

Establishment Survey

Results 2019

National: MEN & WOMEN

UNIVERSE	MEN		WOMEN	
Gender	4.826.163	100,0%	5.058.357	100,0%
MEDIA HABITS				
INTERNET USE LAST MONTHS	MEN		WOMEN	
Internet use	4.319.226	89,5%	4.306.755	85,1%
Mails, chat	3.888.765	80,6%	3.922.540	77,5%
Search	3.727.598	77,2%	3.653.010	72,2%
Website visit	3.570.572	74,0%	3.480.611	68,8%
Banking	3.112.311	64,5%	2.961.513	58,5%
Social media, forums, blogs	2.790.012	57,8%	2.938.153	58,1%
Product info	2.965.375	61,4%	2.782.028	55,0%
News	2.922.324	60,6%	2.666.303	52,7%
Shopping	2.598.336	53,8%	2.595.968	51,3%
Classified	2.184.537	45,3%	1.856.232	36,7%
Watch TV-videos	1.850.975	38,4%	1.627.951	32,2%
Phone calls	1.741.040	36,1%	1.708.244	33,8%
Listen radio, online music	1.675.414	34,7%	1.467.379	29,0%
Download free apps, programs	1.580.292	32,7%	1.276.872	25,2%
Gaming	1.102.883	22,9%	717.478	14,2%
Download music or podcasts	915.709	19,0%	743.521	14,7%
Download free games	874.726	18,1%	818.687	16,2%
Free download videos	883.759	18,3%	585.991	11,6%
Other	773.054	16,0%	542.842	10,7%
No internet use	506.937	10,5%	751.601	14,9%
INTERNET FREQUENCY	MEN		WOMEN	
daily	3.730.385	77,3%	3.683.351	72,8%
5 or 6 times a week	231.685	4,8%	237.511	4,7%
3 or 4 times a week	199.403	4,1%	211.724	4,2%
1 or 2 times a week	110.065	2,3%	125.051	2,5%
A few times a month	31.801	0,7%	39.540	0,8%
Less than once a month	15.887	0,3%	9.578	0,2%
Not applicable	506.937	10,5%	751.601	14,9%
INTERNET AVG DAILY DURATION	MEN		WOMEN	
0 minute	32.719	0,7%	33.248	0,7%
1-30 minutes	398.830	8,3%	474.894	9,4%
31-60 minutes	672.176	13,9%	704.057	13,9%
61-120 minutes	1.112.846	23,1%	1.140.030	22,5%
121-180 minutes	709.320	14,7%	745.943	14,7%
181-240 minutes	507.406	10,5%	409.199	8,1%
240+	885.929	18,4%	799.385	15,8%
Not applicable	506.937	10,5%	751.601	14,9%
INTERNET USE 30 LAST DAYS	MEN		WOMEN	
Yes	4.303.376	89,2%	4.292.953	84,9%
BELGIAN WEBSITES 30 LAST DAYS	MEN		WOMEN	
Yes	3.942.880	81,7%	3.977.513	78,6%
LISTEN RADIO LAST MONTHS	MEN		WOMEN	
Yes	4.212.112	87,3%	4.349.918	86,0%
WATCH TV LAST MONTHS	MEN		WOMEN	
Yes	4.489.454	93,0%	4.823.761	95,4%

DEVICES		
HOUSEHOLD EQUIPMENT	MEN	WOMEN
Smartphone	3.971.102 82,3%	4.015.058 79,4%
Laptop	3.661.703 75,9%	3.659.369 72,3%
Landline	2.578.842 53,4%	2.918.632 57,7%
Tablet	2.548.643 52,8%	2.621.064 51,8%
DVD	1.942.732 40,3%	1.892.107 37,4%
Pc	1.850.857 38,4%	1.572.615 31,1%
Console	1.706.926 35,4%	1.539.659 30,4%
GSM	1.236.860 25,6%	1.355.498 26,8%
Portable console	792.930 16,4%	812.012 16,1%
No household equipment	29.314 0,6%	49.706 1,0%
PERSONAL USE	MEN	WOMEN
Smartphone	3.647.476 75,6%	3.749.160 74,1%
Laptop	2.994.348 62,0%	2.929.318 57,9%
Landline	1.887.622 39,1%	2.275.012 45,0%
Tablet	1.670.972 34,6%	1.765.191 34,9%
Pc	1.446.052 30,0%	1.003.327 19,8%
GSM	906.822 18,8%	990.431 19,6%
DVD	1.037.097 21,5%	933.300 18,5%
Console	962.294 19,9%	428.088 8,5%
Portable console	353.724 7,3%	201.975 4,0%
No device personal use	47.756 1,0%	68.661 1,4%
NUMBER OF PC WITH INTERNET	MEN	WOMEN
0	58.504 1,2%	28.185 0,6%
1	1.399.140 29,0%	1.243.754 24,6%
2	248.374 5,1%	214.291 4,2%
3+	144.839 3,0%	86.385 1,7%
Not applicable	2.975.305 61,6%	3.485.742 68,9%
NUMBER OF LAPTOPS WITH INTERNET	MEN	WOMEN
0	27.237 0,6%	18.782 0,4%
1	1.759.275 36,5%	1.922.177 38,0%
2	1.138.894 23,6%	1.088.582 21,5%
3+	736.297 15,3%	629.827 12,5%
Not applicable	1.164.460 24,1%	1.398.988 27,7%
NUMBER OF TABLETS	MEN	WOMEN
0	-	-
1	1.557.673 32,3%	1.592.329 31,5%
2	685.974 14,2%	717.099 14,2%
3+	304.996 6,3%	311.636 6,2%
Not applicable	2.277.520 47,2%	2.437.293 48,2%
NUMBER OF SMARTPHONE	MEN	WOMEN
0	-	-
1	947.831 19,6%	1.032.129 20,4%
2	1.510.163 31,3%	1.528.192 30,2%
3+	1.513.108 31,4%	1.454.737 28,8%
Not applicable	855.060 17,7%	1.043.299 20,6%
MOBILE VOICE ASSISTANCE USE ON TABLET OR SMARTPHONE	MEN	WOMEN
Yes	1.098.874 22,8%	999.036 19,8%
MAKE HANDSFREE PHONE CALLS IN CAR	MEN	WOMEN
Yes	2.027.567 42,0%	1.618.196 32,0%
HANDSFREE KIT TYPE IN CAR	MEN	WOMEN
Via the incorporated system in my car	1.718.006 35,6%	1.236.066 24,4%
Via wireless earphones	104.865 2,2%	143.969 2,8%
Via a handsfree system	157.457 3,3%	138.121 2,7%
Via cable earphones connected to my phone	47.239 1,0%	100.041 2,0%
Not applicable	2.798.595 58,0%	3.440.161 68,0%

