

BROADCASTING AUTHORITY

Audience Survey September 2025 Research Findings Report



1. TABLE OF CONTENTS

1. Table of Contents	2
2. Executive Summary – Key Learnings and Salient Conclusions	3
3. Introduction	9
4. Research Objectives	9
5. The Research Plan – Research Methodology	10
6. Presentation of Research Findings	13
7. Respondent Profile	14
8. TV Viewership – Findings	15
9. Radio Listenership – Findings	49
10. Online Viewership – Findings	80
11. Preferred Source for Local News – Findings	88
12. Appendix A – Structured Research Questionnaire	94

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 - 87% of Maltese residents are TV viewers.

Conclusion 2 - Just over 2 in 3 Maltese residents are radio listeners.

Conclusion 3 - 30% of Maltese residents watch online Maltese programmes/ audiovisual content (solely produced for online portals).

- **87% of Maltese residents are TV viewers.** Of these, 62% watch both local and foreign TV, 16% watch local TV stations only and 9% watch foreign TV stations only. 16% of these TV viewers **did not watch TV** during the week of assessment.
- **Just over 2 in 3 of Maltese residents are radio listeners (70%);** this finding is observed across all age cohorts. **17.5% of these Radio listeners did not listen to radio** during the week of assessment.
- **30% of Maltese residents watch online Maltese programmes** (solely produced for online portals).

2.2 TV Viewership (n=1834)

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’s News Bulletin, One’s News Bulletin* and *NET TV’s News Bulletin* are the most favourite local TV programmes, enjoying 9%, 7% and 6.4% of TV viewers’ preferences respectively. Though 43.6% of all TV viewers do not have a favourite programme aired in this TV summer schedule.

Conclusion 6 - On weekdays and weekends, 73% and 71% of all TV viewers respectively, watch an average of 1-2 hours of local TV per day.

Conclusion 7 - Over one whole week, the most followed local TV station is TVM with 24.5% of all local TV viewers.

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 weekly average percentage audience share is TVM standing at 23.9%.

- ♦ **News** is the most favourite genre for local TV programmes, with 80.2% indicating this as one of their favourite genres. **Drama** follows with 39.2% of preferences and **Discussions and Current Affairs** with 28.6%.
- ♦ **TVM's News Bulletin** is the most favourite local TV programme, enjoying 9% of TV viewers' preferences, followed by **ONE's News Bulletin** with 7% of preferences. 6.4% mentioned **NET's News Bulletin** as their most favourite local TV programme. 43.6% 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. 17.8% watch **less than 1 hour a day**, whilst a further 7% **between 3 -4 hours** of local TV a day.
- ♦ In the weekend, 71.1% of local TV viewers **watch 1-2 hours** of local TV per day. 19.3% watch **less than 1 hour**, whilst 7.5% watch **between 3 – 4 hours** of local TV a day.
- ♦ **The most followed local TV station** is **TVM** with 24.5% of all TV viewers, followed by **ONE** (18.2%) and **NET TV** (17.9%).
- ♦ **The most followed TV timeband from Sunday to Saturday is 20:00 - 20:30** (220,914 TV viewers)
- ♦ **NET TV obtained the highest daily average audience share** on all the 7 days of the week of assessment, obtaining the following **daily average TV viewership** and **daily percentage average TV viewership** respectively:
 - ✓ Sunday: 7,855 (21.9%), Monday: 6,754 (21.3%), Tuesday: 7,440 (19%), Wednesday: 7,567 (19.4%), Thursday: 7,248 (20.2%), Friday: 10,824 (31%) and Saturday: 13,027 (34.3%)
 - **The local TV station with the highest weekly average percentage audience share** is **NET TV** standing at 23.9%, followed by **ONE** (17.6%) and **TVM** (13.9%). **'Foreign stations (various)'** is being excluded from this 'local TV station' weekly average audience ranking.

Note: Explanation of Terms

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

✓ **Most followed TV station % share:**

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

✓ **Highest weekly average % TV audience share:**

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

2.3 Radio Listenership (n=1511)

Note: Radio Listenership findings exclude non-radio listeners.

Conclusion 10 - On weekdays, 56.4% of local radio listeners, on average, listen to local radio for between 1-2 hours a day.

Conclusion 11 - On weekends, 57% 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 (13.6%).

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

Conclusion 14 - The local radio station with the highest weekly average percentage audience share is ONE Radio, standing at 13.7%.

Conclusion 15 - 99% of all radio listeners use the radio set (at home, office, in car) for listening to radio.

- **On weekdays**, 56.4% of local radio listeners listen to radio for between 1-2 hours a day, whilst a further 24% of local radio listeners listen to radio for less than one hour a day.
- **On weekends**, 57% of local radio listeners listen to 1 – 2 hours per day of local radio, whilst a further 23% spend less than one hour per day, listening to local radio.
- **Jamie & Taryn on Bay Breakfast** is the most favourite local radio programme, with 6.1% of preferences; followed by **Magic Breakfast with Abel, JD, Martina & Rossi** (5%) and a close third, **Bongu Calypso ma' Twanny Scerri** with 4.3% of preferences. 22.5% of radio listeners do not have a preferred local radio programme
- ✓ **The most followed local radio station is ONE Radio (13.6%), followed by Calypso 101.8 (12.6%) and NET FM (12%).**
- ✓ **Overall, the most followed radio timeband is 07:00 – 07:30 (163,113 radio listeners).**
- ✓ **The highest population daily average audience shares were obtained by ONE Radio, NET FM and Calypso 103.7 on the following weekdays, namely (average daily audience shares in figures and percentages):**

- **ONE Radio:** Wednesday: 7,663 (14.4%), Thursday: 7,631 (14.9%) and Saturday: 6,386 (14.7%)
 - **NET FM: Monday:** 7,727 (14.1%), Tuesday: 7,791 (14.6%) and Friday: 7,535 (14.4%).
 - **Calypso 101.8:** Sunday: 6,035 (15.4%)
- ♦ The local radio station with **the highest weekly average percentage audience share** is **ONE Radio**, standing at 13.7%, **NET FM**, standing at 12.9% (12.914%), closely followed by **Calypso 103.7** at 12.9% (12.907%).

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.
- ✓ 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.

2.4 Online Viewership (n=633)

Note: Online Viewership findings exclude non-online viewers.

- Conclusion 17 - 30% of Maltese residents watch online Maltese programmes/audiovisual content, which are solely produced for online portals.
- Conclusion 18 - 89% 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 Podcasts, followed by Ricky Caruana Podcasts and Times Talk interviews/features.*

- ♦ **Facebook** is the most used platform for watching online Maltese programmes (solely produced for online portals) with 89% of all online viewer preferences, 77.6% use **Youtube**, 49% use **Instagram**, 40% use **timesofmalta.com**.
- ♦ **Mobile** is the most used device by all online viewers for watching their preferred programme online (95.3%), followed by **laptop** (2.7%) and **tablet** (1.6%).

Jon Mallia Podcasts are preferred by 17.2% of all online viewers. **Ricky Caruana Podcasts** are preferred by 16%, whilst **Times Talk (Mark Lawrence Zammit) interviews/features** are preferred by 15.8% of online viewers.

Note: Explanation of Terms

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

2.5 Preferred Source for Local News

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

Conclusion 21 - Maltese residents' preferred sources for local news are TV, online news portals and Facebook.

- ♦ **Television** is the preferred source for local news by 42.3% of all Maltese residents (n=889). 27.6% prefer **Online news portals** as their preferred source for local news (n=579). 16.7% prefer **Facebook** and 8.7% use **Radio** as their preferred source for local news (n=182).
- ♦ 40% 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. 31.5% prefer **NET TV** and 27.2% prefer **ONE** for watching local news.
- ♦ 55.4% of all individuals who prefer local news portals for following local news, mentioned **timesofmalta.com** as their preferred local news portal, making it the most preferred local news portal for following local news. 20.7% indicated that they do not have a preferred online portal to watch news.
- ♦ 22.5% of all those whose preferred source for obtaining local news is 'Radio', mentioned **ONE Radio** as their most preferred local radio station. 20.3% mentioned **Calypso 101.8** and 14.8% prefer **Radju Malta**. 12.1% prefer **NET FM** and **RTK 103** respectively, as their most preferred local radio for obtaining local news.

- ♦ **Note: A Word of Caution**

Given the low number of individuals whose preferred news sources are radio (n=182), 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 14th – 20th September 2025.

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 **September 2025**.
- ✓ More specifically, **the dates of assessment comprised between Sunday 14th - Saturday 20th September 2025, 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 14th - Saturday 20th September 2025)**

Date of Assessment	Number of Interviews
Sunday 14 th September	300 interviews
Monday 15 th September	300 interviews
Tuesday 16 th September	300 interviews
Wednesday 17 th September	300 interviews
Thursday 18 th September	300 interviews
Friday 19 th September	300 interviews
Saturday 20 th September	300 interviews

- ✓ **The aggregate 2100-count audience** survey sample produced statistically significant findings at a +/-2.13 confidence interval (margin of error) at a 95% confidence level.
- ✓ **The daily 300-count audience** survey sample produced statistically significant findings at a +/-5.66 confidence interval (margin of error) at a 95% confidence level.
- ✓ Furthermore, the research findings for TV viewership and radio listenership were extrapolated to reflect Malta's population. This was calculated on the most recent population statistics, as outlined by the National Statistics Office (NSO) in their recent publication "Census of Population and Housing 2021 Final Report, Volume 1" (NSO, 2023). For this extrapolation exercise, non-TV viewers and non-radio listeners were proportionately deducted from Malta's population of individuals aged 12+ years (N=459,781).
- ✓ TV viewership and radio listenership findings will be presented by each day of assessment, covering a whole week. For each day of assessment, non-TV viewers and non-radio listeners were proportionately deducted from Malta's population (NSO, 2023), as illustrated in **Table B** (TV Viewership) and **Table C** (Radio Listenership) below.

Table B – Total Number of TV Viewers Per Day of Assessment – September 2025

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	1834	250	259	258	268	265	268	266
Maltese Population of TV viewers	401542	383151	396944	395412	410738	406140	410738	407672

Table C – Total Number of Radio Listeners Per Day of Assessment – September 2025

Counts Respondents	Total	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Total Number of Respondents	2100	300	300	300	300	300	300	300
Radio Listeners' Respondents	1,511	176	218	225	229	221	234	208
Maltese Population of Radio listeners	330823	269738	334108	344836	350966	338705	358629	318781

6. PRESENTATION OF RESEARCH FINDINGS

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

Section 7 - Respondent Profile

Section 8 - TV Viewership – Findings

Section 9 - Radio Listenership – Findings

Section 10 - Online Viewership – Findings

Section 11 - Preferred source for local news – Findings

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

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

- Aggregate findings
- Findings by Age & Gender

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

7. RESPONDENT PROFILE

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

[a]. Gender – [Q2]

[b]. Age – [Q3]

Salient Research Findings

The salient findings for the above research areas now follow.

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

Table 1 – Survey Sample - By Age & Gender

Counts Break % Respondents	Total	Age						
		12-20	21-30	31-40	41-50	51-60	61-70	71+
Gender	2100	198	384	379	299	272	275	293
Male	1080 51.4%	96 48.5%	211 54.9%	212 55.9%	157 52.5%	137 50.4%	137 49.8%	130 44.4%
Female	1020 48.6%	102 51.5%	173 45.1%	167 44.1%	142 47.5%	135 49.6%	138 50.2%	163 55.6%

8. TV VIEWERSHIP – FINDINGS

8.1 Introduction

- ♦ **87.3% of Maltese residents are TV viewers.** Of these, 62.1% watch both local and foreign TV, 16.4% watch local TV stations only and 8.8% watch foreign TV stations only.
- ♦ 16.3% of these TV viewers **did not watch TV** during the week of assessment.
- ♦ **The most followed local TV station** is **TVM** with 24.5% of all TV viewers, followed by **ONE** (18.2%) and **NET TV** (17.9%). More statistical details may be found in **Exhibit 2A** below and in **Table 7.1 (Section 8.6)**.
- ♦ **The local TV station with the highest weekly average percentage audience share** is **NET TV** standing at 23.9%, followed by **ONE** (17.6%) and **TVM** (13.9%). **‘Foreign stations (various)’** is being excluded from this ‘local TV station’ weekly average audience ranking.
- ♦ 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.

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

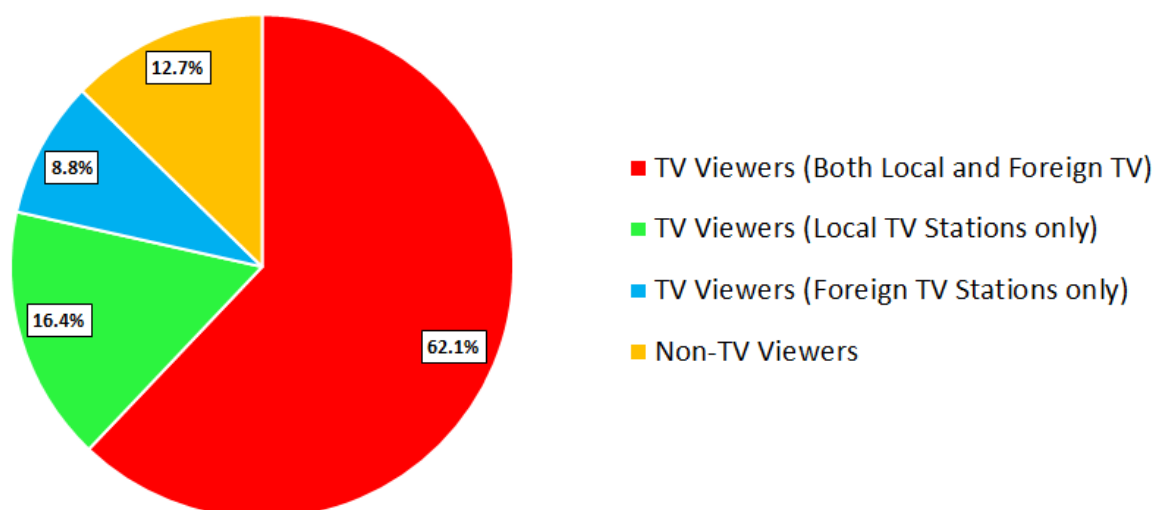


Table 2 – Q4A - TV viewers/non viewers – by Age & Gender (n=2100)

Counts Break % Respondents	Total	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	2100	198	384	379	299	272	275	293	1080	1020
Both local and foreign	1304 62.1%	117 59.1%	240 62.5%	242 63.9%	201 67.2%	179 65.8%	163 59.3%	162 55.3%	689 63.8%	615 60.3%
Local TV only	345 16.4%	14 7.1%	30 7.8%	38 10.0%	46 15.4%	49 18.0%	72 26.2%	96 32.8%	154 14.3%	191 18.7%
I do not watch any TV	260 12.4%	54 27.3%	74 19.3%	58 15.3%	24 8.0%	16 5.9%	17 6.2%	17 5.8%	139 12.9%	121 11.9%
Foreign TV only	185 8.8%	13 6.6%	40 10.4%	41 10.8%	28 9.4%	27 9.9%	20 7.3%	16 5.5%	92 8.5%	93 9.1%
We do not have a TV set (and do not watch TV)	6 0.3%	- -	- -	- -	- -	1 0.4%	3 1.1%	2 0.7%	6 0.6%	- -

**Exhibit 2A – Most followed TV stations (Sunday to Saturday)
(Multiple-Response Q) (n=1834)**

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)

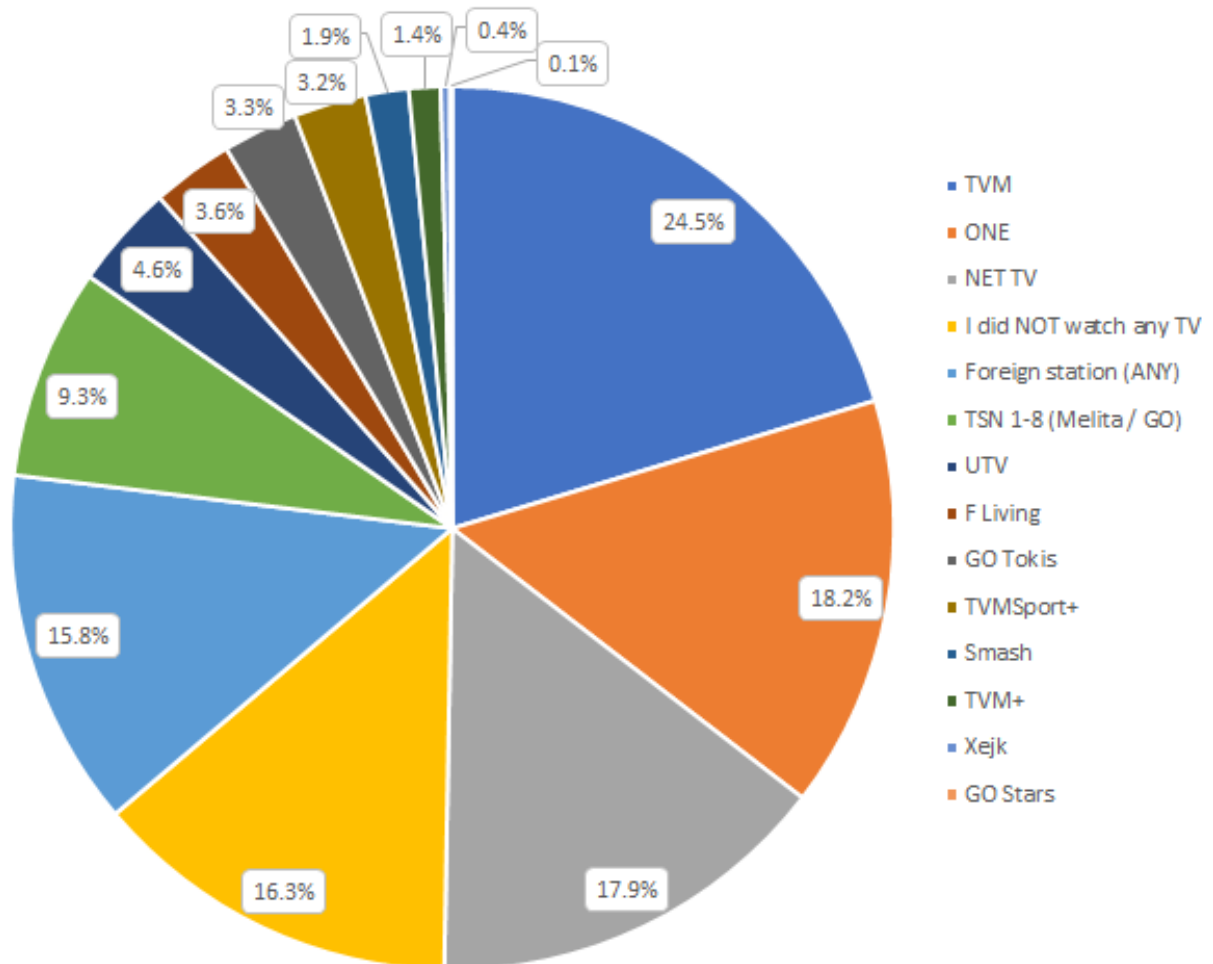
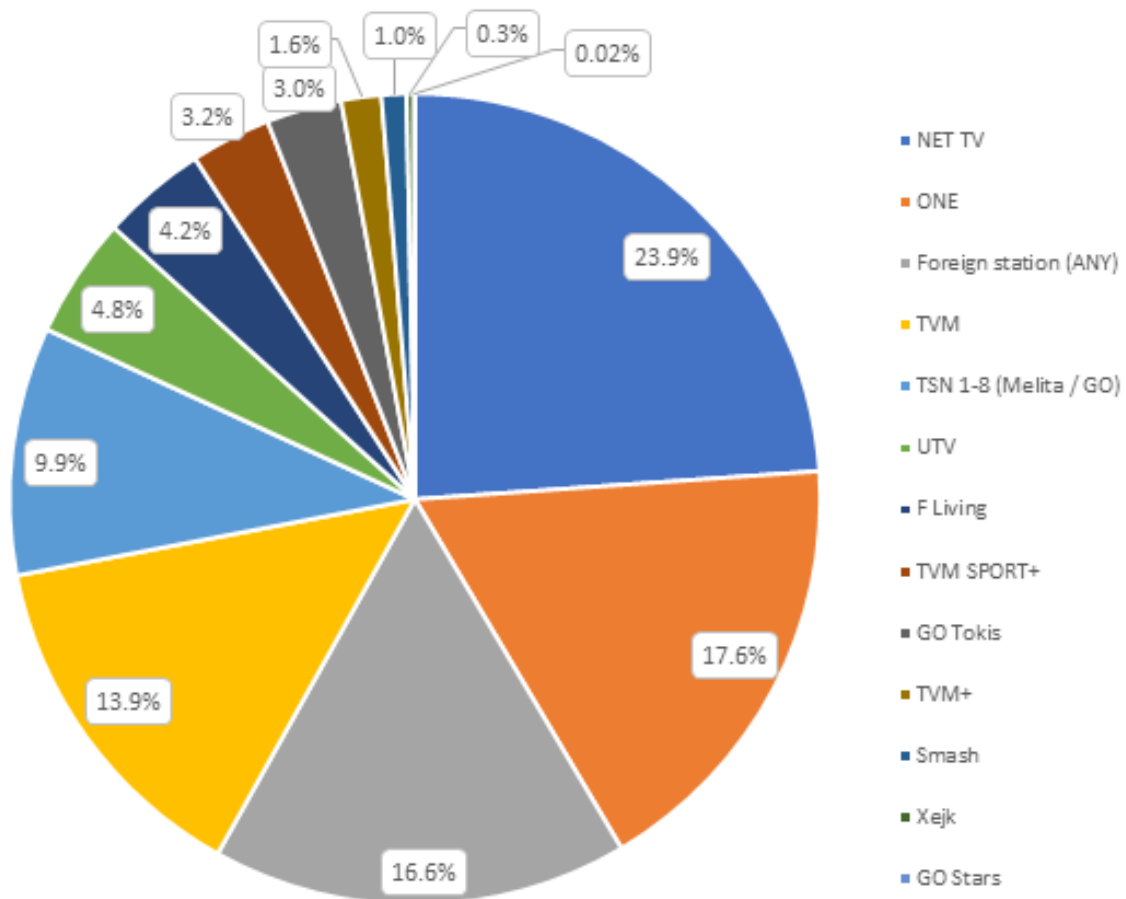


Exhibit 2A illustrates the most followed TV stations during Week 14th – 20th September 2025.

'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 – Weekly Average Percentage Audience Share by TV station
NOTE 1: % figures illustrated below are derived from Table 16B (Section 8.9)



This Section gives details on the TV viewership of the 1834 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 1649.

- **News** is the most favourite genre for local TV programmes, with 80.2% 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 39.2% indicating this as one of their favourite genres for local TV programmes. This genre is significantly more popular amongst female TV viewers (56.3%) than male TV viewers (22.8%).
- **Discussions and Current affairs** is the third most favourite genre for local TV programmes, with 28.6% 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=1649)**

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	1649	131	270	280	247	228	235	258	843	806
News (Local and foreign)	1323 80.2%	85 64.9%	191 70.7%	222 79.3%	197 79.8%	194 85.1%	213 90.6%	221 85.7%	755 89.6%	568 70.5%
Drama	646 39.2%	39 29.8%	94 34.8%	100 35.7%	89 36.0%	97 42.5%	101 43.0%	126 48.8%	192 22.8%	454 56.3%
Discussions and current affairs	471 28.6%	13 9.9%	48 17.8%	71 25.4%	77 31.2%	79 34.6%	106 45.1%	77 29.8%	296 35.1%	175 21.7%
Sport	319 19.3%	53 40.5%	88 32.6%	71 25.4%	46 18.6%	30 13.2%	21 8.9%	10 3.9%	255 30.2%	64 7.9%
Quiz programmes	250 15.2%	13 9.9%	36 13.3%	53 18.9%	40 16.2%	41 18.0%	30 12.8%	37 14.3%	108 12.8%	142 17.6%
Religious	203 12.3%	- -	4 1.5%	8 2.9%	7 2.8%	30 13.2%	72 30.6%	82 31.8%	75 8.9%	128 15.9%
Documentaries	167 10.1%	2 1.5%	12 4.4%	23 8.2%	34 13.8%	27 11.8%	29 12.3%	40 15.5%	123 14.6%	44 5.5%
Reality shows/ Adventure	140 8.5%	49 37.4%	38 14.1%	26 9.3%	15 6.1%	6 2.6%	5 2.1%	1 0.4%	47 5.6%	93 11.5%
Lifestyle	120 7.3%	8 6.1%	12 4.4%	16 5.7%	23 9.3%	18 7.9%	25 10.6%	18 7.0%	13 1.5%	107 13.3%
Cooking	63 3.8%	12 9.2%	7 2.6%	18 6.4%	10 4.0%	7 3.1%	3 1.3%	6 2.3%	7 0.8%	56 6.9%
Variety (entertainment) / Comedy / Games	36 2.2%	2 1.5%	10 3.7%	10 3.6%	3 1.2%	4 1.8%	6 2.6%	1 0.4%	17 2.0%	19 2.4%
Cultural and/or educational	20 1.2%	- -	4 1.5%	7 2.5%	3 1.2%	4 1.8%	1 0.4%	1 0.4%	9 1.1%	11 1.4%
Music	17 1.0%	- -	5 1.9%	4 1.4%	1 0.4%	3 1.3%	2 0.9%	2 0.8%	5 0.6%	12 1.5%
Children's	12 0.7%	- -	2 0.7%	9 3.2%	- -	1 0.4%	- -	- -	- -	12 1.5%

8.3 Favourite local TV programme – [Q5]

Note: TV Viewers who indicated 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 1649.

- With regards to local TV viewers' most favourite local TV programme, 9% mentioned **TVM's News Bulletin**, 7% mentioned **ONE's News Bulletin** and 6.4% mentioned **NET's News Bulletin** as their most favourite local TV programme.
- 43.6% 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=1649)

Counts Break % Respondents	Total	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	1649	131	270	280	247	228	235	258	843	806
No preferred programme	719 43.6%	77 58.8%	143 53.0%	142 50.7%	108 43.7%	96 42.1%	71 30.2%	82 31.8%	327 38.8%	392 48.6%
News Bulletin - TVM	148 9.0%	4 3.1%	23 8.5%	19 6.8%	34 13.8%	23 10.1%	26 11.1%	19 7.4%	90 10.7%	58 7.2%
News Bulletin - ONE	115 7.0%	1 0.8%	20 7.4%	18 6.4%	19 7.7%	18 7.9%	16 6.8%	23 8.9%	60 7.1%	55 6.8%
News Bulletin – NET	105 6.4%	8 6.1%	11 4.1%	17 6.1%	19 7.7%	11 4.8%	18 7.7%	21 8.1%	60 7.1%	45 5.6%
Football matches (various)	98 5.9%	23 17.6%	29 10.7%	18 6.4%	12 4.9%	9 3.9%	6 2.6%	1 0.4%	78 9.3%	20 2.5%
Opinjoni	65 3.9%	2 1.5%	9 3.3%	10 3.6%	13 5.3%	10 4.4%	12 5.1%	9 3.5%	40 4.7%	25 3.1%
Qabza	47 2.9%	5 3.8%	6 2.2%	11 3.9%	5 2.0%	8 3.5%	6 2.6%	6 2.3%	13 1.5%	34 4.2%
Perspettivi	39 2.4%	1 0.8%	5 1.9%	8 2.9%	5 2.0%	6 2.6%	7 3.0%	7 2.7%	10 1.2%	29 3.6%
Festa Festun	37 2.2%	5 3.8%	9 3.3%	10 3.6%	5 2.0%	2 0.9%	4 1.7%	2 0.8%	31 3.7%	6 0.7%
Simpatiči	31 1.9%	1 0.8%	-	2 0.7%	2 0.8%	4 1.8%	6 2.6%	16 6.2%	10 1.2%	21 2.6%
F Living Show	31 1.9%	-	-	-	3 1.2%	8 3.5%	9 3.8%	11 4.3%	13 1.5%	18 2.2%
Quddiesa tal-Jum - ONE	19 1.2%	-	-	-	1 0.4%	2 0.9%	7 3.0%	9 3.5%	5 0.6%	14 1.7%
Programm tal-Festi - ma' Brian Bonnici	19 1.2%	-	-	4 1.4%	3 1.2%	2 0.9%	4 1.7%	6 2.3%	14 1.7%	5 0.6%
Quddiesa tal-Jum - TVM	18 1.1%	-	-	-	1 0.4%	4 1.8%	4 1.7%	9 3.5%	7 0.8%	11 1.4%
Programm ta' Fr Ray Toledo miċ-Cenaklu	17 1.0%	-	-	-	2 0.8%	5 2.2%	3 1.3%	7 2.7%	7 0.8%	10 1.2%
Xtra Sajf	15 0.9%	2 1.5%	3 1.1%	2 0.7%	1 0.4%	2 0.9%	3 1.3%	2 0.8%	14 1.7%	1 0.1%

Master Chef Malta	15 0.9%	1 0.8%	3 1.1%	4 1.4%	1 0.4%	2 0.9%	2 0.9%	2 0.8%	5 0.6%	10 1.2%
Linja Diretta	15 0.9%	- -	- -	2 0.7%	2 0.8%	6 2.6%	3 1.3%	2 0.8%	12 1.4%	3 0.4%
Dijanjosi	12 0.7%	- -	- -	- -	2 0.8%	2 0.9%	2 0.9%	6 2.3%	4 0.5%	8 1.0%
Programme tal-Bibbja	10 0.6%	- -	- -	1 0.4%	1 0.4%	2 0.9%	3 1.3%	3 1.2%	6 0.7%	4 0.5%
Quddiesa tal-Jum - NET	8 0.5%	- -	- -	- -	1 0.4%	- -	5 2.1%	2 0.8%	2 0.2%	6 0.7%
Quddiesa tal-Jum - UTV	8 0.5%	- -	- -	- -	- -	1 0.4%	3 1.3%	4 1.6%	1 0.1%	7 0.9%
Insights	7 0.4%	- -	2 0.7%	1 0.4%	- -	2 0.9%	1 0.4%	1 0.4%	6 0.7%	1 0.1%
Xow	6 0.4%	- -	2 0.7%	2 0.7%	1 0.4%	- -	1 0.4%	- -	2 0.2%	4 0.5%
Manwela	5 0.3%	- -	- -	1 0.4%	1 0.4%	- -	2 0.9%	1 0.4%	1 0.1%	4 0.5%
Bundytime	4 0.2%	- -	1 0.4%	- -	2 0.8%	- -	1 0.4%	- -	2 0.2%	2 0.2%
Il-Klinika	4 0.2%	- -	- -	2 0.7%	1 0.4%	1 0.4%	- -	- -	4 0.5%	- -
Persuni Rapurtati Niegħsa (PRN)	4 0.2%	1 0.8%	1 0.4%	1 0.4%	- -	- -	1 0.4%	- -	4 0.5%	- -
Division 7	3 0.2%	- -	1 0.4%	2 0.7%	- -	- -	- -	- -	2 0.2%	1 0.1%
Undercover	3 0.2%	- -	- -	- -	- -	- -	1 0.4%	2 0.8%	1 0.1%	2 0.2%
Prezz L-Imhabba	3 0.2%	- -	- -	- -	- -	- -	1 0.4%	2 0.8%	1 0.1%	2 0.2%
Sigrieti	2 0.1%	- -	- -	- -	1 0.4%	- -	1 0.4%	- -	2 0.2%	- -
Analizi	2 0.1%	- -	1 0.4%	- -	- -	1 0.4%	- -	- -	2 0.2%	- -
Sibt il-Punt	2 0.1%	- -	- -	- -	- -	- -	2 0.9%	- -	2 0.2%	- -
Xejk Religious Content	2 0.1%	- -	- -	- -	- -	1 0.4%	- -	1 0.4%	- -	2 0.2%

The Local Traveller	2 0.1%	- -	- -	- -	- -	- -	2 0.9%	- -	1 0.1%	1 0.1%
Quddiesa tal-Jum - F Living	1 0.1%	- -	- -	- -	- -	- -	- -	1 0.4%	- -	1 0.1%
Home Sweet Home	1 0.1%	- -	- -	1 0.4%	- -	- -	- -	- -	- -	1 0.1%
Ħadt l-Ahbar	1 0.1%	- -	- -	1 0.4%	- -	- -	- -	- -	1 0.1%	- -
Vi jew Va	1 0.1%	- -	- -	- -	- -	- -	1 0.4%	- -	1 0.1%	- -
Inzekzek	1 0.1%	- -	- -	1 0.4%	- -	- -	- -	- -	- -	1 0.1%
Min Hu Bla Htija	1 0.1%	- -	- -	- -	1 0.4%	- -	- -	- -	1 0.1%	- -
Programm ta' Ahbarijiet Kattoliċi	1 0.1%	- -	1 0.4%	- -	- -	- -	- -	- -	- -	1 0.1%
Ta' Kuljum	1 0.1%	- -	- -	- -	- -	- -	1 0.4%	- -	- -	1 0.1%
F'Ġieħ L-Imħabba	1 0.1%	- -	- -	- -	- -	- -	- -	1 0.4%	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 1649.

