BROADCASTING AUTHORITY

Audience Survey May 2023
Research Findings Report

1. TABLE OF CONTENTS

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 - **Almost 9 in 10 Maltese residents are TV viewers.**

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

Conclusion 3 - **18% of Maltese residents watch online Maltese programmes** (solely produced for online portals).

✓ 88% of Maltese residents are TV viewers. Of these, 56% watch both local and foreign TV, 28% watch local TV stations only and 4% watch foreign TV stations only.

✓ 2 in 3 Maltese residents are radio listeners (62%). This finding was observed across all age cohorts.

✓ 82% of all Maltese residents do not watch any Maltese programmes that are solely produced for online portals. The remaining 18% who watch online Maltese programmes, hail from the younger age cohorts.

2.2 TV Viewership (n=1838)

Note: TV Viewership findings exclude non-TV viewers.

Conclusion 4 - **For local TV programmes, "news" is the most favourite genre with 76% of preferences of all TV viewers.**

Conclusion 5 - **TVM's *news bulletin* is the most favourite local TV programme of 10% of all TV viewers.**

Conclusion 6 - **On weekdays, 63% of all TV viewers watch 1-2 hours of local TV per day. On weekends, 58% watch 1-2 hours of local TV per day.**

Conclusion 7 - **Across one whole week, the most followed local TV station is TVM with 62% of all TV viewers, followed by ONE (18%) and NET TV (15%). 19% follow foreign TV stations.**

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

M.FSADNI & Associates

Conclusion 9 -   The highest daily average audience share on all days of the week was attained by TVM.

✓ **News** is the **most favourite <u>genre</u>** for local TV programmes, with 76% indicating this as one of their favourite genres.   **Drama** follows with 41% of preferences and **Discussions and Current Affairs** with 33%.

✓ **TVM's** *news bulletin* is the most favourite local TV programme of 10.2% of all local TV viewers. This news bulletin was largely watched on station TVM and not on TVMnews+.

✓ *TVM's Moħħok Hemm* (10.1%) and *Love Island Malta* (9.6%) and **ONE's** *Liquorish* (9.1%) all proved to be among the most favourite local TV programmes with local TV viewers.

✓ **On weekdays**, on average, 63% of all local TV viewers watch 1-2 hours of local TV per day. 15% watch less than one hour a day. 14% watch 3-4 hours of local TV per day.

✓ **On weekends**, on average, 58% of local TV viewers watch 1-2 hours of local TV per day. 9% of TV viewers watch less than 1 hour a day.

✓ **TVM** is the most watched TV station by 2 in 3 of all local 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 19% of preferences. **ONE** is the third most followed TV station with 18% of preferences and **NET TV** with 15% of preferences.

✓ Overall, **the three most followed TV timebands** across the week are:
  ♦ 20:00 - 20:30 (225,949 TV viewers)
  ♦ 21:00 - 21:30 (185,664 TV viewers)
  ♦ 21:30 - 22:00 (171,870 TV viewers)

✓ On all 7 days of the week, the **highest daily average audience share** was obtained by **TVM,** attaining a daily average TV viewership ranging between 15,326 – 26,246, which is equivalent to a percentage average daily TV viewership between 37.9% - 56% on these days.

2.3 Radio Listenership (n=1396)
Note*:* Radio Listenership findings exclude non-radio listeners.

Conclusion 10 -   On weekdays, on average, 40% of local radio listeners listen to radio between 1-2 hours a day. 37% listen to radio for less than one hour a day

Conclusion 11 -   On weekends, 39% of local radio listeners listen to 1 – 2 hours per day of local radio. 32% spend less than 1 hour per day listening to local radio.

M.FSADNI & Associates

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 One Radio (14.1%), closely followed by both Bay and Calypso Radio 101.8FM (13.8% share each).

Conclusion 14 - The 07:00 – 07:30 timeband is the most listened to radio timeband.

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

Conclusion 16 - 96% of all radio listeners use the radio set for listening to radio.

✓ **On weekdays,** on average**,** 40% of local radio listeners listen to radio between 1-2 hours a day. 37% listen to radio for less than one hour a day.

✓ **On weekends,** 39% of local radio listeners listen to 1 – 2 hours per day of local radio. 32% spend less than 1 hour per day listening to local radio.

✓ *Breakfast with Daniel & Ylenia* is the most favourite local radio programme, with 11% of preferences. *Bongu Calypso ma' Twanny Scerri* and *The Morning Vibe with Abel, JD & Martina* are the second and third most favourite local radio programmes, each with 6.5% and 6.2% of preferences, respectively. 12% of local radio listeners do not have a preferred local radio programme.

✓ The **most followed** local radio station is **One Radio** (14.1%), which is closely followed by **Bay** and **Calypso Radio 101.8FM**, where both stations have a 13.8% share each.

✓ **Overall, the three most listened to radio timebands** are:
   ♦ 07:00 – 07:30 (150,414 radio listeners)
   ♦ 07.30 – 08:00 (149,757 radio listeners)
   ♦ 08:00 – 08:30 (133,775 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: 6035 (17%), Tuesday: 6290 (18%), Friday: 7567 (20%) and Saturday: 7663 (18%)
   ♦ **Calypso Radio 101.8FM:** Sunday:3640 (20%), Wednesday: 6354 (17%) and Thursday: 6514 (17%).

✓ **The radio set** (in home, office, car) is the most used radio reception service for listening to radio, with almost all radio listeners (96%) using this as a radio reception service for

listening to radio. 19% listen to radio via **live streaming** on mobile, tablet, laptop, PC. 9% of all radio listeners make use of **DAB+.**

2.4 Online Viewership (n=385)

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

Conclusion 17 -   **66% 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 -   **50% 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 66% of all online viewer preferences. 36% use **Youtube** and 36% use **timesofmalta.com** to watch online Maltese programmes.

✓ **Mobile** is the most used device by all online viewers for watching their preferred programme online (92%), while 4% and 3% of online viewers use **laptop** and **tablet**, respectively.

✓ 50% of all online viewers do not have a preferred local online programme, while 7% have more than one preferred programme. *Jon Mallia Podcast* is preferred by 18% of all online viewers and *Times of Malta (Mark Lawrence Zammit)* is preferred by 13% of online viewers. Worthy of mention is that online viewers mentioned both online content by name, without being prompted.

2.5 Preferred Source for Local News

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

Conclusion 19 -   **46% of all Maltese residents use TV as their preferred source for local news, while 27% prefer Facebook.**

✓ **Television** is the preferred source for local news by 46% of all Maltese residents. **Facebook** is preferred by 27%, whilst 13% prefer **Online news portals** as their preferred source for local news. 6% use **Radio** as their preferred source for local news.

✓ 61% of Maltese residents who use 'Television' as their preferred source for obtaining local news, choose **TVM** for watching local news. 20% prefer **ONE** and 16% prefer **NET TV** for watching local news.

✓ 1 in 3 (33%) whose preferred source for obtaining local news is 'Radio', mentioned **Radju Malta 1** as their most preferred local radio station. 23% and 17% mentioned **ONE Radio** and **NET FM** respectively as their most preferred source for local news.

✓ 55% 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

6

preferred local news portal for following local news. 1 in 4 (24%) indicated that to follow local news, they use different online portals equally.

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 the last week of May 2023.

4. RESEARCH OBJECTIVES

The overriding objective of this Research Project was to assess the TV & online viewership, radio listenership and the preferred source for local news 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 last week of May 2023.**

✓ More specifically, **the dates of assessment comprised between Sunday 21st May – Saturday 27th May 2023,** both dates inclusive. All CATI interviews were conducted on the day after each date of assessment as depicted in **Table A** below.

5.3 Research Methodology & Sample Frame

✓ The survey participation response rate was good, with a standard 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), (Census of Population and Housing 2021 Final Report Volume 1, NSO 2023). 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, 2023).

✓ All 2,100 interviews were conducted over the span of one whole week and the interviews assessed respondents' TV viewership and radio listenership of the previous

day. The number of interviews conducted per day of the week are illustrated in **Table A** below.

Table A – TV Viewership & Radio Listenership Per Day of Assessment
(Week Sunday 21st May – Saturday 27th May 2023)

Date of Assessment	Number of Interviews
Sunday 21st May	300 interviews
Monday 22nd May	300 interviews
Tuesday 23rd May	300 interviews
Wednesday 24th May	300 interviews
Thursday 25th May	300 interviews
Friday 26th May	300 interviews
Saturday 27th May	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 Final Report, Volume 1" (NSO, 2023). 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, 2023), as illustrated in **Table B** (TV Viewership) and **Table C** (Radio Listenership) below.

Table B – Total Number of <u>TV Viewers</u> Per Day of Assessment – May 2023

Counts Respondents	Total	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Total Number of Respondents	**2100**	**300**	**300**	**300**	**300**	**300**	**300**	**300**
TV Viewers' Respondents	**1838**	262	251	262	259	268	268	268
Maltese Population of TV viewers	**402,418**	401,542	384,683	401,542	396,944	410,738	410,738	410,738

Table B – Total Number of <u>Radio Listeners</u> Per Day of Assessment – May 2023

Counts Respondents	Total	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Total Number of Respondents	**2100**	**300**	**300**	**300**	**300**	**300**	**300**	**300**
Radio Listeners' Respondents	**1396**	187	189	191	190	214	202	223
Maltese Population of Radio listeners	**305,645**	286,597	289,662	292,727	291,195	327,977	309,586	341,771

M.FSADNI & Associates

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 <u>EACH</u> 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 Final Report, Volume 1, NSO, 2023).

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	197	398	381	309	273	263	279
Male	1092 52.0%	99 50.3%	218 54.8%	209 54.9%	164 53.1%	143 52.4%	130 49.4%	129 46.2%
Female	1008 48.0%	98 49.7%	180 45.2%	172 45.1%	145 46.9%	130 47.6%	133 50.6%	150 53.8%

8. TV VIEWERSHIP – FINDINGS

8.1 Introduction

- ✓ **87.6% of Maltese residents are TV viewers**. Of these, 55.7% watch both local and foreign TV, 27.6% watch local TV stations only and 4.3% watch foreign TV stations only.

- ✓ **The most followed local TV station** is TVM with 62.2% of all TV viewers, followed by foreign TV stations (18.7%), One (17.8%) and NET TV (14.6%). 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 44.5%, followed by ONE (12.8%) and NET TV (10.2%). The weekly average percentage audience share of foreign stations (various) stands at 18.7%. 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)
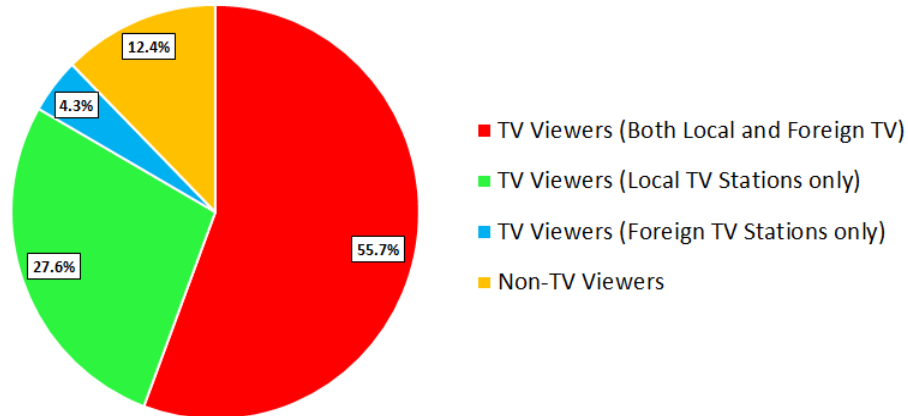
Table 2 – Q4A - TV viewers/non viewers – by Age & Gender (n=2100)

Counts Break % Respondents	Total	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	2100	197	398	381	309	273	263	279	1092	1008
Both local and foreign	1169 55.7%	139 70.6%	242 60.8%	210 55.1%	158 51.1%	160 58.6%	134 51.0%	126 45.2%	600 54.9%	569 56.4%
Local TV only	579 27.6%	22 11.2%	75 18.8%	97 25.5%	87 28.2%	77 28.2%	98 37.3%	123 44.1%	280 25.6%	299 29.7%
I do not watch any TV	255 12.1%	27 13.7%	65 16.3%	58 15.2%	44 14.2%	22 8.1%	20 7.6%	19 6.8%	153 14.0%	102 10.1%
Foreign TV only	90 4.3%	9 4.6%	16 4.0%	15 3.9%	18 5.8%	13 4.8%	10 3.8%	9 3.2%	52 4.8%	38 3.8%
We do not have a TV set (and do not watch TV)	7 0.3%	- -	- -	1 0.3%	2 0.6%	1 0.4%	1 0.4%	2 0.7%	7 0.6%	- -

15

Exhibit 2A – Most followed TV stations (Sunday to Saturday)
(Multiple-Response Q) (n=1838)
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)
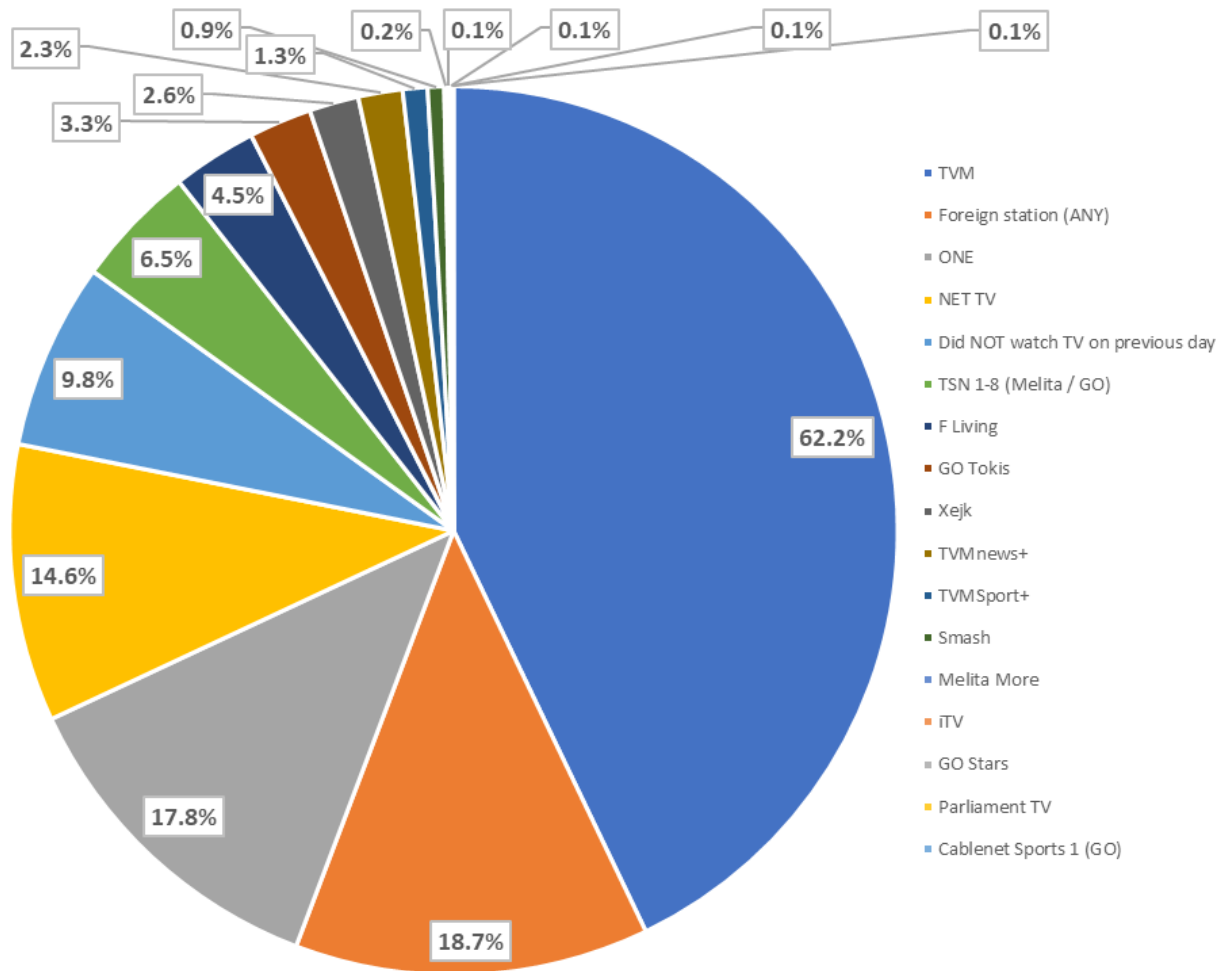
Exhibit 2A illustrates the most followed TV stations during Week 21st – 27th May 2023.
'Did not watch any TV on the previous day' refers to TV viewers who did not watch TV on the day of assessment during that particular week.
Note: TV stations not featured in the Exhibit above have a TV viewership of less than 0.1% Between Sunday to Saturday.

M.FSADNI & Associates

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

<u>NOTE I</u>: % figures illustrated below are derived from Table 16B (Section 8.9)

Legend:
- TVM
- Foreign station (ANY)
- ONE
- NET TV
- TSN 1-8 (Melita / GO)
- F Living
- GO Tokis
- TVM NEWS+
- Xejk
- TVM SPORT+
- Smash
- GO Stars
- Melita More
- iTV
- Parliament TV
- Cablenet Sports 1 (GO)

Pie chart values: 44.5%, 15.4%, 12.8%, 10.2%, 5.5%, 4.6%, 2.0%, 1.6%, 1.6%, 0.9%, 0.6%, 0.1%, 0.1%, 0.1%, 0.1%, 0.05%
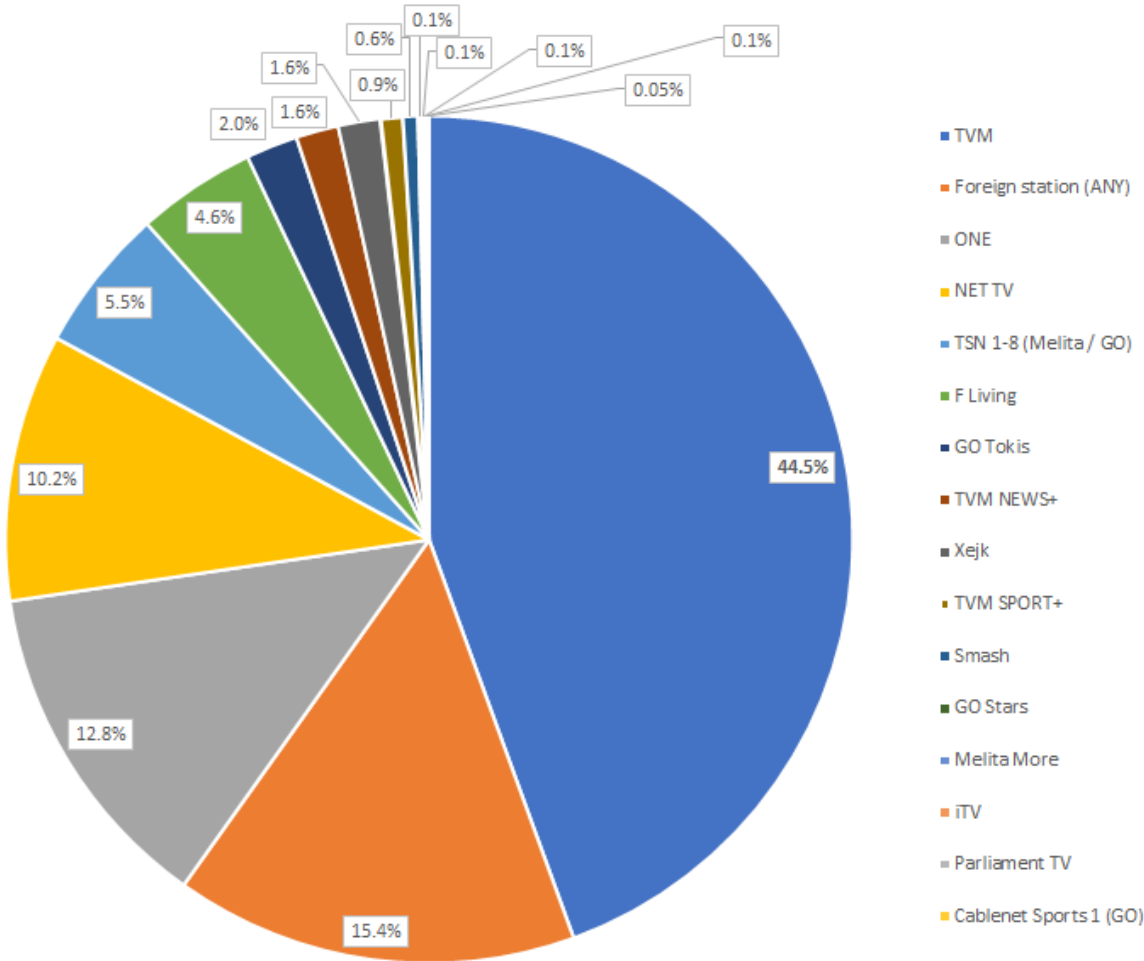
This Section gives details on the TV viewership of the 1838 individuals who watch local/foreign TV stations, more specifically on:

[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 1748.

- ✓ **News** is the most favourite genre for local TV programmes, with 75.5% indicating this as one of their favourite genres. This genre was mentioned as one of the favourite genres by 8 in 10 of TV viewers aged 31+ years.

- ✓ **Drama** is the second most favourite genre, with 41.4% indicating this as one of their favourite genres for local TV programmes. This genre is significantly more popular amongst female TV viewers (59.4%) than male TV viewers (23.5%).

- ✓ **Discussions and Current affairs** is the third most favourite genre for local TV programmes, with 33.4% 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=1748)
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	1748	161	317	307	245	237	232	249	880	868
News (Local and foreign)	1319 75.5%	83 51.6%	202 63.7%	218 71.0%	204 83.3%	197 83.1%	195 84.1%	220 88.4%	717 81.5%	602 69.4%
Drama	723 41.4%	40 24.8%	100 31.5%	116 37.8%	87 35.5%	130 54.9%	115 49.6%	135 54.2%	207 23.5%	516 59.4%
Discussions and current affairs	583 33.4%	22 13.7%	72 22.7%	92 30.0%	100 40.8%	92 38.8%	105 45.3%	100 40.2%	360 40.9%	223 25.7%
Quiz programmes	488 27.9%	36 22.4%	78 24.6%	105 34.2%	84 34.3%	72 30.4%	60 25.9%	53 21.3%	226 25.7%	262 30.2%
Sport	483 27.6%	68 42.2%	129 40.7%	91 29.6%	71 29.0%	55 23.2%	44 19.0%	25 10.0%	432 49.1%	51 5.9%
Reality shows/ Adventure	398 22.8%	101 62.7%	139 43.8%	92 30.0%	43 17.6%	14 5.9%	6 2.6%	3 1.2%	149 16.9%	249 28.7%
Lifestyle	233 13.3%	29 18.0%	40 12.6%	46 15.0%	33 13.5%	41 17.3%	30 12.9%	14 5.6%	18 2.0%	215 24.8%
Documentaries	131 7.5%	4 2.5%	8 2.5%	16 5.2%	18 7.3%	21 8.9%	32 13.8%	32 12.9%	80 9.1%	51 5.9%
Variety (entertainment) / Comedy / Games	101 5.8%	7 4.3%	30 9.5%	18 5.9%	16 6.5%	12 5.1%	12 5.2%	6 2.4%	17 1.9%	84 9.7%
Religious	90 5.1%	- -	1 0.3%	8 2.6%	4 1.6%	12 5.1%	28 12.1%	37 14.9%	41 4.7%	49 5.6%
Cooking	89 5.1%	8 5.0%	19 6.0%	22 7.2%	16 6.5%	10 4.2%	10 4.3%	4 1.6%	5 0.6%	84 9.7%
Music	49 2.8%	8 5.0%	19 6.0%	7 2.3%	7 2.9%	2 0.8%	4 1.7%	2 0.8%	27 3.1%	22 2.5%
Cultural and/or educational	26 1.5%	3 1.9%	2 0.6%	6 2.0%	3 1.2%	3 1.3%	5 2.2%	4 1.6%	11 1.3%	15 1.7%
Children's	5 0.3%	- -	3 0.9%	2 0.7%	- -	- -	- -	- -	- -	5 0.6%
Teleshopping	3 0.2%	- -	- -	- -	- -	1 0.4%	1 0.4%	1 0.4%	- -	3 0.3%

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 1748.

- ✓ **TVM's news bulletin** is the most favourite local TV programme of 10.2% of all local TV viewers. Worthy of mention is the TVM news bulletin was largely watched on station TVM and not on TVMnews+, unless TV viewers plan to watch a programme on the latter station, straight after the news bulletin. More details on these findings may be viewed in **Section 8.7** below.

- ✓ **Moħħok Hemm** *(10.1%),* **Love Island Malta** *(9.6%) and* **Liquorish** *(9.1%) all proved to be among the most favourite local TV programmes with 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=1748)

Counts Break % Respondents	Total	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	1748	161	317	307	245	237	232	249	880	868
News Bulletin - TVM	179 10.2%	5 3.1%	32 10.1%	32 10.4%	31 12.7%	31 13.1%	27 11.6%	21 8.4%	119 13.5%	60 6.9%
Mohhok Hemm	176 10.1%	7 4.3%	31 9.8%	32 10.4%	27 11.0%	24 10.1%	29 12.5%	26 10.4%	92 10.5%	84 9.7%
Love Island Malta	168 9.6%	49 30.4%	55 17.4%	40 13.0%	20 8.2%	4 1.7%	- -	- -	58 6.6%	110 12.7%
Liquorish	159 9.1%	33 20.5%	49 15.5%	38 12.4%	19 7.8%	11 4.6%	2 0.9%	7 2.8%	85 9.7%	74 8.5%
Football matches (various)	142 8.1%	28 17.4%	40 12.6%	28 9.1%	14 5.7%	12 5.1%	10 4.3%	10 4.0%	126 14.3%	16 1.8%
Ta' Gerit	111 6.4%	5 3.1%	13 4.1%	15 4.9%	9 3.7%	28 11.8%	23 9.9%	18 7.2%	35 4.0%	76 8.8%
Żerniq	85 4.9%	- -	8 2.5%	8 2.6%	16 6.5%	12 5.1%	14 6.0%	27 10.8%	23 2.6%	62 7.1%
No preferred programme	75 4.3%	6 3.7%	11 3.5%	4 1.3%	19 7.8%	6 2.5%	13 5.6%	16 6.4%	42 4.8%	33 3.8%
Noli	65 3.7%	6 3.7%	13 4.1%	16 5.2%	7 2.9%	9 3.8%	6 2.6%	8 3.2%	31 3.5%	34 3.9%
Illum ma' Steph	51 2.9%	8 5.0%	7 2.2%	12 3.9%	2 0.8%	11 4.6%	4 1.7%	7 2.8%	1 0.1%	50 5.8%
F Living Show	50 2.9%	- -	- -	3 1.0%	4 1.6%	10 4.2%	16 6.9%	17 6.8%	19 2.2%	31 3.6%
News Bulletin - ONE	48 2.7%	1 0.6%	3 0.9%	8 2.6%	14 5.7%	6 2.5%	10 4.3%	6 2.4%	35 4.0%	13 1.5%
More than one preferred programme	43 2.5%	1 0.6%	5 1.6%	4 1.3%	4 1.6%	9 3.8%	9 3.9%	11 4.4%	14 1.6%	29 3.3%
Quddiesa tal-Jum	41 2.3%	- -	- -	- -	1 0.4%	6 2.5%	14 6.0%	20 8.0%	16 1.8%	25 2.9%
NET Live	29 1.7%	- -	2 0.6%	4 1.3%	6 2.4%	7 3.0%	5 2.2%	5 2.0%	15 1.7%	14 1.6%
Insights	24 1.4%	2 1.2%	6 1.9%	6 2.0%	2 0.8%	3 1.3%	4 1.7%	1 0.4%	21 2.4%	3 0.3%
UEjja	23 1.3%	2 1.2%	1 0.3%	2 0.7%	5 2.0%	6 2.5%	3 1.3%	4 1.6%	8 0.9%	15 1.7%
Pjazza	20 1.1%	- -	- -	2 0.7%	5 2.0%	- -	6 2.6%	7 2.8%	17 1.9%	3 0.3%
Sport Live+	19 1.1%	1 0.6%	4 1.3%	4 1.3%	1 0.4%	5 2.1%	2 0.9%	2 0.8%	19 2.2%	- -
Aroma Kitchen	17 1.0%	1 0.6%	4 1.3%	4 1.3%	3 1.2%	3 1.3%	2 0.9%	- -	- -	17 2.0%

M.FSADNI & Associates

Mill-Parrocci	**17** **1.0%**	- -	- -	4 1.3%	2 0.8%	2 0.8%	3 1.3%	6 2.4%	12 1.4%	5 0.6%
News Bulletin – NET	**14** **0.8%**	1 0.6%	- -	3 1.0%	3 1.2%	- -	4 1.7%	3 1.2%	10 1.1%	4 0.5%
Opinjoni	**14** **0.8%**	- -	1 0.3%	6 2.0%	1 0.4%	2 0.8%	1 0.4%	3 1.2%	10 1.1%	4 0.5%
Bejnietna	**13** **0.7%**	- -	- -	2 0.7%	- -	4 1.7%	5 2.2%	2 0.8%	1 0.1%	12 1.4%
Brillanti	**13** **0.7%**	- -	2 0.6%	6 2.0%	2 0.8%	2 0.8%	- -	1 0.4%	5 0.6%	8 0.9%
Ghaddi S'Hawn	**10** **0.6%**	- -	- -	1 0.3%	- -	4 1.7%	1 0.4%	4 1.6%	5 0.6%	5 0.6%
Kuxjenza	**10** **0.6%**	- -	2 0.6%	- -	3 1.2%	2 0.8%	1 0.4%	2 0.8%	4 0.5%	6 0.7%
Niskata	**9** **0.5%**	- -	1 0.3%	2 0.7%	3 1.2%	1 0.4%	1 0.4%	1 0.4%	- -	9 1.0%
Profili	**9** **0.5%**	- -	- -	1 0.3%	4 1.6%	1 0.4%	2 0.9%	1 0.4%	1 0.1%	8 0.9%
Bizzilla	**8** **0.5%**	- -	- -	2 0.7%	2 0.8%	1 0.4%	2 0.9%	1 0.4%	4 0.5%	4 0.5%
Kalamita	**8** **0.5%**	- -	1 0.3%	1 0.3%	2 0.8%	2 0.8%	1 0.4%	1 0.4%	- -	8 0.9%
Replay	**8** **0.5%**	1 0.6%	4 1.3%	1 0.3%	1 0.4%	- -	1 0.4%	- -	8 0.9%	- -
Animal Diaries	**7** **0.4%**	1 0.6%	3 0.9%	3 1.0%	- -	- -	- -	- -	2 0.2%	5 0.6%
Dak li jghodd	**6** **0.3%**	- -	2 0.6%	- -	3 1.2%	- -	- -	1 0.4%	- -	6 0.7%
Popolin	**6** **0.3%**	- -	2 0.6%	1 0.3%	1 0.4%	2 0.8%	- -	- -	5 0.6%	1 0.1%
BundyTime	**5** **0.3%**	- -	2 0.6%	1 0.3%	2 0.8%	- -	- -	- -	3 0.3%	2 0.2%
Attivita' Politika	**4** **0.2%**	- -	1 0.3%	- -	- -	2 0.8%	- -	1 0.4%	4 0.5%	- -
Dijanjosi	**4** **0.2%**	- -	- -	- -	- -	2 0.8%	2 0.9%	- -	3 0.3%	1 0.1%
Il-Willy	**4** **0.2%**	- -	1 0.3%	2 0.7%	- -	1 0.4%	- -	- -	2 0.2%	2 0.2%
Realtà	**4** **0.2%**	- -	- -	1 0.3%	2 0.8%	- -	1 0.4%	- -	4 0.5%	- -
Reboot	**4** **0.2%**	2 1.2%	1 0.3%	1 0.3%	- -	- -	- -	- -	- -	4 0.5%

