



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

PART 2 – TABLES AND FIGURES  
[JUNE-DECEMBER,  
JUNE-SEPTEMBER – OCTOBER-DECEMBER]

PREPARED FOR THE  
BROADCASTING AUTHORITY

MARIO AXIAK  
HEAD, COMMUNICATIONS & RESEARCH  
BROADCASTING AUTHORITY  
7 MILE END ROAD  
HAMRUN HMR 02







# TABLES

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RADIO AND TELEVISION AUDIENCES  
IN MALTA

PART 2 – TABLES  
[JUNE-DECEMBER 2004]

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**Table 1.1: Sample Profile By Age - By Gender [Base=All]**

Age group	Total	Gender	
		Male	Female
		Count	Count
		Col % Row %	Col % Row %
12-29	261	130	131
	26.9%	30.7%	24.0%
	100.0%	49.8%	50.2%
30-49	333	144	189
	34.4%	34.0%	34.7%
	100.0%	43.2%	56.8%
50+	375	150	225
	38.7%	35.4%	41.3%
	100.0%	40.0%	60.0%
Total	969	424	545
	100.0%	100.0%	100.0%
	100.0%	43.8%	56.2%

[Note: Total Counts less than 30 are not data representatives]

**Table 1.2: Sample Profile By Age - By Economic Status [Base=All]**

Age group	Total	Economic Status						
		House person	Student	Employed	Self-Employed	Un-employed	Pensioner	Unable to work due to sickness/disability
		Count	Count	Count	Count	Count	Count	Count
		Col % Row %	Col % Row %	Col % Row %	Col % Row %	Col % Row %	Col % Row %	Col % Row %
12-29	261	17	114	113	5	11	0	1
	26.9%	4.9%	99.1%	34.1%	11.1%	37.9%	.0%	20.0%
	100.0%	6.5%	43.7%	43.3%	1.9%	4.2%	.0%	.4%
30-49	333	134	1	157	27	11	1	2
	34.4%	38.3%	.9%	47.4%	60.0%	37.9%	1.1%	40.0%
	100.0%	40.2%	.3%	47.1%	8.1%	3.3%	.3%	.6%
50+	375	199	0	61	13	7	93	2
	38.7%	56.9%	.0%	18.4%	28.9%	24.1%	98.9%	40.0%
	100.0%	53.1%	.0%	16.3%	3.5%	1.9%	24.8%	.5%
Total	969	350	115	331	45	29	94	5
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	36.1%	11.9%	34.2%	4.6%	3.0%	9.7%	.5%

[Note: Total Counts less than 30 are not data representatives]

**Table 1.3: Sample Profile By Age - By Educational Level [Base=All]**

Age group	Total	Highest Education Level					
		Primary	Secondary	Post-Secondary	Tertiary	Never attended school	Refusal
		Count	Count	Count	Count	Count	Count
		Col % Row %	Col % Row %	Col % Row %	Col % Row %	Col % Row %	Col % Row %
12-29	261	71	108	57	24	1	0
	26.9%	21.9%	29.7%	39.3%	28.2%	2.1%	0.0%
	100.0%	27.2%	41.4%	21.8%	9.2%	.4%	0.0%
30-49	333	51	178	59	43	2	0
	34.4%	15.7%	48.9%	40.7%	50.6%	4.2%	0.0%
	100.0%	15.3%	53.5%	17.7%	12.9%	.6%	0.0%
50+	375	202	78	29	18	45	3
	38.7%	62.3%	21.4%	20.0%	21.2%	93.8%	100.0%
	100.0%	53.9%	20.8%	7.7%	4.8%	12.0%	.8%
Total	969	324	364	145	85	48	3
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	33.4%	37.6%	15.0%	8.8%	5.0%	.3%

[Note: Total Counts less than 30 are not data representatives]



**Table 1.4: Sample Profile By Age - By District [Base=All]**

Age group	Total	District					
		Southern harbour	Northern harbour	South Eastern	Western	Northern	Gozo & Comino
	Count	Count	Count	Count	Count	Count	Count
	Col % Row %	Col % Row %	Col % Row %	Col % Row %	Col % Row %	Col % Row %	Col % Row %
12-29	261	56	65	48	47	30	15
	26.9%	23.4%	24.6%	25.7%	35.3%	34.9%	25.0%
	100.0%	21.5%	24.9%	18.4%	18.0%	11.5%	5.7%
30-49	333	73	98	61	44	31	26
	34.4%	30.5%	37.1%	32.6%	33.1%	36.0%	43.3%
	100.0%	21.9%	29.4%	18.3%	13.2%	9.3%	7.8%
50+	375	110	101	78	42	25	19
	38.7%	46.0%	38.3%	41.7%	31.6%	29.1%	31.7%
	100.0%	29.3%	26.9%	20.8%	11.2%	6.7%	5.1%
Total	969	239	264	187	133	86	60
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	24.7%	27.2%	19.3%	13.7%	8.9%	6.2%

[Note: Total Counts less than 30 are not data representatives]



**Table 2.1: Radio Listening By Gender and By Age Group [Base=All]**

Do you listen to Radio	Total	Gender		Age group		
		Male	Female	12-29	30-49	50+
	Count Col % Row %	Count Col % Row %	Count Col % Row %	Count Col % Row %	Count Col % Row %	Count Col % Row %
Local Stations	613 63.3% 100.0%	264 62.3% 43.1%	349 64.0% 56.9%	157 60.2% 25.6%	218 65.5% 35.6%	238 63.5% 38.8%
Foreign Stations	5 .5% 100.0%	2 .5% 40.0%	3 .6% 60.0%	2 .8% 40.0%	2 .6% 40.0%	1 .3% 20.0%
Local and Foreign stations	115 11.9% 100.0%	55 13.0% 47.8%	60 11.0% 52.2%	39 14.9% 33.9%	31 9.3% 27.0%	45 12.0% 39.1%
Sub-Total N	733	321	412	198	251	284
Sub-Total Col %	75.6%	75.7%	75.6%	75.9%	75.4%	75.7%
Sub-Total Row %	100.0%	43.8%	56.2%	27.0%	34.2%	38.7%
No	236 24.4% 100.0%	103 24.3% 43.6%	133 24.4% 56.4%	63 24.1% 26.7%	82 24.6% 34.7%	91 24.3% 38.6%
Refusal	0 .0% 100.0%	0 .0% 100.0%	0 .0% 100.0%	0 .0% 100.0%	0 .0% 100.0%	0 .0% 100.0%
Total	969 100.0% 100.0%	424 100.0% 100.0%	545 100.0% 100.0%	261 100.0% 100.0%	333 100.0% 100.0%	375 100.0% 100.0%

[Note: Total Counts less than 30 are not data representatives]

**Table 2.2: Radio Listening By Educational Level [Base=All]**

Do you listen to Radio	Total	Highest Education Level					
		Primary	Secondary	Post-Secondary	Tertiary	Never attended school	Refusal
	Count Col % Row %	Count Col % Row %	Count Col % Row %	Count Col % Row %	Count Col % Row %	Count Col % Row %	Count Col % Row %
Local Stations	613 63.3% 100.0%	205 63.3% 33.4%	235 64.6% 38.3%	88 60.7% 14.4%	54 63.5% 8.8%	28 58.3% 4.6%	3 100.0% .5%
Foreign Stations	5 .5% 100.0%	2 .6% 40.0%	2 .5% 40.0%	0 .0% 0.0%	1 1.2% 20.0%	0 .0% 0.0%	0 .0% 0.0%
Local and Foreign stations	115 11.9% 100.0%	32 9.9% 27.8%	51 14.0% 44.3%	18 12.4% 15.7%	9 10.6% 7.8%	5 10.4% 4.3%	0 .0% 0.0%
No	236 24.4% 100.0%	85 26.2% 36.0%	76 20.9% 32.2%	39 26.9% 16.5%	21 24.7% 8.9%	15 31.3% 6.4%	0 .0% 0.0%
Refusal	0 .0% 100.0%	0 .0% 100.0%	0 .0% 100.0%	0 .0% 100.0%	0 .0% 100.0%	0 .0% 100.0%	0 .0% 100.0%
Total	969 100.0% 100.0%	324 100.0% 100.0%	364 100.0% 100.0%	145 100.0% 100.0%	85 100.0% 100.0%	48 100.0% 100.0%	3 100.0% .3%

[Note: Total Counts less than 30 are not data representatives]



**Table 2.3: Radio Listening By Economic Status [Base=All]**

Do you listen to Radio	Economic Status							
	Total	House person	Student	Employed	Self-Employed	Un-employed	Pensioner	Unable to work due to sickness/disability
	Count	Count	Count	Count	Count	Count	Count	Count
	Col % Row %	Col % Row %	Col % Row %	Col % Row %	Col % Row %	Col % Row %	Col % Row %	Col % Row %
Local Stations	613 63.3% 100.0%	227 64.9% 37.0%	64 55.7% 10.4%	219 66.2% 35.7%	29 64.4% 4.7%	22 75.9% 3.6%	48 51.1% 7.8%	4 80.0% .7%
Foreign Stations	5 .5% 100.0%	1 .3% 20.0%	0 .0% .0%	2 .6% 40.0%	0 .0% .0%	0 .0% .0%	1 1.1% 20.0%	1 20.0% 20.0%
Local and Foreign stations	115 11.9% 100.0%	32 9.1% 27.8%	12 10.4% 10.4%	47 14.2% 40.9%	4 8.9% 3.5%	3 10.3% 2.6%	17 18.1% 14.8%	0 .0% .0%
No	236 24.4% 100.0%	90 25.7% 38.1%	39 33.9% 16.5%	63 19.0% 26.7%	12 26.7% 5.1%	4 13.8% 1.7%	28 29.8% 11.9%	0 .0% .0%
Refusal	0 .0% .0%	0 .0% .0%	0 .0% .0%	0 .0% .0%	0 .0% .0%	0 .0% .0%	0 .0% .0%	0 .0% .0%
Total	969 100.0% 100.0%	350 36.1% 36.1%	115 11.9% 11.9%	331 34.2% 34.2%	45 4.6% 4.6%	29 3.0% 3.0%	94 9.7% 9.7%	5 .5% .5%

[Note: Total Counts less than 30 are not data representatives]

**Table 2.3: Radio Listening By District [Base=All]**

Do you listen to Radio	District						
	Total	Southern harbour	Northern harbour	South Eastern	Western	Northern	Gozo & Comino
	Count	Count	Count	Count	Count	Count	Count
	Col % Row %	Col % Row %	Col % Row %	Col % Row %	Col % Row %	Col % Row %	Col % Row %
Local Stations	613 63.3% 100.0%	153 64.0% 25.0%	160 60.6% 26.1%	119 63.6% 19.4%	89 66.9% 14.5%	59 68.6% 9.6%	33 55.0% 5.4%
Foreign Stations	5 .5% 100.0%	3 1.3% 60.0%	1 .4% 20.0%	0 .0% .0%	0 .0% .0%	1 1.2% 20.0%	0 .0% .0%
Local and Foreign stations	115 11.9% 100.0%	29 12.1% 25.2%	35 13.3% 30.4%	17 9.1% 14.8%	16 12.0% 13.9%	10 11.6% 8.7%	8 13.3% 7.0%
No	236 24.4% 100.0%	54 22.6% 22.9%	68 25.8% 28.8%	51 27.3% 21.6%	28 21.1% 11.9%	16 18.6% 6.8%	19 31.7% 8.1%
Refusal	0 .0% .0%	0 .0% .0%	0 .0% .0%	0 .0% .0%	0 .0% .0%	0 .0% .0%	0 .0% .0%
Total	969 100.0% 100.0%	239 24.7% 24.7%	264 27.2% 27.2%	187 19.3% 19.3%	133 13.7% 13.7%	86 8.9% 8.9%	60 6.2% 6.2%

[Note: Total Counts less than 30 are not data representatives]



**Table 3.1: Favourite Radio Station - By Gender and By Age Group [Base = All Radio Listeners]**

Favourite Radio Station	Total	Gender		Age group		
		Male	Female	12-29	30-49	50+
	Count Col %	Count Col %	Count Col %	Count Col %	Count Col %	Count Col %
Radju Malta	67 9.2%	21 6.6%	46 11.2%	3 1.5%	23 9.2%	41 14.5%
Radju 1066	21 2.9%	11 3.4%	10 2.4%	17 8.7%	4 1.6%	0 .0%
Super One	119 16.3%	63 19.7%	56 13.7%	7 3.6%	45 18.1%	67 23.7%
Radio 101	42 5.8%	21 6.6%	21 5.1%	4 2.0%	12 4.8%	26 9.2%
Bay Radio	75 10.3%	34 10.7%	41 10.0%	49 25.0%	24 9.6%	2 .7%
RTK	68 9.3%	21 6.6%	47 11.5%	1 .5%	24 9.6%	43 15.2%
Smash Radio	58 8.0%	20 6.3%	38 9.3%	32 16.3%	24 9.6%	2 .7%
Radio Maria	29 4.0%	9 2.8%	20 4.9%	2 1.0%	8 3.2%	19 6.7%
Campus FM	3 .4%	2 .6%	1 .2%	0 .0%	1 .4%	2 .7%
Capital Radio	44 6.0%	24 7.5%	20 4.9%	23 11.7%	19 7.6%	2 .7%
X FM	29 4.0%	14 4.4%	15 3.7%	16 8.2%	10 4.0%	3 1.1%
A3 FM	3 .4%	3 .9%	0 .0%	3 1.5%	0 .0%	0 .0%
Radju tal-komunita'	28 3.8%	9 2.8%	19 4.6%	7 3.6%	13 5.2%	8 2.8%
No particular station	142 19.5%	67 21.0%	75 18.3%	32 16.3%	42 16.9%	68 24.0%
Other	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%
Refusal	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%
Total	728 100.0%	319 100.0%	409 100.0%	196 100.0%	249 100.0%	283 100.0%

[Note: Total Counts less than 30 are not data representatives]



**Table 3.2: Favourite Radio Station - By Educational Level [Base = All Radio Listeners]**

Favourite Radio Station	Highest Education Level						
	Total	Primary	Secondary	Post-Secondary	Tertiary	Never attended school	Refusal
	Count Col %	Count Col %	Count Col %	Count Col %	Count Col %	Count Col %	Count Col %
Radju Malta	67 9.2%	29 12.2%	25 8.7%	4 3.8%	3 4.8%	5 15.2%	1 33.3%
Radju 1066	21 2.9%	6 2.5%	11 3.8%	2 1.9%	1 1.6%	1 3.0%	0 .0%
Super One	119 16.3%	50 21.1%	43 15.0%	9 8.5%	7 11.1%	9 27.3%	1 33.3%
Radio 101	42 5.8%	15 6.3%	10 3.5%	8 7.5%	7 11.1%	2 6.1%	0 .0%
Bay Radio	75 10.3%	11 4.6%	33 11.5%	17 16.0%	14 22.2%	0 .0%	0 .0%
RTK	68 9.3%	22 9.3%	25 8.7%	10 9.4%	4 6.3%	6 18.2%	1 33.3%
Smash Radio	58 8.0%	18 7.6%	30 10.5%	7 6.6%	3 4.8%	0 .0%	0 .0%
Radio Maria	29 4.0%	12 5.1%	10 3.5%	1 .9%	4 6.3%	2 6.1%	0 .0%
Campus FM	3 .4%	1 .4%	0 .0%	1 .9%	1 1.6%	0 .0%	0 .0%
Capital Radio	44 6.0%	8 3.4%	19 6.6%	15 14.2%	2 3.2%	0 .0%	0 .0%
X FM	29 4.0%	5 2.1%	7 2.4%	8 7.5%	9 14.3%	0 .0%	0 .0%
A3 FM	3 .4%	0 .0%	2 .7%	1 .9%	0 .0%	0 .0%	0 .0%
Radju tal-komunita'	28 3.8%	8 3.4%	15 5.2%	3 2.8%	2 3.2%	0 .0%	0 .0%
No particular station	142 19.5%	52 21.9%	56 19.6%	20 18.9%	6 9.5%	8 24.2%	0 .0%
Other	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%
Refusal	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%
Total	728 100.0%	237 100.0%	286 100.0%	106 100.0%	63 100.0%	33 100.0%	3 100.0%

[Note: Total Counts less than 30 are not data representatives]



**Table 3.3: Favourite Radio Station - By Economic Status [Base = All Radio Listeners]**

Favourite Radio Station	Economic Status							
	Total	House person	Student	Employed	Self-Employed	Un-employed	Pensioner	Unable to work due to sickness/disability
	Count Col %	Count Col %	Count Col %	Count Col %	Count Col %	Count Col %	Count Col %	Count Col %
Radju Malta	67 9.2%	38 14.7%	1 1.3%	17 6.4%	2 6.1%	4 16.0%	4 6.2%	1 25.0%
Radju 1066	21 2.9%	0 .0%	6 7.9%	11 4.1%	0 .0%	3 12.0%	0 .0%	1 25.0%
Super One	119 16.3%	45 17.4%	3 3.9%	40 15.0%	6 18.2%	3 12.0%	21 32.3%	1 25.0%
Radio 101	42 5.8%	17 6.6%	2 2.6%	11 4.1%	3 9.1%	0 .0%	9 13.8%	0 .0%
Bay Radio	75 10.3%	11 4.2%	22 28.9%	41 15.4%	1 3.0%	0 .0%	0 .0%	0 .0%
RTK	68 9.3%	41 15.8%	0 .0%	14 5.3%	2 6.1%	2 8.0%	9 13.8%	0 .0%
Smash Radio	58 8.0%	13 5.0%	14 18.4%	24 9.0%	1 3.0%	5 20.0%	1 1.5%	0 .0%
Radio Maria	29 4.0%	19 7.3%	0 .0%	5 1.9%	2 6.1%	1 4.0%	2 3.1%	0 .0%
Campus FM	3 .4%	1 .4%	0 .0%	1 .4%	0 .0%	0 .0%	1 1.5%	0 .0%
Capital Radio	44 6.0%	10 3.9%	7 9.2%	23 8.6%	4 12.1%	0 .0%	0 .0%	0 .0%
X FM	29 4.0%	3 1.2%	7 9.2%	17 6.4%	2 6.1%	0 .0%	0 .0%	0 .0%
A3 FM	3 .4%	0 .0%	0 .0%	3 1.1%	0 .0%	0 .0%	0 .0%	0 .0%
Radju tal-komunita'	28 3.8%	13 5.0%	2 2.6%	11 4.1%	1 3.0%	1 4.0%	0 .0%	0 .0%
No particular station	142 19.5%	48 18.5%	12 15.8%	48 18.0%	9 27.3%	6 24.0%	18 27.7%	1 25.0%
Other	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%
Refusal	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%
Total	728 100.0%	259 100.0%	76 100.0%	266 100.0%	33 100.0%	25 100.0%	65 100.0%	4 100.0%

[Note: Total Counts less than 30 are not data representatives]



**Table 3.4: Favourite Radio Station - By District [Base = All Radio Listeners]**

Favourite Radio Station	Total	District					
		Southern harbour	Northern harbour	South Eastern	Western	Northern	Gozo & Comino
	Count Col %	Count Col %	Count Col %	Count Col %	Count Col %	Count Col %	Count Col %
Radju Malta	67 9.2%	16 8.8%	15 7.7%	9 6.6%	15 14.3%	8 11.6%	4 9.8%
Radju 1066	21 2.9%	8 4.4%	4 2.1%	1 .7%	6 5.7%	0 .0%	2 4.9%
Super One	119 16.3%	39 21.4%	28 14.4%	28 20.6%	12 11.4%	6 8.7%	6 14.6%
Radio 101	42 5.8%	7 3.8%	13 6.7%	13 9.6%	2 1.9%	6 8.7%	1 2.4%
Bay Radio	75 10.3%	15 8.2%	23 11.8%	14 10.3%	10 9.5%	12 17.4%	1 2.4%
RTK	68 9.3%	20 11.0%	21 10.8%	8 5.9%	9 8.6%	3 4.3%	7 17.1%
Smash Radio	58 8.0%	17 9.3%	11 5.6%	13 9.6%	9 8.6%	3 4.3%	5 12.2%
Radio Maria	29 4.0%	7 3.8%	11 5.6%	5 3.7%	3 2.9%	1 1.4%	2 4.9%
Campus FM	3 .4%	1 .5%	1 .5%	0 .0%	1 1.0%	0 .0%	0 .0%
Capital Radio	44 6.0%	5 2.7%	12 6.2%	9 6.6%	10 9.5%	5 7.2%	3 7.3%
X FM	29 4.0%	5 2.7%	12 6.2%	3 2.2%	3 2.9%	4 5.8%	2 4.9%
A3 FM	3 .4%	1 .5%	2 1.0%	0 .0%	0 .0%	0 .0%	0 .0%
Radju tal-komunita'	28 3.8%	10 5.5%	8 4.1%	1 .7%	4 3.8%	1 1.4%	4 9.8%
No particular station	142 19.5%	31 17.0%	34 17.4%	32 23.5%	21 20.0%	20 29.0%	4 9.8%
Other	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%
Refusal	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%
Total	728 100.0%	182 100.0%	195 100.0%	136 100.0%	105 100.0%	69 100.0%	41 100.0%

[Note: Total Counts less than 30 are not data representatives]





**Table 4.1: Preferences for Ten Radio Programme Sectors - By Gender and By Age Group**  
**[Base = All Radio Listeners]**

		Total	Gender		Age group		
			Male	Female	12-29	30-49	50+
			Count	Count	Count	Count	Count
			Col %	Col %	Col %	Col %	Col %
		Row %	Row %	Row %	Row %	Row %	Row %
Musical Programmes	Yes	616	281	335	193	225	198
		84.6%	88.1%	81.9%	98.5%	90.4%	70.0%
		100.0%	45.6%	54.4%	31.3%	36.5%	32.1%
Discussions	Yes	394	166	228	49	146	199
		54.1%	52.0%	55.7%	25.0%	58.6%	70.3%
		100.0%	42.1%	57.9%	12.4%	37.1%	50.5%
Sports	Yes	277	187	90	82	96	99
		38.0%	58.6%	22.0%	41.8%	38.6%	35.0%
		100.0%	67.5%	32.5%	29.6%	34.7%	35.7%
Businesses	Yes	129	60	69	25	37	67
		17.7%	18.8%	16.9%	12.8%	14.9%	23.7%
		100.0%	46.5%	53.5%	19.4%	28.7%	51.9%
Cultural	Yes	372	156	216	66	127	179
		51.1%	48.9%	52.8%	33.7%	51.0%	63.3%
		100.0%	41.9%	58.1%	17.7%	34.1%	48.1%
Religious	Yes	421	151	270	47	139	235
		57.8%	47.3%	66.0%	24.0%	55.8%	83.0%
		100.0%	35.9%	64.1%	11.2%	33.0%	55.8%
Novels / Drama	Yes	311	102	209	59	91	161
		42.7%	32.0%	51.1%	30.1%	36.5%	56.9%
		100.0%	32.8%	67.2%	19.0%	29.3%	51.8%
Children Programmes	Yes	237	64	173	54	83	100
		32.6%	20.1%	42.3%	27.6%	33.3%	35.3%
		100.0%	27.0%	73.0%	22.8%	35.0%	42.2%
Health, Beauty etc	Yes	496	177	319	105	170	221
		68.1%	55.5%	78.0%	53.6%	68.3%	78.1%
		100.0%	35.7%	64.3%	21.2%	34.3%	44.6%
News / Current Affairs	Yes	646	286	360	147	226	273
		88.7%	89.7%	88.0%	75.0%	90.8%	96.5%
		100.0%	44.3%	55.7%	22.8%	35.0%	42.3%

[Note: Total Counts less than 30 are not data representatives]



**Table 4.2: Preferences for Ten Radio Programme Sectors - By Educational Level [Base = All Radio Listeners]**

		Highest Education Level					
		Total	Primary	Secondary	Post-Secondary	Tertiary	Never attended school
		Count Col % Row %	Count Col % Row %	Count Col % Row %	Count Col % Row %	Count Col % Row %	Count Col % Row %
Musical Programmes	Yes	616	184	259	99	53	19
		84.6%	77.6%	90.6%	93.4%	84.1%	57.6%
		100.0%	29.9%	42.0%	16.1%	8.6%	3.1%
Discussions	Yes	394	145	146	57	22	21
		54.1%	61.2%	51.0%	53.8%	34.9%	63.6%
		100.0%	36.8%	37.1%	14.5%	5.6%	5.3%
Sports	Yes	277	87	105	45	27	12
		38.0%	36.7%	36.7%	42.5%	42.9%	36.4%
		100.0%	31.4%	37.9%	16.2%	9.7%	4.3%
Businesses	Yes	129	49	39	21	13	7
		17.7%	20.7%	13.6%	19.8%	20.6%	21.2%
		100.0%	38.0%	30.2%	16.3%	10.1%	5.4%
Cultural	Yes	372	138	128	60	30	15
		51.1%	58.2%	44.8%	56.6%	47.6%	45.5%
		100.0%	37.1%	34.4%	16.1%	8.1%	4.0%
Religious	Yes	421	177	149	43	20	29
		57.8%	74.7%	52.1%	40.6%	31.7%	87.9%
		100.0%	42.0%	35.4%	10.2%	4.8%	6.9%
Novels / Drama	Yes	311	147	109	24	9	19
		42.7%	62.0%	38.1%	22.6%	14.3%	57.6%
		100.0%	47.3%	35.0%	7.7%	2.9%	6.1%
Children Programmes	Yes	237	106	90	23	7	10
		32.6%	44.7%	31.5%	21.7%	11.1%	30.3%
		100.0%	44.7%	38.0%	9.7%	3.0%	4.2%
Health, Beauty etc	Yes	496	179	193	74	24	24
		68.1%	75.5%	67.5%	69.8%	38.1%	72.7%
		100.0%	36.1%	38.9%	14.9%	4.8%	4.8%
News / Current Affairs	Yes	646	209	250	96	58	30
		88.7%	88.2%	87.4%	90.6%	92.1%	90.9%
		100.0%	32.4%	38.7%	14.9%	9.0%	4.6%

