BROADCASTING AUTHORITY

Audience Survey July 2023
Research Findings Report

L-Awtorità tax-Xandir
— MALTA —
Broadcasting Authority

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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 -   19.6% of Maltese residents watch online Maltese programmes/ audiovisual content (solely produced for online portals).

- 88.2% of Maltese residents are TV viewers. Of these, 64% watch both local and foreign TV, 18.2% watch local TV stations only and 6% watch foreign TV stations only.

- 18% of these TV viewers did not watch TV during the week of assessment.

- 2 in 3 Maltese residents are radio listeners (64.4%). This finding was observed across all age cohorts.

- 15.7% of these Radio listeners did not listen to radio during the week of assessment.

- 19.6% of Maltese residents watch online Maltese programmes (solely produced for online portals).

2.2 TV Viewership (n=1852)

Note*:* TV Viewership findings exclude non-TV viewers.

Conclusion 4 -   For local TV programmes, "news" is the most favourite genre with 84.5% of preferences of all TV viewers.

Conclusion 5 -   TVM's *news bulletin* is the most favourite local TV programme of 14.6% of all TV viewers.

Conclusion 6 -   On weekdays, 61.9% of all TV viewers watch 1-2 hours of local TV per day. On weekends, 58.5% watch 1-2 hours of local TV per day.

Conclusion 7 -   Across one whole week, the most followed local TV station is TVM with 45.6% of all TV viewers.

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

Conclusion 9 - **The local TV station with the highest <u>weekly</u> average percentage audience share is TVM standing at 24.8%.**

⁜ **News** is the most favourite genre for local TV programmes, with 84.5% indicating this as one of their favourite genres. **Drama** follows with 42.7% of preferences and **Discussions and Current Affairs** with 33.9%.

⁜ **TVM's** *news bulletin* is the most favourite local TV programme of 14.6% of all local TV viewers. This news bulletin was largely watched on station **TVM** and not on **TVMnews+.**

⁜ **TVMSport+'s** *Football matches (various)* (7.9%), **ONE's** *News Bulletin* (5.2%) and **NET TV's** *News Bulletin* (3.8%) all proved to be among the most favourite local TV programmes with local TV viewers.

⁜ **On weekdays,** 61.9% of all local TV viewers, on average, watch 1-2 hours of local TV per day. 22.6% watch less than one hour a day. 11.6% watch 3-4 hours of local TV per day.

⁜ **On weekends**, on average, 58.5% of local TV viewers watch 1-2 hours of local TV per day. 22.6% of TV viewers watch less than 1 hour a day.

⁜ **TVM** is the **most followed TV station** with 45.6% of all local TV viewers, followed by foreign TV stations (19.1%), **ONE** (17.2%) and **NET TV** (16.2%).

⁜ T**he most followed TV timeband** from Sunday to Saturday is:

   ✓ 20:00 - 20:30 (230,328 TV viewers).

⁜ **TVM** obtained **the highest <u>daily</u> average audience share** every day between Saturday and Wednesday, attaining a daily average TV viewership ranging between 8,078 – 10,824, equivalent to a percentage average daily TV viewership between 25.5% - 30.9% on these days.

⁜ **NET TV** obtained **the highest <u>daily</u> average audience share** on Thursday and Friday, attaining a daily average TV viewership of 6,801 and 6,035 respectively, equivalent to a percentage average daily TV viewership of 21.5% and 17.5% on these days.

⁜ The local TV station with **the highest <u>weekly</u> average percentage** audience share is **TVM** standing at 24.8%, followed by **NET TV** (16.6%), **ONE** (14.8%) and **TVMSport+** (11.6%).

⁜ **NB. 'Foreign stations (various)'** was excluded from these 'local TV station' daily and weekly audience share rankings.

Note: **Explanation of Terms**

✓ **Most followed TV station % share:**
All TV Viewers were given the possibility of mentioning up to three TV stations they watched on the previous day. This term refers to the most watched share obtained by the individual local TV stations.

✓ **Highest weekly average % TV audience share:**
This daily average audience share is derived by totalling the aggregate daily viewership findings obtained by each TV station and dividing this by the number of timeslots. The highest weekly average % audience share obtained by the individual local TV stations is then derived by averaging their daily average share over the (7-day) week of assessment.

2.3 Radio Listenership (n=1351)

Note*:* Radio Listenership findings exclude non-radio listeners.

Conclusion 10 - **On weekdays, 40.5% of local radio listeners listen to radio for less than one hour a day. 38.6% of local radio listeners listen to radio for between 1-2 hours a day.**

Conclusion 11 - **On weekends, 39% of local radio listeners listen to 1 – 2 hours per day of local radio. 36% spend less than 1 hour per day listening to local radio.**

Conclusion 12 - **The most followed local radio station is Bay (13.3%).**

Conclusion 13 - **The 07:00 – 07:30 timeband is the most listened to radio timeband.**

Conclusion 14 - **The local radio station with the highest <u>weekly</u> average percentage audience share is Calypso 101.8 standing at 18%.**

Conclusion 15 - **96% of all radio listeners use the radio set for listening to radio.**

♦ **On weekdays**, 40.5% of local radio listeners listen to radio for less than one hour a day. 38.6% of local radio listeners listen to radio for between 1-2 hours a day.

♦ **On weekends**, 39% of local radio listeners listen to 1 – 2 hours per day of local radio. 36% spend less than 1 hour per day listening to local radio.

♦ *Bay Breakfast with Daniel & Ylenia* is the most favourite local radio programme, with 11.8% of preferences. Followed by *Bongu Calypso ma' Twanny Scerri* (7.4%), *Magic AM* (6.5%), *Bongu NET* (5.8%) and *The Morning Vibe with Abel, JD & Martina* (5.5%).

♦ The **most followed** local radio station is **Bay** (13.3%), closely followed by **ONE Radio** (13.2%), and **Calypso 101.8** (12.8%).

♦ Overall, **the two most followed radio timebands** are:
  ✓ 07:00 – 07:30 (153,698 radio listeners)
  ✓ 07.30 – 08:00 (130,490 radio listeners).

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- The highest population **daily average audience shares** were obtained by **Radju Marija, NET FM, Calypso 101.8 and ONE Radio** on various weekdays, namely (average daily audience shares in figures and percentages):

  ✓ **Radju Marija:** Sunday: 5,875 (18%)

  ✓ **NET FM:** Monday: 6,290 (16%) and Thursday: 7,088 (20%)

  ✓ **Calypso 101.8:** Tuesday: 7,312 (19%) and Wednesday: 7,248 (20%)

  ✓ **ONE Radio:** Friday: 6,737 (20%) and Saturday: 7,152 (25%)

- The local radio station with the **highest weekly average percentage** audience share is **Calypso 101.8** standing at 18%, followed by **ONE Radio** (17%) and **NET FM** with 14%.
  Note: Explanation of Terms

  ✓ **Most followed radio station % share:**
  All radio listeners were given the possibility of mentioning up to three radio stations they listened to on the previous day. This term refers to the most listened to share obtained by the individual local radio stations.

  ✓ **Highest weekly average % radio audience share:**
  This daily average audience share is derived by totalling the aggregate daily listenership findings obtained by each radio station and dividing this by the number of timeslots. The highest weekly average % audience share obtained by the individual local radio stations is then derived by averaging their daily average share over the (7-day) week of assessment.

2.4 Online Viewership (n=412)
Note*: Online Viewership findings exclude non-online viewers.**

Conclusion 17 - **74% of online viewers use Facebook for watching online Maltese programmes/audiovisual content (i.e. programmes/audiovisual content solely produced for online portals).**

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

Conclusion 19 - **The most preferred local is *Jon Mallia Podcast (18%) and Times of Malta (Mark Lawrence Zammit) (13%).***

- **Facebook** is the most used platform for watching online Maltese programmes (solely produced for online portals) with 74% of all online viewer preferences. 4% use **timesofmalta.com** and 22.8% use **Youtube.**

- **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, followed by *Times of Malta (Mark Lawrence Zammit)* with 13%.

Worthy of mention is that online viewers mentioned both online content by name, without being prompted.

<u>Note:</u> **Explanation of Terms**

♦ **Online Maltese programmes**
The term 'online Maltese programmes' refers to Maltese audiovisual programmes/content produced to be solely shown on online portals and which cannot be watched on traditional TV.

♦ **Assessing Online Programmes/Audiovisual Content on local Online portals**
With reference to local online portals, it is worthy of mention that this audience survey **focuses solely** at assessing the viewership levels of Maltese programmes and audiovisual content produced locally and shown on these portals. This survey does not assess the readership levels of local online portals.

2.5 Preferred Source for Local News

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

> **Conclusion 19 - 49.9% of all Maltese residents use TV as their preferred source for local news, while 22.1% prefer Facebook.**

♦ **Television** is the preferred source for local news by 49.9% of all Maltese residents. **Facebook** is preferred by 22.1%, whilst 20.6% prefer **Online news portals** as their preferred source for local news. 3.4% use **Radio** as their preferred source for local news.

♦ 1 in 2 (51.9%) % of Maltese residents who use 'Television' as their preferred source for obtaining local news, choose **TVM** for watching local news. 23.1% prefer **ONE** and 21.2% prefer **NET TV** for watching local news.

♦ 1 in 4 (26.8%) whose preferred source for obtaining local news is 'Radio', mentioned **Radju Malta** as their most preferred local radio station. 23.9% and 18.3% mentioned **Calypso 101.8** and **ONE Radio** respectively as their most preferred source for local news.

♦ 56% of all individuals who prefer local news portals for following local news, mentioned **timesofmalta.com** as their preferred local news portal, making it the most preferred local news portal for following local news. 16% indicated that to follow local news, they use different online portals equally.

♦ <u>Note: A Word of Caution</u>
Given the low number of individuals whose preferred news sources are radio (n=71), the above 'radio' findings must be interpreted with caution.

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 July 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 July 2023.**

✓ More specifically, **the dates of assessment comprised between Sunday 23rd - Saturday 29th July 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 23rd – Saturday 29th July 2023)

Date of Assessment	Number of Interviews
Sunday 23rd July	300 interviews
Monday 24th July	300 interviews
Tuesday 25th July	300 interviews
Wednesday 26th July	300 interviews
Thursday 27th July	300 interviews
Friday 28th July	300 interviews
Saturday 29th July	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 – July 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	**1852**	271	262	253	266	268	265	267
Maltese Population of TV viewers	**405483**	415336	401542	387749	407672	410738	406140	409205

Table B – Total Number of <u>Radio Listeners</u> Per Day of Assessment – July 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	**1,351**	214	204	185	199	195	188	166
Maltese Population of Radio listeners	**295792**	327977	312651	283532	304988	298858	288129	254412

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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	196	387	380	305	271	277	284
Male	1081 51.5%	101 51.5%	212 54.8%	212 55.8%	164 53.8%	138 50.9%	134 48.4%	120 42.3%
Female	1019 48.5%	95 48.5%	175 45.2%	168 44.2%	141 46.2%	133 49.1%	143 51.6%	164 57.7%

8. TV VIEWERSHIP – FINDINGS

8.1 Introduction

- **88.2% of Maltese residents are TV viewers**. Of these, 64% watch both local and foreign TV, 18.2% watch local TV stations only and 6% watch foreign TV stations only.

- 18% of these TV viewers **did not watch TV** during the week of assessment.

- **The most followed local TV station** is TVM with 45.6% of all TV viewers, followed by foreign TV stations (19.1%), ONE (17.2%) and NET TV (16.2%). More statistical details may be found in **Exhibit 2A** below and in **Table 7.1 (Section 8.6).**

- **The local TV station with the highest weekly average percentage audience share** is TVM standing at 24.8%, followed by NET TV (16.6%), ONE (14.8%) and TVMSport+ (11.6%). 'Foreign stations (various)' was excluded from this 'local TV station' weekly audience share ranking. More detailed findings may be found in **Exhibit 2B** below and in **Table 16B (Section 8.9).**

- With reference to the above audience findings, it is worthy of explaining what the terms **"most followed TV station % share"** and **"highest weekly average % TV audience share"** refer to.

  - ✓ **Most followed TV station % share:**
    All TV Viewers were given the possibility of mentioning up to three TV stations they watched on the previous day. This term refers to the most watched share obtained by the individual local TV stations.

  - ✓ **Highest weekly average % TV audience share:**
    This daily average audience share is derived by totalling the aggregate daily viewership findings obtained by each TV station and dividing this by the number of timeslots. The highest weekly average % audience share obtained by the individual local TV stations is then derived by averaging their daily average share over the 7-day week of assessment.

Research Findings in Detail

Exhibits/Tables below illustrate details on the above research findings.

Exhibit 1 – TV viewers/non viewers (n=2100)
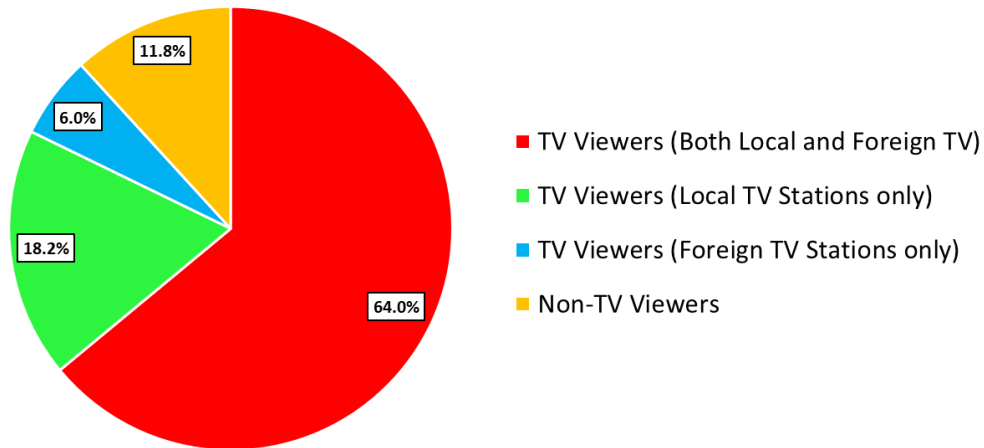
Table 2 – Q4A - TV viewers/non viewers – by Age & Gender (n=2100)

Counts Break % Respondents	Total	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	2100	196	387	380	305	271	277	284	1081	1019
Both local and foreign	1345 64.0%	135 68.9%	255 65.9%	262 68.9%	193 63.3%	182 67.2%	172 62.1%	146 51.4%	679 62.8%	666 65.4%
Local TV only	382 18.2%	7 3.6%	40 10.3%	35 9.2%	44 14.4%	55 20.3%	82 29.6%	119 41.9%	187 17.3%	195 19.1%
I do not watch any TV	239 11.4%	42 21.4%	66 17.1%	61 16.1%	37 12.1%	18 6.6%	8 2.9%	7 2.5%	149 13.8%	90 8.8%
Foreign TV only	125 6.0%	12 6.1%	26 6.7%	22 5.8%	31 10.2%	16 5.9%	12 4.3%	6 2.1%	57 5.3%	68 6.7%
We do not have a TV set (and do not watch TV)	9 0.4%	- -	- -	- -	- -	- -	3 1.1%	6 2.1%	9 0.8%	- -

Exhibit 2A – <u>Most followed</u> TV stations (Sunday to Saturday)
(Multiple-Response Q) (n=1852)
<u>NOTE I</u>: 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%.
<u>NOTE II</u>: % figures illustrated below are derived from Table 7.1 (Section 8.6)
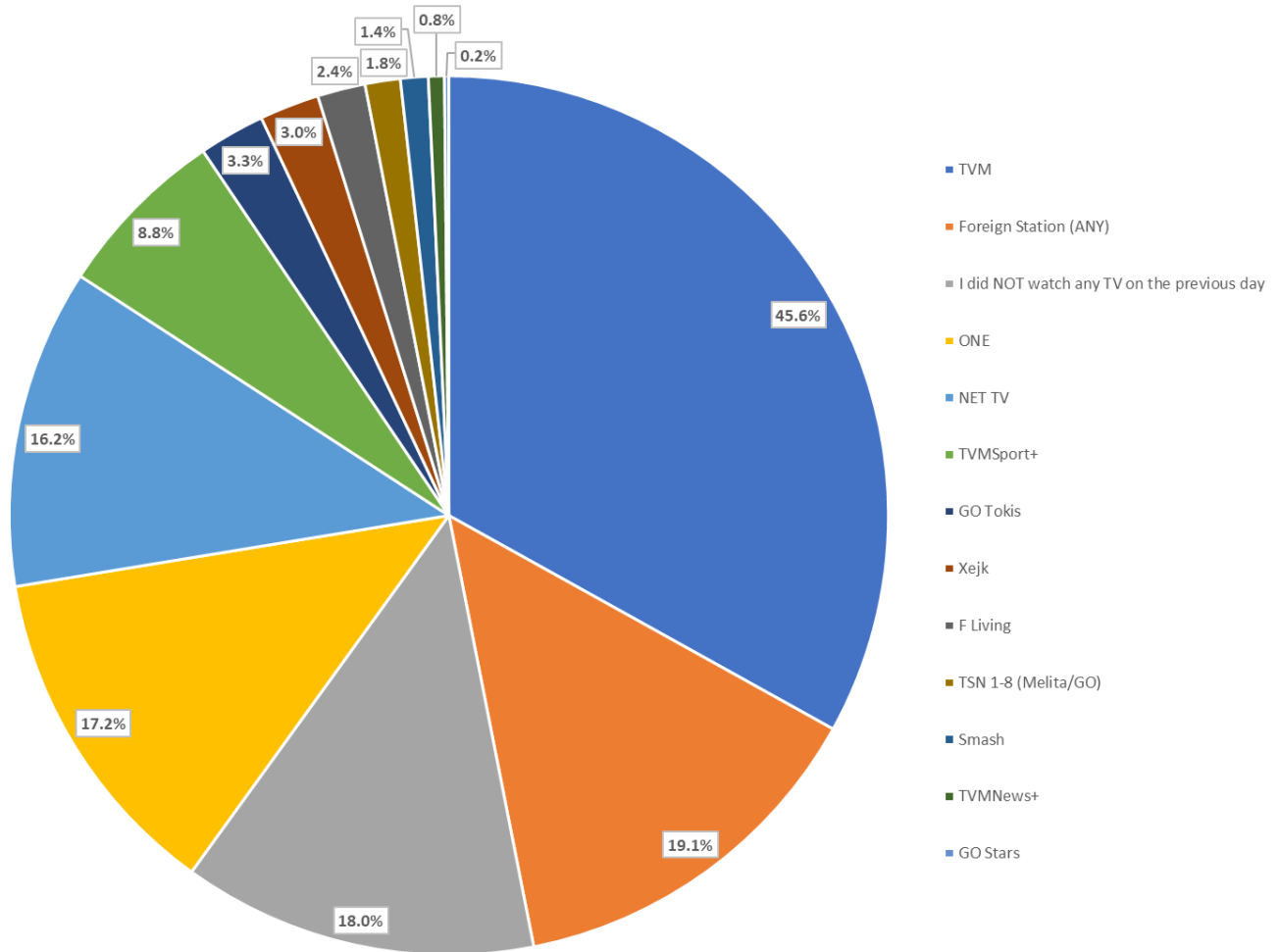
Exhibit 2A illustrates the most followed TV stations during Week 23rd – 29th July 2023.
'Did not watch any TV on the previous day' refers to TV viewers who did not watch TV
on the day of assessment during that particular week.
<u>**Note**</u>: *TV stations not featured in the Exhibit above have a TV viewership of less than 0.2%*
Between Sunday to Saturday.

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Exhibit 2B – <u>Weekly Average Percentage</u> 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)
- NET TV
- ONE
- TVM SPORT+
- GO Tokis
- Xejk
- F Living
- TSN 1-8 (Melita / GO)
- Smash
- TVM NEWS+
- GO Stars

Pie chart values: 24.8%, 19.6%, 16.6%, 14.8%, 11.6%, 3.6%, 2.9%, 2.8%, 1.6%, 0.8%, 0.7%, 0.2%
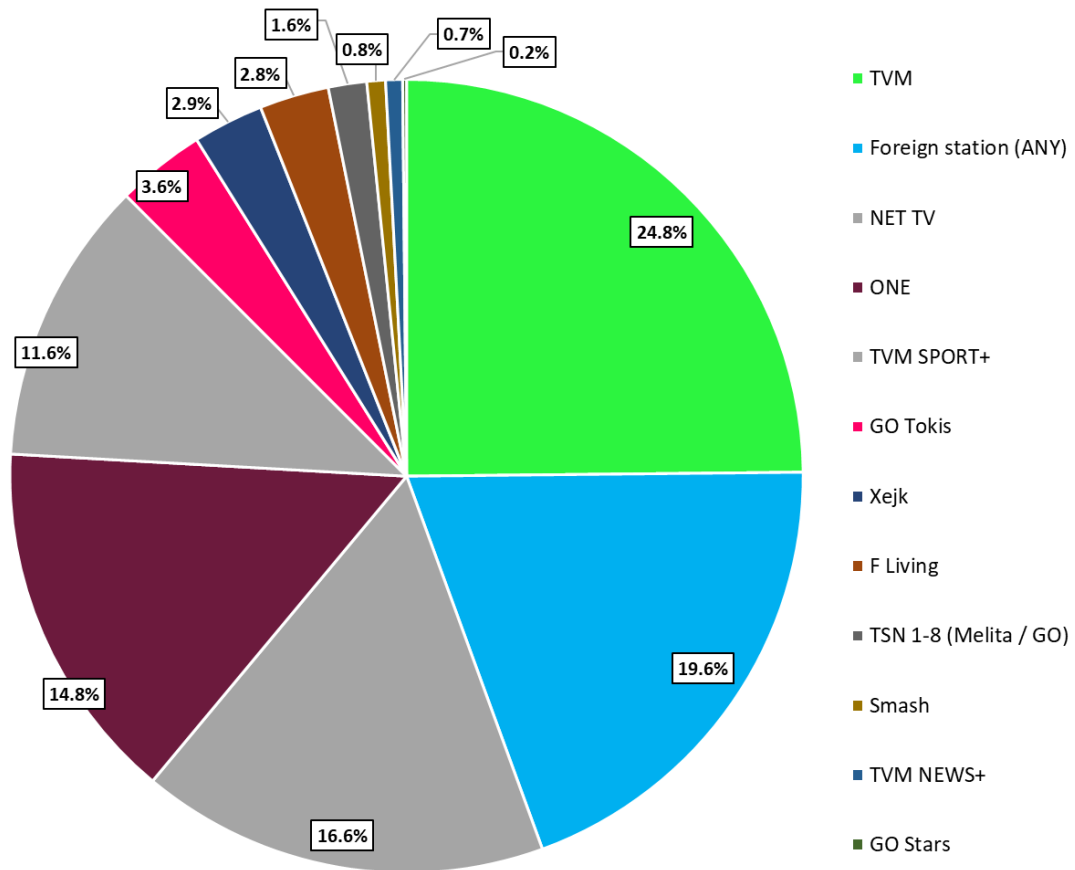
This Section gives details on the TV viewership of the 1852 individuals who watch local/foreign TV stations, more specifically on:

[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 1727.

- **News** is the most favourite genre for local TV programmes, with 84.5% indicating this as one of their favourite genres. This genre was mentioned as one of the favourite genres by all seven age cohorts.

- **Drama** is the second most favourite genre, with 42.7% indicating this as one of their favourite genres for local TV programmes. This genre is significantly more popular amongst female TV viewers (66.4%) than male TV viewers (19.1%).

- **Discussions and Current affairs** is the third most favourite genre for local TV programmes, with 33.9% 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=1727)

<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	1727	142	295	297	237	237	254	265	866	861
News (Local and foreign)	1460 84.5%	98 69.0%	230 78.0%	250 84.2%	207 87.3%	212 89.5%	218 85.8%	245 92.5%	786 90.8%	674 78.3%
Drama	737 42.7%	49 34.5%	98 33.2%	122 41.1%	94 39.7%	116 48.9%	128 50.4%	130 49.1%	165 19.1%	572 66.4%
Discussions and current affairs	586 33.9%	29 20.4%	69 23.4%	90 30.3%	96 40.5%	97 40.9%	114 44.9%	91 34.3%	392 45.3%	194 22.5%
Quiz programmes	491 28.4%	32 22.5%	73 24.7%	103 34.7%	85 35.9%	80 33.8%	60 23.6%	58 21.9%	204 23.6%	287 33.3%
Sport	477 27.6%	70 49.3%	132 44.7%	95 32.0%	64 27.0%	58 24.5%	29 11.4%	29 10.9%	429 49.5%	48 5.6%
Reality shows/ Adventure	399 23.1%	84 59.2%	143 48.5%	79 26.6%	38 16.0%	25 10.5%	21 8.3%	9 3.4%	117 13.5%	282 32.8%
Lifestyle	307 17.8%	42 29.6%	55 18.6%	47 15.8%	43 18.1%	40 16.9%	46 18.1%	34 12.8%	17 2.0%	290 33.7%
Documentaries	225 13.0%	9 6.3%	26 8.8%	32 10.8%	26 11.0%	36 15.2%	54 21.3%	42 15.8%	167 19.3%	58 6.7%
Religious	141 8.2%	- -	12 4.1%	5 1.7%	6 2.5%	18 7.6%	40 15.7%	60 22.6%	59 6.8%	82 9.5%
Cooking	73 4.2%	6 4.2%	15 5.1%	13 4.4%	14 5.9%	10 4.2%	4 1.6%	11 4.2%	3 0.3%	70 8.1%
Variety (entertainment) / Comedy / Games	71 4.1%	4 2.8%	19 6.4%	7 2.4%	10 4.2%	15 6.3%	7 2.8%	9 3.4%	20 2.3%	51 5.9%
Cultural and/or educational	29 1.7%	3 2.1%	5 1.7%	1 0.3%	2 0.8%	6 2.5%	5 2.0%	7 2.6%	11 1.3%	18 2.1%
Music	26 1.5%	8 5.6%	9 3.1%	1 0.3%	3 1.3%	3 1.3%	1 0.4%	1 0.4%	11 1.3%	15 1.7%
Children's	5 0.3%	1 0.7%	- -	2 0.7%	- -	1 0.4%	- -	1 0.4%	1 0.1%	4 0.5%
Teleshopping	5 0.3%	- -	2 0.7%	- -	- -	1 0.4%	- -	2 0.8%	2 0.2%	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 1727.

- 38% of all TV viewers indicated that they **do have a favourite local TV programme** being aired during this year's Summer TV schedule. This finding was evident across all 7 age cohorts and gender.

- ***TVM News Bulletin*** is the most favourite local TV programme of 14.6% 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 this news bulletin. More details on these findings may be viewed in **Section 8.7**.

- ***TVMSport+'s Football matches (various)*** (7.9%), ***ONE News Bulletin*** (5.2%) and ***NET TV News Bulletin*** (3.8%) 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.

