

Report

on a Study of the Views

of the Maltese on

Radio & TV Set Ownership

Viewing Preferences

News Transmissions

Party Political Broadcasts &

Radio Audiences

(Part I – Commentary)

prepared for the

Broadcasting Authority

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I INTRODUCTION

1.1 Following discussions at the Broadcasting Authority, (MBA) represented by the Chief Executive of the Authority, and Malta University Services Ltd. (MUS), it was indicated that the MBA needed to conduct a series of Audience Research Surveys to cover a number of services and programmes that are of particular interest to, or fall directly under the responsibility of the Broadcasting Authority. It was explained by the Authority's Chief Executive that this has become particularly necessary as a result of the pending liberalisation of broadcasting in Malta, and the new role to be ascribed to the MBA by the new broadcasting legislation.

1.2 During these meetings a distinction was made between the Authority's immediate and long term requirements in view of the MBA's new obligations imposed through the new legislation. The main areas to be researched were identified as:

(a) Audience Preferences in respect of Radio Services: the MBA is interested to know what the Maltese expect from private radio stations, and in particular in which ways, if any, the Maltese expect these stations to differ from State broadcasting services;

(b) Audience Evaluation of Xandir Malta's existing broadcasting schedule, with particular reference to the News and to Party Political Broadcasts;

(c) Audience Audit of the Media, to be regularly monitored.

1.3 These studies and particularly (b) above, were being conceived as a continuation of an earlier study conducted by MUS Ltd. for the MBA. It was being envisaged that the Authority would soon be obliged by law, according to article 30(2) of the Broadcasting Act, to conduct audience research regularly. These new provisions impose regular audience audit responsibilities on the MBA. Through these studies, the MBA intends to build up a data base on the basis of which it can execute the duties assigned to it.

1.4 In view of the fact that MUS Ltd. has been requested to look at all the requirements together, MUS Ltd. agreed that it would seek to meet *immediate* requirements, but that the proposals it presents would be

conceived in the context of an integrated strategy. These proposals were effectively presented to the Authority at the beginning of April 1991. By letter dated 18 April 1991, the Chief Executive of the Broadcasting Authority confirmed to MUS Ltd. that the Authority had agreed with the proposals made by MUS Ltd., on how to meet the "immediate requirements", and was commissioning MUS Ltd. to pursue its proposals, subject to a number of minor modifications which needed to be made to the proposed research instrument.

1.5 The areas specifically studied by this project are:

(a) *TV Ownership and General Preferences among the Maltese with respect to TV broadcasting*

(b) *The News Service*

(c) *Party Political Broadcasts, and*

(d) *Radio Broadcasting*

1.6 It is to be emphasised that this study covers the subjective perceptions of the Maltese of the way these programmes are influencing them. Knowledge of these perceptions is essential for proper programme scheduling. As explained in the Technical Report, the scientific sample procedure adopted allows the application of these findings to the total Maltese population aged 16 and over.

1.7 This report presents the data collected for this study. It is divided into two parts: Part I is a running commentary on the quantitative data whilst Part II incorporates all the Tables. Part I is composed of eight main chapters. After this *Introduction*, the second chapter summarises the specific *Objectives of this Study*. This is followed by the four main chapters, respectively covering the findings on the *General Preferences of the Maltese with respect to TV broadcasting; News Bulletins, Political Broadcasts and Radio Broadcasting*. Chapter VIII, the *Conclusion*, seeks to tie up the various findings in summary form. Whenever possible, comparisons with the 1990 study are drawn, and the relative figures from that study are included in this report in brackets for easy reference. Part I also includes two appendices: Appendix A is a Technical Report on the Methodology used for this study; Appendix B reproduces the actual questionnaire used in Maltese for interviews both in Malta and Gozo.

II OBJECTIVES

2.1 The overall objective of audience research to be conducted for the Broadcasting Authority to meet all its requirements would need to provide information on the following:

(a) the expectations of the public from the various public and private sector radio stations for which licences are soon to be issued;

(b) the state of listenership and viewership of Xandir Malta's main news bulletins with particular reference to:

- i. the number of persons listening and watching each bulletin;*
- ii. the evaluation of the audience on content and presentation;*
- iii. the assessment of the viewers with regard to the existence of any bias;*

(c) the state of listenership or viewership of Party Political Broadcasts with particular reference to:

- i. the number of persons following such broadcasts in each of the different categories;*
- ii. audience attitudes concerning the style and duration of such programmes.*

2.1 As already explained in the *Introduction*, these objectives have been divided by the Authority into "immediate" and "long-term". This study covers (a), (b) ii and iii, and (c) ii. Indications on (b) i and on (c) i are also available in this study, but since this study was clearly conceived *not* to be an "Audience Audit", additional, specially designed, studies would be required to meet fully the requirements arising therefrom.

III INTERVIEWEE PROFILE

3.1 Table 1 gives the profile of the Survey conducted both in Malta and Gozo. The distribution obtained adequately covers both sexes, all the socio-economic categories and the three newspaper readership groups agreed with client prior to the survey, as explained in the Technical Report.

3.2 As in 1990, a question about newspaper readership was included in the research instrument so that an indirect indication of the political orientation of respondents could be obtained. Its interpretation requires care. The definition of each group is to be found in section 2.2 (iv) of the Technical Report, Appendix A. Group 1 and Group 2 reflect a distinct orientation to the Nationalist Party and to the Malta Labour Party respectively. Group 3 respondents are made up, on the one hand, of respondents who do not read any of the daily or Sunday newspapers which have an undoubted party political orientation, and, on the other hand, of respondents who indicated that they read more than one newspaper with political allegiances belonging to opposing parties. As such the party allegiance of respondents, most particularly those in Group 3, cannot be clearly interpreted from the data obtained through this one single question. This study also shows that, although there has been a substantial increase in newspaper readership in Malta, a high percentage of Maltese still do not read Newspapers regularly.

3.3 In all the Tables, the breakdown by socio-economic category is made in terms of the respondent's own occupation or profession. Whenever the respondent was found not to have a profession or occupation, because of age or because the respondent described herself as a housewife for example, the categorisation follows that of the Head of Household. Retired respondents were grouped on the basis of the trade or profession which they exercised before retirement.

3.4 Like the 1990 study, this survey was planned to include a bias in favour of the 16-17 year olds since the correct proportion of interviewees from this category based on the demographic data would have provided too low a figure to allow for generalisations. The sample size for this category was accordingly increased, as explained in the Technical Report.

3.5 The figures given in the profile, subdivided by Age, Sex and Socio-economic categories, are used in later tables to throw more specific light on the source or sources of replies and opinions given in respect of the main issues studied by this survey. Despite the clear limitations of the categories obtained from the question on Newspaper readership, each of the following tables is cross-tabulated also against "Newspaper Readership" to enable the reader to relate the data present in every Table against this indirect indicator of political allegiance as well.

IV RADIO & TV SET OWNERSHIP AND VIEWING PREFERENCES

4.1.0 TV Set Ownership

4.1.1 Table 2 presents data on TV ownership in Malta, broken down by Sex, Age, Socio-Economic Groups and Newspaper Readership Group as they emerge from this study. Only around 1.3% of the respondents indicated that they have no TV set at home; 5.0% have one Black and White TV set, whilst 76.5% have a colour set. 17.2% in turn have more than one set, one of which is a colour set.

4.1.2 The lower income groups compare very well in colour TV ownership: 78.3% of DE members have a colour TV at home as compared to 71.9% of AB group. On the other hand, among those with more than one set at home the largest number is among AB (with 26.6%), whilst groups C1, C2 and DE register 21.8%, 13.7% and 12.2% respectively of ownership of more than one television set.

