

AUDIENCE RESEARCH

- THE REPORT -



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- THE REPORT -

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Client : Mr.Antoine Ellul,
Broadcasting Authority,
National Road,
Blata-1-Bajda. HMR 02

A M I S C O INTERNATIONAL REPORT

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1. RESEARCH OBJECTIVES

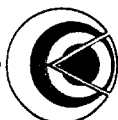
- 1.1. Legislation requires the Broadcasting Authority to undertake research in order to determine audience size and audience reactions with regard to broadcasting services in Malta.
- 1.2. The specific objectives of the research can be enumerated as follows :
- a. Television viewership and radio listenership of the various local stations.
 - b. Preferred radio station and reasons for such preference.
 - c. The reaction to the new TVM programme Schedule.
 - d. Public opinion and attitudes towards programmes broadcast.
 - e. The public's main source of news and preferred radio news service.
 - f. The audience preference for various types of radio programmes.
 - g. The stations associated with a number of popular programmes.
 - h. Programme areas not covered at present, which the public may wish to see included.
- 1.3. It is relevant to point out in research of this nature that the results represent a 'snap-shot' of listenership and viewership of the particular week in which fieldwork was conducted.



2. METHODOLOGY

- 2.1. In an effort to provide action-oriented results in the most cost-effective manner, MISCO International conducted this research through a quota sample. A more detailed description of the methodology adopted appears in the 'Technical Report', presented separately.
- 2.2. Respondents were contacted at their homes or place of accommodation between the 12th and 18th January 1993 both days inclusive.
- 2.3. Interviews were conducted in twenty-five blocks in Malta and Gozo, covering 700 residents living in Malta and Gozo aged 14 years and over. The sample was representative of the Maltese population in terms of sex and age.
- 2.4. Interviews were conducted daily for seven days in order to capture information relative to the whole week.
- 2.5. All interviews were carried out by MISCO-trained interviewers under the supervision of a purposely-trained supervisor. They had all attended a briefing session prior to the start of fieldwork.
- 2.6. The whole project was under the control of a director of MISCO International, Mr. Lawrence Zammit, assisted by the research manager Mr. Anthony Carabott.

- 2.7. A back-check was made by the supervisor on 15% of each interviewer's work to ensure that the interviews took place according to the survey design and instructions.
- 2.8. All completed questionnaires were checked by the fieldwork supervisor prior to them being passed on for data processing.
- 2.9. Cross tabulations are provided by age, sex, socio-economic category, activity of respondents, and day to which the interview relates. Other cross-tabulations provided are by "regular radio stations listened to" and "TVM viewership".
- 2.10. A structure of the sample interviewed is reproduced in Section 7 of this report.



3.CONFIDENTIALITY

- 3.1. MISCO International assures clients that the results of this research are confidential to them.
- 3.2. No part of this report may be published without prior consultation with MISCO International.

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4. RADIO

4.1. Radio Listening Habits

4.1.1. 85.4% of the 700 persons interviewed claim to listen to the radio nowadays. There appears to be no significant deviation among males and females, however C2DE respondents are more likely to listen to the radio than ABC1 respondents.

4.1.2. Table 1 below shows the radio listenership profile.

Table 1

Radio Listenership Profile

By Sex

Males	-	48.7%
Females	-	51.3%

By Age

14 - 17 years	-	7.5%
18 - 24 years	-	13.4%
25 - 34 years	-	20.7%
35 - 44 years	-	21.1%
45 - 54 years	-	13.6%
55 - 64 years	-	11.7%
65 years +	-	12.0%

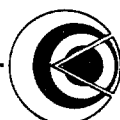
By Socio-Economic Category

AB	-	10.9%
C1	-	18.2%
C2	-	30.8%
DE	-	40.1%



- 4.1.3. Most respondents listen to the radio fairly frequently. In fact, among listeners, four out of five (80.1%) listen to the radio daily. Females and DE respondents tend to listen to the radio more frequently.
- 4.1.4. From the survey results it can be estimated that an average of 70% of all persons aged 14 years and over listened to the radio, on any one day during the survey week.
- 4.1.5. All days of the week have a high listenership. However Friday emerged as the day respondents listened to the radio most, with 88.8% of listeners, whilst Sunday is the day respondents listened least, at 80.4%. All other days registered listenership which varies only marginally (85.3% to 88.3%).
- 4.1.6. The survey also sought to find out the types of programmes respondents usually listen to on the radio. There are nine major types of programmes that respondents listen to, which are the following ;

News	80.9%
Music	79.4%
Counselling and advice programmes	62.9%
Discussions	56.5%
Phone-in discussions	49.3%
Phone-in entertainment	45.3%
Women's programmes	37.3%
Sports	28.6%
'Radjudrammi'	26.8%



4.1.7. Respondents were also asked to identify their favourite programmes ranking them in first, second and third order. The major types of programmes and their respective ranking appears in Table 2 below.

