

Applied
Economics
Consulting Ltd.

BROADCASTING SURVEY 1995

Broadcasting Authority - Malta

May 1995

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PREFACE

Applied Economics Consulting is pleased to present to the Broadcasting Authority its report on the audience research carried out during the first quarter of this year. The purpose of the study is to ascertain the state of listenership and viewership of broadcasting services provided in Malta, and the opinion of the public concerning the programmes being broadcasted.

The main findings of the survey which are included in the report have confirmed certain established patterns. They have also, however, discovered new developments and trends which are resulting from changes in the demographic composition of the Maltese population, changing tastes, an improved educational background of the population and technological breakthroughs in communications, not least, the increasing presence of cable television and satellite dishes in the Maltese household.

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1. INTRODUCTION

1.1 General

Each year the Broadcasting Authority issues a public call for tenders requiring an audience research to be carried out in fulfilment of the obligations laid out in Section 30 (2) of the Broadcasting Act 1991. In particular the research is intended to ascertain:

- (a) *the state of listenership or viewership of broadcasting services provided in Malta;*
- (b) *the state of public opinion concerning programmes included in broadcasting services provided in Malta;*
- (c) *the types of programmes that members of the public would like to be included in broadcasting provided in Malta.*

1.2 Objectives

This report gives the main findings of a national survey undertaken by *Applied Economics Consulting Ltd.* on behalf of the *Broadcasting Authority*. The main aim of the survey is to estimate the daily audience size for radio and television broadcasts, received locally. In the case of radio, only the local stations are included. In the case of television, terrestrial and cable stations are both included. The survey provides further data as to the preference of local residents for particular media channels and in particular specific type of programmes, sources of news, and political broadcasts. Their opinion is also sought about the standards and quality of broadcasting services provided in Malta, and the perceived level of fairness and impartiality associated with these channels or programmes. Suggestions for new programme areas on radio and television were also invited from the persons interviewed.

In addition the current survey has gone further in trying to understand the viewing and listening patterns by asking questions related to TV reception, and the availability of cable services, location of listenership and viewership, and behavioural patterns during communal watching of television. This additional information is intended to add further depth to the standard age, sex, and economic and social backgrounds information gathered each year.

1.3 Methodology

The survey data was collected through personal interviews carried out in 1092 randomly chosen households during the third week of March (with all days of the week included). The survey was chosen on the basis of a stratified population. This stratification was carried out spatially by choosing an equal number of persons from two areas within each of the thirteen electoral divisions. This year's survey has broken with the past practice of relying on a quota sampling approach. Although with its own obvious advantages (practicality and cost), quota sampling remains a non-random

sampling method which by its very nature cannot give an accurate estimate of one's sampling error.

The multi-stage sampling process consisted of dividing the Maltese Islands' electoral register (used for the local council elections) into 520 contiguous blocks of roughly equal size, with about 40 blocks in each of the 13 electoral divisions. From each of these 40 blocks in each electoral division, two sub-blocks each containing about 350 persons were selected. The resulting 26 areas scattered around Malta and Gozo were then each classified by age and sex, so that from each category the right number of persons were chosen making the resulting random sample stratified by age and sex. Forty-two names of persons with their respective addresses living in each areas were randomly chosen from each of these 26 areas. About 4 of these 42 were young people in the 14 to 17 age bracket. A number of households in the area which were likely to have young people in this age group were chosen and the addresses given to the interviewers. The total figure in each area permitted the interviewers to carry out 6 interviews a day for seven days.

The equal number of persons interviewed on each day of the week permits the survey to carry out a daily audience audit, with a daily sub-sample of 156 persons. This moderate size has been synthetically doubled by asking each respondent to recall the two previous days listening and viewing activities, if any. In view that activities two days prior to the interview are harder to recall than one day before, the study reports the two separate reportings (referring to them as A and B) of the audit survey before they are aggregated. It must be also stated that the overlap applies to only six days of the week. One day (Friday in this year's survey) is recalled by the two different groups, with the day falling on two separate dates (see Table 1.1 below). The validity of aggregating these two samples into one, on the assumption that they belong to the same population, has been statistically tested and not refuted.

Table 1.1: AUDIT SURVEY BASED ON A TWO-DAY OVERLAP

DAY OF INTERVIEW		SUN	MON	TUE	WED	THU	FRI	SAT
"YESTERDAY'S RECOLLECTIONS"		SAT	SUN	MON	TUE	WED	THU	FRI
"DAY BEFORE YESTERDAY'S RECOLLECTIONS"	FRI.	SAT	SUN	MON	TUE	WED	THU	

The strength and weakness of a random sample is due to the fact that the person chosen at random has to be interviewed. The supervisors in charge of the survey went to great lengths to ensure that substitutes were kept to the bare minimum. With lots of patience and assistance from neighbours and relatives, appointments for an interview were re-arranged where necessary. Only in the case of institutionalisation, death or emigration were substitutes resorted to. To discourage substitution interviewers were given the names of the randomly sampled substitutes with the same gender and age characteristics during the last day of the week. It is estimated that only 4.5 percent of the sample had to be replaced by a substitute. It is very encouraging that the normally difficult people who refused several times to be interviewed were finally convinced as the week wore on, and their

opinions (rather than their neighbours') were actually included. The localities where the interviews were held appear in Table 1.2 below.

TABLE 1.2: LOCALITIES INCLUDED IN THE SAMPLE

DIVISION	LOCALITIES	
I	VALLETTA	HAMRUN
II	SENGLEA	FGURA
III	ZABBAR	M'XLOKK
IV	MARSA	PAOLA
V	ZURRIEQ	MQABBA
VI	QORMI	STA. LUCIA
VII	ZEBBUG	SIGGIEWI
VIII	B'KARA	STA. VENERA
IX	PIETA'	GZIRA
X	SWIEQI	SLIEMA
XI	L-IKLIN	MOSTA
XII	RABAT	MGARR
XIII	VICTORIA	QALA

All interviewers attended two briefing sessions prior to carrying out the field work. The interviews were carried out between Sunday 19th March and Saturday 25th March both days inclusive. The Tourist Survey was carried out during Saturday 25th March, and further details as to its structure will be given in chapter 11. *Applied Economics Consulting Ltd.* entrusted the co-ordinatorship of the whole project to Prof. Edward Scicluna.

1.4 Organisation of the Report

The report is organised into eleven parts. The next chapter outlines the profile of the population, partly through the official statistics on which the sample is based, and partly from the data gathered at random through the sample itself. Chapter 3 reports on the listening and viewing patterns of local households resulting from the availability or non-availability of certain channels, and the population's own personal daily habits. Chapters 4 to 7 report on the stated preferences regarding sources of news, programmes, radio stations and television channels, and their perceived quality and standards. Chapter 8 examines the perceived political balance of radio and television coverage. The next two chapters evaluate the audience shares for radio listening and television viewing. Chapter 11 looks into the tourists' own listening and viewing habits during their stay in Malta. A copy of the questionnaire is shown in the Appendix. An additional Appendix contains an assortment of further detailed tables summarised in this report.

2. DEMOGRAPHIC PROFILE

2.1 Introduction

Many of the broad shifts in radio and television audience shares and in the patterns of viewership and listenership reflect the changing tastes caused by many economic, social and cultural factors. Others as we shall see in Chapter 2 relate to technological breakthroughs coming from the telecommunications industry itself and which in turn have a direct effect on the household's range of choices. However, in the main some changes reflect purely the demographic composition: the age, sex and socio-economic background of the population.

The best picture we can get of our population is the Census of the Population which is carried out by Government every ten years. The next Census in fact will be carried out in Malta in November. In this respect the 1985 Census and the subsequent annual official accretions and deletions thereof provide only a rough guideline as to the present year composition of the population. The sample taken has been stratified to reflect the latest official age and sex composition reported by the Central Office of Statistics, while the composition with regard to the economic activity and socio-economic background has been left to be picked up through the random sample itself. Definitely one could not use the 1985 socio-economic breakdown supplied by the 1985 Census. In any case the results can always be matched against those which will be reported by the forthcoming Census.

One other issue which needs to be addressed is the importance of including an appropriate share of the non-Maltese resident or visiting population. The tourist population has been looked into through a separate sample as requested by the Broadcasting Authority. It is hoped that in future this sample will be integrated within the overall sample, through an appropriate stratification. The same can be said of the foreign resident population. Again in view of the absence of full information as to the numbers and distribution involved, information to which the coming Census would also be addressed, resort was made to the local council electoral register which includes at least those foreign residents of British descent who have registered for a vote at the last round of local council elections. In fact about 12 such persons were caught in the random sample which was chosen. It is hoped that on the strength of the coming Census the present slight bias against this section of the population from the sample will be corrected.

Once a decision is taken to carry out a stratified sample, the sample should strictly speaking reflect the exact background of the population for which it was designed. This is most true in the case of quota sampling. If you ask the interviewer to interview a 51- to 65 year old male, the questionnaire should contain the age and gender of that person. With a random sample where a specific person is chosen because he or she belongs to a particular age/gender bracket, you may find that the reported age may differ marginally (by a few months) due to various mis-reporting. Of course this is not the case

as regards the sex breakdown of the sample which reflects exactly that of the latest reported classification of the Maltese population.

2.2 Sample Profile

The sample profile shown on Tables 2.1 to 2.3 is based on the replies given by the interviewees themselves. To maintain consistency over time the age brackets for the 1995 sample were left unchanged from those taken by previous surveys. Table 2.1 presents the age background of the sample, while Table 2.2. report the socio-economic background of the sample. Again here the data is useful and interesting but it must be understood that it reflects a lot of subjective evaluation by both by the interviewer and the interviewee. Of much more validity is Table 2.3 on the economic activity of the sample, the data for which is much more factual and easy to comprehend.

The category of economic activity with the highest frequency is stated as housewife (29 percent), followed by the skilled workers (17 percent), and the retired (12 percent). The category with the lowest frequency is that for those in the armed forces or the police (2 percent), followed by the unemployed (2.3 percent). The latter figure, incidentally, tallies with the present official rate of unemployment, when the appropriate corrections are made to relate the number to a base of market-oriented economically active persons in the sample, (that is after excluding housewives, retired persons and a part of the student population). A priori there is every reason to believe that apart from the marginal statistical biases mentioned above, the stratified random sample chosen reflects faithfully the population from where it was taken.

TABLE 2.1: SAMPLE PROFILE BY AGE GROUP

AGE GROUP	OVERALL	MALE	FEMALE
14 - 17	8.1	9.0	7.2
18 - 30	22.8	23.6	22.0
31 - 50	39.4	40.8	38.0
51 - 65	16.8	15.0	18.5
65 +	13.0	11.6	14.3
TOTAL	100.0	100.0	100.0
NUMBER	1092	534	558
PERCENT	100	49	51

TABLE 2.2: SAMPLE PROFILE BY SOCIO-ECONOMIC GROUP

GROUP	OVERALL	MALE	FEMALE
AB	17.6	18.5	16.7
C1	27.2	25.3	29.0
C2	28.3	31.5	25.3
DE	26.9	24.7	29.0
TOTAL(Percent)	100.0	100.0	100.0
NUMBER	1092	534	558

TABLE 2.3: SAMPLE PROFILE BY ECONOMIC ACTIVITY

	OVERALL	MALE	FEMALE
PROFESSIONAL/MANAGE	8.1	11.4	4.8
WHITE COLLAR WORKER	7.3	9.9	4.8
SALESPERSON	5.3	7.7	3.0
SKILLED WORKER	17.1	29.0	5.7
UNSKILLED WORKER	6.6	9.2	4.1
ARMED FORCES/POLICE	1.9	3.2	0.7
RETIRED	12.1	15.8	8.8
UNEMPLOYED	2.3	3.6	1.1
STUDENT	9.9	9.9	10.0
HOUSEWIFE	29.4	0.0	56.8
TOTAL (Percent)	100.0	100.0	100.0
NUMBER	1092	534	558

NOTE: Since the Maltese population from which the sample has been chosen is estimated at 290,103 persons, each person in the sample represents about 266 persons in the general population. A one percent ratio (of the sample) is equivalent to 2900 persons.

The margin of error or confidence limits at the 95% level, for each percentage point, given our sample size varies from a low of 0.6% on each side of the ratio to about 3% each way. Resulting rankings from the sample, which are closer in percentage terms than this margin of error would not be statistically significant.

3. VIEWING AND LISTENING PATTERNS

3.1 Introduction

The unprecedented media expansion in Malta and in its northerly neighbouring country, together with the parallel explosion in technological developments have resulted both in a wide range of listening and viewing channels and the ability for many households to receive these broadcasts. The most recent change for Malta has been the arrival of cable television and competing satellite receivers for extraterrestrial broadcasts, the addition of two radio stations to the already established ten, and two TV stations, one of which is only available on cable. A limited teletext service is also being made available on the local public broadcasting channel. It would be surprising were these changes not to leave any impact on the Maltese household. Of course some time has to pass for these developments to start leaving a significant trend..

The 1995 Survey has made an attempt to insert additional questions whose replies are aimed to enrich the qualitative aspects of the standard audit survey which is carried out each year by the Broadcasting Authority.

Past audience surveys, together with the present one, give due importance to the individual's (categorised by age, sex and occupational class) decision making process, as to which TV programmes are actually watched and which radio programmes are listened to. The present survey tries to investigate those factors which tend to modify these viewing and listening habits. Amongst these is the influence of the family or household in the communal decision process. Within a multi-person household, personal preferences are modified by the group decision depending on the position of the individual and the environment of the household itself. Other factors concern the availability of listening and viewing equipment at home and outside the home.

3.2 Radio Listenership

The 1995 Audience Survey would like to establish some of these additional viewing behavioural patterns. To start with, although at present a high percentage (an overall percentage of 78 percent) of the population listens to radio programmes, there is another 22 percent who do not. Furthermore this overall average varies significantly across age groups, gender, and economic activity of the individual. Thus we find that listenership to radio declines with age, starting with 88 percent for the 14-17 age groups going down gradually to 73 percent for senior citizen group. One would have thought that senior people would be more prone to use the radio to keep them company, however the data does not bear this out.

As for listenership between the sexes we find that females exceed by far the male listenership population of the islands. In fact while just under 74 percent of the males over 14 state that they listen to radio, about 82 percent of the female population over the same age group are listeners. One would conclude that this is expected in view of the large housewife population on

the island. Again this is not borne out by the data since a higher percentage of housewives than the national female average claim *not* to listen to radio.

A comparison across economic activity comes up with other observations. The persons least prone to listen to radio are the professional and managerial group (35 percent do not listen). These are either too busy or the radio is not their ideal medium. The next two groups, surprisingly are the retired and the unemployed. Next are the white collar workers. The groups with the highest percentage of radio listeners are (in descending order) students, the unskilled and then the skilled workers, the salespeople and housewives.

TABLE 3.1: WHO LISTENS TO RADIO PROGRAMMES?

	YES	NO	NO REPLY	TOTAL
OVERALL (Percent)	77.9	21.6	0.5	100.0
14 - 17	87.5	12.5	0.0	100.0
18 - 30	82.7	16.9	0.4	100.0
31 - 50	77.7	22.3	0.0	100.0
51 - 65	72.1	26.8	1.1	100.0
65 +	71.8	26.8	1.4	100.0
MALE	73.8	25.5	0.7	100.0
FEMALE	81.9	17.9	0.2	100.0
PROFESSIONAL/MANAGERI	61.4	35.2	3.4	100.0
WHITE COLLAR WORKER	76.3	23.8	0.0	100.0
SALESPERSON	81.0	19.0	0.0	100.0
SKILLED WORKER	80.7	18.7	0.5	100.0
UNSKILLED WORKER	83.3	16.7	0.0	100.0
ARMED FORCES/POLICE	76.2	23.8	0.0	100.0
RETIRED	69.7	29.5	0.8	100.0
UNEMPLOYED	72.0	28.0	0.0	100.0
STUDENT	86.1	13.9	0.0	100.0
HOUSEWIFE	80.7	19.3	0.0	100.0
(BASE = ALL)				

3.3 Radio Listening Patterns

Among the radio listening population, 80 percent listen at home, 25 percent listen in the car, while almost 15 percent listen at work. These numbers are not mutually exclusive; they do overlap and therefore their sum total does not add up to 100. The highest ratio of home listeners are senior people, the youngest age group in our sample, and women. Of course the former unlike the latter two categories also listen frequently in the car. The people who generally listen least at home and most in the car and at work are males in the 18 to 30 age bracket. Among the economic activity groups the highest listeners in the car are the professional and managerial and the salesmen.

Each of these categories normally tend to use their car during the day and while they do not prefer using the radio in the office they make use of it extensively during their errands .

At work the highest users of radio are the unskilled workers. In fact almost half this group listen to radio. Next come the salespersons and the skilled workers, with 34 percent in each group reporting that they listen to radio at work.

TABLE 3.2: WHERE DO PERSONS LISTEN TO RADIO?

	HOME	WORK	CAR
Overall (Percent)	79.6	14.9	24.7
14 - 17	83.1	3.9	26.0
18 - 30	71.4	27.2	36.9
31 - 50	79.6	14.1	25.4
51 - 65	81.8	13.6	15.9
65 +	90.2	2.9	7.8
MALE	71.3	22.6	35.8
FEMALE	86.7	8.3	15.1
PROFESSIONAL/MANAGERIAL	61.1	25.9	50.0
WHITE COLLAR WORKER	70.5	18.0	45.9
SALESPERSON	53.2	34.0	44.7
SKILLED WORKER	68.2	34.4	27.8
UNSKILLED WORKER	68.3	43.3	41.7
ARMED FORCES/POLICE	81.3	12.5	43.8
RETIRED	93.5	2.2	13.0
UNEMPLOYED	94.4	5.6	27.8
STUDENT	81.7	3.2	28.0
HOUSEWIFE	92.7	0.0	6.6
AB - professional, manage	70.6	14.0	32.2
C1 - higher/clerical, sup	78.0	15.7	30.1
C2 - skilled manual worker	78.5	17.5	20.3
DE - semi-skilled, unskilled	88.2	11.8	19.0
(BASE = ALL RADIO LISTENERS)			

3.4 Television Viewing

A higher percentage of people watch television than listen to radio. Only 8 percent report that they do not watch television. The ratio is evenly spread between the two sexes and all age groups except the over 65s, where 19 percent claim not to make use of this medium, A slight drop of about 3 percentage points is reported by the 31 to 50 age group. With regards to the economic activity groups, slightly higher levels are detected among the professional group and salespersons (up 5 percent over the national average). The record is reached among the members of the police and

armed forces who all watch television without exception. Although the retired have a high no rate (20 percent), this is expected. What is surprising is that the unemployed too do not make time for television, with 16 percent claiming that they do not watch television. A complete picture appears in Table 3.3 below.

TABLE 3.3: WHO WATCHES TELEVISION?

	YES	NO	NO REPLY	TOTAL
OVERALL (Percent)	91.1	8.2	0.6	100
14 - 17	94.3	5.7	0.0	100
18 - 30	94.4	4.4	1.2	100
31 - 50	90.9	8.6	0.5	100
51 - 65	94.0	5.5	0.5	100
65 +	80.3	19.0	0.7	100
MALE	91.2	7.9	0.9	100
FEMALE	91.0	8.6	0.4	100
PROFESSIONAL/MANAGE	95.5	4.5	0.0	100
WHITE COLLAR WORKER	93.8	6.3	0.0	100
SALESPERSON	96.6	3.4	0.0	100
SKILLED WORKER	93.0	5.3	1.6	100
UNSKILLED WORKER	91.7	8.3	0.0	100
ARMED FORCES/POLICE	100.0	0.0	0.0	100
RETIRED	79.5	19.7	0.8	100
UNEMPLOYED	84.0	16.0	0.0	100
STUDENT	92.6	5.6	1.9	100
HOUSEWIFE	91.3	8.4	0.3	100
(BASE=ALL)				

3.5. Television Viewing Patterns

The growth in second, (or third) television sets has meant diverse locations for the TV sets and therefore changes in the viewing habits as far as location is concerned. TV sets are found in sitting/living rooms, kitchens, dining rooms, bedrooms and other locations (garage, etc.). This year's survey wanted to find out not so much how many sets are in the home, but which location is preferred by the respondent. Table 3.4 presents the results. The favourite place for 46 percent of the respondents who watch television prefer the sitting room or living room. The next favourite place for television viewing (25 percent) is the bedroom. Following closely behind with 21 percent is

TABLE 3.4: WHERE DO PEOPLE WATCH TELEVISION?

	SITTING/LIVING	DINING	KITCHEN	BEDROOM	OTHER	NO REPLY	TOTAL
Overall (Percent)	46.2	4.0	21.0	24.7	2.4	1.6	100.0
14 - 17	57.8	3.6	19.3	15.7	2.4	1.2	100.0
18 - 30	42.6	1.7	20.0	29.8	4.7	1.3	100.0
31 - 50	43.2	3.8	21.5	28.4	1.0	2.0	100.0
51 - 65	52.3	5.8	23.3	12.8	3.5	2.3	100.0
65 +	46.5	7.0	19.3	26.3	0.9	0.0	100.0
MALE	44.6	3.9	19.9	26.9	3.1	1.6	100.0
FEMALE	47.8	4.1	22.0	22.6	1.8	1.6	100.0
PROFESSIONAL/MANAGE	64.3	0.0	8.3	26.2	1.2	0.0	100.0
WHITE COLLAR WORKER	42.7	5.3	14.7	32.0	4.0	1.3	100.0
SALESPERSON	51.8	7.1	14.3	21.4	5.4	0.0	100.0
SKILLED WORKER	38.5	1.7	27.0	25.9	4.0	2.9	100.0
UNSKILLED WORKER	37.9	1.5	19.7	33.3	4.5	3.0	100.0
ARMED FORCES/POLICE	42.9	0.0	33.3	23.8	0.0	0.0	100.0
RETIRED	46.7	7.6	18.1	25.7	1.9	0.0	100.0
UNEMPLOYED	19.0	19.0	14.3	42.9	4.8	0.0	100.0
STUDENT	60.0	3.0	21.0	12.0	2.0	2.0	100.0
HOUSEWIFE	44.7	4.4	24.9	23.2	0.7	2.0	100.0
AB - professional, manage	62.4	1.1	12.9	20.8	1.1	1.7	100.0
C1 - higher/clerical, sup	48.6	5.1	19.9	22.8	2.9	0.7	100.0
C2 - skilled manual worker	35.4	3.2	27.9	27.1	3.6	2.9	100.0
DE - semi-skilled, unskilled	44.4	5.7	20.3	26.8	1.5	1.1	100.0
(BASE = ALL TELEVISION VIEWERS)							

the kitchen. The dining room is only the place used by 4 percent of the television viewers.

Surprisingly the differences between the male and female respondents are small. Females' preference for the kitchen is only up 3 percentage points on the males. Males seem to prefer marginally the bedroom (a 4 percentage points difference from the female rate).

Young people, including students are, as is expected, high users of the family's living room (around 60 percent). Professional people too tend to prefer the living room to the kitchen. The latter location is however the favourite place of members of the armed forces and the police. The unemployed have the highest preference of 43 percent for watching in the bedroom.

In examining the socio-economic groups, one can conclude that the AB/C1 groups prefer watching television in their sitting/living room than in the kitchen or bedroom. The other groups the C2/DE although similarly preferring firstly the sitting/living room, tend to opt for the bedroom and kitchen in bigger ratios than the AB/C1.

3.6. Cable Television

By the time the survey was being carried out, many of the localities had two sources of getting extraterrestrial television channels: cable television and satellite dishes. In order not to appear intrusive, no questions were asked directly about satellite dishes. A question was asked however as to whether their home was connected to the cable television network. Table 3.4 presents the data classified by socio-economic background of the respondent.

TABLE 3.4: CABLE TELEVISION FACILITY IN THE HOME

SOCIO-ECONOMIC	YES	NO	NO REPLY	TOTAL
OVERALL (Percent)	23.4	70.1	6.5	100.0
AB - professional, manage	33.3	63.0	3.6	100.0
C1 - higher/clerical, sup	26.6	68.0	5.4	100.0
C2 - skilled manual worker	20.4	72.5	7.1	100.0
DE - semi-skilled, unskilled	16.7	74.5	8.8	100.0
(BASE = ALL)				

According to our sample taken from all over the Maltese Islands, 23 percent of the respondents said that they had cable television. Some 6.5 percent did not reply. As expected, since this service is given against payment, the availability of the service in the home is higher in the AB group (33 percent), and falls gradually at each socio-economic class down to 17 percent among the DE group.

3.7. Who Decides Mostly What the Family Watches

So far we have taken it for granted that whoever has a preference for a particular radio station or television channel will actually finish up switching to that particular channel. Although this is still to be seen from the audience share report, the survey wanted to find out which member of the family determines mostly the TV channel switch. As it turns out this was one of the most difficult question found by the respondents. In many families a *modus vivendi* is found, without any member admitting who finally is the most influential in carrying the family's decision with him. As it turns out half of those who responded stated that it is the husband who had the most say. The other half is shared almost equally by the wife and children. Interestingly, from what was stated, the male respondents thought they had a bigger say than the national average reports (59 percent). Similarly the female respondent too over estimated their influence by claiming 31 percent. From the results one discovers that children have a bigger influence than it was thought. Sometime during a stalemate they acted as arbiters by actually finishing up watching what they themselves like best.

TABLE 3.6: WHO IN THE FAMILY MAINLY DETERMINES WHAT TO WATCH?

WHO DECIDES?	ALL RESPONDENTS	MALE RESPONDENTS	FEMALE RESPONDENTS
HUSBAND	50.8	59.0	42.8
WIFE	25.3	19.4	31.0
CHILDREN	24.0	21.6	26.2
TOTAL (Percent)	100.0	100.0	100.0
REPLIES	914	449	465
(BASE = REPLIES ONLY)			

3.8 Conclusion

The overall picture one gets from the replies about the listening and viewing habits of the respondents is a confirmation of the influence of sound and visual broadcasting on the population. The prevalence of radio and to a bigger extent of television makes the medium part and parcel of our daily lives: whether at home, in the car or at work. Within the home too, the media manages to intrude without any limit as to the location.

Different age groups and professions find their own ways for dealing with the medium as far as its location and intensity is concerned. In turn it may be said that our viewing and listening habits may tell a lot about who we really are.

4. PREFERRED SOURCES OF NEWS

4.1 INTRODUCTION

Most people turn to various media sources to find out what is going on in their own country and the world at large. However when pressed to choose which media they would primarily resort to for their *local* and *foreign* news, the Maltese have undoubtedly identified television as the leading source over all others. Two separate questions, one for local news and another for foreign news were asked regarding these preferences. Tables 4.1 and 4.2 present these preferences in the aggregate and also as classified by the various demographic and economic groups. Tables 4.3 to 4.6 present the radio stations and television channels named as the preferred source of local or foreign news on that media.

4.2 Local News

When asked which source they refer to for news, 63 percent of those who replied opted for television, as compared to 20 percent for radio which comes next in preference. Newspapers are given third ranking with 12 percent. The rest (4 percent) prefer to rely on other persons for their news (so called through the grapevine), while still a small ratio were undecided and did not state their opinion. This contrasts sharply with the UK where newspapers still lead in the area of local news.

Of course these percentages vary across groups according to age, sex and economic activity. Thus we find that males resort to newspapers more than females. The same can be said of the more literate age groups. In fact preference for newspapers is on the increase the younger the age group surveyed. At one end we have the oldest age group with only a 4 percent giving first preference to newspapers, while the youngest group give a high of 16 percent. Whether this indicates a secular shift towards newspapers, is still to be seen.

Significantly, the economic activity least interested in television as a primary source of local news is the professional and managerial class, while the armed forces and the police have shown the highest interest in this visual medium.

It needs to be underlined that these numbers do not indicate a market share, but only preferences. In fact many persons who were interviewed admitted having difficulties in identifying a strong first preference for a particular medium.

4.3 Foreign News

Television makes a stronger mark with international news. In fact on average preference rates go up by about 7 percentage points, with the cost in lower preferences shared between radio (loss of 5 percentage points) and newspapers (loss of 2 percentage points). Overall however the relative patterns between age and gender and economic activity have more or less been unaffected. Interestingly both the 14 to 17 and the over 65 have

shown an above average preference for getting the news from other persons, presumably from friends and family members.

4.4 Radio Station Preference for News

Tables 4.4 and 4.5 present the radio station preferences for local and foreign news respectively. The overall ranking in both instances is unchanged. The station most preferred for news is Super 1, followed by Radio Malta 1 and then Radio 101. With local news both Super1 and Radio 101 gain 3 and 2 percentage points respectively from their position for foreign news.

The picture for the various groups changes significantly. Thus, the under 17 opt for Smash for both their local and foreign news. In second place they turn to Radio 101 for their local news and RTK for their foreign news.

The professional/managerial class turn to Radio 101 for their local news, followed by Bay and Island Sound who tie for second place. For foreign news first place for this group is reserved for RTK with Radio 101 and Radio Malta1 taking second and third place respectively.

Roughly the same pattern as the managerial class applies to salespeople, the only difference being that they put Super 1 first followed by Radio 101 and Island Sound both in second place.

For all age groups between 18 and 65 Super1 takes first place. The over 65 put Super1 in second place to RM1. Super1 has also a strong following for its local and foreign news from the skilled and the unskilled workers and the housewives.

4.5 Television Channel Preference for News

With regards to local news as seen on television, the choice this year has expanded from one (TVM) to three, with the addition of Super1 and Smash channels, the latter available on cable only. Similar to the question as to which media source is preferred, this question should not be interpreted as an audience share. Many were those who admitted that they watch more than one channel for the news. The question however wanted to gauge which channel was preferred. Table 4.5 shows that 76 percent of all (first) preferences go to the established public channel, TVM. Super1 earns 16 percent, while Smash gets one-third of one percent.

The highest number of preferences for TVM and consequently the lowest for Super1 TV come from the managerial class, the armed forces, students and the under 17s. The 51 to 65, housewives and the skilled and unskilled workers have a higher than average preference for Super1.

For foreign news our local channels get stiff competition from the Italian and satellite channels. The Italian RAI channels get first preference for foreign news, with 32 percent of those who watch television. Second preference (27 percent) is given to TVM, while Super1 gets third place with 12 percent of the first preferences. The Berlusconi and the satellite channels are also close behind. Interestingly, a higher percentage of television viewers expressed a clear cut opinion for stations transmitting foreign news that for those

transmitting local news. In the latter case a higher percentage could not give a straight forward preference to a particular channel.

The highest preferences for the RAI channels was expressed by the managerial, professional and also the white collar workers, with 46 and 40 percent respectively. Furthermore, this group also expresses a significant preference for satellite channels for its foreign news. In view of the divergence's in the educational background of the population, and the relative language barrier, the smallest number of preferences for RAI was expressed by the unskilled workers, the unemployed and the over 65s.

4.6 Summary

For the Maltese, television is an important news medium. The younger the generation, the more prone it is to resort to newspapers. Regarding radio, different groups turn to different stations depending on their socio-economic and political background and the appeal of the station to a particular demographic group or groups. With television, TVM is still the established channel for local news. For foreign news the upcoming educated part of the Maltese population is turning to Italian channels and significantly to satellite channels for the world news.

