

BROADCASTING AUTHORITY

Audience Survey Dec 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 - 15.7% of Maltese residents watch online Maltese programmes/ audiovisual content (solely produced for online portals).

- 87% of Maltese residents are TV viewers. Of these, 59% watch both local and foreign TV, 21% watch local TV stations only and 6.8% watch foreign cTV stations only.
- 11% of these TV viewers did not watch TV during the week of assessment.
- 2 in 3 Maltese residents are radio listeners (67%). This finding was observed across all age cohorts.
- 11.3% of these Radio listeners did not listen to radio during the week of assessment.
- 15.7% of Maltese residents watch online Maltese programmes (solely produced for online portals).

2.2 TV Viewership (n=1825)

Note: TV Viewership findings exclude non-TV viewers.

Conclusion 4 - For local TV programmes, “news” is the most favourite genre with 77.1% of preferences of all TV viewers.

Conclusion 5 - TVM News Bulletin is the most favourite local TV programme of 8.7% 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, 65.8% watch 1-2 hours of local TV per day.

Conclusion 7 - Across one whole week, the most followed local TV station is TVM with 42.4% of all TV viewers.

Conclusion 8 - The 21:00 – 21:30 timeband is the most watched TV timeband across all days of the week.

Conclusion 9 - The local TV station with the highest weekly average percentage audience share is TVM standing at 28.5%.

- **News** is the most favourite genre for local TV programmes, with 77.1% indicating this as one of their favourite genres. **Drama** follows with 43.5% of preferences and **Discussions and Current Affairs** with 36%.
- **TVM News Bulletin** is the most favourite local TV programme of 8.7% of all local TV viewers. This news bulletin was largely watched on station **TVM** and not on **TVMnews+**.
- **Moħħok Hemm** and **Football matches (various)** both obtained 7.7% of the TV viewers' preferences respectively, followed by **X Factor** (5.6%), **Żerniq** (5.4%) and **Iż-Żmien Bejnietna** (4.9%)
- **On weekdays**, 61.9% all local TV viewers, on average, watch 1-2 hours of local TV per day. 15.5% of local TV viewers watch less than one hour a day, on average. 12.2% of local TV viewers watch 3-4 hours of local TV per day.
- **On weekends**, on average, 65.8% of local TV viewers watch 1-2 hours of local TV per day. 16.5% watch between 3-4 hours of TV and 13.3% watch less than 1 hour a day in the weekend.
- **TVM** is the most followed TV station with 42.4% of all local TV viewers, followed by **foreign TV stations (various)** (16%), **NET TV** (15.7%) and **ONE** (15%).
- **The most followed TV timeband** from Sunday to Saturday is:
 - ✓ 21:00 - 21:30 (218,725 TV viewers)
- **TVM** obtained the highest daily average audience share every day across the whole week, attaining a daily average TV viewership ranging between 8,078 – 16,475, equivalent to a percentage average daily TV viewership between 21.9% - 35.8%.
- The local TV station with the highest weekly average percentage audience share is **TVM** standing at 28.5%, followed by **NET TV** (16.2%), **ONE** (13%) and **TSN 1-8 (Melita/GO)** (12.7%). NB. 'Foreign stations (various)' was excluded from these 'local TV station' daily and weekly audience share rankings.

Note: Explanation of Terms

- 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.

2.3 Radio Listenership (n=1404)

Note: Radio Listenership findings exclude non-radio listeners.

- Conclusion 10 - On weekdays, 40.4% of local radio listeners listen to radio for less than one hour a day. 40.3% of local radio listeners listen to radio for between 1-2 hours a day.
 - Conclusion 11 - On weekends, 41.6% of local radio listeners listen to 1 – 2 hours per day of local radio. 37.2% spend less than 1 hour per day listening to local radio.
 - Conclusion 12 - The most followed local radio station is ONE Radio (15.2%).
 - Conclusion 13 - The 07:00 – 07:30 timeband is the most listened to radio timeband.
 - Conclusion 14 - The local radio station with the highest weekly average percentage audience share is ONE Radio standing at 20.2%.
 - Conclusion 15 - 98.3% of all radio listeners use the radio set (at home, office, in car) for listening to radio.
- On weekdays, 40.4% of local radio listeners listen to radio for less than one hour a day. 40.3% of local radio listeners listen to radio for between 1-2 hours a day.
 - On weekends, 41.6% of local radio listeners listen to 1 – 2 hours per day of local radio. 37.2% spend less than 1 hour per day listening to local radio.
 - **Bay Breakfast with Daniel & Ylenia** is the most favourite local radio programme, with 7.5% of preferences. Followed by **Bongu Calypso ma' Twanny Scerri** (7.2%) and **The Morning Vibe with Abel, JD & Martina** (4.8%).
 - The most followed local radio station is **ONE Radio** (15.2%), followed by **Calypso 101.8** (13.4%), and **Radju Malta** (11.6%).
 - Overall, the two most followed radio timebands are:
 - ◆ 07:00 – 07:30 (156,763 radio listeners)
 - ◆ 07.30 – 08:00 (146,473 radio listeners)

- ♦ The highest population **daily average audience shares** were obtained by **ONE Radio** and **Calypso 101.8** on the following weekdays, namely (average daily audience shares in figures and percentages):
 - ✓ **ONE Radio:** Monday: 7,056 (18.4%), Wednesday: 6,545 (17.2%), Thursday: 8,621 (21.4%), Friday: 9,164 (23.1%) and Saturday: 16,699 (25.2%)
 - ✓ **Calypso 101.8:** Sunday 7,503 (24.8%) and Tuesday: 9,387 (22%).
- ♦ The local radio station with the **highest weekly average percentage** audience share is **ONE Radio** standing at 20.2%, followed by **Calypso 101.8** (19.6%) and **NET FM** with 11.9%.

Note: Explanation of Terms

- ♦ 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.

2.4 Online Viewership (n=329)

Note: Online Viewership findings exclude non-online viewers.

Conclusion 17 - 89.4% 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 online content comprise *Jon Mallia Podcast, LovinMalta interviews/features and Times of Malta interviews/features.*

- ♦ **Facebook** is the most used platform for watching online Maltese programmes (solely produced for online portals) with 89.4% of all online viewer preferences, 33.7% use **Youtube** and 32.2% use **timesofmalta.com**.
- ♦ **Mobile** is the most used device by all online viewers for watching their preferred programme online (82.7%), while 8.5% and 7.6% of online viewers use **laptop** and **tablet**, respectively.

- ♦ **Jon Mallia Podcasts** are preferred by 24% of all online viewers, followed by **LovinMalta interviews/features** (12.8%) and **Times of Malta (Mark Lawrence Zammit) interviews/features** (10.9%). 30.1% of all online viewers do not have a preferred local online programme/audiovisual content.

Note: 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 - Maltese residents' preferred sources for local news are TV, online news portals and Facebook.

- ♦ **Television** is the preferred source for local news by 53.5% of all Maltese residents. 20.6% prefer **Online news portals** and 16.7% prefer **Facebook** as their preferred source for local news. 4.3% use **Radio** as their preferred source for local news.
- ♦ 55.7% of Maltese residents who use 'Television' as their preferred source for obtaining local news, choose **TVM** for watching local news. 21.8% prefer **ONE** and 20.2% prefer **NET TV** for watching local news.
- ♦ 1 in 3 (33.3%) whose preferred source for obtaining local news is 'Radio', mentioned **ONE Radio** as their most preferred local radio station. 26.7% mentioned **Radju Malta** and 16.7% mentioned **NET FM and RTK 103** respectively as their most preferred source for local news.
- ♦ 61.2% 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. 11.3% indicated that to follow local news, they use different online portals equally.
- ♦ **Note: A Word of Caution**
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 between 26th November – 2nd December 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 **November-December 2023**.
- ✓ More specifically, **the dates of assessment comprised between 26th November – 2nd December 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 26th November – Saturday 2nd December 2023)**

| Date of Assessment | Number of Interviews |
|--------------------------------|-----------------------------|
| Sunday 26 th Nov | 300 interviews |
| Monday 27 th Nov | 300 interviews |
| Tuesday 28 th Nov | 300 interviews |
| Wednesday 29 th Nov | 300 interviews |
| Thursday 30 th Nov | 300 interviews |
| Friday 1 st Dec | 300 interviews |
| Saturday 2 nd Dec | 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 TV Viewers Per Day of Assessment – Dec 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 | 1825 | 272 | 255 | 263 | 270 | 262 | 254 | 249 |
| Maltese Population of TV viewers | 399,572 | 416,868 | 390,814 | 403,075 | 413,803 | 401,542 | 389,281 | 381,618 |

Table C – Total Number of Radio Listeners Per Day of Assessment – Dec 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 | 1404 | 187 | 199 | 211 | 221 | 213 | 186 | 187 |
| Maltese Population of Radio listeners | 307,396 | 286,597 | 304,988 | 323,379 | 338,705 | 326,445 | 285,064 | 286,597 |

6. PRESENTATION OF RESEARCH FINDINGS

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

Section 7 - Respondent Profile

Section 8 - TV Viewership – Findings

Section 9 - Radio Listenership – Findings

Section 10 - Online Viewership – Findings

Section 11 - Preferred source for local news – Findings

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

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

- Aggregate findings
- Findings by Age & Gender

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

7. RESPONDENT PROFILE

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

[a]. Gender – [Q2]

[b]. Age – [Q3]

Salient Research Findings

The salient findings for the above research areas now follow.

- The 2100-count survey sample comprises seven age cohorts, namely, 12-20 yrs, 21-30 yrs, 31-40 yrs, 41-50 yrs, 51-60 yrs, 61-70 yrs and 71+ yrs. The quota sample per age bracket is representative of the Maltese population demographics (Census of Population and Housing 2021 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 | 200 | 380 | 370 | 309 | 271 | 273 | 297 |
| Male | 1080 51.4% | 102 51.0% | 200 52.6% | 210 56.8% | 169 54.7% | 135 49.8% | 131 48.0% | 133 44.8% |
| Female | 1020 48.6% | 98 49.0% | 180 47.4% | 160 43.2% | 140 45.3% | 136 50.2% | 142 52.0% | 164 55.2% |

8. TV VIEWERSHIP – FINDINGS

8.1 Introduction

- ♦ **87% of Maltese residents are TV viewers.** Of these, 59% watch both local and foreign TV, 21% watch local TV stations only and 6.8% watch foreign TV stations only.
- ♦ 11% of these TV viewers **did not watch TV** during the week of assessment.
- ♦ **The most followed local TV station** is TVM with 42.4% of all TV viewers, followed by foreign TV stations (16%), NET TV (15.7%) and ONE (15%). 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 28.5%, followed by NET TV (16.2%), ONE (13%) and TSN 1-8 (Melita/GO) (12.7%). ‘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)

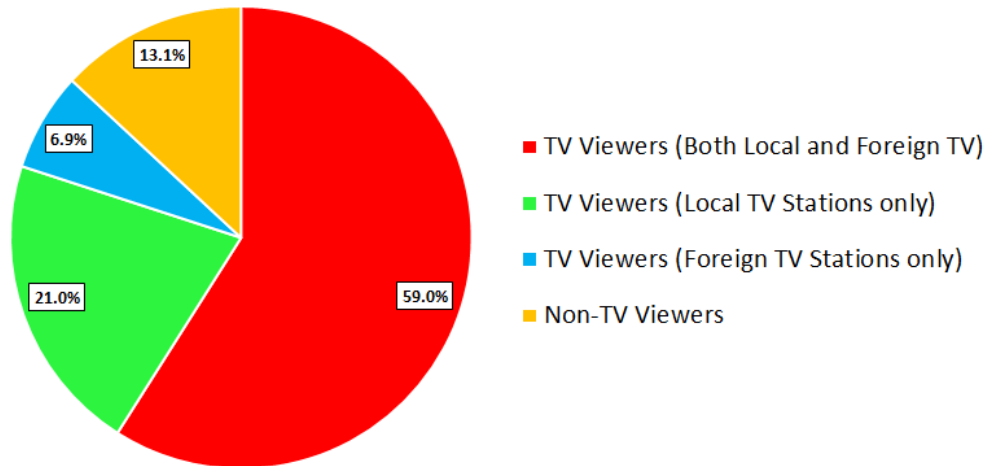


Table 2 – Q4A - TV viewers/non viewers – by Age & Gender (n=2100)

| Counts Break % Respondents | Total | Age | | | | | | | Gender | |
|--|----------------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|
| | | 12-20 | 21-30 | 31-40 | 41-50 | 51-60 | 61-70 | 71+ | Male | Female |
| Total | 2100 | 200 | 380 | 370 | 309 | 271 | 273 | 297 | 1080 | 1020 |
| Both local and foreign | 1240 59.0% | 119 59.5% | 253 66.6% | 223 60.3% | 171 55.3% | 161 59.4% | 153 56.0% | 160 53.9% | 612 56.7% | 628 61.6% |
| Local TV only | 442 21.0% | 10 5.0% | 41 10.8% | 56 15.1% | 80 25.9% | 66 24.4% | 82 30.0% | 107 36.0% | 235 21.8% | 207 20.3% |
| I do not watch any TV | 271 12.9% | 57 28.5% | 58 15.3% | 58 15.7% | 43 13.9% | 26 9.6% | 16 5.9% | 13 4.4% | 149 13.8% | 122 12.0% |
| Foreign TV only | 143 6.8% | 14 7.0% | 28 7.4% | 33 8.9% | 15 4.9% | 18 6.6% | 19 7.0% | 16 5.4% | 81 7.5% | 62 6.1% |
| We do not have a TV set (and do not watch TV) | 4 0.2% | - | - | - | - | - | 3 1.1% | 1 0.3% | 3 0.3% | 1 0.1% |

**Exhibit 2A – Most followed TV stations (Sunday to Saturday)
(Multiple-Response Q) (n=1825)**

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

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

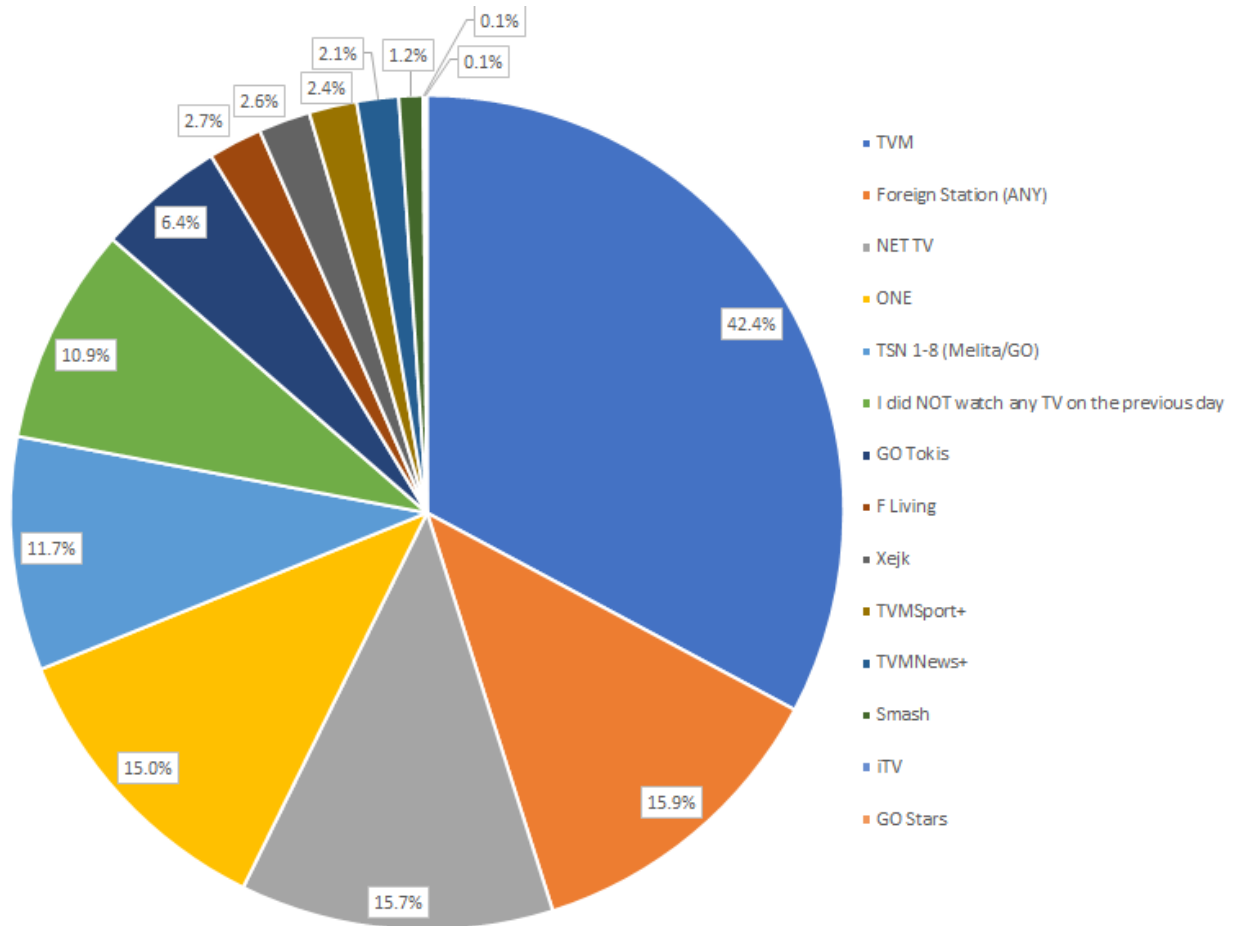
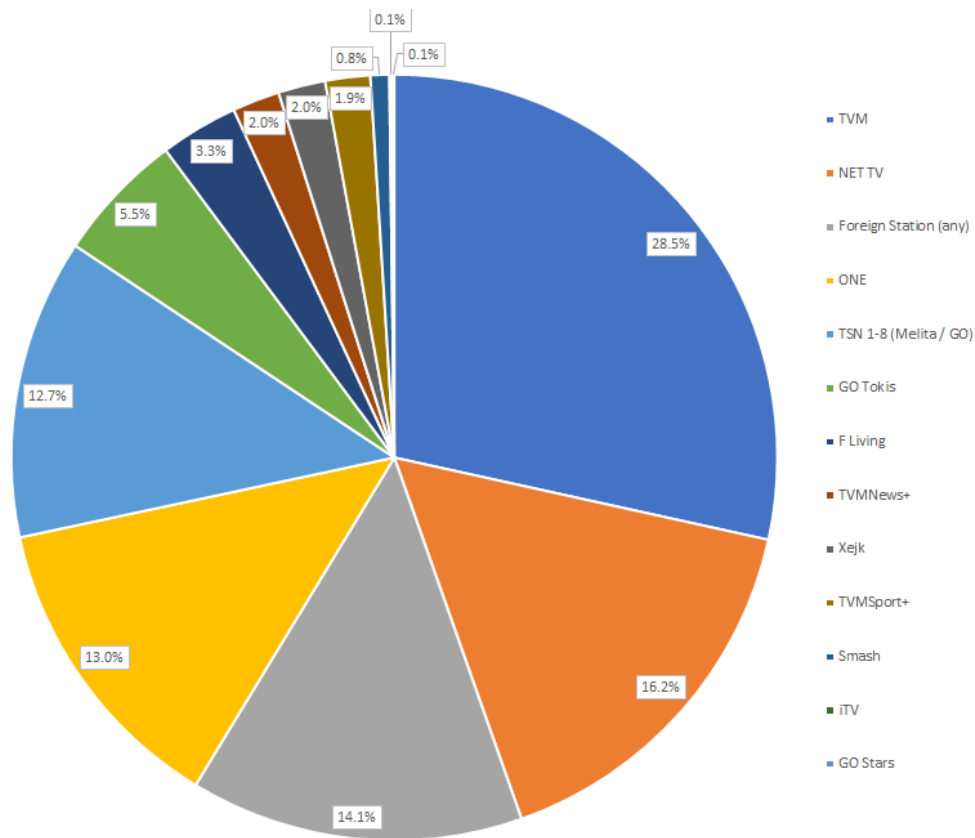


Exhibit 2A illustrates the most followed TV stations during Week 26th Nov – 2ND Dec 2023.

'Did not watch any TV on the previous day' refers to TV viewers who did not watch TV on the day of assessment during that particular week.

Note: TV stations not featured in the Exhibit above have a TV viewership of less than 0.2% Between Sunday to Saturday.

Exhibit 2B – Weekly Average Percentage Audience Share by TV station
NOTE I: % figures illustrated below are derived from Table 16B (Section 8.9)



This Section gives details on the TV viewership of the 1825 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 1682.

- **News** is the most favourite genre for local TV programmes, with 77.1% 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 43.5% indicating this as one of their favourite genres for local TV programmes. This genre is significantly more popular amongst female TV viewers (68.4%) than male TV viewers (19%).
- **Discussions and Current affairs** is the third most favourite genre for local TV programmes, with 36% 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=1682)**

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 | 1682 | 129 | 294 | 279 | 251 | 227 | 235 | 267 | 847 | 835 |
| News (Local and foreign) | 1297 77.1% | 67 51.9% | 190 64.6% | 225 80.6% | 221 88.0% | 186 81.9% | 194 82.6% | 214 80.1% | 738 87.1% | 559 66.9% |
| Drama | 732 43.5% | 46 35.7% | 105 35.7% | 119 42.7% | 103 41.0% | 98 43.2% | 116 49.4% | 145 54.3% | 161 19.0% | 571 68.4% |
| Discussions and current affairs | 603 35.9% | 24 18.6% | 86 29.3% | 101 36.2% | 95 37.8% | 90 39.6% | 109 46.4% | 98 36.7% | 404 47.7% | 199 23.8% |
| Sport | 365 21.7% | 59 45.7% | 92 31.3% | 70 25.1% | 50 19.9% | 44 19.4% | 25 10.6% | 25 9.4% | 313 37.0% | 52 6.2% |
| Quiz programmes | 300 17.8% | 15 11.6% | 51 17.3% | 51 18.3% | 49 19.5% | 47 20.7% | 51 21.7% | 36 13.5% | 141 16.6% | 159 19.0% |
| Documentaries | 178 10.6% | 6 4.7% | 16 5.4% | 12 4.3% | 25 10.0% | 42 18.5% | 44 18.7% | 33 12.4% | 120 14.2% | 58 6.9% |
| Lifestyle | 177 10.5% | 11 8.5% | 33 11.2% | 29 10.4% | 26 10.4% | 24 10.6% | 27 11.5% | 27 10.1% | 16 1.9% | 161 19.3% |
| Reality shows/Adventure | 157 9.3% | 39 30.2% | 54 18.4% | 30 10.8% | 15 6.0% | 8 3.5% | 7 3.0% | 4 1.5% | 48 5.7% | 109 13.1% |
| Religious | 133 7.9% | - | 6 2.0% | 4 1.4% | 10 4.0% | 20 8.8% | 46 19.6% | 47 17.6% | 62 7.3% | 71 8.5% |
| Music | 72 4.3% | 8 6.2% | 17 5.8% | 8 2.9% | 13 5.2% | 11 4.8% | 11 4.7% | 4 1.5% | 17 2.0% | 55 6.6% |
| Variety (entertainment) / Comedy / Games | 56 3.3% | 6 4.7% | 13 4.4% | 8 2.9% | 7 2.8% | 9 4.0% | 4 1.7% | 9 3.4% | 14 1.7% | 42 5.0% |
| Cooking | 34 2.0% | - | 9 3.1% | 8 2.9% | 2 0.8% | 2 0.9% | 8 3.4% | 5 1.9% | 2 0.2% | 32 3.8% |
| Cultural and/or educational | 10 0.6% | - | 3 1.0% | - | 3 1.2% | - | 2 0.9% | 2 0.7% | 5 0.6% | 5 0.6% |
| Other | 8 0.5% | - | - | - | 1 0.4% | 1 0.4% | 3 1.3% | 3 1.1% | 4 0.5% | 4 0.5% |
| Children's | 5 0.3% | - | 1 0.3% | - | 2 0.8% | - | 1 0.4% | 1 0.4% | - | 5 0.6% |
| I do not have a favourite type of programme | 4 0.2% | 1 0.8% | - | - | 1 0.4% | - | - | 2 0.7% | - | 4 0.5% |
| Teleshopping | 2 0.1% | - | - | - | - | - | - | 2 0.7% | - | 2 0.2% |

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 1682.

- **TVM News Bulletin** is the most favourite local TV programme of 8.7% 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**.
- **Moñhok Hemm** and **Football matches (various)** both obtained 7.7% of the TV viewers' preferences respectively, followed by **X Factor** (5.6%), **Žerniq** (5.4%) and **Iž-Žmien Bejnieta** (4.9%)
- 8.1% of all TV viewers indicated that they **do not have a favourite local TV programme** being aired during this year's Winter TV schedule.

Research Findings in Detail

Tables below illustrate details on the above research findings.

Table 4.1 – Q5 – Favourite local TV programme – by Age & Gender (n=1682)

| Counts Break % Respondents | Total | Age | | | | | | | Gender | |
|--|---------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|------------|
| | | 12-20 | 21-30 | 31-40 | 41-50 | 51-60 | 61-70 | 71+ | Male | Female |
| Total | 1682 | 129 | 294 | 279 | 251 | 227 | 235 | 267 | 847 | 835 |
| News Bulletin - TVM | 146 8.7% | 2 1.6% | 26 8.8% | 33 11.8% | 21 8.4% | 23 10.1% | 17 7.2% | 24 9.0% | 104 12.3% | 42 5.0% |
| No preferred programme | 137 8.1% | 6 4.7% | 11 3.7% | 12 4.3% | 31 12.4% | 15 6.6% | 29 12.3% | 33 12.4% | 61 7.2% | 76 9.1% |
| Moñħok Hemm | 129 7.7% | 3 2.3% | 14 4.8% | 19 6.8% | 25 10.0% | 27 11.9% | 24 10.2% | 17 6.4% | 59 7.0% | 70 8.4% |
| Football matches (various) | 129 7.7% | 24 18.6% | 31 10.5% | 26 9.3% | 16 6.4% | 17 7.5% | 8 3.4% | 7 2.6% | 104 12.3% | 25 3.0% |
| X Factor | 95 5.6% | 31 24.0% | 30 10.2% | 18 6.5% | 12 4.8% | - - | 3 1.3% | 1 0.4% | 25 3.0% | 70 8.4% |
| Żerniq | 90 5.4% | - - | 13 4.4% | 11 3.9% | 11 4.4% | 11 4.8% | 18 7.7% | 26 9.7% | 20 2.4% | 70 8.4% |
| Iż-Żmien Bejnietna | 82 4.9% | 7 5.4% | 13 4.4% | 19 6.8% | 10 4.0% | 9 4.0% | 12 5.1% | 12 4.5% | 13 1.5% | 69 8.3% |
| News Bulletin - ONE | 60 3.6% | 2 1.6% | 10 3.4% | 7 2.5% | 14 5.6% | 6 2.6% | 11 4.7% | 10 3.7% | 39 4.6% | 21 2.5% |
| Xow | 55 3.3% | 10 7.8% | 17 5.8% | 15 5.4% | 6 2.4% | 3 1.3% | 2 0.9% | 2 0.7% | 32 3.8% | 23 2.8% |
| Quddiesa tal-Jum (various stations) | 43 2.6% | - - | - - | - - | 4 1.6% | 8 3.5% | 14 6.0% | 17 6.4% | 17 2.0% | 26 3.1% |
| Illum ma' Steph | 41 2.4% | 4 3.1% | 11 3.7% | 10 3.6% | 4 1.6% | 2 0.9% | 6 2.6% | 4 1.5% | 1 0.1% | 40 4.8% |
| Bundy Time | 40 2.4% | 6 4.7% | 17 5.8% | 5 1.8% | 3 1.2% | 6 2.6% | 1 0.4% | 2 0.7% | 36 4.3% | 4 0.5% |
| Popolin | 37 2.2% | - - | 5 1.7% | 8 2.9% | 10 4.0% | 6 2.6% | 5 2.1% | 3 1.1% | 29 3.4% | 8 1.0% |
| F Living Show | 36 2.1% | - - | - - | - - | - - | 6 2.6% | 13 5.5% | 17 6.4% | 14 1.7% | 22 2.6% |
| Pjazza | 35 2.1% | - - | 7 2.4% | 5 1.8% | 5 2.0% | 6 2.6% | 6 2.6% | 6 2.2% | 29 3.4% | 6 0.7% |
| Hazzard | 33 2.0% | 8 6.2% | 11 3.7% | 7 2.5% | 4 1.6% | - - | 1 0.4% | 2 0.7% | 19 2.2% | 14 1.7% |

| | | | | | | | | | | |
|----------------------------|--------------------------|------|------|------|------|------|------|------|------|------|
| Simpatiči | 31 1.8% | - | - | 1 | 1 | 4 | 8 | 17 | 12 | 19 |
| | | - | - | 0.4% | 0.4% | 1.8% | 3.4% | 6.4% | 1.4% | 2.3% |
| Noli | 31 1.8% | 4 | 2 | 5 | 3 | 7 | 5 | 5 | 8 | 23 |
| | | 3.1% | 0.7% | 1.8% | 1.2% | 3.1% | 2.1% | 1.9% | 0.9% | 2.8% |
| NET Live | 29 1.7% | 1 | 7 | 7 | 5 | 3 | 3 | 3 | 21 | 8 |
| | | 0.8% | 2.4% | 2.5% | 2.0% | 1.3% | 1.3% | 1.1% | 2.5% | 1.0% |
| News Bulletin – NET | 28 1.7% | 1 | - | 5 | 4 | 4 | 7 | 7 | 21 | 7 |
| | | 0.8% | - | 1.8% | 1.6% | 1.8% | 3.0% | 2.6% | 2.5% | 0.8% |
| Insights | 26 1.5% | 2 | 5 | 5 | 7 | 2 | 3 | 2 | 19 | 7 |
| | | 1.6% | 1.7% | 1.8% | 2.8% | 0.9% | 1.3% | 0.7% | 2.2% | 0.8% |
| Sport Live+ | 26 1.5% | 1 | 9 | 7 | 3 | 3 | - | 3 | 23 | 3 |
| | | 0.8% | 3.1% | 2.5% | 1.2% | 1.3% | - | 1.1% | 2.7% | 0.4% |
| Mill-Parroċċi | 26 1.5% | - | 1 | 4 | 7 | 8 | 4 | 2 | 16 | 10 |
| | | - | 0.3% | 1.4% | 2.8% | 3.5% | 1.7% | 0.7% | 1.9% | 1.2% |
| Dijanjosi | 25 1.5% | - | - | 1 | 4 | 10 | 5 | 5 | 16 | 9 |
| | | - | - | 0.4% | 1.6% | 4.4% | 2.1% | 1.9% | 1.9% | 1.1% |
| Opinjoni | 24 1.4% | 2 | 2 | 8 | 3 | 3 | 3 | 3 | 14 | 10 |
| | | 1.6% | 0.7% | 2.9% | 1.2% | 1.3% | 1.3% | 1.1% | 1.7% | 1.2% |
| Animal Diaries | 19 1.1% | 6 | 8 | 1 | - | 2 | 1 | 1 | 4 | 15 |
| | | 4.7% | 2.7% | 0.4% | - | 0.9% | 0.4% | 0.4% | 0.5% | 1.8% |
| Il-Klinika | 19 1.1% | 1 | 4 | 6 | 1 | 3 | 1 | 3 | 6 | 13 |
| | | 0.8% | 1.4% | 2.2% | 0.4% | 1.3% | 0.4% | 1.1% | 0.7% | 1.6% |
| Lejlet il-Festa | 17 1.0% | - | 7 | 4 | 3 | 2 | 1 | - | 14 | 3 |
| | | - | 2.4% | 1.4% | 1.2% | 0.9% | 0.4% | - | 1.7% | 0.4% |
| Bejnietna | 16 1.0% | 1 | 5 | 3 | 2 | - | 4 | 1 | 1 | 15 |
| | | 0.8% | 1.7% | 1.1% | 0.8% | - | 1.7% | 0.4% | 0.1% | 1.8% |
| Indigo | 16 1.0% | - | 2 | 2 | 4 | 5 | 2 | 1 | - | 16 |
| | | - | 0.7% | 0.7% | 1.6% | 2.2% | 0.9% | 0.4% | - | 1.9% |
| Erbgħa għal Erbgħa | 13 0.8% | 1 | 3 | 2 | 2 | 2 | 2 | 1 | 9 | 4 |
| | | 0.8% | 1.0% | 0.7% | 0.8% | 0.9% | 0.9% | 0.4% | 1.1% | 0.5% |
| UEjja! | 11 0.7% | 1 | - | - | 4 | 4 | 1 | 1 | 3 | 8 |
| | | 0.8% | - | - | 1.6% | 1.8% | 0.4% | 0.4% | 0.4% | 1.0% |
| Iċ-Ċaqqufa | 11 0.7% | 2 | 1 | 2 | 1 | 2 | 2 | 1 | 5 | 6 |
| | | 1.6% | 0.3% | 0.7% | 0.4% | 0.9% | 0.9% | 0.4% | 0.6% | 0.7% |
| Għaddi s'Hawn | 10 0.6% | - | - | - | 1 | 2 | 2 | 5 | 3 | 7 |
| | | - | - | - | 0.4% | 0.9% | 0.9% | 1.9% | 0.4% | 0.8% |
| Rolling | 10 0.6% | 1 | 4 | 3 | 2 | - | - | - | 5 | 5 |
| | | 0.8% | 1.4% | 1.1% | 0.8% | - | - | - | 0.6% | 0.6% |
| Sibtek | 8 0.5% | - | 1 | 1 | - | 3 | - | 3 | - | 8 |
| | | - | 0.3% | 0.4% | - | 1.3% | - | 1.1% | - | 1.0% |
| Gheruq | 8 0.5% | - | - | 1 | - | 2 | 1 | 4 | 4 | 4 |
| | | - | - | 0.4% | - | 0.9% | 0.4% | 1.5% | 0.5% | 0.5% |

| | | | | | | | | | | |
|--------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Linja Diretta | 8 0.5% | - - | 3 1.0% | 1 0.4% | 1 0.4% | 1 0.4% | 1 0.4% | 1 0.4% | 7 0.8% | 1 0.1% |
| Family Affair | 7 0.4% | - - | 1 0.3% | 1 0.4% | 2 0.8% | 2 0.9% | - - | 1 0.4% | - - | 7 0.8% |
| Vuċi għall-Annimali | 6 0.4% | - - | 4 1.4% | - - | - - | 1 0.4% | - - | 1 0.4% | 1 0.1% | 5 0.6% |
| Awla | 6 0.4% | - - | - - | 2 0.7% | 2 0.8% | - - | 1 0.4% | 1 0.4% | 5 0.6% | 1 0.1% |
| Kalamita | 5 0.3% | - - | 1 0.3% | - - | 1 0.4% | 1 0.4% | 1 0.4% | 1 0.4% | 1 0.1% | 4 0.5% |
| Attivita' Politika (PL) | 5 0.3% | - - | - - | 1 0.4% | 1 0.4% | 1 0.4% | 1 0.4% | 1 0.4% | 4 0.5% | 1 0.1% |
| Dell Minsi | 4 0.2% | - - | - - | - - | 1 0.4% | 1 0.4% | - - | 2 0.7% | 2 0.2% | 2 0.2% |
| What's Cooking | 4 0.2% | - - | 2 0.7% | 2 0.7% | - - | - - | - - | - - | - - | 4 0.5% |
| Gran Bazaar | 4 0.2% | - - | - - | 2 0.7% | 1 0.4% | - - | 1 0.4% | - - | 1 0.1% | 3 0.4% |
| Xtra | 3 0.2% | - - | 1 0.3% | 1 0.4% | 1 0.4% | - - | - - | - - | 3 0.4% | - - |
| Malta u lil hinn minnha | 3 0.2% | - - | - - | - - | - - | 1 0.4% | 1 0.4% | 1 0.4% | 2 0.2% | 1 0.1% |
| Spotlight | 3 0.2% | - - | - - | 1 0.4% | 2 0.8% | - - | - - | - - | 3 0.4% | - - |
| It-Talks | 3 0.2% | - - | 2 0.7% | 1 0.4% | - - | - - | - - | - - | - - | 3 0.4% |
| Manicolo & Co | 3 0.2% | 1 0.8% | - - | - - | - - | - - | 1 0.4% | 1 0.4% | 1 0.1% | 2 0.2% |
| Pink Panther | 3 0.2% | 1 0.8% | - - | 2 0.7% | - - | - - | - - | - - | - - | 3 0.4% |
| Backstage TV | 2 0.1% | - - | 1 0.3% | 1 0.4% | - - | - - | - - | - - | 1 0.1% | 1 0.1% |
| Kuxjenza | 2 0.1% | - - | - - | - - | 1 0.4% | - - | 1 0.4% | - - | 1 0.1% | 1 0.1% |
| Replay | 2 0.1% | - - | - - | 1 0.4% | 1 0.4% | - - | - - | - - | 2 0.2% | - - |
| Arani Issa | 2 0.1% | - - | - - | - - | 1 0.4% | - - | 1 0.4% | - - | - - | 2 0.2% |
| L-Avukat Gawdenz Bilocca | 2 0.1% | - - | - - | - - | - - | - - | - - | 2 0.7% | - - | 2 0.2% |
| The Local Traveller | 2 0.1% | - - | - - | - - | 1 0.4% | - - | 1 0.4% | - - | - - | 2 0.2% |

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| | | | | | | | | | | |
|-------------------------|-----------|--------|-----------|--------|-----------|-----------|--------|-----------|-----------|-----------|
| Indhouse | 2 0.1% | - - | - - | - - | - - | 2 0.9% | - - | - - | - - | 2 0.2% |
| TVAM | 1 0.1% | - - | - - | - - | 1 0.4% | - - | - - | - - | - - | 1 0.1% |
| Realta' | 1 0.1% | - - | - - | - - | 1 0.4% | - - | - - | - - | 1 0.1% | - - |
| Ahbar Tajba | 1 0.1% | - - | - - | - - | - - | 1 0.4% | - - | - - | 1 0.1% | - - |
| Meander, Arti u Kultura | 1 0.1% | - - | - - | - - | - - | - - | - - | 1 0.4% | 1 0.1% | - - |
| Gran Bazaar | 1 0.1% | - - | 1 0.3% | - - | - - | - - | - - | - - | 1 0.1% | - - |
| L-Argument | 1 0.1% | - - | - - | - - | - - | - - | - - | 1 0.4% | 1 0.1% | - - |
| Il-Polz tal-Poplu | 1 0.1% | - - | - - | - - | - - | - - | - - | 1 0.4% | - - | 1 0.1% |
| Tereza | 1 0.1% | - - | - - | - - | - - | - - | - - | 1 0.4% | 1 0.1% | - - |
| Sports Panorama | 1 0.1% | - - | 1 0.3% | - - | - - | - - | - - | - - | 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 1682.

