

BROADCASTING AUTHORITY & MALTA UNIVERSITY SERVICES LTD.

RADIO AUDIENCE AUDIT JANUARY 1992

**PRESENTATION
OF FINDINGS**

By R. Ghirlando & M. Vassallo

10 March 1992

BROADCASTING AUTHORITY - M.U.S. Ltd.

RADIO AUDIENCE AUDIT 1992

AIMS:

(in terms of Broadcasting Act 91, art. 30)

- **STUDY AUDIENCE SIZE**
- **STUDY AUDIENCE REACTIONS
TO RADIO SERVICES**

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RADIO AUDIENCE AUDIT 1992

SECTORS TO BE STUDIED:

- **LOCAL NEWS**
- **FOREIGN NEWS**
- **MUSIC PROGRAMMES**
- **SPORTS**
- **CURRENT AFFAIRS**
- **OTHER PROGRAMMES**

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METHODOLOGY USED:

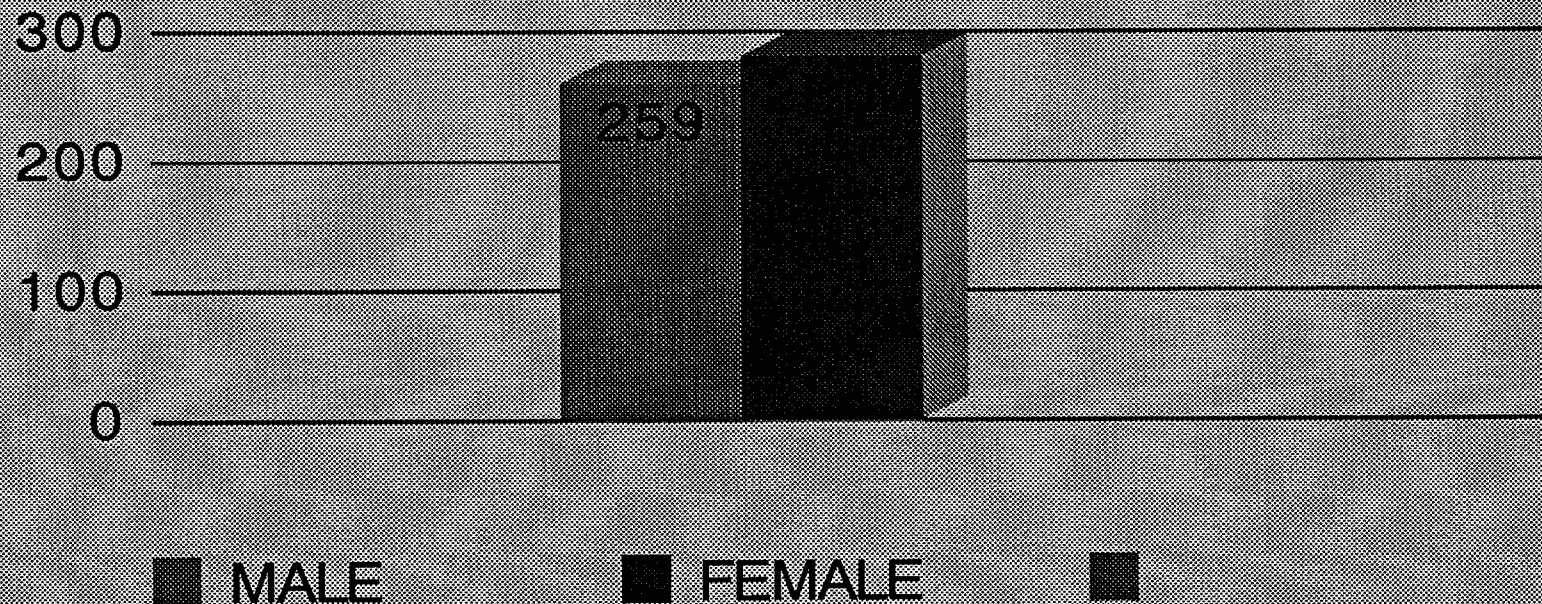
NATIONAL SAMPLE

- 539 PERSONAL INTERVIEWS IN 30 BLOCKS
SELECTED RANDOMLY FROM 450 BLOCKS
- FOR EACH DAY THE SAMPLE WAS $77 \times 2 = 154$
BECAUSE RESPONDENTS WERE ASKED ABOUT
THEIR LISTENERSHIP FOR THE PRECEEDING
TWO DAYS

