BROADCASTING AUTHORITY

Audience Survey July 2024
Research Findings Report

L-Awtorità tax-Xandir
—— MALTA ——
Broadcasting Authority

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2. EXECUTIVE SUMMARY – Key Learnings and Salient Conclusions

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

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

Conclusion 1 -   **85% of Maltese residents are TV viewers.**

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

Conclusion 3 -   **14% of Maltese residents watch online Maltese programmes/ audiovisual content (solely produced for online portals).**

- **85% of Maltese residents are TV viewers**. Of these, 62% watch both local and foreign TV, 17% watch local TV stations only and 6% watch foreign TV stations only. 21% of these TV viewers did not watch TV during the week of assessment.

- **2 in 3 of Maltese residents are radio listeners** (66.5%); this finding is observed across all age cohorts. **11.7% of these Radio listeners did not listen to radio** during the week of assessment.

- **14% of Maltese residents watch online Maltese programmes** (solely produced for online portals).

2.2 TV Viewership (n=1780)
Note*: TV Viewership findings exclude non-TV viewers.

Conclusion 4 -   **For local TV programmes, "news" is the most favourite genre with 80% of preferences of all TV viewers.**

Conclusion 5 -   ***TVM News Bulletin* is the most favourite local TV programme of 10.1% of all TV viewers.**

Conclusion 6 -   **Both on weekdays and weekends, 73% of all TV viewers, on average, watch 1-2 hours of local TV per day.**

Conclusion 7 -   **Over one whole week, the most followed local TV station is TVM with 33.5% 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 18.7%.**

- **News** is the most favourite genre for local TV programmes, with 80% indicating this as one of their favourite genres. **Drama** follows with 44% of preferences and **Discussions and Current Affairs** with 31%.

- *TVM News Bulletin* is the most favourite local TV programme of 10.1% of all local TV viewers. This news bulletin was largely watched on station **TVM** and not on **TVMnews+.**

- **Football matches (various)** obtained 6.8% of the TV viewers' preferences, followed by **News Bulletin – ONE** (5.7%) and **News Bulletin – NET TV** (4.6%). A high 43.1% of all TV viewers indicated that they **do not have a favourite local TV programme** being aired in this TV schedule.

- **On weekdays,** 73% all local TV viewers, on average, watch 1-2 hours of local TV per day. 20% of local TV viewers watch less than one hour a day, on average. Following, a further 6% of local TV viewers watch 3-4 hours of local TV per day.

- **On weekends,** 73% of local TV viewers, on average, watch 1-2 hours of local TV per day. 19% watch less than 1 hour a day and 4.6% watch between 3-4 hours of TV.

- **TVM** is the most followed TV station by 33.5% of all local TV viewers, followed by **NET TV** (18.4%) and **ONE** (15.3%). 'Foreign stations (various)' is being excluded from this most followed 'local TV station' ranking.

- T**he most followed TV timeband** from Sunday to Saturday is 20:00 - 20:30 (232,517 TV viewers 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 (8,110 – 25.2%), Thursday (7,695 – 28.2%) and Sunday (6,290 – 17.1%).

  - **NET TV** obtained the highest daily average audience share on Tuesday (8,429 – 24.6%) and Saturday (6,833 – 16.7%).

  - **ONE** obtained the highest daily average audience share on Wednesday (5,588 – 18.6%) and Friday (5,971 – 17.9%).

- The local TV station with **the highest <u>weekly</u> percentage average audience share** is **TVM** standing at 18.7%, followed by **NET TV** (17.9%) and **ONE** (16.3%). **'Foreign stations (various)'** is being excluded from this 'local TV station' daily and weekly audience share rankings.

 <u>Note:</u> **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=1394)
Note*:* Radio Listenership findings exclude non-radio listeners.

Conclusion 10 -	**On weekdays,** 56% of local radio listeners, on average, listen to local radio for between 1-2 hours a day.
Conclusion 11 -	**On weekends,** 58% of local radio listeners on average, listen to local radio for between 1-2 hours a day.
Conclusion 12 -	**The most followed local radio station is ONE Radio (14.3%).**
Conclusion 13 -	**The 07:00 – 07:30 timeband is the most listened to radio timeband.**
Conclusion 14 -	**The local radio station with the highest <u>weekly </u>average percentage audience share is ONE Radio, standing at 19.7%.**
Conclusion 15 -	**98.6% of all radio listeners use the radio set (at home, office, in car) for listening to radio.**

- **On weekdays,** 56% of local radio listeners, on average, listen to radio for between 1-2 hours a day, whilst a further 25% of local radio listeners listen to radio for less than one hour a day.

- **On weekends,** 58% of local radio listeners, on average, listen to 1 – 2 hours per day of local radio. Whilst a further 22% spend less than 1 hour per day listening to local radio.

- *Bay Breakfast with Daniel & Ylenia* is the most favourite local radio programme, with 6.7% of preferences. Followed by *The Morning Vibe with Abel, JD & Martina* (5.9%) and a close third *Bongu Calypso ma' Twanny Scerri* (5.3%).

- The **most followed** local radio station is **ONE Radio** (14.3%), followed by **Calypso 101.8** (12%) and **NET FM** (11.7%).

- Overall, **the most followed radio timeband is**:

  - **07:00 – 07:30** (167,053 radio listeners)

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

  - **ONE Radio:** Sunday: 7,024 (20.6%), Monday: 9,962 (20.6%), Wednesday: 8,461 (19.7%), Thursday: 8,589 (19.6%) and Friday: 8.972 (20.7%).

  - **Calypso 101.8:** Tuesday: 8,493 (18.9%) and Saturday: 8,014 (20.4%).

- The local radio station with **the highest weekly average percentage audience share** is **ONE Radio**, standing at 19.7%, **Calypso 101.8**, standing at 18.3%, following by **NET FM** at 14.8%.

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=296)

Note: Online Viewership findings exclude non-online viewers.

> **Conclusion 17 -** **Only 14% of Maltese residents watch online Maltese programmes/audiovisual content, which are solely produced for online portals.**
>
> **Conclusion 18 -** **93% 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 93% of all online viewer preferences, 67% use **Youtube,** 53% use **Instagram,** 43% use *timesofmalta.com* and 38% use *lovinmalta.com.*

- **Mobile** is the most used device by all online viewers for watching their preferred programme online (91%), followed by **laptop** (4.4%) and **tablet** (3.4%).

- *Jon Mallia Podcasts* are preferred by 14.2% of all online viewers. *LovinMalta interviews/features* are preferred by 11.8% and *Times of Malta (Mark Lawrence Zammit) interviews/features* are preferred by 11.1% of online viewers. 18% 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.**

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- **Television** is the preferred source for local news by 48% of all Maltese residents. 27% prefer **Online news portals** as their preferred source for local news. 16% prefer **Facebook** and 5% use **Radio** as their preferred source for local news.

- 48% 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. 28% prefer **NET TV** and 23% prefer **ONE** for watching local news.

- Almost 1 in 3 (30%) whose preferred source for obtaining local news is 'Radio', mentioned **Radju Malta** as their most preferred local radio station. 21% prefer **ONE Radio** and 15% mentioned **Calypso 101.8** and **RTK 103** respectively, as their most preferred local radio to obtaining local news.

- 62% of all individuals who prefer local news portals for following local news, mentioned **timesofmalta.com** as their preferred local news portal, making it the most preferred local news portal for following local news. 16% indicated that 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=113), 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 21st – 27th July 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]
  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 July 2024.**

✓ More specifically, **the dates of assessment comprised between Sunday 21st – Saturday 27th July 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 (hometown), (Census of Population and Housing 2021 Final Report Volume 1, NSO 2023). A total of 300 interviews per day were conducted over 7 consecutive days with

Maltese residents aged 12+ years, hailing from Malta's six geographical regions (NSO, 2023).

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

Table A – TV Viewership & Radio Listenership Per Day of Assessment
(Week Sunday 21st - Saturday 27th July 2024)

Date of Assessment	Number of Interviews
Sunday 21st July	300 interviews
Monday 22nd July	300 interviews
Tuesday 23rd July	300 interviews
Wednesday 24th July	300 interviews
Thursday 25th July	300 interviews
Friday 26th July	300 interviews
Saturday 27th July	300 interviews

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

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

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

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

Table B – Total Number of <u>TV Viewers</u> Per Day of Assessment – July 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	1780	250	254	254	250	262	257	253
Maltese Population of TV viewers	**389,719**	**383,151**	**389,281**	**389,281**	**383,151**	**401,542**	**393,879**	**387,749**

Table C – Total Number of <u>Radio Listeners</u> Per Day of Assessment – July 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	1394	178	212	208	201	190	195	210
Maltese Population of Radio listeners	**305,207**	**272,803**	**324,912**	**318,781**	**308,053**	**291,195**	**298,858**	**321,847**

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	204	379	385	298	269	274	291
Male	1092 52.0%	101 49.5%	213 56.2%	219 56.9%	162 54.4%	135 50.2%	135 49.3%	127 43.6%
Female	1008 48.0%	103 50.5%	166 43.8%	166 43.1%	136 45.6%	134 49.8%	139 50.7%	164 56.4%

8. TV VIEWERSHIP – FINDINGS

8.1 Introduction

- **85% of Maltese residents are TV viewers**. Of these, 62% watch both local and foreign TV, 17% watch local TV stations only and 6% watch foreign TV stations only.

- 21% of these TV viewers **did not watch TV** during the week of assessment.

- **The <u>most followed</u> local TV station** is **TVM** with 33.5% of all TV viewers, followed by **NET TV** (18.4%) and **ONE** (15.3%). 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 <u>highest weekly average</u> percentage audience share** is TVM standing at 18.7%, followed by NET TV (17.9%) and ONE (16.3%). NB. 'Foreign stations (various)', which obtained 23.6%, 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
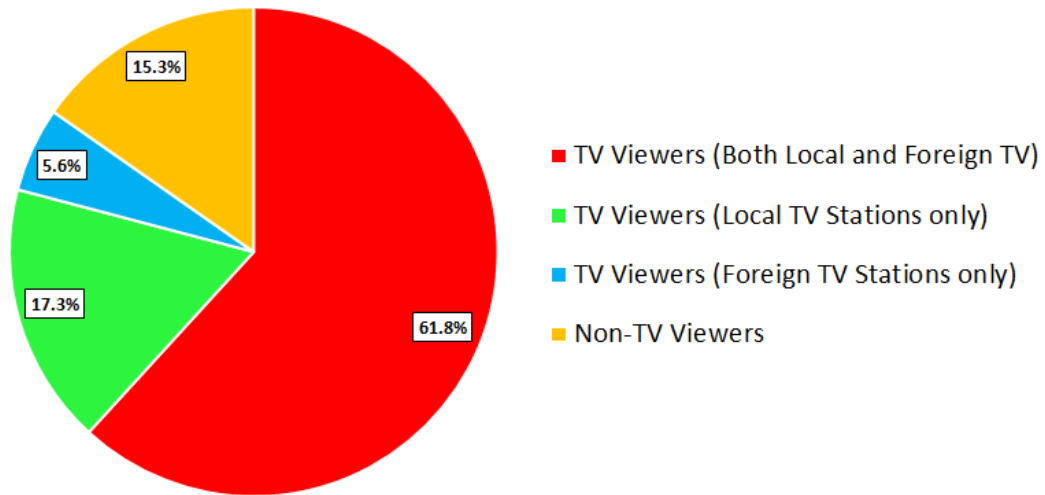
Table 2 – Q4A - TV viewers/non viewers – by Age & Gender (n=2100)

Counts Break % Respondents	Total	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	2100	204	379	385	298	269	274	291	1092	1008
Both local and foreign	1298 61.8%	111 54.4%	245 64.6%	257 66.8%	202 67.8%	167 62.1%	161 58.8%	155 53.3%	676 61.9%	622 61.7%
Local TV only	364 17.3%	9 4.4%	34 9.0%	45 11.7%	46 15.4%	62 23.0%	81 29.6%	87 29.9%	187 17.1%	177 17.6%
I do not watch any TV	305 14.5%	71 34.8%	70 18.5%	65 16.9%	31 10.4%	26 9.7%	21 7.7%	21 7.2%	163 14.9%	142 14.1%
Foreign TV only	118 5.6%	13 6.4%	30 7.9%	18 4.7%	19 6.4%	14 5.2%	8 2.9%	16 5.5%	55 5.0%	63 6.3%
We do not have a TV set (and do not watch TV)	15 0.7%	- -	- -	- -	- -	- -	3 1.1%	12 4.1%	11 1.0%	4 0.4%

Exhibit 2A – _Most followed_ TV stations (Sunday to Saturday)
(Multiple-Response Q) (n=1780)
NOTE I: Respondents were given the possibility of mentioning up to 3 TV Stations which they had watched on the previous day. Hence, the percentages depicted in this table do NOT total up to 100%.
NOTE II: % figures illustrated below are derived from Table 7.1 (Section 8.6)
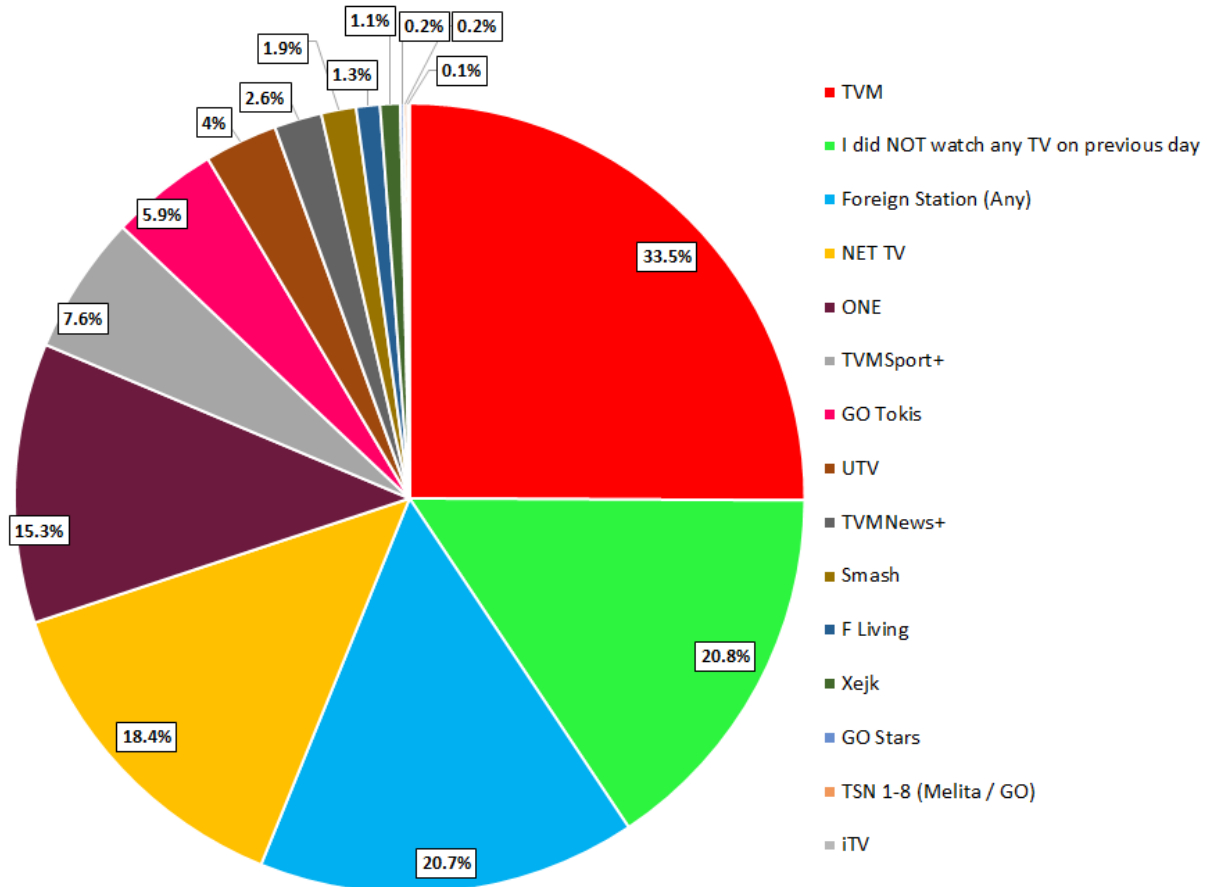
Exhibit 2A illustrates the most followed TV stations during Week 21ˢᵗ – 27ᵗʰ July 2024.
'I did not watch any TV on previous day' refers to TV viewers who did not watch TV
on the day of assessment during that particular week.
Note: TV stations not featured in the Exhibit above have a TV viewership of less than 0.1%
Between Sunday to Saturday.

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

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

Values shown: 23.6%, 18.7%, 17.9%, 16.3%, 8.4%, 5.7%, 3.1%, 2.5%, 1.6%, 1.3%, 0.7%, 0.1%, 0.1%, 0.01%
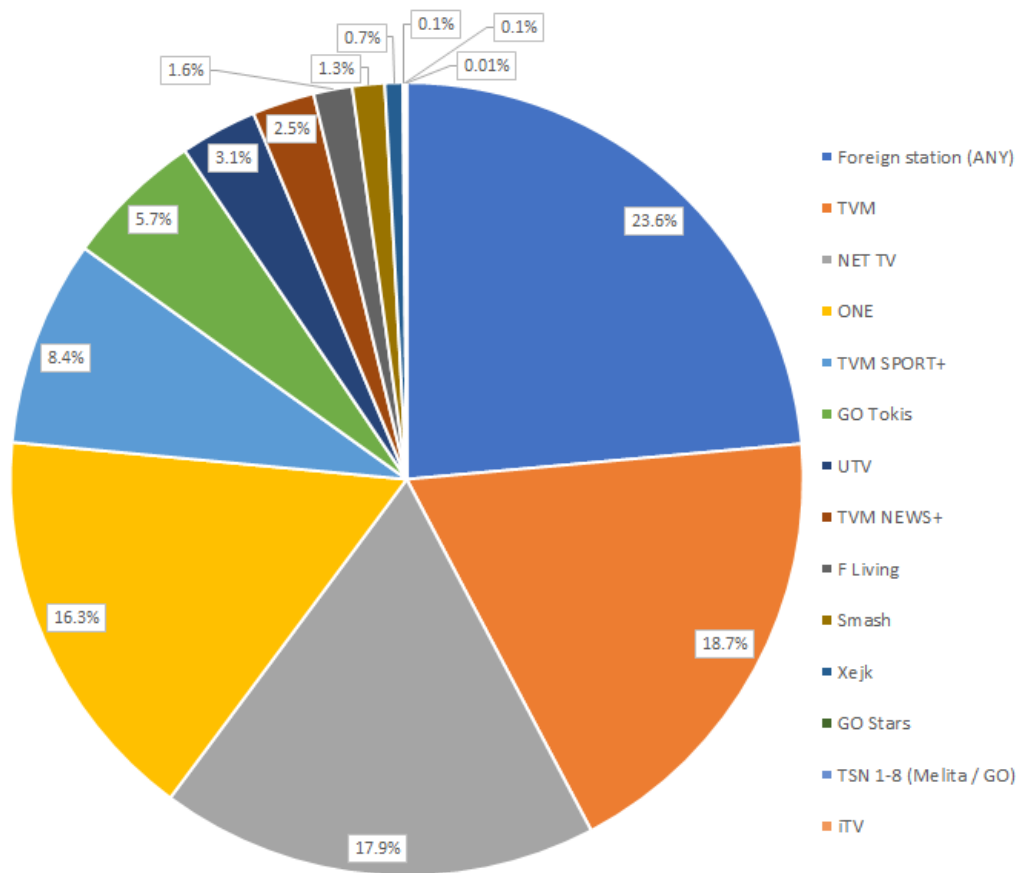
This Section gives details on the TV viewership of the 1780 individuals who watch local/foreign TV stations, more specifically on:

[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-Friday) – **[Q6]**

[d]. Daily average hours of LOCAL TV consumption: in the weekend (Saturday-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 1662.

 • **News** is the most favourite genre for local TV programmes, with 80% 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 44% indicating this as one of their favourite genres for local TV programmes. This genre is significantly more popular amongst female TV viewers (66%) than male TV viewers (23%).

 • **Discussions and Current affairs** is the third most favourite genre for local TV programmes, with 31% 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=1662)

<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	1662	120	279	302	248	229	242	242	863	799
News (Local and foreign)	1330 80.0%	65 54.2%	213 76.3%	239 79.1%	211 85.1%	194 84.7%	203 83.9%	205 84.7%	766 88.8%	564 70.6%
Drama	728 43.8%	46 38.3%	110 39.4%	123 40.7%	99 39.9%	97 42.4%	119 49.2%	134 55.4%	202 23.4%	526 65.8%
Discussions and current affairs	512 30.8%	16 13.3%	86 30.8%	83 27.5%	75 30.2%	89 38.9%	91 37.6%	72 29.8%	364 42.2%	148 18.5%
Sport	343 20.6%	57 47.5%	98 35.1%	79 26.2%	45 18.1%	32 14.0%	17 7.0%	15 6.2%	299 34.6%	44 5.5%
Quiz programmes	333 20.0%	6 5.0%	48 17.2%	61 20.2%	56 22.6%	61 26.6%	57 23.6%	44 18.2%	180 20.9%	153 19.1%
Religious	213 12.8%	- -	5 1.8%	6 2.0%	19 7.7%	30 13.1%	73 30.2%	80 33.1%	99 11.5%	114 14.3%
Lifestyle	180 10.8%	20 16.7%	30 10.8%	23 7.6%	33 13.3%	34 14.8%	29 12.0%	11 4.5%	22 2.5%	158 19.8%
Documentaries	172 10.3%	1 0.8%	24 8.6%	29 9.6%	21 8.5%	27 11.8%	39 16.1%	31 12.8%	134 15.5%	38 4.8%
Reality shows/ Adventure	155 9.3%	52 43.3%	58 20.8%	31 10.3%	9 3.6%	1 0.4%	2 0.8%	2 0.8%	20 2.3%	135 16.9%
Cooking	83 5.0%	22 18.3%	21 7.5%	20 6.6%	11 4.4%	4 1.7%	3 1.2%	2 0.8%	8 0.9%	75 9.4%
Variety (entertainment) / Comedy / Games	26 1.6%	- -	10 3.6%	3 1.0%	5 2.0%	1 0.4%	4 1.7%	3 1.2%	4 0.5%	22 2.8%
Cultural and/or educational	23 1.4%	- -	2 0.7%	2 0.7%	5 2.0%	4 1.7%	5 2.1%	5 2.1%	13 1.5%	10 1.3%
Music	22 1.3%	2 1.7%	8 2.9%	2 0.7%	3 1.2%	4 1.7%	2 0.8%	1 0.4%	11 1.3%	11 1.4%
Children's	12 0.7%	- -	2 0.7%	4 1.3%	3 1.2%	1 0.4%	2 0.8%	- -	4 0.5%	8 1.0%
Teleshopping	1 0.1%	- -	- -	- -	- -	- -	- -	1 0.4%	- -	1 0.1%

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 1662.

- *TVM News Bulletin* is the most favourite local TV programme of 10.1% 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**.

- **Football matches (various)** obtained 6.8% of the TV viewers' preferences, followed by **News Bulletin – ONE** (5.7%) and **News Bulletin – NET TV** (4.6%).

- A high 43.1% 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.

Table 4.1 – Q5 – Favourite local TV programme – by Age & Gender (n=1662)

Counts Break % Respondents	Total	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	1662	120	279	302	248	229	242	242	863	799
No preferred programme	717 43.1%	68 56.7%	138 49.5%	146 48.3%	112 45.2%	102 44.5%	81 33.5%	70 28.9%	386 44.7%	331 41.4%
News Bulletin - TVM	168 10.1%	6 5.0%	25 9.0%	30 9.9%	37 14.9%	21 9.2%	25 10.3%	24 9.9%	106 12.3%	62 7.8%
Football matches (various)	113 6.8%	27 22.5%	35 12.5%	22 7.3%	8 3.2%	11 4.8%	6 2.5%	4 1.7%	88 10.2%	25 3.1%
News Bulletin - ONE	95 5.7%	2 1.7%	12 4.3%	17 5.6%	14 5.6%	16 7.0%	12 5.0%	22 9.1%	56 6.5%	39 4.9%
News Bulletin – NET	77 4.6%	2 1.7%	12 4.3%	12 4.0%	9 3.6%	10 4.4%	11 4.5%	21 8.7%	49 5.7%	28 3.5%
Ta' Gerit	63 3.8%	1 0.8%	3 1.1%	9 3.0%	8 3.2%	10 4.4%	17 7.0%	15 6.2%	9 1.0%	54 6.8%
Quddiesa tal-Jum (various stations)	60 3.6%	- -	1 0.4%	- -	3 1.2%	13 5.7%	28 11.6%	15 6.2%	24 2.8%	36 4.5%
Simpatiċi	52 3.1%	- -	1 0.4%	2 0.7%	7 2.8%	7 3.1%	16 6.6%	19 7.9%	24 2.8%	28 3.5%
L-Għarusa	37 2.2%	4 3.3%	7 2.5%	11 3.6%	5 2.0%	6 2.6%	2 0.8%	2 0.8%	2 0.2%	35 4.4%
Żerniq	34 2.0%	- -	- -	2 0.7%	2 0.8%	6 2.6%	7 2.9%	17 7.0%	7 0.8%	27 3.4%
UEjja!	25 1.5%	- -	1 0.4%	1 0.3%	3 1.2%	6 2.6%	8 3.3%	6 2.5%	5 0.6%	20 2.5%
Jackpot 4	24 1.4%	2 1.7%	7 2.5%	10 3.3%	4 1.6%	- -	- -	1 0.4%	19 2.2%	5 0.6%
BundyTime	21 1.3%	- -	9 3.2%	4 1.3%	4 1.6%	2 0.9%	1 0.4%	1 0.4%	20 2.3%	1 0.1%
Dijanjosi	17 1.0%	- -	- -	- -	4 1.6%	3 1.3%	6 2.5%	4 1.7%	8 0.9%	9 1.1%
Kumplimenti	16 1.0%	- -	3 1.1%	3 1.0%	5 2.0%	3 1.3%	1 0.4%	1 0.4%	1 0.1%	15 1.9%
Bejnietna	15 0.9%	1 0.8%	4 1.4%	7 2.3%	1 0.4%	- -	2 0.8%	- -	- -	15 1.9%
Vale	13 0.8%	4 3.3%	4 1.4%	1 0.3%	3 1.2%	1 0.4%	- -	- -	- -	13 1.6%
Persjani Mbexxqa	13 0.8%	- -	3 1.1%	3 1.0%	3 1.2%	- -	3 1.2%	1 0.4%	5 0.6%	8 1.0%
PRN (Persuni Rapurtati Nieqsa)	12 0.7%	1 0.8%	4 1.4%	3 1.0%	4 1.6%	- -	- -	- -	7 0.8%	5 0.6%
Programme tal-Bibbja	11 0.7%	- -	- -	1 0.3%	3 1.2%	2 0.9%	2 0.8%	3 1.2%	8 0.9%	3 0.4%
Xtra	10 0.6%	- -	1 0.4%	3 1.0%	3 1.2%	- -	3 1.2%	- -	7 0.8%	3 0.4%

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Program	Total									
Festi mill-Parroċċi	**10** **0.6%**	- -	2 0.7%	2 0.7%	1 0.4%	- -	4 1.7%	1 0.4%	7 0.8%	3 0.4%
Programm ta' Fr Ray Toledo miċ-Ċenaklu	**10** **0.6%**	- -	- -	1 0.3%	1 0.4%	4 1.7%	1 0.4%	3 1.2%	5 0.6%	5 0.6%
F Living Show	**9** **0.5%**	- -	- -	- -	- -	1 0.4%	2 0.8%	6 2.5%	3 0.3%	6 0.8%
Xow	**4** **0.2%**	- -	1 0.4%	2 0.7%	- -	1 0.4%	- -	- -	- -	4 0.5%
Perspettivi	**4** **0.2%**	- -	2 0.7%	1 0.3%	- -	- -	1 0.4%	- -	2 0.2%	2 0.3%
Ma' Malcolm fil-Kċina	**4** **0.2%**	- -	1 0.4%	1 0.3%	- -	1 0.4%	1 0.4%	- -	- -	4 0.5%
Il-Willy	**4** **0.2%**	- -	- -	2 0.7%	- -	1 0.4%	1 0.4%	- -	3 0.3%	1 0.1%
Linja Diretta	**4** **0.2%**	- -	- -	- -	- -	1 0.4%	1 0.4%	2 0.8%	3 0.3%	1 0.1%
Malta u lil hinn minnha	**3** **0.2%**	- -	- -	- -	2 0.8%	- -	- -	1 0.4%	1 0.1%	2 0.3%
Vuċi għall-Annimali	**3** **0.2%**	1 0.8%	1 0.4%	1 0.3%	- -	- -	- -	- -	- -	3 0.4%
Bizzilla	**2** **0.1%**	- -	- -	1 0.3%	- -	- -	- -	1 0.4%	1 0.1%	1 0.1%
Analiżi	**2** **0.1%**	- -	1 0.4%	- -	- -	1 0.4%	- -	- -	2 0.2%	- -
Biskuttin	**2** **0.1%**	- -	1 0.4%	1 0.3%	- -	- -	- -	- -	2 0.2%	- -
Rolling	**1** **0.1%**	1 0.8%	- -	- -	- -	- -	- -	- -	- -	1 0.1%
Aħbar Tajba	**1** **0.1%**	- -	- -	- -	- -	- -	- -	1 0.4%	- -	1 0.1%
Etimologija	**1** **0.1%**	- -	- -	1 0.3%	- -	- -	- -	- -	1 0.1%	- -
Dun Benit	**1** **0.1%**	- -	- -	- -	- -	- -	- -	1 0.4%	- -	1 0.1%
Dell Minsi	**1** **0.1%**	- -	- -	1 0.3%	- -	- -	- -	- -	- -	1 0.1%
Sibt il-Punt	**1** **0.1%**	- -	- -	- -	1 0.4%	- -	- -	- -	1 0.1%	- -
Brillanti	**1** **0.1%**	- -	- -	- -	1 0.4%	- -	- -	- -	1 0.1%	- -
Indhouse	**1** **0.1%**	- -	- -	1 0.3%	- -	- -	- -	- -	- -	1 0.1%

8.4 Daily average hours of LOCAL TV consumption: on weekdays (Monday – Friday) – [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 1662.