TABLE 2.

<u>TYPE OF PROGRAMME</u>	<u>1ST PREFERENCE</u>	<u>2ND PREFERENCE</u>	<u>3RD PREFERENCE</u>	<u>TOTAL</u>
News	20.2%	25.8%	17.1%	63.1%
Music	32.1%	14.2%	15.1%	61.4%
Counselling and advice programmes	15.7%	13.5%	14.4%	43.6%
Discussions	10.5%	13.7%	12.2%	36.4%
Women's programmes	10.0%	8.7%	6.5%	25.2%
Sports	2.7%	8.2%	7.9%	18.8%
Phone-in Discussions	4.3%	5.0%	7.5%	16.8%
Phone-in Entertainment	1.5%	6.5%	8.2%	16.2%
'Radjudrammi'	1.7%	1.7%	4.5%	7.9%

4.1.8. From an analysis among the various segments in terms of respondents' most preferred type of programme, the following emerges :

- a. As one moves up the age groups the percentage of listeners whose preferred programme is the news increases. The news also figures highly among AB respondents and is preferred mostly by males.



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- b. Preference for music programmes is higher, the younger the respondents are.
- c. Females' preference for counselling and advice programmes is higher than for males. Preference is also influenced by age, as fewer younger respondents prefer this type of programme. As one moves down the socio-economic groups, preference for programmes of this nature increases.
- d. Males tend to prefer discussion programmes, and sports programmes more than females.

4.1.9. Respondents were then asked how they normally react when there is a programme on the air which does not interest them. 40.3% of listeners said that they tune in to another station, 29.3% switch off the radio and 24.4% leave the same station but ignore it. Only 6.0% said that they play a cassette/record/compact disc when they are not interested in a programme on the air.

4.1.10. Respondents were also asked whether there are any types of programmes they would like to follow which are not to-date transmitted by any of the stations. 90.5% of listeners replied in the negative implying that there are no programmes which they would like to listen to which none of the stations is transmitting. With such a high percentage, it is natural that the types of programmes mentioned by the remaining respondents received too few a number of mentions to be analysed. Moreover, this question partly involves perception, and therefore some of the programmes mentioned may very well be transmitted by one or more stations and the respondents are unaware of this.



- 4.1.11. The survey also focussed on attitudes towards different types of programmes. A number of statements were read out to the respondents and they were asked to say how much they agree or disagree with each statement.
- 4.1.12. 92.5% of respondents either agree strongly (52.7%) or agree (39.8%) that they enjoy the variety of radio programmes because they can tune in to all sorts of programmes. 4% said they neither agree nor disagree whereas 2.8% somewhat disagreed and 0.7% disagreed.
- 4.1.13. 81.0% of respondents either agree strongly (47.2%) or agree (33.8%) with the statement 'I enjoy discussion programmes because they deal with current issues'. 12.2% neither agreed nor disagreed with the statement, whereas 6.8% did not agree.
- 4.1.14. 54.3% of respondents disagreed with the statement 'a great deal of music on air is not to my liking'. 13% neither agreed nor disagreed, whereas 14.4% agreed strongly and 18.2% agreed.
- 4.1.15. 83.6% of respondents either agree strongly (51.2%) or agree (32.4%) that the way the news is broadcast on the radio is the best way to keep oneself updated. 9% neither agreed nor disagreed, whereas 7.4% either somewhat disagreed (5.7%) or disagreed (1.7%).

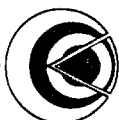


- 4.1.16. 50.5% of respondents neither agreed nor disagreed with the statement 'sports programmes are not informative enough'. 17.7% disagreed somewhat and 13.5% disagreed. On the other hand 18.2% either agreed strongly (5.7%) or agreed (12.5%).