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RADIO AUDIENCE AUDIT 1992

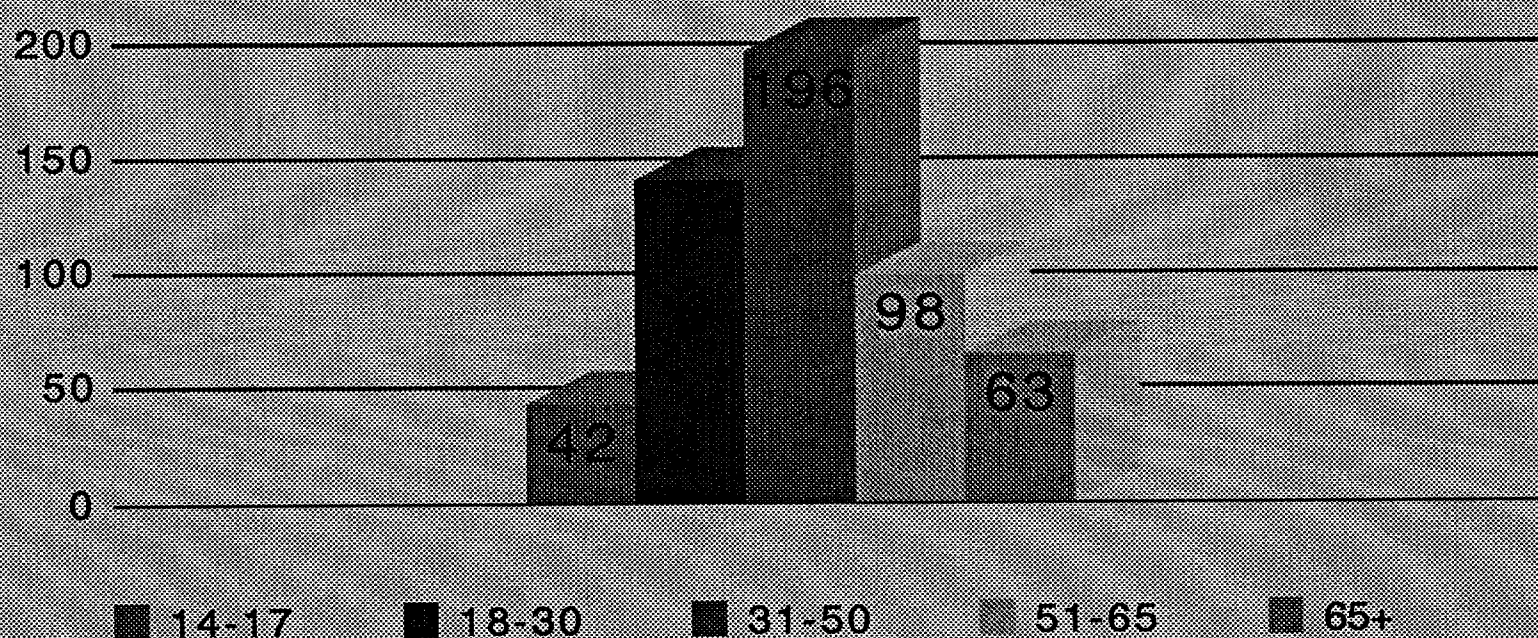
SAMPE OBTAINED
BY GENDER



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RADIO AUDIENCE AUDIT 1992

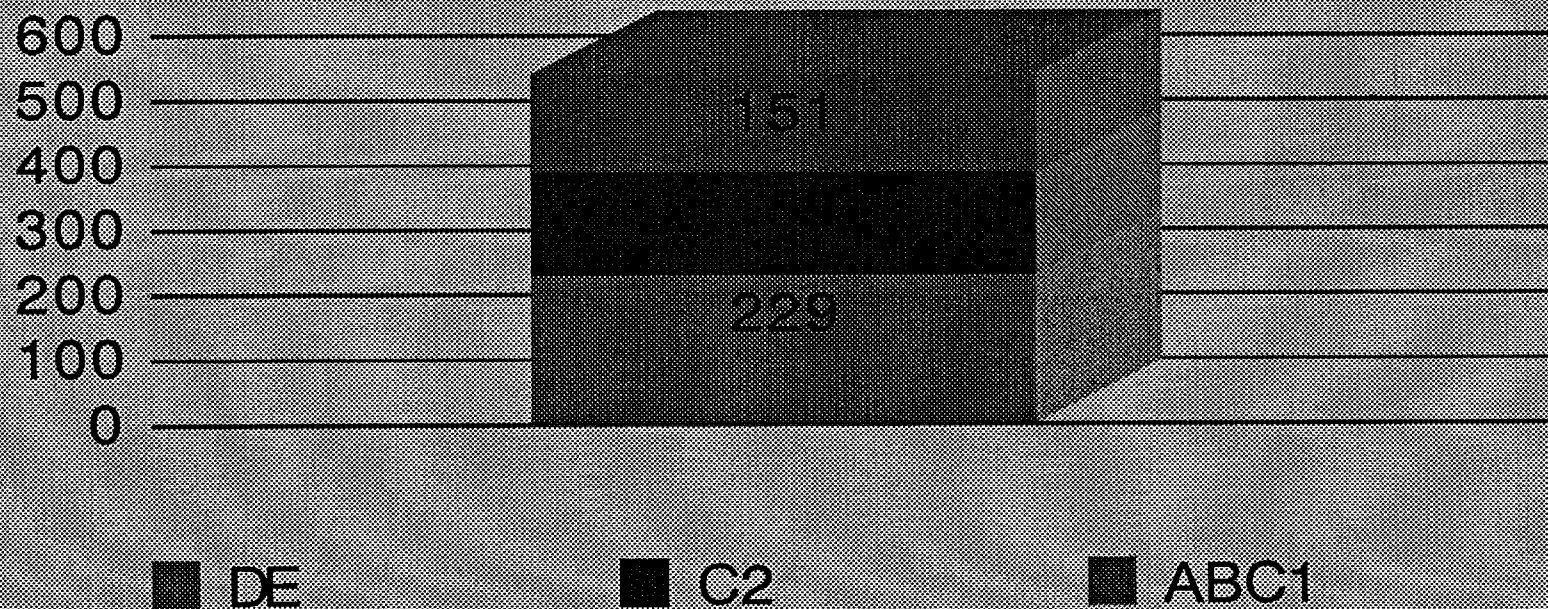
SAMPE OBTAINED
BY AGE GROUP



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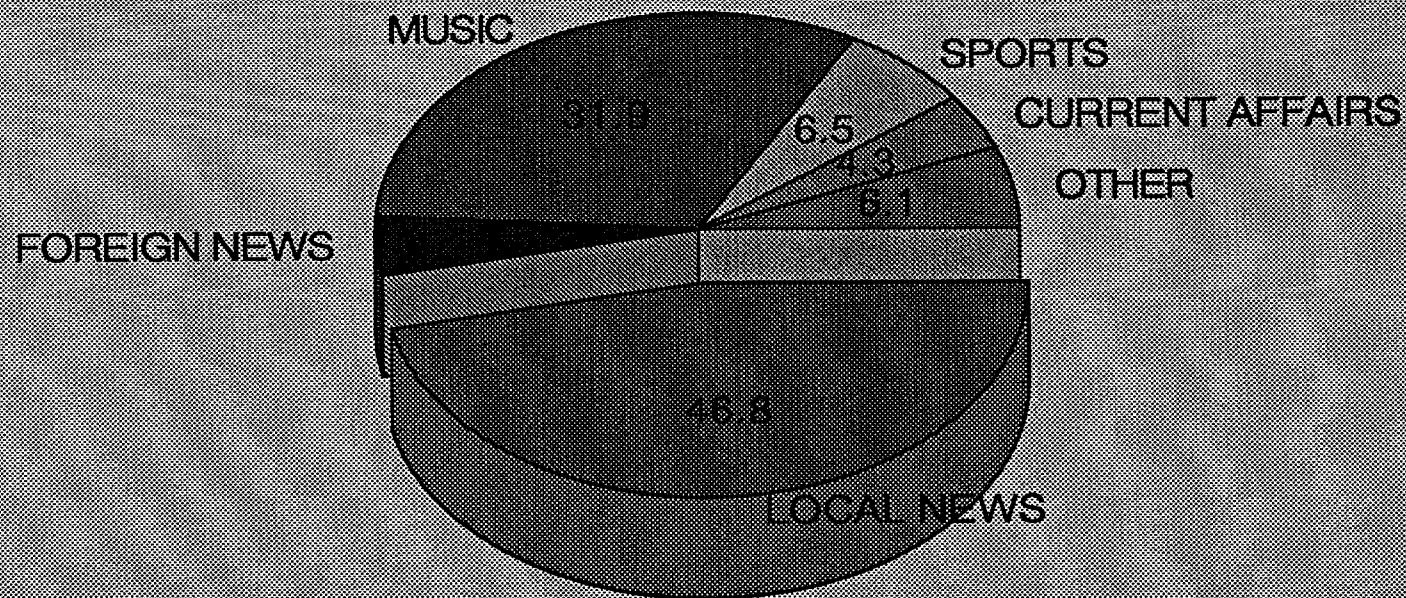
SAMPE OBTAINED
BY SOCIO-ECONOMIC CATEGORGY



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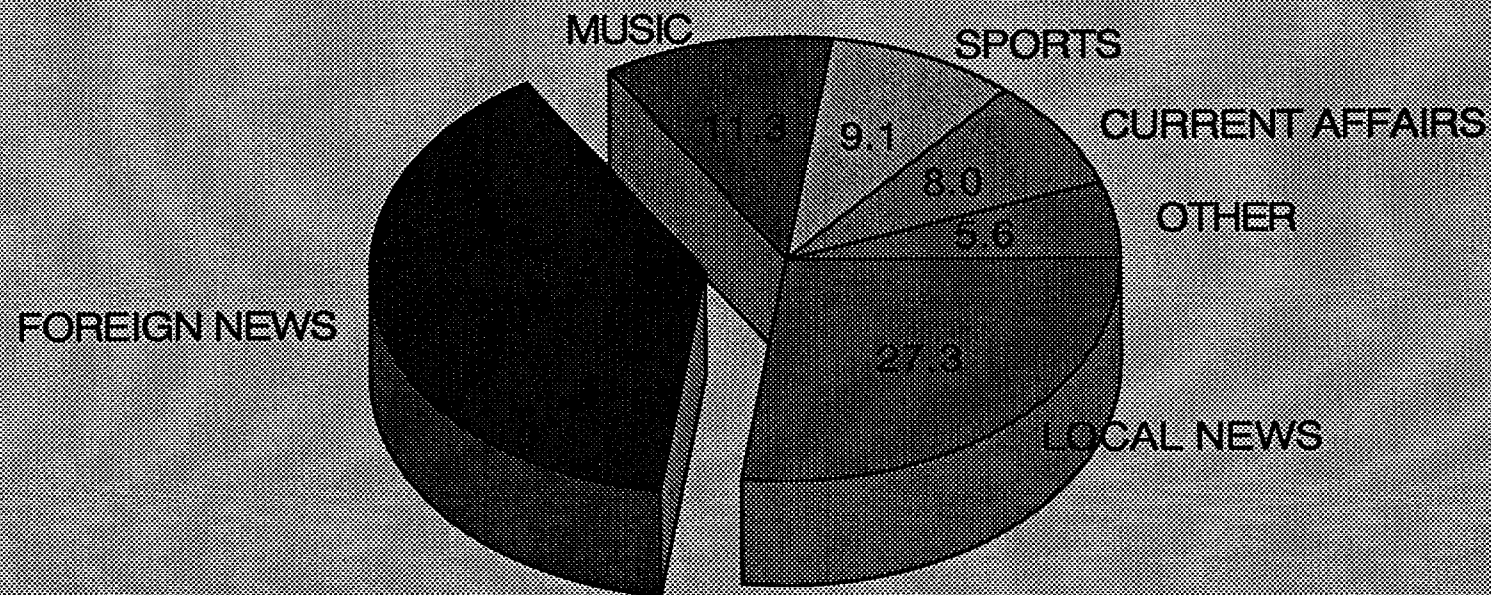
TYPES OF PROGRAMMES RANKED 'FIRST'