- **On weekdays**, 73% all local TV viewers, on average, **watch 1-2 hours** of local TV per day. This TV consumption trend is evident across all age cohorts.
- 17.8% watch **less than 1 hour a day**, whilst a further 7% **between 3-4 hours** of local TV a day.

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=1649)**

Counts Break % Respondents	Total	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	1649	131	270	280	247	228	235	258	843	806
None	11 0.7%	3 2.3%	2 0.7%	- -	- -	1 0.4%	5 2.1%	- -	7 0.8%	4 0.5%
Less than 1 hr a day	293 17.8%	27 20.6%	51 18.9%	61 21.8%	57 23.1%	33 14.5%	28 11.9%	36 14.0%	148 17.6%	145 18.0%
Bet 1-2 hrs a day	1204 73.0%	100 76.3%	217 80.4%	218 77.9%	188 76.1%	181 79.4%	144 61.3%	156 60.5%	625 74.1%	579 71.8%
Bet 3-4 hrs a day	114 6.9%	1 0.8%	- -	1 0.4%	2 0.8%	12 5.3%	53 22.6%	45 17.4%	50 5.9%	64 7.9%
Bet 5-6 hrs a day	13 0.8%	- -	- -	- -	- -	1 0.4%	- -	12 4.7%	4 0.5%	9 1.1%
6+ hrs a day	7 0.4%	- -	- -	- -	- -	- -	- -	7 2.7%	5 0.6%	2 0.2%
Not always the same	7 0.4%	- -	- -	- -	- -	- -	5 2.1%	2 0.8%	4 0.5%	3 0.4%

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 1649.

- In the weekend, 71.1% of local TV viewers **watch 1-2 hours** of local TV per day.
- 19.3% watch **less than 1 hour**, whilst 7.5% watch **between 3 – 4 hours** of local TV a day.

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=1649)

Counts Break % Respondents	Total	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	1649	131	270	280	247	228	235	258	843	806
None	13 0.8%	1 0.8%	2 0.7%	-	-	-	7 3.0%	3 1.2%	5 0.6%	8 1.0%
Less than 1 hr a day	319 19.3%	27 20.6%	49 18.1%	63 22.5%	62 25.1%	42 18.4%	33 14.0%	43 16.7%	150 17.8%	169 21.0%
Bet 1-2 hrs a day	1172 71.1%	99 75.6%	215 79.6%	210 75.0%	178 72.1%	169 74.1%	149 63.4%	152 58.9%	609 72.2%	563 69.9%
Bet 3-4 hrs a day	123 7.5%	4 3.1%	4 1.5%	7 2.5%	7 2.8%	16 7.0%	37 15.7%	48 18.6%	68 8.1%	55 6.8%
Bet 5-6 hrs a day	6 0.4%	-	-	-	-	1 0.4%	2 0.9%	3 1.2%	1 0.1%	5 0.6%
6+ hrs a day	6 0.4%	-	-	-	-	-	-	6 2.3%	4 0.5%	2 0.2%
Not always the same	10 0.6%	-	-	-	-	-	7 3.0%	3 1.2%	6 0.7%	4 0.5%

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 1834 TV viewers, 16.3% 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 24.5% of all local TV viewers mentioning TVM as one of the three TV stations they watched on the previous day.
- **ONE is the second most followed TV station**, with 18.2% of all TV viewers mentioning this station as one of the TV stations they watched on the previous day.
- **NET TV is the third most followed TV station**, with 17.9% of all local TV viewers having watched this TV 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=1834)**

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 1834

Counts Respondents	TOTAL	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	1834	144	310	321	275	255	255	274	935	899
TVM	449	13	48	56	79	69	89	95	244	205
	24.5%	9.0%	15.5%	17.4%	28.7%	27.1%	34.9%	34.7%	26.1%	22.8%
ONE	334	9	40	63	47	47	63	65	163	171
	18.2%	6.3%	12.9%	19.6%	17.1%	18.4%	24.7%	23.7%	17.4%	19.0%
NET TV	329	16	41	57	53	49	48	65	154	175
	17.9%	11.1%	13.2%	17.8%	19.3%	19.2%	18.8%	23.7%	16.5%	19.5%
I did NOT watch TV on previous day	299	61	73	59	33	27	20	26	137	162
	16.3%	42.4%	23.5%	18.4%	12.0%	10.6%	7.8%	9.5%	14.7%	18.0%
Foreign Station (ANY)	290	15	55	61	41	46	35	37	110	180
	15.8%	10.4%	17.7%	19.0%	14.9%	18.0%	13.7%	13.5%	11.8%	20.0%
TSN 1-8 (Melita / GO)	171	28	52	35	28	16	9	3	127	44
	9.3%	19.4%	16.8%	10.9%	10.2%	6.3%	3.5%	1.1%	13.6%	4.9%
UTV	84	0	0	5	3	14	23	39	41	43
	4.6%	0.0%	0.0%	1.6%	1.1%	5.5%	9.0%	14.2%	4.4%	4.8%
F Living	66	0	0	1	6	13	19	27	33	33
	3.6%	0.0%	0.0%	0.3%	2.2%	5.1%	7.5%	9.9%	3.5%	3.7%
GO Tokis	61	3	12	15	8	6	11	6	34	27
	3.3%	2.1%	3.9%	4.7%	2.9%	2.4%	4.3%	2.2%	3.6%	3.0%
TVMSport+	58	9	15	11	12	5	6	0	49	9
	3.2%	6.3%	4.8%	3.4%	4.4%	2.0%	2.4%	0.0%	5.2%	1.0%
Smash	34	0	1	4	8	8	6	7	27	7
	1.9%	0.0%	0.3%	1.2%	2.9%	3.1%	2.4%	2.6%	2.9%	0.8%
TVMnews+	25	0	2	4	4	7	4	4	19	6
	1.4%	0.0%	0.6%	1.2%	1.5%	2.7%	1.6%	1.5%	2.0%	0.7%
Xejk	7	1	0	0	0	1	2	3	4	3
	0.4%	0.7%	0.0%	0.0%	0.0%	0.4%	0.8%	1.1%	0.4%	0.3%
GO Stars	2	0	0	0	0	0	1	1	1	1
	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.4%	0.1%	0.1%

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

Note II: '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 14th – 20th September 2025.

**Table 7.2 – Q8 – Most followed TV stations (Sunday to Saturday) – by Age & Gender
(Multiple-Response Q) (n=401,542)**

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 401,542.

Counts Respondents	TOTAL	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	401542	31528	67872	70281	60209	55831	55831	59990	204712	196830
TVM	98306	2846	10509	12261	17297	15107	19486	20800	53422	44883
ONE	73127	1970	8758	13793	10290	10290	13793	14231	35688	37439
NET TV	72032	3503	8977	12480	11604	10728	10509	14231	33717	38315
I did NOT watch any TV	65464	13356	15983	12918	7225	5911	4379	5693	29995	35469
Foreign station (ANY)	63494	3284	12042	13356	8977	10071	7663	8101	24084	39410
TSN 1-8 (Melita / GO)	37439	6130	11385	7663	6130	3503	1970	657	27806	9634
UTV	18391	0	0	1095	657	3065	5036	8539	8977	9415
F Living	14450	0	0	219	1314	2846	4160	5911	7225	7225
GO Tokis	13356	657	2627	3284	1752	1314	2408	1314	7444	5911
TVMSport+	12699	1970	3284	2408	2627	1095	1314	0	10728	1970
Smash	7444	0	219	876	1752	1752	1314	1533	5911	1533
TVMnews+	5474	0	438	876	876	1533	876	876	4160	1314
Xejk	1533	219	0	0	0	219	438	657	876	657
GO Stars	438	0	0	0	0	0	219	219	219	219

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

8.7 Most Followed TV Timebands: Sunday to Saturday

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

- **The most followed TV timeband from Sunday to Saturday is:**
 - ✓ 20:00 - 20:30 (220,914 TV viewers).

Research Findings in Detail

Tables below illustrate details on the above research findings.

Table 8 – Q8 – Timebands: Sunday to Saturday – by Age & Gender (n=401,542)

NOTE: For each mentioned TV station, respondents were asked to indicate all timebands watched.

Counts Respondents	Age							Gender		Did not watch TV on the previous day	Did not watch TV during this timeslot	Total
	12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female			
00:00 - 00:30	-	-	-	-	-	219	219	-	438	65,464	335,640	401,542
00:30 - 01:00	-	-	-	-	-	219	219	-	438	65,464	335,640	401,542
01:00 - 01:30	-	-	-	-	-	-	219	-	219	65,464	335,859	401,542
01:30 - 02:00	-	-	-	-	-	-	219	-	219	65,464	335,859	401,542
02:00 - 02:30	-	-	-	-	-	-	219	-	219	65,464	335,859	401,542
02:30 - 03:00	-	219	-	-	-	-	219	-	438	65,464	335,640	401,542
03:00 - 03:30	-	-	-	-	-	-	219	-	219	65,464	335,859	401,542
03:30 - 04:00	-	-	-	-	-	-	219	-	219	65,464	335,859	401,542
04:00 - 04:30	-	-	219	-	-	-	219	-	438	65,464	335,640	401,542
04:30 - 05:00	-	219	219	-	-	-	219	-	657	65,464	335,421	401,542
05:00 - 05:30	-	-	219	-	-	-	-	-	219	65,464	335,859	401,542
05:30 - 06:00	-	-	219	-	-	-	-	-	219	65,464	335,859	401,542
06:00 - 06:30	-	-	219	-	-	-	-	-	219	65,464	335,859	401,542
06:30 - 07:00	-	-	219	-	-	-	-	-	219	65,464	335,859	401,542
07:00 - 07:30	-	-	219	-	-	-	438	219	438	65,464	335,421	401,542
07:30 - 08:00	-	-	219	-	-	-	219	219	219	65,464	335,640	401,542
08:00 - 08:30	-	438	219	438	1,970	6,130	8,101	7,663	9,634	65,464	318,781	401,542
08:30 - 09:00	-	438	876	438	1,314	2,408	3,284	4,817	3,941	65,464	327,320	401,542
09:00 - 09:30	-	438	876	876	1,970	3,065	4,379	6,787	4,817	65,464	324,474	401,542
09:30 - 10:00	-	1,095	876	1,314	2,408	5,474	8,977	10,071	10,071	65,464	315,935	401,542
10:00 - 10:30	219	876	876	1,314	2,189	3,284	3,284	7,006	5,036	65,464	324,036	401,542
10:30 - 11:00	219	876	876	1,314	1,752	1,970	2,846	5,474	4,379	65,464	326,226	401,542
11:00 - 11:30	219	876	1,095	1,095	1,752	1,752	2,408	5,255	3,941	65,464	326,882	401,542
11:30 - 12:00	-	1,095	657	1,095	1,095	1,314	1,970	3,722	3,503	65,464	328,853	401,542
12:00 - 12:30	-	438	438	1,095	1,314	4,379	5,911	4,160	9,415	65,464	322,503	401,542
12:30 - 13:00	-	219	438	1,095	1,095	4,817	6,787	4,598	9,852	65,464	321,628	401,542
13:00 - 13:30	-	438	1,314	1,970	2,627	6,130	8,758	7,006	14,231	65,464	314,840	401,542
13:30 - 14:00	438	438	1,314	1,970	3,503	7,882	9,196	9,196	15,545	65,464	311,337	401,542
14:00 - 14:30	438	1,095	3,284	4,160	5,911	10,947	12,480	11,166	27,149	65,464	297,763	401,542
14:30 - 15:00	438	1,533	3,722	4,379	4,817	9,634	11,823	9,196	27,149	65,464	299,733	401,542
15:00 - 15:30	1,095	1,752	3,503	4,598	3,941	7,225	11,385	10,071	23,427	65,464	302,580	401,542
15:30 - 16:00	657	1,970	2,846	3,503	2,846	5,911	7,882	7,006	18,610	65,464	310,462	401,542
16:00 - 16:30	657	2,408	2,846	2,846	2,408	4,598	4,598	6,349	14,012	65,464	315,716	401,542
16:30 - 17:00	657	2,627	2,846	2,627	2,846	4,817	5,036	7,006	14,450	65,464	314,622	401,542
17:00 - 17:30	1,095	2,627	2,846	3,941	2,189	5,474	5,911	10,071	14,012	65,464	311,994	401,542
17:30 - 18:00	1,533	3,503	2,189	4,160	2,408	4,817	6,568	11,823	13,356	65,464	310,899	401,542
18:00 - 18:30	1,752	5,036	4,817	5,474	5,255	9,415	11,166	20,800	22,113	65,464	293,165	401,542
18:30 - 19:00	3,284	7,225	7,444	8,539	7,225	10,728	11,604	28,025	28,025	65,464	280,028	401,542
19:00 - 19:30	4,160	8,977	11,604	11,823	10,728	11,604	12,480	36,564	34,812	65,464	264,702	401,542
19:30 - 20:00	6,568	18,829	28,025	23,208	20,581	26,273	29,995	75,098	78,382	65,464	182,599	401,542
20:00 - 20:30	8,758	27,806	36,345	38,534	33,498	37,220	38,753	117,135	103,779	65,464	115,164	401,542
20:30 - 21:00	8,758	25,397	32,185	31,090	31,309	28,025	32,841	99,619	89,986	65,464	146,473	401,542
21:00 - 21:30	10,290	27,806	30,652	26,273	28,463	24,084	27,149	93,708	81,009	65,464	161,361	401,542
21:30 - 22:00	11,166	31,090	29,776	24,303	27,587	20,362	22,113	93,051	73,346	65,464	169,681	401,542
22:00 - 22:30	10,071	24,960	24,960	19,048	21,237	14,012	15,545	75,754	54,079	65,464	206,245	401,542
22:30 - 23:00	8,539	19,486	17,734	14,012	13,356	9,196	8,320	53,860	36,782	65,464	245,435	401,542
23:00 - 23:30	3,284	7,225	5,911	4,598	5,693	4,160	3,284	17,953	16,202	65,464	301,923	401,542
23:30 - 00:00	1,095	3,065	1,752	2,408	3,722	1,752	1,533	9,196	6,130	65,464	320,752	401,542

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

8.8 TV Audience Per Day of Assessment: Sunday – Saturday

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

- **Table 9** below illustrates the total number of TV viewers per day of assessment. To obtain figures of TV viewers per day, non-TV viewers were proportionately deducted from Malta's whole population of 12+ years individuals (N=401,542).

Research Findings in Detail

Tables below illustrate details on the above research findings.

Table 9 – Total Number of TV Viewers Per Day of Assessment – September 2025

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	1834	250	259	258	268	265	268	266
Maltese Population of TV viewers	401542	383151	396944	395412	410738	406140	410738	407672

TV Audience on SUNDAY

- The most watched timeband on Sunday is 20:00 – 20:30 on TVM (82,761 TV Viewers).

**Table 10 – Q8 – TV Audience on SUNDAY - by Timeband
(Multiple-Response Q) (n=383,151)**

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

	TVM	ONE	NET TV	Smash	TVM+	TVM SPORT+	F Living	Xeikj	UTV	GO Tokis	TSN 1-8 (Melita / GO)	Foreign station (ANY)	Did not watch TV	Did not watch TV during this timeslot	Total
00:00 - 00:30	0	0	0	0	0	0	0	0	0	0	0	0	101,152	281,999	383,151
00:30 - 01:00	0	0	0	0	0	0	0	0	0	0	0	0	101,152	281,999	383,151
01:00 - 01:30	0	0	0	0	0	0	0	0	0	0	0	0	101,152	281,999	383,151
01:30 - 02:00	0	0	0	0	0	0	0	0	0	0	0	0	101,152	281,999	383,151
02:00 - 02:30	0	0	0	0	0	0	0	0	0	0	0	0	101,152	281,999	383,151
02:30 - 03:00	0	0	1,533	0	0	0	0	0	0	0	0	0	101,152	280,467	383,151
03:00 - 03:30	0	0	0	0	0	0	0	0	0	0	0	0	101,152	281,999	383,151
03:30 - 04:00	0	0	0	0	0	0	0	0	0	0	0	0	101,152	281,999	383,151
04:00 - 04:30	0	0	0	0	0	0	0	0	0	0	0	1,533	101,152	280,467	383,151
04:30 - 05:00	0	0	0	1,533	0	0	0	0	0	0	0	1,533	101,152	278,934	383,151
05:00 - 05:30	0	0	0	0	0	0	0	0	0	0	0	1,533	101,152	280,467	383,151
05:30 - 06:00	0	0	0	0	0	0	0	0	0	0	0	1,533	101,152	280,467	383,151
06:00 - 06:30	0	0	0	0	0	0	0	0	0	0	0	1,533	101,152	280,467	383,151
06:30 - 07:00	0	0	0	0	0	0	0	0	0	0	0	1,533	101,152	280,467	383,151
07:00 - 07:30	0	0	0	0	0	0	0	0	0	0	0	1,533	101,152	280,467	383,151
07:30 - 08:00	0	0	0	0	0	0	0	0	0	0	0	1,533	101,152	280,467	383,151
08:00 - 08:30	0	18,391	1,533	0	3,065	0	0	0	3,065	1,533	0	1,533	101,152	252,880	383,151
08:30 - 09:00	0	24,522	1,533	0	4,598	0	0	0	7,663	1,533	0	1,533	101,152	240,619	383,151
09:00 - 09:30	18,391	24,522	15,326	0	3,065	0	0	0	3,065	1,533	0	1,533	101,152	214,565	383,151
09:30 - 10:00	22,989	22,989	24,522	0	1,533	0	0	0	3,065	1,533	0	1,533	101,152	203,836	383,151
10:00 - 10:30	15,326	22,989	24,522	0	1,533	0	0	0	3,065	0	0	1,533	101,152	213,032	383,151
10:30 - 11:00	3,065	22,989	30,652	0	1,533	0	0	0	3,065	0	0	1,533	101,152	219,162	383,151
11:00 - 11:30	0	22,989	30,652	0	1,533	0	0	0	3,065	0	0	3,065	101,152	220,695	383,151
11:30 - 12:00	0	12,261	29,119	0	0	0	0	0	3,065	0	0	3,065	101,152	234,488	383,151
12:00 - 12:30	0	4,598	10,728	0	0	0	0	0	1,533	0	0	1,533	101,152	263,608	383,151
12:30 - 13:00	0	1,533	7,663	0	0	0	3,065	0	0	0	0	1,533	101,152	268,206	383,151
13:00 - 13:30	1,533	1,533	12,261	0	0	1,533	6,130	0	0	0	0	0	101,152	259,010	383,151
13:30 - 14:00	0	0	12,261	0	0	0	6,130	0	0	1,533	0	0	101,152	262,075	383,151
14:00 - 14:30	0	0	12,261	0	0	0	6,130	0	0	1,533	0	7,663	101,152	254,412	383,151
14:30 - 15:00	0	0	1,533	0	0	0	3,065	0	0	3,065	0	7,663	101,152	266,673	383,151
15:00 - 15:30	0	0	0	0	0	0	1,533	0	0	3,065	18,391	7,663	101,152	251,347	383,151
15:30 - 16:00	0	0	0	0	0	0	0	0	0	3,065	21,456	7,663	101,152	249,814	383,151
16:00 - 16:30	0	0	0	0	0	0	0	0	0	1,533	22,989	4,598	101,152	252,880	383,151
16:30 - 17:00	0	0	0	0	0	0	0	0	0	0	24,522	4,598	101,152	252,880	383,151
17:00 - 17:30	0	0	0	0	0	4,598	0	0	0	1,533	24,522	1,533	101,152	249,814	383,151
17:30 - 18:00	0	0	0	0	0	4,598	0	0	0	1,533	32,185	1,533	101,152	242,151	383,151
18:00 - 18:30	1,533	1,533	0	0	0	4,598	0	1,533	3,065	1,533	30,652	1,533	101,152	236,021	383,151
18:30 - 19:00	1,533	3,065	0	0	0	4,598	0	1,533	3,065	1,533	29,119	1,533	101,152	236,021	383,151
19:00 - 19:30	1,533	3,065	0	0	0	4,598	0	1,533	4,598	3,065	21,456	1,533	101,152	240,619	383,151
19:30 - 20:00	4,598	58,239	61,304	0	0	0	0	0	4,598	3,065	1,533	1,533	101,152	147,130	383,151
20:00 - 20:30	82,761	38,315	42,913	0	0	0	0	0	6,130	3,065	7,663	3,065	101,152	98,087	383,151
20:30 - 21:00	39,848	18,391	22,989	0	0	0	0	0	6,130	4,598	24,522	4,598	101,152	160,923	383,151
21:00 - 21:30	15,326	10,728	16,859	0	0	0	0	0	6,130	3,065	26,054	16,859	101,152	186,978	383,151
21:30 - 22:00	6,130	7,663	12,261	0	0	0	0	0	4,598	3,065	26,054	38,315	101,152	183,912	383,151
22:00 - 22:30	3,065	4,598	4,598	0	0	0	0	0	1,533	1,533	18,391	38,315	101,152	209,967	383,151
22:30 - 23:00	0	1,533	0	0	0	0	0	0	1,533	0	18,391	35,250	101,152	225,293	383,151
23:00 - 23:30	0	0	0	0	0	0	0	0	0	0	0	29,119	101,152	252,880	383,151
23:30 - 00:00	0	0	0	0	0	0	0	0	0	0	0	13,793	101,152	268,206	383,151

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

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

TV Audience on MONDAY

- ♦ The most watched timeband on Monday is 20:00 – 20:30 on TVM (91,134 TV Viewers).

**Table 10 – Q8 – TV Audience on MONDAY – by Timeband
(Multiple-Response Q) (n=386,944)**

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

	TVM	ONE	NET TV	Smash	TVM+	TVM SPORT+	F Living	UTV	GO Tokis	TSN 1-8 (Melita / GO)	Foreign station (ANY)	Did not watch any TV	Did not watch TV during this timeslot	Total
00:00 - 00:30	0	0	0	0	0	0	0	0	0	0	0	55,278	331,666	386,944
00:30 - 01:00	0	0	0	0	0	0	0	0	0	0	0	55,278	331,666	386,944
01:00 - 01:30	0	0	0	0	0	0	0	0	0	0	0	55,278	331,666	386,944
01:30 - 02:00	0	0	0	0	0	0	0	0	0	0	0	55,278	331,666	386,944
02:00 - 02:30	0	0	0	0	0	0	0	0	0	0	0	55,278	331,666	386,944
02:30 - 03:00	0	0	0	0	0	0	0	0	0	0	0	55,278	331,666	386,944
03:00 - 03:30	0	0	0	0	0	0	0	0	0	0	0	55,278	331,666	386,944
03:30 - 04:00	0	0	0	0	0	0	0	0	0	0	0	55,278	331,666	386,944
04:00 - 04:30	0	0	0	0	0	0	0	0	0	0	0	55,278	331,666	386,944
04:30 - 05:00	0	0	0	0	0	0	0	0	0	0	0	55,278	331,666	386,944
05:00 - 05:30	0	0	0	0	0	0	0	0	0	0	0	55,278	331,666	386,944
05:30 - 06:00	0	0	0	0	0	0	0	0	0	0	0	55,278	331,666	386,944
06:00 - 06:30	0	0	0	0	0	0	0	0	0	0	0	55,278	331,666	386,944
06:30 - 07:00	0	0	0	0	0	0	0	0	0	0	0	55,278	331,666	386,944
07:00 - 07:30	0	0	0	0	0	0	0	0	0	0	0	55,278	331,666	386,944
07:30 - 08:00	0	0	0	0	0	0	0	0	0	0	0	55,278	331,666	386,944
08:00 - 08:30	0	10,458	0	0	0	0	0	0	0	0	0	55,278	321,208	386,944
08:30 - 09:00	0	4,482	0	0	0	0	0	0	0	0	0	55,278	327,184	386,944
09:00 - 09:30	0	4,482	0	0	0	0	0	0	1,494	0	0	55,278	325,690	386,944
09:30 - 10:00	13,446	4,482	1,494	0	0	0	0	0	1,494	0	0	55,278	310,750	386,944
10:00 - 10:30	2,988	1,494	1,494	0	0	0	0	0	1,494	0	0	55,278	324,196	386,944
10:30 - 11:00	0	1,494	1,494	0	0	0	0	0	1,494	0	0	55,278	327,184	386,944
11:00 - 11:30	0	1,494	1,494	0	0	0	0	0	1,494	0	0	55,278	327,184	386,944
11:30 - 12:00	0	2,988	1,494	0	0	0	0	0	1,494	0	0	55,278	325,690	386,944
12:00 - 12:30	1,494	1,494	10,458	0	0	0	0	0	1,494	0	1,494	55,278	315,232	386,944
12:30 - 13:00	1,494	0	5,976	0	0	0	0	0	1,494	0	2,988	55,278	319,714	386,944
13:00 - 13:30	1,494	0	13,446	0	0	0	4,482	0	1,494	0	1,494	55,278	309,256	386,944
13:30 - 14:00	1,494	0	13,446	0	0	0	8,964	0	0	0	0	55,278	307,762	386,944
14:00 - 14:30	1,494	19,422	14,940	0	0	0	10,458	0	0	0	2,988	55,278	282,365	386,944
14:30 - 15:00	1,494	19,422	7,470	0	0	0	13,446	0	0	0	2,988	55,278	286,847	386,944
15:00 - 15:30	2,988	10,458	5,976	0	0	0	14,940	0	0	0	4,482	55,278	292,822	386,944
15:30 - 16:00	1,494	7,470	5,976	0	0	0	13,446	0	1,494	0	1,494	55,278	300,292	386,944
16:00 - 16:30	0	5,976	0	0	0	1,494	8,964	1,494	0	0	0	55,278	313,738	386,944
16:30 - 17:00	0	5,976	0	0	0	1,494	11,952	1,494	0	0	0	55,278	310,750	386,944
17:00 - 17:30	2,988	0	0	0	0	0	13,446	1,494	0	0	1,494	55,278	312,244	386,944
17:30 - 18:00	4,482	0	0	0	0	0	11,952	1,494	0	1,494	1,494	55,278	310,750	386,944
18:00 - 18:30	5,976	0	14,940	0	0	0	0	5,976	0	1,494	2,988	55,278	300,292	386,944
18:30 - 19:00	7,470	0	23,904	0	0	0	0	5,976	0	1,494	1,494	55,278	291,328	386,944
19:00 - 19:30	11,952	0	26,892	0	0	0	0	1,494	0	1,494	5,976	55,278	283,859	386,944
19:30 - 20:00	10,458	76,194	55,278	0	0	0	0	2,988	0	0	10,458	55,278	176,291	386,944
20:00 - 20:30	91,134	64,242	46,314	0	5,976	10,458	0	1,494	0	0	11,952	55,278	100,097	386,944
20:30 - 21:00	32,868	37,350	31,374	11,952	5,976	10,458	0	14,940	8,964	0	26,892	55,278	150,893	386,944
21:00 - 21:30	11,952	13,446	20,916	11,952	5,976	7,470	1,494	14,940	8,964	1,494	41,832	55,278	191,231	386,944
21:30 - 22:00	10,458	8,964	13,446	2,988	5,976	7,470	2,988	11,952	7,470	1,494	61,254	55,278	197,207	386,944
22:00 - 22:30	2,988	0	2,988	1,494	5,976	4,482	2,988	10,458	5,976	1,494	52,290	55,278	240,533	386,944
22:30 - 23:00	0	0	2,988	0	4,482	2,988	2,988	0	1,494	1,494	41,832	55,278	273,401	386,944
23:00 - 23:30	0	0	0	0	0	0	0	0	0	0	25,398	55,278	306,268	386,944
23:30 - 00:00	0	0	0	0	0	0	0	0	0	0	5,976	55,278	325,690	386,944

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

Note II: Timebands featuring a 'nil' viewership in the Table above have a TV viewership of less than 1,494 viewers on Monday.

