700
Campus FM	5,820	-	-	1,455	485	1,455	1,455	970	3,880	1,940
Magic Malta	5,820	-	1,455	970	1,940	-	970	485	2,425	3,395
Refused/ No reply	5,335	-	-	970	485	1,455	1,940	485	3,395	1,940
Smash Radio	3,880	-	970	1,455	485	485	-	485	1,455	2,425
Foreign Station (Any)	3,880	485	485	485	485	1,455	-	485	1,940	1,940
Don't remember	3,880	-	-	970	485	970	-	1,455	1,940	1,940
103	2,910	-	485	1,455	-	-	485	485	485	2,425
No one particular station	2,910	-	-	970	485	970	485	-	970	1,940
Bay Easy	1,940	1,455	-	485	-	-	-	-	485	1,455
Radju Malta 2	485	-	-	485	-	-	-	-	-	485
Radju BKR	485	-	-	-	-	-	485	-	485	-
Radju Bambina	485	-	-	-	-	-	-	485	-	485
Radju Lehen il-Belt Victoria	485	-	-	-	-	485	-	-	-	485
Radio 105	485	-	-	-	485	-	-	-	485	-
Radju Margerita	485	-	-	-	-	-	-	485	-	485

Note I: Radio stations not featured in the Table above have a radio listenership of less than 0.2% between Monday to Sunday.

Note II: ‘Did not listen to the radio on the previous day’ refers to radio listeners who did not listen to radio on the day of assessment during week 8th – 14th June 2022.

9.6 Most Followed Radio Timebands: Monday to Sunday

All local radio listeners (excluding radio listeners who did not listen to radio on the dates of assessment) were asked to indicate all timebands during which they listened to the three mentioned radio stations (including foreign stations) on the previous day.

- ✓ Overall, across all radio stations, the three most followed radio timebands **from Monday to Sunday** are:
 - 08:00 – 08:30 (118,431 radio listeners)
 - 08:30 – 09:00 (108,641 radio listeners)
 - 09:00 – 09:30 (105,246 radio listeners)

Research Findings in Detail

**Table 24 – Q14 – Radio Audience: Monday to Sunday – by Age & Gender
(Multiple-Response Q) (n=281,301)**

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

Counts Respondents	Age							Gender		Did not listen to radio on the previous day/No Particular	Did not listen during this timeslot	Total
	12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female			
00:00 - 00:30	-	-	-	-	485	485	1,455	1,455	970	63,050	215,825	281,301
00:30 - 01:00	-	-	485	-	485	970	1,455	1,940	1,455	63,050	214,855	281,301
01:00 - 01:30	-	-	485	-	485	970	970	1,940	970	63,050	215,340	281,301
01:30 - 02:00	-	-	485	-	485	970	970	1,940	970	63,050	215,340	281,301
02:00 - 02:30	-	-	485	-	485	970	970	1,940	970	63,050	215,340	281,301
02:30 - 03:00	-	-	485	-	485	970	970	1,940	970	63,050	215,340	281,301
03:00 - 03:30	-	-	485	-	-	970	1,455	1,455	1,455	63,050	215,340	281,301
03:30 - 04:00	-	-	485	-	-	485	1,455	1,455	970	63,050	215,825	281,301
04:00 - 04:30	-	-	485	-	-	970	1,455	1,455	1,455	63,050	215,340	281,301
04:30 - 05:00	-	-	485	-	-	485	1,455	1,455	970	63,050	215,825	281,301
05:00 - 05:30	-	-	485	485	1,455	485	1,455	1,455	2,910	63,050	213,885	281,301
05:30 - 06:00	-	-	485	970	1,940	2,425	2,425	2,910	5,335	63,050	210,005	281,301
06:00 - 06:30	485	-	1,940	3,880	4,365	4,365	4,850	8,245	11,640	63,050	198,365	281,301
06:30 - 07:00	2,425	1,455	3,395	6,790	4,365	6,305	5,335	14,065	16,005	63,050	188,180	281,301
07:00 - 07:30	9,700	9,215	10,185	9,215	11,640	9,700	9,215	32,010	36,860	63,050	149,380	281,301
07:30 - 08:00	16,005	16,005	11,155	9,700	11,640	9,700	8,730	38,800	44,135	63,050	135,315	281,301
08:00 - 08:30	11,155	16,975	13,095	16,005	20,855	20,855	19,400	56,745	61,595	63,050	99,910	281,301
08:30 - 09:00	8,730	10,185	11,155	16,490	21,340	20,855	19,885	50,925	57,715	63,050	109,610	281,301
09:00 - 09:30	3,880	5,820	13,095	16,005	24,250	23,765	18,430	45,590	59,655	63,050	113,005	281,301
09:30 - 10:00	1,455	6,790	12,610	15,035	24,250	21,825	18,430	45,105	55,290	63,050	117,855	281,301
10:00 - 10:30	1,455	5,820	11,155	13,095	23,765	22,310	17,460	42,680	52,380	63,050	123,190	281,301
10:30 - 11:00	970	5,335	10,670	12,125	19,885	22,310	18,430	42,680	47,045	63,050	128,525	281,301
11:00 - 11:30	485	3,395	8,730	10,185	17,945	21,340	18,430	36,375	44,135	63,050	137,740	281,301
11:30 - 12:00	970	3,395	6,790	10,670	17,945	19,400	17,945	39,285	39,285	63,050	141,135	281,301
12:00 - 12:30	2,910	3,395	4,365	8,245	12,125	14,550	11,640	26,190	31,040	63,050	161,020	281,301
12:30 - 13:00	970	2,425	4,365	6,790	9,215	13,580	9,215	21,825	24,735	63,050	171,690	281,301
13:00 - 13:30	485	1,940	2,425	4,850	7,760	12,125	7,275	16,975	19,885	63,050	181,390	281,301
13:30 - 14:00	1,455	1,940	2,425	4,850	7,275	9,215	4,850	12,125	19,885	63,050	186,240	281,301
14:00 - 14:30	1,455	1,940	2,425	4,365	4,365	8,730	5,335	11,640	16,975	63,050	189,635	281,301
14:30 - 15:00	485	3,395	2,910	4,850	3,395	7,760	5,335	10,185	17,945	63,050	190,120	281,301
15:00 - 15:30	1,940	4,850	4,850	5,820	3,880	9,700	5,820	17,460	19,400	63,050	181,390	281,301
15:30 - 16:00	4,850	4,850	4,850	6,305	2,910	9,700	5,820	17,945	21,340	63,050	178,965	281,301
16:00 - 16:30	3,395	3,395	5,335	6,305	1,455	4,365	2,910	13,095	14,065	63,050	191,090	281,301
16:30 - 17:00	3,395	2,425	3,395	5,335	1,940	4,365	3,395	10,185	14,065	63,050	194,000	281,301
17:00 - 17:30	3,395	4,365	3,880	5,335	1,940	4,365	3,880	11,640	15,520	63,050	191,090	281,301
17:30 - 18:00	970	1,455	2,910	3,880	1,940	4,365	3,395	8,730	10,185	63,050	199,335	281,301
18:00 - 18:30	1,455	1,940	2,425	2,910	2,425	2,910	4,365	10,185	8,245	63,050	199,820	281,301
18:30 - 19:00	970	1,455	1,455	2,425	1,455	2,425	3,880	7,275	6,790	63,050	204,185	281,301
19:00 - 19:30	970	970	1,455	1,940	1,455	1,455	1,940	4,365	5,820	63,050	208,065	281,301
19:30 - 20:00	-	970	1,940	970	1,455	970	970	3,880	3,395	63,050	210,975	281,301
20:00 - 20:30	1,455	1,940	2,425	1,455	1,940	1,455	485	5,820	5,335	63,050	207,095	281,301
20:30 - 21:00	-	970	3,395	970	1,455	485	485	4,365	3,395	63,050	210,490	281,301
21:00 - 21:30	-	1,455	2,425	485	485	485	-	3,395	1,940	63,050	212,915	281,301
21:30 - 22:00	1,455	485	1,940	485	485	970	-	2,425	3,395	63,050	212,430	281,301
22:00 - 22:30	485	485	2,425	1,455	485	970	1,455	5,820	1,940	63,050	210,490	281,301
22:30 - 23:00	970	1,455	970	485	485	970	970	4,365	1,940	63,050	211,945	281,301
23:00 - 23:30	1,455	970	1,455	-	-	485	1,455	2,910	2,910	63,050	212,430	281,301
23:30 - 00:00	970	-	970	-	-	1,455	1,455	2,910	1,940	63,050	213,400	281,301

Timebands featuring a 'nil' listenership in the Table above have a radio listenership of less than 485 listeners (0.17%) between Monday to Sunday.

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

9.7 Radio Audience Per Day of Assessment: Monday – Sunday

This section will present findings for radio audience per day of assessment from Monday to Sunday. The research findings were extrapolated to reflect Malta’s population of radio listeners per day of assessment.

- ✓ **Table 25** below illustrates the total number of radio listeners per day of assessment. To obtain figures of radio listeners per day, non-radio listeners were proportionately deducted from Malta’s whole population of 12+ years individuals (N=459,781).

Research Findings in Detail

Table 25 – Total Number of Radio Listeners Per Day of Assessment (n=1285)

Counts Respondents	Total	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Total Number of Respondents	2100	300	300	300	300	300	300	300
Radio Listeners' Respondents	1285	180	210	206	172	173	177	167
Maltese Population of Radio listeners	281,301	275,869	321,847	315,716	263,608	265,140	271,271	255,945

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Radio Audience on **MONDAY**

✓ The most listened to timebands on Monday are 07:30 - 08:00 and 08:00 - 08:30 on Bay (13,793 Radio Listeners).

Table 26 – Q14 – Radio Audience on MONDAY – by Timeband (Multiple-Response Q) (n=265,140)

NOTE: Respondents were given the possibility of mentioning up to 3 radio stations they listened to on Monday. For each mentioned radio station, they were asked to indicate all timebands listened to

	Bay	Bay Easy	Calyppo Radio 101.8FM	Campus FM	Magic Malta	Net FM	ONE Radio	Radju Malta 1	Radju Marja	Smasah Radio	Vibe HD	Radju Bambina	Radju Magenta	Did listen to any radio on the previous day/ No particular station/ Don't remember	Did not listen to radio during this timeslot	Total
00:00 - 00:30	-	-	-	-	-	-	1,533	-	-	-	-	-	-	47,511	216,097	265,140
00:30 - 01:00	-	-	-	-	-	-	3,065	-	-	-	-	-	-	47,511	214,564	265,140
01:00 - 01:30	-	-	-	-	-	-	3,065	-	-	-	-	-	-	47,511	214,564	265,140
01:30 - 02:00	-	-	-	-	-	-	3,065	-	-	-	-	-	-	47,511	214,564	265,140
02:00 - 02:30	-	-	-	-	-	-	3,065	-	-	-	-	-	-	47,511	214,564	265,140
02:30 - 03:00	-	-	-	-	-	-	3,065	-	-	-	-	-	-	47,511	214,564	265,140
03:00 - 03:30	-	-	-	-	-	1,533	1,533	-	-	-	-	-	-	47,511	214,564	265,140
03:30 - 04:00	-	-	-	-	-	1,533	1,533	-	-	-	-	-	-	47,511	214,564	265,140
04:00 - 04:30	-	-	-	-	-	1,533	1,533	-	-	-	-	-	-	47,511	214,564	265,140
04:30 - 05:00	-	-	-	-	-	1,533	1,533	-	-	-	-	-	-	47,511	214,564	265,140
05:00 - 05:30	-	-	-	-	-	1,533	1,533	-	1,533	-	-	-	-	47,511	213,032	265,140
05:30 - 06:00	-	-	-	-	-	3,065	3,065	1,533	1,533	-	-	-	-	47,511	208,434	265,140
06:00 - 06:30	-	-	-	-	-	3,065	1,533	3,065	1,533	-	1,533	-	-	47,511	206,901	265,140
06:30 - 07:00	3,065	-	-	-	1,533	4,598	1,533	3,065	1,533	-	1,533	1,533	-	47,511	199,238	265,140
07:00 - 07:30	9,196	-	1,533	-	3,065	7,663	1,533	3,065	1,533	1,533	6,130	1,533	-	47,511	180,847	265,140
07:30 - 08:00	13,793	1,533	1,533	-	1,533	7,663	1,533	6,130	1,533	1,533	6,130	-	-	47,511	174,717	265,140
08:00 - 08:30	13,793	-	6,130	-	-	10,728	4,598	7,663	1,533	-	4,598	-	-	47,511	168,586	265,140
08:30 - 09:00	6,130	1,533	6,130	-	1,533	9,196	7,663	7,663	-	1,533	4,598	-	-	47,511	171,651	265,140
09:00 - 09:30	9,196	-	9,196	-	-	9,196	9,196	9,196	-	-	6,130	-	1,533	47,511	163,988	265,140
09:30 - 10:00	7,663	-	9,196	-	-	9,196	9,196	9,196	-	-	6,130	-	1,533	47,511	165,521	265,140
10:00 - 10:30	1,533	1,533	9,196	-	-	7,663	9,196	9,196	1,533	-	3,065	-	1,533	47,511	173,184	265,140
10:30 - 11:00	1,533	-	10,728	-	-	7,663	10,728	9,196	1,533	-	1,533	-	1,533	47,511	173,184	265,140
11:00 - 11:30	1,533	-	9,196	-	-	7,663	10,728	7,663	1,533	-	1,533	-	1,533	47,511	176,249	265,140
11:30 - 12:00	6,130	-	12,261	-	-	6,130	10,728	7,663	-	-	3,065	-	1,533	47,511	170,119	265,140
12:00 - 12:30	3,065	-	9,196	-	-	4,598	7,663	7,663	-	-	1,533	-	1,533	47,511	182,380	265,140
12:30 - 13:00	3,065	1,533	9,196	1,533	-	1,533	6,130	3,065	-	-	1,533	-	-	47,511	190,043	265,140
13:00 - 13:30	3,065	-	7,663	1,533	-	1,533	6,130	1,533	-	-	-	-	-	47,511	196,173	265,140
13:30 - 14:00	3,065	-	6,130	1,533	-	1,533	6,130	1,533	-	-	-	-	-	47,511	197,706	265,140
14:00 - 14:30	-	-	4,598	-	-	1,533	3,065	1,533	-	-	1,533	-	-	47,511	205,369	265,140
14:30 - 15:00	1,533	-	3,065	-	-	1,533	3,065	1,533	-	-	3,065	-	-	47,511	203,836	265,140
15:00 - 15:30	7,663	-	4,598	-	1,533	1,533	3,065	3,065	-	1,533	1,533	-	-	47,511	193,108	265,140
15:30 - 16:00	6,130	1,533	4,598	-	1,533	1,533	3,065	3,065	-	1,533	7,663	-	-	47,511	186,977	265,140
16:00 - 16:30	-	-	1,533	-	1,533	1,533	1,533	-	-	1,533	1,533	-	-	47,511	208,434	265,140
16:30 - 17:00	-	-	3,065	-	1,533	1,533	1,533	1,533	1,533	-	-	-	-	47,511	208,434	265,140
17:00 - 17:30	6,130	-	3,065	-	1,533	1,533	3,065	-	-	-	4,598	-	-	47,511	197,706	265,140
17:30 - 18:00	3,065	-	3,065	-	1,533	1,533	3,065	-	-	-	1,533	-	-	47,511	203,836	265,140
18:00 - 18:30	-	-	3,065	-	-	1,533	3,065	-	-	-	-	-	-	47,511	209,966	265,140
18:30 - 19:00	3,065	-	1,533	-	-	-	3,065	-	-	-	-	-	-	47,511	209,966	265,140
19:00 - 19:30	-	-	-	-	-	-	1,533	-	-	-	-	-	-	47,511	216,097	265,140
19:30 - 20:00	3,065	-	-	-	-	-	-	-	-	-	-	-	-	47,511	214,564	265,140
20:00 - 20:30	4,598	1,533	-	-	-	-	-	-	-	-	3,065	-	-	47,511	208,434	265,140
20:30 - 21:00	-	-	-	-	-	-	-	-	-	-	1,533	-	-	47,511	216,097	265,140
21:00 - 21:30	-	-	-	-	-	-	-	-	-	-	1,533	-	-	47,511	216,097	265,140
21:30 - 22:00	-	-	-	-	-	-	-	-	1,533	-	-	-	-	47,511	216,097	265,140
22:00 - 22:30	3,065	-	-	-	-	-	-	-	1,533	-	-	-	-	47,511	213,032	265,140
22:30 - 23:00	-	1,533	-	-	-	-	-	-	1,533	-	-	-	-	47,511	214,564	265,140
23:00 - 23:30	1,533	-	-	-	-	-	-	-	1,533	-	-	-	-	47,511	214,564	265,140
23:30 - 00:00	-	-	-	-	-	-	-	-	1,533	-	-	-	-	47,511	216,097	265,140