- **On weekdays,** 73% all local TV viewers, on average, **watch 1-2 hours of local TV per day**. 20% of local TV viewers **watch less than one hour a day**, on average.

- Following, a further 6% 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 – Friday) – by Age & Gender (n=1662)*

Counts Break % Respondents	Total	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	1662	120	279	302	248	229	242	242	863	799
None	1 0.1%	- -	- -	- -	1 0.4%	- -	- -	- -	1 0.1%	- -
Less than 1 hr a day	327 19.7%	34 28.3%	57 20.4%	60 19.9%	70 28.2%	38 16.6%	38 15.7%	30 12.4%	200 23.2%	127 15.9%
Bet 1-2 hrs a day	1215 73.1%	86 71.7%	220 78.9%	240 79.5%	166 66.9%	175 76.4%	172 71.1%	156 64.5%	631 73.1%	584 73.1%
Bet 3-4 hrs a day	92 5.5%	- -	2 0.7%	2 0.7%	9 3.6%	12 5.2%	23 9.5%	44 18.2%	24 2.8%	68 8.5%
Bet 5-6 hrs a day	14 0.8%	- -	- -	- -	- -	1 0.4%	7 2.9%	6 2.5%	5 0.6%	9 1.1%
6+ hrs a day	8 0.5%	- -	- -	- -	1 0.4%	2 0.9%	2 0.8%	3 1.2%	1 0.1%	7 0.9%
Not always the same	5 0.3%	- -	- -	- -	1 0.4%	1 0.4%	- -	3 1.2%	1 0.1%	4 0.5%

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 1662.

- **In the weekend**, 73% of local TV viewers **watch 1-2 hours of local TV per day**. This TV consumption trend is evident across all age cohorts.

- 19% watch **less than 1 hour a day** and 4.6% watch **between 3-4 hours of TV.**

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=1662)

Counts Break % Respondents	Total	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	1662	120	279	302	248	229	242	242	863	799
None	16 1.0%	- -	3 1.1%	3 1.0%	5 2.0%	- -	3 1.2%	2 0.8%	8 0.9%	8 1.0%
Less than 1 hr a day	317 19.1%	20 16.7%	47 16.8%	57 18.9%	68 27.4%	42 18.3%	42 17.4%	41 16.9%	181 21.0%	136 17.0%
Bet 1-2 hrs a day	1214 73.0%	99 82.5%	226 81.0%	239 79.1%	162 65.3%	166 72.5%	166 68.6%	156 64.5%	640 74.2%	574 71.8%
Bet 3-4 hrs a day	77 4.6%	1 0.8%	3 1.1%	2 0.7%	11 4.4%	15 6.6%	20 8.3%	25 10.3%	25 2.9%	52 6.5%
Bet 5-6 hrs a day	21 1.3%	- -	- -	- -	1 0.4%	2 0.9%	8 3.3%	10 4.1%	5 0.6%	16 2.0%
6+ hrs a day	7 0.4%	- -	- -	- -	1 0.4%	2 0.9%	2 0.8%	2 0.8%	1 0.1%	6 0.8%
Not always the same	10 0.6%	- -	- -	1 0.3%	- -	2 0.9%	1 0.4%	6 2.5%	3 0.3%	7 0.9%

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 1780 TV viewers, 20.8% 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 33.5% of all local TV viewers mentioning TVM as one of the three TV stations they watched on the previous day. TVM is, in fact, the most watched local station across all age cohorts and gender.

- **'Foreign stations (any)' is the second most followed TV station/s,** with 20.7% of all local TV viewers having watched a foreign TV station on the previous day. This increase in 'foreign stations' audience share was largely contributed by the Olympics 2024 opening ceremony televised on Rai TV on Friday 26th July 2024.

- **NET TV is third most followed TV station**, with 18.4% of all TV viewers mentioning NET TV as one of the TV stations they watched on the previous day. NET TV is watched by all age cohorts aged 21+ years.

- **ONE is the fourth most followed TV station**, with 15.3% 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=1780)

__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 1780.*

Counts Respondents	TOTAL	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	1780	133	309	320	267	243	250	258	918	862
TVM	597	28	95	99	90	94	97	94	307	290
	33.5%	21.1%	30.7%	30.9%	33.7%	38.7%	38.8%	36.4%	33.4%	33.6%
I did NOT watch any TV on previous day	371	37	67	75	64	44	41	43	185	186
	20.8%	27.8%	21.7%	23.4%	24.0%	18.1%	16.4%	16.7%	20.2%	21.6%
Foreign Station (Any)	368	44	74	55	50	48	43	54	160	208
	20.7%	33.1%	23.9%	17.2%	18.7%	19.8%	17.2%	20.9%	17.4%	24.1%
NET TV	328	17	57	59	44	42	53	56	172	156
	18.4%	12.8%	18.4%	18.4%	16.5%	17.3%	21.2%	21.7%	18.7%	18.1%
ONE	273	4	39	44	33	37	53	63	151	122
	15.3%	3.0%	12.6%	13.8%	12.4%	15.2%	21.2%	24.4%	16.4%	14.2%
TVMSport+	135	19	45	29	12	16	8	6	99	36
	7.6%	14.3%	14.6%	9.1%	4.5%	6.6%	3.2%	2.3%	10.8%	4.2%
GO Tokis	105	5	10	17	24	12	21	16	44	61
	5.9%	3.8%	3.2%	5.3%	9.0%	4.9%	8.4%	6.2%	4.8%	7.1%
UTV	72	0	5	7	10	12	23	15	42	30
	4.0%	0.0%	1.6%	2.2%	3.7%	4.9%	9.2%	5.8%	4.6%	3.5%
TVMNews+	46	3	5	14	7	7	5	5	36	10
	2.6%	2.3%	1.6%	4.4%	2.6%	2.9%	2.0%	1.9%	3.9%	1.2%
Smash	33	0	6	7	5	6	7	2	30	3
	1.9%	0.0%	1.9%	2.2%	1.9%	2.5%	2.8%	0.8%	3.3%	0.3%
F Living	24	0	0	0	0	5	9	10	9	15
	1.3%	0.0%	0.0%	0.0%	0.0%	2.1%	3.6%	3.9%	1.0%	1.7%
Xejk	20	0	0	0	1	8	3	8	6	14
	1.1%	0.0%	0.0%	0.0%	0.4%	3.3%	1.2%	3.1%	0.7%	1.6%
GO Stars	4	0	2	0	1	0	1	0	3	1
	0.2%	0.0%	0.6%	0.0%	0.4%	0.0%	0.4%	0.0%	0.3%	0.1%
TSN 1-8 (Melita / GO)	3	0	3	0	0	0	0	0	2	1
	0.2%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.1%
Itv	1	0	0	1	0	0	0	0	0	1
	0.1%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%

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

__Note II__: *'Did not watch any TV on the previous day'* refers to TV viewers who did not watch TV on the day of Assessment during week 21st – 27th July 2024.

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Table 7.2 – Q8 – Most followed TV stations (Sunday to Saturday) – by Age & Gender (Multiple-Response Q) (n=389,719)

NOTE I: Table below illustrates Table 9.1 extrapolated to reflect Malta's population of TV viewers.
NOTE II: Respondents were given the possibility of mentioning up to 3 TV Stations which they had watched on the previous day. Hence, the totals depicted in this table do NOT total up to 389,719.

Counts Respondents	TOTAL	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	**389719**	**29119**	**67653**	**70062**	**58458**	**53203**	**54736**	**56487**	**200990**	**188729**
TVM	**130709**	6130	20800	21675	19705	20581	21238	20581	67216	63494
Foreign station (ANY)	**80571**	9634	16202	12042	10947	10509	9415	11823	35031	45540
NET TV	**71813**	3722	12480	12918	9634	9196	11604	12261	37658	34155
ONE	**59772**	876	8539	9634	7225	8101	11604	13793	33060	26711
TVMSport+	**29557**	4160	9852	6349	2627	3503	1752	1314	21675	7882
GO Tokis	**22989**	1095	2189	3722	5255	2627	4598	3503	9634	13356
UTV	**15764**	-	1095	1533	2189	2627	5036	3284	9196	6568
TVMnews+	**10071**	657	1095	3065	1533	1533	1095	1095	7882	2189
Smash	**7225**	-	1314	1533	1095	1314	1533	438	6568	657
F Living	**5255**	-	-	-	-	1095	1970	2189	1970	3284
Xejk	**4379**	-	-	-	219	1752	657	1752	1314	3065
GO Stars	**876**	-	438	-	219	-	219	-	657	219
TSN 1-8 (Melita / GO)	**657**	-	657	-	-	-	-	-	438	219
iTV	**219**	-	-	219	-	-	-	-	-	219

Note I: TV stations not featured in the Table above have a TV viewership of less than 219 (0.3%) between Sunday - Saturday.

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 (232,517 TV viewers)

Research Findings in Detail

Tables below illustrate details on the above research findings.

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Table 8 – Q8 – Timebands: Sunday to Saturday – by Age & Gender (n=389,719)
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	-	-	-	-	-	-	-	-	-	81228	308491	389719
00:30 - 01:00	-	-	-	-	-	-	-	-	-	81228	308491	389719
01:00 - 01:30	-	-	-	-	-	-	-	-	-	81228	308491	389719
01:30 - 02:00	-	-	-	-	-	-	-	-	-	81228	308491	389719
02:00 - 02:30	-	-	-	-	-	-	-	-	-	81228	308491	389719
02:30 - 03:00	-	-	-	-	-	-	-	-	-	81228	308491	389719
03:00 - 03:30	-	-	-	-	-	-	-	-	-	81228	308491	389719
03:30 - 04:00	-	-	-	-	-	-	-	-	-	81228	308491	389719
04:00 - 04:30	-	-	-	-	-	-	-	-	-	81228	308491	389719
04:30 - 05:00	-	-	-	-	-	-	-	-	-	81228	308491	389719
05:00 - 05:30	-	-	-	-	-	-	-	-	-	81228	308491	389719
05:30 - 06:00	-	-	-	-	-	-	-	-	-	81228	308491	389719
06:00 - 06:30	-	-	-	-	-	-	-	-	-	81228	308491	389719
06:30 - 07:00	-	-	-	-	219	-	-	-	219	81228	308272	389719
07:00 - 07:30	-	-	-	-	219	-	-	-	219	81228	308272	389719
07:30 - 08:00	-	-	-	-	219	-	-	-	219	81228	308272	389719
08:00 - 08:30	-	219	-	657	1314	5474	5911	5255	8320	81228	294917	389719
08:30 - 09:00	219	219	-	219	876	2627	3284	2846	4598	81228	301047	389719
09:00 - 09:30	438	438	-	-	1095	3065	3065	3065	5036	81228	300390	389719
09:30 - 10:00	438	657	219	438	4379	8758	7006	8758	13137	81228	286597	389719
10:00 - 10:30	657	876	219	438	1970	5474	2846	5693	6787	81228	296011	389719
10:30 - 11:00	657	876	219	438	657	3065	2408	4160	4160	81228	300171	389719
11:00 - 11:30	657	876	219	438	657	2627	1970	4160	3284	81228	301047	389719
11:30 - 12:00	438	657	-	219	438	1970	1095	2408	2408	81228	303674	389719
12:00 - 12:30	-	657	-	219	657	4598	5036	4160	7006	81228	297325	389719
12:30 - 13:00	438	876	219	438	1095	1752	2846	2627	5036	81228	300828	389719
13:00 - 13:30	657	1314	876	657	2408	2627	4598	3941	9196	81228	295355	389719
13:30 - 14:00	1095	1533	1314	1095	2408	3941	5693	5255	11823	81228	291414	389719
14:00 - 14:30	2408	3065	3503	4598	4598	5693	8101	7006	24960	81228	276525	389719
14:30 - 15:00	2408	3503	3503	3722	4817	5255	7882	7006	24084	81228	277401	389719
15:00 - 15:30	2408	3284	3722	5036	6349	7882	9852	11604	26930	81228	269957	389719
15:30 - 16:00	1314	2408	2627	4598	6130	7006	8977	10071	22989	81228	275431	389719
16:00 - 16:30	1095	1314	1314	2846	4379	5693	5911	8320	14231	81228	285940	389719
16:30 - 17:00	1314	1533	1752	2627	4379	5693	5474	8320	14450	81228	285721	389719
17:00 - 17:30	1314	3065	3065	2408	3284	5474	5693	6787	17515	81228	284188	389719
17:30 - 18:00	1095	3065	4160	2189	3065	2627	4379	4598	15983	81228	287910	389719
18:00 - 18:30	2408	7444	6349	3941	3722	3503	5036	13574	18829	81228	276088	389719
18:30 - 19:00	3503	10509	9852	5036	5036	6349	7006	26054	21238	81228	261199	389719
19:00 - 19:30	3941	12042	11823	6130	7006	6787	8101	32185	23646	81228	252661	389719
19:30 - 20:00	9196	28682	28682	19048	22332	24084	26930	89986	68967	81228	149538	389719
20:00 - 20:30	13356	39191	41599	33717	35469	36345	32842	129614	102903	81228	75973	389719
20:30 - 21:00	9852	27806	28901	24741	23427	27587	22551	88453	76411	81228	143627	389719
21:00 - 21:30	10947	25835	28901	24303	24741	26711	21238	86483	76192	81228	145816	389719
21:30 - 22:00	13137	29776	29119	22989	24960	23646	19486	86264	76849	81228	145378	389719
22:00 - 22:30	9852	20143	17078	14888	15107	15764	11823	57582	47073	81228	203836	389719
22:30 - 23:00	8758	16859	13793	10290	10728	10728	7882	41380	37658	81228	229453	389719
23:00 - 23:30	5255	11604	8539	5474	5255	3941	2627	22989	19705	81228	265797	389719
23:30 - 00:00	2627	5255	3284	3284	1533	1095	1314	10290	8101	81228	290100	389719

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=389,719).

Research Findings in Detail

Tables below illustrate details on the above research findings.

Table 9 – Total Number of <u>TV Viewers</u> Per Day of Assessment – July 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	1780	250	254	254	250	262	257	253
Maltese Population of TV viewers	**389,719**	**383,151**	**389,281**	**389,281**	**383,151**	**401,542**	**393,879**	**387,749**

TV Audience on <u>SUNDAY</u>

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

Table 10 – Q8 – TV Audience on <u>SUNDAY</u> - by Timeband
(Multiple-Response Q) (n=383,151)
<u>NOTE</u>*: Respondents were given the possibility of mentioning up to 3 TV stations they watched on Sunday.*
For each mentioned TV station, they were asked to indicate all timebands watched.

	TVM	ONE	NET TV	Smash	TVM SPORT+	F Living	Xejk	UTV	GO Tokis	Foreign station (ANY)	Did not watch TV	Did not watch TV during this timeslot	Total
00:00 - 00:30	-	-	-	-	-	-	-	-	-	-	65,902	317,249	383,151
00:30 - 01:00	-	-	-	-	-	-	-	-	-	-	65,902	317,249	383,151
01:00 - 01:30	-	-	-	-	-	-	-	-	-	-	65,902	317,249	383,151
01:30 - 02:00	-	-	-	-	-	-	-	-	-	-	65,902	317,249	383,151
02:00 - 02:30	-	-	-	-	-	-	-	-	-	-	65,902	317,249	383,151
02:30 - 03:00	-	-	-	-	-	-	-	-	-	-	65,902	317,249	383,151
03:00 - 03:30	-	-	-	-	-	-	-	-	-	-	65,902	317,249	383,151
03:30 - 04:00	-	-	-	-	-	-	-	-	-	-	65,902	317,249	383,151
04:00 - 04:30	-	-	-	-	-	-	-	-	-	-	65,902	317,249	383,151
04:30 - 05:00	-	-	-	-	-	-	-	-	-	-	65,902	317,249	383,151
05:00 - 05:30	-	-	-	-	-	-	-	-	-	-	65,902	317,249	383,151
05:30 - 06:00	-	-	-	-	-	-	-	-	-	-	65,902	317,249	383,151
06:00 - 06:30	-	-	-	-	-	-	-	-	-	-	65,902	317,249	383,151
06:30 - 07:00	-	-	-	-	-	-	-	-	-	-	65,902	317,249	383,151
07:00 - 07:30	-	-	-	-	-	-	-	-	-	-	65,902	317,249	383,151
07:30 - 08:00	-	-	-	-	-	-	-	-	-	-	65,902	317,249	383,151
08:00 - 08:30	-	10,728	-	-	-	-	-	-	-	-	65,902	306,521	383,151
08:30 - 09:00	-	9,196	-	-	-	-	-	-	-	-	65,902	308,053	383,151
09:00 - 09:30	21,456	9,196	3,065	-	-	-	-	-	-	-	65,902	283,532	383,151
09:30 - 10:00	22,989	7,663	9,196	-	-	-	-	-	-	-	65,902	277,401	383,151
10:00 - 10:30	19,924	7,663	9,196	-	-	-	-	-	-	-	65,902	280,466	383,151
10:30 - 11:00	12,261	7,663	9,196	-	-	-	-	-	-	-	65,902	288,129	383,151
11:00 - 11:30	10,728	6,130	9,196	-	-	-	-	-	-	-	65,902	291,195	383,151
11:30 - 12:00	7,663	3,065	6,130	-	-	-	-	-	-	-	65,902	300,390	383,151
12:00 - 12:30	3,065	1,533	3,065	-	-	-	-	-	-	-	65,902	309,586	383,151
12:30 - 13:00	1,533	-	1,533	-	-	-	-	-	-	-	65,902	314,184	383,151
13:00 - 13:30	1,533	-	1,533	-	6,130	-	-	-	-	1,533	65,902	306,521	383,151
13:30 - 14:00	-	-	1,533	-	6,130	-	-	1,533	-	1,533	65,902	306,521	383,151
14:00 - 14:30	-	-	1,533	-	6,130	1,533	-	-	4,598	6,130	65,902	297,325	383,151
14:30 - 15:00	-	-	-	-	6,130	1,533	-	-	1,533	4,598	65,902	303,455	383,151
15:00 - 15:30	-	1,533	-	-	-	1,533	-	-	1,533	4,598	65,902	308,053	383,151
15:30 - 16:00	-	-	-	-	-	1,533	-	-	1,533	4,598	65,902	309,586	383,151
16:00 - 16:30	-	-	4,598	-	-	-	-	-	3,065	-	65,902	309,586	383,151
16:30 - 17:00	-	-	4,598	-	-	-	-	-	1,533	-	65,902	311,118	383,151
17:00 - 17:30	-	-	6,130	-	-	-	-	-	1,533	-	65,902	309,586	383,151
17:30 - 18:00	-	1,533	4,598	-	-	-	-	-	1,533	3,065	65,902	306,521	383,151
18:00 - 18:30	-	1,533	4,598	1,533	-	-	-	-	-	3,065	65,902	306,521	383,151
18:30 - 19:00	-	1,533	6,130	1,533	-	-	-	-	-	1,533	65,902	306,521	383,151
19:00 - 19:30	-	3,065	6,130	-	-	-	3,065	-	-	-	65,902	304,988	383,151
19:30 - 20:00	1,533	49,043	79,695	-	-	-	-	-	-	1,533	65,902	185,445	383,151
20:00 - 20:30	177,782	16,859	24,522	4,598	24,522	-	-	1,533	-	3,065	65,902	64,369	383,151
20:30 - 21:00	41,380	12,261	19,924	4,598	26,054	-	-	7,663	19,924	4,598	65,902	180,847	383,151
21:00 - 21:30	29,119	10,728	16,859	-	26,054	-	3,065	16,859	19,924	27,587	65,902	167,054	383,151
21:30 - 22:00	21,456	7,663	10,728	-	26,054	-	3,065	16,859	19,924	70,500	65,902	141,000	383,151
22:00 - 22:30	10,728	3,065	1,533	-	3,065	-	3,065	16,859	19,924	70,500	65,902	188,510	383,151
22:30 - 23:00	6,130	1,533	-	-	-	-	3,065	16,859	10,728	68,967	65,902	209,967	383,151
23:00 - 23:30	-	-	-	-	-	-	-	1,533	1,533	64,369	65,902	249,814	383,151
23:30 - 00:00	-	-	-	-	-	-	-	1,533	-	41,380	65,902	274,336	383,151

<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 Sunday.*

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TV Audience on <u>MONDAY</u>

- The **most watched timeband** on Monday is 20:00 – 20:30 **on TVM** (136,402 TV Viewers).

Table 10 – Q8 – TV Audience on <u>MONDAY</u> – by Timeband
(Multiple-Response Q) (n=389281)
<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	UTV	GO Tokis	Foreign station (ANY)	Did not watch any TV	Did not watch TV during this timeslot	Total
00:00 - 00:30	-	-	-	-	-	-	-	-	-	-	93,489	295,792	389,281
00:30 - 01:00	-	-	-	-	-	-	-	-	-	-	93,489	295,792	389,281
01:00 - 01:30	-	-	-	-	-	-	-	-	-	-	93,489	295,792	389,281
01:30 - 02:00	-	-	-	-	-	-	-	-	-	-	93,489	295,792	389,281
02:00 - 02:30	-	-	-	-	-	-	-	-	-	-	93,489	295,792	389,281
02:30 - 03:00	-	-	-	-	-	-	-	-	-	-	93,489	295,792	389,281
03:00 - 03:30	-	-	-	-	-	-	-	-	-	-	93,489	295,792	389,281
03:30 - 04:00	-	-	-	-	-	-	-	-	-	-	93,489	295,792	389,281
04:00 - 04:30	-	-	-	-	-	-	-	-	-	-	93,489	295,792	389,281
04:30 - 05:00	-	-	-	-	-	-	-	-	-	-	93,489	295,792	389,281
05:00 - 05:30	-	-	-	-	-	-	-	-	-	-	93,489	295,792	389,281
05:30 - 06:00	-	-	-	-	-	-	-	-	-	-	93,489	295,792	389,281
06:00 - 06:30	-	-	-	-	-	-	-	-	-	-	93,489	295,792	389,281
06:30 - 07:00	-	-	-	-	-	-	-	-	-	-	93,489	295,792	389,281
07:00 - 07:30	-	-	-	-	-	-	-	-	-	-	93,489	295,792	389,281
07:30 - 08:00	-	-	-	-	-	-	-	-	-	-	93,489	295,792	389,281
08:00 - 08:30	1,533	15,326	-	-	-	-	-	-	-	-	93,489	278,934	389,281
08:30 - 09:00	1,533	12,261	-	-	-	-	-	-	-	-	93,489	281,999	389,281
09:00 - 09:30	-	4,598	-	-	-	-	-	-	-	-	93,489	291,195	389,281
09:30 - 10:00	16,859	4,598	-	-	1,533	-	-	-	-	-	93,489	272,803	389,281
10:00 - 10:30	4,598	1,533	-	-	-	-	-	-	-	-	93,489	289,662	389,281
10:30 - 11:00	-	1,533	-	-	-	-	-	-	-	-	93,489	294,260	389,281
11:00 - 11:30	-	1,533	-	-	-	-	-	-	-	-	93,489	294,260	389,281
11:30 - 12:00	-	1,533	-	-	-	-	-	-	-	-	93,489	294,260	389,281
12:00 - 12:30	-	1,533	10,728	-	-	-	-	-	-	-	93,489	283,532	389,281
12:30 - 13:00	1,533	1,533	6,130	-	-	-	-	-	-	-	93,489	286,597	389,281
13:00 - 13:30	1,533	1,533	3,065	-	-	-	-	-	-	-	93,489	289,662	389,281
13:30 - 14:00	1,533	1,533	3,065	-	-	-	-	-	-	1,533	93,489	288,129	389,281
14:00 - 14:30	6,130	3,065	3,065	-	-	1,533	3,065	-	-	16,859	93,489	262,075	389,281
14:30 - 15:00	6,130	4,598	3,065	-	-	1,533	6,130	-	1,533	15,326	93,489	257,477	389,281
15:00 - 15:30	3,065	10,728	3,065	-	-	1,533	7,663	-	13,793	13,793	93,489	242,151	389,281
15:30 - 16:00	3,065	10,728	3,065	-	-	1,533	7,663	-	13,793	10,728	93,489	245,217	389,281
16:00 - 16:30	1,533	10,728	1,533	-	-	1,533	6,130	-	13,793	1,533	93,489	259,010	389,281
16:30 - 17:00	-	12,261	1,533	-	-	1,533	4,598	-	13,793	1,533	93,489	260,543	389,281
17:00 - 17:30	-	15,326	18,391	-	-	-	1,533	-	4,598	-	93,489	255,945	389,281
17:30 - 18:00	-	16,859	18,391	-	-	-	-	-	-	-	93,489	260,543	389,281
18:00 - 18:30	-	15,326	18,391	-	-	-	-	-	1,533	-	93,489	260,543	389,281
18:30 - 19:00	-	10,728	32,185	-	-	-	-	-	-	1,533	93,489	251,347	389,281
19:00 - 19:30	1,533	10,728	33,717	-	9,196	3,065	-	-	-	1,533	93,489	236,021	389,281
19:30 - 20:00	1,533	58,239	81,228	-	9,196	3,065	-	-	-	3,065	93,489	139,467	389,281
20:00 - 20:30	136,402	30,652	35,250	-	9,196	21,456	-	-	-	1,533	93,489	61,304	389,281
20:30 - 21:00	30,652	27,587	45,978	3,065	6,130	21,456	-	1,533	7,663	1,533	93,489	150,195	389,281
21:00 - 21:30	21,456	29,119	44,445	3,065	4,598	19,924	-	9,196	7,663	13,793	93,489	142,532	389,281
21:30 - 22:00	21,456	27,587	27,587	3,065	3,065	19,924	-	12,261	6,130	47,511	93,489	127,206	389,281
22:00 - 22:30	3,065	10,728	7,663	3,065	-	-	-	12,261	6,130	47,511	93,489	205,369	389,281
22:30 - 23:00	3,065	6,130	3,065	-	-	-	-	10,728	3,065	47,511	93,489	222,227	389,281
23:00 - 23:30	1,533	1,533	-	-	-	-	-	-	-	33,717	93,489	259,010	389,281
23:30 - 00:00	-	-	-	-	-	-	-	-	-	16,859	93,489	278,934	389,281