M.FSADNI & Associates

Sibtek	**4** 0.2%	- -	- -	- -	2 0.8%	2 0.8%	- -	- -	2 0.2%	2 0.2%
Arani Issa	**3** 0.2%	- -	1 0.3%	1 0.3%	- -	- -	1 0.4%	- -	- -	3 0.3%
Il-Parliament tal-Poplu	**3** 0.2%	- -	- -	2 0.7%	- -	- -	1 0.4%	- -	2 0.2%	1 0.1%
Malta u lil hinn minnha	**3** 0.2%	- -	- -	- -	1 0.4%	- -	1 0.4%	1 0.4%	3 0.3%	- -
Vuci ghall-annimali	**3** 0.2%	- -	3 0.9%	- -	- -	- -	- -	- -	- -	3 0.3%
Xtra	**3** 0.2%	- -	- -	- -	1 0.4%	- -	1 0.4%	1 0.4%	1 0.1%	2 0.2%
Etimologija	**2** 0.1%	- -	- -	- -	- -	1 0.4%	- -	1 0.4%	2 0.2%	- -
Ic-Caqqufa	**2** 0.1%	- -	1 0.3%	- -	- -	1 0.4%	- -	- -	- -	2 0.2%
L-Argument	**2** 0.1%	- -	1 0.3%	- -	- -	1 0.4%	- -	- -	2 0.2%	- -
Madwar Mejda	**2** 0.1%	- -	- -	2 0.7%	- -	- -	- -	- -	2 0.2%	- -
JienInt	**2** 0.1%	- -	- -	- -	- -	- -	1 0.4%	1 0.4%	1 0.1%	1 0.1%
Superstiti	**2** 0.1%	- -	- -	2 0.7%	- -	- -	- -	- -	2 0.2%	- -
News Bulletin - SMASH	**1** 0.1%	- -	- -	- -	- -	- -	- -	1 0.4%	- -	1 0.1%
Family Affair	**1** 0.1%	- -	- -	- -	1 0.4%	- -	- -	- -	- -	1 0.1%
Fil-Gnien ma' Melo	**1** 0.1%	- -	- -	- -	- -	- -	1 0.4%	- -	1 0.1%	- -
Gizelle	**1** 0.1%	- -	1 0.3%	- -	- -	- -	- -	- -	- -	1 0.1%
Home Sweet Home	**1** 0.1%	- -	1 0.3%	- -	- -	- -	- -	- -	- -	1 0.1%
Linja Diretta	**1** 0.1%	- -	- -	- -	- -	- -	- -	1 0.4%	1 0.1%	- -
Meander, Arti u Kultura	**1** 0.1%	- -	- -	- -	- -	1 0.4%	- -	- -	- -	1 0.1%
Paper Scan	**1** 0.1%	- -	- -	- -	- -	- -	- -	1 0.4%	- -	1 0.1%
Prime Time	**1** 0.1%	- -	- -	- -	- -	- -	1 0.4%	- -	- -	1 0.1%

M.FSADNI & Associates

Ritratti	1 0.1%	- -	- -	- -	- -	- -	- -	1 0.4%	- -	1 0.1%
Ma' Nancy	1 0.1%	- -	- -	- -	- -	- -	- -	1 0.4%	- -	1 0.1%
Sport Extra	1 0.1%	- -	1 0.3%	- -	- -	- -	- -	- -	1 0.1%	- -
Ron de Vu	1 0.1%	- -	1 0.3%	- -	- -	- -	- -	- -	- -	1 0.1%
What's Cooking	1 0.1%	1 0.6%	- -	- -	- -	- -	- -	- -	- -	1 0.1%
Żona Sport	1 0.1%	- -	- -	- -	- -	- -	1 0.4%	- -	1 0.1%	- -

M.FSADNI & Associates

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 1748.

- ✓ **On weekdays,** 63.3% of all local TV viewers, on average, **watch 1-2 hours of local TV per day**.

- ✓ 14.6% of local TV viewers **watch less than one hour a day**, on average. This finding is largely characterised by the younger age cohorts (under 40s).

- ✓ Following, 14.1% 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=1748)

Counts Break % Respondents	Total	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	1748	161	317	307	245	237	232	249	880	868
None	10 0.6%	1 0.6%	2 0.6%	7 2.3%	- -	- -	- -	- -	6 0.7%	4 0.5%
Less than 1 hr a day	256 14.6%	34 21.1%	56 17.7%	50 16.3%	51 20.8%	29 12.2%	21 9.1%	15 6.0%	162 18.4%	94 10.8%
Bet 1-2 hrs a day	1106 63.3%	126 78.3%	251 79.2%	227 73.9%	155 63.3%	153 64.6%	97 41.8%	97 39.0%	584 66.4%	522 60.1%
Bet 3-4 hrs a day	246 14.1%	- -	4 1.3%	19 6.2%	31 12.7%	39 16.5%	64 27.6%	89 35.7%	85 9.7%	161 18.5%
Bet 5-6 hrs a day	64 3.7%	- -	- -	- -	1 0.4%	10 4.2%	26 11.2%	27 10.8%	17 1.9%	47 5.4%
6+ hrs a day	43 2.5%	- -	- -	1 0.3%	- -	4 1.7%	19 8.2%	19 7.6%	18 2.0%	25 2.9%
Not always the same	23 1.3%	- -	4 1.3%	3 1.0%	7 2.9%	2 0.8%	5 2.2%	2 0.8%	8 0.9%	15 1.7%

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 1748.

- ✓ **In the weekend**, just under 2 in 3 (58%) of local TV viewers **watch 1-2 hours of local TV per day**. This TV consumption trend is evident across all age cohorts.

- ✓ 8.7% of TV viewers 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=1748)

Counts Break % Respondents	Total	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	1748	161	317	307	245	237	232	249	880	868
None	25 1.4%	1 0.6%	3 0.9%	1 0.3%	5 2.0%	7 3.0%	5 2.2%	3 1.2%	16 1.8%	9 1.0%
Less than 1 hr a day	152 8.7%	12 7.5%	34 10.7%	24 7.8%	35 14.3%	16 6.8%	21 9.1%	10 4.0%	92 10.5%	60 6.9%
Bet 1-2 hrs a day	1014 58.0%	119 73.9%	215 67.8%	210 68.4%	127 51.8%	132 55.7%	99 42.7%	112 45.0%	576 65.5%	438 50.5%
Bet 3-4 hrs a day	394 22.5%	26 16.1%	50 15.8%	57 18.6%	58 23.7%	54 22.8%	69 29.7%	80 32.1%	148 16.8%	246 28.3%
Bet 5-6 hrs a day	65 3.7%	- -	6 1.9%	5 1.6%	5 2.0%	10 4.2%	18 7.8%	21 8.4%	19 2.2%	46 5.3%
6+ hrs a day	38 2.2%	- -	1 0.3%	1 0.3%	- -	9 3.8%	9 3.9%	18 7.2%	13 1.5%	25 2.9%
Not always the same	60 3.4%	3 1.9%	8 2.5%	9 2.9%	15 6.1%	9 3.8%	11 4.7%	5 2.0%	16 1.8%	44 5.1%

M.FSADNI & Associates

8.6 Most Followed TV Stations: Sunday to Saturday

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 1838 TV viewers, 1 in 10 viewers (9.8%) across all age cohorts said that they did not watch any television on the previous day.

- ✓ **TVM is the most watched TV station by almost 2 in 3 (62.2%)** of all local 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 a distant most followed second,** with 18.7% having watched a foreign TV station on the previous day.

- ✓ **ONE is the third most followed TV station**, with 17.8% of all TV viewers 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 31+ years.

- ✓ **NET TV is the fourth most followed TV station**, with 14.6% having watched this station on the previous day. NET TV is mostly followed by the older age cohort TV viewers aged 51+ years.

- ✓ **Table 7.1** below depicts more details on the most followed TV stations by local TV viewers (by age and gender).

- ✓ **Table 7.2** below illustrates these same 'most followed TV stations' findings extrapolated to reflect Malta's TV-viewing population.

Research Findings in Detail

Tables below illustrate details on the above research findings.

M.FSADNI & Associates

Table 7.1 – Q8 – Most followed TV stations (Sunday to Saturday) – by Age & Gender (Multiple-Response Q) (n=1838)

<u>NOTE</u>: *Respondents were given the possibility of mentioning up to 3 TV Stations which they had watched on the previous day. Hence, the totals depicted in this table do NOT total up to 1838*

Counts Respondents	TOTAL	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	1838	170	333	322	263	250	242	258	932	906
TVM	1143	99	203	196	162	161	159	163	527	616
	62.2%	58.2%	61.0%	60.9%	61.6%	64.4%	65.7%	63.2%	56.5%	68.0%
Foreign station (ANY)	344	28	54	45	64	38	59	56	156	188
	18.7%	16.5%	16.2%	14.0%	24.3%	15.2%	24.4%	21.7%	16.7%	20.8%
ONE	327	21	45	61	60	45	49	46	164	163
	17.8%	12.4%	13.5%	18.9%	22.8%	18.0%	20.2%	17.8%	17.6%	18.0%
NET TV	269	11	48	41	31	43	43	52	115	154
	14.6%	6.5%	14.4%	12.7%	11.8%	17.2%	17.8%	20.2%	12.3%	17.0%
Did NOT watch TV on previous day	181	23	34	29	25	24	21	25	93	88
	9.8%	13.5%	10.2%	9.0%	9.5%	9.6%	8.7%	9.7%	10.0%	9.7%
TSN 1-8 (Melita / GO)	119	19	29	22	14	16	11	8	109	10
	6.5%	11.2%	8.7%	6.8%	5.3%	6.4%	4.5%	3.1%	11.7%	1.1%
F Living	82	0	0	7	6	12	27	30	28	54
	4.5%	0.0%	0.0%	2.2%	2.3%	4.8%	11.2%	11.6%	3.0%	6.0%
GO Tokis	61	7	12	8	7	11	9	7	23	38
	3.3%	4.1%	3.6%	2.5%	2.7%	4.4%	3.7%	2.7%	2.5%	4.2%
Xejk	48	0	0	7	4	10	12	15	26	22
	2.6%	0.0%	0.0%	2.2%	1.5%	4.0%	5.0%	5.8%	2.8%	2.4%
TVMnews+	43	4	8	7	9	7	4	4	30	13
	2.3%	2.4%	2.4%	2.2%	3.4%	2.8%	1.7%	1.6%	3.2%	1.4%
TVMSport+	24	1	8	3	2	5	1	4	19	5
	1.3%	0.6%	2.4%	0.9%	0.8%	2.0%	0.4%	1.6%	2.0%	0.6%
Smash	16	1	1	2	2	3	2	5	10	6
	0.9%	0.6%	0.3%	0.6%	0.8%	1.2%	0.8%	1.9%	1.1%	0.7%
Melita More	3	0	0	0	1	1	0	1	1	2
	0.2%	0.0%	0.0%	0.0%	0.4%	0.4%	0.0%	0.4%	0.1%	0.2%
iTV	2	0	0	0	0	1	1	0	1	1
	0.1%	0.0%	0.0%	0.0%	0.0%	0.4%	0.4%	0.0%	0.1%	0.1%
GO Stars	2	0	0	0	0	2	0	0	0	2
	0.1%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.2%
Parliament TV	1	0	0	0	0	0	0	1	0	1
	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.1%
Cablenet Sports 1 (GO)	1	0	1	0	0	0	0	0	1	0
	0.1%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%

<u>**Note I**</u>: *TV stations not featured in the Table above have a TV viewership of less than 0.1% between Sunday and Saturday.*
<u>**Note II**</u>: *'Did not watch any TV on the previous day' refers to TV viewers who did not watch TV on the day of Assessment during week 21st – 27th May 2023.*

M.FSADNI & Associates

Table 7.2 – Q8 – Most followed TV stations (Sunday to Saturday) – by Age & Gender (Multiple-Response Q) (n=402,418)

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 402,418).

Counts Respondents	TOTAL	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	402418	37220	72908	70500	57582	54736	52984	56487	204055	198363
TVM	250252	21675	44445	42913	35469	35250	34812	35688	115383	134869
Foreign station (ANY)	75317	6130	11823	9852	14012	8320	12918	12261	34155	41161
ONE	71594	4598	9852	13356	13137	9852	10728	10071	35907	35688
NET TV	58896	2408	10509	8977	6787	9415	9415	11385	25178	33717
Did NOT watch TV on previous day	39629	5036	7444	6349	5474	5255	4598	5474	20362	19267
TSN 1-8 (Melita / GO)	26054	4160	6349	4817	3065	3503	2408	1752	23865	2189
F Living	17953	0	0	1533	1314	2627	5911	6568	6130	11823
GO Tokis	13356	1533	2627	1752	1533	2408	1970	1533	5036	8320
Xejk	10509	0	0	1533	876	2189	2627	3284	5693	4817
TVMnews+	9415	876	1752	1533	1970	1533	876	876	6568	2846
TVMSport+	5255	219	1752	657	438	1095	219	876	4160	1095
Smash	3503	219	219	438	438	657	438	1095	2189	1314
Melita More	657	0	0	0	219	219	0	219	219	438
iTV	438	0	0	0	0	219	219	0	219	219
GO Stars	438	0	0	0	0	438	0	0	0	438
Parliament TV	219	0	0	0	0	0	0	219	0	219
Cablenet Sports 1 (GO)	219	0	219	0	0	0	0	0	219	0

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

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 21st – 27th May 2023.

8.7 Most Followed TV Timebands: Sunday to Saturday

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

- ✓ T**he three most followed TV timebands** from Sunday to Saturday are:

- ✓ 20:00 - 20:30 (225,949 TV viewers)
- ✓ 21:00 - 21:30 (185,664 TV viewers)
- ✓ 21:30 - 22:00 (171,870 TV viewers)

Research Findings in Detail

Tables below illustrate details on the above research findings.

Table 8 – Q8 – Timebands: Sunday to Saturday – by Age & Gender (n=402,418)
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	-	-	-	-	-	-	-	-	-	39,629	362,789	402,418
00:30 - 01:00	-	-	-	-	-	-	-	-	-	39,629	362,789	402,418
01:00 - 01:30	-	-	-	-	-	-	-	-	-	39,629	362,789	402,418
01:30 - 02:00	-	-	-	-	-	-	-	-	-	39,629	362,789	402,418
02:00 - 02:30	-	-	-	-	-	-	-	-	-	39,629	362,789	402,418
02:30 - 03:00	-	-	-	219	-	-	-	-	219	39,629	362,570	402,418
03:00 - 03:30	-	-	-	219	-	-	-	-	219	39,629	362,570	402,418
03:30 - 04:00	-	-	-	-	-	-	-	-	-	39,629	362,789	402,418
04:00 -04:30	-	-	-	-	-	-	-	-	-	39,629	362,789	402,418
04:30 - 05:00	-	-	-	-	-	-	-	-	-	39,629	362,789	402,418
05:00 - 05:30	-	-	-	219	-	-	-	-	219	39,629	362,570	402,418
05:30 - 06:00	-	-	-	219	-	-	-	-	219	39,629	362,570	402,418
06:00 - 06:30	-	-	-	438	-	-	219	-	657	39,629	362,132	402,418
06:30 - 07:00	-	-	219	657	-	-	219	219	876	39,629	361,695	402,418
07:00 - 07:30	-	438	438	1,314	1,095	438	438	1,533	2,627	39,629	358,629	402,418
07:30 - 08:00	-	438	438	1,533	1,095	876	438	1,533	3,284	39,629	357,972	402,418
08:00 - 08:30	-	219	219	1,533	1,970	1,533	1,752	1,533	5,693	39,629	355,564	402,418
08:30 - 09:00	-	657	219	1,314	1,752	1,752	2,627	2,408	5,911	39,629	354,469	402,418
09:00 - 09:30	-	657	657	2,189	2,408	1,970	4,160	3,941	8,101	39,629	350,747	402,418
09:30 - 10:00	438	657	1,095	3,065	3,941	5,693	10,728	10,509	15,107	39,629	337,173	402,418
10:00 - 10:30	438	876	876	657	2,846	2,846	4,160	5,036	7,663	39,629	350,091	402,418
10:30 - 11:00	438	438	438	876	2,846	2,408	3,722	4,598	6,568	39,629	351,623	402,418
11:00 - 11:30	438	219	438	876	3,065	2,627	3,284	3,284	7,663	39,629	351,842	402,418
11:30 - 12:00	-	-	-	657	2,189	2,189	2,627	1,970	5,693	39,629	355,126	402,418
12:00 - 12:30	657	657	876	2,189	2,408	5,693	2,627	4,160	10,947	39,629	347,682	402,418
12:30 - 13:00	657	1,095	2,627	3,284	5,474	6,787	5,036	7,006	17,953	39,629	337,830	402,418
13:00 - 13:30	657	1,095	4,160	5,036	7,006	9,196	9,852	10,290	26,711	39,629	325,788	402,418
13:30 - 14:00	438	1,533	5,693	5,474	7,882	11,385	11,823	11,823	32,404	39,629	318,563	402,418
14:00 - 14:30	1,314	3,941	8,758	6,568	9,634	10,947	13,793	14,669	40,286	39,629	307,834	402,418
14:30 - 15:00	1,533	3,941	8,758	6,349	9,852	10,071	13,356	15,326	38,534	39,629	308,929	402,418
15:00 - 15:30	1,533	3,722	6,787	5,474	8,758	9,415	10,947	15,107	31,528	39,629	316,154	402,418
15:30 - 16:00	1,314	3,722	5,911	4,598	7,663	7,882	8,320	12,480	26,930	39,629	323,379	402,418
16:00 - 16:30	219	1,533	3,284	2,189	5,693	4,598	5,036	7,663	14,888	39,629	340,238	402,418
16:30 - 17:00	1,533	3,065	3,284	3,065	6,349	3,722	6,787	6,568	21,238	39,629	334,983	402,418
17:00 - 17:30	3,722	4,598	5,036	4,160	7,006	5,255	6,568	13,574	22,770	39,629	326,445	402,418
17:30 - 18:00	4,160	4,160	4,817	4,817	7,225	5,911	6,349	12,261	25,178	39,629	325,350	402,418
18:00 - 18:30	4,817	10,728	13,356	12,918	12,261	10,509	13,356	40,723	37,220	39,629	284,845	402,418
18:30 - 19:00	5,693	14,450	20,800	19,267	19,486	16,421	19,705	61,304	54,517	39,629	246,968	402,418
19:00 - 19:30	5,036	15,326	19,267	19,924	19,486	17,953	21,019	59,334	58,677	39,629	244,779	402,418
19:30 - 20:00	4,817	23,427	29,338	26,492	24,960	24,960	28,682	82,542	80,133	39,629	200,114	402,418
20:00 - 20:30	9,852	33,498	38,972	34,155	37,220	35,250	37,001	121,076	104,874	39,629	136,840	402,418
20:30 - 21:00	11,385	28,025	27,368	22,551	25,397	23,646	22,989	76,849	84,512	39,629	201,428	402,418
21:00 - 21:30	16,859	38,972	33,060	26,054	25,835	24,303	20,581	90,424	95,240	39,629	177,125	402,418
21:30 - 22:00	16,202	35,031	33,060	23,427	24,084	22,332	17,734	85,388	86,483	39,629	190,919	402,418
22:00 - 22:30	23,646	39,848	32,404	19,267	15,545	14,888	10,071	76,849	78,820	39,629	207,120	402,418
22:30 - 23:00	20,143	30,433	22,113	13,356	8,977	10,728	4,160	54,955	54,955	39,629	252,880	402,418
23:00 - 23:30	6,349	12,480	7,006	6,568	2,627	3,722	1,533	22,989	17,297	39,629	322,504	402,418
23:30 - 00:00	-	1,533	1,970	2,627	1,314	1,533	657	7,444	2,189	39,629	353,156	402,418

Note: Timebands featuring a 'nil' viewership in the Table above have a TV viewership of less than 219 viewers (0.12%) between Sunday and Saturday.

M.FSADNI & Associates

8.8 TV Audience Per Day of Assessment: Sunday – Saturday

This section will present findings for TV audience per day of assessment from Sunday to Saturday. 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 (=459,781).

Research Findings in Detail

Tables below illustrate details on the above research findings.

Table 9 – Total Number of <u>TV Viewers</u> Per Day of Assessment – May 2023

Counts Respondents	Total	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Total Number of Respondents	**2100**	**300**	**300**	**300**	**300**	**300**	**300**	**300**
TV Viewers' Respondents	**1838**	262	251	262	259	268	268	268
Maltese Population of TV viewers	**402,418**	401,542	384,683	401,542	396,944	410,738	410,738	410,738

TV Audience on <u>SUNDAY</u>

✓ The **most watched timeband** on Sunday is 20:00 – 20:30 **on TVM** (217,630 TV Viewers).

Table 10 – Q8 – TV Audience on <u>SUNDAY</u> - by Timeband
(Multiple-Response Q) (n=401,542)

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

	TVM	ONE	NET TV	Smash	TVM NEWS+	TVM SPORT+	Xejk	iTV	Melita More	GO Stars	GO Tokis	TSN 1-8 (Melita / GO)	Foreign station (ANY)	I did not watch any TV on Sunday/No particular station/Don't Remember	Did not watch TV during this timeslot	Total
00:00 - 00:30	-	-	-	-	-	-	-	-	-	-	-	-	-	42,913	358,629	401,542
00:30 - 01:00	-	-	-	-	-	-	-	-	-	-	-	-	-	42,913	358,629	401,542
01:00 - 01:30	-	-	-	-	-	-	-	-	-	-	-	-	-	42,913	358,629	401,542
01:30 - 02:00	-	-	-	-	-	-	-	-	-	-	-	-	-	42,913	358,629	401,542
02:00 - 02:30	-	-	-	-	-	-	-	-	-	-	-	-	-	42,913	358,629	401,542
02:30 - 03:00	-	-	-	-	-	-	-	-	-	-	-	-	-	42,913	358,629	401,542
03:00 - 03:30	-	-	-	-	-	-	-	-	-	-	-	-	-	42,913	358,629	401,542
03:30 - 04:00	-	-	-	-	-	-	-	-	-	-	-	-	-	42,913	358,629	401,542
04:00 - 04:30	-	-	-	-	-	-	-	-	-	-	-	-	-	42,913	358,629	401,542
04:30 - 05:00	-	-	-	-	-	-	-	-	-	-	-	-	-	42,913	358,629	401,542
05:00 - 05:30	-	-	-	-	-	-	-	-	-	-	-	-	-	42,913	358,629	401,542
05:30 - 06:00	-	-	-	-	-	-	-	-	-	-	-	-	-	42,913	358,629	401,542
06:00 - 06:30	-	1,533	-	-	-	-	-	-	-	-	-	-	-	42,913	357,097	401,542
06:30 - 07:00	-	1,533	-	-	-	-	-	-	-	-	-	-	-	42,913	357,097	401,542
07:00 - 07:30	-	1,533	-	-	-	-	-	-	-	-	-	-	-	42,913	357,097	401,542
07:30 - 08:00	-	-	-	-	-	-	-	-	-	-	-	-	-	42,913	358,629	401,542
08:00 - 08:30	1,533	-	-	-	-	-	-	-	-	-	-	-	1,533	42,913	355,564	401,542
08:30 - 09:00	3,065	1,533	1,533	-	-	-	-	-	-	-	-	-	1,533	42,913	350,966	401,542
09:00 - 09:30	18,391	1,533	4,598	-	-	-	-	-	-	-	-	-	1,533	42,913	332,575	401,542
09:30 - 10:00	15,326	1,533	13,793	-	-	-	-	-	-	-	-	-	1,533	42,913	326,444	401,542
10:00 - 10:30	15,326	1,533	12,261	-	-	-	1,533	-	-	-	-	-	3,065	42,913	324,912	401,542
10:30 - 11:00	12,261	1,533	12,261	-	-	-	-	-	-	-	-	-	1,533	42,913	331,042	401,542
11:00 - 11:30	6,130	3,065	10,728	-	-	-	-	-	-	-	4,598	-	1,533	42,913	332,575	401,542
11:30 - 12:00	4,598	1,533	1,533	-	-	-	-	-	-	-	4,598	-	-	42,913	346,368	401,542
12:00 - 12:30	29,119	-	-	-	-	-	-	-	-	1,533	4,598	-	4,598	42,913	318,781	401,542
12:30 - 13:00	32,185	-	-	-	-	-	-	-	-	1,533	1,533	-	7,663	42,913	315,716	401,542
13:00 - 13:30	32,185	-	-	-	-	-	-	-	-	1,533	1,533	-	7,663	42,913	315,716	401,542
13:30 - 14:00	29,119	-	-	-	-	-	-	-	-	1,533	1,533	-	6,130	42,913	320,314	401,542
14:00 - 14:30	16,859	-	-	-	-	1,533	-	3,065	-	1,533	-	-	38,315	42,913	297,325	401,542
14:30 - 15:00	13,793	-	-	-	-	4,598	-	3,065	-	1,533	-	-	38,315	42,913	297,325	401,542
15:00 - 15:30	18,391	-	3,065	-	-	6,130	-	3,065	-	-	-	-	33,717	42,913	294,260	401,542
15:30 - 16:00	15,326	-	3,065	-	-	7,663	-	1,533	-	-	-	-	32,185	42,913	298,858	401,542
16:00 - 16:30	3,065	-	-	-	-	6,130	-	1,533	3,065	-	-	-	7,663	42,913	337,173	401,542
16:30 - 17:00	1,533	-	-	-	-	4,598	-	3,065	-	-	-	-	7,663	42,913	341,770	401,542
17:00 - 17:30	9,196	-	1,533	-	-	3,065	-	3,065	-	-	-	42,913	10,728	42,913	288,129	401,542
17:30 - 18:00	7,663	-	1,533	-	-	-	-	1,533	-	-	-	42,913	10,728	42,913	294,260	401,542
18:00 - 18:30	10,728	-	16,859	-	-	1,533	1,533	-	-	-	-	55,174	9,196	42,913	263,608	401,542
18:30 - 19:00	7,663	1,533	18,391	-	-	-	1,533	-	-	-	-	55,174	6,130	42,913	268,206	401,542
19:00 - 19:30	-	15,326	24,522	-	-	-	-	-	-	-	-	18,391	4,598	42,913	295,792	401,542
19:30 - 20:00	6,130	73,565	82,761	-	-	-	-	-	-	-	-	13,793	3,065	42,913	179,315	401,542
20:00 - 20:30	217,630	7,663	9,196	-	1,533	-	-	-	-	-	-	-	3,065	7,663	42,913	111,880	401,542
20:30 - 21:00	98,087	12,261	3,065	-	1,533	-	3,065	-	-	-	-	-	3,065	9,196	42,913	228,358	401,542
21:00 - 21:30	113,413	9,196	9,196	-	-	1,533	12,261	-	-	-	-	4,598	33,717	42,913	174,717	401,542
21:30 - 22:00	114,945	4,598	9,196	-	-	3,065	12,261	-	-	-	-	4,598	35,250	42,913	174,717	401,542
22:00 - 22:30	110,347	3,065	9,196	3,065	-	-	12,261	-	-	-	-	4,598	30,652	42,913	185,445	401,542
22:30 - 23:00	13,793	1,533	4,598	3,065	-	-	3,065	-	-	-	-	1,533	27,587	42,913	303,455	401,542
23:00 - 23:30	3,065	-	-	-	-	-	-	-	-	-	-	-	15,326	42,913	340,238	401,542
23:30 - 00:00	1,533	-	-	-	-	-	-	-	-	-	-	-	4,598	42,913	352,499	401,542

<u>Note I</u>: *TV stations not featured in the Table above have a TV viewership of less than 0.1% between Sunday and Saturday.*
<u>Note II</u>: *Timebands featuring a 'nil' viewership in the Table above have a TV viewership of less than 1,533 viewers on Sunday.*

M.FSADNI & Associates

TV Audience on <u>MONDAY</u>

✓ The **most watched timeband** on Monday is 20:00 – 20:30 **on TVM** (171,651 TV Viewers).