Note I: Radio stations not featured in the Table above have a radio listenership of less than 0.2% between Monday and Sunday

Note II: Timebands featuring a 'nil' listenership in the Table above have a radio listenership of less than 1,533 listeners (0.57%) on Monday.

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Radio Audience on **TUESDAY**

The most listened to timeband on Tuesday is 09:00 – 09:30 on **ONE Radio** (19,924 Radio Listeners).

Table 27 – Q14 – Radio Audience on TUESDAY – by Timeband (Multiple-Response Q) (n=271,271)

NOTE: Respondents were given the possibility of mentioning up to 3 radio stations they listened to on Tuesday. For each mentioned radio station, they were asked to indicate all timebands listened to.

	Bay	Bay Easy	Calypso Radio 104.8FM	Campus FM	Magic Malta	Net FM	ONE Radio	Radio Malta 1	Radio Marija	Smash Radio	Vibe HD	Foreign Station (any)	Did listen to any radio on the previous day/ No particular station/ Don't remember	Did not listen to radio during this timeslot	Total
00:00 - 00:30	-	-	-	-	-	-	1,533	-	1,533	-	-	-	19,924	248,282	271,271
00:30 - 01:00	-	-	-	-	-	-	1,533	-	1,533	-	-	-	19,924	248,282	271,271
01:00 - 01:30	-	-	-	-	-	-	-	-	1,533	-	-	-	19,924	249,815	271,271
01:30 - 02:00	-	-	-	-	-	-	-	-	1,533	-	-	-	19,924	249,815	271,271
02:00 - 02:30	-	-	-	-	-	-	-	-	1,533	-	-	-	19,924	249,815	271,271
02:30 - 03:00	-	-	-	-	-	-	-	-	1,533	-	-	-	19,924	249,815	271,271
03:00 - 03:30	-	-	-	-	-	-	-	-	1,533	-	-	-	19,924	249,815	271,271
03:30 - 04:00	-	-	-	-	-	-	-	-	1,533	-	-	-	19,924	249,815	271,271
04:00 - 04:30	-	-	-	-	-	-	-	-	1,533	-	-	-	19,924	249,815	271,271
04:30 - 05:00	-	-	-	-	-	-	-	-	1,533	-	-	-	19,924	249,815	271,271
05:00 - 05:30	-	-	-	-	-	-	-	-	1,533	-	-	-	19,924	249,815	271,271
05:30 - 06:00	-	-	-	1,533	-	-	1,533	-	1,533	-	-	-	19,924	246,749	271,271
06:00 - 06:30	1,533	-	-	1,533	-	-	3,065	1,533	1,533	-	1,533	-	19,924	240,619	271,271
06:30 - 07:00	1,533	-	-	-	-	-	3,065	3,065	3,065	-	6,130	-	19,924	234,488	271,271
07:00 - 07:30	3,065	-	1,533	-	1,533	-	6,130	7,663	1,533	-	6,130	1,533	19,924	222,228	271,271
07:30 - 08:00	12,261	1,533	1,533	-	1,533	-	6,130	6,130	1,533	1,533	7,663	1,533	19,924	209,967	271,271
08:00 - 08:30	15,326	-	4,598	1,533	1,533	1,533	16,859	13,793	4,598	1,533	6,130	1,533	19,924	182,380	271,271
08:30 - 09:00	10,728	-	4,598	1,533	1,533	4,598	16,859	13,793	4,598	1,533	1,533	-	19,924	190,043	271,271
09:00 - 09:30	7,663	-	4,598	1,533	1,533	7,663	19,924	12,261	4,598	1,533	3,065	-	19,924	186,978	271,271
09:30 - 10:00	10,728	-	4,598	1,533	1,533	3,065	18,391	12,261	3,065	1,533	3,065	-	19,924	191,576	271,271
10:00 - 10:30	7,663	-	4,598	1,533	1,533	1,533	16,859	12,261	4,598	1,533	6,130	-	19,924	193,108	271,271
10:30 - 11:00	9,196	-	4,598	1,533	-	-	16,859	12,261	4,598	1,533	6,130	-	19,924	194,641	271,271
11:00 - 11:30	4,598	-	4,598	1,533	-	-	16,859	12,261	4,598	1,533	3,065	-	19,924	202,304	271,271
11:30 - 12:00	3,065	-	4,598	1,533	-	-	16,859	13,793	4,598	-	1,533	-	19,924	205,369	271,271
12:00 - 12:30	4,598	-	3,065	1,533	-	4,598	15,326	9,196	3,065	-	4,598	-	19,924	205,369	271,271
12:30 - 13:00	3,065	-	3,065	1,533	-	-	15,326	10,728	1,533	-	1,533	-	19,924	214,565	271,271
13:00 - 13:30	3,065	-	3,065	-	-	-	12,261	9,196	1,533	-	4,598	-	19,924	217,630	271,271
13:30 - 14:00	1,533	-	3,065	-	-	-	10,728	7,663	1,533	-	3,065	-	19,924	223,760	271,271
14:00 - 14:30	4,598	-	3,065	-	-	1,533	10,728	4,598	-	-	3,065	-	19,924	223,760	271,271
14:30 - 15:00	3,065	-	3,065	-	-	1,533	7,663	4,598	-	-	4,598	-	19,924	226,825	271,271
15:00 - 15:30	6,130	-	3,065	-	-	1,533	7,663	7,663	-	-	3,065	-	19,924	222,228	271,271
15:30 - 16:00	9,196	1,533	3,065	-	-	1,533	7,663	7,663	-	-	7,663	-	19,924	213,032	271,271
16:00 - 16:30	3,065	-	-	-	-	-	-	4,598	-	-	4,598	3,065	19,924	236,021	271,271
16:30 - 17:00	3,065	-	-	-	-	1,533	-	4,598	-	-	4,598	1,533	19,924	236,021	271,271
17:00 - 17:30	4,598	-	-	-	-	1,533	-	3,065	-	-	3,065	-	19,924	237,554	271,271
17:30 - 18:00	-	1,533	-	-	-	1,533	-	3,065	1,533	-	-	1,533	19,924	242,152	271,271
18:00 - 18:30	4,598	-	-	-	-	-	-	4,598	1,533	-	-	1,533	19,924	239,086	271,271
18:30 - 19:00	3,065	-	-	-	-	-	-	1,533	1,533	-	1,533	1,533	19,924	242,152	271,271
19:00 - 19:30	1,533	-	-	-	-	3,065	-	-	-	-	1,533	-	19,924	245,217	271,271
19:30 - 20:00	-	-	-	-	-	1,533	-	-	-	-	-	-	19,924	249,815	271,271
20:00 - 20:30	1,533	1,533	-	-	-	3,065	-	-	-	-	1,533	-	19,924	243,684	271,271
20:30 - 21:00	3,065	-	-	-	-	1,533	-	-	-	-	1,533	-	19,924	245,217	271,271
21:00 - 21:30	1,533	-	-	-	-	-	-	-	-	-	3,065	-	19,924	246,749	271,271
21:30 - 22:00	1,533	1,533	-	-	-	-	-	-	-	-	4,598	-	19,924	243,684	271,271
22:00 - 22:30	4,598	-	-	-	-	-	-	-	1,533	-	1,533	-	19,924	243,684	271,271
22:30 - 23:00	3,065	-	-	-	-	-	-	-	1,533	-	-	-	19,924	246,749	271,271
23:00 - 23:30	-	1,533	-	-	-	-	1,533	-	1,533	-	3,065	-	19,924	243,684	271,271
23:30 - 00:00	1,533	-	-	-	-	-	1,533	-	1,533	-	-	-	19,924	246,749	271,271

Note I: Radio stations not featured in the Table above have a radio listenership of less than 0.2% between Monday and Sunday

Note II: Timebands featuring a 'nil' listenership in the Table above have a radio listenership of less than 1,533 listeners (0.57%) on Tuesday.

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Radio Audience on **WEDNESDAY**

✓ The most listened to timebands on Wednesday are 07:30-08:00 on Bay (30,652 Radio Listeners).

✓ **Table 28 – Q14 – Radio Audience on WEDNESDAY – by Timeband (Multiple-Response Q) (n=255,945)**

NB. Respondents were given the possibility of mentioning up to 3 radio stations they listened to on Wednesday. For each mentioned radio station, they were asked to indicate all timebands listened to.