4.2.0 Channel Viewership and Channel Preferences

4.2.1 Table 3 shows that TVM is the most popular channel among Maltese viewers: 43.0% gave TVM as their first preferred channel, in contrast to 28.5% who chose RAI stations, and 26.7% who chose as their first preference Canale 5, Rete 4 and Italia Uno, which were grouped together as one group for the purposes of this study.

4.2.2 The figures show that first preference to TVM was higher among females by 3%; that for RAI the first preference was higher among males by 9.2%. First preferences for the third group of stations as described above were higher among Maltese female viewers than among their male counterparts (29.4% versus 23.6%).

4.2.3 The figures also show that DE respondents gave TVM as their first preference at a markedly higher level than the other socio-economic groups: AB = 23.4%; C1 = 34.5%; C2 = 44.3% whilst DE = 56.7%. The younger group of respondents prefer TVM least (16.7%).

4.3.1 Table 4 shows that RAI ranked highest as the second preferred popular channel among the Maltese, with an overall rating of 38.10%. In contrast, TVM was ranked third in the list of second preferences, and obtained 25.9%. The third group made up Canale 5, Rete 4 and Italia Uno obtained 30.2%.

4.3.2 The figures show that second preference for RAI and for TVM was lower among females; but the opposite is true for the other group of stations which were found to be more popular among females than they are for males. The figures for males for RAI, Canale 5 etc., and TVM are: 41.1%, 26.4% and 26.4% respectively, whilst those for females are: 35.5%, 33.7% and 25.5%.

4.3.3 The figures in Table 4 show that DE respondents were the ones who, proportionally, opted for RAI as their second preference most frequently, scoring 42.8% as compared to AB's choice for second preference for RAI at 29.7%.

4.4.0 Programme Preferences

4.4.1 Table 5 summarises the findings on the respondents' preferences for types of programmes. News were preferred by interviewees most frequently, and scored a high 64.4%. This was followed by Films (48.9%), Documentaries (43.7%). Variety Shows (32.2%), Sports (30.2%), Teleserials (28.7%), Religious Programmes (27.4%), Current Affairs Programmes (23.5%) and by Drama (22.4%). The full list together, with the usual breakdowns, is given in the Table.

4.4.2 Films were more popular among males (51.2% versus females at 46.8%), as was the News Bulletin (70.2% versus females 59.2%). Sports was significantly more popular among male respondents (42.6% vis-a-vis females 18.8%); documentaries were also more popular among male respondents (46.5% vis-a-vis females 41.1%), serials far more popular with female audiences (with only 17.4% of the males specifically indicating that they like them as against 39% females), religious programmes were most popular with females (31.6% vis-a-vis males 22.9%). The full breakdowns, including how each type of programme scored according to Newspaper Readership Group, are given in the Table.

4.4.3 Table 5 also shows that the 65+ prefer News and Religious Programmes more than anything else. News Bulletins are relatively more attractive to audiences above 18 years of age; Religious Programmes are

liked most of all by viewers in the 65 + category. The full breakdowns by age categories are given in the Table.

4.4.4 Table 6 in turn presents details on which type of programmes respondents indicated as the ones that they liked least. 14.3% did not mention any such programme; 24.8% said they would prefer to have fewer serials. 0.4% of all the interviewees said they would prefer to have fewer political programmes on TVM; 37.2% to have fewer sports programmes. 33.7% would prefer to have fewer Pop Music programmes whilst 25.9% would prefer a reduction in Classical music programmes. 12.8% wanted fewer films, insisting on the elimination of any kind of violent films from the schedule. Other programmes were mentioned by a small number of respondents: the full list is given in the table. It might however be interesting to draw the attention to the high percentages obtained among DE respondents in respect of certain types of programmes: 40.6% of this socio-economic category want less sports and another 36.1% and 31.7% of this same group would respectively prefer less Pop and Classical Music in the TV schedule.

4.4.5 The figures in Table 6 complement the findings presented in Table 5. Males, for example, figured more prominently among those who had negative views about serials (33.3% versus 17% scored by females). Similarly, more females than males wanted less sports: 25.6% males vis-a-vis 47.9% females.

4.4.6 The breakdowns by age-group on the same subject are given in the same Table 6. Dissatisfaction with tele-serials runs throughout the age groups, that on Pop music is highest among the 51-65 year olds, at 54.2%.

V NEWS BROADCASTS

5.1 This chapter seeks to analyse the patterns of behaviour and the views of the Maltese about News Broadcasts. Both Radio and TV news bulletins are covered.

5.2 Tables 7 to 9 analyse the level of listenership of Xandir Malta News Bulletins on radio, Tables 10 and 11 in turn cover TVM audiences whilst Table 12 presents findings on the size and type of audiences that are attracted by the main evening RAI news edition.

5.3.0 *Radio News Audiences Levels*

5.3.1 Table 7 shows that 61.7% (1990: 70%) of all the Maltese indicated that they never listen to Xandir Malta News broadcast on Radio at 7.00 a.m. 16.7% (1990: 9%) follow this edition daily, whilst 5.6% do so once or twice a week. Another 8.1% and 8% respectively do so 2-3 times and 4-6 times per week.

5.3.2 The breakdowns in Table 7 show that the number of females who actually listen to this edition everyday is composed of almost 10% more than males. The predominant age group of this audience is between 51-60, but differences are to be noticed only in respect of the 18-30 year old, who registered 14.1%. 33.3% of the audience for this News edition belong to the DE Socio- economic group whilst 46.7% come from G3 (Newspaper Readership). Full breakdowns are presented in the Table.

5.3.3 Table 8 in turn analyses data in respect of the Noon edition of Xandir Malta News Bulletin on Radio. 51.7% (1990: 57%) indicated that they never listen to this edition of news. 21.3% indicated that they follow it everyday whilst 4.6%, 13% and 9.4% respectively indicated that they listen to it 1-2 times a week, 2-3 times a week and 4-6 times a week. The detailed breakdowns presented in the table indicate that Females, with 60.9%, again constitute an even higher proportion of the regular audience than males when, in comparison to the morning bulletin. The regular daily audience retains a high component (33.9%) from the 31-50 age group.

5.3.4 In Table 9, the figures for the 6.00 p.m. radio News edition are given. This edition is followed on a regular basis by fewer people: only 8.9%

(1990: 7%) said they listen to it everyday. 5.9% listen to it once or twice a week, whilst 9.6% and 4.4% respectively listen to it 2-3 times and 4-6 times weekly. Again, females listen to this news edition daily more than males do. The daily audience is also heavily composed of 31-50 and 51- 65 year old (33.3% and 35.4% respectively).

5.4.0 Malta Television News Audience Level

5.4.1 Audience level figures for TVM's main news bulletin, transmitted at 8.00 p.m. are given in Table 10. 58.9% (1990: 42%) of the Maltese aged 16 and over follow this bulletin daily; 10% never watch the 8.00 p.m. news. 4.8% watch it 1-2 times a week, 10.9% 2-3 times a week whilst the remaining 15.4% do so 4-6 times a week. This effectively means that TVM's main News Bulletin has an estimated audience of 83% (1990: 80%) of the total Maltese population aged 16 and over. Males constitute 7% more than females of TVM's regular daily audience. One notices that the lowest score for daily viewing was obtained by those 16-17 (45%), whilst the highest was obtained by those aged 51-65 (70.8%). As many as 63.9% of all the DE Socio-economic Group stated that they watch this edition of TVM's news daily. Although the level is high for all the socio-economic groups, the proportion of viewers, broken down according to this factor, decreases as one slides up the scale. In fact, AB viewers registered the smallest figure in this regard, at 48.4%. In absolute numbers however, it must be noted that the DE socio-economic category has the second highest audience share (36.2%), followed by C2 which has 21.7%. Full breakdowns are presented in the Table.

