BROADCASTING AUTHORITY

Audience Survey March 2024
Research Findings Report

L-Awtorità tax-Xandir
— MALTA —
Broadcasting Authority

M. FSADNI & ASSOCIATES
market research | marketing consultancy | training | recruitment

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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 -   15.4% of Maltese residents watch online Maltese programmes/ audiovisual content (solely produced for online portals).

- **87% of Maltese residents are TV viewers**. Of these, 60% watch both local and foreign TV, 21% watch local TV stations only and 6% watch foreign TV stations only. 11% of these TV viewers did not watch TV during the week of assessment.

- **2 in 3 of Maltese residents are radio listeners** (67.1%); this finding is observed across all age cohorts. 12.6% of these Radio listeners did not listen to radio during the week of assessment.

- **15.4% of Maltese residents watch online Maltese programmes** (solely produced for online portals).

2.2 TV Viewership (n=1827)
Note*: TV Viewership findings exclude non-TV viewers.

Conclusion 4 -   For local TV programmes, "news" is the most favourite genre with 79% of preferences of all TV viewers.

Conclusion 5 -   *TVM News Bulletin* is the most favourite local TV programme of 8% of all TV viewers.

Conclusion 6 -   On weekdays, 76% of all TV viewers watch 1-2 hours of local TV per day. On weekends, 71% watch 1-2 hours of local TV per day.

Conclusion 7 -   Over one whole week, the most followed local TV station is TVM with 41% of all TV viewers.

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

Conclusion 9 -   **The local TV station with the highest <u>weekly</u> average percentage audience share is TVM standing at 23.5%.**

- **News** is the most favourite genre for local TV programmes, with 79% indicating this as one of their favourite genres. **Drama** follows with 49% of preferences and **Discussions and Current Affairs** with 40%.

- *TVM News Bulletin* is the most favourite local TV programme of 8% of all local TV viewers. This news bulletin was largely watched on station **TVM** and not on **TVMnews+.**

- *Moħħok Hemm* obtained 7.8% of the TV viewers' preferences, followed by *Ta' Gerit* (5.9%) and *Master Chef Malta* (5.7%).

- **On weekdays,** 76% all local TV viewers, on average, watch 1-2 hours of local TV per day. 11% of local TV viewers watch less than one hour a day, on average. A further 11% of local TV viewers watch 3-4 hours of local TV per day.

- **On weekends**, on average, 71% of local TV viewers watch 1-2 hours of local TV per day. 14% watch between 3-4 hours of TV and 11% watch less than 1 hour a day in the weekend.

- **TVM** is the most followed TV station by 41% of all local TV viewers, followed by **NET TV** (18.7%), **foreign TV stations (various)** (17.6%) and **ONE** (17%).

- T**he most followed TV timeband** from Sunday to Saturday is 20:00 - 20:30 (226,388 TV viewers).

- **TVM, NET TV** and **ONE** obtained the highest <u>daily</u> average audience share on separate days of the week of assessment, obtaining the following daily average TV viewership and daily average percentage TV viewership respectively:

  - **TVM** obtained the highest daily average audience share on Monday (18,583 – 36.8%), Wednesday (8,749 – 22.5%) and Sunday (9,738 – 21.5%).

  - **NET TV** obtained the highest daily average audience share on Tuesday (11,239 – 22.8%) and Thursday (11,463 – 27.3%).

  - **ONE** obtained the highest daily average audience share on Friday (8,749 - 22.9%) and Saturday (8,078 - 20.8%).

• The local TV station with the highest <u>weekly</u> average percentage audience share is **TVM** standing at 23.5%, followed by **NET TV** (19.5%) and **ONE** (16.6%). NB. '**Foreign stations (various)'** is being 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=1473)
Note*:* **Radio Listenership findings exclude non-radio listeners.**

Conclusion 10 - **On weekdays, 35% of local radio listeners listen to radio for less than one hour a day. 47% of local radio listeners listen to radio for between 1-2 hours a day.**

Conclusion 11 - **On weekends, 46% of local radio listeners listen to 1 – 2 hours per day of local radio. 33% spend less than 1 hour per day listening to local radio.**

Conclusion 12 - **The most followed local radio station is Calypso 101.8 (15.1%).**

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

Conclusion 14 - **The local radio station with the highest <u>weekly</u> average percentage audience share is Calypso 101.8 standing at 19.4%.**

Conclusion 15 - **99.1% of all radio listeners use the radio set (at home, office, in car) for listening to radio.**

• **On weekdays**, 35% of local radio listeners listen to radio for less than one hour a day. 47% of local radio listeners listen to radio for between 1-2 hours a day.

- **On weekends**, 46% of local radio listeners listen to 1 – 2 hours per day of local radio. 33% spend less than 1 hour per day listening to local radio.

- *Bay Breakfast with Daniel & Ylenia* is the most favourite local radio programme, with 6.9% of preferences. Followed by *The Morning Vibe with Abel, JD & Martina* (5.7% - 84 responses) and a very close third *Bongu Calypso ma' Twanny Scerri* (5.7% - 83 responses)

- The **most followed** local radio station is **Calypso 101.8** (15.1%), followed by **ONE Radio** (14.9%) and **Radju Malta** (12.4%).

- Overall, **the two most followed radio timebands** are:
    - 07:00 – 07:30 (161,143 radio listeners)
    - 07.30 – 08:00 (133,118 radio listeners)

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

    - **Calypso 101.8:** Sunday: 8,461 (20.5%), Wednesday: 8,589 (22.8%), Thursday: 9,834 (23.1%), Friday: 8,876 (21.9%) and Saturday: 9,419 (19.1%)

    - **ONE Radio:** Tuesday: 11,143 (24.1%).

    - **NET FM:** Monday: 8,876 (18%).

- The local radio station with the **highest weekly average percentage** audience share is **Calypso 101.8** standing at 19.4%, **ONE Radio** standing at 17.5%, followed by **NET FM** at 13%.

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=324)

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

Conclusion 17 - **Only 15.4% of Maltese residents watch online Maltese programmes/audiovisual content, which are solely produced for online portals.**

Conclusion 18 - **92.4% of online viewers use Facebook for watching online Maltese programmes/audiovisual content (i.e. programmes/audiovisual content solely produced for online portals).**

Conclusion 19 - **Mobile is the most used device for watching online Maltese programmes.**

Conclusion 20 - **The most preferred local online content comprises *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 92% of all online viewer preferences, 51.9% use **Youtube,** 38.3% use **Instagram,** 28.1% use *timesofmalta.com* and 24.4% use *lovinmalta.com.*

- **Mobile** is the most used device by all online viewers for watching their preferred programme online (92.3%), followed by **laptop** (3.7%) and **tablet** (2.8%).

- *Jon Mallia Podcasts* are preferred by 12.7% of all online viewers. *LovinMalta interviews/features* are preferred by 11.1% and *Times of Malta (Mark Lawrence Zammit) interviews/features* are preferred by 9% of online viewers. 33% 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 21 -** **Maltese residents' preferred sources for local news are TV, online news portals and Facebook.**

• **Television** is the preferred source for local news by 56.9% of all Maltese residents. 18.2% prefer **Online news portals** and 15.6% prefer **Facebook** as their preferred source for local news. 5.7% use **Radio** as their preferred source for local news.

• 56.2% 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 21% prefer **NET TV** for watching local news.

• 1 in 3 (36.7%) whose preferred source for obtaining local news is 'Radio', mentioned **Radju Malta** as their most preferred local radio station. 16.7% mentioned **ONE Radio** and 14.2% mentioned **NET FM** as their most preferred source for local news.

• 61.4% of all individuals who prefer local news portals for following local news, mentioned **timesofmalta.com** as their preferred local news portal, making it the most preferred local news portal for following local news. 15.7% indicated that they do not have a preferred online portal to watch news.

• **Note: A Word of Caution**
 Given the low number of individuals whose preferred news sources are radio (n=120), 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 BA audience survey aims at capturing and assessing broadcast media (TV, radio, other media) audience and non-audience trends by 'individuals' and not by 'households'. This research approach allows the BA to obtain statistically significant media audience research findings (within the stated confidence intervals), which may, in turn, be extrapolated to Malta's population (12+ years) by age and gender.

This Report highlights the salient research findings emanating from a quantitative audience survey carried out between 25th February – 2nd March 2024.

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]

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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 February-March 2024.**

✓ More specifically, **the dates of assessment comprised between Sunday 25th February – Saturday 2nd March 2024, 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

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(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 25th February - Saturday 2nd March 2024)

Date of Assessment	Number of Interviews
Sunday 25th February	300 interviews
Monday 26th February	300 interviews
Tuesday 27th February	300 interviews
Wednesday 28th February	300 interviews
Thursday 29th February	300 interviews
Friday 1st March	300 interviews
Saturday 2nd March	300 interviews

✓ **The aggregate 2100-count audience** survey sample produced statistically significant findings at a +/-2.13 confidence interval (margin of error) at a 95% confidence level.

✓ **The daily 300-count audience** survey sample produced statistically significant findings at a +/-5.66 confidence interval (margin of error) at a 95% confidence level.

✓ Furthermore, the research findings for TV viewership and radio listenership were extrapolated to reflect Malta's population. This was calculated on the most recent population statistics, as outlined by the National Statistics Office (NSO) in their recent publication "Census of Population and Housing 2021 Final Report, Volume 1" (NSO, 2023). For this extrapolation exercise, non-TV viewers and non-radio listeners were proportionately deducted from Malta's population of individuals aged 12+ years (N=459,781).

✓ TV viewership and radio listenership findings will be presented by each day of assessment, covering a whole week. For each day of assessment, non-TV viewers and non-radio listeners were proportionately deducted from Malta's population (NSO, 2023), as illustrated in **Table B** (TV Viewership) and **Table C** (Radio Listenership) below.

Table B – Total Number of <u>TV Viewers</u> Per Day of Assessment – March 2024

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	1827	265	270	257	241	256	264	274
Maltese Population of TV viewers	400,009	406,140	413,803	393,879	369,357	392,346	404,607	419,933

Table C – Total Number of <u>Radio Listeners</u> Per Day of Assessment – March 2024

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	1473	191	220	210	194	210	205	243
Maltese Population of Radio listeners	**322,504**	**292,727**	**337,173**	**321,847**	**297,325**	**321,847**	**314,184**	**372,423**

6. PRESENTATION OF RESEARCH FINDINGS

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

  Section 7 - Respondent Profile
  Section 8 - TV Viewership – Findings
  Section 9 - Radio Listenership – Findings
  Section 10 - Online Viewership – Findings
  Section 11 - Preferred source for local news – Findings

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

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

  • Aggregate findings
  • Findings by Age & Gender

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

7. RESPONDENT PROFILE

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

[a]. Gender – **[Q2]**
[b]. Age – **[Q3]**

Salient Research Findings

The salient findings for the above research areas now follow.

- The 2100-count survey sample comprises seven age cohorts, namely, 12-20 yrs, 21-30 yrs, 31-40 yrs, 41-50 yrs, 51-60 yrs, 61-70 yrs and 71+ yrs. The quota sample per age bracket is representative of the Maltese population demographics (Census of Population and Housing 2021 Final Report, Volume 1, NSO, 2023).

Table 1 – Survey Sample - By Age & Gender

Counts Break % Respondents	Total	Age						
		12-20	21-30	31-40	41-50	51-60	61-70	71+
Gender	2100	203	365	383	310	275	276	288
Male	1069 50.9%	106 52.2%	198 54.2%	209 54.6%	168 54.2%	137 49.8%	133 48.2%	118 41.0%
Female	1031 49.1%	97 47.8%	167 45.8%	174 45.4%	142 45.8%	138 50.2%	143 51.8%	170 59.0%

8. TV VIEWERSHIP – FINDINGS

8.1 Introduction

- **87% of Maltese residents are TV viewers**. Of these, 60% watch both local and foreign TV, 21% watch local TV stations only and 6% 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 41% of all TV viewers, followed by NET TV (18.7%) and ONE (17%). NB. 'Foreign stations (various)' is being excluded from this most followed 'local TV station' ranking. 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 23.5%, followed by NET TV (19.5%) and ONE (16.6%). NB. 'Foreign stations (various)' is being 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.

- Also worthy of mention, as explained earlier, these TV audience shares capture TV viewership & non-viewership trends **by individuals** (i.e. Maltese population aged 12+ years) and not households.

Research Findings in Detail

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

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

- TV Viewers (Both Local and Foreign TV)
- TV Viewers (Local TV Stations only)
- TV Viewers (Foreign TV Stations only)
- Non-TV Viewers
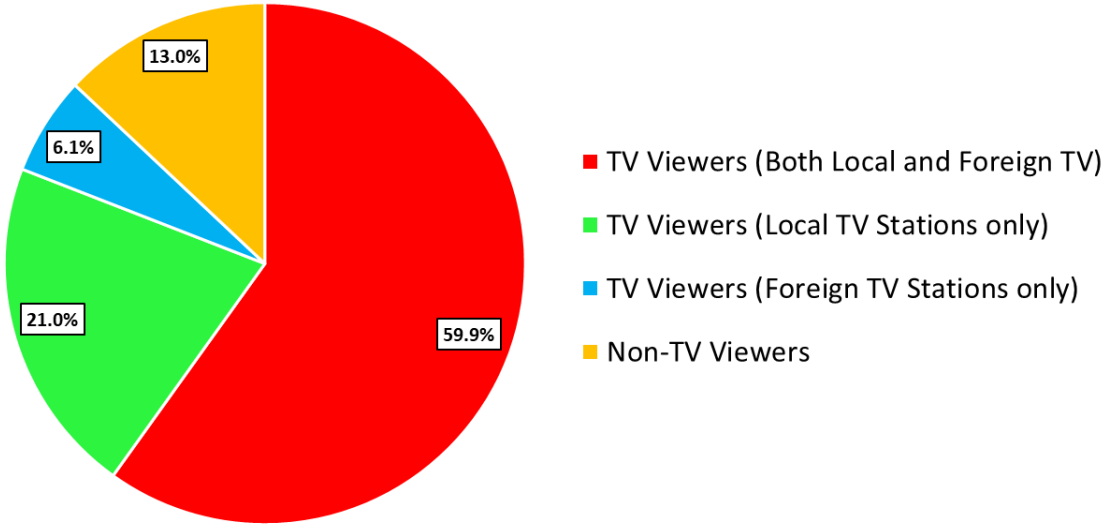
Table 2 – Q4A - TV viewers/non viewers – by Age & Gender (n=2100)

Counts Break % Respondents	Total	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	2100	203	365	383	310	275	276	288	1069	1031
Both local and foreign	1257 59.9%	137 67.5%	225 61.6%	229 59.8%	190 61.3%	165 60.0%	147 53.3%	164 56.9%	619 57.9%	638 61.9%
Local TV only	441 21.0%	15 7.4%	55 15.1%	62 16.2%	64 20.6%	68 24.7%	89 32.2%	88 30.6%	229 21.4%	212 20.6%
I do not watch any TV	259 12.3%	38 18.7%	62 17.0%	65 17.0%	34 11.0%	29 10.5%	19 6.9%	12 4.2%	144 13.5%	115 11.2%
Foreign TV only	129 6.1%	13 6.4%	23 6.3%	27 7.0%	22 7.1%	12 4.4%	16 5.8%	16 5.6%	63 5.9%	66 6.4%
We do not have a TV set (and do not watch TV)	14 0.7%	- -	- -	- -	- -	1 0.4%	5 1.8%	8 2.8%	14 1.3%	- -

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Exhibit 2A – <u>*Most followed*</u> *TV stations (Sunday to Saturday)*
(Multiple-Response Q) (n=1827)

<u>*NOTE I*</u>*: Respondents were given the possibility of mentioning up to 3 TV Stations which they had watched on the previous day. Hence, the percentages depicted in this table do NOT total up to 100%.*
<u>*NOTE II*</u>*: % figures illustrated below are derived from Table 7.1 (Section 8.6)*
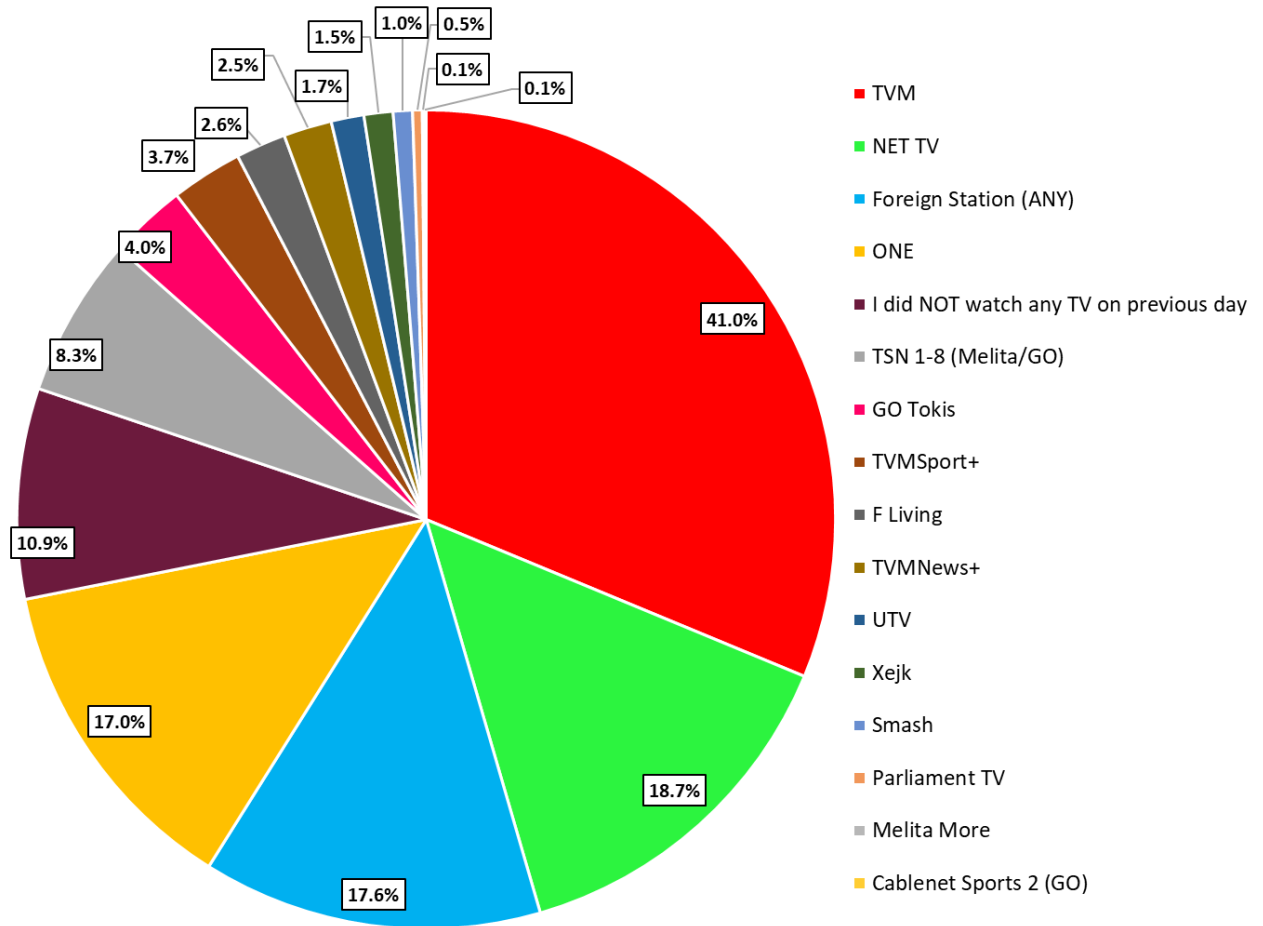
Exhibit 2A illustrates the most followed TV stations during Week 25th February – 2nd March 2024.
'I did not watch any TV on previous day' refers to TV viewers who did not watch TV on the day of assessment during that particular week.
<u>*Note*</u>*: TV stations not featured in the Exhibit above have a TV viewership of less than 0.1% 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)

Legend
TVM
NET TV
Foreign Station (any)
ONE
TSN 1-8 (Melita / GO)
GO Tokis
TVMSport+
F Living
TVMNews+
UTV
Xejk
Smash
Parliament TV
Melita More
Cablenet Sports 1-2 (GO)

Pie chart values: 23.5%, 19.5%, 17.8%, 16.6%, 7.7%, 3.4%, 3.3%, 2.3%, 2.0%, 1.3%, 1.1%, 0.7%, 0.6%, 0.1%, 0.02%

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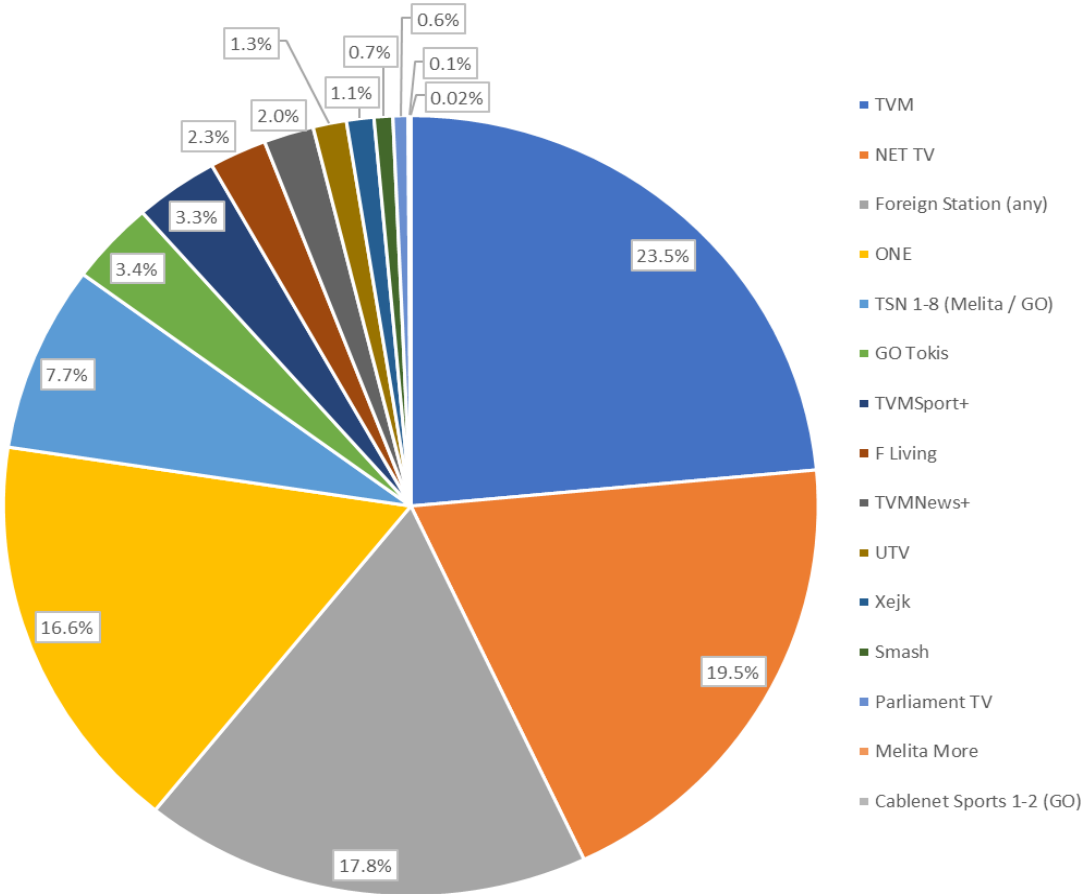
This Section gives details on the TV viewership of the 1827 individuals who watch local/foreign TV stations, more specifically on:

[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 1698.

- **News** is the most favourite genre for local TV programmes, with 79% indicating this as one of their favourite genres. This genre was mentioned as one of the favourite genres across all seven age cohorts.

- **Drama** is the second most favourite genre, with 49% indicating this as one of their favourite genres for local TV programmes. This genre is significantly more popular amongst female TV viewers (69%) than male TV viewers (29%).

- **Discussions and Current affairs** is the third most favourite genre for local TV programmes, with 40% 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=1698)

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

Counts Break % Respondents	Total	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	1698	152	280	291	255	233	236	251	847	851
News (Local and foreign)	1345 79.2%	105 69.1%	217 77.5%	226 77.7%	205 80.4%	193 82.8%	188 79.7%	211 84.1%	722 85.2%	623 73.2%
Drama	835 49.2%	71 46.7%	129 46.1%	121 41.6%	116 45.5%	129 55.4%	131 55.5%	138 55.0%	249 29.4%	586 68.9%
Discussions and current affairs	678 39.9%	45 29.6%	116 41.4%	112 38.5%	107 42.0%	102 43.8%	95 40.3%	101 40.2%	432 51.0%	246 28.9%
Quiz programmes	410 24.1%	18 11.8%	50 17.9%	75 25.8%	64 25.1%	67 28.8%	64 27.1%	72 28.7%	189 22.3%	221 26.0%
Sport	367 21.6%	78 51.3%	96 34.3%	74 25.4%	54 21.2%	33 14.2%	21 8.9%	11 4.4%	311 36.7%	56 6.6%
Lifestyle	168 9.9%	8 5.3%	38 13.6%	23 7.9%	21 8.2%	28 12.0%	24 10.2%	26 10.4%	17 2.0%	151 17.7%
Reality shows/ Adventure	150 8.8%	43 28.3%	36 12.9%	49 16.8%	8 3.1%	7 3.0%	5 2.1%	2 0.8%	43 5.1%	107 12.6%
Documentaries	149 8.8%	9 5.9%	15 5.4%	29 10.0%	20 7.8%	25 10.7%	29 12.3%	22 8.8%	119 14.0%	30 3.5%
Religious	148 8.7%	- -	3 1.1%	6 2.1%	9 3.5%	25 10.7%	42 17.8%	63 25.1%	62 7.3%	86 10.1%
Cooking	119 7.0%	18 11.8%	20 7.1%	33 11.3%	15 5.9%	14 6.0%	10 4.2%	9 3.6%	14 1.7%	105 12.3%
Music	27 1.6%	2 1.3%	7 2.5%	4 1.4%	5 2.0%	4 1.7%	5 2.1%	- -	11 1.3%	16 1.9%
Variety (entertainment) / Comedy / Games	26 1.5%	3 2.0%	5 1.8%	4 1.4%	2 0.8%	3 1.3%	4 1.7%	5 2.0%	5 0.6%	21 2.5%
Cultural and/or educational	24 1.4%	- -	6 2.1%	4 1.4%	5 2.0%	4 1.7%	3 1.3%	2 0.8%	9 1.1%	15 1.8%
Children's	12 0.7%	- -	2 0.7%	4 1.4%	1 0.4%	3 1.3%	1 0.4%	1 0.4%	7 0.8%	5 0.6%
Teleshopping	2 0.1%	- -	- -	- -	- -	- -	1 0.4%	1 0.4%	- -	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 1698.

- *TVM News Bulletin* is the most favourite local TV programme of 8% 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**.

- *Moħħok Hemm* obtained 7.8% of the TV viewers' preferences, followed by *Ta' Gerit* (5.9%) and *Master Chef Malta* (5.7%).

- 11.7% of all TV viewers indicated that they **do not have a favourite local TV programme** being aired in this TV schedule.

Research Findings in Detail

Tables below illustrate details on the above research findings.