TV Audience on TUESDAY

- The most watched timeband on Tuesday is 20:00 – 20:30 on TVM (104,217 Viewers).

**Table 11 – Q8 – TV Audience on TUESDAY – by Timeband
(Multiple-Response Q) (n=395,412)**

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

	TVM	ONE	NET TV	Smash	TVM+	TVM SPORT+	F Living	Xeik	UTV	GO Tokis	TSN 1-8 (Melita / GO)	Foreign station (ANY)	Did not watch TV	Did not watch TV during this timeslot	Total
00:00 – 00:30	-	-	-	-	-	-	-	-	-	-	-	-	42,913	352,499	395,412
00:30 – 01:00	-	-	-	-	-	-	-	-	-	-	-	-	42,913	352,499	395,412
01:00 – 01:30	-	-	-	-	-	-	-	-	-	-	-	-	42,913	352,499	395,412
01:30 – 02:00	-	-	-	-	-	-	-	-	-	-	-	-	42,913	352,499	395,412
02:00 – 02:30	-	-	-	-	-	-	-	-	-	-	-	-	42,913	352,499	395,412
02:30 – 03:00	-	-	-	-	-	-	-	-	-	-	-	-	42,913	352,499	395,412
03:00 – 03:30	-	-	-	-	-	-	-	-	-	-	-	-	42,913	352,499	395,412
03:30 – 04:00	-	-	-	-	-	-	-	-	-	-	-	-	42,913	352,499	395,412
04:00 – 04:30	-	-	-	-	-	-	-	-	-	-	-	-	42,913	352,499	395,412
04:30 – 05:00	-	-	-	-	-	-	-	-	-	-	-	-	42,913	352,499	395,412
05:00 – 05:30	-	-	-	-	-	-	-	-	-	-	-	-	42,913	352,499	395,412
05:30 – 06:00	-	-	-	-	-	-	-	-	-	-	-	-	42,913	352,499	395,412
06:00 – 06:30	-	-	-	-	-	-	-	-	-	-	-	-	42,913	352,499	395,412
06:30 – 07:00	-	-	-	-	-	-	-	-	-	-	-	-	42,913	352,499	395,412
07:00 – 07:30	-	-	-	-	-	-	-	-	-	-	-	-	42,913	352,499	395,412
07:30 – 08:00	-	-	-	-	-	-	-	-	-	-	-	-	42,913	352,499	395,412
08:00 – 08:30	-	12,261	-	-	-	-	-	-	-	1,533	-	-	42,913	338,706	395,412
08:30 – 09:00	-	1,533	-	-	-	-	-	-	1,533	-	-	-	42,913	349,434	395,412
09:00 – 09:30	-	-	-	-	-	-	-	-	-	-	-	-	42,913	352,499	395,412
09:30 – 10:00	13,793	-	-	-	-	-	-	-	-	-	-	-	42,913	338,706	395,412
10:00 – 10:30	1,533	-	-	-	-	-	-	-	-	-	-	-	42,913	350,366	395,412
10:30 – 11:00	1,533	-	1,533	-	-	-	-	-	-	1,533	-	-	42,913	347,301	395,412
11:00 – 11:30	1,533	-	-	-	-	-	-	-	-	1,533	-	-	42,913	349,434	395,412
11:30 – 12:00	1,533	-	-	-	-	-	-	-	-	1,533	-	-	42,913	349,434	395,412
12:00 – 12:30	6,130	-	6,130	-	-	-	-	-	-	1,533	-	-	42,913	338,706	395,412
12:30 – 13:00	6,130	-	10,728	-	-	-	3,065	-	-	-	-	-	42,913	332,575	395,412
13:00 – 13:30	6,130	-	10,728	-	-	-	10,728	-	-	1,533	-	-	42,913	323,380	395,412
13:30 – 14:00	7,663	-	10,728	-	-	-	16,859	-	-	-	-	-	42,913	317,249	395,412
14:00 – 14:30	7,663	13,793	10,728	-	-	-	18,391	-	-	-	-	6,130	42,913	295,793	395,412
14:30 – 15:00	6,130	13,793	7,663	-	-	-	18,391	-	-	-	-	12,261	42,913	294,260	395,412
15:00 – 15:30	7,663	1,533	4,598	-	-	-	13,793	-	-	-	-	13,793	42,913	311,119	395,412
15:30 – 16:00	3,065	1,533	4,598	-	-	-	10,728	-	-	-	-	12,261	42,913	320,314	395,412
16:00 – 16:30	-	4,598	3,065	-	-	-	6,130	-	-	1,533	-	3,065	42,913	334,108	395,412
16:30 – 17:00	-	4,598	3,065	-	-	-	4,598	-	-	1,533	-	3,065	42,913	335,640	395,412
17:00 – 17:30	6,130	4,598	-	-	-	-	1,533	-	1,533	4,598	-	1,533	42,913	332,575	395,412
17:30 – 18:00	6,130	4,598	-	-	-	-	1,533	-	1,533	4,598	-	-	42,913	334,108	395,412
18:00 – 18:30	6,130	4,598	15,326	-	-	-	-	1,533	7,663	3,065	-	-	42,913	314,184	395,412
18:30 – 19:00	6,130	4,598	24,522	-	-	-	10,728	-	1,533	7,663	-	6,130	42,913	291,195	395,412
19:00 – 19:30	7,663	4,598	27,587	-	-	-	13,793	-	-	3,065	-	10,728	42,913	285,064	395,412
19:30 – 20:00	7,663	78,163	58,239	-	-	-	13,793	-	-	3,065	-	10,728	42,913	180,847	395,412
20:00 – 20:30	104,217	53,641	50,576	-	1,533	12,261	-	-	3,065	-	12,261	4,598	42,913	110,348	395,412
20:30 – 21:00	30,652	35,250	36,783	-	6,130	16,859	-	-	19,924	7,663	13,793	32,185	42,913	153,260	395,412
21:00 – 21:30	10,728	29,119	29,119	3,065	6,130	12,261	-	-	19,924	9,196	49,043	33,717	42,913	150,195	395,412
21:30 – 22:00	7,663	15,326	19,924	9,196	6,130	12,261	-	-	19,924	9,196	50,576	41,380	42,913	160,923	395,412
22:00 – 22:30	6,130	10,728	13,793	9,196	6,130	12,261	-	-	18,391	7,663	50,576	32,185	42,913	185,445	395,412
22:30 – 23:00	4,598	9,196	7,663	-	6,130	12,261	-	-	1,533	-	49,043	19,924	42,913	242,152	395,412
23:00 – 23:30	-	1,533	-	-	1,533	-	-	-	-	-	1,533	12,261	42,913	335,640	395,412
23:30 – 00:00	-	-	-	-	-	-	-	-	-	-	-	4,598	42,913	347,301	395,412

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

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

TV Audience on WEDNESDAY

- ♦ The most watched timeband on Wednesday is 20:00 - 20:30 on TVM (90,424 TV Viewers).

**Table 12 – Q8 – TV Audience on WEDNESDAY – by Timeband
(Multiple-Response Q) (n=410,738)**

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

	TVM	ONE	NET TV	Smash	TVM+	TVM SPORT+	F Living	UTV	GO Stars	GO Tokis	TSN 1-8 (Melita / GO)	Foreign station (ANY)	Did not watch TV	Did not watch TV during this timeslot	Total
00:00 – 00:30	0	0	0	0	0	0	0	0	0	0	0	0	32,185	378,553	410,738
00:30 – 01:00	0	0	0	0	0	0	0	0	0	0	0	0	32,185	378,553	410,738
01:00 – 01:30	0	0	0	0	0	0	0	0	0	0	0	0	32,185	378,553	410,738
01:30 – 02:00	0	0	0	0	0	0	0	0	0	0	0	0	32,185	378,553	410,738
02:00 – 02:30	0	0	0	0	0	0	0	0	0	0	0	0	32,185	378,553	410,738
02:30 – 03:00	0	0	0	0	0	0	0	0	0	0	0	0	32,185	378,553	410,738
03:00 – 03:30	0	0	0	0	0	0	0	0	0	0	0	0	32,185	378,553	410,738
03:30 – 04:00	0	0	0	0	0	0	0	0	0	0	0	0	32,185	378,553	410,738
04:00 – 04:30	0	0	0	0	0	0	0	0	0	0	0	0	32,185	378,553	410,738
04:30 – 05:00	0	0	0	0	0	0	0	0	0	0	0	0	32,185	378,553	410,738
05:00 – 05:30	0	0	0	0	0	0	0	0	0	0	0	0	32,185	378,553	410,738
05:30 – 06:00	0	0	0	0	0	0	0	0	0	0	0	0	32,185	378,553	410,738
06:00 – 06:30	0	0	0	0	0	0	0	0	0	0	0	0	32,185	378,553	410,738
06:30 – 07:00	0	0	0	0	0	0	0	0	0	0	0	0	32,185	378,553	410,738
07:00 – 07:30	0	0	0	0	0	0	0	0	0	0	0	0	32,185	378,553	410,738
07:30 – 08:00	0	0	0	0	0	0	0	0	0	0	0	0	32,185	378,553	410,738
08:00 – 08:30	0	12,261	0	0	0	0	0	0	0	0	0	0	32,185	366,232	410,738
08:30 – 09:00	0	0	0	0	0	0	0	0	0	0	0	0	32,185	378,553	410,738
09:00 – 09:30	0	0	0	0	0	0	0	0	0	0	0	0	32,185	378,553	410,738
09:30 – 10:00	12,261	0	0	0	0	0	0	0	0	0	0	0	32,185	366,232	410,738
10:00 – 10:30	0	0	0	0	0	0	0	0	0	0	0	0	32,185	378,553	410,738
10:30 – 11:00	0	0	0	0	0	0	0	0	0	0	0	0	32,185	378,553	410,738
11:00 – 11:30	0	0	0	0	0	0	0	0	0	0	0	0	32,185	378,553	410,738
11:30 – 12:00	0	0	0	0	0	0	0	0	0	0	0	0	32,185	378,553	410,738
12:00 – 12:30	4,598	0	10,728	0	0	0	0	0	0	0	0	1,533	32,185	361,695	410,738
12:30 – 13:00	4,598	0	6,130	0	0	0	12,261	0	0	0	0	0	32,185	355,564	410,738
13:00 – 13:30	7,663	1,533	7,663	0	0	0	12,261	0	0	0	0	0	32,185	343,434	410,738
13:30 – 14:00	9,196	1,533	7,663	0	0	0	12,261	0	0	0	0	0	32,185	347,901	410,738
14:00 – 14:30	10,728	6,130	7,663	0	0	0	7,663	0	0	1,533	0	1,533	32,185	343,303	410,738
14:30 – 15:00	10,728	7,663	6,130	0	0	0	3,065	0	0	1,533	0	7,663	32,185	341,771	410,738
15:00 – 15:30	9,196	9,196	6,130	0	0	0	1,533	0	0	1,533	0	10,728	32,185	340,238	410,738
15:30 – 16:00	7,663	7,663	1,533	0	0	0	0	0	0	0	0	9,196	32,185	352,499	410,738
16:00 – 16:30	3,065	9,196	0	0	0	0	4,598	0	0	0	0	7,663	32,185	354,032	410,738
16:30 – 17:00	3,065	12,261	1,533	0	0	0	4,598	0	0	0	0	6,130	32,185	350,966	410,738
17:00 – 17:30	6,130	12,261	1,533	0	0	0	4,598	0	0	0	0	1,533	32,185	352,499	410,738
17:30 – 18:00	7,663	12,261	1,533	0	0	0	4,598	0	0	0	0	0	32,185	352,499	410,738
18:00 – 18:30	6,130	9,196	16,859	0	0	0	0	10,728	0	0	0	4,598	32,185	331,043	410,738
18:30 – 19:00	6,130	9,196	18,391	0	0	3,065	0	10,728	0	0	0	6,130	32,185	324,912	410,738
19:00 – 19:30	7,663	12,261	24,522	0	0	4,598	0	4,598	0	0	0	13,793	32,185	311,119	410,738
19:30 – 20:00	9,196	67,435	59,772	0	0	6,130	0	1,533	0	0	0	15,326	32,185	219,162	410,738
20:00 – 20:30	90,424	50,576	50,576	1,533	4,598	6,130	0	1,533	1,533	0	0	16,859	32,185	154,793	410,738
20:30 – 21:00	41,380	42,913	50,576	3,065	6,130	13,793	1,533	10,728	1,533	9,196	0	30,652	32,185	167,054	410,738
21:00 – 21:30	10,391	42,913	50,576	3,065	6,130	15,326	12,261	10,728	0	9,196	56,706	27,587	32,185	125,674	410,738
21:30 – 22:00	12,261	12,261	24,522	3,065	6,130	15,326	13,793	10,728	0	9,196	59,772	36,783	32,185	174,717	410,738
22:00 – 22:30	3,065	9,196	7,663	0	6,130	13,793	9,196	10,728	0	6,130	59,772	26,054	32,185	226,825	410,738
22:30 – 23:00	1,533	3,065	1,533	0	6,130	10,728	3,065	0	0	0	59,772	21,456	32,185	271,271	410,738
23:00 – 23:30	0	0	0	0	3,065	0	1,533	0	0	0	7,663	15,326	32,185	350,966	410,738
23:30 – 00:00	0	0	0	0	0	0	0	0	0	0	0	4,598	32,185	373,955	410,738

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

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

TV Audience on THURSDAY

The **most watched timeband** on Thursday is 20:00-20:30 on TVM (84,293 TV Viewers).

**Table 13 – Q8 – TV Audience on THURSDAY – by Timeband
(Multiple-Response Q) (n=406,140)**

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+	TVM SPORT+	F Living	Xeik	UTV	GO Tokis	TSN 1-8 (Melfia / GO)	Foreign station (ANY)	Did not watch TV	Did not watch TV during this timeslot	Total
00:00 - 00:30	0	0	0	0	0	0	0	0	0	0	0	0	61,304	344,836	406,140
00:30 - 01:00	0	0	0	0	0	0	0	0	0	0	0	0	61,304	344,836	406,140
01:00 - 01:30	0	0	0	0	0	0	0	0	0	0	0	0	61,304	344,836	406,140
01:30 - 02:00	0	0	0	0	0	0	0	0	0	0	0	0	61,304	344,836	406,140
02:00 - 02:30	0	0	0	0	0	0	0	0	0	0	0	0	61,304	344,836	406,140
02:30 - 03:00	0	0	0	0	0	0	0	0	0	0	0	0	61,304	344,836	406,140
03:00 - 03:30	0	0	0	0	0	0	0	0	0	0	0	0	61,304	344,836	406,140
03:30 - 04:00	0	0	0	0	0	0	0	0	0	0	0	0	61,304	344,836	406,140
04:00 - 04:30	0	0	0	0	0	0	0	0	0	0	0	0	61,304	344,836	406,140
04:30 - 05:00	0	0	0	0	0	0	0	0	0	0	0	0	61,304	344,836	406,140
05:00 - 05:30	0	0	0	0	0	0	0	0	0	0	0	0	61,304	344,836	406,140
05:30 - 06:00	0	0	0	0	0	0	0	0	0	0	0	0	61,304	344,836	406,140
06:00 - 06:30	0	0	0	0	0	0	0	0	0	0	0	0	61,304	344,836	406,140
06:30 - 07:00	0	0	0	0	0	0	0	0	0	0	0	0	61,304	344,836	406,140
07:00 - 07:30	0	0	0	0	0	0	0	0	0	0	0	0	61,304	344,836	406,140
07:30 - 08:00	0	0	0	0	0	0	0	0	0	0	0	0	61,304	344,836	406,140
08:00 - 08:30	0	10,728	0	0	0	0	0	0	0	0	0	0	61,304	334,108	406,140
08:30 - 09:00	0	1,533	0	0	0	0	0	0	0	0	0	0	61,304	343,303	406,140
09:00 - 09:30	0	0	0	0	0	0	0	0	0	0	0	0	61,304	344,836	406,140
09:30 - 10:00	10,728	0	0	0	0	0	0	0	0	0	0	0	61,304	334,108	406,140
10:00 - 10:30	0	0	0	0	0	0	0	0	0	0	0	0	61,304	344,836	406,140
10:30 - 11:00	0	0	0	0	0	0	0	0	0	0	0	0	61,304	344,836	406,140
11:00 - 11:30	0	0	0	0	0	0	0	0	0	0	0	0	61,304	344,836	406,140
11:30 - 12:00	0	0	0	0	0	0	0	0	0	0	0	0	61,304	344,836	406,140
12:00 - 12:30	0	0	12,261	0	0	0	0	0	0	0	0	0	61,304	332,575	406,140
12:30 - 13:00	0	0	4,598	0	0	0	0	0	0	1,533	0	0	61,304	338,705	406,140
13:00 - 13:30	1,533	0	4,598	0	0	0	1,533	0	0	1,533	0	0	61,304	335,640	406,140
13:30 - 14:00	1,533	0	12,261	0	0	0	6,130	0	0	1,533	0	0	61,304	323,379	406,140
14:00 - 14:30	1,533	10,728	12,261	0	0	0	10,728	0	0	0	0	3,065	61,304	306,521	406,140
14:30 - 15:00	1,533	10,728	12,261	0	0	0	12,261	0	0	0	0	3,065	61,304	304,988	406,140
15:00 - 15:30	3,065	9,196	9,196	0	0	0	12,261	0	0	0	0	3,065	61,304	308,053	406,140
15:30 - 16:00	3,065	4,598	3,065	0	0	0	12,261	0	0	0	0	3,065	61,304	318,782	406,140
16:00 - 16:30	3,065	13,793	3,065	0	0	0	1,533	0	0	1,533	0	3,065	61,304	318,782	406,140
16:30 - 17:00	3,065	15,326	3,065	0	0	0	1,533	0	0	1,533	0	4,598	61,304	315,716	406,140
17:00 - 17:30	6,130	15,326	1,533	0	0	0	1,533	0	0	1,533	0	3,065	61,304	315,716	406,140
17:30 - 18:00	6,130	12,261	1,533	0	0	0	3,065	0	0	0	0	3,065	61,304	318,782	406,140
18:00 - 18:30	9,196	6,130	19,924	0	0	0	1,533	0	6,130	0	0	0	61,304	301,923	406,140
18:30 - 19:00	7,663	6,130	35,250	0	0	0	0	0	7,663	0	3,065	7,663	61,304	277,401	406,140
19:00 - 19:30	7,663	9,196	38,315	0	0	0	0	0	6,130	0	3,065	7,663	61,304	272,803	406,140
19:30 - 20:00	7,663	58,239	58,239	0	0	0	0	0	4,598	0	3,065	7,663	61,304	205,369	406,140
20:00 - 20:30	84,293	45,978	53,641	0	4,598	1,533	0	1,533	4,598	3,065	3,065	19,924	61,304	122,608	406,140
20:30 - 21:00	33,717	38,315	26,054	12,261	7,663	1,533	0	4,598	15,326	19,924	3,065	30,652	61,304	151,728	406,140
21:00 - 21:30	16,859	18,391	16,859	12,261	7,663	7,663	3,065	4,598	15,326	19,924	36,782	30,652	61,304	154,793	406,140
21:30 - 22:00	15,326	18,391	12,261	1,533	7,663	7,663	3,065	4,598	15,326	19,924	38,315	52,109	61,304	148,663	406,140
22:00 - 22:30	6,130	6,130	3,065	0	1,533	7,663	3,065	4,598	9,196	19,924	38,315	42,913	61,304	202,304	406,140
22:30 - 23:00	3,065	3,065	3,065	0	0	7,663	3,065	0	0	3,065	38,315	30,652	61,304	252,880	406,140
23:00 - 23:30	1,533	0	1,533	0	0	0	1,533	0	0	0	3,065	21,456	61,304	315,716	406,140
23:30 - 00:00	0	0	0	0	0	0	0	0	0	0	0	13,793	61,304	331,042	406,140

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.

TV Audience on FRIDAY

- The most watched timeband on Friday is 20:00 – 20:30 on TVM (84,293 TV Viewers).

**Table 14 – Q8 – TV Audience on FRIDAY – by Timeband
(Multiple-Response Q) (n=410,738)**

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

	TVM	ONE	NET TV	Smash	TVM+	TVM SPORT+	F Living	Xejk	UTV	GO Tokis	TSN 1-8 (Melita / GO)	Foreign station (ANY)	Did not watch TV	Did not watch TV during this timeslot	Total
00:00 - 00:30	0	0	0	0	0	0	0	0	0	0	0	0	72,032	338,706	410,738
00:30 - 01:00	0	0	0	0	0	0	0	0	0	0	0	0	72,032	338,706	410,738
01:00 - 01:30	0	0	0	0	0	0	0	0	0	0	0	0	72,032	338,706	410,738
01:30 - 02:00	0	0	0	0	0	0	0	0	0	0	0	0	72,032	338,706	410,738
02:00 - 02:30	0	0	0	0	0	0	0	0	0	0	0	0	72,032	338,706	410,738
02:30 - 03:00	0	0	0	0	0	0	0	0	0	0	0	0	72,032	338,706	410,738
03:00 - 03:30	0	0	0	0	0	0	0	0	0	0	0	0	72,032	338,706	410,738
03:30 - 04:00	0	0	0	0	0	0	0	0	0	0	0	0	72,032	338,706	410,738
04:00 - 04:30	0	0	0	0	0	0	0	0	0	0	0	0	72,032	338,706	410,738
04:30 - 05:00	0	0	0	0	0	0	0	0	0	0	0	0	72,032	338,706	410,738
05:00 - 05:30	0	0	0	0	0	0	0	0	0	0	0	0	72,032	338,706	410,738
05:30 - 06:00	0	0	0	0	0	0	0	0	0	0	0	0	72,032	338,706	410,738
06:00 - 06:30	0	0	0	0	0	0	0	0	0	0	0	0	72,032	338,706	410,738
06:30 - 07:00	0	0	0	0	0	0	0	0	0	0	0	0	72,032	338,706	410,738
07:00 - 07:30	0	0	0	0	0	0	0	0	0	0	0	1,533	72,032	337,173	410,738
07:30 - 08:00	0	0	0	0	0	0	0	0	0	0	0	1,533	72,032	337,173	410,738
08:00 - 08:30	0	12,261	0	0	0	0	0	0	0	0	0	0	72,032	326,445	410,738
08:30 - 09:00	0	3,065	0	0	0	0	0	0	0	0	0	0	72,032	335,640	410,738
09:00 - 09:30	1,533	0	0	0	0	0	0	0	1,533	0	0	0	72,032	335,640	410,738
09:30 - 10:00	12,261	0	0	0	0	0	0	0	1,533	0	0	0	72,032	324,912	410,738
10:00 - 10:30	0	0	0	0	0	0	0	0	0	1,533	0	1,533	72,032	335,640	410,738
10:30 - 11:00	0	0	0	0	0	0	0	0	0	0	0	0	72,032	338,706	410,738
11:00 - 11:30	0	0	0	0	0	0	0	0	0	0	0	0	72,032	338,706	410,738
11:30 - 12:00	0	0	0	0	0	0	0	0	0	0	0	0	72,032	338,706	410,738
12:00 - 12:30	1,533	0	10,728	0	0	0	0	0	0	0	0	0	72,032	326,445	410,738
12:30 - 13:00	3,065	0	6,130	0	0	0	0	0	1,533	0	0	0	72,032	327,977	410,738
13:00 - 13:30	3,065	1,533	6,130	0	0	0	1,533	0	1,533	0	1,533	0	72,032	323,380	410,738
13:30 - 14:00	3,065	1,533	6,130	0	0	0	3,065	0	1,533	0	1,533	0	72,032	321,847	410,738
14:00 - 14:30	3,065	6,130	6,130	0	0	0	4,598	0	1,533	0	1,533	3,065	72,032	312,651	410,738
14:30 - 15:00	3,065	7,663	6,130	0	0	0	4,598	0	1,533	0	0	4,598	72,032	311,119	410,738
15:00 - 15:30	3,065	9,196	3,065	0	0	0	4,598	0	0	0	0	4,598	72,032	314,184	410,738
15:30 - 16:00	3,065	7,663	1,533	0	0	0	4,598	0	0	0	0	4,598	72,032	317,249	410,738
16:00 - 16:30	0	0	0	0	0	0	3,065	0	0	0	0	4,598	72,032	331,043	410,738
16:30 - 17:00	0	0	0	0	0	0	3,065	0	0	0	1,533	4,598	72,032	329,510	410,738
17:00 - 17:30	3,065	3,065	0	0	0	0	3,065	0	0	1,533	1,533	4,598	72,032	321,847	410,738
17:30 - 18:00	4,598	4,598	0	0	0	0	3,065	0	0	1,533	3,065	3,065	72,032	318,782	410,738
18:00 - 18:30	6,130	4,598	19,924	0	0	0	0	0	6,130	1,533	0	3,065	72,032	297,325	410,738
18:30 - 19:00	7,663	6,130	27,587	0	0	0	0	0	6,130	0	0	6,130	72,032	285,064	410,738
19:00 - 19:30	13,793	9,196	61,304	0	0	0	0	0	6,130	1,533	0	10,728	72,032	236,021	410,738
19:30 - 20:00	15,326	53,641	65,902	0	0	1,533	0	0	4,598	1,533	1,533	12,261	72,032	182,380	410,738
20:00 - 20:30	84,293	53,641	65,902	0	1,533	1,533	0	1,533	3,065	1,533	3,065	19,924	72,032	102,685	410,738
20:30 - 21:00	27,587	42,913	65,902	9,196	6,130	3,065	0	1,533	13,793	9,196	1,533	35,250	72,032	122,608	410,738
21:00 - 21:30	13,793	32,185	38,315	9,196	6,130	3,065	0	1,533	16,859	9,196	1,533	41,380	72,032	165,521	410,738
21:30 - 22:00	10,728	26,054	41,380	1,533	6,130	3,065	0	1,533	16,859	7,663	0	49,043	72,032	174,717	410,738
22:00 - 22:30	7,663	12,261	41,380	0	6,130	3,065	0	0	13,793	6,130	0	49,043	72,032	199,239	410,738
22:30 - 23:00	4,598	1,533	41,380	0	4,598	1,533	0	0	6,130	0	0	39,848	72,032	239,086	410,738
23:00 - 23:30	0	0	4,598	0	0	0	0	0	0	0	0	22,989	72,032	311,119	410,738
23:30 - 00:00	0	0	0	0	0	0	0	0	0	0	0	18,391	72,032	320,314	410,738

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

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

TV Audience on SATURDAY

- The most watched timeband on Saturday is 20:00 – 20:30 on TVM (79,695 TV Viewers).

