*Report*

*on a Study of*

# Radio Audiences

# in Malta

*(Part I — Commentary)*

*prepared for the*

## Broadcasting Authority

*by the*

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# ■ I INTRODUCTION

1.1 By letter circular dated 3 December 1991, the *Broadcasting Authority* of Malta informed a number of research agencies, including *Malta University Services Ltd.*, among others, of its intention to commission an audience audit of radio transmissions in Malta. A set of draft questions were also circulated.

1.2 The specific aim of this project, as given in the brief by the *Broadcasting Authority*, is to determine:

i. *audience size;* and
ii. *audience reactions*

with regard to radio broadcasting services in Malta.

1.3 The *Authority* had initially wanted the research to be conducted during December 1991. In view of the limited time available and the adverse effect the choice of such a period would have had on audience levels because of the Christmas period, the *Authority* subsequently decided to postpone the research to January 1992.

1.4 By letter dated 24 December 1991, *MUS Ltd.* was informed that the *Broadcasting Authority* had accepted the proposals submitted by it, and was commissioned the study. In this letter it was also confirmed that the first option given by *MUS Ltd.* in its Proposal, namely to adopt a sample size of 539 was the one accepted by the *Authority*.

1.5 In this report, the data collected in this study is presented. The findings are organised in different sections, 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 *MUS* proposal; this is followed by an analysis of the sample profile, a chapter on the views of the Maltese on how different programme types are ranked, and on the perceived weaknesses of radio transmissions in Malta. In this last chapter too a section on the preferences of listeners in respect of "programme types" for each of the four stations currently in existence is included. The next chapter focuses on news bulletins, covering the four stations. The second section of this chapter dwells slightly more in detail on the views of the Maltese on the news bulletins transmitted by the two stations run by *Xandir Malta*. The last substantive chapter of this report presents the data on the audience audit for

each day of the week for each radio station. The specific purpose of this chapter is to look in detail at radio listenership for every hour of each day of the week, and to classify the listenership by gender, by the socio-economic group of the head of household where the respondent was not a wage earner himself or herself, and by the age group of the respondent. In this section a comparison of audiences attracted by the different stations for each day of the week is also presented. The Conclusion seeks to bring the findings of this study together in summary form.

1.5 Appendix A incorporates a Technical Report on the research methodology adopted by *MUS Ltd.* for this study, and explains the *raison d'être* for the method used. The original, Maltese version of the questionnaire used for this study is included as Appendix B.

# ■ II  OBJECTIVES

2.1 The  overall objectives for this study are:

*(a) to conduct an audience audit of sound transmissions in Malta;*

*(b) to assess the appeal that each of the four existing radio stations has with regard to each of the following areas:*

*i. local news*
*ii. foreign news*
*iii. music*
*iv. sports*
*v. current affairs*
*vi. other programmes*

*(c) to evaluate the opinions of the Maltese public with respect to each of the above five programme sectors.*

# ■ III  SAMPLE PROFILE

3.1     Table 1 gives the profile of the sample which was based on the demographic structure of the Maltese population as it emerges from the latest figures published in the Demographic Review. Full technical details of how the quota sample was derived, with controls for age and gender, for each day of the survey are given in Appendix A.

3.2  As can be seen from each of the totals for each Table, the sample profile for this study is as follows:

A:  SAMPLE DISTRIBUTION BY SEX

|        | TOTAL | MALES | FEMALES |
|--------|-------|-------|---------|
| TOTAL  | 539   | 259   | 280     |
| %      | 100   | 48.1  | 51.9    |

B:  SAMPLE DISTRIBUTION BY SOCIO-ECONOMIC CATEGORY

| TOTAL | ABC1  | C2    | DE    |
|-------|-------|-------|-------|
| 539   | 151   | 159   | 229   |
| %100  | 28.0  | 29.5  | 42.5  |

C:  SAMPLE DISTRIBUTION BY AGE GROUP

|        | TOTAL | 14-17 | 18-30 | 31-50 | 51-65 | 65+  |
|--------|-------|-------|-------|-------|-------|------|
| TOTAL  | 539   | 42    | 140   | 196   | 98    | 63   |
| %      | 100   | 7.8   | 26.0  | 36.4  | 18.2  | 11.7 |

# ■ IV PROGRAMME RANKING, DEFECTS IN PROGRAMMING & STATION PREFERENCES

*4.1.0  Programme Ranking*

4.1.1   Tables 2A to 2C present data on how different types of radio programmes are ranked by the Maltese population.  The three tables respectively give breakdowns by Gender, Age and Socio-Economic Category.

4.1.2 Participants in the study were asked to rank the following types of programmes:

*Local News*
*Foreign News*
*Music Programmes*
*Sports Programmes*
*Current Affairs Programmes, including discussion programmes*, and
*Other Programmes.*

4.1.3 The last category was intended to be inclusive of all the other types of programmes carried by the Stations.  Detailed Tables, with full breakdowns have been included in this report. In this commentary, a set of summary tables will be used to present the way in which different types of programmes were ranked by Maltese listeners.

*4.1.4.0  First Preferences*

4.1.4.1  The following Table shows that as many as 46.8% of all radio listeners in Malta give the highest level of importance to Local News Bulletins. This is followed by Music Programmes, which were ranked first in importance by 31.9%. The full breakdowns of these figures are provided in the relevant sections of Tables 2A to 2C.

TYPES OF PROGRAMMES RANKED "FIRST"

|  | % |
|---|---|
| Local News | 46.8 |
| Foreign News | 4.5 |
| Music Programmes | 31.9 |
| Sports Programmes | 6.5 |
| Current Affairs Programmes | 4.3 |
| Other Programmes | 6.1 |

4.1.4.1 Local News was ranked first more by females than by males (47.1% versus 46.3%), mostly by those over 65 years and over (74.6%), and least by those aged 14-17 (9.5%). C2 ranked Local News "first" by 48.4%; ABC1 registered 48.3% whilst DE registered 44.5%. Music was ranked "first" more by females than by males (34.6% versus 29%), most commonly by those aged 14-17 (69%) but the socio-economic groups register a 4% variation in interest in music as far as "first" ranking is concerned: ABC1: 31.8%, C2: 29.6% and DE: 33.6%. Sports was ranked "first" more commonly by males than by females (11.6% versus 1.8%); it was ranked "first" most commonly by the younger participants in the study (14-17: 16.7%). The full details are given in Tables 2A to 2C.

*4.1.5.0 Second Preferences*

4.1.5.1 Following Local News Bulletins, radio was considered to be important most as a source for Foreign News. This type of programme was in fact ranked "second" by 38.8%. Local News Bulletin were ranked "second" by another 27.3%.

TYPES OF PROGRAMMES RANKED "SECOND"

|  | % |
|---|---|
| Local News | 27.3 |
| Foreign News | 38.8 |
| Music Programmes | 11.3 |
| Sports Programmes | 9.1 |
| Current Affairs Programmes | 8.0 |
| Other Programmes | 5.6 |

4.1.5.2 More females ranked local news "second" than males (29.3% versus 25.1%); the majority came from the 18-30 age group (34.3%). 30.6% of those belonging to DE socio-economic category ranked local news "second", followed by ABC1 (27.8%) and C2 (22%). Foreign News was

ranked "second" by 40.5% of the males and 37.1% of the females; by 58.7% of those aged 65 +, by 57.1% of those aged 51-65, and by 45% of the ABC1 socio-economic category.

### 4.1.6.0 Third Preferences

4.1.6.1 Foreign News and Current Affairs programmes were two the of programmes which obtained most third preferences, as the following summary table shows. Music programmes were also rated "third" by 24.1% of the total participants in this study. The full breakdowns for each of these ratings is available in Tables 2A to 2C.

TYPES OF PROGRAMMES RANKED "THIRD"

|                            | %    |
|----------------------------|------|
| Local News                 | 14.8 |
| Foreign News               | 28.0 |
| Music Programmes           | 24.1 |
| Sports Programmes          | 7.4  |
| Current Affairs Programmes | 13.4 |
| Other Programmes           | 12.2 |

### 4.1.7.0 Fourth Preferences

4.1.7.1 Fourth rating was received by Current Affairs Programmes at 27.1%. Music Programmes were mentioned extensively at this level, with another 17.4%.