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Table 4.1 – Q5 – Favourite local TV programme – by Age & Gender (n=1727)

Counts Break % Respondents	Total	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	1727	142	295	297	237	237	254	265	866	861
No preferred programme	656 38.0%	80 56.3%	131 44.4%	129 43.4%	96 40.5%	81 34.2%	74 29.1%	65 24.5%	304 35.1%	352 40.9%
News Bulletin - TVM	253 14.6%	8 5.6%	33 11.2%	41 13.8%	35 14.8%	44 18.6%	40 15.7%	52 19.6%	147 17.0%	106 12.3%
Football matches (various)	137 7.9%	21 14.8%	36 12.2%	32 10.8%	21 8.9%	16 6.8%	7 2.8%	4 1.5%	120 13.9%	17 2.0%
News Bulletin - ONE	90 5.2%	2 1.4%	11 3.7%	9 3.0%	16 6.8%	14 5.9%	14 5.5%	24 9.1%	46 5.3%	44 5.1%
News Bulletin – NET	65 3.8%	3 2.1%	4 1.4%	13 4.4%	14 5.9%	7 3.0%	9 3.5%	15 5.7%	34 3.9%	31 3.6%
Simpatici	57 3.3%	4 2.8%	5 1.7%	4 1.3%	8 3.4%	10 4.2%	11 4.3%	15 5.7%	11 1.3%	46 5.3%
Strada Stretta	56 3.2%	3 2.1%	7 2.4%	15 5.1%	7 3.0%	5 2.1%	13 5.1%	6 2.3%	6 0.7%	50 5.8%
F Living Show	49 2.8%	- -	- -	- -	- -	9 3.8%	21 8.3%	19 7.2%	8 0.9%	41 4.8%
Pjazza	36 2.1%	1 0.7%	2 0.7%	7 2.4%	5 2.1%	6 2.5%	9 3.5%	6 2.3%	26 3.0%	10 1.2%
Quddiesa tal-Jum	27 1.6%	- -	1 0.3%	- -	- -	5 2.1%	9 3.5%	12 4.5%	7 0.8%	20 2.3%
Bejnietna Sajf	22 1.3%	3 2.1%	5 1.7%	7 2.4%	5 2.1%	2 0.8%	- -	- -	- -	22 2.6%
Mill-Imhazen tal-Festa	21 1.2%	1 0.7%	10 3.4%	3 1.0%	2 0.8%	3 1.3%	- -	2 0.8%	20 2.3%	1 0.1%
Kumplimenti	20 1.2%	1 0.7%	4 1.4%	7 2.4%	2 0.8%	2 0.8%	2 0.8%	2 0.8%	1 0.1%	19 2.2%
Mill-Parrocci	18 1.0%	- -	3 1.0%	1 0.3%	3 1.3%	5 2.1%	2 0.8%	4 1.5%	9 1.0%	9 1.0%
Sport Live+	16 0.9%	- -	3 1.0%	2 0.7%	1 0.4%	1 0.4%	4 1.6%	5 1.9%	15 1.7%	1 0.1%
Ta' Gerit	16 0.9%	1 0.7%	- -	2 0.7%	2 0.8%	3 1.3%	4 1.6%	4 1.5%	4 0.5%	12 1.4%
Tal-Festa	14 0.8%	- -	5 1.7%	3 1.0%	3 1.3%	1 0.4%	1 0.4%	1 0.4%	14 1.6%	-
Xtra Sajf	13 0.8%	- -	2 0.7%	2 0.7%	2 0.8%	2 0.8%	3 1.2%	2 0.8%	12 1.4%	1 0.1%
Noli	12 0.7%	5 3.5%	4 1.4%	3 1.0%	- -	- -	- -	- -	6 0.7%	6 0.7%

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Perspettivi	**11** 0.6%	- -	1 0.3%	- -	2 0.8%	4 1.7%	2 0.8%	2 0.8%	7 0.8%	4 0.5%
Ulied il-Lejl	**10** 0.6%	- -	- -	- -	1 0.4%	4 1.7%	3 1.2%	2 0.8%	3 0.3%	7 0.8%
Emilja	**9** 0.5%	- -	- -	- -	1 0.4%	1 0.4%	3 1.2%	4 1.5%	2 0.2%	7 0.8%
Sorelle	**9** 0.5%	- -	- -	- -	2 0.8%	- -	4 1.6%	3 1.1%	2 0.2%	7 0.8%
Swim Up	**9** 0.5%	3 2.1%	4 1.4%	1 0.3%	1 0.4%	- -	- -	- -	9 1.0%	- -
Man Up+	**7** 0.4%	1 0.7%	2 0.7%	2 0.7%	1 0.4%	1 0.4%	- -	- -	7 0.8%	- -
Deċeduti	**6** 0.3%	1 0.7%	3 1.0%	- -	- -	1 0.4%	1 0.4%	- -	2 0.2%	4 0.5%
Mar-Rima	**6** 0.3%	- -	- -	2 0.7%	- -	1 0.4%	1 0.4%	2 0.8%	- -	6 0.7%
Sibtek	**6** 0.3%	1 0.7%	1 0.3%	- -	3 1.3%	- -	1 0.4%	- -	- -	6 0.7%
Dawra sal-Festa	**6** 0.3%	1 0.7%	3 1.0%	1 0.3%	- -	1 0.4%	- -	- -	6 0.7%	- -
Żerniq	**5** 0.3%	- -	- -	2 0.7%	- -	- -	3 1.2%	- -	2 0.2%	3 0.3%
Ahbar Tajba	**4** 0.2%	- -	- -	- -	- -	- -	2 0.8%	2 0.8%	2 0.2%	2 0.2%
Ic-Caqqufa	**4** 0.2%	1 0.7%	1 0.3%	- -	2 0.8%	- -	- -	- -	1 0.1%	3 0.3%
Il-Willy	**4** 0.2%	- -	4 1.4%	- -	- -	- -	- -	- -	4 0.5%	- -
Malta u lil hinn minnha	**4** 0.2%	- -	1 0.3%	- -	- -	2 0.8%	- -	1 0.4%	3 0.3%	1 0.1%
BBQ League	**3** 0.2%	- -	1 0.3%	1 0.3%	1 0.4%	- -	- -	- -	2 0.2%	1 0.1%
Paper Scan	**3** 0.2%	- -	1 0.3%	1 0.3%	- -	1 0.4%	- -	- -	2 0.2%	1 0.1%
Wedding Plan	**3** 0.2%	1 0.7%	1 0.3%	1 0.3%	- -	- -	- -	- -	- -	3 0.3%
What's Cooking	**3** 0.2%	- -	3 1.0%	- -	- -	- -	- -	- -	1 0.1%	2 0.2%
Fabbriki tal-Gwerra	**3** 0.2%	- -	- -	- -	- -	- -	- -	3 1.1%	2 0.2%	1 0.1%
Attivita' Politika	**2** 0.1%	- -	1 0.3%	- -	- -	1 0.4%	- -	- -	2 0.2%	- -

Dijanjosi	**2** 0.1%	- -	- -	- -	- -	- -	- -	2 0.8%	2 0.2%	- -
Home Sweet Home	**2** 0.1%	- -	1 0.3%	1 0.3%	- -	- -	- -	- -	- -	2 0.2%
Linja Diretta	**2** 0.1%	- -	- -	1 0.3%	- -	- -	1 0.4%	- -	2 0.2%	- -
Profili	**2** 0.1%	- -	- -	- -	- -	- -	2 0.8%	- -	1 0.1%	1 0.1%
Ritratti	**2** 0.1%	- -	- -	- -	- -	- -	1 0.4%	1 0.4%	1 0.1%	1 0.1%
Viva L-Ministru	**2** 0.1%	- -	- -	- -	- -	1 0.4%	- -	1 0.4%	- -	2 0.2%
Vuci ghall-annimali	**2** 0.1%	- -	- -	1 0.3%	1 0.4%	- -	- -	- -	- -	2 0.2%
Rih Isfel	**2** 0.1%	- -	- -	- -	- -	- -	1 0.4%	1 0.4%	- -	2 0.2%
Emilja	**2** 0.1%	- -	- -	1 0.3%	- -	- -	1 0.4%	- -	1 0.1%	1 0.1%
News Bulletin - SMASH	**1** 0.1%	- -	- -	- -	- -	- -	- -	1 0.4%	1 0.1%	- -
Fil-Gnien ma' Melo	**1** 0.1%	- -	- -	- -	- -	1 0.4%	- -	- -	1 0.1%	- -
F'Gieh L-Imhabba	**1** 0.1%	- -	- -	- -	- -	- -	1 0.4%	- -	- -	1 0.1%
Ghawdex Illum	**1** 0.1%	- -	- -	- -	- -	1 0.4%	- -	- -	1 0.1%	- -
Il-Misteru tan-Nannu Ton	**1** 0.1%	- -	- -	1 0.3%	- -	- -	- -	- -	1 0.1%	- -
Il-Parliament tal-Poplu	**1** 0.1%	- -	- -	- -	- -	1 0.4%	- -	- -	1 0.1%	- -
Local Traveller	**1** 0.1%	- -	- -	- -	- -	- -	1 0.4%	- -	1 0.1%	- -
Ninvestigaw x'qed nieklu	**1** 0.1%	- -	- -	- -	- -	- -	1 0.4%	- -	- -	1 0.1%
Reboot	**1** 0.1%	- -	- -	1 0.3%	- -	- -	- -	- -	1 0.1%	- -
Wonderball	**1** 0.1%	- -	- -	- -	- -	- -	- -	1 0.4%	- -	1 0.1%
L-Ispettur Leonard	**1** 0.1%	- -	- -	- -	- -	- -	1 0.4%	- -	1 0.1%	- -
Tertuqa 35	**1** 0.1%	- -	1 0.3%	- -	- -	- -	- -	- -	1 0.1%	- -

Skritt	**1** **0.1%**	- -	- -	- -	- -	- -	1 0.4%	- -	1 0.1%	- -
Mort Missjoni ma' Missio	**1** **0.1%**	- -	- -	- -	- -	- -	- -	1 0.4%	- -	1 0.1%

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 1727.

- **On weekdays,** 61.9% of all local TV viewers, on average, **watch 1-2 hours of local TV per day**.

- 22.6% of local TV viewers **watch less than one hour a day**, on average. This finding is largely characterised by age cohorts under 50s.

- Following, 11.6% of local TV viewers **watch 3-4 hours of local TV per day.** This TV consumption trend is more evident with TV viewers aged 61+ years old.

Research Findings in Detail

Table 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=1727)*

Counts Break % Respondents	Total	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	1727	142	295	297	237	237	254	265	866	861
Less than 1 hr a day	390 22.6%	37 26.1%	71 24.1%	85 28.6%	64 27.0%	56 23.6%	32 12.6%	45 17.0%	216 24.9%	174 20.2%
Bet 1-2 hrs a day	1069 61.9%	103 72.5%	220 74.6%	205 69.0%	156 65.8%	142 59.9%	130 51.2%	113 42.6%	561 64.8%	508 59.0%
Bet 3-4 hrs a day	200 11.6%	1 0.7%	4 1.4%	7 2.4%	17 7.2%	32 13.5%	70 27.6%	69 26.0%	65 7.5%	135 15.7%
Bet 5-6 hrs a day	45 2.6%	1 0.7%	- -	- -	- -	4 1.7%	17 6.7%	23 8.7%	17 2.0%	28 3.3%
6+ hrs a day	21 1.2%	- -	- -	- -	- -	3 1.3%	4 1.6%	14 5.3%	7 0.8%	14 1.6%
Not always the same	2 0.1%	- -	- -	- -	- -	- -	1 0.4%	1 0.4%	- -	2 0.2%

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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 1727.

- **In the weekend**, just under 2 in 3 (58.5%) of local TV viewers **watch 1-2 hours of local TV per day**. This TV consumption trend is evident across all age cohorts.

- Just over 1 in 5 TV viewers (22.6%) watch **less than 1 hour a day** in the weekend.

Research Findings in Detail

Table 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=1727)

Counts Break % Respondents	Total	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	1727	142	295	297	237	237	254	265	866	861
None	93 5.4%	13 9.2%	15 5.1%	20 6.7%	13 5.5%	14 5.9%	11 4.3%	7 2.6%	38 4.4%	55 6.4%
Less than 1 hr a day	391 22.6%	30 21.1%	63 21.4%	72 24.2%	64 27.0%	62 26.2%	50 19.7%	50 18.9%	209 24.1%	182 21.1%
Bet 1-2 hrs a day	1011 58.5%	93 65.5%	203 68.8%	191 64.3%	137 57.8%	122 51.5%	137 53.9%	128 48.3%	529 61.1%	482 56.0%
Bet 3-4 hrs a day	173 10.0%	6 4.2%	13 4.4%	14 4.7%	22 9.3%	31 13.1%	38 15.0%	49 18.5%	67 7.7%	106 12.3%
Bet 5-6 hrs a day	35 2.0%	- -	- -	- -	1 0.4%	4 1.7%	13 5.1%	17 6.4%	16 1.8%	19 2.2%
6+ hrs a day	18 1.0%	- -	- -	- -	- -	2 0.8%	3 1.2%	13 4.9%	6 0.7%	12 1.4%
Not always the same	6 0.3%	- -	1 0.3%	- -	- -	2 0.8%	2 0.8%	1 0.4%	1 0.1%	5 0.6%

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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 1852 TV viewers, 18% of TV viewers across all age cohorts said that they did not watch any television on the previous day.

- **TVM is the most watched TV station by 45.6%** 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 19.1% of all local TV viewers having watched a foreign TV station on the previous day.

- **ONE is the third most followed TV station**, with 17.2% 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 41+ years.

- **NET TV is the fourth most followed TV station**, with 16.2% having watched this station on the previous day. This finding is evident across all 7 age cohorts and gender.

- **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.

Table 7.1 – Q8 – Most followed TV stations (Sunday to Saturday) – by Age & Gender (Multiple-Response Q) (n=1852)

NOTE: Respondents were given the possibility of mentioning up to 3 TV Stations which they had watched on the previous day. Hence, the totals depicted in this table do NOT total up to 1852

Counts Respondents	TOTAL	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
	1852	154	321	319	268	253	266	271	923	929
TVM	844	44	125	146	105	127	141	156	424	420
	45.6%	28.6%	38.9%	45.8%	39.2%	50.2%	53.0%	57.6%	45.9%	45.2%
Foreign Station (ANY)	353	30	50	46	61	57	55	54	139	214
	19.1%	19.5%	15.6%	14.4%	22.8%	22.5%	20.7%	19.9%	15.1%	23.0%
I did NOT watch any TV on the	333	43	72	63	54	39	34	28	154	179
	18.0%	27.9%	22.4%	19.7%	20.1%	15.4%	12.8%	10.3%	16.7%	19.3%
ONE	318	9	44	41	43	48	66	67	166	152
	17.2%	5.8%	13.7%	12.9%	16.0%	19.0%	24.8%	24.7%	18.0%	16.4%
NET TV	300	21	47	40	40	47	47	58	129	171
	16.2%	13.6%	14.6%	12.5%	14.9%	18.6%	17.7%	21.4%	14.0%	18.4%
TVMSport+	163	28	39	31	24	17	12	12	138	25
	8.8%	18.2%	12.1%	9.7%	9.0%	6.7%	4.5%	4.4%	15.0%	2.7%
GO Tokis	62	5	9	9	9	9	11	10	14	48
	3.3%	3.2%	2.8%	2.8%	3.4%	3.6%	4.1%	3.7%	1.5%	5.2%
Xejk	56	0	6	5	9	12	11	13	31	25
	3.0%	0.0%	1.9%	1.6%	3.4%	4.7%	4.1%	4.8%	3.4%	2.7%
F Living	45	0	0	0	0	9	21	15	6	39
	2.4%	0.0%	0.0%	0.0%	0.0%	3.6%	7.9%	5.5%	0.7%	4.2%
TSN 1-8 (Melita/GO)	33	2	12	9	5	4	1	0	29	4
	1.8%	1.3%	3.7%	2.8%	1.9%	1.6%	0.4%	0.0%	3.1%	0.4%
Smash	26	0	2	4	3	4	6	7	24	2
	1.4%	0.0%	0.6%	1.3%	1.1%	1.6%	2.3%	2.6%	2.6%	0.2%
TVMNews+	15	1	5	3	2	2	1	1	12	3
	0.8%	0.6%	1.6%	0.9%	0.7%	0.8%	0.4%	0.4%	1.3%	0.3%
GO Stars	4	0	0	0	1	1	1	1	2	2
	0.2%	0.0%	0.0%	0.0%	0.4%	0.4%	0.4%	0.4%	0.2%	0.2%

Note I: TV stations not featured in the Table above have a TV viewership of less than 0.4% between Sunday 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 23rd-29th July 2023.

Table 7.2 – Q8 – Most followed TV stations (Sunday to Saturday) – by Age & Gender (Multiple-Response Q) (n=405,483)

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 405,483.

Counts Respondents	TOTAL	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	405483	33717	70281	69843	58677	55393	58239	59334	202085	203398
TVM	184788	9634	27368	31966	22989	27806	30871	34155	92832	91956
Foreign station (ANY)	77287	6568	10947	10071	13356	12480	12042	11823	30433	46854
I did NOT watch any TV	72908	9415	15764	13793	11823	8539	7444	6130	33717	39191
ONE	69624	1970	9634	8977	9415	10509	14450	14669	36345	33279
NET TV	65683	4598	10290	8758	8758	10290	10290	12699	28244	37439
TVMSport+	35688	6130	8539	6787	5255	3722	2627	2627	30214	5474
GO Tokis	13574	1095	1970	1970	1970	1970	2408	2189	3065	10509
Xejk	12261	0	1314	1095	1970	2627	2408	2846	6787	5474
F Living	9852	0	0	0	0	1970	4598	3284	1314	8539
TSN 1-8 (Melita / GO)	7225	438	2627	1970	1095	876	219	0	6349	876
Smash	5693	0	438	876	657	876	1314	1533	5255	438
TVMnews+	3284	219	1095	657	438	438	219	219	2627	657
GO Stars	876	0	0	0	219	219	219	219	438	438

Note I: TV stations not featured in the Table above have a TV viewership of less than 219 (0.4%) between Sunday - 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 23rd – 29th July 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 **most followed TV timeband** from Sunday to Saturday is:
  - ✓ 20:00 - 20:30 (230,328 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=405,583)
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	-	219	-	-	1,095	-	876	-	2,189	72,908	330,385	405,483
00:30 - 01:00	-	-	-	-	1,095	-	657	-	1,752	72,908	330,823	405,483
01:00 - 01:30	-	-	-	-	657	-	657	-	1,314	72,908	331,261	405,483
01:30 - 02:00	-	-	-	-	438	-	657	-	1,095	72,908	331,480	405,483
02:00 - 02:30	-	-	-	-	-	-	657	-	657	72,908	331,918	405,483
02:30 - 03:00	-	-	-	-	-	-	657	-	657	72,908	331,918	405,483
03:00 - 03:30	-	-	-	-	-	-	657	-	657	72,908	331,918	405,483
03:30 - 04:00	-	-	-	-	-	-	657	-	657	72,908	331,918	405,483
04:00 - 04:30	-	-	-	-	-	-	657	-	657	72,908	331,918	405,483
04:30 - 05:00	-	-	-	-	-	-	657	-	657	72,908	331,918	405,483
05:00 - 05:30	-	-	-	-	-	-	-	-	-	72,908	332,575	405,483
05:30 - 06:00	-	-	-	-	-	-	-	-	-	72,908	332,575	405,483
06:00 - 06:30	-	-	-	-	-	219	-	219	-	72,908	332,356	405,483
06:30 - 07:00	-	-	219	219	-	219	219	657	219	72,908	331,699	405,483
07:00 - 07:30	-	-	-	438	-	876	1,970	2,627	657	72,908	329,291	405,483
07:30 - 08:00	-	-	-	219	-	876	1,752	2,189	657	72,908	329,729	405,483
08:00 - 08:30	-	219	438	219	876	5,036	7,225	6,568	7,444	72,908	318,563	405,483
08:30 - 09:00	-	219	438	219	657	1,095	3,722	3,503	2,846	72,908	326,226	405,483
09:00 - 09:30	219	657	1,970	876	1,752	3,503	6,130	7,006	8,101	72,908	317,468	405,483
09:30 - 10:00	1,314	1,314	2,189	1,095	3,503	6,787	12,480	12,042	16,640	72,908	303,893	405,483
10:00 - 10:30	1,095	1,095	1,970	1,095	2,408	3,065	7,006	9,196	8,539	72,908	314,840	405,483
10:30 - 11:00	1,533	1,314	1,970	657	2,189	1,314	5,036	7,882	6,130	72,908	318,563	405,483
11:00 - 11:30	1,752	1,314	1,533	657	1,752	1,314	4,379	7,225	5,474	72,908	319,876	405,483
11:30 - 12:00	1,314	657	1,314	657	1,314	1,095	4,379	5,474	5,255	72,908	321,847	405,483
12:00 - 12:30	2,627	2,189	3,941	2,627	3,722	3,503	7,444	12,699	13,356	72,908	306,521	405,483
12:30 - 13:00	2,189	2,408	4,379	2,189	2,627	3,503	7,225	11,823	12,699	72,908	308,053	405,483
13:00 - 13:30	3,065	3,065	5,911	2,846	5,474	12,480	12,480	20,581	72,908	299,514	405,483
13:30 - 14:00	3,065	3,065	6,349	2,846	5,693	8,539	11,385	14,231	26,711	72,908	291,632	405,483
14:00 - 14:30	2,408	2,846	5,255	2,846	6,787	9,415	11,166	9,415	31,309	72,908	291,851	405,483
14:30 - 15:00	1,533	3,941	5,255	3,065	7,006	10,728	11,166	9,415	33,279	72,908	289,881	405,483
15:00 - 15:30	1,314	3,503	4,598	2,408	7,444	11,823	11,604	10,290	32,404	72,908	289,881	405,483
15:30 - 16:00	1,752	5,474	7,006	4,817	8,539	12,480	11,823	15,326	36,564	72,908	280,685	405,483
16:00 - 16:30	1,970	5,036	4,598	4,379	6,130	6,130	6,349	12,699	21,894	72,908	297,982	405,483
16:30 - 17:00	1,970	5,036	3,941	4,160	5,474	6,130	5,911	11,385	21,238	72,908	299,952	405,483
17:00 - 17:30	3,503	6,349	4,379	5,255	5,255	5,036	5,693	10,947	24,522	72,908	297,106	405,483
17:30 - 18:00	3,065	3,722	1,533	3,065	3,941	4,598	5,036	6,568	18,391	72,908	307,615	405,483
18:00 - 18:30	1,970	2,846	3,284	3,503	4,598	4,817	6,787	10,509	17,297	72,908	304,769	405,483
18:30 - 19:00	2,846	5,474	5,474	7,225	8,977	7,006	11,166	26,273	21,894	72,908	284,407	405,483
19:00 - 19:30	3,722	7,663	7,663	9,634	11,385	7,225	12,480	34,374	25,397	72,908	272,803	405,483
19:30 - 20:00	7,225	21,019	21,238	20,143	23,208	23,427	29,995	73,565	72,689	72,908	186,321	405,483
20:00 - 20:30	12,918	36,564	39,629	31,309	33,717	36,564	39,629	126,987	103,341	72,908	102,247	405,483
20:30 - 21:00	6,568	20,800	18,829	17,297	16,640	17,953	18,172	70,500	45,759	72,908	216,316	405,483
21:00 - 21:30	8,977	23,646	20,581	22,989	19,705	18,391	17,734	75,535	56,487	72,908	200,552	405,483
21:30 - 22:00	10,290	22,551	17,734	20,581	16,421	14,669	13,137	61,085	54,298	72,908	217,192	405,483
22:00 - 22:30	6,787	13,356	10,947	14,012	12,261	10,728	9,852	39,191	38,753	72,908	254,631	405,483
22:30 - 23:00	6,130	11,166	7,882	7,882	8,758	6,130	5,911	24,303	29,557	72,908	278,715	405,483
23:00 - 23:30	1,314	3,722	2,408	1,752	3,284	1,533	2,189	6,568	9,634	72,908	316,373	405,483
23:30 - 00:00	438	876	219	657	1,752	876	1,533	3,065	3,284	72,908	326,226	405,483

Note: Timebands featuring a 'nil' viewership in the Table above have a TV viewership of less than 219 viewers (0.4%) between Sunday and Saturday.

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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 (=405,483).

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 – July 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	**1852**	271	262	253	266	268	265	267
Maltese Population of TV viewers	**405483**	415336	401542	387749	407672	410738	406140	409205

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TV Audience on <u>SUNDAY</u>

• The **most watched timeband** on Sunday is 20:00 – 20:30 **on TVM** (231,423 TV Viewers).

Table 10 – Q8 – TV Audience on <u>SUNDAY</u> - *by Timeband*
(Multiple-Response Q) (n=415,336)
<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 SPORT+	F Living	Xejk	GO Stars	GO Tokis	TSN 1-8 (Melita / GO)	Foreign station (ANY)	Did watch any TV on the previous day	Did not watch TV during this timeslot	Total
00:00 - 00:30	-	-	-	-	-	-	-	-	-	-	-	45,978	369,358	415,336
00:30 - 01:00	-	-	-	-	-	-	-	-	-	-	-	45,978	369,358	415,336
01:00 - 01:30	-	-	-	-	-	-	-	-	-	-	-	45,978	369,358	415,336
01:30 - 02:00	-	-	-	-	-	-	-	-	-	-	-	45,978	369,358	415,336
02:00 - 02:30	-	-	-	-	-	-	-	-	-	-	-	45,978	369,358	415,336
02:30 - 03:00	-	-	-	-	-	-	-	-	-	-	-	45,978	369,358	415,336
03:00 - 03:30	-	-	-	-	-	-	-	-	-	-	-	45,978	369,358	415,336
03:30 - 04:00	-	-	-	-	-	-	-	-	-	-	-	45,978	369,358	415,336
04:00 - 04:30	-	-	-	-	-	-	-	-	-	-	-	45,978	369,358	415,336
04:30 - 05:00	-	-	-	-	-	-	-	-	-	-	-	45,978	369,358	415,336
05:00 - 05:30	-	-	-	-	-	-	-	-	-	-	-	45,978	369,358	415,336
05:30 - 06:00	-	-	-	-	-	-	-	-	-	-	-	45,978	369,358	415,336
06:00 - 06:30	-	-	-	-	-	-	-	-	-	-	-	45,978	369,358	415,336
06:30 - 07:00	-	-	-	-	-	-	-	-	-	-	-	45,978	369,358	415,336
07:00 - 07:30	-	-	-	-	3,065	-	-	-	-	-	-	45,978	366,293	415,336
07:30 - 08:00	-	-	-	-	3,065	-	-	-	-	-	-	45,978	366,293	415,336
08:00 - 08:30	3,065	3,065	-	-	3,065	-	-	-	-	-	-	45,978	360,162	415,336
08:30 - 09:00	3,065	3,065	-	-	3,065	-	-	-	-	-	-	45,978	360,162	415,336
09:00 - 09:30	30,652	22,989	6,130	-	6,130	-	1,533	-	-	-	-	45,978	301,923	415,336
09:30 - 10:00	32,185	26,054	6,130	-	16,859	-	1,533	-	-	-	-	45,978	286,597	415,336
10:00 - 10:30	21,456	26,054	1,533	-	16,859	-	1,533	-	-	-	-	45,978	301,923	415,336
10:30 - 11:00	3,065	22,989	-	-	16,859	-	-	-	-	-	-	45,978	326,445	415,336
11:00 - 11:30	4,598	9,196	9,196	-	13,793	-	-	-	-	-	1,533	45,978	331,043	415,336
11:30 - 12:00	3,065	3,065	10,728	-	4,598	-	-	-	-	-	1,533	45,978	346,369	415,336
12:00 - 12:30	4,598	3,065	1,533	-	42,913	1,533	-	1,533	-	-	-	45,978	314,184	415,336
12:30 - 13:00	3,065	3,065	-	-	45,978	-	-	-	-	-	-	45,978	317,249	415,336
13:00 - 13:30	1,533	1,533	-	-	45,978	-	-	-	-	-	1,533	45,978	318,782	415,336
13:30 - 14:00	-	1,533	-	-	44,446	-	-	-	-	-	1,533	45,978	321,847	415,336
14:00 - 14:30	-	1,533	1,533	-	1,533	-	-	-	-	1,533	3,065	45,978	360,162	415,336
14:30 - 15:00	1,533	1,533	1,533	-	1,533	-	-	-	-	7,663	3,065	45,978	352,499	415,336
15:00 - 15:30	1,533	1,533	-	-	1,533	-	-	-	-	7,663	3,065	45,978	354,032	415,336
15:30 - 16:00	1,533	-	-	-	1,533	-	-	-	-	41,380	3,065	45,978	321,847	415,336
16:00 - 16:30	3,065	-	1,533	-	1,533	-	-	-	-	41,380	4,598	45,978	317,249	415,336
16:30 - 17:00	3,065	-	1,533	-	1,533	-	-	-	-	41,380	4,598	45,978	317,249	415,336
17:00 - 17:30	-	-	-	-	1,533	-	-	-	-	41,380	4,598	45,978	321,847	415,336
17:30 - 18:00	1,533	1,533	-	-	1,533	-	-	-	-	1,533	4,598	45,978	358,630	415,336
18:00 - 18:30	3,065	1,533	1,533	3,065	3,065	-	-	-	-	-	1,533	45,978	355,564	415,336
18:30 - 19:00	3,065	1,533	1,533	3,065	3,065	-	1,533	-	-	-	6,130	45,978	349,434	415,336
19:00 - 19:30	4,598	10,728	10,728	-	3,065	-	1,533	-	-	-	3,065	45,978	335,641	415,336
19:30 - 20:00	4,598	59,772	73,565	-	1,533	-	1,533	-	-	-	4,598	45,978	223,760	415,336
20:00 - 20:30	231,423	21,456	10,728	-	3,065	-	1,533	-	-	-	7,663	45,978	93,489	415,336
20:30 - 21:00	81,228	27,587	18,391	-	13,793	-	1,533	-	16,859	-	27,587	45,978	182,380	415,336
21:00 - 21:30	35,250	27,587	19,924	1,533	15,326	-	13,793	-	16,859	-	53,641	45,978	185,445	415,336
21:30 - 22:00	29,119	9,196	12,261	1,533	15,326	-	13,793	-	16,859	-	44,446	45,978	226,826	415,336
22:00 - 22:30	4,598	3,065	3,065	-	12,261	-	13,793	-	-	-	36,783	45,978	295,793	415,336
22:30 - 23:00	-	-	-	-	-	-	4,598	-	-	-	21,456	45,978	343,304	415,336
23:00 - 23:30	-	-	-	-	-	-	-	-	-	-	4,598	45,978	364,760	415,336
23:30 - 00:00	-	-	-	-	-	-	-	-	-	-	1,533	45,978	367,825	415,336

Note I: TV stations not featured in the Table above have a TV viewership of less than 0.4% 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 Sunday.

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TV Audience on <u>MONDAY</u>

♦ The **most watched timeband** on Monday is 20:00 – 20:30 **on TVM** (191,575 TV Viewers).

