

A Report

on A Study of

TV and Radio Audiences in Malta

(Part I - Report)

prepared for the

Broadcasting Authority

by

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Time Band 2: Daily Average Audience Levels

I INTRODUCTION

- 1.1 Section 30(2) of the Broadcasting Act 1991 requires the *Broadcasting Authority* to engage in audience research in order to enable it to exercise its Constitutional functions.
- 1.2 This study follows a public call for tenders by the *Authority* in December 2000. This call for tenders required a Media Audit for both Radio and Television. For 2001, the *Authority* again wanted the audit to be conducted twice: in March and in October. In addition, the *Authority* specified a number of areas on which the opinions of the Maltese population were to be sought.
- 1.3 Following this public call for tender, the present writer was subsequently specifically commissioned by the *Authority* to conduct the study on the basis of these proposals by letter dated 11 January 2001.
- 1.4 This study accordingly refers to data collected for the first quarter of 2001. In respect of TV audience shares, this study follows along the lines decided upon by the Broadcasting Authority, namely that as from the October 2000 study, TV audiences would be grouped in time-bands, as follows: *Time band 1*: 6.00 a.m. to Noon; *Time Band 2*: Noon – 7.00 p.m.; and *Time-band 3*: 7.00 p.m. – Midnight. This decision was made public through Circular No 18/00 dated 22 June 2000. Presented in this way, the data allows a better comparison across stations when stations target specific audiences at particular times. Like the study conducted for the last quarter of 2000, the current study incorporates all the data that used to be presented in previous studies for each half-hour time slot available to TV stations, but in respect of TV, overall audience share is worked out in terms of these time-bands instead of all the slots available to a station.
- 1.5 Once more, this study provides data on:
 - i. *audience size for all radio stations currently on air in Malta on a daily basis*
 - ii. *audience size for all local TV broadcasts on a daily basis;*
 - iii. *audience size for the following groups of foreign TV channels received in Malta: RAI, Mediaset, Other Italian Channels and Satellite, so grouped, on a daily basis;*
 - iv. *the views of the Maltese on aspects of current broadcasting as explained in more detail in Chapter II on the specific objectives of this study; and*
 - v. *the desires of the Maltese in general on what types of additional broadcasting services ought to be made available in Malta.*

- 1.6 The aim of par. 1.5 (i), (ii) and (iii) above is to be clearly distinguished from that of par. 1.5 (iv) and (v). To meet objectives (i), (ii) and (iii) an audience audit was required; to meet objectives (iv) and (v) the public's opinions on specific issues of special interest to the client needed to be collected.
- 1.7 In this report, the data collected for this study are being presented. The findings are organised in different chapters, based on the tables that form an integral part of this report. The next chapter reproduces the objectives in slightly more detail, as presented in the original proposal; this is followed by an analysis of the sample profile. The next two chapters cover the Opinion Survey, and respectively deal with *News Transmissions* and *Programme Preferences*.
- 1.8 Following this, the next two chapters deal with the Audience Audit part of this study, respectively focusing on *Radio Audience Audit* and *TV Audience Audit*. The *Conclusion* seeks to bring the findings of this study together in summary form.
- 1.9 Four *Appendices* are also included: Appendix A is the *Technical Report* in which the methodology used is discussed; Appendix B is the detailed station schedule for actual opening and closing times as forwarded to the researcher by the Broadcasting Authority. Appendix C focuses on the performance of all the stations exclusively on the Cable network. Lastly, Appendix D incorporates a copy of the Maltese version of the Questionnaire.
- 1.10 This volume incorporates many of the tables generated in this study, but should be read jointly with the separate volume entitled *Tables Appendix*, in which more detailed Tables are provided, and which therefore should be considered an essential part of this report. Unless indicated, references to Tables in the text point to the full tables in Part II (Tables) of this study.
- 1.11 This study was conducted for the *Broadcasting Authority* by Professor Mario Vassallo, who was fully responsible for the management and co-ordination of this study. The present writer retains all copyright covering the methodology for this study; the *Broadcasting Authority* is the sole owner of the findings.

II OBJECTIVES

- 2.1 The overall objectives for this study stem from the following areas of investigation listed in the Research Brief circulated by the Broadcasting Authority:
- (a) *the nature and the approximate daily duration of radio listening and television viewing; programme selection and motives for listening and watching;*
 - (b) *the general opinions of the Maltese about the standards and quality of radio and television services provided in Malta;*
 - (c) *the perceived sources of local and international news and opinions about the nature of news provision by the different broadcasting services; and*
 - (d) *public opinion relating to fairness and impartiality of radio and television services in their coverage of a variety of events, and issues including political activities.*
- 2.2 These objectives were researched through a research instrument approved by the Broadcasting Authority. For the 2001 studies the Authority again specifically excluded questions related to attitudes and attitude change, and in this respect this aspect was purposely limited.
- 2.3 Through this study the *Authority* is being provided with data on the audience size, comprising persons 12 years and older, for the following:

Television

TVM
Super One
NET Television
Smash TV
RAI Stations
Mediaset Stations

Cable

Channel 12
Education 22
Max Plus
Satellite Services

Radio

Radju Malta
Radju Parlament
Super One Radio
Radio 101
Island Sound
Bay Radio
RTK
Smash Radio
Calypso Radio
University Radio
Radju MAS
Capital Radio
FM Bronja

- 2.4 By way of clarification on how audience data is to be presented, the Broadcasting Authority once more confirmed that, in respect of the 2001 studies, the direction

given in a letter of clarification dated 7 March 1997, (in respect of the 1997 study) was to be applied again. In terms of this directive it was required that:

“the statistic ‘average’ at the bottom of each table for radio station audiences should be worked out on the basis of 18 hours of listening per day i.e. from 6.00 a.m. to midnight...”

- 2.5 The Broadcasting Authority also decided that, again for the 2001 studies, UNI Radio and Radju MAS should be considered as two separate stations and the relevant statistics should not be computed, as had been directed for 1997, for the common frequency allocated to them. In this respect therefore, the 2001 studies allow direct comparison with previous studies conducted since 1998.
- 2.6 This study also establishes the audience preferences in respect of, and radio stations associated with, a number of programme sectors, including *music, discussions, phone-ins* and *sports* programmes currently available on radio in Malta.

III SAMPLE PROFILE

3.1 Table 3.1 gives the profile of the sample used for this study. As explained in the Technical Report, the sample structure is automatically based on the demographic features of the resident population in Malta. As in previous studies, in 2001, the multi-stage probability sampling technique was used to draw the sample for those aged 18 and over, using the latest publication of the electoral register produced for the elections of Local Councils. This ensured that all residents, whether they were Maltese nationals or not, qualified equally to be selected. An equal number of persons, of both genders, were included for each day of the week to cover those aged 12-17 in the Maltese population since a complete register for this segment of the population is not available. The number so added was derived from the general demographic structure of persons in that age category currently living in Malta. The profile of the sample closely follows the figures for the resident population in Malta as given in the last population census taken in Malta.

3.2.1 As can be seen from the summary in Table 3.1, the above procedure produces the following sample distribution:

Table 3.1 Sample Profile by Gender

Age Group	Total	Male	Female
	%	%	%
12-17	11.2	11.2	11.1
18-30	20.9	21.3	20.5
31-50	37.1	37.2	36.9
51-65	18.3	18.8	17.8
over 65	12.6	11.5	13.7
TOTAL	100.0	100.0	100.0
N=	1001	489	512
%	100	48.9	51.1

3.3 Tables 3.2 and 3.3 give details of the Sample Profile by Socio-Economic Group and by Last School Attended.

Table 3.2 Sample Profile: By Socio-Economic Group

Socio-Economic Group	Total	AB	C1	C2	DE
N=	1001	161	334	204	302
	%	%	%	%	%
12-17	11.2	7.5	12.0	12.3	11.6
18-30	20.9	24.8	24.9	16.7	17.2
30-51	37.1	37.3	37.7	35.3	37.4
51-65	18.3	18.6	13.2	19.6	22.8
over 65	12.6	11.8	12.3	16.2	10.9
TOTAL	100.0	100.0	100.0	100.0	100.0

Table 3.3 Sample Profile: By Last School Attended

Last School Attended	Total	None	Primary	Secondary	Technical Institute	Tertiary
N=	1001	18	203	590	52	138
	%	%	%	%	%	%
12-17	11.2	5.6	-	17.5	3.8	4.3
18-30	20.9	-	3.0	21.0	40.4	42.0
30-51	37.1	16.7	30.0	41.9	28.8	32.6
51-65	18.3	22.2	34.5	14.6	11.5	12.3
over 65	12.6	55.6	32.5	5.1	15.4	8.7
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0

IV Listening and Viewing Patterns

4.1.0 Introduction

- 4.1.1 As in previous studies, a set of interesting aspects regarding the diffusion of the media in Malta is focused upon in this chapter, which will first examine radio listenership in general and then move on to focus on 'where' radio is actually listened to. This chapter will subsequently cover the same aspects for TV, and then proceed to establish the extent of penetration by Cable TV in Maltese homes. It concludes by focusing on the culture-related pattern of decision-making in Maltese family life, namely on the issue as to who decides what TV channel is chosen when such a choice needs to be made within a family setting.

4.2.0 Radio Listenership

- 4.2.1 Participants in this study were requested to indicate whether they listen to the radio regularly, and where. Of all the respondents 74.4% (as opposed to 76.6% in the study for the 1st Quarter of 2000) stated that they do listen to the radio regularly, whilst the remaining 25.6% stated that they do not. This statistic suggests that the level of popularity of radio has stabilised. Those aged 12-17 continue to register the lowest rate in respect of radio listenership at 59.8%. On the other hand, those aged 18-30 this time registered the highest rating in respect of radio listenership at 80.9%. Radio listenership is highest among C1 at 77.5% (1st Quarter, 2000: 78.8%). Full details are presented in Table 4.1.
- 4.2.2 In turn, Table 4.2 presents data on the average number of hours listened to by those who had stated that they do listen to the radio. One point seven per cent stated that the amount of time they dedicate to radio varies considerably, but as many as 34.9% stated that they listen to the radio for at least one hour every day. The duration of time the Maltese listen to the radio is quite extensive, extending to as much as 16 hours per day in the case of 0.5% of the respondents. But figures start going down beyond the six hours point. The respective figures for 1-6 hours are as follows: 1 hour: 34.9%; 2 hours: 18.8%; 3 hours: 9.7%; 4 hours: 6.4%; 5 hours: 7.1% and 6 hours: 5.5%. By and large, females continue to listen to the radio for longer hours than males. At the same time it is to be noticed that the percentages of males listening to the radio for 'up to two hours per day' is higher than that registered by females. Full details are provided in the Table.
- 4.2.3 Table 4.3 presents details on the place where radio is listened to. Of those who listen to the radio on a regular basis, as many as 73.2% (1st Quarter, 2000: 77%) of all respondents stated that they listen to the radio at home; 17.2% (1st Quarter, 2000: 19.7%) while at work; whilst 29.4% (1st Quarter, 2000: 27.5%) listen to the radio in the car. Full details are presented in the Table.

4.3.0 TV Viewership

- 4.3.1 Similarly, participants in this study were requested to indicate whether they watch TV regularly, and where. Of all the respondents, 98.2% (1st Quarter, 2000: 97.1%) stated that they do watch TV regularly, whilst the remaining 1.8% stated that they do not. This points to a slight increase in the popularity of this medium over the 2000 (1st Quarter) figures. Very slight differences were noted when these figures were broken down by gender, except that females registered a slightly higher incidence than males (males: 98.6% vs. males: 97.8%). The age group which registered the highest rating for TV viewership comprised those aged 18-30, with 99.5%, but the lowest percentage reported amongst those aged 51-65 and over was not much lower, at 97.3%. TV viewing is highest among C1 respondents, at 98.8%. The lowest reported figure is not much less however: C2 registered 97.1%. Full details are presented in Table 4.4.
- 4.3.2 In turn, Table 4.5 presents details on the average number of hours residents in Malta view TV. The most common incidence reported in this study is of two hours per day, registered at 30.3% (1st Quarter, 2000: 30%). As many as 0.8% stated that they view TV for up to ten hours daily, and some claimed that they watch TV for even longer hours. But most viewers do not exceed five hours of daily viewing: 1 hour: 13.2%; 2 hours: 30.3%; 3 hours: 24.8%; 4 hours: 14% and five hours: 10.2%. The difference across genders is not significant. It is interesting to note that again relatively more AB respondents view TV for an average of only one hour per day: AB: 17.1%; C1: 12.4%; C2: 10.6% and DE: 13.8%.
- 4.3.3 The findings as to where TV is watched most are presented in Table 4.6. Of those who watch TV on a regular basis, as many as 44.9% (1st Quarter, 2000: 40.1%) of all respondents stated that they watch TV in the sitting room. Twenty six point six per cent (1st Quarter, 2000: 28.5%) watch TV in the bedroom, and 22.8% (1st Quarter, 2000: 24.3%) do so in the kitchen. The remaining 4.8% (1st Quarter, 2000: 5.3%) watch TV in the dining room, whilst 1% (1st Quarter, 2000: 1.7%) do so in another part of the house. It is interesting to note that males continue to prefer to watch TV in the sitting room more than females (45.8% males vs. 44% females), and again males prefer the bedroom to females (27.8% vs. 25.3% females). DE respondents continue to register the highest percentage of respondents who prefer to watch TV in the bedroom (29% as opposed to 17.7% of AB respondents), whilst AB respondents registered the highest percentage of preference for the sitting room (65.8% vs. DE at 36%). These figures are very close to those obtained in the 2000 (1st Quarter) study. Full breakdowns by gender, age group and socio-economic activity are provided in the Table.

4.4.0 Cable TV and Satellite TV Facilities

- 4.4.1 Of all the respondents taking part in this study, 66.4% (1st Quarter, 2000: 54.4%) stated that they are connected to Cable TV. This means that from the total sample: 30.5% are served by the *Reception* level; 20.7% stated that they are served by the *Basic Level*; 15.3% are serviced by *TV Plus*. Not surprisingly, connection to Cable TV continues to be related to economic status, though not to the extent that it was noted in previous studies: as many as 78.9% of the AB are served by Cable, against

61.9% of those in the DE socio-economic category. It is also understandable that the more expensive levels are more frequent among AB respondents. It is also interesting to note that age is minimally related to cable connectivity. Table 4.7 presents all the details.

4.4.2 Table 4.8 provides some information on the availability of the special pay channels and consumer channel preferences respectively. As many as 87.1% of all cable subscribers stated that they do not subscribe to The Movie Channel, while another 83.2% stated that they do not subscribe to The Sports Channel. Unlike this time last year, social class differences among those who subscribe to The Sports Channel appear this year. This is also true for the Movie Channel.

4.4.3 Table 4.9 and shows that 8.3% (1st Quarter, 2000: 5.5%) of the Maltese own a satellite dish antenna. The popularity of such systems is highest among the C1 group (12.3%) as against 8.1% in the AB group. It is most popular among the 18-30 age group (9.6%).

4.5.0 *Family Decision-Making Processes*

4.5.1 Traditionally, the Maltese family was popularly perceived to be patriarchal and the authority of the father in decision-making was frequently assumed to constitute the last word. As Maltese society gradually becomes more egalitarian, it is interesting to discover who decides, and how decisions are reached, when it comes to a choice on how to spend an evening at home in front of the box. For this purpose, the Broadcasting Authority again asked the question on who is the most influential person in the family when determining which channel is to be chosen. The data presented in Table 4.10 gives the findings for this study.

4.5.2 In fact, in 37.8% (1st Quarter, 2000: 27.7%) of the cases it was clearly stated that the problem does not arise either because there is more than one TV set at home or because there is no conflict of interest. In 25.2% (1st Quarter, 2000: 34.9%) of the cases the husband is reported to be the decision maker; in 18% (1st Quarter, 2000: 20.1%) of the cases it is the wife who decides whilst in 10.7% and in 8.4% it was the boys and the girls in the family respectively who decided. These last two figures are very similar to those obtained in the 2000 study. Table 4.10 in the Table Appendix gives full details, with the usual breakdowns, whilst Figure 4.1 graphically summarises the responses given to this question in this study.

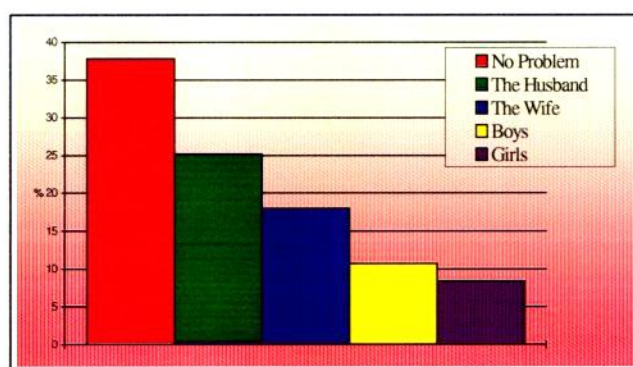


Figure 4.1: Who Decides which Channel is Selected in the Family

V NEWS TRANSMISSIONS

5.1.0 *Introduction*

5.1.1 This chapter focuses on News Transmissions. As in previous studies, the Broadcasting Authority was interested only in researching which media source for local and foreign news is preferred by the Maltese. The same questions used since the 1996 study have been repeated in 2001, and this allows for comparison of developments, if any. Respondents were asked from which medium they preferred to source their information. Tables 5.1 and 5.2 present the detailed findings to these two questions.

5.2.0 *Preferred Source for Local News*

5.2.1 In Table 5.1, data on the preferences of the Maltese in respect of sources for local news are presented. Of all the respondents, 78.5% (1st Quarter, 2000: 72.6%) prefer to follow the news on TV; 10.5% (1st Quarter, 2000: 14.2%) prefer the radio as their source for news; 6.9% (1st Quarter, 2000: 7.4%) prefer to read about news events in a newspaper whilst 1.1% (1st Quarter, 2000: 2.6%) stated that they have no special preference. Another 3% (1st Quarter, 2000: 3.2%) prefer to learn the news from other persons.

5.2.2 No real difference across the genders is to be noted among those who prefer to follow the news on TV or radio; But Newspapers remain more popular among males: 9.2% as compared to among females 4.7%.

5.2.3 TV as the main source for news is relatively most popular among those aged 31-50 (82.7%); radio is also the most popular source amongst those who 65+ years old (with 16.7%); whilst newspapers are most popular among those aged 18-30, with 11%. The socio-economic category with the highest preference for TV as the source for news was DE, at 84.1%. Radio is preferred most also by those in the AB socio-economic category, at 12.4%. Full details are presented in Table 5.1.

5.3.0 *Preferred Source for Foreign News*

5.3.1 Table 5.2 summarises the preferences of the Maltese in respect of the available sources for foreign news. Of all the respondents, 81.7% prefer TV; 8.8% and 5.4% prefer the radio and newspapers respectively. Two point nine per cent stated that they prefer to pick foreign news from other persons, whilst the remaining 1.2% stated that they have no special preference for any of the media.

5.3.2 Again only minor differences in preferences across gender are to be noted in respect of TV and radio, but newspapers continue to be preferred by males (7.4% vs. 3.5% females). Newspapers are most preferable to those aged 18 - 30 (8.6%), and to those in the higher socio-economic groups (AB: 11.8%; C1: 6.6% in contrast to C2: 3.9% and DE: 1.7%). Full details are presented in Table 5.2.

5.4.0 Preferred Time for Main TV News Bulletin

5.4.1 Respondents were again asked at what time they preferred to watch the main evening news on TV. The findings, presented in Table 5.3, show quite a range of views, but 8.00 p.m. seems to have become an institution: as many as 62.4% (1st Quarter, 2000: 57.3%) stated that they would prefer this time. Another 12.7% (1st Quarter, 2000: 17.5%) stated that they prefer 7.30 p.m. Despite the fact that a number of other times were mentioned, these registered very low responses. It is to be noted that this was an open-ended question, and no prompting was made. No real differences across gender exist in respect of the 8.00 p.m. slot, but those aged between 18 and 50 and AB respondents expressed themselves most favourably for the 8 p.m. slot. On the other hand, the number of DE respondents in favour of the 7.30 p.m. slot (18.2%) was more than three times than that registered by AB respondents (5.6%) for the same time slot.

5.5.0 Station on which Local News is Followed

5.5.1 On the basis of the viewership audit, statistics were computed to estimate on which local station the Maltese had watched the news on the day prior to the interview, and on the previous day (i.e. two days prior the interview). The findings are presented in Tables 5.4 and 5.5 respectively. Despite the high following which news bulletins generally have, as many as 60.6% and 65.8% of those *who had stated that they regularly watch TV*, actually did watch the news on these two days respectively. TVM ranked highest with 29.5% and again 24.2% respectively for the two days. This station was followed by Super 1 (18.6% and 18.3% respectively); NET TV (13.6% and 12.2% respectively) and Smash TV (3.5% and 3.8% respectively). Detailed breakdowns of these figures are presented in the Tables and graphically summarised in Figure 5.1 below.

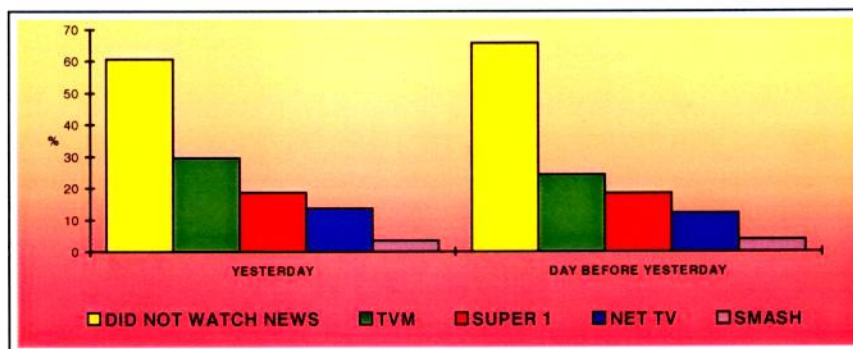


Fig. 5.1 Local Stations on which News Bulletin was watched on the Two Days prior to the Interview

VI PROGRAMME PREFERENCES & EVALUATION

6.1.0 Introduction

6.1.1 Respondents taking part in the 2000 (1st Quarter) Broadcasting Authority study were again requested to state their preference for individual radio stations and TV channels in respect of twelve different programme sectors for radio and seventeen sectors for TV. In their replies respondents were requested to express their preference for only one radio station or TV channel in each case. A *nil* response was allowed, and this statistic is relevant because it provides an indirect index of the relative popularity of different programme sectors. This chapter first discusses the general findings for preferences for radio and for TV programme sectors. It then maps the preferences the Maltese have in respect of the individual radio station and TV channel for the programme sectors studied.

6.2.0 Radio: General Preferences

6.2.1 Table 6.1 summarises the difference between the total (100%) and the *nil* statistics (i.e. those who stated that they had no preference for a radio station in respect of a particular programme sector) for the twelve sectors asked about in the study.

Table 6.1 General Preferences for Radio Programme Sectors (1996 - 2001)
(Ranked by values obtained in current study)

PROGRAMME SECTOR	%	%	%	%	%	%
	1996	1997	1998	1999 (March)	2000 (March)	2001 (March)
Music	82.5	78.9	87.2	87.4	86.5	87.0
Local News	74.7	70.6	84.5	80.5	76.6	77.7
Foreign News	68.1	63.9	77.1	76.9	74.6	74.2
Discussions on Personal Problems	61.2	58.1	67.6	59.7	57.7	57.4
Current Affairs	42.2	31.2	56.8	54.3	57.3	52.5
Health/Beauty/Home/Law	46.7	31.6	54.5	51.0	46.6	46.2
Religion	50.6	34.7	53.3	47.1	47.1	44.7
Culture	36.4	29.1	45.8	44.4	37.8	38.9
Sports	37.5	29.0	48.2	37.2	36.8	38.3
Novels/Plays	35.6	27.9	49.5	40.7	35.7	33.8
Women	NA	NA	NA	NA	21.6	32.6
Money/Business	19.0	16.7	31.7	25.2	23.4	25.8
Children	20.3	15.9	30.2	25.8	20.1	19.6

6.2.2 The table above indicates that only minor shifts have occurred since the 2000 (1st Quarter) study. The figures show that Music continues to be the sector most liked by Maltese radio listeners, at 87%. This is followed by Local News and Foreign

News. The two segments Health/Beauty/Home/Law and Women's programmes have each gained a step over the last year.

6.3.0 TV: General Preferences

6.3.1 Table 6.2 in turn summarises the difference between the total (100%) and the nil statistics (i.e. those who stated that they had no preference for a TV channel in respect of a particular programme sector) for the seventeen sectors asked about in this study.

Table 6.2 General Preferences for TV Programme Sectors (1996 - 2001)
(Ranked by values obtained in current study)

PROGRAMME SECTOR	%	%	%	%	%	%
	1996	1997	1998	1999 (March)	2000 (March)	2001 (March)
Foreign News	85.3	79.8	88.9	90.7	90.2	91.8
Local News	89.3	84.2	94.6	93.1	90.6	91.0
Feature Films	72.0	60.5	77.5	77.9	80.9	78.3
Weather	78.2	50.5	81.2	76.4	70.0	75.5
Discussions	56.1	43.8	72.1	73.8	71.5	71.7
Quizzes / Game Shows / Variety Programmes	60.4	51.6	70.1	66.8	60.4	67.8
Documentaries	63.1	50.3	66.3	73.5	66.6	65.2
Sports	55.3	45.1	63.0	62.7	60.7	64.3
Plays	35.0	31.4	54.4	46.0	54.8	62.6
Serials/Soap Operas	32.5	22.9	61.4	66.7	53.0	56.4
Current Affairs	36.3	23.4	44.8	53.0	45.5	43.8
Religion	39.3	22.4	44.3	48.8	42.1	40.4
Music Video-Clips	33.7	24.7	45.5	44.1	40.8	42.4
Art & Culture	33.5	22.1	44.8	44.7	38.2	39.5
Women's Programmes	36.8	20.9	47.4	43.4	36.3	37.6
Children's Programmes	29.0	18.3	47.0	43.5	31.1	33.1
Business & Finance	18.1	11.9	27.0	23.7	27.0	26.2

6.3.2 This table shows that both Foreign and Local News continue to be the sectors most preferred by Maltese TV audiences, at 91.8% and 91% respectively. Significantly however, Foreign News this time attracted more attention than Local News. Again, the programme sector with the least interest among television viewers continues to be the one that covers Business and Finance, for which only 26.2% cared to express a preference. Foreign News, Weather Programmes and the Quizzes/Game Shows/Variety Programmes sector have moved up the scale since this 2000 (1st Quarter). It is interesting to note that music continues to feature relatively low among the preferences of TV viewers, whilst it features very prominently among radio listeners. On the other hand, the position of feature films retains its ranking position as third, at 78.3%.

6.4.0 Radio Station Preferences for Different Programme Sectors

- 6.4.1 The summary Tables 6.3-1 and Table 6.3-2 outline the way the Maltese understand the relative strengths of local radio stations in respect of the set of programme sectors studied in the two studies conducted in the first quarter of 2000 and 2001 respectively.
- 6.4.2 According to the data collected for the 2000 (1st Quarter) study, a number of stations were ranked first for their music programmes: Island Sound, Bay Radio, Smash Radio, Radio Calypso, Radju MAS, FM Bronja and Capital Radio. RTK was ranked highest for Religion programmes. Interestingly, a number of radio stations were ranked quite high in more than one programme segment: Radio Malta 1 in Local News, Plays and in Foreign News; Super 1 in Local News, Discussions and Foreign News; Radio 101 in Local News, Foreign News and Current Affairs and RTK in Religion, Health & Beauty Programmes and in Discussions. In the 1st quarter study for 2000 the highest ranking in all programme segments was recorded by Radio RTK in Religion (31.3%), followed by Super 1 in Local News (25.3%).
- 6.4.3 In respect of the 2001 study, the data in Table 6.3-1.2 show that a number of stations were again ranked first for their music programmes: Island Sound, Bay Radio, Smash Radio, Radio Calypso, Radju MAS, FM Bronja and Capital Radio. RTK was ranked highest for Religion programmes. Interestingly, a number of radio stations were ranked quite high in more than one programme segment: Radju Malta in Plays, Foreign News and in Local News; Super 1 in Local News, Foreign News and Discussions; Radio 101 in Local News, Foreign News and Current Affairs and RTK in Religion, Discussions and in Health & Beauty Programmes. In the 1st quarter study for 2001 the highest ranking in all programme segments was once more recorded by Radio RTK in Religion (25.8%), followed by Super 1 in Local News (24.7%).
- 6.4.4 The figures in these two summary Tables, and the further breakdowns provided in the full Table section of this report, need to be interpreted with a lot of caution. It is not correct to say that if two stations are both ranked highest for their music programmes, they are equally good in that particular programme segment: the relative score needs to be analysed against the projected station profile to see whether a particular station is meeting its stated objectives.

**Table 6.3-1.1: Radio Station Preferences for Different Programme Sectors
(1st Quarter 2000)**

	RM	RP	SUPER 1	101	IS	BAY	RTK	SMASH	CALY- PSO	UNI RADIO	MAS	FM BRONJA	CAPITAL	NONE	TOTAL
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Music	4.6	2.0	13.8	7.3	3.9	16.0	6.5	7.0	11.2	0.1	2.2	1.4	10.4	13.5	100
Discussions	5.1	1.4	21.3	9.0	0.8	0.8	18.1	0.1	0.3	-	0.1	0.1	0.7	42.3	100
Sport	1.7	1.4	14.1	7.7	1.3	2.7	4.0	0.8	2.2	-	-	-	0.9	63.2	100
Money & Business	3.1	1.6	7.6	4.0	0.3	0.9	5.2	-	0.5	-	-	-	0.3	76.6	100
Culture	5.3	1.6	12.4	6.3	0.1	0.4	8.3	0.1	0.7	0.4	0.4	1.4	0.4	62.2	100
Health/Beauty/home/Law	5.1	2.2	16.3	6.1	0.3	0.4	14.5	0.1	0.7	-	-	0.4	0.7	53.4	100
Religion	3.6	0.9	8.6	1.7	0.1	0.1	31.3	0.1	0.5	-	-	0.1	-	52.9	100
Novels & Plays	7.9	3.1	11.3	4.2	-	0.1	8.1	0.3	0.5	-	-	0.1	-	64.3	100
Children	3.1	1.0	7.2	2.3	-	0.3	5.6	0.1	0.4	-	-	-	-	79.9	100
Women's Prg	3.0	1.2	5.3	2.6	-	-	9.0	0.1	0.1	-	-	0.1	-	78.4	100
Local News	9.1	4.6	25.3	13.4	1.3	6.6	10.3	1.2	1.4	-	0.3	0.4	2.7	23.4	100
Foreign News	9.0	4.3	23.8	12.8	1.7	6.8	10.2	1.3	1.4	-	0.4	0.4	2.6	25.4	100
Current Affairs	5.7	3.4	19.7	11.5	1.0	4.0	8.5	0.4	1.3	-	0.3	0.1	1.4	42.7	100

**Table 6.3-1.2: Radio Station Preferences for Different Programme Sectors
(1st Quarter 2001)**

	RM	RP	SUPER 1	101	IS	BAY	RTK	SMASH	CALY- PSO	UNI RADIO	MAS	FM BRONJA	CAPITAL	NONE	TOTAL
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Music	5.9	-	13.3	7.8	2.8	17.9	7.1	5.9	12.1	0.1	2.6	1.9	9.7	13.0	100
Discussions	11.7	0.3	19.5	9.8	-	0.5	13.8	0.1	0.5	-	0.4	0.5	0.3	42.6	100
Sport	8.6	-	12.9	7.0	0.8	2.0	3.6	0.4	1.6	-	0.1	0.1	1.1	61.7	100
Money & Business	8.5	-	8.9	4.3	0.4	0.3	2.6	-	0.7	-	0.1	0.1	-	74.2	100
Culture	13.6	-	10.2	6.4	-	0.4	5.4	-	1.1	-	0.1	1.5	0.3	61.1	100
Health/Beauty/home/Law	11.9	0.1	13.3	8.9	-	0.4	10.3	0.1	0.4	-	0.3	0.1	0.3	53.8	100
Religion	9.7	-	5.4	2.8	-	0.3	25.8	0.1	0.3	-	0.3	0.1	-	55.3	100
Novels & Plays	13.7	0.3	10.6	3.8	-	-	5.0	-	0.1	-	0.1	0.3	-	66.2	100
Children	8.5	-	6.0	2.4	0.1	-	2.4	-	-	-	-	0.1	-	80.4	100
Women's Prg	9.8	-	8.5	5.0	-	-	8.6	-	0.5	-	-	0.3	-	67.4	100
Local News	13.3	0.5	24.7	14.0	2.1	5.6	9.7	1.6	2.6	-	0.7	0.4	2.6	22.3	100
Foreign News	13.7	0.5	22.4	13.4	2.7	5.6	9.0	1.3	2.6	-	0.5	0.4	2.0	25.8	100
Current Affairs	10.2	0.4	18.7	10.2	1.1	1.9	6.8	0.5	1.2	-	0.3	0.4	0.8	47.5	100

6.4.5 During this study respondents who declared that they are regular radio listeners were again asked a question that was not present in the previous studies: *Which radio station do you consider best overall?* The findings are to be found, with the usual breakdowns, in Table 6.4, and graphically represented in Fig. 6.1 below. Super 1 Radio, Bay Radio and RTK are considered by the Maltese to be the best three radio stations in Malta at present. It is relevant to note that later figures will show that Bay Radio, even if considered to be the second 'best radio station' in Malta, does not translate this into a corresponding supremacy over RTK in terms of audience share (see par. 7.6.2 below).

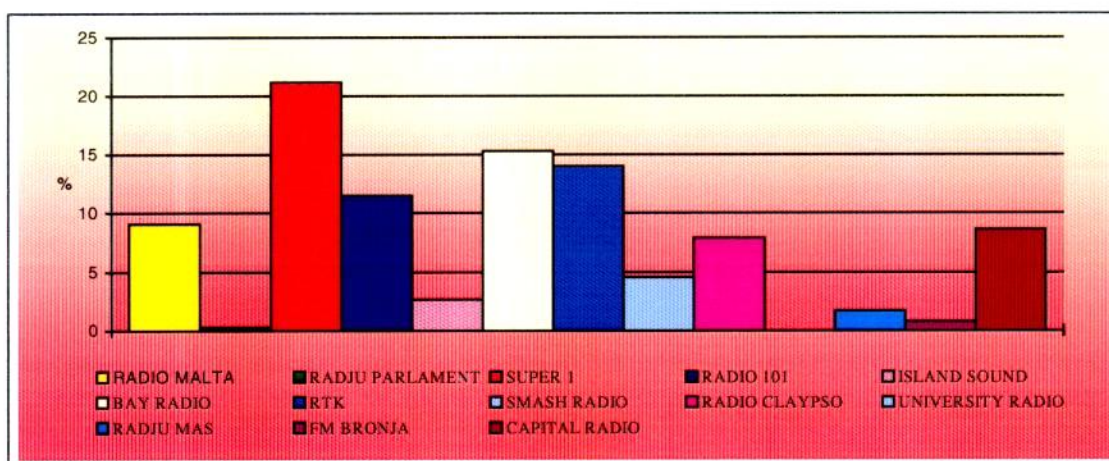


Fig 6.1: Overall Preference for 'Best Radio Station'

6.5.0 TV Channel Preferences for Different Programme Sectors

6.5.1 Table 6.5-1 to Table 6.5-3 outline the way the Maltese understand the relative strengths of TV channels received locally in respect of the set of programme sectors. These three full Tables are in turn summarised in Table 6.5-1.2 below. Tables 6.5-1.1 and 6.5-1.2 respectively refer to the findings of the 1st quarter studies for 2000 and 2001.