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Table 4.1 – Q5 – Favourite local TV programme – by Age & Gender (n=1698)

Counts Break % Respondents	Total	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	1698	152	280	291	254	233	236	252	848	850
No preferred programme	198 11.7%	19 12.5%	33 11.8%	31 10.7%	33 13.0%	29 12.4%	28 11.9%	25 9.9%	115 13.6%	83 9.8%
News Bulletin - TVM	136 8.0%	8 5.3%	24 8.6%	33 11.3%	27 10.6%	17 7.3%	11 4.7%	16 6.3%	83 9.8%	53 6.2%
Moħħok Hemm	132 7.8%	4 2.6%	20 7.1%	25 8.6%	15 5.9%	23 9.9%	22 9.3%	23 9.1%	65 7.7%	67 7.9%
Ta' Gerit	101 5.9%	2 1.3%	4 1.4%	9 3.1%	12 4.7%	14 6.0%	32 13.6%	28 11.1%	21 2.5%	80 9.4%
Master Chef Malta	97 5.7%	16 10.5%	20 7.1%	25 8.6%	12 4.7%	14 6.0%	4 1.7%	6 2.4%	21 2.5%	76 8.9%
Football matches (various)	88 5.2%	21 13.8%	27 9.6%	20 6.9%	9 3.5%	3 1.3%	5 2.1%	3 1.2%	74 8.7%	14 1.6%
News Bulletin - ONE	85 5.0%	1 0.7%	19 6.8%	15 5.2%	16 6.3%	8 3.4%	11 4.7%	15 6.0%	51 6.0%	34 4.0%
Xow	51 3.0%	18 11.8%	9 3.2%	10 3.4%	11 4.3%	1 0.4%	2 0.8%	-	22 2.6%	29 3.4%
Illum ma' Steph	49 2.9%	4 2.6%	12 4.3%	10 3.4%	8 3.1%	9 3.9%	2 0.8%	4 1.6%	-	49 5.8%
News Bulletin – NET	45 2.7%	1 0.7%	9 3.2%	11 3.8%	6 2.4%	7 3.0%	3 1.3%	8 3.2%	29 3.4%	16 1.9%
Popolin	39 2.3%	-	3 1.1%	10 3.4%	6 2.4%	10 4.3%	7 3.0%	3 1.2%	28 3.3%	11 1.3%
Quddiesa tal-Jum (various stations)	36 2.1%	-	-	-	2 0.8%	5 2.1%	16 6.8%	13 5.2%	14 1.7%	22 2.6%
Bundy Time	36 2.1%	2 1.3%	8 2.9%	7 2.4%	7 2.8%	5 2.1%	4 1.7%	3 1.2%	24 2.8%	12 1.4%
NET Live	36 2.1%	1 0.7%	5 1.8%	6 2.1%	7 2.8%	3 1.3%	5 2.1%	9 3.6%	20 2.4%	16 1.9%
Sport Live+	34 2.0%	10 6.6%	9 3.2%	6 2.1%	3 1.2%	2 0.9%	3 1.3%	1 0.4%	29 3.4%	5 0.6%
Simpatiċi	30 1.8%	-	-	1 0.3%	1 0.4%	6 2.6%	13 5.5%	9 3.6%	5 0.6%	25 2.9%
Dijanjosi	29 1.7%	-	-	2 0.7%	7 2.8%	7 3.0%	7 3.0%	6 2.4%	10 1.2%	19 2.2%

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Insights	**27** **1.6%**	- -	5 1.8%	6 2.1%	9 3.5%	3 1.3%	2 0.8%	2 0.8%	27 3.2%	- -
Opinjoni	**26** **1.5%**	1 0.7%	4 1.4%	5 1.7%	3 1.2%	7 3.0%	3 1.3%	3 1.2%	21 2.5%	5 0.6%
PRN	**25** **1.5%**	5 3.3%	8 2.9%	4 1.4%	4 1.6%	3 1.3%	1 0.4%	- -	17 2.0%	8 0.9%
Pjazza	**23** **1.4%**	- -	7 2.5%	- -	2 0.8%	1 0.4%	3 1.3%	10 4.0%	18 2.1%	5 0.6%
Shark Tank	**22** **1.3%**	3 2.0%	5 1.8%	4 1.4%	3 1.2%	6 2.6%	1 0.4%	- -	21 2.5%	1 0.1%
Jackpot 4	**22** **1.3%**	6 3.9%	7 2.5%	6 2.1%	1 0.4%	1 0.4%	1 0.4%	- -	12 1.4%	10 1.2%
F Living Show	**21** **1.2%**	- -	- -	- -	2 0.8%	4 1.7%	5 2.1%	10 4.0%	6 0.7%	15 1.8%
Rolling	**20** **1.2%**	5 3.3%	9 3.2%	1 0.3%	1 0.4%	4 1.7%	- -	- -	2 0.2%	18 2.1%
Awla	**19** **1.1%**	- -	3 1.1%	6 2.1%	5 2.0%	4 1.7%	- -	1 0.4%	10 1.2%	9 1.1%
Bejnietna	**17** **1.0%**	2 1.3%	5 1.8%	3 1.0%	3 1.2%	2 0.9%	- -	2 0.8%	1 0.1%	16 1.9%
Animal Diaries	**15** **0.9%**	4 2.6%	3 1.1%	4 1.4%	3 1.2%	1 0.4%	- -	- -	- -	15 1.8%
UEjja!	**13** **0.8%**	- -	2 0.7%	1 0.3%	3 1.2%	4 1.7%	2 0.8%	1 0.4%	4 0.5%	9 1.1%
L-Argument	**13** **0.8%**	3 2.0%	4 1.4%	2 0.7%	1 0.4%	2 0.9%	- -	1 0.4%	13 1.5%	- -
Għaddi s'Hawn	**12** **0.7%**	- -	1 0.4%	2 0.7%	- -	2 0.9%	4 1.7%	3 1.2%	3 0.4%	9 1.1%
Għaqda Għoqda	**11** **0.6%**	- -	- -	3 1.0%	2 0.8%	1 0.4%	1 0.4%	4 1.6%	3 0.4%	8 0.9%
Il-President	**11** **0.6%**	- -	1 0.4%	- -	3 1.2%	3 1.3%	1 0.4%	3 1.2%	5 0.6%	6 0.7%
Kalamita	**9** **0.5%**	- -	- -	- -	1 0.4%	2 0.9%	1 0.4%	5 2.0%	1 0.1%	8 0.9%
Sibtek	**8** **0.5%**	- -	- -	1 0.3%	2 0.8%	2 0.9%	- -	3 1.2%	2 0.2%	6 0.7%
Malta's Ultimate Tattoo Challenge	**8** **0.5%**	4 2.6%	1 0.4%	2 0.7%	1 0.4%	- -	- -	- -	8 0.9%	- -
Arani Issa	**8** **0.5%**	- -	- -	- -	- -	3 1.3%	4 1.7%	1 0.4%	- -	8 0.9%
Linja Diretta	**8** **0.5%**	- -	- -	2 0.7%	3 1.2%	- -	1 0.4%	2 0.8%	7 0.8%	1 0.1%
Dell Minsi	**7** **0.4%**	- -	2 0.7%	1 0.3%	1 0.4%	- -	1 0.4%	2 0.8%	1 0.1%	6 0.7%

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Vuċi għall-Annimali	**7** 0.4%	1 0.7%	- -	2 0.7%	2 0.8%	1 0.4%	- -	1 0.4%	2 0.2%	5 0.6%
Manicolo & Co	**7** 0.4%	- -	- -	1 0.3%	- -	3 1.3%	3 1.3%	- -	- -	7 0.8%
Bizzilla	**7** 0.4%	- -	- -	- -	2 0.8%	- -	2 0.8%	3 1.2%	2 0.2%	5 0.6%
Brillianti	**7** 0.4%	1 0.7%	- -	1 0.3%	3 1.2%	1 0.4%	- -	1 0.4%	4 0.5%	3 0.4%
Xtra	**6** 0.4%	- -	1 0.4%	- -	2 0.8%	1 0.4%	2 0.8%	- -	6 0.7%	- -
Ġimgħa b'Ġimgħa	**6** 0.4%	- -	- -	1 0.3%	- -	2 0.9%	2 0.8%	1 0.4%	3 0.4%	3 0.4%
Programm ta' Fr Ray Toledo miċ-Ċenaklu	**6** 0.4%	- -	- -	1 0.3%	1 0.4%	2 0.9%	1 0.4%	1 0.4%	2 0.2%	4 0.5%
Aħbar Tajba	**5** 0.3%	- -	- -	- -	- -	- -	2 0.8%	3 1.2%	2 0.2%	3 0.4%
Indhouse	**5** 0.3%	1 0.7%	4 1.4%	- -	- -	- -	- -	- -	- -	5 0.6%
Luna	**5** 0.3%	- -	- -	1 0.3%	2 0.8%	- -	1 0.4%	1 0.4%	- -	5 0.6%
Division 7	**5** 0.3%	2 1.3%	1 0.4%	1 0.3%	- -	1 0.4%	- -	- -	4 0.5%	1 0.1%
ePremier League	**5** 0.3%	4 2.6%	1 0.4%	- -	- -	- -	- -	- -	5 0.6%	- -
Spotlight	**4** 0.2%	- -	- -	1 0.3%	1 0.4%	- -	2 0.8%	- -	4 0.5%	- -
Replay	**4** 0.2%	1 0.7%	- -	2 0.7%	1 0.4%	- -	- -	- -	3 0.4%	1 0.1%
Family Affair	**4** 0.2%	- -	- -	- -	- -	- -	1 0.4%	3 1.2%	- -	4 0.5%
Persjani Mbexxqa	**4** 0.2%	- -	- -	- -	1 0.4%	1 0.4%	- -	2 0.8%	1 0.1%	3 0.4%
TVM Styles	**4** 0.2%	- -	3 1.1%	1 0.3%	- -	- -	- -	- -	- -	4 0.5%
Backstage TV	**3** 0.2%	- -	- -	1 0.3%	1 0.4%	- -	1 0.4%	- -	3 0.4%	- -
Malta u lil hinn minnha	**3** 0.2%	- -	- -	- -	2 0.8%	- -	1 0.4%	- -	3 0.4%	- -
Għeruq	**3** 0.2%	- -	- -	- -	- -	- -	2 0.8%	1 0.4%	1 0.1%	2 0.2%
Indigo	**3** 0.2%	- -	- -	1 0.3%	- -	- -	2 0.8%	- -	1 0.1%	2 0.2%

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Ružarju (various stations)	**2** **0.1%**	- -	- -	- -	- -	- -	- -	2 0.8%	- -	2 0.2%
Kuxjenza	**2** **0.1%**	- -	- -	- -	- -	- -	1 0.4%	1 0.4%	- -	2 0.2%
Realta'	**2** **0.1%**	- -	- -	- -	- -	2 0.9%	- -	- -	1 0.1%	1 0.1%
KC	**2** **0.1%**	- -	- -	- -	- -	- -	- -	2 0.8%	- -	2 0.2%
Attivita' Politika (PL)	**2** **0.1%**	- -	- -	- -	- -	1 0.4%	- -	1 0.4%	1 0.1%	1 0.1%
What's Cooking	**2** **0.1%**	1 0.7%	- -	- -	1 0.4%	- -	- -	- -	- -	2 0.2%
Xejk Religious Content	**2** **0.1%**	- -	- -	- -	- -	- -	2 0.8%	- -	- -	2 0.2%
Il-Kampjonat … L-Analiżi tat-Tnejn	**2** **0.1%**	1 0.7%	1 0.4%	- -	- -	- -	- -	- -	2 0.2%	- -
Niskata	**2** **0.1%**	- -	- -	- -	- -	- -	1 0.4%	1 0.4%	1 0.1%	1 0.1%
TVAM	**1** **0.1%**	- -	- -	- -	- -	- -	1 0.4%	- -	- -	1 0.1%
Etimologija	**1** **0.1%**	- -	- -	- -	- -	- -	1 0.4%	- -	- -	1 0.1%
Attivita' Politika (PN)	**1** **0.1%**	- -	- -	- -	- -	- -	- -	1 0.4%	1 0.1%	- -
Profili	**1** **0.1%**	- -	- -	- -	- -	- -	1 0.4%	- -	- -	1 0.1%
Meander, Arti u Kultura	**1** **0.1%**	- -	- -	- -	- -	- -	- -	1 0.4%	- -	1 0.1%
ONE Breakfast	**1** **0.1%**	- -	- -	- -	- -	- -	1 0.4%	- -	- -	1 0.1%
Paper Scan	**1** **0.1%**	- -	- -	1 0.3%	- -	- -	- -	- -	1 0.1%	- -
Sports Panorama	**1** **0.1%**	- -	- -	- -	- -	- -	- -	1 0.4%	1 0.1%	- -
Dak Li Jgħodd	**1** **0.1%**	- -	- -	1 0.3%	- -	- -	- -	- -	- -	1 0.1%
Programm tal-Bibbja	**1** **0.1%**	- -	- -	1 0.3%	- -	- -	- -	- -	1 0.1%	- -

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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 1698.

- **On weekdays,** 76% all local TV viewers, on average, **watch 1-2 hours of local TV per day**. 11% of local TV viewers **watch less than one hour a day**, on average.

- Following, a further 11% 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=1698)

Counts Break % Respondents	Total	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	1698	152	280	291	255	233	236	251	847	851
None	6 0.4%	1 0.7%	- -	1 0.3%	1 0.4%	- -	1 0.4%	2 0.8%	4 0.5%	2 0.2%
Less than 1 hr a day	180 10.6%	15 9.9%	35 12.5%	42 14.4%	42 16.5%	16 6.9%	12 5.1%	18 7.2%	103 12.2%	77 9.0%
Bet 1-2 hrs a day	1292 76.1%	135 88.8%	243 86.8%	240 82.5%	198 77.6%	189 81.1%	153 64.8%	134 53.4%	669 79.0%	623 73.2%
Bet 3-4 hrs a day	182 10.7%	- -	2 0.7%	8 2.7%	14 5.5%	26 11.2%	56 23.7%	76 30.3%	57 6.7%	125 14.7%
Bet 5-6 hrs a day	16 0.9%	- -	- -	- -	- -	2 0.9%	3 1.3%	11 4.4%	6 0.7%	10 1.2%
6+ hrs a day	13 0.8%	- -	- -	- -	- -	- -	6 2.5%	7 2.8%	5 0.6%	8 0.9%
Not always the same	9 0.5%	1 0.7%	- -	- -	- -	- -	5 2.1%	3 1.2%	3 0.4%	6 0.7%

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

Note: TV Viewers who indicated that they do not watch any local TV stations were not asked this question. Hence the total number of TV viewers' responses for this question totals 1698.

- **In the weekend**, 71% of local TV viewers **watch 1-2 hours of local TV per day**. This TV consumption trend is evident across all age cohorts.

- 14% watch **between 3-4 hours of TV and** 11% 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=1698)

Counts Break % Respondents	Total	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	1698	152	280	291	255	233	236	251	847	851
None	15 0.9%	1 0.7%	2 0.7%	2 0.7%	5 2.0%	1 0.4%	2 0.8%	2 0.8%	8 0.9%	7 0.8%
Less than 1 hr a day	189 11.1%	15 9.9%	33 11.8%	43 14.8%	37 14.5%	21 9.0%	16 6.8%	24 9.6%	98 11.6%	91 10.7%
Bet 1-2 hrs a day	1213 71.4%	126 82.9%	226 80.7%	215 73.9%	186 72.9%	174 74.7%	150 63.6%	136 54.2%	635 75.0%	578 67.9%
Bet 3-4 hrs a day	235 13.8%	9 5.9%	19 6.8%	31 10.7%	25 9.8%	33 14.2%	53 22.5%	65 25.9%	92 10.9%	143 16.8%
Bet 5-6 hrs a day	18 1.1%	- -	- -	- -	2 0.8%	1 0.4%	5 2.1%	10 4.0%	5 0.6%	13 1.5%
6+ hrs a day	14 0.8%	- -	- -	- -	- -	- -	6 2.5%	8 3.2%	6 0.7%	8 0.9%
Not always the same	14 0.8%	1 0.7%	- -	- -	- -	3 1.3%	4 1.7%	6 2.4%	3 0.4%	11 1.3%

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 1827 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 followed TV station by 41%** 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.

- **NET TV is second most followed TV station**, with 18.7% 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.

- **'Foreign stations (any)' is the third most followed TV station/s,** with 17.6% of all local TV viewers having watched a foreign TV station on the previous day.

- **ONE is the fourth most followed TV station**, with 17% 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=1827)

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 1827.*

Counts Respondents	TOTAL	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	1827	165	303	318	276	245	252	268	911	916
TVM	749	56	115	122	117	108	110	121	346	403
	41.0%	33.9%	38.0%	38.4%	42.4%	44.1%	43.7%	45.1%	38.0%	44.0%
NET TV	341	11	50	55	56	49	55	65	175	166
	18.7%	6.7%	16.5%	17.3%	20.3%	20.0%	21.8%	24.3%	19.2%	18.1%
Foreign station (ANY)	321	39	36	49	57	38	48	54	115	206
	17.6%	23.6%	11.9%	15.4%	20.7%	15.5%	19.0%	20.1%	12.6%	22.5%
ONE	311	12	53	46	46	41	52	61	147	164
	17.0%	7.3%	17.5%	14.5%	16.7%	16.7%	20.6%	22.8%	16.1%	17.9%
I did NOT watch TV on previous day	200	23	38	38	27	27	22	25	98	102
	10.9%	13.9%	12.5%	11.9%	9.8%	11.0%	8.7%	9.3%	10.8%	11.1%
TSN 1-8 (Melita / GO)	151	31	37	33	20	12	13	5	124	27
	8.3%	18.8%	12.2%	10.4%	7.2%	4.9%	5.2%	1.9%	13.6%	2.9%
GO Tokis	73	8	16	11	14	10	8	6	40	33
	4.0%	4.8%	5.3%	3.5%	5.1%	4.1%	3.2%	2.2%	4.4%	3.6%
TVMSport+	68	21	15	15	10	5	1	1	58	10
	3.7%	12.7%	5.0%	4.7%	3.6%	2.0%	0.4%	0.4%	6.4%	1.1%
F Living	47	0	0	0	4	12	14	17	15	32
	2.6%	0.0%	0.0%	0.0%	1.4%	4.9%	5.6%	6.3%	1.6%	3.5%
TVMnews+	45	0	6	5	12	10	8	4	33	12
	2.5%	0.0%	2.0%	1.6%	4.3%	4.1%	3.2%	1.5%	3.6%	1.3%
UTV	31	0	0	2	3	6	9	11	18	13
	1.7%	0.0%	0.0%	0.6%	1.1%	2.4%	3.6%	4.1%	2.0%	1.4%
Xejk	27	0	0	1	3	5	8	10	9	18
	1.5%	0.0%	0.0%	0.3%	1.1%	2.0%	3.2%	3.7%	1.0%	2.0%
Smash	19	0	0	5	5	2	3	4	17	2
	1.0%	0.0%	0.0%	1.6%	1.8%	0.8%	1.2%	1.5%	1.9%	0.2%
Parliament TV	10	0	2	4	2	1	1	0	10	0
	0.5%	0.0%	0.7%	1.3%	0.7%	0.4%	0.4%	0.0%	1.1%	0.0%
Melita More	2	0	0	0	1	0	1	0	1	1
	0.1%	0.0%	0.0%	0.0%	0.4%	0.0%	0.4%	0.0%	0.1%	0.1%
Cablenet Sports 2 (GO)	2	0	2	0	0	0	0	0	1	1
	0.1%	0.0%	0.7%	0.0%	0.0%	0.0%	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 25th February – 2nd March 2024.

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Table 7.2 – Q8 – Most followed TV stations (Sunday to Saturday) – by Age & Gender (Multiple-Response Q) (n=400,009)

<u>NOTE I</u>: Table below illustrates Table 9.1 extrapolated to reflect Malta's population of TV viewers.

<u>NOTE II</u>: Respondents were given the possibility of mentioning up to 3 TV Stations which they had watched on the previous day. Hence, the totals depicted in this table do NOT total up to 400,009.

Counts Respondents	TOTAL	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	400009	36126	66340	69624	60428	53641	55174	58677	199457	200552
TVM	163989	12261	25178	26711	25616	23646	24084	26492	75754	88234
NET TV	74660	2408	10947	12042	12261	10728	12042	14231	38315	36345
Foreign station (ANY)	70281	8539	7882	10728	12480	8320	10509	11823	25178	45102
ONE	68091	2627	11604	10071	10071	8977	11385	13356	32185	35907
TSN 1-8 (Melita / GO)	33060	6787	8101	7225	4379	2627	2846	1095	27149	5911
GO Tokis	15983	1752	3503	2408	3065	2189	1752	1314	8758	7225
TVMSport+	14888	4598	3284	3284	2189	1095	219	219	12699	2189
F Living	10290	-	-	-	876	2627	3065	3722	3284	7006
TVMnews+	9852	-	1314	1095	2627	2189	1752	876	7225	2627
UTV	6787	-	-	438	657	1314	1970	2408	3941	2846
Xejk	5911	-	-	219	657	1095	1752	2189	1970	3941
Smash	4160	-	-	1095	1095	438	657	876	3722	438
Parliament TV	2189	-	438	876	438	219	219	-	2189	0
Melita More	438	-	-	-	219	-	219	-	219	219
Cablenet Sports 2 (GO)	438	-	438	-	-	-	-	-	219	219

Note I: TV stations not featured in the Table above have a TV viewership of less than 219 (0.4%) between Sunday - Saturday.

Note II: 'Did not watch any TV on the previous day' refers to TV viewers who did not watch TV on the day of assessment during week 25th February – 2nd March 2024.

8.7 Most Followed TV Timebands: Sunday to Saturday

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

- **T**he most followed TV timeband from Sunday to Saturday is:
  - ✓ 20:00 - 20:30 (226,388 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=400,009)
NOTE: For each mentioned TV station, respondents were asked to indicate all timebands watched.

Counts Respondents	Age							Gender		Did not watch TV on the previous day	Did not watch TV during this timeslot	Total
	12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female			
00:00 - 00:30	-	-	-	219	219	657	-	219	876	43789	355126	400009
00:30 - 01:00	-	-	-	-	219	438	-	219	438	43789	355564	400009
01:00 - 01:30	-	-	-	-	219	438	-	219	438	43789	355564	400009
01:30 - 02:00	-	-	-	-	-	219	-	219	-	43789	356002	400009
02:00 - 02:30	-	-	-	-	-	219	-	219	-	43789	356002	400009
02:30 - 03:00	-	-	-	-	-	219	-	219	-	43789	356002	400009
03:00 - 03:30	-	-	-	219	-	219	-	219	219	43789	355783	400009
03:30 - 04:00	-	-	-	-	-	219	-	219	-	43789	356002	400009
04:00 - 04:30	-	-	-	-	-	-	-	-	-	43789	356221	400009
04:30 - 05:00	-	-	-	-	-	-	-	-	-	43789	356221	400009
05:00 - 05:30	-	-	-	-	-	-	-	-	-	43789	356221	400009
05:30 - 06:00	-	-	-	-	-	-	-	-	-	43789	356221	400009
06:00 - 06:30	-	-	-	-	219	219	219	219	438	43789	355564	400009
06:30 - 07:00	-	438	219	-	1533	2408	2627	4160	3065	43789	348996	400009
07:00 - 07:30	-	438	219	-	1752	3284	2627	4598	3722	43789	347901	400009
07:30 - 08:00	-	219	-	-	1095	3065	2627	3503	3503	43789	349215	400009
08:00 - 08:30	-	-	219	438	876	4379	4160	3941	6130	43789	346149	400009
08:30 - 09:00	-	-	219	438	876	3722	2846	3503	4598	43789	348120	400009
09:00 - 09:30	-	-	-	1095	2408	6349	3503	5474	7882	43789	342865	400009
09:30 - 10:00	-	219	-	1314	2627	9415	7225	8320	12480	43789	335421	400009
10:00 - 10:30	-	219	-	1752	2627	8101	5693	7663	10728	43789	337830	400009
10:30 - 11:00	-	219	-	1533	2408	4598	2846	4379	7225	43789	344617	400009
11:00 - 11:30	-	219	-	1533	2189	4160	3065	4379	6787	43789	345055	400009
11:30 - 12:00	-	219	-	1095	1970	3722	3503	4160	6349	43789	345712	400009
12:00 - 12:30	219	1314	1314	1533	1314	5036	7225	5255	12699	43789	338267	400009
12:30 - 13:00	438	2846	2846	2408	2189	6568	7882	8320	16859	43789	331042	400009
13:00 - 13:30	876	3722	3503	3503	2846	7882	9634	9415	22551	43789	324255	400009
13:30 - 14:00	2846	6130	5036	4817	5036	11166	11385	12261	34155	43789	309805	400009
14:00 - 14:30	3503	6130	5693	6349	6349	13137	13574	14012	40723	43789	301485	400009
14:30 - 15:00	3065	4817	3941	6130	5911	14012	13137	11385	39629	43789	305207	400009
15:00 - 15:30	1533	4160	3941	6130	6568	13137	12042	10509	37001	43789	308710	400009
15:30 - 16:00	1095	3503	3722	5693	5255	11823	10947	10509	31528	43789	314184	400009
16:00 - 16:30	2627	1314	3065	3722	3722	5474	4160	10071	14012	43789	332137	400009
16:30 - 17:00	2408	1752	3503	3722	3065	6130	3941	11823	12699	43789	331699	400009
17:00 - 17:30	3722	5255	6349	4160	4817	5036	4817	12918	21238	43789	322066	400009
17:30 - 18:00	3941	7006	7663	5036	4817	5911	5036	15983	23427	43789	316811	400009
18:00 - 18:30	4160	11166	11604	7663	5255	6787	9634	26930	29338	43789	299952	400009
18:30 - 19:00	4379	14231	15107	9634	6130	8758	10071	39191	29119	43789	287910	400009
19:00 - 19:30	5255	16859	18829	14012	10071	12261	15326	51452	41161	43789	263608	400009
19:30 - 20:00	8539	27149	28901	23427	23427	23208	29119	86921	76849	43789	192451	400009
20:00 - 20:30	11823	35469	37220	37220	34155	34374	36126	121076	105312	43789	129833	400009
20:30 - 21:00	10071	26711	27368	30214	28682	28463	27149	99400	79257	43789	177563	400009
21:00 - 21:30	20581	34155	35907	35907	31090	27149	27368	114945	97211	43789	144065	400009
21:30 - 22:00	22113	33060	33498	31528	26930	25178	23208	107939	87577	43789	160704	400009
22:00 - 22:30	20581	25835	26711	21456	18610	17734	17953	80133	68748	43789	207339	400009
22:30 - 23:00	15983	21019	19924	15326	12918	11166	9415	57144	48605	43789	250471	400009
23:00 - 23:30	7444	6787	5255	6349	3941	3065	3284	17078	19048	43789	320095	400009
23:30 - 00:00	4598	3503	3941	3503	2189	2627	1533	12480	9415	43789	334326	400009

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

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8.8 TV Audience Per Day of Assessment: Sunday – Saturday

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

- **Table 9** below illustrates the total number of TV viewers per day of assessment. To obtain figures of TV viewers per day, non-TV viewers were proportionately deducted from Malta's whole population of 12+ years individuals (N=400,009).

Research Findings in Detail

Tables below illustrate details on the above research findings.

Table 9 – Total Number of <u>TV Viewers</u> Per Day of Assessment – March 2024

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	1827	265	270	257	241	256	264	274
Maltese Population of TV viewers	400,009	406,140	413,803	393,879	369,357	392,346	404,607	419,933

TV Audience on <u>SUNDAY</u>

The **most watched timeband** on Sunday is 20:00 – 20:30 **on TVM** (205,369 TV Viewers).

Table 10 – Q8 – TV Audience on <u>SUNDAY</u> - by Timeband
(Multiple-Response Q) (n=406,140)
<u>NOTE</u>: *Respondents were given the possibility of mentioning up to 3 TV stations they watched on Sunday.*
For each mentioned TV station, they were asked to indicate all timebands watched.

	TVM	ONE	NET TV	TVM NEWS+	TVM SPORT+	F Living	Xejk	UTV	GO Tokis	TSN 1-8 (Melita / GO)	Foreign station (ANY)	Did not watch TV	Did not watch TV during this timeslot	Total
00:00 - 00:30	-	-	-	-	-	-	-	-	-	-	-	35,250	370,890	406,140
00:30 - 01:00	-	-	-	-	-	-	-	-	-	-	-	35,250	370,890	406,140
01:00 - 01:30	-	-	-	-	-	-	-	-	-	-	-	35,250	370,890	406,140
01:30 - 02:00	-	-	-	-	-	-	-	-	-	-	-	35,250	370,890	406,140
02:00 - 02:30	-	-	-	-	-	-	-	-	-	-	-	35,250	370,890	406,140
02:30 - 03:00	-	-	-	-	-	-	-	-	-	-	-	35,250	370,890	406,140
03:00 - 03:30	-	-	-	-	-	-	-	-	-	-	-	35,250	370,890	406,140
03:30 - 04:00	-	-	-	-	-	-	-	-	-	-	-	35,250	370,890	406,140
04:00 - 04:30	-	-	-	-	-	-	-	-	-	-	-	35,250	370,890	406,140
04:30 - 05:00	-	-	-	-	-	-	-	-	-	-	-	35,250	370,890	406,140
05:00 - 05:30	-	-	-	-	-	-	-	-	-	-	-	35,250	370,890	406,140
05:30 - 06:00	-	-	-	-	-	-	-	-	-	-	-	35,250	370,890	406,140
06:00 - 06:30	-	-	-	-	-	-	-	-	-	-	-	35,250	370,890	406,140
06:30 - 07:00	-	-	-	-	-	-	-	-	-	-	-	35,250	370,890	406,140
07:00 - 07:30	-	-	-	-	-	1,533	-	-	-	-	-	35,250	369,358	406,140
07:30 - 08:00	-	-	-	-	-	1,533	-	-	-	-	-	35,250	369,358	406,140
08:00 - 08:30	-	7,663	-	-	-	1,533	-	-	-	-	-	35,250	361,694	406,140
08:30 - 09:00	-	7,663	-	-	-	1,533	-	-	-	-	-	35,250	361,694	406,140
09:00 - 09:30	33,717	10,728	12,261	-	-	1,533	-	-	-	-	-	35,250	312,651	406,140
09:30 - 10:00	39,848	10,728	13,793	-	-	1,533	-	-	-	-	-	35,250	304,988	406,140
10:00 - 10:30	35,250	10,728	13,793	-	-	-	-	-	-	-	1,533	35,250	309,586	406,140
10:30 - 11:00	9,196	10,728	13,793	-	-	-	-	-	-	-	1,533	35,250	335,640	406,140
11:00 - 11:30	4,598	10,728	13,793	-	-	-	-	-	-	-	1,533	35,250	340,238	406,140
11:30 - 12:00	4,598	10,728	7,663	1,533	-	-	-	-	-	-	1,533	35,250	344,836	406,140
12:00 - 12:30	19,924	3,065	-	-	-	-	-	-	-	1,533	-	35,250	346,368	406,140
12:30 - 13:00	26,054	4,598	-	-	-	-	-	-	-	22,989	3,065	35,250	314,184	406,140
13:00 - 13:30	27,587	4,598	-	-	-	1,533	-	-	-	22,989	9,196	35,250	304,988	406,140
13:30 - 14:00	27,587	4,598	-	-	-	3,065	-	-	-	22,989	15,326	35,250	297,325	406,140
14:00 - 14:30	24,522	4,598	-	-	-	6,130	-	-	-	22,989	27,587	35,250	285,064	406,140
14:30 - 15:00	9,196	3,065	1,533	-	-	6,130	1,533	-	-	1,533	24,522	35,250	323,379	406,140
15:00 - 15:30	-	3,065	3,065	-	1,533	6,130	1,533	-	-	1,533	18,391	35,250	335,640	406,140
15:30 - 16:00	-	1,533	10,728	-	1,533	4,598	1,533	-	-	1,533	15,326	35,250	334,108	406,140
16:00 - 16:30	-	-	13,793	-	26,054	-	-	-	-	15,326	7,663	35,250	308,053	406,140
16:30 - 17:00	1,533	-	13,793	-	26,054	-	-	-	-	15,326	6,130	35,250	308,053	406,140
17:00 - 17:30	-	-	10,728	-	26,054	-	-	-	-	15,326	4,598	35,250	314,184	406,140
17:30 - 18:00	-	-	9,196	-	26,054	-	-	-	-	15,326	4,598	35,250	315,716	406,140
18:00 - 18:30	1,533	3,065	7,663	-	-	-	-	-	-	16,859	7,663	35,250	334,108	406,140
18:30 - 19:00	1,533	16,859	10,728	-	-	-	-	-	-	15,326	3,065	35,250	323,379	406,140
19:00 - 19:30	1,533	18,391	12,261	-	-	-	-	-	1,533	15,326	6,130	35,250	315,716	406,140
19:30 - 20:00	1,533	58,239	56,706	-	-	-	-	-	1,533	15,326	4,598	35,250	232,956	406,140
20:00 - 20:30	205,369	12,261	32,185	-	-	-	-	-	1,533	-	6,130	35,250	113,413	406,140
20:30 - 21:00	81,228	19,924	32,185	-	-	-	1,533	3,065	6,130	16,859	10,728	35,250	199,238	406,140
21:00 - 21:30	88,891	19,924	24,522	-	4,598	1,533	1,533	3,065	6,130	16,859	41,380	35,250	162,456	406,140
21:30 - 22:00	84,293	16,859	19,924	-	4,598	1,533	1,533	3,065	6,130	15,326	42,913	35,250	174,717	406,140
22:00 - 22:30	82,761	12,261	12,261	-	-	1,533	1,533	3,065	4,598	15,326	39,848	35,250	197,706	406,140
22:30 - 23:00	76,630	4,598	10,728	-	-	1,533	-	-	3,065	13,793	35,250	35,250	225,293	406,140
23:00 - 23:30	1,533	-	-	-	-	-	-	-	1,533	-	18,391	35,250	349,434	406,140
23:30 - 00:00	1,533	-	-	-	-	-	-	-	-	-	7,663	35,250	361,694	406,140

<u>Note I</u>: *TV stations not featured in the Table above have a TV viewership of less than 0.4% between Sunday and Saturday.*
<u>Note II</u>: *Timebands featuring a 'nil' viewership in the Table above have a TV viewership of less than 1,533 viewers on Sunday.*

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TV Audience on <u>MONDAY</u>

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

Table 10 – Q8 – TV Audience on <u>MONDAY</u> – by Timeband
(Multiple-Response Q) (n=413,803)
<u>NOTE</u>: *Respondents were given the possibility of mentioning up to 3 TV stations they watched on Monday.*
For each mentioned TV station, they were asked to indicate all timebands watched.