**Table 15 – Q8 – TV Audience on SATURDAY – by Timeband
(Multiple-Response Q) (n=407,672)**

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

	TVM	ONE	NET TV	Smash	TVM +	TVM SPORT+	F Living	Xejk	UTV	GO Tokis	TSN 1-8 (Melita / GO)	Foreign station (ANY)	Did not watch TV	Did not watch TV during this timeslot	Total
00:00 - 00:30	0	0	0	0	0	0	0	0	0	0	0	3,065	91,956	312,651	407,672
00:30 - 01:00	0	0	0	0	0	0	0	0	0	0	0	3,065	91,956	312,651	407,672
01:00 - 01:30	0	0	0	0	0	0	0	0	0	0	0	1,533	91,956	314,183	407,672
01:30 - 02:00	0	0	0	0	0	0	0	0	0	0	0	1,533	91,956	314,183	407,672
02:00 - 02:30	0	0	0	0	0	0	0	0	0	0	0	1,533	91,956	314,183	407,672
02:30 - 03:00	0	0	0	0	0	0	0	0	0	0	0	1,533	91,956	314,183	407,672
03:00 - 03:30	0	0	0	0	0	0	0	0	0	0	0	1,533	91,956	314,183	407,672
03:30 - 04:00	0	0	0	0	0	0	0	0	0	0	0	1,533	91,956	314,183	407,672
04:00 - 04:30	0	0	0	0	0	0	0	0	0	0	0	1,533	91,956	314,183	407,672
04:30 - 05:00	0	0	0	0	0	0	0	0	0	0	0	1,533	91,956	314,183	407,672
05:00 - 05:30	0	0	0	0	0	0	0	0	0	0	0	0	91,956	315,716	407,672
05:30 - 06:00	0	0	0	0	0	0	0	0	0	0	0	0	91,956	315,716	407,672
06:00 - 06:30	0	0	0	0	0	0	0	0	0	0	0	0	91,956	315,716	407,672
06:30 - 07:00	0	0	0	0	0	0	0	0	0	0	0	0	91,956	315,716	407,672
07:00 - 07:30	0	1,533	0	0	0	0	0	0	0	0	0	0	91,956	314,183	407,672
07:30 - 08:00	0	0	0	0	0	0	0	0	0	0	0	0	91,956	315,716	407,672
08:00 - 08:30	1,533	12,261	0	0	0	0	0	0	0	0	0	0	91,956	301,922	407,672
08:30 - 09:00	0	1,533	0	0	0	0	0	0	0	0	0	0	91,956	314,183	407,672
09:00 - 09:30	3,065	1,533	0	0	0	0	0	0	0	0	0	0	91,956	311,118	407,672
09:30 - 10:00	9,196	1,533	0	0	0	0	0	0	0	0	0	0	91,956	304,988	407,672
10:00 - 10:30	1,533	1,533	0	0	0	0	0	0	0	0	0	0	91,956	312,651	407,672
10:30 - 11:00	1,533	1,533	0	0	0	0	0	0	0	0	0	0	91,956	312,651	407,672
11:00 - 11:30	1,533	1,533	0	0	0	0	0	0	0	0	0	0	91,956	312,651	407,672
11:30 - 12:00	1,533	1,533	0	0	0	0	0	0	0	0	0	0	91,956	312,651	407,672
12:00 - 12:30	3,065	1,533	10,728	0	0	0	0	0	0	0	0	0	91,956	300,390	407,672
12:30 - 13:00	1,533	1,533	9,196	0	0	0	1,533	0	0	0	0	0	91,956	301,922	407,672
13:00 - 13:30	1,533	1,533	3,065	0	0	0	3,065	0	0	1,533	0	0	91,956	304,988	407,672
13:30 - 14:00	1,533	3,065	7,663	0	0	1,533	4,598	0	0	1,533	9,196	0	91,956	286,596	407,672
14:00 - 14:30	1,533	1,533	7,663	0	0	1,533	1,533	0	0	4,598	7,663	4,598	91,956	285,064	407,672
14:30 - 15:00	3,065	3,065	4,598	0	0	1,533	1,533	0	1,533	4,598	7,663	3,065	91,956	285,064	407,672
15:00 - 15:30	1,533	3,065	4,598	0	0	0	1,533	0	1,533	1,533	7,663	6,130	91,956	288,129	407,672
15:30 - 16:00	1,533	4,598	1,533	0	0	0	1,533	0	1,533	1,533	1,533	3,065	91,956	298,857	407,672
16:00 - 16:30	1,533	4,598	3,065	0	0	1,533	0	0	0	3,065	4,598	4,598	91,956	292,727	407,672
16:30 - 17:00	1,533	4,598	3,065	0	0	3,065	0	0	0	3,065	3,065	3,065	91,956	294,259	407,672
17:00 - 17:30	1,533	4,598	3,065	0	0	9,196	0	0	0	3,065	3,065	4,598	91,956	286,596	407,672
17:30 - 18:00	1,533	4,598	1,533	0	0	9,196	0	0	0	3,065	4,598	3,065	91,956	288,129	407,672
18:00 - 18:30	6,130	10,728	1,533	0	1,533	9,196	0	0	4,598	3,065	12,261	4,598	91,956	262,075	407,672
18:30 - 19:00	3,065	18,391	3,065	0	1,533	9,196	0	0	7,663	3,065	18,391	6,130	91,956	245,216	407,672
19:00 - 19:30	3,065	19,924	45,978	0	1,533	10,728	0	0	7,663	1,533	16,859	4,598	91,956	203,836	407,672
19:30 - 20:00	7,663	42,913	44,445	0	1,533	6,130	0	0	7,663	0	16,859	9,196	91,956	179,314	407,672
20:00 - 20:30	79,695	29,119	44,445	1,533	1,533	4,598	0	0	6,130	0	10,728	9,196	91,956	128,739	407,672
20:30 - 21:00	45,978	22,989	47,511	3,065	0	4,598	0	0	4,598	0	16,859	22,989	91,956	147,130	407,672
21:00 - 21:30	19,924	13,793	67,434	1,533	0	4,598	4,598	1,533	6,130	0	15,326	35,250	91,956	145,597	407,672
21:30 - 22:00	10,728	6,130	75,097	1,533	0	0	4,598	1,533	6,130	0	15,326	41,380	91,956	153,260	407,672
22:00 - 22:30	4,598	4,598	75,097	0	0	0	4,598	0	6,130	0	15,326	41,380	91,956	163,988	407,672
22:30 - 23:00	1,533	4,598	75,097	0	0	0	3,065	0	0	0	15,326	36,782	91,956	179,314	407,672
23:00 - 23:30	1,533	4,598	59,771	0	0	0	0	0	0	0	0	26,054	91,956	223,760	407,672
23:30 - 00:00	1,533	0	26,054	0	0	0	0	0	0	0	0	18,391	91,956	269,738	407,672

BA – Audience Survey September 2025 – Research Findings Report

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

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

8.9 Average Daily TV Viewership – [Q8]

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

Highest Daily Average TV Audience Shares

- ♦ **NET TV obtained the highest daily average audience share** on all the 7 days of the week of assessment, obtaining the following **daily average TV viewership** and **daily percentage average TV viewership** respectively:
 - ✓ Sunday: 7,855 (21.9%), Monday: 6,754 (21.3%), Tuesday: 7,440 (19%), Wednesday: 7,567 (19.4%), Thursday: 7,248 (20.2%), Friday: 10,824 (31%) and Saturday: 13,027 (34.3%).

Highest Weekly % Average TV Audience Shares

- ♦ The local TV station with **the highest weekly percentage average audience share** is **NET TV** standing at 23.9%, followed by **ONE** (17.6%) and **TVM** (13.9%). **‘Foreign stations (various)’** is being excluded from this ‘local TV station’ weekly audience ranking.

Readers are reminded that the “**highest daily average TV audience shares**” and the “**highest weekly % average TV audience shares**” above refer to:

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

Research Findings in Detail

Tables below illustrate details on these research findings.

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

	TVM	ONE	NET TV	Smash	TVM+	TVM SPORT+	F Living	Xejk	UTV	GO Stars	GO Tokis	TSN 1-8 (Melita / GO)	Foreign station (ANY)
Sunday	4,534	6,801	7,855	32	351	511	543	96	1,501	0	990	7,248	5,396
Monday	4,638	6,287	6,754	591	716	965	2,552	0	1,587	0	996	249	6,443
Tuesday	5,715	6,450	7,440	447	702	2,427	2,203	64	2,267	0	1,213	5,300	4,853
Wednesday	6,098	7,312	7,567	224	798	1,852	2,267	0	1,501	64	798	5,077	5,524
Thursday	4,885	6,545	7,248	543	607	702	1,628	415	1,756	0	1,980	3,544	6,067
Friday	4,917	6,226	10,824	415	639	351	734	128	2,171	0	894	383	7,216
Saturday	4,726	5,013	13,027	160	160	1,596	671	64	1,277	0	734	4,215	6,386

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 – Percentage Average Audience Share By Weekday and By Station

	TVM	ONE	NET TV	Smash	TVM+	TVM SPORT+	F Living	Xejk	UTV	GO Stars	GO Tokis	TSN 1-8 (Melita / GO)	Foreign station (ANY)
Sunday	12.6%	19.0%	21.9%	0.1%	1.0%	1.4%	1.5%	0.3%	4.2%	0.0%	2.8%	20.2%	15.0%
Monday	14.6%	19.8%	21.3%	1.9%	2.3%	3.0%	8.0%	0.0%	5.0%	0.0%	3.1%	0.8%	20.3%
Tuesday	14.6%	16.5%	19.0%	1.1%	1.8%	6.2%	5.6%	0.2%	5.8%	0.0%	3.1%	13.6%	12.4%
Wednesday	15.6%	18.7%	19.4%	0.6%	2.0%	4.7%	5.8%	0.0%	3.8%	0.2%	2.0%	13.0%	14.1%
Thursday	13.6%	18.2%	20.2%	1.5%	1.7%	2.0%	4.5%	1.2%	4.9%	0.0%	5.5%	9.9%	16.9%
Friday	14.1%	17.8%	31.0%	1.2%	1.8%	1.0%	2.1%	0.4%	6.2%	0.0%	2.6%	1.1%	20.7%
Saturday	12.4%	13.2%	34.3%	0.4%	0.4%	4.2%	1.8%	0.2%	3.4%	0.0%	1.9%	11.1%	16.8%
Average	13.9%	17.6%	23.9%	1.0%	1.6%	3.2%	4.2%	0.3%	4.8%	0.02%	3.0%	9.9%	16.6%

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]

- 93.5% of all 1834 TV Viewers **did not watch any local TV programmes on demand/catch-up** in the previous 7 days.
- Whilst the remaining 6.5% 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, 16.8% watched **Opinjoni (NET TV)**, 13.4% watched **TVM's News Bulletin**, 12.6% watched **Insights (TVM+)**.

Research Findings in Detail

Tables below illustrate details on these research findings.

Table 17.1 – Q9 – Having watched local TV programmes on demand/catch-up in the previous 7 days – by Age & Gender (n=1834)

Counts Break % Respondents	Total	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	1834	144	310	321	275	255	255	274	935	899
No	1715 93.5%	138 95.8%	299 96.5%	300 93.5%	258 93.8%	239 93.7%	226 88.6%	255 93.1%	871 93.2%	844 93.9%
Yes	119 6.5%	6 4.2%	11 3.5%	21 6.5%	17 6.2%	16 6.3%	29 11.4%	19 6.9%	64 6.8%	55 6.1%

**Table 17.2 – Q9a – Local programmes watched on demand/catch-up in the previous 7 days
– by Age & Gender (Multiple-Response Q) (n=119)**

NOTE: Respondents were given the possibility to mention up to 3 local programmes which they watched on demand/catch-up in the previous 7 days. Hence, the totals depicted in this table do not total up to 119.

Counts Break % Respondents	Total	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	119	6	11	21	17	16	29	19	64	55
Opinjoni	20 16.8%	-	3	9	4	1	3	-	15	5
		-	27.3%	42.9%	23.5%	6.3%	10.3%	-	23.4%	9.1%
News Bulletin - TVM	16 13.4%	-	2	-	3	2	4	5	6	10
		-	18.2%	-	17.6%	12.5%	13.8%	26.3%	9.4%	18.2%
Insights	15 12.6%	-	-	3	4	3	5	-	12	3
		-	-	14.3%	23.5%	18.8%	17.2%	-	18.8%	5.5%
Qabza	14 11.8%	1	3	5	2	2	1	-	6	8
		16.7%	27.3%	23.8%	11.8%	12.5%	3.4%	-	9.4%	14.5%
News Bulletin – NET	12 10.1%	1	1	2	-	4	1	3	8	4
		16.7%	9.1%	9.5%	-	25.0%	3.4%	15.8%	12.5%	7.3%
Xtra Sajf	11 9.2%	-	1	3	1	1	4	1	11	-
		-	9.1%	14.3%	5.9%	6.3%	13.8%	5.3%	17.2%	-
Football matches (various)	11 9.2%	-	2	4	2	1	2	-	7	4
		-	18.2%	19.0%	11.8%	6.3%	6.9%	-	10.9%	7.3%
Festa Festun	11 9.2%	-	1	4	2	1	3	-	7	4
		-	9.1%	19.0%	11.8%	6.3%	10.3%	-	10.9%	7.3%
Dijanjosi	10 8.4%	-	-	-	2	3	3	2	7	3
		-	-	-	11.8%	18.8%	10.3%	10.5%	10.9%	5.5%
News Bulletin - ONE	9 7.6%	-	-	-	1	3	4	1	6	3
		-	-	-	5.9%	18.8%	13.8%	5.3%	9.4%	5.5%
Division 7	8 6.7%	-	2	3	1	-	2	-	3	5
		-	18.2%	14.3%	5.9%	-	6.9%	-	4.7%	9.1%
Xow	6 5.0%	-	2	1	1	-	2	-	2	4
		-	18.2%	4.8%	5.9%	-	6.9%	-	3.1%	7.3%
Simpatiji	6 5.0%	1	-	1	-	1	3	-	4	2
		16.7%	-	4.8%	-	6.3%	10.3%	-	6.3%	3.6%
Deja Vu	6 5.0%	1	-	1	1	-	2	1	1	5
		16.7%	-	4.8%	5.9%	-	6.9%	5.3%	1.6%	9.1%
Masterchef Malta	6 5.0%	1	1	-	1	1	2	-	3	3
		16.7%	9.1%	-	5.9%	6.3%	6.9%	-	4.7%	5.5%
Undercover	6 5.0%	1	-	-	-	2	-	3	2	4
		16.7%	-	-	-	12.5%	-	15.8%	3.1%	7.3%
Ħadt l-Aħbar	4 3.4%	-	-	1	1	-	2	-	4	-
		-	-	4.8%	5.9%	-	6.9%	-	6.3%	-
Perspettivi	4 3.4%	-	-	2	1	1	-	-	2	2
		-	-	9.5%	5.9%	6.3%	-	-	3.1%	3.6%
Persuni Rapurtati Nieqsa (PRN)	4 3.4%	-	-	2	1	-	1	-	1	3
		-	-	9.5%	5.9%	-	3.4%	-	1.6%	5.5%
Quddiesa tal-Jum - TVM	3 2.5%	1	-	-	-	-	-	2	1	2
		16.7%	-	-	-	-	-	10.5%	1.6%	3.6%

BA – Audience Survey September 2025 – Research Findings Report

Quddiesa tal-Jum - ONE	3 2.5%	- -	- -	- -	- -	1 6.3%	- -	2 10.5%	1 1.6%	2 3.6%
Home Sweet Home	3 2.5%	1 16.7%	1 9.1%	1 4.8%	- -	- -	- -	- -	- -	3 5.5%
Sibt il-Punt	3 2.5%	- -	- -	- -	- -	1 6.3%	2 6.9%	- -	2 3.1%	1 1.8%
Freda il-Fra	3 2.5%	- -	- -	2 9.5%	- -	- -	1 3.4%	- -	1 1.6%	2 3.6%
Inzekzek	2 1.7%	- -	1 9.1%	1 4.8%	- -	- -	- -	- -	- -	2 3.6%
F Living Show	2 1.7%	- -	- -	- -	- -	- -	1 3.4%	1 5.3%	- -	2 3.6%
Manwela	1 0.8%	- -	- -	1 4.8%	- -	- -	- -	- -	- -	1 1.8%
Vi jew Va	1 0.8%	- -	- -	- -	1 5.9%	- -	- -	- -	1 1.6%	- -
Analizi	1 0.8%	- -	- -	1 4.8%	- -	- -	- -	- -	1 1.6%	- -
Profili	1 0.8%	- -	- -	- -	- -	- -	1 3.4%	- -	- -	1 1.8%
Linja Diretta	1 0.8%	- -	- -	- -	- -	1 6.3%	- -	- -	1 1.6%	- -
Fortuna	1 0.8%	- -	- -	- -	- -	- -	- -	1 5.3%	1 1.6%	- -
The Local Traveller	1 0.8%	- -	- -	- -	- -	1 6.3%	- -	- -	- -	1 1.8%
Ritratti	1 0.8%	- -	- -	- -	- -	- -	1 3.4%	- -	1 1.6%	- -
Mill-Chcina ta' Dari	1 0.8%	- -	- -	- -	- -	- -	1 3.4%	- -	1 1.6%	- -
Prezz L-Imħabba	1 0.8%	- -	- -	- -	- -	- -	- -	1 5.3%	- -	1 1.8%

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.

- 94.7% of all 1834 TV viewers, use 'Paid Subscription (Melita/GO/Epic)' as one of the reception services for watching TV. This is the most used reception service for watching TV across all age groups.
- 10.5% use 'Streaming on laptop/tablet/PC'.

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=1834)**

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	1834	144	310	321	275	255	255	274	935	899
Paid subscription [e.g. Melita/Go/Epic]	1737 94.7%	141 97.9%	301 97.1%	299 93.1%	266 96.7%	250 98.0%	246 96.5%	234 85.4%	881 94.2%	856 95.2%
Other [Streaming on laptop/tablet/PC]	193 10.5%	21 14.6%	42 13.5%	47 14.6%	45 16.4%	25 9.8%	11 4.3%	2 0.7%	103 11.0%	90 10.0%
Android box [Internet based services]	130 7.1%	5 3.5%	17 5.5%	41 12.8%	25 9.1%	26 10.2%	7 2.7%	9 3.3%	81 8.7%	49 5.5%
Satellite	88 4.8%	7 4.9%	19 6.1%	19 5.9%	19 6.9%	18 7.1%	3 1.2%	3 1.1%	41 4.4%	47 5.2%
IPTV [Streaming services]	82 4.5%	11 7.6%	14 4.5%	22 6.9%	15 5.5%	13 5.1%	4 1.6%	3 1.1%	44 4.7%	38 4.2%
Free-to-air	33 1.8%	- -	- -	- -	- -	- -	4 1.6%	29 10.6%	13 1.4%	20 2.2%

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.

<i>TV Viewers' Suggestions on improving Local TV</i>	
✓	too many programme repeats in the summer schedule; new programmes should be produced for the summer TV schedule too
✓	too many philanthropic fund-raising marathons on weekends; not engaging anymore
✓	too many adverts
✓	more quiz and game shows
✓	more Maltese 'light' drama/comedy
✓	more throw-back drama
✓	more quality Maltese drama
✓	more programmes targeting youths
✓	less biased news bulletins on TVM
✓	less partisan politics
✓	more films/TV series
✓	more cultural/educational programmes
✓	more discussion programmes (on various topical subjects)
✓	better presenters to lead discussion programmes
✓	new programme presenters should be introduced
✓	better Maltese diction to be used by presenters
✓	more reality shows
✓	more variety of programmes

9. RADIO LISTENERSHIP – FINDINGS

9.1 Introduction

- **Just over 2 in 3 of Maltese residents are radio listeners** (70%); this finding is observed across all age cohorts.
- **17.5% of these Radio listeners did not listen to radio** during the week of assessment.
- **The most followed local radio station is ONE Radio** (13.6%), followed by **Calypso 101.8** (12.6%) and **NET FM** (12%). 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 13.7%, followed by NET FM (12.9%) [12.914%] and Calypso 101.8 (12.9%) [12.907%]. 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)

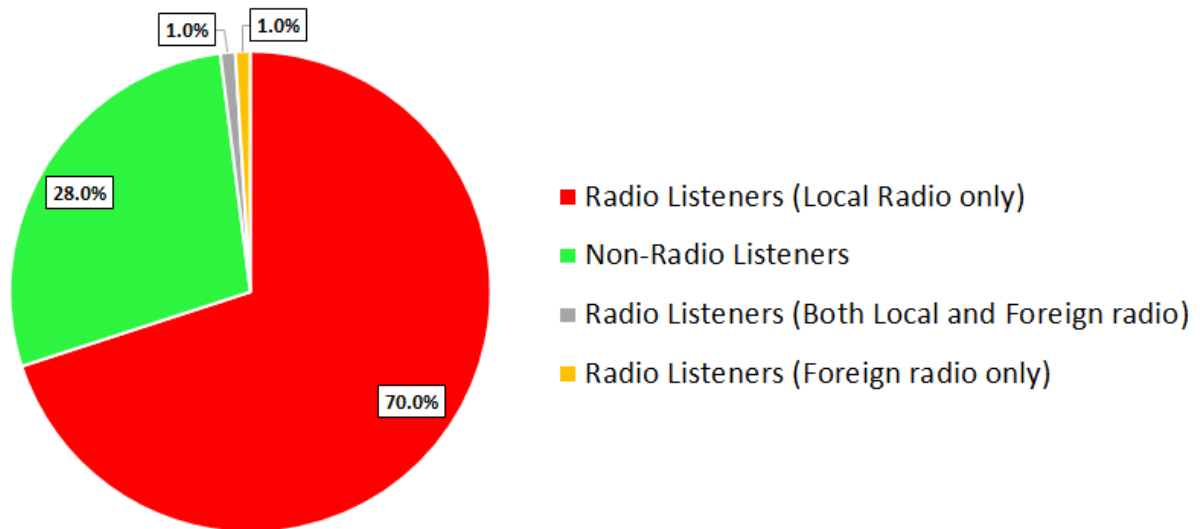


Table 19 – Q11A. Radio listeners/non listeners – by Age & Gender (N=2100)

Counts Break % Respondents	Total	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	2100	198	384	379	299	272	275	293	1080	1020
Local radio only	1471 70.0%	128 64.6%	247 64.3%	274 72.3%	217 72.6%	199 73.2%	198 72.0%	208 71.0%	725 67.1%	746 73.1%
I do not listen to ANY radio	589 28.0%	67 33.8%	126 32.8%	100 26.4%	81 27.1%	60 22.1%	73 26.5%	82 28.0%	329 30.5%	260 25.5%
Both local and foreign radio	21 1.0%	3 1.5%	4 1.0%	1 0.3%	- -	8 2.9%	3 1.1%	2 0.7%	13 1.2%	8 0.8%
Foreign radio only	19 0.9%	- -	7 1.8%	4 1.1%	1 0.3%	5 1.8%	1 0.4%	1 0.3%	13 1.2%	6 0.6%

**Exhibit 4A – Q14 – Most followed Radio stations (Aggregate)
(Multiple-Response Q) (n= 1511)**

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

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

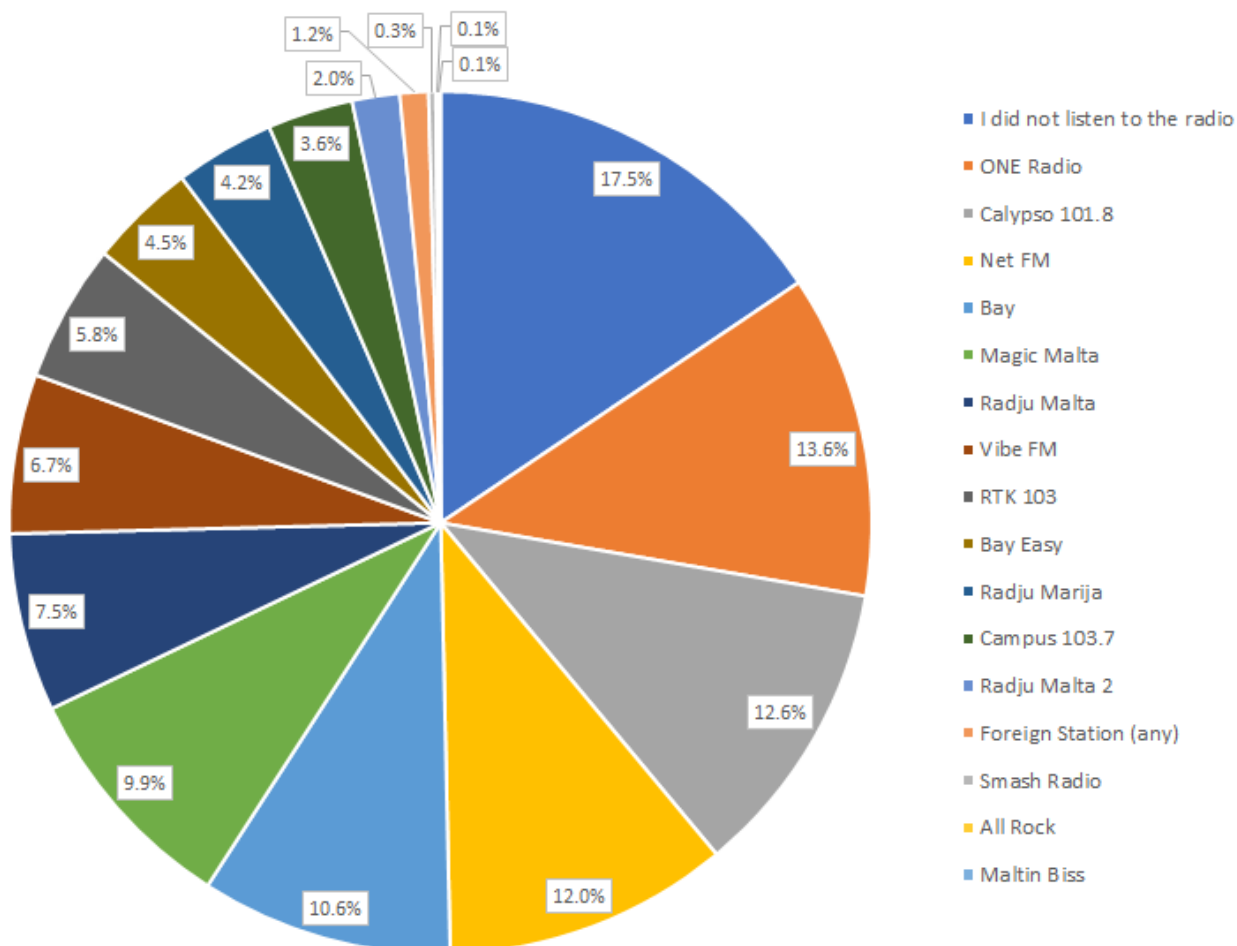
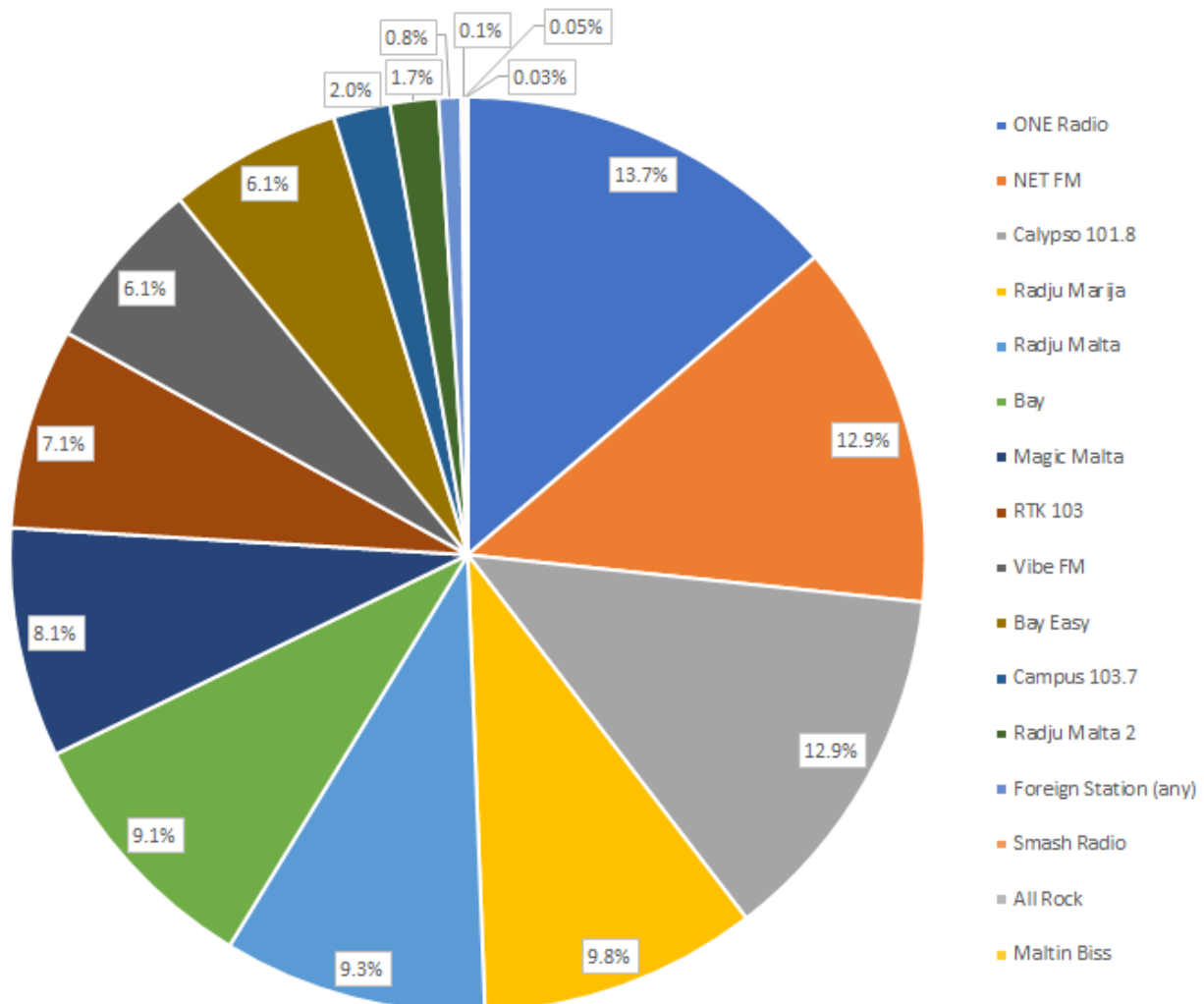


Exhibit 4B – Weekly Average Percentage Audience Share by Radio Station

Note I: % figures illustrated below are derived from Table 32B (Section 9.8)

Note II: NET FM: 12.914%, Calypso 101.8: 12.907%

Note III: Radio stations not depicted in this graphical illustration denotes that their listenership was too low to be captured



This Section gives details on the radio listenership of the 1492 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 1492.

- **During the week (Monday-Friday)**, on average, 56.4% of local radio listeners listen to radio for between 1-2 hours a day, whilst a further 24% of local radio listeners listen to radio for less than one hour a day. 15% spend between 3-4 hours a day listening to local radio.