	103	Bay	Bay Easy	Calypso Radio 101.8FM	Campus FM	Magic Malta	Net FM	ONE Radio	Radio Malta 1	Radio Marija	Smash Radio	Vibe HD	Foreign Station (any)	Did not listen to radio on the previous day/No Particular station/Refused	Did not listen to radio during this timeslot	Total
00:00 - 00:30	-	-	-	-	-	-	-	-	-	-	-	-	-	27,587	228,358	255,945
00:30 - 01:00	-	-	-	-	-	-	-	-	-	-	-	-	-	27,587	228,358	255,945
01:00 - 01:30	-	-	-	-	-	-	-	-	-	-	-	-	-	27,587	228,358	255,945
01:30 - 02:00	-	-	-	-	-	-	-	-	-	-	-	-	-	27,587	228,358	255,945
02:00 - 02:30	-	-	-	-	-	-	-	-	-	-	-	-	-	27,587	228,358	255,945
02:30 - 03:00	-	-	-	-	-	-	-	-	-	-	-	-	-	27,587	228,358	255,945
03:00 - 03:30	-	-	-	-	-	-	-	-	-	-	-	-	-	27,587	228,358	255,945
03:30 - 04:00	-	-	-	-	-	-	-	-	-	-	-	-	-	27,587	228,358	255,945
04:00 - 04:30	-	-	-	-	-	-	-	-	-	-	-	-	-	27,587	228,358	255,945
04:30 - 05:00	-	-	-	-	-	-	-	-	-	-	-	-	-	27,587	228,358	255,945
05:00 - 05:30	-	-	-	-	-	-	-	-	-	-	-	-	-	27,587	226,826	255,945
05:30 - 06:00	-	-	-	-	-	-	-	-	1,533	-	-	-	-	27,587	226,826	255,945
06:00 - 06:30	-	-	-	1,533	-	-	-	1,533	1,533	4,598	-	-	-	27,587	219,162	255,945
06:30 - 07:00	-	1,533	-	1,533	-	-	-	3,065	1,533	6,130	-	-	-	27,587	214,565	255,945
07:00 - 07:30	-	21,456	-	6,130	-	1,533	1,533	3,065	6,130	12,261	-	7,663	-	27,587	168,587	255,945
07:30 - 08:00	-	30,652	1,533	10,728	3,065	3,065	1,533	3,065	7,663	12,261	-	13,793	-	27,587	144,065	255,945
08:00 - 08:30	1,533	22,989	-	19,924	3,065	3,065	-	10,728	9,196	6,130	1,533	13,793	-	27,587	153,260	255,945
08:30 - 09:00	1,533	10,728	-	16,859	1,533	3,065	-	10,728	9,196	6,130	1,533	13,793	-	27,587	136,402	255,945
09:00 - 09:30	1,533	3,065	-	19,924	1,533	-	-	10,728	4,598	4,598	-	-	-	27,587	182,380	255,945
09:30 - 10:00	1,533	3,065	-	18,391	1,533	-	-	7,663	4,598	3,065	-	-	-	27,587	188,510	255,945
10:00 - 10:30	1,533	1,533	-	19,924	-	-	-	7,663	4,598	3,065	-	-	-	27,587	190,043	255,945
10:30 - 11:00	1,533	1,533	-	16,859	1,533	-	1,533	7,663	4,598	3,065	-	-	-	27,587	190,043	255,945
11:00 - 11:30	1,533	1,533	-	13,793	-	-	-	6,130	4,598	3,065	-	-	-	27,587	196,173	255,945
11:30 - 12:00	1,533	1,533	-	12,261	-	-	1,533	6,130	4,598	3,065	-	-	-	27,587	197,706	255,945
12:00 - 12:30	1,533	4,598	-	3,065	-	-	-	4,598	3,065	1,533	-	1,533	-	27,587	208,434	255,945
12:30 - 13:00	1,533	4,598	-	3,065	-	-	-	3,065	3,065	3,065	-	1,533	-	27,587	208,434	255,945
13:00 - 13:30	1,533	1,533	-	4,598	-	-	-	1,533	3,065	3,065	-	-	-	27,587	213,032	255,945
13:30 - 14:00	1,533	3,065	1,533	3,065	-	-	-	1,533	3,065	3,065	-	-	-	27,587	211,499	255,945
14:00 - 14:30	1,533	3,065	1,533	1,533	-	-	-	1,533	4,598	3,065	-	-	-	27,587	211,499	255,945
14:30 - 15:00	1,533	4,598	-	1,533	-	-	-	1,533	3,065	3,065	-	-	-	27,587	213,032	255,945
15:00 - 15:30	1,533	4,598	-	1,533	1,533	-	-	1,533	4,598	1,533	-	1,533	-	27,587	209,967	255,945
15:30 - 16:00	1,533	4,598	-	1,533	1,533	-	-	1,533	6,130	1,533	-	-	1,533	27,587	208,434	255,945
16:00 - 16:30	1,533	4,598	-	1,533	-	-	1,533	1,533	4,598	1,533	-	1,533	-	27,587	209,967	255,945
16:30 - 17:00	1,533	4,598	-	1,533	-	-	1,533	1,533	4,598	1,533	1,533	1,533	-	27,587	208,434	255,945
17:00 - 17:30	1,533	4,598	-	1,533	-	-	-	1,533	4,598	1,533	-	-	-	27,587	211,499	255,945
17:30 - 18:00	1,533	1,533	-	-	-	-	1,533	1,533	3,065	1,533	-	-	-	27,587	217,630	255,945
18:00 - 18:30	1,533	1,533	-	-	-	-	1,533	1,533	1,533	1,533	-	1,533	-	27,587	217,630	255,945
18:30 - 19:00	1,533	-	-	-	-	-	3,065	1,533	1,533	1,533	-	1,533	-	27,587	217,630	255,945
19:00 - 19:30	1,533	-	-	-	-	-	1,533	-	1,533	-	-	-	-	27,587	223,760	255,945
19:30 - 20:00	-	-	-	-	-	-	1,533	-	-	-	-	-	-	27,587	226,826	255,945
20:00 - 20:30	-	-	-	1,533	-	-	1,533	-	-	-	-	-	-	27,587	225,293	255,945
20:30 - 21:00	-	-	-	1,533	-	-	-	-	-	-	-	-	-	27,587	226,826	255,945
21:00 - 21:30	-	-	-	1,533	-	-	-	-	-	-	-	-	-	27,587	226,826	255,945
21:30 - 22:00	-	-	-	1,533	-	-	-	-	-	-	-	-	-	27,587	226,826	255,945
22:00 - 22:30	-	-	-	1,533	-	-	-	-	-	-	-	-	-	27,587	226,826	255,945
22:30 - 23:00	-	-	-	1,533	-	-	-	-	-	-	-	-	-	27,587	226,826	255,945
23:00 - 23:30	-	-	-	-	-	-	-	-	-	-	-	-	-	27,587	228,358	255,945
23:30 - 00:00	-	-	-	-	-	-	-	-	-	-	-	-	-	27,587	228,358	255,945

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

Note II: Timebands featuring a 'nil' listenership in the Table above have a radio listenership of less than 1,533 listeners (0.6%) on Wednesday.

Radio Audience on THURSDAY

✓ The most listened to timeband on Thursday is 12:30 – 13:00 and 13:00 – 13:30 on One Radio (15,326 Radio Listeners).

Table 29 – Q14 – Radio Audience on THURSDAY – by Timeband (Multiple-Response Q) (n=275,869)

NOTE: Respondents were given the possibility of mentioning up to 3 radio stations they listened to on Thursday. For each mentioned radio station, they were asked to indicate all timebands listened to.

	103	Bay	Bay Easy	Calypso Radio 101.8FM	Campus FM	Net FM	ONE Radio	Radju Malta 1	Radju Malta 2	Radju Meriġa	Smash Radio	Vibe HD	Did not listen to radio on the previous day/No Particular station/Refused	Did not listen to radio during this timeslot	Total
00:00 - 00:30	-	-	-	-	1,533	-	-	-	-	-	-	-	21,456	252,880	275,869
00:30 - 01:00	-	-	-	-	1,533	-	1,533	-	-	-	-	-	21,456	251,347	275,869
01:00 - 01:30	-	-	-	-	1,533	-	1,533	-	-	-	-	-	21,456	251,347	275,869
01:30 - 02:00	-	-	-	-	1,533	-	1,533	-	-	-	-	-	21,456	251,347	275,869
02:00 - 02:30	-	-	-	-	1,533	-	1,533	-	-	-	-	-	21,456	251,347	275,869
02:30 - 03:00	-	-	-	-	1,533	-	1,533	-	-	-	-	-	21,456	251,347	275,869
03:00 - 03:30	-	-	-	-	1,533	-	1,533	-	-	-	-	-	21,456	251,347	275,869
03:30 - 04:00	-	-	-	-	-	-	1,533	-	-	-	-	-	21,456	252,880	275,869
04:00 - 04:30	-	-	-	-	1,533	1,533	-	-	-	-	-	-	21,456	251,347	275,869
04:30 - 05:00	-	-	-	-	1,533	-	-	-	-	-	-	-	21,456	252,880	275,869
05:00 - 05:30	-	-	-	1,533	1,533	-	-	-	-	-	-	-	21,456	251,347	275,869
05:30 - 06:00	-	-	-	1,533	1,533	-	-	1,533	-	-	-	-	21,456	249,815	275,869
06:00 - 06:30	-	-	-	3,065	-	-	1,533	1,533	-	-	-	-	21,456	248,282	275,869
06:30 - 07:00	-	1,533	-	4,598	-	1,533	1,533	1,533	-	-	-	1,533	21,456	242,152	275,869
07:00 - 07:30	-	10,728	-	6,130	1,533	3,065	3,065	-	-	-	-	3,065	21,456	226,826	275,869
07:30 - 08:00	-	6,130	-	6,130	1,533	3,065	3,065	-	-	-	-	4,598	21,456	229,891	275,869
08:00 - 08:30	1,533	4,598	-	10,728	1,533	6,130	10,728	3,065	1,533	-	-	4,598	21,456	209,967	275,869
08:30 - 09:00	1,533	3,065	-	9,196	1,533	6,130	10,728	4,598	1,533	-	-	4,598	21,456	211,500	275,869
09:00 - 09:30	1,533	-	-	9,196	1,533	4,598	12,261	6,130	1,533	-	-	1,533	21,456	216,097	275,869
09:30 - 10:00	1,533	1,533	-	7,663	1,533	3,065	10,728	6,130	1,533	-	-	-	21,456	220,695	275,869
10:00 - 10:30	1,533	3,065	-	7,663	1,533	3,065	9,196	6,130	1,533	-	-	1,533	21,456	219,163	275,869
10:30 - 11:00	1,533	1,533	-	7,663	-	3,065	9,196	6,130	1,533	-	-	1,533	21,456	222,228	275,869
11:00 - 11:30	1,533	1,533	-	7,663	-	3,065	9,196	6,130	1,533	-	-	-	21,456	223,760	275,869
11:30 - 12:00	1,533	1,533	-	7,663	-	3,065	10,728	6,130	1,533	-	-	-	21,456	222,228	275,869
12:00 - 12:30	-	1,533	-	7,663	-	1,533	12,261	6,130	-	1,533	-	-	21,456	223,760	275,869
12:30 - 13:00	-	4,598	-	4,598	-	1,533	15,326	1,533	-	1,533	-	-	21,456	225,293	275,869
13:00 - 13:30	-	1,533	-	1,533	-	1,533	15,326	1,533	-	1,533	-	-	21,456	231,423	275,869
13:30 - 14:00	-	1,533	-	3,065	-	1,533	3,065	1,533	-	3,065	-	-	21,456	240,619	275,869
14:00 - 14:30	-	1,533	-	1,533	-	1,533	1,533	1,533	-	4,598	-	-	21,456	242,152	275,869
14:30 - 15:00	-	1,533	-	1,533	-	1,533	1,533	-	-	4,598	-	-	21,456	243,684	275,869
15:00 - 15:30	-	1,533	-	4,598	-	1,533	1,533	-	-	3,065	-	1,533	21,456	240,619	275,869
15:30 - 16:00	-	1,533	-	4,598	-	1,533	1,533	-	-	3,065	-	3,065	21,456	239,086	275,869
16:00 - 16:30	-	6,130	1,533	3,065	-	1,533	-	-	-	-	-	1,533	21,456	240,619	275,869
16:30 - 17:00	-	7,663	1,533	3,065	-	1,533	-	-	-	1,533	-	-	21,456	239,086	275,869
17:00 - 17:30	-	1,533	1,533	3,065	-	1,533	-	1,533	-	-	-	-	21,456	245,217	275,869
17:30 - 18:00	-	1,533	1,533	3,065	-	1,533	-	1,533	-	-	-	-	21,456	245,217	275,869
18:00 - 18:30	-	-	1,533	1,533	1,533	1,533	-	1,533	-	-	-	-	21,456	246,749	275,869
18:30 - 19:00	-	-	1,533	1,533	-	1,533	-	1,533	-	-	-	-	21,456	248,282	275,869
19:00 - 19:30	-	-	-	1,533	-	-	-	-	-	-	-	-	21,456	252,880	275,869
19:30 - 20:00	-	-	-	1,533	-	-	-	-	-	-	-	-	21,456	252,880	275,869
20:00 - 20:30	-	-	-	1,533	-	-	-	-	-	1,533	-	-	21,456	251,347	275,869
20:30 - 21:00	-	-	-	1,533	-	-	-	-	-	1,533	-	-	21,456	251,347	275,869
21:00 - 21:30	-	-	-	-	-	-	-	-	-	-	-	-	21,456	254,413	275,869
21:30 - 22:00	-	-	-	-	-	-	-	-	-	-	-	-	21,456	254,413	275,869
22:00 - 22:30	-	-	-	-	-	-	-	-	-	-	-	-	21,456	254,413	275,869
22:30 - 23:00	-	-	-	-	-	-	-	-	-	-	-	-	21,456	254,413	275,869
23:00 - 23:30	-	-	-	-	-	-	-	-	-	-	-	-	21,456	254,413	275,869
23:30 - 00:00	-	-	-	-	-	-	1,533	-	-	-	-	-	21,456	252,880	275,869

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

Note II: Timebands featuring a 'nil' listenership in the Table above have a radio listenership of less than 1,533 listeners (0.56%) on Thursday

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Radio Audience on FRIDAY

- ✓ The most listened to timebands on Friday are 08:00 – 08:30 and 08:30 – 09:00 on One Radio (13,793 Radio Listeners).

Table 30 – Q14 – Radio Audience on FRIDAY – by Timeband (Multiple-Response Q) (n=321,847)

NB: Respondents were given the possibility of mentioning up to 3 radio stations they listened to on Friday. For each mentioned radio station, they were asked to indicate all timebands listened to.