- **On weekdays**, 69.1 % all local TV viewers, on average, **watch 1-2 hours of local TV per day**. 15.5% of local TV viewers **watch less than one hour a day**, on average.
- Following, 12.2% of local TV viewers **watch 3-4 hours of local TV per day**. This TV viewership trend is more evident with TV viewers aged 51+ 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=1682)

| Counts Break % Respondents | Total | Age | | | | | | | Gender | |
|----------------------------------|---------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|
| | | 12-20 | 21-30 | 31-40 | 41-50 | 51-60 | 61-70 | 71+ | Male | Female |
| Total | 1682 | 129 | 294 | 279 | 251 | 227 | 235 | 267 | 847 | 835 |
| Less than 1 hr a day | 261 15.5% | 28 21.7% | 63 21.4% | 46 16.5% | 47 18.7% | 38 16.7% | 24 10.2% | 15 5.6% | 163 19.2% | 98 11.7% |
| Bet 1-2 hrs a day | 1163 69.1% | 101 78.3% | 226 76.9% | 230 82.4% | 195 77.7% | 158 69.6% | 123 52.3% | 130 48.7% | 593 70.0% | 570 68.3% |
| Bet 3-4 hrs a day | 205 12.2% | - | 5 1.7% | 3 1.1% | 9 3.6% | 24 10.6% | 74 31.5% | 90 33.7% | 76 9.0% | 129 15.4% |
| Bet 5-6 hrs a day | 31 1.8% | - | - | - | - | 6 2.6% | 9 3.8% | 16 6.0% | 10 1.2% | 21 2.5% |
| 6+ hrs a day | 20 1.2% | - | - | - | - | 1 0.4% | 4 1.7% | 15 5.6% | 4 0.5% | 16 1.9% |
| Not always the same | 2 0.1% | - | - | - | - | - | 1 0.4% | 1 0.4% | 1 0.1% | 1 0.1% |

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 1682.

- In the weekend, 65.8% of local TV viewers watch 1-2 hours of local TV per day. This TV consumption trend is evident across all age cohorts.
- 16.5% watch between 3-4 hours of TV and 13.3% 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=1682)

| Counts Break % Respondents | Total | Age | | | | | | | Gender | |
|----------------------------------|---------------|-------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|
| | | 12-20 | 21-30 | 31-40 | 41-50 | 51-60 | 61-70 | 71+ | Male | Female |
| Total | 1682 | 129 | 294 | 279 | 251 | 227 | 235 | 267 | 847 | 835 |
| None | 16 1.0% | - | 3 1.0% | 1 0.4% | 2 0.8% | 2 0.9% | 2 0.9% | 6 2.2% | 9 1.1% | 7 0.8% |
| Less than 1 hr a day | 224 13.3% | 19 14.7% | 40 13.6% | 37 13.3% | 47 18.7% | 38 16.7% | 25 10.6% | 18 6.7% | 130 15.3% | 94 11.3% |
| Bet 1-2 hrs a day | 1106 65.8% | 96 74.4% | 221 75.2% | 205 73.5% | 174 69.3% | 148 65.2% | 123 52.3% | 139 52.1% | 542 64.0% | 564 67.5% |
| Bet 3-4 hrs a day | 277 16.5% | 14 10.9% | 28 9.5% | 36 12.9% | 28 11.2% | 31 13.7% | 68 28.9% | 72 27.0% | 147 17.4% | 130 15.6% |
| Bet 5-6 hrs a day | 35 2.1% | - | - | - | - | 6 2.6% | 12 5.1% | 17 6.4% | 13 1.5% | 22 2.6% |
| 6+ hrs a day | 20 1.2% | - | - | - | - | 2 0.9% | 4 1.7% | 14 5.2% | 4 0.5% | 16 1.9% |
| Not always the same | 4 0.2% | - | 2 0.7% | - | - | - | 1 0.4% | 1 0.4% | 2 0.2% | 2 0.2% |

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 1825 TV viewers, 11% 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 42.4%** 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)' is a distant most followed second**, with 15.9% of all local TV viewers having watched a foreign TV station on the previous day.
- **NET TV is the third most followed TV station**, with 15.7% of all TV viewers mentioning NET TV as one of the TV stations they watched on the previous day. NET TV is watched by all age cohorts aged 21+ years.
- **ONE is the fourth most followed TV station**, with 15% having watched this station on the previous day.
- **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=1825)**

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 1825.

| Counts Respondents | TOTAL | Age | | | | | | | Gender | |
|-----------------------|-------|-------|-------|-------|-------|-------|-------|-------|--------|--------|
| | | 12-20 | 21-30 | 31-40 | 41-50 | 51-60 | 61-70 | 71+ | Male | Female |
| | 1825 | 143 | 322 | 312 | 266 | 245 | 254 | 283 | 928 | 897 |
| TVM | 773 | 52 | 119 | 124 | 104 | 109 | 134 | 131 | 366 | 407 |
| | 42.4% | 36.4% | 37.0% | 39.7% | 39.1% | 44.5% | 52.8% | 46.3% | 39.4% | 45.4% |
| Foreign Station (ANY) | 290 | 21 | 36 | 39 | 36 | 37 | 54 | 67 | 135 | 155 |
| | 15.9% | 14.7% | 11.2% | 12.5% | 13.5% | 15.1% | 21.3% | 23.7% | 14.5% | 17.3% |
| NET TV | 287 | 20 | 47 | 48 | 32 | 30 | 46 | 64 | 144 | 143 |
| | 15.7% | 14.0% | 14.6% | 15.4% | 12.0% | 12.2% | 18.1% | 22.6% | 15.5% | 15.9% |
| ONE | 274 | 9 | 48 | 36 | 45 | 34 | 45 | 57 | 132 | 142 |
| | 15.0% | 6.3% | 14.9% | 11.5% | 16.9% | 13.9% | 17.7% | 20.1% | 14.2% | 15.8% |
| TSN 1-8 (Melita/GO) | 214 | 37 | 48 | 44 | 29 | 26 | 16 | 14 | 173 | 41 |
| | 11.7% | 25.9% | 14.9% | 14.1% | 10.9% | 10.6% | 6.3% | 4.9% | 18.6% | 4.6% |
| I did not watch TV | 199 | 20 | 38 | 29 | 35 | 25 | 25 | 27 | 78 | 121 |
| | 10.9% | 14.0% | 11.8% | 9.3% | 13.2% | 10.2% | 9.8% | 9.5% | 8.4% | 13.5% |
| GO Tokis | 116 | 5 | 15 | 23 | 21 | 21 | 13 | 18 | 52 | 64 |
| | 6.4% | 3.5% | 4.7% | 7.4% | 7.9% | 8.6% | 5.1% | 6.4% | 5.6% | 7.1% |
| F Living | 49 | 0 | 0 | 0 | 0 | 8 | 12 | 29 | 15 | 34 |
| | 2.7% | 0.0% | 0.0% | 0.0% | 0.0% | 3.3% | 4.7% | 10.2% | 1.6% | 3.8% |
| Xejk | 47 | 0 | 1 | 5 | 10 | 10 | 12 | 9 | 27 | 20 |
| | 2.6% | 0.0% | 0.3% | 1.6% | 3.8% | 4.1% | 4.7% | 3.2% | 2.9% | 2.2% |
| TVMsport+ | 44 | 7 | 15 | 9 | 5 | 7 | 0 | 1 | 37 | 7 |
| | 2.4% | 4.9% | 4.7% | 2.9% | 1.9% | 2.9% | 0.0% | 0.4% | 4.0% | 0.8% |
| TVMNews+ | 39 | 2 | 5 | 8 | 14 | 3 | 4 | 3 | 25 | 14 |
| | 2.1% | 1.4% | 1.6% | 2.6% | 5.3% | 1.2% | 1.6% | 1.1% | 2.7% | 1.6% |
| Smash | 22 | 0 | 3 | 6 | 4 | 2 | 3 | 4 | 15 | 7 |
| | 1.2% | 0.0% | 0.9% | 1.9% | 1.5% | 0.8% | 1.2% | 1.4% | 1.6% | 0.8% |
| iTV | 2 | 0 | 0 | 0 | 0 | 1 | 0 | 1 | 1 | 1 |
| | 0.1% | 0.0% | 0.0% | 0.0% | 0.0% | 0.4% | 0.0% | 0.4% | 0.1% | 0.1% |
| GO Stars | 2 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 1 | 1 |
| | 0.1% | 0.0% | 0.3% | 0.0% | 0.0% | 0.4% | 0.0% | 0.0% | 0.1% | 0.1% |

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 26th Nov – 2nd Dec 2023.

Table 7.2 – Q8 – Most followed TV stations (Sunday to Saturday) – by Age & Gender (Multiple-Response Q) (n=399,572)

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 399,572.

| Counts Respondents | TOTAL | Age | | | | | | | Gender | |
|------------------------------|---------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|---------------|---------------|
| | | 12-20 | 21-30 | 31-40 | 41-50 | 51-60 | 61-70 | 71+ | Male | Female |
| Total | 399572 | 31309 | 70500 | 68310 | 58239 | 53641 | 55612 | 61961 | 203179 | 196392 |
| TVM | 169243 | 11385 | 26054 | 27149 | 22770 | 23865 | 29338 | 28682 | 80133 | 89110 |
| Foreign station (ANY) | 63494 | 4598 | 7882 | 8539 | 7882 | 8101 | 11823 | 14669 | 29557 | 33936 |
| NETTV | 62837 | 4379 | 10290 | 10509 | 7006 | 6568 | 10071 | 14012 | 31528 | 31309 |
| ONE | 59990 | 1970 | 10509 | 7882 | 9852 | 7444 | 9852 | 12480 | 28901 | 31090 |
| TSN 1-8 (Melita / GO) | 46854 | 8101 | 10509 | 9634 | 6349 | 5693 | 3503 | 3065 | 37877 | 8977 |
| GO Tokis | 25397 | 1095 | 3284 | 5036 | 4598 | 4598 | 2846 | 3941 | 11385 | 14012 |
| F Living | 10728 | - | - | - | - | 1752 | 2627 | 6349 | 3284 | 7444 |
| Xejk | 10290 | - | 219 | 1095 | 2189 | 2189 | 2627 | 1970 | 5911 | 4379 |
| TVMsport+ | 9634 | 1533 | 3284 | 1970 | 1095 | 1533 | - | 219 | 8101 | 1533 |
| TVMnews+ | 8539 | 438 | 1095 | 1752 | 3065 | 657 | 876 | 657 | 5474 | 3065 |
| Smash | 4817 | - | 657 | 1314 | 876 | 438 | 657 | 876 | 3284 | 1533 |
| Itv | 438 | - | - | - | - | 219 | - | 219 | 219 | 219 |
| GO Stars | 438 | - | 219 | - | - | 219 | - | - | 219 | 219 |

Note I: TV stations not featured in the Table above have a TV viewership of less than 219 (0.3%) 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 26th Nov – 2nd Dec 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.

- **The most followed TV timeband** from Sunday to Saturday is:
 - ✓ 21:00 - 21:30 (218,725 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=399,572)

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 | - | - | - | - | 657 | - | - | - | 657 | 43570 | 355345 | 399572 |
| 00:30 - 01:00 | - | - | - | - | 657 | - | - | - | 657 | 43570 | 355345 | 399572 |
| 01:00 - 01:30 | - | - | - | - | 657 | - | - | - | 657 | 43570 | 355345 | 399572 |
| 01:30 - 02:00 | - | - | - | - | 219 | - | - | - | 219 | 43570 | 355783 | 399572 |
| 02:00 - 02:30 | - | - | - | - | - | - | - | - | - | 43570 | 356002 | 399572 |
| 02:30 - 03:00 | - | - | - | - | - | - | - | - | - | 43570 | 356002 | 399572 |
| 03:00 - 03:30 | - | - | - | - | - | - | - | - | - | 43570 | 356002 | 399572 |
| 03:30 - 04:00 | - | - | - | - | - | - | - | - | - | 43570 | 356002 | 399572 |
| 04:00 - 04:30 | - | - | - | - | - | - | - | - | - | 43570 | 356002 | 399572 |
| 04:30 - 05:00 | - | - | - | - | - | - | - | - | - | 43570 | 356002 | 399572 |
| 05:00 - 05:30 | - | - | - | - | - | - | - | - | - | 43570 | 356002 | 399572 |
| 05:30 - 06:00 | - | - | - | - | 438 | 219 | - | 219 | 438 | 43570 | 355345 | 399572 |
| 06:00 - 06:30 | - | - | - | - | 219 | 657 | 219 | 657 | 438 | 43570 | 354908 | 399572 |
| 06:30 - 07:00 | - | - | - | - | 219 | 438 | 219 | 438 | 438 | 43570 | 355126 | 399572 |
| 07:00 - 07:30 | - | - | - | 219 | 219 | 657 | 438 | 657 | 876 | 43570 | 354470 | 399572 |
| 07:30 - 08:00 | - | - | - | 219 | 219 | 438 | 219 | 438 | 657 | 43570 | 354908 | 399572 |
| 08:00 - 08:30 | - | - | - | 219 | 876 | 1752 | 3941 | 4598 | 2189 | 43570 | 349215 | 399572 |
| 08:30 - 09:00 | - | - | - | - | 876 | 1970 | 3284 | 4160 | 1970 | 43570 | 349872 | 399572 |
| 09:00 - 09:30 | - | - | 657 | 1314 | 1533 | 3065 | 4598 | 5911 | 5255 | 43570 | 344836 | 399572 |
| 09:30 - 10:00 | - | 438 | 657 | 2189 | 3065 | 6130 | 7663 | 9196 | 10947 | 43570 | 335859 | 399572 |
| 10:00 - 10:30 | - | 438 | 657 | 2189 | 3065 | 5255 | 7444 | 8977 | 10071 | 43570 | 336954 | 399572 |
| 10:30 - 11:00 | - | 438 | 657 | 1533 | 1970 | 4598 | 5911 | 7444 | 7663 | 43570 | 340895 | 399572 |
| 11:00 - 11:30 | - | 438 | 657 | 1314 | 1970 | 4160 | 5474 | 7006 | 7006 | 43570 | 341990 | 399572 |
| 11:30 - 12:00 | - | 219 | 657 | 1095 | 1752 | 3941 | 5474 | 6349 | 6787 | 43570 | 342866 | 399572 |
| 12:00 - 12:30 | 438 | 1095 | 1314 | 1095 | 1752 | 3065 | 6349 | 5693 | 9415 | 43570 | 340895 | 399572 |
| 12:30 - 13:00 | 438 | 1095 | 1533 | 1095 | 1970 | 3284 | 8539 | 6349 | 11604 | 43570 | 338049 | 399572 |
| 13:00 - 13:30 | 438 | 1314 | 1752 | 1095 | 3065 | 4160 | 12261 | 8101 | 15983 | 43570 | 331918 | 399572 |
| 13:30 - 14:00 | 657 | 1752 | 1314 | 1314 | 3722 | 5474 | 13793 | 8758 | 19267 | 43570 | 327977 | 399572 |
| 14:00 - 14:30 | 2189 | 3722 | 2189 | 2627 | 5255 | 7006 | 15107 | 11385 | 26711 | 43570 | 317906 | 399572 |
| 14:30 - 15:00 | 1970 | 3941 | 2408 | 2846 | 5255 | 6787 | 15107 | 11823 | 26492 | 43570 | 317687 | 399572 |
| 15:00 - 15:30 | 1752 | 4160 | 1970 | 3941 | 6130 | 7663 | 15326 | 14231 | 26711 | 43570 | 315060 | 399572 |
| 15:30 - 16:00 | 1533 | 3722 | 2627 | 3722 | 6568 | 6568 | 14669 | 14450 | 24960 | 43570 | 316592 | 399572 |
| 16:00 - 16:30 | 1752 | 2846 | 2189 | 3503 | 2627 | 3284 | 5693 | 8758 | 13137 | 43570 | 334108 | 399572 |
| 16:30 - 17:00 | 1095 | 2846 | 1970 | 3284 | 2846 | 3941 | 4160 | 7663 | 12480 | 43570 | 335859 | 399572 |
| 17:00 - 17:30 | 2189 | 4817 | 2846 | 3284 | 3065 | 4817 | 5474 | 7006 | 19486 | 43570 | 329510 | 399572 |
| 17:30 - 18:00 | 2846 | 6568 | 4598 | 3941 | 4160 | 4817 | 5255 | 9634 | 22551 | 43570 | 323818 | 399572 |
| 18:00 - 18:30 | 3065 | 12699 | 8320 | 6130 | 5693 | 7663 | 10947 | 24960 | 29557 | 43570 | 301485 | 399572 |
| 18:30 - 19:00 | 3284 | 12480 | 10290 | 6787 | 7225 | 10071 | 10947 | 36126 | 24960 | 43570 | 294917 | 399572 |
| 19:00 - 19:30 | 3941 | 14888 | 12699 | 10290 | 11166 | 12699 | 13575 | 46416 | 32842 | 43570 | 276745 | 399572 |
| 19:30 - 20:00 | 7444 | 22332 | 21675 | 19486 | 18172 | 22551 | 25835 | 73784 | 63713 | 43570 | 218506 | 399572 |
| 20:00 - 20:30 | 11823 | 29338 | 33279 | 28682 | 26273 | 31309 | 31090 | 103560 | 88234 | 43570 | 164208 | 399572 |
| 20:30 - 21:00 | 14450 | 29119 | 30652 | 28244 | 24303 | 24522 | 26930 | 92175 | 86045 | 43570 | 177782 | 399572 |
| 21:00 - 21:30 | 21456 | 41380 | 41161 | 34155 | 29776 | 25179 | 25616 | 118011 | 100714 | 43570 | 137278 | 399572 |
| 21:30 - 22:00 | 18829 | 36564 | 37658 | 30433 | 27368 | 22770 | 23427 | 107939 | 89110 | 43570 | 158953 | 399572 |
| 22:00 - 22:30 | 13575 | 23208 | 23646 | 18610 | 16859 | 14888 | 12918 | 76192 | 47511 | 43570 | 232299 | 399572 |
| 22:30 - 23:00 | 10290 | 19924 | 18391 | 12699 | 10728 | 7663 | 7006 | 58239 | 28463 | 43570 | 269301 | 399572 |
| 23:00 - 23:30 | 219 | 2408 | 2627 | 1533 | 1752 | 2408 | 1752 | 8101 | 4598 | 43570 | 343304 | 399572 |
| 23:30 - 00:00 | - | 1095 | 1095 | 438 | 1314 | 1314 | 438 | 3503 | 2189 | 43570 | 350310 | 399572 |

Note: Timebands featuring a 'nil' viewership in the Table above have a TV viewership of less than 219 viewers (0.3%) between Sunday and Saturday.

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 TV Viewers Per Day of Assessment – Dec 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 | 1825 | 272 | 255 | 263 | 270 | 262 | 254 | 249 |
| Maltese Population of TV viewers | 399,572 | 416,868 | 390,814 | 403,075 | 413,803 | 401,542 | 389,281 | 381,618 |

TV Audience on SUNDAY

- The most watched timeband on Sunday is 20:00 – 20:30 on TVM (177,782 TV Viewers).

**Table 10 – Q8 – TV Audience on SUNDAY - by Timeband
(Multiple-Response Q) (n=416,868)**

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

| | TVM | ONE | NET TV | Smash | TVM SPORT | F Living | Xejk | GO Stars | GO Tokis | TSN 1-8 (Melita / GO) | Foreign station (ANY) | Did not watch any TV on the previous day | Did not watch TV during their timeband | Total |
|---------------|---------|--------|--------|-------|-----------|----------|-------|----------|----------|-----------------------|-----------------------|--|--|---------|
| 00:00 - 00:30 | - | - | - | - | - | - | - | - | - | - | - | 42,913 | 373,955 | 416,868 |
| 00:30 - 01:00 | - | - | - | - | - | - | - | - | - | - | - | 42,913 | 373,955 | 416,868 |
| 01:00 - 01:30 | - | - | - | - | - | - | - | - | - | - | - | 42,913 | 373,955 | 416,868 |
| 01:30 - 02:00 | - | - | - | - | - | - | - | - | - | - | - | 42,913 | 373,955 | 416,868 |
| 02:00 - 02:30 | - | - | - | - | - | - | - | - | - | - | - | 42,913 | 373,955 | 416,868 |
| 02:30 - 03:00 | - | - | - | - | - | - | - | - | - | - | - | 42,913 | 373,955 | 416,868 |
| 03:00 - 03:30 | - | - | - | - | - | - | - | - | - | - | - | 42,913 | 373,955 | 416,868 |
| 03:30 - 04:00 | - | - | - | - | - | - | - | - | - | - | - | 42,913 | 373,955 | 416,868 |
| 04:00 - 04:30 | - | - | - | - | - | - | - | - | - | - | - | 42,913 | 373,955 | 416,868 |
| 04:30 - 05:00 | - | - | - | - | - | - | - | - | - | - | - | 42,913 | 373,955 | 416,868 |
| 05:00 - 05:30 | - | - | - | - | - | - | - | - | - | - | - | 42,913 | 373,955 | 416,868 |
| 05:30 - 06:00 | - | - | - | - | - | - | - | - | - | - | 1,533 | 42,913 | 372,423 | 416,868 |
| 06:00 - 06:30 | - | - | - | - | - | - | - | - | - | - | - | 42,913 | 373,955 | 416,868 |
| 06:30 - 07:00 | - | - | - | - | - | - | - | - | - | - | - | 42,913 | 373,955 | 416,868 |
| 07:00 - 07:30 | - | - | - | - | - | - | - | - | - | - | 1,533 | 42,913 | 372,423 | 416,868 |
| 07:30 - 08:00 | - | - | - | - | - | - | - | - | - | - | - | 42,913 | 373,955 | 416,868 |
| 08:00 - 08:30 | - | 6,130 | - | - | - | - | - | - | - | - | - | 42,913 | 367,825 | 416,868 |
| 08:30 - 09:00 | - | 6,130 | - | - | - | - | - | - | - | - | - | 42,913 | 367,825 | 416,868 |
| 09:00 - 09:30 | 12,261 | 12,261 | 10,728 | - | - | - | - | - | - | - | 1,533 | 42,913 | 337,173 | 416,868 |
| 09:30 - 10:00 | 13,793 | 15,326 | 13,793 | - | - | - | - | - | - | - | - | 42,913 | 331,042 | 416,868 |
| 10:00 - 10:30 | 12,261 | 15,326 | 15,326 | - | - | - | - | - | - | - | - | 42,913 | 331,042 | 416,868 |
| 10:30 - 11:00 | 3,065 | 16,859 | 16,859 | - | - | - | - | - | - | - | 1,533 | 42,913 | 336,640 | 416,868 |
| 11:00 - 11:30 | 1,533 | 12,261 | 18,391 | - | - | - | - | - | - | - | - | 42,913 | 341,770 | 416,868 |
| 11:30 - 12:00 | 1,533 | 4,598 | 16,859 | - | - | - | - | - | - | - | - | 42,913 | 350,966 | 416,868 |
| 12:00 - 12:30 | 7,663 | - | 19,924 | - | - | - | - | - | - | 1,533 | - | 42,913 | 344,836 | 416,868 |
| 12:30 - 13:00 | 9,196 | - | 19,924 | - | - | - | - | - | - | 1,533 | - | 42,913 | 343,303 | 416,868 |
| 13:00 - 13:30 | 15,326 | - | - | - | - | 1,533 | - | - | - | 1,533 | - | 42,913 | 355,564 | 416,868 |
| 13:30 - 14:00 | 12,261 | - | - | - | - | 1,533 | - | - | - | 3,065 | - | 42,913 | 357,096 | 416,868 |
| 14:00 - 14:30 | 7,663 | 1,533 | - | - | 4,598 | 3,065 | - | - | - | 4,598 | 22,989 | 42,913 | 329,510 | 416,868 |
| 14:30 - 15:00 | 6,130 | 1,533 | - | - | 6,130 | 3,065 | - | - | - | 3,065 | 19,924 | 42,913 | 334,107 | 416,868 |
| 15:00 - 15:30 | 4,598 | 4,598 | - | - | 6,130 | 1,533 | - | - | - | 10,728 | 19,924 | 42,913 | 326,444 | 416,868 |
| 15:30 - 16:00 | 3,065 | 4,598 | - | - | 7,663 | 1,533 | - | - | - | 10,728 | 15,326 | 42,913 | 331,042 | 416,868 |
| 16:00 - 16:30 | 22,989 | 4,598 | - | - | 3,065 | 1,533 | - | - | - | 9,196 | 10,728 | 42,913 | 321,847 | 416,868 |
| 16:30 - 17:00 | 22,989 | 4,598 | - | - | 3,065 | - | - | - | - | 9,196 | 3,065 | 42,913 | 331,042 | 416,868 |
| 17:00 - 17:30 | 24,522 | 3,065 | - | - | 3,065 | - | - | - | - | 4,598 | 3,065 | 42,913 | 336,640 | 416,868 |
| 17:30 - 18:00 | 22,989 | 1,533 | - | - | 1,533 | - | - | - | - | 19,924 | 3,065 | 42,913 | 324,912 | 416,868 |
| 18:00 - 18:30 | 19,924 | 1,533 | 1,533 | - | - | - | 1,533 | - | - | 29,119 | 3,065 | 42,913 | 317,249 | 416,868 |
| 18:30 - 19:00 | 1,533 | 3,065 | 4,598 | - | - | - | - | - | - | 29,119 | 4,598 | 42,913 | 331,042 | 416,868 |
| 19:00 - 19:30 | 1,533 | 4,598 | 9,196 | - | - | - | 1,533 | - | - | 29,119 | 9,196 | 42,913 | 318,781 | 416,868 |
| 19:30 - 20:00 | 4,598 | 49,043 | 56,706 | - | 1,533 | - | 1,533 | - | - | 10,728 | 10,728 | 42,913 | 239,096 | 416,868 |
| 20:00 - 20:30 | 177,782 | 12,261 | 7,663 | 1,533 | - | - | - | 3,065 | 6,130 | 12,261 | 42,913 | 153,260 | 416,868 | 416,868 |
| 20:30 - 21:00 | 61,304 | 12,261 | 9,196 | 1,533 | - | - | 1,533 | - | 10,728 | 56,706 | 10,728 | 42,913 | 209,967 | 416,868 |
| 21:00 - 21:30 | 84,293 | 13,793 | 7,663 | 1,533 | 1,533 | - | 6,130 | 1,533 | 12,261 | 61,304 | 35,250 | 42,913 | 148,662 | 416,868 |
| 21:30 - 22:00 | 84,293 | 15,326 | 9,196 | - | - | - | 6,130 | 1,533 | 13,793 | 59,772 | 36,782 | 42,913 | 147,130 | 416,868 |
| 22:00 - 22:30 | 75,098 | 13,793 | 7,663 | - | - | - | 6,130 | 1,533 | 13,793 | 58,239 | 33,717 | 42,913 | 163,989 | 416,868 |
| 22:30 - 23:00 | 70,500 | 3,065 | 3,065 | - | - | - | 1,533 | 1,533 | 1,533 | 56,706 | 19,924 | 42,913 | 216,097 | 416,868 |
| 23:00 - 23:30 | 4,598 | 1,533 | - | - | - | - | - | 1,533 | - | 3,065 | 10,728 | 42,913 | 352,499 | 416,868 |
| 23:30 - 00:00 | 1,533 | - | - | - | - | - | - | - | - | - | 10,728 | 42,913 | 361,694 | 416,868 |

Note I: TV stations not featured in the Table above have a TV viewership of less than 0.3% 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.

TV Audience on MONDAY

- The most watched timeband on Monday is 20:00 – 20:30 on TVM (194,641 TV Viewers).

Table 10 – Q8 – TV Audience on MONDAY – by Timeband (Multiple-Response Q) (n=390,814)

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

| | TVM | ONE | NET TV | Smash | TVM NEWS. | 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 | - | - | - | - | - | - | - | - | - | - | - | 41,380 | 349,434 | 390,814 |
| 00:30 - 01:00 | - | - | - | - | - | - | - | - | - | - | - | 41,380 | 349,434 | 390,814 |
| 01:00 - 01:30 | - | - | - | - | - | - | - | - | - | - | - | 41,380 | 349,434 | 390,814 |
| 01:30 - 02:00 | - | - | - | - | - | - | - | - | - | - | - | 41,380 | 349,434 | 390,814 |
| 02:00 - 02:30 | - | - | - | - | - | - | - | - | - | - | - | 41,380 | 349,434 | 390,814 |
| 02:30 - 03:00 | - | - | - | - | - | - | - | - | - | - | - | 41,380 | 349,434 | 390,814 |
| 03:00 - 03:30 | - | - | - | - | - | - | - | - | - | - | - | 41,380 | 349,434 | 390,814 |
| 03:30 - 04:00 | - | - | - | - | - | - | - | - | - | - | - | 41,380 | 349,434 | 390,814 |
| 04:00 - 04:30 | - | - | - | - | - | - | - | - | - | - | - | 41,380 | 349,434 | 390,814 |
| 04:30 - 05:00 | - | - | - | - | - | - | - | - | - | - | - | 41,380 | 349,434 | 390,814 |
| 05:00 - 05:30 | - | - | - | - | - | - | - | - | - | - | - | 41,380 | 349,434 | 390,814 |
| 05:30 - 06:00 | - | - | - | - | 1,533 | - | - | - | - | - | - | 41,380 | 347,901 | 390,814 |
| 06:00 - 06:30 | 1,533 | - | - | - | 1,533 | - | - | - | - | - | - | 41,380 | 346,368 | 390,814 |
| 06:30 - 07:00 | - | - | - | - | 1,533 | - | - | - | - | - | - | 41,380 | 347,901 | 390,814 |
| 07:00 - 07:30 | 1,533 | - | - | - | 1,533 | - | - | - | - | - | - | 41,380 | 346,368 | 390,814 |
| 07:30 - 08:00 | 1,533 | - | - | - | 1,533 | - | - | - | - | - | - | 41,380 | 346,368 | 390,814 |
| 08:00 - 08:30 | 1,533 | 1,533 | 1,533 | - | - | - | - | - | - | - | - | 41,380 | 344,836 | 390,814 |
| 08:30 - 09:00 | - | 1,533 | - | - | - | - | - | - | - | - | - | 41,380 | 347,901 | 390,814 |
| 09:00 - 09:30 | - | 1,533 | - | - | - | - | - | 3,065 | - | - | - | 41,380 | 344,836 | 390,814 |
| 09:30 - 10:00 | 9,196 | 1,533 | 1,533 | - | - | - | - | 3,065 | - | - | - | 41,380 | 334,108 | 390,814 |
| 10:00 - 10:30 | 10,728 | 3,065 | - | - | - | - | - | 3,065 | - | - | - | 41,380 | 332,575 | 390,814 |
| 10:30 - 11:00 | 6,130 | 3,065 | - | - | - | - | 1,533 | 1,533 | - | - | - | 41,380 | 337,173 | 390,814 |
| 11:00 - 11:30 | 6,130 | 3,065 | - | - | - | - | - | - | - | - | - | 41,380 | 340,238 | 390,814 |
| 11:30 - 12:00 | 6,130 | 3,065 | - | - | - | - | - | - | - | - | - | 41,380 | 340,238 | 390,814 |
| 12:00 - 12:30 | 6,130 | 3,065 | 6,130 | - | - | - | - | - | - | - | 1,533 | 41,380 | 332,575 | 390,814 |
| 12:30 - 13:00 | 4,598 | 3,065 | 6,130 | - | - | - | 1,533 | - | - | - | - | 41,380 | 334,108 | 390,814 |
| 13:00 - 13:30 | 3,065 | 6,130 | 15,326 | - | - | - | 10,728 | - | - | - | - | 41,380 | 314,184 | 390,814 |
| 13:30 - 14:00 | 1,533 | 6,130 | 15,326 | - | - | - | 12,261 | - | - | - | - | 41,380 | 314,184 | 390,814 |
| 14:00 - 14:30 | - | 6,130 | 18,391 | - | - | - | 12,261 | - | 1,533 | - | 4,598 | 41,380 | 306,521 | 390,814 |
| 14:30 - 15:00 | - | 6,130 | 18,391 | - | - | - | 12,261 | - | 1,533 | - | 3,065 | 41,380 | 308,053 | 390,814 |
| 15:00 - 15:30 | 1,533 | 6,130 | 18,391 | - | - | - | 10,728 | - | 1,533 | 1,533 | 3,065 | 41,380 | 306,521 | 390,814 |
| 15:30 - 16:00 | - | 6,130 | 16,859 | - | - | - | 9,196 | - | 1,533 | - | 3,065 | 41,380 | 312,651 | 390,814 |
| 16:00 - 16:30 | - | 6,130 | 4,598 | - | - | - | 1,533 | - | - | - | - | 41,380 | 337,173 | 390,814 |
| 16:30 - 17:00 | - | 6,130 | 4,598 | - | - | - | 1,533 | - | - | - | - | 41,380 | 337,173 | 390,814 |
| 17:00 - 17:30 | 9,196 | 6,130 | 1,533 | - | - | - | - | - | - | - | 3,065 | 41,380 | 329,510 | 390,814 |
| 17:30 - 18:00 | 10,728 | 10,728 | 1,533 | - | - | - | - | - | - | - | 1,533 | 41,380 | 324,912 | 390,814 |
| 18:00 - 18:30 | 15,326 | 18,391 | 22,989 | - | - | - | - | - | - | - | 1,533 | 41,380 | 291,195 | 390,814 |
| 18:30 - 19:00 | 10,728 | 29,119 | 30,652 | - | - | - | - | - | - | - | - | 41,380 | 278,934 | 390,814 |
| 19:00 - 19:30 | 35,250 | 30,652 | 32,185 | - | - | - | - | - | - | - | 1,533 | 41,380 | 249,814 | 390,814 |
| 19:30 - 20:00 | 33,717 | 47,511 | 64,369 | - | - | - | - | - | - | - | 4,598 | 41,380 | 199,239 | 390,814 |
| 20:00 - 20:30 | 194,641 | 7,663 | 18,391 | - | - | 4,598 | - | 1,533 | 3,065 | - | 6,130 | 41,380 | 113,413 | 390,814 |
| 20:30 - 21:00 | 44,446 | 1,533 | 39,848 | 3,065 | - | 9,196 | - | 7,663 | 55,174 | - | 22,989 | 41,380 | 165,521 | 390,814 |
| 21:00 - 21:30 | 30,652 | 19,924 | 36,782 | 3,065 | - | 12,261 | - | 9,196 | 55,174 | 1,533 | 38,315 | 41,380 | 142,532 | 390,814 |
| 21:30 - 22:00 | 32,185 | 18,391 | 10,728 | - | - | 9,196 | - | 7,663 | 47,511 | - | 39,848 | 41,380 | 183,912 | 390,814 |
| 22:00 - 22:30 | 13,793 | 3,065 | 1,533 | - | - | 4,598 | - | 7,663 | 18,391 | - | 33,717 | 41,380 | 266,673 | 390,814 |
| 22:30 - 23:00 | 7,663 | - | 1,533 | - | - | - | - | - | 1,533 | - | 18,391 | 41,380 | 320,314 | 390,814 |
| 23:00 - 23:30 | 1,533 | - | - | - | - | - | - | - | - | - | 10,728 | 41,380 | 337,173 | 390,814 |
| 23:30 - 00:00 | - | - | - | - | - | - | - | - | - | - | 4,598 | 41,380 | 344,836 | 390,814 |

Note I: TV stations not featured in the Table above have a TV viewership of less than 0.3% between Sunday and Saturday.