6.5.2 In the first 2000 study, TVM and NET TV were ranked highest for Local News. At the same time, Super 1 was ranked highest for Plays, whilst Smash TV was ranked highest for Music Video-Clips; RAI was ranked highest for its Documentaries whilst the Mediaset group of channels was ranked highest for Feature Films. At the same time, the other Italian stations were ranked highest for Music Video-Clips. The Satellite channels were ranked highest for Documentaries. In the 2000 study too, Local News was ranked as the second best programme segment for Super 1 TV, for whilst Foreign News was considered the second best segment in respect of TVM, NET TV and RAI.

6.5.3 In the current study for the first quarter of 2001, TVM and NET TV were again ranked highest for Local News, whilst Super 1 was ranked highest for Plays. Max Plus was ranked highest for Women's Programmes, whilst Smash TV was again ranked highest for Music Video-Clips. RAI was once more ranked highest for its Documentaries whilst the Mediaset group of channels and the other Italian stations have been ranked highest for Feature Films. The Satellite channels have again been ranked highest for Documentaries. Super 1's second ranking was for Local News, whilst Discussions were ranked second in respect of TVM. Of the various segments ranked, NET's religious programmes were ranked second. RAI's foreign news continues to be ranked its second best programme segment.

6.5.4 As is the case with the parallel figures for radio, the data in the Tables included here, and the further breakdowns provided in the full Table (Part II of this report), need to be interpreted with caution. It is not correct to say that if two stations are both ranked highest for their music programmes, they are equally good in that

programme segment: the relative score needs to be analysed against the projected station profile to see whether a particular station is meeting its stated objectives.

**Table 6.5-1.1: TV Channel Preferences for Different Programme Sectors
(2000, 1st Quarter)**

	TVM	SUPER 1	NET	MAX PLUS	SMASH	RAI	MEDIASET	OTHER ITALIAN	SATEL LITE	NONE	TOTAL
	%	%	%	-	%	%	%	%	%	%	%
Local News	46.1	26.7	16.8	-	0.3	0.2	0.3	-	0.2	9.4	100.00
Foreign News	31.8	16.2	10.5	-	0.1	12.7	10.7	0.9	7.4	9.8	100.00
Sports	14.3	10.7	8.5	-	0.2	6.7	10.4	0.9	9.0	39.3	100.00
Weather	30.3	14.4	10.3	-	0.1	5.8	4.0	0.3	4.7	30.0	100.00
Feature Films	5.5	3.5	2.1	0.2	1.6	10.4	42.9	3.5	11.2	19.1	100.00
Serials/Soap Operas	3.8	11.7	2.3	0.7	0.1	2.5	26.3	1.0	4.5	47.0	100.00
Documentaries	8.6	7.1	1.6	-	0.2	15.9	13.9	0.4	18.7	33.4	100.00
Current Affairs	17.2	9.3	5.0	-	0.5	3.4	4.6	0.5	4.9	54.5	100.00
Discussions	43.0	11.9	9.4	-	1.0	1.2	2.9	0.2	1.9	28.5	100.00
Quizzes/Game Shows/Variety Prog.	10.0	12.2	7.5	1.0	-	3.6	22.2	1.2	2.6	39.6	100.00
Music Video- Clips	3.0	3.4	1.0	0.2	12.7	0.5	4.7	3.9	11.4	59.2	100.00
Plays	14.9	30.6	6.3	-	0.2	0.4	1.3	0.1	1.0	45.2	100.00
Art & Culture	20.9	9.2	2.9	-	-	1.9	1.4	0.5	1.4	61.8	100.00
Women	21.6	7.8	1.3	0.2	0.1	0.6	2.3	-	2.4	63.7	100.00
Children	14.3	6.6	1.0	-	-	1.6	4.1	0.2	3.2	68.9	100.00
Religion	28.8	6.5	4.2	-	-	1.0	0.8	-	0.7	57.9	100.00
Business & Finance	15.0	4.9	2.5	-	0.2	0.2	1.1	0.1	2.9	73.0	100.00

**Table 6.5-1.2: TV Channel Preferences for Different Programme Sectors
(2001, 1st Quarter)**

	TVM	SUPER 1	NET	MAX PLUS	SMASH	RAI	MEDIASET	OTHER ITALIAN	SATELLI TE	NONE	TOTAL
	%	%	%	-	%	%	%	%	%	%	%
Local News	48.5	24.6	17.9	-	-	-	-	-	-	9.0	100.00
Foreign News	24.2	18.4	9.7	0.1	0.1	16.1	11.2	1.0	11.0	8.2	100.00
Sports	12.6	11.9	9.2	0.1	0.3	9.7	9.0	0.8	10.8	35.7	100.00
Weather	31.9	15.7	10.3	-	-	5.9	4.1	0.3	7.3	24.5	100.00
Feature Films	3.4	5.4	1.0	1.7	1.1	13.0	34.6	2.3	15.8	21.7	100.00
Serials/Soap Operas	3.9	13.7	1.9	1.8	-	5.3	24.3	0.3	5.1	43.6	100.00
Documentaries	10.6	7.1	1.5	0.3	-	16.2	8.7	0.5	20.2	34.8	100.00
Current Affairs	13.5	12.4	5.4	-	0.2	3.3	2.0	0.2	6.8	56.2	100.00
Discussions	40.7	15.3	8.6	-	0.8	1.1	2.5	0.1	2.5	28.3	100.00
Quizzes/Game Shows/Variety Prog.	5.1	13.4	7.0	1.5	0.3	9.9	26.7	0.8	3.1	32.2	100.00
Music Video- Clips	2.2	3.5	0.6	-	14.2	0.5	5.9	1.5	13.9	57.6	100.00
Plays	20.4	34.9	3.9	-	0.2	0.3	0.4	-	2.4	37.4	100.00
Art & Culture	16.3	8.4	1.6	0.1	0.1	6.0	1.3	-	5.6	60.5	100.00
Women	10.3	10.4	2.6	6.5	0.3	0.8	3.8	0.2	2.7	62.4	100.00
Children	5.5	7.0	4.4	1.2	-	1.2	7.1	0.2	6.4	66.9	100.00
Religion	16.2	5.9	12.7	-	0.1	3.8	0.2	-	1.5	59.6	100.00
Business & Finance	12.7	4.4	1.8	-	-	1.9	1.2	-	4.2	73.8	100.00

6.6.0 Party Political Programmes

6.6.1 Since the Broadcasting Authority is directly responsible for the production and broadcasting of party political broadcasting, it has a special interest to know who follows such broadcasts. Figure 6.2 summarises the details for the 2000 and the current 2001 studies. The data for the current study is presented in full in Table 6.6 (in the Tables Appendix) that provides the full breakdowns on this subject.

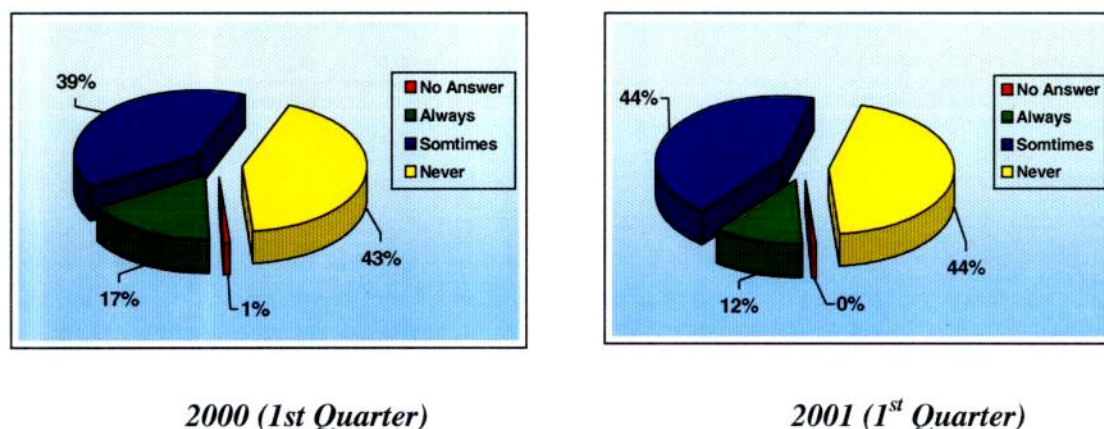


Fig 6.2: Extent of Interest in Political Broadcasts - 2000 & 2001

6.6.2 The number of persons who stated that they 'always' follow such broadcasts has gone down by 5% over the last year. The full breakdowns suggest that there continues to be a slightly higher interest among males to follow political broadcasts always (12.1% among males vs. 11.1% females). Those aged over 51-65 record the highest interest to follow these broadcasts since 17.5% say that they always view them. Persons in the AB socio-economic group registered the highest percentage (14.3%) for 'always' following these broadcasts. More females than males 'never' follow these broadcasts (47.3% vs. 41.3% males).

6.7.0 Suggestions for New Radio and TV Programmes

6.7.1 Two questions were asked to the participants in this study to explore the latent demand for new programmes for both Radio and TV. The full listings and breakdowns for these suggestions are incorporated as Tables 6.7 and 6.8 in the Table Appendix to this study.

6.7.2 In response to an open-ended question for suggestions on new radio programmes, only 10.2% of all the respondents who had stated that they listen to radio regularly made suggestions for new radio programmes. The most popular proposals were: more discussion programmes (2.1%), more plays (2%), more music from the 1970s and 1980s (1.5%) and more music in general (1.5%). Other proposals were made by very small number of respondents, and these are listed in full in Table 6.7.

- 6.7.3 In contrast to radio, many more (as many as 40.6% of all respondents who had stated that they view TV regularly) made some kind of proposal for new TV programmes. The most common suggestions made were: more plays in Maltese (7.9%); more serious and educational programmes (5.9%), more films (5.5%); more sports (4.9%); more documentaries (4.7%); and more Maltese soap operas (3.5%). Other proposals were made, and they are also listed in the Table with the usual breakdowns by gender, age group and socio-economic group from which they originate.

VII RADIO AUDIENCE AUDIT

7.1.0 General

- 7.1.1 Respondents taking part in the survey were again asked to indicate which radio programmes originating in Malta they had listened to on the two consecutive days prior to the interview. They were also specifically asked at what time they had listened to the radio, and this for every half hour of listening for the full twenty-four hours of the day.
- 7.1.2 This chapter examines the findings on daily radio listening throughout the entire week as reported by respondents. The respective shares of the various radio stations result from the aggregated data. As explained in the Technical Report, each interviewee was asked to recall his or her previous day's (i.e. 'yesterday') listening on a half hourly basis. Each respondent was then asked to recall also the listening for the day before (i.e. 'the day before yesterday'). To allow direct comparability with previous studies since 1995, audience share was calculated as "the number of hours accumulated by the station (through the number of person-listening hours) during a given time interval (half hour slot) divided by the number of hours which the population potentially has at its disposal during that same interval".
- 7.1.3 As in previous studies since 1996, whenever a particular station does not transmit for the full 24 hours per day, the 'total potential number of hours available by the population' was matched with the respective station's opening and closing times, and the average worked out accordingly. Otherwise, the division by a number of hours in excess of what the station is actually transmitting would obviously result in a distortion of facts. In line with the Authority's 1997 directive (see *par.* 2.4 above), a statistic for 'average' audience levels for 6.00 a.m. to midnight is also given in the daily Tables. In this study the opening and closing times for each Radio and TV station have been worked out on the basis of a schedule produced by the Authority for the purposes of this study and is included herewith as Appendix B.
- 7.1.3 The Tables that follow are an aggregate of results by two different sub-samples, made up of a sub-sample composed of those who replied to the question on listening on the day preceding the interview ('yesterday') and of another sub-sample composed of those who replied in respect of the same day of the week, but did so two days later, i.e. they were asked to recall their listening for 'the day before yesterday'. As explained in the Technical Report, the aggregation is necessary to increase the sampling base and thus reduce the sampling error.

7.2.0 Average Radio Audience Share

- 7.2.1 Table 7.1 and Fig. 7.1 present data on the daily average share by station. Radio Super 1 this time round registered the highest score for the weekly average, at

2.31% (1st Quarter, 2000: 3.06%). The highest daily average for the station was this time registered on Tuesday, with 3.27 (1st Quarter, 2000: Tuesday, with 4.37%). This was followed by RTK, with a weekly average of 1.59% (1st Quarter, 2000: 2.16%). This station's highest average was registered on Tuesday, with 2.35% (1st Quarter, 2000: Saturday with 3.28%). Third comes Radio 101 at 1.27% (1st Quarter, 2000: 1.7%).

Table 7.1: Daily Radio Average Audience Share – 1st Quarter 2001
Basis: All lots when Station is transmitting

	RM	RP	UPER	101	IS	BAY	RTK	SMASH	CALYPSO	UNI ADIC	MAS	FM 3BRONJA	APITAL	NONE
Monday	0.90	0.09	2.31	1.33	0.31	0.85	2.13	0.34	1.57	0.00	0.68	0.24	1.31	88.64
Tuesday	1.09	0.09	3.27	0.74	0.32	1.41	2.35	0.26	0.96	0.00	0.17	0.14	1.30	88.32
Wednesday	1.10	0.21	2.51	0.79	0.07	0.80	2.27	0.52	0.67	0.00	0.38	0.00	1.55	89.69
Thursday	0.63	0.01	1.52	1.42	0.16	0.90	1.42	0.61	1.17	0.00	0.33	0.00	1.09	91.13
Friday	0.63	0.04	2.15	1.86	0.32	1.22	0.70	0.57	1.31	0.00	0.92	0.00	1.17	89.77
Saturday	1.02	0.00	2.69	1.56	0.16	1.02	1.14	0.24	0.57	0.00	0.52	0.00	1.15	90.41
Sunday	1.00	0.17	1.73	1.20	0.36	0.39	1.09	0.32	0.61	0.10	0.63	0.09	0.39	92.45
Daily Average	0.91	0.09	2.31	1.27	0.24	0.94	1.59	0.41	0.98	0.01	0.52	0.07	1.14	90.06

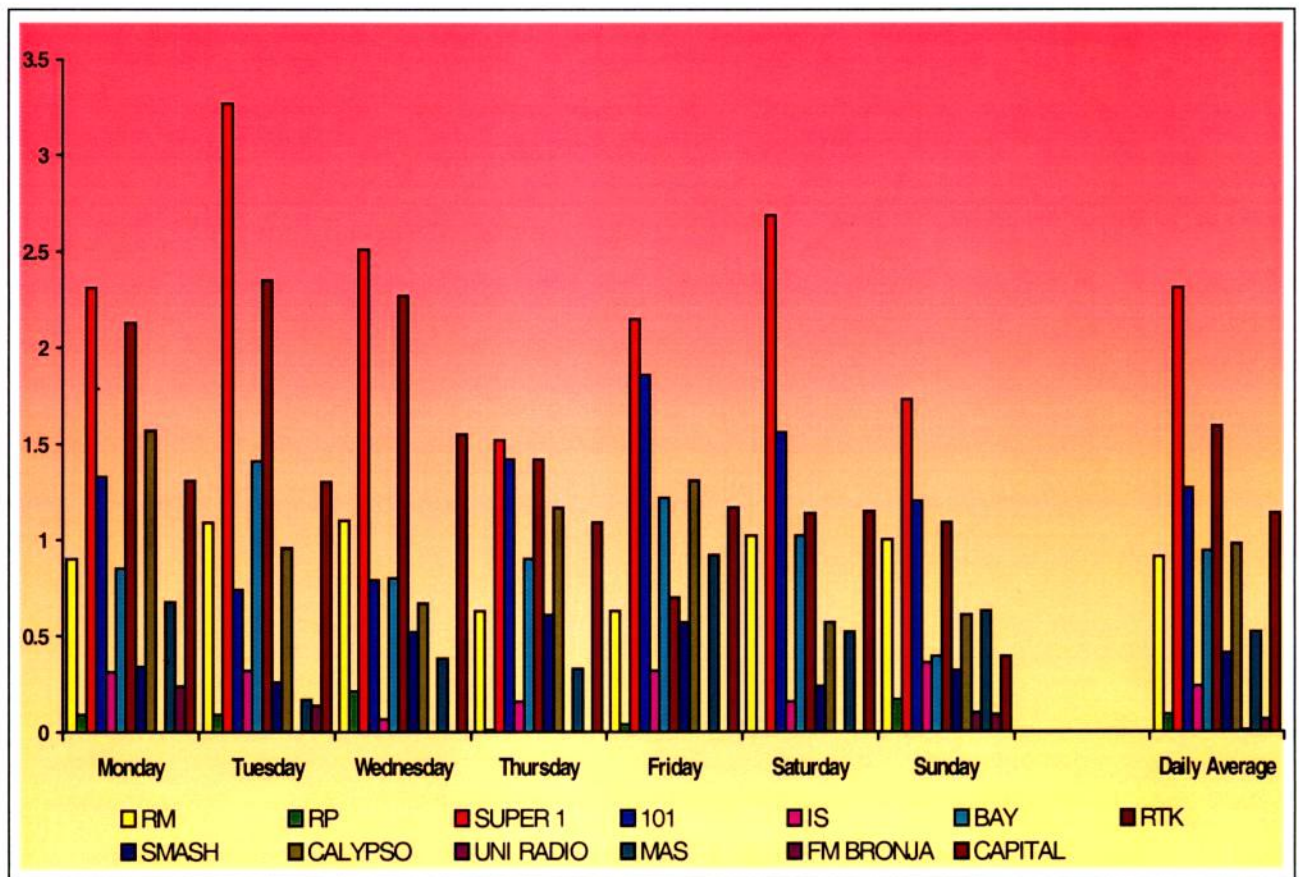


Figure 7.1: Daily Radio Average Audience Share 1st Quarter 2001

7.3.0 Radio Audience Share Peaks

7.3.1 Peak times for different radio stations are also a good indicator of their popularity. Table 7.2 summarises peak audience shares for the whole week. “Peak Audience” is defined as “the highest percentage of audience share obtained during the station’s transmission time for a particular day”. It is worked out as the percentage of audience share of the total number of persons surveyed on a particular day of the week. In the current study, the highest peak was again obtained by Radio Super 1, on a Tuesday, with 9.44% (1st Quarter, 2000: Tuesday, with 11.89%). The closest peak was again that reached by RTK on a Tuesday with 6.64% (1st Quarter, 2000: Saturday, with 9.09%). Figure 7.2 graphically portrays how the stations compare on this index at the present time.

Table 7.2: Daily Radio Peak Audience Share – 1st Quarter 2001

	RM	RP	SUPER 1	101	IS	BAY	RTK	MASH	ALYPSO	UNI RADIO	MAS	FM RONJA	CAPITAL
Monday	2.80	0.35	6.99	3.85	1.05	2.45	6.29	1.05	4.20	0.00	1.05	0.70	3.15
Tuesday	3.50	0.35	9.44	2.45	1.40	3.50	6.64	1.05	2.45	0.00	0.70	0.35	3.50
Wednesday	3.15	0.70	7.69	2.80	0.35	2.45	5.94	2.10	2.10	0.00	0.70	0.00	3.85
Thursday	2.45	0.35	4.90	4.90	1.05	2.10	4.55	2.10	3.15	0.00	0.70	0.00	2.80
Friday	2.80	0.35	6.29	5.24	1.05	3.85	2.80	1.75	2.80	0.00	1.40	0.00	2.45
Saturday	3.15	0.00	6.99	4.55	1.05	3.15	5.24	1.05	1.75	0.00	0.70	0.00	3.15
Sunday	2.80	0.70	4.90	4.55	1.40	1.05	3.85	1.40	1.40	0.35	1.05	0.35	1.75
Highest Peak	3.50	0.70	9.44	5.24	1.40	3.85	6.64	2.10	4.20	0.35	1.40	0.70	3.85

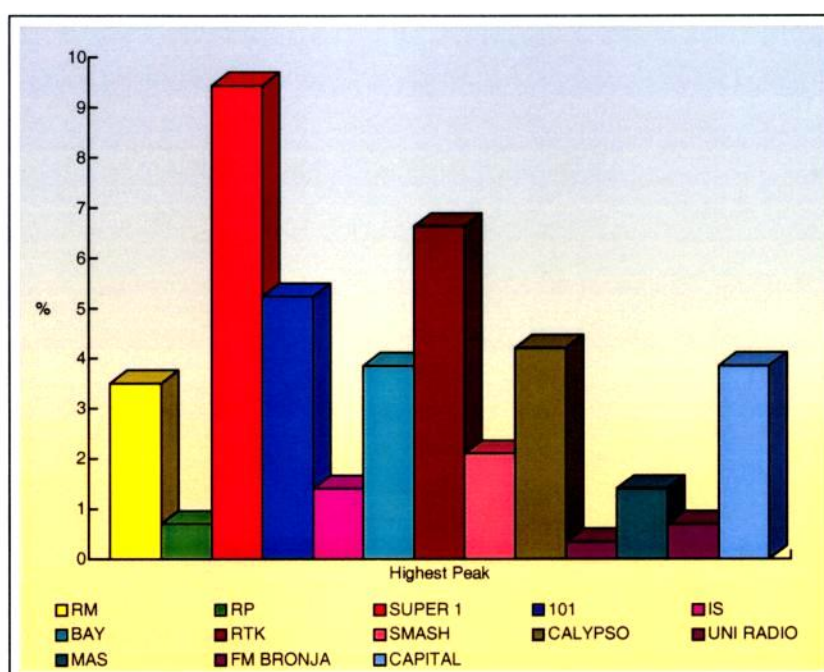


Figure 7.2: Highest Radio Station Peak Audience Share – 1st Quarter 2001

7.4.0 Daily Audience Share

7.4.1 The following pages map in detail the daily average audience shares for Maltese Radio Stations during the week covered by this study. Figures are given for each day of the week. The figures for each half-hour slot represent the total audience numbers as a percentage of the total sub-sample for that day. It is to be noted that the brief by the Broadcasting Authority did not include an analysis of whether a particular station attracts the same persons for a number of time-slots or whether its audience is changing. As such, the very complicated computation of 'non-listeners' is not included in this analysis. Thus, these tables give no indication on the precise number of individuals from the population who did not tune in to a particular radio station at all during a particular day. A note of caution is therefore apposite: one cannot add up the figures for each time-slot to reach a total percentage of audience share of the total Maltese population since persons listening at a particular time might, or might not be, the individuals listening during a different time-slot. However, included in the tables are statistics representing (a) the daily average audience, (b) the day's peak audience, (c) the standard deviation statistic for the channel, and as has already been stated above, (d) the average audience for transmission between 6.00 a.m. and midnight for those radio stations on air during that time and, in the case of Radju MAS and UNI Radio, for those hours within this time period when they were transmitting. The first two of this set of statistics have already been analysed above; the third statistic is relevant because it gives an indication as to the extent of audience fluctuation during a particular day, whilst the fourth is important because of the very low audiences registered for night radio broadcasts in Malta.

7.5.0 Listening Patterns

- 7.5.1 The listening patterns of the Maltese radio audiences emerge quite clearly from Tables R1 to R7: different radio stations have a loyal audience that follows them practically throughout the week. This set of Tables breaks down the audience for each station by half-hour slots. The following paragraphs will briefly highlight the main stations individually.
- 7.5.2 Radju Malta has its largest audiences in the Morning, starting to build up at around 7.00 a.m. and increasing slightly by mid-morning. The station does manage to capture an early afternoon audience on most days, but only on Wednesday and Thursday is the audience level kept at a level that compares well if not better to that obtained in the morning.
- 7.5.3 Super 1 Radio has now established consistently high audience for a longer span of the day. Audience levels start relatively high at around 2% from 6.00 a.m. and increase steadily, at one time (Tuesday) approaching its highest peak of 10% by noon. Except for Sunday, this station tends to keep a relatively high audience into the late afternoon, but loses its audience as the evening

approaches. Manuel's Cuschieri programme *Tajjeb li Tkun Taf* remains a very popular programme after the news.

- 7.5.4 Radio 101's audiences also start building up early in the day and the station has a consistently high audience level in the mornings. Audience peaks are reached at noon with the News, with the highest one registered on Friday. This station also manages to keep a sizeable audience in the afternoon.
- 7.5.5 RTK also has its best audience ratings in the morning, with a loyal audience that follows the station in the early afternoon. Audiences are larger in the morning than in the early afternoon, and the highest peak is, reached on a Tuesday at 11.00 a.m. Its worst day this time round was Friday. RTK has an interesting increase in audiences at 7.00 p.m., when the Holy Rosary is recited. On Sundays the best audience level is between 10.00 a.m. and noon.
- 7.5.6 Bay Radio has a stable, if relatively low when compared to the other main stations, for about twelve hours of the day, from around 7.00 a.m. till 7.00 p.m. in the evening.
- 7.5.7 Capital Radio and Radio Calypso are registering interesting audience levels at present. Both stations appear to making interesting into audience shares, a process which is obviously affecting the audience levels of other stations, as will become evident in the following pages.
- 7.5.8 During this period, Radju Parlament, Island Sound, Radju MAS and University Radio continued to broadcast. Their relative share is mapped in detail for every half hour slot in the same way that it is mapped for the other stations. Island Sound has a relatively small audience and shows little change, Radju MAS has continued to attract more people to listen to it whilst University Radio does register a gain, but this is marginal in terms of the overall audience size of radio listeners in Malta and Gozo.
- 7.5.9 The audience levels of the other stations are individually mapped in the following Tables, but audience size is generally small. What is very interesting is the number of persons who reported that they had not listened to any radio station at all, represented by the column 'None'. These figures represent the potential audiences who, through careful programming, could possibly be attracted to follow radio broadcasts.

TABLE R1: RADIO LISTENERSHIP: MONDAY
(BASE=246*)

	RM	RP	SUPER 1	101	IS	BAY	RTK	SMASH	CALY PSO	UNI RADIO	MAS	FM BRONJA	CAPITAL	NONE	TOTAL
MIDNIGHT	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	100.00	100
0030	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	100.00	100
0100	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	100.00	100
0130	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	100.00	100
0200	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00		0.00	0.00	100.00	100
0230	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00		0.00	0.00	100.00	100
0300	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00		0.00	0.00	100.00	100
0330	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00		0.00	0.00	100.00	100
0400	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00		0.00	0.00	100.00	100
0430	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00		0.00	0.00	100.00	100
0500	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00		0.00	0.00	100.00	100
0530	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	100.00	100
0600	0.35	0.00	1.75	1.05	0.00	0.00	0.35	0.00	0.00	0.00		0.00	0.35	96.15	100
0630	0.35	0.00	2.45	1.40	0.00	0.35	0.70	0.00	0.35		0.00	0.00	0.35	94.06	100
0700	0.70	0.00	2.45	1.75	0.35	1.05	2.10	0.35	1.05		0.70	0.00	2.45	87.06	100
0730	0.70	0.00	2.80	1.40	0.35	1.40	2.10	0.35	1.75		0.70	0.35	2.10	86.01	100
0800	1.75	0.00	4.55	2.10	0.35	2.45	3.15	0.35	3.50		0.70	0.35	2.80	77.97	100
0830	2.10	0.00	4.20	2.80	0.70	2.10	4.20	0.35	3.50		0.70	0.35	3.15	75.87	100
0900	2.45	0.35	4.55	3.50	0.35	1.75	4.20	0.35	4.20		0.70	0.70	2.45	74.48	100
0930	2.80	0.35	4.90	2.80	0.35	1.40	4.90	0.35	3.85		0.70	0.35	2.45	74.83	100
1000	2.80	0.35	4.90	3.15	0.35	1.75	5.24	0.35	3.85		1.05	0.35	2.45	73.43	100
1030	2.45	0.35	5.59	3.50	0.35	1.40	6.29	0.35	4.20		1.05	0.35	2.45	71.68	100
1100	2.10	0.35	6.29	3.15	0.35	1.40	5.94	0.70	3.85		0.70	0.35	2.45	72.38	100
1130	2.10	0.35	6.29	3.15	0.35	1.40	5.59	0.70	3.50		0.70	0.35	2.45	73.08	100
NOON	2.80	0.35	6.99	3.85	0.70	1.40	5.59	0.70	3.15		0.70	0.35	2.45	70.98	100
1230	1.75	0.35	6.99	3.50	0.35	1.05	3.50	0.70	3.15		0.70	0.70	2.45	74.83	100
1300	1.75	0.00	6.29	2.10	0.35	1.75	2.45	0.70	3.50		0.70	0.70	2.45	77.27	100
1330	1.75	0.00	4.90	2.10	0.35	2.10	2.45	0.70	3.50		0.70	0.70	2.10	78.67	100
1400	1.75	0.00	3.50	2.10	0.35	2.10	2.10	1.05	3.50		0.70	0.70	2.10	80.07	100
1430	1.75	0.00	3.85	2.10	0.35	1.75	1.75	1.05	3.50		0.70	0.35	2.45	80.42	100
1500	1.75	0.00	3.50	2.10	0.35	1.40	1.75	1.05	3.15		0.70	0.70	2.10	81.47	100
1530	1.75	0.00	3.15	2.10	0.35	1.40	1.75	0.70	3.15		0.70	0.70	2.10	82.17	100
1600	1.40	0.00	2.45	2.10	0.35	1.75	3.50	0.70	3.15		0.35	0.70	2.80	80.77	100
1630	1.40	0.35	2.10	2.10	0.35	1.75	3.50	0.70	2.45	0.00		0.35	2.80	82.17	100
1700	1.05	0.35	3.15	2.10	0.70	2.10	3.15	0.70	2.10	0.00		0.70	2.45	81.47	100
1730	1.05	0.35	3.15	2.10	0.70	1.40	2.80	0.70	1.40	0.00		0.70	2.80	82.87	100
1800	1.05	0.35	3.85	1.75	1.05	1.05	1.75	0.35	2.10	0.00		0.35	2.80	83.57	100
1830	0.35	0.35	2.10	1.40	0.70	1.05	1.40	0.35	1.75	0.00		0.35	1.75	88.46	100
1900	0.35	0.00	1.75	1.05	1.05	0.70	2.10	0.35	1.40	0.00		0.00	1.05	90.21	100
1930	0.35	0.00	1.40	0.70	0.35	0.70	0.70	0.35	0.70	0.00		0.00	0.70	94.06	100
2000	0.35	0.00	0.70	0.35	0.35	0.70	0.35	0.35	0.00	0.00		0.00	0.70	96.15	100
2030	0.35	0.00	0.35	0.35	0.35	0.35	0.35	0.35	0.00	0.00		0.00	0.70	96.85	100
2100	0.00	0.00	0.00	0.35	0.35	0.00	0.35	0.35	0.00	0.00		0.00	0.35	98.25	100
2130	0.00	0.00	0.00	0.00	0.35	0.00	0.35	0.00	0.00	0.00		0.00	0.00	99.30	100
2200	0.00	0.00	0.00	0.00	0.35	0.00	0.35	0.00	0.00	0.00		0.00	0.00	99.30	100
2230	0.00	0.00	0.00	0.00	0.35	0.00	0.35	0.00	0.00	0.00		0.00	0.00	99.30	100
2300	0.00	0.00	0.00	0.00	0.35	0.00	0.35	0.00	0.00			0.00	0.00	99.30	100
2330	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00			0.00	0.00	100.00	100
average	0.90	0.09	2.31	1.33	0.31	0.85	2.13	0.34	1.57	0.00	0.68	0.24	1.31	88.64	
maximum	2.80	0.35	6.99	3.85	1.05	2.45	6.29	1.05	4.20	0.00	1.05	0.70	3.15	100.00	
std. dev.	0.95	0.16	2.28	1.25	0.26	0.80	1.90	0.33	1.60	0.00	0.21	0.28	1.18	10.56	
average for 0600- 2400 hrs	1.20	0.13	3.08	1.78	0.41	1.14	2.43	0.45	2.09	0.00	0.68	0.32	1.75	84.86	

**Note: Data in this Table consolidates the replies of two sets of respondents: Set 'A' respondents were asked about viewing on the day prior to the interview; Set 'B' respondents were asked about viewing two days prior to the interview.*

TABLE R2: RADIO LISTENERSHIP: TUESDAY
(BASE=246*)

