



A REPORT ON A STUDY OF
RADIO AND TELEVISION AUDIENCES
IN MALTA
JUNE – SEPTEMBER 2004

[PART 1 – REPORT]

PREPARED FOR THE
BROADCASTING AUTHORITY
IN COLLABORATION WITH THE
NATIONAL STATISTICS OFFICE

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PREFACE

Article 30(2) of the Broadcasting Act requires the Broadcasting Authority to make and transmit to the Prime Minister a report that would include the results of independent audience research ascertaining:

- (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) any effects of such programmes on the attitudes or behaviour of those who watch them; and
- (d) the types of programmes that members of the public would like to be included in broadcasting services provided in Malta.

In order to give effect to the above, the Broadcasting Authority has engaged the National Statistics Office in order to compile data through telephone interviews during the period June-September 2004. The telephone interviews are representative of the whole population. The analysis of these interviews is contained in this report.

8th November 2004

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1. SAMPLE PROFILE

1.1 Table 1.1 gives the profile of the sample used for this study. The sample structure is based on the demographic features of the resident population in Malta.

Table 1.1: Sample Profile by Gender

Sample Profile				Demographics [LFS 04]			
Age Group	Total %	Gender		Age Group	Total %	Gender	
		Male %	Female %			Male %	Female %
12-29	28.3	32.4	24.9	12-29	30.8	32.6	29.1
30-49	35.5	34.8	36.1	30-49	33.9	34.3	33.6
50+	36.2	32.8	39.0	50+	35.2	33.1	37.3
Total	100	100	100	Total	100	100	100
N =	552	247	305	N =	341180	167623	173557
%	100.0	44.7	55.3	%	100.0	49.1	50.9

1.2 Table 1.2 gives details of the Sample Profile by Socio-Economic Group and by Age, Table 1.3 by Highest Education Level and by Age, and Table 1.4 by District and by Age.

Table 1.2: Breakdown of Sample by Socio-Economic Group and by Age

Age Group	Total %	Socio-Economic Group						
		House-person %	Student %	Employed %	Self-Employed %	Un-employed %	Pensioner %	Unable to work due to sickness /disability %
12-29	28.3	6.9	98.6	33.3	8.7	42.1		33.3
30-49	35.5	38.6	1.4	50.0	65.2	42.1	1.8	66.6
50+	36.2	54.5		16.7	26.1	15.8	98.2	
Total	100	100	100	100	100	100	100	100
N =	552	189	69	192	23	19	57	3
%	100.0	34.2	12.5	34.8	4.2	3.4	10.3	0.5

Table 1.3: Breakdown of Sample by Highest Education Level and by Age

Age Group	Total %	Highest Education Level					
		Primary %	Secondary %	Post-Secondary %	Tertiary %	No School %	Refusal %
12-29	28.3	26.6	31.4	36.4	26.5		
30-49	35.5	17.5	48.5	43.9	49.0	3.6	
50+	36.2	55.9	20.1	19.7	24.5	96.4	100.0
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0
N =	552	177	229	66	49	28	3
%	100.0	32.1	41.5	12.0	8.9	5.1	0.5

Table 1.4: Breakdown of Sample by District and by Age

Age Group	Total %	District					
		Southern Harbour %	Northern Harbour %	South Eastern %	Western %	Northern %	Gozo & Comino %
12-29	28.3	23.0	28.1	27.8	40.5	31.8	22.2
30-49	35.5	32.4	39.9	34.1	28.4	40.9	41.7
50+	36.2	44.6	32.0	38.1	31.1	27.3	36.1
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0
N =	552	148	153	97	74	44	36
%	100.0	26.8	27.7	17.6	13.4	8.0	6.5

- 1.3 The sample composition was compared to demographic data supplied by the National Statistics Office. Differences of less than 5% are evident when analysed by gender, by age group and by district. The largest differences are those figures for population distribution by district [+4.8% in South Harbour and +4.5% in South Eastern] while females are more represented than males by a difference of 4.4%.

Table 1.5: Comparison of Sample to N.S.O. demographic data

	Sample	N.S.O.	[+/-]
By Gender			
Males	44.7%	49.1%	[-4.4%]
Females	55.3%	50.9%	[+4.4%]
By Age Group			
12-29	28.3%	30.8%	[-2.5%]
30-49	35.5%	33.9%	[+1.6%]
50+	36.2%	35.2%	[+1.0%]
By District			
South Harbour	26.8%	22.0%	[+4.8%]
North Harbour	27.7%	31.4%	[-3.7%]
South Eastern	17.6%	13.1%	[+4.5%]
Western	13.4%	14.0%	[-0.6%]
Northern	8.0%	11.7%	[-3.7%]
Gozo & Comino	6.5%	7.8%	[-1.3%]

2. LISTENING AND VIEWING PATTERNS

2.1 Introduction

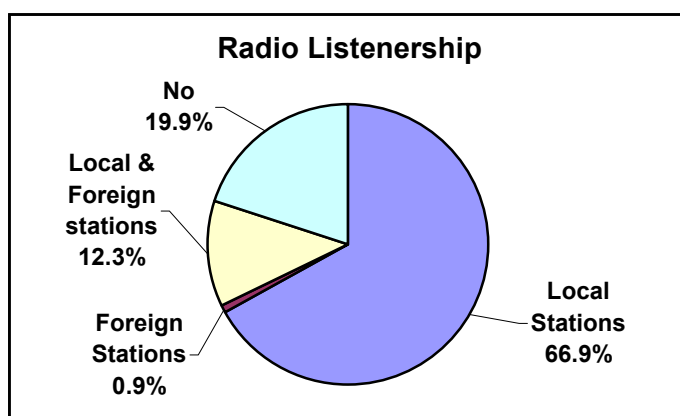
2.1.1 A set of aspects regarding the diffusion of the media in Malta is focused upon in this chapter, which will first examine radio listening in general, and then focus on the most preferred radio station. Subsequently, the same aspects are covered for TV - both local and foreign.

2.2 Radio Listening

2.2.1 During this period, the public broadcaster, PBS Ltd., amalgamated two of its radio stations [FM Bronja and Radju Parlament] under one frequency resulting in the removal from air of FM Bronja on 1st June. Radio Calypso was taken over by Radju Marija in June with the latter becoming a nation-wide broadcaster.

2.2.2 Participants in this study were asked whether they listen to the radio regularly and whether they listen to local stations only, or to foreign stations only, or to both. Radio listening during this period reached 80.1%, surpassing those of other audience audits carried out for by the Broadcasting Authority during different periods [April, 2003 – 72%; October 2003 – 76.3%]. While 66.8% listen to local radio stations, 0.9% listens to only foreign stations, 12.3% listen to both local and foreign radio stations; and the remaining 19.9% stated that they do not listen to radio¹ – see also Figure 2.1.

FIGURE 2.1 - RADIO LISTENING



¹ Full details in Table 2.1, Part 2

- 2.2.4 Radio is mostly listened to by persons in the 30-49-age bracket [36.2%], followed by those in the 50+ age group [35.5%] and those of 12-29 years old [28.3%]. Local radio station listening is preferred by all age groups while the 12-19 age group have the highest percentage for listening of both local and foreign stations².
- 2.2.5 Analyzing all respondents by their highest educational level attained, radio was followed mostly by those having secondary schooling [41.5%] followed by primary school level [31.4%]. Analyzing respondents by their economic status those employed [34.8%] and house persons [34.2%] registered the highest levels of radio listening. While local radio station listening exceeds by more than 60% in nearly all of the categories classified by economic status, only 42.1% of all pensioners listen to local stations while 35.1% do not listen to any radio broadcast.³
- 2.2.6 78.4% of listeners in the Western district and 70.5% of those living in the Northern district follow local radio stations. No foreign stations are followed in Gozo, in the Western district and in the South Eastern district. 12.3% of all radio listeners follow both local and foreign stations.⁴

2.3 Favourite Radio Station

- 2.3.1 Respondents taking part were asked to state their preference for their favourite radio broadcasting station. Of all those who listen to radio, 19.7% stated that they do not have a particular preferred station. Super One Radio [15.3%] is the most preferred radio station, followed by Radju Malta [10.5%], Bay Radio [9.6%], RTK [9.2%] and Smash Radio [8.2%].⁵

TABLE 2.1 – FAVOURITE RADIO STATION

Radju Malta	10.5%
Radju Parlament/106.6	3.4%
Super One	15.3%
Radio 101	5.7%
Bay Radio	9.6%
RTK	9.2%
Smash Radio	8.2%
Radio Maria	4.3%
Campus FM	.7%
Capital Radio	5.7%
X FM	3.2%
A3 FM	.5%
Radju tal-komunità	3.9%
No particular station	19.7%
Total	100%

- 2.3.2 While more males [22.2%] than females [17.7%] do not have any preference to a particular radio station, Radju Malta, RTK, Smash Radio, and Radju Maria attract more females than males– see also Figure 2.2. In the 12-29-age group, Bay Radio attracted the highest percentage [22.8%], followed by Smash Radio [17.1%] and Capital Radio [12.2%]. In the 30-49-age bracket, Super One Radio attracted the highest

² Full details in Table 2.1, Part 2

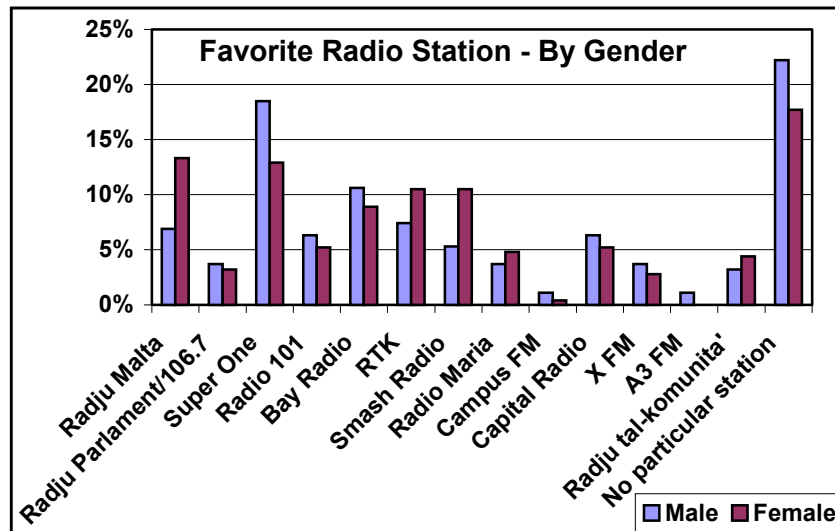
³ Full details in Table 2.2 and Table 2.3, Part 2