Table 10 – Q8 – TV Audience on <u>MONDAY</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 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	GO Tokis	TSN 1-8 (Melita / GO)	Foreign station (ANY)	Did watch any TV on the previous day	Did not watch TV during this timeslot	Total
00:00 - 00:30	-	-	-	-	-	-	-	-	-	-	-	52,109	349,433	401,542
00:30 - 01:00	-	-	-	-	-	-	-	-	-	-	-	52,109	349,433	401,542
01:00 - 01:30	-	-	-	-	-	-	-	-	-	-	-	52,109	349,433	401,542
01:30 - 02:00	-	-	-	-	-	-	-	-	-	-	-	52,109	349,433	401,542
02:00 - 02:30	-	-	-	-	-	-	-	-	-	-	-	52,109	349,433	401,542
02:30 - 03:00	-	-	-	-	-	-	-	-	-	-	-	52,109	349,433	401,542
03:00 - 03:30	-	-	-	-	-	-	-	-	-	-	-	52,109	349,433	401,542
03:30 - 04:00	-	-	-	-	-	-	-	-	-	-	-	52,109	349,433	401,542
04:00 - 04:30	-	-	-	-	-	-	-	-	-	-	-	52,109	349,433	401,542
04:30 - 05:00	-	-	-	-	-	-	-	-	-	-	-	52,109	349,433	401,542
05:00 - 05:30	-	-	-	-	-	-	-	-	-	-	-	52,109	349,433	401,542
05:30 - 06:00	-	-	-	-	-	-	-	-	-	-	-	52,109	349,433	401,542
06:00 - 06:30	-	-	-	-	-	-	-	-	-	-	-	52,109	349,433	401,542
06:30 - 07:00	-	-	-	-	-	-	-	-	-	-	-	52,109	349,433	401,542
07:00 - 07:30	-	-	-	-	-	1,533	-	-	-	-	-	52,109	347,901	401,542
07:30 - 08:00	-	-	-	-	-	1,533	-	-	-	-	-	52,109	347,901	401,542
08:00 - 08:30	1,533	1,533	-	-	-	1,533	-	-	-	-	-	52,109	344,836	401,542
08:30 - 09:00	1,533	-	-	-	-	1,533	-	-	-	-	-	52,109	346,368	401,542
09:00 - 09:30	1,533	-	-	-	-	1,533	-	-	-	-	1,533	52,109	344,836	401,542
09:30 - 10:00	27,587	-	-	-	-	1,533	-	-	-	-	1,533	52,109	318,781	401,542
10:00 - 10:30	6,130	-	-	-	-	1,533	-	-	-	-	3,065	52,109	338,705	401,542
10:30 - 11:00	1,533	-	-	-	-	1,533	-	-	-	-	3,065	52,109	343,303	401,542
11:00 - 11:30	1,533	-	-	-	-	1,533	-	-	-	-	3,065	52,109	343,303	401,542
11:30 - 12:00	1,533	-	-	-	-	1,533	-	-	-	-	3,065	52,109	343,303	401,542
12:00 - 12:30	3,065	-	13,793	-	-	-	-	-	-	-	4,598	52,109	327,977	401,542
12:30 - 13:00	7,663	1,533	3,065	-	-	-	-	-	-	-	3,065	52,109	334,107	401,542
13:00 - 13:30	12,261	-	15,326	-	-	-	1,533	-	-	-	3,065	52,109	317,249	401,542
13:30 - 14:00	12,261	-	15,326	-	-	-	3,065	-	-	-	6,130	52,109	312,651	401,542
14:00 - 14:30	10,728	-	15,326	-	-	-	3,065	-	-	-	10,728	52,109	309,586	401,542
14:30 - 15:00	10,728	-	15,326	-	-	-	4,598	-	1,533	-	12,261	52,109	304,988	401,542
15:00 - 15:30	9,196	-	15,326	-	-	-	6,130	-	1,533	-	13,793	52,109	303,455	401,542
15:30 - 16:00	10,728	10,728	15,326	-	-	-	3,065	-	1,533	-	12,261	52,109	295,792	401,542
16:00 - 16:30	4,598	10,728	-	-	-	1,533	4,598	-	1,533	-	-	52,109	326,444	401,542
16:30 - 17:00	3,065	12,261	-	-	-	1,533	3,065	-	1,533	-	-	52,109	327,977	401,542
17:00 - 17:30	1,533	12,261	13,793	-	-	1,533	3,065	-	-	-	1,533	52,109	315,716	401,542
17:30 - 18:00	1,533	-	15,326	-	-	1,533	1,533	-	-	-	1,533	52,109	327,977	401,542
18:00 - 18:30	1,533	1,533	18,391	-	1,533	10,728	-	-	-	-	3,065	52,109	312,651	401,542
18:30 - 19:00	1,533	16,859	16,859	-	-	10,728	-	-	-	-	3,065	52,109	300,390	401,542
19:00 - 19:30	16,859	19,924	18,391	-	-	10,728	-	-	-	-	7,663	52,109	275,869	401,542
19:30 - 20:00	16,859	68,967	68,967	-	-	9,196	-	-	-	-	7,663	52,109	177,782	401,542
20:00 - 20:30	191,575	7,663	18,391	-	-	9,196	-	1,533	-	-	15,326	52,109	105,750	401,542
20:30 - 21:00	35,250	4,598	26,054	10,728	-	19,924	-	3,065	12,261	6,130	29,119	52,109	202,304	401,542
21:00 - 21:30	26,054	4,598	19,924	10,728	-	19,924	-	13,793	13,793	4,598	67,435	52,109	168,586	401,542
21:30 - 22:00	21,456	7,663	9,196	1,533	-	19,924	-	12,261	12,261	4,598	62,837	52,109	197,706	401,542
22:00 - 22:30	1,533	6,130	4,598	3,065	-	-	-	12,261	1,533	-	61,304	52,109	259,010	401,542
22:30 - 23:00	1,533	7,663	4,598	-	-	-	-	7,663	-	-	33,717	52,109	294,260	401,542
23:00 - 23:30	1,533	4,598	-	-	-	-	-	-	-	-	7,663	52,109	335,640	401,542
23:30 - 00:00	1,533	-	-	-	-	-	-	-	-	-	3,065	52,109	344,836	401,542

<u>*Note I*</u>: *TV stations not featured in the Table above have a TV viewership of less than 0.4% 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 Monday.*

M.FSADNI & Associates

TV Audience on <u>TUESDAY</u>

- The **most watched timeband** on Tuesday is 20:00 – 20:30 **on TVM** (183,913 TV Viewers).

Table 11 – Q8 – TV Audience on <u>TUESDAY</u> – by Timeband
(Multiple-Response Q) (n=387,749)
<u>NOTE</u>: *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	TVM NEWS+	TVM SPORT+	F Living	Xejk	GO Stars	GO Tokis	Foreign station (ANY)	Did watch any TV on the previous day	Did not watch TV during this timeslot	Total
00:00 - 00:30	-	-	-	-	-	-	-	-	-	-	42,913	344,836	387,749
00:30 - 01:00	-	-	-	-	-	-	-	-	-	-	42,913	344,836	387,749
01:00 - 01:30	-	-	-	-	-	-	-	-	-	-	42,913	344,836	387,749
01:30 - 02:00	-	-	-	-	-	-	-	-	-	-	42,913	344,836	387,749
02:00 - 02:30	-	-	-	-	-	-	-	-	-	-	42,913	344,836	387,749
02:30 - 03:00	-	-	-	-	-	-	-	-	-	-	42,913	344,836	387,749
03:00 - 03:30	-	-	-	-	-	-	-	-	-	-	42,913	344,836	387,749
03:30 - 04:00	-	-	-	-	-	-	-	-	-	-	42,913	344,836	387,749
04:00 - 04:30	-	-	-	-	-	-	-	-	-	-	42,913	344,836	387,749
04:30 - 05:00	-	-	-	-	-	-	-	-	-	-	42,913	344,836	387,749
05:00 - 05:30	-	-	-	-	-	-	-	-	-	-	42,913	344,836	387,749
05:30 - 06:00	-	-	-	-	-	-	-	-	-	-	42,913	344,836	387,749
06:00 - 06:30	-	-	-	-	-	-	-	-	-	-	42,913	344,836	387,749
06:30 - 07:00	-	-	-	-	-	-	-	-	-	-	42,913	344,836	387,749
07:00 - 07:30	1,533	-	-	-	1,533	-	-	-	-	-	42,913	341,771	387,749
07:30 - 08:00	1,533	-	-	-	1,533	-	-	-	-	-	42,913	341,771	387,749
08:00 - 08:30	3,065	1,533	-	-	1,533	-	-	-	-	-	42,913	338,706	387,749
08:30 - 09:00	3,065	-	-	-	1,533	-	1,533	-	-	-	42,913	338,706	387,749
09:00 - 09:30	1,533	-	-	-	1,533	-	-	-	-	-	42,913	341,771	387,749
09:30 - 10:00	19,924	-	-	-	1,533	-	1,533	-	-	-	42,913	321,847	387,749
10:00 - 10:30	3,065	-	-	-	1,533	-	-	-	-	-	42,913	340,238	387,749
10:30 - 11:00	3,065	-	-	-	-	-	-	-	-	-	42,913	341,771	387,749
11:00 - 11:30	3,065	-	-	-	-	-	-	-	-	-	42,913	341,771	387,749
11:30 - 12:00	1,533	-	-	-	-	-	-	-	-	-	42,913	343,303	387,749
12:00 - 12:30	1,533	-	9,196	-	-	-	-	1,533	-	-	42,913	332,575	387,749
12:30 - 13:00	3,065	-	4,598	-	-	1,533	-	1,533	-	1,533	42,913	332,575	387,749
13:00 - 13:30	4,598	-	9,196	-	-	-	-	1,533	-	1,533	42,913	327,977	387,749
13:30 - 14:00	7,663	-	9,196	-	-	4,598	-	1,533	-	-	42,913	321,847	387,749
14:00 - 14:30	10,728	-	9,196	-	-	4,598	-	1,533	-	-	42,913	318,782	387,749
14:30 - 15:00	10,728	-	9,196	-	-	4,598	-	-	1,533	-	42,913	318,782	387,749
15:00 - 15:30	10,728	3,065	9,196	-	-	4,598	1,533	-	1,533	1,533	42,913	312,651	387,749
15:30 - 16:00	10,728	10,728	9,196	-	-	3,065	1,533	-	1,533	1,533	42,913	306,521	387,749
16:00 - 16:30	6,130	13,793	1,533	-	1,533	3,065	-	-	1,533	1,533	42,913	315,717	387,749
16:30 - 17:00	3,065	13,793	1,533	-	1,533	3,065	-	-	3,065	1,533	42,913	317,249	387,749
17:00 - 17:30	1,533	9,196	6,130	-	-	-	-	-	7,663	7,663	42,913	312,651	387,749
17:30 - 18:00	-	9,196	7,663	-	-	-	-	-	7,663	6,130	42,913	314,184	387,749
18:00 - 18:30	3,065	10,728	9,196	-	-	-	-	-	7,663	6,130	42,913	308,054	387,749
18:30 - 19:00	3,065	24,522	16,859	-	-	-	-	-	6,130	3,065	42,913	291,195	387,749
19:00 - 19:30	3,065	24,522	16,859	-	-	-	-	-	4,598	3,065	42,913	292,728	387,749
19:30 - 20:00	3,065	59,772	62,837	-	-	-	-	-	4,598	3,065	42,913	211,499	387,749
20:00 - 20:30	183,913	12,261	12,261	10,728	41,380	-	-	-	-	10,728	42,913	73,565	387,749
20:30 - 21:00	24,522	16,859	18,391	10,728	38,315	-	-	-	3,065	22,989	42,913	209,967	387,749
21:00 - 21:30	15,326	16,859	18,391	10,728	42,913	-	7,663	1,533	3,065	52,109	42,913	176,250	387,749
21:30 - 22:00	12,261	15,326	4,598	3,065	42,913	-	7,663	-	3,065	64,369	42,913	191,576	387,749
22:00 - 22:30	13,793	-	3,065	-	1,533	-	6,130	-	-	53,641	42,913	266,673	387,749
22:30 - 23:00	13,793	-	3,065	-	-	-	-	-	-	42,913	42,913	285,064	387,749
23:00 - 23:30	-	-	-	-	-	-	-	-	-	16,859	42,913	327,977	387,749
23:30 - 00:00	-	-	-	-	-	-	-	-	-	1,533	42,913	343,303	387,749

<u>Note I</u>: *TV stations not featured in the Table above have a TV viewership of less than 0.4% 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 Tuesday.*

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TV Audience on <u>WEDNESDAY</u>

- The **most watched timeband** on Wednesday is 20:00 - 20:30 **on TVM** (176,249 TV Viewers).

Table 12 – Q8 – TV Audience on <u>WEDNESDAY</u> – by Timeband
(Multiple-Response Q) (n=407,672)
<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	Smash	TVM NEWS+	TVM SPORT+	F Living	GO Tokis	Foreign station (ANY)	Did watch any TV on the previous day	Did not watch TV during this timeslot	Total
00:00 - 00:30	-	-	-	-	-	-	-	-	1,533	82,760	323,379	407,672
00:30 - 01:00	-	-	-	-	-	-	-	-	1,533	82,760	323,379	407,672
01:00 - 01:30	-	-	-	-	-	-	-	-	-	82,760	324,912	407,672
01:30 - 02:00	-	-	-	-	-	-	-	-	-	82,760	324,912	407,672
02:00 - 02:30	-	-	-	-	-	-	-	-	-	82,760	324,912	407,672
02:30 - 03:00	-	-	-	-	-	-	-	-	-	82,760	324,912	407,672
03:00 - 03:30	-	-	-	-	-	-	-	-	-	82,760	324,912	407,672
03:30 - 04:00	-	-	-	-	-	-	-	-	-	82,760	324,912	407,672
04:00 - 04:30	-	-	-	-	-	-	-	-	-	82,760	324,912	407,672
04:30 - 05:00	-	-	-	-	-	-	-	-	-	82,760	324,912	407,672
05:00 - 05:30	-	-	-	-	-	-	-	-	-	82,760	324,912	407,672
05:30 - 06:00	-	-	-	-	-	-	-	-	-	82,760	324,912	407,672
06:00 - 06:30	-	-	-	-	-	-	-	-	-	82,760	324,912	407,672
06:30 - 07:00	-	-	-	-	-	-	-	-	-	82,760	324,912	407,672
07:00 - 07:30	-	-	-	-	-	1,533	-	-	-	82,760	323,379	407,672
07:30 - 08:00	-	-	-	-	-	1,533	-	-	-	82,760	323,379	407,672
08:00 - 08:30	1,533	6,130	-	-	-	1,533	-	-	-	82,760	315,716	407,672
08:30 - 09:00	1,533	-	-	-	-	1,533	-	-	-	82,760	321,846	407,672
09:00 - 09:30	3,065	-	-	-	-	1,533	-	-	-	82,760	320,314	407,672
09:30 - 10:00	12,261	-	-	-	-	1,533	-	-	-	82,760	311,118	407,672
10:00 - 10:30	1,533	-	-	-	-	1,533	-	-	-	82,760	321,846	407,672
10:30 - 11:00	1,533	-	-	-	-	1,533	-	-	-	82,760	321,846	407,672
11:00 - 11:30	1,533	-	-	-	-	1,533	-	-	-	82,760	321,846	407,672
11:30 - 12:00	1,533	-	-	-	-	1,533	-	-	-	82,760	321,846	407,672
12:00 - 12:30	1,533	-	13,793	-	-	-	-	-	1,533	82,760	308,053	407,672
12:30 - 13:00	6,130	-	4,598	-	-	-	-	-	1,533	82,760	312,651	407,672
13:00 - 13:30	9,196	-	13,793	-	-	-	-	-	3,065	82,760	298,857	407,672
13:30 - 14:00	10,728	-	13,793	-	-	-	6,130	-	3,065	82,760	291,194	407,672
14:00 - 14:30	26,054	-	13,793	-	-	-	6,130	-	3,065	82,760	275,868	407,672
14:30 - 15:00	26,054	-	13,793	-	-	-	6,130	3,065	3,065	82,760	272,803	407,672
15:00 - 15:30	16,859	3,065	13,793	-	-	-	6,130	3,065	3,065	82,760	278,933	407,672
15:30 - 16:00	12,261	7,663	13,793	-	-	-	6,130	3,065	3,065	82,760	278,933	407,672
16:00 - 16:30	3,065	9,196	1,533	-	-	-	-	7,663	10,728	82,760	292,727	407,672
16:30 - 17:00	1,533	9,196	1,533	-	-	-	-	7,663	13,793	82,760	291,194	407,672
17:00 - 17:30	1,533	7,663	10,728	-	-	-	-	6,130	15,326	82,760	283,531	407,672
17:30 - 18:00	1,533	1,533	10,728	-	-	-	-	4,598	15,326	82,760	291,194	407,672
18:00 - 18:30	1,533	1,533	7,663	-	-	-	-	4,598	6,130	82,760	303,455	407,672
18:30 - 19:00	15,326	18,391	16,859	-	-	-	-	3,065	3,065	82,760	268,205	407,672
19:00 - 19:30	15,326	18,391	16,859	-	-	-	-	1,533	3,065	82,760	269,738	407,672
19:30 - 20:00	16,859	50,576	56,706	-	-	-	-	1,533	1,533	82,760	197,706	407,672
20:00 - 20:30	176,249	19,924	9,196	-	1,533	7,663	-	-	4,598	82,760	105,750	407,672
20:30 - 21:00	22,989	21,456	16,859	10,728	1,533	7,663	-	10,728	9,196	82,760	223,760	407,672
21:00 - 21:30	13,793	26,054	18,391	10,728	3,065	7,663	-	10,728	24,522	82,760	209,966	407,672
21:30 - 22:00	12,261	12,261	7,663	-	-	7,663	-	-	44,445	82,760	240,618	407,672
22:00 - 22:30	9,196	7,663	6,130	-	-	1,533	-	-	45,978	82,760	254,412	407,672
22:30 - 23:00	10,728	1,533	4,598	-	-	-	-	-	39,848	82,760	268,205	407,672
23:00 - 23:30	-	-	-	-	-	-	-	-	16,859	82,760	308,053	407,672
23:30 - 00:00	-	-	-	-	-	-	-	-	10,728	82,760	314,183	407,672

<u>Note I</u>: TV stations not featured in the Table above have a TV viewership of less than 0.4% 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 Wednesday.

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TV Audience on <u>THURSDAY</u>

* The **most watched timeband** on Thursday is 20:00 – 20:30 **on TVM** (130,271 TV Viewers).

Table 13 – Q8 – TV Audience on <u>THURSDAY</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 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	Foreign station (ANY)	Did watch any TV on the previous day	Did not watch TV during this timeslot	Total
00:00 - 00:30	-	-	-	-	-	-	-	-	-	-	90,424	320,314	410,738
00:30 - 01:00	-	-	-	-	-	-	-	-	-	-	90,424	320,314	410,738
01:00 - 01:30	-	-	-	-	-	-	-	-	-	-	90,424	320,314	410,738
01:30 - 02:00	-	-	-	-	-	-	-	-	-	-	90,424	320,314	410,738
02:00 - 02:30	-	-	-	-	-	-	-	-	-	-	90,424	320,314	410,738
02:30 - 03:00	-	-	-	-	-	-	-	-	-	-	90,424	320,314	410,738
03:00 - 03:30	-	-	-	-	-	-	-	-	-	-	90,424	320,314	410,738
03:30 - 04:00	-	-	-	-	-	-	-	-	-	-	90,424	320,314	410,738
04:00 - 04:30	-	-	-	-	-	-	-	-	-	-	90,424	320,314	410,738
04:30 - 05:00	-	-	-	-	-	-	-	-	-	-	90,424	320,314	410,738
05:00 - 05:30	-	-	-	-	-	-	-	-	-	-	90,424	320,314	410,738
05:30 - 06:00	-	-	-	-	-	-	-	-	-	-	90,424	320,314	410,738
06:00 - 06:30	-	-	-	-	-	-	-	-	-	-	90,424	320,314	410,738
06:30 - 07:00	1,533	-	-	-	-	-	-	-	-	-	90,424	318,782	410,738
07:00 - 07:30	-	-	1,533	-	-	1,533	-	-	-	1,533	90,424	315,717	410,738
07:30 - 08:00	-	-	1,533	-	-	1,533	-	-	-	1,533	90,424	315,717	410,738
08:00 - 08:30	-	13,793	1,533	-	-	4,598	-	-	-	-	90,424	300,390	410,738
08:30 - 09:00	-	-	1,533	-	-	4,598	-	-	-	-	90,424	314,184	410,738
09:00 - 09:30	-	-	1,533	-	-	4,598	-	-	-	-	90,424	314,184	410,738
09:30 - 10:00	12,261	-	1,533	-	-	4,598	1,533	-	-	-	90,424	300,390	410,738
10:00 - 10:30	-	-	1,533	-	-	4,598	1,533	1,533	-	-	90,424	311,119	410,738
10:30 - 11:00	1,533	-	1,533	-	-	4,598	1,533	1,533	-	-	90,424	309,586	410,738
11:00 - 11:30	-	-	1,533	-	-	4,598	1,533	1,533	-	-	90,424	311,119	410,738
11:30 - 12:00	-	-	1,533	-	-	4,598	-	1,533	-	-	90,424	312,651	410,738
12:00 - 12:30	-	-	13,793	-	-	4,598	-	1,533	-	-	90,424	300,390	410,738
12:30 - 13:00	7,663	1,533	6,130	-	-	1,533	-	1,533	-	-	90,424	301,923	410,738
13:00 - 13:30	12,261	1,533	13,793	-	-	1,533	1,533	1,533	-	-	90,424	288,130	410,738
13:30 - 14:00	13,793	1,533	13,793	-	-	1,533	12,261	1,533	-	-	90,424	275,869	410,738
14:00 - 14:30	18,391	-	13,793	-	-	1,533	12,261	-	1,533	3,065	90,424	269,738	410,738
14:30 - 15:00	18,391	-	13,793	-	-	1,533	12,261	-	1,533	3,065	90,424	269,738	410,738
15:00 - 15:30	12,261	-	13,793	-	-	1,533	12,261	1,533	1,533	3,065	90,424	274,336	410,738
15:30 - 16:00	12,261	12,261	15,326	-	-	1,533	12,261	1,533	1,533	1,533	90,424	262,075	410,738
16:00 - 16:30	1,533	13,793	4,598	-	-	-	-	3,065	1,533	7,663	90,424	288,130	410,738
16:30 - 17:00	1,533	13,793	4,598	-	-	-	-	3,065	1,533	9,196	90,424	286,597	410,738
17:00 - 17:30	3,065	13,793	10,728	-	-	-	-	1,533	3,065	7,663	90,424	280,467	410,738
17:30 - 18:00	-	1,533	10,728	-	-	-	1,533	1,533	1,533	9,196	90,424	294,260	410,738
18:00 - 18:30	-	4,598	7,663	-	-	-	-	1,533	1,533	3,065	90,424	301,923	410,738
18:30 - 19:00	7,663	18,391	15,326	-	-	-	-	1,533	1,533	4,598	90,424	271,271	410,738
19:00 - 19:30	7,663	19,924	15,326	-	1,533	33,717	-	1,533	1,533	3,065	90,424	236,021	410,738
19:30 - 20:00	7,663	62,837	58,239	-	3,065	36,783	-	1,533	1,533	3,065	90,424	145,597	410,738
20:00 - 20:30	130,271	15,326	12,261	-	3,065	41,380	-	1,533	1,533	6,130	90,424	108,815	410,738
20:30 - 21:00	9,196	16,859	15,326	6,130	3,065	38,315	-	1,533	1,533	6,130	90,424	222,228	410,738
21:00 - 21:30	4,598	15,326	13,793	6,130	4,598	13,793	-	1,533	-	21,456	90,424	239,086	410,738
21:30 - 22:00	3,065	15,326	13,793	1,533	3,065	13,793	-	7,663	-	35,250	90,424	226,825	410,738
22:00 - 22:30	3,065	3,065	12,261	1,533	1,533	10,728	-	9,196	-	33,717	90,424	245,217	410,738
22:30 - 23:00	1,533	3,065	12,261	-	1,533	10,728	-	9,196	-	24,522	90,424	257,478	410,738
23:00 - 23:30	1,533	-	-	-	-	-	-	1,533	-	9,196	90,424	308,054	410,738
23:30 - 00:00	1,533	-	-	-	-	-	-	-	-	1,533	90,424	317,249	410,738

<u>**Note I**</u>: *TV stations not featured in the Table above have a TV viewership of less than 0.4% 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 Thursday.*

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TV Audience on <u>FRIDAY</u>

♦ **The most watched timeband** on Friday is 20:00 – 20:30 **on TVM** (133,337 TV Viewers).

Table 14 – Q8 – TV Audience on <u>FRIDAY</u> – by Timeband
(Multiple-Response Q) (n=406,140)
<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	Foreign station (ANY)	Did watch any TV on the previous day	Did not watch TV during this timeslot	Total
00:00 - 00:30	1,533	-	-	-	-	-	-	1,533	-	1,533	84,293	317,249	406,140
00:30 - 01:00	-	-	-	-	-	-	-	-	-	1,533	84,293	320,314	406,140
01:00 - 01:30	-	-	-	-	-	-	-	-	-	-	84,293	321,847	406,140
01:30 - 02:00	-	-	-	-	-	-	-	-	-	-	84,293	321,847	406,140
02:00 - 02:30	-	-	-	-	-	-	-	-	-	-	84,293	321,847	406,140
02:30 - 03:00	-	-	-	-	-	-	-	-	-	-	84,293	321,847	406,140
03:00 - 03:30	-	-	-	-	-	-	-	-	-	-	84,293	321,847	406,140
03:30 - 04:00	-	-	-	-	-	-	-	-	-	-	84,293	321,847	406,140
04:00 - 04:30	-	-	-	-	-	-	-	-	-	-	84,293	321,847	406,140
04:30 - 05:00	-	-	-	-	-	-	-	-	-	-	84,293	321,847	406,140
05:00 - 05:30	-	-	-	-	-	-	-	-	-	-	84,293	321,847	406,140
05:30 - 06:00	-	-	-	-	-	-	-	-	-	-	84,293	321,847	406,140
06:00 - 06:30	-	-	-	-	-	-	-	-	-	-	84,293	321,847	406,140
06:30 - 07:00	-	-	-	-	-	-	-	-	-	3,065	84,293	318,782	406,140
07:00 - 07:30	-	1,533	1,533	-	-	-	-	-	-	3,065	84,293	315,716	406,140
07:30 - 08:00	-	1,533	-	-	-	-	-	-	-	1,533	84,293	318,782	406,140
08:00 - 08:30	-	7,663	-	-	-	4,598	-	-	-	1,533	84,293	308,053	406,140
08:30 - 09:00	-	1,533	-	-	-	4,598	-	-	-	1,533	84,293	314,184	406,140
09:00 - 09:30	-	1,533	-	-	-	4,598	-	-	-	1,533	84,293	314,184	406,140
09:30 - 10:00	3,065	1,533	-	-	-	4,598	-	-	-	1,533	84,293	311,119	406,140
10:00 - 10:30	-	1,533	-	-	-	7,663	-	-	1,533	3,065	84,293	308,053	406,140
10:30 - 11:00	-	1,533	-	-	-	15,326	-	-	1,533	3,065	84,293	300,390	406,140
11:00 - 11:30	-	1,533	-	-	-	15,326	-	-	-	1,533	84,293	303,456	406,140
11:30 - 12:00	-	3,065	-	-	-	15,326	-	-	-	1,533	84,293	301,923	406,140
12:00 - 12:30	-	1,533	15,326	-	-	12,261	-	-	-	-	84,293	292,727	406,140
12:30 - 13:00	7,663	-	13,793	-	-	3,065	-	-	-	-	84,293	297,325	406,140
13:00 - 13:30	12,261	-	13,793	-	-	1,533	-	-	1,533	3,065	84,293	289,662	406,140
13:30 - 14:00	13,793	-	15,326	-	-	1,533	12,261	-	6,130	3,065	84,293	269,738	406,140
14:00 - 14:30	13,793	1,533	15,326	-	-	1,533	12,261	-	6,130	4,598	84,293	266,673	406,140
14:30 - 15:00	13,793	1,533	16,859	-	-	-	13,793	-	6,130	4,598	84,293	265,140	406,140
15:00 - 15:30	13,793	-	16,859	-	-	-	13,793	-	6,130	6,130	84,293	265,140	406,140
15:30 - 16:00	13,793	4,598	15,326	-	-	-	13,793	-	6,130	7,663	84,293	260,543	406,140
16:00 - 16:30	1,533	4,598	4,598	-	-	-	-	-	6,130	7,663	84,293	297,325	406,140
16:30 - 17:00	1,533	4,598	4,598	-	-	-	-	-	6,130	7,663	84,293	297,325	406,140
17:00 - 17:30	-	4,598	6,130	-	-	-	-	-	6,130	7,663	84,293	297,325	406,140
17:30 - 18:00	1,533	1,533	4,598	-	-	-	-	1,533	6,130	9,196	84,293	297,325	406,140
18:00 - 18:30	-	9,196	9,196	-	-	-	-	4,598	4,598	9,196	84,293	285,064	406,140
18:30 - 19:00	6,130	24,522	22,989	-	1,533	13,793	-	3,065	4,598	7,663	84,293	237,554	406,140
19:00 - 19:30	6,130	27,587	22,989	-	1,533	15,326	-	3,065	1,533	4,598	84,293	239,086	406,140
19:30 - 20:00	7,663	55,174	50,576	-	1,533	15,326	-	1,533	1,533	6,130	84,293	182,380	406,140
20:00 - 20:30	133,337	16,859	9,196	-	1,533	18,391	-	3,065	1,533	9,196	84,293	128,739	406,140
20:30 - 21:00	10,728	12,261	9,196	6,130	-	19,924	-	4,598	1,533	10,728	84,293	246,749	406,140
21:00 - 21:30	6,130	9,196	7,663	6,130	-	15,326	-	15,326	3,065	45,978	84,293	213,032	406,140
21:30 - 22:00	3,065	7,663	6,130	-	-	15,326	-	21,456	3,065	53,641	84,293	211,499	406,140
22:00 - 22:30	1,533	4,598	6,130	-	-	15,326	-	19,924	1,533	52,109	84,293	220,695	406,140
22:30 - 23:00	-	1,533	1,533	-	-	12,261	-	18,391	-	42,913	84,293	245,217	406,140
23:00 - 23:30	-	-	-	-	-	-	-	3,065	-	29,119	84,293	289,662	406,140
23:30 - 00:00	-	-	-	-	-	-	-	1,533	-	10,728	84,293	309,586	406,140

<u>*Note I*</u>*: TV stations not featured in the Table above have a TV viewership of less than 0.4% 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*

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TV Audience on <u>SATURDAY</u>