Note II: Timebands featuring a 'nil' viewership in the Table above have a TV viewership of less than 1,533 viewers on Monday.

TV Audience on **TUESDAY**

- The most watched timeband on Tuesday is 20:00 – 20:30 on TVM (151,728 Viewers).

Table 11 – Q8 – TV Audience on TUESDAY – by Timeband (Multiple-Response Q) (n=403,075)

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

| | TVM | ONE | NETTV | TVM NEWS+ | 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 | 53,641 | 347,901 | 403,075 |
| 00:30 – 01:00 | - | - | - | - | - | - | - | - | - | 1,533 | 53,641 | 347,901 | 403,075 |
| 01:00 – 01:30 | - | - | - | - | - | - | - | - | - | 1,533 | 53,641 | 347,901 | 403,075 |
| 01:30 – 02:00 | - | - | - | - | - | - | - | - | - | - | 53,641 | 349,434 | 403,075 |
| 02:00 – 02:30 | - | - | - | - | - | - | - | - | - | - | 53,641 | 349,434 | 403,075 |
| 02:30 – 03:00 | - | - | - | - | - | - | - | - | - | - | 53,641 | 349,434 | 403,075 |
| 03:00 – 03:30 | - | - | - | - | - | - | - | - | - | - | 53,641 | 349,434 | 403,075 |
| 03:30 – 04:00 | - | - | - | - | - | - | - | - | - | - | 53,641 | 349,434 | 403,075 |
| 04:00 – 04:30 | - | - | - | - | - | - | - | - | - | - | 53,641 | 349,434 | 403,075 |
| 04:30 – 05:00 | - | - | - | - | - | - | - | - | - | - | 53,641 | 349,434 | 403,075 |
| 05:00 – 05:30 | - | - | - | - | - | - | - | - | - | - | 53,641 | 349,434 | 403,075 |
| 05:30 – 06:00 | - | - | - | - | - | - | - | - | - | - | 53,641 | 349,434 | 403,075 |
| 06:00 – 06:30 | - | - | - | - | - | - | - | - | - | - | 53,641 | 349,434 | 403,075 |
| 06:30 – 07:00 | - | - | - | - | - | - | - | - | - | - | 53,641 | 349,434 | 403,075 |
| 07:00 – 07:30 | - | - | - | - | - | - | - | - | - | - | 53,641 | 349,434 | 403,075 |
| 07:30 – 08:00 | - | - | - | - | - | - | - | - | - | - | 53,641 | 349,434 | 403,075 |
| 08:00 – 08:30 | 4,598 | 1,533 | - | - | - | - | - | - | 1,533 | - | 53,641 | 341,771 | 403,075 |
| 08:30 – 09:00 | 4,598 | - | - | - | - | - | - | - | 1,533 | - | 53,641 | 343,303 | 403,075 |
| 09:00 – 09:30 | 4,598 | - | - | - | - | - | - | - | 1,533 | - | 53,641 | 343,303 | 403,075 |
| 09:30 – 10:00 | 15,326 | - | - | - | - | - | - | - | 3,065 | - | 53,641 | 331,043 | 403,075 |
| 10:00 – 10:30 | 13,793 | - | - | - | - | - | - | - | 1,533 | - | 53,641 | 334,108 | 403,075 |
| 10:30 – 11:00 | 13,793 | 1,533 | - | - | - | - | - | - | 1,533 | - | 53,641 | 332,575 | 403,075 |
| 11:00 – 11:30 | 13,793 | 1,533 | - | - | - | - | - | 1,533 | 1,533 | - | 53,641 | 331,043 | 403,075 |
| 11:30 – 12:00 | 13,793 | 1,533 | - | - | - | - | - | 1,533 | 1,533 | - | 53,641 | 331,043 | 403,075 |
| 12:00 – 12:30 | 6,130 | 1,533 | 1,533 | - | - | - | - | 1,533 | - | - | 53,641 | 338,706 | 403,075 |
| 12:30 – 13:00 | 1,533 | 1,533 | - | - | - | - | - | - | - | - | 53,641 | 346,369 | 403,075 |
| 13:00 – 13:30 | 3,065 | 1,533 | 6,130 | - | 6,130 | - | - | - | - | - | 53,641 | 332,575 | 403,075 |
| 13:30 – 14:00 | 1,533 | 1,533 | 10,728 | - | 10,728 | - | - | - | - | - | 53,641 | 324,912 | 403,075 |
| 14:00 – 14:30 | 1,533 | 3,065 | 10,728 | - | 15,326 | - | - | - | - | 6,130 | 53,641 | 312,651 | 403,075 |
| 14:30 – 15:00 | 1,533 | 4,598 | 10,728 | - | 15,326 | - | - | - | - | 7,663 | 53,641 | 309,586 | 403,075 |
| 15:00 – 15:30 | - | 3,065 | 9,196 | - | 13,793 | - | - | - | - | 4,598 | 53,641 | 318,782 | 403,075 |
| 15:30 – 16:00 | - | 4,598 | 9,196 | - | 12,261 | - | - | - | - | 4,598 | 53,641 | 318,782 | 403,075 |
| 16:00 – 16:30 | - | 1,533 | - | - | - | - | - | 1,533 | - | 3,065 | 53,641 | 343,303 | 403,075 |
| 16:30 – 17:00 | - | 1,533 | - | - | - | - | - | 1,533 | - | 3,065 | 53,641 | 343,303 | 403,075 |
| 17:00 – 17:30 | 10,728 | 1,533 | - | - | - | - | - | 1,533 | - | 4,598 | 53,641 | 331,043 | 403,075 |
| 17:30 – 18:00 | 10,728 | 7,663 | 1,533 | - | - | - | - | 1,533 | - | 1,533 | 53,641 | 326,445 | 403,075 |
| 18:00 – 18:30 | 12,261 | 13,793 | 29,119 | - | - | - | - | 3,065 | - | 3,065 | 53,641 | 288,130 | 403,075 |
| 18:30 – 19:00 | 13,793 | 21,456 | 30,652 | - | - | - | - | 3,065 | - | 3,065 | 53,641 | 277,401 | 403,075 |
| 19:00 – 19:30 | 39,848 | 26,054 | 30,652 | - | - | - | 1,533 | 1,533 | - | 9,196 | 53,641 | 240,619 | 403,075 |
| 19:30 – 20:00 | 39,315 | 59,772 | 53,641 | - | - | - | 1,533 | 1,533 | - | 9,196 | 53,641 | 185,445 | 403,075 |
| 20:00 – 20:30 | 151,728 | 32,185 | 26,054 | 6,130 | - | 9,196 | - | 3,065 | - | 12,261 | 53,641 | 116,478 | 403,075 |
| 20:30 – 21:00 | 75,098 | 32,185 | 24,522 | 6,130 | - | 9,196 | - | 10,728 | - | 21,456 | 53,641 | 170,119 | 403,075 |
| 21:00 – 21:30 | 72,032 | 29,119 | 22,989 | 6,130 | - | 9,196 | - | 10,728 | 49,043 | 33,717 | 53,641 | 116,478 | 403,075 |
| 21:30 – 22:00 | 70,500 | 27,587 | 16,859 | 6,130 | - | 9,196 | - | 10,728 | 52,109 | 33,717 | 53,641 | 122,608 | 403,075 |
| 22:00 – 22:30 | 7,663 | - | - | - | - | 3,065 | - | 1,533 | 52,109 | 21,456 | 53,641 | 263,608 | 403,075 |
| 22:30 – 23:00 | 6,130 | - | - | - | - | - | - | - | 52,109 | 9,196 | 53,641 | 281,999 | 403,075 |
| 23:00 – 23:30 | 3,065 | - | - | - | - | - | - | - | 1,533 | 3,065 | 53,641 | 341,771 | 403,075 |
| 23:30 – 00:00 | 3,065 | - | - | - | - | - | - | - | - | 3,065 | 53,641 | 343,303 | 403,075 |

Note I: TV stations not featured in the Table above have a TV viewership of less than 0.3% between Sunday and Saturday.

Note II: Timebands featuring a 'nil' viewership in the Table above have a TV viewership of less than 1,533 viewers on Tuesday.

TV Audience on WEDNESDAY

- The most watched timeband on Wednesday is 20:00 - 20:30 on TVM (102,684 TV Viewers).

**Table 12 – Q8 – TV Audience on WEDNESDAY – by Timeband
(Multiple-Response Q) (n=413,803)**

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

| | TVM | ONE | NET TV | Smash | TVM NEWS+ | TVM SPORT+ | F Living | Xejk | GO Tokis | TSN 1-8 (Melita / GO) | Foreign station (ANY) | Did watch any TV on the | Did not watch TV during this | Total |
|---------------|---------|--------|--------|-------|-----------|------------|----------|-------|----------|-----------------------|-----------------------|-------------------------|------------------------------|---------|
| 00:00 - 00:30 | - | - | - | - | - | - | - | - | - | - | - | 42,913 | 370,890 | 413,803 |
| 00:30 - 01:00 | - | - | - | - | - | - | - | - | - | - | - | 42,913 | 370,890 | 413,803 |
| 01:00 - 01:30 | - | - | - | - | - | - | - | - | - | - | - | 42,913 | 370,890 | 413,803 |
| 01:30 - 02:00 | - | - | - | - | - | - | - | - | - | - | - | 42,913 | 370,890 | 413,803 |
| 02:00 - 02:30 | - | - | - | - | - | - | - | - | - | - | - | 42,913 | 370,890 | 413,803 |
| 02:30 - 03:00 | - | - | - | - | - | - | - | - | - | - | - | 42,913 | 370,890 | 413,803 |
| 03:00 - 03:30 | - | - | - | - | - | - | - | - | - | - | - | 42,913 | 370,890 | 413,803 |
| 03:30 - 04:00 | - | - | - | - | - | - | - | - | - | - | - | 42,913 | 370,890 | 413,803 |
| 04:00 - 04:30 | - | - | - | - | - | - | - | - | - | - | - | 42,913 | 370,890 | 413,803 |
| 04:30 - 05:00 | - | - | - | - | - | - | - | - | - | - | - | 42,913 | 370,890 | 413,803 |
| 05:00 - 05:30 | - | - | - | - | - | - | - | - | - | - | - | 42,913 | 370,890 | 413,803 |
| 05:30 - 06:00 | - | - | - | - | - | - | - | - | - | - | - | 42,913 | 370,890 | 413,803 |
| 06:00 - 06:30 | - | - | - | - | - | - | - | - | - | - | - | 42,913 | 370,890 | 413,803 |
| 06:30 - 07:00 | - | - | - | - | - | - | - | - | - | - | - | 42,913 | 370,890 | 413,803 |
| 07:00 - 07:30 | - | - | - | - | - | - | - | - | - | - | - | 42,913 | 370,890 | 413,803 |
| 07:30 - 08:00 | - | - | - | - | - | - | - | - | - | - | - | 42,913 | 370,890 | 413,803 |
| 08:00 - 08:30 | 3,065 | 1,533 | - | - | - | - | - | - | - | - | - | 42,913 | 366,292 | 413,803 |
| 08:30 - 09:00 | 3,065 | 1,533 | - | - | - | - | - | - | - | - | - | 42,913 | 366,292 | 413,803 |
| 09:00 - 09:30 | 3,065 | 1,533 | 1,533 | - | - | - | - | - | - | - | 1,533 | 42,913 | 363,227 | 413,803 |
| 09:30 - 10:00 | 15,326 | 1,533 | - | - | - | - | - | - | - | - | - | 42,913 | 354,031 | 413,803 |
| 10:00 - 10:30 | 12,261 | 1,533 | - | 1,533 | - | - | - | - | - | - | - | 42,913 | 355,564 | 413,803 |
| 10:30 - 11:00 | 6,130 | 1,533 | - | 1,533 | - | - | - | - | - | - | - | 42,913 | 361,694 | 413,803 |
| 11:00 - 11:30 | 6,130 | 1,533 | - | 1,533 | - | - | - | - | - | - | - | 42,913 | 361,694 | 413,803 |
| 11:30 - 12:00 | 6,130 | 1,533 | - | 1,533 | - | - | - | - | - | - | 1,533 | 42,913 | 360,162 | 413,803 |
| 12:00 - 12:30 | - | 1,533 | 6,130 | 1,533 | - | - | - | - | - | - | 3,065 | 42,913 | 358,629 | 413,803 |
| 12:30 - 13:00 | - | 3,065 | 6,130 | 1,533 | - | - | 1,533 | - | - | - | 3,065 | 42,913 | 355,564 | 413,803 |
| 13:00 - 13:30 | - | 4,598 | 13,793 | - | - | - | 6,130 | - | - | - | 3,065 | 42,913 | 343,303 | 413,803 |
| 13:30 - 14:00 | - | 7,663 | 13,793 | - | - | - | 13,793 | - | - | - | 6,130 | 42,913 | 329,510 | 413,803 |
| 14:00 - 14:30 | - | 7,663 | 13,793 | - | - | - | 16,859 | - | 1,533 | - | 12,261 | 42,913 | 318,782 | 413,803 |
| 14:30 - 15:00 | - | 7,663 | 12,261 | - | - | - | 16,859 | - | 1,533 | - | 9,196 | 42,913 | 323,379 | 413,803 |
| 15:00 - 15:30 | 1,533 | 9,196 | 13,793 | - | - | - | 16,859 | - | 1,533 | - | 9,196 | 42,913 | 318,782 | 413,803 |
| 15:30 - 16:00 | 1,533 | 10,728 | 12,261 | - | - | - | 15,326 | - | 1,533 | - | 7,663 | 42,913 | 321,847 | 413,803 |
| 16:00 - 16:30 | - | 7,663 | 7,663 | - | - | - | 1,533 | - | - | - | - | 42,913 | 354,031 | 413,803 |
| 16:30 - 17:00 | - | 7,663 | 3,065 | - | - | - | 1,533 | - | - | - | - | 42,913 | 358,629 | 413,803 |
| 17:00 - 17:30 | 13,793 | 4,598 | 4,598 | - | - | - | - | - | - | - | - | 42,913 | 347,901 | 413,803 |
| 17:30 - 18:00 | 13,793 | 4,598 | 3,065 | - | - | - | - | - | - | - | - | 42,913 | 349,434 | 413,803 |
| 18:00 - 18:30 | 16,859 | 7,663 | 22,989 | - | - | - | - | - | - | - | 1,533 | 42,913 | 321,847 | 413,803 |
| 18:30 - 19:00 | 12,261 | 7,663 | 24,522 | - | 1,533 | - | - | - | - | 32,185 | 1,533 | 42,913 | 291,195 | 413,803 |
| 19:00 - 19:30 | 38,315 | 6,130 | 24,522 | - | 1,533 | - | - | - | 1,533 | 30,652 | 1,533 | 42,913 | 266,673 | 413,803 |
| 19:30 - 20:00 | 38,315 | 35,250 | 55,174 | - | 1,533 | - | - | - | 6,130 | 30,652 | 1,533 | 42,913 | 202,304 | 413,803 |
| 20:00 - 20:30 | 102,684 | 18,391 | 21,456 | - | 3,065 | - | 1,533 | - | 10,728 | 32,185 | 3,065 | 42,913 | 177,782 | 413,803 |
| 20:30 - 21:00 | 38,315 | 22,989 | 19,924 | 6,130 | 3,065 | 1,533 | - | 6,130 | 15,326 | 32,185 | 24,522 | 42,913 | 200,771 | 413,803 |
| 21:00 - 21:30 | 30,652 | 22,989 | 21,456 | 6,130 | 4,598 | 13,793 | - | 7,663 | 16,859 | 47,511 | 35,250 | 42,913 | 163,989 | 413,803 |
| 21:30 - 22:00 | 21,456 | 6,130 | 18,391 | - | 4,598 | 13,793 | - | 7,663 | 16,859 | 49,043 | 35,250 | 42,913 | 197,706 | 413,803 |
| 22:00 - 22:30 | 7,663 | 1,533 | 9,196 | - | - | 13,793 | - | 3,065 | 6,130 | 47,511 | 27,587 | 42,913 | 254,412 | 413,803 |
| 22:30 - 23:00 | - | - | 1,533 | - | - | 13,793 | - | - | 1,533 | 45,978 | 15,326 | 42,913 | 292,727 | 413,803 |
| 23:00 - 23:30 | - | - | - | - | - | - | - | - | - | 4,598 | - | 42,913 | 366,292 | 413,803 |
| 23:30 - 00:00 | - | - | - | - | - | - | - | - | - | - | - | 42,913 | 370,890 | 413,803 |

Note I: TV stations not featured in the Table above have a TV viewership of less than 0.3% between Sunday and Saturday.

Note II: Timebands featuring a 'nil' viewership in the Table above have a TV viewership of less than 1,533 viewers on Wednesday.

TV Audience on **THURSDAY**

- The most watched timeband on Thursday is 20:00 – 20:30 on TVM (96,554 TV Viewers).

Table 13 – Q8 – TV Audience on THURSDAY – by Timeband (Multiple-Response Q) (n=401,542)

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

| | TVM | ONE | NET TV | Smash | TVM NEWS+ | TVM SPORT+ | F Living | Xejk | iTV | 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 | - | - | - | - | - | - | - | - | - | - | - | - | 58,239 | 343,303 | 401542 |
| 00:30 - 01:00 | - | - | - | - | - | - | - | - | - | - | - | - | 58,239 | 343,303 | 401542 |
| 01:00 - 01:30 | - | - | - | - | - | - | - | - | - | - | - | - | 58,239 | 343,303 | 401542 |
| 01:30 - 02:00 | - | - | - | - | - | - | - | - | - | - | - | - | 58,239 | 343,303 | 401542 |
| 02:00 - 02:30 | - | - | - | - | - | - | - | - | - | - | - | - | 58,239 | 343,303 | 401542 |
| 02:30 - 03:00 | - | - | - | - | - | - | - | - | - | - | - | - | 58,239 | 343,303 | 401542 |
| 03:00 - 03:30 | - | - | - | - | - | - | - | - | - | - | - | - | 58,239 | 343,303 | 401542 |
| 03:30 - 04:00 | - | - | - | - | - | - | - | - | - | - | - | - | 58,239 | 343,303 | 401542 |
| 04:00 - 04:30 | - | - | - | - | - | - | - | - | - | - | - | - | 58,239 | 343,303 | 401542 |
| 04:30 - 05:00 | - | - | - | - | - | - | - | - | - | - | - | - | 58,239 | 343,303 | 401542 |
| 05:00 - 05:30 | - | - | - | - | - | - | - | - | - | - | - | - | 58,239 | 343,303 | 401542 |
| 05:30 - 06:00 | - | - | - | - | - | - | - | - | - | - | - | - | 58,239 | 343,303 | 401542 |
| 06:00 - 06:30 | - | - | - | - | - | - | - | - | - | - | - | - | 58,239 | 343,303 | 401542 |
| 06:30 - 07:00 | - | - | - | - | - | - | - | - | - | - | - | - | 58,239 | 343,303 | 401542 |
| 07:00 - 07:30 | - | - | - | - | - | - | - | - | - | - | - | - | 58,239 | 343,303 | 401542 |
| 07:30 - 08:00 | - | - | - | - | - | - | - | - | - | - | - | - | 58,239 | 343,303 | 401542 |
| 08:00 - 08:30 | 6,130 | 1533 | - | - | - | - | - | - | - | - | - | - | 58,239 | 335,640 | 401542 |
| 08:30 - 09:00 | 6,130 | 3,065 | - | - | - | - | - | - | - | - | - | - | 58,239 | 334,107 | 401542 |
| 09:00 - 09:30 | 6,130 | 1533 | - | - | - | - | - | - | - | - | 1533 | - | 58,239 | 334,107 | 401542 |
| 09:30 - 10:00 | 13,793 | 3,065 | - | - | - | - | - | - | - | - | 1533 | - | 58,239 | 324,912 | 401542 |
| 10:00 - 10:30 | 10,728 | 1533 | - | - | - | - | - | - | - | - | 1533 | - | 58,239 | 329,510 | 401542 |
| 10:30 - 11:00 | 7,663 | 1533 | - | - | - | - | - | - | - | - | - | - | 58,239 | 334,107 | 401542 |
| 11:00 - 11:30 | 7,663 | 1533 | - | - | - | - | - | - | - | - | - | - | 58,239 | 334,107 | 401542 |
| 11:30 - 12:00 | 7,663 | - | - | - | - | - | - | - | - | - | - | - | 58,239 | 335,640 | 401542 |
| 12:00 - 12:30 | - | 1533 | 6,130 | - | - | - | - | - | - | - | - | - | 58,239 | 335,640 | 401542 |
| 12:30 - 13:00 | - | 1533 | 7,663 | - | - | - | 1533 | - | - | - | - | - | 58,239 | 332,575 | 401542 |
| 13:00 - 13:30 | - | 1533 | 4,598 | - | - | - | 9,196 | - | - | - | - | - | 58,239 | 327,977 | 401542 |
| 13:30 - 14:00 | - | 1533 | 4,598 | - | - | - | 10,728 | - | - | - | - | - | 58,239 | 326,444 | 401542 |
| 14:00 - 14:30 | - | 1533 | 3,065 | 1533 | - | - | 12,261 | - | - | - | 7,663 | - | 58,239 | 317,249 | 401542 |
| 14:30 - 15:00 | 1533 | 1533 | 3,065 | 1533 | - | - | 12,261 | - | - | - | 7,663 | - | 58,239 | 315,716 | 401542 |
| 15:00 - 15:30 | 1533 | 4,598 | 7,663 | 1533 | - | 10,728 | 10,728 | - | - | - | 7,663 | - | 58,239 | 298,858 | 401542 |
| 15:30 - 16:00 | 1533 | 6,130 | 7,663 | - | - | 10,728 | 10,728 | - | - | - | 6,130 | - | 58,239 | 300,390 | 401542 |
| 16:00 - 16:30 | - | 7,663 | 1533 | - | - | 10,728 | - | - | - | - | 1533 | - | 58,239 | 321,847 | 401542 |
| 16:30 - 17:00 | 1533 | 6,130 | 1533 | - | - | 10,728 | - | - | - | - | 1533 | - | 58,239 | 321,847 | 401542 |
| 17:00 - 17:30 | 15,326 | 3,065 | 1533 | - | - | - | - | - | - | - | 4,598 | - | 58,239 | 318,781 | 401542 |
| 17:30 - 18:00 | 16,859 | 10,728 | 1533 | - | - | - | - | - | - | - | 4,598 | - | 58,239 | 309,586 | 401542 |
| 18:00 - 18:30 | 18,391 | 7,663 | 19,924 | - | - | - | - | - | - | - | 6,130 | - | 58,239 | 291,195 | 401542 |
| 18:30 - 19:00 | 15,326 | 19,924 | 19,924 | - | - | - | - | - | - | - | 7,663 | - | 58,239 | 280,466 | 401542 |
| 19:00 - 19:30 | 27,587 | 21,456 | 22,989 | - | - | - | - | - | - | - | 7,663 | - | 58,239 | 263,608 | 401542 |
| 19:30 - 20:00 | 27,587 | 49,043 | 56,706 | - | - | - | - | - | - | 1533 | - | 7,663 | 58,239 | 200,771 | 401542 |
| 20:00 - 20:30 | 96,554 | 22,989 | 35,250 | - | 24,522 | - | - | 1533 | 1533 | 13,793 | 4,598 | 9,196 | 58,239 | 133,336 | 401542 |
| 20:30 - 21:00 | 38,315 | 22,989 | 47,511 | 7,663 | 27,587 | - | - | 6,130 | 1533 | 29,119 | 7,663 | 19,924 | 58,239 | 134,869 | 401542 |
| 21:00 - 21:30 | 29,119 | 19,924 | 49,043 | 7,663 | 29,119 | 1533 | 3,065 | 10,728 | 1533 | 30,652 | 50,576 | 32,185 | 58,239 | 78,163 | 401542 |
| 21:30 - 22:00 | 30,652 | 16,859 | 32,185 | - | 26,054 | 1533 | 1533 | 10,728 | - | 29,119 | 50,576 | 32,185 | 58,239 | 111,880 | 401542 |
| 22:00 - 22:30 | 22,989 | 4,598 | 6,130 | - | 1533 | 1533 | 1533 | 7,663 | - | 3,065 | 42,913 | 24,522 | 58,239 | 226,825 | 401542 |
| 22:30 - 23:00 | 16,859 | 3,065 | - | - | - | 1533 | - | - | - | 1533 | 42,913 | 13,793 | 58,239 | 263,608 | 401542 |
| 23:00 - 23:30 | 1533 | 1533 | - | - | - | - | - | - | - | 1533 | - | - | 58,239 | 338,705 | 401542 |
| 23:30 - 00:00 | 1533 | - | - | - | - | - | - | - | - | 1533 | - | - | 58,239 | 340,238 | 401542 |

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 1533 viewers on Thursday.

TV Audience on FRIDAY

- The most watched timeband on Friday is 20:00 – 20:30 on TVM (67,435 TV Viewers).

**Table 14 – Q8 – TV Audience on FRIDAY – by Timeband
(Multiple-Response Q) (n=389,281)**

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

| | TVM | ONE | NET TV | Smash | TVM SPORT+ | F Living | Xejk | iTV | 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 | - | - | - | - | - | - | - | - | - | - | 3,065 | 70,500 | 315,716 | 389,281 |
| 00:30 - 01:00 | - | - | - | - | - | - | - | - | - | - | 3,065 | 70,500 | 315,716 | 389,281 |
| 01:00 - 01:30 | - | - | - | - | - | - | - | - | - | - | 3,065 | 70,500 | 315,716 | 389,281 |
| 01:30 - 02:00 | - | - | - | - | - | - | - | - | - | - | 1,533 | 70,500 | 317,249 | 389,281 |
| 02:00 - 02:30 | - | - | - | - | - | - | - | - | - | - | - | 70,500 | 318,781 | 389,281 |
| 02:30 - 03:00 | - | - | - | - | - | - | - | - | - | - | - | 70,500 | 318,781 | 389,281 |
| 03:00 - 03:30 | - | - | - | - | - | - | - | - | - | - | - | 70,500 | 318,781 | 389,281 |
| 03:30 - 04:00 | - | - | - | - | - | - | - | - | - | - | - | 70,500 | 318,781 | 389,281 |
| 04:00 - 04:30 | - | - | - | - | - | - | - | - | - | - | - | 70,500 | 318,781 | 389,281 |
| 04:30 - 05:00 | - | - | - | - | - | - | - | - | - | - | - | 70,500 | 318,781 | 389,281 |
| 05:00 - 05:30 | - | - | - | - | - | - | - | - | - | - | - | 70,500 | 318,781 | 389,281 |
| 05:30 - 06:00 | - | - | - | - | - | - | - | - | - | - | - | 70,500 | 318,781 | 389,281 |
| 06:00 - 06:30 | - | - | - | - | - | - | - | - | - | - | - | 70,500 | 318,781 | 389,281 |
| 06:30 - 07:00 | - | - | - | - | - | - | - | - | - | - | - | 70,500 | 318,781 | 389,281 |
| 07:00 - 07:30 | - | - | - | - | - | - | - | - | - | - | 1,533 | 70,500 | 317,249 | 389,281 |
| 07:30 - 08:00 | - | - | - | - | - | - | - | - | - | - | - | 70,500 | 318,781 | 389,281 |
| 08:00 - 08:30 | 3,065 | 1,533 | - | - | - | - | - | - | - | - | - | 70,500 | 314,183 | 389,281 |
| 08:30 - 09:00 | 3,065 | - | - | - | - | - | - | - | - | - | - | 70,500 | 315,716 | 389,281 |
| 09:00 - 09:30 | 4,598 | - | - | - | - | - | - | - | - | - | - | 70,500 | 314,183 | 389,281 |
| 09:30 - 10:00 | 13,793 | 1,533 | - | - | - | - | - | - | - | - | - | 70,500 | 303,455 | 389,281 |
| 10:00 - 10:30 | 13,793 | 1,533 | - | - | - | - | - | - | - | - | - | 70,500 | 303,455 | 389,281 |
| 10:30 - 11:00 | 9,196 | 1,533 | - | - | - | - | - | - | - | - | - | 70,500 | 308,053 | 389,281 |
| 11:00 - 11:30 | 9,196 | 1,533 | - | - | - | - | - | - | - | - | - | 70,500 | 308,053 | 389,281 |
| 11:30 - 12:00 | 10,728 | - | - | - | - | - | - | 1,533 | - | - | - | 70,500 | 306,520 | 389,281 |
| 12:00 - 12:30 | 1,533 | 1,533 | 6,130 | - | - | - | - | 1,533 | - | - | 3,065 | 70,500 | 304,988 | 389,281 |
| 12:30 - 13:00 | 3,065 | 1,533 | 6,130 | - | - | 6,130 | - | 1,533 | - | - | 1,533 | 70,500 | 298,857 | 389,281 |
| 13:00 - 13:30 | 1,533 | 1,533 | 9,196 | - | - | 6,130 | - | - | - | - | 1,533 | 70,500 | 298,857 | 389,281 |
| 13:30 - 14:00 | 1,533 | 1,533 | 13,793 | - | - | 10,728 | - | - | - | - | 1,533 | 70,500 | 289,662 | 389,281 |
| 14:00 - 14:30 | - | 1,533 | 13,793 | - | - | 10,728 | - | - | - | - | 6,130 | 70,500 | 286,597 | 389,281 |
| 14:30 - 15:00 | - | 1,533 | 13,793 | - | - | 10,728 | - | - | - | - | 6,130 | 70,500 | 286,597 | 389,281 |
| 15:00 - 15:30 | - | 1,533 | 13,793 | - | - | 10,728 | - | - | - | - | 6,130 | 70,500 | 286,597 | 389,281 |
| 15:30 - 16:00 | - | 3,065 | 13,793 | - | - | 10,728 | - | - | - | - | 6,130 | 70,500 | 285,064 | 389,281 |
| 16:00 - 16:30 | - | 3,065 | 1,533 | - | - | 1,533 | - | - | - | - | - | 70,500 | 312,651 | 389,281 |
| 16:30 - 17:00 | - | 4,598 | 1,533 | - | - | - | - | - | - | - | - | 70,500 | 312,651 | 389,281 |
| 17:00 - 17:30 | 10,728 | 6,130 | 1,533 | - | - | - | - | - | - | - | 1,533 | 70,500 | 298,857 | 389,281 |
| 17:30 - 18:00 | 10,728 | 15,326 | 1,533 | - | - | - | - | - | - | - | 1,533 | 70,500 | 289,662 | 389,281 |
| 18:00 - 18:30 | 13,793 | 22,989 | 15,326 | - | - | - | - | - | - | - | 1,533 | 70,500 | 265,140 | 389,281 |
| 18:30 - 19:00 | 6,130 | 22,989 | 16,859 | - | - | - | - | - | - | - | 1,533 | 70,500 | 271,271 | 389,281 |
| 19:00 - 19:30 | 26,054 | 21,456 | 16,859 | - | - | - | - | - | - | - | 3,065 | 70,500 | 251,347 | 389,281 |
| 19:30 - 20:00 | 29,119 | 52,108 | 27,587 | - | 6,130 | - | - | - | 3,065 | - | 4,598 | 70,500 | 196,173 | 389,281 |
| 20:00 - 20:30 | 67,435 | 7,663 | 15,326 | - | 7,663 | - | 1,533 | - | 10,728 | 1,533 | 16,859 | 70,500 | 190,043 | 389,281 |
| 20:30 - 21:00 | 27,587 | 9,196 | 26,054 | 10,728 | 6,130 | - | 13,793 | - | 18,391 | 27,587 | 42,913 | 70,500 | 186,402 | 389,281 |
| 21:00 - 21:30 | 38,315 | 6,130 | 24,522 | 10,728 | 3,065 | - | 13,793 | - | 18,391 | 30,652 | 58,239 | 70,500 | 114,945 | 389,281 |
| 21:30 - 22:00 | 29,119 | 7,663 | 22,989 | - | 1,533 | - | 13,793 | - | 9,196 | 30,652 | 56,706 | 70,500 | 147,130 | 389,281 |
| 22:00 - 22:30 | 29,119 | 1,533 | 3,065 | - | - | - | 13,793 | - | - | 30,652 | 53,641 | 70,500 | 186,977 | 389,281 |
| 22:30 - 23:00 | 24,522 | 10,728 | - | - | - | - | 4,598 | - | - | 30,652 | 33,717 | 70,500 | 214,564 | 389,281 |
| 23:00 - 23:30 | - | 9,196 | - | - | - | - | - | - | - | 1,533 | 10,728 | 70,500 | 297,325 | 389,281 |
| 23:30 - 00:00 | - | - | - | - | - | - | - | - | - | - | 9,196 | 70,500 | 309,586 | 389,281 |

Note I: TV stations not featured in the Table above have a TV viewership of less than 0.3% between Sunday and Saturday.