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=1492)

Counts Break % Respondents	Total	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	1492	131	251	275	217	207	201	210	738	754
None	2 0.1%	-	-	-	-	1 0.5%	1 0.5%	-	2 0.3%	-
Less than 1 hr a day	357 23.9%	48 36.6%	97 38.6%	81 29.5%	45 20.7%	32 15.5%	34 16.9%	20 9.5%	191 25.9%	166 22.0%
1-2 hrs a day	842 56.4%	79 60.3%	148 59.0%	179 65.1%	141 65.0%	113 54.6%	90 44.8%	92 43.8%	392 53.1%	450 59.7%
3-4 hrs a day	223 14.9%	4 3.1%	6 2.4%	15 5.5%	24 11.1%	49 23.7%	54 26.9%	71 33.8%	116 15.7%	107 14.2%
5-6 hrs a day	53 3.6%	-	-	-	7 3.2%	10 4.8%	14 7.0%	22 10.5%	30 4.1%	23 3.1%
6+ hrs a day	10 0.7%	-	-	-	-	1 0.5%	5 2.5%	4 1.9%	5 0.7%	5 0.7%
Not always the same	5 0.3%	-	-	-	-	1 0.5%	3 1.5%	1 0.5%	2 0.3%	3 0.4%

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 1492.

- **In the weekend (Saturday-Sunday)**, 57% of local radio listeners listen to 1 – 2 hours per day of local radio, whilst a further 23% spend less than one hour per day, listening to local radio. 14.3% spend 3 – 4 hours 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=1492)

Counts Break % Respondents	Total	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	1492	131	251	275	217	207	201	210	738	754
None	25 1.7%	4 3.1%	6 2.4%	- -	1 0.5%	5 2.4%	7 3.5%	2 1.0%	14 1.9%	11 1.5%
Less than 1 hr a day	341 22.9%	45 34.4%	91 36.3%	82 29.8%	42 19.4%	30 14.5%	32 15.9%	19 9.0%	181 24.5%	160 21.2%
1-2 hrs a day	849 56.9%	79 60.3%	148 59.0%	178 64.7%	142 65.4%	113 54.6%	94 46.8%	95 45.2%	390 52.8%	459 60.9%
3-4 hrs a day	214 14.3%	3 2.3%	6 2.4%	15 5.5%	24 11.1%	49 23.7%	48 23.9%	69 32.9%	116 15.7%	98 13.0%
5-6 hrs a day	49 3.3%	- -	- -	- -	8 3.7%	9 4.3%	12 6.0%	20 9.5%	31 4.2%	18 2.4%
6+ hrs a day	8 0.5%	- -	- -	- -	- -	- -	5 2.5%	3 1.4%	4 0.5%	4 0.5%
Not always the same	6 0.4%	- -	- -	- -	- -	1 0.5%	3 1.5%	2 1.0%	2 0.3%	4 0.5%

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 1492.

- ♦ **Jamie & Taryn on Bay Breakfast** is the most favourite local radio programme, with 6.1% mentioning it as their preferred local radio programme.
- ♦ **Magic Breakfast with Abel, JD, Martina & Rossi** is second with 5% of preferences.
- ♦ Third came **Bongu Calypso ma' Twanny Scerri** with 4.3% of preferences.
- ♦ 22.5% of radio listeners do not have a preferred local radio programme.

Research Findings in Detail

Tables below illustrate details on the above research findings.

Table 22.1 – Q13 – Favourite local radio programme – by Age & Gender (n=1492)

Counts Break % Respondents	Total	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	1492	131	251	275	217	207	201	210	738	754
No preferred programme	336 22.5%	20 15.3%	65 25.9%	67 24.4%	68 31.3%	50 24.2%	32 15.9%	34 16.2%	175 23.7%	161 21.4%
Jamie & Taryn on Bay Breakfast (Bay)	91 6.1%	37 28.2%	22 8.8%	15 5.5%	8 3.7%	6 2.9%	3 1.5%	- -	38 5.1%	53 7.0%
Magic Breakfast with Abel, JD, Martina & Rossi	75 5.0%	14 10.7%	26 10.4%	20 7.3%	11 5.1%	3 1.4%	- -	1 0.5%	35 4.7%	40 5.3%
Bongu Calypso ma' Twanny Scerri	64 4.3%	- -	- -	- -	7 3.2%	24 11.6%	21 10.4%	12 5.7%	38 5.1%	26 3.4%
Kuntatt (Dione Borg) (NET FM)	62 4.2%	1 0.8%	12 4.8%	18 6.5%	11 5.1%	10 4.8%	8 4.0%	2 1.0%	45 6.1%	17 2.3%
Bongu NET (Indri Attard)	59 4.0%	- -	- -	- -	10 4.6%	10 4.8%	17 8.5%	22 10.5%	27 3.7%	32 4.2%
One Breakfast (Noel Camilleri)	58 3.9%	3 2.3%	17 6.8%	20 7.3%	10 4.6%	2 1.0%	4 2.0%	2 1.0%	42 5.7%	16 2.1%
Għal Kulhadd (Christine Delicata) (RTK103)	47 3.2%	1 0.8%	1 0.4%	6 2.2%	9 4.1%	7 3.4%	13 6.5%	10 4.8%	13 1.8%	34 4.5%
The Morning Vibe with Nate, Nicole & Marvic (Vibe)	40 2.7%	14 10.7%	16 6.4%	6 2.2%	3 1.4%	1 0.5%	- -	- -	20 2.7%	20 2.7%
Radju Marija programmes (various)	40 2.7%	- -	- -	- -	- -	5 2.4%	10 5.0%	25 11.9%	11 1.5%	29 3.8%
Ryan and Gail (Bay)	37 2.5%	9 6.9%	14 5.6%	9 3.3%	2 0.9%	2 1.0%	1 0.5%	- -	18 2.4%	19 2.5%
Afternoons with Pierre Cordina (Magic)	36 2.4%	- -	5 2.0%	17 6.2%	7 3.2%	5 2.4%	2 1.0%	- -	10 1.4%	26 3.4%
Il-Polz tac-cittadin (Tonio Bonello) (Radju Malta)	35 2.3%	- -	- -	1 0.4%	4 1.8%	7 3.4%	10 5.0%	13 6.2%	18 2.4%	17 2.3%
Sibt il-Punt (Manuel Micallef) (ONE)	33 2.2%	- -	2 0.8%	6 2.2%	5 2.3%	6 2.9%	9 4.5%	5 2.4%	25 3.4%	8 1.1%
News Bulletin – ONE Radio	29 1.9%	- -	- -	2 0.7%	2 0.9%	6 2.9%	9 4.5%	10 4.8%	18 2.4%	11 1.5%
Drive Time (Dorian Cassar or John Bundy) (ONE)	29 1.9%	3 2.3%	11 4.4%	9 3.3%	5 2.3%	1 0.5%	- -	- -	19 2.6%	10 1.3%
Magic Drive with Daniel & Ylenia	24 1.6%	5 3.8%	10 4.0%	7 2.5%	- -	1 0.5%	1 0.5%	- -	11 1.5%	13 1.7%
Calypso Drive (Charles Fenech or Arthur Garrett)	22 1.5%	- -	2 0.8%	8 2.9%	8 3.7%	2 1.0%	2 1.0%	- -	15 2.0%	7 0.9%
Club 101 (Eileen Montesin) (NET FM)	22 1.5%	- -	- -	6 2.2%	6 2.8%	4 1.9%	2 1.0%	4 1.9%	2 0.3%	20 2.7%
Ma' Gaffiero (ONE)	20 1.3%	- -	- -	- -	- -	3 1.4%	6 3.0%	11 5.2%	7 0.9%	13 1.7%
Minn Jum Għal Jum (Theresa Gauci) Radju Malta	20 1.3%	- -	- -	- -	4 1.8%	5 2.4%	4 2.0%	7 3.3%	5 0.7%	15 2.0%
Basy Easy Breakfast with Kurt Galea (Bay Easy)	19 1.3%	- -	6 2.4%	3 1.1%	3 1.4%	4 1.9%	3 1.5%	- -	6 0.8%	13 1.7%

BA – Audience Survey September 2025 – Research Findings Report

News Bulletin – Radju Malta	18 1.2%	- -	- -	- -	- -	2 1.0%	10 5.0%	6 2.9%	5 0.7%	13 1.7%
ONE Magazine (Marisa D'Amato)	17 1.1%	- -	2 0.8%	4 1.5%	3 1.4%	5 2.4%	3 1.5%	- -	- -	17 2.3%
Joe Julian Filghodu (Radju Malta)	17 1.1%	- -	- -	1 0.4%	7 3.2%	5 2.4%	2 1.0%	2 1.0%	11 1.5%	6 0.8%
Bay's Top 40 with Jake (Bay)	16 1.1%	6 4.6%	4 1.6%	5 1.8%	1 0.5%	- -	- -	- -	5 0.7%	11 1.5%
The Drive Vibe with Wayne & Martha (Vibe)	15 1.0%	6 4.6%	5 2.0%	2 0.7%	1 0.5%	- -	- -	1 0.5%	5 0.7%	10 1.3%
Morning Mix (ONE)	14 0.9%	- -	1 0.4%	1 0.4%	2 0.9%	2 1.0%	4 2.0%	4 1.9%	3 0.4%	11 1.5%
RTK103 Breakfast Show (Mark Portelli, Ian Busuttill Naudi, George Galea)	14 0.9%	- -	3 1.2%	3 1.1%	1 0.5%	6 2.9%	1 0.5%	- -	9 1.2%	5 0.7%
News Bulletin – NET FM	13 0.9%	- -	- -	1 0.4%	2 0.9%	2 1.0%	2 1.0%	6 2.9%	6 0.8%	7 0.9%
News Bulletin – Calypso 101.8	13 0.9%	- -	1 0.4%	- -	- -	3 1.4%	4 2.0%	5 2.4%	7 0.9%	6 0.8%
The Home Run with Albert Galdes (Bay Easy)	13 0.9%	2 1.5%	1 0.4%	5 1.8%	1 0.5%	1 0.5%	3 1.5%	- -	5 0.7%	8 1.1%
Gianni & Frank (Vibe)	12 0.8%	3 2.3%	2 0.8%	5 1.8%	1 0.5%	1 0.5%	- -	- -	9 1.2%	3 0.4%
Breakfast with Colin & Coryse (Campus 103.7)	12 0.8%	1 0.8%	6 2.4%	3 1.1%	1 0.5%	- -	1 0.5%	- -	4 0.5%	8 1.1%
News Bulletin - Bay	11 0.7%	2 1.5%	1 0.4%	3 1.1%	1 0.5%	1 0.5%	1 0.5%	2 1.0%	5 0.7%	6 0.8%
News Bulletin – Magic Malta	11 0.7%	- -	2 0.8%	4 1.5%	2 0.9%	1 0.5%	1 0.5%	1 0.5%	6 0.8%	5 0.7%
BT Connection (Joe Tanti & John Bundy) (ONE)	11 0.7%	2 1.5%	6 2.4%	3 1.1%	- -	- -	- -	- -	7 0.9%	4 0.5%
Fuq Fomm Kullhadd (George Cremona) (Calypso)	9 0.6%	- -	- -	- -	- -	3 1.4%	2 1.0%	4 1.9%	5 0.7%	4 0.5%
Campus Magazine SY (Sonia Young)	9 0.6%	- -	- -	2 0.7%	2 0.9%	1 0.5%	3 1.5%	1 0.5%	1 0.1%	8 1.1%
Campus Drive	8 0.5%	1 0.8%	1 0.4%	1 0.4%	2 0.9%	3 1.4%	- -	- -	7 0.9%	1 0.1%
Feedback (NET FM)	7 0.5%	- -	1 0.4%	2 0.7%	2 0.9%	2 1.0%	- -	- -	6 0.8%	1 0.1%
News Bulletin – RTK 103	6 0.4%	- -	- -	- -	- -	1 0.5%	- -	5 2.4%	1 0.1%	5 0.7%
Marči u Bandalori (NET FM)	6 0.4%	- -	- -	- -	- -	- -	4 2.0%	2 1.0%	6 0.8%	- -
Oz & Jay (Vibe)	5 0.3%	1 0.8%	2 0.8%	1 0.4%	- -	1 0.5%	- -	- -	2 0.3%	3 0.4%
Mill-Brijju tal-Festi (Aaron Zahra & Nicole Farrugia) (ONE)	5 0.3%	- -	1 0.4%	2 0.7%	- -	1 0.5%	- -	1 0.5%	5 0.7%	- -
Analizi (NET FM)	5 0.3%	- -	1 0.4%	3 1.1%	1 0.5%	- -	- -	- -	4 0.5%	1 0.1%
Jake Cuschieri (Bay)	4 0.3%	- -	1 0.4%	1 0.4%	1 0.5%	- -	1 0.5%	- -	3 0.4%	1 0.1%
Super Spencer - DJ Spencer (Calypso)	3 0.2%	- -	- -	2 0.7%	1 0.5%	- -	- -	- -	3 0.4%	- -
Musika mill-Passat (Joe Attard) (Calypso)	3 0.2%	- -	- -	- -	- -	1 0.5%	- -	2 1.0%	3 0.4%	- -

BA – Audience Survey September 2025 – Research Findings Report

Musika ma' Mario Laus (Radju Malta)	3 0.2%	- -	- -	- -	- -	- -	- -	3 1.4%	- -	3 0.4%
Andrew Azzopardi on Campus 103.7	3 0.2%	- -	1 0.4%	- -	1 0.5%	- -	1 0.5%	- -	2 0.3%	1 0.1%
Linja Diretta (Emanuel Cuschieri) (Smash Radio)	3 0.2%	- -	- -	- -	- -	1 0.5%	- -	2 1.0%	1 0.1%	2 0.3%
Classic Gold - Joe Cassar (Calypso)	2 0.1%	- -	- -	- -	- -	- -	1 0.5%	1 0.5%	1 0.1%	1 0.1%
Maltin Biss (Chan Vella) (Radju Malta)	2 0.1%	- -	- -	- -	1 0.5%	- -	- -	1 0.5%	1 0.1%	1 0.1%
Quddiesa tal-Jum, Ruzarju (various stations)	1 0.1%	- -	- -	- -	- -	- -	- -	1 0.5%	- -	1 0.1%
Musika u Sport - Twanny Scerri (Calypso)	1 0.1%	- -	- -	- -	- -	- -	- -	1 0.5%	- -	1 0.1%
Vjagg Musikali (Vincent Scerri) (Radju Malta)	1 0.1%	- -	- -	- -	- -	- -	- -	1 0.5%	1 0.1%	- -
Issues (NET FM)	1 0.1%	- -	- -	1 0.4%	- -	- -	- -	- -	1 0.1%	- -

9.5 Most Followed Radio Stations: Sunday to Saturday

All 1511 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 13.6% 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 12.6% of preferences, closely followed by **NET FM** with 12% of preferences.
- ✓ 17.5% 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.

Readers are reminded that the term “**most followed radio station % share**” refers to:

- 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.

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=1511)**

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 1511.

Note II: Radio stations not featured in the Table above have a radio listenership of less than 0.1% 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 14th – 20th September 2025.

Counts Respondents	TOTAL	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Radio Station	1511	131	258	279	218	212	202	211	751	760
I did not listen to radio	264	27	56	53	40	32	21	35	133	131
	17.5%	20.6%	21.7%	19.0%	18.3%	15.1%	10.4%	16.6%	17.7%	17.2%
ONE Radio	205	7	38	48	31	29	36	16	113	92
	13.6%	5.3%	14.7%	17.2%	14.2%	13.7%	17.8%	7.6%	15.0%	12.1%
Calypso 101.8	190	0	4	13	27	61	59	26	140	50
	12.6%	0.0%	1.6%	4.7%	12.4%	28.8%	29.2%	12.3%	18.6%	6.6%
Net FM	181	2	13	30	34	30	37	35	96	85
	12.0%	1.5%	5.0%	10.8%	15.6%	14.2%	18.3%	16.6%	12.8%	11.2%
Bay	160	51	58	22	16	7	5	1	74	86
	10.6%	38.9%	22.5%	7.9%	7.3%	3.3%	2.5%	0.5%	9.9%	11.3%
Magic Malta	150	17	40	49	22	13	6	3	67	83
	9.9%	13.0%	15.5%	17.6%	10.1%	6.1%	3.0%	1.4%	8.9%	10.9%
Radju Malta	113	0	1	2	20	22	31	37	50	63
	7.5%	0.0%	0.4%	0.7%	9.2%	10.4%	15.3%	17.5%	6.7%	8.3%
Vibe FM	101	24	37	25	11	3	0	1	49	52
	6.7%	18.3%	14.3%	9.0%	5.0%	1.4%	0.0%	0.5%	6.5%	6.8%
RTK 103	88	1	5	13	15	18	18	18	43	45
	5.8%	0.8%	1.9%	4.7%	6.9%	8.5%	8.9%	8.5%	5.7%	5.9%
Bay Easy	68	2	10	29	10	8	8	1	26	42
	4.5%	1.5%	3.9%	10.4%	4.6%	3.8%	4.0%	0.5%	3.5%	5.5%
Radju Marija	63	0	0	0	1	6	12	44	25	38
	4.2%	0.0%	0.0%	0.0%	0.5%	2.8%	5.9%	20.9%	3.3%	5.0%
Campus 103.7	54	2	12	12	8	7	10	3	26	28
	3.6%	1.5%	4.7%	4.3%	3.7%	3.3%	5.0%	1.4%	3.5%	3.7%
Radju Malta 2	30	0	0	5	4	10	10	1	6	24
	2.0%	0.0%	0.0%	1.8%	1.8%	4.7%	5.0%	0.5%	0.8%	3.2%
Foreign Station (any)	18	0	7	3	1	6	0	1	15	3
	1.2%	0.0%	2.7%	1.1%	0.5%	2.8%	0.0%	0.5%	2.0%	0.4%
Smash Radio	4	0	1	0	1	0	1	1	2	2
	0.3%	0.0%	0.4%	0.0%	0.5%	0.0%	0.5%	0.5%	0.3%	0.3%
All Rock	1	0	0	0	0	1	0	0	1	0
	0.1%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.1%	0.0%
Maltin Biss	1	0	0	0	0	0	0	1	1	0
	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.1%	0.0%

**Table 23.2 – Q14 – Most followed Radio stations (Aggregate) – by Age & Gender
(Multiple-Response Q) (n=330,823)**

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 330,823.

Counts Respondents	TOTAL	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	330823	28682	56487	61085	47730	46416	44227	46197	164426	166397
I did not listen to radio	57801	5911	12261	11604	8758	7006	4598	7663	29119	28682
ONE Radio	44883	1533	8320	10509	6787	6349	7882	3503	24741	20143
Calypso 101.8	41599	0	876	2846	5911	13356	12918	5693	30652	10947
Net FM	39629	438	2846	6568	7444	6568	8101	7663	21019	18610
Bay	35031	11166	12699	4817	3503	1533	1095	219	16202	18829
Magic Malta	32842	3722	8758	10728	4817	2846	1314	657	14669	18172
Radju Malta	24741	0	219	438	4379	4817	6787	8101	10947	13793
Vibe FM	22113	5255	8101	5474	2408	657	0	219	10728	11385
RTK 103	19267	219	1095	2846	3284	3941	3941	3941	9415	9852
Bay Easy	14888	438	2189	6349	2189	1752	1752	219	5693	9196
Radju Marija	13793	0	0	0	219	1314	2627	9634	5474	8320
Campus 103.7	11823	438	2627	2627	1752	1533	2189	657	5693	6130
Radju Malta 2	6568	0	0	1095	876	2189	2189	219	1314	5255
Foreign Station (any)	3941	0	1533	657	219	1314	0	219	3284	657
Smash Radio	876	0	219	0	219	0	219	219	438	438
All Rock	219	0	0	0	0	219	0	0	219	0
Maltin Biss	219	0	0	0	0	0	0	219	219	0

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 14th – 20th September 2025.

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** (163,113 radio listeners)

Research Findings in Detail

Tables below illustrate details on the above research findings.

BA – Audience Survey September 2025 – Research Findings Report

**Table 24 – Q14 – Overall Radio Audience Across The Whole Week – by Age & Gender
(Multiple-Response Q) (n=330,823)**

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

Counts Respondents	Age							Gender		Did not listen to radio on previous day	Did not listen to radio during this timeslot	Total
	12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female			
00:00 - 00:30	-	-	219	219	219	-	219	438	438	57801	272146	330823
00:30 - 01:00	-	-	219	219	219	-	219	438	438	57801	272146	330823
01:00 - 01:30	-	-	219	219	219	-	219	438	438	57801	272146	330823
01:30 - 02:00	-	-	219	-	-	-	-	-	219	57801	272803	330823
02:00 - 02:30	-	-	219	-	-	-	-	219	-	57801	272803	330823
02:30 - 03:00	-	-	219	-	-	-	219	438	-	57801	272584	330823
03:00 - 03:30	-	-	-	-	-	-	-	-	-	57801	273022	330823
03:30 - 04:00	-	-	-	-	-	-	-	-	-	57801	273022	330823
04:00 - 04:30	-	-	-	-	-	219	-	219	-	57801	272803	330823
04:30 - 05:00	-	-	-	-	-	657	-	219	438	57801	272365	330823
05:00 - 05:30	-	-	-	-	1314	2627	1314	3065	2189	57801	267767	330823
05:30 - 06:00	-	-	876	1752	3284	5693	3065	9196	5474	57801	258353	330823
06:00 - 06:30	657	14012	17953	15983	21019	18172	15983	58239	45540	57801	169243	330823
06:30 - 07:00	3065	26930	30871	22989	25178	21019	19486	80133	69405	57801	123484	330823
07:00 - 07:30	6349	28463	30652	24741	24960	24741	23208	84731	78382	57801	109909	330823
07:30 - 08:00	4598	7663	8977	12261	16859	22770	21019	44227	49919	57801	178876	330823
08:00 - 08:30	10509	6130	10071	12699	15764	20143	22770	42475	55612	57801	174936	330823
08:30 - 09:00	9633	5036	9852	12042	15107	23208	23427	41818	56487	57801	174717	330823
09:00 - 09:30	9415	5474	10728	13356	16202	24741	25397	45321	59990	57801	167710	330823
09:30 - 10:00	8539	6130	10509	13793	16202	23208	25397	43132	60647	57801	169243	330823
10:00 - 10:30	7663	6568	10728	14669	16421	25616	27368	45540	63493	57801	163988	330823
10:30 - 11:00	5474	7006	10071	14012	16421	23646	25616	41818	60428	57801	170776	330823
11:00 - 11:30	5036	6787	10290	13793	16202	24084	25616	41599	60209	57801	171213	330823
11:30 - 12:00	4817	6349	9852	13574	15983	24741	24522	41161	58677	57801	173184	330823
12:00 - 12:30	3284	5911	9415	12042	14669	22113	18610	46197	39848	57801	186977	330823
12:30 - 13:00	2408	5693	8320	10290	12918	17734	14669	44008	28025	57801	200990	330823
13:00 - 13:30	1970	5036	6568	9415	11166	15107	12042	36563	24741	57801	211718	330823
13:30 - 14:00	876	2189	4379	6568	7444	12042	10728	23646	20581	57801	228796	330823
14:00 - 14:30	1533	2627	5911	5693	8320	9852	10071	24084	19924	57801	229014	330823
14:30 - 15:00	2408	5255	8977	6130	8758	10071	10071	26054	25616	57801	221351	330823
15:00 - 15:30	4160	7444	12480	8758	11604	11166	11385	33060	33936	57801	206025	330823
15:30 - 16:00	4598	7882	13793	9633	11823	11604	10947	33936	36345	57801	202741	330823
16:00 - 16:30	9415	17734	19924	12480	10947	5911	2189	43132	35469	57801	194421	330823
16:30 - 17:00	9196	22332	22989	16202	11823	6787	2408	52984	38753	57801	181285	330823
17:00 - 17:30	7882	22770	21894	15764	12699	6349	1970	54298	35031	57801	183693	330823
17:30 - 18:00	3941	12918	14669	10509	8101	5036	1533	38096	18610	57801	216316	330823
18:00 - 18:30	1970	4817	6349	3284	3941	3284	1314	17953	7006	57801	248063	330823
18:30 - 19:00	-	657	1533	1752	1752	1970	657	7006	1314	57801	264702	330823
19:00 - 19:30	438	219	219	876	2408	657	657	3941	1533	57801	267548	330823
19:30 - 20:00	219	219	-	876	2846	657	1095	3722	2189	57801	267111	330823
20:00 - 20:30	-	657	-	876	3065	1095	1752	3941	3503	57801	265578	330823
20:30 - 21:00	-	657	219	876	4598	1752	2627	5036	5693	57801	262294	330823
21:00 - 21:30	-	657	219	1095	5255	2627	3503	6130	7225	57801	259666	330823
21:30 - 22:00	-	438	219	876	5255	2846	4379	6787	7225	57801	259010	330823
22:00 - 22:30	219	219	219	1314	7006	3941	5255	10509	7663	57801	254850	330823
22:30 - 23:00	438	219	219	1752	7663	5474	5255	13356	7663	57801	252003	330823
23:00 - 23:30	438	219	219	2408	6130	5474	5036	12918	7006	57801	253098	330823
23:30 - 00:00	219	219	219	2408	5693	4817	4160	12480	5255	57801	255288	330823

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

9.7 Radio Audience Per Day of Assessment: Sunday - Saturday

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

- **Table 25** below illustrates the total number of radio listeners per day of assessment. To obtain figures of radio listeners per day, non-radio listeners were proportionately deducted from Malta's whole population of 12+ years individuals (N=330,823).

Research Findings in Detail

Tables below illustrate details on the above research findings.

Table 25 – Total Number of Radio Listeners Per Day of Assessment – September 2025

Counts Respondents	Total	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Total Number of Respondents	2100	300	300	300	300	300	300	300
Radio Listeners' Respondents	1,511	176	218	225	229	221	234	208
Maltese Population of Radio listeners	330823	269738	334108	344836	350966	338705	358629	318781

BA – Audience Survey September 2025 - Research Findings Report

Radio Audience on Sunday

- The most listened to timeband on Sunday is 10:00 – 10:30 on **Calypso 101.8** (18,391 Radio Listeners).