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

Table 15 – Q8 – TV Audience on <u>SATURDAY</u> – by Timeband
(Multiple-Response Q) (n=409,205)
<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	TVM NEWS+	TVM SPORT+	F Living	Xejk	GO Stars	GO Tokis	TSN 1-8 (Melita / GO)	Foreign station (ANY)	Did watch any TV on the previous day	Did not watch TV during this timeslot	Total
00:00 - 00:30	-	1,533	1,533	-	-	1,533	-	-	-	-	4,598	111,880	288,129	409,205
00:30 - 01:00	-	1,533	1,533	-	-	1,533	-	-	-	-	4,598	111,880	288,129	409,205
01:00 - 01:30	-	1,533	1,533	-	-	1,533	-	-	-	-	4,598	111,880	288,129	409,205
01:30 - 02:00	-	1,533	1,533	-	-	1,533	-	-	-	-	3,065	111,880	289,662	409,205
02:00 - 02:30	-	1,533	1,533	-	-	1,533	-	-	-	-	-	111,880	292,727	409,205
02:30 - 03:00	-	1,533	1,533	-	-	1,533	-	-	-	-	-	111,880	292,727	409,205
03:00 - 03:30	-	1,533	1,533	-	-	1,533	-	-	-	-	-	111,880	292,727	409,205
03:30 - 04:00	-	1,533	1,533	-	-	1,533	-	-	-	-	-	111,880	292,727	409,205
04:00 - 04:30	-	1,533	1,533	-	-	1,533	-	-	-	-	-	111,880	292,727	409,205
04:30 - 05:00	-	1,533	1,533	-	-	1,533	-	-	-	-	-	111,880	292,727	409,205
05:00 - 05:30	-	-	-	-	-	-	-	-	-	-	-	111,880	297,325	409,205
05:30 - 06:00	-	-	-	-	-	-	-	-	-	-	-	111,880	297,325	409,205
06:00 - 06:30	-	1,533	-	-	-	-	-	-	-	-	-	111,880	295,792	409,205
06:30 - 07:00	-	1,533	-	-	-	-	-	-	-	-	-	111,880	295,792	409,205
07:00 - 07:30	-	1,533	-	-	-	-	-	-	-	-	1,533	111,880	294,260	409,205
07:30 - 08:00	-	1,533	-	-	-	-	-	-	-	-	1,533	111,880	294,260	409,205
08:00 - 08:30	1,533	32,185	-	-	-	-	-	-	-	-	1,533	111,880	262,075	409,205
08:30 - 09:00	3,065	4,598	-	-	-	-	-	-	-	-	1,533	111,880	288,129	409,205
09:00 - 09:30	4,598	4,598	-	-	-	-	-	-	1,533	-	1,533	111,880	285,064	409,205
09:30 - 10:00	7,663	4,598	-	-	4,598	-	-	-	1,533	-	1,533	111,880	277,401	409,205
10:00 - 10:30	4,598	1,533	-	-	4,598	-	1,533	-	1,533	-	1,533	111,880	281,999	409,205
10:30 - 11:00	3,065	-	-	-	4,598	-	-	-	1,533	-	1,533	111,880	286,597	409,205
11:00 - 11:30	3,065	-	-	-	4,598	-	-	-	1,533	-	1,533	111,880	286,597	409,205
11:30 - 12:00	4,598	-	-	-	4,598	1,533	-	-	1,533	-	1,533	111,880	283,532	409,205
12:00 - 12:30	6,130	-	1,533	-	13,793	1,533	1,533	-	1,533	-	1,533	111,880	269,738	409,205
12:30 - 13:00	15,326	-	-	-	13,793	1,533	3,065	-	1,533	-	1,533	111,880	260,543	409,205
13:00 - 13:30	15,326	3,065	1,533	-	13,793	1,533	3,065	-	1,533	-	1,533	111,880	255,945	409,205
13:30 - 14:00	15,326	6,130	1,533	-	13,793	7,663	1,533	-	1,533	-	1,533	111,880	248,282	409,205
14:00 - 14:30	15,326	4,598	1,533	-	13,793	9,196	1,533	-	-	-	9,196	111,880	242,151	409,205
14:30 - 15:00	15,326	6,130	1,533	-	6,130	10,728	1,533	-	-	1,533	9,196	111,880	245,216	409,205
15:00 - 15:30	15,326	6,130	3,065	-	4,598	12,261	1,533	-	-	1,533	12,261	111,880	240,619	409,205
15:30 - 16:00	15,326	6,130	3,065	-	4,598	12,261	1,533	-	1,533	1,533	12,261	111,880	239,086	409,205
16:00 - 16:30	10,728	3,065	1,533	-	6,130	1,533	1,533	1,533	10,728	-	12,261	111,880	248,282	409,205
16:30 - 17:00	6,130	-	1,533	-	1,533	-	1,533	1,533	10,728	-	12,261	111,880	262,075	409,205
17:00 - 17:30	6,130	-	1,533	1,533	1,533	-	-	1,533	9,196	-	7,663	111,880	268,206	409,205
17:30 - 18:00	6,130	1,533	-	1,533	1,533	-	-	1,533	7,663	-	7,663	111,880	269,738	409,205
18:00 - 18:30	7,663	6,130	3,065	-	3,065	-	-	-	3,065	-	7,663	111,880	266,673	409,205
18:30 - 19:00	4,598	6,130	4,598	-	3,065	-	-	-	1,533	-	4,598	111,880	272,803	409,205
19:00 - 19:30	7,663	7,663	7,663	-	3,065	-	-	-	1,533	-	9,196	111,880	260,543	409,205
19:30 - 20:00	10,728	58,239	49,043	-	3,065	-	-	-	3,065	-	7,663	111,880	165,521	409,205
20:00 - 20:30	153,260	10,728	15,326	-	4,598	-	-	-	1,533	-	12,261	111,880	99,619	409,205
20:30 - 21:00	27,587	10,728	10,728	-	-	-	-	-	-	-	21,456	111,880	226,825	409,205
21:00 - 21:30	12,261	10,728	7,663	-	-	-	-	-	1,533	1,533	52,109	111,880	211,499	409,205
21:30 - 22:00	4,598	6,130	7,663	-	-	-	-	-	1,533	-	52,109	111,880	225,293	409,205
22:00 - 22:30	3,065	3,065	3,065	-	-	-	4,598	-	1,533	-	41,380	111,880	240,619	409,205
22:30 - 23:00	1,533	3,065	3,065	-	-	-	4,598	-	1,533	-	26,054	111,880	257,477	409,205
23:00 - 23:30	-	1,533	1,533	-	-	-	-	-	-	-	13,793	111,880	280,466	409,205
23:30 - 00:00	-	1,533	1,533	-	-	-	-	-	-	-	7,663	111,880	286,597	409,205

<u>*Note I:*</u> *TV stations not featured in the Table above have a TV viewership of less than 0.4% 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.*

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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.

Highest Daily Average TV Audience Shares

- **TVM** obtained the highest <u>daily</u> average audience share every day between Saturday and Wednesday, attaining a daily average TV viewership ranging between 8,078 – 10,824, equivalent to a percentage average daily TV viewership between 25.5% - 30.9% on these days.

- **NET TV** obtained the highest <u>daily</u> average audience share on Thursday and Friday, attaining a daily average TV viewership of 6,801 and 6,035 respectively, equivalent to a percentage average daily TV viewership of 21.5% and 17.5% on these days.

- **'Foreign stations (various)'** was excluded from this 'local TV station' daily audience ranking.

Highest Weekly Average TV Audience Shares

- The local TV station with the highest <u>weekly</u> average percentage audience share is **TVM** standing at 24.8%, followed by **NET TV** (16.6%), **ONE** (14.8%) and **TVMSport+** (11.6%).

- **'Foreign stations (various)'** was excluded from this 'local TV station' weekly audience ranking.

Research Findings in Detail

Tables below illustrate details on these research findings.

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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	GO Stars	GO Tokis	TSN 1-8 (Melita / GO)	Foreign station (ANY)	Total
Sunday	10,824	6,130	4,023	192	0	7,280	32	1,213	32	1,054	3,832	5,204	39,816
Monday	9,323	4,151	7,152	543	32	2,746	702	1,054	0	990	319	8,046	35,058
Tuesday	8,078	5,045	5,236	0	734	3,768	607	575	192	1,181	0	6,322	31,738
Wednesday	9,068	4,630	5,971	447	128	990	639	0	0	1,405	0	6,035	29,311
Thursday	6,130	5,173	6,801	319	447	5,300	1,469	1,309	0	479	0	4,151	31,578
Friday	5,683	4,502	6,035	255	128	4,853	1,373	2,139	0	1,724	0	7,695	34,388
Saturday	8,674	4,821	3,097	0	64	2,810	1,565	607	128	1,501	128	7,855	31,248

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	GO Stars	GO Tokis	TSN 1-8 (Melita / GO)	Foreign station (ANY)
Sunday	27.2%	15.4%	10.1%	0.5%	0.0%	18.3%	0.1%	3.0%	0.1%	2.6%	9.6%	13.1%
Monday	26.6%	11.8%	20.4%	1.5%	0.1%	7.8%	2.0%	3.0%	0.0%	2.8%	0.9%	23.0%
Tuesday	25.5%	15.9%	16.5%	0.0%	2.3%	11.9%	1.9%	1.8%	0.6%	3.7%	0.0%	19.9%
Wednesday	30.9%	15.8%	20.4%	1.5%	0.4%	3.4%	2.2%	0.0%	0.0%	4.8%	0.0%	20.6%
Thursday	19.4%	16.4%	21.5%	1.0%	1.4%	16.8%	4.7%	4.1%	0.0%	1.5%	0.0%	13.1%
Friday	16.5%	13.1%	17.5%	0.7%	0.4%	14.1%	4.0%	6.2%	0.0%	5.0%	0.0%	22.4%
Saturday	27.8%	15.4%	9.9%	0.0%	0.2%	9.0%	5.0%	1.9%	0.4%	4.8%	0.4%	25.1%
Average	24.8%	14.8%	16.6%	0.8%	0.7%	11.6%	2.8%	2.9%	0.2%	3.6%	1.6%	19.6%

**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]

- 95% of all 1,852 TV Viewers **did not watch any local TV programmes on demand/catch-up** in the previous 7 days.

- Whilst the remaining 5% 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, 33.7% watched **TVM N***ews Bulletin*, 14.1% watched *Simpatiċi* on **NET TV** or on **GO Tokis** and 10.9% watched **NET TV N***ews Bulletin.*

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=1852)

Counts Break % Respondents	Total	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	1852	154	321	319	268	253	266	271	923	929
No	1760 95.0%	151 98.1%	306 95.3%	307 96.2%	256 95.5%	231 91.3%	245 92.1%	264 97.4%	880 95.3%	880 94.7%
Yes	92 5.0%	3 1.9%	15 4.7%	12 3.8%	12 4.5%	22 8.7%	21 7.9%	7 2.6%	43 4.7%	49 5.3%

Table 17.2 – Q9a – Local programmes watched on demand/catch-up in the previous 7 days – by Age & Gender (Multiple-Response Q) (n=92)

NOTE: Respondents were given the possibility to mention up to 3 local programmes which they watched on demand/catch-up in the previous 7 days. Hence, the totals depicted in this table do not total up to 92.

Counts Break % Respondents	Total	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	**92**	**3**	**15**	**12**	**12**	**22**	**21**	**7**	**43**	**49**
News Bulletin - TVM	**31** **33.7%**	3 100.0%	5 33.3%	5 41.7%	7 58.3%	7 31.8%	4 19.0%	-	15 34.9%	16 32.7%
Simpatiċi (NET TV or GO Tokis)	**13** **14.1%**	-	2 13.3%	2 16.7%	1 8.3%	5 22.7%	2 9.5%	1 14.3%	7 16.3%	6 12.2%
News Bulletin – NET	**10** **10.9%**	-	1 6.7%	1 8.3%	3 25.0%	2 9.1%	2 9.5%	1 14.3%	3 7.0%	7 14.3%
Noli	**7** **7.6%**	1 33.3%	1 6.7%	-	1 8.3%	2 9.1%	2 9.5%	-	4 9.3%	3 6.1%
News Bulletin - ONE	**6** **6.5%**	-	-	-	1 8.3%	3 13.6%	2 9.5%	-	3 7.0%	3 6.1%
Emilja	**6** **6.5%**	-	1 6.7%	-	-	4 18.2%	1 4.8%	-	2 4.7%	4 8.2%
Strada Stretta	**6** **6.5%**	-	2 13.3%	3 25.0%	-	-	1 4.8%	-	2 4.7%	4 8.2%
Perspettivi	**5** **5.4%**	-	1 6.7%	-	2 16.7%	-	1 4.8%	1 14.3%	1 2.3%	4 8.2%
Sorelle	**3** **3.3%**	-	-	1 8.3%	-	-	2 9.5%	-	2 4.7%	1 2.0%
Ta' Gerit	**3** **3.3%**	-	-	-	-	2 9.1%	1 4.8%	-	-	3 6.1%
Football matches (various)	**3** **3.3%**	1 33.3%	2 13.3%	-	-	-	-	-	2 4.7%	1 2.0%
Ulied il-Lejl	**3** **3.3%**	-	1 6.7%	-	-	1 4.5%	1 4.8%	-	-	3 6.1%
F Living Show	**2** **2.2%**	-	-	-	-	2 9.1%	-	-	-	2 4.1%
Bizzilla	**2** **2.2%**	-	-	-	-	1 4.5%	1 4.8%	-	2 4.7%	-
Bejnietna Sajf	**2** **2.2%**	-	-	-	-	1 4.5%	1 4.8%	-	-	2 4.1%
Tal-Festa	**2** **2.2%**	-	-	2 16.7%	-	-	-	-	2 4.7%	-
BBQ League	**2** **2.2%**	-	-	1 8.3%	-	-	1 4.8%	-	2 4.7%	-

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Home Sweet Home	**1** **1.1%**	- -	- -	1 8.3%	- -	- -	- -	- -	- -	1 2.0%
Il-Willy	**1** **1.1%**	- -	- -	- -	- -	- -	1 4.8%	- -	- -	1 2.0%
Pjazza	**1** **1.1%**	- -	- -	- -	- -	- -	- -	1 14.3%	1 2.3%	- -
Profili	**1** **1.1%**	- -	- -	- -	- -	- -	1 4.8%	-	1 2.3%	-
L-Ispettur Leonard	**1** **1.1%**	- -	- -	- -	- -	- -	1 4.8%	-	1 2.3%	-
Xtra Sajf	**1** **1.1%**	- -	- -	- -	- -	- -	1 4.8%	-	1 2.3%	-
Viva L-Ministru	**1** **1.1%**	- -	- -	- -	- -	1 4.5%	- -	- -	- -	1 2.0%
What's Cooking	**1** **1.1%**	- -	- -	- -	- -	- -	- -	1 14.3%	-	1 2.0%
Fabbriki tal-Gwerra	**1** **1.1%**	- -	- -	- -	- -	- -	- -	1 14.3%	1 2.3%	- -
Music Legends	**1** **1.1%**	- -	- -	- -	- -	- -	- -	1 14.3%	1 2.3%	- -
Wonderball	**1** **1.1%**	- -	- -	- -	1 8.3%	- -	- -	- -	- -	1 2.0%
Dawra sal-Festa	**1** **1.1%**	- -	- -	- -	1 8.3%	- -	- -	- -	1 2.3%	- -
Malta u Lil Hinn Minnha	**1** **1.1%**	- -	- -	- -	- -	- -	1 4.8%	-	1 2.3%	-
Division 7	**1** **1.1%**	- -	- -	- -	- -	- -	1 4.8%	-	1 2.3%	-
Skritt	**1** **1.1%**	- -	- -	- -	- -	- -	- -	1 14.3%	1 2.3%	- -

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% of all 1852 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.

- 10% make use of '**IPTV**' as one of the reception services, whilst 6.3% use the '**Android Box**'.

- 0.9% use '**free-to-air**' as one of the reception services for watching TV.

Research Findings in Detail

Table 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=1852)
<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	1852	154	321	319	268	253	266	271	923	929
Paid subscription (Melita/GO/Epic)	1723 93.0%	140 90.9%	292 91.0%	293 91.8%	251 93.7%	237 93.7%	250 94.0%	260 95.9%	845 91.5%	878 94.5%
IPTV (Streaming services)	185 10.0%	22 14.3%	43 13.4%	39 12.2%	18 6.7%	25 9.9%	22 8.3%	16 5.9%	103 11.2%	82 8.8%
Android box (Internet based services)	117 6.3%	18 11.7%	20 6.2%	15 4.7%	13 4.9%	15 5.9%	18 6.8%	18 6.6%	47 5.1%	70 7.5%
Other (Streaming on laptop/tablet/PC)	101 5.5%	15 9.7%	15 4.7%	21 6.6%	23 8.6%	15 5.9%	7 2.6%	5 1.8%	45 4.9%	56 6.0%
Satellite	62 3.3%	9 5.8%	11 3.4%	10 3.1%	8 3.0%	9 3.6%	7 2.6%	8 3.0%	41 4.4%	21 2.3%
Free-to-air	17 0.9%	- -	- -	- -	1 0.4%	1 0.4%	8 3.0%	7 2.6%	15 1.6%	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 May 2023'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
- ✓ better programming in summer (not just repeats)
- ✓ less advert commercials
- ✓ more reality shows
- ✓ more quality Maltese drama

21-30 yrs
- ✓ **note:** most televiewer respondents gave a 'none/don't know' response
- ✓ better programming in summer (not just repeats)
- ✓ less advert commercials
- ✓ more cultural/educational programmes/documentaries
- ✓ more Maltese drama
- ✓ more Maltese 'light' drama/comedy (no violence, drugs, etc)
- ✓ more sports/football matches (local & foreign)
- ✓ more professionally-produced quiz shows
- ✓ more professional local presenters
- ✓ improved quality of local productions

31-40 yrs
- ✓ **note:** most televiewer respondents gave a 'none/don't know' response
- ✓ better programming in summer (not just repeats)
- ✓ less advert commercials
- ✓ more good quality drama
- ✓ more Maltese 'light' drama/comedy (no violence, drugs, etc)
- ✓ more sports/football matches
- ✓ improved quality of local programmes
- ✓ more animated cartoons for children
- ✓ more quiz shows
- ✓ more balanced discussion programmes with better presenters
- ✓ less politics

41-50 yrs
- ✓ **note:** most televiewer respondents gave a 'none/don't know' response
- ✓ better programming in summer (not just repeats)
- ✓ less advert commercials
- ✓ more Maltese drama

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- more Maltese 'light' drama/comedy (no violence, drugs, etc)
- more sports programmes
- more quiz shows in Maltese
- more cultural/educational programmes/documentaries
- more quality discussion programmes
- less politics

51-60 yrs
- **note:** most televiewer respondents gave a 'none/don't know' response
- better programming in summer (not just repeats)
- less advert commercials
- more Maltese drama
- more Maltese 'light' drama/comedy (no violence, drugs, etc)
- more quiz shows in Maltese
- more sports programmes
- more religious programmes
- more balanced political discussion programmes
- better use of Maltese diction by presenters/newscasters
- more cultural/educational programmes/documentaries
- more quality discussion programmes

61-70 yrs
- **note:** most televiewer respondents gave a 'none/don't know' response
- better programming in summer (not just repeats)
- less advert commercials
- more Maltese drama
- more Maltese 'light' drama (no violence, drugs, etc)
- more quiz shows in Maltese
- more cultural/educational programmes/documentaries
- more sports programmes
- more religious programmes
- more politically balanced discussion programmes
- less politically biased news bulletins

71+ yrs
- **note:** most televiewer respondents gave a 'none/don't know' response
- better programming in summer (not just repeats)
- less advert commercials
- more Maltese drama
- more Maltese 'light' drama (no violence, drugs, etc)
- more quiz shows in Maltese
- more sports programmes
- more religious programmes
- more quality discussion programmes (politics, current affairs, etc)
- more cultural/educational programmes/documentaries
- less politically biased news bulletins

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9. RADIO LISTENERSHIP – FINDINGS

9.1 Introduction

- **2 in 3 of Maltese residents are radio listeners** (64.4%); this finding is observed across all age cohorts.

- 15.7% of these Radio listeners **did not listen to radio** during the week of assessment.

- **The <u>most followed</u> local radio station** is Bay (13.3%), followed by ONE Radio (13.2%), and Calypso 101.8 (12.8%). More statistical details may be found in **Exhibit 4A** below and in Table 23.1 (**Section 9.5).**

- **The local radio station with the <u>highest weekly average</u> percentage audience share** is Calypso 101.8 standing at 18%, followed by ONE Radio (17%) and NET FM with 14%. More detailed findings may be found in **Exhibit 4B** and **Tables 32A** and **32B (Section 9.8).**

- With reference to the above audience findings, it is worthy of explaining what the terms **"most followed radio station % share"** and **"highest weekly average % radio audience share"** refer to.

  - ✓ **Most followed radio station % share:**
    All radio listeners were given the possibility of mentioning up to three radio stations they listened to on the previous day. This term refers to the most listened to share obtained by the individual local radio stations.

  - ✓ **Highest weekly average % radio audience share:**
    This daily average audience share is derived by totalling the aggregate daily listenership findings obtained by each radio station and dividing this by the number of timeslots. The highest weekly average % audience share obtained by the individual local radio stations is then derived by averaging their daily average share over the 7-day week of assessment.

Research Findings in Detail

Exhibits/tables below illustrate details on these research findings.

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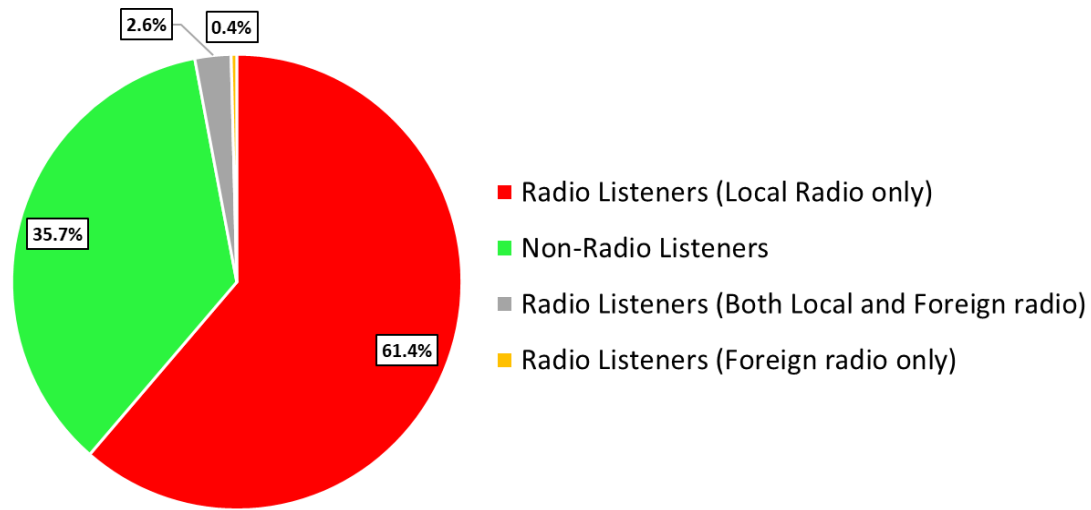
Table 19 – Q11A. Radio listeners/non listeners – by Age & Gender (N=2100)

Counts Break % Respondents	Total	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	2100	196	387	380	305	271	277	284	1081	1019
Local radio only	1289 61.4%	111 56.6%	239 61.8%	231 60.8%	186 61.0%	178 65.7%	166 59.9%	178 62.7%	639 59.1%	650 63.8%
I do not listen to ANY radio	749 35.7%	82 41.8%	139 35.9%	139 36.6%	109 35.7%	84 31.0%	100 36.1%	96 33.8%	401 37.1%	348 34.2%
Both local and foreign radio	54 2.6%	3 1.5%	9 2.3%	9 2.4%	7 2.3%	8 3.0%	9 3.2%	9 3.2%	38 3.5%	16 1.6%
Foreign radio only	8 0.4%	- -	- -	1 0.3%	3 1.0%	1 0.4%	2 0.7%	1 0.4%	3 0.3%	5 0.5%

Exhibit 4A – Q14 – <u>Most followed</u> Radio stations (Aggregate)
(Multiple-Response Q) (n= 1351)
<u>NOTE I</u>: 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:
- Did not listen to radio on previous day
- Bay
- ONE Radio
- Calypso 101.8
- Radju Malta
- Net FM
- Vibe FM
- Radju Marija
- Magic Malta
- 103 (Malta's Heart)
- Bay Easy
- Smash Radio
- Campus FM
- Foreign Station (any)
- XFM Malta
- Radju Malta 2

Pie chart values: 15.7%, 13.3%, 13.2%, 12.8%, 10.5%, 10.4%, 10.1%, 7.3%, 6.1%, 5.4%, 2.3%, 1.7%, 1.0%, 0.8%, 0.4%, 0.2%
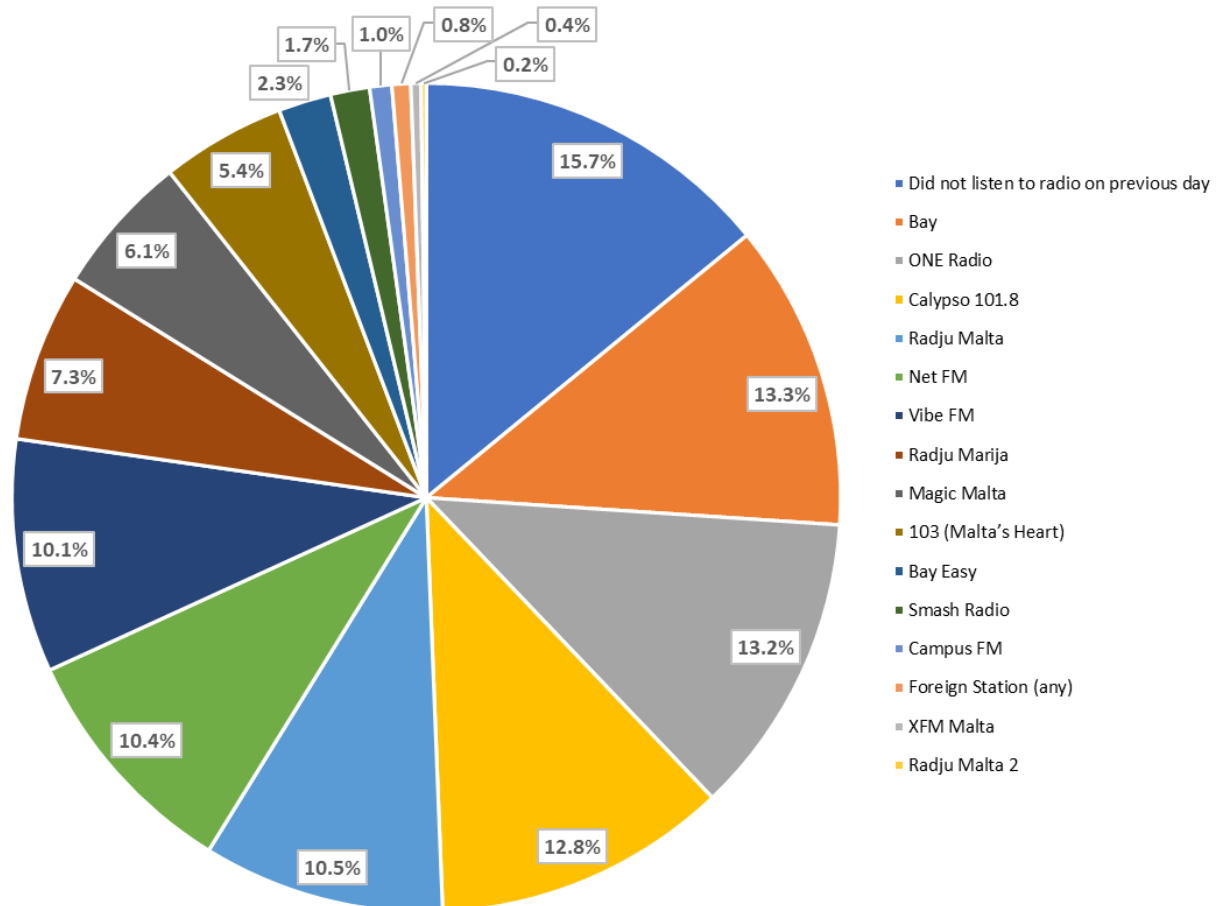
Exhibit 4B – *Weekly Average Percentage* Audience Share by Radio Station

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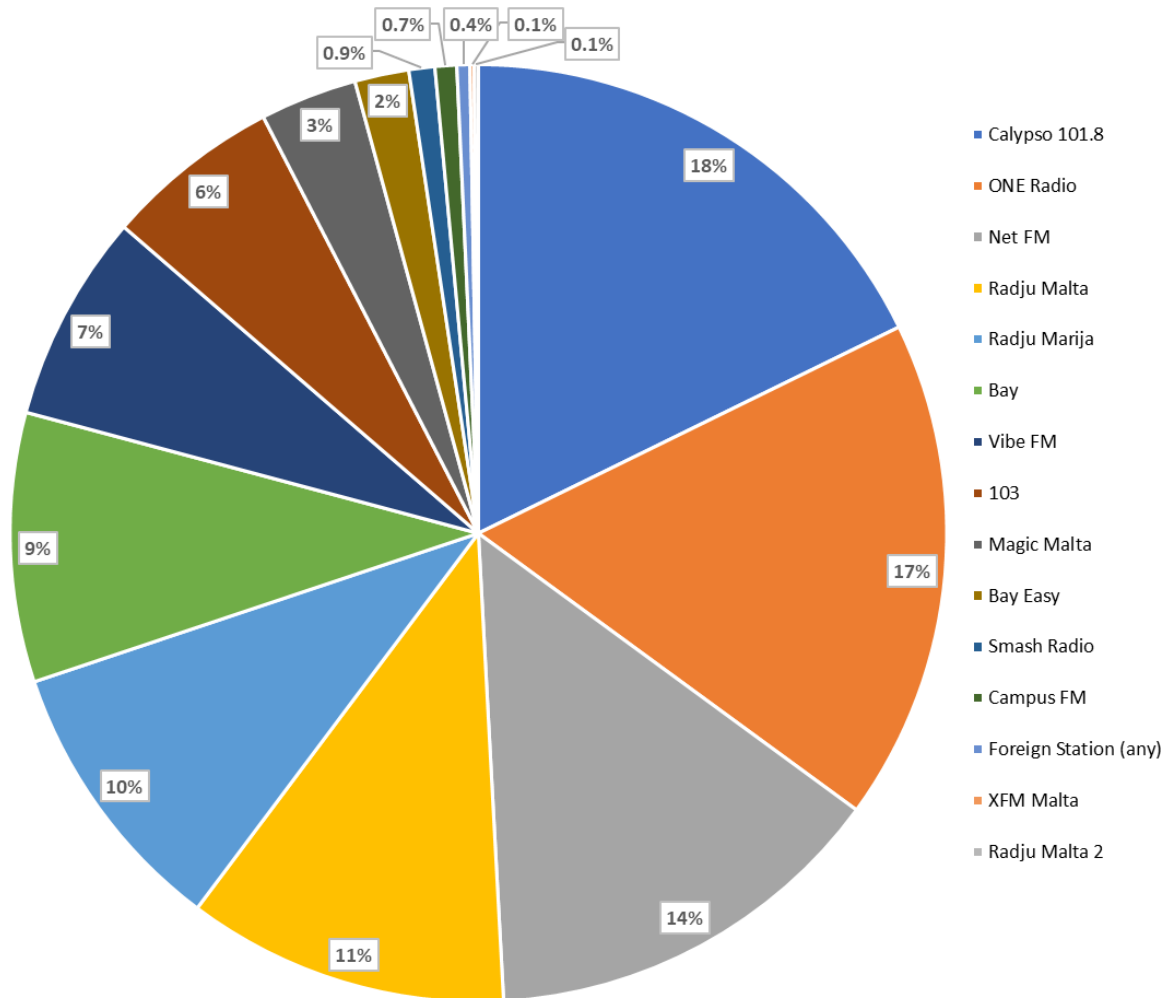
This Section gives details on the radio listenership of the 1396 individuals who listen to local/ foreign radio stations, more specifically on:

[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 1343.