Note II: Timebands featuring a 'nil' viewership in the Table above have a TV viewership of less than 1533 viewers on Friday

TV Audience on SATURDAY

- The most watched timeband on Saturday is 20:00 – 20:30 on TVM (56,706 TV Viewers).

**Table 15 – Q8 – TV Audience on SATURDAY – by Timeband
(Multiple-Response Q) (n=381,618)**

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

| | TVM | ONE | NET TV | 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 | - | - | - | - | - | - | - | - | - | - | - | 78,163 | 303,455 | 381,618 |
| 00:30 - 01:00 | - | - | - | - | - | - | - | - | - | - | - | 78,163 | 303,455 | 381,618 |
| 01:00 - 01:30 | - | - | - | - | - | - | - | - | - | - | - | 78,163 | 303,455 | 381,618 |
| 01:30 - 02:00 | - | - | - | - | - | - | - | - | - | - | - | 78,163 | 303,455 | 381,618 |
| 02:00 - 02:30 | - | - | - | - | - | - | - | - | - | - | - | 78,163 | 303,455 | 381,618 |
| 02:30 - 03:00 | - | - | - | - | - | - | - | - | - | - | - | 78,163 | 303,455 | 381,618 |
| 03:00 - 03:30 | - | - | - | - | - | - | - | - | - | - | - | 78,163 | 303,455 | 381,618 |
| 03:30 - 04:00 | - | - | - | - | - | - | - | - | - | - | - | 78,163 | 303,455 | 381,618 |
| 04:00 - 04:30 | - | - | - | - | - | - | - | - | - | - | - | 78,163 | 303,455 | 381,618 |
| 04:30 - 05:00 | - | - | - | - | - | - | - | - | - | - | - | 78,163 | 303,455 | 381,618 |
| 05:00 - 05:30 | - | - | - | - | - | - | - | - | - | - | - | 78,163 | 303,455 | 381,618 |
| 05:30 - 06:00 | - | - | - | - | - | - | - | - | 1533 | - | - | 78,163 | 301,923 | 381,618 |
| 06:00 - 06:30 | - | 1533 | 1533 | - | - | - | - | - | 1533 | - | - | 78,163 | 298,857 | 381,618 |
| 06:30 - 07:00 | - | 1533 | 1533 | - | - | - | - | - | 1533 | - | - | 78,163 | 298,857 | 381,618 |
| 07:00 - 07:30 | - | 1533 | 1533 | - | - | - | - | - | 1533 | - | - | 78,163 | 298,857 | 381,618 |
| 07:30 - 08:00 | - | 1533 | 1533 | - | - | - | - | - | 1533 | - | - | 78,163 | 298,857 | 381,618 |
| 08:00 - 08:30 | 4,598 | 6,130 | - | - | - | - | - | - | 1533 | - | - | 78,163 | 291,194 | 381,618 |
| 08:30 - 09:00 | 6,130 | 6,130 | - | - | - | - | - | - | - | - | - | 78,163 | 291,194 | 381,618 |
| 09:00 - 09:30 | 4,598 | 3,065 | 1533 | - | - | - | - | - | - | - | - | 78,163 | 294,260 | 381,618 |
| 09:30 - 10:00 | 12,261 | - | 1533 | - | - | - | - | - | - | - | - | 78,163 | 289,662 | 381,618 |
| 10:00 - 10:30 | 10,728 | - | - | 1533 | - | - | - | - | 1533 | - | - | 78,163 | 289,662 | 381,618 |
| 10:30 - 11:00 | 6,130 | - | - | 1533 | - | - | - | - | 1533 | - | - | 78,163 | 294,260 | 381,618 |
| 11:00 - 11:30 | 4,598 | - | - | 3,065 | - | - | - | - | 1533 | - | - | 78,163 | 294,260 | 381,618 |
| 11:30 - 12:00 | 4,598 | - | - | 3,065 | - | - | - | - | 1533 | - | 1533 | 78,163 | 292,727 | 381,618 |
| 12:00 - 12:30 | 10,728 | - | - | 1533 | - | - | - | - | 1533 | - | 1533 | 78,163 | 288,129 | 381,618 |
| 12:30 - 13:00 | 16,859 | 3,065 | 1533 | 1533 | - | - | 1533 | - | 1533 | - | 4,598 | 78,163 | 272,803 | 381,618 |
| 13:00 - 13:30 | 21,456 | 1533 | 1533 | 1533 | - | - | 1533 | - | 1533 | - | 6,130 | 78,163 | 268,205 | 381,618 |
| 13:30 - 14:00 | 19,924 | - | 1533 | 1533 | - | - | 1533 | - | 1533 | - | 6,130 | 78,163 | 271,271 | 381,618 |
| 14:00 - 14:30 | 21,456 | - | - | 1533 | - | - | 1533 | - | - | - | 7,663 | 78,163 | 271,271 | 381,618 |
| 14:30 - 15:00 | 26,054 | - | - | 1533 | - | - | 1533 | - | - | 3,065 | 7,663 | 78,163 | 263,608 | 381,618 |
| 15:00 - 15:30 | 21,456 | 1533 | 1533 | - | - | - | 1533 | - | - | 3,065 | 7,663 | 78,163 | 266,673 | 381,618 |
| 15:30 - 16:00 | 22,989 | 1533 | 3,065 | - | - | - | 1533 | - | - | 3,065 | 7,663 | 78,163 | 263,608 | 381,618 |
| 16:00 - 16:30 | 9,196 | 1533 | 9,196 | - | - | - | - | - | - | 7,663 | 10,728 | 78,163 | 265,140 | 381,618 |
| 16:30 - 17:00 | 7,663 | 1533 | 10,728 | - | - | - | - | - | - | 7,663 | 12,261 | 78,163 | 263,608 | 381,618 |
| 17:00 - 17:30 | 9,196 | 1533 | 9,196 | - | - | - | - | - | - | 9,196 | 12,261 | 78,163 | 262,075 | 381,618 |
| 17:30 - 18:00 | 9,196 | 4,598 | 9,196 | - | - | - | - | - | - | 9,196 | 12,261 | 78,163 | 259,010 | 381,618 |
| 18:00 - 18:30 | 13,793 | 3,065 | 3,065 | - | - | 12,261 | - | 1533 | - | 4,598 | 12,261 | 78,163 | 252,879 | 381,618 |
| 18:30 - 19:00 | 15,326 | 6,130 | 3,065 | - | - | 12,261 | - | 1533 | - | 4,598 | 9,196 | 78,163 | 251,347 | 381,618 |
| 19:00 - 19:30 | 15,326 | 7,663 | 3,065 | - | 1533 | 1533 | - | - | - | 4,598 | 6,130 | 78,163 | 263,608 | 381,618 |
| 19:30 - 20:00 | 9,196 | 24,522 | 22,989 | - | 1533 | - | - | - | 15,326 | 3,065 | 3,065 | 78,163 | 223,760 | 381,618 |
| 20:00 - 20:30 | 56,706 | 12,261 | 18,391 | - | 10,728 | - | - | - | 16,859 | 1533 | 4,598 | 78,163 | 182,380 | 381,618 |
| 20:30 - 21:00 | 49,043 | 15,326 | 15,326 | - | 12,261 | - | - | 3,065 | 21,456 | 21,456 | 21,456 | 78,163 | 144,065 | 381,618 |
| 21:00 - 21:30 | 39,848 | 13,793 | 13,793 | - | 15,326 | - | - | 4,598 | 22,989 | 39,848 | 39,848 | 78,163 | 113,413 | 381,618 |
| 21:30 - 22:00 | 35,250 | 13,793 | 10,728 | - | 15,326 | - | - | 4,598 | 22,989 | 41,380 | 39,848 | 78,163 | 119,543 | 381,618 |
| 22:00 - 22:30 | 15,326 | 9,196 | 7,663 | - | 10,728 | - | - | 3,065 | 3,065 | 41,380 | 32,185 | 78,163 | 180,847 | 381,618 |
| 22:30 - 23:00 | 4,598 | 1533 | 6,130 | - | 10,728 | - | - | - | 3,065 | 41,380 | 22,989 | 78,163 | 213,032 | 381,618 |
| 23:00 - 23:30 | - | - | - | - | 1533 | - | - | - | - | 3,065 | 12,261 | 78,163 | 286,597 | 381,618 |
| 23:30 - 00:00 | - | - | - | - | - | - | - | - | - | - | 4,598 | 78,163 | 298,857 | 381,618 |

Note I: TV stations not featured in the Table above have a TV viewership of less than 0.3% between Sunday and Saturday.

Note II: Timebands featuring a 'nil' viewership in the Table above have a TV viewership of less than 1533 viewers on Saturday.

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 daily average audience share every day across the whole week, attaining a daily average TV viewership ranging between 8,078 – 16,475, equivalent to a percentage average daily TV viewership between 21.9% - 35.8%.

Highest Weekly Average TV Audience Shares

- The local TV station with the highest weekly average percentage audience share is **TVM** standing at 28.5%, followed by **NET TV** (16.2%), **ONE** (13%) and **TSN 1-8 (Melita/GO)** (12.7%). **'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.

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

| | TVM | ONE | NET TV | Smash | TVM NEWS+ | TVM SPORT+ | F Living | Xejk | iTV | GO Stars | GO Tokis | TSN 1-8 (Melita / GO) | Foreign station (ANY) |
|-----------|--------|-------|--------|-------|-----------|------------|----------|-------|-----|----------|----------|-----------------------|-----------------------|
| Sunday | 16,475 | 5,109 | 5,173 | 96 | 0 | 798 | 287 | 543 | 0 | 160 | 1,149 | 9,994 | 6,290 |
| Monday | 10,441 | 5,556 | 8,110 | 128 | 160 | 830 | 1,533 | 926 | 0 | 0 | 3,895 | 64 | 4,215 |
| Tuesday | 12,804 | 5,875 | 6,130 | 0 | 511 | 0 | 1,533 | 671 | 0 | 64 | 1,181 | 4,598 | 4,215 |
| Wednesday | 8,174 | 4,534 | 6,897 | 447 | 415 | 1,181 | 1,884 | 543 | 0 | 0 | 1,692 | 7,344 | 4,247 |
| Thursday | 8,972 | 5,236 | 7,088 | 415 | 2,267 | 1,022 | 1,533 | 766 | 96 | 0 | 2,331 | 4,151 | 4,310 |
| Friday | 8,078 | 4,630 | 5,524 | 447 | 0 | 511 | 1,405 | 1,277 | 96 | 0 | 1,245 | 3,193 | 7,088 |
| Saturday | 10,728 | 3,033 | 3,353 | 383 | 1,660 | 543 | 224 | 383 | 0 | 0 | 2,650 | 5,204 | 6,386 |

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

| Column1 | TVM | ONE | NET TV | Smash | TVM NEWS+ | TVM SPORT+ | F Living | Xejk | iTV | GO Stars | GO Tokis | TSN 1-8 (Melita / GO) | Foreign station (ANY) |
|-----------|-------|-------|--------|-------|-----------|------------|----------|------|------|----------|----------|-----------------------|-----------------------|
| Sunday | 35.8% | 11.1% | 11.2% | 0.2% | 0.0% | 1.7% | 0.6% | 1.2% | 0.0% | 0.3% | 2.5% | 21.7% | 13.7% |
| Monday | 29.1% | 15.5% | 22.6% | 0.4% | 0.4% | 2.3% | 4.3% | 2.6% | 0.0% | 0.0% | 10.9% | 0.2% | 11.8% |
| Tuesday | 34.1% | 15.6% | 16.3% | 0.0% | 1.4% | 0.0% | 4.1% | 1.8% | 0.0% | 0.2% | 3.1% | 12.2% | 11.2% |
| Wednesday | 21.9% | 12.1% | 18.5% | 1.2% | 1.1% | 3.2% | 5.0% | 1.5% | 0.0% | 0.0% | 4.5% | 19.7% | 11.4% |
| Thursday | 23.5% | 13.7% | 18.6% | 1.1% | 5.9% | 2.7% | 4.0% | 2.0% | 0.3% | 0.0% | 6.1% | 10.9% | 11.3% |
| Friday | 24.1% | 13.8% | 16.5% | 1.3% | 0.0% | 1.5% | 4.2% | 3.8% | 0.3% | 0.0% | 3.7% | 9.5% | 21.2% |
| Saturday | 31.1% | 8.8% | 9.7% | 1.1% | 4.8% | 1.6% | 0.6% | 1.1% | 0.0% | 0.0% | 7.7% | 15.1% | 18.5% |
| Average | 28.5% | 13.0% | 16.2% | 0.8% | 2.0% | 1.9% | 3.3% | 2.0% | 0.1% | 0.1% | 5.5% | 12.7% | 14.1% |

Note: 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]

- 91.1% of all 1,825 TV Viewers **did not watch any local TV programmes on demand/catch-up** in the previous 7 days.
- Whilst the remaining 8.9% 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, 16% watched *X Factor*, 15.4% watched *Žerniq*, 14.8% watch *Popolin*, and 13% watched *Iz-Žmien Bejnietna*.

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=1825)

| Counts Break % Respondents | Total | Age | | | | | | | Gender | |
|----------------------------------|---------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|
| | | 12-20 | 21-30 | 31-40 | 41-50 | 51-60 | 61-70 | 71+ | Male | Female |
| Total | 1825 | 143 | 322 | 312 | 266 | 245 | 254 | 283 | 928 | 897 |
| No | 1663 91.1% | 135 94.4% | 310 96.3% | 287 92.0% | 239 89.8% | 215 87.8% | 220 86.6% | 257 90.8% | 862 92.9% | 801 89.3% |
| Yes | 162 8.9% | 8 5.6% | 12 3.7% | 25 8.0% | 27 10.2% | 30 12.2% | 34 13.4% | 26 9.2% | 66 7.1% | 96 10.7% |

Table 17.2 – Q9a – Local programmes watched on demand/catch-up in the previous 7 days – by Age & Gender (Multiple-Response Q) (n=162)

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 162.

| Counts Break % Respondents | Total | Age | | | | | | | Gender | |
|---|-------------|------------|------------|------------|------------|------------|------------|------------|-------------|-------------|
| | | 12-20 | 21-30 | 31-40 | 41-50 | 51-60 | 61-70 | 71+ | Male | Female |
| Total | 162 | 8 | 12 | 25 | 27 | 30 | 34 | 26 | 66 | 96 |
| X Factor | 26 16.0% | 3 37.5% | 6 50.0% | 8 32.0% | 2 7.4% | 3 10.0% | 3 8.8% | 1 3.8% | 10 15.2% | 16 16.7% |
| Żerniq | 25 15.4% | - - | 2 16.7% | 1 4.0% | 6 22.2% | 4 13.3% | 5 14.7% | 7 26.9% | 9 13.6% | 16 16.7% |
| Popolin | 24 14.8% | 1 12.5% | - - | 5 20.0% | 6 22.2% | 6 20.0% | 2 5.9% | 4 15.4% | 18 27.3% | 6 6.3% |
| Iż-Żmien Bejnietna | 21 13.0% | - - | 2 16.7% | 5 20.0% | 7 25.9% | 3 10.0% | 2 5.9% | 2 7.7% | 6 9.1% | 15 15.6% |
| News Bulletin - TVM | 17 10.5% | 2 25.0% | 3 25.0% | 2 8.0% | 2 7.4% | 3 10.0% | 2 5.9% | 3 11.5% | 10 15.2% | 7 7.3% |
| Opinjoni | 16 9.9% | 2 25.0% | 1 8.3% | 2 8.0% | 3 11.1% | 5 16.7% | 2 5.9% | 1 3.8% | 12 18.2% | 4 4.2% |
| NET Live | 13 8.0% | - - | - - | 2 8.0% | 5 18.5% | 3 10.0% | 2 5.9% | 1 3.8% | 10 15.2% | 3 3.1% |
| Spotlight | 9 5.6% | 1 12.5% | - - | 1 4.0% | 4 14.8% | - - | 3 8.8% | - - | 7 10.6% | 2 2.1% |
| Erbgħa għal Erbgħa | 9 5.6% | - - | 1 8.3% | 3 12.0% | 1 3.7% | 3 10.0% | 1 2.9% | - - | 4 6.1% | 5 5.2% |
| Il-Klinika | 9 5.6% | - - | - - | 2 8.0% | 2 7.4% | 3 10.0% | 2 5.9% | - - | 1 1.5% | 8 8.3% |
| Simpatiči | 8 4.9% | - - | - - | 2 8.0% | 3 11.1% | 1 3.3% | 1 2.9% | 1 3.8% | 3 4.5% | 5 5.2% |
| Pjazza | 8 4.9% | 1 12.5% | 1 8.3% | 1 4.0% | - - | 2 6.7% | 3 8.8% | - - | 6 9.1% | 2 2.1% |
| Iċ-Ċaqqufa | 8 4.9% | - - | 1 8.3% | - - | - - | 2 6.7% | 3 8.8% | 2 7.7% | 2 3.0% | 6 6.3% |
| Rolling | 6 3.7% | 1 12.5% | 1 8.3% | 1 4.0% | 2 7.4% | - - | 1 2.9% | - - | 3 4.5% | 3 3.1% |
| Hazzard | 6 3.7% | - - | - - | 1 4.0% | 2 7.4% | 1 3.3% | 2 5.9% | - - | 3 4.5% | 3 3.1% |
| Football matches (various) | 6 3.7% | - - | 1 8.3% | - - | - - | 3 10.0% | 1 2.9% | 1 3.8% | 5 7.6% | 1 1.0% |
| News Bulletin – NET | 5 3.1% | 1 12.5% | - - | 1 4.0% | 1 3.7% | 1 3.3% | - - | 1 3.8% | 2 3.0% | 3 3.1% |
| Noli | 5 3.1% | - - | - - | - - | 1 3.7% | 2 6.7% | 2 5.9% | - - | - - | 5 5.2% |
| Quddies tal- Jum (various stations) | 4 2.5% | - - | - - | - - | - - | - - | - - | 4 15.4% | - - | 4 4.2% |
| Illum ma' Steph | 4 2.5% | - - | - - | - - | - - | 1 3.3% | 3 8.8% | - - | - - | 4 4.2% |

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| | | | | | | | | | | |
|--------------------------------|-----------|------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Xow | 4 2.5% | 1 12.5% | - - | 1 4.0% | - - | 1 3.3% | - - | 1 3.8% | 2 3.0% | 2 2.1% |
| Attività Politika (PN) | 4 2.5% | 1 12.5% | - - | - - | - - | 1 3.3% | 2 5.9% | - - | 2 3.0% | 2 2.1% |
| Awla | 4 2.5% | - - | - - | - - | 1 3.7% | 1 3.3% | 1 2.9% | 1 3.8% | 2 3.0% | 2 2.1% |
| Dijanjosi | 4 2.5% | - - | - - | 1 4.0% | 2 7.4% | 1 3.3% | - - | - - | 1 1.5% | 3 3.1% |
| Dell Minsi | 3 1.9% | - - | 1 8.3% | - - | 1 3.7% | - - | - - | 1 3.8% | 1 1.5% | 2 2.1% |
| Gheruq | 3 1.9% | - - | - - | - - | 1 3.7% | 1 3.3% | 1 2.9% | - - | 1 1.5% | 2 2.1% |
| KC | 3 1.9% | 1 12.5% | - - | - - | 1 3.7% | - - | 1 2.9% | - - | 2 3.0% | 1 1.0% |
| Vuċi għall- animali | 3 1.9% | 1 12.5% | - - | 1 4.0% | - - | - - | - - | 1 3.8% | 2 3.0% | 1 1.0% |
| Bizzilla | 3 1.9% | - - | - - | 1 4.0% | - - | - - | 1 2.9% | 1 3.8% | - - | 3 3.1% |
| News Bulletin - ONE | 2 1.2% | - - | - - | - - | 1 3.7% | - - | - - | 1 3.8% | - - | 2 2.1% |
| Lejlet il-Festa | 2 1.2% | - - | - - | 2 8.0% | - - | - - | - - | - - | 2 3.0% | - - |
| Tereża | 2 1.2% | - - | - - | - - | 1 3.7% | - - | 1 2.9% | - - | - - | 2 2.1% |
| The Local Traveller | 2 1.2% | - - | - - | - - | - - | 1 3.3% | - - | 1 3.8% | - - | 2 2.1% |
| Insights | 2 1.2% | - - | - - | - - | - - | - - | 2 5.9% | - - | 1 1.5% | 1 1.0% |
| Ġimgha b'Ġimgha | 2 1.2% | - - | - - | - - | - - | - - | 1 2.9% | 1 3.8% | - - | 2 2.1% |
| Analizi | 1 0.6% | - - | - - | - - | - - | - - | 1 2.9% | - - | - - | 1 1.0% |
| Bżar u Melħa | 1 0.6% | 1 12.5% | - - | - - | - - | - - | - - | - - | 1 1.5% | - - |
| Arani Issa | 1 0.6% | - - | - - | - - | - - | - - | 1 2.9% | - - | - - | 1 1.0% |
| F Living Show | 1 0.6% | - - | - - | - - | 1 3.7% | - - | - - | - - | - - | 1 1.0% |
| Family Affair | 1 0.6% | - - | - - | - - | - - | - - | 1 2.9% | - - | - - | 1 1.0% |
| Bundy Time | 1 0.6% | - - | - - | - - | 1 3.7% | - - | - - | - - | 1 1.5% | - - |
| Pultruna | 1 0.6% | - - | - - | - - | - - | - - | 1 2.9% | - - | 1 1.5% | - - |
| Gran Bazaar | 1 0.6% | - - | - - | - - | - - | - - | 1 2.9% | - - | - - | 1 1.0% |
| L-Avukat Gawdenz Bilocca | 1 0.6% | - - | - - | 1 4.0% | - - | - - | - - | - - | 1 1.5% | - - |
| Moñhok Hemm | 1 0.6% | - - | - - | - - | 1 3.7% | - - | - - | - - | - - | 1 1.0% |

| | | | | | | | | | | |
|----------------------|-------------------------|---|---|-------------------------|---|-------------------------|-------------------------|-------------------------|---|-------------------------|
| BackStage TV | 1 0.6% | - | - | - | - | 1 3.3% | - | - | - | 1 1.0% |
| UEjja! | 1 0.6% | - | - | - | - | - | - | 1 3.8% | - | 1 1.0% |
| Tan-Nejk | 1 0.6% | - | - | - | - | - | 1 2.9% | - | - | 1 1.0% |
| Kalamita | 1 0.6% | - | - | - | - | 1 3.3% | - | - | - | 1 1.0% |
| Linja Diretta | 1 0.6% | - | - | - | - | - | - | 1 3.8% | - | 1 1.0% |
| Bejnietna | 1 0.6% | - | - | 1 4.0% | - | - | - | - | - | 1 1.0% |

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.

- 95.9% of all 1825 TV viewers, use ‘**Paid Subscription (Melita/GO/Epic)**’ as one of the reception services for watching TV. This is the most used reception service for watching TV across all age groups.
- 11.7% make use of ‘**IPTV**’ as one of the reception services, whilst 6.6% use the ‘**Android Box**’.
- 1.3% 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=1825)

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 | 1825 | 143 | 322 | 312 | 266 | 245 | 254 | 283 | 928 | 897 |
| Paid Subscription (Melita/GO/Epic) | 1750 95.9% | 137 95.8% | 310 96.3% | 306 98.1% | 261 98.1% | 234 95.5% | 243 95.7% | 259 91.5% | 890 95.9% | 860 95.9% |
| IPTV (Streaming services) | 213 11.7% | 29 20.3% | 36 11.2% | 47 15.1% | 38 14.3% | 39 15.9% | 16 6.3% | 8 2.8% | 116 12.5% | 97 10.8% |
| Android Box (Internet based services) | 121 6.6% | 8 5.6% | 32 9.9% | 29 9.3% | 14 5.3% | 9 3.7% | 14 5.5% | 15 5.3% | 53 5.7% | 68 7.6% |
| Other (Streaming on laptop/tablet/PC) | 92 5.0% | 26 18.2% | 19 5.9% | 26 8.3% | 18 6.8% | 1 0.4% | - - | 2 0.7% | 41 4.4% | 51 5.7% |
| Satellite | 72 3.9% | 9 6.3% | 14 4.3% | 13 4.2% | 11 4.1% | 10 4.1% | 6 2.4% | 9 3.2% | 41 4.4% | 31 3.5% |
| Free-to-air | 23 1.3% | - - | - - | - - | - - | - - | 4 1.6% | 19 6.7% | 17 1.8% | 6 0.7% |

8.12 TV Viewers' ss 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 salient suggestions made comprised the following, which proved similar to those proposed in recent BA audience surveys.

| <i>TV Viewers' Suggestions on improving Local TV</i> |
|---|
| <ul style="list-style-type: none">✓ less advert commercials✓ more reality shows✓ more Maltese drama✓ more Maltese 'light' drama/comedy (no violence, drugs, etc)✓ more quality Maltese drama✓ more professional local presenters✓ more sports/football matches (local & foreign)✓ more quiz shows✓ more balanced discussion programmes with better presenters |

9. RADIO LISTENERSHIP – FINDINGS

9.1 Introduction

- ♦ **2 in 3 of Maltese residents are radio listeners** (67%); this finding is observed across all age cohorts.
- ♦ 11% of these Radio listeners **did not listen to radio** during the week of assessment.
- ♦ **The most followed local radio station** is ONE Radio (15.2%), followed by Calypso 101.8 (13.4%), and NET FM (10%). More statistical details may be found in **Exhibit 4A** below and in Table 23.1 (**Section 9.5**).
- ♦ **The local radio station with the highest weekly average percentage audience share** is ONE Radio standing at 20.2%, followed by Calypso 101.8 (19.6%) and NET FM with 11.9%. 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)

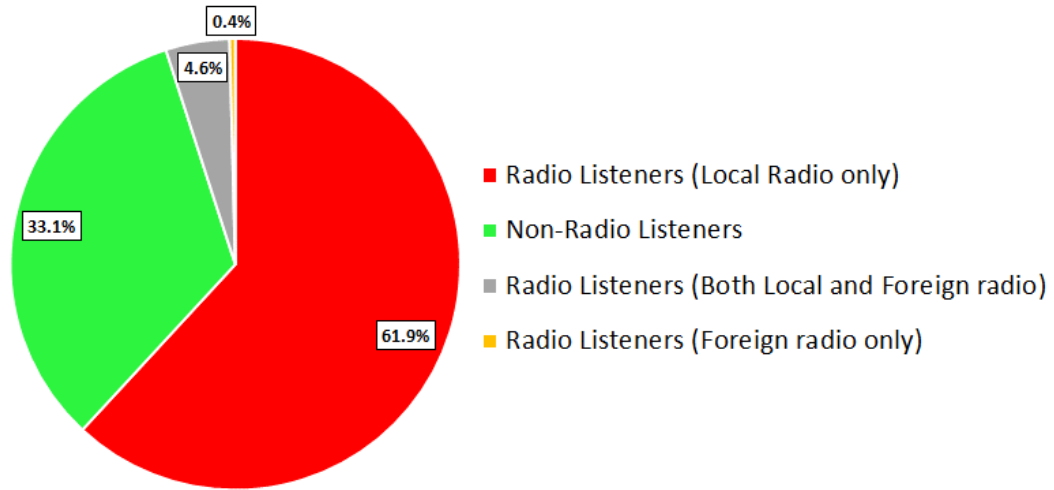


Table 19 – Q11A. Radio listeners/non listeners – by Age & Gender (N=2100)

| Counts Break % Respondents | Total | Age | | | | | | | Gender | |
|-------------------------------------|----------------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|
| | | 12-20 | 21-30 | 31-40 | 41-50 | 51-60 | 61-70 | 71+ | Male | Female |
| Total | 2100 | 200 | 380 | 370 | 309 | 271 | 273 | 297 | 1080 | 1020 |
| Local radio only | 1299 61.9% | 100 50.0% | 231 60.8% | 237 64.1% | 204 66.0% | 170 62.7% | 180 65.9% | 177 59.6% | 676 62.6% | 623 61.1% |
| I do not listen to ANY radio | 696 33.1% | 91 45.5% | 136 35.8% | 118 31.9% | 88 28.5% | 85 31.4% | 83 30.4% | 95 32.0% | 356 33.0% | 340 33.3% |
| Both local and foreign radio | 97 4.6% | 8 4.0% | 12 3.2% | 15 4.1% | 14 4.5% | 16 5.9% | 8 2.9% | 24 8.1% | 43 4.0% | 54 5.3% |
| Foreign radio only | 8 0.4% | 1 0.5% | 1 0.3% | - - | 3 1.0% | - - | 2 0.7% | 1 0.3% | 5 0.5% | 3 0.3% |

**Exhibit 4A – Q14 – Most followed Radio stations (Aggregate)
(Multiple-Response Q) (n= 1404)**

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

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

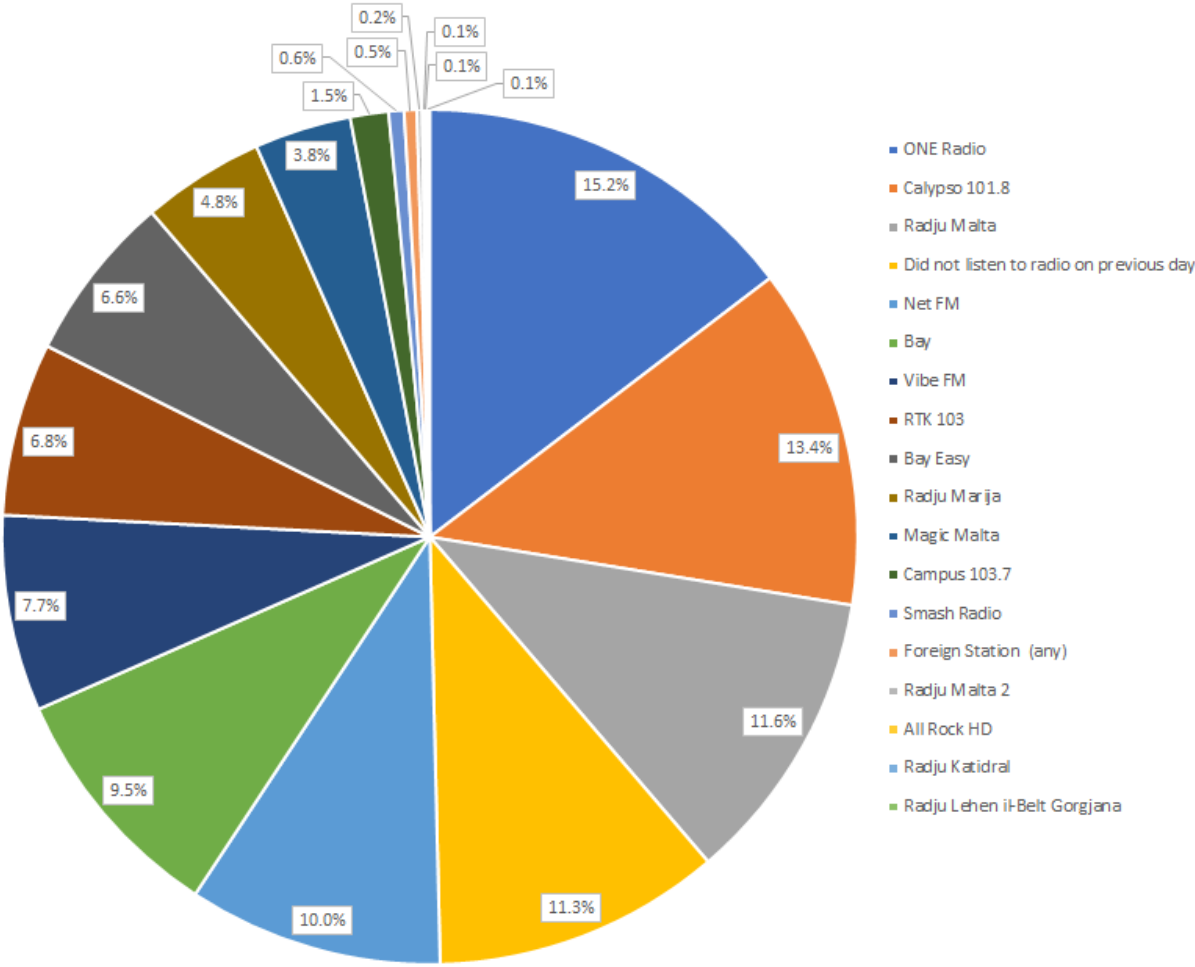
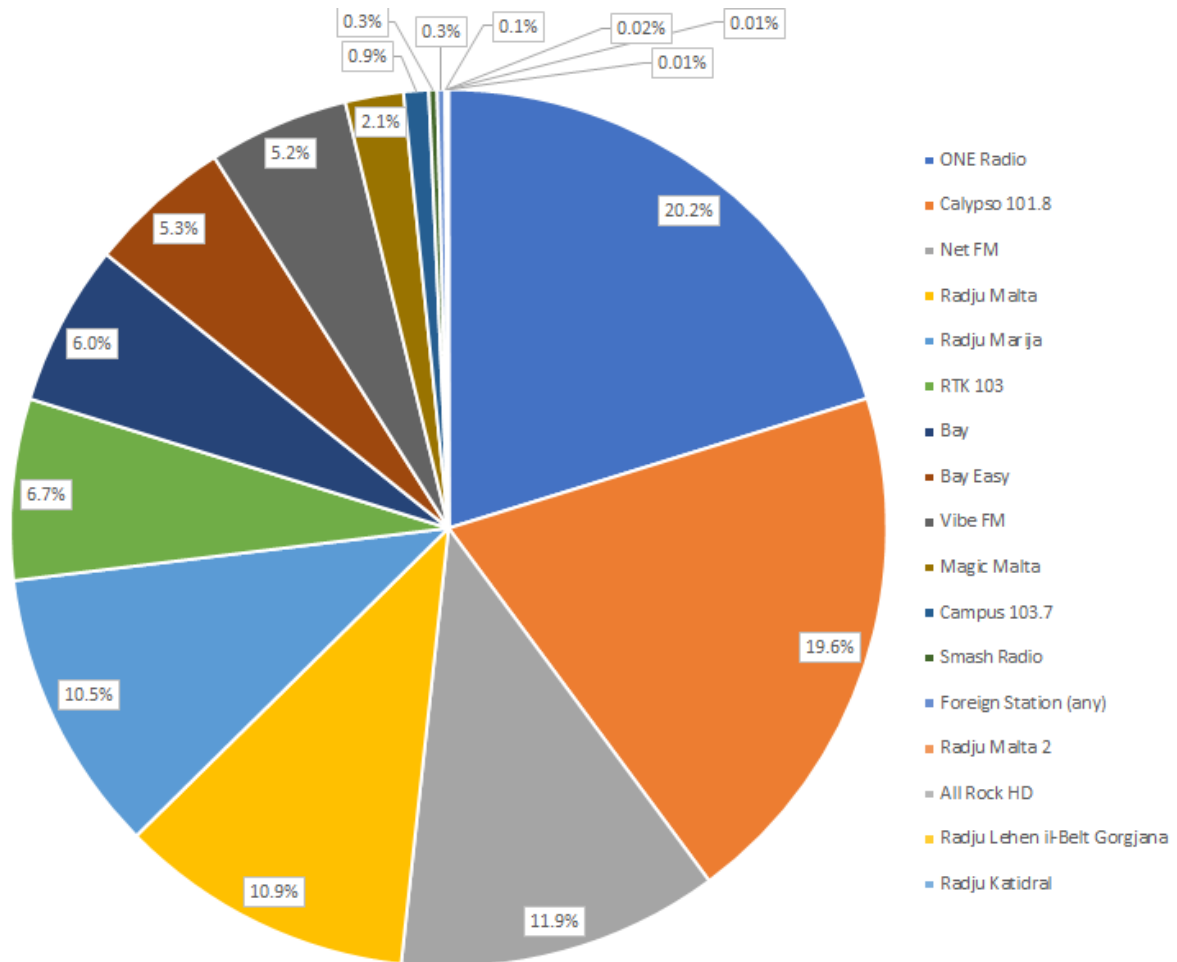


Exhibit 4B – Weekly Average Percentage Audience Share by Radio Station

Note 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.