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RADIO AUDIENCE AUDIT 1992

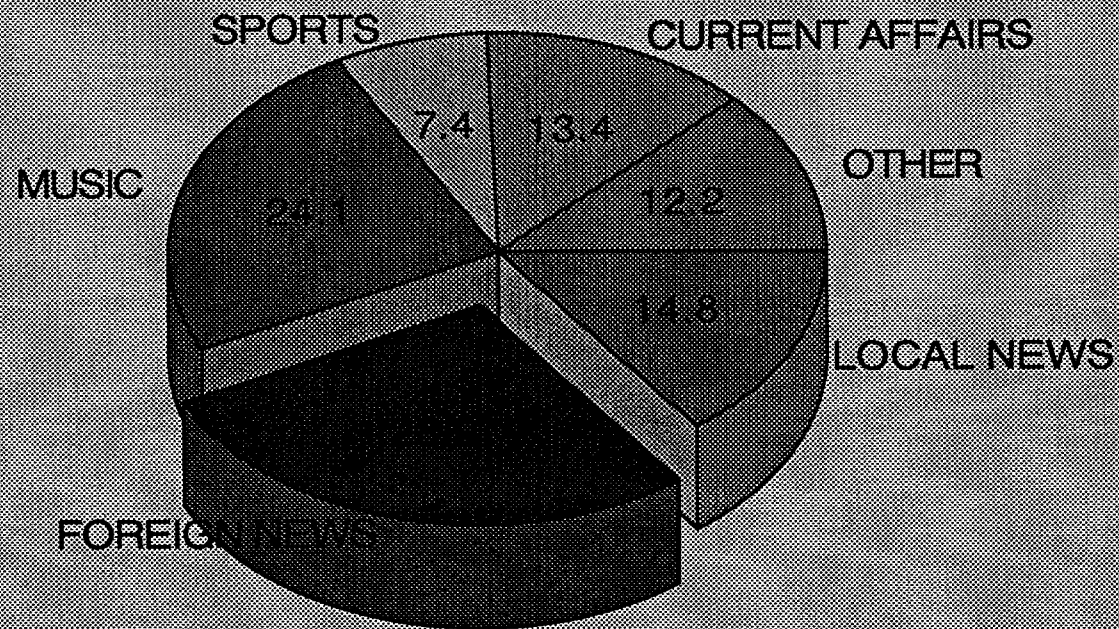
TYPES OF PROGRAMMES RANKED 'SECOND'



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RADIO AUDIENCE AUDIT 1992

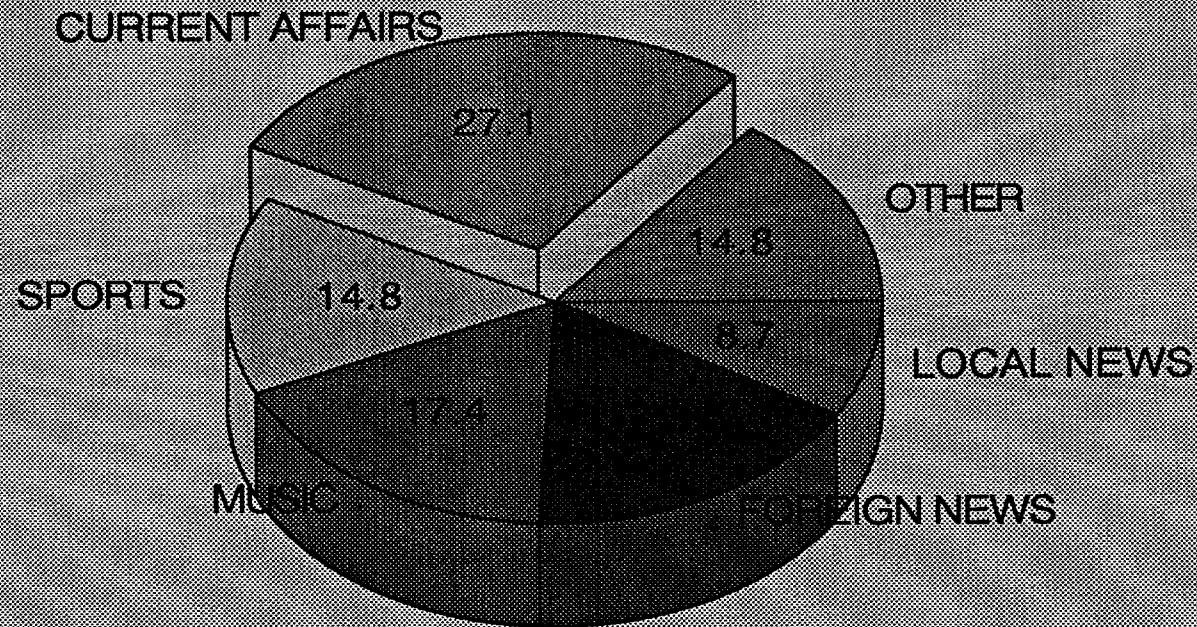
TYPES OF PROGRAMMES RANKED 'THIRD'



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RADIO AUDIENCE AUDIT 1992

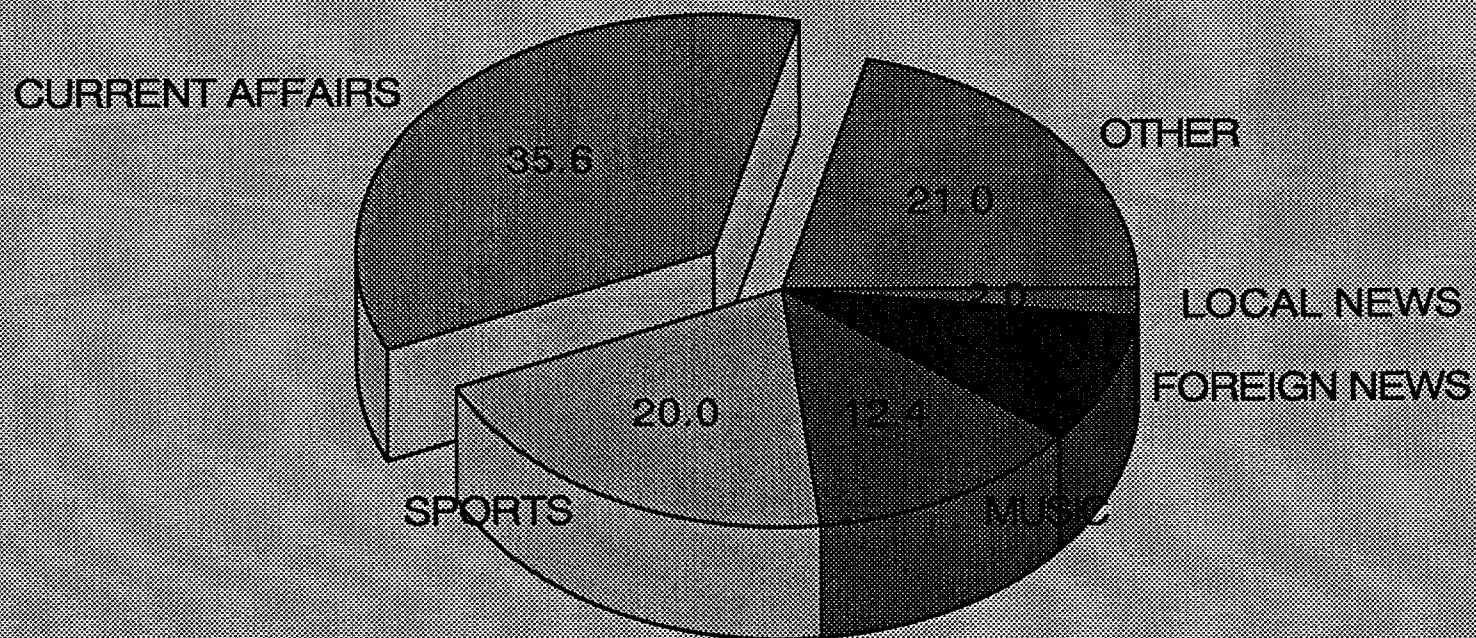
TYPES OF PROGRAMMES RANKED 'FOURTH'



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RADIO AUDIENCE AUDIT 1992

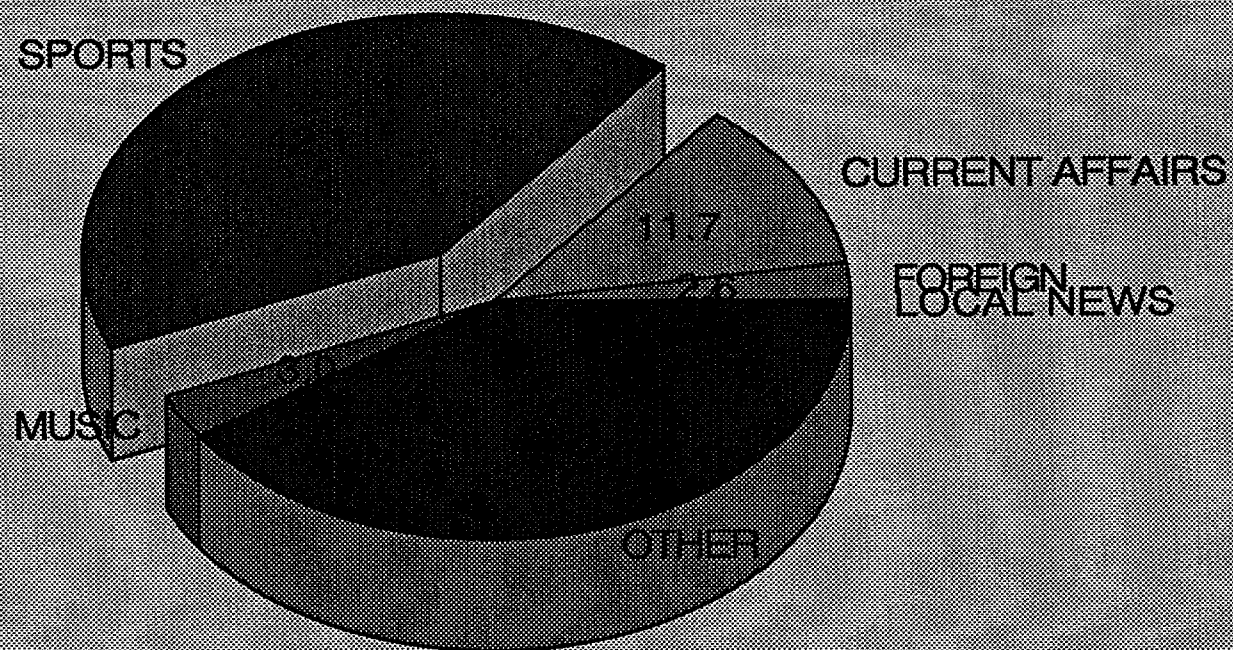
TYPES OF PROGRAMMES RANKED 'FIFTH'