⁴ Full details in Table 2.4, Part 2

⁵ Full details in Table 3.1, Part 2

percentage [19.6%] followed by Radju Malta [13.3%]. In the 50+age group, Super One Radio again attracted the highest percentage [21.8%] followed by RTK [16.0%], Radju Malta [14.7%] and Radio 101 [10.3%].⁶

FIG 2.2 – FAVOURITE RADIO STATION BY GENDER

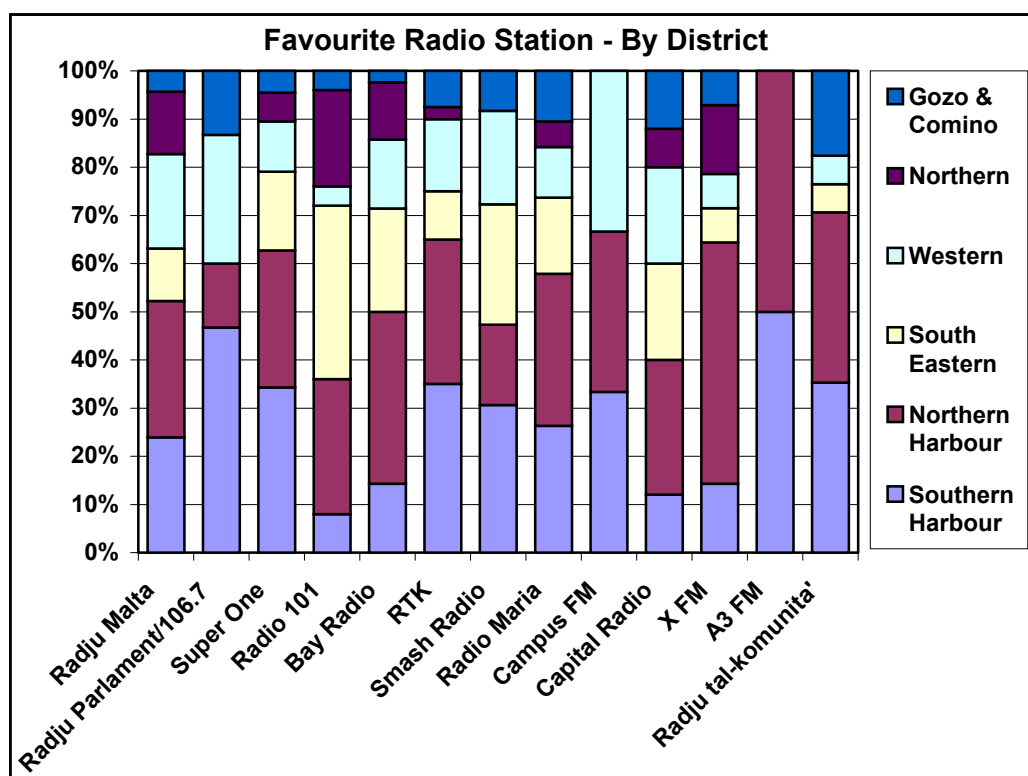


2.3.3 The favourite following of radio stations varied by district. While A3 FM found favour in only two districts, Campus FM was favoured in three, Radju Parlament in four districts, while Smash Radio and Community Radio Stations did not find any favourite in one district only. Super One Radio was favoured first in four districts, second in the Western district and third in the Northern district. Radju Malta was favoured first in the western and northern district while RTK, Smash Radio and Capital Radio simultaneously ranked first in Gozo and Comino. Bay Radio ranked second favourite radio station in the Northern Harbour, South Eastern and in the Northern Districts. Radio 101 ranked second in the South eastern and Northern districts while Smash Radio ranked second in the South Eastern and Western districts⁷ – see Figure 2.3.

⁶ Full details in Table 3.1, Part 2

⁷ Full details in Table 3.4, Part 2

FIG. 2.3 – FAVOURITE RADIO STATION – BY DISTRICT



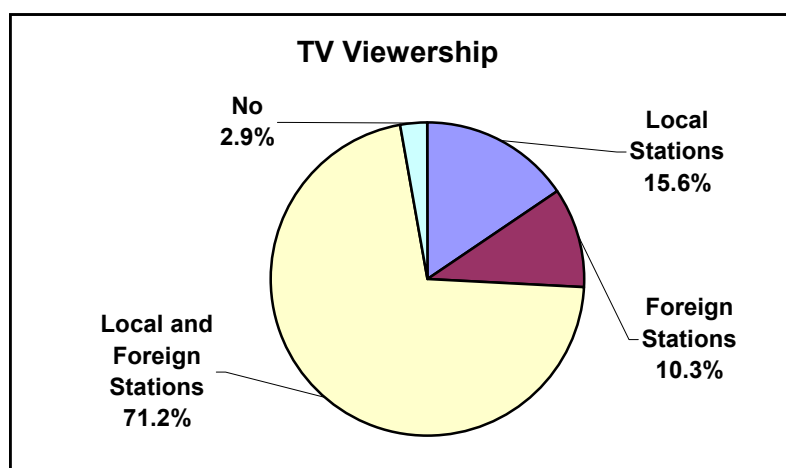
2.4 TV Viewership

2.4.1 This period was characterised by the European Parliament and its election and the local councils elections. International events which may have a direct effect of television viewing included the Olympic Games [August, 13] and the UEFA Champions League [start of final stages – September, 14].

2.4.2 Participants in this study were asked whether they watch television regularly and whether they watch local stations only, foreign stations only, or both. Compared to other periods, television viewing was slightly lower at 97.1% [April 2003 – 99.4%; October 2003 – 99.3%]. While 15.6% watch only local TV stations, 10.3% watch only foreign TV stations, 72.1% watch both local and foreign stations; and the remaining 2.9% stated that they do not watch television regularly⁸ – see also Figure 2.4.

⁸ Full details in Table 6.1, Part 2

FIGURE 2.4 – TV VIEWING



2.4.3 Again Television is viewed highest in the following order of age groups: 30-49-age group [98.5%], 12-29-age group [98.1%], and 50+age group [95.0%]⁹. All interviewees having post-secondary and tertiary education were regular viewers of television while 10.7% of those who never attended school never watch television.¹⁰

2.5 Favourite TV Station

2.5.1 Respondents taking part were asked to state their preference for their favourite television broadcasting station. Of those who regularly watch television, 22.4% stated that they do not have any particular preferred station. TVM [16.2%] is the most preferred station, followed by Super One TV [14.4%] from local TV stations, while Italia 1 [13.2%] is the most favourite from foreign broadcasting stations followed by Canale 5 [9.5%].

TABLE 2.2 – FAVORITE TV STATION

TVM	16.2%
Super One	14.4%
Net	5.0%
Smash	0.2%
Rai 1	3.7%
Rai 2	0.7%
Rai 3	0.2%
Rete 4	0.9%
Canale 5	9.5%
Italia 1	13.2%
Other Italian Station	0.2%
Discovery Channel	2.1%
MTV	1.9%
BBC Prime	2.6%
BBC World	0.2%
Other Stations	6.5%
No favorite station	22.4%
Total	100%

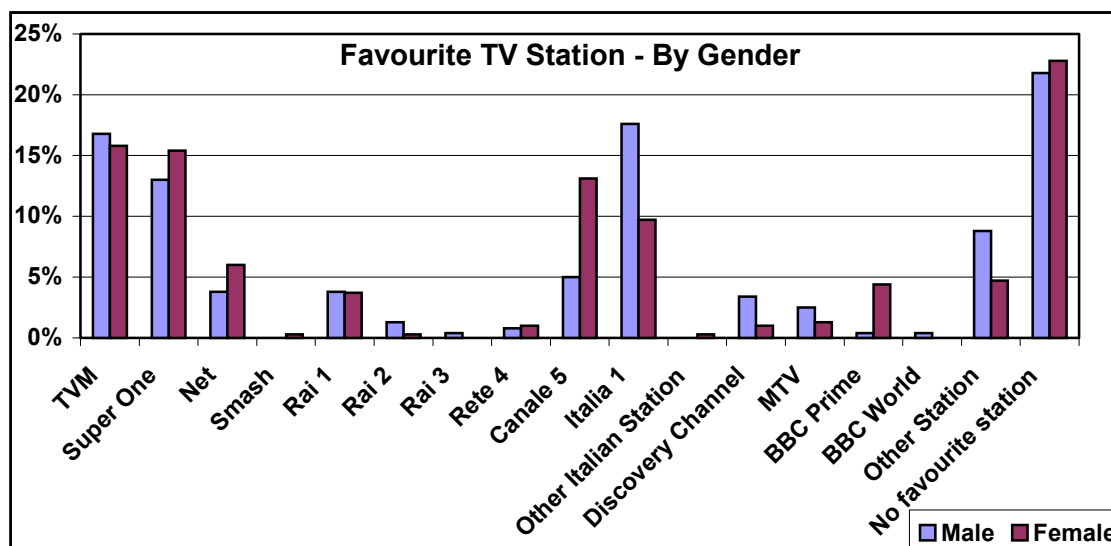
2.5.2 During this period TVM and the category Other Stations attract more males than females, while Super One TV, Net TV and Smash TV attract more females than males. With regard to foreign Italian Stations, RAI 1, 2, 3 and Italia 1 attract more males than females¹¹ - see Figure 2.5.