4.2. Radio Stations

- 4.2.1. The survey also sought to obtain information on the extent of listenership of the various radio stations. The questionnaire covered aspects such as the respondents' preferred radio station, the station listened to regularly (defined as three out of every four days for at least fifteen minutes) and only occasionally, the stations listened to the day prior to the survey and the stations listened to most for various types of programmes.
- 4.2.2. The station respondents prefer listening to most is Radio Super 1 at 28.1%. This was followed by Radio Malta 1 at 15.9%, Smash Radio at 15.4% and RTK at 13.0%.
- 4.2.3. The main reasons for respondents' preferred station are that it is highly interesting/has educational programmes, mentioned by 26.3%, that it has a variety of programmes, mentioned by 19.4%, because the station mainly consists of music 12.5% and because it has the best music, mentioned by 11.5%.

- 4.2.4. Analysing the stations which respondents tune in to regularly with the reasons given for preferring one station from another can provide indications on the strengths of each station, as seen by the respondents. Regular listeners of Radio Malta 1, Radio One Live, RTK and Radio Super 1 said mostly that they prefer that station because it provides highly interesting listening and educational programmes. Similarly regular listeners of Radio Malta 2 and Radio 101 said that their preference is based on the variety of programmes on the air. Regular listeners of Island Sound Radio prefer this station mostly because of the fact that transmissions are in English, whereas Bay Radio regular listeners consider this station to provide the best music. Regular listeners of Smash Radio prefer this station because it consists mostly of music.



4.2.5. Table 3 below shows the preferences by the different market segments. The data includes only those segments made up of a significant number of respondents.

TABLE 3

Preferred Radio Stations Analysed by Market Segments

a.	Males -		Radio Super 1	-	25.8%
			Smash Radio	-	16.5%
			Radio Malta 1	-	14.4%
b.	Females	-	Radio Super 1	-	30.3%
			RTK	-	17.9%
			Radio Malta 1	-	17.3%
c.	AB Respondents	-	Radio 101	-	20.0%
			RTK	-	18.5%
			Smash Radio	-	13.8%
d.	C1 Respondents	-	Radio Malta 1	-	15.6%
			Radio Super 1	-	14.7%
			Smash Radio	-	14.7%
			Radio 101	-	14.7%
e.	C2 Respondents	-	Radio Super 1	-	32.1%
			Radio Malta 1	-	18.5%
			RTK	-	17.4%
f.	DE Respondents	-	Radio Super 1	-	36.3%
			Radio Malta 1	-	17.1%
			Smash Radio	-	16.7%
g.	14 - 24 years	-	Smash	-	50.4%
			Radio Super 1	-	14.4%
			Radio 101	-	12.0%
h.	25 - 34 years	-	Radio Super 1	-	29.8%
			Radio Malta 1	-	13.7%
			RTK	-	12.9%
i.	35 - 44 years	-	Radio Super 1	-	33.3%
			RTK	-	12.7%
			Radio Malta 1	-	11.9%
j.	45 years +	-	Radio Super 1	-	31.8%
			Radio Malta 1	-	25.6%
			RTK	-	19.3%
k.	Housewives	-	Radio Super 1	-	36.4%
			RTK	-	20.4%
			Radio Malta 1	-	19.1%

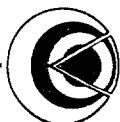


4.2.6. The station which has the highest level of regular listeners is Radio Super 1, mentioned by 29.8% of all listeners. This is followed by Radio Malta 1 at 18.7%, Smash Radio at 16.9% and RTK at 15.2%.

4.2.7. The total audience for each station may be obtained by adding the regular listeners to the occasional listeners. It is relevant to point out that this should not be interpreted as daily listenership. This information is set out in Table 4 below. Percentages are expressed out of radio listeners.

