

## Establishment Survey Results 2018 - 2019

### North

UNIVERSE	2018		2019	
North	5.598.270	100,0%	5.679.598	100,0%
MEDIA HABITS				
INTERNET USE LAST MONTHS	2018		2019	
Internet use	4.756.123	85,0%	4.958.823	87,3%
Mails, chat	4.452.176	79,5%	4.661.528	82,1%
Search	4.175.424	74,6%	4.355.747	76,7%
Website visit	4.011.145	71,6%	4.186.902	73,7%
Banking	3.522.641	62,9%	3.808.320	67,1%
Social media, forums, blogs	2.821.593	50,4%	3.174.391	55,9%
Product info	2.968.683	53,0%	3.241.486	57,1%
News	3.147.159	56,2%	3.345.505	58,9%
Shopping	2.733.415	48,8%	3.138.407	55,3%
Classified	2.306.320	41,2%	2.367.845	41,7%
Watch TV-videos	1.715.262	30,6%	1.852.421	32,6%
Phone calls	1.694.804	30,3%	1.933.363	34,0%
Listen radio, online music	1.579.892	28,2%	1.645.741	29,0%
Download free apps, programs	1.319.070	23,6%	1.606.290	28,3%
Gaming	901.408	16,1%	971.886	17,1%
Download music or podcasts	772.951	13,8%	846.156	14,9%
Download free games	842.662	15,1%	938.588	16,5%
Free download videos	618.906	11,1%	619.245	10,9%
Other	713.035	12,7%	669.820	11,8%
No internet use	842.147	15,0%	720.775	12,7%
INTERNET FREQUENCY	2018		2019	
daily	4.130.175	73,8%	4.352.820	76,6%
5 or 6 times a week	255.777	4,6%	239.868	4,2%
3 or 4 times a week	207.257	3,7%	195.872	3,4%
1 or 2 times a week	120.138	2,1%	126.800	2,2%
A few times a month	35.044	0,6%	34.905	0,6%
Less than once a month	7.731	0,1%	8.558	0,2%
Not applicable	842.147	15,0%	720.775	12,7%
INTERNET AVG DAILY DURATION	2018		2019	
0 minute	-	-	48.230	0,8%
1-30 minutes	-	-	511.069	9,0%
31-60 minutes	-	-	758.391	13,4%
61-120 minutes	-	-	1.312.182	23,1%
121-180 minutes	-	-	881.813	15,5%
181-240 minutes	-	-	490.630	8,6%
240+	-	-	956.508	16,8%
Not applicable	-	-	720.775	12,7%
INTERNET USE 30 LAST DAYS	2018		2019	
Yes	4.739.346	84,7%	4.938.535	87,0%
BELGIAN WEBSITES 30 LAST DAYS	2018		2019	
Yes	4.416.586	78,9%	4.675.147	82,3%
LISTEN RADIO LAST MONTHS	2018		2019	
Yes	5.055.168	90,3%	5.050.344	88,9%
WATCH TV LAST MONTHS	2018		2019	
Yes	5.408.773	96,6%	5.431.528	95,6%

DEVICES		
<b>HOUSEHOLD EQUIPMENT</b>	<b>2018</b>	<b>2019</b>
Smartphone	4.345.063 77,6%	4.582.107 80,7%
Laptop	4.121.056 73,6%	4.179.226 73,6%
Landline	3.632.007 64,9%	3.335.896 58,7%
Tablet	3.258.848 58,2%	3.135.933 55,2%
DVD	2.277.230 40,7%	2.187.532 38,5%
Pc	2.015.754 36,0%	2.018.240 35,5%
Console	1.770.763 31,6%	1.770.346 31,2%
GSM	1.648.157 29,4%	1.435.682 25,3%
Portable console	915.344 16,4%	880.588 15,5%
No household equipment	40.106 0,7%	59.305 1,0%
<b>PERSONAL USE</b>	<b>2018</b>	<b>2019</b>
Smartphone	3.973.642 71,0%	4.283.178 75,4%
Laptop	3.323.214 59,4%	3.383.400 59,6%
Landline	2.871.587 51,3%	2.563.558 45,1%
Tablet	2.231.967 39,9%	2.121.736 37,4%
Pc	1.433.066 25,6%	1.486.384 26,2%
GSM	1.205.311 21,5%	1.044.457 18,4%
DVD	1.154.601 20,6%	1.151.678 20,3%
Console	752.199 13,4%	701.005 12,3%
Portable console	293.516 5,2%	271.883 4,8%
No device personal use	19.938 0,4%	75.854 1,3%
<b>NUMBER OF PC WITH INTERNET</b>	<b>2018</b>	<b>2019</b>
0	37.152 0,7%	52.867 0,9%
1	1.577.113 28,2%	1.529.597 26,9%
2	262.345 4,7%	286.955 5,1%
3+	139.144 2,5%	148.821 2,6%
Not applicable	3.582.516 64,0%	3.661.358 64,5%
<b>NUMBER OF LAPTOPS WITH INTERNET</b>	<b>2018</b>	<b>2019</b>
0	14.505 0,3%	27.823 0,5%
1	1.849.892 33,0%	1.925.525 33,9%
2	1.255.532 22,4%	1.341.398 23,5%
3+	1.001.127 17,9%	884.480 15,6%
Not applicable	1.477.214 26,4%	1.500.372 26,4%
<b>NUMBER OF TABLETS</b>	<b>2018</b>	<b>2019</b>
0	-	-
1	1.737.399 31,0%	1.813.684 31,9%
2	1.042.647 18,6%	891.447 15,7%
3+	478.801 8,6%	430.803 7,6%
Not applicable	2.339.422 41,8%	2.543.665 44,8%
<b>NUMBER OF SMARTPHONE</b>	<b>2018</b>	<b>2019</b>
0	-	-
1	879.594 15,7%	1.018.358 17,9%
2	1.661.699 29,7%	1.852.739 32,6%
3+	1.803.770 32,2%	1.711.010 30,1%
Not applicable	1.253.207 22,4%	1.097.491 19,3%
<b>MOBILE VOICE ASSISTANCE USE ON TABLET OR SMARTPHONE</b>	<b>2018</b>	<b>2019</b>
Yes	794.338 14,2%	980.148 17,3%
<b>MAKE HANDSFREE PHONE CALLS IN CAR</b>	<b>2018</b>	<b>2019</b>
Yes	2.109.140 37,7%	2.267.835 39,9%
<b>HANDSFREE KIT TYPE IN CAR</b>	<b>2018</b>	<b>2019</b>
Via the incorporated system in my car	1.692.259 30,2%	1.866.581 32,9%
Via wireless earphones	145.316 2,6%	139.365 2,5%
Via a handsfree system	151.241 2,7%	186.034 3,3%
Via cable earphones connected to my phone	120.323 2,1%	75.855 1,3%
Not applicable	3.489.130 62,3%	3.411.764 60,1%

