

TV & Radio Audiences in Malta

Broadcasting Authority
Malta University Services Ltd.
1997

MUS-BA Audience Audit 1997

Objectives

- Measure audience size of Radio stations
- Measure audience size of TV channels
- Views of Maltese on certain aspects of broadcasting
 - ◆ station preferences in respect of schedule segments
 - ◆ political broadcasts
 - ◆ new programmes

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Special BA Directive for 1997 Study

"the statistic 'average' at the bottom of each table for radio audiences should be worked out on the basis of 18 hours of listening per day i.e... from 6.00 a.m. to midnight... In the case of University Radio and Radju MAS the statistic should be computed for the frequency allocated to the UNIMAS and appear as such..."

— letter from BA to MUS dated 7 March 1997

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Meaning of 1%

- 1% = 3169 persons residing in Malta (whether Maltese nationals or not) aged 14 and over
- 0% < 3169 persons residing in Malta (whether Maltese nationals or not) aged 14 and over

- ◆ 1996 Study: aged 12 and over
- ◆ 1997 Study: aged 14 and over

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Sample Profile: Gender

Age Group	Total %	Male %	Female %
12-17	11.4	11.8	11.0
18-30	22.5	23.4	21.6
31-50	36.2	37.6	34.9
51-65	16.6	15.8	17.3
over 65	13.4	11.4	15.2
TOTAL	100.0	100.0	100.0
N=	1001	482	519
	100	51.6	48.4

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Sample Profile: Socio-Economic

Socio-Economic Group	Total	AB	C1	C2	DE
N=	1001	185	273	322	221
	%	%	%	%	%
12-17	11.4	9.7	12.1	13.0	9.5
18-30	22.5	25.4	25.3	18.6	22.2
30-51	36.2	36.8	37.7	37.3	32.1
51-65	16.6	17.3	16.5	15.5	17.6
over 65	13.4	10.8	8.4	15.5	18.6
TOTAL	100.0	100.0	100.0	100.0	100.0

Who Listens to Radio

	Total	Male	Female
N=	1001	482	519
	%	%	%
Listen to the Radio	75.8	72.0	79.4
Do Not Listen to the Radio	24.2	28.0	20.6

Average Number of Hours
Radio is Listened to

	Total	Male	Female
N=	759	347	412
	%	%	%
Varies Considerably	4.9	2.9	6.6
One Hour	27.8	34.6	22.1
Two Hours	16.9	19.9	14.3
Three Hours	14.4	14.4	14.3
Four to Nine Hours	29.4	24.3	34.0
Ten Hours and more	6.6	3.9	8.7

Where is Radio Listened to

	Total	Male	Female
N=	759	347	412
	%	%	%
NA	4.2	4.0	4.4
At home	84.3	78.1	89.6
At work	11.5	16.7	7.0
In the car	19.5	30.0	10.7

Who watches TV

	Total	Male	Female
N=	1001	482	519
	%	%	%
Watch TV	94.8	96.5	93.34
Do Not watch TV	5.2	3.5	6.7

Average No. of Hours TV is watched

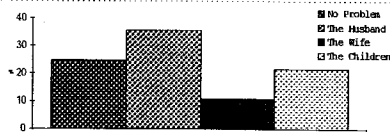
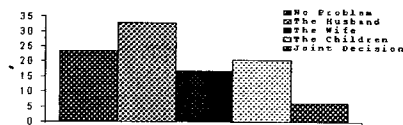
	Total	Male	Female
N=	949	465	484
	%	%	%
Varies Considerably	2.3	2.4	2.3
One Hour	15.7	14.4	16.9
Two Hours	32.3	31.6	33.1
Three Hours	27.0	28.6	25.4
More than three Hours	22.7	23.0	22.3

Where TV is Watched

	Total	Male	Female
N=	949	465	484
	%	%	%
Sitting Room	44.2	45.6	42.8
Dining Room	7.6	8.4	6.8
Kitchen	14.8	13.1	16.3
Bedroom	31.9	31.0	32.9
Another Place	1.6	1.9	1.2

Cable TV Facilities

	Total	AB	C1	C2	DE
N=	1001	185	273	322	221
	%	%	%	%	%
Connected	51.5	47.0	42.5	57.8	57.5
Basic	18.0	20.0	17.2	19.9	14.5
Rectption	14.1	9.2	18.3	13.0	14.5
TV Plus	9.6	13.0	12.5	5.3	9.5
Premiere	6.8	10.8	9.5	4.0	4.1