TYPES OF PROGRAMMES RANKED "FOURTH"

|                            | %    |
|----------------------------|------|
| Local News                 | 8.7  |
| Foreign News               | 17.3 |
| Music Programmes           | 17.4 |
| Sports Programmes          | 14.8 |
| Current Affairs Programmes | 27.1 |
| Other Programmes           | 14.8 |

### 4.1.8.0 Fifth Preferences

4.1.8.1 The type of programme receiving the highest frequency of fourth rating was "Current Affairs", at 35.6%. This was followed with the generic "Other Programme" type, with 21%, and by Sports with another 20%.

### TYPES OF PROGRAMMES RANKED "FIFTH"

|  | % |
|---|---|
| Local News | 2.0 |
| Foreign News | 8.9 |
| Music Programmes | 12.4 |
| Sports Programmes | 20.0 |
| Current Affairs Programmes | 35.6 |
| Other Programmes | 21.0 |

### 4.1.9.0 Sixth Preferences

4.1.9.1 Sports programmes were rated "sixth" by 42.1% of the population. This was followed by 35.3% giving their last remaining rating to the generic programme category "Other Programmes". It is interesting that 59.6% of all females gave sports a "sixth" rating; that as many 19% of the youngest participants (those in the 14-17 age group) gave sports their last available rating; and noted when the data is broken down by socio-economic category, DE registered 45%, ABC1 registered 41.1% and C2 39%.

### TYPES OF PROGRAMMES RANKED "SIXTH"

|  | % |
|---|---|
| Local News | 0.4 |
| Foreign News | 2.6 |
| Music Programmes | 3.0 |
| Sports Programmes | 42.1 |
| Current Affairs Programmes | 11.7 |
| Other Programmes | 40.3 |

### 4.2.0 Programming Weaknesses

4.2.1 As part of this survey, the *Broadcasting Authority* was interested to find out what the Maltese consider to be the main weaknesses of the radio stations currently transmitting in Malta. In Table 3, the data regarding the

weaknesses which the Maltese see in local radio programming is analysed. 26.3% of all the participants indicated that they were satisfied with the general level of programming, and did not see any reason to dwell on weaknesses. 14.8% complained that radio programmes were not varied enough; 13.9% stated that they carry too much music, 13% suggested that there was too much verbosity, particularly among the disk jockeys, 8.3% pointed out that radio transmissions were partisan, 4.5% complained that programmes which they considered important were given too little time. A number of additional weaknesses were pointed out, and these are listed in the table. Among those incorporated under "other reasons", bad reception, interference, and interruptions in telephone calls were the ones most frequently mentioned.

4.2.2 A closer look at the breakdowns by gender, age group and socio-economic category given in the Table shows that females complained more than males about the extent of music put on by the stations (17.5% versus 10%); that such complaints were more likely to come from those aged 51-65 (25.5%), and that this complaint was practically equally present among the three socio-economic categories. In contrast males complained about excessive verbosity more than females did (15.8% versus 10.4%). Excessive verbosity was most complained about by those in the 14-17 age bracket (21.4%) Males too exceeded females in stating that the radio stations were being partisan in their programmes (10% versus 6.8%). The full breakdowns are presented in Table 3.

### 4.3.0 Preferred Types of Programme

4.3.1 Tables 4 to 7 analyse the type of programmes preferred by the listeners of the four radio stations studied. The base for these tables is made up of those participants in the study who had indicated that they had listened for at least a one hour slot during the day preceding the interview, or during the day before. Respondents were not probed for an answer and all the answers to these questions are spontaneous. More than one type of programme could be listed, and the totals for each of the next four tables therefore exceeds 100%.

### 4.3.2.0 Radio Malta 1

4.3.2.1 Of all those who had listened to *Radio Malta 1*, Local News was the one of the preferred type of programme: 70% in fact mentioned this type of programme most frequently. Music programmes were mentioned next by 34.3%, followed by Foreign News (24.4%), and by Current Affairs

Programmes (15%), whilst Programmes which offer Advice (by a Lawyer, an Architect, a Counsellor etc.) were listed by 9.4%. Sports programmes were mentioned by 8.5% of all *Radio Malta 1* listeners. Women's programmes were singled out as "preferred" by 4.7% of all respondents, naturally all females!

4.3.2.2 Local News was mentioned more frequently by males than females (78.5% versus 63.3%), and more frequently by the older component of the population (65 +: 82.9%), and most by those in socio-economic category DE (73.3%). Foreign News too were mentioned as a preferred type of programme more frequently by males than by females (30.1% versus 20%), and most frequently by those in the 65 + age bracket (34.1%). Music Programmes were most popular among the 14-17 age group (83.3%), practically to an equal measure across the two sexes. Current Affairs programmes were slightly more popular among females (16.7%) than among males (12.9%). The full breakdowns are presented in Table 4.

### *4.3.3.0 Radio Malta 2*

4.3.3.1 Of all the listeners of *Radio Malta 2*, Music Programmes were most frequently considered to be the most important: 51.8%. Local News was mentioned as a preferred type of programme by 37.5%, whilst Foreign News was listed by 19.6%. Sports Programmes were listed by 10.7% whilst Current Affairs Programmes were listed by 7.1%.

4.3.3.2 As can be seen from Table 5, Music Programmes were most popular among females (54.5% versus 50% males) and among those aged 14-17 (100%). The C2 socio-economic group registered the widest support for *Radio Malta 2* Music Programmes with 75%. Again as with *Radio Malta 1*, males mentioned Local News more frequently than females (38.2% versus 36.4%). They were mentioned most frequently by those in the 18-30 age group (50%). Foreign News too were again mentioned as a "preferred" type of programme more by males than by females (23.5% versus 13.6%). Full breakdowns are presented in Table 5.

### *4.3.4.0 Radio Super 1*

4.3.4.1 When Table 6 figures regarding *Radio Super 1* are analysed, it emerges that the station's Music Programmes are the type of programme which is most frequently listed among those preferred (68.6%) This is followed by Local News (59%), Foreign News Programmes (34%) and Sports Programmes (19.9%). Current Affairs programmes were listed as

"preferred" by 16% of *Radio Super 1* listeners. The table lists other types of programmes mentioned by respondents, but the incidence for these is very low.

4.3.4.2 In practice, Music was found to be equally liked by males and females following *Radio Super 1* programmes, but mostly by those aged 14-17 (84.6%) and by those who belong to the DE socio-economic group (70.5%). Local News was mentioned slightly more frequently by males than by females (61.3% versus 56.8%), and most frequently by those in the 51-65 age group (74.1%). Foreign News too was mentioned as a "preferred" type of programme just slightly more by males than by females (34.7% versus 33.3%). Current Affairs programmes were more popular among females (22.2%) than among males (9.3%). The full breakdowns are presented in Table 6.

*4.3.5.0 Radio 101*

4.3.5.1 Table 7 presents data on the same area with regard to *Radio 101*. Of all those who had listened to this station, 70.9% listed the station's Music Programmes among the ones they prefer. Local News was listed by 34.6%, Foreign News by 20.7%, Current Affairs Programmes by 19%, and Sports Programmes by 12.3%.

4.3.5.2 No significant differences are to be noted as regards Music programmes when the data is broken down by Gender, but significant differences are to be noted when the age-groups are looked at: 95.8% of those in the 14-17 age group listed this station's Music programmes among those they prefer, followed by another 82% among the 18-30 age group. Again Local News was mentioned slightly more frequently by males than by females (38.2% versus 29.9%), and more frequently by the older component of the population. Local news was once more listed most by those in socio-economic category DE (50.9%). Foreign News too were mentioned as a preferred type of programme more by males than by females (21.6% versus 19.5%), and most frequently by those in the 51-65 age bracket (47.6%). Full details are presented in Table 7.