TV DEVICES			
<b>NUMBER OF READY-TO-USE TV's</b>		<b>2018</b>	<b>2019</b>
0		134.332 2,4%	182.778 3,2%
1 Tv		3.474.463 62,1%	3.506.570 61,7%
2 Tv's		1.409.294 25,2%	1.360.765 24,0%
3 Tv's		428.642 7,7%	446.807 7,9%
4 Tv's		120.155 2,1%	134.971 2,4%
5 or more		31.384 0,6%	47.708 0,8%
<b>NUMBER OF TV SETS USED TO WATCH TV</b>		<b>2018</b>	<b>2019</b>
0		- -	38.452 0,7%
1 Tv		- -	3.801.511 66,9%
2 Tv's		- -	1.220.446 21,5%
3 Tv's		- -	330.605 5,8%
4 Tv's		- -	86.416 1,5%
5 or more		- -	19.390 0,3%
Not applicable		- -	182.778 3,2%
<b>TV OPERATOR</b>		<b>2018</b>	<b>2019</b>
Telenet		3.590.237 64,1%	3.568.496 62,8%
Proximus		1.418.553 25,3%	1.370.014 24,1%
Voo		3.926 0,1%	- -
Scarlet		186.720 3,3%	206.515 3,6%
Orange TV		124.333 2,2%	240.531 4,2%
SFR		6.655 0,1%	2.751 0,0%
Antenne		36.360 0,6%	37.559 0,7%
TV Vlaanderen		64.660 1,2%	33.913 0,6%
Telesat		9.094 0,2%	6.481 0,1%
Astra		4.305 0,1%	8.500 0,1%
Other		51.141 0,9%	50.093 0,9%
DKN		63.669 1,1%	66.169 1,2%
<b>TV WITH DIGITAL CONNECTION</b>		<b>2018</b>	<b>2019</b>
Yes		5.012.206 89,5%	5.003.981 88,1%
<b>NUMBER OF TV's WITH DIGITAL CONNECTION</b>		<b>2018</b>	<b>2019</b>
0		414.089 7,4%	500.779 8,8%
1		3.737.939 66,8%	3.585.643 63,1%
2		1.030.985 18,4%	1.058.152 18,6%
3		184.396 3,3%	277.949 4,9%
4		47.879 0,9%	64.594 1,1%
5 or more Tv's		11.006 0,2%	17.643 0,3%
don't know		171.975 3,1%	174.838 3,1%
<b>SMART TV</b>		<b>2018</b>	<b>2019</b>
Yes		2.407.853 43,0%	2.762.898 48,6%
<b>NUMBER OF SMART TV's</b>		<b>2018</b>	<b>2019</b>
0		2.642.725 47,2%	2.436.063 42,9%
1		2.012.178 35,9%	2.252.713 39,7%
2		333.157 6,0%	388.175 6,8%
3 or more		62.518 1,1%	122.010 2,1%
don't know		413.360 7,4%	297.860 5,2%
Not applicable		134.332 2,4%	182.778 3,2%
<b>SMART TV WITH DIRECT INTERNET CONNECTION</b>		<b>2018</b>	<b>2019</b>
Yes		1.661.048 29,7%	1.968.986 34,7%
<b>INDIRECT INTERNET CONNECTION VIA</b>		<b>2018</b>	<b>2019</b>
Console		440.031 7,9%	489.835 8,6%
Smartphone		307.524 5,5%	435.007 7,7%
Apple TV box		179.540 3,2%	232.207 4,1%
Tablet		251.825 4,5%	204.902 3,6%
Google Chromecast stick		253.326 4,5%	269.462 4,7%
Portable Console		145.871 2,6%	118.552 2,1%
Microsoft Wireless Display Adapter		110.546 2,0%	83.766 1,5%
Other		171.012 3,1%	184.800 3,3%
DKN		858.944 15,3%	673.059 11,9%
No indirect connection to internet		3.536.592 63,2%	3.408.776 60,0%
<b>WATCHING RECORDED PROGRAMS</b>		<b>2018</b>	<b>2019</b>
Yes		4.014.496 71,7%	4.158.108 73,2%

WATCHING RECORDED PROGRAMS 7 LAST DAYS		2018	2019
Yes		3.567.171 63,7%	3.760.734 66,2%
RECORDING DEVICE		2018	2019
Settopbox		3.549.960 63,4%	3.669.924 64,6%
Digital recorder		430.913 7,7%	421.686 7,4%
Computer		110.057 2,0%	107.498 1,9%
DVD recorder		110.221 2,0%	94.550 1,7%
Other		79.397 1,4%	83.622 1,5%
No use of recording device		6.719 0,1%	13.129 0,2%
TV USE			
FREQUENCY OF WATCHING TV (LIVE + TIMESHIFTED)		2018	2019
daily		4.116.861 73,5%	4.091.228 72,0%
5 or 6 times a week		524.486 9,4%	412.272 7,3%
3 or 4 times a week		329.927 5,9%	381.709 6,7%
1 or 2 times a week		266.302 4,8%	294.958 5,2%
A few times a month		97.181 1,7%	116.618 2,1%
Less than once a month		27.618 0,5%	62.990 1,1%
never		46.399 0,8%	71.753 1,3%
Not applicable		189.497 3,4%	248.070 4,4%
AVERAGE DAILY DURATION OF WATCHING TV (LIVE + TIMESHIFTED)		2018	2019
0 minute		- -	60.246 1,1%
1-30 minutes		- -	339.822 6,0%
31-60 minutes		- -	541.385 9,5%
61-120 minutes		- -	1.440.780 25,4%
121-180 minutes		- -	1.349.633 23,8%
181-240 minutes		- -	959.611 16,9%
240+		- -	740.051 13,0%
Not applicable		- -	248.070 4,4%
FREQUENCY OF WATCHING TV TIMESHIFTED		2018	2019
Daily		- -	1.049.383 18,5%
5 or 6 times a week		- -	348.799 6,1%
3 or 4 times a week		- -	684.458 12,1%
1 or 2 times a week		- -	1.029.928 18,1%
A few times a month		- -	611.238 10,8%
Less than once a month		- -	270.362 4,8%
Never		- -	1.437.361 25,3%
Not applicable		- -	248.070 4,4%
PROPORTION OF WATCHING TV PROGRAMS TIMESHIFTED		2018	2019
Between 0% and 25%		- -	1.884.205 33,2%
Between 25% and 50%		- -	932.895 16,4%
Between 50% and 75%		- -	557.157 9,8%
More than 75%		- -	619.911 10,9%
Not applicable		- -	1.685.431 29,7%
USE INTERNET ON TV FOR		2018	2019
Youtube		744.263 13,3%	938.860 16,5%
Other videos		299.975 5,4%	216.596 3,8%
Websites visit		178.434 3,2%	238.296 4,2%
Social media		152.629 2,7%	215.141 3,8%
Mails		160.560 2,9%	220.432 3,9%
News		158.451 2,8%	187.190 3,3%
Netflix		- -	1.087.451 19,1%
Other apps		127.045 2,3%	116.576 2,1%
Other use		159.067 2,8%	140.089 2,5%
No use of internet on TV		1.064.088 19,0%	925.835 16,3%
FREQUENCY INTERNET ON TV		2018	2019
daily		290.794 5,2%	302.758 5,3%
5 or 6 times a week		78.022 1,4%	94.013 1,7%
3 or 4 times a week		136.684 2,4%	167.588 3,0%
1 or 2 times a week		184.325 3,3%	245.947 4,3%
A few times a month		203.726 3,6%	209.124 3,7%
Less than once a month		130.907 2,3%	124.389 2,2%
never		47.350 0,8%	83.839 1,5%
Not applicable		4.526.462 80,9%	4.451.941 78,4%