	Bay	Calypso Radio 101.8FM	Campus FM	Magic Malta	Net FM	ONE Radio	Radju Malta 1	Radju Marija	Smash Radio	Vibe HD	Radju Lehen il-Belt Victoria	Foreign Station (any)	Did not listen to radio on the previous day/No Particular station/Refused	Did not listen to radio during this timeslot	Total
00:00 - 00:30	-	-	-	-	-	-	-	-	-	-	-	-	19,924	301,923	321,847
00:30 - 01:00	-	-	-	-	-	-	-	-	-	-	-	-	19,924	301,923	321,847
01:00 - 01:30	-	-	-	-	-	-	-	-	-	-	-	-	19,924	301,923	321,847
01:30 - 02:00	-	-	-	-	-	-	-	-	-	-	-	-	19,924	301,923	321,847
02:00 - 02:30	-	-	-	-	-	-	-	-	-	-	-	-	19,924	301,923	321,847
02:30 - 03:00	-	-	-	-	-	-	-	-	-	-	-	-	19,924	301,923	321,847
03:00 - 03:30	-	-	-	-	-	-	-	-	-	-	-	-	19,924	301,923	321,847
03:30 - 04:00	-	-	-	-	-	-	-	-	-	-	-	-	19,924	301,923	321,847
04:00 - 04:30	-	-	-	-	-	-	-	-	-	-	-	-	19,924	301,923	321,847
04:30 - 05:00	-	-	-	-	-	-	-	-	-	-	-	-	19,924	301,923	321,847
05:00 - 05:30	-	-	-	-	-	1,533	-	-	-	-	-	-	19,924	300,391	321,847
05:30 - 06:00	-	-	-	-	-	1,533	1,533	-	-	-	-	-	19,924	298,858	321,847
06:00 - 06:30	1,533	4,598	-	-	-	3,065	3,065	-	-	3,065	-	-	19,924	286,597	321,847
06:30 - 07:00	4,598	3,065	-	-	-	3,065	6,130	-	-	3,065	-	-	19,924	281,999	321,847
07:00 - 07:30	6,130	4,598	1,533	1,533	-	6,130	6,130	-	-	3,065	-	-	19,924	272,804	321,847
07:30 - 08:00	3,065	4,598	1,533	1,533	-	6,130	6,130	-	-	4,598	-	-	19,924	274,336	321,847
08:00 - 08:30	6,130	9,196	3,065	1,533	-	13,793	6,130	1,533	-	7,663	-	-	19,924	252,880	321,847
08:30 - 09:00	3,065	9,196	1,533	1,533	1,533	13,793	7,663	1,533	-	4,598	-	-	19,924	257,478	321,847
09:00 - 09:30	6,130	12,261	1,533	3,065	1,533	9,196	7,663	1,533	-	1,533	-	1,533	19,924	255,945	321,847
09:30 - 10:00	3,065	10,728	1,533	3,065	1,533	10,728	7,663	1,533	-	1,533	-	1,533	19,924	259,010	321,847
10:00 - 10:30	1,533	12,261	1,533	3,065	1,533	10,728	7,663	1,533	-	1,533	-	1,533	19,924	259,010	321,847
10:30 - 11:00	-	10,728	1,533	3,065	1,533	10,728	6,130	1,533	-	3,065	-	1,533	19,924	262,075	321,847
11:00 - 11:30	1,533	10,728	1,533	3,065	1,533	12,261	6,130	-	1,533	3,065	1,533	1,533	19,924	257,478	321,847
11:30 - 12:00	-	9,196	1,533	3,065	1,533	12,261	6,130	-	1,533	1,533	-	1,533	19,924	263,608	321,847
12:00 - 12:30	1,533	6,130	1,533	1,533	1,533	9,196	4,598	-	-	1,533	1,533	-	19,924	272,804	321,847
12:30 - 13:00	-	6,130	-	1,533	1,533	6,130	4,598	-	-	1,533	-	-	19,924	280,467	321,847
13:00 - 13:30	-	4,598	-	-	-	1,533	4,598	-	-	1,533	-	-	19,924	289,662	321,847
13:30 - 14:00	-	4,598	-	-	-	1,533	4,598	-	-	1,533	-	-	19,924	289,662	321,847
14:00 - 14:30	-	4,598	-	-	-	1,533	4,598	-	-	1,533	-	-	19,924	289,662	321,847
14:30 - 15:00	-	4,598	-	-	-	1,533	4,598	-	-	1,533	-	-	19,924	289,662	321,847
15:00 - 15:30	-	4,598	-	-	-	1,533	4,598	-	-	3,065	-	-	19,924	288,130	321,847
15:30 - 16:00	-	4,598	-	-	-	1,533	4,598	-	-	1,533	-	-	19,924	289,662	321,847
16:00 - 16:30	6,130	4,598	1,533	-	-	1,533	3,065	-	-	4,598	-	-	19,924	280,467	321,847
16:30 - 17:00	-	3,065	-	-	-	1,533	3,065	-	-	3,065	-	-	19,924	291,195	321,847
17:00 - 17:30	3,065	3,065	-	-	-	1,533	1,533	-	-	4,598	-	-	19,924	288,130	321,847
17:30 - 18:00	3,065	3,065	-	-	-	1,533	1,533	-	-	3,065	-	-	19,924	289,662	321,847
18:00 - 18:30	1,533	3,065	-	-	1,533	3,065	-	1,533	-	3,065	-	-	19,924	289,662	321,847
18:30 - 19:00	-	3,065	-	-	1,533	1,533	-	1,533	-	1,533	-	-	19,924	292,728	321,847
19:00 - 19:30	-	3,065	-	-	1,533	1,533	-	-	-	1,533	-	-	19,924	294,260	321,847
19:30 - 20:00	-	1,533	-	-	1,533	1,533	-	-	-	1,533	-	-	19,924	295,793	321,847
20:00 - 20:30	-	-	-	-	-	1,533	-	-	-	3,065	-	1,533	19,924	295,793	321,847
20:30 - 21:00	-	-	-	-	-	1,533	-	-	-	3,065	-	-	19,924	297,325	321,847
21:00 - 21:30	-	-	-	-	-	1,533	-	-	-	1,533	-	-	19,924	298,858	321,847
21:30 - 22:00	-	-	-	-	-	1,533	-	-	-	1,533	-	-	19,924	298,858	321,847
22:00 - 22:30	-	-	-	-	-	1,533	-	-	-	1,533	-	-	19,924	298,858	321,847
22:30 - 23:00	-	-	-	-	-	1,533	-	-	-	1,533	-	-	19,924	298,858	321,847
23:00 - 23:30	-	-	-	-	-	1,533	-	-	-	1,533	-	-	19,924	298,858	321,847
23:30 - 00:00	-	-	-	-	-	1,533	-	-	-	1,533	-	-	19,924	298,858	321,847

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

Note II: Timebands featuring a 'nil' listenership in the Table above have a radio listenership of less than 1,533 listeners (0.47%) on Friday

Radio Audience on SATURDAY

- ✓ The most listened to timebands on Saturday are 10:00-10:30, 10:30-11:00, 11:00-11:30 & 11:30-12:00 on ONE Radio (19,924 Radio Listeners).

Table 31 – Q14 – Radio Audience on SATURDAY – by Timeband (Multiple-Response Q) (n=315,716)

NOTE: Respondents were given the possibility of mentioning up to 3 radio stations they listened to on Saturday. For each mentioned radio station, they were asked to indicate all timebands listened to.

	103	Bay	Calyпсо Radio 101.8FM	Magic Malta	Net FM	ONE Radio	Radju Malta 1	Radju Marija	Vibe HD	Radju BKR	Foreign Station (any)	Did listen to any radio on the previous day/ No particular station/ Don't remember	Did not listen to radio during this timeslot	Total
00:00 - 00:30	-	-	-	-	-	-	-	-	-	-	-	27,587	288,129	315,716
00:30 - 01:00	-	-	-	-	-	-	-	-	-	-	-	27,587	288,129	315,716
01:00 - 01:30	-	-	-	-	-	-	-	-	-	-	-	27,587	288,129	315,716
01:30 - 02:00	-	-	-	-	-	-	-	-	-	-	-	27,587	288,129	315,716
02:00 - 02:30	-	-	-	-	-	-	-	-	-	-	-	27,587	288,129	315,716
02:30 - 03:00	-	-	-	-	-	-	-	-	-	-	-	27,587	288,129	315,716
03:00 - 03:30	-	-	-	-	-	-	-	-	-	-	-	27,587	288,129	315,716
03:30 - 04:00	-	-	-	-	-	-	-	-	-	-	-	27,587	288,129	315,716
04:00 - 04:30	-	-	-	-	-	-	-	-	-	-	-	27,587	288,129	315,716
04:30 - 05:00	-	-	-	-	-	-	-	-	-	-	-	27,587	288,129	315,716
05:00 - 05:30	-	-	-	-	-	-	-	-	-	-	-	27,587	288,129	315,716
05:30 - 06:00	-	-	-	-	-	1,533	-	-	-	-	-	27,587	286,597	315,716
06:00 - 06:30	-	-	3,065	-	-	1,533	1,533	-	-	-	-	27,587	281,999	315,716
06:30 - 07:00	-	-	4,598	-	-	1,533	1,533	-	-	-	-	27,587	280,466	315,716
07:00 - 07:30	-	-	7,663	-	-	1,533	4,598	1,533	6,130	-	-	27,587	266,673	315,716
07:30 - 08:00	-	1,533	9,196	-	1,533	3,065	4,598	1,533	6,130	-	-	27,587	260,542	315,716
08:00 - 08:30	-	6,130	10,728	-	3,065	7,663	6,130	3,065	4,598	1,533	-	27,587	245,216	315,716
08:30 - 09:00	-	6,130	10,728	-	4,598	7,663	6,130	3,065	4,598	1,533	-	27,587	243,684	315,716
09:00 - 09:30	6,130	4,598	9,196	-	1,533	18,391	9,196	3,065	-	1,533	-	27,587	234,488	315,716
09:30 - 10:00	6,130	4,598	9,196	1,533	1,533	18,391	12,261	3,065	-	1,533	-	27,587	229,890	315,716
10:00 - 10:30	6,130	4,598	7,663	3,065	1,533	19,924	12,261	3,065	-	1,533	-	27,587	228,358	315,716
10:30 - 11:00	6,130	6,130	7,663	-	-	19,924	9,196	-	-	1,533	-	27,587	237,553	315,716
11:00 - 11:30	4,598	3,065	6,130	-	-	19,924	7,663	-	-	1,533	-	27,587	245,216	315,716
11:30 - 12:00	3,065	4,598	3,065	-	-	19,924	4,598	-	-	1,533	-	27,587	251,347	315,716
12:00 - 12:30	-	3,065	3,065	-	-	3,065	3,065	-	-	-	-	27,587	275,868	315,716
12:30 - 13:00	-	1,533	3,065	-	-	1,533	3,065	-	-	-	-	27,587	278,934	315,716
13:00 - 13:30	-	3,065	3,065	-	-	1,533	1,533	-	-	-	-	27,587	278,934	315,716
13:30 - 14:00	-	6,130	1,533	-	-	-	-	-	1,533	-	-	27,587	278,934	315,716
14:00 - 14:30	-	1,533	1,533	-	-	-	-	-	-	-	1,533	27,587	283,531	315,716
14:30 - 15:00	-	4,598	1,533	-	-	-	-	-	-	-	1,533	27,587	280,466	315,716
15:00 - 15:30	-	7,663	1,533	-	-	-	-	-	-	-	1,533	27,587	277,401	315,716
15:30 - 16:00	-	1,533	1,533	-	1,533	-	-	-	-	-	1,533	27,587	281,999	315,716
16:00 - 16:30	-	-	1,533	-	-	-	-	-	-	-	-	27,587	286,597	315,716
16:30 - 17:00	-	-	1,533	-	-	-	-	-	-	-	-	27,587	286,597	315,716
17:00 - 17:30	-	3,065	1,533	-	-	-	-	-	1,533	-	-	27,587	281,999	315,716
17:30 - 18:00	-	-	1,533	-	-	-	-	-	-	-	-	27,587	286,597	315,716
18:00 - 18:30	-	-	1,533	-	-	-	-	-	-	-	-	27,587	286,597	315,716
18:30 - 19:00	-	-	-	-	-	-	-	-	-	-	-	27,587	288,129	315,716
19:00 - 19:30	-	1,533	-	-	1,533	-	-	-	1,533	-	-	27,587	283,531	315,716
19:30 - 20:00	-	1,533	-	-	-	-	-	-	-	-	-	27,587	286,597	315,716
20:00 - 20:30	-	-	-	-	-	-	-	-	-	-	-	27,587	288,129	315,716
20:30 - 21:00	-	-	-	-	-	-	-	-	-	-	-	27,587	288,129	315,716
21:00 - 21:30	-	3,065	-	-	-	-	-	-	-	-	-	27,587	285,064	315,716
21:30 - 22:00	-	-	-	-	-	-	-	-	-	-	-	27,587	288,129	315,716
22:00 - 22:30	-	1,533	-	-	-	-	-	-	-	-	-	27,587	286,597	315,716
22:30 - 23:00	-	1,533	-	-	-	-	-	-	-	-	-	27,587	286,597	315,716
23:00 - 23:30	-	-	-	-	-	-	-	-	-	-	-	27,587	288,129	315,716
23:30 - 00:00	-	-	-	-	-	-	-	-	-	-	-	27,587	288,129	315,716

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

Note II: Timebands featuring a 'nil' listenership in the Table above have a radio listenership of less than 1,533 listeners (0.49%) on Saturday

Radio Audience on **SUNDAY**

✓ The most listened to timeband on Sunday is 09:30-10:00 on Calypso Radio 101.8FM (15,326 Radio Listeners).

Table 32 – Q14 – Radio Audience on SUNDAY – by Timeband (Multiple-Response Q) (n=263,608)

NOTE: Respondents were given the possibility of mentioning up to 3 radio stations they listened to on Sunday. For each mentioned radio station, they were asked to indicate all timebands listened to.