[Note: Total Counts less than 30 are not data representatives]



**Table 4.3: Preferences for Ten Radio Programme Sectors - By Economical Status**

**[Base = All Radio Listeners]**

		Economic Status							
		Total	House person	Student	Employed	Self-Employed	Unemployed	Pensioner	Unable to work sickness/disability
		Count Col % Row %	Count Col % Row%	Count Col % Row %	Count Col % Row %	Count Col % Row %	Count Col % Row %	Count Col % Row %	Count Col % Row %
Musical Programmes	Yes	616	196	74	244	28	24	46	4
		84.6%	75.7%	97.4%	91.7%	84.8%	96.0%	70.8%	100.0%
		100.0%	31.8%	12.0%	39.6%	4.5%	3.9%	7.5%	.6%
Discussions	Yes	394	180	10	127	22	10	42	3
		54.1%	69.5%	13.2%	47.7%	66.7%	40.0%	64.6%	75.0%
		100.0%	45.7%	2.5%	32.2%	5.6%	2.5%	10.7%	.8%
Sports	Yes	277	48	26	129	18	15	38	3
		38.0%	18.5%	34.2%	48.5%	54.5%	60.0%	58.5%	75.0%
		100.0%	17.3%	9.4%	46.6%	6.5%	5.4%	13.7%	1.1%
Businesses	Yes	129	46	10	40	13	3	15	2
		17.7%	17.8%	13.2%	15.0%	39.4%	12.0%	23.1%	50.0%
		100.0%	35.7%	7.8%	31.0%	10.1%	2.3%	11.6%	1.6%
Cultural	Yes	372	156	25	121	17	11	38	4
		51.1%	60.2%	32.9%	45.5%	51.5%	44.0%	58.5%	100.0%
		100.0%	41.9%	6.7%	32.5%	4.6%	3.0%	10.2%	1.1%
Religious	Yes	421	212	14	115	17	12	48	3
		57.8%	81.9%	18.4%	43.2%	51.5%	48.0%	73.8%	75.0%
		100.0%	50.4%	3.3%	27.3%	4.0%	2.9%	11.4%	.7%
Novels / Drama	Yes	311	158	24	80	11	13	23	2
		42.7%	61.0%	31.6%	30.1%	33.3%	52.0%	35.4%	50.0%
		100.0%	50.8%	7.7%	25.7%	3.5%	4.2%	7.4%	.6%
Children Programmes	Yes	237	127	23	62	10	6	7	2
		32.6%	49.0%	30.3%	23.3%	30.3%	24.0%	10.8%	50.0%
		100.0%	53.6%	9.7%	26.2%	4.2%	2.5%	3.0%	.8%
Health, Beauty etc	Yes	496	221	41	152	22	15	42	3
		68.1%	85.3%	53.9%	57.1%	66.7%	60.0%	64.6%	75.0%
		100.0%	44.6%	8.3%	30.6%	4.4%	3.0%	8.5%	.6%
News / Current Affairs	Yes	646	240	50	240	30	20	63	3
		88.7%	92.7%	65.8%	90.2%	90.9%	80.0%	96.9%	75.0%
		100.0%	37.2%	7.7%	37.2%	4.6%	3.1%	9.8%	.5%

[Note: Total Counts less than 30 are not data representatives]



**Table 4.4: Preferences for Ten Radio Programme Sectors - By District [Base = All Radio Listeners]**

		Total	District					Gozo & Comino
			Southern harbour	Northern harbour	South Eastern	Western	Northern	
			Count	Count	Count	Count	Count	
			Col %	Col %	Col %	Col %	Col %	
		Row %	Row %	Row %	Row %	Row %	Row %	Row %
Musical Programmes	Yes	616	155	162	112	91	62	34
		84.6%	85.2%	83.1%	82.4%	86.7%	89.9%	82.9%
		100.0%	25.2%	26.3%	18.2%	14.8%	10.1%	5.5%
Discussions	Yes	394	94	108	80	51	34	27
		54.1%	51.6%	55.4%	58.8%	48.6%	49.3%	65.9%
		100.0%	23.9%	27.4%	20.3%	12.9%	8.6%	6.9%
Sports	Yes	277	67	80	54	34	26	16
		38.0%	36.8%	41.0%	39.7%	32.4%	37.7%	39.0%
		100.0%	24.2%	28.9%	19.5%	12.3%	9.4%	5.8%
Businesses	Yes	129	27	37	24	20	16	5
		17.7%	14.8%	19.0%	17.6%	19.0%	23.2%	12.2%
		100.0%	20.9%	28.7%	18.6%	15.5%	12.4%	3.9%
Cultural	Yes	372	97	96	71	45	40	23
		51.1%	53.3%	49.2%	52.2%	42.9%	58.0%	56.1%
		100.0%	26.1%	25.8%	19.1%	12.1%	10.8%	6.2%
Religious	Yes	421	114	110	77	58	34	28
		57.8%	62.6%	56.4%	56.6%	55.2%	49.3%	68.3%
		100.0%	27.1%	26.1%	18.3%	13.8%	8.1%	6.7%
Novels / Drama	Yes	311	85	71	64	43	25	23
		42.7%	46.7%	36.4%	47.1%	41.0%	36.2%	56.1%
		100.0%	27.3%	22.8%	20.6%	13.8%	8.0%	7.4%
Children Programmes	Yes	237	65	55	41	37	21	18
		32.6%	35.7%	28.2%	30.1%	35.2%	30.4%	43.9%
		100.0%	27.4%	23.2%	17.3%	15.6%	8.9%	7.6%
Health, Beauty etc	Yes	496	129	129	90	69	46	33
		68.1%	70.9%	66.2%	66.2%	65.7%	66.7%	80.5%
		100.0%	26.0%	26.0%	18.1%	13.9%	9.3%	6.7%
News / Current Affairs	Yes	646	166	170	121	89	63	37
		88.7%	91.2%	87.2%	89.0%	84.8%	91.3%	90.2%
		100.0%	25.7%	26.3%	18.7%	13.8%	9.8%	5.7%

[Note: Total Counts less than 30 are not data representatives]



**Table 5.1: Radio Listening By Number of Hours[Base = All]**

How many hours	Total	Radio Yesterday		
		Not applicable	Yes	No
	Count Col %	Count Col %	Count Col %	Count Col %
Not applicable	548 56.6%	230 100.0%	0 .0%	318 100.0%
1 hour or less	195 20.1%	0 .0%	195 46.3%	0 .0%
1 hour but less than 2	85 8.8%	0 .0%	85 20.2%	0 .0%
2 hours but less than 3	46 4.7%	0 .0%	46 10.9%	0 .0%
Four hours or more	93 9.6%	0 .0%	93 22.1%	0 .0%
No response	2 .2%	0 .0%	2 .5%	0 .0%
Total	969 100.0%	230 100.0%	421 100.0%	318 100.0%

[Note: Total Counts less than 30 are not data representatives]

**Table 5.2: Radio Listening By Number of Hours - By Gender and By Age Group [Base = All Radio Listeners]**

How many hours	Total	Gender		Age group		
		Male	Female	12-29	30-49	50+
	Count Col %	Count Col %	Count Col %	Count Col %	Count Col %	Count Col %
1 hour or less	195 46.3%	93 49.5%	102 43.8%	55 53.9%	67 45.0%	73 42.9%
1 hour but less than 2	85 20.2%	38 20.2%	47 20.2%	13 12.7%	35 23.5%	37 21.8%
2 hours but less than 3	46 10.9%	16 8.5%	30 12.9%	9 8.8%	19 12.8%	18 10.6%
Four hours or more	93 22.1%	39 20.7%	54 23.2%	24 23.5%	28 18.8%	41 24.1%
No response	2 .5%	2 1.1%	0 .0%	1 1.0%	0 .0%	1 .6%
Total	421 100.0%	188 100.0%	233 100.0%	102 100.0%	149 100.0%	170 100.0%

[Note: Total Counts less than 30 are not data representatives]

**Table 5.3: Radio Listening By Number of Hours - By Educational Level [Base = All Radio Listeners]**

How many hours	Total	Highest Education Level					
		Primary	Secondary	Post-Secondary	Tertiary	Never Attended school	Refusal
	Count Col %	Count Col %	Count Col %	Count Col %	Count Col %	Count Col %	Count Col %
1 hour or less	195 46.3%	49 39.2%	63 39.6%	43 60.6%	27 61.4%	11 57.9%	2 66.7%
1 hour but less than 2	85 20.2%	24 19.2%	31 19.5%	15 21.1%	10 22.7%	4 21.1%	1 33.3%
2 hours but less than 3	46 10.9%	17 13.6%	22 13.8%	5 7.0%	1 2.3%	1 5.3%	0 .0%
Four hours or more	93 22.1%	34 27.2%	42 26.4%	8 11.3%	6 13.6%	3 15.8%	0 .0%
No response	2 .5%	1 .8%	1 .6%	0 .0%	0 .0%	0 .0%	0 .0%
Total	421 100.0%	125 100.0%	159 100.0%	71 100.0%	44 100.0%	19 100.0%	3 100.0%

[Note: Total Counts less than 30 are not data representatives]



**Table 5.4: Radio Listening By Number of Hours - By Economical Status [Base = All Radio Listeners]**

How many hours	Radio Yesterday	Economic Status						
		House person	Student	Employed	Self-Employed	Un-employed	Pensioner	Unable to work due to sickness/disability
	Count Col %	Count Col %	Count Col %	Count Col %	Count Col %	Count Col %	Count Col %	Count Col %
1 hour or less	195 46.3%	59 40.1%	19 51.4%	82 51.9%	10 45.5%	7 53.8%	18 42.9%	0 .0%
1 hour but less than 2	85 20.2%	34 23.1%	8 21.6%	29 18.4%	2 9.1%	2 15.4%	9 21.4%	1 50.0%
2 hours but less than 3	46 10.9%	17 11.6%	6 16.2%	11 7.0%	4 18.2%	2 15.4%	5 11.9%	1 50.0%
Four hours or more	93 22.1%	37 25.2%	3 8.1%	36 22.8%	6 27.3%	2 15.4%	9 21.4%	0 .0%
No response	2 .5%	0 .0%	1 2.7%	0 .0%	0 .0%	0 .0%	1 2.4%	0 .0%
Total	421 100.0%	147 100.0%	37 100.0%	158 100.0%	22 100.0%	13 100.0%	42 100.0%	2 100.0%

[Note: Total Counts less than 30 are not data representatives]

**Table 5.5: Radio Listening By Number of Hours - By District [Base = All Radio Listeners]**

How many hours	Total	District					
		Southern harbour	Northern harbour	South Eastern	Western	Northern	Gozo & Comino
	Count Col %	Count Col %	Count Col %	Count Col %	Count Col %	Count Col %	Count Col %
1 hour or less	195 46.3%	50 47.2%	54 46.6%	35 42.2%	32 54.2%	16 44.4%	8 38.1%
1 hour but less than 2	85 20.2%	12 11.3%	26 22.4%	20 24.1%	9 15.3%	13 36.1%	5 23.8%
2 hours but less than 3	46 10.9%	12 11.3%	20 17.2%	7 8.4%	3 5.1%	1 2.8%	3 14.3%
Four hours or more	93 22.1%	32 30.2%	16 13.8%	21 25.3%	13 22.0%	6 16.7%	5 23.8%
No response	2 .5%	0 .0%	0 .0%	0 .0%	2 3.4%	0 .0%	0 .0%
Total	421 100.0%	106 100.0%	116 100.0%	83 100.0%	59 100.0%	36 100.0%	21 100.0%

[Note: Total Counts less than 30 are not data representatives]



**Table 6.1: Radio Listening By Time Bracket**

Radio Yesterday	Total		Gender	
	N	%	Male	Female
> 6:00	43	5.5	23	20
6:00 - 9:00	149	19.0	65	84
9:00 - 12:00	217	27.7	92	125
12:00 - 17:00	186	23.7	90	96
17:00 -20:00	119	15.2	65	54
20:00 - 24:00	70	8.9	34	36
	784	100.00		

**Table 6.2: Radio Listening by Time Bracket – By Weekday**

	Total Count	Sun Count	Mon Count	Tue Count	Wed Count	Thu Count	Fri Count	Sat Count
> 6:00	43	2	5	11	6	6	8	5
6:00 - 9:00	149	7	21	28	19	23	31	20
9:00 - 12:00	217	22	25	38	33	32	33	34
12:00 - 17:00	186	18	20	34	25	32	36	21
17:00 -20:00	119	9	17	23	17	21	19	13
20:00 - 24:00	70	8	8	11	14	9	14	6
	784	66	96	145	114	123	141	99

	Total %	Sun %	Mon %	Tue %	Wed %	Thu %	Fri %	Sat %
> 6:00	5.5	3.0	5.2	7.6	5.3	4.9	5.7	5.1
6:00 - 9:00	19.0	10.6	21.9	19.3	16.7	18.7	22.0	20.2
9:00 - 12:00	27.7	33.3	26.0	26.2	28.9	26.0	23.4	34.3
12:00 - 17:00	23.7	27.3	20.8	23.4	21.9	26.0	25.5	21.2
17:00 -20:00	15.2	13.6	17.7	15.9	14.9	17.1	13.5	13.1
20:00 - 24:00	8.9	12.1	8.3	7.6	12.3	7.3	9.9	6.1
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0



**Table 7.1: Radio Listening by Station [counts of at least “10 minutes”]**

Radio Yesterday	Total Count	Gender		Total %	Gender	
		Male Count	Female Count		Male %	Female %
Radju Malta	62	23	39	12.1	9.5	14.6
Radju 1066	8	2	6	1.6	0.8	2.2
Super One Radio	90	50	40	17.6	20.6	14.9
Radio 101	50	28	22	9.8	11.5	8.2
Bay Radio	74	32	42	14.5	13.2	15.7
RTK	55	25	30	10.8	10.3	11.2
Smash Radio	43	17	26	8.4	7.0	9.7
Radio Marija	33	12	21	6.5	4.9	7.8
Campus FM	3	2	1	0.6	0.8	0.4
Capital Radio	41	26	15	8.0	10.7	5.6
X FM	18	10	8	3.5	4.1	3.0
A3 FM	3	3	0	0.6	1.2	0.0
Radju Komunita'	31	13	18	6.1	5.3	6.7

[Note: Total Counts less than 30 are not data representatives]

**Table 7.2: Radio Listening by Station by Weekday [counts of at least “10 minutes”]**

Radio Yesterday	Total Count	Sun Count	Mon Count	Tue Count	Wed Count	Thu Count	Fri Count	Sat Count
Radju Malta	62	8	5	9	10	9	12	9
Radju 10.66 [Parlament]	8	1	0	1	2	2	2	0
Super 1 Radio	90	6	12	20	13	15	11	13
Radio 101	50	6	6	7	8	4	12	7
Bay Radio	74	13	12	10	8	12	9	10
RTK	55	3	7	10	7	9	11	8
Smash Radio	43	5	5	6	8	9	6	4
Radio Marija	33	5	6	1	6	6	6	3
Campus FM	3	1	0	0	0	0	2	0
Capital Radio	41	5	4	10	3	4	7	8
X FM	18	1	4	2	1	4	3	3
A3 FM	3	1	0	1	0	0	1	0
Radju Komunita'	31	3	3	9	5	3	6	2
	511	58	64	86	71	77	88	67

	Total %	Sun %	Mon %	Tue %	Wed &	Thu %	Fri %	Sat %
Radju Malta	12.13	13.79	7.81	10.47	14.08	11.69	13.64	13.43
Radju 10.66 [Parlament]	1.57	1.72	0.00	1.16	2.82	2.60	2.27	0.00
Super 1 Radio	17.61	10.34	18.75	23.26	18.31	19.48	12.50	19.40
Radio 101	9.78	10.34	9.38	8.14	11.27	5.19	13.64	10.45
Bay Radio	14.48	22.41	18.75	11.63	11.27	15.58	10.23	14.93
RTK	10.76	5.17	10.94	11.63	9.86	11.69	12.50	11.94
Smash Radio	8.41	8.62	7.81	6.98	11.27	11.69	6.82	5.97
Radio Marija	6.46	8.62	9.38	1.16	8.45	7.79	6.82	4.48
Campus FM	0.59	1.72	0.00	0.00	0.00	0.00	2.27	0.00
Capital Radio	8.02	8.62	6.25	11.63	4.23	5.19	7.95	11.94
X FM	3.52	1.72	6.25	2.33	1.41	5.19	3.41	4.48
A3 FM	0.59	1.72	0.00	1.16	0.00	0.00	1.14	0.00
Radju Komunita'	6.07	5.17	4.69	10.47	7.04	3.90	6.82	2.99
	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00

[Note: Total Counts less than 30 are not data representatives]





**Table 7.3: Radio Listening by Station by Month [counts of at least “10 minutes”]**

Radio Yesterday	Total Count	Month						
		Jun Count	Jul Count	Aug Count	Sep Count	Oct Count	Nov Count	Dec Count
Radju Malta	62	11	11	7	10	7	7	9
Radju 10.66 [Parlament]	8	0	2	1	3	1	1	0
Super 1 Radio	90	14	13	13	9	13	14	14
Radio 101	50	9	12	4	8	7	6	4
Bay Radio	74	9	4	10	16	12	11	12
RTK	55	12	5	4	9	9	6	10
Smash Radio	43	6	8	6	7	7	2	7
Radio Marija	33	3	5	4	8	2	4	7
Campus Fm	3	0	0	0	3	0	0	0
Capital Radio	41	6	7	5	7	6	5	5
X FM	18	0	2	2	5	6	2	1
A3 FM	3	1	1	0	0	1	0	0
Radju Komunita'	31	7	3	2	7	4	4	4
	511	78	73	58	92	75	62	73

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	0.00	2.74	1.72	3.26	1.33	1.61	0.00
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	0.00	0.00	0.00	3.26	0.00	0.00	0.00
Capital Radio	8.02	7.69	9.59	8.62	7.61	8.00	8.06	6.85
X FM	3.52	0.00	2.74	3.45	5.43	8.00	3.23	1.37
A3 FM	0.59	1.28	1.37	0.00	0.00	1.33	0.00	0.00
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

[Note: Total Counts less than 30 are not data representatives]



**Table 8.1: TV Viewing By Gender and By Age Group [Base=All]**

Do you watch TV?	Total	Gender		Age group		
		Male	Female	12-29	30-49	50+
	Count Col %	Count Col %	Count Col %	Count Col %	Count Col %	Count Col %
Yes Local only	158 16.3%	55 13.0%	103 18.9%	18 6.9%	53 15.9%	87 23.2%
Yes Foreign only	135 13.9%	63 14.9%	72 13.2%	59 22.6%	44 13.2%	32 8.5%
Yes both local and foreign	648 66.9%	290 68.4%	358 65.7%	178 68.2%	228 68.5%	242 64.5%
No	28 2.9%	16 3.8%	12 2.2%	6 2.3%	8 2.4%	14 3.7%
Refusal	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%
Total	969 100.0%	424 100.0%	545 100.0%	261 100.0%	333 100.0%	375 100.0%

[Note: Total Counts less than 30 are not data representatives]

**Table 8.2: TV Viewing By Educational Level [Base=All]**

Do you watch TV?	Total	Highest Education Level					
		Primary	Secondary	Post-Secondary	Tertiary	Never attended school	Refusal
	Count Col %	Count Col %	Count Col %	Count Col %	Count Col %	Count Col %	Count Col %
Yes Local only	158 16.3%	72 22.2%	56 15.4%	12 8.3%	3 3.5%	15 31.3%	0 .0%
Yes Foreign only	135 13.9%	26 8.0%	43 11.8%	39 26.9%	25 29.4%	2 4.2%	0 .0%
Yes both local and foreign	648 66.9%	218 67.3%	251 69.0%	94 64.8%	57 67.1%	26 54.2%	2 66.7%
No	28 2.9%	8 2.5%	14 3.8%	0 .0%	0 .0%	5 10.4%	1 33.3%
Refusal	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%
Total	969 100.0%	324 100.0%	364 100.0%	145 100.0%	85 100.0%	48 100.0%	3 100.0%

[Note: Total Counts less than 30 are not data representatives]

**Table 8.3: TV Viewing By Economic Status [Base=All]**

Do you watch TV?	Total	Economic Status						
		House person	Student	Employed	Self-Employed	Un-employed	Pensioner	Unable to work due to sickness/disability
	Count Col %	Count Col %	Count Col %	Count Col %	Count Col %	Count Col %	Count Col %	Count Col %
Yes Local only	158 16.3%	89 25.4%	7 6.1%	28 8.5%	10 22.2%	5 17.2%	16 17.0%	3 60.0%
Yes Foreign only	135 13.9%	24 6.9%	30 26.1%	62 18.7%	8 17.8%	1 3.4%	10 10.6%	0 .0%
Yes both local and foreign	648 66.9%	229 65.4%	76 66.1%	234 70.7%	24 53.3%	21 72.4%	62 66.0%	2 40.0%
No	28 2.9%	8 2.3%	2 1.7%	7 2.1%	3 6.7%	2 6.9%	6 6.4%	0 .0%
Refusal	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%
Total	969 100.0%	350 100.0%	115 100.0%	331 100.0%	45 100.0%	29 100.0%	94 100.0%	5 100.0%

[Note: Total Counts less than 30 are not data representatives]



**Table 8.4: TV Viewing By District [Base=All]**

Do you watch TV?	Total	District					
		Southern harbour	Northern harbour	South Eastern	Western	Northern	Gozo & Comino
	Count Col %	Count Col %	Count Col %	Count Col %	Count Col %	Count Col %	Count Col %
Yes Local only	158 16.3%	39 16.3%	45 17.0%	33 17.6%	18 13.5%	10 11.6%	13 21.7%
Yes Foreign only	135 13.9%	26 10.9%	42 15.9%	21 11.2%	17 12.8%	18 20.9%	11 18.3%
Yes both local and foreign	648 66.9%	171 71.5%	172 65.2%	121 64.7%	96 72.2%	55 64.0%	33 55.0%
No	28 2.9%	3 1.3%	5 1.9%	12 6.4%	2 1.5%	3 3.5%	3 5.0%
Refusal	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%
Total	969 100.0%	239 100.0%	264 100.0%	187 100.0%	133 100.0%	86 100.0%	60 100.0%

[Note: Total Counts less than 30 are not data representatives]



**Table 9.1: Favourite TV Station - By Gender and By Age Group [Base=All TV Viewers]**

Favourite TV station	Total	Gender		Age group		
		Male	Female	12-29	30-49	50+
	Count Col %	Count Col %	Count Col %	Count Col %	Count Col %	Count Col %
Missing	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%
TVM	136 14.5%	56 13.7%	80 15.0%	17 6.7%	63 19.4%	56 15.5%
Super 1	132 14.0%	55 13.5%	77 14.4%	20 7.8%	45 13.8%	67 18.6%
Net	41 4.4%	15 3.7%	26 4.9%	9 3.5%	14 4.3%	18 5.0%
Smash	3 .3%	1 .2%	2 .4%	1 .4%	2 .6%	0 .0%
Rai 1	32 3.4%	13 3.2%	19 3.6%	4 1.6%	7 2.2%	21 5.8%
Rai 2	7 .7%	3 .7%	4 .8%	2 .8%	1 .3%	4 1.1%
Rai 3	3 .3%	2 .5%	1 .2%	1 .4%	0 .0%	2 .6%
Rete 4	12 1.3%	5 1.2%	7 1.3%	1 .4%	3 .9%	8 2.2%
Canale 5	84 8.9%	21 5.1%	63 11.8%	29 11.4%	33 10.2%	22 6.1%
Italia 1	100 10.6%	60 14.7%	40 7.5%	75 29.4%	24 7.4%	1 .3%
Other Italian Station	1 .1%	0 .0%	1 .2%	0 .0%	0 .0%	1 .3%
Discovery Channel	21 2.2%	16 3.9%	5 .9%	2 .8%	14 4.3%	5 1.4%
MTV	17 1.8%	11 2.7%	6 1.1%	14 5.5%	1 .3%	2 .6%
BBC Prime	25 2.7%	1 .2%	24 4.5%	7 2.7%	8 2.5%	10 2.8%
BBC World	2 .2%	2 .5%	0 .0%	0 .0%	1 .3%	1 .3%
Other Station	56 6.0%	33 8.1%	23 4.3%	16 6.3%	20 6.2%	20 5.5%
No favourite station	268 28.5%	114 27.9%	154 28.9%	57 22.4%	89 27.4%	122 33.8%
Refusal	1 .1%	0 .0%	1 .2%	0 .0%	0 .0%	1 .3%
Total	941 100.0%	408 100.0%	533 100.0%	255 100.0%	325 100.0%	361 100.0%