Table 10 – Q8 – TV Audience on <u>MONDAY</u> – by Timeband
(Multiple-Response Q) (n=384,683)

<u>NOTE</u>: *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+	TVM SPORT+	F Living	Xejk	Parliament TV	Melita More	GO Tokis	TSN 1-8 (Melita / GO)	Foreign station (ANY)	Did 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	-	-	-	-	-	-	-	-	-	-	-	-	-	32,185	352,498	384,683
00:30 - 01:00	-	-	-	-	-	-	-	-	-	-	-	-	-	32,185	352,498	384,683
01:00 - 01:30	-	-	-	-	-	-	-	-	-	-	-	-	-	32,185	352,498	384,683
01:30 - 02:00	-	-	-	-	-	-	-	-	-	-	-	-	-	32,185	352,498	384,683
02:00 - 02:30	-	-	-	-	-	-	-	-	-	-	-	-	-	32,185	352,498	384,683
02:30 - 03:00	1,533	-	-	-	-	-	-	-	-	-	-	-	-	32,185	350,966	384,683
03:00 - 03:30	1,533	-	-	-	-	-	-	-	-	-	-	-	-	32,185	350,966	384,683
03:30 - 04:00	-	-	-	-	-	-	-	-	-	-	-	-	-	32,185	352,498	384,683
04:00 - 04:30	-	-	-	-	-	-	-	-	-	-	-	-	-	32,185	352,498	384,683
04:30 - 05:00	-	-	-	-	-	-	-	-	-	-	-	-	-	32,185	352,498	384,683
05:00 - 05:30	-	-	-	-	-	-	-	-	-	-	-	-	-	32,185	352,498	384,683
05:30 - 06:00	-	-	-	-	-	-	-	-	-	-	-	-	-	32,185	352,498	384,683
06:00 - 06:30	-	-	-	-	-	-	-	-	-	-	-	-	-	32,185	352,498	384,683
06:30 - 07:00	-	-	-	-	-	-	-	-	-	-	-	-	-	32,185	352,498	384,683
07:00 - 07:30	1,533	1,533	-	-	-	-	-	-	-	-	-	-	1,533	32,185	347,901	384,683
07:30 - 08:00	1,533	1,533	-	-	-	-	-	-	-	-	-	-	1,533	32,185	347,901	384,683
08:00 - 08:30	6,130	-	-	-	-	-	-	-	-	-	-	-	1,533	32,185	344,835	384,683
08:30 - 09:00	6,130	-	-	-	-	-	-	-	-	-	-	-	1,533	32,185	344,835	384,683
09:00 - 09:30	9,196	-	-	-	-	-	-	-	-	-	-	-	1,533	32,185	341,770	384,683
09:30 - 10:00	16,859	-	-	-	-	-	-	-	-	-	-	-	-	32,185	335,640	384,683
10:00 - 10:30	9,196	-	-	-	-	-	-	-	-	-	-	-	-	32,185	343,303	384,683
10:30 - 11:00	7,663	-	-	-	-	-	-	-	-	-	-	-	-	32,185	344,835	384,683
11:00 - 11:30	7,663	-	-	1,533	-	-	-	-	-	-	-	-	1,533	32,185	341,770	384,683
11:30 - 12:00	6,130	-	-	1,533	-	-	-	-	-	-	-	-	1,533	32,185	343,303	384,683
12:00 - 12:30	1,533	4,598	1,533	1,533	-	-	-	1,533	-	-	-	-	6,130	32,185	335,640	384,683
12:30 - 13:00	1,533	7,663	1,533	1,533	-	-	1,533	1,533	-	-	-	-	3,065	32,185	334,107	384,683
13:00 - 13:30	1,533	7,663	1,533	-	-	-	12,261	-	-	-	-	-	3,065	32,185	326,444	384,683
13:30 - 14:00	-	7,663	3,065	-	-	-	12,261	-	-	-	-	-	3,065	32,185	326,444	384,683
14:00 - 14:30	3,065	7,663	3,065	-	-	-	16,859	-	-	-	1,533	-	12,261	32,185	308,053	384,683
14:30 - 15:00	3,065	6,130	3,065	-	-	-	16,859	-	-	-	1,533	-	13,793	32,185	308,053	384,683
15:00 - 15:30	3,065	-	1,533	-	-	-	13,793	-	-	-	1,533	-	16,859	32,185	315,716	384,683
15:30 - 16:00	4,598	-	-	-	-	-	12,261	-	-	-	1,533	-	15,326	32,185	318,781	384,683
16:00 - 16:30	6,130	-	1,533	-	-	-	1,533	-	1,533	-	1,533	-	9,196	32,185	331,042	384,683
16:30 - 17:00	13,793	-	-	-	-	-	-	-	1,533	-	1,533	-	3,065	32,185	332,575	384,683
17:00 - 17:30	16,859	1,533	-	-	-	-	-	-	1,533	1,533	1,533	-	3,065	32,185	326,444	384,683
17:30 - 18:00	16,859	3,065	-	-	-	-	-	-	1,533	1,533	1,533	-	4,598	32,185	323,379	384,683
18:00 - 18:30	26,054	10,728	26,054	1,533	-	-	-	1,533	1,533	1,533	1,533	-	9,196	32,185	272,803	384,683
18:30 - 19:00	82,760	10,728	27,587	1,533	-	-	-	1,533	1,533	-	1,533	-	7,663	32,185	217,629	384,683
19:00 - 19:30	85,826	15,326	29,119	1,533	-	-	1,533	1,533	-	-	-	-	6,130	32,185	211,499	384,683
19:30 - 20:00	72,032	45,978	70,500	-	-	-	1,533	-	-	-	-	-	7,663	32,185	154,793	384,683
20:00 - 20:30	171,651	42,913	22,989	-	1,533	-	-	-	-	-	-	-	10,728	32,185	102,684	384,683
20:30 - 21:00	55,174	56,706	56,706	1,533	-	3,065	1,533	1,533	-	-	-	-	10,728	32,185	165,521	384,683
21:00 - 21:30	32,185	62,837	56,706	1,533	-	-	1,533	-	-	-	-	-	32,185	32,185	165,521	384,683
21:30 - 22:00	32,185	58,239	35,250	3,065	1,533	-	1,533	-	-	-	-	1,533	30,652	32,185	188,510	384,683
22:00 - 22:30	81,228	41,380	1,533	1,533	-	-	-	-	-	-	-	-	32,185	32,185	194,640	384,683
22:30 - 23:00	76,630	13,793	-	-	-	-	-	-	-	-	-	-	24,522	32,185	237,553	384,683
23:00 - 23:30	53,641	-	-	-	-	-	-	1,533	-	-	-	-	16,859	32,185	280,466	384,683
23:30 - 00:00	-	-	-	-	-	-	-	-	-	-	-	-	6,130	32,185	346,368	384,683

Note I: *TV stations not featured in the Table above have a TV viewership of less than 0.1% between Sunday and Saturday.*
Note II: *Timebands featuring a 'nil' viewership in the Table above have a TV viewership of less than 1,533 viewers on Monday.*

M.FSADNI & Associates

TV Audience on TUESDAY

✓ The **most watched timeband** on Tuesday is 20:00 – 20:30 **on TVM** (153,260 TV Viewers).

Table 11 – Q8 – TV Audience on TUESDAY – by Timeband
(Multiple-Response Q) (n=401,542)

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+	TVM SPORT+	F Living	Xejk	GO Stars	GO Tokis	Foreign station (ANY)	Did 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	-	-	-	-	-	-	-	-	-	-	-	50,576	350,966	401,542
00:30 - 01:00	-	-	-	-	-	-	-	-	-	-	-	50,576	350,966	401,542
01:00 - 01:30	-	-	-	-	-	-	-	-	-	-	-	50,576	350,966	401,542
01:30 - 02:00	-	-	-	-	-	-	-	-	-	-	-	50,576	350,966	401,542
02:00 - 02:30	-	-	-	-	-	-	-	-	-	-	-	50,576	350,966	401,542
02:30 - 03:00	-	-	-	-	-	-	-	-	-	-	-	50,576	350,966	401,542
03:00 - 03:30	-	-	-	-	-	-	-	-	-	-	-	50,576	350,966	401,542
03:30 - 04:00	-	-	-	-	-	-	-	-	-	-	-	50,576	350,966	401,542
04:00 - 04:30	-	-	-	-	-	-	-	-	-	-	-	50,576	350,966	401,542
04:30 - 05:00	-	-	-	-	-	-	-	-	-	-	-	50,576	350,966	401,542
05:00 - 05:30	-	-	-	-	-	-	-	-	-	-	-	50,576	350,966	401,542
05:30 - 06:00	-	-	-	-	-	-	-	-	-	-	-	50,576	350,966	401,542
06:00 - 06:30	-	-	-	-	-	-	-	-	-	-	-	50,576	350,966	401,542
06:30 - 07:00	-	-	-	-	-	-	-	-	-	-	-	50,576	350,966	401,542
07:00 - 07:30	-	1,533	-	-	-	-	-	-	-	-	-	50,576	349,433	401,542
07:30 - 08:00	3,065	1,533	-	-	-	-	-	-	-	-	-	50,576	346,368	401,542
08:00 - 08:30	4,598	1,533	-	-	-	-	-	-	-	-	-	50,576	344,836	401,542
08:30 - 09:00	4,598	1,533	-	-	-	-	-	-	-	-	-	50,576	344,836	401,542
09:00 - 09:30	7,663	1,533	-	-	-	-	-	-	-	-	1,533	50,576	340,238	401,542
09:30 - 10:00	21,456	1,533	1,533	-	-	-	-	-	-	-	1,533	50,576	324,912	401,542
10:00 - 10:30	9,196	1,533	1,533	-	-	-	-	-	-	-	1,533	50,576	337,173	401,542
10:30 - 11:00	10,728	1,533	1,533	-	-	-	-	-	-	-	1,533	50,576	335,640	401,542
11:00 - 11:30	10,728	-	1,533	-	-	-	-	-	-	-	1,533	50,576	337,173	401,542
11:30 - 12:00	4,598	-	1,533	-	-	-	-	-	-	-	-	50,576	344,836	401,542
12:00 - 12:30	6,130	1,533	3,065	-	-	-	1,533	-	-	-	1,533	50,576	337,173	401,542
12:30 - 13:00	7,663	3,065	3,065	-	-	-	6,130	-	-	-	6,130	50,576	324,912	401,542
13:00 - 13:30	7,663	4,598	4,598	-	-	-	19,924	-	-	-	6,130	50,576	308,053	401,542
13:30 - 14:00	7,663	7,663	4,598	-	-	-	26,054	-	-	1,533	7,663	50,576	295,792	401,542
14:00 - 14:30	7,663	7,663	4,598	-	-	-	26,054	-	1,533	1,533	12,261	50,576	289,662	401,542
14:30 - 15:00	7,663	7,663	4,598	-	-	-	26,054	-	1,533	1,533	12,261	50,576	289,662	401,542
15:00 - 15:30	3,065	1,533	3,065	-	-	-	19,924	-	1,533	3,065	13,793	50,576	304,988	401,542
15:30 - 16:00	1,533	-	1,533	-	-	-	10,728	-	1,533	3,065	13,793	50,576	318,781	401,542
16:00 - 16:30	4,598	1,533	-	-	-	-	1,533	1,533	1,533	3,065	3,065	50,576	334,107	401,542
16:30 - 17:00	9,196	1,533	-	-	-	-	-	1,533	1,533	3,065	3,065	50,576	331,042	401,542
17:00 - 17:30	9,196	3,065	-	1,533	-	-	-	1,533	-	1,533	3,065	50,576	331,042	401,542
17:30 - 18:00	12,261	3,065	-	1,533	-	-	-	1,533	-	1,533	3,065	50,576	327,977	401,542
18:00 - 18:30	29,119	12,261	18,391	-	-	-	-	1,533	-	-	9,196	50,576	280,466	401,542
18:30 - 19:00	70,500	22,989	21,456	-	-	-	-	1,533	-	1,533	9,196	50,576	223,760	401,542
19:00 - 19:30	68,967	24,522	22,989	-	-	-	-	-	-	-	6,130	50,576	228,358	401,542
19:30 - 20:00	59,772	30,652	27,587	-	-	-	-	-	-	1,533	3,065	50,576	228,358	401,542
20:00 - 20:30	153,260	4,598	10,728	-	16,859	1,533	-	-	-	3,065	9,196	50,576	151,728	401,542
20:30 - 21:00	68,967	3,065	21,456	-	18,391	-	-	-	-	7,663	19,924	50,576	211,499	401,542
21:00 - 21:30	87,358	-	16,859	-	19,924	1,533	-	6,130	-	9,196	36,782	50,576	173,184	401,542
21:30 - 22:00	85,826	1,533	3,065	-	18,391	-	-	7,663	-	9,196	39,848	50,576	185,445	401,542
22:00 - 22:30	81,228	1,533	-	-	-	-	-	7,663	-	3,065	35,250	50,576	222,227	401,542
22:30 - 23:00	70,500	-	-	-	-	-	-	3,065	-	-	30,652	50,576	246,749	401,542
23:00 - 23:30	29,119	-	-	-	-	-	-	3,065	-	-	24,522	50,576	294,260	401,542
23:30 - 00:00	-	-	-	-	-	-	-	-	-	-	7,663	50,576	343,303	401,542

Note I: *TV stations not featured in the Table above have a TV viewership of less than 0.1% between Sunday and Saturday.*
Note II: *Timebands featuring a 'nil' viewership in the Table above have a TV viewership of less than 1,533 viewers on Tuesday.*

M.FSADNI & Associates

TV Audience on <u>WEDNESDAY</u>

✓ The **most watched timeband** on Wednesday is 20:00 - 20:30 **on TVM** (145,597 TV Viewers).

Table 12 – Q8 – TV Audience on <u>WEDNESDAY</u> – by Timeband
(Multiple-Response Q) (n=396944)
<u>NOTE</u>: *Respondents were given the possibility of mentioning up to 3 TV stations they watched on Wednesday.*
For each mentioned TV station, they were asked to indicate all timebands watched

	TVM	ONE	NET TV	TVM NEWS+	TVM SPORT+	F Living	Xejk	GO Tokis	TSN 1–8 (Melita / GO)	Foreign station (ANY)	Did watch any TV on the previous day/ No particular station/ Don't	Did not watch TV during this timeslot	Total
00:00 – 00:30	-	-	-	-	-	-	-	-	-	-	26,054	370,890	396,944
00:30 – 01:00	-	-	-	-	-	-	-	-	-	-	26,054	370,890	396,944
01:00 – 01:30	-	-	-	-	-	-	-	-	-	-	26,054	370,890	396,944
01:30 – 02:00	-	-	-	-	-	-	-	-	-	-	26,054	370,890	396,944
02:00 – 02:30	-	-	-	-	-	-	-	-	-	-	26,054	370,890	396,944
02:30 – 03:00	-	-	-	-	-	-	-	-	-	-	26,054	370,890	396,944
03:00 – 03:30	-	-	-	-	-	-	-	-	-	-	26,054	370,890	396,944
03:30 – 04:00	-	-	-	-	-	-	-	-	-	-	26,054	370,890	396,944
04:00 – 04:30	-	-	-	-	-	-	-	-	-	-	26,054	370,890	396,944
04:30 – 05:00	-	-	-	-	-	-	-	-	-	-	26,054	370,890	396,944
05:00 – 05:30	-	-	-	-	-	-	-	-	-	-	26,054	370,890	396,944
05:30 – 06:00	-	-	-	-	-	-	-	-	-	-	26,054	370,890	396,944
06:00 – 06:30	-	-	-	-	-	-	-	-	-	-	26,054	370,890	396,944
06:30 – 07:00	1,533	-	-	-	-	-	-	-	-	-	26,054	369,357	396,944
07:00 – 07:30	7,663	-	-	-	-	-	-	-	-	-	26,054	363,227	396,944
07:30 – 08:00	7,663	-	-	-	-	-	-	-	-	-	26,054	363,227	396,944
08:00 – 08:30	6,130	-	-	-	-	-	-	-	-	-	26,054	364,759	396,944
08:30 – 09:00	4,598	-	-	-	-	-	1,533	-	-	-	26,054	364,759	396,944
09:00 – 09:30	6,130	-	-	-	-	-	-	-	-	-	26,054	364,759	396,944
09:30 – 10:00	30,652	-	-	-	-	-	-	-	-	-	26,054	340,238	396,944
10:00 – 10:30	12,261	-	-	-	-	-	-	-	-	-	26,054	358,629	396,944
10:30 – 11:00	10,728	-	-	-	-	-	-	-	-	-	26,054	360,162	396,944
11:00 – 11:30	10,728	-	-	-	-	-	-	-	-	-	26,054	360,162	396,944
11:30 – 12:00	9,196	-	-	-	-	-	-	-	-	-	26,054	361,694	396,944
12:00 – 12:30	1,533	-	-	-	-	-	-	-	-	6,130	26,054	363,227	396,944
12:30 – 13:00	4,598	6,130	-	-	-	3,065	-	-	-	10,728	26,054	346,368	396,944
13:00 – 13:30	6,130	6,130	3,065	-	-	16,859	-	-	-	10,728	26,054	327,977	396,944
13:30 – 14:00	6,130	6,130	6,130	-	-	26,054	-	-	-	12,261	26,054	314,183	396,944
14:00 – 14:30	6,130	6,130	6,130	-	-	29,119	-	-	-	16,859	26,054	306,520	396,944
14:30 – 15:00	4,598	6,130	6,130	-	-	27,587	-	-	-	15,326	26,054	311,118	396,944
15:00 – 15:30	-	3,065	-	-	-	24,522	-	-	-	15,326	26,054	327,977	396,944
15:30 – 16:00	-	-	-	-	-	16,859	-	-	-	15,326	26,054	338,705	396,944
16:00 – 16:30	-	-	-	-	-	6,130	-	-	-	6,130	26,054	358,629	396,944
16:30 – 17:00	12,261	-	-	-	-	1,533	-	-	-	1,533	26,054	355,564	396,944
17:00 – 17:30	13,793	1,533	-	-	-	-	-	-	-	-	26,054	355,564	396,944
17:30 – 18:00	15,326	1,533	1,533	-	-	-	-	-	-	-	26,054	352,499	396,944
18:00 – 18:30	19,924	15,326	33,717	-	-	-	1,533	-	-	1,533	26,054	298,857	396,944
18:30 – 19:00	62,837	22,989	32,185	-	-	1,533	-	-	-	3,065	26,054	248,282	396,944
19:00 – 19:30	65,902	26,054	32,185	-	-	1,533	-	-	-	3,065	26,054	242,151	396,944
19:30 – 20:00	61,304	45,978	36,782	1,533	3,065	1,533	-	-	-	1,533	26,054	219,162	396,944
20:00 – 20:30	145,597	13,793	12,261	-	1,533	1,533	-	-	-	4,598	26,054	191,575	396,944
20:30 – 21:00	81,228	7,663	9,196	-	1,533	-	-	1,533	1,533	16,859	26,054	251,347	396,944
21:00 – 21:30	50,576	7,663	7,663	1,533	-	-	1,533	10,728	15,326	64,369	26,054	211,499	396,944
21:30 – 22:00	42,913	4,598	7,663	-	-	-	3,065	9,196	18,391	75,098	26,054	209,967	396,944
22:00 – 22:30	39,848	-	3,065	-	1,533	-	3,065	7,663	18,391	75,098	26,054	222,227	396,944
22:30 – 23:00	35,250	1,533	-	-	1,533	-	3,065	-	16,859	68,967	26,054	243,684	396,944
23:00 – 23:30	10,728	-	-	-	1,533	-	-	-	3,065	50,576	26,054	304,988	396,944
23:30 – 00:00	1,533	-	-	-	-	-	-	-	-	33,717	26,054	335,640	396,944

Note I: *TV stations not featured in the Table above have a TV viewership of less than 0.1% between Sunday and Saturday.*
Note II: *Timebands featuring a 'nil' viewership in the Table above have a TV viewership of less than 1,533 viewers on Wednesday.*

M.FSADNI & Associates

TV Audience on __THURSDAY__

✓ The **most watched timeband** on Thursday is 20:00 – 20:30 **on TVM** (125,674 TV Viewers).

Table 13 – Q8 – TV Audience on __THURSDAY__ – by Timeband
(Multiple-Response Q) (n=410,738)
__NOTE__: Respondents were given the possibility of mentioning up to 3 TV stations they watched on Thursday.
For each mentioned TV station, they were asked to indicate all timebands watched.

	TVM	ONE	NET TV	Smash	TVM NEWS+	TVM SPORT+	F Living	Xejk	GO Tokis	TSN 1-8 (Melita / GO)	Foreign station (ANY)	Did 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	-	-	-	-	-	-	-	-	-	-	-	22,989	387,749	410,738
00:30 - 01:00	-	-	-	-	-	-	-	-	-	-	-	22,989	387,749	410,738
01:00 - 01:30	-	-	-	-	-	-	-	-	-	-	-	22,989	387,749	410,738
01:30 - 02:00	-	-	-	-	-	-	-	-	-	-	-	22,989	387,749	410,738
02:00 - 02:30	-	-	-	-	-	-	-	-	-	-	-	22,989	387,749	410,738
02:30 - 03:00	-	-	-	-	-	-	-	-	-	-	-	22,989	387,749	410,738
03:00 - 03:30	-	-	-	-	-	-	-	-	-	-	-	22,989	387,749	410,738
03:30 - 04:00	-	-	-	-	-	-	-	-	-	-	-	22,989	387,749	410,738
04:00 - 04:30	-	-	-	-	-	-	-	-	-	-	-	22,989	387,749	410,738
04:30 - 05:00	-	-	-	-	-	-	-	-	-	-	-	22,989	387,749	410,738
05:00 - 05:30	-	-	-	-	-	-	-	-	-	-	-	22,989	387,749	410,738
05:30 - 06:00	-	-	-	-	-	-	-	-	-	-	-	22,989	387,749	410,738
06:00 - 06:30	-	-	-	-	-	-	-	-	-	-	-	22,989	387,749	410,738
06:30 - 07:00	-	-	-	-	-	-	-	-	-	-	-	22,989	387,749	410,738
07:00 - 07:30	-	-	-	-	-	-	-	-	-	-	-	22,989	387,749	410,738
07:30 - 08:00	-	-	-	-	-	-	-	-	-	-	-	22,989	387,749	410,738
08:00 - 08:30	3,065	1,533	-	-	-	-	-	-	-	-	-	22,989	383,151	410,738
08:30 - 09:00	3,065	-	-	-	-	-	-	-	1,533	-	-	22,989	383,151	410,738
09:00 - 09:30	1,533	-	-	-	-	-	-	-	1,533	-	-	22,989	384,684	410,738
09:30 - 10:00	16,859	-	-	-	-	-	-	1,533	1,533	-	-	22,989	367,825	410,738
10:00 - 10:30	7,663	-	-	-	-	-	-	-	-	-	-	22,989	380,086	410,738
10:30 - 11:00	7,663	-	-	-	-	-	-	-	-	-	-	22,989	380,086	410,738
11:00 - 11:30	6,130	-	-	-	-	-	-	-	-	-	-	22,989	381,619	410,738
11:30 - 12:00	6,130	-	-	-	-	-	-	-	-	-	-	22,989	381,619	410,738
12:00 - 12:30	1,533	1,533	-	-	-	-	1,533	-	-	-	1,533	22,989	381,619	410,738
12:30 - 13:00	6,130	6,130	-	-	-	-	7,663	-	-	-	1,533	22,989	366,292	410,738
13:00 - 13:30	7,663	6,130	1,533	-	-	-	13,793	-	1,533	-	4,598	22,989	352,499	410,738
13:30 - 14:00	7,663	9,196	1,533	-	-	-	15,326	-	3,065	1,533	4,598	22,989	344,836	410,738
14:00 - 14:30	7,663	9,196	-	-	-	-	15,326	-	3,065	1,533	4,598	22,989	346,369	410,738
14:30 - 15:00	7,663	7,663	-	-	-	-	15,326	-	3,065	1,533	4,598	22,989	347,901	410,738
15:00 - 15:30	4,598	6,130	-	1,533	-	-	15,326	1,533	3,065	1,533	4,598	22,989	349,434	410,738
15:30 - 16:00	4,598	1,533	-	1,533	-	-	15,326	-	3,065	-	4,598	22,989	357,097	410,738
16:00 - 16:30	4,598	1,533	1,533	-	-	-	6,130	-	3,065	-	4,598	22,989	366,292	410,738
16:30 - 17:00	26,054	1,533	1,533	-	-	-	-	-	3,065	-	3,065	22,989	352,499	410,738
17:00 - 17:30	21,456	4,598	1,533	-	-	-	-	-	-	-	3,065	22,989	357,097	410,738
17:30 - 18:00	22,989	9,196	3,065	-	-	-	-	-	-	-	3,065	22,989	349,434	410,738
18:00 - 18:30	26,054	10,728	7,663	-	-	-	-	-	-	-	4,598	22,989	338,706	410,738
18:30 - 19:00	59,772	18,391	9,196	1,533	-	-	-	-	-	-	4,598	22,989	294,260	410,738
19:00 - 19:30	58,239	22,989	10,728	1,533	13,793	6,130	-	-	-	-	9,196	22,989	265,141	410,738
19:30 - 20:00	56,706	35,250	16,859	-	13,793	6,130	-	-	-	-	6,130	22,989	252,880	410,738
20:00 - 20:30	125,674	22,989	6,130	-	22,989	4,598	-	-	1,533	-	10,728	22,989	193,108	410,738
20:30 - 21:00	32,185	16,859	6,130	6,130	26,054	3,065	-	-	33,717	-	21,456	22,989	242,152	410,738
21:00 - 21:30	15,326	16,859	6,130	6,130	29,119	3,065	-	6,130	33,717	44,446	32,185	22,989	194,641	410,738
21:30 - 22:00	15,326	13,793	3,065	7,663	12,261	-	-	7,663	6,130	50,576	32,185	22,989	239,086	410,738
22:00 - 22:30	72,032	10,728	1,533	7,663	-	-	-	6,130	-	50,576	19,924	22,989	219,162	410,738
22:30 - 23:00	81,228	1,533	1,533	-	-	1,533	-	1,533	-	49,043	13,793	22,989	237,554	410,738
23:00 - 23:30	18,391	-	-	-	-	1,533	-	-	-	3,065	4,598	22,989	360,162	410,738
23:30 - 00:00	-	1,533	-	1,533	-	-	-	-	-	-	-	22,989	384,684	410,738

__Note I__: *TV stations not featured in the Table above have a TV viewership of less than 0.1% between Sunday and Saturday.*
__Note II__: *Timebands featuring a 'nil' viewership in the Table above have a TV viewership of less than 1533 viewers on Thursday.*

M.FSADNI & Associates

TV Audience on <u>FRIDAY</u>

✓ **The most watched timeband** on Friday is 20:00 – 20:30 **on TVM** (167,054 TV Viewers).

Table 14 – Q8 – TV Audience on <u>FRIDAY</u> – by Timeband
(Multiple-Response Q) (n=410,738)
<u>*NOTE*</u>*: Respondents were given the possibility of mentioning up to 3 TV stations they watched on Friday.*
For each mentioned TV station, they were asked to indicate all timebands watched.

	TVM	ONE	NET TV	Smash	TVM NEWS+	TVM SPORT+	F Living	Xejk	GO Tokis	TSN 1-8 (Melita / GO)	Cablenet Sports 1 (GO)	Foreign station (ANY)	Did 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	-	-	-	-	-	-	-	-	-	-	-	-	64,369	346,369	410,738
00:30 - 01:00	-	-	-	-	-	-	-	-	-	-	-	-	64,369	346,369	410,738
01:00 - 01:30	-	-	-	-	-	-	-	-	-	-	-	-	64,369	346,369	410,738
01:30 - 02:00	-	-	-	-	-	-	-	-	-	-	-	-	64,369	346,369	410,738
02:00 - 02:30	-	-	-	-	-	-	-	-	-	-	-	-	64,369	346,369	410,738
02:30 - 03:00	-	-	-	-	-	-	-	-	-	-	-	-	64,369	346,369	410,738
03:00 - 03:30	-	-	-	-	-	-	-	-	-	-	-	-	64,369	346,369	410,738
03:30 - 04:00	-	-	-	-	-	-	-	-	-	-	-	-	64,369	346,369	410,738
04:00 - 04:30	-	-	-	-	-	-	-	-	-	-	-	-	64,369	346,369	410,738
04:30 - 05:00	-	-	-	-	-	-	-	-	-	-	-	-	64,369	346,369	410,738
05:00 - 05:30	-	-	-	-	-	-	-	-	-	-	-	1,533	64,369	344,836	410,738
05:30 - 06:00	-	-	-	-	-	-	-	-	-	-	-	1,533	64,369	344,836	410,738
06:00 - 06:30	-	-	-	-	-	-	-	-	-	-	-	1,533	64,369	344,836	410,738
06:30 - 07:00	-	1,533	-	-	-	-	-	-	-	-	-	1,533	64,369	343,303	410,738
07:00 - 07:30	9,196	1,533	-	-	-	-	-	-	-	-	-	1,533	64,369	334,108	410,738
07:30 - 08:00	12,261	1,533	1,533	-	-	-	-	-	-	-	-	-	64,369	331,043	410,738
08:00 - 08:30	16,859	-	-	-	-	-	-	-	-	-	-	-	64,369	329,510	410,738
08:30 - 09:00	16,859	1,533	1,533	-	-	-	-	-	-	-	-	-	64,369	326,445	410,738
09:00 - 09:30	15,326	1,533	1,533	-	-	-	-	-	-	-	-	-	64,369	327,977	410,738
09:30 - 10:00	35,250	1,533	1,533	-	-	-	-	-	-	-	-	-	64,369	308,054	410,738
10:00 - 10:30	3,065	1,533	1,533	-	-	-	-	-	-	-	-	-	64,369	340,238	410,738
10:30 - 11:00	3,065	-	-	-	-	-	-	-	-	-	-	-	64,369	343,303	410,738
11:00 - 11:30	3,065	-	-	-	-	-	-	-	-	-	-	-	64,369	343,303	410,738
11:30 - 12:00	4,598	-	-	-	-	-	-	-	-	-	-	-	64,369	341,771	410,738
12:00 - 12:30	3,065	-	3,065	-	-	-	-	-	-	-	-	-	64,369	340,238	410,738
12:30 - 13:00	6,130	1,533	4,598	1,533	-	-	-	-	-	-	-	-	64,369	332,575	410,738
13:00 - 13:30	10,728	7,663	6,130	1,533	-	-	4,598	1,533	-	-	-	-	64,369	314,184	410,738
13:30 - 14:00	10,728	15,326	4,598	-	-	-	18,391	1,533	-	-	-	-	64,369	295,793	410,738
14:00 - 14:30	13,793	13,793	4,598	-	-	-	22,989	1,533	1,533	-	-	3,065	64,369	285,064	410,738
14:30 - 15:00	19,924	12,261	3,065	-	-	-	22,989	1,533	1,533	-	-	3,065	64,369	281,999	410,738
15:00 - 15:30	9,196	6,130	-	-	-	-	22,989	-	1,533	-	-	3,065	64,369	303,456	410,738
15:30 - 16:00	6,130	3,065	-	-	1,533	-	18,391	-	3,065	-	-	3,065	64,369	311,119	410,738
16:00 - 16:30	6,130	1,533	-	-	1,533	-	1,533	-	1,533	-	-	6,130	64,369	327,977	410,738
16:30 - 17:00	32,185	1,533	-	-	1,533	-	-	-	1,533	-	-	7,663	64,369	301,923	410,738
17:00 - 17:30	32,185	4,598	3,065	-	-	-	-	-	-	-	-	9,196	64,369	297,325	410,738
17:30 - 18:00	30,652	10,728	-	-	-	1,533	-	-	-	-	-	6,130	64,369	297,325	410,738
18:00 - 18:30	44,446	29,119	22,989	-	-	1,533	-	-	-	-	-	9,196	64,369	239,086	410,738
18:30 - 19:00	87,358	39,848	26,054	-	-	-	-	-	-	-	-	7,663	64,369	185,445	410,738
19:00 - 19:30	84,293	42,913	27,587	-	-	-	-	-	-	-	-	7,663	64,369	183,913	410,738
19:30 - 20:00	84,293	67,435	44,446	-	-	-	-	1,533	-	-	-	6,130	64,369	142,532	410,738
20:00 - 20:30	167,054	38,315	30,652	-	3,065	-	1,533	3,065	1,533	-	-	7,663	64,369	93,489	410,738
20:30 - 21:00	42,913	58,239	41,380	-	3,065	1,533	-	4,598	10,728	1,533	1,533	12,261	64,369	168,586	410,738
21:00 - 21:30	12,261	59,772	41,380	-	3,065	1,533	-	9,196	12,261	1,533	1,533	30,652	64,369	173,184	410,738
21:30 - 22:00	9,196	58,239	41,380	-	3,065	1,533	-	10,728	3,065	1,533	1,533	35,250	64,369	180,847	410,738
22:00 - 22:30	4,598	44,446	15,326	-	1,533	1,533	-	10,728	1,533	1,533	1,533	30,652	64,369	232,956	410,738
22:30 - 23:00	4,598	29,119	7,663	-	-	1,533	-	9,196	-	1,533	1,533	24,522	64,369	266,673	410,738
23:00 - 23:30	1,533	3,065	-	-	-	-	-	-	-	1,533	-	7,663	64,369	332,575	410,738
23:30 - 00:00	-	-	-	-	-	-	-	-	-	-	-	3,065	64,369	343,303	410,738

<u>*Note I*</u>*: TV stations not featured in the Table above have a TV viewership of less than 0.1% between Sunday and Saturday.*
<u>*Note II*</u>*: Timebands featuring a 'nil' viewership in the Table above have a TV viewership of less than 1533 viewers on Friday*

M.FSADNI & Associates

TV Audience on <u>SATURDAY</u>

✓ The **most watched timeband** on Saturday is 20:00 – 20:30 **on TVM** (217,630 TV Viewers).