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 1396.

- **During the week (Monday-Thursday),** on average, 40.4% of local radio listeners listen to radio for less than one hour a day, whilst a further 40.3% 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=1396)

| Counts Break % Respondents | Total | Age | | | | | | | Gender | |
|----------------------------------|----------------------|-------------|--------------|--------------|-------------|-------------|-------------|-------------|--------------|--------------|
| | | 12-20 | 21-30 | 31-40 | 41-50 | 51-60 | 61-70 | 71+ | Male | Female |
| Total | 1396 | 108 | 243 | 252 | 218 | 186 | 188 | 201 | 719 | 677 |
| None | 2 0.1% | - | - | - | - | 1 0.5% | 1 0.5% | - | 2 0.3% | - |
| Less than 1 hr a day | 564 40.4% | 70 64.8% | 144 59.3% | 140 55.6% | 99 45.4% | 62 33.3% | 31 16.5% | 18 9.0% | 329 45.8% | 235 34.7% |
| 1-2 hrs a day | 562 40.3% | 37 34.3% | 88 36.2% | 105 41.7% | 99 45.4% | 84 45.2% | 65 34.6% | 84 41.8% | 277 38.5% | 285 42.1% |
| 3-4 hrs a day | 182 13.0% | 1 0.9% | 7 2.9% | 6 2.4% | 10 4.6% | 28 15.1% | 67 35.6% | 63 31.3% | 79 11.0% | 103 15.2% |
| 5-6 hrs a day | 54 3.9% | - | 2 0.8% | 1 0.4% | 8 3.7% | 4 2.2% | 15 8.0% | 24 11.9% | 24 3.3% | 30 4.4% |
| 6+ hrs a day | 30 2.1% | - | 1 0.4% | - | 2 0.9% | 7 3.8% | 9 4.8% | 11 5.5% | 6 0.8% | 24 3.5% |
| Not always the same | 2 0.1% | - | 1 0.4% | - | - | - | - | 1 0.5% | 2 0.3% | - |

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 1396.

- **In the weekend (Friday-Sunday)**, 41.6% of local radio listeners listen to 1 – 2 hours per day of local radio. Whilst a further 37.2% spend less than 1 hour per day listening to local radio.
- 1.2% 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=1396)

| Counts Break % Respondents | Total | Age | | | | | | | Gender | |
|----------------------------------|----------------------|---------------------|----------------------|----------------------|---------------------|---------------------|---------------------|---------------------|----------------------|----------------------|
| | | 12-20 | 21-30 | 31-40 | 41-50 | 51-60 | 61-70 | 71+ | Male | Female |
| Total | 1396 | 108 | 243 | 252 | 218 | 186 | 188 | 201 | 719 | 677 |
| None | 17 1.2% | 1 0.9% | 2 0.8% | 2 0.8% | 2 0.9% | 5 2.7% | 4 2.1% | 1 0.5% | 6 0.8% | 11 1.6% |
| Less than 1 hr a day | 520 37.2% | 56 51.9% | 127 52.3% | 130 51.6% | 94 43.1% | 60 32.3% | 31 16.5% | 22 10.9% | 298 41.4% | 222 32.8% |
| 1-2 hrs a day | 581 41.6% | 46 42.6% | 96 39.5% | 104 41.3% | 99 45.4% | 76 40.9% | 72 38.3% | 88 43.8% | 277 38.5% | 304 44.9% |
| 3-4 hrs a day | 198 14.2% | 4 3.7% | 15 6.2% | 15 6.0% | 14 6.4% | 35 18.8% | 59 31.4% | 56 27.9% | 108 15.0% | 90 13.3% |
| 5-6 hrs a day | 47 3.4% | - | 2 0.8% | - | 6 2.8% | 4 2.2% | 13 6.9% | 22 10.9% | 22 3.1% | 25 3.7% |
| 6+ hrs a day | 29 2.1% | - | 1 0.4% | - | 3 1.4% | 6 3.2% | 8 4.3% | 11 5.5% | 6 0.8% | 23 3.4% |
| Not always the same | 4 0.3% | 1 0.9% | - | 1 0.4% | - | - | 1 0.5% | 1 0.5% | 2 0.3% | 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 1396.

- ♦ **Bay Breakfast with Daniel & Ylenia** is the most favourite local radio programme, with 7.5% mentioning it as their preferred local radio programme. This radio programme is largely preferred by the younger age cohorts up to 40 years old.
- ♦ **Bongu Calypso ma' Twanny Scerri** is second with 7.2% of preferences, largely followed by the older age cohorts, 31+ years. And third came **The Morning Vibe with Abel, JD & Martina** with 4.8% of preferences.
- ♦ 4% of radio listeners **do not have a preferred local radio programme.**

Research Findings in Detail

Tables below illustrate details on the above research findings.

Table 22.1 – Q13 – Favourite local radio programme – by Age & Gender (n=1396)

| Counts Break % Respondents | Total | Age | | | | | | | Gender | |
|--|-------------|-------------|-------------|------------|-------------|-------------|-------------|-------------|------------|------------|
| | | 12-20 | 21-30 | 31-40 | 41-50 | 51-60 | 61-70 | 71+ | Male | Female |
| Total | 1396 | 108 | 243 | 252 | 218 | 186 | 188 | 201 | 719 | 677 |
| Bay Breakfast with Daniel & Ylenia | 105 7.5% | 34 31.5% | 32 13.2% | 20 7.9% | 11 5.0% | 5 2.7% | 2 1.1% | 1 0.5% | 45 6.3% | 60 8.9% |
| Bongu Calypso ma' Twanny Scerri | 100 7.2% | - - | 10 4.1% | 17 6.7% | 23 10.6% | 20 10.8% | 10 5.3% | 20 10.0% | 71 9.9% | 29 4.3% |
| The Morning Vibe with Abel, JD & Martina | 67 4.8% | 20 18.5% | 17 7.0% | 15 6.0% | 7 3.2% | 5 2.7% | 3 1.6% | - - | 32 4.5% | 35 5.2% |
| Il-Polz tac-Cittadin (Tonio Bonello) (Radju Malta) | 64 4.6% | - - | - - | 3 1.2% | 8 3.7% | 19 10.2% | 21 11.2% | 13 6.5% | 39 5.4% | 25 3.7% |
| Bongu NET (Indri Attard) | 61 4.4% | - - | 7 2.9% | 7 2.8% | 11 5.0% | 13 7.0% | 11 5.9% | 12 6.0% | 36 5.0% | 25 3.7% |
| Magic AM (Magic Malta) | 58 4.2% | 11 10.2% | 16 6.6% | 21 8.3% | 6 2.8% | 2 1.1% | 2 1.1% | - - | 26 3.6% | 32 4.7% |
| Radju Marija programmes (various) | 54 3.9% | - - | - - | - - | 5 2.3% | 10 5.4% | 19 10.1% | 20 10.0% | 26 3.6% | 28 4.1% |
| No preferred programme | 54 3.9% | 6 5.6% | 12 4.9% | 9 3.6% | 9 4.1% | 11 5.9% | 2 1.1% | 5 2.5% | 33 4.6% | 21 3.1% |
| Basy Easy Breakfast with Pierre Cordina | 53 3.8% | 1 0.9% | 17 7.0% | 16 6.3% | 11 5.0% | 6 3.2% | 1 0.5% | 1 0.5% | 24 3.3% | 29 4.3% |
| News Bulletin – ONE Radio | 50 3.6% | 1 0.9% | 5 2.1% | 3 1.2% | 11 5.0% | 6 3.2% | 7 3.7% | 17 8.5% | 25 3.5% | 25 3.7% |
| One Breakfast (Noel Camilleri) | 46 3.3% | 1 0.9% | 10 4.1% | 11 4.4% | 11 5.0% | 3 1.6% | 4 2.1% | 6 3.0% | 18 2.5% | 28 4.1% |
| Għal Kulhadd (Christine Delicata) (RTK 103) | 45 3.2% | - - | - - | 1 0.4% | 8 3.7% | 8 4.3% | 15 8.0% | 13 6.5% | 12 1.7% | 33 4.9% |
| Sibt il-Punt (Manuel Micallef) (ONE) | 39 2.8% | - - | 7 2.9% | 6 2.4% | 7 3.2% | 10 5.4% | 5 2.7% | 4 2.0% | 27 3.8% | 12 1.8% |
| News Bulletin – Radju Malta | 36 2.6% | - - | 3 1.2% | 3 1.2% | 3 1.4% | 8 4.3% | 7 3.7% | 12 6.0% | 21 2.9% | 15 2.2% |
| The Drive Vibe with Nate, Frank & Rossi | 36 2.6% | 11 10.2% | 13 5.3% | 9 3.6% | 2 0.9% | - - | 1 0.5% | - - | 13 1.8% | 23 3.4% |
| Club 101 (Eileen Montesin) (NET FM) | 36 2.6% | - - | - - | - - | 6 2.8% | 7 3.8% | 10 5.3% | 13 6.5% | 2 0.3% | 34 5.0% |

BA – Audience Survey Dec 2023 – Research Findings Report

| | | | | | | | | | | |
|---|------------|-----------|------------|------------|-----------|-----------|-----------|-----------|------------|------------|
| Joe Julian Filġhodu - Live (Radju Malta) | 35 2.5% | - - | 7 2.9% | 10 4.0% | 7 3.2% | 5 2.7% | 1 0.5% | 5 2.5% | 25 3.5% | 10 1.5% |
| Kuntatt (Dione Borg) (NET FM) | 35 2.5% | 2 1.9% | 7 2.9% | 11 4.4% | 4 1.8% | 3 1.6% | 5 2.7% | 3 1.5% | 28 3.9% | 7 1.0% |
| Bay Drive with Jamie and Taryn | 32 2.3% | 8 7.4% | 13 5.3% | 5 2.0% | 4 1.8% | - - | 1 0.5% | 1 0.5% | 10 1.4% | 22 3.2% |
| Drive Time (Dorian Cassar or John Bundy) (ONE) | 32 2.3% | 3 2.8% | 9 3.7% | 8 3.2% | 8 3.7% | 3 1.6% | - - | 1 0.5% | 22 3.1% | 10 1.5% |
| Calypso Drive (Charles Fenech or Arthur Garrett) | 29 2.1% | 1 0.9% | 2 0.8% | 7 2.8% | 6 2.8% | 7 3.8% | 3 1.6% | 3 1.5% | 18 2.5% | 11 1.6% |
| Andrew Azzopardi on 103 (RTK 103) | 26 1.9% | - - | 8 3.3% | 5 2.0% | 5 2.3% | 1 0.5% | 3 1.6% | 4 2.0% | 21 2.9% | 5 0.7% |
| Drive Time with Albert Galdes (Bay Easy) | 23 1.6% | - - | 5 2.1% | 9 3.6% | 6 2.8% | 3 1.6% | - - | - - | 7 1.0% | 16 2.4% |
| Ten to Twelve with Gianni & Andy (Vibe) | 22 1.6% | 5 4.6% | 7 2.9% | 7 2.8% | 2 0.9% | - - | 1 0.5% | - - | 15 2.1% | 7 1.0% |
| Nostalgija - John Mallia (Calypso) | 22 1.6% | - - | 1 0.4% | 4 1.6% | 3 1.4% | 5 2.7% | 7 3.7% | 2 1.0% | 7 1.0% | 15 2.2% |
| ONE Magazine | 21 1.5% | - - | 2 0.8% | 3 1.2% | 2 0.9% | 3 1.6% | 5 2.7% | 6 3.0% | 8 1.1% | 13 1.9% |
| RTK 103 Breakfast with Mark, Ian & George | 20 1.4% | - - | 7 2.9% | 6 2.4% | 3 1.4% | 1 0.5% | 3 1.6% | - - | 11 1.5% | 9 1.3% |
| Minn Jum Għal Jum (Theresa Gauci) Radju Malta) | 19 1.4% | - - | - - | 1 0.4% | 2 0.9% | 3 1.6% | 5 2.7% | 8 4.0% | 2 0.3% | 17 2.5% |
| News Bulletin – NET FM | 18 1.3% | - - | 1 0.4% | 1 0.4% | 4 1.8% | 3 1.6% | 5 2.7% | 4 2.0% | 10 1.4% | 8 1.2% |
| News Bulletin – RTK 103 | 13 0.9% | - - | - - | 1 0.4% | - - | 2 1.1% | 3 1.6% | 7 3.5% | 5 0.7% | 8 1.2% |
| BT Connection (Joe Tanti & John Bundy) (ONE) | 13 0.9% | 2 1.9% | 6 2.5% | 4 1.6% | 1 0.5% | - - | - - | - - | 9 1.3% | 4 0.6% |
| Marci u Bandalori (NET FM) | 13 0.9% | - - | 2 0.8% | 5 2.0% | 3 1.4% | 1 0.5% | 1 0.5% | 1 0.5% | 13 1.8% | - - |
| ONE Club Xewqat | 10 0.7% | - - | - - | 1 0.4% | 2 0.9% | 1 0.5% | 4 2.1% | 2 1.0% | 3 0.4% | 7 1.0% |
| It's 3 thirty on 101 (Stephanie Chircop) (NET FM) | 10 0.7% | - - | 3 1.2% | 3 1.2% | 1 0.5% | 1 0.5% | 2 1.1% | - - | 2 0.3% | 8 1.2% |

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| | | | | | | | | | | |
|--|------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Quddiesa tal-Jum, Rużarju (various stations) | 10 0.7% | - - | - - | - - | 1 0.5% | 1 0.5% | 4 2.1% | 4 2.0% | 4 0.6% | 6 0.9% |
| Fuq Fomm Kullhadd (George Cremona) (Calypso) | 9 0.6% | - - | - - | - - | - - | 1 0.5% | 6 3.2% | 2 1.0% | 5 0.7% | 4 0.6% |
| Campus Breakfast | 8 0.6% | 1 0.9% | 3 1.2% | 1 0.4% | - - | 1 0.5% | 1 0.5% | 1 0.5% | 7 1.0% | 1 0.1% |
| Martin Sapiano Fi Triqtek Drive (Radju Malta) | 7 0.5% | - - | 4 1.6% | 1 0.4% | 1 0.5% | 1 0.5% | - - | - - | 4 0.6% | 3 0.4% |
| News Bulletin - Bay | 6 0.4% | - - | 2 0.8% | 1 0.4% | 3 1.4% | - - | - - | - - | 1 0.1% | 5 0.7% |
| News Bulletin – Magic Malta | 6 0.4% | 1 0.9% | - - | 2 0.8% | 2 0.9% | 1 0.5% | - - | - - | 3 0.4% | 3 0.4% |
| Mużika mill-Passat (Joe Attard) (Calypso) | 6 0.4% | - - | - - | 1 0.4% | 1 0.5% | 1 0.5% | 2 1.1% | 1 0.5% | 3 0.4% | 3 0.4% |
| Minn Banda Għal Ohra (Aaron Zahra & Nicole Farrugia) (ONE) | 6 0.4% | - - | 1 0.4% | 3 1.2% | - - | 1 0.5% | - - | 1 0.5% | 6 0.8% | - - |
| Agora 'Live' (Campus 103.7) | 6 0.4% | - - | - - | 4 1.6% | 1 0.5% | 1 0.5% | - - | - - | 6 0.8% | - - |
| Weekend Breakfast with Dave (Bay) | 5 0.4% | - - | 1 0.4% | 4 1.6% | - - | - - | - - | - - | 2 0.3% | 3 0.4% |
| Mużika ma' Mario Laus (Radju Malta) | 5 0.4% | - - | - - | - - | 1 0.5% | 2 1.1% | 1 0.5% | 1 0.5% | 1 0.1% | 4 0.6% |
| Issues (NET FM) | 5 0.4% | - - | 2 0.8% | 1 0.4% | 2 0.9% | - - | - - | - - | 3 0.4% | 2 0.3% |
| DJ Commander J Breakfast (Smash Radio) | 5 0.4% | - - | 1 0.4% | - - | 1 0.5% | 1 0.5% | 1 0.5% | 1 0.5% | 3 0.4% | 2 0.3% |
| News Bulletin – Calypso 101.8 | 4 0.3% | - - | - - | - - | - - | - - | 2 1.1% | 2 1.0% | 1 0.1% | 3 0.4% |
| Mużika u Sport - Twanny Scerri (Calypso 101.8) | 4 0.3% | - - | - - | 1 0.4% | 1 0.5% | - - | 1 0.5% | 1 0.5% | 1 0.1% | 3 0.4% |
| Linja Diretta (Emanuel Cuschieri) (Smash Radio) | 3 0.2% | - - | - - | - - | - - | - - | 1 0.5% | 2 1.0% | 1 0.1% | 2 0.3% |
| Mid-Morning with Lorenzo (Vibe) | 2 0.1% | - - | - - | 1 0.4% | 1 0.5% | - - | - - | - - | 1 0.1% | 1 0.1% |
| Maltin Biss (Chan Vella) (Radju Malta) | 1 0.1% | - - | - - | - - | 1 0.5% | - - | - - | - - | - - | 1 0.1% |
| Campus Brunch | 1 0.1% | - - | - - | - - | - - | - - | - - | 1 0.5% | 1 0.1% | - - |

9.5 Most Followed Radio Stations: Sunday to Saturday

All 1404 radio listeners were given the possibility of mentioning **up to three radio stations they had listened to on the previous day.**

- ✓ 11.3% of these radio listeners did not listen to radio on the previous day.
- ✓ **ONE Radio** is the most followed radio station, with 15.2% of all radio listeners mentioning it as one of the three radio stations they had listened to on the previous day. Second came **Calypso 101.8** with 13.4% of preferences and **Radju Malta** came third with 11.6%.
- ✓ **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=1404)

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 1404.

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 26th Nov – 2nd Dec 2023.

| Counts Respondents | TOTAL | Age | | | | | | | Gender | |
|---|-------|-------|-------|-------|-------|-------|-------|-------|--------|--------|
| | | 12-20 | 21-30 | 31-40 | 41-50 | 51-60 | 61-70 | 71+ | Male | Female |
| Radio Station | 1404 | 109 | 244 | 252 | 221 | 186 | 190 | 202 | 724 | 680 |
| ONE Radio | 213 | 7 | 37 | 36 | 40 | 26 | 26 | 41 | 111 | 102 |
| | 15.2% | 6.4% | 15.2% | 14.3% | 18.1% | 14.0% | 13.7% | 20.3% | 15.3% | 15.0% |
| Calypso 101.8 | 188 | 1 | 18 | 32 | 39 | 35 | 29 | 34 | 112 | 76 |
| | 13.4% | 0.9% | 7.4% | 12.7% | 17.6% | 18.8% | 15.3% | 16.8% | 15.5% | 11.2% |
| Radju Malta | 163 | 0 | 11 | 15 | 23 | 39 | 39 | 36 | 88 | 75 |
| | 11.6% | 0.0% | 4.5% | 6.0% | 10.4% | 21.0% | 20.5% | 17.8% | 12.2% | 11.0% |
| Did not listen to radio on previous day | 159 | 9 | 26 | 22 | 27 | 21 | 21 | 33 | 71 | 88 |
| | 11.3% | 8.3% | 10.7% | 8.7% | 12.2% | 11.3% | 11.1% | 16.3% | 9.8% | 12.9% |
| Net FM | 140 | 3 | 20 | 26 | 24 | 19 | 24 | 24 | 80 | 60 |
| | 10.0% | 2.8% | 8.2% | 10.3% | 10.9% | 10.2% | 12.6% | 11.9% | 11.0% | 8.8% |
| Bay | 134 | 40 | 42 | 32 | 12 | 5 | 2 | 1 | 55 | 79 |
| | 9.5% | 36.7% | 17.2% | 12.7% | 5.4% | 2.7% | 1.1% | 0.5% | 7.6% | 11.6% |
| Vibe FM | 108 | 34 | 34 | 25 | 10 | 4 | 1 | 0 | 54 | 54 |
| | 7.7% | 31.2% | 13.9% | 9.9% | 4.5% | 2.2% | 0.5% | 0.0% | 7.5% | 7.9% |
| RTK 103 | 95 | 0 | 15 | 14 | 13 | 12 | 22 | 19 | 47 | 48 |
| | 6.8% | 0.0% | 6.1% | 5.6% | 5.9% | 6.5% | 11.6% | 9.4% | 6.5% | 7.1% |
| Bay Easy | 93 | 3 | 25 | 29 | 20 | 12 | 4 | 0 | 38 | 55 |
| | 6.6% | 2.8% | 10.2% | 11.5% | 9.0% | 6.5% | 2.1% | 0.0% | 5.2% | 8.1% |
| Radju Marija | 68 | 0 | 0 | 0 | 7 | 11 | 23 | 27 | 30 | 38 |
| | 4.8% | 0.0% | 0.0% | 0.0% | 3.2% | 5.9% | 12.1% | 13.4% | 4.1% | 5.6% |
| Magic Malta | 53 | 10 | 13 | 16 | 8 | 2 | 3 | 1 | 27 | 26 |
| | 3.8% | 9.2% | 5.3% | 6.3% | 3.6% | 1.1% | 1.6% | 0.5% | 3.7% | 3.8% |
| Campus 103.7 | 21 | 2 | 3 | 7 | 1 | 2 | 3 | 3 | 19 | 2 |
| | 1.5% | 1.8% | 1.2% | 2.8% | 0.5% | 1.1% | 1.6% | 1.5% | 2.6% | 0.3% |
| Smash Radio | 8 | 0 | 2 | 0 | 1 | 0 | 3 | 2 | 4 | 4 |
| | 0.6% | 0.0% | 0.8% | 0.0% | 0.5% | 0.0% | 1.6% | 1.0% | 0.6% | 0.6% |
| Foreign Station (any) | 7 | 0 | 2 | 1 | 1 | 1 | 2 | 0 | 4 | 3 |
| | 0.5% | 0.0% | 0.8% | 0.4% | 0.5% | 0.5% | 1.1% | 0.0% | 0.6% | 0.4% |
| Radju Malta 2 | 3 | 0 | 0 | 0 | 0 | 2 | 0 | 1 | 1 | 2 |
| | 0.2% | 0.0% | 0.0% | 0.0% | 0.0% | 1.1% | 0.0% | 0.5% | 0.1% | 0.3% |
| All Rock HD | 1 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 |
| | 0.1% | 0.9% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.1% | 0.0% |
| Radju Katidral | 1 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 1 |
| | 0.1% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.5% | 0.0% | 0.0% | 0.1% |
| Radju Lehen il-Belt Gorgjana | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 1 | 0 |
| | 0.1% | 0.0% | 0.0% | 0.0% | 0.0% | 0.5% | 0.0% | 0.0% | 0.1% | 0.0% |

Table 23.2 – Q14 – Most followed Radio stations (Aggregate) – by Age & Gender (Multiple-Response Q) (n=307,396)

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 307,396.

| Counts Respondents | TOTAL | Age | | | | | | | Gender | |
|--|--------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--------------|
| | | 12-20 | 21-30 | 31-40 | 41-50 | 51-60 | 61-70 | 71+ | Male | Female |
| Total | 307396 | 23865 | 53422 | 55174 | 48386 | 40723 | 41599 | 44227 | 158515 | 148881 |
| ONE Radio | 46635 | 1533 | 8101 | 7882 | 8758 | 5693 | 5693 | 8977 | 24303 | 22332 |
| Calypso 101.8 | 41161 | 219 | 3941 | 7006 | 8539 | 7663 | 6349 | 7444 | 24522 | 16640 |
| Radju Malta | 35688 | - | 2408 | 3284 | 5036 | 8539 | 8539 | 7882 | 19267 | 16421 |
| Did not listen to radio on previous day | 34812 | 1970 | 5693 | 4817 | 5911 | 4598 | 4598 | 7225 | 15545 | 19267 |
| Net FM | 30652 | 657 | 4379 | 5693 | 5255 | 4160 | 5255 | 5255 | 17515 | 13137 |
| Bay | 29338 | 8758 | 9196 | 7006 | 2627 | 1095 | 438 | 219 | 12042 | 17297 |
| Vibe FM | 23646 | 7444 | 7444 | 5474 | 2189 | 876 | 219 | - | 11823 | 11823 |
| RTK 103 | 20800 | - | 3284 | 3065 | 2846 | 2627 | 4817 | 4160 | 10290 | 10509 |
| Bay Easy | 20362 | 657 | 5474 | 6349 | 4379 | 2627 | 876 | - | 8320 | 12042 |
| Radju Marija | 14888 | - | - | - | 1533 | 2408 | 5036 | 5911 | 6568 | 8320 |
| Magic Malta | 11604 | 2189 | 2846 | 3503 | 1752 | 438 | 657 | 219 | 5911 | 5693 |
| Campus 103.7 | 4598 | 438 | 657 | 1533 | 219 | 438 | 657 | 657 | 4160 | 438 |
| Smash Radio | 1752 | - | 438 | - | 219 | - | 657 | 438 | 876 | 876 |
| Foreign Station (any) | 1533 | - | 438 | 219 | 219 | 219 | 438 | - | 876 | 657 |
| Radju Malta 2 | 657 | - | - | - | - | 438 | - | 219 | 219 | 438 |
| All Rock HD | 219 | 219 | - | - | - | - | - | - | 219 | - |
| Radju Katidral | 219 | - | - | - | - | - | 219 | - | - | 219 |
| Radju Lehen il-Belt Gorgjana | 219 | - | - | - | - | 219 | - | - | 219 | - |

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 26th Nov – 2nd Dec 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 (156,763 radio listeners)
 - ♦ 07.30 – 08:00 (146,473 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=307,396)

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 | - | - | - | - | - | - | 438 | - | 438 | 34812 | 272146 | 307396 |
| 00:30 - 01:00 | - | - | - | - | - | - | 438 | - | 438 | 34812 | 272146 | 307396 |
| 01:00 - 01:30 | - | - | - | - | - | - | 219 | - | 219 | 34812 | 272365 | 307396 |
| 01:30 - 02:00 | - | - | - | - | - | - | 219 | - | 219 | 34812 | 272365 | 307396 |
| 02:00 - 02:30 | - | - | - | - | - | - | 219 | - | 219 | 34812 | 272365 | 307396 |
| 02:30 - 03:00 | - | - | - | - | - | - | 219 | - | 219 | 34812 | 272365 | 307396 |
| 03:00 - 03:30 | - | - | - | - | - | - | 219 | - | 219 | 34812 | 272365 | 307396 |
| 03:30 - 04:00 | - | - | - | - | - | - | 219 | - | 219 | 34812 | 272365 | 307396 |
| 04:00 - 04:30 | - | - | - | - | - | - | 219 | - | 219 | 34812 | 272365 | 307396 |
| 04:30 - 05:00 | - | - | - | - | - | - | 219 | - | 219 | 34812 | 272365 | 307396 |
| 05:00 - 05:30 | - | - | - | - | 219 | 219 | 657 | 438 | 657 | 34812 | 271489 | 307396 |
| 05:30 - 06:00 | - | - | - | - | 219 | 876 | 1095 | 1314 | 876 | 34812 | 270395 | 307396 |
| 06:00 - 06:30 | 219 | 1095 | - | 1095 | 876 | 3722 | 4598 | 5255 | 6349 | 34812 | 260980 | 307396 |
| 06:30 - 07:00 | 5911 | 14450 | 13137 | 12480 | 7882 | 8320 | 9852 | 42037 | 29995 | 34812 | 200552 | 307396 |
| 07:00 - 07:30 | 12699 | 32185 | 31528 | 24303 | 20581 | 16640 | 18829 | 91518 | 65245 | 34812 | 115821 | 307396 |
| 07:30 - 08:00 | 10509 | 28244 | 29776 | 22770 | 20800 | 15983 | 18391 | 83198 | 63275 | 34812 | 126111 | 307396 |
| 08:00 - 08:30 | 7444 | 13137 | 12918 | 16202 | 16640 | 18391 | 19924 | 54736 | 49919 | 34812 | 167929 | 307396 |
| 08:30 - 09:00 | 4817 | 8320 | 9633 | 13574 | 15545 | 17734 | 19705 | 47949 | 41380 | 34812 | 183255 | 307396 |
| 09:00 - 09:30 | 5036 | 8101 | 10509 | 16421 | 18391 | 19924 | 23646 | 51889 | 50138 | 34812 | 170557 | 307396 |
| 09:30 - 10:00 | 4598 | 7882 | 10290 | 15983 | 17734 | 19705 | 22551 | 51889 | 46854 | 34812 | 173841 | 307396 |
| 10:00 - 10:30 | 5255 | 8320 | 11823 | 17078 | 18829 | 22551 | 25616 | 54298 | 55174 | 34812 | 163112 | 307396 |
| 10:30 - 11:00 | 3941 | 8320 | 11166 | 16421 | 18610 | 21894 | 24522 | 52327 | 52546 | 34812 | 167710 | 307396 |
| 11:00 - 11:30 | 4160 | 7882 | 10509 | 15983 | 18610 | 21894 | 23427 | 51014 | 51452 | 34812 | 170119 | 307396 |
| 11:30 - 12:00 | 3284 | 7225 | 10290 | 14888 | 18610 | 22332 | 22332 | 49700 | 49262 | 34812 | 173622 | 307396 |
| 12:00 - 12:30 | 1970 | 6130 | 9196 | 11604 | 15545 | 16640 | 15545 | 45978 | 30652 | 34812 | 195954 | 307396 |
| 12:30 - 13:00 | 876 | 5255 | 7882 | 10290 | 13574 | 15107 | 12699 | 40504 | 25178 | 34812 | 206901 | 307396 |
| 13:00 - 13:30 | 1314 | 4598 | 7225 | 8101 | 11385 | 12261 | 10509 | 36563 | 18829 | 34812 | 217191 | 307396 |
| 13:30 - 14:00 | 657 | 2189 | 3722 | 6130 | 8758 | 9633 | 8539 | 24960 | 14669 | 34812 | 232955 | 307396 |
| 14:00 - 14:30 | 657 | 2627 | 3722 | 5036 | 8539 | 8539 | 8539 | 23865 | 13793 | 34812 | 234926 | 307396 |
| 14:30 - 15:00 | 219 | 1970 | 4379 | 4817 | 8539 | 7882 | 7882 | 22551 | 13137 | 34812 | 236896 | 307396 |
| 15:00 - 15:30 | 1970 | 3284 | 5255 | 8539 | 12480 | 12042 | 9633 | 30871 | 22332 | 34812 | 219381 | 307396 |
| 15:30 - 16:00 | 2408 | 5255 | 6568 | 8977 | 12918 | 12042 | 9633 | 32404 | 25397 | 34812 | 214783 | 307396 |
| 16:00 - 16:30 | 4598 | 10728 | 8977 | 7663 | 4379 | 3941 | 3722 | 22770 | 21237 | 34812 | 228576 | 307396 |
| 16:30 - 17:00 | 5693 | 13137 | 10947 | 8539 | 5036 | 3722 | 3284 | 27806 | 22551 | 34812 | 222227 | 307396 |
| 17:00 - 17:30 | 3503 | 9852 | 8320 | 5474 | 3722 | 2189 | 2846 | 23208 | 12699 | 34812 | 236677 | 307396 |
| 17:30 - 18:00 | 1314 | 4379 | 4379 | 1970 | 2189 | 1095 | 1752 | 11166 | 5911 | 34812 | 255506 | 307396 |
| 18:00 - 18:30 | - | 1095 | 2189 | 876 | 1095 | 876 | 657 | 3722 | 3065 | 34812 | 265797 | 307396 |
| 18:30 - 19:00 | - | 657 | 219 | 438 | 657 | - | 219 | 1095 | 1095 | 34812 | 270395 | 307396 |
| 19:00 - 19:30 | - | 438 | 438 | 438 | 438 | 876 | 1095 | 1095 | 2627 | 34812 | 268862 | 307396 |
| 19:30 - 20:00 | - | 219 | 219 | 219 | 657 | 876 | 876 | 1533 | 1533 | 34812 | 269519 | 307396 |
| 20:00 - 20:30 | - | 438 | 219 | - | 219 | 438 | 657 | 657 | 1314 | 34812 | 270614 | 307396 |
| 20:30 - 21:00 | - | 219 | 219 | - | - | 1095 | 657 | 876 | 1314 | 34812 | 270395 | 307396 |
| 21:00 - 21:30 | 219 | 438 | 219 | - | 219 | 1095 | 657 | 1533 | 1314 | 34812 | 269738 | 307396 |
| 21:30 - 22:00 | - | 438 | - | - | 219 | 1095 | 438 | 1314 | 876 | 34812 | 270395 | 307396 |
| 22:00 - 22:30 | - | 438 | - | 219 | 438 | 1095 | 657 | 1752 | 1095 | 34812 | 269738 | 307396 |
| 22:30 - 23:00 | - | 438 | - | 219 | 438 | 1095 | 657 | 1752 | 1095 | 34812 | 269738 | 307396 |
| 23:00 - 23:30 | - | 219 | 219 | 219 | 219 | 657 | 438 | 1095 | 876 | 34812 | 270614 | 307396 |
| 23:30 - 00:00 | - | - | 219 | 438 | 219 | 438 | 219 | 876 | 657 | 34812 | 271051 | 307396 |

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=307,396).

Research Findings in Detail

Tables below illustrate details on the above research findings.

Table 25 – Total Number of Radio Listeners Per Day of Assessment (n=1404) – Dec 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 | 1404 | 187 | 199 | 211 | 221 | 213 | 186 | 187 |
| Maltese Population of Radio listeners | 307,396 | 286,597 | 304,988 | 323,379 | 338,705 | 326,445 | 285,064 | 286,597 |

Radio Audience on Sunday

- The most listened to timeband on Sunday is 09:00 – 09:30 on Calypso 101.8 (27,587 Radio Listeners).