[Note: Total Counts less than 30 are not data representatives]



**Table 9.2: Favourite TV Station - By Educational Level [Base=All TV Viewers]**

Favourite TV station	Total	Highest Education Level					
		Primary	Secondary	Post-Secondary	Tertiary	Never Attended school	Refusal
	Count Col %	Count Col %	Count Col %	Count Col %	Count Col %	Count Col %	Count Col %
Missing	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%
TVM	136 14.5%	52 16.5%	53 15.1%	14 9.7%	9 10.6%	7 16.3%	1 50.0%
Super 1	132 14.0%	62 19.6%	48 13.7%	11 7.6%	2 2.4%	8 18.6%	1 50.0%
Net	41 4.4%	15 4.7%	15 4.3%	7 4.8%	2 2.4%	2 4.7%	0 .0%
Smash	3 .3%	1 .3%	2 .6%	0 .0%	0 .0%	0 .0%	0 .0%
Rai 1	32 3.4%	6 1.9%	11 3.1%	6 4.1%	8 9.4%	1 2.3%	0 .0%
Rai 2	7 .7%	3 .9%	2 .6%	2 1.4%	0 .0%	0 .0%	0 .0%
Rai 3	3 .3%	1 .3%	0 .0%	1 .7%	1 1.2%	0 .0%	0 .0%
Rete 4	12 1.3%	5 1.6%	5 1.4%	0 .0%	0 .0%	2 4.7%	0 .0%
Canale 5	84 8.9%	24 7.6%	30 8.6%	17 11.7%	12 14.1%	1 2.3%	0 .0%
Italia 1	100 10.6%	34 10.8%	39 11.1%	24 16.6%	3 3.5%	0 .0%	0 .0%
Other Italian Station	1 .1%	0 .0%	0 .0%	0 .0%	1 1.2%	0 .0%	0 .0%
Discovery Channel	21 2.2%	1 .3%	5 1.4%	9 6.2%	6 7.1%	0 .0%	0 .0%
MTV	17 1.8%	9 2.8%	6 1.7%	2 1.4%	0 .0%	0 .0%	0 .0%
BBC Prime	25 2.7%	3 .9%	14 4.0%	1 .7%	6 7.1%	1 2.3%	0 .0%
BBC World	2 .2%	1 .3%	0 .0%	1 .7%	0 .0%	0 .0%	0 .0%
Other Station	56 6.0%	11 3.5%	20 5.7%	12 8.3%	10 11.8%	3 7.0%	0 .0%
No favourite station	268 28.5%	87 27.5%	100 28.6%	38 26.2%	25 29.4%	18 41.9%	0 .0%
Refusal	1 .1%	1 .3%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%
Total	941 100.0%	316 100.0%	350 100.0%	145 100.0%	85 100.0%	43 100.0%	2 100.0%

[Note: Total Counts less than 30 are not data representatives]



**Table 9.3: Favourite TV Station - By Economic Status [Base=All TV Viewers]**

Favourite TV station	Economic Status							
	Total	House person	Student	Employed	Self-Employed	Unemployed	Pensioner	Unable to work due to sickness/disability
	Count Col %	Count Col %	Count Col %	Count Col %	Count Col %	Count Col %	Count Col %	Count Col %
Missing	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%
TVM	136 14.5%	59 17.3%	7 6.2%	43 13.3%	11 26.2%	6 22.2%	10 11.4%	0 .0%
Super 1	132 14.0%	59 17.3%	7 6.2%	40 12.3%	3 7.1%	3 11.1%	19 21.6%	1 20.0%
Net	41 4.4%	25 7.3%	4 3.5%	11 3.4%	0 .0%	0 .0%	1 1.1%	0 .0%
Smash	3 .3%	2 .6%	0 .0%	0 .0%	0 .0%	1 3.7%	0 .0%	0 .0%
Rai 1	32 3.4%	10 2.9%	1 .9%	15 4.6%	3 7.1%	0 .0%	3 3.4%	0 .0%
Rai 2	7 .7%	3 .9%	1 .9%	2 .6%	0 .0%	1 3.7%	0 .0%	0 .0%
Rai 3	3 .3%	1 .3%	0 .0%	2 .6%	0 .0%	0 .0%	0 .0%	0 .0%
Rete 4	12 1.3%	6 1.8%	0 .0%	3 .9%	0 .0%	0 .0%	3 3.4%	0 .0%
Canale 5	84 8.9%	33 9.6%	10 8.8%	31 9.6%	4 9.5%	1 3.7%	5 5.7%	0 .0%
Italia 1	100 10.6%	7 2.0%	44 38.9%	42 13.0%	2 4.8%	3 11.1%	1 1.1%	1 20.0%
Other Italian Station	1 .1%	1 .3%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%
Discovery Channel	21 2.2%	1 .3%	0 .0%	15 4.6%	4 9.5%	0 .0%	1 1.1%	0 .0%
MTV	17 1.8%	1 .3%	8 7.1%	7 2.2%	0 .0%	0 .0%	1 1.1%	0 .0%
BBC Prime	25 2.7%	11 3.2%	3 2.7%	7 2.2%	1 2.4%	0 .0%	3 3.4%	0 .0%
BBC World	2 .2%	0 .0%	0 .0%	0 .0%	1 2.4%	0 .0%	1 1.1%	0 .0%
Other Station	56 6.0%	9 2.6%	10 8.8%	21 6.5%	4 9.5%	2 7.4%	10 11.4%	0 .0%
No favourite station	268 28.5%	113 33.0%	18 15.9%	85 26.2%	9 21.4%	10 37.0%	30 34.1%	3 60.0%
Refusal	1 .1%	1 .3%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%
Total	941 100.0%	342 100.0%	113 100.0%	324 100.0%	42 100.0%	27 100.0%	88 100.0%	5 100.0%

[Note: Total Counts less than 30 are not data representatives]



**Table 9.4: Favourite TV Station - By District [Base=All TV Viewers]**

Favourite TV station	Total	District					
		Southern harbour	Northern harbour	South Eastern	Western	Northern	Gozo & Comino
	Count Col %	Count Col %	Count Col %	Count Col %	Count Col %	Count Col %	Count Col %
Missing	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%
TVM	136 14.5%	32 13.6%	36 13.9%	23 13.1%	22 16.8%	14 16.9%	9 15.8%
Super 1	132 14.0%	37 15.7%	24 9.3%	41 23.4%	14 10.7%	8 9.6%	8 14.0%
Net	41 4.4%	8 3.4%	14 5.4%	4 2.3%	8 6.1%	4 4.8%	3 5.3%
Smash	3 .3%	1 .4%	1 .4%	0 .0%	0 .0%	0 .0%	1 1.8%
Rai 1	32 3.4%	4 1.7%	13 5.0%	7 4.0%	5 3.8%	1 1.2%	2 3.5%
Rai 2	7 .7%	5 2.1%	0 .0%	1 .6%	1 .8%	0 .0%	0 .0%
Rai 3	3 .3%	0 .0%	0 .0%	0 .0%	2 1.5%	1 1.2%	0 .0%
Rete 4	12 1.3%	3 1.3%	5 1.9%	2 1.1%	1 .8%	0 .0%	1 1.8%
Canale 5	84 8.9%	21 8.9%	21 8.1%	17 9.7%	8 6.1%	6 7.2%	11 19.3%
Italia 1	100 10.6%	27 11.4%	27 10.4%	17 9.7%	17 13.0%	6 7.2%	6 10.5%
Other Italian Station	1 .1%	1 .4%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%
Discovery Channel	21 2.2%	4 1.7%	7 2.7%	2 1.1%	3 2.3%	5 6.0%	0 .0%
MTV	17 1.8%	2 .8%	9 3.5%	1 .6%	3 2.3%	2 2.4%	0 .0%
BBC Prime	25 2.7%	5 2.1%	8 3.1%	2 1.1%	4 3.1%	6 7.2%	0 .0%
BBC World	2 .2%	0 .0%	0 .0%	0 .0%	1 .8%	0 .0%	1 1.8%
Other Station	56 6.0%	8 3.4%	23 8.9%	9 5.1%	9 6.9%	6 7.2%	1 1.8%
No favourite station	268 28.5%	78 33.1%	71 27.4%	49 28.0%	33 25.2%	23 27.7%	14 24.6%
Refusal	1 .1%	0 .0%	0 .0%	0 .0%	0 .0%	1 1.2%	0 .0%
Total	941 100.0%	236 100.0%	259 100.0%	175 100.0%	131 100.0%	83 100.0%	57 100.0%

[Note: Total Counts less than 30 are not data representatives]



**Table 10.1: Preference for TV Programme Sectors - By Gender [Base = All Radio Listeners]**

Do you watch TV?		Total		Gender			
		Count	Col %	Count	Col %	Count	Col %
Weather	Yes	689	85.5%	295	85.5%	394	85.5%
	No	115	14.3%	49	14.2%	66	14.3%
	Don't Know	2	.2%	1	.3%	1	.2%
Music	Yes	361	44.8%	148	42.9%	213	46.2%
	No	442	54.8%	195	56.5%	247	53.6%
	Don't Know	3	.4%	2	.6%	1	.2%
Films	Yes	427	53.0%	169	49.0%	258	56.0%
	No	377	46.8%	175	50.7%	202	43.8%
	Don't Know	2	.2%	1	.3%	1	.2%
Serials and Soap Operas	Yes	444	55.1%	158	45.8%	286	62.0%
	No	359	44.5%	186	53.9%	173	37.5%
	Don't Know	3	.4%	1	.3%	2	.4%
Documentary	Yes	499	61.9%	225	65.2%	274	59.4%
	No	305	37.8%	119	34.5%	186	40.3%
	Don't Know	2	.2%	1	.3%	1	.2%
Discussions	Yes	587	72.8%	246	71.3%	341	74.0%
	No	217	26.9%	98	28.4%	119	25.8%
	Don't Know	2	.2%	1	.3%	1	.2%
Sports	Yes	350	43.4%	226	65.5%	124	26.9%
	No	454	56.3%	118	34.2%	336	72.9%
	Don't Know	2	.2%	1	.3%	1	.2%
Quizzes	Yes	452	56.1%	155	44.9%	297	64.4%
	No	351	43.5%	189	54.8%	162	35.1%
	Don't Know	3	.4%	1	.3%	2	.4%
Plays / drama	Yes	620	76.9%	230	66.7%	390	84.6%
	No	184	22.8%	114	33.0%	70	15.2%
	Don't Know	2	.2%	1	.3%	1	.2%
Arts / Culture	Yes	415	51.5%	179	51.9%	236	51.2%
	No	389	48.3%	165	47.8%	224	48.6%
	Don't Know	2	.2%	1	.3%	1	.2%
House Programmes	Yes	466	57.8%	126	36.5%	340	73.8%
	No	337	41.8%	218	63.2%	119	25.8%
	Don't Know	3	.4%	1	.3%	2	.4%
Investment / Businesses	Yes	187	23.2%	74	21.4%	113	24.5%
	No	617	76.6%	270	78.3%	347	75.3%
	Don't Know	2	.2%	1	.3%	1	.2%
Children Programmes	Yes	336	41.7%	110	31.9%	226	49.0%
	No	468	58.1%	234	67.8%	234	50.8%
	Don't Know	2	.2%	1	.3%	1	.2%
News and Current Affairs	Yes	725	90.0%	314	91.0%	411	89.2%
	No	79	9.8%	30	8.7%	49	10.6%
	Don't Know	2	.2%	1	.3%	1	.2%

[Note: Total Counts less than 30 are not data representatives]





**Table 10.2: Preference for TV Programme Sectors - By Age Group [Base = All Radio Listeners]**

Do you watch TV?		Total		Age group					
				12-29		30-49		50+	
		Count	Col %	Count	Col %	Count	Col %	Count	Col %
Weather	Yes	689	85.5%	143	73.0%	243	86.5%	303	92.1%
	No	115	14.3%	53	27.0%	37	13.2%	25	7.6%
	Don't Know	2	.2%	0	.0%	1	.4%	1	.3%
Music	Yes	361	44.8%	107	54.6%	123	43.8%	131	39.8%
	No	442	54.8%	89	45.4%	156	55.5%	197	59.9%
	Don't Know	3	.4%	0	.0%	2	.7%	1	.3%
Films	Yes	427	53.0%	121	61.7%	144	51.2%	162	49.2%
	No	377	46.8%	75	38.3%	136	48.4%	166	50.5%
	Don't Know	2	.2%	0	.0%	1	.4%	1	.3%
Serials and Soap Operas	Yes	444	55.1%	116	59.2%	149	53.0%	179	54.4%
	No	359	44.5%	80	40.8%	131	46.6%	148	45.0%
	Don't Know	3	.4%	0	.0%	1	.4%	2	.6%
Documentary	Yes	499	61.9%	87	44.4%	185	65.8%	227	69.0%
	No	305	37.8%	109	55.6%	95	33.8%	101	30.7%
	Don't Know	2	.2%	0	.0%	1	.4%	1	.3%
Discussions	Yes	587	72.8%	103	52.6%	220	78.3%	264	80.2%
	No	217	26.9%	93	47.4%	60	21.4%	64	19.5%
	Don't Know	2	.2%	0	.0%	1	.4%	1	.3%
Sports	Yes	350	43.4%	101	51.5%	112	39.9%	137	41.6%
	No	454	56.3%	95	48.5%	168	59.8%	191	58.1%
	Don't Know	2	.2%	0	.0%	1	.4%	1	.3%
Quizzes	Yes	452	56.1%	104	53.1%	156	55.5%	192	58.4%
	No	351	43.5%	92	46.9%	124	44.1%	135	41.0%
	Don't Know	3	.4%	0	.0%	1	.4%	2	.6%
Plays / drama	Yes	620	76.9%	145	74.0%	212	75.4%	263	79.9%
	No	184	22.8%	51	26.0%	68	24.2%	65	19.8%
	Don't Know	2	.2%	0	.0%	1	.4%	1	.3%
Arts / Culture	Yes	415	51.5%	73	37.2%	142	50.5%	200	60.8%
	No	389	48.3%	123	62.8%	138	49.1%	128	38.9%
	Don't Know	2	.2%	0	.0%	1	.4%	1	.3%
House Programmes	Yes	466	57.8%	75	38.3%	173	61.6%	218	66.3%
	No	337	41.8%	121	61.7%	107	38.1%	109	33.1%
	Don't Know	3	.4%	0	.0%	1	.4%	2	.6%
Investment / Businesses	Yes	187	23.2%	35	17.9%	61	21.7%	91	27.7%
	No	617	76.6%	161	82.1%	219	77.9%	237	72.0%
	Don't Know	2	.2%	0	.0%	1	.4%	1	.3%
Children Programmes	Yes	336	41.7%	83	42.3%	134	47.7%	119	36.2%
	No	468	58.1%	113	57.7%	146	52.0%	209	63.5%
	Don't Know	2	.2%	0	.0%	1	.4%	1	.3%
News and Current Affairs	Yes	725	90.0%	157	80.1%	256	91.1%	312	94.8%
	No	79	9.8%	39	19.9%	24	8.5%	16	4.9%
	Don't Know	2	.2%	0	.0%	1	.4%	1	.3%

[Note: Total Counts less than 30 are not data representatives]



**Table 10.3: Preference for TV Programme Sectors - By Educational Level [Base = All Radio Listeners]**

Do you watch TV?		Highest Education Level													
		Total		Primary		Secondary		Post-Secondary		Tertiary		Never attended school		Refusal	
		Count	Col %	Count	Col %	Count	Col %	Count	Col %	Count	Col %	Count	Col %	Count	Col %
Weather	Yes	689	85.5%	253	87.2%	262	85.3%	86	81.1%	52	86.7%	34	82.9%	2	100.0%
	No	115	14.3%	37	12.8%	45	14.7%	19	17.9%	8	13.3%	6	14.6%	0	.0%
	D'Know	2	.2%	0	.0%	0	.0%	1	.9%	0	.0%	1	2.4%	0	.0%
Music	Yes	361	44.8%	143	49.3%	141	45.9%	44	41.5%	18	30.0%	15	36.6%	0	.0%
	No	442	54.8%	146	50.3%	166	54.1%	61	57.5%	42	70.0%	25	61.0%	2	100.0%
	Don't Know	3	.4%	1	.3%	0	.0%	1	.9%	0	.0%	1	2.4%	0	.0%
Films	Yes	427	53.0%	174	60.0%	167	54.4%	49	46.2%	21	35.0%	16	39.0%	0	.0%
	No	377	46.8%	116	40.0%	140	45.6%	56	52.8%	39	65.0%	24	58.5%	2	100.0%
	Don't Know	2	.2%	0	.0%	0	.0%	1	.9%	0	.0%	1	2.4%	0	.0%
Serials and Soap Operas	Yes	444	55.1%	186	64.1%	172	56.0%	44	41.5%	19	31.7%	22	53.7%	1	50.0%
	No	359	44.5%	103	35.5%	135	44.0%	61	57.5%	41	68.3%	18	43.9%	1	50.0%
	Don't Know	3	.4%	1	.3%	0	.0%	1	.9%	0	.0%	1	2.4%	0	.0%
Documentary	Yes	499	61.9%	180	62.1%	181	59.0%	74	69.8%	39	65.0%	24	58.5%	1	50.0%
	No	305	37.8%	110	37.9%	126	41.0%	31	29.2%	21	35.0%	16	39.0%	1	50.0%
	Don't Know	2	.2%	0	.0%	0	.0%	1	.9%	0	.0%	1	2.4%	0	.0%
Discussions	Yes	587	72.8%	208	71.7%	223	72.6%	81	76.4%	43	71.7%	31	75.6%	1	50.0%
	No	217	26.9%	82	28.3%	84	27.4%	24	22.6%	17	28.3%	9	22.0%	1	50.0%
	Don't Know	2	.2%	0	.0%	0	.0%	1	.9%	0	.0%	1	2.4%	0	.0%
Sports	Yes	350	43.4%	116	40.0%	138	45.0%	50	47.2%	29	48.3%	16	39.0%	1	50.0%
	No	454	56.3%	174	60.0%	169	55.0%	55	51.9%	31	51.7%	24	58.5%	1	50.0%
	Don't Know	2	.2%	0	.0%	0	.0%	1	.9%	0	.0%	1	2.4%	0	.0%
Quizzes	Yes	452	56.1%	186	64.1%	167	54.4%	53	50.0%	26	43.3%	20	48.8%	0	.0%
	No	351	43.5%	103	35.5%	140	45.6%	52	49.1%	34	56.7%	20	48.8%	2	100.0%
	Don't Know	3	.4%	1	.3%	0	.0%	1	.9%	0	.0%	1	2.4%	0	.0%
Plays / drama	Yes	620	76.9%	252	86.9%	240	78.2%	67	63.2%	32	53.3%	28	68.3%	1	50.0%
	No	184	22.8%	38	13.1%	67	21.8%	38	35.8%	28	46.7%	12	29.3%	1	50.0%
	Don't Know	2	.2%	0	.0%	0	.0%	1	.9%	0	.0%	1	2.4%	0	.0%
Arts / Culture	Yes	415	51.5%	158	54.5%	145	47.2%	57	53.8%	33	55.0%	21	51.2%	1	50.0%
	No	389	48.3%	132	45.5%	162	52.8%	48	45.3%	27	45.0%	19	46.3%	1	50.0%
	Don't Know	2	.2%	0	.0%	0	.0%	1	.9%	0	.0%	1	2.4%	0	.0%
House Programmes	Yes	466	57.8%	185	63.8%	179	58.3%	63	59.4%	18	30.0%	21	51.2%	0	.0%
	No	337	41.8%	104	35.9%	128	41.7%	42	39.6%	42	70.0%	19	46.3%	2	100.0%
	Don't Know	3	.4%	1	.3%	0	.0%	1	.9%	0	.0%	1	2.4%	0	.0%
Investment / Businesses	Yes	187	23.2%	64	22.1%	76	24.8%	26	24.5%	13	21.7%	8	19.5%	0	.0%
	No	617	76.6%	226	77.9%	231	75.2%	79	74.5%	47	78.3%	32	78.0%	2	100.0%
	Don't Know	2	.2%	0	.0%	0	.0%	1	.9%	0	.0%	1	2.4%	0	.0%
Children Programmes	Yes	336	41.7%	137	47.2%	131	42.7%	34	32.1%	18	30.0%	15	36.6%	1	50.0%
	No	468	58.1%	153	52.8%	176	57.3%	71	67.0%	42	70.0%	25	61.0%	1	50.0%
	Don't Know	2	.2%	0	.0%	0	.0%	1	.9%	0	.0%	1	2.4%	0	.0%
News and Current Affairs	Yes	725	90.0%	263	90.7%	273	88.9%	95	89.6%	56	93.3%	36	87.8%	2	100.0%
	No	79	9.8%	27	9.3%	34	11.1%	10	9.4%	4	6.7%	4	9.8%	0	.0%
	Don't Know	2	.2%	0	.0%	0	.0%	1	.9%	0	.0%	1	2.4%	0	.0%

[Note: Total Counts less than 30 are not data representatives]



**Table 10.4: Preference for TV Programme Sectors - By Economic Status [Base = All Radio Listeners]**

Do you watch TV?		Economic Status															
		Total		House person		Student		Employed		Self-Employed		Unemployed		Pensioner		Unable to work sickness/disability	
		Count	Col %	Count	Col %	Count	Col %	Count	Col %	Count	Col %	Count	Col %	Count	Col %	Count	Col %
Weather	Yes	689	85.5%	285	89.6%	56	67.5%	221	84.4%	31	91.2%	22	84.6%	70	89.7%	4	80.0%
	No	115	14.3%	32	10.1%	27	32.5%	41	15.6%	3	8.8%	4	15.4%	7	9.0%	1	20.0%
	Don't Know	2	.2%	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%	0	.0%
Music	Yes	361	44.8%	132	41.5%	44	53.0%	123	46.9%	13	38.2%	16	61.5%	29	37.2%	4	80.0%
	No	442	54.8%	185	58.2%	39	47.0%	138	52.7%	21	61.8%	10	38.5%	48	61.5%	1	20.0%
	Don't Know	3	.4%	1	.3%	0	.0%	1	.4%	0	.0%	0	.0%	1	1.3%	0	.0%
Films	Yes	427	53.0%	171	53.8%	52	62.7%	140	53.4%	16	47.1%	16	61.5%	29	37.2%	3	60.0%
	No	377	46.8%	146	45.9%	31	37.3%	122	46.6%	18	52.9%	10	38.5%	48	61.5%	2	40.0%
	Don't Know	2	.2%	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%	0	.0%
Serials and Soap Operas	Yes	444	55.1%	206	64.8%	55	66.3%	116	44.3%	18	52.9%	13	50.0%	34	43.6%	2	40.0%
	No	359	44.5%	110	34.6%	28	33.7%	146	55.7%	16	47.1%	13	50.0%	43	55.1%	3	60.0%
	Don't Know	3	.4%	2	.6%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%	0	.0%
Documentary	Yes	499	61.9%	215	67.6%	32	38.6%	162	61.8%	22	64.7%	13	50.0%	52	66.7%	3	60.0%
	No	305	37.8%	102	32.1%	51	61.4%	100	38.2%	12	35.3%	13	50.0%	25	32.1%	2	40.0%
	Don't Know	2	.2%	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%	0	.0%
Discussions	Yes	587	72.8%	254	79.9%	34	41.0%	186	71.0%	29	85.3%	17	65.4%	64	82.1%	3	60.0%
	No	217	26.9%	63	19.8%	49	59.0%	76	29.0%	5	14.7%	9	34.6%	13	16.7%	2	40.0%
	Don't Know	2	.2%	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%	0	.0%
Sports	Yes	350	43.4%	82	25.8%	41	49.4%	133	50.8%	22	64.7%	17	65.4%	52	66.7%	3	60.0%
	No	454	56.3%	235	73.9%	42	50.6%	129	49.2%	12	35.3%	9	34.6%	25	32.1%	2	40.0%
	Don't Know	2	.2%	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%	0	.0%
Quizzes	Yes	452	56.1%	212	66.7%	51	61.4%	123	46.9%	16	47.1%	13	50.0%	35	44.9%	2	40.0%
	No	351	43.5%	104	32.7%	32	38.6%	139	53.1%	18	52.9%	13	50.0%	42	53.8%	3	60.0%
	Don't Know	3	.4%	2	.6%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%	0	.0%
Plays / drama	Yes	620	76.9%	283	89.0%	63	75.9%	175	66.8%	28	82.4%	19	73.1%	48	61.5%	4	80.0%
	No	184	22.8%	34	10.7%	20	24.1%	87	33.2%	6	17.6%	7	26.9%	29	37.2%	1	20.0%
	Don't Know	2	.2%	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%	0	.0%
Arts / Culture	Yes	415	51.5%	179	56.3%	34	41.0%	119	45.4%	17	50.0%	13	50.0%	50	64.1%	3	60.0%
	No	389	48.3%	138	43.4%	49	59.0%	143	54.6%	17	50.0%	13	50.0%	27	34.6%	2	40.0%
	Don't Know	2	.2%	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%	0	.0%
House Programmes	Yes	466	57.8%	261	82.1%	19	22.9%	121	46.2%	15	44.1%	13	50.0%	34	43.6%	3	60.0%
	No	337	41.8%	55	17.3%	64	77.1%	141	53.8%	19	55.9%	13	50.0%	43	55.1%	2	40.0%
	Don't Know	3	.4%	2	.6%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%	0	.0%
Investment / Businesses	Yes	187	23.2%	87	27.4%	9	10.8%	46	17.6%	16	47.1%	6	23.1%	21	26.9%	2	40.0%
	No	617	76.6%	230	72.3%	74	89.2%	216	82.4%	18	52.9%	20	76.9%	56	71.8%	3	60.0%
	Don't Know	2	.2%	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%	0	.0%
Children Programmes	Yes	336	41.7%	173	54.4%	39	47.0%	89	34.0%	8	23.5%	10	38.5%	15	19.2%	2	40.0%
	No	468	58.1%	144	45.3%	44	53.0%	173	66.0%	26	76.5%	16	61.5%	62	79.5%	3	60.0%
	Don't Know	2	.2%	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%	0	.0%
News and Current Affairs	Yes	725	90.0%	289	90.9%	64	77.1%	240	91.6%	33	97.1%	22	84.6%	73	93.6%	4	80.0%
	No	79	9.8%	28	8.8%	19	22.9%	22	8.4%	1	2.9%	4	15.4%	4	5.1%	1	20.0%
	Don't Know	2	.2%	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%	0	.0%