TV DEVICES		
NUMBER OF READY-TO-USE TV's	MEN	WOMEN
0	250.436 5,2%	208.801 4,1%
1 Tv	2.847.275 59,0%	3.194.908 63,2%
2 Tv's	1.166.093 24,2%	1.203.124 23,8%
3 Tv's	388.857 8,1%	310.567 6,1%
4 Tv's	111.921 2,3%	91.068 1,8%
5 or more	61.581 1,3%	49.889 1,0%
NUMBER OF TV SETS USED TO WATCH TV	MEN	WOMEN
0	45.708 0,9%	27.558 0,5%
1 Tv	3.072.398 63,7%	3.428.589 67,8%
2 Tv's	1.053.657 21,8%	1.077.089 21,3%
3 Tv's	304.391 6,3%	228.891 4,5%
4 Tv's	70.350 1,5%	59.657 1,2%
5 or more	29.222 0,6%	27.772 0,5%
Not applicable	250.436 5,2%	208.801 4,1%
TV OPERATOR	MEN	WOMEN
Telenet	1.802.082 37,3%	1.913.287 37,8%
Proximus	1.509.062 31,3%	1.592.890 31,5%
Voo	604.160 12,5%	719.796 14,2%
Scarlet	213.495 4,4%	234.446 4,6%
Orange TV	227.922 4,7%	228.270 4,5%
SFR	15.062 0,3%	12.286 0,2%
Antenne	57.411 1,2%	36.628 0,7%
TV Vlaanderen	28.031 0,6%	19.810 0,4%
Telesat	33.909 0,7%	25.718 0,5%
Astra	21.218 0,4%	11.133 0,2%
Other	104.599 2,2%	70.038 1,4%
DKN	45.857 1,0%	67.865 1,3%
TV WITH DIGITAL CONNECTION	MEN	WOMEN
Yes	4.090.597 84,8%	4.288.806 84,8%
NUMBER OF TV's WITH DIGITAL CONNECTION	MEN	WOMEN
0	535.350 11,1%	552.512 10,9%
1	2.829.460 58,6%	3.095.498 61,2%
2	909.792 18,9%	936.026 18,5%
3	244.505 5,1%	198.817 3,9%
4	72.264 1,5%	34.428 0,7%
5 or more Tv's	34.577 0,7%	24.038 0,5%
don't know	200.215 4,1%	217.038 4,3%
SMART TV	MEN	WOMEN
Yes	2.375.783 49,2%	2.165.930 42,8%
NUMBER OF SMART TV's	MEN	WOMEN
0	2.027.328 42,0%	2.372.112 46,9%
1	1.959.197 40,6%	1.777.590 35,1%
2	332.388 6,9%	319.354 6,3%
3 or more	84.198 1,7%	68.987 1,4%
don't know	172.616 3,6%	311.513 6,2%
Not applicable	250.436 5,2%	208.801 4,1%
SMART TV WITH DIRECT INTERNET CONNECTION	MEN	WOMEN
Yes	1.778.537 36,9%	1.565.462 30,9%
INDIRECT INTERNET CONNECTION VIA	MEN	WOMEN
Console	485.033 10,1%	356.192 7,0%
Smartphone	362.968 7,5%	361.330 7,1%
Apple TV box	242.775 5,0%	163.574 3,2%
Tablet	144.595 3,0%	178.589 3,5%
Google Chromecast stick	223.115 4,6%	162.085 3,2%
Portable Console	107.860 2,2%	128.613 2,5%
Microsoft Wireless Display Adapter	72.399 1,5%	41.644 0,8%
Other	267.028 5,5%	178.055 3,5%
DKN	319.039 6,6%	609.769 12,1%
No indirect connection to internet	2.890.531 59,9%	3.151.963 62,3%
WATCHING RECORDED PROGRAMS	MEN	WOMEN
Yes	3.187.256 66,0%	3.381.440 66,8%

WATCHING RECORDED PROGRAMS 7 LAST DAYS	MEN	WOMEN
Yes	2.735.616 56,7%	2.957.666 58,5%
RECORDING DEVICE	MEN	WOMEN
Settopbox	2.826.497 58,6%	3.003.156 59,4%
Digital recorder	275.216 5,7%	306.352 6,1%
Computer	121.996 2,5%	73.453 1,5%
DVD recorder	89.583 1,9%	66.325 1,3%
Other	61.076 1,3%	68.228 1,3%
No use of recording device	12.705 0,3%	23.165 0,5%
TV USE	MEN	WOMEN
FREQUENCY OF WATCHING TV (LIVE + TIMESHIFTED)	MEN	WOMEN
daily	3.193.716 66,2%	3.583.343 70,8%
5 or 6 times a week	376.119 7,8%	371.374 7,3%
3 or 4 times a week	361.149 7,5%	341.040 6,7%
1 or 2 times a week	290.271 6,0%	274.904 5,4%
A few times a month	126.217 2,6%	126.143 2,5%
Less than once a month	64.997 1,3%	61.996 1,2%
never	76.985 1,6%	64.960 1,3%
Not applicable	336.708 7,0%	234.596 4,6%
AVERAGE DAILY DURATION OF WATCHING TV (LIVE + TIMESHIFTED)	MEN	WOMEN
0 minute	55.875 1,2%	68.887 1,4%
1-30 minutes	341.525 7,1%	300.310 5,9%
31-60 minutes	570.138 11,8%	463.418 9,2%
61-120 minutes	1.142.925 23,7%	1.297.909 25,7%
121-180 minutes	1.062.953 22,0%	1.164.836 23,0%
181-240 minutes	703.285 14,6%	820.186 16,2%
240+	612.754 12,7%	708.215 14,0%
Not applicable	336.708 7,0%	234.596 4,6%
FREQUENCY OF WATCHING TV TIMESHIFTED	MEN	WOMEN
Daily	724.613 15,0%	855.787 16,9%
5 or 6 times a week	268.767 5,6%	278.756 5,5%
3 or 4 times a week	514.159 10,7%	542.550 10,7%
1 or 2 times a week	791.048 16,4%	857.750 17,0%
A few times a month	626.575 13,0%	512.732 10,1%
Less than once a month	268.735 5,6%	242.130 4,8%
Never	1.295.557 26,8%	1.534.056 30,3%
Not applicable	336.708 7,0%	234.596 4,6%
PROPORTION OF WATCHING TV PROGRAMS TIMESHIFTED	MEN	WOMEN
Between 0% and 25%	1.659.509 34,4%	1.645.374 32,5%
Between 25% and 50%	693.144 14,4%	789.146 15,6%
Between 50% and 75%	408.378 8,5%	455.929 9,0%
More than 75%	432.866 9,0%	399.256 7,9%
Not applicable	1.632.265 33,8%	1.768.652 35,0%
USE INTERNET ON TV FOR	MEN	WOMEN
Youtube	940.276 19,5%	742.047 14,7%
Other videos	294.923 6,1%	225.198 4,5%
Websites visit	214.520 4,4%	174.807 3,5%
Social media	177.874 3,7%	173.467 3,4%
Mails	170.763 3,5%	144.584 2,9%
News	148.141 3,1%	110.170 2,2%
Netflix	911.516 18,9%	838.222 16,6%
Other apps	117.696 2,4%	88.499 1,7%
Other use	160.304 3,3%	104.538 2,1%
No use of internet on TV	687.176 14,2%	710.706 14,1%
FREQUENCY INTERNET ON TV	MEN	WOMEN
daily	284.121 5,9%	275.516 5,4%
5 or 6 times a week	105.745 2,2%	63.581 1,3%
3 or 4 times a week	183.134 3,8%	137.074 2,7%
1 or 2 times a week	267.742 5,5%	185.321 3,7%
A few times a month	197.895 4,1%	196.855 3,9%
Less than once a month	119.051 2,5%	105.662 2,1%
never	75.608 1,6%	54.033 1,1%
Not applicable	3.592.866 74,4%	4.040.316 79,9%

