



RADIO AND TELEVISION AUDIENCES
IN MALTA
JUNE – DECEMBER 2004

[PART 1 – REPORT]

PREPARED FOR THE
BROADCASTING AUTHORITY

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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 which ascertains:

- (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 representative of the whole population through telephone interviews during the period June-December 2004. The analysis of these interviews is contained in this report.

Part One of the report details the analysis of the data collected and includes the questionnaire used, the classification of localities in the Maltese Islands by district as found in this particular work, demographic data of the Maltese population, and a list of community radio stations licensed by the Broadcasting Authority during 2004.

Part Two of the report details the tables and charts for the periods June-December, June-September, and October-December.

February 2005



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1. METHODOLOGY AND SAMPLE COLLECTION

- 1.1 Coverage** – The target population for this survey consisted of Maltese residents aged 12 years and over living within private households. The respondents' households were selected using systematic random sampling from a database containing all individuals maintained by the NSO. Each individual had an equal and independent chance of being chosen.

Data was collected by means of telephone interviewing conducted by NSO interviewers during the period between 1st June to 31st December 2004. On average, the sample was spread evenly over the reference period.

- 1.2 Response** - During the 7 months of the survey 969 individuals accepted to participate in the survey. The distribution of the responses by gender, age group and month of interview is shown below:

TABLE 1.1 RESPONDENTS BY GENDER, AGE GROUP AND BY MONTH OF INTERVIEW						
Month of interview	Total	Gender		Age Group		
	Accepted	Males	Females	29-Dec	30-49	50+
June	132	57	75	28	61	43
July	135	64	71	32	51	52
August	138	68	70	51	41	46
September	147	58	89	45	43	59
October	143	58	85	35	46	62
November	137	59	78	33	50	54
December	137	60	77	37	41	59
Total	969	424	545	261	333	375

- 1.3 Quality Control** - All the data that was collected was subject to a series of quality checks by vetters. Apart from this, the data entry program had a number of in-built validation rules in order to limit the errors of data inputting.
- 1.4 Errors** - The word 'error' is used in statistics to denote the difference between an occurring value and its 'true' or 'expected' value. The survey was subject to two main sources of errors, which are technically referred to *sampling errors* and *non-sampling errors*.

The sample used for a particular survey is only one of a large number of other possible samples of the same size and design that could have been selected. This difference is termed sampling error and it arises from estimating a population characteristic by looking at only one sample of the population. It refers to the difference between the estimate derived from a sample survey and the 'true' value that would result if a census of the whole population were carried out under the same conditions. Indeed, the sampling error



decreases as the sample size increases (but not proportionally) and as such, there are no sampling errors in a census because the calculations are based on the entire population.

Besides the sampling error, a survey is subject to a range of other errors, commonly referred to as *non-sampling errors*. Strictly speaking differences between a sample and the population it represents should result only from random chance. However, when differences arise for reasons other than chance, *bias* is introduced. These errors can be attributed to many sources, such as response differences, definitional difficulties, differing respondent interpretations and respondent inability to recall information. All human errors that have been committed during the data inputting processes add up to this error. This type of error is impossible to quantify and the presence of this error should be borne in mind by readers



2. SAMPLE PROFILE

- 2.1 The target population consists of persons who are twelve years and over residing in the Maltese islands. The annual sample size is targeted to be 2000 individuals spread evenly across the survey period. Sampling started in June 2004 and by December total sample size amounts to 969 individuals.
- 2.2 Data is collected by means of Telephone interviewing and the sample is selected from a list of individuals residing in private households. Appendix A details the questionnaire used for the telephone interviews.
- 2.3 In this analysis count figures of less than 30 were deemed to be unqualified as an indication of data representatives.
- 2.4 Table 2.1 gives the profile of the sample based on the demographic features of the resident population used for this study.

TABLE 2.1: SAMPLE PROFILE BY GENDER – [JUN-DEC]

AGE GROUP	TOTAL		GENDER			
			MALE		FEMALE	
	%	N	%	N	%	N
12-29	26.9	261	30.7	130	24.0	131
30-49	34.4	333	34.0	144	34.7	189
50+	38.7	375	35.4	150	41.3	225
Total N		969		424		545
Total %	100.0		100.0		100.0	

- 2.5 Table 2.2 gives details of the Sample Profile by Age and by Socio-Economic Group; Table 2.3 by Highest Education Level; and Table 2.4 by District.

TABLE 2.2: BREAKDOWN OF SAMPLE BY AGE AND BY SOCIO-ECONOMIC GROUP

AGE GROUP	SOCIO-ECONOMIC GROUP															
	TOTAL		HOUSE PERSON		STUDENT		EMPLOYED		SELF-EMPLOYED		UN-EMPLOYED		PENSIONER		UNABLE TO WORK DUE TO SICKNESS/ DISABILITY	
	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N
12-29	26.9	261	4.9	17	99.1	114	34.1	113	11.1	5	[]	11	0.0	0	[]	1
30-49	34.4	333	38.3	134	0.9	1	47.4	1574	60.0	27	[]	11	1.1	1	[]	2
50+	38.7	375	56.9	199	0.0	0	18.4	61	28.9	13	[]	7	98.9	93	[]	2
Total N		969		350		115		331		45		29		94		5
Total %	100.0		100.0		100.0		100.0		100.0		[]		100.0		[]	

[] Unqualified as data representatives



TABLE 2.3: BREAKDOWN OF SAMPLE BY AGE AND BY HIGHEST EDUCATION LEVEL

AGE GROUP	HIGHEST EDUCATION LEVEL													
	TOTAL		PRIMARY		SECONDARY		POST-SECONDARY		TERTIARY		NO SCHOOL		REFUSAL	
			%	N	%	N	%	N	%	N	%	N	%	N
12-29	26.9	261	21.9	71	29.7	108	39.3	57	28.2	24	2.1	1	[]	0
30-49	34.4	333	15.7	51	48.9	178	40.7	59	50.6	43	4.2	2	[]	0
50+	38.7	375	62.3	202	21.4	78	20.0	29	21.2	18	93.8	45	[]	3
Total N		969		324		364		145		85		48		3
Total %	100.0		100.0		100.0		100.0		100.0		100.0		[]	

[] Unqualified as data representatives

TABLE 2.4: BREAKDOWN OF SAMPLE BY AGE AND BY DISTRICT

AGE GROUP	TOTAL		DISTRICT											
			SOUTHERN HARBOUR		NORTHERN HARBOUR		SOUTH EASTERN		WESTERN		NORTHERN		GOZO & COMINO	
	%	N	%	N	%	N	%	N	%	N	%	N	%	N
12-29	26.9	261	23.4	56	24.6	65	25.7	48	35.3	47	34.9	30	25.0	15
30-49	34.4	333	30.5	73	37.1	98	32.6	61	33.1	44	36.0	31	43.3	26
50+	38.7	375	46.0	110	38.3	101	41.7	78	31.6	42	29.1	25	31.7	19
Total N		969		239		264		187		133		86		60
Total %	100.0		100.0		100.0		100.0		100.0		100.0		100.0	

[] Unqualified as data representatives

2.6 Further details about sample distribution for June/December, June/September, and October/December are given in Table 1.1 to Table 1.4 in Part II of this report.



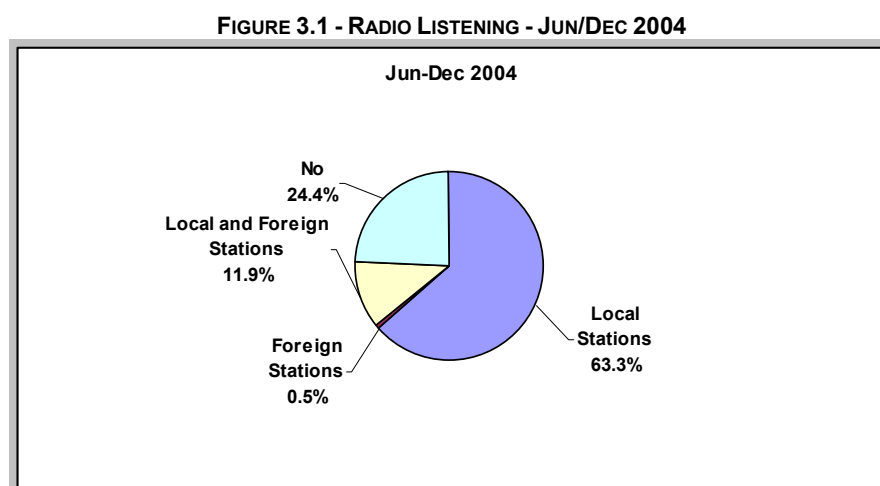
3. LISTENING AND VIEWING PATTERNS

3.1 Introduction

3.1.1 A set of aspects regarding the diffusion of the broadcasting 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 stations.

3.2 Radio Listening

3.2.1 Participants in this study were asked whether they listen to the radio regularly and whether they listen to local stations only, to foreign stations only, or to both. Radio listening during the period June-December 2004 reached 75.6%. While 63.3% listen to local radio stations, 0.5% listens to only foreign stations, 11.9% listen to both local and foreign radio stations; and the remaining 24.4% stated that they do not listen to radio¹ – see also Figure 3.1 below.



3.2.2 For the whole period of June-December, regular radio listening is consumed by 75.6% being slightly favoured by those in the 12-29 age group [75.9%]².

3.2.3 Analyzing all respondents by their highest educational level attained, local radio was followed mostly by those having secondary schooling [38.3%] followed by primary school level [33.4%]. Analyzing respondents by their economic status house persons [37.0%] and those employed [35.7%] registered the highest levels of radio listening. Local radio station listening exceeds by more than 51% in all of the categories classified by economic status.³

¹ Full details in Table 2.1 [Jun-Dec], [Jun-Sep], [Oct-Dec], Part 2

² Full details in Table 2.1, [Jun-Sep], Part 2

³ Full details in Table 2.2 [Jun-Dec] and Table 2.3 [Jun-Dec], Part 2



3.2.4 68.6% of all interviewed in the Northern district and 66.9% of those living in the Western district follow local radio stations with the least following [55.0%] those living in Gozo where “local and foreign station” listening got the highest ranking at 13.3% together with the Northern harbour area.⁴

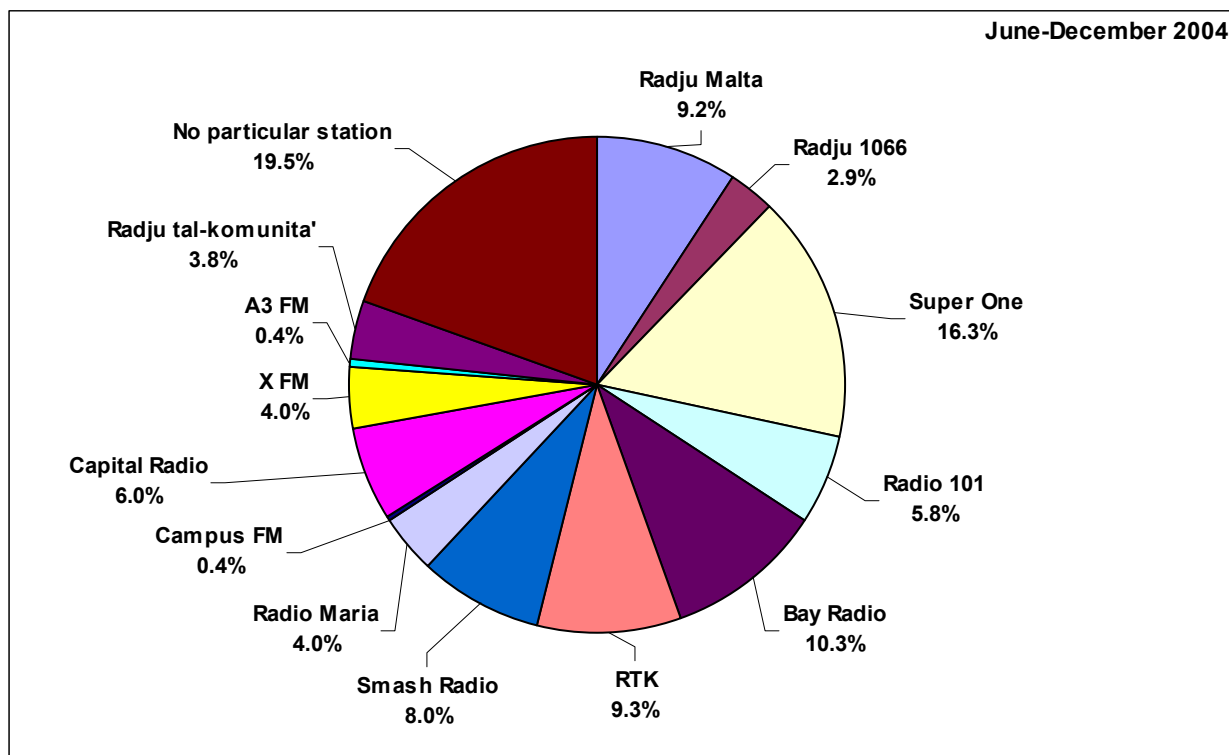
3.3 Favourite Radio Station

3.3.1 Respondents taking part were asked to state their preferred radio broadcasting station. Of all those who listen to radio, 19.5% stated that they do not have a particular preferred station. Super One Radio [16.3%] is the most preferred radio station, followed by Bay Radio [10.3%], RTK [9.3%], Radju Malta [9.2%] and Smash Radio [8.0%].⁵

TABLE 3.1 – FAVOURITE RADIO STATION

RADIO STATIONS	JUN-DEC %	JUN-SEP %	OCT-DEC %
Radju Malta	9.2	10.5	7.2
Radju 106.6[Parlament]	2.9	3.4	2.1
Super One	16.3	15.3	17.9
Radio 101	5.8	5.7	5.8
Bay Radio	10.3	9.6	11.3
RTK	9.3	9.2	9.6
Smash Radio	8.0	8.2	7.6
Radio Maria	4.0	4.3	3.4
Campus FM	0.4	0.7	0.0
Capital Radio	6.0	5.7	6.5
X FM	4.0	3.2	5.2
A3 FM	0.4	0.5	0.3
Radju tal-komunita'	3.8	3.9	3.8
No particular station	19.5	19.7	19.2

FIGURE 3.2 – FAVOURITE RADIO STATION - JUN/DEC 2004



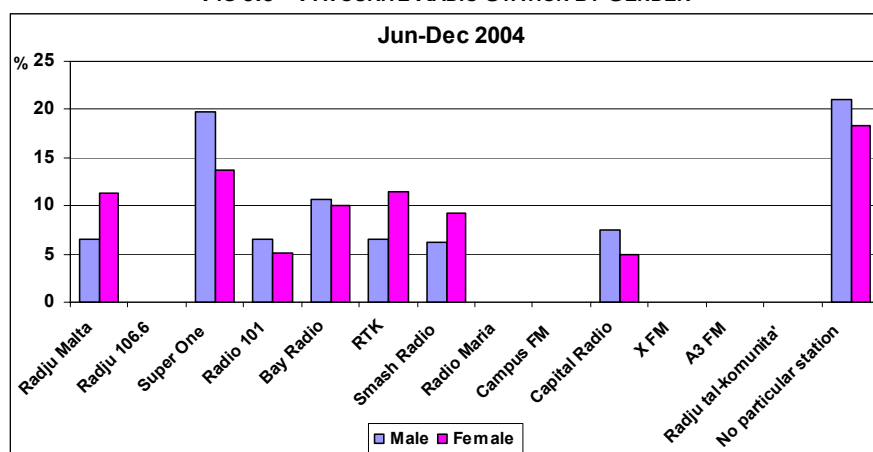
⁴ Full details in Table 2.4 [Jun-Dec], Part 2

⁵ Full details in Table 3.1 [Jun-Dec], [Jun-Sep], [Oct-Dec], Part 2



3.3.2 While more males [21.0%] than females [18.3%] do not have any preference to a particular radio station, Radju Malta, RTK, and Smash Radio attract more females than males – see Figure 3.2 below. In the 12-29-age group, Bay Radio attracted the highest percentage [25.0%], followed by Smash Radio [16.3%] while in the 30-49-age bracket, Super One Radio attracted the highest percentage [18.1%] followed by Bay Radio. In the 50+age group, Super One Radio again attracted the highest percentage [23.7%] followed by RTK [15.2%], Radju Malta [14.5%] and Radio 101.⁶

FIG 3.3 – FAVOURITE RADIO STATION BY GENDER



[Total counts less than 30 are not graphically represented]

3.3.3 The favourite following of radio stations varied by district. First preference was given to Super One Radio in three districts, RTK in Gozo, Radju Malta in the Western District and Bay Radio in the Northern District⁷.