[Note: Total Counts less than 30 are not data representatives]



**Table 10.5: Preference for TV Programme Sectors - By District [Base = All Radio Listeners]**

Do you watch TV?		Total		District											
		Count	Col %	Count	Col %	Count	Col %	Count	Col %	Count	Col %	Count	Col %	Count	Col %
Weather	Yes	689	85.5%	177	84.3%	185	85.3%	132	85.7%	99	86.8%	58	89.2%	38	82.6%
	No	115	14.3%	32	15.2%	31	14.3%	22	14.3%	15	13.2%	7	10.8%	8	17.4%
	Don't Know	2	.2%	1	.5%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%
Music	Yes	361	44.8%	93	44.3%	100	46.1%	71	46.1%	52	45.6%	19	29.2%	26	56.5%
	No	442	54.8%	115	54.8%	116	53.5%	83	53.9%	62	54.4%	46	70.8%	20	43.5%
	Don't Know	3	.4%	2	1.0%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%
Films	Yes	427	53.0%	120	57.1%	121	55.8%	75	48.7%	54	47.4%	33	50.8%	24	52.2%
	No	377	46.8%	89	42.4%	95	43.8%	79	51.3%	60	52.6%	32	49.2%	22	47.8%
	Don't Know	2	.2%	1	.5%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%
Serials and Soap Operas	Yes	444	55.1%	112	53.3%	123	56.7%	90	58.4%	60	52.6%	35	53.8%	24	52.2%
	No	359	44.5%	96	45.7%	93	42.9%	64	41.6%	54	47.4%	30	46.2%	22	47.8%
	Don't Know	3	.4%	2	1.0%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%
Documentary	Yes	499	61.9%	130	61.9%	139	64.1%	88	57.1%	64	56.1%	43	66.2%	35	76.1%
	No	305	37.8%	79	37.6%	77	35.5%	66	42.9%	50	43.9%	22	33.8%	11	23.9%
	Don't Know	2	.2%	1	.5%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%
Discussions	Yes	587	72.8%	150	71.4%	158	72.8%	108	70.1%	85	74.6%	50	76.9%	36	78.3%
	No	217	26.9%	59	28.1%	58	26.7%	46	29.9%	29	25.4%	15	23.1%	10	21.7%
	Don't Know	2	.2%	1	.5%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%
Sports	Yes	350	43.4%	91	43.3%	95	43.8%	62	40.3%	46	40.4%	36	55.4%	20	43.5%
	No	454	56.3%	118	56.2%	121	55.8%	92	59.7%	68	59.6%	29	44.6%	26	56.5%
	Don't Know	2	.2%	1	.5%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%
Quizzes	Yes	452	56.1%	114	54.3%	116	53.5%	92	59.7%	71	62.3%	36	55.4%	23	50.0%
	No	351	43.5%	94	44.8%	100	46.1%	62	40.3%	43	37.7%	29	44.6%	23	50.0%
	Don't Know	3	.4%	2	1.0%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%
Plays / drama	Yes	620	76.9%	162	77.1%	165	76.0%	124	80.5%	86	75.4%	47	72.3%	36	78.3%
	No	184	22.8%	47	22.4%	51	23.5%	30	19.5%	28	24.6%	18	27.7%	10	21.7%
	Don't Know	2	.2%	1	.5%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%
Arts / Culture	Yes	415	51.5%	105	50.0%	113	52.1%	75	48.7%	56	49.1%	36	55.4%	30	65.2%
	No	389	48.3%	104	49.5%	103	47.5%	79	51.3%	58	50.9%	29	44.6%	16	34.8%
	Don't Know	2	.2%	1	.5%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%
House Programmes	Yes	466	57.8%	114	54.3%	131	60.4%	87	56.5%	67	58.8%	36	55.4%	31	67.4%
	No	337	41.8%	94	44.8%	85	39.2%	67	43.5%	47	41.2%	29	44.6%	15	32.6%
	Don't Know	3	.4%	2	1.0%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%
Investment / Businesses	Yes	187	23.2%	41	19.5%	47	21.7%	39	25.3%	30	26.3%	20	30.8%	10	21.7%
	No	617	76.6%	168	80.0%	169	77.9%	115	74.7%	84	73.7%	45	69.2%	36	78.3%
	Don't Know	2	.2%	1	.5%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%
Children Programmes	Yes	336	41.7%	87	41.4%	89	41.0%	60	39.0%	57	50.0%	29	44.6%	14	30.4%
	No	468	58.1%	122	58.1%	127	58.5%	94	61.0%	57	50.0%	36	55.4%	32	69.6%
	Don't Know	2	.2%	1	.5%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%
News and Current Affairs	Yes	725	90.0%	190	90.5%	192	88.5%	139	90.3%	103	90.4%	59	90.8%	42	91.3%
	No	79	9.8%	19	9.0%	24	11.1%	15	9.7%	11	9.6%	6	9.2%	4	8.7%
	Don't Know	2	.2%	1	.5%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%

[Note: Total Counts less than 30 are not data representatives]



**Table 11.1: TV Viewing - By Gender and By Age Group [Base=All]**

Did you watch TV yesterday	Total	Gender		Age group		
		Male	Female	12-29	30-49	50+
	Count Col %	Count Col %	Count Col %	Count Col %	Count Col %	Count Col %
Yes	722 74.5%	315 74.3%	407 74.7%	176 67.4%	250 75.1%	296 78.9%
No	247 25.5%	109 25.7%	138 25.3%	85 32.6%	83 24.9%	79 21.1%
Total	969 100.0%	424 100.0%	545 100.0%	261 100.0%	333 100.0%	375 100.0%

[Note: Total Counts less than 30 are not data representatives]

**Table 11.2: TV Viewing - By Educational Level [Base=All]**

Did you watch TV yesterday	Total	Highest Education Level					
		Primary	Secondary	Post-Secondary	Tertiary	Never Attended school	Refusal
	Count Col %	Count Col %	Count Col %	Count Col %	Count Col %	Count Col %	Count Col %
Yes	722 74.5%	247 76.2%	265 72.8%	107 73.8%	62 72.9%	39 81.3%	2 66.7%
No	247 25.5%	77 23.8%	99 27.2%	38 26.2%	23 27.1%	9 18.8%	1 33.3%
Total	969 100.0%	324 100.0%	364 100.0%	145 100.0%	85 100.0%	48 100.0%	3 100.0%

[Note: Total Counts less than 30 are not data representatives]

**Table 11.3: TV Viewing - By Economical Status [Base=All]**

Did you watch TV yesterday	Total	Economic Status						
		House person	Student	Employed	Self-Employed	Un-employed	Pensioner	Unable to work due to sickness/disability
	Count Col %	Count Col %	Count Col %	Count Col %	Count Col %	Count Col %	Count Col %	Count Col %
Yes	722 74.5%	270 77.1%	83 72.2%	234 70.7%	32 71.1%	23 79.3%	76 80.9%	4 80.0%
No	247 25.5%	80 22.9%	32 27.8%	97 29.3%	13 28.9%	6 20.7%	18 19.1%	1 20.0%
Total	969 100.0%	350 100.0%	115 100.0%	331 100.0%	45 100.0%	29 100.0%	94 100.0%	5 100.0%

[Note: Total Counts less than 30 are not data representatives]

**Table 11.4: TV Viewing - By District [Base=All]**

Did you watch TV yesterday	Total	District					
		Southern harbour	Northern harbour	South Eastern	Western	Northern	Gozo & Comino
	Count Col %	Count Col %	Count Col %	Count Col %	Count Col %	Count Col %	Count Col %
Yes	722 74.5%	185 77.4%	201 76.1%	129 69.0%	103 77.4%	60 69.8%	44 73.3%
No	247 25.5%	54 22.6%	63 23.9%	58 31.0%	30 22.6%	26 30.2%	16 26.7%
Total	969 100.0%	239 100.0%	264 100.0%	187 100.0%	133 100.0%	86 100.0%	60 100.0%

[Note: Total Counts less than 30 are not data representatives]



**Table 12.1: TV Viewing by Time Bracket**

Did you watch TV yesterday	Total		Gender	
			Male	Female
	Count	%	Count	Count
> 12:00	94	6.69	39	55
12:00 - 19:00	241	17.15	86	155
19:00 - 20:30	366	26.05	157	209
20:30 - 22:00	504	35.87	223	281
22:00 - 24:00	200	14.23	100	100
	1405	100.00		



**Table 13.1: TV Viewing by Station [counts of "at least 10 minutes"] By Gender**

Did you watch TV yesterday	Total Count	Gender		Total %	Gender	
		Male	Female		Male	Female
TVM	354	137	217	27.3	23.5	30.4
Super One TV	198	99	99	15.3	17.0	13.9
Net TV	121	45	76	9.3	7.7	10.7
Smash TV	15	6	9	1.2	1.0	1.3
Rai 1	92	49	43	7.1	8.4	6.0
Rai 2	38	24	14	2.9	4.1	2.0
Rai 3	17	11	6	1.3	1.9	0.8
Rete 4	51	21	30	3.9	3.6	4.2
Canale 5	136	42	94	10.5	7.2	13.2
Italia 1	111	60	51	8.6	10.3	7.2
Other Italian Station	12	5	7	0.9	0.9	1.0
Discovery Channel	12	10	2	0.9	1.7	0.3
MTV	18	9	9	1.4	1.5	1.3
BBC Prime	28	8	20	2.2	1.4	2.8
BBC World	2	2	0	0.2	0.3	0.0
Other Station	91	55	36	7.0	9.4	5.0
	1296	583	713	100.0	100.0	100.0

[Note: Total Counts less than 30 are not data representatives]

**Table 13.2: TV Viewing by Station by Weekday [counts of "at least 10 minutes"]**

	Total Count	Sun Count	Mon Count	Tue Count	Wed Count	Thu Count	Fri Count	Sat Count
TVM	354	65	44	52	46	55	56	36
Super 1	198	30	41	35	19	34	19	20
Net	121	18	25	17	16	11	18	16
Smash	15	1	1	1	5	4	1	2
Rai 1	92	15	8	13	19	13	12	12
Rai 2	38	10	3	3	4	5	5	8
Rai 3	17	6	3	2	4	1	0	1
Rete 4	51	11	7	7	5	9	5	7
Canale 5	136	18	17	25	25	20	17	14
Italia 1	111	12	17	18	17	15	12	20
Other Italian Station	12	0	3	1	0	4	2	2
Discovery Channel	12	0	2	2	2	4	2	0
MTV	18	0	2	4	2	5	2	3
BBC Prime	28	3	2	4	3	8	3	5
BBC World	2	0	1	0	0	0	1	0
Other Station	91	12	18	10	10	13	12	16
	1296	201	194	194	177	201	167	162
	Total %	Sun %	Mon %	Tue %	Wed %	Thu %	Fri %	Sat %
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	0.50	0.52	0.52	2.82	1.99	0.60	1.23
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	2.99	1.55	1.03	2.26	0.50	0.00	0.62
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	0.00	1.55	0.52	0.00	1.99	1.20	1.23
Discovery Channel	0.93	0.00	1.03	1.03	1.13	1.99	1.20	0.00
MTV	1.39	0.00	1.03	2.06	1.13	2.49	1.20	1.85
BBC Prime	2.16	1.49	1.03	2.06	1.69	3.98	1.80	3.09
BBC World	0.15	0.00	0.52	0.00	0.00	0.00	0.60	0.00
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



**Table 13.3: TV Viewing by Station by Month [counts of "at least 10 minutes"]**

Did you watch TV yesterday	Total Count	Month						
		Jun Count	Jul Count	Aug Count	Sep Count	Oct Count	Nov Count	Dec Count
TVM	354	61	53	40	43	44	59	54
Super 1	198	29	22	28	28	32	25	34
Net	121	28	10	10	19	20	14	20
Smash	15	4	5	0	0	2	2	2
Rai 1	92	28	18	3	15	10	11	7
Rai 2	38	8	3	9	5	4	5	4
Rai 3	17	6	2	1	2	0	2	4
Rete 4	51	9	6	5	8	10	8	5
Canale 5	136	18	18	17	23	18	16	26
Italia 1	111	15	22	19	15	18	12	10
Other Italian Station	12	3	0	3	1	3	1	1
Discovery Channel	12	2	1	1	1	2	1	4
MTV	18	3	4	1	2	6	1	1
BBC Prime	28	6	3	2	6	3	6	2
BBC World	2	1	0	0	0	1	0	0
Other Station	91	16	12	10	14	17	11	11
	1296	237	179	149	182	190	174	185
Did you watch TV yesterday	Total %	Jun %	Jul %	Aug %	Sep %	Oct %	Nov %	Dec %
TVM	27.31	25.74	29.61	26.85	23.63	23.16	33.91	29.19
Super 1	15.28	12.24	12.29	18.79	15.38	16.84	14.37	18.38
Net	9.34	11.81	5.59	6.71	10.44	10.53	8.05	10.81
Smash	1.16	1.69	2.79	0.00	0.00	1.05	1.15	1.08
Rai 1	7.10	11.81	10.06	2.01	8.24	5.26	6.32	3.78
Rai 2	2.93	3.38	1.68	6.04	2.75	2.11	2.87	2.16
Rai 3	1.31	2.53	1.12	0.67	1.10	0.00	1.15	2.16
Rete 4	3.94	3.80	3.35	3.36	4.40	5.26	4.60	2.70
Canale 5	10.49	7.59	10.06	11.41	12.64	9.47	9.20	14.05
Italia 1	8.56	6.33	12.29	12.75	8.24	9.47	6.90	5.41
Other Italian Station	0.93	1.27	0.00	2.01	0.55	1.58	0.57	0.54
Discovery Channel	0.93	0.84	0.56	0.67	0.55	1.05	0.57	2.16
MTV	1.39	1.27	2.23	0.67	1.10	3.16	0.57	0.54
BBC Prime	2.16	2.53	1.68	1.34	3.30	1.58	3.45	1.08
BBC World	0.15	0.42	0.00	0.00	0.00	0.53	0.00	0.00
Other Station	7.02	6.75	6.70	6.71	7.69	8.95	6.32	5.95
	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00

[Note: Total Counts less than 30 are not data representatives]





RADIO AND TELEVISION AUDIENCES  
IN MALTA  
JUNE – SEPTEMBER 2004

PART 2 – TABLES  
[JUNE-SEPTEMBER 2004]

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**Table 1.1: Sample Profile By Age - By Gender [Base=All]**

Age Group	Total	Gender	
		Male	Female
	Count	Count	Count
	Col % Row %	Col % Row %	Col % Row %
12-29	156	80	76
	28.3%	32.4%	24.9%
	100.0%	51.3%	48.7%
30-49	196	86	110
	35.5%	34.8%	36.1%
	100.0%	43.9%	56.1%
50+	200	81	119
	36.2%	32.8%	39.0%
	100.0%	40.5%	59.5%
Total	552	247	305
	100.0%	100.0%	100.0%
	100.0%	44.7%	55.3%

[Note: Total Counts less than 30 are not data representatives]

**Table 1.2: Sample Profile By Age - By Economic Status [Base=All]**

Age Group	Total	Economic Status						
		Housewife	Student	Employed	Self-Employed	Un-employed	Pensioner	Unable to work due to sickness/disability
	Count	Count	Count	Count	Count	Count	Count	Count
	Col % Row %	Col % Row %	Col % Row %	Col % Row %	Col % Row %	Col % Row %	Col % Row %	Col % Row %
12-29	156	13	68	64	2	8	0	1
	28.3%	6.9%	98.6%	33.3%	8.7%	42.1%	.0%	33.3%
	100.0%	8.3%	43.6%	41.0%	1.3%	5.1%	.0%	.6%
30-49	196	73	1	96	15	8	1	2
	35.5%	38.6%	1.4%	50.0%	65.2%	42.1%	1.8%	66.7%
	100.0%	37.2%	.5%	49.0%	7.7%	4.1%	.5%	1.0%
50+	200	103	0	32	6	3	56	0
	36.2%	54.5%	.0%	16.7%	26.1%	15.8%	98.2%	.0%
	100.0%	51.5%	.0%	16.0%	3.0%	1.5%	28.0%	.0%
Total	552	189	69	192	23	19	57	3
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	34.2%	12.5%	34.8%	4.2%	3.4%	10.3%	.5%

[Note: Total Counts less than 30 are not data representatives]

**Table 1.3: Sample Profile By Age - By Educational Level [Base=All]**

Age Group	Total	Highest Education Level					
		Primary	Secondary	Post-Secondary	Tertiary	Never attended school	Refusal
	Count	Count	Count	Count	Count	Count	Count
	Col % Row %	Col % Row %	Col % Row %	Col % Row %	Col % Row %	Col % Row %	Col % Row %
12-29	156	47	72	24	13	0	0
	28.3%	26.6%	31.4%	36.4%	26.5%	.0%	.0%
	100.0%	30.1%	46.2%	15.4%	8.3%	.0%	.0%
30-49	196	31	111	29	24	1	0
	35.5%	17.5%	48.5%	43.9%	49.0%	3.6%	.0%
	100.0%	15.8%	56.6%	14.8%	12.2%	.5%	.0%
50+	200	99	46	13	12	27	3
	36.2%	55.9%	20.1%	19.7%	24.5%	96.4%	100.0%
	100.0%	49.5%	23.0%	6.5%	6.0%	13.5%	1.5%
Total	552	177	229	66	49	28	3
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	32.1%	41.5%	12.0%	8.9%	5.1%	.5%

[Note: Total Counts less than 30 are not data representatives]



**Table 1.4: Sample Profile By Age - By District [Base=All]**

Age Group	Total	District					
		Southern harbour	Northern harbour	South Eastern	Western	Northern	Gozo & Comino
	Count	Count	Count	Count	Count	Count	Count
	Col % Row %	Col % Row %	Col % Row %	Col % Row %	Col % Row %	Col % Row %	Col % Row %
12-29	156	34	43	27	30	14	8
	28.3%	23.0%	28.1%	27.8%	40.5%	31.8%	22.2%
	100.0%	21.8%	27.6%	17.3%	19.2%	9.0%	5.1%
30-49	196	48	61	33	21	18	15
	35.5%	32.4%	39.9%	34.0%	28.4%	40.9%	41.7%
	100.0%	24.5%	31.1%	16.8%	10.7%	9.2%	7.7%
50+	200	66	49	37	23	12	13
	36.2%	44.6%	32.0%	38.1%	31.1%	27.3%	36.1%
	100.0%	33.0%	24.5%	18.5%	11.5%	6.0%	6.5%
Total	552	148	153	97	74	44	36
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	26.8%	27.7%	17.6%	13.4%	8.0%	6.5%

[Note: Total Counts less than 30 are not data representatives]



**Table 2.1: Radio Listening By Gender and By Age Group [Base=All]**

Do you listen to Radio	Total	Gender		Age Group		
		Male	Female	12-29	30-49	50+
	Count Col % Row %	Count Col % Row %	Count Col % Row %	Count Col % Row %	Count Col % Row %	Count Col % Row %
Local Stations	369 66.8% 100.0%	161 65.2% 43.6%	208 68.2% 56.4%	101 64.7% 27.4%	139 70.9% 37.7%	129 64.5% 35.0%
Foreign Stations	5 .9% 100.0%	2 .8% 40.0%	3 1.0% 60.0%	2 1.3% 40.0%	2 1.0% 40.0%	1 .5% 20.0%
Local and Foreign stations	68 12.3% 100.0%	28 11.3% 41.2%	40 13.1% 58.8%	22 14.1% 32.4%	19 9.7% 27.9%	27 13.5% 39.7%
No	110 19.9% 100.0%	56 22.7% 50.9%	54 17.7% 49.1%	31 19.9% 28.2%	36 18.4% 32.7%	43 21.5% 39.1%
Refusal	0 .0% 100.0%	0 .0% 100.0%	0 .0% 100.0%	0 .0% 100.0%	0 .0% 100.0%	0 .0% 100.0%
Total	552 100.0% 100.0%	247 100.0% 44.7%	305 100.0% 55.3%	156 100.0% 28.3%	196 100.0% 35.5%	200 100.0% 36.2%

[Note: Total Counts less than 30 are not data representatives]

**Table 2.2: Radio Listening By Educational Level [Base=All]**

Do you listen to Radio	Total	Highest Education Level					
		Primary	Secondary	Post-Secondary	Tertiary	Never Attended school	Refusal
	Count Col % Row %	Count Col % Row %	Count Col % Row %	Count Col % Row %	Count Col % Row %	Count Col % Row %	Count Col % Row %
Local Stations	369 66.8% 100.0%	117 66.1% 31.7%	157 68.6% 42.5%	45 68.2% 12.2%	32 65.3% 8.7%	15 53.6% 4.1%	3 100.0% .8%
Foreign Stations	5 .9% 100.0%	2 1.1% 40.0%	2 .9% 40.0%	0 .0% .0%	1 2.0% 20.0%	0 .0% .0%	0 .0% .0%
Local and Foreign stations	68 12.3% 100.0%	20 11.3% 29.4%	28 12.2% 41.2%	11 16.7% 16.2%	6 12.2% 8.8%	3 10.7% 4.4%	0 .0% .0%
No	110 19.9% 100.0%	38 21.5% 34.5%	42 18.3% 38.2%	10 15.2% 9.1%	10 20.4% 9.1%	10 35.7% 9.1%	0 .0% .0%
Refusal	0 .0% 100.0%	0 .0% 100.0%	0 .0% 100.0%	0 .0% 100.0%	0 .0% 100.0%	0 .0% 100.0%	0 .0% 100.0%
Total	552 100.0% 100.0%	177 100.0% 32.1%	229 100.0% 41.5%	66 100.0% 12.0%	49 100.0% 8.9%	28 100.0% 5.1%	3 100.0% .5%

[Note: Total Counts less than 30 are not data representatives]



**Table 2.3: Radio Listening By Economic Status [Base=All]**

Do you listen to Radio	Total	Economic Status						
		House person	Student	Employed	Self-Employed	Un-employed	Pensioner	Unable to work due to sickness/disability
	Count Col % Row %	Count Col % Row %	Count Col % Row %	Count Col % Row %	Count Col % Row %	Count Col % Row %	Count Col % Row %	Count Col % Row %
Local Stations	369 66.8% 100.0%	133 70.4% 36.0%	42 60.9% 11.4%	138 71.9% 37.4%	17 73.9% 4.6%	13 68.4% 3.5%	24 42.1% 6.5%	2 66.7% .5%
Foreign Stations	5 .9% 100.0%	1 .5% 20.0%	0 .0% .0%	2 1.0% 40.0%	0 .0% .0%	0 .0% .0%	1 1.8% 20.0%	1 33.3% 20.0%
Local and Foreign stations	68 12.3% 100.0%	18 9.5% 26.5%	6 8.7% 8.8%	28 14.6% 41.2%	2 8.7% 2.9%	2 10.5% 2.9%	12 21.1% 17.6%	0 .0% .0%
No	110 19.9% 100.0%	37 19.6% 33.6%	21 30.4% 19.1%	24 12.5% 21.8%	4 17.4% 3.6%	4 21.1% 3.6%	20 35.1% 18.2%	0 .0% .0%
Refusal	0 .0% .0%	0 .0% .0%	0 .0% .0%	0 .0% .0%	0 .0% .0%	0 .0% .0%	0 .0% .0%	0 .0% .0%
Total	552 100.0% 100.0%	189 100.0% 34.2%	69 100.0% 12.5%	192 100.0% 34.8%	23 100.0% 4.2%	19 100.0% 3.4%	57 100.0% 10.3%	3 100.0% .5%