<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 Monday.*

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TV Audience on <u>TUESDAY</u>

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

Table 11 – Q8 – TV Audience on <u>TUESDAY</u> – by Timeband
(Multiple-Response Q) (n=389281)
<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	Foreign station (ANY)	Did not watch TV	Did not watch TV during this timeslot	Total
00:00 - 00:30	-	-	-	-	-	-	-	-	-	-	-	91,956	297,325	389,281
00:30 - 01:00	-	-	-	-	-	-	-	-	-	-	-	91,956	297,325	389,281
01:00 - 01:30	-	-	-	-	-	-	-	-	-	-	-	91,956	297,325	389,281
01:30 - 02:00	-	-	-	-	-	-	-	-	-	-	-	91,956	297,325	389,281
02:00 - 02:30	-	-	-	-	-	-	-	-	-	-	-	91,956	297,325	389,281
02:30 - 03:00	-	-	-	-	-	-	-	-	-	-	-	91,956	297,325	389,281
03:00 - 03:30	-	-	-	-	-	-	-	-	-	-	-	91,956	297,325	389,281
03:30 - 04:00	-	-	-	-	-	-	-	-	-	-	-	91,956	297,325	389,281
04:00 - 04:30	-	-	-	-	-	-	-	-	-	-	-	91,956	297,325	389,281
04:30 - 05:00	-	-	-	-	-	-	-	-	-	-	-	91,956	297,325	389,281
05:00 - 05:30	-	-	-	-	-	-	-	-	-	-	-	91,956	297,325	389,281
05:30 - 06:00	-	-	-	-	-	-	-	-	-	-	-	91,956	297,325	389,281
06:00 - 06:30	-	-	-	-	-	-	-	-	-	-	-	91,956	297,325	389,281
06:30 - 07:00	-	1,533	-	-	-	-	-	-	-	-	-	91,956	295,792	389,281
07:00 - 07:30	-	1,533	-	-	-	-	-	-	-	-	-	91,956	295,792	389,281
07:30 - 08:00	-	1,533	-	-	-	-	-	-	-	-	-	91,956	295,792	389,281
08:00 - 08:30	-	13,793	1,533	-	-	-	-	-	-	-	-	91,956	281,999	389,281
08:30 - 09:00	-	6,130	-	-	-	-	-	-	-	-	-	91,956	291,195	389,281
09:00 - 09:30	-	1,533	-	-	-	-	-	-	-	-	-	91,956	295,792	389,281
09:30 - 10:00	13,793	1,533	-	-	-	-	-	-	-	-	-	91,956	281,999	389,281
10:00 - 10:30	3,065	1,533	-	-	-	-	-	-	-	-	-	91,956	292,727	389,281
10:30 - 11:00	-	1,533	-	-	-	-	-	-	-	-	-	91,956	295,792	389,281
11:00 - 11:30	-	1,533	-	-	-	-	-	-	-	-	-	91,956	295,792	389,281
11:30 - 12:00	-	1,533	-	-	-	-	-	-	-	-	-	91,956	295,792	389,281
12:00 - 12:30	1,533	-	7,663	-	-	-	-	-	-	1,533	-	91,956	286,597	389,281
12:30 - 13:00	-	-	3,065	-	-	-	1,533	-	-	-	-	91,956	292,727	389,281
13:00 - 13:30	-	-	3,065	-	-	-	7,663	-	-	-	4,598	91,956	281,999	389,281
13:30 - 14:00	-	-	3,065	-	-	-	7,663	-	-	-	10,728	91,956	275,869	389,281
14:00 - 14:30	6,130	1,533	3,065	-	-	-	7,663	-	-	-	13,793	91,956	265,140	389,281
14:30 - 15:00	6,130	1,533	3,065	-	-	-	6,130	-	-	-	12,261	91,956	268,206	389,281
15:00 - 15:30	4,598	4,598	3,065	-	-	-	3,065	1,533	-	3,065	13,793	91,956	263,608	389,281
15:30 - 16:00	4,598	4,598	3,065	-	-	-	1,533	-	-	6,130	10,728	91,956	266,673	389,281
16:00 - 16:30	1,533	4,598	-	-	1,533	-	-	-	-	9,196	1,533	91,956	278,934	389,281
16:30 - 17:00	1,533	7,663	-	-	-	-	-	-	-	9,196	1,533	91,956	277,401	389,281
17:00 - 17:30	-	6,130	4,598	-	-	-	-	-	-	4,598	1,533	91,956	280,466	389,281
17:30 - 18:00	-	3,065	4,598	-	-	1,533	-	-	-	1,533	1,533	91,956	285,064	389,281
18:00 - 18:30	1,533	3,065	4,598	-	-	30,652	-	-	-	-	3,065	91,956	254,412	389,281
18:30 - 19:00	-	3,065	26,054	3,065	-	30,652	-	-	-	-	1,533	91,956	232,956	389,281
19:00 - 19:30	-	6,130	26,054	3,065	-	30,652	-	-	-	-	1,533	91,956	229,891	389,281
19:30 - 20:00	1,533	49,043	67,435	-	-	30,652	-	-	-	-	1,533	91,956	147,130	389,281
20:00 - 20:30	107,282	34,848	30,652	-	9,196	12,261	-	-	-	1,533	6,130	91,956	90,424	389,281
20:30 - 21:00	33,717	33,717	22,989	4,598	9,196	-	-	4,598	13,793	12,261	6,130	91,956	156,326	389,281
21:00 - 21:30	29,119	33,717	21,456	4,598	10,728	1,533	-	4,598	15,326	13,793	9,196	91,956	153,260	389,281
21:30 - 22:00	21,456	27,587	15,326	-	10,728	-	-	4,598	16,859	15,326	38,315	91,956	147,130	389,281
22:00 - 22:30	10,728	3,065	-	-	10,728	-	-	3,065	6,130	4,598	32,185	91,956	226,825	389,281
22:30 - 23:00	7,663	1,533	-	-	9,196	-	-	-	1,533	1,533	32,185	91,956	243,684	389,281
23:00 - 23:30	6,130	-	-	-	-	-	-	-	-	-	27,587	91,956	263,608	389,281
23:30 - 00:00	-	-	-	-	-	-	-	-	-	1,533	18,391	91,956	277,401	389,281

<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 Tuesday.*

M.FSADNI & Associates

TV Audience on <u>WEDNESDAY</u>

- The **most watched timeband** on Wednesday is 20:00 - 20:30 **on TVM** (110,347 TV Viewers).

Table 12 – Q8 – TV Audience on <u>WEDNESDAY</u> – by Timeband (Multiple-Response Q) (n=383,151)

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

	TVM	ONE	NET TV	Smash	TVM NEWS+	TVM SPORT +	F Living	GO Tokis	Foreign station (ANY)	Did not watch TV	Did not watch TV during this timeslot	Total
00:00 - 00:30	-	-	-	-	-	-	-	-	1,533	87,358	294,260	383,151
00:30 - 01:00	-	-	-	-	-	-	-	-	1,533	87,358	294,260	383,151
01:00 - 01:30	-	-	-	-	-	-	-	-	-	87,358	295,792	383,151
01:30 - 02:00	-	-	-	-	-	-	-	-	-	87,358	295,792	383,151
02:00 - 02:30	-	-	-	-	-	-	-	-	-	87,358	295,792	383,151
02:30 - 03:00	-	-	-	-	-	-	-	-	-	87,358	295,792	383,151
03:00 - 03:30	-	-	-	-	-	-	-	-	-	87,358	295,792	383,151
03:30 - 04:00	-	-	-	-	-	-	-	-	-	87,358	295,792	383,151
04:00 - 04:30	-	-	-	-	-	-	-	-	-	87,358	295,792	383,151
04:30 - 05:00	-	-	-	-	-	-	-	-	-	87,358	295,792	383,151
05:00 - 05:30	-	-	-	-	-	-	-	-	-	87,358	295,792	383,151
05:30 - 06:00	-	-	-	-	-	-	-	-	-	87,358	295,792	383,151
06:00 - 06:30	-	-	-	-	-	-	-	-	-	87,358	295,792	383,151
06:30 - 07:00	-	-	-	-	-	-	-	-	-	87,358	295,792	383,151
07:00 - 07:30	-	-	-	-	-	1,533	-	-	-	87,358	294,260	383,151
07:30 - 08:00	-	-	-	-	-	1,533	-	-	-	87,358	294,260	383,151
08:00 - 08:30	1,533	10,728	-	-	-	1,533	-	-	-	87,358	281,999	383,151
08:30 - 09:00	1,533	-	-	-	-	1,533	-	-	-	87,358	292,727	383,151
09:00 - 09:30	3,065	-	-	-	-	1,533	-	-	-	87,358	291,195	383,151
09:30 - 10:00	12,261	-	-	-	-	1,533	-	-	-	87,358	281,999	383,151
10:00 - 10:30	1,533	-	-	-	-	1,533	-	-	-	87,358	292,727	383,151
10:30 - 11:00	1,533	-	-	-	-	1,533	-	-	-	87,358	292,727	383,151
11:00 - 11:30	1,533	-	-	-	-	1,533	-	-	-	87,358	292,727	383,151
11:30 - 12:00	1,533	-	-	-	-	1,533	-	-	-	87,358	292,727	383,151
12:00 - 12:30	1,533	-	9,196	-	-	-	-	-	1,533	87,358	283,532	383,151
12:30 - 13:00	6,130	-	4,598	-	-	-	-	-	1,533	87,358	283,532	383,151
13:00 - 13:30	9,196	-	3,065	-	-	-	-	-	3,065	87,358	280,466	383,151
13:30 - 14:00	10,728	-	3,065	-	-	-	6,130	-	3,065	87,358	272,803	383,151
14:00 - 14:30	26,054	-	3,065	-	-	-	6,130	-	3,065	87,358	257,477	383,151
14:30 - 15:00	26,054	-	3,065	-	-	-	6,130	3,065	3,065	87,358	254,412	383,151
15:00 - 15:30	16,859	3,065	4,598	-	-	-	6,130	3,065	3,065	87,358	259,010	383,151
15:30 - 16:00	12,261	7,663	4,598	-	-	-	6,130	3,065	3,065	87,358	259,010	383,151
16:00 - 16:30	3,065	9,196	1,533	-	-	-	-	7,663	10,728	87,358	263,608	383,151
16:30 - 17:00	1,533	9,196	1,533	-	-	-	-	7,663	13,793	87,358	262,075	383,151
17:00 - 17:30	1,533	7,663	10,728	-	-	-	-	6,130	15,326	87,358	254,412	383,151
17:30 - 18:00	1,533	1,533	10,728	-	-	-	-	4,598	15,326	87,358	262,075	383,151
18:00 - 18:30	1,533	1,533	7,663	-	-	-	-	4,598	6,130	87,358	274,336	383,151
18:30 - 19:00	15,326	18,391	21,456	-	-	-	-	3,065	3,065	87,358	234,488	383,151
19:00 - 19:30	15,326	18,391	21,456	-	-	-	-	1,533	3,065	87,358	236,021	383,151
19:30 - 20:00	16,859	50,576	76,630	-	-	-	-	1,533	1,533	87,358	148,663	383,151
20:00 - 20:30	110,347	19,924	9,196	-	1,533	7,663	-	-	4,598	87,358	142,532	383,151
20:30 - 21:00	22,989	21,456	16,859	10,728	1,533	7,663	-	10,728	9,196	87,358	194,641	383,151
21:00 - 21:30	13,793	26,054	18,391	10,728	3,065	7,663	-	10,728	24,522	87,358	180,847	383,151
21:30 - 22:00	12,261	12,261	7,663	-	-	7,663	-	-	44,445	87,358	211,499	383,151
22:00 - 22:30	9,196	7,663	6,130	-	-	1,533	-	-	45,978	87,358	225,293	383,151
22:30 - 23:00	10,728	1,533	4,598	-	-	-	-	-	39,848	87,358	239,086	383,151
23:00 - 23:30	-	-	-	-	-	-	-	-	16,859	87,358	278,934	383,151
23:30 - 00:00	-	-	-	-	-	-	-	-	10,728	87,358	285,064	383,151

<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** (105,750 TV Viewers).

Table 13 – Q8 – TV Audience on THURSDAY – by Timeband
(Multiple-Response Q) (n=401542)
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	GO Stars	GO Tokis	Foreign station (ANY)	Did not watch TV	Did not watch TV during this timeslot	Total
00:00 - 00:30	-	-	-	-	-	-	-	-	-	-	-	-	79,695	321,847	401,542
00:30 - 01:00	-	-	-	-	-	-	-	-	-	-	-	-	79,695	321,847	401,542
01:00 - 01:30	-	-	-	-	-	-	-	-	-	-	-	-	79,695	321,847	401,542
01:30 - 02:00	-	-	-	-	-	-	-	-	-	-	-	-	79,695	321,847	401,542
02:00 - 02:30	-	-	-	-	-	-	-	-	-	-	-	-	79,695	321,847	401,542
02:30 - 03:00	-	-	-	-	-	-	-	-	-	-	-	-	79,695	321,847	401,542
03:00 - 03:30	-	-	-	-	-	-	-	-	-	-	-	-	79,695	321,847	401,542
03:30 - 04:00	-	-	-	-	-	-	-	-	-	-	-	-	79,695	321,847	401,542
04:00 - 04:30	-	-	-	-	-	-	-	-	-	-	-	-	79,695	321,847	401,542
04:30 - 05:00	-	-	-	-	-	-	-	-	-	-	-	-	79,695	321,847	401,542
05:00 - 05:30	-	-	-	-	-	-	-	-	-	-	-	-	79,695	321,847	401,542
05:30 - 06:00	-	-	-	-	-	-	-	-	-	-	-	-	79,695	321,847	401,542
06:00 - 06:30	-	-	-	-	-	-	-	-	-	-	-	-	79,695	321,847	401,542
06:30 - 07:00	-	-	-	-	-	-	-	-	-	-	-	-	79,695	321,847	401,542
07:00 - 07:30	-	-	-	-	-	-	-	-	-	-	-	-	79,695	321,847	401,542
07:30 - 08:00	-	-	-	-	-	-	-	-	-	-	-	-	79,695	321,847	401,542
08:00 - 08:30	-	12,261	-	-	-	-	-	-	-	-	-	-	79,695	309,586	401,542
08:30 - 09:00	-	3,065	-	-	-	-	-	-	-	-	-	-	79,695	318,781	401,542
09:00 - 09:30	-	-	-	-	-	-	-	-	-	-	-	-	79,695	321,847	401,542
09:30 - 10:00	13,793	-	-	-	-	-	-	-	-	-	-	-	79,695	308,053	401,542
10:00 - 10:30	1,533	-	-	-	-	-	-	-	-	-	-	-	79,695	320,314	401,542
10:30 - 11:00	-	-	-	-	-	-	-	-	-	-	-	-	79,695	321,847	401,542
11:00 - 11:30	-	-	-	-	-	-	-	-	-	-	-	-	79,695	321,847	401,542
11:30 - 12:00	-	-	-	-	-	-	-	-	-	-	-	-	79,695	321,847	401,542
12:00 - 12:30	-	3,065	4,598	-	-	-	-	-	-	-	-	1,533	79,695	312,651	401,542
12:30 - 13:00	1,533	4,598	1,533	-	-	-	-	-	-	-	-	-	79,695	314,184	401,542
13:00 - 13:30	1,533	7,663	1,533	-	-	-	-	-	-	-	-	-	79,695	311,118	401,542
13:30 - 14:00	1,533	7,663	1,533	-	-	-	-	-	-	-	-	6,130	79,695	304,988	401,542
14:00 - 14:30	7,663	6,130	1,533	-	-	-	3,065	-	-	-	1,533	7,663	79,695	294,260	401,542
14:30 - 15:00	7,663	6,130	-	-	-	-	4,598	-	-	-	1,533	7,663	79,695	294,260	401,542
15:00 - 15:30	3,065	6,130	-	-	-	15,326	4,598	-	-	-	4,598	9,196	79,695	278,934	401,542
15:30 - 16:00	1,533	6,130	-	-	-	15,326	4,598	-	-	-	4,598	4,598	79,695	285,064	401,542
16:00 - 16:30	1,533	1,533	-	-	-	15,326	3,065	-	-	-	4,598	3,065	79,695	292,727	401,542
16:30 - 17:00	1,533	3,065	-	-	-	15,326	3,065	-	-	-	4,598	1,533	79,695	292,727	401,542
17:00 - 17:30	3,065	4,598	4,598	-	-	4,598	4,598	-	-	-	1,533	1,533	79,695	297,325	401,542
17:30 - 18:00	3,065	4,598	6,130	-	1,533	1,533	1,533	-	-	-	-	-	79,695	303,455	401,542
18:00 - 18:30	3,065	4,598	6,130	-	-	24,522	-	-	-	-	-	-	79,695	283,532	401,542
18:30 - 19:00	3,065	4,598	18,391	-	1,533	22,989	-	-	-	-	-	1,533	79,695	269,738	401,542
19:00 - 19:30	3,065	4,598	22,989	-	21,456	22,989	-	-	-	-	-	4,598	79,695	245,217	401,542
19:30 - 20:00	1,533	50,576	67,435	-	22,989	22,989	-	-	-	-	-	4,598	79,695	151,728	401,542
20:00 - 20:30	105,750	44,445	41,380	-	22,989	19,924	-	-	-	-	1,533	13,793	79,695	72,032	401,542
20:30 - 21:00	27,587	35,250	22,989	7,663	24,522	15,326	-	4,598	12,261	-	26,054	19,924	79,695	125,673	401,542
21:00 - 21:30	18,391	35,250	19,924	7,663	12,261	12,261	-	4,598	13,793	-	24,522	27,587	79,695	145,597	401,542
21:30 - 22:00	15,326	29,119	16,859	7,663	-	12,261	-	4,598	13,793	-	10,728	41,380	79,695	170,119	401,542
22:00 - 22:30	10,728	1,533	15,326	7,663	-	3,065	-	1,533	6,130	1,533	1,533	44,445	79,695	228,358	401,542
22:30 - 23:00	9,196	-	10,728	-	-	-	-	-	-	1,533	-	32,185	79,695	268,206	401,542
23:00 - 23:30	1,533	-	-	-	-	-	-	-	-	-	-	21,456	79,695	298,858	401,542
23:30 - 00:00	-	-	-	-	-	-	-	-	-	-	-	10,728	79,695	311,118	401,542

Note I: TV stations not featured in the Table above have a TV viewership of less than 0.3% between Sunday and Saturday.
Note II: Timebands featuring a 'nil' viewership in the Table above have a TV viewership of less than 1533 viewers on Thursday.

M.FSADNI & Associates

TV Audience on <u>FRIDAY</u>

- **The most watched timeband** on Friday is 20:00 – 20:30 **on TVM** (101,152 TV Viewers).

Table 14 – Q8 – TV Audience on <u>FRIDAY</u> – by Timeband
(Multiple-Response Q) (n=393,879)
<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	Foreign station (ANY)	Did not watch TV	Did not watch TV during this timeslot	Total
00:00 - 00:30	-	-	-	-	-	-	-	-	-	-	-	82,761	311,118	393,879
00:30 - 01:00	-	-	-	-	-	-	-	-	-	-	-	82,761	311,118	393,879
01:00 - 01:30	-	-	-	-	-	-	-	-	-	-	-	82,761	311,118	393,879
01:30 - 02:00	-	-	-	-	-	-	-	-	-	-	-	82,761	311,118	393,879
02:00 - 02:30	-	-	-	-	-	-	-	-	-	-	-	82,761	311,118	393,879
02:30 - 03:00	-	-	-	-	-	-	-	-	-	-	-	82,761	311,118	393,879
03:00 - 03:30	-	-	-	-	-	-	-	-	-	-	-	82,761	311,118	393,879
03:30 - 04:00	-	-	-	-	-	-	-	-	-	-	-	82,761	311,118	393,879
04:00 - 04:30	-	-	-	-	-	-	-	-	-	-	-	82,761	311,118	393,879
04:30 - 05:00	-	-	-	-	-	-	-	-	-	-	-	82,761	311,118	393,879
05:00 - 05:30	-	-	-	-	-	-	-	-	-	-	-	82,761	311,118	393,879
05:30 - 06:00	-	-	-	-	-	-	-	-	-	-	-	82,761	311,118	393,879
06:00 - 06:30	-	-	-	-	-	-	-	-	-	-	-	82,761	311,118	393,879
06:30 - 07:00	-	-	-	-	-	-	-	-	-	-	-	82,761	311,118	393,879
07:00 - 07:30	-	-	-	-	-	-	-	-	-	-	-	82,761	311,118	393,879
07:30 - 08:00	-	-	-	-	-	-	-	-	-	-	-	82,761	311,118	393,879
08:00 - 08:30	-	7,663	-	-	-	-	-	-	-	-	-	82,761	303,455	393,879
08:30 - 09:00	-	3,065	-	-	-	-	-	-	-	-	-	82,761	308,053	393,879
09:00 - 09:30	-	-	-	-	-	-	-	-	-	-	-	82,761	311,118	393,879
09:30 - 10:00	16,859	-	-	-	-	-	-	-	-	-	-	82,761	294,260	393,879
10:00 - 10:30	1,533	-	-	-	-	-	-	-	-	-	-	82,761	309,586	393,879
10:30 - 11:00	1,533	-	-	1,533	-	-	-	-	-	-	-	82,761	308,053	393,879
11:00 - 11:30	1,533	-	-	1,533	-	-	-	-	-	-	-	82,761	308,053	393,879
11:30 - 12:00	1,533	-	-	-	-	-	-	-	-	-	-	82,761	309,586	393,879
12:00 - 12:30	-	-	7,663	-	-	-	-	-	-	-	1,533	82,761	301,923	393,879
12:30 - 13:00	1,533	-	1,533	-	-	-	1,533	-	-	-	-	82,761	306,521	393,879
13:00 - 13:30	1,533	1,533	1,533	-	-	-	1,533	1,533	-	-	-	82,761	303,455	393,879
13:30 - 14:00	1,533	1,533	1,533	-	-	-	3,065	1,533	-	-	1,533	82,761	300,390	393,879
14:00 - 14:30	6,130	6,130	1,533	-	-	-	4,598	1,533	-	1,533	4,598	82,761	285,064	393,879
14:30 - 15:00	4,598	6,130	1,533	-	-	-	3,065	1,533	-	3,065	9,196	82,761	281,999	393,879
15:00 - 15:30	3,065	9,196	3,065	-	-	-	1,533	1,533	-	16,859	9,196	82,761	266,673	393,879
15:30 - 16:00	3,065	9,196	3,065	-	-	-	1,533	1,533	-	16,859	9,196	82,761	266,673	393,879
16:00 - 16:30	1,533	7,663	3,065	-	-	-	1,533	-	-	15,326	1,533	82,761	280,466	393,879
16:30 - 17:00	1,533	7,663	3,065	-	-	-	1,533	-	-	15,326	1,533	82,761	280,466	393,879
17:00 - 17:30	1,533	4,598	10,728	-	-	-	-	-	-	12,261	1,533	82,761	280,466	393,879
17:30 - 18:00	1,533	3,065	12,261	-	-	-	-	-	-	1,533	1,533	82,761	291,195	393,879
18:00 - 18:30	1,533	4,598	12,261	-	-	-	-	-	-	1,533	1,533	82,761	289,662	393,879
18:30 - 19:00	1,533	4,598	32,185	-	-	1,533	-	-	-	1,533	3,065	82,761	266,673	393,879
19:00 - 19:30	3,065	3,065	32,185	-	1,533	3,065	-	-	-	1,533	4,598	82,761	262,075	393,879
19:30 - 20:00	6,130	67,435	78,163	-	1,533	15,326	-	-	-	3,065	42,913	82,761	96,554	393,879
20:00 - 20:30	101,152	36,782	39,848	-	7,663	15,326	-	-	1,533	1,533	55,174	82,761	52,109	393,879
20:30 - 21:00	24,522	33,717	21,456	12,261	6,130	32,185	-	1,533	18,391	3,065	82,761	82,761	75,098	393,879
21:00 - 21:30	9,196	30,652	18,391	12,261	6,130	33,717	-	1,533	18,391	3,065	91,956	82,761	85,826	393,879
21:30 - 22:00	6,130	26,054	16,859	12,261	4,598	35,250	-	1,533	18,391	1,533	95,021	82,761	93,489	393,879
22:00 - 22:30	1,533	15,326	12,261	12,261	1,533	30,652	-	-	13,793	-	88,891	82,761	134,869	393,879
22:30 - 23:00	1,533	3,065	12,261	1,533	-	27,587	-	-	4,598	-	78,163	82,761	182,380	393,879
23:00 - 23:30	-	-	1,533	-	-	18,391	-	-	-	-	41,380	82,761	249,814	393,879
23:30 - 00:00	-	-	-	-	-	-	-	-	-	-	7,663	82,761	303,455	393,879

<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 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** (114,945 TV Viewers).