WATCH TV/VIDEOS ON APP/SITE	MEN	WOMEN
YouTube	2.733.960 56,6%	2.452.845 48,5%
Netflix	1.630.650 33,8%	1.647.765 32,6%
Proximus TV	676.882 14,0%	628.552 12,4%
Yelo Play	586.037 12,1%	522.692 10,3%
Dailymotion	273.256 5,7%	206.105 4,1%
Stieve	179.490 3,7%	175.976 3,5%
Voomotion	112.001 2,3%	107.944 2,1%
App TV Vlaanderen	7.914 0,2%	6.407 0,1%
Orange TV	119.381 2,5%	112.025 2,2%
WATCH TV/VIDEOS ON BELGIAN APP/SITE	MEN	WOMEN
Net Gemist/Ooit gemist	467.867 9,7%	434.194 8,6%
VTM	460.612 9,5%	599.145 11,8%
RTL Info	494.979 10,3%	488.496 9,7%
Auvio	602.521 12,5%	383.440 7,6%
VRT NWS	556.253 11,5%	380.556 7,5%
VRT nu	479.811 9,9%	379.894 7,5%
Sporza	394.239 8,2%	122.005 2,4%
Rtbf.be	323.319 6,7%	262.976 5,2%
Canvas	221.957 4,6%	164.347 3,2%
Vier	187.088 3,9%	216.989 4,3%
Ketnet	153.467 3,2%	224.683 4,4%
Vijf	123.406 2,6%	240.828 4,8%
RTL à l'infini	177.229 3,7%	156.325 3,1%
RTL Play	238.540 4,9%	215.970 4,3%
Other Belgian app/site	431.407 8,9%	343.916 6,8%
FREQUENCY OF WATCHING TV/VIDEOS ON APP/SITE	MEN	WOMEN
daily	815.702 16,9%	770.969 15,2%
5 or 6 times a week	296.074 6,1%	280.154 5,5%
3 or 4 times a week	575.908 11,9%	478.915 9,5%
1 or 2 times a week	718.927 14,9%	635.540 12,6%
A few times a month	652.299 13,5%	561.243 11,1%
Less than once a month	242.778 5,0%	424.999 8,4%
never	215.818 4,5%	191.369 3,8%
Not applicable	1.308.657 27,1%	1.715.168 33,9%
AVERAGE DAILY DURATION APP/SITE	MEN	WOMEN
0 minute	302.236 6,3%	303.648 6,0%
1-30 minutes	1.296.456 26,9%	1.250.272 24,7%
31-60 minutes	817.580 16,9%	743.060 14,7%
61-120 minutes	662.396 13,7%	608.939 12,0%
121-180 minutes	228.185 4,7%	227.457 4,5%
181-240 minutes	116.993 2,4%	117.793 2,3%
240+	97.118 2,0%	89.023 1,8%
Not applicable	1.305.198 27,0%	1.718.164 34,0%
WATCH 3 OR MORE EPISODES OF 1 SERIE IN 1 DAY	MEN	WOMEN
Yes	1.749.178 36,2%	2.032.597 40,2%
FREQUENCY OF WATCHING 3 OR MORE EPISODES OF 1 SERIE IN 3 DAY	MEN	WOMEN
every week	684.809 14,2%	835.578 16,5%
every 2 weeks	307.483 6,4%	332.817 6,6%
every month	335.772 7,0%	382.219 7,6%
less frequently	421.114 8,7%	481.982 9,5%
Not applicable	3.076.984 63,8%	3.025.760 59,8%
SOURCE OF SERIES	MEN	WOMEN
Own recording	701.677 14,5%	958.344 18,9%
Paid streaming services	751.320 15,6%	903.773 17,9%
Download or streaming on other sites	325.578 6,7%	257.471 5,1%
TV station app or site	212.047 4,4%	253.851 5,0%
DVD	155.634 3,2%	181.925 3,6%
Set-top box on demand	121.839 2,5%	108.431 2,1%
Live TV	282.401 5,9%	352.648 7,0%
Other sources	85.793 1,8%	81.058 1,6%

INTERNET DEVICES		
INTERNET USE ON	MEN	WOMEN
Smartphone	3.299.612 68,4%	3.435.073 67,9%
Laptop home	2.671.153 55,3%	2.666.040 52,7%
Tablet	1.457.744 30,2%	1.592.162 31,5%
Pc home	1.307.280 27,1%	918.976 18,2%
Pc school/work	801.607 16,6%	725.007 14,3%
TV	892.881 18,5%	717.398 14,2%
Laptop work	633.677 13,1%	484.899 9,6%
Console	504.821 10,5%	191.202 3,8%
Portable console	123.219 2,6%	59.537 1,2%
Other devices	148.575 3,1%	128.146 2,5%
INTERNET USE 30 LAST DAYS ON	MEN	WOMEN
Smartphone	3.217.859 66,7%	3.351.437 66,3%
Laptop home	2.563.353 53,1%	2.540.122 50,2%
Tablet	1.349.353 28,0%	1.457.125 28,8%
Pc home	1.222.978 25,3%	863.018 17,1%
Pc school/work	706.598 14,6%	610.963 12,1%
TV	680.191 14,1%	509.411 10,1%
Laptop work	564.293 11,7%	429.605 8,5%
Console	419.481 8,7%	143.098 2,8%
Portable console	103.623 2,1%	39.918 0,8%
Other devices	120.400 2,5%	106.415 2,1%
FREQUENCY OF INTERNET USE ON - PC HOME	MEN	WOMEN
daily	738.568 15,3%	484.759 9,6%
5 or 6 times a week	146.071 3,0%	95.174 1,9%
3 or 4 times a week	146.958 3,0%	116.429 2,3%
1 or 2 times a week	135.146 2,8%	104.708 2,1%
A few times a month	91.334 1,9%	78.188 1,5%
Less than once a month	43.453 0,9%	31.491 0,6%
never	5.750 0,1%	8.228 0,2%
Not applicable	3.518.883 72,9%	4.139.381 81,8%
FREQUENCY OF INTERNET USE ON - PC SCHOOL/WORK	MEN	WOMEN
daily	242.672 5,0%	194.126 3,8%
5 or 6 times a week	236.673 4,9%	165.599 3,3%
3 or 4 times a week	115.134 2,4%	141.697 2,8%
1 or 2 times a week	91.921 1,9%	86.584 1,7%
A few times a month	60.088 1,2%	64.393 1,3%
Less than once a month	29.591 0,6%	33.802 0,7%
never	25.528 0,5%	38.807 0,8%
Not applicable	4.024.555 83,4%	4.333.350 85,7%
FREQUENCY OF INTERNET USE ON - LAPTOP HOME	MEN	WOMEN
daily	1.665.020 34,5%	1.497.594 29,6%
5 or 6 times a week	280.813 5,8%	293.514 5,8%
3 or 4 times a week	279.991 5,8%	323.416 6,4%
1 or 2 times a week	270.863 5,6%	299.554 5,9%
A few times a month	122.571 2,5%	185.106 3,7%
Less than once a month	40.519 0,8%	49.543 1,0%
never	11.377 0,2%	17.313 0,3%
Not applicable	2.155.010 44,7%	2.392.316 47,3%
FREQUENCY OF INTERNET USE ON - LAPTOP WORK	MEN	WOMEN
daily	245.526 5,1%	165.866 3,3%
5 or 6 times a week	201.035 4,2%	156.684 3,1%
3 or 4 times a week	58.637 1,2%	54.354 1,1%
1 or 2 times a week	34.736 0,7%	49.434 1,0%
A few times a month	29.069 0,6%	14.787 0,3%
Less than once a month	8.051 0,2%	6.879 0,1%
never	56.623 1,2%	36.894 0,7%
Not applicable	4.192.486 86,9%	4.573.458 90,4%