	RM	RP	SUPER 1	101	IS	BAY	RTK	SMASH	CALY PSO	UNI RADIO	MAS	FM BRONJA	CAPITAL	NONE	TOTAL
MIDNIGHT	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	100.00	100
0030	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	100.00	100
0100	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	100.00	100
0130	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	100.00	100
0200	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00		0.00	0.00	100.00	100
0230	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00		0.00	0.00	100.00	100
0300	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00		0.00	0.00	100.00	100
0330	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00		0.00	0.00	100.00	100
0400	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00		0.00	0.00	100.00	100
0430	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00		0.00	0.00	100.00	100
0500	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00		0.00	0.00	100.00	100
0530	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	100.00	100
0600	0.35	0.00	1.05	0.35	0.00	0.35	0.70	0.00	0.00		0.00	0.00	0.70	96.50	100
0630	1.05	0.00	1.75	0.70	0.00	1.40	1.05	0.00	0.00		0.00	0.00	1.05	93.01	100
0700	2.10	0.00	3.50	1.40	0.00	2.10	3.15	0.00	0.00		0.00	0.00	2.10	85.66	100
0730	1.75	0.00	3.50	1.40	0.70	3.15	3.15	0.00	0.35		0.00	0.00	2.45	83.57	100
0800	2.45	0.00	5.94	1.40	0.35	3.50	4.20	0.00	1.75		0.00	0.00	3.15	77.27	100
0830	2.10	0.00	5.94	1.40	0.35	3.15	4.55	0.00	1.75		0.35	0.00	3.50	76.92	100
0900	2.45	0.00	7.69	1.40	0.70	2.80	5.59	0.70	2.10		0.35	0.35	3.15	72.73	100
0930	2.45	0.00	7.69	1.75	0.70	2.10	5.59	0.70	2.10		0.35	0.35	3.15	73.08	100
1000	2.80	0.00	8.04	2.45	0.70	1.75	5.94	0.70	2.45		0.70	0.35	2.80	71.33	100
1030	2.80	0.00	7.69	2.45	0.70	1.75	6.29	0.70	2.45		0.70	0.35	2.80	71.33	100
1100	2.80	0.00	7.69	2.10	0.70	2.10	6.64	0.70	2.45		0.35	0.35	2.80	71.68	100
1130	2.80	0.00	8.04	2.10	0.70	2.10	6.29	0.35	2.45		0.35	0.35	2.80	71.68	100
NOON	3.50	0.35	9.44	2.10	0.35	2.45	5.59	0.35	2.10		0.35	0.35	2.45	70.63	100
1230	2.10	0.35	9.44	1.40	0.35	2.10	3.85	0.35	2.10		0.00	0.35	2.45	75.17	100
1300	2.10	0.00	8.04	0.70	0.35	2.45	3.50	0.35	2.45		0.00	0.35	2.45	77.27	100
1330	1.75	0.00	7.34	0.35	0.35	2.80	2.80	0.35	2.45		0.00	0.35	2.10	79.37	100
1400	1.40	0.35	5.94	0.35	0.35	2.80	2.80	0.35	1.75		0.00	0.35	2.10	81.47	100
1430	1.40	0.35	5.24	0.00	0.35	2.45	2.80	0.35	1.75		0.00	0.35	2.45	82.52	100
1500	0.70	0.35	5.24	0.35	0.35	2.10	2.80	0.35	1.75		0.00	0.35	1.75	83.92	100
1530	0.70	0.35	5.24	0.35	0.35	2.10	2.80	0.00	1.75		0.00	0.35	1.75	84.27	100
1600	1.05	0.35	4.55	1.40	0.70	2.80	3.50	0.70	1.75		0.00	0.35	3.15	79.72	100
1630	1.05	0.35	4.20	1.40	0.35	2.80	3.15	1.05	1.75	0.00		0.35	2.45	81.12	100
1700	1.40	0.35	4.20	1.75	0.35	3.50	2.45	1.05	1.40	0.00		0.35	2.10	81.12	100
1730	1.05	0.00	3.85	1.75	0.70	2.45	2.10	1.05	1.40	0.00		0.35	1.40	83.92	100
1800	1.40	0.00	3.50	1.75	1.40	2.45	1.40	0.70	2.10	0.00		0.35	1.40	83.57	100
1830	1.40	0.00	2.10	1.05	1.05	1.75	1.40	0.70	2.10	0.00		0.00	1.05	87.41	100
1900	1.40	0.00	1.75	1.05	0.70	1.40	0.70	0.35	1.05	0.00		0.00	1.05	90.56	100
1930	0.70	0.00	1.40	1.05	0.70	1.05	0.70	0.35	0.70	0.00		0.00	1.05	92.31	100
2000	1.40	0.00	1.05	0.00	0.35	0.70	0.35	0.35	0.00	0.00		0.00	0.35	95.45	100
2030	0.70	0.35	1.05	0.00	0.35	0.35	0.35	0.00	0.00	0.00		0.00	0.35	96.50	100
2100	0.70	0.35	1.05	0.00	0.35	0.35	0.35	0.00	0.00	0.00		0.00	0.35	96.50	100
2130	0.35	0.35	1.40	0.00	0.00	0.35	0.00	0.00	0.00	0.00		0.00	0.00	97.55	100
2200	0.35	0.35	0.70	0.00	0.00	0.70	0.00	0.00	0.00	0.00		0.00	0.00	97.90	100
2230	0.00	0.00	0.35	0.00	0.00	0.70	0.00	0.00	0.00	0.00		0.00	0.00	98.95	100
2300	0.00	0.00	0.70	0.00	0.00	0.70	0.00	0.00	0.00	0.00		0.00	0.00	98.60	100
2330	0.00	0.00	0.70	0.00	0.00	0.35	0.00	0.00	0.00			0.00	0.00	98.95	100
average	1.09	0.09	3.27	0.74	0.32	1.41	2.35	0.26	0.96	0.00	0.17	0.14	1.30	88.32	
maximum	3.50	0.35	9.44	2.45	1.40	3.50	6.64	1.05	2.45	0.00	0.70	0.35	3.50	100.00	
std. dev.	1.01	0.16	3.11	0.81	0.33	1.16	2.15	0.33	1.00	0.00	0.23	0.17	1.21	10.57	
average for 0600- 2400 hrs	1.46	0.13	4.36	0.99	0.43	1.88	2.68	0.35	1.28	0.00	0.17	0.18	1.74	84.42	

**Note: Data in this Table consolidates the replies of two sets of respondents: Set 'A' respondents were asked about viewing on the day prior to the interview; Set 'B' respondents were asked about viewing two days prior to the interview.*

TABLE R3: RADIO LISTENERSHIP: WEDNESDAY
(BASE=246*)

	RM	RP	SUPER 1	101	IS	BAY	RTK	SMASH	CALY PSO	UNI RADIO	MAS	FM BRONJA	CAPITAL	NONE	TOTAL
MIDNIGHT	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	100.00	100
0030	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	100.00	100
0100	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	100.00	100
0130	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	100.00	100
0200	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00		0.00	0.00	100.00	100
0230	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00		0.00	0.00	100.00	100
0300	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00		0.00	0.00	100.00	100
0330	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00		0.00	0.00	100.00	100
0400	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.35	0.00		0.00	0.00	99.65	100
0430	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.35	0.00		0.00	0.00	99.65	100
0500	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.35	0.00		0.00	0.00	99.65	100
0530	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	99.65	100
0600	0.00	0.35	1.40	0.35	0.00	0.35	1.05	0.00	0.00	0.00		0.00	0.35	96.15	100
0630	0.35	0.35	1.75	0.35	0.00	1.05	1.40	0.00	0.00		0.35	0.00	0.35	94.06	100
0700	1.05	0.35	3.85	1.40	0.00	1.75	3.50	0.35	0.00		0.00	0.00	2.10	85.66	100
0730	1.40	0.00	3.85	1.40	0.00	2.10	3.85	0.70	0.00		0.00	0.00	2.10	84.62	100
0800	3.15	0.00	5.94	1.40	0.00	2.45	3.85	1.40	1.40		0.35	0.00	3.15	76.92	100
0830	3.15	0.00	4.90	1.40	0.00	1.40	4.20	1.05	0.70		0.70	0.00	3.50	79.02	100
0900	3.15	0.70	4.90	1.40	0.35	1.40	5.94	2.10	1.05		0.70	0.00	3.50	74.83	100
0930	2.80	0.70	5.59	1.75	0.35	1.40	5.24	2.10	1.40		0.70	0.00	3.50	74.48	100
1000	3.15	0.70	5.94	1.75	0.35	1.40	4.90	2.10	2.10		0.70	0.00	3.50	73.43	100
1030	2.10	0.35	6.29	1.75	0.35	1.05	5.59	2.10	2.10		0.70	0.00	3.85	73.78	100
1100	2.80	0.35	5.59	1.75	0.35	1.05	4.90	1.75	2.10		0.70	0.00	3.85	74.83	100
1130	2.45	0.35	5.24	1.75	0.35	0.70	4.55	1.75	1.75		0.70	0.00	3.85	76.57	100
NOON	2.45	0.35	7.69	2.80	0.00	1.05	3.50	1.75	0.70		0.70	0.00	3.50	75.52	100
1230	2.10	0.35	6.64	1.40	0.00	0.70	2.80	1.05	0.35		0.35	0.00	3.15	81.12	100
1300	2.80	0.35	5.94	1.40	0.00	0.35	3.15	0.70	0.70		0.35	0.00	2.80	81.47	100
1330	2.45	0.00	5.94	1.05	0.00	0.70	2.45	0.70	1.05		0.35	0.00	2.80	82.52	100
1400	2.80	0.35	4.55	1.05	0.00	0.70	3.15	0.70	1.05		0.35	0.00	3.15	82.17	100
1430	2.10	0.35	3.85	1.05	0.35	0.35	3.15	0.35	1.05		0.00	0.00	2.80	84.62	100
1500	1.05	0.35	3.85	0.35	0.35	1.05	3.15	0.70	1.40		0.00	0.00	2.10	85.66	100
1530	1.05	0.35	3.15	0.70	0.35	1.05	2.80	0.35	1.75		0.00	0.00	2.10	86.36	100
1600	1.05	0.35	3.15	1.40	0.00	2.10	2.45	0.70	1.40		0.00	0.00	2.80	84.62	100
1630	1.40	0.70	3.50	1.40	0.00	1.75	2.45	0.35	1.40	0.00		0.00	2.80	84.27	100
1700	1.75	0.70	3.50	1.75	0.00	1.75	2.10	0.35	1.40	0.00		0.00	2.45	84.27	100
1730	1.40	0.70	3.15	2.10	0.00	1.05	1.75	0.70	1.75	0.00		0.00	1.75	85.66	100
1800	1.40	0.35	2.10	2.10	0.00	1.05	2.10	0.70	1.40	0.00		0.00	1.75	87.06	100
1830	1.05	0.35	2.10	1.05	0.00	1.05	1.05	0.35	1.05	0.00		0.00	1.75	90.21	100
1900	0.35	0.35	2.10	0.70	0.00	1.40	1.75	0.00	0.35	0.00		0.00	1.40	91.61	100
1930	0.35	0.00	1.05	0.70	0.00	0.70	1.05	0.00	0.35	0.00		0.00	1.05	94.76	100
2000	0.35	0.00	1.05	0.35	0.00	0.70	1.05	0.00	0.00	0.00		0.00	0.70	95.80	100
2030	0.35	0.00	0.35	0.00	0.00	0.35	0.70	0.00	0.00	0.00		0.00	0.35	97.90	100
2100	0.35	0.00	0.35	0.00	0.00	0.70	1.05	0.00	0.35	0.00		0.00	0.35	96.85	100
2130	0.35	0.00	0.35	0.00	0.00	0.35	0.70	0.00	0.35	0.00		0.00	0.35	97.55	100
2200	0.00	0.00	0.00	0.00	0.00	0.35	0.70	0.00	0.35	0.00		0.00	0.35	98.25	100
2230	0.00	0.00	0.00	0.00	0.00	0.70	0.70	0.00	0.35	0.00		0.00	0.35	97.90	100
2300	0.00	0.00	0.35	0.00	0.00	1.40	0.35	0.00	0.00			0.00	0.35	97.55	100
2330	0.00	0.00	0.35	0.00	0.00	1.05	0.00	0.00	0.00			0.00	0.00	98.60	100
average	1.10	0.21	2.51	0.79	0.07	0.80	2.27	0.52	0.67	0.00	0.38	0.00	1.55	89.69	
maximum	3.15	0.70	7.69	2.80	0.35	2.45	5.94	2.10	2.10	0.00	0.70	0.00	3.85	100.00	
std. dev.	1.13	0.24	2.40	0.78	0.14	0.65	1.72	0.69	0.69	0.00	0.29	0.00	1.41	9.28	
average for 0600- 2400 hrs	1.46	0.28	3.34	1.05	0.09	1.07	2.58	0.69	0.86	0.00	0.38	0.00	2.07	86.30	

**Note: Data in this Table consolidates the replies of two sets of respondents: Set 'A' respondents were asked about viewing on the day prior to the interview; Set 'B' respondents were asked about viewing two days prior to the interview.*

TABLE R4: RADIO LISTENERSHIP: THURSDAY
(BASE=246*)

	RM	RP	SUPER 1	101	IS	BAY	RTK	SMASH	CALY PSO	UNI RADIO	MAS	FM BRONJA	CAPITAL	NONE	TOTAL
MIDNIGHT	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	100.00	100
0030	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	100.00	100
0100	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	100.00	100
0130	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	100.00	100
0200	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00		0.00	0.00	100.00	100
0230	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00		0.00	0.00	100.00	100
0300	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00		0.00	0.00	100.00	100
0330	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00		0.00	0.00	100.00	100
0400	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.35	0.00		0.00	0.00	99.65	100
0430	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.35	0.00		0.00	0.00	99.65	100
0500	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.35	0.00		0.00	0.35	99.30	100
0530	0.35	0.00	0.35	0.00	0.00	0.00	0.35	0.00	0.00	0.00		0.00	0.35	98.60	100
0600	0.35	0.00	1.75	0.70	0.00	0.00	0.35	0.00	0.00	0.00		0.00	0.35	96.50	100
0630	0.35	0.00	2.10	0.70	0.00	0.00	0.70	0.00	0.00		0.35	0.00	0.35	95.45	100
0700	0.70	0.00	3.15	2.80	0.35	0.35	1.40	0.35	0.35		0.00	0.00	1.75	88.81	100
0730	1.05	0.00	2.80	3.15	0.35	1.05	1.40	0.70	0.70		0.00	0.00	1.75	87.06	100
0800	1.75	0.00	4.20	2.80	0.35	2.10	2.10	1.40	1.40		0.35	0.00	2.45	81.12	100
0830	1.75	0.00	3.15	3.15	0.35	1.40	2.10	1.40	1.75		0.35	0.00	2.45	82.17	100
0900	1.75	0.00	3.85	3.15	0.35	1.75	3.85	1.40	2.45		0.35	0.00	2.45	78.67	100
0930	1.40	0.00	3.85	3.15	0.35	1.40	4.55	1.75	2.45		0.35	0.00	2.45	78.32	100
1000	1.75	0.00	3.50	3.50	0.00	2.10	4.55	1.40	2.45		0.35	0.00	2.45	77.97	100
1030	1.05	0.00	3.50	3.85	0.00	1.75	4.55	1.40	2.45		0.35	0.00	2.80	78.32	100
1100	1.40	0.00	2.80	3.85	0.00	1.40	3.50	1.75	2.45		0.35	0.00	2.80	79.72	100
1130	1.40	0.00	2.80	3.50	0.00	1.05	3.15	2.10	2.45		0.35	0.00	2.80	80.42	100
NOON	1.75	0.35	4.90	4.90	0.35	1.40	2.80	1.75	2.10		0.35	0.00	2.80	76.57	100
1230	2.10	0.00	4.55	3.15	0.35	1.05	2.45	1.40	1.75		0.35	0.00	2.80	80.07	100
1300	2.45	0.00	3.50	3.15	0.35	1.05	1.75	1.40	2.10		0.35	0.00	1.75	82.17	100
1330	2.10	0.00	3.15	2.45	0.35	1.40	1.40	2.10	2.10		0.35	0.00	1.75	82.87	100
1400	1.40	0.00	2.45	2.10	0.35	1.40	1.40	1.40	2.80		0.35	0.00	2.10	84.27	100
1430	0.35	0.00	2.80	1.75	0.35	1.40	1.75	1.05	2.80		0.70	0.00	1.75	85.31	100
1500	0.00	0.00	2.10	1.40	0.70	1.75	1.75	1.05	2.80		0.35	0.00	1.40	86.71	100
1530	0.00	0.00	1.40	1.75	0.70	1.75	1.75	1.05	2.45		0.35	0.00	1.05	87.76	100
1600	0.35	0.00	0.70	2.10	1.05	2.10	1.75	1.05	2.80		0.35	0.00	1.05	86.71	100
1630	0.35	0.00	2.10	1.75	0.70	2.10	1.75	1.05	3.15	0.00		0.00	1.05	86.01	100
1700	0.70	0.00	2.10	2.45	0.00	1.75	1.40	1.05	2.80	0.00		0.00	1.40	86.36	100
1730	0.70	0.00	1.40	2.45	0.00	1.05	1.05	0.70	2.10	0.00		0.00	1.40	89.16	100
1800	0.70	0.00	1.40	2.45	0.35	1.75	0.70	0.35	1.75	0.00		0.00	1.05	89.51	100
1830	0.35	0.00	1.05	1.75	0.00	1.75	0.35	0.00	1.40	0.00		0.00	1.05	92.31	100
1900	0.00	0.00	1.05	0.35	0.00	1.75	2.10	0.00	1.05	0.00		0.00	1.05	92.66	100
1930	0.00	0.00	0.35	0.00	0.00	0.70	0.35	0.35	0.70	0.00		0.00	0.35	97.20	100
2000	0.35	0.00	0.35	0.00	0.00	0.70	0.00	0.00	0.70	0.00		0.00	0.70	97.20	100
2030	0.35	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.35	0.00		0.00	0.70	98.25	100
2100	0.35	0.00	0.00	0.00	0.00	0.70	0.00	0.00	0.35	0.00		0.00	0.70	97.90	100
2130	0.35	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00		0.00	0.70	98.60	100
2200	0.00	0.00	0.00	0.00	0.00	0.35	0.35	0.00	0.00	0.00		0.00	0.35	98.95	100
2230	0.35	0.00	0.00	0.00	0.00	0.35	0.35	0.00	0.00	0.00		0.00	0.00	98.95	100
2300	0.35	0.00	0.00	0.00	0.00	1.05	0.35	0.00	0.35	0.00		0.00	0.00	97.90	100
2330	0.00	0.00	0.00	0.00	0.00	0.70	0.35	0.00	0.00			0.00	0.00	98.95	100
average	0.63	0.01	1.52	1.42	0.16	0.90	1.42	0.61	1.17	0.00	0.33	0.00	1.09	91.13	
maximum	2.45	0.35	4.90	4.90	1.05	2.10	4.55	2.10	3.15	0.00	0.70	0.00	2.80	100.00	
std. dev.	0.71	0.05	1.54	1.47	0.25	0.74	1.34	0.70	1.11	0.00	0.13	0.00	0.99	8.14	
average for 0600- 2400 hrs	0.84	0.01	2.02	1.89	0.21	1.19	1.61	0.82	1.53	0.00	0.33	0.00	1.44	88.25	

**Note: Data in this Table consolidates the replies of two sets of respondents: Set 'A' respondents were asked about viewing on the day prior to the interview; Set 'B' respondents were asked about viewing two days prior to the interview.*

TABLE R5: RADIO LISTENERSHIP: FRIDAY
(BASE=246*)

	RM	RP	SUPER 1	101	IS	BAY	RTK	SMASH	CALY PSO	UNI RADIO	MAS	FM BRONJA	CAPITAL	NONE	TOTAL
MIDNIGHT	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	100.00	100
0030	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	100.00	100
0100	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	100.00	100
0130	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	100.00	100
0200	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00		0.00	0.00	100.00	100
0230	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00		0.00	0.00	100.00	100
0300	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00		0.00	0.00	100.00	100
0330	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00		0.00	0.00	100.00	100
0400	0.00	0.00	0.00	0.00	0.00	0.35		0.00	0.00	0.00		0.00	0.00	99.65	100
0430	0.00	0.00	0.00	0.00	0.00	0.35		0.00	0.00	0.00		0.00	0.00	99.65	100
0500	0.00	0.00	0.00	0.00	0.00	0.35		0.00	0.00	0.00		0.00	0.00	99.65	100
0530	0.00	0.00	0.35	0.00	0.00	0.35	0.00	0.00	0.00	0.00		0.00	0.70	98.60	100
0600	0.00	0.00	1.75	1.40	0.00	0.35	0.70	0.70	0.00	0.00		0.00	1.05	94.06	100
0630	0.70	0.00	1.75	1.75	0.00	0.35	0.70	0.70	0.00	0.00		0.00	1.05	93.01	100
0700	0.35	0.00	3.50	3.85	0.70	0.70	1.05	0.35	0.70		0.35	0.00	1.75	86.71	100
0730	0.70	0.00	3.50	4.20	0.35	1.05	1.05	0.35	1.40		0.35	0.00	1.75	85.31	100
0800	2.10	0.00	4.55	4.90	0.35	1.40	1.40	0.35	1.75		0.35	0.00	2.10	80.77	100
0830	1.75	0.35	3.85	4.90	0.35	1.75	2.10	0.70	2.10		1.05	0.00	2.10	79.02	100
0900	1.40	0.00	3.85	5.24	0.70	3.15	2.45	1.05	2.80		1.05	0.00	2.45	75.87	100
0930	1.40	0.00	4.55	4.20	0.35	3.50	2.80	1.05	2.80		1.05	0.00	2.45	75.87	100
1000	2.10	0.00	5.24	4.90	0.70	3.85	2.45	1.05	2.80		1.40	0.00	2.45	73.08	100
1030	2.10	0.00	4.90	4.90	0.70	3.85	2.45	1.40	2.80		1.40	0.00	2.45	73.08	100
1100	2.10	0.00	4.55	4.55	0.70	2.80	2.45	1.75	2.80		1.05	0.00	2.45	74.83	100
1130	1.75	0.00	3.50	4.55	0.70	2.45	1.75	1.75	2.80		1.05	0.00	2.45	77.27	100
NOON	2.80	0.35	5.24	5.24	0.70	2.45	1.75	1.40	2.80		0.70	0.00	2.10	74.48	100
1230	1.75	0.35	6.29	3.15	0.70	1.75	1.05	1.40	2.80		0.70	0.00	2.10	77.97	100
1300	2.10	0.00	5.59	3.15	0.35	1.40	0.70	1.05	2.80		0.70	0.00	2.10	80.07	100
1330	1.75	0.00	5.59	2.80	0.35	2.10	0.70	1.05	2.45		0.70	0.00	1.75	80.77	100
1400	1.40	0.00	4.55	1.75	0.70	2.45	0.00	1.05	2.45		0.70	0.00	1.75	83.22	100
1430	1.05	0.00	4.55	1.75	0.70	2.10	0.00	0.70	2.45		1.05	0.00	1.75	83.92	100
1500	0.35	0.00	3.50	1.75	0.70	2.10	0.00	1.05	2.10		1.05	0.00	2.45	84.97	100
1530	0.00	0.00	3.15	1.75	1.05	1.75	0.00	1.40	2.10		1.40	0.00	2.45	84.97	100
1600	0.00	0.00	2.45	2.80	1.05	1.75	0.00	1.05	2.10		1.40	0.00	1.75	85.66	100
1630	0.00	0.00	2.45	3.15	1.05	1.75	0.00	1.05	2.10	0.00		0.00	1.75	86.71	100
1700	0.35	0.00	2.45	3.50	0.35	1.75	0.35	1.05	2.45	0.00		0.00	1.40	86.36	100
1730	0.35	0.00	2.45	2.80	0.35	1.05	0.35	0.70	2.10	0.00		0.00	2.10	87.76	100
1800	0.35	0.35	2.45	2.80	0.70	0.70	0.00	0.70	2.10	0.00		0.00	1.75	88.11	100
1830	0.35	0.00	1.40	1.75	0.35	0.70	0.00	1.05	1.75	0.00		0.00	1.75	90.91	100
1900	0.00	0.00	1.05	0.70	0.00	1.05	0.70	0.70	2.45	0.00		0.00	1.40	91.96	100
1930	0.00	0.00	0.70	0.35	0.35	0.70	0.00	0.35	2.10	0.00		0.00	1.05	94.41	100
2000	0.00	0.00	0.35	0.35	0.35	1.75	0.00	0.35	1.05	0.00		0.00	0.70	95.10	100
2030	0.00	0.00	0.70	0.35	0.00	1.40	0.00	0.00	0.70	0.00		0.00	0.35	96.50	100
2100	0.35	0.00	0.70	0.00	0.00	1.40	0.00	0.00	0.35	0.00		0.00	0.35	96.85	100
2130	0.35	0.00	0.70	0.00	0.00	1.05	0.00	0.00	0.35	0.00		0.00	0.35	97.20	100
2200	0.35	0.00	0.70	0.00	0.00	0.70	0.35	0.00	0.35	0.00		0.00	0.00	97.55	100
2230	0.35	0.00	0.35	0.00	0.00	0.00	0.70	0.00	0.35	0.00		0.00	0.00	98.25	100
2300	0.00	0.35	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00		0.00	0.00	99.30	100
2330	0.00	0.35	0.00	0.00	0.00	0.00	0.35	0.00	0.00			0.00	0.00	99.30	100
average	0.63	0.04	2.15	1.86	0.32	1.22	0.70	0.57	1.31	0.00	0.92	0.00	1.17	89.77	
maximum	2.80	0.35	6.29	5.24	1.05	3.85	2.80	1.75	2.80	0.00	1.40	0.00	2.45	100.00	
std. dev.	0.82	0.12	2.01	1.89	0.34	1.08	0.87	0.55	1.15	0.00	0.34	0.00	0.96	9.15	
average for 0600- 2400 hrs	0.84	0.06	2.86	2.48	0.43	1.58	0.80	0.76	1.75	0.00	0.92	0.00	1.54	86.42	

**Note: Data in this Table consolidates the replies of two sets of respondents: Set 'A' respondents were asked about viewing on the day prior to the interview; Set 'B' respondents were asked about viewing two days prior to the interview.*

TABLE R6: RADIO LISTENERSHIP: SATURDAY
(BASE=246*)

	RM	RP	SUPER 1	101	IS	BAY	RTK	SMASH	CALY PSO	UNI RADIO	MAS	FM BRONJA	CAPITAL	NONE	TOTAL
MIDNIGHT	0.35	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00		0.00	0.00	99.30	100
0030	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	99.65	100
0100	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	99.65	100
0130	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	99.65	100
0200	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	99.65	100
0230	0.35	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00		0.00	0.00	99.65	100
0300	0.35	0.00	0.35	0.00	0.00	0.00		0.00	0.00	0.00		0.00	0.00	99.30	100
0330	0.35	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00		0.00	0.00	99.65	100
0400	0.35	0.00	0.00	0.00	0.00	0.35		0.00	0.00	0.00		0.00	0.00	99.30	100
0430	0.35	0.00	0.00	0.00	0.00	0.35		0.00	0.00	0.00		0.00	0.00	99.30	100
0500	0.35	0.00	0.00	0.00	0.00	0.35		0.00	0.00	0.00		0.00	0.00	99.30	100
0530	0.70	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00		0.00	0.70	98.25	100
0600	0.35	0.00	2.10	1.05	0.00	0.70	0.70	0.00	0.00	0.00		0.00	0.70	94.41	100
0630	0.70	0.00	2.45	1.05	0.00	0.70	0.70	0.00	0.00	0.00		0.00	0.70	93.71	100
0700	0.70	0.00	3.50	2.45	0.35	1.05	0.70	0.00	0.70		0.00	0.00	0.70	89.86	100
0730	1.05	0.00	3.15	3.15	0.35	0.70	0.70	0.00	0.70		0.00	0.00	1.05	89.16	100
0800	1.40	0.00	4.55	3.85	0.00	1.05	1.40	0.35	0.70		0.70	0.00	1.40	84.62	100
0830	2.10	0.00	5.24	3.50	0.00	0.70	2.45	0.35	0.70		0.35	0.00	1.05	83.57	100
0900	2.80	0.00	6.29	4.20	1.05	1.75	3.50	0.35	1.05		0.35	0.00	2.45	76.22	100
0930	3.15	0.00	6.64	4.55	0.70	2.45	3.50	0.35	1.40		0.35	0.00	2.45	74.48	100
1000	3.15	0.00	6.99	4.55	0.70	3.15	5.24	0.35	1.40		0.70	0.00	2.80	70.98	100
1030	3.15	0.00	5.94	4.20	1.05	2.80	4.55	0.35	1.75		0.70	0.00	2.80	72.73	100
1100	3.15	0.00	5.94	4.20	0.35	2.45	4.55	1.05	1.40		0.70	0.00	3.15	73.08	100
1130	2.80	0.00	5.59	4.20	0.70	2.45	3.85	1.05	1.40		0.70	0.00	2.80	74.48	100
NOON	3.15	0.00	5.59	4.55	0.35	1.75	2.80	1.05	1.05		0.70	0.00	2.45	76.57	100
1230	2.45	0.00	5.94	3.85	0.35	1.05	2.10	0.35	1.05		0.70	0.00	2.45	79.72	100
1300	1.75	0.00	6.29	2.45	0.00	1.05	1.75	0.35	1.05		0.70	0.00	2.45	82.17	100
1330	1.75	0.00	4.55	2.45	0.00	1.05	1.75	0.35	0.70		0.70	0.00	2.10	84.62	100
1400	1.40	0.00	3.85	1.75	0.35	2.10	1.05	0.35	0.70		0.70	0.00	2.80	84.97	100
1430	0.70	0.00	3.85	1.40	0.35	2.10	0.70	0.00	0.70		0.70	0.00	2.80	86.71	100
1500	0.70	0.00	3.85	1.40	0.35	2.10	0.70	0.00	1.05		0.35	0.00	2.45	87.06	100
1530	0.35	0.00	3.85	1.40	0.35	2.10	0.70	0.35	0.70		0.35	0.00	2.45	87.41	100
1600	0.70	0.00	4.20	1.40	0.35	1.75	0.70	1.05	0.70		0.35	0.00	2.80	86.01	100
1630	0.70	0.00	3.50	1.75	0.00	2.45	0.70	1.05	0.70	0.00		0.00	2.45	86.71	100
1700	0.70	0.00	3.85	2.45	0.00	1.40	0.70	1.05	0.70	0.00		0.00	1.75	87.41	100
1730	0.70	0.00	4.20	2.10	0.00	1.05	0.35	0.35	0.70	0.00		0.00	1.40	89.16	100
1800	0.70	0.00	4.20	2.45	0.00	0.70	0.35	0.35	1.40	0.00		0.00	1.05	88.81	100
1830	0.70	0.00	2.45	2.10	0.00	0.70	0.35	0.35	1.40	0.00		0.00	0.70	91.26	100
1900	0.35	0.00	1.75	1.05	0.00	0.70	0.00	0.35	1.05	0.00		0.00	0.70	94.06	100
1930	0.35	0.00	1.75	0.70	0.00	0.35	0.00	0.00	0.70	0.00		0.00	1.05	95.10	100
2000	0.35	0.00	2.10	0.70	0.00	0.70	0.00	0.00	0.35	0.00		0.00	0.70	95.10	100
2030	0.35	0.00	1.40	0.00	0.00	1.05	0.00	0.00	0.35	0.00		0.00	0.00	96.85	100
2100	0.35	0.00	0.70	0.00	0.00	1.40	0.00	0.00	0.35	0.00		0.00	0.00	97.20	100
2130	0.35	0.00	0.35	0.00	0.00	0.70	0.00	0.00	0.35	0.00		0.00	0.00	98.25	100
2200	0.35	0.00	0.35	0.00	0.00	0.70	0.00	0.00	0.35	0.00		0.00	0.00	98.25	100
2230	0.35	0.00	0.35	0.00	0.00	0.00	0.35	0.00	0.00	0.00		0.00	0.00	98.95	100
2300	0.35	0.00	0.70	0.00	0.00	0.00	0.00	0.00	0.00			0.00	0.00	98.95	100
2330	0.35	0.00	0.70	0.00	0.00	0.35	0.00	0.00	0.00			0.00	0.00	98.60	100
average	1.02	0.00	2.69	1.56	0.16	1.02	1.14	0.24	0.57	0.00	0.52	0.00	1.15	90.41	
maximum	3.15	0.00	6.99	4.55	1.05	3.15	5.24	1.05	1.75	0.00	0.70	0.00	3.15	99.65	
std. dev.	0.97	0.00	2.30	1.61	0.28	0.86	1.46	0.34	0.52	0.00	0.24	0.00	1.12	8.87	
average for 0600- 2400 hrs	1.23	0.00	3.57	2.08	0.21	1.31	1.30	0.32	0.76	0.00	0.52	0.00	1.52	87.42	

**Note: Data in this Table consolidates the replies of two sets of respondents: Set 'A' respondents were asked about viewing on the day prior to the interview; Set 'B' respondents were asked about viewing two days prior to the interview.*

TABLE R7: RADIO LISTENERSHIP: SUNDAY
(BASE=246*)

	RM	RP	SUPER 1	101	IS	BAY	RTK	SMASH	CALY PSO	UNI RADIO	MAS	FM BRONJA	CAPITAL	NONE	TOTAL
MIDNIGHT	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	99.65	100
0030	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	99.65	100
0100	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	99.65	100
0130	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	99.65	100
0200	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	99.65	100
0230	0.35	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00		0.00	0.00	99.65	100
0300	0.35	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00		0.00	0.00	99.65	100
0330	0.35	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00		0.00	0.00	99.65	100
0400	0.35	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00		0.00	0.00	99.65	100
0430	0.35	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00		0.00	0.00	99.65	100
0500	0.35	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00		0.00	0.00	99.65	100
0530	0.35	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	99.30	100
0600	0.35	0.00	2.45	0.70	0.00	0.35	0.70	0.00	0.00		0.00	0.00	0.00	95.45	100
0630	0.70	0.00	2.80	0.70	0.00	0.35	1.05	0.00	0.35		0.00	0.00	0.00	94.06	100
0700	0.70	0.00	3.50	1.40	0.00	1.05	1.05	0.00	0.70		0.35	0.00	0.00	91.26	100
0730	0.70	0.00	3.50	1.75	0.35	0.70	1.05	0.00	1.05		0.35	0.00	0.00	90.56	100
0800	1.40	0.00	3.50	2.10	0.35	1.05	1.75	0.70	1.05		0.35	0.00	0.00	87.76	100
0830	1.75	0.00	3.50	2.45	0.35	0.70	1.75	0.35	1.40		0.70	0.35	0.00	86.71	100
0900	1.75	0.00	3.85	3.15	1.05	0.70	2.80	0.35	1.40		0.70	0.35	0.35	83.57	100
0930	1.75	0.00	3.85	3.15	0.70	0.70	2.80	0.70	1.05		0.70	0.35	0.35	83.92	100
1000	2.45	0.70	4.20	4.20	0.70	0.35	3.85	0.35	1.05		0.70	0.35	1.75	79.37	100
1030	2.45	0.70	4.20	4.20	0.35	0.70	3.85	0.35	1.05		1.05	0.00	1.75	79.37	100
1100	2.45	0.70	4.55	4.55	0.35	1.05	3.85	0.35	1.05		1.05	0.00	1.40	78.67	100
1130	2.45	0.70	4.90	4.55	0.35	1.05	3.50	1.40	1.05		1.05	0.00	1.75	77.27	100
NOON	2.80	0.70	3.85	4.20	0.70	0.70	3.15	1.05	1.05		1.05	0.00	1.75	79.02	100
1230	2.80	0.70	4.20	3.50	0.70	0.00	2.45	1.05	1.05		0.70	0.35	1.40	81.12	100
1300	2.10	0.70	3.15	2.45	0.70	0.00	2.10	1.05	1.05		0.70	0.35	0.70	84.97	100
1330	1.75	0.35	2.10	2.10	0.70	0.35	1.75	1.05	1.05		0.70	0.35	0.70	87.06	100
1400	1.75	0.35	2.10	1.75	0.35	1.05	1.40	0.70	1.05		0.70	0.35	0.70	87.76	100
1430	0.70	0.35	1.40	1.75	0.35	0.70	0.70	0.70	1.40		0.70	0.35	1.05	89.86	100
1500	0.70	0.35	1.40	1.75	0.35	0.70	0.70	0.70	1.05		0.70	0.35	1.40	89.86	100
1530	0.70	0.35	1.05	1.40	0.35	0.70	0.70	0.35	1.40		0.70	0.35	1.05	90.91	100
1600	0.70	0.00	1.40	1.40	0.35	0.70	0.35	1.05	1.40		0.35	0.35	0.70	91.26	100
1630	0.70	0.00	1.75	1.40	0.35	0.70	1.05	0.70	1.40	0.00		0.00	0.70	91.26	100
1700	0.70	0.00	2.45	1.05	0.70	0.70	0.70	1.05	1.05	0.35		0.00	0.35	90.91	100
1730	0.70	0.00	2.45	0.35	0.70	0.70	0.70	1.05	1.05	0.35		0.00	0.00	91.96	100
1800	1.05	0.00	2.80	0.35	0.70	0.35	0.35	0.35	1.40	0.35		0.00	0.35	91.96	100
1830	0.70	0.00	1.40	0.35	0.35	0.35	0.35	0.00	1.40	0.35		0.00	0.00	94.76	100
1900	0.70	0.00	1.05	0.35	0.70	0.35	0.35	0.00	0.70	0.35		0.00	0.00	95.45	100
1930	0.70	0.00	1.05	0.35	1.05	0.35	0.35	0.00	0.35	0.35		0.00	0.00	95.45	100
2000	1.05	0.00	0.35	0.00	1.05	0.35	0.00	0.00	0.35	0.35		0.00	0.00	96.50	100
2030	0.70	0.35	0.35	0.35	0.35	0.70	0.00	0.00	0.00	0.00		0.00	0.00	97.20	100
2100	0.70	0.35	0.35	0.00	1.40	0.35	0.00	0.00	0.00	0.00		0.00	0.00	96.85	100
2130	0.70	0.35	0.35	0.00	0.70	0.00	0.00	0.00	0.00	0.00		0.00	0.00	97.90	100
2200	0.70	0.35	0.70	0.00	0.35	0.00	0.00	0.00	0.00	0.00		0.00	0.00	97.90	100
2230	0.70	0.35	0.70	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	98.25	100
2300	0.70	0.00	0.70	0.00	0.00	0.00	0.35	0.00	0.00			0.00	0.35	97.90	100
2330	0.35	0.00	0.70	0.00	0.00	0.00	0.35	0.00	0.00			0.00	0.35	98.25	100
average	1.00	0.17	1.73	1.20	0.36	0.39	1.09	0.32	0.61	0.10	0.63	0.09	0.39	92.45	
maximum	2.80	0.70	4.90	4.55	1.40	1.05	3.85	1.40	1.40	0.35	1.05	0.35	1.75	99.65	
std. dev.	0.75	0.26	1.56	1.45	0.36	0.37	1.21	0.42	0.57	0.16	0.30	0.15	0.58	6.89	
average for 0600- 2400 hrs	1.21	0.23	2.29	1.60	0.49	0.51	1.27	0.43	0.82	0.19	0.63	0.12	0.52	90.06	

