

A U D I E N C E R E S E A R C H
- T E C N I C A L R E P O R T -



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A U D I E N C E R E S E A R C H
- T E C N I C A L R E P O R T -

Research Dated : January 1993

Report Dated : February 1993

Client : Broadcasting Authority
National Road,
Blata-1-Bajda.

A M I S C O I N T E R N A T I O N A L R E P O R T

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1. RESEARCH OBJECTIVES

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



2.

REPORT OBJECTIVES

2.1.

The objective of this report is to outline in detail the methodology adopted in conducting this survey.



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3. THE SAMPLE

- 3.1. The survey was undertaken among 700 residents living in Malta and Gozo aged 14 years and over. The only exclusions were of persons living in an institution at the time of the survey and tourists.
- 3.2. Interviewing was carried out face to face in the respondents' homes according to a quota representative of the age and sex of the Maltese population.
- 3.3. The questionnaire on which the project was based was designed by MISCO International and approved by clients.
- 3.4. For the purposes of selecting the fieldwork areas, all the streets in the different localities in Malta and Gozo were grouped in blocks made up of around 1000 residents aged 18 years and over. The total number of blocks is 260.
- 3.5. Twenty-five blocks were then randomly selected from the localities which were divided according to the six regions adopted by official publications. These six regions are the Inner Harbour Region, Outer Harbour Region, South Eastern Region, Western Region, Northern Region and Gozo and Comino.
- 3.6. The number of blocks selected from each region was representative of the population in that region, according to the latest edition of the Demographic Review, 1989.

3.7. The number of blocks selected in each region was as follows :

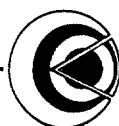
Region I	:	7 blocks
Region II	:	7 blocks
Region III	:	3 blocks
Region IV	:	3 blocks
Region V	:	3 blocks
Region VI	:	2 blocks

25

3.8. The selection of the 25 blocks was made in agreement with the consultant appointed by the Broadcasting Authority, for the purpose of this survey, Prof. A. Buhagiar.

3.9. The method used was based on the generation of a random number which was multiplied by the number of blocks in that region. The resultant whole number was matched to the nth block appearing on a list making up the entire region. The random number workings are reproduced in Annex I together with the street names making up each block.

3.10. Interviewers then followed a random walk system in the streets making up the selected block on the basis of a quota assigned to them.



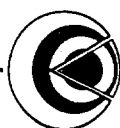
NISCO

- 3.11. Apart from an overall quota, each interviewer was presented with a daily quota, in such a way as to ensure, as far as possible, that the daily interviews are also representative of the overall population in terms of age and sex.
- 3.12. During fieldwork a minor deviation from the quota was registered. In the Birkirkara 11 block, a female aged 65 years and over was interviewed instead of a female aged 55-64 years. This deviation from the sample planned was identified at coding stage and it occurred on Monday 18 January. Apart from this deviation the achieved quota fits in with that planned.



4. INTERVIEWING STAFF AND DATA COLLECTION

- 4.1. Twenty three interviewers participated in the project. All interviewers were selected from MISCO's pool of interviewers, who are in the main married, aged over 30, and have held jobs with a high content of contact with people. All have received an intensive four day training programme on recruitment.
- 4.2. All interviewers attended a briefing prior to initiating fieldwork. The briefing focussed on the purpose and method of the survey as well as an analysis and discussion on every single question in the questionnaire.
- 4.3. A back check by telephone and by letter was made by the supervisor on 15% of each interviewer's work, in order to ensure that the interviews took place according to the survey design and instructions.
- 4.4. All completed questionnaires were checked by the fieldwork supervisor prior to them being passed on for data processing. The computer analysis was entrusted to Messrs. Management Systems Ltd, Victoria, Gozo.
- 4.5. Fieldwork was undertaken between Tuesday 12 January 1993 and Monday 18 January 1993.



- 4.6. A total of 100 personal interviews per day were carried out covering radio listenership and television viewership of the previous day. Interviews were carried out both in the morning as well as the evenings.
- 4.7. Any respondents who happened to be foreign residents were given the opportunity to answer the questionnaire in English. This also applied in those cases where Maltese respondents preferred being interviewed in English.



5. MARGIN OF ERROR INDICATOR

5.1. The expected margin of error levels for the total sample and other sub-samples with 95% confidence limits is reproduced below :

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



6. SAMPLE STRUCTURE

6.1. The structure of the sample was as follows :-

a. By Age and Sex

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

b. By Sex

Males	-	48.6%
Females	-	51.4%

c. By Socio-Economic Category

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



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

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

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

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

d. By Activity of Respondent

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



ANNEX I

SELECTION OF LOCALITIES AND STREET NAMES

Region 1 : To Select 7 localities - Total Blocks in Region 72

Random No.

0.080 x 72 = 5th locality = COSPICUA 5
0.667 x 72 = 48th locality = SENGLEA 2
0.720 X 72 = 51st locality = SLIEMA 3
0.820 X 72 = 59th locality = SLIEMA 11
0.040 X 72 = 2nd locality = COSPICUA 2
0.624 X 72 = 44th locality = ST.LUCIA 1
0.344 X 72 = 24th locality = MARSA 1

Region 2 : To select 7 localities - Total Blocks in Region 73

Random No.

0.784 x 73 = 57th locality = ST.VENERA 6
0.144 X 73 = 10th locality = BIRKIRKARA 10
0.912 X 73 = 66th locality = ZABBAR 5
0.132 X 73 = 9th locality = BIRKIRKARA 9
0.836 X 73 = 61st locality = IARXIEN 5
0.707 X 73 = 51st locality = ST.JULIANS 8
0.128 X 73 = 9th locality = BIRKIRKARA 11

Region 3 : To select 3 localities - Total Blocks in Region 35

Random No.

0.784 x 35 = 27th locality = ZEJTUN 7
0.642 X 35 = 22nd locality = ZEJTUN 2
0.432 X 35 = 15th locality = M'XLOKK 2

Region 4 : To select 3 localities - Total blocks in Region 34

Random No.

0.712 x 34 = 24th locality = SIGGIEWI 3
0.132 X 34 = 4th locality = ATTARD 4
0.416 X 34 = 14th locality = RABAT 3

Region 5 : To select 3 localities - Total Blocks in Region 27

Random No.

0.288 x 27 = 7th locality = MGARR 1
0.624 X 27 = 16th locality = MOSTA 9
0.888 X 27 = 23rd locality = ST.PAUL'S BAY 2

Region 6 - To select 2 localities - Total Blocks in Region 19

Random No.