FREQUENCY OF INTERNET USE ON - TABLET	MEN	WOMEN
daily	731.590 15,2%	910.017 18,0%
5 or 6 times a week	150.830 3,1%	143.369 2,8%
3 or 4 times a week	173.632 3,6%	196.623 3,9%
1 or 2 times a week	203.520 4,2%	144.297 2,9%
A few times a month	146.318 3,0%	143.829 2,8%
Less than once a month	38.271 0,8%	41.116 0,8%
never	13.584 0,3%	12.912 0,3%
Not applicable	3.368.419 69,8%	3.466.195 68,5%
FREQUENCY OF INTERNET USE ON - SMARTPHONE	MEN	WOMEN
daily	2.868.865 59,4%	3.053.451 60,4%
5 or 6 times a week	141.654 2,9%	148.895 2,9%
3 or 4 times a week	100.019 2,1%	110.618 2,2%
1 or 2 times a week	103.470 2,1%	68.418 1,4%
A few times a month	50.173 1,0%	31.913 0,6%
Less than once a month	13.874 0,3%	15.246 0,3%
never	21.556 0,4%	6.533 0,1%
Not applicable	1.526.551 31,6%	1.623.283 32,1%
FREQUENCY OF INTERNET USE ON - CONSOLE	MEN	WOMEN
daily	157.663 3,3%	55.068 1,1%
5 or 6 times a week	48.757 1,0%	16.689 0,3%
3 or 4 times a week	104.062 2,2%	26.538 0,5%
1 or 2 times a week	85.434 1,8%	24.394 0,5%
A few times a month	56.989 1,2%	34.858 0,7%
Less than once a month	47.040 1,0%	28.728 0,6%
never	4.875 0,1%	4.926 0,1%
Not applicable	4.321.341 89,5%	4.867.155 96,2%
FREQUENCY OF INTERNET USE ON - PORTABLE CONSOLE	MEN	WOMEN
daily	41.713 0,9%	17.922 0,4%
5 or 6 times a week	13.364 0,3%	6.877 0,1%
3 or 4 times a week	23.920 0,5%	5.134 0,1%
1 or 2 times a week	22.291 0,5%	13.472 0,3%
A few times a month	10.690 0,2%	5.958 0,1%
Less than once a month	8.911 0,2%	3.076 0,1%
never	2.330 0,0%	7.097 0,1%
Not applicable	4.702.944 97,4%	4.998.820 98,8%
FREQUENCY OF INTERNET USE ON - TV	MEN	WOMEN
daily	268.968 5,6%	254.544 5,0%
5 or 6 times a week	78.117 1,6%	62.224 1,2%
3 or 4 times a week	107.353 2,2%	90.283 1,8%
1 or 2 times a week	158.588 3,3%	136.950 2,7%
A few times a month	158.400 3,3%	99.718 2,0%
Less than once a month	88.158 1,8%	55.772 1,1%
never	33.297 0,7%	17.906 0,4%
Not applicable	3.933.282 81,5%	4.340.959 85,8%
SINGLE INTERNET USER ON	MEN	WOMEN
Smartphone	2.767.454 57,3%	2.837.068 56,1%
Laptop home	1.342.377 27,8%	1.297.560 25,7%
Tablet	583.436 12,1%	724.603 14,3%
Pc home	584.797 12,1%	262.023 5,2%
Laptop work	433.985 9,0%	342.827 6,8%
Pc work	334.535 6,9%	269.104 5,3%
Console	240.553 5,0%	37.193 0,7%
Tv set	160.493 3,3%	87.442 1,7%
Portable console	62.523 1,3%	4.726 0,1%
USE LAPTOP HOME AT WORK	MEN	WOMEN
Yes, both at home and at work	515.116 10,7%	448.527 8,9%
USE LAPTOP WORK AT HOME	MEN	WOMEN
Yes, both at work and at home	401.572 8,3%	261.207 5,2%

TYPE INTERNET DEVICES		
OPERATING SYSTEM - PC HOME	MEN	WOMEN
Windows	1.116.155 23,1%	750.940 14,8%
Mac (Apple)	165.155 3,4%	125.969 2,5%
Other	17.972 0,4%	10.374 0,2%
Don't know	7.998 0,2%	31.694 0,6%
Not applicable	3.518.883 72,9%	4.139.381 81,8%
OPERATING SYSTEM - PC WORK	MEN	WOMEN
Windows	684.766 14,2%	597.675 11,8%
Mac (Apple)	70.425 1,5%	67.908 1,3%
Don't know	33.128 0,7%	49.313 1,0%
Other	13.288 0,3%	10.112 0,2%
Not applicable	4.024.555 83,4%	4.333.350 85,7%
OPERATING SYSTEM - LAPTOP HOME	MEN	WOMEN
Windows	2.309.799 47,9%	2.260.782 44,7%
Mac (Apple)	309.926 6,4%	317.830 6,3%
Other	36.292 0,8%	32.488 0,6%
Don't know	15.136 0,3%	54.940 1,1%
Not applicable	2.155.010 44,7%	2.392.316 47,3%
OPERATING SYSTEM - LAPTOP WORK	MEN	WOMEN
Windows	540.522 11,2%	404.659 8,0%
Mac (Apple)	70.702 1,5%	47.386 0,9%
Don't know	17.500 0,4%	30.549 0,6%
Other	4.954 0,1%	2.305 0,0%
Not applicable	4.192.486 86,9%	4.573.458 90,4%
OPERATING SYSTEM - TABLET	MEN	WOMEN
iOS (Apple)	635.744 13,2%	704.132 13,9%
Android	661.664 13,7%	635.790 12,6%
Windows	150.005 3,1%	188.041 3,7%
Other operating system	2.296 0,0%	2.957 0,1%
Don't know	8.034 0,2%	61.242 1,2%
Not applicable	3.368.419 69,8%	3.466.195 68,5%
OPERATING SYSTEM - SMARTPHONE	MEN	WOMEN
Android	2.106.377 43,6%	2.099.726 41,5%
iOS (Apple)	1.025.154 21,2%	1.081.768 21,4%
Windows	133.733 2,8%	141.659 2,8%
Other operating system	12.003 0,2%	3.041 0,1%
Don't know	22.346 0,5%	108.879 2,2%
Not applicable	1.526.551 31,6%	1.623.283 32,1%
USE SAME BROWSER ON - PC HOME	MEN	WOMEN
Yes, always same browser	1.065.196 22,1%	778.693 15,4%
USE SAME BROWSER ON - PC WORK	MEN	WOMEN
Yes, always the same	562.424 11,7%	545.525 10,8%
USE SAME BROWSER ON - LAPTOP HOME	MEN	WOMEN
Yes, always the same	2.247.137 46,6%	2.332.218 46,1%
USE SAME BROWSER ON - LAPTOP WORK	MEN	WOMEN
Yes, always the same	457.429 9,5%	340.400 6,7%
USE SAME BROWSER ON - TABLET	MEN	WOMEN
Yes, always the same	1.303.406 27,0%	1.473.167 29,1%
USE SAME BROWSER ON - SMARTPHONE	MEN	WOMEN
Yes, always the same	3.017.001 62,5%	3.219.332 63,6%
USE AD BLOCKER	MEN	WOMEN
Yes	1.237.861 25,6%	848.249 16,8%
USE AD BLOCKER ON	MEN	WOMEN
Laptop home	743.494 15,4%	556.247 11,0%
Smartphone	389.285 8,1%	286.042 5,7%
Pc home	419.503 8,7%	185.060 3,7%
Tablet	160.702 3,3%	95.693 1,9%
Pc work/school	189.380 3,9%	108.683 2,1%
Laptop work	185.368 3,8%	97.048 1,9%