TABLE 4

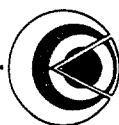
	<u>Total Audience for Each Station</u>		
	<u>Total Listeners</u>	<u>Regular Listeners</u>	<u>Occasional Listeners</u>
Radio Super 1	44.0%	29.8%	14.2%
Radio Malta 1	31.7%	18.7%	13.0%
Smash Radio	28.8%	16.9%	11.9%
RTK	28.6%	15.2%	13.4%
Radio 101	27.1%	12.2%	14.9%
Bay Radio	21.1%	6.4%	14.7%
Radio One Live	15.9%	6.2%	9.7%
Island Sound	11.7%	4.5%	7.2%
Radio Malta 2	9.9%	2.7%	7.2%



4.2.8. The top three regular stations for the various market segments appear in Table 5 below.

TABLE 5
Stations listened to regularly analysed by Market Segments

a.	Males	-	Radio Super 1	-	27.8%
			Smash Radio	-	18.6%
			Radio 101	-	16.5%
b.	Females	-	Radio Super 1	-	31.6%
			Radio Malta 1	-	21.8%
			RTK	-	19.5%
c.	AB Respondents	-	Radio 101	-	24.6%
			RTK	-	21.5%
			Smash Radio	-	16.9%
d.	C1 Respondents	-	Radio Malta 1	-	20.2%
			RTK	-	18.3%
			Smash Radio	-	16.5%
e.	C2 Respondents	-	Radio Super 1	-	32.6%
			Radio Malta 1	-	21.2%
			RTK	-	19.6%
f.	DE Respondents	-	Radio Super 1	-	39.2%
			Radio Malta 1	-	19.2%
			Smash Radio	-	17.5%
g.	14 - 24 years	-	Smash Radio	-	54.4%
			Radio Super 1	-	16.0%
			Bay Radio	-	15.2%
h.	25 - 34 years	-	Radio Super 1	-	31.5%
			Radio Malta 1	-	16.1%
			RTK	-	12.9%
i.	35 - 44 years	-	Radio Super 1	-	34.9%
			Radio Malta 1	-	15.9%
			RTK	-	15.9%
j.	45 years +	-	Radio Super 1	-	33.6%
			Radio Malta 1	-	29.1%
			RTK	-	22.9%
k.	Housewives	-	Radio Super 1	-	37.8%
			Radio Malta 1	-	24.4%
			RTK	-	22.2%



4.2.9. Respondents were also asked which radio station they listen to most for a number of different categories of programmes. It is worth noting that apart from mentioning a particular station respondents could also mention none of the stations, if for example they do not listen to that category of programmes. Moreover it is also possible that respondents listen to a particular category on several stations. Such responses were grouped together under 'all same'. Table 6 shows the top three stations listened to most for the different programme categories. Percentages are expressed out of the number of respondents who listen to the particular programme category.

Table 6

Stations listened to most for different programme categories

a.	Sports Programmes (base 263 resp.)	-	Radio Super 1	- 33.5%
			Radio Malta 1	- 15.2%
			Radio 101	- 14.1%
b.	Music (base 522 resp.)	-	Radio Super 1	- 24.3%
			Smash Radio	- 23.8%
			Radio Malta 1	- 10.9%
c.	Phone-in Entertainment Programmes (base 415 resp.)	-	Radio Super 1	- 34.9%
			Radio 101	- 14.9%
			Radio Malta 1	- 10.4%
d.	Phone-in Discussion Programmes (base 438 resp.)	-	Radio Super 1	- 35.2%
			RTK	- 16.0%
			Radio Malta 1	- 13.0%
e.	Discussion Programmes (base 443 resp.)	-	Radio Super 1	- 33.4%
			Radio Malta 1	- 16.0%
			RTK	- 14.2%
f.	Phone-ins with best prizes (base 349 resp.)	-	Radio Super 1	- 37.5%
			Radio 101	- 15.5%
			Radio Malta 1	- 6.0%



4.2.10. Respondents were asked to name the stations they listened to on the day prior to the survey. The day was divided into a twenty-four hour clock made up of 48 half-hour breaks and respondents were asked to state which station they listened to in each half-hour. Since the number of respondents is 700 and there are around 275,000 persons aged 14 years and over, the number of respondents is to be multiplied by 393 to arrive at an estimate of the total number of listeners.

4.2.11. Overall 70.6% of all respondents interviewed claimed that they had listened to the radio the day prior to the survey. Of those that did listen to the radio, the day before the survey, 35.6% listened to Radio Super 1, 20.0% listened to Radio Malta 1 and 19.6% listened to Smash Radio. Table 7 below shows the stations listened to on the day before the survey. Percentages are expressed out of the respondents who had listened to the radio.