BROADCASTING AUTHORITY - M.U.S. Ltd.

RADIO AUDIENCE AUDIT 1992

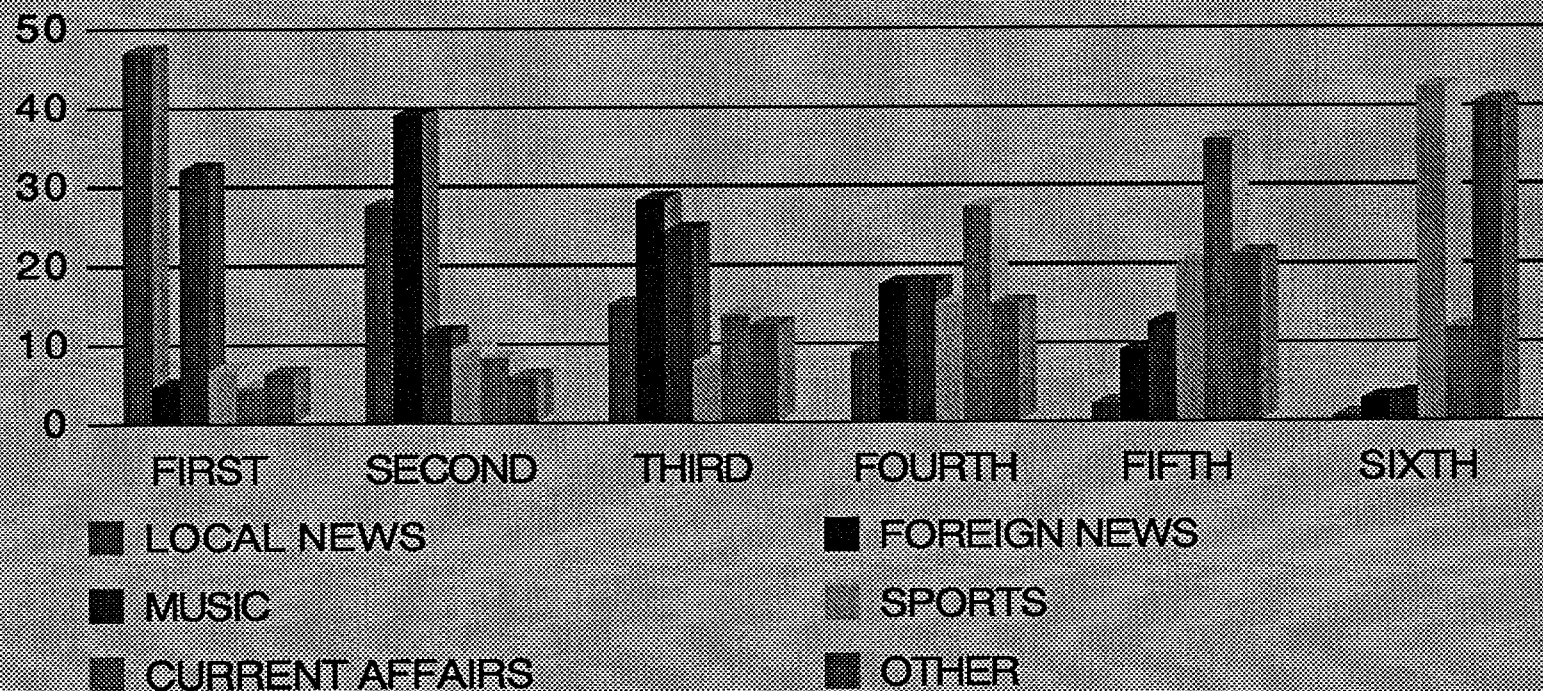
TYPES OF PROGRAMMES RANKED 'SIXTH'



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RADIO AUDIENCE AUDIT - 1992

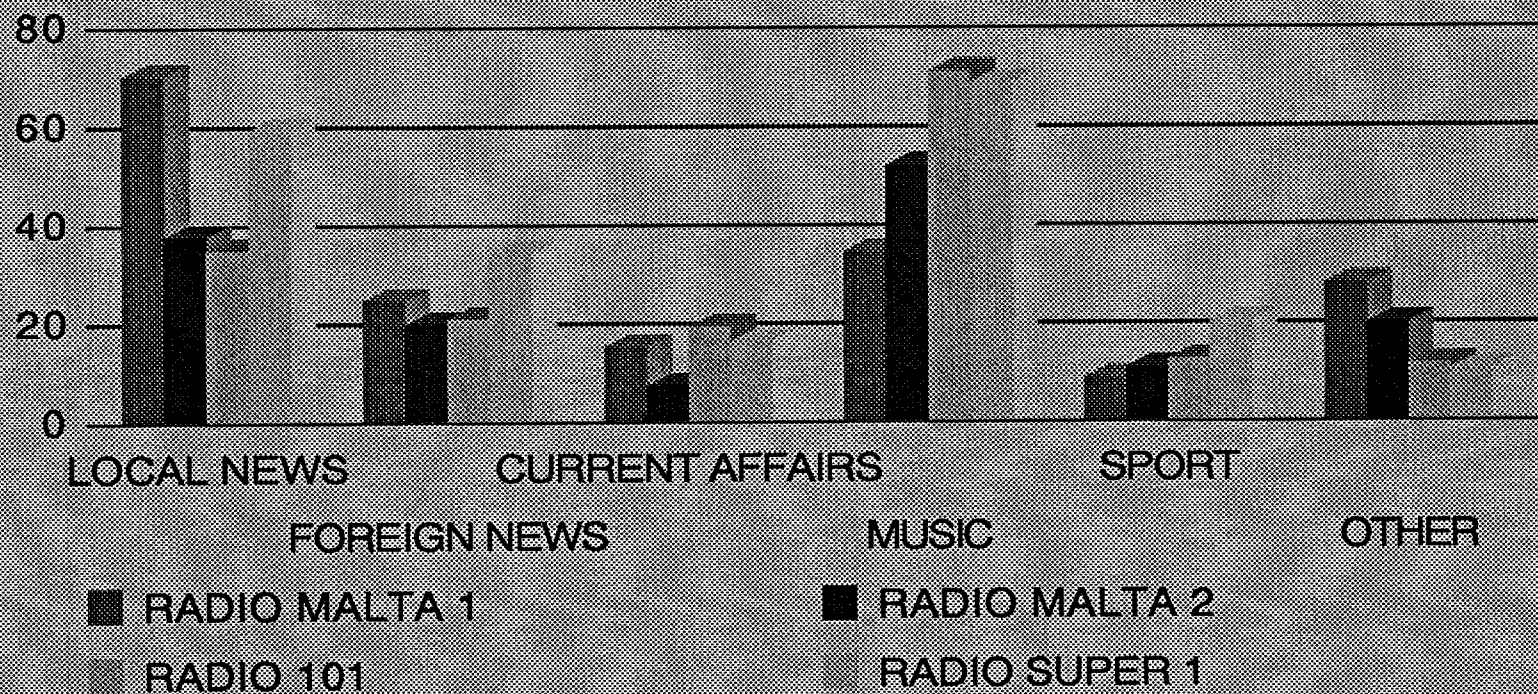
COMPARATIVE RANKING OF PROGRAMME SECTORS