# ■ V  NEWS BULLETINS

## 5.1.0  Primary Sources for News

5.1.1  All the interviewees taking part in this survey were asked a set of questions on the News. The data arising from these questions is presented in Tables 8 to 13. In Table 8, the primary source for News is explored. In Table 9, the results obtained from the question seeking to establish which of the four stations is the primary source for news are presented, whilst in the four subsequent tables, the reasons why a particular station is preferred are analysed.

5.1.2  Table 8 shows that 41% of the population identified the "radio" as the primary source for their news. As such, radio ranks first as the source for news dissemination in Malta, followed by TV with 31.4%, and Newspapers with 24.7%. Other sources of information account for only 3%.

5.1.3  The breakdowns in Table 8 show that radio is more important for the female segment of the population of the island (44.3% versus 37.5%), whilst Newspapers and TV are more important for the male component. The breakdowns by age groups do not uncover any highly significant differences, but the socio-economic categories C2 and DE depend more highly on radio than ABC1. More members of ABC1 than of any other socio-economic category primarily get their news from Newspapers (36.4% versus C2: 22.6% and DE: 18.3%). The row percentages incorporated in the Tables are a reminder that, in view of the fact that there are more females in the population, the effect of radio in the realm of news transmission is, numerically, actually more extensive than the column percentages indicate. Radio in fact emerges as the single most powerful medium for news dissemination in Malta. The full breakdowns are presented in Table 8.

5.1.4  Table 9 shows that *Radio Malta 1* is the strongest station for news dissemination when the four radio stations are compared together. Of those who indicated that their primary source for news is the radio, 43% stated that they get it most from *Radio Malta 1*; a mere 5.9% from *Radio Malta 2*, 29% from *Radio Super 1* and 22.2% from *Radio 101*.

5.1.5  As can be seen from this Table, *Radio Malta 1* is more diffused among Females (50% versus 34% males); but there are hardly any gender

differences between the two radio stations run by the two largest political parties in Malta.

5.1.6 In interpreting this table, it needs to be remembered that however strong radio as a medium for news dissemination in Malta, it is not the exclusive source for the news. As such the profile of any sectoral group cannot be produced exclusively on the basis of this data. It is to be noted that the base for the following tables (10-13) is less than the total number of listeners for each radio station. This shows that at least a number of regular listeners of the various radio stations have more than one source for their news information.

5.1.7 Table 10 lists the reasons why those who indicated that they rely primarily on *Radio Malta 1* for their news do so. 48.4% of those who indicated that they rely on this station stated that "they find them interesting", 37.9% simply do so because they are accustomed to tune to this station, 13.7% because they consider this station's news bulletin to be professionally presented, 12.6% because they consider them to be "truthful", whilst 7.4% because they think that the news is presented in a clear way and to the point. The full breakdowns by gender, age group and socio-economic category are presented in the Table.

5.1.8 In turn, Table 11 lists the reasons why the very few who indicated that they rely primarily on *Radio Malta 2* for their news do so. 53.8% of those who indicated that they rely on this station feel that the news are presented professionally, 23.1% state that "they find them interesting", another 23.1% because they are accustomed to listen to this station, 15.4% because they are "truthful", other reasons given are listed in the Table. The full breakdowns by gender, age group and socio-economic category are presented in the Table. Since the absolute numbers are small, extreme care must be taken in interpreting and extrapolating these figures.

5.1.9 The reasons why *Radio Super 1* attracts people to rely on this station for the news are listed in Table 12. 40.6% of those who indicated that they rely on this station prefer this station because they believe that the news are "true"; 35.9% state that "they find them interesting", 20.3% because they are professionally presented, 12.5% simply because they are accustomed to tune to this station. The full breakdowns by gender, age group and socio-economic category are presented in the Table.

5.1.10 Finally, Table 13 lists the reasons why those who indicated that they rely primarily on *Radio 101* for their news do so. 34.7% of those who

indicated that they rely on this station stated that "they find them interesting", 32.7% because they consider the station to be saying "the truth"; 16.3% because they consider the news bulletin of this station to be "clear and direct", another 16.3% because they are professionally presented, whilst another 12.2% do so because they always listen to this station. 10.2% pointed out that they rely on this station for the news because the timing is convenient. The full breakdowns are given in the Table.

### 5.2.0 Radio Malta 1 & 2 News Bulletins

5.2.1 All the participants in this study, whether they regularly hear the news bulletin of *Radio Malta 1* and 2 or not, were asked their views on the general satisfaction with the news bulletin of *Radio Malta 1* and *Radio Malta 2*. It is to be noted that the figures resulting from this set of questions incorporate the views of those who did not declare themselves to have listened to either of these two stations for any time during the two days preceding the interview for this study. In interpreting these figures therefore, it has to be noted that the replies of those who do not have direct experience of these stations because they do not listen to them regularly are replies based on perceived knowledge, and consequently are of a qualitatively different kind. Of course such views are also relevant because the perceived image is also real, but a clear distinction between direct and perceived image is apposite in this context. Tables 14 to 16 present the findings of this study on this area.

5.2.2 Table 14 shows that 12.4% had no views to offer in reply to a direct question on the general satisfaction with the news bulletins of *Radio Malta 1* and *Radio Malta 2*. 64.4% stated that they were generally satisfied, whilst 23.2% expressed dissatisfaction. Satisfaction was considerably higher among females (72.5% versus 55.6% males), and among the older age groups and the lower socio-economic groups. Dissatisfaction was, conversely, higher among males, highest among those aged 18-30 (27.9%). It was lowest among the DE (19.7%) socio-economic group. Full breakdowns are presented in the Table.

5.2.3 In Table 15, the reasons why *Radio Malta 1* News Bulletins were found satisfactory by those who had said they were so, are analysed. 0.6% did not explain their position, whilst 38.3% stated that the reporting is good; 24.2% consider them to be informative and inclusive. Another 21.3% explained that they base their opinions because the news bulletins are "interesting and useful", 14.7% because they are "impartial"; 13.3% because

the news are constantly updated; 11.8% because the bulletins are professionally presented and 9.5% because they easily replace the newspapers of the following day. 1.7% commented positively on the time in which they are broadcast.

5.2.4 Of those who had indicated that the "reporting was good", no significant differences emerge when the data is analysed across gender, but a somewhat significant difference is noted in this regard when the data is analysed by age-group: only 30.4% of those in the 14-17 age bracket remarked so, in contrast with 41.0% among the 31-50 year old, and 37.1% among those aged 51-65. Males find these news bulletins slightly more "informative and inclusive" than females (26.4% versus 22.7%); DE respondents register the highest score in this regard with 28.9%. The usual breakdowns by gender, age group and socio-economic group are given in full in Table 15.

5.2.5 The reasons given by those who said they were in general dissatisfied with the news bulletins provided by *Radio Malta 1* and *Radio Malta 2* are in turn analysed in Table 16. 5.6% did not substantiate their views at all; 29.6% suggested that these news bulletins give too much attention to politics; 22.4% said that they lack a professional approach; 20.8% stated that the news cover Government activities too extensively; another 20.8% said that these bulletins were not "credible"; 18.4% said that the news bulletins on this station were not objective, whilst 10.4% stated that they were too "brief".

5.2.6 Dissatisfaction because of excessive political reporting, and because of lack of professionalism were most frequent among ABC1 members (35.9%) than among the members of the other socio-economic groups. Concern about excessive reporting of government activities was recorded highest among DE respondents, at 26.7%. Lack of objectivity was mentioned most by C2 respondents, at 29.3%. The full figures are provided in Table 16.

# ■ VI DAILY LISTENERSHIP

6.1.1  Respondents taking part in the survey were asked to indicate at what times they had tuned to any of the four Radio Stations currently transmitting in Malta during the day before the interview was held, and on the day preceding it. They were asked to indicate with precision what times they had spent listening to radio every hour of the day and night since two of the stations transmit twenty four hours a day. The figures for each station were worked out separately and the figures for each one hour segment of the week for each station are being presented in full in the Tables, with the corresponding breakdowns by gender, age group and socio-economic category for every hour of the day. The full details for each radio station for each hour for each day of the week are presented in twenty-eight tables, numbered Tables 17A to 23D.