	TVM	ONE	NET TV	Smash	TVM NEWS+	TVM SPORT+	F Living	Xejk	UTV	GO Tokis	TSN 1-8 (Melita / GO)	Cablenet Sports 1-2 (GO)	Foreign station (ANY)	Did not watch TV	Did not watch TV during this timeslot	Total
00:00 - 00:30	-	-	-	-	-	-	-	-	-	-	-	-	-	33,717	380,086	413,803
00:30 - 01:00	-	-	-	-	-	-	-	-	-	-	-	-	-	33,717	380,086	413,803
01:00 - 01:30	-	-	-	-	-	-	-	-	-	-	-	-	-	33,717	380,086	413,803
01:30 - 02:00	-	-	-	-	-	-	-	-	-	-	-	-	-	33,717	380,086	413,803
02:00 - 02:30	-	-	-	-	-	-	-	-	-	-	-	-	-	33,717	380,086	413,803
02:30 - 03:00	-	-	-	-	-	-	-	-	-	-	-	-	-	33,717	380,086	413,803
03:00 - 03:30	-	-	-	-	-	-	-	-	-	-	-	-	-	33,717	380,086	413,803
03:30 - 04:00	-	-	-	-	-	-	-	-	-	-	-	-	-	33,717	380,086	413,803
04:00 - 04:30	-	-	-	-	-	-	-	-	-	-	-	-	-	33,717	380,086	413,803
04:30 - 05:00	-	-	-	-	-	-	-	-	-	-	-	-	-	33,717	380,086	413,803
05:00 - 05:30	-	-	-	-	-	-	-	-	-	-	-	-	-	33,717	380,086	413,803
05:30 - 06:00	-	-	-	-	-	-	-	-	-	-	-	-	-	33,717	380,086	413,803
06:00 - 06:30	-	1,533	-	-	-	-	-	-	-	-	-	-	-	33,717	378,553	413,803
06:30 - 07:00	3,065	9,196	-	-	-	-	-	-	-	-	-	-	-	33,717	367,825	413,803
07:00 - 07:30	4,598	9,196	-	-	-	-	-	-	-	-	-	-	-	33,717	366,292	413,803
07:30 - 08:00	3,065	9,196	-	-	-	-	-	-	-	-	-	-	-	33,717	367,825	413,803
08:00 - 08:30	1,533	12,261	-	-	-	-	-	-	-	-	-	-	-	33,717	366,292	413,803
08:30 - 09:00	1,533	10,728	-	-	-	-	-	-	-	-	-	-	-	33,717	367,825	413,803
09:00 - 09:30	1,533	6,130	-	-	-	-	-	-	-	-	-	-	-	33,717	372,423	413,803
09:30 - 10:00	18,391	4,598	-	-	-	-	-	-	-	-	-	-	-	33,717	357,097	413,803
10:00 - 10:30	12,261	4,598	-	-	-	-	-	-	-	-	-	-	-	33,717	363,227	413,803
10:30 - 11:00	9,196	6,130	-	-	-	-	-	-	-	-	-	-	-	33,717	364,760	413,803
11:00 - 11:30	9,196	6,130	-	-	-	-	-	-	-	-	-	-	-	33,717	364,760	413,803
11:30 - 12:00	9,196	6,130	-	-	-	-	-	-	-	-	-	-	-	33,717	364,760	413,803
12:00 - 12:30	3,065	10,728	18,391	-	-	-	-	-	-	-	-	-	-	33,717	347,901	413,803
12:30 - 13:00	3,065	12,261	18,391	-	-	-	-	-	-	-	-	-	-	33,717	346,368	413,803
13:00 - 13:30	3,065	12,261	18,391	-	-	-	1,533	-	-	-	-	-	1,533	33,717	343,303	413,803
13:30 - 14:00	3,065	12,261	18,391	-	-	-	1,533	-	-	-	-	-	16,859	33,717	327,977	413,803
14:00 - 14:30	3,065	12,261	19,924	-	-	-	10,728	-	-	-	-	-	21,456	33,717	312,651	413,803
14:30 - 15:00	3,065	12,261	19,924	-	-	-	10,728	-	-	-	-	-	24,522	33,717	309,586	413,803
15:00 - 15:30	1,533	13,793	19,924	-	-	-	10,728	-	-	-	-	-	21,456	33,717	312,651	413,803
15:30 - 16:00	1,533	16,859	19,924	-	-	-	12,261	-	-	-	-	-	13,793	33,717	315,716	413,803
16:00 - 16:30	-	15,326	6,130	-	-	-	3,065	-	-	-	-	-	1,533	33,717	354,031	413,803
16:30 - 17:00	-	13,793	6,130	-	-	-	1,533	-	-	-	-	-	1,533	33,717	357,097	413,803
17:00 - 17:30	9,196	10,728	9,196	-	-	-	1,533	-	-	-	-	-	1,533	33,717	347,901	413,803
17:30 - 18:00	10,728	10,728	9,196	-	-	-	1,533	-	-	-	1,533	-	-	33,717	346,368	413,803
18:00 - 18:30	13,793	13,793	35,250	-	-	-	1,533	-	-	-	1,533	-	1,533	33,717	312,651	413,803
18:30 - 19:00	7,663	33,717	35,250	-	-	-	-	-	-	-	18,391	-	3,065	33,717	281,999	413,803
19:00 - 19:30	39,848	32,185	35,250	-	-	-	-	-	-	-	18,391	-	6,130	33,717	248,282	413,803
19:30 - 20:00	41,380	53,641	79696	-	-	-	-	-	-	-	18,391	-	4,598	33,717	182,379	413,803
20:00 - 20:30	194,641	7,663	21,456	-	1,533	3,065	-	-	-	1,533	19,924	-	10,728	33,717	119,543	413,803
20:30 - 21:00	33,717	3,065	41,380	1,533	1,533	3,065	-	6,130	3,065	15,326	4,598	1,533	15,326	33,717	249,815	413,803
21:00 - 21:30	24,522	7,663	41,380	1,533	1,533	16,859	-	6,130	4,598	16,859	22,989	-	55,174	33,717	180,848	413,803
21:30 - 22:00	24,522	12,261	19,924	-	1,533	16,859	-	6,130	4,598	15,326	22,989	-	68,967	33,717	186,978	413,803
22:00 - 22:30	18,391	10,728	19,924	-	1,533	15,326	-	-	3,065	15,326	16,859	-	65,902	33,717	213,032	413,803
22:30 - 23:00	16,859	3,065	19,924	-	1,533	-	-	-	-	9,196	16,859	-	58,239	33,717	254,412	413,803
23:00 - 23:30	-	-	4,598	-	-	-	-	-	-	1,533	-	-	50,576	33,717	323,379	413,803
23:30 - 00:00	-	-	1,533	-	-	-	-	-	-	-	-	-	35,250	33,717	343,303	413,803

<u>*Note I*</u>: *TV stations not featured in the Table above have a TV viewership of less than 0.4% between Sunday and Saturday.*
<u>*Note II*</u>: *Timebands featuring a 'nil' viewership in the Table above have a TV viewership of less than 1,533 viewers on Monday.*

M.FSADNI & Associates

TV Audience on <u>TUESDAY</u>

- The **most watched timeband** on Tuesday is 20:00 – 20:30 **on TVM** (122,608 Viewers).

Table 11 – Q8 – TV Audience on <u>TUESDAY</u> – by Timeband
(Multiple-Response Q) (n=383,879)
<u>NOTE</u>: *Respondents were given the possibility of mentioning up to 3 TV stations they watched on Tuesday.*
For each mentioned TV station, they were asked to indicate all timebands watched.

	TVM	ONE	NET TV	Smash	TVM NEWS+	TVM SPORT+	F Living	Xejk	UTV	GO Tokis	TSN 1-8 (Melita / GO)	Cablenet Sports 1-2 (GO)	Foreign station (ANY)	Did not watch TV	Did not watch TV during this timeslot	Total
00:00 - 00:30	-	-	-	-	-	-	-	-	-	-	-	-	-	41,380	352,499	393,879
00:30 - 01:00	-	-	-	-	-	-	-	-	-	-	-	-	-	41,380	352,499	393,879
01:00 - 01:30	-	-	-	-	-	-	-	-	-	-	-	-	-	41,380	352,499	393,879
01:30 - 02:00	-	-	-	-	-	-	-	-	-	-	-	-	-	41,380	352,499	393,879
02:00 - 02:30	-	-	-	-	-	-	-	-	-	-	-	-	-	41,380	352,499	393,879
02:30 - 03:00	-	-	-	-	-	-	-	-	-	-	-	-	-	41,380	352,499	393,879
03:00 - 03:30	-	-	-	-	-	-	-	-	-	-	-	-	-	41,380	352,499	393,879
03:30 - 04:00	-	-	-	-	-	-	-	-	-	-	-	-	-	41,380	352,499	393,879
04:00 - 04:30	-	-	-	-	-	-	-	-	-	-	-	-	-	41,380	352,499	393,879
04:30 - 05:00	-	-	-	-	-	-	-	-	-	-	-	-	-	41,380	352,499	393,879
05:00 - 05:30	-	-	-	-	-	-	-	-	-	-	-	-	-	41,380	352,499	393,879
05:30 - 06:00	-	-	-	-	-	-	-	-	-	-	-	-	-	41,380	352,499	393,879
06:00 - 06:30	-	-	-	-	-	-	-	-	-	-	-	-	-	41,380	352,499	393,879
06:30 - 07:00	4,598	7,663	-	-	1,533	-	-	-	-	-	-	-	-	41,380	338,705	393,879
07:00 - 07:30	6,130	7,663	-	-	1,533	-	-	-	-	-	-	-	-	41,380	337,173	393,879
07:30 - 08:00	3,065	6,130	-	-	1,533	-	-	-	-	-	-	-	-	41,380	341,770	393,879
08:00 - 08:30	-	6,130	-	-	-	-	-	-	-	1,533	-	-	-	41,380	344,836	393,879
08:30 - 09:00	-	6,130	-	-	-	-	-	-	-	1,533	-	-	-	41,380	344,836	393,879
09:00 - 09:30	-	3,065	-	-	-	-	-	-	-	1,533	-	-	-	41,380	347,901	393,879
09:30 - 10:00	12,261	3,065	-	-	-	-	-	-	-	1,533	-	-	-	41,380	335,640	393,879
10:00 - 10:30	10,728	1,533	-	-	-	-	-	-	-	1,533	-	-	1,533	41,380	337,173	393,879
10:30 - 11:00	3,065	1,533	-	-	-	-	-	-	-	1,533	-	-	3,065	41,380	343,303	393,879
11:00 - 11:30	3,065	1,533	-	-	-	-	-	-	-	1,533	-	-	3,065	41,380	343,303	393,879
11:30 - 12:00	3,065	1,533	-	-	-	-	-	-	-	1,533	-	-	3,065	41,380	343,303	393,879
12:00 - 12:30	3,065	3,065	4,598	-	-	-	-	-	-	1,533	-	-	1,533	41,380	338,705	393,879
12:30 - 13:00	1,533	4,598	4,598	-	-	-	-	-	-	-	-	-	-	41,380	341,770	393,879
13:00 - 13:30	3,065	6,130	4,598	-	-	-	3,065	-	-	-	-	-	1,533	41,380	334,107	393,879
13:30 - 14:00	4,598	4,598	4,598	-	-	-	4,598	-	-	-	-	-	10,728	41,380	323,379	393,879
14:00 - 14:30	4,598	4,598	4,598	-	-	-	12,261	-	-	-	-	-	12,261	41,380	314,184	393,879
14:30 - 15:00	3,065	6,130	4,598	-	-	-	9,196	-	-	-	-	-	12,261	41,380	317,249	393,879
15:00 - 15:30	3,065	6,130	4,598	-	-	-	9,196	-	-	-	-	-	9,196	41,380	320,314	393,879
15:30 - 16:00	1,533	4,598	4,598	-	-	-	10,728	-	-	-	-	-	9,196	41,380	321,847	393,879
16:00 - 16:30	-	1,533	3,065	-	-	-	1,533	-	-	-	-	-	1,533	41,380	344,836	393,879
16:30 - 17:00	-	1,533	3,065	-	-	-	1,533	-	-	-	-	-	3,065	41,380	343,303	393,879
17:00 - 17:30	18,391	6,130	1,533	-	-	-	-	-	-	-	-	-	4,598	41,380	321,847	393,879
17:30 - 18:00	18,391	4,598	1,533	-	-	-	-	-	-	-	-	-	4,598	41,380	323,379	393,879
18:00 - 18:30	19,924	7,663	16,859	-	-	-	-	1,533	-	-	3,065	-	6,130	41,380	297,325	393,879
18:30 - 19:00	7,663	13,793	18,391	-	-	-	-	-	-	-	3,065	-	4,598	41,380	304,988	393,879
19:00 - 19:30	35,250	15,326	24,522	-	-	-	-	-	-	-	3,065	-	7,663	41,380	266,673	393,879
19:30 - 20:00	32,185	70,500	49,043	-	-	7,663	-	-	-	-	3,065	-	4,598	41,380	185,445	393,879
20:00 - 20:30	122,608	38,315	26,054	-	10,728	7,663	1,533	-	-	1,533	1,533	-	12,261	41,380	130,271	393,879
20:30 - 21:00	36,782	35,250	19,924	1,533	9,196	1,533	-	6,130	10,728	22,989	6,130	-	15,326	41,380	186,978	393,879
21:00 - 21:30	32,185	35,250	21,456	1,533	9,196	-	1,533	6,130	10,728	24,522	32,185	-	41,380	41,380	136,402	393,879
21:30 - 22:00	22,989	35,250	16,859	3,065	9,196	-	1,533	6,130	10,728	24,522	30,652	1,533	50,576	41,380	139,467	393,879
22:00 - 22:30	3,065	1,533	10,728	3,065	1,533	-	1,533	4,598	10,728	24,522	30,652	-	47,511	41,380	213,032	393,879
22:30 - 23:00	-	-	9,196	1,533	1,533	1,533	1,533	-	-	9,196	27,587	-	39,848	41,380	260,543	393,879
23:00 - 23:30	-	-	1,533	-	-	1,533	-	-	-	-	-	-	30,652	41,380	318,781	393,879
23:30 - 00:00	-	-	-	-	-	1,533	-	-	-	-	-	-	22,989	41,380	327,977	393,879

<u>Note I</u>: *TV stations not featured in the Table above have a TV viewership of less than 0.4% between Sunday and Saturday.*
<u>Note II</u>: *Timebands featuring a 'nil' viewership in the Table above have a TV viewership of less than 1,533 viewers on Tuesday.*

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TV Audience on <u>WEDNESDAY</u>

♦ The **most watched timeband** on Wednesday is 20:00 - 20:30 **on TVM** (134,869 TV Viewers).

Table 12 – Q8 – TV Audience on <u>WEDNESDAY</u> – by Timeband
(Multiple-Response Q) (n=369,357)
<u>*NOTE*</u>*: Respondents were given the possibility of mentioning up to 3 TV stations they watched on Wednesday.*
For each mentioned TV station, they were asked to indicate all timebands watched

	TVM	ONE	NET TV	TVM NEWS+	F Living	Xejk	UTV	Parliament TV	GO Tokis	TSN 1-8 (Melita / GO)	Foreign station (ANY)	Did not watch TV	Did not watch TV during this	Total
00:00 - 00:30	-	-	-	-	-	-	-	-	-	-	-	32,185	337,172	369,357
00:30 - 01:00	-	-	-	-	-	-	-	-	-	-	-	32,185	337,172	369,357
01:00 - 01:30	-	-	-	-	-	-	-	-	-	-	-	32,185	337,172	369,357
01:30 - 02:00	-	-	-	-	-	-	-	-	-	-	-	32,185	337,172	369,357
02:00 - 02:30	-	-	-	-	-	-	-	-	-	-	-	32,185	337,172	369,357
02:30 - 03:00	-	-	-	-	-	-	-	-	-	-	-	32,185	337,172	369,357
03:00 - 03:30	-	-	-	-	-	-	-	-	-	-	-	32,185	337,172	369,357
03:30 - 04:00	-	-	-	-	-	-	-	-	-	-	-	32,185	337,172	369,357
04:00 - 04:30	-	-	-	-	-	-	-	-	-	-	-	32,185	337,172	369,357
04:30 - 05:00	-	-	-	-	-	-	-	-	-	-	-	32,185	337,172	369,357
05:00 - 05:30	-	-	-	-	-	-	-	-	-	-	-	32,185	337,172	369,357
05:30 - 06:00	-	-	-	-	-	-	-	-	-	-	-	32,185	337,172	369,357
06:00 - 06:30	-	-	-	-	-	-	-	-	-	-	-	32,185	337,172	369,357
06:30 - 07:00	-	4,598	-	-	-	-	-	-	-	-	-	32,185	332,575	369,357
07:00 - 07:30	1,533	4,598	-	-	-	-	-	-	-	-	-	32,185	331,042	369,357
07:30 - 08:00	1,533	4,598	-	-	-	-	-	-	-	-	-	32,185	331,042	369,357
08:00 - 08:30	1,533	7,663	-	-	-	-	-	-	-	-	-	32,185	327,977	369,357
08:30 - 09:00	1,533	7,663	-	-	-	-	-	-	-	-	-	32,185	327,977	369,357
09:00 - 09:30	1,533	3,065	-	-	-	-	-	-	-	-	-	32,185	332,575	369,357
09:30 - 10:00	9,196	1,533	-	-	-	-	-	-	-	-	-	32,185	326,444	369,357
10:00 - 10:30	6,130	1,533	-	-	-	-	-	-	-	-	-	32,185	329,509	369,357
10:30 - 11:00	3,065	1,533	-	-	-	-	-	-	-	-	-	32,185	332,575	369,357
11:00 - 11:30	3,065	1,533	-	-	-	-	-	-	-	-	-	32,185	332,575	369,357
11:30 - 12:00	3,065	1,533	-	-	-	-	-	-	-	-	-	32,185	332,575	369,357
12:00 - 12:30	1,533	3,065	6,130	-	-	-	-	-	-	-	-	32,185	326,444	369,357
12:30 - 13:00	1,533	4,598	7,663	-	-	-	-	-	-	-	-	32,185	323,379	369,357
13:00 - 13:30	1,533	4,598	10,728	-	1,533	-	-	-	-	-	1,533	32,185	317,249	369,357
13:30 - 14:00	1,533	4,598	10,728	-	4,598	-	-	-	-	-	10,728	32,185	304,988	369,357
14:00 - 14:30	1,533	4,598	12,261	-	6,130	-	-	-	-	-	10,728	32,185	301,923	369,357
14:30 - 15:00	3,065	6,130	12,261	-	6,130	-	-	-	-	-	10,728	32,185	298,857	369,357
15:00 - 15:30	3,065	4,598	13,793	-	6,130	-	-	-	-	-	10,728	32,185	298,857	369,357
15:30 - 16:00	1,533	6,130	12,261	-	6,130	-	-	-	-	-	6,130	32,185	304,988	369,357
16:00 - 16:30	-	1,533	-	-	-	-	-	1,533	-	-	4,598	32,185	329,509	369,357
16:30 - 17:00	-	1,533	9,196	-	-	-	-	7,663	-	-	-	32,185	318,781	369,357
17:00 - 17:30	13,793	1,533	19,924	-	-	-	-	9,196	-	-	1,533	32,185	291,194	369,357
17:30 - 18:00	13,793	-	36,782	-	-	-	-	12,261	-	-	-	32,185	274,336	369,357
18:00 - 18:30	15,326	1,533	53,641	-	-	-	-	15,326	-	9,196	1,533	32,185	240,618	369,357
18:30 - 19:00	4,598	29,119	67,434	-	-	-	-	13,793	-	10,728	-	32,185	211,499	369,357
19:00 - 19:30	22,989	29,119	67,434	-	-	-	-	13,793	-	10,728	6,130	32,185	186,977	369,357
19:30 - 20:00	22,989	53,641	78,163	-	-	-	-	10,728	1,533	10,728	7,663	32,185	151,728	369,357
20:00 - 20:30	134,869	26,054	49,043	3,065	-	-	-	-	1,533	1,533	10,728	32,185	110,347	369,357
20:30 - 21:00	24,522	26,054	39,848	3,065	-	3,065	4,598	-	16,859	22,989	15,326	32,185	180,847	369,357
21:00 - 21:30	42,913	22,989	27,587	4,598	-	3,065	4,598	-	18,391	35,250	33,717	32,185	144,065	369,357
21:30 - 22:00	42,913	1,533	10,728	3,065	-	3,065	4,598	-	18,391	35,250	44,445	32,185	173,184	369,357
22:00 - 22:30	38,315	-	4,598	1,533	-	1,533	4,598	-	15,326	35,250	44,445	32,185	191,575	369,357
22:30 - 23:00	3,065	-	-	-	-	-	-	-	6,130	35,250	41,380	32,185	251,347	369,357
23:00 - 23:30	-	-	-	-	-	-	-	-	-	1,533	36,782	32,185	298,857	369,357
23:30 - 00:00	-	-	-	-	-	-	-	-	-	-	16,859	32,185	320,314	369,357

<u>*Note I:*</u> *TV stations not featured in the Table above have a TV viewership of less than 0.3% between Sunday and Saturday.*
<u>*Note II*</u>*: Timebands featuring a 'nil' viewership in the Table above have a TV viewership of less than 1,533 viewers on Wednesday.*

M.FSADNI & Associates

TV Audience on THURSDAY

• The **most watched timeband** on Thursday is 20:00 – 20:30 **on TVM** (111,880 TV Viewers).

Table 13 – Q8 – TV Audience on THURSDAY – by Timeband
(Multiple-Response Q) (n=392,346)
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	UTV	Melita More	GO Tokis	Foreign station (ANY)	Did not watch TV during this timeslot	Total
00:00 - 00:30	-	3,065	-	-	-	-	-	-	-	-	-	-	389,281	392,346
00:30 - 01:00	-	3,065	-	-	-	-	-	-	-	-	-	-	389,281	392,346
01:00 - 01:30	-	3,065	-	-	-	-	-	-	-	-	-	-	389,281	392,346
01:30 - 02:00	-	1,533	-	-	-	-	-	-	-	-	-	-	390,813	392,346
02:00 - 02:30	-	1,533	-	-	-	-	-	-	-	-	-	-	390,813	392,346
02:30 - 03:00	-	1,533	-	-	-	-	-	-	-	-	-	-	390,813	392,346
03:00 - 03:30	-	-	-	-	-	-	-	-	-	-	-	-	392,346	392,346
03:30 - 04:00	-	-	-	-	-	-	-	-	-	-	-	-	392,346	392,346
04:00 - 04:30	-	-	-	-	-	-	-	-	-	-	-	-	392,346	392,346
04:30 - 05:00	-	-	-	-	-	-	-	-	-	-	-	-	392,346	392,346
05:00 - 05:30	-	-	-	-	-	-	-	-	-	-	-	-	392,346	392,346
05:30 - 06:00	-	-	-	-	-	-	-	-	-	-	-	-	392,346	392,346
06:00 - 06:30	-	-	-	-	-	-	-	-	-	-	-	-	392,346	392,346
06:30 - 07:00	-	7,663	1,533	-	-	-	-	-	-	-	-	-	383,150	392,346
07:00 - 07:30	-	10,728	1,533	-	-	-	-	-	-	-	-	-	380,085	392,346
07:30 - 08:00	-	7,663	1,533	-	-	-	-	-	-	-	-	-	383,150	392,346
08:00 - 08:30	-	13,793	-	-	-	-	-	-	-	-	-	-	378,553	392,346
08:30 - 09:00	-	7,663	-	-	-	-	-	-	-	-	-	-	384,683	392,346
09:00 - 09:30	3,065	4,598	-	-	-	-	-	-	-	-	-	-	384,683	392,346
09:30 - 10:00	7,663	3,065	-	-	-	-	-	-	-	-	-	-	381,618	392,346
10:00 - 10:30	7,663	3,065	-	-	-	-	-	-	-	-	-	-	381,618	392,346
10:30 - 11:00	4,598	3,065	-	-	-	-	-	-	-	-	-	-	384,683	392,346
11:00 - 11:30	4,598	3,065	-	-	-	-	-	-	-	-	-	-	384,683	392,346
11:30 - 12:00	4,598	4,598	-	-	-	-	-	-	-	-	-	-	383,150	392,346
12:00 - 12:30	3,065	7,663	6,130	-	-	-	-	-	-	-	-	1,533	373,955	392,346
12:30 - 13:00	3,065	12,261	6,130	-	-	-	-	-	-	-	-	1,533	369,357	392,346
13:00 - 13:30	3,065	13,793	12,261	-	-	-	1,533	-	-	-	-	3,065	358,629	392,346
13:30 - 14:00	1,533	15,326	12,261	-	-	-	4,598	-	-	1,533	-	6,130	350,966	392,346
14:00 - 14:30	1,533	15,326	13,793	-	-	-	4,598	-	-	1,533	-	7,663	347,901	392,346
14:30 - 15:00	1,533	15,326	15,326	-	-	-	7,663	-	-	1,533	1,533	7,663	341,170	392,346
15:00 - 15:30	1,533	6,130	12,261	-	-	-	7,663	-	-	1,533	1,533	7,663	354,031	392,346
15:30 - 16:00	1,533	6,130	10,728	-	-	-	6,130	-	-	1,533	-	3,065	363,227	392,346
16:00 - 16:30	-	3,065	1,533	-	-	-	1,533	-	-	-	-	-	386,216	392,346
16:30 - 17:00	-	3,065	1,533	-	-	-	-	-	-	-	-	-	387,748	392,346
17:00 - 17:30	10,728	-	-	-	-	-	-	-	-	-	-	-	381,618	392,346
17:30 - 18:00	10,728	-	-	-	-	-	-	-	-	-	-	-	381,618	392,346
18:00 - 18:30	12,261	-	15,326	1,533	-	-	-	-	-	-	-	1,533	361,694	392,346
18:30 - 19:00	3,065	16,859	16,859	-	-	-	-	-	-	-	-	1,533	354,031	392,346
19:00 - 19:30	35,250	16,859	18,391	-	-	-	-	-	-	-	-	-	1,533	320,314	392,346
19:30 - 20:00	35,250	56,706	52,108	-	-	-	-	-	-	-	-	-	3,065	245,216	392,346
20:00 - 20:30	111,880	29,119	36,782	-	16,859	3,065	-	-	-	-	-	-	7,663	186,977	392,346
20:30 - 21:00	44,445	29,119	33,717	3,065	21,456	6,130	-	3,065	10,728	1,533	26,054	15,326	197,706	392,346
21:00 - 21:30	33,717	29,119	36,782	4,598	22,989	6,130	-	3,065	9,196	1,533	29,119	47,511	168,586	392,346
21:30 - 22:00	27,587	29,119	33,717	3,065	21,456	6,130	-	3,065	9,196	-	29,119	49,043	180,847	392,346
22:00 - 22:30	7,663	22,989	30,652	1,533	7,663	1,533	-	1,533	7,663	-	22,989	45,978	242,151	392,346
22:30 - 23:00	3,065	7,663	18,391	-	4,598	-	-	-	-	-	6,130	42,913	309,586	392,346
23:00 - 23:30	-	-	-	-	-	-	-	-	-	-	1,533	29,119	361,694	392,346
23:30 - 00:00	-	1,533	-	-	-	-	-	-	-	-	1,533	10,728	378,553	392,346

**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.

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TV Audience on <u>FRIDAY</u>

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

Table 14 – Q8 – TV Audience on <u>FRIDAY</u> – by Timeband
(Multiple-Response Q) (n=404,607)
<u>NOTE</u>: *Respondents were given the possibility of mentioning up to 3 TV stations they watched on Friday.*
For each mentioned TV station, they were asked to indicate all timebands watched.