WATCH TV/VIDEOS ON APP/SITE	2018	2019
YouTube	2.458.403 43,9%	2.694.676 47,4%
Netflix	1.483.199 26,5%	1.899.990 33,5%
Proximus TV	531.151 9,5%	554.414 9,8%
Yelo Play	1.117.957 20,0%	1.084.848 19,1%
Dailymotion	111.259 2,0%	134.188 2,4%
Stieve	246.466 4,4%	275.308 4,8%
Voomotion	1.220 0,0%	-
App TV Vlaanderen	14.091 0,3%	6.229 0,1%
Orange TV	-	123.299 2,2%
WATCH TV/VIDEOS ON BELGIAN APP/SITE	2018	2019
Net Gemist/Ooit gemist	993.782 17,8%	902.061 15,9%
VTM	862.240 15,4%	1.059.757 18,7%
RTL Info	35.511 0,6%	40.218 0,7%
Auvio	18.594 0,3%	32.194 0,6%
VRT NWS	581.304 10,4%	936.809 16,5%
VRT nu	529.474 9,5%	857.985 15,1%
Sporza	495.862 8,9%	516.244 9,1%
Rtbf.be	23.402 0,4%	19.885 0,4%
Canvas	342.331 6,1%	386.305 6,8%
Vier	326.234 5,8%	403.471 7,1%
Ketnet	297.969 5,3%	378.151 6,7%
Vijf	279.101 5,0%	364.234 6,4%
RTL à l'infini	14.551 0,3%	15.041 0,3%
RTL Play	-	12.017 0,2%
Other Belgian app/site	331.178 5,9%	341.889 6,0%
FREQUENCY OF WATCHING TV/VIDEOS ON APP/SITE	2018	2019
daily	685.455 12,2%	764.189 13,5%
5 or 6 times a week	258.211 4,6%	259.597 4,6%
3 or 4 times a week	500.943 8,9%	514.711 9,1%
1 or 2 times a week	692.546 12,4%	766.580 13,5%
A few times a month	711.189 12,7%	734.785 12,9%
Less than once a month	349.479 6,2%	443.813 7,8%
never	300.300 5,4%	265.745 4,7%
Not applicable	2.100.147 37,5%	1.930.179 34,0%
AVERAGE DAILY DURATION APP/SITE	2018	2019
0 minute	-	400.193 7,0%
1-30 minutes	-	1.498.009 26,4%
31-60 minutes	-	855.351 15,1%
61-120 minutes	-	595.491 10,5%
121-180 minutes	-	215.752 3,8%
181-240 minutes	-	102.897 1,8%
240+	-	85.360 1,5%
Not applicable	-	1.926.545 33,9%
WATCH 3 OR MORE EPISODES OF 1 SERIE IN 1 DAY	2018	2019
Yes	1.949.636 34,8%	2.163.511 38,1%
FREQUENCY OF WATCHING 3 OR MORE EPISODES OF 1 SERIE IN 3 DAY	2018	2019
every week	695.722 12,4%	775.988 13,7%
every 2 weeks	287.631 5,1%	347.257 6,1%
every month	389.113 7,0%	419.473 7,4%
less frequently	577.170 10,3%	620.793 10,9%
Not applicable	3.648.635 65,2%	3.516.087 61,9%
SOURCE OF SERIES	2018	2019
Own recording	1.000.865 17,9%	1.029.646 18,1%
Paid streaming services	819.859 14,6%	961.903 16,9%
Download or streaming on other sites	247.327 4,4%	231.719 4,1%
TV station app or site	221.026 3,9%	279.796 4,9%
DVD	221.526 4,0%	176.449 3,1%
Set-top box on demand	137.029 2,4%	135.857 2,4%
Live TV	-	209.680 3,7%
Other sources	117.848 2,1%	111.538 2,0%

INTERNET DEVICES		
<b>INTERNET USE ON</b>	<b>2018</b>	<b>2019</b>
Smartphone	3.648.419 65,2%	3.949.650 69,5%
Laptop home	3.044.887 54,4%	3.093.482 54,5%
Tablet	2.047.297 36,6%	1.949.348 34,3%
Pc home	1.325.940 23,7%	1.362.358 24,0%
Pc school/work	1.044.846 18,7%	1.005.543 17,7%
TV	846.583 15,1%	1.080.342 19,0%
Laptop work	716.062 12,8%	751.724 13,2%
Console	412.293 7,4%	417.616 7,4%
Portable console	102.765 1,8%	94.488 1,7%
Other devices	153.211 2,7%	158.601 2,8%
<b>INTERNET USE 30 LAST DAYS ON</b>	<b>2018</b>	<b>2019</b>
Smartphone	3.562.866 63,6%	3.862.459 68,0%
Laptop home	2.917.447 52,1%	2.953.920 52,0%
Tablet	1.917.106 34,2%	1.791.510 31,5%
Pc home	1.273.865 22,8%	1.268.475 22,3%
Pc school/work	873.914 15,6%	863.272 15,2%
TV	599.600 10,7%	832.746 14,7%
Laptop work	622.353 11,1%	662.863 11,7%
Console	349.603 6,2%	346.771 6,1%
Portable console	78.595 1,4%	73.990 1,3%
Other devices	120.774 2,2%	123.360 2,2%
<b>FREQUENCY OF INTERNET USE ON - PC HOME</b>	<b>2018</b>	<b>2019</b>
daily	808.337 14,4%	750.767 13,2%
5 or 6 times a week	120.528 2,2%	131.186 2,3%
3 or 4 times a week	140.413 2,5%	148.952 2,6%
1 or 2 times a week	121.393 2,2%	155.686 2,7%
A few times a month	100.467 1,8%	105.500 1,9%
Less than once a month	27.238 0,5%	57.712 1,0%
never	7.563 0,1%	12.554 0,2%
Not applicable	4.272.330 76,3%	4.317.241 76,0%
<b>FREQUENCY OF INTERNET USE ON - PC SCHOOL/WORK</b>	<b>2018</b>	<b>2019</b>
daily	316.407 5,7%	291.630 5,1%
5 or 6 times a week	241.991 4,3%	261.209 4,6%
3 or 4 times a week	137.693 2,5%	147.406 2,6%
1 or 2 times a week	159.388 2,8%	136.002 2,4%
A few times a month	94.258 1,7%	74.613 1,3%
Less than once a month	60.530 1,1%	51.644 0,9%
never	34.580 0,6%	43.037 0,8%
Not applicable	4.553.424 81,3%	4.674.055 82,3%
<b>FREQUENCY OF INTERNET USE ON - LAPTOP HOME</b>	<b>2018</b>	<b>2019</b>
daily	1.845.368 33,0%	1.814.592 31,9%
5 or 6 times a week	309.521 5,5%	299.427 5,3%
3 or 4 times a week	358.817 6,4%	344.623 6,1%
1 or 2 times a week	289.608 5,2%	365.835 6,4%
A few times a month	186.233 3,3%	188.140 3,3%
Less than once a month	42.088 0,8%	57.321 1,0%
never	13.251 0,2%	23.545 0,4%
Not applicable	2.553.383 45,6%	2.586.116 45,5%
<b>FREQUENCY OF INTERNET USE ON - LAPTOP WORK</b>	<b>2018</b>	<b>2019</b>
daily	285.572 5,1%	299.514 5,3%
5 or 6 times a week	235.747 4,2%	217.662 3,8%
3 or 4 times a week	53.286 1,0%	63.722 1,1%
1 or 2 times a week	42.193 0,8%	68.762 1,2%
A few times a month	26.216 0,5%	26.362 0,5%
Less than once a month	18.363 0,3%	8.471 0,1%
never	54.685 1,0%	67.231 1,2%
Not applicable	4.882.208 87,2%	4.927.875 86,8%