Table 15 – Q8 – TV Audience on <u>SATURDAY</u> – by Timeband
(Multiple-Response Q) (n=387,749)
<u>NOTE</u>: *Respondents were given the possibility of mentioning up to 3 TV stations they watched on 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 Stars	GO Tokis	TSN 1-8 (Melita / GO)	Itv	Foreign station (ANY)	Did not watch TV	Did not watch TV during this timeslot	Total
00:00 - 00:30	·	·	·	·	·	·	·	·	·	·	·	·	·	·	67,435	320,314	387,749
00:30 - 01:00	·	·	·	·	·	·	·	·	·	·	·	·	·	·	67,435	320,314	387,749
01:00 - 01:30	·	·	·	·	·	·	·	·	·	·	·	·	·	·	67,435	320,314	387,749
01:30 - 02:00	·	·	·	·	·	·	·	·	·	·	·	·	·	·	67,435	320,314	387,749
02:00 - 02:30	·	·	·	·	·	·	·	·	·	·	·	·	·	·	67,435	320,314	387,749
02:30 - 03:00	·	·	·	·	·	·	·	·	·	·	·	·	·	·	67,435	320,314	387,749
03:00 - 03:30	·	·	·	·	·	·	·	·	·	·	·	·	·	·	67,435	320,314	387,749
03:30 - 04:00	·	·	·	·	·	·	·	·	·	·	·	·	·	·	67,435	320,314	387,749
04:00 - 04:30	·	·	·	·	·	·	·	·	·	·	·	·	·	·	67,435	320,314	387,749
04:30 - 05:00	·	·	·	·	·	·	·	·	·	·	·	·	·	·	67,435	320,314	387,749
05:00 - 05:30	·	·	·	·	·	·	·	·	·	·	·	·	·	·	67,435	320,314	387,749
05:30 - 06:00	·	·	·	·	·	·	·	·	·	·	·	·	·	·	67,435	320,314	387,749
06:00 - 06:30	·	·	·	·	·	·	·	·	·	·	·	·	·	·	67,435	320,314	387,749
06:30 - 07:00	·	·	·	·	·	·	·	·	·	·	·	·	·	·	67,435	320,314	387,749
07:00 - 07:30	·	·	·	·	·	·	·	·	·	·	·	·	·	·	67,435	320,314	387,749
07:30 - 08:00	·	·	·	·	·	·	·	·	·	·	·	·	·	·	67,435	320,314	387,749
08:00 - 08:30	·	12,261	·	·	·	·	·	·	·	·	·	·	·	1,533	67,435	306,521	387,749
08:30 - 09:00	·	12,261	1,533	·	·	·	·	·	·	·	·	·	·	4,598	67,435	301,923	387,749
09:00 - 09:30	·	6,130	1,533	·	·	·	·	1,533	·	·	·	·	·	6,130	67,435	304,988	387,749
09:30 - 10:00	16,859	6,130	3,065	·	·	·	·	1,533	·	·	·	·	·	7,663	67,435	285,064	387,749
10:00 - 10:30	15,326	6,130	·	·	·	·	·	1,533	·	·	·	·	·	12,261	67,435	285,064	387,749
10:30 - 11:00	·	6,130	·	·	·	·	·	1,533	·	·	1,533	·	·	12,261	67,435	298,858	387,749
11:00 - 11:30	·	6,130	·	·	·	·	·	·	·	·	1,533	·	·	12,261	67,435	300,390	387,749
11:30 - 12:00	·	4,598	·	·	·	·	·	·	·	·	1,533	·	·	6,130	67,435	308,053	387,749
12:00 - 12:30	·	3,065	3,065	·	·	·	·	·	·	·	1,533	·	·	4,598	67,435	308,053	387,749
12:30 - 13:00	·	1,533	3,065	·	·	·	·	·	·	·	3,065	·	·	10,728	67,435	301,923	387,749
13:00 - 13:30	1,533	1,533	1,533	·	·	·	·	·	·	·	7,663	·	·	16,859	67,435	291,195	387,749
13:30 - 14:00	3,065	·	·	·	·	1,533	·	·	·	·	6,130	·	·	24,522	67,435	285,064	387,749
14:00 - 14:30	4,598	·	·	·	·	1,533	·	·	·	·	9,196	·	·	33,717	67,435	271,271	387,749
14:30 - 15:00	1,533	1,533	·	·	·	·	·	·	·	·	7,663	3,065	·	30,652	67,435	275,869	387,749
15:00 - 15:30	4,598	1,533	·	·	·	·	·	·	·	·	7,663	4,598	·	29,119	67,435	272,803	387,749
15:30 - 16:00	6,130	1,533	·	·	·	·	·	·	·	·	3,065	3,065	·	18,391	67,435	288,129	387,749
16:00 - 16:30	3,065	3,065	3,065	·	1,533	·	·	·	·	·	·	·	·	9,196	67,435	300,390	387,749
16:30 - 17:00	3,065	3,065	3,065	·	1,533	·	·	·	·	·	·	·	·	10,728	67,435	298,858	387,749
17:00 - 17:30	1,533	3,065	3,065	·	1,533	6,130	·	·	3,065	·	·	·	·	13,793	67,435	288,129	387,749
17:30 - 18:00	1,533	3,065	4,598	·	1,533	9,196	·	1,533	3,065	·	·	·	·	15,326	67,435	280,466	387,749
18:00 - 18:30	7,663	3,065	4,598	·	·	16,859	·	3,065	1,533	1,533	·	·	·	16,859	67,435	265,140	387,749
18:30 - 19:00	9,196	3,065	3,065	·	·	16,859	·	3,065	1,533	·	·	·	·	22,989	67,435	260,543	387,749
19:00 - 19:30	9,196	6,130	4,598	·	·	16,859	·	3,065	1,533	·	·	·	·	19,924	67,435	259,010	387,749
19:30 - 20:00	10,728	58,239	68,967	·	·	16,859	·	3,065	·	·	·	·	·	13,793	67,435	148,663	387,749
20:00 - 20:30	114,945	29,119	24,522	·	4,598	6,130	·	1,533	1,533	·	·	·	·	24,522	67,435	113,413	387,749
20:30 - 21:00	22,989	18,391	24,522	3,065	6,130	6,130	·	·	10,728	·	13,793	·	1,533	33,717	67,435	179,315	387,749
21:00 - 21:30	22,989	10,728	21,456	3,065	6,130	6,130	4,598	·	12,261	1,533	13,793	·	·	53,641	67,435	163,989	387,749
21:30 - 22:00	16,859	6,130	21,456	·	6,130	6,130	4,598	·	13,793	·	9,196	·	·	56,706	67,435	179,315	387,749
22:00 - 22:30	6,130	·	21,456	·	6,130	3,065	3,065	·	12,261	·	3,065	·	·	42,913	67,435	222,227	387,749
22:30 - 23:00	7,663	·	21,456	·	4,598	·	1,533	·	3,065	·	·	·	·	35,250	67,435	246,749	387,749
23:00 - 23:30	7,663	·	13,793	·	·	·	·	·	·	·	·	·	·	15,326	67,435	283,532	387,749
23:30 - 00:00	3,065	·	4,598	·	·	·	·	·	·	·	·	·	·	7,663	67,435	304,988	387,749

<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 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 (8,110 – 25.2%), Thursday (7,695 – 28.2%) and Sunday (6,290 – 17.1%).

- **NET TV** obtained the highest daily average audience share on Tuesday (8,429 – 24.6%) and Saturday (6,833 – 16.7%).

- **ONE** obtained the highest daily average audience share on Wednesday (5,588 – 18.6%) and Friday (5,971 – 17.9%).

Highest Weekly Average TV Audience Shares

- The local TV station with **the highest weekly percentage average audience share** is **TVM** standing at 18.7%, followed by **NET TV** (17.9%) and **ONE** (16.3%). **'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.

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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	GO Stars	GO Tokis	TSN 1-8 (Melita / GO)	Itv	Foreign station (ANY)
Monday	8,110	3,608	5,109	255	0	2,714	128	319	1,660	0	2,299	0	0	7,982
Tuesday	5,620	7,535	8,429	255	894	2,043	766	0	958	0	1,948	0	0	5,779
Wednesday	5,460	5,588	5,300	319	1,277	2,874	734	383	1,118	0	1,788	0	0	5,204
Thursday	7,695	4,726	5,204	447	128	990	639	0	0	0	1,405	0	0	6,035
Friday	5,173	5,971	5,492	639	2,235	4,662	607	319	958	64	1,820	0	0	5,460
Saturday	4,310	6,098	6,833	1,118	607	4,438	415	287	1,565	0	2,075	0	0	13,219
Sunday	6,290	4,534	5,460	128	830	2,363	287	447	1,341	64	1,884	224	32	12,995

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

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	GO Stars	GO Tokis	TSN 1-8 (Melita / GO)	Itv	Foreign station (ANY)
Monday	25.2%	11.2%	15.9%	0.8%	0.0%	8.4%	0.4%	1.0%	5.2%	0.0%	7.1%	0.0%	0.0%	24.8%
Tuesday	16.4%	22.0%	24.6%	0.7%	2.6%	6.0%	2.2%	0.0%	2.8%	0.0%	5.7%	0.0%	0.0%	16.9%
Wednesday	18.2%	18.6%	17.6%	1.1%	4.3%	9.6%	2.4%	1.3%	3.7%	0.0%	6.0%	0.0%	0.0%	17.3%
Thursday	28.2%	17.3%	19.1%	1.6%	0.5%	3.6%	2.3%	0.0%	0.0%	0.0%	5.2%	0.0%	0.0%	22.1%
Friday	15.5%	17.9%	16.4%	1.9%	6.7%	14.0%	1.8%	1.0%	2.9%	0.2%	5.4%	0.0%	0.0%	16.3%
Saturday	10.5%	14.9%	16.7%	2.7%	1.5%	10.8%	1.0%	0.7%	3.8%	0.0%	5.1%	0.0%	0.0%	32.3%
Sunday	17.1%	12.3%	14.8%	0.3%	2.3%	6.4%	0.8%	1.2%	3.6%	0.2%	5.1%	0.6%	0.1%	35.2%
Average	18.7%	16.3%	17.9%	1.3%	2.5%	8.4%	1.6%	0.7%	3.1%	0.1%	5.7%	0.1%	0.01%	23.6%

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

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

- 92.5% of all 1780 TV Viewers **did not watch any local TV programmes on demand/catch-up** in the previous 7 days.

- Whilst the remaining 7.5% recalled **having watched, at least, one local TV programme on demand/catch-up** during the previous 7 days. These TV viewers were given the possibility of mentioning up to 3 local TV programmes which they watched on demand/catch-up during the previous 7 days.

- Of these, 25.6% watched **L-Għarusa, 18.8% watched Ta' Gerit**, 16.5% watched **Simpatiċi** and 15.8% watched **Żerniq** and **News Bulletin – TVM** respectively.

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=1780)

Counts Break % Respondents	Total	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	1780	133	309	320	267	243	250	258	918	862
No	1646 92.5%	127 95.5%	296 95.8%	293 91.6%	245 91.8%	226 93.0%	227 90.8%	232 89.9%	876 95.4%	770 89.3%
Yes	134 7.5%	6 4.5%	13 4.2%	27 8.4%	22 8.2%	17 7.0%	23 9.2%	26 10.1%	42 4.6%	92 10.7%

Table 17.2 – Q9a – Local programmes watched on demand/catch-up in the previous 7 days – by Age & Gender (Multiple-Response Q) (n=133)

<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 133.

Counts Break % Respondents	Total	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	133	6	13	27	22	17	22	26	42	91
L-Għarusa	**34** **25.6%**	3 50.0%	4 30.8%	8 29.6%	4 18.2%	8 47.1%	4 18.2%	3 11.5%	- -	34 37.4%
Ta' Gerit	**25** **18.8%**	- -	1 7.7%	3 11.1%	3 13.6%	2 11.8%	8 36.4%	8 30.8%	5 11.9%	20 22.0%
Simpatiċi	**22** **16.5%**	- -	2 15.4%	3 11.1%	3 13.6%	5 29.4%	4 18.2%	5 19.2%	5 11.9%	17 18.7%
Żerniq	**21** **15.8%**	1 16.7%	- -	6 22.2%	1 4.5%	5 29.4%	4 18.2%	4 15.4%	3 7.1%	18 19.8%
News Bulletin - TVM	**20** **15.0%**	1 16.7%	1 7.7%	4 14.8%	6 27.3%	1 5.9%	1 4.5%	6 23.1%	9 21.4%	11 12.1%
News Bulletin – NET	**11** **8.3%**	- -	- -	3 11.1%	- -	3 17.6%	1 4.5%	4 15.4%	5 11.9%	6 6.6%
Jackpot 4	**11** **8.3%**	1 16.7%	1 7.7%	4 14.8%	1 4.5%	1 5.9%	2 9.1%	1 3.8%	5 11.9%	6 6.6%
Dijanjosi	**9** **6.8%**	- -	- -	- -	4 18.2%	1 5.9%	4 18.2%	- -	5 11.9%	4 4.4%
News Bulletin - ONE	**8** **6.0%**	- -	1 7.7%	1 3.7%	1 4.5%	1 5.9%	- -	4 15.4%	5 11.9%	3 3.3%
UEjja!	**8** **6.0%**	- -	1 7.7%	3 11.1%	3 13.6%	1 5.9%	- -	- -	2 4.8%	6 6.6%
Football matches (various)	**7** **5.3%**	- -	2 15.4%	2 7.4%	1 4.5%	- -	1 4.5%	1 3.8%	6 14.3%	1 1.1%
Quddiesa tal-Jum (various stations)	**5** **3.8%**	- -	- -	- -	- -	1 5.9%	- -	4 15.4%	3 7.1%	2 2.2%
Bundy Time	**5** **3.8%**	- -	1 7.7%	1 3.7%	1 4.5%	- -	1 4.5%	1 3.8%	4 9.5%	1 1.1%
Xow	**4** **3.0%**	1 16.7%	- -	2 7.4%	- -	- -	1 4.5%	- -	3 7.1%	1 1.1%
F Living Show	**4** **3.0%**	- -	- -	- -	1 4.5%	- -	1 4.5%	2 7.7%	1 2.4%	3 3.3%
Bizzilla	**4** **3.0%**	- -	1 7.7%	2 7.4%	- -	- -	1 4.5%	- -	- -	4 4.4%
Ma' Malcolm fil-Kċina	**4** **3.0%**	- -	- -	1 3.7%	- -	1 5.9%	- -	2 7.7%	1 2.4%	3 3.3%

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	Total									
Xejk Religious Content	**4** **3.0%**	- -	- -	1 3.7%	- -	- -	- -	3 11.5%	2 4.8%	2 2.2%
Kumplimenti	**4** **3.0%**	- -	- -	1 3.7%	2 9.1%	- -	- -	1 3.8%	- -	4 4.4%
Persjani Mbexxqa	**3** **2.3%**	- -	1 7.7%	1 3.7%	- -	- -	1 4.5%	- -	2 4.8%	1 1.1%
Olimpjadi 2024 Ċerimonja tal-Ftuħ (TVMSport+)	**3** **2.3%**	1 16.7%	1 7.7%	1 3.7%	- -	- -	- -	- -	1 2.4%	2 2.2%
Rużarju (various stations)	**2** **1.5%**	- -	- -	- -	- -	- -	- -	2 7.7%	1 2.4%	1 1.1%
Manwela	**2** **1.5%**	- -	- -	- -	- -	1 5.9%	1 4.5%	- -	- -	2 2.2%
Attivita' Politika (PN)	**2** **1.5%**	- -	- -	- -	- -	- -	1 4.5%	1 3.8%	1 2.4%	1 1.1%
Perspettivi	**2** **1.5%**	- -	- -	- -	- -	- -	1 4.5%	1 3.8%	1 2.4%	1 1.1%
Vale	**2** **1.5%**	1 16.7%	- -	- -	- -	- -	1 4.5%	- -	1 2.4%	1 1.1%
Pultruna	**2** **1.5%**	- -	- -	1 3.7%	- -	- -	- -	1 3.8%	1 2.4%	1 1.1%
Rolling	**1** **0.8%**	- -	- -	- -	- -	- -	1 4.5%	- -	1 2.4%	- -
PRN	**1** **0.8%**	- -	- -	1 3.7%	- -	- -	- -	- -	- -	1 1.1%
Linja Diretta	**1** **0.8%**	- -	- -	- -	- -	- -	1 4.5%	- -	- -	1 1.1%
Bejnietna	**1** **0.8%**	- -	1 7.7%	- -	- -	- -	- -	- -	- -	1 1.1%
Xtra	**1** **0.8%**	- -	- -	- -	1 4.5%	- -	- -	- -	1 2.4%	- -
Marvin	**1** **0.8%**	- -	- -	- -	- -	- -	1 4.5%	- -	- -	1 1.1%
Malta BBQ League	**1** **0.8%**	- -	1 7.7%	- -	- -	- -	- -	- -	- -	1 1.1%
Vuċi għall-Annimali	**1** **0.8%**	- -	1 7.7%	- -	- -	- -	- -	- -	- -	1 1.1%
Festi mill-Parroċċi	**1** **0.8%**	- -	- -	- -	- -	- -	1 4.5%	- -	- -	1 1.1%

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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.

- 97.2% of all 1780 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.

- 8.2% make use of '**IPTV**' as one of the reception services, whilst 7.9% use the '**Android Box**' and '**Streaming on laptop/tablet/PC** respectively.

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=1780)
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	1780	133	309	320	267	243	250	258	918	862
Paid subscription [e.g. Melita/Go/Epic]	1730 97.2%	132 99.2%	305 98.7%	316 98.8%	264 98.9%	243 100.0%	235 94.0%	235 91.1%	895 97.5%	835 96.9%
IPTV [Streaming services]	146 8.2%	23 17.3%	33 10.7%	29 9.1%	23 8.6%	13 5.3%	14 5.6%	11 4.3%	74 8.1%	72 8.4%
Other [Streaming on laptop/tablet/PC]	141 7.9%	43 32.3%	45 14.6%	29 9.1%	15 5.6%	7 2.9%	2 0.8%	- -	62 6.8%	79 9.2%
Android box [Internet based services]	140 7.9%	14 10.5%	40 12.9%	29 9.1%	28 10.5%	14 5.8%	10 4.0%	5 1.9%	74 8.1%	66 7.7%
Satellite	73 4.1%	12 9.0%	22 7.1%	20 6.3%	11 4.1%	4 1.6%	2 0.8%	2 0.8%	54 5.9%	19 2.2%
Free-to-Air	32 1.8%	- -	- -	- -	- -	- -	10 4.0%	22 8.5%	15 1.6%	17 2.0%

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

- ✓ Too many programme repeats (in the Summer schedule)
- ✓ 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 films/TV series
- ✓ more quiz shows
- ✓ more cultural/educational programmes
- ✓ more reality shows
- ✓ more variety of programmes

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9. RADIO LISTENERSHIP – FINDINGS

9.1 Introduction

- **2 in 3 of Maltese residents are radio listeners** (66.5%); this finding is observed across all age cohorts.

- **11.7% of these Radio listeners did not listen to radio** during the week of assessment.

- **The most followed local radio station** is ONE Radio (14.3%) followed by Calypso 101.8 (12%) and NET FM (11.7%). More statistical details may be found in **Exhibit 4A** below and in Table 23.1 (**Section 9.5).**

- **The local radio station with the highest weekly average percentage audience share** is ONE Radio standing at 19.7%, followed by Calypso 101.8 (18.3%) and NET FM (14.8%). 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.

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

- 1.9%
- 0.6%
- 33.5%
- 64.0%

■ Radio Listeners (Local Radio only)

■ Non-Radio Listeners

■ Radio Listeners (Both Local and Foreign radio)

■ Radio Listeners (Foreign radio only)
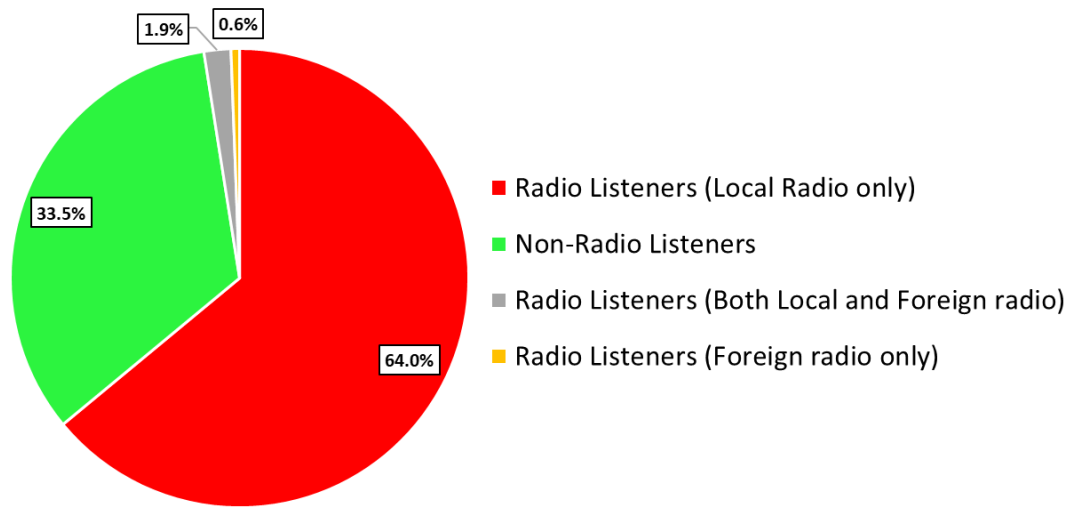
Table 19 – Q11A. Radio listeners/non listeners – by Age & Gender (N=2100)

Counts Break % Respondents	Total	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	2100	204	379	385	298	269	274	291	1092	1008
Local radio only	1343 64.0%	114 55.9%	240 63.3%	253 65.7%	191 64.1%	184 68.4%	181 66.1%	180 61.9%	704 64.5%	639 63.4%
I do not listen to ANY radio	706 33.6%	85 41.7%	132 34.8%	120 31.2%	98 32.9%	81 30.1%	85 31.0%	105 36.1%	355 32.5%	351 34.8%
Both local and foreign radio	39 1.9%	2 1.0%	4 1.1%	12 3.1%	8 2.7%	3 1.1%	6 2.2%	4 1.4%	25 2.3%	14 1.4%
Foreign radio only	12 0.6%	3 1.5%	3 0.8%	- -	1 0.3%	1 0.4%	2 0.7%	2 0.7%	8 0.7%	4 0.4%

Exhibit 4A – Q14 – <u>Most followed</u> Radio stations (Aggregate)
(Multiple-Response Q) (n= 1394)
<u>NOTE I</u>: Respondents were given the possibility of mentioning up to 3 Radio Stations which they had listened to on the previous day. Hence, the percentages depicted in this table do NOT total up to 100%.
NOTE II: % figures illustrated below are derived from Table 23.1 (Section 9.5)

Legend:
- ONE Radio
- Calypso 101.8
- Net FM
- I did not listen to the radio
- Bay
- Vibe FM
- Radju Malta
- RTK 103
- Bay Easy
- Radju Marija
- Magic Malta
- Campus 103.7
- Foreign Station (any)
- Smash Radio
- Radju Malta 2
- Smooth Radio
- Maltin Biss
- Radju Bambina
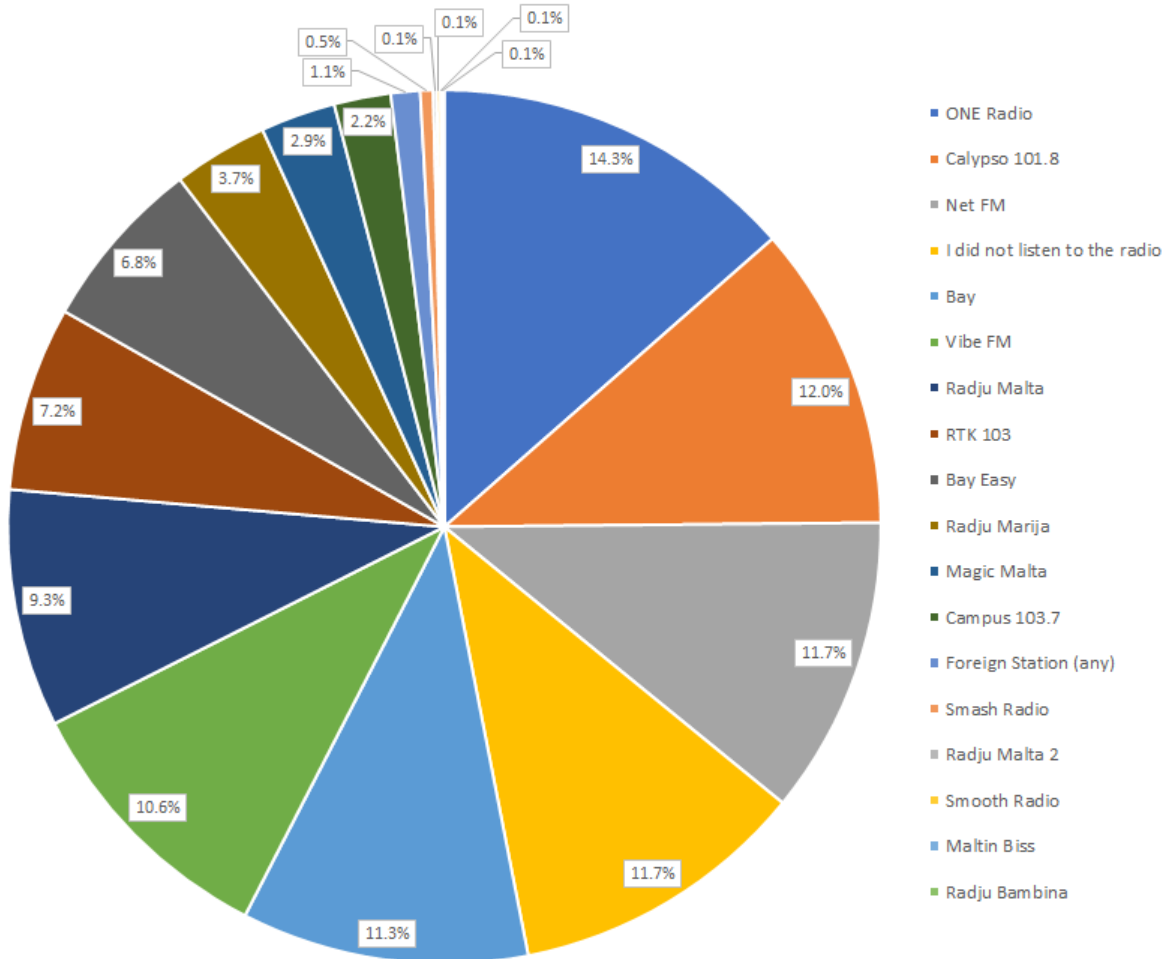
Exhibit 4B – *Weetkly Average Percentage* Audience Share by Radio Station

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:
- ONE Radio
- Calypso 101.8
- Net FM
- Radju Malta
- Radju Marija
- RTK 103
- Vibe FM
- Bay
- Bay Easy
- Campus 103.7
- Magic Malta
- Foreign Station (any)
- Smash Radio
- Radju Bambina
- Smooth Radio
- Maltin Biss
- Radju Malta 2
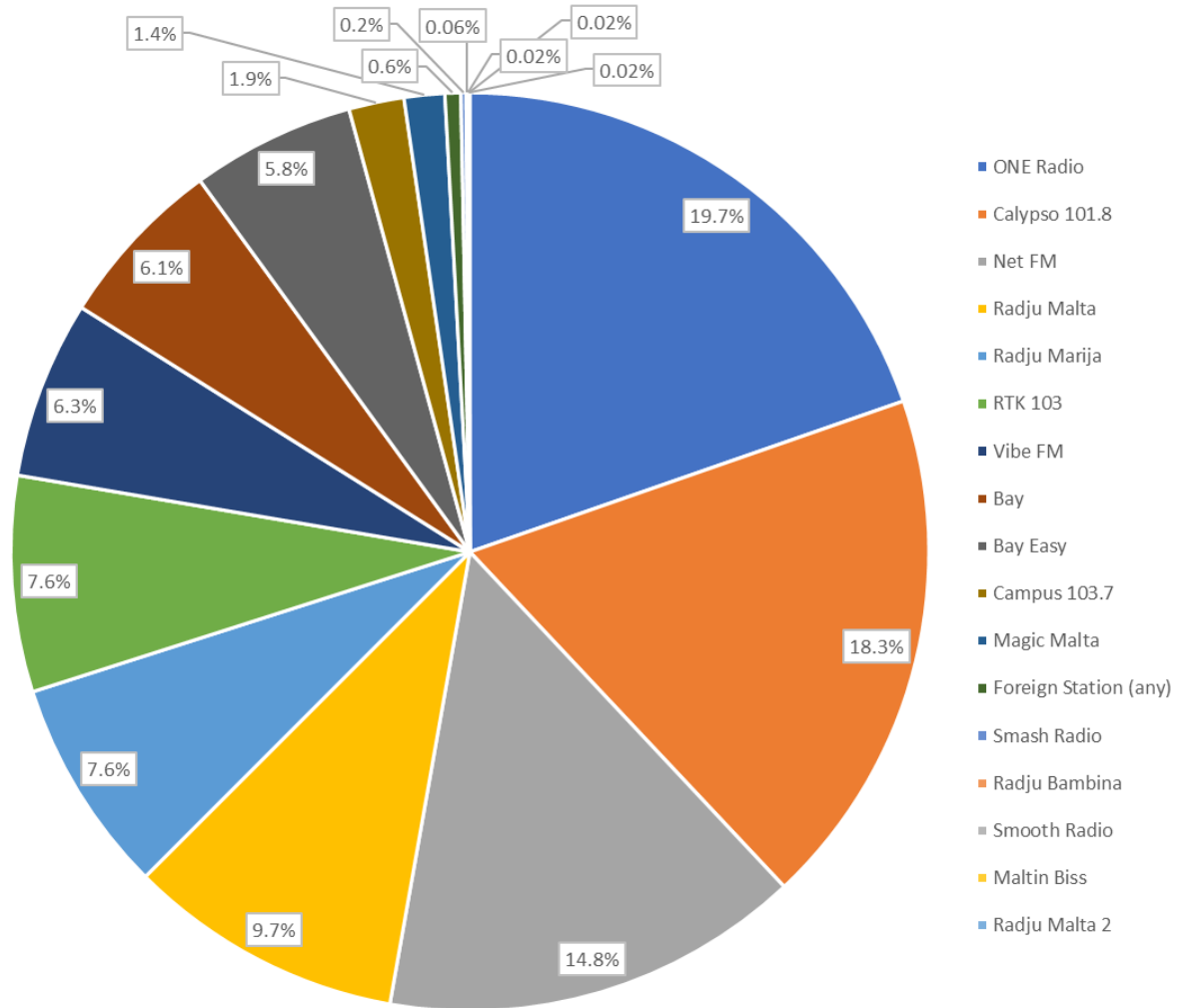
This Section gives details on the radio listenership of the 1382 individuals who listen to local radio stations, more specifically on:

[a]. Daily average hours of LOCAL radio consumption: on weekdays (Monday-Friday) – **[Q11]**

[b]. Daily average hours of LOCAL radio consumption: in the weekend (Saturday-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 – Friday) – [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 1382.