6.1.2 Following this set of detailed tables in which the hourly figures are broken down by Gender, Age Group and Socio-Economic Group, comparative tables, this time presented as projections for the whole Maltese population aged 14 and over, for each station for each day of the week, are presented. The first seven tables in this batch (Tables 24 to 30) provide a comparison of the audience of the different stations for each day of the week, whilst the second batch of four tables (Tables 31 to 34) provide comparison across the seven days of the week for each individual radio station.

6.1.3  *Radio Malta 1* can be said to have access to a wide audience in Malta, as the following audience percentages for each day of the week indicate. The figures refer to individuals who, at any point during the day, followed at least more than half of a one hour slot of the stations programme schedule. *Radio Malta 1* is followed by *Radio 101* for all the days of the week except for Friday, on which day *Radio Super 1* attracts a higher audience. *Radio Malta 2* has the smallest audience share of the four stations under study. Of all the days of the week, Saturday seems to be weakest day for radio stations in Malta.

## AUDIENCE SHARE BY RADIO STATION FOR EACH DAY OF THE WEEK

|  | RADIO MALTA1 | RADIO MALTA 2 | RADIO SUPER 1 | RADIO 101 |
|---|---|---|---|---|
| MONDAY | 35.7 | 13.0 | 29.2 | 30.5 |
| TUESDAY | 31.2 | 9.7 | 27.3 | 37.0 |
| WEDNESDAY | 37.0 | 10.4 | 24.7 | 34.4 |
| THURSDAY | 42.2 | 11.0 | 26.6 | 29.9 |
| FRIDAY | 44.8 | 8.4 | 29.2 | 27.3 |
| SATURDAY | 22.7 | 5.8 | 10.4 | 15.6 |
| SUNDAY | 39.0 | 7.1 | 26.0 | 26.6 |

% Base = Total Potential Audience viz. all individuals residing in Malta and Gozo, aged 14 upwards.

### 6.2.0  Monday

6.2.1 The audience for *Radio Malta 1* for its Monday opening programme is relatively high, at 9.7% of the total potential audience. It gradually increases to a peak audience at noon (16.2%), it goes slightly down for one hour after noon, and then remains relatively stable until 6.00 p.m. when it starts going down to a very low point for the late programmes. The full breakdowns for this station's performance on Mondays are presented in Table 17A.

6.2.2 *Radio Malta 2* has a very low audience of 2.6% for its first Monday hour, doubles it in the next hour, but keeps a constantly low audience throughout its day, except for the hour starting at 4.00 p.m., when it attracts an audience of 3.9%. Table 17B has all the details for each hour of the day's performance by *Radio Malta 2*.

6.2.3 *Radio Super 1* has a very low audience for its night schedule from midnight till 5.00 a.m. It picks up a 1.9% audience at 5.00 a.m., goes up to 5.2 at 6.00 p.m., doubles it an hour later and keeps a steady audience, ranging between 10% and 13% of the total potential audience, for the whole day until 6.00 p.m., when it starts losing its audience. The audience for the late Monday programmes is relatively low at around 3%-4%, except for the 10.00 p.m. hour when the audience rises to 5.2%. The performance of this station for Monday is analysed in detail in Table 17C.

6.2.4 The performance of *Radio 101* for Mondays is practically the same as that of *Radio Super 1* for the first five hours of the day, but is lower than that of *Radio Super 1* for the hour starting at 6.00 a.m. *Radio 101* picks up its audience as the day develops, with an average of 10% for the morning, and reaches its peak audience at 13% at the hour starting at 5.00 p.m. *Radio 101* keeps a relatively steady audience averaging around 4% for its late night programmes until midnight on Mondays. Full details on the performance of this station on Mondays are presented in Table 17D.

6.2.5 The full composition of the audience for each of these stations, by gender, age group and socio-economic category are given in the Tables. Care must be exercised in projecting the various figures for the different breakdowns to the whole population when small numbers are concerned.

### *6.3.0 Tuesday*

6.3.1 The audience for *Radio Malta 1* for its Tuesday opening programme is also relatively high, at 9.1% of the total potential audience. As on Monday this station gradually increases to a reach peak audience at noon (13%), is relatively stable until 5.00 p.m. with an audience level between 7.1% and 9.7%. At 5.00 p.m. it goes down to 5.8%, when it starts going down to a very low point in the late programmes. The full breakdowns for this station's performance on Tuesday are presented in Table 18A.

6.3.2 *Radio Malta 2* has a slightly lower audience on Tuesday than it has on Mondays, at 1.9% for its first hour and starts to gain an audience at 8.00 a.m. (3.2%), but loses it again soon until noon, when it goes up once more to 3.9%. The afternoon audience is a constant 2% audience share, with a slight rise to 3.2% at 6.00 p.m., but dwindles rapidly as the evening approaches. Table 18B has all the details for each hour of the day's performance by *Radio Malta 2*.

6.3.3 *Radio Super 1* has a very low audience of less than 1% for its night schedule from midnight till 5.00 a.m., It picks up a 1.9% audience at 5.00 a.m., goes up to 4.5% the next hours, doubles it an hour later, and keeps a steady audience ranging between 9% and 10.4% of the total potential audience for the morning. Its performance in the early afternoon is not so good, at an average of 4%, but picks up for the three hours starting at 4.00 p.m. At 7.00 p.m. it starts losing its audience again except for the hour starting at 10.00 p.m., when it attracts an audience of 4.5%. This station retains a 3.2% audience level until midnight. The performance of this station for Tuesday is analysed in detail in Table 18C.

6.3.4 The performance of *Radio 101* for Tuesdays is higher than that of any of the four competing stations. Tuesday is the best day for this station. Its very early programmes do not attract a high audience, but the morning programmes attract a high audience level, reaching a peak of 17.5 at noon. The afternoon and evening performance is also good, with the highest figure of 13% reached for the two hour period starting at 5.00 p.m. The late night programmes until midnight attract an audience of slightly over 5%. Full details on the performance of this station on Tuesdays are presented in Table 18D.

## 6.4.0 Wednesday

6.4.1 Wednesday's audience for *Radio Malta 1*'s opening hour is a relatively high 13%. This station has a very strong following on Wednesday mornings for its programmes, with a peak of 18.8% for the hour starting at 8.00 a.m. The station's audience level hovers around an average of 14% level until 1.00 p.m., when it starts declining. It picks up 10.4% again at 4.00 p.m., but starts going down steadily again after 7.00 p.m. to 4.5% The later programmes have a relatively much smaller audience size. The full breakdowns for this station's performance on Wednesday are presented in Table 19A.

6.4.2 *Radio Malta 2* has a slightly better audience rating on Wednesdays than it has on Mondays and Tuesdays, even though its overall performance remains quite low in comparison to the other competing stations. Early morning programmes are very low, at a 1.3% level. Peaks are reached at 8.00 a.m. and at 11.00 a.m., with 4.5%, and another one at noon with 7.1%. The afternoon audience levels are low, only once exceeding the 3% level. Table 19B has all the details for each hour of the day's performance by *Radio Malta 2*.

6.4.3 *Radio Super 1* again has a very low audience for its early schedule from midnight till 5.00 a.m. It again picks up a 1.9% audience at 5.00 a.m., goes up to 5.2% an hour later and keeps a steady audience ranging between 5% and 7.8% of the total potential audience for the morning and afternoon until 7.00 p.m. Later audience attraction goes down, except for the 8.00 p.m. slot which attracts an audience of 3.9%. The performance of this station for Wednesday is analysed in detail in Table 19C.

6.4.4 The performance of *Radio 101* for Wednesday is second to that of *Radio Malta 1*. Its very early programmes do not attract a high audience, but the morning programmes attract a relatively high audience level, reaching a peak of 14.9% at 8.00 a.m. The afternoon and evening performance is the best for all the four stations on the same day, with a peak again reached at 4.00 p.m., with 13%. The late night programmes until midnight attract an audience of 5% to 6%. Full details on the performance of this station on Wednesdays are presented in Table 19D.