**Note: Data in this Table consolidates the replies of two sets of respondents: Set 'A' respondents were asked about viewing on the day prior to the interview; Set 'B' respondents were asked about viewing two days prior to the interview.*

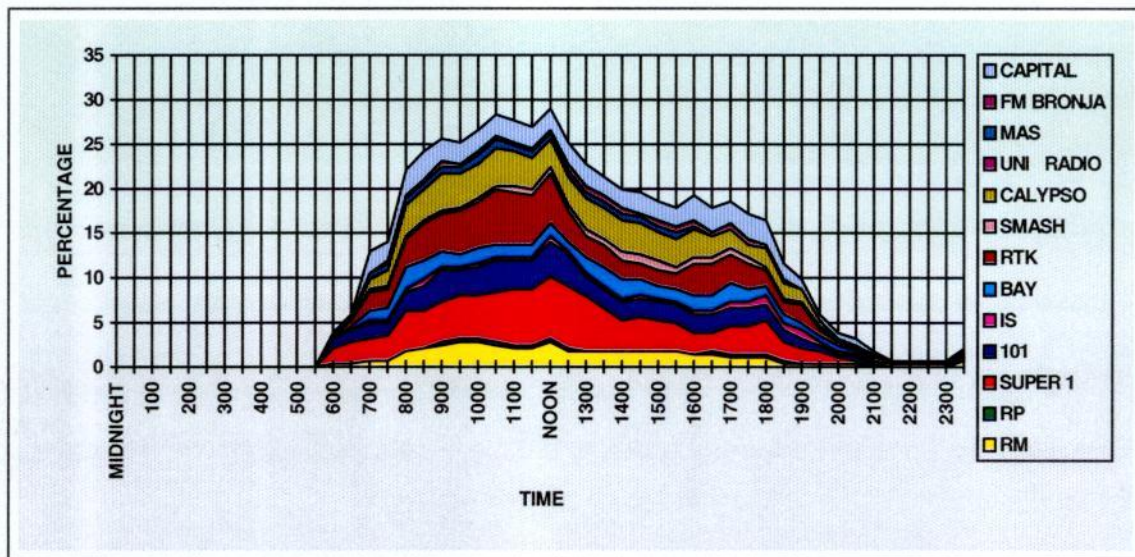


Fig 7.3: Radio Audiences - Monday

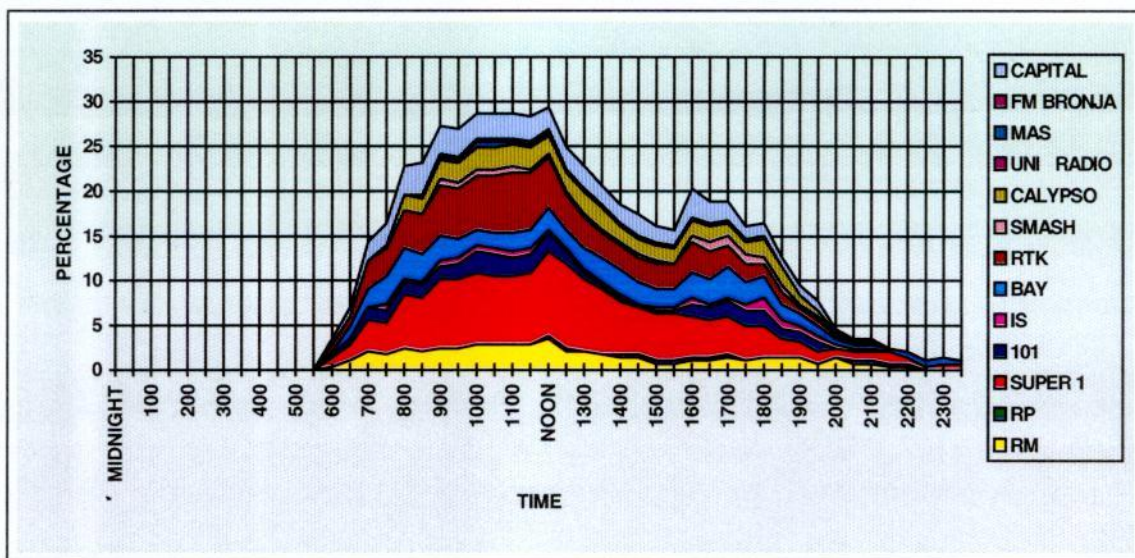


Fig 7.4: Radio Audiences - Tuesday

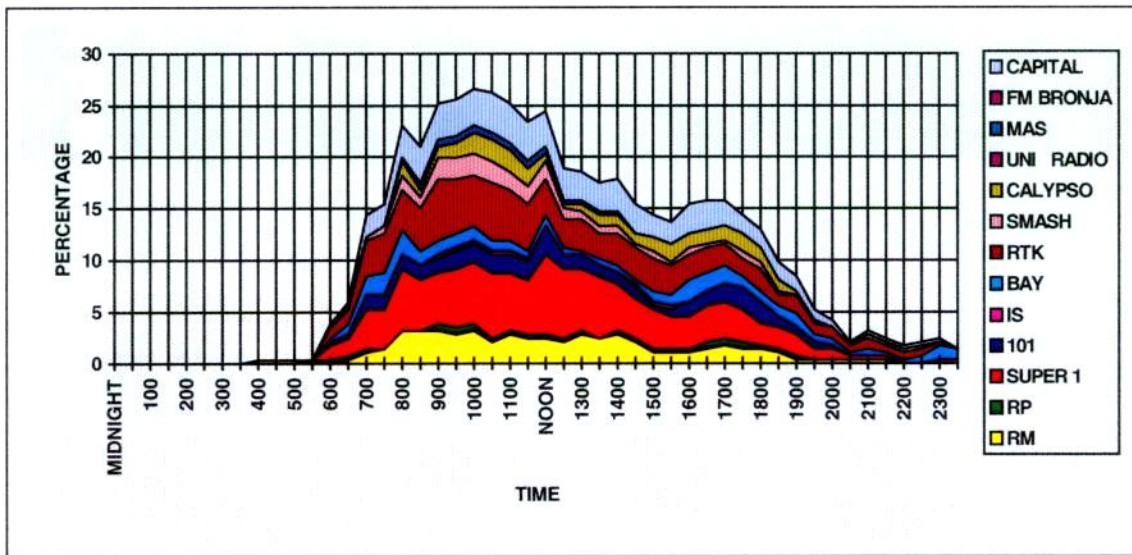


Fig 7.5: Radio Audiences - Wednesday

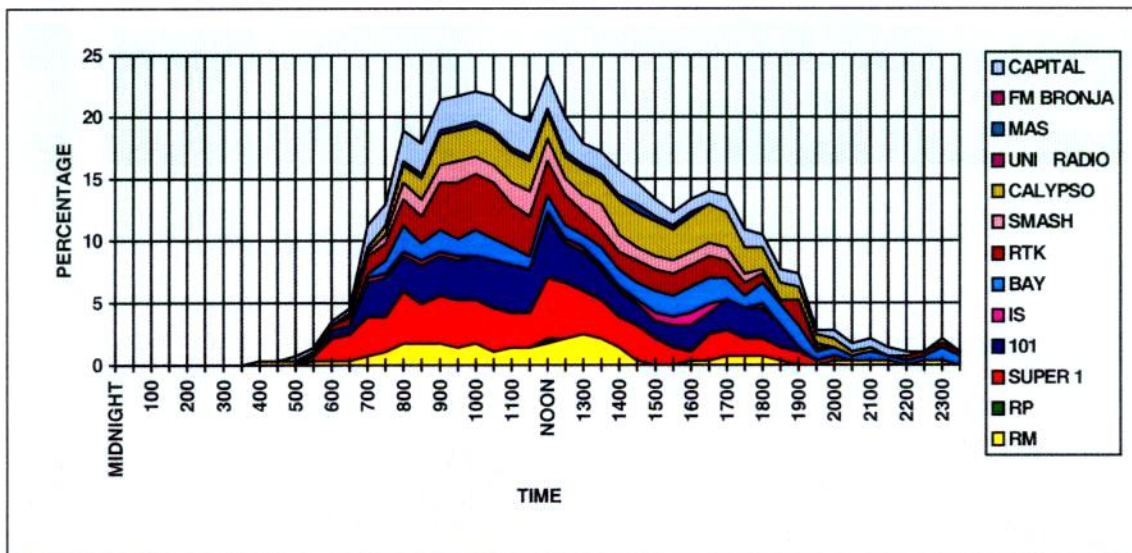


Fig 7.6: Radio Audiences - Thursday

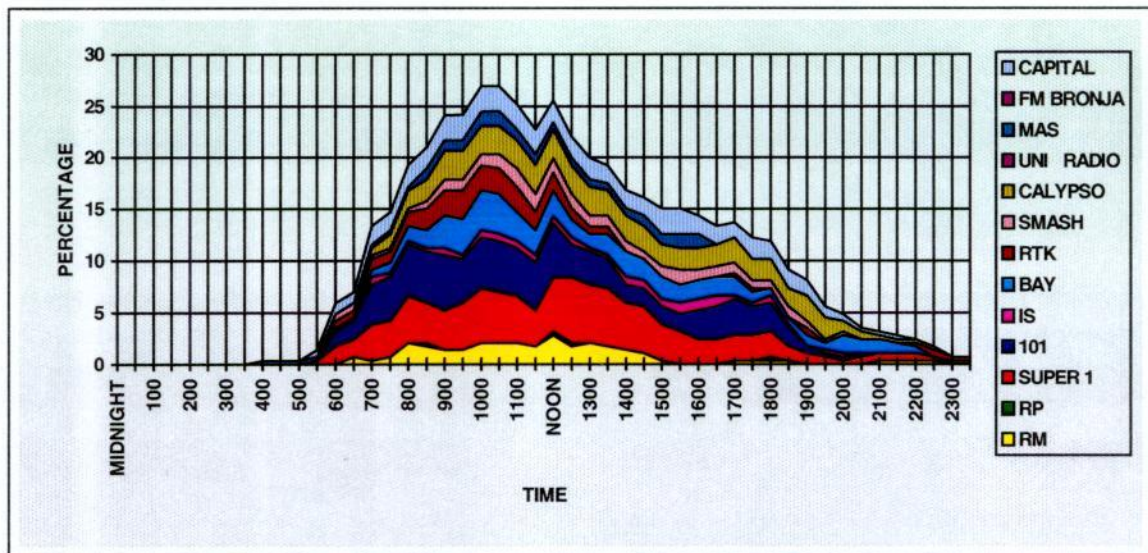


Fig 7.7: Radio Audiences - Friday

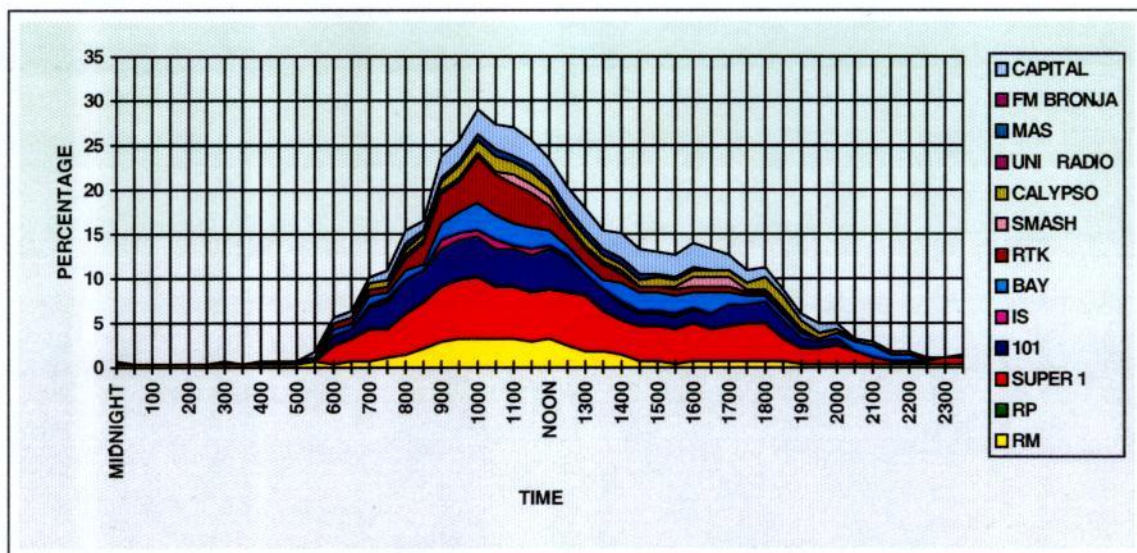


Fig 7.8: Radio Audiences - Saturday

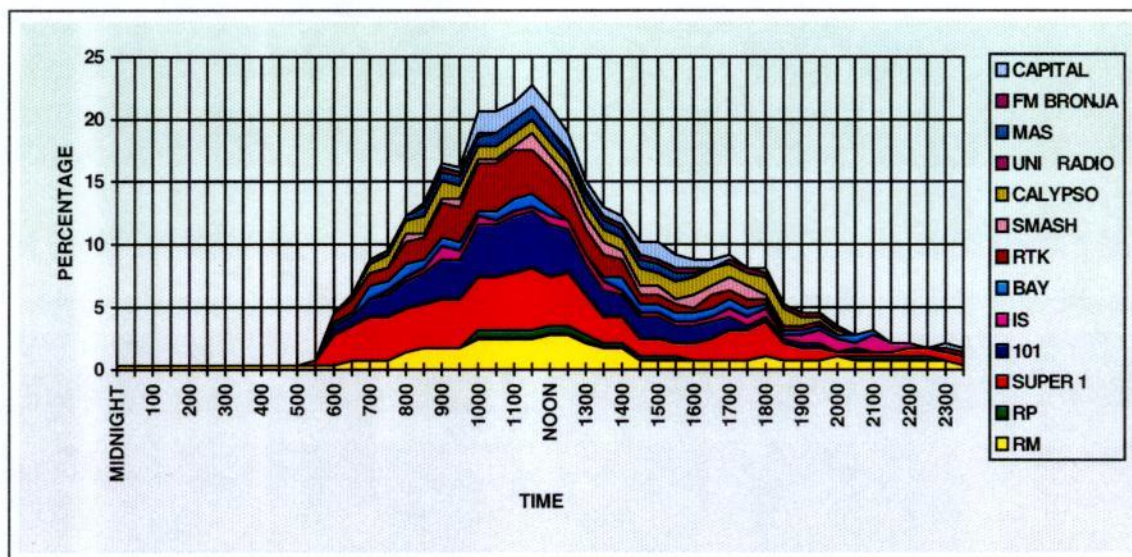


Fig 7.9: Radio Audiences - Sunday

7.6.0 Radio Audience Share

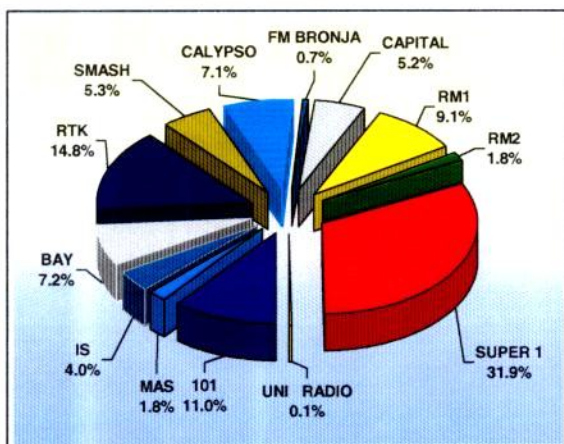
7.6.1 The data in Table 7.3, which is also graphically presented in Figure 7.10, summarise the comparative figures for the Daily Average Radio Audience Levels since the 1999 1st Quarter study for studies taken during this time of the year, computed on the basis of *all available time-slots for each station during the hours each individual station is on air*. The current study shows that the greatest gain in overall audience share recorded over the last twelve months since the first quarter of 2001 (as represented in the Pie Charts in Figure 7.10) was registered by Radio Calypso (+5.1%). Other increases were registered by Radio Capital (+2.7%), Radju MAS (+1.1%), Radju Malta (+0.3%), and Island Sound Radio and University Radio (+0.1% each). On the other hand, decreases were registered by Radio 101 (-3.5%), Super 1 Radio (-1.5%), RTK (-1.4%), Bay Radio (-0.6%), Smash Radio (-0.4%) and FM Bronja (-0.1%). Since this time last year, Radio Malta 2 ceased transmission and Radju Parlament was born.

Table 7.3: Daily Average Audience Levels: 1999 – 2001*

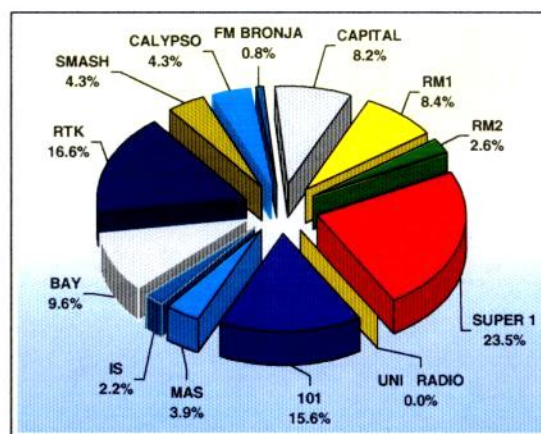
(Computed on the basis of available time-slot for each station)

	RM1	RM2	SUPER 1	UNI RADIO	101	MAS	IS	BAY	RTK	SMASH	CALYP SO	FM BRONJA	CAPITAL
1 st Quarter 1999: Daily Average	1.06	0.21	3.70	0.01	1.27	0.21	0.46	0.83	1.72	0.62	0.82	0.08	0.60
1 st Quarter 2000 Daily Average	1.09	0.34	3.06	0.00	2.04	0.51	0.29	1.25	2.16	0.56	0.56	0.11	1.07
	RM	RP	SUPER 1	UNI RADIO	101	MAS	IS	BAY	RTK	SMASH	CALYP SO	FM BRONJA	CAPITAL
1 st Quarter 2001 Daily Average	0.91	0.09	2.31	0.01	1.27	0.52	0.24	0.94	1.59	0.41	0.98	0.07	1.14

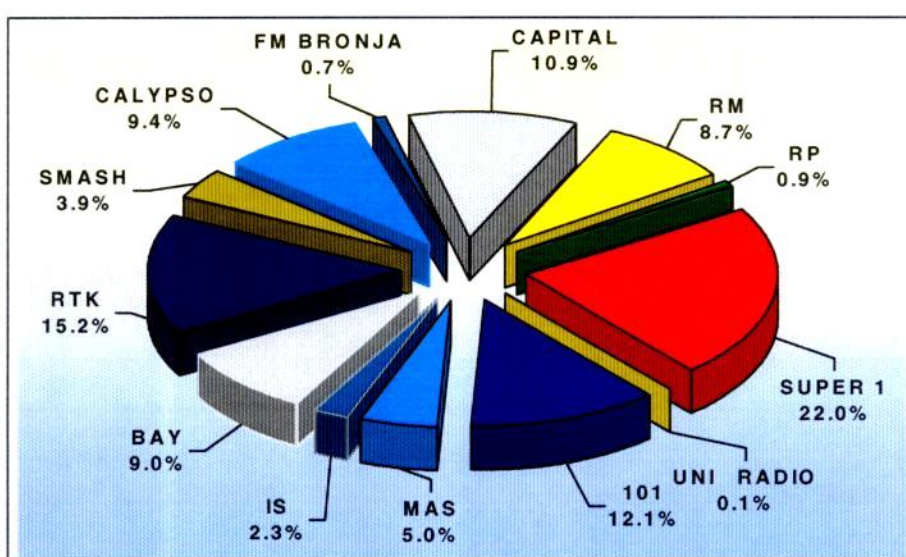
* **Note:** In 2001, Radio Malta 1 had been renamed Radju Malta; Radio Malta 2 had been discontinued; Radju Parlament had been launched.



1st Quarter 1999



1st Quarter 2000



1st Quarter 2001

Fig. 7.10: Daily Average Audience Radio Levels
(Basis: All Available Time-Slots)

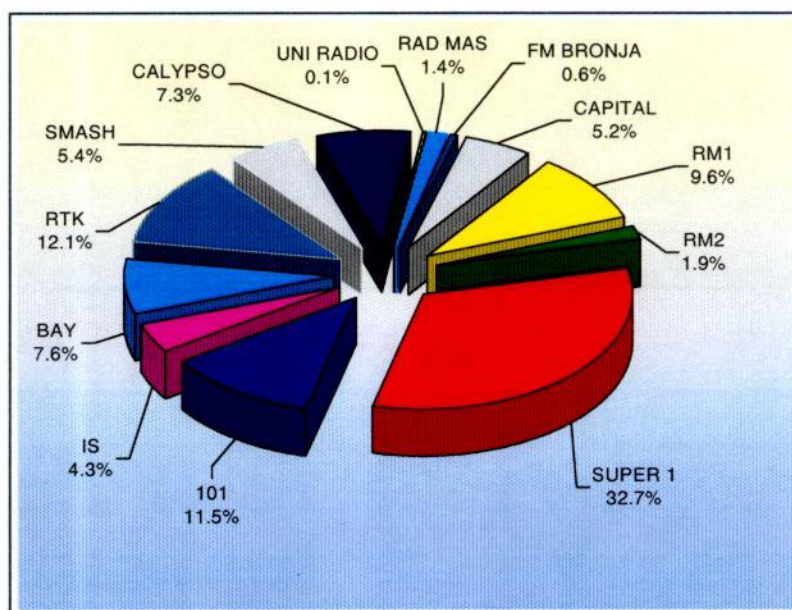
7.6.2 In turn, Table 7.4 presents data in respect of each station for **6.00 a.m. to midnight** for the studies conducted since 1999 in the 1st Quarter of the calendar year. This 2001 (1st Quarter) study reveals that interesting shifts have occurred *over the last twelve months*. The greatest overall increases in audience share (graphically represented by the Pie Charts in Figure 7.11) have been registered by Radio Calypso (+5.1%), Radio Capital (+2.2%), Radju MAS (+0.7%) and University Radio (+0.2%). On this 18-hour basis, the greatest loss over the last twelve months was also registered by Radio Super 1 (-2.5%). Losses were also registered by Bay Radio (-1.3%), Smash (-0.7%), RTK (-0.6%) Radju Malta (-0.4%), Radio 101 and FM Bronja (-0.2% each).

Table 7.4: Daily Average Audience Levels – Radio* 1999 -2001

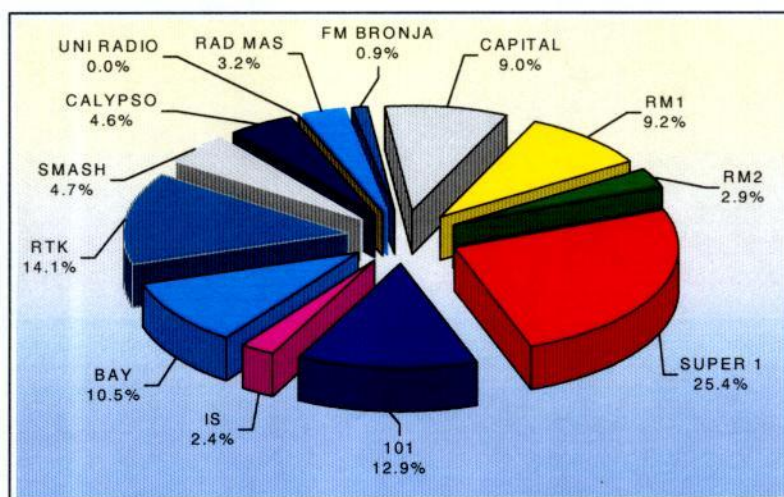
(Computed on the basis of audiences between 6.00 a.m. - midnight)

	RM 1	RM2	SUPER 1	101	IS	BAY	RTK	SMASH	CALYPSO	UNI RADIO	RADJU MAS	FM BRONJA	CAPITAL
1 st Quarter 1999: Daily Average	1.40	0.28	4.75	1.67	0.62	1.11	1.76	0.79	1.06	0.02	0.21	0.09	0.76
1 st Quarter 2000 Daily Average	1.45	0.46	4.01	2.04	0.38	1.66	2.22	0.74	0.73	0.00	0.51	0.14	1.42
	RM	RP	SUPER 1	101	IS	BAY	RTK	SMASH	CALYPSO	UNI RADIO	RADJU MAS	FM BRONJA	CAPITAL
1 st Quarter 2001 Daily Average	1.18	0.12	3.07	1.70	0.32	1.24	1.81	0.54	1.30	0.03	0.52	0.09	1.51

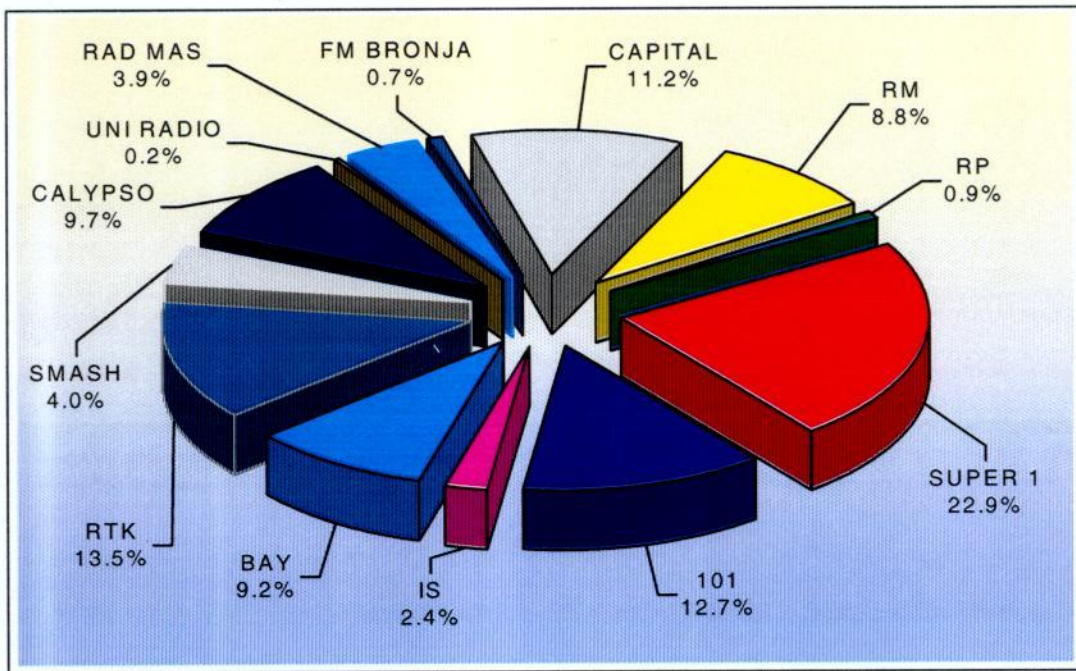
*Note: In 2001, Radio Malta 1 had been renamed Radju Malta; Radio Malta 2 had been discontinued; Radju Parlament had been launched.



1st Quarter 1999



1st Quarter 2000



1st Quarter 2001

Fig. 7.11: Daily Average Audience Radio Levels – 1999 - 2001 (6 a.m. - Midnight)

VIII TV AUDIENCE AUDIT

8.1.0 General

- 8.1.1 As with radio, respondents taking part in the survey were asked to indicate which TV programmes they had watched on the two consecutive days prior to the interview. They were also asked what time they had spent watching TV for every half hour of viewing for the full twenty-four hours of the day. The half-hour interval was used for the full twenty-four hours of the day except for the half-hour slot between 7.30 p.m. – 8.00 p.m. in view of the fact that the main News Bulletin of Super 1 and NET TV respectively start at 7.30 p.m. and 7.45 p.m. In this way precise readings on the audience levels of the main news bulletin for the three main stations (TVM, Super 1 and NET TV) could be obtained.
- 8.1.2 In the following Tables, TVM, Super 1 TV, NET TV and Smash TV were coded on their own. The three RAI stations were grouped together into one category: RAI. The three stations run by Mediaset, namely Canale 5, Italia Uno and Rete 4, were grouped as yet another group, whilst the other Italian stations were grouped together under the generic title “Other Italian Stations”. Those stations that are transmitted by Satellite, whether received in the home through the Melita Cable network or by means of a private Dish Antenna, were grouped under “Satellite”. It is to be noted that although for part of the day some local stations relay programmes from Satellite stations, those programmes were still considered as being ‘local’ if the respondent was receiving them on the local channels, whether through an antenna or via Melita Cable. The current study also covers the transmission of Max Plus between 7.00 a.m. and 8.30 p.m., at which times this station operates on the basis of a licence issued by the Broadcasting Authority. It is to be noted however that audience share for this station cannot, strictly speaking, be directly compared to other local stations since this station is available only to the subscribers to the Basic and TV Plus tiers provided by Melita Cable.
- 8.1.3 This chapter examines the findings on daily TV viewing throughout the entire week as reported by respondents. The respective shares of the various channels result from the aggregated data. As explained in the preceding chapter in respect of radio, each interviewee was asked to recall his or her previous day’s (i.e. ‘yesterday’) viewing for each part of the day, broken down by specific time-slots as has already been explained above. Each respondent was then asked to recall also the viewing on the day before (i.e. ‘the day before yesterday’). To allow direct comparability with similar studies conducted for the Broadcasting Authority since 1995, audience share is calculated as “the number of hours accumulated by the station (through the number of person-viewing hours) during a given time interval (half hour slot) divided by the number of hours which the population potentially has at its disposal during that same interval”. As regards the individual stations that do not transmit for 24 hours per day, the ‘total potential number of hours available by the population’ was matched with the individual station’s

opening and closing times, and the average worked out accordingly. The figures for all stations are accordingly comparable to those given in similar studies undertaken for the Broadcasting Authority since 1996.

- 8.1.4 The Tables that follow are an aggregate of results by two different sub-samples, made up of a sub-sample composed of those who replied to the question on viewing on the day preceding the interview ('yesterday') and of the sub-sample composed of those who replied on viewing for the same day of the week but for two days preceding the interview ('the day before yesterday').

8.2.0 Average TV Audience Share

- 8.2.1 Table 8.1 and Fig. 8.1 present data on the daily average share by channel or group of channels as defined for the purpose of this study. The highest mean for the daily average in the 1st Quarter Study 2001 was registered by Super 1 TV at 2.66% (1st Quarter 200: 3.94%). This is followed by TVM at 2.62% (2000, 1st Quarter: 3.19), Mediaset at 2.30% (2000, 1st Quarter: 1.95%), and NET TV at 1.93% (2000, 1st Quarter: 4.30%). Satellite stations record 1.05% as the weekly average (2000, 1st Quarter: 1.08%). The data for 1st Quarter Study, 2001 in Table 8.1 is reproduced graphically in Figure 8.1 below.