<b>FREQUENCY OF INTERNET USE ON - TABLET</b>	<b>2018</b>	<b>2019</b>
daily	1.180.116 21,1%	1.082.669 19,1%
5 or 6 times a week	163.186 2,9%	193.002 3,4%
3 or 4 times a week	250.296 4,5%	216.834 3,8%
1 or 2 times a week	197.108 3,5%	211.514 3,7%
A few times a month	168.123 3,0%	168.949 3,0%
Less than once a month	79.556 1,4%	56.956 1,0%
never	8.912 0,2%	19.426 0,3%
Not applicable	3.550.973 63,4%	3.730.250 65,7%
<b>FREQUENCY OF INTERNET USE ON - SMARTPHONE</b>	<b>2018</b>	<b>2019</b>
daily	3.201.475 57,2%	3.508.693 61,8%
5 or 6 times a week	160.322 2,9%	144.739 2,5%
3 or 4 times a week	108.753 1,9%	123.413 2,2%
1 or 2 times a week	86.079 1,5%	98.699 1,7%
A few times a month	69.441 1,2%	34.988 0,6%
Less than once a month	19.726 0,4%	16.911 0,3%
never	2.623 0,0%	22.207 0,4%
Not applicable	1.949.851 34,8%	1.729.949 30,5%
<b>FREQUENCY OF INTERNET USE ON - CONSOLE</b>	<b>2018</b>	<b>2019</b>
daily	88.823 1,6%	118.755 2,1%
5 or 6 times a week	58.199 1,0%	33.672 0,6%
3 or 4 times a week	83.432 1,5%	74.871 1,3%
1 or 2 times a week	80.618 1,4%	67.596 1,2%
A few times a month	64.002 1,1%	59.630 1,0%
Less than once a month	34.723 0,6%	55.654 1,0%
never	2.496 0,0%	7.438 0,1%
Not applicable	5.185.977 92,6%	5.261.982 92,6%
<b>FREQUENCY OF INTERNET USE ON - PORTABLE CONSOLE</b>	<b>2018</b>	<b>2019</b>
daily	20.863 0,4%	33.298 0,6%
5 or 6 times a week	7.027 0,1%	10.201 0,2%
3 or 4 times a week	24.992 0,4%	14.301 0,3%
1 or 2 times a week	14.451 0,3%	17.324 0,3%
A few times a month	19.842 0,4%	10.184 0,2%
Less than once a month	12.205 0,2%	5.236 0,1%
never	3.386 0,1%	3.944 0,1%
Not applicable	5.495.505 98,2%	5.585.110 98,3%
<b>FREQUENCY OF INTERNET USE ON - TV</b>	<b>2018</b>	<b>2019</b>
daily	276.904 4,9%	367.951 6,5%
5 or 6 times a week	82.809 1,5%	86.106 1,5%
3 or 4 times a week	75.404 1,3%	130.541 2,3%
1 or 2 times a week	130.204 2,3%	189.902 3,3%
A few times a month	122.964 2,2%	165.533 2,9%
Less than once a month	112.503 2,0%	101.670 1,8%
never	45.794 0,8%	38.640 0,7%
Not applicable	4.751.687 84,9%	4.599.257 81,0%
<b>SINGLE INTERNET USER ON</b>	<b>2018</b>	<b>2019</b>
Smartphone	-	3.286.089 57,9%
Laptop home	-	1.466.534 25,8%
Tablet	-	774.976 13,6%
Pc home	-	479.383 8,4%
Laptop work	-	520.808 9,2%
Pc work	-	384.550 6,8%
Console	-	166.651 2,9%
Tv set	-	154.629 2,7%
Portable console	-	31.246 0,6%
<b>USE LAPTOP HOME AT WORK</b>	<b>2018</b>	<b>2019</b>
Yes, both at home and at work	487.408 8,7%	498.002 8,8%
<b>USE LAPTOP WORK AT HOME</b>	<b>2018</b>	<b>2019</b>
Yes, both at work and at home	449.912 8,0%	462.601 8,1%

TYPE INTERNET DEVICES		
<b>OPERATING SYSTEM - PC HOME</b>	<b>2018</b>	<b>2019</b>
Windows	1.102.675 19,7%	1.117.670 19,7%
Mac (Apple)	177.965 3,2%	198.323 3,5%
Other	26.102 0,5%	13.487 0,2%
Don't know	19.198 0,3%	32.877 0,6%
Not applicable	4.272.330 76,3%	4.317.241 76,0%
<b>OPERATING SYSTEM - PC WORK</b>	<b>2018</b>	<b>2019</b>
Windows	902.145 16,1%	861.127 15,2%
Mac (Apple)	62.939 1,1%	62.177 1,1%
Don't know	72.739 1,3%	63.689 1,1%
Other	7.024 0,1%	18.550 0,3%
Not applicable	4.553.424 81,3%	4.674.055 82,3%
<b>OPERATING SYSTEM - LAPTOP HOME</b>	<b>2018</b>	<b>2019</b>
Windows	2.602.033 46,5%	2.665.556 46,9%
Mac (Apple)	362.087 6,5%	353.054 6,2%
Other	43.274 0,8%	30.332 0,5%
Don't know	37.493 0,7%	44.540 0,8%
Not applicable	2.553.383 45,6%	2.586.116 45,5%
<b>OPERATING SYSTEM - LAPTOP WORK</b>	<b>2018</b>	<b>2019</b>
Windows	631.409 11,3%	634.091 11,2%
Mac (Apple)	35.886 0,6%	80.332 1,4%
Don't know	29.468 0,5%	34.996 0,6%
Other	19.300 0,3%	2.305 0,0%
Not applicable	4.882.208 87,2%	4.927.875 86,8%
<b>OPERATING SYSTEM - TABLET</b>	<b>2018</b>	<b>2019</b>
iOS (Apple)	957.331 17,1%	950.523 16,7%
Android	764.019 13,6%	742.255 13,1%
Windows	270.868 4,8%	203.844 3,6%
Other operating system	1.473 0,0%	4.044 0,1%
Don't know	53.607 1,0%	48.682 0,9%
Not applicable	3.550.973 63,4%	3.730.250 65,7%
<b>OPERATING SYSTEM - SMARTPHONE</b>	<b>2018</b>	<b>2019</b>
Android	2.130.855 38,1%	2.396.799 42,2%
iOS (Apple)	1.247.015 22,3%	1.278.824 22,5%
Windows	175.152 3,1%	184.781 3,3%
Other operating system	8.730 0,2%	7.993 0,1%
Don't know	86.667 1,5%	81.253 1,4%
Not applicable	1.949.851 34,8%	1.729.949 30,5%
<b>USE SAME BROWSER ON - PC HOME</b>	<b>2018</b>	<b>2019</b>
Yes, always same browser	1.063.350 19,0%	1.122.618 19,8%
<b>USE SAME BROWSER ON - PC WORK</b>	<b>2018</b>	<b>2019</b>
Yes, always the same	761.293 13,6%	732.609 12,9%
<b>USE SAME BROWSER ON - LAPTOP HOME</b>	<b>2018</b>	<b>2019</b>
Yes, always the same	2.550.393 45,6%	2.653.240 46,7%
<b>USE SAME BROWSER ON - LAPTOP WORK</b>	<b>2018</b>	<b>2019</b>
Yes, always the same	494.894 8,8%	523.128 9,2%
<b>USE SAME BROWSER ON - TABLET</b>	<b>2018</b>	<b>2019</b>
Yes, always the same	1.830.197 32,7%	1.773.002 31,2%
<b>USE SAME BROWSER ON - SMARTPHONE</b>	<b>2018</b>	<b>2019</b>
Yes, always the same	3.381.383 60,4%	3.684.166 64,9%
<b>USE AD BLOCKER</b>	<b>2018</b>	<b>2019</b>
Yes	985.802 17,6%	1.051.950 18,5%
<b>USE AD BLOCKER ON</b>	<b>2018</b>	<b>2019</b>
Laptop home	625.026 11,2%	653.705 11,5%
Smartphone	352.870 6,3%	346.225 6,1%
Pc home	296.918 5,3%	307.525 5,4%
Tablet	185.814 3,3%	158.948 2,8%
Pc work/school	147.963 2,6%	151.466 2,7%
Laptop work	165.197 3,0%	160.480 2,8%