- **During the week (Monday-Friday),** on average, 56% of local radio listeners listen to radio for between 1-2 hours a day, whilst a further 25% of local radio listeners listen to radio for less than one hour 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 – Friday) – by Age & Gender (n=1382)

Counts Break % Respondents	Total	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	1382	116	244	265	199	187	187	184	729	653
Less than 1 hr a day	338 24.5%	55 47.4%	97 39.8%	90 34.0%	54 27.1%	17 9.1%	12 6.4%	13 7.1%	169 23.2%	169 25.9%
1-2 hrs a day	770 55.7%	61 52.6%	142 58.2%	154 58.1%	116 58.3%	118 63.1%	98 52.4%	81 44.0%	424 58.2%	346 53.0%
3-4 hrs a day	215 15.6%	- -	5 2.0%	14 5.3%	22 11.1%	44 23.5%	60 32.1%	70 38.0%	108 14.8%	107 16.4%
5-6 hrs a day	46 3.3%	- -	- -	6 2.3%	7 3.5%	8 4.3%	11 5.9%	14 7.6%	23 3.2%	23 3.5%
6+ hrs a day	9 0.7%	- -	- -	- -	- -	- -	5 2.7%	4 2.2%	4 0.5%	5 0.8%
Not always the same	4 0.3%	- -	- -	1 0.4%	- -	- -	1 0.5%	2 1.1%	1 0.1%	3 0.5%

9.3 Daily average hours of LOCAL Radio consumption: in the weekend (Saturday – 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 1382.

- **In the weekend (Saturday-Sunday)**, 58% of local radio listeners listen to 1 – 2 hours per day of local radio. Whilst a further 22% spend less than 1 hour per day listening to local radio.

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 (Saturday – Sunday) – by Age & Gender (n=1382)

Counts Break % Respondents	Total	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	1382	116	244	265	199	187	187	184	729	653
None	9 0.7%	- -	2 0.8%	1 0.4%	5 2.5%	- -	1 0.5%	- -	1 0.1%	8 1.2%
Less than 1 hr a day	309 22.4%	43 37.1%	86 35.2%	85 32.1%	49 24.6%	12 6.4%	12 6.4%	22 12.0%	150 20.6%	159 24.3%
1-2 hrs a day	798 57.7%	73 62.9%	150 61.5%	158 59.6%	114 57.3%	123 65.8%	101 54.0%	79 42.9%	441 60.5%	357 54.7%
3-4 hrs a day	207 15.0%	- -	6 2.5%	13 4.9%	24 12.1%	44 23.5%	59 31.6%	61 33.2%	110 15.1%	97 14.9%
5-6 hrs a day	39 2.8%	- -	- -	6 2.3%	5 2.5%	7 3.7%	8 4.3%	13 7.1%	19 2.6%	20 3.1%
6+ hrs a day	8 0.6%	- -	- -	- -	- -	- -	4 2.1%	4 2.2%	4 0.5%	4 0.6%
Not always the same	12 0.9%	- -	- -	2 0.8%	2 1.0%	1 0.5%	2 1.1%	5 2.7%	4 0.5%	8 1.2%

9.4 Favourite local radio programme – [Q13]

Note: Radio listeners who indicated that they do not listen to any local radio stations were not asked this question. Hence the total number of radio listeners' responses for this question totals 1382.

- *Bay Breakfast with Daniel & Ylenia* is the most favourite local radio programme, with 6.7% 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 5.9% of preferences, also largely followed by the younger age cohorts.

- And a close third came *Bongu Calypso ma' Twanny Scerri* with 5.3% of preferences, largely followed by the older age cohorts, 41+ years.

- 8.8% 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=1382)

Counts Break % Respondents	Total	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	1382	116	244	265	199	187	187	184	729	653
No preferred programme	**122** **8.8%**	5 4.3%	24 9.8%	39 14.7%	24 12.1%	16 8.6%	7 3.7%	7 3.8%	78 10.7%	44 6.7%
Bay Breakfast with Daniel & Ylenia	**92** **6.7%**	33 28.4%	26 10.7%	20 7.5%	9 4.5%	4 2.1%	- -	- -	34 4.7%	58 8.9%
The Morning Vibe with Abel, JD & Martina	**82** **5.9%**	23 19.8%	21 8.6%	26 9.8%	7 3.5%	4 2.1%	1 0.5%	- -	38 5.2%	44 6.7%
Bongu Calypso ma' Twanny Scerri	**73** **5.3%**	- -	2 0.8%	5 1.9%	12 6.0%	21 11.2%	19 10.2%	14 7.6%	49 6.7%	24 3.7%
Basy Easy Breakfast with Pierre Cordina	**70** **5.1%**	4 3.4%	27 11.1%	14 5.3%	17 8.5%	6 3.2%	1 0.5%	1 0.5%	24 3.3%	46 7.0%
Bongu NET (Indri Attard)	**67** **4.8%**	- -	1 0.4%	2 0.8%	10 5.0%	15 8.0%	22 11.8%	17 9.2%	31 4.3%	36 5.5%
Kuntatt (Dione Borg) (NET FM)	**59** **4.3%**	1 0.9%	19 7.8%	12 4.5%	11 5.5%	7 3.7%	8 4.3%	1 0.5%	45 6.2%	14 2.1%
Il-Polz tac-cittadin (Tonio Bonello) (Radju Malta)	**53** **3.8%**	- -	- -	1 0.4%	4 2.0%	16 8.6%	18 9.6%	14 7.6%	32 4.4%	21 3.2%
Sibt il-Punt (Manuel Micallef) (ONE)	**48** **3.5%**	- -	4 1.6%	9 3.4%	5 2.5%	11 5.9%	14 7.5%	5 2.7%	36 4.9%	12 1.8%
Radju Marija programmes (various)	**48** **3.5%**	- -	- -	- -	1 0.5%	9 4.8%	16 8.6%	22 12.0%	14 1.9%	34 5.2%
Joe Julian Filgħodu (Radju Malta)	**45** **3.3%**	- -	8 3.3%	3 1.1%	12 6.0%	10 5.3%	7 3.7%	5 2.7%	24 3.3%	21 3.2%
Għal Kulhadd (Christine Delicata) (RTK)	**45** **3.3%**	- -	1 0.4%	5 1.9%	4 2.0%	14 7.5%	11 5.9%	10 5.4%	12 1.6%	33 5.1%
One Breakfast (Noel Camilleri)	**43** **3.1%**	3 2.6%	12 4.9%	12 4.5%	9 4.5%	3 1.6%	1 0.5%	3 1.6%	27 3.7%	16 2.5%
News Bulletin – ONE Radio	**42** **3.0%**	- -	4 1.6%	6 2.3%	7 3.5%	3 1.6%	7 3.7%	15 8.2%	21 2.9%	21 3.2%
Andrew Azzopardi on RTK103	**38** **2.7%**	- -	7 2.9%	11 4.2%	6 3.0%	3 1.6%	7 3.7%	4 2.2%	29 4.0%	9 1.4%
Magic AM (Carlo-Dorianne-Ron) (Magic Malta)	**38** **2.7%**	5 4.3%	16 6.6%	12 4.5%	4 2.0%	1 0.5%	- -	- -	16 2.2%	22 3.4%
Bay Drive with Jamie and Taryn	**33** **2.4%**	5 4.3%	15 6.1%	6 2.3%	6 3.0%	- -	1 0.5%	- -	13 1.8%	20 3.1%
Ten to Twelve with Gianni & Andy (Vibe)	**32** **2.3%**	14 12.1%	8 3.3%	6 2.3%	4 2.0%	- -	- -	- -	24 3.3%	8 1.2%
Calypso Drive (Charles Fenech or Arthur Garrett)	**31** **2.2%**	- -	4 1.6%	13 4.9%	7 3.5%	4 2.1%	1 0.5%	2 1.1%	26 3.6%	5 0.8%
Drive Time (Dorian Cassar or John Bundy) (ONE)	**30** **2.2%**	3 2.6%	11 4.5%	7 2.6%	4 2.0%	2 1.1%	3 1.6%	- -	20 2.7%	10 1.5%
The Drive Vibe with Nate, Frank & Rossi	**29** **2.1%**	12 10.3%	6 2.5%	7 2.6%	3 1.5%	- -	1 0.5%	- -	13 1.8%	16 2.5%
The Home Run with Albert Galdes (Bay Easy)	**23** **1.7%**	1 0.9%	5 2.0%	8 3.0%	3 1.5%	3 1.6%	2 1.1%	1 0.5%	12 1.6%	11 1.7%
News Bulletin – NET FM	**22** **1.6%**	- -	1 0.4%	4 1.5%	1 0.5%	2 1.1%	1 0.5%	13 7.1%	6 0.8%	16 2.5%
Minn Jum Għal Jum (Theresa Gauci) Radju Malta)	**19** **1.4%**	- -	- -	- -	2 1.0%	5 2.7%	4 2.1%	8 4.3%	2 0.3%	17 2.6%

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Club 101 (Eileen Montesin) (NET FM)	**17** **1.2%**	- -	1 0.4%	1 0.4%	4 2.0%	3 1.6%	2 1.1%	6 3.3%	3 0.4%	14 2.1%
BT Connection (Joe Tanti & John Bundy) (ONE)	**16** **1.2%**	3 2.6%	6 2.5%	7 2.6%	- -	- -	- -	- -	11 1.5%	5 0.8%
News Bulletin – Radju Malta	**14** **1.0%**	- -	- -	- -	2 1.0%	3 1.6%	3 1.6%	6 3.3%	4 0.5%	10 1.5%
Johnny Be Good - John Mallia (Calypso)	**14** **1.0%**	- -	- -	- -	1 0.5%	6 3.2%	5 2.7%	2 1.1%	7 1.0%	7 1.1%
ONE Magazine/ Summer Brunch	**14** **1.0%**	- -	- -	1 0.4%	2 1.0%	1 0.5%	4 2.1%	6 3.3%	2 0.3%	12 1.8%
Campus Drive	**13** **0.9%**	1 0.9%	2 0.8%	5 1.9%	3 1.5%	2 1.1%	- -	- -	11 1.5%	2 0.3%
Ma' Gaffiero (ONE)	**11** **0.8%**	- -	1 0.4%	- -	- -	3 1.6%	3 1.6%	4 2.2%	6 0.8%	5 0.8%
RTK 103 Breakfast with Mark, Ian & George	**11** **0.8%**	- -	5 2.0%	2 0.8%	2 1.0%	1 0.5%	1 0.5%	- -	9 1.2%	2 0.3%
Musika mill-Passat (Joe Attard) (Calypso)	**9** **0.7%**	- -	- -	- -	2 1.0%	1 0.5%	4 2.1%	2 1.1%	5 0.7%	4 0.6%
News Bulletin - Bay	**8** **0.6%**	1 0.9%	1 0.4%	1 0.4%	2 1.0%	1 0.5%	2 1.1%	- -	3 0.4%	5 0.8%
News Bulletin – RTK 103	**7** **0.5%**	- -	- -	1 0.4%	- -	- -	2 1.1%	4 2.2%	- -	7 1.1%
Fuq Fomm Kullħadd (George Cremona) (Calypso)	**7** **0.5%**	- -	- -	- -	- -	1 0.5%	2 1.1%	4 2.2%	2 0.3%	5 0.8%
News Bulletin – Calypso 101.8	**6** **0.4%**	- -	- -	- -	- -	1 0.5%	1 0.5%	4 2.2%	5 0.7%	1 0.2%
Issues (NET FM)	**6** **0.4%**	- -	- -	3 1.1%	1 0.5%	1 0.5%	1 0.5%	- -	5 0.7%	1 0.2%
Musika u Sport - Twanny Scerri (Calypso)	**5** **0.4%**	- -	- -	1 0.4%	1 0.5%	- -	1 0.5%	2 1.1%	4 0.5%	1 0.2%
Marci u Bandalori (NET FM)	**5** **0.4%**	- -	- -	2 0.8%	2 1.0%	- -	- -	1 0.5%	5 0.7%	- -
Morning Mix (ONE)	**5** **0.4%**	- -	- -	1 0.4%	2 1.0%	1 0.5%	1 0.5%	- -	3 0.4%	2 0.3%
Campus Magazine SY	**4** **0.3%**	- -	- -	- -	2 1.0%	2 1.1%	- -	- -	1 0.1%	3 0.5%
B'fast with Colin & Coryse (Campus)	**4** **0.3%**	- -	2 0.8%	2 0.8%	- -	- -	- -	- -	4 0.5%	- -
The Bay Weekender with Jake	**4** **0.3%**	1 0.9%	1 0.4%	2 0.8%	- -	- -	- -	- -	1 0.1%	3 0.5%
Marċifest (Daniel Vella) (Radju Malta)	**3** **0.2%**	- -	1 0.4%	2 0.8%	- -	- -	- -	- -	3 0.4%	- -
Quddiesa tal-Jum, Ruzarju (various stations)	**2** **0.1%**	- -	- -	- -	- -	- -	1 0.5%	1 0.5%	2 0.3%	- -
Weekend Breakfast with Julia (Bay)	**2** **0.1%**	1 0.9%	- -	1 0.4%	- -	- -	- -	- -	- -	2 0.3%
Mid-Morning with Lorenzo (Vibe)	**2** **0.1%**	- -	- -	1 0.4%	1 0.5%	- -	- -	- -	1 0.1%	1 0.2%
Feedback (NET FM)	**2** **0.1%**	- -	- -	2 0.8%	- -	- -	- -	- -	2 0.3%	- -
Super Spencer - DJ Spencer	**1** **0.1%**	- -	1 0.4%	- -	- -	- -	- -	- -	1 0.1%	- -
ONE Club Xewqat	**1** **0.1%**	- -	- -	- -	- -	- -	1 0.5%	- -	- -	1 0.2%

Mil-Brijju tal-Festi (Aaron Zahra & Nicole Farrugia) (ONE)	**1** **0.1%**	- -	**1** **0.4%**	- -	- -	- -	- -	- -	**1** **0.1%**	- -
Musika ma' Mario Laus (Radju Malta)	**1** **0.1%**	- -	- -	- -	- -	**1** **0.5%**	- -	- -	- -	**1** **0.2%**
Rewinding (Albert Zammit) (Radju Malta)	**1** **0.1%**	- -	- -	**1** **0.4%**	- -	- -	- -	- -	**1** **0.1%**	- -
Good Vibrations (Angelo Coleiro) (NET FM)	**1** **0.1%**	- -	- -	- -	- -	- -	**1** **0.5%**	- -	- -	**1** **0.2%**
Ritmo (DJ Sue) (Smash Radio)	**1** **0.1%**	- -	- -	**1** **0.4%**	- -	- -	- -	- -	**1** **0.1%**	- -

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9.5 Most Followed Radio Stations: Sunday to Saturday

All 1394 radio listeners were given the possibility of mentioning **up to three radio stations they had listened to on the previous day**.

- ✓ **ONE Radio** is the most followed radio station, with 14.3% of all radio listeners mentioning it as one of the three radio stations they had listened to on the previous day. Second came **Calypso 101.8** with 12% of preferences and **NET FM** came third with 11.7%.

- ✓ 11.7% 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=1394)

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 1394.
Note II: Radio stations not featured in the Table above have a radio listenership of less than 0.5% between Sunday to Saturday.
Note III: 'Did not listen to the radio on the previous day' refers to radio listeners who did not listen to radio on the day of assessment during week 21st – 27th July 2024.

Counts Respondents	TOTAL	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Radio Station	1394	119	247	265	200	188	189	186	737	657
ONE Radio	200	9	35	40	30	25	31	30	120	80
	14.3%	7.6%	14.2%	15.1%	15.0%	13.3%	16.4%	16.1%	16.3%	12.2%
Calypso 101.8	167	0	12	27	28	36	35	29	119	48
	12.0%	0.0%	4.9%	10.2%	14.0%	19.1%	18.5%	15.6%	16.1%	7.3%
Net FM	163	1	25	24	24	23	35	31	85	78
	11.7%	0.8%	10.1%	9.1%	12.0%	12.2%	18.5%	16.7%	11.5%	11.9%
I did not listen to the radio	163	9	19	36	19	22	29	29	78	85
	11.7%	7.6%	7.7%	13.6%	9.5%	11.7%	15.3%	15.6%	10.6%	12.9%
Bay	157	40	51	44	16	2	4	0	68	89
	11.3%	33.6%	20.6%	16.6%	8.0%	1.1%	2.1%	0.0%	9.2%	13.5%
Vibe FM	148	45	37	38	19	6	3	0	77	71
	10.6%	37.8%	15.0%	14.3%	9.5%	3.2%	1.6%	0.0%	10.4%	10.8%
Radju Malta	130	0	10	11	19	31	25	34	70	60
	9.3%	0.0%	4.0%	4.2%	9.5%	16.5%	13.2%	18.3%	9.5%	9.1%
RTK 103	101	0	12	19	13	20	19	18	53	48
	7.2%	0.0%	4.9%	7.2%	6.5%	10.6%	10.1%	9.7%	7.2%	7.3%
Bay Easy	95	7	31	21	21	10	2	3	38	57
	6.8%	5.9%	12.6%	7.9%	10.5%	5.3%	1.1%	1.6%	5.2%	8.7%
Radju Marija	52	0	0	0	2	9	19	22	15	37
	3.7%	0.0%	0.0%	0.0%	1.0%	4.8%	10.1%	11.8%	2.0%	5.6%
Magic Malta	41	5	18	12	4	1	0	1	19	22
	2.9%	4.2%	7.3%	4.5%	2.0%	0.5%	0.0%	0.5%	2.6%	3.3%
Campus 103.7	31	1	6	10	8	4	1	1	22	9
	2.2%	0.8%	2.4%	3.8%	4.0%	2.1%	0.5%	0.5%	3.0%	1.4%
Foreign Station (any)	16	3	4	2	3	1	2	1	13	3
	1.1%	2.5%	1.6%	0.8%	1.5%	0.5%	1.1%	0.5%	1.8%	0.5%
Smash Radio	7	0	0	1	1	2	2	1	5	2
	0.5%	0.0%	0.0%	0.4%	0.5%	1.1%	1.1%	0.5%	0.7%	0.3%
Radju Malta 2	2	0	0	0	1	0	1	0	1	1
	0.1%	0.0%	0.0%	0.0%	0.5%	0.0%	0.5%	0.0%	0.1%	0.2%
Smooth Radio	2	0	0	0	0	1	1	0	1	1
	0.1%	0.0%	0.0%	0.0%	0.0%	0.5%	0.5%	0.0%	0.1%	0.2%
Maltin Biss	1	0	0	0	0	0	1	0	0	1
	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.2%
Radju Bambina	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%	0.2%

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Table 23.2 – Q14 – Most followed Radio stations (Aggregate) – by Age & Gender (Multiple-Response Q) (n=305,207)

NOTE I: Table below illustrates Table 23.1 extrapolated to reflect Malta's population of radio listeners.
NOTE II: Respondents were given the possibility of mentioning up to 3 Radio Stations which they had listened to on the previous day. Hence, the totals depicted in this table do NOT total up to 305,207.

Counts Respondents	TOTAL	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	305207	26054	54079	58020	43789	41161	41380	40723	161361	143846
ONE Radio	43789	1970	7663	8758	6568	5474	6787	6568	26273	17515
Calypso 101.8	36564	-	2627	5911	6130	7882	7663	6349	26054	10509
Net FM	35688	219	5474	5255	5255	5036	7663	6787	18610	17078
I did not listen to the radio	35688	1970	4160	7882	4160	4817	6349	6349	17078	18610
Bay	34374	8758	11166	9634	3503	438	876	-	14888	19486
Vibe FM	32404	9852	8101	8320	4160	1314	657	-	16859	15545
Radju Malta	28463	-	2189	2408	4160	6787	5474	7444	15326	13137
RTK 103	22113	-	2627	4160	2846	4379	4160	3941	11604	10509
Bay Easy	20800	1533	6787	4598	4598	2189	438	657	8320	12480
Radju Marija	11385	-	-	-	438	1970	4160	4817	3284	8101
Magic Malta	8977	1095	3941	2627	876	219	-	219	4160	4817
Campus 103.7	6787	219	1314	2189	1752	876	219	219	4817	1970
Foreign Station (any)	3503	657	876	438	657	219	438	219	2846	657
Smash Radio	1533	-	-	219	219	438	438	219	1095	438
Radju Malta 2	438	-	-	-	219	-	219	-	219	219
Smooth Radio	438	-	-	-	-	219	219	-	219	219
Maltin Biss	219	-	-	-	-	-	219	-	-	219
R adju B ambina	219	-	-	-	-	-	-	218.9433	-	218.9433

__Note I__: Radio stations not featured in the Table above have a radio listenership of less than 219 (0.5%) between Sunday to Saturday.
__Note II__: 'Did not listen to the radio on the previous day' refers to radio listeners who did not listen to radio on the day of assessment during week 21st – 27th July 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 most followed radio timeband is**:
  - **07:00 – 07:30** (167,053 radio listeners)

Research Findings in Detail

Tables below illustrate details on the above research findings.

Table 24 – Q14 – Overall Radio Audience Across The Whole Week – by Age & Gender (Multiple-Response Q) (n=305,207)

<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	-	-	-	-	-	-	-	-	-	35688	269519	305207
00:30 - 01:00	-	-	-	-	-	-	-	-	-	35688	269519	305207
01:00 - 01:30	-	-	-	-	-	-	-	-	-	35688	269519	305207
01:30 - 02:00	-	-	-	-	-	-	-	-	-	35688	269519	305207
02:00 - 02:30	-	-	-	-	-	-	-	-	-	35688	269519	305207
02:30 - 03:00	-	-	-	-	-	-	-	-	-	35688	269519	305207
03:00 - 03:30	-	-	-	-	-	-	-	-	-	35688	269519	305207
03:30 - 04:00	-	-	-	-	-	-	-	-	-	35688	269519	305207
04:00 -04:30	-	-	-	-	-	219	-	-	219	35688	269300	305207
04:30 - 05:00	-	-	-	-	-	-	219	-	219	35688	269300	305207
05:00 - 05:30	-	-	-	-	657	438	438	657	876	35688	267987	305207
05:30 - 06:00	-	-	1095	438	1095	1314	1970	3065	2846	35688	263608	305207
06:00 - 06:30	438	7663	5911	7225	7444	9196	8101	28025	17953	35688	223541	305207
06:30 - 07:00	5693	25616	24960	21456	17734	17078	11823	71813	52546	35688	145159	305207
07:00 - 07:30	11166	33717	35469	26492	21894	22332	15983	90861	76192	35688	102465	305207
07:30 - 08:00	10509	20800	21675	21238	19705	20800	15983	67216	63494	35688	138810	305207
08:00 - 08:30	7444	8758	13356	14888	19267	21675	20143	51671	53860	35688	163989	305207
08:30 - 09:00	6130	6349	11385	13793	18829	22770	20362	47949	51671	35688	169900	305207
09:00 - 09:30	7444	8320	12042	15545	20362	25397	21238	52984	57363	35688	159172	305207
09:30 - 10:00	7225	9196	12042	15107	19705	22113	21019	51890	54517	35688	163113	305207
10:00 - 10:30	7006	9634	13574	15983	21238	23427	21675	55393	57144	35688	156982	305207
10:30 - 11:00	6787	10071	13356	15983	20800	23427	20800	54955	56268	35688	158296	305207
11:00 - 11:30	6130	10509	13356	15326	20362	22113	20581	53203	55174	35688	161142	305207
11:30 - 12:00	6349	10071	12918	15107	20143	21894	19705	52327	53860	35688	163332	305207
12:00 - 12:30	3503	9196	12261	11385	15983	18172	14231	47073	37658	35688	184788	305207
12:30 - 13:00	1752	6349	11385	8977	13574	15764	11823	40942	28682	35688	199895	305207
13:00 - 13:30	1533	5693	9852	8977	12042	13574	10509	37877	24303	35688	207339	305207
13:30 - 14:00	1314	3065	6568	5911	9196	9415	7444	24960	17953	35688	226606	305207
14:00 - 14:30	1095	3722	6130	6130	7882	9415	7006	24303	17078	35688	228139	305207
14:30 - 15:00	1095	3503	7006	5255	8539	8977	7006	24522	16859	35688	228139	305207
15:00 - 15:30	2627	5693	8539	7225	10290	9852	7882	31747	20362	35688	217411	305207
15:30 - 16:00	4160	7006	8977	7006	10290	9852	7882	34593	20581	35688	214346	305207
16:00 - 16:30	7225	12918	13356	7663	5036	2189	2408	29338	21456	35688	218724	305207
16:30 - 17:00	7882	16421	15983	9196	4817	2408	1970	33936	24741	35688	210842	305207
17:00 - 17:30	3722	12480	10071	5693	3284	1970	1533	25835	12918	35688	230766	305207
17:30 - 18:00	1314	4817	3722	3722	2189	1314	1533	14450	4160	35688	250909	305207
18:00 - 18:30	1095	2846	2408	1752	1314	1095	1095	9634	1970	35688	257915	305207
18:30 - 19:00	657	657	876	876	219	219	438	3065	876	35688	265578	305207
19:00 - 19:30	219	438	438	438	-	-	219	1314	438	35688	267768	305207
19:30 - 20:00	219	438	438	219	-	219	1095	1752	876	35688	266892	305207
20:00 - 20:30	219	219	219	-	219	219	876	1970	-	35688	267549	305207
20:30 - 21:00	-	219	-	-	438	219	1314	1752	438	35688	267330	305207
21:00 - 21:30	-	438	438	-	876	657	1533	3065	876	35688	265578	305207
21:30 - 22:00	-	657	219	219	876	657	1752	3722	657	35688	265140	305207
22:00 - 22:30	-	219	876	438	1314	1533	3065	5911	1533	35688	262075	305207
22:30 - 23:00	-	219	1752	1095	1314	1970	3722	8320	1752	35688	259448	305207
23:00 - 23:30	-	657	2189	1314	1752	2408	3941	10509	1752	35688	257258	305207
23:30 - 00:00	-	657	1970	1314	1314	2408	3503	9634	1533	35688	258353	305207

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

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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=305,207).

Research Findings in Detail

Tables below illustrate details on the above research findings.

Table 25 – Total Number of Radio Listeners Per Day of Assessment – July 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	1394	178	212	208	201	190	195	210
Maltese Population of Radio listeners	**305,207**	**272,803**	**324,912**	**318,781**	**308,053**	**291,195**	**298,858**	**321,847**

Radio Audience on Sunday

♦ The **most listened to timebands** on Sunday are 09:30 – 10:00 and 10:00 – 10:30 on **ONE Radio** (24,522 Radio Listeners).