TABLE 4.1: PREFERRED SOURCES OF LOCAL NEWS

	TV	RADIO	NEWSPAPERS	OTHER PERSONS	NO REPLY	TOTALS
(Percent)						
Overall	63.4	19.7	11.8	3.5	1.6	100.0
14 - 17	61.4	11.4	15.9	6.8	4.5	100.0
18 - 30	63.5	18.1	15.7	1.6	1.2	100.0
31 - 50	59.5	23.5	12.6	4.0	0.5	100.0
51 - 65	71.0	15.8	9.3	1.1	2.7	100.0
65 +	66.2	21.1	3.5	6.3	2.8	100.0
MALE	62.7	16.9	14.4	3.9	2.1	100.0
FEMALE	64.0	22.4	9.3	3.0	1.3	100.0
PROFESSIONAL/MANAGERIAL	52.3	13.6	29.5	3.4	1.1	100.0
WHITE COLLAR WORKER	65.0	8.8	18.8	6.3	1.3	100.0
SALESPERSON	60.3	19.0	17.2	1.7	1.7	100.0
SKILLED WORKER	65.8	20.9	10.2	2.7	0.5	100.0
UNSKILLED WORKER	65.3	22.2	1.4	5.6	5.6	100.0
ARMED FORCES/POLICE	85.7	9.5	4.8	0.0	0.0	100.0
RETIRED	67.4	20.5	4.5	6.1	1.5	100.0
UNEMPLOYED	64.0	16.0	16.0	0.0	4.0	100.0
STUDENT	63.0	11.1	18.5	3.7	3.7	100.0
HOUSEWIFE	61.7	26.5	8.4	2.5	0.9	100.0
(BASE = ALL)						

TABLE 4.2: PREFERRED SOURCES OF FOREIGN NEWS

(Percent)	TV	RADIO	NEWSPAPERS	OTHER PERSONS	NO REPLY	TOTALS
Overall	70.0	14.6	9.6	3.6	2.3	100
14 - 17	67.0	8.0	12.5	8.0	4.5	100
18 - 30	70.3	13.7	11.2	3.2	1.6	100
31 - 50	66.3	18.1	10.7	3.3	1.6	100
51 - 65	79.2	10.9	7.1	0.5	2.2	100
65 +	70.4	14.1	4.9	6.3	4.2	100
MALE	67.4	12.9	13.1	3.6	3.0	100
FEMALE	72.4	16.1	6.3	3.6	1.6	100
PROFESSIONAL/MANAGERIAL	61.4	11.4	22.7	2.3	2.3	100
WHITE COLLAR WORKER	71.3	11.3	10.0	6.3	1.3	100
SALESPERSON	69.0	13.8	15.5	0.0	1.7	100
SKILLED WORKER	68.4	15.5	10.7	4.3	1.1	100
UNSKILLED WORKER	66.7	18.1	4.2	5.6	5.6	100
ARMED FORCES/POLICE	71.4	14.3	14.3	0.0	0.0	100
RETIRED	70.5	15.9	3.8	6.8	3.0	100
UNEMPLOYED	80.0	8.0	8.0	0.0	4.0	100
STUDENT	70.4	6.5	14.8	3.7	4.6	100
HOUSEWIFE	72.6	17.8	5.9	2.2	1.6	100
(BASE = ALL)						

TABLE 4.3: RADIO STATION PREFERENCE FOR LOCAL NEWS

	SUP1	RM1	101	RTK	ISL	SMSH	BAY	RM2	LFM	CALY	IMAS	UNIV	NONE	Totals
(Percent)														
Overall	22.0	10.6	10.1	8.0	6.1	5.9	4.3	3.6	1.6	1.1	0.4	0.4	26.0	100
14 - 17	6.5	5.2	13.0	5.2	9.1	20.8	6.5	0.0	0.0	0.0	1.3	1.3	31.2	100
18 - 30	21.4	4.4	8.3	2.9	8.7	10.2	7.8	3.9	1.5	1.0	0.5	0.5	29.1	100
31 - 50	25.7	9.9	11.4	8.7	6.0	3.0	4.2	4.2	1.5	0.9	0.3	0.0	24.3	100
51 - 65	24.2	16.7	9.1	11.4	3.0	0.8	1.5	6.8	1.5	2.3	0.0	0.0	22.7	100
65 +	19.6	21.6	8.8	13.7	2.9	2.0	0.0	0.0	3.9	1.0	0.0	1.0	25.5	100
MALE	24.1	11.4	10.9	6.1	7.4	5.1	4.1	3.6	1.3	1.0	0.3	0.5	24.4	100
FEMALE	20.1	9.8	9.4	9.6	5.0	6.6	4.6	3.7	2.0	1.1	0.4	0.2	27.4	100
PROFESSIONAL/MANA	3.7	13.0	16.7	5.6	14.8	1.9	14.8	7.4	0.0	3.7	0.0	0.0	18.5	100
WHITE COLLAR	8.2	14.8	9.8	9.8	1.6	6.6	9.8	3.3	0.0	0.0	0.0	0.0	36.1	100
SALESPERSON	19.1	12.8	17.0	4.3	17.0	2.1	2.1	4.3	2.1	0.0	0.0	0.0	19.1	100
SKILLED WORKER	37.1	6.0	7.9	7.3	2.0	7.3	6.0	4.0	0.7	0.7	0.0	0.0	21.2	100
UNSKILLED WORKER	35.0	6.7	3.3	6.7	3.3	10.0	3.3	3.3	5.0	0.0	0.0	1.7	21.7	100
ARMED	12.5	18.8	12.5	6.3	6.3	0.0	0.0	6.3	0.0	6.3	0.0	0.0	31.3	100
RETIRED	25.0	21.7	5.4	10.9	2.2	1.1	0.0	3.3	3.3	1.1	0.0	1.1	25.0	100
UNEMPLOYED	50.0	0.0	5.6	0.0	5.6	5.6	11.1	0.0	0.0	5.6	5.6	0.0	11.1	100
STUDENT	4.3	3.2	12.9	4.3	11.8	18.3	6.5	0.0	1.1	1.1	1.1	1.1	34.4	100
HOUSEWIFE	21.6	11.2	11.2	10.4	5.8	3.1	1.2	4.2	1.9	0.8	0.4	0.0	28.2	100

(BASE = ALL THOSE WHO LISTEN TO RADIO)

TABLE 4.4: RADIO STATION PREFERENCE FOR FOREIGN NEWS

	SUP1	RM1	101	RTK	ISL	SMSH	BAY	RM2	LFM	CALY	MAS	UNIV	NONE	Totals
(Percent)														
Overall	19.4	10.3	8.1	8.1	6.9	5.6	3.5	3.1	1.6	1.1	0.4	0.4	31.5	100
14 - 17	3.9	7.8	7.8	13.0	3.9	18.2	6.5	1.3	0.0	0.0	1.3	1.3	35.1	100
18 - 30	20.4	4.4	6.8	12.1	1.9	9.2	4.9	2.9	1.5	0.5	0.5	0.5	34.5	100
31 - 50	23.1	9.3	9.0	7.5	7.5	3.6	3.9	4.2	1.8	1.2	0.3	0.0	28.7	100
51 - 65	18.2	16.7	8.3	3.8	11.4	1.5	1.5	3.8	1.5	2.3	0.0	0.0	31.1	100
65 +	18.6	19.6	7.8	3.9	11.8	1.0	0.0	0.0	2.9	1.0	0.0	1.0	32.4	100
MALE	19.3	11.2	8.6	9.4	5.3	5.1	3.6	3.8	1.8	1.5	0.3	0.5	29.7	100
FEMALE	19.5	9.6	7.7	7.0	8.3	6.1	3.5	2.4	1.5	0.7	0.4	0.2	33.0	100
PROFESSIONAL/MANAGERIAL	1.9	11.1	13.0	25.9	3.7	3.7	7.4	3.7	0.0	3.7	0.0	0.0	25.9	100
WHITE COLLAR WORKER	4.9	11.5	6.6	4.9	6.6	9.8	8.2	4.9	1.6	1.6	0.0	0.0	39.3	100
SALESPERSON	14.9	10.6	12.8	23.4	4.3	2.1	2.1	6.4	0.0	0.0	0.0	0.0	23.4	100
SKILLED WORKER	31.1	6.0	6.6	2.6	7.3	7.9	4.6	4.0	2.0	0.7	0.0	0.0	27.2	100
UNSKILLED WORKER	33.3	6.7	1.7	3.3	6.7	6.7	5.0	3.3	5.0	1.7	0.0	1.7	25.0	100
ARMED FORCES/POLICE	12.5	25.0	6.3	6.3	6.3	0.0	0.0	0.0	0.0	6.3	0.0	0.0	37.5	100
RETIRED	20.7	18.5	5.4	3.3	9.8	1.1	0.0	2.2	3.3	1.1	0.0	1.1	33.7	100
UNEMPLOYED	50.0	0.0	5.6	11.1	0.0	0.0	5.6	0.0	0.0	5.6	5.6	0.0	16.7	100
STUDENT	2.2	5.4	8.6	15.1	3.2	16.1	6.5	1.1	1.1	0.0	1.1	1.1	38.7	100
HOUSEWIFE	21.2	12.0	10.0	5.8	8.9	2.7	1.2	2.7	1.2	0.4	0.4	0.0	33.6	100

(BASE = ALL THOSE WHO LISTEN TO RADIO)

TABLE 4.5: PREFERRED TV CHANNEL FOR LOCAL NEWS

(Percent)	TVM	SUP	SMS	NON	TOTAL
Overall	76.1	16.0	0.3	7.6	100
14 - 17	83.1	6.0	0.0	10.8	100
18 - 30	74.5	17.4	0.9	7.2	100
31 - 50	76.2	15.9	0.3	7.7	100
51 - 65	72.1	20.9	0.0	7.0	100
65 +	79.8	13.2	0.0	7.0	100
MALE	77.4	15.4	0.4	6.8	100
FEMALE	74.8	16.5	0.2	8.5	100
PROFESSIONAL/MANAGERIAL	86.9	6.0	1.2	6.0	100
WHITE COLLAR WORKER	80.0	13.3	0.0	6.7	100
SALESPERSON	80.4	12.5	1.8	5.4	100
SKILLED WORKER	71.8	21.8	0.6	5.7	100
UNSKILLED WORKER	74.2	21.2	0.0	4.5	100
ARMED FORCES/POLICE	85.7	4.8	0.0	9.5	100
RETIRED	73.3	16.2	0.0	10.5	100
UNEMPLOYED	38.1	38.1	0.0	23.8	100
STUDENT	85.0	5.0	0.0	10.0	100
HOUSEWIFE	74.1	18.4	0.0	7.5	100

(BASE = ALL THOSE WHO WATCH TELEVISION)

TABLE 4.6: TV CHANNEL PREFERENCE FOR FOREIGN NEWS

(Percent)	RAI	TVM	SUP1	BERLUS	SATELL	OTHER	SMSH	NO	ANSW	TOTALS
Overall	31.8	27.4	11.5	10.8	9.1	0.4	0.2		2.7	100
14 - 17	30.1	27.7	3.6	20.5	7.2	1.2	0.0		1.2	100
18 - 30	31.5	24.3	14.0	10.2	9.8	0.0	0.4		3.0	100
31 - 50	33.9	25.0	9.7	11.5	12.2	0.3	0.0		2.0	100
51 - 65	31.6	30.5	15.5	6.3	7.5	0.6	0.0		2.3	100
65 +	27.1	37.3	11.9	9.3	0.8	0.8	0.8		5.9	100
MALE	33.9	26.4	11.0	11.2	10.4	0.4	0.0		1.8	100
FEMALE	29.8	28.5	11.9	10.3	7.8	0.4	0.4		3.5	100
No Answer										
PROFESSIONAL/MANAGERIAL	46.4	14.3	3.6	10.7	20.2	0.0	0.0		1.2	100
WHITE COLLAR WORKER	40.0	21.3	9.3	10.7	12.0	1.3	0.0		2.7	100
SALESPERSON	33.3	24.6	12.3	5.3	19.3	0.0	0.0		3.5	100
SKILLED WORKER	32.0	30.9	12.6	10.3	6.3	0.0	0.6		2.3	100
UNSKILLED WORKER	24.2	33.3	19.7	7.6	7.6	0.0	0.0		0.0	100
ARMED FORCES/POLICE	33.3	19.0	9.5	23.8	0.0	0.0	0.0		4.8	100
RETIRED	29.0	29.0	12.1	9.3	4.7	1.9	0.0		4.7	100
UNEMPLOYED	19.0	33.3	19.0	4.8	9.5	0.0	0.0		4.8	100
STUDENT	27.0	28.0	3.0	19.0	10.0	0.0	0.0		2.0	100
HOUSEWIFE	30.4	29.4	13.9	10.1	7.1	0.3	0.3		3.0	100

(BASE = ALL THOSE WHO WATCH TELEVISION)

5. PREFERRED RADIO AND TELEVISION PROGRAMMES

5.1 Introduction

Respondents to the current survey were asked to state their preference for programmes they like listening to and associate these with a particular station. They were allowed to opt for none, when the type of programme was not to their liking. The summation of preferences across all radio stations give us a clue as to the type of programmes the public in general like to listen most.

5.2 Radio Programmes

Table 5.1 ranks these programme categories according to the percentage of radio listeners who stated a liking for the programme.

Table 5.1: PREFERENCES FOR RADIO PROGRAMMES

PROGRAMME CATEGORY	PERCENTAGE
MUSIC	79.1
LOCAL NEWS	74.0
FOREIGN NEWS	68.5
DISCUSSIONS/PHONE-INS	63.9
RELIGIOUS	48.9
CURRENT AFFAIRS	47.8
PERSONAL/HOME	37.0
SPORTS	34.9
STORIES/PLAYS	32.1
MONEY	20.4
CHILDREN'S	15.9
(BASE = ALL RADIO LISTENERS)	

The ranking given is very similar to the one given in previous years. More than 50 percent of radio listeners show preference for music, local and foreign news, and phone-in type of discussions. Close behind are religious programmes and current affairs. The other programmes lag behind because they appeal to sectorial interests.

5.3 Television Programmes

Table 5.3 ranks these programme categories according to the percentage of television viewers who stated a liking for the programme.

Table 5.2: PREFERENCES FOR TELEVISION PROGRAMMES

PROGRAMME CATEGORY	PERCENTAGE
FOREIGN NEWS	97.3
LOCAL NEWS	92.4
WEATHER	77.6
FEATURE FILMS	75.5
SHOWS/GAMES	63.4
DISCUSSIONS	62.0
DOCUMENTARIES	60.0
SPORTS	57.4
PLAYS	49.2
WOMEN'S	49.0
RELIGIOUS	47.6
CURRENT AFFAIRS	41.8
CHILDREN'S	41.8
SERIALS/SOAP	39.8
OPERAS	
MUSIC VIDEO CLIPS	39.2
ARTS/CULTURE	36.8
MONEY	24.7
(BASE - ALL TELEVISION VIEWERS)	

What is striking with the above ranking are the differences in the type of programmes people prefer to view rather than listen to. Foreign news takes precedence over local news. What music is for radio, feature films are for television. The middle liked categories are the shows. Games and discussion programmes. The rest cater for special interest groups and therefore do not gain the popularity of the general interest programmes.

6. THE QUALITY OF RADIO AND TELEVISION

6.1 Introduction

This chapter reports on the opinions expressed regarding the standards of radio and television programmes. Many critics have voiced the opinion that the unprecedented expansion in stations, programmes, and 24 hour-a-day broadcasting. How has the public perceived the standards changing over the current year? In this year's survey a direct question in this regard has been asked with regards to radio stations. A more indirect question asked the respondents to specify which radio and television stations are best for specific types of programmes.

6.2 Quality of Radio Programmes

This year's survey has asked the general public a straightforward question. Do they consider that programme standards on radio have improved, stayed the same, or got worse. The replies to this question as may be seen from Table 6.1 must come as a great surprise to those who feel that the economic crunch, through which most radio stations are passing, is pushing down the stations' programme standards. The majority of the persons interviewed irrespective of age, sex, or economic background state that they have seen an improvement in radio stations - taken together- during the past year. In fact only a small minority of about 4 percent consider standards to have worsened. The group which most felt such an improvement were the 14 to 17 year olds. The over 65 age group were the least convinced of this improvement.

One needs to qualify this reply with the significant percentage (14 percent) who were afraid to hazard a guess. They felt they could not decide on any of these options (including *staying the same*). Furthermore, the question was only addressed to those who claimed to listen to radio. It could well be that a small proportion of those people who do not listen to radio might have taken the decision for reasons of being disappointed with what is being offered.

Having made these qualifications, the high percentage who approve of the standards offered to them over the past year remains significant and worthy of consideration.

6.3 Favourite Radio Stations by Type of Programme

The survey has identified 10 radio programme categories (the NEWS categories are covered in another chapter), to each of which the respondents were asked to associate a favourite radio station. The results as shown in Table 6.2 are revealing. While some stations, such as Super1, RTK, and RM1, manage to keep their audience consistently through most of their programmes, some others manage to attract them for only one or two programme categories. The rankings which result from this table are presented on Table 6.3.

TABLE 6.1: PERCEIVED QUALITY OF RADIO PROGRAMMES

(Percent)	IMPROVED	SAME	WORSENERD	DONT KNOW	TOTALS
Overall	60.6	20.9	4.2	14.2	100
14 - 17	72.7	11.7	5.2	10.4	100
18 - 30	62.1	20.9	4.4	12.6	100
31 - 50	62.9	20.7	4.2	12.3	100
51 - 65	57.6	22.7	3.0	16.7	100
65 +	45.1	26.5	4.9	23.5	100
MALE	60.4	24.1	3.8	11.7	100
FEMALE	60.8	18.2	4.6	16.4	100
PROFESSIONAL/MANAGERIAL	64.8	18.5	5.6	11.1	100
WHITE COLLAR WORKER	67.2	14.8	1.6	16.4	100
SALESPERSON	63.8	21.3	0.0	14.9	100
SKILLED WORKER	64.2	21.2	4.0	10.6	100
UNSKILLED WORKER	56.7	25.0	6.7	11.7	100
ARMED FORCES/POLICE	56.3	31.3	6.3	6.3	100
RETIRED	47.8	28.3	5.4	18.5	100
UNEMPLOYED	61.1	16.7	0.0	22.2	100
STUDENT	61.3	19.4	6.5	12.9	100
HOUSEWIFE	61.0	19.3	3.9	15.8	100

(BASE = ALL RADIO LISTENERS)

TABLE 6.2: RADIO STATION PREFERENCE BY TYPE OF PROGRAMMES

	MUSIC	DISCUSS.	SPORTS	MONEY	CULTUR.	PERS.	STORIES	RELIG.	CHILDREN'S	C. AFFAIRS
RM1	4.0	5.2	2.7	2.5	8.1	7.1	9.3	4.3	2.5	5.8
RM2	1.8	2.0	1.5	0.7	1.6	1.2	3.9	0.7	0.8	2.2
SUP1	13.2	17.5	11.0	5.9	9.4	10.2	10.0	5.9	5.2	14.7
101	5.9	8.7	4.2	3.3	4.9	4.5	1.6	1.4	1.5	9.0
BAY	6.5	0.6	1.8	0.7	0.7	0.5	0.2	0.2	0.4	2.4
CALY	6.2	0.4	1.4	0.0	0.5	0.1	0.1	0.0	0.0	0.5
ISL	8.2	2.0	5.4	2.6	1.8	1.3	0.6	0.5	0.5	3.6
LFM	1.4	11.4	1.6	1.1	2.1	3.3	1.2	0.5	0.5	1.9
MAS	0.5	0.2	0.2	0.1	0.6	0.2	0.1	0.1	0.1	0.4
RTK	6.8	13.4	2.7	2.7	7.3	7.8	4.2	34.2	3.4	5.6
SMSH	24.2	1.5	2.1	0.7	1.2	0.7	0.6	0.9	0.9	1.5
UNIV	0.5	0.2	0.1	0.2	0.5	0.2	0.2	0.1	0.1	0.2
DON'T KNOW	20.9	36.9	65.1	79.6	61.3	63.0	67.9	51.1	84.1	52.2
TOTALS	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

(BASE = ALL RADIO LISTENERS)

TABLE 6.3: RANKING OF RADIO STATIONS BY PREFERENCES FOR TYPE OF PROGRAMMES

PROGRAMME CATEGORY	FIRST	SECOND	THIRD	FOURTH OR CLOSE BEHIND
MUSIC	SMASH	SUP1	ISLAND S.	BAY, CALYPSO
DISCUSSIONS	SUP1	RTK	LIVE FM	101
SPORTS	SUP1	ISLAND S.	101	RM1, RTK, SMASH
MONEY	SUP1	101	RTK	RM1
CULTURAL	SUP1	RM1	RTK	101
PERSONAL/HOME	SUP1	RTK	RM1	101
STORIES	SUP1	RM1	RTK	RM2
RELIGIOUS	RTK	SUP1	RM1	101
CHILDREN'S	SUP1	RTK	RM1	101
CURRENT AFFAIRS	SUP1	101	RM1	RTK

6.4 Favourite Television Channels by Type of Programme

The survey has identified 15 TV programme categories (the NEWS categories are covered in another chapter) to each of which the respondents were asked to associate their favourite radio channel. The rankings which are shown in Table 6.5 summarise the information given in Tables 6.4A and 6.4B.

The results show that TVM leads consistently throughout on those programmes which are in Maltese: discussions, sports and women's programme. Its weakest spots are feature films, shows and games. The standing on children's programme, although second, hasn't got a strong following.

6.5 CONCLUSION

This chapter has shown that the general majority of the population is happy with what the radio stations together as a group are producing for their audiences. Of the twelve radio stations, seven appear (in some cases more than once) in the first three places, depending on the type of programme being offered and evaluated by the respondents. Super1 features first in many of these places

With television TVM takes first place with programmes in the Maltese language. For other programme types, Berlusconi, RAI and Satellite TV fills up the rest.

ABLE 6.3A: TV CHANNEL PREFERENCE BY TYPE OF PROGRAMME

	C. AFFAIRS	DOCUM.	FILMS	W. FCAST	SPORTS	CULTUR.	PLAYS
TVM	15.6	15.2	8.9	51.3	13.7	17.8	41.4
SUP1	3.2	3.1	1.4	4.9	6.9	1.9	0.9
SMSH	0.5	0.2	0.6	0.4	0.7	0.2	0.1
RAI	10.7	26.3	10.1	14.0	15.2	10.7	2.5
BERLUS	4.0	5.2	42.3	2.5	8.8	1.5	2.1
OTHER	0.4	0.4	1.5	0.5	1.9	0.5	0.1
SATELL	7.4	9.5	10.7	4.0	10.2	4.2	2.1
DON'T KNOW	58.2	40.0	24.5	22.4	42.6	63.2	50.8
TOTALS	100.0	100.0	100.0	100.0	100.0	100.0	100.0

(BASE = ALL TV VIEWERS)

TABLE 6.3B: TV CHANNEL PREFERENCE BY TYPE OF PROGRAMME

	SERIALS	SHOWS/GAMES	DISCUSSIONS	RELIG.	CHILDREN'S	MUSIC CLIPS	WOMEN'S	MONEY
TVM	5.8	8.8	40.5	39.8	7.8	10.1	20.0	11.3
SUP1	0.5	1.5	9.0	1.4	1.7	4.0	4.0	1.1
SMSH	0.2	0.1	0.1	0.3	0.5	3.6	0.2	0.1
RAI	3.4	8.7	4.5	4.7	4.0	3.3	4.7	4.0
BERLUS	26.0	40.1	4.1	0.6	20.0	5.8	14.6	1.1
OTHER	1.5	1.3	0.1	0.1	1.0	0.5	0.9	0.1
SATELL	2.3	2.8	3.6	0.7	6.7	11.9	4.6	7.0
DON'T KNOW	60.2	36.6	38.0	52.4	58.2	60.8	51.0	75.3
TOTALS	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

(BASE = ALL TV VIEWERS)

TABLE 6.3A: RANKING OF TELEVISION CHANNELS BY TYPE OF PROGRAMMES

PROGRAMME CATEGORY	FIRST	SECOND	THIRD	FOURTH OR CLOSE BEHIND
CURRENT AFFAIRS	TVM	RAI	SATELL	BERLUS, SUP1
DOCUMENTARIES	RAI	TVM	SATELL	BERLUS, SUP1
FEATURE FILMS	BERLUSCONI	SATELL	RAI	TVM
WEATHER	TVM	RAI	SUP1	SATELL
SPORTS	RAI	TVM	SATELL	SUP1
CULTURAL	RAI	TVM	SATELL	BERLUS, SUP1
PLAYS	TVM	RAI	BERLUS, SATELL	SUP1
SERIALS/SOAP OPERAS	BERLUS	TVM	RAI	SATELL
SHOWS/GAMES	BERLUS	TVM	RAI	SATELL
DISCUSSIONS	TVM	SUP1	RAI	OTHER ITALIAN
RELIGIOUS	TVM	RAI	SUP1	SATELL
CHILDREN'S	BERLUS	TVM	SATELL	RAI
MUSIC CLIPS	SATELL	TVM	BERLUS	SUP1
WOMEN'S	TVM	BERLUS	RAI	SATELL, SUP1
MONEY	TVM	SATELL	RAI	SUP1, BERLUS

7. PREFERRED RADIO AND TELEVISION STATIONS

7.1 Introduction

The previous chapter has shown the stated preferences for particular radio stations and television channels in connection with particular programmes. Even then one could detect that some kind of channel or station loyalty could be detected. This may arise because some form of correlation between a particular channel and programme could also exist. Whether this translates into actual viewing and listening is still to be seen through the audience survey. For various reasons, regarding time conflicts, family viewing, and the like persons may finish watching or listening something other than what they would like. A thorough study has to monitor both preferences and actual viewing and listening behaviour, and report on any discrepancies where noted. This chapter will report on the claimed preferences for radio stations and television channels.

7.2 Radio Stations

Of all the respondents who stated that they listen to radio, there were about 13 percent who have opted not to express an opinion, when asked to give a first preference to a particular station. Of these there were some who were genuinely unsure.

Table 7.1a presents the sorted radio station preferences given by the respondents. Top place among the twelve radio stations goes to Super1 Radio with a 20 percent share. Second and third place go to Smash Radio (15 percent) and RTK (14 percent). Next comes Radio 101 (9 percent), with both Radio Malta 1 (8 percent) and Island Sound (7 percent) following close behind. The other ranking in descending order are Bay Radio (5 percent), and Live FM, Calypso Radio, Radio Malta 2, (all in the 5 percent range), with University Radio and MAS (both with just under 1 percent).

The overall popularity is not shared equally by all age groups. Radio Malta 1, for example, grows in popularity with each age group, starting from nil among the under 17's, gradually increasing to 22 percent with the over 65s. Smash Radio is top among the very young and student groups, attracting about half of those respective populations. RTK on the other hand takes first place among the over 65s.

The shares are evenly balanced between the sexes at the national level, and the picture is pretty the same with most of the stations. The exception is with RTK which holds twice as many female preferences as males. Radio 101 on the other hand has a higher ratio of males to females.

The economic activity background too determines the preferences allotted to each particular station. Super1 is prominently popular among the skilled and unskilled workers, the unemployed and housewives. Island Sound Radio is conspicuous at the top among the professional/managerial and salespersons. Radio Malta 1 is similarly placed among the retired persons. Smash radio is very popular among students, and white collar workers. The

Armed Forces and the Police place their first preferences exactly evenly among four stations: Super1, Radio 101, RTK, and Bay Radio.

7.3 Television Stations

The ratio of respondents who state they watch television and who have opted not to state their opinion as to which TV channel they would give a first preference is similar to radio broadcasting and stands at 12 percent.

The most preferred television stations belong to the Berlusconi group with 32 percent share of the first preferences. TVM comes second with 22 percent of all viewers. Third and fourth places are given to the RAI group and the extraterrestrial stations, who almost tie at 12 percent. Super1 television comes next with 9 percent. The other Italian stations and Smash cable channel get just under 1 percent each.

The distribution is again evenly shared between the two sexes. Only TVM has a significant bigger following with the female population of about 5 percentage points. Among the various age backgrounds, we find these notable trends. The Berlusconi channels have a strong following among the under 17s starting at just under half that population. The attraction falls gradually with each age group down to 15 percent in the over 65s. TVM has the same trend in reverse. Starting at 40 percent in the over 65s and falling gradually to 11 percent with the 14 to 17 age group. RAI follows the TVM pattern, and Satellite channels the Berlusconi pattern, each in a slightly more accentuated rate.

The popularity among the various economic activity backgrounds vary across channels. RAI is very popular with the professional and managerial group. Satellite as expected too is popular with this group, as well with salespersons and students. TVM is most popular with retired persons, and housewives. The Berlusconi group is quite strong in each economic category, but exceptionally popular with students, the Armed Forces and the Police. It is least popular among the retired.

7.3 The Appeal of Stations to Various Socio-Economic Backgrounds

Tables 7.1b and 7.2b present the distribution of radio and television preferences by the socio-economic classes or groups. The interesting distinction to be made is between those stations which appeal equally to all segments of society, and those which have a stronger following by a particular category or other.

Among the radio stations we find both Smash Radio and Island sound increasingly popular as we move up from the DE to C1 to C2 to AB segments. More pronounced and in reverse order is the uneven popularity of Super1 among these groups. The most balanced across these socio-economic groups is RTK, and to a lesser extent Radio 101 and Live FM.

Among the television channels the same trends are observed. Both TVM and Super1 are increasingly popular as we move down from the AB to the DE groups, while the reverse order applies to both RAI and Satellite channels. The Berlusconi group however shows more stability and evenness across these same groups.

TABLE 7.1A: PREFERRED RADIO STATIONS

	SUP1	SMSH	RTK	101	RM1	ISL	BAY	LFM	CALY	RM2	UNIV	MAS	NO REPLY	TOTAL
(Percent)														
Overall	20.0	14.9	13.5	8.6	8.2	7.4	5.3	3.1	2.9	2.5	0.6	0.5	12.6	100.0
14 - 17	1.3	53.2	2.6	11.7	0.0	13.0	5.2	1.3	2.6	0.0	1.3	1.3	6.5	100.0
18 - 30	16.5	27.7	3.4	7.8	1.9	10.2	10.7	1.9	2.4	3.4	1.5	1.0	11.7	100.0
31 - 50	24.9	6.9	18.3	9.9	6.3	7.5	5.1	3.0	3.9	2.4	0.0	0.3	11.7	100.0
51 - 65	25.0	2.3	16.7	7.6	17.4	2.3	1.5	5.3	3.0	3.8	0.0	0.0	15.2	100.0
65 +	18.6	2.9	22.5	4.9	21.6	3.9	0.0	3.9	1.0	1.0	1.0	0.0	18.6	100.0
MALE	20.1	14.7	9.4	10.2	8.6	8.9	5.8	3.6	3.6	2.3	0.3	0.5	12.2	100.0
FEMALE	19.9	15.1	17.1	7.2	7.9	6.1	4.8	2.6	2.4	2.6	0.9	0.4	12.9	100.0
PROFESSIONAL/MANAGERIAL	0.0	18.5	9.3	11.1	5.6	22.2	13.0	1.9	3.7	3.7	0.0	1.9	9.3	100.0
WHITE COLLAR WORKER	8.2	23.0	14.8	8.2	13.1	8.2	3.3	3.3	1.6	1.6	1.6	0.0	13.1	100.0
SALESPERSON	8.5	10.6	4.3	10.6	8.5	25.5	4.3	4.3	4.3	4.3	0.0	0.0	14.9	100.0
SKILLED WORKER	28.5	14.6	9.9	7.9	6.0	3.3	10.6	4.0	3.3	4.0	0.0	0.0	7.9	100.0
UNSKILLED WORKER	33.3	23.3	10.0	6.7	1.7	1.7	3.3	1.7	1.7	0.0	1.7	0.0	15.0	100.0
ARMED FORCES/POLICE	12.5	6.3	12.5	12.5	6.3	6.3	12.5	6.3	6.3	6.3	0.0	0.0	12.5	100.0
RETIRED	21.7	2.2	18.5	4.3	23.9	3.3	0.0	4.3	1.1	3.3	1.1	0.0	16.3	100.0
UNEMPLOYED	44.4	11.1	5.6	5.6	0.0	5.6	5.6	0.0	11.1	0.0	0.0	5.6	5.6	100.0
STUDENT	0.0	46.2	3.2	9.7	0.0	14.0	8.6	1.1	2.2	0.0	2.2	1.1	11.8	100.0
HOUSEWIFE	26.3	5.4	21.2	9.7	8.5	3.9	1.9	3.1	3.1	2.3	0.0	0.4	14.3	100.0
(BASE = ALL RADIO LISTENERS)														

TABLE 7.2A: PREFERRED TELEVISION STATIONS

	BERLUS	TVM	RAI	SATELL	SUP1	OTHER	SM5H	NO REPLY	TOTAL
(Percent)									
Overall	31.8	21.8	12.3	12.1	8.9	0.8	0.7	11.7	100.0
14 - 17	48.2	10.8	7.2	21.7	1.2	2.4	1.2	7.2	100.0
18 - 30	46.4	12.3	8.1	13.2	7.7	0.4	1.7	10.2	100.0
31 - 50	29.7	19.9	13.0	14.1	8.2	1.0	0.3	13.8	100.0
51 - 65	19.8	32.6	11.6	8.1	16.3	0.6	0.6	10.5	100.0
65 +	14.9	39.5	22.8	1.8	8.8	0.0	0.0	12.3	100.0
MALE	32.4	19.3	12.5	13.1	8.8	1.2	0.4	12.1	100.0
FEMALE	31.1	24.2	12.0	11.0	9.1	0.4	1.0	11.2	100.0
PROFESSIONAL/MANAGERIAL	32.1	15.5	20.2	21.4	1.2	3.6	0.0	6.0	100.0
WHITE COLLAR WORKER	37.3	17.3	14.7	10.7	6.7	1.3	1.3	10.7	100.0
SALESPERSON	23.2	10.7	16.1	28.6	5.4	0.0	1.8	14.3	100.0
SKILLED WORKER	32.8	23.0	8.6	9.2	13.2	0.6	1.1	11.5	100.0
UNSKILLED WORKER	39.4	19.7	6.1	7.6	10.6	0.0	1.5	15.2	100.0
ARMED FORCES/POLICE	42.9	14.3	19.0	4.8	0.0	4.8	0.0	14.3	100.0
RETIRED	18.1	34.3	16.2	3.8	10.5	0.0	0.0	17.1	100.0
UNEMPLOYED	28.6	14.3	0.0	19.0	14.3	0.0	0.0	23.8	100.0
STUDENT	53.0	7.0	6.0	24.0	1.0	1.0	1.0	7.0	100.0
HOUSEWIFE	26.6	28.3	13.3	8.2	11.9	0.3	0.3	10.9	100.0

(BASE = ALL TELEVISION VIEWERS)

TABLE 7.1B: RADIO STATION PREFERENCES BY SOCIO-ECONOMIC GROUP

	SUP1	SMS	RTK	101	RM1	ISL	BAY	LFM	CAL	RM2	UNIV	MAS	NO REPLY	TOTAL
(Percent)														
Overall	20.0	14.9	13.5	8.6	8.2	7.4	5.3	3.1	2.9	2.5	0.6	0.5	12.6	100.0
AB - professional, manage	4.2	21.0	14.0	9.8	5.6	21.0	4.9	2.1	2.8	4.2	0.7	0.7	9.1	100.0
C1 - higher/clerical, sup	7.6	19.5	11.0	11.4	8.9	8.9	8.1	2.5	4.2	1.3	0.8	0.4	15.3	100.0
C2 - skilled manual worker	29.9	12.7	14.7	6.8	8.0	2.8	6.0	2.8	0.8	3.6	0.0	0.4	11.6	100.0
DE - semi-skilled, unseal	32.1	8.6	14.5	6.8	9.5	2.3	1.8	4.5	4.1	1.4	0.9	0.5	13.1	100.0
(BASE = ALL RADIO LISTENERS)														

TABLE 7.1B: TELEVISION STATION PREFERENCES BY SOCIO-ECONOMIC GROUP

	BERLUS	TVM	RAI	SATELL	SUP1	OTHER	SMSH	NO REPLY	TOTAL
(Percent)									
Overall	31.8	21.8	12.3	12.1	8.9	0.8	0.7	4.7	100.0
AB - professional, manage	33.1	11.2	23.6	19.7	2.2	1.1	0.0	5.1	100.0
C1 - higher/clerical, sup	36.6	18.1	12.0	15.2	6.2	1.4	1.1	2.9	100.0
C2 - skilled manual worker	30.0	26.8	8.9	8.6	10.7	0.4	1.1	5.7	100.0
DE - semi-skilled, unskilled	27.6	27.6	8.4	7.3	14.6	0.4	0.4	5.4	100.0
(BASE = ALL TELEVISION VIEWERS)									

8. POLITICAL BALANCE ON RADIO AND TELEVISION

8.1 Introduction

Radio and television are increasingly being recognised as a main source of political influence. All political parties are diversifying their energy from traditional activities into broadcasting. Politicians, broadcasters and the public's constitutional guardian, the Broadcasting Authority, are all concerned that broadcasts should be fair and balanced, with the political bias kept to a minimum. The survey has therefore asked the public what it thinks on this subject vis-à-vis all radio stations and the public broadcasting television channel respectively. A third question investigates the interest of the public in the tailor-made "balanced" political broadcasts organised by the Broadcasting Authority.