Table 26 – Q14 – Radio Audience on SUNDAY – by Timeband (Multiple-Response Q) (n=269,738)

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	Campus 103.7	Magic Malta	Net FM	ONE Radio	Radju Malta	Radju Malta 2	Radju Marija	RTK 103	Vibe FM	All Rock	Foreign Station (any)	Did listen to radio on previous day	Did not listen to radio during this timeslot	Total
00:00 - 00:30	-	-	-	-	-	-	1,533	-	-	-	-	-	-	-	78,163	190,043	269,738
00:30 - 01:00	-	-	-	-	-	-	1,533	-	-	-	-	-	-	-	78,163	190,043	269,738
01:00 - 01:30	-	-	-	-	-	-	1,533	-	-	-	-	-	-	-	78,163	190,043	269,738
01:30 - 02:00	-	-	-	-	-	-	1,533	-	-	-	-	-	-	-	78,163	190,043	269,738
02:00 - 02:30	-	-	-	-	-	-	-	-	-	-	-	-	-	-	78,163	191,575	269,738
02:30 - 03:00	-	-	-	-	-	-	-	-	-	-	-	-	-	-	78,163	191,575	269,738
03:00 - 03:30	-	-	-	-	-	-	-	-	-	-	-	-	-	-	78,163	191,575	269,738
03:30 - 04:00	-	-	-	-	-	-	-	-	-	-	-	-	-	-	78,163	191,575	269,738
04:00 - 04:30	-	-	-	-	-	-	-	-	-	-	-	-	-	-	78,163	191,575	269,738
04:30 - 05:00	-	-	-	-	-	-	-	-	-	-	-	-	-	-	78,163	191,575	269,738
05:00 - 05:30	-	-	-	-	-	-	1,533	-	-	-	-	-	-	-	78,163	190,043	269,738
05:30 - 06:00	-	-	3,065	-	-	1,533	1,533	-	-	1,533	3,065	-	-	-	78,163	180,847	269,738
06:00 - 06:30	-	1,533	6,130	-	-	1,533	1,533	4,598	-	7,663	3,065	-	-	-	78,163	165,521	269,738
06:30 - 07:00	-	1,533	6,130	-	1,533	1,533	3,065	7,663	-	7,663	3,065	3,065	-	-	78,163	156,325	269,738
07:00 - 07:30	1,533	3,065	6,130	-	1,533	1,533	6,130	7,663	-	7,663	4,598	4,598	-	-	78,163	147,130	269,738
07:30 - 08:00	1,533	3,065	6,130	-	1,533	1,533	6,130	13,793	-	7,663	4,598	3,065	-	-	78,163	142,532	269,738
08:00 - 08:30	1,533	7,663	13,793	-	7,663	6,130	6,130	13,793	-	7,663	7,663	3,065	-	1,533	78,163	114,945	269,738
08:30 - 09:00	3,065	7,663	13,793	-	7,663	6,130	12,261	9,196	-	7,663	6,130	3,065	1,533	-	78,163	113,413	269,738
09:00 - 09:30	4,598	9,196	13,793	1,533	9,196	9,196	13,793	9,196	-	7,663	6,130	6,130	1,533	-	78,163	99,619	269,738
09:30 - 10:00	6,130	9,196	15,326	1,533	9,196	15,326	13,793	9,196	-	7,663	13,793	6,130	1,533	-	78,163	82,761	269,738
10:00 - 10:30	12,261	9,196	18,391	3,065	10,728	15,326	10,728	13,793	-	4,598	13,793	9,196	1,533	-	78,163	68,967	269,738
10:30 - 11:00	12,261	9,196	16,859	3,065	10,728	16,859	7,663	13,793	-	4,598	3,065	9,196	-	-	78,163	84,293	269,738
11:00 - 11:30	12,261	9,196	9,196	3,065	10,728	16,859	7,663	12,261	-	4,598	3,065	9,196	-	-	78,163	93,489	269,738
11:30 - 12:00	12,261	9,196	7,663	1,533	10,728	16,859	9,196	12,261	-	4,598	3,065	9,196	-	-	78,163	95,021	269,738
12:00 - 12:30	12,261	7,663	6,130	1,533	7,663	16,859	9,196	12,261	-	12,261	3,065	9,196	-	-	78,163	93,489	269,738
12:30 - 13:00	10,728	6,130	7,663	1,533	6,130	15,326	10,728	10,728	-	12,261	3,065	4,598	-	-	78,163	102,684	269,738
13:00 - 13:30	6,130	3,065	6,130	1,533	3,065	15,326	10,728	10,728	-	12,261	3,065	3,065	-	-	78,163	116,478	269,738
13:30 - 14:00	6,130	4,598	4,598	1,533	3,065	15,326	12,261	6,130	-	6,130	3,065	3,065	-	-	78,163	125,673	269,738
14:00 - 14:30	4,598	4,598	4,598	1,533	3,065	10,728	12,261	6,130	-	6,130	4,598	3,065	-	-	78,163	130,271	269,738
14:30 - 15:00	3,065	4,598	4,598	1,533	3,065	9,196	9,196	3,065	1,533	6,130	3,065	3,065	-	-	78,163	139,467	269,738
15:00 - 15:30	4,598	4,598	4,598	-	4,598	4,598	10,728	3,065	1,533	12,261	3,065	1,533	-	-	78,163	136,402	269,738
15:30 - 16:00	4,598	3,065	4,598	-	4,598	4,598	10,728	3,065	1,533	12,261	4,598	1,533	-	-	78,163	136,402	269,738
16:00 - 16:30	3,065	3,065	4,598	-	3,065	4,598	4,598	3,065	1,533	12,261	4,598	1,533	-	1,533	78,163	144,065	269,738
16:30 - 17:00	1,533	3,065	3,065	-	3,065	3,065	3,065	3,065	1,533	12,261	3,065	3,065	-	1,533	78,163	150,195	269,738
17:00 - 17:30	1,533	3,065	3,065	-	3,065	3,065	3,065	3,065	3,065	4,598	3,065	3,065	-	1,533	78,163	156,325	269,738
17:30 - 18:00	1,533	1,533	3,065	-	3,065	3,065	3,065	3,065	4,598	4,598	3,065	1,533	-	-	78,163	159,391	269,738
18:00 - 18:30	1,533	1,533	3,065	-	1,533	3,065	1,533	-	4,598	3,065	1,533	1,533	-	-	78,163	168,586	269,738
18:30 - 19:00	-	1,533	4,598	-	1,533	1,533	1,533	-	4,598	3,065	3,065	1,533	-	-	78,163	168,586	269,738
19:00 - 19:30	-	1,533	7,663	-	1,533	1,533	1,533	-	1,533	3,065	3,065	-	-	-	78,163	170,119	269,738
19:30 - 20:00	-	-	7,663	-	1,533	1,533	1,533	-	1,533	1,533	1,533	-	-	-	78,163	174,717	269,738
20:00 - 20:30	1,533	-	7,663	-	-	1,533	1,533	-	-	1,533	1,533	-	-	1,533	78,163	174,717	269,738
20:30 - 21:00	1,533	-	10,728	-	-	-	1,533	-	-	1,533	-	-	-	1,533	78,163	174,717	269,738
21:00 - 21:30	1,533	-	10,728	-	-	-	1,533	-	-	1,533	-	-	-	-	78,163	176,249	269,738
21:30 - 22:00	-	-	9,196	-	-	-	1,533	1,533	-	1,533	-	-	-	-	78,163	177,782	269,738
22:00 - 22:30	-	-	9,196	-	-	-	3,065	3,065	-	1,533	-	-	-	-	78,163	174,717	269,738
22:30 - 23:00	-	1,533	9,196	-	-	1,533	3,065	3,065	-	1,533	1,533	-	-	-	78,163	170,119	269,738
23:00 - 23:30	-	1,533	9,196	-	-	1,533	3,065	1,533	-	1,533	1,533	-	-	-	78,163	171,651	269,738
23:30 - 00:00	-	1,533	7,663	-	-	1,533	3,065	1,533	-	-	1,533	-	-	-	78,163	174,717	269,738

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.

BA – Audience Survey September 2025 - Research Findings Report

Radio Audience on MONDAY

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

Table 27 – Q14 – Radio Audience on MONDAY – by Timeband (Multiple-Response Q) (n=334,108)

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

	Bay	Bay Easy	Calypso 101.8	Campus 103.7	Magic Malta	Net FM	ONE Radio	Radju Malta	Radju 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	-	-	-	-	-	-	-	-	-	-	-	-	65,902	268,206	334,108
00:30 - 01:00	-	-	-	-	-	-	-	-	-	-	-	-	65,902	268,206	334,108
01:00 - 01:30	-	-	-	-	-	-	-	-	-	-	-	-	65,902	268,206	334,108
01:30 - 02:00	-	-	-	-	-	-	-	-	-	-	-	-	65,902	268,206	334,108
02:00 - 02:30	-	-	-	-	-	-	-	-	-	-	-	-	65,902	268,206	334,108
02:30 - 03:00	-	-	-	-	-	-	-	-	-	-	-	-	65,902	268,206	334,108
03:00 - 03:30	-	-	-	-	-	-	-	-	-	-	-	-	65,902	268,206	334,108
03:30 - 04:00	-	-	-	-	-	-	-	-	-	-	-	-	65,902	268,206	334,108
04:00 - 04:30	-	-	-	-	-	-	-	-	-	-	-	-	65,902	268,206	334,108
04:30 - 05:00	-	-	-	-	-	-	-	-	-	-	-	-	65,902	268,206	334,108
05:00 - 05:30	-	-	6,130	-	-	-	-	-	-	-	-	-	65,902	262,076	334,108
05:30 - 06:00	-	-	9,196	-	-	-	3,065	-	-	-	1,533	-	65,902	254,413	334,108
06:00 - 06:30	18,391	10,728	22,989	-	16,859	27,587	21,456	15,326	-	6,130	7,663	6,130	65,902	114,945	334,108
06:30 - 07:00	22,989	18,391	27,587	1,533	21,456	29,120	27,587	15,326	-	7,663	9,196	15,326	65,902	72,032	334,108
07:00 - 07:30	29,120	18,391	27,587	4,598	21,456	29,120	30,652	15,326	-	10,728	9,196	15,326	65,902	56,706	334,108
07:30 - 08:00	27,587	15,326	21,456	4,598	18,391	21,456	22,989	7,663	-	10,728	7,663	13,793	65,902	96,554	334,108
08:00 - 08:30	15,326	3,065	12,261	1,533	6,130	18,391	15,326	7,663	-	10,728	7,663	4,598	65,902	165,521	334,108
08:30 - 09:00	9,196	3,065	10,728	1,533	6,130	16,859	10,728	7,663	-	10,728	7,663	3,065	65,902	180,847	334,108
09:00 - 09:30	3,065	3,065	7,663	1,533	4,598	16,859	7,663	7,663	-	10,728	15,326	3,065	65,902	186,978	334,108
09:30 - 10:00	3,065	3,065	7,663	1,533	4,598	16,859	7,663	7,663	-	10,728	15,326	4,598	65,902	185,445	334,108
10:00 - 10:30	3,065	3,065	7,663	1,533	3,065	15,326	7,663	16,859	-	9,196	15,326	3,065	65,902	182,380	334,108
10:30 - 11:00	3,065	3,065	7,663	3,065	3,065	7,663	7,663	16,859	-	9,196	16,859	3,065	65,902	186,978	334,108
11:00 - 11:30	3,065	3,065	7,663	3,065	4,598	7,663	13,793	18,391	-	9,196	16,859	3,065	65,902	177,782	334,108
11:30 - 12:00	4,598	3,065	6,130	3,065	4,598	7,663	13,793	18,391	-	9,196	16,859	3,065	65,902	177,782	334,108
12:00 - 12:30	4,598	3,065	6,130	3,065	4,598	21,456	13,793	6,130	-	9,196	6,130	4,598	65,902	185,445	334,108
12:30 - 13:00	3,065	3,065	6,130	1,533	4,598	29,120	9,196	3,065	-	9,196	1,533	4,598	65,902	193,108	334,108
13:00 - 13:30	3,065	1,533	6,130	1,533	4,598	29,120	9,196	3,065	-	9,196	3,065	3,065	65,902	194,641	334,108
13:30 - 14:00	3,065	3,065	7,663	1,533	7,663	3,065	9,196	3,065	-	9,196	3,065	3,065	65,902	214,565	334,108
14:00 - 14:30	1,533	1,533	7,663	1,533	7,663	3,065	9,196	1,533	-	7,663	3,065	3,065	65,902	220,695	334,108
14:30 - 15:00	1,533	1,533	7,663	1,533	6,130	3,065	7,663	1,533	-	7,663	3,065	3,065	65,902	223,760	334,108
15:00 - 15:30	4,598	4,598	6,130	1,533	6,130	3,065	7,663	19,924	3,065	6,130	3,065	3,065	65,902	199,239	334,108
15:30 - 16:00	6,130	4,598	6,130	1,533	6,130	3,065	7,663	19,924	3,065	6,130	4,598	3,065	65,902	196,174	334,108
16:00 - 16:30	9,196	4,598	7,663	3,065	13,793	3,065	7,663	4,598	6,130	1,533	4,598	9,196	65,902	193,108	334,108
16:30 - 17:00	13,793	7,663	13,793	3,065	13,793	9,196	13,793	3,065	6,130	1,533	4,598	10,728	65,902	167,054	334,108
17:00 - 17:30	15,326	7,663	18,391	4,598	13,793	13,793	15,326	4,598	4,598	1,533	4,598	12,261	65,902	151,728	334,108
17:30 - 18:00	15,326	6,130	15,326	3,065	10,728	13,793	13,793	4,598	4,598	7,663	3,065	10,728	65,902	159,391	334,108
18:00 - 18:30	3,065	6,130	6,130	1,533	4,598	3,065	7,663	4,598	3,065	7,663	3,065	3,065	65,902	214,565	334,108
18:30 - 19:00	3,065	6,130	6,130	-	10,728	3,065	1,533	1,533	1,533	7,663	3,065	1,533	65,902	222,228	334,108
19:00 - 19:30	3,065	3,065	6,130	-	3,065	3,065	1,533	1,533	1,533	7,663	3,065	1,533	65,902	232,956	334,108
19:30 - 20:00	3,065	1,533	1,533	-	1,533	4,598	-	1,533	-	3,065	-	1,533	65,902	249,815	334,108
20:00 - 20:30	1,533	1,533	1,533	-	1,533	-	-	-	-	3,065	-	1,533	65,902	257,478	334,108
20:30 - 21:00	1,533	-	-	-	-	-	-	1,533	-	3,065	-	1,533	65,902	260,543	334,108
21:00 - 21:30	-	-	-	-	-	-	-	1,533	-	3,065	-	1,533	65,902	262,076	334,108
21:30 - 22:00	-	-	-	-	-	1,533	3,065	3,065	-	3,065	-	-	65,902	257,478	334,108
22:00 - 22:30	-	-	-	-	-	1,533	10,728	1,533	-	-	-	-	65,902	254,413	334,108
22:30 - 23:00	-	-	1,533	-	1,533	1,533	10,728	1,533	-	-	-	-	65,902	251,347	334,108
23:00 - 23:30	-	-	1,533	-	1,533	1,533	10,728	3,065	-	-	-	-	65,902	249,815	334,108
23:30 - 00:00	-	-	-	-	1,533	1,533	9,196	3,065	-	-	-	-	65,902	252,880	334,108

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 Monday.

BA – Audience Survey September 2025 - Research Findings Report

Radio Audience on TUESDAY

- The **most listened to timeband** on Tuesday is 07:00 - 07:30 on **ONE Radio** (32,185 Radio Listeners).

Table 28 – Q14 – Radio Audience on TUESDAY – by Timeband (Multiple-Response Q) (n=344,836)

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

	Bay	Bay Easy	Calypso 101.8	Campus 103.7	Magic Malta	Net FM	ONE Radio	Radju Malta	Radju Malta 2	Radju Marija	RTK 103	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	-	-	-	-	-	-	-	-	-	-	-	-	-	52,109	292,727	344,836
00:30 - 01:00	-	-	-	-	-	-	-	-	-	-	-	-	-	52,109	292,727	344,836
01:00 - 01:30	-	-	-	-	-	-	-	-	-	-	-	-	-	52,109	292,727	344,836
01:30 - 02:00	-	-	-	-	-	-	-	-	-	-	-	-	-	52,109	292,727	344,836
02:00 - 02:30	-	-	-	-	-	-	-	-	-	-	-	-	-	52,109	292,727	344,836
02:30 - 03:00	-	-	-	-	-	-	-	-	-	-	-	-	-	52,109	292,727	344,836
03:00 - 03:30	-	-	-	-	-	-	-	-	-	-	-	-	-	52,109	292,727	344,836
03:30 - 04:00	-	-	-	-	-	-	-	-	-	-	-	-	-	52,109	292,727	344,836
04:00 - 04:30	-	-	-	-	-	-	-	-	-	-	-	-	-	52,109	292,727	344,836
04:30 - 05:00	-	-	1,533	-	-	-	1,533	-	-	-	-	-	-	52,109	289,662	344,836
05:00 - 05:30	-	-	1,533	-	-	-	1,533	-	-	-	-	-	-	52,109	289,662	344,836
05:30 - 06:00	-	-	3,065	-	-	-	3,065	1,533	-	6,130	1,533	-	-	52,109	277,401	344,836
06:00 - 06:30	15,326	9,196	18,391	-	15,326	21,456	27,587	12,261	-	9,196	9,196	12,261	-	52,109	142,532	344,836
06:30 - 07:00	22,989	15,326	29,119	-	26,054	29,119	29,119	12,261	-	10,728	9,196	16,859	1,533	52,109	90,424	344,836
07:00 - 07:30	26,054	15,326	29,119	3,065	26,054	29,119	32,185	15,326	-	10,728	9,196	16,859	1,533	52,109	78,163	344,836
07:30 - 08:00	21,456	13,793	29,119	3,065	24,522	27,587	21,456	13,793	-	10,728	7,663	4,598	1,533	52,109	113,413	344,836
08:00 - 08:30	18,391	4,598	9,196	3,065	4,598	19,924	10,728	9,196	-	10,728	6,130	4,598	-	52,109	191,576	344,836
08:30 - 09:00	6,130	4,598	9,196	1,533	4,598	16,859	9,196	7,663	-	10,728	6,130	3,065	-	52,109	213,032	344,836
09:00 - 09:30	6,130	4,598	7,663	1,533	4,598	16,859	7,663	7,663	1,533	10,728	9,196	3,065	-	52,109	211,499	344,836
09:30 - 10:00	7,663	4,598	7,663	1,533	1,533	16,859	7,663	7,663	1,533	10,728	13,793	3,065	-	52,109	208,434	344,836
10:00 - 10:30	4,598	4,598	7,663	4,598	3,065	16,859	9,196	13,793	1,533	10,728	15,326	3,065	-	52,109	197,706	344,836
10:30 - 11:00	3,065	3,065	7,663	4,598	3,065	6,130	9,196	13,793	-	10,728	15,326	3,065	-	52,109	213,032	344,836
11:00 - 11:30	3,065	3,065	7,663	4,598	3,065	6,130	12,261	13,793	-	10,728	16,859	3,065	-	52,109	208,434	344,836
11:30 - 12:00	1,533	3,065	7,663	4,598	3,065	6,130	12,261	13,793	-	10,728	16,859	1,533	-	52,109	211,499	344,836
12:00 - 12:30	3,065	4,598	7,663	3,065	3,065	27,587	12,261	12,261	-	9,196	12,261	4,598	-	52,109	193,108	344,836
12:30 - 13:00	3,065	4,598	6,130	3,065	3,065	29,119	18,391	4,598	-	9,196	4,598	4,598	-	52,109	202,304	344,836
13:00 - 13:30	3,065	4,598	6,130	1,533	3,065	27,587	6,130	4,598	-	9,196	3,065	3,065	-	52,109	220,695	344,836
13:30 - 14:00	3,065	1,533	6,130	1,533	4,598	3,065	4,598	4,598	-	4,598	3,065	3,065	-	52,109	252,880	344,836
14:00 - 14:30	3,065	3,065	6,130	1,533	4,598	3,065	4,598	4,598	-	4,598	3,065	3,065	-	52,109	251,347	344,836
14:30 - 15:00	3,065	1,533	6,130	1,533	6,130	3,065	4,598	6,130	-	4,598	3,065	4,598	-	52,109	248,282	344,836
15:00 - 15:30	3,065	3,065	6,130	3,065	6,130	3,065	4,598	18,391	1,533	4,598	3,065	4,598	-	52,109	231,423	344,836
15:30 - 16:00	3,065	4,598	7,663	3,065	4,598	4,598	4,598	18,391	1,533	4,598	1,533	4,598	-	52,109	229,891	344,836
16:00 - 16:30	12,261	7,663	7,663	3,065	7,663	4,598	7,663	3,065	3,065	3,065	6,130	1,533	-	52,109	222,228	344,836
16:30 - 17:00	15,326	7,663	7,663	3,065	13,793	4,598	12,261	4,598	4,598	3,065	4,598	10,728	1,533	52,109	199,239	344,836
17:00 - 17:30	16,859	9,196	16,859	4,598	15,326	15,326	13,793	4,598	6,130	3,065	6,130	12,261	1,533	52,109	167,054	344,836
17:30 - 18:00	12,261	7,663	16,859	3,065	13,793	15,326	13,793	4,598	4,598	3,065	4,598	7,663	-	52,109	185,445	344,836
18:00 - 18:30	4,598	7,663	9,196	1,533	3,065	7,663	7,663	3,065	4,598	9,196	3,065	4,598	-	52,109	226,825	344,836
18:30 - 19:00	-	1,533	3,065	-	3,065	3,065	3,065	3,065	3,065	9,196	1,533	4,598	-	52,109	257,478	344,836
19:00 - 19:30	-	1,533	3,065	-	1,533	1,533	3,065	3,065	-	9,196	1,533	1,533	-	52,109	266,673	344,836
19:30 - 20:00	-	-	3,065	-	1,533	1,533	1,533	1,533	-	1,533	-	-	-	52,109	281,999	344,836
20:00 - 20:30	-	-	1,533	-	-	-	-	-	-	1,533	-	-	-	52,109	289,662	344,836
20:30 - 21:00	-	-	1,533	-	-	-	-	3,065	-	1,533	-	-	-	52,109	286,597	344,836
21:00 - 21:30	-	-	1,533	-	-	1,533	-	3,065	-	1,533	-	-	-	52,109	285,064	344,836
21:30 - 22:00	-	-	1,533	-	-	1,533	-	3,065	-	3,065	-	-	-	52,109	283,532	344,836
22:00 - 22:30	-	-	1,533	-	-	1,533	3,065	1,533	-	3,065	-	-	-	52,109	281,999	344,836
22:30 - 23:00	1,533	-	1,533	-	-	1,533	3,065	1,533	-	3,065	-	-	-	52,109	280,467	344,836
23:00 - 23:30	1,533	-	-	-	-	-	3,065	1,533	-	-	-	-	-	52,109	286,597	344,836
23:30 - 00:00	1,533	-	-	-	-	-	3,065	-	-	-	-	-	-	52,109	288,130	344,836

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 Tuesday.

BA – Audience Survey September 2025 - Research Findings Report

Radio Audience on WEDNESDAY

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

Table 29 – Q14 – Radio Audience on WEDNESDAY – by Timeband (Multiple-Response Q) (n=350,966)

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

	Bay	Bay Easy	Calypso 101.8	Campus 103.7	Magic Malta	Net FM	ONE Radio	Radju Malta	Radju Malta 2	Radju Marija	RTK 103	Smash Radio	Vibe FM	Foreign Station (any)	I did not listen to the radio	Did not listen to radio during this timeslot	Total
00:00 - 00:30	-	-	-	-	-	-	-	-	-	1,533	-	-	-	-	44,445	304,988	350,966
00:30 - 01:00	-	-	-	-	-	-	-	-	-	1,533	-	-	-	-	44,445	304,988	350,966
01:00 - 01:30	-	-	-	-	-	-	-	-	-	1,533	-	-	-	-	44,445	304,988	350,966
01:30 - 02:00	-	-	-	-	-	-	-	-	-	-	-	-	-	-	44,445	306,521	350,966
02:00 - 02:30	-	-	-	-	-	-	-	-	-	-	-	-	-	-	44,445	306,521	350,966
02:30 - 03:00	-	-	1,533	-	-	-	-	-	-	-	-	-	-	-	44,445	304,988	350,966
03:00 - 03:30	-	-	1,533	-	-	-	-	-	-	-	-	-	-	-	44,445	304,988	350,966
03:30 - 04:00	-	-	-	-	-	-	-	-	-	-	-	-	-	-	44,445	306,521	350,966
04:00 - 04:30	-	-	-	-	-	-	1,533	-	-	-	-	-	-	-	44,445	304,988	350,966
04:30 - 05:00	-	-	-	-	-	-	1,533	-	-	-	-	-	-	-	44,445	304,988	350,966
05:00 - 05:30	-	-	1,533	-	-	-	3,065	-	-	1,533	-	-	-	-	44,445	300,390	350,966
05:30 - 06:00	-	-	7,663	-	-	-	7,663	-	-	4,598	-	-	-	-	44,445	286,597	350,966
06:00 - 06:30	10,728	7,663	19,924	-	10,728	24,522	22,989	10,728	-	12,261	6,130	-	-	4,598	44,445	176,249	350,966
06:30 - 07:00	15,326	13,793	29,119	-	24,522	27,587	29,119	12,261	-	12,261	9,196	-	10,728	7,663	44,445	114,945	350,966
07:00 - 07:30	22,989	13,793	30,652	4,598	24,522	27,587	29,119	12,261	-	12,261	12,261	-	13,793	6,130	44,445	96,554	350,966
07:30 - 08:00	21,456	10,728	29,119	3,065	21,456	19,924	21,456	4,598	-	12,261	9,196	-	9,196	-	44,445	144,065	350,966
08:00 - 08:30	21,456	6,130	12,261	1,533	4,598	19,924	10,728	4,598	-	9,196	9,196	-	3,065	-	44,445	203,836	350,966
08:30 - 09:00	7,663	4,598	9,196	1,533	3,065	16,859	7,663	4,598	-	9,196	4,598	-	1,533	-	44,445	236,021	350,966
09:00 - 09:30	7,663	4,598	7,663	1,533	3,065	16,859	7,663	4,598	-	9,196	4,598	-	1,533	-	44,445	237,553	350,966
09:30 - 10:00	4,598	4,598	7,663	3,065	3,065	16,859	7,663	4,598	-	7,663	10,728	-	1,533	-	44,445	234,488	350,966
10:00 - 10:30	3,065	3,065	6,130	3,065	1,533	9,196	10,728	10,728	1,533	7,663	10,728	-	3,065	-	44,445	236,021	350,966
10:30 - 11:00	3,065	3,065	6,130	3,065	1,533	6,130	10,728	10,728	1,533	7,663	12,261	-	3,065	-	44,445	237,553	350,966
11:00 - 11:30	1,533	3,065	6,130	4,598	3,065	4,598	10,728	12,261	1,533	9,196	12,261	-	4,598	-	44,445	232,956	350,966
11:30 - 12:00	3,065	3,065	6,130	4,598	4,598	3,065	10,728	12,261	-	10,728	12,261	-	6,130	-	44,445	229,890	350,966
12:00 - 12:30	4,598	4,598	7,663	3,065	6,130	24,522	10,728	7,663	-	10,728	10,728	-	6,130	-	44,445	209,967	350,966
12:30 - 13:00	4,598	4,598	7,663	1,533	6,130	26,054	15,326	1,533	-	9,196	3,065	-	3,065	-	44,445	223,760	350,966
13:00 - 13:30	4,598	3,065	9,196	1,533	6,130	22,989	15,326	1,533	-	9,196	3,065	-	1,533	-	44,445	228,358	350,966
13:30 - 14:00	3,065	3,065	7,663	1,533	6,130	4,598	7,663	1,533	-	9,196	3,065	-	1,533	-	44,445	257,477	350,966
14:00 - 14:30	3,065	1,533	7,663	1,533	7,663	3,065	7,663	1,533	-	7,663	3,065	-	1,533	-	44,445	260,542	350,966
14:30 - 15:00	3,065	4,598	7,663	1,533	7,663	3,065	7,663	4,598	-	7,663	4,598	-	4,598	-	44,445	249,814	350,966
15:00 - 15:30	3,065	4,598	7,663	1,533	6,130	3,065	7,663	19,924	3,065	7,663	4,598	-	6,130	-	44,445	231,423	350,966
15:30 - 16:00	3,065	6,130	7,663	1,533	7,663	3,065	7,663	19,924	3,065	6,130	4,598	-	3,065	-	44,445	232,956	350,966
16:00 - 16:30	13,793	7,663	9,196	1,533	12,261	3,065	10,728	4,598	4,598	4,598	4,598	-	6,130	6,130	44,445	217,630	350,966
16:30 - 17:00	15,326	9,196	9,196	1,533	13,793	3,065	15,326	4,598	6,130	4,598	6,130	-	7,663	6,130	44,445	203,836	350,966
17:00 - 17:30	15,326	10,728	18,391	3,065	15,326	12,261	15,326	4,598	6,130	4,598	6,130	-	10,728	6,130	44,445	177,782	350,966
17:30 - 18:00	13,793	9,196	16,859	3,065	7,663	10,728	13,793	3,065	4,598	4,598	4,598	-	9,196	1,533	44,445	203,836	350,966
18:00 - 18:30	3,065	6,130	10,728	1,533	7,663	7,663	10,728	3,065	3,065	10,728	4,598	-	1,533	-	44,445	236,021	350,966
18:30 - 19:00	1,533	4,598	4,598	-	6,130	1,533	3,065	3,065	1,533	10,728	3,065	1,533	-	-	44,445	265,140	350,966
19:00 - 19:30	-	1,533	3,065	-	1,533	1,533	3,065	3,065	1,533	10,728	3,065	1,533	-	-	44,445	275,868	350,966
19:30 - 20:00	-	-	3,065	-	-	1,533	3,065	-	-	1,533	1,533	-	-	-	44,445	295,792	350,966
20:00 - 20:30	-	-	3,065	-	-	-	3,065	-	-	1,533	1,533	-	-	-	44,445	295,792	350,966
20:30 - 21:00	-	-	3,065	-	-	-	3,065	3,065	-	1,533	1,533	-	-	-	44,445	294,260	350,966
21:00 - 21:30	-	-	3,065	-	-	-	3,065	3,065	-	1,533	1,533	-	-	-	44,445	294,260	350,966
21:30 - 22:00	-	-	3,065	-	-	1,533	1,533	3,065	-	-	1,533	-	-	1,533	44,445	294,260	350,966
22:00 - 22:30	-	-	-	-	1,533	1,533	1,533	1,533	-	-	-	-	-	-	44,445	300,390	350,966
22:30 - 23:00	-	1,533	-	-	1,533	1,533	1,533	1,533	-	-	-	-	-	-	44,445	298,858	350,966
23:00 - 23:30	-	1,533	1,533	-	1,533	-	3,065	1,533	1,533	-	-	-	-	-	44,445	295,792	350,966
23:30 - 00:00	-	1,533	1,533	-	1,533	-	3,065	-	1,533	-	-	-	-	-	44,445	297,325	350,966

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 Wednesday.

BA – Audience Survey September 2025 - Research Findings Report

Radio Audience on THURSDAY

- The most listened to timeband on Thursday is 12:30 – 13:00 on **NET FM** (30,652 Radio Listeners).