	2018	2019
<b>USE AD BLOCKER ON ALL BROWSERS</b>		
Yes, adblock on all browsers	176.074 3,1%	113.502 2,0%
No, adblock on several browsers	57.379 1,0%	50.330 0,9%
No, adblock only on one browser	46.550 0,8%	63.309 1,1%
Don't know	36.640 0,7%	36.295 0,6%
Not applicable	5.281.626 94,3%	5.416.163 95,4%
<b>USE AD BLOCKER WHITE LIST</b>		
Yes	323.502 5,8%	359.943 6,3%
<b>INTERNET USE</b>		
<b>WATCH ON INTERNET</b>		
Online videos of private persons	805.479 14,4%	800.316 14,1%
Online Downloaded TV shows, movies or series	780.676 13,9%	721.191 12,7%
Online timeshifted TV	1.093.018 19,5%	1.149.420 20,2%
Online trailers of TV shows, movies or series	737.488 13,2%	778.136 13,7%
Online live TV	871.681 15,6%	926.652 16,3%
Online TV extra content	582.832 10,4%	570.438 10,0%
Online TV prior broadcast	216.536 3,9%	232.000 4,1%
Don't watch videos on internet	2.289.002 40,9%	2.460.086 43,3%
<b>WATCH ONLINE TV/VIDEO ON</b>		
Laptop	1.321.941 23,6%	1.307.355 23,0%
Smartphone	1.116.765 19,9%	1.328.300 23,4%
Tablet	907.557 16,2%	861.955 15,2%
Pc	481.647 8,6%	471.683 8,3%
Console	142.817 2,6%	158.706 2,8%
Portable console	35.864 0,6%	54.212 1,0%
Other device	206.257 3,7%	184.527 3,2%
<b>FREQUENCY OF WATCHING TV/VIDEO ON - PC</b>		
daily	116.699 2,1%	101.175 1,8%
5 or 6 times a week	40.233 0,7%	53.758 0,9%
3 or 4 times a week	67.126 1,2%	53.124 0,9%
1 or 2 times a week	98.156 1,8%	88.125 1,6%
A few times a month	95.893 1,7%	101.831 1,8%
Less than once a month	52.103 0,9%	45.585 0,8%
never	11.436 0,2%	28.084 0,5%
Not applicable	5.116.624 91,4%	5.207.915 91,7%
<b>FREQUENCY OF WATCHING TV/VIDEO ON - LAPTOP</b>		
daily	253.250 4,5%	268.499 4,7%
5 or 6 times a week	141.367 2,5%	93.797 1,7%
3 or 4 times a week	222.239 4,0%	212.216 3,7%
1 or 2 times a week	283.915 5,1%	283.927 5,0%
A few times a month	270.526 4,8%	284.243 5,0%
Less than once a month	120.935 2,2%	138.098 2,4%
never	29.708 0,5%	26.576 0,5%
Not applicable	4.276.329 76,4%	4.372.243 77,0%
<b>FREQUENCY OF WATCHING TV/VIDEO ON - TABLET</b>		
daily	203.776 3,6%	190.591 3,4%
5 or 6 times a week	81.892 1,5%	71.477 1,3%
3 or 4 times a week	132.120 2,4%	108.156 1,9%
1 or 2 times a week	174.528 3,1%	180.081 3,2%
A few times a month	207.621 3,7%	183.111 3,2%
Less than once a month	96.091 1,7%	102.199 1,8%
never	11.529 0,2%	26.340 0,5%
Not applicable	4.690.713 83,8%	4.817.643 84,8%
<b>FREQUENCY OF WATCHING TV/VIDEO ON - SMARTPHONE</b>		
daily	405.903 7,3%	480.178 8,5%
5 or 6 times a week	128.577 2,3%	104.107 1,8%
3 or 4 times a week	179.884 3,2%	226.898 4,0%
1 or 2 times a week	161.290 2,9%	215.279 3,8%
A few times a month	163.534 2,9%	187.540 3,3%
Less than once a month	56.962 1,0%	74.601 1,3%
never	20.615 0,4%	39.697 0,7%
Not applicable	4.481.505 80,1%	4.351.298 76,6%

FREQUENCY OF WATCHING TV/VIDEO ON - CONSOLE	2018	2019
daily	36.450 0,7%	47.833 0,8%
5 or 6 times a week	10.840 0,2%	12.592 0,2%
3 or 4 times a week	24.731 0,4%	25.026 0,4%
1 or 2 times a week	29.319 0,5%	23.419 0,4%
A few times a month	28.431 0,5%	32.403 0,6%
Less than once a month	10.590 0,2%	11.994 0,2%
never	2.455 0,0%	5.440 0,1%
Not applicable	5.455.453 97,4%	5.520.892 97,2%
FREQUENCY OF WATCHING TV/VIDEO ON - PORTABLE CONSOLE	2018	2019
daily	16.254 0,3%	17.528 0,3%
5 or 6 times a week	2.591 0,0%	10.648 0,2%
3 or 4 times a week	9.616 0,2%	4.044 0,1%
1 or 2 times a week	6.273 0,1%	5.082 0,1%
A few times a month	1.130 0,0%	9.031 0,2%
Less than once a month	- -	5.260 0,1%
never	- -	2.619 0,0%
Not applicable	5.562.406 99,4%	5.625.386 99,0%
FREQUENCY OF WATCHING TV/VIDEO ON - OTHER DEVICES (NOT TV)	2018	2019
daily	48.623 0,9%	40.289 0,7%
5 or 6 times a week	11.737 0,2%	4.791 0,1%
3 or 4 times a week	7.273 0,1%	20.620 0,4%
1 or 2 times a week	12.739 0,2%	16.403 0,3%
A few times a month	22.124 0,4%	22.532 0,4%
Less than once a month	24.140 0,4%	9.102 0,2%
never	79.621 1,4%	70.791 1,2%
Not applicable	5.392.013 96,3%	5.495.071 96,8%
FREQUENCY OF WATCHING - ONLINE LIVE TV	2018	2019
daily	243.257 4,3%	293.165 5,2%
5 or 6 times a week	51.509 0,9%	64.276 1,1%
3 or 4 times a week	125.636 2,2%	86.164 1,5%
1 or 2 times a week	179.785 3,2%	187.711 3,3%
A few times a month	159.222 2,8%	187.428 3,3%
Less than once a month	112.272 2,0%	107.908 1,9%
Not applicable	4.726.589 84,4%	4.752.946 83,7%
FREQUENCY OF WATCHING - ONLINE TIMESHIFTED TV	2018	2019
daily	194.537 3,5%	157.587 2,8%
5 or 6 times a week	79.874 1,4%	113.341 2,0%
3 or 4 times a week	195.038 3,5%	226.414 4,0%
1 or 2 times a week	215.801 3,9%	279.044 4,9%
A few times a month	266.835 4,8%	254.291 4,5%
Less than once a month	140.934 2,5%	118.742 2,1%
Not applicable	4.505.252 80,5%	4.530.179 79,8%
FREQUENCY OF WATCHING - ONLINE TV PRIOR TO BROADCAST	2018	2019
daily	75.590 1,4%	44.328 0,8%
5 or 6 times a week	12.622 0,2%	27.559 0,5%
3 or 4 times a week	30.561 0,5%	49.095 0,9%
1 or 2 times a week	45.331 0,8%	60.586 1,1%
A few times a month	16.797 0,3%	29.290 0,5%
Less than once a month	35.636 0,6%	21.141 0,4%
Not applicable	5.381.734 96,1%	5.447.599 95,9%
FREQUENCY OF WATCHING - ONLINE TV EXTRA CONTENT	2018	2019
daily	101.520 1,8%	86.323 1,5%
5 or 6 times a week	61.855 1,1%	64.809 1,1%
3 or 4 times a week	110.641 2,0%	126.717 2,2%
1 or 2 times a week	129.498 2,3%	156.232 2,8%
A few times a month	135.093 2,4%	91.922 1,6%
Less than once a month	44.225 0,8%	44.437 0,8%
Not applicable	5.015.438 89,6%	5.109.160 90,0%
FREQUENCY OF WATCHING - ONLINE DOWNLOADED TV SHOWS, MOVIES OR SERIES	2018	2019
daily	198.714 3,5%	159.112 2,8%
5 or 6 times a week	64.042 1,1%	90.015 1,6%
3 or 4 times a week	134.724 2,4%	140.251 2,5%
1 or 2 times a week	164.892 2,9%	138.632 2,4%
A few times a month	154.070 2,8%	141.318 2,5%
Less than once a month	64.234 1,1%	51.862 0,9%
Not applicable	4.817.594 86,1%	4.958.408 87,3%