Who decides on Choice of Channel
(1996 & 1997)

Preferred Source for Local News

	Total	Male	Female
N=	1001	482	519
	%	%	%
No Preference	2.9	2.7	3.1
Radio	15.2	12.9	17.3
TV	68.0	69.1	67.1
Newspaper	8.4	9.1	7.7
From Other Persons	5.5	6.2	4.8

Preferred Source for Foreign News

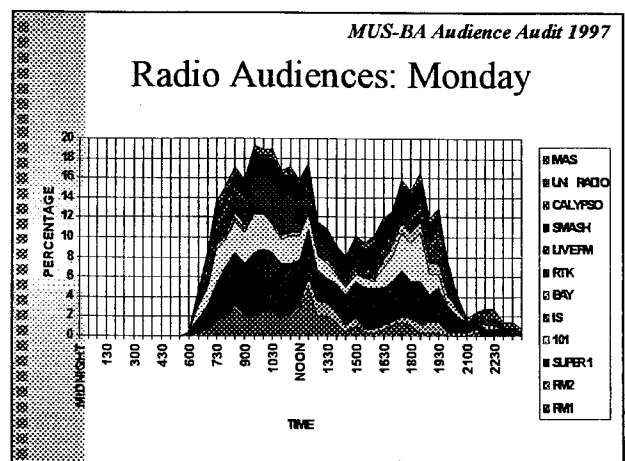
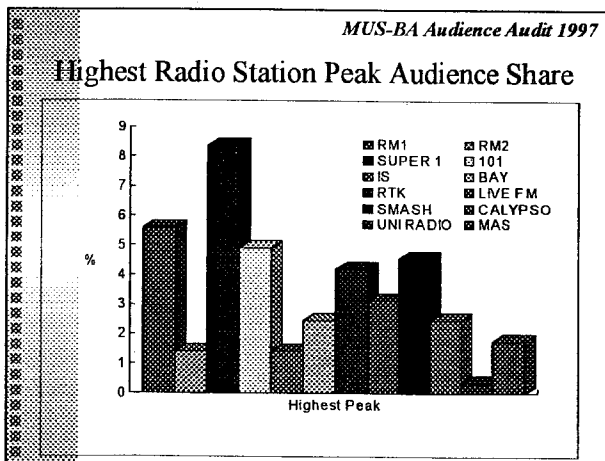
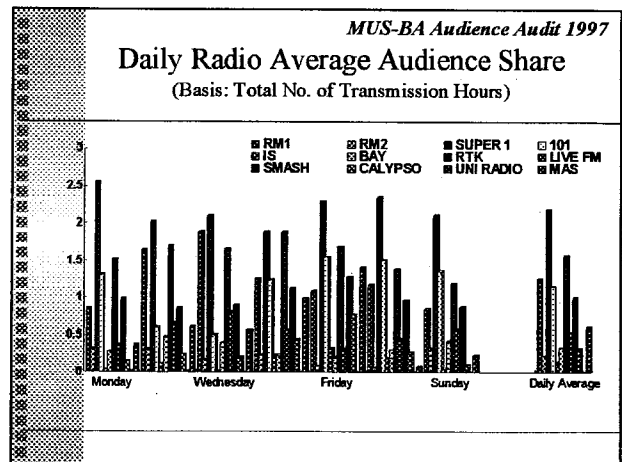
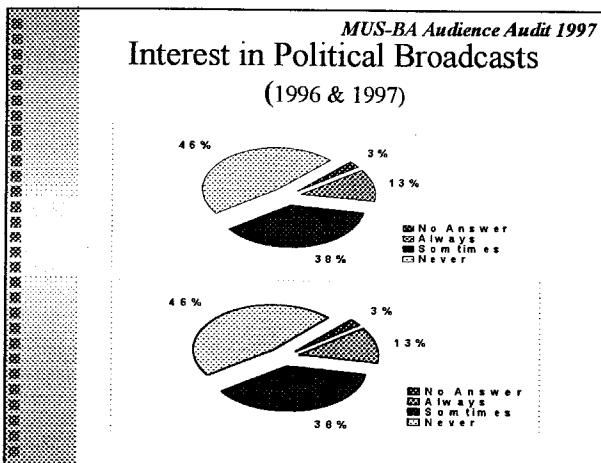
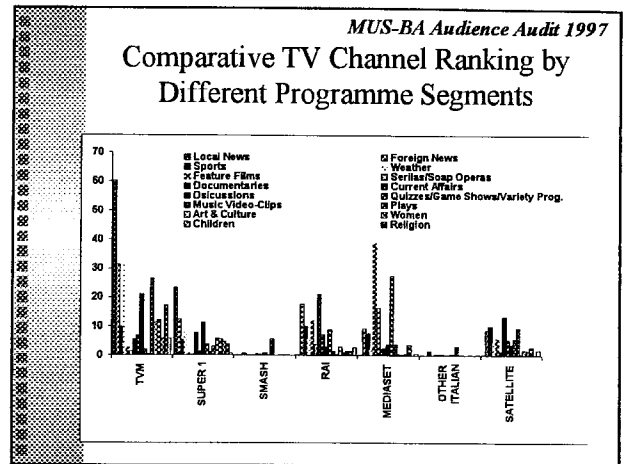
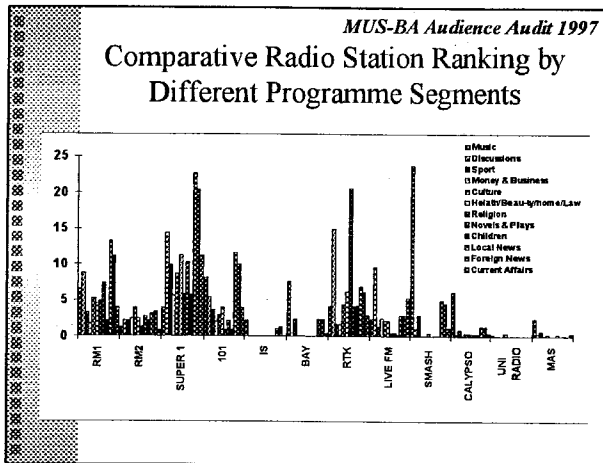
	Total	Male	Female
N=	1001	482	519
	%	%	%
No Preference	4.6	4.8	4.4
Radio	12.5	11.0	13.9
TV	70.4	69.9	70.9
Newspaper	7.2	7.7	6.7
From Other Persons	5.3	6.6	4.0