0.888 x 19 = 16th locality = XAGHRA 3
0.267 X 19 = 5th locality = MUNXAR/ST.LAWRENZ/XLENDI

BORMLA — 5

Triq Santa Margherita

Triq Santa Marija

Sqaq Santa Teresa

Triq Sofija

Sqaq Srejdek

Triq it-Tarzna

Sqaq It-Torri

Triq it-Turgien

Fuq Verdala

Triq Verdala

Triq Wigi Rosato

Sqaq Xandru

Triq Xandru

SENGLEA (ISLA) - 2

Triq San Giljan

Triq San Guzepp

Triq San Lawrenz

Triq San Mikiel

Triq San Pietru u San Pawl

Triq Sant'Anglu

Triq Sant'Anna

Triq Sant'Ursola

Triq Santa Katerina

Triq is-Sirena

Triq is-Sur

SLIEMA — 3

Triq Guze Ellul Mercer

Triq Guze Howard

Triq il-Hnejja

Triq Hughes Hallet

Triq l-Imrabat

Triq Karm Galea

Sqaq il-Karmnu

Triq il-Karmnu

Triq tal-Katidral

Triq il-Kbira

Triq Kent

SLIEMA - 11

Sqaq it-Torri

Triq it-Torri

Triq Viani

Triq Windsor

Ix-Xatt sa Numru 111

BORMLA — 2

Triq il-Guliermu
Telghat Hanover
Triq l-Immakulata
Triq l-Irlandizi
Sqaq L-Iskoccizi
Triq John Pace
Triq il-Kampnar
Triq tal-Karmnu
Triq il-Kewkba
Triq il-Konservatorju
Sqaq il-Kuncizzjoni
Triq il-Kuncizzjoni
Triq Ljun
Triq il-Madonna Tal-Grazzja
Triq Mariano Gerada
Triq Matty Grima
Triq il-Mithna u l-Bini tal-Gvern
Triq il-Mithna, Sqaq Nru 2
Triq Nelson
Triq Nelson Sqaq Nru 1
Sqaq L-Oratorju
Triq L-Oratorju

ST.LUCIA — 1

Triq l-Anzalur

Triq il-Begonia

Triq il-Bruka

Triq il-Bwieraq

Triq ic-Cikwejra

Triq ic-Cinerarja

Triq id-Dalja

Nusrag Dorell

Triq Dun A. Gambin

Triq Dun M.Mifsud

Triq il-Fortizza

Trqi il-Frezja

Triq il-Fuxa

Triq il-Gardenja

Ta' Garnaw, Limiti ta'