TABLE 3.2 – PREFERENCES FOR RADIO STATIONS – BY DISTRICT

PREFERENCES FOR RADIO STATIONS	TOTAL %	SOUTHERN HARBOUR %	NORTHERN HARBOUR %	SOUTH EASTERN %	WESTERN %	NORTHERN %	GOZO & COMINO %
Radju Malta	9.2	8.8	7.7	6.6	14.3	11.6	9.8
Radju 1066	2.9	[]	[]	[]	[]	[]	[]
Super One	16.3	21.4	14.4	20.6	11.4	8.7	14.6
Radio 101	5.8	3.8	6.7	9.6	1.9	8.7	2.4
Bay Radio	10.3	8.2	11.8	10.3	9.5	17.4	2.4
RTK	9.3	11.0	10.8	5.9	8.6	4.3	17.1
Smash Radio	8.0	9.3	5.6	9.6	8.6	4.3	12.2
Radju Marija	4.0	[]	[]	[]	[]	[]	[]
Campus FM	0.4	[]	[]	[]	[]	[]	[]
Capital Radio	6.0	2.7	6.2	6.6	9.5	7.2	7.3
X FM	4.0	[]	[]	[]	[]	[]	[]
A3 FM	0.4	[]	[]	[]	[]	[]	[]
Radju tal-Komunita'	3.8	[]	[]	[]	[]	[]	[]
No Particular Stat.	19.5	17.0	17.4	23.5	20.0	29.0	9.5

[] = unqualified as data representatives

⁶ Full details in Table 3.1 [Jun-Dec], Part 2

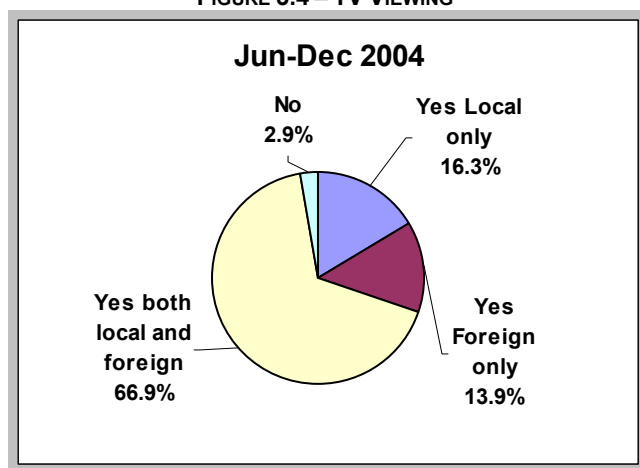
⁷ Full details in Table 3.4 [Jun-Dec], Part 2



3.4 TV Viewing

- 3.4.1 This period was characterised by the European Parliament and its election and the local councils' elections. Inaugural Budget speeches for 2005 were made on 25th November in Parliament. Following call for applications with regard to Digital Terrestrial Television (DTTV) trials made on 23rd November by the Malta Communications Authority, Smash TV started digital broadcasting on 5th December. 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].
- 3.4.2 Participants in this study were asked whether they watch television regularly and whether they watch local stations only, foreign stations only, or both. The amount of respondents who never watch TV regularly stood at 2.9% for the whole period as well as for June-September and for October-December. While for June to September those watching only local TV stations were at 15.6%, during October to December this figure rose to 17.3%. Those watching Foreign Stations only the figure rose from 10.3% to 18.7% while the percentage of respondents who regularly watch both local and foreign stations has dropped from 71.2% in June/September to 61.2% in October/December ⁸ – see also Figure 2.4.

FIGURE 3.4 – TV VIEWING



⁸ Full details in Table 8.1 [Jun-Dec], [Jun-Sep], [Oct-Dec], Part 2



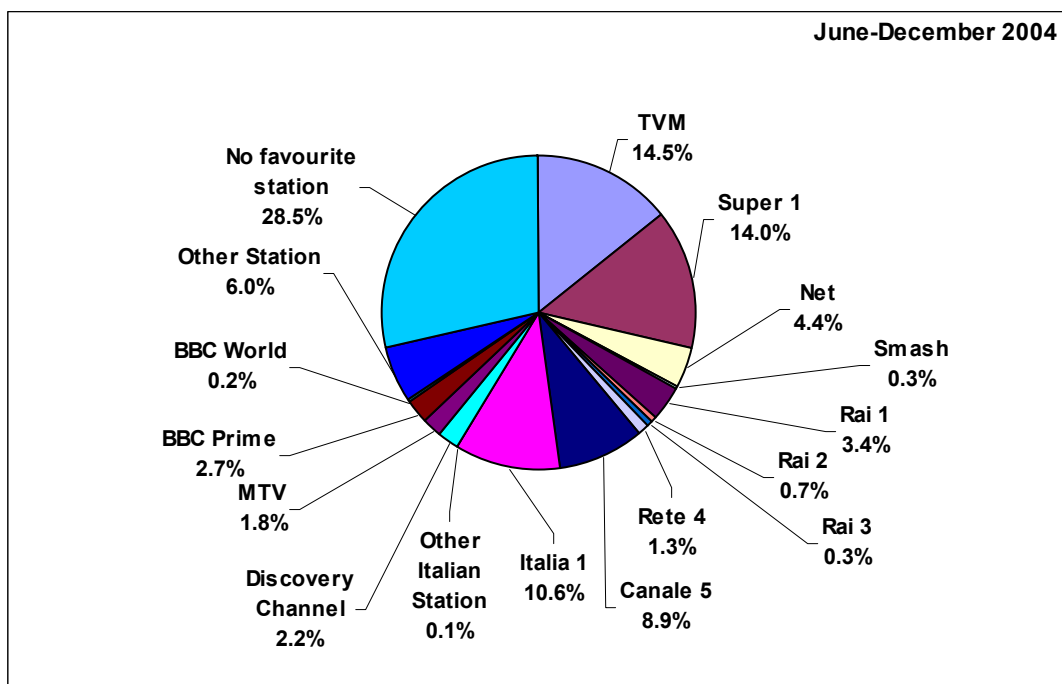
3.5 Favourite TV Station

3.5.1 Respondents taking part were asked to state their favourite television broadcasting station. Of those who regularly watch television, 28.5% stated that they do not have any particular preferred station. TVM [14.5%] is the most preferred station, followed by Super One TV [14.0%] from local TV stations, while Italia 1 [10.6%] is the most favourite from foreign broadcasting stations followed by Canale 5 [8.9%]⁹.

TABLE 3.3 – FAVOURITE TV STATION

TV STATIONS	JUN-DEC %	JUN-SEP %	OCT-DEC %
TVM	14.5	16.2	12.1
Super One	14.0	14.4	13.6
Net	4.4	5.0	3.5
Smash	0.3	0.2	0.5
Other Stat [+Educ.22]	6.0	6.5	5.2
Rai 1	3.4	3.7	3.0
Rai 2	0.7	0.7	0.7
Rai 3	0.3	0.2	0.5
Rete 4	1.3	0.9	1.7
Canale 5	8.9	9.5	8.1
Italia 1	10.6	13.2	7.2
Other Italian Station	0.1	0.2	0.0
Discovery Channel	2.2	2.1	2.5
MTV	1.8	1.9	1.7
BBC Prime	2.7	2.6	2.7
BBC World	0.2	0.2	0.2
No favourite station	28.5	22.4	36.5
Refusal	0.1	0.0	0.2

FIGURE 3.5 – FAVOURITE TV STATION - JUN/DEC 2004

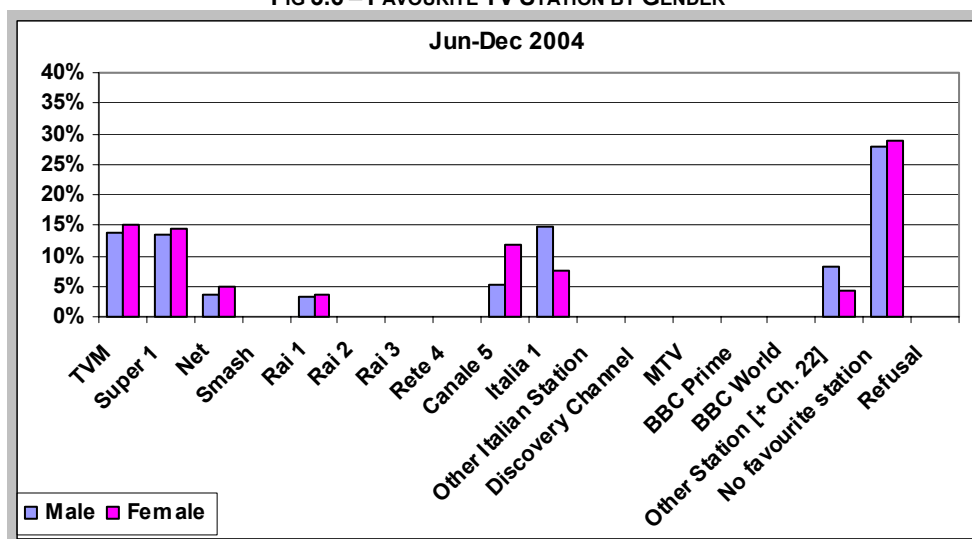


3.5.2 During the period June to December, Italia 1 and Other Station attracted more males than females, while all the other stations had more female supporters than males⁹ - see Figure 3.6 below

⁹ Full details in Table 9.1 [Jun-Dec], [Jun-Sep], [Oct-Dec], Part 2



FIG 3.6 – FAVOURITE TV STATION BY GENDER



[Total counts less than 30 are not graphically represented]

3.5.3 The favourite following of local TV stations varies by district. TVM ranked as the favourite station in three districts and second in the other three while Super One TV ranked first in the Southern Harbour and South Eastern, second in Northern district and third in the other districts. Canale 5 ranked first in Gozo & Comino while Italia 1 ranked second in the Northern Harbour and third in the South Harbour.¹⁰

TABLE 3.4 – PREFERENCES FOR TV STATIONS – BY DISTRICT

TV STATIONS	TOTAL %	SOUTH. HARB. %	NORTH. HARB. %	SOUTH EAST. %	WEST. %	NORTH. %	GOZO & COMINO %
TVM	14.5	13.6	13.9	13.1	16.8	16.9	15.8
Super 1	14.0	15.7	9.3	23.4	10.7	9.6	14.0
Net	4.4	3.4	5.4	2.3	6.1	4.8	5.3
Smash	0.3	[]	[]	[]	[]	[]	[]
Rai 1	3.4	1.7	5.0	4.0	3.8	1.2	3.5
Rai 2	0.7	[]	[]	[]	[]	[]	[]
Rai 3	0.3	[]	[]	[]	[]	[]	[]
Rete 4	1.3	[]	[]	[]	[]	[]	[]
Canale 5	8.9	8.9	8.1	9.7	6.1	7.2	19.3
Italia 1	10.6	11.4	10.4	9.7	13.0	7.2	10.5
Other Italian Station	0.1	[]	[]	[]	[]	[]	[]
Discovery Channel	2.2	[]	[]	[]	[]	[]	[]
MTV	1.8	[]	[]	[]	[]	[]	[]
BBC Prime	2.7	[]	[]	[]	[]	[]	[]
BBC World	0.2	[]	[]	[]	[]	[]	[]
Other Station [+Ch.22]	6.0	3.4	8.9	5.1	6.9	7.2	1.8
No favourite station	28.5	33.1	27.4	28.0	25.2	27.7	24.6
Refusal	0.1	0.0	0.0	0.0	0.0	1.2	0.0

[] = unqualified as data representatives

¹⁰ Full details in Table 9.4 [Jun-Dec], Part 2



4. RADIO AND TELEVISION PROGRAMME PREFERENCES

4.1 Introduction

4.1.1 Ten different types of radio programmes were standardised and respondents were asked which types of programmes were of interest to them. The same was done with TV stations where fourteen programme types were identified.

4.2 Radio Programmes Preferences

4.2.1 Table 4.1 summarises the preferences registered for the different radio programme sectors.

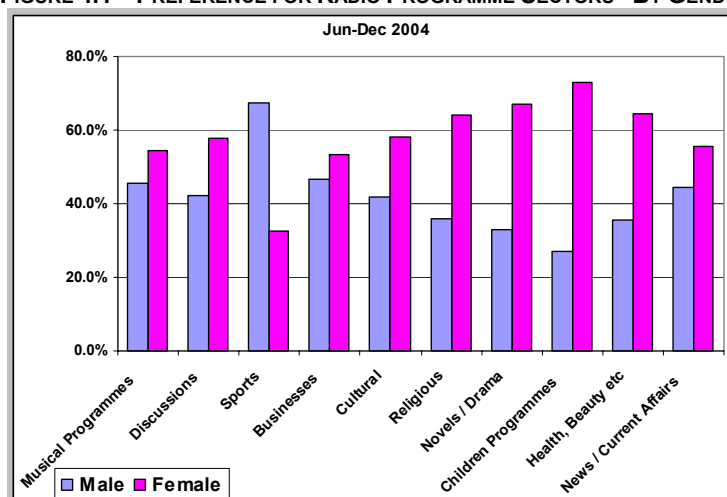
TABLE 4.1 – RADIO PROGRAMME PREFERENCES

PROGRAMME SECTOR	JUN-DEC %	OCT-DEC %	JUN-SEP %
News / Current Affairs	88.7	90.0	87.9
Musical Programmes	84.6	82.8	85.8
Health, Beauty etc	68.1	68.0	68.2
Religious	57.8	56.0	59.0
Discussions	54.1	56.0	52.9
Cultural	51.1	51.9	50.6
Novels / Drama	42.7	42.6	42.8
Sports	38.0	36.1	39.4
Children Programmes	32.6	29.2	34.8
Businesses	17.7	15.8	19.0

4.2.2 The table indicates that for the whole period the most popular sector for Maltese radio listeners is News and Current Affairs at 88.7%. This is followed by Musical Programmes [84.6%], and Health and Beauty programmes [68.1%]. Religious [57.8%] and Discussion [54.1%] programmes are also quite popular among Maltese radio listeners.