5.4.2 Table 11 presents data on the last TVM News edition. The audience level for daily viewing of this edition of News is comparatively low: only 5.2% (1990: 3%) watch it every day. 75.7% never watch it. 8.7% watch it 1-2 a week; 8% 2-3 times a week whilst 2.4% watch it between 4-6 times a week. The number of daily female viewers is almost twice as high as it is for males (6.4% versus 3.9%), but interestingly enough there is a relatively larger number of viewers from the AB socio-economic groups and from the G1 category of Newspaper Readership. In terms of absolute numbers, viewers belonging to the G1 category effectively constitute as many as 39.3% of daily viewers. In view of the small numbers involved, it must be noted however that although these last statistics indicate a clear enough pattern, they need to be interpreted with care.

5.5.0 RAI News Audience Level

5.5.1 The audience level for the evening news available on the three RAI Television networks is analysed in Table 12. Respondents were not asked to specify which of the three RAI channels they followed, hence these figures refer to RAI channels taken together. 16.7% (1990: 12%) view news on a RAI station everyday; 43% never view any of the RAI news bulletins, whilst 9.3% view one of them at least 1-2 times weekly; 13.7% view them 2-3 times weekly and 17.4% 4-6 times weekly. The quite extensive popularity of RAI news bulletins in Malta, followed as they are daily by 16.7% of the over 16 year old population of Malta and Gozo, and by another 40% not so frequently but still regularly, is bound to have a great influence on the evaluation of Xandir Malta's news bulletin. The complete breakdowns are given in Table 12. Males were found to be relatively more interested in RAI news bulletin than females (20.5% versus 13.1% following them on a daily basis); the higher socio-economic groups are attracted more to RAI (34.4% AB viewers watch RAI daily whilst only 10% DE viewers do so). Interest among G1, at 25.3%, is higher than average. It is in fact interesting to note that within G1, 25.3% watch RAI News everyday, whilst within G2 and G3 only 16.7% and 18.3% do so every day.

5.6.0 Timing of Additional News Bulletin on TVM

5.6.1 Participants in this study were asked what they thought about the possibility of another full news bulletin, in addition to the existing 8.00 p.m. edition. Tables 13 presents details on what the Maltese think on this matter. 30.4% of all the Maltese did not consider an additional news bulletin to be necessary, and preferred not to answer the question on the matter. Details of times suggested spontaneously by those appreciated the possible introduction of an additional full news edition are given in the same table. No clear consensus emerged, and percentages are rather low. It is interesting however that 4.6% of all respondents converged on the idea of a noon full edition of the News; 11.3% suggested one at 6.00 p.m.; 8.3% at 7.00 p.m., whilst 12% and 7.4% proposed 9.00 p.m. and 10.00 p.m. respectively. Despite the fact that these percentages are low, it has to be note that they are higher than the total audience who follow the late TVM news bulletin in Maltese.

5.7.0 Overall Satisfaction with TVM's Main News Bulletin

5.7.1 The current level of overall satisfaction with TVM's news bulletin is analysed in Tables 14 - 16. Of the Maltese 4.1% (1990: 4%) were reticent

to express their views on the matter, whilst 55.7% and 40.2% respectively (1990: 53% and 43% respectively) stated that they were satisfied and dissatisfied.

5.7.2 The ones who are satisfied and dissatisfied are almost evenly distributed by sex and age, except for the 65 + , among whom there are more satisfied than dissatisfied (64.5% versus 29%). Dissatisfaction is significantly less present among C2 (dissatisfied 42.7% versus 55.7% satisfied) and DE (dissatisfied 31.1% versus 64.4% satisfied). The breakdowns by newspaper readership do not indicate very significant variations except that non-readers registered the lowest level of dissatisfaction, at 25.8%, and the highest level of satisfaction, at 68.3%. Full details are given in Table 14.

5.7.3 The reasons for overall satisfaction given by respondents are analysed in Table 15. 20% did not explain their position when asked "Why?". As in 1990, the most common reason for satisfaction given by 68.6% (1990: 63%) of respondents was that the news were well presented and kept one abreast of developments. This view was almost equally shared by males and females, it was slightly more prevalent among those aged 51-65 (78%), and among the non-newspaper readers (76.5%). The full breakdowns are presented in the Table.

5.7.4 Table 16 in turn analyses the reasons for dissatisfaction among those who said they were dissatisfied, overall, with TVM's News Bulletin. Only 2% did not give reasons for their answers. Overpoliticization, in the sense that there are too many references to local politics and to what local politicians do, again featured prominently and was effectively mentioned by 29% as one of the main reasons for dissatisfaction. This figure is considerably lower than the 47% obtained in the 1990 study and suggests that TVM's Newsroom has become more aware of what the Maltese want in the news bulletins. 13% stated that the news was badly presented, 19% said that the programme was "dry", 4% stated that the material used was "second hand". 7% stated that the presentation was not impartial, 7% that the news was not documented and 17% that the news was not detailed and comprehensive. A number of other reasons were given, and these, together with all the breakdowns, are given in the Table.

5.7.5 As has already been noted above, "overpoliticisation" was frequently mentioned. The fact that this was the case, in response to an open-ended question, is significant. It clearly shows that, even if less than last year, Maltese viewers are still dissatisfied by the fact that they have to be

extensively exposed through the news to what their politicians are up to. It needs to be emphasised that this study seems to suggest that overexposure by the politicians continues to create a negative effect which is ultimately bound to affect the image of the politicians themselves.

5.8.0 Political Bias

5.8.1 69.3% (1990: 59%) of the Maltese do not think that TVM News bulletins are biased in favour of any one political party. 24.4% (1990: 26%) believe that they are biased in favour of the Nationalist Party whilst 6.1% (1990: 14%) think they are biased in favour of the Malta Labour Party. 0.2% (1990: 1%) did not commit themselves. The view that bias in favour of the Nationalist Party exists is most prevalent among C2 respondents (28.2%) and in the G2 (55.6%) Newspaper readership group. The opposite view, that bias in favour of the Malta Labour Party exists, is slightly more common among members of the AB (10.9%) socio-economic category and in the G1 category (16.2%). Full details with the usual breakdowns are presented in Table 17.

5.9.0 Priorities for Newscasting

5.9.1 The participants in this study were requested to list types of events that they would like to be included in the News. The list which was handed out to respondents as an aid to them included: *Important Local Events*, *Political Activities*, *Important International Events*, *Ministerial Activities*, *Important Sports Activities* and *Trade Union Activities*. These six items were listed to interviewees in rotation to avoid bias in favour of the first mentioned. Respondents were free to add to this list. The findings are presented in Table 18, with the usual cross-tabulations.

5.9.2 79.1% indicated that they thought that major local political events were to be included. In contrast, however, only 20.2% thought that political activities as such ought to feature regularly in the news. 70.7% thought that major international events had a place in the news bulletins. Only 10.4% said that Ministerial activities normally constituted news value whilst 28.1% thought that special sports events should be covered in the News itself. Union activities were considered to be news worthy only by 7.2%. Like the 1990 study, this study shows the need for careful discernment before an item on politics is included in the news. As has already been stated above, this study clearly confirms that the Maltese think that political activities as such do not necessarily constitute news value; nor do ministerial activities, although major political events were considered by a substantial majority as

news worthy. In 1991, the Maltese have once more expressed themselves against the dedication of too much time to local political activities in the News, and TVM would do well to heed this overall wish; politicians, on the other hand, would seem to benefit from control over their exposure because this could have a negative, rather than a positive, effect on their public image.