- **During the week (Monday-Thursday),** on average**,** 40.5% of local radio listeners listen to radio for less than one hour a day, whilst a further 38.6% of local radio listeners listen to radio for between 1-2 hours a day.

Research Findings in Detail

Table 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=1343)

Counts Break % Respondents	Total	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	1343	114	248	240	193	186	175	187	677	666
None	6 0.4%	- -	3 1.2%	- -	1 0.5%	2 1.1%	- -	- -	3 0.4%	3 0.5%
Less than 1 hr a day	544 40.5%	54 47.4%	126 50.8%	132 55.0%	107 55.4%	71 38.2%	28 16.0%	26 13.9%	312 46.1%	232 34.8%
1-2 hrs a day	519 38.6%	56 49.1%	110 44.4%	100 41.7%	68 35.2%	68 36.6%	59 33.7%	58 31.0%	254 37.5%	265 39.8%
3-4 hrs a day	153 11.4%	4 3.5%	5 2.0%	5 2.1%	11 5.7%	24 12.9%	44 25.1%	60 32.1%	56 8.3%	97 14.6%
5-6 hrs a day	82 6.1%	- -	2 0.8%	2 0.8%	3 1.6%	13 7.0%	30 17.1%	32 17.1%	33 4.9%	49 7.4%
6+ hrs a day	36 2.7%	- -	2 0.8%	1 0.4%	3 1.6%	7 3.8%	12 6.9%	11 5.9%	18 2.7%	18 2.7%
Not always the same	3 0.2%	- -	- -	- -	- -	1 0.5%	2 1.1%	- -	1 0.1%	2 0.3%

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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 1343.

- **In the weekend (Friday-Sunday),** 39% of local radio listeners listen to 1 – 2 hours per day of local radio. Whilst a further 36% spend less than 1 hour per day listening to local radio.

- 4.6% 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=1343)

Counts Break % Respondents	Total	Code Age bracket:							Interviewer: not to ask this Q unl...	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Base	1343	114	248	240	193	186	175	187	677	666
None	62 4.6%	9 7.9%	11 4.4%	8 3.3%	15 7.8%	9 4.8%	8 4.6%	2 1.1%	29 4.3%	33 5.0%
Less than 1 hr a day	484 36.0%	44 38.6%	115 46.4%	121 50.4%	94 48.7%	64 34.4%	23 13.1%	23 12.3%	283 41.8%	201 30.2%
1-2 hrs a day	524 39.0%	55 48.2%	113 45.6%	97 40.4%	66 34.2%	68 36.6%	62 35.4%	63 33.7%	255 37.7%	269 40.4%
3-4 hrs a day	173 12.9%	6 5.3%	5 2.0%	11 4.6%	11 5.7%	27 14.5%	49 28.0%	64 34.2%	61 9.0%	112 16.8%
5-6 hrs a day	61 4.5%	- -	2 0.8%	1 0.4%	3 1.6%	12 6.5%	19 10.9%	24 12.8%	29 4.3%	32 4.8%
6+ hrs a day	33 2.5%	- -	2 0.8%	1 0.4%	3 1.6%	5 2.7%	11 6.3%	11 5.9%	16 2.4%	17 2.6%
Not always the same	6 0.4%	- -	- -	1 0.4%	1 0.5%	1 0.5%	3 1.7%	- -	4 0.6%	2 0.3%

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 1343.

- 14.8% of radio listeners **do not have a preferred local radio programme.**

- ***Bay Breakfast with Daniel & Ylenia*** is the most favourite local radio programme, with 11.8% 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 7.4% and ***Magic AM*** with 6.5% are the second and third most favourite local radio programmes. Following, ***Bongu NET*** (Indri Attard) and ***The Morning Vibe with Abel, JD & Martina*** obtained 5.8% and 5.5% of preferences, respectively.

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=1343)

Counts Break % Respondents	Total	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	**1343**	**114**	**248**	**240**	**193**	**186**	**175**	**187**	**677**	**666**
No preferred programme	**199** **14.8%**	8 7.0%	39 15.7%	45 18.8%	40 20.7%	33 17.7%	17 9.7%	17 9.1%	125 18.5%	74 11.1%
Bay Breakfast with Daniel & Ylenia	**159** **11.8%**	48 42.1%	53 21.4%	34 14.2%	15 7.8%	4 2.2%	3 1.7%	2 1.1%	72 10.6%	87 13.1%
Bongu Calypso ma' Twanny Scerri	**99** **7.4%**	1 0.9%	13 5.2%	12 5.0%	17 8.8%	24 12.9%	16 9.1%	16 8.6%	61 9.0%	38 5.7%
Magic AM	**87** **6.5%**	13 11.4%	28 11.3%	20 8.3%	15 7.8%	8 4.3%	3 1.7%	- -	43 6.4%	44 6.6%
Bongu NET (Indri Attard)	**78** **5.8%**	3 2.6%	16 6.5%	20 8.3%	14 7.3%	10 5.4%	7 4.0%	8 4.3%	31 4.6%	47 7.1%
The Morning Vibe with Abel, JD & Martina	**74** **5.5%**	21 18.4%	19 7.7%	22 9.2%	10 5.2%	2 1.1%	- -	- -	43 6.4%	31 4.7%
ONE Breakfast (Noel Camilleri)	**59** **4.4%**	2 1.8%	12 4.8%	14 5.8%	8 4.1%	3 1.6%	16 9.1%	4 2.1%	35 5.2%	24 3.6%
Radju Marija programmes (various)	**54** **4.0%**	- -	- -	- -	- -	6 3.2%	20 11.4%	28 15.0%	20 3.0%	34 5.1%
Il-Polz tac-cittadin (Tonio Bonello)	**51** **3.8%**	- -	1 0.4%	2 0.8%	11 5.7%	9 4.8%	10 5.7%	18 9.6%	29 4.3%	22 3.3%
News Bulletin – ONE Radio	**50** **3.7%**	2 1.8%	7 2.8%	4 1.7%	10 5.2%	8 4.3%	9 5.1%	10 5.3%	33 4.9%	17 2.6%
The Drive Vibe with Nate, Frank & Rossi	**43** **3.2%**	7 6.1%	15 6.0%	13 5.4%	6 3.1%	2 1.1%	- -	- -	17 2.5%	26 3.9%
Christine Delicata - Ghal Kulhadd	**37** **2.8%**	- -	- -	5 2.1%	5 2.6%	10 5.4%	8 4.6%	9 4.8%	5 0.7%	32 4.8%
Joe Julian Filghodu - Live	**35** **2.6%**	- -	5 2.0%	9 3.8%	4 2.1%	8 4.3%	5 2.9%	4 2.1%	15 2.2%	20 3.0%
News Bulletin – Radju Malta	**33** **2.5%**	- -	1 0.4%	1 0.4%	2 1.0%	6 3.2%	8 4.6%	15 8.0%	15 2.2%	18 2.7%
Club 101 (Eileen Montesin)	**33** **2.5%**	- -	- -	1 0.4%	2 1.0%	8 4.3%	12 6.9%	10 5.3%	8 1.2%	25 3.8%
Bay Drive with Jamie and Taryn	**31** **2.3%**	7 6.1%	16 6.5%	6 2.5%	- -	1 0.5%	- -	1 0.5%	9 1.3%	22 3.3%
Andrew Azzopardi on 103	**23** **1.7%**	- -	2 0.8%	8 3.3%	6 3.1%	4 2.2%	3 1.7%	- -	16 2.4%	7 1.1%
Kuntatt (Dione Borg)	**21** **1.6%**	1 0.9%	3 1.2%	1 0.4%	8 4.1%	1 0.5%	5 2.9%	2 1.1%	11 1.6%	10 1.5%

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Programme	Total									
ONE Magazine	18 1.3%	- -	- -	1 0.4%	4 2.1%	1 0.5%	4 2.3%	8 4.3%	4 0.6%	14 2.1%
News Bulletin – Calypso 101.8	15 1.1%	- -	- -	- -	1 0.5%	6 3.2%	4 2.3%	4 2.1%	7 1.0%	8 1.2%
Linja Diretta (Emanuel Cuschieri)	15 1.1%	- -	- -	3 1.3%	1 0.5%	3 1.6%	2 1.1%	6 3.2%	10 1.5%	5 0.8%
103 Breakfast with Mark	14 1.0%	- -	4 1.6%	3 1.3%	3 1.6%	3 1.6%	1 0.6%	- -	5 0.7%	9 1.4%
Nostalgija - John Mallia	14 1.0%	- -	1 0.4%	1 0.4%	2 1.0%	5 2.7%	3 1.7%	2 1.1%	6 0.9%	8 1.2%
Feedback (NET FM)	10 0.7%	- -	1 0.4%	3 1.3%	- -	3 1.6%	2 1.1%	1 0.5%	7 1.0%	3 0.5%
Joe Tanti & John Bundy	8 0.6%	1 0.9%	2 0.8%	2 0.8%	2 1.0%	1 0.5%	- -	- -	6 0.9%	2 0.3%
Vi Jew Va (George Cremona)	8 0.6%	- -	- -	- -	- -	1 0.5%	3 1.7%	4 2.1%	4 0.6%	4 0.6%
DJ Commander J Breakfast	7 0.5%	- -	1 0.4%	3 1.3%	- -	3 1.6%	- -	- -	4 0.6%	3 0.5%
Sibt il-Punt (Manuel Micallef)	7 0.5%	- -	- -	1 0.4%	- -	2 1.1%	3 1.7%	1 0.5%	3 0.4%	4 0.6%
News Bulletin – NET FM	6 0.4%	- -	1 0.4%	1 0.4%	1 0.5%	- -	- -	3 1.6%	5 0.7%	1 0.2%
News Bulletin – 103 (Malta's Heart)	6 0.4%	- -	- -	- -	1 0.5%	1 0.5%	2 1.1%	2 1.1%	3 0.4%	3 0.5%
Campus Breakfast	6 0.4%	- -	2 0.8%	1 0.4%	- -	2 1.1%	- -	1 0.5%	5 0.7%	1 0.2%
Quddiesa tal-Jum, Ruzarju	5 0.4%	- -	- -	- -	1 0.5%	1 0.5%	2 1.1%	1 0.5%	2 0.3%	3 0.5%
Qari bil-Malti (Radju Malta, Radju Malta 2)	5 0.4%	- -	- -	1 0.4%	- -	1 0.5%	1 0.6%	2 1.1%	1 0.1%	4 0.6%
Minn Banda Ghal Ohra (Aaron Zahra & Nicole Farrugia)	5 0.4%	- -	2 0.8%	1 0.4%	1 0.5%	1 0.5%	- -	- -	5 0.7%	- -
ONE Club Xewqat	4 0.3%	- -	- -	1 0.4%	1 0.5%	1 0.5%	1 0.6%	- -	- -	4 0.6%
Calypso Drive (Charles Fenech/Arthur Garrett)	4 0.3%	- -	1 0.4%	- -	- -	2 1.1%	- -	1 0.5%	2 0.3%	2 0.3%
Marci u Bandalori	3 0.2%	- -	1 0.4%	1 0.4%	1 0.5%	- -	- -	- -	3 0.4%	- -

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From Grease to BEP (Alex Grech)	**2** **0.1%**	- -	- -	- -	- -	1 0.5%	1 0.6%	- -	1 0.1%	1 0.2%
Ma' Gaffiero	**2** **0.1%**	- -	- -	- -	- -	- -	- -	2 1.1%	- -	2 0.3%
Ghaqqad il-Kelma (Anton Falzon)	**2** **0.1%**	- -	1 0.4%	- -	- -	- -	- -	1 0.5%	- -	2 0.3%
Martin Sapiano Fi Triqtek Drive	**2** **0.1%**	- -	1 0.4%	- -	- -	- -	- -	1 0.5%	2 0.3%	- -
Music Express	**2** **0.1%**	- -	- -	- -	- -	- -	2 1.1%	- -	1 0.1%	1 0.2%
Musika mill-Passat	**2** **0.1%**	- -	- -	- -	- -	- -	- -	2 1.1%	2 0.3%	- -
Campus Brunch	**2** **0.1%**	- -	- -	- -	1 0.5%	- -	1 0.5%	- -	- -	2 0.3%
Musika ma' Mario Laus	**1** **0.1%**	- -	- -	- -	- -	1 0.5%	- -	- -	- -	1 0.2%
Ir-Rumanz (ONE)	**1** **0.1%**	- -	- -	- -	- -	- -	- -	1 0.5%	- -	1 0.2%
Maltin Biss	**1** **0.1%**	- -	- -	- -	- -	- -	1 0.6%	- -	1 0.1%	- -

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9.5 Most Followed Radio Stations: Sunday to Saturday

All 1351 radio listeners were given the possibility of mentioning **up to three radio stations they had listened to on the previous day**.

- ✓ 15.7% of these radio listeners did not listen to radio on the previous day.

- ✓ *Bay* is the most followed radio station, with 13.3% of all radio listeners mentioning it as one of the three radio stations they had listened to on the previous day. Bay is largely popular with the younger age cohorts (aged under 40 yrs).

- ✓ A close second is *ONE Radio* with 13.2%, followed by *Calypso 101.8* with 12.8%.

- ✓ **Table 23.2** 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=1351)

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 1351.
Note II: Radio stations not featured in the Table above have a radio listenership of less than 0.4% 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 23rd – 29th July 2023.

Counts Respondents	TOTAL	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Radio Station	1351	114	248	241	196	187	177	188	680	671
Did not listen to radio on previous day	212	14	31	35	33	31	24	44	105	107
	15.7%	12.3%	12.5%	14.5%	16.8%	16.6%	13.6%	23.4%	15.4%	15.9%
Bay (89.7)	180	48	66	39	18	5	2	2	91	89
	13.3%	42.1%	26.6%	16.2%	9.2%	2.7%	1.1%	1.1%	13.4%	13.3%
ONE Radio (92.7)	178	6	26	28	29	23	37	29	103	75
	13.2%	5.3%	10.5%	11.6%	14.8%	12.3%	20.9%	15.4%	15.1%	11.2%
Calypso 101.8	173	1	18	16	31	39	34	34	104	69
	12.8%	0.9%	7.3%	6.6%	15.8%	20.9%	19.2%	18.1%	15.3%	10.3%
Radju Malta (93.7)	142	0	6	20	23	31	29	33	64	78
	10.5%	0.0%	2.4%	8.3%	11.7%	16.6%	16.4%	17.6%	9.4%	11.6%
Net FM (101.0)	141	4	18	18	25	26	25	25	62	79
	10.4%	3.5%	7.3%	7.5%	12.8%	13.9%	14.1%	13.3%	9.1%	11.8%
Vibe FM (88.7)	137	32	44	36	21	4	0	0	69	68
	10.1%	28.1%	17.7%	14.9%	10.7%	2.1%	0.0%	0.0%	10.1%	10.1%
Radju Marija (102.3)	99	0	0	0	3	20	44	32	41	58
	7.3%	0.0%	0.0%	0.0%	1.5%	10.7%	24.9%	17.0%	6.0%	8.6%
Magic Malta (91.7)	83	12	25	20	15	6	4	1	40	43
	6.1%	10.5%	10.1%	8.3%	7.7%	3.2%	2.3%	0.5%	5.9%	6.4%
103 (Malta's Heart) (103.0)	73	0	8	11	13	14	13	14	29	44
	5.4%	0.0%	3.2%	4.6%	6.6%	7.5%	7.3%	7.4%	4.3%	6.6%
Bay Easy [Digital Radio]	31	2	10	14	2	2	0	1	7	24
	2.3%	1.8%	4.0%	5.8%	1.0%	1.1%	0.0%	0.5%	1.0%	3.6%
Smash Radio (104.6)	23	0	3	5	4	7	2	2	16	7
	1.7%	0.0%	1.2%	2.1%	2.0%	3.7%	1.1%	1.1%	2.4%	1.0%
Campus FM (103.7)	13	0	2	3	2	3	1	2	8	5
	1.0%	0.0%	0.8%	1.2%	1.0%	1.6%	0.6%	1.1%	1.2%	0.7%
Foreign Station (any)	11	0	1	1	2	2	3	2	9	2
	0.8%	0.0%	0.4%	0.4%	1.0%	1.1%	1.7%	1.1%	1.3%	0.3%
XFM Malta (100.2)	6	0	2	2	1	1	0	0	2	4
	0.4%	0.0%	0.8%	0.8%	0.5%	0.5%	0.0%	0.0%	0.3%	0.6%
Radju Malta 2 (105.9)	3	0	1	0	0	0	0	2	1	2
	0.2%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	1.1%	0.1%	0.3%

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Table 23.2 – Q14 – Most followed Radio stations (Aggregate) – by Age & Gender (Multiple-Response Q) (n=295,792)

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 295,792.

Counts Respondents	TOTAL	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	295792	24960	54298	52765	42913	40942	38753	41161	148881	146911
I did not listen to the radio	46416	3065	6787	7663	7225	6787	5255	9634	22989	23427
Bay (89.7)	39410	10509	14450	8539	3941	1095	438	438	19924	19486
ONE Radio (92.7)	38972	1314	5693	6130	6349	5036	8101	6349	22551	16421
Calypso 101.8	37877	219	3941	3503	6787	8539	7444	7444	22770	15107
Radju Malta (93.7)	31090	-	1314	4379	5036	6787	6349	7225	14012	17078
Net FM (101.0)	30871	876	3941	3941	5474	5693	5474	5474	13574	17297
Vibe FM (88.7)	29995	7006	9634	7882	4598	876	-	-	15107	14888
Radju Marija (102.3)	21675	-	-	-	657	4379	9634	7006	8977	12699
Magic Malta (91.7)	18172	2627	5474	4379	3284	1314	876	219	8758	9415
103 (Malta's Heart) (103.0)	15983	-	1752	2408	2846	3065	2846	3065	6349	9634
Bay Easy [Digital Radio]	6787	438	2189	3065	438	438	-	219	1533	5255
Smash Radio (104.6)	5036	-	657	1095	876	1533	438	438	3503	1533
Campus FM (103.7)	2846	-	438	657	438	657	219	438	1752	1095
Foreign Station (any)	2408	-	219	219	438	438	657	438	1970	438
XFM Malta (100.2)	1314	-	438	438	219	219	-	-	438	876
Radju Malta 2 (105.9)	657	-	219	-	-	-	-	438	219	438

Note I: Radio stations not featured in the Table above have a radio listenership of less than 219 (0.4%) 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 23rd – 29th July 2023.

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 two most followed radio timebands** are:

  - 07:00 – 07:30 (153,698 radio listeners)
  - 07.30 – 08:00 (130,490 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=295,792)

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

Counts Respondents	Age							Gender		Did not listen to radio on 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	-	-	-	-	-	-	-	-	-	46,416	249,376	**295,792**
00:30 - 01:00	-	-	-	-	-	219	219	219	219	46,416	248,938	**295,792**
01:00 - 01:30	-	-	-	-	-	219	219	219	219	46,416	248,938	**295,792**
01:30 - 02:00	-	-	-	-	-	219	219	219	219	46,416	248,938	**295,792**
02:00 - 02:30	-	-	-	-	-	219	219	219	219	46,416	248,938	**295,792**
02:30 - 03:00	-	-	-	-	-	-	219	219	-	46,416	249,157	**295,792**
03:00 - 03:30	-	-	-	-	-	-	219	219	-	46,416	249,157	**295,792**
03:30 - 04:00	-	-	-	-	-	-	-	-	-	46,416	249,376	**295,792**
04:00 -04:30	-	-	-	-	-	-	-	-	-	46,416	249,376	**295,792**
04:30 - 05:00	-	-	-	-	-	-	-	-	-	46,416	249,376	**295,792**
05:00 - 05:30	-	219	-	219	657	1,314	876	1,095	2,189	46,416	246,092	**295,792**
05:30 - 06:00	-	-	219	-	876	2,189	1,314	1,970	2,627	46,416	244,778	**295,792**
06:00 - 06:30	219	657	1,095	1,314	1,752	4,379	3,503	5,036	7,882	46,416	236,458	**295,792**
06:30 - 07:00	4,160	11,823	11,604	10,509	7,444	8,320	8,320	31,966	30,214	46,416	187,196	**295,792**
07:00 - 07:30	11,823	32,185	26,930	23,646	20,581	20,800	17,734	82,323	71,375	46,416	95,678	**295,792**
07:30 - 08:00	7,444	24,960	19,924	18,610	20,800	20,800	17,953	67,872	62,618	46,416	118,886	**295,792**
08:00 - 08:30	7,663	10,290	10,509	15,545	19,705	23,427	19,486	48,824	57,801	46,416	142,751	**295,792**
08:30 - 09:00	7,444	7,444	8,320	12,480	17,953	22,770	18,610	43,351	51,671	46,416	154,355	**295,792**
09:00 - 09:30	6,787	7,225	8,977	13,137	18,172	21,675	17,953	41,818	52,108	46,416	155,450	**295,792**
09:30 - 10:00	7,882	8,101	9,415	12,918	17,734	19,924	16,421	41,161	51,233	46,416	156,982	**295,792**
10:00 - 10:30	8,101	8,977	12,480	14,012	18,829	21,675	21,019	44,445	60,647	46,416	144,283	**295,792**
10:30 - 11:00	7,225	8,758	12,699	13,137	18,172	20,362	21,237	42,913	58,677	46,416	147,787	**295,792**
11:00 - 11:30	6,349	8,539	11,385	13,356	17,296	20,143	21,237	40,504	57,801	46,416	151,071	**295,792**
11:30 - 12:00	6,130	8,539	10,947	13,356	17,078	19,705	20,800	39,410	57,144	46,416	152,822	**295,792**
12:00 - 12:30	1,970	4,598	6,568	9,852	14,012	15,983	16,859	31,528	38,315	46,416	179,533	**295,792**
12:30 - 13:00	1,752	6,568	6,787	9,415	12,918	15,764	14,669	34,593	33,279	46,416	181,504	**295,792**
13:00 - 13:30	1,314	5,693	6,130	7,006	10,290	10,947	10,947	24,960	27,368	46,416	197,049	**295,792**
13:30 - 14:00	657	3,722	3,065	3,065	6,349	6,787	8,101	15,107	16,640	46,416	217,629	**295,792**
14:00 - 14:30	1,095	3,284	4,160	2,627	6,130	5,474	7,006	14,888	14,888	46,416	219,600	**295,792**
14:30 - 15:00	1,752	2,627	3,284	2,627	5,474	5,693	6,349	13,137	14,669	46,416	221,570	**295,792**
15:00 - 15:30	2,627	4,379	5,693	5,911	7,006	7,225	10,071	21,675	21,237	46,416	206,463	**295,792**
15:30 - 16:00	6,568	10,290	8,758	7,663	8,101	6,787	10,071	29,557	28,682	46,416	191,137	**295,792**
16:00 - 16:30	6,787	12,480	5,911	3,065	2,846	1,970	2,408	19,486	15,983	46,416	213,907	**295,792**
16:30 - 17:00	4,817	8,977	4,379	2,408	2,408	1,970	2,846	15,545	12,261	46,416	221,570	**295,792**
17:00 - 17:30	1,752	4,379	1,752	2,408	1,970	1,970	2,846	8,320	8,758	46,416	232,299	**295,792**
17:30 - 18:00	657	2,846	876	1,752	1,533	1,533	2,846	5,474	6,568	46,416	237,334	**295,792**
18:00 - 18:30	219	1,314	1,314	1,314	876	876	1,533	3,722	3,722	46,416	241,932	**295,792**
18:30 - 19:00	-	219	657	438	438	438	1,095	1,533	1,752	46,416	246,092	**295,792**
19:00 - 19:30	-	219	219	219	-	876	438	1,533	438	46,416	247,406	**295,792**
19:30 - 20:00	-	219	657	876	219	1,314	657	2,627	1,314	46,416	245,435	**295,792**
20:00 - 20:30	219	438	438	1,095	438	1,314	1,095	2,189	2,846	46,416	244,340	**295,792**
20:30 - 21:00	219	657	657	657	438	1,970	657	2,408	2,846	46,416	244,121	**295,792**
21:00 - 21:30	-	219	438	657	438	2,189	1,095	1,970	3,065	46,416	244,340	**295,792**
21:30 - 22:00	-	219	876	438	219	1,970	1,095	2,189	2,627	46,416	244,559	**295,792**
22:00 - 22:30	-	438	1,095	219	657	1,314	657	2,408	1,970	46,416	244,997	**295,792**
22:30 - 23:00	-	438	876	219	876	1,095	438	2,846	1,095	46,416	245,435	**295,792**
23:00 - 23:30	-	438	876	438	1,095	876	657	3,284	1,095	46,416	244,997	**295,792**
23:30 - 00:00	-	438	-	219	438	438	876	1,752	657	46,416	246,968	**295,792**

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

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=295,792).

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=1351) – July 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	**1,351**	214	204	185	199	195	188	166
Maltese Population of Radio listeners	**295792**	327977	312651	283532	304988	298858	288129	254412

Radio Audience on Sunday

♦ The **most listened to timebands** on Sunday are 10.30 - 11:00 and 11:00 - 11:30 **on Bay** (36,782 Radio Listeners).