Table 8.1 TV Audience Average Share (1st Quarter 2001) – All Available Slots

	TVM	SUPER 1	NET TV	MAX PLUS	SMASH	RAI	MEDIASET	OTHER ITALIAN	CHANNEL 12	CHANNEL 22	SATELLITE	NONE
Monday	3.22	3.18	1.93	0.21	0.11	0.80	2.11	0.35	0.00	0.00	0.86	88.04
Tuesday	1.61	4.52	2.02	0.39	0.11	0.63	2.47	0.18	0.04	0.00	1.17	87.76
Wednesday	2.08	2.13	1.71	0.42	0.06	0.68	2.51	0.19	0.07	0.00	0.90	90.07
Thursday	1.53	2.06	2.78	0.54	0.17	0.84	2.68	0.14	0.03	0.00	0.95	89.45
Friday	6.34	1.09	1.32	0.43	0.16	0.39	1.19	0.14	0.00	0.00	0.52	89.05
Saturday	1.61	1.90	1.56	0.37	0.10	0.54	2.63	0.29	0.00	0.00	1.26	90.40
Sunday	1.94	3.70	2.20	0.15	0.05	0.70	2.52	0.24	0.05	0.00	1.72	87.59
Daily Average	2.62	2.66	1.93	0.36	0.11	0.65	2.30	0.22	0.03	0.00	1.05	88.91

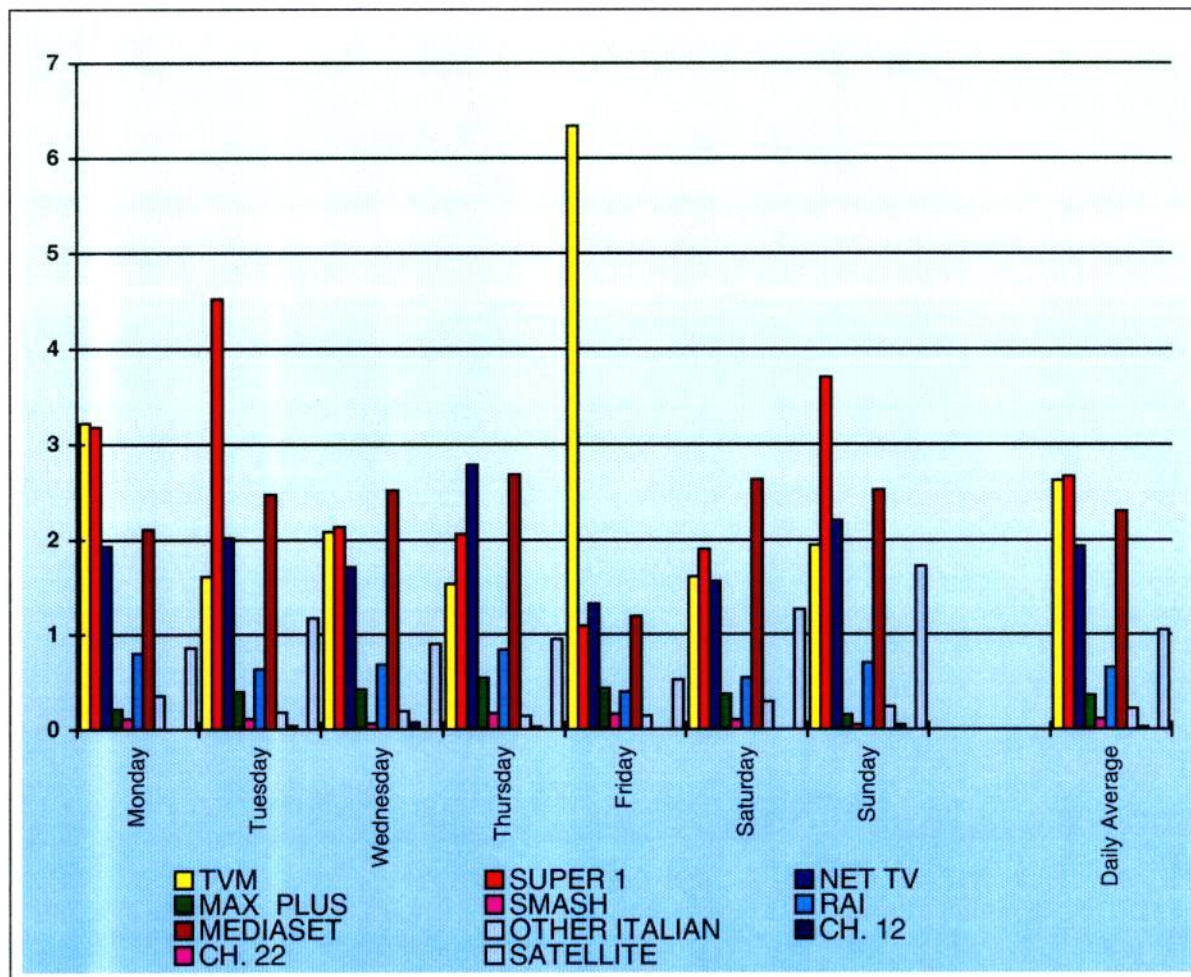


Figure 8.1: Daily TV Average Audience Share: 1st Quarter 2001
All Available Slots

8.3.0 TV Audience Share Peaks

8.3.1 Peak times for different TV channels are a good indicator of their popularity. Table 8.2 summarises peak audience shares for the whole week. “Peak Audience” is defined as “the highest percentage of audience share obtained during the channel’s transmission time for a particular day”. It is worked out as the percentage of audience share of the total number of persons surveyed on a particular day of the week.

8.3.2 In this regard TVM records very high peaks. Subsequent data will again show that these peaks were mainly reached during the transmission of the main news bulletin of the station except for Friday, with 51.05% (2000, 1st Quarter: Friday at 44.06%). On this day, the highest peak was reached at 9.00 p.m., during the transmission of TVM’s popular programmes *Xarabank*.

8.3.3 The highest peaks reached by Super 1 TV on Monday, at 34.27% (2000, 1st Quarter: Tuesday at 37.06%) shows that this station has made significant gains. NET TV’s highest peak is reached on Tuesday 17.13% (2000, 1st Quarter:

Thursday at 15.03%). RAI stations have not managed to retain the 2000, 1st Quarter: peak (6.99%) and register a maximum of 5.94% on Thursday. The highest point reached by Mediaset is 18.53% on Thursday (2000, 1st Quarter: 15.38% on Thursday). The data in Table 8.2 is reproduced graphically in Figure 8.2 below.

Table 8.2 Daily Peak TV Audience Share (2001, 1st Quarter)

	TVM	SUPER 1	NET TV	MAX PLUS	SMASH	RAI	MEDIASET	OTHER ITALIAN	CHANNEL 12	CHANNEL 22	SATELLITE
Monday	34.97	23.43	13.99	1.05	0.70	5.24	11.89	2.45	0.00	0.00	4.90
Tuesday	25.87	34.27	17.13	1.40	0.70	3.50	17.83	1.75	0.35	0.00	4.55
Wednesday	25.87	18.88	13.99	1.05	0.70	4.55	18.18	2.10	0.70	0.00	4.20
Thursday	23.78	13.99	13.64	1.40	0.70	5.94	18.53	1.40	0.35	0.00	3.85
Friday	51.05	12.94	11.89	2.45	0.70	2.45	6.99	1.05	0.00	0.00	3.15
Saturday	19.23	16.43	11.54	1.05	0.70	2.80	11.19	3.15	0.00	0.00	6.29
Sunday	20.98	25.87	10.14	1.05	0.70	3.85	10.49	2.45	0.35	0.00	6.29
Highest Peak	51.05	34.27	17.13	2.45	0.70	5.94	18.53	3.15	0.70	0.00	6.29

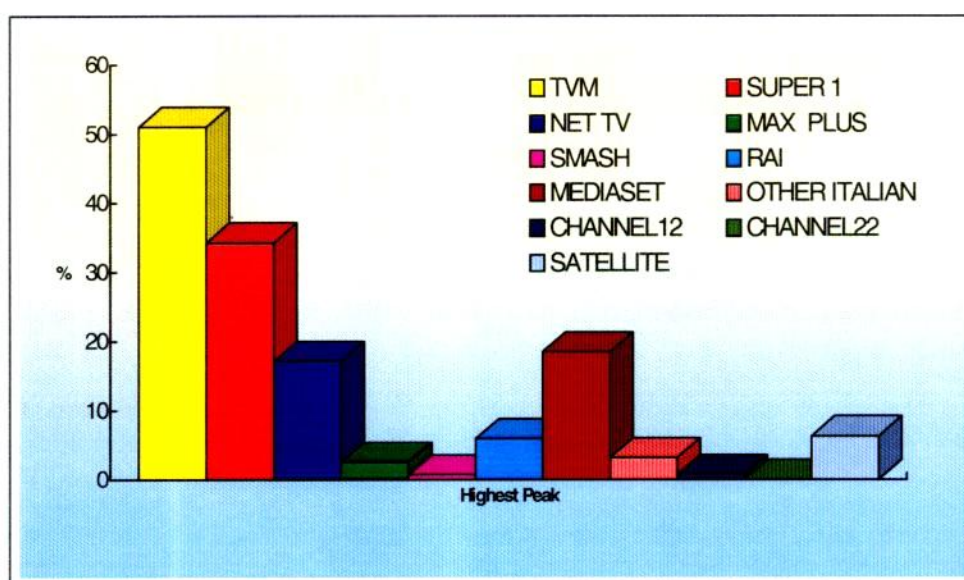


Figure 8.2: Highest TV Channel Peak Audience Share: 1st Quarter 2001

8.4.0 Daily Audience Share

8.4.1 As in the preceding chapter with radio listenership, the following pages map in detail the daily average audience shares for television in Malta during the week covered by this study. Each day is analysed in turn. The figures for each half-hour slot represent the total audience numbers as a percentage of the total sub-sample for that day. It is again to be noted that the brief by the Broadcasting Authority did not include an analysis of whether a particular station attracts the same individuals for a number of time-slots or whether its audience is constantly changing, and as such the very complicated computation of 'non-viewers' is not included in this analysis. Thus these tables give no indication of the precise number of individual persons of the population who did *not* tune

into a channel at all during a particular day. A note of caution is therefore apposite: one cannot add up the figures for each time-slot to reach a total percentage of audience share of the total Maltese population since individuals watching at a particular time might or might not be the same individuals watching during a different time-slot. However, included in the tables are statistics representing (a) the daily average audience (b) the day's peak audience, and (c) the standard deviation statistic for the channel. This last statistic is relevant because it gives an indication of the extent of audience fluctuation during a particular day. The data is fully comparable to the studies conducted for the Broadcasting Authority studies since 1995.

8.5.0 Viewing Patterns

- 8.5.1 The viewing patterns of the Maltese TV audiences also emerge quite clearly from these Tables: different TV stations have a loyal audience which follow the news bulletins and a set of specific programmes that consistently attract huge audiences. The following paragraphs will highlight the main stations individually.
- 8.5.2 TVM has a regularly high audience for its News Bulletin, but in recent years the News no longer attract the highest audiences. In this study the prominent place occupied in previous studies by *Xarabank* on Friday is confirmed, with a peak of 51.05%. It is to be noted that this happened to be a more than average important programme because it coincided with the La Salle crisis, following the day when the Prime Minister had addressed the nation on the matter. In this issue of *Xarabank* the same issue was being discussed with the Prime Minister as guest of the programme. Otherwise TVM always reaches its peak audiences for its main News bulletin at 8.00 p.m. Other programmes which reach a substantial audiences by this station are: *Villa Sunset* on Monday, *F'Idejn l-Imhallel* on Tuesday, *Xhieda* on Thursday, and *Nies ta' Veru* on Sunday. Some of these programmes that extend for more than one-half hour however, tend to lose their audiences after a good start-up. Late afternoon audiences are consistently weak except for Saturday and Sunday.
- 8.5.3 Super 1 TV also manages to attract good audiences for the News Bulletin broadcast at 7.30 p.m. but it manages to attract its highest audience on Tuesday with *Simpatiki*, at 34.27%. On Monday, audiences are kept quite high after the news with *Il-Pesta*; on Wednesday Babel attracts an audience until 10.00 p.m. On Thursday, *Stejjer* also attracts a high audience, as does *Bla Agenda* on Saturday. On Sunday *Undercover* attracts the second highest audience overall audience for this station.
- 8.5.4 NET TV has a loyal audiences for its news bulletin at 7.45 p.m., with a peak reached on Tuesday for the News Bulletin at 17.13%. Other programmes that attract relatively good audiences are *Monitor* on Monday, *Din Isbah mill-Ohra* on Tuesday, and *Fenomeni* and *Televisxin* on Thursday. On the Friday when the audit was conducted many Maltese preferred to watch the direct transmission of the Prime Minister's special broadcast on the La Salle issue on this station.

- 8.5.5 The performance of Max Plus in this study is interesting, especially in the afternoon time-band, given the fact that this station reaches only a portion of Maltese viewers. The total potential audience of this station is now available to Cable TV subscribers, but this is only part of the total potential audience of residents in Malta.
- 8.5.6 RAI stations usually build up an audience in Malta as from 8.30 p.m. onwards. The days on which audience levels are not insignificant especially on Mondays Wednesdays, Thursdays and Saturdays.
- 8.5.7 In contrast, audience levels for the Mediaset group are somewhat better: they have a low if consistent audience during the day, and consistently very popular throughout the week after the local news bulletins.
- 8.5.8 The audiences for the other stations are also mapped in detail in the Tables. It is to be noted that Smash TV has a very low audience and has not changed much since when it started to be available also via an aerial antenna. Satellite stations attract primarily late evening audiences.
- 8.5.9 Once more, one needs to point out that what is very interesting is the number of persons who reported that they had not watch TV at all during the week when this study was conducted, as represented by the column 'None'. These figures represent the potential audiences who, through careful programming, could possibly be attracted to follow TV broadcasts.

TABLE T1: TV VIEWING: MONDAY
(BASE=246*)

	TVM	SUPER 1	NET TV	MAX PLUS	SMASH	RAI	MEDIA SET	OTHER ITALIAN	CH 12	CH 22	SATELLITE	NONE	TOTAL
MIDNIGHT	0.00	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0030	0.00	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0100	0.00	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0130	0.00	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0200	0.00	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0230	0.00	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0300	0.00	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0330	0.00	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0400	0.00	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0430	0.00	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0500	0.00	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0530	0.00	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0600	0.00	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0630	0.00	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0700	0.35	0.35			0.00	0.00	0.00	0.00			0.00	99.30	100
0730	0.35	0.35			0.00	0.00	0.00	0.00			0.00	99.30	100
0800	0.35	0.35	0.00		0.00	0.00	0.00	0.00	0.00		0.00	99.30	100
0830	0.35	0.35			0.00	0.00	0.00	0.00	0.00		0.00	99.30	100
0900	0.70	0.70	0.00	0.00	0.00	0.35	0.00	0.00	0.00		0.35	97.90	100
0930	0.35	1.05	0.00	0.00	0.00	0.35	0.35	0.00	0.00	0.00	0.35	97.55	100
1000	0.70	1.40	0.00	0.00	0.00	0.35	1.05	0.00	0.00	0.00	0.35	96.15	100
1030	0.00	1.40	0.00	0.00	0.00	0.35	0.70	0.00	0.00	0.00	0.35	97.20	100
1100	0.00	1.40	0.00	0.00	0.00	0.35	0.70	0.00	0.00	0.00	0.70	96.85	100
1130	0.35	1.75	0.00	0.00	0.00	0.35	0.70	0.00	0.00	0.00	0.70	96.15	100
NOON	0.35	1.75	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.70	96.85	100
1230	0.35	1.75	0.00	0.00	0.00	0.00	1.05	0.00	0.00	0.00	0.70	96.15	100
1300	0.70	1.75	0.00	0.00	0.00	0.00	1.05	0.00	0.00	0.00	1.05	95.45	100
1330	0.70	1.40	0.00	0.00	0.00	0.00	2.45	0.00	0.00	0.00	1.05	94.41	100
1400	0.70	1.75	0.35	0.70	0.00	0.35	3.15	0.00	0.00	0.00	1.05	91.96	100
1430	0.70	1.75	0.70	0.70	0.00	0.35	3.15	0.00	0.00	0.00	1.05	91.61	100
1500	0.70	2.10	0.70	0.70	0.00	0.35	1.75	0.70	0.00	0.00	1.05	91.96	100
1530	0.70	2.80	0.70	1.05	0.00	0.35	1.75	1.05	0.00	0.00	0.70	90.91	100
1600	0.35	3.85	0.35	0.00	0.00	0.35	1.05	1.40	0.00	0.00	1.40	91.26	100
1630	0.35	2.45	0.35	0.00	0.00	0.35	1.05	1.05	0.00	0.00	1.05	93.36	100
1700	0.35	2.80	0.35	0.00	0.00	1.05	1.05	1.05	0.00	0.00	0.70	92.66	100
1730	0.35	2.80	0.70	0.00	0.00	0.70	1.05	0.70	0.00	0.00	0.70	93.01	100
1800	1.75	3.15	2.45	0.00	0.00	1.40	2.45	0.35	0.00	0.00	0.70	87.76	100
1830	1.05	3.85	2.45	0.00	0.00	1.40	3.50	0.00	0.00	0.00	1.75	86.01	100
1900	2.80	4.90	4.20	0.00	0.00	2.10	4.20	0.00	0.00	0.00	1.75	80.07	100
1930	3.15	23.43	5.59	0.00	0.35	2.10	3.85	0.00	0.00	0.00	1.05	60.49	100
1945	3.15	17.13	13.99	0.00	0.35	1.40	2.80	0.00	0.00	0.00	1.05	60.14	100
2000	34.97	12.24	6.29	0.35	0.35	1.05	6.29	0.00	0.00	0.00	1.75	36.71	100
2030	32.52	14.34	4.90	0.35	0.70	3.85	9.79	1.40	0.00	0.00	2.80	29.37	100
2100	26.92	12.94	4.90	0.35	0.35	5.24	11.54	2.10	0.00	0.00	4.90	30.77	100
2130	21.68	11.89	3.85	0.70	0.70	4.90	11.89	2.45	0.00	0.00	4.90	37.06	100
2200	12.24	9.09	3.85	0.70	0.70	4.20	11.19	2.45		0.00	3.85	51.75	100
2230	6.64	4.55	2.45	0.35	0.70	2.80	6.99	1.75		0.00	2.80	70.98	100
2300	1.05	2.10	0.70	0.35	0.70	2.10	4.20	0.35			0.70	87.76	100
2330	0.00	0.00			0.35	0.70	2.10	0.35			0.00	96.50	100
Tot. Avg.	3.22	3.18	1.93	0.21	0.11	0.80	2.11	0.35	0.00	0.00	0.86	88.04	
maximum	34.97	23.43	13.99	1.05	0.70	5.24	11.89	2.45	0.00	0.00	4.90	100.00	
std. dev.	8.08	5.04	2.94	0.31	0.23	1.31	3.16	0.67	0.00	0.00	1.17	19.49	
Band 1	0.29	0.76	0.00	0.00	0.00	0.17	0.29	0.00	0.00	0.00	0.23	98.25	
Band 2	0.65	2.42	0.65	0.22	0.00	0.47	1.77	0.45	0.00	0.00	0.97	92.38	
Band 3	13.19	10.24	5.07	0.31	0.48	2.77	6.80	0.99	0.00	0.00	2.32	58.33	

**Note: Data in this Table consolidates the replies of two sets of respondents: Set 'A' respondents were asked about viewing on the day prior to the interview; Set 'B' respondents were asked about viewing two days prior to the interview.*

TABLE T2: TV VIEWING: TUESDAY
(BASE=246*)

	TVM	SUPER 1	NET TV	MAX PLUS	SMASH	RAI	MEDIA SET	OTHER ITALIAN	CH 12	CH 22	SATELLITE	NONE	TOTAL
MIDNIGHT	0.00	0.00			0.00	0.00	0.35	0.00			0.00	99.65	100
0030	0.00	0.00			0.00	0.00	0.35	0.00			0.00	99.65	100
0100	0.00	0.00			0.00	0.00	0.35	0.00			0.00	99.65	100
0130	0.00	0.00			0.00	0.00	0.35	0.00			0.00	99.65	100
0200	0.00	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0230	0.00	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0300	0.00	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0330	0.00	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0400	0.00	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0430	0.00	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0500	0.00	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0530	0.00	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0600	0.00	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0630	0.00	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0700	0.35	0.70			0.00	0.00	0.00	0.00			0.35	98.60	100
0730	0.35	0.70			0.00	0.00	0.00	0.00			0.35	98.60	100
0800	0.35	0.70	0.00		0.00	0.00	0.35	0.00	0.00		0.35	98.25	100
0830	0.35	0.70			0.00	0.00	0.35	0.00	0.00		0.35	98.25	100
0900	0.00	0.70	0.00	0.00	0.35	0.00	0.00	0.00	0.00		0.35	98.60	100
0930	0.00	0.70	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.35	98.60	100
1000	0.00	1.05	0.00	0.35	0.35	0.00	0.35	0.00	0.00	0.00	0.35	97.55	100
1030	0.00	1.05	0.00	0.35	0.00	0.35	0.00	0.00	0.00	0.00	0.70	97.55	100
1100	0.00	0.70	0.00	0.35	0.00	0.35	0.00	0.00	0.00	0.00	1.05	97.55	100
1130	0.00	0.70	0.00	0.35	0.00	0.35	0.35	0.00	0.00	0.00	0.70	97.55	100
NOON	0.35	1.40	0.00	0.70	0.00	0.00	0.70	0.00	0.00	0.00	1.40	95.45	100
1230	0.00	1.40	0.00	0.70	0.00	0.00	0.70	0.35	0.00	0.00	1.40	95.45	100
1300	0.00	2.10	0.00	0.35	0.00	0.00	0.35	0.00	0.00	0.00	1.40	95.80	100
1330	0.00	1.05	0.00	0.35	0.00	0.00	1.75	0.00	0.00	0.00	1.05	95.80	100
1400	0.00	1.05	0.00	1.05	0.00	0.35	2.10	0.35	0.00	0.00	1.05	94.06	100
1430	0.00	1.40	0.00	0.70	0.00	0.35	1.75	0.35	0.00	0.00	1.05	94.41	100
1500	0.00	2.45	0.00	1.05	0.00	0.35	1.75	0.00	0.00	0.00	0.70	93.71	100
1530	0.00	2.45	0.00	1.40	0.00	0.35	1.40	0.00	0.00	0.00	0.70	93.71	100
1600	0.00	2.10	0.70	0.35	0.35	0.70	0.70	0.00	0.00	0.00	0.70	94.41	100
1630	0.00	1.75	0.70	0.00	0.35	0.70	1.05	0.00	0.00	0.00	1.05	94.41	100
1700	0.00	1.75	0.70	0.00	0.00	0.35	1.05	0.00	0.00	0.00	1.40	94.76	100
1730	0.00	2.10	0.70	0.00	0.00	0.35	1.05	0.35	0.00	0.00	1.75	93.71	100
1800	1.05	4.20	2.45	0.00	0.00	0.35	1.05	0.35	0.00	0.00	2.45	88.11	100
1830	0.70	3.50	3.15	0.35	0.00	0.35	2.45	0.35	0.00	0.00	3.15	86.01	100
1900	0.70	4.20	3.85	0.35	0.70	2.10	3.85	0.00	0.00	0.00	2.80	81.47	100
1930	1.40	23.08	6.64	0.35	0.35	2.45	3.15	0.00	0.00	0.00	2.10	60.49	100
1945	1.75	17.83	17.13	0.00	0.35	2.10	3.15	0.35	0.00	0.00	1.75	55.59	100
2000	25.87	15.73	6.64	0.35	0.00	2.45	7.34	0.35	0.00	0.00	1.40	39.86	100
2030	14.34	29.37	4.55	0.35	0.00	3.50	12.59	1.05	0.35	0.00	3.50	30.42	100
2100	8.74	34.27	4.90	0.35	0.35	3.15	15.73	1.40	0.35	0.00	4.55	26.22	100
2130	8.04	32.17	3.85	0.35	0.35	3.15	17.83	1.75	0.35	0.00	4.55	27.62	100
2200	6.29	19.58	3.85	0.70	0.35	3.15	16.08	1.40	0.35	0.00	4.55	43.71	100
2230	5.94	5.94	2.45	0.35	0.35	2.10	11.89	0.35	0.00	0.00	4.20	66.43	100
2300	2.10	3.15	0.35	0.35	0.70	1.05	5.94	0.00	0.00		2.45	83.92	100
2330	0.00	0.00		0.35	0.35	0.35	2.80	0.00			1.40	94.76	100
Tot. Avg.	1.61	4.52	2.02	0.39	0.11	0.63	2.47	0.18	0.04	0.00	1.17	87.76	
maximum	25.87	34.27	17.13	1.40	0.70	3.50	17.83	1.75	0.35	0.00	4.55	100.00	
std. dev.	4.46	8.68	3.45	0.33	0.19	1.02	4.48	0.39	0.12	0.00	1.32	20.69	
Band 1	0.12	0.64	0.00	0.23	0.09	0.09	0.12	0.00	0.00	0.00	0.41	98.43	
Band 2	0.15	2.05	0.60	0.50	0.05	0.30	1.27	0.15	0.00	0.00	1.37	93.56	
Band 3	6.83	16.85	5.42	0.35	0.35	2.32	9.12	0.60	0.14	0.00	3.02	55.50	

**Note: Data in this Table consolidates the replies of two sets of respondents: Set 'A' respondents were asked about viewing on the day prior to the interview; Set 'B' respondents were asked about viewing two days prior to the interview.*

TABLE T3: TV VIEWING: WEDNESDAY
(BASE=246*)

	TVM	SUPER 1	NET TV	MAX PLUS	SMASH	RAI	MEDIA SET	OTHER ITALIAN	CH 12	CH 22	SATELLITE	NONE	TOTAL
MIDNIGHT	0.00	0.00			0.00	0.00	0.35	0.00			0.00	99.65	100
0030	0.00	0.00			0.00	0.00	0.35	0.00			0.00	99.65	100
0100	0.00	0.00			0.00	0.00	0.35	0.00			0.00	99.65	100
0130	0.00	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0200	0.00	0.00			0.00	0.00	0.00	0.00			0.00	99.65	100
0230	0.00	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0300	0.00	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0330	0.00	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0400	0.00	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0430	0.00	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0500	0.00	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0530	0.00	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0600	0.00	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0630	0.00	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0700	0.00	0.00			0.00	0.00	0.35	0.00			0.35	99.30	100
0730	0.35	0.00			0.00	0.00	0.35	0.00			0.70	98.60	100
0800	0.35	0.00	0.00		0.00	0.00	0.70	0.00	0.00		0.35	98.60	100
0830	0.35	0.00			0.00	0.00	0.70	0.00	0.00		0.00	98.95	100
0900	0.00	0.00	0.00	0.00	0.00	0.00	1.05	0.00	0.00		0.00	98.95	100
0930	0.00	0.35	0.00	0.00	0.35	0.00	1.05	0.00	0.00		0.00	98.25	100
1000	0.00	0.35	0.00	0.00	0.35	0.35	0.35	0.00	0.00		0.00	98.60	100
1030	0.00	0.35	0.00	0.00	0.35	0.35	0.35	0.00	0.00		0.00	98.60	100
1100	0.35	0.00	0.00	0.00	0.35	0.00	0.35	0.00	0.00		0.00	98.95	100
1130	0.35	0.00	0.00	0.00	0.00	0.00	0.35	0.00	0.00		0.00	99.30	100
NOON	1.05	1.05	0.00	0.35	0.00	0.35	0.35	0.00	0.00		0.00	96.85	100
1230	0.35	1.75	0.00	1.05	0.00	0.35	0.35	0.00	0.00		0.00	96.15	100
1300	1.75	1.75	0.00	1.05	0.00	0.00	1.05	0.00	0.00		0.00	94.41	100
1330	1.75	0.70	0.35	1.05	0.00	0.00	1.75	0.00	0.00		0.00	94.41	100
1400	2.10	1.05	0.00	0.70	0.00	0.35	2.45	0.00	0.00		0.35	93.01	100
1430	1.40	1.05	0.00	0.70	0.00	0.35	1.75	0.00	0.00		1.05	93.71	100
1500	0.35	1.75	0.00	0.70	0.00	0.35	1.05	0.00	0.00		1.05	94.76	100
1530	0.35	1.40	0.35	0.70	0.00	0.35	0.70	0.00	0.00		1.05	95.10	100
1600	0.70	0.70	1.05	0.35	0.00	0.00	0.35	0.00	0.00	0.00	1.75	95.10	100
1630	0.35	0.70	1.05	0.35	0.00	0.00	0.35	0.00	0.00	0.00	1.05	96.15	100
1700	0.70	0.70	1.05	0.35	0.00	0.00	1.05	0.00	0.00	0.00	2.10	94.06	100
1730	0.35	1.05	1.05	0.70	0.00	0.00	1.05	0.00	0.00	0.00	2.80	93.01	100
1800	2.10	1.40	3.50	0.70	0.00	0.70	1.40	0.00	0.00	0.00	2.80	87.41	100
1830	0.70	1.75	3.50	0.70	0.00	1.05	1.40	0.00	0.00	0.00	1.75	89.16	100
1900	3.15	4.20	3.15	1.05	0.00	2.45	2.10	0.00	0.00	0.00	1.40	82.52	100
1930	2.80	18.88	4.20	0.35	0.00	2.45	1.75	0.00	0.00	0.00	1.75	67.83	100
1945	3.15	12.94	13.99	0.35	0.00	1.40	4.55	0.70	0.00	0.00	1.40	61.54	100
2000	25.87	8.39	6.64	0.35	0.00	1.75	8.74	0.70	0.00	0.00	1.05	46.50	100
2030	16.08	9.79	3.15	0.35	0.70	4.20	16.78	1.05	0.35	0.00	3.85	43.71	100
2100	10.84	11.54	2.80	0.00	0.70	4.55	18.18	2.10	0.70	0.00	4.20	44.41	100
2130	9.44	9.79	2.45	0.00	0.35	4.20	18.18	2.10	0.35	0.00	3.50	49.65	100
2200	8.39	6.29	2.10	0.00	0.00	4.20	17.48	1.40	0.35	0.00	3.15	56.64	100
2230	5.24	3.85	1.75		0.00	2.45	10.84	1.05	0.35	0.00	2.80	71.68	100
2300	1.05	1.05	1.05		0.00	0.70	2.45	0.00			2.45	91.26	100
2330	0.00	0.00			0.00	0.35	0.35	0.00			1.40	97.55	100
Tot. Avg.	2.08	2.13	1.71	0.42	0.06	0.68	2.51	0.19	0.07	0.00	0.90	90.07	
maximum	25.87	18.88	13.99	1.05	0.70	4.55	18.18	2.10	0.70	0.00	4.20	100.00	
std. dev.	4.67	4.02	2.77	0.37	0.17	1.25	4.93	0.50	0.16	0.00	1.20	16.32	
Band 1	0.15	0.09	0.00	0.00	0.12	0.06	0.47	0.00	0.00	0.00	0.12	99.01	
Band 2	1.00	1.20	0.85	0.67	0.00	0.27	1.07	0.00	0.00	0.00	1.12	93.81	
Band 3	7.82	7.88	4.13	0.31	0.16	2.61	9.22	0.83	0.23	0.00	2.45	64.84	

**Note: Data in this Table consolidates the replies of two sets of respondents: Set 'A' respondents were asked about viewing on the day prior to the interview; Set 'B' respondents were asked about viewing two days prior to the interview.*

TABLE T4: TV VIEWING: THURSDAY
(BASE=246*)

	TVM	SUPER 1	NET TV	MAX PLUS	SMASH	RAI	MEDIA SET	OTHER ITALIAN	CH 12	CH 22	SATELLITE	NONE	TOTAL
MIDNIGHT	0.00	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0030	0.00	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0100	0.00	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0130	0.00	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0200	0.00	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0230	0.00	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0300	0.00	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0330	0.00	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0400	0.00	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0430	0.00	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0500	0.00	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0530	0.00	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0600	0.00	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0630	0.00	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0700	0.35	0.00			0.00	0.00	0.35	0.00			0.00	99.30	100
0730	0.35	0.00			0.00	0.00	0.35	0.00			0.00	99.30	100
0800	0.70	0.00	0.00		0.00	0.00	0.35	0.00	0.00		0.00	98.95	100
0830	0.35	0.00			0.35	0.00	0.00	0.00	0.00		0.00	99.30	100
0900	0.35	0.00	0.00	0.00	0.35	0.00	0.70	0.00	0.00		0.00	98.60	100
0930	0.70	0.35	0.00	0.00	0.35	0.00	1.05	0.00	0.00	0.00	0.00	97.55	100
1000	0.70	0.35	0.00	0.00	0.70	0.35	0.70	0.00	0.00	0.00	0.35	96.85	100
1030	0.70	0.35	0.00	0.00	0.70	0.35	0.35	0.00	0.00	0.00	0.70	96.85	100
1100	0.35	0.35	0.00	0.00	0.70	0.00	0.70	0.00	0.00	0.00	0.70	97.20	100
1130	0.35	0.70	0.00	0.00	0.35	0.00	0.70	0.00	0.00	0.00	0.35	97.55	100
NOON	0.70	1.40	0.00	0.00	0.35	0.35	0.70	0.00	0.00	0.00	0.35	96.15	100
1230	0.35	0.70	0.00	0.35	0.35	0.70	0.35	0.00	0.00	0.00	0.35	96.85	100
1300	0.70	1.05	0.00	0.70	0.00	0.70	0.35	0.00	0.00	0.00	0.70	95.80	100
1330	1.05	0.70	0.35	0.70	0.00	0.35	1.05	0.00	0.00	0.00	0.70	95.10	100
1400	1.05	0.70	1.05	0.70	0.00	0.35	1.40	0.00	0.00	0.00	0.70	94.06	100
1430	0.70	0.35	1.05	1.05	0.00	0.35	1.75	0.00	0.00	0.00	0.70	94.06	100
1500	0.35	0.35	1.05	0.70	0.00	0.35	2.45	0.00	0.00	0.00	1.05	93.71	100
1530	0.00	1.05	1.05	0.70	0.00	0.00	2.45	0.00	0.00	0.00	1.05	93.71	100
1600	0.35	0.70	1.75	0.35	0.00	0.00	2.45	0.00	0.00	0.00	1.05	93.36	100
1630	0.35	0.35	1.40	0.35	0.00	0.00	1.75	0.00	0.00	0.00	1.40	94.41	100
1700	0.00	0.70	1.05	0.70	0.00	0.00	2.45	0.00	0.00	0.00	2.10	93.01	100
1730	0.00	0.70	0.70	0.35	0.00	0.00	2.45	0.00	0.00	0.00	1.75	94.06	100
1800	1.05	0.70	1.05	0.35	0.00	0.35	3.50	0.00	0.00	0.00	2.45	90.56	100
1830	0.70	0.70	2.45	0.35	0.70	0.70	2.45	0.00	0.00	0.00	2.10	89.86	100
1900	2.45	2.45	3.85	0.70	0.35	1.05	3.15	0.00	0.00	0.00	2.80	83.22	100
1930	1.40	13.29	4.90	1.05	0.35	1.75	3.50	0.00	0.00	0.00	1.75	72.03	100
1945	2.10	8.74	11.54	0.70	0.35	1.05	4.20	0.00	0.00	0.00	1.75	69.58	100
2000	23.78	7.34	7.69	1.40	0.35	1.75	6.29	0.00	0.00	0.00	1.75	49.65	100
2030	13.29	11.89	13.64	1.05	0.35	4.55	12.59	1.40	0.35	0.00	3.85	37.06	100
2100	7.34	13.29	12.94	1.05	0.35	5.59	16.78	1.40	0.35	0.00	3.85	37.06	100
2130	5.24	13.99	10.14	1.05	0.35	5.94	18.53	1.40	0.35	0.00	3.15	39.86	100
2200	4.20	11.89	6.64	1.05	0.70	5.94	17.83	1.05	0.00	0.00	3.15	47.55	100
2230	2.10	4.90	3.50	1.05	0.35	5.24	11.54	1.05	0.00	0.00	2.80	67.48	100
2300	0.35	1.05	1.05	0.35	0.00	2.80	5.59	0.35			2.10	86.36	100
2330	0.35	0.00	0.00	0.00	0.00	0.70	0.70	0.35			1.05	96.85	100
Tot. Avg.	1.53	2.06	2.78	0.54	0.17	0.84	2.68	0.14	0.03	0.00	0.95	89.45	
maximum	23.78	13.99	13.64	1.40	0.70	5.94	18.53	1.40	0.35	0.00	3.85	100.00	
std. dev.	3.92	4.02	4.02	0.42	0.24	1.66	4.64	0.39	0.10	0.00	1.13	17.63	
Band 1	0.41	0.17	0.00	0.00	0.29	0.06	0.44	0.00	0.00	0.00	0.17	98.46	
Band 2	0.52	0.72	0.92	0.52	0.10	0.30	1.82	0.00	0.00	0.00	1.17	93.91	
Band 3	5.69	8.07	6.90	0.86	0.32	3.31	9.15	0.64	0.12	0.00	2.54	62.43	