Trejqet il-GerANJI

Triq l-Ghansar

Triq Gheneb id-Dib

Triq l-Ghorghar

Triq il-Gibjun

Triq il-Gilju

Trejqet il-Gizimin

Triq il-Gjacinti

Post il-Gladjoli

Triq il-Gnien

Triq Guljetta Lopez

Triq Halib it-Tajr

Triq il-Hannewija

Triq Helen Buhagiar

MARSA

— 1

Sqaq L-Ajkla

triq Aldo Moro

Triq Antonio Doublet

Triq Ascot

Triq l-Assunta

Triq Azzopardi

Triq il-Bajjada

Triq Balbi

Il-Moll tal-Braken

Triq id-Dawl

Triq Derby

Triq Dicembru 13

Triq il-Farfett

Triq Fra Diegu

SANTA VENERA - 6

Triq San Guzepp

Triq San Pawl

Triq Sant'Elija

Misrah Santa Venera

Triq Santa Venera

Triq is-Soll

Triq it-Turretta

Triq Vincenzo Bugeja

Triq Vivion

triq il-Vlontin

Triq il-Ward

Triq Wejter

Triq ix-Xarretta

Triq iz-Zonqor

Triq iz-Zugraga

B'KARA — 10

Notabile Road

Olaf Gollcher Street

Old Church Street

Old Railway Road

Our Lady of Pompei Street

Triq il-Papa Gwanni Pawlu I

Ta' Paris

ZABBAR — 5

Triq il-Kbira Sqaqien Nru 1 sa 4

Triq il-Kittien

Sqaq il-Knisja

Triq Il-Knisja

Triq il-Knisja Sqaqien Nur 1 sa 5

Triq il-Krexxun

Triq il-Kunvent

Triq tal-Labour

Sqaq Lajri

Triq ta' Lanza

Triq Latmija

Triq Leli tabone

Triq il-lembija

Triq Lia

Triq il-Liftija

Sqaq il-Lunzjata

Triq il-Madaffa

Misrah tal-Madonna Medjatrici

B'KARA - 9

Triq Manoel Vilhena

Marku Falzun Street

Matluwa Lane

Triq il-Melitella

Mgr.Alfred Mifsud Street

Mgr.Guzeppi Depiro Street

Mill Street

Mnajjar Street

Mohli Lane

Mose Gatt Street

Triq Mro Guzeppi Camilleri

Msida Lane

Msida Street

Mules Lane

Triq N.Tomasucci

Nannuwa Lane

Narrow Street

Naxxar Road

TARXIEN - 5

Triq Santu Wistin

Triq Ta' Sardinja

Trejqa ta' Simmons

Vjal Simmons

Sqaqien Simmons Nru 1 u 2

Triq is-Sorijiet

Misrah tas-Suq

Sqaqien is-Suq Nru 1 u 2

Triq it-Tamal

Triq it-Tarzna

Triq Temi Zammit

Triq It-Tempji Neolitici

Sqaq ir-Tramuntana

Triq Valerio Vigorelli

Triq il-Witja

Triq Xintill

Sqaqien Xintill Nru 1 2 u 3

Triq iz-Zejtun

ST.JULIANS - 8

Triq l-Ilma

Triq l-Ilqugh

Triq l-Imghazel

Triq l-Ispiera

Triq il-Ktajjen

Triq il-Marbat

Triq il-Migbed

Triq il-Molletta

Triq il-Qasam

Triq ir-Ronkun

Triq is-Sejjieh

Triaq is-Sidra

Triq is-Sirk

Triq is-Swieqi

Triq Gdida fi Triq is-Swieqi

Triq it-Tiben

Triq il-Wasliet

B'KARA — 11

Paris Street

Triq Patri Delia

Triq il-Plejju

Pope John XXIII Street

Pope Pius XII Street

Pope Urbanus VIII Street

Triq il-Qannic

Tal-Qasbi, Farmhouses

Qniezah Lane,

Qormi Road

Qrejzu Square

Railway Square

Rajzi Lane

Rigu Alley

Rigu Street

Triq S.Sommier

Sabella Lane

Sacred Heart Street

Triq Salvu Psaila

ZEJTUN

— 7

Triq Gdida fi Triq San Klement

Sqaq San Lawrenz

Triq San Lucjan

Triq San Mikiel

Triq San Pawl

Triq San Pietru

Triq San Piju X

Triq San Porfirju

Sqaq San Publiju

Sqaq San Vitor

Triq Sant'Agata

Sqaqien Sant'Agata Nru 1 u 2

Sqaq Sant'Anglu

Triq Sant'Anglu

Triq Sant'Antnin

Triq Sant'Emidju

Sqaq Sant'Isidoru

Triq Santa Cecilia

Triq Santa Fawstina

Triq Santa Katerina

Triq Santa Lucija

Misrah Santa Marija

Triq Santa Marija

ZEJTUN

— 2

Triq Dun Gwann Farrugia

Triq Dun Gwann Tabone

Triq Dun Mikiel Cassar

Triq Dun Spir Grixti

Triq id-Dwiemes

Triq il-Falkunier

Triq Felicia Abela

Triq il-Fieres

Triq il-Fossa tal-Qamh

Qasam ta' Ganza

Gebel ta' San Martin

Triq is-Salvatur

Triq San Frangisk

Triq San Guzepp

Triq San Piju V

Triq Sant'Andrija

Triq Sant'Antnin

Ttriq Santa Katerina

Triq Tas-Silg

Triq Strenju

Triq it-Torri

Triq il-Wilga

Triq ix-Xambekk

Triq Tax-Xerriek

Triq gdida fi Triq tax-Xerriek

Triq ix-Xini

Triq iz-Zejtun

Triq Gdida fi Triq iz-Zejtun

SIGGIEWI — 3

Triq in-Nirien

Triq tan-Nofs

Triq tan-Nofs Sqaqien Nru 1 sa 4

Wesghat il-Palazz

Triq il-Parrocca

Sqaqien il-Parrocca Nri 1 sa 3

Triq Patri Guzepp Delia

Triq Pawlu VI

Triq Pietru Felici

Triq Pietru Mallia

Triq Il-Profess Nerik Vassallo

Triq tal-Provvidenza

Sqaq il-Qajjied

Sqaq il-Qasir

Triq il-Qasira

Triq il-Qiegha

Triq Rami ja

Triq ir-Rebbiegha

Triq Gdida fi Triq ir-Rebbiegha

Triq Salvu Borg Olivier

Triq Salvu Corso

Triq San Gakbu

ATTARD — 4

Triq il-Pitkali

Triq il-Pitkali : Villa Cor Jesu

Triq il-Pitkali : Dar S.Katerina

Triq Gdida fi triq il-Pitkali

Triq il-Pjazzetta

Sqaqien il-Pjazzetta Nri 1 u 2

Triq il-Prinjoli

Triq il-Pruna

Triq il-Qamh

Triq il-Qarsajja

Triq il-Qiegha

Triq ir-Ruzzell

Triq is-Saghtrija

Trqi San Duminku

Sqaq Dan Duminku Nru 2

Triq San Pawl

Misrah Sant'Anna

Triq Sant'Anna

Qrib Sant'Anton

Triq Sant Anton

Triq Santa KaterinaTriq Santa Katerina - Kunvent

Triq Santa Marija

Triq is-Sienja

Triq is-Sieqja

Triq is-Sikka

Triq it-Tigan

Triq Tommaso Dingli

Triq it-Tullier

Triq Tumas Chetcuti

Triq Gdida fi Triq Tumas Chetcuti

Triq it-Tursin ir-Rih

Triq Victor Vassallo

Triq Gdida fi triq Victor Vassallo

Wied is-Sewda, Limiti ta'

Triq Wied ta' Rmiedi

Triq Xatbet l-Art

Triq ix-Xghir

Triq iz-Zaghfran

Triq iz-Zir

Triq iz-Zragen

RABAT — 3

Ghajn Klieb

Ghajn Tajtes, Limits of

Triq Ghar Barka

Ghemieri Farmhouses

Gheriexem Street,

Gheriexem Street, Govt. Bldgs.

Gheriexem Street, Alley No 1 to 4

Gnien Fires

Triq Gorg Borg Olivier

Triq Gorg Borg Olivier Sqaq Nur 1

Triq Guzepp Balzano

Guzman Navarra Street

Guzman Navarra Street Alley No 1

Triq had-Dingli

IMGARR — 1

L-Abatiġa limiti ta'

Triq l-Alwiza

Triq l-Amaroz

Triq l-Aruna

Ballut limiti ta'

Triq il-Banjijiet Rumani

Triq Barbara

Triq il-Bidniġa

Bingemma, Limiti ta'

Triq ic-Cagħaq

Bokka tac-Carcara, Limiti ta'

Triq id-Dakar

Triq Dun Edgar

Triq Fisher

Fomm ir-Rih, Limiti ta'

Triq il-Fuhhar l-Ahmar

Triq Gammari Camilleri

Triq il-Ganfra

Għajn Tuffieħa, limiti ta'

Triq l-Ghelejjel

Triq il-Gnejna

Triq Gnien id-Dwieli

Triq Gorg Zammit

Wesgħat il-Gublew u Sqaq Nru 1

Triq il-Hagrat

Tal-Hawlija, Limiti ta'

Triq l-Imgarr

L-Imgarr ta' Gewwa

Triq l-Imqades

L-Iskrivit, Limiti ta'

Triq l-Ispika

Triq il-Kbira

Triq il-Klin

Triq il-Kurat Chetcuti

Lippija, Limiti ta'

Triq il-Maghkuba

Triq Santa Margherita

Triq Gdida fi Triq Santa Margherita

Triq Santa Marija

Triq Santu Roccu

Triq is-Sghajtar

Sqaq is-Sghajtar Nru 2

Triq Gdida fi Triq is-Sghajtar

Triq is-snajja

Triq Stivala

Triq it-Tabib Chetcuti

Targa Gap

Trejjet it-Tin

Triq Tonna

Triq it-Torri

Sqaqien it-Torri Nur 1 u 2

ST. PAUL'S BAY - 2

Triq il-Kavalli

Triq il-Klamari

Triq il-Konventwali

Trejjet il-Kulpara

Kuplu Limits of

Triq il-Kurazza

Triq il-Lacci

Triq il-Lampuki

Triq Lascaris

Limbordin, Limits of

Marchesa Bugeja Street

Triq Martino De Redin

Triq il-maskli

Mistra Road

Mizieb Road

Triq Mons. Alf Mifsud

Mosta Road

New Street in Mosta Road

Triq il-Mulett

Triq in-Nakkri

Triq l-Oqbra Punici

Our Lady of Sorrows Street

Triq il-Paci

Triq il-Pagell

Palma limits of

Triq il-Papa Pawlu V
Parades Street
Parish Street
Pioneer Corps Road
Pioneer Corps Road Ownership Scheme
New Street off Pioneer Corps Road
Triq Piscopo Macedonia
Pwales Road
Triq il-Qalb ta' Gesu
Triq tal-Qarbuni
Qawra Road
Triq Raddet ir-Roti
Triq ir-Ramel
Triq Ramon Perellos
Ras il-Qawra
Ras il-Wied limits of
Resort Street
Triq ir-Ridott
Triq ir-Rizzi
Rock Cod Street
Triq is-Sajjied
Triq Salvatore Borg
Triq San Glormu
San Martin Road
Shipwrech Promenade
Triq is-Samar
Spring Street