5.9.3 This data is consistent with data elicited from the 1990 study, and in line with the findings of other sections of this study. It clearly suggests that the Maltese do not want to have all their News Bulletin cluttered with local politics, and much less with routine Ministerial or Trade Union activities. They are more interested in events of importance that have news value.

5.10.0 Reportage of Political Activities in the News

5.10.1 As in the 1990 study, the Maltese were specifically asked whether too much reporting on local political developments was carried in Xandir Malta's News bulletins. The answers to this very specific question are given in Table 19: 29.6% (1990: 40%) said that there is "too much", another 27.6% (1990: 26%) said that there is "a lot", 40.2% (1990: 31%) said that the current level is "just right", whilst 2.4% (1990: 3%) said that there is "a little", and another 0.2% (1990: 1%) said that there is "too little". The highest percentage of those who said that the current level is "just right" was reached by the 65+, of whom 54.8% (1990: 43%) had this opinion. The highest percentage of those who said that we have "too much" was obtained by those aged 31-50, of whom 31% (1990: 45%) were of this opinion. In terms of Newspaper Readership, the highest percentage (37.0% as compared to 1990: 49%) of those who said we have "too much" reporting of local politics in the News was once more obtained by G2 Newspapers readers. Full details are presented in Table 19.

5.10.2 Those participating in this study were also asked what they would like to see more of in the News Bulletin of Xandir Malta. 28.7% (1990: 29%) did not have suggestions to offer. Others offered more than one suggestion. The full list, together with the breakdown for each suggestion, is presented in Table 20. 5.6% (1990: 12%) would like to have more coverage of current events; 12.4% (1990: 12%) would like to have more documented news. 10.7% (1990: 11%) would like to have more international and foreign news whilst 6.3% (1990: 10%) would like to have more local news. Another 10.2% (1990: 10%) specifically stated, in reply to this open-ended question, that they want more news which was not related to politics. 9.1% (1990: 8%) stated that they would prefer to have items on educational and cultural events included more often in the news; 1.7% (1990: 6%) would like to have

more coverage of important events whilst another 4.4% (1990: 6%) indicated on more precision. 2.4% insisted that they would prefer to have more freshness in the contents and presentation of the news. The 1991 figures show a substantial improvement over those obtained in 1990; they also suggest that more effort is required of TVM's newsroom to meet the persisting demands of Maltese viewers.

VI POLITICAL BROADCASTS

6.1 Under existing legislation, political broadcasting is the direct responsibility of the Broadcasting Authority. As such the Authority has a special interest to ensure that its schedule of political broadcasts conforms both to the provisions of the Statute and to the expectations of the Maltese population at large. The current schedule incorporates three types of Broadcasts, namely *Political Debates*, *Press Conferences* and *Programmes produced completely by one Political Party*. Tables 21 to 24 deal specifically with the various types of Political Broadcasts currently within the programme of the Authority, and analyse the views of the Maltese to various aspects of them.

6.2.0 Overall Viewership of Political Broadcasts

6.2.1 Press Conferences are never watched by 34.6% (1990: 36%) of all television viewers in Malta. They are watched “sometimes” by 45.6% (1990: 44%) of all viewers aged 16 upwards; “always” by 19.8% (1990: 20%). Females are still very slightly less interested than males, and the youngest are the least interested. As in 1990, those who do not read any newspaper recorded the highest disinterest in Press Conferences, with 48.3% (1990: 47%) of them stating that they never watch a Political Press Conference. The full details are given in Table 21.

6.2.2 Political Debates are never seen by 34.1% (1990: 36%) of all viewers. They are seen sometimes by 46.1% (1990: 43%) and always by 19.8% (1990: 21%) of all viewers. Details are given in Table 21. Again females and the young showed the least interest in such debates. As in 1990 too, non-Newspaper readers registered a high disinterest, obtaining a percentage of 45.8% (1990: 46%).

6.2.3 Political Programmes produced exclusively by an individual political party are never seen by 39.4% (1990: 39%) of all viewers, they are watched sometimes by 42.6% (1990: 42%) and always by 18% (1990: 19%) of all viewers. The proportion of disinterested females is higher here, with 41.8% (1990: 45%) of the females, as against 36.8% (1990: 33%) of Males, stating that they never watch such a programme. The full details which are also presented in Table 21 show that there is also consistency in the viewing

habits of the 16-17 year old. Again non-newspaper readers registered a high 52.2% (1990: 49%) of disinterest in this type of programme.

6.3.0 Party Allegiance and Viewership

6.3.1 In Table 22 the data obtained from a question on whether respondents follow any of the political programmes covering only their party's views, or even those covering the views of a different party, is analysed. This question was put to all those respondents who indicated that they watch, at least sometimes, any one of the three types of political broadcasts in the scheme. Special care was taken by the interviewing team to elicit a response rate to this question higher than that obtained in 1990.

6.3.2 0.5% were still reticent to indicate whether they watch broadcasts in which both parties were involved, or whether they watch only those programmes produced by, or whose topic is selected by, their own party. But 88.2% said that they actually watch programmes covering both parties. 11.3% insisted that they watch only those programmes produced by, or whose topic is selected by, the party they support. Full breakdowns are given in Table 22.

6.3.3 Table 23 in turn analyses the reasons why those 88.2% who had stated that they watch programmes produced by or covering both parties. Of these, 38.1% stated that they do so in order that they can form a clear opinion themselves and therefore be able to judge. 49.4% simply do so to keep themselves informed. A few said that they enjoy the performance, whilst 10.4% did not spell out their reasons.

6.3.4 In Table 24 the reasons given by the 11.3% who insisted that they only follow their own party's programmes are analysed. 16.7% very strongly stated that they are put off by the other party, at times using very strong language to express themselves in answer to this open-ended question. 54.8% stated that they are simply not interested in the other party, whilst 9.5% preferred not to state their reasons. The reader's attention is drawn to the fact that absolute numbers are small, and care is needed in their interpretation.

6.4.0 Preferred Days and Times for Political Broadcasts

6.4.1 Table 25 shows that the majority of those interested in Political Programmes prefer to follow them on TV, and not on radio. For 24.0%, this question was not of much interest, and they did not reply to it. Of the

remainder only 3%, stated that they prefer the Radio; the remaining 74.0% unequivocally opted for TV. The usual detailed breakdowns of these replies are presented in the Table.

6.4.2 Political Broadcasts are currently on air on Fridays at 9.15 p.m. The Broadcasting Authority is interested to know the opinions of the Maltese about the choice of this particular day and of this particular time. The data obtained is presented in Tables 26 to 29.

6.4.3 Table 26 shows that 93.9% (1990: 94%) of all respondents consider Friday as being an appropriate day. The remaining 6.1% (1990: 6%) prefer another day. Details of the other days suggested are given in Table 27. Of those who prefer another day except Friday, 33.3% proposed Monday, 24.2% proposed Wednesday, 12.1% proposed Thursday and 9.1% proposed Saturday. Since the majority of the Maltese consider Friday to be appropriate, no change is indicated on the basis of the data obtained by this study.