4.2.3 Of all the ten programme sectors, Sports [67.5%/M – 32.5%/F] is the programme sector that is preferred more by males than by females. The marginal preference of more males than females' preferences for Business programmes [50.6%/M – 49.4%/F] during the period June-September was lost during the period October-December [70.5%/M – 29.5%/F]. All the other programme sectors are more favoured by females¹¹ - see Figure 4.1 below.

FIGURE 4.1 – PREFERENCE FOR RADIO PROGRAMME SECTORS - BY GENDER



¹¹ Full details in Table 4.1 [Jun-Dec], [Jun-Sep], [Oct-Dec], Part 2



4.3 TV Programme Preferences

4.3.1 Table 4.2 summarises the preferences registered for the different TV programme sectors.

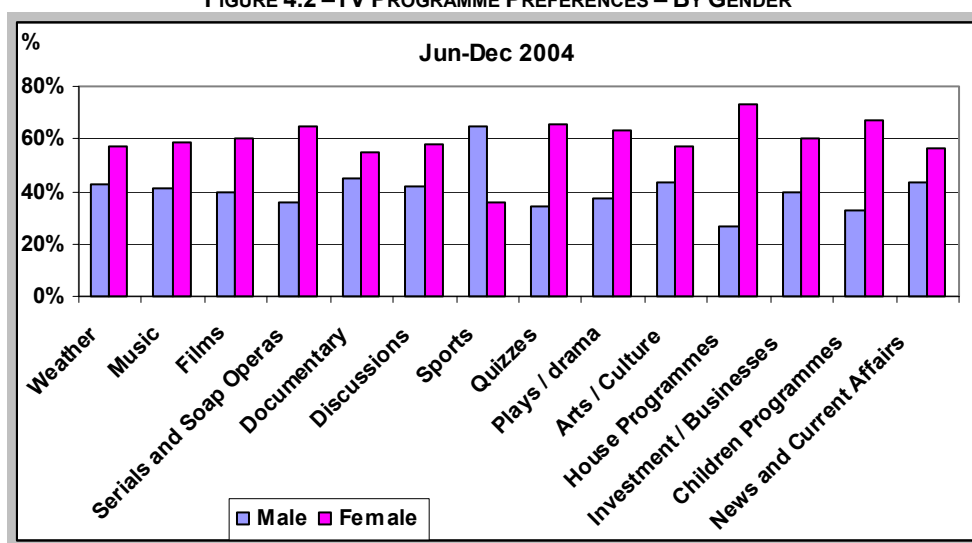
4.3.2 The table indicates that News and Current Affairs is the most popular sector and was mentioned by 90% of the respondents. This is followed by Weather [85.5%], Plays/drama [76.9%] and Discussion programmes [72.8%].

TABLE 4.2 TV PROGRAMME PREFERENCES

PROGRAMME SECTOR	JUN-DEC %	OCT-DEC %	JUN-SEP %
News and Current Affairs	90.0	88.4	91.0
Weather	85.5	87.5	84.1
Plays / drama	76.9	78.3	76.0
Discussions	72.8	77.4	69.7
Documentary	61.9	62.1	61.8
House Programmes	57.8	57.5	58.0
Quizzes	56.1	56.3	55.9
Films	53.0	49.2	55.5
Serials and Soap Operas	55.1	58.4	52.8
Arts / Culture	51.5	53.5	50.1
Music	44.8	38.5	49.1
Sports	43.4	40.4	45.5
Children Programmes	41.7	40.1	42.8
Investment / Businesses	23.2	24.5	22.3

4.3.3 Of all the fourteen television programme sectors, Sports [64.6%/M – 26.9%/F] is the programme sector that is preferred by males as compared to females. All the other programme sectors are more favoured by females¹² – see Figure 3.3 below.

FIGURE 4.2 –TV PROGRAMME PREFERENCES – BY GENDER



¹² Full details in Table 10.1 [Jun-Dec], Part 2



5. RADIO LISTENING

5.1 Introduction

5.1.1 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.

5.2 Average Radio Listening

5.2.1 For the whole period only 43.4%

of all respondents stated that they had listened to radio the day before the interview. During the October-December period there were six interviewees who did not listen to radio regularly but had listened to radio before the interview, while during the June-September period there were two interviewees who did not want to

TABLE 5.1 – RADIO LISTENING

	JUN-DEC		JUNE-SEP		OCT-DEC	
	TOTAL	%	TOTAL	%	TOTAL	%
Do you listen to Radio						
No	236	24.4	110	19.9	126	30.2
Refusal	0	0.0	0	0	0	0
<i>Subtotal</i>	236	24.4	110	19.9	126	30.2
Local Stations	613	63.3	369	66.8	244	58.5
Foreign Stations	5	0.5	5	0.9	0	0
Local and Foreign stations	115	11.9	68	12.3	47	11.3
Total	969	100.0	552	100	417	100
Radio Yesterday						
Not applicable	230	23.7	110	19.9	120	28.8
No	318	32.8	193	35	125	30
<i>Subtotal</i>	548	56.6	303	54.9	245	58.8
Yes	421	43.4	249	45.1	172	41.2
Total	969	100.0	552	100	417	100

indicate how many hours of radio listening they had made the day before the interview¹³.

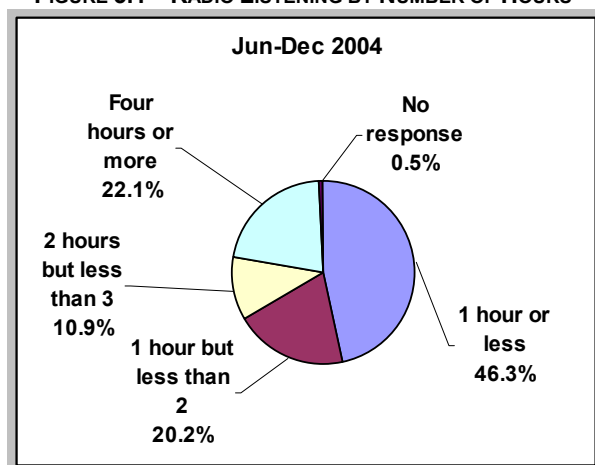
5.2.2 While more than half of those who had listened to radio [51.4%] did so for “one hour or less” during June-September, this figure dropped to 39.0% during the last quarter of the year, averaging at 46.3%. During the last quarter, radio listening of “four hours or more” rose by more than 60% from 17.7% to 28.5%, averaging at 22.1% for the whole period. There was minimal change in the number of radio listeners for “more than one hour but less than three hours” in both time periods [1hr.<2hrs. = 19.7%(Q3) – 20.9%(Q4); 2hrs.<3hrs. = 10.4%(Q3) – 11.6%(Q4)]¹⁴ – see Figure 5.1 below.

¹³ Full details in Table 5.1 [Jun-Dec], [Jun-Sep], [Oct-Dec], Part 2

¹⁴ Full details in Table 5.2 [Jun-Dec], [Jun-Sep], [Oct-Dec], Part 2



FIGURE 5.1 – RADIO LISTENING BY NUMBER OF HOURS



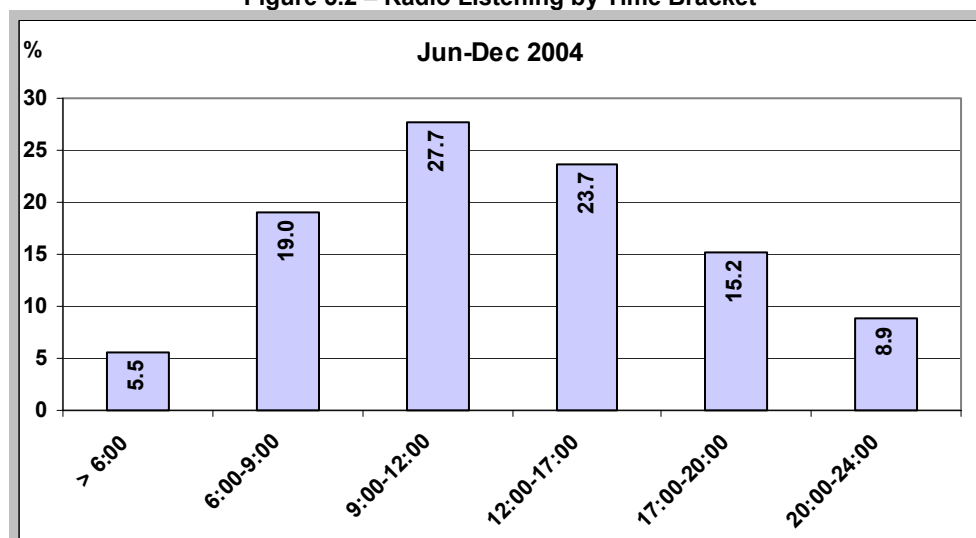
5.2.3 Respondents were asked to indicate at what time radio was listened to, indicating seven time brackets including “All day”. Multiple replies were accepted. Taking into consideration all those who said that they listen to the radio all day and adding those counts to the other time brackets, 5.5%

TABLE 5.2 – RADIO LISTENING BY TIME BRACKET

	JUN-DEC %	JUN-SEP %	OCT-DEC %
Before 6am	5.5	4.8	6.4
Between 6-9am	19.0	19.0	19.0
Between 9-12pm	27.7	28.3	26.8
Between 12-5pm	23.7	22.9	24.8
Between 5-8pm	15.2	16.1	14.0
Between 8-12pm	8.9	8.8	9.0
	100.0	100.0	100.0

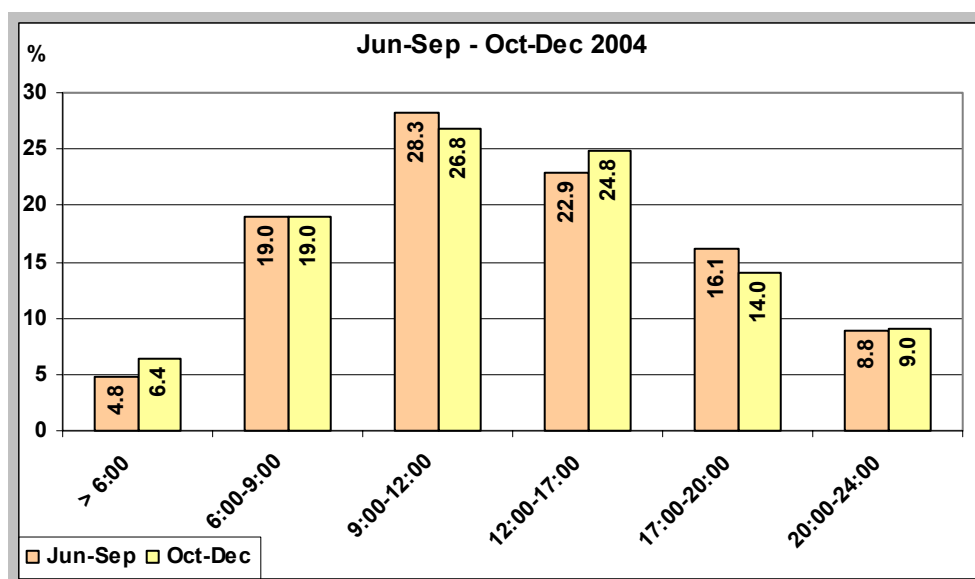
stated that they listened to radio before 06:00hrs; 19.0% between 06:00-09:00hrs; 27.7% between 9:00-12:00am; 23.7% between 12:00-17:00hrs; 15.2% between 17:00-20:00 hrs; and 8.9% between 20:00-24:00hrs¹⁵. While more people [4.8%(Jun-Sep) – 6.4% (Oct-Dec)] listen to the radio in October-December before 06:00a.m., for the same period less people listen to radio between 09:00a.m. to noon but radio listening increased from noon to 5:00 p.m. – see Figure 5.2 below.

Figure 5.2 – Radio Listening by Time Bracket



¹⁵ Full details in Table 6.1 [Jun-Dec], [Jun-Sep], [Oct-Dec], Part 2





5.2.4 The listening patterns of the Maltese radio audiences emerge quite clearly from tables 5.3 and 5.4 below. These tables break down the counts by each time bracket and by weekday for the two time periods. Radio listening decreased on Mondays and Tuesdays during the last three months of the year but listening during the rest of the week was higher than that for June to September during the mornings. Radio listening in the afternoon was generally less for October-December than that for June-September – see tables 5.3, 5.4 and Figure 5.3 below¹⁶.