⁹ Full details in Table 6.1, Part 2

¹⁰ Full details in Table 6.2, Part 2

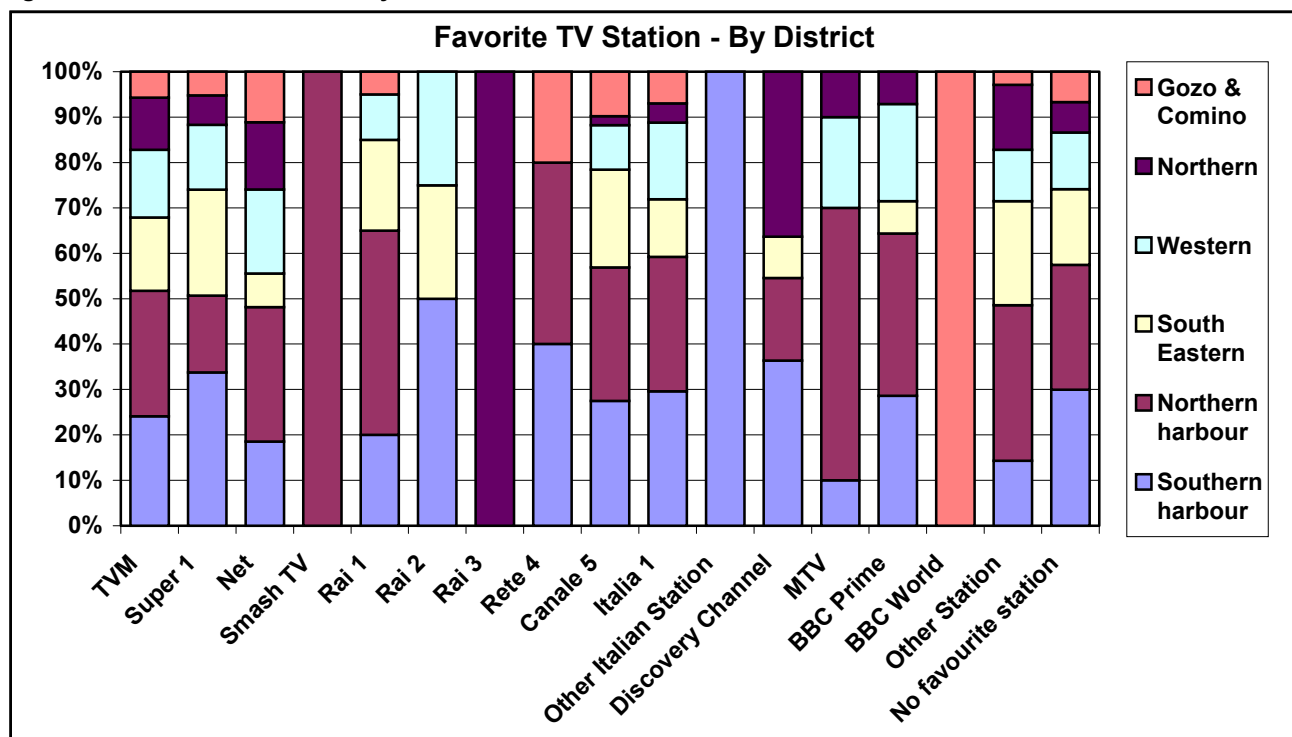
¹¹ Full details in Table 7.1, Part 2

FIG 2.5 – FAVOURITE TV STATION BY GENDER



2.5.3 The favorite following of local TV stations varies by district. TVM ranked as the favorite station in four districts and second in the other two while Super One TV ranked first in the Southern Harbour and South Eastern and second in Northern district and in Gozo & Comino. Italia 1 and Canale 5 ranked first with TVM in Gozo & Comino while Italia 1 ranked second in the Southern Harbour, Northern Harbour and in the Western districts.¹² The composition of viewers by district for each TV station is described pictorially in Figure 2.6 below.

Figure 2.6 – Favorite TV Station by District



¹² Full details in Table 7.4, Part 2

3. Radio and Television Programme Preferences

3.1 Introduction

3.1.1 Respondents were also requested to state their preferred radio station. Following this question, they were asked which programme sectors, in respect of ten different types of radio programmes, were of interest to them. The same was done with TV stations where fourteen television programme types were identified. In their replies respondents were requested to express their preference for only one radio or television station. This chapter first discusses the general findings for preferences for radio programme sectors and the preferences the Maltese have in respect of the individual radio station. It then maps the preferences for TV programme and channel sectors studied.

3.2 Radio: General Preferences

3.2.1 Table 3.1 summarises the preferences registered for the different radio programme sectors.

TABLE 3.1 GENERAL PREFERENCES

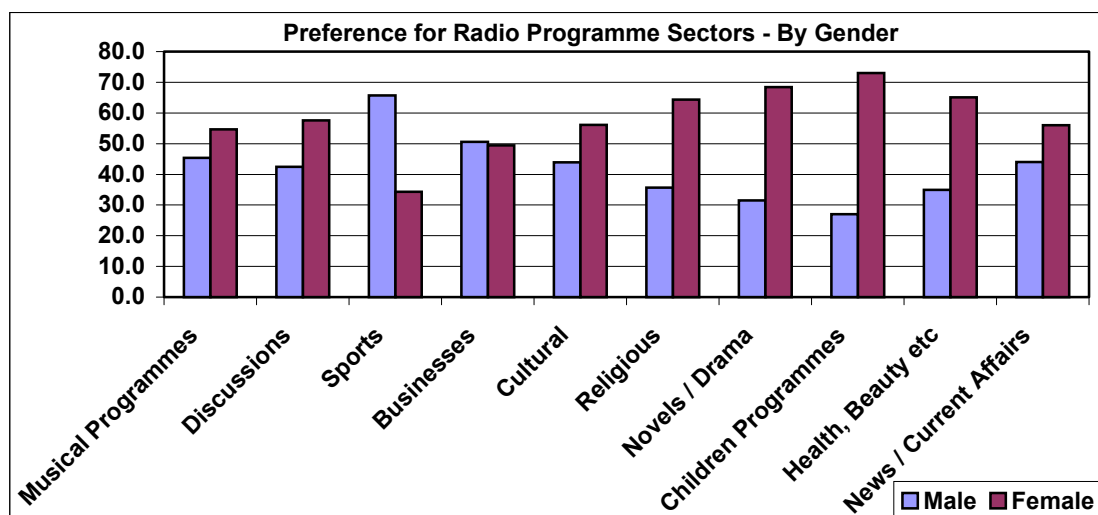
Programme Sector	%
News / Current Affairs	87.9
Musical Programmes	85.8
Health, Beauty etc	68.2
Religious	59.0
Discussions	52.9
Cultural	50.6
Novels / Drama	42.8
Sports	39.4
Children Programmes	34.8
Businesses	19.0

3.2.2 The table indicates that at 87.9% News and Current Affairs is the most popular sector of Maltese radio listeners. This is followed by Musical Programmes [85.8%], and Health and Beauty programmes [68.2%]. Religious [59.0%] and Discussion [52.9%] programmes are also quite popular among Maltese radio listeners.

3.2.3 Of all the ten programme sectors, Sports [65.7%/M – 34.3%/F] and Business [50.6%/M – 49.4%/F] are the programme sectors that are preferred by males compared to females. All the other programme sectors are more favoured by females¹³ - see Figure 3.1 below.

¹³ Full details in Table 4.2, Part 2

FIGURE 3.1 – PREFERENCE FOR RADIO PROGRAMME SECTORS - BY GENDER



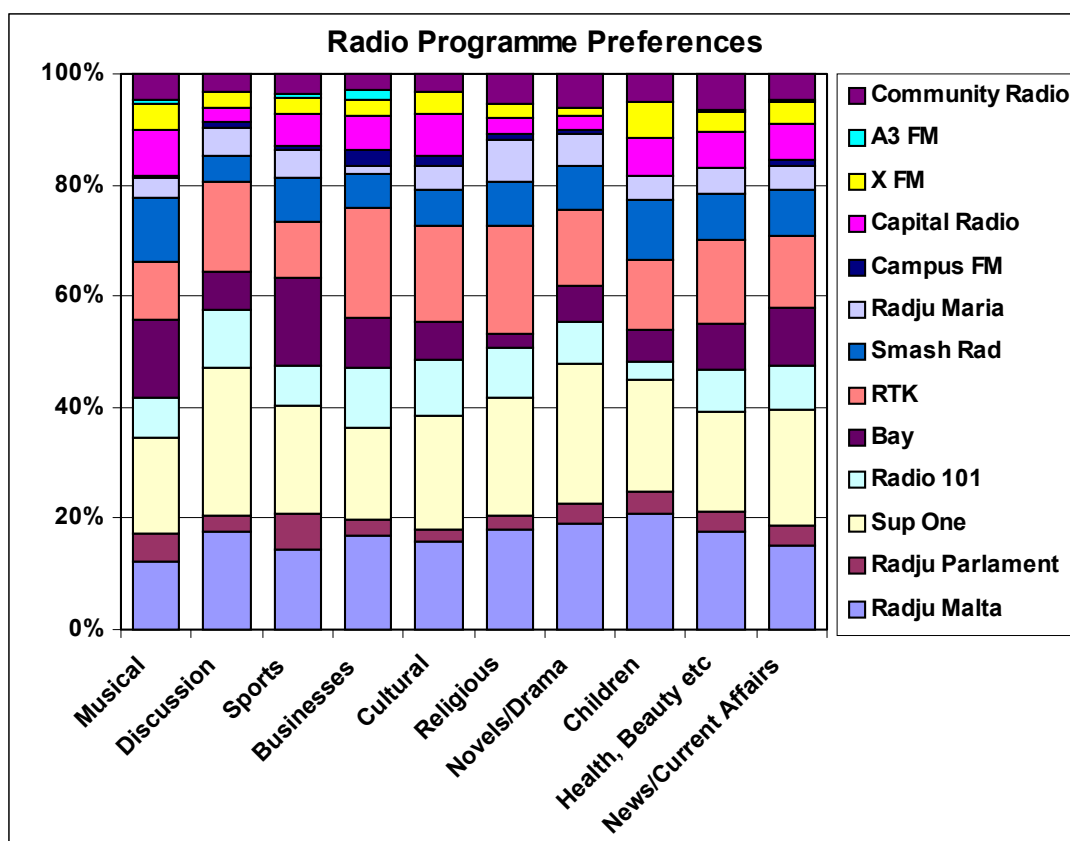
3.3 Radio Station Preferences for Different Programme Sectors

3.3.1 Respondents were asked to mention their preferred radio station. They were subsequently asked which programme sectors were of interest to them where they could name more than one type of preferred programmes. Table 3.2 gives a list of preferences for each programme sector mentioned for the different radio stations. Super One Radio got the highest scores for eight programme sectors and a second best score on the other two programme sectors, namely Business Programmes [13.1%] and Children's Programmes [15.8%]. Radju Malta got the best score for Children Programmes [16.4%] and a second score in seven programme sectors [except Sports and Religious Programmes]. RTK got the best score for Business [15.7%] and a second best for Religious Programmes [15.1%]. Bay Radio got a second score in Musical Programmes [11.2%] and in Sport Programmes [12.8%]. Figure 3.2 gives a graphical representation of the above.