8.2 RADIO NEWS PROGRAMMES

Table 8.1 presents the perceptions of fairness and balance regarding the news programmes on radio. What is significant is the large number of non-responses, (32 percent) due no doubt to the political connotations involved. Furthermore one also notices that the ranking of those stations which are thought to be fair follow to some extent the same ranking of the most preferred stations. One would say, naturally, of course. Since every one considers himself or herself fair and balanced, one would think that the one's favourite station ought to be the same. It could well be that many of those who are really objective may have abstained from giving an opinion.

Super1 radio has attracted 16 percent of the most fair and balanced news, followed by RTK (14 percent) and RM1 (10 percent). Radio 101 is fourth with 7 percent.

This ranking is highly variable across groups as classified by age, sex or economic activity. Those groups who do not endorse the national average ranking are the under 17s and students of all ages, all of whom consider Smash Radio, Radio 101 and Island Sound radio respectively as the most fair and balanced for news. Professional, managerial and sales persons opt significantly for Island Sound. RTK come top with the over 65s and second for the 31-50's. Bay radio is considered to have the third most fair news by the professional group and the 18-30's.

8.3 OTHER RADIO PROGRAMMES

The picture does not change significantly when the respondents were asked the same question with respect to all the other radio programmes, other than the news. Of course some shifts are visible (see Table 8.2). The most notable is that for housewives who while they consider Super1 most fair for the news, with RTK in second place; switch ranking between these two stations for the rest of the programmes. Again for the overall result, both Super1 and Radio 101 reduce their perceived balance for the other programmes compared to their news by 2 percentage points, while Radio

Malta1 increases its own by more than 2 points. The percentage rate of non-committals remains the same at 32 percent.

8.4 FAIRNESS AND BALANCE ON TVM

The question about fairness and balance on television has also been asked with respect to the public television station TVM vis-à-vis all its programmes. In order to provide a factor of comparability with the previous year the question posed asked respondents to note any progress or regress in this regard. The results as shown on Table 8.3 indicate that on average almost half the respondents felt that TVM has maintained the same levels of fairness as before. A substantial percentage (37 percent) feel that TVM has become more balanced, while about 9 percent feel the opposite, that is less balanced than before.

These percentages are fairly stable across age, gender and economic groups. The significant variations refer to students and young people (44 and 48 percent respectively) who consider TVM to have progressed more than the overall population felt it did. The over 65 are more sceptical, with a relative high (to the national average) 15 percent of them believing that fairness and balance have taken a retrograde step. It is important to conclude that all these percentages refer to the perceived changes and do not reflect the respondents' opinion on the existing level of fairness or balance.

8.5 THE BROADCASTING AUTHORITY'S POLITICAL BROADCASTS

In order to maintain a balance in the area of political broadcasts the Broadcasting Authority is entrusted by law to organise such broadcasts on the media, mostly on television. Our respondents were asked whether they follow these broadcasts and if so how often. Only 13 percent stated that they follow them regularly (always). Slightly less than half (46 percent) said that they follow them occasionally (sometimes), while a not insignificant ratio (37 percent) state that they never follow them. The groups most likely to state that they never watch these programmes are the females (45 percent), students (54 percent), the young, 14 up to 30's (51 and 44 percent respectively), and the unemployed (43 percent). The most avid followers who state they always watch them are salespersons (22 percent) , the male population (17 percent), and the 51 to 65 age group (18 percent).

TABLE 8.1: PERCEIVED BALANCE REGARDING RADIO NEWS PROGRAMMES

	RM1	RM2	SUP1	101	BAY	CALY	ISL	LFM	MAS	RTK	SMSH	UNIV	DON'T K	Total
(Percent)														
Overall	10.3	2.8	15.6	7.1	4.5	1.8	6.1	2.9	0.0	13.9	3.4	0.1	31.5	100.0
14 - 17	5.2	0.0	1.3	11.7	6.5	2.6	7.8	2.6	0.0	9.1	14.3	1.3	37.7	100.0
18 - 30	6.3	2.4	15.0	5.8	8.3	1.5	10.2	1.5	0.0	6.3	4.9	0.0	37.9	100.0
31 - 50	10.2	3.9	17.7	7.5	3.9	1.8	6.9	3.3	0.0	16.8	2.1	0.0	26.0	100.0
51 - 65	16.7	3.8	18.9	8.3	2.3	2.3	1.5	4.5	0.0	13.6	0.8	0.0	27.3	100.0
65 +	14.7	1.0	16.7	2.9	0.0	1.0	0.0	2.9	0.0	23.5	0.0	0.0	37.3	100.0
MALE	11.2	4.3	15.7	7.1	4.8	1.0	7.6	3.0	0.0	12.4	4.3	0.3	28.2	100.0
FEMALE	9.6	1.5	15.5	7.0	4.2	2.4	4.8	2.8	0.0	15.1	2.6	0.0	34.4	100.0
PROFESSIONAL/MANAGERIAL	7.4	1.9	1.9	3.7	13.0	1.9	25.9	1.9	0.0	16.7	3.7	0.0	22.2	100.0
WHITE COLLAR WORKER	13.1	1.6	4.9	6.6	3.3	1.6	4.9	1.6	0.0	16.4	8.2	0.0	37.7	100.0
SALESPERSON	8.5	0.0	10.6	6.4	6.4	2.1	17.0	8.5	0.0	6.4	2.1	2.1	29.8	100.0
SKILLED WORKER	7.9	8.6	19.9	6.0	6.0	0.7	3.3	2.0	0.0	13.2	2.0	0.0	30.5	100.0
UNSKILLED WORKER	11.7	3.3	30.0	5.0	1.7	0.0	1.7	5.0	0.0	11.7	3.3	0.0	26.7	100.0
ARMED FORCES/POLICE	18.8	6.3	0.0	25.0	6.3	0.0	0.0	0.0	0.0	18.8	0.0	0.0	25.0	100.0
RETIRED	18.5	2.2	17.4	3.3	1.1	2.2	1.1	3.3	0.0	18.5	1.1	0.0	31.5	100.0
UNEMPLOYED	0.0	0.0	44.4	5.6	5.6	5.6	5.6	0.0	0.0	5.6	0.0	0.0	27.8	100.0
STUDENT	4.3	0.0	2.2	10.8	7.5	2.2	10.8	2.2	0.0	6.5	14.0	0.0	39.8	100.0
HOUSEWIFE	11.2	1.5	19.3	8.1	2.3	2.3	3.5	3.1	0.0	16.2	0.8	0.0	31.7	100.0
(BASE = ALL RADIO LISTENERS)														

TABLE 8.2: PERCEIVED BALANCE REGARDING RADIO PROGRAMMES (OTHER THAN NEWS)

	RM1	RM2	SUP1	101	BAY	CALY	ISL	LFM	MAS	RTK	SMSH	UNIV	DON'T KNOW	TOTAL
(Percent)														
Overall	7.8	2.2	13.7	5.8	5.1	2.0	7.3	3.6	0.2	13.4	6.3	0.2	32.3	100.0
14 - 17	2.6	0.0	1.3	7.8	10.4	1.3	14.3	2.6	2.6	5.2	19.5	1.3	31.2	100.0
18 - 30	2.4	2.4	11.7	3.9	9.7	1.9	9.7	3.4	0.0	5.3	10.7	0.5	38.3	100.0
31 - 50	8.1	2.7	16.2	6.0	4.2	2.1	8.1	4.2	0.0	18.0	3.6	0.0	26.9	100.0
51 - 65	14.4	3.0	15.9	6.8	0.8	2.3	2.3	3.8	0.0	15.2	2.3	0.0	33.3	100.0
65 +	12.7	1.0	16.7	5.9	0.0	2.0	1.0	2.9	0.0	18.6	2.0	0.0	37.3	100.0
MALE	9.1	2.8	13.5	6.3	5.6	1.3	8.6	4.1	0.3	10.2	6.1	0.3	32.0	100.0
FEMALE	6.6	1.8	14.0	5.3	4.6	2.6	6.1	3.3	0.2	16.2	6.6	0.2	32.6	100.0
PROFESSIONAL/MANAGERIAL	3.7	1.9	0.0	5.6	13.0	5.6	25.9	3.7	0.0	13.0	3.7	0.0	24.1	100.0
WHITE COLLAR WORKER	6.6	1.6	3.3	3.3	4.9	0.0	9.8	3.3	0.0	16.4	9.8	0.0	41.0	100.0
SALESPERSON	8.5	0.0	12.8	6.4	4.3	0.0	27.7	2.1	0.0	6.4	8.5	4.3	19.1	100.0
SKILLED WORKER	7.3	5.3	16.6	6.0	7.9	1.3	2.6	4.0	0.0	10.6	6.0	0.0	32.5	100.0
UNSKILLED WORKER	5.0	1.7	26.7	1.7	1.7	0.0	1.7	5.0	0.0	8.3	8.3	0.0	40.0	100.0
ARMED FORCES/POLICE	12.5	6.3	0.0	12.5	6.3	6.3	6.3	0.0	0.0	18.8	0.0	0.0	31.3	100.0
RETIRED	15.2	1.1	18.5	4.3	1.1	2.2	2.2	4.3	0.0	15.2	2.2	0.0	33.7	100.0
UNEMPLOYED	5.6	0.0	44.4	0.0	0.0	5.6	5.6	5.6	0.0	5.6	0.0	0.0	27.8	100.0
STUDENT	2.2	0.0	0.0	6.5	11.8	1.1	14.0	3.2	2.2	5.4	21.5	0.0	32.3	100.0
HOUSEWIFE	8.9	2.3	16.6	7.3	1.9	2.7	2.7	3.5	0.0	19.3	2.3	0.0	32.4	100.0

(BASE = ALL RADIO LISTENERS)

TABLE 8.3: HAS TVM BECOME MORE (OR LESS) FAIR AND BALANCED?

(Percent)	MORE	LESS	SAME	DON'T KNOW	TOTAL
Overall	37.0	9.4	48.3	5.2	100.0
14 - 17	48.2	4.8	43.4	3.6	100.0
18 - 30	35.7	8.5	52.3	3.4	100.0
31 - 50	36.6	10.2	47.6	5.6	100.0
51 - 65	39.0	7.6	47.1	6.4	100.0
65 +	29.8	14.9	48.2	7.0	100.0
MALE	36.6	10.7	48.0	4.7	100.0
FEMALE	37.4	8.3	48.6	5.7	100.0
PROFESSIONAL/MANAGERIAL	35.7	7.1	52.4	4.8	100.0
WHITE COLLAR WORKER	33.3	4.0	57.3	5.3	100.0
SALESPERSON	39.3	12.5	42.9	5.4	100.0
SKILLED WORKER	36.2	12.6	45.4	5.7	100.0
UNSKILLED WORKER	33.3	13.6	47.0	6.1	100.0
ARMED FORCES/POLICE	47.6	4.8	42.9	4.8	100.0
RETIRED	32.4	14.3	50.5	2.9	100.0
UNEMPLOYED	28.6	9.5	57.1	4.8	100.0
STUDENT	44.0	3.0	51.0	2.0	100.0
HOUSEWIFE	38.2	8.9	46.1	6.8	100.0

(BASE = ALL TELEVISION VIEWERS)

TABLE 8.4: ARE B.A.'S POLITICAL BROADCASTS BEING FOLLOWED?

(Percent)	ALWAYS	SOMETIMES	NEVER	NO REPLY	TOTAL
Overall	12.7	46.1	37.2	4.0	100.0
14 - 17	5.7	38.6	51.1	4.5	100.0
18 - 30	9.3	44.1	44.1	2.4	100.0
31 - 50	12.9	48.3	34.5	4.3	100.0
51 - 65	18.0	50.6	28.7	2.8	100.0
65 +	16.0	41.2	35.1	7.6	100.0
MALE	16.9	50.4	29.5	3.3	100.0
FEMALE	8.8	42.0	44.5	4.7	100.0
PROFESSIONAL/MANAGERIAL	12.8	57.0	29.1	1.2	100.0
WHITE COLLAR WORKER	10.1	49.4	38.0	2.5	100.0
SALESPERSON	22.4	48.3	29.3	0.0	100.0
SKILLED WORKER	16.2	48.6	31.4	3.8	100.0
UNSKILLED WORKER	8.6	54.3	32.9	4.3	100.0
ARMED FORCES/POLICE	14.3	57.1	28.6	0.0	100.0
RETIRED	17.5	43.3	33.3	5.8	100.0
UNEMPLOYED	17.4	30.4	43.5	8.7	100.0
STUDENT	5.7	37.7	53.8	2.8	100.0
HOUSEWIFE	10.4	42.7	41.1	5.7	100.0

(BASE = ALL RADIO LISTENERS OR TV VIEWERS)

9. RADIO AUDIENCE SHARES

9.1 Introduction

This chapter presents the findings which concern actual radio listening patterns as opposed to just preferences. It must be said that like preferences these findings are based on claims made by respondents and therefore should be treated as such. Even so this chapter will test these claims against the preferences previously reported for consistency.

Each respondent was asked to recall his or her previous day's radio listening schedule on a half hour interval basis. Another question then asked the respondent to repeat the exercise for the day before the previous day (i.e. the day before "yesterday".) As expected the recalls were more difficult to carry out and to some extent perhaps understated. For most stations the number of listening hours recalled for the day before were marginally higher than those recalled listening during two days before.

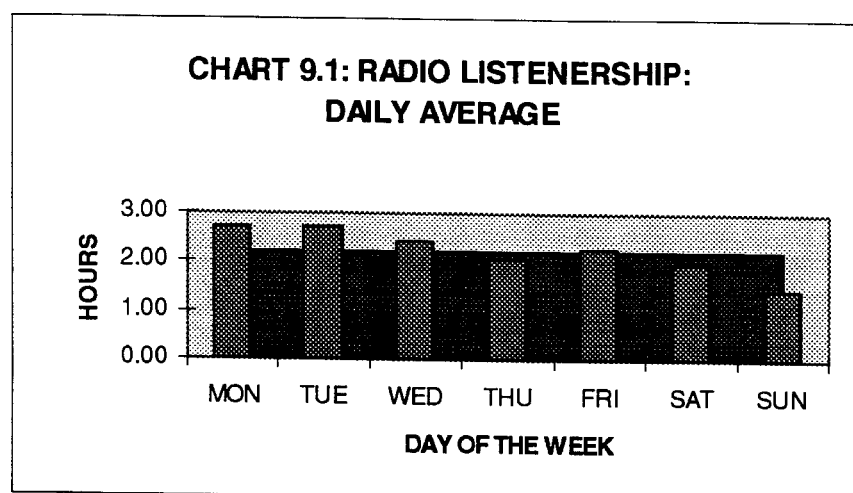
At each half-hour interval the audience share was calculated as the number of listeners at that time as a percentage of the whole number of respondents. These tables for each station for each day of the week and as reported by two different samples (as yesterday - marked A, or as the day before yesterday - marked B), and then averaged, are all shown in the Appendix. This chapter presents the consolidated tables and charts derived from them.

9.2 Amount of Listening

The adult Maltese population, defined 14 years upwards listen to radio stations an average of 2.2 hours per day. This varies from a high of 2.7 hours on a Monday and also on a Tuesday to a low of 2 hours on a Saturday and a lower still figure of 1.4 hours on a Sunday. See Chart 9.1 below. As has been explained previously a substantial amount of listening is done at work and in the car while driving to and from work. Sunday being a day of rest will therefore reduce significantly the total number of hours of listenership. Among the radio listening public the average daily rate is 2.9 hours.

9.3: Radio Audience Share

Of great obvious interest to the owners and managers of radio stations in Malta, together with the advertisers is the ranking of radio stations by their respective audience share. Table 9.1 presents the average audience share for each station for each day of the week and the consolidated average for the whole week. The audience share is defined as the number of hours accumulated by the station (through the number of person-listening hours) during a given time interval (half-hour slot, day or week), divided by the number of hours which the population potentially has at its disposal during that same interval. The average daily share is calculated over the 48 half-hour time slots for each particular day.



When each station's share is aggregated with the others and the total normalised to 100 percent, then the relative audience share for each station can also be gauged

The station which accumulates the highest number of listening hours is Super1 Radio with an average hourly audience share of 2.43 percent. Second place goes to Smash Radio, with an average audience share of 1.63 percent. Third place goes to RTK with an average audience share of 1.19 percent. Close behind in fourth place is Radio 101 with 0.94 percent average audience share. The next four are Radio Malta1 (0.86 percent), Island Sound (0.60 percent), Bay Radio (0.57 percent), and Radio Calypso (0.39 percent). The last four radio stations are Live Fm (0.34 percent), Radio Malta (0.24 percent), Radio MAS (0.05 percent), and University radio (0.04 percent).

9.4 Audience Share Peaks

In view of the popularity of certain programmes which can reach very high audience shares during certain peak periods, and because some stations do not transmit on a 24 hour basis, another table will now show the highest peaks reached by each station on each day of the week. Once again Super1 takes the lead with a record high of 8 percent audience share, which occurs on a Monday at about 10.00 am. RTK comes next with a peak hour of 5.2 percent audience share reached on a Wednesday at about 9.30am. Radio Malta1, although placing fifth in the overall average, manages to attract a sizeable audience of 4.7 percent of the population on a Saturday at 9.30. Smash's 4.5 percent maximum audience share is reached on three days of the week, Monday, Tuesday, and Friday at about 8.00am. and even 4.00pm. Radio 101 reaches its own record high on a Wednesday at about 9.30am.

Bay Radio reaches its highest peak of 2.2 percent share on two consecutive days, Friday (at 18.00) and Saturday (between 10.00 and 11.00). Radio Calypso too reaches these peaks on Monday and Tuesday, in each case between 10.00 and 11.00am. Live FM's record peak time is reached on Wednesday at about 16.00 with a share of 2 percent. Radio Malta1's own peak is reached on Monday and Tuesday at about 18.30 with 1.3 percent. MAS on Thursday at 15.00 (0.7 percent), and the University on Friday at about 11.30am (0.6 percent). These data may be seen on Table 9.1 and 9.2..

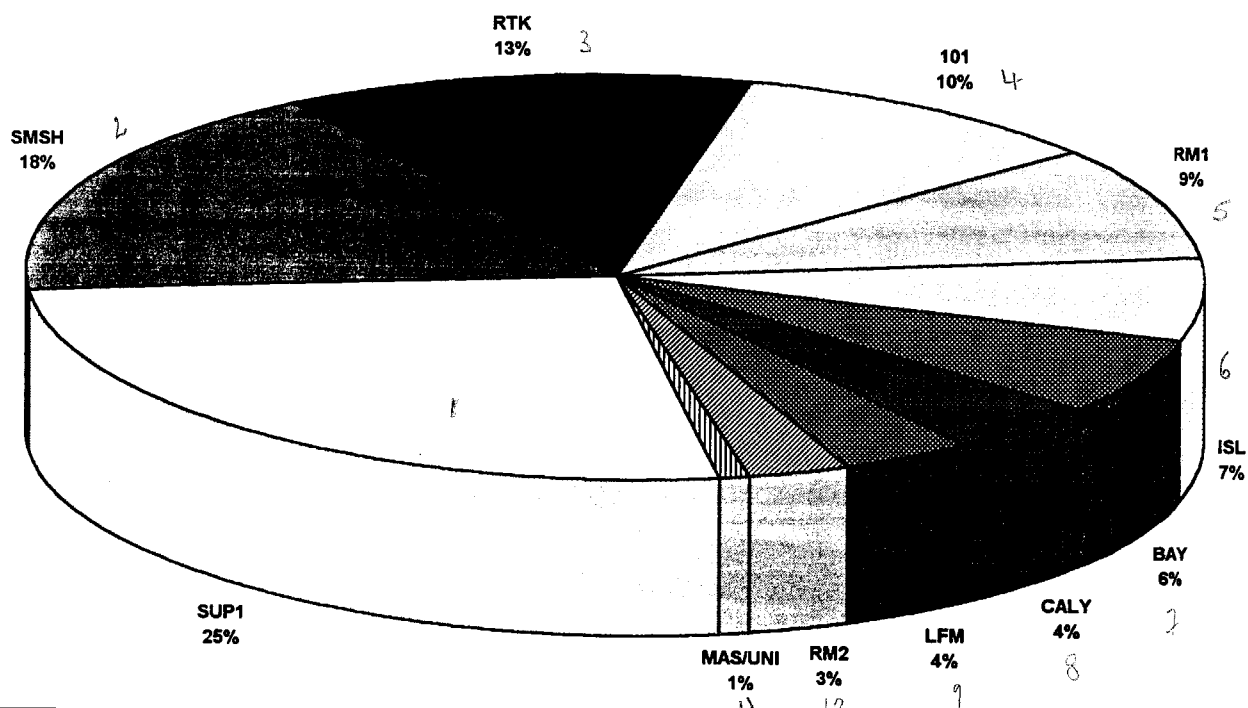
TABLE 9.1: RADIO: DAILY AVERAGE AUDIENCE SHARES

	SUP1	SMSH	RTK	101	RM1	ISL	BAY	CALY	LFM	RM2	MAS/	UNIV
MON	3.60	1.64	1.41	1.14	1.02	0.60	0.58	0.66	0.23	0.40	0.01	0.03
TUE	3.38	1.92	1.46	1.21	0.67	0.74	0.45	0.79	0.30	0.30	0.10	0.01
WED	2.68	1.94	1.60	1.20	0.68	0.73	0.46	0.26	0.38	0.03	0.06	0.05
THU	1.48	1.89	1.10	0.88	0.92	0.71	0.59	0.23	0.45	0.18	0.08	0.03
FRI	2.34	1.90	1.15	0.94	0.58	0.78	0.77	0.35	0.44	0.13	0.02	0.05
SAT	1.71	1.45	0.96	0.65	1.17	0.49	0.77	0.33	0.32	0.32	0.02	0.00
SUN	1.80	0.66	0.62	0.54	1.01	0.18	0.37	0.11	0.24	0.32	0.04	0.10
DAILY AVERAGE	2.43	1.63	1.19	0.94	0.86	0.60	0.57	0.39	0.34	0.24	0.05	0.04

TABLE 9.2: RADIO: DAILY PEAK SHARES REACHED

DAY	SUP1	RTK	RM1	SMSH	101	ISL	BAY	CALY	LFM	RM2	MAS	UNIV
MONDAY	8.0	4.5	2.9	4.5	3.8	1.9	1.6	2.2	1.0	1.3	0.3	0.3
TUESDAY	6.4	4.8	1.9	4.5	3.5	2.6	1.3	2.2	1.0	1.3	0.6	0.3
WEDNESDAY	6.5	5.2	2.6	4.3	4.0	3.0	1.3	1.0	2.0	0.3	0.3	0.6
THURSDAY	4.6	3.9	4.0	4.3	2.6	2.0	1.6	1.3	1.3	1.0	0.7	0.3
FRIDAY	5.8	3.5	2.6	4.5	3.2	2.2	2.2	1.3	1.3	0.6	0.3	0.6
SATURDAY	5.0	4.4	4.7	3.8	2.2	1.3	2.2	1.2	1.3	0.6	0.3	0.0
SUNDAY	4.7	3.1	4.1	2.2	2.5	0.9	1.6	0.9	0.9	1.2	0.3	0.3
HIGHEST PEAK	8.0	5.2	4.7	4.5	4.0	3.0	2.2	2.2	2.0	1.3	0.7	0.6

CHART 9.2: SHARES OF RADIO LISTENERSHIP AUDIENCE



The above per capita hours of listening and respective audience shares will now be consolidated in a way as to give each station the estimated share of the listenership market. The pie chart below gives the distribution of this market.

As has been reported previously in the report there are about 22 percent of the population above 14 years who claim not to listen to radio at all. Those who do listen, therefore listen to more than overall average of 2.2 hours a day. In fact there are some who seem not to switch their radio off at all, but again the average (for all radio listeners) is only 2.8 hours per day.

9.5 Radio Listenership and Radio Preferences

If we were now to measure the relative share of station preferences (given by the respondents who stated that they listen to radio), and compare that to the relative share for each station, measured over the number of hours of radio listenership in Malta, we are encouraged to find strikingly identities not only regarding the ranking but also the shares. See Table 9.3 below.

TABLE 9.3: RANKING OF RADIO STATIONS BY STATION PREFERENCES AND ACTUAL VIEWING

RADIO STATION	PREFERENCE	ACTUAL LISTENING
SUPER1	23	25
SMASH	17	18
RTK	15	13
101	10	10
RM1	9	9
ISLAND SOUND	8	7
BAY	6	6
LIVE FM	4	4
RM2	4	3
CALYPSO	3	4
MAS/UNIVERSITY	1	1
TOTAL (percent)	100	100
BASE = PREFERENCES: ALL RADIO LISTENERS (EXCLUDING NO REPLIES)		
BASE = ACTUAL LISTENING: ALL RADIO LISTENERS		

The only case where ranking has been affected is with Radio Calypso where the number of the audience share made up of listening hours exceed the ratio of claimed preferences. This occurs with Super1 radio, but does not affect its ranking. From interviewers reports, it has been found that with some respondents the radio is left on most of the time. This of course affects the results accordingly. However, over all, the results not only show consistency but confirm each others' independent results.

9.6 Daily and Weekly Patterns of Listenership

The daily average audiences shares are presented on Chart 9.3. These are then followed by Tables 9.4 to 9.10 and the attached Charts 9.4 to 9.10 which present the detailed audience shares for each station on a half-hour basis for each day of the week.

The pattern of listenership for any particular day and throughout the week varies between stations, but in the aggregate a unique pattern emerges. This of course reflects the social behaviour of the population which goes about its work and recreation and adapts its listening hours accordingly.

As the four diagrams on Chart 9.3 indicate the weekly pattern generally shows lower weekend listening than early weekday listening. For some radio stations like Super1 and RTK, Calypso and 101 this is more pronounced. Some stations like Smash and Live FM reach their peak during mid-week, while others such as RM1 and RM2 manage to increase their audiences significantly during the week-end.

The daily distribution is an interesting study of the listeners' average daily habits. Following a low though not insignificant proportion of night listenership, life starts picking up at about 6.00 am reaching its highest peak of the day at around 10.30 am. The audience peak share varies during the week between 20 and 25 percent. A significant fall occurs at around 13.00, after which it start picking up a lower evening peak of about 15 percent. From there onwards due no doubt to the competition from television, it starts going down until 22.00. After that it actually increases marginally again and start falling gradually as the night wears on.