TABLE 5.3: RADIO LISTENING BY TIME-BRACKET BY WEEKDAY - JUN-SEP 2004

TIME BRACKET	SUN %	MON %	TUE %	WED %	THU %	FRI %	SAT %
> 6:00	2.4	6.3	5.8	6.3	4.1	3.2	3.9
6:00 - 9:00	7.3	23.4	17.4	17.5	17.8	25.4	21.6
9:00 - 12:00	31.7	28.1	31.9	25.0	26.0	22.2	37.3
12:00 - 17:00	26.8	18.8	21.7	21.3	26.0	28.6	17.6
17:00 - 20:00	19.5	14.1	15.9	17.5	19.2	11.1	15.7
20:00 - 24:00	12.2	9.4	7.2	12.5	6.8	9.5	3.9

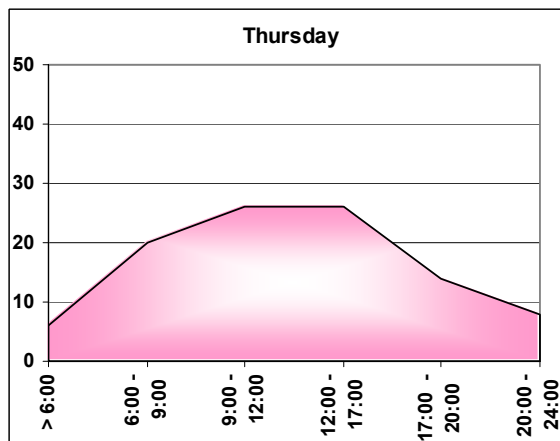
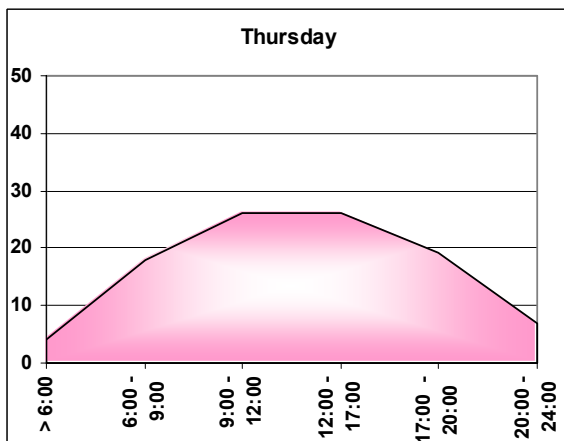
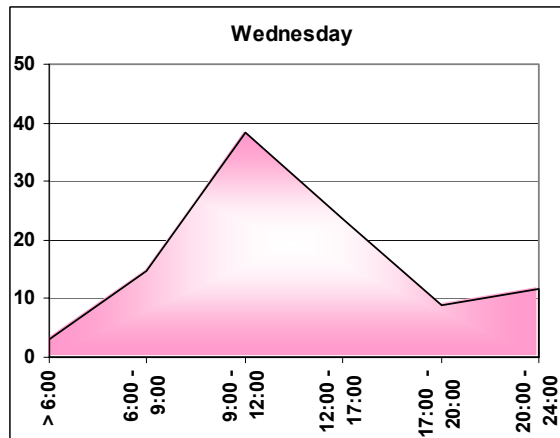
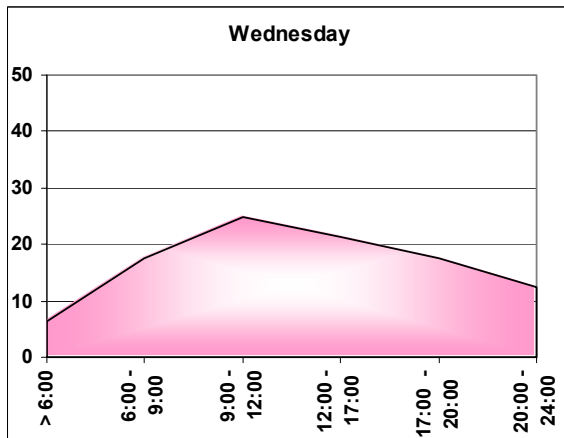
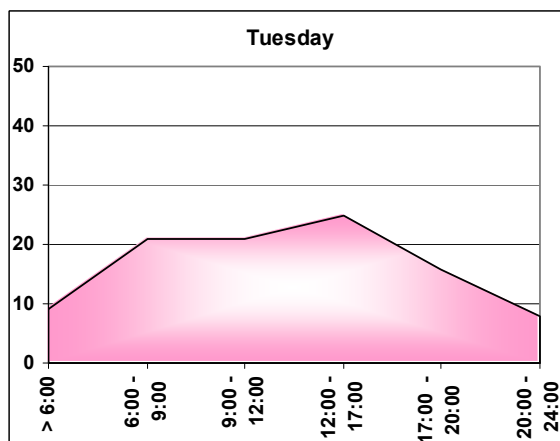
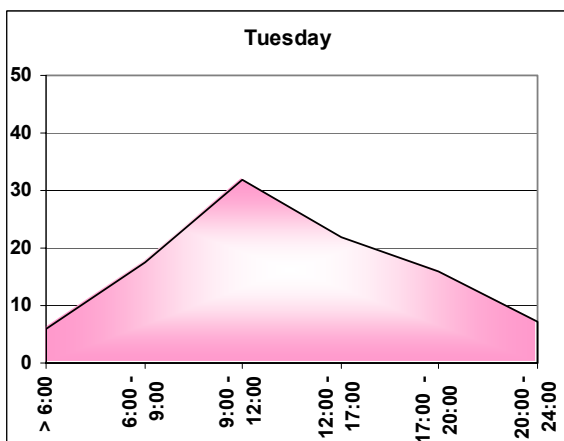
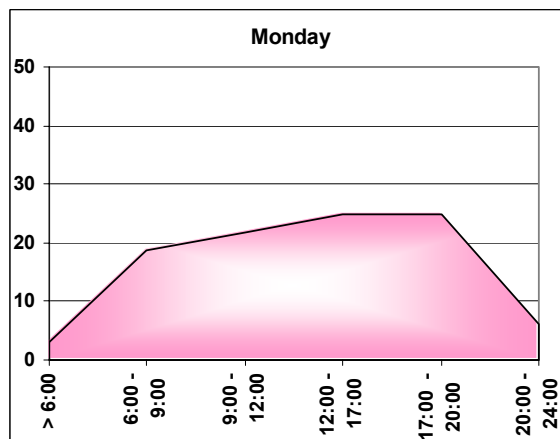
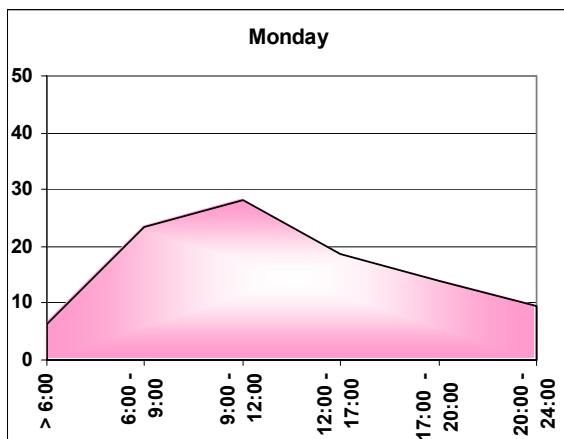
TABLE 5.4: RADIO LISTENING BY TIME-BRACKET BY WEEKDAY - OCT-DEC 2004

TIME BRACKET	SUN %	MON %	TUE %	WED %	THU %	FRI %	SAT %
> 6:00	6.4	4.0	3.1	9.2	2.9	6.0	7.7
6:00 - 9:00	19.0	16.0	18.8	21.1	14.7	20.0	19.2
9:00 - 12:00	26.8	36.0	21.9	21.1	38.2	26.0	24.4
12:00 - 17:00	24.8	28.0	25.0	25.0	23.5	26.0	23.1
17:00 - 20:00	14.0	4.0	25.0	15.8	8.8	14.0	15.4
20:00 - 24:00	9.0	12.0	6.3	7.9	11.8	8.0	10.3

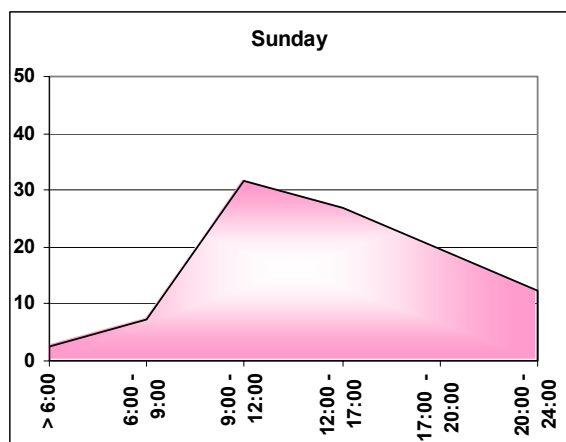
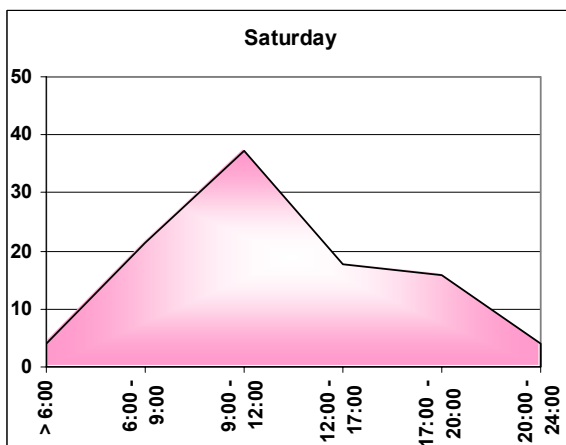
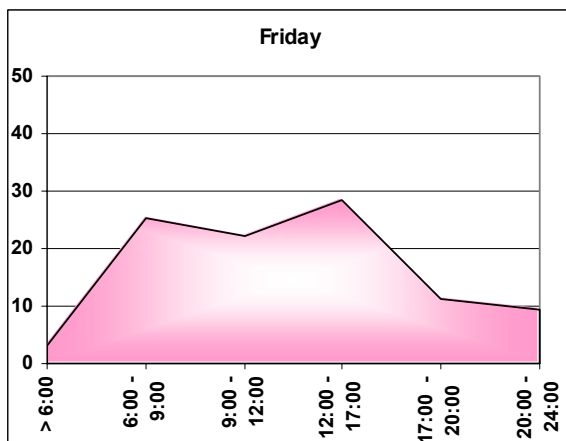
¹⁶ Full details in Table 6.2 [Jun-Dec], [Jun-Sep], [Oct-Dec], Part 2



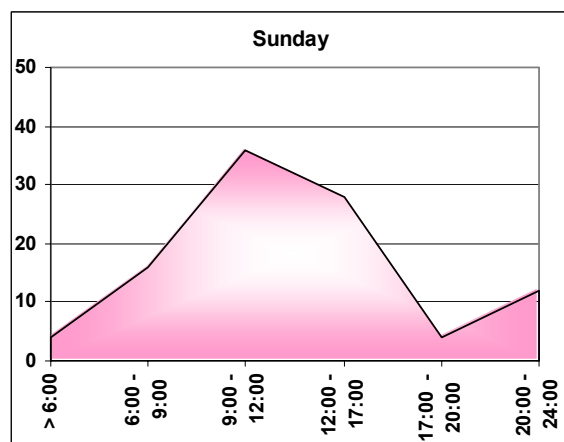
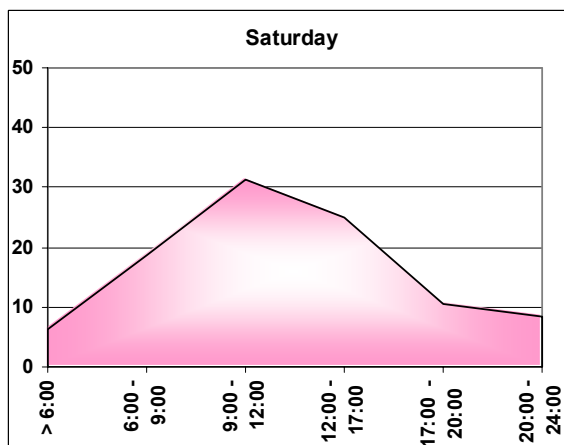
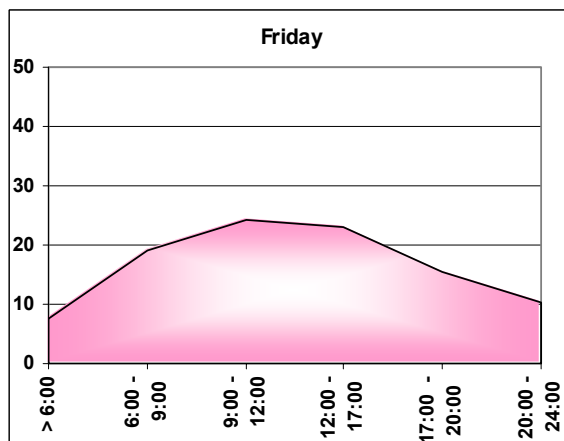
**FIGURE 5.3: RADIO LISTENING BY WEEKDAY [MONDAY TO SUNDAY]
JUNE-SEPTEMBER 2004**



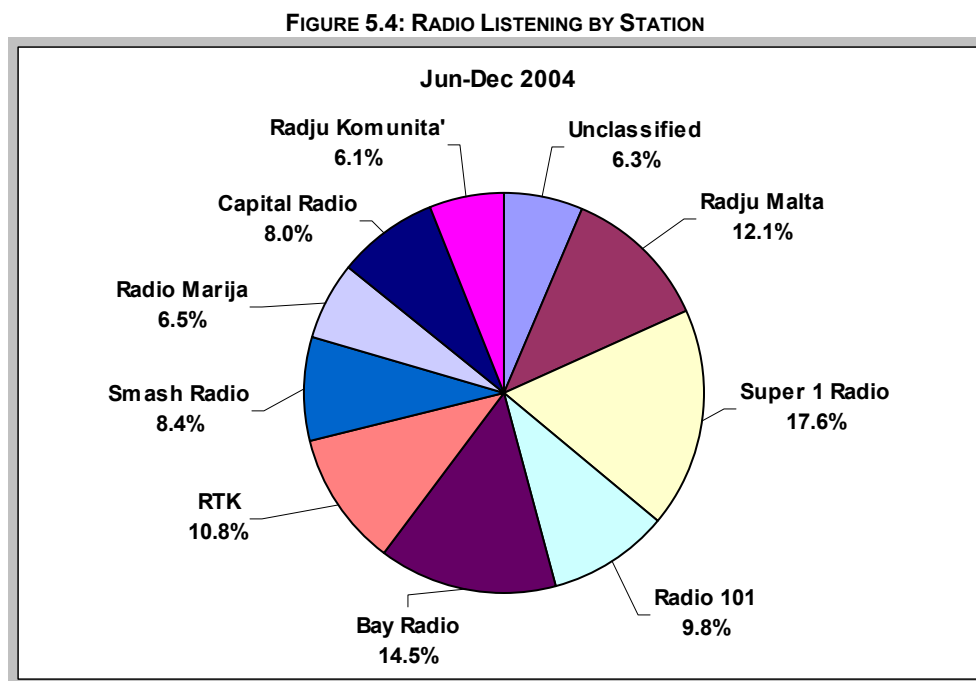
JUNE-SEPTEMBER 2004



OCTOBER-DECEMBER 2004



5.2.5 Participants were asked which station they had listened to the day before the interview for at least ten minutes. Multiple replies to the question were allowed and all counts were counted¹⁷. For the whole period Super One Radio ranked first at 17.6%, followed by Bay Radio [14.5%], Radju Malta [12.1%], RTK [10.8%] and Radio 101 [9.8%] – see Figure 5.4 below. The counts for Radju 10.66 [Parlament], Campus FM, XFM and A3 FM did not qualify as data representatives.



5.2.6 Analysing the counts according to weekday the percentage daily counts of all radio listeners for each station is given in table 5.5 below¹⁸. The graphical representation for each station is given in Appendix E.

TABLE 5.5: RADIO STATION LISTENING BY WEEKDAY – JUN/DEC 2004

	SUN %	MON %	TUE %	WED %	THU %	FRI %	SAT %
Radju Malta	13.79	7.81	10.47	14.08	11.69	13.64	13.43
Super 1 Radio	10.34	18.75	23.26	18.31	19.48	12.50	19.40
Radio 101	10.34	9.38	8.14	11.27	5.19	13.64	10.45
Bay Radio	22.41	18.75	11.63	11.27	15.58	10.23	14.93
RTK	5.17	10.94	11.63	9.86	11.69	12.50	11.94
Smash Radio	8.62	7.81	6.98	11.27	11.69	6.82	5.97
Radio Marija	8.62	9.38	1.16	8.45	7.79	6.82	4.48
Capital Radio	8.62	6.25	11.63	4.23	5.19	7.95	11.94
Radju Komunita'	5.17	4.69	10.47	7.04	3.90	6.82	2.99
Unqualified	6.90	6.25	4.65	4.23	7.79	9.09	4.48
	100.00	100.00	100.00	100.00	100.00	100.00	100.00

¹⁷ Full details in Table 7.1 [Jun-Dec], Part 2

¹⁸ Full details in Table 7.2 [Jun-Dec], Part 2



5.2.7 Analysing radio listening by month, Super One Radio maintained its first position for nearly all the months with the exception of September where it lost its place to Bay Radio. Bay Radio's weakest month was in July but regained position with a first ranking in September. RTK lost its second position in June during July/August but regained a third position during the last month of the year. Radju Malta maintained its third/fourth position for nearly the whole period with a second place ranking in September. Radio 101 got a second place in July, loosing its place in August and regaining a fourth position during September to November. – see Table 5.6 and Figures 5.6-1/7 in Appendix F ¹⁹.