	Bay	Calypso Radio 101.8FM	Magic Malta	Net FM	ONE Radio	Radju Malta 1	Radju Marja	Smash Radio	Vibe HD	Radio 105	Foreign Station (any)	Did listen to any radio on the previous day/ No particular station/ Don't remember	Did not listen to radio during this timeslot	Total
00:00 - 00:30	-	-	-	-	-	-	-	-	-	-	1,533	35,250	226,825	263,608
00:30 - 01:00	-	-	-	-	-	-	-	-	-	-	1,533	35,250	226,825	263,608
01:00 - 01:30	-	-	-	-	-	-	-	-	-	-	1,533	35,250	226,825	263,608
01:30 - 02:00	-	-	-	-	-	-	-	-	-	-	1,533	35,250	226,825	263,608
02:00 - 02:30	-	-	-	-	-	-	-	-	-	-	1,533	35,250	226,825	263,608
02:30 - 03:00	-	-	-	-	-	-	-	-	-	-	1,533	35,250	226,825	263,608
03:00 - 03:30	-	-	-	-	-	-	-	-	-	-	1,533	35,250	226,825	263,608
03:30 - 04:00	-	-	-	-	-	-	-	-	-	-	1,533	35,250	226,825	263,608
04:00 - 04:30	-	-	-	-	-	-	-	-	-	-	1,533	35,250	226,825	263,608
04:30 - 05:00	-	-	-	-	-	-	-	-	-	-	1,533	35,250	226,825	263,608
05:00 - 05:30	-	-	-	-	-	-	-	-	-	-	1,533	35,250	226,825	263,608
05:30 - 06:00	-	-	-	-	-	-	-	-	-	-	1,533	35,250	226,825	263,608
06:00 - 06:30	-	3,065	-	-	-	-	1,533	-	-	-	-	35,250	223,760	263,608
06:30 - 07:00	-	3,065	-	-	-	-	1,533	1,533	-	-	-	35,250	222,228	263,608
07:00 - 07:30	-	4,598	-	-	-	1,533	3,065	-	3,065	1,533	-	35,250	214,565	263,608
07:30 - 08:00	-	4,598	-	-	-	1,533	1,533	-	6,130	-	-	35,250	214,565	263,608
08:00 - 08:30	1,533	10,728	-	-	3,065	3,065	6,130	-	3,065	-	-	35,250	200,771	263,608
08:30 - 09:00	1,533	10,728	-	-	3,065	3,065	6,130	-	4,598	-	-	35,250	199,239	263,608
09:00 - 09:30	3,065	12,261	-	-	3,065	3,065	6,130	-	3,065	-	-	35,250	197,706	263,608
09:30 - 10:00	4,598	15,326	-	-	3,065	3,065	4,598	-	-	-	-	35,250	197,706	263,608
10:00 - 10:30	1,533	10,728	-	-	4,598	1,533	1,533	-	1,533	-	-	35,250	206,902	263,608
10:30 - 11:00	4,598	7,663	-	-	4,598	1,533	1,533	-	1,533	-	-	35,250	206,902	263,608
11:00 - 11:30	3,065	4,598	-	-	3,065	1,533	1,533	-	-	-	-	35,250	214,565	263,608
11:30 - 12:00	1,533	3,065	-	-	3,065	1,533	1,533	-	1,533	-	-	35,250	216,097	263,608
12:00 - 12:30	1,533	-	-	-	1,533	1,533	1,533	-	1,533	-	-	35,250	220,695	263,608
12:30 - 13:00	-	-	-	-	-	1,533	-	-	1,533	-	-	35,250	225,293	263,608
13:00 - 13:30	-	-	-	-	-	1,533	-	-	-	-	-	35,250	226,825	263,608
13:30 - 14:00	-	-	-	-	-	1,533	-	-	-	-	-	35,250	223,760	263,608
14:00 - 14:30	-	-	-	-	-	1,533	1,533	-	1,533	-	-	35,250	223,760	263,608
14:30 - 15:00	1,533	-	-	-	-	1,533	1,533	-	-	-	-	35,250	222,228	263,608
15:00 - 15:30	1,533	-	-	-	-	1,533	1,533	-	1,533	-	-	35,250	222,228	263,608
15:30 - 16:00	1,533	-	-	-	-	-	-	-	-	-	-	35,250	226,825	263,608
16:00 - 16:30	3,065	-	-	-	-	-	-	-	3,065	-	-	35,250	222,228	263,608
16:30 - 17:00	1,533	-	-	-	-	-	-	-	3,065	-	-	35,250	223,760	263,608
17:00 - 17:30	3,065	-	1,533	-	-	-	-	-	1,533	-	-	35,250	222,228	263,608
17:30 - 18:00	1,533	-	-	-	-	-	-	-	1,533	-	-	35,250	225,293	263,608
18:00 - 18:30	3,065	-	-	-	-	-	1,533	-	1,533	-	-	35,250	222,228	263,608
18:30 - 19:00	-	-	-	1,533	-	-	-	-	-	-	-	35,250	226,825	263,608
19:00 - 19:30	-	4,598	-	-	-	-	-	-	-	-	-	35,250	222,228	263,608
19:30 - 20:00	1,533	4,598	-	1,533	-	-	-	-	-	-	-	35,250	220,695	263,608
20:00 - 20:30	-	4,598	-	1,533	-	-	-	-	-	-	-	35,250	222,228	263,608
20:30 - 21:00	-	6,130	-	-	-	-	-	-	1,533	-	-	35,250	220,695	263,608
21:00 - 21:30	-	3,065	-	-	-	-	-	-	-	-	-	35,250	225,293	263,608
21:30 - 22:00	-	3,065	-	-	-	-	-	-	1,533	-	-	35,250	223,760	263,608
22:00 - 22:30	-	3,065	-	-	1,533	-	-	-	-	-	1,533	35,250	222,228	263,608
22:30 - 23:00	-	3,065	-	-	-	-	-	-	1,533	-	1,533	35,250	222,228	263,608
23:00 - 23:30	-	-	-	-	-	-	-	-	3,065	-	1,533	35,250	223,760	263,608
23:30 - 00:00	-	-	-	-	-	1,533	-	-	1,533	-	1,533	35,250	223,760	263,608

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

Note II: Timebands featuring a 'nil' listenership in the Table above have a radio listenership of less than 1,533 listeners (0.58%) on Sunday.

9.8 Average Daily Radio Listenership – [Q14]

Research Findings in Detail

Tables below illustrate details on the above research findings.

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

- ✓ The highest population **daily average audience shares** were obtained by **ONE Radio and Calypso Radio 101.8FM** on various weekdays, namely (average daily audience shares in figures and percentages):
 - **ONE Radio:** Monday: 3353 (19.8%), Tuesday: 5268 (25.7%), Thursday: 3257 (25.4%) and Saturday: 3065 (26.9%)
 - **Calypso Radio 101.8FM:** Wednesday: 3991 (23.7%), Friday: 3448 (23.9%) and Sunday: 2554 (34.2%).

- ✓ The local radio station with **the highest weekly average percentage audience share** is Calypso Radio 101.8FM standing at 21.3%, followed by One Radio (20.4%), Radju Malta 1 (14.7%) and Bay (13.6%).

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

	103	Bay	Bay Easy	Calypso Radio 101.8FM	Campus FM	Magic Malta	Net FM	ONE Radio	Radju Malta 1	Radju Malta 2	Radju Marija	Smash Radio	Vibe HD	Radju BKR	Radju Bambina	Radju Lehen il-Belt Victoria	Radio 105	Radju Margerita	Foreign Station (any)
Monday	0	2,618	224	2,906	96	351	2,586	3,353	2,267	0	479	192	1,596	0	64	0	0	224	0
Tuesday	0	3,321	192	1,341	383	224	894	5,268	4,247	0	1,660	255	2,395	0	0	0	0	0	319
Wednesday	734	3,065	96	3,991	255	224	479	2,171	2,459	0	2,012	64	1,277	0	0	0	0	0	32
Thursday	255	1,405	192	2,937	607	0	1,309	3,257	1,405	255	575	64	543	0	0	0	0	0	0
Friday	0	1,086	0	3,448	415	575	415	3,416	2,586	0	255	64	1,884	0	0	64	0	0	224
Saturday	671	1,724	0	2,363	0	96	351	3,065	1,820	0	383	0	543	255	0	0	0	0	128
Sunday	0	862	0	2,554	0	32	128	639	702	0	926	32	1,054	0	0	0	32	0	511

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

	103	Bay	Bay Easy	Calypso Radio 101.8FM	Campus FM	Magic Malta	Net FM	ONE Radio	Radju Malta 1	Radju Malta 2	Radju Marija	Smash Radio	Vibe HD	Radju BKR	Radju Bambina	Radju Lehen il-Belt Victoria	Radio 105	Radju Margerita	Foreign Station (any)
Monday	0.0%	15.4%	1.3%	17.1%	0.6%	2.1%	15.3%	19.8%	13.4%	0.0%	2.8%	1.1%	9.4%	0	0	0	0	0	0
Tuesday	0.0%	16.2%	0.9%	6.5%	1.9%	1.1%	4.4%	25.7%	20.7%	0.0%	8.1%	1.2%	11.7%	0	0	0	0	0	0
Wednesday	4.4%	18.2%	0.6%	23.7%	1.5%	1.3%	2.8%	12.9%	14.6%	0.0%	11.9%	0.4%	7.6%	0	0	0	0	0	0
Thursday	2.0%	11.0%	1.5%	22.9%	4.7%	0.0%	10.2%	25.4%	11.0%	2.0%	4.5%	0.5%	4.2%	0	0	0	0	0	0
Friday	0.0%	7.5%	0.0%	23.9%	2.9%	4.0%	2.9%	23.7%	17.9%	0.0%	1.8%	0.4%	13.1%	0	0	0	0	0	0
Saturday	5.9%	15.1%	0.0%	20.7%	0.0%	0.8%	3.1%	26.9%	16.0%	0.0%	3.4%	0.0%	4.8%	0	0	0	0	0	0
Sunday	0.0%	11.5%	0.0%	34.2%	0.0%	0.4%	1.7%	8.5%	9.4%	0.0%	12.4%	0.4%	14.1%	0	0	0	0	0	0
Average	1.7%	13.6%	0.6%	21.3%	1.7%	1.4%	5.8%	20.4%	14.7%	0.3%	6.4%	0.6%	9.3%	0.3%	0.1%	0.1%	0.1%	0.2%	1.6%

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

Note II: Radio stations with a “zero/0%” audience on a particular weekday in the Table above denotes that their listenership (on that day) was too low to be captured.

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

- ✓ 96.4% of all radio listeners (1238 respondents) **did not listen to any local radio programmes on demand** during the previous 7 days.
- ✓ Only 3.6% (47 respondents) **listened to local radio programmes on demand**.
- ✓ **Nghiduha Kif Inhi (Indri)** on NET FM and **Andrew Azzopardi on 103** are the two most programmes listened to on demand in the previous 7 days, with 19% (9 respondents) and 14.3% (7 respondents) respectively.

Research Findings in Detail

Tables below illustrate details on the above research findings.

Table 33.1 – Q15 – Having listened to local radio programmes on demand in the previous 7 days – by Age & Gender (n=1285)

Counts Break % Respondents	Total	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	1285	135	193	175	184	206	215	177	678	607
Yes	47 3.6%	7 4.9%	11 5.7%	9 5.1%	2 1.2%	7 3.2%	11 5.2%	- -	33 4.9%	13 2.2%
No	1238 96.4%	128 95.1%	182 94.3%	166 94.9%	182 98.8%	199 96.8%	204 94.8%	177 100.0%	645 95.1%	594 97.8%

Table 33.3 – Q15 – Local programmes listened to on demand in the previous 7 days – by Age & Gender (Multiple-Response Q) (n=47)

Counts Break % Respondents	Total	Age						Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	Male	Female
Total	47	7	11	9	2	7	11	33	13
Nghiduha Kif Inhi (Indri - NET FM)	9 19.0%	-	2 20.0%	2 25.0%	-	2 33.3%	2 20.0%	9 26.7%	-
Andrew Azzopardi on 103	7 14.3%	-	-	-	-	4 66.7%	2 20.0%	4 13.3%	2 16.7%
Bay Breakfast with Daniel & Ylenia	7 14.3%	2 33.3%	2 20.0%	-	-	-	2 20.0%	7 20.0%	-
The Drive Vibe with Nate, Frank & Rossi	7 14.3%	4 66.7%	-	2 25.0%	-	-	-	2 6.7%	4 33.3%
Ir-Rumanz (One)	4 9.5%	-	-	4 50.0%	-	-	-	2 6.7%	2 16.7%
The Morning Vibe with Abel, JD & Martina	4 9.5%	-	4 40.0%	-	-	-	-	4 13.3%	-
Carlo's Breakfast Cafe	2 4.8%	-	-	-	-	-	2 20.0%	2 6.7%	-
Linja Diretta (Manuel Cuschieri)	2 4.8%	-	-	-	-	-	2 20.0%	2 6.7%	-
Ride Home (Dorian & Amber)	2 4.8%	-	2 20.0%	-	-	-	-	2 6.7%	-
The 103 Morning Show with Arthur, Ian & Angele	2 4.8%	-	-	-	-	-	2 20.0%	-	2 16.7%
Christine Delicata - Ghal Kulhadd	2 4.8%	-	-	-	2 100.0%	-	-	-	2 16.7%

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

- ✓ 91.7% (1178 respondents) of all radio listeners use the **radio set** (at home, office, in car, etc) as one of the radio reception services for listening to radio. This is the most used radio reception service by radio listeners across all age groups.
- ✓ 5% (64 respondents) use **DAB+** as one of the radio reception services for listening to radio, with this being mostly used by radio listeners aged 12 – 50 years.

Research Findings in Detail

Tables below illustrate details on the above research findings.

Table 34.1 – Q16 – Type(s) of radio reception services used for listening to radio – by Age & Gender (Multiple-Response Q) (n=1285)

NOTE: The %s below refer to the number of respondents and NOT to the number of responses, hence they do not total up to 100%

Counts Break % Respondents	Total	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	1285	135	193	175	184	206	215	177	678	607
Radio set (at home, office, in car)	1178 91.7%	122 90.2%	171 88.5%	153 87.3%	166 90.4%	195 94.6%	202 93.8%	171 96.3%	636 93.8%	543 89.4%
DAB+	104 8.1%	18 13.1%	16 8.0%	27 15.2%	18 9.6%	4 2.2%	16 7.2%	7 3.8%	51 7.5%	53 8.8%
Other (Streaming on PC, laptop, mobile, tablet)	64 5.0%	7 4.9%	16 8.0%	7 3.8%	7 3.6%	13 6.5%	11 5.2%	4 2.5%	40 5.9%	24 4.0%
TV set	29 2.2%	-	4 2.3%	9 5.1%	2 1.2%	4 2.2%	4 2.1%	4 2.5%	13 2.0%	16 2.6%

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

Note: Radio listeners who said that they do not use DAB+ to listen to radio stations were not asked this question. Hence the total number of radio listeners’ responses for this question totals 104.

- ✓ The most listened to local radio stations on DAB+ are **Bay** and **Vibe HD** with 34% (35 respondents) each, respectively.

Research Findings in Detail

Tables below illustrate details on the above research findings.

Table 35.1 – Q17 – Local stations listened to on DAB+ – by Age & Gender (Multiple-Response Q) (n=81)

NOTE: The %s below refer to the number of respondents and NOT to the number of responses, hence they do not total up to 100%

Counts Break % Respondents	Total	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	104	18	16	27	18	4	16	7	51	53
Bay 89.7	35 34.0%	13 75.0%	7 42.9%	7 25.0%	9 50.0%	-	-	-	16 30.4%	20 37.5%
Vibe HD	35 34.0%	7 37.5%	7 42.9%	13 50.0%	7 37.5%	-	2 14.3%	-	18 34.8%	18 33.3%
ONE Radio	11 10.6%	-	-	-	-	2 50.0%	7 42.9%	2 33.3%	9 17.4%	2 4.2%
Radju Malta 1	11 10.6%	-	-	-	2 12.5%	-	9 57.1%	-	4 8.7%	7 12.5%
Bay Easy	9 8.5%	2 12.5%	2 14.3%	4 16.7%	-	-	-	-	2 4.3%	7 12.5%
Foreign stations (no need to specify)	7 6.4%	-	-	2 8.3%	-	2 50.0%	-	2 33.3%	4 8.7%	2 4.2%
Magic Malta	4 4.3%	-	-	-	4 25.0%	-	-	-	2 4.3%	2 4.2%
103 (Malta’s Heart)	4 4.3%	-	-	2 8.3%	-	-	-	2 33.3%	-	4 8.3%

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

All radio listeners interviewed were asked to make suggestions on how local radio may be improved. Most respondents gave a 'no suggestions/don't know' response, however they also proposed the following suggestions, which, in their majority, were also proposed in the most recent audience survey (November 2021).