Table 26 – Q14 – Radio Audience on SUNDAY – by Timeband   (Multiple-Response Q) (n=272,803)

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

	Bay	Bay Easy	Calypso 101.8	Magic Malta	Net FM	ONE Radio	Radju Malta	Radju Malta 2	Radju Marija	RTK 103	Vibe FM	Did listen to radio on previous day	Did not listen to radio during this timeslot	Total
00:00 - 00:30	-	-	-	-	-	-	-	-	-	-	-	79,695	193,108	272,803
00:30 - 01:00	-	-	-	-	-	-	-	-	-	-	-	79,695	193,108	272,803
01:00 - 01:30	-	-	-	-	-	-	-	-	-	-	-	79,695	193,108	272,803
01:30 - 02:00	-	-	-	-	-	-	-	-	-	-	-	79,695	193,108	272,803
02:00 - 02:30	-	-	-	-	-	-	-	-	-	-	-	79,695	193,108	272,803
02:30 - 03:00	-	-	-	-	-	-	-	-	-	-	-	79,695	193,108	272,803
03:00 - 03:30	-	-	-	-	-	-	-	-	-	-	-	79,695	193,108	272,803
03:30 - 04:00	-	-	-	-	-	-	-	-	-	-	-	79,695	193,108	272,803
04:00 - 04:30	-	-	-	-	-	-	-	-	-	-	-	79,695	193,108	272,803
04:30 - 05:00	-	-	-	-	-	-	-	-	-	-	-	79,695	193,108	272,803
05:00 - 05:30	-	-	-	-	-	-	-	-	-	-	-	79,695	193,108	272,803
05:30 - 06:00	-	-	-	-	-	-	-	-	-	1,533	-	79,695	191,575	272,803
06:00 - 06:30	-	-	-	-	-	-	1,533	-	-	1,533	-	79,695	190,043	272,803
06:30 - 07:00	-	-	-	-	-	1,533	3,065	-	-	3,065	-	79,695	185,445	272,803
07:00 - 07:30	-	1,533	13,793	-	3,065	9,196	3,065	-	10,728	3,065	-	79,695	148,663	272,803
07:30 - 08:00	1,533	1,533	15,326	-	1,533	9,196	3,065	-	10,728	3,065	-	79,695	147,130	272,803
08:00 - 08:30	3,065	4,598	22,989	-	15,326	19,924	4,598	-	12,261	3,065	4,598	79,695	102,684	272,803
08:30 - 09:00	1,533	4,598	22,989	-	18,391	22,989	4,598	-	10,728	3,065	3,065	79,695	101,152	272,803
09:00 - 09:30	6,130	9,196	22,989	1,533	19,924	22,989	4,598	-	10,728	4,598	9,196	79,695	81,228	272,803
09:30 - 10:00	10,728	10,728	22,989	1,533	21,456	24,522	4,598	-	10,728	4,598	13,793	79,695	67,435	272,803
10:00 - 10:30	15,326	10,728	22,989	1,533	22,989	24,522	6,130	-	10,728	10,728	16,859	79,695	50,576	272,803
10:30 - 11:00	13,793	9,196	22,989	1,533	22,989	21,456	6,130	-	10,728	10,728	15,326	79,695	58,239	272,803
11:00 - 11:30	13,793	9,196	22,989	1,533	22,989	21,456	6,130	-	10,728	12,261	15,326	79,695	56,706	272,803
11:30 - 12:00	13,793	9,196	22,989	1,533	22,989	21,456	6,130	-	10,728	12,261	15,326	79,695	56,706	272,803
12:00 - 12:30	12,261	4,598	16,859	1,533	21,456	21,456	9,196	-	9,196	9,196	7,663	79,695	79,695	272,803
12:30 - 13:00	3,065	4,598	10,728	-	10,728	19,924	6,130	-	9,196	6,130	1,533	79,695	121,076	272,803
13:00 - 13:30	1,533	3,065	7,663	-	9,196	18,391	4,598	-	9,196	3,065	1,533	79,695	134,869	272,803
13:30 - 14:00	1,533	3,065	7,663	-	9,196	15,326	3,065	-	7,663	3,065	3,065	79,695	139,467	272,803
14:00 - 14:30	1,533	3,065	6,130	-	10,728	15,326	1,533	-	6,130	3,065	3,065	79,695	142,532	272,803
14:30 - 15:00	1,533	3,065	6,130	-	10,728	13,793	1,533	-	6,130	3,065	3,065	79,695	144,065	272,803
15:00 - 15:30	1,533	3,065	6,130	-	10,728	12,261	1,533	1,533	6,130	3,065	3,065	79,695	144,065	272,803
15:30 - 16:00	1,533	3,065	6,130	-	10,728	12,261	1,533	-	6,130	3,065	3,065	79,695	145,597	272,803
16:00 - 16:30	1,533	1,533	6,130	-	3,065	4,598	1,533	-	1,533	1,533	-	79,695	171,652	272,803
16:30 - 17:00	1,533	1,533	6,130	-	3,065	4,598	1,533	-	1,533	-	-	79,695	173,184	272,803
17:00 - 17:30	-	1,533	3,065	-	-	-	-	-	-	-	-	79,695	188,510	272,803
17:30 - 18:00	-	1,533	3,065	-	-	-	-	-	-	-	-	79,695	188,510	272,803
18:00 - 18:30	-	-	-	-	-	-	-	-	-	-	-	79,695	193,108	272,803
18:30 - 19:00	-	-	-	-	-	-	-	-	-	-	-	79,695	193,108	272,803
19:00 - 19:30	-	-	-	-	-	-	-	-	-	-	-	79,695	193,108	272,803
19:30 - 20:00	-	-	1,533	-	-	-	-	-	-	-	-	79,695	191,575	272,803
20:00 - 20:30	-	-	1,533	-	-	-	-	-	-	-	-	79,695	191,575	272,803
20:30 - 21:00	-	-	1,533	-	-	-	-	-	-	-	-	79,695	191,575	272,803
21:00 - 21:30	-	-	3,065	-	-	-	-	-	-	-	-	79,695	190,043	272,803
21:30 - 22:00	-	-	3,065	-	-	-	-	-	-	-	-	79,695	190,043	272,803
22:00 - 22:30	-	-	3,065	-	-	-	-	-	-	-	-	79,695	190,043	272,803
22:30 - 23:00	-	-	1,533	-	-	-	-	-	-	-	-	79,695	191,575	272,803
23:00 - 23:30	-	-	1,533	-	-	-	-	-	-	-	-	79,695	191,575	272,803
23:30 - 00:00	-	-	1,533	-	-	-	-	-	-	-	-	79,695	191,575	272,803

Note I: _Radio stations not featured in the Table above have a radio listenership of less than 0.5% between Sunday to Saturday._
Note II: _Timebands featuring a 'nil' listenership in the Table above have a radio listenership of less than 1,533 listeners on Sunday._

Radio Audience on <u>MONDAY</u>

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

Table 27 – Q14 – Radio Audience on <u>MONDAY</u> – by Timeband (Multiple-Response Q) (n=324,912)

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

	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 listen to radio on previous day	Did not listen to radio during this timeslot	Total
00:00 - 00:30	-	-	-	-	-	-	-	-	-	-	-	-	-	16,859	308,053	324,912
00:30 - 01:00	-	-	-	-	-	-	-	-	-	-	-	-	-	16,859	308,053	324,912
01:00 - 01:30	-	-	-	-	-	-	-	-	-	-	-	-	-	16,859	308,053	324,912
01:30 - 02:00	-	-	-	-	-	-	-	-	-	-	-	-	-	16,859	308,053	324,912
02:00 - 02:30	-	-	-	-	-	-	-	-	-	-	-	-	-	16,859	308,053	324,912
02:30 - 03:00	-	-	-	-	-	-	-	-	-	-	-	-	-	16,859	308,053	324,912
03:00 - 03:30	-	-	-	-	-	-	-	-	-	-	-	-	-	16,859	308,053	324,912
03:30 - 04:00	-	-	-	-	-	-	-	-	-	-	-	-	-	16,859	308,053	324,912
04:00 - 04:30	-	-	-	-	-	-	-	-	-	-	-	-	-	16,859	308,053	324,912
04:30 - 05:00	-	-	-	-	-	-	1,533	-	-	-	-	-	-	16,859	306,521	324,912
05:00 - 05:30	-	-	-	-	-	-	1,533	-	-	-	-	-	-	16,859	306,521	324,912
05:30 - 06:00	-	-	4,598	-	-	4,598	-	-	-	-	-	-	-	16,859	298,858	324,912
06:00 - 06:30	-	1,533	13,793	-	4,598	9,196	7,663	1,533	1,533	1,533	-	4,598	-	16,859	262,075	324,912
06:30 - 07:00	4,598	16,859	26,054	4,598	6,130	29,119	26,054	12,261	9,196	7,663	-	13,793	-	16,859	151,728	324,912
07:00 - 07:30	21,456	18,391	30,652	9,196	12,261	29,119	29,119	21,456	9,196	16,859	-	19,924	-	16,859	90,424	324,912
07:30 - 08:00	21,456	13,793	27,587	6,130	12,261	29,119	29,119	18,391	9,196	16,859	-	18,391	-	16,859	105,750	324,912
08:00 - 08:30	4,598	7,663	22,989	3,065	1,533	24,522	15,326	7,663	7,663	13,793	-	9,196	1,533	16,859	188,510	324,912
08:30 - 09:00	4,598	6,130	18,391	3,065	-	21,456	18,391	6,130	7,663	12,261	-	6,130	-	16,859	203,836	324,912
09:00 - 09:30	3,065	9,196	16,859	3,065	-	21,456	21,456	6,130	9,196	13,793	-	4,598	-	16,859	199,238	324,912
09:30 - 10:00	1,533	7,663	16,859	3,065	-	21,456	21,456	6,130	6,130	12,261	-	4,598	-	16,859	206,901	324,912
10:00 - 10:30	-	6,130	16,859	3,065	-	19,924	21,456	9,196	7,663	13,793	-	3,065	1,533	16,859	205,369	324,912
10:30 - 11:00	-	4,598	16,859	3,065	-	12,261	21,456	10,728	7,663	13,793	-	3,065	1,533	16,859	213,032	324,912
11:00 - 11:30	-	6,130	16,859	3,065	-	12,261	22,989	10,728	7,663	13,793	-	3,065	-	16,859	211,499	324,912
11:30 - 12:00	-	6,130	16,859	3,065	-	12,261	22,989	10,728	7,663	12,261	-	3,065	-	16,859	213,032	324,912
12:00 - 12:30	-	3,065	12,261	1,533	-	26,054	19,924	9,196	7,663	4,598	-	-	-	16,859	223,760	324,912
12:30 - 13:00	-	3,065	12,261	-	-	29,119	12,261	6,130	7,663	-	3,065	-	-	16,859	234,488	324,912
13:00 - 13:30	-	3,065	10,728	-	-	29,119	12,261	6,130	9,196	-	3,065	1,533	-	16,859	232,956	324,912
13:30 - 14:00	-	3,065	10,728	-	-	6,130	12,261	6,130	7,663	-	-	-	-	16,859	262,075	324,912
14:00 - 14:30	-	6,130	9,196	-	-	4,598	10,728	9,196	6,130	-	-	-	-	16,859	262,075	324,912
14:30 - 15:00	-	3,065	9,196	-	-	4,598	12,261	9,196	6,130	-	-	-	-	16,859	263,608	324,912
15:00 - 15:30	-	1,533	9,196	-	-	4,598	12,261	18,391	6,130	1,533	-	3,065	-	16,859	251,347	324,912
15:30 - 16:00	-	1,533	9,196	-	-	1,533	12,261	18,391	6,130	3,065	-	3,065	-	16,859	252,880	324,912
16:00 - 16:30	7,663	7,663	12,261	3,065	4,598	1,533	16,859	6,130	3,065	3,065	-	12,261	-	16,859	229,891	324,912
16:30 - 17:00	9,196	9,196	16,859	4,598	4,598	3,065	18,391	4,598	3,065	1,533	-	10,728	-	16,859	222,227	324,912
17:00 - 17:30	4,598	4,598	12,261	6,130	1,533	16,859	15,326	1,533	-	-	-	1,533	-	16,859	243,684	324,912
17:30 - 18:00	1,533	-	4,598	1,533	-	15,326	4,598	1,533	-	-	-	-	-	16,859	278,934	324,912
18:00 - 18:30	-	-	-	-	-	9,196	1,533	3,065	-	-	-	-	-	16,859	294,260	324,912
18:30 - 19:00	-	-	-	-	-	-	-	1,533	-	-	-	-	-	16,859	306,521	324,912
19:00 - 19:30	-	-	-	-	-	-	-	1,533	-	-	-	-	-	16,859	306,521	324,912
19:30 - 20:00	-	-	1,533	-	-	-	1,533	1,533	-	-	-	-	-	16,859	303,455	324,912
20:00 - 20:30	-	-	1,533	-	-	-	3,065	-	-	-	-	-	-	16,859	303,455	324,912
20:30 - 21:00	-	-	1,533	-	-	-	-	4,598	-	-	-	-	-	16,859	301,923	324,912
21:00 - 21:30	-	-	1,533	-	-	-	-	4,598	-	-	-	-	-	16,859	301,923	324,912
21:30 - 22:00	-	-	1,533	-	-	-	3,065	4,598	-	-	-	-	-	16,859	298,858	324,912
22:00 - 22:30	-	-	1,533	-	-	-	12,261	3,065	-	-	-	-	1,533	16,859	289,662	324,912
22:30 - 23:00	-	-	3,065	-	-	-	12,261	3,065	-	-	-	-	1,533	16,859	288,129	324,912
23:00 - 23:30	-	-	3,065	-	-	-	12,261	3,065	-	-	-	-	1,533	16,859	288,129	324,912
23:30 - 00:00	-	-	3,065	-	-	-	10,728	1,533	-	-	-	-	1,533	16,859	291,195	324,912

<u>Note I</u>: *Radio stations not featured in the Table above have a radio listenership of less than 0.5% between Sunday to Saturday.*
<u>Note II</u>: *Timebands featuring a 'nil' listenership in the Table above have a radio listenership of less than 1,533 listeners on Monday.*

Radio Audience on <u>TUESDAY</u>

- The **most listened to timeband** on Tuesday is 07:00 - 07:30 with a joint first on **ONE Radio and Calypso 101.8** (29,119 Radio Listeners, respectively).

Table 28 – Q14 – Radio Audience on <u>TUESDAY</u> – by Timeband (Multiple-Response Q) (n=318,781)
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 Marija	RTK 103	Vibe FM	Foreign Station (any)	Did listen to radio on previous day	Did not listen to radio during this timeslot	Total
00:00 - 00:30	-	-	-	-	-	-	-	-	-	-	-	-	24,522	294,260	318,781
00:30 - 01:00	-	-	-	-	-	-	-	-	-	-	-	-	24,522	294,260	318,781
01:00 - 01:30	-	-	-	-	-	-	-	-	-	-	-	-	24,522	294,260	318,781
01:30 - 02:00	-	-	-	-	-	-	-	-	-	-	-	-	24,522	294,260	318,781
02:00 - 02:30	-	-	-	-	-	-	-	-	-	-	-	-	24,522	294,260	318,781
02:30 - 03:00	-	-	-	-	-	-	-	-	-	-	-	-	24,522	294,260	318,781
03:00 - 03:30	-	-	-	-	-	-	-	-	-	-	-	-	24,522	294,260	318,781
03:30 - 04:00	-	-	-	-	-	-	-	-	-	-	-	-	24,522	294,260	318,781
04:00 - 04:30	-	1,533	-	-	-	-	-	-	-	-	-	-	24,522	292,727	318,781
04:30 - 05:00	-	-	-	-	-	-	-	-	-	-	-	-	24,522	294,260	318,781
05:00 - 05:30	-	-	1,533	-	-	-	-	-	-	3,065	-	-	24,522	289,662	318,781
05:30 - 06:00	-	-	6,130	-	-	-	1,533	-	-	3,065	-	-	24,522	283,532	318,781
06:00 - 06:30	3,065	4,598	19,924	1,533	1,533	4,598	13,793	1,533	3,065	4,598	1,533	-	24,522	234,488	318,781
06:30 - 07:00	19,924	16,859	22,989	6,130	13,793	21,456	27,587	12,261	6,130	10,728	19,924	-	24,522	116,478	318,781
07:00 - 07:30	24,522	18,391	29,119	6,130	16,859	22,989	29,119	16,859	7,663	13,793	22,989	-	24,522	85,826	318,781
07:30 - 08:00	22,989	13,793	27,587	4,598	10,728	21,456	27,587	13,793	7,663	15,326	22,989	-	24,522	105,750	318,781
08:00 - 08:30	9,196	6,130	19,924	1,533	1,533	13,793	21,456	12,261	7,663	15,326	6,130	-	24,522	179,315	318,781
08:30 - 09:00	7,663	6,130	21,456	1,533	1,533	10,728	21,456	10,728	7,663	18,391	-	-	24,522	186,978	318,781
09:00 - 09:30	3,065	6,130	16,859	1,533	-	10,728	21,456	12,261	7,663	18,391	-	3,065	24,522	193,108	318,781
09:30 - 10:00	3,065	4,598	16,859	1,533	-	9,196	21,456	12,261	6,130	18,391	-	3,065	24,522	197,706	318,781
10:00 - 10:30	1,533	3,065	18,391	3,065	-	7,663	21,456	13,793	9,196	15,326	-	1,533	24,522	199,238	318,781
10:30 - 11:00	3,065	3,065	18,391	3,065	-	6,130	21,456	13,793	9,196	15,326	-	1,533	24,522	199,238	318,781
11:00 - 11:30	1,533	3,065	18,391	3,065	-	6,130	21,456	12,261	7,663	15,326	-	-	24,522	205,369	318,781
11:30 - 12:00	1,533	3,065	16,859	3,065	-	6,130	21,456	12,261	7,663	15,326	-	-	24,522	206,901	318,781
12:00 - 12:30	-	-	13,793	-	-	21,456	12,261	6,130	7,663	3,065	-	-	24,522	229,891	318,781
12:30 - 13:00	-	-	13,793	-	-	27,587	9,196	7,663	4,598	1,533	-	-	24,522	229,891	318,781
13:00 - 13:30	-	-	12,261	-	-	27,587	7,663	6,130	4,598	-	-	-	24,522	236,021	318,781
13:30 - 14:00	1,533	-	12,261	-	-	3,065	7,663	6,130	4,598	-	-	-	24,522	259,010	318,781
14:00 - 14:30	1,533	-	15,326	-	-	1,533	4,598	6,130	4,598	-	-	-	24,522	260,543	318,781
14:30 - 15:00	1,533	-	13,793	-	-	1,533	4,598	10,728	4,598	-	-	-	24,522	257,477	318,781
15:00 - 15:30	1,533	-	13,793	-	-	1,533	7,663	24,522	3,065	-	3,065	-	24,522	239,086	318,781
15:30 - 16:00	3,065	-	13,793	1,533	-	3,065	10,728	24,522	3,065	-	6,130	-	24,522	228,358	318,781
16:00 - 16:30	10,728	6,130	10,728	3,065	1,533	6,130	16,859	3,065	-	1,533	12,261	-	24,522	222,227	318,781
16:30 - 17:00	10,728	7,663	9,196	3,065	3,065	7,663	16,859	3,065	-	1,533	15,326	-	24,522	216,097	318,781
17:00 - 17:30	7,663	4,598	4,598	3,065	3,065	15,326	7,663	1,533	-	-	4,598	-	24,522	242,151	318,781
17:30 - 18:00	4,598	-	1,533	3,065	1,533	15,326	1,533	-	-	-	-	-	24,522	266,673	318,781
18:00 - 18:30	3,065	-	-	-	-	10,728	-	-	-	-	-	-	24,522	280,466	318,781
18:30 - 19:00	1,533	-	-	-	-	1,533	-	-	-	-	-	-	24,522	291,195	318,781
19:00 - 19:30	-	-	-	-	-	-	-	-	-	-	-	-	24,522	294,260	318,781
19:30 - 20:00	-	-	-	-	-	-	-	-	-	-	-	-	24,522	294,260	318,781
20:00 - 20:30	-	-	-	-	-	-	-	-	-	-	-	-	24,522	294,260	318,781
20:30 - 21:00	-	-	-	-	-	-	-	1,533	-	-	-	-	24,522	292,727	318,781
21:00 - 21:30	-	-	1,533	-	-	-	-	1,533	-	-	-	-	24,522	291,195	318,781
21:30 - 22:00	-	-	-	-	-	-	-	1,533	-	-	-	-	24,522	292,727	318,781
22:00 - 22:30	-	-	3,065	-	-	-	1,533	1,533	-	-	-	-	24,522	288,129	318,781
22:30 - 23:00	-	-	4,598	-	-	1,533	3,065	1,533	-	-	-	-	24,522	283,532	318,781
23:00 - 23:30	-	-	4,598	1,533	-	1,533	7,663	1,533	-	-	-	-	24,522	277,401	318,781
23:30 - 00:00	-	-	4,598	1,533	-	1,533	7,663	-	-	-	-	-	24,522	278,934	318,781

<u>Note I</u>: Radio stations not featured in the Table above have a radio listenership of less than 0.5% between Sunday to Saturday.

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

Radio Audience on <u>WEDNESDAY</u>

♦ The **most listened to timeband** on Wednesday is 07:00 – 07:30 on **ONE Radio** (29,119 Radio Listeners).

*Table 29 – Q14 – **Radio Audience on <u>WEDNESDAY</u> – by Timeband (Multiple-Response Q) (n=308,053)***

<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	Smash Radio	Vibe FM	Foreign Station (any)	Did listen to radio on previous day	Did not listen to radio during this timeslot	Total
00:00 - 00:30	-	-	-	-	-	-	-	-	-	-	-	-	-	19,924	288,129	308,053
00:30 - 01:00	-	-	-	-	-	-	-	-	-	-	-	-	-	19,924	288,129	308,053
01:00 - 01:30	-	-	-	-	-	-	-	-	-	-	-	-	-	19,924	288,129	308,053
01:30 - 02:00	-	-	-	-	-	-	-	-	-	-	-	-	-	19,924	288,129	308,053
02:00 - 02:30	-	-	-	-	-	-	-	-	-	-	-	-	-	19,924	288,129	308,053
02:30 - 03:00	-	-	-	-	-	-	-	-	-	-	-	-	-	19,924	288,129	308,053
03:00 - 03:30	-	-	-	-	-	-	-	-	-	-	-	-	-	19,924	288,129	308,053
03:30 - 04:00	-	-	-	-	-	-	-	-	-	-	-	-	-	19,924	288,129	308,053
04:00 - 04:30	-	-	-	-	-	-	-	-	-	-	-	-	-	19,924	288,129	308,053
04:30 - 05:00	-	-	-	-	-	-	-	-	-	-	-	-	-	19,924	288,129	308,053
05:00 - 05:30	-	-	1,533	-	-	-	-	-	-	-	-	-	-	19,924	286,597	308,053
05:30 - 06:00	-	-	4,598	-	-	-	-	-	-	-	-	-	-	19,924	283,532	308,053
06:00 - 06:30	3,065	6,130	12,261	1,533	4,598	9,196	9,196	1,533	6,130	1,533	-	3,065	3,065	19,924	226,825	308,053
06:30 - 07:00	18,391	15,326	26,054	4,598	13,793	21,456	24,522	4,598	6,130	9,196	-	18,391	3,065	19,924	122,608	308,053
07:00 - 07:30	18,391	16,859	26,054	6,130	12,261	21,456	29,119	7,663	7,663	10,728	1,533	18,391	3,065	19,924	108,815	308,053
07:30 - 08:00	7,663	6,130	24,522	4,598	3,065	21,456	21,456	7,663	6,130	7,663	1,533	13,793	3,065	19,924	159,391	308,053
08:00 - 08:30	7,663	4,598	21,456	4,598	1,533	18,391	18,391	7,663	6,130	7,663	-	10,728	-	19,924	179,315	308,053
08:30 - 09:00	4,598	3,065	24,522	4,598	1,533	18,391	18,391	7,663	6,130	7,663	-	9,196	-	19,924	182,380	308,053
09:00 - 09:30	7,663	3,065	24,522	4,598	1,533	16,859	21,456	7,663	6,130	7,663	-	7,663	-	19,924	179,315	308,053
09:30 - 10:00	1,533	3,065	24,522	4,598	1,533	15,326	21,456	7,663	6,130	10,728	-	1,533	-	19,924	190,043	308,053
10:00 - 10:30	1,533	3,065	22,989	4,598	1,533	13,793	21,456	10,728	6,130	10,728	-	3,065	-	19,924	188,510	308,053
10:30 - 11:00	1,533	3,065	22,989	4,598	1,533	9,196	21,456	10,728	6,130	10,728	-	1,533	-	19,924	194,641	308,053
11:00 - 11:30	-	3,065	21,456	4,598	1,533	6,130	22,989	13,793	6,130	10,728	-	1,533	-	19,924	196,173	308,053
11:30 - 12:00	-	3,065	21,456	4,598	1,533	6,130	21,456	10,728	6,130	10,728	-	1,533	-	19,924	200,771	308,053
12:00 - 12:30	-	1,533	15,326	-	-	26,054	13,793	15,326	6,130	1,533	-	1,533	-	19,924	206,901	308,053
12:30 - 13:00	-	1,533	15,326	-	-	27,587	9,196	9,196	4,598	-	-	-	-	19,924	220,695	308,053
13:00 - 13:30	-	-	12,261	-	-	27,587	9,196	9,196	4,598	-	-	-	-	19,924	225,293	308,053
13:30 - 14:00	1,533	-	12,261	-	-	3,065	7,663	9,196	4,598	-	-	-	-	19,924	249,814	308,053
14:00 - 14:30	-	-	10,728	-	-	1,533	6,130	10,728	4,598	-	-	-	-	19,924	254,412	308,053
14:30 - 15:00	-	-	9,196	-	-	1,533	6,130	12,261	4,598	-	-	-	-	19,924	254,412	308,053
15:00 - 15:30	3,065	-	9,196	-	-	1,533	9,196	13,793	4,598	-	1,533	6,130	-	19,924	239,086	308,053
15:30 - 16:00	3,065	-	9,196	-	-	1,533	12,261	13,793	4,598	-	1,533	6,130	-	19,924	236,021	308,053
16:00 - 16:30	7,663	3,065	7,663	4,598	-	4,598	18,391	7,663	-	4,598	-	10,728	-	19,924	219,162	308,053
16:30 - 17:00	10,728	4,598	6,130	6,130	-	7,663	19,924	7,663	-	4,598	-	12,261	-	19,924	208,434	308,053
17:00 - 17:30	3,065	3,065	4,598	4,598	1,533	10,728	13,793	4,598	-	1,533	-	3,065	-	19,924	237,554	308,053
17:30 - 18:00	-	-	1,533	-	-	10,728	4,598	-	-	3,065	-	-	-	19,924	268,206	308,053
18:00 - 18:30	-	-	-	-	1,533	9,196	1,533	-	-	3,065	-	-	-	19,924	272,803	308,053
18:30 - 19:00	-	-	-	-	1,533	1,533	1,533	-	-	3,065	-	1,533	-	19,924	278,934	308,053
19:00 - 19:30	-	-	-	-	-	-	-	-	-	1,533	-	1,533	-	19,924	285,064	308,053
19:30 - 20:00	-	-	-	-	-	-	1,533	-	-	-	-	1,533	-	19,924	285,064	308,053
20:00 - 20:30	-	-	-	-	-	-	1,533	1,533	-	-	-	-	-	19,924	285,064	308,053
20:30 - 21:00	-	-	-	-	-	1,533	1,533	1,533	-	-	-	-	-	19,924	283,532	308,053
21:00 - 21:30	-	-	-	-	-	-	1,533	1,533	-	-	-	-	-	19,924	285,064	308,053
21:30 - 22:00	-	-	-	-	-	-	1,533	1,533	-	-	-	-	-	19,924	285,064	308,053
22:00 - 22:30	-	-	1,533	-	-	-	1,533	1,533	-	-	-	-	1,533	19,924	281,999	308,053
22:30 - 23:00	-	-	3,065	-	-	-	3,065	3,065	-	-	-	-	3,065	19,924	275,869	308,053
23:00 - 23:30	-	-	4,598	-	-	-	4,598	3,065	-	1,533	-	-	3,065	19,924	271,271	308,053
23:30 - 00:00	-	-	3,065	-	-	-	4,598	3,065	-	1,533	-	-	1,533	19,924	274,336	308,053

<u>Note I</u>: *Radio stations not featured in the Table above have a radio listenership of less than 0.5% 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 **ONE Radio** (29,119 Radio Listeners).