Table 15 – Q8 – TV Audience on <u>SATURDAY</u> – by Timeband
(Multiple-Response Q) (n=410,738)
<u>NOTE</u>: *Respondents were given the possibility of mentioning up to 3 TV stations they watched on Saturday.*
For each mentioned TV station, they were asked to indicate all timebands watched.

	TVM	ONE	NET TV	Smash	TVM SPORT+	F Living	Xejk	GO Tokis	TSN 1-8 (Melita / GO)	Foreign station (ANY)	Did 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	-	-	-	-	-	-	-	-	-	-	38,315	372,423	410,738
00:30 - 01:00	-	-	-	-	-	-	-	-	-	-	38,315	372,423	410,738
01:00 - 01:30	-	-	-	-	-	-	-	-	-	-	38,315	372,423	410,738
01:30 - 02:00	-	-	-	-	-	-	-	-	-	-	38,315	372,423	410,738
02:00 - 02:30	-	-	-	-	-	-	-	-	-	-	38,315	372,423	410,738
02:30 - 03:00	-	-	-	-	-	-	-	-	-	-	38,315	372,423	410,738
03:00 - 03:30	-	-	-	-	-	-	-	-	-	-	38,315	372,423	410,738
03:30 - 04:00	-	-	-	-	-	-	-	-	-	-	38,315	372,423	410,738
04:00 - 04:30	-	-	-	-	-	-	-	-	-	-	38,315	372,423	410,738
04:30 - 05:00	-	-	-	-	-	-	-	-	-	-	38,315	372,423	410,738
05:00 - 05:30	-	-	-	-	-	-	-	-	-	-	38,315	372,423	410,738
05:30 - 06:00	-	-	-	-	-	-	-	-	-	-	38,315	372,423	410,738
06:00 - 06:30	-	-	-	-	-	-	-	-	-	1,533	38,315	370,890	410,738
06:30 - 07:00	-	-	-	-	-	-	-	-	-	1,533	38,315	370,890	410,738
07:00 - 07:30	-	-	-	-	-	-	-	-	-	1,533	38,315	370,890	410,738
07:30 - 08:00	-	-	-	-	-	-	-	-	-	1,533	38,315	370,890	410,738
08:00 - 08:30	1,533	1,533	1,533	-	-	-	-	-	-	1,533	38,315	366,292	410,738
08:30 - 09:00	1,533	1,533	1,533	-	-	-	-	-	-	1,533	38,315	366,292	410,738
09:00 - 09:30	4,598	1,533	1,533	-	-	-	-	-	-	1,533	38,315	363,227	410,738
09:30 - 10:00	6,130	3,065	3,065	1,533	-	-	-	-	-	1,533	38,315	357,097	410,738
10:00 - 10:30	1,533	1,533	1,533	1,533	-	-	-	-	-	-	38,315	366,292	410,738
10:30 - 11:00	1,533	1,533	1,533	1,533	-	-	-	-	-	-	38,315	366,292	410,738
11:00 - 11:30	1,533	1,533	1,533	1,533	-	-	-	-	-	-	38,315	366,292	410,738
11:30 - 12:00	1,533	1,533	1,533	1,533	-	-	-	-	-	-	38,315	366,292	410,738
12:00 - 12:30	9,196	1,533	1,533	1,533	-	1,533	-	-	-	-	38,315	357,097	410,738
12:30 - 13:00	21,456	1,533	1,533	1,533	-	1,533	-	-	-	-	38,315	344,836	410,738
13:00 - 13:30	24,522	1,533	3,065	-	-	3,065	-	-	1,533	3,065	38,315	335,640	410,738
13:30 - 14:00	26,054	1,533	3,065	-	-	3,065	-	-	3,065	3,065	38,315	332,575	410,738
14:00 - 14:30	19,924	1,533	1,533	-	6,130	3,065	-	3,065	6,130	9,196	38,315	321,847	410,738
14:30 - 15:00	16,859	-	1,533	-	6,130	3,065	-	3,065	6,130	9,196	38,315	326,445	410,738
15:00 - 15:30	16,859	-	1,533	-	6,130	4,598	-	1,533	16,859	7,663	38,315	317,249	410,738
15:30 - 16:00	12,261	-	1,533	-	6,130	4,598	-	1,533	16,859	9,196	38,315	320,314	410,738
16:00 - 16:30	7,663	1,533	1,533	-	4,598	3,065	1,533	-	15,326	10,728	38,315	326,445	410,738
16:30 - 17:00	7,663	1,533	3,065	-	1,533	3,065	1,533	-	15,326	9,196	38,315	329,510	410,738
17:00 - 17:30	16,859	1,533	3,065	-	1,533	-	1,533	-	13,793	4,598	38,315	329,510	410,738
17:30 - 18:00	18,391	3,065	3,065	-	-	-	1,533	-	9,196	4,598	38,315	332,575	410,738
18:00 - 18:30	50,576	10,728	1,533	-	-	-	3,065	-	3,065	3,065	38,315	300,390	410,738
18:30 - 19:00	59,772	10,728	1,533	-	-	-	3,065	-	1,533	4,598	38,315	291,195	410,738
19:00 - 19:30	55,174	13,793	4,598	-	-	-	3,065	1,533	1,533	6,130	38,315	286,597	410,738
19:30 - 20:00	41,380	61,304	36,783	-	-	-	3,065	1,533	1,533	3,065	38,315	223,760	410,738
20:00 - 20:30	217,630	16,859	10,728	-	-	-	4,598	1,533	-	7,663	38,315	113,413	410,738
20:30 - 21:00	142,532	12,261	7,663	1,533	-	-	4,598	1,533	32,185	27,587	38,315	142,532	410,738
21:00 - 21:30	122,608	16,859	6,130	1,533	-	-	6,130	-	38,315	33,717	38,315	147,130	410,738
21:30 - 22:00	116,478	13,793	6,130	-	-	1,533	6,130	-	38,315	32,185	38,315	157,858	410,738
22:00 - 22:30	118,011	9,196	1,533	-	-	1,533	4,598	-	36,783	27,587	38,315	173,184	410,738
22:30 - 23:00	98,087	4,598	-	-	-	1,533	3,065	-	12,261	18,391	38,315	234,488	410,738
23:00 - 23:30	16,859	1,533	-	-	-	-	1,533	-	-	7,663	38,315	344,836	410,738
23:30 - 00:00	3,065	1,533	-	-	-	-	1,533	-	-	-	38,315	366,292	410,738

<u>Note I</u>: TV stations not featured in the Table above have a TV viewership of less than 0.1% between Sunday and Saturday.
<u>Note II</u>: Timebands featuring a 'nil' viewership in the Table above have a TV viewership of less than 1533 viewers on Saturday.

M.FSADNI & Associates

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 all 7 days of the week (from Sunday to Saturday), the highest daily average audience share was obtained by **TVM,** attaining a daily average TV viewership ranging between 15,326 – 26,246, which is equivalent to a percentage average daily TV viewership between 37.9% - 56% on these days.

Research Findings in Detail

Tables below illustrate details on these research findings.

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

	TVM	ONE	NET TV	Smash	TVM NEWS+	TVM SPORT+	F Living	Xejk	iTV	Parliament TV	Melita More	GO Stars	GO Tokis	TSN 1-8 (Melita / GO)	Cablenet Sports 1 (GO)	Foreign station (ANY)	Total
Sunday	20,467	3,033	5,268	128	64	830	0	990	255	0	224	192	383	5,204	0	8,429	45467
Monday	19,094	8,493	7,152	383	64	64	1,980	224	0	192	96	0	319	32	0	6,226	44318
Tuesday	20,115	3,257	3,736	64	1,533	64	2,874	766	0	0	0	192	1,149	0	0	6,769	40518
Wednesday	16,571	3,800	4,119	0	64	224	3,289	287	0	0	0	0	607	1,533	0	10,600	41093
Thursday	15,326	4,949	1,660	734	2,459	543	2,203	511	0	0	0	0	2,139	4,247	0	4,247	39018
Friday	17,561	11,654	6,993	64	383	224	2,363	1,149	0	0	0	0	830	192	160	4,821	46393
Saturday	26,246	4,215	2,427	287	0	671	734	1,054	0	0	0	0	319	5,620	0	5,300	46872

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

	TVM	ONE	NET TV	Smash	TVM NEWS+	TVM SPORT+	F Living	Xejk	iTV	Parliament TV	Melita More	GO Stars	GO Tokis	TSN 1-8 (Melita / GO)	Cablenet Sports 1 (GO)	Foreign station (ANY)
Sunday	45.0%	6.7%	11.6%	0.3%	0.1%	1.8%	0.0%	2.2%	0.6%	0.0%	0.5%	0.4%	0.8%	11.4%	0.0%	18.5%
Monday	43.1%	19.2%	16.1%	0.9%	0.1%	0.1%	4.5%	0.5%	0.0%	0.4%	0.2%	0.0%	0.7%	0.1%	0.0%	14.0%
Tuesday	49.6%	8.0%	9.2%	0.2%	3.8%	0.2%	7.1%	1.9%	0.0%	0.0%	0.0%	0.5%	2.8%	0.0%	0.0%	16.7%
Wednesday	40.3%	9.2%	10.0%	0.0%	0.2%	0.5%	8.0%	0.7%	0.0%	0.0%	0.0%	0.0%	1.5%	3.7%	0.0%	25.8%
Thursday	39.3%	12.7%	4.3%	1.9%	6.3%	1.4%	5.6%	1.3%	0.0%	0.0%	0.0%	0.0%	5.5%	10.9%	0.0%	10.9%
Friday	37.9%	25.1%	15.1%	0.1%	0.8%	0.5%	5.1%	2.5%	0.0%	0.0%	0.0%	0.0%	1.8%	0.4%	0.3%	10.4%
Saturday	56.0%	9.0%	5.2%	0.6%	0.0%	1.4%	1.6%	2.2%	0.0%	0.0%	0.0%	0.0%	0.7%	12.0%	0.0%	11.3%
Average	44.5%	12.8%	10.2%	0.6%	1.6%	0.9%	4.6%	1.6%	0.1%	0.1%	0.1%	0.1%	2.0%	5.5%	0.05%	15.4%

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

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

✓ 78.9% of all 1,838 TV Viewers **did not watch any local TV programmes on demand/catch-up** in the previous 7 days.

✓ Whilst 1 in 5 TV viewers (21.1%) **recalled having watched, at least, one 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, 30.2% watched **Love Island Malta**, aired on TVM, 29.5% watched **Liquorish**, aired on One and a further 18.6% watched **Moħħok Hemm**, also aired on TVM.

Research Findings in Detail

Tables below illustrate details on these research findings.

Table 17.1 – Q9 – Having watched local TV programmes on demand/catch-up in the previous 7 days – by Age & Gender (n=1838)

Counts Break % Respondents	Total	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	1838	170	333	322	263	250	242	258	932	906
No	1451 78.9%	110 64.7%	250 75.1%	243 75.5%	212 80.6%	196 78.4%	204 84.3%	236 91.5%	764 82.0%	687 75.8%
Yes	387 21.1%	60 35.3%	83 24.9%	79 24.5%	51 19.4%	54 21.6%	38 15.7%	22 8.5%	168 18.0%	219 24.2%

Table 17.2 – Q9a – Local programmes watched on demand/catch-up in the previous 7 days – by Age & Gender (Multiple-Response Q) (n=387)

<u>NOTE</u>: Respondents were given the possibility to mention up to 3 local programmes which they watched on demand/catch-up in the previous 7 days. Hence, the totals depicted in this table do not total up to 387.

Counts Break % Respondents	Total	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	387	60	83	79	51	54	38	22	168	219
Love Island Malta	117 30.2%	30 50.0%	37 44.6%	28 35.4%	12 23.5%	10 18.5%	- -	- -	38 22.6%	79 36.1%
Liquorish	114 29.5%	33 55.0%	40 48.2%	25 31.6%	11 21.6%	5 9.3%	- -	- -	53 31.5%	61 27.9%
Mohhok Hemm	72 18.6%	12 20.0%	7 8.4%	13 16.5%	8 15.7%	15 27.8%	14 36.8%	3 13.6%	29 17.3%	43 19.6%
Noli	43 11.1%	7 11.7%	13 15.7%	7 8.9%	3 5.9%	8 14.8%	3 7.9%	2 9.1%	13 7.7%	30 13.7%
News Bulletin - TVM	37 9.6%	1 1.7%	5 6.0%	13 16.5%	9 17.6%	2 3.7%	3 7.9%	4 18.2%	20 11.9%	17 7.8%
Illum ma' Steph	34 8.8%	4 6.7%	10 12.0%	7 8.9%	2 3.9%	6 11.1%	2 5.3%	3 13.6%	5 3.0%	29 13.2%
Il-Willy	31 8.0%	12 20.0%	11 13.3%	4 5.1%	-	3 5.6%	1 2.6%	-	21 12.5%	10 4.6%
Insights	30 7.8%	4 6.7%	6 7.2%	8 10.1%	3 5.9%	4 7.4%	5 13.2%	-	26 15.5%	4 1.8%
NET Live	26 6.7%	6 10.0%	2 2.4%	6 7.6%	-	5 9.3%	5 13.2%	2 9.1%	14 8.3%	12 5.5%
Home Sweet Home	17 4.4%	2 3.3%	4 4.8%	8 10.1%	3 5.9%	-	-	-	-	17 7.8%
Ta' Gerit	16 4.1%	2 3.3%	2 2.4%	3 3.8%	1 2.0%	3 5.6%	4 10.5%	1 4.5%	5 3.0%	11 5.0%
Zerniq	15 3.9%	2 3.3%	2 2.4%	4 5.1%	2 3.9%	1 1.9%	2 5.3%	2 9.1%	5 3.0%	10 4.6%
Pjazza	8 2.1%	1 1.7%	- -	4 5.1%	1 2.0%	1 1.9%	1 2.6%	-	7 4.2%	1 0.5%
Realtà	8 2.1%	- -	3 3.6%	3 3.8%	- -	1 1.9%	1 2.6%	-	6 3.6%	2 0.9%
Bizzilla	8 2.1%	- -	1 1.2%	3 3.8%	1 2.0%	1 1.9%	2 5.3%	-	1 0.6%	7 3.2%
UEjja	7 1.8%	1 1.7%	2 2.4%	2 2.5%	1 2.0%	1 1.9%	-	-	4 2.4%	3 1.4%
News Bulletin – NET	6 1.6%	1 1.7%	- -	1 1.3%	1 2.0%	2 3.7%	-	1 4.5%	5 3.0%	1 0.5%
Aroma Kitchen	6 1.6%	- -	1 1.2%	2 2.5%	2 3.9%	1 1.9%	-	-	-	6 2.7%
Dak li Jghodd	6 1.6%	- -	2 2.4%	2 2.5%	1 2.0%	1 1.9%	-	-	1 0.6%	5 2.3%

M.FSADNI & Associates

Niskata	**6** **1.6%**	- -	2 2.4%	1 1.3%	2 3.9%	1 1.9%	- -	- -	1 0.6%	5 2.3%
Football matches (various)	**6** **1.6%**	- -	- -	- -	1 2.0%	2 3.7%	2 5.3%	1 4.5%	6 3.6%	- -
F Living Show	**5** **1.3%**	- -	- -	- -	2 3.9%	- -	1 2.6%	2 9.1%	2 1.2%	3 1.4%
Sibtek	**5** **1.3%**	- -	- -	2 2.5%	1 2.0%	2 3.7%	- -	- -	1 0.6%	4 1.8%
Opinjoni	**5** **1.3%**	1 1.7%	- -	- -	2 3.9%	1 1.9%	1 2.6%	- -	5 3.0%	- -
L-Argument	**4** **1.0%**	1 1.7%	- -	2 2.5%	- -	1 1.9%	- -	- -	4 2.4%	- -
Quddiesa tal-Jum	**4** **1.0%**	- -	- -	- -	1 2.0%	- -	2 5.3%	1 4.5%	- -	4 1.8%
TVAM	**4** **1.0%**	1 1.7%	- -	- -	- -	2 3.7%	- -	1 4.5%	2 1.2%	2 0.9%
Mejta Biex Nghix	**4** **1.0%**	- -	1 1.2%	- -	1 2.0%	1 1.9%	1 2.6%	- -	2 1.2%	2 0.9%
L-Ispettur Leonard	**4** **1.0%**	- -	1 1.2%	- -	- -	2 3.7%	1 2.6%	- -	2 1.2%	2 0.9%
News Bulletin - ONE	**3** **0.8%**	- -	- -	1 1.3%	1 2.0%	1 1.9%	- -	- -	- -	3 1.4%
Arani Issa	**2** **0.5%**	- -	1 1.2%	- -	- -	- -	- -	1 4.5%	- -	2 0.9%
Etimologija	**2** **0.5%**	- -	- -	- -	1 2.0%	- -	1 2.6%	- -	2 1.2%	- -
Family Affair	**2** **0.5%**	- -	- -	2 2.5%	- -	- -	- -	- -	- -	2 0.9%
Kalamita	**2** **0.5%**	- -	- -	2 2.5%	- -	- -	- -	- -	1 0.6%	1 0.5%
Ninvestigaw x'qed nieklu	**2** **0.5%**	- -	- -	- -	2 3.9%	- -	- -	- -	1 0.6%	1 0.5%
Replay	**2** **0.5%**	- -	- -	1 1.3%	1 2.0%	- -	- -	- -	2 1.2%	- -
Sport Extra	**2** **0.5%**	- -	1 1.2%	- -	- -	1 1.9%	- -	- -	2 1.2%	- -
Xtra	**2** **0.5%**	- -	1 1.2%	- -	- -	- -	- -	1 4.5%	2 1.2%	- -
Linja Diretta	**2** **0.5%**	- -	- -	- -	- -	2 3.7%	- -	- -	2 1.2%	- -
Popolin	**2** **0.5%**	- -	- -	- -	- -	2 3.7%	- -	- -	- -	2 0.9%

M.FSADNI & Associates

News Bulletin - SMASH	**1** **0.3%**	- -	- -	- -	- -	1 1.9%	- -	- -	1 0.6%	- -
Malta U Lil Hinn Minnha	**1** **0.3%**	- -	- -	- -	- -	- -	1 2.6%	- -	- -	1 0.5%
Kuxjenza	**1** **0.3%**	- -	- -	- -	- -	1 1.9%	- -	- -	- -	1 0.5%
Profili	**1** **0.3%**	- -	- -	- -	- -	- -	- -	1 4.5%	- -	1 0.5%
Ic-Caqqufa	**1** **0.3%**	- -	- -	- -	- -	- -	1 2.6%	- -	- -	1 0.5%
Animal Diaries	**1** **0.3%**	- -	1 1.2%	- -	- -	- -	- -	- -	1 0.6%	- -
Dun Benit	**1** **0.3%**	- -	- -	- -	- -	1 1.9%	- -	- -	- -	1 0.5%
Natura Maltija	**1** **0.3%**	- -	- -	- -	- -	1 1.9%	- -	- -	- -	1 0.5%
Ron de Vu	**1** **0.3%**	- -	- -	- -	1 2.0%	- -	- -	- -	- -	1 0.5%
Il-Mara	**1** **0.3%**	- -	- -	- -	- -	- -	- -	1 4.5%	- -	1 0.5%
Brillanti	**1** **0.3%**	- -	- -	- -	1 2.0%	- -	- -	- -	- -	1 0.5%
Reboot	**1** **0.3%**	1 1.7%	- -	- -	- -	- -	- -	- -	- -	1 0.5%
In d House	**1** **0.3%**	- -	- -	- -	- -	1 1.9%	- -	- -	- -	1 0.5%
Vuci tal-Animali	**1** **0.3%**	- -	1 1.2%	- -	- -	- -	- -	- -	1 0.6%	- -

M.FSADNI & Associates

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.

- ✓ 93.7% of all 1838 TV viewers, use '**Paid Subscription (Melita/GO/Epic)**' as one of the reception services for watching TV. This is the most used reception service for watching TV across all age groups.

- ✓ 11.4% make use of '**IPTV**' as one of the reception services, whilst 8.3% use the '**Android Box**'.

- ✓ 1.1% use '**free-to-air**' as one of the reception services for watching TV.

Research Findings in Detail

Tables below illustrate details on these research findings.

Table 18.1 – Q10 – Type(s) of TV reception services used for watching TV – by Age & Gender (Multiple-Response Q) (n=1838)
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	1838	170	333	322	263	250	242	258	932	906
Paid subscription [Melita/GO/ Epic]	1722 **93.7%**	159 93.5%	305 91.6%	310 96.3%	249 94.7%	238 95.2%	218 90.1%	243 94.2%	874 93.8%	848 93.6%
IPTV [Streaming services]	210 **11.4%**	29 17.1%	53 15.9%	37 11.5%	28 10.6%	28 11.2%	19 7.9%	16 6.2%	110 11.8%	100 11.0%
Android box [Internet based services]	152 **8.3%**	18 10.6%	24 7.2%	11 3.4%	19 7.2%	25 10.0%	26 10.7%	29 11.2%	58 6.2%	94 10.4%
Other [Streaming on laptop/ tablet/PC]	96 **5.2%**	20 11.8%	44 13.2%	12 3.7%	10 3.8%	6 2.4%	1 0.4%	3 1.2%	54 5.8%	42 4.6%
Satellite	66 **3.6%**	5 2.9%	14 4.2%	12 3.7%	13 4.9%	4 1.6%	11 4.5%	7 2.7%	38 4.1%	28 3.1%
Free-to-air	20 **1.1%**	2 1.2%	6 1.8%	2 0.6%	1 0.4%	2 0.8%	5 2.1%	2 0.8%	18 1.9%	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 previous June 2022's TV viewer recommendations).

TV Viewers' Suggestions on improving Local TV

12-20 yrs

- ✓ **note:** most televiewer respondents gave a 'none/don't know' response
- ✓ less advert commercials
- ✓ more reality shows
- ✓ more reality shows with much less advertising
- ✓ more music shows
- ✓ less politics
- ✓ more Maltese drama
- ✓ less programme repeats

21-30 yrs

- ✓ **note:** most televiewer respondents gave a 'none/don't know' response
- ✓ more Maltese drama
- ✓ more Maltese 'light' drama (no violence, drugs, etc)
- ✓ improved quality of local productions
- ✓ more sports programmes
- ✓ more quiz shows
- ✓ more quality children programmes
- ✓ less advert commercials
- ✓ better discussion programmes led by more competent presenters
- ✓ better programming in summer (not just repeats)
- ✓ more reality shows
- ✓ more football matches (local & foreign)
- ✓ more cooking programmes
- ✓ more documentaries

31-40 yrs

- ✓ **note:** most televiewer respondents gave a 'none/don't know' response
- ✓ less advert commercials
- ✓ improved quality of local programmes
- ✓ more reality shows
- ✓ more quiz shows
- ✓ more good quality drama
- ✓ more discussion programmes with better presenters

✓ more political discussion programmes with led by more competent presenters
✓ more sports/football matches
✓ more documentaries (on history of Malta, nature, etc)

41-50 yrs

✓ **note:** most televiewer respondents gave a 'none/don't know' response
✓ more Maltese drama
✓ more Maltese 'light' drama (no violence, drugs, etc)
✓ less advert commercials
✓ more quiz shows in Maltese
✓ more sports programmes
✓ more religious programmes
✓ less programme repeats
✓ more documentaries (various subjects)
✓ more quality discussion programmes

51-60 yrs

✓ **note:** most televiewer respondents gave a 'none/don't know' response
✓ more Maltese drama
✓ more Maltese 'light' drama (no violence, drugs, etc)
✓ less advert commercials
✓ more quiz shows in Maltese
✓ more sports programmes
✓ more religious programmes
✓ less programme repeats
✓ more quality discussion programmes

61-70 yrs

✓ **note:** most televiewer respondents gave a 'none/don't know' response
✓ more Maltese drama
✓ more Maltese 'light' drama (no violence, drugs, etc)
✓ less advert commercials
✓ more quiz shows in Maltese
✓ more sports programmes
✓ more religious programmes
✓ less programme repeats
✓ more quality discussion programmes (politics, current affairs, etc)
✓ more balanced news bulletins
✓ rosary to be aired right after daily Mass

71+ yrs

✓ **note:** most televiewer respondents gave a 'none/don't know' response
✓ more Maltese drama
✓ more Maltese 'light' drama (no violence, drugs, etc)
✓ less advert commercials

M.FSADNI & Associates

- ✓ more quiz shows in Maltese
- ✓ more sports programmes
- ✓ more football matches
- ✓ more religious programmes
- ✓ more quality discussion programmes
- ✓ more political discussion programmes
- ✓ more balanced news bulletins
- ✓ rosary to be also aired after daily Mass

9. RADIO LISTENERSHIP – FINDINGS

9.1 Introduction

- ✓ **2 in 3 of Maltese residents are radio listeners** (61.7%); this finding is observed across all age cohorts.

- ✓ **The most followed local radio station** is One Radio (14.1%), which is closely followed by Bay and Calypso Radio 101.8FM, where both stations have a 13.8% share each. 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 17%, followed by One Radio (16%), Radju Marija and NET FM with 13% respectively. More detailed findings may be found in **Section 9.8** below.

Research Findings in Detail

Tables below illustrate details on these research findings.