USE AD BLOCKER ON ALL BROWSERS		MEN	WOMEN	
Yes, adblock on all browsers	156.987	3,3%	58.147	1,1%
No, adblock on several browsers	77.156	1,6%	39.463	0,8%
No, adblock only on one browser	67.740	1,4%	29.422	0,6%
Don't know	38.062	0,8%	42.703	0,8%
Not applicable	4.486.218	93,0%	4.888.621	96,6%
USE AD BLOCKER WHITE LIST		MEN	WOMEN	
Yes	523.030	10,8%	310.763	6,1%
INTERNET USE				
WATCH ON INTERNET		MEN	WOMEN	
Online videos of private persons	1.134.774	23,5%	793.227	15,7%
Online Downloaded TV shows, movies or series	953.275	19,8%	786.806	15,6%
Online timeshifted TV	944.763	19,6%	926.792	18,3%
Online trailers of TV shows, movies or series	812.572	16,8%	721.719	14,3%
Online live TV	886.942	18,4%	622.895	12,3%
Online TV extra content	632.306	13,1%	481.412	9,5%
Online TV prior broadcast	204.023	4,2%	220.412	4,4%
Don't watch videos on internet	1.776.126	36,8%	2.070.667	40,9%
WATCH ONLINE TV/VIDEO ON		MEN	WOMEN	
Laptop	1.456.338	30,2%	1.207.772	23,9%
Smartphone	1.399.660	29,0%	1.254.417	24,8%
Tablet	724.841	15,0%	689.798	13,6%
Pc	607.525	12,6%	286.595	5,7%
Console	184.988	3,8%	81.697	1,6%
Portable console	64.841	1,3%	44.560	0,9%
Other device	179.598	3,7%	132.779	2,6%
FREQUENCY OF WATCHING TV/VIDEO ON - PC		MEN	WOMEN	
daily	151.149	3,1%	63.053	1,2%
5 or 6 times a week	81.413	1,7%	36.716	0,7%
3 or 4 times a week	94.006	1,9%	23.620	0,5%
1 or 2 times a week	104.787	2,2%	57.816	1,1%
A few times a month	109.132	2,3%	59.316	1,2%
Less than once a month	43.647	0,9%	35.491	0,7%
never	23.391	0,5%	10.582	0,2%
Not applicable	4.218.638	87,4%	4.771.762	94,3%
FREQUENCY OF WATCHING TV/VIDEO ON - LAPTOP		MEN	WOMEN	
daily	304.181	6,3%	264.244	5,2%
5 or 6 times a week	136.813	2,8%	111.930	2,2%
3 or 4 times a week	275.212	5,7%	257.072	5,1%
1 or 2 times a week	329.774	6,8%	221.085	4,4%
A few times a month	292.286	6,1%	228.949	4,5%
Less than once a month	97.694	2,0%	97.577	1,9%
never	20.378	0,4%	26.916	0,5%
Not applicable	3.369.825	69,8%	3.850.585	76,1%
FREQUENCY OF WATCHING TV/VIDEO ON - TABLET		MEN	WOMEN	
daily	149.003	3,1%	162.823	3,2%
5 or 6 times a week	72.278	1,5%	54.087	1,1%
3 or 4 times a week	117.760	2,4%	96.425	1,9%
1 or 2 times a week	184.703	3,8%	143.327	2,8%
A few times a month	134.352	2,8%	135.675	2,7%
Less than once a month	46.336	1,0%	78.816	1,6%
never	20.409	0,4%	18.646	0,4%
Not applicable	4.101.322	85,0%	4.368.558	86,4%
FREQUENCY OF WATCHING TV/VIDEO ON - SMARTPHONE		MEN	WOMEN	
daily	533.108	11,0%	464.271	9,2%
5 or 6 times a week	171.631	3,6%	138.936	2,7%
3 or 4 times a week	226.123	4,7%	209.474	4,1%
1 or 2 times a week	230.032	4,8%	180.912	3,6%
A few times a month	165.946	3,4%	162.571	3,2%
Less than once a month	50.749	1,1%	64.456	1,3%
never	22.071	0,5%	33.796	0,7%
Not applicable	3.426.502	71,0%	3.803.940	75,2%

FREQUENCY OF WATCHING TV/VIDEO ON - CONSOLE	MEN	WOMEN
daily	57.972 1,2%	33.472 0,7%
5 or 6 times a week	20.019 0,4%	5.568 0,1%
3 or 4 times a week	33.080 0,7%	7.954 0,2%
1 or 2 times a week	32.626 0,7%	12.702 0,3%
A few times a month	31.543 0,7%	12.757 0,3%
Less than once a month	3.289 0,1%	8.705 0,2%
never	6.459 0,1%	539 0,0%
Not applicable	4.641.175 96,2%	4.976.660 98,4%
FREQUENCY OF WATCHING TV/VIDEO ON - PORTABLE CONSOLE	MEN	WOMEN
daily	22.648 0,5%	14.268 0,3%
5 or 6 times a week	5.976 0,1%	9.134 0,2%
3 or 4 times a week	9.318 0,2%	6.942 0,1%
1 or 2 times a week	7.814 0,2%	8.938 0,2%
A few times a month	6.658 0,1%	3.383 0,1%
Less than once a month	7.111 0,1%	1.356 0,0%
never	5.314 0,1%	539 0,0%
Not applicable	4.761.322 98,7%	5.013.796 99,1%
FREQUENCY OF WATCHING TV/VIDEO ON - OTHER DEVICES (NOT TV)	MEN	WOMEN
daily	47.503 1,0%	20.445 0,4%
5 or 6 times a week	7.176 0,1%	3.877 0,1%
3 or 4 times a week	24.408 0,5%	10.574 0,2%
1 or 2 times a week	17.486 0,4%	15.945 0,3%
A few times a month	21.788 0,5%	12.616 0,2%
Less than once a month	15.498 0,3%	10.740 0,2%
never	45.738 0,9%	58.581 1,2%
Not applicable	4.646.565 96,3%	4.925.578 97,4%
FREQUENCY OF WATCHING - ONLINE LIVE TV	MEN	WOMEN
daily	264.593 5,5%	213.600 4,2%
5 or 6 times a week	67.615 1,4%	50.287 1,0%
3 or 4 times a week	93.185 1,9%	68.306 1,4%
1 or 2 times a week	197.146 4,1%	84.050 1,7%
A few times a month	184.887 3,8%	120.109 2,4%
Less than once a month	79.516 1,6%	86.542 1,7%
Not applicable	3.939.221 81,6%	4.435.462 87,7%
FREQUENCY OF WATCHING - ONLINE TIMESHIFTED TV	MEN	WOMEN
daily	133.503 2,8%	123.469 2,4%
5 or 6 times a week	82.419 1,7%	94.769 1,9%
3 or 4 times a week	194.140 4,0%	180.123 3,6%
1 or 2 times a week	247.936 5,1%	190.373 3,8%
A few times a month	210.578 4,4%	240.724 4,8%
Less than once a month	76.185 1,6%	97.334 1,9%
Not applicable	3.881.400 80,4%	4.131.565 81,7%
FREQUENCY OF WATCHING - ONLINE TV PRIOR TO BROADCAST	MEN	WOMEN
daily	40.496 0,8%	42.418 0,8%
5 or 6 times a week	21.372 0,4%	29.386 0,6%
3 or 4 times a week	35.317 0,7%	48.896 1,0%
1 or 2 times a week	48.416 1,0%	47.668 0,9%
A few times a month	36.512 0,8%	31.778 0,6%
Less than once a month	21.910 0,5%	20.266 0,4%
Not applicable	4.622.140 95,8%	4.837.944 95,6%
FREQUENCY OF WATCHING - ONLINE TV EXTRA CONTENT	MEN	WOMEN
daily	92.800 1,9%	74.473 1,5%
5 or 6 times a week	62.100 1,3%	43.773 0,9%
3 or 4 times a week	144.708 3,0%	88.219 1,7%
1 or 2 times a week	173.747 3,6%	119.223 2,4%
A few times a month	134.315 2,8%	118.297 2,3%
Less than once a month	24.636 0,5%	37.428 0,7%
Not applicable	4.193.856 86,9%	4.576.945 90,5%
FREQUENCY OF WATCHING - ONLINE DOWNLOADED TV SHOWS, MOVIES OR SERIES	MEN	WOMEN
daily	179.020 3,7%	198.465 3,9%
5 or 6 times a week	117.984 2,4%	85.030 1,7%
3 or 4 times a week	219.127 4,5%	159.440 3,2%
1 or 2 times a week	230.215 4,8%	152.036 3,0%
A few times a month	166.338 3,4%	147.045 2,9%
Less than once a month	40.591 0,8%	44.789 0,9%
Not applicable	3.872.888 80,2%	4.271.551 84,4%