Table 26 – Q14 – Radio Audience on SUNDAY – by Timeband (Multiple-Response Q) (n=286,597)

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

| | Bay | Bay Easy | Calypso 101.8 | Magic Malta | Net FM | ONE Radio | Radju Malta | Radju Marja | RTK 103 | Smash Radio | Vibe FM | Foreign Station (any) | Did listen to radio on previous day | Did not listen to radio during this timeslot | Total |
|---------------|--------|----------|---------------|-------------|--------|-----------|-------------|-------------|---------|-------------|---------|-----------------------|-------------------------------------|--|---------|
| 00:00 - 00:30 | - | - | - | - | - | - | - | - | - | - | - | - | 88,891 | 197,706 | 286,597 |
| 00:30 - 01:00 | - | - | - | - | - | - | - | - | - | - | - | - | 88,891 | 197,706 | 286,597 |
| 01:00 - 01:30 | - | - | - | - | - | - | - | - | - | - | - | - | 88,891 | 197,706 | 286,597 |
| 01:30 - 02:00 | - | - | - | - | - | - | - | - | - | - | - | - | 88,891 | 197,706 | 286,597 |
| 02:00 - 02:30 | - | - | - | - | - | - | - | - | - | - | - | - | 88,891 | 197,706 | 286,597 |
| 02:30 - 03:00 | - | - | - | - | - | - | - | - | - | - | - | - | 88,891 | 197,706 | 286,597 |
| 03:00 - 03:30 | - | - | - | - | - | - | - | - | - | - | - | - | 88,891 | 197,706 | 286,597 |
| 03:30 - 04:00 | - | - | - | - | - | - | - | - | - | - | - | - | 88,891 | 197,706 | 286,597 |
| 04:00 - 04:30 | - | - | - | - | - | - | - | - | - | - | - | - | 88,891 | 197,706 | 286,597 |
| 04:30 - 05:00 | - | - | - | - | - | - | - | - | - | - | - | - | 88,891 | 197,706 | 286,597 |
| 05:00 - 05:30 | - | - | - | - | - | - | - | - | - | - | - | - | 88,891 | 197,706 | 286,597 |
| 05:30 - 06:00 | - | - | - | - | - | - | - | - | - | - | - | - | 88,891 | 197,706 | 286,597 |
| 06:00 - 06:30 | - | 1,533 | - | - | - | - | - | 3,065 | 1,533 | - | - | - | 88,891 | 191,576 | 286,597 |
| 06:30 - 07:00 | - | 1,533 | - | - | - | 1,533 | - | 3,065 | 1,533 | - | - | - | 88,891 | 190,043 | 286,597 |
| 07:00 - 07:30 | - | - | 7,663 | - | 1,533 | 3,065 | 3,065 | 15,326 | 3,065 | - | - | - | 88,891 | 163,989 | 286,597 |
| 07:30 - 08:00 | - | - | 7,663 | - | 1,533 | 3,065 | 4,598 | 13,793 | 3,065 | - | - | - | 88,891 | 163,989 | 286,597 |
| 08:00 - 08:30 | 9,196 | 13,793 | 19,924 | 3,065 | 3,065 | 12,261 | 7,663 | 13,793 | 4,598 | - | 6,130 | - | 88,891 | 104,217 | 286,597 |
| 08:30 - 09:00 | 9,196 | 13,793 | 21,456 | 3,065 | 3,065 | 12,261 | 9,196 | 13,793 | 4,598 | - | 6,130 | - | 88,891 | 101,152 | 286,597 |
| 09:00 - 09:30 | 9,196 | 12,261 | 27,587 | 4,598 | 6,130 | 16,859 | 10,728 | 10,728 | 4,598 | - | 7,663 | - | 88,891 | 87,358 | 286,597 |
| 09:30 - 10:00 | 7,663 | 13,793 | 26,054 | 4,598 | 6,130 | 15,326 | 12,261 | 10,728 | 4,598 | - | 9,196 | - | 88,891 | 87,358 | 286,597 |
| 10:00 - 10:30 | 10,728 | 12,261 | 24,522 | 6,130 | 10,728 | 15,326 | 13,793 | 10,728 | 6,130 | - | 13,793 | - | 88,891 | 73,565 | 286,597 |
| 10:30 - 11:00 | 10,728 | 13,793 | 24,522 | 4,598 | 9,196 | 16,859 | 10,728 | 12,261 | 6,130 | - | 10,728 | - | 88,891 | 78,163 | 286,597 |
| 11:00 - 11:30 | 10,728 | 13,793 | 21,456 | 4,598 | 9,196 | 16,859 | 10,728 | 15,326 | 6,130 | - | 9,196 | - | 88,891 | 78,163 | 286,597 |
| 11:30 - 12:00 | 10,728 | 13,793 | 18,391 | 3,065 | 7,663 | 15,326 | 9,196 | 13,793 | 6,130 | - | 6,130 | - | 88,891 | 93,489 | 286,597 |
| 12:00 - 12:30 | 1,533 | 9,196 | 10,728 | - | 6,130 | 13,793 | 6,130 | 13,793 | 1,533 | - | 1,533 | - | 88,891 | 133,337 | 286,597 |
| 12:30 - 13:00 | 1,533 | 3,065 | 9,196 | 1,533 | 7,663 | 10,728 | 3,065 | 12,261 | - | - | - | - | 88,891 | 148,663 | 286,597 |
| 13:00 - 13:30 | 3,065 | 1,533 | 10,728 | - | 7,663 | 12,261 | 1,533 | 10,728 | - | - | - | - | 88,891 | 150,195 | 286,597 |
| 13:30 - 14:00 | 1,533 | 1,533 | 9,196 | - | 9,196 | 10,728 | 1,533 | 10,728 | - | - | - | - | 88,891 | 153,260 | 286,597 |
| 14:00 - 14:30 | 1,533 | - | 9,196 | - | 7,663 | 9,196 | 1,533 | 10,728 | - | - | 1,533 | - | 88,891 | 156,326 | 286,597 |
| 14:30 - 15:00 | 1,533 | 3,065 | 9,196 | - | 7,663 | 9,196 | 1,533 | 10,728 | - | - | - | - | 88,891 | 154,793 | 286,597 |
| 15:00 - 15:30 | 1,533 | 1,533 | 9,196 | - | 7,663 | 7,663 | 1,533 | 10,728 | - | - | - | - | 88,891 | 157,858 | 286,597 |
| 15:30 - 16:00 | - | 1,533 | 9,196 | - | 7,663 | 7,663 | 1,533 | 10,728 | - | - | - | - | 88,891 | 159,391 | 286,597 |
| 16:00 - 16:30 | - | 3,065 | - | - | 1,533 | 1,533 | - | 4,598 | - | - | - | - | 88,891 | 186,978 | 286,597 |
| 16:30 - 17:00 | - | - | - | - | - | - | - | 4,598 | - | - | - | - | 88,891 | 193,108 | 286,597 |
| 17:00 - 17:30 | - | - | - | - | - | - | - | - | - | - | - | - | 88,891 | 197,706 | 286,597 |
| 17:30 - 18:00 | - | - | - | - | - | - | - | - | - | - | - | - | 88,891 | 197,706 | 286,597 |
| 18:00 - 18:30 | - | - | - | - | - | - | - | 1,533 | - | - | - | - | 88,891 | 196,173 | 286,597 |
| 18:30 - 19:00 | 1,533 | 1,533 | - | - | - | - | - | - | - | - | - | - | 88,891 | 194,641 | 286,597 |
| 19:00 - 19:30 | - | - | 9,196 | - | - | - | - | - | - | - | - | - | 88,891 | 188,510 | 286,597 |
| 19:30 - 20:00 | - | - | 7,663 | - | - | - | - | - | - | - | - | - | 88,891 | 190,043 | 286,597 |
| 20:00 - 20:30 | - | - | 6,130 | - | - | - | - | - | - | - | 1,533 | - | 88,891 | 190,043 | 286,597 |
| 20:30 - 21:00 | - | - | 10,728 | - | - | - | - | - | - | - | - | - | 88,891 | 186,978 | 286,597 |
| 21:00 - 21:30 | - | - | 10,728 | - | - | - | - | 1,533 | - | 1,533 | - | - | 88,891 | 183,913 | 286,597 |
| 21:30 - 22:00 | - | - | 10,728 | - | - | - | - | 1,533 | - | 1,533 | - | - | 88,891 | 183,913 | 286,597 |
| 22:00 - 22:30 | - | - | 10,728 | - | - | - | - | 1,533 | - | - | 1,533 | - | 88,891 | 183,913 | 286,597 |
| 22:30 - 23:00 | - | - | 10,728 | - | - | - | - | 1,533 | - | - | 1,533 | 1,533 | 88,891 | 182,380 | 286,597 |
| 23:00 - 23:30 | - | - | 4,598 | - | - | - | - | - | - | - | - | 1,533 | 88,891 | 191,576 | 286,597 |
| 23:30 - 00:00 | - | - | 3,065 | - | - | - | - | - | - | - | - | 1,533 | 88,891 | 193,108 | 286,597 |

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 Sunday.

BA – Audience Surve Dec 2023 – Research Findings Report

Radio Audience on MONDAY

The most listened to timebands on Monday are 07:00 – 07:30 and 07:30 – 08:00 on **Calypto 101.8** (32,185 Radio Listeners).

Table 27 – Q14 – Radio Audience on MONDAY – by Timeband (Multiple-Response Q) (n=304,988)

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

| | Bay | Bay Easy | Calypto 101.8 | Campus 103.7 | Magic Malta | Net FM | ONE Radio | Radju Malta | Radju Marija | RTK 103 | Smash Radio | Vibe FM | Radju Lehen il-Belt Gorgjana | Did listen to radio on previous day | Did not listen to radio during this timeslot | Total |
|---------------|--------|----------|---------------|--------------|-------------|--------|-----------|-------------|--------------|---------|-------------|---------|------------------------------|-------------------------------------|--|---------|
| 00:00 - 00:30 | - | - | - | - | - | - | - | - | - | - | - | - | - | 16,859 | 288,129 | 304,988 |
| 00:30 - 01:00 | - | - | - | - | - | - | - | - | - | - | - | - | - | 16,859 | 288,129 | 304,988 |
| 01:00 - 01:30 | - | - | - | - | - | - | - | - | - | - | - | - | - | 16,859 | 288,129 | 304,988 |
| 01:30 - 02:00 | - | - | - | - | - | - | - | - | - | - | - | - | - | 16,859 | 288,129 | 304,988 |
| 02:00 - 02:30 | - | - | - | - | - | - | - | - | - | - | - | - | - | 16,859 | 288,129 | 304,988 |
| 02:30 - 03:00 | - | - | - | - | - | - | - | - | - | - | - | - | - | 16,859 | 288,129 | 304,988 |
| 03:00 - 03:30 | - | - | - | - | - | - | - | - | - | - | - | - | - | 16,859 | 288,129 | 304,988 |
| 03:30 - 04:00 | - | - | - | - | - | - | - | - | - | - | - | - | - | 16,859 | 288,129 | 304,988 |
| 04:00 - 04:30 | - | - | - | - | - | - | - | - | - | - | - | - | - | 16,859 | 288,129 | 304,988 |
| 04:30 - 05:00 | - | - | - | - | - | - | - | - | - | - | - | - | - | 16,859 | 288,129 | 304,988 |
| 05:00 - 05:30 | - | - | - | - | - | - | - | - | - | 1,533 | - | - | - | 16,859 | 286,597 | 304,988 |
| 05:30 - 06:00 | - | - | - | - | 1,533 | - | - | - | - | - | - | - | - | 16,859 | 286,597 | 304,988 |
| 06:00 - 06:30 | - | - | - | - | 3,065 | 3,065 | 4,598 | 3,065 | - | - | - | 1,533 | - | 16,859 | 272,803 | 304,988 |
| 06:30 - 07:00 | 4,598 | 6,130 | 16,859 | 1,533 | 3,065 | 19,924 | 12,261 | 9,196 | - | 3,065 | 1,533 | 1,533 | - | 16,859 | 208,434 | 304,988 |
| 07:00 - 07:30 | 22,989 | 9,196 | 32,185 | 3,065 | 6,130 | 24,522 | 26,054 | 15,326 | - | 10,728 | 1,533 | 18,391 | - | 16,859 | 102,684 | 304,988 |
| 07:30 - 08:00 | 22,989 | 9,196 | 32,185 | 3,065 | 4,598 | 24,522 | 24,522 | 13,793 | - | 7,663 | 1,533 | 19,924 | - | 16,859 | 108,815 | 304,988 |
| 08:00 - 08:30 | 18,391 | 6,130 | 24,522 | 1,533 | 4,598 | 13,793 | 27,587 | 12,261 | - | 4,598 | - | 9,196 | - | 16,859 | 150,195 | 304,988 |
| 08:30 - 09:00 | 12,261 | 4,598 | 22,989 | 1,533 | 1,533 | 10,728 | 22,989 | 9,196 | - | 1,533 | - | 1,533 | - | 16,859 | 183,912 | 304,988 |
| 09:00 - 09:30 | 7,663 | 4,598 | 21,456 | 1,533 | - | 10,728 | 21,456 | 7,663 | - | 13,793 | - | 1,533 | - | 16,859 | 182,380 | 304,988 |
| 09:30 - 10:00 | 4,598 | 1,533 | 16,859 | 1,533 | - | 10,728 | 19,924 | 4,598 | - | 10,728 | - | 1,533 | - | 16,859 | 203,836 | 304,988 |
| 10:00 - 10:30 | 1,533 | 1,533 | 16,859 | 1,533 | - | 10,728 | 22,989 | 12,261 | - | 12,261 | - | 1,533 | - | 16,859 | 194,641 | 304,988 |
| 10:30 - 11:00 | - | 1,533 | 15,326 | 1,533 | - | 7,663 | 16,859 | 15,326 | - | 12,261 | - | 1,533 | - | 16,859 | 203,836 | 304,988 |
| 11:00 - 11:30 | - | 1,533 | 13,793 | 1,533 | - | 7,663 | 16,859 | 13,793 | - | 12,261 | - | 1,533 | - | 16,859 | 203,836 | 304,988 |
| 11:30 - 12:00 | - | 1,533 | 13,793 | 1,533 | - | 7,663 | 18,391 | 10,728 | - | 15,326 | - | 1,533 | - | 16,859 | 205,369 | 304,988 |
| 12:00 - 12:30 | - | 1,533 | 10,728 | - | - | 16,859 | 15,326 | 3,065 | - | 13,793 | - | 1,533 | - | 16,859 | 222,227 | 304,988 |
| 12:30 - 13:00 | - | - | 9,196 | - | - | 15,326 | 13,793 | 3,065 | - | 15,326 | - | 1,533 | - | 16,859 | 229,890 | 304,988 |
| 13:00 - 13:30 | - | - | 7,663 | - | - | 15,326 | 15,326 | 3,065 | - | 13,793 | - | 1,533 | - | 16,859 | 229,890 | 304,988 |
| 13:30 - 14:00 | - | - | 7,663 | - | - | 6,130 | 9,196 | 3,065 | - | 12,261 | - | 1,533 | - | 16,859 | 246,749 | 304,988 |
| 14:00 - 14:30 | - | - | 7,663 | 1,533 | - | 1,533 | 9,196 | 3,065 | - | 10,728 | - | 1,533 | - | 16,859 | 251,347 | 304,988 |
| 14:30 - 15:00 | 3,065 | - | 7,663 | - | - | 1,533 | 7,663 | 3,065 | - | 10,728 | - | 1,533 | - | 16,859 | 252,879 | 304,988 |
| 15:00 - 15:30 | 1,533 | - | 10,728 | - | - | 3,065 | 7,663 | 24,522 | - | 10,728 | - | 3,065 | - | 16,859 | 226,825 | 304,988 |
| 15:30 - 16:00 | 3,065 | - | 10,728 | - | 1,533 | 6,130 | 7,663 | 10,728 | - | 1,533 | - | 4,598 | - | 16,859 | 217,630 | 304,988 |
| 16:00 - 16:30 | 4,598 | 3,065 | 10,728 | - | - | 4,598 | 7,663 | 3,065 | - | 6,130 | - | 9,196 | - | 16,859 | 236,021 | 304,988 |
| 16:30 - 17:00 | 6,130 | 6,130 | 13,793 | - | 1,533 | 1,533 | 6,130 | 3,065 | - | 4,598 | - | 9,196 | - | 16,859 | 232,956 | 304,988 |
| 17:00 - 17:30 | 3,065 | 3,065 | 7,663 | - | 1,533 | 6,130 | 1,533 | 3,065 | - | 1,533 | - | 4,598 | - | 16,859 | 255,945 | 304,988 |
| 17:30 - 18:00 | 1,533 | - | 1,533 | - | 1,533 | 6,130 | 1,533 | 1,533 | - | - | - | 3,065 | - | 16,859 | 271,271 | 304,988 |
| 18:00 - 18:30 | 1,533 | - | 1,533 | - | - | - | 1,533 | - | - | - | - | 1,533 | - | 16,859 | 281,999 | 304,988 |
| 18:30 - 19:00 | - | - | - | - | - | - | - | - | - | - | - | - | - | 16,859 | 288,129 | 304,988 |
| 19:00 - 19:30 | - | - | - | - | - | - | - | - | - | - | - | - | - | 16,859 | 288,129 | 304,988 |
| 19:30 - 20:00 | - | - | - | 1,533 | - | - | - | - | - | - | - | - | - | 16,859 | 286,597 | 304,988 |
| 20:00 - 20:30 | - | - | - | - | - | - | - | - | - | - | - | - | - | 16,859 | 288,129 | 304,988 |
| 20:30 - 21:00 | - | - | - | - | - | - | - | - | - | - | - | - | - | 16,859 | 288,129 | 304,988 |
| 21:00 - 21:30 | - | - | - | 1,533 | - | - | - | - | - | - | - | - | - | 16,859 | 286,597 | 304,988 |
| 21:30 - 22:00 | - | - | - | - | - | - | - | - | - | - | - | - | - | 16,859 | 288,129 | 304,988 |
| 22:00 - 22:30 | - | - | - | - | - | - | - | - | 1,533 | - | - | - | - | 16,859 | 286,597 | 304,988 |
| 22:30 - 23:00 | - | - | - | - | - | - | - | 1,533 | - | - | - | - | - | 16,859 | 286,597 | 304,988 |
| 23:00 - 23:30 | - | - | - | - | - | - | - | - | - | - | - | - | - | 16,859 | 288,129 | 304,988 |
| 23:30 - 00:00 | - | - | - | - | - | - | - | - | - | - | - | - | - | 16,859 | 288,129 | 304,988 |

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 Monday.

Radio Audience on TUESDAY

- The most listened to timeband on Tuesday is 07:00 - 07:30 on **Calypso 101.8** (44,445 Radio Listeners).

• **Table 28 – Q14 – Radio Audience on TUESDAY – by Timeband (Multiple-Response Q) (n=323,379)**

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.

| | Bay | Bay Easy | Calypso 101.8 | Campus 103.7 | Magic Malta | Net FM | ONE Radio | Radju Malta | Radju Malta 2 | Radju Marija | RTK 103 | Smash Radio | Vibe FM | Foreign Station (any) | Did listen to radio on previous day | Did not listen to radio during this timeslot | Total |
|---------------|--------|----------|---------------|--------------|-------------|--------|-----------|-------------|---------------|--------------|---------|-------------|---------|-----------------------|-------------------------------------|--|---------|
| 00:00 - 00:30 | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 19,924 | 303,455 | 323,379 |
| 00:30 - 01:00 | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 19,924 | 303,455 | 323,379 |
| 01:00 - 01:30 | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 19,924 | 303,455 | 323,379 |
| 01:30 - 02:00 | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 19,924 | 303,455 | 323,379 |
| 02:00 - 02:30 | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 19,924 | 303,455 | 323,379 |
| 02:30 - 03:00 | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 19,924 | 303,455 | 323,379 |
| 03:00 - 03:30 | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 19,924 | 303,455 | 323,379 |
| 03:30 - 04:00 | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 19,924 | 303,455 | 323,379 |
| 04:00 - 04:30 | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 19,924 | 303,455 | 323,379 |
| 04:30 - 05:00 | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 19,924 | 303,455 | 323,379 |
| 05:00 - 05:30 | - | - | - | - | - | - | 1,533 | - | - | - | - | - | - | - | 19,924 | 301,923 | 323,379 |
| 05:30 - 06:00 | - | - | - | - | - | - | 4,598 | - | - | - | - | - | - | - | 19,924 | 298,857 | 323,379 |
| 06:00 - 06:30 | 4,598 | - | - | - | - | - | 4,598 | - | - | - | - | - | - | - | 19,924 | 294,260 | 323,379 |
| 06:30 - 07:00 | 7,663 | 4,598 | 18,391 | 1,533 | 7,663 | 27,587 | 9,196 | 6,130 | - | - | 3,065 | - | 10,728 | - | 19,924 | 206,901 | 323,379 |
| 07:00 - 07:30 | 16,859 | 15,326 | 44,445 | 1,533 | 7,663 | 32,185 | 32,185 | 18,391 | - | 12,261 | 4,598 | 1,533 | 16,859 | - | 19,924 | 99,619 | 323,379 |
| 07:30 - 08:00 | 12,261 | 13,793 | 41,380 | 1,533 | 7,663 | 29,119 | 32,185 | 12,261 | - | 12,261 | 6,130 | - | 16,859 | - | 19,924 | 118,010 | 323,379 |
| 08:00 - 08:30 | 7,663 | 4,598 | 24,522 | 3,065 | 1,533 | 12,261 | 27,587 | 7,663 | - | 10,728 | 3,065 | - | 1,533 | - | 19,924 | 199,238 | 323,379 |
| 08:30 - 09:00 | 6,130 | 1,533 | 21,456 | 1,533 | - | 9,196 | 26,054 | 6,130 | - | 10,728 | 3,065 | - | 1,533 | - | 19,924 | 216,097 | 323,379 |
| 09:00 - 09:30 | 6,130 | - | 22,989 | 1,533 | 1,533 | 10,728 | 27,587 | 6,130 | - | 10,728 | 13,793 | - | 1,533 | - | 19,924 | 200,771 | 323,379 |
| 09:30 - 10:00 | 4,598 | - | 22,989 | 1,533 | - | 10,728 | 27,587 | 7,663 | - | 10,728 | 13,793 | - | 1,533 | - | 19,924 | 202,303 | 323,379 |
| 10:00 - 10:30 | 4,598 | - | 24,522 | 1,533 | - | 10,728 | 29,119 | 19,924 | - | 10,728 | 13,793 | - | 1,533 | - | 19,924 | 186,977 | 323,379 |
| 10:30 - 11:00 | 1,533 | - | 24,522 | 1,533 | - | 9,196 | 29,119 | 19,924 | - | 10,728 | 13,793 | - | - | - | 19,924 | 193,108 | 323,379 |
| 11:00 - 11:30 | 1,533 | - | 24,522 | 1,533 | - | 9,196 | 29,119 | 19,924 | - | 10,728 | 13,793 | - | - | - | 19,924 | 193,108 | 323,379 |
| 11:30 - 12:00 | 1,533 | - | 24,522 | 3,065 | - | 10,728 | 27,587 | 19,924 | - | 10,728 | 13,793 | - | - | - | 19,924 | 191,575 | 323,379 |
| 12:00 - 12:30 | 1,533 | - | 21,456 | 3,065 | - | 27,587 | 22,989 | 4,598 | - | 12,261 | 4,598 | - | - | - | 19,924 | 205,369 | 323,379 |
| 12:30 - 13:00 | 1,533 | - | 16,859 | 3,065 | - | 27,587 | 19,924 | 4,598 | - | 12,261 | 3,065 | - | - | - | 19,924 | 214,564 | 323,379 |
| 13:00 - 13:30 | 1,533 | - | 12,261 | - | - | 21,456 | 15,326 | 3,065 | - | 10,728 | 1,533 | - | - | - | 19,924 | 237,553 | 323,379 |
| 13:30 - 14:00 | 1,533 | - | 12,261 | - | - | 4,598 | 13,793 | 1,533 | - | 10,728 | 1,533 | - | - | - | 19,924 | 257,477 | 323,379 |
| 14:00 - 14:30 | 1,533 | - | 10,728 | - | - | 3,065 | 10,728 | 1,533 | - | 10,728 | 1,533 | - | - | - | 19,924 | 263,608 | 323,379 |
| 14:30 - 15:00 | - | 1,533 | 10,728 | - | - | 3,065 | 10,728 | 1,533 | - | 9,196 | 1,533 | - | - | - | 19,924 | 265,140 | 323,379 |
| 15:00 - 15:30 | 4,598 | 1,533 | 12,261 | - | - | 3,065 | 12,261 | 26,054 | - | 10,728 | 1,533 | - | 4,598 | - | 19,924 | 226,825 | 323,379 |
| 15:30 - 16:00 | 4,598 | 1,533 | 12,261 | - | - | 3,065 | 10,728 | 26,054 | - | 10,728 | 1,533 | - | 6,130 | - | 19,924 | 226,825 | 323,379 |
| 16:00 - 16:30 | 3,065 | 3,065 | 10,728 | - | - | 1,533 | 6,130 | 3,065 | - | 4,598 | 1,533 | - | 6,130 | - | 19,924 | 263,608 | 323,379 |
| 16:30 - 17:00 | 6,130 | 9,196 | 13,793 | - | 3,065 | 1,533 | 7,663 | 3,065 | - | 3,065 | 1,533 | - | 6,130 | - | 19,924 | 248,282 | 323,379 |
| 17:00 - 17:30 | 4,598 | 6,130 | 9,196 | - | - | 6,130 | 4,598 | 3,065 | - | 1,533 | 3,065 | - | 3,065 | - | 19,924 | 262,075 | 323,379 |
| 17:30 - 18:00 | 1,533 | 1,533 | 3,065 | - | - | 4,598 | 1,533 | 1,533 | - | 1,533 | 1,533 | - | - | - | 19,924 | 286,597 | 323,379 |
| 18:00 - 18:30 | - | - | 4,598 | - | - | - | - | 1,533 | - | - | - | - | - | - | 19,924 | 297,325 | 323,379 |
| 18:30 - 19:00 | - | - | 3,065 | - | - | - | - | - | - | - | - | - | - | - | 19,924 | 300,390 | 323,379 |
| 19:00 - 19:30 | 1,533 | - | - | - | - | - | - | - | - | 1,533 | - | - | - | - | 19,924 | 300,390 | 323,379 |
| 19:30 - 20:00 | - | - | - | - | - | - | - | 1,533 | - | - | - | - | - | - | 19,924 | 301,923 | 323,379 |
| 20:00 - 20:30 | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 19,924 | 303,455 | 323,379 |
| 20:30 - 21:00 | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 19,924 | 303,455 | 323,379 |
| 21:00 - 21:30 | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 19,924 | 303,455 | 323,379 |
| 21:30 - 22:00 | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 19,924 | 303,455 | 323,379 |
| 22:00 - 22:30 | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 19,924 | 303,455 | 323,379 |
| 22:30 - 23:00 | - | - | - | - | - | - | - | - | - | - | - | - | - | 1,533 | 19,924 | 301,923 | 323,379 |
| 23:00 - 23:30 | - | - | 1,533 | - | - | - | - | - | - | - | - | - | - | 3,065 | 19,924 | 298,857 | 323,379 |
| 23:30 - 00:00 | - | - | 1,533 | - | - | - | - | - | - | - | - | - | - | 1,533 | 19,924 | 300,390 | 323,379 |

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 Tuesday.

Radio Audience on WEDNESDAY

- The most listened to timeband on Wednesday is 07:00 – 07:30 on Calypso 101.8 (33,717 Radio Listeners).

Table 29 – Q14 – Radio Audience on WEDNESDAY – by Timeband (Multiple-Response Q) (n=338,705)

NOTE: 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.

| | Bay | Bay Easy | Calypso 101.8 | Campus 103.7 | Magic Malta | Net FM | ONE Radio | Radju Malta | Radju Malta 2 | Radju Marija | RTK 103 | Smash Radio | Vibe FM | Foreign Station (any) | I did not listen to the radio | Did not listen to radio during this timeslot | Total |
|---------------|--------|----------|---------------|--------------|-------------|--------|-----------|-------------|---------------|--------------|---------|-------------|---------|-----------------------|-------------------------------|--|---------|
| 00:00 - 00:30 | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 12,261 | 326,444 | 338,705 |
| 00:30 - 01:00 | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 12,261 | 326,444 | 338,705 |
| 01:00 - 01:30 | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 12,261 | 326,444 | 338,705 |
| 01:30 - 02:00 | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 12,261 | 326,444 | 338,705 |
| 02:00 - 02:30 | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 12,261 | 326,444 | 338,705 |
| 02:30 - 03:00 | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 12,261 | 326,444 | 338,705 |
| 03:00 - 03:30 | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 12,261 | 326,444 | 338,705 |
| 03:30 - 04:00 | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 12,261 | 326,444 | 338,705 |
| 04:00 - 04:30 | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 12,261 | 326,444 | 338,705 |
| 04:30 - 05:00 | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 12,261 | 326,444 | 338,705 |
| 05:00 - 05:30 | - | - | - | - | - | - | 1,533 | - | - | - | - | - | - | - | 12,261 | 324,912 | 338,705 |
| 05:30 - 06:00 | - | - | - | - | - | - | 1,533 | - | - | - | - | - | - | - | 12,261 | 324,912 | 338,705 |
| 06:00 - 06:30 | 1,533 | - | 1,533 | - | - | 1,533 | 3,065 | - | - | - | - | - | - | - | 12,261 | 318,781 | 338,705 |
| 06:30 - 07:00 | 13,793 | 13,793 | 15,326 | - | 9,196 | 15,326 | 18,391 | 3,065 | - | - | 3,065 | 1,533 | 9,196 | - | 12,261 | 223,760 | 338,705 |
| 07:00 - 07:30 | 29,119 | 22,989 | 33,717 | 3,065 | 10,728 | 22,989 | 30,652 | 13,793 | - | 12,261 | 10,728 | 1,533 | 26,054 | - | 12,261 | 108,815 | 338,705 |
| 07:30 - 08:00 | 24,522 | 16,859 | 30,652 | 3,065 | 9,196 | 22,989 | 27,587 | 10,728 | - | 12,261 | 12,261 | - | 26,054 | - | 12,261 | 130,271 | 338,705 |
| 08:00 - 08:30 | 6,130 | 4,598 | 16,859 | 3,065 | 6,130 | 6,130 | 13,793 | 6,130 | - | 10,728 | 9,196 | - | 13,793 | - | 12,261 | 229,890 | 338,705 |
| 08:30 - 09:00 | 4,598 | 1,533 | 16,859 | 1,533 | 1,533 | 6,130 | 12,261 | 4,598 | - | 10,728 | 9,196 | - | 4,598 | - | 12,261 | 252,879 | 338,705 |
| 09:00 - 09:30 | 1,533 | - | 16,859 | 1,533 | 1,533 | 6,130 | 13,793 | 4,598 | - | 10,728 | 15,326 | - | 3,065 | - | 12,261 | 251,347 | 338,705 |
| 09:30 - 10:00 | 1,533 | - | 13,793 | 1,533 | 1,533 | 6,130 | 13,793 | 6,130 | - | 9,196 | 15,326 | - | 1,533 | - | 12,261 | 255,945 | 338,705 |
| 10:00 - 10:30 | - | - | 15,326 | 1,533 | 1,533 | 7,663 | 15,326 | 15,326 | - | 10,728 | 16,859 | - | 1,533 | - | 12,261 | 240,618 | 338,705 |
| 10:30 - 11:00 | - | - | 13,793 | 1,533 | 1,533 | 7,663 | 15,326 | 15,326 | - | 10,728 | 16,859 | - | 1,533 | - | 12,261 | 242,151 | 338,705 |
| 11:00 - 11:30 | - | - | 13,793 | 1,533 | - | 7,663 | 13,793 | 15,326 | - | 10,728 | 16,859 | - | 1,533 | - | 12,261 | 245,216 | 338,705 |
| 11:30 - 12:00 | - | - | 13,793 | 1,533 | - | 9,196 | 13,793 | 15,326 | - | 9,196 | 16,859 | - | 1,533 | - | 12,261 | 245,216 | 338,705 |
| 12:00 - 12:30 | - | 1,533 | 12,261 | - | - | 19,924 | 10,728 | 12,261 | - | 12,261 | 3,065 | - | 1,533 | - | 12,261 | 252,879 | 338,705 |
| 12:30 - 13:00 | - | 1,533 | 12,261 | - | - | 19,924 | 9,196 | 7,663 | - | 9,196 | 1,533 | - | 1,533 | - | 12,261 | 263,608 | 338,705 |
| 13:00 - 13:30 | - | 1,533 | 10,728 | - | - | 16,859 | 7,663 | 6,130 | - | 6,130 | - | - | 1,533 | - | 12,261 | 275,868 | 338,705 |
| 13:30 - 14:00 | - | - | 9,196 | - | - | 3,065 | 6,130 | 6,130 | - | 6,130 | - | - | - | - | 12,261 | 295,792 | 338,705 |
| 14:00 - 14:30 | - | - | 9,196 | - | - | 3,065 | 6,130 | 6,130 | - | 6,130 | - | - | - | 1,533 | 12,261 | 294,260 | 338,705 |
| 14:30 - 15:00 | - | - | 9,196 | - | - | 3,065 | 6,130 | 6,130 | - | 6,130 | - | - | - | - | 12,261 | 295,792 | 338,705 |
| 15:00 - 15:30 | - | 1,533 | 10,728 | - | - | 3,065 | 7,663 | 22,989 | 1,533 | 6,130 | - | - | 1,533 | - | 12,261 | 271,271 | 338,705 |
| 15:30 - 16:00 | 1,533 | 1,533 | 10,728 | - | - | 4,598 | 12,261 | 22,989 | 1,533 | 6,130 | - | - | 6,130 | - | 12,261 | 259,010 | 338,705 |
| 16:00 - 16:30 | 12,261 | 6,130 | 3,065 | - | - | 3,065 | 19,924 | 7,663 | - | 3,065 | 1,533 | - | 16,859 | - | 12,261 | 252,879 | 338,705 |
| 16:30 - 17:00 | 15,326 | 7,663 | 9,196 | - | 3,065 | 1,533 | 18,391 | 6,130 | - | 3,065 | 1,533 | - | 12,261 | - | 12,261 | 248,281 | 338,705 |
| 17:00 - 17:30 | 4,598 | 6,130 | 6,130 | - | - | 3,065 | 9,196 | 6,130 | - | - | - | - | 10,728 | - | 12,261 | 280,466 | 338,705 |
| 17:30 - 18:00 | 1,533 | 7,663 | 3,065 | - | - | 3,065 | 4,598 | 3,065 | - | - | - | - | 4,598 | - | 12,261 | 298,857 | 338,705 |
| 18:00 - 18:30 | 3,065 | 3,065 | 1,533 | 1,533 | - | 1,533 | 1,533 | - | - | - | - | - | 1,533 | - | 12,261 | 312,651 | 338,705 |
| 18:30 - 19:00 | - | 1,533 | - | - | - | - | - | - | - | - | - | - | - | - | 12,261 | 324,912 | 338,705 |
| 19:00 - 19:30 | 1,533 | - | - | - | - | - | - | - | - | - | - | - | - | - | 12,261 | 324,912 | 338,705 |
| 19:30 - 20:00 | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 12,261 | 326,444 | 338,705 |
| 20:00 - 20:30 | - | - | - | - | - | - | - | - | - | - | - | - | - | 1,533 | 12,261 | 324,912 | 338,705 |
| 20:30 - 21:00 | - | - | - | - | - | - | - | - | - | - | - | - | - | 1,533 | 12,261 | 324,912 | 338,705 |
| 21:00 - 21:30 | - | - | - | - | - | - | - | - | - | - | - | - | - | 1,533 | 12,261 | 324,912 | 338,705 |
| 21:30 - 22:00 | - | - | - | - | - | - | - | - | - | - | - | - | - | 1,533 | 12,261 | 324,912 | 338,705 |
| 22:00 - 22:30 | - | - | - | - | - | - | - | - | - | - | - | - | - | 1,533 | 12,261 | 324,912 | 338,705 |
| 22:30 - 23:00 | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 12,261 | 326,444 | 338,705 |
| 23:00 - 23:30 | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 12,261 | 326,444 | 338,705 |
| 23:30 - 00:00 | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 12,261 | 326,444 | 338,705 |

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 Wednesday.