**Note: Data in this Table consolidates the replies of two sets of respondents: Set 'A' respondents were asked about viewing on the day prior to the interview; Set 'B' respondents were asked about viewing two days prior to the interview.*

TABLE T5: TV VIEWING: FRIDAY
(BASE=246*)

	TVM	SUPER 1	NET TV	MAX PLUS	SMASH	RAI	MEDIA SET	OTHER ITALIAN	CH 12	CH 22	SATELLITE	NONE	TOTAL
MIDNIGHT	0.00	0.35			0.00	0.00	0.00	0.00			0.00	99.65	100
0030	0.00	0.35			0.00	0.00	0.00	0.00			0.00	99.65	100
0100	0.00	0.35			0.00	0.00	0.00	0.00			0.00	99.65	100
0130	0.00	0.35			0.00	0.00	0.00	0.00			0.00	99.65	100
0200	0.00	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0230	0.00	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0300	0.00	0.00			0.00	0.00	0.00	0.00			0.00	99.65	100
0330	0.00	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0400	0.00	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0430	0.00	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0500	0.00	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0530	0.00	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0600	0.00	0.35			0.00	0.00	0.00	0.00			0.00	99.65	100
0630	0.00	0.35			0.00	0.00	0.35	0.00			0.00	99.30	100
0700	0.70	0.35			0.00	0.00	0.35	0.00			0.00	98.60	100
0730	0.70	0.35			0.00	0.00	0.35	0.00			0.00	98.60	100
0800	1.40	0.35	0.00		0.35	0.00	0.35	0.00	0.00		0.00	97.55	100
0830	1.40	0.35			0.35	0.00	0.35	0.00	0.00		0.00	97.55	100
0900	1.40	0.35	0.35	0.00	0.35	0.00	0.70	0.00	0.00		0.00	96.85	100
0930	1.40	0.35	0.35	0.00	0.35	0.00	0.70	0.00	0.00	0.00	0.00	96.85	100
1000	1.40	0.70	0.35	0.00	0.70	0.00	0.35	0.00	0.00	0.00	0.00	96.50	100
1030	1.05	0.70	0.35	0.00	0.70	0.00	0.35	0.00	0.00	0.00	0.00	96.85	100
1100	0.35	0.35	0.00	0.00	0.35	0.00	0.35	0.35	0.00	0.00	0.00	98.25	100
1130	0.35	0.70	0.00	0.00	0.35	0.00	0.35	0.00	0.00	0.00	0.00	98.25	100
NOON	0.35	1.40	0.70	0.35	0.00	0.00	0.35	0.00	0.00	0.00	0.35	96.50	100
1230	0.35	1.40	0.70	0.35	0.35	0.35	0.70	0.00	0.00	0.00	0.35	95.45	100
1300	0.00	1.40	0.70	0.70	0.35	0.70	1.05	0.00	0.00	0.00	0.35	94.76	100
1330	0.70	1.05	0.70	0.70	0.35	0.35	1.75	0.00	0.00	0.00	0.35	94.06	100
1400	0.70	1.05	0.00	0.70	0.35	0.70	2.45	0.00	0.00	0.00	0.35	93.71	100
1430	0.35	1.40	0.00	1.05	0.35	0.00	0.70	0.00	0.00	0.00	0.35	95.80	100
1500	0.00	1.75	0.00	2.45	0.35	0.35	0.70	0.00	0.00	0.00	0.35	94.06	100
1530	0.00	2.10	0.00	2.10	0.35	0.35	1.05	0.00	0.00	0.00	0.35	93.71	100
1600	0.35	1.75	0.35	0.70	0.00	0.35	0.70	0.00	0.00	0.00	0.00	95.80	100
1630	0.35	0.70	0.35	0.35	0.00	0.35	0.35	0.00	0.00	0.00	0.35	97.20	100
1700	0.35	0.35	0.35	0.35	0.00	0.00	1.05	0.35	0.00	0.00	0.70	96.50	100
1730	0.35	1.40	0.00	0.35	0.00	0.00	1.05	0.35	0.00	0.00	0.70	95.80	100
1800	1.05	0.70	2.45	0.70	0.00	0.00	0.70	0.35	0.00	0.00	1.40	92.66	100
1830	1.05	0.70	2.80	0.70	0.00	0.70	0.70	0.35	0.00	0.00	1.40	91.61	100
1900	1.05	1.40	3.15	0.70	0.35	2.45	1.40	0.35	0.00	0.00	1.40	87.76	100
1930	0.70	12.94	4.20	0.35	0.35	2.10	2.10	0.35	0.00	0.00	1.05	75.87	100
1945	0.70	6.64	11.89	0.35	0.00	1.75	2.45	0.70	0.00	0.00	1.75	73.78	100
2000	34.62	2.45	3.85	0.00	0.00	1.05	5.59	1.05	0.00	0.00	2.10	49.30	100
2030	46.85	1.75	1.75	0.00	0.00	1.75	6.99	0.35	0.00	0.00	3.15	37.41	100
2100	51.05	1.75	1.75	0.00	0.00	1.75	5.24	0.70		0.00	2.45	35.31	100
2130	48.95	1.40	1.40	0.00	0.00	1.40	5.59	0.35		0.00	1.75	39.16	100
2200	44.41	0.35	0.35	0.00	0.35	1.05	5.24	0.35		0.00	2.10	45.80	100
2230	39.51	0.35	0.35	0.00	0.35	1.05	4.20	0.35		0.00	1.75	52.10	100
2300	20.28	0.35	1.75	0.00	0.35	0.70	1.75	0.35			0.70	73.78	100
2330	6.64	0.35			0.35	0.00	0.00	0.00			0.00	92.31	100
Tot. Avg.	6.34	1.09	1.32	0.43	0.16	0.39	1.19	0.14	0.00	0.00	0.52	89.05	
maximum	51.05	12.94	11.89	2.45	0.70	2.45	6.99	1.05	0.00	0.00	3.15	100.00	
std. dev.	14.59	2.00	2.26	0.58	0.20	0.64	1.74	0.23	0.00	0.00	0.78	18.28	
Band 1	0.84	0.44	0.20	0.00	0.29	0.00	0.38	0.03	0.00	0.00	0.00	97.90	
Band 2	0.42	1.22	0.65	0.82	0.17	0.30	0.95	0.10	0.00	0.00	0.52	94.83	
Band 3	26.80	2.70	3.04	0.14	0.19	1.37	3.69	0.45	0.00	0.00	1.65	60.24	

**Note: Data in this Table consolidates the replies of two sets of respondents: Set 'A' respondents were asked about viewing on the day prior to the interview; Set 'B' respondents were asked about viewing two days prior to the interview.*

TABLE T6: TV VIEWING: SATURDAY
(BASE=246*)

	TVM	SUPER 1	NET TV	MAX PLUS	SMASH	RAI	MEDIA SET	OTHER ITALIAN	CH 12	CH 22	SATELLITE	NONE	TOTAL
MIDNIGHT	0.00	0.00			0.00	0.00	0.35	0.35			0.00	99.30	100
0030	0.00	0.00			0.00	0.00	0.00	0.35			0.00	99.65	100
0100	0.00	0.00			0.00	0.00	0.00	0.35			0.00	99.65	100
0130	0.00	0.00			0.00	0.00	0.00	0.35			0.00	99.65	100
0200	0.00	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0230	0.00	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0300	0.00	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0330	0.00	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0400	0.00	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0430	0.00	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0500	0.00	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0530	0.00	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0600	0.00	0.35			0.00	0.00	0.35	0.00			0.00	99.30	100
0630	0.00	0.35			0.00	0.00	0.35	0.00			0.00	99.30	100
0700	0.00	0.35			0.00	0.00	0.35	0.00			0.00	98.95	100
0730	0.00	0.35			0.00	0.00	0.35	0.00			0.00	98.95	100
0800	0.70	0.70	0.35		0.00	0.00	0.35	0.00	0.00		0.35	97.55	100
0830	0.70	0.70	0.35		0.00	0.35	0.35	0.00	0.00		0.35	97.20	100
0900	0.35	1.05	0.35	0.00	0.00	0.35	0.70	0.00	0.00	0.00	0.35	96.85	100
0930	0.35	0.70	0.00	0.00	0.00	0.35	0.70	0.00	0.00	0.00	0.70	97.20	100
1000	0.35	0.70	0.00	0.00	0.35	0.70	0.70	0.00	0.00	0.00	1.05	96.15	100
1030	0.00	0.70	0.00	0.35	0.35	0.35	0.35	0.00	0.00	0.00	1.05	96.85	100
1100	0.00	1.05	0.00	0.35	0.70	0.35	0.70	0.35	0.00	0.00	1.75	94.76	100
1130	0.00	1.05	0.00	0.00	0.70	0.35	0.35	0.35	0.00	0.00	1.05	96.15	100
NOON	0.00	1.40	0.70	0.70	0.35	0.35	0.70	0.00	0.00	0.00	0.70	95.10	100
1230	0.00	1.05	1.05	0.70	0.00	0.35	0.70	0.00	0.00	0.00	0.00	96.15	100
1300	0.00	3.15	1.05	0.35	0.00	0.35	2.45	0.00	0.00	0.00	0.35	92.31	100
1330	0.70	3.50	1.05	0.35	0.00	0.35	2.45	0.00	0.00	0.00	0.35	91.26	100
1400	2.80	3.85	1.40	0.35	0.00	0.35	3.85	0.00	0.00	0.00	1.05	86.36	100
1430	3.15	3.15	1.40	0.70	0.00	0.70	3.85	0.00	0.00	0.00	1.05	86.01	100
1500	3.85	2.10	1.05	0.70	0.00	0.35	3.85	0.00	0.00	0.00	1.05	87.06	100
1530	2.80	1.40	1.75	0.70	0.00	0.35	4.20	0.00	0.00	0.00	1.40	87.41	100
1600	3.15	1.75	1.40	1.05	0.00	0.35	3.85	0.00	0.00	0.00	2.10	86.36	100
1630	2.45	1.75	1.05	1.05	0.00	0.00	3.50	0.00	0.00	0.00	2.10	88.11	100
1700	0.70	2.10	1.05	1.05	0.00	0.00	2.80	0.35	0.00	0.00	1.75	90.21	100
1730	1.05	1.75	1.05	0.70	0.00	0.00	2.80	0.35	0.00	0.00	2.10	90.21	100
1800	1.40	2.10	1.05	1.05	0.00	0.70	3.85	0.35	0.00	0.00	1.40	88.11	100
1830	0.70	2.45	1.40	0.70	0.00	1.40	4.20	0.35	0.00	0.00	1.40	87.41	100
1900	0.70	2.10	2.45	0.70	0.00	1.75	4.90	0.35	0.00	0.00	1.05	86.01	100
1930	0.70	16.43	3.50	0.00	0.00	1.75	4.90	0.00	0.00	0.00	1.05	71.68	100
1945	1.40	9.79	11.54	0.00	0.00	1.40	6.29	0.00	0.00	0.00	1.05	68.53	100
2000	19.23	6.29	4.90	0.00	0.00	1.05	7.34	0.35	0.00	0.00	1.75	59.09	100
2030	9.44	5.59	3.15	0.00	0.35	1.75	10.14	1.75	0.00	0.00	4.90	62.94	100
2100	7.34	3.50	2.45	0.00	0.35	2.80	10.49	3.15	0.00	0.00	5.24	64.69	100
2130	5.24	3.50	1.75	0.00	0.35	2.80	10.49	2.80		0.00	5.94	67.13	100
2200	5.24	2.80	1.75	0.00	0.35	2.80	11.19	1.05		0.00	6.29	68.53	100
2230	3.15	2.80	0.35	0.00	0.35	1.75	8.74	0.70		0.00	5.24	76.92	100
2300	1.40	0.70	0.70	0.00	0.35	0.35	4.55	0.35			3.15	88.46	100
2330	0.00	0.00		0.00	0.35	0.00	1.05	0.35			2.45	95.80	100
Tot. Avg.	1.61	1.90	1.56	0.37	0.10	0.54	2.63	0.29	0.00	0.00	1.26	90.40	
maximum	19.23	16.43	11.54	1.05	0.70	2.80	11.19	3.15	0.00	0.00	6.29	100.00	
std. dev.	3.25	2.83	2.09	0.39	0.19	0.78	3.20	0.64	0.00	0.00	1.64	11.36	
Band 1	0.20	0.87	0.13	0.12	0.17	0.23	0.47	0.06	0.00	0.00	0.55	97.44	
Band 2	1.62	2.25	1.17	0.72	0.02	0.40	3.07	0.10	0.00	0.00	1.20	89.44	
Band 3	4.90	4.86	3.25	0.06	0.22	1.65	7.28	0.99	0.00	0.00	3.46	73.62	

**Note: Data in this Table consolidates the replies of two sets of respondents: Set 'A' respondents were asked about viewing on the day prior to the interview; Set 'B' respondents were asked about viewing two days prior to the interview.*

TABLE T7: TV VIEWING: SUNDAY
(BASE=246*)

	TVM	SUPER 1	NET TV	MAX PLUS	SMASH	RAI	MEDIA SET	OTHER ITALIAN	CH 12	CH 22	SATELLITE	NONE	TOTAL
MIDNIGHT	0.00	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0030	0.00	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0100	0.00	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0130	0.00	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0200	0.00	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0230	0.00	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0300	0.00	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0330	0.00	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0400	0.00	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0430	0.00	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0500	0.00	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0530	0.00	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0600	0.00	0.00			0.00	0.00	0.35	0.00			0.00	99.65	100
0630	0.00	0.00			0.00	0.00	0.35	0.00			0.00	99.65	100
0700	0.00	0.35			0.00	0.00	0.35	0.00			0.00	98.95	100
0730	0.00	0.35			0.00	0.00	0.35	0.00			0.00	98.95	100
0800	0.00	0.35	0.00		0.00	0.00	0.00	0.00	0.00		0.00	99.65	100
0830	0.00	0.35			0.00	0.00	0.35	0.00	0.00		0.00	99.30	100
0900	1.05	0.35	0.00	0.00	0.00	0.00	0.35	0.00	0.00		0.35	97.90	100
0930	1.40	0.00	0.00	0.00	0.00	0.00	0.35	0.00	0.00		0.35	97.90	100
1000	3.15	0.35	0.00	0.00	0.00	0.00	0.35	0.00	0.00		0.35	95.80	100
1030	3.85	0.35	0.00	0.35	0.00	0.00	0.35	0.00	0.00		0.00	95.10	100
1100	4.20	0.35	0.35	0.35	0.00	0.35	0.00	0.00	0.00		0.35	94.06	100
1130	4.20	0.70	0.35	0.00	0.00	0.35	0.00	0.00	0.00		0.35	94.06	100
NOON	2.80	0.35	0.35	0.00	0.00	0.70	0.00	0.00	0.00		0.70	95.10	100
1230	0.70	1.40	0.35	0.00	0.00	0.00	0.70	0.00	0.00		0.70	96.15	100
1300	1.05	2.45	0.35	0.00	0.00	0.00	2.10	0.00	0.00		1.40	92.66	100
1330	0.70	4.20	0.35	0.00	0.00	0.35	2.45	0.35	0.00		1.40	90.21	100
1400	1.75	4.90	0.35	0.00	0.00	0.70	3.85	0.35	0.00		2.10	86.01	100
1430	1.75	4.90	1.05	0.35	0.00	0.70	4.20	0.35	0.00		1.75	84.97	100
1500	2.80	3.15	1.75	0.00	0.00	1.05	4.55	0.35	0.35		3.50	82.52	100
1530	2.10	3.15	1.75	0.00	0.00	1.05	4.90	0.35	0.35		2.45	83.92	100
1600	2.45	2.10	1.75	0.00	0.00	1.05	4.55	0.00	0.35		3.15	84.62	100
1630	2.10	2.10	1.40	0.00	0.00	0.70	4.55	0.00	0.35		2.80	86.01	100
1700	2.45	1.40	1.40	0.00	0.00	0.70	3.85	0.00	0.00		3.85	86.36	100
1730	2.10	1.05	1.40	0.35	0.00	1.40	3.85	0.35	0.00		3.85	85.66	100
1800	1.40	1.40	3.85	0.00	0.00	1.75	4.20	0.35	0.00		3.85	83.22	100
1830	1.40	1.40	3.15	0.00	0.00	2.10	3.50	0.00	0.00		3.50	84.97	100
1900	1.40	3.15	3.15	0.00	0.70	1.75	5.24	0.35	0.00	0.00	3.15	81.12	100
1930	1.75	20.28	5.24	0.00	0.35	1.40	4.90	0.70	0.00	0.00	3.15	62.24	100
1945	2.10	12.94	10.14	0.00	0.00	1.05	4.55	1.05	0.00	0.00	3.15	65.03	100
2000	20.98	11.54	6.29	0.35	0.35	1.40	5.94	1.75	0.00	0.00	3.15	48.25	100
2030	10.84	24.83	5.94	0.35	0.00	3.15	8.04	2.45	0.00	0.00	4.90	39.51	100
2100	6.29	25.87	5.24	0.70	0.00	3.85	10.49	1.75	0.00	0.00	5.94	39.86	100
2130	3.50	25.17	4.20	1.05	0.00	3.15	10.49	1.05	0.00	0.00	5.94	45.45	100
2200	2.45	12.94	3.50	0.70	0.00	2.80	9.09	0.35		0.00	6.29	61.89	100
2230	1.40	5.59	3.15	0.00	0.35	2.45	8.39	0.00			6.29	72.38	100
2300	0.70	1.40	1.40	0.00	0.35	0.35	4.55	0.00			3.50	87.76	100
2330	0.35	0.35			0.35	0.00	1.40	0.00			2.10	95.10	100
Tot. Avg.	1.94	3.70	2.20	0.15	0.05	0.70	2.52	0.24	0.05	0.00	1.72	87.59	
maximum	20.98	25.87	10.14	1.05	0.70	3.85	10.49	2.45	0.35	0.00	6.29	100.00	
std. dev.	3.38	6.82	2.38	0.27	0.14	0.99	3.02	0.52	0.12	0.00	1.97	16.54	
Band 1	1.49	0.29	0.10	0.12	0.00	0.06	0.26	0.00	0.00	-	0.15	97.58	
Band 2	1.82	2.42	1.37	0.05	0.00	0.87	3.37	0.17	0.10	-	2.50	87.31	
Band 3	4.70	13.10	4.83	0.31	0.22	1.94	6.64	0.86	0.00	0.00	4.32	63.51	

**Note: Data in this Table consolidates the replies of two sets of respondents: Set 'A' respondents were asked about viewing on the day prior to the interview; Set 'B' respondents were asked about viewing two days prior to the interview.*

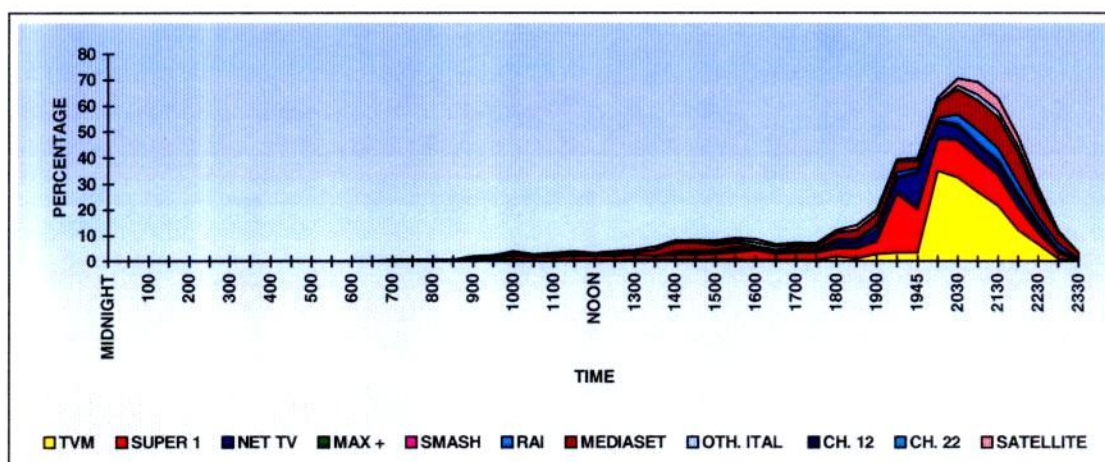


Fig 8.3: TV Audience Shares: Monday

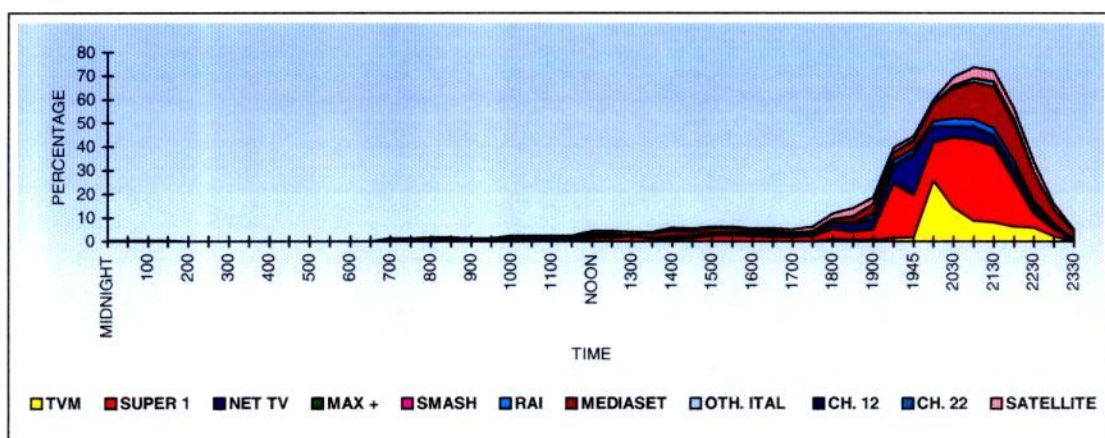


Fig 8.4: TV Audience Shares: Tuesday

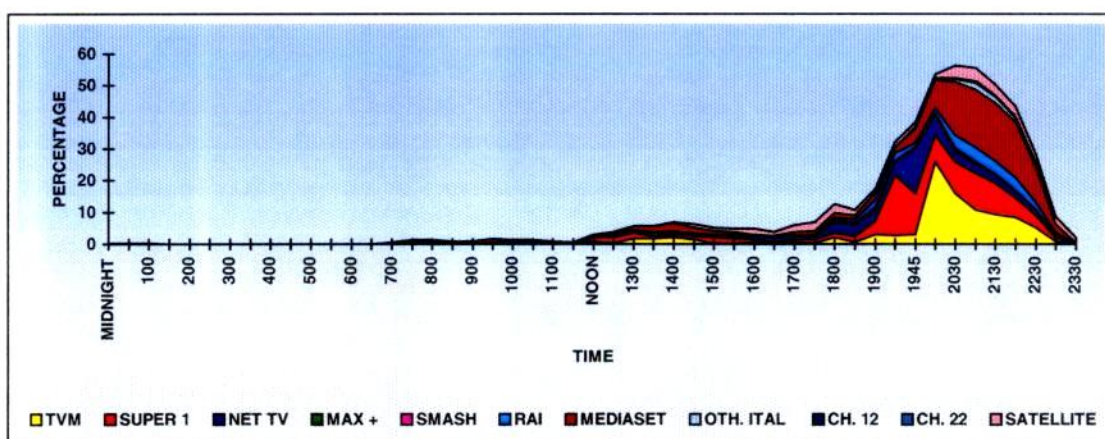


Fig 8.5: TV Audience Shares: Wednesday

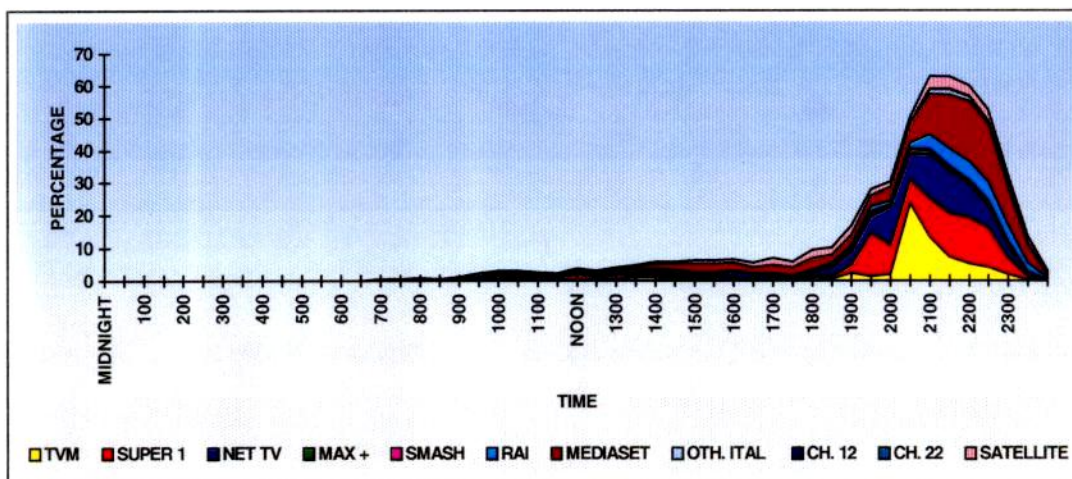


Fig 8.6: TV Audience Shares: Thursday

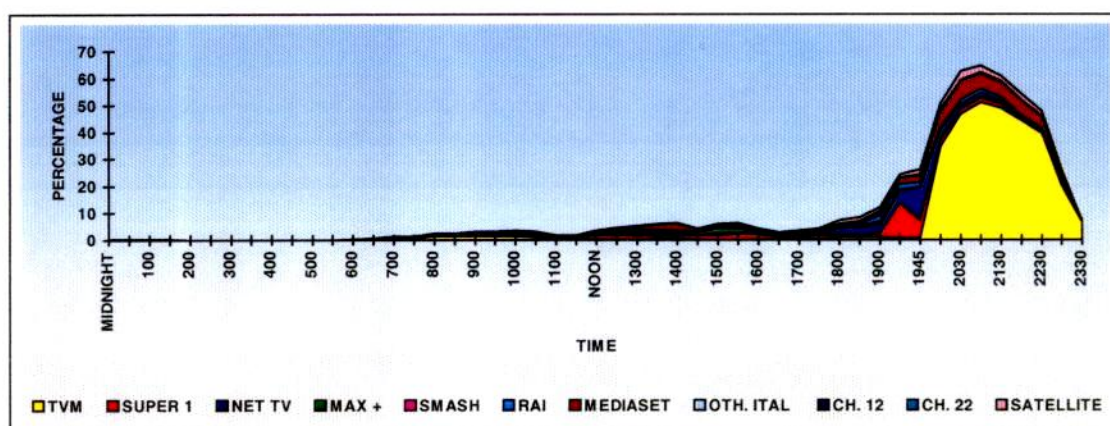


Fig 8.7: TV Audience Shares: Friday

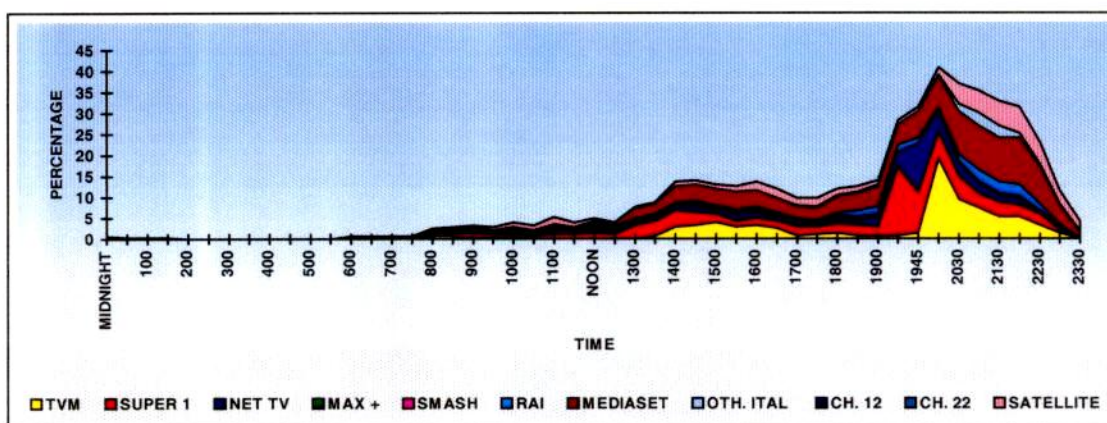


Fig 8.8: TV Audience Shares: Saturday

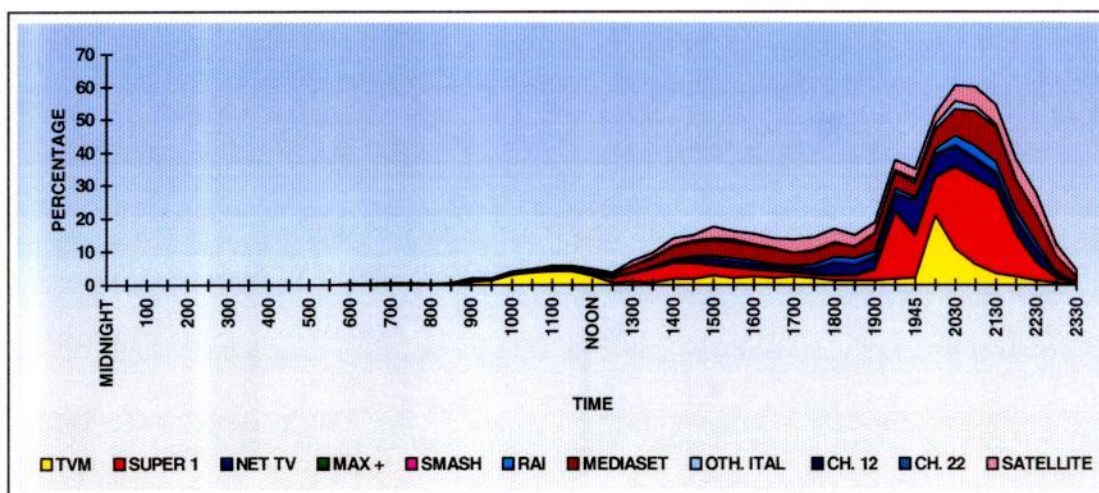


Fig 8.9: TV Audience Shares: Sunday

8.6.0 TV Audience Share

8.5.1 As stated in par. 1.4 above, the Broadcasting Authority study decided that as from the Autumn 2000 study, Time-Bands are to be used to calculate audience share by each station (see Circular No 18/00 dated 22 June 2000). In the following analysis TV audiences are therefore again grouped as follows: Time band 1: 6.00 a.m. to Noon; Time Band 2: Noon – 7.00 p.m.; and Time-band 3: 7.00 p.m. – Midnight. This will allow better comparisons in the case of stations that target specific audiences at particular times. Each of these Time-bands will be analysed individually. Data is presented in Tables 8.3 to Table 8.5. Each Time Band is accompanied by two Figures, one summarising the daily performance for each TV station, and the other, in the form of a Pie Chart, the average weekly audience share for that particular Time Band. Both the Tables and the Figures are worked on the basis of available time-slots for the stations during that time-band, and therefore ignores those time-slots when the station is not on air.

8.5.2 It is to be emphasised that one percent does not represent the same number of persons for the three different time-bands because the size of absolute audiences differs extensively across the three time-bands. This can be confirmed on examination of the absolute figures for each time-slot.

8.5.3 Table 8.3 and Figures 8.10 and 8.11 below present data on the daily average share by channel or group of channels for Time Band 1. The Table shows that for this Time-Band, the highest average for the week was obtained by TVM, at 0.50%, which translates itself into an audience share of 26.3% of all available viewers during this band (See Figure 8.11). Super 1 and Mediaset are next, and claim an audience share 23.2 and 18.4% respectively during this time-band. Smash TV and Max Plus respectively have a 7.4% and 3.97 audience share for the same time. NET TV has a 3.2% share.