Table 7

Stations listened to on the day before the survey

Radio Super 1	-	35.6%
Radio Malta 1	-	20.0%
Smash Radio	-	19.6%
Radio 101	-	15.2%
RTK	-	15.2%
Radio One Live	-	8.9%
Bay Radio	-	6.9%
Island Sound	-	5.9%
Radio Malta 2	-	2.8%



- 4.2.12. Minimal listenership was registered between 0000 hours and 0600 hours. It rises to between 10% and 15% from 0600 hours to 0700 hours.
- 4.2.13. Between 0700 hours and 0900 hours listenership varies between 22% and 29%. It increases between 0900 and 1230 hours where it lies between 32% and 37%. This in fact is the peak listening time.
- 4.2.14. From 1230 hours onwards there is a gradual decrease. Between 1230 hours and 1830 hours, listenership varies between 17% and 24% of all persons aged 14 years and over.
- 4.2.15. Between 1830 hours and 2000 hours listenership decreases further, varying between 12% and 14% whereas after 2000 listenership decreases progressively from 8% to 3% of all persons aged 14 years and over.

5. TELEVISION

5.1. Television Viewing Habits

5.1.1. 95.4% of persons interviewed watch television nowadays. Television viewership is high among all segments however it is slightly lower than average among respondents aged 25-34 years and 45-64 years and DE respondents.

5.1.2. Of those who watch television, 92.4% watch TVM. Therefore the total TVM audience is at 88.1% of all persons interviewed.

5.1.3. The TVM audience profile is reproduced in Table 8 below.

Table 8

TVM audience profile

By Sex

Males	-	48.1%
Females	-	51.9%

By Age

14-17 years	-	7.9%
18-24 years	-	11.8%
25-34 years	-	19.5%
35-44 years	-	21.1%
45-54 years	-	14.1%
55-64 years	-	11.7%
65 years +	-	13.9%



By Socio-Economic Category

AB	-	12.3%
C1	-	19.5%
C2	-	29.3%
DE	-	38.9%

- 5.1.4. 69.9% of those who watch TVM watch it every day. The percentage of respondents watching TVM everyday increases as one moves up the age groups.
- 5.1.5. Daily viewership of TVM tends to be higher than average among retired persons, housewives, C1 and DE respondents and persons aged 35 years and over.
- 5.1.6. TVM viewership tends to be rather evenly spread throughout the week. In fact it varies from a minimum of 64.2% of respondents who watch television on Saturday to a maximum of 70.4% on Tuesday. The two lowest days of viewership were registered on Saturday and Sunday.
- 5.1.7. Respondents who watch television were asked to state how much time they spend watching it. 24% of these respondents spend one to two hours watching television, whereas 33% spend two to three hours. The percentage of such respondents who watch television for three to four hours is 16%.



- 5.1.8. The type of programme which respondents enjoy watching most on TVM is the News, which was mentioned by 84% of respondents who watch TVM. All types of programmes received a high number of mentions and in fact all programme types were mentioned by more than 10% except for soap operas.
- 5.1.9. The types of programmes which were mentioned by more than 50% of TVM viewers are reproduced below :
- | | | |
|----------------------|---|-------|
| News | - | 83.8% |
| Teleplays in Maltese | - | 58.2% |
| Discussions | - | 51.5% |
| Films | - | 50.1% |
- 5.1.10. On an overall basis, 74% of all persons aged 14 years and over enjoy watching the news, 51% watch teleplays in Maltese, 45% watch discussions and 44% watch films.
- 5.1.11. 36.8% of respondents who watch television are satisfied with the programmes broadcast on TVM. This works out at around two out of five TVM viewers (37.0%) who are satisfied.
- 5.1.12. On the other hand 29.6% of respondents who watch television said they are satisfied and a further 33.5% did not give a definite answer, saying that they are partly satisfied.



- 5.1.13. Those respondents who said they were either not satisfied or only partly satisfied were asked how they think programmes can be improved. The recommendations which were mentioned by more than 15% of such respondents were to introduce recent/better variety of films (45.0%), to broadcast more Maltese teleplays (18.7%), to provide more variety (17.8%) and to improve quality (15.4%).
- 5.1.14. All respondents who watch television were asked three questions relating to the broadcasting of news, following changes to the schedule affected last year. 67.5% of those who watch television (70.2% of TVM viewers) said they prefer the 6 pm news to be broadcast in Maltese. 4.5% of television viewers prefer it in English whereas 28.0% expressed no particular preference.
- 5.1.15. Nearly half the television viewers (49.9%) prefer the 8pm news bulletin as it is broadcast now, rather than the old schedule where advertising spots, sports, the weather and financial news were broadcast separately. This is equivalent to 52.5% of TVM viewers, who prefer the present schedule.
- 5.1.16. On the other hand 34.4% of television viewers (36.3% of TVM viewers) prefer the old schedule, whereas 15.7% of television viewers (11.2% of TVM viewers) expressed no preference for either of the two schedules.