General Preference for Programme Sectors
(Radio: 1996 & 1997)

PROGRAMME SECTOR	1996	1997
Music	82.5	78.9
Local News	74.7	70.6
Foreign News	68.1	63.9
Discussions	61.2	58.1
Religion	50.6	34.7
Health/Beauty/Home/Law	46.7	31.6
Current Affairs	42.2	31.2
Culture	36.4	29.1
Sports	37.5	29.0
Novels/Plays	35.6	27.9
Money/Business	19.0	16.7
Children	20.3	15.9

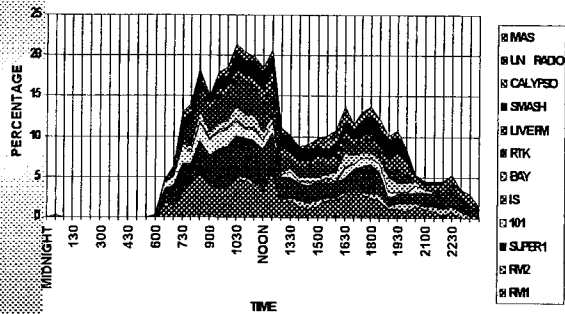
General Preference for Programme Sectors
(TV: 1996 & 1997)

PROGRAMME SECTOR	1996	1997
Local News	89.3	84.2
Foreign News	85.3	79.8
Feature Films	72.0	60.5
Quizzes/Fame Shows/Variety Prog.	60.4	51.6
Weather	78.2	50.5
Documentaries	63.1	50.3
Sports	55.3	45.1
Discussions	56.1	43.8
Plays	35.0	31.4
Music Video-Clips	33.7	24.7
Current Affairs	36.3	23.4
Religion	39.3	22.4
Serials/Soap Operas	32.5	22.9
Art & Culture	33.5	22.1
Women's Programmes	36.8	20.9
Children's Programmes	29.0	18.3
Business & Finance	18.1	11.9