CHARTS 9.3 (A,B,C,D): DAILY AVERAGE AUDIENCE SHARES

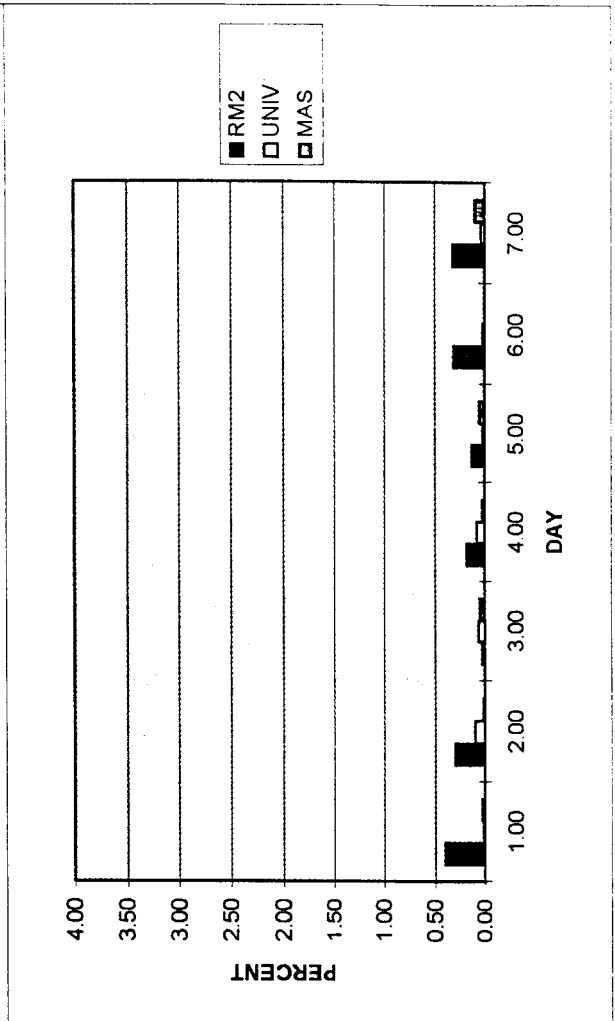
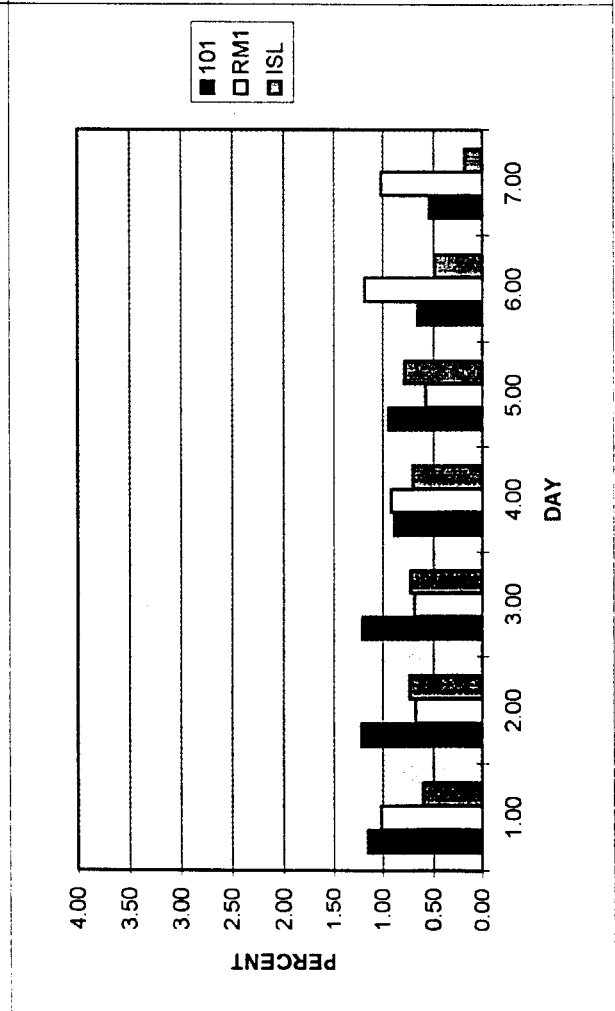
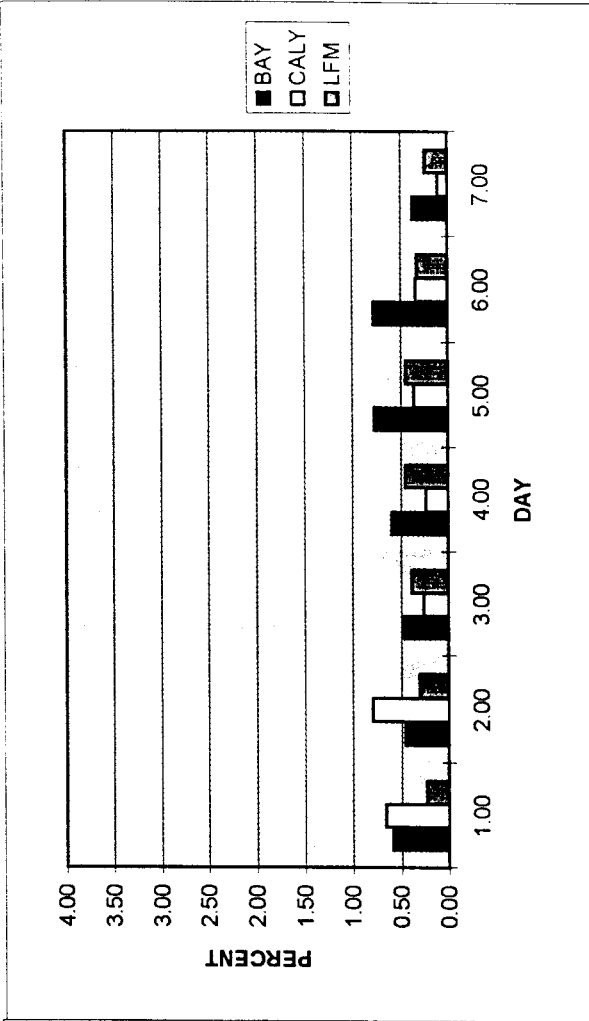
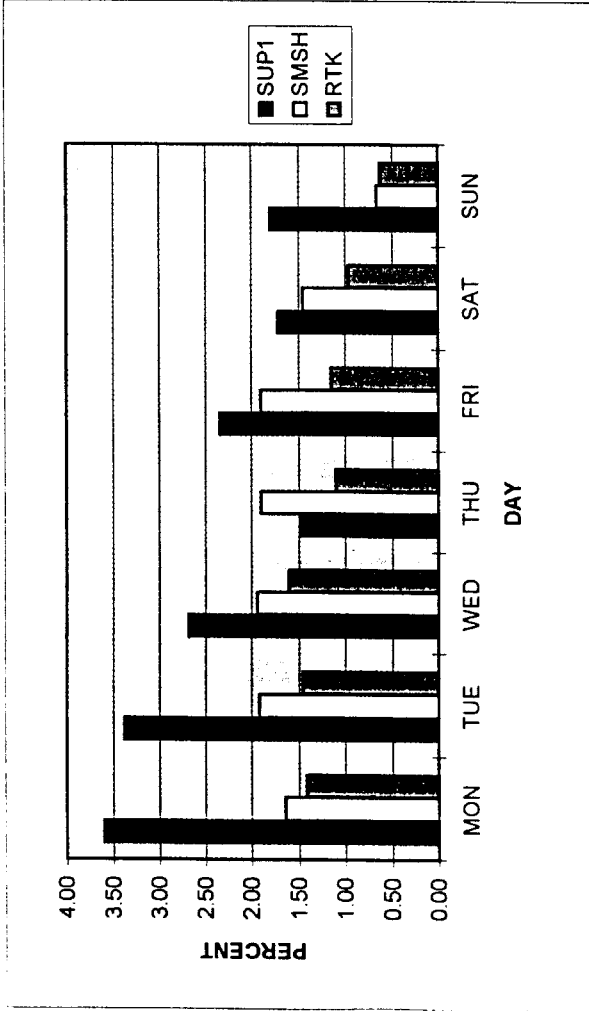


TABLE 9.4: RADIO AUDIENCE SHARE, MONDAY (A & B)

(Base=312)

TIME	RM1	RM2	SUP1	101	BAY	CALY	ISL	LFM	MAS	RTK	SM5H	UNIV	NONE	TOTALS
00.00	0.0	0.0	1.3	0.6	0.0	0.0	0.3	0.0	0.0	0.3	0.0	0.0	97.5	100.0
00.30	0.0	0.0	0.3	0.3	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	99.0	100.0
01.00	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	99.4	100.0
01.30	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	99.4	100.0
02.00	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	99.7	100.0
02.30	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	99.7	100.0
03.00	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	99.7	100.0
03.30	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	99.7	100.0
04.00	0.0	0.0	0.3	0.3	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	99.0	100.0
04.30	0.0	0.0	0.3	0.3	0.0	0.0	0.0	0.3	0.0	0.0	0.3	0.0	98.7	100.0
05.00	0.0	0.0	0.3	0.3	0.0	0.0	0.0	0.3	0.0	0.0	0.6	0.0	98.4	100.0
05.30	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.3	0.0	99.0	100.0
06.00	1.6	0.0	1.0	0.0	0.0	0.3	0.0	0.0	0.0	0.6	0.6	0.0	95.9	100.0
06.30	1.9	0.3	1.9	0.0	0.3	0.3	0.0	0.0	0.0	1.0	1.3	0.0	93.0	100.0
07.00	2.2	0.3	3.2	1.6	0.6	0.3	0.0	0.0	0.0	1.9	1.0	0.0	88.9	100.0
07.30	1.9	0.6	3.6	1.9	0.3	0.3	0.6	0.0	0.0	1.9	3.5	0.0	85.0	100.0
08.00	1.9	0.6	4.8	2.2	1.0	0.6	1.3	0.0	0.0	2.2	4.5	0.0	80.9	100.0
08.30	1.9	0.3	5.4	2.5	0.6	1.0	1.9	0.0	0.0	2.5	3.5	0.0	80.3	100.0
09.00	1.3	0.3	7.3	2.9	1.0	1.3	1.3	0.0	0.0	2.9	3.8	0.0	78.0	100.0
09.30	1.3	0.3	7.0	3.2	1.0	1.0	1.0	0.0	0.0	3.5	3.5	0.0	78.3	100.0
10.00	2.2	0.6	8.0	3.8	1.0	2.2	0.6	0.3	0.3	4.5	2.5	0.0	73.9	100.0
10.30	1.3	0.6	7.0	3.8	1.0	2.2	1.3	0.3	0.0	4.5	2.2	0.0	75.8	100.0
11.00	1.3	0.6	6.7	2.9	1.6	1.6	1.0	0.3	0.0	4.1	2.9	0.0	77.1	100.0
11.30	2.2	1.0	7.3	1.9	1.6	1.9	1.3	0.3	0.0	3.5	2.9	0.0	76.1	100.0
12.0	2.9	1.0	6.7	1.9	1.6	1.6	1.0	0.3	0.0	3.5	2.9	0.0	76.8	100.0
12.30	2.5	1.0	5.1	1.3	1.6	1.3	0.6	0.6	0.0	1.6	2.9	0.0	81.5	100.0
13.00	1.0	0.6	5.1	1.0	1.6	1.6	1.3	0.3	0.0	1.3	3.2	0.3	82.8	100.0
13.30	1.0	0.6	5.4	1.0	1.0	1.3	1.0	0.3	0.0	1.3	1.9	0.3	85.0	100.0
14.00	1.6	0.6	5.1	1.3	1.6	1.3	0.6	0.3	0.0	1.6	1.6	0.0	84.4	100.0
14.30	1.3	0.3	4.8	1.0	1.6	1.6	1.0	0.6	0.0	1.6	1.9	0.0	84.4	100.0
15.00	1.6	0.6	5.4	1.0	1.6	1.0	1.0	1.0	0.0	1.3	2.2	0.0	83.4	100.0
15.30	1.6	0.6	4.8	1.0	1.3	1.0	0.6	1.0	0.0	1.3	1.9	0.0	85.0	100.0
16.00	1.6	0.6	4.5	1.6	1.6	1.0	0.6	0.6	0.0	1.3	2.9	0.0	83.8	100.0
16.30	1.6	1.3	6.1	1.9	1.0	1.6	0.3	0.3	0.0	1.0	3.2	0.0	81.8	100.0
17.00	1.6	1.0	7.3	2.2	1.3	0.6	1.3	0.6	0.0	1.3	2.5	0.0	80.3	100.0
17.30	1.0	1.0	5.4	2.2	1.0	0.3	0.6	0.6	0.0	1.0	2.9	0.0	84.1	100.0
18.00	2.2	1.0	4.5	1.9	0.6	0.6	1.0	0.3	0.0	1.9	2.9	0.0	83.1	100.0
18.30	1.6	1.3	3.8	1.9	0.0	0.6	1.3	0.3	0.0	1.3	2.2	0.3	85.4	100.0
19.00	1.0	0.3	3.5	1.3	0.0	0.6	0.6	0.3	0.0	1.9	2.2	0.3	87.9	100.0
19.30	1.0	0.3	3.8	0.3	0.3	0.3	1.0	0.3	0.0	0.6	1.6	0.0	90.4	100.0
20.00	0.6	0.3	4.1	0.6	0.3	0.3	1.0	0.3	0.0	1.3	1.6	0.0	89.5	100.0
20.30	0.3	0.3	2.9	1.0	0.3	0.3	0.6	0.0	0.0	1.0	1.3	0.0	92.0	100.0
21.00	0.3	0.0	2.9	1.0	0.0	0.3	1.0	0.0	0.3	0.6	0.6	0.0	93.0	100.0
21.30	0.3	0.3	2.5	0.3	0.0	0.3	1.0	0.3	0.0	1.3	0.6	0.0	93.0	100.0
22.00	0.3	0.3	2.9	0.3	0.0	0.3	0.6	0.0	0.0	1.6	0.6	0.0	93.0	100.0
22.30	0.3	0.3	2.9	0.0	0.0	0.3	0.3	0.0	0.0	1.6	0.3	0.0	93.9	100.0
23.00	0.3	0.0	2.5	0.3	0.0	0.3	0.0	0.0	0.0	1.3	0.6	0.0	94.6	100.0
23.30	0.3	0.0	2.5	0.0	0.0	0.0	0.3	0.0	0.0	1.3	0.6	0.0	94.9	100.0
average	1.0	0.4	3.6	1.1	0.6	0.7	0.6	0.2	0.0	1.4	1.6	0.0	88.7	100.0
maximum	2.9	1.3	8.0	3.8	1.6	2.2	1.9	1.0	0.3	4.5	4.5	0.3	99.7	100.0

Note: Table is based on data "recollected" one day (A) and two days (B) later respectively.

TABLE 9.5: RADIO AUDIENCE SHARE: TUESDAY (A & B)
(Base=312)

TIME	RM1	RM2	SUP1	101	BAY	CALY	ISL	LFM	MAS	RTK	SMSH	UNIV	NONE	TOTALS
00.00	0.0	0.0	1.0	0.3	0.0	0.0	0.0	0.3	0.0	0.3	0.3	0.0	97.8	100.0
00.30	0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.3	0.0	0.3	0.3	0.0	98.1	100.0
01.00	0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.3	0.0	0.3	0.3	0.0	98.1	100.0
01.30	0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.3	0.0	0.3	0.0	0.0	98.4	100.0
02.00	0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	98.7	100.0
02.30	0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	98.7	100.0
03.00	0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	98.7	100.0
03.30	0.0	0.0	1.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	98.7	100.0
04.00	0.0	0.0	1.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	98.7	100.0
04.30	0.0	0.0	1.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	98.7	100.0
05.00	0.0	0.0	1.3	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	98.4	100.0
05.30	0.0	0.0	1.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	97.8	100.0
06.00	1.0	0.0	1.9	0.6	0.0	0.3	0.0	0.0	0.0	1.0	1.0	0.0	94.2	100.0
06.30	0.6	0.0	3.6	0.6	0.0	0.6	0.3	0.0	0.0	1.3	1.3	0.0	91.6	100.0
07.00	1.0	0.3	3.2	1.6	0.6	1.0	1.0	0.0	0.0	1.9	2.2	0.0	87.1	100.0
07.30	1.3	0.6	3.2	1.9	0.6	0.6	1.3	0.0	0.0	2.9	2.2	0.0	85.2	100.0
08.00	1.3	0.3	5.1	2.6	1.0	0.3	2.6	0.3	0.0	2.9	3.5	0.0	80.1	100.0
08.30	0.6	0.0	5.5	2.9	0.3	1.0	1.6	1.0	0.0	3.6	2.9	0.0	80.7	100.0
09.00	0.3	0.0	6.4	2.6	0.6	1.9	0.6	0.3	0.0	4.2	3.5	0.0	79.4	100.0
09.30	0.6	0.0	6.1	2.6	0.6	1.9	1.0	0.0	0.0	4.2	3.9	0.0	79.1	100.0
10.00	1.3	0.3	5.8	2.2	0.3	2.2	0.6	0.3	0.0	4.5	4.2	0.0	78.2	100.0
10.30	1.3	0.3	5.8	1.9	0.3	2.2	0.6	0.0	0.3	4.8	3.9	0.0	78.5	100.0
11.00	1.3	0.6	4.8	1.9	1.0	1.6	0.6	0.0	0.0	4.2	3.9	0.0	80.1	100.0
11.30	1.0	0.6	4.8	1.9	1.0	1.6	0.3	0.0	0.0	3.9	2.6	0.0	82.4	100.0
12.00	1.9	0.6	6.1	2.2	0.6	1.6	0.6	0.0	0.6	4.5	2.6	0.0	78.5	100.0
12.30	1.9	1.0	5.5	2.2	1.0	1.0	1.0	0.0	0.6	2.3	2.6	0.0	81.1	100.0
13.00	1.3	0.3	3.9	1.3	1.3	1.0	1.0	0.0	0.6	1.3	2.2	0.0	85.9	100.0
13.30	1.3	0.3	4.2	1.0	1.3	1.0	1.3	0.0	0.6	0.6	2.9	0.0	85.6	100.0
14.00	0.6	1.0	4.2	1.0	0.6	1.6	1.0	0.6	0.6	0.6	2.9	0.0	85.2	100.0
14.30	0.3	1.0	4.8	0.6	1.0	1.6	0.3	1.0	0.0	0.6	2.9	0.0	85.9	100.0
15.00	1.3	0.6	4.8	1.6	0.6	1.3	0.3	1.0	0.0	1.0	3.5	0.0	83.9	100.0
15.30	1.0	0.3	4.2	1.3	1.3	1.3	0.6	0.6	0.3	1.3	3.5	0.0	84.3	100.0
16.00	1.3	0.3	4.5	2.3	0.6	1.9	1.3	0.6	0.0	1.3	4.5	0.0	81.4	100.0
16.30	1.3	0.6	4.5	1.6	0.6	1.6	1.0	0.6	0.0	1.0	2.9	0.0	84.3	100.0
17.00	1.3	0.6	4.5	3.2	1.3	0.6	1.6	1.0	0.0	1.9	3.2	0.0	80.7	100.0
17.30	1.6	1.3	3.6	3.2	1.3	0.6	1.3	0.3	0.0	2.3	2.9	0.0	81.7	100.0
18.00	1.0	0.6	5.1	3.5	0.6	0.6	1.9	0.3	0.0	1.3	2.9	0.3	81.7	100.0
18.30	1.3	0.6	5.1	2.6	0.3	0.6	1.9	0.3	0.0	1.3	2.2	0.3	83.3	100.0
19.00	1.0	0.3	4.5	1.9	0.3	0.6	1.9	0.0	0.0	1.3	2.9	0.0	85.2	100.0
19.30	1.0	0.3	3.9	1.3	0.6	1.0	1.0	0.0	0.0	1.3	2.6	0.0	87.1	100.0
20.00	0.6	0.0	3.5	0.6	0.6	1.0	1.0	0.0	0.3	1.6	2.2	0.0	88.4	100.0
20.30	0.0	0.0	3.5	0.6	0.6	1.0	1.3	0.0	0.3	1.0	1.0	0.0	90.7	100.0
21.00	0.6	0.0	2.6	0.3	0.3	1.3	1.3	0.3	0.3	1.0	1.0	0.0	91.0	100.0
21.30	0.0	0.3	2.2	0.6	0.3	0.3	1.0	0.3	0.0	0.6	1.3	0.0	93.0	100.0
22.00	0.0	0.3	1.9	0.6	0.0	0.3	0.6	0.6	0.0	0.3	1.0	0.0	94.2	100.0
22.30	0.0	0.3	1.6	0.3	0.0	0.3	0.3	0.6	0.0	0.3	1.0	0.0	95.2	100.0
23.00	0.0	0.3	1.9	0.3	0.0	0.3	0.6	1.0	0.0	0.3	0.6	0.0	94.6	100.0
23.30	0.0	0.0	1.3	0.0	0.0	0.3	0.3	1.0	0.0	0.3	0.6	0.0	96.2	100.0
average	0.7	0.3	3.4	1.2	0.5	0.8	0.7	0.3	0.1	1.5	1.9	0.0	88.7	100.0
maximum	1.9	1.3	6.4	3.5	1.3	2.2	2.6	1.0	0.6	4.8	4.5	0.3	96.7	100.0

Note: Table is based on data "recollected" one day (A) and two days (B) later respectively.

TABLE 9.6: RADIO AUDIENCE SHARE: WEDNESDAY (A & B)

(Base=312)

TIME	RM1	RM2	SUP1	101	BAY	CALY	ISL	LFM	MAS	RTK	SMSH	UNIV	NONE	TOTALS
00.00	0.3	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.3	0.6	0.7	0.0	97.4	100.0
00.30	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	99.0	100.0
01.00	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	99.4	100.0
01.30	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	99.4	100.0
02.00	0.0	0.0	0.6	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	99.0	100.0
02.30	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	99.4	100.0
03.00	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	99.0	100.0
03.30	0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	98.7	100.0
04.00	0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	98.7	100.0
04.30	0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	98.7	100.0
05.00	0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	99.0	100.0
05.30	0.0	0.0	1.0	0.3	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	98.4	100.0
06.00	0.3	0.0	2.0	0.3	0.0	0.7	0.0	0.0	0.0	0.6	0.0	0.0	96.1	100.0
06.30	0.0	0.3	2.6	0.3	0.3	0.3	0.0	0.3	0.0	0.6	1.0	0.0	94.1	100.0
07.00	1.0	0.0	3.9	1.3	0.7	0.7	0.3	0.3	0.0	1.3	2.0	0.0	88.6	100.0
07.30	1.3	0.0	3.6	2.3	0.7	0.0	1.3	0.3	0.0	1.6	2.6	0.0	86.3	100.0
08.00	1.3	0.0	5.2	2.6	0.7	0.3	3.0	0.3	0.0	2.3	3.0	0.3	81.0	100.0
08.30	1.3	0.0	5.2	2.6	1.0	0.0	1.3	0.0	0.0	2.9	3.6	0.3	81.6	100.0
09.00	1.0	0.0	5.5	3.6	0.7	0.3	1.6	0.3	0.0	4.9	4.3	0.3	77.4	100.0
09.30	1.3	0.0	5.5	4.0	0.7	0.3	1.3	0.3	0.0	5.2	3.0	0.3	78.0	100.0
10.00	2.6	0.0	6.5	3.6	0.3	0.3	1.7	0.0	0.3	4.6	3.3	0.6	76.0	100.0
10.30	2.3	0.0	6.5	2.6	0.7	0.3	1.0	0.3	0.0	3.9	3.3	0.0	79.0	100.0
11.00	1.6	0.0	5.9	3.0	0.3	1.0	1.3	0.3	0.0	3.6	3.6	0.0	79.3	100.0
11.30	0.6	0.0	5.2	2.3	0.3	0.6	1.3	0.3	0.0	3.3	3.3	0.0	82.6	100.0
12.00	1.6	0.0	6.2	2.3	0.3	0.3	1.6	0.3	0.0	3.9	3.3	0.0	80.0	100.0
12.30	0.6	0.0	4.6	2.3	0.7	0.0	1.0	0.3	0.0	2.9	3.3	0.0	84.3	100.0
13.00	0.6	0.0	4.6	1.6	1.0	0.0	1.0	0.7	0.0	2.6	3.0	0.0	84.9	100.0
13.30	1.0	0.0	2.9	1.3	1.3	0.0	1.0	0.0	0.0	2.6	3.0	0.0	86.9	100.0
14.00	0.7	0.0	2.9	1.6	0.7	0.3	0.7	0.0	0.3	2.0	3.0	0.0	87.9	100.0
14.30	0.7	0.0	3.3	1.6	0.7	0.3	0.0	0.7	0.3	1.3	3.0	0.0	88.2	100.0
15.00	0.7	0.0	3.3	2.3	0.7	0.7	0.3	1.3	0.3	2.3	3.0	0.0	85.3	100.0
15.30	1.0	0.0	2.9	2.0	0.3	1.0	1.0	1.6	0.3	1.0	3.0	0.0	85.9	100.0
16.00	2.0	0.0	2.9	2.0	1.0	1.0	1.3	2.0	0.3	1.6	3.3	0.3	82.3	100.0
16.30	1.3	0.0	3.6	1.6	1.3	0.6	1.0	1.3	0.3	2.0	3.0	0.0	83.9	100.0
17.00	1.6	0.3	2.6	2.0	1.0	0.6	2.3	1.0	0.3	2.0	3.0	0.0	83.3	100.0
17.30	2.0	0.3	2.0	1.6	1.0	0.6	1.6	0.7	0.0	1.6	2.6	0.0	85.9	100.0
18.00	0.7	0.3	2.6	0.6	0.3	0.3	1.6	1.0	0.0	0.7	3.9	0.0	87.9	100.0
18.30	0.3	0.0	2.0	1.0	0.7	0.0	1.6	1.3	0.0	1.3	2.6	0.0	88.2	100.0
19.00	0.3	0.0	1.6	1.6	0.7	0.0	1.6	0.7	0.0	2.0	3.3	0.0	88.2	100.0
19.30	0.6	0.0	2.0	1.3	1.0	0.3	0.6	0.3	0.0	2.0	2.0	0.0	89.9	100.0
20.00	1.0	0.0	1.6	0.6	1.0	0.3	0.6	0.3	0.0	1.9	1.6	0.0	90.8	100.0
20.30	0.6	0.0	2.0	0.0	1.0	0.3	0.6	0.0	0.0	1.9	1.0	0.0	92.5	100.0
21.00	0.3	0.0	1.0	0.0	1.0	0.3	0.6	0.0	0.0	2.3	1.0	0.0	93.5	100.0
21.30	0.0	0.0	0.6	0.0	0.0	0.3	0.3	0.3	0.0	1.0	1.0	0.0	96.4	100.0
22.00	0.0	0.0	1.3	0.3	0.0	0.0	0.3	0.3	0.0	1.0	1.0	0.0	95.8	100.0
22.30	0.0	0.0	1.3	0.0	0.0	0.0	0.0	0.3	0.0	0.7	1.3	0.0	96.4	100.0
23.00	0.0	0.0	1.3	0.3	0.0	0.0	0.0	0.3	0.0	0.3	1.6	0.0	96.1	100.0
23.30	0.0	0.0	1.3	0.0	0.3	0.0	0.0	0.3	0.0	0.0	1.3	0.0	96.7	100.0
average	0.7	0.0	2.7	1.2	0.5	0.3	0.7	0.4	0.1	1.6	1.9	0.0	89.9	100.0
maximum	2.6	0.3	6.5	4.0	1.3	1.0	3.0	2.0	0.3	5.2	4.3	0.6	99.4	100.0

Note: Table is based on data "recollected" one day (A) and two days (B) later respectively.

TABLE 9.7. RADIO AUDIENCE SHARE: THURSDAY (A & B)

(Base=312)

TIME	RM1	RM2	SUP1	101	BAY	CALY	ISL	LFM	MAS	RTK	SMSH	UNIV	NONE	TOTALS
0.0	0.3	0.0	0.0	0.0	0.3	0.0	0.3	0.0	0.3	0.0	0.3	0.0	98.4	100.0
00.30	0.0	0.0	0.0	0.0	0.3	0.0	0.3	0.0	0.0	0.0	0.3	0.0	99.0	100.0
01.00	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	99.7	100.0
01.30	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	99.7	100.0
02.00	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	99.7	100.0
02.30	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	99.7	100.0
03.00	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	99.7	100.0
03.30	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	99.7	100.0
04.00	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.3	0.0	99.3	100.0
04.30	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	99.7	100.0
05.00	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	99.7	100.0
05.30	0.3	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	99.4	100.0
06.00	1.0	0.0	0.7	0.0	0.0	0.0	0.3	0.0	0.3	0.0	0.3	0.0	97.4	100.0
06.30	1.3	0.3	1.6	0.0	0.0	0.0	0.6	0.0	0.3	0.3	0.3	0.0	95.1	100.0
07.00	1.6	0.0	2.6	1.0	0.3	0.0	0.6	0.3	0.0	0.6	2.3	0.0	90.5	100.0
07.30	1.6	0.0	2.0	1.0	0.7	0.0	0.3	0.6	0.0	1.3	3.0	0.0	89.5	100.0
08.00	2.0	0.7	3.3	2.0	1.0	0.0	1.6	1.0	0.0	2.0	3.3	0.0	83.2	100.0
08.30	1.0	1.0	3.3	2.0	1.0	0.0	1.3	1.0	0.0	2.3	2.6	0.3	83.6	100.0
09.00	2.0	0.7	4.6	2.0	0.7	0.3	1.6	0.7	0.0	3.3	3.0	0.0	81.3	100.0
09.30	2.3	0.7	3.9	2.0	0.3	0.3	1.7	0.3	0.0	3.9	2.6	0.0	81.9	100.0
10.00	4.0	0.7	4.6	2.3	1.0	0.7	1.6	1.3	0.0	2.9	2.6	0.0	78.3	100.0
10.30	3.0	0.7	4.3	2.6	1.0	0.6	2.0	1.3	0.0	2.9	2.6	0.0	79.0	100.0
11.00	2.6	0.7	3.9	2.0	0.3	0.0	1.6	1.3	0.0	3.6	2.3	0.0	81.6	100.0
11.30	2.3	0.7	3.6	2.0	0.3	0.0	1.3	1.3	0.0	3.9	2.3	0.0	82.2	100.0
12.00	2.7	0.7	3.6	2.0	0.3	0.3	1.3	0.7	0.3	3.6	2.3	0.0	82.2	100.0
12.30	1.3	0.3	2.6	1.3	0.7	0.3	1.3	0.7	0.0	2.3	1.7	0.3	87.2	100.0
13.00	0.7	0.0	2.9	1.3	0.3	0.0	0.3	0.0	0.0	1.6	2.3	0.0	90.5	100.0
13.30	0.7	0.0	2.3	0.7	0.3	0.3	0.3	0.0	0.0	2.0	3.3	0.3	89.9	100.0
14.00	1.0	0.0	2.0	0.3	0.3	1.0	0.6	0.7	0.3	1.3	3.3	0.0	89.2	100.0
14.30	0.7	0.3	1.3	0.6	1.0	0.3	0.3	0.3	0.3	2.0	3.3	0.3	89.1	100.0
15.00	0.7	0.3	2.0	1.3	1.0	0.3	0.3	1.3	0.7	1.0	3.3	0.0	87.8	100.0
15.30	0.7	0.0	2.0	2.0	0.7	0.3	0.3	1.3	0.3	0.7	3.0	0.0	86.9	100.0
16.00	1.7	0.0	2.0	2.3	0.7	0.6	1.3	0.3	0.3	0.7	3.6	0.0	86.5	100.0
16.30	1.0	0.3	1.6	1.6	1.3	1.3	1.0	0.7	0.0	0.3	3.3	0.0	87.5	100.0
17.00	1.0	0.3	1.6	1.6	1.3	1.3	2.0	0.7	0.3	0.7	3.9	0.0	85.2	100.0
17.30	1.7	0.0	1.3	1.6	1.0	1.0	1.6	0.7	0.0	0.7	3.9	0.0	86.5	100.0
18.00	1.3	0.0	1.6	1.3	1.0	0.7	2.0	0.7	0.3	0.7	4.3	0.0	86.2	100.0
18.30	1.3	0.3	1.0	1.3	1.0	0.7	1.6	0.7	0.0	0.3	3.9	0.0	87.8	100.0
19.00	1.3	0.0	0.7	1.3	1.0	0.0	2.0	0.7	0.0	1.6	3.0	0.0	88.5	100.0
19.30	0.3	0.3	1.3	1.0	1.0	0.0	0.7	0.3	0.0	1.6	3.0	0.0	90.5	100.0
20.00	0.3	0.0	0.7	0.7	1.3	0.0	0.0	0.3	0.0	1.6	1.7	0.0	93.4	100.0
20.30	0.0	0.0	0.7	0.3	1.6	0.0	0.0	0.3	0.0	1.0	1.6	0.0	94.4	100.0
21.00	0.0	0.0	0.0	0.3	1.6	0.3	0.3	0.3	0.0	0.6	1.6	0.0	94.7	100.0
21.30	0.3	0.0	0.0	0.3	1.0	0.0	0.3	0.3	0.0	0.0	1.7	0.0	96.0	100.0
22.00	0.0	0.0	0.0	0.3	0.7	0.0	0.0	0.7	0.0	0.3	0.3	0.0	97.7	100.0
22.30	0.0	0.0	0.0	0.0	0.7	0.0	0.6	0.3	0.0	0.3	0.7	0.0	97.4	100.0
23.00	0.0	0.0	0.3	0.0	0.6	0.0	0.0	0.3	0.0	0.0	1.0	0.0	97.7	100.0
23.30	0.0	0.0	0.3	0.0	0.7	0.0	0.0	0.3	0.0	0.0	0.7	0.0	98.0	100.0
average	0.9	0.2	1.5	0.9	0.6	0.2	0.7	0.5	0.1	1.1	1.9	0.0	91.5	100.0
maximum	4.0	1.0	4.6	2.6	1.6	1.3	2.0	1.3	0.7	3.9	4.3	0.3	99.7	100.0

Note: Table is based on data "recollected" one day (A) and two days (B) later respectively.

TABLE 9.8: RADIO AUDIENCE SHARE: FRIDAY (A & B)

(Base=312)

TIME	RM1	RM2	SUP1	101	BAY	CALY	ISL	LFM	MAS	RTK	SMSH	UNIV	NONE	TOTAL
00.00	0.0	0.0	0.0	0.3	0.0	0.0	0.3	0.0	0.0	0.0	0.6	0.0	98.7	100.0
00.30	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.3	0.0	99.4	100.0
01.00	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	99.4	100.0
01.30	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	99.7	100.0
02.00	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	99.7	100.0
02.30	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.3	0.0	99.4	100.0
03.00	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.3	0.0	99.0	100.0
03.30	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.3	0.0	99.4	100.0
04.00	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	99.7	100.0
04.30	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.3	0.0	99.4	100.0
05.00	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	99.7	100.0
05.30	0.0	0.0	0.3	0.0	0.0	0.3	0.0	0.0	0.0	0.3	0.3	0.0	98.7	100.0
06.00	1.0	0.0	1.0	0.0	0.0	0.3	0.0	0.0	0.0	1.6	0.6	0.0	95.5	100.0
06.30	1.3	0.0	1.9	0.0	0.3	0.3	0.6	0.0	0.0	1.9	1.0	0.0	92.6	100.0
07.00	1.3	0.0	3.2	0.3	1.3	0.3	0.3	0.3	0.0	2.2	2.3	0.0	88.4	100.0
07.30	1.3	0.0	2.9	0.6	0.6	0.0	0.3	0.6	0.0	3.2	1.9	0.3	88.1	100.0
08.00	1.6	0.6	5.4	1.6	1.6	1.0	1.3	0.6	0.0	3.5	2.3	0.3	80.1	100.0
08.30	1.3	0.6	5.1	2.6	1.3	0.3	1.3	0.6	0.0	2.9	2.6	0.3	81.1	100.0
09.00	1.6	0.3	5.8	3.2	0.9	0.3	1.9	0.6	0.0	2.2	2.6	0.0	80.4	100.0
09.30	1.6	0.0	5.1	2.6	0.6	0.0	1.3	1.0	0.0	2.6	2.3	0.0	83.0	100.0
10.00	2.2	0.6	5.5	2.6	1.9	0.0	1.6	1.0	0.0	2.9	2.6	0.0	79.1	100.0
10.30	2.6	0.0	5.8	1.9	1.6	0.3	1.6	1.3	0.0	2.9	3.2	0.0	78.8	100.0
11.00	2.6	0.0	5.8	1.6	1.3	0.6	1.3	1.3	0.0	2.6	3.2	0.0	79.8	100.0
11.30	2.2	0.0	5.1	1.3	0.3	0.3	1.3	1.3	0.0	2.6	2.9	0.6	82.0	100.0
12.00	1.9	0.0	5.1	1.6	0.3	1.0	1.3	1.0	0.0	3.2	3.2	0.3	81.1	100.0
12.30	0.0	0.3	4.5	1.0	0.3	0.3	1.0	0.6	0.0	1.3	2.9	0.3	87.4	100.0
13.00	0.3	0.6	4.5	1.3	0.9	0.6	0.6	0.6	0.0	1.0	2.2	0.3	86.8	100.0
13.30	0.3	0.6	3.5	0.6	1.0	1.0	0.6	0.3	0.0	1.3	2.9	0.0	87.8	100.0
14.00	0.3	0.3	2.9	1.0	1.0	1.0	1.0	1.0	0.0	0.0	2.6	0.0	89.1	100.0
14.30	0.0	0.3	2.6	1.0	1.3	0.6	0.3	0.3	0.0	1.0	2.9	0.0	89.7	100.0
15.00	0.0	0.0	3.5	1.0	0.6	1.3	1.3	0.6	0.0	1.0	3.9	0.0	86.8	100.0
15.30	0.3	0.0	3.9	1.9	0.3	0.0	0.3	0.6	0.0	1.0	4.2	0.0	88.1	100.0
16.00	0.3	0.0	3.5	1.6	1.0	0.0	1.6	0.9	0.0	1.3	4.5	0.0	85.2	100.0
16.30	0.3	0.3	3.2	1.3	0.6	0.0	1.9	0.6	0.0	2.2	3.5	0.0	85.9	100.0
17.00	0.3	0.3	3.2	1.3	1.6	0.6	1.9	0.6	0.0	2.3	3.9	0.0	83.9	100.0
17.30	0.6	0.0	2.2	1.6	1.9	0.3	2.2	1.3	0.0	1.3	2.2	0.0	86.2	100.0
18.00	1.0	0.3	2.9	1.3	2.2	0.9	2.2	1.3	0.0	1.3	1.9	0.0	84.6	100.0
18.30	0.6	0.3	2.2	1.0	1.6	1.0	1.6	1.0	0.0	1.3	1.9	0.0	87.5	100.0
19.00	0.3	0.3	2.9	1.6	1.6	0.9	2.2	0.6	0.0	1.3	2.9	0.0	85.2	100.0
19.30	0.3	0.0	2.2	1.6	2.2	0.3	1.0	0.0	0.0	0.6	2.3	0.0	89.4	100.0
20.00	0.0	0.3	1.9	1.3	1.9	0.6	0.3	0.0	0.0	0.6	1.6	0.0	91.4	100.0
20.30	0.0	0.0	1.3	0.9	1.0	0.6	1.0	0.0	0.0	0.6	1.3	0.0	93.3	100.0
21.00	0.0	0.0	0.3	0.9	1.3	0.6	1.0	0.3	0.3	0.0	1.3	0.0	93.9	100.0
21.30	0.0	0.0	0.3	0.6	0.3	0.3	0.0	0.0	0.3	0.0	1.3	0.0	96.8	100.0
22.00	0.0	0.0	0.3	0.6	0.3	0.3	0.0	0.0	0.3	0.3	1.9	0.0	95.8	100.0
22.30	0.0	0.0	0.6	0.6	0.3	0.0	0.0	0.0	0.0	0.0	1.9	0.0	96.5	100.0
23.00	0.0	0.0	0.6	0.6	0.6	0.0	0.3	0.0	0.0	0.0	1.3	0.0	96.5	100.0
23.30	0.0	0.0	0.6	0.6	0.6	0.0	0.3	0.0	0.0	0.3	1.0	0.0	96.5	100.0
average	0.6	0.1	2.3	0.9	0.8	0.4	0.8	0.4	0.0	1.1	1.9	0.1	90.6	100.0
maximum	2.6	0.6	5.9	3.2	2.2	1.3	2.2	1.3	0.3	3.5	4.5	0.6	99.7	100.0

Note: Table is based on consolidated data recollected one day (A) and two days (B) later.