Exhibit 3 – Q11A – Radio listeners/non listeners (N=2100)
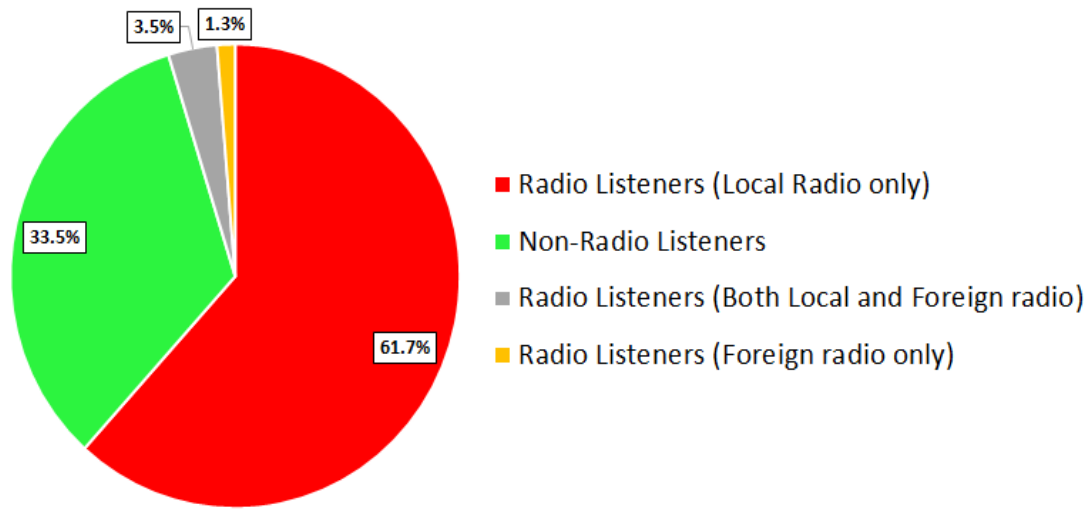
Table 19 – Q11A. Radio listeners/non listeners – by Age & Gender (N=2100)

Counts Break % Respondents	Total	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	2100	197	398	381	309	273	263	279	1092	1008
Local radio only	1295 61.7%	105 53.3%	211 53.0%	215 56.4%	199 64.4%	179 65.6%	193 73.4%	193 69.2%	668 61.2%	627 62.2%
I do not listen to ANY radio	704 33.5%	78 39.6%	168 42.2%	147 38.6%	90 29.1%	84 30.8%	63 24.0%	74 26.5%	359 32.9%	345 34.2%
Both local and foreign radio	73 3.5%	13 6.6%	11 2.8%	11 2.9%	13 4.2%	9 3.3%	5 1.9%	11 3.9%	43 3.9%	30 3.0%
Foreign radio only	28 1.3%	1 0.5%	8 2.0%	8 2.1%	7 2.3%	1 0.4%	2 0.8%	1 0.4%	22 2.0%	6 0.6%

Exhibit 4A – Q14 – _Most followed_ Radio stations (Aggregate)
(Multiple-Response Q) (n= 1396)
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)

Legend:
- ONE Radio (92.7)
- Bay (89.7)
- Calypso Ten-18 (101.8)
- Did not listen to Radio on previous day
- Radju Malta 1 (93.7)
- Net FM (101.0)
- Vibe HD (88.7)
- Radju Marija (102.3)
- Magic Malta (91.7)
- 103 (Malta's Heart) (103.0)
- Foreign Station (any)
- Smash Radio (104.6)
- Campus FM (103.7)
- Bay Easy [Digital Radio]
- Radju Malta 2 (105.9)
- All Rock HD [Digital Radio]
- Radio 105 (105.0 fm)

Pie chart values: 14.1%, 13.8%, 13.8%, 13.7%, 10.6%, 10.4%, 9.7%, 8.0%, 5.1%, 3.2%, 2.1%, 1.8%, 0.9%, 0.5%, 0.4%, 0.2%, 0.1%

53

Exhibit 4B – _Weekly Average Percentage_ Audience Share by Radio Station
Note I: % figures illustrated below are derived from Table 32B (Section 9.8)
Note II: Radio stations not depicted in this graphical illustration denotes that their listenership was too low to be captured

Legend:
- Calypso Radio 101.8FM
- ONE Radio
- Radju Marija
- Net FM
- Radju Malta 1
- Bay
- Vibe HD
- Magic Malta
- 103
- Foreign Station (any)
- Smash Radio
- Campus FM
- Radju Malta 2
- Bay Easy
- All Rock HD
- Radio 105
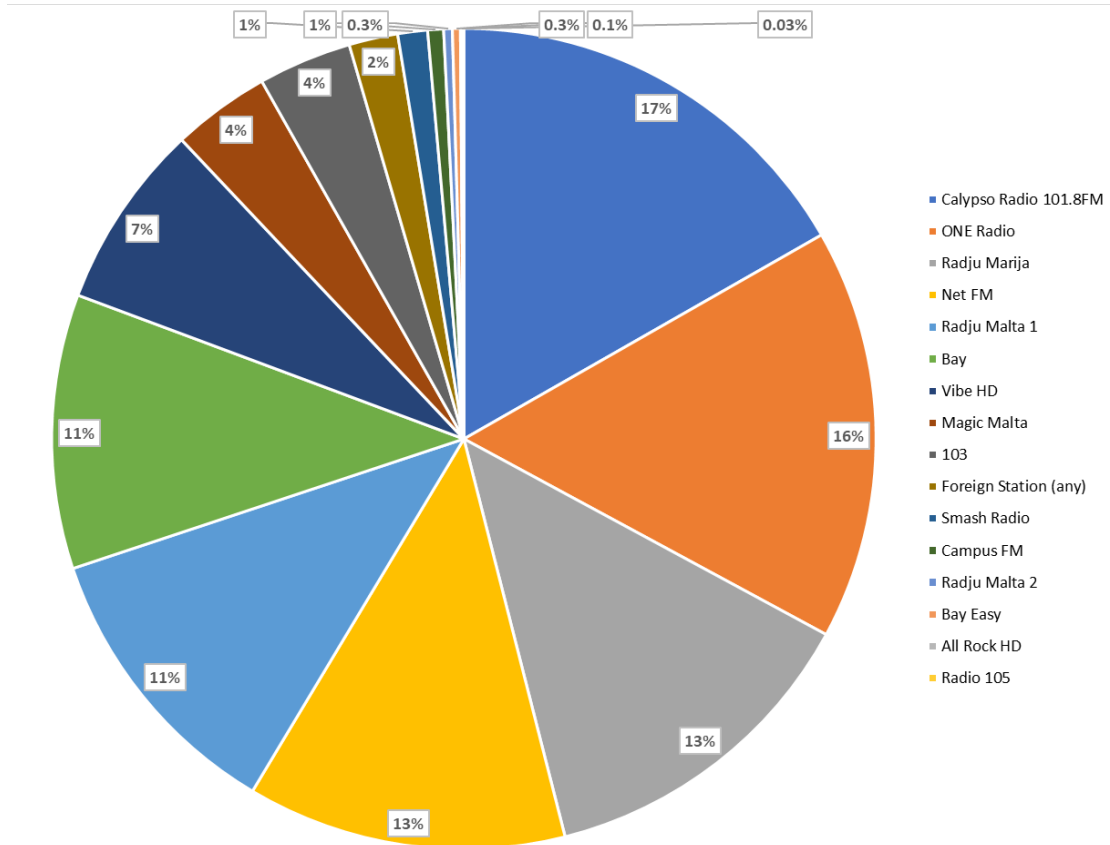
This Section gives details on the radio listenership of the 1396 individuals who listen to local/ foreign radio stations, more specifically on:

[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 1368.

- ✓ **During the week (Monday-Thursday),** on average**,** some 40% of local radio listeners listen to radio between 1-2 hours a day, whilst a further 37.4% of local radio listeners listen to radio for less than one hour a day.

- ✓ Less than 1% (0.8%) of all local radio listeners **do not listen to any radio during the week.**

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=1368)

Counts Break % Respondents	Total	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	1368	118	222	226	212	188	198	204	711	657
None	11 0.8%	1 0.8%	7 3.2%	1 0.4%	2 0.9%	- -	- -	- -	6 0.8%	5 0.8%
Less than 1 hr a day	512 37.4%	72 61.0%	130 58.6%	116 51.3%	79 37.3%	58 30.9%	29 14.6%	28 13.7%	301 42.3%	211 32.1%
1-2 hrs a day	539 39.4%	42 35.6%	76 34.2%	88 38.9%	99 46.7%	79 42.0%	81 40.9%	74 36.3%	288 40.5%	251 38.2%
3-4 hrs a day	191 14.0%	3 2.5%	6 2.7%	14 6.2%	15 7.1%	32 17.0%	56 28.3%	65 31.9%	73 10.3%	118 18.0%
5-6 hrs a day	47 3.4%	- -	2 0.9%	2 0.9%	9 4.2%	7 3.7%	14 7.1%	13 6.4%	19 2.7%	28 4.3%
6+ hrs a day	46 3.4%	- -	- -	- -	1 0.5%	9 4.8%	14 7.1%	22 10.8%	15 2.1%	31 4.7%
Not always the same	22 1.6%	- -	1 0.5%	5 2.2%	7 3.3%	3 1.6%	4 2.0%	2 1.0%	9 1.3%	13 2.0%

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 1368.

- ✓ **In the weekend (Friday-Sunday)**, on average, 38.7% of local radio listeners listen to 1 – 2 hours per day of local radio. Whilst a further 31.4% spend less than 1 hour per day listening to local radio.

- ✓ 5.7% of all local radio listeners **do not listen to any radio during 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=1368)

Counts Break % Respondents	Total	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	1368	118	222	226	212	188	198	204	711	657
None	78 5.7%	7 5.9%	14 6.3%	11 4.9%	15 7.1%	13 6.9%	12 6.1%	6 2.9%	48 6.8%	30 4.6%
Less than 1 hr a day	430 31.4%	53 44.9%	114 51.4%	102 45.1%	65 30.7%	40 21.3%	26 13.1%	30 14.7%	247 34.7%	183 27.9%
1-2 hrs a day	529 38.7%	46 39.0%	77 34.7%	87 38.5%	96 45.3%	79 42.0%	74 37.4%	70 34.3%	289 40.6%	240 36.5%
3-4 hrs a day	188 13.7%	7 5.9%	9 4.1%	16 7.1%	13 6.1%	32 17.0%	54 27.3%	57 27.9%	74 10.4%	114 17.4%
5-6 hrs a day	47 3.4%	1 0.8%	1 0.5%	2 0.9%	7 3.3%	7 3.7%	14 7.1%	15 7.4%	20 2.8%	27 4.1%
6+ hrs a day	44 3.2%	- -	- -	- -	1 0.5%	8 4.3%	13 6.6%	22 10.8%	14 2.0%	30 4.6%
Not always the same	52 3.8%	4 3.4%	7 3.2%	8 3.5%	15 7.1%	9 4.8%	5 2.5%	4 2.0%	19 2.7%	33 5.0%

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 1368.

- ✓ ***Bay Breakfast with Daniel & Ylenia*** is the most favourite local radio programme, with 10.5% mentioning it as their preferred local radio programme. This radio programme is largely preferred by the younger age cohorts, 12-40 years.

- ✓ ***Bongu Calypso ma' Twanny Scerri*** with 6.5% and ***The Morning Vibe with Abel, JD & Martina*** with 6.2% are the second and third most favourite local radio programmes. The former is listened to by the older age cohorts (41+ year old), whilst the latter is popular with the younger age cohorts (under 40 years old).

- ✓ 10.5% of radio listeners **do not have a preferred local radio programme.**

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=1368)

Counts Break % Respondents	Total	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	1368	118	222	226	212	188	198	204	711	657
Bay Breakfast with Daniel & Ylenia	**143** **10.5%**	44 37.3%	53 23.9%	26 11.5%	14 6.6%	5 2.7%	1 0.5%	- -	77 10.8%	66 10.0%
No preferred programme	**143** **10.5%**	9 7.6%	21 9.5%	33 14.6%	29 13.7%	21 11.2%	22 11.1%	8 3.9%	74 10.4%	69 10.5%
Bongu Calypso ma' Twanny Scerri	**89** **6.5%**	4 3.4%	7 3.2%	10 4.4%	21 9.9%	18 9.6%	17 8.6%	12 5.9%	42 5.9%	47 7.2%
The Morning Vibe with Abel, JD & Martina	**85** **6.2%**	15 12.7%	35 15.8%	17 7.5%	12 5.7%	4 2.1%	1 0.5%	1 0.5%	43 6.0%	42 6.4%
Radju Marija programmes (various)	**84** **6.1%**	- -	- -	1 0.4%	4 1.9%	12 6.4%	24 12.1%	43 21.1%	32 4.5%	52 7.9%
The Drive Vibe with Nate, Frank & Rossi	**63** **4.6%**	17 14.4%	22 9.9%	15 6.6%	8 3.8%	1 0.5%	- -	- -	36 5.1%	27 4.1%
More than one preferred programme	**60** **4.4%**	4 3.4%	4 1.8%	18 8.0%	17 8.0%	5 2.7%	5 2.5%	7 3.4%	26 3.7%	34 5.2%
Il-Polz tac-cittadin (Tonio Bonello)	**53** **3.9%**	- -	1 0.5%	9 4.0%	8 3.8%	14 7.4%	9 4.5%	12 5.9%	40 5.6%	13 2.0%
News Bulletin – ONE Radio	**50** **3.7%**	1 0.8%	1 0.5%	5 2.2%	6 2.8%	10 5.3%	15 7.6%	12 5.9%	31 4.4%	19 2.9%
Bongu NET	**47** **3.4%**	2 1.7%	10 4.5%	8 3.5%	6 2.8%	10 5.3%	7 3.5%	4 2.0%	28 3.9%	19 2.9%
Andrew Azzopardi on 103	**39** **2.9%**	1 0.8%	9 4.1%	7 3.1%	7 3.3%	9 4.8%	3 1.5%	3 1.5%	29 4.1%	10 1.5%
One Breakfast (Noel Camilleri)	**38** **2.8%**	5 4.2%	7 3.2%	6 2.7%	9 4.2%	2 1.1%	5 2.5%	4 2.0%	21 3.0%	17 2.6%
Club 101 (Eileen Montesin)	**35** **2.6%**	- -	1 0.5%	4 1.8%	2 0.9%	6 3.2%	9 4.5%	13 6.4%	13 1.8%	22 3.3%
Bay Drive with Jamie and Taryn	**31** **2.3%**	4 3.4%	16 7.2%	3 1.3%	6 2.8%	2 1.1%	- -	- -	13 1.8%	18 2.7%
Linja Diretta (Emanuel Cuschieri)	**31** **2.3%**	- -	4 1.8%	5 2.2%	3 1.4%	4 2.1%	6 3.0%	9 4.4%	25 3.5%	6 0.9%
Feedback (Dione Borg)	**28** **2.0%**	1 0.8%	6 2.7%	7 3.1%	4 1.9%	5 2.7%	4 2.0%	1 0.5%	18 2.5%	10 1.5%

59

News Bulletin – Radju Malta	**23** **1.7%**	- -	2 0.9%	2 0.9%	3 1.4%	2 1.1%	5 2.5%	9 4.4%	10 1.4%	13 2.0%
Christine Delicata - Ghal Kulhadd	**23** **1.7%**	- -	- -	- -	5 2.4%	6 3.2%	7 3.5%	5 2.5%	4 0.6%	19 2.9%
Joe Julian Filghodu - Live	**23** **1.7%**	1 0.8%	4 1.8%	2 0.9%	4 1.9%	2 1.1%	6 3.0%	4 2.0%	12 1.7%	11 1.7%
Joe Tanti & John Bundy	**22** **1.6%**	3 2.5%	2 0.9%	8 3.5%	6 2.8%	2 1.1%	1 0.5%	- -	15 2.1%	7 1.1%
Nostalgija - John Mallia	**22** **1.6%**	- -	1 0.5%	4 1.8%	3 1.4%	5 2.7%	3 1.5%	6 2.9%	7 1.0%	15 2.3%
Quddiesa tal-Jum, Ruzarju	**21** **1.5%**	- -	- -	- -	1 0.5%	1 0.5%	7 3.5%	12 5.9%	9 1.3%	12 1.8%
ONE Magazine (Marisa D'Amato)	**20** **1.5%**	- -	3 1.4%	4 1.8%	2 0.9%	4 2.1%	2 1.0%	5 2.5%	2 0.3%	18 2.7%
Kuntatt (NET FM)	**20** **1.5%**	1 0.8%	2 0.9%	2 0.9%	- -	7 3.7%	2 1.0%	6 2.9%	7 1.0%	13 2.0%
News Bulletin – NET FM	**19** **1.4%**	- -	3 1.4%	1 0.4%	3 1.4%	1 0.5%	6 3.0%	5 2.5%	8 1.1%	11 1.7%
Calypso Drive	**18** **1.3%**	- -	- -	4 1.8%	4 1.9%	5 2.7%	3 1.5%	2 1.0%	10 1.4%	8 1.2%
DJ Commander J Breakfast	**15** **1.1%**	3 2.5%	1 0.5%	5 2.2%	4 1.9%	1 0.5%	- -	1 0.5%	12 1.7%	3 0.5%
Kartolina (Alfred Zammit)	**15** **1.1%**	1 0.8%	- -	2 0.9%	2 0.9%	5 2.7%	4 2.0%	1 0.5%	9 1.3%	6 0.9%
Musika ma' Mario Laus	**12** **0.9%**	- -	- -	2 0.9%	2 0.9%	2 1.1%	3 1.5%	3 1.5%	7 1.0%	5 0.8%
Magic AM	**11** **0.8%**	- -	1 0.5%	6 2.7%	1 0.5%	3 1.6%	- -	- -	5 0.7%	6 0.9%
Vi Jew Va - George Cremona	**10** **0.7%**	- -	- -	2 0.9%	1 0.5%	1 0.5%	1 0.5%	5 2.5%	7 1.0%	3 0.5%
Qari bil-Malti	**9** **0.7%**	- -	- -	- -	3 1.4%	2 1.1%	3 1.5%	1 0.5%	6 0.8%	3 0.5%
103 Morning Show with Ian, Pauline, Angele	**9** **0.7%**	- -	2 0.9%	2 0.9%	3 1.4%	- -	1 0.5%	1 0.5%	6 0.8%	3 0.5%
News Bulletin – Calypso Radio 101.8FM	**7** **0.5%**	- -	- -	- -	1 0.5%	1 0.5%	5 2.5%	- -	1 0.1%	6 0.9%
News Bulletin – Bay	**6** **0.4%**	- -	- -	2 0.9%	3 1.4%	1 0.5%	- -	- -	2 0.3%	4 0.6%
Campus Breakfast	**6** **0.4%**	- -	- -	1 0.4%	1 0.5%	- -	3 1.5%	1 0.5%	4 0.6%	2 0.3%

60

103 Breakfast with Mark & Steph	**5** **0.4%**	- -	- -	- -	1 0.5%	1 0.5%	- -	3 1.5%	3 0.4%	2 0.3%
Agora 'Live'	**5** **0.4%**	1 0.8%	1 0.5%	- -	- -	1 0.5%	1 0.5%	1 0.5%	5 0.7%	- -
Ir-Rumanz	**5** **0.4%**	- -	- -	- -	- -	- -	1 0.5%	4 2.0%	2 0.3%	3 0.5%
Drive Time (Nadine / Joseph B)	**3** **0.2%**	1 0.8%	1 0.5%	1 0.4%	- -	- -	- -	- -	2 0.3%	1 0.2%
Tlaqna ma' Simon Pisani	**3** **0.2%**	- -	1 0.5%	1 0.4%	- -	- -	1 0.5%	- -	3 0.4%	- -
Ghaqqad il-Kelma (Anton Falzon)	**3** **0.2%**	- -	- -	- -	- -	1 0.5%	2 1.0%	- -	1 0.1%	2 0.3%
News Bulletin – Magic Malta	**2** **0.1%**	- -	- -	- -	1 0.5%	1 0.5%	- -	- -	- -	2 0.3%
Ma' Bundy	**2** **0.1%**	- -	- -	- -	- -	2 1.1%	- -	- -	1 0.1%	1 0.2%
Mid-Morning Show (Marc Alan)	**2** **0.1%**	- -	- -	- -	- -	1 0.5%	1 0.5%	- -	- -	2 0.3%
Sibt il-Punt (Manuel Micallef)	**2** **0.1%**	- -	- -	- -	1 0.5%	- -	1 0.5%	- -	2 0.3%	- -
Minn Banda Ghal Ohra (Aaron Zahra & Nicole Farrugia)	**2** **0.1%**	- -	- -	- -	1 0.5%	1 0.5%	- -	- -	1 0.1%	1 0.2%
All the hits all day long with Pierre Cordina	**1** **0.1%**	- -	1 0.5%	- -	- -	- -	- -	- -	- -	1 0.2%
Campus Brunch	**1** **0.1%**	- -	- -	- -	- -	1 0.5%	- -	- -	- -	1 0.2%
Reflex (DJ Alex Grech)	**1** **0.1%**	- -	- -	1 0.4%	- -	- -	- -	- -	- -	1 0.2%
Martin Sapiano Fi Triqtek Drive	**1** **0.1%**	- -	- -	- -	- -	- -	1 0.5%	- -	- -	1 0.2%

61

9.5 Most Followed Radio Stations: Sunday to Saturday

All 1396 radio listeners were given the possibility of mentioning **up to three radio stations they had listened to on the previous day**. 13.7% of these radio listeners did not listen to radio on the previous day.

- ✓ ***One Radio*** is the most followed radio station, with 14.1% of all radio listeners mentioning it as one of the three radio stations they had listened to on the previous day. One Radio is largely popular with the older age cohorts (30+ year old).

- ✓ A close second are ***Bay*** and ***Calypso Radio 101.8FM*** with a 13.8% share each of all radio listeners. Bay's listeners are largely young (aged 12 – 30 years old), whilst Calypso's radio audience is older (40+ years old).

- ✓ **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=1396)

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 1396.
Note II: Radio stations not featured in the Table above have a radio listenership of less than 0.2% between Sunday to Saturday.
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 21st – 27th May 2023.

Counts Respondents	TOTAL	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Radio Station	1396	119	230	234	219	189	200	205	733	663
ONE Radio (92.7)	197	11	21	31	34	32	41	27	109	88
	14.1%	9.2%	9.1%	13.2%	15.5%	16.9%	20.5%	13.2%	14.9%	13.3%
Bay (89.7)	192	45	72	35	26	11	3	-	100	92
	13.8%	37.8%	31.3%	15.0%	11.9%	5.8%	1.5%	-	13.6%	13.9%
Calypso Ten-18 (101.8)	192	6	12	31	40	39	41	23	86	106
	13.8%	5.0%	5.2%	13.2%	18.3%	20.6%	20.5%	11.2%	11.7%	16.0%
Did not listen to Radio on previous day	191	17	34	36	26	17	25	36	92	99
	13.7%	14.3%	14.8%	15.4%	11.9%	9.0%	12.5%	17.6%	12.6%	14.9%
Radju Malta 1 (93.7)	148	-	6	23	30	34	28	27	87	61
	10.6%	-	2.6%	9.8%	13.7%	18.0%	14.0%	13.2%	11.9%	9.2%
Net FM (101.0)	145	5	21	25	13	27	25	29	79	66
	10.4%	4.2%	9.1%	10.7%	5.9%	14.3%	12.5%	14.1%	10.8%	10.0%
Vibe HD (88.7)	136	30	46	30	20	9	1	-	74	62
	9.7%	25.2%	20.0%	12.8%	9.1%	4.8%	0.5%	-	10.1%	9.4%
Radju Marija (102.3)	112	-	-	1	3	20	34	54	40	72
	8.0%	-	-	0.4%	1.4%	10.6%	17.0%	26.3%	5.5%	10.9%
Magic Malta (91.7)	71	4	11	11	16	12	8	9	38	33
	5.1%	3.4%	4.8%	4.7%	7.3%	6.3%	4.0%	4.4%	5.2%	5.0%
103 (Malta's Heart) (103.0)	45	1	7	5	10	5	8	9	26	19
	3.2%	0.8%	3.0%	2.1%	4.6%	2.6%	4.0%	4.4%	3.5%	2.9%
Foreign Station (any)	29	2	7	8	8	1	2	1	21	8
	2.1%	1.7%	3.0%	3.4%	3.7%	0.5%	1.0%	0.5%	2.9%	1.2%
Smash Radio (104.6)	25	2	2	5	8	4	1	3	18	7
	1.8%	1.7%	0.9%	2.1%	3.7%	2.1%	0.5%	1.5%	2.5%	1.1%
Campus FM (103.7)	12	-	-	2	2	2	3	3	8	4
	0.9%	-	-	0.9%	0.9%	1.1%	1.5%	1.5%	1.1%	0.6%
Bay Easy [Digital Radio]	7	2	2	1	1	-	1	-	4	3
	0.5%	1.7%	0.9%	0.4%	0.5%	-	0.5%	-	0.5%	0.5%
Radju Malta 2 (105.9)	5	-	-	1	-	1	1	2	3	2
	0.4%	-	-	0.4%	-	0.5%	0.5%	1.0%	0.4%	0.3%
All Rock HD [Digital Radio]	3	-	-	1	1	-	1	-	2	1
	0.2%	-	-	0.4%	0.5%	-	0.5%	-	0.3%	0.2%
Radio 105 (105.0 fm)	1	-	-	-	1	-	-	-	-	1
	0.1%	-	-	-	0.5%	-	-	-	-	0.2%

M.FSADNI & Associates

Table 23.2 – Q14 – Most followed Radio stations (Aggregate) – by Age & Gender (Multiple-Response Q) (n=305,645)

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 305,645.

Counts Respondents	TOTAL	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	305645	26054	50357	51233	47949	41380	43789	44883	160485	145159
ONE Radio (92.7)	43132	2408	4598	6787	7444	7006	8977	5911	23865	19267
Bay (89.7)	42037	9852	15764	7663	5693	2408	657	-	21894	20143
Calypso Ten-18 (101.8)	42037	1314	2627	6787	8758	8539	8977	5036	18829	23208
Did not listen to Radio on previous day	41818	3722	7444	7882	5693	3722	5474	7882	20143	21675
Radju Malta 1 (93.7)	32404	-	1314	5036	6568	7444	6130	5911	19048	13356
Net FM (101.0)	31747	1095	4598	5474	2846	5911	5474	6349	17297	14450
Vibe HD (88.7)	29776	6568	10071	6568	4379	1970	219	-	16202	13574
Radju Marija (102.3)	24522	-	-	219	657	4379	7444	11823	8758	15764
Magic Malta (91.7)	15545	876	2408	2408	3503	2627	1752	1970	8320	7225
103 (Malta's Heart) (103.0)	9852	219	1533	1095	2189	1095	1752	1970	5693	4160
Foreign Station (any)	6349	438	1533	1752	1752	219	438	219	4598	1752
Smash Radio (104.6)	5474	438	438	1095	1752	876	219	657	3941	1533
Campus FM (103.7)	2627	-	-	438	438	438	657	657	1752	876
Bay Easy [Digital Radio]	1533	438	438	219	219	-	219	-	876	657
Radju Malta 2 (105.9)	1095	-	-	219	-	219	219	438	657	438
All Rock HD [Digital Radio]	657	-	-	219	219	-	219	-	438	219
Radio 105 (105.0 fm)	219	-	-	-	219	-	-	-	-	219

**Note I**: Radio stations not featured in the Table above have a radio listenership of less than 0.1% between Sunday to Saturday.
**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 21st – 27th May 2023.   .

64

9.6 Overall Most Followed Radio Timebands

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, **the three most followed radio timebands** are:

♦ 07:00 – 07:30 (150,414 radio listeners)
♦ 07.30 – 08:00 (149,757 radio listeners)
♦ 08:00 – 08:30 (133,775 radio listeners)

Research Findings in Detail

Tables below illustrate details on the above research findings.

Table 24 – Q14 – Overall Radio Audience Across The Whole Week – by Age & Gender (Multiple-Response Q) (n=305,645)

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

Counts Respondents	Age							Gender		Did not listen to radio on previous day	Did not listen to radio during this timeslot	Total
	12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female			
00:00 - 00:30	-	-	-	-	219	219	876	438	876	154,136	150,195	305,645
00:30 - 01:00	-	-	-	-	219	-	876	438	657	154,136	150,414	305,645
01:00 - 01:30	-	-	-	-	219	438	876	438	1,095	154,136	149,976	305,645
01:30 - 02:00	-	-	-	-	219	438	657	438	876	154,136	150,195	305,645
02:00 - 02:30	-	-	-	-	-	438	438	219	657	154,136	150,633	305,645
02:30 - 03:00	-	-	-	-	-	438	438	219	657	154,136	150,633	305,645
03:00 - 03:30	-	-	-	-	-	438	657	438	657	154,136	150,414	305,645
03:30 - 04:00	-	-	-	-	-	438	876	438	876	154,136	150,195	305,645
04:00 -04:30	-	-	-	-	-	438	876	438	876	154,136	150,195	305,645
04:30 - 05:00	-	-	-	-	-	-	876	438	438	154,136	150,633	305,645
05:00 - 05:30	-	219	-	-	219	-	1,314	657	1,095	154,136	149,757	305,645
05:30 - 06:00	-	-	-	-	219	657	1,314	438	1,752	154,136	149,319	305,645
06:00 - 06:30	1,970	1,314	2,627	2,408	4,160	3,941	3,065	10,071	9,415	154,136	132,023	305,645
06:30 - 07:00	11,823	18,829	14,669	10,947	12,042	8,539	6,349	46,635	36,564	154,136	68,310	305,645
07:00 - 07:30	16,421	28,244	23,208	21,675	22,770	18,172	19,924	79,258	71,157	154,136	1,095	305,645
07:30 - 08:00	16,202	28,463	22,113	20,800	21,456	19,705	21,019	77,506	72,251	154,136	1,752	305,645
08:00 - 08:30	9,196	16,640	17,515	20,362	23,427	23,427	23,208	64,807	68,967	154,136	17,734	305,645
08:30 - 09:00	4,379	9,415	12,699	16,859	20,800	22,989	22,770	50,576	59,334	154,136	41,599	305,645
09:00 - 09:30	3,065	8,320	8,758	14,450	19,048	24,084	22,770	45,321	55,174	154,136	51,014	305,645
09:30 - 10:00	3,065	7,225	7,882	14,231	17,515	21,894	20,581	42,694	49,700	154,136	59,115	305,645
10:00 - 10:30	3,503	7,444	8,539	16,421	18,391	24,084	22,332	44,446	56,268	154,136	50,795	305,645
10:30 - 11:00	3,284	7,663	8,101	16,421	18,172	21,456	21,675	44,008	52,765	154,136	54,736	305,645
11:00 - 11:30	2,627	6,568	7,444	14,450	16,202	19,048	20,800	37,658	49,481	154,136	64,369	305,645
11:30 - 12:00	1,970	5,911	7,006	13,356	15,107	18,829	19,705	36,345	45,540	154,136	69,624	305,645
12:00 - 12:30	876	3,503	6,568	8,320	10,509	11,604	13,793	26,273	28,901	154,136	96,335	305,645
12:30 - 13:00	657	1,970	5,911	5,474	9,415	8,320	11,166	21,019	21,894	154,136	108,596	305,645
13:00 - 13:30	657	1,752	5,255	4,379	7,882	5,255	9,634	17,297	17,515	154,136	116,697	305,645
13:30 - 14:00	219	1,533	4,817	3,284	6,568	4,160	7,882	14,888	13,574	154,136	123,046	305,645
14:00 - 14:30	657	1,314	5,036	2,627	6,130	3,284	7,006	13,793	12,261	154,136	125,455	305,645
14:30 - 15:00	657	1,314	4,379	3,284	5,911	3,284	6,568	13,574	11,823	154,136	126,111	305,645
15:00 - 15:30	2,408	1,752	6,130	3,722	8,101	4,160	6,349	19,048	13,574	154,136	118,886	305,645
15:30 - 16:00	2,189	3,065	5,911	3,941	7,444	4,160	5,693	19,048	13,356	154,136	119,105	305,645
16:00 - 16:30	3,941	5,474	6,130	1,970	3,065	1,533	2,627	13,793	10,947	154,136	126,768	305,645
16:30 - 17:00	6,349	7,006	7,225	2,846	2,846	876	2,189	17,297	12,042	154,136	122,170	305,645
17:00 - 17:30	7,006	10,071	8,758	4,160	3,941	1,314	2,189	24,084	13,356	154,136	114,070	305,645
17:30 - 18:00	4,598	7,006	6,787	3,065	3,065	1,314	1,533	17,515	9,852	154,136	124,141	305,645
18:00 - 18:30	657	2,846	2,846	1,970	1,752	876	1,314	7,444	4,817	154,136	139,248	305,645
18:30 - 19:00	-	219	876	876	876	657	1,095	2,408	2,189	154,136	146,911	305,645
19:00 - 19:30	219	219	657	1,970	438	438	657	1,970	2,627	154,136	146,911	305,645
19:30 - 20:00	219	-	438	1,752	219	876	438	1,314	2,627	154,136	147,568	305,645
20:00 - 20:30	-	657	438	876	219	219	438	1,095	1,752	154,136	148,663	305,645
20:30 - 21:00	-	438	438	876	219	219	657	1,095	1,752	154,136	148,663	305,645
21:00 - 21:30	-	219	438	657	438	876	438	1,314	1,752	154,136	148,444	305,645
21:30 - 22:00	-	438	438	438	438	1,095	438	1,533	1,752	154,136	148,225	305,645
22:00 - 22:30	-	438	438	657	438	1,314	438	1,970	1,752	154,136	147,787	305,645
22:30 - 23:00	-	219	438	438	438	1,095	438	1,970	1,095	154,136	148,444	305,645
23:00 - 23:30	-	438	657	876	-	657	876	2,408	1,095	154,136	148,006	305,645
23:30 - 00:00	-	438	657	657	-	657	438	1,752	1,095	154,136	148,663	305,645

Timebands featuring a 'nil' listenership in the Table above have a radio listenership of less than 219 listeners

66

M.FSADNI & Associates

9.7 Radio Audience Per Day of Assessment: Sunday - Saturday

This section will present findings for radio audience per day of assessment from Sunday to Saturday. 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

Tables below illustrate details on the above research findings.