[Note: Total Counts less than 30 are not data representatives]

**Table 2.3: Radio Listening By District [Base=All]**

Do you listen to Radio	Total	District					
		Southern harbour	Northern harbour	South Eastern	Western	Northern	Gozo & Comino
	Count Col % Row %	Count Col % Row %	Count Col % Row %	Count Col % Row %	Count Col % Row %	Count Col % Row %	Count Col % Row %
Local Stations	369 66.8% 100.0%	96 64.9% 26.0%	98 64.1% 26.6%	64 66.0% 17.3%	58 78.4% 15.7%	31 70.5% 8.4%	22 61.1% 6.0%
Foreign Stations	5 .9% 100.0%	3 2.0% 60.0%	1 .7% 20.0%	0 .0% .0%	0 .0% .0%	1 2.3% 20.0%	0 .0% .0%
Local and Foreign stations	68 12.3% 100.0%	20 13.5% 29.4%	22 14.4% 32.4%	10 10.3% 14.7%	6 8.1% 8.8%	6 13.6% 8.8%	4 11.1% 5.9%
No	110 19.9% 100.0%	29 19.6% 26.4%	32 20.9% 29.1%	23 23.7% 20.9%	10 13.5% 9.1%	6 13.6% 5.5%	10 27.8% 9.1%
Refusal	0 .0% .0%	0 .0% .0%	0 .0% .0%	0 .0% .0%	0 .0% .0%	0 .0% .0%	0 .0% .0%
Total	552 100.0% 100.0%	148 100.0% 26.8%	153 100.0% 27.7%	97 100.0% 17.6%	74 100.0% 13.4%	44 100.0% 8.0%	36 100.0% 6.5%

[Note: Total Counts less than 30 are not data representatives]



**Table 3.1: Favourite Radio Station - By Gender and By Age Group [Base = All Radio Listeners]**

Favourite Radio Station	Total	Gender		Age Group		
		Male	Female	12-29	30-49	50+
		Count Col %	Count Col %	Count Col %	Count Col %	Count Col %
Radju Malta	46	13	33	2	21	23
	10.5%	6.9%	13.3%	1.6%	13.3%	14.7%
Radju 1066	15	7	8	13	2	0
	3.4%	3.7%	3.2%	10.6%	1.3%	.0%
Super One	67	35	32	2	31	34
	15.3%	18.5%	12.9%	1.6%	19.6%	21.8%
Radio 101	25	12	13	1	8	16
	5.7%	6.3%	5.2%	.8%	5.1%	10.3%
Bay Radio	42	20	22	28	13	1
	9.6%	10.6%	8.9%	22.8%	8.2%	.6%
RTK	40	14	26	1	14	25
	9.2%	7.4%	10.5%	.8%	8.9%	16.0%
Smash Radio	36	10	26	21	14	1
	8.2%	5.3%	10.5%	17.1%	8.9%	.6%
Radio Maria	19	7	12	2	5	12
	4.3%	3.7%	4.8%	1.6%	3.2%	7.7%
Campus FM	3	2	1	0	1	2
	.7%	1.1%	.4%	.0%	.6%	1.3%
Capital Radio	25	12	13	15	10	0
	5.7%	6.3%	5.2%	12.2%	6.3%	.0%
X FM	14	7	7	11	3	0
	3.2%	3.7%	2.8%	8.9%	1.9%	.0%
A3 FM	2	2	0	2	0	0
	.5%	1.1%	.0%	1.6%	.0%	.0%
Radju tal-komunita'	17	6	11	4	8	5
	3.9%	3.2%	4.4%	3.3%	5.1%	3.2%
No particular station	86	42	44	21	28	37
	19.7%	22.2%	17.7%	17.1%	17.7%	23.7%
Other	0	0	0	0	0	0
	.0%	.0%	.0%	.0%	.0%	.0%
Refusal	0	0	0	0	0	0
	.0%	.0%	.0%	.0%	.0%	.0%
Total	437	189	248	123	158	156
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[Note: Total Counts less than 30 are not data representatives]



**Table 3.2: Favourite Radio Station - By Educational Level [Base = All Radio Listeners]**

Favourite Radio Station	Total	Highest Education Level					
		Primary	Secondary	Post-Secondary	Tertiary	Never attended school	Refusal
	Count Col %	Count Col %	Count Col %	Count Col %	Count Col %	Count Col %	Count Col %
Radju Malta	46 10.5%	19 13.9%	19 10.3%	3 5.4%	2 5.3%	2 11.1%	1 33.3%
Radju 1066	15 3.4%	5 3.6%	9 4.9%	0 .0%	1 2.6%	0 .0%	0 .0%
Super One	67 15.3%	25 18.2%	24 13.0%	5 8.9%	6 15.8%	6 33.3%	1 33.3%
Radio 101	25 5.7%	9 6.6%	8 4.3%	3 5.4%	4 10.5%	1 5.6%	0 .0%
Bay Radio	42 9.6%	6 4.4%	21 11.4%	8 14.3%	7 18.4%	0 .0%	0 .0%
RTK	40 9.2%	11 8.0%	19 10.3%	4 7.1%	3 7.9%	2 11.1%	1 33.3%
Smash Radio	36 8.2%	12 8.8%	17 9.2%	5 8.9%	2 5.3%	0 .0%	0 .0%
Radio Maria	19 4.3%	8 5.8%	6 3.2%	0 .0%	3 7.9%	2 11.1%	0 .0%
Campus FM	3 .7%	1 .7%	0 .0%	1 1.8%	1 2.6%	0 .0%	0 .0%
Capital Radio	25 5.7%	7 5.1%	9 4.9%	8 14.3%	1 2.6%	0 .0%	0 .0%
X FM	14 3.2%	0 .0%	7 3.8%	4 7.1%	3 7.9%	0 .0%	0 .0%
A3 FM	2 .5%	0 .0%	1 .5%	1 1.8%	0 .0%	0 .0%	0 .0%
Radju tal-komunita'	17 3.9%	4 2.9%	11 5.9%	1 1.8%	1 2.6%	0 .0%	0 .0%
No particular station	86 19.7%	30 21.9%	34 18.4%	13 23.2%	4 10.5%	5 27.8%	0 .0%
Other	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%
Refusal	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%
Total	437 100.0%	137 100.0%	185 100.0%	56 100.0%	38 100.0%	18 100.0%	3 100.0%

[Note: Total Counts less than 30 are not data representatives]





**Table 3.3: Favourite Radio Station - By Economic Status [Base = All Radio Listeners]**

Favourite Radio Station	Economic Status							
	Total	House person	Student	Employed	Self-Employed	Un-employed	Pensioner	Unable to work due to sickness/disability
	Count Col %	Count Col %	Count Col %	Count Col %	Count Col %	Count Col %	Count Col %	Count Col %
Radju Malta	46 10.5%	25 16.6%	0 .0%	13 7.8%	2 10.5%	4 26.7%	2 5.6%	0 .0%
Radju 1066	15 3.4%	0 .0%	5 10.4%	8 4.8%	0 .0%	1 6.7%	0 .0%	1 50.0%
Super One	67 15.3%	25 16.6%	1 2.1%	27 16.3%	3 15.8%	1 6.7%	10 27.8%	0 .0%
Radio 101	25 5.7%	10 6.6%	1 2.1%	6 3.6%	2 10.5%	0 .0%	6 16.7%	0 .0%
Bay Radio	42 9.6%	4 2.6%	13 27.1%	24 14.5%	1 5.3%	0 .0%	0 .0%	0 .0%
RTK	40 9.2%	23 15.2%	0 .0%	8 4.8%	1 5.3%	2 13.3%	6 16.7%	0 .0%
Smash Radio	36 8.2%	9 6.0%	9 18.8%	14 8.4%	1 5.3%	3 20.0%	0 .0%	0 .0%
Radio Maria	19 4.3%	10 6.6%	0 .0%	4 2.4%	2 10.5%	1 6.7%	2 5.6%	0 .0%
Campus FM	3 .7%	1 .7%	0 .0%	1 .6%	0 .0%	0 .0%	1 2.8%	0 .0%
Capital Radio	25 5.7%	7 4.6%	5 10.4%	12 7.2%	1 5.3%	0 .0%	0 .0%	0 .0%
X FM	14 3.2%	1 .7%	4 8.3%	8 4.8%	1 5.3%	0 .0%	0 .0%	0 .0%
A3 FM	2 .5%	0 .0%	0 .0%	2 1.2%	0 .0%	0 .0%	0 .0%	0 .0%
Radju tal-komunita'	17 3.9%	8 5.3%	2 4.2%	6 3.6%	0 .0%	1 6.7%	0 .0%	0 .0%
No particular station	86 19.7%	28 18.5%	8 16.7%	33 19.9%	5 26.3%	2 13.3%	9 25.0%	1 50.0%
Other	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%
Refusal	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%
Total	437 100.0%	151 100.0%	48 100.0%	166 100.0%	19 100.0%	15 100.0%	36 100.0%	2 100.0%

[Note: TotalCounts less than 30 are not data representatives]



**Table 3.4: Favourite Radio Station - By District [Base = All Radio Listeners]**

Favourite Radio Station	Total	District					
		Southern harbour	Northern harbour	South Eastern	Western	Northern	Gozo & Comino
	Count Col %	Count Col %	Count Col %	Count Col %	Count Col %	Count Col %	Count Col %
Radju Malta	46 10.5%	11 9.5%	13 10.8%	5 6.8%	9 14.1%	6 16.2%	2 7.7%
Radju 1066	15 3.4%	7 6.0%	2 1.7%	0 .0%	4 6.3%	0 .0%	2 7.7%
Super One	67 15.3%	23 19.8%	19 15.8%	11 14.9%	7 10.9%	4 10.8%	3 11.5%
Radio 101	25 5.7%	2 1.7%	7 5.8%	9 12.2%	1 1.6%	5 13.5%	1 3.8%
Bay Radio	42 9.6%	6 5.2%	15 12.5%	9 12.2%	6 9.4%	5 13.5%	1 3.8%
RTK	40 9.2%	14 12.1%	12 10.0%	4 5.4%	6 9.4%	1 2.7%	3 11.5%
Smash Radio	36 8.2%	11 9.5%	6 5.0%	9 12.2%	7 10.9%	0 .0%	3 11.5%
Radio Maria	19 4.3%	5 4.3%	6 5.0%	3 4.1%	2 3.1%	1 2.7%	2 7.7%
Campus FM	3 .7%	1 .9%	1 .8%	0 .0%	1 1.6%	0 .0%	0 .0%
Capital Radio	25 5.7%	3 2.6%	7 5.8%	5 6.8%	5 7.8%	2 5.4%	3 11.5%
X FM	14 3.2%	2 1.7%	7 5.8%	1 1.4%	1 1.6%	2 5.4%	1 3.8%
A3 FM	2 .5%	1 .9%	1 .8%	0 .0%	0 .0%	0 .0%	0 .0%
Radju tal-komunita'	17 3.9%	6 5.2%	6 5.0%	1 1.4%	1 1.6%	0 .0%	3 11.5%
No particular station	86 19.7%	24 20.7%	18 15.0%	17 23.0%	14 21.9%	11 29.7%	2 7.7%
Other	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%
Refusal	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%
Total	437 100.0%	116 100.0%	120 100.0%	74 100.0%	64 100.0%	37 100.0%	26 100.0%

[Note: Total Counts less than 30 are not data representatives]



**Table 4.1: Preferences for Ten Radio Programme Sectors - By Gender and By Age Group**  
**[Base = All Radio Listeners]**

		Total	Gender		Age Group		
			Male	Female	12-29	30-49	50+
		Count Col % Row %	Count Col % Row %	Count Col % Row %	Count Col % Row %	Count Col % Row %	Count Col % Row %
Do you listen to Radio							
Musical Programmes	Yes	375 85.8% 100.0%	170 89.9% 45.3%	205 82.7% 54.7%	121 98.4% 32.3%	144 91.1% 38.4%	110 70.5% 29.3%
Discussions	Yes	231 52.9% 100.0%	98 51.9% 42.4%	133 53.6% 57.6%	24 19.5% 10.4%	95 60.1% 41.1%	112 71.8% 48.5%
Sports	Yes	172 39.4% 100.0%	113 59.8% 65.7%	59 23.8% 34.3%	54 43.9% 31.4%	62 39.2% 36.0%	56 35.9% 32.6%
Businesses	Yes	83 19.0% 100.0%	42 22.2% 50.6%	41 16.5% 49.4%	15 12.2% 18.1%	25 15.8% 30.1%	43 27.6% 51.8%
Cultural	Yes	221 50.6% 100.0%	97 51.3% 43.9%	124 50.0% 56.1%	41 33.3% 18.6%	84 53.2% 38.0%	96 61.5% 43.4%
Religious	Yes	258 59.0% 100.0%	92 48.7% 35.7%	166 66.9% 64.3%	33 26.8% 12.8%	93 58.9% 36.0%	132 84.6% 51.2%
Novels / Drama	Yes	187 42.8% 100.0%	59 31.2% 31.6%	128 51.6% 68.4%	39 31.7% 20.9%	59 37.3% 31.6%	89 57.1% 47.6%
Children Programmes	Yes	152 34.8% 100.0%	41 21.7% 27.0%	111 44.8% 73.0%	42 34.1% 27.6%	51 32.3% 33.6%	59 37.8% 38.8%
Health, Beauty etc	Yes	298 68.2% 100.0%	104 55.0% 34.9%	194 78.2% 65.1%	65 52.8% 21.8%	107 67.7% 35.9%	126 80.8% 42.3%
News / Current Affairs	Yes	384 87.9% 100.0%	169 89.4% 44.0%	215 86.7% 56.0%	90 73.2% 23.4%	142 89.9% 37.0%	152 97.4% 39.6%

[Note: Total Counts less than 30 are not data representatives]



**Table 4.2: Preferences for Ten Radio Programme Sectors - By Educational Level [Base = All Radio Listeners]**

Do you listen to Radio		Highest Education Level					
		Total	Primary	Secondary	Post-Secondary	Tertiary	Never attended school
		Count	Count	Count	Count	Count	Count
		Col % Row %	Col % Row %	Col % Row %	Col % Row %	Col % Row %	Col % Row %
Musical Programmes	Yes	375	109	168	53	32	11
		85.8%	79.6%	90.8%	94.6%	84.2%	61.1%
		100.0%	29.1%	44.8%	14.1%	8.5%	2.9%
Discussions	Yes	231	84	93	28	13	10
		52.9%	61.3%	50.3%	50.0%	34.2%	55.6%
		100.0%	36.4%	40.3%	12.1%	5.6%	4.3%
Sports	Yes	172	50	66	28	20	7
		39.4%	36.5%	35.7%	50.0%	52.6%	38.9%
		100.0%	29.1%	38.4%	16.3%	11.6%	4.1%
Businesses	Yes	83	34	26	9	10	4
		19.0%	24.8%	14.1%	16.1%	26.3%	22.2%
		100.0%	41.0%	31.3%	10.8%	12.0%	4.8%
Cultural	Yes	221	79	86	33	16	6
		50.6%	57.7%	46.5%	58.9%	42.1%	33.3%
		100.0%	35.7%	38.9%	14.9%	7.2%	2.7%
Religious	Yes	258	101	102	21	15	16
		59.0%	73.7%	55.1%	37.5%	39.5%	88.9%
		100.0%	39.1%	39.5%	8.1%	5.8%	6.2%
Novels / Drama	Yes	187	86	72	10	4	12
		42.8%	62.8%	38.9%	17.9%	10.5%	66.7%
		100.0%	46.0%	38.5%	5.3%	2.1%	6.4%
Children Programmes	Yes	152	70	58	13	4	6
		34.8%	51.1%	31.4%	23.2%	10.5%	33.3%
		100.0%	46.1%	38.2%	8.6%	2.6%	3.9%
Health, Beauty etc	Yes	298	107	125	38	14	12
		68.2%	78.1%	67.6%	67.9%	36.8%	66.7%
		100.0%	35.9%	41.9%	12.8%	4.7%	4.0%
News / Current Affairs	Yes	384	122	160	49	33	17
		87.9%	89.1%	86.5%	87.5%	86.8%	94.4%
		100.0%	31.8%	41.7%	12.8%	8.6%	4.4%

[Note: Total Counts less than 30 are not data representatives]



**Table 4.3: Preferences for Ten Radio Programme Sectors - By Economical Status**

**[Base = All Radio Listeners]**

Do you listen to Radio		Economic Status						
		Total	House person	Student	Employed	Self-Employed	Un-employed	Pensioner
		Count Col % Row %	Count Col % Row %	Count Col % Row %	Count Col % Row %	Count Col % Row %	Count Col % Row %	Count Col % Row %
Musical Programmes	Yes	375	115	46	154	16	15	27
		85.8%	76.2%	95.8%	92.8%	84.2%	100.0%	75.0%
		100.0%	30.7%	12.3%	41.1%	4.3%	4.0%	7.2%
Discussions	Yes	231	103	5	78	15	5	24
		52.9%	68.2%	10.4%	47.0%	78.9%	33.3%	66.7%
		100.0%	44.6%	2.2%	33.8%	6.5%	2.2%	10.4%
Sports	Yes	172	29	17	82	13	9	21
		39.4%	19.2%	35.4%	49.4%	68.4%	60.0%	58.3%
		100.0%	16.9%	9.9%	47.7%	7.6%	5.2%	12.2%
Businesses	Yes	83	26	5	28	10	2	11
		19.0%	17.2%	10.4%	16.9%	52.6%	13.3%	30.6%
		100.0%	31.3%	6.0%	33.7%	12.0%	2.4%	13.3%
Cultural	Yes	221	85	18	75	12	8	21
		50.6%	56.3%	37.5%	45.2%	63.2%	53.3%	58.3%
		100.0%	38.5%	8.1%	33.9%	5.4%	3.6%	9.5%
Religious	Yes	258	126	10	73	10	9	29
		59.0%	83.4%	20.8%	44.0%	52.6%	60.0%	80.6%
		100.0%	48.8%	3.9%	28.3%	3.9%	3.5%	11.2%
Novels / Drama	Yes	187	92	18	48	7	10	12
		42.8%	60.9%	37.5%	28.9%	36.8%	66.7%	33.3%
		100.0%	49.2%	9.6%	25.7%	3.7%	5.3%	6.4%
Children Programmes	Yes	152	76	21	39	5	5	6
		34.8%	50.3%	43.8%	23.5%	26.3%	33.3%	16.7%
		100.0%	50.0%	13.8%	25.7%	3.3%	3.3%	3.9%
Health, Beauty etc	Yes	298	128	27	94	14	10	24
		68.2%	84.8%	56.3%	56.6%	73.7%	66.7%	66.7%
		100.0%	43.0%	9.1%	31.5%	4.7%	3.4%	8.1%
News / Current Affairs	Yes	384	138	31	147	18	14	35
		87.9%	91.4%	64.6%	88.6%	94.7%	93.3%	97.2%
		100.0%	35.9%	8.1%	38.3%	4.7%	3.6%	9.1%

[Note: Total Counts less than 30 are not data representatives]



**Table 4.4: Preferences for Ten Radio Programme Sectors - By District [Base = All Radio Listeners]**

Do you listen to Radio		District						
		Total	Southern harbour	Northern harbour	South Eastern	Western	Northern	Gozo & Comino
		Count Col % Row %	Count Col % Row %	Count Col % Row %	Count Col % Row %	Count Col % Row %	Count Col % Row %	Count Col % Row %
Musical Programmes	Yes	375	97	103	61	59	34	21
		85.8%	83.6%	85.8%	82.4%	92.2%	91.9%	80.8%
		100.0%	25.9%	27.5%	16.3%	15.7%	9.1%	5.6%
Discussions	Yes	231	56	68	38	32	19	18
		52.9%	48.3%	56.7%	51.4%	50.0%	51.4%	69.2%
		100.0%	24.2%	29.4%	16.5%	13.9%	8.2%	7.8%
Sports	Yes	172	40	49	30	22	18	13
		39.4%	34.5%	40.8%	40.5%	34.4%	48.6%	50.0%
		100.0%	23.3%	28.5%	17.4%	12.8%	10.5%	7.6%
Businesses	Yes	83	21	25	12	10	12	3
		19.0%	18.1%	20.8%	16.2%	15.6%	32.4%	11.5%
		100.0%	25.3%	30.1%	14.5%	12.0%	14.5%	3.6%
Cultural	Yes	221	62	65	31	28	20	15
		50.6%	53.4%	54.2%	41.9%	43.8%	54.1%	57.7%
		100.0%	28.1%	29.4%	14.0%	12.7%	9.0%	6.8%
Religious	Yes	258	77	66	39	40	16	20
		59.0%	66.4%	55.0%	52.7%	62.5%	43.2%	76.9%
		100.0%	29.8%	25.6%	15.1%	15.5%	6.2%	7.8%
Novels / Drama	Yes	187	58	40	30	31	11	17
		42.8%	50.0%	33.3%	40.5%	48.4%	29.7%	65.4%
		100.0%	31.0%	21.4%	16.0%	16.6%	5.9%	9.1%
Children Programmes	Yes	152	47	40	18	25	11	11
		34.8%	40.5%	33.3%	24.3%	39.1%	29.7%	42.3%
		100.0%	30.9%	26.3%	11.8%	16.4%	7.2%	7.2%
Health, Beauty etc	Yes	298	83	81	43	42	26	23
		68.2%	71.6%	67.5%	58.1%	65.6%	70.3%	88.5%
		100.0%	27.9%	27.2%	14.4%	14.1%	8.7%	7.7%
News / Current Affairs	Yes	384	104	106	64	54	32	24
		87.9%	89.7%	88.3%	86.5%	84.4%	86.5%	92.3%
		100.0%	27.1%	27.6%	16.7%	14.1%	8.3%	6.3%

[Note: Total Counts less than 30 are not data representatives]



**Table 5.1: Radio Listening By Number of Hours [Base = All]**

How many hours	Total	Radio Yesterday		
		Not applicable	Yes	No
	Count Col %	Count Col %	Count Col %	Count Col %
Not applicable	303 54.9%	110 100.0%	0 .0%	193 100.0%
1 hour or less	128 23.2%	0 .0%	128 51.4%	0 .0%
1 hour but less than 2	49 8.9%	0 .0%	49 19.7%	0 .0%
2 hours but less than 3	26 4.7%	0 .0%	26 10.4%	0 .0%
Four hours or more	44 8.0%	0 .0%	44 17.7%	0 .0%
No response	2 .4%	0 .0%	2 .8%	0 .0%
Total	552 100.0%	110 100.0%	249 100.0%	193 100.0%

[Note: Total Counts less than 30 are not data representatives]

**Table 5.2: Radio Listening By Number of Hours - By Gender and By Age Group [Base = All Radio Listeners]**

How many hours	Total	Gender		Age Group		
		Male	Female	12-29	30-49	50+
	Count Col %	Count Col %	Count Col %	Count Col %	Count Col %	Count Col %
1 hour or less	128 51.4%	61 57.0%	67 47.2%	36 56.3%	46 51.1%	46 48.4%
1 hour but less than 2	49 19.7%	19 17.8%	30 21.1%	9 14.1%	20 22.2%	20 21.1%
2 hours but less than 3	26 10.4%	7 6.5%	19 13.4%	7 10.9%	11 12.2%	8 8.4%
Four hours or more	44 17.7%	18 16.8%	26 18.3%	11 17.2%	13 14.4%	20 21.1%
No response	2 .8%	2 1.9%	0 .0%	1 1.6%	0 .0%	1 1.1%
Total	249 100.0%	107 100.0%	142 100.0%	64 100.0%	90 100.0%	95 100.0%

[Note: Total Counts less than 30 are not data representatives]

**Table 5.3: Radio Listening By Number of Hours - By Educational Level [Base = All Radio Listeners]**

How many hours	Total	Highest Education Level					
		Primary	Secondary	Post-Secondary	Tertiary	Never Attended school	Refusal
	Count Col %	Count Col %	Count Col %	Count Col %	Count Col %	Count Col %	Count Col %
1 hour or less	128 51.4%	29 40.8%	48 48.5%	26 68.4%	18 66.7%	5 45.5%	2 66.7%
1 hour but less than 2	49 19.7%	15 21.1%	19 19.2%	6 15.8%	5 18.5%	3 27.3%	1 33.3%
2 hours but less than 3	26 10.4%	10 14.1%	13 13.1%	2 5.3%	1 3.7%	0 .0%	0 .0%
Four hours or more	44 17.7%	16 22.5%	18 18.2%	4 10.5%	3 11.1%	3 27.3%	0 .0%
No response	2 .8%	1 1.4%	1 1.0%	0 .0%	0 .0%	0 .0%	0 .0%
Total	249 100.0%	71 100.0%	99 100.0%	38 100.0%	27 100.0%	11 100.0%	3 100.0%