TABLE 3.2 – RADIO STATIONS PREFERENCES FOR DIFFERENT PROGRAMME SECTORS – BY STATION

	Rad Malt	Rad Parl	Sup One	Rad 101	Bay	RTK	Sma Rad	Rad Mar	Cam pus FM	Cap Rad	X FM	A3 FM	Rad tal-kom	No pref Stat	Tot
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Musical	9.9	4.0	13.6	5.9	11.2	8.3	9.1	2.9	0.3	6.7	3.7	0.5	3.7	20.3	100
Discussion	14.3	2.2	21.6	8.2	5.6	13.0	3.9	3.9	0.9	2.2	2.2	0.0	2.6	19.5	100
Sports	11.6	5.2	15.7	5.8	12.8	8.1	6.4	4.1	0.6	4.7	2.3	0.6	2.9	19.2	100
Businesses	13.3	2.4	13.3	8.4	7.2	15.7	4.8	1.2	2.4	4.8	2.4	1.2	2.4	20.5	100
Cultural	12.7	1.8	16.3	8.1	5.4	14.0	5.0	3.6	1.4	5.9	3.2	0.0	2.7	19.9	100
Religious	14.0	1.9	16.7	7.0	1.9	15.1	6.2	5.8	0.8	2.3	1.9	0.0	4.3	22.1	100
Novels / Drama	15.0	2.7	19.8	5.9	4.8	10.7	6.4	4.3	0.5	2.1	1.1	0.0	4.8	21.9	100
Children	16.4	3.3	15.8	2.6	4.6	9.9	8.6	3.3	0.0	5.3	5.3	0.0	3.9	21.1	100
Health, Beauty etc	13.8	3.0	14.1	6.0	6.7	11.7	6.7	3.7	0.0	5.0	3.0	0.3	5.0	20.8	100
News / Current Affairs	12.0	2.9	16.4	6.3	8.3	10.4	6.5	3.6	0.8	5.2	3.1	0.3	3.6	20.6	100

FIGURE 3.2: RADIO PROGRAMME PREFERENCES



3.4 TV General Preferences

3.4.1 Table 3.3 summarises the preferences registered for the different TV programme sectors.

3.4.2 The table indicated that News and Current Affairs is the most popular sector and was mentioned by 91% of the respondents. This is followed by Weather [84.1%], Plays/drama [76.0%] and Discussion programmes [69.7%].

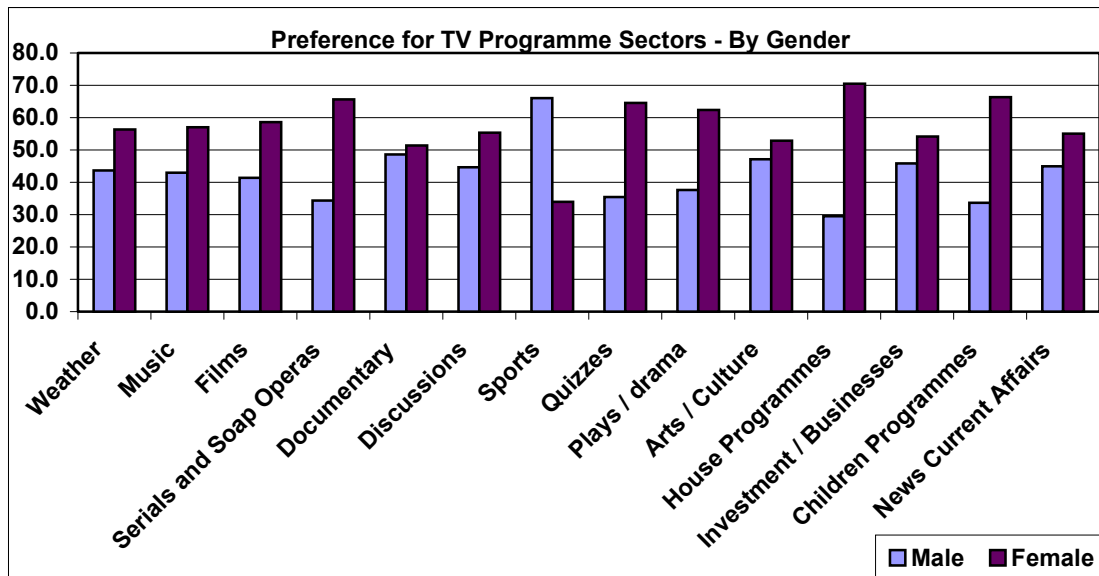
Table 3.3 General Preferences

Programme Sector	%
News and Current Affairs	91.0
Weather	84.1
Plays / drama	76.0
Discussions	69.7
Documentary	61.8
House Programmes	58.0
Quizzes	55.9
Films	55.5
Serials and Soap Operas	52.8
Arts / Culture	50.1
Music	49.1
Sports	45.5
Children Programmes	42.8
Investment / Businesses	22.3

3.4.3 Of all the fourteen television programme sectors, Sports [66.1%/M – 33.9%/F] is the programme sector that is preferred by males as compared to females. All the other programme sectors are more favoured by females¹⁴ – see Figure 3.3 below.

¹⁴ Full details in Table 8.2, Part 2

FIGURE 3.3 – PREFERENCE FOR TV PROGRAMME SECTORS – BY GENDER

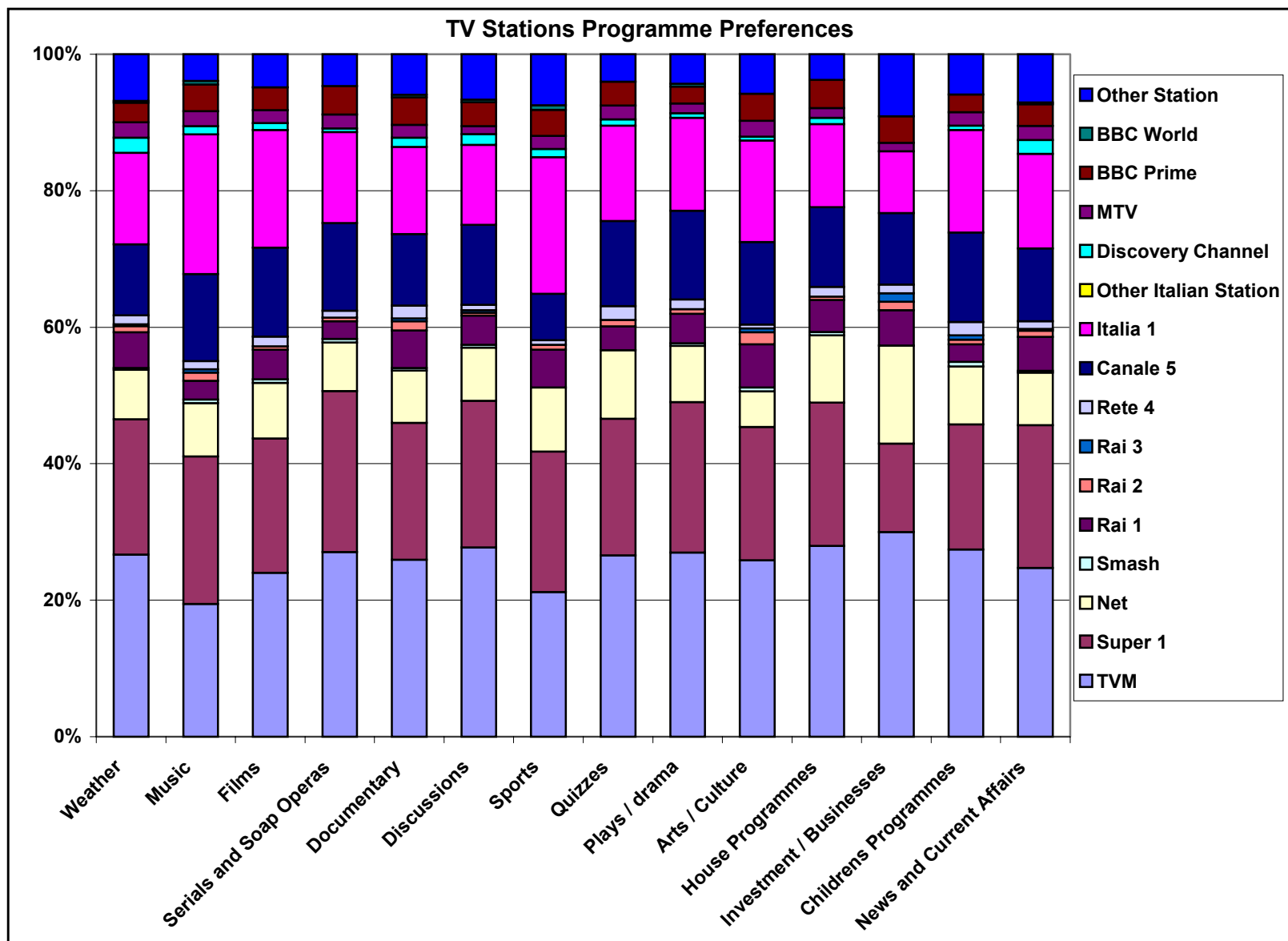


3.5 TV Channel Preferences for Different Programme Sectors

3.5.1 The respondents were asked to mention their preferred television channel. They were subsequently asked which programme sectors were of interest to them. Table 8.3, part two¹⁵ gives a list of preferences where each programme sector was mentioned for the different television channels. TVM got the highest score for all the programme categories except for Music [14.9%] where it ranked third after Italia 1. Super One TV ranked first for music programmes [16.6%] and second for the rest of the programme sectors with the exception of Investment/Business [9.3%] where it ranked third. Italia 1 ranked second for its music programmes [15.7%] and third for the rest of the programme with the exception of Investment/Business [6.5%] where it ranked fourth. Net TV ranked second in Investment/Business programmes. Figure 3.4 gives a graphical representation of the above.

¹⁵ Full details in Table 8.3, Part 2

FIGURE 3.4: TV PREFERENCES FOR DIFFERENT PROGRAMME SECTORS – BY STATION



4. RADIO AUDIENCE ANALYSIS

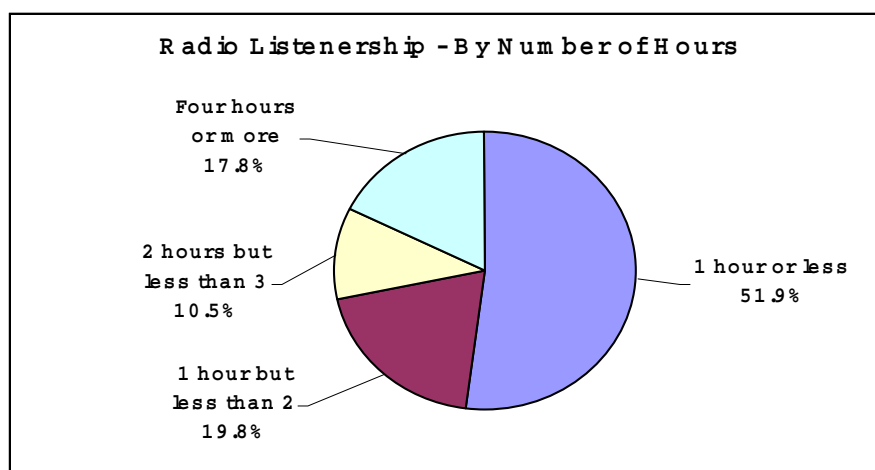
4.1 Introduction

4.1.1 Respondents taking part were also requested to state whether they had listened to radio the day prior to the interview, for how many hours, for which time bracket and which station they listened to for at least 10 minutes.