Table 25 – Total Number of <u>Radio Listeners</u> Per Day of Assessment (n=1396) – May 2023

Counts Respondents	Total	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Total Number of Respondents	**2100**	**300**	**300**	**300**	**300**	**300**	**300**	**300**
Radio Listeners' Respondents	**1396**	187	189	191	190	214	202	223
Maltese Population of Radio listeners	**305,645**	286,597	289,662	292,727	291,195	327,977	309,586	341,771

Radio Audience on <u>Sunday</u>

✓ The **most listened to timebands** on Sunday are 08:00 - 08:30 and 09:00 - 09:30 **on *Radju Marija*** (15,326 Radio Listeners).

Table 26 – Q14 – Radio Audience on <u>SUNDAY</u> – by Timeband   (Multiple-Response Q) (n=286,597)
<u>NOTE</u>: *Respondents were given the possibility of mentioning up to 3 radio stations they listened to on Sunday. For each mentioned radio station, they were asked to indicate all timebands listened to*

	103	Bay	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	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	-	-	-	-	-	-	-	-	-	-	-	-	-	-	118,011	168,586	286,597
00:30 - 01:00	-	-	-	-	-	-	-	-	-	-	-	-	-	-	118,011	168,586	286,597
01:00 - 01:30	-	-	-	-	-	-	-	-	-	-	-	-	-	-	118,011	168,586	286,597
01:30 - 02:00	-	-	-	-	-	-	-	-	-	-	-	-	-	-	118,011	168,586	286,597
02:00 - 02:30	-	-	-	-	-	-	-	-	-	-	-	-	-	-	118,011	168,586	286,597
02:30 - 03:00	-	-	-	-	-	-	-	-	-	-	-	-	-	-	118,011	168,586	286,597
03:00 - 03:30	-	-	-	-	-	-	-	-	-	-	-	-	-	-	118,011	168,586	286,597
03:30 - 04:00	-	-	-	-	-	-	-	-	-	-	-	-	-	-	118,011	168,586	286,597
04:00 - 04:30	-	-	-	1,533	-	-	-	-	-	-	-	-	-	-	118,011	167,054	286,597
04:30 - 05:00	-	-	-	-	-	-	-	-	-	-	-	-	-	-	118,011	168,586	286,597
05:00 - 05:30	-	-	-	-	-	-	-	-	-	-	-	-	-	-	118,011	168,586	286,597
05:30 - 06:00	-	-	-	-	-	-	-	-	-	-	-	-	-	-	118,011	168,586	286,597
06:00 - 06:30	-	1,533	-	-	-	-	-	1,533	-	-	1,533	-	1,533	-	118,011	162,456	286,597
06:30 - 07:00	1,533	1,533	-	-	-	1,533	-	1,533	-	-	1,533	-	1,533	-	118,011	159,391	286,597
07:00 - 07:30	1,533	4,598	-	-	-	1,533	3,065	1,533	-	-	9,196	-	1,533	-	118,011	145,597	286,597
07:30 - 08:00	1,533	4,598	-	1,533	-	3,065	4,598	1,533	-	-	7,663	-	4,598	-	118,011	139,467	286,597
08:00 - 08:30	9,196	4,598	-	9,196	-	3,065	3,065	3,065	1,533	-	15,326	-	6,130	3,065	118,011	110,348	286,597
08:30 - 09:00	9,196	4,598	-	10,728	-	1,533	3,065	3,065	3,065	-	13,793	-	6,130	3,065	118,011	110,348	286,597
09:00 - 09:30	7,663	4,598	-	10,728	-	1,533	6,130	7,663	4,598	-	15,326	-	4,598	7,663	118,011	98,087	286,597
09:30 - 10:00	9,196	3,065	-	9,196	-	1,533	7,663	10,728	4,598	-	13,793	-	6,130	9,196	118,011	93,489	286,597
10:00 - 10:30	4,598	7,663	-	13,793	-	3,065	12,261	12,261	3,065	1,533	10,728	-	7,663	7,663	118,011	84,293	286,597
10:30 - 11:00	1,533	9,196	-	13,793	-	1,533	13,793	9,196	3,065	-	10,728	-	7,663	7,663	118,011	90,424	286,597
11:00 - 11:30	1,533	9,196	-	7,663	-	1,533	12,261	4,598	3,065	-	12,261	-	6,130	7,663	118,011	102,684	286,597
11:30 - 12:00	3,065	9,196	-	7,663	-	1,533	9,196	6,130	1,533	-	12,261	1,533	3,065	7,663	118,011	105,750	286,597
12:00 - 12:30	1,533	4,598	-	-	-	-	6,130	6,130	3,065	-	4,598	-	-	1,533	118,011	141,000	286,597
12:30 - 13:00	1,533	1,533	-	-	-	-	4,598	4,598	3,065	-	1,533	-	-	1,533	118,011	150,195	286,597
13:00 - 13:30	-	-	-	-	1,533	1,533	4,598	3,065	3,065	-	-	-	-	-	118,011	154,793	286,597
13:30 - 14:00	1,533	1,533	-	-	-	-	1,533	1,533	3,065	-	-	-	-	-	118,011	159,391	286,597
14:00 - 14:30	1,533	1,533	-	1,533	-	-	-	-	6,130	-	1,533	-	-	-	118,011	156,326	286,597
14:30 - 15:00	-	-	-	1,533	-	-	-	1,533	7,663	-	1,533	-	-	-	118,011	156,326	286,597
15:00 - 15:30	-	1,533	-	1,533	-	-	-	-	7,663	-	-	1,533	-	-	118,011	156,326	286,597
15:30 - 16:00	-	1,533	-	1,533	-	-	-	-	7,663	-	-	-	-	-	118,011	157,858	286,597
16:00 - 16:30	-	4,598	-	1,533	-	-	-	-	7,663	-	-	-	1,533	-	118,011	153,260	286,597
16:30 - 17:00	-	3,065	-	1,533	-	-	-	-	4,598	-	-	-	1,533	-	118,011	157,858	286,597
17:00 - 17:30	-	-	-	1,533	-	-	-	-	-	-	-	-	1,533	-	118,011	165,521	286,597
17:30 - 18:00	-	-	-	-	-	-	-	-	-	-	-	-	-	-	118,011	168,586	286,597
18:00 - 18:30	-	-	-	-	-	-	1,533	-	1,533	-	-	-	-	-	118,011	165,521	286,597
18:30 - 19:00	-	-	-	-	-	-	1,533	-	-	-	-	-	-	-	118,011	167,054	286,597
19:00 - 19:30	-	-	-	4,598	-	-	1,533	-	-	-	-	-	-	-	118,011	162,456	286,597
19:30 - 20:00	-	-	-	6,130	-	-	3,065	1,533	-	-	-	-	-	-	118,011	157,858	286,597
20:00 - 20:30	1,533	-	-	7,663	-	-	-	-	-	-	-	-	-	-	118,011	159,391	286,597
20:30 - 21:00	-	-	-	12,261	-	-	-	-	-	-	-	-	-	-	118,011	156,326	286,597
21:00 - 21:30	-	-	-	13,793	-	-	-	-	-	-	-	-	-	-	118,011	154,793	286,597
21:30 - 22:00	-	-	1,533	12,261	-	-	-	-	-	-	-	-	-	-	118,011	154,793	286,597
22:00 - 22:30	-	-	-	10,728	-	-	-	-	-	-	-	-	-	1,533	118,011	156,326	286,597
22:30 - 23:00	-	-	-	7,663	-	-	-	-	-	-	-	-	-	1,533	118,011	159,391	286,597
23:00 - 23:30	1,533	-	-	3,065	-	-	-	-	-	-	-	-	-	1,533	118,011	162,456	286,597
23:30 - 00:00	-	-	-	-	-	-	-	-	-	-	-	-	-	1,533	118,011	167,054	286,597

<u>Note I</u>: *Radio stations not featured in the Table above have a radio listenership of less than 0.1% between Sunday to Saturday.*
<u>Note II</u>: *Timebands featuring a 'nil' listenership in the Table above have a radio listenership of less than 1,533 listeners on Sunday.*

Radio Audience on <u>MONDAY</u>

The **most listened to timeband** on Monday is 07:30 – 08:00 on **Bay** (35,250 Radio Listeners).

Table 27 – Q14 – Radio Audience on <u>MONDAY</u> – by Timeband (Multiple-Response Q) (n=289,662)

<u>NOTE</u>: *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.*

	1032	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	All Rock HD	Foreign Station (any)	Did listen to any radio on previous day/ No particular station/ Don't remember	Did not listen to radio during this timeslot	Total
00:00 - 00:30	-	-	-	-	-	-	-	1,533	-	-	-	-	-	-	-	16,859	271,271	289,662
00:30 - 01:00	-	-	-	-	-	-	-	1,533	-	-	-	-	-	-	-	16,859	271,271	289,662
01:00 - 01:30	-	-	-	-	-	-	-	1,533	-	-	-	-	-	-	-	16,859	271,271	289,662
01:30 - 02:00	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	16,859	272,803	289,662
02:00 - 02:30	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	16,859	272,803	289,662
02:30 - 03:00	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	16,859	272,803	289,662
03:00 - 03:30	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	16,859	272,803	289,662
03:30 - 04:00	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	16,859	272,803	289,662
04:00 - 04:30	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	16,859	272,803	289,662
04:30 - 05:00	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	16,859	272,803	289,662
05:00 - 05:30	-	-	-	-	-	-	1,533	-	-	-	-	-	-	-	-	16,859	271,271	289,662
05:30 - 06:00	-	-	-	-	-	-	-	-	3,065	-	-	-	-	-	-	16,859	269,738	289,662
06:00 - 06:30	-	-	1,533	1,533	-	-	-	-	4,598	-	-	-	1,533	-	-	16,859	263,608	289,662
06:30 - 07:00	-	9,196	-	7,663	-	12,261	13,793	4,598	4,598	-	3,065	-	7,663	-	-	16,859	209,967	289,662
07:00 - 07:30	1,533	30,652	-	21,456	1,533	16,859	18,391	21,456	7,663	-	16,859	1,533	18,391	-	1,533	16,859	114,945	289,662
07:30 - 08:00	1,533	35,250	-	19,924	3,065	13,793	19,924	22,989	7,663	-	19,924	1,533	19,924	-	1,533	16,859	105,750	289,662
08:00 - 08:30	1,533	30,652	-	19,924	6,130	6,130	22,989	30,652	9,196	1,533	18,391	3,065	13,793	-	4,598	16,859	104,217	289,662
08:30 - 09:00	1,533	19,924	-	16,859	6,130	6,130	12,261	26,054	6,130	1,533	18,391	3,065	9,196	-	4,598	16,859	140,999	289,662
09:00 - 09:30	3,065	10,728	-	10,728	6,130	3,065	12,261	19,924	6,130	1,533	15,326	1,533	1,533	-	3,065	16,859	177,782	289,662
09:30 - 10:00	3,065	3,065	-	13,793	4,598	3,065	10,728	21,456	4,598	1,533	12,261	1,533	1,533	-	3,065	16,859	188,510	289,662
10:00 - 10:30	3,065	-	-	15,326	6,130	3,065	9,196	18,391	13,793	1,533	12,261	-	1,533	-	1,533	16,859	186,978	289,662
10:30 - 11:00	3,065	-	-	16,859	4,598	3,065	10,728	16,859	12,261	1,533	10,728	-	1,533	1,533	1,533	16,859	188,510	289,662
11:00 - 11:30	1,533	-	-	15,326	3,065	3,065	7,663	15,326	12,261	1,533	9,196	-	1,533	1,533	1,533	16,859	199,238	289,662
11:30 - 12:00	1,533	-	-	10,728	3,065	4,598	7,663	18,391	12,261	1,533	7,663	-	1,533	1,533	1,533	16,859	200,771	289,662
12:00 - 12:30	3,065	-	-	4,598	-	4,598	4,598	13,793	10,728	-	6,130	-	1,533	1,533	1,533	16,859	220,695	289,662
12:30 - 13:00	1,533	-	-	4,598	-	4,598	4,598	12,261	10,728	-	3,065	-	3,065	-	1,533	16,859	226,825	289,662
13:00 - 13:30	-	-	-	1,533	-	3,065	4,598	9,196	12,261	-	3,065	-	1,533	-	-	16,859	237,553	289,662
13:30 - 14:00	1,533	-	-	1,533	-	3,065	-	6,130	12,261	-	3,065	1,533	1,533	-	-	16,859	242,151	289,662
14:00 - 14:30	1,533	-	1,533	1,533	-	3,065	3,065	4,598	9,196	-	1,533	-	1,533	-	-	16,859	245,217	289,662
14:30 - 15:00	1,533	1,533	1,533	1,533	-	3,065	3,065	3,065	9,196	-	-	-	1,533	-	-	16,859	246,749	289,662
15:00 - 15:30	3,065	1,533	1,533	1,533	-	3,065	3,065	3,065	18,391	1,533	-	-	4,598	-	-	16,859	231,423	289,662
15:30 - 16:00	3,065	1,533	-	1,533	-	4,598	1,533	3,065	18,391	1,533	-	-	4,598	-	-	16,859	232,956	289,662
16:00 - 16:30	-	3,065	-	-	-	4,598	1,533	3,065	3,065	1,533	-	-	12,261	-	-	16,859	243,684	289,662
16:30 - 17:00	-	3,065	-	1,533	-	4,598	1,533	1,533	3,065	1,533	-	-	13,793	-	-	16,859	242,151	289,662
17:00 - 17:30	-	12,261	-	-	-	1,533	10,728	1,533	3,065	1,533	-	-	16,859	-	-	16,859	225,293	289,662
17:30 - 18:00	-	10,728	-	-	-	-	10,728	-	-	1,533	-	-	9,196	-	-	16,859	240,619	289,662
18:00 - 18:30	-	4,598	-	1,533	-	-	1,533	1,533	-	1,533	1,533	-	6,130	-	-	16,859	254,412	289,662
18:30 - 19:00	-	-	-	1,533	-	-	1,533	1,533	-	1,533	1,533	1,533	-	-	-	16,859	263,608	289,662
19:00 - 19:30	-	-	-	1,533	-	-	1,533	1,533	-	-	1,533	1,533	-	-	-	16,859	265,140	289,662
19:30 - 20:00	-	-	-	1,533	-	-	1,533	-	-	-	-	1,533	-	-	-	16,859	268,206	289,662
20:00 - 20:30	-	-	-	-	-	-	-	-	-	-	-	1,533	-	-	-	16,859	271,271	289,662
20:30 - 21:00	-	-	-	-	-	-	1,533	-	-	-	-	-	-	-	-	16,859	271,271	289,662
21:00 - 21:30	-	-	-	1,533	-	-	-	-	-	-	1,533	-	-	-	-	16,859	269,738	289,662
21:30 - 22:00	-	-	-	1,533	-	-	-	-	-	-	1,533	-	-	-	-	16,859	269,738	289,662
22:00 - 22:30	-	-	-	1,533	-	-	-	-	-	-	1,533	-	-	-	1,533	16,859	268,206	289,662
22:30 - 23:00	-	-	-	1,533	-	-	-	-	-	-	1,533	-	-	-	1,533	16,859	268,206	289,662
23:00 - 23:30	-	-	-	1,533	-	-	-	1,533	-	-	1,533	-	-	-	1,533	16,859	266,673	289,662

<u>Note I</u>: Radio stations not featured in the Table above have a radio listenership of less than 0.1% between Sunday to Saturday.
<u>Note II</u>: Timebands featuring a 'nil' listenership in the Table above have a radio listenership of less than 1,533 listeners on Monday.

Radio Audience on TUADAY

✓ The **most listened to timeband** on Tuesday is 07:00-07:30 on **Bay** (36,782 Radio Listeners).

✓ *Table 28 – Q14 – **Radio Audience on TUESDAY** – by Timeband   (Multiple-Response Q) (n=292,727)*
NB. Respondents were given the possibility of mentioning up to 3 radio stations they listened to on Tuesday. For each mentioned radio station, they were asked to indicate all timebands listened to.

	103	Bay	Bay Easy	Calypso Radio 101.8FM	Campus FM	Magic Malta	Net FM	ONE Radio	Radju Malta 1	Radju Marija	Smash Radio	Vibe HD	Foreign Station (any)	Did listen to any radio on previous day/ No particular station/ Don't remember	Did not listen to radio during this timeslot	Total
00:00 - 00:30	-	-	-	-	-	-	-	1,533	-	-	-	-	-	27,587	263,608	292,727
00:30 - 01:00	-	-	-	-	-	-	-	1,533	-	-	-	-	-	27,587	263,608	292,727
01:00 - 01:30	-	-	-	-	-	-	-	1,533	-	-	-	-	-	27,587	263,608	292,727
01:30 - 02:00	-	-	-	-	-	-	-	1,533	-	-	-	-	-	27,587	263,608	292,727
02:00 - 02:30	-	-	-	-	-	-	-	1,533	-	-	-	-	-	27,587	263,608	292,727
02:30 - 03:00	-	-	-	-	-	-	-	1,533	-	-	-	-	-	27,587	263,608	292,727
03:00 - 03:30	-	-	-	-	-	-	-	1,533	-	-	-	-	-	27,587	263,608	292,727
03:30 - 04:00	-	-	-	-	-	-	-	1,533	-	-	-	-	-	27,587	263,608	292,727
04:00 - 04:30	-	-	-	-	-	-	-	1,533	-	-	-	-	-	27,587	263,608	292,727
04:30 - 05:00	-	-	-	-	-	-	-	1,533	-	-	-	-	-	27,587	263,608	292,727
05:00 - 05:30	-	-	-	-	-	-	-	1,533	-	1,533	-	-	-	27,587	262,075	292,727
05:30 - 06:00	-	-	-	-	-	-	-	1,533	-	1,533	-	-	-	27,587	262,075	292,727
06:00 - 06:30	-	1,533	-	-	-	-	-	9,196	1,533	1,533	-	1,533	-	27,587	249,814	292,727
06:30 - 07:00	-	19,924	1,533	10,728	-	3,065	15,326	19,924	7,663	3,065	1,533	16,859	-	27,587	165,521	292,727
07:00 - 07:30	-	36,782	-	32,185	1,533	12,261	22,989	33,717	12,261	21,456	1,533	26,054	6,130	27,587	58,239	292,727
07:30 - 08:00	-	32,185	-	32,185	1,533	10,728	22,989	33,717	12,261	19,924	1,533	27,587	6,130	27,587	64,369	292,727
08:00 - 08:30	1,533	22,989	-	26,054	1,533	9,196	21,456	19,924	15,326	16,859	-	13,793	6,130	27,587	110,347	292,727
08:30 - 09:00	1,533	16,859	-	22,989	1,533	6,130	15,326	16,859	7,663	16,859	-	3,065	4,598	27,587	151,728	292,727
09:00 - 09:30	3,065	9,196	-	19,924	-	3,065	9,196	12,261	6,130	18,391	-	3,065	1,533	27,587	179,314	292,727
09:30 - 10:00	4,598	6,130	-	16,859	-	1,533	9,196	10,728	6,130	15,326	-	1,533	1,533	27,587	191,575	292,727
10:00 - 10:30	4,598	6,130	-	13,793	-	3,065	9,196	13,793	13,793	16,859	-	1,533	1,533	27,587	180,847	292,727
10:30 - 11:00	4,598	6,130	-	13,793	-	3,065	9,196	13,793	12,261	15,326	-	1,533	1,533	27,587	183,912	292,727
11:00 - 11:30	4,598	6,130	-	12,261	-	3,065	7,663	13,793	12,261	13,793	-	1,533	1,533	27,587	188,510	292,727
11:30 - 12:00	1,533	6,130	-	12,261	-	1,533	7,663	19,924	12,261	15,326	-	1,533	1,533	27,587	185,445	292,727
12:00 - 12:30	1,533	1,533	-	10,728	-	1,533	3,065	15,326	9,196	9,196	-	1,533	-	27,587	211,499	292,727
12:30 - 13:00	1,533	1,533	-	7,663	-	1,533	6,130	15,326	7,663	6,130	1,533	1,533	-	27,587	214,564	292,727
13:00 - 13:30	-	-	-	6,130	-	-	6,130	9,196	7,663	6,130	1,533	1,533	1,533	27,587	225,293	292,727
13:30 - 14:00	-	-	-	6,130	-	-	1,533	6,130	7,663	6,130	-	1,533	1,533	27,587	234,488	292,727
14:00 - 14:30	-	-	-	4,598	-	-	1,533	4,598	6,130	1,533	-	1,533	1,533	27,587	243,684	292,727
14:30 - 15:00	-	-	-	3,065	-	-	1,533	4,598	6,130	1,533	-	1,533	1,533	27,587	245,216	292,727
15:00 - 15:30	-	-	-	3,065	-	1,533	-	3,065	13,793	1,533	-	1,533	1,533	27,587	239,086	292,727
15:30 - 16:00	-	4,598	-	3,065	-	1,533	-	1,533	13,793	1,533	-	1,533	1,533	27,587	236,021	292,727
16:00 - 16:30	-	6,130	-	-	-	-	1,533	-	1,533	1,533	-	1,533	-	27,587	252,879	292,727
16:30 - 17:00	-	12,261	-	3,065	-	-	1,533	-	1,533	1,533	-	6,130	-	27,587	239,086	292,727
17:00 - 17:30	-	12,261	-	9,196	-	-	10,728	1,533	1,533	-	1,533	6,130	-	27,587	222,227	292,727
17:30 - 18:00	-	10,728	-	10,728	-	-	9,196	1,533	-	-	1,533	4,598	-	27,587	226,825	292,727
18:00 - 18:30	1,533	1,533	-	7,663	-	-	-	1,533	-	-	1,533	-	-	27,587	251,347	292,727
18:30 - 19:00	1,533	-	-	-	-	-	-	1,533	-	-	1,533	-	-	27,587	260,542	292,727
19:00 - 19:30	1,533	-	-	-	-	-	-	-	-	-	1,533	-	1,533	27,587	260,542	292,727
19:30 - 20:00	1,533	-	-	-	-	-	-	-	-	-	-	-	1,533	27,587	262,075	292,727
20:00 - 20:30	-	-	-	-	-	-	-	-	-	-	-	-	-	27,587	265,140	292,727
20:30 - 21:00	-	-	-	-	-	-	-	-	-	-	-	-	-	27,587	265,140	292,727
21:00 - 21:30	-	-	-	-	-	-	-	-	-	-	-	-	-	27,587	265,140	292,727
21:30 - 22:00	-	-	-	-	-	-	-	-	-	1,533	-	-	-	27,587	263,608	292,727
22:00 - 22:30	-	-	-	-	-	-	-	-	-	1,533	-	-	1,533	27,587	262,075	292,727
22:30 - 23:00	-	-	-	-	-	-	-	-	-	1,533	-	-	1,533	27,587	262,075	292,727
23:00 - 23:30	-	-	-	-	-	-	-	-	-	-	-	-	1,533	27,587	263,608	292,727
23:30 - 00:00	-	-	-	-	-	-	-	-	-	-	-	-	-	27,587	265,140	292,727

Note I: *Radio stations not featured in the Table above have a radio listenership of less than 0.1% between Sunday to Saturday.*
Note II: *Timebands featuring a 'nil' listenership in the Table above have a radio listenership of less than 1,533 listeners on Tuesday.*

Radio Audience on <u>WEDNESDAY</u>

✔ The **most listened to timeband** on Wednesday is 07:00 – 07:30 **on Bay** (39,848 Radio Listeners).

Table 29 – Q14 – Radio Audience on <u>WEDNESDAY</u> – by Timeband (Multiple-Response Q) (n=291,195)

<u>NOTE</u>: *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	Magic Malta	Net FM	ONE Radio	Radju Malta 1	Radju Marija	Smash Radio	Vibe HD	Radio 105	Did listen to any radio on previous day/ No particular station/ Don't remember	Did not listen to radio during this timeslot	Total
00:00 - 00:30	-	-	-	-	-	-	-	-	-	-	-	-	24,522	266,673	291,195
00:30 - 01:00	-	-	-	-	-	-	-	-	-	-	-	-	24,522	266,673	291,195
01:00 - 01:30	-	-	-	-	-	-	-	-	1,533	-	-	-	24,522	265,141	291,195
01:30 - 02:00	-	-	-	-	-	-	-	-	1,533	-	-	-	24,522	265,141	291,195
02:00 - 02:30	-	-	-	-	-	-	-	-	1,533	-	-	-	24,522	265,141	291,195
02:30 - 03:00	-	-	-	-	-	-	-	-	1,533	-	-	-	24,522	265,141	291,195
03:00 - 03:30	-	-	-	-	-	-	1,533	-	1,533	-	-	-	24,522	263,608	291,195
03:30 - 04:00	-	-	-	-	-	-	1,533	-	1,533	-	-	-	24,522	263,608	291,195
04:00 - 04:30	-	-	-	-	-	-	1,533	-	-	-	-	-	24,522	265,141	291,195
04:30 - 05:00	-	-	-	-	-	-	1,533	-	-	-	-	-	24,522	265,141	291,195
05:00 - 05:30	-	-	-	-	-	-	3,065	-	-	-	-	-	24,522	263,608	291,195
05:30 - 06:00	-	-	-	-	-	-	1,533	-	-	-	-	-	24,522	265,141	291,195
06:00 - 06:30	1,533	7,663	1,533	6,130	-	3,065	9,196	3,065	1,533	-	3,065	-	24,522	229,891	291,195
06:30 - 07:00	1,533	32,185	1,533	16,859	7,663	19,924	16,859	6,130	1,533	-	10,728	-	24,522	151,728	291,195
07:00 - 07:30	6,130	39,848	3,065	29,120	15,326	26,054	26,054	13,793	16,859	1,533	18,391	-	24,522	70,500	291,195
07:30 - 08:00	6,130	36,783	1,533	29,120	16,859	27,587	30,652	13,793	16,859	1,533	19,924	-	24,522	65,902	291,195
08:00 - 08:30	7,663	7,663	1,533	26,054	10,728	27,587	19,924	12,261	16,859	-	6,130	-	24,522	130,271	291,195
08:30 - 09:00	7,663	3,065	1,533	22,989	9,196	24,522	19,924	10,728	18,391	-	3,065	-	24,522	145,598	291,195
09:00 - 09:30	7,663	3,065	1,533	24,522	1,533	18,391	16,859	9,196	18,391	-	3,065	-	24,522	162,456	291,195
09:30 - 10:00	7,663	1,533	1,533	22,989	1,533	15,326	15,326	6,130	13,793	-	-	-	24,522	180,847	291,195
10:00 - 10:30	7,663	1,533	1,533	22,989	1,533	15,326	18,391	6,130	15,326	-	-	-	24,522	176,250	291,195
10:30 - 11:00	7,663	1,533	1,533	19,924	1,533	15,326	16,859	4,598	15,326	-	-	-	24,522	182,380	291,195
11:00 - 11:30	7,663	-	1,533	18,391	1,533	13,793	16,859	4,598	13,793	1,533	-	-	24,522	186,978	291,195
11:30 - 12:00	7,663	-	1,533	18,391	1,533	13,793	15,326	4,598	12,261	1,533	-	-	24,522	190,043	291,195
12:00 - 12:30	3,065	-	1,533	16,859	-	10,728	12,261	12,261	9,196	-	-	1,533	24,522	199,239	291,195
12:30 - 13:00	-	-	-	9,196	-	10,728	9,196	12,261	7,663	-	-	1,533	24,522	216,097	291,195
13:00 - 13:30	-	-	-	6,130	-	9,196	6,130	9,196	6,130	-	-	-	24,522	229,891	291,195
13:30 - 14:00	-	-	-	3,065	-	3,065	4,598	9,196	1,533	-	-	-	24,522	245,217	291,195
14:00 - 14:30	-	-	-	3,065	-	3,065	3,065	6,130	1,533	-	1,533	-	24,522	248,282	291,195
14:30 - 15:00	-	1,533	-	3,065	-	3,065	3,065	4,598	1,533	-	-	-	24,522	249,815	291,195
15:00 - 15:30	-	-	-	3,065	1,533	1,533	3,065	10,728	1,533	-	3,065	-	24,522	242,152	291,195
15:30 - 16:00	-	-	-	3,065	1,533	1,533	3,065	10,728	-	-	3,065	-	24,522	243,684	291,195
16:00 - 16:30	-	6,130	-	-	-	3,065	1,533	-	-	-	9,196	-	24,522	246,749	291,195
16:30 - 17:00	-	12,261	-	-	-	1,533	-	-	-	-	15,326	-	24,522	237,554	291,195
17:00 - 17:30	-	13,793	-	-	1,533	6,130	6,130	-	-	-	15,326	-	24,522	223,760	291,195
17:30 - 18:00	-	9,196	-	-	1,533	6,130	6,130	-	-	-	9,196	-	24,522	234,489	291,195
18:00 - 18:30	-	1,533	-	-	-	1,533	-	-	-	-	1,533	-	24,522	262,076	291,195
18:30 - 19:00	-	-	-	-	-	-	-	-	-	-	-	-	24,522	266,673	291,195
19:00 - 19:30	-	-	-	-	-	-	-	-	-	-	-	-	24,522	266,673	291,195
19:30 - 20:00	-	-	-	-	-	-	-	-	-	-	-	-	24,522	266,673	291,195
20:00 - 20:30	-	3,065	-	-	-	-	-	-	-	-	-	-	24,522	263,608	291,195
20:30 - 21:00	-	-	-	-	-	-	-	-	-	-	-	-	24,522	266,673	291,195
21:00 - 21:30	-	-	-	-	-	-	-	1,533	-	-	-	-	24,522	265,141	291,195
21:30 - 22:00	-	-	-	-	-	-	-	1,533	-	-	-	-	24,522	265,141	291,195
22:00 - 22:30	-	-	-	-	-	-	-	1,533	-	-	-	-	24,522	265,141	291,195
22:30 - 23:00	-	-	-	-	-	-	-	1,533	-	-	-	-	24,522	265,141	291,195
23:00 - 23:30	-	-	-	-	-	-	-	-	-	-	-	-	24,522	266,673	291,195
23:30 - 00:00	-	-	-	-	-	-	-	1,533	-	-	-	-	24,522	265,141	291,195

<u>Note I</u>: *Radio stations not featured in the Table above have a radio listenership of less than 0.1% between Sunday to Saturday.*
<u>Note II</u>: *Timebands featuring a 'nil' listenership in the Table above have a radio listenership of less than 1,533 listeners on Wednesday.*

Radio Audience on THURSDAY

✓ The **most listened to timeband** on Thursday is 07:30 – 08:00 on **One Radio** (38,315 Radio Listeners).