	TVM	ONE	NET TV	Smash	TVM NEWS+	TVM SPORT+	F Living	Xejk	UTV	GO Tokis	TSN 1-8 (Melita / GO)	Foreign station (ANY)	Did not watch TV	Did not watch TV during this timeslot	Total
00:00 - 00:30	-	-	-	-	-	-	-	-	-	-	-	-	59,771	344,836	404,607
00:30 - 01:00	-	-	-	-	-	-	-	-	-	-	-	-	59,771	344,836	404,607
01:00 - 01:30	-	-	-	-	-	-	-	-	-	-	-	-	59,771	344,836	404,607
01:30 - 02:00	-	-	-	-	-	-	-	-	-	-	-	-	59,771	344,836	404,607
02:00 - 02:30	-	-	-	-	-	-	-	-	-	-	-	-	59,771	344,836	404,607
02:30 - 03:00	-	-	-	-	-	-	-	-	-	-	-	-	59,771	344,836	404,607
03:00 - 03:30	-	-	1,533	-	-	-	-	-	-	-	-	-	59,771	343,303	404,607
03:30 - 04:00	-	-	-	-	-	-	-	-	-	-	-	-	59,771	344,836	404,607
04:00 - 04:30	-	-	-	-	-	-	-	-	-	-	-	-	59,771	344,836	404,607
04:30 - 05:00	-	-	-	-	-	-	-	-	-	-	-	-	59,771	344,836	404,607
05:00 - 05:30	-	-	-	-	-	-	-	-	-	-	-	-	59,771	344,836	404,607
05:30 - 06:00	-	-	-	-	-	-	-	-	-	-	-	-	59,771	344,836	404,607
06:00 - 06:30	-	-	-	-	-	-	-	-	-	-	-	-	59,771	344,836	404,607
06:30 - 07:00	1,533	6,130	-	-	-	-	-	-	-	-	-	-	59,771	337,173	404,607
07:00 - 07:30	1,533	6,130	-	-	-	-	-	-	-	-	-	-	59,771	337,173	404,607
07:30 - 08:00	1,533	6,130	-	-	-	-	-	-	-	-	-	-	59,771	337,173	404,607
08:00 - 08:30	1,533	6,130	-	-	-	-	-	-	-	-	-	-	59,771	337,173	404,607
08:30 - 09:00	1,533	1,533	-	-	-	-	-	-	-	-	-	-	59,771	341,770	404,607
09:00 - 09:30	1,533	3,065	-	-	-	-	-	-	-	-	-	-	59,771	340,238	404,607
09:30 - 10:00	3,065	1,533	-	-	-	-	-	-	-	-	-	-	59,771	340,238	404,607
10:00 - 10:30	3,065	1,533	-	-	-	-	-	-	-	-	-	-	59,771	340,238	404,607
10:30 - 11:00	3,065	1,533	-	-	-	-	-	-	-	-	-	-	59,771	340,238	404,607
11:00 - 11:30	3,065	1,533	-	-	-	-	-	-	-	-	-	-	59,771	340,238	404,607
11:30 - 12:00	3,065	1,533	-	-	-	-	-	-	-	-	-	-	59,771	340,238	404,607
12:00 - 12:30	3,065	1,533	7,663	-	-	-	-	-	-	-	-	1,533	59,771	331,042	404,607
12:30 - 13:00	1,533	9,196	9,196	-	-	-	1,533	-	-	-	-	1,533	59,771	321,846	404,607
13:00 - 13:30	1,533	10,728	9,196	-	-	-	4,598	-	-	-	-	1,533	59,771	317,249	404,607
13:30 - 14:00	1,533	10,728	9,196	-	-	-	9,196	-	-	-	-	12,261	59,771	301,923	404,607
14:00 - 14:30	1,533	10,728	9,196	-	-	-	9,196	-	-	-	-	13,793	59,771	300,390	404,607
14:30 - 15:00	3,065	10,728	9,196	-	-	-	9,196	-	-	-	-	15,326	59,771	297,325	404,607
15:00 - 15:30	1,533	10,728	9,196	-	-	-	10,728	-	-	-	-	9,196	59,771	303,455	404,607
15:30 - 16:00	-	10,728	9,196	-	-	-	9,196	-	-	-	-	6,130	59,771	309,586	404,607
16:00 - 16:30	-	3,065	3,065	-	-	-	3,065	-	-	-	-	3,065	59,771	332,575	404,607
16:30 - 17:00	-	3,065	1,533	-	-	-	3,065	-	-	-	-	3,065	59,771	334,107	404,607
17:00 - 17:30	7,663	1,533	1,533	-	-	-	3,065	-	-	-	-	3,065	59,771	327,977	404,607
17:30 - 18:00	10,728	13,793	-	1,533	-	-	1,533	1,533	-	-	-	3,065	59,771	312,651	404,607
18:00 - 18:30	10,728	16,859	9,196	1,533	1,533	-	-	1,533	-	-	-	3,065	59,771	300,390	404,607
18:30 - 19:00	4,598	21,456	15,326	1,533	-	-	-	1,533	-	-	-	1,533	59,771	298,857	404,607
19:00 - 19:30	21,456	19,924	18,391	-	3,065	-	-	-	-	-	-	1,533	4,598	59,771	275,868	404,607
19:30 - 20:00	21,456	53,641	56,706	-	1,533	1,533	-	-	-	-	-	7,663	59,771	202,304	404,607
20:00 - 20:30	130,271	39,848	27,587	-	10,728	3,065	-	-	-	-	-	10,728	59,771	122,608	404,607
20:30 - 21:00	21,456	32,185	33,717	13,793	10,728	7,663	-	6,130	9,196	6,130	22,989	18,391	59,771	162,456	404,607
21:00 - 21:30	33,717	29,119	33,717	13,793	12,261	9,196	-	7,663	9,196	6,130	26,054	41,380	59,771	122,608	404,607
21:30 - 22:00	33,717	16,859	38,315	12,261	6,130	9,196	-	7,663	9,196	6,130	24,522	42,913	59,771	137,934	404,607
22:00 - 22:30	10,728	10,728	16,859	12,261	3,065	9,196	-	6,130	9,196	3,065	24,522	49,043	59,771	190,043	404,607
22:30 - 23:00	9,196	6,130	9,196	-	-	9,196	-	1,533	4,598	1,533	24,522	44,445	59,771	234,488	404,607
23:00 - 23:30	3,065	6,130	-	-	-	-	-	-	-	-	-	24,522	59,771	311,118	404,607
23:30 - 00:00	-	1,533	-	-	-	-	-	-	-	-	-	18,391	59,771	324,912	404,607

<u>Note I</u>: *TV stations not featured in the Table above have a TV viewership of less than 0.4% between Sunday and Saturday.*
<u>Note II</u>: *Timebands featuring a 'nil' viewership in the Table above have a TV viewership of less than 1533 viewers on Friday*

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TV Audience on <u>SATURDAY</u>

- The **most watched timeband** on Saturday is 20:00 – 20:30 **on TVM** (107,282 TV Viewers).

Table 15 – Q8 – TV Audience on <u>SATURDAY</u> – by Timeband
(Multiple-Response Q) (n=419,933)
<u>NOTE</u>: *Respondents were given the possibility of mentioning up to 3 TV stations they watched on Saturday.*
For each mentioned TV station, they were asked to indicate all timebands watched.

	TVM	ONE	NET TV	Smash	TVM NEWS+	TVM SPORT+	F Living	Xejk	UTV	GO Tokis	TSN 1-8 (Melita / GO)	Foreign station (ANY)	Did not watch TV	Did not watch TV during this timeslot	Total
00:00 - 00:30	1,533	-	-	-	-	-	-	-	-	-	-	3,065	55,174	360,162	419,933
00:30 - 01:00	-	-	-	-	-	-	-	-	-	-	-	1,533	55,174	363,227	419,933
01:00 - 01:30	-	-	-	-	-	-	-	-	-	-	-	1,533	55,174	363,227	419,933
01:30 - 02:00	-	-	-	-	-	-	-	-	-	-	-	-	55,174	364,759	419,933
02:00 - 02:30	-	-	-	-	-	-	-	-	-	-	-	-	55,174	364,759	419,933
02:30 - 03:00	-	-	-	-	-	-	-	-	-	-	-	-	55,174	364,759	419,933
03:00 - 03:30	-	-	-	-	-	-	-	-	-	-	-	1,533	55,174	363,227	419,933
03:30 - 04:00	-	-	-	-	-	-	-	-	-	-	-	1,533	55,174	363,227	419,933
04:00 - 04:30	-	-	-	-	-	-	-	-	-	-	-	-	55,174	364,759	419,933
04:30 - 05:00	-	-	-	-	-	-	-	-	-	-	-	-	55,174	364,759	419,933
05:00 - 05:30	-	-	-	-	-	-	-	-	-	-	-	-	55,174	364,759	419,933
05:30 - 06:00	-	-	-	-	-	-	-	-	-	-	-	-	55,174	364,759	419,933
06:00 - 06:30	-	-	-	-	-	-	-	1,533	-	-	-	1,533	55,174	361,694	419,933
06:30 - 07:00	-	-	-	-	-	-	-	1,533	-	-	-	1,533	55,174	361,694	419,933
07:00 - 07:30	-	-	-	-	-	-	-	1,533	-	-	-	-	55,174	363,227	419,933
07:30 - 08:00	-	-	-	-	-	-	-	1,533	-	-	-	-	55,174	363,227	419,933
08:00 - 08:30	1,533	6,130	-	-	-	-	-	1,533	-	-	-	-	55,174	355,564	419,933
08:30 - 09:00	1,533	4,598	-	-	-	-	-	1,533	-	-	-	-	55,174	357,096	419,933
09:00 - 09:30	3,065	3,065	-	-	-	-	-	-	-	-	-	-	55,174	358,629	419,933
09:30 - 10:00	9,196	4,598	-	-	-	-	-	-	-	-	-	-	55,174	350,966	419,933
10:00 - 10:30	7,663	4,598	-	-	-	-	-	-	-	-	-	-	55,174	352,499	419,933
10:30 - 11:00	3,065	1,533	-	-	-	-	-	-	-	-	-	-	55,174	360,162	419,933
11:00 - 11:30	4,598	-	-	-	-	-	-	-	-	-	-	1,533	55,174	358,629	419,933
11:30 - 12:00	3,065	-	-	-	-	-	-	-	-	-	-	1,533	55,174	360,162	419,933
12:00 - 12:30	7,663	-	1,533	-	-	-	-	-	-	-	-	3,065	55,174	352,499	419,933
12:30 - 13:00	10,728	-	1,533	-	-	-	1,533	-	-	-	-	1,533	55,174	349,433	419,933
13:00 - 13:30	13,793	-	-	-	-	-	4,598	-	-	-	-	3,065	55,174	343,303	419,933
13:30 - 14:00	15,326	1,533	-	1,533	-	18,391	7,663	-	-	-	1,533	7,663	55,174	311,118	419,933
14:00 - 14:30	15,326	1,533	3,065	1,533	-	21,456	9,196	-	-	1,533	3,065	10,728	55,174	297,325	419,933
14:30 - 15:00	13,793	3,065	3,065	1,533	-	21,456	9,196	1,533	-	1,533	3,065	9,196	55,174	297,325	419,933
15:00 - 15:30	15,326	1,533	13,793	1,533	-	21,456	9,196	1,533	-	1,533	4,598	9,196	55,174	285,064	419,933
15:30 - 16:00	12,261	-	13,793	1,533	-	21,456	4,598	1,533	-	3,065	3,065	4,598	55,174	298,857	419,933
16:00 - 16:30	3,065	1,533	18,391	-	-	3,065	-	1,533	-	1,533	15,326	3,065	55,174	317,249	419,933
16:30 - 17:00	3,065	1,533	16,859	-	-	-	-	1,533	-	1,533	16,859	3,065	55,174	320,314	419,933
17:00 - 17:30	9,196	1,533	16,859	-	-	-	-	-	-	-	16,859	6,130	55,174	314,183	419,933
17:30 - 18:00	9,196	1,533	16,859	-	1,533	-	-	-	-	-	16,859	10,728	55,174	308,053	419,933
18:00 - 18:30	6,130	3,065	13,793	-	-	3,065	-	1,533	-	-	24,522	12,261	55,174	300,390	419,933
18:30 - 19:00	10,728	6,130	13,793	-	-	3,065	-	1,533	-	-	22,989	9,196	55,174	297,325	419,933
19:00 - 19:30	13,793	6,130	16,859	-	-	3,065	-	1,533	-	-	21,456	12,261	55,174	289,662	419,933
19:30 - 20:00	16,859	42,913	62,837	-	-	3,065	-	6,130	-	-	21,456	12,261	55,174	199,238	419,933
20:00 - 20:30	107,282	29,119	39,848	-	10,728	12,261	-	6,130	-	-	4,598	24,522	55,174	130,271	419,933
20:30 - 21:00	55,174	29,119	33,717	3,065	10,728	18,391	-	4,598	1,533	-	6,130	32,185	55,174	170,119	419,933
21:00 - 21:30	38,315	27,587	35,250	3,065	12,261	21,456	-	-	4,598	1,533	7,663	50,576	55,174	162,456	419,933
21:30 - 22:00	30,652	24,522	30,652	1,533	13,793	22,989	-	-	4,598	3,065	9,196	47,511	55,174	176,249	419,933
22:00 - 22:30	13,793	15,326	21,456	-	3,065	22,989	-	-	4,598	3,065	9,196	42,913	55,174	228,358	419,933
22:30 - 23:00	6,130	6,130	16,859	-	-	22,989	-	-	-	3,065	7,663	36,782	55,174	265,140	419,933
23:00 - 23:30	3,065	-	3,065	-	-	1,533	-	-	-	3,065	1,533	30,652	55,174	321,846	419,933
23:30 - 00:00	1,533	-	-	-	-	-	-	-	-	1,533	1,533	29,119	55,174	331,042	419,933

<u>**Note I**</u>: *TV stations not featured in the Table above have a TV viewership of less than 0.4% between Sunday and Saturday.*
<u>**Note II**</u>: *Timebands featuring a 'nil' viewership in the Table above have a TV viewership of less than 1533 viewers on Saturday.*

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8.9 Average Daily TV Viewership – [Q8]

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

Highest Daily Average TV Audience Shares

♦ **TVM, NET TV and ONE obtained the highest daily average audience share** on separate days of the week of assessment, obtaining the following **daily average TV viewership** and **daily percentage average TV viewership** respectively:

- **TVM** obtained the highest daily average audience share on Monday (18,583 – 36.8%), Wednesday (8,749 – 22.5%) and Sunday (9,738 – 21.5%).

- **NET TV** obtained the highest daily average audience share on Tuesday (11,239 – 22.8%) and Thursday (11,463 – 27.3%).

- **ONE** obtained the highest daily average audience share on Friday (8,749 - 22.9%) and Saturday (8,078 - 20.8%).

Highest Weekly Average TV Audience Shares

♦ The local TV station with **the highest weekly percentage average audience share** is **TVM** standing at 23.5%, followed by **NET TV** (19.5%) and **ONE** (16.6%). **'Foreign stations (various)'** is being 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 - <u>Population</u> Average Audience Share By Weekday and By Station

	TVM	ONE	NET TV	Smash	TVM NEWS+	TVM SPORT+	F Living	Xejk	UTV	Parliament TV	Melita More	GO Tokis	TSN 1-8 (Melita / GO)	Cablenet Sports 1-2 (GO)	Foreign station (ANY)
Monday	18,583	6,067	7,440	0	32	2,427	702	415	255	0	0	671	6,258	0	7,631
Tuesday	11,048	8,685	11,239	64	192	1,149	1,181	383	319	0	0	1,565	3,384	32	9,994
Wednesday	8,749	7,344	5,428	224	958	447	1,245	511	894	0	0	2,522	2,937	32	7,599
Thursday	8,908	5,683	11,463	0	319	0	639	224	383	1,756	0	1,628	4,342	0	6,577
Friday	8,014	8,749	8,110	287	1,980	479	702	224	766	0	224	2,554	0	0	6,067
Saturday	7,440	8,078	7,056	1,181	1,022	1,022	1,341	702	862	0	0	479	2,586	0	7,088
Sunday	9,738	4,757	8,206	319	1,086	5,045	958	798	319	0	0	543	4,566	0	8,908

<u>**Note**</u>: *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.*

Table 16B – Q8 – TV – <u>Percentage</u> Average Audience Share By Weekday and By Station

	TVM	ONE	NET TV	Smash	TVM NEWS+	TVM SPORT+	F Living	Xejk	UTV	Parliament TV	Melita More	GO Tokis	TSN 1-8 (Melita / GO)	Cablenet Sports 1-2 (GO)	Foreign station (ANY)
Monday	36.8%	12.0%	14.7%	0.0%	0.1%	4.8%	1.4%	0.8%	0.5%	0.0%	0.0%	1.3%	12.4%	0.0%	15.1%
Tuesday	22.4%	17.6%	22.8%	0.1%	0.4%	2.3%	2.4%	0.8%	0.6%	0.0%	0.0%	3.2%	6.9%	0.1%	20.3%
Wednesday	22.5%	18.9%	14.0%	0.6%	2.5%	1.1%	3.2%	1.3%	2.3%	0.0%	0.0%	6.5%	7.6%	0.1%	19.5%
Thursday	21.2%	13.6%	27.3%	0.0%	0.8%	0.0%	1.5%	0.5%	0.9%	4.2%	0.0%	3.9%	10.4%	0.0%	15.7%
Friday	21.0%	22.9%	21.3%	0.8%	5.2%	1.3%	1.8%	0.6%	2.0%	0.0%	0.6%	6.7%	0.0%	0.0%	15.9%
Saturday	19.1%	20.8%	18.2%	3.0%	2.6%	2.6%	3.5%	1.8%	2.2%	0.0%	0.0%	1.2%	6.7%	0.0%	18.2%
Sunday	21.5%	10.5%	18.1%	0.7%	2.4%	11.2%	2.1%	1.8%	0.7%	0.0%	0.0%	1.2%	10.1%	0.0%	19.7%
Average	23.5%	16.6%	19.5%	0.7%	2.0%	3.3%	2.3%	1.1%	1.3%	0.6%	0.1%	3.4%	7.7%	0.0%	17.8%

<u>**Note**</u>: *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]

- 89% of all 1,827 TV Viewers **did not watch any local TV programmes on demand/catch-up** in the previous 7 days.

- Whilst the remaining 11% 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, 21% watched **Ta' Gerit**, 17.5% watched *Master Chef Malta* and 13% watch *Popolin.*

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=1827)

Counts Break % Respondents	Total	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	1827	165	303	318	276	245	252	268	911	916
No	1627 89.1%	148 89.7%	276 91.1%	286 89.9%	248 89.9%	219 89.4%	214 84.9%	236 88.1%	830 91.1%	797 87.0%
Yes	200 10.9%	17 10.3%	27 8.9%	32 10.1%	28 10.1%	26 10.6%	38 15.1%	32 11.9%	81 8.9%	119 13.0%

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Table 17.2 – Q9a – Local programmes watched on demand/catch-up in the previous 7 days – by Age & Gender (Multiple-Response Q) (n=200)

<u>NOTE</u>: *Respondents were given the possibility to mention up to 3 local programmes which they watched on demand/catch-up in the previous 7 days. Hence, the totals depicted in this table do not total up to 200.*

Counts Break % Respondents	Total	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	200	17	27	32	28	26	38	32	81	119
Ta' Gerit	**42** **21.0%**	3 17.6%	4 14.8%	5 15.6%	1 3.6%	5 19.2%	13 34.2%	11 34.4%	13 16.0%	29 24.4%
Master Chef Malta	**35** **17.5%**	6 35.3%	8 29.6%	8 25.0%	2 7.1%	7 26.9%	2 5.3%	2 6.3%	9 11.1%	26 21.8%
Popolin	**26** **13.0%**	- -	7 25.9%	3 9.4%	3 10.7%	6 23.1%	5 13.2%	2 6.3%	23 28.4%	3 2.5%
Opinjoni	**21** **10.5%**	- -	6 22.2%	3 9.4%	2 7.1%	5 19.2%	2 5.3%	3 9.4%	17 21.0%	4 3.4%
Simpatiċi	**20** **10.0%**	- -	- -	2 6.3%	1 3.6%	2 7.7%	7 18.4%	8 25.0%	5 6.2%	15 12.6%
Dell Minsi	**20** **10.0%**	- -	- -	10 31.3%	2 7.1%	1 3.8%	4 10.5%	3 9.4%	8 9.9%	12 10.1%
Awla	**18** **9.0%**	- -	4 14.8%	6 18.8%	- -	5 19.2%	- -	3 9.4%	14 17.3%	4 3.4%
Illum ma' Steph	**15** **7.5%**	- -	3 11.1%	4 12.5%	1 3.6%	2 7.7%	2 5.3%	3 9.4%	2 2.5%	13 10.9%
Xow	**15** **7.5%**	6 35.3%	3 11.1%	3 9.4%	- -	1 3.8%	- -	2 6.3%	8 9.9%	7 5.9%
Bundy Time	**13** **6.5%**	1 5.9%	2 7.4%	2 6.3%	2 7.1%	2 7.7%	3 7.9%	1 3.1%	6 7.4%	7 5.9%
News Bulletin - TVM	**12** **6.0%**	- -	- -	- -	2 7.1%	1 3.8%	4 10.5%	5 15.6%	4 4.9%	8 6.7%
NET Live	**12** **6.0%**	- -	2 7.4%	4 12.5%	1 3.6%	2 7.7%	2 5.3%	1 3.1%	8 9.9%	4 3.4%
Moħħok Hemm	**11** **5.5%**	- -	- -	1 3.1%	3 10.7%	3 11.5%	1 2.6%	3 9.4%	7 8.6%	4 3.4%
Rolling	**7** **3.5%**	2 11.8%	3 11.1%	1 3.1%	- -	- -	1 2.6%	- -	2 2.5%	5 4.2%
Il-President	**7** **3.5%**	1 5.9%	- -	- -	2 7.1%	- -	3 7.9%	1 3.1%	2 2.5%	5 4.2%
Football matches (various)	**6** **3.0%**	2 11.8%	1 3.7%	- -	1 3.6%	- -	2 5.3%	- -	6 7.4%	- -
Shark Tank	**6** **3.0%**	- -	1 3.7%	1 3.1%	2 7.1%	1 3.8%	- -	1 3.1%	4 4.9%	2 1.7%
The Local Traveller	**6** **3.0%**	1 5.9%	1 3.7%	1 3.1%	1 3.6%	1 3.8%	- -	1 3.1%	1 1.2%	5 4.2%

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Pjazza	5 / 2.5%	- / -	1 / 3.7%	2 / 6.3%	2 / 7.1%	-	-	-	4 / 4.9%	1 / 0.8%
Bizzilla	5 / 2.5%	1 / 5.9%	- / -	- / -	2 / 7.1%	-	1 / 2.6%	1 / 3.1%	1 / 1.2%	4 / 3.4%
PRN	5 / 2.5%	1 / 5.9%	- / -	- / -	- / -	1 / 3.8%	3 / 7.9%	-	1 / 1.2%	4 / 3.4%
Jackpot 4	5 / 2.5%	1 / 5.9%	2 / 7.4%	1 / 3.1%	1 / 3.6%	-	-	-	2 / 2.5%	3 / 2.5%
F Living Show	4 / 2.0%	- / -	- / -	- / -	1 / 3.6%	-	2 / 5.3%	1 / 3.1%	1 / 1.2%	3 / 2.5%
BackStage	4 / 2.0%	- / -	1 / 3.7%	1 / 3.1%	1 / 3.6%	-	1 / 2.6%	-	1 / 1.2%	3 / 2.5%
Insights	4 / 2.0%	- / -	- / -	1 / 3.1%	1 / 3.6%	1 / 3.8%	-	1 / 3.1%	2 / 2.5%	2 / 1.7%
Luna	4 / 2.0%	- / -	- / -	- / -	- / -	1 / 3.8%	3 / 7.9%	-	-	4 / 3.4%
Quddiesa tal-Jum (various stations)	3 / 1.5%	- / -	- / -	- / -	1 / 3.6%	-	1 / 2.6%	1 / 3.1%	2 / 2.5%	1 / 0.8%
Linja Diretta	3 / 1.5%	- / -	- / -	- / -	1 / 3.6%	-	1 / 2.6%	1 / 3.1%	-	3 / 2.5%
Analiżi	2 / 1.0%	- / -	2 / 7.4%	- / -	- / -	-	-	-	2 / 2.5%	-
Family Affair	2 / 1.0%	- / -	- / -	1 / 3.1%	- / -	-	-	1 / 3.1%	-	2 / 1.7%
UEjja!	2 / 1.0%	- / -	2 / 7.4%	- / -	- / -	-	-	-	-	2 / 1.7%
Dijanjosi	2 / 1.0%	- / -	- / -	1 / 3.1%	- / -	1 / 3.8%	-	-	-	2 / 1.7%
Déjà Vu	2 / 1.0%	- / -	- / -	- / -	2 / 7.1%	-	-	-	-	2 / 1.7%
Replay	2 / 1.0%	- / -	2 / 7.4%	- / -	- / -	-	-	-	2 / 2.5%	-
News Bulletin - ONE	1 / 0.5%	- / -	- / -	- / -	1 / 3.6%	-	-	-	-	1 / 0.8%
News Bulletin – NET	1 / 0.5%	- / -	- / -	- / -	- / -	1 / 3.8%	-	-	-	1 / 0.8%
Rużarju (various stations)	1 / 0.5%	- / -	- / -	- / -	1 / 3.6%	-	-	-	1 / 1.2%	-
Attivita' Politika (PN)	1 / 0.5%	- / -	- / -	- / -	- / -	-	-	1 / 3.1%	-	1 / 0.8%
Arani Issa	1 / 0.5%	- / -	- / -	- / -	- / -	-	-	1 / 3.1%	-	1 / 0.8%
Kalamita	1 / 0.5%	- / -	- / -	- / -	- / -	-	1 / 2.6%	-	-	1 / 0.8%
Bejnietna	1 / 0.5%	- / -	- / -	- / -	- / -	-	1 / 2.6%	-	-	1 / 0.8%

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Maltarti	**1** 0.5%	- -	- -	- -	1 3.6%	- -	- -	- -	- -	1 0.8%
Riħ Isfel	**1** 0.5%	- -	- -	- -	1 3.6%	- -	- -	- -	1 1.2%	- -
Manicolo & Co	**1** 0.5%	- -	- -	- -	- -	- -	- -	1 3.1%	- -	1 0.8%
Animal Diaries	**1** 0.5%	- -	- -	- -	- -	1 3.8%	- -	- -	- -	1 0.8%
Niskata	**1** 0.5%	- -	- -	- -	- -	- -	1 2.6%	- -	- -	1 0.8%
Għawdex Illum	**1** 0.5%	- -	- -	- -	1 3.6%	- -	- -	- -	- -	1 0.8%
Sport+ News	**1** 0.5%	- -	- -	- -	1 3.6%	- -	- -	- -	1 1.2%	- -

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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.

- 96% of all 1827 TV viewers, use '**Paid Subscription (Melita/GO/Epic)**' as one of the reception services for watching TV. This is the most used reception service for watching TV across all age groups.

- 10% make use of '**IPTV**' as one of the reception services, whilst 7% use the '**Android Box**'.

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=1827)***
<u>**NOTE**</u>: **The %s below refer to the number of respondents and NOT to the number of responses,
hence they do not total up to 100%**

Counts Break % Respondents	Total	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	1827	165	303	318	276	245	252	268	911	916
Paid subscription [e.g. Melita/Go/Epic]	1760 96.3%	161 97.6%	296 97.7%	313 98.4%	269 97.5%	245 100.0%	232 92.1%	244 91.0%	880 96.6%	880 96.1%
IPTV [Streaming services]	185 10.1%	14 8.5%	15 5.0%	58 18.2%	47 17.0%	42 17.1%	5 2.0%	4 1.5%	88 9.7%	97 10.6%
Android box [Internet based services]	131 7.2%	24 14.5%	20 6.6%	24 7.5%	21 7.6%	15 6.1%	15 6.0%	12 4.5%	74 8.1%	57 6.2%
Other [Streaming on laptop/taplet/PC]	107 5.9%	21 12.7%	34 11.2%	36 11.3%	8 2.9%	4 1.6%	1 0.4%	3 1.1%	64 7.0%	43 4.7%
Satellite	79 4.3%	9 5.5%	15 5.0%	25 7.9%	9 3.3%	9 3.7%	2 0.8%	10 3.7%	56 6.1%	23 2.5%
Free-to-Air	34 1.9%	- -	- -	- -	- -	- -	15 6.0%	19 7.1%	15 1.6%	19 2.1%

8.12 TV Viewers' 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.

TV Viewers' Suggestions on improving Local TV

- ✓ less adverts
- ✓ more quality Maltese drama
- ✓ more Maltese 'light' drama/comedy
- ✓ more discussion programmes (on various topical subjects)
- ✓ more professional programme presenters
- ✓ better presenters to lead discussion programmes
- ✓ better Maltese diction by presenters
- ✓ less partisan politics
- ✓ more reality shows
- ✓ more films/TV series
- ✓ more quiz shows
- ✓ more cooking shows
- ✓ more cultural/educational programmes
- ✓ more variety of programmes

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9. RADIO LISTENERSHIP – FINDINGS

9.1 Introduction

- **2 in 3 of Maltese residents are radio listeners** (67.1%); this finding is observed across all age cohorts.

- 12.6% of these Radio listeners **did not listen to radio** during the week of assessment.

- **The most followed local radio station** is Calypso 101.8 (15.1%), followed by ONE Radio (14.9%) and Radju Malta (12.4%). 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 Calypso 101.8 standing at 19.4%, followed by ONE Radio (17.5%) and NET FM (13%). 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.

- Also worthy of mention, as explained earlier, these radio audience shares capture radio listenership & non-listenership trends **by individuals** (i.e. Maltese population aged 12+ years) and not households.

Research Findings in Detail

Exhibits/tables below illustrate details on these research findings.