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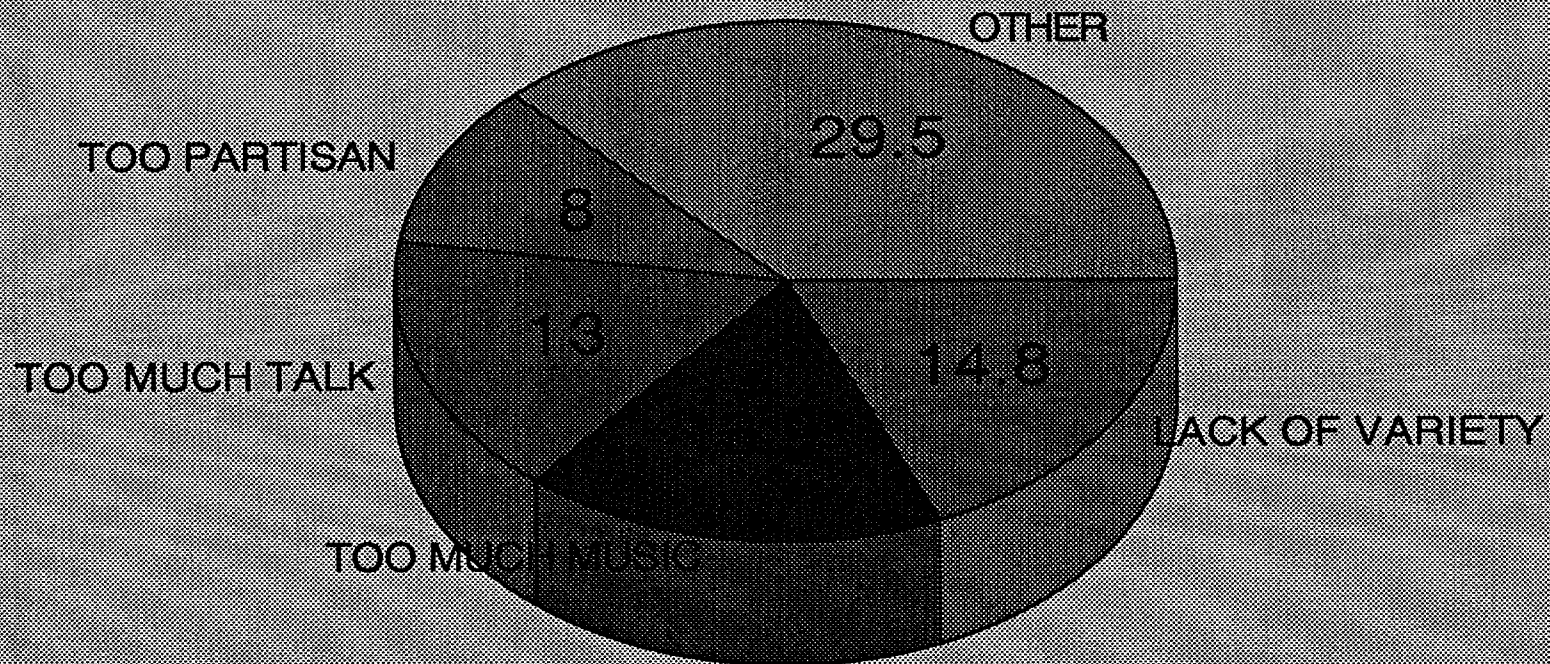
PROGRAMME PREFERENCE BY STATION