Table 30 – Q14 – Radio Audience on THURSDAY – by Timeband (Multiple-Response Q) (n=338,705)

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

	Bay	Bay Easy	Calypso 101.8	Campus 103.7	Magic Malta	Net FM	ONE Radio	Radju Malta	Radju Malta 2	Radju Marija	RTK 103	Vibe FM	Foreign Station (any)	I did not listen to the radio	Did not listen to radio during this timeslot	Total
00:00 - 00:30	-	-	-	-	-	-	1,533	-	-	-	-	-	-	50,576	286,597	338,705
00:30 - 01:00	-	-	-	-	-	-	1,533	-	-	-	-	-	-	50,576	286,597	338,705
01:00 - 01:30	-	-	-	-	-	-	1,533	-	-	-	-	-	-	50,576	286,597	338,705
01:30 - 02:00	-	-	-	-	-	-	-	-	-	-	-	-	-	50,576	288,129	338,705
02:00 - 02:30	-	-	-	-	-	-	-	-	-	-	-	-	-	50,576	288,129	338,705
02:30 - 03:00	-	-	-	-	-	-	-	-	-	-	-	-	-	50,576	288,129	338,705
03:00 - 03:30	-	-	-	-	-	-	-	-	-	-	-	-	-	50,576	288,129	338,705
03:30 - 04:00	-	-	-	-	-	-	-	-	-	-	-	-	-	50,576	288,129	338,705
04:00 - 04:30	-	-	-	-	-	-	-	-	-	-	-	-	-	50,576	288,129	338,705
04:30 - 05:00	-	-	-	-	-	-	3,065	-	-	-	-	-	-	50,576	285,064	338,705
05:00 - 05:30	-	-	7,663	-	-	-	6,130	-	-	3,065	-	-	-	50,576	271,271	338,705
05:30 - 06:00	-	-	16,859	-	-	-	6,130	1,533	-	6,130	-	-	-	50,576	257,477	338,705
06:00 - 06:30	7,663	4,598	19,924	-	16,859	24,522	24,522	9,196	-	6,130	7,663	7,663	4,598	50,576	154,793	338,705
06:30 - 07:00	22,989	6,130	26,054	-	21,456	26,054	27,587	10,728	-	7,663	15,326	12,261	4,598	50,576	107,282	338,705
07:00 - 07:30	24,522	15,326	26,054	4,598	22,989	26,054	27,587	12,261	-	9,196	10,728	13,793	4,598	50,576	90,424	338,705
07:30 - 08:00	21,456	13,793	21,456	3,065	22,989	22,989	24,522	9,196	-	9,196	9,196	12,261	-	50,576	118,010	338,705
08:00 - 08:30	18,391	12,261	7,663	1,533	9,196	22,989	15,326	4,598	-	9,196	3,065	6,130	-	50,576	177,782	338,705
08:30 - 09:00	7,663	6,130	7,663	1,533	6,130	18,391	6,130	3,065	-	9,196	3,065	4,598	-	50,576	214,564	338,705
09:00 - 09:30	7,663	6,130	6,130	1,533	3,065	18,391	6,130	4,598	-	9,196	9,196	4,598	-	50,576	211,499	338,705
09:30 - 10:00	6,130	4,598	6,130	1,533	3,065	18,391	6,130	4,598	-	7,663	9,196	3,065	-	50,576	217,629	338,705
10:00 - 10:30	4,598	3,065	6,130	3,065	1,533	6,130	6,130	13,793	-	9,196	9,196	3,065	-	50,576	222,227	338,705
10:30 - 11:00	3,065	3,065	4,598	3,065	1,533	3,065	9,196	15,326	-	9,196	10,728	3,065	-	50,576	222,227	338,705
11:00 - 11:30	3,065	3,065	4,598	3,065	1,533	3,065	13,793	15,326	-	9,196	12,261	3,065	-	50,576	216,097	338,705
11:30 - 12:00	3,065	3,065	6,130	3,065	3,065	3,065	13,793	15,326	-	9,196	12,261	3,065	-	50,576	213,032	338,705
12:00 - 12:30	3,065	6,130	7,663	1,533	4,598	27,587	13,793	9,196	1,533	9,196	10,728	4,598	-	50,576	188,510	338,705
12:30 - 13:00	3,065	4,598	7,663	1,533	3,065	30,652	13,793	4,598	1,533	6,130	3,065	4,598	-	50,576	203,836	338,705
13:00 - 13:30	1,533	4,598	6,130	1,533	4,598	29,119	13,793	4,598	3,065	4,598	3,065	3,065	-	50,576	208,434	338,705
13:30 - 14:00	1,533	4,598	6,130	1,533	4,598	3,065	4,598	3,065	3,065	4,598	3,065	3,065	-	50,576	245,216	338,705
14:00 - 14:30	3,065	4,598	4,598	1,533	4,598	1,533	3,065	4,598	3,065	3,065	3,065	3,065	-	50,576	248,281	338,705
14:30 - 15:00	3,065	3,065	4,598	1,533	4,598	1,533	7,663	6,130	3,065	3,065	3,065	3,065	1,533	50,576	242,151	338,705
15:00 - 15:30	6,130	3,065	4,598	1,533	7,663	1,533	7,663	13,793	4,598	3,065	3,065	3,065	1,533	50,576	226,825	338,705
15:30 - 16:00	6,130	3,065	6,130	1,533	7,663	1,533	7,663	15,326	3,065	3,065	4,598	4,598	1,533	50,576	222,227	338,705
16:00 - 16:30	18,391	6,130	7,663	3,065	7,663	1,533	16,859	4,598	4,598	4,598	6,130	6,130	-	50,576	200,771	338,705
16:30 - 17:00	18,391	6,130	13,793	3,065	15,326	4,598	16,859	3,065	6,130	4,598	6,130	7,663	-	50,576	182,380	338,705
17:00 - 17:30	18,391	7,663	15,326	3,065	18,391	13,793	16,859	3,065	6,130	6,130	6,130	12,261	1,533	50,576	159,391	338,705
17:30 - 18:00	16,859	4,598	13,793	1,533	13,793	13,793	13,793	3,065	4,598	6,130	3,065	7,663	1,533	50,576	183,912	338,705
18:00 - 18:30	4,598	3,065	6,130	-	3,065	7,663	4,598	3,065	1,533	6,130	-	4,598	1,533	50,576	242,151	338,705
18:30 - 19:00	1,533	1,533	1,533	-	1,533	3,065	1,533	1,533	1,533	6,130	-	1,533	-	50,576	266,673	338,705
19:00 - 19:30	1,533	1,533	3,065	-	1,533	3,065	1,533	-	3,065	4,598	-	-	-	50,576	268,205	338,705
19:30 - 20:00	1,533	-	3,065	-	-	-	1,533	-	1,533	-	-	-	-	50,576	280,466	338,705
20:00 - 20:30	1,533	-	3,065	-	-	-	1,533	-	1,533	-	-	-	-	50,576	280,466	338,705
20:30 - 21:00	-	-	1,533	-	-	-	1,533	3,065	1,533	-	-	-	-	50,576	280,466	338,705
21:00 - 21:30	-	-	1,533	-	-	-	1,533	3,065	-	-	-	-	-	50,576	281,999	338,705
21:30 - 22:00	-	-	3,065	-	-	1,533	1,533	1,533	-	-	-	1,533	-	50,576	278,934	338,705
22:00 - 22:30	-	-	3,065	-	-	1,533	4,598	3,065	-	1,533	-	1,533	-	50,576	272,803	338,705
22:30 - 23:00	-	-	1,533	-	-	1,533	3,065	3,065	-	1,533	-	-	-	50,576	277,401	338,705
23:00 - 23:30	-	-	1,533	-	1,533	1,533	3,065	3,065	-	1,533	-	-	-	50,576	275,868	338,705
23:30 - 00:00	-	-	1,533	-	1,533	-	3,065	1,533	-	-	-	-	-	50,576	280,466	338,705

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 Thursday.

BA – Audience Survey September 2025 - Research Findings Report

Radio Audience on FRIDAY

- ✓ The most listened to timebands on Friday are 06:30 - 7:00, 7:00 - 07:30 and 07:30 – 08:00 on **ONE Radio** (27, 587 Radio Listeners)

Table 31 – Q14 – Radio Audience on FRIDAY – by Timeband (Multiple-Response Q) (n=358,629)

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

	Bay	Bay Easy	Calypso 101.8	Campus 103.7	Magic Malta	Net FM	ONE Radio	Radju Malta	Radju Malta 2	Radju Marija	RTK 103	Vibe FM	Maltin Biss	Foreign Station (any)	I did not listen to the radio	Did not listen to radio during this timeslot	Total
00:00 - 00:30	0	0	0	0	0	0	1,533	0	0	0	0	0	0	0	52,108	304,988	358,629
00:30 - 01:00	0	0	0	0	0	0	1,533	0	0	0	0	0	0	0	52,108	304,988	358,629
01:00 - 01:30	0	0	0	0	0	0	1,533	0	0	0	0	0	0	0	52,108	304,988	358,629
01:30 - 02:00	0	0	0	0	0	0	1,533	0	0	0	0	0	0	0	52,108	304,988	358,629
02:00 - 02:30	0	1,533	0	0	0	0	0	0	0	0	0	0	0	0	52,108	304,988	358,629
02:30 - 03:00	0	1,533	0	0	0	0	0	0	0	0	0	0	0	0	52,108	304,988	358,629
03:00 - 03:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	52,108	306,521	358,629
03:30 - 04:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	52,108	306,521	358,629
04:00 - 04:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	52,108	306,521	358,629
04:30 - 05:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	52,108	306,521	358,629
05:00 - 05:30	0	0	4,598	0	0	0	4,598	0	0	1,533	0	0	0	0	52,108	295,792	358,629
05:30 - 06:00	0	0	6,130	0	0	0	4,598	0	0	1,533	0	0	0	0	52,108	294,260	358,629
06:00 - 06:30	7,663	4,598	15,326	0	10,728	16,859	26,054	4,598	0	13,793	6,130	4,598	0	3,065	52,108	193,108	358,629
06:30 - 07:00	21,456	10,728	26,054	1,533	19,924	26,054	27,587	9,196	0	13,793	12,261	12,261	0	3,065	52,108	122,608	358,629
07:00 - 07:30	24,522	12,261	26,054	3,065	21,456	26,054	27,587	12,261	0	13,793	13,793	15,326	0	3,065	52,108	107,282	358,629
07:30 - 08:00	21,456	12,261	19,924	3,065	18,391	24,522	27,587	6,130	1,533	12,261	10,728	1,533	0	1,533	52,108	145,597	358,629
08:00 - 08:30	16,859	4,598	13,793	1,533	3,065	22,989	7,663	4,598	1,533	10,728	4,598	3,065	0	0	52,108	211,499	358,629
08:30 - 09:00	15,326	3,065	13,793	3,065	4,598	21,456	7,663	4,598	1,533	10,728	4,598	3,065	0	0	52,108	213,032	358,629
09:00 - 09:30	13,793	3,065	6,130	1,533	3,065	19,924	7,663	4,598	0	10,728	13,793	3,065	0	0	52,108	219,162	358,629
09:30 - 10:00	7,663	3,065	6,130	1,533	4,598	19,924	7,663	3,065	0	9,196	13,793	3,065	0	0	52,108	226,825	358,629
10:00 - 10:30	4,598	3,065	6,130	3,065	3,065	19,924	7,663	13,793	0	9,196	15,326	4,598	0	0	52,108	216,097	358,629
10:30 - 11:00	4,598	4,598	7,663	1,533	3,065	10,728	7,663	13,793	0	9,196	15,326	4,598	0	0	52,108	223,760	358,629
11:00 - 11:30	4,598	4,598	7,663	1,533	3,065	10,728	10,728	13,793	0	9,196	16,859	4,598	0	0	52,108	219,162	358,629
11:30 - 12:00	4,598	4,598	6,130	1,533	4,598	10,728	10,728	15,326	0	10,728	16,859	4,598	0	0	52,108	216,097	358,629
12:00 - 12:30	3,065	6,130	6,130	1,533	4,598	19,924	12,261	15,326	0	10,728	12,261	6,130	0	0	52,108	208,434	358,629
12:30 - 13:00	3,065	4,598	9,196	1,533	3,065	24,522	12,261	4,598	0	9,196	4,598	6,130	0	0	52,108	223,760	358,629
13:00 - 13:30	3,065	1,533	9,196	1,533	3,065	21,456	6,130	3,065	0	6,130	3,065	3,065	0	0	52,108	245,216	358,629
13:30 - 14:00	3,065	1,533	7,663	3,065	4,598	3,065	6,130	3,065	0	7,663	3,065	3,065	0	0	52,108	260,542	358,629
14:00 - 14:30	3,065	4,598	7,663	3,065	6,130	3,065	6,130	3,065	1,533	6,130	3,065	3,065	0	0	52,108	255,945	358,629
14:30 - 15:00	6,130	4,598	9,196	3,065	6,130	3,065	7,663	7,663	1,533	6,130	3,065	3,065	0	0	52,108	245,216	358,629
15:00 - 15:30	7,663	4,598	10,728	0	6,130	3,065	7,663	16,859	1,533	6,130	1,533	3,065	0	0	52,108	237,553	358,629
15:30 - 16:00	6,130	6,130	9,196	1,533	7,663	3,065	7,663	16,859	1,533	4,598	3,065	6,130	0	0	52,108	232,956	358,629
16:00 - 16:30	15,326	6,130	15,326	1,533	10,728	6,130	6,130	3,065	4,598	7,663	3,065	6,130	0	1,533	52,108	219,162	358,629
16:30 - 17:00	18,391	7,663	15,326	1,533	9,196	12,261	10,728	3,065	3,065	9,196	4,598	7,663	0	1,533	52,108	202,304	358,629
17:00 - 17:30	16,859	7,663	16,859	4,598	16,859	12,261	13,793	4,598	4,598	9,196	6,130	9,196	0	4,598	52,108	179,315	358,629
17:30 - 18:00	9,196	4,598	6,130	3,065	9,196	10,728	12,261	3,065	4,598	9,196	6,130	7,663	0	1,533	52,108	219,162	358,629
18:00 - 18:30	4,598	1,533	4,598	0	3,065	4,598	4,598	3,065	4,598	10,728	4,598	1,533	0	0	52,108	259,010	358,629
18:30 - 19:00	3,065	1,533	1,533	0	1,533	3,065	1,533	3,065	1,533	9,196	3,065	1,533	0	0	52,108	275,868	358,629
19:00 - 19:30	3,065	0	1,533	0	3,065	1,533	1,533	1,533	0	0	1,533	0	0	0	52,108	292,727	358,629
19:30 - 20:00	1,533	0	4,598	0	0	0	1,533	1,533	0	0	0	0	0	0	52,108	297,325	358,629
20:00 - 20:30	0	0	4,598	0	0	0	1,533	1,533	0	0	0	0	1,533	0	52,108	297,325	358,629
20:30 - 21:00	0	0	4,598	0	0	0	1,533	3,065	0	0	0	0	1,533	0	52,108	295,792	358,629
21:00 - 21:30	0	0	3,065	0	0	0	1,533	3,065	0	0	0	0	1,533	0	52,108	297,325	358,629
21:30 - 22:00	0	0	4,598	0	0	0	1,533	1,533	0	1,533	0	0	1,533	0	52,108	295,792	358,629
22:00 - 22:30	1,533	0	3,065	0	0	0	1,533	0	0	1,533	0	0	0	0	52,108	298,858	358,629
22:30 - 23:00	1,533	0	3,065	0	0	0	3,065	1,533	0	1,533	0	0	0	0	52,108	295,792	358,629
23:00 - 23:30	1,533	0	3,065	0	0	0	3,065	1,533	0	1,533	0	0	0	0	52,108	295,792	358,629
23:30 - 00:00	0	0	0	0	0	0	3,065	0	0	0	0	0	0	0	52,108	303,455	358,629

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 Friday.

BA – Audience Survey September 2025 - Research Findings Report

Radio Audience on SATURDAY

- The most listened to timeband on Saturday is 10:30 – 11:00 on **ONE Radio** (22,989 Radio Listeners).

Table 32 – Q14 – Radio Audience on SATURDAY – by Timeband (Multiple-Response Q) (n=318,781)

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

	Bay	Bay Easy	Calypso 101.8	Campus 103.7	Magic Malta	Net FM	ONE Radio	Radju Malta	Radju Malta 2	Radju Marija	RTK 103	Smash Radio	Vibe FM	Foreign Station (any)	I did not listen to the radio	Did not listen to radio during this timeslot	Total
00:00 - 00:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	61,304	257,477	318,781
00:30 - 01:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	61,304	257,477	318,781
01:00 - 01:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	61,304	257,477	318,781
01:30 - 02:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	61,304	257,477	318,781
02:00 - 02:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	61,304	257,477	318,781
02:30 - 03:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	61,304	257,477	318,781
03:00 - 03:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	61,304	257,477	318,781
03:30 - 04:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	61,304	257,477	318,781
04:00 - 04:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	61,304	257,477	318,781
04:30 - 05:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	61,304	257,477	318,781
05:00 - 05:30	0	0	0	0	0	0	1,533	0	0	0	0	0	0	0	61,304	255,944	318,781
05:30 - 06:00	0	0	0	0	0	0	3,065	1,533	0	1,533	0	0	0	0	61,304	251,347	318,781
06:00 - 06:30	0	0	7,663	0	1,533	3,065	3,065	3,065	0	3,065	0	0	0	0	61,304	236,021	318,781
06:30 - 07:00	3,065	1,533	7,663	0	3,065	3,065	4,598	4,598	0	6,130	1,533	0	3,065	0	61,304	219,162	318,781
07:00 - 07:30	9,196	4,598	9,196	0	3,065	6,130	7,663	4,598	1,533	10,728	4,598	0	3,065	1,533	61,304	191,575	318,781
07:30 - 08:00	13,793	6,130	9,196	0	6,130	6,130	7,663	6,130	1,533	10,728	4,598	0	6,130	1,533	61,304	177,782	318,781
08:00 - 08:30	15,326	6,130	9,196	1,533	6,130	7,663	7,663	6,130	4,598	6,130	4,598	1,533	10,728	4,598	61,304	165,521	318,781
08:30 - 09:00	10,728	4,598	9,196	1,533	6,130	7,663	7,663	6,130	4,598	9,196	4,598	1,533	10,728	4,598	61,304	167,054	318,781
09:00 - 09:30	10,728	4,598	9,196	6,130	9,196	9,196	18,391	12,261	4,598	9,196	7,663	1,533	10,728	4,598	61,304	139,467	318,781
09:30 - 10:00	10,728	4,598	9,196	6,130	9,196	9,196	21,456	12,261	4,598	10,728	7,663	1,533	12,261	3,065	61,304	134,869	318,781
10:00 - 10:30	12,261	6,130	9,196	3,065	9,196	9,196	21,456	13,793	1,533	9,196	7,663	1,533	12,261	3,065	61,304	137,934	318,781
10:30 - 11:00	12,261	7,663	9,196	3,065	7,663	12,261	22,989	15,326	1,533	9,196	7,663	1,533	12,261	3,065	61,304	131,804	318,781
11:00 - 11:30	12,261	7,663	7,663	3,065	6,130	13,793	9,196	15,326	1,533	9,196	6,130	1,533	10,728	3,065	61,304	150,195	318,781
11:30 - 12:00	12,261	6,130	7,663	1,533	6,130	13,793	7,663	15,326	1,533	9,196	6,130	3,065	10,728	3,065	61,304	153,260	318,781
12:00 - 12:30	10,728	6,130	7,663	1,533	6,130	12,261	13,793	13,793	0	10,728	4,598	1,533	12,261	3,065	61,304	153,260	318,781
12:30 - 13:00	7,663	3,065	7,663	1,533	6,130	7,663	13,793	7,663	0	10,728	3,065	1,533	12,261	0	61,304	174,717	318,781
13:00 - 13:30	7,663	3,065	9,196	1,533	6,130	6,130	15,326	7,663	0	10,728	3,065	0	7,663	0	61,304	179,314	318,781
13:30 - 14:00	7,663	3,065	10,728	1,533	6,130	4,598	13,793	6,130	0	10,728	4,598	0	4,598	0	61,304	183,912	318,781
14:00 - 14:30	9,196	3,065	10,728	1,533	6,130	4,598	13,793	4,598	0	9,196	4,598	1,533	4,598	0	61,304	183,912	318,781
14:30 - 15:00	6,130	4,598	10,728	1,533	7,663	4,598	13,793	3,065	0	9,196	3,065	0	4,598	0	61,304	188,510	318,781
15:00 - 15:30	4,598	4,598	9,196	0	7,663	4,598	12,261	3,065	1,533	6,130	3,065	0	3,065	0	61,304	197,706	318,781
15:30 - 16:00	7,663	4,598	9,196	0	4,598	4,598	10,728	3,065	1,533	6,130	3,065	0	4,598	0	61,304	197,706	318,781
16:00 - 16:30	7,663	3,065	7,663	0	4,598	3,065	10,728	3,065	6,130	6,130	3,065	0	3,065	0	61,304	199,238	318,781
16:30 - 17:00	6,130	3,065	7,663	0	3,065	4,598	10,728	3,065	6,130	7,663	3,065	0	4,598	0	61,304	197,706	318,781
17:00 - 17:30	3,065	4,598	6,130	0	1,533	4,598	7,663	3,065	3,065	7,663	1,533	0	4,598	0	61,304	209,966	318,781
17:30 - 18:00	0	3,065	6,130	0	1,533	3,065	6,130	1,533	4,598	7,663	1,533	0	3,065	0	61,304	219,162	318,781
18:00 - 18:30	0	3,065	6,130	0	0	1,533	4,598	3,065	1,533	7,663	1,533	0	3,065	0	61,304	225,292	318,781
18:30 - 19:00	1,533	3,065	3,065	0	0	1,533	4,598	3,065	1,533	7,663	0	0	3,065	0	61,304	228,358	318,781
19:00 - 19:30	0	3,065	3,065	0	0	0	4,598	3,065	1,533	3,065	0	0	1,533	0	61,304	237,553	318,781
19:30 - 20:00	0	1,533	3,065	0	0	0	1,533	3,065	0	3,065	0	0	1,533	0	61,304	243,684	318,781
20:00 - 20:30	0	0	3,065	0	0	0	1,533	1,533	1,533	0	0	0	1,533	0	61,304	248,281	318,781
20:30 - 21:00	0	0	3,065	0	0	0	0	1,533	0	0	0	0	0	0	61,304	252,879	318,781
21:00 - 21:30	3,065	0	3,065	0	0	0	0	1,533	0	0	0	0	0	0	61,304	249,814	318,781
21:30 - 22:00	3,065	0	6,130	0	0	0	0	0	0	0	0	0	0	0	61,304	248,281	318,781
22:00 - 22:30	1,533	0	7,663	0	0	0	0	1,533	0	0	0	0	0	0	61,304	246,749	318,781
22:30 - 23:00	0	1,533	7,663	0	0	0	1,533	1,533	0	1,533	0	0	0	0	61,304	243,684	318,781
23:00 - 23:30	0	1,533	7,663	0	0	1,533	1,533	1,533	0	1,533	1,533	0	0	0	61,304	240,618	318,781
23:30 - 00:00	1,533	1,533	7,663	0	0	0	0	0	0	1,533	1,533	0	0	0	61,304	243,684	318,781

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 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, NET FM and Calypso 103.7** on the following weekdays, namely (average daily audience shares in figures and percentages):
 - ✓ **ONE Radio:** Wednesday: 7,663 (14.4%), Thursday: 7,631 (14.9%) and Saturday: 6,386 (14.7%)
 - ✓ **NET FM: Monday:** 7,727 (14.1%), Tuesday: 7,791 (14.6%) and Friday: 7,535 (14.4%).
 - ✓ **Calypso 101.8:** Sunday: 6,035 (15.4%)

Highest Weekly % Average Radio Audience Shares

- ♦ The local radio station with **the highest weekly percentage average audience share** is **ONE Radio**, standing at 13.7%, **NET FM**, standing at 12.9% [12.914%], closely followed by **Calypso 103.7** at 12.9% [12.907%].

Readers are reminded that the “**highest daily average radio audience shares**” and the “**highest weekly % average radio audience shares**” above refer to:

- The **highest 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.

Tables below illustrate details on the above research findings.

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

	Bay	Bay Easy	Calypso 101.82	Campus 103.7	Magic Malta	Net FM	ONE Radio	Radju Malta	Radju Malta 2	Radju Marija	RTK 103	Smash Radio	Vibe FM	Maltin Biss	All Rock	Foreign Station (any)
Sunday	2778	2874	6035	479	2810	4789	4821	4279	575	4502	2746	0	2235	0	128	192
Monday	4981	3225	6577	1181	5013	7727	7663	5300	702	4789	4183	0	3353	0	0	0
Tuesday	4726	3257	6354	1373	4470	7791	6865	5364	702	4981	4055	0	3225	0	0	192
Wednesday	4470	3416	6992	1149	4789	6897	7663	4215	862	5300	3959	64	2522	0	0	830
Thursday	5013	3033	6162	1022	4566	7152	7631	4534	1149	4023	3480	0	3097	0	0	479
Friday	5396	2842	6801	1022	4055	7535	6801	4406	702	5300	4310	0	2746	128	0	415
Saturday	4406	2522	5588	734	2810	3544	6386	4151	1181	4853	2203	383	3800	0	0	734

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

	Bay	Bay Easy	Calypso 101.8	Campus 103.7	Magic Malta	Net FM	ONE Radio	Radju Malta	Radju Malta 2	Radju Marija	RTK 103	Smash Radio	Vibe FM	Maltin Biss	All Rock	Foreign Station (any)
Sunday	7.1%	7.3%	15.4%	1.2%	7.2%	12.2%	12.3%	10.9%	1.5%	11.5%	7.0%	0.0%	5.7%	0.0%	0.3%	0.5%
Monday	9.1%	5.9%	12.0%	2.2%	9.2%	14.1%	14.0%	9.7%	1.3%	8.8%	7.6%	0.0%	6.1%	0.0%	0.0%	0.0%
Tuesday	8.9%	6.1%	11.9%	2.6%	8.4%	14.6%	12.9%	10.1%	1.3%	9.3%	7.6%	0.0%	6.0%	0.0%	0.0%	0.4%
Wednesday	8.4%	6.4%	13.2%	2.2%	9.0%	13.0%	14.4%	7.9%	1.6%	10.0%	7.5%	0.1%	4.7%	0.0%	0.0%	1.6%
Thursday	9.8%	5.9%	12.0%	2.0%	8.9%	13.9%	14.9%	8.8%	2.2%	7.8%	6.8%	0.0%	6.0%	0.0%	0.0%	0.9%
Friday	10.3%	5.4%	13.0%	1.9%	7.7%	14.4%	13.0%	8.4%	1.3%	10.1%	8.2%	0.0%	5.2%	0.2%	0.0%	0.8%
Saturday	10.2%	5.8%	12.9%	1.7%	6.5%	8.2%	14.7%	9.6%	2.7%	11.2%	5.1%	0.9%	8.8%	0.0%	0.0%	1.7%
Average	9.1%	6.1%	12.9%	2.0%	8.1%	12.9%	13.7%	9.3%	1.7%	9.8%	7.1%	0.14%	6.1%	0.03%	0.05%	0.8%

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

Note II: NET FM: 12.914%, Calypso 101.8: 12.907%

Note III: 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]

- 99.6% of all radio listeners **did not listen to any local radio programmes on demand** during the previous 7 days.
- Whilst the remaining 0.4% recalled **having listened to, at least, one local radio programme on demand/catch-up** during the previous 7 days. These radio listeners were given the possibility of mentioning up to 3 local radio programmes they watched on demand/catch-up during the previous 7 days. **Table 33.3** below depicts the radio programmes most listened to on demand.

Research Findings in Detail

Tables below illustrate details on the above research findings.

Table 33.1 – Q15 – Having listened to local radio programmes on demand in the previous 7 days – by Age & Gender (n=1511)

Counts Break % Respondents	Total	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	1511	131	258	279	218	212	202	211	751	760
No	1505 99.6%	130 99.2%	256 99.2%	279 100.0%	218 100.0%	210 99.1%	201 99.5%	211 100.0%	749 99.7%	756 99.5%
Yes	6 0.4%	1 0.8%	2 0.8%	- -	- -	2 0.9%	1 0.5%	- -	2 0.3%	4 0.5%

Table 33.3 – Q15a – Local programmes listened to on demand in the previous 7 days – by Age & Gender (Multiple-Response Q) (n=6)

Counts Break % Respondents	Total	Age				Gender	
		12-20	21-30	51-60	61-70	Male	Female
Total	6	1	2	2	1	2	4
Andrew Azzopardi on Campus 103.7	4 66.7%	1 100.0%	1 50.0%	1 50.0%	1 100.0%	1 50.0%	3 75.0%
Għal Kulhadd ma' Christine Delicata (RTK 103)	1 16.7%	- -	- -	1 50.0%	- -	1 50.0%	- -
Linja Diretta (Manuel Cuschieri) (Smash Radio)	1 16.7%	- -	1 50.0%	- -	- -	- -	1 25.0%
Sibt il-Punt (ONE Radio)	1 16.7%	- -	1 50.0%	- -	- -	- -	1 25.0%

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

- 99% of all radio listeners use the **radio set** (at home, office, in car) as one of the radio reception services for listening to radio. This is the most used radio reception service by radio listeners across all age groups.
- 15.5% listen to radio via live streaming on **mobile, tablet, laptop, PC**, largely by the younger age cohorts.
- 7.5% use **DAB+** as one of the radio reception services for listening to radio, with this being mostly used by male radio listeners.

Research Findings in Detail

Table below illustrate details on the above research findings.

Table 34.1 – Q16 – Type(s) of radio reception services used for listening to radio – by Age & Gender (Multiple-Response Q) (n=1511)

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	1511	131	258	279	218	212	202	211	751	760
Radio set (at home, office, in car)	1495 98.9%	130 99.2%	256 99.2%	276 98.9%	217 99.5%	208 98.1%	199 98.5%	209 99.1%	744 99.1%	751 98.8%
Other [Streaming on laptop/computer/mobile or tablet]	234 15.5%	8 6.1%	65 25.2%	67 24.0%	35 16.1%	57 26.9%	1 0.5%	1 0.5%	117 15.6%	117 15.4%
DAB+	113 7.5%	-	43 16.7%	35 12.5%	28 12.8%	5 2.4%	2 1.0%	-	81 10.8%	32 4.2%
TV set	20 1.3%	1 0.8%	3 1.2%	1 0.4%	1 0.5%	2 0.9%	5 2.5%	7 3.3%	13 1.7%	7 0.9%

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 113.

- The most listened to local radio stations on DAB+ are **Bay** (54%), **Magic Malta** (40%), **Vibe FM** (38.1%) and **Bay Easy** (26.5%).