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

Legend:
- Radio Listeners (Local Radio only)
- Non-Radio Listeners
- Radio Listeners (Both Local and Foreign radio)
- Radio Listeners (Foreign radio only)
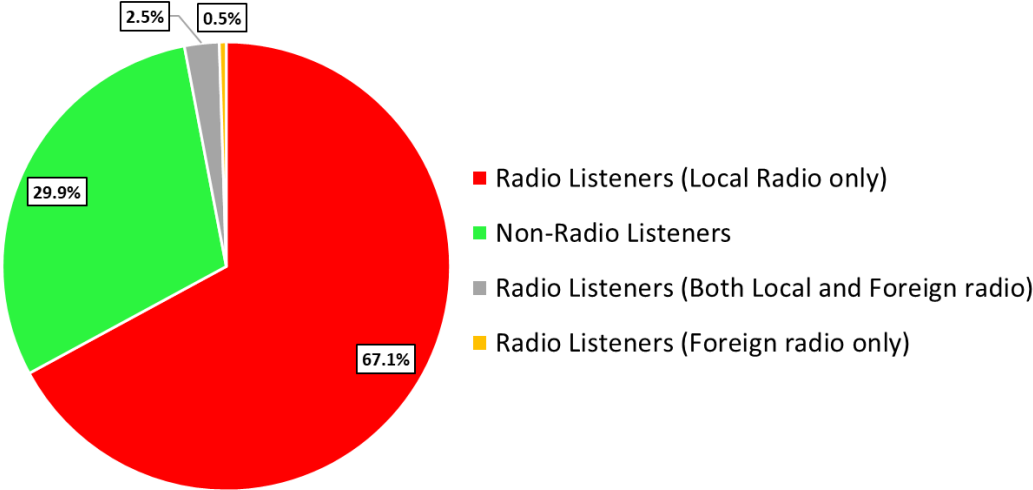
Table 19 – Q11A. Radio listeners/non listeners – by Age & Gender (N=2100)

Counts Break % Respondents	Total	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	2100	203	365	383	310	275	276	288	1069	1031
Local radio only	1410 67.1%	124 61.1%	220 60.3%	258 67.4%	223 71.9%	187 68.0%	197 71.4%	201 69.8%	727 68.0%	683 66.2%
I do not listen to ANY radio	627 29.9%	74 36.5%	138 37.8%	115 30.0%	77 24.8%	81 29.5%	71 25.7%	71 24.7%	305 28.5%	322 31.2%
Both local and foreign radio	53 2.5%	5 2.5%	7 1.9%	6 1.6%	8 2.6%	6 2.2%	7 2.5%	14 4.9%	29 2.7%	24 2.3%
Foreign radio only	10 0.5%	- -	- -	4 1.0%	2 0.6%	1 0.4%	1 0.4%	2 0.7%	8 0.7%	2 0.2%

Exhibit 4A – Q14 – *Most followed* Radio stations (Aggregate)
(Multiple-Response Q) (n= 1473)
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%.
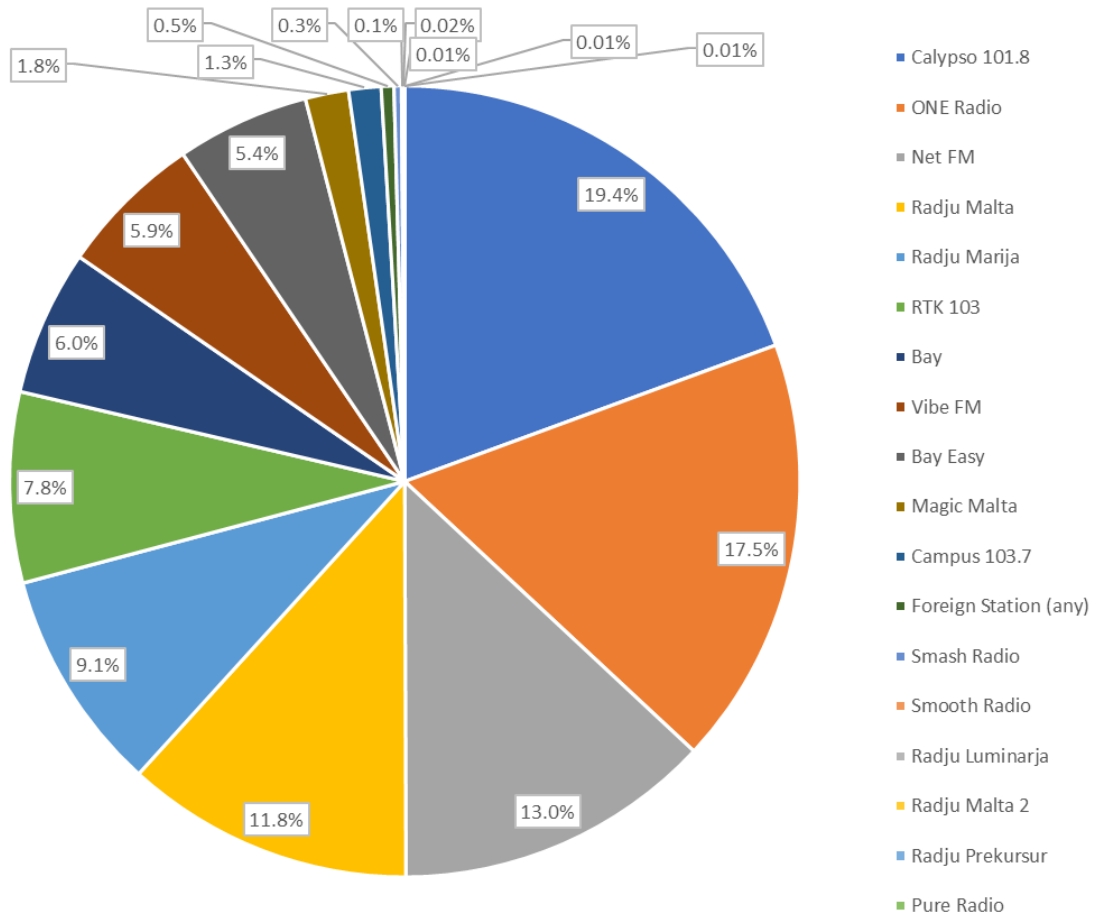*NOTE II: % figures illustrated below are derived from Table 23.1 (Section 9.5)*
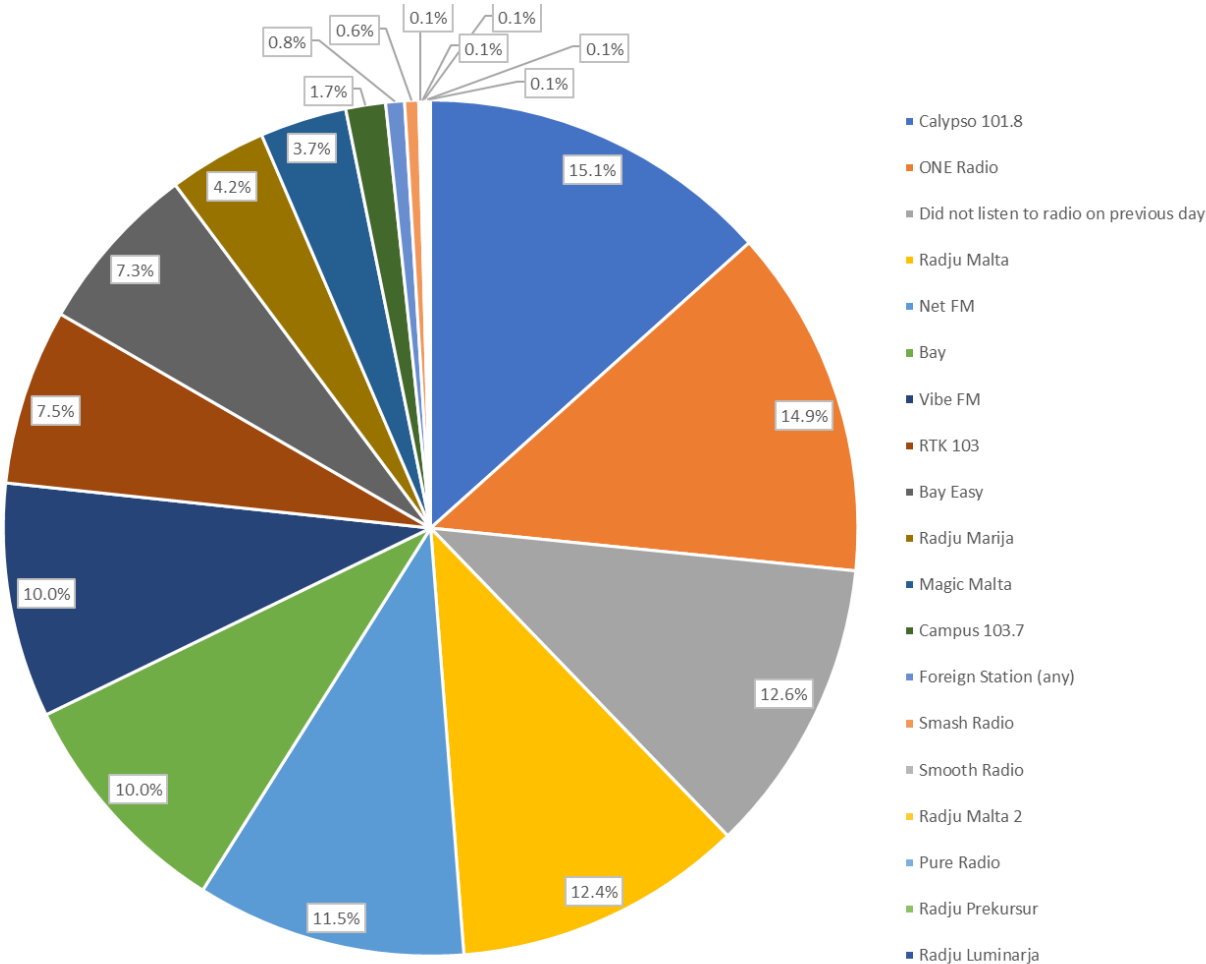
Exhibit 4B – _Weekly Average Percentage_ Audience Share by Radio Station
Note I: % figures illustrated below are derived from Table 32B (Section 9.8)
Note II: Radio stations not depicted in this graphical illustration denotes that their listenership was too low to be captured

Legend:
- Calypso 101.8
- ONE Radio
- Net FM
- Radju Malta
- Radju Marija
- RTK 103
- Bay
- Vibe FM
- Bay Easy
- Magic Malta
- Campus 103.7
- Foreign Station (any)
- Smash Radio
- Smooth Radio
- Radju Luminarja
- Radju Malta 2
- Radju Prekursur
- Pure Radio

Values shown: 19.4%, 17.5%, 13.0%, 11.8%, 9.1%, 7.8%, 6.0%, 5.9%, 5.4%, 1.8%, 1.3%, 0.5%, 0.3%, 0.1%, 0.02%, 0.01%, 0.01%, 0.01%

This Section gives details on the radio listenership of the 1463 individuals who listen to local 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 1463.

- **During the week (Monday-Thursday),** on average**,** 35% of local radio listeners listen to radio for less than one hour a day, whilst a further 47% 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=1463)

Counts Break % Respondents	Total	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	1463	129	227	264	232	193	204	214	755	708
None	2 0.1%	- -	- -	- -	- -	- -	1 0.5%	1 0.5%	- -	2 0.3%
Less than 1 hr a day	509 34.8%	80 62.0%	110 48.5%	134 50.8%	105 45.3%	46 23.8%	21 10.3%	13 6.1%	297 39.3%	212 29.9%
1-2 hrs a day	680 46.5%	49 38.0%	109 48.0%	124 47.0%	105 45.3%	111 57.5%	99 48.5%	83 38.8%	339 44.9%	341 48.2%
3-4 hrs a day	185 12.6%	- -	5 2.2%	2 0.8%	15 6.5%	30 15.5%	56 27.5%	77 36.0%	84 11.1%	101 14.3%
5-6 hrs a day	49 3.3%	- -	1 0.4%	2 0.8%	5 2.2%	2 1.0%	15 7.4%	24 11.2%	18 2.4%	31 4.4%
6+ hrs a day	28 1.9%	- -	- -	1 0.4%	2 0.9%	3 1.6%	10 4.9%	12 5.6%	11 1.5%	17 2.4%
Not always the same	10 0.7%	- -	2 0.9%	1 0.4%	- -	1 0.5%	2 1.0%	4 1.9%	6 0.8%	4 0.6%

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 1463.

- **In the weekend (Friday-Sunday),** 46% of local radio listeners listen to 1 – 2 hours per day of local radio. Whilst a further 33% spend less than 1 hour per day listening to local radio.

- 1.4% 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=1463)

Counts Break % Respondents	Total	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	1463	129	227	264	232	193	204	214	755	708
None	20 1.4%	1 0.8%	1 0.4%	4 1.5%	4 1.7%	2 1.0%	6 2.9%	2 0.9%	5 0.7%	15 2.1%
Less than 1 hr a day	484 33.1%	72 55.8%	102 44.9%	123 46.6%	98 42.2%	47 24.4%	24 11.8%	18 8.4%	282 37.4%	202 28.5%
1-2 hrs a day	671 45.9%	54 41.9%	110 48.5%	124 47.0%	103 44.4%	106 54.9%	93 45.6%	81 37.9%	339 44.9%	332 46.9%
3-4 hrs a day	201 13.7%	2 1.6%	11 4.8%	10 3.8%	19 8.2%	32 16.6%	54 26.5%	73 34.1%	94 12.5%	107 15.1%
5-6 hrs a day	44 3.0%	- -	1 0.4%	2 0.8%	4 1.7%	2 1.0%	12 5.9%	23 10.7%	17 2.3%	27 3.8%
6+ hrs a day	26 1.8%	- -	- -	- -	2 0.9%	3 1.6%	10 4.9%	11 5.1%	9 1.2%	17 2.4%
Not always the same	17 1.2%	- -	2 0.9%	1 0.4%	2 0.9%	1 0.5%	5 2.5%	6 2.8%	9 1.2%	8 1.1%

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 1463.

- *Bay Breakfast with Daniel & Ylenia* is the most favourite local radio programme, with 6.9% mentioning it as their preferred local radio programme. This radio programme is largely preferred by the younger age cohorts up to 40 years old.

- *The Morning Vibe with Abel, JD & Martina* is second with 5.7% of preferences (84 responses), also largely followed by the younger age cohorts.

- And a very close third came *Bongu Calypso ma' Twanny Scerri* with 5.7% of preferences, (83 responses), largely followed by the older age cohorts, 31+ years.

- 3.8% 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=1463)

Counts Break % Respondents	Total	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	1463	129	227	264	231	193	204	215	756	707
Bay Breakfast with Daniel & Ylenia	101 6.9%	38 29.5%	28 12.3%	20 7.6%	8 3.5%	5 2.6%	- -	2 0.9%	52 6.9%	49 6.9%
The Morning Vibe with Abel, JD & Martina	84 5.7%	20 15.5%	18 7.9%	28 10.6%	13 5.6%	3 1.6%	1 0.5%	1 0.5%	42 5.6%	42 5.9%
Bongu Calypso ma' Twanny Scerri	83 5.7%	- -	3 1.3%	3 1.1%	25 10.8%	22 11.4%	18 8.8%	12 5.6%	61 8.1%	22 3.1%
Bongu NET (Indri Attard)	70 4.8%	- -	3 1.3%	3 1.1%	8 3.5%	18 9.3%	19 9.3%	19 8.8%	30 4.0%	40 5.7%
Basy Easy Breakfast with Pierre Cordina	65 4.4%	2 1.6%	8 3.5%	23 8.7%	22 9.5%	6 3.1%	4 2.0%	- -	17 2.2%	48 6.8%
Il-Polz tac-cittadin (Tonio Bonello) (Radju Malta)	58 4.0%	- -	- -	- -	4 1.7%	14 7.3%	17 8.3%	23 10.7%	31 4.1%	27 3.8%
No preferred programme	55 3.8%	11 8.5%	8 3.5%	18 6.8%	14 6.1%	2 1.0%	- -	2 0.9%	36 4.8%	19 2.7%
Radju Marija programmes (various)	52 3.6%	- -	- -	- -	- -	7 3.6%	23 11.3%	22 10.2%	15 2.0%	37 5.2%
News Bulletin – ONE Radio	50 3.4%	- -	7 3.1%	10 3.8%	8 3.5%	7 3.6%	9 4.4%	9 4.2%	26 3.4%	24 3.4%
Għal Kulhadd (Christine Delicata) (RTK)	50 3.4%	- -	2 0.9%	9 3.4%	8 3.5%	8 4.1%	13 6.4%	10 4.7%	11 1.5%	39 5.5%
Magic AM (Magic Malta)	46 3.1%	15 11.6%	14 6.2%	8 3.0%	8 3.5%	1 0.5%	- -	- -	25 3.3%	21 3.0%
News Bulletin – Radju Malta	41 2.8%	- -	4 1.8%	2 0.8%	7 3.0%	11 5.7%	7 3.4%	10 4.7%	25 3.3%	16 2.3%
Calypso Drive (Charles Fenech or Arthur Garrett)	41 2.8%	1 0.8%	5 2.2%	7 2.7%	7 3.0%	7 3.6%	11 5.4%	3 1.4%	32 4.2%	9 1.3%
One Breakfast (Noel Camilleri)	40 2.7%	2 1.6%	7 3.1%	5 1.9%	6 2.6%	7 3.6%	6 2.9%	7 3.3%	24 3.2%	16 2.3%
Bay Drive with Jamie and Taryn	38 2.6%	9 7.0%	17 7.5%	8 3.0%	4 1.7%	- -	- -	- -	16 2.1%	22 3.1%
Sibt il-Punt (Manuel Micallef) (ONE)	38 2.6%	- -	4 1.8%	10 3.8%	7 3.0%	9 4.7%	2 1.0%	6 2.8%	27 3.6%	11 1.6%

Joe Julian Filgħodu - Live (Radju Malta)	**38** **2.6%**	- -	9 4.0%	14 5.3%	4 1.7%	4 2.1%	3 1.5%	4 1.9%	22 2.9%	16 2.3%
Kuntatt (Dione Borg) (NET FM)	**38** **2.6%**	- -	9 4.0%	12 4.5%	7 3.0%	6 3.1%	3 1.5%	1 0.5%	33 4.4%	5 0.7%
The Drive Vibe with Nate, Frank & Rossi	**37** **2.5%**	9 7.0%	9 4.0%	14 5.3%	5 2.2%	- -	- -	- -	21 2.8%	16 2.3%
Minn Jum Għal Jum (Theresa Gauci) Radju Malta)	**35** **2.4%**	- -	- -	1 0.4%	4 1.7%	9 4.7%	11 5.4%	10 4.7%	7 0.9%	28 4.0%
Andrew Azzopardi on 103 (RTK)	**32** **2.2%**	2 1.6%	7 3.1%	6 2.3%	9 3.9%	3 1.6%	3 1.5%	2 0.9%	21 2.8%	11 1.6%
Drive Time (Dorian Cassar or John Bundy) (ONE)	**30** **2.1%**	5 3.9%	12 5.3%	5 1.9%	3 1.3%	2 1.0%	1 0.5%	2 0.9%	15 2.0%	15 2.1%
Ten to Twelve with Gianni & Andy (Vibe)	**27** **1.8%**	10 7.8%	11 4.8%	4 1.5%	1 0.4%	1 0.5%	- -	- -	15 2.0%	12 1.7%
ONE Magazine	**27** **1.8%**	- -	- -	2 0.8%	5 2.2%	6 3.1%	9 4.4%	5 2.3%	6 0.8%	21 3.0%
Seher il-Malti (Radju Malta)	**23** **1.6%**	- -	1 0.4%	- -	2 0.9%	8 4.1%	4 2.0%	8 3.7%	14 1.9%	9 1.3%
Club 101 (Eileen Montesin) (NET FM)	**23** **1.6%**	- -	1 0.4%	6 2.3%	3 1.3%	2 1.0%	1 0.5%	10 4.7%	4 0.5%	19 2.7%
News Bulletin – NET FM	**22** **1.5%**	- -	9 4.0%	1 0.4%	6 2.6%	2 1.0%	1 0.5%	3 1.4%	14 1.9%	8 1.1%
RTK 103 Breakfast with Mark, Ian & George	**18** **1.2%**	1 0.8%	4 1.8%	4 1.5%	4 1.7%	2 1.0%	1 0.5%	2 0.9%	11 1.5%	7 1.0%
BT Connection (Joe Tanti & John Bundy) (ONE)	**17** **1.2%**	3 2.3%	5 2.2%	7 2.7%	1 0.4%	1 0.5%	- -	- -	11 1.5%	6 0.8%
Nostalgija - John Mallia (Calypso)	**16** **1.1%**	- -	- -	2 0.8%	3 1.3%	5 2.6%	4 2.0%	2 0.9%	9 1.2%	7 1.0%
News Bulletin – RTK 103	**15** **1.0%**	- -	2 0.9%	2 0.8%	1 0.4%	3 1.6%	4 2.0%	3 1.4%	4 0.5%	11 1.6%
Fuq Fomm Kullħadd (George Cremona) (Calypso)	**15** **1.0%**	- -	- -	- -	1 0.4%	2 1.0%	8 3.9%	4 1.9%	5 0.7%	10 1.4%
News Bulletin – Calypso 101.8	**14** **1.0%**	- -	1 0.4%	- -	1 0.4%	1 0.5%	4 2.0%	7 3.3%	11 1.5%	3 0.4%
Drive Time with Albert Galdes (Bay Easy)	**14** **1.0%**	- -	3 1.3%	1 0.4%	6 2.6%	1 0.5%	3 1.5%	- -	6 0.8%	8 1.1%
Mużika mill-Passat (Joe Attard) (Calypso)	**14** **1.0%**	- -	- -	1 0.4%	1 0.4%	1 0.5%	1 0.5%	10 4.7%	7 0.9%	7 1.0%

Programme										
Marci u Bandalori (NET FM)	**14** 1.0%	- -	2 0.9%	9 3.4%	3 1.3%	- -	- -	- -	14 1.9%	- -
It's 3 thirty on 101 (Stephanie Chircop) (NET FM)	**11** 0.8%	- -	5 2.2%	5 1.9%	1 0.4%	- -	- -	- -	- -	11 1.6%
Minn Banda Ghal Ohra (Aaron Zahra & Nicole Farrugia) (ONE)	**10** 0.7%	- -	1 0.4%	2 0.8%	3 1.3%	- -	3 1.5%	1 0.5%	10 1.3%	- -
Mid-Morning with Lorenzo (Vibe)	**6** 0.4%	- -	2 0.9%	3 1.1%	- -	- -	- -	1 0.5%	4 0.5%	2 0.3%
ONE Club Xewqat	**6** 0.4%	- -	- -	2 0.8%	- -	1 0.5%	- -	3 1.4%	- -	6 0.8%
Martin Sapiano Fi Triqtek Drive (Radju Malta)	**6** 0.4%	1 0.8%	1 0.4%	1 0.4%	2 0.9%	1 0.5%	- -	- -	4 0.5%	2 0.3%
Mużika ma' Mario Laus (Radju Malta)	**5** 0.3%	- -	- -	- -	- -	1 0.5%	- -	4 1.9%	1 0.1%	4 0.6%
Linja Diretta (Emanuel Cuschieri) (Smash Radio)	**5** 0.3%	- -	- -	- -	2 0.9%	- -	1 0.5%	2 0.9%	2 0.3%	3 0.4%
Mużika u Sport - Twanny Scerri (Calypso)	**4** 0.3%	- -	- -	- -	- -	1 0.5%	2 1.0%	1 0.5%	1 0.1%	3 0.4%
Campus Magazine SY	**4** 0.3%	- -	- -	1 0.4%	1 0.4%	- -	1 0.5%	1 0.5%	1 0.1%	3 0.4%
News Bulletin – Magic Malta	**3** 0.2%	- -	- -	- -	2 0.9%	- -	1 0.5%	- -	1 0.1%	2 0.3%
Qari bil-Malti (Radju Malta 1-2)	**3** 0.2%	- -	- -	1 0.4%	- -	- -	- -	2 0.9%	1 0.1%	2 0.3%
Għaqqad il-Kelma (Anton Falzon) (ONE)	**3** 0.2%	- -	- -	- -	- -	1 0.5%	2 1.0%	- -	2 0.3%	1 0.1%
Marċifest (Daniel Vella) (Radju Malta)	**3** 0.2%	- -	2 0.9%	1 0.4%	- -	- -	- -	- -	3 0.4%	- -
Maltin Biss (Chan Vella) (Radju Malta)	**2** 0.1%	- -	- -	1 0.4%	- -	- -	1 0.5%	- -	1 0.1%	1 0.1%
Issues (NET FM)	**2** 0.1%	- -	- -	- -	- -	2 1.0%	- -	- -	1 0.1%	1 0.1%
Agora 'Live' (Campus 103.7)	**2** 0.1%	- -	- -	1 0.4%	- -	- -	1 0.5%	- -	1 0.1%	1 0.1%
DJ Commander J Breakfast (Smash Radio)	**2** 0.1%	- -	2 0.9%	- -	- -	- -	- -	- -	1 0.1%	1 0.1%
Campus Breakfast	**1** 0.1%	- -	- -	1 0.4%	- -	- -	- -	- -	1 0.1%	- -

Campus Drive	**1** **0.1%**	- -	- -	- -	1 0.4%	- -	- -	- -	1 0.1%	- -
Quddiesa tal-Jum, Ruzarju (various stations)	**1** **0.1%**	- -	- -	- -	- -	- -	- -	1 0.5%	- -	1 0.1%
Ma' Gaffiero (ONE)	**1** **0.1%**	- -	- -	- -	- -	- -	1 0.5%	- -	- -	1 0.1%
Good Vibrations (Angelo Coleiro) (NET FM)	**1** **0.1%**	- -	1 0.4%	- -	- -	- -	- -	- -	- -	1 0.1%

9.5 Most Followed Radio Stations: Sunday to Saturday

All 1473 radio listeners were given the possibility of mentioning **up to three radio stations they had listened to on the previous day**.

- ✓ **Calypso 101.8** is the most followed radio station, with 15.1% of all radio listeners mentioning it as one of the three radio stations they had listened to on the previous day. A close second came **ONE Radio** with 14.9% of preferences and **Radju Malta** came third with 12.4%.

- ✓ 12.6% of these radio listeners did not listen to radio on the previous day.

- ✓ **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=1473)

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 1473.
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 25th February – 2nd March 2024.

Counts Respondents	TOTAL	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Radio Station	**1473**	**129**	**227**	**268**	**233**	**194**	**205**	**217**	**764**	**709**
Calypso 101.8	222	1	9	20	55	38	55	44	156	66
	15.1%	0.8%	4.0%	7.5%	23.6%	19.6%	26.8%	20.3%	20.4%	9.3%
ONE Radio	220	10	32	43	34	35	36	30	123	97
	14.9%	7.8%	14.1%	16.0%	14.6%	18.0%	17.6%	13.8%	16.1%	13.7%
Did not listen to radio on previous day	186	19	30	32	31	21	25	28	97	89
	12.6%	14.7%	13.2%	11.9%	13.3%	10.8%	12.2%	12.9%	12.7%	12.6%
Radju Malta	182	1	16	19	20	36	37	53	88	94
	12.4%	0.8%	7.0%	7.1%	8.6%	18.6%	18.0%	24.4%	11.5%	13.3%
Net FM	170	0	23	37	27	26	26	31	95	75
	11.5%	0.0%	10.1%	13.8%	11.6%	13.4%	12.7%	14.3%	12.4%	10.6%
Bay	147	39	42	35	23	5	1	2	79	68
	10.0%	30.2%	18.5%	13.1%	9.9%	2.6%	0.5%	0.9%	10.3%	9.6%
Vibe FM	147	39	37	45	18	4	3	1	75	72
	10.0%	30.2%	16.3%	16.8%	7.7%	2.1%	1.5%	0.5%	9.8%	10.2%
RTK 103	111	3	15	21	19	16	20	17	45	66
	7.5%	2.3%	6.6%	7.8%	8.2%	8.2%	9.8%	7.8%	5.9%	9.3%
Bay Easy	108	3	11	37	38	13	6	0	27	81
	7.3%	2.3%	4.8%	13.8%	16.3%	6.7%	2.9%	0.0%	3.5%	11.4%
Radju Marija	62	0	0	0	0	8	24	30	16	46
	4.2%	0.0%	0.0%	0.0%	0.0%	4.1%	11.7%	13.8%	2.1%	6.5%
Magic Malta	55	15	16	9	11	3	0	1	32	23
	3.7%	11.6%	7.0%	3.4%	4.7%	1.5%	0.0%	0.5%	4.2%	3.2%
Campus 103.7	25	0	0	5	5	11	3	1	16	9
	1.7%	0.0%	0.0%	1.9%	2.1%	5.7%	1.5%	0.5%	2.1%	1.3%
Foreign Station (any)	12	0	2	4	2	2	0	2	9	3
	0.8%	0.0%	0.9%	1.5%	0.9%	1.0%	0.0%	0.9%	1.2%	0.4%
Smash Radio	9	0	2	2	3	0	0	2	5	4
	0.6%	0.0%	0.9%	0.7%	1.3%	0.0%	0.0%	0.9%	0.7%	0.6%
Smooth Radio	2	0	0	0	1	0	1	0	1	1
	0.1%	0.0%	0.0%	0.0%	0.4%	0.0%	0.5%	0.0%	0.1%	0.1%
Radju Malta 2	1	0	0	0	0	0	0	1	0	1
	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.1%
Pure Radio	1	0	0	0	1	0	0	0	1	0
	0.1%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.1%	0.0%
Radju Prekursur	1	0	0	0	0	0	0	1	0	1
	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.1%
Radju Luminarja	1	0	0	0	1	0	0	0	0	1
	0.1%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.1%

Table 23.2 – Q14 – Most followed Radio stations (Aggregate) – by Age & Gender (Multiple-Response Q) (n=322,504)

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 **322,504**.*

Counts Respondents	TOTAL	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	**322504**	28244	49700	58677	51014	42475	44883	47511	167273	155231
Calypso 101.8	**48605**	219	1970	4379	12042	8320	12042	9634	34155	14450
ONE Radio	**48168**	2189	7006	9415	7444	7663	7882	6568	26930	21238
Did not listen to radio on previous day	**40723**	4160	6568	7006	6787	4598	5474	6130	21238	19486
Radju Malta	**39848**	219	3503	4160	4379	7882	8101	11604	19267	20581
Net FM	**37220**	-	5036	8101	5911	5693	5693	6787	20800	16421
Bay	**32185**	8539	9196	7663	5036	1095	219	438	17297	14888
Vibe FM	**32185**	8539	8101	9852	3941	876	657	219	16421	15764
RTK 103	**24303**	657	3284	4598	4160	3503	4379	3722	9852	14450
Bay Easy	**23646**	657	2408	8101	8320	2846	1314	-	5911	17734
Radju Marija	**13574**	-	-	-	-	1752	5255	6568	3503	10071
Magic Malta	**12042**	3284	3503	1970	2408	657	-	219	7006	5036
Campus 103.7	**5474**	-	-	1095	1095	2408	657	219	3503	1970
Foreign Station (any)	**2627**	-	438	876	438	438	-	438	1970	657
Smash Radio	**1970**	-	438	438	657	-	-	438	1095	876
Smooth Radio	**438**	-	-	-	219	-	219	-	219	219
Radju Malta 2	**219**	-	-	-	-	-	-	219	0	219
Pure Radio	**219**	-	-	-	219	-	-	-	219	0
Radju Prekursur	**219**	-	-	-	-	-	-	219	0	219
Radju Luminarja	**219**	-	-	-	219	-	-	-	0	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 25th February – 2nd March 2024.