4.2 Average Radio Listenership

4.2.1 Of all respondents only 44.7% stated that they had listened to radio the day before the interview¹⁶. More than half of those who had listened to radio 51.9% did so for one hour or less, 19.8% for more than one hour but less than two hours, 10.5% for more than 2 hours but less than 3 hours, and 17.8% listened to radio for four hours or more – see Figure 4.1 below.

FIGURE 4.1 – RADIO LISTENERSHIP BY NUMBER OF HOURS



4.2.2 In previous audit the average number of hours radio is listened to was as follows¹⁷:

	April 2003 %	October 2003 %
One hour	29.3	33.1
Two hours	23.3	16.6
Three hours	12.2	12.6
Four hours or more	35.2	37.7

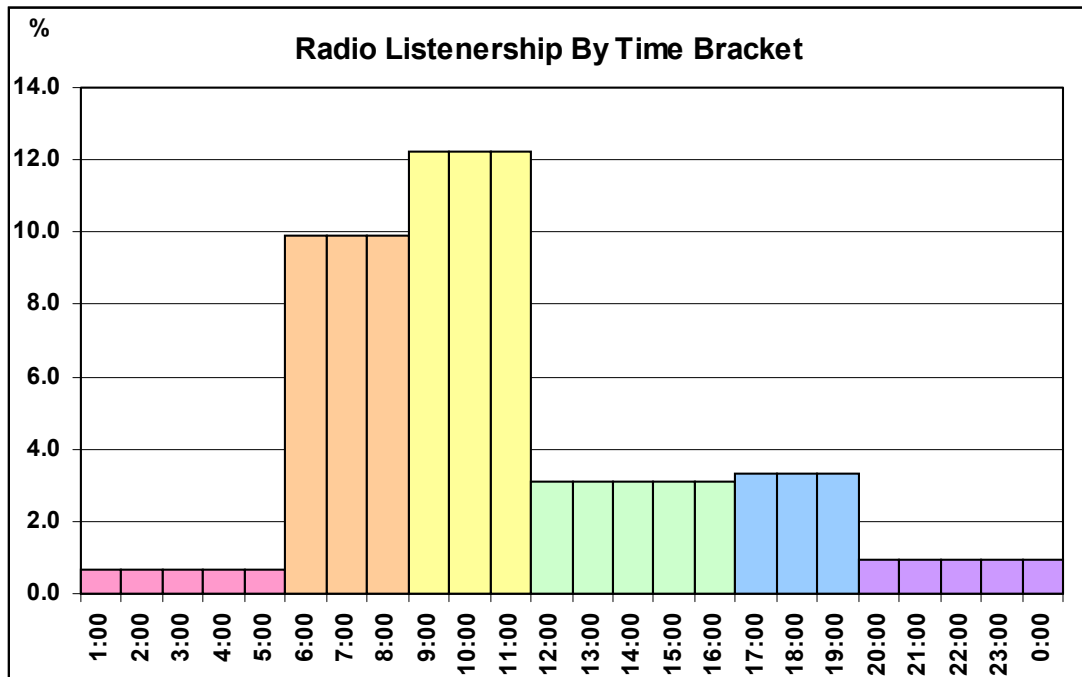
4.2.3 Respondents were asked to indicate at what time radio was listened to. Of all radio listeners, 3.2% stated that they listened to radio before 06:00hrs; 27.7% between 06:00-09:00hrs; 34.1% between 9:00-12:00am; 14.5% between 12:00-17:00hrs; 9.2% between 17:00-20:00 hrs; and 4.4% between 20:00-24:00hrs. 5.2% of all radio listeners stated that they listen to radio all through the day¹⁸ – see Figure 4.2 below.

¹⁶ Full details in Table 5.1, Part 2

¹⁷ Table 4.2, "TV and Radio Audiences in Malta", May and November 2003, Mario Vassallo

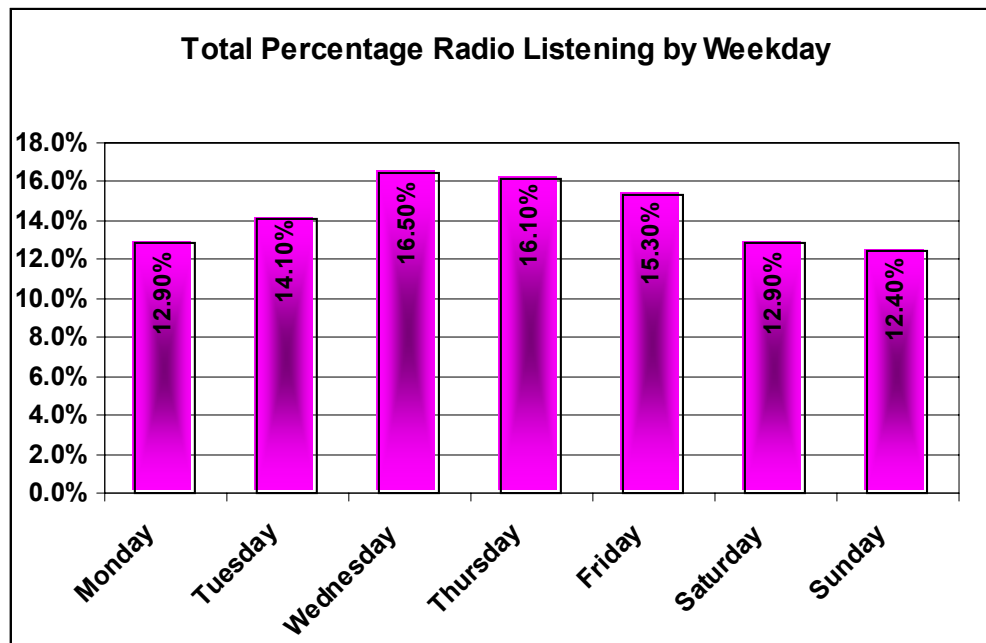
¹⁸ Full details in Table 5.2 Part 2

Figure 4.2 Average Radio Listenership by Time Bracket
AREA UNDER THE BAR = TOTAL PERCENTAGE



4.2.4 Taking all radio listeners including “all day listeners”, the daily percentage of radio listening was nearly constant within the whole week ranging from 12.4% on Sunday to 16.5% on Wednesday¹⁹ - see Figure 4.3 below.

FIGURE 4.3: TOTAL PERCENTAGE RADIO LISTENING BY WEEKDAY



¹⁹ Full details in Table 5.3, Part 2

4.2.5 Analysing all radio listeners by weekday, the same pattern follows throughout the week with the exception of Fridays and Sundays where there is a gradual reduction in audiences after 12:00 hours – audiences tend to increase slightly during 17:00 to 20:00 hrs in other days of the week. This reduction in audiences starts much earlier [09:00 – 12:00] on Fridays while on Sundays audiences pick up dramatically during 09:00 – 12:00 time bracket²⁰ – see Figures 4.4-1/7 below.

FIGURES 4.4-1/7: RADIO LISTENING BY WEEKDAY
AREA UNDER THE BAR = TOTAL PERCENTAGE



²⁰ Full details in Table 5.3, Part 2

4.3 Radio Audience Share

4.3.1 Table 5.5, part 2, presents data on the total weekly share by station. Super One Radio registered the highest score for the weekly total at 18.6% with the highest daily total for this registering on Thursday. This was followed by Radju Malta [16.1%], Bay Radio [14.5%] and Radio 101 [11.2%]²¹ – see figures 4.5 and 4.6 below. Community Radio stations earned 3.7% audience share.