5.1.17. Respondents who watch television were also asked whether they prefer a news summary to be broadcast at around 11pm (current schedule) or a news bulletin at around 10.30pm (old schedule). 25.4% of those who watch television prefer the old schedule (26.9% of TVM viewers) whereas 19.0% prefer the current schedule (19.9% of TVM viewers). However the majority of television viewers expressed no preference for either of the schedules.

5.2. Television Viewership during Survey week

5.2.1. It is relevant to point out that the television viewership habits analysed above are different to the data which emerges from what happened during the survey week. This is because the data on the survey week provides a focussed view whereas viewing habits provide an overall view.

5.2.2. Television viewership during the survey week was very much concentrated between 1900 hours and 2300 hours.

5.2.3. Between 0000 hours and 1200 hours viewership ranged from 0% to 3% of all persons aged 14 years and over. It rose between 1200 hours and 1800 hours but did not reach the 10% mark.

5.2.4. Between 1800 hours and 1900 hours it rose to around 18% of persons aged 14 years and over.

- 5.2.5. Between 1900 hours and 2300 hours viewership was above 20%. It reached a peak between 2000 hours and 2130 hours where viewership varied between 50% and 62%.
- 5.2.6. Viewership started to decrease after 2130hours. Between 2130 and 2300 it dipped to 20% from 46% of all persons aged 14 years and over.
- 5.2.7. Between 2300 and 2400 it fell below 10%.
- 5.2.8. From the information compiled in the survey it is possible to analyse TVM's share of viewership at peak times, during the survey week. 80% of all persons watching television between 2000 hours and 2030 hours were watching TVM, clearly showing TVM's stronghold on the News. Between 2030 hours and 2100 hours TVM's share dropped to 47% and between 2100 hours and 2130 hours it dropped to 33%.
- 5.2.9. In effect 76% of all persons aged 14 years and over that watched television during the survey week, watched TVM. The local station's major competitors are the stations within the Fininvest Group.



6. The News

6.1. Local News

6.1.1. The popularity of the News has already been highlighted in the survey. 80.9% of radio listeners follow the news. The News also ranked as the most popular programme in aggregate, from the respondents' first, second and third preferences. With regard to television, 84% of TVM viewers said they enjoy watching the news. Apart from this information on the News which emerged from the section on the radio and that on television, the research also focussed on the News in a separate section.

6.1.2. Respondents were first asked whether they usually follow the local news. 94.1% replied in the affirmative. Although the popularity of the news is found among all market segments, it is higher than average among respondents aged 35-44 and 55 years and over. It also appears to be more popular among male respondents, AB respondents, persons occupying professional/managerial positions, salespersons and persons who do not work.

6.1.3. Those respondents who said they follow the local news were then asked the source on which they depend most to keep themselves updated with the local news. The television and the radio are the primary sources, as shown below :

<u>Source</u>	<u>% Respondents who follow local news</u>
Television	44.2%
Radio	42.8%
Newspapers	12.1%
By word of mouth	0.9%

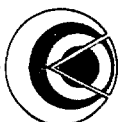


- 6.1.4. Those respondents who said they depend mostly on the radio to follow local news were asked which stations they prefer to follow the local news on. Nearly half of such respondents (49.6%) mentioned Radio Super 1. The other radio stations were mentioned by much fewer respondents. 19.5% mentioned Radio Malta 1, 14.2% mentioned Radio 101 and 9.9% mentioned RTK. All other stations were mentioned by less than 6% of respondents who prefer following local news on the radio.
- 6.1.5. The main reasons why a particular station is preferred from another are extensive news coverage (41.5%), because the news is considered to be impartial (27.0%) and because respondents would be already tuned in that station (20.2%).
- 6.1.6. Other reasons were mentioned, but to a much lesser extent. In fact none reached the 5% mark. The other reasons given were for political reasons, because of the convenient times, because the news is concise and to the point, because of clear reception on that station, because transmission is in English and because respondents have a MW band only on their sets.