Table 26 – Q14 – Radio Audience on SUNDAY – by Timeband (Multiple-Response Q) (n=327,977)

<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 101.8	Campus FM	Magic Malta	Net FM	ONE Radio	Radju Malta	Radju Marija	Vibe FM	Foreign Station (any)	Did listen to any radio on the previous day	Did not listen to radio during this timeslot	Total
00:00 - 00:30	-	-	-	-	-	-	-	-	-	-	-	-	76,630	251,347	327,977
00:30 - 01:00	-	-	-	-	-	-	-	-	-	-	-	-	76,630	251,347	327,977
01:00 - 01:30	-	-	-	-	-	-	-	-	-	-	-	-	76,630	251,347	327,977
01:30 - 02:00	-	-	-	-	-	-	-	-	-	-	-	-	76,630	251,347	327,977
02:00 - 02:30	-	-	-	-	-	-	-	-	-	-	-	-	76,630	251,347	327,977
02:30 - 03:00	-	-	-	-	-	-	-	-	-	-	-	-	76,630	251,347	327,977
03:00 - 03:30	-	-	-	-	-	-	-	-	-	-	-	-	76,630	251,347	327,977
03:30 - 04:00	-	-	-	-	-	-	-	-	-	-	-	-	76,630	251,347	327,977
04:00 - 04:30	-	-	-	-	-	-	-	-	-	-	-	-	76,630	251,347	327,977
04:30 - 05:00	-	-	-	-	-	-	-	-	-	-	-	-	76,630	251,347	327,977
05:00 - 05:30	-	-	-	-	-	-	-	-	-	-	-	-	76,630	251,347	327,977
05:30 - 06:00	3,065	-	-	-	-	-	-	-	-	-	-	-	76,630	248,282	327,977
06:00 - 06:30	4,598	-	-	-	-	-	-	1,533	-	1,533	-	-	76,630	243,684	327,977
06:30 - 07:00	4,598	-	-	-	-	-	1,533	3,065	-	4,598	-	-	76,630	237,553	327,977
07:00 - 07:30	4,598	3,065	-	4,598	-	4,598	1,533	3,065	1,533	22,989	-	-	76,630	205,369	327,977
07:30 - 08:00	4,598	4,598	-	4,598	1,533	3,065	1,533	3,065	1,533	22,989	-	-	76,630	203,836	327,977
08:00 - 08:30	7,663	7,663	1,533	7,663	1,533	-	7,663	7,663	4,598	19,924	1,533	-	76,630	183,912	327,977
08:30 - 09:00	7,663	3,065	1,533	7,663	-	-	6,130	7,663	4,598	16,859	-	-	76,630	196,173	327,977
09:00 - 09:30	7,663	9,196	1,533	16,859	-	1,533	10,728	13,793	6,130	10,728	1,533	-	76,630	171,652	327,977
09:30 - 10:00	7,663	13,793	4,598	16,859	-	1,533	10,728	15,326	6,130	10,728	4,598	-	76,630	159,391	327,977
10:00 - 10:30	6,130	32,185	6,130	15,326	-	1,533	10,728	15,326	10,728	12,261	24,522	-	76,630	116,478	327,977
10:30 - 11:00	3,065	36,782	6,130	15,326	-	-	10,728	15,326	12,261	16,859	24,522	-	76,630	110,347	327,977
11:00 - 11:30	3,065	36,782	6,130	13,793	-	1,533	9,196	9,196	12,261	21,456	24,522	-	76,630	113,413	327,977
11:30 - 12:00	3,065	35,250	6,130	12,261	-	1,533	9,196	7,663	12,261	19,924	24,522	-	76,630	119,543	327,977
12:00 - 12:30	4,598	10,728	4,598	4,598	-	-	7,663	13,793	10,728	18,391	3,065	-	76,630	173,184	327,977
12:30 - 13:00	1,533	9,196	3,065	3,065	1,533	-	4,598	12,261	7,663	18,391	-	-	76,630	190,043	327,977
13:00 - 13:30	-	7,663	-	-	1,533	-	4,598	16,859	6,130	13,793	1,533	-	76,630	199,238	327,977
13:30 - 14:00	-	4,598	-	-	1,533	-	3,065	16,859	6,130	13,793	1,533	-	76,630	203,836	327,977
14:00 - 14:30	-	6,130	3,065	3,065	1,533	-	3,065	18,391	6,130	9,196	1,533	-	76,630	199,238	327,977
14:30 - 15:00	-	3,065	3,065	3,065	1,533	-	1,533	15,326	6,130	9,196	1,533	-	76,630	206,901	327,977
15:00 - 15:30	-	1,533	3,065	3,065	1,533	-	1,533	15,326	6,130	9,196	1,533	-	76,630	208,434	327,977
15:30 - 16:00	-	1,533	1,533	4,598	1,533	-	1,533	13,793	6,130	9,196	-	-	76,630	211,499	327,977
16:00 - 16:30	-	-	-	3,065	1,533	1,533	-	4,598	-	-	1,533	-	76,630	239,086	327,977
16:30 - 17:00	-	-	-	1,533	1,533	1,533	-	4,598	-	-	1,533	1,533	76,630	239,086	327,977
17:00 - 17:30	-	-	-	-	1,533	1,533	1,533	3,065	-	-	-	1,533	76,630	242,151	327,977
17:30 - 18:00	-	-	-	1,533	1,533	-	1,533	-	-	-	-	1,533	76,630	245,216	327,977
18:00 - 18:30	1,533	-	-	-	1,533	-	1,533	-	-	-	-	1,533	76,630	245,216	327,977
18:30 - 19:00	-	-	-	-	1,533	-	-	-	-	-	1,533	-	76,630	248,282	327,977
19:00 - 19:30	-	-	-	6,130	1,533	-	-	-	-	-	1,533	-	76,630	242,151	327,977
19:30 - 20:00	-	1,533	-	7,663	1,533	-	-	-	-	-	3,065	-	76,630	237,553	327,977
20:00 - 20:30	-	1,533	-	13,793	1,533	-	-	-	-	-	3,065	-	76,630	231,423	327,977
20:30 - 21:00	-	3,065	1,533	21,456	-	-	-	-	-	-	1,533	-	76,630	223,760	327,977
21:00 - 21:30	-	3,065	1,533	21,456	-	-	-	-	-	-	-	-	76,630	225,293	327,977
21:30 - 22:00	-	3,065	1,533	19,924	-	-	-	-	-	-	-	-	76,630	226,825	327,977
22:00 - 22:30	-	3,065	1,533	10,728	-	-	-	-	-	-	-	-	76,630	236,021	327,977
22:30 - 23:00	-	-	-	9,196	-	-	-	-	-	-	-	-	76,630	242,151	327,977
23:00 - 23:30	-	-	-	7,663	-	-	-	-	-	-	-	-	76,630	243,684	327,977
23:30 - 00:00	-	-	-	4,598	-	-	-	-	-	-	-	-	76,630	246,749	327,977

<u>Note I</u>*: Radio stations not featured in the Table above have a radio listenership of less than 0.4% 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 timebands** on Monday are 07:00 – 07:30 and 07:30 – 08:00 on **NET FM** (35,250 Radio Listeners).

Table 27 – Q14 – Radio Audience on <u>MONDAY</u> – by Timeband   (Multiple-Response Q) (n=312,651)

<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.*

	103	Bay	Bay Easy	Calypso 101.8	Magic Malta	Net FM	ONE Radio	Radju Malta	Radju Malta 2	Radju Marija	Smash Radio	Vibe FM	XFM Malta	Foreign Station (any)	Did listen to any radio on the previous day	Did not listen to radio during this timeslot	Total
00:00 - 00:30	-	-	-	-	-	-	-	-	-	-	-	-	-	-	24,522	288,129	312,651
00:30 - 01:00	-	-	-	-	-	-	-	-	-	-	-	-	-	-	24,522	288,129	312,651
01:00 - 01:30	-	-	-	-	-	-	-	-	-	-	-	-	-	-	24,522	288,129	312,651
01:30 - 02:00	-	-	-	-	-	-	-	-	-	-	-	-	-	-	24,522	288,129	312,651
02:00 - 02:30	-	-	-	-	-	-	-	-	-	-	-	-	-	-	24,522	288,129	312,651
02:30 - 03:00	-	-	-	-	-	-	-	-	-	-	-	-	-	-	24,522	288,129	312,651
03:00 - 03:30	-	-	-	-	-	-	-	-	-	-	-	-	-	-	24,522	288,129	312,651
03:30 - 04:00	-	-	-	-	-	-	-	-	-	-	-	-	-	-	24,522	288,129	312,651
04:00 - 04:30	-	-	-	-	-	-	-	-	-	-	-	-	-	-	24,522	288,129	312,651
04:30 - 05:00	-	-	-	-	-	-	-	-	-	-	-	-	-	-	24,522	288,129	312,651
05:00 - 05:30	3,065	-	-	1,533	-	-	-	-	-	-	-	-	-	-	24,522	283,532	312,651
05:30 - 06:00	3,065	-	-	1,533	-	-	-	-	-	-	-	-	-	-	24,522	283,532	312,651
06:00 - 06:30	4,598	1,533	-	3,065	1,533	-	3,065	1,533	-	-	-	-	-	-	24,522	272,803	312,651
06:30 - 07:00	4,598	10,728	-	6,130	12,261	13,793	7,663	1,533	-	10,728	-	1,533	1,533	-	24,522	217,630	312,651
07:00 - 07:30	10,728	32,185	-	30,652	30,652	35,250	22,989	12,261	-	18,391	4,598	24,522	1,533	1,533	24,522	62,837	312,651
07:30 - 08:00	9,196	30,652	-	29,119	26,054	35,250	19,924	12,261	-	19,924	3,065	24,522	1,533	-	24,522	76,630	312,651
08:00 - 08:30	7,663	18,391	1,533	19,924	10,728	26,054	15,326	12,261	-	21,456	1,533	13,793	-	-	24,522	139,467	312,651
08:30 - 09:00	7,663	15,326	-	16,859	9,196	18,391	15,326	12,261	-	22,989	1,533	6,130	-	-	24,522	162,456	312,651
09:00 - 09:30	4,598	12,261	-	16,859	3,065	12,261	15,326	10,728	-	19,924	-	3,065	-	-	24,522	190,043	312,651
09:30 - 10:00	1,533	12,261	-	16,859	1,533	12,261	15,326	10,728	-	15,326	-	3,065	-	-	24,522	199,238	312,651
10:00 - 10:30	3,065	7,663	-	16,859	1,533	12,261	15,326	16,859	-	13,793	-	3,065	-	-	24,522	197,706	312,651
10:30 - 11:00	3,065	3,065	-	18,391	1,533	10,728	15,326	18,391	-	13,793	-	3,065	-	-	24,522	200,771	312,651
11:00 - 11:30	3,065	1,533	-	15,326	1,533	9,196	15,326	18,391	-	13,793	-	1,533	-	-	24,522	208,434	312,651
11:30 - 12:00	3,065	1,533	-	15,326	1,533	9,196	18,391	18,391	-	13,793	-	1,533	-	-	24,522	205,369	312,651
12:00 - 12:30	3,065	-	-	13,793	-	9,196	22,989	4,598	-	10,728	-	1,533	-	-	24,522	222,227	312,651
12:30 - 13:00	1,533	-	-	10,728	-	29,119	15,326	1,533	-	13,793	4,598	1,533	-	-	24,522	209,967	312,651
13:00 - 13:30	-	1,533	-	9,196	1,533	29,119	6,130	3,065	-	10,728	4,598	1,533	-	-	24,522	220,695	312,651
13:30 - 14:00	-	1,533	-	7,663	1,533	-	3,065	1,533	-	9,196	-	-	-	-	24,522	263,608	312,651
14:00 - 14:30	-	-	-	4,598	1,533	-	3,065	1,533	-	7,663	-	-	-	-	24,522	269,738	312,651
14:30 - 15:00	-	1,533	-	4,598	1,533	-	3,065	4,598	-	4,598	-	-	-	-	24,522	268,206	312,651
15:00 - 15:30	-	9,196	-	6,130	1,533	-	3,065	19,924	1,533	4,598	-	3,065	-	-	24,522	239,086	312,651
15:30 - 16:00	-	12,261	-	6,130	6,130	-	3,065	19,924	1,533	4,598	-	6,130	-	-	24,522	228,358	312,651
16:00 - 16:30	1,533	18,391	-	1,533	4,598	1,533	1,533	-	-	1,533	-	16,859	-	-	24,522	240,619	312,651
16:30 - 17:00	-	15,326	-	7,663	4,598	3,065	1,533	1,533	-	1,533	-	22,989	-	-	24,522	229,890	312,651
17:00 - 17:30	-	10,728	-	7,663	1,533	15,326	-	1,533	-	1,533	1,533	10,728	-	-	24,522	237,553	312,651
17:30 - 18:00	-	3,065	-	3,065	1,533	15,326	-	-	-	-	1,533	1,533	-	-	24,522	262,075	312,651
18:00 - 18:30	-	-	-	3,065	1,533	4,598	-	1,533	-	-	-	-	-	-	24,522	277,401	312,651
18:30 - 19:00	-	-	-	1,533	-	-	-	1,533	-	-	-	-	-	-	24,522	285,064	312,651
19:00 - 19:30	-	-	-	-	-	-	-	-	-	-	-	-	-	-	24,522	288,129	312,651
19:30 - 20:00	-	-	-	-	-	-	-	-	-	-	-	-	-	-	24,522	288,129	312,651
20:00 - 20:30	-	-	-	-	-	-	-	-	-	-	-	-	-	-	24,522	288,129	312,651
20:30 - 21:00	-	-	-	-	-	-	-	-	-	-	-	-	-	-	24,522	288,129	312,651
21:00 - 21:30	-	-	-	-	-	-	-	-	-	-	-	-	-	-	24,522	288,129	312,651
21:30 - 22:00	-	-	-	-	-	-	-	-	-	-	-	-	-	-	24,522	288,129	312,651
22:00 - 22:30	-	-	-	-	-	-	-	-	-	-	-	-	-	-	24,522	288,129	312,651
22:30 - 23:00	-	-	-	-	-	-	-	1,533	-	-	-	1,533	-	1,533	24,522	283,532	312,651
23:00 - 23:30	-	-	-	-	-	-	-	1,533	-	-	-	-	-	3,065	24,522	283,532	312,651
23:30 - 00:00	-	-	-	-	-	-	1,533	-	-	-	-	-	-	1,533	24,522	285,064	312,651

<u>**Note I**</u>: *Radio stations not featured in the Table above have a radio listenership of less than 0.4% 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 <u>TUESDAY</u>

- The **most listened to timeband** on Tuesday is 07:00 - 07:30 on **Calypso 101.8** (35,250 Radio Listeners).

- *Table 28 – Q14 – Radio Audience on <u>TUESDAY</u> – by Timeband   (Multiple-Response Q) (n=283,532)*

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 101.8	Campus FM	Magic Malta	Net FM	ONE Radio	Radju Malta	Radju Malta 2	Radju Marija	Smash Radio	Vibe FM	XFM Malta	Foreign Station (any)	Did listen to any radio on the previous day	Did not listen to radio during this timeslot	Total
00:00 - 00:30	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	12,261	271,271	283,532
00:30 - 01:00	-	-	-	1,533	-	-	-	-	-	-	-	-	-	-	-	12,261	269,739	283,532
01:00 - 01:30	-	-	-	1,533	-	-	-	-	-	-	-	-	-	-	-	12,261	269,739	283,532
01:30 - 02:00	-	-	-	1,533	-	-	-	-	-	-	-	-	-	-	-	12,261	269,739	283,532
02:00 - 02:30	-	-	-	1,533	-	-	-	-	-	-	-	-	-	-	-	12,261	269,739	283,532
02:30 - 03:00	-	-	-	1,533	-	-	-	-	-	-	-	-	-	-	-	12,261	269,739	283,532
03:00 - 03:30	-	-	-	1,533	-	-	-	-	-	-	-	-	-	-	-	12,261	269,739	283,532
03:30 - 04:00	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	12,261	271,271	283,532
04:00 - 04:30	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	12,261	271,271	283,532
04:30 - 05:00	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	12,261	271,271	283,532
05:00 - 05:30	1,533	-	-	-	-	-	-	-	-	-	-	-	-	-	-	12,261	269,739	283,532
05:30 - 06:00	6,130	-	-	-	-	-	-	-	-	-	-	-	-	-	-	12,261	265,141	283,532
06:00 - 06:30	6,130	-	-	3,065	-	-	-	1,533	-	-	-	1,533	-	-	-	12,261	259,010	283,532
06:30 - 07:00	6,130	-	3,065	12,261	-	15,326	21,456	16,859	4,598	-	1,533	3,065	4,598	1,533	-	12,261	180,847	283,532
07:00 - 07:30	10,728	27,587	9,196	35,250	-	16,859	30,652	29,120	15,326	-	6,130	3,065	21,456	1,533	1,533	12,261	62,837	283,532
07:30 - 08:00	10,728	15,326	10,728	32,185	-	6,130	29,120	19,924	12,261	-	6,130	-	7,663	1,533	3,065	12,261	116,478	283,532
08:00 - 08:30	6,130	7,663	4,598	26,054	1,533	4,598	19,924	18,391	7,663	-	9,196	-	-	-	-	12,261	165,521	283,532
08:30 - 09:00	4,598	6,130	3,065	22,989	-	4,598	16,859	18,391	7,663	-	9,196	-	-	-	-	12,261	177,782	283,532
09:00 - 09:30	4,598	6,130	1,533	21,456	1,533	3,065	15,326	19,924	7,663	-	9,196	-	-	-	-	12,261	180,847	283,532
09:30 - 10:00	6,130	6,130	1,533	21,456	3,065	1,533	13,793	19,924	7,663	-	6,130	-	-	-	-	12,261	183,913	283,532
10:00 - 10:30	6,130	6,130	1,533	22,989	3,065	-	12,261	19,924	24,522	-	9,196	-	-	-	-	12,261	165,521	283,532
10:30 - 11:00	9,196	6,130	1,533	22,989	3,065	-	7,663	21,456	26,054	-	9,196	-	-	-	-	12,261	163,989	283,532
11:00 - 11:30	7,663	6,130	1,533	22,989	3,065	-	7,663	19,924	26,054	-	9,196	-	-	-	-	12,261	167,054	283,532
11:30 - 12:00	7,663	6,130	1,533	21,456	3,065	-	7,663	18,391	27,587	-	7,663	-	-	-	-	12,261	170,119	283,532
12:00 - 12:30	9,196	-	-	19,924	3,065	-	12,261	18,391	13,793	1,533	7,663	-	-	-	-	12,261	185,445	283,532
12:30 - 13:00	1,533	-	-	13,793	3,065	-	26,054	18,391	9,196	1,533	7,663	-	-	-	-	12,261	190,043	283,532
13:00 - 13:30	-	1,533	1,533	9,196	-	-	22,989	12,261	3,065	-	6,130	-	-	-	-	12,261	214,565	283,532
13:30 - 14:00	-	1,533	1,533	6,130	-	-	3,065	9,196	3,065	-	6,130	-	-	-	-	12,261	240,619	283,532
14:00 - 14:30	-	-	1,533	6,130	-	-	3,065	7,663	3,065	-	6,130	-	-	-	-	12,261	243,684	283,532
14:30 - 15:00	-	-	1,533	6,130	-	-	1,533	7,663	4,598	-	7,663	-	-	-	-	12,261	242,152	283,532
15:00 - 15:30	-	-	1,533	6,130	-	1,533	-	7,663	27,587	-	7,663	-	3,065	-	-	12,261	216,097	283,532
15:30 - 16:00	-	9,196	3,065	4,598	-	3,065	-	9,196	27,587	-	9,196	-	9,196	-	-	12,261	196,173	283,532
16:00 - 16:30	1,533	12,261	1,533	1,533	-	1,533	-	4,598	1,533	-	4,598	-	12,261	-	-	12,261	229,891	283,532
16:30 - 17:00	1,533	3,065	-	-	-	1,533	-	4,598	1,533	-	4,598	-	10,728	-	-	12,261	243,684	283,532
17:00 - 17:30	1,533	-	-	-	-	1,533	7,663	1,533	1,533	-	-	-	-	-	1,533	12,261	255,945	283,532
17:30 - 18:00	1,533	-	-	-	-	-	7,663	1,533	1,533	-	-	-	-	-	-	12,261	259,010	283,532
18:00 - 18:30	1,533	-	1,533	-	-	-	1,533	1,533	1,533	-	-	-	-	-	-	12,261	263,608	283,532
18:30 - 19:00	1,533	-	-	-	-	-	-	1,533	1,533	-	-	-	-	-	-	12,261	266,673	283,532
19:00 - 19:30	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	12,261	271,271	283,532
19:30 - 20:00	-	-	-	-	-	-	-	1,533	-	-	-	-	-	-	-	12,261	269,739	283,532
20:00 - 20:30	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	12,261	271,271	283,532
20:30 - 21:00	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	12,261	271,271	283,532
21:00 - 21:30	-	-	-	-	-	-	1,533	-	-	-	-	-	-	-	-	12,261	269,739	283,532
21:30 - 22:00	-	-	-	-	-	-	1,533	-	-	-	-	-	-	-	-	12,261	269,739	283,532
22:00 - 22:30	-	-	1,533	-	-	-	1,533	-	-	-	-	-	-	-	-	12,261	268,206	283,532
22:30 - 23:00	-	-	1,533	-	-	-	1,533	-	-	-	-	-	-	-	1,533	12,261	266,673	283,532
23:00 - 23:30	-	-	1,533	1,533	-	-	-	-	-	-	-	-	-	-	1,533	12,261	266,673	283,532
23:30 - 00:00	-	-	-	1,533	-	-	-	-	-	-	-	-	-	-	-	12,261	269,739	283,532

<u>*Note I*</u>: *Radio stations not featured in the Table above have a radio listenership of less than 0.4% 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 Tuesday.*

Radio Audience on <u>WEDNESDAY</u>

- The **most listened to timeband** on Wednesday is 07:00 – 07:30 **on Calypso 101.8** (36,782 Radio Listeners).

Table 29 – Q14 – **Radio Audience on <u>WEDNESDAY</u>** *– by Timeband (Multiple-Response Q) (n=304,988)*

<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 101.8	Campus FM	Magic Malta	Net FM	ONE Radio	Radju Malta	Radju Marija	Smash Radio	Vibe FM	XFM Malta	Foreign Station (any)	Did listen to any radio on the previous day	Did not listen to radio during this timeslot	Total
00:00 - 00:30	-	-	-	-	-	-	-	-	-	-	-	-	-	-	39,848	265,140	304,988
00:30 - 01:00	-	-	-	-	-	-	-	1,533	-	-	-	-	-	-	39,848	263,608	304,988
01:00 - 01:30	-	-	-	-	-	-	-	1,533	-	-	-	-	-	-	39,848	263,608	304,988
01:30 - 02:00	-	-	-	-	-	-	-	1,533	-	-	-	-	-	-	39,848	263,608	304,988
02:00 - 02:30	-	-	-	-	-	-	-	1,533	-	-	-	-	-	-	39,848	263,608	304,988
02:30 - 03:00	-	-	-	-	-	-	-	-	-	-	-	-	-	-	39,848	265,140	304,988
03:00 - 03:30	-	-	-	-	-	-	-	-	-	-	-	-	-	-	39,848	265,140	304,988
03:30 - 04:00	-	-	-	-	-	-	-	-	-	-	-	-	-	-	39,848	265,140	304,988
04:00 - 04:30	-	-	-	-	-	-	-	-	-	-	-	-	-	-	39,848	265,140	304,988
04:30 - 05:00	-	-	-	-	-	-	-	-	-	-	-	-	-	-	39,848	265,140	304,988
05:00 - 05:30	4,598	-	-	-	-	-	-	-	-	-	-	-	-	-	39,848	260,543	304,988
05:30 - 06:00	4,598	-	-	-	-	-	-	-	-	-	-	-	-	-	39,848	260,543	304,988
06:00 - 06:30	4,598	1,533	-	1,533	-	3,065	-	3,065	-	1,533	-	-	-	-	39,848	249,814	304,988
06:30 - 07:00	9,196	7,663	1,533	15,326	-	12,261	21,456	15,326	6,130	7,663	-	9,196	3,065	-	39,848	156,326	304,988
07:00 - 07:30	19,924	19,924	3,065	36,782	4,598	13,793	32,185	29,119	13,793	18,391	4,598	13,793	3,065	-	39,848	52,109	304,988
07:30 - 08:00	15,326	13,793	1,533	32,185	3,065	4,598	24,522	19,924	9,196	19,924	4,598	3,065	3,065	-	39,848	110,347	304,988
08:00 - 08:30	10,728	7,663	3,065	26,054	1,533	1,533	16,859	15,326	6,130	19,924	3,065	7,663	-	-	39,848	145,597	304,988
08:30 - 09:00	7,663	7,663	3,065	22,989	1,533	-	15,326	15,326	6,130	16,859	1,533	7,663	-	-	39,848	159,391	304,988
09:00 - 09:30	7,663	6,130	3,065	19,924	1,533	-	13,793	13,793	6,130	16,859	-	4,598	-	-	39,848	171,652	304,988
09:30 - 10:00	6,130	6,130	3,065	19,924	1,533	-	13,793	13,793	7,663	9,196	-	4,598	-	-	39,848	179,315	304,988
10:00 - 10:30	3,065	4,598	3,065	18,391	-	-	13,793	13,793	21,456	12,261	-	4,598	-	-	39,848	170,119	304,988
10:30 - 11:00	3,065	3,065	3,065	16,859	-	-	10,728	13,793	21,456	12,261	-	3,065	-	-	39,848	177,782	304,988
11:00 - 11:30	3,065	3,065	1,533	16,859	-	-	10,728	13,793	21,456	10,728	-	3,065	-	-	39,848	180,847	304,988
11:30 - 12:00	3,065	3,065	1,533	16,859	-	-	10,728	13,793	21,456	10,728	-	3,065	-	-	39,848	180,847	304,988
12:00 - 12:30	1,533	1,533	-	15,326	-	-	10,728	16,859	7,663	7,663	-	1,533	-	-	39,848	202,304	304,988
12:30 - 13:00	-	-	-	12,261	-	-	24,522	16,859	3,065	4,598	-	1,533	-	-	39,848	202,304	304,988
13:00 - 13:30	-	-	-	9,196	-	-	22,989	9,196	1,533	4,598	-	1,533	-	-	39,848	216,097	304,988
13:30 - 14:00	-	-	-	9,196	-	-	1,533	6,130	3,065	4,598	-	1,533	-	-	39,848	239,086	304,988
14:00 - 14:30	-	-	-	7,663	-	-	1,533	6,130	3,065	4,598	-	1,533	-	-	39,848	240,619	304,988
14:30 - 15:00	-	-	-	6,130	1,533	1,533	-	6,130	6,130	4,598	-	1,533	-	-	39,848	237,553	304,988
15:00 - 15:30	-	-	-	9,196	-	3,065	-	4,598	21,456	3,065	-	3,065	-	-	39,848	220,695	304,988
15:30 - 16:00	3,065	10,728	-	13,793	-	3,065	-	4,598	19,924	3,065	1,533	7,663	-	-	39,848	197,706	304,988
16:00 - 16:30	3,065	12,261	1,533	7,663	3,065	1,533	1,533	1,533	3,065	-	-	9,196	-	-	39,848	220,695	304,988
16:30 - 17:00	3,065	6,130	-	4,598	1,533	1,533	1,533	1,533	3,065	-	-	9,196	-	-	39,848	232,956	304,988
17:00 - 17:30	-	-	-	3,065	-	-	3,065	-	1,533	-	-	4,598	-	-	39,848	252,879	304,988
17:30 - 18:00	-	1,533	-	3,065	-	-	3,065	-	1,533	-	-	1,533	-	-	39,848	254,412	304,988
18:00 - 18:30	3,065	1,533	-	3,065	-	-	1,533	-	-	-	-	1,533	-	-	39,848	254,412	304,988
18:30 - 19:00	3,065	-	-	-	-	-	-	-	-	-	-	1,533	-	-	39,848	260,543	304,988
19:00 - 19:30	-	-	-	-	-	-	-	-	-	-	-	1,533	-	-	39,848	263,608	304,988
19:30 - 20:00	-	-	-	-	-	-	-	-	-	-	-	-	-	-	39,848	265,140	304,988
20:00 - 20:30	-	-	-	-	-	-	-	-	-	-	-	-	-	-	39,848	265,140	304,988
20:30 - 21:00	-	-	-	-	-	-	-	-	-	-	-	-	-	-	39,848	265,140	304,988
21:00 - 21:30	-	-	-	-	-	-	-	-	-	-	-	-	-	-	39,848	265,140	304,988
21:30 - 22:00	-	-	-	-	-	-	-	-	-	-	-	-	-	-	39,848	265,140	304,988
22:00 - 22:30	-	-	3,065	-	-	-	-	-	-	-	-	-	-	-	39,848	262,075	304,988
22:30 - 23:00	-	-	3,065	-	-	-	-	-	-	-	-	-	-	-	39,848	262,075	304,988
23:00 - 23:30	-	-	3,065	-	-	-	-	-	-	-	-	-	-	1,533	39,848	260,543	304,988
23:30 - 00:00	-	-	1,533	-	-	-	-	-	-	-	-	-	-	1,533	39,848	262,075	304,988

<u>**Note I**</u>: *Radio stations not featured in the Table above have a radio listenership of less than 0.4% 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 07:00 – 07:30 on **ONE Radio** (29,119 Radio Listeners).