Table 8.3: Time Band 1 - TV Audience Average Share - 0600 HRS -NOON

	TVM	SUP 1	NET	MAX PLUS	SMASH	RAI	MEDIASET	OTHER ITALIAN	CH 12	CH 22	SATELLITE	NONE
Monday	0.29	0.76	0.00	0.00	0.00	0.17	0.29	0.00	0.00	0.00	0.23	98.25
Tuesday	0.12	0.64	0.00	0.23	0.09	0.09	0.12	0.00	0.00	0.00	0.41	98.43
Wednesday	0.15	0.09	0.00	0.00	0.12	0.06	0.47	0.00	0.00	0.00	0.12	99.01
Thursday	0.41	0.17	0.00	0.00	0.29	0.06	0.44	0.00	0.00	0.00	0.17	98.46
Friday	0.84	0.44	0.20	0.00	0.29	0.00	0.38	0.03	0.00	0.00	0.00	97.90
Saturday	0.20	0.67	0.13	0.12	0.17	0.23	0.47	0.06	0.00	0.00	0.55	97.44
Sunday	1.49	0.29	0.10	0.12	0.00	0.06	0.26	0.00	0.00	0.00	0.15	97.58
Daily Average	0.50	0.44	0.06	0.07	0.14	0.10	0.35	0.01	0.00	0.00	0.23	98.15

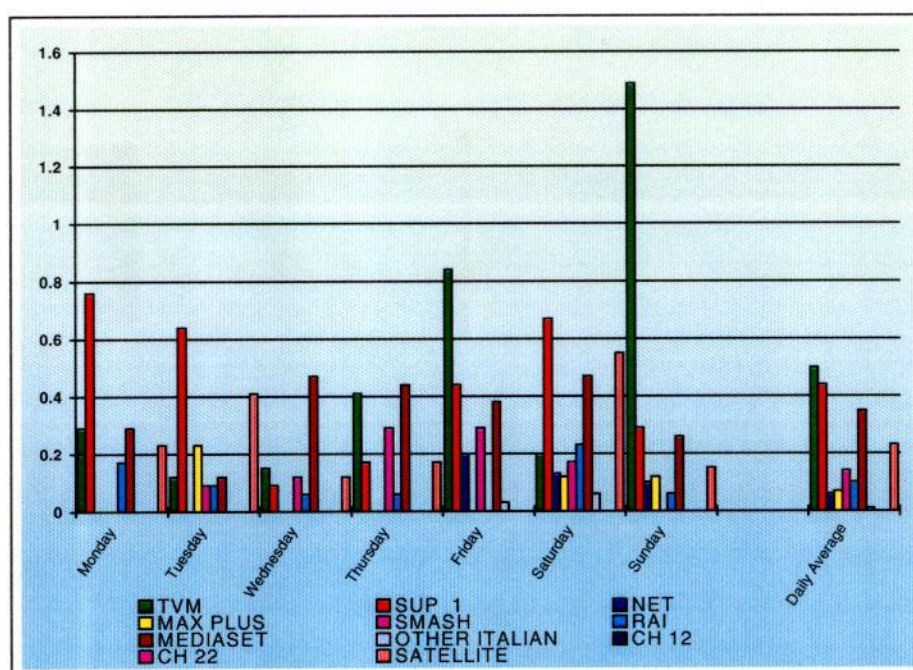


Fig. 8.10: Time Band 1: Daily Average Audience TV Levels – 1st Quarter 2001
0600 HRS -NOON

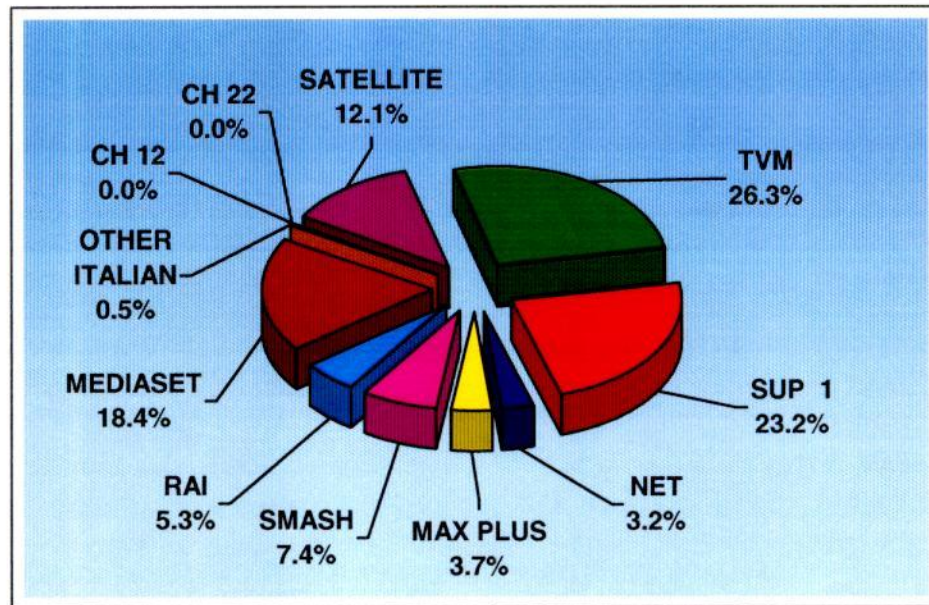


Fig. 8.11: Time Band 1: TV Average Audience Share – 1st Quarter 2001
0600 HRS –NOON

8.6.3 Table 8.4 and Figures 8.12 and 8.13 below in turn present data on the daily average share by channel or group of channels for Time Band 2, which is longer than the other two because it extends from noon till 7.00 p.m. The Table shows that for this Time-Band, the highest average for the week was obtained by Mediaset, at 1.91%, which in turn translates itself into an audience share of 24.4% of all available viewers during this band (See Figure 8.13). Of the local stations, Super 1, NET TV and TVM come next, and claim an audience share of 22.5%, 11.4% and 11.2% respectively during this time-band. Max Plus is strongest in this time-band with a 6.4% audience share despite that this station is only available on Cable, whilst Smash TV can claim only an audience share of 0.6%.

Table 8.4: Time Band 2 - TV Audience Average Share
NOON - 1900 HRS

	TVM	SUP 1	NET	MAX PLUS	SMASH	RAI	MEDIASET	OTHER ITALIAN	CH 12	CH 22	SATELLITE	NONE
Monday	0.65	2.42	0.65	0.22	0.00	0.47	1.77	0.45	0.00	0.00	0.97	92.38
Tuesday	0.15	2.05	0.60	0.50	0.05	0.30	1.27	0.15	0.00	0.00	1.37	93.56
Wednesday	1.00	1.20	0.85	0.67	0.00	0.27	1.07	0.00	0.00	0.00	1.12	93.81
Thursday	0.52	0.72	0.92	0.52	0.10	0.30	1.82	0.00	0.00	0.00	1.17	93.91
Friday	0.42	1.22	0.65	0.82	0.17	0.30	0.95	0.10	0.00	0.00	0.52	94.83
Saturday	1.62	2.25	1.17	0.72	0.02	0.40	3.07	0.10	0.00	0.00	1.20	89.44
Sunday	1.82	2.42	1.37	0.05	0.00	0.87	3.37	0.17	0.10	0.00	2.50	87.31
Daily Average	0.88	1.76	0.89	0.50	0.05	0.42	1.91	0.14	0.01	0.00	1.27	92.18

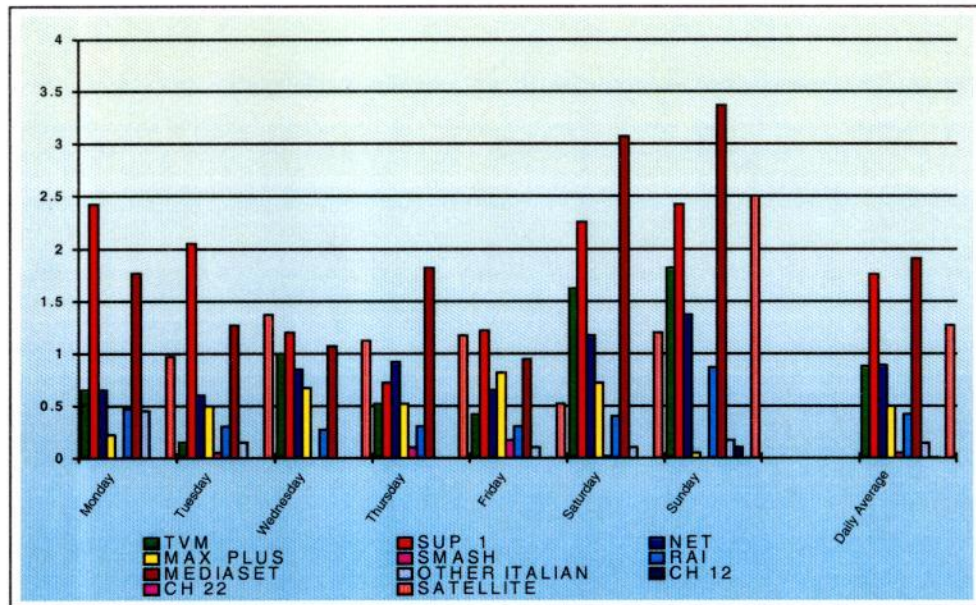


Fig. 8.12: Time Band 2: Daily Average Audience TV Levels – 1st Quarter 2001
NOON - 1900 HRS

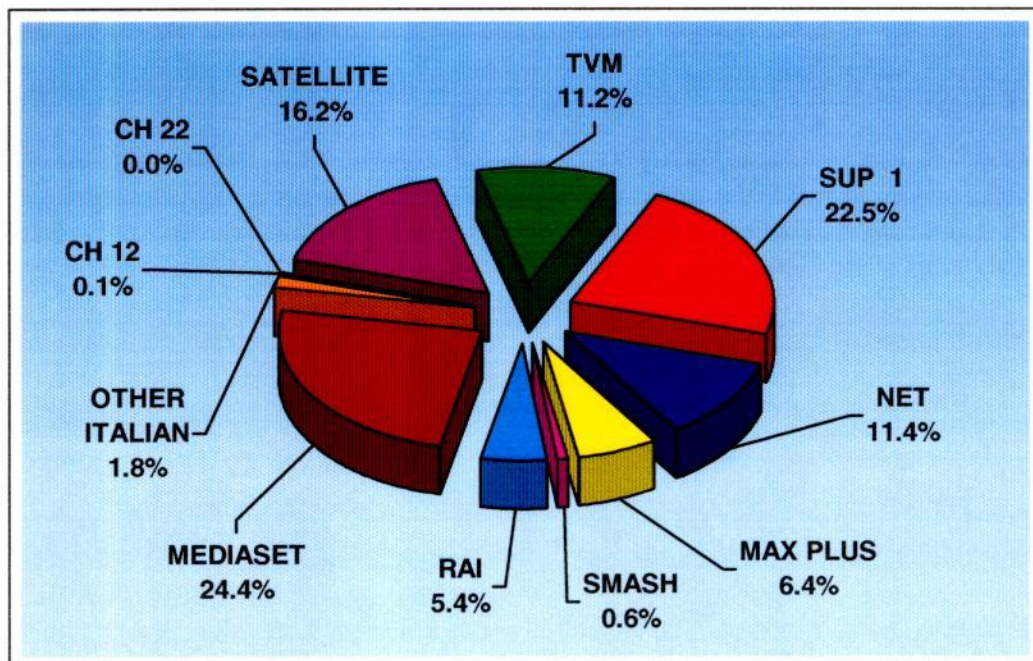


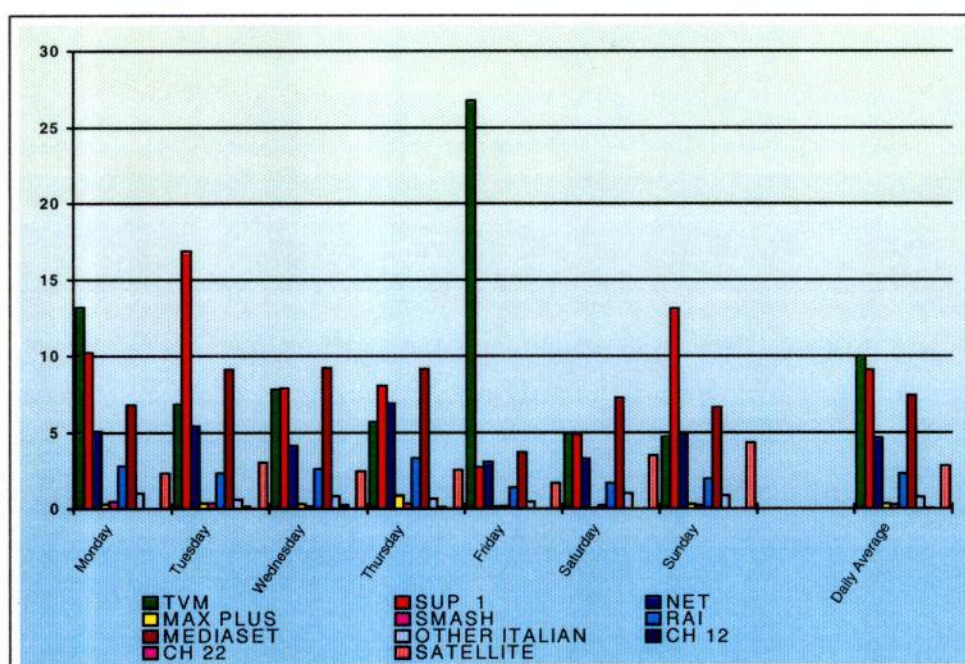
Fig. 8.13: Time Band 2: TV Average Audience Share – 1st Quarter 2001
NOON - 1900 HRS

8.6.4 The third time band represents prime time for TV and extends from 7.00 p.m. until midnight. Table 8.5 and Figures 8.14 and 8.15 below present data on the daily average share by channel or group of channels for Time Band 3. The Table shows that for this Time-Band, the highest average for the week was also obtained by TVM, at 9.99%, which in turn translates itself into an audience share of 26.5% of all available viewers during this band (See Figure 8.15). Of the other local stations, Super 1 and NET TV follow, and claim an audience share of 24.1% and 12.4% respectively during this time-band. None

of the other local TV stations is particularly strong during this time-band, but Mediaset stations, Satellite stations and RAI respectively command 19.7%, 7.5% and 6% audience shares.

**Table 8.5: Time Band 3 - TV Audience Average Share
1900 HRS - MIDNIGHT**

	TVM	SUP 1	NET	MAX PLUS	SMASH	RAI	MEDIASET	OTHER ITALIAN	CH 12	CH 22	SATELLITE	NONE
Monday	13.19	10.24	5.07	0.31	0.48	2.77	6.80	0.99	0.00	0.00	2.32	58.33
Tuesday	6.83	16.85	5.42	0.35	0.35	2.32	9.12	0.60	0.14	0.00	3.02	55.50
Wednesday	7.82	7.88	4.13	0.31	0.16	2.61	9.22	0.83	0.23	0.00	2.45	64.84
Thursday	5.69	8.07	6.90	0.86	0.32	3.31	9.15	0.64	0.12	0.00	2.54	62.43
Friday	26.80	2.70	3.04	0.14	0.19	1.37	3.69	0.45	0.00	0.00	1.65	60.24
Saturday	4.90	4.86	3.25	0.06	0.22	1.65	7.28	0.99	0.00	0.00	3.46	73.62
Sunday	4.70	13.10	4.83	0.31	0.22	1.94	6.64	0.86	0.00	0.00	4.32	63.51
Daily Average	9.99	9.10	4.66	0.34	0.28	2.28	7.42	0.76	0.07	0.00	2.82	62.64



**Fig. 8.14: Time Band 3: Daily Average Audience TV Levels – 1st Quarter 2001
1900 HRS – MIDNIGHT**

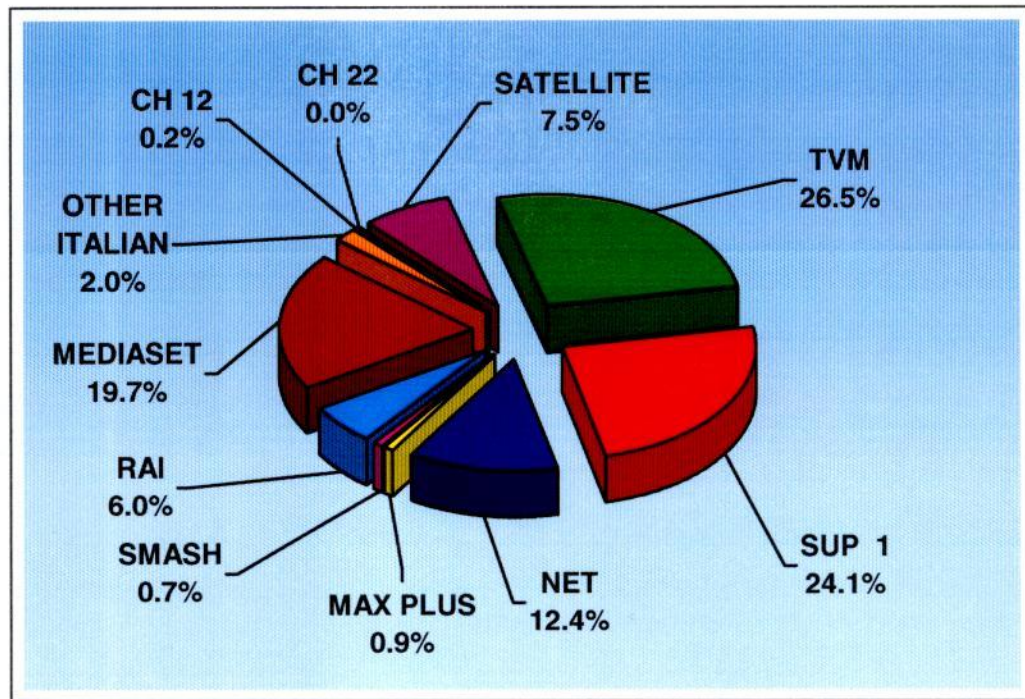


Fig. 8.15: Time Band 3: TV Average Audience Share – 1st Quarter 2001
1900 HRS – MIDNIGHT

8.6.4 Table 8.6 summarises the performance of the different stations for each time-band. It is noteworthy that local stations dominate audiences to this extent, and that whenever there is a local content, the non-Maltese stations, be they terrestrial or satellite stations received directly or relayed via cable, have only secondary influence on local viewership. This is most evident in respect of Time-Band 3, but even in respect of the other two time-bands, local stations always draw more than 50% of local audiences.

8.6.5 Of the local stations TVM is the station that currently commands the largest number of viewers on the island, followed by Super 1 and NET TV. As a station, Smash TV is strongest in Time Band 1, whilst Max Plus, which is only available on Cable, is, particularly strong in Time Band 2. For the sake of some comparison, the parallel Table for the study conducted in the Autumn of 2000 is being reproduced as Table 8.7. It is to be noted that both Tables refer to percentages, and that absolute audience size are not the same in the different time-bands.

Table 8.6: Audience Share Summary by Time-Band
1st Quarter 2001

	Time Band 1 0600 hrs – 1200 hrs	Time Band 2 1200 hrs – 1900hrs	Time Band 3 1900 hrs – 2400 hrs
	%	%	%
TVM	26.3	11.2	26.5
Super 1 TV	23.2	22.5	24.1
NET	3.2	11.4	12.4
Max Plus	3.7	6.4	0.9
Smash TV	7.4	0.6	0.7
Channel 12	0.0	0.1	0.2
Channel 22	0.0	0.0	0.0
RAI	5.3	5.4	6.0
Mediaset	18.4	24.4	19.7
Other Italian	0.5	1.8	2.0
Satellite Stations	12.1	16.2	7.5

Table 8.7: Audience Share Summary by Time-Band
(Autumn 2000)

	Time Band 1 0600 hrs – 1200 hrs	Time Band 2 1200 hrs – 1900hrs	Time Band 3 1900 hrs – 2400 hrs
	%	%	%
Super 1 TV	22.1	27.6	29.3
TVM	19.5	7.9	25.4
NET	0.0	12.0	14.5
Max Plus	3.9	7.0	0.4
Smash TV	3.9	0.4	0.4
Channel 12	0.0	0.1	0.4
Channel 22	1.9	0.9	0.1
RAI	4.5	7.4	6.6
Mediaset	20.8	22.6	15.5
Other Italian	0.0	1.7	0.9
Satellite Stations	23.4	12.3	6.4

IX CONCLUSION

- 9.1 This study confirms that the Maltese radio and TV media are fast consolidating themselves. Both radio and TV remain very important in the lives of the Maltese, as evident by the vast numbers of listeners and viewers they have on a regular basis: 74.4% of the Maltese say that they are radio listeners whilst 98.2% of the Maltese say that they watch TV regularly.
- 9.2 This study confirms the patterns now firmly established by successive longitudinal studies conducted by the Authority but documents important changes affecting audience size and apportionment for both Radio and TV. This study reveals that interesting shifts have taken place in overall audience shares in both radio and TV *over the last twelve months*. The greatest overall increases in audience share between 6.00 a.m. and midnight have been registered by Radio Calypso (+5.1%), Radio Capital (+2.2%), Radju MAS (+0.7%) and University Radio (+0.2%). On this 18-hour basis, the greatest loss over the last twelve months was also registered by Radio Super 1 (-2.5%). Losses were also registered by Bay Radio (-1.3%), Smash (-0.7%), RTK (-0.6%) Radju Malta (-0.4%), Radio 101 and FM Bronja (-0.2% each).
- 9.3 In terms of audience share, the three main stations remain Super 1 Radio, RTK and Radio 101, but when the Maltese were asked to express an overall preference for the 'best radio station' the best three stations were given as Super 1 Radio, Bay Radio and RTK, in this order.
- 9.4 Shifts in TV audience shares are also noticeable since this time last year, even though they are not being quantified here because since the second study published for the last quarter of 2000, the Broadcasting Authority has started a new time-band based computation of audience shares. But if a comparison is made with the second Autumn study in respect of TV, it can be noticed that shifts affected Super 1 TV, TVM and NET TV in particular. TVM appears to be gaining ground in all three time-bands whilst Super 1 lost some ground in time-bands 2 and 3, even if it still dominates the local TV scene in Time-band 2 (Noon – 6.00 p.m.). Over the same period NET TV has lost ground in time-bands 2 and 3 but gained ground in time-band 1 in which it is now also transmitting for part of the time. Max Plus, which transmits exclusively on the Cable network, has more or less retained its share in time-bands 1 and 2 and gained ground in time-band 3. It needs repeating that 1% is not equivalent to the same number of persons watching TV in the different time-bands because absolute audience size is different in each of the three time-bands, as can be attested to by the figures for absolute audience size.
- 9.5 This study has again confirmed that local stations have developed programmes that attract higher audiences than the news bulletins. TVM's *Xarabank* this time round has probably broken an all-time record as almost half the Maltese population seems to have watched this programme when the study was being

conducted. This was partly the result of its popularity and partly due to the fact that this programme fell on the day after the special address to the nation made by the Prime Minister on the La Salle issue, and in which the Prime Minister was himself the main guest. It is to be noted that the audience audit had already started when the La Salle issue blew up. In reality, its occurrence provides interesting data on how Maltese viewers behave. In this particular instant it can be noticed that Super1 TV retained its audience level during the Prime Minister's broadcast to the nation on the issue, as did the Mediaset channels at the same time; TVM and NETTV both had a higher audience prior to the broadcast. It is likely (but this cannot be proved through this study) that more Maltese preferred to watch the Prime Minister's address on NET TV rather than on TVM on Thursday, but then followed a discussion on TVM on the next day when *Xarabank* provided the opportunity. Through the change of the planned programme for the Friday *Xarabank* edition, TVM's programme flexibility managed to capture a record audience when the issue was still very hot. Super 1's most popular programme is *Simpatiji* on Tuesday. NET TV's most popular programme is the News Bulletin at 7.45 p.m. which registered its peak audience on Tuesday. The most popular programme on Max Plus remains *Sellili*, broadcast in the early afternoon.

- 9.6 In other areas this study confirms the findings of earlier studies. The availability of more than one TV set at home is decreasing the source of arguments on what is to be watched among family members. This study also confirms that as far as children are concerned, male boys tend to be slightly more influential than the girls in the family when a choice is necessary. It is interesting to note that the combined influence of boys and girls exceeds that of the mother.
- 9.7 This study also confirms the continuing influence of Cable TV: as many as 66.4% stated that they are now connected to the cable network, but premium services are still more common among the higher socio-economic groups. Satellite systems are also becoming increasingly important: 8.3% say that they own a satellite system even though this imposes on them an additional, discriminatory, tax simply because they opt for a direct satellite system.
- 9.8 When the interest of the Maltese in different programme segments is analysed in respect of the individual radio stations, the current study documents only slight changes by programme segment. Music continues to be the segment most liked by Maltese radio listeners, followed by Local and Foreign News. The two segments Health/Beauty/Home/Law and Women's Programmes have each gained a step over the last twelve months.
- 9.9 The same general pattern is true of the TV figures. A general loss in the percentages is noticeable, but the 'null statistic' on which these figures are based shows that the relativities established in previous studies conducted during the first quarter of the year are again generally confirmed. Although the change is very marginal, Foreign and not Local News is now the segment with the highest interest. This is followed by Local News Feature Films and Discussions. Music continues to feature very low in respect of TV, contrary to what it does in respect of radio.

- 9.10 It is interesting that interest 'always' to watch party political broadcasts that fall under the responsibility of the Authority has decreased by 5% over the last year. This 5% has shifted to an additional 4% to 'sometimes' and 1% to 'never'. It would seem that the emerging pattern is for local politics to be less interesting and attractive on a day-to-day basis, but when there is a crisis or a special issue, interest immediately returns, as can be so readily confirmed with the patterns that spontaneously emerged during the La Salle crisis.
- 9.11 In summary, the current study has once more confirmed that the Maltese media are becoming increasingly important in the daily life of the Maltese, and closely reflect the heartbeat of the nation. Maltese consumers expect the media to inform them in time of crisis and unexpected events and look for them as the source of recreation and relaxation during the routine rhythm of their daily lives. The audience figures for individual programmes, both local and foreign, show Maltese are sensitive to product quality, even if quality is naturally defined within the idiosyncrasies of the local culture.

APPENDIX A

TECHNICAL REPORT

1.0 Sampling Procedure

- 1.1 The objectives of this study as delineated in Chapter II of this Report, involve the twin objectives of Audience Auditing and Opinion Collection. The methodology to be used accordingly needed to be adequate to cover both areas with reliability and in a way that guarantees the validity of the survey data.
- 1.2 This study was based on the proposal made, i.e. that a national sample of not less than 1001 should be selected, thus giving a rounded number of 143 interviews per day.
- 1.3 All the addresses in Malta and Gozo that appeared in the last edition of the Electoral Register for Local Councils were grouped into 500 Electoral blocks, each containing an approximately equal number of potential interviewees. Of these 500 blocks, 28 were in turn randomly selected. The standard random sampling procedure was next used to identify names of potential respondents within this block.
- 1.4 Audience levels audited in this project incorporate as part of the total population currently resident in Malta any foreigner who was resident in Malta during the week when the study was conducted. This survey among residents in Malta was conducted over a one-week period, starting Thursday, 15 February 2001 until Wednesday, 21 February 2001. For the first day covered by this study (Thursday) two calendar days were used in order for the base to be doubled as was done for the other days of the week when interviewees were asked about 'yesterday' and 'the day before'. As such the data for Thursday aggregates viewing for the 15 and the 22 February 2001. Interviews were effectively carried out in *Valletta, Senglea,, Qormi, Zebbug, Zabbar, Zabbar, Siggiewi, Rabat (Gozo), Attard, B'Kara, B'Bugia, Fgura, Gzira, Ghaxaq, Hamrun, Lija, Marsacala, Mellieha, Mosta, Naxxar, Paola,, Rabat (Malta), St. Julian's, San Gwann, Saint Paul's Bay, Sta Venera, Sliema and Xewkija.*

2.0 Audience Audit

- 2.1 On each day of the week, a sub-sample made up of one seventh of the total sample size was accordingly interviewed, and each interviewee was asked to indicate at what times he or she had listened to any of the radio stations in respect of radio, and at what times he or she had been watching TV in respect of television, on the **two consecutive days** preceding the interview. The whole day was divided into half-hour time-bands. Each interviewee was required to indicate whether he or she was a listener during that time-band or not. An interviewee was deemed to have been a listener for that slot time-band if he or she stated that he/she was tuned in for at least one minute more than half of that slot's duration.

2.2 The reliability of the study was increased by extending the questions not only to the day preceding the interview but also to the two days prior to the interview. This is the maximum accepted limit of recall for this kind of study. As a result of this, the sub-sample base for each day of the week was doubled, and in effect became two-sevenths of the total sample size.

2.3 For this study the multi-stage random sampling procedure was used for those aged 18 years and older. The sample was drawn from the last edition of Local Councils electoral register. For those aged under 18, quota sampling was used. The sample produced was sub-stratified by gender and age group to reflect the demographic structure for this age cohort

3.0 *Opinion Study*

3.1 In order to meet the second set of objectives established for this research exercise by the *Authority* regarding the range of aspects of broadcasting listed in the Authority's brief, all the interviewees were asked a set of identical questions irrespective of the day in which they were interviewed for the Audience Audit. Hence, the base for this section of the study, was the total number of interviews involved over the whole study.

5.0 *Analysis*

5.1 The survey results, were collected on the basis of a questionnaire specially designed for this study.

5.2 Whenever feasible, results were analysed by Gender, Age, Socio-Economic Category of the respondent or of the respondent's Head of Household where applicable (such as when the respondent is a housewife or a student not attending an Institution of Higher Learning), and Type of Viewer as follows:

i. Gender: Male
 Female

ii. Age: 12-17
 18-30
 31-50
 51-65
 65 +

iii. Socio-Economic Category of Self or of Head of Household when that of the respondent himself/herself is not applicable:

Group 1 - AB professional, managerial, administrative

Group 2 - C1 higher clerical, clerical, supervisor, skilled craftsmen and technicians, owner/manager of small business

Group 3 - C2 skilled manual workers and foremen

Group 4 - DE semi-skilled, unskilled, labourers, casual workers and those whose income is provided by the state.

5.3 The figures for the Radio Audience Audit were analysed by Station, as follows:

Radju Malta
Radju Parlament
FM Bronja
Super One Radio
Radio 101
Island Sound
Bay Radio
RTK
Smash Radio
Radio Calypso
University Radio
Radju MAS
Capital Radio

5.4 The figures for the TV Audience Audit were analysed as follows:

Television

TVM
Super One
NET TV
Smash TV
RAI Stations (*RAI 1, RAI 2 & RAI 3*)
Mediaset Group of Stations (*Canale 5, Italia Uno & Rete 4*)
Other Italian Stations

Cable

Max Plus
Channel 12
Education 22
Satellite Stations

6.0 Fieldwork

6.1 The study took the form of personal interviews conducted in private homes by a team of experienced interviewers.

6.2 Before the start of the fieldwork proper, the questionnaire was piloted. This ensured that the questionnaire did not present any problems in the interview situation. Dummy interviews were carried out during the briefing session. Interviewers were constantly supervised by two supervisors in order to ensure that difficulties that arose during the actual fieldwork were easily solved. The supervisors were responsible for checking that the interviews were being correctly done, and that the regulations for interviewing were constantly being strictly observed.

6.3 The majority of the fieldwork was conducted in Maltese except for non-nationals in which case it was conducted in English.