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RADIO AUDIENCE AUDIT 1992

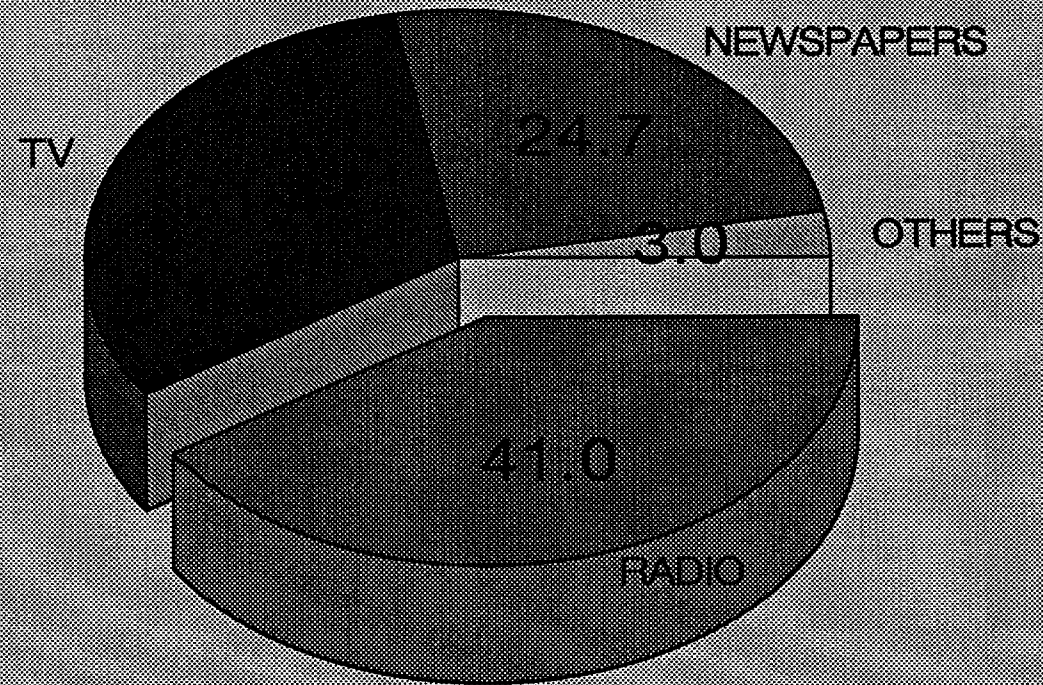
DISSATISFACTION WITH PROGRAMMING



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PRIMARY SOURCES FOR NEWS

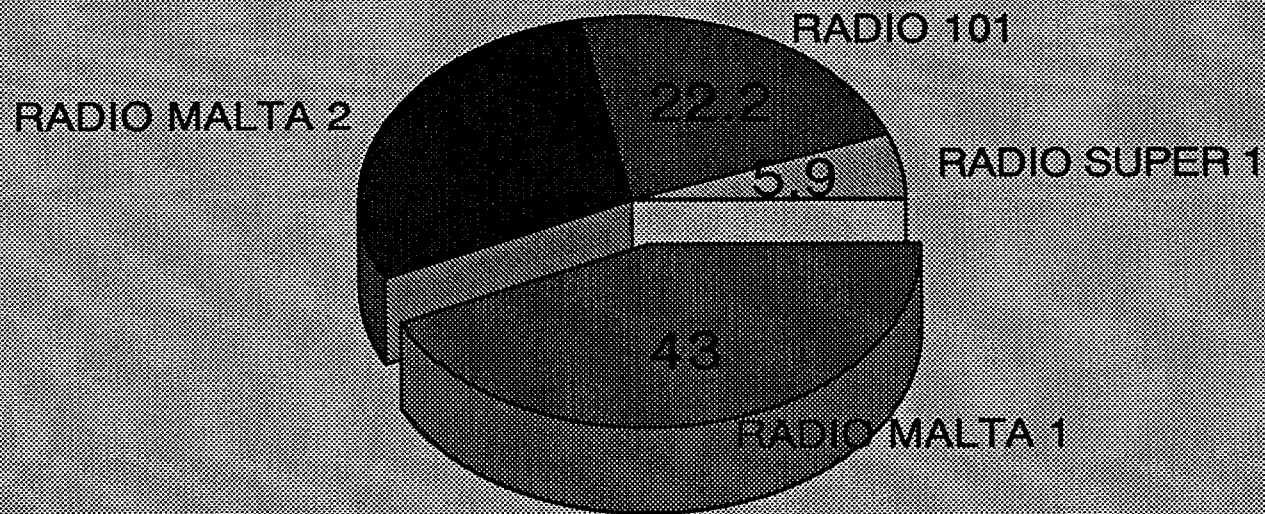


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RADIO AUDIENCE AUDIT 1992

RADIO STATION PREFERENCE

BASE=ALL WHO STATED RADIO
IS THEIR PRIMARY SOURCE FOR NEWS

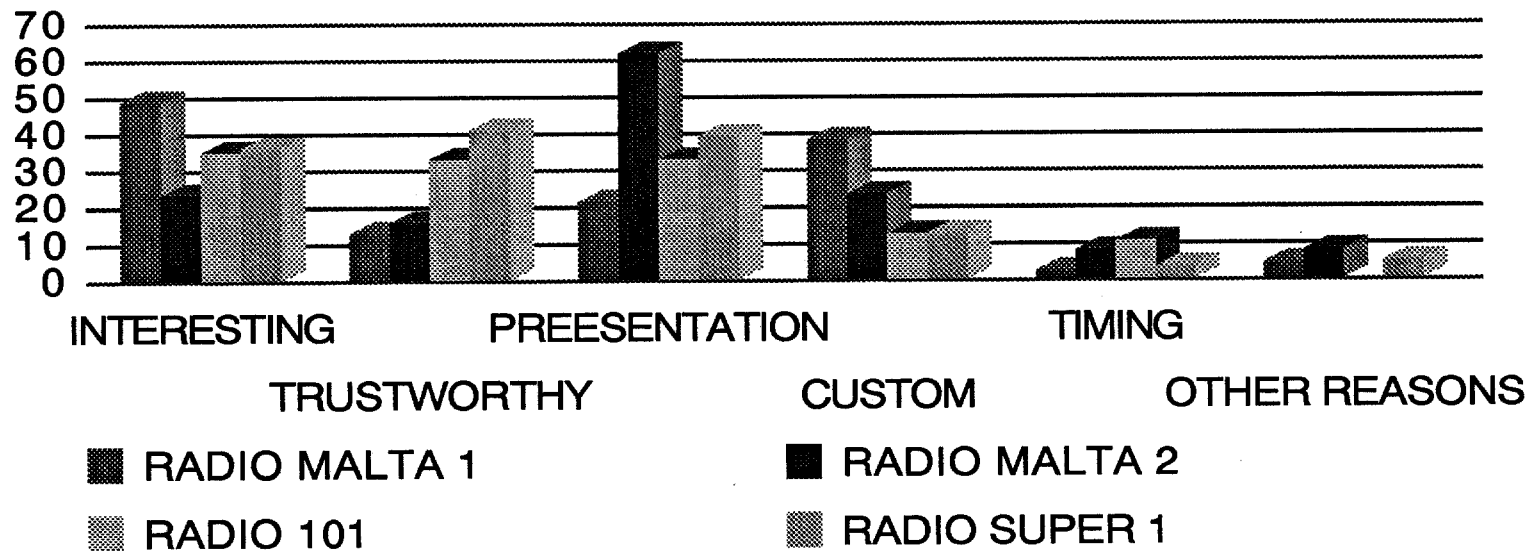


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RADIO AUDIENCE AUDIT 1992

REASONS FOR STATION PREFERENCE

BASE FOR EACH RADIO: RESPONDENTS WHO HAD INDICATED PREFERENCE FOR THAT SPECIFIC STATION

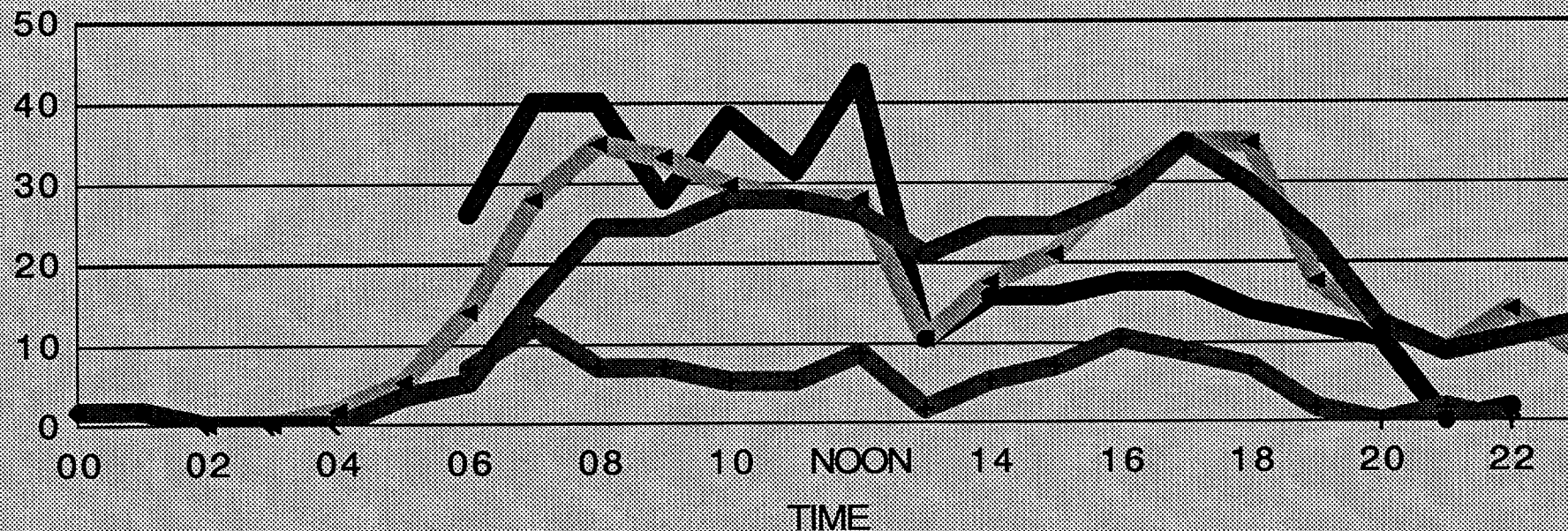


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RADIO AUDIENCE AUDIT

COMPARISON BY STATION - MONDAY

AUDIENCE (000)



● MALTA 1

+ MALTA 2

◀ SUPER 1

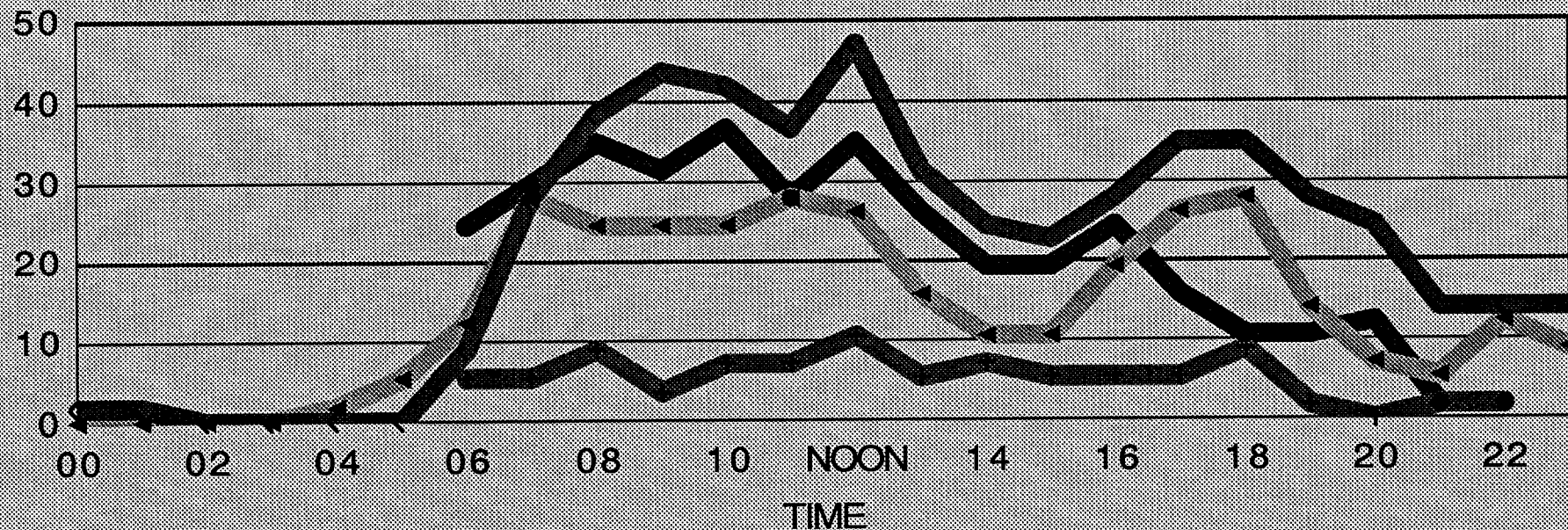
◀ 101

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RADIO AUDIENCE AUDIT

COMPARISON BY STATION - TUESDAY

AUDIENCE (000)