### 6.5.0 Thursday

6.5.1 Thursday's audience for *Radio Malta 1* is the second highest for the whole week. The station starts with an audience level of 16.2% for its first hour; its lowest point for the morning is 12.3% at 10.00 a.m., and its highest, 18.8%, is reached at 8.00 a.m. At noon it again reached the 18.2% level. Its afternoon audience is relatively low (3.9%) immediately after 2.00 p.m., but otherwise is substantially higher, with a peak 10.4% reached at 5.00 p.m. Audience level falls down substantially after 8.00 p.m. The full breakdowns for this station's performance on Thursday are presented in Table 20A.

6.5.2 *Radio Malta 2*'s audience on Thursday is typically low, although not the lowest for the week. The audience for the morning programmes after 8.00 a.m. reaches 4.5% for two hours, but goes down again. The same level is reached at 4.00 p.m., just for one hour this time. Table 20B has all the details for each hour of the day's performance by *Radio Malta 2* for Thursday.

6.5.3 *Radio Super 1* again has a very low audience for its early morning schedule from midnight till 5.00 a.m. It picks up a 1.3% audience at 5.00 a.m., goes up to 9.1% within an hour, and keeps a steady audience ranging between 6.5% and 10.4% of the total potential audience for the morning. On Thursday afternoon until 6.00 p.m., audience level is retained at points ranging between 5.2% and 7.1%, but after that its audience goes down to the 2.6% level except for the hour starting at 8.00 p.m. which retains the usually higher level (Thursday: 5.2%). The performance of this station for Thursday is analysed in detail in Table 20C.

6.5.4 On Thursdays, the performance of *Radio 101* is again second to that of *Radio Malta 1*. Its very early programmes do not attract a high audience, but the morning programmes attract a good audience level around the 7% mark, reaching a two-hour peak of 9.1% at 8.00 a.m. The afternoon and evening performance is again the best for all the four stations on the same

day, with a peak again reached between 4.00 p.m. and 6.00 p.m., at 9.1%..
The late night programmes until midnight attract an audience of 5.2%. Full
details on the performance of this station on Tuesdays are presented in Table
20D.


### 6.6.0 Friday

6.6.1 Friday's total audience for *Radio Malta 1* is the highest for the whole
week. The station starts with an audience level of 9.7% for its first hour. This
is its lowest point for the whole morning, its highest level being 24.7%,
reached at 8.00 a.m. Its afternoon and early evening audience is good, never
going below 5.8% until 7.00 p.m., with a peak being reached at 5.00 p.m.,
with 11%. Audience level starts to fall down substantially after 9.00 p.m. The
full breakdowns for this station's performance on Friday are presented in
Table 21A.

6.6.2 On Friday, audience levels reached by *Radio Malta 2* are, once
more, rather low. Morning programmes never exceed 2.6%, whilst the
afternoon levels never reaches the 2% level. Table 21B has all the details for
each hour of the day's performance by *Radio Malta 2* for Thursday.

6.6.3 On Fridays, the performance of *Radio Super 1* is globally as good as
it is for Mondays. Its very early programmes do attract a nice audience, given
the time they are on air. The morning programmes attract a good audience
level ranging from 7.1% at 10.00 a.m. to 12.3% at 8.00 a.m. In the afternoon
a stable audience level around the 9.% is obtained from 4.00 p.m. to 6.00
p.m. (at .00 p.m. the audience is 9.7%). At other times the level of the
audience is lower, but the station ends the day with an audience of 5.2% of
the total potential audience in Malta and Gozo. Full details on the
performance of this station on Fridays are presented in Table 21C.

6.6.4 *Radio 101* again has a very low audience for its night schedule from
midnight till 6.00 a.m. It picks up a 2.6% audience at 6.00 a.m., goes up to a
10.4% morning peak at 9.00 a.m. On Friday afternoon until 7.00 p.m. the
station's audience level is retained at points is highest at 4.00 p.m., ranging
between 7.1% and 11%. This station has a low audience for its evening
programmes, but attracts a 4.5% audience level for the last hour of the day.
The performance of this station for Friday is analysed in detail in Table 21D.

## 6.7.0 Saturday

6.7.1 The audience levels for *Radio Malta 1* on a Saturday are the worst for this station for the whole week. The station starts with an audience level of 1.9% for its first hour, but goes to 10.4% in its second hour of transmission. The level is increased once more for the following hour, but it then stabilises itself for the next two hours until noon, with a slightly lower higher level for the hour starting at 11.00 a.m. The afternoon audience level for this station are the lowest recorded for the whole week, and hover around the 5% mark. The station practically loses its audience after 8.00 p.m. The full breakdowns for this station's performance on Friday are presented in Table 22A.

6.7.2 For *Radio Malta 2*, Saturday too is its worst day. As Table 22B shows, audience levels are very low in the morning, hovering around 1.3%. These double for two hours after 4.00 p.m., but go down again later. Like *Radio Malta 1* this station loses its audience as the evening approaches.

6.7.3 On Saturdays, the performance of *Radio Super 1* is also a relatively bad day: in fact even for this station Saturday is the worst day. The station's very early programmes practically attract no audience at all. The morning programmes attract an audience level around the 4%, which increases as noon approaches, when it registers a level of 7.8%. Saturday afternoon and evening audiences are practically the poorest the station records for the whole week, ranging between 1.2% to 2.6%. Full details on the performance of this station on Saturdays are presented in Table 22C.

6.7.4 As with the other stations, Saturday is also *Radio 101*'s worst day as far as audience levels goes. The station has a very low audience for its night schedule from midnight till 6.00 a.m. It picks up a 1.3% audience at 6.00 a.m., then goes up to 6.5% by 8.00 a.m., and, with slight variation, retains that level of audience until 11.00 a.m. At noon it registers 7.1%, in the afternoon audience level fluctuates at a lower level, ranging from 3.2% to 5.2%. After 8.00 p.m. it goes down further for the next two hours, but gains again to reach 3.2% for the last two hours of the day. The detailed performance of this station for Saturday is analysed in Table 22D.

## 6.8.0 Sunday

6.8.1 For *Radio Malta 1* audience levels on a Sunday are quite good: the station starts with an audience level of 8.4% for its first hour but goes up to 15.6% in its second hour of transmission. This is increased once more to

19.5% for the following hour. It then goes down to 12.3%, but at noon it registers a morning peak of 20.8%. In the early afternoon until 5.00 p.m., audience levels never go below 6.5%, but after that time the station starts losing its audience until it practically has no audience for its last two hours of transmission. The full breakdowns for this station's performance on Friday are presented in Table 23A.

6.8.2 For *Radio Malta 2*, Sunday is, like the other days of the week, a very weak day. Audience levels reach a peak of 2.6% at 9.00 a.m. As Table 23B shows, audience levels otherwise vary between 0.6% and 1.9% at different hours of the day.

6.8.3 On Sundays, the performance of *Radio Super 1* is better in the morning than it is in the afternoon. Its very early programmes practically attract no audience at all. The stations attracts an audience of 4.5% at 6.00 a.m. and builds up the audience with a peak of 14.3% at 9.00 a.m. Early afternoon levels register a decline; there is a slight recuperation after 4.00 p.m. but after 7.00 p.m. the stations loses its audience again to a 1.9% level. Full details for this station's performance on Sundays are presented in Table 22C.

6.8.4 As with the other stations, Sunday's audience levels are not the best *Radio 101* manages to achieve. Indeed the station has a very low audience for its night schedule from midnight till 6.00 a.m. It picks up a 3.2% audience at 6.00 a.m., then goes up to 5.8% the next hour and to 8.4% by 8.00 a.m. Its audience levels range between 7.1% and 9.7% until 6.00 p.m., after which they fall to an average level of 3% for the rest of the evening transmissions. Full details are provided in Table 23D.

### 6.9.0 Summary Tables and Projections

6.9.1 Tables 24 to 34 present summary statistics on all radio listening in Malta among Maltese aged 14 upwards, worked out on the basis of the previously discussed Tables. Each of these tables allows for a graphic, across station comparison for each day of the week. The entry "0" signifies an audience below 0.1% listenership of the total potential audience.

6.9.2 Tables 24 to 30 provide a day to day comparison for the four stations. As has already been noted, Saturday is the weakest day for all the stations. Of the four stations, *Radio Malta 1* attracts the highest audiences, *Radio Malta 2* has the least attraction. On a couple of days *Radio 101* and *Radio*

*Super 1* are not very far from each other, but globally *Radio 101* can be said to be leading station of the two by a good margin.