Appendix B

Opening and Closing Times of Radio & TV stations

(produced for this study by the Broadcasting Authority)

TV											
Monday											
	TVM	SUPER 1	NET TV	MAX +	SMASH	RAI	MEDIASET	OTHER	CHANNEL	CHANNEL	SATELLITE
		TV						ITALIAN	12	22	
OPEN	7:00	7:00	8:00	8:00	8:00				8:00	9:30	
			Note 3	Note 4							
CLOSE	0:00	0:00	8:30	9:00	0:00				22:00	23:00	
		Prog. Schedules & Repeats									
OPEN	Note 1		9:00	9:00	Note 5				Note 6	Note 7	
CLOSE			23:30	23:30							
Tuesday											
	TVM	SUPER 1	NET TV	MAX +	SMASH	RAI	MEDIASET	OTHER	CHANNEL	CHANNEL	SATELLITE
		TV						ITALIAN	12	22	
OPEN	7:00	7:00	8:00	8:00	8:00				8:00	9:30	
			Note 3	Note 4							
CLOSE	0:00	0:00	8:30	9:00	0:00				23:30	23:00	
	CNN International	Note 2			Note 5				Note 6	Note 7	
OPEN			9:00	9:00							
CLOSE			23:30	0:00							
Wednesday											
	TVM	SUPER 1	NET TV	MAX +	SMASH	RAI	MEDIASET	OTHER	CHANNEL	CHANNEL	SATELLITE
		TV						ITALIAN	12	22	
OPEN	7:00	7:00	8:00	8:00	8:00				8:00	9:30	
			Note 3	Note 4							
CLOSE	0:00	0:00	8:30	9:00	0:00				22:30	23:00	
	CNN International	Prog. Schedules & Repeats			Note 5				Note 6	Note 7	
OPEN			9:00	9:00							
CLOSE			23:30	22:30							

Thursday										
	TVM	SUPER 1	NET TV	MAX +	SMASH	RAI	MEDIASET	OTHER	CHANNEL	SATELLITE
		TV						ITALIAN	12	22
OPEN	7:00	7:00	8:00	8:00	8:00				8:00	9:30
			Note 3	Note 4						
CLOSE	0:00	23:00	8:30	9:00	0:00				23:00	23:00
	CNN	Prog. Schedules & Repeats			Note 5				Note 6	Note 7
OPEN			9:00	9:00						
CLOSE			0:00	0:00						
Friday										
	TVM	SUPER 1	NET TV	MAX +	SMASH	RAI	MEDIASET	OTHER	CHANNEL	SATELLITE
		TV						ITALIAN	12	22
OPEN	7:00	7:00	8:00	8:00	8:00				8:00	9:30
			Note 3	Note 4						
CLOSE	0:00	23:00	8:30	9:00	0:00				21:00	23:00
	CNN	Prog. Schedules & Repeats			Note 5				Note 6	Note 7
OPEN			9:00	9:00						
CLOSE			23:30	23:30						
Saturday										
	TVM	SUPER 1	NET TV	MAX +	SMASH	RAI	MEDIASET	OTHER	CHANNEL	SATELLITE
		TV						ITALIAN	12	22
OPEN	7:00	8:00	8:00	8:00	8:00				8:00	9:00
			Note 3	Note 4						
CLOSE	0:00	0:00	8:30	9:00	0:00				21:30	23:00
	CNN	Prog. Schedules & Repeats			Note 5				Note 6	Note 7
OPEN			9:00	9:00						
CLOSE			23:30	23:30						

Sunday

	TVM	SUPER 1	NET TV	MAX +	SMASH	RAI	MEDIASET	OTHER	CHANNEL	CHANNEL	SATELLITE
		TV						ITALIAN	12	22	
OPEN	7:00	7:00	8:00	8:00	8:00				8:00	19:00	
			Note 3	Note 4							
CLOSE	0:00	0:00	23:30	9:00	0:00				22:00	22:30	
	CNN International	Prog. Schedules & Repeats		9:00	Note 5				Note 6	Note 7	
CLOSE				23:30							
Note 1	TVM - On Monday, 19th February, Station Closure at 00:00 was followed by the continuation of the UEFA Champions League Documentary which was started on same day at 23:30 and stopped at 00:00 for station closure. Following station linked to CNN like all other days.										
Note 2	SUPER 1 TV - On Tuesday, 20th February, Station Closure at 0:00 was followed by the continuation of a football march then programme repeats and programme schedules.										
Note 3	NET TV - Programmes start at 09:00a.m. However at 08:00 Net News is broadcast every day										
Note 4	MAX PLUS TV - Broadcasts programme schedules from 08:00 to 09:00. Programmes start at 09:00										
Note 5	SMASH TV - From 00:00 to 08:00 the station broadcasts music clips										
Note 6	Channel 12 broadcasts Community Notices and Deutsche Welle										
Note 7	Channel 22 broadcasts notices and programme schedules										

SHADED AREAS ARE TRANSMISSION PERIODS

RADIO

Monday

	RM	RP	SUPER 1	RADIO 101	IS	BAY	RTK	SMASH	CALYPSO	UNI RADIO	RADIO MAS	FM BRONJA	CAPITAL
OPEN	6:00				6:30	6:30					6:30	6:30	6:30
CLOSE				2:00	22:00	22:30	2:00		Note 16	Note 17	16:30	23:00	21:30
			Note 10	Note 11									
OPEN				6:00	Note 12	Note 13	5:30		6:00	16:30	Note 18	Note 19	Note 20
CLOSE									23:30	23:00			

Tuesday

	RM	RP	SUPER 1	RADIO 101	IS	BAY	RTK	SMASH	CALYPSO	UNI RADIO	RADIO MAS	FM BRONJA	CAPITAL
OPEN					6:30	6:30					6:00	6:30	6:30
CLOSE	1:00			3:00	22:00	9:30	2:00		Note 16	Note 17	16:30	23:00	21:30
	Note 8		Note 10	Note 11									
OPEN	6:00			6:00	Note 12	Note 13	5:30		6:00	16:30	Note 18	Note 19	Note 20
CLOSE									23:00	23:00			

Wednesday

	RM	RP	SUPER 1	RADIO 101	IS	BAY	RTK	SMASH	CALYPSO	UNI RADIO	RADIO MAS	FM BRONJA	CAPITAL
OPEN					6:30	6:30					6:30	6:30	6:30
CLOSE	1:00			1:00	22:00	22:30	2:00		Note 16	Note 17	16:30	23:00	23:00
	Note 8		Note 10	Note 11									
OPEN	6:00			6:00	Note 12	Note 13	5:30		6:00	16:30	Note 18	Note 19	Note 20
CLOSE	0:00								23:00	23:00			

Thursday														
	RM	RP	SUPER 1	RADIO 101	IS	BAY	RTK	SMASH	CALYPSO	UNI RADIO	RADIO MAS	FM BRONJA	CAPITAL	
OPEN	6:00				6:00	6:30					6:30	6:30	6:30	
CLOSE	0:00			2:00	0:00	22:30	2:00		Note 16	Note 17	16:30	23:00	23:00	
			Note 10	Note 11										
OPEN	Note 8			6:00	Note 12	Note 13	5:30		6:00	16:30	Note 18	Note 19	Note 20	
CLOSE							23:00	23:00						
Friday														
	RM	RP	SUPER 1	RADIO 101	IS	BAY	RTK	SMASH	CALYPSO	UNI RADIO	RADIO MAS	FM BRONJA	CAPITAL	
OPEN	6:00				6:00	6:30					7:00	6:30	6:30	
CLOSE	0:00			1:00	22:00	22:30	2:00		Note 16	Note 17	16:30	23:00	21:00	
			Note 10	Note 11										
OPEN	Note 8			6:00	Note 12	Note 13	5:30		6:00	16:30	Note 18	Note 19	Note 20	
CLOSE							23:00	23:00						
Saturday														
	RM	RP	SUPER 1	RADIO 101	IS	BAY	RTK	SMASH	CALYPSO	UNI RADIO	RADIO MAS	FM BRONJA	CAPITAL	
OPEN	6:00				7:00	7:00					7:00	6:30	7:00	
									7:00					
CLOSE				1:30	1:00	22:30	2:00		Note 16 A	Note 17	16:30	23:00	22:00	
			Note 10	Note 11					8:00					
OPEN				6:00	Note 12	Note 13	5:30			16:30	Note 18	Note 19	Note 20	
CLOSE										22:00				21:00

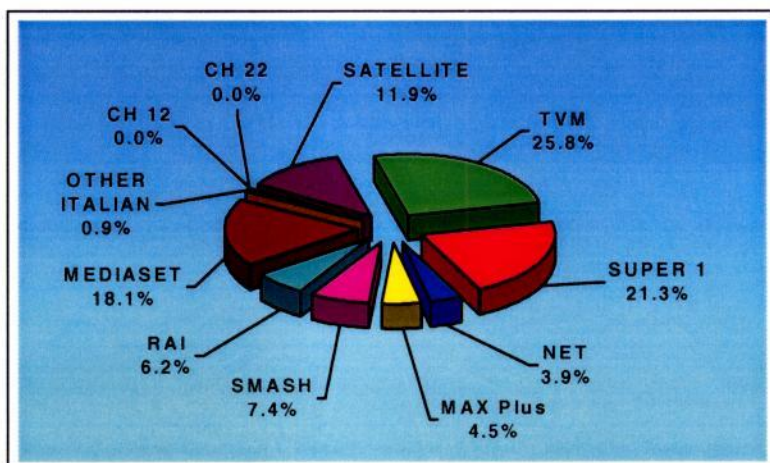
Sunday											
	RM	RP	SUPER 1	RADIO 101	IS	BAY	RTK	SMASH	CALYPSO	UNI RADIO	RADIO MAS
OPEN					7:00	7:00					6:00
CLOSE	1:00			0:00	21:00	20:30	2:00		Note 16	Note 17	
	Note 8		Note 10	Note 11							
OPEN	6:00			6:00	Note 12	Note 13	5:30		7:00	16:30	
CLOSE	0:00								21:00	23:00	
Note 8	Radju Malta - Tuesdays and Wednesdays - BBC BBC World Service all night; Thursdays to Mondays - Cabaret and programme repeats.										
Note 9	Radju Parliament										
Note 10	Super 1 Radio - Continuous transmissions										
Note 11	Radio 101 - Station broadcasts non-stop music between transmissions										
Note 12	Island Sound - Station broadcasts BBC World Service on Monday to Friday Nights. On Saturday night and Sunday night BBC World Service is replaced by Non-stop music										
Note 13	Bay Radio - link with "Radio Voyager"										
Note 14	RTK										
Note 15	Smash Radio - 24 hr continuous broadcast										
Note 16	Calypso - Station broadcasts non-stop music. 16A - Station stopped all transmissions from Saturday 07:00 to 08:00 same day										
Note 17	University Radio - Station broadcasts BBC World Service all night from 23:00 to 06:00 when frequency is turned over to Radju MAS										
Note 18	Radju MAS - 06:00 to 16:30 takes over the University Radio frequency										
Note 19	FM Bronja - Station broadcasts BBC World Service all night										
Note 20	Capital Radio - Station broadcasts non-stop music.										

SHADED AREAS ARE TRANSMISSION PERIODS

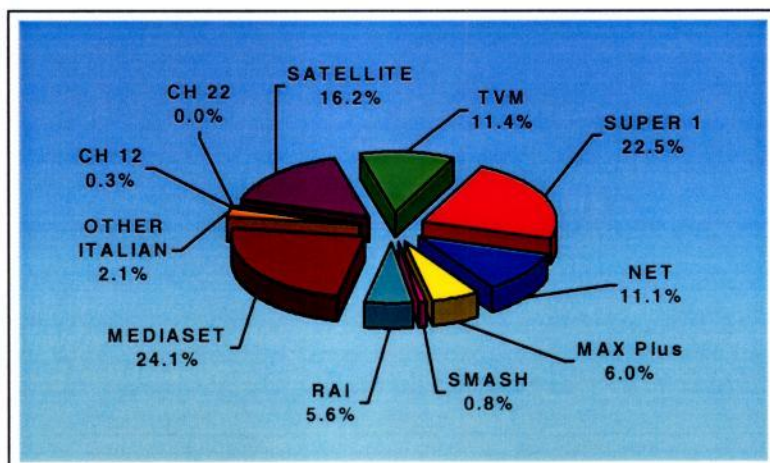
Appendix C

Audience Share Cable Network

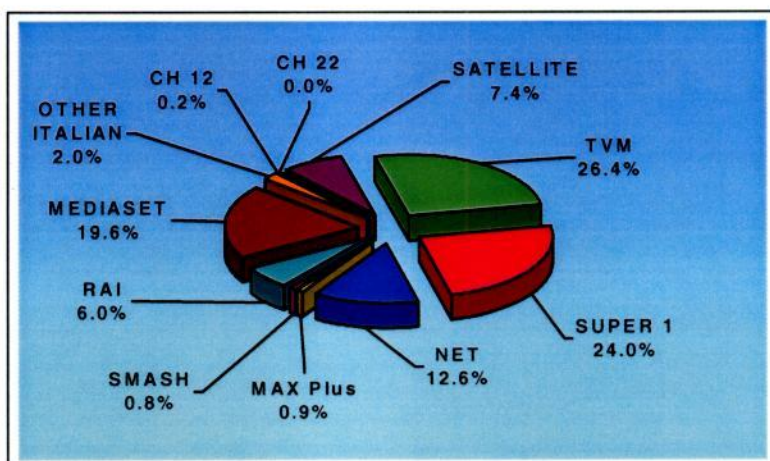
(Share for stations not on Cable Network only apportioned 66.4% of total audience share, this being the number of respondents who stated that they are subscribed to the services provided by Melita Cable plc.)



Time-Band 1: 0600 hrs - Noon



Time-Band 2: Noon - 1900 hrs



Time-Band 3: 1900 hrs – Midnight

Table AC-1: Audience Share Summary by Time-Band
(All Stations, 1st Quarter 2001)

	Time Band 1 0600 hrs – 1200 hrs	Time Band 2 1200 hrs – 1900hrs	Time Band 3 1900 hrs – 2400 hrs
	%	%	%
TVM	26.3	11.2	26.5
Super 1 TV	23.2	22.5	24.1
NET	3.2	11.4	12.4
Max Plus	3.7	6.4	0.9
Smash TV	7.4	0.6	0.7
Channel 12	0.0	0.1	0.2
Channel 22	0.0	0.0	0.0
RAI	5.3	5.4	6.0
Mediaset	18.4	24.4	19.7
Other Italian	0.5	1.8	2.0
Satellite Stations	12.1	16.2	7.5

Table AC-2: Audience Share Summary by Time-Band – Cable Network Only
(1st Quarter 2001)

	Time Band 1 0600 hrs – 1200 hrs	Time Band 2 1200 hrs – 1900hrs	Time Band 3 1900 hrs – 2400 hrs
	%	%	%
TVM	25.8	11.4	26.4
Super 1 TV	21.3	22.5	24.0
NET	3.9	11.1	12.6
Max Plus	4.5	6.0	0.9
Smash TV	7.4	0.8	0.8
Channel 12	0.0	0.3	0.2
Channel 22	0.0	0.0	0.0
RAI	6.2	5.6	6.0
Mediaset	18.1	24.1	19.6
Other Italian	0.9	2.1	2.0
Satellite Stations	11.9	16.2	7.4

SERIAL NO [] C1

T2 Tista', jekk joghgbok tghidli xi programmi RAJT FUQ IT-TV IL-BIERAH TLURA? (DAY of WEEK _____)
 IF NO TV STATION WAS VIEWED ON SELECTED DAY, PLEASE SKIP QUESTION
 TIME REFERS TO ONE-HALF HOUR PERIOD STARTING AT POINT GIVEN
 INDICATE PERIOD IF AT LEAST 16 MINUTES FOR EACH HALF HOUR.

	TVM	SUP1	NET TV	MAX +	SMASH	RAI	MEDIA SET	OTHER ITALIAN	CHANNEL 12	CHANNEL 22	SATELLITE	
MIDNIGHT	1	2	3	4	5	6	7	8	9	10	11	T0000
0.30	1	2	3	4	5	6	7	8	9	10	11	T0030
1.00	1	2	3	4	5	6	7	8	9	10	11	T0100
1.30	1	2	3	4	5	6	7	8	9	10	11	T0130
2.00	1	2	3	4	5	6	7	8	9	10	11	T0200
2.30	1	2	3	4	5	6	7	8	9	10	11	T0230
3.00	1	2	3	4	5	6	7	8	9	10	11	T0300
3.30	1	2	3	4	5	6	7	8	9	10	11	T0330
4.00	1	2	3	4	5	6	7	8	9	10	11	T0400
4.30	1	2	3	4	5	6	7	8	9	10	11	T0430
5.00	1	2	3	4	5	6	7	8	9	10	11	T0500
5.30	1	2	3	4	5	6	7	8	9	10	11	T0530
6.00	1	2	3	4	5	6	7	8	9	10	11	T0600
6.30	1	2	3	4	5	6	7	8	9	10	11	T0630
7.00	1	2	3	4	5	6	7	8	9	10	11	T0700
7.30	1	2	3	4	5	6	7	8	9	10	11	T0730
8.00	1	2	3	4	5	6	7	8	9	10	11	T0800
8.30	1	2	3	4	5	6	7	8	9	10	11	T0830
9.00	1	2	3	4	5	6	7	8	9	10	11	T0900
9.30	1	2	3	4	5	6	7	8	9	10	11	T0930
10.00	1	2	3	4	5	6	7	8	9	10	11	T1000
10.30	1	2	3	4	5	6	7	8	9	10	11	T1030
11.00	1	2	3	4	5	6	7	8	9	10	11	T1100
11.30	1	2	3	4	5	6	7	8	9	10	11	T1130
NOON	1	2	3	4	5	6	7	8	9	10	11	T1200
12.30	1	2	3	4	5	6	7	8	9	10	11	T1230
1.00	1	2	3	4	5	6	7	8	9	10	11	T1300
1.30	1	2	3	4	5	6	7	8	9	10	11	T1330
2.00	1	2	3	4	5	6	7	8	9	10	11	T1400
2.30	1	2	3	4	5	6	7	8	9	10	11	T1430
3.00	1	2	3	4	5	6	7	8	9	10	11	T1500
3.30	1	2	3	4	5	6	7	8	9	10	11	T1530
4.00	1	2	3	4	5	6	7	8	9	10	11	T1600
4.30	1	2	3	4	5	6	7	8	9	10	11	T1630
5.00	1	2	3	4	5	6	7	8	9	10	11	T1700
5.30	1	2	3	4	5	6	7	8	9	10	11	T1730
6.00	1	2	3	4	5	6	7	8	9	10	11	T1800
6.30	1	2	3	4	5	6	7	8	9	10	11	T1830
7.00	1	2	3	4	5	6	7	8	9	10	11	T1900
7.30	1	2	3	4	5	6	7	8	9	10	11	T1930
7.45	1	2	3	4	5	6	7	8	9	10	11	T1945
8.00	1	2	3	4	5	6	7	8	9	10	11	T2000
8.30	1	2	3	4	5	6	7	8	9	10	11	T2030
9.00	1	2	3	4	5	6	7	8	9	10	11	T2100
9.30	1	2	3	4	5	6	7	8	9	10	11	T2130
10.00	1	2	3	4	5	6	7	8	9	10	11	T2200
10.30	1	2	3	4	5	6	7	8	9	10	11	T2230
11.00	1	2	3	4	5	6	7	8	9	10	11	T2300
11.30	1	2	3	4	5	6	7	8	9	10	11	T2330

SERIAL NO [] C1

R2 Tista', jekk jogħġbok, tgħidli xi programmi smajt TAR-RADJU INTI IL-BIERAHT-LURA? (DAY OF WEEK _____)

IF NO RADIO STATION WAS HEARD ON SELECTED DAY, PLEASE SKIP QUESTION.

TIME REFERS TO ONE HALF HOUR PERIOD STARTING AT POINT GIVEN.

INDICATE PERIOD IF AT LEAST 16 MINUTES ARE SPENT LISTENING TO RADIO IN EACH PARTICULAR TIME SLOT

	RM1	RP	SUPER 1	RAD 101	IS	BAY	RTK	SMASH	CALYPSO	UNIR	MAS	FM	BRONJA	CAPITAL	
MIDNIGHT	1	2	3	4	5	6	7	8	9				12	13	R0000
0.30	1	2	3	4	5	6	7	8	9				12	13	R0030
1.00	1	2	3	4	5	6	7	8	9				12	13	R0100
1.30	1	2	3	4	5	6	7	8	9				12	13	R0130
2.00	1	2	3	4	5	6	7	8	9				12	13	R0200
2.30	1	2	3	4	5	6	7	8	9				12	13	R0230
3.00	1	2	3	4	5	6	7	8	9				12	13	R0300
3.30	1	2	3	4	5	6	7	8	9				12	13	R0330
4.00	1	2	3	4	5	6	7	8	9				12	13	R0400
4.30	1	2	3	4	5	6	7	8	9				12	13	R0430
5.00	1	2	3	4	5	6	7	8	9				12	13	R0500
5.30	1	2	3	4	5	6	7	8	9				12	13	R0530
6.00	1	2	3	4	5	6	7	8	9				12	13	R0600
6.30	1	2	3	4	5	6	7	8	9				12	13	R0630
7.00	1	2	3	4	5	6	7	8	9		11		12	13	R0700
7.30	1	2	3	4	5	6	7	8	9		11		12	13	R0730
8.00	1	2	3	4	5	6	7	8	9		11		12	13	R0800
8.30	1	2	3	4	5	6	7	8	9		11		12	13	R0830
9.00	1	2	3	4	5	6	7	8	9		11		12	13	R0900
9.30	1	2	3	4	5	6	7	8	9		11		12	13	R0930
10.00	1	2	3	4	5	6	7	8	9		11		12	13	R1000
10.30	1	2	3	4	5	6	7	8	9		11		12	13	R1030
11.00	1	2	3	4	5	6	7	8	9		11		12	13	R1100
11.30	1	2	3	4	5	6	7	8	9		11		12	13	R1130
NOON	1	2	3	4	5	6	7	8	9		11		12	13	R1200
12.30	1	2	3	4	5	6	7	8	9		11		12	13	R1230
1.00	1	2	3	4	5	6	7	8	9		11		12	13	R1300
1.30	1	2	3	4	5	6	7	8	9		11		12	13	R1330
2.00	1	2	3	4	5	6	7	8	9		11		12	13	R1400
2.30	1	2	3	4	5	6	7	8	9		11		12	13	R1430
3.00	1	2	3	4	5	6	7	8	9		11		12	13	R1500
3.30	1	2	3	4	5	6	7	8	9		11		12	13	R1530
4.00	1	2	3	4	5	6	7	8	9		11		12	13	R1600
4.30	1	2	3	4	5	6	7	8	9	10			12	13	R1630
5.00	1	2	3	4	5	6	7	8	9	10			12	13	R1700
5.30	1	2	3	4	5	6	7	8	9	10			12	13	R1730
6.00	1	2	3	4	5	6	7	8	9	10			12	13	R1800
6.30	1	2	3	4	5	6	7	8	9	10			12	13	R1830
7.00	1	2	3	4	5	6	7	8	9	10			12	13	R1900
7.30	1	2	3	4	5	6	7	8	9	10			12	13	R1930
8.00	1	2	3	4	5	6	7	8	9	10			12	13	R2000
8.30	1	2	3	4	5	6	7	8	9	10			12	13	R2030
9.00	1	2	3	4	5	6	7	8	9	10			12	13	R2100
9.30	1	2	3	4	5	6	7	8	9	10			12	13	R2130
10.00	1	2	3	4	5	6	7	8	9	10			12	13	R2200
10.30	1	2	3	4	5	6	7	8	9	10			12	13	R2230
11.00	1	2	3	4	5	6	7	8	9	10			12	13	R2300
11.30	1	2	3	4	5	6	7	8	9				12	14	R2330

v. SECTION B

R1 Tista' jekk joghgbok, tghidli xi programmi smajt **TAR-RADJU** INTI il-bierah? (DAY of WEEK _____)

IF NO RADIO STATION WAS HEARD ON SELECTED DAY, PLEASE SKIP QUESTION.

TIME REFERS TO ONE HALF-HOUR PERIOD STARTING AT POINT GIVEN.

INDICATE PERIOD IF AT LEAST 16 MINUTES ARE SPENT LISTENING TO RADIO DURING EACH INDIVIDUAL TIME-SLOT

	RM1	RP	SUPER 1	RAD 101	IS	BAY	RTK	SMASH	CALYPSO	UNIR	MAS	FM BRONJA	CAPITAL	
MIDNIGHT	1	2	3	4	5	6	7	8	9			12	13	R0000
0.30	1	2	3	4	5	6	7	8	9			12	13	R0030
1.00	1	2	3	4	5	6	7	8	9			12	13	R0100
1.30	1	2	3	4	5	6	7	8	9			12	13	R0130
2.00	1	2	3	4	5	6	7	8	9			12	13	R0200
2.30	1	2	3	4	5	6	7	8	9			12	13	R0230
3.00	1	2	3	4	5	6	7	8	9			12	13	R0300
3.30	1	2	3	4	5	6	7	8	9			12	13	R0330
4.00	1	2	3	4	5	6	7	8	9			12	13	R0400
4.30	1	2	3	4	5	6	7	8	9			12	13	R0430
5.00	1	2	3	4	5	6	7	8	9			12	13	R0500
5.30	1	2	3	4	5	6	7	8	9			12	13	R0530
6.00	1	2	3	4	5	6	7	8	9			12	13	R0600
6.30	1	2	3	4	5	6	7	8	9			12	13	R0630
7.00	1	2	3	4	5	6	7	8	9		11	12	13	R0700
7.30	1	2	3	4	5	6	7	8	9		11	12	13	R0730
8.00	1	2	3	4	5	6	7	8	9		11	12	13	R0800
8.30	1	2	3	4	5	6	7	8	9		11	12	13	R0830
9.00	1	2	3	4	5	6	7	8	9		11	12	13	R0900
9.30	1	2	3	4	5	6	7	8	9		11	12	13	R0930
10.00	1	2	3	4	5	6	7	8	9		11	12	13	R1000
10.30	1	2	3	4	5	6	7	8	9		11	12	13	R1030
11.00	1	2	3	4	5	6	7	8	9		11	12	13	R1100
11.30	1	2	3	4	5	6	7	8	9		11	12	13	R1130
NOON	1	2	3	4	5	6	7	8	9		11	12	13	R1200
12.30	1	2	3	4	5	6	7	8	9		11	12	13	R1230
1.00	1	2	3	4	5	6	7	8	9		11	12	13	R1300
1.30	1	2	3	4	5	6	7	8	9		11	12	13	R1330
2.00	1	2	3	4	5	6	7	8	9		11	12	13	R1400
2.30	1	2	3	4	5	6	7	8	9		11	12	13	R1430
3.00	1	2	3	4	5	6	7	8	9		11	12	13	R1500
3.30	1	2	3	4	5	6	7	8	9		11	12	13	R1530
4.00	1	2	3	4	5	6	7	8	9		11	12	13	R1600
4.30	1	2	3	4	5	6	7	8	9	10		12	13	R1630
5.00	1	2	3	4	5	6	7	8	9	10		12	13	R1700
5.30	1	2	3	4	5	6	7	8	9	10		12	13	R1730
6.00	1	2	3	4	5	6	7	8	9	10		12	13	R1800
6.30	1	2	3	4	5	6	7	8	9	10		12	13	R1830
7.00	1	2	3	4	5	6	7	8	9	10		12	13	R1900
7.30	1	2	3	4	5	6	7	8	9	10		12	13	R1930
8.00	1	2	3	4	5	6	7	8	9	10		12	13	R2000
8.30	1	2	3	4	5	6	7	8	9	10		12	13	R2030
9.00	1	2	3	4	5	6	7	8	9	10		12	13	R2100
9.30	1	2	3	4	5	6	7	8	9	10		12	13	R2130
10.00	1	2	3	4	5	6	7	8	9	10		12	13	R2200
10.30	1	2	3	4	5	6	7	8	9	10		12	13	R2230
11.00	1	2	3	4	5	6	7	8	9	10		12	13	R2300
11.30	1	2	3	4	5	6	7	8	9			12	14	R2330

SECTION D: OPINION COLLECTION

SERIAL NO [] C1

Q1. L-ahbarijiet TA' MALTA tippreferi L-AKTAR? **MARK ONLY ONE**

- tismagghom fuq ir-radju 1
 tarahom fuq it-televizjoni 2
 taqrahom fuq il-gazzetta 3
 tismagghom minghand haddiehor 4 (K1)

Q2. L-ahbarijiet TA' BARRA tippreferi L-AKTAR? **MARK ONLY ONE**

- tismagghom fuq ir-radju 1
 tarahom fuq it-televizjoni 2
 taqrahom fuq il-gazzetta 3
 tismagghom minghand haddiehor 4 (K2)

Q3a. Inti tismighu ir-Radju? IVA 1 b) B'kollox xi kemm-il siegha tisma' radio kuljum? [] K3001
 LE 2 (K3)

c. Jekk IVA, fejn tismighu r-Radju? **(MORE THAN ONE ANSWER ALLOWED)**

ID-DAR	IX-XOGHOL	FIL-KAROZZA
1	2	3

(K4001-003)

Q4. Kollox ma' kollox, liema ahseb li hu l-ahjar stazzjon tar-RADJU li ghandna f' Malta?

(tista' timmarka WIEHED BISS) SHOWCARD

RM1	RP	SUPER 1	RAD 101	IS	BAY	RTK	LIVE FM	SMASH	CALY PSO	UNI R	MAS	FM BRONJA	CAPITAL	
1	2	3	4	5	6	7	8	9	10	11	12	13	14	(K5A)

Q5. Fuq liema stazzjon tar-radju l-aktar li tippreferi tisma' dawn il-programmi?

(tista' timmarka WIEHED BISS) SHOWCARD

	RM1	RP	SUPER 1	RAD 101	IS	BAY	RTK	SMASH	CALYPSO	UNIR	MAS	FM BRONJA	CAPITAL	
MUZIKA	1	2	3	4	5	6	7	9	10	11	12	13	14	(K5)
DISKUSSIONIJIET FUQ PROBLEMI PERSONALI	1	2	3	4	5	6	7	9	10	11	12	13	14	(K6)
SPORT	1	2	3	4	5	6	7	9	10	11	12	13	14	(K7)
FLUS U BUSINESS	1	2	3	4	5	6	7	9	10	11	12	13	14	(K8)
KULTURALI	1	2	3	4	5	6	7	9	10	11	12	13	14	(K9)
SAHHA / SBUHIJA / DAR / LIGI	1	2	3	4	5	6	7	9	10	11	12	13	14	(K10)
RELIGJUZI	1	2	3	4	5	6	7	9	10	11	12	13	14	(K11)
NOVELLI U DRAMMI	1	2	3	4	5	6	7	9	10	11	12	13	14	(K12)
PROGRAMMI TAT-TFAL	1	2	3	4	5	6	7	9	10	11	12	13	14	(K13)
PROGRAMMI GHALL-MARA														(K13A)
AHBARIJET TA' MALTA	1	2	3	4	5	6	7	9	10	11	12	13	14	(K14)
AHBARIJET TA' BARRA	1	2	3	4	5	6	7	9	10	11	12	13	14	(K15)
ANALIZI TAL-KBAR / CURRENT AFFAIRS	1	2	3	4	5	6	7	9	10	11	12	13	14	(K16)

Q6a. Inti tara TV? IVA 1 b) B'kollox xi kemm-il siegha tara TV kuljum? [] K17001
 LE 2 (K17)

c. Jekk IVA, fejn l-AKTAR li tara TV? (mark ONE only)

- Sitting/Livng 1
 Dining 2
 Kcina 3
 Bedroom 4
 Post lehor 5 (K18)

d. Inti x'hin tippreferi li jkunu l-ahbarijiet tat-TV fil-ghaxija? [] (K18a)

Q7a. Ghandek Servizz tal-Cable TV?

LE	IVA -BASIC	IVA -RECEPTION	IVA -TV PLUS
0	1	2	3

K 19

Q7b. Ghandek The Move Channel u/jew The Sports Channel?

	LE	IVA
THE MOVIE CHANNEL	0	1
THE SPORTS CHANNEL	0	1

K 19a

K19b

Q7c. Inti ghandek dixx ghas-Satellita d-dar?

IVA	0
LE	1

K19c

Q8. Liema Stazzjon tahseb li hu l-ahjar ghall-...?

	TVM	SUP 1	NET	SMASH	MAX PLUS	RAI	MEDIA SET	OTHER ITALIAN	SATELLITE	
AHBARIJET TA' MALTA	1	2								K20
AHBARIJET TA' BARRA	1	2	3	4	5	6	7	8	9	K21
SPORTS	1	2	3	4	5	6	7	8	9	K22
TEMP	1	2	3	4	5	6	7	8	9	K23
FEATURE FILMS	1	2	3	4	5	6	7	8	9	K24
SERIALS/SOAP OPERAS	1	2	3	4	5	6	7	8	9	K25
DOKUMENTARJI	1	2	3	4	5	6	7	8	9	K26
CURRENT AFFAIRS	1	2	3	4	5	6	7	8	9	K27
DISKUSSIONIJET	1	2	3	4	5	6	7	8	9	K28
QUIZES/GAME SHOWS/VARJETA'	1	2	3	4	5	6	7	8	9	K29
MUSIC VIDEO-CLIPS	1	2	3	4	5	6	7	8	9	K30
PLAYS	1	2	3	4	5	6	7	8	9	K31
ARTI U KULTURA	1	2	3	4	5	6	7	8	9	K32
GHALL-MARA	1	2	3	4	5	6	7	8	9	K33
GHAT-TFAL	1	2	3	4	5	6	7	8	9	K34
RELIGJUZI	1	2	3	4	5	6	7	8	9	K35
BUSINESS/FINANZI	1	2	3	4	5	6	7	8	9	K36

Q9. INTI SSEGWIHOM IL-PROGRAMMI POLITICI TAL-AWTORITA' TAX-XANDIR

DEJJEM	1
KULTANT	2
QATT	3 (K37)

Q11. MILL-ESPERJENZA TIEGHEK MIN TAHSEB HI L-PERSUNA LI GHANDHA L-AKTAR INFLUWENZA FIL-FAMILJA BIEX TIDDECIEDI X'TV CHANNEL JINTAGHZEL? (mark ONE only)

IR-RAGEL	1
IL-MARA	2
IT-TFAL SUBIEN	3
IT-TFAL BNIET	4

(K38)

Q12. HEMM XI PROGRAMMI GODDA LI TIXTIEQ LI JINTWEREW FUQ IT-TV JEW JINSTEMGHU FUQ IR-RADJU? TV

(K39001-09)

RADJU

(K40001-09)

DAY OF INTERVIEW

Audience Audit & Opinion Study - 2001

SERIAL NUMBER

[] SCN

Socio-Economic Category:

OCCUPATION OF SELF/MAIN BREADWINNER

(Please write in FULL if Housewife, please write that of MAIN BREADWINNER IF PENSIONER, please write trade prior to retirement IN FULL)

Group 1 AB professional, managerial, administrative	1
Group 2 C1 higher clerical, clerical, supervisor, skilled craftsmen and technicians, owner/manager of small business	2
Group 3 C2 skilled manual workers and foremen	3
Group 4 DE semi-skilled, unskilled, labourers, casual workers and those whose income is paid by Govt.	4

(C6)

Educational Level (Last School Attended)

No School	1
Primary	2
Secondary	3
Technical Institute	4
Tertiary	5

(C7)

SECTION B

T1 TISTA', JEKK JOGHGBOK TGHIDLI KEMM RAJT TV IL-BIERAH? (Day of Week _____)

IF NO TV STATION WAS VIEWED ON SELECTED DAY, PLEASE SKIP QUESTION

TIME REFERS TO ONE-HALF HOUR PERIOD STARTING AT POINT GIVEN

INDICATE PERIOD IF AT LEAST 15 MINUTES FOR EACH HALF HOUR.

	TVM	SUP 1	NET TV	MAX +	SMASH	RAI	MEDIA SET	OTHER ITALIAN	CHANNEL 12	CHANNEL 22	SATELLITE	
MIDNIGHT	1	2	3	4	5	6	7	8	9	10	11	T0000
0.30	1	2	3	4	5	6	7	8	9	10	11	T0030
1.00	1	2	3	4	5	6	7	8	9	10	11	T0100
1.30	1	2	3	4	5	6	7	8	9	10	11	T0130
2.00	1	2	3	4	5	6	7	8	9	10	11	T0200
2.30	1	2	3	4	5	6	7	8	9	10	11	T0230
3.00	1	2	3	4	5	6	7	8	9	10	11	T0300
3.30	1	2	3	4	5	6	7	8	9	10	11	T0330
4.00	1	2	3	4	5	6	7	8	9	10	11	T0400
4.30	1	2	3	4	5	6	7	8	9	10	11	T0430
5.00	1	2	3	4	5	6	7	8	9	10	11	T0500
5.30	1	2	3	4	5	6	7	8	9	10	11	T0530
6.00	1	2	3	4	5	6	7	8	9	10	11	T0600
6.30	1	2	3	4	5	6	7	8	9	10	11	T0630
7.00	1	2	3	4	5	6	7	8	9	10	11	T0700
7.30	1	2	3	4	5	6	7	8	9	10	11	T0730
8.00	1	2	3	4	5	6	7	8	9	10	11	T0800
8.30	1	2	3	4	5	6	7	8	9	10	11	T0830
9.00	1	2	3	4	5	6	7	8	9	10	11	T0900
9.30	1	2	3	4	5	6	7	8	9	10	11	T0930
10.00	1	2	3	4	5	6	7	8	9	10	11	T1000
10.30	1	2	3	4	5	6	7	8	9	10	11	T1030
11.00	1	2	3	4	5	6	7	8	9	10	11	T1100
11.30	1	2	3	4	5	6	7	8	9	10	11	T1130
NOON	1	2	3	4	5	6	7	8	9	10	11	T1200
12.30	1	2	3	4	5	6	7	8	9	10	11	T1230
1.00	1	2	3	4	5	6	7	8	9	10	11	T1300
1.30	1	2	3	4	5	6	7	8	9	10	11	T1330
2.00	1	2	3	4	5	6	7	8	9	10	11	T1400
2.30	1	2	3	4	5	6	7	8	9	10	11	T1430
3.00	1	2	3	4	5	6	7	8	9	10	11	T1500
3.30	1	2	3	4	5	6	7	8	9	10	11	T1530
4.00	1	2	3	4	5	6	7	8	9	10	11	T1600
4.30	1	2	3	4	5	6	7	8	9	10	11	T1630
5.00	1	2	3	4	5	6	7	8	9	10	11	T1700
5.30	1	2	3	4	5	6	7	8	9	10	11	T1730
6.00	1	2	3	4	5	6	7	8	9	10	11	T1800
6.30	1	2	3	4	5	6	7	8	9	10	11	T1830
7.00	1	2	3	4	5	6	7	8	9	10	11	T1900
7.30	1	2	3	4	5	6	7	8	9	10	11	T1930
7.45	1	2	3	4	5	6	7	8	9	10	11	T1945
8.00	1	2	3	4	5	6	7	8	9	10	11	T2000
8.30	1	2	3	4	5	6	7	8	9	10	11	T2030
9.00	1	2	3	4	5	6	7	8	9	10	11	T2100
9.30	1	2	3	4	5	6	7	8	9	10	11	T2130
10.00	1	2	3	4	5	6	7	8	9	10	11	T2200
10.30	1	2	3	4	5	6	7	8	9	10	11	T2230
11.00	1	2	3	4	5	6	7	8	9	10	11	T2300
11.30	1	2	3	4	5	6	7	8	9	10	11	T2330

12 - 17	1
18 - 30	2
31 - 50	3
51 - 65	4
65 +	5

(C5)

Age:

Male	1
Female	2

(C4)

Gender