TABLE 9.9. RADIO AUDIENCE SHARE: SATURDAY (A & B)

(Base=212)

TIME	RM1	RM2	SUP1	101	BAY	CALY	ISL	LEM	MAS	RTK	SMSH	UNIV	NONE	TOTAL
00.00	0.3	0.0	0.0	0.3	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	99.1	100.0
00.30	0.3	0.0	0.0	0.3	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	99.1	100.0
01.00	0.3	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	99.4	100.0
01.30	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	99.7	100.0
02.00	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	99.7	100.0
02.30	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	99.7	100.0
03.00	0.3	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	99.4	100.0
03.30	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	100.0	100.0
04.00	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	99.7	100.0
04.30	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	99.7	100.0
05.00	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	99.4	100.0
05.30	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	99.1	100.0
06.00	0.9	0.3	0.3	0.0	0.0	0.3	0.0	0.3	0.0	0.9	0.3	0.0	96.6	100.0
06.30	1.3	0.3	1.3	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	95.3	100.0
07.00	1.2	0.6	1.9	0.3	0.0	0.3	0.0	0.0	0.0	1.3	0.6	0.0	93.7	100.0
07.30	1.2	0.6	1.3	0.3	0.0	0.0	0.3	0.0	0.0	1.9	0.0	0.0	93.1	100.0
08.00	2.5	0.6	3.1	0.9	1.6	0.9	0.9	0.3	0.0	1.9	2.2	0.0	85.0	100.0
08.30	2.5	0.6	3.4	1.3	1.9	0.3	1.3	0.3	0.0	2.5	2.5	0.0	83.5	100.0
09.00	3.4	0.6	4.1	1.3	1.6	0.3	0.6	0.3	0.3	3.1	2.8	0.0	81.6	100.0
09.30	4.7	0.0	4.7	1.3	1.6	0.3	0.0	0.0	0.3	3.7	1.9	0.0	79.7	100.0
10.00	4.1	0.6	5.0	1.9	2.2	0.9	0.6	0.9	0.0	3.7	3.5	0.0	76.6	100.0
10.30	2.8	0.0	4.4	1.9	1.9	0.0	0.0	0.0	0.0	3.7	3.0	0.0	78.1	100.0
11.00	2.2	0.6	3.8	2.2	2.2	1.2	0.9	0.9	0.0	4.4	3.5	0.0	78.1	100.0
11.30	2.2	0.6	3.8	1.0	1.9	0.0	0.0	0.0	0.0	4.4	3.1	0.0	80.0	100.0
12.00	3.1	0.6	4.4	1.3	1.9	0.9	0.6	0.9	0.0	2.8	3.1	0.0	80.3	100.0
12.30	1.9	0.6	2.2	0.6	1.3	0.3	1.3	0.3	0.0	1.9	2.5	0.0	87.2	100.0
13.00	0.9	0.3	2.2	0.3	1.3	0.6	0.6	0.3	0.0	1.6	2.2	0.0	89.7	100.0
13.30	0.9	0.3	1.9	0.0	1.3	0.3	0.3	0.3	0.0	1.6	1.9	0.0	91.2	100.0
14.00	1.2	0.3	2.2	0.9	1.6	0.3	0.9	0.3	0.0	0.9	2.5	0.0	88.7	100.0
14.30	1.2	0.0	1.6	0.0	1.9	0.0	0.0	0.0	0.0	0.3	2.5	0.0	89.7	100.0
15.00	0.9	0.6	2.2	0.6	1.6	0.6	1.2	0.0	0.0	0.6	3.1	0.0	88.4	100.0
15.30	0.9	0.3	2.2	0.0	0.9	0.3	1.2	0.0	0.0	0.3	3.1	0.0	89.0	100.0
16.00	0.9	0.3	1.9	1.9	1.6	0.6	0.9	0.3	0.0	0.3	3.1	0.0	88.1	100.0
16.30	0.6	0.6	1.9	1.3	0.9	0.0	1.3	0.3	0.0	0.0	2.8	0.0	89.0	100.0
17.00	1.2	0.6	2.2	1.3	0.9	0.3	1.3	0.9	0.0	0.3	2.8	0.0	88.1	100.0
17.30	1.2	0.0	2.8	1.3	0.9	0.3	0.9	0.9	0.0	0.3	1.6	0.0	89.3	100.0
18.00	1.9	0.3	2.8	0.9	0.6	0.3	0.6	1.3	0.0	0.3	1.3	0.0	89.7	100.0
18.30	1.9	0.6	2.2	0.9	0.9	0.3	0.6	0.9	0.0	0.0	0.0	0.0	90.9	100.0
19.00	1.9	0.3	2.5	0.6	0.3	0.3	0.6	0.3	0.0	0.0	1.3	0.0	91.9	100.0
19.30	0.9	0.3	2.5	0.3	0.3	0.3	0.3	0.0	0.0	0.0	1.0	0.0	93.1	100.0
20.00	0.9	0.3	2.5	0.3	1.6	0.3	0.6	0.3	0.0	0.3	1.6	0.0	91.2	100.0
20.30	0.6	0.0	1.6	0.3	1.3	0.3	0.3	0.3	0.0	0.3	1.3	0.0	93.7	100.0
21.00	0.6	0.0	1.3	0.0	0.9	0.3	0.3	0.3	0.0	0.6	0.9	0.0	94.7	100.0
21.30	0.3	0.0	0.9	0.0	0.3	0.3	0.3	0.3	0.0	0.3	1.3	0.0	95.9	100.0
22.00	0.6	0.0	0.6	0.6	0.3	0.3	0.0	0.6	0.0	0.0	0.9	0.0	95.9	100.0
22.30	0.6	0.0	0.3	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	98.1	100.0
23.00	0.3	0.0	0.0	0.3	0.0	0.0	0.3	0.0	0.3	0.0	0.6	0.0	98.1	100.0
23.30	0.3	0.0	0.3	0.3	0.0	0.0	0.0	0.3	0.0	0.0	0.3	0.0	98.4	100.0
average	1.2	0.3	1.7	0.7	0.8	0.3	0.5	0.3	0.0	1.0	1.4	0.0	91.8	100.0
maximum	4.7	0.6	5.0	2.2	2.2	1.2	1.3	1.3	0.3	4.4	3.8	0.0	100.0	100.0

Note: Table is based on consolidated data recollected one day (A) and two days (B) later.

TABLE 9.10: RADIO AUDIENCE SHARE: SUNDAY (A & B)

(Base=312)

TIME	RM1	RM2	SUP1	101	BAY	CALY	ISL	LFM	MAS	RTK	SMSH	UNIV	NONE	TOTAL
00.00	0.0	0.0	0.6	0.0	0.3	0.0	0.0	0.0	0.3	0.0	0.3	0.0	98.4	100.0
00.30	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	99.7	100.0
01.00	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	100.0	100.0
01.30	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	99.7	100.0
02.00	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	99.7	100.0
02.30	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	99.7	100.0
03.00	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	99.7	100.0
03.30	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	100.0	100.0
04.00	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	99.4	100.0
04.30	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	99.4	100.0
05.00	0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	99.0	100.0
05.30	0.0	0.0	1.0	0.0	0.0	0.3	0.3	0.0	0.0	0.0	0.0	0.0	98.4	100.0
06.00	0.6	0.0	1.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	97.5	100.0
06.30	0.3	0.0	1.9	0.0	0.0	0.0	0.0	0.0	0.0	0.3	1.0	0.0	96.5	100.0
07.00	0.6	0.3	2.2	0.6	0.0	0.0	0.0	0.0	0.0	0.6	0.3	0.3	94.9	100.0
07.30	0.0	0.0	2.2	0.9	0.0	0.0	0.0	0.3	0.0	1.3	0.3	0.3	94.6	100.0
08.00	0.6	0.3	2.8	0.6	0.3	0.3	0.0	0.9	0.3	1.6	0.6	0.0	91.5	100.0
08.30	0.9	0.3	3.2	1.0	0.0	0.3	0.6	0.9	0.3	1.9	0.6	0.3	89.6	100.0
09.00	0.6	0.6	3.8	1.3	0.6	0.3	0.3	0.6	0.3	2.2	1.3	0.3	87.7	100.0
09.30	0.9	0.9	4.7	1.0	0.9	0.0	0.9	0.3	0.0	2.5	0.9	0.3	86.3	100.0
10.00	1.9	0.9	4.4	1.9	1.3	0.0	0.6	0.3	0.0	3.1	0.6	0.3	84.6	100.0
10.30	1.9	0.9	4.7	2.2	0.3	0.0	0.3	0.3	0.0	3.1	0.3	0.3	86.2	100.0
11.00	2.5	0.3	4.4	1.9	0.3	0.0	0.9	0.6	0.0	3.1	0.6	0.3	84.9	100.0
11.30	1.9	0.3	3.8	2.5	0.6	0.0	0.9	0.3	0.0	1.9	0.3	0.3	87.1	100.0
12.00	4.1	0.6	4.1	1.6	0.6	0.0	0.3	0.3	0.0	1.6	0.6	0.3	85.9	100.0
12.30	3.4	0.9	3.5	1.2	0.3	0.0	0.0	0.0	0.0	0.9	0.3	0.3	89.0	100.0
13.00	2.2	0.6	1.9	1.2	0.6	0.0	0.0	0.0	0.0	0.9	0.3	0.3	91.9	100.0
13.30	1.6	0.6	1.9	1.2	0.6	0.0	0.0	0.0	0.0	0.9	0.6	0.3	92.2	100.0
14.00	2.2	0.6	2.5	0.9	0.6	0.9	0.0	0.6	0.0	0.6	1.6	0.0	89.3	100.0
14.30	1.6	0.3	2.5	0.9	0.6	0.9	0.0	0.3	0.0	0.3	1.9	0.0	90.8	100.0
15.00	1.9	0.6	2.8	1.3	1.6	0.9	0.9	0.3	0.0	0.0	2.2	0.0	87.5	100.0
15.30	1.9	0.6	2.5	1.0	1.6	0.6	0.6	0.6	0.0	0.0	2.2	0.0	88.4	100.0
16.00	2.5	0.6	1.9	0.6	1.2	0.0	0.3	0.3	0.0	0.3	1.6	0.3	90.3	100.0
16.30	1.6	0.9	1.9	0.6	1.2	0.0	0.0	0.6	0.0	0.6	1.6	0.0	90.9	100.0
17.00	2.2	1.2	1.9	0.6	0.6	0.0	0.0	0.9	0.0	0.6	1.6	0.0	90.3	100.0
17.30	1.9	0.6	2.2	0.6	0.3	0.0	0.3	0.6	0.0	0.9	1.3	0.3	92.5	100.0
18.00	2.8	0.3	2.5	0.0	0.3	0.0	0.6	0.3	0.0	0.0	1.3	0.0	91.8	100.0
18.30	1.6	0.3	1.0	0.3	0.3	0.0	0.3	0.6	0.0	0.0	0.9	0.0	94.7	100.0
19.00	0.9	0.3	1.6	0.0	0.3	0.0	0.0	0.0	0.0	0.3	1.2	0.0	95.3	100.0
19.30	0.6	0.3	1.6	0.3	0.6	0.0	0.0	0.3	0.0	0.0	0.6	0.0	95.8	100.0
20.00	0.3	0.0	1.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.6	0.0	97.8	100.0
20.30	0.6	0.3	1.3	0.0	0.3	0.3	0.0	0.0	0.0	0.0	0.9	0.0	96.2	100.0
21.00	0.6	0.3	0.9	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.9	0.0	96.6	100.0
21.30	0.3	0.3	0.9	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.6	0.0	97.5	100.0
22.00	0.0	0.3	0.9	0.0	0.0	0.0	0.0	0.3	0.3	0.0	0.6	0.0	97.5	100.0
22.30	0.0	0.3	0.3	0.0	0.0	0.0	0.0	0.3	0.0	0.3	0.3	0.0	96.4	100.0
23.00	0.3	0.0	0.3	0.0	0.0	0.0	0.3	0.0	0.3	0.3	0.0	0.0	98.4	100.0
23.30	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	99.1	100.0
average	1.0	0.3	1.8	0.5	0.4	0.1	0.2	0.2	0.0	0.6	0.7	0.1	94.0	100.0
maximum	4.1	1.2	4.7	2.5	1.6	0.9	0.9	0.9	0.3	3.1	2.2	0.3	100.0	100.0

Note: Table is based on consolidated data recollected one day (A) and two days (B) later.

CHART 9.4: RADIO AUDIENCE SHARES: MONDAY

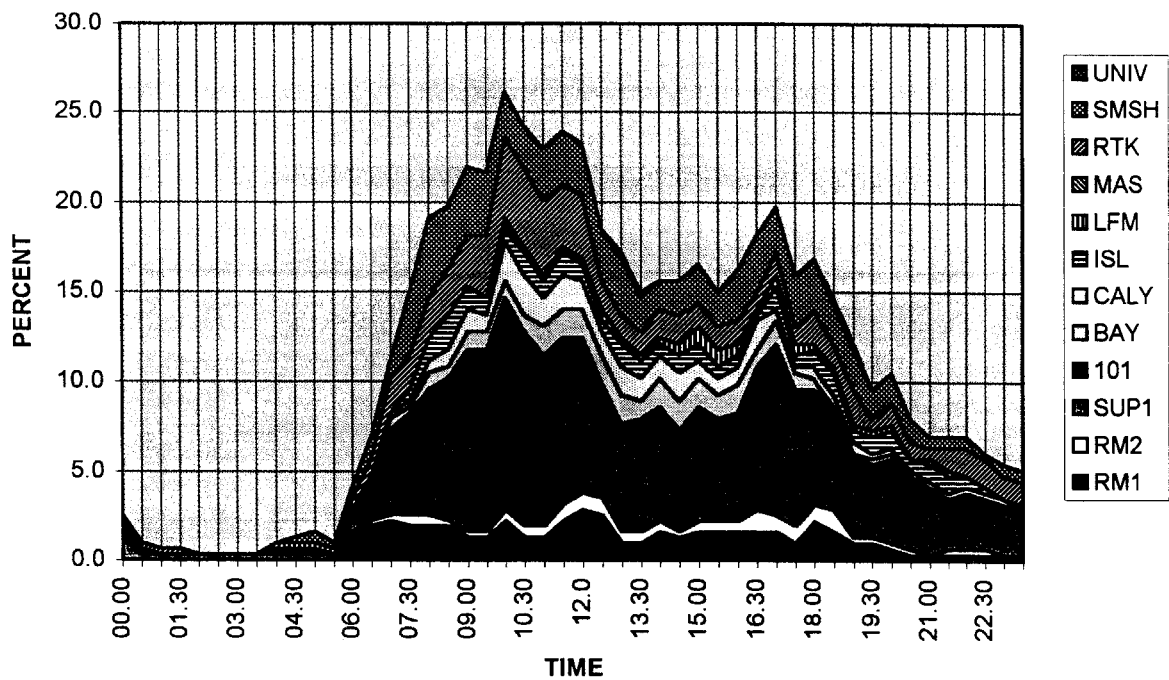
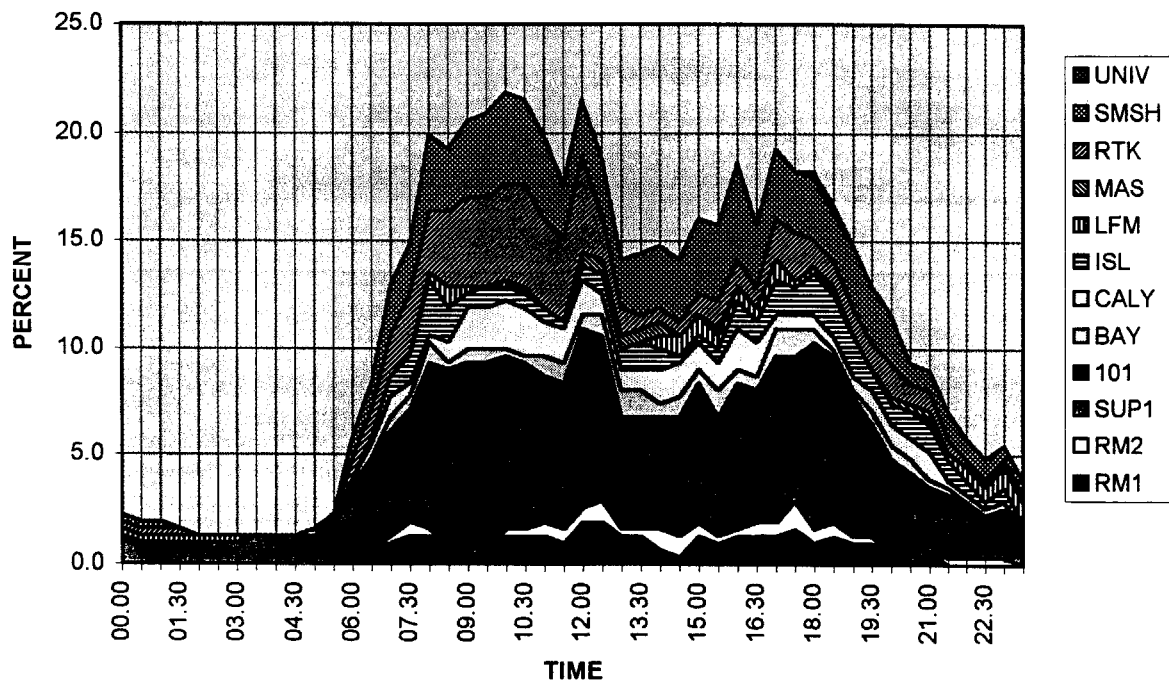
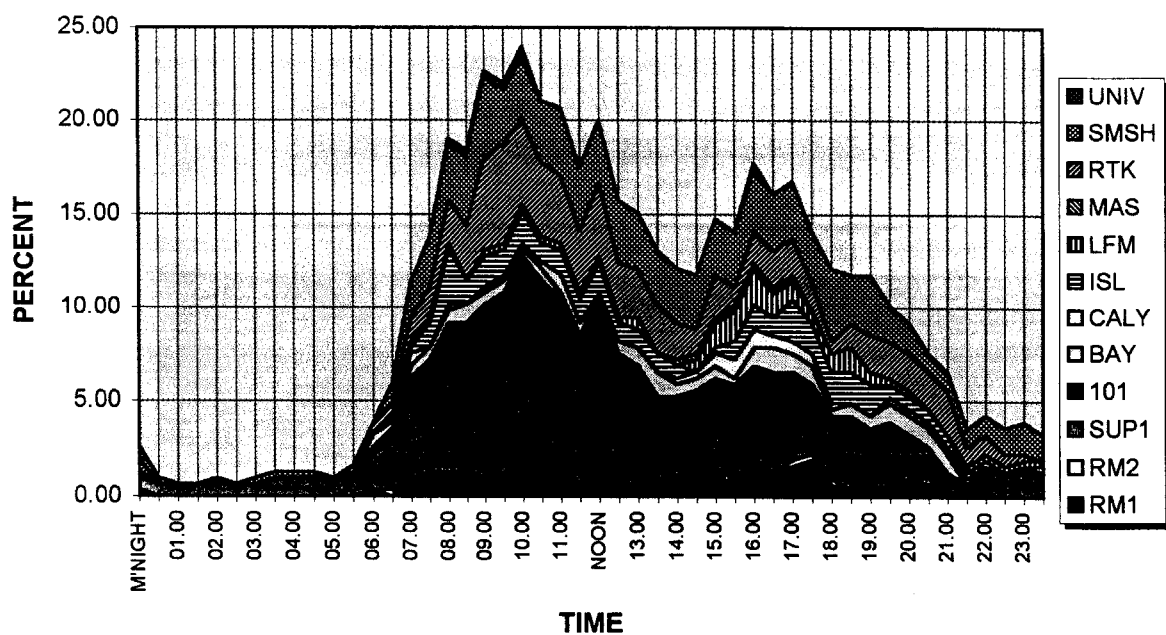


CHART 9.5: RADIO AUDIENCE SHARES: TUESDAY



**CHART 9.6: RADIO AUDIENCE SHARES:
WEDNESDAY**



**CHART 9.7: RADIO AUDIENCE SHARES:
THURSDAY**

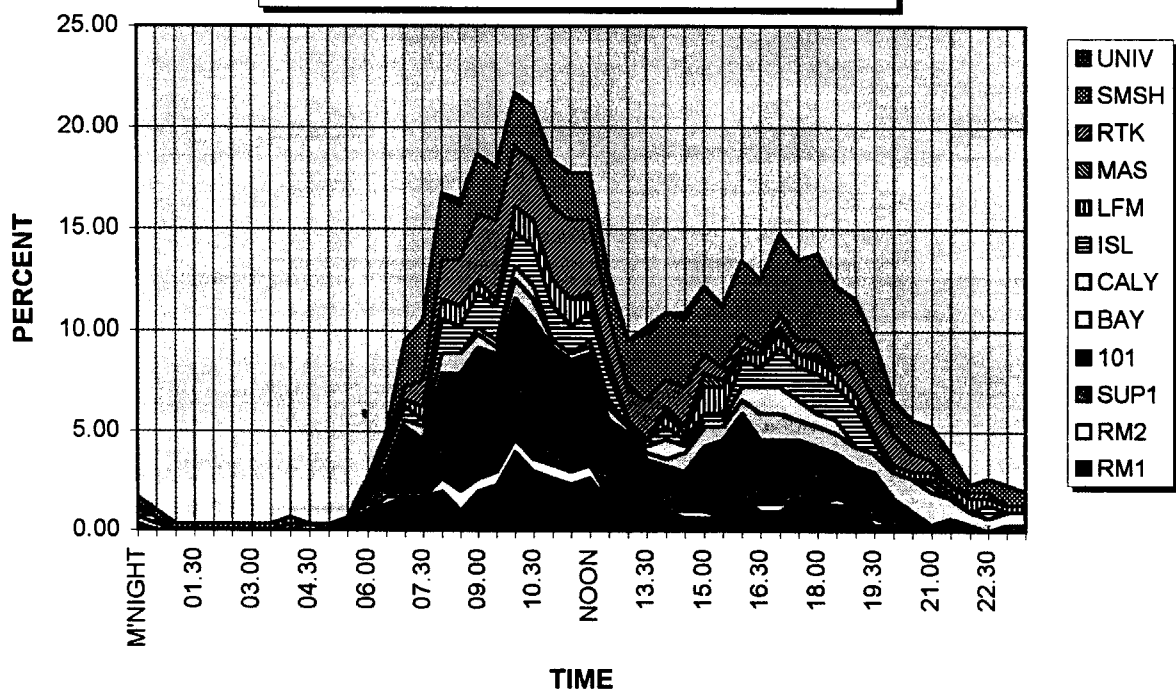


CHART 9.8: RADIO AUDIENCE SHARES: FRIDAY

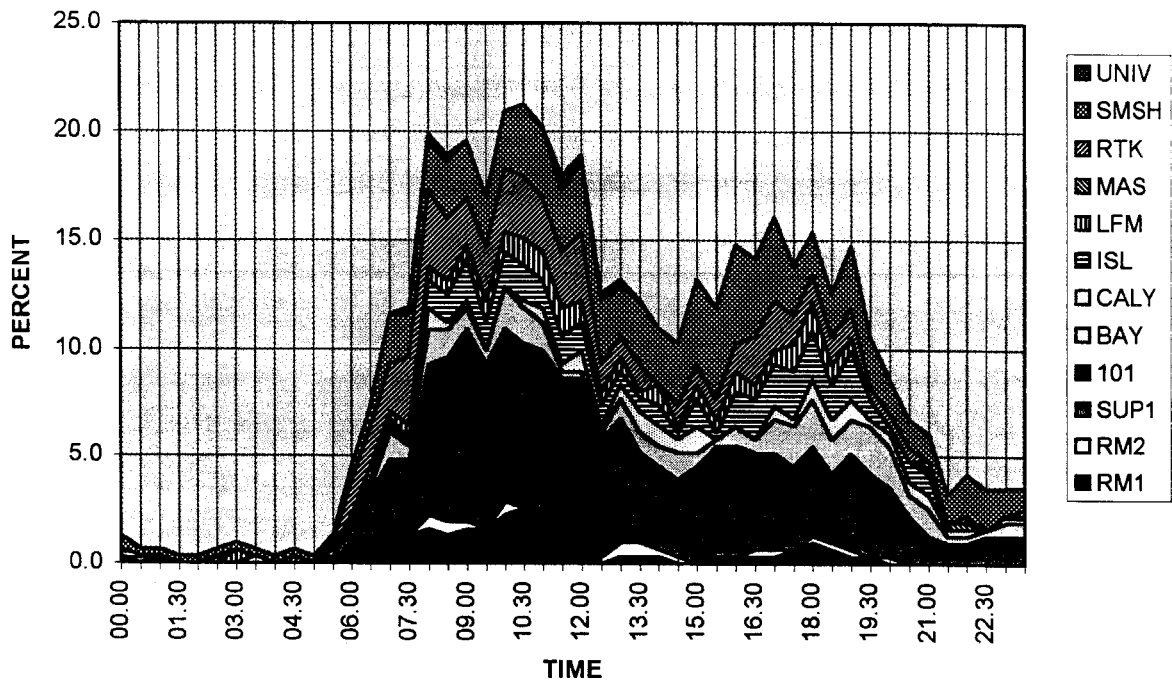


CHART 9.9: RADIO AUDIENCE SHARES: SATURDAY

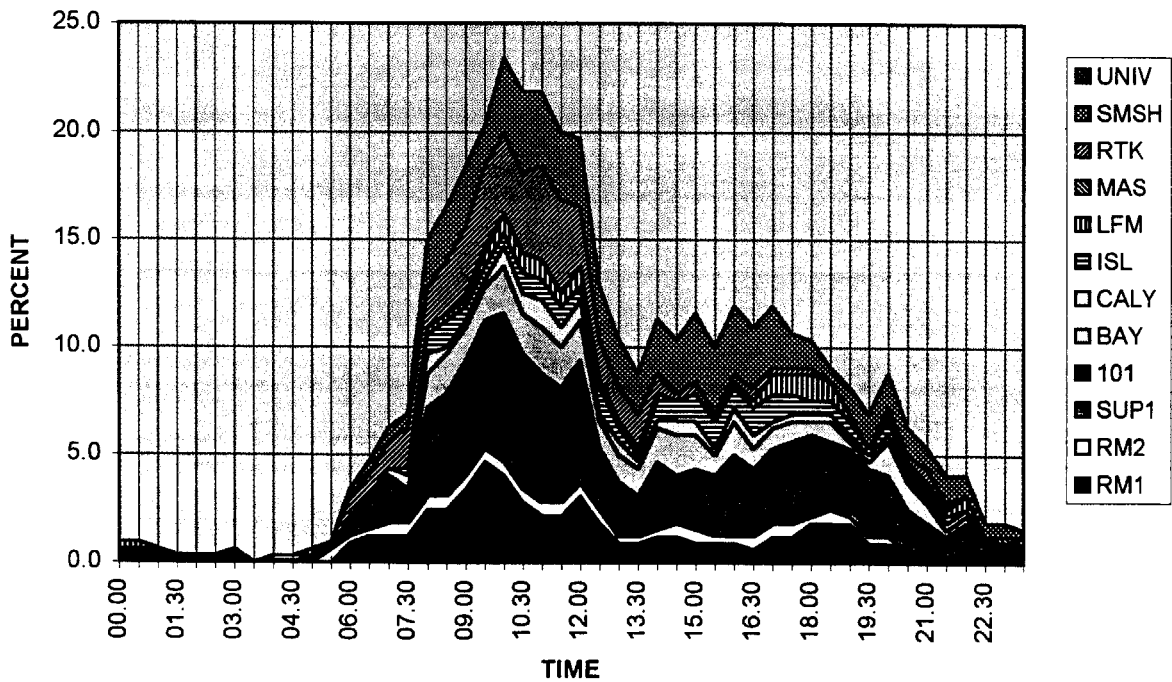
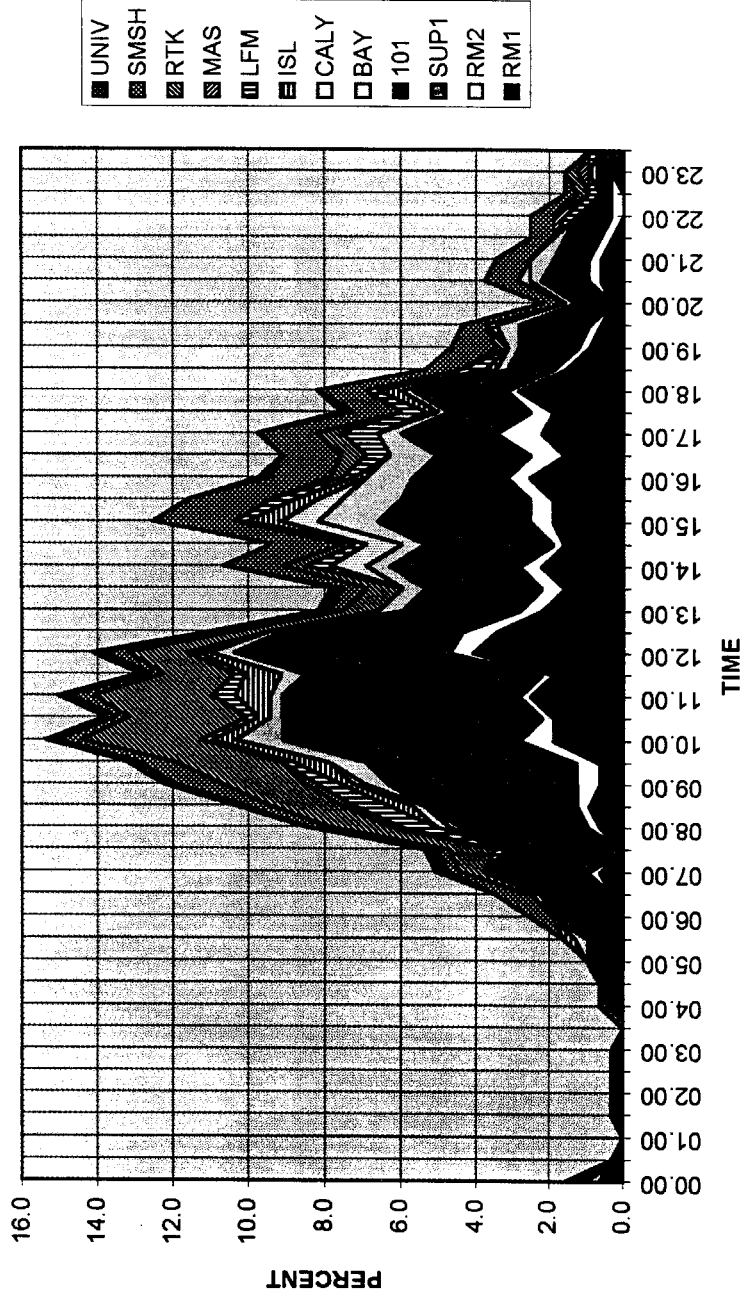


CHART 9.10: RADIO AUDIENCE SHARES: SUNDAY



10. TELEVISION AUDIENCE SHARES

10.1 Introduction

This chapter examines the findings with regard to actual daily television viewing throughout an entire week as reported by the respondents. These reported hours of viewing of each respective television channel or group of channels are then aggregated and sorted on a proportional basis so as to derive the respective shares. These shares are ranked and compared to the respondents' ranking (based on preferences) reported earlier in this study so as to examine any similarities or differences.