6.9.3 Tables 31 to 34 make use of the same data to provide a summary of the week's audience for each station. The Tables respectively reproduce the week's listenership for *Radio Malta 1*, *Radio Malta 2*, *Radio Super 1* and *Radio 101*.

6.9.4 Table 31 shows that *Radio Malta 1*'s strongest day is Friday while its weakest is Saturday. *Radio Malta 1* is very strong in its audience levels between 7.00 a.m. and 8.00 p.m.

6.9.5 Table 32 in turn shows that *Radio Malta 2* is indeed a very weak station in terms of audience attraction. Its weakest day is also Saturday, and its strongest is Monday. This station has very little fluctuation in its audience levels, and these are very low when compared with what other stations manage to achieve.

6.9.6 The performance of *Radio Super 1* over the whole week is graphically reproduced in Table 33. Monday and Friday are equally the strongest days for this station; Saturday is its weakest. The figures show that this station's morning appeal is somewhat stronger, on average, than its afternoon and evening ones, with regular peaks obtained around the 11.00 a.m. - noon period. The station has a good, but somewhat variable audience around the 8.00 p.m. and 10.00 p.m. hour slots. Early morning transmissions attract very low audiences.

6.9.7 Table 34 brings together the data for *Radio 101* for the whole week of transmissions. Like *Radio Super 1*, early morning transmissions attract low audience levels, but this station performs better as a whole, and particularly for the late evening transmissions. Tuesday is the station's strongest day and Saturday its weakest. On this day *Radio 101* had a total audience share (made up i.e. of indidividuals who tuned in to the station at some time during the day) which is estimated to have been 21,000 higher than that of the best two days (Monday and Friday) for *Radio Super 1*. As has already been stated above, both radio stations do badly on Saturday, but again *Radio 101* had a total audience for this day which was an estimated 14,000 higher than that registered by *Radio Super 1*.

# ■ VII CONCLUSION

7.1 This summary of the main findings and conclusions is in no way meant to be exhaustive, but merely an indication of the main trends that emerged. As such this section needs to be read jointly with the foregoing chapters and the Tables, and not on its own.

7.2 The first very important conclusion of this study is that radio has a very important role in building up and maintaining the social fabric of Maltese society. Each of the four stations manages to attract an audience, and three of the stations at least can be said to have a sizable audience at peak times. This study firmly shows that the impression that with the advent of TV and other media, the importance of radio is minimal, is an incorrect impression.

7.3 Contrary to what is perhaps popularly believed, radio broadcast are not a female's exclusive activity: a substantial segment of the audiences that follow radio transmissions in Malta is composed of males, and though this medium has a particular appeal to housewives, it is certainly not a medium which they alone use.

7.4 Not all radio stations have the same strength; neither does the strength appear to be limited to "who" manages a particular station only. The contrast between Radio Malta 1 and Radio Malta 2 is too sharp to allow one believe that ownership or management of a particular radio station alone is enough to indicate the size of an audience. Radio Malta 1 is a clear leader among the four radio stations currently on air in Malta, Radio Malta 2 needs to plod along in order to be able to maintain a *local* audience. In interpreting this fact, however, a note of caution is important if the major interest of this station is to attract an audience of non-Maltese residents because this study has been limited in design and implementation to Maltese nationals. If this is not the major interest of the station, *prima facie* the station does not appear to be cost-effective, and its owners would do well to examine whether they would want to pursue with their efforts to maintain this station as it is, or to institute radical changes so that its audience share could be substantially expanded.

7.5 Both of the two stations that have recently gone on air, namely *Radio Super 1* and *Radio 101*, have been able to construct a niche for themselves in local sound transmissions. For both stations, the audience levels are not

negligible. Of the two, *Radio 101* is leading by a considerable margin when audience level are considered globally. Its strength is less than that of *Radio Malta 1*, but it has a pull that globally attracts more audiences than *Radio Super 1*. The foregoing pages of this commentary have illustrated this amply on the basis of the data contained in the detailed Tables forming an integral part of this report.

7.6 The figures in this Report further show that there is a particularly low level of radio listenership at the weekend. Saturday is the worst day for all the stations, Sunday is the next worst day. Each station has at least one day of the week when it reaches a peak. *Radio Super 1* was found to have two days of the week (Mondays and Fridays) when audience levels, taken as a whole for the whole day, were practically the same. *Radio Malta 1*'s best day is Friday, *Radio Malta 2*'s best day is Monday, *Radio 101*'s best day is Wednesday. It would be of interest to the management of these stations to inquire why they manage to reach higher audience levels on these particularly, and, conversely, why their competitors attract a higher share of the audience on other days.

7.7 The audience profile of the different radio stations also shows that particular slots of time attract a sizably higher audience than others do. *Radio Malta 1* is in general very strong in its the mid-morning schedule, *Radio Super 1* has a slot in the evening in which it is constantly stronger than the overall afternoon and evening performance. *Radio 101* compares favourably with *Radio Malta* for the morning segment, but is considerably stronger than its competitors for the late evening programmes, when other stations are generally found to be losing their audiences.

7.8 Among Maltese listeners there are very clear expectations of what the schedule of radio stations should give most importance to. Local News, Foreign News and Music Programmes are certainly the three types of programmes that rate highest in the mind of the Maltese, and in this order. This general ranking however should not hide the fact that Maltese audience are also very much in search of other types of programmes, mainly those programmes that offer some kind of "advice" to listeners, or that allow to interact with them on a topic of interest. A detailed analysis of the strength of *Radio Malta 1* morning schedule, and of the late programmes put on by *Radio 101* offers firm confirmation of this.

7.9 This study shows that radio is a particularly effective tool for the dissemination of local news. As many as 41% identified this medium as their primary source for news, as compared to TV with 31.4% and Newspapers

with 24.7%. For many, it is true, it is not the exclusive source, and in a pluralistic society, the existence of a multiplicity of parallel sources is bound to increase. But the fact that for 41% of the population it remains to be the "primary source" is an important finding that has very important significance both for the political and the cultural development of these islands.

7.10 Since both radio stations managed by *Xandir Malta* are effectively run as part of the public service system, the *Broadcasting Authority* had a special interest to find out the role the news services of these two stations are playing, and how the Maltese appraise them. This study has shown that as many as 64% of the Maltese, whether they listen in to these stations or not, have a positive idea of these services. "Too much attention to politics" and "too much coverage of Government and administrative affairs" were among the reasons given by those who do have such a positive idea of the news services of these publicly-run services. The fact that 20.8% of the Maltese brush these services aside by simply saying that "they are not credible" would be a cause for concern both for those who run them, and for the *Broadcasting Authority* in its capacity as official guardian of the common good in the broadcasting sphere.

7.11 In general it can be stated that the Maltese are not unhappy with their radio stations. This does not mean however that they do not recognise the limitations they have. When asked about what they consider to be the major weaknesses of these stations, a number were listed. "Lack of enough variety", "too much unnecessary verbosity", and "excessive partisanship" are just three of the "weaknesses" spontaneously mentioned by Maltese listeners. Looked at separately they might appear to be the all too obvious weaknesses to be mentioned. But taken together, they suggest a rather dramatic shift in Maltese listening culture that is gradually moving away from the non-sophisticated non-erudite way of looking at things, including services, to one which expects a more professional, and a much more articulated approach in the management of public services, including radio transmissions.

APPENDIX A

# TECHNICAL REPORT

## I OBJECTIVES

1.1 The specific aim of this project, as given in the brief by *Broadcasting Authority*, is to determine:

*i. audience size;* and
*ii. audience reactions*

with regard to radio broadcasting services in Malta.

1.2 In detailed discussions with the *Authority* it was further clarified that the main purpose of this project was to produce an Audience Audit, in terms of the legal requirements with which the *Authority* is bound, of the four radio stations currently licensed to operate in Malta.

## II SAMPLING PROCEDURE

2.1 These Objectives were achieved through interviews conducted among a scientifically selected sample of the Maltese population aged 14 and over.