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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 (161,143 radio listeners)
  - 07.30 – 08:00 (133,118 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=322,504)

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

Counts Respondents	Age							Gender		Did not listen to radio on previous day	Did not listen to radio during this timeslot	Total
	12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female			
00:00 - 00:30	-	-	-	-	438	438	876	1095	657	40724	280029	322504
00:30 - 01:00	-	-	-	-	438	438	876	1095	657	40724	280029	322504
01:00 - 01:30	-	-	-	-	438	438	1095	1095	876	40724	279810	322504
01:30 - 02:00	-	-	-	-	219	438	1095	876	876	40724	280029	322504
02:00 - 02:30	-	-	-	-	219	438	876	876	657	40724	280248	322504
02:30 - 03:00	-	-	-	-	219	438	657	876	438	40724	280467	322504
03:00 - 03:30	-	-	-	-	-	438	219	438	219	40724	281124	322504
03:30 - 04:00	-	-	-	-	-	438	219	438	219	40724	281124	322504
04:00 -04:30	-	-	-	-	-	657	657	438	876	40724	280467	322504
04:30 - 05:00	-	-	-	-	-	438	438	219	657	40724	280905	322504
05:00 - 05:30	-	-	-	438	438	1095	1095	1533	1533	40724	278715	322504
05:30 - 06:00	-	-	-	876	1752	2189	1752	3065	3503	40724	275212	322504
06:00 - 06:30	657	2408	1752	5255	4598	6130	6787	15326	12261	40724	254194	322504
06:30 - 07:00	8977	12042	17515	15983	14231	13575	12918	49919	45321	40724	186540	322504
07:00 - 07:30	16859	27368	31309	27149	22332	19048	17078	89548	71595	40724	120638	322504
07:30 - 08:00	9634	21675	24084	23427	19267	18391	16640	70500	62618	40724	148663	322504
08:00 - 08:30	3722	9634	14669	17953	17515	19924	21675	51890	53203	40724	176688	322504
08:30 - 09:00	3065	7444	12042	15107	15983	19705	22332	46416	49262	40724	186102	322504
09:00 - 09:30	3284	8320	13356	17297	18172	22113	25179	49481	58239	40724	174060	322504
09:30 - 10:00	4160	9852	13356	17953	17734	21238	25179	49262	60210	40724	172309	322504
10:00 - 10:30	4817	10947	15545	18610	19048	24303	29120	54079	68310	40724	159391	322504
10:30 - 11:00	4379	10509	15326	18391	18391	22989	26711	51233	65464	40724	165084	322504
11:00 - 11:30	4379	10728	15326	18391	18610	22989	26930	51233	66121	40724	164427	322504
11:30 - 12:00	4160	10509	15107	18610	18391	21894	25835	50357	64150	40724	167273	322504
12:00 - 12:30	2189	8977	12918	11823	14012	17297	21894	48387	40724	40724	192670	322504
12:30 - 13:00	876	7663	9415	10071	12699	15545	17515	42694	31090	40724	207996	322504
13:00 - 13:30	657	7444	8320	7882	10290	12918	14669	38096	24084	40724	219600	322504
13:30 - 14:00	876	4160	4379	4598	7882	10509	11385	25835	17953	40724	237992	322504
14:00 - 14:30	876	3941	4598	4598	6787	10290	9415	24303	16202	40724	241276	322504
14:30 - 15:00	876	3941	3503	4598	6787	9415	9415	22332	16202	40724	243246	322504
15:00 - 15:30	1970	4598	4379	5911	9634	11385	10947	28463	20362	40724	232956	322504
15:30 - 16:00	1752	5911	5911	6130	9852	11385	11166	29557	22551	40724	229672	322504
16:00 - 16:30	5255	10290	9634	8539	6349	4817	2627	25835	21675	40724	234270	322504
16:30 - 17:00	6787	13356	11823	11385	7444	3941	2408	34155	22989	40724	224636	322504
17:00 - 17:30	6568	11385	10728	8320	6349	2408	2627	30214	18172	40724	233394	322504
17:30 - 18:00	2627	6787	6787	5911	4817	2627	2408	20362	11604	40724	249815	322504
18:00 - 18:30	876	2846	5911	4379	3065	2189	1533	15326	5474	40724	260981	322504
18:30 - 19:00	219	1752	3941	3284	2189	2189	1095	10947	3722	40724	267111	322504
19:00 - 19:30	-	438	1752	1970	1752	1752	1095	6568	2189	40724	273023	322504
19:30 - 20:00	-	219	876	1533	1314	1314	1095	4598	1752	40724	275431	322504
20:00 - 20:30	-	-	438	657	876	1533	219	2189	1533	40724	278058	322504
20:30 - 21:00	-	-	438	438	876	1970	876	1970	2627	40724	277183	322504
21:00 - 21:30	-	-	438	438	1095	2846	1314	2627	3503	40724	275650	322504
21:30 - 22:00	-	438	438	438	1314	3284	3065	4160	4817	40724	272804	322504
22:00 - 22:30	-	1095	219	1095	2846	3941	5693	7663	7225	40724	266892	322504
22:30 - 23:00	-	1095	657	1752	3503	4598	6349	8758	9196	40724	263827	322504
23:00 - 23:30	219	1314	876	1752	3503	4379	6130	8977	9196	40724	263608	322504
23:30 - 00:00	219	1095	876	1533	2846	4379	5911	8320	8539	40724	264922	322504

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=322,504).

Research Findings in Detail

Tables below illustrate details on the above research findings.

Table 25 – Total Number of <u>Radio Listeners</u> Per Day of Assessment – March 2024

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	1473	191	220	210	194	210	205	243
Maltese Population of Radio listeners	**322,504**	**292,727**	**337,173**	**321,847**	**297,325**	**321,847**	**314,184**	**372,423**

Radio Audience on <u>Sunday</u>

- The **most listened to timebands** on Sunday are 08:00 – 08:30, 08:30 – 09:00 and 09:00 – 09:30 **on Calypso 101.8** (26,054 Radio Listeners).

Table 26 – Q14 – Radio Audience on <u>SUNDAY</u> – by Timeband   (Multiple-Response Q) (n=292,727)

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

	Bay	Bay Easy	Calypso 101.8	Net FM	ONE Radio	Radju Malta	Radju Marija	RTK 103	Vibe FM	Foreign Station (any)	Did not listen to radio on previous day	Did not listen to radio during this timeslot	Total
00:00 - 00:30	-	-	-	-	-	-	-	-	-	-	84,293	208,434	292,727
00:30 - 01:00	-	-	-	-	-	-	-	-	-	-	84,293	208,434	292,727
01:00 - 01:30	-	-	-	-	-	-	-	-	-	-	84,293	208,434	292,727
01:30 - 02:00	-	-	-	-	-	-	-	-	-	-	84,293	208,434	292,727
02:00 - 02:30	-	-	-	-	-	-	-	-	-	-	84,293	208,434	292,727
02:30 - 03:00	-	-	-	-	-	-	-	-	-	-	84,293	208,434	292,727
03:00 - 03:30	-	-	-	-	-	-	-	-	-	-	84,293	208,434	292,727
03:30 - 04:00	-	-	-	-	-	-	-	-	-	-	84,293	208,434	292,727
04:00 - 04:30	-	-	-	-	-	-	1,533	-	-	-	84,293	206,901	292,727
04:30 - 05:00	-	-	-	-	-	-	1,533	-	-	-	84,293	206,901	292,727
05:00 - 05:30	-	-	-	-	-	-	1,533	-	-	-	84,293	206,901	292,727
05:30 - 06:00	-	-	-	-	-	-	-	-	-	-	84,293	208,434	292,727
06:00 - 06:30	-	-	3,065	1,533	-	-	3,065	1,533	-	-	84,293	199,238	292,727
06:30 - 07:00	3,065	-	4,598	1,533	-	1,533	12,261	1,533	1,533	-	84,293	182,379	292,727
07:00 - 07:30	6,130	3,065	10,728	7,663	13,793	4,598	18,391	1,533	3,065	-	84,293	139,467	292,727
07:30 - 08:00	4,598	4,598	13,793	7,663	13,793	4,598	18,391	1,533	3,065	-	84,293	136,402	292,727
08:00 - 08:30	7,663	9,196	26,054	13,793	21,456	6,130	18,391	4,598	3,065	-	84,293	98,087	292,727
08:30 - 09:00	7,663	10,728	26,054	13,793	19,924	6,130	18,391	4,598	3,065	-	84,293	98,087	292,727
09:00 - 09:30	13,793	13,793	26,054	13,793	21,456	6,130	15,326	4,598	6,130	1,533	84,293	85,826	292,727
09:30 - 10:00	16,859	13,793	22,989	13,793	21,456	6,130	15,326	3,065	9,196	1,533	84,293	84,293	292,727
10:00 - 10:30	18,391	13,793	22,989	13,793	21,456	13,793	15,326	3,065	15,326	3,065	84,293	67,435	292,727
10:30 - 11:00	18,391	13,793	21,456	13,793	18,391	12,261	16,859	4,598	15,326	3,065	84,293	70,500	292,727
11:00 - 11:30	16,859	13,793	21,456	13,793	21,456	13,793	16,859	6,130	15,326	3,065	84,293	65,902	292,727
11:30 - 12:00	16,859	13,793	21,456	13,793	21,456	10,728	16,859	6,130	15,326	3,065	84,293	68,968	292,727
12:00 - 12:30	4,598	6,130	12,261	15,326	21,456	12,261	13,793	3,065	7,663	1,533	84,293	110,347	292,727
12:30 - 13:00	3,065	4,598	7,663	12,261	16,859	10,728	15,326	3,065	4,598	1,533	84,293	128,739	292,727
13:00 - 13:30	3,065	-	6,130	12,261	16,859	7,663	16,859	3,065	3,065	-	84,293	139,467	292,727
13:30 - 14:00	3,065	-	6,130	12,261	13,793	3,065	16,859	3,065	3,065	-	84,293	147,130	292,727
14:00 - 14:30	4,598	-	6,130	7,663	13,793	3,065	19,924	3,065	3,065	-	84,293	147,130	292,727
14:30 - 15:00	4,598	-	6,130	6,130	12,261	3,065	19,924	3,065	1,533	-	84,293	151,728	292,727
15:00 - 15:30	3,065	-	4,598	6,130	10,728	4,598	19,924	1,533	1,533	-	84,293	156,325	292,727
15:30 - 16:00	3,065	-	6,130	6,130	9,196	4,598	19,924	1,533	-	-	84,293	157,858	292,727
16:00 - 16:30	3,065	-	6,130	3,065	1,533	-	13,793	-	-	-	84,293	180,847	292,727
16:30 - 17:00	4,598	-	6,130	3,065	1,533	-	10,728	-	1,533	-	84,293	180,847	292,727
17:00 - 17:30	3,065	-	6,130	4,598	1,533	-	1,533	-	3,065	-	84,293	188,510	292,727
17:30 - 18:00	1,533	-	6,130	4,598	1,533	-	1,533	-	1,533	-	84,293	191,575	292,727
18:00 - 18:30	1,533	-	6,130	3,065	1,533	-	-	-	-	-	84,293	196,173	292,727
18:30 - 19:00	1,533	-	6,130	3,065	-	-	-	-	-	-	84,293	197,706	292,727
19:00 - 19:30	1,533	-	9,196	1,533	-	-	-	-	-	-	84,293	196,173	292,727
19:30 - 20:00	-	-	9,196	1,533	-	-	-	-	-	-	84,293	197,706	292,727
20:00 - 20:30	-	-	12,261	-	-	-	-	-	-	-	84,293	196,173	292,727
20:30 - 21:00	-	-	13,793	-	-	-	-	-	-	-	84,293	194,640	292,727
21:00 - 21:30	-	-	13,793	-	-	-	1,533	-	-	-	84,293	193,108	292,727
21:30 - 22:00	-	-	10,728	1,533	1,533	-	1,533	-	-	-	84,293	193,108	292,727
22:00 - 22:30	-	-	9,196	1,533	1,533	-	1,533	-	-	-	84,293	194,640	292,727
22:30 - 23:00	-	1,533	6,130	1,533	1,533	-	1,533	-	-	-	84,293	196,173	292,727
23:00 - 23:30	-	1,533	4,598	1,533	1,533	-	1,533	-	-	-	84,293	197,705	292,727
23:30 - 00:00	-	1,533	4,598	1,533	1,533	-	1,533	-	-	-	84,293	197,705	292,727

<u>*Note I*</u>: *Radio stations not featured in the Table above have a radio listenership of less than 0.4% between Sunday to Saturday.*
<u>*Note II:*</u> *Timebands featuring a 'nil' listenership in the Table above have a radio listenership of less than 1,533 listeners on Sunday.*

Radio Audience on __MONDAY__

The **most listened to timeband** on Monday is 07:00 – 07:30 on **NET FM** (36,783 Radio Listeners).

Table 27 – Q14 – Radio Audience on __MONDAY__ – by Timeband (Multiple-Response Q) (n=337,173)

__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	Calypso 101.8	Campus 103.7	Magic Malta	Net FM	ONE Radio	Radju Malta	Radju Marija	RTK 103	Smash Radio	Vibe FM	Pure	Did not listen to radio on previous day	Did not listen to radio during this timeslot	Total
00:00 - 00:30	-	-	-	-	-	-	1,533	-	-	-	-	-	-	10,728	324,912	337,173
00:30 - 01:00	-	-	-	-	-	-	1,533	-	-	-	-	-	-	10,728	324,912	337,173
01:00 - 01:30	-	-	-	-	-	-	1,533	-	-	-	-	-	-	10,728	324,912	337,173
01:30 - 02:00	-	-	-	-	-	-	-	-	-	-	-	-	-	10,728	326,445	337,173
02:00 - 02:30	-	-	-	-	-	-	-	-	-	-	-	-	-	10,728	326,445	337,173
02:30 - 03:00	-	-	-	-	-	-	-	-	-	-	-	-	-	10,728	326,445	337,173
03:00 - 03:30	-	-	-	-	-	-	-	-	-	-	-	-	-	10,728	326,445	337,173
03:30 - 04:00	-	-	-	-	-	-	-	-	-	-	-	-	-	10,728	326,445	337,173
04:00 - 04:30	-	-	-	-	-	-	-	-	-	-	-	-	-	10,728	326,445	337,173
04:30 - 05:00	-	-	-	-	-	-	-	-	-	-	-	-	-	10,728	326,445	337,173
05:00 - 05:30	-	-	-	-	-	-	-	-	-	-	-	-	-	10,728	326,445	337,173
05:30 - 06:00	-	-	1,533	-	-	-	-	-	-	-	-	-	-	10,728	324,912	337,173
06:00 - 06:30	4,598	1,533	6,130	-	-	-	-	1,533	1,533	-	-	3,065	-	10,728	308,054	337,173
06:30 - 07:00	10,728	9,196	21,456	-	4,598	26,054	13,793	10,728	4,598	7,663	-	13,793	1,533	10,728	202,304	337,173
07:00 - 07:30	27,587	9,196	35,250	3,065	9,196	36,783	33,717	27,587	6,130	18,391	-	30,652	-	10,728	88,891	337,173
07:30 - 08:00	18,391	7,663	33,717	3,065	7,663	35,250	29,119	26,054	6,130	16,859	1,533	29,119	-	10,728	111,880	337,173
08:00 - 08:30	-	-	13,793	-	-	27,587	18,391	12,261	6,130	13,793	-	6,130	-	10,728	228,358	337,173
08:30 - 09:00	1,533	-	13,793	-	-	26,054	19,924	12,261	7,663	13,793	-	3,065	-	10,728	228,358	337,173
09:00 - 09:30	1,533	-	15,326	-	-	24,522	21,456	13,793	7,663	22,989	-	1,533	-	10,728	217,630	337,173
09:30 - 10:00	-	-	13,793	-	-	24,522	24,522	15,326	4,598	24,522	-	1,533	-	10,728	217,630	337,173
10:00 - 10:30	-	-	18,391	3,065	-	22,989	22,989	27,587	6,130	26,054	-	1,533	-	10,728	197,706	337,173
10:30 - 11:00	-	-	13,793	3,065	-	22,989	22,989	24,522	6,130	26,054	-	1,533	-	10,728	205,369	337,173
11:00 - 11:30	-	-	13,793	3,065	-	22,989	22,989	22,989	6,130	26,054	-	1,533	-	10,728	206,902	337,173
11:30 - 12:00	-	-	13,793	3,065	-	22,989	22,989	22,989	6,130	24,522	-	1,533	-	10,728	208,434	337,173
12:00 - 12:30	-	-	10,728	-	-	21,456	16,859	12,261	6,130	10,728	-	1,533	-	10,728	246,749	337,173
12:30 - 13:00	-	-	10,728	1,533	-	27,587	10,728	7,663	6,130	4,598	-	1,533	-	10,728	255,945	337,173
13:00 - 13:30	-	-	10,728	1,533	-	27,587	7,663	9,196	4,598	3,065	-	-	-	10,728	262,075	337,173
13:30 - 14:00	-	-	10,728	1,533	-	3,065	4,598	9,196	4,598	1,533	-	-	-	10,728	291,195	337,173
14:00 - 14:30	-	-	12,261	-	-	3,065	4,598	9,196	3,065	1,533	-	-	-	10,728	292,727	337,173
14:30 - 15:00	-	-	12,261	-	-	3,065	4,598	10,728	3,065	3,065	-	-	-	10,728	289,662	337,173
15:00 - 15:30	6,130	-	12,261	-	-	3,065	4,598	29,119	3,065	4,598	-	-	-	10,728	263,608	337,173
15:30 - 16:00	7,663	-	13,793	-	-	3,065	4,598	29,119	3,065	4,598	-	-	-	10,728	260,543	337,173
16:00 - 16:30	6,130	1,533	12,261	1,533	3,065	4,598	3,065	9,196	3,065	6,130	-	7,663	-	10,728	268,206	337,173
16:30 - 17:00	6,130	3,065	22,989	1,533	6,130	4,598	7,663	12,261	3,065	7,663	-	9,196	-	10,728	242,152	337,173
17:00 - 17:30	4,598	3,065	18,391	1,533	4,598	7,663	12,261	7,663	1,533	13,793	-	9,196	-	10,728	242,152	337,173
17:30 - 18:00	-	1,533	10,728	1,533	-	6,130	12,261	4,598	1,533	12,261	-	6,130	-	10,728	269,738	337,173
18:00 - 18:30	-	-	6,130	-	-	3,065	6,130	-	-	9,196	-	1,533	-	10,728	300,390	337,173
18:30 - 19:00	-	-	3,065	-	-	3,065	-	1,533	-	3,065	-	-	-	10,728	315,717	337,173
19:00 - 19:30	-	-	1,533	-	-	1,533	-	3,065	-	1,533	-	-	-	10,728	318,782	337,173
19:30 - 20:00	-	-	1,533	-	-	-	-	-	-	-	-	-	-	10,728	324,912	337,173
20:00 - 20:30	-	-	-	-	-	-	-	-	-	-	-	-	-	10,728	326,445	337,173
20:30 - 21:00	-	-	1,533	-	-	-	-	-	-	-	-	-	-	10,728	324,912	337,173
21:00 - 21:30	-	-	1,533	-	-	-	1,533	-	-	-	-	-	-	10,728	323,380	337,173
21:30 - 22:00	-	-	1,533	3,065	-	3,065	-	3,065	-	-	-	-	-	10,728	315,717	337,173
22:00 - 22:30	-	-	-	3,065	-	1,533	7,663	1,533	1,533	-	-	-	-	10,728	311,119	337,173
22:30 - 23:00	-	-	-	3,065	-	3,065	9,196	1,533	3,065	-	-	-	-	10,728	306,521	337,173
23:00 - 23:30	-	-	-	1,533	-	3,065	9,196	1,533	3,065	-	-	-	-	10,728	308,054	337,173
23:30 - 00:00	-	-	-	-	-	3,065	9,196	1,533	3,065	-	-	-	-	10,728	309,586	337,173

__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 <u>TUESDAY</u>

• The **most listened to timebands** on Tuesday are 07:00 - 07:30 and 07:30 – 08:00 on **ONE Radio** (33,717 Radio Listeners).

Table 28 – Q14 – Radio Audience on <u>TUESDAY</u> – by Timeband (Multiple-Response Q) (n=321,847)
NB. Respondents were given the possibility of mentioning up to 3 radio stations they listened to on 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 not listen to radio on previous day	Did not listen to radio during this timeslot	Total
00:00 - 00:30	-	-	-	-	-	-	3,065	-	-	-	-	-	-	-	18,391	300,391	321,847
00:30 - 01:00	-	-	-	-	-	-	3,065	-	-	-	-	-	-	-	18,391	300,391	321,847
01:00 - 01:30	-	-	-	-	-	-	1,533	-	-	-	-	-	-	-	18,391	301,923	321,847
01:30 - 02:00	-	-	-	-	-	-	1,533	-	-	-	-	-	-	-	18,391	301,923	321,847
02:00 - 02:30	-	-	-	-	-	-	1,533	-	-	-	-	-	-	-	18,391	301,923	321,847
02:30 - 03:00	-	-	-	-	-	-	1,533	-	-	-	-	-	-	-	18,391	301,923	321,847
03:00 - 03:30	-	-	-	-	-	-	1,533	-	-	-	-	-	-	-	18,391	301,923	321,847
03:30 - 04:00	-	-	-	-	-	-	-	-	-	-	-	-	-	-	18,391	303,456	321,847
04:00 - 04:30	-	-	-	-	-	-	-	-	-	-	-	-	-	-	18,391	303,456	321,847
04:30 - 05:00	-	-	-	-	-	-	3,065	-	-	-	-	-	-	-	18,391	300,391	321,847
05:00 - 05:30	-	-	-	-	-	-	3,065	-	-	-	-	-	-	-	18,391	300,391	321,847
05:30 - 06:00	-	1,533	-	-	-	-	4,598	-	-	-	-	-	-	-	18,391	297,325	321,847
06:00 - 06:30	1,533	4,598	6,130	-	3,065	1,533	19,924	3,065	-	3,065	-	-	-	-	18,391	260,543	321,847
06:30 - 07:00	6,130	26,054	16,859	-	9,196	12,261	19,924	9,196	-	4,598	3,065	1,533	9,196	-	18,391	185,445	321,847
07:00 - 07:30	15,326	27,587	21,456	-	12,261	19,924	33,717	19,924	-	7,663	16,859	4,598	29,119	-	18,391	95,021	321,847
07:30 - 08:00	12,261	24,522	15,326	-	6,130	19,924	33,717	13,793	-	7,663	15,326	4,598	21,456	-	18,391	128,739	321,847
08:00 - 08:30	6,130	9,196	10,728	-	-	6,130	27,587	7,663	-	7,663	15,326	1,533	4,598	-	18,391	206,902	321,847
08:30 - 09:00	4,598	3,065	10,728	-	-	6,130	26,054	6,130	-	7,663	6,130	-	7,663	-	18,391	225,293	321,847
09:00 - 09:30	3,065	3,065	12,261	-	-	6,130	22,989	7,663	-	7,663	13,793	-	4,598	-	18,391	222,228	321,847
09:30 - 10:00	3,065	3,065	13,793	-	-	7,663	24,522	7,663	-	7,663	13,793	-	4,598	-	18,391	217,630	321,847
10:00 - 10:30	4,598	3,065	13,793	3,065	-	7,663	24,522	18,391	-	7,663	15,326	-	6,130	-	18,391	199,239	321,847
10:30 - 11:00	4,598	3,065	12,261	3,065	-	9,196	22,989	16,859	-	7,663	13,793	-	4,598	-	18,391	205,369	321,847
11:00 - 11:30	3,065	3,065	10,728	3,065	-	7,663	22,989	16,859	-	7,663	13,793	-	6,130	-	18,391	208,434	321,847
11:30 - 12:00	1,533	3,065	10,728	3,065	-	6,130	22,989	16,859	-	7,663	13,793	-	6,130	-	18,391	211,499	321,847
12:00 - 12:30	1,533	3,065	7,663	-	-	22,989	21,456	13,793	-	7,663	6,130	-	4,598	-	18,391	214,565	321,847
12:30 - 13:00	3,065	3,065	6,130	-	-	22,989	18,391	13,793	-	7,663	4,598	-	1,533	-	18,391	222,228	321,847
13:00 - 13:30	1,533	3,065	6,130	-	-	21,456	18,391	10,728	-	7,663	3,065	-	-	-	18,391	231,423	321,847
13:30 - 14:00	1,533	3,065	6,130	-	-	4,598	18,391	10,728	1,533	7,663	-	-	-	-	18,391	249,815	321,847
14:00 - 14:30	3,065	3,065	7,663	-	-	1,533	9,196	10,728	-	6,130	-	-	-	-	18,391	262,075	321,847
14:30 - 15:00	4,598	3,065	7,663	-	-	1,533	9,196	10,728	-	6,130	-	-	-	-	18,391	260,543	321,847
15:00 - 15:30	3,065	4,598	7,663	-	1,533	1,533	9,196	22,989	-	6,130	-	-	1,533	-	18,391	245,217	321,847
15:30 - 16:00	3,065	6,130	7,663	-	3,065	4,598	9,196	22,989	-	6,130	-	-	4,598	-	18,391	236,021	321,847
16:00 - 16:30	4,598	6,130	6,130	-	4,598	4,598	10,728	4,598	-	4,598	-	-	15,326	-	18,391	242,152	321,847
16:30 - 17:00	7,663	6,130	10,728	-	3,065	6,130	13,793	7,663	-	4,598	1,533	-	18,391	-	18,391	223,760	321,847
17:00 - 17:30zy	7,663	1,533	7,663	1,533	1,533	12,261	10,728	9,196	-	3,065	1,533	-	15,326	-	18,391	231,423	321,847
17:30 - 18:00	-	-	4,598	1,533	-	10,728	10,728	4,598	-	1,533	9,196	-	9,196	-	18,391	251,347	321,847
18:00 - 18:30	-	1,533	3,065	-	-	12,261	10,728	-	-	1,533	7,663	-	1,533	-	18,391	265,141	321,847
18:30 - 19:00	-	-	1,533	-	1,533	9,196	10,728	-	-	-	7,663	-	-	-	18,391	272,804	321,847
19:00 - 19:30	-	-	1,533	-	1,533	3,065	4,598	-	-	-	-	-	-	-	18,391	292,728	321,847
19:30 - 20:00	-	-	1,533	-	-	1,533	1,533	-	-	-	-	-	-	-	18,391	298,858	321,847
20:00 - 20:30	-	-	1,533	-	-	1,533	3,065	-	-	-	-	-	-	-	18,391	297,325	321,847
20:30 - 21:00	-	-	1,533	-	-	-	1,533	-	-	-	-	-	-	-	18,391	300,391	321,847
21:00 - 21:30	-	-	1,533	-	-	-	1,533	-	-	-	-	-	-	-	18,391	300,391	321,847
21:30 - 22:00	1,533	-	1,533	-	-	-	3,065	-	-	-	-	-	-	-	18,391	297,325	321,847
22:00 - 22:30	-	-	3,065	-	-	-	3,065	1,533	-	-	-	-	-	1,533	18,391	294,260	321,847
22:30 - 23:00	-	-	3,065	-	-	-	3,065	1,533	-	-	-	-	-	1,533	18,391	294,260	321,847
23:00 - 23:30	1,533	1,533	3,065	-	-	-	3,065	3,065	-	-	-	-	-	1,533	18,391	289,662	321,847
23:30 - 00:00	1,533	1,533	1,533	-	-	-	3,065	4,598	-	-	-	-	-	1,533	18,391	289,662	321,847

<u>Note I</u>: Radio stations not featured in the Table above have a radio listenership of less than 0.4% between Sunday to Saturday.
<u>Note II</u>: Timebands featuring a 'nil' listenership in the Table above have a radio listenership of less than 1,533 listeners on Tuesday.

M.FSADNI & Associates

Radio Audience on <u>WEDNESDAY</u>

♦ The **most listened to timeband** on Wednesday is 07:00 – 07:30 **on Calypso 101.8** (30,652 Radio Listeners).

Table 29 – Q14 – Radio Audience on <u>WEDNESDAY</u> – by Timeband (Multiple-Response Q) (n=297,325)

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

	Bay	Bay Easy	Calypso 101.8	Campus 103.7	Magic Malta	Net FM	ONE Radio	Radju Malta	Radju Marija	RTK 103	Vibe FM	Foreign Station (any)	Did not listen to radio on previous day	Did not listen to radio during this timeslot	Total
00:00 - 00:30	-	-	-	-	-	-	1,533	-	-	-	-	-	30,652	265,140	297,325
00:30 - 01:00	-	-	-	-	-	-	1,533	-	-	-	-	-	30,652	265,140	297,325
01:00 - 01:30	-	-	-	-	-	-	1,533	-	-	-	-	-	30,652	265,140	297,325
01:30 - 02:00	-	-	-	-	-	-	1,533	-	-	-	-	-	30,652	265,140	297,325
02:00 - 02:30	-	-	-	-	-	-	1,533	-	-	-	-	-	30,652	265,140	297,325
02:30 - 03:00	-	-	-	-	-	-	-	-	-	-	-	-	30,652	266,673	297,325
03:00 - 03:30	-	-	-	-	-	-	-	-	-	-	-	-	30,652	266,673	297,325
03:30 - 04:00	-	-	-	-	-	-	-	-	-	-	-	-	30,652	266,673	297,325
04:00 - 04:30	-	-	-	-	-	-	-	-	-	-	-	-	30,652	266,673	297,325
04:30 - 05:00	-	-	-	-	-	-	-	-	-	-	-	-	30,652	266,673	297,325
05:00 - 05:30	-	-	1,533	-	-	-	1,533	-	-	-	-	-	30,652	263,608	297,325
05:30 - 06:00	-	-	-	-	-	-	4,598	-	1,533	-	-	-	30,652	260,543	297,325
06:00 - 06:30	-	3,065	4,598	-	-	-	7,663	1,533	4,598	1,533	4,598	-	30,652	239,086	297,325
06:30 - 07:00	4,598	15,326	21,456	1,533	10,728	12,261	18,391	4,598	12,261	1,533	12,261	-	30,652	151,728	297,325
07:00 - 07:30	13,793	19,924	30,652	4,598	13,793	15,326	27,587	12,261	12,261	4,598	21,456	-	30,652	90,424	297,325
07:30 - 08:00	12,261	16,859	27,587	3,065	10,728	13,793	21,456	10,728	12,261	6,130	13,793	-	30,652	118,010	297,325
08:00 - 08:30	6,130	9,196	21,456	3,065	-	12,261	13,793	7,663	12,261	6,130	-	-	30,652	174,717	297,325
08:30 - 09:00	1,533	6,130	21,456	3,065	-	12,261	10,728	6,130	10,728	6,130	-	-	30,652	188,510	297,325
09:00 - 09:30	1,533	3,065	24,522	3,065	-	13,793	10,728	9,196	12,261	16,859	-	-	30,652	171,652	297,325
09:30 - 10:00	3,065	3,065	22,989	3,065	-	12,261	10,728	10,728	10,728	16,859	-	-	30,652	173,184	297,325
10:00 - 10:30	1,533	3,065	22,989	3,065	-	7,663	10,728	19,924	12,261	16,859	-	-	30,652	168,586	297,325
10:30 - 11:00	1,533	3,065	21,456	3,065	-	4,598	10,728	18,391	12,261	16,859	-	-	30,652	174,717	297,325
11:00 - 11:30	1,533	3,065	22,989	3,065	-	4,598	10,728	19,924	12,261	16,859	-	-	30,652	171,652	297,325
11:30 - 12:00	1,533	3,065	22,989	3,065	-	4,598	10,728	18,391	12,261	16,859	-	-	30,652	173,184	297,325
12:00 - 12:30	1,533	3,065	16,859	1,533	-	19,924	3,065	6,130	12,261	4,598	-	-	30,652	197,706	297,325
12:30 - 13:00	1,533	-	12,261	1,533	-	21,456	1,533	6,130	7,663	3,065	-	-	30,652	211,499	297,325
13:00 - 13:30	-	-	10,728	-	-	21,456	1,533	6,130	6,130	-	-	-	30,652	220,695	297,325
13:30 - 14:00	-	-	10,728	-	-	4,598	1,533	7,663	6,130	-	-	-	30,652	236,021	297,325
14:00 - 14:30	1,533	-	10,728	-	1,533	-	1,533	9,196	6,130	-	1,533	-	30,652	234,488	297,325
14:30 - 15:00	1,533	-	10,728	-	-	1,533	1,533	9,196	6,130	-	1,533	-	30,652	234,488	297,325
15:00 - 15:30	-	-	12,261	-	-	1,533	1,533	19,924	7,663	-	-	-	30,652	223,760	297,325
15:30 - 16:00	-	-	12,261	-	-	3,065	1,533	19,924	7,663	-	-	-	30,652	222,227	297,325
16:00 - 16:30	7,663	3,065	12,261	1,533	1,533	4,598	6,130	1,533	3,065	-	7,663	-	30,652	217,630	297,325
16:30 - 17:00	7,663	6,130	13,793	1,533	1,533	6,130	6,130	1,533	3,065	-	9,196	-	30,652	209,967	297,325
17:00 - 17:30	4,598	3,065	6,130	-	-	6,130	4,598	1,533	1,533	-	7,663	-	30,652	231,423	297,325
17:30 - 18:00	1,533	-	3,065	-	-	4,598	4,598	1,533	1,533	-	-	-	30,652	249,814	297,325
18:00 - 18:30	-	-	1,533	-	-	4,598	1,533	-	-	-	-	-	30,652	259,010	297,325
18:30 - 19:00	-	-	1,533	-	-	3,065	-	-	-	-	-	-	30,652	262,075	297,325
19:00 - 19:30	1,533	-	1,533	-	-	3,065	1,533	-	-	-	-	-	30,652	259,010	297,325
19:30 - 20:00	1,533	-	1,533	-	-	3,065	-	-	-	-	-	-	30,652	260,543	297,325
20:00 - 20:30	-	-	1,533	-	-	3,065	-	-	-	-	-	-	30,652	262,075	297,325
20:30 - 21:00	-	-	-	-	-	1,533	-	-	-	-	-	-	30,652	265,140	297,325
21:00 - 21:30	-	-	-	-	-	1,533	-	-	-	-	-	-	30,652	265,140	297,325
21:30 - 22:00	-	-	-	-	-	-	-	-	-	-	-	-	30,652	266,673	297,325
22:00 - 22:30	-	-	1,533	-	-	-	3,065	-	-	-	-	3,065	30,652	259,010	297,325
22:30 - 23:00	-	-	1,533	-	-	-	4,598	-	1,533	-	-	3,065	30,652	255,945	297,325
23:00 - 23:30	-	-	1,533	-	-	-	4,598	-	1,533	-	-	3,065	30,652	255,945	297,325
23:30 - 00:00	-	-	1,533	-	-	-	4,598	-	1,533	-	-	3,065	30,652	255,945	297,325

<u>Note I</u>: *Radio stations not featured in the Table above have a radio listenership of less than 0.4% between Sunday to Saturday.*
<u>Note II</u>: *Timebands featuring a 'nil' listenership in the Table above have a radio listenership of less than 1,533 listeners on Wednesday.*

Radio Audience on <u>THURSDAY</u>

♦ The **most listened to timeband** on Thursday is 07:00 – 07:30 on **Calypso 101.8** (38,315 Radio Listeners).