Table 30 – Q14 – Radio Audience on <u>THURSDAY</u> – by Timeband (Multiple-Response Q) (n=291,195)

<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	Vibe FM	Foreign Station (any)	Did listen to radio on previous day	Did not listen to radio during this timeslot	Total
00:00 - 00:30	-	-	-	-	-	-	-	-	-	-	-	-	22,989	268,206	291,195
00:30 - 01:00	-	-	-	-	-	-	-	-	-	-	-	-	22,989	268,206	291,195
01:00 - 01:30	-	-	-	-	-	-	-	-	-	-	-	-	22,989	268,206	291,195
01:30 - 02:00	-	-	-	-	-	-	-	-	-	-	-	-	22,989	268,206	291,195
02:00 - 02:30	-	-	-	-	-	-	-	-	-	-	-	-	22,989	268,206	291,195
02:30 - 03:00	-	-	-	-	-	-	-	-	-	-	-	-	22,989	268,206	291,195
03:00 - 03:30	-	-	-	-	-	-	-	-	-	-	-	-	22,989	268,206	291,195
03:30 - 04:00	-	-	-	-	-	-	-	-	-	-	-	-	22,989	268,206	291,195
04:00 - 04:30	-	-	-	-	-	-	-	-	-	-	-	-	22,989	268,206	291,195
04:30 - 05:00	-	-	-	-	-	-	-	-	-	-	-	-	22,989	268,206	291,195
05:00 - 05:30	-	-	-	-	-	-	-	-	-	-	-	-	22,989	268,206	291,195
05:30 - 06:00	-	-	1,533	-	-	-	-	-	-	-	-	-	22,989	266,673	291,195
06:00 - 06:30	-	1,533	7,663	-	6,130	3,065	12,261	3,065	6,130	1,533	6,130	-	22,989	220,695	291,195
06:30 - 07:00	13,793	19,924	26,054	1,533	7,663	21,456	26,054	9,196	10,728	7,663	16,859	-	22,989	107,282	291,195
07:00 - 07:30	19,924	21,456	27,587	3,065	6,130	22,989	29,119	16,859	12,261	10,728	18,391	-	22,989	79,695	291,195
07:30 - 08:00	7,663	19,924	22,989	1,533	-	22,989	19,924	12,261	12,261	6,130	12,261	-	22,989	130,271	291,195
08:00 - 08:30	6,130	6,130	21,456	3,065	-	22,989	21,456	12,261	12,261	9,196	4,598	-	22,989	148,663	291,195
08:30 - 09:00	6,130	6,130	21,456	1,533	-	21,456	22,989	12,261	12,261	12,261	3,065	-	22,989	148,663	291,195
09:00 - 09:30	7,663	6,130	18,391	1,533	-	10,728	24,522	12,261	12,261	19,924	3,065	-	22,989	151,728	291,195
09:30 - 10:00	6,130	6,130	18,391	1,533	-	10,728	24,522	10,728	10,728	19,924	1,533	-	22,989	157,858	291,195
10:00 - 10:30	4,598	6,130	16,859	1,533	-	9,196	24,522	16,859	12,261	21,456	1,533	-	22,989	153,260	291,195
10:30 - 11:00	4,598	6,130	13,793	1,533	-	7,663	24,522	16,859	12,261	21,456	1,533	-	22,989	157,858	291,195
11:00 - 11:30	4,598	6,130	13,793	1,533	-	7,663	24,522	16,859	12,261	19,924	1,533	-	22,989	159,391	291,195
11:30 - 12:00	4,598	6,130	13,793	1,533	-	6,130	24,522	13,793	12,261	19,924	1,533	-	22,989	163,989	291,195
12:00 - 12:30	3,065	1,533	13,793	-	-	15,326	19,924	6,130	10,728	9,196	-	-	22,989	188,510	291,195
12:30 - 13:00	-	1,533	12,326	-	-	24,522	15,326	6,130	9,196	4,598	-	-	22,989	194,641	291,195
13:00 - 13:30	1,533	1,533	12,261	-	-	22,989	12,261	6,130	4,598	-	-	-	22,989	206,901	291,195
13:30 - 14:00	1,533	1,533	12,261	-	-	1,533	10,728	6,130	3,065	-	-	-	22,989	231,423	291,195
14:00 - 14:30	1,533	3,065	7,663	-	-	3,065	9,196	7,663	3,065	-	-	-	22,989	232,956	291,195
14:30 - 15:00	1,533	3,065	7,663	-	-	1,533	9,196	12,261	3,065	-	-	-	22,989	229,891	291,195
15:00 - 15:30	3,065	3,065	7,663	-	-	1,533	9,196	15,326	3,065	1,533	3,065	-	22,989	220,695	291,195
15:30 - 16:00	6,130	4,598	4,598	-	-	3,065	9,196	15,326	3,065	1,533	3,065	-	22,989	217,630	291,195
16:00 - 16:30	1,533	9,196	4,598	4,598	-	3,065	6,130	1,533	-	1,533	10,728	-	22,989	225,293	291,195
16:30 - 17:00	9,196	10,728	9,196	4,598	3,065	4,598	13,793	1,533	-	3,065	13,793	-	22,989	194,641	291,195
17:00 - 17:30	4,598	9,196	9,196	1,533	3,065	6,130	12,261	-	-	4,598	7,663	-	22,989	209,967	291,195
17:30 - 18:00	-	3,065	3,065	-	-	6,130	3,065	1,533	-	3,065	3,065	-	22,989	245,217	291,195
18:00 - 18:30	-	1,533	3,065	-	-	1,533	-	-	-	-	1,533	-	22,989	260,543	291,195
18:30 - 19:00	-	-	3,065	-	-	1,533	-	-	-	-	-	-	22,989	263,608	291,195
19:00 - 19:30	-	-	3,065	-	-	1,533	-	-	-	-	-	-	22,989	263,608	291,195
19:30 - 20:00	-	-	3,065	-	-	1,533	1,533	-	-	-	-	-	22,989	262,075	291,195
20:00 - 20:30	-	-	-	-	-	-	1,533	-	-	-	-	-	22,989	266,673	291,195
20:30 - 21:00	1,533	-	-	-	-	-	-	-	-	-	-	-	22,989	266,673	291,195
21:00 - 21:30	1,533	-	-	-	-	-	-	-	-	-	-	-	22,989	266,673	291,195
21:30 - 22:00	1,533	-	-	-	-	-	-	-	-	-	-	-	22,989	266,673	291,195
22:00 - 22:30	-	-	-	-	-	-	-	-	-	-	-	1,533	22,989	266,673	291,195
22:30 - 23:00	-	-	-	-	-	-	-	1,533	-	-	-	1,533	22,989	265,140	291,195
23:00 - 23:30	-	-	-	-	-	-	-	1,533	-	-	-	1,533	22,989	265,140	291,195
23:30 - 00:00	-	-	-	-	-	-	-	1,533	-	-	-	1,533	22,989	265,140	291,195

<u>**Note I**</u>*: Radio stations not featured in the Table above have a radio listenership of less than 0.5% between Sunday to Saturday.*

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

Radio Audience on **FRIDAY**

✓ The **most listened to timeband** on Friday is 07:00 - 07:30 on **ONE Radio** (26,054 Radio Listeners).

Table 31 – Q14 – Radio Audience on __FRIDAY__ – by Timeband (Multiple-Response Q) (n=298,858)

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

	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 listen to radio on previous day	Did not listen to radio during this timeslot	Total
00:00 - 00:30	-	-	-	-	-	-	-	-	-	-	-	-	33,717	265,140	298,858
00:30 - 01:00	-	-	-	-	-	-	-	-	-	-	-	-	33,717	265,140	298,858
01:00 - 01:30	-	-	-	-	-	-	-	-	-	-	-	-	33,717	265,140	298,858
01:30 - 02:00	-	-	-	-	-	-	-	-	-	-	-	-	33,717	265,140	298,858
02:00 - 02:30	-	-	-	-	-	-	-	-	-	-	-	-	33,717	265,140	298,858
02:30 - 03:00	-	-	-	-	-	-	-	-	-	-	-	-	33,717	265,140	298,858
03:00 - 03:30	-	-	-	-	-	-	-	-	-	-	-	-	33,717	265,140	298,858
03:30 - 04:00	-	-	-	-	-	-	-	-	-	-	-	-	33,717	265,140	298,858
04:00 - 04:30	-	-	-	-	-	-	-	-	-	-	-	-	33,717	265,140	298,858
04:30 - 05:00	-	-	-	-	-	-	-	-	-	-	-	-	33,717	265,140	298,858
05:00 - 05:30	-	-	-	-	-	-	-	-	-	1,533	-	-	33,717	263,608	298,858
05:30 - 06:00	1,533	-	-	-	-	-	-	-	1,533	1,533	-	-	33,717	260,543	298,858
06:00 - 06:30	1,533	7,663	9,196	-	4,598	9,196	21,456	6,130	6,130	3,065	3,065	-	33,717	193,108	298,858
06:30 - 07:00	18,391	15,326	22,989	4,598	6,130	21,456	22,989	13,793	9,196	6,130	16,859	-	33,717	107,282	298,858
07:00 - 07:30	19,924	16,859	24,522	4,598	7,663	22,989	26,054	18,391	9,196	7,663	18,391	-	33,717	88,891	298,858
07:30 - 08:00	18,391	9,196	22,989	3,065	3,065	22,989	22,989	9,196	9,196	6,130	16,859	-	33,717	121,076	298,858
08:00 - 08:30	6,130	3,065	21,456	1,533	-	22,989	21,456	12,261	9,196	6,130	9,196	-	33,717	151,728	298,858
08:30 - 09:00	6,130	1,533	21,456	1,533	-	19,924	18,391	12,261	9,196	6,130	4,598	-	33,717	163,989	298,858
09:00 - 09:30	6,130	1,533	21,456	1,533	-	18,391	18,391	13,793	7,663	12,261	4,598	1,533	33,717	157,858	298,858
09:30 - 10:00	7,663	1,533	19,924	1,533	-	16,859	18,391	12,261	6,130	10,728	3,065	1,533	33,717	165,521	298,858
10:00 - 10:30	4,598	1,533	10,728	1,533	-	12,261	16,859	16,859	9,196	13,793	3,065	1,533	33,717	173,184	298,858
10:30 - 11:00	4,598	1,533	10,728	1,533	-	12,261	16,859	15,326	9,196	15,326	3,065	1,533	33,717	173,184	298,858
11:00 - 11:30	4,598	1,533	10,728	1,533	-	10,728	16,859	15,326	9,196	15,326	3,065	-	33,717	176,249	298,858
11:30 - 12:00	4,598	1,533	10,728	1,533	-	10,728	16,859	13,793	9,196	15,326	3,065	-	33,717	177,782	298,858
12:00 - 12:30	1,533	-	10,728	1,533	-	13,793	18,391	7,663	4,598	1,533	3,065	-	33,717	202,304	298,858
12:30 - 13:00	-	-	9,196	4,598	-	22,989	18,391	7,663	3,065	1,533	1,533	-	33,717	196,173	298,858
13:00 - 13:30	-	-	9,196	4,598	-	22,989	18,391	7,663	1,533	-	1,533	-	33,717	199,238	298,858
13:30 - 14:00	-	-	9,196	4,598	-	3,065	18,391	7,663	3,065	-	-	-	33,717	219,162	298,858
14:00 - 14:30	-	1,533	7,663	4,598	-	1,533	16,859	7,663	3,065	-	-	1,533	33,717	220,695	298,858
14:30 - 15:00	-	3,065	7,663	4,598	-	1,533	16,859	7,663	3,065	-	4,598	1,533	33,717	214,564	298,858
15:00 - 15:30	-	3,065	7,663	6,130	-	4,598	15,326	18,391	3,065	-	6,130	1,533	33,717	199,238	298,858
15:30 - 16:00	-	1,533	7,663	7,663	-	4,598	15,326	18,391	1,533	-	7,663	1,533	33,717	199,238	298,858
16:00 - 16:30	4,598	6,130	10,728	4,598	-	1,533	16,859	-	-	1,533	7,663	1,533	33,717	209,967	298,858
16:30 - 17:00	9,196	6,130	12,261	3,065	-	-	16,859	-	-	1,533	6,130	1,533	33,717	208,434	298,858
17:00 - 17:30	4,598	3,065	12,261	3,065	-	1,533	7,663	-	-	3,065	3,065	-	33,717	226,825	298,858
17:30 - 18:00	1,533	-	10,728	1,533	-	4,598	1,533	-	-	3,065	3,065	-	33,717	239,086	298,858
18:00 - 18:30	1,533	-	9,196	1,533	-	4,598	1,533	-	-	1,533	3,065	-	33,717	242,151	298,858
18:30 - 19:00	1,533	-	7,663	-	-	1,533	1,533	-	-	-	3,065	-	33,717	249,814	298,858
19:00 - 19:30	3,065	-	6,130	-	-	-	-	-	-	-	1,533	-	33,717	254,412	298,858
19:30 - 20:00	1,533	-	6,130	-	-	-	-	-	-	-	1,533	-	33,717	255,945	298,858
20:00 - 20:30	1,533	-	-	-	-	-	-	-	-	-	-	-	33,717	263,608	298,858
20:30 - 21:00	-	-	-	-	-	-	-	1,533	-	-	-	-	33,717	263,608	298,858
21:00 - 21:30	-	-	-	-	-	-	-	1,533	-	-	-	-	33,717	263,608	298,858
21:30 - 22:00	-	-	-	-	-	-	-	1,533	-	-	-	-	33,717	263,608	298,858
22:00 - 22:30	-	-	-	-	-	-	-	-	1,533	-	-	-	33,717	263,608	298,858
22:30 - 23:00	-	-	-	-	-	-	-	1,533	3,065	-	-	1,533	33,717	259,010	298,858
23:00 - 23:30	-	-	-	-	-	-	4,598	1,533	3,065	-	-	1,533	33,717	254,412	298,858
23:30 - 00:00	-	-	-	-	-	-	4,598	1,533	3,065	-	-	1,533	33,717	254,412	298,858

<u>Note I</u>: *Radio stations not featured in the Table above have a radio listenership of less than 0.5% between Sunday to Saturday.*
<u>Note II</u>: *Timebands featuring a 'nil' listenership in the Table above have a radio listenership of less than 1,533 listeners on Friday.*

Radio Audience on <u>SATURDAY</u>

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

Table 32 – Q14 – Radio Audience on <u>SATURDAY</u> – by Timeband (Multiple-Response Q) (n=321,847)

<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	Net FM	ONE Radio	Radju Malta	Radju Malta 2	Radju Marija	RTK 103	Smash Radio	Vibe FM	Smooth Radio	Maltin Biss	Radju Bambina	Foreign Station (any)	Did listen to radio on previous day	Did not listen to radio during this timeslot	Total
00:00 - 00:30	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	52,109	269,738	321,847
00:30 - 01:00	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	52,109	269,738	321,847
01:00 - 01:30	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	52,109	269,738	321,847
01:30 - 02:00	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	52,109	269,738	321,847
02:00 - 02:30	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	52,109	269,738	321,847
02:30 - 03:00	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	52,109	269,738	321,847
03:00 - 03:30	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	52,109	269,738	321,847
03:30 - 04:00	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	52,109	269,738	321,847
04:00 - 04:30	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	52,109	269,738	321,847
04:30 - 05:00	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	52,109	269,738	321,847
05:00 - 05:30	-	-	-	-	-	1,533	-	-	-	-	-	-	-	-	-	52,109	268,206	321,847
05:30 - 06:00	1,533	-	1,533	-	1,533	3,065	-	1,533	-	-	-	-	-	-	-	52,109	260,543	321,847
06:00 - 06:30	-	1,533	7,663	1,533	6,130	4,598	-	10,728	1,533	-	-	-	-	-	-	52,109	236,021	321,847
06:30 - 07:00	3,065	3,065	10,728	1,533	6,130	7,663	-	12,261	1,533	-	-	-	-	-	-	52,109	223,760	321,847
07:00 - 07:30	10,728	6,130	24,522	6,130	10,728	10,728	-	10,728	1,533	-	7,663	-	-	-	-	52,109	180,847	321,847
07:30 - 08:00	7,663	7,663	24,522	6,130	10,728	10,728	-	12,261	1,533	1,533	7,663	-	-	-	-	52,109	179,315	321,847
08:00 - 08:30	6,130	7,663	22,989	18,391	15,326	10,728	-	13,793	7,663	-	6,130	-	-	-	-	52,109	160,923	321,847
08:30 - 09:00	-	7,663	21,456	16,859	13,793	9,196	-	13,793	7,663	-	3,065	-	-	-	-	52,109	176,249	321,847
09:00 - 09:30	6,130	9,196	27,587	18,391	18,391	10,728	-	13,793	13,793	-	9,196	-	-	-	1,533	52,109	141,000	321,847
09:30 - 10:00	9,196	10,728	24,522	19,924	26,054	7,663	-	7,663	18,391	-	7,663	-	-	-	1,533	52,109	136,402	321,847
10:00 - 10:30	9,196	12,261	24,522	24,522	26,054	6,130	-	9,196	21,456	1,533	13,793	1,533	-	1,533	1,533	52,109	116,478	321,847
10:30 - 11:00	10,728	10,728	24,522	26,054	26,054	6,130	-	13,793	21,456	3,065	16,859	-	-	1,533	1,533	52,109	107,282	321,847
11:00 - 11:30	12,261	10,728	22,989	24,522	26,054	6,130	-	12,261	22,989	3,065	12,261	-	-	1,533	-	52,109	114,945	321,847
11:30 - 12:00	12,261	10,728	22,989	24,522	21,456	6,130	-	12,261	21,456	3,065	12,261	-	-	1,533	-	52,109	121,076	321,847
12:00 - 12:30	4,598	6,130	15,326	13,793	21,456	4,598	1,533	7,663	7,663	1,533	10,728	-	-	1,533	-	52,109	173,184	321,847
12:30 - 13:00	4,598	3,065	13,793	9,196	15,326	-	-	7,663	3,065	-	6,130	-	-	-	-	52,109	206,901	321,847
13:00 - 13:30	4,598	1,533	12,261	10,728	13,793	-	-	6,130	1,533	-	1,533	1533	-	-	-	52,109	217,630	321,847
13:30 - 14:00	6,130	1,533	12,261	9,196	12,261	-	-	3,065	-	-	3,065	-	-	-	-	52,109	222,227	321,847
14:00 - 14:30	9,196	1,533	9,196	7,663	10,728	-	-	3,065	-	-	3,065	-	-	-	-	52,109	225,293	321,847
14:30 - 15:00	7,663	1,533	9,196	7,663	10,728	-	-	3,065	-	-	1,533	-	-	-	-	52,109	228,358	321,847
15:00 - 15:30	6,130	1,533	10,728	6,130	12,261	-	-	3,065	-	-	3,065	-	-	-	-	52,109	226,825	321,847
15:30 - 16:00	7,663	1,533	9,196	4,598	12,261	-	-	3,065	-	-	3,065	-	-	-	-	52,109	228,358	321,847
16:00 - 16:30	3,065	-	3,065	3,065	4,598	-	-	-	-	-	-	-	-	-	1,533	52,109	254,412	321,847
16:30 - 17:00	3,065	-	3,065	1,533	4,598	-	-	-	-	-	-	-	-	-	1,533	52,109	255,945	321,847
17:00 - 17:30	-	-	3,065	3,065	3,065	-	-	-	1,533	-	-	-	1,533	-	1,533	52,109	255,945	321,847
17:30 - 18:00	-	1,533	1,533	3,065	3,065	-	-	-	-	-	-	-	1,533	-	1,533	52,109	257,477	321,847
18:00 - 18:30	4,598	-	1,533	3,065	3,065	-	-	-	-	-	1,533	-	-	-	-	52,109	255,945	321,847
18:30 - 19:00	1,533	-	-	1,533	1,533	-	-	-	-	-	-	-	-	-	-	52,109	265,140	321,847
19:00 - 19:30	-	-	-	1,533	1,533	-	-	-	-	-	-	-	-	-	-	52,109	266,673	321,847
19:30 - 20:00	-	-	1,533	1,533	-	-	-	-	1,533	-	-	-	-	-	-	52,109	265,140	321,847
20:00 - 20:30	-	-	1,533	1,533	-	-	-	-	-	-	-	-	-	-	-	52,109	266,673	321,847
20:30 - 21:00	-	-	1,533	-	-	-	-	-	-	-	-	-	-	-	-	52,109	268,206	321,847
21:00 - 21:30	-	-	3,065	-	-	-	-	-	-	-	-	-	-	-	1,533	52,109	265,140	321,847
21:30 - 22:00	-	-	3,065	-	-	-	-	-	-	-	-	-	-	-	-	52,109	266,673	321,847
22:00 - 22:30	-	-	3,065	-	-	-	-	-	1,533	-	-	-	-	-	-	52,109	265,140	321,847
22:30 - 23:00	-	-	3,065	-	-	-	-	-	-	-	-	-	-	-	-	52,109	266,673	321,847
23:00 - 23:30	-	-	1,533	-	-	-	-	-	-	-	-	-	-	-	-	52,109	268,206	321,847
23:30 - 00:00	-	-	1,533	-	-	-	-	-	-	-	-	-	-	-	-	52,109	268,206	321,847

<u>Note I</u>: *Radio stations not featured in the Table above have a radio listenership of less than 0.5% 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 **ONE Radio and Calypso 101.8** on the following weekdays, namely (average daily audience shares in figures and percentages):

- ✓ **ONE Radio:** Sunday: 7,024 (20.6%), Monday: 9,962 (20.6%), Wednesday: 8,461 (19.7%), Thursday: 8,589 (19.6%) and Friday: 8.972 (20.7%).

- ✓ **Calypso 101.8:** Tuesday: 8,493 (18.9%) and Saturday: 8,014 (20.4%).

Highest Weekly Average Radio Audience Shares

- The local radio station with **the highest weekly average percentage audience share** is **ONE Radio**, standing at 19.7%, **Calypso 101.8**, standing at 18.3%, following by NET FM at 14.8%.

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	Maltin Biss	Radju Bambina	Foreign Station (any)
Sunday	2,235	2,171	6,609	0	224	5,651	7,024	1,788	32	3,576	2,267	0	2,490	0	0	0	0
Monday	1,756	3,129	8,174	1,277	990	8,206	9,962	5,268	0	3,193	3,384	128	2,618	0	0	0	224
Tuesday	3,097	2,267	8,493	1,118	1,149	6,035	8,302	5,268	0	2,586	3,959	0	2,395	0	0	0	192
Wednesday	2,107	1,756	8,429	1,437	1,054	6,545	8,461	4,757	0	2,363	2,746	128	2,810	0	0	0	447
Thursday	2,586	3,448	7,088	639	543	5,556	8,589	4,949	0	3,704	4,151	0	2,395	0	0	0	128
Friday	2,810	1,820	7,312	1,596	447	6,035	8,972	5,236	0	2,874	2,810	0	2,969	0	0	0	415
Saturday	3,161	2,459	8,014	0	0	5,779	7,056	2,203	32	3,768	3,289	287	2,714	64	64	160	287

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	Maltin Biss	Radju Bambina	Foreign Station (any)
Sunday	6.6%	6.4%	19.4%	0.0%	0.7%	16.6%	20.6%	5.2%	0.1%	10.5%	6.7%	0.0%	7.3%	0.0%	0.0%	0.0%	0.0%
Monday	3.6%	6.5%	16.9%	2.6%	2.0%	17.0%	20.6%	10.9%	0.0%	6.6%	7.0%	0.3%	5.4%	0.0%	0.0%	0.0%	0.5%
Tuesday	6.9%	5.1%	18.9%	2.5%	2.6%	13.5%	18.5%	11.7%	0.0%	5.8%	8.8%	0.0%	5.3%	0.0%	0.0%	0.0%	0.4%
Wednesday	4.9%	4.1%	19.6%	3.3%	2.4%	15.2%	19.7%	11.1%	0.0%	5.5%	6.4%	0.3%	6.5%	0.0%	0.0%	0.0%	1.0%
Thursday	5.9%	7.9%	16.2%	1.5%	1.2%	12.7%	19.6%	11.3%	0.0%	8.5%	9.5%	0.0%	5.5%	0.0%	0.0%	0.0%	0.3%
Friday	6.5%	4.2%	16.9%	3.7%	1.0%	13.9%	20.7%	12.1%	0.0%	6.6%	6.5%	0.0%	6.9%	0.0%	0.0%	0.0%	1.0%
Saturday	8.0%	6.3%	20.4%	0.0%	0.0%	14.7%	17.9%	5.6%	0.1%	9.6%	8.4%	0.7%	6.9%	0.2%	0.2%	0.4%	0.7%
Average	**6.1%**	**5.8%**	**18.3%**	**1.9%**	**1.4%**	**14.8%**	**19.7%**	**9.7%**	**0.02%**	**7.6%**	**7.6%**	**0.2%**	**6.3%**	**0.02%**	**0.02%**	**0.06%**	**0.6%**

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

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

- 99.3% of all radio listeners **did not listen to any local radio programmes on demand** during the previous 7 days.

- Whilst the remaining 0.7% 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=1394)

Counts Break % Respondents	Total	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	1394	119	247	265	200	188	189	186	737	657
No	1384 99.3%	119 100.0%	246 99.6%	262 98.9%	198 99.0%	187 99.5%	186 98.4%	186 100.0%	731 99.2%	653 99.4%
Yes	10 0.7%	- -	1 0.4%	3 1.1%	2 1.0%	1 0.5%	3 1.6%	- -	6 0.8%	4 0.6%

Table 33.3 – Q15a – Local programmes listened to on demand in the previous 7 days – by Age & Gender (Multiple-Response Q) (n=15)

Counts Break % Respondents	Total	Age					Gender	
		21-30	31-40	41-50	51-60	61-70	Male	Female
Total	15	1	3	2	1	8	11	4
Andrew Azzopardi on RTK 103	7 46.7%	1 100.0%	2 66.7%	- -	- -	4 50.0%	7 63.6%	- -
Il-Polz tac-Cittadin (Tonio Bonello) (Radju Malta)	4 26.7%	- -	- -	- -	1 100.0%	3 37.5%	3 27.3%	1 25.0%
Sibt il-Punt (ONE Radio)	2 13.3%	1 100.0%	1 33.3%	- -	- -	- -	2 18.2%	- -
Għal Kulħadd ma' Christine Delicata (RTK)	2 13.3%	- -	- -	2 100.0%	- -	- -	- -	2 50.0%
Minn Jum Għal Jum (Radju Malta)	1 6.7%	- -	- -	- -	- -	1 12.5%	- -	1 25.0%

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

- 98.6% 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.

- 12.6% listen to radio via live streaming on **mobile, tablet, laptop, PC,** largely by the younger age cohorts.

- 5.8% 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=1394)

<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	1394	119	247	265	200	188	189	186	737	657
Radio set (at home, office, in car)	1375 98.6%	114 95.8%	243 98.4%	264 99.6%	197 98.5%	186 98.9%	188 99.5%	183 98.4%	727 98.6%	648 98.6%
Other [Streaming on laptop/computer/mobile or tablet]	176 12.6%	27 22.7%	57 23.1%	44 16.6%	29 14.5%	14 7.4%	4 2.1%	1 0.5%	90 12.2%	86 13.1%
DAB+	81 5.8%	21 17.6%	23 9.3%	18 6.8%	14 7.0%	1 0.5%	2 1.1%	2 1.1%	55 7.5%	26 4.0%
TV set	10 0.7%	- -	- -	- -	- -	2 1.1%	4 2.1%	4 2.2%	6 0.8%	4 0.6%

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

Note: Radio listeners who said that they do not use DAB+ to listen to radio stations were not asked this question. Hence the total number of radio listeners' responses for this question totals 81.