Table 30 – Q14 – Radio Audience on THURSDAY – by Timeband   (Multiple-Response Q) (n=327,977)

<u>NB</u>: *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	Calypso Radio 101.8FM	Campus FM	Magic Malta	Net FM	ONE Radio	Radju Malta 1	Radju Marija	Vibe HD	All Rock HD	Foreign Station (any)	Did listen to any radio on 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	-	-	-	-	33,717	291,195	327,977
00:30 - 01:00	-	-	-	-	-	-	-	1,533	-	-	-	-	33,717	292,727	327,977
01:00 - 01:30	-	-	-	-	-	-	-	1,533	-	-	-	-	33,717	292,727	327,977
01:30 - 02:00	-	-	-	-	-	-	-	1,533	-	-	-	-	33,717	292,727	327,977
02:00 - 02:30	-	-	-	-	-	-	-	-	-	-	-	-	33,717	294,260	327,977
02:30 - 03:00	-	-	-	-	-	-	-	-	-	-	-	-	33,717	294,260	327,977
03:00 - 03:30	-	-	-	-	-	-	-	-	-	-	-	-	33,717	294,260	327,977
03:30 - 04:00	-	-	-	-	-	-	-	-	-	-	-	-	33,717	294,260	327,977
04:00 - 04:30	-	-	-	1,533	-	-	-	-	-	-	-	-	33,717	292,727	327,977
04:30 - 05:00	-	-	-	-	-	-	-	-	-	-	-	-	33,717	294,260	327,977
05:00 - 05:30	-	-	-	-	-	-	-	-	-	-	-	-	33,717	294,260	327,977
05:30 - 06:00	-	-	-	-	-	-	-	-	-	1,533	-	-	33,717	292,727	327,977
06:00 - 06:30	-	7,663	3,065	-	-	4,598	6,130	1,533	3,065	3,065	-	-	33,717	265,140	327,977
06:30 - 07:00	4,598	26,054	19,924	-	3,065	19,924	30,652	4,598	3,065	16,859	-	-	33,717	165,521	327,977
07:00 - 07:30	6,130	33,717	30,652	-	12,261	22,989	35,250	6,130	24,522	21,456	-	1,533	33,717	99,619	327,977
07:30 - 08:00	9,196	33,717	30,652	-	12,261	22,989	38,315	6,130	24,522	16,859	-	1,533	33,717	98,087	327,977
08:00 - 08:30	7,663	12,261	27,587	-	12,261	22,989	9,196	9,196	24,522	9,196	-	-	33,717	145,597	327,977
08:30 - 09:00	6,130	6,130	26,054	1,533	9,196	15,326	18,391	6,130	22,989	4,598	-	-	33,717	177,782	327,977
09:00 - 09:30	4,598	4,598	22,989	1,533	1,533	16,859	13,793	7,663	21,456	1,533	-	1,533	33,717	196,173	327,977
09:30 - 10:00	4,598	4,598	21,456	-	-	16,859	12,261	9,196	10,728	1,533	-	-	33,717	213,032	327,977
10:00 - 10:30	4,598	3,065	21,456	-	1,533	16,859	12,261	7,663	16,859	1,533	1,533	-	33,717	206,901	327,977
10:30 - 11:00	4,598	3,065	18,391	-	-	16,859	12,261	7,663	15,326	1,533	1,533	-	33,717	213,032	327,977
11:00 - 11:30	3,065	4,598	16,859	-	-	13,793	12,261	6,130	16,859	1,533	1,533	-	33,717	217,630	327,977
11:30 - 12:00	3,065	4,598	16,859	-	-	15,326	9,196	6,130	15,326	1,533	1,533	-	33,717	220,695	327,977
12:00 - 12:30	3,065	3,065	4,598	-	-	12,261	3,065	9,196	12,261	-	-	1,533	33,717	245,216	327,977
12:30 - 13:00	-	1,533	4,598	-	-	6,130	1,533	13,793	6,130	-	-	1,533	33,717	259,010	327,977
13:00 - 13:30	-	1,533	3,065	1,533	1,533	4,598	-	15,326	1,533	-	-	-	33,717	265,140	327,977
13:30 - 14:00	-	1,533	3,065	1,533	3,065	-	-	15,326	1,533	-	-	-	33,717	268,205	327,977
14:00 - 14:30	-	1,533	4,598	1,533	1,533	-	1,533	15,326	1,533	-	-	-	33,717	266,673	327,977
14:30 - 15:00	-	1,533	4,598	1,533	1,533	-	3,065	15,326	1,533	-	-	-	33,717	265,140	327,977
15:00 - 15:30	-	4,598	4,598	1,533	1,533	-	1,533	21,456	-	-	-	-	33,717	259,010	327,977
15:30 - 16:00	-	4,598	6,130	-	-	-	1,533	22,989	-	3,065	-	-	33,717	255,945	327,977
16:00 - 16:30	-	12,261	3,065	-	-	1,533	3,065	4,598	-	9,196	-	-	33,717	260,542	327,977
16:30 - 17:00	-	15,326	1,533	-	-	1,533	4,598	6,130	-	10,728	-	-	33,717	254,412	327,977
17:00 - 17:30	-	15,326	3,065	-	-	12,261	9,196	6,130	-	12,261	-	-	33,717	236,021	327,977
17:30 - 18:00	-	9,196	3,065	-	-	12,261	7,663	6,130	-	7,663	-	-	33,717	248,282	327,977
18:00 - 18:30	-	1,533	1,533	-	-	6,130	3,065	6,130	-	1,533	-	-	33,717	274,336	327,977
18:30 - 19:00	-	1,533	1,533	-	-	-	1,533	3,065	-	-	-	1,533	33,717	285,064	327,977
19:00 - 19:30	-	-	1,533	-	-	-	1,533	3,065	-	-	-	-	33,717	288,129	327,977
19:30 - 20:00	-	-	-	-	-	-	-	1,533	-	-	-	-	33,717	292,727	327,977
20:00 - 20:30	-	-	-	-	-	-	-	-	-	-	-	-	33,717	294,260	327,977
20:30 - 21:00	-	-	-	-	-	-	-	-	-	-	-	-	33,717	294,260	327,977
21:00 - 21:30	-	-	-	-	-	-	-	-	-	-	-	-	33,717	294,260	327,977
21:30 - 22:00	-	-	-	-	-	-	-	-	-	-	-	-	33,717	294,260	327,977
22:00 - 22:30	-	-	1,533	-	-	-	-	-	-	-	-	-	33,717	292,727	327,977
22:30 - 23:00	-	-	1,533	-	-	-	-	-	-	-	-	-	33,717	292,727	327,977
23:00 - 23:30	-	-	1,533	1,533	-	-	-	-	-	-	-	6,130	33,717	285,064	327,977
23:30 - 00:00	-	-	1,533	1,533	-	-	-	-	-	-	-	6,130	33,717	285,064	327,977

<u>Note I</u>: *Radio stations not featured in the Table above have a radio listenership of less than 0.2% between Sunday to Saturday.*
<u>Note II</u>: *Timebands featuring a 'nil' listenership in the Table above have a radio listenership of less than 1,533 listeners on Thursday.*

Radio Audience on <u>FRIDAY</u>

✓ The **most listened to timeband** on Friday is 07:00-07:30 on **Calypso Radio 101.8FM** (41,380 Radio Listeners).

*Table 31 – Q14 – **Radio Audience on <u>FRIDAY</u>** – by Timeband (Multiple-Response Q) (n=309,586)*
<u>NOTE</u>: *Respondents were given the possibility of mentioning up to 3 radio stations they listened to on Friday. For each mentioned radio station, they were asked to indicate all timebands listened to.*

	103	Bay	Calypso Radio 101.8FM	Magic Malta	Net FM	ONE Radio	Radju Malta 1	Radju Marija	Smash Radio	Vibe HD	Foreign Station (any)	Did listen to any radio on previous day/ No particular station/ Don't remember	Did not listen to radio during this timeslot	Total
00:00 - 00:30	-	-	-	1,533	-	-	-	-	-	-	-	21,456	286,597	309,586
00:30 - 01:00	-	-	-	1,533	-	-	-	-	-	-	-	21,456	286,597	309,586
01:00 - 01:30	-	-	-	1,533	-	-	-	1,533	-	-	-	21,456	285,064	309,586
01:30 - 02:00	-	-	-	1,533	-	-	-	1,533	-	-	-	21,456	285,064	309,586
02:00 - 02:30	-	-	-	-	-	-	-	1,533	-	-	-	21,456	286,597	309,586
02:30 - 03:00	-	-	-	-	-	-	-	1,533	-	-	-	21,456	286,597	309,586
03:00 - 03:30	-	-	-	-	-	-	-	1,533	-	-	-	21,456	286,597	309,586
03:30 - 04:00	-	-	-	-	-	1,533	-	1,533	-	-	-	21,456	285,064	309,586
04:00 - 04:30	-	-	-	-	-	1,533	-	-	-	-	-	21,456	286,597	309,586
04:30 - 05:00	-	-	-	-	-	1,533	-	-	-	-	-	21,456	286,597	309,586
05:00 - 05:30	-	-	-	-	-	1,533	-	-	-	-	-	21,456	286,597	309,586
05:30 - 06:00	-	-	-	-	-	3,065	-	-	-	-	-	21,456	285,064	309,586
06:00 - 06:30	-	4,598	1,533	-	-	3,065	1,533	1,533	-	1,533	-	21,456	274,336	309,586
06:30 - 07:00	-	21,456	33,717	12,261	18,391	18,391	6,130	3,065	-	16,859	-	21,456	157,858	309,586
07:00 - 07:30	-	32,185	41,380	13,793	29,119	32,185	9,196	21,456	3,065	21,456	-	21,456	84,293	309,586
07:30 - 08:00	-	30,652	39,848	13,793	29,119	30,652	10,728	22,989	4,598	19,924	-	21,456	85,826	309,586
08:00 - 08:30	6,130	10,728	32,185	7,663	30,652	29,119	9,196	21,456	1,533	9,196	-	21,456	130,271	309,586
08:30 - 09:00	9,196	9,196	22,989	1,533	21,456	22,989	7,663	21,456	-	4,598	-	21,456	167,054	309,586
09:00 - 09:30	9,196	4,598	15,326	1,533	18,391	22,989	4,598	22,989	-	-	-	21,456	188,510	309,586
09:30 - 10:00	7,663	1,533	12,261	-	18,391	22,989	6,130	19,924	-	-	-	21,456	199,239	309,586
10:00 - 10:30	4,598	-	10,728	-	15,326	22,989	10,728	21,456	-	-	-	21,456	202,304	309,586
10:30 - 11:00	1,533	-	10,728	-	9,196	22,989	10,728	21,456	-	-	-	21,456	211,499	309,586
11:00 - 11:30	1,533	-	10,728	-	7,663	21,456	10,728	21,456	-	-	-	21,456	214,565	309,586
11:30 - 12:00	1,533	-	9,196	-	7,663	16,859	9,196	21,456	-	-	-	21,456	222,228	309,586
12:00 - 12:30	-	-	6,130	-	1,533	12,261	9,196	10,728	1,533	-	-	21,456	246,749	309,586
12:30 - 13:00	-	-	6,130	-	-	9,196	9,196	10,728	7,663	-	-	21,456	245,217	309,586
13:00 - 13:30	-	-	6,130	-	-	7,663	10,728	6,130	6,130	-	-	21,456	251,347	309,586
13:30 - 14:00	-	-	6,130	1,533	-	6,130	12,261	4,598	-	-	-	21,456	257,477	309,586
14:00 - 14:30	-	1,533	3,065	-	1,533	7,663	12,261	3,065	-	1,533	-	21,456	257,477	309,586
14:30 - 15:00	-	1,533	4,598	1,533	1,533	7,663	12,261	3,065	-	1,533	-	21,456	254,412	309,586
15:00 - 15:30	-	4,598	3,065	-	1,533	9,196	18,391	3,065	-	4,598	-	21,456	243,684	309,586
15:30 - 16:00	-	6,130	3,065	-	1,533	7,663	18,391	3,065	-	6,130	-	21,456	242,151	309,586
16:00 - 16:30	-	9,196	3,065	-	-	1,533	7,663	1,533	-	6,130	-	21,456	259,010	309,586
16:30 - 17:00	-	13,793	3,065	-	1,533	4,598	6,130	1,533	-	6,130	-	21,456	251,347	309,586
17:00 - 17:30	1,533	15,326	1,533	1,533	6,130	7,663	7,663	1,533	-	6,130	-	21,456	239,086	309,586
17:30 - 18:00	1,533	7,663	1,533	-	3,065	4,598	6,130	1,533	-	4,598	-	21,456	257,477	309,586
18:00 - 18:30	-	3,065	1,533	-	3,065	1,533	3,065	1,533	-	4,598	-	21,456	269,738	309,586
18:30 - 19:00	-	-	-	-	-	-	1,533	-	-	-	-	21,456	286,597	309,586
19:00 - 19:30	4,598	-	-	-	-	-	-	-	-	-	-	21,456	283,532	309,586
19:30 - 20:00	4,598	-	-	-	-	-	-	-	-	-	-	21,456	283,532	309,586
20:00 - 20:30	1,533	-	-	-	-	-	-	-	-	-	-	21,456	286,597	309,586
20:30 - 21:00	-	-	1,533	-	-	-	-	-	-	-	-	21,456	286,597	309,586
21:00 - 21:30	-	-	-	-	-	-	-	-	-	-	-	21,456	288,130	309,586
21:30 - 22:00	-	-	-	-	-	-	-	-	-	-	-	21,456	288,130	309,586
22:00 - 22:30	-	-	-	-	-	-	-	-	-	-	-	21,456	288,130	309,586
22:30 - 23:00	-	-	-	-	-	-	-	-	-	-	-	21,456	288,130	309,586
23:00 - 23:30	-	-	-	-	-	-	-	-	-	-	1,533	21,456	286,597	309,586
23:30 - 00:00	-	-	-	1,533	-	-	-	-	-	-	1,533	21,456	285,064	309,586

<u>Note I</u>: *Radio stations not featured in the Table above have a radio listenership of less than 0.1% between Sunday to Saturday.*
<u>Note II</u>: *Timebands featuring a 'nil' listenership in the Table above have a radio listenership of less than 1,533 listeners on Friday.*

Radio Audience on <u>SATURDAY</u>

✓ The **most listened to timebands** on Saturday are 10:00-10:30 and 10:30-11:00 on **ONE Radio** (35,250 Radio Listeners).

Table 32 – Q14 – Radio Audience on <u>SATURDAY</u> – by Timeband   (Multiple-Response Q) (n=341,771)

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

	103	Bay	Bay Easy	Calypso Radio 101.8FM	Campus FM	Magic Malta	Net FM	ONE Radio	Radju Malta 1	Radju Malta 2	Radju Marija	Smash Radio	Vibe HD	All Rock HD	Did listen to any radio on previous day/ No particular station/ Don't remember	Did not listen to radio during this timeslot	Total
00:00 - 00:30	-	-	-	-	-	-	-	1,533	-	-	-	-	-	-	50,576	289,662	341,771
00:30 - 01:00	-	-	-	-	-	-	-	1,533	-	-	-	-	-	-	50,576	289,662	341,771
01:00 - 01:30	-	-	-	-	-	-	-	1,533	-	-	-	-	-	-	50,576	289,662	341,771
01:30 - 02:00	-	-	-	-	-	-	-	1,533	-	-	-	-	-	-	50,576	289,662	341,771
02:00 - 02:30	-	-	-	-	-	-	-	1,533	-	-	-	-	-	-	50,576	289,662	341,771
02:30 - 03:00	-	-	-	-	-	-	-	1,533	-	-	-	-	-	-	50,576	289,662	341,771
03:00 - 03:30	-	-	-	-	-	-	-	1,533	-	-	-	-	-	-	50,576	289,662	341,771
03:30 - 04:00	-	-	-	-	-	-	-	1,533	-	-	-	-	-	-	50,576	289,662	341,771
04:00 - 04:30	-	-	-	-	-	-	-	1,533	-	-	-	-	-	-	50,576	289,662	341,771
04:30 - 05:00	-	-	-	-	-	-	-	1,533	-	-	-	-	-	-	50,576	289,662	341,771
05:00 - 05:30	-	-	-	1,533	-	-	-	1,533	-	-	-	-	-	-	50,576	288,130	341,771
05:30 - 06:00	-	-	-	1,533	-	-	-	1,533	-	-	-	-	-	-	50,576	288,130	341,771
06:00 - 06:30	-	4,598	-	3,065	-	3,065	-	6,130	4,598	-	4,598	-	-	-	50,576	265,141	341,771
06:30 - 07:00	-	6,130	-	9,196	-	4,598	-	6,130	4,598	-	6,130	-	-	-	50,576	254,412	341,771
07:00 - 07:30	-	10,728	-	15,326	-	6,130	-	9,196	7,663	-	18,391	1,533	1,533	-	50,576	220,695	341,771
07:30 - 08:00	-	10,728	-	15,326	-	6,130	1,533	9,196	9,196	-	19,924	3,065	1,533	-	50,576	214,565	341,771
08:00 - 08:30	-	18,391	-	22,989	-	4,598	10,728	15,326	10,728	-	18,391	6,130	4,598	-	50,576	179,315	341,771
08:30 - 09:00	-	15,326	-	21,456	-	3,065	10,728	15,326	7,663	-	19,924	9,196	4,598	-	50,576	183,913	341,771
09:00 - 09:30	12,261	13,793	1,533	29,120	1,533	3,065	9,196	30,652	12,261	-	21,456	9,196	6,130	-	50,576	141,000	341,771
09:30 - 10:00	12,261	13,793	1,533	27,587	1,533	1,533	10,728	33,717	16,859	-	21,456	6,130	10,728	-	50,576	133,337	341,771
10:00 - 10:30	12,261	16,859	1,533	29,120	1,533	4,598	19,924	35,250	19,924	-	19,924	6,130	19,924	-	50,576	104,217	341,771
10:30 - 11:00	12,261	19,924	1,533	27,587	1,533	4,598	24,522	35,250	16,859	-	19,924	6,130	21,456	-	50,576	99,619	341,771
11:00 - 11:30	12,261	18,391	-	26,054	-	4,598	21,456	26,054	16,859	-	16,859	4,598	16,859	-	50,576	127,206	341,771
11:30 - 12:00	12,261	16,859	-	19,924	-	4,598	18,391	24,522	12,261	-	13,793	4,598	15,326	-	50,576	148,663	341,771
12:00 - 12:30	-	12,261	-	13,793	-	1,533	22,989	15,326	1,533	-	15,326	4,598	6,130	1,533	50,576	196,173	341,771
12:30 - 13:00	-	3,065	-	3,065	-	-	12,261	10,728	3,065	1,533	10,728	6,130	6,130	-	50,576	234,489	341,771
13:00 - 13:30	-	1,533	-	7,663	-	1,533	12,261	6,130	3,065	1,533	10,728	1,533	6,130	-	50,576	239,086	341,771
13:30 - 14:00	-	1,533	-	7,663	-	1,533	7,663	6,130	4,598	1,533	10,728	1,533	7,663	-	50,576	240,619	341,771
14:00 - 14:30	-	1,533	-	9,196	-	1,533	7,663	6,130	6,130	3,065	6,130	1,533	1,533	-	50,576	246,749	341,771
14:30 - 15:00	-	3,065	-	9,196	-	-	6,130	4,598	6,130	1,533	6,130	1,533	1,533	-	50,576	251,347	341,771
15:00 - 15:30	-	4,598	-	4,598	-	-	6,130	13,793	6,130	1,533	6,130	1,533	-	-	50,576	246,749	341,771
15:30 - 16:00	-	4,598	-	4,598	-	-	1,533	13,793	4,598	1,533	6,130	3,065	-	-	50,576	251,347	341,771
16:00 - 16:30	-	4,598	-	7,663	-	-	-	10,728	3,065	1,533	4,598	1,533	-	-	50,576	257,478	341,771
16:30 - 17:00	-	1,533	-	7,663	-	-	-	10,728	3,065	1,533	4,598	1,533	1,533	-	50,576	259,010	341,771
17:00 - 17:30	-	1,533	-	6,130	-	-	-	4,598	1,533	-	3,065	-	1,533	-	50,576	272,804	341,771
17:30 - 18:00	-	1,533	-	6,130	-	-	-	-	1,533	-	1,533	-	1,533	-	50,576	278,934	341,771
18:00 - 18:30	-	1,533	-	4,598	-	-	-	-	-	-	1,533	-	-	-	50,576	283,532	341,771
18:30 - 19:00	-	1,533	-	3,065	-	-	-	-	-	-	1,533	-	-	-	50,576	285,065	341,771
19:00 - 19:30	-	1,533	-	-	-	-	-	-	-	-	1,533	-	-	-	50,576	288,130	341,771
19:30 - 20:00	-	-	-	-	-	-	-	-	-	-	1,533	-	1,533	-	50,576	288,130	341,771
20:00 - 20:30	-	-	-	1,533	-	-	-	-	1,533	-	-	-	1,533	-	50,576	286,597	341,771
20:30 - 21:00	-	-	-	1,533	-	-	-	-	1,533	-	-	-	1,533	-	50,576	286,597	341,771
21:00 - 21:30	-	-	-	1,533	-	-	-	-	1,533	-	-	-	-	-	50,576	288,130	341,771
21:30 - 22:00	-	-	-	1,533	-	-	-	-	1,533	-	-	-	-	-	50,576	288,130	341,771
22:00 - 22:30	-	-	-	1,533	-	-	-	-	1,533	-	-	-	-	-	50,576	288,130	341,771
22:30 - 23:00	-	-	-	1,533	-	-	-	-	-	-	-	-	-	-	50,576	289,662	341,771
23:00 - 23:30	-	-	-	-	-	-	-	-	-	-	-	-	-	-	50,576	291,195	341,771
23:30 - 00:00	-	-	-	-	-	-	-	-	-	-	-	-	-	-	50,576	291,195	341,771

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

<u>Note II:</u> *Timebands featuring a 'nil' listenership in the Table above have a radio listenership of less than 1,533 listeners on Saturday.*

9.8 Average Daily Radio Listenership – [Q14]

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: 6035 (17%), Tuesday: 6290 (18%), Friday: 7567 (20%) and Saturday: 7663 (18%)

  - **Calypso Radio 101.8FM:** Sunday:3640 (20%), Wednesday: 6354 (17%) and Thursday: 6514 (17%).

- ✓ The local radio station with **the highest weekly average percentage audience share** is **Calypso Radio 101.8FM** standing at 17%, followed by **One Radio** (16%).

Research Findings in Detail

Tables below illustrate details on the above research findings.

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	All Rock HD	Radio 105	Foreign Station (any)
Sunday	1,245	1,756	32	3,640	32	479	2,075	1,692	1,660	32	2,778	64	1,277	0	0	1,309
Monday	766	3,704	128	4,279	926	2,395	4,247	6,035	4,470	511	3,608	415	3,289	128	0	702
Tuesday	734	4,598	32	6,003	128	1,309	4,023	6,290	4,087	0	4,566	319	2,714	0	0	1,022
Wednesday	1,660	3,800	447	6,354	0	1,565	5,875	6,067	3,704	0	4,151	128	2,554	0	64	0
Thursday	1,277	4,566	0	6,514	351	1,277	5,460	5,556	5,204	0	4,694	0	2,618	128	0	447
Friday	1,149	3,704	0	6,067	0	1,309	4,726	7,567	4,821	0	5,875	511	2,395	0	0	64
Saturday	1,533	4,406	128	7,376	128	1,181	4,247	7,663	3,991	319	6,098	1,692	2,937	32	0	0

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	All Rock HD	Radio 105	Foreign Station (any)
Sunday	7%	10%	0%	20%	0%	3%	11%	9%	9%	0%	15%	0%	7%	0%	0%	7%
Monday	2%	10%	0%	12%	3%	7%	12%	17%	13%	1%	10%	1%	9%	0%	0%	2%
Tuesday	2%	13%	0%	17%	0%	4%	11%	18%	11%	0%	13%	1%	8%	0%	0%	3%
Wednesday	5%	10%	1%	17%	0%	4%	16%	17%	10%	0%	11%	0%	7%	0%	0%	0%
Thursday	3%	12%	0%	17%	1%	3%	14%	15%	14%	0%	12%	0%	7%	0%	0%	1%
Friday	3%	10%	0%	16%	0%	3%	12%	20%	13%	0%	15%	1%	6%	0%	0%	0%
Saturday	**4%**	11%	0%	18%	0%	3%	10%	18%	10%	1%	15%	4%	7%	0%	0%	0%
Average	**4%**	**11%**	**0.3%**	**17%**	**1%**	**4%**	**13%**	**16%**	**11%**	**0.3%**	**13%**	**1%**	**7%**	**0.1%**	**0.03%**	**2%**

Note I: Radio listeners were given the possibility of mentioning up to 3 radio stations on the weekday in question. For each radio station, these radio listeners were asked to indicate all time slots during which they listened to the mentioned radio station. **(Multiple-response Q)**
Note II: Radio stations with a "zero/%" audience on a particular weekday in the Table above denotes that their listenership (on that day) was too low to be captured.

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

- ✓ 96.3% of all radio listeners **did not listen to any local radio programmes on demand** during the previous 7 days.

- ✓ Only 3.7% **listened to local radio programmes on demand**.

- ✓ *Andrew Azzopardi on 103* is the programme most listened to on demand in the previous 7 days, with 34.6%.

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=1396)

Counts Break % Respondents	Total	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	1396	119	230	234	219	189	200	205	733	663
No	1344 96.3%	114 95.8%	220 95.7%	225 96.2%	206 94.1%	183 96.8%	191 95.5%	205 100.0%	700 95.5%	644 97.1%
Yes	52 3.7%	5 4.2%	10 4.3%	9 3.8%	13 5.9%	6 3.2%	9 4.5%	- -	33 4.5%	19 2.9%

Table 33.3 – Q15a – Local programmes listened to on demand in the previous 7 days – by Age & Gender (Multiple-Response Q) (n=52)

Counts Break % Respondents	Total	Age						Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	Male	Female
Total	52	5	10	9	13	6	9	33	19
Andrew Azzopardi on 103	18 34.6%	- -	5 50.0%	6 66.7%	5 38.5%	1 16.7%	1 11.1%	15 45.5%	3 15.8%
The Morning Vibe with Abel, JD & Martina	6 11.5%	1 20.0%	2 20.0%	- -	2 15.4%	1 16.7%	- -	1 3.0%	5 26.3%
Bongu NET	5 9.6%	2 40.0%	1 10.0%	1 11.1%	- -	1 16.7%	- -	3 9.1%	2 10.5%
Bay Breakfast with Daniel & Ylenia	4 7.7%	2 40.0%	- -	1 11.1%	- -	1 16.7%	- -	1 3.0%	3 15.8%
Ir-Rumanz (One)	4 7.7%	- -	- -	- -	1 7.7%	- -	3 33.3%	2 6.1%	2 10.5%
Il-Polz tac-Cittadin	4 7.7%	- -	- -	- -	2 15.4%	- -	2 22.2%	3 9.1%	1 5.3%
Magic AM	3 5.8%	- -	1 10.0%	1 11.1%	1 7.7%	- -	- -	2 6.1%	1 5.3%
Linja Diretta (Manuel Cuschieri)	3 5.8%	- -	- -	- -	- -	3 50.0%	- -	2 6.1%	1 5.3%
Feedback (NET FM)	2 3.8%	1 20.0%	- -	- -	- -	- -	1 11.1%	1 3.0%	1 5.3%
Ma' Gaffiero	2 3.8%	- -	1 10.0%	- -	1 7.7%	- -	- -	1 3.0%	1 5.3%
Club 101 (Eileen Montesin)	1 1.9%	- -	- -	- -	1 7.7%	- -	- -	- -	1 5.3%
The 103 Morning Show with Arthur, Ian & Angele	1 1.9%	- -	- -	- -	- -	1 16.7%	- -	- -	1 5.3%
Seher il-Malti	1 1.9%	- -	- -	- -	1 7.7%	- -	- -	1 3.0%	- -
Minn Banda Ghal Ohra	1 1.9%	- -	- -	- -	- -	- -	1 11.1%	- -	1 5.3%
Vi jew Va - George Cremona	1 1.9%	- -	- -	- -	- -	- -	1 11.1%	1 3.0%	- -
Kuntatt	1 1.9%	- -	- -	- -	- -	- -	1 11.1%	- -	1 5.3%
Marci u Bandalori	1 1.9%	- -	1 10.0%	- -	- -	- -	- -	1 3.0%	- -

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

✓ 95.8% of all radio listeners use the **radio set** (at home, office, in car) 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.

✓ 18.9% listen to radio via live streaming on **mobile, tablet, laptop, PC.**

✓ 9% 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 old.

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=1396)

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

Counts Break % Respondents	Total	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	1396	119	230	234	219	189	200	205	733	663
Radio set - home, office, car	1337 95.8%	108 90.8%	212 92.2%	224 95.7%	215 98.2%	184 97.4%	195 97.5%	199 97.1%	709 96.7%	628 94.7%
Streaming on mobile, tablet, laptop, PC	264 18.9%	57 47.9%	62 27.0%	65 27.8%	46 21.0%	23 12.2%	9 4.5%	2 1.0%	151 20.6%	113 17.0%
DAB+	126 9.0%	17 14.3%	42 18.3%	28 12.0%	21 9.6%	13 6.9%	1 0.5%	4 2.0%	76 10.4%	50 7.5%
TV set	18 1.3%	- -	- -	- -	2 0.9%	6 3.2%	3 1.5%	7 3.4%	4 0.5%	14 2.1%

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 126.

✓ The most listened to local radio stations on DAB+ are *Bay* (41.3%), *Bay Easy* (27.8%) and *Vibe HD* (18.3%).