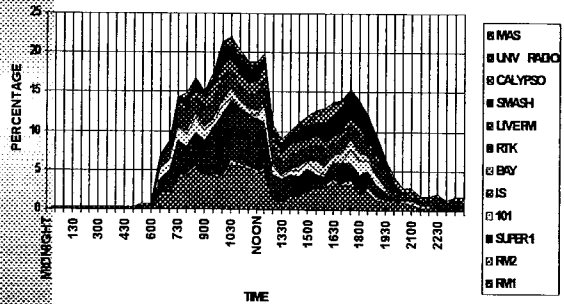
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Radio Audiences: Tuesday



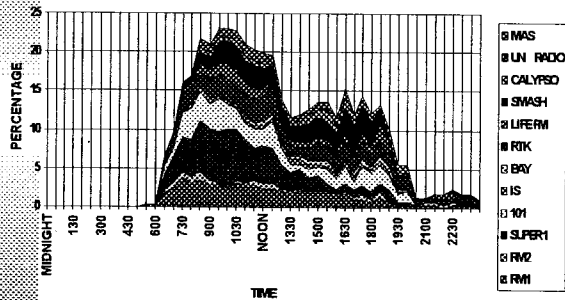
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Radio Audiences: Wednesday



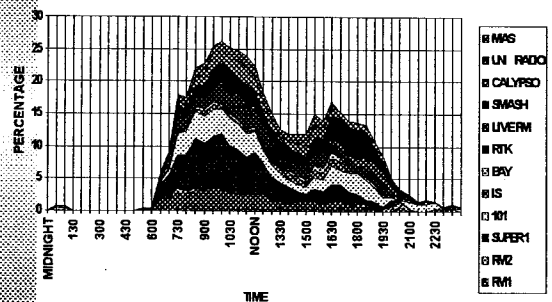
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Radio Audiences: Thursday



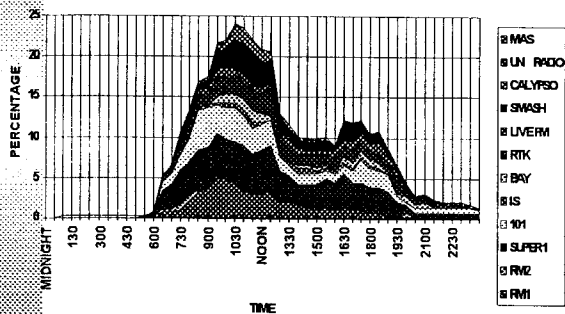
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Radio Audiences: Friday