FREQUENCY OF WATCHING - ONLINE TRAILERS OF TV SHOWS, MOVIES OR SERIES	MEN	WOMEN
daily	82.221 1,7%	85.447 1,7%
5 or 6 times a week	77.213 1,6%	41.795 0,8%
3 or 4 times a week	113.698 2,4%	102.713 2,0%
1 or 2 times a week	201.529 4,2%	148.537 2,9%
A few times a month	267.854 5,6%	252.999 5,0%
Less than once a month	70.057 1,5%	90.228 1,8%
Not applicable	4.013.591 83,2%	4.336.638 85,7%
FREQUENCY OF WATCHING - ONLINE PRIVATE PERSONS VIDEOS	MEN	WOMEN
daily	339.581 7,0%	221.107 4,4%
5 or 6 times a week	191.800 4,0%	126.797 2,5%
3 or 4 times a week	218.696 4,5%	129.599 2,6%
1 or 2 times a week	221.534 4,6%	149.441 3,0%
A few times a month	134.968 2,8%	139.974 2,8%
Less than once a month	28.195 0,6%	26.309 0,5%
Not applicable	3.691.388 76,5%	4.265.130 84,3%
DURATION OF WATCHING (AVERAGE DAY) - LIVE TV ON INTERNET	MEN	WOMEN
less than 5 minutes	107.586 2,2%	66.418 1,3%
Less than a quarter	96.253 2,0%	56.066 1,1%
Less than half an hour	132.323 2,7%	95.164 1,9%
Less than one hour	204.282 4,2%	163.647 3,2%
1 to 2 hours	254.474 5,3%	170.734 3,4%
More than 2 hours	92.025 1,9%	70.866 1,4%
Not applicable	3.939.221 81,6%	4.435.462 87,7%
DURATION OF WATCHING (AVERAGE DAY) - TIMESHIFTED TV ON INTERNET	MEN	WOMEN
less than 5 minutes	82.103 1,7%	78.027 1,5%
Less than a quarter	92.740 1,9%	57.011 1,1%
Less than half an hour	169.134 3,5%	158.920 3,1%
Less than one hour	319.610 6,6%	303.147 6,0%
1 to 2 hours	244.685 5,1%	294.118 5,8%
More than 2 hours	36.490 0,8%	35.569 0,7%
Not applicable	3.881.400 80,4%	4.131.565 81,7%
DURATION OF WATCHING (AVERAGE DAY) - TV PRIOR BROADCAST ON INTERNET	MEN	WOMEN
less than 5 minutes	25.427 0,5%	35.700 0,7%
Less than a quarter	39.417 0,8%	18.317 0,4%
Less than half an hour	35.594 0,7%	32.073 0,6%
Less than one hour	51.088 1,1%	66.651 1,3%
1 to 2 hours	44.068 0,9%	55.062 1,1%
More than 2 hours	8.428 0,2%	12.610 0,2%
Not applicable	4.622.140 95,8%	4.837.944 95,6%
DURATION OF WATCHING (AVERAGE DAY) - TV EXTRA CONTENT ON INTERNET	MEN	WOMEN
less than 5 minutes	79.930 1,7%	62.957 1,2%
Less than a quarter	143.234 3,0%	122.121 2,4%
Less than half an hour	176.014 3,6%	113.118 2,2%
Less than one hour	144.513 3,0%	111.387 2,2%
1 to 2 hours	74.029 1,5%	56.950 1,1%
More than 2 hours	14.586 0,3%	14.879 0,3%
Not applicable	4.193.856 86,9%	4.576.945 90,5%
DURATION OF WATCHING (AVERAGE DAY) - DOWNLOADED TV SHOWS, MOVIES OR SERIES ON INTERNET	MEN	WOMEN
less than 5 minutes	49.384 1,0%	32.426 0,6%
Less than a quarter	38.974 0,8%	27.288 0,5%
Less than half an hour	86.775 1,8%	55.754 1,1%
Less than one hour	212.323 4,4%	177.457 3,5%
1 to 2 hours	416.187 8,6%	344.127 6,8%
More than 2 hours	149.632 3,1%	149.754 3,0%
Not applicable	3.872.888 80,2%	4.271.551 84,4%
DURATION OF WATCHING (AVERAGE DAY) - TRAILERS OF TV SHOWS, MOVIES OR SERIES ON INTERNET	MEN	WOMEN
less than 5 minutes	199.472 4,1%	220.329 4,4%
Less than a quarter	269.607 5,6%	203.156 4,0%
Less than half an hour	167.759 3,5%	134.253 2,7%
Less than one hour	103.873 2,2%	77.687 1,5%
1 to 2 hours	53.867 1,1%	56.759 1,1%
More than 2 hours	17.995 0,4%	29.534 0,6%
Not applicable	4.013.591 83,2%	4.336.638 85,7%