St. Anthony Street

St. Aristarkus Street

St. Francis Street

St. George's Street

XAGHRA — 3

Triq tal-Masri

Triq il-Mithna

Triq Parisott

Triq Gdida fi Triq Parisott

Triq Patri Matthew Sultana

Triq Pergla

Triq San Guzepp

Triq Sant'Anton

Triq is-Sellum

Triq Srug

Triq it-Tigrija

Sqaq fi triq it-Tigrija

Sqaq Nru 1 fi triq it-Tigrija

Vjal it-Tmienja ta' Settembru

Triq it-Tmienja u Ghoxrin ta' April 1688

Triq Vestru

Pjazza Vittorja

MUNXAR / SAN LAWRENZ / XLENDI - 1

Triq Damasku

Triq Dun Alan Fenech

Sqaq Dun Mikiel Ang Spiteri

Triq Dun Spir Gauci

Triq l-Ghaxra ta' Frar

Triq l-Isqawi

Triq il-kalkara tal-Gir

Pjazza tal-Knisja

Triq Kolaci

Triq ta' Luvier

Triq il-Madonna tal-Karmnu

Triq Marziena

Triq Munxar

Triq Ras il-Bajjada

Triq ta' Rinota

Triq San Pawl

Triq Tarsu

Triq it-Tnax ta' Dicembru 1957

Sqaq Wied l-Ghawdxija

Triq Zghawri

XLENDI

Triq Atena

Triq l-Ghar ta' Karolina

Trejquet il-Madonna tal-Karmnu

Triq il-merkurju

Triq Gdida fi Triq il-Munxar

Triq Omeru

Triq il-Port

Triq Gdida fi Triq Qsajjam

Triq is-Sajjieda

Triq San Xmun

Triq Sant'Indrija

Triq is-Sienja

Triq ix-Xlendi

SAN LAWRENZ

Triq ta' Bieb il-Ghar

Triq ta' Cangura

Triq id-Duluri

Triq Dun Salv Portelli

Triq il-Gebbla tal-General

Triq Nicholas Monsarrat

Triq ir-Rokon

Triq San Lawrenz

Triq Santu Pietru

Triq it-Torri

Triq Wied Merill

Triq il-Wileg

ANNEX II =

The Questionnaire : Maltese Version

The Questionnaire : English version



MISCO

AUDIENCE RESEARCH QUESTIONNAIRE

Jiena _____ mill-MISCO International. Qeghdin naghmlu survey dwar ir-radju, u t-televisjoni. Jekk joghgbok tirrispondi ghal xi mistoqsijiet li ser naghmillek ?

S.1. Inti jew xi hadd mill-familja tieghek li jghix f'din id-dar jahdem jew tahdem f'xi jobs li ser naqralk ?

- 1. Riklamar (Advertising)
- 2. Gurnalizmu (Journalism)
- 3. Market Research
- 4. Radju
- 5. Television

-- THANK RESPONDENT AND TERMINATE INTERVIEW

- 6. Any other jobs -

CONTINUE WITH INTERVIEW

101. Qatt tisma r-radju dal-granet ?

- 1. Iva
- 2. Le GO TO Q.126

102. Liema stazzjon l-aktar li tiehu gost tisma' ? (MARK ONLY ONE)
(DO NOT PROMPT)

Preferred Station
Q.102

Radio Malta 1	1
Radio Malta 2	2
Radio One Live	3
Island Sound Radio	4
RTK	5
Bay Radio	6
Smash Radio	7
Radio Super 1	8
Radio 101	9
Other	10

103. Ghaliex tippreferi dan l-istazzjon ?

WRITE IN : _____

104. Liema stazzjonijiet tar-radju tisma regolarment, jigifieri tlett ijiem minn kull erba ghal nghidu ahna kwarta ? (CODE BELOW) (DO NOT PROMPT)

105. U liema tisma xi kultant biss ?

	<u>Regular Stations (Q.104)</u>	<u>Occasional Stations (Q.105)</u>
Radio Malta 1	1	1
Radio Malta 2	2	2
Radio One Live	3	3
Island Sound Radio	4	4
RTK	5	5
Bay Radio	6	6
Smash Radio	7	7
Radio Super 1	8	8
Radio 101	9	9
Other :	10	10

106. Liema gurnata l-ahhar li smajt ir-radju ?

1. It-Tnejn
2. It-Tlieta
3. L-Erbgha
4. Il-Hamis
5. Il-Gimgha
6. Is-Sibt
7. Il-Hadd

107. Kemm-il gurnata fil-gimgha normalment tisma r-radju ?

1. Kuljum
2. Sitt darbiet fil-gimgha
3. Hames darbiet fil-gimgha
4. Erba darbiet fil-gimgha
5. Tlett darbiet fil-gimgha
6. Darbtejn fil-gimgha
7. Darba fil-gimgha
8. Anqas minn darba fil-gimgha

108. Liema granet qghadt tisma' r-radju f'dawn l-ahhar sebat ijiem ?

1. Xejn
2. It-Tnejn
3. It-Tlieta
4. L-Erbgha
5. Il-Hamis
6. Il-Gimgha
7. Is-Sibt
8. Il-Hadd

109. Jekk niehdu l-bierah, qghadt tisma ir-radju, ghal mill-anqas hmistax il-minuta ?

1. Le - GO TO Q.111
2. IVA - ASK : Liema stazzjonijiet smajt ?
(CODE BELOW AND GO TO Q.110)

2. Radio Malta 1
 3. Radio Malta 2
 4. Radio One Live
 5. Island Sound Radio
 6. RTK
 7. Bay Radio
 8. Smash Radio
 9. Radio Super 1
 10. Radio 101
 11. Other : WRITE IN : _____
-

SHOW CARD A

110. F'liema hin tal-gurnata qghadt tisma r-radju ghal mill-anqas hmistax il-minuta?

U liema stazzjon / stazzjonijiet qghadt tisma ?

	Radio Malta 1	Radio Malta 2	Radio One Live	Island Sound Radio	RTK	Bay Radio	Smash Radio	Radio Super 1	Radio 101	None
1.	-	2	3	4	5	6	7	8	9	10
2.	-	2	3	4	5	6	7	8	9	10
3.	-	2	3	4	5	6	7	8	9	10
4.	-	2	3	4	5	6	7	8	9	10
5.	-	2	3	4	5	6	7	8	9	10
6.	-	2	3	4	5	6	7	8	9	10
7.	-	2	3	4	5	6	7	8	9	10
8.	-	2	3	4	5	6	7	8	9	10
9.	-	2	3	4	5	6	7	8	9	10
10.	-	2	3	4	5	6	7	8	9	10
11.	-	2	3	4	5	6	7	8	9	10
12.	-	2	3	4	5	6	7	8	9	10
13.	1	2	3	4	5	6	7	8	9	10
14.	1	2	3	4	5	6	7	8	9	10
15.	1	2	3	4	5	6	7	8	9	10
16.	1	2	3	4	5	6	7	8	9	10
17.	1	2	3	4	5	6	7	8	9	10
18.	1	2	3	4	5	6	7	8	9	10
19.	1	2	3	4	5	6	7	8	9	10