FREQUENCY OF WATCHING - ONLINE TRAILERS OF TV SHOWS, MOVIES OR SERIES		2018	2019
daily		77.782 1,4%	85.170 1,5%
5 or 6 times a week		37.103 0,7%	47.050 0,8%
3 or 4 times a week		82.235 1,5%	113.987 2,0%
1 or 2 times a week		176.590 3,2%	169.620 3,0%
A few times a month		281.329 5,0%	260.101 4,6%
Less than once a month		82.448 1,5%	102.209 1,8%
Not applicable		4.860.782 86,8%	4.901.462 86,3%
FREQUENCY OF WATCHING - ONLINE PRIVATE PERSONS VIDEOS		2018	2019
daily		258.475 4,6%	251.130 4,4%
5 or 6 times a week		95.501 1,7%	118.905 2,1%
3 or 4 times a week		153.228 2,7%	140.163 2,5%
1 or 2 times a week		126.678 2,3%	148.384 2,6%
A few times a month		125.456 2,2%	117.817 2,1%
Less than once a month		46.140 0,8%	23.918 0,4%
Not applicable		4.792.791 85,6%	4.879.282 85,9%
DURATION OF WATCHING (AVERAGE DAY) - LIVE TV ON INTERNET		2018	2019
less than 5 minutes		112.124 2,0%	109.051 1,9%
Less than a quarter		59.166 1,1%	95.713 1,7%
Less than half an hour		116.510 2,1%	129.327 2,3%
Less than one hour		223.805 4,0%	229.171 4,0%
1 to 2 hours		261.817 4,7%	260.303 4,6%
More than 2 hours		98.258 1,8%	103.088 1,8%
Not applicable		4.726.589 84,4%	4.752.946 83,7%
DURATION OF WATCHING (AVERAGE DAY) - TIMESHIFTED TV ON INTERNET		2018	2019
less than 5 minutes		138.695 2,5%	101.011 1,8%
Less than a quarter		72.707 1,3%	76.891 1,4%
Less than half an hour		150.199 2,7%	186.021 3,3%
Less than one hour		428.818 7,7%	410.525 7,2%
1 to 2 hours		255.717 4,6%	331.844 5,8%
More than 2 hours		46.883 0,8%	43.128 0,8%
Not applicable		4.505.252 80,5%	4.530.179 79,8%
DURATION OF WATCHING (AVERAGE DAY) - TV PRIOR BROADCAST ON INTERNET		2018	2019
less than 5 minutes		18.501 0,3%	37.705 0,7%
Less than a quarter		17.997 0,3%	26.210 0,5%
Less than half an hour		32.014 0,6%	42.010 0,7%
Less than one hour		73.506 1,3%	69.361 1,2%
1 to 2 hours		42.309 0,8%	44.510 0,8%
More than 2 hours		32.210 0,6%	12.204 0,2%
Not applicable		5.381.734 96,1%	5.447.599 95,9%
DURATION OF WATCHING (AVERAGE DAY) - TV EXTRA CONTENT ON INTERNET		2018	2019
less than 5 minutes		107.956 1,9%	88.668 1,6%
Less than a quarter		129.304 2,3%	149.103 2,6%
Less than half an hour		133.993 2,4%	143.291 2,5%
Less than one hour		135.363 2,4%	106.496 1,9%
1 to 2 hours		51.990 0,9%	59.886 1,1%
More than 2 hours		24.227 0,4%	22.994 0,4%
Not applicable		5.015.438 89,6%	5.109.160 90,0%
DURATION OF WATCHING (AVERAGE DAY) - DOWNLOADED TV SHOWS, MOVIES OR SERIES ON INTERNET		2018	2019
less than 5 minutes		34.978 0,6%	40.397 0,7%
Less than a quarter		34.497 0,6%	23.556 0,4%
Less than half an hour		65.269 1,2%	60.827 1,1%
Less than one hour		212.565 3,8%	189.810 3,3%
1 to 2 hours		330.434 5,9%	292.587 5,2%
More than 2 hours		102.932 1,8%	114.014 2,0%
Not applicable		4.817.594 86,1%	4.958.408 87,3%
DURATION OF WATCHING (AVERAGE DAY) - TRAILERS OF TV SHOWS, MOVIES OR SERIES ON INTERNET		2018	2019
less than 5 minutes		221.581 4,0%	222.991 3,9%
Less than a quarter		239.404 4,3%	241.487 4,3%
Less than half an hour		110.087 2,0%	133.124 2,3%
Less than one hour		106.342 1,9%	94.332 1,7%
1 to 2 hours		31.677 0,6%	60.951 1,1%
More than 2 hours		28.398 0,5%	25.251 0,4%
Not applicable		4.860.782 86,8%	4.901.462 86,3%