DURATION OF WATCHING (AVERAGE DAY) - VIDEOS OF PRIVATE PERSONS ON INTERNET	MEN	WOMEN
less than 5 minutes	85.391 1,8%	84.082 1,7%
Less than a quarter	202.138 4,2%	167.649 3,3%
Less than half an hour	287.898 6,0%	168.724 3,3%
Less than one hour	269.953 5,6%	203.134 4,0%
1 to 2 hours	192.751 4,0%	122.272 2,4%
More than 2 hours	96.643 2,0%	47.367 0,9%
Not applicable	3.691.388 76,5%	4.265.130 84,3%
RADIO DEVICES		
LISTENING LAST MONTHS TO	MEN	WOMEN
Radio stations	4.102.798 85,0%	4.309.597 85,2%
Audio on video platforms	2.535.347 52,5%	2.376.777 47,0%
Streaming services	1.344.328 27,9%	1.094.593 21,6%
TV music stations (without image)	390.803 8,1%	362.634 7,2%
Radio aggregator	387.097 8,0%	254.259 5,0%
LISTENING RADIO STATIONS ON	MEN	WOMEN
Classic radio	2.741.913 56,8%	2.886.025 57,1%
Classic car radio	2.546.799 52,8%	2.433.313 48,1%
On TV	929.941 19,3%	1.052.593 20,8%
On mobile phone	1.032.946 21,4%	932.911 18,4%
On PC	951.676 19,7%	791.440 15,6%
On tablet	333.345 6,9%	328.294 6,5%
DAB/DAB+ car radio	436.963 9,1%	288.826 5,7%
Wifi radio	328.310 6,8%	235.229 4,7%
DAB/DAB+ radio	293.612 6,1%	252.146 5,0%
On MP3 player	147.801 3,1%	114.179 2,3%
LISTENING RADIO STATIONS ON TV	MEN	WOMEN
without image	693.154 14,4%	702.467 13,9%
with image	469.113 9,7%	608.367 12,0%
LISTENING RADIO STATIONS VIA INTERNET	MEN	WOMEN
Yes	1.399.542 29,0%	1.152.066 22,8%
LISTENING RADIO STATIONS VIA INTERNET	MEN	WOMEN
Live	1.326.477 27,5%	1.073.057 21,2%
Timeshifted	229.544 4,8%	148.740 2,9%
Podcasts (downloaded or online)	254.836 5,3%	134.822 2,7%
FREQUENCY OF LISTENING TO RADIO STATIONS	MEN	WOMEN
daily	2.701.916 56,0%	2.809.592 55,5%
5 or 6 times a week	500.126 10,4%	499.453 9,9%
3 or 4 times a week	395.665 8,2%	402.049 7,9%
1 or 2 times a week	286.289 5,9%	356.697 7,1%
A few times a month	192.068 4,0%	170.091 3,4%
Less than once a month	26.734 0,6%	71.715 1,4%
Not applicable	723.364 15,0%	748.760 14,8%
FREQUENCY OF LISTENING TO RADIO STATIONS - IN AM/FM/DAB	MEN	WOMEN
daily	2.467.826 51,1%	2.544.067 50,3%
5 or 6 times a week	536.098 11,1%	477.727 9,4%
3 or 4 times a week	353.125 7,3%	361.454 7,1%
1 or 2 times a week	303.010 6,3%	393.764 7,8%
A few times a month	223.801 4,6%	188.782 3,7%
Less than once a month	62.463 1,3%	104.637 2,1%
never	156.474 3,2%	239.165 4,7%
Not applicable	723.364 15,0%	748.760 14,8%
FREQUENCY OF LISTENING TO RADIO STATIONS - ON TV	MEN	WOMEN
daily	168.704 3,5%	222.140 4,4%
5 or 6 times a week	46.397 1,0%	72.230 1,4%
3 or 4 times a week	129.865 2,7%	142.821 2,8%
1 or 2 times a week	225.780 4,7%	263.880 5,2%
A few times a month	212.036 4,4%	236.378 4,7%
Less than once a month	100.789 2,1%	88.706 1,8%
never	46.371 1,0%	26.438 0,5%
Not applicable	3.896.222 80,7%	4.005.764 79,2%

FREQUENCY OF LISTENING TO RADIO STATIONS - ON RADIO WEBSITE	MEN	WOMEN
daily	178.544 3,7%	140.778 2,8%
5 or 6 times a week	92.792 1,9%	63.964 1,3%
3 or 4 times a week	119.154 2,5%	126.904 2,5%
1 or 2 times a week	290.607 6,0%	217.017 4,3%
A few times a month	339.865 7,0%	232.753 4,6%
Less than once a month	187.422 3,9%	192.096 3,8%
never	191.158 4,0%	178.555 3,5%
Not applicable	3.426.621 71,0%	3.906.291 77,2%
FREQUENCY OF LISTENING TO RADIO STATIONS - ON RADIOSTATION APP	MEN	WOMEN
daily	134.630 2,8%	91.120 1,8%
5 or 6 times a week	42.772 0,9%	36.370 0,7%
3 or 4 times a week	98.109 2,0%	78.888 1,6%
1 or 2 times a week	176.873 3,7%	121.045 2,4%
A few times a month	214.304 4,4%	133.548 2,6%
Less than once a month	154.964 3,2%	124.854 2,5%
never	577.889 12,0%	566.242 11,2%
Not applicable	3.426.621 71,0%	3.906.291 77,2%
FREQUENCY OF LISTENING TO RADIO STATIONS - VIA RADIO AGGREGATOR	MEN	WOMEN
daily	81.655 1,7%	41.086 0,8%
5 or 6 times a week	27.340 0,6%	16.215 0,3%
3 or 4 times a week	42.651 0,9%	34.567 0,7%
1 or 2 times a week	63.965 1,3%	39.858 0,8%
A few times a month	85.653 1,8%	44.096 0,9%
Less than once a month	27.142 0,6%	28.680 0,6%
never	58.691 1,2%	49.758 1,0%
Not applicable	4.439.066 92,0%	4.804.098 95,0%
FREQUENCY OF LISTENING TO - STREAMING SERVICES	MEN	WOMEN
daily	558.042 11,6%	395.583 7,8%
5 or 6 times a week	143.440 3,0%	124.268 2,5%
3 or 4 times a week	203.143 4,2%	195.163 3,9%
1 or 2 times a week	175.629 3,6%	158.410 3,1%
A few times a month	200.651 4,2%	141.418 2,8%
Less than once a month	35.421 0,7%	49.559 1,0%
never	28.004 0,6%	30.192 0,6%
Not applicable	3.481.835 72,1%	3.963.764 78,4%
FREQUENCY OF LISTENING TO - WEBRADIOS	MEN	WOMEN
daily	188.950 3,9%	158.836 3,1%
5 or 6 times a week	79.248 1,6%	78.807 1,6%
3 or 4 times a week	157.271 3,3%	94.259 1,9%
1 or 2 times a week	205.397 4,3%	150.880 3,0%
A few times a month	266.940 5,5%	184.297 3,6%
Less than once a month	290.116 6,0%	254.698 5,0%
never	2.499.896 51,8%	2.808.481 55,5%
Not applicable	1.138.343 23,6%	1.328.098 26,3%
FREQUENCY OF LISTENING TO - VIDEO PLATFORMS	MEN	WOMEN
daily	779.065 16,1%	611.841 12,1%
5 or 6 times a week	309.754 6,4%	267.204 5,3%
3 or 4 times a week	446.484 9,3%	417.104 8,2%
1 or 2 times a week	488.502 10,1%	441.764 8,7%
A few times a month	374.755 7,8%	442.650 8,8%
Less than once a month	110.526 2,3%	142.492 2,8%
never	26.261 0,5%	53.722 1,1%
Not applicable	2.290.816 47,5%	2.681.580 53,0%
FREQUENCY OF LISTENING TO - TV MUSIC STATIONS (WITHOUT IMAGES)	MEN	WOMEN
daily	62.611 1,3%	45.124 0,9%
5 or 6 times a week	25.639 0,5%	20.371 0,4%
3 or 4 times a week	43.900 0,9%	47.164 0,9%
1 or 2 times a week	81.277 1,7%	73.677 1,5%
A few times a month	85.095 1,8%	72.628 1,4%
Less than once a month	50.524 1,0%	39.126 0,8%
never	41.757 0,9%	64.544 1,3%
Not applicable	4.435.360 91,9%	4.695.723 92,8%
PAID SUBSCRIPTION STREAMING SERVICE	MEN	WOMEN
Yes	594.637 12,3%	444.634 8,8%