TABLE 5.6: RADIO STATION LISTENING BY MONTH

RADIO YESTERDAY	TOTAL %	JUN %	JUL %	AUG %	SEP %	OCT %	Nov %	DEC %
Radju Malta	12.13	14.10	15.07	12.07	10.87	9.33	11.29	12.33
Radju 10.66	1.57	[]	[]	[]	[]	[]	[]	[]
Super 1 Radio	17.61	17.95	17.81	22.41	9.78	17.33	22.58	19.18
Radio 101	9.78	11.54	16.44	6.90	8.70	9.33	9.68	5.48
Bay Radio	14.48	11.54	5.48	17.24	17.39	16.00	17.74	16.44
RTK	10.76	15.38	6.85	6.90	9.78	12.00	9.68	13.70
Smash Radio	8.41	7.69	10.96	10.34	7.61	9.33	3.23	9.59
Radio Marija	6.46	3.85	6.85	6.90	8.70	2.67	6.45	9.59
Campus Fm	0.59	[]	[]	[]	[]	[]	[]	[]
Capital Radio	8.02	7.69	9.59	8.62	7.61	8.00	8.06	6.85
X FM	3.52	[]	[]	[]	[]	[]	[]	[]
A3 FM	0.59	[]	[]	[]	[]	[]	[]	[]
Radju Komunita'	6.07	8.97	4.11	3.45	7.61	5.33	6.45	5.48
	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00

[] = unqualified as data representatives

¹⁹ Full details in Table 7.3 [Jun-Dec], Part 2





6. TELEVISION VIEWING

6.1 Introduction

6.1.1 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.

6.2 Average Television Viewing

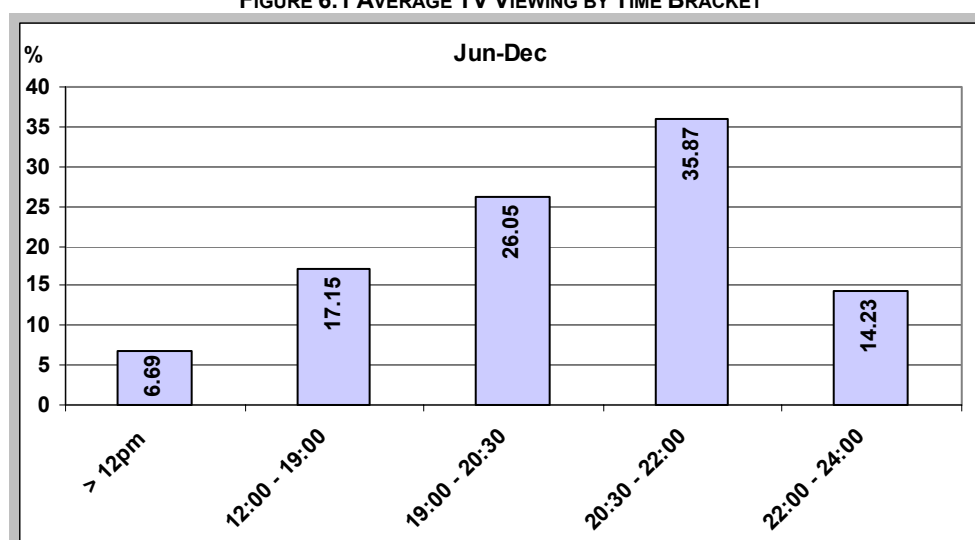
6.2.1 When interviewees were asked whether they had watched television prior to the interview, 74.5% of all respondents replied that they had. Comparing figures for June-September to those of October-December, television viewing rose from 72.2% to 77.5% of all respondents taking part. More females than males watch television and the greatest count was in the 50+ age group. Those who “never attended school” ranked highest in television viewing with 81.3% in that category while “pensioners” ranked highest with 80.9% when the interviewees were classified by economic status. The “Southern Harbour” and “Western” district ranked highest in TV viewing with 77.4% when classified by district.²⁰

6.2.2 Respondents were asked to indicate at what time bracket television was watched. 6.69% stated that it was watched before 12:00; 17.153% between 12:00hrs and 19:00hrs; 26.05% between 19:00-20:30hrs; 35.87% between 20:30-22:00hrs and 14.23% between 22:00-24:00hrs - see Figure 6.1 below ²¹.

TABLE 6.1 – AVERAGE TV VIEWING

	Jun-Dec	Jun-Sep	Oct-Dec
Before 12pm	6.69	7.42	5.78
Between 12-7pm	17.15	17.52	16.69
Between 7-8.30pm	26.05	28.13	23.43
Between 8.30-10pm	35.87	33.5	38.84
Between 10-12am	14.23	13.43	15.25
	100.00	100.00	100.00

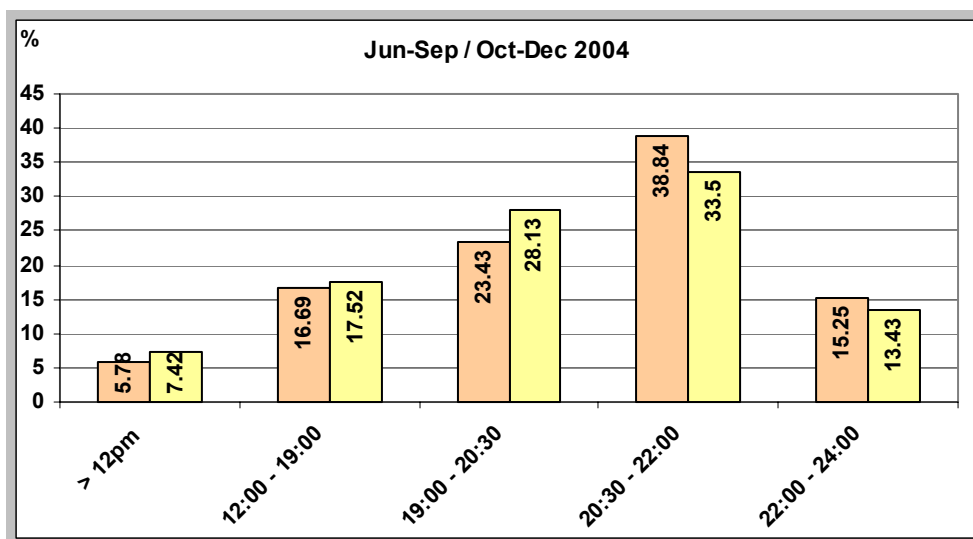
FIGURE 6.1 AVERAGE TV VIEWING BY TIME BRACKET



²⁰ Full details in Tables 11.1 to 11.4 – [Jun-Dec], [Jun-Sep], [Oct-Dec], Part 2

²¹ Full details in Table 12.1 – [Jun-Dec], [Jun-Sep], [Oct-Dec], Part 2





6.2.3 TV viewing patterns emerge clearly from tables 6.2 and 6.3 below. These tables break down the counts of each time bracket by weekday for the two time periods. Overall, TV viewing increased from June/Sep to Oct/Dec reaching a highest peak of 73.68% [20:30-22:00] on Fridays in Jun/Sep to 81.4% [20:30-22:00] on Saturdays in Oct/Dec – see Figure 6.2 below²².

TABLE 6.2: TV VIEWING BY TIME-BRACKET BY WEEKDAY - JUN-SEP 2004

	SUN	MON	TUE	WED	THU	FRI	SAT
> 12:00	15.52	5.45	3.96	4.24	8.59	3.51	10.53
12:00 - 19:00	23.28	19.09	16.83	16.10	13.28	12.28	23.16
19:00 - 20:30	23.28	26.36	33.66	25.42	29.69	33.33	25.26
20:30 - 22:00	28.45	33.64	37.62	39.83	32.81	35.96	25.26
22:00 - 24:00	9.48	15.45	7.92	14.41	15.63	14.91	15.79

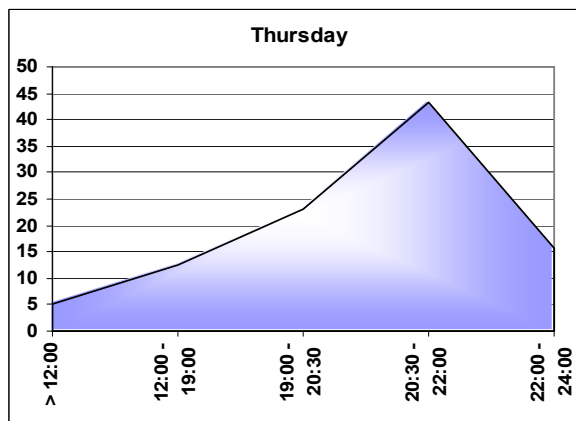
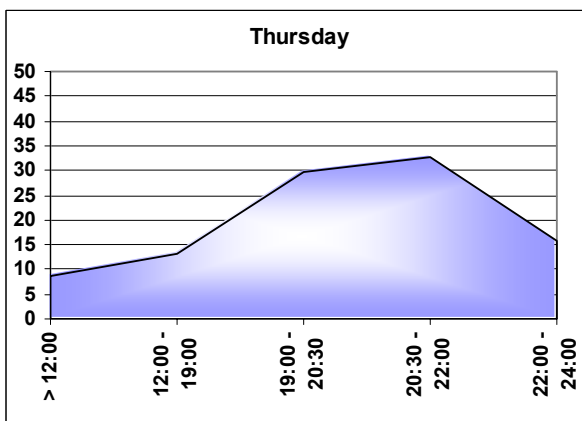
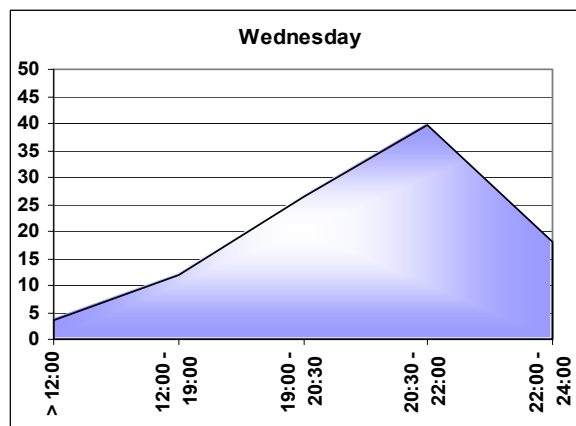
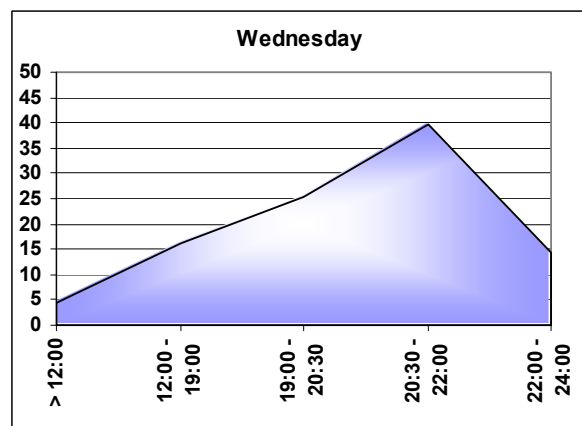
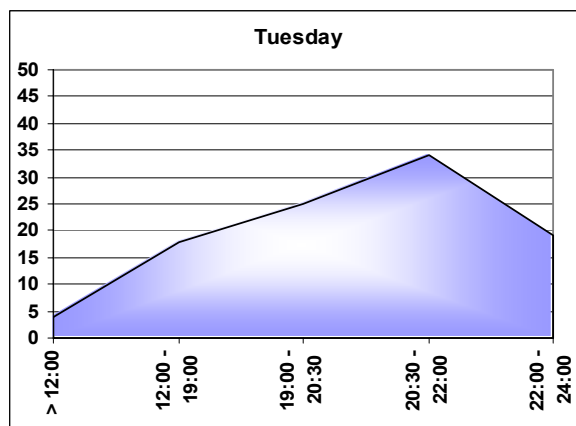
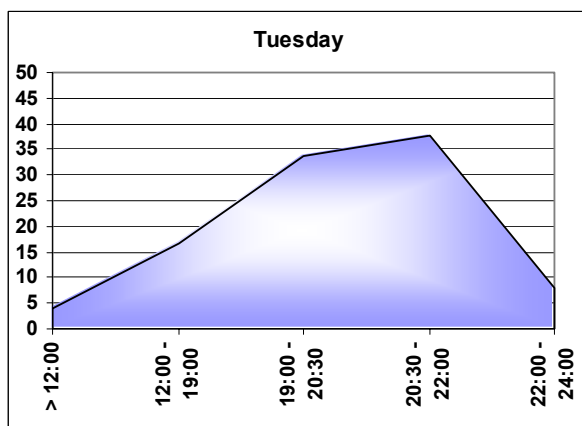
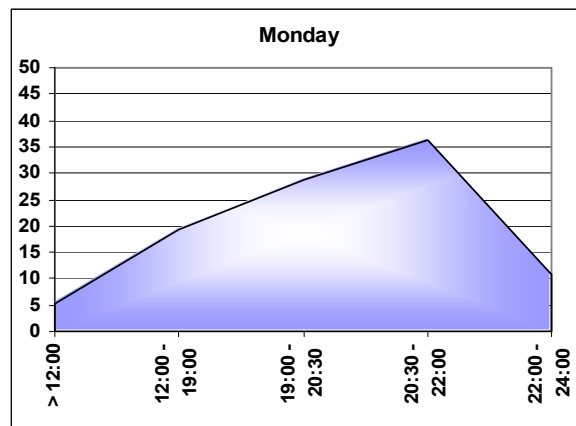
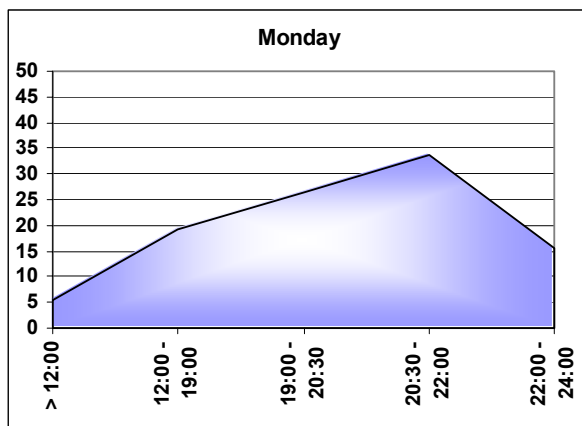
TABLE 6.3: TV VIEWING BY TIME-BRACKET BY WEEKDAY - OCT-DEC 2004