FIGURE 4.5: RADIO AUDIENCE SHARE BY STATION

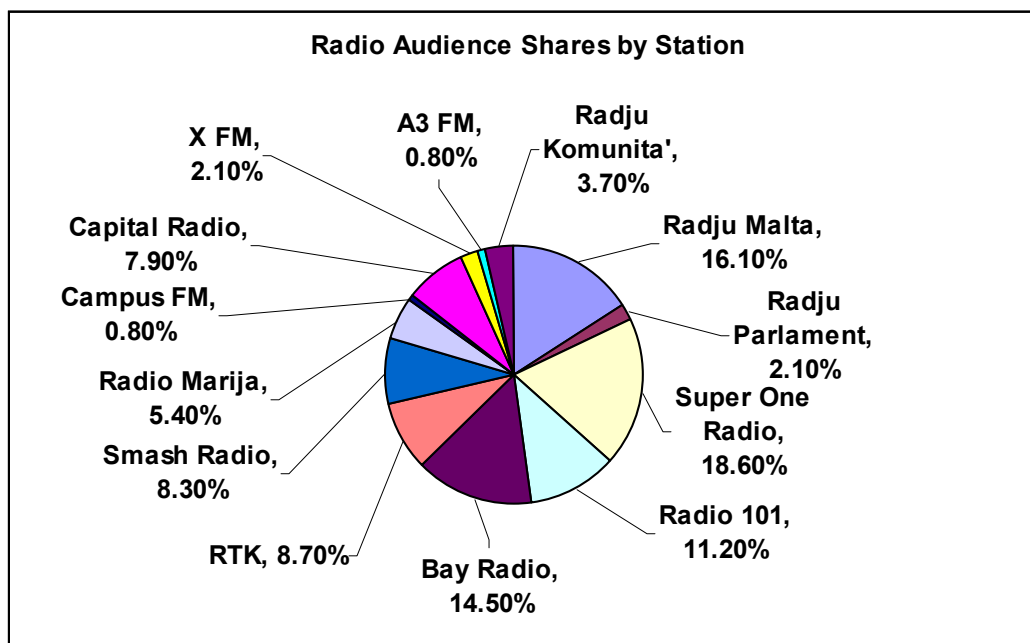
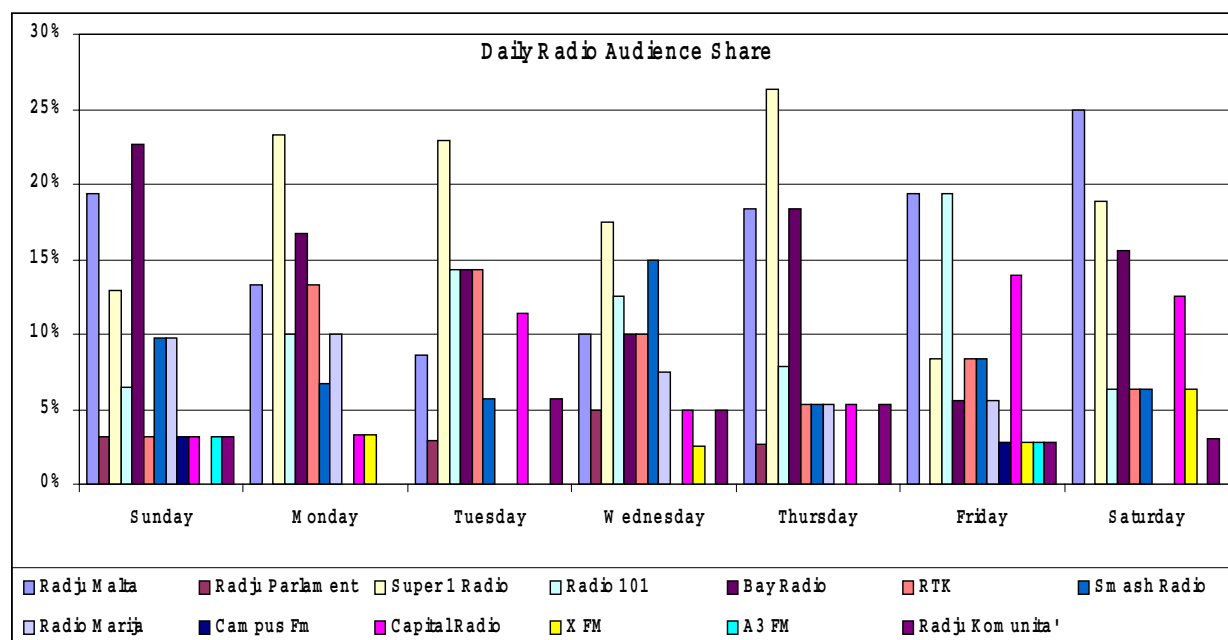


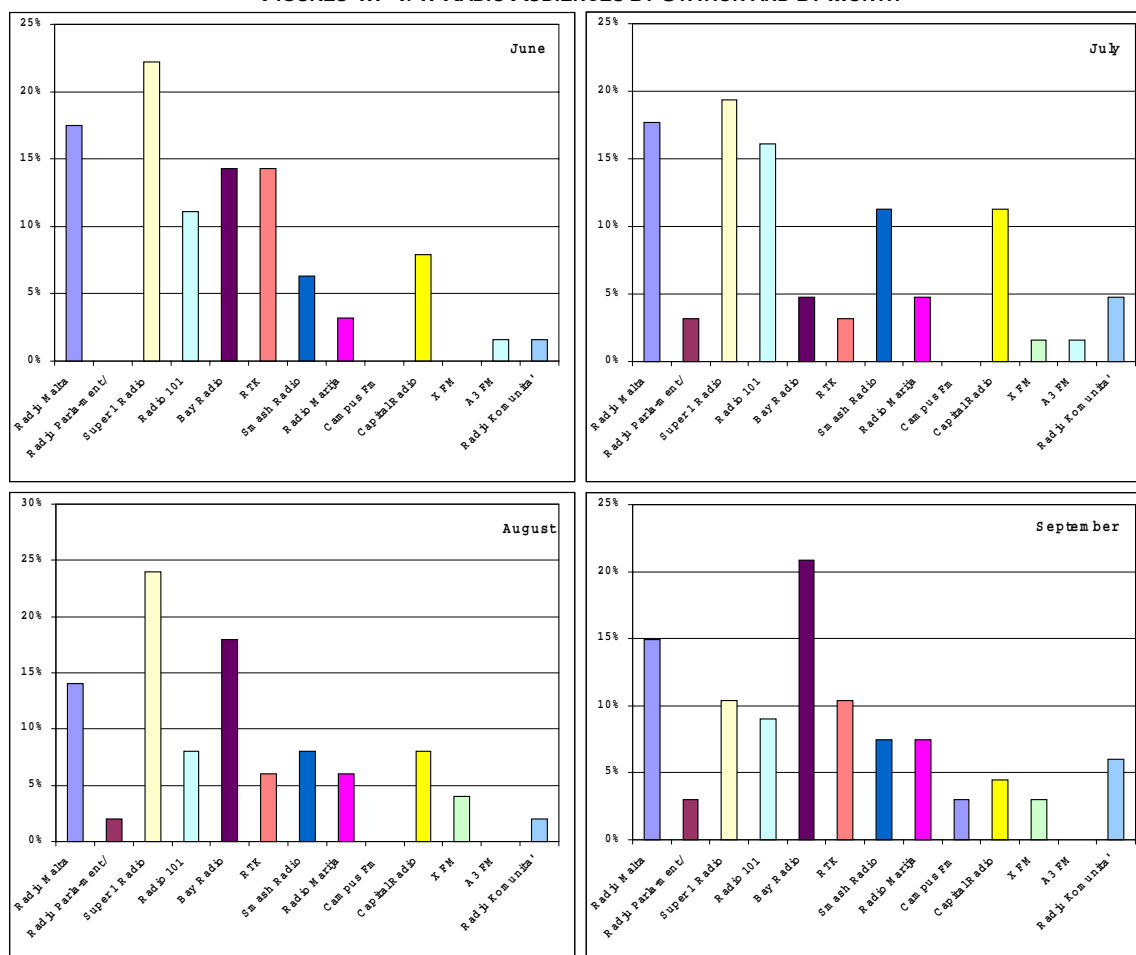
FIGURE 4.6: DAILY RADIO AUDIENCE SHARE



²¹ Full details in Table 5.5, Part 2

4.3.2 Analysing radio audiences by month Super One Radio was first for three months [June, July, August] and loosing its place to Bay Radio in September. Bay Radio was third place in June and August. Radju Malta kept its place as the second most listened to radio station throughout the four months. RTK was third place in June and September while Radio 101 was third place in July²² – see also figures 4.7-1/4 below.

FIGURES 4.7-1/4: RADIO AUDIENCES BY STATION AND BY MONTH



²² Full details in table 5.4, Part 2

5. TELEVISION AUDIENCE ANALYSIS

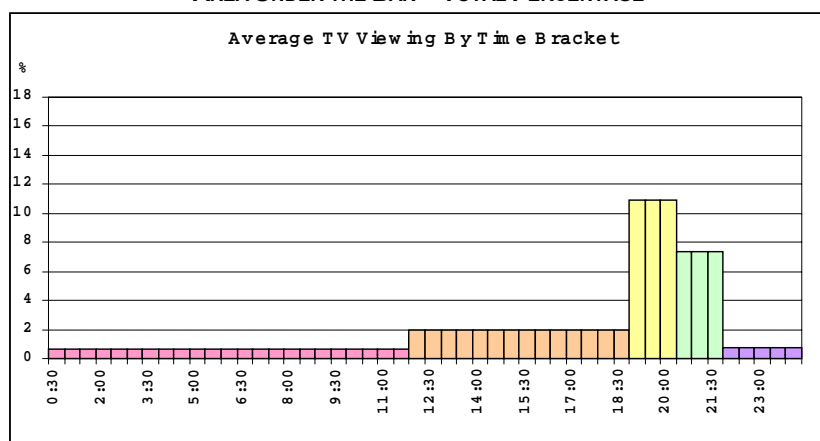
5.1 Introduction

5.1.1 Respondents taking part were again requested to state whether they have watched television the day prior to the interview, for which time bracket, and which station they had watched for at least 10 minutes.

5.2 Average Television Viewing

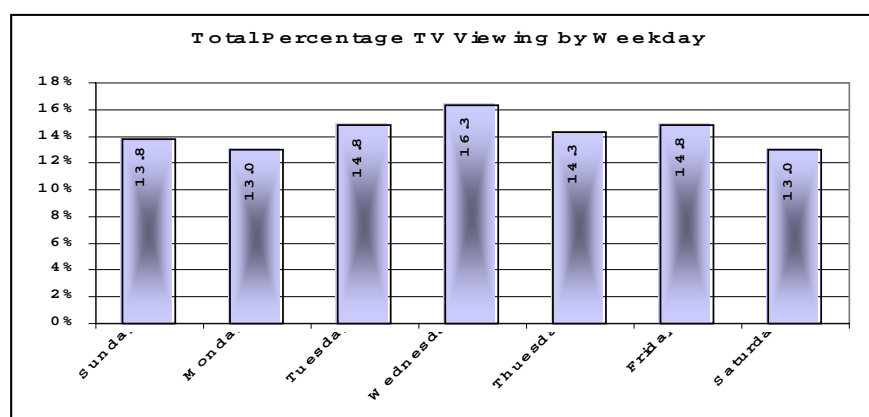
5.2.1 Respondents were asked to indicate at what time bracket television was watched. 14.5% stated that it was watched before 12:00; 27.3% between 12:00hrs and 19:00hrs; 32.6% between 19:00-20:30hrs; 22.1% between 20:30-22:00hrs and 3.5% between 22:00-24:00hrs²³ - see Figure 5.1 below.

FIGURE 5.1 AVERAGE TV VIEWING BY TIME BRACKET
AREA UNDER THE BAR = TOTAL PERCENTAGE



5.2.2 Taking all TV viewers, total percentage of TV viewing within the whole week was nearly constant within the whole week ranging from 13.0% on Monday and Saturday to 16.3% on Wednesday – see Figure 5.2 below.