[Note: Total Counts less than 30 are not data representatives]



**Table 5.4: Radio Listening By Number of Hours - By Economical Status [Base = All Radio Listeners]**

How many hours	Total	Economic Status						Unable to work due to sickness/disability
		Housewife	Student	Employed	Self-Employed	Unemployed	Pensioner	
		Count Col %	Count Col %	Count Col %	Count Col %	Count Col %	Count Col %	
1 hour or less	128 51.4%	38 46.9%	12 50.0%	54 56.3%	7 50.0%	6 66.7%	11 45.8%	0 .0%
1 hour but less than 2	49 19.7%	20 24.7%	6 25.0%	14 14.6%	1 7.1%	1 11.1%	6 25.0%	1 100.0%
2 hours but less than 3	26 10.4%	8 9.9%	4 16.7%	8 8.3%	3 21.4%	1 11.1%	2 8.3%	0 .0%
Four hours or more	44 17.7%	15 18.5%	1 4.2%	20 20.8%	3 21.4%	1 11.1%	4 16.7%	0 .0%
No response	2 .8%	0 .0%	1 4.2%	0 .0%	0 .0%	0 .0%	1 4.2%	0 .0%
Total	249 100.0%	81 100.0%	24 100.0%	96 100.0%	14 100.0%	9 100.0%	24 100.0%	1 100.0%

[Note: Total Counts less than 30 are not data representatives]

**Table 5.5: Radio Listening By Number of Hours - By District [Base = All Radio Listeners]**

How many hours	Total	District					
		Southern harbour	Northern harbour	South Eastern	Western	Northern	Gozo & Comino
		Count Col %	Count Col %	Count Col %	Count Col %	Count Col %	Count Col %
1 hour or less	128 51.4%	34 50.7%	37 51.4%	19 47.5%	22 62.9%	10 45.5%	6 46.2%
1 hour but less than 2	49 19.7%	8 11.9%	15 20.8%	10 25.0%	4 11.4%	9 40.9%	3 23.1%
2 hours but less than 3	26 10.4%	5 7.5%	12 16.7%	5 12.5%	2 5.7%	1 4.5%	1 7.7%
Four hours or more	44 17.7%	20 29.9%	8 11.1%	6 15.0%	5 14.3%	2 9.1%	3 23.1%
No response	2 .8%	0 .0%	0 .0%	0 .0%	2 5.7%	0 .0%	0 .0%
Total	249 100.0%	67 100.0%	72 100.0%	40 100.0%	35 100.0%	22 100.0%	13 100.0%

[Note: Total Counts less than 30 are not data representatives]





**Table 6.1: Radio Listening By Time Bracket**

Radio Yesterday	Total		Gender	
	N	%	Male	Female
> 6:00	21	4.8	10	11
6:00 - 9:00	84	19.0	35	49
9:00 - 12:00	125	28.3	50	75
12:00 - 17:00	101	22.9	44	57
17:00 -20:00	71	16.1	35	36
20:00 - 24:00	39	8.8	15	24
	441	100.0		

**Table 6.2: Radio Listening by Time Bracket – By Weekday**

	Total	Sun Count	Mon Count	Tue Count	Wed Count	Thu Count	Fri Count	Sat Count
> 6:00	21	1	4	4	5	3	2	2
6:00 - 9:00	84	3	15	12	14	13	16	11
9:00 - 12:00	125	13	18	22	20	19	14	19
12:00 - 17:00	101	11	12	15	17	19	18	9
17:00 -20:00	71	8	9	11	14	14	7	8
20:00 - 24:00	39	5	6	5	10	5	6	2
	441	41	64	69	80	73	63	51

	Total	Sun %	Mon %	Tue %	Wed %	Thu %	Fri %	Sat %
> 6:00	4.8	2.4	6.3	5.8	6.3	4.1	3.2	3.9
6:00 - 9:00	19.0	7.3	23.4	17.4	17.5	17.8	25.4	21.6
9:00 - 12:00	28.3	31.7	28.1	31.9	25.0	26.0	22.2	37.3
12:00 - 17:00	22.9	26.8	18.8	21.7	21.3	26.0	28.6	17.6
17:00 -20:00	16.1	19.5	14.1	15.9	17.5	19.2	11.1	15.7
20:00 - 24:00	8.8	12.2	9.4	7.2	12.5	6.8	9.5	3.9
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0



**Table 7.1: Radio Listening by Station [counts of at least “10 minutes”]**

Radio Yesterday	Total Count	Gender		Total %	Gender	
		Male Count	Female Count		Male %	Female %
Radju Malta	39	13	26	13.0	9.6	15.8
Radju 1066	6	1	5	2.0	0.7	3.0
Super One Radio	49	27	22	16.3	19.9	13.3
Radio 101	33	18	15	11.0	13.2	9.1
Bay Radio	39	15	24	13.0	11.0	14.5
RTK	30	14	16	10.0	10.3	9.7
Smash Radio	27	9	18	9.0	6.6	10.9
Radio Marija	20	7	13	6.6	5.1	7.9
Campus FM	3	2	1	1.0	1.5	0.6
Capital Radio	25	16	9	8.3	11.8	5.5
X FM	9	5	4	3.0	3.7	2.4
A3 FM	2	2	0	0.7	1.5	0.0
Radju Komunita'	19	7	12	6.3	5.1	7.3

[Note: Total Counts less than 30 are not data representatives]

**Table 7.2: Radio Listening by Station by Weekday [counts of at least “10 minutes”]**

Radio Yesterday	Total Count	Sun Count	Mon Count	Tue Count	Wed Count	Thu Count	Fri Count	Sat Count
Radju Malta	39	6	4	3	4	7	7	8
Radju 10.66 [Parlament]	6	1	0	1	2	1	1	0
Super 1 Radio	49	4	8	9	7	11	4	6
Radio 101	33	4	3	5	6	3	9	3
Bay Radio	39	8	6	5	4	7	3	6
RTK	30	1	4	5	6	5	7	2
Smash Radio	27	4	3	4	7	2	5	2
Radio Marija	20	4	6	1	3	3	3	0
Campus FM	3	1	0	0	0	0	2	0
Capital Radio	25	3	3	5	2	2	5	5
X FM	9	0	2	1	1	1	2	2
A3 FM	2	1	0	0	0	0	1	0
Radju Komunita'	19	2	3	3	5	2	2	2
	301	39	42	42	47	44	51	36

	Total %	Sun %	Mon %	Tue %	Wed &	Thu %	Fri %	Sat %
Radju Malta	12.96	15.38	9.52	7.14	8.51	15.91	13.73	22.22
Radju 10.66 [Parlament]	1.99	2.56	0.00	2.38	4.26	2.27	1.96	0.00
Super 1 Radio	16.28	10.26	19.05	21.43	14.89	25.00	7.84	16.67
Radio 101	10.96	10.26	7.14	11.90	12.77	6.82	17.65	8.33
Bay Radio	12.96	20.51	14.29	11.90	8.51	15.91	5.88	16.67
RTK	9.97	2.56	9.52	11.90	12.77	11.36	13.73	5.56
Smash Radio	8.97	10.26	7.14	9.52	14.89	4.55	9.80	5.56
Radio Marija	6.64	10.26	14.29	2.38	6.38	6.82	5.88	0.00
Campus FM	1.00	2.56	0.00	0.00	0.00	0.00	3.92	0.00
Capital Radio	8.31	7.69	7.14	11.90	4.26	4.55	9.80	13.89
X FM	2.99	0.00	4.76	2.38	2.13	2.27	3.92	5.56
A3 FM	0.66	2.56	0.00	0.00	0.00	0.00	1.96	0.00
Radju Komunita'	6.31	5.13	7.14	7.14	10.64	4.55	3.92	5.56
	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00

[Note: Total Counts less than 30 are not data representatives]



**Table 7.3: Radio Listening by Station by Month [counts of at least “10 minutes]**

Radio Yesterday	Total Count	Month			
		Jun Count	Jul Count	Aug Count	Sep Count
Radju Malta	39	11	11	7	10
Radju 10.66 [Parlament]	6	0	2	1	3
Super 1 Radio	49	14	13	13	9
Radio 101	33	9	12	4	8
Bay Radio	39	9	4	10	16
RTK	30	12	5	4	9
Smash Radio	27	6	8	6	7
Radio Marija	20	3	5	4	8
Campus Fm	3	0	0	0	3
Capital Radio	25	6	7	5	7
X FM	9	0	2	2	5
A3 FM	2	1	1	0	0
Radju Komunita'	19	7	3	2	7
	301	78	73	58	92

Radio Yesterday	Total %	Jun %	Jul %	Aug %	Sep %
Radju Malta	12.96	14.10	15.07	12.07	10.87
Radju 10.66	1.99	0.00	2.74	1.72	3.26
Super 1 Radio	16.28	17.95	17.81	22.41	9.78
Radio 101	10.96	11.54	16.44	6.90	8.70
Bay Radio	12.96	11.54	5.48	17.24	17.39
RTK	9.97	15.38	6.85	6.90	9.78
Smash Radio	8.97	7.69	10.96	10.34	7.61
Radio Marija	6.64	3.85	6.85	6.90	8.70
Campus Fm	1.00	0.00	0.00	0.00	3.26
Capital Radio	8.31	7.69	9.59	8.62	7.61
X FM	2.99	0.00	2.74	3.45	5.43
A3 FM	0.66	1.28	1.37	0.00	0.00
Radju Komunita'	6.31	8.97	4.11	3.45	7.61
	100.00	100.00	100.00	100.00	100.00

[Note: Total Counts less than 30 are not data representatives]



**Table 8.1: TV Viewing By Gender and By Age Group [Base=All]**

Do you watch TV?	Total	Gender		Age Group		
		Male	Female	12-29	30-49	50+
	Count Col %	Count Col %	Count Col %	Count Col %	Count Col %	Count Col %
Yes Local only	86 15.6%	36 14.6%	50 16.4%	9 5.8%	31 15.8%	46 23.0%
Yes Foreign only	57 10.3%	26 10.5%	31 10.2%	29 18.6%	16 8.2%	12 6.0%
Yes both local and foreign	393 71.2%	176 71.3%	217 71.1%	115 73.7%	146 74.5%	132 66.0%
No	16 2.9%	9 3.6%	7 2.3%	3 1.9%	3 1.5%	10 5.0%
Refusal	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%
Total	552 100.0%	247 100.0%	305 100.0%	156 100.0%	196 100.0%	200 100.0%

[Note: Total Counts less than 30 are not data representatives]

**Table 8.2: TV Viewing By Educational Level [Base=All]**

Do you watch TV?	Total	Highest Education Level					
		Primary	Secondary	Post-Secondary	Tertiary	Never attended school	Refusal
	Count Col %	Count Col %	Count Col %	Count Col %	Count Col %	Count Col %	Count Col %
Yes Local only	86 15.6%	41 23.2%	33 14.4%	3 4.5%	2 4.1%	7 25.0%	0 .0%
Yes Foreign only	57 10.3%	10 5.6%	20 8.7%	16 24.2%	11 22.4%	0 .0%	0 .0%
Yes both local and foreign	393 71.2%	121 68.4%	169 73.8%	47 71.2%	36 73.5%	18 64.3%	2 66.7%
No	16 2.9%	5 2.8%	7 3.1%	0 .0%	0 .0%	3 10.7%	1 33.3%
Refusal	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%
Total	552 100.0%	177 100.0%	229 100.0%	66 100.0%	49 100.0%	28 100.0%	3 100.0%

[Note: Total Counts less than 30 are not data representatives]

**Table 8.3: TV Viewing By Economic Status [Base=All]**

Do you watch TV?	Total	Economic Status						
		House person	Student	Employed	Self-Employed	Unemployed	Pensioner	Unable to work due to sickness/disability
	Count Col %	Count Col %	Count Col %	Count Col %	Count Col %	Count Col %	Count Col %	Count Col %
Yes Local only	86 15.6%	43 22.8%	4 5.8%	15 7.8%	7 30.4%	3 15.8%	12 21.1%	2 66.7%
Yes Foreign only	57 10.3%	9 4.8%	13 18.8%	27 14.1%	1 4.3%	1 5.3%	6 10.5%	0 .0%
Yes both local and foreign	393 71.2%	133 70.4%	51 73.9%	145 75.5%	15 65.2%	13 68.4%	35 61.4%	1 33.3%
No	16 2.9%	4 2.1%	1 1.4%	5 2.6%	0 .0%	2 10.5%	4 7.0%	0 .0%
Refusal	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%
Total	552 100.0%	189 100.0%	69 100.0%	192 100.0%	23 100.0%	19 100.0%	57 100.0%	3 100.0%

[Note: Total Counts less than 30 are not data representatives]



**Table 8.4: TV Viewing By District [Base=All]**

Do you watch TV?	Total	District					
		Southern harbour	Northern harbour	South Eastern	Western	Northern	Gozo & Comino
	Count Col %	Count Col %	Count Col %	Count Col %	Count Col %	Count Col %	Count Col %
Yes Local only	86 15.6%	27 18.2%	23 15.0%	16 16.5%	8 10.8%	4 9.1%	8 22.2%
Yes Foreign only	57 10.3%	12 8.1%	20 13.1%	11 11.3%	5 6.8%	6 13.6%	3 8.3%
Yes both local and foreign	393 71.2%	107 72.3%	108 70.6%	62 63.9%	60 81.1%	33 75.0%	23 63.9%
No	16 2.9%	2 1.4%	2 1.3%	8 8.2%	1 1.4%	1 2.3%	2 5.6%
Refusal	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%
Total	552 100.0%	148 100.0%	153 100.0%	97 100.0%	74 100.0%	44 100.0%	36 100.0%

[Note: Total Counts less than 30 are not data representatives]



**Table 9.1: Favourite TV Station - By Gender and By Age Group [Base=All TV Viewers]**

Favourite TV station	Total	Gender		Age Group		
		Male	Female	12-29	30-49	50+
	Count Col %	Count Col %	Count Col %	Count Col %	Count Col %	Count Col %
Missing	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%
TVM	87 16.2%	40 16.8%	47 15.8%	9 5.9%	42 21.8%	36 18.9%
Super 1	77 14.4%	31 13.0%	46 15.4%	11 7.2%	28 14.5%	38 20.0%
Net	27 5.0%	9 3.8%	18 6.0%	9 5.9%	8 4.1%	10 5.3%
Smash	1 .2%	0 .0%	1 .3%	0 .0%	1 .5%	0 .0%
Rai 1	20 3.7%	9 3.8%	11 3.7%	2 1.3%	7 3.6%	11 5.8%
Rai 2	4 .7%	3 1.3%	1 .3%	2 1.3%	0 .0%	2 1.1%
Rai 3	1 .2%	1 .4%	0 .0%	0 .0%	0 .0%	1 .5%
Rete 4	5 .9%	2 .8%	3 1.0%	1 .7%	2 1.0%	2 1.1%
Canale 5	51 9.5%	12 5.0%	39 13.1%	17 11.1%	22 11.4%	12 6.3%
Italia 1	71 13.2%	42 17.6%	29 9.7%	55 35.9%	15 7.8%	1 .5%
Other Italian Station	1 .2%	0 .0%	1 .3%	0 .0%	0 .0%	1 .5%
Discovery Channel	11 2.1%	8 3.4%	3 1.0%	1 .7%	9 4.7%	1 .5%
MTV	10 1.9%	6 2.5%	4 1.3%	8 5.2%	1 .5%	1 .5%
BBC Prime	14 2.6%	1 .4%	13 4.4%	2 1.3%	5 2.6%	7 3.7%
BBC World	1 .2%	1 .4%	0 .0%	0 .0%	1 .5%	0 .0%
Other Station	35 6.5%	21 8.8%	14 4.7%	10 6.5%	12 6.2%	13 6.8%
No favourite station	120 22.4%	52 21.8%	68 22.8%	26 17.0%	40 20.7%	54 28.4%
Refusal	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%
Total	536 100.0%	238 100.0%	298 100.0%	153 100.0%	193 100.0%	190 100.0%

[Note: Total Counts less than 30 are not data representatives]



**Table 9.2: Favourite TV Station - By Educational Level [Base=All TV Viewers]**

Favourite TV station	Highest Education Level						
	Total	Primary	Secondary	Post-Secondary	Tertiary	Never attended school	Refusal
	Count Col %	Count Col %	Count Col %	Count Col %	Count Col %	Count Col %	Count Col %
Missing	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%
TVM	87 16.2%	32 18.6%	36 16.2%	7 10.6%	5 10.2%	6 24.0%	1 50.0%
Super 1	77 14.4%	37 21.5%	30 13.5%	4 6.1%	1 2.0%	4 16.0%	1 50.0%
Net	27 5.0%	10 5.8%	12 5.4%	3 4.5%	1 2.0%	1 4.0%	0 .0%
Smash	1 .2%	0 .0%	1 .5%	0 .0%	0 .0%	0 .0%	0 .0%
Rai 1	20 3.7%	4 2.3%	7 3.2%	2 3.0%	6 12.2%	1 4.0%	0 .0%
Rai 2	4 .7%	2 1.2%	1 .5%	1 1.5%	0 .0%	0 .0%	0 .0%
Rai 3	1 .2%	0 .0%	0 .0%	0 .0%	1 2.0%	0 .0%	0 .0%
Rete 4	5 .9%	0 .0%	4 1.8%	0 .0%	0 .0%	1 4.0%	0 .0%
Canale 5	51 9.5%	17 9.9%	17 7.7%	8 12.1%	8 16.3%	1 4.0%	0 .0%
Italia 1	71 13.2%	24 14.0%	30 13.5%	15 22.7%	2 4.1%	0 .0%	0 .0%
Other Italian Station	1 .2%	0 .0%	0 .0%	0 .0%	1 2.0%	0 .0%	0 .0%
Discovery Channel	11 2.1%	0 .0%	3 1.4%	5 7.6%	3 6.1%	0 .0%	0 .0%
MTV	10 1.9%	4 2.3%	5 2.3%	1 1.5%	0 .0%	0 .0%	0 .0%
BBC Prime	14 2.6%	2 1.2%	8 3.6%	0 .0%	3 6.1%	1 4.0%	0 .0%
BBC World	1 .2%	0 .0%	0 .0%	1 1.5%	0 .0%	0 .0%	0 .0%
Other Station	35 6.5%	7 4.1%	16 7.2%	5 7.6%	6 12.2%	1 4.0%	0 .0%
No favourite station	120 22.4%	33 19.2%	52 23.4%	14 21.2%	12 24.5%	9 36.0%	0 .0%
Refusal	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%
Total	536 100.0%	172 100.0%	222 100.0%	66 100.0%	49 100.0%	25 100.0%	2 100.0%

[Note: Total Counts less than 30 are not data representatives]



**Table 9.3: Favourite TV Station - By Economic Status [Base=All TV Viewers]**

Favourite TV station	Economic Status							
	Total	House person	Student	Employed	Self-Employed	Un-employed	Pensioner	Unable to work due to sickness/disability
	Count Col %	Count Col %	Count Col %	Count Col %	Count Col %	Count Col %	Count Col %	Count Col %
Missing	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%
TVM	87 16.2%	33 17.8%	3 4.4%	28 15.0%	9 39.1%	6 35.3%	8 15.1%	0 .0%
Super 1	77 14.4%	35 18.9%	4 5.9%	23 12.3%	2 8.7%	2 11.8%	11 20.8%	0 .0%
Net	27 5.0%	17 9.2%	4 5.9%	6 3.2%	0 .0%	0 .0%	0 .0%	0 .0%
Smash	1 .2%	1 .5%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%
Rai 1	20 3.7%	5 2.7%	1 1.5%	10 5.3%	2 8.7%	0 .0%	2 3.8%	0 .0%
Rai 2	4 .7%	1 .5%	1 1.5%	1 .5%	0 .0%	1 5.9%	0 .0%	0 .0%
Rai 3	1 .2%	0 .0%	0 .0%	1 .5%	0 .0%	0 .0%	0 .0%	0 .0%
Rete 4	5 .9%	2 1.1%	0 .0%	2 1.1%	0 .0%	0 .0%	1 1.9%	0 .0%
Canale 5	51 9.5%	21 11.4%	7 10.3%	19 10.2%	1 4.3%	0 .0%	3 5.7%	0 .0%
Italia 1	71 13.2%	5 2.7%	32 47.1%	30 16.0%	0 .0%	2 11.8%	1 1.9%	1 33.3%
Other Italian Station	1 .2%	1 .5%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%
Discovery Channel	11 2.1%	1 .5%	0 .0%	7 3.7%	2 8.7%	0 .0%	1 1.9%	0 .0%
MTV	10 1.9%	0 .0%	4 5.9%	5 2.7%	0 .0%	0 .0%	1 1.9%	0 .0%
BBC Prime	14 2.6%	6 3.2%	0 .0%	5 2.7%	0 .0%	0 .0%	3 5.7%	0 .0%
BBC World	1 .2%	0 .0%	0 .0%	0 .0%	1 4.3%	0 .0%	0 .0%	0 .0%
Other Station	35 6.5%	6 3.2%	7 10.3%	11 5.9%	3 13.0%	2 11.8%	6 11.3%	0 .0%
No favourite station	120 22.4%	51 27.6%	5 7.4%	39 20.9%	3 13.0%	4 23.5%	16 30.2%	2 66.7%
Refusal	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%
Total	536 100.0%	185 100.0%	68 100.0%	187 100.0%	23 100.0%	17 100.0%	53 100.0%	3 100.0%

[Note: Total Counts less than 30 are not data representatives]





**Table 9.4: Favourite TV Station - By District [Base=All TV Viewers]**

Favourite TV station	Total	District					
		Southern harbour	Northern harbour	South Eastern	Western	Northern	Gozo & Comino
	Count Col %	Count Col %	Count Col %	Count Col %	Count Col %	Count Col %	Count Col %
Missing	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%
TVM	87 16.2%	21 14.4%	24 15.9%	14 15.7%	13 17.8%	10 23.3%	5 14.7%
Super 1	77 14.4%	26 17.8%	13 8.6%	18 20.2%	11 15.1%	5 11.6%	4 11.8%
Net	27 5.0%	5 3.4%	8 5.3%	2 2.2%	5 6.8%	4 9.3%	3 8.8%
Smash	1 .2%	0 .0%	1 .7%	0 .0%	0 .0%	0 .0%	0 .0%
Rai 1	20 3.7%	4 2.7%	9 6.0%	4 4.5%	2 2.7%	0 .0%	1 2.9%
Rai 2	4 .7%	2 1.4%	0 .0%	1 1.1%	1 1.4%	0 .0%	0 .0%
Rai 3	1 .2%	0 .0%	0 .0%	0 .0%	0 .0%	1 2.3%	0 .0%
Rete 4	5 .9%	2 1.4%	2 1.3%	0 .0%	0 .0%	0 .0%	1 2.9%
Canale 5	51 9.5%	14 9.6%	15 9.9%	11 12.4%	5 6.8%	1 2.3%	5 14.7%
Italia 1	71 13.2%	21 14.4%	21 13.9%	9 10.1%	12 16.4%	3 7.0%	5 14.7%
Other Italian Station	1 .2%	1 .7%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%
Discovery Channel	11 2.1%	4 2.7%	2 1.3%	1 1.1%	0 .0%	4 9.3%	0 .0%
MTV	10 1.9%	1 .7%	6 4.0%	0 .0%	2 2.7%	1 2.3%	0 .0%
BBC Prime	14 2.6%	4 2.7%	5 3.3%	1 1.1%	3 4.1%	1 2.3%	0 .0%
BBC World	1 .2%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	1 2.9%
Other Station	35 6.5%	5 3.4%	12 7.9%	8 9.0%	4 5.5%	5 11.6%	1 2.9%
No favourite station	120 22.4%	36 24.7%	33 21.9%	20 22.5%	15 20.5%	8 18.6%	8 23.5%
Refusal	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%
Total	536 100.0%	146 100.0%	151 100.0%	89 100.0%	73 100.0%	43 100.0%	34 100.0%

[Note: Total Counts less than 30 are not data representatives]