	SUN	MON	TUE	WED	THU	FRI	SAT
> 12:00	13.19	5.32	4.00	3.61	5.26	4.05	4.65
12:00 - 19:00	17.58	19.15	18.00	12.05	12.63	13.51	23.26
19:00 - 20:30	17.58	28.72	25.00	26.51	23.16	16.22	25.58
20:30 - 22:00	41.76	36.17	34.00	39.76	43.16	47.30	31.40
22:00 - 24:00	9.89	10.64	19.00	18.07	15.79	18.92	15.12

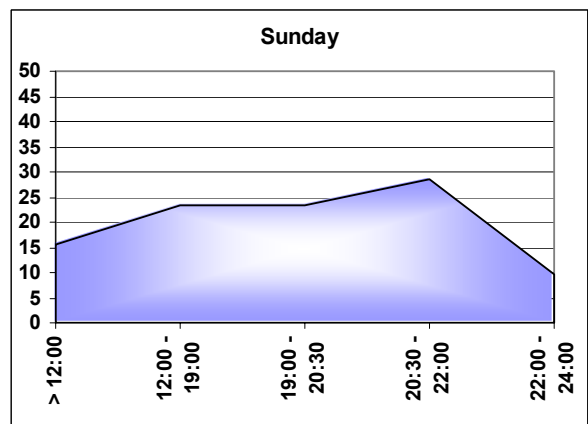
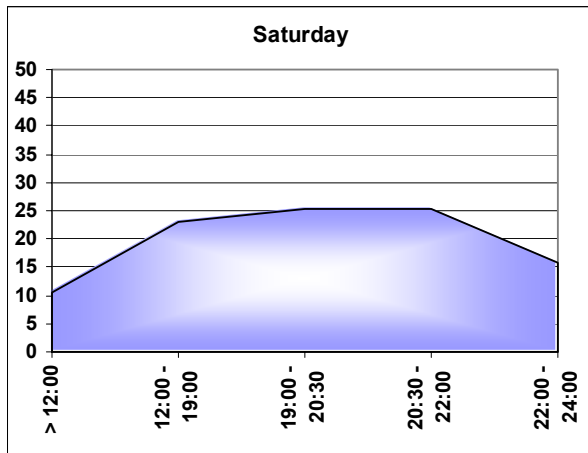
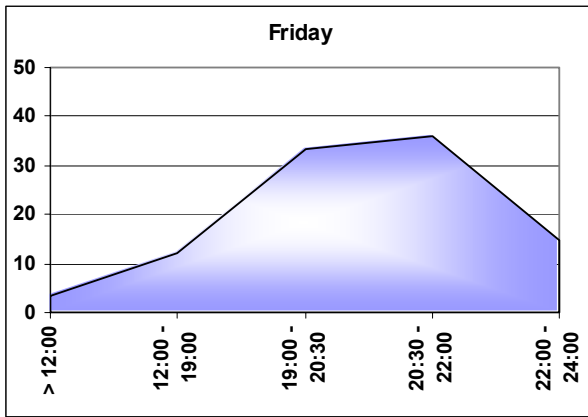
²² Full details in Table 12.2 – [Jun-Dec], [Jun-Sep], [Oct-Dec], Part 2



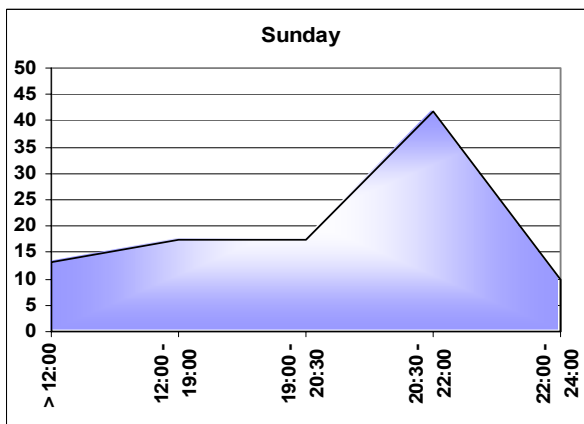
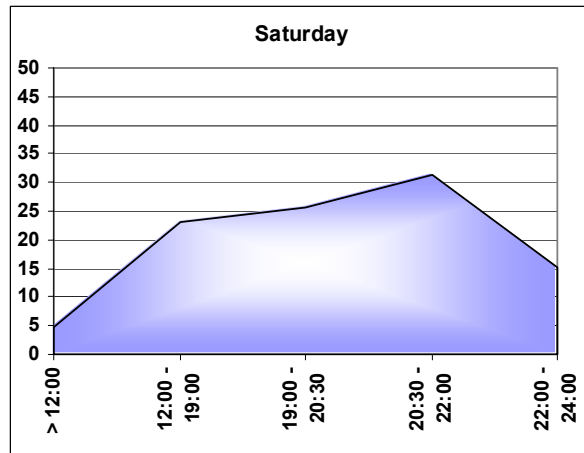
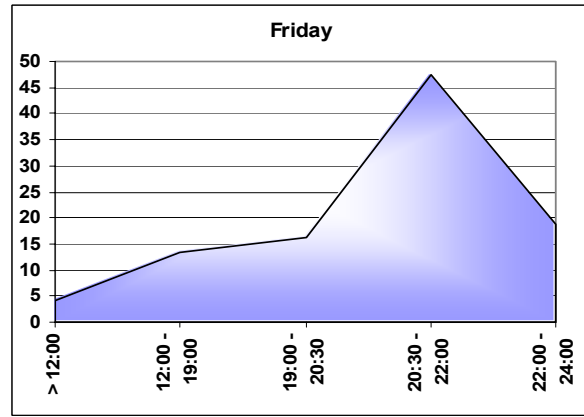
FIGURE 6.2: TV VIEWING BY WEEKDAY [MONDAY TO SUNDAY]
JUN-SEP 2004 **OCT – DEC 2004**



JUN-SEP 2004

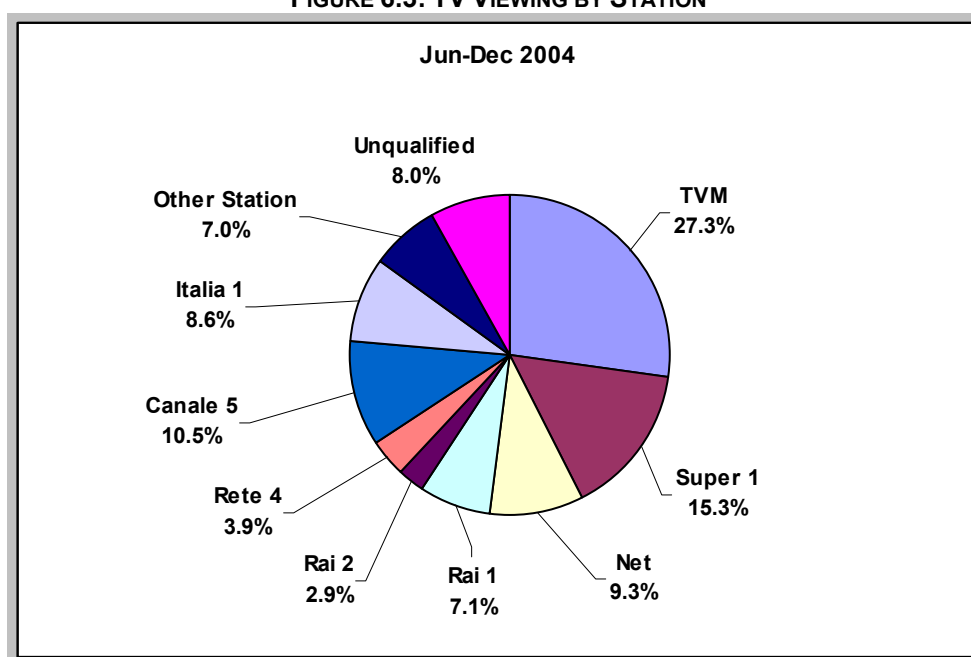


OCT - DEC 2004



6.2.4 Participants were again asked which television station they had listened to the day before the interview for at least ten minutes. Multiple replies to the question were allowed²³. Taking all the counts, for the period June/December TVM ranked first with 27.3%, followed by Super One TV [15.3%] and Net TV [9.3%] from the local broadcasting stations. From foreign stations, Canale 5 ranked first with 10.5% followed by Italia 1 [8.6%]. “Other Station” includes any other station not included in the list mentioned by the interviewee and includes Education 22, cable re-transmissions and satellite stations. As directed by the National Statistics Office, counts of less than 30 were not deemed to be data representative and are grouped together under “unqualified”. These include Smash TV, RAI 3, Discovery Channel, MTV, BBC World, BBC Prime, and Other Italian Station – see Figure 6.3 below.

FIGURE 6.3: TV VIEWING BY STATION



6.2.5 Analysing the counts according to weekday the percentage daily counts of all TV viewers for each station is given in table 6.4 below²⁴. The graphical representation for each station is given in Appendix G.

TABLE 6.4: TV STATION VIEWING BY WEEKDAY

	SUN	MON	TUE	WED	THU	FRI	SAT
TVM	32.34	22.68	26.80	25.99	27.36	33.53	22.22
Super 1	14.93	21.13	18.04	10.73	16.92	11.38	12.35
Net	8.96	12.89	8.76	9.04	5.47	10.78	9.88
Rai 1	7.46	4.12	6.70	10.73	6.47	7.19	7.41
Rai 2	4.98	1.55	1.55	2.26	2.49	2.99	4.94
Rete 4	5.47	3.61	3.61	2.82	4.48	2.99	4.32
Canale 5	8.96	8.76	12.89	14.12	9.95	10.18	8.64
Italia 1	5.97	8.76	9.28	9.60	7.46	7.19	12.35
Other Station	5.97	9.28	5.15	5.65	6.47	7.19	9.88
Unqualified	4.98	7.22	7.22	9.04	12.94	6.59	8.02
	100.00	100.00	100.00	100.00	100.00	100.00	100.00

²³ Full details in Table 13.1 – [Jun-Dec], Part 2

²⁴ Full details in Table 13.2 – [Jun-Dec], Part 2



6.2.6 Analysing television audiences by month, TVM, Super One TV and Net TV maintained their position throughout the whole period²⁵ – see Table 6.5 below and Figures 6.5-1/7 in Appendix H

TABLE 6.5: TV STATION VIEWING BY MONTH

	TOTAL %	JUN %	JUL %	AUG %	SEP %	OCT %	NOV %	DEC %
TVM	27.31	32.34	22.68	26.80	25.99	27.36	33.53	22.22
Super 1	15.28	14.93	21.13	18.04	10.73	16.92	11.38	12.35
Net	9.34	8.96	12.89	8.76	9.04	5.47	10.78	9.88
Smash	1.16	[]	[]	[]	[]	[]	[]	[]
Rai 1	7.10	7.46	4.12	6.70	10.73	6.47	7.19	7.41
Rai 2	2.93	4.98	1.55	1.55	2.26	2.49	2.99	4.94
Rai 3	1.31	[]	[]	[]	[]	[]	[]	[]
Rete 4	3.94	5.47	3.61	3.61	2.82	4.48	2.99	4.32
Canale 5	10.49	8.96	8.76	12.89	14.12	9.95	10.18	8.64
Italia 1	8.56	5.97	8.76	9.28	9.60	7.46	7.19	12.35
Other Italian Station	0.93	[]	[]	[]	[]	[]	[]	[]
Discovery Channel	0.93	[]	[]	[]	[]	[]	[]	[]
MTV	1.39	[]	[]	[]	[]	[]	[]	[]
BBC Prime	2.16	[]	[]	[]	[]	[]	[]	[]
BBC World	0.15	[]	[]	[]	[]	[]	[]	[]
Other Station	7.02	5.97	9.28	5.15	5.65	6.47	7.19	9.88
	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00

[] = unqualified as data representatives

²⁵ Full details in Table 13.3 – [Jun-Dec], Part 2



APPENDIX A - QUESTIONNAIRE

INFORMAZZJONI DEMOGRAFIKA

- Q1 X' inhu s-sess tiegħek? (Mur M2)
- i. Raġel
 - ii. Mara
- Q2 Kemm għandek żmien? (Mur M3) _____
- Q3 F' liema lokalita' toqgħod? (Mur M4) _____
- Q4 Liema minn dawn jiddeskrivi l-aħjar l-istat ekonomiku tiegħek?
- i. Mara tad-dar (Mur M6)
 - ii. Student/a (Mur M6)
 - iii. Impjegat (Mur M5)
 - iv. Naħdem għal rasi (Mur M5)
 - v. Qiegħed/Qegħda (Mur M6)
 - vi. Irtirat/a (Mur M6)
 - vii. Ma nistax naħdem minħabba mard jew diżabilita' (Mur M6)
- Q5 Iddeskrivi x-xogħol li tagħmel. (Mur M6) _____
- Q6 X' inhu l-ogħla livell ta' edukazzjoni li lestejt b' suċċess? (Mur M7)
- i. Primarja
 - ii. Sekondarja
 - iii. Post-sekondarja
 - iv. Terzjarja
 - v. Ma mortx skola
 - vi. Ma tatx/tax risposta

SEZZJONI DWAR IR-RADJU

- Q7 Is-soltu tħobb tisma' ir-radju?
- i. Iva, stazzjonijiet lokali biss (Mur M8)
 - ii. Iva, stazzjonijiet barranin biss (Mur M10)
 - iii. Iva, kemm stazzjonijiet lokali u barranin (Mur M8)
 - iv. Le (Mur M10)
 - v. Ma tatx/tax risposta (Mur M10)



- Q8 Ser insemmilek l-istazzjonijiet tar-radju lokali. Liema wieħed minnhom tippreferi l-iżjed? (Mur MQ9)
- Radju Malta
 - Radju Parlament/106.6
 - Super One Radio
 - Radio 101
 - Bay Radio
 - RTK
 - Smash Radio
 - Radju Marija
 - Campus FM
 - Capital Radio
 - X FM
 - A3 FM
 - Radju tal-komunita', eż. Radju Kottoner, eċċ.
 - M'hemmx stazzjon preferut
 - Ma tatx/tax risposta
- 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. (Mur M10)
- Mużika
 - Diskussjonijiet dwar il-familja, problemi personali u l-politika
 - Sport
 - Flus, investimenti u *business*
 - Kulturali
 - Religjużi
 - Novelli u drammi
 - Programmi tat-tfal
 - Programmi dwar is-saħħa, sbuħija, id- dar, ta' magazin, eċċ.
 - Aħbarijiet u ġrajjet kurrenti
- Q10 Ilbierah smajtu r-radju?
- Iva (Mur M11)
 - Le (Mur M14)
- Q11 Kemm-il siegħa smajtu r-radju lbieraħ? (Mur M12)
- Siegħa jew anqas
 - Bejn siegħa sa anqas minn sagħtejn
 - Bejn sagħtejn sa anqas minn 3 sigħat
 - Erba' sigħat jew aktar



Q12 F' liema ħinijiet tal-ġurnata smajt ir-radju lbieraħ? (Mur M13)

- 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/tax risposta

Q13 Ser insemmilek l-istazzjonijiet tar-radju lokali. Liema minnhom tiftakar li smajt għal mill-inqas 10 minuti lbieraħ? (Mur M14)

- 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.