DURATION OF LISTENING TO (YESTERDAY) - RADIO STATIONS	MEN	WOMEN
less than 5 minutes	103.795 2,2%	113.905 2,3%
Less than a quarter	256.886 5,3%	300.254 5,9%
Less than half an hour	398.149 8,2%	448.464 8,9%
Less than one hour	737.555 15,3%	630.951 12,5%
1 to 2 hours	817.253 16,9%	803.058 15,9%
More than 2 hours	1.210.926 25,1%	1.309.945 25,9%
I did not listen to the radio yesterday	578.234 12,0%	703.021 13,9%
Not applicable	723.364 15,0%	748.760 14,8%
DURATION OF LISTENING TO (YESTERDAY) - STREAMING SERVICES	MEN	WOMEN
Less than a quarter	77.050 1,6%	66.738 1,3%
Less than half an hour	102.189 2,1%	81.218 1,6%
Less than one hour	200.124 4,1%	147.307 2,9%
1 to 2 hours	254.228 5,3%	173.051 3,4%
More than 2 hours	201.230 4,2%	145.674 2,9%
I did not listen to the radio yesterday	424.576 8,8%	404.291 8,0%
Not applicable	3.481.835 72,1%	3.963.764 78,4%
DURATION OF LISTENING TO (YESTERDAY) - WEBRADIOS	MEN	WOMEN
less than 5 minutes	173.776 3,6%	126.832 2,5%
Less than a quarter	94.551 2,0%	60.274 1,2%
Less than half an hour	103.896 2,2%	73.103 1,4%
Less than one hour	142.467 3,0%	73.357 1,5%
1 to 2 hours	71.196 1,5%	53.580 1,1%
More than 2 hours	36.369 0,8%	50.619 1,0%
I did not listen to the radio yesterday	565.667 11,7%	484.012 9,6%
Not applicable	3.638.239 75,4%	4.136.580 81,8%
DURATION OF LISTENING TO (YESTERDAY) - RADIO AGGREGATOR	MEN	WOMEN
less than 5 minutes	41.559 0,9%	37.559 0,7%
Less than a quarter	23.858 0,5%	11.495 0,2%
Less than half an hour	33.322 0,7%	17.815 0,4%
Less than one hour	54.785 1,1%	25.760 0,5%
1 to 2 hours	50.373 1,0%	19.264 0,4%
More than 2 hours	34.098 0,7%	29.035 0,6%
I did not listen to the radio yesterday	149.101 3,1%	113.330 2,2%
Not applicable	4.439.066 92,0%	4.804.098 95,0%
DURATION OF LISTENING TO (YESTERDAY) - MUSIC PLATFORMS	MEN	WOMEN
less than 5 minutes	157.641 3,3%	189.910 3,8%
Less than a quarter	228.563 4,7%	171.316 3,4%
Less than half an hour	304.699 6,3%	231.391 4,6%
Less than one hour	382.366 7,9%	296.888 5,9%
1 to 2 hours	432.596 9,0%	305.293 6,0%
More than 2 hours	216.122 4,5%	188.020 3,7%
I did not listen to the radio yesterday	813.360 16,9%	993.958 19,6%
Not applicable	2.290.816 47,5%	2.681.580 53,0%
DURATION OF LISTENING TO (YESTERDAY) - TV MUSIC STATIONS (WITHOUT IMAGE)	MEN	WOMEN
less than 5 minutes	36.634 0,8%	37.461 0,7%
Less than a quarter	27.584 0,6%	22.829 0,5%
Less than half an hour	22.962 0,5%	14.885 0,3%
Less than one hour	43.063 0,9%	33.906 0,7%
1 to 2 hours	42.695 0,9%	18.875 0,4%
More than 2 hours	18.924 0,4%	18.263 0,4%
I did not listen to the radio yesterday	198.941 4,1%	216.414 4,3%
Not applicable	4.435.360 91,9%	4.695.723 92,8%
FREQUENCY OF LISTENING TO RADIO STREAMING - AT HOME	MEN	WOMEN
daily	2.122.124 44,0%	2.353.763 46,5%
5 or 6 times a week	348.140 7,2%	365.706 7,2%
3 or 4 times a week	468.823 9,7%	390.947 7,7%
1 or 2 times a week	420.271 8,7%	409.064 8,1%
A few times a month	282.648 5,9%	269.329 5,3%
Less than once a month	122.778 2,5%	171.921 3,4%
never	563.600 11,7%	508.116 10,0%
Not applicable	497.778 10,3%	589.511 11,7%

FREQUENCY OF LISTENING TO RADIO STREAMING - AT WORK	MEN	WOMEN
daily	595.347 12,3%	377.717 7,5%
5 or 6 times a week	459.328 9,5%	275.221 5,4%
3 or 4 times a week	222.637 4,6%	224.043 4,4%
1 or 2 times a week	179.739 3,7%	184.677 3,7%
A few times a month	135.327 2,8%	116.644 2,3%
Less than once a month	76.625 1,6%	85.773 1,7%
never	2.659.382 55,1%	3.204.770 63,4%
Not applicable	497.778 10,3%	589.511 11,7%
FREQUENCY OF LISTENING TO RADIO STREAMING - IN A CAR	MEN	WOMEN
daily	1.633.065 33,8%	1.455.058 28,8%
5 or 6 times a week	623.014 12,9%	643.052 12,7%
3 or 4 times a week	487.109 10,1%	531.800 10,5%
1 or 2 times a week	448.874 9,3%	483.164 9,6%
A few times a month	193.486 4,0%	208.545 4,1%
Less than once a month	67.385 1,4%	69.662 1,4%
never	875.452 18,1%	1.077.564 21,3%
Not applicable	497.778 10,3%	589.511 11,7%
FREQUENCY OF LISTENING TO RADIO STREAMING - IN PUBLIC TRANSPORT	MEN	WOMEN
daily	166.752 3,5%	210.879 4,2%
5 or 6 times a week	80.113 1,7%	74.836 1,5%
3 or 4 times a week	93.919 1,9%	84.375 1,7%
1 or 2 times a week	100.054 2,1%	97.438 1,9%
A few times a month	112.636 2,3%	80.311 1,6%
Less than once a month	162.464 3,4%	103.102 2,0%
never	3.612.447 74,9%	3.817.905 75,5%
Not applicable	497.778 10,3%	589.511 11,7%
FREQUENCY OF LISTENING TO RADIO STREAMING - IN AN OTHER PLACE	MEN	WOMEN
daily	181.625 3,8%	157.688 3,1%
5 or 6 times a week	42.448 0,9%	54.964 1,1%
3 or 4 times a week	188.449 3,9%	125.645 2,5%
1 or 2 times a week	206.662 4,3%	218.685 4,3%
A few times a month	326.841 6,8%	278.465 5,5%
Less than once a month	293.520 6,1%	268.537 5,3%
never	3.088.840 64,0%	3.364.862 66,5%
Not applicable	497.778 10,3%	589.511 11,7%
FREQUENCY OF LISTENING WITH HEADSET	MEN	WOMEN
daily	484.445 10,0%	397.295 7,9%
5 or 6 times a week	215.160 4,5%	157.464 3,1%
3 or 4 times a week	270.868 5,6%	193.622 3,8%
1 or 2 times a week	265.044 5,5%	189.724 3,8%
A few times a month	257.690 5,3%	220.921 4,4%
Less than once a month	204.071 4,2%	226.862 4,5%
never	2.631.107 54,5%	3.082.005 60,9%
Not applicable	497.778 10,3%	590.464 11,7%