<i>Radio Listeners' Suggestions on improving Local Radio</i>
<p>12-20 yrs</p> <ul style="list-style-type: none"> ✓ Note: most radio listener respondents gave a 'none/don't know' response ✓ More varied songs (i.e. less song repetition) ✓ More competitions offered ✓ More modern music ✓ More sports updates ✓ Presenters should possess better Maltese diction
<p>21-30 yrs</p> <ul style="list-style-type: none"> ✓ Note: most radio listener respondents gave a 'none/don't know' response ✓ Less advert commercials ✓ More varied music mix ✓ More varied songs (i.e. less song repetition) ✓ Music aired in the evening should target various cohorts (not just party or rock music) ✓ Jay and Corrine should return to XFM
<p>31-40 yrs</p> <ul style="list-style-type: none"> ✓ Note: most radio listener respondents gave a 'none/don't know' response ✓ More varied programme mix ✓ More varied songs (i.e. less song repetition) ✓ Radio sound should be clearer ✓ More sports updates ✓ Less talking, more music
<p>41-50 yrs</p> <ul style="list-style-type: none"> ✓ Note: most radio listener respondents gave a 'none/don't know' response ✓ More news updates

- ✓ More varied music mix
- ✓ Less advert commercials
- ✓ Less magazine programmes (ex. cooking, addressing illnesses, etc.)

51-60 yrs

- ✓ **Note:** most radio listener respondents gave a ‘none/don’t know’ response
- ✓ More varied music mix
- ✓ More varied songs (i.e. less song repetition)
- ✓ Less advert commercials
- ✓ More educational programmes
- ✓ More discussion programmes, less music programmes
- ✓ Radio presenters should use better Maltese diction

61-70 yrs

- ✓ **Note:** most radio listener respondents gave a ‘none/don’t know’ response
- ✓ Overall, local radio content is very good
- ✓ More varied music mix
- ✓ More varied songs (i.e. less song repetition)
- ✓ Discussion programmes should be moderated well (ex. guest speakers not to speak on top of each other)
- ✓ Some radio stations are too political
- ✓ Less advert commercials
- ✓ Radio presenters should use better Maltese diction
- ✓ Better news updates; currently very poor

71+ yrs

- ✓ **Note:** most radio listener respondents gave a ‘none/don’t know’ response
- ✓ Overall, local radio content is very good
- ✓ More varied programme mix
- ✓ More religious programmes
- ✓ Less advert commercials
- ✓ Radio presenters should use better Maltese diction
- ✓ Radio sound in Mellieha is very poor; Italian radio stations take over

10. ONLINE VIEWERSHIP – FINDINGS

10.1 Introduction

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

- ✓ 83% (1743 respondents), of all Maltese residents, **do not watch any Maltese programmes that are solely produced for online portals.** This finding is more evident with individuals aged 31+ years.
- ✓ The remaining 17% (357 respondents) **watch online Maltese programmes.** The younger age cohorts (12-30 years), seem more inclined to watch these online Maltese programmes than the older cohorts.

Research Findings in Detail

Tables below illustrate details on the above research findings.

Exhibit 5 – Q18 - Online viewers/non viewers

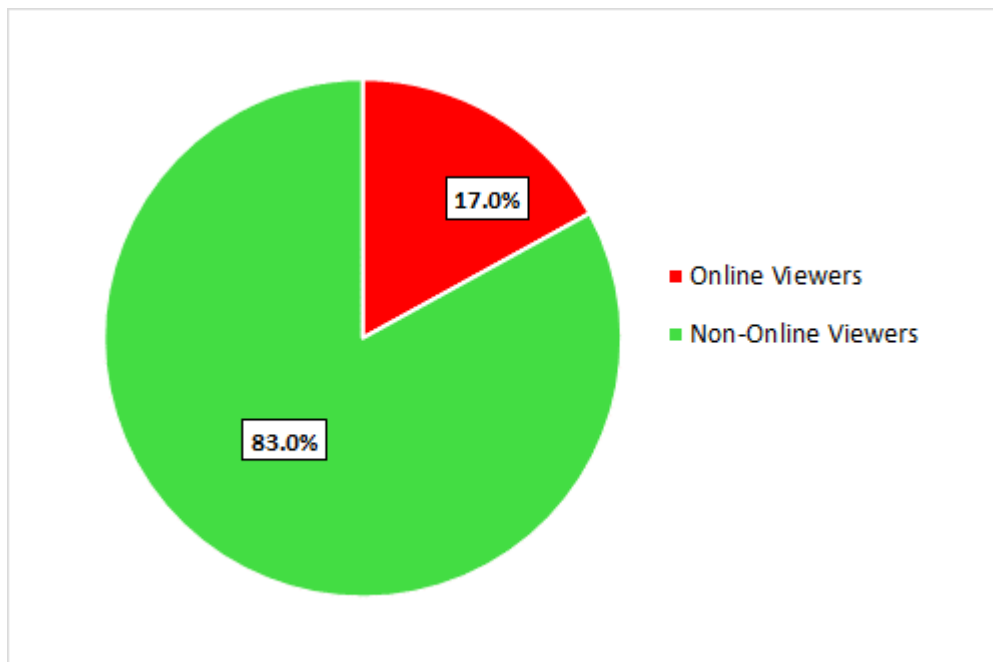


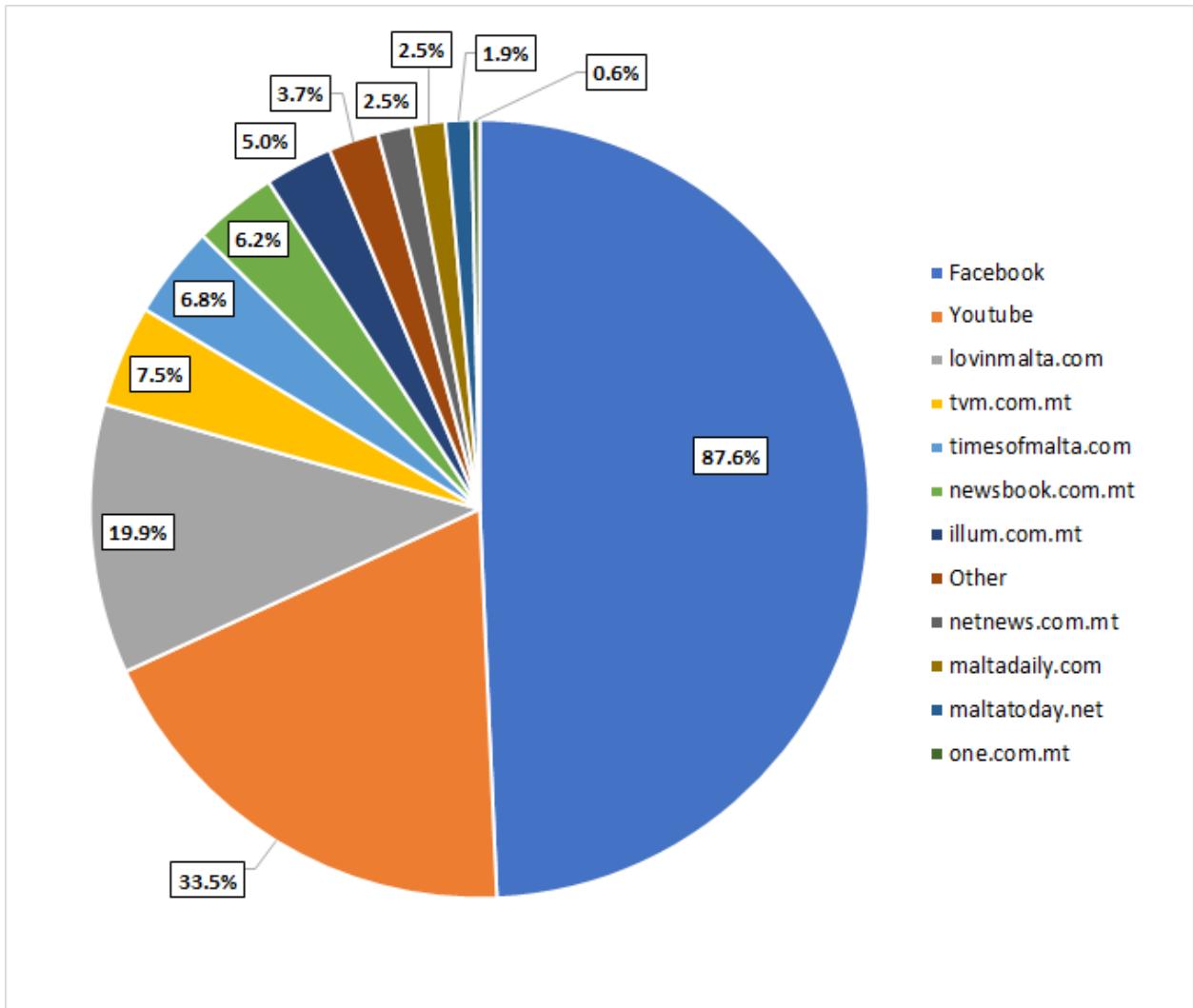
Table 36 – Q18 - Online viewers/non viewers – by Age & Gender

Counts Break % Respondents	Total	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	2100	244	310	259	310	350	326	301	1105	995
Yes	357 17.0%	124 50.9%	109 35.0%	51 19.7%	31 10.0%	24 7.0%	9 2.7%	9 2.9%	208 18.8%	148 14.9%
No	1743 83.0%	120 49.1%	202 65.0%	208 80.3%	279 90.0%	326 93.0%	317 97.3%	292 97.1%	897 81.2%	846 85.1%

Exhibit 6 – Q19 – Online portal/s or platform/s used for watching Maltese programmes online (Multiple-Response Q) (n=357)

NOTE: The %s below refer to the number of respondents and NOT to the number of responses, hence they do not total up to 100%

NOTE II: % figures illustrated below are derived from Table 37.1 (Section 10.2)



This Section gives details on the online viewership of the 357 individuals who watch online Maltese programmes, more specifically on:

- [a]. Online portal/s or platform/s used for watching online Maltese programmes – [Q19]
- [b]. Most used device for watching preferred programme online – [Q20]
- [c]. Most preferred programme online – [Q21]
- [d]. Daily average time of local online programmes consumption: on weekdays
(Monday – Thursday) – [Q22]
- [e]. Daily average time of local online programmes consumption: in the weekend
(Friday – Sunday) – [Q23]

Salient Research Findings

The salient findings for the above research areas now follow.

10.2 Online portal/s or platform/s used for watching Maltese programmes online – [Q19]

- ✓ **Facebook** is the most used platform for watching online Maltese programmes, with 87.6% (312 respondents) of all 357 online viewers mentioning it as one of the online platforms used for watching Maltese programmes online. This finding is evident across all age cohorts.
- ✓ Following, 33.5% (124 respondents) use **Youtube** for watching online Maltese programmes.
- ✓ A further 19.9% (71 respondents) **lovinmalta.com** to watch online Maltese programmes.
- ✓ **Note:** These findings must be interpreted with caution, given the low number of responses.

Research Findings in Detail

Tables below illustrate details on the above research findings.

Table 37.1 – Q19 – Online portal/s or platform/s used for watching Maltese programmes online – by Age & Gender (Multiple-Response Q) (n=357)

NOTE: The %s below refer to the number of respondents and NOT to the number of responses, hence they do not total up to 100%

Counts Break % Respondents	Total	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	357	124	109	51	31	24	9	9	208	148
Facebook	312 87.6%	109 87.5%	95 87.8%	47 91.3%	29 92.9%	18 72.7%	7 75.0%	9 100.0%	179 86.2%	133 89.6%
Youtube	124 34.8%	51 41.1%	42 38.8%	11 21.7%	4 14.3%	13 54.5%	2 25.0%	- -	91 43.6%	33 22.4%
lovinmalta.com	71 19.9%	33 26.8%	20 18.4%	9 17.4%	2 7.1%	4 18.2%	2 25.0%	- -	44 21.3%	27 17.9%
tvm.com.mt	27 7.5%	13 10.7%	9 8.2%	- -	2 7.1%	2 9.1%	- -	- -	20 9.6%	7 4.5%
timesofmalta.com	24 6.8%	11 8.9%	4 4.1%	4 8.7%	2 7.1%	2 9.1%	- -	- -	13 6.4%	11 7.5%
newsbook.com.- mt	22 6.2%	11 8.9%	4 4.1%	- -	- -	- -	7 75.0%	- -	18 8.5%	4 3.0%
illum.com.mt	18 5.0%	4 3.6%	9 8.2%	2 4.3%	- -	- -	2 25.0%	- -	13 6.4%	4 3.0%
netnews.com.mt	9 2.5%	4 3.6%	2 2.0%	- -	- -	2 9.1%	- -	- -	4 2.1%	4 3.0%
maltadaily.com	9 2.5%	4 3.6%	4 4.1%	- -	- -	- -	- -	- -	4 2.1%	4 3.0%
maltatoday.net	7 1.9%	4 3.6%	2 2.0%	- -	- -	- -	- -	- -	2 1.1%	4 3.0%
one.com.mt	2 0.6%	- -	2 2.0%	- -	- -	- -	- -	- -	2 1.1%	- -

10.3 Most used device for watching preferred programme online – [Q20]

- ✓ **Mobile** is the most used device for online viewers to watch their preferred programme online, with 90.1% (321 respondents) indicating this device as their most used device. Mobile is the most used device across all age cohorts and gender.
- ✓ Following, 5% (18 respondents) of online viewers use **laptop** and **tablet**, respectively.
- ✓ **Note:** These findings should be interpreted with caution, given the low number of responses.

Research Findings in Detail

Tables below illustrate details on the above research findings.