	Radio Malta 1	Radio Malta 2	Radio One Live	Island Sound Radio	RTK	Bay Sound	Smash Radio	Radio Super 1	Radio 101	None
20.	1	2	3	4	5	6	7	8	9	10
21.	1	2	3	4	5	6	7	8	9	10
22.	1	2	3	4	5	6	7	8	9	10
23.	1	2	3	4	5	6	7	8	9	10
24.	1	2	3	4	5	6	7	8	9	10
25.	1	2	3	4	5	6	7	8	9	10
26.	1	2	3	4	5	6	7	8	9	10
27.	1	2	3	4	5	6	7	8	9	10
28.	1	2	3	4	5	6	7	8	9	10
29.	1	2	3	4	5	6	7	8	9	10
30.	1	2	3	4	5	6	7	8	9	10
31.	1	2	3	4	5	6	7	8	9	10
32.	1	2	3	4	5	6	7	8	9	10
33.	1	2	3	4	5	6	7	8	9	10
34.	1	2	3	4	5	6	7	8	9	10
35.	1	2	3	4	5	6	7	8	9	10
36.	1	2	3	4	5	6	7	8	9	10
37.	1	2	3	4	5	6	7	8	9	10
38.	1	2	3	4	5	6	7	8	9	10
39.	1	2	3	4	5	6	7	8	9	10
40.	1	2	3	4	5	6	7	8	9	10
41.	1	2	3	4	5	6	7	8	9	10
42.	1	2	3	4	5	6	7	8	9	10
43.	1	2	3	4	5	6	7	8	9	10
44.	1	2	3	4	5	6	7	8	9	10
45.	1	2	3	4	5	6	7	8	9	10
46.	1	2	3	4	5	6	7	8	9	10
47.	-	2	3	4	5	6	7	8	9	10
48.	-	2	3	4	5	6	7	8	9	10

SHOW CARD B

111. X'tip ta' programmi normalment tisma fuq ir-radju ?

1. Ahbarijiet
2. Programmi tan-nisa
3. Diskussjonijiet
4. Muzika
5. Programmi ta' divertiment li fihom jiehdu sehem is-semmiegha permezz tat-telephone
6. Programmi ta' diskussjoni li fihom jiehdu sehem is-semmiegha permezz tat-telephone
7. Radjudramm
8. Programmi ta' Sports
9. Programmi ta' Pariri (Avukat, Tabib, Qassis)
10. Other. WRITE IN : _____

112. Liema tip ta' programm tippreferi tisma l-aktar ? (MARK ONE ONLY AND CODE BELOW)

113. Liema tqieghed it-tieni ? (MARK ONE ONLY AND CODE BELOW)

114. U liema tqieghed fit-tielet post ? (MARK ONE ONLY AND CODE BELOW)

	First Pref. Q.112	Second Pref. Q.113	Third Pref. Q.114
1. Ahbarijiet	1	1	1
2. Programmi tan-nisa	2	2	2
3. Diskuzzjonijiet	3	3	3
4. Muzika	4	4	4
5. Programmi ta' divertiment li fihom jiehdu sehem is-semmiegha permezz tat-telephone	5	5	5
6. Programmi ta' diskussjoni li fihom jiehdu sehem is-semmiegha permezz tat-telephone	6	6	6
7. Radjugramm	7	7	7
8. Programmi ta' Sports	8	8	8
9. Programmi ta' Pariri (Avukat, Tabib, Qassis)	9	9	9
10. Other. WRITE IN AND CODE ACCORDINGLY	10	10	10
_____	11	11	11
_____	12	12	12

115. In-nies li jisinghu r-radju, generalment jirrejagixxu b'mod differenti meta jkun hemm xi programm fuq stazzjon li qed jisinghu u dan il-programm ma jinteressahomx.

Inti generalment x'tagħmel ?

1. Titfi r-radju
 2. Tbiddel l-istazzjon
 3. Idoqq cassette jew diska
 4. Thalli l-istess stazzjon imma ma tagħtix kaz tiegħu
 5. Xi haga ohra. WRITE IN ; _____
-

SHOW CARD C

116. Fuq liema stazzjon min dawk li hemm immizzlin fuq il-karta li ghadni kemm tajtek, l-aktar li tisma.....(READ OUT)

	Radio Malta 1	Radio Malta 2	Radio One Live	Island Sound Radio	RTK	Bay Radio	Smash Radio	Radio Super 1	Radio 101	All Same	None
116. Programmi ta'sport ?	1	2	3	4	5	6	7	8	9	10	11
117. Muzika Popolari ?	1	2	3	4	5	6	7	8	9	10	11
118. Programmi ta'divertiment li fihom jiehdu sehem is-semmiegha permezz tat-telephone ?	1	2	3	4	5	6	7	8	9	10	11
119. Programmi ta'diskussjoni li fihom jiehdu sehem is-semmiegha permezz tat-telephone ?	1	2	3	4	5	6	7	8	9	10	11
120. Programmi ta'diskussjoni minghajr il-partecipazzjoni tas-semmiegha ?	1	2	3	4	5	6	7	8	9	10	11
121. Partecipazzjoni tas-semmiegha bl-ahjar premju ?	1	2	3	4	5	6	7	8	9	10	11

SHOW CARD D

122. Issa ser naqralek x'qalu xi uhud dwar il-programmi fuq ir-radju. Tista tghidli kemm taqbel jew ma taqbilx ma kull wahda ?

	Naqbel Hafna	Naqbel	La Naqbel u lanqas ma naqbilx	Ftit li Xejn naqbel	Ma Naqbel Xejn
122. Il-varjeta' ta' programmi li wiehed jista jisma' fuq ir-radju toghgobni ghax tista tisma ftit minn kollox	1	2	3	4	5
123. Il-programmi ta' diskussjoni joghgħuni ghax jitrattaw suggetti attwali.	1	2	3	4	5
124. Hafna mill-muzika li tindaq ma tolqotx il-gosti tieghi	1	2	3	4	5
125. Il-mod kif jigu ppresentati l-ahbarijiet fuq ir-radju huwa l-ahjar mezz biex izzomm ruhek aggnat ma kull ma qed jigri	1	2	3	4	5
126. Il-programmi ta' l-isport m'humiex informattivi bizzejjed	1	2	3	4	5
127. Hemm xi tipi ta' programmi li bhalissa l-ebda stazzjon ma jxandar bhalu li inti tixtieq li jibda jigi trasmess ?					

1. Le
2. Iva - ASK. Liema tip ta' programmi huwa dan ?
Hemm xi ohrajn ?

WRITE IN : _____

Nigu ghal xi haga ohra.