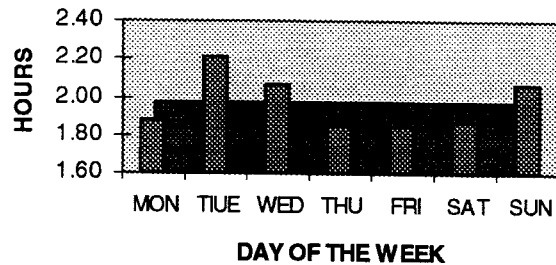
Each respondent was asked to recall his or her previous day's ("yesterday") television viewing schedule on a half hour interval basis. Each respondent was asked to repeat the same exercise for the "the day before yesterday". Again as with radio some understating of reported viewing did take place due to the natural difficulty in recalling the exact viewing schedule of two days before.

At each half-hour interval the audience share was calculated as the number of viewers at that time as a percentage of the whole number of respondents (i.e. the whole sample). These tables for each station for each day of the week and as reported by two different samples (as yesterday - marked A, or as the day before yesterday - marked B), are all shown in the Appendix. This chapter presents the consolidated tables and charts derived from these data.

10.2 Amount of Viewing

The adult Maltese population, defined 14 years and upwards watched television an average of 2.2 hours per day. For the viewing population, which is 9 percent smaller than the whole population, the average works out at 2.4 hours a day. The overall average taken over the whole population varies from a high of 2.2 hours on a Tuesday to a lower 1.8 hours a day on a Thursday and Friday. Monday and Saturday are marginally higher (1.9 hours), while Sunday viewing time is equivalent to Wednesday, both of which at 2.1 hours are second highest after Tuesday.. See Chart 10.1 below. Unlike radio listening, television viewing is not negatively affected in the week-ends, although as will be shown below the week-end patterns throughout the day affected.

**CHART 10.1: TELEVISION
VIEWING: DAILY AVERAGE**



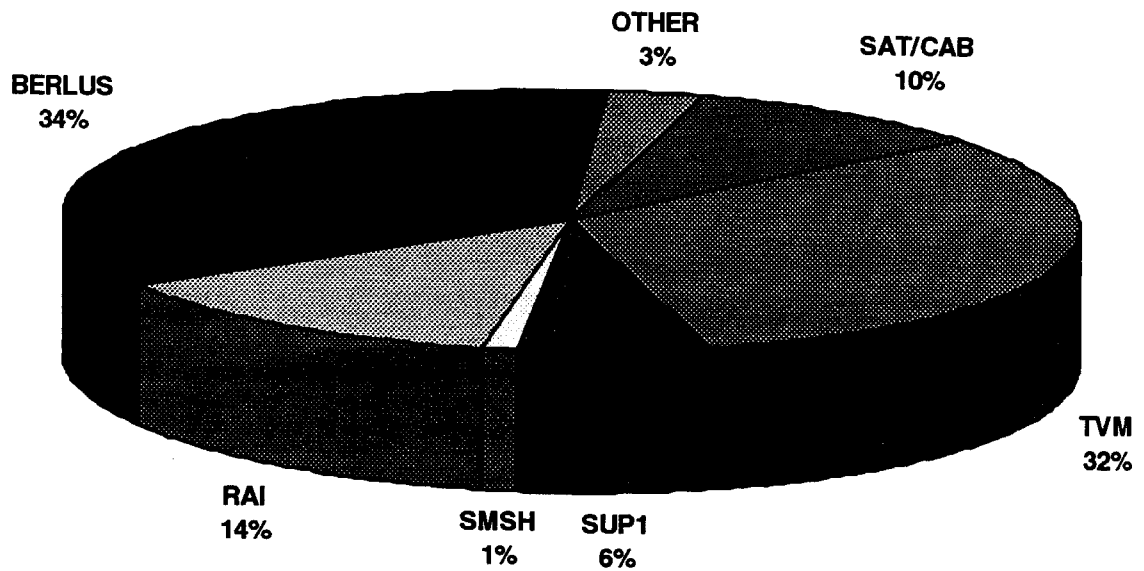
10.3 Television Audience Share

Of interest to the established Maltese TV channel, together with the newly set up ones, is how much of the local population's time is allocated to their own respective channels as against others. Table 10.1 presents the average audience share for each station for each day of the week and the consolidated average for the whole week. The audience share is defined as the number of hours accumulated by the station (through the number of person-viewing hours) during a given time interval (half-hour slot, day or week), divided by the number of hours which the population potentially has at its disposal during that same interval. The average daily share is calculated over the 48 half-hour time slots for each particular day.

When each station's share is aggregated with the others and the total normalised to 100 percent, then the relative audience share for each station can also be gauged

TABLE 10.1 : TELEVISION: DAILY AVERAGE AUDIENCE SHARES (percent)									
TIME	BERLUS	TVM	RAI	SAT/CAB	SUP1	OTHER	SMSH	NONE	TOTALS
MON	2.5	2.4	0.9	1.0	0.8	0.2	0.0	92.2	100.0
TUE	3.0	3.0	1.2	0.8	0.6	0.5	0.0	90.8	100.0
WED	3.2	2.3	1.2	1.1	0.5	0.3	0.0	91.4	100.0
THU	3.5	2.8	1.0	0.8	0.4	0.2	0.1	91.2	100.0
FRI	3.2	2.3	0.8	0.6	0.4	0.2	0.2	92.3	100.0
SAT	2.9	2.3	1.3	0.6	0.3	0.2	0.2	92.2	100.0
SUN	2.2	3.4	1.4	0.8	0.5	0.2	0.0	91.4	100.0
DAILY AVERAGE	2.9	2.7	1.1	0.8	0.5	0.3	0.1	91.6	100.0
RELATIVE TO OTHER STATIONS	35.0	31.8	13.5	9.7	6.1	3.0	0.9	NA	100.0
TABLE 10.2 : TELEVISION: DAILY PEAK SHARES REACHED (percent)									
TIME	TVM	BERLUS	RAI	SAT/CAB	SUP1	OTHER	SMSH	NONE	TOTALS
MON	23.9	16.2	7.3	5.7	5.4	1.0	0.3	NA	NA
TUE	31.2	18.3	9.0	4.5	5.8	2.6	0.6	NA	NA
WED	25.0	19.8	10.3	6.2	4.8	1.1	0.7	NA	NA
THU	29.3	20.4	6.0	4.0	3.6	1.0	0.3	NA	NA
FRI	21.8	18.1	5.8	2.8	3.2	0.9	1.1	NA	NA
SAT	14.7	12.8	9.1	2.2	2.5	0.9	0.9	NA	NA
SUN	26.9	9.7	4.4	3.2	1.9	1.9	0.3	NA	NA
HIGHEST PEAK	31.2	20.4	10.3	6.2	5.8	2.6	1.1	NA	NA

CHART 10.2: SHARE OF TELEVISION CAPTIVE AUDIENCE



The television station which attracts the highest number of viewing hours is the Berlusconi group, which consist of three stations. It attracts on average 2.9 percent of the potential daily viewing hours. The second highest segment of the viewing hours which is devoted to TVM is close behind at 2.7 percent. (As an individual channel it attracts the highest number of viewing hours). Third comes the RAI group of channels with an aggregate percentage of 1.1. Close behind (0.8 percent) are all the satellite stations received by dish or cable, which are available so far to a segment of the population. Super One channel comes next with 0.5 percent of the available hours. This percentage may have been affected marginally by the fact that in Gozo and some other places reception is still not adequate. (See Table 10.3 below.). (TVM too is reported to have similar problems in certain areas).

TABLE 10.3: LOCAL CHANNEL' REPORTED RECEPTION

TV CHANNEL	GOOD	NOT GOOD	TOTAL PERCENT	FORMS
SUP1 RECEPTION	80	20	100	735
TVM RECEPTION	99	1	100	747
BASE = ALL THOSE WHO DO NOT HAVE CABLE				

Finally comes the other Italian TV channels (0.3 percent), followed by the new local TV channel, Smash TV with a modest 0.1 percent (again on cable only.).

10.4 TV Audience Share Peaks

In order to account for the fact that some channels are not open on a 24-hour basis, and also to gauge the popularity of certain TV viewing time slots, Table 10.2 presents data on the highest peaks which are reached by each channel at some point during the day.

In view of the popularity of certain programmes which manage to attract very high audiences during peak time viewing, and because some stations do not transmit on a 24 hour basis, another table will now show the highest peaks reached by each station at a particular time of each day of the week. Table 10.2 shows that the highest peak audiences are reached by TVM consistently throughout the week. At its 7.45 to 8.30 news bulletin, the highest peak has being reached on Tuesday (31 percent). This daily peak is then kept up high if the programme quality of the programme which follows the news keeps the viewers from switching channel. This happens on Tuesdays and Sundays and to a lesser extent on other days

The highest peak viewing slot is reached by the Berlusconi programmes on Thursday. The peaks by the Italian channels including RAI are reached at about 21.00 to 22.00. The peaks for Super One are reached on Tuesday at 5.8 percent

share and these peaks fall gradually throughout the rest of the week up to Sunday, where the lowest percentage peak of 1.9 is reached.

It is important to report that the half-hour slot system of reporting used in the survey has failed to gather a realistic picture where it concerns the 7.30 to 8.00 evening slot, in view of the clash which exists between TVM and Super One news bulletins. Many interviewers reported this problem, where respondent claimed to share the time between the two news bulletins, but where pressed to choose one channel for this slot. This therefore turned into a preference rather than an actual viewing. This could have negatively affected though marginally Super One's own evening peak. Unfortunately this small bias could not be systematically estimated.

The above percapita hours of viewing and audience shares will now be consolidated in a way as to give each station the estimated share of the listenership market. The chart below gives the distribution of this market.

10.5 Actual Television Viewing and Channel Preferences

If we were now to measure the relative share of preferences, for the television listeners who suggested a particular preference, and compare that to the relative share for each TV channel's, measured as the respective slice of all hours of television viewing in Malta, we find consistent ranking between the two indicators. The percentages in the case of some channels do not exactly tally in view they are measuring two different things: options and actual viewing.. See Table 10.3 below.

TABLE 10.4: RANKING OF TELEVISION CHANNELS BY CHANNEL PREFERENCES AND ACTUAL VIEWING

TELEVISION CHANNEL	PREFERENCE	ACTUAL VIEWING
BERLUSCONI GROUP	32	34
TVM	22	32
RAI GROUP	12	14
SAT/CABLE	12	10
SUPER ONE	9	6
OTHER ITALIAN	1	3
SMASH	1	1
BASE = PREFERENCES, ALL TELEVISION VIEWERS EXCLUDING NO REPLIES)		
BASE = ACTUAL VIEWING: PERCENT OF TV CAPTIVE AUDIENCE		

10.6 Weekly and Daily Viewing Patterns

The daily average audiences shares (with the television captive viewing aggregate taken as a base) are presented on Chart 10.3. These are then followed by Tables 10.5 to 10.11 and the attached Charts 9.4 to 9.10 which present the detailed audience shares for each station on a half-hour basis for each day of the week.

The pattern of viewership for any particular day and throughout the week varies between stations, but in the aggregate a unique pattern emerges. This of course , as in the radio listenership case, reflects the social behaviour of the population. As Chart 10.4 indicates a certain aggregate pattern emerges. However, within the block there are also movements, with some channels taking viewers away from others. This happens significantly on week-ends where general viewing on Sunday increases, though the Berlusconi channels' share decline.

Similar to radio listening, the daily distribution of viewing time is an interesting study of the viewers' daily habits. On average some television viewing occurs most of the time each hour of the day. If anything, the insignificant amount of viewing is between 3.00 and 5.30 in the morning. From 6.00 o'clock onwards there is a very gradual though small increase throughout the morning with a significant jump at around mid-day. A small peak occurs at around 18.00, and declines for about one hour where it starts rising appreciably until the news and post news 20.00 to 22.00 peak. From there onwards it starts declining significantly, until midnight. Post-midnight viewing is noticeable on Friday night, early Saturday.

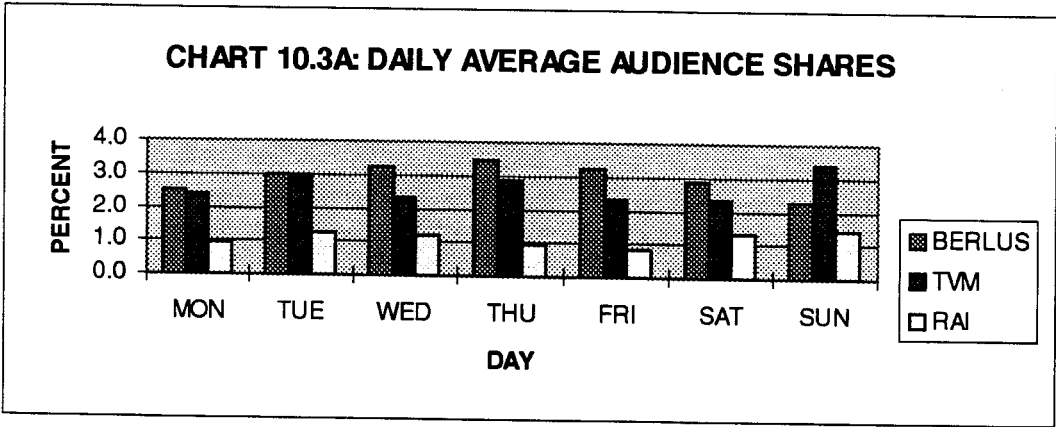


CHART 10.3B: DAILY AVERAGE AUDIENCE SHARES

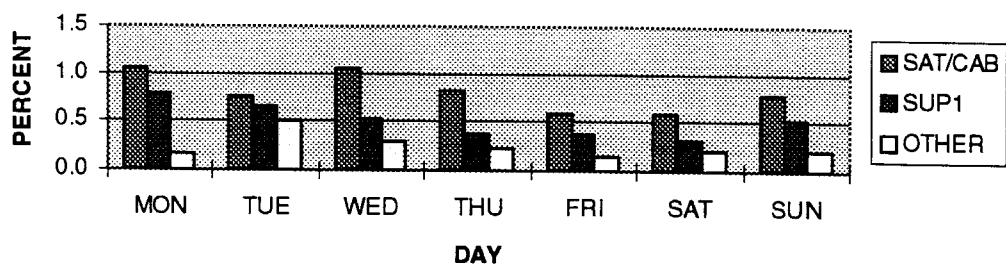


CHART 10.4: AGGREGATE DAILY TELEVISION AUDIENCE SHARES

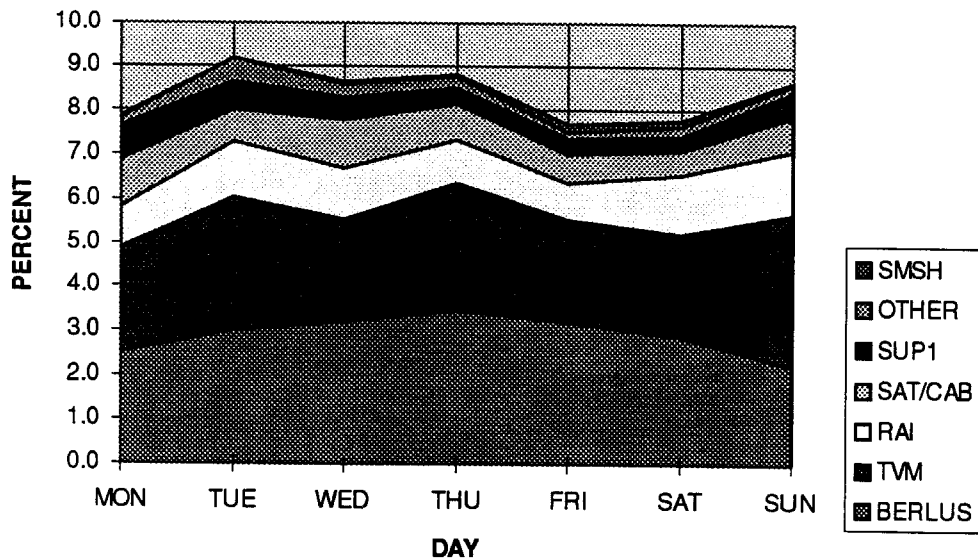


TABLE 10.5 : TV AUDIENCE SHARE: MONDAY (A) & (B)

TIME	(percent)								TOTALS
	TVM	SUP1	SMSH	RAI	BERLUS	OTHER	SAT/CAB	NONE	
00.00	0.32	0.00	0.32	0.32	0.00	0.00	0.00	99.04	100.00
00.30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100.00
01.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100.00
01.30	0.00	0.32	0.00	0.00	0.00	0.00	0.00	99.68	100.00
02.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100.00
02.30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100.00
03.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100.00
03.30	0.00	0.00	0.00	0.00	0.00	0.00	0.32	99.68	100.00
04.00	0.00	0.00	0.00	0.00	0.00	0.00	0.32	99.68	100.00
04.30	0.00	0.00	0.00	0.00	0.00	0.00	0.32	99.68	100.00
05.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100.00
05.30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100.00
06.00	0.32	0.00	0.00	0.00	0.00	0.32	0.32	99.04	100.00
06.30	0.00	0.00	0.00	0.00	0.32	0.00	0.96	98.73	100.00
07.00	0.32	0.00	0.00	0.32	0.00	0.00	0.96	98.41	100.00
07.30	1.27	0.00	0.00	0.00	0.32	0.32	0.64	97.45	100.00
08.00	1.27	0.00	0.00	0.00	0.00	0.00	0.96	97.77	100.00
08.30	0.64	0.32	0.00	0.32	0.00	0.00	0.64	98.09	100.00
09.00	0.32	0.64	0.00	0.00	0.00	0.00	0.64	98.41	100.00
09.30	0.32	0.32	0.00	0.00	0.64	0.00	0.64	98.09	100.00
10.00	0.64	0.32	0.00	0.00	0.32	0.00	0.64	98.09	100.00
10.30	0.64	0.00	0.00	0.00	0.00	0.00	0.64	98.73	100.00
11.00	0.32	0.00	0.00	0.00	0.00	0.00	0.64	99.04	100.00
11.30	0.32	0.00	0.00	0.00	0.00	0.00	0.64	99.04	100.00
12.00	0.64	0.00	0.00	0.64	0.32	0.00	0.32	98.09	100.00
12.30	0.64	0.32	0.00	0.32	0.64	0.00	0.32	97.77	100.00
13.00	0.64	0.00	0.00	0.32	1.59	0.00	0.32	97.13	100.00
13.30	0.64	0.00	0.00	0.64	1.59	0.00	0.64	96.50	100.00
14.00	0.32	0.00	0.00	0.32	2.87	0.00	0.32	96.18	100.00
14.30	0.64	0.32	0.00	0.32	3.18	0.00	0.64	94.90	100.00
15.00	0.64	0.32	0.00	1.27	1.91	0.00	0.32	95.54	100.00
15.30	0.32	0.00	0.00	0.64	2.55	0.00	0.64	95.86	100.00
16.00	0.32	0.32	0.00	1.27	2.23	0.32	0.96	94.59	100.00
16.30	0.32	0.32	0.00	0.64	2.55	0.32	0.64	95.22	100.00
17.00	2.87	0.32	0.00	0.32	0.96	0.32	0.96	94.27	100.00
17.30	3.18	0.32	0.00	0.32	0.64	0.32	0.96	94.27	100.00
18.00	5.10	0.32	0.00	0.64	2.23	0.00	1.27	90.45	100.00
18.30	2.55	1.27	0.00	0.32	3.50	0.32	0.96	91.08	100.00
19.00	2.87	2.87	0.00	0.64	4.46	0.32	1.27	87.58	100.00
19.30	9.87	4.46	0.00	1.27	4.14	0.00	0.96	79.30	100.00
20.00	23.89	4.14	0.32	1.59	4.14	0.32	1.59	64.01	100.00
20.30	22.93	5.41	0.00	5.41	11.46	0.64	3.18	50.96	100.00
21.00	12.10	5.10	0.32	6.69	14.01	0.64	5.73	55.41	100.00
21.30	7.64	3.82	0.32	7.32	16.24	0.96	5.73	57.96	100.00
22.00	4.78	2.87	0.00	6.05	15.29	0.64	5.10	65.29	100.00
22.30	2.55	1.59	0.00	4.78	11.46	0.96	3.82	74.84	100.00
23.00	1.27	0.64	0.32	1.91	7.96	0.96	3.18	83.76	100.00
23.30	0.96	0.64	0.00	0.32	2.23	0.32	1.27	94.27	100.00
AVERAGE	2.38	0.78	0.03	0.94	2.49	0.17	1.05	92.16	100.00
MAXIMUM	23.89	5.41	0.32	7.32	16.24	0.96	5.73	100.00	100.00

Note: Table is based on consolidated data recollected by respondents one (A) and two days (B) later respectively. Separate tables and charts are given in the Appendix.

TABLE 10.6 : TV AUDIENCE SHARE: TUESDAY (A) & (B)									
(percent)									
TIME	TVM	SUP1	SMSH	RAI	BERLUS	OTHER	SAT/CAB	NONE	TOTALS
00.00	0.0	0.0	0.0	0.0	0.3	0.6	0.0	99.0	100.0
00.30	0.0	0.0	0.0	0.0	0.0	0.6	0.0	99.4	100.0
01.00	0.0	0.0	0.0	0.0	0.0	0.0	0.0	100.0	100.0
01.30	0.0	0.0	0.0	0.0	0.3	0.0	0.0	99.7	100.0
02.00	0.3	0.0	0.0	0.0	0.3	0.0	0.0	99.4	100.0
02.30	0.0	0.0	0.0	0.0	0.0	0.0	0.0	100.0	100.0
03.00	0.0	0.0	0.0	0.0	0.0	0.0	0.0	100.0	100.0
03.30	0.0	0.0	0.0	0.0	0.0	0.0	0.0	100.0	100.0
04.00	0.0	0.0	0.0	0.0	0.3	0.0	0.0	99.7	100.0
04.30	0.0	0.0	0.0	0.0	0.3	0.0	0.0	99.7	100.0
05.00	0.0	0.0	0.0	0.0	0.3	0.0	0.0	99.7	100.0
05.30	0.0	0.0	0.0	0.0	0.3	0.0	0.0	99.7	100.0
06.00	0.0	0.0	0.0	0.0	0.3	0.0	0.0	99.7	100.0
06.30	0.0	0.0	0.0	0.0	0.3	0.0	0.3	99.4	100.0
07.00	1.0	0.0	0.0	0.0	0.6	0.0	0.3	98.1	100.0
07.30	1.0	0.0	0.0	0.0	0.3	0.0	0.0	98.7	100.0
08.00	0.3	0.0	0.0	0.3	0.3	0.0	0.0	99.0	100.0
08.30	0.6	0.0	0.0	0.3	0.3	0.0	0.0	98.7	100.0
09.00	1.0	0.3	0.0	0.0	0.3	0.0	0.0	98.4	100.0
09.30	0.6	0.0	0.0	0.0	0.6	0.0	0.0	98.7	100.0
10.00	0.3	0.0	0.0	0.0	0.6	0.0	0.0	99.0	100.0
10.30	0.6	0.0	0.0	0.0	0.6	0.0	0.0	98.7	100.0
11.00	0.0	0.3	0.0	0.3	0.3	0.0	0.0	99.0	100.0
11.30	0.0	0.3	0.0	0.3	0.6	0.0	0.0	98.7	100.0
12.00	0.6	0.0	0.0	1.3	0.6	0.0	0.3	97.1	100.0
12.30	0.3	0.0	0.0	0.6	1.0	0.3	0.0	97.8	100.0
13.00	0.6	0.0	0.0	0.6	1.9	0.3	0.0	96.5	100.0
13.30	0.3	0.0	0.0	1.0	1.9	0.3	0.0	96.5	100.0
14.00	0.0	0.0	0.0	1.0	3.5	0.3	0.0	95.2	100.0
14.30	0.0	0.0	0.0	1.3	3.5	0.3	0.0	94.8	100.0
15.00	0.6	0.0	0.0	1.3	2.6	0.6	0.3	94.5	100.0
15.30	0.3	0.0	0.0	1.9	1.9	0.6	0.3	94.8	100.0
16.00	0.3	0.0	0.3	0.6	3.2	1.0	1.0	93.6	100.0
16.30	0.6	0.3	0.0	0.6	3.5	1.0	1.0	92.9	100.0
17.00	0.6	1.0	0.0	0.6	4.2	1.0	1.3	91.3	100.0
17.30	1.0	1.6	0.0	0.6	3.8	1.3	1.0	90.7	100.0
18.00	3.5	1.0	0.6	1.0	3.9	0.6	1.0	88.4	100.0
18.30	2.6	1.9	0.0	1.9	3.9	0.3	1.6	87.8	100.0
19.00	3.5	2.2	0.0	3.2	3.9	0.6	1.6	84.9	100.0
19.30	10.6	5.8	0.0	1.3	5.1	0.0	1.9	75.3	100.0
20.00	31.2	4.2	0.0	1.6	5.5	1.3	1.3	55.0	100.0
20.30	30.5	5.8	0.0	4.5	10.3	1.6	2.6	44.7	100.0
21.00	17.6	2.9	0.3	9.0	14.2	2.6	4.5	48.9	100.0
21.30	14.4	2.3	0.3	8.4	17.4	2.6	4.2	50.5	100.0
22.00	10.3	1.3	0.3	7.1	18.3	2.3	3.8	56.6	100.0
22.30	5.1	0.0	0.0	5.8	13.2	1.6	3.8	70.5	100.0
23.00	2.2	0.0	0.0	1.6	7.4	1.9	2.9	84.0	100.0
23.30	0.6	0.0	0.0	1.0	2.2	1.0	1.3	93.9	100.0
AVERAGE	3.0	0.6	0.0	1.2	3.0	0.5	0.8	90.8	100.0
MAXIMUM	31.2	5.8	0.6	9.0	18.3	2.6	4.5	100.0	100.0

Note : Table is based on consolidated data recollected by respondents one (A) and two days (B) later respectively. Separate tables and charts are given in the Appendix.

TABLE 10.7 : TV AUDIENCE SHARE: WEDNESDAY (A) & (B)									
(percent)									
TIME	TVM	SUP1	SMSH	RAI	BERLUS	OTHER	SAT/CAB	NONE	TOTALS
00.00	0.0	0.0	0.0	0.0	0.2	0.0	0.7	99.1	100.0
00.30	0.0	0.0	0.0	0.0	0.2	0.0	0.4	99.3	100.0
01.00	0.0	0.0	0.0	0.0	0.2	0.0	0.4	99.3	100.0
01.30	0.0	0.0	0.0	0.0	0.2	0.0	0.4	99.3	100.0
02.00	0.0	0.0	0.0	0.0	0.2	0.0	0.4	99.3	100.0
02.30	0.0	0.0	0.0	0.0	0.2	0.0	0.0	99.8	100.0
03.00	0.0	0.0	0.0	0.0	0.0	0.0	0.0	100.0	100.0
03.30	0.0	0.0	0.0	0.0	0.0	0.0	0.0	100.0	100.0
04.00	0.0	0.0	0.0	0.0	0.0	0.0	0.0	100.0	100.0
04.30	0.0	0.0	0.0	0.0	0.0	0.0	0.0	100.0	100.0
05.00	0.0	0.0	0.0	0.0	0.0	0.0	0.0	100.0	100.0
05.30	0.0	0.0	0.0	0.0	0.0	0.0	0.0	100.0	100.0
06.00	0.4	0.0	0.0	0.0	0.0	0.0	0.0	99.6	100.0
06.30	0.4	0.0	0.0	0.0	0.0	0.0	0.0	99.6	100.0
07.00	0.7	0.0	0.0	0.0	0.0	0.0	0.2	99.1	100.0
07.30	0.2	0.2	0.0	0.0	0.0	0.0	0.2	99.4	100.0
08.00	1.1	0.0	0.0	0.0	0.0	0.0	0.0	98.9	100.0
08.30	0.4	0.0	0.0	0.0	0.2	0.0	0.0	99.3	100.0
09.00	0.2	0.0	0.0	0.0	0.6	0.0	0.0	99.1	100.0
09.30	0.0	0.0	0.0	0.0	0.6	0.0	0.0	99.4	100.0
10.00	0.0	0.0	0.0	0.0	0.4	0.0	0.4	99.1	100.0
10.30	0.0	0.0	0.0	0.0	0.4	0.0	0.4	99.1	100.0
11.00	0.2	0.0	0.0	0.2	0.2	0.0	0.4	98.9	100.0
11.30	0.2	0.0	0.0	0.2	0.4	0.0	0.7	98.5	100.0
12.0	0.7	0.0	0.0	0.7	0.2	0.0	0.9	97.6	100.0
12.30	0.7	0.2	0.0	0.0	0.4	0.4	1.1	97.2	100.0
13.00	0.7	0.2	0.0	0.4	3.3	0.4	1.1	93.8	100.0
13.30	0.9	0.0	0.0	0.9	3.5	0.4	1.3	92.9	100.0
14.00	0.4	0.0	0.0	0.2	5.3	0.4	1.1	92.5	100.0
14.3	0.4	0.0	0.0	0.2	6.0	0.2	0.2	92.9	100.0
15.00	0.4	0.0	0.0	0.7	4.6	0.2	0.4	93.6	100.0
15.30	0.0	0.4	0.0	0.9	3.7	0.7	0.7	93.6	100.0
16.00	0.4	0.0	0.7	0.4	2.8	0.7	0.9	94.1	100.0
16.30	0.2	0.0	0.0	0.7	3.3	0.7	0.9	94.3	100.0
17.00	0.6	0.2	0.4	0.2	2.0	0.7	0.9	95.0	100.0
17.30	1.7	0.4	0.0	0.7	1.5	0.9	0.7	94.1	100.0
18.00	3.7	0.9	0.0	0.7	2.4	0.9	1.3	90.1	100.0
18.30	3.1	0.9	0.2	0.9	2.6	1.1	0.9	90.3	100.0
19.00	2.8	1.7	0.0	3.1	2.4	0.4	1.3	88.2	100.0
19.30	7.2	4.8	0.0	1.5	2.8	0.2	1.8	81.6	100.0
20.00	25.0	3.7	0.0	1.5	5.7	0.6	1.1	62.2	100.0
20.30	23.7	4.2	0.2	4.8	15.0	1.1	2.6	48.3	100.0
21.00	14.5	3.3	0.0	8.8	18.3	1.1	5.7	48.3	100.0
21.30	9.9	2.4	0.0	10.3	19.8	0.6	6.2	50.7	100.0
22.00	6.4	1.3	0.0	8.8	18.7	0.6	6.2	58.0	100.0
22.30	2.9	0.4	0.0	6.0	13.5	0.9	4.6	71.8	100.0
23.00	0.7	0.2	0.0	2.2	8.2	0.4	2.9	85.5	100.0
23.30	0.7	0.0	0.0	0.9	2.9	0.4	1.3	93.8	100.0
AVERAGE	2.3	0.5	0.0	1.2	3.2	0.3	1.1	91.4	100.0
MAXIMUM	25.0	4.8	0.7	10.3	19.8	1.1	6.2	100.0	100.0

Note : Table is based on consolidated data recollected by respondents one (A) and two days (B) later respectively. Separate tables and charts are given in the Appendix.