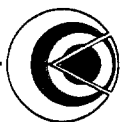


6.2. Foreign News

- 6.2.1. The percentage of respondents who follow foreign news is 11% lower than those who follow local news. In fact 83.1% of all respondents interviewed said they follow foreign news. The market segments which tend to listen to foreign news less than the general average are persons aged 14-24 and 45-54 years, females, C2 and DE respondents, salespersons, unskilled workers, the unemployed and housewives.
- 6.2.2. In a similar way to that of the local news section, respondents were then asked which source they depend on most to keep themselves updated with the foreign news. The primary source is the television which was mentioned by 68% of those who follow foreign news. 22.9% mentioned the radio, 8.9% mentioned newspapers and a respondent (0.2%) said that she relies on being told by others.
- 6.2.3. Those respondents who depend mostly on the radio to follow foreign news were then asked on which radio station they prefer following them and the reason for such preference. The results are rather similar to those obtained for the local news section. In fact 42.1% prefer Radio Super 1, 18.0% mentioned Radio Malta 1, 14.3% mentioned Radio 101 and 13.5% mentioned RTK.
- 6.2.4. The main reasons for preferring a station from another are due to extensive news coverage (42.1%), because respondents would be already tuned in to that station (33.1%) and impartiality (10.5%).



- 6.2.5. With regard to those respondents who depend mostly on television to follow foreign news, 48.2% prefer the Italian national stations, 39.6% prefer TVM and 23.5% prefer other Italian private stations. 1.5% of respondents mentioned cable stations.
- 6.2.6. The main reason why respondents prefer a channel from another is because they believe that it is more informative or is presented better. This was mentioned by 60.9% of respondents whose main source of foreign news is the television. 27.3% said they prefer the Maltese language. 5.6% said that they would already be tuned in on that channel, and an identical percentage prefer their channel on the basis of the convenient time at which the news are broadcast.



7. SAMPLE STRUCTURE

7.1. The structure of the sample interviewed is as follows :-

a. By Age and Sex

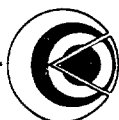
	<u>Males</u>	<u>Females</u>	<u>Total</u>
14 - 17 years	8.2%	7.5%	7.9%
18 - 24 years	12.9%	11.7%	12.3%
25 - 34 years	21.2%	19.7%	20.4%
35 - 44 years	21.5%	20.3%	20.9%
45 - 54 years	13.5%	13.9%	13.7%
55 - 64 years	10.9%	11.9%	11.4%
65 years +	11.8%	15.0%	13.4%

b. By Sex

Males	-	48.6%
Females	-	51.4%

c. By Socio-Economic Category

A - B	-	11.7%
C1	-	19.1%
C2	-	30.0%
D - E	-	39.1%



Group A - B households are those where the head of the household is a successful businessman, a professional, a senior level civil servant, a manager, or has considerable private means.

Group C1 households are those where the head of the household is a small tradesman or a non-manual worker who carries out less important administrative, supervisory or clerical work.

Group C2 consists mainly of skilled manual workers and their families.

Group D - E consists entirely of semi-skilled and unskilled workers and of those dependent on social security schemes.

d. By Activity of Respondent

Professional/Managerial	-	3.9%
White collar workers	-	8.7%
Salespersons	-	2.9%
Skilled workers	-	10.4%
Unskilled workers	-	12.7%
Armed Forces/Police	-	1.0%
Retired	-	10.7%
Unemployed	-	3.1%
Students	-	9.1%
Housewives	-	37.4%



8. MARGIN OF ERROR INDICATOR

8.1. The margin of error for a percentage depends upon the sample size and the percentage itself. The table below gives the expected margin of error levels for various sample and sub-sample sizes with 95% confidence limits.

50 persons	-	+/- 4.0% to +/- 14.1%
100 persons	-	+/- 2.8% to +/- 10.0%
150 persons	-	+/- 2.3% to +/- 8.2%
200 persons	-	+/- 2.0% to +/- 7.1%
250 persons	-	+/- 1.8% to +/- 6.3%
300 persons	-	+/- 1.6% to +/- 5.8%
400 persons	-	+/- 1.4% to +/- 5.0%
500 persons	-	+/- 1.3% to +/- 4.5%
600 persons	-	+/- 1.1% to +/- 4.1%
700 persons	-	+/- 1.1% to +/- 3.8%