6.4.4 Tables 28 and 29 in turn analyse the views of the Maltese on the current timing of these programmes. 83.3% (1990: 75%) of all Maltese consider the current timing as appropriate, the remaining 16.7% (1990: 25%) do not. Of this last group made up of those who do not consider the current choice of time to be appropriate, 68.9% (1990: 76%) would like to have these broadcasts scheduled for an earlier slot, whilst 28.9% (1990: 22%) would prefer to have them later. 2.2% (1990: 1%) did not commit themselves as to when it would suit them better, even though they had stated that they do not consider the current schedule appropriate in this regard.

6.4.5 Table 30 shows that 77.2% (1990: 68%) of all respondents believe that the volume of political broadcasts currently broadcast is "enough", whilst 12.2% (1990: 23%) feel that this is "too much". 10.6% (1990: 9%) feel that there is "too little". In contrast to 1990, when the 50-60 registered the highest percentage on the "excessive" end of the scale (with a score of 28%), in 1991 the 16-17 year old registered the highest score with 16.7%, followed by those aged 31-50, with 13.4%. The AB socio-economic category registered 18.8% (1990: 28%). G2 registered the highest score with 14.8% (1990: 25%) for those who made the same evaluation.

VII RADIO AUDIENCES

7.1.0 Radio Ownership

7.1.1 Tables 31 analyses the extent of radio ownership in Malta. 95% of all the respondents indicated that they own a radio set, whilst 5% said that they do not own one. The breakdown by age-group suggests that the composition of non-owners is higher in the older groups. More females than males indicated that they did not own a radio set.

7.1.2 Table 32 analyses what type of radio set is owned. 89.6% said they owned a set with both an FM and MW capacity; 4.1% said that they had a MW radio only, whilst 6.3% said that they had a radio with VHF/FM only. Ownership of radios with both VHF/FM and MW is almost equally spread among the sexes; it is also very well spread among the four socio-economic groups: 95.2% of AB, 91.1% of C1, 87.9% of C2 and 87.5% of DE respondents have this dual frequency type of radio.

7.2.0 Radio Listenership

7.2.1 Tables 33 analyses the times when Radio programmes are listened to. 40% stated that they listen to the radio between 6 and 8 o'clock in the morning; 58.0% between 8 o'clock and noon; 39.6% between 1.00 p.m. and 6.00 p.m. and 21.9% after 6 o'clock. The totals add up to more than 100% because an individual might listen to radio in more than one period of the ones indicated above. It is very important to note that these figures *must not* be interpreted as numbers of persons in Malta daily following radio programmes, much less so local radio programmes. They have to be interpreted as *potential* radio audiences. As has already been indicated in the *Introduction* a different type of study would be necessary to establish figures on which to extrapolate actual audience levels for a specific programme or radio station.

7.2.2 Of those who follow radio up to 8.00 a.m. 41.1% are females. The percentage of females increases for the 8.00 a.m. to 1.00 p.m. slot: 67.4% of the audience during these hours are female. The audience remains composed relatively more of females even between 1.00 p.m. and 6.00 p.m., at 54.7%. After 6.00 p.m. the proportion of males and females becomes

fifty-fifty. As is to be expected, the older one becomes, the more is it possible for one to follow day-time programmes on radio, and Table 33 confirms this.

7.3.0 Ranking of Different Types of Radio Programmes

7.3.1 Tables 34 to 37 give details on how a specific set of radio programmes were ranked by respondents. All interviewees were asked to identify from a given list the three types of programmes which they listen to, in order of priority. The full list included: News Bulletin, Pop Music, Classical Music, Quizzes, Radio Plays, Novel Reading, Political Broadcasts, Discussions Programmes and Sports. The following is a summary table of the replies:

	FIRST	SECOND	THIRD
News Bulletin	36.0	19.0	14.0
Pop Music	24.0	13.0	5.0
Classical Music	4.0	7.0	5.0
Quizzes	3.0	8.0	9.0
Radio Plays	3.0	10.0	11.0
Novel Reading	6.0	6.0	8.0
Political Broadcasts	1.0	2.0	3.0
Discussions Programmes	9.0	13.0	20.0
Sports	5.0	8.0	9.0

The totals of each column do not add to 100% because some respondents either do not listen to radio at all, or have so limited an interest in radio that they considered themselves unable to rank up to three programmes. But the data shows that radio is listened to first and foremost for the News and for Pop Music. Radio Plays and Discussions Programmes are also quite important, and in fact received interesting rankings in both the second and the third column, but their importance nowhere matches the role of radio as the diffuser of news and the provider of music.

7.3.2 The News Bulletin was equally ranked first by males and females, but Pop Music was ranked first more frequently by males than by females (26.0% vs 21.0%). The full details and breakdowns by sex for each type of programme researched are presented in Table 34.

7.3.3 In Table 35, the ranking for the same set of programmes is examined by age. News were ranked "first" most frequently by those aged 16-17 (52%), Pop Music was ranked "first" most frequently by those aged 16-17 (62%), and least by those aged 65 + (3%).

7.3.4 AB members ranked the news highest, at 44%, compared to DE with 32%. Pop Music was ranked highest by C1 members, at 28%. Full details for each programme are given in Table 36.

7.3.5 Table 37 in turn shows that the News Bulletin was given highest preference by those who do read any newspaper, at 36%. Pop Music, on the other hand, was given highest preference by G3 members, at 28%, as compared to 18.0% obtained from among those who read no newspaper.

7.4.0 *Favourite Radio Programmes*

7.4.1 Table 38 analyses respondents' preferences for specific radio programmes. Each respondent was asked an open-ended question on which radio programme he/she liked best. 21.5% of all respondents did not answer the question, some because they do not follow radio at all. Of the others 26.9% said they liked Music Programmes, 18% like Women's programmes, 12.6% specifically referred to the programme *Parir ta' Habib*, 4.8% said they liked Sports programmes in general whilst the News Bulletin, Programmes with traditional Maltese *Għana* or Band Performances and Novel Reading were each mentioned as the most preferred programme by 4.1% of all respondents. The full list of programmes referred to, together with the relative scores, are listed in the Table, which incorporates the usual breakdowns giving the composition for each response.

7.5.0 *New Radio Stations*

7.5.1 With the new liberalisation measures in radio broadcasting very much in mind, the MBA was interested to gauge the expectations of the Maltese in this area. For this purpose four questions were put to each participant in this study. The first question concerned the general expectations of the Maltese from the new stations, and the other three questions sought to capture the expectations of the Maltese in respect of Political Party Stations, Church Station and Community Stations respectively. The results obtained are presented in Tables 39 to 43.

7.5.2 7.2% of all respondents felt that they did not have much to say about the role of the new radio stations to be established in Malta. 60.6% stated that they expected educational programmes to feature in the schedule of all the stations. Yet another 48.3% stated that they expected these stations to contribute to the development and spread of culture. 39.8% expect them to cover the news, whilst 32% said these stations should include music

programmes. In 31.1% of the cases respondents stated that they expected these new stations to provide entertainment to their listeners, whilst 30.4% of all the respondents said that they expect these stations to include religious programmes in their schedule. Two other types of programmes were listed: drama and children's programmes. These received 19.8% and 15.9% respectively. The total add to more than 100% because respondents could mention more than one programme. Full details are provided in Table 39.

7.5.3 What the Maltese expect from the radio stations to be run by the political parties is analysed in Table 40. The responses are the result of an open-ended question, and as such it is significant that 12.4% of all respondents spontaneously stated that they expect these stations to cover "not just politics". On the other hand, 29.3% hoped that these stations would provide more extensive political coverage, whilst 19.4% specifically stated that what they looked forward to was "truth, and the absence of bias in favour of any party", even though they knew that each of these stations would be run by an individual political party. 23.5% stated that they hoped that these stations would carry programmes that contribute to civic education in the broadest terms. The full list of areas which the Maltese thought should be covered by these stations is given in the Table, together with all the usual breakdowns by sex, age, socio-economic category and newspaper readership group.