**Table 10.1: Preference for TV Programme Sectors - By Gender [Base = All Radio Listeners]**

Do you watch TV?		Total		Gender			
		Count	Col %	Count	Col %	Count	Col %
Weather	Yes	403	84.1%	176	83.0%	227	85.0%
	No	74	15.4%	35	16.5%	39	14.6%
	Don't Know	2	.4%	1	.5%	1	.4%
Music	Yes	235	49.1%	101	47.6%	134	50.2%
	No	242	50.5%	110	51.9%	132	49.4%
	Don't Know	2	.4%	1	.5%	1	.4%
Films	Yes	266	55.5%	110	51.9%	156	58.4%
	No	211	44.1%	101	47.6%	110	41.2%
	Don't Know	2	.4%	1	.5%	1	.4%
Serials and Soap Operas	Yes	253	52.8%	87	41.0%	166	62.2%
	No	224	46.8%	124	58.5%	100	37.5%
	Don't Know	2	.4%	1	.5%	1	.4%
Documentary	Yes	296	61.8%	144	67.9%	152	56.9%
	No	181	37.8%	67	31.6%	114	42.7%
	Don't Know	2	.4%	1	.5%	1	.4%
Discussions	Yes	334	69.7%	149	70.3%	185	69.3%
	No	143	29.9%	62	29.2%	81	30.3%
	Don't Know	2	.4%	1	.5%	1	.4%
Sports	Yes	218	45.5%	144	67.9%	74	27.7%
	No	259	54.1%	67	31.6%	192	71.9%
	Don't Know	2	.4%	1	.5%	1	.4%
Quizzes	Yes	268	55.9%	95	44.8%	173	64.8%
	No	209	43.6%	116	54.7%	93	34.8%
	Don't Know	2	.4%	1	.5%	1	.4%
Plays / drama	Yes	364	76.0%	137	64.6%	227	85.0%
	No	113	23.6%	74	34.9%	39	14.6%
	Don't Know	2	.4%	1	.5%	1	.4%
Arts / Culture	Yes	240	50.1%	113	53.3%	127	47.6%
	No	237	49.5%	98	46.2%	139	52.1%
	Don't Know	2	.4%	1	.5%	1	.4%
House Programmes	Yes	278	58.0%	82	38.7%	196	73.4%
	No	199	41.5%	129	60.8%	70	26.2%
	Don't Know	2	.4%	1	.5%	1	.4%
Investment / Businesses	Yes	107	22.3%	49	23.1%	58	21.7%
	No	370	77.2%	162	76.4%	208	77.9%
	Don't Know	2	.4%	1	.5%	1	.4%
Children Programmes	Yes	205	42.8%	69	32.5%	136	50.9%
	No	272	56.8%	142	67.0%	130	48.7%
	Don't Know	2	.4%	1	.5%	1	.4%
News and Current Affairs	Yes	436	91.0%	196	92.5%	240	89.9%
	No	41	8.6%	15	7.1%	26	9.7%
	Don't Know	2	.4%	1	.5%	1	.4%

[Note: Total Counts less than 30 are not data representatives]



**Table 10.2: Preference for TV Programme Sectors - By Age Group [Base = All Radio Listeners]**

Do you watch TV?		Total		Age Group					
				12-29		30-49		50+	
		Count	Col %	Count	Col %	Count	Col %	Count	Col %
Weather	Yes	403	84.1%	92	74.2%	148	83.6%	163	91.6%
	No	74	15.4%	32	25.8%	28	15.8%	14	7.9%
	Don't Know	2	.4%	0	.0%	1	.6%	1	.6%
Music	Yes	235	49.1%	77	62.1%	80	45.2%	78	43.8%
	No	242	50.5%	47	37.9%	96	54.2%	99	55.6%
	Don't Know	2	.4%	0	.0%	1	.6%	1	.6%
Films	Yes	266	55.5%	83	66.9%	95	53.7%	88	49.4%
	No	211	44.1%	41	33.1%	81	45.8%	89	50.0%
	Don't Know	2	.4%	0	.0%	1	.6%	1	.6%
Serials and Soap Operas	Yes	253	52.8%	73	58.9%	89	50.3%	91	51.1%
	No	224	46.8%	51	41.1%	87	49.2%	86	48.3%
	Don't Know	2	.4%	0	.0%	1	.6%	1	.6%
Documentary	Yes	296	61.8%	58	46.8%	114	64.4%	124	69.7%
	No	181	37.8%	66	53.2%	62	35.0%	53	29.8%
	Don't Know	2	.4%	0	.0%	1	.6%	1	.6%
Discussions	Yes	334	69.7%	64	51.6%	131	74.0%	139	78.1%
	No	143	29.9%	60	48.4%	45	25.4%	38	21.3%
	Don't Know	2	.4%	0	.0%	1	.6%	1	.6%
Sports	Yes	218	45.5%	69	55.6%	70	39.5%	79	44.4%
	No	259	54.1%	55	44.4%	106	59.9%	98	55.1%
	Don't Know	2	.4%	0	.0%	1	.6%	1	.6%
Quizzes	Yes	268	55.9%	67	54.0%	98	55.4%	103	57.9%
	No	209	43.6%	57	46.0%	78	44.1%	74	41.6%
	Don't Know	2	.4%	0	.0%	1	.6%	1	.6%
Plays / drama	Yes	364	76.0%	95	76.6%	132	74.6%	137	77.0%
	No	113	23.6%	29	23.4%	44	24.9%	40	22.5%
	Don't Know	2	.4%	0	.0%	1	.6%	1	.6%
Arts / Culture	Yes	240	50.1%	49	39.5%	85	48.0%	106	59.6%
	No	237	49.5%	75	60.5%	91	51.4%	71	39.9%
	Don't Know	2	.4%	0	.0%	1	.6%	1	.6%
House Programmes	Yes	278	58.0%	49	39.5%	107	60.5%	122	68.5%
	No	199	41.5%	75	60.5%	69	39.0%	55	30.9%
	Don't Know	2	.4%	0	.0%	1	.6%	1	.6%
Investment / Businesses	Yes	107	22.3%	19	15.3%	37	20.9%	51	28.7%
	No	370	77.2%	105	84.7%	139	78.5%	126	70.8%
	Don't Know	2	.4%	0	.0%	1	.6%	1	.6%
Children Programmes	Yes	205	42.8%	56	45.2%	82	46.3%	67	37.6%
	No	272	56.8%	68	54.8%	94	53.1%	110	61.8%
	Don't Know	2	.4%	0	.0%	1	.6%	1	.6%
News and Current Affairs	Yes	436	91.0%	104	83.9%	161	91.0%	171	96.1%
	No	41	8.6%	20	16.1%	15	8.5%	6	3.4%
	Don't Know	2	.4%	0	.0%	1	.6%	1	.6%

[Note: Total Counts less than 30 are not data representatives]



**Table 10.3: Preference for TV Programme Sectors - By Educational Level [Base = All Radio Listeners]**

Do you watch TV?		Highest Education Level													
		Total		Primary		Secondary		Post-Secondary		Tertiary		Never attended school		Refusal	
		Count	Col %	Count	Col %	Count	Col %	Count	Col %	Count	Col %	Count	Col %	Count	Col %
Weather	Yes	403	84.1%	137	84.6%	171	84.7%	40	80.0%	32	84.2%	21	84.0%	2	100.0%
	No	74	15.4%	25	15.4%	31	15.3%	9	18.0%	6	15.8%	3	12.0%	0	.0%
	Don't Know	2	.4%	0	.0%	0	.0%	1	2.0%	0	.0%	1	4.0%	0	.0%
Music	Yes	235	49.1%	91	56.2%	99	49.0%	21	42.0%	14	36.8%	10	40.0%	0	.0%
	No	242	50.5%	71	43.8%	103	51.0%	28	56.0%	24	63.2%	14	56.0%	2	100.0%
	Don't Know	2	.4%	0	.0%	0	.0%	1	2.0%	0	.0%	1	4.0%	0	.0%
Films	Yes	266	55.5%	100	61.7%	118	58.4%	22	44.0%	15	39.5%	11	44.0%	0	.0%
	No	211	44.1%	62	38.3%	84	41.6%	27	54.0%	23	60.5%	13	52.0%	2	100.0%
	Don't Know	2	.4%	0	.0%	0	.0%	1	2.0%	0	.0%	1	4.0%	0	.0%
Serials and Soap Operas	Yes	253	52.8%	100	61.7%	112	55.4%	19	38.0%	6	15.8%	15	60.0%	1	50.0%
	No	224	46.8%	62	38.3%	90	44.6%	30	60.0%	32	84.2%	9	36.0%	1	50.0%
	Don't Know	2	.4%	0	.0%	0	.0%	1	2.0%	0	.0%	1	4.0%	0	.0%
Documentary	Yes	296	61.8%	95	58.6%	121	59.9%	36	72.0%	28	73.7%	15	60.0%	1	50.0%
	No	181	37.8%	67	41.4%	81	40.1%	13	26.0%	10	26.3%	9	36.0%	1	50.0%
	Don't Know	2	.4%	0	.0%	0	.0%	1	2.0%	0	.0%	1	4.0%	0	.0%
Discussions	Yes	334	69.7%	111	68.5%	139	68.8%	35	70.0%	28	73.7%	20	80.0%	1	50.0%
	No	143	29.9%	51	31.5%	63	31.2%	14	28.0%	10	26.3%	4	16.0%	1	50.0%
	Don't Know	2	.4%	0	.0%	0	.0%	1	2.0%	0	.0%	1	4.0%	0	.0%
Sports	Yes	218	45.5%	66	40.7%	91	45.0%	28	56.0%	21	55.3%	11	44.0%	1	50.0%
	No	259	54.1%	96	59.3%	111	55.0%	21	42.0%	17	44.7%	13	52.0%	1	50.0%
	Don't Know	2	.4%	0	.0%	0	.0%	1	2.0%	0	.0%	1	4.0%	0	.0%
Quizzes	Yes	268	55.9%	104	64.2%	110	54.5%	25	50.0%	15	39.5%	14	56.0%	0	.0%
	No	209	43.6%	58	35.8%	92	45.5%	24	48.0%	23	60.5%	10	40.0%	2	100.0%
	Don't Know	2	.4%	0	.0%	0	.0%	1	2.0%	0	.0%	1	4.0%	0	.0%
Plays / drama	Yes	364	76.0%	139	85.8%	156	77.2%	32	64.0%	20	52.6%	16	64.0%	1	50.0%
	No	113	23.6%	23	14.2%	46	22.8%	17	34.0%	18	47.4%	8	32.0%	1	50.0%
	Don't Know	2	.4%	0	.0%	0	.0%	1	2.0%	0	.0%	1	4.0%	0	.0%
Arts / Culture	Yes	240	50.1%	84	51.9%	92	45.5%	29	58.0%	21	55.3%	13	52.0%	1	50.0%
	No	237	49.5%	78	48.1%	110	54.5%	20	40.0%	17	44.7%	11	44.0%	1	50.0%
	Don't Know	2	.4%	0	.0%	0	.0%	1	2.0%	0	.0%	1	4.0%	0	.0%
House Programmes	Yes	278	58.0%	105	64.8%	120	59.4%	27	54.0%	10	26.3%	16	64.0%	0	.0%
	No	199	41.5%	57	35.2%	82	40.6%	22	44.0%	28	73.7%	8	32.0%	2	100.0%
	Don't Know	2	.4%	0	.0%	0	.0%	1	2.0%	0	.0%	1	4.0%	0	.0%
Investment / Businesses	Yes	107	22.3%	33	20.4%	49	24.3%	11	22.0%	8	21.1%	6	24.0%	0	.0%
	No	370	77.2%	129	79.6%	153	75.7%	38	76.0%	30	78.9%	18	72.0%	2	100.0%
	Don't Know	2	.4%	0	.0%	0	.0%	1	2.0%	0	.0%	1	4.0%	0	.0%
Children Programmes	Yes	205	42.8%	81	50.0%	85	42.1%	16	32.0%	11	28.9%	11	44.0%	1	50.0%
	No	272	56.8%	81	50.0%	117	57.9%	33	66.0%	27	71.1%	13	52.0%	1	50.0%
	Don't Know	2	.4%	0	.0%	0	.0%	1	2.0%	0	.0%	1	4.0%	0	.0%
News and Current Affairs	Yes	436	91.0%	144	88.9%	184	91.1%	48	96.0%	36	94.7%	22	88.0%	2	100.0%
	No	41	8.6%	18	11.1%	18	8.9%	1	2.0%	2	5.3%	2	8.0%	0	.0%
	Don't Know	2	.4%	0	.0%	0	.0%	1	2.0%	0	.0%	1	4.0%	0	.0%

[Note: Total Counts less than 30 are not data representatives]



**Table 10.4: Preference for TV Programme Sectors - By Economic Status [Base = All Radio Listeners]**

Do you watch TV?		Economic Status															
		Total		House person		Student		Employed		Self-Employed		Unemployed		Pensioner		Unable to work Sickness/disability	
		Count	Col %	Count	Col %	Count	Col %	Count	Col %	Count	Col %	Count	Col %	Count	Col %	Count	Col %
Weather	Yes	403	84.1%	154	87.5%	38	69.1%	132	82.5%	20	90.9%	15	93.8%	42	89.4%	2	66.7%
	No	74	15.4%	21	11.9%	17	30.9%	28	17.5%	2	9.1%	1	6.3%	4	8.5%	1	33.3%
	Don't Know	2	.4%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.1%	0	.0%
Music	Yes	235	49.1%	78	44.3%	32	58.2%	85	53.1%	9	40.9%	11	68.8%	18	38.3%	2	66.7%
	No	242	50.5%	97	55.1%	23	41.8%	75	46.9%	13	59.1%	5	31.3%	28	59.6%	1	33.3%
	Don't Know	2	.4%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.1%	0	.0%
Films	Yes	266	55.5%	99	56.3%	35	63.6%	89	55.6%	11	50.0%	12	75.0%	19	40.4%	1	33.3%
	No	211	44.1%	76	43.2%	20	36.4%	71	44.4%	11	50.0%	4	25.0%	27	57.4%	2	66.7%
	Don't Know	2	.4%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.1%	0	.0%
Serials and Soap Operas	Yes	253	52.8%	112	63.6%	32	58.2%	70	43.8%	11	50.0%	9	56.3%	18	38.3%	1	33.3%
	No	224	46.8%	63	35.8%	23	41.8%	90	56.3%	11	50.0%	7	43.8%	28	59.6%	2	66.7%
	Don't Know	2	.4%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.1%	0	.0%
Documentary	Yes	296	61.8%	115	65.3%	22	40.0%	102	63.8%	15	68.2%	8	50.0%	33	70.2%	1	33.3%
	No	181	37.8%	60	34.1%	33	60.0%	58	36.3%	7	31.8%	8	50.0%	13	27.7%	2	66.7%
	Don't Know	2	.4%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.1%	0	.0%
Discussions	Yes	334	69.7%	135	76.7%	23	41.8%	108	67.5%	18	81.8%	11	68.8%	38	80.9%	1	33.3%
	No	143	29.9%	40	22.7%	32	58.2%	52	32.5%	4	18.2%	5	31.3%	8	17.0%	2	66.7%
	Don't Know	2	.4%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.1%	0	.0%
Sports	Yes	218	45.5%	46	26.1%	29	52.7%	82	51.3%	17	77.3%	10	62.5%	33	70.2%	1	33.3%
	No	259	54.1%	129	73.3%	26	47.3%	78	48.8%	5	22.7%	6	37.5%	13	27.7%	2	66.7%
	Don't Know	2	.4%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.1%	0	.0%
Quizzes	Yes	268	55.9%	117	66.5%	33	60.0%	76	47.5%	10	45.5%	9	56.3%	22	46.8%	1	33.3%
	No	209	43.6%	58	33.0%	22	40.0%	84	52.5%	12	54.5%	7	43.8%	24	51.1%	2	66.7%
	Don't Know	2	.4%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.1%	0	.0%
Plays / drama	Yes	364	76.0%	156	88.6%	41	74.5%	107	66.9%	17	77.3%	12	75.0%	28	59.6%	3	100.0%
	No	113	23.6%	19	10.8%	14	25.5%	53	33.1%	5	22.7%	4	25.0%	18	38.3%	0	.0%
	Don't Know	2	.4%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.1%	0	.0%
Arts / Culture	Yes	240	50.1%	94	53.4%	24	43.6%	71	44.4%	10	45.5%	10	62.5%	30	63.8%	1	33.3%
	No	237	49.5%	81	46.0%	31	56.4%	89	55.6%	12	54.5%	6	37.5%	16	34.0%	2	66.7%
	Don't Know	2	.4%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.1%	0	.0%
House Programmes	Yes	278	58.0%	145	82.4%	16	29.1%	75	46.9%	8	36.4%	9	56.3%	24	51.1%	1	33.3%
	No	199	41.5%	30	17.0%	39	70.9%	85	53.1%	14	63.6%	7	43.8%	22	46.8%	2	66.7%
	Don't Know	2	.4%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.1%	0	.0%
Investment / Businesses	Yes	107	22.3%	45	25.6%	5	9.1%	27	16.9%	10	45.5%	4	25.0%	15	31.9%	1	33.3%
	No	370	77.2%	130	73.9%	50	90.9%	133	83.1%	12	54.5%	12	75.0%	31	66.0%	2	66.7%
	Don't Know	2	.4%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.1%	0	.0%
Children Programmes	Yes	205	42.8%	100	56.8%	29	52.7%	55	34.4%	5	22.7%	7	43.8%	9	19.1%	0	.0%
	No	272	56.8%	75	42.6%	26	47.3%	105	65.6%	17	77.3%	9	56.3%	37	78.7%	3	100.0%
	Don't Know	2	.4%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.1%	0	.0%
News and Current Affairs	Yes	436	91.0%	157	89.2%	43	78.2%	151	94.4%	22	100.0%	16	100.0%	45	95.7%	2	66.7%
	No	41	8.6%	18	10.2%	12	21.8%	9	5.6%	0	.0%	0	.0%	1	2.1%	1	33.3%
	Don't Know	2	.4%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.1%	0	.0%

[Note: Total Counts less than 30 are not data representatives]



**Table 10.5: Preference for TV Programme Sectors - By District [Base = All Radio Listeners]**

		Total				District									
		Count	Col %	Southern harbour		Northern harbour		South Eastern		Western		Northern		Gozo & Comino	
Do you watch TV?		Count	Col %	Count	Col %	Count	Col %	Count	Col %	Count	Col %	Count	Col %	Count	Col %
Weather	Yes	403	84.1%	112	83.6%	110	84.0%	65	83.3%	57	83.8%	34	91.9%	25	80.6%
	No	74	15.4%	21	15.7%	20	15.3%	13	16.7%	11	16.2%	3	8.1%	6	19.4%
	Don't Know	2	.4%	1	.7%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%
Music	Yes	235	49.1%	59	44.0%	68	51.9%	37	47.4%	40	58.8%	12	32.4%	19	61.3%
	No	242	50.5%	74	55.2%	62	47.3%	41	52.6%	28	41.2%	25	67.6%	12	38.7%
	Don't Know	2	.4%	1	.7%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%
Films	Yes	266	55.5%	78	58.2%	74	56.5%	37	47.4%	39	57.4%	22	59.5%	16	51.6%
	No	211	44.1%	55	41.0%	56	42.7%	41	52.6%	29	42.6%	15	40.5%	15	48.4%
	Don't Know	2	.4%	1	.7%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%
Serials and Soap Operas	Yes	253	52.8%	66	49.3%	72	55.0%	42	53.8%	38	55.9%	20	54.1%	15	48.4%
	No	224	46.8%	67	50.0%	58	44.3%	36	46.2%	30	44.1%	17	45.9%	16	51.6%
	Don't Know	2	.4%	1	.7%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%
Documentary	Yes	296	61.8%	83	61.9%	83	63.4%	42	53.8%	39	57.4%	25	67.6%	24	77.4%
	No	181	37.8%	50	37.3%	47	35.9%	36	46.2%	29	42.6%	12	32.4%	7	22.6%
	Don't Know	2	.4%	1	.7%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%
Discussions	Yes	334	69.7%	82	61.2%	96	73.3%	52	66.7%	51	75.0%	29	78.4%	24	77.4%
	No	143	29.9%	51	38.1%	34	26.0%	26	33.3%	17	25.0%	8	21.6%	7	22.6%
	Don't Know	2	.4%	1	.7%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%
Sports	Yes	218	45.5%	61	45.5%	58	44.3%	34	43.6%	28	41.2%	21	56.8%	16	51.6%
	No	259	54.1%	72	53.7%	72	55.0%	44	56.4%	40	58.8%	16	43.2%	15	48.4%
	Don't Know	2	.4%	1	.7%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%
Quizzes	Yes	268	55.9%	69	51.5%	68	51.9%	49	62.8%	47	69.1%	22	59.5%	13	41.9%
	No	209	43.6%	64	47.8%	62	47.3%	29	37.2%	21	30.9%	15	40.5%	18	58.1%
	Don't Know	2	.4%	1	.7%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%
Plays / drama	Yes	364	76.0%	98	73.1%	101	77.1%	62	79.5%	55	80.9%	25	67.6%	23	74.2%
	No	113	23.6%	35	26.1%	29	22.1%	16	20.5%	13	19.1%	12	32.4%	8	25.8%
	Don't Know	2	.4%	1	.7%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%
Arts / Culture	Yes	240	50.1%	69	51.5%	67	51.1%	34	43.6%	33	48.5%	18	48.6%	19	61.3%
	No	237	49.5%	64	47.8%	63	48.1%	44	56.4%	35	51.5%	19	51.4%	12	38.7%
	Don't Know	2	.4%	1	.7%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%
House Programmes	Yes	278	58.0%	73	54.5%	77	58.8%	44	56.4%	43	63.2%	21	56.8%	20	64.5%
	No	199	41.5%	60	44.8%	53	40.5%	34	43.6%	25	36.8%	16	43.2%	11	35.5%
	Don't Know	2	.4%	1	.7%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%
Investment / Businesses	Yes	107	22.3%	28	20.9%	28	21.4%	18	23.1%	16	23.5%	11	29.7%	6	19.4%
	No	370	77.2%	105	78.4%	102	77.9%	60	76.9%	52	76.5%	26	70.3%	25	80.6%
	Don't Know	2	.4%	1	.7%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%
Children Programmes	Yes	205	42.8%	56	41.8%	56	42.7%	31	39.7%	38	55.9%	15	40.5%	9	29.0%
	No	272	56.8%	77	57.5%	74	56.5%	47	60.3%	30	44.1%	22	59.5%	22	71.0%
	Don't Know	2	.4%	1	.7%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%
News and Current Affairs	Yes	436	91.0%	122	91.0%	119	90.8%	70	89.7%	61	89.7%	35	94.6%	29	93.5%
	No	41	8.6%	11	8.2%	11	8.4%	8	10.3%	7	10.3%	2	5.4%	2	6.5%
	Don't Know	2	.4%	1	.7%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%

[Note: Total Counts less than 30 are not data representatives]



**Table 11.1: TV Viewing - By Gender and By Age Group [Base=All]**

Did you watch TV yesterday	Total	Gender		Age Group		
		Male	Female	12-29	30-49	50+
	Count Col %	Count Col %	Count Col %	Count Col %	Count Col %	Count Col %
Yes	399 72.3%	186 75.3%	213 69.8%	103 66.0%	147 75.0%	149 74.5%
No	153 27.7%	61 24.7%	92 30.2%	53 34.0%	49 25.0%	51 25.5%
Total	552 100.0%	247 100.0%	305 100.0%	156 100.0%	196 100.0%	200 100.0%

[Note: Total Counts less than 30 are not data representatives]

**Table 11.2: TV Viewing - By Educational Level [Base=All]**

Did you watch TV yesterday	Total	Highest Education Level					
		Primary	Secondary	Post-Secondary	Tertiary	Never Attended school	Refusal
	Count Col %	Count Col %	Count Col %	Count Col %	Count Col %	Count Col %	Count Col %
Yes	399 72.3%	127 71.8%	168 73.4%	46 69.7%	33 67.3%	23 82.1%	2 66.7%
No	153 27.7%	50 28.2%	61 26.6%	20 30.3%	16 32.7%	5 17.9%	1 33.3%
Total	552 100.0%	177 100.0%	229 100.0%	66 100.0%	49 100.0%	28 100.0%	3 100.0%

[Note: Total Counts less than 30 are not data representatives]

**Table 11.3: TV Viewing - By Economical Status [Base=All]**

Did you watch TV yesterday	Total	Economic Status						
		House person	Student	Employed	Self-Employed	Un-employed	Pensioner	Unable to work due to sickness/disability
	Count Col %	Count Col %	Count Col %	Count Col %	Count Col %	Count Col %	Count Col %	Count Col %
Yes	399 72.3%	136 72.0%	49 71.0%	135 70.3%	18 78.3%	15 78.9%	44 77.2%	2 66.7%
No	153 27.7%	53 28.0%	20 29.0%	57 29.7%	5 21.7%	4 21.1%	13 22.8%	1 33.3%
Total	552 100.0%	189 100.0%	69 100.0%	192 100.0%	23 100.0%	19 100.0%	57 100.0%	3 100.0%

[Note: Total Counts less than 30 are not data representatives]