SEZZJONI DWAR IT-TELEVIZJONI

Q14 Is-soltu tħobb tara t-televiżjoni?

- i. Iva, stazzjonijiet lokali biss (Mur M15)
- ii. Iva, stazzjonijiet barranin biss (Mur M15)
- iii. Iva, kemm stazzjonijiet lokali u barranin (Mur M15)
- iv. Le (Mur M17)
- v. Ma tatx/tax risposta (Mur M15)



Q15 Ser insemmilek xi stazzjonijiet tat-televiżjoni lokali u barranin. Liema minnhom tippreferi tara l-iżjed? (Mur M16)

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

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. (Mur M17)

- 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? (Mur M18)

- i. Iva (Mur M18)
- ii. Le (IEQAF)



Q18 F' liema ħinijiet tal-ġurnata rajt it-televiżjoni lbieraħ? (Mur M19)

- 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
 - v. RAI 1
 - vi. RAI 2
 - vii. RAI 3
 - viii. Rete 4
 - ix. Canale 5
 - x. Italia 1
 - xi. Stazzjon ieħor Taljan
 - xii. Discovery Channel
 - xiii. MTV
 - xiv. BBC Prime
 - xv. BBC World
 - xvi. Stazzjon ieħor
 - xvii. Le
 - xviii. Ma tax risposta
-





APPENDIX B: LOCALITIES BY DISTRICT

Code	Locality	Code	Locality
Southern Harbour District		Northern Harbour District	
101	Valletta (Citta Umilissima)	206	Qormi
103	Birgu	214	Birkirkara
104	Isla (Citta Invicta)	221	Gzira
105	Bormla (Citta Cospicua)	227	Hamrun
108	Zabbar	241	Msida
117	Fgura	246	Pembroke
118	Floriana	247	Pietà
129	Kalkara	252	San Ġiljan
133	Luqa	253	San Ġwann
134	Marsa	258	Santa Venera
145	Paola	259	Sliema
157	Santa Lucija	260	Swieqi
162	Tarxien	261	Ta' Xbiex
165	Xghajra		
South Eastern District		Gozo & Comino	
310	Zejtun	611	Rabat (Gozo)
315	Birzebbuga	619	Fintana
320	Gudja	622	Ghajnsielem and Comino
326	Ghaxaq	623	Gharb
331	Kirkop[625	Ghasri
335	Marsaskala	630	Kercem
336	Marsaxlokk	642	Munxar
340	Mqabba	643	Nadur
349	Qrendi	648	Qala
351	Safi	654	San Lawsrenz
367	Zurrieq	656	Sannat
Western District		663	Xaghra
402	Mdina	664	Xewkija
407	Zebbug (Malta)	666	Zebbug (Gozo)
409	Siggiewi		
412	Attard		
413	Balzan		
416	Dingli		
428	Iklin		
432	Lija		
450	Rabat (Malta)		
468	Mtarfa		
Northern District			
524	Gharghur		
537	Mellieha		
538	Mgarr		
539	Mosta		
544	Naxxar		
555	San Pawl il-Bahar		





APPENDIX C: DEMOGRAPHICS OF THE MALTESE ISLANDS

GENDER

	Frequency	%
Males	167623	49.1
Females	173557	50.9
Total	341180	100.0

AGE GROUP

	Frequency	%	Males	Col %	Females	Col %
12-29	105223	30.8	54644	32.6	50579	29.1
30-49	115808	33.9	57483	34.3	58325	33.6
50+	120149	35.2	55496	33.1	64653	37.3
Total	341180	100.0	167623	100.0	173557	100.0

M.G.S. CODE

	Frequency	%
South Harbour	75024	22.0
North Harbour	107095	31.4
South Eastern	44803	13.1
Western	47667	14.0
Northern	39811	11.7
Gozo & Comino	26780	7.8
Total	341180	100.0

LABOUR STATUS

	Frequency	%
Employed	146044	42.8
Unemployed	11529	3.4
Inactive	163779	48.0
Children less than 14 years	19828	5.8
Total	341180	100.0

ISCO GROUP

	Frequency	Percent	Valid Percent
Armed forces	2045	0.6	1.4
Legislators, Senior officials and Managers	13193	3.9	9.0
Professionals	14918	4.4	10.2
Technicians & associate Professionals	20272	5.9	13.9
Clerks	16629	4.9	11.4
Service workers and sale workers	22162	6.5	15.2
Skilled Agricultural and Fishery workers	2723	0.8	1.9
Crafts and related trade workers	20686	6.1	14.2
Plant and machine operators and assemblers	15683	4.6	10.7
Elementary occupations	17733	5.2	12.1
Total	146044	42.8	100.0
Missing - System	195136	57.2	
Total	341180	100.0	

HIGHEST EDUCATIONAL LEVEL

	Frequency	Percent	Valid Percent
No Schooling	14662	4.3	4.6
Primary	94959	27.8	29.5
Secondary	142590	41.8	44.4
Post-Secondary	42367	12.4	13.2
Tertiary	26774	7.8	8.3
Total	321352	94.2	100.0
Missing - System	19828	5.8	
Total	341180	100.0	





APPENDIX D - COMMUNITY RADIO STATIONS – LICENCES ISSUED DURING 2004

Station	Notes	2004											
		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Radio Calypso	1	X	X	X	X	X	X	X	X	X			
Radju Hompesch		X	X	X	X	X	X	X	X	X	X	X	X
Lehen il-Belt Victoria		X	X	X	X	X	X	X	X	X	X	X	X
Christian Light Radio		X	X	X	X	X	X	X	X	X	X	X	X
Radju Kottoner		X	X	X	X	X	X	X	X	X	X	X	X
Radio Sacro Cuor	2	X	X	X	X	X	X	X	X	X	X	X	X
DJ's Live FM		X	X	X	X	X	X	X	X	X	X	X	X
Radju Luminaria		X	X	X	X	X	X	X	X	X	X	X	X
Deejays Radio 956FM		X	X	X	X	X	X	X	X	X	X	X	X
Radju Katidral		X	X	X	X	X	X	X	X	X	X	X	X
Radju Bambina		X	X	X	X	X	X	X	X	X	X	X	X
Eden FM Radio		X	X	X	X	X	X	X	X	X	X	X	X
Radju Prekursur		X	X	X	X	X	X	X	X	X	X	X	X
Radju Sokkors		X	X	X	X	X	X	X	X	X	X	X	X
Radju Lehen il-Qala		X	X	X	X	X	X	X	X	X	X	X	X
Energy FM Radio		X	X	X	X	X	X	X	X	X	X	X	X
Radju Marija	3	X	X	X	X	X	X	X	X	X			
Radju Xeb-er-ras		X	X	X	X	X	X	X	X	X	X	X	X
Radju St Vincent de Paule		X	X	X	X	X	X	X	X	X	X	X	X
BKR Radio 94.5FM		X	X	X	X	X	X	X	X	X	X	X	X
Fantasy Radio		X	X	X	X	X	X	X	X	X	X	X	X
Radju Vilhena		X	X	X	X	X	X	X	X	X	X	X	X
Three Cities Radio		X	X	X	X	X	X	X	X	X	X	X	X
A+ Plus		X	X	X	X	X	X	X	X	X	X	X	X
Radio Galaxy		X	X	X	X	X	X	X	X	X	X	X	X
Power FM		X	X	X	X	X	X	X	X	X	X	X	X
Bastjanizi FM	4	X	X	X	X	X	X	X	X	X	X	X	X
Radju Belt Rebbieha				X									X
Radju Banda San Filep						X							
Radju Hal Tarxien					X								
Kiss FM						X	X	X	X	X	X	X	X
Radju 15 t'Awissu									X				
Radio Valentine Balzan							X						
Radju Lehen il-Guzeppini						X							
Lehen il-Karmelitani								X					
Radju Margerita								X					
Central FM								X					
Radju Santa Katarina									X				
2004 District Convention of Jehovah's Witnesses										X			
Radio Sacro Cuor 105.2FM												X	
2004 Circuit Assembly of Jehovah's Witnesses												X	
Calypso FM											X	X	X
LeHen il-Karmelitani													X
Radju Vizitazzjoni													X
Radju għall-Providenza													X
Radju Mhabba													X
Radju Xodus													X
Radio TZ													X

[1] Frequency of Radio Calypso taken over by Radju Marija and a new station Calypso FM was opened under new directorship and frequency

[2] Licensed but not broadcasting

[3] Radju Marija took over the frequency of Radio Calypso and turned national

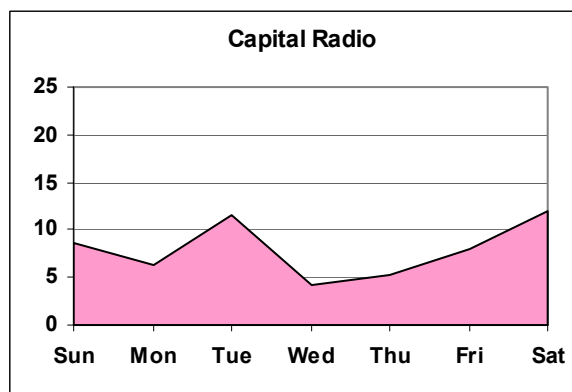
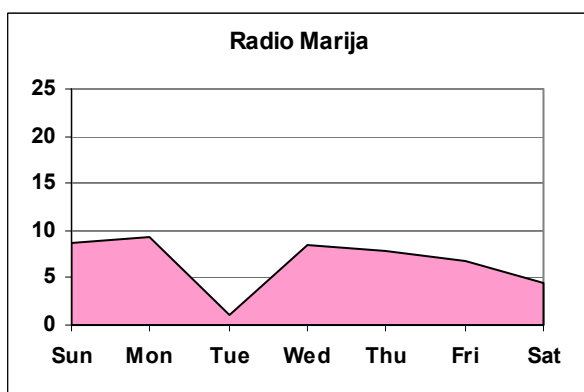
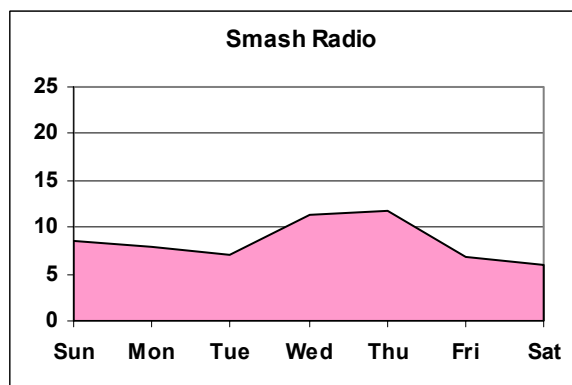
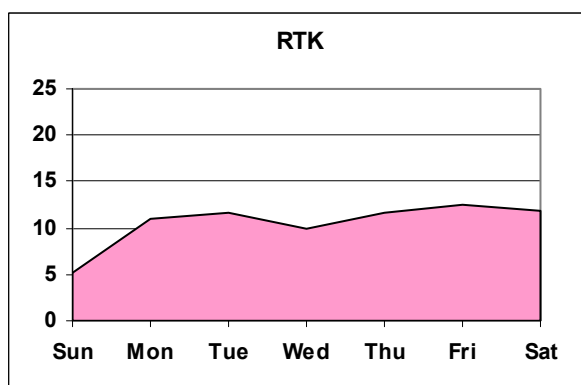
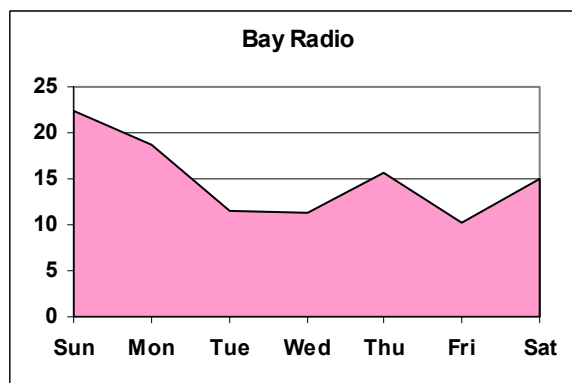
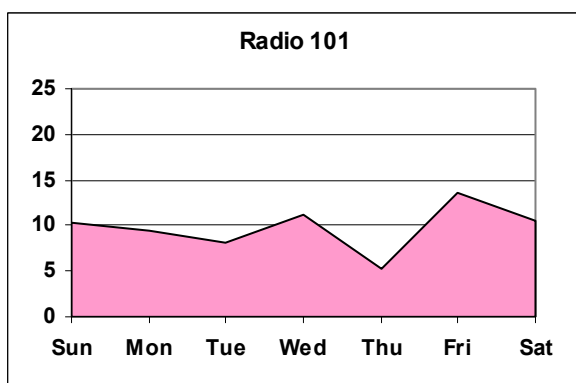
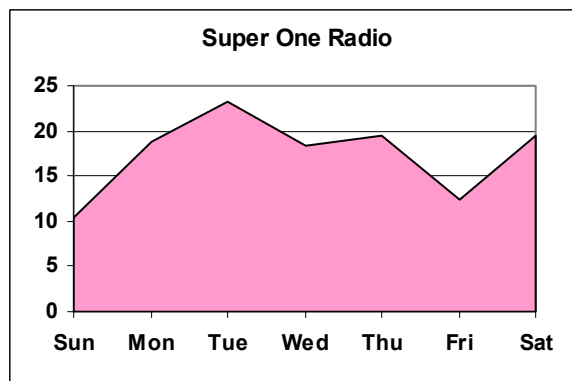
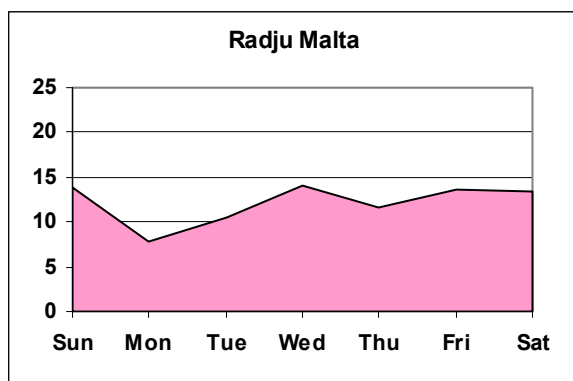
[4] Licensed but not broadcasting

Each "X" under 2004 indicates the month in which each station was licensed to broadcast. This may range from just a few days to the whole broadcasting month period.