128. Inti normalment issegwi ahbarijiet lokali ?

1. Le - Q.132
2. Iva - Q.129

129. Liema huwa dak il-mezz li l-aktar tiddependi minnu biex izzomm ruhhek aggornat fuq grajjiet lokali ? (DO NOT PROMPT)

1. Television - GO TO Q.132
 2. Gazzetti - GO TO Q.132
 3. Radju - GO TO 130
 4. B'xi mezz iehor : WRITE IN : (AND GO TO Q.132)
-

130. Fuq liema stazzjonijiet tar-radju tippreferi issegwi l-ahbarijiet lokali? (DO NOT PROMPT)
(MARK ALL MENTIONED AND GO TO Q.131)

1. Radio Malta 1
2. Radio Malta 2
3. Radio One Live
4. Island Sound Radio
5. RTK
6. Bay Radio
7. Smash Radio
8. Radio Super 1
9. Radio 101

131. Ghaliex tippreferi dan l-istazzjon ?

WRITE IN : _____

132. Nigu issa ghal-ahbarijiet ta' barra. Inti normalment issegwihom dawn ?

1. Le - GO TO Q.138
2. Iva - GO TO Q.133

133. Liema huwa dak il-mezz li l-aktar tiddependi fuq ghal ahbarijiet ta' barra ?

1. Television - GO TO Q.136
2. Gazzetti - GO TO Q.138
3. Radju - GO TO Q.134
4. B'xi mezz iehor - GO TO Q.138

WRITE IN : _____

134. Fuq liema stazzjonijiet tar-radju tippreferi issegwi l-ahbarijiet ta' barra?
(DO NOT PROMPT) (MARK ALL MENTIONED AND GO TO Q.135)

1. Radio Malta 1
2. Radio Malta 2
3. Radio One Live
4. Island Sound Radio
5. RTK
6. Bay Radio
7. Smash Radio
8. Radio Super 1
9. Radio 101
10. Other. WRITE IN : _____

135. Ghaliex tippreferi dan l-istazzjon ? (WRITE IN AND GO TO Q.138)

WRITE IN : _____

136. Fuq liema stazzjonijiet tat-television tippreferi issegwi l-ahbarijiet ta' barra ? (DO NOT PROMPT. MARK ALL MENTIONED AND GO TO Q.137).

1. TVM
2. RAI UNO/DUE/TRE
3. Other Italian private stations
4. Cable Stations

137. Ghaliex tippreferi dan l-istazzjon ?

WRITE IN ; _____

ASK ALL RESPONDENTS

Nigu issa ghat-Television

138. Tara Television ?

1. Le GO TO Q.201
2. Iva CONTINUE

139. U gieli tara TVM ?

1. Iva
2. Le

140. Kemm il-gurnata fil-gimgha normalment tara t-TVM ?

1. Kuljum
2. Sitt darbiet fil-gimgha
3. Hames darbiet fil-gimgha
4. Erba darbiet fil-gimgha
5. Tlett darbiet fil-gimgha
6. Darbtejn fil-gimgha
7. Darba fil-gimgha
8. Anqas min darba fil-gimgha

SHOW CARD E

141. U xi kemm il-siegha tqatta tara it-television ?

1. Bejn nofs siegha u siegha
2. Bejn siegha u siegha u nofs
3. Bejn siegha u nofs u saghtejn
4. Bejn saghtejn u saghtejn u nofs
5. Bejn saghtejn u nofs u tlett sighthat
6. Bejn tlett sighthat u erbgħa sighthat
7. Bejn erbgħa sighthat u hames sighthat
8. Bejn hames sighthat u sitt sighthat
9. Aktar minn sitt sighthat

142. Jekk niehdu dawn l-ahhar sebat ijiem, liema granet rajt it-TVM ?

1. Xejn
2. It-Tnejn
3. It-Tlieta
4. L-Erbgħa
5. Il-Hamis
6. Il-Gimgha
7. Is-Sibt
8. Il-Hadd

143 Jekk niehdu l-bierah, rajt television, għal mill-anqashmistax il-minuta?

1. Le - GO TO Q.145
2. Iva - ASK : Liema stazzjonijiet segwejt ?
(CODE BELOW AND GO TO Q.144)

2. TVM
3. RAI 1
4. RAI 2
5. RAI 3
6. CANALE 5
7. ITALIA UNO
8. RETE QUATTRO
9. TELEMONTecARLO
10. Other : WRITE IN : - _____

SHOW CARD F

144. F'liema hin tal-gurnata segwejt xi programm fuq
it-television ghal mill-anqas hmistax il-minuta ? U liema stazzjon rajt ?

	TVM	RAI I	RAI 2	RAI 3	CANALE 5	ITALIA UNO	RETE QUATTRO	TELE- MONTE- CARLO	OTHER	NONE
1.	-	2	3	4	5	6	7	8	9	10
2.	-	2	3	4	5	6	7	8	9	10
3.	-	2	3	4	5	6	7	8	9	10
4.	-	2	3	4	5	6	7	8	9	10
5.	-	2	3	4	5	6	7	8	9	10
6.	-	2	3	4	5	6	7	8	9	10
7.	-	2	3	4	5	6	7	8	9	10
8.	-	2	3	4	5	6	7	8	9	10
9.	-	2	3	4	5	6	7	8	9	10
10.	-	2	3	4	5	6	7	8	9	10
11.	-	2	3	4	5	6	7	8	9	10
12.	-	2	3	4	5	6	7	8	9	10
13.	-	2	3	4	5	6	7	8	9	10
14.	-	2	3	4	5	6	7	8	9	10
15.	-	2	3	4	5	6	7	8	9	10
16.	-	2	3	4	5	6	7	8	9	10
17.	1	2	3	4	5	6	7	8	9	10
18.	1	2	3	4	5	6	7	8	9	10
19.	1	2	3	4	5	6	7	8	9	10