- The most listened to local radio stations on DAB+ are **Bay** (77%), **Vibe FM** (69%), **Bay Easy** (40%) and **Magic Malta** (36%).

Research Findings in Detail

Tables below illustrate details on the above research findings.

Table 35.1 – Q17 – Local stations listened to on DAB+ – by Age & Gender
(Multiple-Response Q) (n=81)
NOTE: The %s below refer to the number of respondents and NOT to the number of responses, hence they do not total up to 100%

Counts Break % Respondents	Total	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	81	21	23	18	14	1	2	2	55	26
Bay	62 76.5%	20 95.2%	23 100.0%	15 83.3%	4 28.6%	- -	- -	- -	42 76.4%	20 76.9%
Vibe FM	56 69.1%	18 85.7%	16 69.6%	14 77.8%	8 57.1%	- -	- -	- -	42 76.4%	14 53.8%
Bay Easy	32 39.5%	8 38.1%	8 34.8%	9 50.0%	6 42.9%	- -	- -	1 50.0%	21 38.2%	11 42.3%
Magic Malta	29 35.8%	11 52.4%	9 39.1%	4 22.2%	5 35.7%	- -	- -	- -	22 40.0%	7 26.9%
Calypso 101.8	8 9.9%	- -	- -	- -	5 35.7%	- -	2 100.0%	1 50.0%	6 10.9%	2 7.7%
All Rock	7 8.6%	3 14.3%	2 8.7%	2 11.1%	- -	- -	- -	- -	7 12.7%	- -
Campus 103.7	6 7.4%	1 4.8%	1 4.3%	2 11.1%	- -	1 100.0%	1 50.0%	- -	3 5.5%	3 11.5%
Radju Malta	3 3.7%	- -	- -	- -	- -	- -	2 100.0%	1 50.0%	1 1.8%	2 7.7%
RTK 103	3 3.7%	1 4.8%	- -	- -	2 14.3%	- -	- -	- -	3 5.5%	- -
Net FM	2 2.5%	- -	- -	1 5.6%	1 7.1%	- -	- -	- -	2 3.6%	- -
ONE Radio	1 1.2%	- -	- -	- -	1 7.1%	- -	- -	- -	1 1.8%	- -
Radju Malta 2	1 1.2%	- -	- -	- -	1 7.1%	- -	- -	- -	1 1.8%	- -
Smash Radio	1 1.2%	- -	- -	1 5.6%	- -	- -	- -	- -	1 1.8%	- -

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 cultural/educational programmes
- ✓ more programme variety.

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10. ONLINE VIEWERSHIP – FINDINGS

10.1 Introduction

- ✓ 86% of all Maltese residents **do not watch any Maltese programmes/audiovisual content which are solely produced for online portals**.

- ✓ The remaining 14% **do watch online Maltese programmes/audiovisual content.**

Research Findings in Detail

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

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Exhibit 5 – Q18 - Online viewers & Non-online viewers
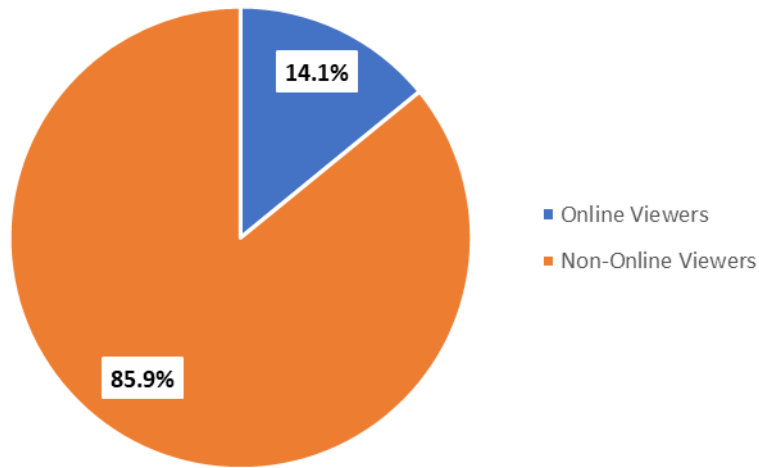
Table 36 – Q18 - Online viewers & Non-online viewers – by Age & Gender

Counts Break % Respondents	Total	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	2100	204	379	385	298	269	274	291	1092	1008
No	1804 85.9%	152 74.5%	309 81.5%	332 86.2%	256 85.9%	241 89.6%	243 88.7%	271 93.1%	930 85.2%	874 86.7%
Yes	296 14.1%	52 25.5%	70 18.5%	53 13.8%	42 14.1%	28 10.4%	31 11.3%	20 6.9%	162 14.8%	134 13.3%

Exhibit 6 – Q19 – Online portal/s or platform/s used for watching Maltese programmes online (Multiple-Response Q) (n=296)

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

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

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

Pie chart values: 93.2%, 67.2%, 52.7%, 42.6%, 37.8%, 17.6%, 16.2%, 13.2%, 5.4%, 4.7%, 4.1%, 3.7%, 2.4%
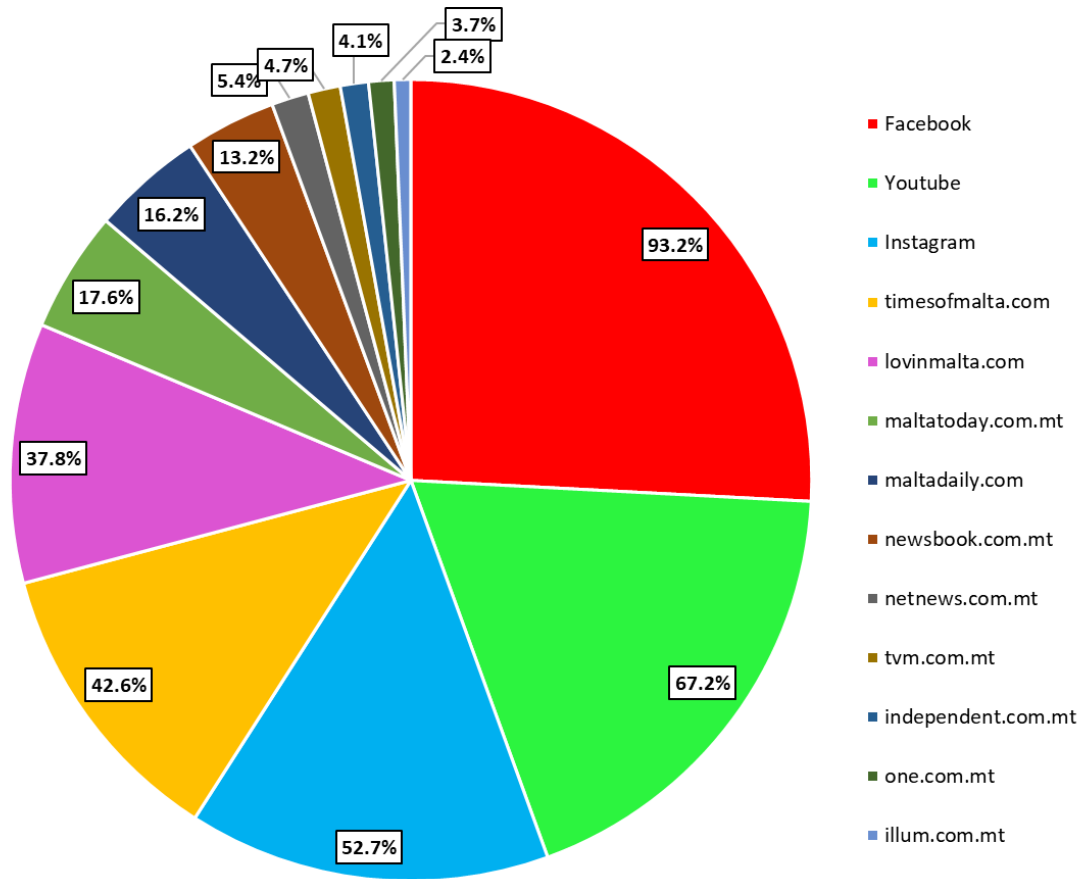
This Section gives details on the online viewership of the 296 individuals who watch online Maltese programmes, more specifically on:

[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 – Friday) – **[Q22]**
[e]. Daily average time of local online programmes consumption: in the weekend
     (Saturday – 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 93% mentioning it as one of the online platforms used for watching Maltese programmes online. This finding is evident across all age cohorts.

- 67% use **Youtube,** 53% use **Instagram**, 43% use **timesofmalta.com** and 38% 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=296)
<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	296	52	70	53	42	28	31	20	162	134
Facebook	276 93.2%	50 96.2%	67 95.7%	52 98.1%	38 90.5%	25 89.3%	26 83.9%	18 90.0%	151 93.2%	125 93.3%
Youtube	199 67.2%	42 80.8%	42 60.0%	32 60.4%	29 69.0%	15 53.6%	22 71.0%	17 85.0%	116 71.6%	83 61.9%
Instagram	156 52.7%	39 75.0%	41 58.6%	26 49.1%	20 47.6%	10 35.7%	13 41.9%	7 35.0%	102 63.0%	54 40.3%
timesofmalta.com	126 42.6%	28 53.8%	28 40.0%	26 49.1%	20 47.6%	9 32.1%	11 35.5%	4 20.0%	80 49.4%	46 34.3%
lovinmalta.com	112 37.8%	35 67.3%	25 35.7%	23 43.4%	11 26.2%	6 21.4%	8 25.8%	4 20.0%	68 42.0%	44 32.8%
maltatoday.com.mt	52 17.6%	12 23.1%	16 22.9%	9 17.0%	4 9.5%	2 7.1%	5 16.1%	4 20.0%	32 19.8%	20 14.9%
maltadaily.com	48 16.2%	11 21.2%	12 17.1%	11 20.8%	7 16.7%	2 7.1%	4 12.9%	1 5.0%	33 20.4%	15 11.2%
newsbook.com.mt	39 13.2%	5 9.6%	8 11.4%	10 18.9%	5 11.9%	2 7.1%	5 16.1%	4 20.0%	23 14.2%	16 11.9%
netnews.com.mt	16 5.4%	1 1.9%	2 2.9%	6 11.3%	3 7.1%	1 3.6%	2 6.5%	1 5.0%	13 8.0%	3 2.2%
tvm.com.mt	14 4.7%	1 1.9%	1 1.4%	5 9.4%	3 7.1%	-	2 6.5%	2 10.0%	10 6.2%	4 3.0%
independent.com.mt	12 4.1%	1 1.9%	4 5.7%	4 7.5%	1 2.4%	-	2 6.5%	-	10 6.2%	2 1.5%
one.com.mt	11 3.7%	2 3.8%	1 1.4%	3 5.7%	2 4.8%	-	2 6.5%	1 5.0%	7 4.3%	4 3.0%
illum.com.mt	7 2.4%	1 1.9%	-	3 5.7%	1 2.4%	-	2 6.5%	-	6 3.7%	1 0.7%

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 91% indicating this device as their most used device. Mobile is the most used device across all age cohorts and gender.

- Following, 4.4% and 3.4% 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=296)

Counts Break % Respondents	Total	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	296	52	70	53	42	28	31	20	162	134
Mobile	270 91.2%	52 100.0%	68 97.1%	52 98.1%	39 92.9%	22 78.6%	27 87.1%	10 50.0%	152 93.8%	118 88.1%
Laptop	13 4.4%	- -	2 2.9%	1 1.9%	2 4.8%	3 10.7%	1 3.2%	4 20.0%	8 4.9%	5 3.7%
Tablet	10 3.4%	- -	- -	- -	1 2.4%	3 10.7%	2 6.5%	4 20.0%	2 1.2%	8 6.0%
PC	3 1.0%	- -	- -	- -	- -	- -	1 3.2%	2 10.0%	- -	3 2.2%

10.4 Most preferred programme online – [Q21]

- For this research question, online viewers (n=296) were asked to indicate **their most preferred** local online programme/audiovisual content.

- *Jon Mallia Podcasts* are preferred by 14.2% of all online viewers. *LovinMalta interviews/features* are preferred by 11.8% and *Times of Malta (Mark Lawrence Zammit) interviews/features* are preferred by 11.1% of online viewers.

- 18% 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=296)

Counts Break % Respondents	Total	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	296	52	70	53	42	28	31	20	162	134
No preferred programme	54 18.2%	8 15.4%	7 10.0%	3 5.7%	7 16.7%	6 21.4%	10 32.3%	13 65.0%	22 13.6%	32 23.9%
Jon Mallia Podcast	42 14.2%	9 17.3%	12 17.1%	10 18.9%	7 16.7%	3 10.7%	1 3.2%	-	32 19.8%	10 7.5%
Lovin Malta features/interviews	35 11.8%	16 30.8%	9 12.9%	9 17.0%	1 2.4%	-	-	-	15 9.3%	20 14.9%
Times of Malta (Mark Lawrence Zammit)	33 11.1%	3 5.8%	6 8.6%	5 9.4%	8 19.0%	2 7.1%	3 9.7%	6 30.0%	22 13.6%	11 8.2%
Bajd u Bejken Podcast	32 10.8%	9 17.3%	14 20.0%	7 13.2%	2 4.8%	-	-	-	31 19.1%	1 0.7%
Malta Today features/interviews	23 7.8%	-	4 5.7%	2 3.8%	5 11.9%	4 14.3%	7 22.6%	1 5.0%	15 9.3%	8 6.0%
Gwida Podcast	21 7.1%	2 3.8%	5 7.1%	6 11.3%	2 4.8%	3 10.7%	3 9.7%	-	1 0.6%	20 14.9%
Newsbook.com features/discussions	14 4.7%	1 1.9%	-	4 7.5%	3 7.1%	2 7.1%	4 12.9%	-	7 4.3%	7 5.2%
Malta Daily features/interviews	13 4.4%	2 3.8%	4 5.7%	1 1.9%	2 4.8%	2 7.1%	2 6.5%	-	6 3.7%	7 5.2%
Peppi Azzopardi/X-arabank	9 3.0%	-	3 4.3%	-	1 2.4%	4 14.3%	1 3.2%	-	6 3.7%	3 2.2%
Sandra Gauci	7 2.4%	2 3.8%	4 5.7%	-	-	1 3.6%	-	-	1 0.6%	6 4.5%
Nikxfu il-Karti	5 1.7%	-	-	1 1.9%	3 7.1%	1 3.6%	-	-	-	5 3.7%
The She Word (Trudy Kerr)	4 1.4%	-	-	3 5.7%	1 2.4%	-	-	-	-	4 3.0%
Donatello Pisani features	2 0.7%	-	2 2.9%	-	-	-	-	-	2 1.2%	-
Ricky Caruana Podcast	2 0.7%	-	-	2 3.8%	-	-	-	-	2 1.2%	-

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

- 75% of all online viewers, on average, watch **between 15 – 30 minutes** of local online programmes/audiovisual content per day on weekdays.

- 10% watch **less than 15 minutes** and **between 1 – 2 hours** respectively 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 – Friday) – by Age & Gender (n=296)

Counts Break % Respondents	Total	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	296	52	70	53	42	28	31	20	162	134
Less than 15 minutes	28 9.5%	4 7.7%	8 11.4%	4 7.5%	5 11.9%	5 17.9%	2 6.5%	- -	11 6.8%	17 12.7%
Bet 15 – 30 minutes	221 74.7%	45 86.5%	59 84.3%	43 81.1%	28 66.7%	20 71.4%	21 67.7%	5 25.0%	133 82.1%	88 65.7%
Bet 1 – 2 hours	28 9.5%	1 1.9%	1 1.4%	5 9.4%	7 16.7%	3 10.7%	4 12.9%	7 35.0%	11 6.8%	17 12.7%
2+ hours	18 6.1%	2 3.8%	2 2.9%	1 1.9%	2 4.8%	- -	4 12.9%	7 35.0%	7 4.3%	11 8.2%
Not always the same	1 0.3%	- -	- -	- -	- -	- -	- -	1 5.0%	- -	1 0.7%

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

- 64% of all online viewers, on average, watch **between 15 – 30 minutes** of local online programmes/audiovisual content per day on weekends.

- 21% watch **between 1 – 2 hours** and 8% watch **less than 15 minutes** 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 (Saturday – Sunday) – by Age & Gender (n=296)

Counts Break % Respondents	Total	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	296	52	70	53	42	28	31	20	162	134
Less than 15 minutes	25 8.4%	3 5.8%	9 12.9%	4 7.5%	3 7.1%	4 14.3%	2 6.5%	- -	10 6.2%	15 11.2%
Bet 15 – 30 minutes	188 63.5%	40 76.9%	46 65.7%	38 71.7%	27 64.3%	15 53.6%	18 58.1%	4 20.0%	114 70.4%	74 55.2%
Bet 1 – 2 hours	61 20.6%	7 13.5%	12 17.1%	10 18.9%	9 21.4%	9 32.1%	5 16.1%	9 45.0%	29 17.9%	32 23.9%
2+ hours	18 6.1%	1 1.9%	3 4.3%	1 1.9%	2 4.8%	-	5 16.1%	6 30.0%	9 5.6%	9 6.7%
Not always the same	4 1.4%	1 1.9%	-	-	1 2.4%	-	1 3.2%	1 5.0%	-	4 3.0%

11. PREFERRED SOURCE FOR LOCAL NEWS – FINDINGS

11.1 Introduction

- **Television** is the preferred source for local news by 48% of all Maltese residents.

- 27% prefer **Online news portals** as their preferred source for local news. Worthy of mention is that a 9% increase was registered on the previous audience survey (March 2024), where online new portals as the preferred source for local news stood at 18%.

- 16% prefer **Facebook** and 5% 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
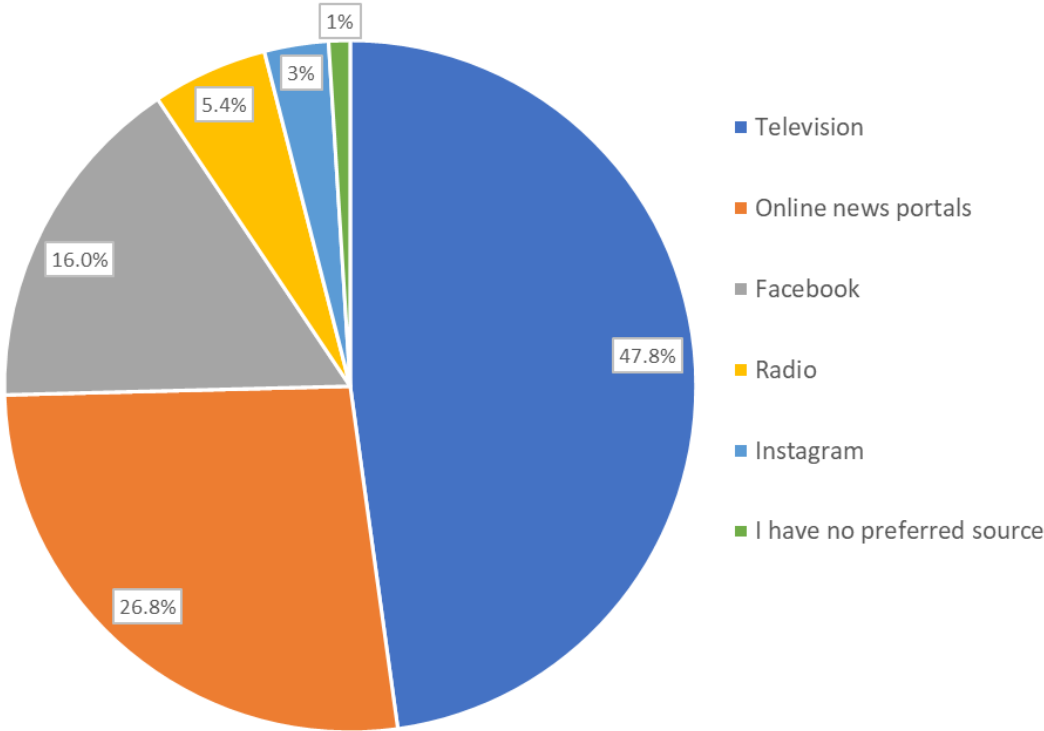
This Section gives details on the preferred source of local news by individuals who follow local news, more specifically on:

[a]. Preferred source to obtain local news – **[Q24]**

[b]. Preferred local **TV station** to watch local news
     (for the 1003 local news followers who prefer this source) – **[Q25]**

[c]. Preferred **local radio station** to listen to local news
     (for the 113 local news followers who prefer this source) – **[Q26]**

[d]. Preferred **local news portal** to follow local news
     (for the 563 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 48% of all Maltese residents. This source is particularly popular amongst individuals aged 21+ years.

- 27% prefer **online news portals**.

- **Facebook** is preferred by 16%, whilst a further 5% use **Radio** as their preferred source for local news.

Research Findings in Detail

Table below illustrate details on the above research findings.

Table 42 – (Q24) Preferred Source for <u>Local News</u> – by Age & Gender

Counts Break % Respondents	Total	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	2100	204	379	385	298	269	274	291	1092	1008
Television	1003 47.8%	26 12.7%	154 40.6%	165 42.9%	145 48.7%	153 56.9%	177 64.6%	183 62.9%	522 47.8%	481 47.7%
Online news portals	563 26.8%	53 26.0%	115 30.3%	122 31.7%	79 26.5%	66 24.5%	64 23.4%	64 22.0%	301 27.6%	262 26.0%
Facebook	336 16.0%	71 34.8%	91 24.0%	71 18.4%	44 14.8%	26 9.7%	16 5.8%	17 5.8%	162 14.8%	174 17.3%
Radio	113 5.4%	- -	12 3.2%	21 5.5%	24 8.1%	22 8.2%	15 5.5%	19 6.5%	76 7.0%	37 3.7%
Instagram	63 3.0%	54 26.5%	5 1.3%	2 0.5%	1 0.3%	-	1 0.4%	-	22 2.0%	41 4.1%
I have no preferred source to obtain local news	22 1.0%	- -	2 0.5%	4 1.0%	5 1.7%	2 0.7%	1 0.4%	8 2.7%	9 0.8%	13 1.3%

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 1003.

- 48% 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.

- **NET TV** is the second most preferred local TV station for watching local news, and this was mentioned by 28% as the preferred local TV station for watching local news.

- **ONE** is the third most preferred local TV station for watching local news, with 23% mentioning this station as their preferred local 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=1003)

Counts Break % Respondents	Total	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	1003	26	154	165	145	153	177	183	522	481
TVM	484 48.3%	11 42.3%	62 40.3%	75 45.5%	80 55.2%	88 57.5%	87 49.2%	81 44.3%	250 47.9%	234 48.6%
NET TV	281 28.0%	10 38.5%	53 34.4%	52 31.5%	35 24.1%	34 22.2%	44 24.9%	53 29.0%	141 27.0%	140 29.1%
ONE	226 22.5%	5 19.2%	35 22.7%	37 22.4%	29 20.0%	31 20.3%	44 24.9%	45 24.6%	125 23.9%	101 21.0%
I watch different TV stations equally to watch news	12 1.2%	- -	4 2.6%	1 0.6%	1 0.7%	- -	2 1.1%	4 2.2%	6 1.1%	6 1.2%

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

Note: This question was only asked to the **individuals who mentioned 'Radio'** as their preferred source for obtaining local news. Hence the total number of individual responses for this question totals 113.

- Almost 1 in 3 of individuals (30%) whose preferred source for obtaining local news is 'Radio', mentioned **Radju Malta** as their most preferred local radio station.

- 21% prefer **ONE Radio** as their most preferred source for obtaining local news.

- 15% mentioned **Calypso 101.8** and **RTK 103** respectively, as their most preferred local radio to obtaining local news.

- **Note:** Due to the very low number of responses (n=113), 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=113)*

Counts Break % Respondents	Total	Age						Gender	
		21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	113	12	21	24	22	15	19	76	37
Radju Malta	34 30.1%	3 25.0%	6 28.6%	8 33.3%	8 36.4%	2 13.3%	7 36.8%	23 30.3%	11 29.7%
ONE Radio	24 21.2%	6 50.0%	5 23.8%	5 20.8%	1 4.5%	2 13.3%	5 26.3%	17 22.4%	7 18.9%
Calypso 101.8	17 15.0%	- -	4 19.0%	4 16.7%	5 22.7%	2 13.3%	2 10.5%	11 14.5%	6 16.2%
RTK 103	17 15.0%	- -	4 19.0%	- -	6 27.3%	4 26.7%	3 15.8%	9 11.8%	8 21.6%
Net FM	13 11.5%	- -	1 4.8%	4 16.7%	1 4.5%	5 33.3%	2 10.5%	11 14.5%	2 5.4%
I have no preferred radio station to listen to news	5 4.4%	1 8.3%	1 4.8%	2 8.3%	1 4.5%	- -	- -	3 3.9%	2 5.4%
Bay	3 2.7%	2 16.7%	- -	1 4.2%	- -	- -	- -	2 2.6%	1 2.7%

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 563.

- 62% 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 across all age groups and gender.

- 16% 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=563)

Counts Break % Respondents	Total	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	563	53	115	122	79	66	64	64	301	262
timesofmalta.com	346 61.5%	25 47.2%	79 68.7%	72 59.0%	47 59.5%	43 65.2%	44 68.8%	36 56.3%	184 61.1%	162 61.8%
I have no preferred online portal to watch news	91 16.2%	3 5.7%	16 13.9%	16 13.1%	14 17.7%	10 15.2%	13 20.3%	19 29.7%	46 15.3%	45 17.2%
lovinmalta.com	43 7.6%	22 41.5%	9 7.8%	10 8.2%	1 1.3%	1 1.5%	- -	- -	21 7.0%	22 8.4%
tvm.com.mt	15 2.7%	- -	4 3.5%	4 3.3%	5 6.3%	1 1.5%	1 1.6%	- -	3 1.0%	12 4.6%
I follow different online portals equally to watch news	14 2.5%	- -	- -	8 6.6%	2 2.5%	3 4.5%	- -	1 1.6%	11 3.7%	3 1.1%
maltatoday.com.mt	12 2.1%	- -	1 0.9%	2 1.6%	5 6.3%	1 1.5%	- -	3 4.7%	9 3.0%	3 1.1%
one.com.mt	11 2.0%	- -	2 1.7%	5 4.1%	1 1.3%	- -	2 3.1%	1 1.6%	8 2.7%	3 1.1%
newsbook.com.mt	9 1.6%	- -	3 2.6%	2 1.6%	1 1.3%	1 1.5%	1 1.6%	1 1.6%	2 0.7%	7 2.7%
netnews.com.mt	9 1.6%	1 1.9%	- -	2 1.6%	- -	3 4.5%	- -	3 4.7%	6 2.0%	3 1.1%
theshiftnews.com	8 1.4%	- -	- -	- -	2 2.5%	3 4.5%	3 4.7%	- -	7 2.3%	1 0.4%
maltadaily.com	4 0.7%	2 3.8%	1 0.9%	1 0.8%	- -	- -	- -	- -	4 1.3%	- -
independent.com.mt	1 0.2%	- -	- -	- -	1 1.3%	- -	- -	- -	- -	1 0.4%

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

12. APPENDIX A: STRUCTURED RESEARCH QUESTIONNAIRE

A. AUDIENCE DATE BEING ASSESSED

QA. AUDIENCE DATE BEING ASSESSED:	
Sunday 21st July	1
Monday 22nd July	2
Tuesday 23rd July	3
Wednesday 24th July	4
Thursday 25th July	5
Friday 26th July	6
Saturday 27th July	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**	
	1
Preferred type of programmes: _____	
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**	
	1
Most favourite programme: _____	
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

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

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

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

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

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

D. RADIO

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

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

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

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

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

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

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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

Q17A. Would you like to make any suggestions **on how local Radio may improve**?

D. ONLINE

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

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

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

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

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

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

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

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

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

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

E. PREFERRED SOURCE FOR LOCAL NEWS

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

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

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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!