7.5.4 Table 41 in turn analyses the wishes of the Maltese in respect of the Church radio station. 71.9% expect the station to concentrate on religious broadcasting, whilst 20.7% expect it to contribute to civic education through its programming. 9.8% preferred not to answer the question on the matter whilst 1.5% specifically expressed the hope that this station would not broadcast any political programmes.

7.5.5 Community Radio stations were understood by 54.4% of respondents as carriers for announcements on local events and by another 33.3% as instruments for Civic Education programmes. 19.4% did not answer the question on what they expected from this development in the field of local broadcasting. 5% said that the schedule for these radio stations should include musical programmes.

7.6.6 35.2% of all the respondents indicated that they would be prepared to participate in community radio broadcasting. 60.9% said they would not be prepared to do so. 3.9% were unsure, and preferred to wait and see how things developed before committing themselves. Full details on this aspect are presented in Table 43.

VIII CONCLUSIONS

8.1 The important role of the Mass Media in Malta, the regulation of which is currently being reformed through the enactment of new Legislation, has been amply proved by the data obtained through this study. Practically every Maltese is exposed to their effect, and in turn has opinions on their function in the continuous process of weaving the social fabric. This process needs to be constantly appraised, and the Broadcasting Authority has the responsibility in terms of the law itself, to do so.

8.2 The extent of Television's influence on the Maltese is proved by the sheer fact that only 1.3% of the population do not have a TV set at home. 17.2% have more than one set. Not only is the medium present, but it is massively present in colour in 76.5% of Maltese households, thus giving the communicators very highly sophisticated tools whereby they could influence the Maltese in the intimacy of their homes.

8.3 Local broadcasting does not enjoy a monopoly: numerous Italian stations can easily be received locally, an American station is relayed for a number of hours every day, and through the advent of satellite and cable television, the plethora of stations that can be received by the Maltese is going to be considerably expanded in the short term. In spite of this inert competition the local station enjoys substantial popularity among the Maltese in general. The extent of its popularity is most emphatically present among those sectors of the population in which command of Italian is limited, but the fact that 43% of all the Maltese gave TVM as the station they prefer most is quite significant, and needs to be understood as a complement to the local station which, despite the scarcity of resources, has to compete day in and day out with much more resourceful foreign, both state run and private, stations.

8.4 The three major functions of TV are not equally appraised by the Maltese. This study shows that TV is most popular as a transmitter and diffuser of news. This "information function" seems to be followed by the "entertainment function" and then by the "educational function". Thus films and sports each capture a high percentage of the preferences for types of programmes. Documentaries are also important, but they are ranked

third overall. Programmes on current affairs feature even lower down the list.

8.5 TVM's following has a significantly gender-differentiated audience. The slots dedicated to the news, to sports and to documentaries were found to be more popular with males than with females; teleserials and religious programmes more popular with females. Although in some cases the differences were indeed slight, but this division of interests, was reflected also, albeit in an interestingly different way, in the extent to which females were attracted to the third TV group (Canale 5, Rete 4 and Italia 1 studied here). This reflects the current state of inter-gender divisions prevalent in Malta. Such a division is more reminiscent of traditional rather than of post-industrial society. The Broadcasting Authority might want to ask the question: "In its role as regulator of broadcasting, does it see itself as the guardian of things as they are, or does it see itself as an agent of social change through its direct and indirect influence on the broadcasters?" The Authority is frequently subject to conflicting currents of opinion. The demands of quite a good section of the Maltese who prefer fewer teleserials on the one hand, and, on the other, of those who prefer to have fewer Classical Music programmes, to take two examples arising from two very diverse "sub-cultures", can only be met, or be discarded, if the Broadcasting Authority would have first clarified for itself the role it wants to adopt vis-a-vis "maintenance" or "change" in Maltese society at large.

8.6 This study has again brought to the fore, as the 1990 study had already done, the fact that the Maltese at large are very keen observers of the local and of the international scene. Most have a keen interest in what is happening around them both in Malta and abroad. The News Bulletins are certainly the best instruments in this regard. TVM's main News Bulletin, broadcast at 8.00 p.m., has increased in its popularity since last year, and is now followed daily by an estimated average of 85% of the total population of Malta and Gozo. This effectively points at its potential influence on the Maltese at large, and consequently at the enormous responsibility shouldered by its editors and producers. Since the 1990 study too, the number of satisfied viewers has increased, and this is to be acclaimed, but many areas still need looking into. In fact only 55.7% of the total population of Malta and Gozo stated that they are satisfied with its contents, 40.2% said they were dissatisfied.

8.7 The foregoing pages have extensively discussed the reasons for these diverse positions, cutting almost across the whole population. What is important to note is that both satisfaction and dissatisfaction in the current

study have again been spontaneously related to the same factors that emerged last year. 68.6% again stated that they were satisfied because TVM's news bulletin helped them to keep abreast of developments in general. The reasons for dissatisfaction have again been very clear: the Maltese are still not so much interested in what their politicians and their Ministers do as part of their routine work. They are very interested in events of major importance, both local and international, and want to hear detailed and documented stories about them. But they seem to be asking the journalists to concern themselves less with what Ministers and politicians do and say as part of their daily routine, but rather practice their journalistic skills and produce news more professionally, and therefore in a more comprehensive and fresh way. The role the Broadcasting Authority must play in this context, in its capacity as "distiller" of Maltese opinion, is significant.

8.8 Radio News transmissions are also very important in Malta, although in no way does their importance approach that of television. There is however a dedicated audience, which is bound to attract substantial attention by the new radio stations to be established in Malta following the liberalisation of the air ways as regards sound transmissions.

8.9 Under existing legislation, the MBA is directly responsible for the transmission of Party Political Broadcasts. These attract considerable audiences, primarily on TV where they are followed most. Since the 1990 study the audience levels captured by the three types of programmes has gone down slightly for each, but they still have a regular audience of a minimum of, on average, one fifth of the adult population watching them each night they are transmitted. Many others watch them occasionally. It would be interesting to see what is going to happen to such broadcasts as elections approach on the one hand, and, on the other, as more political programmes are aired through the new radio stations run completely by the two main political parties in Malta.

8.10 Unlike 1990, this year many more Maltese were prepared to disclose to interviewers whether they watch all the political party programmes, or merely those produced by, or whose topic is selected by, their own party. In fact, only 0.5% were reticent to indicate what they do in this regard. 88.2% watch programmes across parties whilst 11.3% watch only their own party's programmes. This itself is an important comment on the prevalent, apparently more open, political climate. Of those who watch across parties, 38.1% do so because they want to be in a position "to judge for themselves". whilst 49.4% do so in order that they "could inform themselves".

8.11 Nothing much has changed about the views of the Maltese since 1990 regarding the day or the time for these transmissions, and for the majority of the Maltese the current choice of day and time are adequate. The number of those who considered that the current amount of political broadcasting is "enough" has gone up from the 1990 level of 68% to 77.2% this year.

8.12 The 1991 study included a specific section on Radio broadcasting. 95% of all Maltese own a radio, and of these 89.6% have a set that receives both MW and VHF/FM. This is important for the Authority in view of its newly acquired responsibility to allocate frequencies for new radio stations.