TABLE 10.8 : TV AUDIENCE SHARE THURSDAY (A) & (B)									
TIME	(percent)								TOTALS
	TVM	SUP1	SMSH	RAI	BERLUS	OTHER	SAT/CAB	NONE	
00.00	0.3	0.0	0.0	0.0	0.6	0.3	0.0	98.7	100.0
00.30	0.3	0.0	0.0	0.0	0.3	0.3	0.0	99.0	100.0
01.00	0.3	0.0	0.0	0.0	0.0	0.3	0.0	99.3	100.0
01.30	0.3	0.0	0.0	0.0	0.0	0.3	0.0	99.3	100.0
02.00	0.0	0.0	0.0	0.0	0.0	0.3	0.0	99.7	100.0
02.30	0.0	0.0	0.3	0.0	0.0	0.0	0.0	99.7	100.0
03.00	0.0	0.0	0.0	0.0	0.0	0.0	0.0	100.0	100.0
03.30	0.0	0.0	0.0	0.0	0.0	0.0	0.0	100.0	100.0
04.00	0.0	0.0	0.0	0.3	0.0	0.0	0.0	99.7	100.0
04.30	0.0	0.0	0.0	0.0	0.0	0.0	0.0	100.0	100.0
05.00	0.0	0.0	0.0	0.0	0.0	0.0	0.0	100.0	100.0
05.30	0.0	0.0	0.0	0.0	0.0	0.0	0.0	100.0	100.0
06.00	0.0	0.0	0.0	0.0	0.0	0.0	0.0	100.0	100.0
06.30	0.0	0.0	0.0	0.0	0.3	0.0	0.0	99.7	100.0
07.00	0.0	0.0	0.0	0.0	0.7	0.0	0.0	99.3	100.0
07.30	0.0	0.0	0.0	0.3	0.7	0.0	0.0	99.0	100.0
08.00	1.0	0.0	0.0	0.7	1.3	0.0	0.0	97.0	100.0
08.30	1.0	0.0	0.0	0.6	1.3	0.0	0.0	97.0	100.0
09.00	0.0	0.0	0.0	1.0	1.3	0.0	0.0	97.7	100.0
09.30	0.0	0.0	0.0	0.6	1.3	0.0	0.3	97.7	100.0
10.00	0.3	0.0	0.0	0.7	1.3	0.0	1.0	96.7	100.0
10.30	0.3	0.0	0.0	0.0	1.0	0.0	0.6	98.0	100.0
11.00	0.3	0.0	0.0	0.3	1.3	0.3	0.6	97.0	100.0
11.30	0.3	0.0	0.0	0.3	1.3	0.0	1.3	96.7	100.0
12.0	0.0	0.0	0.0	1.3	1.3	0.0	0.3	97.0	100.0
12.30	0.3	0.0	0.3	1.3	1.0	0.3	0.6	96.1	100.0
13.00	0.0	0.3	0.0	1.0	2.6	0.3	0.7	95.0	100.0
13.30	0.3	0.0	0.0	1.0	4.0	0.3	1.0	93.4	100.0
14.00	0.0	0.0	0.3	0.0	5.0	0.6	0.7	93.4	100.0
14.3	0.0	0.0	0.3	0.3	4.3	0.6	0.3	94.1	100.0
15.00	0.3	0.0	0.3	0.3	4.6	0.0	1.3	93.1	100.0
15.30	0.3	0.0	0.3	0.3	3.0	0.0	1.3	94.7	100.0
16.00	0.3	0.0	0.0	0.0	3.3	0.3	1.3	94.7	100.0
16.30	0.3	0.0	0.3	0.3	3.0	0.6	1.3	94.0	100.0
17.00	0.7	0.3	0.0	0.0	3.0	0.3	1.3	94.4	100.0
17.30	1.0	0.3	0.0	0.7	3.0	0.3	1.7	93.1	100.0
18.00	3.3	0.7	0.0	1.0	3.3	1.0	1.7	89.1	100.0
18.30	3.3	1.0	0.0	1.3	2.0	1.0	1.3	90.1	100.0
19.00	5.3	1.0	0.3	1.6	2.6	0.6	1.3	87.1	100.0
19.30	8.6	3.6	0.3	1.3	4.6	0.6	1.7	79.3	100.0
20.00	29.3	2.3	0.0	2.6	4.6	0.3	2.0	58.9	100.0
20.30	26.6	2.6	0.0	3.9	11.8	0.7	1.6	52.6	100.0
21.00	19.4	2.6	0.0	5.6	16.8	1.0	2.6	51.9	100.0
21.30	13.5	2.0	0.0	6.0	19.7	0.0	3.0	55.8	100.0
22.00	8.9	1.0	0.0	5.3	20.4	0.3	3.3	60.8	100.0
22.30	5.3	0.3	0.0	4.0	14.8	0.0	4.0	71.6	100.0
23.00	3.3	0.0	0.0	2.0	10.5	0.0	1.3	82.8	100.0
23.30	1.7	0.0	0.0	0.7	4.9	0.0	0.3	92.4	100.0
AVERAGE	2.8	0.4	0.1	1.0	3.5	0.2	0.8	91.2	100.0
MAXIMUM	29.3	3.6	0.3	6.0	20.4	1.0	4.0	100.0	100.0

Note : Table is based on consolidated data recollected by respondents one (A) and two days (B) later respectively. Separate tables and charts are given in the Appendix.

TABLE 10.9 : TV AUDIENCE SHARE - FRIDAY (A) & (B)									
(percent)									
TIME	TVM	SUP1	SMSH	RAI	BERLUS	OTHER	SAT/CAB	NONE	TOTALS
00.00	0.0	0.0	0.0	0.8	1.1	0.4	0.2	97.5	100.0
00.30	0.0	0.0	0.0	0.0	0.6	0.4	0.0	98.9	100.0
01.00	0.0	0.0	0.0	0.0	0.4	0.4	0.0	99.2	100.0
01.30	0.0	0.0	0.0	0.0	0.4	0.4	0.0	99.2	100.0
02.00	0.0	0.0	0.0	0.0	0.0	0.4	0.0	99.6	100.0
02.30	0.0	0.0	0.0	0.0	0.0	0.4	0.0	99.6	100.0
03.00	0.0	0.0	0.0	0.0	0.0	0.4	0.0	99.6	100.0
03.30	0.0	0.0	0.0	0.0	0.0	0.4	0.0	99.6	100.0
04.00	0.0	0.0	0.0	0.0	0.0	0.4	0.0	99.6	100.0
04.30	0.0	0.0	0.0	0.0	0.0	0.4	0.0	99.6	100.0
05.00	0.0	0.0	0.0	0.0	0.0	0.4	0.0	99.6	100.0
05.30	0.4	0.0	0.0	0.0	0.0	0.4	0.0	99.2	100.0
06.00	0.4	0.0	0.0	0.0	0.0	0.4	0.0	99.2	100.0
06.30	0.0	0.0	0.0	0.0	0.0	0.0	0.0	100.0	100.0
07.00	0.0	0.0	0.0	0.0	0.0	0.0	0.0	100.0	100.0
07.30	0.0	0.0	0.0	0.0	0.0	0.0	0.0	100.0	100.0
08.00	0.4	0.0	0.0	0.6	1.1	0.0	0.0	97.8	100.0
08.30	0.4	0.0	0.0	0.4	1.5	0.0	0.0	97.6	100.0
09.00	0.4	0.0	0.0	0.4	1.3	0.0	0.0	97.9	100.0
09.30	0.4	0.0	0.0	0.8	1.3	0.0	0.2	97.2	100.0
10.00	0.6	0.0	0.0	1.1	0.9	0.0	0.2	97.2	100.0
10.30	0.4	0.0	0.0	0.4	0.4	0.0	0.0	98.7	100.0
11.00	0.4	0.0	0.0	0.4	0.4	0.0	0.0	98.7	100.0
11.30	0.4	0.0	0.0	0.4	0.4	0.0	0.0	98.7	100.0
12.00	0.4	0.0	0.0	0.4	0.6	0.0	0.0	98.5	100.0
12.30	0.4	0.0	0.0	0.6	0.9	0.0	0.0	98.1	100.0
13.00	0.6	0.0	0.0	0.2	2.1	0.0	0.0	97.0	100.0
13.30	0.4	0.0	0.0	0.4	3.2	0.0	0.4	95.5	100.0
14.00	0.8	0.0	0.2	0.0	5.4	0.0	0.6	92.9	100.0
14.30	1.3	0.0	0.2	1.1	3.9	0.0	0.0	93.5	100.0
15.00	1.3	0.4	0.2	0.6	3.9	0.0	0.2	93.3	100.0
15.30	1.7	0.0	0.2	1.1	2.4	0.0	0.7	94.0	100.0
16.00	1.7	0.0	0.0	0.8	2.4	0.0	1.1	94.0	100.0
16.30	1.7	0.0	0.2	0.2	2.2	0.0	1.1	94.6	100.0
17.00	3.2	0.2	0.4	0.0	3.4	0.0	1.3	91.4	100.0
17.30	3.6	0.6	0.0	0.9	2.8	0.0	1.5	90.6	100.0
18.00	5.2	0.2	0.0	0.9	4.1	0.2	2.0	87.5	100.0
18.30	2.6	0.2	0.0	1.3	3.0	0.2	1.3	91.4	100.0
19.00	3.7	1.7	0.6	1.9	3.8	0.0	1.7	86.5	100.0
19.30	7.4	2.8	0.6	0.9	3.5	0.0	1.7	83.2	100.0
20.00	21.8	1.7	0.4	0.9	6.6	0.0	1.5	67.0	100.0
20.30	17.9	3.2	0.8	4.3	13.5	0.2	1.9	58.1	100.0
21.00	12.6	2.4	0.8	4.6	16.1	0.4	2.2	60.9	100.0
21.30	7.4	2.2	0.8	4.6	17.2	0.0	2.2	65.6	100.0
22.00	5.5	1.7	0.8	3.5	18.1	0.2	2.6	67.6	100.0
22.30	2.6	0.6	0.8	3.3	13.4	0.0	2.4	76.9	100.0
23.00	2.6	0.0	0.8	2.4	7.2	0.0	1.3	85.7	100.0
23.30	0.6	0.0	0.4	0.4	3.8	0.4	0.2	94.0	100.0
AVERAGE	2.3	0.4	0.2	0.8	3.2	0.2	0.6	92.3	100.0
MAXIMUM	21.8	3.2	0.8	4.6	18.1	0.4	2.6	100.0	100.0

Note : Table is based on consolidated data recollected by respondents one (A) and two days (B) later respectively. Separate tables and charts are given in the Appendix.

TABLE 10.10 TV AUDIENCE SHARE SATURDAY (A) & (B)									
TIME	(percent)							NONE	TOTALS
	TVM	SUP1	SMSH	RAI	BERLUS	OTHER	SAT/CAB		
00.00	0.3	0.0	0.0	0.3	0.6	0.3	0.0	98.4	100.0
00.30	0.3	0.0	0.0	0.3	0.3	0.3	0.0	98.7	100.0
01.00	0.0	0.0	0.0	0.3	0.3	0.3	0.3	98.7	100.0
01.30	1.9	0.0	0.0	0.3	1.9	0.0	0.3	95.6	100.0
02.00	0.0	0.0	0.0	0.0	0.0	0.0	0.0	100.0	100.0
02.30	0.0	0.0	0.0	0.0	0.0	0.0	0.0	100.0	100.0
03.00	0.0	0.0	0.0	0.0	0.0	0.0	0.0	100.0	100.0
03.30	0.0	0.0	0.0	0.0	0.0	0.0	0.0	100.0	100.0
04.00	0.0	0.0	0.0	0.0	0.0	0.0	0.0	100.0	100.0
04.30	0.0	0.0	0.0	0.0	0.0	0.0	0.0	100.0	100.0
05.00	0.0	0.0	0.0	0.0	0.0	0.3	0.0	99.7	100.0
05.30	0.0	0.0	0.0	0.0	0.0	0.3	0.0	99.7	100.0
06.00	0.0	0.0	0.0	0.0	0.0	0.0	0.0	100.0	100.0
06.30	0.0	0.0	0.0	0.0	0.0	0.0	0.0	100.0	100.0
07.00	0.3	0.0	0.0	0.0	0.0	0.0	0.0	99.7	100.0
07.30	0.3	0.0	0.0	0.0	0.0	0.0	0.0	99.7	100.0
08.00	1.3	0.0	0.0	0.0	0.3	0.0	0.0	98.4	100.0
08.30	0.0	0.3	0.0	0.0	0.9	0.0	0.0	98.8	100.0
09.00	0.3	0.0	0.0	0.0	0.9	0.0	0.0	98.8	100.0
09.30	0.3	0.0	0.0	0.3	0.9	0.3	0.0	98.1	100.0
10.00	0.6	0.0	0.0	0.3	0.9	0.3	0.0	97.8	100.0
10.30	0.3	0.3	0.0	0.3	1.2	0.3	0.0	97.5	100.0
11.00	0.0	0.0	0.3	0.9	1.2	0.0	0.0	97.5	100.0
11.30	0.3	0.0	0.0	0.9	0.9	0.0	0.0	97.8	100.0
12.00	0.3	0.0	0.0	0.9	1.9	0.0	0.0	96.9	100.0
12.30	0.6	0.0	0.0	0.9	1.9	0.3	0.6	95.6	100.0
13.00	1.3	0.0	0.0	1.9	2.2	0.3	0.3	94.1	100.0
13.30	3.1	0.0	0.3	0.9	1.9	0.0	0.9	92.8	100.0
14.00	6.6	0.0	0.3	0.3	4.4	0.0	0.9	87.5	100.0
14.30	3.4	0.0	0.3	0.6	3.1	0.3	0.0	92.3	100.0
15.00	6.2	0.0	0.3	0.0	5.0	0.0	0.6	87.9	100.0
15.30	4.4	0.3	0.6	0.0	4.0	0.0	0.9	89.7	100.0
16.00	3.4	0.3	0.6	0.0	4.0	0.0	1.6	90.0	100.0
16.30	3.1	0.3	0.3	0.3	3.7	0.0	1.9	90.3	100.0
17.00	2.8	0.3	0.3	0.3	2.5	0.0	1.9	91.9	100.0
17.30	2.8	0.0	0.3	0.6	2.2	0.0	1.6	92.5	100.0
18.00	4.7	0.3	0.3	0.9	4.7	0.0	0.9	88.1	100.0
18.30	3.1	0.3	0.0	0.6	5.6	0.3	0.3	89.7	100.0
19.00	3.1	1.3	0.0	1.3	5.6	0.6	0.6	87.5	100.0
19.30	6.3	1.9	0.3	0.9	5.6	0.6	0.3	84.1	100.0
20.00	14.7	1.9	0.0	3.8	6.6	0.6	0.9	71.5	100.0
20.30	14.4	2.5	0.3	7.8	11.3	0.6	1.6	61.5	100.0
21.00	7.5	1.2	0.6	8.5	12.8	0.6	2.2	66.5	100.0
21.30	5.3	1.3	0.9	6.9	12.2	0.9	2.2	70.3	100.0
22.00	3.8	1.3	0.9	9.1	8.8	0.6	2.2	73.4	100.0
22.30	2.2	0.3	0.3	6.6	6.3	0.6	2.2	81.5	100.0
23.00	0.9	0.6	0.3	4.1	6.0	0.3	1.9	85.9	100.0
23.30	1.3	0.0	0.0	2.2	4.7	0.3	0.9	90.6	100.0
AVERAGE	2.3	0.3	0.2	1.3	2.9	0.2	0.6	92.2	100.0
MAXIMUM	14.7	2.5	0.9	9.1	12.8	0.9	2.2	100.0	100.0

Note: Table is based on consolidated data recollected by respondents one (A) and two days (B) later respectively. Separate tables and charts are given in the Appendix.

TABLE 10.11 : TV AUDIENCE SHARE: SUNDAY (A) & (B)									
(percent)									
TIME	TVM	SUP1	SMSH	RAI	BERLUS	OTHER	SAT/CAB	NONE	TOTALS
00.00	0.0	0.0	0.0	0.0	0.3	0.0	0.3	99.4	100.0
00.30	0.0	0.0	0.0	0.0	0.3	0.0	0.0	99.7	100.0
01.00	0.0	0.0	0.0	0.0	0.0	0.0	0.0	100.0	100.0
01.30	0.0	0.0	0.0	0.3	0.0	0.0	0.0	99.7	100.0
02.00	0.0	0.0	0.0	0.3	0.0	0.0	0.0	99.7	100.0
02.30	0.0	0.0	0.0	0.3	0.0	0.0	0.0	99.7	100.0
03.00	0.3	0.0	0.0	0.3	0.0	0.0	0.3	99.1	100.0
03.30	0.3	0.0	0.0	0.3	0.0	0.0	0.3	99.1	100.0
04.00	0.3	0.0	0.0	0.3	0.0	0.0	0.0	99.4	100.0
04.30	0.3	0.0	0.0	0.3	0.0	0.0	0.0	99.4	100.0
05.00	0.3	0.0	0.0	0.3	0.0	0.0	0.0	99.4	100.0
05.30	0.0	0.0	0.0	0.3	0.0	0.0	0.3	99.4	100.0
06.00	0.0	0.0	0.0	0.3	0.0	0.0	0.6	99.1	100.0
06.30	0.0	0.0	0.0	0.0	0.0	0.0	0.9	99.1	100.0
07.00	0.0	0.0	0.0	0.3	0.3	0.0	0.6	98.7	100.0
07.30	0.0	0.0	0.0	0.0	0.6	0.0	0.3	99.1	100.0
08.00	0.0	0.0	0.0	0.3	0.3	0.0	0.9	98.4	100.0
08.30	0.0	0.0	0.0	0.0	0.9	0.0	0.6	98.4	100.0
09.00	0.6	0.0	0.0	0.3	0.9	0.0	0.3	97.8	100.0
09.30	1.2	0.0	0.0	0.3	0.9	0.0	0.3	97.2	100.0
10.00	1.9	0.0	0.0	0.0	0.9	0.0	0.3	96.9	100.0
10.30	1.6	0.0	0.0	0.0	0.9	0.0	0.3	97.2	100.0
11.00	0.9	0.0	0.0	0.9	0.6	0.0	0.3	97.2	100.0
11.30	0.6	0.0	0.0	0.9	0.9	0.0	0.3	97.2	100.0
12.00	0.9	0.0	0.0	1.6	0.9	0.0	0.3	96.2	100.0
12.30	0.3	0.6	0.0	1.6	1.2	0.0	0.3	95.9	100.0
13.00	0.6	0.9	0.0	2.5	1.2	0.0	0.6	94.1	100.0
13.30	1.6	0.9	0.0	1.9	1.2	0.0	0.3	94.1	100.0
14.00	1.6	1.6	0.0	3.1	2.8	0.3	0.3	90.3	100.0
14.30	1.6	1.6	0.0	2.8	2.8	0.0	0.3	90.9	100.0
15.00	1.9	1.6	0.0	3.1	3.1	0.0	0.3	90.0	100.0
15.30	1.6	1.6	0.0	2.2	3.1	0.0	0.6	90.9	100.0
16.00	1.2	1.3	0.0	2.2	2.5	0.3	1.0	91.5	100.0
16.30	0.9	1.6	0.0	2.2	3.1	0.3	1.0	90.9	100.0
17.00	1.3	1.9	0.0	1.2	3.4	0.0	1.3	90.9	100.0
17.30	1.3	1.9	0.0	1.9	3.7	0.0	1.3	90.0	100.0
18.00	4.1	1.3	0.3	3.4	5.0	0.0	1.3	84.7	100.0
18.30	3.4	0.9	0.0	3.1	4.7	0.0	1.3	86.6	100.0
19.00	4.4	0.9	0.0	3.4	5.0	0.0	1.9	84.4	100.0
19.30	10.3	0.9	0.3	2.2	4.1	0.3	1.6	80.3	100.0
20.00	20.1	0.6	0.0	2.8	4.1	0.3	1.6	70.5	100.0
20.30	24.2	1.2	0.3	3.4	6.3	0.9	2.5	61.1	100.0
21.00	26.9	1.2	0.0	4.4	8.2	0.9	3.2	55.2	100.0
21.30	22.8	1.3	0.3	3.1	8.8	1.6	2.9	59.2	100.0
22.00	17.8	0.9	0.0	3.4	9.7	1.6	2.5	64.0	100.0
22.30	3.8	0.6	0.0	2.5	7.5	1.9	1.9	81.9	100.0
23.00	1.9	0.0	0.0	2.2	5.6	1.2	1.2	87.8	100.0
23.30	0.0	0.3	0.0	1.5	1.6	0.3	0.9	95.3	100.0
AVERAGE	3.4	0.5	0.0	1.4	2.2	0.2	0.8	91.4	100.0
MAXIMUM	26.9	1.9	0.3	4.4	9.7	1.9	3.2	100.0	100.0

Note: Table is based on consolidated data recollected by respondents one (A) and two days (B) later respectively. Separate tables and charts are given in the Appendix.

CHART 10.3: TELEVISION AUDIENCE SHARES:
MONDAY

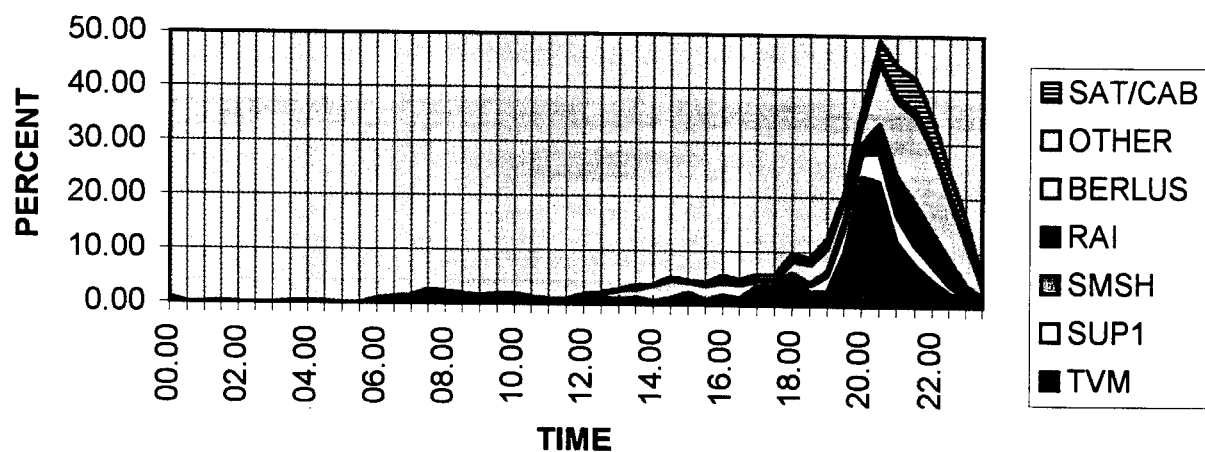


CHART 10.4: TELEVISION AUDIENCE SHARES:
TUESDAY

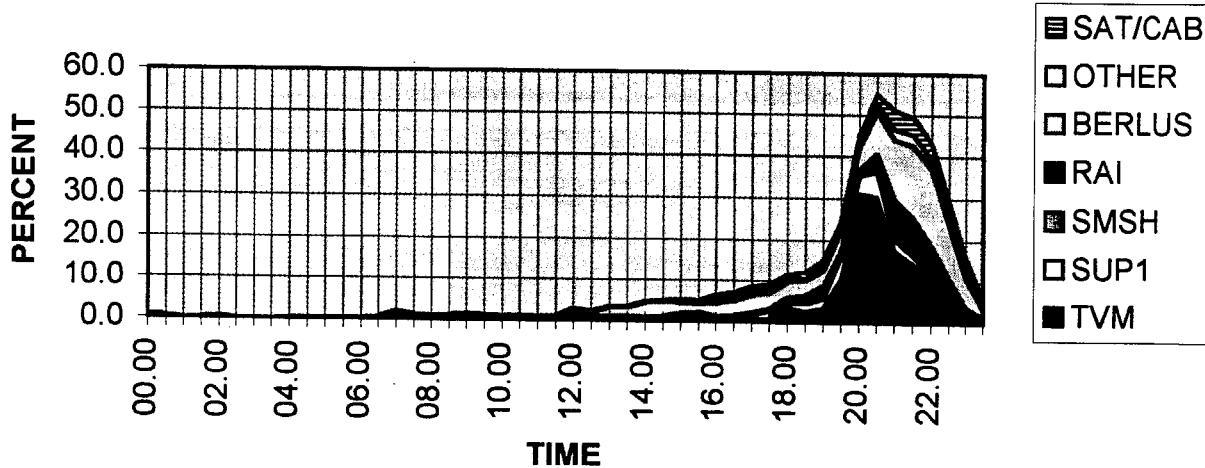


CHART 10.5: TELEVISION AUDIENCE SHARES:
WEDNESDAY

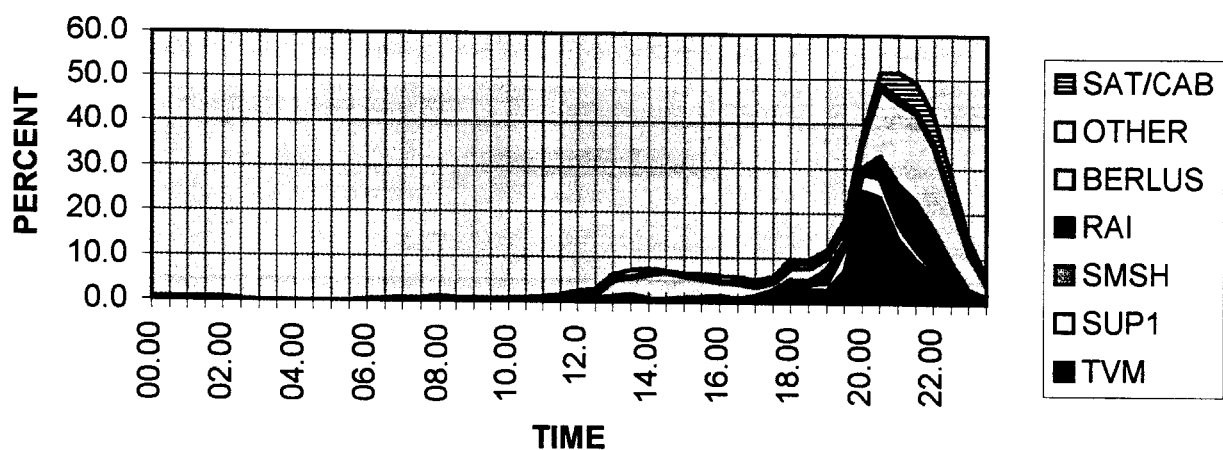


CHART 10.6: TELEVISION AUDIENCE SHARES:
THURSDAY

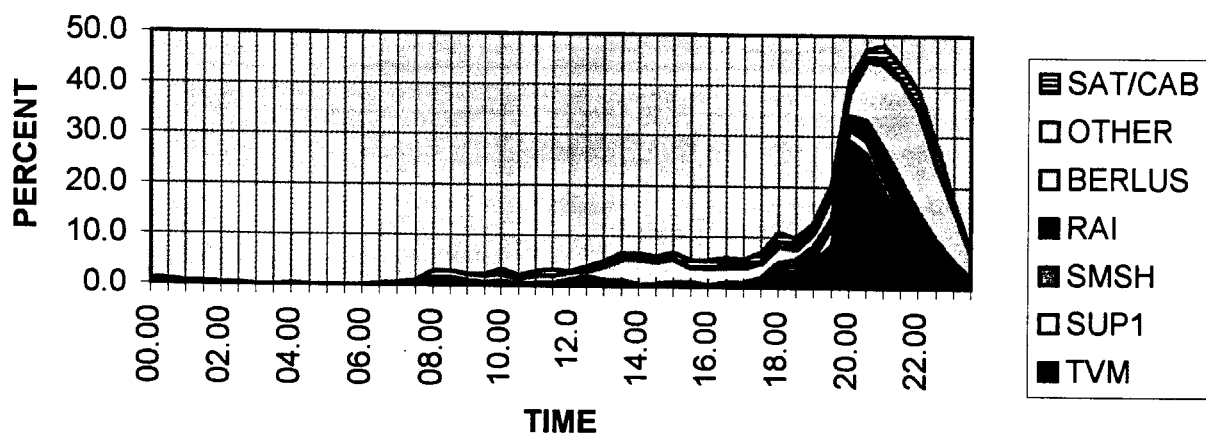


CHART 10.7: TELEVISION AUDIENCE SHARES:
FRIDAY

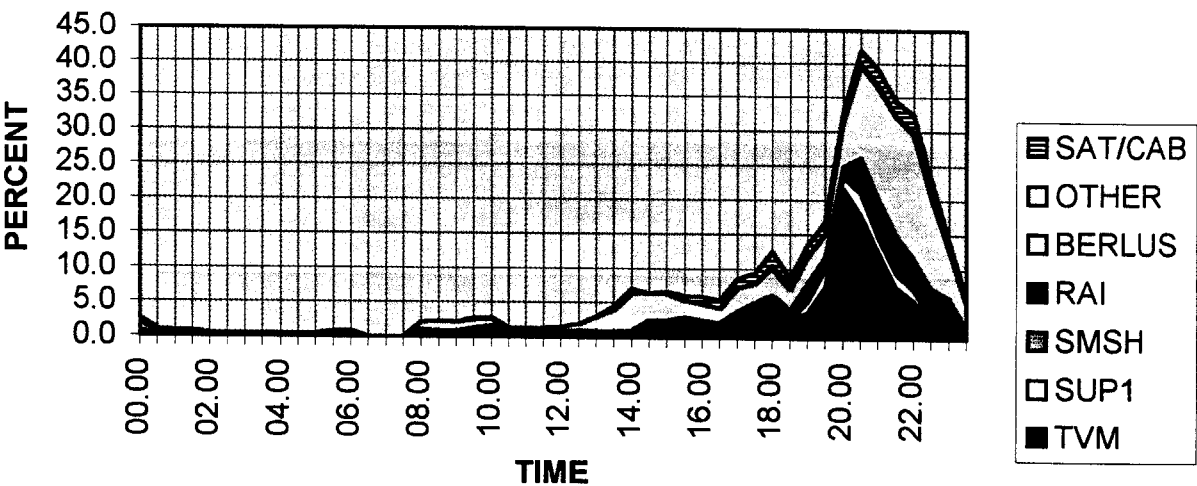
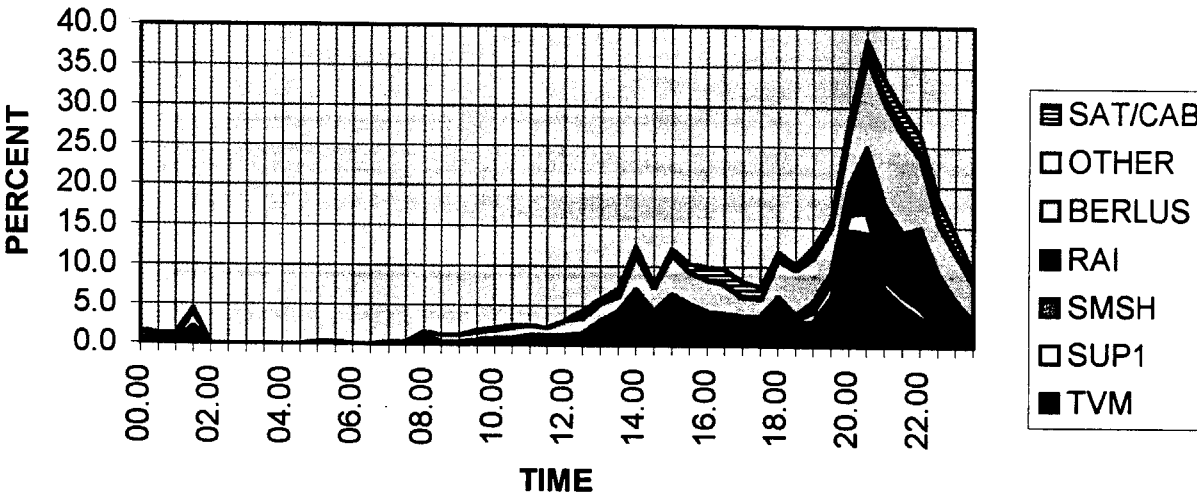
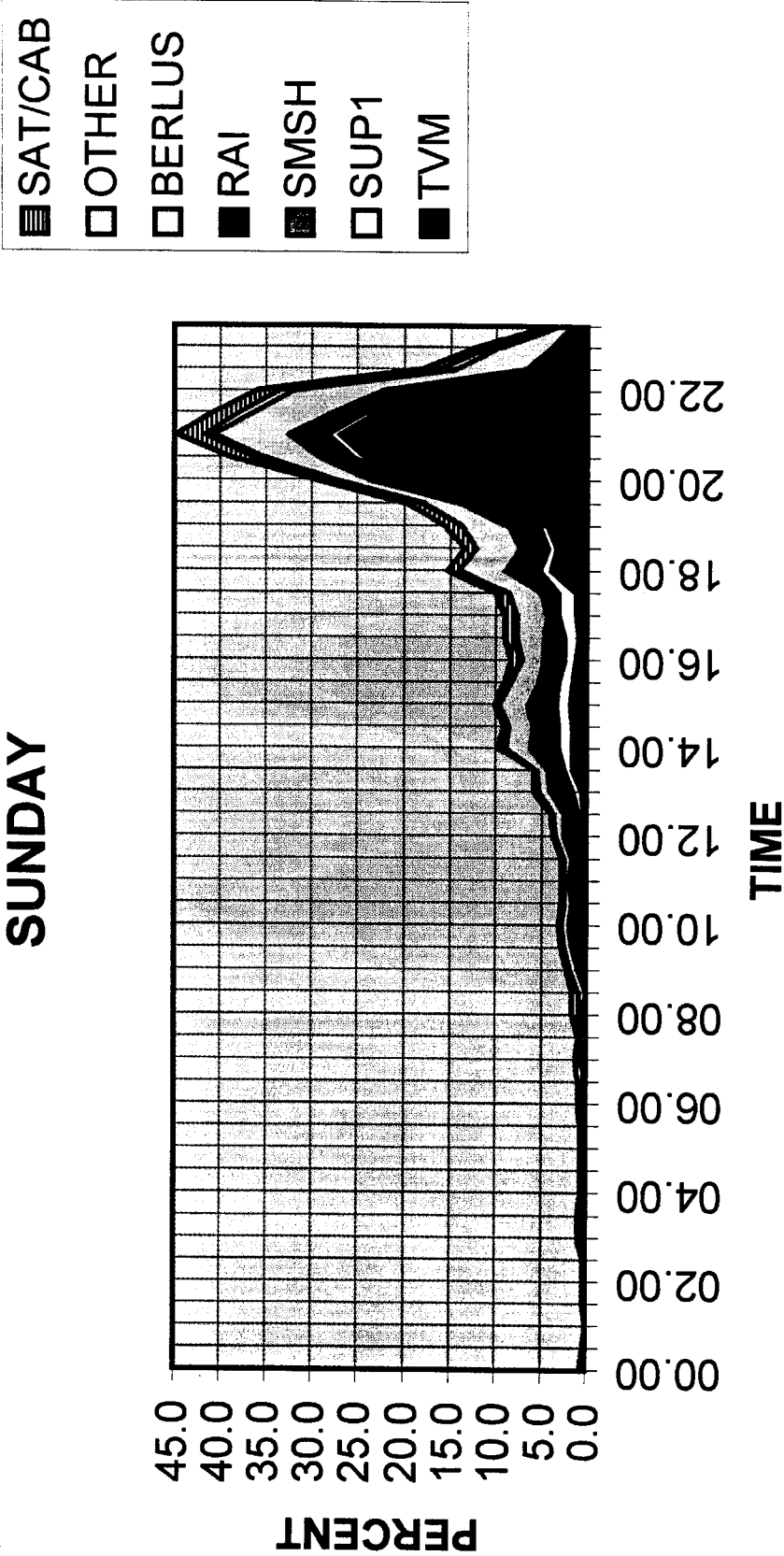


CHART 10.8: TELEVISION AUDIENCE SHARES:
SATURDAY



**CHART 10.9: TELEVISION AUDIENCE SHARES:
SUNDAY**



11. TOURISTS' LISTENING AND VIEWING PATTERNS

11.1 Introduction

This chapter examines the findings with regard to a small sample (100 respondents) undertaken purposely among tourists as requested in the brief prepared by the Broadcasting Authority. As reported elsewhere in this study, it is being suggested that future surveys would integrate this sub-sample through a specific strata within the overall national sample. As it is, this sample is useful for gauging overall listenership and viewing levels and preferences among tourists. Beyond that the actual viewing data on half-hour slots is based on such a small number, in most cases a handful, that they are not being included in the main report, since the statistical error margin is too large to be acceptable.