Table 30 – Q14 – Radio Audience on <u>THURSDAY</u> – by Timeband (Multiple-Response Q) (n=321,847)

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

	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	Foreign Station (any)	Did not listen to radio on previous day	Did not listen to radio during this timeslot	Total
00:00 - 00:30	-	-	-	-	-	-	1,533	-	-	-	-	-	-	24,522	295,793	321,847
00:30 - 01:00	-	-	-	-	-	-	1,533	-	-	-	-	-	-	24,522	295,793	321,847
01:00 - 01:30	-	-	-	-	-	-	1,533	-	-	-	-	-	-	24,522	295,793	321,847
01:30 - 02:00	-	-	-	-	-	-	1,533	-	-	-	-	-	-	24,522	295,793	321,847
02:00 - 02:30	-	-	-	-	-	-	1,533	-	-	-	-	-	-	24,522	295,793	321,847
02:30 - 03:00	-	-	-	-	-	-	1,533	-	-	-	-	-	-	24,522	295,793	321,847
03:00 - 03:30	-	-	-	-	-	-	-	-	-	-	-	-	-	24,522	297,325	321,847
03:30 - 04:00	-	-	-	-	-	-	-	-	-	-	-	-	-	24,522	297,325	321,847
04:00 - 04:30	-	-	-	-	-	-	1,533	-	1,533	-	-	-	-	24,522	294,260	321,847
04:30 - 05:00	-	-	-	-	-	-	1,533	-	-	-	-	-	-	24,522	295,793	321,847
05:00 - 05:30	-	-	3,065	-	-	-	1,533	-	1,533	-	-	-	-	24,522	291,195	321,847
05:30 - 06:00	-	-	7,663	-	-	-	1,533	-	3,065	-	-	-	-	24,522	285,064	321,847
06:00 - 06:30	1,533	3,065	18,391	-	-	4,598	3,065	-	4,598	-	-	1,533	-	24,522	260,543	321,847
06:30 - 07:00	15,326	12,261	29,119	-	1,533	18,391	18,391	4,598	4,598	1,533	-	15,326	3,065	24,522	173,184	321,847
07:00 - 07:30	22,989	18,391	38,315	3,065	9,196	19,924	32,185	18,391	4,598	10,728	-	26,054	3,065	24,522	90,424	321,847
07:30 - 08:00	16,859	12,261	33,717	3,065	6,130	19,924	22,989	10,728	4,598	10,728	-	18,391	-	24,522	137,934	321,847
08:00 - 08:30	7,663	9,196	29,119	1,533	1,533	16,859	18,391	9,196	4,598	9,196	1,533	-	-	24,522	188,510	321,847
08:30 - 09:00	1,533	4,598	27,587	1,533	1,533	13,793	15,326	9,196	4,598	6,130	1,533	-	-	24,522	209,967	321,847
09:00 - 09:30	3,065	4,598	26,054	1,533	-	13,793	15,326	9,196	4,598	15,326	1,533	1,533	-	24,522	200,771	321,847
09:30 - 10:00	1,533	4,598	22,989	1,533	1,533	12,261	15,326	9,196	4,598	13,793	1,533	-	-	24,522	208,434	321,847
10:00 - 10:30	1,533	4,598	21,456	1,533	-	9,196	15,326	13,793	4,598	13,793	1,533	1,533	-	24,522	208,434	321,847
10:30 - 11:00	1,533	4,598	22,989	1,533	-	7,663	13,793	16,859	4,598	13,793	1,533	-	-	24,522	208,434	321,847
11:00 - 11:30	1,533	4,598	21,456	1,533	-	7,663	13,793	16,859	4,598	13,793	1,533	-	-	24,522	209,967	321,847
11:30 - 12:00	1,533	4,598	22,989	1,533	-	6,130	13,793	16,859	4,598	13,793	1,533	-	-	24,522	209,967	321,847
12:00 - 12:30	1,533	3,065	19,924	-	-	13,793	12,261	15,326	4,598	3,065	-	1,533	-	24,522	222,228	321,847
12:30 - 13:00	-	1,533	13,793	-	-	15,326	12,261	10,728	4,598	1,533	-	1,533	-	24,522	236,021	321,847
13:00 - 13:30	-	1,533	10,728	-	-	15,326	7,663	10,728	3,065	-	-	-	-	24,522	248,282	321,847
13:30 - 14:00	-	1,533	9,196	-	-	-	4,598	10,728	3,065	-	-	-	-	24,522	268,206	321,847
14:00 - 14:30	-	1,533	9,196	-	-	-	3,065	10,728	3,065	-	-	-	-	24,522	269,738	321,847
14:30 - 15:00	-	1,533	9,196	-	-	-	3,065	10,728	3,065	-	1,533	-	-	24,522	268,206	321,847
15:00 - 15:30	1,533	1,533	9,196	-	-	-	3,065	16,859	3,065	-	-	-	1,533	24,522	260,543	321,847
15:30 - 16:00	3,065	3,065	9,196	-	-	4,598	3,065	16,859	3,065	1,533	-	3,065	1,533	24,522	248,282	321,847
16:00 - 16:30	7,663	6,130	12,261	1,533	1,533	4,598	19,924	7,663	-	1,533	-	15,326	-	24,522	219,162	321,847
16:30 - 17:00	7,663	9,196	13,793	1,533	1,533	6,130	19,924	7,663	-	-	-	16,859	-	24,522	213,032	321,847
17:00 - 17:30	3,065	3,065	7,663	1,533	-	6,130	16,859	4,598	-	4,598	1,533	12,261	-	24,522	236,021	321,847
17:30 - 18:00	1,533	1,533	7,663	-	-	7,663	18,391	1,533	-	4,598	1,533	6,130	-	24,522	246,749	321,847
18:00 - 18:30	-	-	3,065	-	-	9,196	9,196	1,533	-	3,065	1,533	-	-	24,522	269,738	321,847
18:30 - 19:00	-	-	3,065	-	-	6,130	6,130	1,533	-	1,533	1,533	1,533	-	24,522	275,869	321,847
19:00 - 19:30	-	-	1,533	-	-	6,130	1,533	-	-	-	1,533	1,533	-	24,522	285,064	321,847
19:30 - 20:00	-	-	1,533	-	-	4,598	1,533	-	-	-	1,533	-	-	24,522	288,130	321,847
20:00 - 20:30	-	-	1,533	-	-	1,533	-	-	-	-	-	-	-	24,522	294,260	321,847
20:30 - 21:00	-	-	1,533	-	-	-	-	-	-	-	-	-	-	24,522	295,793	321,847
21:00 - 21:30	-	-	1,533	-	-	-	-	-	-	-	-	-	-	24,522	295,793	321,847
21:30 - 22:00	-	1,533	1,533	-	-	-	1,533	-	-	-	-	-	1,533	24,522	291,195	321,847
22:00 - 22:30	-	-	-	-	-	-	4,598	-	-	-	-	-	4,598	24,522	288,130	321,847
22:30 - 23:00	-	-	-	-	-	-	4,598	-	-	-	-	-	4,598	24,522	288,130	321,847
23:00 - 23:30	-	-	-	-	-	-	4,598	-	-	-	-	-	4,598	24,522	288,130	321,847
23:30 - 00:00	-	-	-	-	-	-	4,598	-	-	-	-	-	4,598	24,522	288,130	321,847

<u>**Note I**</u>: *Radio stations not featured in the Table above have a radio listenership of less than 0.4% between Sunday to Saturday.*
<u>**Note II**</u>: *Timebands featuring a 'nil' listenership in the Table above have a radio listenership of less than 1,533 listeners on Thursday.*

M.FSADNI & Associates

Radio Audience on **FRIDAY**

✓ The **most listened to timeband** on Friday is 07:00 - 07:30 on **ONE Radio** (29,119 Radio Listeners).

*Table 31 – Q14 – Radio Audience on **FRIDAY** – by Timeband (Multiple-Response Q) (n=314,184)*

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	Calypso 101.8	Campus 103.7	Magic Malta	Net FM	ONE Radio	Radju Malta	Radju Marija	RTK 103	Smash Radio	Vibe FM	Smooth Radio	Radju Luminarja	Foreign Station (any)	Did not listen to radio on previous day	Did not listen to radio during this timeslot	Total
00:00 - 00:30	-	-	1,533	-	-	-	1,533	-	-	-	-	-	-	-	-	21,456	289,662	314,184
00:30 - 01:00	-	-	1,533	-	-	-	1,533	-	-	-	-	-	-	-	-	21,456	289,662	314,184
01:00 - 01:30	-	-	1,533	-	-	-	1,533	-	-	-	-	-	-	-	-	21,456	289,662	314,184
01:30 - 02:00	-	-	1,533	-	-	-	1,533	-	-	-	-	-	-	-	-	21,456	289,662	314,184
02:00 - 02:30	-	-	-	-	-	-	1,533	-	-	-	-	-	-	-	-	21,456	291,195	314,184
02:30 - 03:00	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	21,456	292,728	314,184
03:00 - 03:30	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	21,456	292,728	314,184
03:30 - 04:00	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	21,456	292,728	314,184
04:00 - 04:30	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	21,456	292,728	314,184
04:30 - 05:00	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	21,456	292,728	314,184
05:00 - 05:30	-	-	4,598	-	-	-	1,533	-	-	-	-	-	-	-	-	21,456	286,597	314,184
05:30 - 06:00	-	-	6,130	-	-	-	3,065	-	4,598	-	-	-	-	-	-	21,456	278,934	314,184
06:00 - 06:30	-	1,533	24,522	-	7,663	9,196	1,533	-	9,196	-	-	-	-	-	-	21,456	239,086	314,184
06:30 - 07:00	6,130	6,130	27,587	1,533	16,859	10,728	13,793	6,130	10,728	6,130	-	9,196	-	-	-	21,456	177,782	314,184
07:00 - 07:30	12,261	10,728	27,587	3,065	18,391	12,261	29,119	9,196	10,728	10,728	-	16,859	-	-	-	21,456	131,804	314,184
07:30 - 08:00	4,598	6,130	27,587	3,065	6,130	9,196	19,924	6,130	10,728	3,065	1,533	4,598	-	-	-	21,456	190,043	314,184
08:00 - 08:30	4,598	6,130	21,456	4,598	-	12,261	10,728	7,663	12,261	7,663	1,533	4,598	1,533	-	-	21,456	197,706	314,184
08:30 - 09:00	3,065	4,598	24,522	4,598	-	12,261	12,261	7,663	13,793	9,196	-	3,065	1,533	-	-	21,456	196,173	314,184
09:00 - 09:30	3,065	4,598	18,391	3,065	-	12,261	13,793	7,663	13,793	13,793	-	3,065	-	-	-	21,456	199,239	314,184
09:30 - 10:00	3,065	4,598	18,391	3,065	-	12,261	13,793	7,663	15,326	12,261	-	3,065	-	-	-	21,456	199,239	314,184
10:00 - 10:30	3,065	3,065	19,924	3,065	-	10,728	16,859	13,793	16,859	12,261	-	4,598	-	-	-	21,456	188,510	314,184
10:30 - 11:00	1,533	3,065	19,924	3,065	-	7,663	15,326	13,793	13,793	12,261	-	1,533	-	-	-	21,456	200,771	314,184
11:00 - 11:30	3,065	3,065	16,859	3,065	1,533	9,196	15,326	13,793	12,261	13,793	-	3,065	-	-	-	21,456	197,706	314,184
11:30 - 12:00	3,065	3,065	16,859	3,065	-	10,728	15,326	13,793	12,261	12,261	-	1,533	-	-	-	21,456	200,771	314,184
12:00 - 12:30	3,065	3,065	15,326	-	-	18,391	9,196	13,793	9,196	9,196	-	-	-	1,533	-	21,456	209,967	314,184
12:30 - 13:00	1,533	3,065	10,728	-	-	16,859	10,728	12,261	7,663	9,196	1,533	-	-	-	-	21,456	219,162	314,184
13:00 - 13:30	1,533	1,533	7,663	-	1,533	16,859	7,663	10,728	4,598	9,196	1,533	1,533	-	-	-	21,456	228,358	314,184
13:30 - 14:00	3,065	1,533	6,130	-	-	1,533	6,130	10,728	4,598	7,663	-	1,533	-	-	-	21,456	249,815	314,184
14:00 - 14:30	3,065	1,533	6,130	-	-	1,533	6,130	9,196	4,598	4,598	-	1,533	-	-	-	21,456	254,412	314,184
14:30 - 15:00	3,065	1,533	6,130	-	-	-	4,598	9,196	4,598	1,533	-	1,533	-	-	-	21,456	260,543	314,184
15:00 - 15:30	1,533	3,065	6,130	-	1,533	-	3,065	21,456	6,130	1,533	-	1,533	-	-	-	21,456	246,749	314,184
15:30 - 16:00	1,533	3,065	6,130	-	-	1,533	6,130	19,924	4,598	1,533	-	1,533	-	-	-	21,456	246,749	314,184
16:00 - 16:30	3,065	4,598	6,130	-	1,533	1,533	7,663	1,533	3,065	-	-	6,130	-	1,533	-	21,456	255,945	314,184
16:30 - 17:00	6,130	6,130	9,196	-	4,598	-	13,793	1,533	1,533	-	-	6,130	-	-	-	21,456	243,684	314,184
17:00 - 17:30	7,663	1,533	10,728	-	-	1,533	16,859	1,533	-	-	-	9,196	-	-	-	21,456	243,684	314,184
17:30 - 18:00	-	-	10,728	-	-	6,130	12,261	-	-	1,533	-	-	-	-	-	21,456	262,075	314,184
18:00 - 18:30	1,533	-	10,728	-	-	7,663	7,663	-	-	1,533	-	-	-	-	-	21,456	263,608	314,184
18:30 - 19:00	-	-	6,130	-	-	9,196	6,130	-	-	-	-	-	-	-	-	21,456	271,271	314,184
19:00 - 19:30	-	-	4,598	-	-	7,663	3,065	-	-	-	-	-	1,533	-	-	21,456	275,869	314,184
19:30 - 20:00	-	-	1,533	-	-	4,598	1,533	-	-	-	-	-	-	-	1,533	21,456	283,532	314,184
20:00 - 20:30	-	-	1,533	-	-	1,533	-	1,533	-	-	-	-	-	-	-	21,456	288,130	314,184
20:30 - 21:00	-	-	3,065	-	-	1,533	-	-	-	-	-	-	-	-	-	21,456	288,130	314,184
21:00 - 21:30	-	-	3,065	-	1,533	1,533	-	-	-	-	-	-	-	-	-	21,456	286,597	314,184
21:30 - 22:00	-	-	3,065	-	-	1,533	-	-	-	-	-	-	-	-	-	21,456	288,130	314,184
22:00 - 22:30	-	-	3,065	-	-	1,533	-	1,533	-	-	-	-	-	-	-	21,456	286,597	314,184
22:30 - 23:00	-	-	3,065	-	-	1,533	3,065	-	1,533	-	-	-	-	-	-	21,456	283,532	314,184
23:00 - 23:30	-	-	3,065	-	-	1,533	3,065	-	1,533	-	-	-	-	-	-	21,456	283,532	314,184
23:30 - 00:00	-	-	1,533	-	-	1,533	3,065	-	1,533	-	-	-	-	-	-	21,456	285,065	314,184

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 Friday.

Radio Audience on <u>SATURDAY</u>

- The **most listened to timebands** on Saturday are 09:30 – 10:00, 10:00 – 10:30 and 10:30 – 11:00 on **ONE Radio** (29,119 Radio Listeners).

*Table 32 – Q14 – **Radio Audience on <u>SATURDAY</u>** – by Timeband (Multiple-Response Q) (n=372,423)*

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

	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	Smooth Radio	Radju Prekursur	Foreign Station (any)	Did not listen to radio on previous day	Did not listen to radio during this timeslot	Total
00:00 - 00:30	-	-	1,533	-	-	-	1,533	-	-	-	-	-	-	-	-	95,022	274,336	372,423
00:30 - 01:00	-	-	1,533	-	-	-	1,533	-	-	-	-	-	-	-	-	95,022	274,336	372,423
01:00 - 01:30	-	-	-	-	-	-	1,533	-	-	-	-	-	-	-	-	95,022	275,869	372,423
01:30 - 02:00	-	-	-	-	-	-	1,533	-	-	-	-	-	-	-	-	95,022	275,869	372,423
02:00 - 02:30	-	-	-	-	-	-	1,533	-	-	-	-	-	-	-	-	95,022	275,869	372,423
02:30 - 03:00	-	-	-	-	-	-	1,533	-	-	-	-	-	1,533	-	-	95,022	274,336	372,423
03:00 - 03:30	-	-	-	-	-	-	-	-	-	-	-	-	1,533	-	-	95,022	275,869	372,423
03:30 - 04:00	-	-	-	-	-	-	-	-	-	-	-	-	1,533	-	-	95,022	275,869	372,423
04:00 - 04:30	-	-	-	-	-	-	-	-	-	-	-	-	1,533	-	-	95,022	275,869	372,423
04:30 - 05:00	-	-	-	-	-	-	-	-	-	-	-	-	1,533	-	-	95,022	275,869	372,423
05:00 - 05:30	-	-	1,533	-	-	-	1,533	-	-	-	-	-	1,533	-	-	95,022	272,804	372,423
05:30 - 06:00	-	-	4,598	-	-	-	3,065	-	1,533	-	-	-	-	-	-	95,022	268,206	372,423
06:00 - 06:30	-	3,065	9,196	-	-	1,533	6,130	-	3,065	-	-	-	-	-	-	95,022	254,412	372,423
06:30 - 07:00	6,130	3,065	16,859	-	1,533	3,065	7,663	-	6,130	-	-	1,533	-	-	-	95,022	231,423	372,423
07:00 - 07:30	10,728	6,130	19,924	1,533	1,533	6,130	10,728	3,065	7,663	-	-	1,533	-	-	-	95,022	208,434	372,423
07:30 - 08:00	12,261	3,065	19,924	1,533	1,533	6,130	10,728	3,065	6,130	-	-	1,533	-	-	-	95,022	211,499	372,423
08:00 - 08:30	19,924	12,261	26,054	3,065	3,065	18,391	18,391	13,793	6,130	6,130	-	15,326	-	-	-	95,022	134,870	372,423
08:30 - 09:00	16,859	10,728	26,054	3,065	3,065	16,859	15,326	18,391	7,663	9,196	-	12,261	-	-	-	95,022	137,935	372,423
09:00 - 09:30	16,859	13,793	24,522	6,130	3,065	18,391	22,989	21,456	7,663	18,391	-	15,326	-	-	-	95,022	108,815	372,423
09:30 - 10:00	18,391	13,793	24,522	6,130	4,598	21,456	29,119	19,924	7,663	21,456	-	18,391	-	-	-	95,022	91,956	372,423
10:00 - 10:30	18,391	13,793	24,522	6,130	4,598	24,522	29,119	22,989	9,196	24,522	-	19,924	-	-	-	95,022	79,695	372,423
10:30 - 11:00	19,924	13,793	24,522	6,130	4,598	24,522	29,119	21,456	9,196	22,989	-	16,859	-	-	-	95,022	84,293	372,423
11:00 - 11:30	21,456	13,793	24,522	4,598	4,598	24,522	24,522	21,456	9,196	21,456	-	16,859	-	-	-	95,022	90,424	372,423
11:30 - 12:00	21,456	12,261	21,456	3,065	4,598	26,054	24,522	19,924	9,196	21,456	-	16,859	-	-	1,533	95,022	96,554	372,423
12:00 - 12:30	15,326	6,130	21,456	-	4,598	27,587	18,391	18,391	6,130	6,130	-	10,728	-	1,533	-	95,022	141,000	372,423
12:30 - 13:00	7,663	4,598	21,456	-	3,065	21,456	15,326	15,326	4,598	-	-	4,598	-	-	-	95,022	179,315	372,423
13:00 - 13:30	3,065	3,065	15,326	-	1,533	16,859	13,793	12,261	4,598	1,533	-	3,065	-	-	-	95,022	202,304	372,423
13:30 - 14:00	3,065	1,533	15,326	-	1,533	13,793	12,261	4,598	4,598	3,065	-	1,533	-	-	-	95,022	216,097	372,423
14:00 - 14:30	4,598	1,533	13,793	-	1,533	7,663	10,728	3,065	4,598	3,065	-	-	-	-	-	95,022	226,826	372,423
14:30 - 15:00	4,598	3,065	12,261	-	1,533	4,598	6,130	1,533	3,065	3,065	1,533	-	-	-	-	95,022	236,021	372,423
15:00 - 15:30	6,130	1,533	12,261	-	1,533	1,533	12,261	1,533	3,065	3,065	-	-	-	-	-	95,022	234,489	372,423
15:30 - 16:00	4,598	1,533	12,261	-	-	1,533	12,261	3,065	3,065	3,065	-	1,533	-	-	-	95,022	234,489	372,423
16:00 - 16:30	-	1,533	10,728	-	-	1,533	13,793	-	1,533	1,533	-	1,533	-	-	-	95,022	245,217	372,423
16:30 - 17:00	-	-	6,130	-	-	1,533	12,261	-	1,533	1,533	-	-	-	-	-	95,022	254,412	372,423
17:00 - 17:30	1,533	3,065	4,598	-	-	1,533	10,728	-	1,533	-	-	-	-	-	-	95,022	254,412	372,423
17:30 - 18:00	-	-	4,598	-	-	1,533	12,261	-	1,533	-	-	-	-	-	-	95,022	257,478	372,423
18:00 - 18:30	1,533	-	4,598	-	-	3,065	9,196	-	3,065	-	-	-	-	-	-	95,022	255,945	372,423
18:30 - 19:00	1,533	-	3,065	-	-	-	6,130	-	3,065	-	-	-	-	-	-	95,022	263,608	372,423
19:00 - 19:30	-	-	3,065	-	-	-	-	-	1,533	-	-	-	-	-	-	95,022	272,804	372,423
19:30 - 20:00	-	-	1,533	-	-	1,533	-	-	1,533	-	-	-	-	-	-	95,022	272,804	372,423
20:00 - 20:30	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	95,022	277,401	372,423
20:30 - 21:00	-	-	1,533	-	-	-	-	-	-	-	-	-	-	-	-	95,022	275,869	372,423
21:00 - 21:30	-	-	3,065	-	-	-	-	-	-	-	-	-	-	-	-	95,022	274,336	372,423
21:30 - 22:00	-	-	3,065	-	-	-	-	-	-	-	-	-	-	-	-	95,022	274,336	372,423
22:00 - 22:30	-	-	3,065	-	-	-	1,533	-	-	-	-	-	-	-	1,533	95,022	271,271	372,423
22:30 - 23:00	-	3,065	3,065	-	-	-	1,533	-	-	-	-	-	-	-	1,533	95,022	268,206	372,423
23:00 - 23:30	-	3,065	3,065	-	-	-	3,065	-	-	-	-	-	-	-	1,533	95,022	266,673	372,423
23:30 - 00:00	-	1,533	1,533	-	-	-	3,065	-	-	-	-	-	-	-	1,533	95,022	269,738	372,423

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

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

9.8 Average Daily Radio Listenership – [Q14]

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

Highest Daily Average Radio Audience Shares

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

  ✓ **Calypso 101.8:** Sunday: 8,461 (20.5%), Wednesday: 8,589 (22.8%), Thursday: 9,834 (23.1%), Friday: 8,876 (21.9%) and Saturday: 9,419 (19.1%)

  ✓ **ONE Radio:** Tuesday: 11,143 (24.1%).

  ✓ **NET FM:** Monday: 8,876 (18%).

Highest Weekly Average Radio Audience Shares

- The local radio station with **the highest weekly average percentage audience share** is **Calypso 101.8** standing at 19.4%, **ONE Radio** standing at 17.5%, followed by **NET FM** at 13%.

Research Findings in Detail

Tables below illustrate details on the above research findings.

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

	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	Smooth Radio	Pure Radio	Radju Prekursur	Radju Luminarja	Foreign Station (any)
Sunday	3,672	2,618	8,461	0	0	4,981	6,769	2,810	0	7,695	1,341	0	2,522	0	0	0	0	383
Monday	1,980	766	8,110	830	734	8,876	8,270	7,887	0	2,618	6,418	32	2,746	0	32	0	0	0
Tuesday	2,331	3,385	5,524	319	990	5,268	11,143	6,194	32	3,225	3,800	255	3,672	0	0	0	0	128
Wednesday	1,660	2,171	8,589	830	830	4,757	4,853	4,789	0	4,406	2,810	0	1,660	0	0	0	0	255
Thursday	2,139	2,586	9,834	479	511	5,236	7,823	5,460	0	1,852	3,001	479	2,586	0	0	0	0	607
Friday	1,756	1,820	8,876	734	1,277	4,917	6,737	4,598	0	4,406	3,353	128	1,820	64	0	0	64	32
Saturday	4,917	3,225	9,419	862	1,086	6,194	8,685	4,694	0	2,906	3,576	32	3,321	192	0	32	0	128

Table 32B - Q14 – RADIO – <u>Percentage Average</u> 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	Smooth Radio	Pure Radio	Radju Prekursur	Radju Luminarja	Foreign Station (any)
Sunday	8.9%	6.3%	20.5%	0.0%	0.0%	12.1%	16.4%	6.8%	0.0%	18.7%	3.3%	0.0%	6.1%	0.0%	0.0%	0.0%	0.0%	0.9%
Monday	4.0%	1.6%	16.5%	1.7%	1.5%	18.0%	16.8%	16.0%	0.0%	5.3%	13.0%	0.1%	5.6%	0.0%	0.1%	0.0%	0.0%	0.0%
Tuesday	5.0%	7.3%	11.9%	0.7%	2.1%	11.4%	24.1%	13.4%	0.1%	7.0%	8.2%	0.6%	7.9%	0.0%	0.0%	0.0%	0.0%	0.3%
Wednesday	4.4%	5.8%	22.8%	2.2%	2.2%	12.6%	12.9%	12.7%	0.0%	11.7%	7.5%	0.0%	4.4%	0.0%	0.0%	0.0%	0.0%	0.7%
Thursday	5.0%	6.1%	23.1%	1.1%	1.2%	12.3%	18.4%	12.8%	0.0%	4.3%	7.0%	1.1%	6.1%	0.0%	0.0%	0.0%	0.0%	1.4%
Friday	4.3%	4.5%	21.9%	1.8%	3.1%	12.1%	16.6%	11.3%	0.0%	10.9%	8.3%	0.3%	4.5%	0.2%	0.0%	0.0%	0.2%	0.1%
Saturday	10.0%	6.5%	19.1%	1.7%	2.2%	12.6%	17.6%	9.5%	0.0%	5.9%	7.3%	0.1%	6.7%	0.4%	0.0%	0.1%	0.0%	0.3%
Average	6.0%	5.4%	19.4%	1.3%	1.8%	13.0%	17.5%	11.8%	0.01%	9.1%	7.8%	0.3%	5.9%	0.1%	0.01%	0.01%	0.02%	0.5%

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

- Whilst the remaining 2% recalled **having listened to, at least, one local radio programme on demand/catch-up** during the previous 7 days. These radio listeners were given the possibility of mentioning up to 3 local radio programmes they watched on demand/catch-up during the previous 7 days. **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=1473)

Counts Break % Respondents	Total	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	1473	129	227	268	234	194	205	216	763	710
No	1443 98.0%	129 100.0%	225 99.1%	268 100.0%	227 97.0%	182 93.8%	196 95.6%	216 100.0%	745 97.6%	698 98.3%
Yes	30 2.0%	- -	2 0.9%	- -	7 3.0%	12 6.2%	9 4.4%	- -	18 2.4%	12 1.7%

Table 33.3 – Q15a – Local programmes listened to on demand in the previous 7 days – by Age & Gender (Multiple-Response Q) (n=30)

Counts Break % Respondents	Total	Age				Gender	
		21-30	41-50	51-60	61-70	Male	Female
Total	30	2	7	12	9	18	12
Il-Polz tac-Cittadin (Tonio Bonello) (Radju Malta)	11 36.7%	-	1 14.3%	5 41.7%	5 55.6%	7 38.9%	4 33.3%
Andrew Azzopardi on 103	10 33.3%	2 100.0%	5 71.4%	2 16.7%	1 11.1%	7 38.9%	3 25.0%
Minn Jum Għal Jum (Radju Malta)	4 13.3%	-	1 14.3%	2 16.7%	1 11.1%	-	4 33.3%
Sibt il-Punt (ONE Radio)	3 10.0%	-	-	3 25.0%	-	3 16.7%	-
Seħer il-Malti (Radju Malta)	2 6.7%	-	-	-	2 22.2%	2 11.1%	-
Linja Diretta (Manuel Cuschieri) (Smash Radio)	1 3.3%	-	1 14.3%	-	-	1 5.6%	-
ONE Magazine (ONE Radio)	1 3.3%	-	-	1 8.3%	-	-	1 8.3%

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

- 99.1% 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.