8.13 This study suggests that potential audiences for radio are also high, although detailed extrapolations cannot be made because this study was *not* intended to include an audience audit. Audiences for radio dwindle in the evening when, for obvious reasons, TV programming takes over. Radio is primarily sought after for News and Music, but audiences for other programmes are not to be discarded as unimportant. This study in fact shows that there is among the Maltese quite an urge to listen to educational programmes broadcast on radio presented by gifted individuals: Women's programmes and the programme *Parir ta' Ĵabib* were in fact quite frequently mentioned specifically by respondents as ones which they particularly follow assiduously. Radio programmes dedicated to traditional Maltese music in the form of *Gĵana* and *Band Marches* also evoked specific mention. Expansion in these types of programme, as long as the quality is high, is bound to be of interest to Maltese listeners.

8.14 The new radio stations, for which temporary licences have already been issued, have already been taken for granted by most Maltese. Those to be run by the Political Parties are expected to cover political events primarily, whilst that run by the Church is expected to cover primarily religious topics. But a good number of Maltese already conceive these two sets of radio stations to have an important contribution to make to the development of culture and a new way of life in Malta. The frequent, spontaneous mention by so many that transmissions should be characterised by "truth" and by the "lack of bias" is to be taken very seriously both by the station managers themselves and the Broadcasting Authority which has been given the responsibility to monitor them, and "their influence on the Maltese" by the new legislation. Maltese consumers, this study suggests, are prepared to buy more politics, and more religion for that matter, but most want an

up-market product, produced in the form of intelligent programming aimed to reach an increasingly more sophisticated consumer.

8.15 The role of community radios has only been partially understood by the Maltese, and this study suggests that some experience of them is required before their presence could be properly assessed. By definition, their influence, and therefore their scope, was understood to be local and quasi-parochial, but this study detects an air of "wait and see" rather than clear ideas on why it was felt necessary by the legislator to make provision for this kind of broadcasting, given the size of the Maltese islands. There is certainly interest in them, as reflected in the relatively high percentage of 35.2% of all respondents who indicated their willingness to participate in community radio broadcasting should the opportunity be available. It is not unlikely that their incorporation in the overall broadcasting scene, if well managed, might give rise to a refounding of "community", to a spontaneous interest in local artifacts of culture and to a rediscovery of individual and local colour which tourism, industrialisation, mass politics and the national and international means of mass communications themselves have, perhaps unfortunately, contributed to dilute in recent years of rapid social change in Malta.

APPENDIX A

TECHNICAL REPORT

I SAMPLING PROCEDURE

1.1 A sample of 540 Maltese individuals aged 16 and over were personally interviewed.

1.2 The Objectives of this study could only be met if both adolescent and adult population of Malta were covered by this study. This created a problem since no exhaustive list of individuals under 18 exists. On the other hand, persons over 18 are listed in the Electoral Register and this was used as the source for names and addresses for the purposes of this study for those 18 years and older. For this reason, the research methodology sought to cover both the 16-17 year old and those above 18 years of age in a way which ensures representation and scientific accuracy. The selection of the sample had to be divided into two parts, one covering the 18+, and another covering the 16-17 year olds.

1.3 For the 18 year old and over, a two-stage probability sampling technique was used.

1.4 For this purpose, all the addresses in Malta and Gozo that appeared in the last edition of the Electoral Register were electronically divided into 450 "Electoral blocks", each containing an approximately equal number of addresses.

1.5 From these blocks 20 were selected at random by a computer, using a "random" seed. From each of the selected "blocks" 27 names were again selected at regular intervals by the computer, again using a random seed. A total of 540 addresses were chosen in this manner. Interviewers were each given a list of 27 names for each block chosen and were requested to interview 24 names from those 27. The additional three names in each were required to offset any changes that would have occurred in the electoral register since its publication due to individuals moving house, empty residences, deaths etc. This gave a total sample of 480 individuals aged 18 and over.

1.6 For the under 18, a modified quota system needed to be used. The same blocks randomly selected for those aged 18 and over were used, and each interviewer was asked to interview 3 additional persons between the ages of 16 and 17 residing in that area. The quota was stratified by sex to represent the demographic characteristics of Malta and Gozo. In view of this some interviewers had to interview 2 males and 1 female, others had to interview 1 male and 2 females from the block assigned to them.

1.7 Interviewing took place in the following localities:

Attard	Sta. Venera
Fgura	Siggiewi
Hamrun	St Julian's
Luqa	St Paul's Bay
Mosta	Rabat - Gozo
Mqabba	Rabat & Marsalforn - Gozo
Naxxar	Vittoriosa
Qormi	Zabbar
Qormi	Zejtun
Sta. Lucia	Zurrieq

II ANALYSIS

2.1 All the data was recorded on a questionnaire specially designed for this particular study, a copy of the Maltese version is being annexed as Appendix II. The data was processed by computer.

2.2 Results are analysed by Sex, by Age, by the Socio-Economic Category, and by Newspaper Readership. Whenever an individual did not have an occupation or a profession himself/herself, the socio-economic category of the Head of Household was used. The full breakdowns are the following:

i. Sex

Male
Female

ii. *Age*

16 - 17
18 - 30
31 - 50
50 - 65
65 +

iii. *Socio-Economic Groups*

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.

iv. *Newspaper Readership*

None: No Newspaper read, none was favourite.

G1: Favourite Newspaper: In-Nazzjon Tagħna
or In-Nazzjon Tagħna and The Times
or In-Nazzjon Tagħna and The Times and L-Alternattiva or Il-Ġens

G2: Favourite Newspaper: L-Orizzont
or L-Orizzont and The Times
or L-Orizzont and The Times and L-Alternattiva or Il-Ġens

G3: Favourite Newspaper: The Times
or In-Nazzjon Tagħna & L-Orizzont
or The Times & L-Orizzont & In-Nazzjon Tagħna
or The Times & L-Orizzont & In-Nazzjon Tagħna & L-Alternattiva or Il-Ġens

In this categorisation, for *L-Orizzont*, read *L-Orizzont* and/or *It-Torċa*; for *In-Nazzjon Tagħna*, read *In-Nazzjon Tagħna* and/or *Il-Mument*

III FIELDWORK

3.1 The quantitative research was conducted by a team of experienced interviewers. All the interviewers were thoroughly briefed before the commencement of the fieldwork. Dummy interviews were carried out during the briefing session in order to ensure that difficulties that may arise during the actual fieldwork could be solved before the actual fieldwork.

3.2 Care was taken to ensure that interviewing took place during a period when there was no hot debate on the matters under study since this would have affected the outcome. Interviewing was conducted in the last week of April and first week of May 1991.

3.3 The interviewing team was constantly under the supervision of an experienced supervisor, to whom any difficulties of a radical nature were referred.