	TVM	RAI 1	RAI 2	RAI 3	CANALE 5	ITALIA UNO	RETE QUATTRO	TELE- MONTE- CARLO	OTHER	NONE	
20.	09.30am-09.59am	1	2	3	4	5	6	7	8	9	10
21.	10.00am-10.29am	1	2	3	4	5	6	7	8	9	10
22.	10.30am-10.59am	1	2	3	4	5	6	7	8	9	10
23.	11.00am-11.29am	1	2	3	4	5	6	7	8	9	10
24.	11.30am-11.59am	1	2	3	4	5	6	7	8	9	10
25.	12.00pm-12.29pm	1	2	3	4	5	6	7	8	9	10
26.	12.30pm-12.59pm	1	2	3	4	5	6	7	8	9	10
27.	1.00pm-1.29am	1	2	3	4	5	6	7	8	9	10
28.	1.30pm-1.59pm	1	2	3	4	5	6	7	8	9	10
29.	2.00pm-2.29pm	1	2	3	4	5	6	7	8	9	10
30.	2.30pm-2.59pm	1	2	3	4	5	6	7	8	9	10
31.	3.00pm-3.29pm	1	2	3	4	5	6	7	8	9	10
32.	3.30pm-3.59pm	1	2	3	4	5	6	7	8	9	10
33.	4.00pm-4.29pm	1	2	3	4	5	6	7	8	9	10
34.	4.30pm-4.59pm	1	2	3	4	5	6	7	8	9	10
35.	5.00pm-5.29pm	1	2	3	4	5	6	7	8	9	10
36.	5.30pm-5.59pm	1	2	3	4	5	6	7	8	9	10
37.	6.00pm-6.29pm	1	2	3	4	5	6	7	8	9	10
38.	6.30pm-6.59pm	1	2	3	4	5	6	7	8	9	10
39.	7.00pm-7.29pm	1	2	3	4	5	6	7	8	9	10
40.	7.30pm-7.59pm	1	2	3	4	5	6	7	8	9	10
41.	8.00pm-8.29pm	1	2	3	4	5	6	7	8	9	10
42.	8.30pm-8.59pm	1	2	3	4	5	6	7	8	9	10
43.	9.00pm-9.29pm	1	2	3	4	5	6	7	8	9	10
44.	9.30pm-9.59pm	1	2	3	4	5	6	7	8	9	10
45.	10.00pm-10.29pm	1	2	3	4	5	6	7	8	9	10
46.	10.30pm-10.59pm	1	2	3	4	5	6	7	8	9	10
47.	11.00pm-11.29pm	1	2	3	4	5	6	7	8	9	10
48.	11.30pm-11.59pm	1	2	3	4	5	6	7	8	9	10

SHOW CARD G

145. X'tip ta' programmi thobb tara fuq it-TVM ?
(READ OUT AND ROTATE STARTING POINT)

- | | |
|-----------------------|------------------------------------|
| 1. Films | 10. Teledrammi bil-Malti |
| 2. Sensiliet | 11. Dokumentarji |
| 3. Diskussjonijiet | 12. Sport |
| 4. Teleserials | 13. Programmi kulturali |
| 5. Ahbarijiet | 14. Programmi politici |
| 6. Varjeta' | 15. Quizzes |
| 7. Programmi tan-nisa | 16. Programmi religjuzi |
| 8. Programmi muzikali | 17. Kummiedji |
| 9. Telenovelli | 18. Cartoons u programmi tat- tfal |

146. Inti thossok soddisfatti bil-programmi li jxandru fuq TVM ?

- | | | |
|----------------|---|-------------|
| 1. Iva | - | GO TO Q.148 |
| 2. Le | | GO TO Q.147 |
| 3. Hekk u hekk | | GO TO Q.147 |

147. Kif fl-opinjoni tieghek jistghu jkunu ahjar ?

WRITE IN : _____

148. F'Ottubru li ghadda sehhu xi tibdiliet fl-iskema ta' TVM, b'mod partikolari ghal dawg li huma ahbarijiet. Inti tippreferi li l-ahbarijiet ta' 6 pm jkunu bil-Malti jew inkella bl-Ingliz. ?

- | |
|----------------|
| 1. Malti |
| 2. Ingliz |
| 3. Xorta wahda |

149. Il-bullettin tal-ahbarijiet ta' 8 pm tippreferi kif inhu issa, jigifieri, b'riklami, sport, it-temp u ahbarijiet finanzjari inkorporati fih, jew tippreferi l-iskema l-qadima fejn kollox kien separat ?

- | | |
|-------------------|---------------------|
| 1. Skema presenti | (Kollox inkorporat) |
| 2. Skema qadima | (Kollox separat) |
| 3. Xorta wahda | |

150. Fl-iskema l-gdida, qed jixxandru ahbarijiet fil-qosor għall habta tal-11 pm minflok bulettin shih li kien jixxandar għal habta tal-10.30 pm.

Inti liema skema tippreferi ?

1. Ahbarijiet fil-qosor (11pm)
2. Bulettin shih (10.30 pm)
3. Xorta wahda

L-AHHAR FTIT MISTOQSIJJIET

201. Kemm ghandek zmien jekk joghgbok ?

1. 14 - 17 years
2. 18 - 24 years
3. 25 - 34 years
4. 35 - 44 years
5. 45 - 54 years
6. 55 - 64 years
7. 65 years +

202. U x'tagħmel fil-hajja ?

WRITE IN : _____

203. U dak li l-aktar li jaqla' biex izomm il-familja, x'jagħmel ?

WRITE IN : _____

1. A/B 2. C1 3. C2 4. D/E

204. Ghandek telephone id-dar ?

1. No
2. Yes. Ask for number : _____
(IF NECESSARY EXPLAIN WHY WE REQUIRE TELEPHONE NUMBER)

DO NOT ASK

205. Sex

1. Male
2. Female

206. Day which interview relates to : (NOT DAY OF INTERVIEW)

- | | | |
|--------------|-------------|-----------|
| 1. Monday | 4. Thursday | |
| 2. Tuesday | 5. Friday | |
| 3. Wednesday | 6. Saturday | 7. Sunday |

207. Name of Respondent : _____

208. Address : _____

209. Region : _____

210. Date of interview : _____

211. Name of interviewer : _____

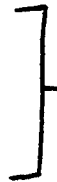
212. Signature of Interviewer : _____

AUDIENCE RESEARCH QUESTIONNAIRE

I am _____ from MISCO International. We are undertaking research on radio listenership and television viewership. Would you mind answering a few questions ?

S.1. Do you or any other member of the family work in any of the following jobs ? (READ OUT)

1. Advertising
2. Journalism
3. Market Research
4. Radio
5. Television



THANK RESPONDENT AND TERMINATE
INTERVIEW

6. Any other jobs -

CONTINUE WITH INTERVIEW

101. Do you listen to the radio at all, nowadays ?

1. Yes
2. No GO TO Q.128

102. Which station do you prefer listening to most ? (MARK ONLY ONE)
(DO NOT PROMPT)

Preferred Station
Q.102

- | | |
|--------------------|----|
| Radio Malta 1 | 1 |
| Radio Malta 2 | 2 |
| Radio One Live | 3 |
| Island Sound Radio | 4 |
| RTK | 5 |
| Bay Radio | 6 |
| Smash Radio | 7 |
| Radio Super 1 | 8 |
| Radio 101 | 9 |
| Other | 10 |

103. Why do you prefer this station ?

WRITE IN : _____

104. Which stations do you listen to regularly, that is, on three days of every four, for at least 15 minutes ? (CODE BELOW) (DO NOT PROMPT)

105. And which stations do you listen to only sometimes ?

	<u>Regular</u> <u>Stations</u> <u>(Q.104)</u>	<u>Occasional</u> <u>Stations</u> <u>(Q.105)</u>
Radio Malta 1	1	1
Radio Malta 2	2	2
Radio One Live	3	3
Island Sound Radio	4	4
RTK	5	5
Bay Radio	6	6
Smash Radio	7	7
Radio Super 1	8	8
Radio 101	9	9
Other :	10	10