11.2 Sample Profile

The sample profile is shown in Table 11.1. The sample was evenly spread between the sexes, with an age distribution roughly close to the national sample. The occupational background was as varied as in the main sample with a slight under-representation of skilled and unskilled workers, and perhaps an over-representation of retired persons. Students and even the unemployed have been represented.

Table 11.1: Tourist Sample Profile

	MAL	FEMA	TOT	FOR
Overall	43.0	57.0	100.	100
14 - 17	50.0	50.0	100.	4
18 - 30	48.0	52.0	100.	25
31 - 50	43.2	56.8	100.	37
51 - 65	35.0	65.0	100.	20
65 +	42.9	57.1	100.	14
PROFESSNL/MANA	54.2	45.8	100.	24
WHITE COLLAR	50.0	50.0	100.	6
SALESPERSON	28.6	71.4	100.	7
SKILLED WORKER	63.6	36.4	100.	11
UNSKILLED	100.0	0.0	100.	2
A. FORCES/POLICE	100.0	0.0	100.	2
RETIRED	38.1	61.9	100.	21
UNEMPLOYED	25.0	75.0	100.	4
STUDENT	38.5	61.5	100.0	13.0
HOUSEWIFE	0.0	100.0	100.	9.0
(base=all)				

Since most of the tourists interviewed stayed in hotels, a high percentage (67 percent) had cable television service. The viewing which took place was mainly in the communal places of hotels or the sitting room of their apartments (54 percent). Another 42 percent watched television from their hotel room or apartment's bedroom. As for radio, most of the listening took place at their temporary residence (91 percent). Only a small minority listened in the car. About 6 percent, presumably visiting executives, listened to radio at their work place in Malta.

Table 11.2: AVAILABILITY OF CABLE SERVICE

CABLE SERVICE	PERCENT
YES	66.7
NO	33.3
Totals	100.0
Forms	51

TABLE 11.3: RADIO LISTENING LOCATION

LOCATION	PERCENT
HOME	91.4
WORK	5.7
CAR	2.9
(base=all radio listeners)	

TABLE 11.4: TELEVISION VIEWING LOCATION

LOCATION	PERCENT
SITTING	54.2
BEDROOM	41.7
OTHER	4.2
Totals	100.0
Forms (TV Viewers)	51.0

11.3 PREFERRED SOURCES OF NEWS

Tourists were asked the same question as in the national survey, regarding their preferred sources of news, both local and foreign. For local news radio took first preference (40 percent), while for foreign news television came top instead (43 percent). Newspapers came third in each case, but at 21 to 24 percent for local and foreign news respectively, still double the figure for the Maltese national sample.

Table 11.5: SOURCES OF NEWS

	LOCAL	FOREIGN
TELEVISION	32.8	42.9
RADIO	39.7	27.0
NEWSPAPER	20.7	23.8
OTHER	6.9	6.3
Totals	100.0	100.0

11.4 Listenership and Viewing Levels

Tables 11.6 presents the findings as to the percentage of tourists who have listened or watched radio and television respectively.. It can be seen that in view of the nature of the activity during the tourist's stay, radio and television exposure is relatively low, 43 percent for radio, and 52 percent for television,

TABLE 11.6: PERCENTAGE OF RADIO LISTENING AND TELEVISION VIEWING

	RADIO	TV
YES	42.9	51.5
NO	57.1	48.5
Total	100.0	100

Even so in spite of their constraints, the tourists who listened to radio or watched television showed familiarity with a number of stations. Table 11.7 and 11.8 present the preferences for radio and television stations respectively. This is done first as an overall preference for the station, followed by preference for stations by type of programme. The listing of the type of programmes is sorted in ascending order in terms of preferences.

As can be seen from the table, only five stations featured in the replies, with many not giving any preference. Island Sound Radio comes first place, with 36 percent of all radio listeners, followed at a lower level by Bay Radio, Radio Calypso and Radio 101. Smash Radio features in the programme preferences though not in the overall ranking..

Among the favourite programmes one finds music, followed by foreign and then local news, current affairs and sports. Other programmes, such as phone-ins, and cultural programmes feature too with regards to Island Sound Radio.

TABLE 11.7: STATION PREFERENCES BY PROGRAMME

	ISL	BAY	CALY	101	SM SH	NONE	Totals
STATION PREFERRED	35.7	7.1	7.1	4.8	0.0	45.2	100.0
MUSIC	45.2	11.9	7.1	0.0	2.4	31.0	100.0
FOREIGN NEWS	31.0	2.4	4.8	0.0	0.0	61.9	100.0
LOCAL NEWS	23.8	0.0	2.4	2.4	0.0	71.4	100.0
CURRENT AFFAIRS	16.7	0.0	0.0	2.4	0.0	81.0	100.0
SPORT	7.1	0.0	2.4	2.4	0.0	88.1	100.0
PHONE-INS	9.5	0.0	0.0	0.0	0.0	90.5	100.0
PERSONAL/HOME AFFAIRS	4.8	0.0	0.0	0.0	0.0	95.2	100.0
MONEY PROGRAMMES	2.4	0.0	0.0	0.0	0.0	97.6	100.0
CULTURAL PROGRAM	2.4	0.0	0.0	0.0	0.0	97.6	100.0
STORIES/DRAMA	2.4	0.0	0.0	0.0	0.0	97.6	100.0
RELIGIOUS PROG.	2.4	0.0	0.0	0.0	0.0	97.6	100.0

With regards to television viewing, the availability of cable, naturally puts satellite stations high on the list of the most favoured stations. Interestingly enough the sequence of preference is not significantly different from the national sample. Perhaps because of the preponderance of English speaking tourists, TVM comes second after satellite stations. The Italian stations follow next, though at a much lower preference level..

TABLE 11.8: CHANNEL PREFERENCE BY PROGRAMME

	SATELL	TVM	SUP1	RAI	BERLUS	NONE	SMSH	OTHER	No Answer	Totals
PREFERRED TV STATION	23.5	9.8	2.0	2.0	2.0	2.0	0.0	0.0	58.8	100.0
TV - FOREIGN NEWS	31.4	17.6	2.0	3.9	2.0	3.9	0.0	0.0	39.2	100.0
TV - SPORT	27.5	2.0	3.9	3.9	3.9	0.0	0.0	0.0	58.8	100.0
TV - WEATHER FORECAST	13.7	5.9	7.8	0.0	0.0	0.0	0.0	0.0	72.5	100.0
TV - LOCAL NEWS	9.8	13.7	0.0	0.0	2.0	2.0	0.0	0.0	72.5	100.0
TV - FEATURE FILMS	9.8	5.9	3.9	0.0	2.0	2.0	0.0	0.0	76.5	100.0
TV - SERIALS/SOAP OPERAS	2.0	5.9	2.0	0.0	0.0	2.0	0.0	0.0	88.2	100.0
TV - MUSIC VIDEO CLIPS	9.8	0.0	0.0	0.0	0.0	0.0	2.0	0.0	88.2	100.0
TV - DOCUMENTARIES	2.0	3.9	2.0	0.0	0.0	0.0	0.0	0.0	92.2	100.0
TV - SHOWS/GAMES	2.0	3.9	0.0	0.0	0.0	0.0	0.0	0.0	94.1	100.0
TV - CHILDREN'S PROG.	0.0	3.9	0.0	0.0	2.0	0.0	0.0	0.0	94.1	100.0
TV - CURRENT AFFAIRS	2.0	0.0	2.0	0.0	0.0	0.0	0.0	0.0	96.1	100.0
TV - DISCUSSIONS	0.0	3.9	0.0	0.0	0.0	0.0	0.0	0.0	96.1	100.0
TV - WOMEN'S PROGRAM.	0.0	2.0	0.0	2.0	0.0	0.0	0.0	0.0	96.1	100.0
TV - ART & CULTURE	0.0	2.0	0.0	0.0	0.0	0.0	0.0	0.0	98.0	100.0
TV - RELIGIOUS PROG.	0.0	2.0	0.0	0.0	0.0	0.0	0.0	0.0	98.0	100.0
TV - MONEY PROGRAMMES	2.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	98.0	100.0
TV - SERIALS/SOAP OPERAS	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	100.0	100.0
TV - PLAYS	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	100.0	100.0

11.5 Conclusion

In this chapter the tourists have been amply described, through their radio listening and television viewing activity, even though within the limits of a small sample. The average tourist is here to relax, so the listening and viewing hours are shorter. Where the radio or television service is available, it is used modestly, and selectivity for certain types of programmes follows a pattern which is no different from those of the local residents. As is expected foreign stations, where these are available will take first preference. However, any service given by our local stations to our visitors has been shown to be most welcome and appreciated.

Appendix:

Questionnaire

BROADCASTING AUTHORITY AUDIENCE SURVEY 1995

A1 DAY OF INTERVIEW 0 0 0 0 0 0 0

SUNDAY
MONDAY
TUESDAY
WEDNESDAY
THURSDAY
FRIDAY
SATURDAY

A2 AGE BRACKET 0 0 0 0 0

14-17
18-30
31-50
51-65
65+

MALE FEMALE

A3 SEX 0 0

A4 ECONOMIC ACTIVITY

- | | |
|--|---|
| <input type="checkbox"/> PROFESSIONAL/MANAGERIAL | <input type="checkbox"/> ARMED FORCES/POLIC |
| <input type="checkbox"/> WHITE COLLAR WORKER | <input type="checkbox"/> RETIRED |
| <input type="checkbox"/> SALESPERSON | <input type="checkbox"/> UNEMPLOYED |
| <input type="checkbox"/> SKILLED WORKER | <input type="checkbox"/> STUDENT |
| <input type="checkbox"/> UNSKILLED WORKER | <input type="checkbox"/> HOUSEWIFE |

A5 SOCIO-ECONOMIC GROUP OF HOUSEHOLD HEAD

- ☐ AB - professional, managerial, administrative
- ☐ C1 - higher/clerical, supervisory, technicians, small bus own/maneger
- ☐ C2 - skilled manual worker
- ☐ DE - semi-skilled, unskilled, casual, social security

B1 L-AHBARIJ IET TA' MALTA, X'TIPPREFERI L-AKTAR?....LI (mark ONE only)

- | | |
|---|--|
| <input type="checkbox"/> TARAHO M FUQ IT-TELEVISION | <input type="checkbox"/> TISMAGHHOM MINN GHAND HADDIEHOR |
| <input type="checkbox"/> TISMAGHHOM FUQ IR-RADJU | |
| <input type="checkbox"/> TAQRAHOM FUQ IL-GAZZETTA | |

B2 U L-AHBARIJ IET TA' BARRA, X'TIPPREFERI L-AKTAR?....LI (mark ONE only)

- | | |
|---|--|
| <input type="checkbox"/> TARAHO M FUQ IT-TELEVISION | <input type="checkbox"/> TISMAGHHOM MINN GHAND HADDIEHOR |
| <input type="checkbox"/> TISMAGHHOM FUQ IR-RADJU | |
| <input type="checkbox"/> TAQRAHOM FUQ IL-GAZZETTA | |

IVA LE

B3 INTI TISIMGHU IR-RADJU? 0 0

(If NO go to section C.)

B4 JEKK IVA, FEJN TISIMGHU IR-RADJU?
(more than one allowed)

ID-DAR	IX- XOGHOL	FIL- KAROZZA
0	0	0

B5 FUQ LIEMA STAZZJON tar-Radju l-aktar li tippreferi tisma' DAWN IL-PROGRAMMI? (mark ONE)

	RM1	RM2	SUP1	101	BAY	CALY	ISL	LFM	MAS	RTK	SMSH	UNIV	MA NAFX
MUSIKA	0	0	0	0	0	0	0	0	0	0	0	0	0
DISKUSSJ/ PHONE-INS ..	0	0	0	0	0	0	0	0	0	0	0	0	0
SPORT	0	0	0	0	0	0	0	0	0	0	0	0	0
FLUS U BUSINESS ...	0	0	0	0	0	0	0	0	0	0	0	0	0
KULTURALI ..	0	0	0	0	0	0	0	0	0	0	0	0	0
SAHHA/ SBUHIJA/ DAR/LIGI	0	0	0	0	0	0	0	0	0	0	0	0	0
RELIGJUZI ..	0	0	0	0	0	0	0	0	0	0	0	0	0
NOVELLI U DRAMMI	0	0	0	0	0	0	0	0	0	0	0	0	0
PROGRAMMI GHAT-TFAL ..	0	0	0	0	0	0	0	0	0	0	0	0	0
AHBARIJET TA' MALTA ...	0	0	0	0	0	0	0	0	0	0	0	0	0
AHBARIJET TA' BARRA ..	0	0	0	0	0	0	0	0	0	0	0	0	0
ANALIZI TAL- AHBAR./C. AFFAIRS	0	0	0	0	0	0	0	0	0	0	0	0	0
B6 STAZZJON TAR-RADJU L- AKTAR IPREFERIT? (mark ONE only)	0	0	0	0	0	0	0	0	0	0	0	0	0

	MARRU L- QUDDIEM	MARRU LURA	BAQGHU L-ISTESS	MA NAFX
B7 F'DIK LI HI KWALITA' TAHSEB LI MIS-SENA L-OHRA L'HAWN L- ISTAZZJONIJIET TAR-RADJU?	0	0	0	0

B8 LIEMA STAZZJON TAR-RADJU THOSS LI HU L-AKTAR FAIR U BILANCJAT? (mark ONE only)

	RM1	RM2	SUP1	101	BAY	CALY	ISL	LFM	MAS	RTK	SMSH	UNIV	MA NAFX
FL-AHBARIJET	0	0	0	0	0	0	0	0	0	0	0	0	
FIL-PROGRAMMI													
L-OHRA	0	0	0	0	0	0	0	0	0	0	0	0	

B9 IL-BIERAH (semmi l-gurnata.....) F'LIEMA HIN KONT QED TISMA' IR-RADJU U XI STAZZJON KONT QED TISMA':

	RM1	RM2	SUP1	101	BAY	CALY	ISL	LFM	MAS	RTK	SMSH	UNIV
NOFS IL-LEJL .	0	0	0	0	0	0	0	0	0	0	0	0
00.30	0	0	0	0	0	0	0	0	0	0	0	0
01.00	0	0	0	0	0	0	0	0	0	0	0	0
01.30	0	0	0	0	0	0	0	0	0	0	0	0
02.00	0	0	0	0	0	0	0	0	0	0	0	0
02.30	0	0	0	0	0	0	0	0	0	0	0	0
03.00	0	0	0	0	0	0	0	0	0	0	0	0
03.30	0	0	0	0	0	0	0	0	0	0	0	0
04.00	0	0	0	0	0	0	0	0	0	0	0	0
04.30	0	0	0	0	0	0	0	0	0	0	0	0
05.00	0	0	0	0	0	0	0	0	0	0	0	0
05.30	0	0	0	0	0	0	0	0	0	0	0	0
06.00	0	0	0	0	0	0	0	0	0	0	0	0
06.30	0	0	0	0	0	0	0	0	0	0	0	0
07.00	0	0	0	0	0	0	0	0	0	0	0	0
07.30	0	0	0	0	0	0	0	0	0	0	0	0
08.00	0	0	0	0	0	0	0	0	0	0	0	0
08.30	0	0	0	0	0	0	0	0	0	0	0	0
09.00	0	0	0	0	0	0	0	0	0	0	0	0
09.30	0	0	0	0	0	0	0	0	0	0	0	0
10.00	0	0	0	0	0	0	0	0	0	0	0	0
10.30	0	0	0	0	0	0	0	0	0	0	0	0
11.00	0	0	0	0	0	0	0	0	0	0	0	0
11.30	0	0	0	0	0	0	0	0	0	0	0	0
NOFS IN-NHAR	0	0	0	0	0	0	0	0	0	0	0	0
12.30	0	0	0	0	0	0	0	0	0	0	0	0

	RM1	RM2	SUP1	101	BAY	CALY	ISL	LFM	MAS	RTK	SMSH	UNIV
13.00	0	0	0	0	0	0	0	0	0	0	0	0
13.30	0	0	0	0	0	0	0	0	0	0	0	0
14.00	0	0	0	0	0	0	0	0	0	0	0	0
01.30	0	0	0	0	0	0	0	0	0	0	0	0
15.00	0	0	0	0	0	0	0	0	0	0	0	0
15.30	0	0	0	0	0	0	0	0	0	0	0	0
16.00	0	0	0	0	0	0	0	0	0	0	0	0
16.30	0	0	0	0	0	0	0	0	0	0	0	0
17.00	0	0	0	0	0	0	0	0	0	0	0	0
17.30	0	0	0	0	0	0	0	0	0	0	0	0
18.00	0	0	0	0	0	0	0	0	0	0	0	0
18.30	0	0	0	0	0	0	0	0	0	0	0	0
19.00	0	0	0	0	0	0	0	0	0	0	0	0
19.30	0	0	0	0	0	0	0	0	0	0	0	0
20.00	0	0	0	0	0	0	0	0	0	0	0	0
20.30	0	0	0	0	0	0	0	0	0	0	0	0
21.00	0	0	0	0	0	0	0	0	0	0	0	0
21.30	0	0	0	0	0	0	0	0	0	0	0	0
22.00	0	0	0	0	0	0	0	0	0	0	0	0
22.30	0	0	0	0	0	0	0	0	0	0	0	0
23.00	0	0	0	0	0	0	0	0	0	0	0	0
23.30	0	0	0	0	0	0	0	0	0	0	0	0

B10 IL-BIERAH TLURA (semmi l-gurnata.....) F'LIEMA HIN KONT QED TISMA' IR-RADJU U XI STAZZJON KONT QED TISMA'?

	RM1	RM2	SUP1	101	BAY	CALY	ISL	LFM	MAS	RTK	SMSH	UNIV
NOFS IL-LEJL .	0	0	0	0	0	0	0	0	0	0	0	0
00.30	0	0	0	0	0	0	0	0	0	0	0	0
01.00	0	0	0	0	0	0	0	0	0	0	0	0
01.30	0	0	0	0	0	0	0	0	0	0	0	0
02.00	0	0	0	0	0	0	0	0	0	0	0	0
02.30	0	0	0	0	0	0	0	0	0	0	0	0
03.00	0	0	0	0	0	0	0	0	0	0	0	0
03.30	0	0	0	0	0	0	0	0	0	0	0	0

	RM1	RM2	SUP1	101	BAY	CALY	ISL	LFM	MAS	RTK	SMSH	UNIV
04.00	0	0	0	0	0	0	0	0	0	0	0	0
04.30	0	0	0	0	0	0	0	0	0	0	0	0
05.00	0	0	0	0	0	0	0	0	0	0	0	0
05.30	0	0	0	0	0	0	0	0	0	0	0	0
06.00	0	0	0	0	0	0	0	0	0	0	0	0
06.30	0	0	0	0	0	0	0	0	0	0	0	0
07.00	0	0	0	0	0	0	0	0	0	0	0	0
07.30	0	0	0	0	0	0	0	0	0	0	0	0
08.00	0	0	0	0	0	0	0	0	0	0	0	0
08.30	0	0	0	0	0	0	0	0	0	0	0	0
09.00	0	0	0	0	0	0	0	0	0	0	0	0
09.30	0	0	0	0	0	0	0	0	0	0	0	0
10.00	0	0	0	0	0	0	0	0	0	0	0	0
10.30	0	0	0	0	0	0	0	0	0	0	0	0
11.00	0	0	0	0	0	0	0	0	0	0	0	0
11.30	0	0	0	0	0	0	0	0	0	0	0	0
NOFS IN-NHAR	0	0	0	0	0	0	0	0	0	0	0	0
12.30	0	0	0	0	0	0	0	0	0	0	0	0
13.00	0	0	0	0	0	0	0	0	0	0	0	0
13.30	0	0	0	0	0	0	0	0	0	0	0	0
14.00	0	0	0	0	0	0	0	0	0	0	0	0
14.30	0	0	0	0	0	0	0	0	0	0	0	0
15.00	0	0	0	0	0	0	0	0	0	0	0	0
15.30	0	0	0	0	0	0	0	0	0	0	0	0
16.00	0	0	0	0	0	0	0	0	0	0	0	0
16.30	0	0	0	0	0	0	0	0	0	0	0	0
17.00	0	0	0	0	0	0	0	0	0	0	0	0
17.30	0	0	0	0	0	0	0	0	0	0	0	0
18.00	0	0	0	0	0	0	0	0	0	0	0	0
18.30	0	0	0	0	0	0	0	0	0	0	0	0
19.00	0	0	0	0	0	0	0	0	0	0	0	0
19.30	0	0	0	0	0	0	0	0	0	0	0	0
20.00	0	0	0	0	0	0	0	0	0	0	0	0
20.30	0	0	0	0	0	0	0	0	0	0	0	0
21.00	0	0	0	0	0	0	0	0	0	0	0	0

	<input type="checkbox"/> RM1	<input type="checkbox"/> RM2	<input type="checkbox"/> SUP1	<input type="checkbox"/> 101	<input type="checkbox"/> BAY	<input type="checkbox"/> CALY	<input type="checkbox"/> ISL	<input type="checkbox"/> LFM	<input type="checkbox"/> MAS	<input type="checkbox"/> RTK	<input type="checkbox"/> SSMH	<input type="checkbox"/> UNIV
21.30	0	0	0	0	0	0	0	0	0	0	0	0
22.00	0	0	0	0	0	0	0	0	0	0	0	0
22.30	0	0	0	0	0	0	0	0	0	0	0	0
23.00	0	0	0	0	0	0	0	0	0	0	0	0
23.30	0	0	0	0	0	0	0	0	0	0	0	0

IVA LE

C1 INTI TARA TELEVISION? 0 0

C2 FEJN L-AKTAR TARA TV? (mark ONE only)

- ☐ SITTING/LIVING ☐ KCINA ☐ POST IEHOR
☐ DINING ☐ BEDROOM

IVA LE

C3 ID-DAR GHANDA SERVIZZ TAL-CABLE TV? 0 0

C4 JEKK BLA CABLE IT-TV TIEGHEK JAQBAD

IVA LE

IT-TVM? 0 0

IS-SUPER 1? 0 0

C5 LIEMA STAZZJON TAHSEB HU L-AHJAR GHALL-...?
(mark ONE only)

	<input type="checkbox"/> TVM	<input type="checkbox"/> SUP1	<input type="checkbox"/> SSMH	<input type="checkbox"/> RAI	<input type="checkbox"/> BERLUS	<input type="checkbox"/> OHRA TALJ	<input type="checkbox"/> SATELL	<input type="checkbox"/> MA NAFX
AHBARIJET TA' MALTA	0	0	0	0	0	0	0	0
AHBARIJET TA' BARRA	0	0	0	0	0	0	0	0
SPORTS	0	0	0	0	0	0	0	0
TEMP	0	0	0	0	0	0	0	0
FEATURE FILMS	0	0	0	0	0	0	0	0
SERIALS/SOAP OPERAS	0	0	0	0	0	0	0	0
DOKUMENTARJI	0	0	0	0	0	0	0	0
CURRENT AFFAIRS	0	0	0	0	0	0	0	0
DISKUSSIONIJIET	0	0	0	0	0	0	0	0
QUIZES/GAME SHOWS/VARJETA	0	0	0	0	0	0	0	0
MUSIC VIDEO-CLIPS	0	0	0	0	0	0	0	0
PLAYS	0	0	0	0	0	0	0	0
ARTI U KULTURA	0	0	0	0	0	0	0	0

	TVM	SUP1	SMSH	RAI	BERLUS	OHRA TALJ	SATELL	MA NAFX
GHAL-MARA	0	0	0	0	0	0	0	0
GHAT-TFAL	0	0	0	0	0	0	0	0
RELIGJUZI	0	0	0	0	0	0	0	0
BUSINESS/FINANZI	0	0	0	0	0	0	0	0
C6 LIEMA STAZZJON TAT-TV								
TIPPREFERI L-AKTAR?	0	0	0	0	0	0	0	0

C7 TUL IS-SENA LI GHADDIET, TAHSEB LI TVM SAR?

- ☐ IKTAR FAIR U BILANCJAT
☐ INQAS FAIR U BILANCJAT
☐ BAQA L-ISTESS

C8 IL-BIERAH (semmi l-gurnata.... ..) F'LIEMA HIN KONT QED TARA IT-TELEVISION U XI STAZZJONIJIET KONT QED TARA?

	TVM	SUP1	SMSH	RAI	BERLUS	OHRA TAL	SATELL
NOFS IL-LEJL	0	0	0	0	0	0	0
00.30	0	0	0	0	0	0	0
01.00	0	0	0	0	0	0	0
01.30	0	0	0	0	0	0	0
02.00	0	0	0	0	0	0	0
02.30	0	0	0	0	0	0	0
03.00	0	0	0	0	0	0	0
03.30	0	0	0	0	0	0	0
04.00	0	0	0	0	0	0	0
04.30	0	0	0	0	0	0	0
05.00	0	0	0	0	0	0	0
05.30	0	0	0	0	0	0	0
06.00	0	0	0	0	0	0	0
06.30	0	0	0	0	0	0	0
07.00	0	0	0	0	0	0	0
07.30	0	0	0	0	0	0	0
08.00	0	0	0	0	0	0	0

	✓	✓	✓	✓	✓	✓	✓
	TVM	SUP1	SM5H	RAI	BERLUS	OHRA TAL	SATELL
08.30	0	0	0	0	0	0	0
09.00	0	0	0	0	0	0	0
09.30	0	0	0	0	0	0	0
10.00	0	0	0	0	0	0	0
10.30	0	0	0	0	0	0	0
11.00	0	0	0	0	0	0	0
11.30	0	0	0	0	0	0	0
NOFS IN-NHAR	0	0	0	0	0	0	0
12.30	0	0	0	0	0	0	0
13.00	0	0	0	0	0	0	0
13.30	0	0	0	0	0	0	0
14.00	0	0	0	0	0	0	0
01.30	0	0	0	0	0	0	0
15.00	0	0	0	0	0	0	0
15.30	0	0	0	0	0	0	0
16.00	0	0	0	0	0	0	0
16.30	0	0	0	0	0	0	0
17.00	0	0	0	0	0	0	0
17.30	0	0	0	0	0	0	0
18.00	0	0	0	0	0	0	0
18.30	0	0	0	0	0	0	0
19.00	0	0	0	0	0	0	0
19.30	0	0	0	0	0	0	0
20.00	0	0	0	0	0	0	0
20.30	0	0	0	0	0	0	0
21.00	0	0	0	0	0	0	0
21.30	0	0	0	0	0	0	0
22.00	0	0	0	0	0	0	0
22.30	0	0	0	0	0	0	0
23.00	0	0	0	0	0	0	0
23.30	0	0	0	0	0	0	0

C9 IL-BIERAH TLURA (semmi l-gurnata) F'LIEMA HIN KONT QED TARA IT-TELEVISION U XI STAZZJONIJIET KONT QED TARA?

	TVM	SUP1	SMSH	RAI	BERLUS	OHRA TAL	SATELL
NOFS IL-LEJL	0	0	0	0	0	0	0
00.30	0	0	0	0	0	0	0
01.00	0	0	0	0	0	0	0
01.30	0	0	0	0	0	0	0
02.00	0	0	0	0	0	0	0
02.30	0	0	0	0	0	0	0
03.00	0	0	0	0	0	0	0
03.30	0	0	0	0	0	0	0
04.00	0	0	0	0	0	0	0
04.30	0	0	0	0	0	0	0
05.00	0	0	0	0	0	0	0
05.30	0	0	0	0	0	0	0
06.00	0	0	0	0	0	0	0
06.30	0	0	0	0	0	0	0
07.00	0	0	0	0	0	0	0
07.30	0	0	0	0	0	0	0
08.00	0	0	0	0	0	0	0
08.30	0	0	0	0	0	0	0
09.00	0	0	0	0	0	0	0
09.30	0	0	0	0	0	0	0
10.00	0	0	0	0	0	0	0
10.30	0	0	0	0	0	0	0
11.00	0	0	0	0	0	0	0
11.30	0	0	0	0	0	0	0
NOFS IN-NHAR	0	0	0	0	0	0	0
12.30	0	0	0	0	0	0	0
13.00	0	0	0	0	0	0	0
13.30	0	0	0	0	0	0	0
14.00	0	0	0	0	0	0	0
14.30	0	0	0	0	0	0	0
15.00	0	0	0	0	0	0	0
15.30	0	0	0	0	0	0	0
16.00	0	0	0	0	0	0	0
16.30	0	0	0	0	0	0	0

	<input type="checkbox"/> TVM	<input type="checkbox"/> SUP1	<input type="checkbox"/> SMSH	<input type="checkbox"/> RAI	<input type="checkbox"/> BERLUS	<input type="checkbox"/> OHRA TAL	<input type="checkbox"/> SATELL
17.00	0	0	0	0	0	0	0
17.30	0	0	0	0	0	0	0
18.00	0	0	0	0	0	0	0
18.30	0	0	0	0	0	0	0
19.00	0	0	0	0	0	0	0
19.30	0	0	0	0	0	0	0
20.00	0	0	0	0	0	0	0
20.30	0	0	0	0	0	0	0
21.00	0	0	0	0	0	0	0
21.30	0	0	0	0	0	0	0
22.00	0	0	0	0	0	0	0
22.30	0	0	0	0	0	0	0
23.00	0	0	0	0	0	0	0
23.30	0	0	0	0	0	0	0

C10 INTI SSEGWIHOM IL-PROGRAMMI POLITICI TAL-AWTORITA' TAX-XANDIR?
 ☐ DEJEM
 ☐ KULTANT
 ☐ QATT

C11 MILL-ESPERJENZA PERSONALI TIEGHEK MINN TAHSEB HI L-PERSUNA LI GHANDHA L-AKTAR INFLUENZA FIL-FAMILJA BIEK TIDDECIDI X' TV CHANNEL JINTAGHZEL? (ONE only)

IR-RAGEL	IL-MARA	IT-TFAL
0	0	0

C12 HEMM XI PROGRAMMI GODDA LI TIXTIEQ LI JINTWEREW FUQ IT-TELEVISION JEW JINSTEMGHU FUQ IR-RADJU?

TV.....

RADJU.....

INTERVIEWER'S INITIALS