Table 38.1 – Q20 – Most used device for watching preferred programme online – by Age & Gender (n=357)

Counts Break % Respondents	Total	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	357	124	109	51	31	24	9	9	208	148
Mobile	321 90.1%	122 98.2%	104 95.9%	42 82.6%	27 85.7%	18 72.7%	7 75.0%	2 25.0%	184 88.3%	137 92.5%
Tablet	18 5.0%	- -	2 2.0%	2 4.3%	- -	7 27.3%	2 25.0%	4 50.0%	9 4.3%	9 6.0%
Laptop	18 5.0%	2 1.8%	2 2.0%	7 13.0%	4 14.3%	- -	- -	2 25.0%	16 7.4%	2 1.5%

10.4 Most preferred programme online – [Q21]

- ✓ 39.8% (142 respondents) of all online viewers **do not have a preferred local online programme**, while 9.3% (33 respondents) have more than one preferred programme.
- ✓ **Jon Mallia Podcast/ Jon Jispjega/ Jon Mallia** programmes are preferred by 18.7% (67 respondents) of online viewers.
- ✓ **Lovin Malta** is preferred by 18.6% (66 respondents) of online viewers.
- ✓ **Note:** Once again, these findings should be interpreted with caution, given the low number of responses.

Research Findings in Detail

Tables below illustrate details on the above research findings.

Counts Break % Respondents	Total	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	357	124	109	51	31	24	9	9	208	148
No preferred programme	142 39.8%	62 50.0%	49 44.9%	13 26.1%	11 35.7%	2 9.1%	- -	4 50.0%	86 41.5%	55 37.3%
Lovin Malta	66 18.6%	20 16.1%	18 16.3%	18 34.8%	4 14.3%	7 27.3%	- -	- -	29 13.8%	38 25.4%
More than one preferred programme	33 9.3%	16 12.5%	16 14.3%	- -	- -	- -	2 25.0%	- -	18 8.5%	16 10.4%
Jon Jispjega	29 8.1%	9 7.1%	2 2.0%	9 17.4%	7 21.4%	2 9.1%	- -	- -	20 9.6%	9 6.0%
Jon Mallia Podcast	27 7.5%	11 8.9%	11 10.2%	- -	2 7.1%	- -	- -	2 25.0%	16 7.4%	11 7.5%
Newsbook Videos	20 5.6%	2 1.8%	2 2.0%	7 13.0%	4 14.3%	2 9.1%	2 25.0%	- -	13 6.4%	7 4.5%
Pepp Talk/ Xarabank	16 4.3%	2 1.8%	2 2.0%	2 4.3%	2 7.1%	7 27.3%	- -	- -	11 5.3%	4 3.0%
Jon Mallia Programme	11 3.1%	2 1.8%	4 4.1%	2 4.3%	- -	- -	- -	2 25.0%	9 4.3%	2 1.5%
Mass & Rosary	9 2.5%	- -	- -	- -	- -	4 18.2%	4 50.0%	- -	2 1.1%	7 4.5%
Kaxxaturi	4 1.2%	- -	4 4.1%	- -	- -	- -	- -	- -	4 2.1%	- -

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

- ✓ 43.5% (155 respondents) of all online viewers, on average, watch **15 – 30 minutes** of local online programmes per day on weekdays.
- ✓ A further 23.6% (84 respondents) on average watch **less than 15 minutes** of local online programmes per day on weekdays.
- ✓ A further 26.7% (95 respondents) watch an average of **1 – 2 hours** of local online programmes per day on weekdays. This finding emerged across all age cohorts.
- ✓ **Note:** these findings should be interpreted with caution, given the low number of responses.

Research Findings in Detail

Tables below illustrate details on the above research findings.

Table 40.1 – Q22 – Daily average time of local online programmes consumption: on weekdays (Monday – Thursday) – by Age & Gender (n=357)

Counts Break % Respondents	Total	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	357	124	109	51	31	24	9	9	208	148
Less than 15 minutes	84 23.6%	33 26.8%	29 26.5%	16 30.4%	2 7.1%	4 18.2%	- -	- -	51 24.5%	33 22.4%
Bet 15 – 30 minutes	155 43.5%	47 37.5%	49 44.9%	20 39.1%	20 64.3%	11 45.5%	2 25.0%	7 75.0%	75 36.2%	80 53.7%
Bet 1 – 2 hours	95 26.7%	38 30.4%	27 24.5%	13 26.1%	7 21.4%	4 18.2%	4 50.0%	2 25.0%	66 31.9%	29 19.4%
2+ hours	20 5.6%	4 3.6%	4 4.1%	2 4.3%	2 7.1%	4 18.2%	2 25.0%	- -	13 6.4%	7 4.5%
Not always the same	2 0.6%	2 1.8%	- -	- -	- -	- -	- -	- -	2 1.1%	- -

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

- ✓ Just over 1 in 3 (36.6% - 131 respondents) of all online viewers spend **15 – 30 minutes per day** watching local online programmes in the weekend.
- ✓ A further 29.2% (104 respondents) spend an average of **1 – 2 hours per day** watching local online programmes in the weekend.
- ✓ 22.4% (80 respondents) spend **less than 15 minutes per day** watching local online programmes, on average.
- ✓ **Note:** these findings should be interpreted with caution, given the low number of responses.

Research Findings in Detail

Tables below illustrate details on the above research findings.

Table 41.1 – Q23 – Daily average time of local online programmes consumption: in the weekend (Friday – Sunday) – by Age & Gender (n=357)

Counts Break % Respondents	Total	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	357	124	109	51	31	24	9	9	208	148
Less than 15 minutes	80 22.4%	27 21.4%	31 28.6%	9 17.4%	7 21.4%	7 27.3%	- -	- -	40 19.1%	40 26.9%
Bet 15 – 30 minutes	131 36.6%	35 28.6%	35 32.7%	24 47.8%	16 50.0%	11 45.5%	2 25.0%	7 75.0%	69 33.0%	62 41.8%
Bet 1 – 2 hours	104 29.2%	40 32.1%	31 28.6%	11 21.7%	9 28.6%	7 27.3%	4 50.0%	2 25.0%	73 35.1%	31 20.9%
2+ hours	38 10.6%	18 14.3%	11 10.2%	7 13.0%	- -	- -	2 25.0%	- -	22 10.6%	16 10.4%
Not always the same	4 1.2%	4 3.6%	- -	- -	- -	- -	- -	- -	4 2.1%	- -

11. PREFERRED SOURCE FOR LOCAL NEWS – FINDINGS

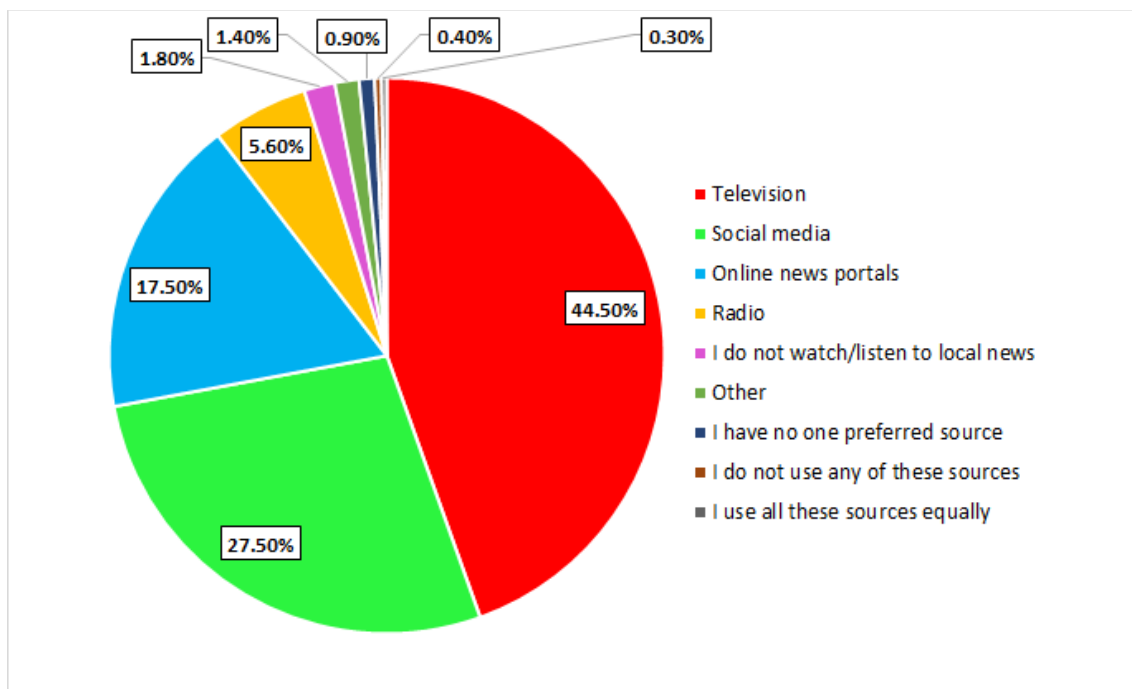
11.1 Introduction

- ✓ **Television** is the preferred source for local news by 44.5% (935 respondents) of all Maltese residents. This source is particularly popular amongst individuals aged 41+ years.
- ✓ **Social media** is preferred by 28.1% (589 respondents). Social media users are largely the younger cohorts aged up to 40 years.
- ✓ More detailed findings may be found in **Section 11.2** below.

Research Findings in Detail

Tables below illustrate details on the above research findings.

Exhibit 7 – Preferred Source for Local News
 NOTE: % figures illustrated below are derived from Table 42



This Section gives details on the preferred source of local news by individuals who follow local news, more specifically on:

- [a]. Preferred source to obtain local news – **[Q24]**
- [b]. Preferred local TV station to watch local news
(for the 842 local news followers who prefer this source) – **[Q25]**
- [c]. Preferred local radio station to listen to local news
(for the 87 local news followers who prefer this source) – **[Q26]**
- [d]. Preferred local news portal to follow local news
(for the 465 local news followers who prefer this source) – **[Q27]**

Salient Research Findings

The salient findings for the above research areas now follow.

11.2 Preferred source to obtain local news – [Q24]

- ✓ **Television** is the preferred source for local news by 44.5% (935 respondents) of all Maltese residents. This source is particularly popular amongst individuals aged 41+ years.
- ✓ **Social media** is preferred by 28.1% (589 respondents). Social media users are largely the younger cohorts aged up to 40 years.
- ✓ 17.5% (368 respondents) prefer **online news portals**, which is also a preferred source amongst the younger cohorts (12 – 40 years).
- ✓ **Radio** is preferred by 5.6% (117 respondents).

Research Findings in Detail

Tables below illustrate details on the above research findings.

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

Counts Break % Respondents	Total	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	2100	244	310	259	310	350	326	301	1105	995
Television	935 44.5%	29 11.8%	53 17.1%	69 26.5%	153 49.3%	213 60.8%	197 60.5%	222 73.5%	452 40.9%	483 48.6%
Social Media	589 28.1%	146 60.0%	173 55.7%	95 36.8%	73 23.6%	60 17.1%	27 8.2%	16 5.1%	323 29.3%	266 26.7%
Online news portals	368 17.5%	53 21.8%	66 21.4%	84 32.5%	58 18.6%	35 10.1%	44 13.6%	27 8.8%	224 20.2%	144 14.5%
Radio	117 5.6%	- -	4 1.4%	4 1.7%	16 5.0%	27 7.6%	40 12.2%	27 8.8%	60 5.4%	58 5.8%
I do not watch/listen to local news	40 1.9%	7 2.7%	2 0.7%	- -	4 1.4%	9 2.5%	11 3.4%	7 2.2%	16 1.4%	24 2.4%
I do not use any of these sources	24 1.2%	4 1.8%	4 1.4%	2 0.9%	4 1.4%	4 1.3%	4 1.4%	- -	11 1.0%	13 1.3%
I have no one preferred source	20 0.9%	4 1.8%	2 0.7%	4 1.7%	- -	2 0.6%	2 0.7%	4 1.5%	16 1.4%	4 0.4%
I use all these sources equally	7 0.3%	- -	4 1.4%	- -	2 0.7%	- -	- -	- -	4 0.4%	2 0.2%

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

Note: This question was only asked to the **individuals who mentioned ‘Television’** as their preferred source for obtaining local news. Hence the total number of individual responses for this question totals 935.

- ✓ 55% (514 respondents) of all respondents whose preferred source for obtaining local news is ‘Television’, mentioned **TVM** as their most preferred local TV station for watching local news. TVM is the most preferred station for local news by individuals across all age groups.
- ✓ **ONE** is the second most preferred local TV station for watching local news, with 24.9% (233 respondents) mentioning this station as their preferred local station for watching local news. ONE is mostly popular with TV viewers aged 31+ years.
- ✓ **NET TV** is the third most preferred local TV station for watching local news, and this was mentioned by 11.4% (106 respondents) as the preferred local TV station for watching local news.

Research Findings in Detail

Tables below illustrate details on the above research findings.

Table 44.1 – Q25 – Preferred local TV station to watch local news – by Age & Gender (n=935)

Counts Break % Respondents	Total	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	935	29	53	69	153	213	197	222	452	483
TVM	514 55.0%	24 84.6%	40 75.0%	40 58.1%	89 58.0%	124 58.3%	102 51.7%	95 43.0%	239 52.9%	275 56.9%
ONE	233 24.9%	4 15.4%	9 16.7%	20 29.0%	42 27.5%	47 21.9%	47 23.6%	64 29.0%	124 27.5%	109 22.5%
NET TV	106 11.4%	-	4 8.3%	7 9.7%	13 8.7%	24 11.5%	18 9.0%	40 18.0%	47 10.3%	60 12.4%
TVM NEWS+	40 4.3%	-	-	-	2 1.4%	7 3.1%	13 6.7%	18 8.0%	11 2.5%	29 6.0%
I watch different TV stations equally to watch news	22 2.4%	-	-	2 3.2%	4 2.9%	7 3.1%	7 3.4%	2 1.0%	18 3.9%	4 0.9%
I have no preferred TV station to watch news	13 1.4%	-	-	-	2 1.4%	2 1.0%	7 3.4%	2 1.0%	11 2.5%	2 0.5%
F Living	2 0.2%	-	-	-	-	-	2 1.1%	-	-	2 0.5%
Parliament TV	2 0.2%	-	-	-	-	-	2 1.1%	-	-	2 0.5%
I do not use local TV stations to watch news	2 0.2%	-	-	-	-	2 1.0%	-	-	2 0.5%	-

11.4 Preferred local radio station to listen to local news – [Q26]

Note: This question was only asked to the individuals who mentioned ‘Radio’ as their preferred source for obtaining local news. Hence the total number of individual responses for this question totals 117.