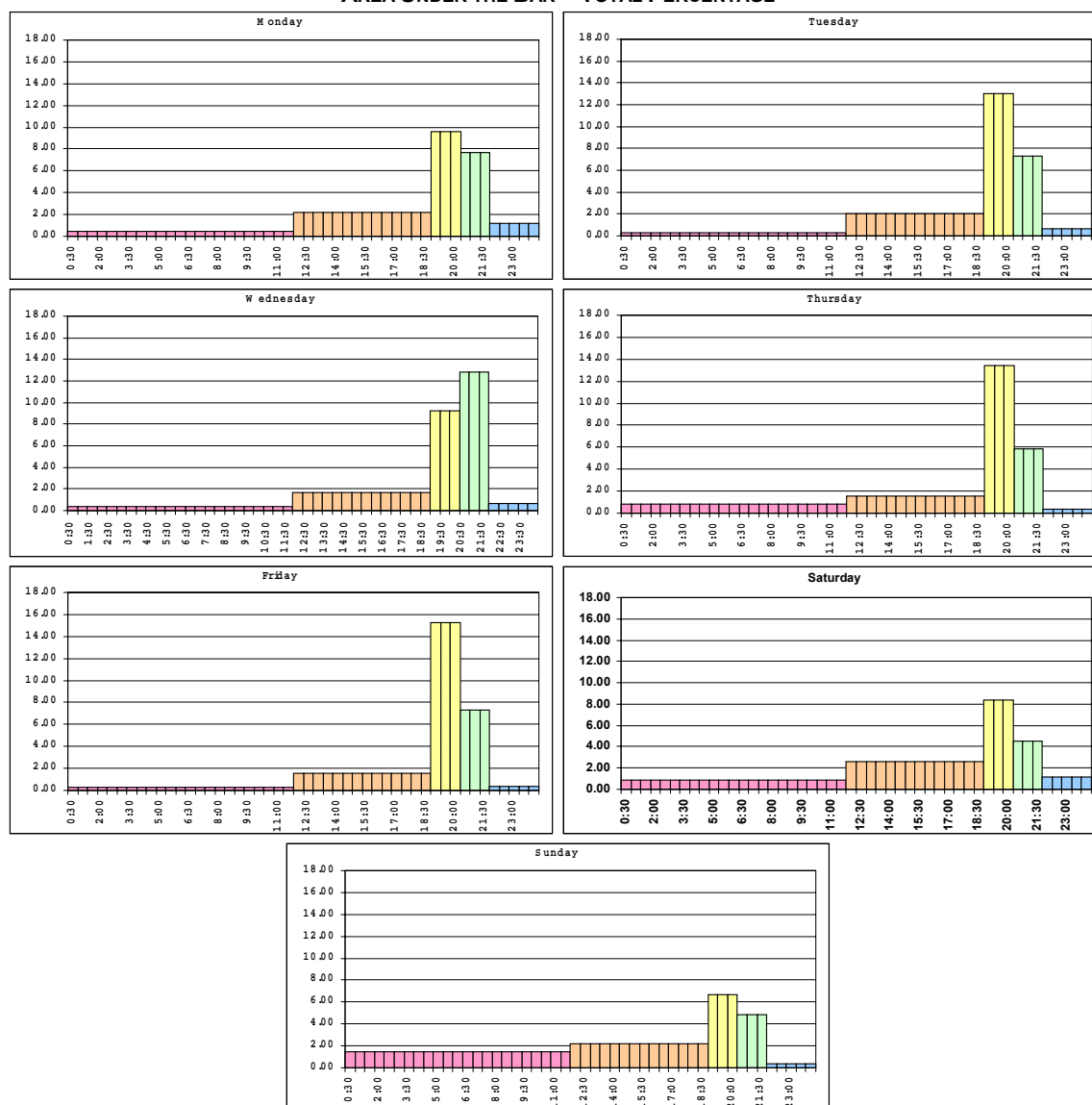
FIGURE 5.2: TOTAL PERCENTAGE TV VIEWING BY WEEKDAY



²³ Full details in Table 9.2, Part 2

5.2.3 Analysing all television viewing by weekday, the same pattern follows throughout the week with the exception of Wednesdays where audiences increased between 20:30hrs and 22:00hrs. Audiences were abnormally high during Sunday mornings [31.0% – Before 12:00hrs]²⁴ – see Figures 5.3-1/7 below

FIGURES 5.3-1/7: TV VIEWING BY WEEKDAY
AREA UNDER THE BAR = TOTAL PERCENTAGE



²⁴ Full details in Table 9.2, Part 2

5.3 Television Audience Share

5.3.1 Table 9.4, part 2, presents data on the total weekly share by station. TVM registered the highest score for the weekly total at 50.5% with the highest daily total registering on Tuesdays. This was followed by Super One TV [13.8% – highest Thursdays] and Net TV [4.1% – highest Wednesdays] for local broadcasting Stations. From foreign stations, Italia 1 [7.9% – highest Wednesdays and Saturdays] ranked highest followed by RAI 1 [6.2% – highest Thursdays]²⁵ – see figures 5.4 and 5.5 below.

FIGURE 5.4: TELEVISION AUDIENCE SHARE BY STATION

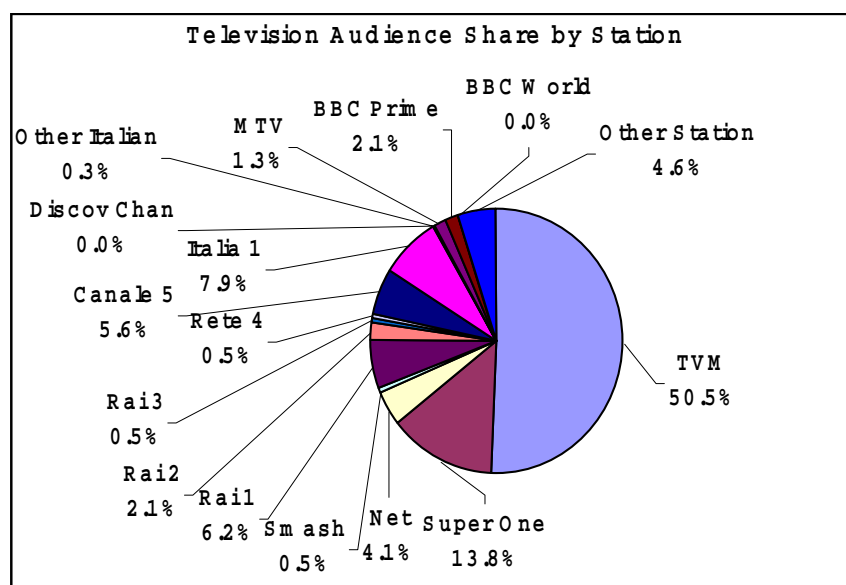
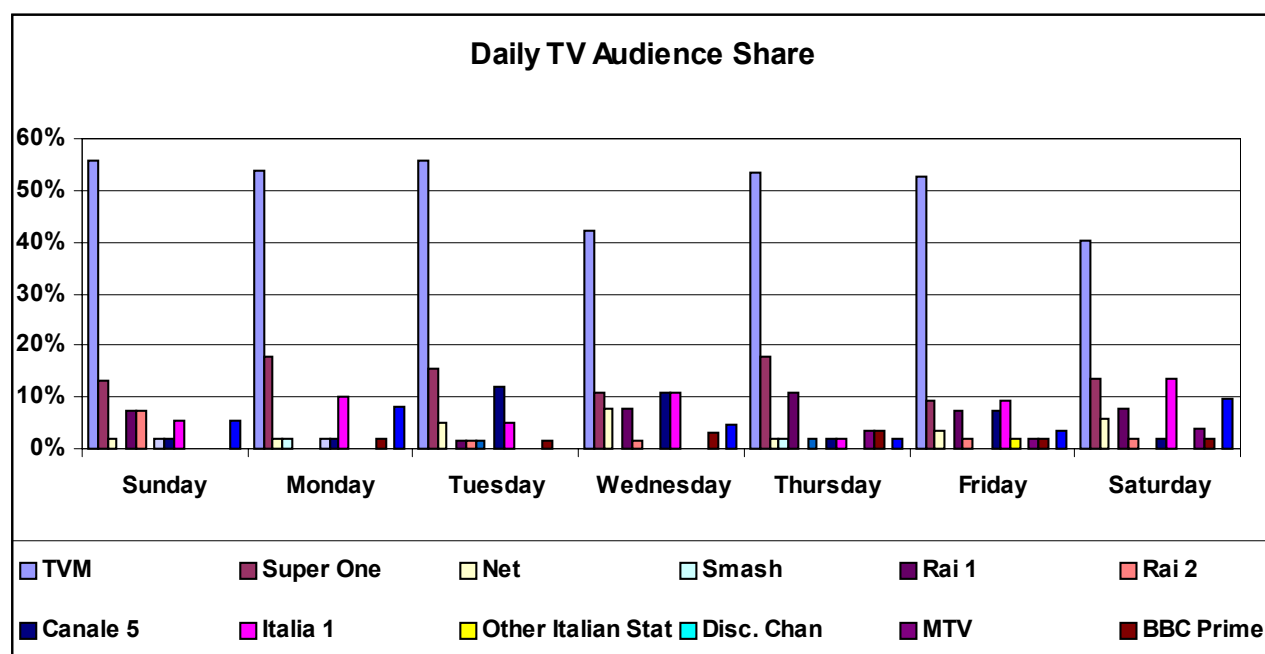