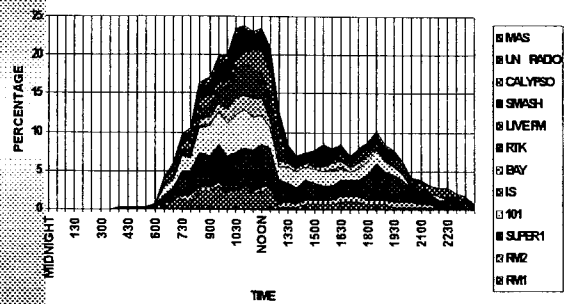
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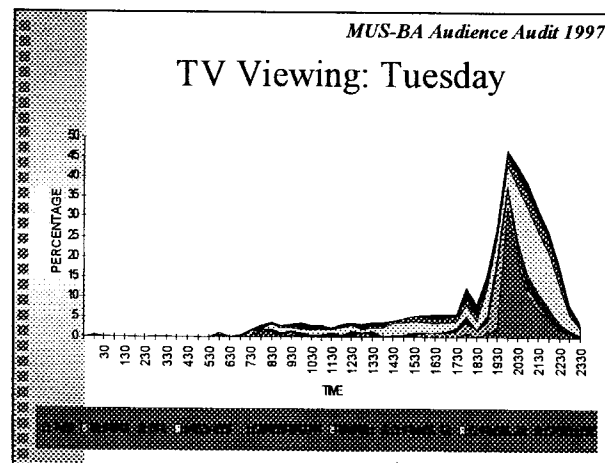
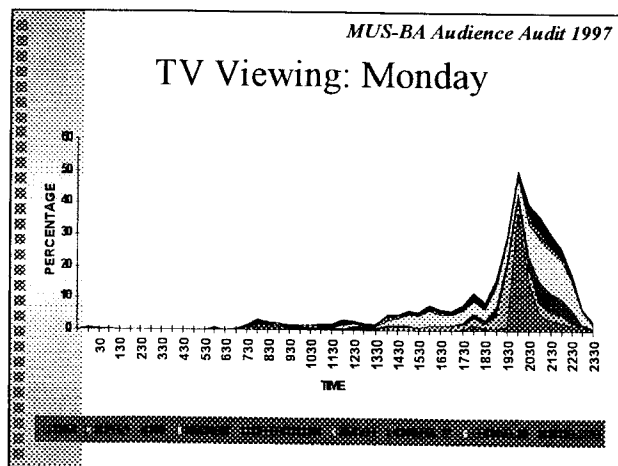
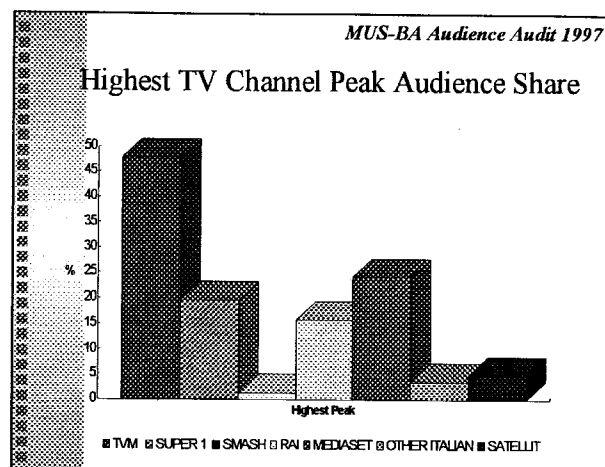
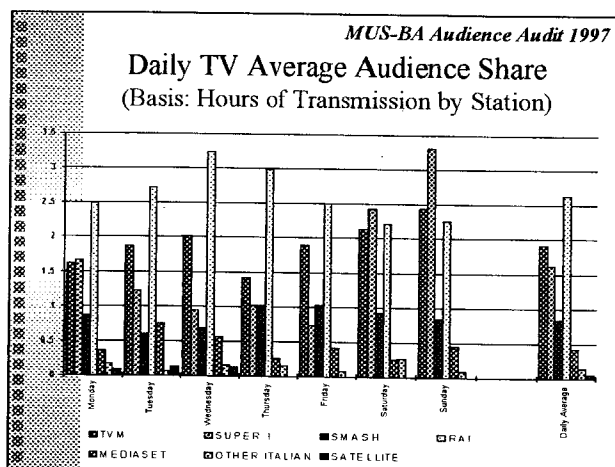
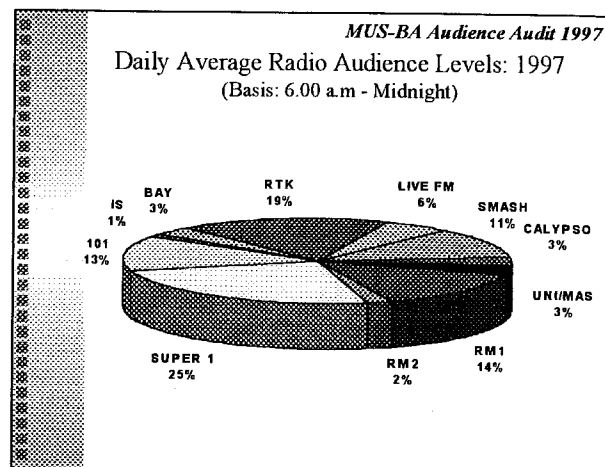
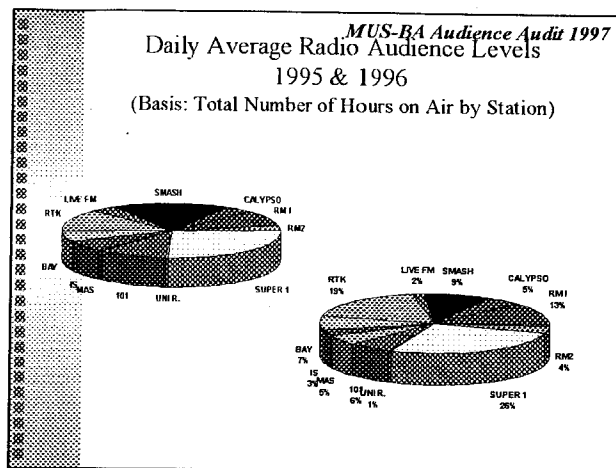
Radio Audiences: Saturday