● MALTA 1

+ MALTA 2

◄ SUPER 1

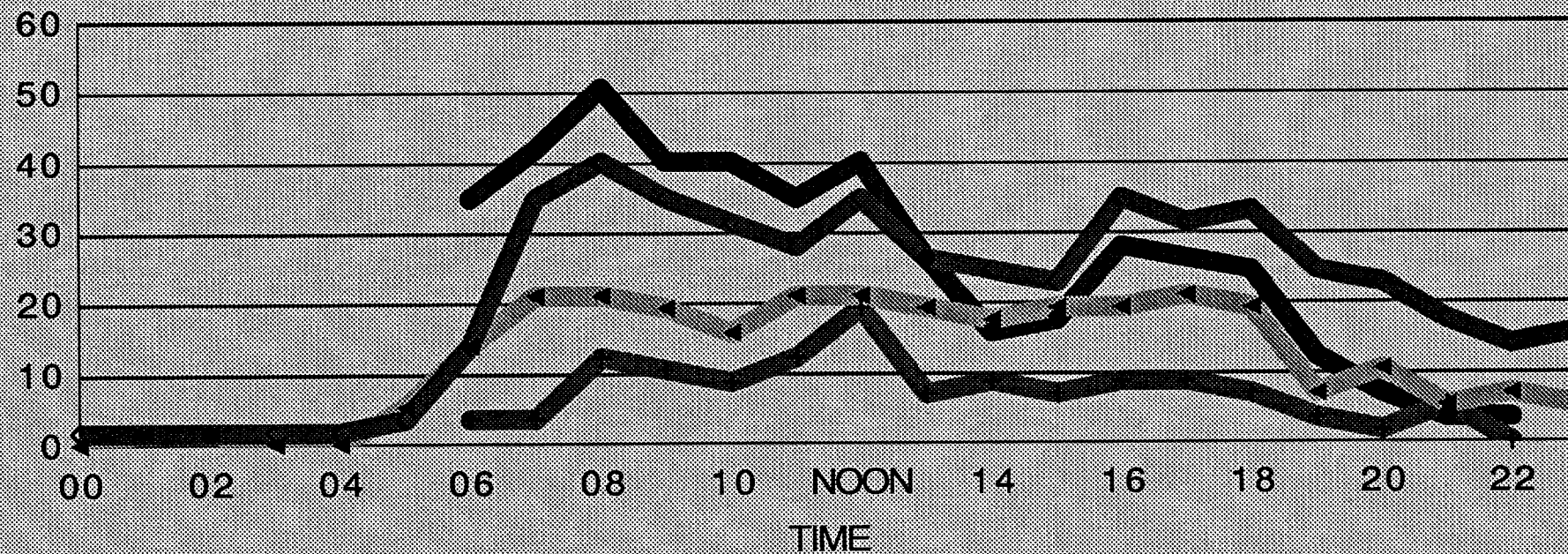
◄ 101

BROADCASTING AUTHORITY - M.U.S. Ltd.

RADIO AUDIENCE AUDIT

COMPARISON BY STATION - WEDNESDAY

AUDIENCE (000)



● MALTA 1

+ MALTA 2

◄ SUPER 1

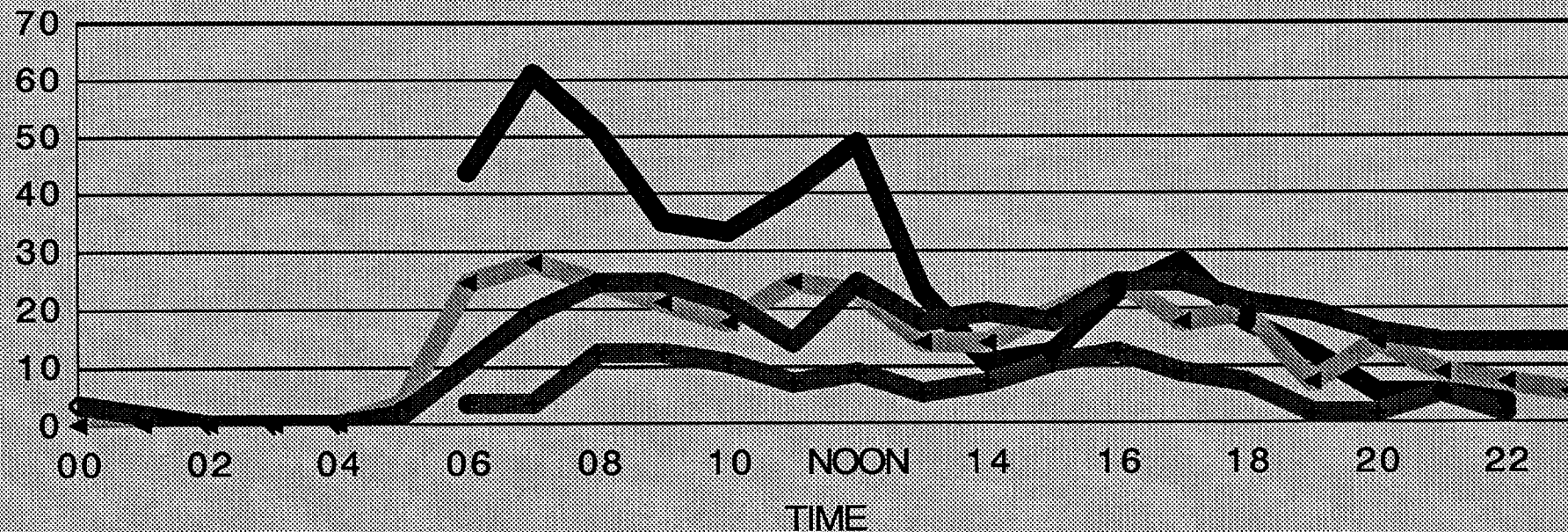
◄ 101

BROADCASTING AUTHORITY - M.U.S. Ltd.

RADIO AUDIENCE AUDIT

COMPARISON BY STATION - THURSDAY

AUDIENCE (000)



● MALTA 1

+ MALTA 2

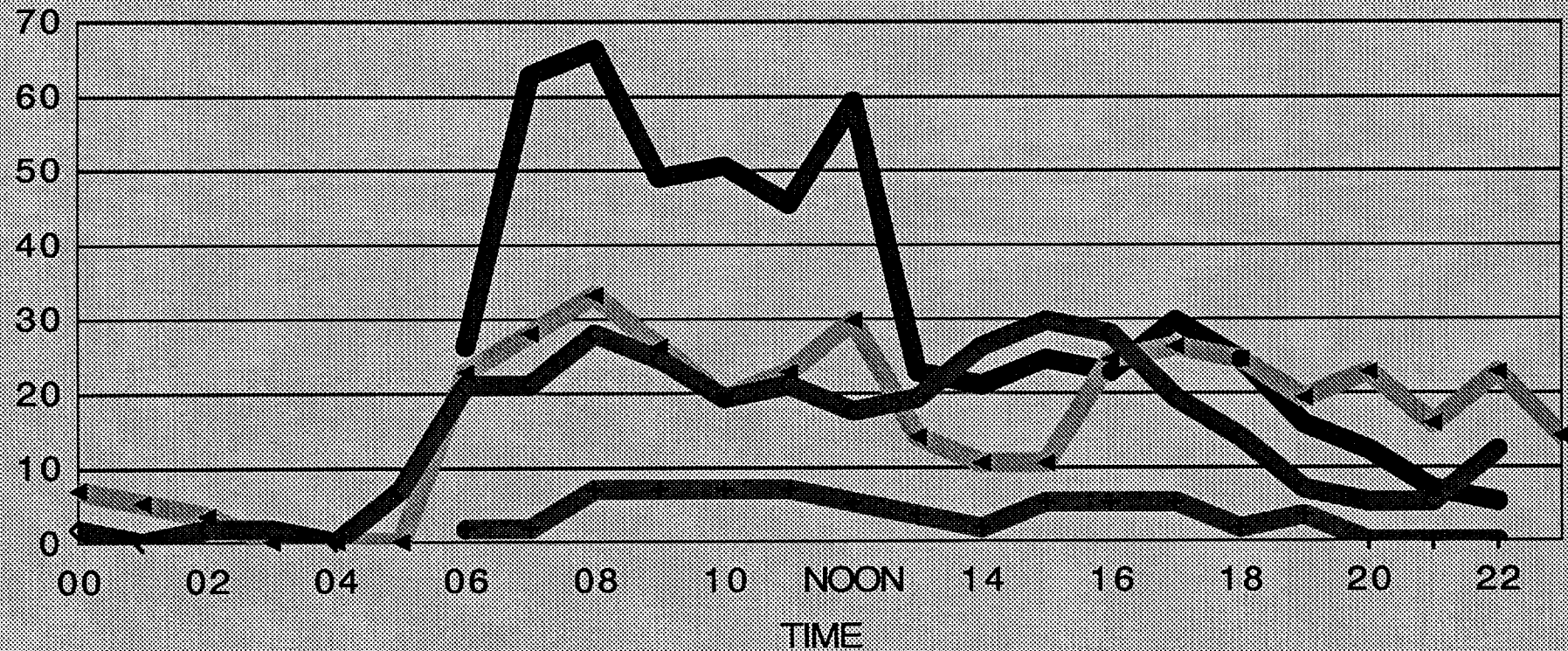
◄ SUPER 1

◄ 101

BROADCASTING AUTHORITY - M.U.S. Ltd.