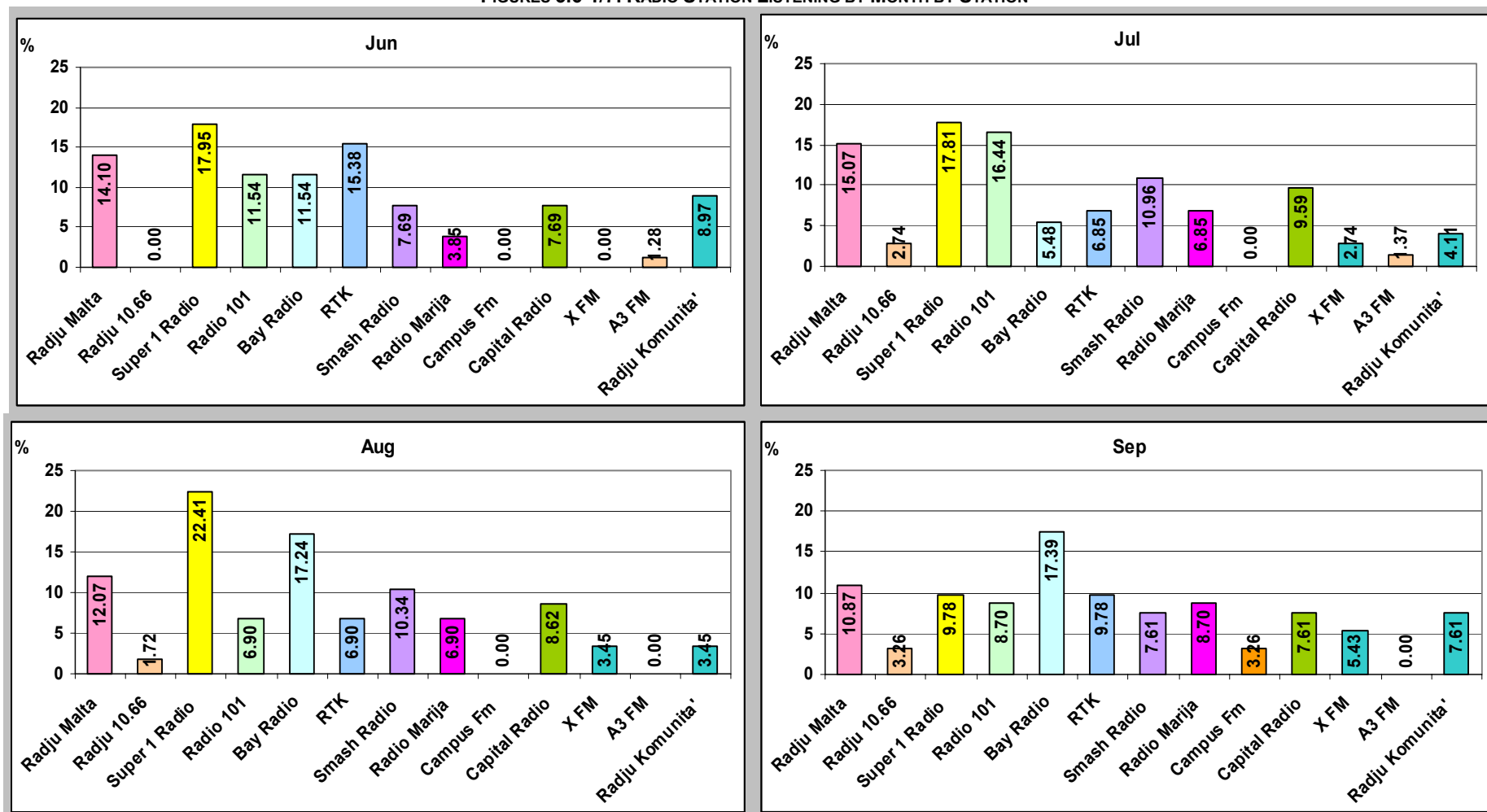
APPENDIX E – RADIO STATION LISTENING BY STATION BY WEEKDAY – JUN/DEC 2004

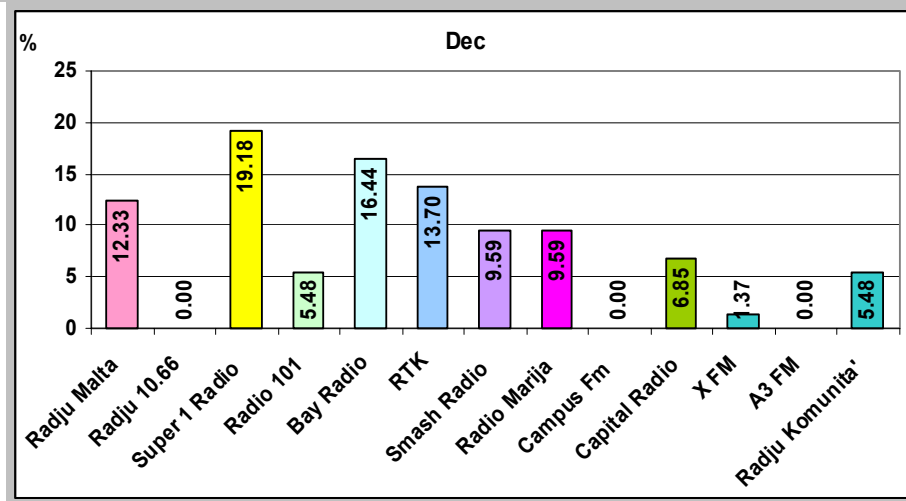
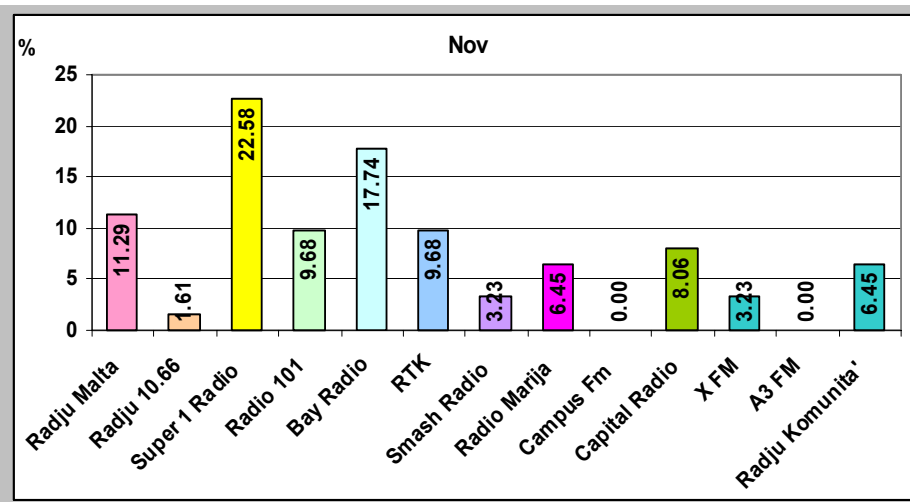
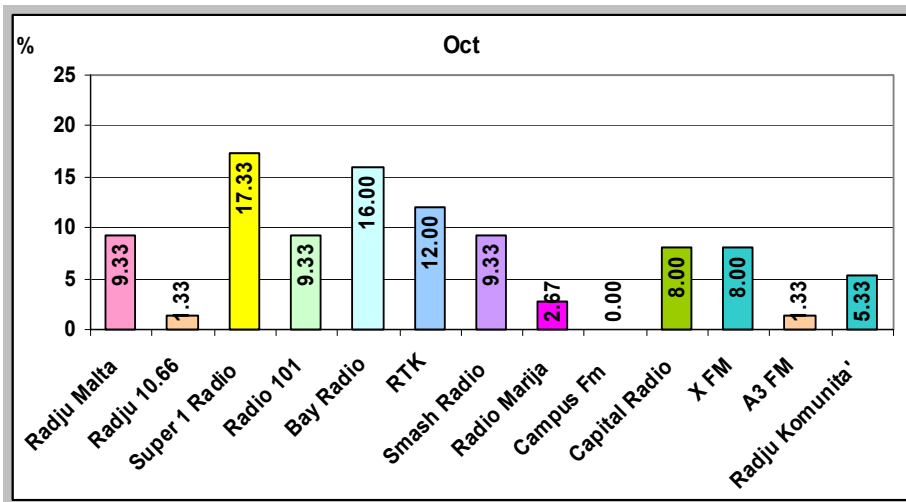




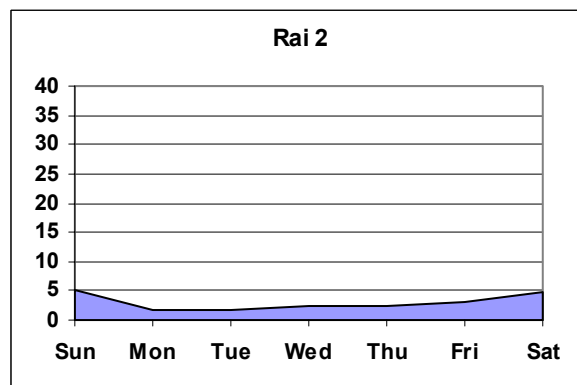
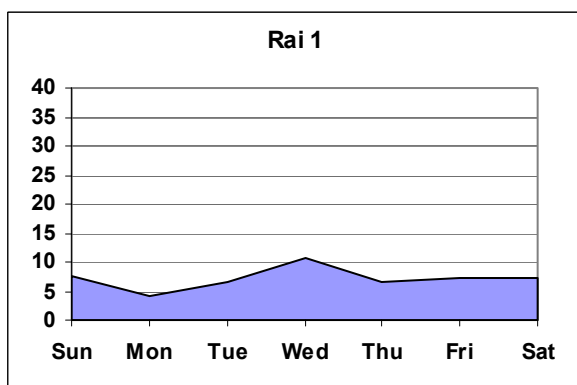
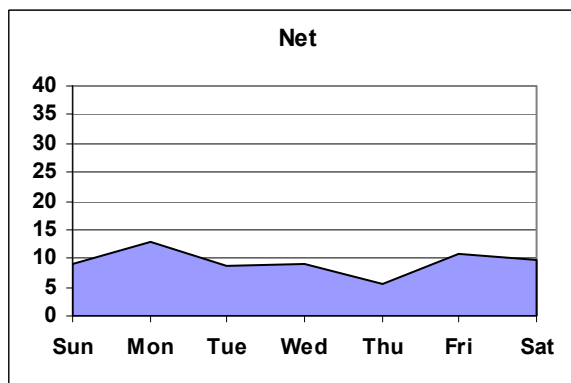
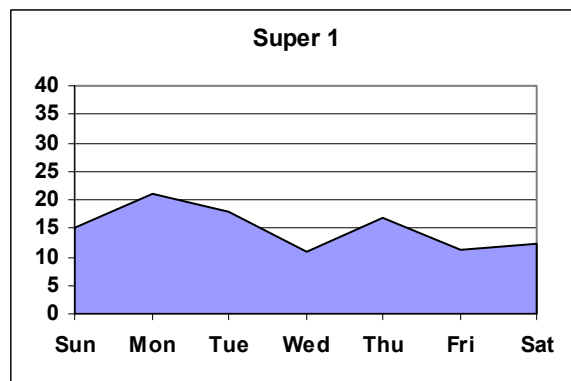
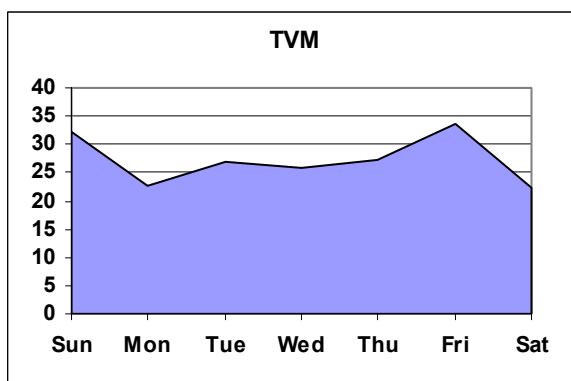
APPENDIX F – RADIO STATION LISTENING BY MONTH BY STATION

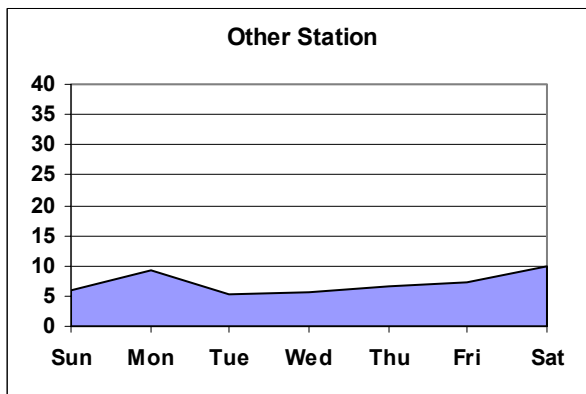
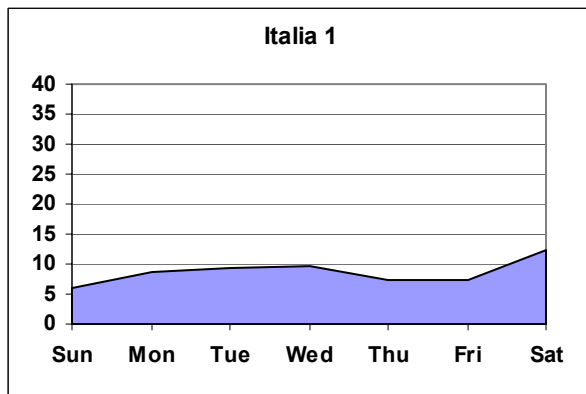
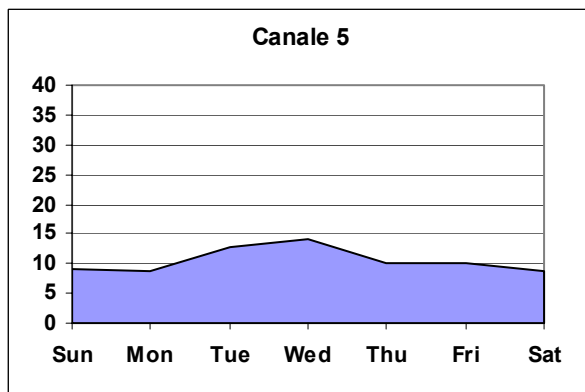
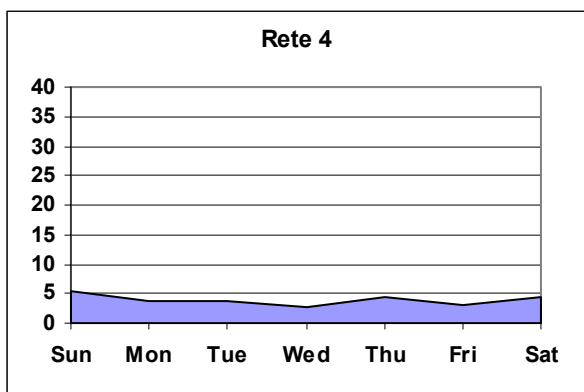
FIGURES 5.6-1/7: RADIO STATION LISTENING BY MONTH BY STATION





APPENDIX G – TV STATION VIEWING BY STATION BY WEEKDAY





APPENDIX H – TV STATION VIEWING BY MONTH BY STATION

FIGURES 6.5-1/7: TV STATION LISTENING BY MONTH BY STATION