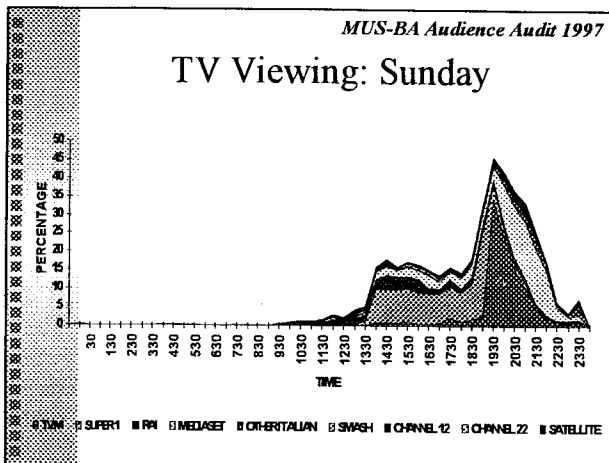
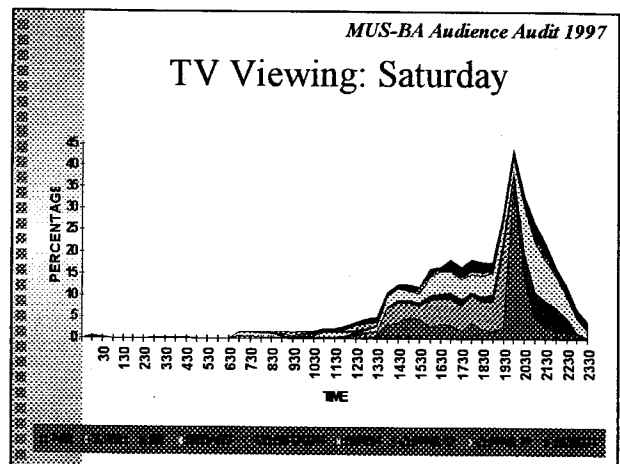
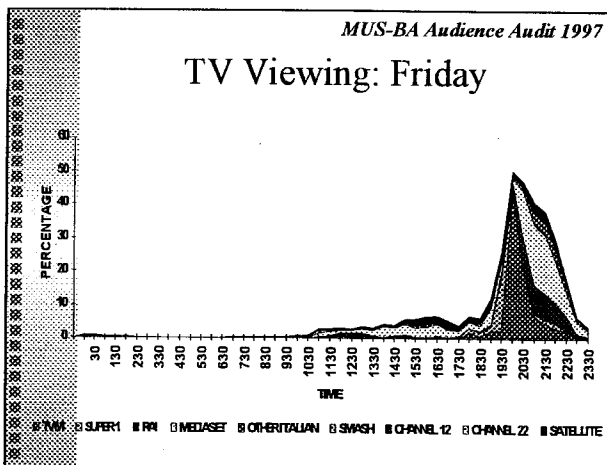
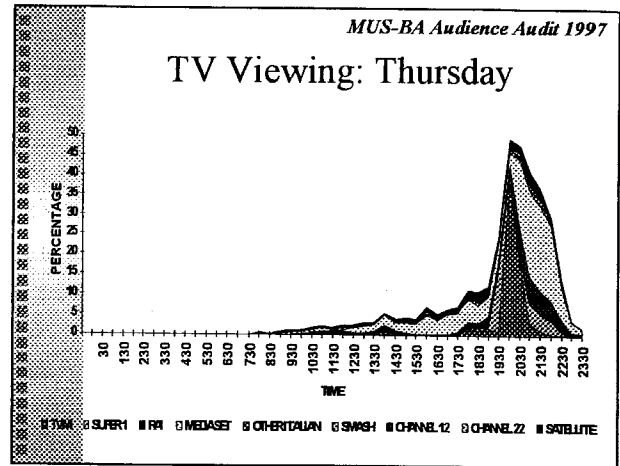
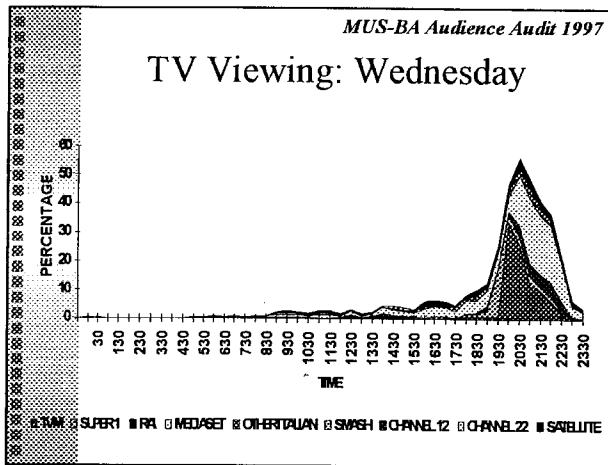