<b>DURATION OF WATCHING (AVERAGE DAY) - VIDEOS OF PRIVATE PERSONS ON INTERNET</b>	<b>2018</b>	<b>2019</b>
less than 5 minutes	95.326 1,7%	81.811 1,4%
Less than a quarter	179.955 3,2%	130.752 2,3%
Less than half an hour	163.949 2,9%	185.347 3,3%
Less than one hour	182.424 3,3%	195.874 3,4%
1 to 2 hours	133.889 2,4%	125.886 2,2%
More than 2 hours	49.937 0,9%	80.647 1,4%
Not applicable	4.792.791 85,6%	4.879.282 85,9%
<b>RADIO DEVICES</b>		
<b>LISTENING LAST MONTHS TO</b>	<b>2018</b>	<b>2019</b>
Radio stations	5.071.474 90,6%	4.993.143 87,9%
Audio on video platforms	2.380.142 42,5%	2.585.517 45,5%
Streaming services	1.293.782 23,1%	1.473.360 25,9%
TV music stations (without image)	431.232 7,7%	470.654 8,3%
Radio aggregator	381.675 6,8%	341.804 6,0%
<b>LISTENING RADIO STATIONS ON</b>	<b>2018</b>	<b>2019</b>
Classic radio	3.665.574 65,5%	3.503.209 61,7%
Classic car radio	3.254.073 58,1%	3.128.843 55,1%
On TV	1.320.223 23,6%	1.232.137 21,7%
On mobile phone	1.095.704 19,6%	1.156.125 20,4%
On PC	1.162.395 20,8%	1.037.174 18,3%
On tablet	545.426 9,7%	427.678 7,5%
DAB/DAB+ car radio	351.857 6,3%	445.367 7,8%
Wifi radio	372.178 6,6%	391.738 6,9%
DAB/DAB+ radio	266.475 4,8%	410.929 7,2%
On MP3 player	215.138 3,8%	150.660 2,7%
<b>LISTENING RADIO STATIONS ON TV</b>	<b>2018</b>	<b>2019</b>
without image	1.007.656 18,0%	949.958 16,7%
with image	608.017 10,9%	578.981 10,2%
<b>LISTENING RADIO STATIONS VIA INTERNET</b>	<b>2018</b>	<b>2019</b>
Yes	1.518.784 27,1%	1.468.941 25,9%
<b>LISTENING RADIO STATIONS VIA INTERNET</b>	<b>2018</b>	<b>2019</b>
Live	1.447.447 25,9%	1.403.690 24,7%
Timeshifted	201.839 3,6%	157.247 2,8%
Podcasts (downloaded or online)	146.194 2,6%	164.038 2,9%
<b>FREQUENCY OF LISTENING TO RADIO STATIONS</b>	<b>2018</b>	<b>2019</b>
daily	3.482.381 62,2%	3.470.381 61,1%
5 or 6 times a week	511.484 9,1%	534.115 9,4%
3 or 4 times a week	449.752 8,0%	391.324 6,9%
1 or 2 times a week	384.192 6,9%	386.077 6,8%
A few times a month	184.698 3,3%	162.672 2,9%
Less than once a month	58.967 1,1%	48.575 0,9%
Not applicable	526.796 9,4%	686.455 12,1%
<b>FREQUENCY OF LISTENING TO RADIO STATIONS - IN AM/FM/DAB</b>	<b>2018</b>	<b>2019</b>
daily	3.274.571 58,5%	3.189.168 56,2%
5 or 6 times a week	479.942 8,6%	576.908 10,2%
3 or 4 times a week	429.526 7,7%	339.985 6,0%
1 or 2 times a week	368.433 6,6%	418.068 7,4%
A few times a month	230.752 4,1%	198.880 3,5%
Less than once a month	100.212 1,8%	73.070 1,3%
never	188.038 3,4%	197.064 3,5%
Not applicable	526.796 9,4%	686.455 12,1%
<b>FREQUENCY OF LISTENING TO RADIO STATIONS - ON TV</b>	<b>2018</b>	<b>2019</b>
daily	236.267 4,2%	213.041 3,8%
5 or 6 times a week	56.011 1,0%	65.471 1,2%
3 or 4 times a week	122.010 2,2%	149.019 2,6%
1 or 2 times a week	381.932 6,8%	331.523 5,8%
A few times a month	322.427 5,8%	298.099 5,2%
Less than once a month	170.951 3,1%	124.804 2,2%
never	30.625 0,5%	50.180 0,9%
Not applicable	4.278.047 76,4%	4.447.461 78,3%

FREQUENCY OF LISTENING TO RADIO STATIONS - ON RADIO WEBSITE		2018	2019
daily	168.110	3,0%	172.155 3,0%
5 or 6 times a week	90.358	1,6%	79.744 1,4%
3 or 4 times a week	155.018	2,8%	121.713 2,1%
1 or 2 times a week	296.506	5,3%	289.042 5,1%
A few times a month	392.603	7,0%	303.549 5,3%
Less than once a month	216.445	3,9%	234.562 4,1%
never	199.744	3,6%	268.175 4,7%
Not applicable	4.079.486	72,9%	4.210.657 74,1%
FREQUENCY OF LISTENING TO RADIO STATIONS - ON RADIOSTATION APP		2018	2019
daily	124.967	2,2%	132.078 2,3%
5 or 6 times a week	52.671	0,9%	28.012 0,5%
3 or 4 times a week	87.401	1,6%	85.512 1,5%
1 or 2 times a week	199.902	3,6%	177.778 3,1%
A few times a month	195.818	3,5%	167.930 3,0%
Less than once a month	153.783	2,7%	158.212 2,8%
never	704.242	12,6%	719.419 12,7%
Not applicable	4.079.486	72,9%	4.210.657 74,1%
FREQUENCY OF LISTENING TO RADIO STATIONS - VIA RADIO AGGREGATOR		2018	2019
daily	56.441	1,0%	71.997 1,3%
5 or 6 times a week	13.498	0,2%	20.127 0,4%
3 or 4 times a week	46.921	0,8%	30.332 0,5%
1 or 2 times a week	95.700	1,7%	65.411 1,2%
A few times a month	51.671	0,9%	63.246 1,1%
Less than once a month	39.046	0,7%	27.220 0,5%
never	78.399	1,4%	63.471 1,1%
Not applicable	5.216.596	93,2%	5.337.794 94,0%
FREQUENCY OF LISTENING TO - STREAMING SERVICES		2018	2019
daily	466.091	8,3%	576.453 10,1%
5 or 6 times a week	156.273	2,8%	151.197 2,7%
3 or 4 times a week	210.764	3,8%	220.782 3,9%
1 or 2 times a week	187.261	3,3%	215.551 3,8%
A few times a month	209.546	3,7%	208.068 3,7%
Less than once a month	37.364	0,7%	67.710 1,2%
never	26.483	0,5%	33.598 0,6%
Not applicable	4.304.488	76,9%	4.206.239 74,1%
FREQUENCY OF LISTENING TO - WEBRADIOS		2018	2019
daily	242.402	4,3%	211.771 3,7%
5 or 6 times a week	84.824	1,5%	91.783 1,6%
3 or 4 times a week	148.145	2,6%	130.817 2,3%
1 or 2 times a week	228.341	4,1%	203.011 3,6%
A few times a month	261.506	4,7%	251.125 4,4%
Less than once a month	347.483	6,2%	337.688 5,9%
never	3.045.701	54,4%	3.166.588 55,8%
Not applicable	1.239.868	22,1%	1.286.816 22,7%
FREQUENCY OF LISTENING TO - VIDEO PLATFORMS		2018	2019
daily	571.394	10,2%	687.992 12,1%
5 or 6 times a week	263.474	4,7%	267.534 4,7%
3 or 4 times a week	416.062	7,4%	443.751 7,8%
1 or 2 times a week	434.151	7,8%	504.221 8,9%
A few times a month	508.844	9,1%	455.077 8,0%
Less than once a month	139.687	2,5%	167.268 2,9%
never	46.529	0,8%	59.673 1,1%
Not applicable	3.218.128	57,5%	3.094.082 54,5%
FREQUENCY OF LISTENING TO - TV MUSIC STATIONS (WITHOUT IMAGES)		2018	2019
daily	48.979	0,9%	65.889 1,2%
5 or 6 times a week	21.774	0,4%	24.114 0,4%
3 or 4 times a week	42.867	0,8%	49.728 0,9%
1 or 2 times a week	108.915	1,9%	96.441 1,7%
A few times a month	95.955	1,7%	97.202 1,7%
Less than once a month	62.167	1,1%	64.696 1,1%
never	50.574	0,9%	72.584 1,3%
Not applicable	5.167.039	92,3%	5.208.944 91,7%
PAID SUBSCRIPTION STREAMING SERVICE		2018	2019
Yes	548.833	9,8%	666.416 11,7%