Table 30 – Q14 – Radio Audience on __THURSDAY__ – by Timeband   (Multiple-Response Q) (n=298,858)

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

	103	Bay	Bay Easy	Calypso 101.8	Campus FM	Magic Malta	Net FM	ONE Radio	Radju Malta	Radju Marija	Smash Radio	Vibe FM	Did listen to any radio on the previous day	Did not listen to radio during this timeslot	Total
00:00 - 00:30	-	-	-	-	-	-	-	-	-	-	-	-	55,174	243,684	298,858
00:30 - 01:00	-	-	-	-	-	-	-	-	-	-	-	-	55,174	243,684	298,858
01:00 - 01:30	-	-	-	-	-	-	-	-	-	-	-	-	55,174	243,684	298,858
01:30 - 02:00	-	-	-	-	-	-	-	-	-	-	-	-	55,174	243,684	298,858
02:00 - 02:30	-	-	-	-	-	-	-	-	-	-	-	-	55,174	243,684	298,858
02:30 - 03:00	-	-	-	-	-	-	-	-	-	-	-	-	55,174	243,684	298,858
03:00 - 03:30	-	-	-	-	-	-	-	-	-	-	-	-	55,174	243,684	298,858
03:30 - 04:00	-	-	-	-	-	-	-	-	-	-	-	-	55,174	243,684	298,858
04:00 - 04:30	-	-	-	-	-	-	-	-	-	-	-	-	55,174	243,684	298,858
04:30 - 05:00	-	-	-	-	-	-	-	-	-	-	-	-	55,174	243,684	298,858
05:00 - 05:30	1,533	-	-	-	-	-	-	-	-	-	-	-	55,174	242,152	298,858
05:30 - 06:00	3,065	-	-	-	-	-	-	-	1,533	-	-	-	55,174	239,086	298,858
06:00 - 06:30	4,598	1,533	-	1,533	-	1,533	1,533	-	-	3,065	-	1,533	55,174	228,358	298,858
06:30 - 07:00	4,598	13,793	-	4,598	-	16,859	13,793	6,130	6,130	4,598	-	10,728	55,174	162,456	298,858
07:00 - 07:30	9,196	21,456	-	24,522	-	22,989	27,587	29,119	10,728	12,261	-	19,924	55,174	65,902	298,858
07:30 - 08:00	9,196	16,859	1,533	24,522	-	12,261	27,587	27,587	9,196	12,261	1,533	10,728	55,174	90,424	298,858
08:00 - 08:30	7,663	9,196	-	21,456	1,533	3,065	26,054	13,793	6,130	12,261	3,065	6,130	55,174	133,337	298,858
08:30 - 09:00	7,663	9,196	-	19,924	1,533	1,533	24,522	16,859	4,598	10,728	1,533	7,663	55,174	137,934	298,858
09:00 - 09:30	6,130	7,663	-	19,924	-	-	22,989	16,859	4,598	6,130	1,533	7,663	55,174	150,195	298,858
09:30 - 10:00	6,130	6,130	-	19,924	-	-	22,989	15,326	4,598	6,130	1,533	4,598	55,174	156,326	298,858
10:00 - 10:30	6,130	6,130	-	19,924	-	-	22,989	15,326	19,924	4,598	1,533	1,533	55,174	145,597	298,858
10:30 - 11:00	6,130	4,598	-	19,924	-	-	15,326	15,326	19,924	4,598	1,533	1,533	55,174	154,793	298,858
11:00 - 11:30	6,130	4,598	-	19,924	-	-	13,793	16,859	19,924	4,598	1,533	-	55,174	156,326	298,858
11:30 - 12:00	6,130	4,598	-	19,924	-	-	13,793	15,326	19,924	4,598	1,533	-	55,174	157,858	298,858
12:00 - 12:30	6,130	1,533	-	18,391	-	-	18,391	16,859	9,196	6,130	1,533	-	55,174	165,521	298,858
12:30 - 13:00	1,533	-	-	15,326	-	-	26,054	21,456	4,598	3,065	6,130	-	55,174	165,521	298,858
13:00 - 13:30	1,533	-	1,533	15,326	-	-	22,989	9,196	1,533	3,065	6,130	-	55,174	182,380	298,858
13:30 - 14:00	1,533	-	1,533	12,261	-	-	7,663	6,130	1,533	3,065	1,533	-	55,174	208,434	298,858
14:00 - 14:30	1,533	-	1,533	12,261	-	-	6,130	3,065	1,533	-	1,533	-	55,174	216,097	298,858
14:30 - 15:00	1,533	-	1,533	10,728	-	-	3,065	3,065	3,065	-	-	-	55,174	220,695	298,858
15:00 - 15:30	-	3,065	1,533	10,728	-	-	1,533	4,598	15,326	-	-	-	55,174	206,902	298,858
15:30 - 16:00	-	7,663	1,533	12,261	-	7,663	3,065	6,130	15,326	-	-	9,196	55,174	180,847	298,858
16:00 - 16:30	-	9,196	1,533	4,598	-	12,261	1,533	1,533	1,533	-	-	12,261	55,174	199,239	298,858
16:30 - 17:00	-	4,598	1,533	1,533	-	4,598	1,533	-	1,533	-	-	10,728	55,174	217,630	298,858
17:00 - 17:30	-	-	-	3,065	-	-	6,130	-	1,533	-	-	6,130	55,174	226,826	298,858
17:30 - 18:00	-	1,533	-	-	-	-	6,130	-	1,533	-	-	4,598	55,174	229,891	298,858
18:00 - 18:30	-	-	-	-	-	-	3,065	-	1,533	-	-	1,533	55,174	237,554	298,858
18:30 - 19:00	-	-	-	-	-	-	-	-	-	-	-	-	55,174	243,684	298,858
19:00 - 19:30	-	-	-	-	-	-	-	-	-	-	-	1,533	55,174	242,152	298,858
19:30 - 20:00	-	-	-	-	-	-	-	-	-	-	-	1,533	55,174	242,152	298,858
20:00 - 20:30	-	3,065	-	-	-	-	-	-	-	-	-	1,533	55,174	239,086	298,858
20:30 - 21:00	-	3,065	-	-	-	-	-	-	-	-	-	1,533	55,174	239,086	298,858
21:00 - 21:30	-	-	-	-	-	-	-	-	-	-	-	-	55,174	243,684	298,858
21:30 - 22:00	-	-	-	-	-	-	-	-	-	-	-	-	55,174	243,684	298,858
22:00 - 22:30	-	1,533	-	-	-	-	-	-	-	-	-	-	55,174	242,152	298,858
22:30 - 23:00	-	1,533	-	-	-	-	-	-	-	-	-	-	55,174	242,152	298,858
23:00 - 23:30	-	1,533	-	-	-	-	-	-	-	-	-	-	55,174	242,152	298,858
23:30 - 00:00	-	-	-	-	-	-	-	-	-	-	-	-	55,174	243,684	298,858

__Note I__: Radio stations not featured in the Table above have a radio listenership of less than 0.4% 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 Thursday.

Radio Audience on **FRIDAY**

✓ The **most listened to timeband** on Friday is 07:30-08:00 on **ONE Radio** (27,587 Radio Listeners).

*Table 31 – Q14 – **Radio Audience on FRIDAY** – by Timeband   (Multiple-Response Q) (n=288,129)*
<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	Bay Easy	Calypso 101.8	Campus FM	Magic Malta	Net FM	ONE Radio	Radju Malta	Radju Malta 2	Radju Marija	Smash Radio	Vibe FM	Foreign Station (any)	Did listen to any radio on the previous day	Did not listen to radio during this timeslot	Total
00:00 - 00:30	-	-	-	-	-	-	-	-	-	-	-	-	-	-	41,380	246,749	288,129
00:30 - 01:00	-	-	-	-	-	-	-	-	-	-	-	-	-	-	41,380	246,749	288,129
01:00 - 01:30	-	-	-	-	-	-	-	-	-	-	-	-	-	-	41,380	246,749	288,129
01:30 - 02:00	-	-	-	-	-	-	-	-	-	-	-	-	-	-	41,380	246,749	288,129
02:00 - 02:30	-	-	-	-	-	-	-	-	-	-	-	-	-	-	41,380	246,749	288,129
02:30 - 03:00	-	-	-	-	-	-	-	-	-	-	-	-	-	-	41,380	246,749	288,129
03:00 - 03:30	-	-	-	-	-	-	-	-	-	-	-	-	-	-	41,380	246,749	288,129
03:30 - 04:00	-	-	-	-	-	-	-	-	-	-	-	-	-	-	41,380	246,749	288,129
04:00 - 04:30	-	-	-	-	-	-	-	-	-	-	-	-	-	-	41,380	246,749	288,129
04:30 - 05:00	-	-	-	-	-	-	-	-	-	-	-	-	-	-	41,380	246,749	288,129
05:00 - 05:30	3,065	1,533	-	-	-	-	-	1,533	-	-	-	-	-	-	41,380	240,618	288,129
05:30 - 06:00	3,065	-	-	-	-	-	-	3,065	-	-	-	-	-	-	41,380	240,618	288,129
06:00 - 06:30	3,065	1,533	-	3,065	-	-	-	3,065	3,065	-	-	-	3,065	-	41,380	229,890	288,129
06:30 - 07:00	3,065	10,728	-	4,598	-	10,728	10,728	9,196	9,196	-	-	-	4,598	-	41,380	183,912	288,129
07:00 - 07:30	7,663	26,054	1,533	15,326	-	22,989	24,522	26,054	13,793	1,533	13,793	4,598	18,391	-	41,380	70,500	288,129
07:30 - 08:00	6,130	21,456	1,533	16,859	-	13,793	24,522	27,587	7,663	1,533	15,326	4,598	16,859	-	41,380	88,891	288,129
08:00 - 08:30	7,663	7,663	3,065	12,261	1,533	1,533	22,989	18,391	6,130	1,533	15,326	1,533	7,663	-	41,380	139,467	288,129
08:30 - 09:00	7,663	6,130	3,065	13,793	1,533	1,533	19,924	16,859	6,130	1,533	13,793	1,533	4,598	-	41,380	148,662	288,129
09:00 - 09:30	6,130	6,130	3,065	15,326	-	-	18,391	19,924	6,130	1,533	9,196	1,533	4,598	-	41,380	154,793	288,129
09:30 - 10:00	6,130	6,130	3,065	12,261	-	1,533	16,859	19,924	4,598	1,533	7,663	1,533	4,598	-	41,380	160,923	288,129
10:00 - 10:30	6,130	6,130	1,533	15,326	-	-	16,859	18,391	6,130	1,533	7,663	3,065	4,598	-	41,380	159,391	288,129
10:30 - 11:00	6,130	6,130	1,533	15,326	-	-	10,728	18,391	6,130	-	7,663	3,065	4,598	-	41,380	167,054	288,129
11:00 - 11:30	4,598	6,130	1,533	15,326	-	-	10,728	18,391	7,663	-	7,663	1,533	3,065	-	41,380	170,119	288,129
11:30 - 12:00	4,598	6,130	1,533	15,326	-	-	10,728	18,391	7,663	-	7,663	1,533	3,065	1,533	41,380	168,586	288,129
12:00 - 12:30	4,598	3,065	-	10,728	-	-	9,196	19,924	-	-	1,533	1,533	1,533	-	41,380	194,640	288,129
12:30 - 13:00	3,065	3,065	-	12,261	1,533	-	15,326	21,456	1,533	-	-	3,065	1,533	-	41,380	183,912	288,129
13:00 - 13:30	1,533	3,065	-	7,663	1,533	-	15,326	12,261	-	-	1,533	1,533	-	-	41,380	202,303	288,129
13:30 - 14:00	1,533	3,065	-	7,663	1,533	-	1,533	7,663	-	-	1,533	-	1,533	-	41,380	220,695	288,129
14:00 - 14:30	-	4,598	-	7,663	1,533	-	1,533	7,663	-	-	1,533	-	1,533	-	41,380	220,695	288,129
14:30 - 15:00	-	3,065	-	6,130	1,533	-	-	7,663	-	-	1,533	-	-	-	41,380	226,825	288,129
15:00 - 15:30	1,533	3,065	-	6,130	1,533	-	-	7,663	10,728	-	1,533	-	3,065	-	41,380	211,499	288,129
15:30 - 16:00	3,065	19,924	-	7,663	1,533	9,196	1,533	6,130	10,728	-	1,533	-	9,196	-	41,380	176,249	288,129
16:00 - 16:30	4,598	12,261	-	1,533	-	6,130	1,533	3,065	4,598	-	-	-	6,130	-	41,380	206,901	288,129
16:30 - 17:00	1,533	3,065	1,533	-	-	1,533	1,533	3,065	6,130	-	-	-	6,130	-	41,380	222,227	288,129
17:00 - 17:30	-	1,533	1,533	-	-	-	1,533	-	1,533	-	-	-	1,533	-	41,380	239,086	288,129
17:30 - 18:00	-	3,065	1,533	-	-	-	1,533	-	1,533	-	-	-	1,533	-	41,380	237,553	288,129
18:00 - 18:30	-	3,065	-	-	-	1,533	-	-	-	-	-	-	1,533	-	41,380	240,618	288,129
18:30 - 19:00	-	3,065	-	1,533	-	-	-	-	-	-	-	-	-	-	41,380	242,151	288,129
19:00 - 19:30	-	-	-	1,533	-	-	-	-	-	-	-	-	-	-	41,380	245,216	288,129
19:30 - 20:00	-	-	-	4,598	-	-	-	4,598	-	-	-	-	1,533	-	41,380	236,021	288,129
20:00 - 20:30	-	-	-	4,598	-	-	-	3,065	-	-	-	-	1,533	-	41,380	237,553	288,129
20:30 - 21:00	-	-	-	3,065	-	-	-	-	-	-	-	-	-	-	41,380	243,684	288,129
21:00 - 21:30	-	-	-	3,065	-	-	-	-	-	-	-	-	-	-	41,380	243,684	288,129
21:30 - 22:00	-	-	1,533	1,533	-	-	-	-	-	-	-	-	-	-	41,380	243,684	288,129
22:00 - 22:30	-	-	1,533	1,533	-	-	-	-	-	-	-	-	-	-	41,380	243,684	288,129
22:30 - 23:00	-	-	1,533	-	-	-	-	-	-	-	-	-	-	-	41,380	245,216	288,129
23:00 - 23:30	-	-	3,065	-	-	-	-	-	-	-	1,533	-	-	-	41,380	242,151	288,129
23:30 - 00:00	-	-	1,533	-	-	-	-	-	-	-	1,533	-	-	-	41,380	243,684	288,129

<u>Note I</u>: Radio stations not featured in the Table above have a radio listenership of less than 0.4% 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 09:00 – 09:30, 09:30 – 10:00 and 10:00-10:30 on **ONE Radio** (27,587 Radio Listeners).

Table 32 – Q14 – Radio Audience on <u>SATURDAY</u> – by Timeband   (Multiple-Response Q) (n=254,412)
<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 101.8	Magic Malta	Net FM	ONE Radio	Radju Malta	Radju Marija	Vibe FM	Foreign Station (any)	Did listen to any radio on the previous day	Did not listen to radio during this timeslot	Total
00:00 - 00:30	-	-	-	-	-	-	-	-	-	-	-	75,098	179,314	254,412
00:30 - 01:00	-	-	-	-	-	-	-	-	-	-	-	75,098	179,314	254,412
01:00 - 01:30	-	-	-	-	-	-	-	-	-	-	-	75,098	179,314	254,412
01:30 - 02:00	-	-	-	-	-	-	-	-	-	-	-	75,098	179,314	254,412
02:00 - 02:30	-	-	-	-	-	-	-	-	-	-	-	75,098	179,314	254,412
02:30 - 03:00	-	-	-	-	-	-	-	-	-	-	-	75,098	179,314	254,412
03:00 - 03:30	-	-	-	-	-	-	-	-	-	-	-	75,098	179,314	254,412
03:30 - 04:00	-	-	-	-	-	-	-	-	-	-	-	75,098	179,314	254,412
04:00 - 04:30	-	-	-	-	-	-	-	-	-	-	-	75,098	179,314	254,412
04:30 - 05:00	-	-	-	-	-	-	-	-	-	-	-	75,098	179,314	254,412
05:00 - 05:30	-	1,533	-	3,065	-	-	-	-	-	-	-	75,098	174,717	254,412
05:30 - 06:00	-	-	-	3,065	-	-	-	-	-	-	-	75,098	176,249	254,412
06:00 - 06:30	-	-	-	4,598	-	1,533	1,533	-	-	-	-	75,098	171,651	254,412
06:30 - 07:00	-	-	-	4,598	-	-	1,533	-	-	1,533	-	75,098	171,651	254,412
07:00 - 07:30	-	-	-	7,663	-	1,533	10,728	3,065	3,065	3,065	-	75,098	150,195	254,412
07:30 - 08:00	-	1,533	-	7,663	-	1,533	12,261	3,065	3,065	4,598	-	75,098	145,597	254,412
08:00 - 08:30	6,130	6,130	1,533	18,391	-	7,663	24,522	15,326	1,533	4,598	1,533	75,098	91,956	254,412
08:30 - 09:00	6,130	3,065	1,533	18,391	-	9,196	22,989	13,793	1,533	3,065	1,533	75,098	98,087	254,412
09:00 - 09:30	13,793	9,196	1,533	16,859	-	9,196	27,587	16,859	1,533	10,728	3,065	75,098	68,967	254,412
09:30 - 10:00	16,859	9,196	1,533	16,859	-	9,196	27,587	18,391	1,533	15,326	3,065	75,098	59,771	254,412
10:00 - 10:30	19,924	7,663	1,533	16,859	1,533	9,196	27,587	18,391	1,533	16,859	3,065	75,098	55,174	254,412
10:30 - 11:00	19,924	7,663	1,533	18,391	1,533	9,196	26,054	18,391	-	15,326	1,533	75,098	59,771	254,412
11:00 - 11:30	19,924	7,663	1,533	18,391	1,533	9,196	24,522	18,391	1,533	13,793	1,533	75,098	61,304	254,412
11:30 - 12:00	19,924	6,130	1,533	16,859	-	9,196	24,522	16,859	1,533	13,793	1,533	75,098	67,435	254,412
12:00 - 12:30	-	1,533	-	15,326	-	7,663	19,924	13,793	4,598	4,598	-	75,098	111,880	254,412
12:30 - 13:00	-	1,533	-	10,728	-	9,196	19,924	4,598	4,598	1,533	-	75,098	127,206	254,412
13:00 - 13:30	-	-	-	6,130	-	10,728	10,728	3,065	4,598	-	-	75,098	144,065	254,412
13:30 - 14:00	1,533	1,533	-	6,130	-	9,196	7,663	-	6,130	-	-	75,098	147,130	254,412
14:00 - 14:30	-	3,065	-	6,130	-	9,196	6,130	-	6,130	1,533	-	75,098	147,130	254,412
14:30 - 15:00	-	-	-	6,130	-	9,196	9,196	-	4,598	1,533	-	75,098	148,662	254,412
15:00 - 15:30	-	1,533	-	6,130	-	9,196	9,196	1,533	3,065	6,130	-	75,098	142,532	254,412
15:30 - 16:00	-	-	-	6,130	-	9,196	9,196	1,533	1,533	4,598	-	75,098	147,130	254,412
16:00 - 16:30	-	1,533	-	-	-	3,065	7,663	3,065	-	3,065	-	75,098	160,923	254,412
16:30 - 17:00	-	-	-	-	-	1,533	7,663	3,065	-	1,533	-	75,098	165,521	254,412
17:00 - 17:30	-	-	-	-	-	1,533	3,065	3,065	-	-	-	75,098	171,651	254,412
17:30 - 18:00	-	-	-	-	-	1,533	1,533	3,065	-	-	-	75,098	173,184	254,412
18:00 - 18:30	-	1,533	-	-	-	1,533	-	1,533	-	-	-	75,098	174,717	254,412
18:30 - 19:00	-	-	-	-	-	1,533	-	1,533	-	-	-	75,098	176,249	254,412
19:00 - 19:30	-	-	-	-	-	-	-	-	-	-	-	75,098	179,314	254,412
19:30 - 20:00	-	-	-	-	-	-	-	-	-	-	-	75,098	179,314	254,412
20:00 - 20:30	-	-	-	1,533	-	-	-	-	-	-	-	75,098	177,782	254,412
20:30 - 21:00	-	-	-	1,533	-	-	-	-	-	-	-	75,098	177,782	254,412
21:00 - 21:30	-	-	-	3,065	-	-	-	-	-	-	1,533	75,098	174,717	254,412
21:30 - 22:00	-	-	-	3,065	-	-	-	-	-	-	1,533	75,098	174,717	254,412
22:00 - 22:30	-	-	-	3,065	-	-	-	-	-	-	1,533	75,098	174,717	254,412
22:30 - 23:00	-	-	-	3,065	-	-	-	-	-	-	-	75,098	176,249	254,412
23:00 - 23:30	-	-	-	3,065	-	-	-	-	-	-	-	75,098	176,249	254,412
23:30 - 00:00	-	-	-	1,533	-	-	-	-	-	-	-	75,098	177,782	254,412

<u>Note I</u>: *Radio stations not featured in the Table above have a radio listenership of less than 0.4% 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.

Highest Daily Average Radio Audience Shares

• The highest population **daily average audience shares** were obtained by **Radju Marija, NET FM, Calypso 101.8 and ONE Radio** on various weekdays, namely (average daily audience shares in figures and percentages):

- **Radju Marija:** Sunday: 5,875 (18%)

- **NET FM:** Monday: 6,290 (16%) and Thursday: 7,088 (20%)

- **Calypso 101.8:** Tuesday: 7,312 (19%) and Wednesday: 7,248 (20%)

- **ONE Radio:** Friday: 6,737 (20%) and Saturday: 7,152 (25%)

Highest Weekly Average Radio Audience Shares

• The local radio station with **the highest weekly average percentage audience share** is **Calypso 101.8** standing at 18%, followed by **ONE Radio** (17%) and **NET FM** (14%).

Research Findings in Detail

Tables below illustrate details on the above research findings.

Table 32A - Q14 – RADIO - <u>Population Average</u> Audience Share By Weekday and By Station

	103	Bay	Bay Easy	Calypso 101.8	Campus FM	Magic Malta	Net FM	ONE Radio	Radju Malta	Radju Malta 2	Radju Marija	Smash Radio	Vibe FM	XFM Malta	Foreign Station (any)
Sunday	1,565	5,045	1,213	5,524	575	415	2,331	4,949	2,650	0	5,875	0	2,714	0	128
Monday	1,565	4,598	32	6,162	0	2,682	6,290	5,077	4,406	64	5,300	479	3,193	96	160
Tuesday	2,363	2,522	1,213	7,312	511	1,277	5,715	6,897	5,588	64	3,129	160	1,437	96	192
Wednesday	2,490	2,459	830	7,248	415	958	5,332	5,428	4,502	0	4,023	319	2,363	192	64
Thursday	2,043	3,001	287	6,929	64	1,724	7,088	5,428	3,895	0	2,107	671	2,554	0	0
Friday	2,012	3,768	734	5,077	287	1,469	4,949	6,737	2,522	224	2,490	639	2,459	0	32
Saturday	2,586	1,501	255	5,300	0	96	3,353	7,152	3,800	0	1,086	0	2,650	0	447

Table 32B - Q14 – RADIO – <u>Percentage Average</u> Audience Share By Weekday and By Station

Column1	103	Bay	Bay Easy	Calypso 101.8	Campus FM	Magic Malta	Net FM	ONE Radio	Radju Malta	Radju Malta 2	Radju Marija	Smash Radio	Vibe FM	XFM Malta	Foreign Station (any)
Sunday	5%	15%	4%	17%	2%	1%	7%	15%	8%	0%	18%	0%	8%	0%	0%
Monday	4%	11%	0%	15%	0%	7%	16%	13%	11%	0%	13%	1%	8%	0%	0%
Tuesday	6%	7%	3%	19%	1%	3%	15%	18%	15%	0%	8%	0%	4%	0%	0%
Wednesday	7%	7%	2%	20%	1%	3%	15%	15%	12%	0%	11%	1%	6%	1%	0%
Thursday	6%	8%	1%	19%	0%	5%	20%	15%	11%	0%	6%	2%	7%	0%	0%
Friday	6%	11%	2%	15%	1%	4%	15%	20%	8%	1%	7%	2%	7%	0%	0%
Saturday	**9%**	5%	1%	19%	0%	0%	12%	25%	13%	0%	4%	0%	9%	0%	2%
Average	**6%**	9%	1.87%	18%	1%	3%	14%	17%	11%	0.14%	10%	1%	7%	0.14%	0.45%

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]

- 98.8% of all radio listeners **did not listen to any local radio programmes on demand** during the previous 7 days.

- Whilst the remaining 1.2% recalled **having listened to, at least, one local radio programme on demand/catch-up** during the previous 7 days. These radio listeners were given the possibility of mentioning up to 3 local radio programmes they watched on demand/catch-up during the previous 7 days. Of these 1.2%, 43% listened to 103's *Andrew Azzopardi on 103* on demand.

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=1351)

Counts Break % Respondents	Total	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	1351	114	248	241	196	187	177	188	680	671
No	1335 98.8%	114 100.0%	247 99.6%	237 98.3%	193 98.5%	185 98.9%	172 97.2%	187 99.5%	671 98.7%	664 99.0%
Yes	16 1.2%	- -	1 0.4%	4 1.7%	3 1.5%	2 1.1%	5 2.8%	1 0.5%	9 1.3%	7 1.0%

Table 33.3 – Q15a – Local programmes listened to on demand in the previous 7 days – by Age & Gender (Multiple-Response Q) (n=16)

Counts Break % Respondents	Total	Age						Gender	
		21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	16	1	4	3	2	5	1	9	7
Andrew Azzopardi on 103	7 43.8%	- -	2 50.0%	2 66.7%	1 50.0%	2 40.0%	- -	4 44.4%	3 42.9%
Il-Polz tac-Cittadin (Tonio Bonello)	3 18.8%	- -	1 25.0%	- -	- -	2 40.0%	- -	3 33.3%	- -
Bay Breakfast with Daniel & Ylenia	2 12.5%	1 100.0%	- -	- -	- -	1 20.0%	- -	1 11.1%	1 14.3%
Bongu Calypso ma' Twanny Scerri	1 6.3%	- -	- -	- -	1 50.0%	- -	- -	- -	1 14.3%
Bongu Kafe ma' Joe Julian	1 6.3%	- -	- -	1 33.3%	- -	- -	- -	- -	1 14.3%
Linja Diretta (Manuel Cuschieri)	1 6.3%	- -	- -	- -	- -	- -	1 100.0%	1 11.1%	- -
The Morning Vibe with Abel, JD & Martina	1 6.3%	- -	1 25.0%	- -	- -	- -	- -	- -	1 14.3%
Kuntatt	1 6.3%	- -	- -	- -	- -	1 20.0%	- -	- -	1 14.3%

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

- 97% 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.

- 15.3% listen to radio via live streaming on **mobile, tablet, laptop, PC,** largely by the younger age cohorts (12-30 yrs).

- 7.3% 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

Table 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=1351)
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	1351	114	248	241	196	187	177	188	680	671
Radio set (at home, office, in car)	1311 97.0%	102 89.5%	244 98.4%	236 97.9%	192 98.0%	182 97.3%	171 96.6%	184 97.9%	665 97.8%	646 96.3%
Other [Streaming on laptop/computer/mobile or tablet]	207 15.3%	52 45.6%	61 24.6%	43 17.8%	30 15.3%	15 8.0%	3 1.7%	3 1.6%	117 17.2%	90 13.4%
DAB+	98 7.3%	20 17.5%	15 6.0%	24 10.0%	15 7.7%	4 2.1%	15 8.5%	5 2.7%	58 8.5%	40 6.0%
TV set	9 0.7%	- -	- -	- -	1 0.5%	2 1.1%	2 1.1%	4 2.1%	4 0.6%	5 0.7%

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 98.

   ⬩   The most listened to local radio stations on DAB+ are **Bay** (68.4%), **Vibe FM** (58.2%) and **Bay Easy** (41.8%).

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=98)
<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	98	20	15	24	15	4	15	5	58	40
Bay 89.7	67 68.4%	20 100.0%	15 100.0%	19 79.2%	13 86.7%	- -	- -	- -	43 74.1%	24 60.0%
Vibe FM	57 58.2%	18 90.0%	14 93.3%	16 66.7%	9 60.0%	- -	- -	- -	36 62.1%	21 52.5%
Bay Easy	41 41.8%	17 85.0%	8 53.3%	12 50.0%	4 26.7%	- -	- -	- -	21 36.2%	20 50.0%
Magic Malta	22 22.4%	11 55.0%	6 40.0%	3 12.5%	- -	- -	2 13.3%	- -	15 25.9%	7 17.5%
Radju Malta	9 9.2%	1 5.0%	- -	- -	1 6.7%	2 50.0%	2 13.3%	3 60.0%	6 10.3%	3 7.5%
ONE Radio	8 8.2%	- -	1 6.7%	1 4.2%	1 6.7%	1 25.0%	4 26.7%	- -	3 5.2%	5 12.5%
Net FM	7 7.1%	2 10.0%	1 6.7%	1 4.2%	1 6.7%	- -	2 13.3%	- -	3 5.2%	4 10.0%
Smooth Radio	7 7.1%	4 20.0%	1 6.7%	1 4.2%	- -	- -	1 6.7%	- -	3 5.2%	4 10.0%
Foreign stations (various)	6 6.1%	- -	- -	- -	1 6.7%	- -	2 13.3%	3 60.0%	5 8.6%	1 2.5%
Radju Malta 2	3 3.1%	- -	- -	- -	- -	1 25.0%	1 6.7%	1 20.0%	1 1.7%	2 5.0%
Campus FM	2 2.0%	- -	- -	- -	- -	- -	1 6.7%	1 20.0%	2 3.4%	- -
Smash Radio	2 2.0%	- -	1 6.7%	- -	- -	1 25.0%	- -	- -	1 1.7%	1 2.5%
XFM Malta	2 2.0%	- -	- -	- -	1 6.7%	1 25.0%	- -	- -	- -	2 5.0%
All Rock HD	1 1.0%	1 5.0%	- -	- -	- -	- -	- -	- -	1 1.7%	- -
Radju Marija	1 1.0%	- -	- -	- -	- -	- -	1 6.7%	- -	- -	1 2.5%
103 (Malta's Heart)	1 1.0%	- -	- -	1 4.2%	- -	- -	- -	- -	1 1.7%	- -

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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 (May 2023).

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 repetitive playlists
- ✓ more modern music

21-30 yrs
- ✓ **note:** most radio listener respondents gave a 'none/don't know' response
- ✓ less advert commercials
- ✓ less repetitive playlists
- ✓ more varied music programme mix
- ✓ more trained and professional presenters

31-40 yrs
- ✓ **note:** most radio listener respondents gave a 'none/don't know' response
- ✓ less advert commercials
- ✓ more varied music programme mix
- ✓ better quality on-demand programming (e.g. frequent freezing)
- ✓ more professional presenters
- ✓ less politically biased new bulletins

41-50 yrs
- ✓ **note:** most radio listener respondents gave a 'none/don't know' response
- ✓ less advert commercials
- ✓ less repetitive playlists
- ✓ more varied music programme mix
- ✓ more classical music programmes
- ✓ more Maltese music programmes

51-60 yrs
- ✓ **note:** most radio listener respondents gave a 'none/don't know' response
- ✓ less advert commercials
- ✓ less repetitive playlists
- ✓ more music, less talk
- ✓ more varied music programme mix
- ✓ more Maltese music programmes

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- ✓ more local feast band march music programmes
- ✓ more educational programmes
- ✓ more discussion programmes
- ✓ less politically biased discussion programmes
- ✓ more professional presenters with better Maltese diction

61-70 yrs
- ✓ **note:** most radio listener respondents gave a 'none/don't know' response
- ✓ less advert commercials
- ✓ more varied music programme mix
- ✓ more discussion/educational programmes with phone-ins
- ✓ more oldies music programmes
- ✓ more Maltese music programmes
- ✓ more '*qari bil-Malti*' programmes
- ✓ more discussion programmes but less politics
- ✓ more documentaries

71+ yrs
- ✓ **note:** most radio listener respondents gave a 'none/don't know' response
- ✓ less advert commercials
- ✓ more religious programmes
- ✓ more radio drama
- ✓ more Maltese music programmes
- ✓ radio presenters should use better Maltese diction
- ✓ more documentaries

10. ONLINE VIEWERSHIP – FINDINGS

10.1 Introduction

✓ 80.4% of all Maltese residents **do not watch any Maltese programmes that are solely produced for online portals**.