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Radio Audiences: Sunday



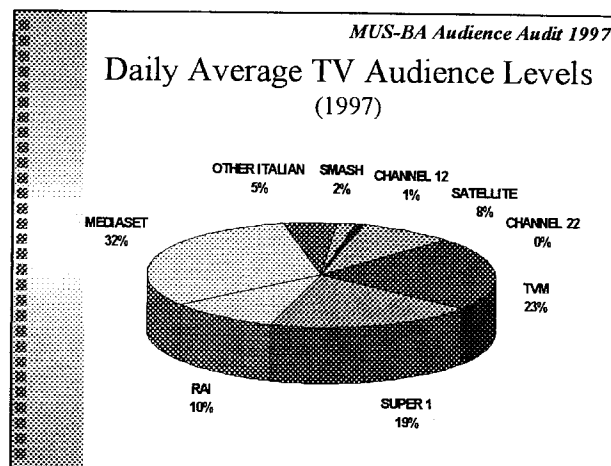
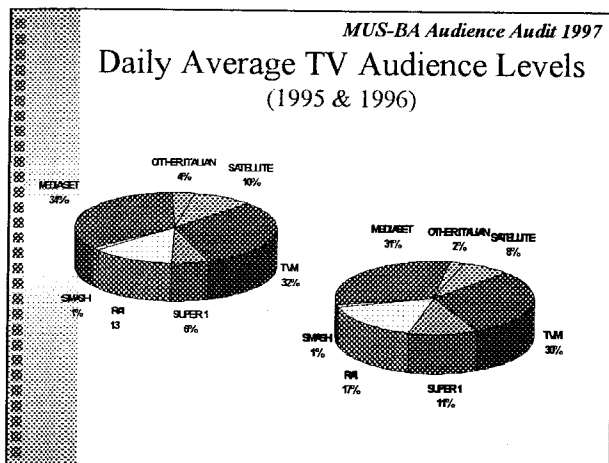




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Meaning of %

- The meaning of 1% in the following pie chart is different from the meaning of 1% of any of the tables in the report
- % in the following pie charts = the proportional share of audience from the total audience for the respective segment (i.e. Radio or TV) [slice of the cake when the cake = total audience of either Radio or TV]



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Conclusions: Absolute size of Audiences

- In general the absolute size of radio audiences have gone down
- the absolute size of TV audiences has gone down

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Trends in Radio Audience Share

■ Increases ◆ Radio 101 (+7%) ◆ Live FM (+4) ◆ Smash Radio (+2%) ◆ Radio Malta 1 (+1%)	■ Decreases ◆ Island Sound (-2%) ◆ Bay Radio (-4%) ◆ Radio Malta 2 (-2%) ◆ Radio Calypso (-2%) ◆ Super 1 (-1%)
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Radio Stations: Relative Strengths

- Super 1 - 25%
- RTK - 19%
- RM1 - 14%
- Radio 101 - 13%
- Smash - 11%
- Live FM - 6%
- Bay Radio, Calypso, UNI/MAS - 3%
- Radio Malta 2 - 2%
- Island Sound - 1 %

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Source for News

- Main source remains TV
 - ◆ TV 68% 1st preference
 - ◆ radio: 15.2% 1st preference
 - ◆ newspapers: 8.4% first preference
- Music & Local News are most favourite with radio
- Local and Foreign News are most favourite with TV

TV News Bulletin

- TVM's News Bulletin continues to register the highest audience level (daily average = 43.01%)
- Super 1 also registers its highest audiences for its News Bulletin (daily average = 23.08%)

Trends in TV Audience Shares

- | | |
|--|-------------|
| ■ Increases | ■ Decreases |
| ◆ Super 1 (+8%) | ◆ TVM (-7%) |
| ◆ Other Italian Stations (+3%) | ◆ Rai (-7%) |
| ◆ Smash & Mediaset (+1%) | |
| ■ Satellite Stations did not register any decrease or increase | |