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=126)
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	126	17	42	28	21	13	1	4	76	50
Bay 89.7	52 41.3%	11 64.7%	27 64.3%	10 35.7%	4 19.0%	- -	- -	- -	31 40.8%	21 42.0%
Bay Easy	35 27.8%	9 52.9%	15 35.7%	9 32.1%	2 9.5%	- -	- -	- -	14 18.4%	21 42.0%
Vibe HD	23 18.3%	6 35.3%	10 23.8%	5 17.9%	1 4.8%	1 7.7%	- -	- -	16 21.1%	7 14.0%
ONE Radio	17 13.5%	- -	2 4.8%	5 17.9%	6 28.6%	3 23.1%	1 100.0%	- -	12 15.8%	5 10.0%
Magic Malta	15 11.9%	4 23.5%	1 2.4%	3 10.7%	5 23.8%	- -	- -	2 50.0%	7 9.2%	8 16.0%
Radju Malta 1	15 11.9%	- -	1 2.4%	3 10.7%	3 14.3%	5 38.5%	1 100.0%	2 50.0%	10 13.2%	5 10.0%
Net FM	12 9.5%	- -	2 4.8%	3 10.7%	2 9.5%	5 38.5%	- -	- -	8 10.5%	4 8.0%
All Rock HD	1 0.8%	- -	- -	- -	1 4.8%	- -	- -	- -	1 1.3%	- -

9.12 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 (June 2022).

Radio Listeners' Suggestions on improving Local Radio

12-20 yrs

- ✓ **note:** most radio listener respondents gave a 'none/don't know' response
- ✓ less advert commercials
- ✓ less song repetition
- ✓ more modern music

21-30 yrs

- ✓ **note:** most radio listener respondents gave a 'none/don't know' response
- ✓ less advert commercials
- ✓ more varied music mix
- ✓ more trained and professional presenters
- ✓ presenters should possess better Maltese diction
- ✓ more discussion programmes with call-ins
- ✓ more quiz-like programmes
- ✓ more sports updates

31-40 yrs

- ✓ **note:** most radio listener respondents gave a 'none/don't know' response
- ✓ less advert commercials
- ✓ more varied programme mix
- ✓ more sports updates
- ✓ more discussion programmes with call-ins
- ✓ more quiz-like programmes
- ✓ more professional presenters

41-50 yrs

- ✓ **note:** most radio listener respondents gave a 'none/don't know' response
- ✓ less advert commercials
- ✓ more news updates
- ✓ more sports programmes
- ✓ more discussion programmes
- ✓ more quiz-like programmes

51-60 yrs

- ✓ **note:** most radio listener respondents gave a 'none/don't know' response
- ✓ less advert commercials
- ✓ more professional presenters with better Maltese diction
- ✓ more educational programmes
- ✓ more discussion programmes
- ✓ introduce new presenters
- ✓ less music

61-70 yrs

- ✓ **note:** most radio listener respondents gave a 'none/don't know' response
- ✓ overall, local radio content is very good
- ✓ less advert commercials
- ✓ more presenters with good Maltese diction
- ✓ more discussion programmes but less politics

71+ yrs

- ✓ **note:** most radio listener respondents gave a 'none/don't know' response
- ✓ less advert commercials
- ✓ overall, local radio content is very good
- ✓ more religious programmes
- ✓ radio presenters should use better Maltese diction

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.

- ✓ 82% of all Maltese residents **do not watch any Maltese programmes that are solely produced for online portals**.

- ✓ The remaining 18.3% **do watch online Maltese programmes.** The younger age cohorts (12-40 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
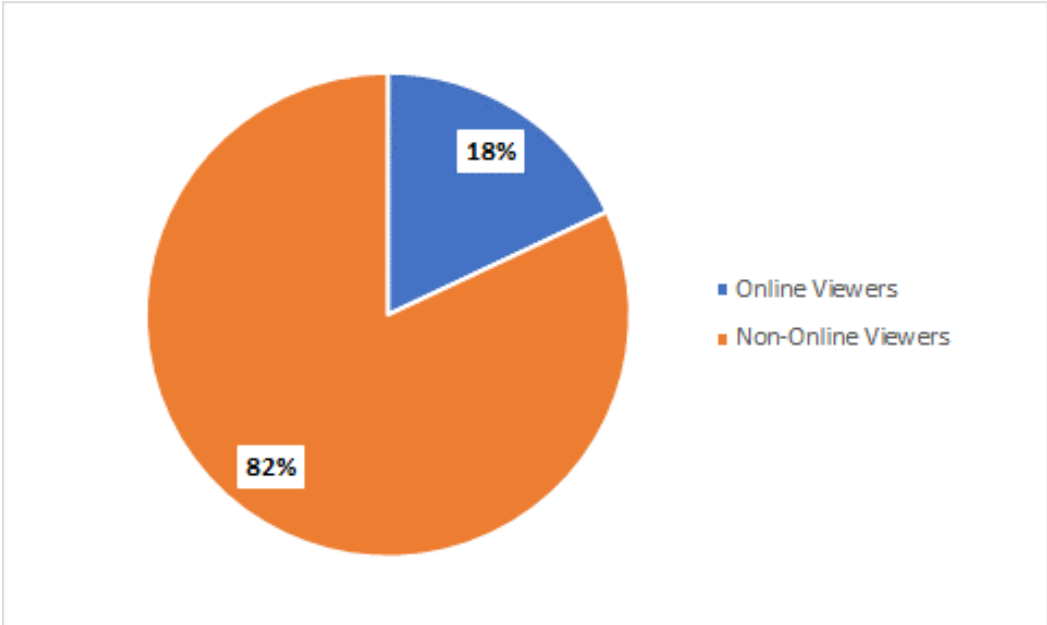
Table 36 – Q18 - Online viewers/non viewers – by Age & Gender

Counts Break % Respondents	Total	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	2100	197	398	381	309	273	263	279	1092	1008
No	1715 81.7%	130 66.0%	300 75.4%	298 78.2%	258 83.5%	227 83.2%	237 90.1%	265 95.0%	866 79.3%	849 84.2%
Yes	385 18.3%	67 34.0%	98 24.6%	83 21.8%	51 16.5%	46 16.8%	26 9.9%	14 5.0%	226 20.7%	159 15.8%

Exhibit 6 – Q19 – Online portal/s or platform/s used for watching Maltese programmes online (Multiple-Response Q) (n=385)
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)
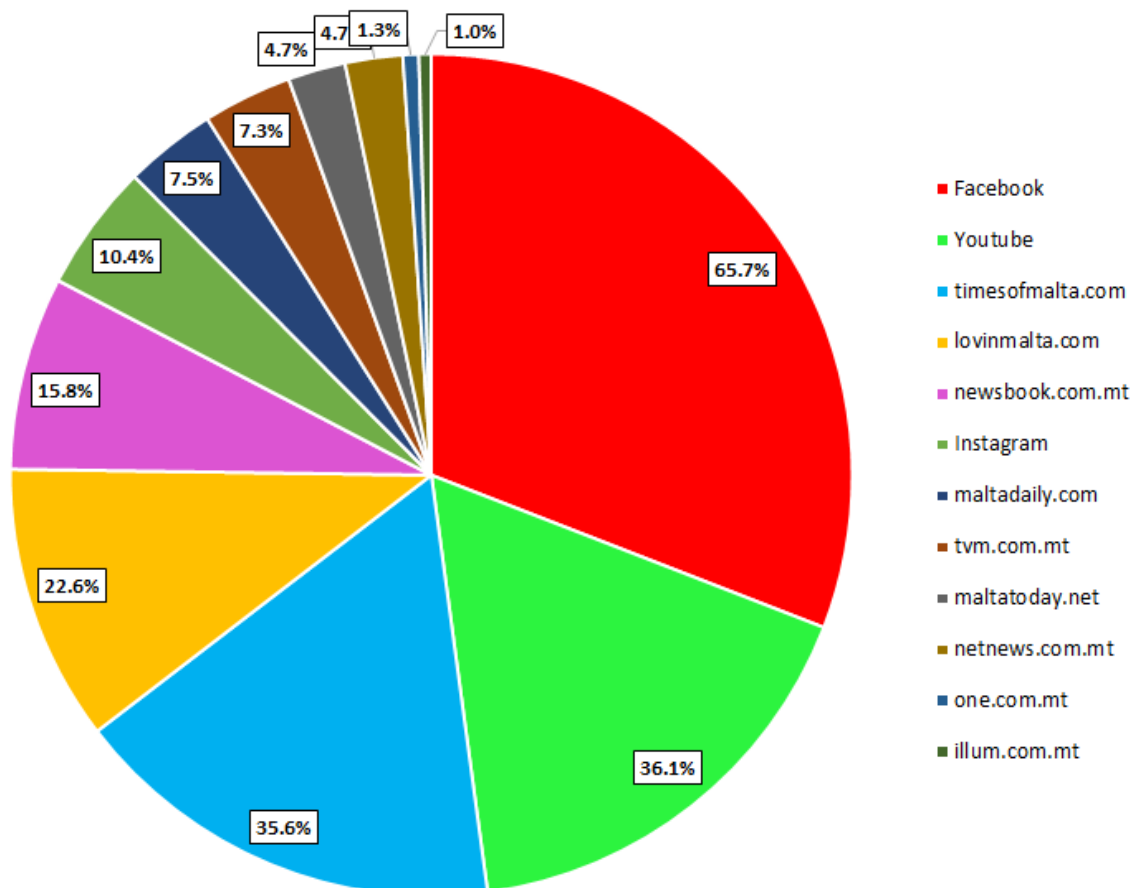
This Section gives details on the online viewership of the 385 individuals who watch online Maltese programmes, more specifically on:

[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 2 in 3 of all online viewers (65.7%) mentioning it as one of the online platforms used for watching Maltese programmes online. This finding is evident across all age cohorts.

- ✓ Following, just over 1 in 3 (36.1%) use **Youtube** for watching online Maltese programmes.

- ✓ A further 1 in 3 (35.6%) use **timesofmalta.com** to watch online Maltese programmes.

- ✓ **Note:** These findings must be interpreted with caution, given the low number of individuals (n=385) who watch online Maltese programmes.

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=385)

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	385	67	98	83	51	46	26	14	226	159
Facebook	253 65.7%	45 67.2%	62 63.3%	52 62.7%	34 66.7%	25 54.3%	24 92.3%	11 78.6%	153 67.7%	100 62.9%
Youtube	139 36.1%	26 38.8%	28 28.6%	31 37.3%	24 47.1%	13 28.3%	13 50.0%	4 28.6%	94 41.6%	45 28.3%
timesofmalta.com	137 35.6%	20 29.9%	33 33.7%	36 43.4%	16 31.4%	18 39.1%	10 38.5%	4 28.6%	88 38.9%	49 30.8%
lovinmalta.com	87 22.6%	16 23.9%	25 25.5%	23 27.7%	10 19.6%	9 19.6%	3 11.5%	1 7.1%	52 23.0%	35 22.0%
newsbook.com.-mt	61 15.8%	5 7.5%	7 7.1%	21 25.3%	7 13.7%	7 15.2%	11 42.3%	3 21.4%	44 19.5%	17 10.7%
Instagram	40 10.4%	8 11.9%	11 11.2%	18 21.7%	2 3.9%	- -	1 3.8%	- -	23 10.2%	17 10.7%
maltadaily.com	29 7.5%	5 7.5%	12 12.2%	5 6.0%	5 9.8%	1 2.2%	1 3.8%	- -	19 8.4%	10 6.3%
tvm.com.mt	28 7.3%	1 1.5%	2 2.0%	7 8.4%	6 11.8%	7 15.2%	4 15.4%	1 7.1%	26 11.5%	2 1.3%
maltatoday.net	18 4.7%	3 4.5%	2 2.0%	4 4.8%	4 7.8%	2 4.3%	3 11.5%	- -	14 6.2%	4 2.5%
netnews.com.mt	18 4.7%	3 4.5%	2 2.0%	6 7.2%	2 3.9%	4 8.7%	- -	1 7.1%	13 5.8%	5 3.1%
one.com.mt	5 1.3%	- -	- -	1 1.2%	2 3.9%	2 4.3%	- -	- -	2 0.9%	3 1.9%
illum.com.mt	4 1.0%	- -	- -	1 1.2%	2 3.9%	1 2.2%	- -	- -	2 0.9%	2 1.3%
maltaindependen-t.com	1 0.3%	- -	- -	1 1.2%	- -	- -	- -	- -	1 0.4%	- -

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 91.7% indicating this device as their most used device. Mobile is the most used device across all age cohorts and gender.

✓ Following, 3.9% and 3.4% 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=385)

Counts Break % Respondents	Total	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	385	67	98	83	51	46	26	14	226	159
Mobile	353 91.7%	65 97.0%	91 92.9%	79 95.2%	48 94.1%	40 87.0%	19 73.1%	11 78.6%	213 94.2%	140 88.1%
Laptop	15 3.9%	1 1.5%	4 4.1%	3 3.6%	1 2.0%	1 2.2%	4 15.4%	1 7.1%	7 3.1%	8 5.0%
Tablet	13 3.4%	1 1.5%	2 2.0%	1 1.2%	2 3.9%	3 6.5%	2 7.7%	2 14.3%	4 1.8%	9 5.7%
PC	4 1.0%	- -	1 1.0%	- -	- -	2 4.3%	1 3.8%	- -	2 0.9%	2 1.3%

10.4 Most preferred programme online – [Q21]

✓ 49.6% of all online viewers **do not have a preferred local online programme,** while 6.5% have more than one preferred programme.

✓ *Jon Mallia Podcasts* are preferred by 17.9% of all online viewers.

✓ *Times of Malta (Mark Lawrence Zammit)* is preferred by 13.2% of online viewers.

✓ **Note:** Once again, these findings should be interpreted with caution, given the low number of responses (n=385).

Research Findings in Detail

Tables below illustrate details on the above research findings.

Table 39.1 – Q21 – Most preferred programme online - by Age & Gender (n=385)

Counts Break % Respondents	Total	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	385	67	98	83	51	46	26	14	226	159
No preferred programme	191 49.6%	33 49.3%	48 49.0%	44 53.0%	22 43.1%	25 54.3%	12 46.2%	7 50.0%	106 46.9%	85 53.5%
Jon Mallia Podcast	69 17.9%	14 20.9%	20 20.4%	15 18.1%	10 19.6%	5 10.9%	3 11.5%	2 14.3%	44 19.5%	25 15.7%
Times of Malta (Mark Lawrence Zammit)	51 13.2%	6 9.0%	14 14.3%	13 15.7%	6 11.8%	4 8.7%	6 23.1%	2 14.3%	37 16.4%	14 8.8%
More than one preferred programme	25 6.5%	4 6.0%	5 5.1%	1 1.2%	5 9.8%	6 13.0%	2 7.7%	2 14.3%	16 7.1%	9 5.7%
Newsbook.com features/discussions	16 4.2%	5 7.5%	4 4.1%	2 2.4%	1 2.0%	3 6.5%	1 3.8%	-	14 6.2%	2 1.3%
Lovin Malta	10 2.6%	2 3.0%	2 2.0%	-	2 3.9%	2 4.3%	1 3.8%	1 7.1%	4 1.8%	6 3.8%
The Interviewer (Trudy Kerr)	10 2.6%	- -	3 3.1%	2 2.4%	3 5.9%	1 2.2%	1 3.8%	-	1 0.4%	9 5.7%
Malta Daily	8 2.1%	3 4.5%	2 2.0%	2 2.4%	1 2.0%	- -	- -	- -	3 1.3%	5 3.1%
Reboot Podcast	5 1.3%	- -	- -	4 4.8%	1 2.0%	- -	- -	- -	1 0.4%	4 2.5%

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

✓ 33.2% of online viewers gave a **"not always the same"** response when asked on their daily average time of local online programmes consumption **on weekdays.**

✓ 30.1% of all online viewers, on average watch **less than 15 minutes** of local online programmes per day on weekdays.

✓ A further 29.4% of all online viewers, on average, watch **15 – 30 minutes** of local online programmes per day on weekdays.

✓ **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:
<u>on weekdays</u> (Monday – Thursday) – by Age & Gender (n=385)

Counts Break % Respondents	Total	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	385	67	98	83	51	46	26	14	226	159
Less than 15 minutes	116 30.1%	21 31.3%	26 26.5%	32 38.6%	20 39.2%	9 19.6%	5 19.2%	3 21.4%	69 30.5%	47 29.6%
Bet 15 – 30 minutes	113 29.4%	18 26.9%	33 33.7%	19 22.9%	15 29.4%	13 28.3%	9 34.6%	6 42.9%	70 31.0%	43 27.0%
Bet 1 – 2 hours	20 5.2%	2 3.0%	3 3.1%	1 1.2%	4 7.8%	5 10.9%	4 15.4%	1 7.1%	7 3.1%	13 8.2%
2+ hours	8 2.1%	- -	2 2.0%	- -	- -	3 6.5%	2 7.7%	1 7.1%	4 1.8%	4 2.5%
Not always the same	128 33.2%	26 38.8%	34 34.7%	31 37.3%	12 23.5%	16 34.8%	6 23.1%	3 21.4%	76 33.6%	52 32.7%

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

✓ 36.6% of online viewers gave a **"not always the same"** response when asked on their daily average time of local online programmes consumption **on weekends.**

✓ A further 30.4% of all online viewers, on average, watch **15 – 30 minutes** of local online programmes per day on weekdays.

✓ 26.2% of all online viewers, on average watch **less than 15 minutes** of local online programmes per day on weekdays.

✓ **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=385)

Counts Break % Respondents	Total	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	385	67	98	83	51	46	26	14	226	159
Less than 15 minutes	101 26.2%	17 25.4%	26 26.5%	26 31.3%	15 29.4%	9 19.6%	5 19.2%	3 21.4%	62 27.4%	39 24.5%
Bet 15 – 30 minutes	117 30.4%	19 28.4%	30 30.6%	25 30.1%	15 29.4%	13 28.3%	9 34.6%	6 42.9%	69 30.5%	48 30.2%
Bet 1 – 2 hours	17 4.4%	1 1.5%	3 3.1%	1 1.2%	4 7.8%	4 8.7%	3 11.5%	1 7.1%	7 3.1%	10 6.3%
2+ hours	9 2.3%	1 1.5%	2 2.0%	- -	- -	3 6.5%	2 7.7%	1 7.1%	4 1.8%	5 3.1%
Not always the same	141 36.6%	29 43.3%	37 37.8%	31 37.3%	17 33.3%	17 37.0%	7 26.9%	3 21.4%	84 37.2%	57 35.8%

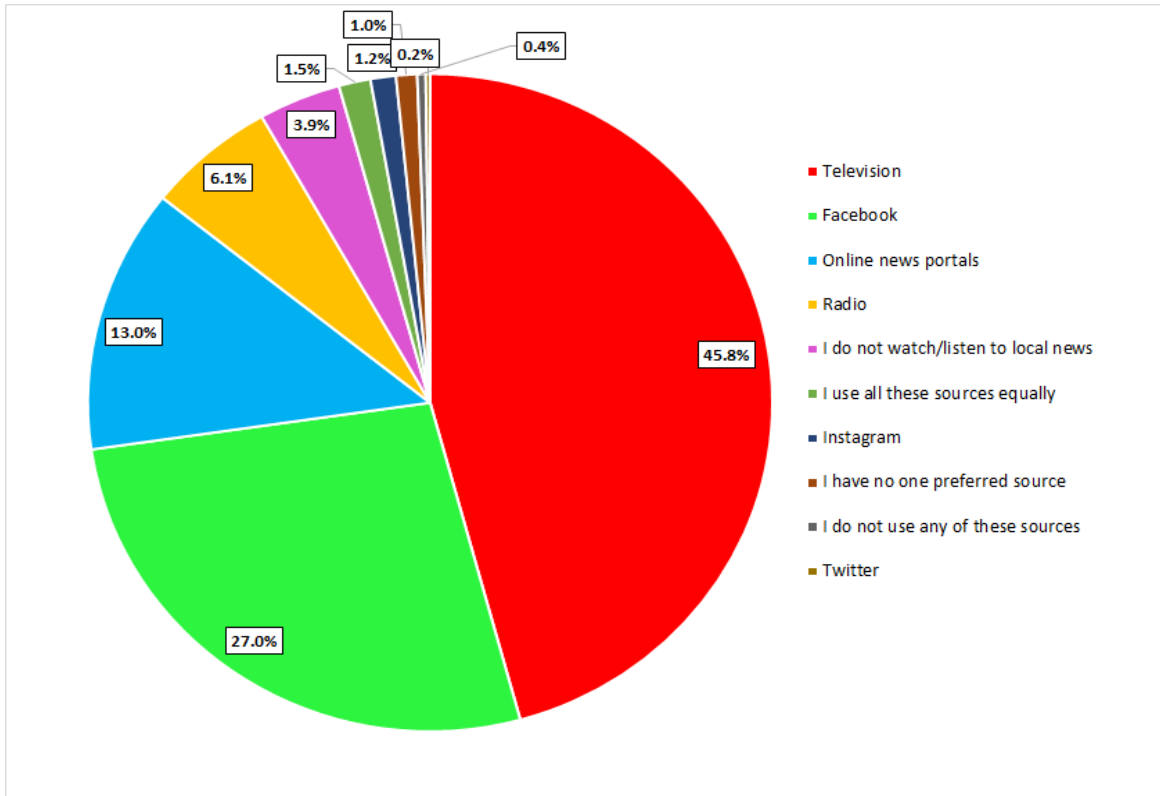## 11. PREFERRED SOURCE FOR LOCAL NEWS – FINDINGS

11.1 Introduction

- ✓ **Television** is the preferred source for local news by 45.8% of all Maltese residents.

- ✓ **Facebook** is preferred by 27%, whilst 13% prefer **Online news portals** as their preferred source for local news.

- ✓ 6% use **Radio** as their preferred source for local news.

- ✓ 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 961 local news followers who prefer this source) – **[Q25]**
[c]. Preferred local radio station to listen to local news
    (for the 129 local news followers who prefer this source) – **[Q26]**
[d]. Preferred local news portal to follow local news
    (for the 273 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 45.8% of all Maltese residents. This source is particularly popular amongst individuals aged 41+ years.

✓ **Facebook** is preferred by 27%. This news source is largely used by the younger cohorts aged up to 30 years.

✓ 13% prefer **online news portals**, whilst a further 6.1% use Radio as their preferred source for local news.

Research Findings in Detail

Tables below illustrate details on the above research findings.

Table 42 – (Q24) Preferred Source for <u>Local News</u> – 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**	**197**	**398**	**381**	**309**	**273**	**263**	**279**	**1092**	**1008**
Television	**961** **45.8%**	39 19.8%	100 25.1%	145 38.1%	150 48.5%	160 58.6%	163 62.0%	204 73.1%	489 44.8%	472 46.8%
Facebook	**566** **27.0%**	89 45.2%	179 45.0%	127 33.3%	80 25.9%	48 17.6%	32 12.2%	11 3.9%	289 26.5%	277 27.5%
Online news portals	**273** **13.0%**	35 17.8%	69 17.3%	63 16.5%	39 12.6%	27 9.9%	26 9.9%	14 5.0%	159 14.6%	114 11.3%
Radio	**129** **6.1%**	9 4.6%	14 3.5%	18 4.7%	21 6.8%	16 5.9%	25 9.5%	26 9.3%	66 6.0%	63 6.3%
I do not watch/listen to local news	**81** **3.9%**	11 5.6%	9 2.3%	13 3.4%	9 2.9%	11 4.0%	11 4.2%	17 6.1%	38 3.5%	43 4.3%
I use all these sources equally	**32** **1.5%**	3 1.5%	7 1.8%	6 1.6%	3 1.0%	8 2.9%	3 1.1%	2 0.7%	24 2.2%	8 0.8%
Instagram	**25** **1.2%**	8 4.1%	13 3.3%	4 1.0%	- -	- -	- -	- -	14 1.3%	11 1.1%
I have no one preferred source	**21** **1.0%**	1 0.5%	2 0.5%	4 1.0%	6 1.9%	3 1.1%	1 0.4%	4 1.4%	7 0.6%	14 1.4%
I do not use any of these sources	**8** **0.4%**	1 0.5%	2 0.5%	1 0.3%	1 0.3%	-	2 0.8%	1 0.4%	3 0.3%	5 0.5%
Twitter	**4** **0.2%**	1 0.5%	3 0.8%	- -	- -	- -	- -	- -	3 0.3%	1 0.1%

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 961.

- ✓ 2 in 3 (61%) of all those 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 20% mentioning this station as their preferred local station for watching local news.

- ✓ **NET TV** is the third most preferred local TV station for watching local news, and this was mentioned by 15.7% 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=961)

Counts Break % Respondents	Total	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	961	39	100	145	150	160	163	204	489	472
TVM	586 61.0%	28 71.8%	61 61.0%	80 55.2%	96 64.0%	110 68.8%	98 60.1%	113 55.4%	296 60.5%	290 61.4%
ONE	192 20.0%	5 12.8%	16 16.0%	36 24.8%	39 26.0%	24 15.0%	29 17.8%	43 21.1%	102 20.9%	90 19.1%
NET TV	151 15.7%	5 12.8%	22 22.0%	25 17.2%	12 8.0%	22 13.8%	26 16.0%	39 19.1%	74 15.1%	77 16.3%
I watch different TV stations equally to watch news	23 2.4%	- -	- -	4 2.8%	2 1.3%	2 1.3%	9 5.5%	6 2.9%	13 2.7%	10 2.1%
TVM NEWS+	4 0.4%	- -	1 1.0%	- -	1 0.7%	1 0.6%	- -	1 0.5%	1 0.2%	3 0.6%
I have no preferred TV station to watch news	4 0.4%	1 2.6%	- -	- -	- -	- -	1 0.6%	2 1.0%	2 0.4%	2 0.4%
Smash	1 0.1%	- -	- -	- -	- -	1 0.6%	- -	- -	1 0.2%	- -

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 129.

- ✓ 1 in 3 of individuals (32.6%) whose preferred source for obtaining local news is 'Radio', mentioned **Radju Malta 1** as their most preferred local radio station.

- ✓ 23.3% prefer **ONE Radio** as their most preferred source for obtaining local news.

- ✓ 17.1% mentioned **NET FM** 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=129)

Counts Break % Respondents	Total	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	129	9	14	18	21	16	25	26	66	63
Radju Malta (93.7)	42 32.6%	- -	2 14.3%	5 27.8%	7 33.3%	8 50.0%	12 48.0%	8 30.8%	20 30.3%	22 34.9%
ONE Radio (92.7)	30 23.3%	2 22.2%	4 28.6%	6 33.3%	4 19.0%	4 25.0%	5 20.0%	5 19.2%	17 25.8%	13 20.6%
Net FM (101.0)	22 17.1%	1 11.1%	6 42.9%	2 11.1%	1 4.8%	2 12.5%	3 12.0%	7 26.9%	15 22.7%	7 11.1%
Calypso Radio 101.8FM (101.8)	14 10.9%	1 11.1%	- -	1 5.6%	4 19.0%	1 6.3%	4 16.0%	3 11.5%	5 7.6%	9 14.3%
Bay Radio (89.7)	7 5.4%	2 22.2%	- -	1 5.6%	3 14.3%	- -	1 4.0%	- -	2 3.0%	5 7.9%
Vibe FM (88.7)	6 4.7%	3 33.3%	1 7.1%	1 5.6%	1 4.8%	- -	- -	- -	3 4.5%	3 4.8%
103 (103.0)	4 3.1%	- -	1 7.1%	1 5.6%	- -	1 6.3%	- -	1 3.8%	1 1.5%	3 4.8%
Radju Malta 2 (105.9)	2 1.6%	- -	- -	- -	- -	- -	- -	2 7.7%	1 1.5%	1 1.6%
I listen to different radio stations equally to listen to news	2 1.6%	- -	- -	1 5.6%	1 4.8%	- -	- -	- -	2 3.0%	- -

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 273.

- ✓ 55.3% of all individuals 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.

- ✓ 1 in 4 (24.2%) indicated that to follow local news, they use different online portals equally.

- ✓ **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 46.1 – Q27 – Preferred local news portal to follow local news
– by Age & Gender (n=273)

Counts Break % Respondents	Total	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	273	35	69	63	39	27	26	14	159	114
timesofmalta.com	151 55.3%	21 60.0%	36 52.2%	33 52.4%	18 46.2%	15 55.6%	18 69.2%	10 71.4%	84 52.8%	67 58.8%
I follow different online portals equally to watch news	66 24.2%	6 17.1%	24 34.8%	19 30.2%	9 23.1%	5 18.5%	3 11.5%	- -	47 29.6%	19 16.7%
tvm.com.mt	22 8.1%	4 11.4%	4 5.8%	5 7.9%	3 7.7%	1 3.7%	2 7.7%	3 21.4%	13 8.2%	9 7.9%
I have no preferred online portal to watch news	15 5.5%	3 8.6%	3 4.3%	3 4.8%	1 2.6%	4 14.8%	- -	1 7.1%	5 3.1%	10 8.8%
one.com.mt	5 1.8%	1 2.9%	- -	- -	4 10.3%	- -	- -	- -	3 1.9%	2 1.8%
lovinmalta.com	4 1.5%	- -	2 2.9%	- -	2 5.1%	- -	- -	- -	2 1.3%	2 1.8%
newsbook.com.-mt	3 1.1%	- -	- -	1 1.6%	1 2.6%	- -	1 3.8%	- -	2 1.3%	1 0.9%
maltatoday.net	2 0.7%	- -	- -	- -	1 2.6%	- -	1 3.8%	- -	1 0.6%	1 0.9%
netnews.com.mt	2 0.7%	- -	- -	- -	- -	2 7.4%	- -	- -	1 0.6%	1 0.9%
theShiftNews	2 0.7%	- -	- -	2 3.2%	- -	- -	- -	- -	1 0.6%	1 0.9%
maltadaily.com	1 0.4%	- -	- -	- -	- -	- -	1 3.8%	- -	- -	1 0.9%

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

98

APPENDIX A: STRUCTURED RESEARCH QUESTIONNAIRE

A. AUDIENCE DATE BEING ASSESSED

QA. AUDIENCE DATE BEING ASSESSED:	
Sunday 21st May	1
Monday 22nd May	
Tuesday 23rd May	
Wednesday 24th May	
Thursday 25th May	
Friday 26th May	
Saturday 27th May	

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?

100

M.FSADNI & Associates

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

101

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 <u>local Radio may improve</u>?**

M.FSADNI & Associates

D. ONLINE

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

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

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

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**

103

M.FSADNI & Associates

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!

M.FSADNI & Associates