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=113)

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	
		21-30	31-40	41-50	51-60	61-70	Male	Female
Total	113	43	35	28	5	2	81	32
Bay	61 54.0%	25 58.1%	19 54.3%	17 60.7%	-	-	49 60.5%	12 37.5%
Magic Malta	45 39.8%	17 39.5%	15 42.9%	12 42.9%	1 20.0%	-	31 38.3%	14 43.8%
Vibe FM	43 38.1%	17 39.5%	15 42.9%	11 39.3%	-	-	31 38.3%	12 37.5%
Bay Easy	30 26.5%	13 30.2%	9 25.7%	7 25.0%	1 20.0%	-	21 25.9%	9 28.1%
NET FM	11 9.7%	4 9.3%	3 8.6%	3 10.7%	1 20.0%	-	7 8.6%	4 12.5%
Campus 103.7	10 8.8%	3 7.0%	4 11.4%	2 7.1%	1 20.0%	-	7 8.6%	3 9.4%
Smooth Radio	10 8.8%	4 9.3%	2 5.7%	2 7.1%	2 40.0%	-	6 7.4%	4 12.5%
Calypso 101.8	7 6.2%	4 9.3%	2 5.7%	-	-	1 50.0%	7 8.6%	-
ONE Radio	7 6.2%	3 7.0%	2 5.7%	2 7.1%	-	-	7 8.6%	-
All Rock	5 4.4%	2 4.7%	1 2.9%	2 7.1%	-	-	5 6.2%	-
Smash Radio	4 3.5%	2 4.7%	1 2.9%	1 3.6%	-	-	4 4.9%	-
RTK 103	2 1.8%	-	1 2.9%	-	1 20.0%	-	1 1.2%	1 3.1%
Smooth 70s	2 1.8%	-	-	-	2 40.0%	-	1 1.2%	1 3.1%
Radju Malta	1 0.9%	-	-	-	-	1 50.0%	1 1.2%	-

9.12 Radio Listeners' Suggestions on how Local Radio May Improve [Q17A]

All radio listeners interviewed were asked to make suggestions on how local radio may be improved. Most respondents gave a 'no suggestions/don't know' response, however the salient suggestions made comprised the following, which proved similar to those proposed in recent BA audience surveys.

<i>Radio Listeners' Suggestions on improving Local Radio</i>
<ul style="list-style-type: none">♦ too many adverts♦ more discussion programmes with radio-listeners' phone-ins♦ less partisan politics♦ promote more local talent/local singers/bands♦ some local radio stations have improved in quality content♦ better Maltese diction by DJs/presenters; too much half-English, half-Maltese language used♦ more trained and professional DJs/presenters♦ more varied music programme mix♦ more Maltese music♦ more cultural/educational programmes♦ more programme variety.

10. ONLINE VIEWERSHIP – FINDINGS

10.1 Introduction

- ✓ 70% of all Maltese residents **do not watch any Maltese programmes/audiovisual content which are solely produced for online portals.**
- ✓ The remaining 30% **do watch online Maltese programmes/audiovisual content.**

Research Findings in Detail

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

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

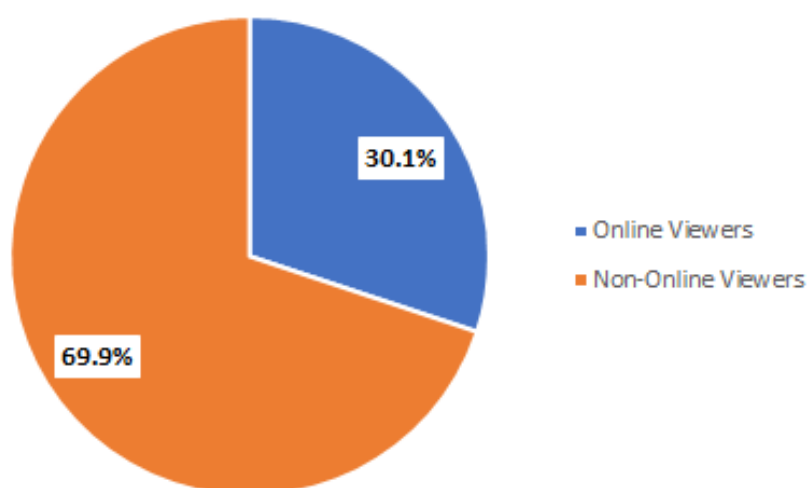


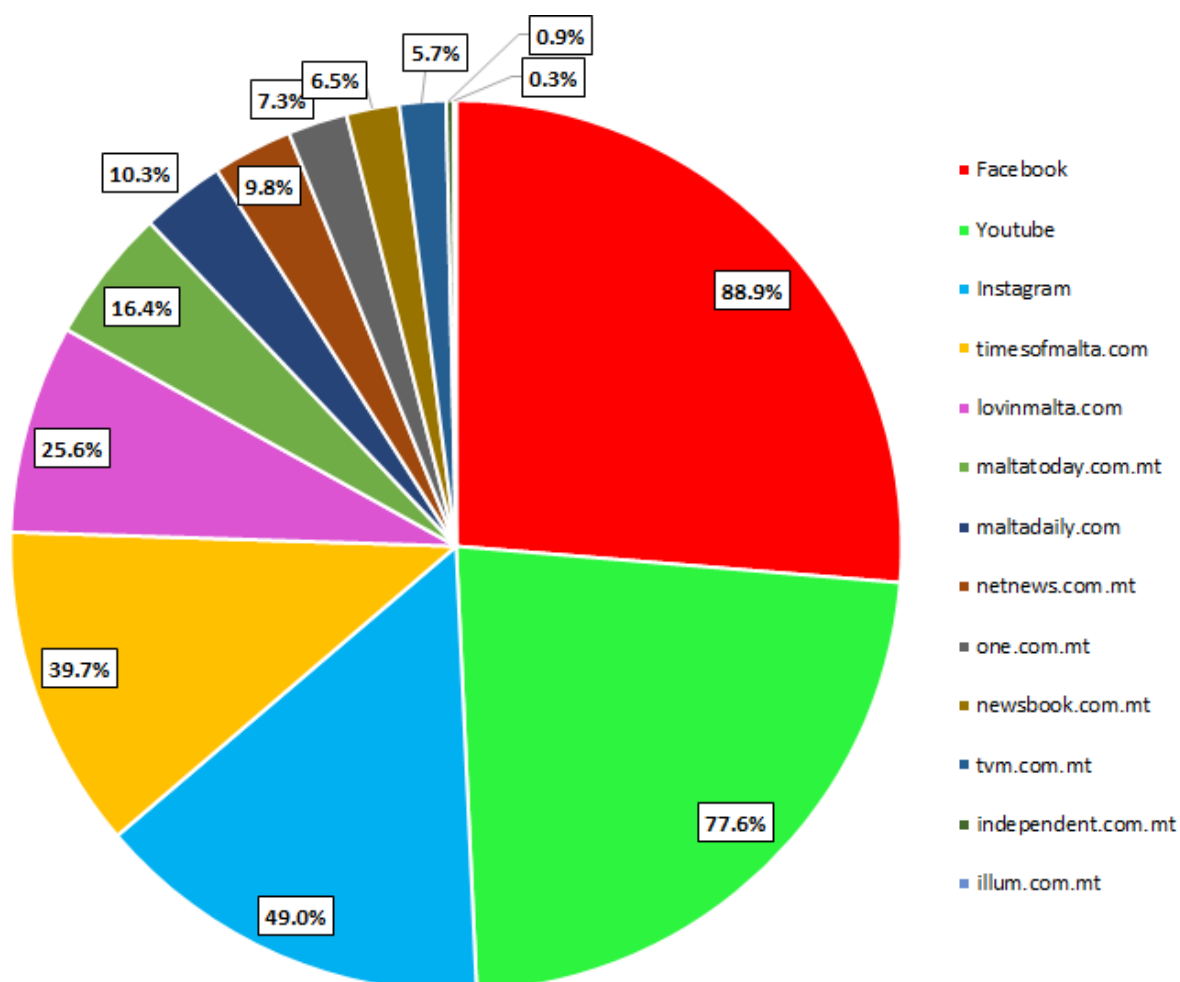
Table 36 – Q18 - Online viewers & Non-online viewers – by Age & Gender

Counts Break % Respondents	Total	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	2100	198	384	379	299	272	275	293	1080	1020
No	1467 69.9%	98 49.5%	203 52.9%	237 62.5%	224 74.9%	217 79.8%	231 84.0%	257 87.7%	762 70.6%	705 69.1%
Yes	633 30.1%	100 50.5%	181 47.1%	142 37.5%	75 25.1%	55 20.2%	44 16.0%	36 12.3%	318 29.4%	315 30.9%

Exhibit 6 – Q19 – Online portal/s or platform/s used for watching Maltese programmes online (Multiple-Response Q) (n=633)

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

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



This Section gives details on the online viewership of the 633 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 89% mentioning it as one of the online platforms used for watching Maltese programmes online. This finding is evident across all age cohorts.
- 77.6% use **Youtube**, 49% use **Instagram** and 40% use **timesofmalta.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=633)

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	633	100	181	142	75	55	44	36	318	315
Facebook	563 88.9%	91 91.0%	162 89.5%	129 90.8%	65 86.7%	48 87.3%	37 84.1%	31 86.1%	278 87.4%	285 90.5%
Youtube	491 77.6%	91 91.0%	152 84.0%	102 71.8%	56 74.7%	40 72.7%	29 65.9%	21 58.3%	257 80.8%	234 74.3%
Instagram	310 49.0%	88 88.0%	100 55.2%	53 37.3%	25 33.3%	23 41.8%	13 29.5%	8 22.2%	155 48.7%	155 49.2%
timesofmalta.com	251 39.7%	41 41.0%	66 36.5%	58 40.8%	36 48.0%	20 36.4%	15 34.1%	15 41.7%	135 42.5%	116 36.8%
lovinmalta.com	162 25.6%	45 45.0%	42 23.2%	41 28.9%	17 22.7%	10 18.2%	4 9.1%	3 8.3%	93 29.2%	69 21.9%
maltatoday.com.mt	104 16.4%	24 24.0%	25 13.8%	26 18.3%	11 14.7%	7 12.7%	7 15.9%	4 11.1%	59 18.6%	45 14.3%
maltadaily.com	65 10.3%	24 24.0%	16 8.8%	13 9.2%	6 8.0%	3 5.5%	1 2.3%	2 5.6%	37 11.6%	28 8.9%
netnews.com.mt	62 9.8%	3 3.0%	14 7.7%	22 15.5%	12 16.0%	7 12.7%	2 4.5%	2 5.6%	31 9.7%	31 9.8%
one.com.mt	46 7.3%	2 2.0%	21 11.6%	18 12.7%	4 5.3%	- -	1 2.3%	- -	28 8.8%	18 5.7%
newsbook.com.mt	41 6.5%	- -	9 5.0%	11 7.7%	5 6.7%	4 7.3%	5 11.4%	7 19.4%	21 6.6%	20 6.3%
tvm.com.mt	36 5.7%	1 1.0%	12 6.6%	17 12.0%	4 5.3%	- -	2 4.5%	- -	20 6.3%	16 5.1%
independent.com.mt	6 0.9%	- -	- -	3 2.1%	1 1.3%	- -	1 2.3%	1 2.8%	6 1.9%	- -
illum.com.mt	2 0.3%	- -	1 0.6%	- -	- -	- -	1 2.3%	- -	1 0.3%	1 0.3%

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 95.3% indicating this device as their most used device. Mobile is the most used device across all age cohorts and gender.
- Following, 2.7% and 1.6% of online viewers use **laptop** and **tablet**, respectively.

Research Findings in Detail

Table below illustrate details on the above research findings.

Table 38.1 – Q20 – Most used device for watching preferred programme/content online – by Age & Gender (n=633)

Counts Break % Respondents	Total	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	633	100	181	142	75	55	44	36	318	315
Mobile	603 95.3%	100 100.0%	175 96.7%	141 99.3%	74 98.7%	49 89.1%	35 79.5%	29 80.6%	301 94.7%	302 95.9%
Laptop	17 2.7%	-	5 2.8%	1 0.7%	1 1.3%	2 3.6%	2 4.5%	6 16.7%	11 3.5%	6 1.9%
Tablet	10 1.6%	-	1 0.6%	-	-	4 7.3%	5 11.4%	-	4 1.3%	6 1.9%
PC	3 0.5%	-	-	-	-	-	2 4.5%	1 2.8%	2 0.6%	1 0.3%

10.4 Most preferred programme online – [Q21]

- For this research question, online viewers (n=633) were asked to indicate **their most preferred** local online programme/audiovisual content.
- Jon Mallia Podcasts** are preferred by 17.2% of all online viewers. **Ricky Caruana Podcasts** are preferred by 16%, whilst **Times Talk (Mark Lawrence Zammit) interviews/features** are preferred by 15.8% of online viewers.
- A further 12.2% 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=633)**

Counts Break % Respondents	Total	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	633	100	181	142	75	55	44	36	318	315
Il-podcast ta' Jon Mallia	109 17.2%	31 31.0%	30 16.6%	21 14.8%	17 22.7%	6 10.9%	4 9.1%	-	68 21.4%	41 13.0%
Ricky Caruana Podcast	101 16.0%	8 8.0%	26 14.4%	33 23.2%	14 18.7%	9 16.4%	5 11.4%	6 16.7%	54 17.0%	47 14.9%
Times Talk (Mark Lawrence Zammit)	100 15.8%	8 8.0%	27 14.9%	24 16.9%	16 21.3%	12 21.8%	5 11.4%	8 22.2%	55 17.3%	45 14.3%
Bajd u Bejken	85 13.4%	17 17.0%	38 21.0%	18 12.7%	7 9.3%	4 7.3%	1 2.3%	-	68 21.4%	17 5.4%
No preferred programme	77 12.2%	9 9.0%	13 7.2%	6 4.2%	3 4.0%	12 21.8%	19 43.2%	15 41.7%	35 11.0%	42 13.3%
Nikxfu il-Karti (Abigail Mallia & Carlos Debattista)	51 8.1%	3 3.0%	18 9.9%	15 10.6%	9 12.0%	3 5.5%	3 6.8%	-	-	51 16.2%
Lovin Malta Meets	31 4.9%	16 16.0%	9 5.0%	4 2.8%	-	1 1.8%	-	1 2.8%	13 4.1%	18 5.7%
Peppi Azzopardi/Xarabank	20 3.2%	-	1 0.6%	3 2.1%	3 4.0%	4 7.3%	5 11.4%	4 11.1%	7 2.2%	13 4.1%
Malta Today	12 1.9%	1 1.0%	5 2.8%	1 0.7%	2 2.7%	1 1.8%	1 2.3%	1 2.8%	8 2.5%	4 1.3%
The She Word (Trudy Kerr)	11 1.7%	-	5 2.8%	4 2.8%	1 1.3%	1 1.8%	-	-	-	11 3.5%
Sandra Gauci	11 1.7%	-	3 1.7%	6 4.2%	-	1 1.8%	-	1 2.8%	1 0.3%	10 3.2%
Malta Daily	9 1.4%	4 4.0%	2 1.1%	1 0.7%	2 2.7%	-	-	-	4 1.3%	5 1.6%
Kellymni - Gwida	9 1.4%	3 3.0%	4 2.2%	2 1.4%	-	-	-	-	-	9 2.9%
Newsbook	3 0.5%	-	-	3 2.1%	-	-	-	-	2 0.6%	1 0.3%
Karl Bonaci (F Living)	2 0.3%	-	-	1 0.7%	-	-	1 2.3%	-	2 0.6%	-
Mark Camilleri	1 0.2%	-	-	-	1 1.3%	-	-	-	1 0.3%	-
Donatello Pisani features	1 0.2%	-	-	-	-	1 1.8%	-	-	-	1 0.3%

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.
- 11.4% watch **less than 15 minutes a day**, whilst a further 9.2% watch **between 1 – 2 hours** of local online content 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=633)

Counts Break % Respondents	Total	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	633	100	181	142	75	55	44	36	318	315
Less than 15 minutes	72 11.4%	7 7.0%	23 12.7%	22 15.5%	8 10.7%	6 10.9%	4 9.1%	2 5.6%	40 12.6%	32 10.2%
Bet 15 – 30 minutes	475 75.0%	86 86.0%	141 77.9%	111 78.2%	57 76.0%	34 61.8%	24 54.5%	22 61.1%	236 74.2%	239 75.9%
Bet 1 – 2 hours	58 9.2%	3 3.0%	10 5.5%	8 5.6%	8 10.7%	13 23.6%	8 18.2%	8 22.2%	26 8.2%	32 10.2%
2+ hours	19 3.0%	4 4.0%	6 3.3%	1 0.7%	1 1.3%	1 1.8%	5 11.4%	1 2.8%	10 3.1%	9 2.9%
Not always the same	9 1.4%	-	1 0.6%	-	1 1.3%	1 1.8%	3 6.8%	3 8.3%	6 1.9%	3 1.0%

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

- 74.1% of all online viewers, on average, watch **between 15 – 30 minutes** of local online programmes/audiovisual content per day on weekends.
- 12% watch **less than 15 minutes a day**, whilst a further 9.3% watch **between 1 – 2 hours** of local online content 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=633)**

Counts Break % Respondents	Total	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	633	100	181	142	75	55	44	36	318	315
Less than 15 minutes	76 12.0%	6 6.0%	24 13.3%	21 14.8%	8 10.7%	6 10.9%	7 15.9%	4 11.1%	38 11.9%	38 12.1%
Bet 15 – 30 minutes	469 74.1%	82 82.0%	139 76.8%	110 77.5%	58 77.3%	37 67.3%	23 52.3%	20 55.6%	234 73.6%	235 74.6%
Bet 1 – 2 hours	59 9.3%	8 8.0%	13 7.2%	9 6.3%	6 8.0%	10 18.2%	6 13.6%	7 19.4%	29 9.1%	30 9.5%
2+ hours	19 3.0%	3 3.0%	5 2.8%	2 1.4%	2 2.7%	1 1.8%	5 11.4%	1 2.8%	9 2.8%	10 3.2%
Not always the same	10 1.6%	1 1.0%	- -	- -	1 1.3%	1 1.8%	3 6.8%	4 11.1%	8 2.5%	2 0.6%

11. PREFERRED SOURCE FOR LOCAL NEWS – FINDINGS

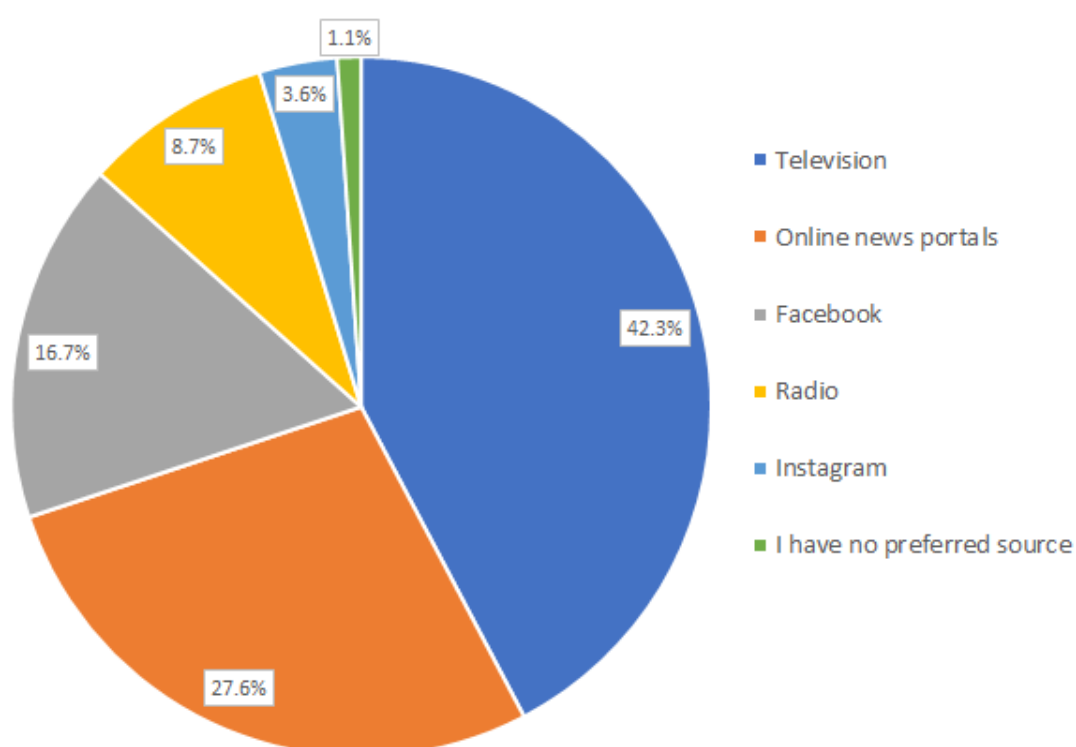
11.1 Introduction

- **Television** is the preferred source for local news by 42.3% of all Maltese residents.
- 27.6% prefer **Online news portals** as their preferred source for local news.
- 16.7% prefer **Facebook** and 8.7% use **Radio** as their preferred source for local news.
- More detailed findings may be found in **Section 11.2** below.

Research Findings in Detail

Exhibit below illustrate details on the above research findings.

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



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

- [a]. Preferred source to obtain local news – **[Q24]**
- [b]. Preferred local **TV station** to watch local news
(for the 889 local news followers who prefer this source) – **[Q25]**
- [c]. Preferred **local radio station** to listen to local news
(for the 182 local news followers who prefer this source) – **[Q26]**
- [d]. Preferred **local news portal** to follow local news
(for the 579 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 42.3% of all Maltese residents. This source is particularly popular amongst individuals aged 21+ years.
- 27.6% prefer **online news portals**.
- **Facebook** is preferred by 16.7%, whilst a further 8.7% use **Radio** as their preferred source for local news.

Research Findings in Detail

Table below illustrate details on the above research findings.

Table 42 – (Q24) Preferred Source for Local News – by Age & Gender

Counts Break % Respondents	Total	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	2100	198	384	379	299	272	275	293	1080	1020
Television	889 42.3%	20 10.1%	108 28.1%	140 36.9%	141 47.2%	134 49.3%	152 55.3%	194 66.2%	439 40.6%	450 44.1%
Online news portals	579 27.6%	48 24.2%	134 34.9%	133 35.1%	79 26.4%	72 26.5%	63 22.9%	50 17.1%	310 28.7%	269 26.4%
Facebook	351 16.7%	54 27.3%	120 31.3%	81 21.4%	40 13.4%	30 11.0%	20 7.3%	6 2.0%	180 16.7%	171 16.8%
Radio	182 8.7%	4 2.0%	15 3.9%	24 6.3%	39 13.0%	32 11.8%	32 11.6%	36 12.3%	104 9.6%	78 7.6%
Instagram	76 3.6%	71 35.9%	5 1.3%	- -	- -	- -	- -	- -	36 3.3%	40 3.9%
I have no preferred source to obtain local news	23 1.1%	1 0.5%	2 0.5%	1 0.3%	- -	4 1.5%	8 2.9%	7 2.4%	11 1.0%	12 1.2%

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 889.

- 40% 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 31.5% as the preferred local TV station for watching local news.
- **ONE** is the third most preferred local TV station for watching local news, with 27.2% 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=889)**

Counts Break % Respondents	Total	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	889	20	108	140	141	134	152	194	439	450
TVM	355 39.9%	5 25.0%	36 33.3%	47 33.6%	66 46.8%	59 44.0%	58 38.2%	84 43.3%	174 39.6%	181 40.2%
NET TV	280 31.5%	8 40.0%	36 33.3%	51 36.4%	44 31.2%	40 29.9%	47 30.9%	54 27.8%	135 30.8%	145 32.2%
ONE	242 27.2%	7 35.0%	36 33.3%	41 29.3%	30 21.3%	33 24.6%	44 28.9%	51 26.3%	123 28.0%	119 26.4%
I have no preferred TV station to watch news	8 0.9%	- -	- -	1 0.7%	1 0.7%	1 0.7%	2 1.3%	3 1.5%	5 1.1%	3 0.7%
TVM +	4 0.4%	- -	- -	- -	- -	1 0.7%	1 0.7%	2 1.0%	2 0.5%	2 0.4%

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 182.

- 22.5% prefer **ONE Radio** as their most preferred source for obtaining local news.
- 20.3% mentioned **Calypso 101.8** and 14.8% chose **Radju Malta** as their most preferred local radio station for obtaining local news.
- 12.1% prefer **NET FM** and **RTK 103** respectively, as their most preferred local radio for obtaining local news.
- **Note:** Due to the very low number of responses (n=182), 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=182)**

Counts Break % Respondents	Total	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	182	4	15	24	39	32	32	36	104	78
ONE Radio (92.7)	41 22.5%	-	4 26.7%	8 33.3%	9 23.1%	5 15.6%	8 25.0%	7 19.4%	32 30.8%	9 11.5%
Calypso 101.8	37 20.3%	-	1 6.7%	3 12.5%	7 17.9%	11 34.4%	8 25.0%	7 19.4%	25 24.0%	12 15.4%
Radju Malta (93.7)	27 14.8%	-	-	-	7 17.9%	4 12.5%	6 18.8%	10 27.8%	11 10.6%	16 20.5%
Net FM (101.0)	22 12.1%	-	-	2 8.3%	5 12.8%	4 12.5%	4 12.5%	7 19.4%	12 11.5%	10 12.8%
RTK 103	22 12.1%	-	-	1 4.2%	5 12.8%	7 21.9%	5 15.6%	4 11.1%	10 9.6%	12 15.4%
Magic Malta (91.7)	20 11.0%	2 50.0%	5 33.3%	7 29.2%	4 10.3%	-	1 3.1%	1 2.8%	10 9.6%	10 12.8%
Bay (89.7)	13 7.1%	2 50.0%	5 33.3%	3 12.5%	2 5.1%	1 3.1%	-	-	4 3.8%	9 11.5%

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 579.

- 55.4% of all individuals who prefer local news portals for following local news, mentioned **timesofmalta.com** as their preferred local news portal, making it the most preferred local news portal for following local news across all age groups and gender.
- 5.2% prefer **maltatoday.com.mt** and a further 4.8% prefer **lovinmalta.com** as their preferred local news portal.
- 20.7% indicated that they do not have a preferred online portal to watch news.

Research Findings in Detail

Table below illustrate details on the above research findings.

**Table 46.1 – Q27 – Preferred local news portal to follow local news
– by Age & Gender (n=579)**

Counts Break % Respondents	Total	Age							Gender	
		12-20	21-30	31-40	41-50	51-60	61-70	71+	Male	Female
Total	579	48	134	133	79	72	63	50	310	269
timesofmalta.com	321 55.4%	25 52.1%	73 54.5%	66 49.6%	47 59.5%	41 56.9%	37 58.7%	32 64.0%	155 50.0%	166 61.7%
I follow different online portals equally to watch news	120 20.7%	1 2.1%	27 20.1%	42 31.6%	17 21.5%	17 23.6%	9 14.3%	7 14.0%	85 27.4%	35 13.0%
maltatoday.com.mt	30 5.2%	3 6.3%	7 5.2%	7 5.3%	2 2.5%	4 5.6%	6 9.5%	1 2.0%	15 4.8%	15 5.6%
lovinmalta.com	28 4.8%	14 29.2%	8 6.0%	5 3.8%	- -	1 1.4%	- -	- -	13 4.2%	15 5.6%
tvmnews.mt	20 3.5%	- -	2 1.5%	4 3.0%	8 10.1%	3 4.2%	3 4.8%	- -	11 3.5%	9 3.3%
one.com.mt	17 2.9%	1 2.1%	6 4.5%	3 2.3%	- -	1 1.4%	2 3.2%	4 8.0%	11 3.5%	6 2.2%
netnews.com.mt	17 2.9%	2 4.2%	3 2.2%	1 0.8%	3 3.8%	2 2.8%	5 7.9%	1 2.0%	8 2.6%	9 3.3%
newsbook.com.mt	12 2.1%	1 2.1%	2 1.5%	4 3.0%	1 1.3%	- -	- -	4 8.0%	3 1.0%	9 3.3%
independent.com.mt	7 1.2%	- -	3 2.2%	1 0.8%	1 1.3%	1 1.4%	- -	1 2.0%	4 1.3%	3 1.1%
maltadaily.mt	7 1.2%	1 2.1%	3 2.2%	- -	- -	2 2.8%	1 1.6%	- -	5 1.6%	2 0.7%

Note: Local news portals not featured in the Table above have a usership of less than 1.2% to follow local news

12. APPENDIX A: STRUCTURED RESEARCH QUESTIONNAIRE

A. AUDIENCE DATE BEING ASSESSED

QA. AUDIENCE DATE BEING ASSESSED:		
	Sunday 14 th September	1
	Monday 15 th September	2
	Tuesday 16 th September	3
	Wednesday 17 th September	4
	Thursday 18 th September	5
	Friday 19 th September	6
	Saturday 20 th September	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
	Foreign TV only	2
	Both local and foreign	3
	I do not watch any TV	4
	We do not have a TV set (and do not watch TV)	5
	Refused/ No Reply	6

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

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

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

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

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
No	2
I don't remember	3

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

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

Q10. Which of the following TV reception services do you usually use to watch local TV?

Prompt reply options and tick all that apply

Paid subscription [ež..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
Foreign radio only	2
Both local and foreign radio	3
I do not listen to ANY radio	4
Refused/ No Reply	5

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	
I do not listen to ANY radio at all (both local and foreign)	2	
Less than 1 hr a day	3	3
Bet 1-2 hrs a day	4	4
Bet 3-4 hrs a day	5	5
Bet 5-6 hrs a day	6	6
6+ hrs a day	7	7
Not always the same	8	8
Don't remember	9	9
Refused/no reply	10	10

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

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

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

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

Q15. During the last 7 days, have you listened to <u>local</u> radio programmes 'on demand', ex. on TV or on another platform pls? Tick one only	
Yes	1
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

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 <u>local Radio</u> 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
Don't know	3
Refused/no reply	4

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
Radio	2
Online news portals	3
Facebook	4
Other, pls specify: _____	5

I have no one preferred source	6
I use all these sources equally	7
I do not use any of these sources	8
I do not watch/listen to local news	9
Don't know	10
Refused/ no reply	11

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!