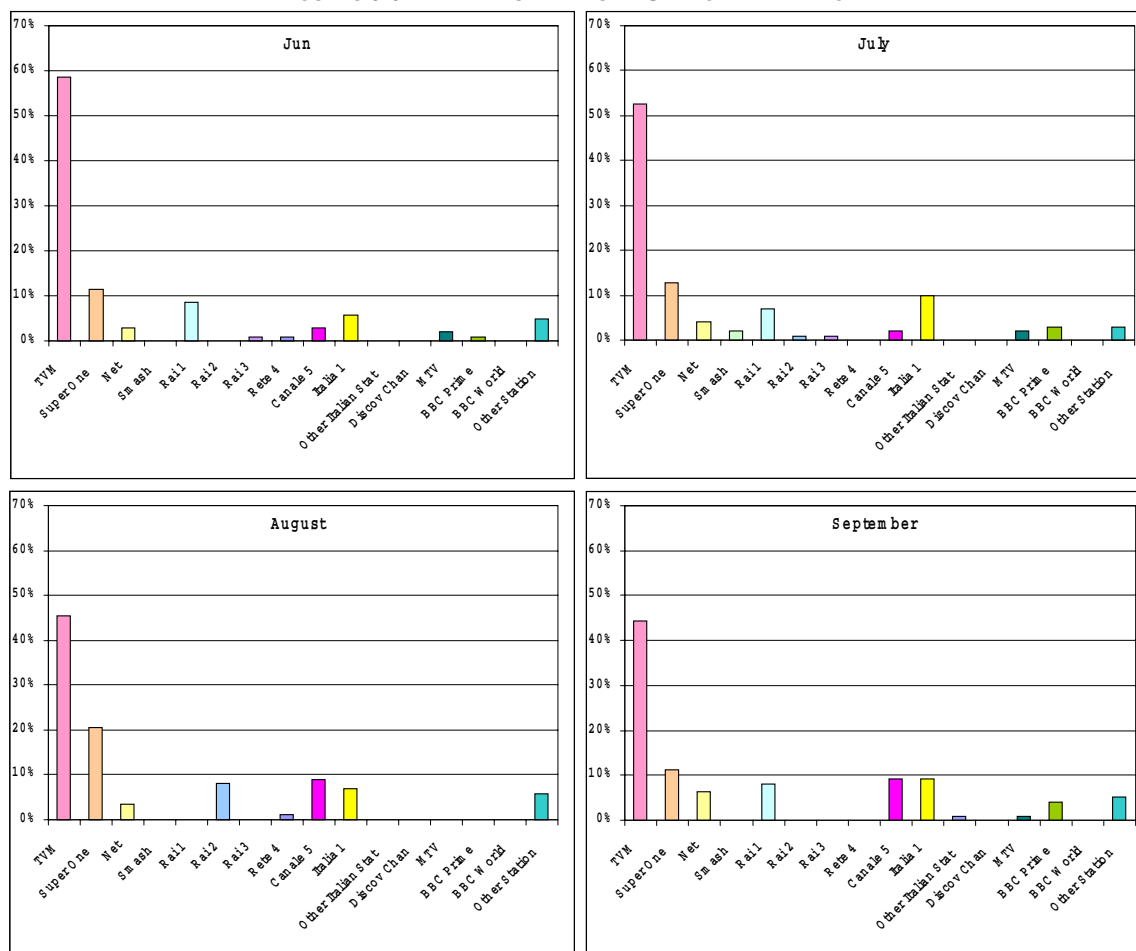
FIGURE 5.5: DAILY TV AUDIENCE SHARE BY STATION



²⁵ Full details in Table 9.4, part 2

5.3.2 Analysing television audiences by month, TVM lost its audiences from 58.7% in June to 44.3% in September; though maintaining its leading position. Super One TV, on the other hand, attained its highest audience [20.5%] in August while Net TV nearly doubled its audiences from June to September. Rai 1 was third place only in June, while Canale 5 was third in August and September. Italia 1 was third place in July and September²⁶ – see Figures 5.6-1/4 below.

FIGURES 5.6-1/4: TV AUDIENCES BY STATION AND BY MONTH



²⁶ Full details in Table 9.3, Part 2

Appendix A - Questionnaire

Jiena (għid ismek) mill-Uffiċċju Nazzjonali ta' l-Istatistika. Bhalissa qegħdin nagħmlu sħarriġ f' isem l-Awtorita' tax-Xandir dwar ir-radju u t-telewiżjoni. Mill-familja tiegħek għet magħżula (għid isem) bil-polża biex t/jieħu sehem fl-istħarriġ. L-istħarriġ jieħu madwar 5 minuti biex jitlesta.

Ref No _____ Name _____ Surname _____ Tel _____
Interviewer ID _____ Interviewer Name _____
Date of Survey _____
Time Started _____ Time Ended _____

DEMOGRAPHICS

Q1 X' inhu s-sess tiegħek? (Q2)

Raġel – 1
Mara – 2

Q2 Kemm għandek żmien? (Q3)
12-99 _____

Q3 F' liema lokalita' toqgħod? (Q4) _____

Q4 Liema minn dawn jiddeskrivi l-aħjar l-istat ekonomiku tiegħek?

Mara tad-dar – 1 (Q6)
Student/a – 2 (Q6)
Impjegat – 3 (Q5)
Naħdem għal rasi – 4 (Q5)
Qiegħed/Qegħda – 5 (Q6)
Irtirat/a – 6 (Q6)
Ma nistax naħdem minħabba mard jew diżabilita' – 7 (Q6)

Q5 Iddeskrivi x-xogħol li tagħmel. (Q6) _____

Q6 X' inhu l-ogħla livell ta' edukazzjoni li lestejt b' suċċess? (Q7)

Primarja – 1
Sekondarja – 2
Post-sekondarja – 3
Terzjarja – 4
Ma mortx skola – 5
Ma tatx risposta – 6

RADIO

Q7 Is-soltu thobb tisma' ir-radju?

Iva, stazzjonijiet lokali biss -1 (Q8)
Iva, stazzjonijiet barranin biss - 2 (Q10)
Iva, kemm stazzjonijiet lokali u barranin -3 (Q8)
Le – 4 (Q14)
Ma tatx risposta -5 (Q10)

- Q8 Ser insemmilek l-istazzjonijiet tar-radju lokali. Liema wieħed minnhom tippreferi l-iżjed? (Q9)
- Radju Malta – 1
 - Radju Parlament/106.6 – 2
 - Super One Radio – 3
 - Radio 101 – 4
 - Bay Radio – 5
 - RTK – 6
 - Smash Radio – 7
 - Radju Marija – 8
 - Campus FM – 9
 - Capital Radio – 10
 - X FM – 11
 - A3 FM – 12
 - Radju tal-komunita', eż. Radju Kottoner, eċċ. – 13
 - M'hemmx stazzjon preferut – 14
 - Ma tatx risposta – 15

Q9 Ser insemmilek xi tipi ta' programmi li jinstemgħu fuq stazzjonijiet tar-radju lokali. Jekk jogħġbok għidli jekk tħobbx tisma' dawn it-tip l-programmi jew le. (Q10)

- i. Mużika
- ii. Diskussjonijiet dwar il-familja, problemi personali u l-politika
- iii. Sport
- iv. Flus, investimenti u *business*
- v. Kulturali
- vi. Religjużi
- vii. Novelli u drammi
- viii. Programmi tat-tfal
- ix. Programmi dwar is-saħħa, sbuħija, id- dar, ta' magazin, eċċ.
- x. Aħbarijiet u ġrajjet kurrenti

Q10 Ilbierah smajtu r-radju?
Iva – 1 (Q11)
Le – 2 (Q14)

Q11 Kemm-il siegħa smajtu r-radju lbieraħ? (Q12)

- Siegħa jew anqas – 1
- Bejn siegħa sa anqas minn sagħtejn – 2
- Bejn sagħtejn sa anqas minn 3 sigħat – 3
- Erba' sigħat jew aktar – 4

Q12 F' liema ħinijiet tal-ġurnata smajtu r-radju l-aktar ilbieraħ? (Q13)

- i. Qabel 6am
- ii. Bejn 6-9am
- iii. Bejn 9am-12pm
- iv. Bejn 12-5pm
- v. Bejn 5-8pm
- vi. Bejn 8-12pm
- vii. Il-ġurnata kollha
- viii. Ma tatx risposta

Validation skip if Q7 = 2

Q13 Ser insemmelek l-istazzjonijiet tar-radju lokali. Liema minnhom tiftakar li smajt għal mill-inqas 10 minuti lbieraħ? (Q14)

- i. Radju Malta
- ii. Radju Parlament/106.6
- iii. Super One Radio
- iv. Radio 101
- v. Bay Radio
- vi. RTK
- vii. Smash Radio
- viii. Radju Marija
- ix. Campus FM
- x. Capital Radio
- xi. X FM
- xii. A3 FM
- xiii. Radju tal-komunita', eż. Radju Kottoner, eċċ.

TELEVISION

Q14 Is-soltu tħobb tara t-televiżjoni?
Iva, stazzjonijiet lokali biss- 1(Q15)
Iva, stazzjonijiet barranin biss- 2(Q15)
Iva, kemm stazzjonijiet lokali u barranin- 3 (Q15)
Le - 4(17)
Ma tatx risposta -5(Q15)

Q15 Ser insemmilek xi stazzjonijiet tat-televiżjoni lokali u barranin. Liema minnhom tippreferi tara l-iżjed? (Q16)

- TVM – 1
- Super One TV – 2
- Net TV – 3
- Smash TV – 4
- RAI 1 – 5
- RAI 2 – 6
- RAI 3 – 7
- Rete 4 – 8
- Canale 5 – 9
- Italia 1 – 10
- Stazzjon ieħor Taljan – 11
- Discovery Channel – 12
- MTV – 13
- BBC Prime – 14
- BBC World – 15
- Stazzjon ieħor -16
- M'hemmx stazzjon preferut – 17
- Ma tatx risposta – 18

Validation if Q14 = 2 skip and go to q17.

Q16 Ser insemmilek xi tipi ta' programmi li jintwerew fuq stazzjonijiet tat-televiżjoni lokali. Jekk jogħġbok għidli jekk tara dawn it-tip l-programmi jew le. (Q17)

- i. Temp
- ii. Mużika u video clips tal-mużika
- iii. Films
- iv. Serials u soap operas
- v. Dokumentarji
- vi. Diskussjonijiet dwar il-familja, problemi personali u l-politika
- vii. Sports
- viii. Quizzes u varjeta'
- ix. Plays u teledrammi
- x. Arti u kultura
- xi. Programmi dwar id-dar
- xii. Flus, investimenti u *business*
- xiii. Programmi tat-tfal
- xiv. Aħbarijiet u ġrajjet kurrenti

Q17 Ilbieraħ rajt televiżjoni? (Q18)

Iva – 1 (Q18)

Le – 2 (**STOP. Grazzi tal hin tieghek**)

Q18 F' liema ħinijiet tal-ġurnata rajtu t-televiżjoni l-aktar ilbieraħ? (Q19)

- i. Qabel 12pm
- ii. Bejn 12-7pm
- iii. Bejn 7-8.30pm
- iv. Bejn 8.30-10pm
- v. Bejn 10pm-12am
- vi. Ma tatx risposta

Q19 Ser insemmilek xi stazzjonijiet tat-televiżjoni. Liema minnhom tiftakar li rajt għal mill-inqas 10 minuti lbieraħ?

- i. TVM
- ii. Super One TV
- iii. Net TV
- iv. Smash TV
- vi. RAI 1
- vii. RAI 2
- viii. RAI 3
- ix. Rete 4
- x. Canale 5
- xi. Italia 1
- xii. Stazzjon ieħor Taljan
- xiii. Discovery Channel
- xiv. MTV
- xv. BBC Prime
- xvi. BBC World
- xvii. Stazzjon ieħor
- xviii. Le
- xviv. Ma tax risposta

Grazzi tal-ħin tiegħek. Biex infakkrek jiena (għid ismek) mill-Uffiċċju Nazzjonali ta' l-Istatistika