2.2 Since the study covers a population for which an exhaustive list is only partially available, the sample was selected through a modified quota sample technique, as explained below. This approach was also necessitated by the fact that the study had to be concluded in one week, and could not permit repeated visits to the same interviewee on subsequent days since an equal number of respondents had to be interviewed for each day of the week according to a quota, the composition of which, approximated as much as possible to the quota established in terms of the population structure of the Maltese islands.

2.3 Table 1 gives the distribution of Malta's demographic structure, as provided in the report on the Census of the Maltese islands, as follows:

Table 1: DEMOGRAPHIC DISTRIBUTION & IDEAL SAMPLE DISTRIBUTION

| | | | | PERCENTAGES | | | ABSOLUTES | | |
|---|---|---|---|---|---|---|---|---|---|
| AGES | MALES | FEMALE | TOTAL | M | F | T | M | F | T |
| 14-17 | 10395 | 9885 | 20280 | 8.0 | 7.2 | 7.6 | 21 | 20 | 41 |
| 18-30 | 35019 | 33408 | 68427 | 26.8 | 24.2 | 25.5 | 70 | 67 | 137 |
| 31-50 | 48900 | 50018 | 98918 | 37.5 | 36.3 | 36.9 | 98 | 100 | 198 |
| 51-65 | 22468 | 26335 | 48803 | 17.2 | 19.1 | 18.2 | 45 | 53 | 98 |
| 65+ | 13718 | 18155 | 31873 | 10.5 | 13.2 | 11.8 | 28 | 37 | 65 |
| *Row Total:* | | | | *(48.6* | *51.4* | *100.0)* | | | |
| TOTAL | 130500 | 137801 | 268301 | 100.0 | 100.0 | 100.0 | 262 | 277 | 539 |

2.5 For the purposes of selecting the respondents for this study, the total Electoral Population of Malta was grouped in 450 "Electoral Blocks", on the basis of geographical distribution. The blocks were all approximately equal in size.

2.6 Of these 450 blocks, 30 were randomly selected. Interviewees were selected by a quota spread over all the blocks. Interviewers were instructed how to select interviewees according to the set quota from the same "Electoral Block" assigned to them. The quota for each day of the week was one seventh of the sample size, and was defined in terms of the ideal Sample distribution for each Segment, as given in Table 1, with strict controls for Gender and Age Group. An attempt was made to ensure that the sample for each day of the week approached as much as possible, the ideal sample distribution; since not all the numbers were divisible by 7, this was not always possible and rounding was necessary. Interviewers were instructed to meet their quota on a day to day basis to ensure a proportional distribution of the universe for each of the seven days of the week to be covered by this survey. Interviews were effectively conducted in the following localities:

Birkirkara
Cospicua
Guardamangia

Hamrun
Rabat
Marsa
Mosta
Qormi
San Gwann
Sta Lucia
Siggiewi
Sliema
Zabbar
Zejtun
Nadur - Gozo

The sample profile is given as Table 1 of the Study.

2.7 To produce the audience audit accurate, each interviewee was asked to indicate at which times he/she had listened to each of the four radio stations under study in the two days prior to the interview. This approach ameliorates considerably the validity level of the sample, particularly in those categories where the sample size, worked out on the basis of Table 1, would have resulted in small numbers. For each day of the week, the basic sample size became 154. It has to be noted that, using this system, one day of the week had to be the sum of interviews referring to the same day of the week but to different calendar days.

2.8 In view of the small numbers which resulted in certain breakdowns, it would have been better if the a larger sample of 700 had been opted for as suggested in *Option B* of the Proposal made to the *Broadcasting Authority* by *MUS*. This would have allowed extrapolations and projections not only for the total population, but for a considerable number of breakdowns used in this study.

2.9 The fieldwork was spread over one week starting Wednesday 8 January 1992 until Tuesday 14 January, 1992.

## III ANALYSIS

3.1 All data was recorded on a questionnaire specially designed for this particular survey. The data was processed by computer.

3.2 Whenever feasible, results were analysed by Gender, Age Group, Socio-Economic Group based on the occupation of the respondent, or if not gainfully occupied that of the Head of Household, as follows:

i. AGE-GROUPS:
   14-17 YEARS
   18-30 YEARS
   31-50 YEARS
   51-65 YEARS
   65+ YEARS

ii. GENDER MALE & FEMALES

iii. SOCIO-ECONOMIC GROUP OF RESPONDENT OR OF HEAD OF HOUSEHOLD:

ABC1 = Professional, managerial, administrative, higher clerical, clerical supervisory, skilled craftsmen & technicians, owner/manager of small business
C2 = skilled manual workers and foremen
DE = semi-skilled, unskilled, labourers, casual workers and those whose income is provided by the state.

## IV FIELDWORK

4.1 A team of experienced interviewers were employed on this survey. All the interviewers were extensively briefed before commencement of fieldwork. Dummy interviews were carried out during the briefing sessions in order to ensure that difficulties that arose during the actual fieldwork were solved in advance. The dummy interviews were followed by piloting of the questionnaire.

4.2 The interviewing team was under the supervision of an experienced supervisor, and any difficulties of a radical nature were referred to the supervisor or to the Director of the Survey.

CLASSIFICATION                    SERIAL NUMBER    [      ]  (SCN)

                                  INTERVIEWER'S INITIALS  [   ]  (C2)

Name of informant_____ DAY OF INTERVIEW  SUNDAY     1
                                                 MONDAY     2
ADDRESS_____                 TUESDAY    3
                                                 WEDNESDAY  4
_____                  THURSDAY   5
Telephone Number _____                 FRIDAY     6
                                                 SATURDAY   7  (C3)


                                         AGE GROUP
Date of interview_____         14-17     1
                                         18-30     2
                                         31-50     3
                                         51-65     4
                                         65+       5      (C4)


                                   GENDER: MALE   1
                                           FEMALE 1   (C5)


(SOCIO-ECONOMIC GROUPS OF HEAD OF HOUSEHOLD)

OCCUPATION OF HEAD OF HOUSEHOLD        _____(C6)

1    ABC1 = Professional, managerial, administrative, higher clerical,
     clerical supervisory, skilled craftsmen & technicians, owner/manager of
     small business
2    C2 = skilled manual workers and foremen
3    DE = semi-skilled, unskilled, labourers, casual workers and those whose
     income is provided by the state

-------------------------------------------------------------------------

TV1   Inti tarahom l-ahbarijiet tal-MTV tal-10.30 p.m.?
                                    IVA  1
                                    LE   2    [AE1]


TV1b    Jekk LE, ghaliex?

        GHAX TARD WISQ                               1
        MA HEMMX PROGRAMMI OHRA X'NARA WARA           2
        M'HEMMX DIFFERENZA MINN TAT-8.00 P.M.         3
        RAGUNI OHRA                                   4   [AE2]

Q1 Tista', jekk joghgbok,tghidli xi programmi smajt INTI il-bierah? (DAY of WEEK_____)
IF NO RADIO STATION WAS HEARD ON SELECTED DAY, PLEASE SKIP QUESTION
TIME REFERS TO ONE HOUR PERIOD STARTING AT POINT GIVEN
**INDICATE PERIOD IF AT LEAST 30 MINUTES ARE SPENT LISTENING TO RADIO**

| | RM1 | RM2 | SUPER 1 | RAD 101 |
|---|---|---|---|---|
| MIDNIGHT | | | SP00 | NP00 |
| 0100 HRS | | | SP01 | NP01 |
| 0200 HRS | | | SP02 | NP02 |
| 0300 HRS | | | SP03 | NP03 |
| 0400 HRS | | | SP04 | NP04 |
| 0500 HRS | | | SP05 | NP05 |
| 0600 HRS | MO06 | MT06 | SP06 | NP06 |
| 0700 HRS | MO07 | MT07 | SP07 | NP07 |
| 0800 HRS | MO08 | MT08 | SP08 | NP08 |
| 0900 HRS | MO09 | MT09 | SP09 | NP09 |
| 1000 HRS | MO10 | MT10 | SP10 | NP10 |
| 1100 HRS | MO11 | MT11 | SP11 | NP11 |
| NOON | MO12 | MT12 | SP12 | NP12 |
| 1300 HRS | MO13 | MT13 | SP13 | NP13 |
| 1400 HRS | MO14 | MT14 | SP14 | NP14 |
| 1500 HRS | MO15 | MT15 | SP15 | NP15 |
| 1600 HRS | MO16 | MT16 | SP16 | NP16 |
| 1700 HRS | MO17 | MT17 | SP17 | NP17 |
| 1800 HRS | MO18 | MT18 | SP18 | NP18 |
| 1900 HRS | MO19 | MT19 | SP19 | NP19 |
| 2000 HRS | MO20 | MT20 | SP20 | NP20 |
| 2100 HRS | MO21 | MT21 | SP21 | NP21 |
| 2200 HRS | MO22 | MT22 | SP22 | NP22 |
| 2300 HRS | | | SP23 | NP23 |