				SCN []
i. Age:	16 - 17	1	ii. Sex: Male	1
	18 - 30	2		
	31 - 50	3	Female	2 [C2]
	50 - 65	4		
	65 +	5 [C1]		
iii. Socio-Economic Category:				
	OCCUPATION OF SELF/HEAD OF HOUSEHOLD _____			
	[Please write 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 [C3]

PART A. GENERAL QUESTIONS

1. Kemm ghandkom TV sets id-dar?

	XEJN	0	
TV SET WIEHED - ISWED U ABJAD		1	
TV SET WIEHED - KULUR		2	
AKTAR MINN SET WIEHED	3		[G1]

2. Inti tara TV regolarment IVA 1
LE 2 [G2]3. Liema Stazzjon tat-TV tippreferi li tara L-AKTAR?

<u>SHOWCARD 1</u>	[G3]	[G4]
	FIRST PREFERENCE	SECOND PREFERENCE
TVM	1	1
RAI (ANY ONE OF THE 3)	2	2
CANALE 5/RETE 4/ITALIA UNO	3	3

4. Liema tip ta' programm thobb tara 1-AKTAR?

5. Liema tip ta' programm thobb tara 1-INOAS? SHOWCARD 2

Q4-G5001-G5008

Q5-G6001-G6007

L-AKTARL-INOAS

VARJETA'	1	1
FILMS	2	2
DRAMA	3	3
POP MUSIC	4	4
MUZIKA KLASSIKA	5	5
SPORTS	6	6
DOKUMENTARJI	7	7
SERIALS	8	8
AHBARIJIET	9	9
CURRENT AFFAIRS	10	10
PROGRAMMI TAT-TFAL	11	11
PROGRAMMI RELIGJUSI	12	12

OHRA

B. NEWS SECTION

1. Inti x'tisma' jew tara minn dawn?

SHOWCARD 3

	QATT	1 - 2	2 - 3	4 - 6	KULJUM
		FIL-GINGHA	FIL-GINGHA	FIL-GINGHA	
L-AHBARIJJIET TAR-RADJU FIS 7.00 AM	1	2	3	4	5 [C4]
L-AHBARIJJIET TAR-RADJU F'NOFS IN-NHAR	1	2	3	4	5 [C5]
L-AHBARIJJIET TAR-RADJU FIS-6.00 PM	1	2	3	4	5 [C6]
L-AHBARIJJIET TAT-8.00 PM TA' TVM	1	2	3	4	5 [C7]
L-AHBARIJJIET TA' TVM TAL-MALTI TA' L-AHHAR	1	2	3	4	5 [C8]
L-AHBARIJJIET TAR-RAI FIL-GHAXIJA	1	2	3	4	5 [C9]

2. Kieku kellu jkun hemm Bulettin SHIH tal-ahbarijiet iehor minbarra tat-8.00 p.m. fuq TVM, x'hin l-ahjar li jkun? [] [C11]

3. Inti kuntent bl-ahbarijiet kif migjuba lilna minn Xandir Malta?

IVA 1
LE 2 [C12]

Ghaliex?

[C13001-09]

4. Inti tara li l-ahbarijiet ta' Xandir Malta BHALISSA ixaqilbu iktar lejn Partit Politiku milli lejn iehor?

LE 1
IVA LEJN IL-PN 2
IVA LEJN IL-MLP 3 [C14]

5. Minn din il-lista' liema thobb tara l-aktar fl-ahbarijiet? SHOWCARD 4

AVVENIMENTI KBAR LOKALI 1
ATTIVITAJIET POLITICI 2
AVVENIMENTI KBAR INTERNAZZJONALI 3
ATTIVITAJIET TAL-MINISTRI 4
ATTIVITAJIET SPORTIVI SPECJALI 5
ATTIVITAJIET TAL-UNIONS 6 [C15001-06]

6. Inti tahseb li fl-ahbarijiet ta' Xandir Malta hemm hafna rappurtar ta' grajjiet politici Maltin? SHOWCARD 5

IVA, HEMM IZZEJJED 1
IVA, HEMM HAFNA 2
TAJJEB KIF QEGHDIN 3
LE, HEMM FTIT 4
LE, HEMM FTIT WISQ 5 [C16]

7. X'tixtieq tara AKTAR fl-ahbarijiet ta' Xandir Malta?

[C17001-09]

C. POLITICAL BROADCASTS

1. Inti thobb tarahom/tisma' x-xandiriet politici?

	QATT	KULTANT	DEJJEM
KONFERENZA STAMPA	1	2	3 [C18]
DIBATTITU POLITIKU	1	2	3 [C19]
PROGRAMM IMTELLA MINN PARTIT	1	2	3 [C20]

2. Jekk 'KULTANT' jew 'DEJJEM' inti tara tal-partiti kollha, jew tal-Partit tieghek biss?

TAL-PARTITI KOLLHA 1
TAL-PARTIT TIEGHI BISS 2 [C21]

Ghaliex?

[C22001-09]

3. Fuq x'hiex tippreferi ssegwihom L-AKTAR? FUQ IR-RADJU 1
FUQ IT-TV 2 [C23]

4. Dawn il-programmi jixxandru nhar ta' GIMGHA fid-9.15 p.m.
A) Tahseb li din hija GURNATA TAJBA FOST IL-GIMGHA? IVA 1
LE 2 [C24]

Jekk LE, liema Gurnata fost il-gimgha tkun l-ahjar? [] [C25]

B) Tahseb li dan huwa hin tajjeb ghal dawn ix-Xandiriet? IVA 1
LE 2 [C26]

Jekk LE, x'l-ahjar: JIXXANDRU IKTAR KMIENI 1
jew IKTAR TARD 2 [C27]

5. Inti tahseb li minn dawn ix-xandiriet ghandna FTIT WISQ 1
BIZZEJJED 2
jew IZZEJJED 3 [C28]

D. RADIO BROADCASTS

1. Inti ghandek Radio? IVA 1
LE 2 [C29]
Jekk IVA, x'tip ta' Radio ghandek?

bil-Medium Wave biss 1
bl-FM biss 2
bil-MW u l-FM 3 [C30]

2. Inti x'hin tisimghu ir-Radio?
6 a.m. - 8 a.m. 1
8 a.m. - 1 p.m. 2
1 p.m. - 6 p.m. 3
wara s-6 p.m. 4 [C31001-04]

3. Minn dawn it-tip ta' programmi fuq ir-radio, liema huma t-tlieta li tisma l-aktar spiss? (Rank 1 to 3) SHOWCARD 6

AHBARIJIET	[]	[C32]
DISKJOCKEYS	[]	[C33]
MUZIKA KLASSIKA	[]	[C34]
QUIZZES	[]	[C35]
RADIO PLAYS	[]	[C36]
QARI TA' RUMANZI	[]	[C37]
XANDIRIET POLITICI	[]	[C38]
DISKUSSJONIJIET GENERALI	[]	[C39]
SPORTS	[]	[C40]

4. Liema huwa l-programm tar-Radio l-aktar favorit tieghek?
[C41001-04]

5. Issa li ser ikollna aktar minn stazzjon tar-Radju wiehed, x'tistenna minn dawn l-istazzjonijiet? SHOWCARD 7

DRAMA	1
DIVERTIMENT	2
SPORTS	3
AHBARIJIET	4
EDUKAZZJONI	5
KULTURA	6
RELIGJON	7
PROGRAMMI GHAT-TFAL	8
MUSIKA	9
OHRA (specifika)	[C42001-06]

6. X'tistenna li jkun hemm fuq l-istazzjonijiet tal-Partiti?

_____ [C43001-04]

7. X'tistenna li jkun hemm fuq l-istazzjon tal-Knisja?

_____ [C44001-04]

8a. Kieku kellu jkun hemm RADJU TAL-KOMMUNITA' fejn toqghod inti, x'tistenna li tisma fuqu?

_____ [C45001-04]

b. Inti tkun lest/a li tippartecipa fil-programmi tieghu?

LE 1

IVA 2 [C46]

N1. Inti liema gazzetti MALTIN thobb taqra?

L-EBDA WAHDA 1

TIMES 2

NAZZJON 3

ORIZZONT 4

MUMENT 5

SUNDAY TIMES 6

IT-TORCA 7

IL-HELSEIN 8

IL-GENS 9

L-ALTERNATTIVA 10 [C44001-04]