<b>DURATION OF LISTENING TO (YESTERDAY) - RADIO STATIONS</b>	<b>2018</b>	<b>2019</b>
less than 5 minutes	159.859 2,9%	123.689 2,2%
Less than a quarter	315.371 5,6%	294.651 5,2%
Less than half an hour	496.832 8,9%	409.984 7,2%
Less than one hour	642.376 11,5%	780.667 13,7%
1 to 2 hours	979.025 17,5%	938.251 16,5%
More than 2 hours	1.828.814 32,7%	1.781.814 31,4%
I did not listen to the radio yesterday	649.197 11,6%	664.087 11,7%
Not applicable	526.796 9,4%	686.455 12,1%
<b>DURATION OF LISTENING TO (YESTERDAY) - STREAMING SERVICES</b>	<b>2018</b>	<b>2019</b>
Less than a quarter	60.891 1,1%	91.954 1,6%
Less than half an hour	125.810 2,2%	92.200 1,6%
Less than one hour	205.052 3,7%	216.562 3,8%
1 to 2 hours	165.028 2,9%	238.167 4,2%
More than 2 hours	148.078 2,6%	210.535 3,7%
I did not listen to the radio yesterday	477.674 8,5%	513.838 9,0%
Not applicable	4.304.488 76,9%	4.206.239 74,1%
<b>DURATION OF LISTENING TO (YESTERDAY) - WEBRADIOS</b>	<b>2018</b>	<b>2019</b>
less than 5 minutes	208.357 3,7%	204.705 3,6%
Less than a quarter	84.845 1,5%	83.647 1,5%
Less than half an hour	103.866 1,9%	95.539 1,7%
Less than one hour	102.846 1,8%	109.649 1,9%
1 to 2 hours	88.329 1,6%	67.650 1,2%
More than 2 hours	73.018 1,3%	56.265 1,0%
I did not listen to the radio yesterday	651.440 11,6%	608.739 10,7%
Not applicable	4.285.569 76,6%	4.453.404 78,4%
<b>DURATION OF LISTENING TO (YESTERDAY) - RADIO AGGREGATOR</b>	<b>2018</b>	<b>2019</b>
less than 5 minutes	65.823 1,2%	47.291 0,8%
Less than a quarter	10.865 0,2%	14.504 0,3%
Less than half an hour	28.420 0,5%	21.378 0,4%
Less than one hour	31.950 0,6%	41.988 0,7%
1 to 2 hours	24.523 0,4%	32.262 0,6%
More than 2 hours	36.029 0,6%	40.978 0,7%
I did not listen to the radio yesterday	184.063 3,3%	143.403 2,5%
Not applicable	5.216.596 93,2%	5.337.794 94,0%
<b>DURATION OF LISTENING TO (YESTERDAY) - MUSIC PLATFORMS</b>	<b>2018</b>	<b>2019</b>
less than 5 minutes	189.082 3,4%	223.615 3,9%
Less than a quarter	250.295 4,5%	206.493 3,6%
Less than half an hour	274.897 4,9%	295.258 5,2%
Less than one hour	295.427 5,3%	327.146 5,8%
1 to 2 hours	276.593 4,9%	359.342 6,3%
More than 2 hours	133.622 2,4%	181.039 3,2%
I did not listen to the radio yesterday	960.226 17,2%	992.624 17,5%
Not applicable	3.218.128 57,5%	3.094.082 54,5%
<b>DURATION OF LISTENING TO (YESTERDAY) - TV MUSIC STATIONS (WITHOUT IMAGE)</b>	<b>2018</b>	<b>2019</b>
less than 5 minutes	45.711 0,8%	40.872 0,7%
Less than a quarter	13.175 0,2%	33.390 0,6%
Less than half an hour	38.694 0,7%	20.616 0,4%
Less than one hour	33.722 0,6%	46.749 0,8%
1 to 2 hours	30.702 0,5%	38.716 0,7%
More than 2 hours	24.903 0,4%	21.173 0,4%
I did not listen to the radio yesterday	244.324 4,4%	269.137 4,7%
Not applicable	5.167.039 92,3%	5.208.944 91,7%
<b>FREQUENCY OF LISTENING TO RADIO STREAMING - AT HOME</b>	<b>2018</b>	<b>2019</b>
daily	-	2.826.103 49,8%
5 or 6 times a week	-	344.806 6,1%
3 or 4 times a week	-	465.276 8,2%
1 or 2 times a week	-	476.379 8,4%
A few times a month	-	293.405 5,2%
Less than once a month	-	166.502 2,9%
never	-	607.851 10,7%
Not applicable	-	499.277 8,8%

FREQUENCY OF LISTENING TO RADIO STREAMING - AT WORK	2018	2019
daily	-	639.144 11,3%
5 or 6 times a week	-	483.782 8,5%
3 or 4 times a week	-	271.266 4,8%
1 or 2 times a week	-	237.910 4,2%
A few times a month	-	118.608 2,1%
Less than once a month	-	107.029 1,9%
never	-	3.322.582 58,5%
Not applicable	-	499.277 8,8%
FREQUENCY OF LISTENING TO RADIO STREAMING - IN A CAR	2018	2019
daily	-	1.894.264 33,4%
5 or 6 times a week	-	765.646 13,5%
3 or 4 times a week	-	582.680 10,3%
1 or 2 times a week	-	622.556 11,0%
A few times a month	-	242.569 4,3%
Less than once a month	-	76.942 1,4%
never	-	995.665 17,5%
Not applicable	-	499.277 8,8%
FREQUENCY OF LISTENING TO RADIO STREAMING - IN PUBLIC TRANSPORT	2018	2019
daily	-	193.483 3,4%
5 or 6 times a week	-	63.469 1,1%
3 or 4 times a week	-	91.100 1,6%
1 or 2 times a week	-	101.878 1,8%
A few times a month	-	97.230 1,7%
Less than once a month	-	182.780 3,2%
never	-	4.450.381 78,4%
Not applicable	-	499.277 8,8%
FREQUENCY OF LISTENING TO RADIO STREAMING - IN AN OTHER PLACE	2018	2019
daily	-	189.505 3,3%
5 or 6 times a week	-	49.754 0,9%
3 or 4 times a week	-	181.548 3,2%
1 or 2 times a week	-	271.227 4,8%
A few times a month	-	391.344 6,9%
Less than once a month	-	305.449 5,4%
never	-	3.791.495 66,8%
Not applicable	-	499.277 8,8%
FREQUENCY OF LISTENING WITH HEADSET	2018	2019
daily	458.430 8,2%	466.008 8,2%
5 or 6 times a week	145.296 2,6%	194.252 3,4%
3 or 4 times a week	273.437 4,9%	221.074 3,9%
1 or 2 times a week	265.052 4,7%	263.547 4,6%
A few times a month	281.803 5,0%	275.035 4,8%
Less than once a month	311.991 5,6%	262.013 4,6%
never	3.456.016 61,7%	3.498.394 61,6%
Not applicable	406.245 7,3%	499.277 8,8%