RADIO AUDIENCE AUDIT - FRIDAY

AUDIENCE (000)



● MALTA 1

+ MALTA 2

◀ SUPER 1

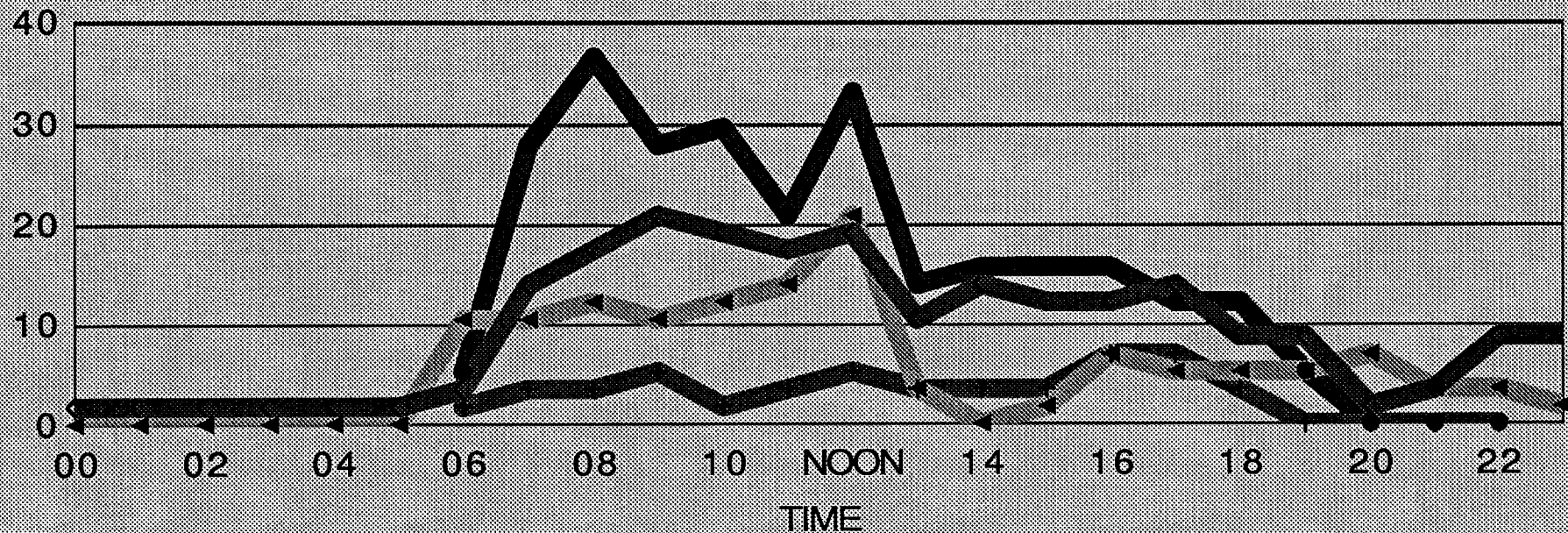
◀ 101

BROADCASTING AUTHORITY - M.U.S. Ltd.

RADIO AUDIENCE AUDIT

COMPARISON BY STATION - SATURDAY

AUDIENCE (000)



● MALTA 1

+ MALTA 2

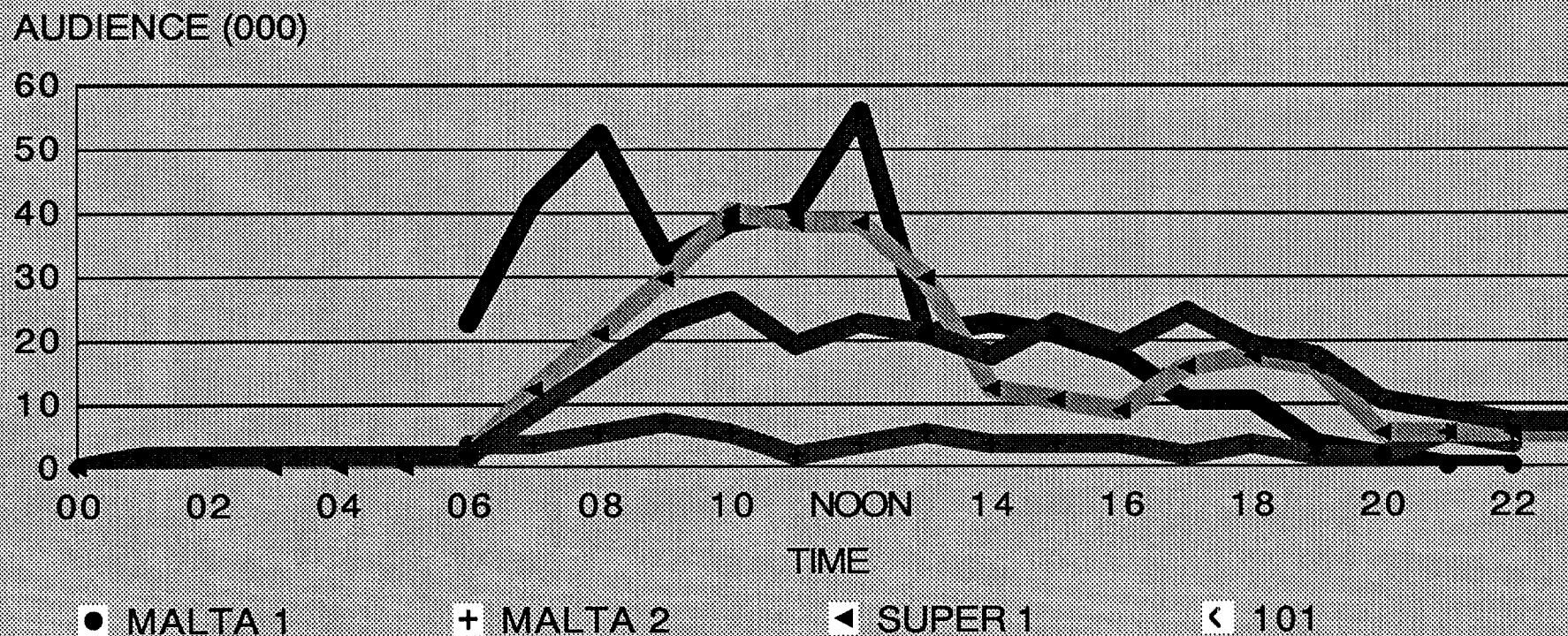
◀ SUPER 1

◀ 101

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RADIO AUDIENCE AUDIT

COMPARISON BY STATION - SUNDAY



BROADCASTING AUTHORITY - M.U.S. Ltd.

RADIO AUDIENCE AUDIT HIGHEST POINT IN SCHEDULE

Wednesday 8 - Tuesday 14 January 1992

STATION	RM1	RM2	101	SUPER 1
DAY	FRIDAY	WEDNESDAY	TUESDAY	SUNDAY
TIME	0800	NOON	NOON	1000
PROGRAMME	NEWS	NEWS	NEWS	"Ghal Kafe"
AUDIENCE	66,000	19,000	47,000	40,000

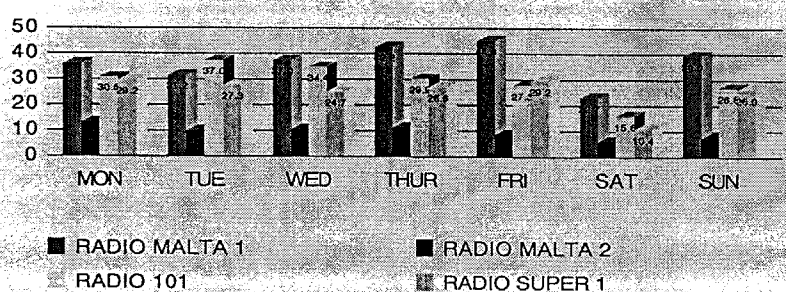
Table 7 - Reasons for Station Preference for News

	Radio Malta 1 %	Radio Malta 2 %	Radio 101 %	Radio Super 1 %
More interesting	48.4	23.1	34.7	35.9
More trustworthy	12.6	15.4	32.7	40.6
Better presented	21.1	61.5	32.6	39.1
Usually listen to this station	37.9	23.1	12.2	12.5
More convenient time	2.1	7.7	10.2	3.1
Other reasons	4.2	7.7	-----	4.7

* i) The base for each column is made up of respondents who indicated that particular station as their primary source for news.

ii) Interviewees could mention more than one reason.

**AUDIENCE SHARE FOR EACH RADIO STATION
FOR EACH DAY OF THE WEEK**



RADIO AUDIENCE AUDIT HIGHEST POINT IN SCHEDULE

Wednesday 8 - Tuesday 14 January 1992

STATION	RM1	RM2	101	SUPER 1
DAY	FRIDAY	WEDNESDAY	TUESDAY	SUNDAY
TIME	0800	NOON	NOON	1000
PROGRAMME	NEWS	NEWS	NEWS	"Mal Kafe"
AUDIENCE	66,000	19,000	47,000	40,000