Radio Audience on THURSDAY

- The most listened to timeband on Thursday is 07:00 – 07:30 on **Calypso 101.8** (39,848 Radio Listeners).

Table 30 – Q14 – Radio Audience on THURSDAY – by Timeband (Multiple-Response Q) (n=326,445)

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.

| | Bay | Bay Easy | Calypso 101.8 | Campus 103.7 | Magic Malta | Net FM | ONE Radio | Radju Malta | Radju Marija | RTK 103 | Smash Radio | Vibe FM | I did not listen to the radio | Did not listen to radio during this timeslot | Total |
|---------------|--------|----------|---------------|--------------|-------------|--------|-----------|-------------|--------------|---------|-------------|---------|-------------------------------|--|---------|
| 00:00 - 00:30 | - | - | - | - | - | - | - | - | - | - | - | - | 30,652 | 295,793 | 326,445 |
| 00:30 - 01:00 | - | - | - | - | - | - | - | - | - | - | - | - | 30,652 | 295,793 | 326,445 |
| 01:00 - 01:30 | - | - | - | - | - | - | - | - | - | - | - | - | 30,652 | 295,793 | 326,445 |
| 01:30 - 02:00 | - | - | - | - | - | - | - | - | - | - | - | - | 30,652 | 295,793 | 326,445 |
| 02:00 - 02:30 | - | - | - | - | - | - | - | - | - | - | - | - | 30,652 | 295,793 | 326,445 |
| 02:30 - 03:00 | - | - | - | - | - | - | - | - | - | - | - | - | 30,652 | 295,793 | 326,445 |
| 03:00 - 03:30 | - | - | - | - | - | - | - | - | - | - | - | - | 30,652 | 295,793 | 326,445 |
| 03:30 - 04:00 | - | - | - | - | - | - | - | - | - | - | - | - | 30,652 | 295,793 | 326,445 |
| 04:00 - 04:30 | - | - | - | - | - | - | - | - | - | - | - | - | 30,652 | 295,793 | 326,445 |
| 04:30 - 05:00 | - | - | - | - | - | - | - | - | - | - | - | - | 30,652 | 295,793 | 326,445 |
| 05:00 - 05:30 | - | - | - | - | - | - | - | - | - | - | - | - | 30,652 | 295,793 | 326,445 |
| 05:30 - 06:00 | - | - | - | - | - | - | - | 1,533 | - | - | - | - | 30,652 | 294,260 | 326,445 |
| 06:00 - 06:30 | 1,533 | - | 4,598 | - | - | - | 4,598 | 4,598 | - | - | - | - | 30,652 | 280,467 | 326,445 |
| 06:30 - 07:00 | 6,130 | 9,196 | 29,120 | - | 13,793 | 22,989 | 15,326 | 9,196 | - | 3,065 | - | 4,598 | 30,652 | 182,380 | 326,445 |
| 07:00 - 07:30 | 16,859 | 22,989 | 39,848 | 3,065 | 15,326 | 26,054 | 36,783 | 16,859 | 6,130 | 15,326 | - | 22,989 | 30,652 | 73,565 | 326,445 |
| 07:30 - 08:00 | 15,326 | 22,989 | 38,315 | 1,533 | 13,793 | 26,054 | 35,250 | 16,859 | 6,130 | 13,793 | - | 18,391 | 30,652 | 87,359 | 326,445 |
| 08:00 - 08:30 | 6,130 | 6,130 | 19,924 | 1,533 | 1,533 | 13,793 | 21,456 | 10,728 | 6,130 | 10,728 | 1,533 | 6,130 | 30,652 | 190,043 | 326,445 |
| 08:30 - 09:00 | 1,533 | 3,065 | 16,859 | 1,533 | 1,533 | 13,793 | 19,924 | 7,663 | 6,130 | 9,196 | 1,533 | 1,533 | 30,652 | 211,500 | 326,445 |
| 09:00 - 09:30 | - | 3,065 | 15,326 | 1,533 | - | 13,793 | 19,924 | 9,196 | 6,130 | 12,261 | 1,533 | - | 30,652 | 213,032 | 326,445 |
| 09:30 - 10:00 | - | 3,065 | 15,326 | 1,533 | - | 13,793 | 18,391 | 9,196 | 6,130 | 13,793 | 1,533 | - | 30,652 | 213,032 | 326,445 |
| 10:00 - 10:30 | - | 3,065 | 16,859 | 1,533 | - | 13,793 | 18,391 | 13,793 | 6,130 | 13,793 | 1,533 | - | 30,652 | 206,902 | 326,445 |
| 10:30 - 11:00 | - | 3,065 | 16,859 | 1,533 | - | 12,261 | 18,391 | 15,326 | 6,130 | 13,793 | 1,533 | - | 30,652 | 206,902 | 326,445 |
| 11:00 - 11:30 | 1,533 | 3,065 | 16,859 | 1,533 | - | 13,793 | 18,391 | 15,326 | 6,130 | 13,793 | 1,533 | - | 30,652 | 203,837 | 326,445 |
| 11:30 - 12:00 | 1,533 | 3,065 | 16,859 | 1,533 | - | 13,793 | 18,391 | 15,326 | 6,130 | 13,793 | 1,533 | - | 30,652 | 203,837 | 326,445 |
| 12:00 - 12:30 | - | 3,065 | 13,793 | - | - | 16,859 | 16,859 | 10,728 | 4,598 | 3,065 | 1,533 | - | 30,652 | 225,293 | 326,445 |
| 12:30 - 13:00 | - | 3,065 | 10,728 | - | - | 16,859 | 18,391 | 7,663 | 4,598 | 1,533 | 1,533 | - | 30,652 | 231,423 | 326,445 |
| 13:00 - 13:30 | - | 1,533 | 10,728 | - | - | 16,859 | 13,793 | 7,663 | 4,598 | - | 1,533 | - | 30,652 | 239,086 | 326,445 |
| 13:30 - 14:00 | - | 1,533 | 9,196 | - | - | 4,598 | 10,728 | 9,196 | 3,065 | - | - | - | 30,652 | 259,010 | 326,445 |
| 14:00 - 14:30 | 1,533 | 1,533 | 9,196 | - | - | 4,598 | 10,728 | 7,663 | 3,065 | - | - | - | 30,652 | 257,478 | 326,445 |
| 14:30 - 15:00 | 1,533 | 1,533 | 9,196 | - | - | 4,598 | 12,261 | 7,663 | 3,065 | - | - | - | 30,652 | 255,945 | 326,445 |
| 15:00 - 15:30 | - | 3,065 | 10,728 | - | - | 7,663 | 16,859 | 22,989 | 3,065 | - | - | 1,533 | 30,652 | 229,891 | 326,445 |
| 15:30 - 16:00 | 1,533 | 4,598 | 12,261 | - | - | 9,196 | 19,924 | 22,989 | 3,065 | - | - | 1,533 | 30,652 | 220,695 | 326,445 |
| 16:00 - 16:30 | 4,598 | 9,196 | 10,728 | - | - | 7,663 | 18,391 | 3,065 | 3,065 | - | - | 6,130 | 30,652 | 232,956 | 326,445 |
| 16:30 - 17:00 | 4,598 | 10,728 | 12,261 | - | 1,533 | 7,663 | 18,391 | 4,598 | 3,065 | - | - | 4,598 | 30,652 | 228,358 | 326,445 |
| 17:00 - 17:30 | 6,130 | 6,130 | 7,663 | - | - | 4,598 | 10,728 | 4,598 | 1,533 | - | - | 4,598 | 30,652 | 249,815 | 326,445 |
| 17:30 - 18:00 | 1,533 | 3,065 | 1,533 | - | - | 4,598 | 1,533 | 3,065 | 1,533 | - | - | 1,533 | 30,652 | 277,402 | 326,445 |
| 18:00 - 18:30 | 1,533 | 1,533 | 1,533 | - | - | 1,533 | - | - | - | - | - | - | 30,652 | 289,662 | 326,445 |
| 18:30 - 19:00 | - | - | - | - | - | - | - | - | - | - | - | - | 30,652 | 295,793 | 326,445 |
| 19:00 - 19:30 | - | - | - | - | - | - | - | - | - | - | - | - | 30,652 | 295,793 | 326,445 |
| 19:30 - 20:00 | - | 1,533 | - | - | - | - | - | - | - | - | - | - | 30,652 | 294,260 | 326,445 |
| 20:00 - 20:30 | - | 1,533 | - | - | - | - | - | - | - | - | - | - | 30,652 | 294,260 | 326,445 |
| 20:30 - 21:00 | - | 1,533 | - | - | - | - | - | - | - | - | - | - | 30,652 | 294,260 | 326,445 |
| 21:00 - 21:30 | - | 1,533 | - | - | - | - | - | - | - | - | - | - | 30,652 | 294,260 | 326,445 |
| 21:30 - 22:00 | - | - | - | - | - | - | - | - | - | - | - | - | 30,652 | 295,793 | 326,445 |
| 22:00 - 22:30 | - | - | - | - | - | - | - | - | - | - | - | - | 30,652 | 295,793 | 326,445 |
| 22:30 - 23:00 | - | - | - | - | - | - | - | - | - | - | - | - | 30,652 | 295,793 | 326,445 |
| 23:00 - 23:30 | - | - | - | - | - | - | - | - | - | - | - | - | 30,652 | 295,793 | 326,445 |
| 23:30 - 00:00 | - | - | - | - | - | - | - | - | - | - | - | - | 30,652 | 295,793 | 326,445 |

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 **Calyпсо 101.8** (32,185 Radio Listeners).

Table 31 – Q14 – Radio Audience on FRIDAY – by Timeband (Multiple-Response Q) (n=285,064)

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

| | Bay | Bay Easy | Calyпсо 101.8 | Campus 103.7 | Magiċ Malta | Net FM | ONE Radio | Radju Malta | Radju Malta 2 | Radju Miarġja | RTK 103 | Smash Radio | Vibe FM | Radju Katedral | Foreign Station (any) | I did not listen to the radio | Did not listen to radio during this timeslot | Total |
|---------------|--------|----------|---------------|--------------|-------------|--------|-----------|-------------|---------------|---------------|---------|-------------|---------|----------------|-----------------------|-------------------------------|--|---------|
| 00:00 - 00:30 | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 16,859 | 268,205 | 285,064 |
| 00:30 - 01:00 | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 16,859 | 268,205 | 285,064 |
| 01:00 - 01:30 | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 16,859 | 268,205 | 285,064 |
| 01:30 - 02:00 | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 16,859 | 268,205 | 285,064 |
| 02:00 - 02:30 | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 16,859 | 268,205 | 285,064 |
| 02:30 - 03:00 | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 16,859 | 268,205 | 285,064 |
| 03:00 - 03:30 | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 16,859 | 268,205 | 285,064 |
| 03:30 - 04:00 | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 16,859 | 268,205 | 285,064 |
| 04:00 - 04:30 | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 16,859 | 268,205 | 285,064 |
| 04:30 - 05:00 | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 16,859 | 268,205 | 285,064 |
| 05:00 - 05:30 | - | - | - | - | - | - | 1,533 | - | - | - | - | - | - | - | - | 16,859 | 266,673 | 285,064 |
| 05:30 - 06:00 | - | - | - | - | - | - | 3,065 | - | - | - | - | - | - | - | - | 16,859 | 265,140 | 285,064 |
| 06:00 - 06:30 | 1,533 | - | 4,598 | - | - | 1,533 | 6,130 | 3,065 | - | 1,533 | - | - | - | - | - | 16,859 | 249,814 | 285,064 |
| 06:30 - 07:00 | 9,196 | 1,533 | 13,793 | - | 12,261 | 13,793 | 16,859 | 4,598 | - | 3,065 | 3,065 | - | 3,065 | - | - | 16,859 | 186,977 | 285,064 |
| 07:00 - 07:30 | 16,859 | 12,261 | 32,185 | - | 16,859 | 19,924 | 30,652 | 10,728 | - | 9,196 | 13,793 | - | 15,326 | - | - | 16,859 | 90,424 | 285,064 |
| 07:30 - 08:00 | 12,261 | 12,261 | 27,587 | - | 15,326 | 19,924 | 30,652 | 10,728 | - | 9,196 | 12,261 | - | 16,859 | - | - | 16,859 | 101,152 | 285,064 |
| 08:00 - 08:30 | 9,196 | 6,130 | 21,456 | - | 3,065 | 12,261 | 27,587 | 10,728 | - | 7,663 | 10,728 | - | 1,533 | - | 3,065 | 16,859 | 154,793 | 285,064 |
| 08:30 - 09:00 | 6,130 | 1,533 | 22,989 | - | 4,598 | 12,261 | 24,522 | 10,728 | - | 7,663 | 7,663 | - | - | - | 1,533 | 16,859 | 168,586 | 285,064 |
| 09:00 - 09:30 | 6,130 | 1,533 | 22,989 | - | 4,598 | 10,728 | 26,054 | 9,196 | - | 9,196 | 10,728 | - | - | - | 1,533 | 16,859 | 165,521 | 285,064 |
| 09:30 - 10:00 | 3,065 | - | 24,522 | - | 4,598 | 10,728 | 24,522 | 9,196 | - | 6,130 | 12,261 | - | - | - | 1,533 | 16,859 | 171,651 | 285,064 |
| 10:00 - 10:30 | 1,533 | - | 26,054 | - | 3,065 | 10,728 | 26,054 | 10,728 | - | 6,130 | 10,728 | - | - | - | 1,533 | 16,859 | 171,651 | 285,064 |
| 10:30 - 11:00 | 1,533 | - | 22,989 | - | 1,533 | 9,196 | 26,054 | 10,728 | - | 7,663 | 10,728 | - | 1,533 | - | 1,533 | 16,859 | 174,717 | 285,064 |
| 11:00 - 11:30 | 1,533 | - | 22,989 | - | 1,533 | 7,663 | 26,054 | 7,663 | - | 7,663 | 10,728 | - | 1,533 | - | 1,533 | 16,859 | 179,314 | 285,064 |
| 11:30 - 12:00 | 1,533 | - | 21,456 | 1,533 | 1,533 | 7,663 | 26,054 | 7,663 | - | 7,663 | 10,728 | - | 1,533 | - | 1,533 | 16,859 | 179,314 | 285,064 |
| 12:00 - 12:30 | 1,533 | 3,065 | 16,859 | 1,533 | 1,533 | 18,391 | 21,456 | 9,196 | - | 7,663 | 3,065 | - | - | - | 1,533 | 16,859 | 182,380 | 285,064 |
| 12:30 - 13:00 | - | 3,065 | 13,793 | 1,533 | - | 15,326 | 18,391 | 9,196 | - | 9,196 | - | - | - | - | - | 16,859 | 197,706 | 285,064 |
| 13:00 - 13:30 | - | 1,533 | 9,196 | 1,533 | - | 15,326 | 16,859 | 7,663 | - | 9,196 | - | - | - | - | - | 16,859 | 206,901 | 285,064 |
| 13:30 - 14:00 | - | 1,533 | 9,196 | 1,533 | - | - | 16,859 | 7,663 | - | 9,196 | - | - | - | - | - | 16,859 | 229,890 | 285,064 |
| 14:00 - 14:30 | - | 1,533 | 9,196 | - | - | - | 9,196 | 9,196 | - | 9,196 | - | - | - | - | - | 16,859 | 229,890 | 285,064 |
| 14:30 - 15:00 | - | 1,533 | 9,196 | - | - | - | 9,196 | 7,663 | - | 9,196 | - | - | - | - | - | 16,859 | 231,423 | 285,064 |
| 15:00 - 15:30 | - | 1,533 | 7,663 | - | 1,533 | - | 9,196 | 19,924 | - | 9,196 | - | - | - | - | - | 16,859 | 219,162 | 285,064 |
| 15:30 - 16:00 | - | 1,533 | 7,663 | - | 1,533 | 3,065 | 9,196 | 19,924 | - | 9,196 | - | - | - | - | - | 16,859 | 216,097 | 285,064 |
| 16:00 - 16:30 | 7,663 | 3,065 | 7,663 | - | - | 4,598 | 13,793 | 3,065 | - | 4,598 | - | - | 4,598 | - | - | 16,859 | 219,162 | 285,064 |
| 16:30 - 17:00 | 10,728 | 7,663 | 13,793 | - | 1,533 | 4,598 | 13,793 | 4,598 | - | 4,598 | - | - | 9,196 | - | - | 16,859 | 197,706 | 285,064 |
| 17:00 - 17:30 | 12,261 | 7,663 | 13,793 | - | 1,533 | 6,130 | 10,728 | 4,598 | - | 1,533 | - | - | 9,196 | 1,533 | - | 16,859 | 199,238 | 285,064 |
| 17:30 - 18:00 | 3,065 | 4,598 | 6,130 | - | 1,533 | 6,130 | 1,533 | 1,533 | - | 1,533 | - | - | 3,065 | - | - | 16,859 | 239,086 | 285,064 |
| 18:00 - 18:30 | - | 3,065 | 1,533 | - | 1,533 | - | - | - | - | - | - | - | 1,533 | - | - | 16,859 | 260,542 | 285,064 |
| 18:30 - 19:00 | - | 1,533 | 1,533 | - | 1,533 | - | - | - | - | - | - | - | - | - | - | 16,859 | 263,608 | 285,064 |
| 19:00 - 19:30 | 1,533 | 1,533 | 1,533 | - | 1,533 | - | - | - | - | - | - | - | - | - | - | 16,859 | 262,075 | 285,064 |
| 19:30 - 20:00 | 1,533 | 1,533 | - | - | 1,533 | - | - | - | - | - | - | - | - | - | 1,533 | 16,859 | 262,075 | 285,064 |
| 20:00 - 20:30 | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 16,859 | 268,205 | 285,064 |
| 20:30 - 21:00 | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 16,859 | 268,205 | 285,064 |
| 21:00 - 21:30 | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 16,859 | 268,205 | 285,064 |
| 21:30 - 22:00 | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 16,859 | 268,205 | 285,064 |
| 22:00 - 22:30 | - | - | - | - | - | - | - | 1,533 | - | - | - | - | - | - | - | 16,859 | 266,673 | 285,064 |
| 22:30 - 23:00 | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 16,859 | 268,205 | 285,064 |
| 23:00 - 23:30 | - | - | - | - | - | - | 1,533 | - | - | - | - | - | - | - | - | 16,859 | 266,673 | 285,064 |
| 23:30 - 00:00 | - | - | - | - | - | - | - | - | - | - | 1,533 | - | - | - | - | 16,859 | 266,673 | 285,064 |

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 ‘nii’ listenership in the Table above have a radio listenership of less than 1,533 listeners on Friday.

BA – Audience Surve Dec 2023 – Research Findings Report

Radio Audience on SATURDAY

- The most listened to timeband on Saturday is 09:00 – 09:30 on ONE Radio (56,706 Radio Listeners).

Table 32 – Q14 – Radio Audience on SATURDAY – by Timeband (Multiple-Response Q) (n=286,597)

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

| | Bay | Bay Easy | Calypso 101.8 | Campus 105.7 | Magic Malta | Net FM | ONE Radio | Radju Malta | Radju Malta 2 | Radju Marija | RTK 103 | Smash Radio | Vibe FM | I did not listen to the radio | Did not listen to radio during this timeslot | Total |
|---------------|--------|----------|---------------|--------------|-------------|--------|-----------|-------------|---------------|--------------|---------|-------------|---------|-------------------------------|--|---------|
| 00:00 - 00:30 | - | - | - | - | - | - | 6,130 | - | - | - | - | - | - | 58,239 | 222,228 | 286,597 |
| 00:30 - 01:00 | - | - | - | - | - | - | 6,130 | - | - | - | - | - | - | 58,239 | 222,228 | 286,597 |
| 01:00 - 01:30 | - | - | - | - | - | - | 3,065 | - | - | - | - | - | - | 58,239 | 225,293 | 286,597 |
| 01:30 - 02:00 | - | - | - | - | - | - | 3,065 | - | - | - | - | - | - | 58,239 | 225,293 | 286,597 |
| 02:00 - 02:30 | - | - | - | - | - | - | 3,065 | - | - | - | - | - | - | 58,239 | 225,293 | 286,597 |
| 02:30 - 03:00 | - | - | - | - | - | - | 3,065 | - | - | - | - | - | - | 58,239 | 225,293 | 286,597 |
| 03:00 - 03:30 | - | - | - | - | - | - | 3,065 | - | - | - | - | - | - | 58,239 | 225,293 | 286,597 |
| 03:30 - 04:00 | - | - | - | - | - | - | 3,065 | - | - | - | - | - | - | 58,239 | 225,293 | 286,597 |
| 04:00 - 04:30 | - | - | - | - | - | - | 3,065 | - | - | - | - | - | - | 58,239 | 225,293 | 286,597 |
| 04:30 - 05:00 | - | - | - | - | - | - | 3,065 | - | - | - | - | - | - | 58,239 | 225,293 | 286,597 |
| 05:00 - 05:30 | - | - | - | - | - | - | 3,065 | - | - | - | - | - | - | 58,239 | 225,293 | 286,597 |
| 05:30 - 06:00 | - | - | - | - | - | - | 6,130 | - | - | - | - | - | - | 58,239 | 222,228 | 286,597 |
| 06:00 - 06:30 | - | - | - | - | - | 3,065 | 15,326 | - | - | - | - | - | - | 58,239 | 209,967 | 286,597 |
| 06:30 - 07:00 | 6,130 | - | 9,196 | - | - | 3,065 | 27,587 | - | - | - | - | - | - | 58,239 | 182,380 | 286,597 |
| 07:00 - 07:30 | 9,196 | 3,065 | 27,587 | - | - | 6,130 | 30,652 | 3,065 | - | 18,391 | - | - | - | 58,239 | 130,271 | 286,597 |
| 07:30 - 08:00 | 6,130 | 6,130 | 30,652 | - | 3,065 | 6,130 | 30,652 | 6,130 | - | 18,391 | - | - | - | 58,239 | 121,076 | 286,597 |
| 08:00 - 08:30 | 9,196 | 12,261 | 30,652 | - | - | 18,391 | 33,717 | 15,326 | - | 18,391 | 9,196 | - | 12,261 | 58,239 | 68,967 | 286,597 |
| 08:30 - 09:00 | 3,065 | 12,261 | 33,717 | - | - | 18,391 | 33,717 | 12,261 | - | 18,391 | 9,196 | 3,065 | 12,261 | 58,239 | 72,032 | 286,597 |
| 09:00 - 09:30 | 12,261 | 12,261 | 39,848 | 9,196 | - | 30,652 | 56,706 | 24,522 | - | 18,391 | 42,913 | 3,065 | 12,261 | 58,239 | -33,717 | 286,597 |
| 09:30 - 10:00 | 18,391 | 12,261 | 39,848 | 12,261 | - | 30,652 | 55,174 | 33,717 | - | 15,326 | 42,913 | 3,065 | 12,261 | 58,239 | -47,511 | 286,597 |
| 10:00 - 10:30 | 21,456 | 12,261 | 39,848 | 12,261 | - | 36,783 | 55,174 | 36,783 | - | 18,391 | 45,978 | 3,065 | 27,587 | 58,239 | -81,228 | 286,597 |
| 10:30 - 11:00 | 21,456 | 12,261 | 36,783 | 12,261 | - | 36,783 | 55,174 | 36,783 | - | 18,391 | 42,913 | - | 30,652 | 58,239 | -75,098 | 286,597 |
| 11:00 - 11:30 | 24,522 | 12,261 | 36,783 | - | - | 33,717 | 52,109 | 33,717 | - | 18,391 | 42,913 | - | 27,587 | 58,239 | -53,641 | 286,597 |
| 11:30 - 12:00 | 21,456 | 9,196 | 33,717 | - | - | 33,717 | 42,913 | 33,717 | - | 15,326 | 42,913 | - | 27,587 | 58,239 | -32,185 | 286,597 |
| 12:00 - 12:30 | 21,456 | 9,196 | 27,587 | - | - | 30,652 | 15,326 | 24,522 | - | 15,326 | 3,065 | - | 9,196 | 58,239 | 72,032 | 286,597 |
| 12:30 - 13:00 | 12,261 | 6,130 | 27,587 | - | - | 21,456 | 27,587 | 18,391 | - | 12,261 | 3,065 | - | - | 58,239 | 99,619 | 286,597 |
| 13:00 - 13:30 | 12,261 | 6,130 | 15,326 | - | - | 15,326 | 24,522 | 6,130 | - | 9,196 | - | - | 3,065 | 58,239 | 136,402 | 286,597 |
| 13:30 - 14:00 | 6,130 | 3,065 | 15,326 | - | - | 9,196 | 24,522 | 6,130 | - | 6,130 | - | - | 3,065 | 58,239 | 154,793 | 286,597 |
| 14:00 - 14:30 | 6,130 | 3,065 | 15,326 | - | - | 6,130 | 24,522 | 6,130 | - | 6,130 | - | - | 3,065 | 58,239 | 157,858 | 286,597 |
| 14:30 - 15:00 | 3,065 | 3,065 | 15,326 | - | - | - | 15,326 | 3,065 | - | 6,130 | - | - | 3,065 | 58,239 | 179,315 | 286,597 |
| 15:00 - 15:30 | 3,065 | - | 15,326 | - | - | - | 18,391 | - | - | 9,196 | - | - | 3,065 | 58,239 | 179,315 | 286,597 |
| 15:30 - 16:00 | 3,065 | - | 15,326 | - | - | 3,065 | 18,391 | - | - | 9,196 | - | - | - | 58,239 | 179,315 | 286,597 |
| 16:00 - 16:30 | 3,065 | - | 3,065 | - | - | 3,065 | 15,326 | 6,130 | 3,065 | 6,130 | - | - | - | 58,239 | 188,510 | 286,597 |
| 16:30 - 17:00 | 6,130 | - | - | - | - | 3,065 | 15,326 | 6,130 | 3,065 | 6,130 | - | - | - | 58,239 | 188,510 | 286,597 |
| 17:00 - 17:30 | 3,065 | - | - | - | - | - | 12,261 | 6,130 | 3,065 | 6,130 | - | - | - | 58,239 | 197,706 | 286,597 |
| 17:30 - 18:00 | - | - | - | - | - | - | 12,261 | - | 3,065 | 6,130 | - | - | - | 58,239 | 206,902 | 286,597 |
| 18:00 - 18:30 | - | - | 3,065 | - | - | - | 6,130 | - | - | 3,065 | - | - | - | 58,239 | 216,097 | 286,597 |
| 18:30 - 19:00 | - | - | - | - | - | - | 6,130 | - | - | - | - | - | - | 58,239 | 222,228 | 286,597 |
| 19:00 - 19:30 | 3,065 | - | - | - | - | - | 6,130 | - | - | 3,065 | - | - | - | 58,239 | 216,097 | 286,597 |
| 19:30 - 20:00 | - | - | - | - | - | - | 6,130 | - | - | - | - | - | - | 58,239 | 222,228 | 286,597 |
| 20:00 - 20:30 | - | - | - | - | - | - | 6,130 | - | - | - | - | - | - | 58,239 | 222,228 | 286,597 |
| 20:30 - 21:00 | - | - | - | - | - | - | 3,065 | - | - | - | - | - | - | 58,239 | 225,293 | 286,597 |
| 21:00 - 21:30 | - | - | - | - | - | - | - | - | - | - | - | - | - | 58,239 | 228,358 | 286,597 |
| 21:30 - 22:00 | - | - | - | - | - | - | - | - | - | - | - | - | - | 58,239 | 228,358 | 286,597 |
| 22:00 - 22:30 | - | - | - | - | - | - | 3,065 | - | - | - | - | - | - | 58,239 | 225,293 | 286,597 |
| 22:30 - 23:00 | - | - | - | - | - | - | - | - | - | 3,065 | - | - | - | 58,239 | 225,293 | 286,597 |
| 23:00 - 23:30 | - | - | - | - | - | - | 3,065 | - | - | - | - | - | - | 58,239 | 225,293 | 286,597 |
| 23:30 - 00:00 | - | - | - | - | - | - | 3,065 | - | - | - | - | - | - | 58,239 | 225,293 | 286,597 |

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 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 **ONE Radio** and **Calypso 101.8** on the following weekdays, namely (average daily audience shares in figures and percentages):
 - **ONE Radio:** Monday: 7,056 (18.4%), Wednesday: 6,545 (17.2%), Thursday: 8,621 (21.4%), Friday: 9,164 (23.1%) and Saturday: 16,699 (25.2%)
 - **Calypso 101.8:** Sunday 7,503 (24.8%) and Tuesday: 9,387 (22%).

Highest Weekly Average Radio Audience Shares

- The local radio station with **the highest weekly average percentage audience share** is **ONE Radio** standing at 20.2%, **Calypso 101.8** at 19.6%, followed by **NET FM** at 11.9%.

Research Findings in Detail

Tables below illustrate details on the above research findings.

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

| | Bay | Bay Easy | Calypso 101.8 | Campus 103.7 | Magic Malta | Net FM | ONE Radio | Radju Malta | Radju Malta 2 | Radju Marija | RTK 103 | Smash Radio | Vibe FM | All Rock HD | Radju Katidral | Radju Lehen il-Belt Gorgjana | Foreign Station (any) |
|-----------|-------|----------|---------------|--------------|-------------|--------|-----------|-------------|---------------|--------------|---------|-------------|---------|-------------|----------------|------------------------------|-----------------------|
| Sunday | 1,916 | 2,842 | 7,503 | 0 | 734 | 2,522 | 4,406 | 2,299 | 0 | 5,077 | 1,118 | 64 | 1,596 | 32 | 0 | 0 | 96 |
| Monday | 2,490 | 1,277 | 6,961 | 511 | 639 | 4,917 | 7,056 | 4,247 | 0 | 5,364 | 2,395 | 160 | 2,203 | 0 | 0 | 32 | 0 |
| Tuesday | 2,267 | 1,341 | 9,387 | 543 | 607 | 5,811 | 9,259 | 4,694 | 32 | 4,342 | 2,682 | 32 | 1,628 | 0 | 0 | 0 | 128 |
| Wednesday | 2,554 | 2,075 | 6,450 | 447 | 958 | 4,279 | 6,545 | 4,662 | 64 | 3,576 | 3,129 | 64 | 3,097 | 0 | 0 | 0 | 192 |
| Thursday | 1,533 | 2,906 | 7,631 | 351 | 990 | 6,067 | 8,621 | 5,332 | 0 | 2,075 | 2,874 | 351 | 1,533 | 0 | 0 | 0 | 0 |
| Friday | 2,267 | 1,692 | 8,174 | 160 | 1,756 | 4,374 | 9,164 | 4,406 | 0 | 3,480 | 2,459 | 0 | 1,437 | 0 | 32 | 0 | 351 |
| Saturday | 4,917 | 2,810 | 10,664 | 958 | 64 | 7,280 | 16,699 | 6,641 | 255 | 5,939 | 5,939 | 255 | 3,895 | 0 | 0 | 0 | 0 |

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

| | Bay | Bay Easy | Calypso 101.8 | Campus 103.7 | Magic Malta | Net FM | ONE Radio | Radju Malta | Radju Malta 2 | Radju Marija | RTK 103 | Smash Radio | Vibe FM | All Rock HD | Radju Katidral | Radju Lehen il-Belt Gorgjana | Foreign Station (any) |
|-----------|------|----------|---------------|--------------|-------------|--------|-----------|-------------|---------------|--------------|---------|-------------|---------|-------------|----------------|------------------------------|-----------------------|
| Sunday | 6.3% | 9.4% | 24.8% | 0.0% | 2.4% | 8.4% | 14.6% | 7.6% | 0.0% | 16.8% | 3.7% | 0.2% | 5.3% | 0.1% | 0.0% | 0.0% | 0.3% |
| Monday | 6.5% | 3.3% | 18.2% | 1.3% | 1.7% | 12.9% | 18.4% | 11.1% | 0.0% | 14.0% | 6.3% | 0.4% | 5.8% | 0.0% | 0.0% | 0.1% | 0.0% |
| Tuesday | 5.3% | 3.1% | 22.0% | 1.3% | 1.4% | 13.6% | 21.7% | 11.0% | 0.1% | 10.2% | 6.3% | 0.1% | 3.8% | 0.0% | 0.0% | 0.0% | 0.3% |
| Wednesday | 6.7% | 5.4% | 16.9% | 1.2% | 2.5% | 11.2% | 17.2% | 12.2% | 0.2% | 9.4% | 8.2% | 0.2% | 8.1% | 0.0% | 0.0% | 0.0% | 0.5% |
| Thursday | 3.8% | 7.2% | 19.0% | 0.9% | 2.5% | 15.1% | 21.4% | 13.2% | 0.0% | 5.2% | 7.1% | 0.9% | 3.8% | 0.0% | 0.0% | 0.0% | 0.0% |
| Friday | 5.7% | 4.3% | 20.6% | 0.4% | 4.4% | 11.0% | 23.1% | 11.1% | 0.0% | 8.8% | 6.2% | 0.0% | 3.6% | 0.0% | 0.1% | 0.0% | 0.9% |
| Saturday | 7.4% | 4.2% | 16.1% | 1.4% | 0.1% | 11.0% | 25.2% | 10.0% | 0.4% | 9.0% | 9.0% | 0.4% | 5.9% | 0.0% | 0.0% | 0.0% | 0.0% |
| Average | 6.0% | 5.3% | 19.6% | 0.9% | 2.1% | 11.9% | 20.2% | 10.9% | 0.1% | 10.5% | 6.7% | 0.3% | 5.2% | 0.02% | 0.01% | 0.01% | 0.3% |

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]

- 98.6% of all radio listeners **did not listen to any local radio programmes on demand** during the previous 7 days.
- Whilst the remaining 1.4% 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. **Table 33.3** below depicts the radio programmes most listened to 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=1404)

| Counts Break % Respondents | Total | Age | | | | | | | Gender | |
|----------------------------------|---------------|---------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|
| | | 12-20 | 21-30 | 31-40 | 41-50 | 51-60 | 61-70 | 71+ | Male | Female |
| Total | 1404 | 109 | 244 | 252 | 221 | 186 | 190 | 202 | 724 | 680 |
| No | 1385 98.6% | 109 100.0% | 241 98.8% | 250 99.2% | 217 98.2% | 182 97.8% | 187 98.4% | 199 98.5% | 715 98.8% | 670 98.5% |
| Yes | 19 1.4% | - | 3 1.2% | 2 0.8% | 4 1.8% | 4 2.2% | 3 1.6% | 3 1.5% | 9 1.2% | 10 1.5% |

**Table 33.3 – Q15a – Local programmes listened to on demand in the previous 7 days
– by Age & Gender (Multiple-Response Q) (n=19)**

| Counts Break % Respondents | Total | Age | | | | | | Gender | |
|---|------------|------------|-------------|------------|------------|------------|------------|------------|------------|
| | | 21-30 | 31-40 | 41-50 | 51-60 | 61-70 | 71+ | Male | Female |
| Total | 19 | 3 | 2 | 4 | 4 | 3 | 3 | 9 | 10 |
| Andrew Azzopardi on 103 | 8 42.1% | 1 33.3% | 2 100.0% | 2 50.0% | 1 25.0% | - - | 2 66.7% | 5 55.6% | 3 30.0% |
| Il-Polz ta- Cittadin (Tonio Bonello) (Radju Malta) | 7 36.8% | 1 33.3% | - - | 1 25.0% | 2 50.0% | 1 33.3% | 2 66.7% | 4 44.4% | 3 30.0% |
| Quddiesa tal-Jum, Ruzarju (various stations) | 3 15.8% | 1 33.3% | - - | - - | - - | 1 33.3% | 1 33.3% | 1 11.1% | 2 20.0% |
| Bay Breakfast with Daniel & Ylenia | 2 10.5% | - - | - - | 1 25.0% | - - | 1 33.3% | - - | 1 11.1% | 1 10.0% |
| Seher il-Malti (Radju Malta) | 2 10.5% | - - | - - | 1 25.0% | 1 25.0% | - - | - - | - - | 2 20.0% |
| Kuntatt (Dione Borg) (NET) | 2 10.5% | - - | - - | - - | 1 25.0% | - - | 1 33.3% | 2 22.2% | - - |
| Bongu Calypso ma' Twanny Scerri | 1 5.3% | - - | - - | 1 25.0% | - - | - - | - - | - - | 1 10.0% |
| Linja Diretta (Manuel Cuschieri) (Smash Radio) | 1 5.3% | - - | - - | - - | - - | - - | 1 33.3% | - - | 1 10.0% |
| Fuq Fomm Kullhadd (George Cremona) (Calypso Radio) | 1 5.3% | - - | - - | 1 25.0% | - - | - - | - - | - - | 1 10.0% |

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

- 98.3% 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.
- 13.4% listen to radio via live streaming on **mobile, tablet, laptop, PC**, largely by the younger age cohorts (12-40 yrs).
- 7.5% use **DAB+** as one of the radio reception services for listening to radio, with this being mostly used by male radio listeners.