DAY REFERRED TO:
**IL-BIERAH**

| | |
|---|---|
| SUNDAY | 1 |
| MONDAY | 2 |
| TUESDAY | 3 |
| WEDNESDAY | 4 |
| THURSDAY | 5 |
| FRIDAY | 6 |
| SATURDAY | 7 (C7) |

2

Q2 Tista', jekk joghgbok,tghidli xi programmi smajt INTI
<u>il-bieraht-lura?</u> (DAY of WEEK_____)
<u>IF NO RADIO STATION WAS HEARD ON SELECTED DAY, PLEASE SKIP</u>
<u>QUESTION</u>
TIME REFERS TO ONE HOUR PERIOD STARTING AT POINT GIVEN
**INDICATE PERIOD IF AT LEAST 30 MINUTES ARE SPENT LISTENING TO RADIO**

| | RM1 | RM2 | SUPER 1 | RAD 101 | |
|---|---|---|---|---|---|
| | | | | | <u>DAY REFERRED TO:</u> |
| MIDNIGHT | | | SP00 | NP00 | **IL-BIERAHT LURA** |
| 0100 HRS | | | SP01 | NP01 | SUNDAY    1 |
| | | | | | MONDAY    2 |
| 0200 HRS | | | SP02 | NP02 | TUESDAY    3 |
| | | | | | WEDNESDAY 4 |
| 0300 HRS | | | SP03 | NP03 | THURSDAY   5 |
| | | | | | FRIDAY     6 |
| 0400 HRS | | | SP04 | NP04 | SATURDAY   7 (C7) |
| 0500 HRS | | | SP05 | NP05 | |
| 0600 HRS | MO06 | MT06 | SP06 | NP06 | |
| 0700 HRS | MO07 | MT07 | SP07 | NP07 | |
| 0800 HRS | MO08 | MT08 | SP08 | NP08 | |
| 0900 HRS | MO09 | MT09 | SP09 | NP09 | |
| 1000 HRS | MO10 | MT10 | SP10 | NP10 | |
| 1100 HRS | MO11 | MT11 | SP11 | NP11 | |
| NOON | MO12 | MT12 | SP12 | NP12 | |
| 1300 HRS | MO13 | MT13 | SP13 | NP13 | |
| 1400 HRS | MO14 | MT14 | SP14 | NP14 | |
| 1500 HRS | MO15 | MT15 | SP15 | NP15 | |
| 1600 HRS | MO16 | MT16 | SP16 | NP16 | |
| 1700 HRS | MO17 | MT17 | SP17 | NP17 | |
| 1800 HRS | MO18 | MT18 | SP18 | NP18 | |
| 1900 HRS | MO19 | MT19 | SP19 | NP19 | |
| 2000 HRS | MO20 | MT20 | SP20 | NP20 | |
| 2100 HRS | MO21 | MT21 | SP21 | NP21 | |
| 2200 HRS | MO22 | MT22 | SP22 | NP22 | |
| 2300 HRS | | | SP23 | NP23 | |

Q3 Tista' jekk joghgbok tghidli f'liema ordni ta' preferenza (minn
WIEHED sa SITTA) tpoggi dawn it-tipi ta' programmi skond il-preferenzi
tieghek?

```
ahbarijiet lokali                              [ ]
ahbarijiet ta' barra                           [ ]
muzika                                         [ ]
sports                                         [ ]
current affairs (li jinkludu prgrammi
                ta' diskussjoni                [ ]
programmi ohra (specifika) _____     [ ]   [C9]
```

Q4 Minn dawn it-tipi ta' programmi, liema thobb tisma' l-aktar
fuq Radio Malta 1

```
ahbarijiet lokali                              1
ahbarijiet ta' barra                           2
muzika                                         3
sports                                         4
current affairs (li jinkludu prgrammi
                ta' diskussjoni                5
programmi ohra (specifika) _____     [C10001-04]
```

Q5 Minn dawn it-tipi ta' programmi, liema thobb tisma' l-aktar
fuq Radio Malta 2

```
ahbarijiet lokali                              1
ahbarijiet ta' barra                           2
muzika                                         3
sports                                         4
current affairs (li jinkludu prgrammi
                ta' diskussjoni                5
programmi ohra (specifika) _____     [C1101-04]
```

Q6 Minn dawn it-tipi ta' programmi, liema thobb tisma' l-aktar
fuq Radio Super One?

```
ahbarijiet lokali                              1
ahbarijiet ta' barra                           2
muzika                                         3
sports                                         4
current affairs (li jinkludu prgrammi
                ta' diskussjoni                5
programmi ohra (specifika) _____     [C1201-04]
```

Q7 Minn dawn it-tipi ta' programmi, liema thobb tisma' l-aktar fuq Radio
101?

```
ahbarijiet lokali                              1
ahbarijiet ta' barra                           2
muzika                                         3
sports                                         4
current affairs (li jinkludu prgrammi
                ta' diskussjoni                5
programmi ohra (specifika) _____     [C1301-04]
```

Q8 Inti minn fejn l-aktar li ggib l-ahbarijet?

mill-gazzetti          1
mit-television         2
mir-radio              3      **GOTO Q9**
minn xi mkien iehor    4  [C14]

Q9 Inti ghidltli li l-aktar li ggib l-ahbarijet huwa mir-Radio.  Minn liema stazzjon principalement?

Radio Malta 1     1      GOTO Q10
Radio Malta 2     2      GOTO Q10
Super One Radio   3      GOTO Q10
Radio 101         4      GOTO Q10  [C15]

Q10 Ghaliex principalment minn dan l-istazzjon?      **DO NOT PROBE**

ghax interessanti                        1
ghax jghidu l-verita'                    2
ghax jifthiemu car                       3
ghax migjuba b'mod professjonali         4
raguni ohra (specifika)_____       [C1601-04]

TO BE ANSWERED BY **ALLN** INTERVIEWEE

Q11 Skont l-opinjoni TIEGHEK,  liema huma l-aghar difetti tal-istazzjonijiet rar-radju?      **DO NOT PROBE**

fihom wisq musika                    1
mhux varjati                         2
ma fihom xejn li jinteressani        3
difetti ohra (specifika)_____    [C1701-04]

Q12 Inti sodisfatt/a bl-ahbarijet moghtija fuq Radio Malta 1 u fuq Radio Malta 2?  IVA  1  GOTO Q12B

LE  2  GOTO Q12C  [C18]

Q12B    Jekk **IVA**, ghaliex?                 **DO NOT PROBE**

ghax huma mparzjali                       1
ghax hemm rappurtar tajjeb                2
ghax moghtija b'mod professjonali         3
ghax huma nteressanti u utli              4
ghax huma attwali u aggornati             5
ghax jinfurmawk tajjeb u fuq kollox       6
ghax iservu flok il-gazzetti tal-ghada    7
raguni ohra (specifika) _____      [C1901-04]

Q12C    Jekk **LE**, ghaliex?                 **DO NOT PROBE**

fihom wisq politika                   1
fihom wisq affarijiet tal-Gvern       2
hemm nuqqas ta' professjonalizmu      3
ma humiex oggettivi                   4
ma humiex ta' min jemminhom           5
raguni ohra (specifika) _____       [C2001-04]

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