✓ The remaining 19.6% **do watch online Maltese programmes.**

Research Findings in Detail

Exhibits/tables below illustrate details on the above research findings.

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Exhibit 5 – Q18 - Online viewers/non viewers
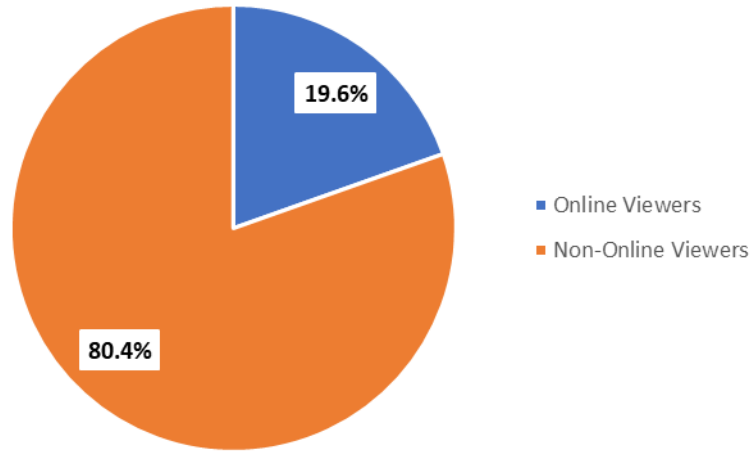
Table 36 – Q18 - Online viewers/non viewers – by Age & Gender

Counts Break % Respondents	Total	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	2100	196	387	380	305	271	277	284	1081	1019
No	1688 80.4%	134 68.4%	299 77.3%	302 79.5%	243 79.7%	219 80.8%	233 84.1%	258 90.8%	872 80.7%	816 80.1%
Yes	412 19.6%	62 31.6%	88 22.7%	78 20.5%	62 20.3%	52 19.2%	44 15.9%	26 9.2%	209 19.3%	203 19.9%

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Exhibit 6 – Q19 – Online portal/s or platform/s used for watching Maltese programmes online (Multiple-Response Q) (n=412)
<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%
NOTE II: % figures illustrated below are derived from Table 37.1 (Section 10.2)

Legend:
- Facebook
- timesofmalta.com
- Youtube
- Instagram
- lovinmalta.com
- newsbook.com.mt
- maltatoday.com.mt
- tvm.com.mt
- maltadaily.com
- netnews.com.mt
- one.com.mt
- independent.com.mt
- illum.com.mt

Pie chart values: 74%, 27.4%, 22.8%, 16.5%, 14.3%, 8.3%, 5.6%, 4.4%, 3.9%, 1.9%, 0.7%, 0.5%, 0.7%

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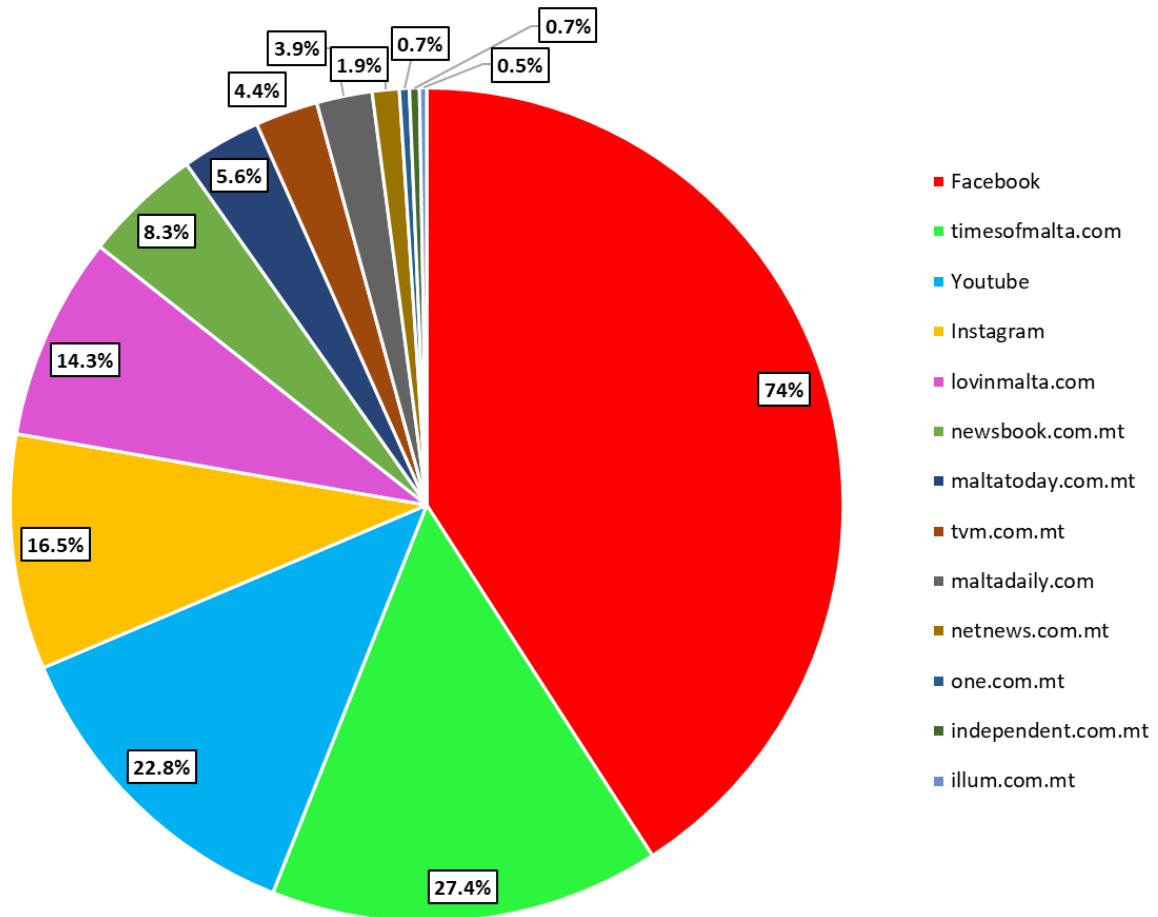
This Section gives details on the online viewership of the 412 individuals who watch online Maltese programmes, more specifically on:

[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]**

Explanation of Terms

⬧ **Online Maltese programmes**
The term 'online Maltese programmes' refers to Maltese audiovisual programmes/content produced to be solely shown on online portals and which cannot be watched on traditional TV.

⬧ **Assessing Online Programmes/Audiovisual Content on local Online portals**
With reference to local online portals, it is worthy of mention that this audience survey **focuses solely** at assessing the viewership levels of Maltese programmes and audiovisual content produced locally and shown on these portals. This survey does not assess the readership levels of local online portals.

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/audiovisual content, with 74% mentioning it as one of the online platforms used for watching Maltese programmes online. This finding is evident across all age cohorts.

- 27.4% use **timesofmalta.com** and 22.8% use **Youtube.**

Research Findings in Detail

Table below illustrate details on the above research findings.

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Table 37.1 – Q19 – Online portal/s or platform/s used for watching Maltese Programmes/audiovisual content online – by Age & Gender (Multiple-Response Q) (n=412)
<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	412	62	88	78	62	52	44	26	209	203
Facebook	305 74.0%	41 66.1%	62 70.5%	60 76.9%	49 79.0%	36 69.2%	35 79.5%	22 84.6%	160 76.6%	145 71.4%
timesofmalta.com	113 27.4%	22 35.5%	25 28.4%	26 33.3%	17 27.4%	13 25.0%	6 13.6%	4 15.4%	61 29.2%	52 25.6%
Youtube	94 22.8%	6 9.7%	18 20.5%	15 19.2%	12 19.4%	12 23.1%	21 47.7%	10 38.5%	51 24.4%	43 21.2%
Instagram	68 16.5%	21 33.9%	18 20.5%	15 19.2%	10 16.1%	4 7.7%	- -	- -	41 19.6%	27 13.3%
lovinmalta.com	59 14.3%	13 21.0%	16 18.2%	9 11.5%	8 12.9%	7 13.5%	5 11.4%	1 3.8%	33 15.8%	26 12.8%
newsbook.com.mt	34 8.3%	3 4.8%	8 9.1%	7 9.0%	12 19.4%	4 7.7%	- -	- -	15 7.2%	19 9.4%
maltatoday.com.mt	23 5.6%	4 6.5%	4 4.5%	6 7.7%	5 8.1%	4 7.7%	- -	- -	11 5.3%	12 5.9%
tvm.com.mt	18 4.4%	1 1.6%	5 5.7%	2 2.6%	4 6.5%	6 11.5%	- -	- -	10 4.8%	8 3.9%
maltadaily.com	16 3.9%	2 3.2%	7 8.0%	4 5.1%	2 3.2%	1 1.9%	- -	- -	9 4.3%	7 3.4%
netnews.com.mt	8 1.9%	2 3.2%	2 2.3%	2 2.6%	1 1.6%	1 1.9%	- -	- -	4 1.9%	4 2.0%
one.com.mt	3 0.7%	1 1.6%	1 1.1%	- -	- -	1 1.9%	- -	- -	2 1.0%	1 0.5%
independent.com.mt	3 0.7%	1 1.6%	- -	- -	1 1.6%	- -	- -	1 3.8%	- -	3 1.5%
illum.com.mt	2 0.5%	- -	- -	- -	2 3.2%	- -	- -	- -	2 1.0%	- -

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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/audiovisual content online, with 86.7% indicating this device as their most used device. Mobile is the most used device across all age cohorts and gender.

- Following, 6.6% and 5.8% of online viewers use **tablet** and **laptop**, respectively.

Research Findings in Detail

Table below illustrate details on the above research findings.

Table 38.1 – Q20 – Most used device for watching preferred programme/content online – by Age & Gender (n=412)

Counts Break % Respondents	Total	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	412	62	88	78	62	52	44	26	209	203
Mobile	357 86.7%	61 98.4%	85 96.6%	69 88.5%	57 91.9%	45 86.5%	29 65.9%	11 42.3%	181 86.6%	176 86.7%
Tablet	27 6.6%	- -	1 1.1%	3 3.8%	2 3.2%	5 9.6%	7 15.9%	9 34.6%	14 6.7%	13 6.4%
Laptop	24 5.8%	1 1.6%	2 2.3%	5 6.4%	3 4.8%	1 1.9%	7 15.9%	5 19.2%	11 5.3%	13 6.4%
PC	4 1.0%	- -	- -	1 1.3%	- -	1 1.9%	1 2.3%	1 3.8%	3 1.4%	1 0.5%

10.4 Most preferred programme online – [Q21]

- 36.9% of all online viewers **do not have a preferred local online programme/audiovisual content,** while 4.6% have more than one preferred programme.

- *Jon Mallia Podcasts* are preferred by 21.8% of all online viewers.

- *Times of Malta (Mark Lawrence Zammit)* is preferred by 13.3% of online viewers.

Research Findings in Detail

Tables below illustrate details on the above research findings.

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Table 39.1 – Q21 – Most preferred programme online/audiovisual content
- by Age & Gender (n=412)

Counts Break % Respondents	Total	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	412	62	88	78	62	52	44	26	209	203
No preferred programme	152 36.9%	21 33.9%	29 33.0%	18 23.1%	18 29.0%	22 42.3%	26 59.1%	18 69.2%	69 33.0%	83 40.9%
Jon Mallia Podcast	90 21.8%	20 32.3%	27 30.7%	22 28.2%	11 17.7%	7 13.5%	1 2.3%	2 7.7%	63 30.1%	27 13.3%
Times of Malta (Mark Lawrence Zammit)	55 13.3%	9 14.5%	11 12.5%	9 11.5%	14 22.6%	8 15.4%	3 6.8%	1 3.8%	30 14.4%	25 12.3%
Lovin Malta features/interviews	32 7.8%	7 11.3%	9 10.2%	9 11.5%	5 8.1%	1 1.9%	1 2.3%	- -	16 7.7%	16 7.9%
Newsbook.com features/discussions	28 6.8%	- -	2 2.3%	7 9.0%	10 16.1%	4 7.7%	5 11.4%	- -	14 6.7%	14 6.9%
More than one preferred programme	19 4.6%	- -	2 2.3%	1 1.3%	1 1.6%	5 9.6%	6 13.6%	4 15.4%	9 4.3%	10 4.9%
Gwida Podcast	14 3.4%	3 4.8%	3 3.4%	5 6.4%	1 1.6%	2 3.8%	- -	- -	- -	14 6.9%
Malta Daily features/interviews	8 1.9%	1 1.6%	1 1.1%	5 6.4%	1 1.6%	- -	- -	- -	4 1.9%	4 2.0%
The Interviewer (Trudy Kerr)	6 1.5%	- -	4 4.5%	1 1.3%	- -	1 1.9%	- -	- -	- -	6 3.0%
Peppi Azzopardi/ Xarabank	3 0.7%	- -	- -	- -	- -	1 1.9%	1 2.3%	1 3.8%	2 1.0%	1 0.5%
Malta Today features/interviews	3 0.7%	1 1.6%	- -	- -	1 1.6%	1 1.9%	- -	- -	- -	3 1.5%
Mark Camilleri	1 0.2%	- -	- -	1 1.3%	- -	- -	- -	- -	1 0.5%	- -
Sandra Gauci	1 0.2%	- -	- -	- -	- -	- -	1 2.3%	- -	1 0.5%	- -

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

- 64.8% of all online viewers, on average, watch **between 15 – 30 minutes** of local online programmes/audiovisual content per day on weekdays.

- 16.5% watch between **1 – 2 hours** and 13.1% watch **less than 15 minutes** on weekdays.

Research Findings in Detail

Table below illustrate details on the above research findings.

*Table 40.1 – Q22 – Daily average time of local online programmes/
audiovisual content consumption:
on weekdays (Monday – Thursday) – by Age & Gender (n=412)*

Counts Break % Respondents	Total	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	412	62	88	78	62	52	44	26	209	203
Less than 15 minutes	54 **13.1%**	14 22.6%	7 8.0%	5 6.4%	9 14.5%	8 15.4%	4 9.1%	7 26.9%	29 13.9%	25 12.3%
Bet 15 – 30 minutes	267 **64.8%**	44 71.0%	69 78.4%	60 76.9%	42 67.7%	29 55.8%	15 34.1%	8 30.8%	137 65.6%	130 64.0%
Bet 1 – 2 hours	68 **16.5%**	3 4.8%	10 11.4%	10 12.8%	9 14.5%	12 23.1%	15 34.1%	9 34.6%	34 16.3%	34 16.7%
2+ hours	19 **4.6%**	1 1.6%	1 1.1%	2 2.6%	2 3.2%	3 5.8%	9 20.5%	1 3.8%	8 3.8%	11 5.4%
Not always the same	4 **1.0%**	- -	1 1.1%	1 1.3%	- -	- -	1 2.3%	1 3.8%	1 0.5%	3 1.5%

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

- 64.6% of all online viewers, on average, watch **between 15 – 30 minutes** of local online programmes/audiovisual content per day on weekends.

- 16.5% watch **less than 15 minutes** and 12.9% watch **between 1 – 2 hours**, on weekends.

Research Findings in Detail

Table below illustrate details on the above research findings.

Table 41.1 – Q23 – Daily average time of local online programmes/ audiovisual content consumption:
in the weekend (Friday – Sunday) – by Age & Gender (n=412)

Counts Break % Respondents	Total	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	412	62	88	78	62	52	44	26	209	203
Less than 15 minutes	68 **16.5%**	10 16.1%	11 12.5%	11 14.1%	14 22.6%	9 17.3%	6 13.6%	7 26.9%	33 15.8%	35 17.2%
Bet 15 – 30 minutes	266 **64.6%**	51 82.3%	70 79.5%	57 73.1%	39 62.9%	27 51.9%	13 29.5%	9 34.6%	139 66.5%	127 62.6%
Bet 1 – 2 hours	53 **12.9%**	- -	5 5.7%	7 9.0%	6 9.7%	13 25.0%	14 31.8%	8 30.8%	27 12.9%	26 12.8%
2+ hours	20 **4.9%**	1 1.6%	1 1.1%	2 2.6%	3 4.8%	3 5.8%	9 20.5%	1 3.8%	8 3.8%	12 5.9%
Not always the same	5 **1.2%**	- -	1 1.1%	1 1.3%	- -	- -	2 4.5%	1 3.8%	2 1.0%	3 1.5%

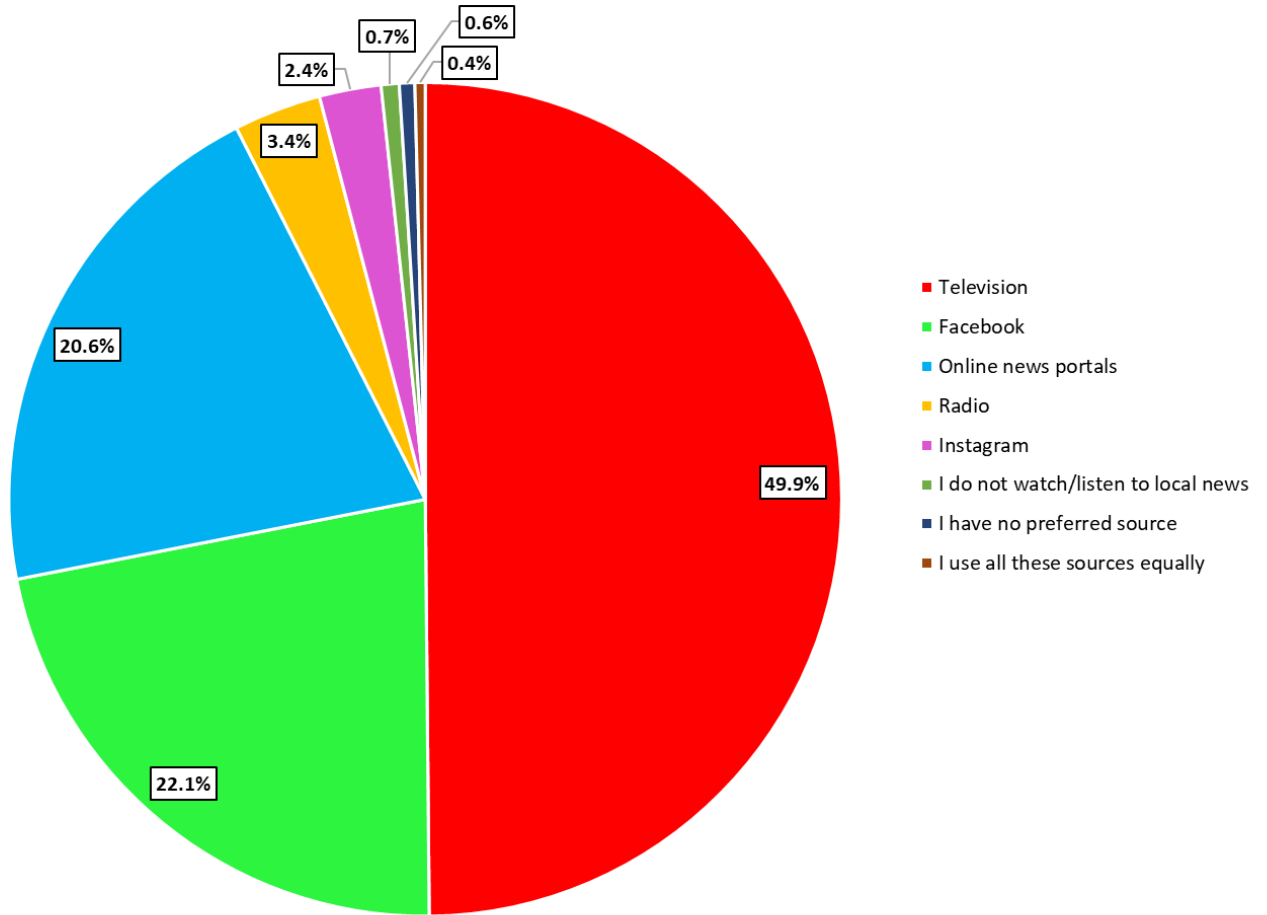## 11. PREFERRED SOURCE FOR LOCAL NEWS – FINDINGS

11.1 Introduction

- **Television** is the preferred source for local news by 49.9% of all Maltese residents.

- **Facebook** is preferred by 22.1%, whilst 20.6% prefer **Online news portals** as their preferred source for local news.

- 3.4% use **Radio** as their preferred source for local news.

- More detailed findings may be found in **Section 11.2** below.

Research Findings in Detail

Exhibit below illustrate details on the above research findings.

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

Legend:
- Television
- Facebook
- Online news portals
- Radio
- Instagram
- I do not watch/listen to local news
- I have no preferred source
- I use all these sources equally

Values shown: 49.9%, 22.1%, 20.6%, 3.4%, 2.4%, 0.7%, 0.6%, 0.4%

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 49.9% of all Maltese residents. This source is particularly popular amongst individuals aged 31+ years.

- **Facebook** is preferred by 22.1%. This news source is largely used by the younger cohorts aged up to 30 years.

- 20.6% prefer **online news portals**, whilst a further 3.4% use Radio as their preferred source for local news.

Research Findings in Detail

Table 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	196	387	380	305	271	277	284	1081	1019
Television	1047 49.9%	24 12.2%	137 35.4%	158 41.6%	146 47.9%	166 61.3%	189 68.2%	227 79.9%	527 48.8%	520 51.0%
Facebook	465 22.1%	98 50.0%	130 33.6%	90 23.7%	68 22.3%	36 13.3%	32 11.6%	11 3.9%	249 23.0%	216 21.2%
Online news portals	432 20.6%	45 23.0%	92 23.8%	119 31.3%	78 25.6%	50 18.5%	31 11.2%	17 6.0%	243 22.5%	189 18.5%
Radio	71 3.4%	1 0.5%	5 1.3%	6 1.6%	11 3.6%	15 5.5%	14 5.1%	19 6.7%	30 2.8%	41 4.0%
Instagram	51 2.4%	28 14.3%	18 4.7%	5 1.3%	- -	- -	- -	- -	20 1.9%	31 3.0%
I do not watch/listen to local news	14 0.7%	- -	1 0.3%	1 0.3%	1 0.3%	3 1.1%	5 1.8%	3 1.1%	2 0.2%	12 1.2%
I have no one preferred source	12 0.6%	- -	- -	- -	- -	1 0.4%	5 1.8%	6 2.1%	7 0.6%	5 0.5%
I use all these sources equally	8 0.4%	- -	4 1.0%	1 0.3%	1 0.3%	- -	1 0.4%	1 0.4%	3 0.3%	5 0.5%

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 1047.

- 1 in 2 (51.9%) 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 23.1% 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 21.2% as the preferred local TV station for watching local news.

Research Findings in Detail

Table below illustrate details on the above research findings.

*Table 44.1 – Q25 – Preferred local TV station to watch local news
– by Age & Gender (n=1047)*

Counts Break % Respondents	Total	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	1047	24	137	158	146	166	189	227	527	520
TVM	543 51.9%	9 37.5%	64 46.7%	85 53.8%	80 54.8%	94 56.6%	105 55.6%	106 46.7%	286 54.3%	257 49.4%
ONE	242 23.1%	5 20.8%	33 24.1%	33 20.9%	33 22.6%	39 23.5%	45 23.8%	54 23.8%	126 23.9%	116 22.3%
NET TV	222 21.2%	10 41.7%	39 28.5%	39 24.7%	30 20.5%	30 18.1%	29 15.3%	45 19.8%	99 18.8%	123 23.7%
I have no preferred TV station to watch news	20 1.9%	- -	- -	- -	2 1.4%	1 0.6%	4 2.1%	13 5.7%	8 1.5%	12 2.3%
I watch different TV stations equally to watch news	12 1.1%	- -	1 0.7%	1 0.6%	- -	2 1.2%	1 0.5%	7 3.1%	5 0.9%	7 1.3%
TVM NEWS+	7 0.7%	- -	- -	- -	1 0.7%	- -	4 2.1%	2 0.9%	2 0.4%	5 1.0%
Smash	1 0.1%	- -	- -	- -	- -	- -	1 0.5%	- -	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 71.

- 1 in 4 of individuals (26.8%) whose preferred source for obtaining local news is 'Radio', mentioned **Radju Malta** as their most preferred local radio station.

- 23.9% prefer **Calypso 101.8** as their most preferred source for obtaining local news.

- 18.3% mentioned **ONE Radio** as their most preferred local radio to obtaining local news.

- **Note:** Due to the low number of responses (n=71), 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=71)

Counts Break % Respondents	Total	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	71	1	5	6	11	15	14	19	30	41
Radju Malta (93.7)	19 26.8%	- -	- -	3 50.0%	4 36.4%	3 20.0%	2 14.3%	7 36.8%	7 23.3%	12 29.3%
Calypso 101.8	17 23.9%	1 100.0%	2 40.0%	2 33.3%	2 18.2%	5 33.3%	1 7.1%	4 21.1%	10 33.3%	7 17.1%
ONE Radio (92.7)	13 18.3%	- -	1 20.0%	- -	1 9.1%	2 13.3%	5 35.7%	4 21.1%	7 23.3%	6 14.6%
Net FM (101.0)	9 12.7%	- -	1 20.0%	- -	1 9.1%	2 13.3%	3 21.4%	2 10.5%	3 10.0%	6 14.6%
103 (103.0)	6 8.5%	- -	- -	- -	- -	3 20.0%	2 14.3%	1 5.3%	1 3.3%	5 12.2%
I have no preferred radio station to listen to news	4 5.6%	- -	1 20.0%	1 16.7%	1 9.1%	- -	- -	1 5.3%	1 3.3%	3 7.3%
Bay Radio (89.7)	2 2.8%	- -	- -	- -	2 18.2%	- -	- -	- -	- -	2 4.9%
Radju Malta 2 (105.9)	1 1.4%	- -	- -	- -	- -	- -	1 7.1%	- -	1 3.3%	- -

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 432.

- 56% 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.

- 16% indicated that to follow local news, they use different online portals equally.

Research Findings in Detail

Table below illustrate details on the above research findings.

Table 46.1 – Q27 – Preferred local news portal to follow local news
– by Age & Gender (n=432)

Counts Break % Respondents	Total	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	432	45	92	119	78	50	31	17	243	189
timesofmalta.com	242 56.0%	26 57.8%	50 54.3%	61 51.3%	46 59.0%	27 54.0%	22 71.0%	10 58.8%	135 55.6%	107 56.6%
I follow different online portals equally to watch news	69 16.0%	6 13.3%	23 25.0%	17 14.3%	10 12.8%	8 16.0%	2 6.5%	3 17.6%	49 20.2%	20 10.6%
lovinmalta.com	40 9.3%	12 26.7%	6 6.5%	14 11.8%	2 2.6%	5 10.0%	1 3.2%	- -	20 8.2%	20 10.6%
tvm.com.mt	21 4.9%	1 2.2%	5 5.4%	8 6.7%	1 1.3%	4 8.0%	1 3.2%	1 5.9%	7 2.9%	14 7.4%
newsbook.com.mt	19 4.4%	- -	- -	8 6.7%	10 12.8%	- -	- -	1 5.9%	10 4.1%	9 4.8%
maltatoday.com.mt	18 4.2%	- -	3 3.3%	4 3.4%	8 10.3%	2 4.0%	- -	1 5.9%	10 4.1%	8 4.2%
I have no preferred online portal to watch news	9 2.1%	- -	- -	5 4.2%	1 1.3%	1 2.0%	1 3.2%	1 5.9%	6 2.5%	3 1.6%
netnews.com.mt	6 1.4%	- -	1 1.1%	1 0.8%	- -	1 2.0%	3 9.7%	- -	3 1.2%	3 1.6%
one.com.mt	4 0.9%	- -	2 2.2%	- -	- -	1 2.0%	1 3.2%	- -	3 1.2%	1 0.5%
independent.com.mt	2 0.5%	- -	1 1.1%	- -	- -	1 2.0%	- -	- -	- -	2 1.1%
maltadaily.com	1 0.2%	- -	- -	1 0.8%	- -	- -	- -	- -	- -	1 0.5%
theShiftNews	1 0.2%	- -	1 1.1%	- -	- -	- -	- -	- -	- -	1 0.5%

Note: Local news portals not featured in the Table above have a usership of less than 0.2% to follow local news

APPENDIX A: STRUCTURED RESEARCH QUESTIONNAIRE

A. AUDIENCE DATE BEING ASSESSED

QA. AUDIENCE DATE BEING ASSESSED:	
Sunday 23rd July	1
Monday 24th July	
Tuesday 25th July	
Wednesday 26th July	
Thursday 27th July	
Friday 28th July	
Saturday 29th July	

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?

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

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

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

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

D. RADIO

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

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

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

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

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

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

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

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

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

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

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

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

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

D. ONLINE

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

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

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

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

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

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

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

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

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

	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 <u>local news</u>? Ex. on TV, radio, online, etc. **Tick one only**

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

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

ASK ONLY IF Q24 is '1'
Q25. Which is your **preferred local TV station** to watch local news?   **Tick one only**

Preferred local TV station: _____	1
I have no preferred TV station to watch news	2
I watch different TV stations equally to watch news	3
I do not use local TV stations to watch news	4
Don't know	5
Refused/ no reply	6

ASK ONLY IF Q24 is '2'
Q26. Which is your **preferred local radio station** to listen to news?   **Tick one only**

Preferred local radio station: _____	1
I have no preferred radio station to listen to news	2
I listen to different radio stations equally to listen to news	3
I do not use local radio stations to listen to news	4
Don't know	5
Refused/ no reply	6

ASK ONLY if Q24 is '3'
Q27. Which is your **preferred local web news portal** to follow news?   **Tick one only**

Preferred local web news portal: _____	1
I have no preferred online portal to watch news	2
I follow different online portals equally to watch news	3
I do not use local online portals to watch news	4
Don't know	5
Refused/ no reply	6

THANK YOU FOR YOUR PARTICIPATION IN THIS STUDY!

M.FSADNI & Associates