- ✓ 41.5% (49 respondents) of individuals whose preferred source for obtaining local news is ‘Radio’, mentioned **Radju Malta 1** as their most preferred local radio station.
- ✓ 20.8% (24 respondents) prefer **ONE Radio** as their most preferred source for obtaining local news.
- ✓ 11.3% (13 respondents) mentioned **Calypso Radio 101.8FM** as their most preferred local radio to obtaining local news.
- ✓ **Note:** Due to the low number of responses, these findings should be interpreted with caution.

Research Findings in Detail

Tables below illustrate details on the above research findings.

Table 45.1 – Q26 – Preferred local radio station to listen to local news – by Age & Gender (n=117)

Counts Break % Respondents	Total	Age						Gender	
		21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	117	4	4	16	27	40	27	60	58
Radju Malta (93.7)	49 41.5%	-	2 50.0%	7 42.9%	11 41.7%	11 27.8%	18 66.7%	29 48.1%	20 34.6%
ONE Radio (92.7)	24 20.8%	2 50.0%	-	-	9 33.3%	9 22.2%	4 16.7%	18 29.6%	7 11.5%
Calypso Radio 101.8FM (101.8)	13 11.3%	-	-	2 14.3%	4 16.7%	7 16.7%	-	4 7.4%	9 15.4%
Net FM (101.0)	11 9.4%	-	-	2 14.3%	-	7 16.7%	2 8.3%	2 3.7%	9 15.4%
103 (103.0)	7 5.7%	-	-	-	-	4 11.1%	2 8.3%	2 3.7%	4 7.7%
I have no preferred radio station to listen to news	4 3.8%	-	-	2 14.3%	-	2 5.6%	-	4 7.4%	-
Radju Malta 2 (105.9)	2 1.9%	-	-	2 14.3%	-	-	-	-	2 3.8%
Bay Radio (89.7)	2 1.9%	-	-	-	2 8.3%	-	-	-	2 3.8%
Vibe FM (88.7)	2 1.9%	-	2 50.0%	-	-	-	-	-	2 3.8%
I listen to different radio stations equally to listen to news	2 1.9%	2 50.0%	-	-	-	-	-	-	2 3.8%

11.5 Preferred local web news portal to follow local news – [Q27]

Note: This question was only asked to the **individuals who mentioned ‘Online news portals’** as their preferred source for obtaining local news. Hence the total number of individual responses for this question totals 368.

- ✓ Just over half of all individuals (51.8% - 190 respondents), who prefer local news portals for following local news, mentioned **timesomalta.com** as their preferred local news portal, making it the most preferred local news portal for following local news across all age groups and gender.
- ✓ Following, **tvm.com.mt** is the second most preferred local news portal for following local news, with 9.6% (35 respondents) mentioning this as their preferred local news portal.

Research Findings in Detail

Tables below illustrate details on the above research findings.

Table 46.1 – Q27 – Preferred local news portal to follow local news – by Age & Gender (n=368)

Counts Break % Respondents	Total	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	368	53	66	84	58	35	44	27	224	144
timesomalta.com	190 51.8%	31 58.3%	33 50.0%	51 60.5%	31 53.8%	16 43.8%	16 35.0%	13 50.0%	122 54.5%	69 47.7%
tvm.com.mt	35 9.6%	7 12.5%	13 20.0%	9 10.5%	7 11.5%	- -	- -	- -	20 8.9%	16 10.8%
I follow different online portals equally to watch news	33 9.0%	7 12.5%	9 13.3%	4 5.3%	4 7.7%	4 12.5%	2 5.0%	2 8.3%	22 9.9%	11 7.7%
newsbook.com.mt	22 6.0%	2 4.2%	- -	- -	- -	4 12.5%	11 25.0%	4 16.7%	7 3.0%	16 10.8%
maltatoday.net	20 5.4%	2 4.2%	2 3.3%	- -	7 11.5%	4 12.5%	4 10.0%	- -	11 5.0%	9 6.2%
maltaindependent- com	18 4.8%	- -	4 6.7%	11 13.2%	2 3.8%	- -	- -	- -	9 4.0%	9 6.2%
I have no preferred online portal to watch news	18 4.8%	- -	2 3.3%	- -	- -	2 6.3%	11 25.0%	2 8.3%	18 7.9%	- -
lovinmalta.com	16 4.2%	- -	2 3.3%	7 7.9%	4 7.7%	2 6.3%	- -	- -	9 4.0%	7 4.6%
one.com.mt	9 2.4%	- -	- -	2 2.6%	2 3.8%	- -	- -	4 16.7%	2 1.0%	7 4.6%
netnews.com.mt	4 1.2%	2 4.2%	- -	- -	- -	2 6.3%	- -	- -	2 1.0%	2 1.5%
maltadaily.com	2 0.6%	2 4.2%	- -	- -	- -	- -	- -	- -	2 1.0%	- -

Note: Local news portals not featured in the Table above have a usership of less than 0.6% to follow local news

APPENDIX A: STRUCTURED RESEARCH QUESTIONNAIRE

A. AUDIENCE DATE BEING ASSESSED

QA. AUDIENCE DATE BEING ASSESSED:	
Wednesday 8 th June	1
Thursday 9 th June	
Friday 10 th June	
Saturday 11 June	
Sunday 12 th June	
Monday 13 th June	
Tuesday 14 th June	

B. RESPONDENT PROFILE

Q1. Gender:	
male	1
female	2
X	3

Q2. Which age bracket best describes your age pls? Tick one only	
12-20	1
21-30	2
31-40	3
41-50	4
51-60	5
61-70	6
71+	7

Q3. Geographical Region the Respondent hails from. Tick one only	
Southern Harbour	1
Northern Harbour	2
South Eastern	3
Western	4
Northern	5
Gozo	6

C. TV

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

Q4. What type of programmes do you prefer watching on local TV stations please? Multiple-response	
Preferred type of programmes: _____	1
I do not have a favourite type of programme	2
I do not watch any programmes on local TV stations	3 - SKIP TO Q8
I do not watch TV	4 - SKIP TO Q11
I do not have a TV set (and I do not watch TV)	5 - SKIP TO Q11
Refused/ No Reply	6

Q5. Which is your most favourite programme on Maltese TV being aired at present? Tick one only	
Most favourite programme: _____	1
No preferred programme	2
More than one preferred programme	3
Refused/ Don't know/ No reply	4

Q6-Q7. On average, how many hours of local TV do you watch per day		
	Q6. On a weekday (Mon-Thu)	Q7. In the Weekend (Fri-Sun)
Less than 1 hr a day	1	1
Bet 1-2 hrs a day	2	2
Bet 3-4 hrs a day	3	3
Bet 5-6 hrs a day	4	4
6+ hrs a day	5	5
Not always the same	6	6
Don't remember	7	7
Refused/no reply	8	8

Q8. Which 3 TV stations did you watch yesterday?	
TV Station 1:	_____
TV Station 2:	_____
TV Station 3:	_____
No particular station	4 - SKIP TO Q9
I did not watch TV yesterday	5- SKIP TO Q9
Don't remember	6 - SKIP TO Q9
Refused/ No reply	7- SKIP TO Q9

Q8A. And during which time/s did you watch the mentioned TV station/s?			
Note: Interviewer to indicate all time slots during which each TV station was watched by half-hour time slots.			
	TV Station 1	TV Station 2	TV Station 3
Time slots by half-hour			

Q9. During the last 7 days, have you watched any local TV programmes 'on demand/ catch-up' pls? Tick one only	
Yes	1 – GO TO Q9A
No	2
I don't remember	3

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

TV programme name 1	_____
TV programme name 2	_____
TV programme name 3	_____
I don't remember	4

Q10. Which of the following TV reception services do you usually use **to watch local TV?**
Prompt reply options and tick all that apply

Paid subscription [eż..Melita/Go]	1
Android box [Internet based services]	2
Satellite	3
IPTV	4
Free-to-air	5
Other [Streaming on laptop/computer/mobile or tablet]	6
Don't know	7
Refused/ no reply	8

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

D. RADIO

Q11A. Do you listen to local radio **only**, foreign radio **only** or **both** local and foreign?

Local radio only	1 – SKIP TO Q11
Foreign radio only	2 – SKIP TO Q14A
Both local and foreign radio	3 – SKIP TO Q11
I do not listen to ANY radio	17 – SKIP TO Section E (Q18)
Refused/ No Reply	19 – SKIP TO Section E (Q18)

Q11-Q12. On average, **how many hours of local Radio do you listen to per day**

	Q11. On a weekday (Mon-Thu)	Q12. In the Weekend (Fri-Sun)
I do not listen to Maltese radio at all	1 – SKIP TO Q14A	
I do not listen to ANY radio at all (both local and foreign)	2 – SKIP TO Q18	
Less than 1 hr a day	3	3
Bet 1-2 hrs a day	4	4
Bet 3-4 hrs a day	5	5
Bet 5-6 hrs a day	6	6
6+ hrs a day	7	7
Not always the same	8	8
Don't remember	9	9
Refused/no reply	10	10

Q13. Which is your **most favourite programme** on local Radio being aired at present?

Most favourite programme: _____	1
No preferred programme	2
More than one preferred programme	3
Refused/ Don't know/ No reply	4

Q14. Which 3 radio stations did you listen to yesterday?	
Radio Station 1:	_____
Radio Station 2:	_____
Radio Station 3:	_____
No particular station	4 - SKIP TO Q15
I did not listen to the radio yesterday	5- SKIP TO Q15
Don't remember	6 - SKIP TO Q15
Refused/ No reply	7 - SKIP TO Q15

Q14A. And during which time/s did you listen to the mentioned radio station/s?			
Note: Interviewer to indicate all time slots during which each radio station was listened to by half-hour time slots.			
	Radio Station 1	Radio Station 2	Radio Station 3
Time slots by half-hour			

Q15. During the last 7 days, have you listened to <u>local</u> radio programmes 'on demand', ex. on TV or on another platform pls? Tick one only	
Yes	1 – GO TO Q15A
No	2
I don't remember	3

Q15A. IF YES, can you mention up to three local radio programmes 'on demand' you listened to pls?	
Radio programme 1	_____
Radio programme 2	_____
Radio programme 3	_____
I don't remember	4

Q16. Which of the following radio reception services do you usually use to listen to the radio stations' you mentioned ...?	
radio set (at home, office, in car)	1
TV set	2
DAB+	3
Other [Streaming on laptop/computer/mobile or tablet]	4
Other, pls specify: _____	5
Refused/ no reply	6

ASK ONLY IF Q16 is '3'	
Q17. You said that you use DAB+ to listen to radio. Which local radio stations do you listen to on DAB+? Tick all that apply	
Local radio stations listened to on DAB+: _____	1
Don't remember	2
Refused/ no reply	3

Q10A. Would you like to make any suggestions on how local Radio may improve?

D. ONLINE

Q18. Do you watch **Maltese programmes** produced solely for online portals? **Tick one only**
This is referring to Maltese programmes which one cannot watch on normal TV. These are only available on online portals.

Yes	1
No	2 – SKIP TO Q24
Don't know	3
Refused/no reply	4– SKIP TO Q24

Q19. Which online portal/s or platform/s (ex. Facebook) do you use to watch these Maltese programmes?
Tick all that apply

Pls specify: _____	1
Don't know/don't remember	2
Refused/no reply	3

Q20. Which device do you use most to watch your preferred programme online?
Here, I am referring to mobile, tablet, laptop, PC, etc **Tick one only**

Mobile	1
tablet	2
Laptop	3
PC	4
Other, pls specify: _____	5
I don't know	6
Refused/no reply	7

Q21. Which is your **preferred programme online**? **Tick one only**

Preferred programme online: _____	1
No preferred programme	2
More than one preferred programme	3
Don't know	4
Refused/no reply	5

Q22-Q23. On average, how much time do you spend watching local online programmes **per day**

	Q22. On a weekday (Mon-Thu)	Q23. In the Weekend (Fri-Sun)
Less than 15 minutes	1	1
Bet 15 – 30 minutes	2	2
Bet 1 – 2 hours	3	3
2+ hours	4	4
Not always the same	5	5
Don't remember	6	6
Refused/no reply	7	7

E. PREFERRED SOURCE FOR LOCAL NEWS

Q24. Which is your **preferred source** to obtain **local news**? Ex. on TV, radio, online, etc. **Tick one only**

Television	1 – GO TO Q25
Radio	2 – GO TO Q26
Online news portals	3 – GO TO Q27
Facebook	4 – CLOSE INTERVIEW

Other, pls specify: _____	5 – CLOSE INTERVIEW
I have no one preferred source	6 – CLOSE INTERVIEW
I use all these sources equally	7 – CLOSE INTERVIEW
I do not use any of these sources	8 – CLOSE INTERVIEW
I do not watch/listen to local news	9 – CLOSE INTERVIEW
Don't know	10 – CLOSE INTERVIEW
Refused/ no reply	11– CLOSE INTERVIEW

ASK ONLY IF Q24 is '1'	
Q25. Which is your preferred local TV station to watch local news? Tick one only	
Preferred local TV station: _____	1
I have no preferred TV station to watch news	2
I watch different TV stations equally to watch news	3
I do not use local TV stations to watch news	4
Don't know	5
Refused/ no reply	6

ASK ONLY IF Q24 is '2'	
Q26. Which is your preferred local radio station to listen to news? Tick one only	
Preferred local radio station: _____	1
I have no preferred radio station to listen to news	2
I listen to different radio stations equally to listen to news	3
I do not use local radio stations to listen to news	4
Don't know	5
Refused/ no reply	6

ASK ONLY if Q24 is '3'	
Q27. Which is your preferred local web news portal to follow news? Tick one only	
Preferred local web news portal: _____	1
I have no preferred online portal to watch news	2
I follow different online portals equally to watch news	3
I do not use local online portals to watch news	4
Don't know	5
Refused/ no reply	6

THANK YOU FOR YOUR PARTICIPATION IN THIS STUDY!