106. On which day did you last listen to the radio ?

1. Monday
2. Tuesday
3. Wednesday
4. Thursday
5. Friday
6. Saturday
7. Sunday

107. How many days a week do you normally listen to the radio ?

1. Everyday
2. Six times a week
3. Five times a week
4. Four times a week
5. Three time a week
6. Twice a week
7. Once a week
8. Less than once a week

108. In the past seven days, when did you listen to the radio ?

1. Did not listen to the radio
2. Monday
3. Tuesday
4. Wednesday
5. Thursday
6. Friday
7. Saturday
8. Sunday

109. Did you listen to the radio yesterday, for at least 15 minutes ?

1. No - GO TO Q.111
2. YES - ASK : Which stations did you tune in to ?
(CODE BELOW AND GO TO Q.110)

2. Radio Malta 1
 3. Radio Malta 2
 4. Radio One Live
 5. Island Sound Radio
 6. RTK
 7. Bay Radio
 8. Smash Radio
 9. Radio Super 1
 10. Radio 101
 11. Other : WRITE IN : _____
-

SHOW CARD A

110. What time did you listen to the radio for at least 15 minutes? And which station/s did you tune in to ?

	Radio Malta 1	Radio Malta 2	Radio One Live	Island Sound Radio	RTK	Bay Radio	Smash Radio	Radio Super 1	Radio 101	None
1. 00.00am-00.29am	-	2	3	4	5	6	7	8	9	10
2. 00.30am-00.59am	-	2	3	4	5	6	7	8	9	10
3. 01.00am-01.29am	-	2	3	4	5	6	7	8	9	10
4. 01.30am-01.59am	-	2	3	4	5	6	7	8	9	10
5. 02.00am-02.29am	-	2	3	4	5	6	7	8	9	10
6. 02.30am-02.59am	-	2	3	4	5	6	7	8	9	10
7. 03.00am-03.29am	-	2	3	4	5	6	7	8	9	10
8. 03.30am-03.59am	-	2	3	4	5	6	7	8	9	10
9. 04.00am-04.29am	-	2	3	4	5	6	7	8	9	10
10. 04.30am-04.59am	-	2	3	4	5	6	7	8	9	10
11. 05.00am-05.29am	-	2	3	4	5	6	7	8	9	10
12. 05.30am-05.59am	-	2	3	4	5	6	7	8	9	10
13. 06.00am-06.29am	1	2	3	4	5	6	7	8	9	10
14. 06.30am-06.59am	1	2	3	4	5	6	7	8	9	10
15. 07.00am-07.29am	1	2	3	4	5	6	7	8	9	10
16. 07.30am-07.59am	1	2	3	4	5	6	7	8	9	10
17. 08.00am-08.29am	1	2	3	4	5	6	7	8	9	10
18. 08.30am-08.59am	1	2	3	4	5	6	7	8	9	10
19. 09.00am-09.29am	1	2	3	4	5	6	7	8	9	10

	Radio Malta 1	Radio Malta 2	Radio One Live	Island Sound Radio	RTK	Bay Sound	Smash Radio	Radio Super 1	Radio 101	None
20.	1	2	3	4	5	6	7	8	9	10
21.	1	2	3	4	5	6	7	8	9	10
22.	1	2	3	4	5	6	7	8	9	10
23.	1	2	3	4	5	6	7	8	9	10
24.	1	2	3	4	5	6	7	8	9	10
25.	1	2	3	4	5	6	7	8	9	10
26.	1	2	3	4	5	6	7	8	9	10
27.	1	2	3	4	5	6	7	8	9	10
28.	1	2	3	4	5	6	7	8	9	10
29.	1	2	3	4	5	6	7	8	9	10
30.	1	2	3	4	5	6	7	8	9	10
31.	1	2	3	4	5	6	7	8	9	10
32.	1	2	3	4	5	6	7	8	9	10
33.	1	2	3	4	5	6	7	8	9	10
34.	1	2	3	4	5	6	7	8	9	10
35.	1	2	3	4	5	6	7	8	9	10
36.	1	2	3	4	5	6	7	8	9	10
37.	1	2	3	4	5	6	7	8	9	10
38.	1	2	3	4	5	6	7	8	9	10
39.	1	2	3	4	5	6	7	8	9	10
40.	1	2	3	4	5	6	7	8	9	10
41.	1	2	3	4	5	6	7	8	9	10
42.	1	2	3	4	5	6	7	8	9	10
43.	1	2	3	4	5	6	7	8	9	10
44.	1	2	3	4	5	6	7	8	9	10
45.	1	2	3	4	5	6	7	8	9	10
46.	1	2	3	4	5	6	7	8	9	10
47.	-	2	3	4	5	6	7	8	9	10
48.	-	2	3	4	5	6	7	8	9	10

SHOW CARD B

111. Which types of programmes do you usually listen to on the radio ?

1. News
2. Women's programmes
3. Discussions
4. Music
5. Phone-in entertainment programmes
6. Phone-in discussion programmes
7. Radioplays
8. Sports
9. Counselling and advice programmes (lawyer, doctor, priest etc.)
10. Other. WRITE IN : _____

112. Which is your favourite type of programme ? (MARK ONE ONLY AND CODE BELOW)

113. Which one comes next ? (MARK ONE ONLY AND CODE BELOW)

114. And which one would you place third ? (MARK ONE ONLY AND CODE BELOW)

	First Pref. Q.112	Second Pref. Q.113	Third Pref. Q.114
1. News	1	1	1
2. Women's programmes	2	2	2
3. Discussions	3	3	3
4. Music	4	4	4
5. Phone-in Entertainment programmes	5	5	5
6. Phone-in Discussion programmes	6	6	6
7. Radioplays	7	7	7
8. Sports	8	8	8
9. Counselling and advise programmes (lawyer, doctor, priest, etc)	9	9	9
10. Other. WRITE IN AND CODE ACCORDINGLY	10	10	10
_____	11	11	11
_____	12	12	12

115. Radio listeners react in different ways when they are not interested in a programme that is on the air.

How do you usually react ?

1. Switch off the radio
 2. Change the station
 3. Play a cassette /record /CD
 4. Leave same station but ignore it
 5. Other . WRITE IN : _____
-

SHOW CARD C

116. Which of the radio stations appearing on the card I have just given you do you mostly listen to for (READ OUT)

	Radio Malta 1	Radio Malta 2	Radio One Live	Island Sound Radio	RTK	Bay Radio	Smash Radio	Radio Super 1	Radio 101	All Same	None
116. Sports programmes?	1	2	3	4	5	6	7	8	9	10	11
117. Music ?	1	2	3	4	5	6	7	8	9	10	11
118. Phone-in entertainment programmes ?	1	2	3	4	5	6	7	8	9	10	11
119. Phone-in discussion programmes ?	1	2	3	4	5	6	7	8	9	10	11
120. Discussion programmes without listeners' contribution ?	1	2	3	4	5	6	7	8	9	10	11
121. Phone-ins with best prizes ?	1	2	3	4	5	6	7	8	9	10	11