- 12.4% listen to radio via live streaming on **mobile, tablet, laptop, PC,** largely by the younger age cohorts.

- 7.9% 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=1473)
<u>NOTE</u>: The %s below refer to the number of respondents and NOT to the number of responses, hence they do not total up to 100%

Counts Break % Respondents	Total	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	1473	129	227	268	234	194	205	216	763	710
Radio set (at home, office, in car)	1460 99.1%	127 98.4%	227 100.0%	267 99.6%	228 97.4%	194 100.0%	202 98.5%	215 99.5%	756 99.1%	704 99.2%
Other [Streaming on l-aptop/computer/mobil-e or tablet]	182 12.4%	43 33.3%	55 24.2%	34 12.7%	25 10.7%	17 8.8%	6 2.9%	2 0.9%	105 13.8%	77 10.8%
DAB+	117 7.9%	39 30.2%	34 15.0%	23 8.6%	13 5.6%	2 1.0%	3 1.5%	3 1.4%	86 11.3%	31 4.4%
TV set	20 1.4%	- -	- -	- -	2 0.9%	1 0.5%	9 4.4%	8 3.7%	8 1.0%	12 1.7%

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

Note: Radio listeners who said that they do not use DAB+ to listen to radio stations were not asked this question. Hence the total number of radio listeners' responses for this question totals 117.

- The most listened to local radio stations on DAB+ are **Bay** (74.4%), **Vibe FM** (60.7%) and **Bay Easy** (23.1%).

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=117)
<u>*NOTE*</u>: *The %s below refer to the number of respondents and NOT to the number of responses, hence they do not total up to 100%*

Counts Break % Respondents	Total	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	117	39	34	23	13	2	3	3	86	31
Bay	87 74.4%	34 87.2%	28 82.4%	16 69.6%	7 53.8%	2 100.0%	- -	- -	67 77.9%	20 64.5%
Vibe FM	71 60.7%	29 74.4%	20 58.8%	15 65.2%	5 38.5%	2 100.0%	- -	- -	53 61.6%	18 58.1%
Bay Easy	27 23.1%	5 12.8%	9 26.5%	5 21.7%	5 38.5%	2 100.0%	1 33.3%	- -	18 20.9%	9 29.0%
Magic Malta	24 20.5%	14 35.9%	7 20.6%	2 8.7%	1 7.7%	- -	- -	- -	18 20.9%	6 19.4%
All Rock	11 9.4%	5 12.8%	5 14.7%	1 4.3%	- -	- -	- -	- -	11 12.8%	- -
Smooth Radio	6 5.1%	2 5.1%	1 2.9%	1 4.3%	1 7.7%	- -	1 33.3%	- -	5 5.8%	1 3.2%
ONE Radio	5 4.3%	- -	4 11.8%	- -	- -	1 50.0%	- -	- -	4 4.7%	1 3.2%
Net FM	4 3.4%	- -	1 2.9%	- -	1 7.7%	- -	1 33.3%	1 33.3%	2 2.3%	2 6.5%
Calypso 101.8	3 2.6%	- -	1 2.9%	- -	- -	1 50.0%	1 33.3%	- -	3 3.5%	- -
Radju Malta	2 1.7%	- -	- -	- -	- -	- -	- -	2 66.7%	2 2.3%	- -
Foreign stations (various)	2 1.7%	- -	- -	1 4.3%	1 7.7%	- -	- -	- -	- -	2 6.5%
Radju Malta 2	1 0.9%	- -	1 2.9%	- -	- -	- -	- -	- -	1 1.2%	- -
RTK 103	1 0.9%	- -	1 2.9%	- -	- -	- -	- -	- -	1 1.2%	- -
Pure Radio	1 0.9%	- -	- -	- -	1 7.7%	- -	- -	- -	1 1.2%	- -

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
- ✓ more trained and professional DJs/presenters
- ✓ better Maltese diction by DJs/presenters
- ✓ more varied music programme mix
- ✓ less repetitive playlists
- ✓ more modern music
- ✓ more Maltese music
- ✓ less partisan politics
- ✓ more local feast band march music programmes
- ✓ more cultural/educational programmes
- ✓ more classical music programmes
- ✓ more programme variety

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10. ONLINE VIEWERSHIP – FINDINGS

10.1 Introduction

- ✓ **84.6% of all Maltese residents do not watch any Maltese programmes/audiovisual content which are solely produced for online portals**.

- ✓ The remaining 15.4% **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
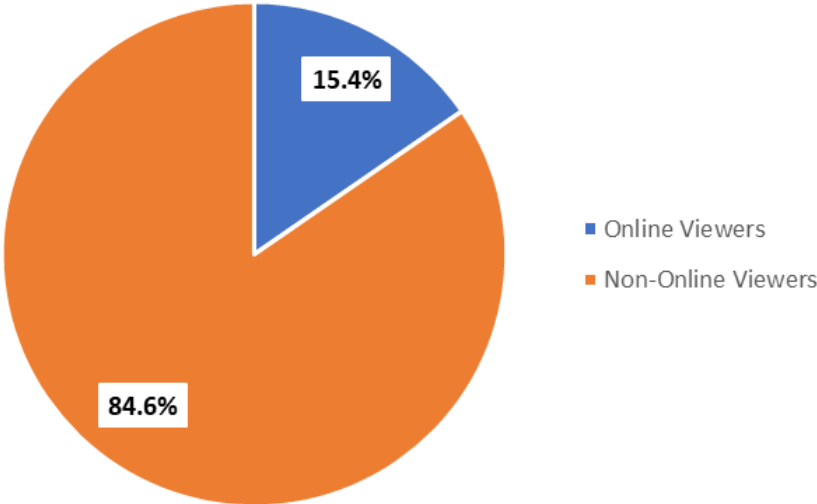
Table 36 – Q18 - Online viewers & Non-online viewers – by Age & Gender

Counts Break % Respondents	Total	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	2100	203	365	383	311	275	276	287	1068	1032
No	1776 84.6%	151 74.4%	314 86.0%	322 84.1%	258 83.0%	244 88.7%	228 82.6%	259 90.2%	898 84.1%	878 85.1%
Yes	324 15.4%	52 25.6%	51 14.0%	61 15.9%	53 17.0%	31 11.3%	48 17.4%	28 9.8%	170 15.9%	154 14.9%

Exhibit 6 – Q19 – Online portal/s or platform/s used for watching Maltese programmes online (Multiple-Response Q) (n=324)
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)

Legend:
- Facebook — 92.0%
- Youtube — 51.9%
- Instagram — 38.3%
- timesofmalta.com — 28.1%
- lovinmalta.com — 24.4%
- maltatoday.com.mt — 12.3%
- newsbook.com.mt — 11.7%
- maltadaily.com — 9.6%
- tvm.com.mt — 7.1%
- netnews.com.mt — 4.3%
- one.com.mt — 2.8%
- independent.com.mt — 1.2%
- illum.com.mt — 0.6%
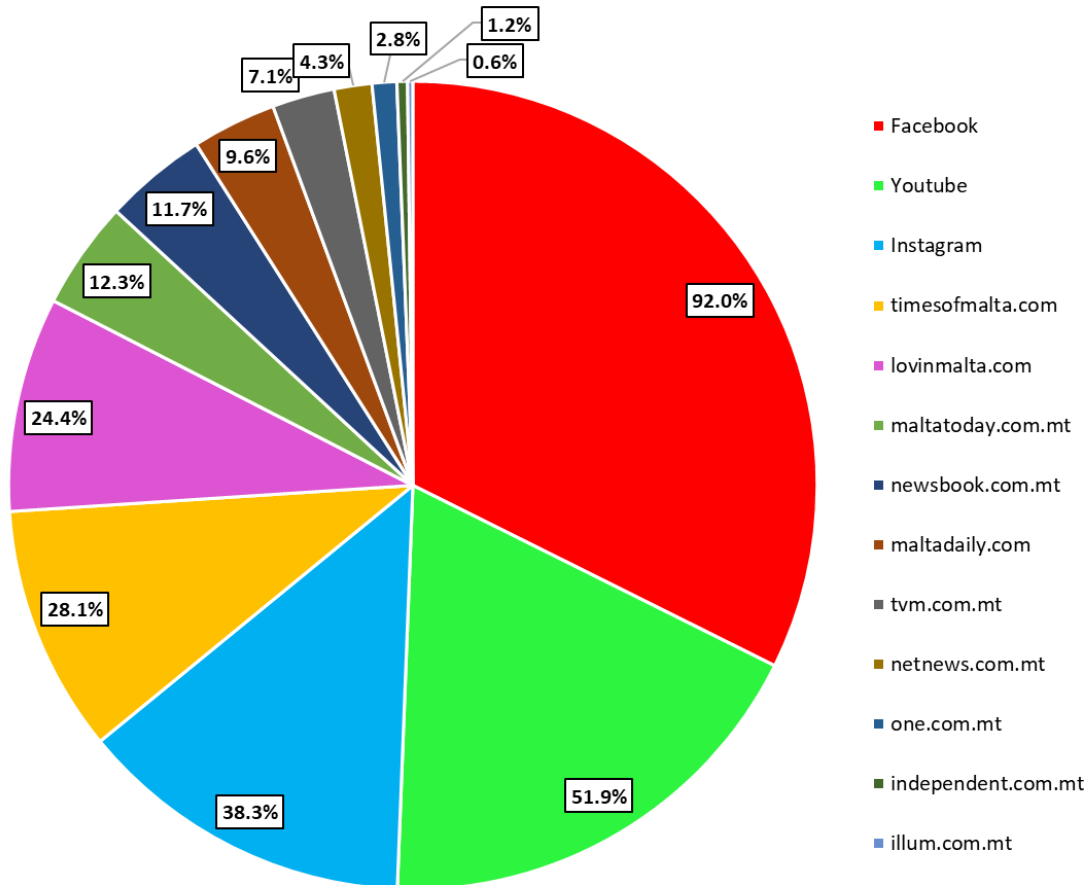
This Section gives details on the online viewership of the 324 individuals who watch online Maltese programmes, more specifically on:

[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 92% mentioning it as one of the online platforms used for watching Maltese programmes online. This finding is evident across all age cohorts.

- 51.9% use **Youtube,** 38.3% use **Instagram**, 28.1% use **timesofmalta.com** and 24.4% use **lovinmalta.com.**

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=324)
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	324	52	51	61	53	31	48	28	170	154
Facebook	298 92.0%	51 98.1%	49 96.1%	55 90.2%	49 92.5%	29 93.5%	44 91.7%	21 75.0%	151 88.8%	147 95.5%
Youtube	168 51.9%	25 48.1%	29 56.9%	31 50.8%	33 62.3%	15 48.4%	24 50.0%	11 39.3%	100 58.8%	68 44.2%
Instagram	124 38.3%	37 71.2%	30 58.8%	30 49.2%	14 26.4%	7 22.6%	4 8.3%	2 7.1%	69 40.6%	55 35.7%
timesofmalta.com	91 28.1%	26 50.0%	10 19.6%	22 36.1%	14 26.4%	12 38.7%	6 12.5%	1 3.6%	53 31.2%	38 24.7%
lovinmalta.com	79 24.4%	27 51.9%	12 23.5%	22 36.1%	10 18.9%	6 19.4%	2 4.2%	- -	48 28.2%	31 20.1%
maltatoday.com.mt	40 12.3%	9 17.3%	6 11.8%	11 18.0%	6 11.3%	4 12.9%	3 6.3%	1 3.6%	23 13.5%	17 11.0%
newsbook.com.mt	38 11.7%	4 7.7%	3 5.9%	14 23.0%	7 13.2%	5 16.1%	4 8.3%	1 3.6%	23 13.5%	15 9.7%
maltadaily.com	31 9.6%	10 19.2%	6 11.8%	8 13.1%	5 9.4%	1 3.2%	1 2.1%	- -	20 11.8%	11 7.1%
tvm.com.mt	23 7.1%	5 9.6%	5 9.8%	6 9.8%	3 5.7%	3 9.7%	1 2.1%	- -	14 8.2%	9 5.8%
netnews.com.mt	14 4.3%	- -	5 9.8%	3 4.9%	3 5.7%	2 6.5%	- -	1 3.6%	9 5.3%	5 3.2%
one.com.mt	9 2.8%	- -	2 3.9%	3 4.9%	1 1.9%	2 6.5%	- -	1 3.6%	6 3.5%	3 1.9%
independent.com.mt	4 1.2%	- -	- -	3 4.9%	- -	1 3.2%	- -	- -	3 1.8%	1 0.6%
illum.com.mt	2 0.6%	- -	- -	2 3.3%	- -	- -	- -	- -	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 92.3% indicating this device as their most used device. Mobile is the most used device across all age cohorts and gender.

- Following, 3.7% and 2.8% 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=324)

Counts Break % Respondents	Total	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	324	52	51	61	53	31	48	28	170	154
Mobile	299 92.3%	50 96.2%	50 98.0%	59 96.7%	50 94.3%	29 93.5%	40 83.3%	21 75.0%	152 89.4%	147 95.5%
Laptop	12 3.7%	1 1.9%	1 2.0%	1 1.6%	2 3.8%	1 3.2%	4 8.3%	2 7.1%	11 6.5%	1 0.6%
Tablet	9 2.8%	1 1.9%	- -	1 1.6%	1 1.9%	- -	3 6.3%	3 10.7%	4 2.4%	5 3.2%
PC	4 1.2%	- -	- -	- -	- -	1 3.2%	1 2.1%	2 7.1%	3 1.8%	1 0.6%

10.4 Most preferred programme online – [Q21]

- For this research question, online viewers (n=324) were asked to indicate **their <u>most preferred</u>** local online programme/audiovisual content.

- *Jon Mallia Podcasts* are preferred by 12.7% of all online viewers. **LovinMalta interviews/features** are preferred by 11.1% and *Times of Malta (Mark Lawrence Zammit) interviews/features* are preferred by 9% of online viewers.

- 33% of all online viewers do not have a preferred local online programme/audiovisual content.

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=324)*

Counts Break % Respondents	Total	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	324	52	51	61	53	31	48	28	170	154
No preferred programme	107 33.0%	6 11.5%	10 19.6%	13 21.3%	17 32.1%	14 45.2%	28 58.3%	19 67.9%	50 29.4%	57 37.0%
Jon Mallia Podcast	41 12.7%	14 26.9%	7 13.7%	7 11.5%	9 17.0%	3 9.7%	1 2.1%	- -	34 20.0%	7 4.5%
Lovin Malta features/interviews	36 11.1%	14 26.9%	5 9.8%	14 23.0%	2 3.8%	1 3.2%	- -	- -	19 11.2%	17 11.0%
Times of Malta (Mark Lawrence Zammit)	29 9.0%	3 5.8%	5 9.8%	4 6.6%	7 13.2%	4 12.9%	3 6.3%	3 10.7%	14 8.2%	15 9.7%
Malta Today features/interviews	21 6.5%	3 5.8%	5 9.8%	2 3.3%	5 9.4%	1 3.2%	4 8.3%	1 3.6%	14 8.2%	7 4.5%
Bajd u Bejken Podcast	16 4.9%	5 9.6%	4 7.8%	5 8.2%	- -	- -	2 4.2%	- -	14 8.2%	2 1.3%
The She Word (Trudy Kerr)	15 4.6%	1 1.9%	8 15.7%	4 6.6%	2 3.8%	- -	- -	- -	1 0.6%	14 9.1%
Newsbook.com features/discussions	14 4.3%	- -	- -	2 3.3%	4 7.5%	3 9.7%	3 6.3%	2 7.1%	6 3.5%	8 5.2%
Gwida Podcast	14 4.3%	3 5.8%	2 3.9%	5 8.2%	1 1.9%	- -	2 4.2%	1 3.6%	2 1.2%	12 7.8%
Peppi Azzopardi/-Xarabank	12 3.7%	1 1.9%	2 3.9%	1 1.6%	1 1.9%	4 12.9%	2 4.2%	1 3.6%	9 5.3%	3 1.9%
Malta Daily features/interviews	9 2.8%	2 3.8%	1 2.0%	1 1.6%	1 1.9%	1 3.2%	2 4.2%	1 3.6%	4 2.4%	5 3.2%
Mark Camilleri	5 1.5%	- -	1 2.0%	1 1.6%	2 3.8%	- -	1 2.1%	- -	2 1.2%	3 1.9%
Sandra Gauci	5 1.5%	- -	1 2.0%	2 3.3%	2 3.8%	- -	- -	- -	1 0.6%	4 2.6%

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

- 63.9% of all online viewers, on average, watch **between 15 – 30 minutes** of local online programmes/audiovisual content per day on weekdays.

- 20.7% watch **between 1 – 2 hours** and 10.5% watch **2+ hours** per day 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=324)

Counts Break % Respondents	Total	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	324	52	51	61	53	31	48	28	170	154
Less than 15 minutes	9 2.8%	1 1.9%	2 3.9%	3 4.9%	- -	2 6.5%	1 2.1%	- -	3 1.8%	6 3.9%
Bet 15 – 30 minutes	207 63.9%	48 92.3%	37 72.5%	48 78.7%	31 58.5%	17 54.8%	14 29.2%	12 42.9%	119 70.0%	88 57.1%
Bet 1 – 2 hours	67 20.7%	1 1.9%	6 11.8%	5 8.2%	18 34.0%	10 32.3%	19 39.6%	8 28.6%	29 17.1%	38 24.7%
2+ hours	34 10.5%	2 3.8%	6 11.8%	4 6.6%	3 5.7%	1 3.2%	12 25.0%	6 21.4%	16 9.4%	18 11.7%
Not always the same	7 2.2%	- -	- -	1 1.6%	1 1.9%	1 3.2%	2 4.2%	2 7.1%	3 1.8%	4 2.6%

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

- 52.8% of all online viewers, on average, watch **between 15 – 30 minutes** of local online programmes/audiovisual content per day on weekends.

- 29.3% watch **between 1 – 2 hours** and 11.1% watch **2+ hours** per day, on weekends.

Research Findings in Detail

Table below illustrated 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=324)

Counts Break % Respondents	Total	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	324	52	51	61	53	31	48	28	170	154
Less than 15 minutes	14 4.3%	2 3.8%	1 2.0%	5 8.2%	- -	1 3.2%	3 6.3%	2 7.1%	5 2.9%	9 5.8%
Bet 15 – 30 minutes	171 52.8%	35 67.3%	30 58.8%	38 62.3%	28 52.8%	16 51.6%	14 29.2%	10 35.7%	99 58.2%	72 46.8%
Bet 1 – 2 hours	95 29.3%	13 25.0%	13 25.5%	11 18.0%	21 39.6%	12 38.7%	17 35.4%	8 28.6%	46 27.1%	49 31.8%
2+ hours	36 11.1%	2 3.8%	7 13.7%	6 9.8%	3 5.7%	1 3.2%	11 22.9%	6 21.4%	17 10.0%	19 12.3%
Not always the same	8 2.5%	- -	- -	1 1.6%	1 1.9%	1 3.2%	3 6.3%	2 7.1%	3 1.8%	5 3.2%

11. PREFERRED SOURCE FOR LOCAL NEWS – FINDINGS

11.1 Introduction

- **Television** is the preferred source for local news by 56.9% of all Maltese residents.

- 18.2% prefer **Online news portals** as their preferred source for local news whilst 15.6% prefer **Facebook**.

- 5.7% 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
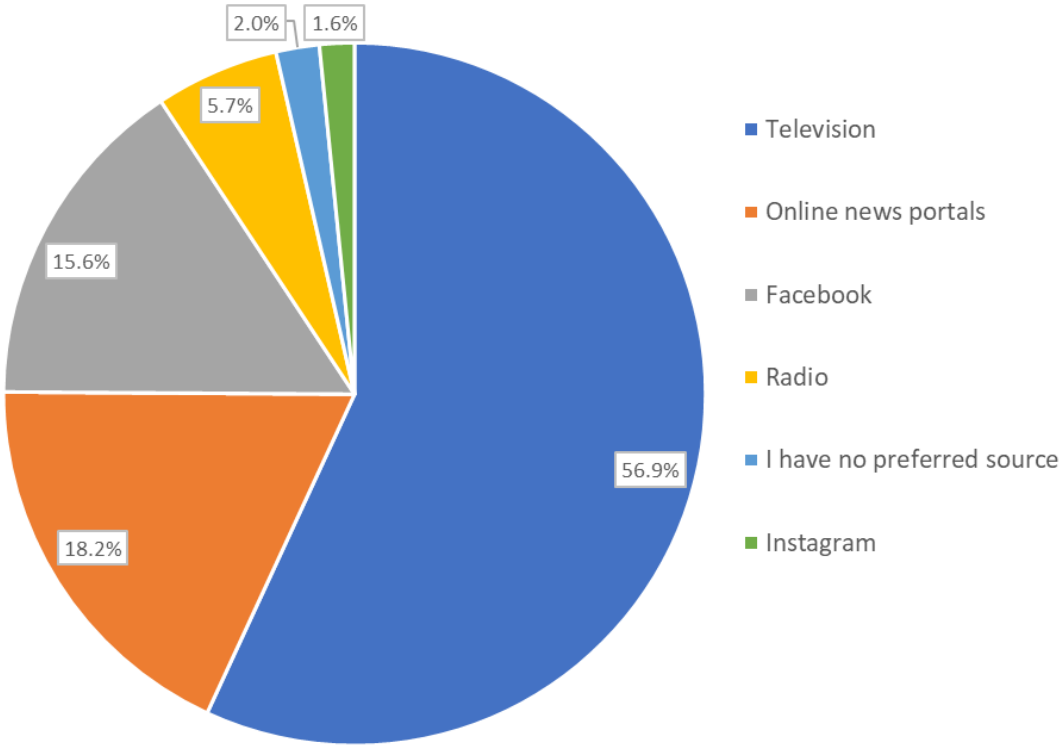
This Section gives details on the preferred source of local news by individuals who follow local news, more specifically on:

[a]. Preferred source to obtain local news – **[Q24]**
[b]. Preferred local **TV station** to watch local news
      (for the 1195 local news followers who prefer this source) – [Q25]
[c]. Preferred **local radio station** to listen to local news
      (for the 120 local news followers who prefer this source) – [Q26]
[d]. Preferred **local news portal** to follow local news
      (for the 383 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 56.9% of all Maltese residents. This source is particularly popular amongst individuals aged 21+ years.

- 18.2% prefer **online news portals**.

- **Facebook** is preferred by 15.6%, whilst a further 5.7% 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	203	365	383	311	275	276	287	1068	1032
Television	1195 56.9%	49 24.1%	199 54.5%	214 55.9%	182 58.5%	172 62.5%	180 65.2%	199 69.3%	605 56.6%	590 57.2%
Online news portals	383 18.2%	46 22.7%	71 19.5%	89 23.2%	62 19.9%	49 17.8%	37 13.4%	29 10.1%	210 19.7%	173 16.8%
Facebook	328 15.6%	82 40.4%	76 20.8%	64 16.7%	47 15.1%	27 9.8%	23 8.3%	9 3.1%	167 15.6%	161 15.6%
Radio	120 5.7%	- -	6 1.6%	8 2.1%	14 4.5%	22 8.0%	28 10.1%	42 14.6%	49 4.6%	71 6.9%
I have no preferred source to obtain local news	41 2.0%	3 1.5%	5 1.4%	6 1.6%	6 1.9%	5 1.8%	8 2.9%	8 2.8%	22 2.1%	19 1.8%
Instagram	33 1.6%	23 11.3%	8 2.2%	2 0.5%	- -	- -	- -	- -	15 1.4%	18 1.7%

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 1195.

- 56.2% 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 21% 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=1195)

Counts Break % Respondents	Total	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	1195	49	199	214	182	172	180	199	605	590
TVM	672 56.2%	34 69.4%	108 54.3%	123 57.5%	103 56.6%	105 61.0%	99 55.0%	100 50.3%	336 55.5%	336 56.9%
ONE	261 21.8%	9 18.4%	53 26.6%	45 21.0%	42 23.1%	31 18.0%	38 21.1%	43 21.6%	144 23.8%	117 19.8%
NET TV	251 21.0%	6 12.2%	37 18.6%	46 21.5%	35 19.2%	36 20.9%	41 22.8%	50 25.1%	123 20.3%	128 21.7%
I watch different TV stations equally to watch news	8 0.7%	- -	1 0.5%	- -	1 0.5%	- -	1 0.6%	5 2.5%	2 0.3%	6 1.0%
TVM NEWS+	3 0.3%	- -	- -	- -	1 0.5%	- -	1 0.6%	1 0.5%	- -	3 0.5%

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

Note: This question was only asked to the **individuals who mentioned 'Radio'** as their preferred source for obtaining local news. Hence the total number of individual responses for this question totals 120.

- 1 in 3 of individuals (36.7%) whose preferred source for obtaining local news is 'Radio', mentioned **Radju Malta** as their most preferred local radio station.

- 16.7% prefer **ONE Radio** as their most preferred source for obtaining local news.

- 14.2% mentioned **NET FM** as their most preferred local radio to obtaining local news.

- **Note:** Due to the low number of responses (n=120), 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=120)

Counts Break % Respondents	Total	Age						Gender	
		21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	120	6	8	14	22	28	42	49	71
Radju Malta	44 36.7%	3 50.0%	1 12.5%	1 7.1%	10 45.5%	12 42.9%	17 40.5%	12 24.5%	32 45.1%
ONE Radio	20 16.7%	- -	3 37.5%	5 35.7%	2 9.1%	4 14.3%	6 14.3%	10 20.4%	10 14.1%
Net FM	17 14.2%	1 16.7%	- -	- -	5 22.7%	4 14.3%	7 16.7%	4 8.2%	13 18.3%
I have no preferred radio station to listen to news	15 12.5%	- -	1 12.5%	4 28.6%	2 9.1%	4 14.3%	4 9.5%	11 22.4%	4 5.6%
RTK 103	13 10.8%	2 33.3%	3 37.5%	2 14.3%	1 4.5%	2 7.1%	3 7.1%	4 8.2%	9 12.7%
Calypso 101.8	11 9.2%	- -	- -	2 14.3%	2 9.1%	2 7.1%	5 11.9%	8 16.3%	3 4.2%

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 383.

- 61.4% 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.

- 15.7% indicated that they do not have a preferred online portal to watch news.

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=383)

Counts Break % Respondents	Total	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	383	46	71	89	62	49	37	29	210	173
timesofmalta.com	235 61.4%	14 30.4%	52 73.2%	57 64.0%	38 61.3%	33 67.3%	21 56.8%	20 69.0%	124 59.0%	111 64.2%
I have no preferred online portal to watch news	60 15.7%	1 2.2%	8 11.3%	14 15.7%	14 22.6%	12 24.5%	8 21.6%	3 10.3%	44 21.0%	16 9.2%
lovinmalta.com	35 9.1%	23 50.0%	6 8.5%	5 5.6%	1 1.6%	-	-	-	14 6.7%	21 12.1%
tvm.com.mt	10 2.6%	-	-	3 3.4%	2 3.2%	3 6.1%	2 5.4%	-	3 1.4%	7 4.0%
theshiftnews.com	10 2.6%	2 4.3%	-	2 2.2%	2 3.2%	-	2 5.4%	2 6.9%	4 1.9%	6 3.5%
one.com.mt	8 2.1%	1 2.2%	-	2 2.2%	1 1.6%	-	3 8.1%	1 3.4%	5 2.4%	3 1.7%
maltatoday.com.mt	7 1.8%	2 4.3%	-	2 2.2%	2 3.2%	-	1 2.7%	-	5 2.4%	2 1.2%
netnews.com.mt	7 1.8%	1 2.2%	2 2.8%	1 1.1%	-	1 2.0%	-	2 6.9%	3 1.4%	4 2.3%
newsbook.com.mt	6 1.6%	-	1 1.4%	3 3.4%	1 1.6%	-	-	1 3.4%	5 2.4%	1 0.6%
maltadaily.com	4 1.0%	2 4.3%	2 2.8%	-	-	-	-	-	3 1.4%	1 0.6%
independent.com.mt	1 0.3%	-	-	-	1 1.6%	-	-	-	-	1 0.6%

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

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12. APPENDIX A: STRUCTURED RESEARCH QUESTIONNAIRE

A. AUDIENCE DATE BEING ASSESSED

QA. AUDIENCE DATE BEING ASSESSED:	
Sunday 25th February	1
Monday 26th February	2
Tuesday 27th February	3
Wednesday 28th February	4
Thursday 29th February	5
Friday 1st March	6
Saturday 2nd March	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?

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

Q10. Which of the following TV reception services do you usually use **to watch local TV … …?**	
Prompt reply options and tick all that apply	
Paid subscription [eż..Melita/Go]	1
Android box [Internet based services]	2
Satellite	3
IPTV	4
Free-to-air	5
Other [Streaming on laptop/computer/mobile or tablet]	6
Don't know	7
Refused/ no reply	8

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

D. RADIO

Q11A. Do you listen to local radio **only**, foreign radio **only** or **both** local and foreign?	
Local radio only	**1 – SKIP TO Q11**
Foreign radio only	**2 – SKIP TO Q14A**
Both local and foreign radio	**3 – SKIP TO Q11**
I do not listen to ANY radio	**17 – SKIP TO Section E (Q18)**
Refused/ No Reply	**19 – SKIP TO Section E (Q18)**

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

Q13. Which is your **most favourite programme** on local Radio being aired at present?	
Most favourite programme: _____	1
No preferred programme	2
More than one preferred programme	3
Refused/ Don't know/ No reply	4

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

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

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

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

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

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

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

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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**

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

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

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

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

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

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

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

THANK YOU FOR YOUR PARTICIPATION IN THIS STUDY!

M.FSADNI & Associates