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=1404)

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 | 1404 | 109 | 244 | 252 | 221 | 186 | 190 | 202 | 724 | 680 |
| Radio set (at home, office, in car) | 1380 98.3% | 102 93.6% | 240 98.4% | 252 100.0% | 220 99.5% | 180 96.8% | 188 98.9% | 198 98.0% | 709 97.9% | 671 98.7% |
| Other [Streaming on laptop/computer/mobile or tablet] | 188 13.4% | 38 34.9% | 56 23.0% | 54 21.4% | 19 8.6% | 15 8.1% | 4 2.1% | 2 1.0% | 95 13.1% | 93 13.7% |
| DAB+ | 106 7.5% | 27 24.8% | 32 13.1% | 19 7.5% | 13 5.9% | 6 3.2% | 6 3.2% | 3 1.5% | 79 10.9% | 27 4.0% |
| TV set | 28 2.0% | - - | 1 0.4% | 1 0.4% | 1 0.5% | 8 4.3% | 9 4.7% | 8 4.0% | 16 2.2% | 12 1.8% |

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 106.

- The most listened to local radio stations on DAB+ are **Bay** (61.3%), **Vibe FM** (57.5%) and **Bay Easy** (35.8%).

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=106)

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 | 106 | 27 | 32 | 19 | 13 | 6 | 6 | 3 | 79 | 27 |
| Bay | 65 61.3% | 21 77.8% | 25 78.1% | 10 52.6% | 8 61.5% | 1 16.7% | - | - | 49 62.0% | 16 59.3% |
| Vibe FM | 61 57.5% | 22 81.5% | 20 62.5% | 14 73.7% | 5 38.5% | - | - | - | 48 60.8% | 13 48.1% |
| Bay Easy | 38 35.8% | 6 22.2% | 16 50.0% | 9 47.4% | 2 15.4% | 2 33.3% | 3 50.0% | - | 25 31.6% | 13 48.1% |
| Magic Malta | 26 24.5% | 6 22.2% | 9 28.1% | 3 15.8% | 5 38.5% | 1 16.7% | 1 16.7% | 1 33.3% | 23 29.1% | 3 11.1% |
| Calypso 101.8 | 12 11.3% | - | 4 12.5% | 1 5.3% | 3 23.1% | 2 33.3% | 1 16.7% | 1 33.3% | 10 12.7% | 2 7.4% |
| Campus 103.7 | 3 2.8% | - | - | 2 10.5% | 1 7.7% | - | - | - | 3 3.8% | - |
| NET FM | 3 2.8% | - | 1 3.1% | - | - | - | 2 33.3% | - | - | 3 11.1% |
| Radju Malta | 3 2.8% | - | 1 3.1% | - | - | 1 16.7% | - | 1 33.3% | 1 1.3% | 2 7.4% |
| RTK 103 | 3 2.8% | - | - | - | - | - | 2 33.3% | 1 33.3% | 3 3.8% | - |
| Smooth Radio | 2 1.9% | - | - | - | 1 7.7% | 1 16.7% | - | - | 1 1.3% | 1 3.7% |
| ONE Radio | 1 0.9% | - | - | - | - | - | - | 1 33.3% | 1 1.3% | - |
| Smash Radio | 1 0.9% | - | - | - | - | - | - | 1 33.3% | - | 1 3.7% |
| Foreign Stations (various) | 1 0.9% | - | - | - | - | 1 16.7% | - | - | - | 1 3.7% |

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 the salient suggestions made comprised the following, which proved similar to those proposed in recent BA audience surveys.

Radio Listeners' Suggestions on improving Local Radio

- ✓ less advert commercials
- ✓ less repetitive playlists
- ✓ more modern music
- ✓ more trained and professional presenters
- ✓ more varied music programme mix
- ✓ more classical music programmes
- ✓ more local feast band march music programmes

10. ONLINE VIEWERSHIP – FINDINGS

10.1 Introduction

- ✓ 84.3% of all Maltese residents **do not watch any Maltese programmes/audiovisual content that are solely produced for online portals.**
- ✓ The remaining 15.7% **do watch online Maltese programmes/audiovisual content.**

Research Findings in Detail-

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

Exhibit 5 – Q18 - Online viewers & Non-online viewers

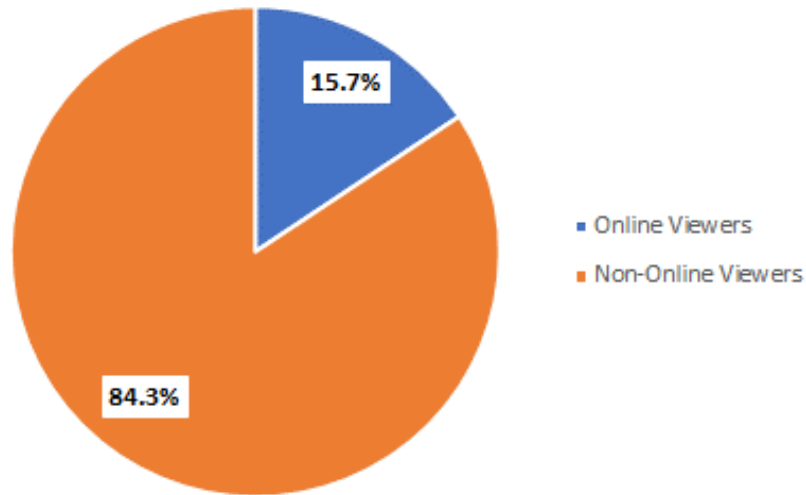


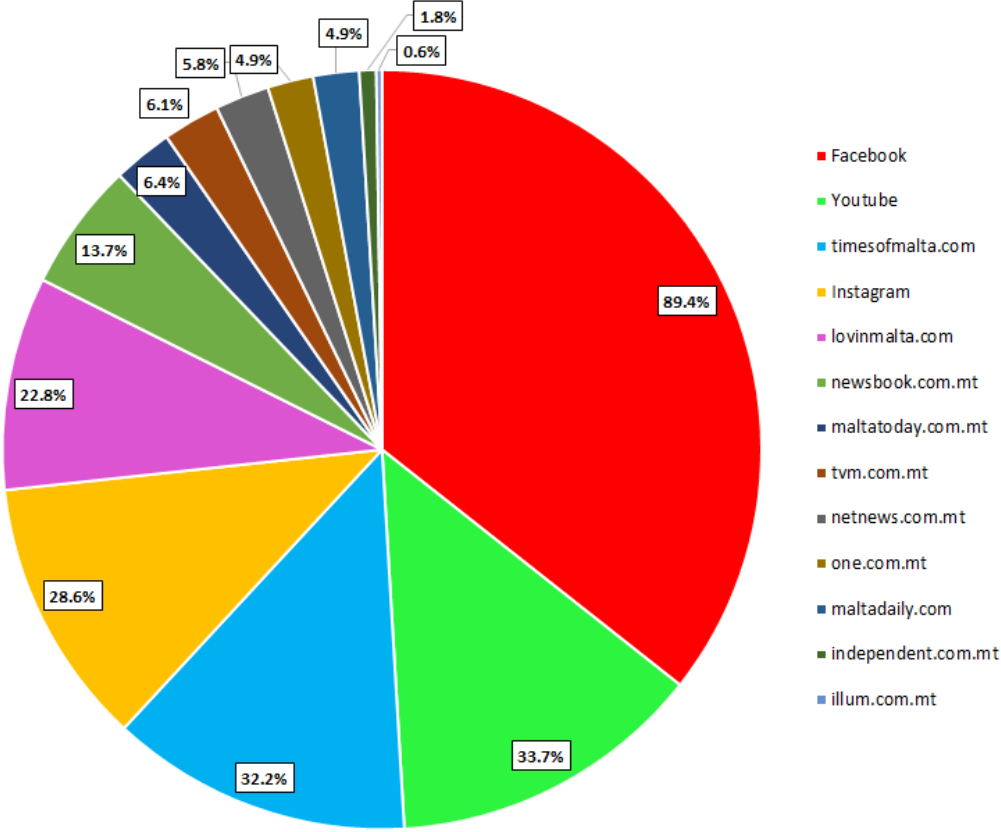
Table 36 – Q18 - Online viewers & Non-online viewers – by Age & Gender

| Counts Break % Respondents | Total | Age | | | | | | | Gender | |
|----------------------------------|-----------------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|
| | | 12-20 | 21-30 | 31-40 | 41-50 | 51-60 | 61-70 | 71+ | Male | Female |
| Total | 2100 | 200 | 380 | 370 | 309 | 271 | 273 | 297 | 1080 | 1020 |
| No | 1771 84.3% | 141 70.5% | 315 82.9% | 325 87.8% | 271 87.7% | 224 82.7% | 233 85.3% | 262 88.2% | 924 85.6% | 847 83.0% |
| Yes | 329 15.7% | 59 29.5% | 65 17.1% | 45 12.2% | 38 12.3% | 47 17.3% | 40 14.7% | 35 11.8% | 156 14.4% | 173 17.0% |

Exhibit 6 – Q19 – Online portal/s or platform/s used for watching Maltese programmes online (Multiple-Response Q) (n=329)

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

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



This Section gives details on the online viewership of the 329 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 89.4% mentioning it as one of the online platforms used for watching Maltese programmes online. This finding is evident across all age cohorts.
- 33.7% use **Youtube** and 32.2% use **timesofmalta.com**.

Research Findings in Detail

Table below illustrate details on the above research findings.

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=329)

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 | 329 | 59 | 65 | 45 | 38 | 47 | 40 | 35 | 156 | 173 |
| Facebook | 294 89.4% | 54 91.5% | 57 87.7% | 43 95.6% | 33 86.8% | 42 89.4% | 34 85.0% | 31 88.6% | 134 85.9% | 160 92.5% |
| Youtube | 111 33.7% | 17 28.8% | 18 27.7% | 19 42.2% | 15 39.5% | 17 36.2% | 15 37.5% | 10 28.6% | 46 29.5% | 65 37.6% |
| timesofmalta.com | 106 32.2% | 25 42.4% | 23 35.4% | 16 35.6% | 13 34.2% | 11 23.4% | 14 35.0% | 4 11.4% | 61 39.1% | 45 26.0% |
| Instagram | 94 28.6% | 27 45.8% | 27 41.5% | 17 37.8% | 9 23.7% | 8 17.0% | 4 10.0% | 2 5.7% | 49 31.4% | 45 26.0% |
| lovinmalta.com | 75 22.8% | 27 45.8% | 17 26.2% | 13 28.9% | 6 15.8% | 6 12.8% | 5 12.5% | 1 2.9% | 50 32.1% | 25 14.5% |
| newsbook.com.mt | 45 13.7% | 7 11.9% | 6 9.2% | 5 11.1% | 7 18.4% | 10 21.3% | 9 22.5% | 1 2.9% | 27 17.3% | 18 10.4% |
| maltatoday.com.mt | 21 6.4% | 7 11.9% | 6 9.2% | 4 8.9% | 1 2.6% | - - | 2 5.0% | 1 2.9% | 14 9.0% | 7 4.0% |
| tvm.com.mt | 20 6.1% | 3 5.1% | 7 10.8% | 1 2.2% | 2 5.3% | 3 6.4% | 3 7.5% | 1 2.9% | 14 9.0% | 6 3.5% |
| netnews.com.mt | 19 5.8% | - - | 4 6.2% | 2 4.4% | - - | 4 8.5% | 6 15.0% | 3 8.6% | 12 7.7% | 7 4.0% |
| one.com.mt | 16 4.9% | - - | 5 7.7% | 1 2.2% | 3 7.9% | 4 8.5% | 2 5.0% | 1 2.9% | 6 3.8% | 10 5.8% |
| maltadaily.com | 16 4.9% | 4 6.8% | 5 7.7% | 2 4.4% | 2 5.3% | - - | 2 5.0% | 1 2.9% | 10 6.4% | 6 3.5% |
| independent.com.mt | 6 1.8% | - - | 4 6.2% | - - | - - | 1 2.1% | - - | 1 2.9% | 3 1.9% | 3 1.7% |
| illum.com.mt | 2 0.6% | - - | 1 1.5% | - - | - - | 1 2.1% | - - | - - | - - | 2 1.2% |

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 82.7% indicating this device as their most used device. Mobile is the most used device across all age cohorts and gender.
- Following, 8.5% and 7.6% of online viewers use **laptop** and **tablet**, 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=329)

| Counts Break % Respondents | Total | Age | | | | | | | Gender | |
|----------------------------------|--------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--------------|
| | | 12-20 | 21-30 | 31-40 | 41-50 | 51-60 | 61-70 | 71+ | Male | Female |
| Total | 329 | 59 | 65 | 45 | 38 | 47 | 40 | 35 | 156 | 173 |
| Mobile | 272 82.7% | 57 96.6% | 55 84.6% | 36 80.0% | 37 97.4% | 33 70.2% | 30 75.0% | 24 68.6% | 126 80.8% | 146 84.4% |
| Laptop | 28 8.5% | - | 6 9.2% | 5 11.1% | 1 2.6% | 6 12.8% | 4 10.0% | 6 17.1% | 18 11.5% | 10 5.8% |
| Tablet | 25 7.6% | 2 3.4% | 3 4.6% | 3 6.7% | - | 7 14.9% | 6 15.0% | 4 11.4% | 9 5.8% | 16 9.2% |
| PC | 4 1.2% | - | 1 1.5% | 1 2.2% | - | 1 2.1% | - | 1 2.9% | 3 1.9% | 1 0.6% |

10.4 Most preferred programme online – [Q21]

- 30.1% of all online viewers **do not** have a preferred local online programme/audiovisual content.
- **Jon Mallia Podcasts** are preferred by 24% of all online viewers. **LovinMalta interviews/features** are preferred by 12.8% and **Times of Malta (Mark Lawrence Zammit) interviews/features** are preferred by 10.9% of online viewers.

Research Findings in Detail

Tables below illustrate details on the above research findings.

**Table 39.1 – Q21 – Most preferred programme online/audiovisual content
- by Age & Gender (n=329)**

| Counts Break % Respondents | Total | Age | | | | | | | Gender | |
|---------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| | | 12-20 | 21-30 | 31-40 | 41-50 | 51-60 | 61-70 | 71+ | Male | Female |
| Total | 329 | 59 | 65 | 45 | 38 | 47 | 40 | 35 | 156 | 173 |
| No preferred programme | 99 30.1% | 7 11.9% | 9 13.8% | 5 11.1% | 6 15.8% | 24 51.1% | 24 60.0% | 24 68.6% | 29 18.6% | 70 40.5% |
| Jon Mallia Podcast | 79 24.0% | 18 30.5% | 24 36.9% | 14 31.1% | 13 34.2% | 4 8.5% | 5 12.5% | 1 2.9% | 52 33.3% | 27 15.6% |
| Lovin Malta features/interviews | 42 12.8% | 17 28.8% | 10 15.4% | 7 15.6% | 1 2.6% | 5 10.6% | 1 2.5% | 1 2.9% | 17 10.9% | 25 14.5% |
| Times of Malta (Mark Lawrence Zammit) | 36 10.9% | 5 8.5% | 7 10.8% | 8 17.8% | 6 15.8% | 5 10.6% | 3 7.5% | 2 5.7% | 25 16.0% | 11 6.4% |
| Newsbook.com features/discussions | 17 5.2% | 1 1.7% | 2 3.1% | 3 6.7% | 2 5.3% | 4 8.5% | 1 2.5% | 4 11.4% | 9 5.8% | 8 4.6% |
| Gwida Podcast | 12 3.6% | 3 5.1% | 4 6.2% | 1 2.2% | 1 2.6% | 2 4.3% | 1 2.5% | - | 1 0.6% | 11 6.4% |
| Peppi Azzopardi/Xarabank | 10 3.0% | - | - | 2 4.4% | 1 2.6% | 2 4.3% | 4 10.0% | 1 2.9% | 8 5.1% | 2 1.2% |
| Malta Daily features/interviews | 10 3.0% | 3 5.1% | 3 4.6% | 1 2.2% | - | - | 1 2.5% | 2 5.7% | 4 2.6% | 6 3.5% |
| Malta Today features/interviews | 10 3.0% | 1 1.7% | 3 4.6% | 1 2.2% | 5 13.2% | - | - | - | 7 4.5% | 3 1.7% |
| The Interviewer (Trudy Kerr) | 6 1.8% | 1 1.7% | 3 4.6% | 1 2.2% | - | 1 2.1% | - | - | - | 6 3.5% |
| Mark Camilleri | 4 1.2% | 2 3.4% | - | - | 2 5.3% | - | - | - | 2 1.3% | 2 1.2% |
| Sandra Gauci | 4 1.2% | 1 1.7% | - | 2 4.4% | 1 2.6% | - | - | - | 2 1.3% | 2 1.2% |

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

- 60.2% of all online viewers, on average, watch **between 15 – 30 minutes** of local online programmes/audiovisual content per day on weekdays.
- 16.4% watch between **1 – 2 hours** and 11.2% 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=329)

| Counts Break % Respondents | Total | Age | | | | | | | Gender | |
|----------------------------------|----------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|----------------------|---------------------|
| | | 12-20 | 21-30 | 31-40 | 41-50 | 51-60 | 61-70 | 71+ | Male | Female |
| Total | 329 | 59 | 65 | 45 | 38 | 47 | 40 | 35 | 156 | 173 |
| Less than 15 minutes | 37 11.2% | 9 15.3% | 11 16.9% | 3 6.7% | 3 7.9% | 4 8.5% | 4 10.0% | 3 8.6% | 20 12.8% | 17 9.8% |
| Bet 15 – 30 minutes | 198 60.2% | 46 78.0% | 45 69.2% | 35 77.8% | 28 73.7% | 22 46.8% | 17 42.5% | 5 14.3% | 113 72.4% | 85 49.1% |
| Bet 1 – 2 hours | 54 16.4% | 2 3.4% | 3 4.6% | 2 4.4% | 5 13.2% | 14 29.8% | 9 22.5% | 19 54.3% | 13 8.3% | 41 23.7% |
| 2+ hours | 35 10.6% | 1 1.7% | 6 9.2% | 5 11.1% | 2 5.3% | 6 12.8% | 8 20.0% | 7 20.0% | 9 5.8% | 26 15.0% |
| Not always the same | 5 1.5% | 1 1.7% | - - | - - | - - | 1 2.1% | 2 5.0% | 1 2.9% | 1 0.6% | 4 2.3% |

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

- 54.7% of all online viewers, on average, watch **between 15 – 30 minutes** of local online programmes/audiovisual content per day on weekends.
- 13.4% watch **less than 15 minutes** and 19.1% 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=329)

| Counts Break % Respondents | Total | Age | | | | | | | Gender | |
|----------------------------------|----------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|----------------------|---------------------|
| | | 12-20 | 21-30 | 31-40 | 41-50 | 51-60 | 61-70 | 71+ | Male | Female |
| Total | 329 | 59 | 65 | 45 | 38 | 47 | 40 | 35 | 156 | 173 |
| Less than 15 minutes | 44 13.4% | 9 15.3% | 13 20.0% | 4 8.9% | 5 13.2% | 4 8.5% | 5 12.5% | 4 11.4% | 26 16.7% | 18 10.4% |
| Bet 15 – 30 minutes | 180 54.7% | 40 67.8% | 41 63.1% | 34 75.6% | 23 60.5% | 22 46.8% | 16 40.0% | 4 11.4% | 101 64.7% | 79 45.7% |
| Bet 1 – 2 hours | 63 19.1% | 7 11.9% | 5 7.7% | 2 4.4% | 8 21.1% | 14 29.8% | 9 22.5% | 18 51.4% | 19 12.2% | 44 25.4% |
| 2+ hours | 35 10.6% | 2 3.4% | 5 7.7% | 4 8.9% | 2 5.3% | 6 12.8% | 8 20.0% | 8 22.9% | 9 5.8% | 26 15.0% |
| Not always the same | 7 2.1% | 1 1.7% | 1 1.5% | 1 2.2% | - - | 1 2.1% | 2 5.0% | 1 2.9% | 1 0.6% | 6 3.5% |

11. PREFERRED SOURCE FOR LOCAL NEWS – FINDINGS

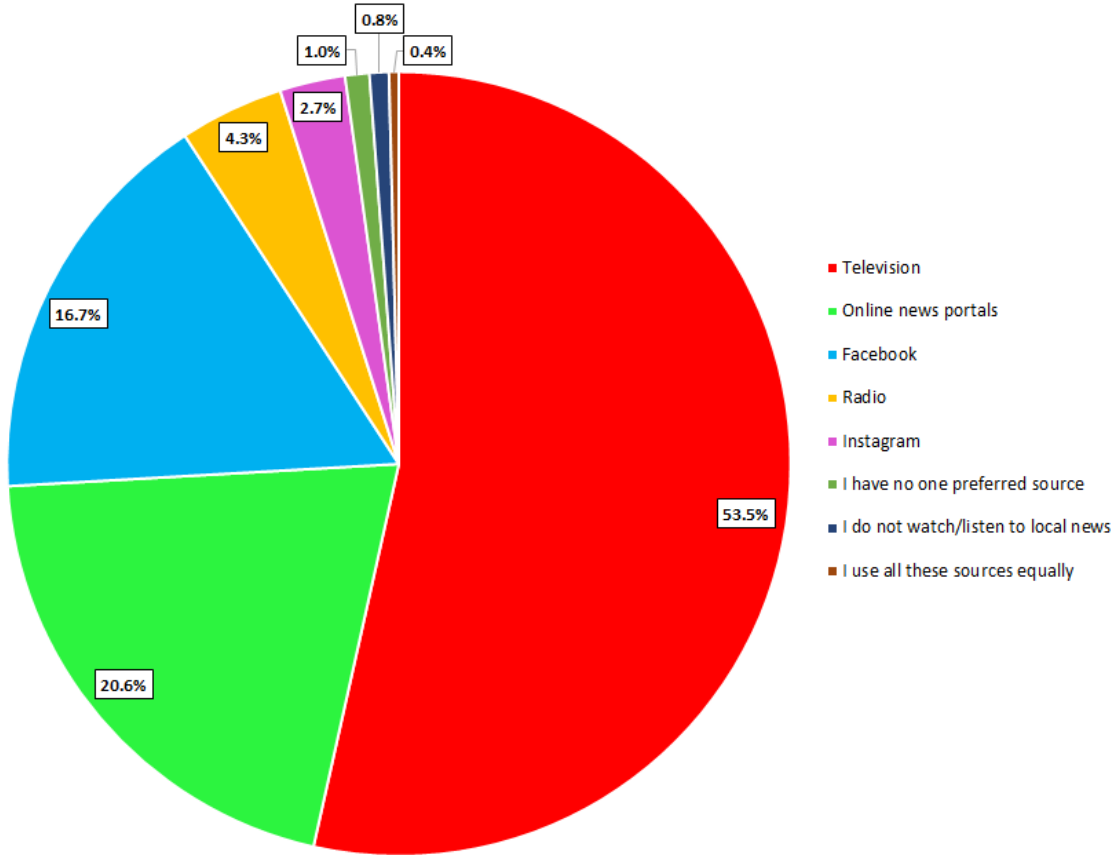
11.1 Introduction

- **Television** is the preferred source for local news by 53.5% of all Maltese residents.
- 20.6% prefer **Online news portals** as their preferred source for local news whilst 16.7% prefer **Facebook**.
- 4.3% 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



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 1124 local news followers who prefer this source) – **[Q25]**
- [c]. Preferred local radio station to listen to local news
(for the 90 local news followers who prefer this source) – **[Q26]**
- [d]. Preferred local news portal to follow local news
(for the 433 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 53.3% of all Maltese residents. This source is particularly popular amongst individuals aged 21+ years.
- 20.6% prefer **online news portals**.
- **Facebook** is preferred by 16.7%, whilst a further 4.3% 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 Local News – by Age & Gender

| Counts Break % Respondents | Total | Age | | | | | | | Gender | |
|--|----------------------|-------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|
| | | 12-20 | 21-30 | 31-40 | 41-50 | 51-60 | 61-70 | 71+ | Male | Female |
| Total | 2100 | 200 | 380 | 370 | 309 | 271 | 273 | 297 | 1080 | 1020 |
| Television | 1124 53.5% | 21 10.5% | 161 42.4% | 197 53.2% | 182 58.9% | 151 55.7% | 187 68.5% | 225 75.8% | 584 54.1% | 540 52.9% |
| Online news portals | 433 20.6% | 65 32.5% | 91 23.9% | 87 23.5% | 64 20.7% | 56 20.7% | 40 14.7% | 30 10.1% | 249 23.1% | 184 18.0% |
| Facebook | 351 16.7% | 79 39.5% | 97 25.5% | 67 18.1% | 44 14.2% | 34 12.5% | 19 7.0% | 11 3.7% | 159 14.7% | 192 18.8% |
| Radio | 90 4.3% | 2 1.0% | 9 2.4% | 9 2.4% | 11 3.6% | 19 7.0% | 19 7.0% | 21 7.1% | 36 3.3% | 54 5.3% |
| Instagram | 57 2.7% | 32 16.0% | 17 4.5% | 6 1.6% | 1 0.3% | 1 0.4% | - - | - - | 29 2.7% | 28 2.7% |
| I have no one preferred source | 20 1.0% | 1 0.5% | 3 0.8% | 2 0.5% | 3 1.0% | 2 0.7% | 3 1.1% | 6 2.0% | 10 0.9% | 10 1.0% |
| I do not watch/listen to local news | 17 0.8% | - - | 1 0.3% | 2 0.5% | 3 1.0% | 5 1.8% | 3 1.1% | 3 1.0% | 10 0.9% | 7 0.7% |
| I use all these sources equally | 8 0.4% | - - | 1 0.3% | - - | 1 0.3% | 3 1.1% | 2 0.7% | 1 0.3% | 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 1124.

- 55.7% 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 21.8% 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 20.2% 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=1124)

| Counts Break % Respondents | Total | Age | | | | | | | Gender | |
|--|---------------------|-------------|-------------|--------------|--------------|-------------|--------------|--------------|--------------|--------------|
| | | 12-20 | 21-30 | 31-40 | 41-50 | 51-60 | 61-70 | 71+ | Male | Female |
| Total | 1124 | 21 | 161 | 197 | 182 | 151 | 187 | 225 | 584 | 540 |
| TVM | 626 55.7% | 11 52.4% | 88 54.7% | 113 57.4% | 101 55.5% | 91 60.3% | 108 57.8% | 114 50.7% | 328 56.2% | 298 55.2% |
| ONE | 245 21.8% | 1 4.8% | 36 22.4% | 40 20.3% | 43 23.6% | 32 21.2% | 39 20.9% | 54 24.0% | 125 21.4% | 120 22.2% |
| NET TV | 227 20.2% | 8 38.1% | 37 23.0% | 44 22.3% | 36 19.8% | 26 17.2% | 34 18.2% | 42 18.7% | 123 21.1% | 104 19.3% |
| TVM NEWS+ | 10 0.9% | - | - | - | 2 1.1% | 2 1.3% | 3 1.6% | 3 1.3% | 3 0.5% | 7 1.3% |
| I watch different TV stations equally to watch news | 9 0.8% | - | - | - | - | - | 1 0.5% | 8 3.6% | 2 0.3% | 7 1.3% |
| I have no preferred TV station to watch news | 7 0.6% | 1 4.8% | - | - | - | - | 2 1.1% | 4 1.8% | 3 0.5% | 4 0.7% |

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 90.

- 1 in 3 of individuals (33.3%) whose preferred source for obtaining local news is ‘Radio’, mentioned **ONE Radio** as their most preferred local radio station.
- 26.7% prefer **Radju Malta** as their most preferred source for obtaining local news.
- 16.7% mentioned **NET FM** and **RTK 103** as their most preferred local radio to obtaining local news, respectively.
- **Note:** Due to the low number of responses (n=90), 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=90)

| Counts Break % Respondents | Total | Age | | | | | | | Gender | |
|--|---------------------|---------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|---------------------|---------------------|
| | | 12-20 | 21-30 | 31-40 | 41-50 | 51-60 | 61-70 | 71+ | Male | Female |
| Total | 90 | 2 | 9 | 9 | 11 | 19 | 19 | 21 | 36 | 54 |
| ONE Radio (92.7) | 30 33.3% | 2 100.0% | 7 77.8% | 3 33.3% | 6 54.5% | 5 26.3% | 2 10.5% | 5 23.8% | 13 36.1% | 17 31.5% |
| Radju Malta (93.7) | 24 26.7% | - | 1 11.1% | 1 11.1% | 2 18.2% | 7 36.8% | 6 31.6% | 7 33.3% | 13 36.1% | 11 20.4% |
| Net FM (101.0) | 15 16.7% | - | 1 11.1% | 2 22.2% | 1 9.1% | 2 10.5% | 5 26.3% | 4 19.0% | 3 8.3% | 12 22.2% |
| RTK 103 | 15 16.7% | - | - | 3 33.3% | 2 18.2% | 4 21.1% | 3 15.8% | 3 14.3% | 5 13.9% | 10 18.5% |
| I have no preferred radio station to listen to news | 6 6.7% | - | - | - | - | 1 5.3% | 3 15.8% | 2 9.5% | 2 5.6% | 4 7.4% |

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 433.

- 61.2% 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.
- 11.3% 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=433)

| Counts Break % Respondents | Total | Age | | | | | | | Gender | |
|---|--------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--------------|
| | | 12-20 | 21-30 | 31-40 | 41-50 | 51-60 | 61-70 | 71+ | Male | Female |
| Total | 433 | 65 | 91 | 87 | 64 | 56 | 40 | 30 | 249 | 184 |
| timesofmalta.com | 265 61.2% | 34 52.3% | 51 56.0% | 57 65.5% | 48 75.0% | 30 53.6% | 26 65.0% | 19 63.3% | 151 60.6% | 114 62.0% |
| I follow different online portals equally to watch news | 49 11.3% | 7 10.8% | 11 12.1% | 9 10.3% | 7 10.9% | 7 12.5% | 3 7.5% | 5 16.7% | 33 13.3% | 16 8.7% |
| lovinmalta.com | 44 10.2% | 16 24.6% | 14 15.4% | 7 8.0% | 2 3.1% | 4 7.1% | 1 2.5% | - | 21 8.4% | 23 12.5% |
| tvm.com.mt | 17 3.9% | - | 3 3.3% | 5 5.7% | 2 3.1% | 4 7.1% | 3 7.5% | - | 8 3.2% | 9 4.9% |
| newsbook.com.mt | 15 3.5% | 2 3.1% | 2 2.2% | 2 2.3% | 2 3.1% | 2 3.6% | 4 10.0% | 1 3.3% | 9 3.6% | 6 3.3% |
| theshiftnews.com | 15 3.5% | 1 1.5% | 1 1.1% | 5 5.7% | 2 3.1% | 4 7.1% | - | 2 6.7% | 11 4.4% | 4 2.2% |
| maltatoday.com.mt | 14 3.2% | 3 4.6% | 5 5.5% | 2 2.3% | - | 1 1.8% | 1 2.5% | 2 6.7% | 10 4.0% | 4 2.2% |
| one.com.mt | 4 0.9% | - | 1 1.1% | - | 1 1.6% | 1 1.8% | 1 2.5% | - | 2 0.8% | 2 1.1% |
| netnews.com.mt | 4 0.9% | 2 3.1% | - | - | - | 2 3.6% | - | - | 1 0.4% | 3 1.6% |
| I have no preferred online portal to watch news | 4 0.9% | - | 1 1.1% | - | - | 1 1.8% | 1 2.5% | 1 3.3% | 2 0.8% | 2 1.1% |
| independent.com.mt | 1 0.2% | - | 1 1.1% | - | - | - | - | - | - | 1 0.5% |
| maltadaily.mt | 1 0.2% | - | 1 1.1% | - | - | - | - | - | 1 0.4% | - |

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 26 th November | 1 |
| Monday 27 th November | 2 |
| Tuesday 28 th November | 3 |
| Wednesday 29 th November | 4 |
| Thursday 30 th November | 5 |
| Friday 1 st December | 6 |
| Saturday 2 nd December | 7 |

B. RESPONDENT PROFILE

| Q1. Gender: | |
|-------------|---|
| male | 1 |
| female | 2 |
| X | 3 |

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

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

C. TV

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

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

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

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

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

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

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

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

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

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

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

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

D. RADIO

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

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

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

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

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

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

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

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

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

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

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

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

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

D. ONLINE

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

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

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

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

Q20. Which device do you use most to watch your preferred programme online?

Here, I am referring to mobile, tablet, laptop, PC, etc **Tick one only**

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

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

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

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

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

E. PREFERRED SOURCE FOR LOCAL NEWS

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

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

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

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

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

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

THANK YOU FOR YOUR PARTICIPATION IN THIS STUDY!