**Table 11.4: TV Viewing - By District [Base=All]**

Did you watch TV yesterday	Total	District					
		Southern harbour	Northern harbour	South Eastern	Western	Northern	Gozo & Comino
Yes	399 72.3%	112 75.7%	116 75.8%	56 57.7%	60 81.1%	31 70.5%	24 66.7%
No	153 27.7%	36 24.3%	37 24.2%	41 42.3%	14 18.9%	13 29.5%	12 33.3%
Total	552 100.0%	148 100.0%	153 100.0%	97 100.0%	74 100.0%	44 100.0%	36 100.0%

[Note: Total Counts less than 30 are not data representatives]



**Table 12.1: TV Viewing by Time Bracket**

Did you watch TV yesterday	Total		Gender	
	Count	%	Male	Female
> 12:00	7.42	58	28	30
12:00 - 19:00	17.52	137	52	85
19:00 - 20:30	28.13	220	101	119
20:30 - 22:00	33.50	262	124	138
22:00 - 24:00	13.43	105	57	48
	100.00	782		

**Table 12.2: TV Viewing by Time Bracket – By Weekday**

Did you watch TV yesterday	Total Count	Sun Count	Mon Count	Tue Count	Wed Count	Thu Count	Fri Count	Sat Count
> 12:00	58	18	6	4	5	11	4	10
12:00 - 19:00	137	27	21	17	19	17	14	22
19:00 - 20:30	220	27	29	34	30	38	38	24
20:30 - 22:00	262	33	37	38	47	42	41	24
22:00 - 24:00	105	11	17	8	17	20	17	15
	782	116	110	101	118	128	114	95
		Sun %	Mon %	Tue %	Wed %	Thu %	Fri %	Sat %
> 12:00	7.42	15.52	5.45	3.96	4.24	8.59	3.51	10.53
12:00 - 19:00	17.52	23.28	19.09	16.83	16.10	13.28	12.28	23.16
19:00 - 20:30	28.13	23.28	26.36	33.66	25.42	29.69	33.33	25.26
20:30 - 22:00	33.50	28.45	33.64	37.62	39.83	32.81	35.96	25.26
22:00 - 24:00	13.43	9.48	15.45	7.92	14.41	15.63	14.91	15.79
	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00





**Table 13.1: TV Viewing by Station [counts of “at least 10 minutes”]**

Did you watch TV yesterday	Total Count	Gender		Total %	Gender	
		Male Count	Female Count		Male %	Female %
TVM	197	82	115	26.4	22.8	29.6
Super One TV	107	57	50	14.3	15.9	12.9
Net TV	67	28	39	9.0	7.8	10.1
Smash TV	9	4	5	1.2	1.1	1.3
Rai 1	64	37	27	8.6	10.3	7.0
Rai 2	25	16	9	3.3	4.5	2.3
Rai 3	11	8	3	1.5	2.2	0.8
Rete 4	28	12	16	3.7	3.3	4.1
Canale 5	76	25	51	10.2	7.0	13.1
Italia 1	71	41	30	9.5	11.4	7.7
Other Italian Station	7	4	3	0.9	1.1	0.8
Discovery Channel	5	5	0	0.7	1.4	0.0
MTV	10	4	6	1.3	1.1	1.5
BBC Prime	17	4	13	2.3	1.1	3.4
BBC World	1	1	0	0.1	0.3	0.0
Other Station	52	31	21	7.0	8.6	5.4
	747	359	388	100.0	100.0	100.0

[Note: Total Counts less than 30 are not data representatives]

**Table 13.2: TV Viewing by Station by Weekday [counts of “at least 10 minutes”]**

	Total Count	Sun Count	Mon Count	Tue Count	Wed Count	Thu Count	Fri Count	Sat Count
TVM	197	30	27	33	27	30	29	21
Super 1	107	17	21	18	12	17	12	10
Net	67	11	10	11	12	6	11	6
Smash	9	1	1	1	2	3	0	1
Rai 1	64	12	6	7	14	9	10	6
Rai 2	25	8	3	1	2	3	2	6
Rai 3	11	4	2	2	1	1	0	1
Rete 4	28	6	5	4	2	6	2	3
Canale 5	76	7	12	14	14	10	12	7
Italia 1	71	7	11	11	11	9	8	14
Other Italian Station	7	0	1	1	0	3	1	1
Discovery Channel	5	0	1	0	1	3	0	0
MTV	10	0	0	0	2	5	1	2
BBC Prime	17	2	2	2	3	4	2	2
BBC World	1	0	1	0	0	0	0	0
Other Station	52	7	10	4	7	7	7	10
	747	112	113	109	110	116	97	90
	Total %	Sun %	Mon %	Tue %	Wed %	Thu %	Fri %	Sat %
TVM	26.37	26.79	23.89	30.28	24.55	25.86	29.90	23.33
Super 1	14.32	15.18	18.58	16.51	10.91	14.66	12.37	11.11
Net	8.97	9.82	8.85	10.09	10.91	5.17	11.34	6.67
Smash	1.20	0.89	0.88	0.92	1.82	2.59	0.00	1.11
Rai 1	8.57	10.71	5.31	6.42	12.73	7.76	10.31	6.67
Rai 2	3.35	7.14	2.65	0.92	1.82	2.59	2.06	6.67
Rai 3	1.47	3.57	1.77	1.83	0.91	0.86	0.00	1.11
Rete 4	3.75	5.36	4.42	3.67	1.82	5.17	2.06	3.33
Canale 5	10.17	6.25	10.62	12.84	12.73	8.62	12.37	7.78
Italia 1	9.50	6.25	9.73	10.09	10.00	7.76	8.25	15.56
Other Italian Station	0.94	0.00	0.88	0.92	0.00	2.59	1.03	1.11
Discovery Channel	0.67	0.00	0.88	0.00	0.91	2.59	0.00	0.00
MTV	1.34	0.00	0.00	0.00	1.82	4.31	1.03	2.22
BBC Prime	2.28	1.79	1.77	1.83	2.73	3.45	2.06	2.22
BBC World	0.13	0.00	0.88	0.00	0.00	0.00	0.00	0.00
Other Station	6.96	6.25	8.85	3.67	6.36	6.03	7.22	11.11
	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00



**Table 13.3: TV Viewing by Station by Month [counts of “at least 10 minutes”]**

Did you watch TV yesterday	Total Count	Month			
		Jun Count	Jul Count	Aug Count	Sep Count
TVM	197	61	53	40	43
Super 1	107	29	22	28	28
Net	67	28	10	10	19
Smash	9	4	5	0	0
Rai 1	64	28	18	3	15
Rai 2	25	8	3	9	5
Rai 3	11	6	2	1	2
Rete 4	28	9	6	5	8
Canale 5	76	18	18	17	23
Italia 1	71	15	22	19	15
Other Italian Station	7	3	0	3	1
Discovery Channel	5	2	1	1	1
MTV	10	3	4	1	2
BBC Prime	17	6	3	2	6
BBC World	1	1	0	0	0
Other Station	52	16	12	10	14
	747	237	179	149	182
Did you watch TV yesterday	Total %	Jun %	Jul %	Aug %	Sep %
TVM	26.37	25.74	29.61	26.85	23.63
Super 1	14.32	12.24	12.29	18.79	15.38
Net	8.97	11.81	5.59	6.71	10.44
Smash	1.20	1.69	2.79	0.00	0.00
Rai 1	8.57	11.81	10.06	2.01	8.24
Rai 2	3.35	3.38	1.68	6.04	2.75
Rai 3	1.47	2.53	1.12	0.67	1.10
Rete 4	3.75	3.80	3.35	3.36	4.40
Canale 5	10.17	7.59	10.06	11.41	12.64
Italia 1	9.50	6.33	12.29	12.75	8.24
Other Italian Station	0.94	1.27	0.00	2.01	0.55
Discovery Channel	0.67	0.84	0.56	0.67	0.55
MTV	1.34	1.27	2.23	0.67	1.10
BBC Prime	2.28	2.53	1.68	1.34	3.30
BBC World	0.13	0.42	0.00	0.00	0.00
Other Station	6.96	6.75	6.70	6.71	7.69
	100.00	100.00	100.00	100.00	100.00

[Note: Total Counts less than 30 are not data representatives]



RADIO AND TELEVISION AUDIENCES  
IN MALTA  
OCTOBER – DECEMBER 2004

PART 2 – TABLES  
[OCTOBER-DECEMBER 2004]

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**Table 1.1: Sample Profile By Age - By Gender [Base=All]**

Age group	Total	Gender	
		Male	Female
	Count	Count	Count
	Col % Row %	Col % Row %	Col % Row %
12-29	105	50	55
	25.2%	28.2%	22.9%
	100.0%	47.6%	52.4%
30-49	137	58	79
	32.9%	32.8%	32.9%
	100.0%	42.3%	57.7%
50+	175	69	106
	42.0%	39.0%	44.2%
	100.0%	39.4%	60.6%
Total	417	177	240
	100.0%	100.0%	100.0%
	100.0%	42.4%	57.6%

[Note: Total Counts less than 30 are not data representatives]

**Table 1.2: Sample Profile By Age - By Economic Status [Base=All]**

Age group	Total	Economic Status						
		House person	Student	Employed	Self-Employed	Un-employed	Pensioner	Unable to work due to sickness/disability
	Count	Count	Count	Count	Count	Count	Count	Count
	Col % Row %	Col % Row %	Col % Row %	Col % Row %	Col % Row %	Col % Row %	Col % Row %	Col % Row %
12-29	105	4	46	49	3	3	0	0
	25.2%	2.5%	100.0%	35.3%	13.6%	30.0%	.0%	.0%
	100.0%	3.8%	43.8%	46.7%	2.9%	2.9%	.0%	.0%
30-49	137	61	0	61	12	3	0	0
	32.9%	37.9%	.0%	43.9%	54.5%	30.0%	.0%	.0%
	100.0%	44.5%	.0%	44.5%	8.8%	2.2%	.0%	.0%
50+	175	96	0	29	7	4	37	2
	42.0%	59.6%	.0%	20.9%	31.8%	40.0%	100.0%	100.0%
	100.0%	54.9%	.0%	16.6%	4.0%	2.3%	21.1%	1.1%
Total	417	161	46	139	22	10	37	2
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	38.6%	11.0%	33.3%	5.3%	2.4%	8.9%	.5%

[Note: Total Counts less than 30 are not data representatives]

**Table 1.3: Sample Profile By Age - By Educational Level [Base=All]**

Age group	Total	Highest Education Level					
		Primary	Secondary	Post-Secondary	Tertiary	Never attended school	Refusal
	Count	Count	Count	Count	Count	Count	Count
	Col % Row %	Col % Row %	Col % Row %	Col % Row %	Col % Row %	Col % Row %	Col % Row %
12-29	105	24	36	33	11	1	0
	25.2%	16.3%	26.7%	41.8%	30.6%	5.0%	.0%
	100.0%	22.9%	34.3%	31.4%	10.5%	1.0%	.0%
30-49	137	20	67	30	19	1	0
	32.9%	13.6%	49.6%	38.0%	52.8%	5.0%	.0%
	100.0%	14.6%	48.9%	21.9%	13.9%	.7%	.0%
50+	175	103	32	16	6	18	0
	42.0%	70.1%	23.7%	20.3%	16.7%	90.0%	.0%
	100.0%	58.9%	18.3%	9.1%	3.4%	10.3%	.0%
Total	417	147	135	79	36	20	0
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	.0%
	100.0%	35.3%	32.4%	18.9%	8.6%	4.8%	.0%

[Note: Total Counts less than 30 are not data representatives]



**Table 1.4: Sample Profile By Age - By District [Base=All]**

Age group	Total	District					
		Southern harbour	Northern harbour	South Eastern	Western	Northern	Gozo & Comino
	Count Col % Row %	Count Col % Row %	Count Col % Row %	Count Col % Row %	Count Col % Row %	Count Col % Row %	Count Col % Row %
12-29	105	22	22	21	17	16	7
	25.2%	24.2%	19.8%	23.3%	28.8%	38.1%	29.2%
	100.0%	21.0%	21.0%	20.0%	16.2%	15.2%	6.7%
30-49	137	25	37	28	23	13	11
	32.9%	27.5%	33.3%	31.1%	39.0%	31.0%	45.8%
	100.0%	18.2%	27.0%	20.4%	16.8%	9.5%	8.0%
50+	175	44	52	41	19	13	6
	42.0%	48.4%	46.8%	45.6%	32.2%	31.0%	25.0%
	100.0%	25.1%	29.7%	23.4%	10.9%	7.4%	3.4%
Total	417	91	111	90	59	42	24
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	21.8%	26.6%	21.6%	14.1%	10.1%	5.8%

[Note: Total Counts less than 30 are not data representatives]



**Table 2.1: Radio Listening By Gender and By Age Group [Base=All]**

Do you listen to Radio	Total	Gender		Age group		
		Male	Female	12-29	30-49	50+
	Count	Count	Count	Count	Count	Count
	Col %	Col %	Col %	Col %	Col %	Col %
	Row %	Row %	Row %	Row %	Row %	Row %
Local Stations	244	103	141	56	79	109
	58.5%	58.2%	58.8%	53.3%	57.7%	62.3%
	100.0%	42.2%	57.8%	23.0%	32.4%	44.7%
Foreign Stations	0	0	0	0	0	0
	.0%	.0%	.0%	.0%	.0%	.0%
	.0%	.0%	.0%	.0%	.0%	.0%
Local and Foreign stations	47	27	20	17	12	18
	11.3%	15.3%	8.3%	16.2%	8.8%	10.3%
	100.0%	57.4%	42.6%	36.2%	25.5%	38.3%
No	126	47	79	32	46	48
	30.2%	26.6%	32.9%	30.5%	33.6%	27.4%
	100.0%	37.3%	62.7%	25.4%	36.5%	38.1%
Refusal	0	0	0	0	0	0
	.0%	.0%	.0%	.0%	.0%	.0%
	.0%	.0%	.0%	.0%	.0%	.0%
Total	417	177	240	105	137	175
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	42.4%	57.6%	25.2%	32.9%	42.0%

[Note: Total Counts less than 30 are not data representatives]

**Table 2.2: Radio Listening By Educational Level [Base=All]**

Do you listen to Radio	Total	Highest Education Level					
		Primary	Secondary	Post-Secondary	Tertiary	Never attended school	Refusal
	Count	Count	Count	Count	Count	Count	Count
	Col %	Col %	Col %	Col %	Col %	Col %	Col %
	Row %	Row %	Row %	Row %	Row %	Row %	Row %
Local Stations	244	88	78	43	22	13	0
	58.5%	59.9%	57.8%	54.4%	61.1%	65.0%	.0%
	100.0%	36.1%	32.0%	17.6%	9.0%	5.3%	.0%
Foreign Stations	0	0	0	0	0	0	0
	.0%	.0%	.0%	.0%	.0%	.0%	.0%
	.0%	.0%	.0%	.0%	.0%	.0%	.0%
Local and Foreign stations	47	12	23	7	3	2	0
	11.3%	8.2%	17.0%	8.9%	8.3%	10.0%	.0%
	100.0%	25.5%	48.9%	14.9%	6.4%	4.3%	.0%
No	126	47	34	29	11	5	0
	30.2%	32.0%	25.2%	36.7%	30.6%	25.0%	.0%
	100.0%	37.3%	27.0%	23.0%	8.7%	4.0%	.0%
Refusal	0	0	0	0	0	0	0
	.0%	.0%	.0%	.0%	.0%	.0%	.0%
	.0%	.0%	.0%	.0%	.0%	.0%	.0%
Total	417	147	135	79	36	20	0
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	.0%
	100.0%	35.3%	32.4%	18.9%	8.6%	4.8%	.0%

[Note: Total Counts less than 30 are not data representatives]



Table 2.3: Radio Listening By Economic Status [Base=All]

Do you listen to Radio	Total	Economic Status						
		House person	Student	Employed	Self-Employed	Un-employed	Pensioner	Unable to work due to sickness/disability
	Count Col % Row %	Count Col % Row %	Count Col % Row %	Count Col % Row %	Count Col % Row %	Count Col % Row %	Count Col % Row %	Count Col % Row %
Local Stations	244 58.5% 100.0%	94 58.4% 38.5%	22 47.8% 9.0%	81 58.3% 33.2%	12 54.5% 4.9%	9 90.0% 3.7%	24 64.9% 9.8%	2 100.0% .8%
Foreign Stations	0 .0% .0%	0 .0% .0%	0 .0% .0%	0 .0% .0%	0 .0% .0%	0 .0% .0%	0 .0% .0%	0 .0% .0%
Local and Foreign stations	47 11.3% 100.0%	14 8.7% 29.8%	6 13.0% 12.8%	19 13.7% 40.4%	2 9.1% 4.3%	1 10.0% 2.1%	5 13.5% 10.6%	0 .0% .0%
No	126 30.2% 100.0%	53 32.9% 42.1%	18 39.1% 14.3%	39 28.1% 31.0%	8 36.4% 6.3%	0 .0% .0%	8 21.6% 6.3%	0 .0% .0%
Refusal	0 .0% .0%	0 .0% .0%	0 .0% .0%	0 .0% .0%	0 .0% .0%	0 .0% .0%	0 .0% .0%	0 .0% .0%
Total	417 100.0% 100.0%	161 100.0% 38.6%	46 100.0% 11.0%	139 100.0% 33.3%	22 100.0% 5.3%	10 100.0% 2.4%	37 100.0% 8.9%	2 100.0% .5%

[Note: Total Counts less than 30 are not data representatives]

Table 2.3: Radio Listening By District [Base=All]

Do you listen to Radio	Total	District					
		Southern harbour	Northern harbour	South Eastern	Western	Northern	Gozo & Comino
	Count Col % Row %	Count Col % Row %	Count Col % Row %	Count Col % Row %	Count Col % Row %	Count Col % Row %	Count Col % Row %
Local Stations	244 58.5% 100.0%	57 62.6% 23.4%	62 55.9% 25.4%	55 61.1% 22.5%	31 52.5% 12.7%	28 66.7% 11.5%	11 45.8% 4.5%
Foreign Stations	0 .0% .0%	0 .0% .0%	0 .0% .0%	0 .0% .0%	0 .0% .0%	0 .0% .0%	0 .0% .0%
Local and Foreign stations	47 11.3% 100.0%	9 9.9% 19.1%	13 11.7% 27.7%	7 7.8% 14.9%	10 16.9% 21.3%	4 9.5% 8.5%	4 16.7% 8.5%
No	126 30.2% 100.0%	25 27.5% 19.8%	36 32.4% 28.6%	28 31.1% 22.2%	18 30.5% 14.3%	10 23.8% 7.9%	9 37.5% 7.1%
Refusal	0 .0% .0%	0 .0% .0%	0 .0% .0%	0 .0% .0%	0 .0% .0%	0 .0% .0%	0 .0% .0%
Total	417 100.0% 100.0%	91 100.0% 21.8%	111 100.0% 26.6%	90 100.0% 21.6%	59 100.0% 14.1%	42 100.0% 10.1%	24 100.0% 5.8%

[Note: Total Counts less than 30 are not data representatives]





**Table 3.1: Favourite Radio Station - By Gender and By Age Group [Base = All Radio Listeners]**

Favourite Radio Station	Total	Gender		Age group		
		Male	Female	12-29	30-49	50+
	Count Col %	Count Col %	Count Col %	Count Col %	Count Col %	Count Col %
Radju Malta	21 7.2%	8 6.2%	13 8.1%	1 1.4%	2 2.2%	18 14.2%
Radju 1066	6 2.1%	4 3.1%	2 1.2%	4 5.5%	2 2.2%	0 .0%
Super One	52 17.9%	28 21.5%	24 14.9%	5 6.8%	14 15.4%	33 26.0%
Radio 101	17 5.8%	9 6.9%	8 5.0%	3 4.1%	4 4.4%	10 7.9%
Bay Radio	33 11.3%	14 10.8%	19 11.8%	21 28.8%	11 12.1%	1 .8%
RTK	28 9.6%	7 5.4%	21 13.0%	0 .0%	10 11.0%	18 14.2%
Smash Radio	22 7.6%	10 7.7%	12 7.5%	11 15.1%	10 11.0%	1 .8%
Radio Maria	10 3.4%	2 1.5%	8 5.0%	0 .0%	3 3.3%	7 5.5%
Campus FM	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%
Capital Radio	19 6.5%	12 9.2%	7 4.3%	8 11.0%	9 9.9%	2 1.6%
X FM	15 5.2%	7 5.4%	8 5.0%	5 6.8%	7 7.7%	3 2.4%
A3 FM	1 .3%	1 .8%	0 .0%	1 1.4%	0 .0%	0 .0%
Radju tal-komunita'	11 3.8%	3 2.3%	8 5.0%	3 4.1%	5 5.5%	3 2.4%
No particular station	56 19.2%	25 19.2%	31 19.3%	11 15.1%	14 15.4%	31 24.4%
Other	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%
Refusal	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%
Total	291 100.0%	130 100.0%	161 100.0%	73 100.0%	91 100.0%	127 100.0%

[Note: Total Counts less than 30 are not data representatives]



**Table 3.2: Favourite Radio Station - By Educational Level [Base = All Radio Listeners]**

Favourite Radio Station	Total	Highest Education Level					
		Primary	Secondary	Post-Secondary	Tertiary	Never attended school	Refusal
	Count Col %	Count Col %	Count Col %	Count Col %	Count Col %	Count Col %	Count Col %
Radju Malta	21 7.2%	10 10.0%	6 5.9%	1 2.0%	1 4.0%	3 20.0%	0 .0%
Radju 1066	6 2.1%	1 1.0%	2 2.0%	2 4.0%	0 .0%	1 6.7%	0 .0%
Super One	52 17.9%	25 25.0%	19 18.8%	4 8.0%	1 4.0%	3 20.0%	0 .0%
Radio 101	17 5.8%	6 6.0%	2 2.0%	5 10.0%	3 12.0%	1 6.7%	0 .0%
Bay Radio	33 11.3%	5 5.0%	12 11.9%	9 18.0%	7 28.0%	0 .0%	0 .0%
RTK	28 9.6%	11 11.0%	6 5.9%	6 12.0%	1 4.0%	4 26.7%	0 .0%
Smash Radio	22 7.6%	6 6.0%	13 12.9%	2 4.0%	1 4.0%	0 .0%	0 .0%
Radio Maria	10 3.4%	4 4.0%	4 4.0%	1 2.0%	1 4.0%	0 .0%	0 .0%
Campus FM	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%
Capital Radio	19 6.5%	1 1.0%	10 9.9%	7 14.0%	1 4.0%	0 .0%	0 .0%
X FM	15 5.2%	5 5.0%	0 .0%	4 8.0%	6 24.0%	0 .0%	0 .0%
A3 FM	1 .3%	0 .0%	1 1.0%	0 .0%	0 .0%	0 .0%	0 .0%
Radju tal-komunita'	11 3.8%	4 4.0%	4 4.0%	2 4.0%	1 4.0%	0 .0%	0 .0%
No particular station	56 19.2%	22 22.0%	22 21.8%	7 14.0%	2 8.0%	3 20.0%	0 .0%
Other	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%
Refusal	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%
Total	291 100.0%	100 100.0%	101 100.0%	50 100.0%	25 100.0%	15 100.0%	0 .0%

[Note: Counts less than 30 are not data representatives]



**Table 3.3: Favourite Radio Station - By Economic Status [Base = All Radio Listeners]**

Favourite Radio Station	Economic Status							
	Total	House person	Student	Employed	Self-Employed	Un-employed	Pensioner	Unable to work due to sickness/disability
	Count Col %	Count Col %	Count Col %	Count Col %	Count Col %	Count Col %	Count Col %	Count Col %
Radju Malta	21 7.2%	13 12.0%	1 3.6%	4 4.0%	0 .0%	0 .0%	2 6.9%	1 50.0%
Radju 1066	6 2.1%	0 .0%	1 3.6%	3 3.0%	0 .0%	2 20.0%	0 .0%	0 .0%
Super One	52 17.9%	20 18.5%	2 7.1%	13 13.0%	3 21.4%	2 20.0%	11 37.9%	1 50.0%
Radio 101	17 5.8%	7 6.5%	1 3.6%	5 5.0%	1 7.1%	0 .0%	3 10.3%	0 .0%
Bay Radio	33 11.3%	7 6.5%	9 32.1%	17 17.0%	0 .0%	0 .0%	0 .0%	0 .0%
RTK	28 9.6%	18 16.7%	0 .0%	6 6.0%	1 7.1%	0 .0%	3 10.3%	0 .0%
Smash Radio	22 7.6%	4 3.7%	5 17.9%	10 10.0%	0 .0%	2 20.0%	1 3.4%	0 .0%
Radio Maria	10 3.4%	9 8.3%	0 .0%	1 1.0%	0 .0%	0 .0%	0 .0%	0 .0%
Campus FM	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%
Capital Radio	19 6.5%	3 2.8%	2 7.1%	11 11.0%	3 21.4%	0 .0%	0 .0%	0 .0%
X FM	15 5.2%	2 1.9%	3 10.7%	9 9.0%	1 7.1%	0 .0%	0 .0%	0 .0%
A3 FM	1 .3%	0 .0%	0 .0%	1 1.0%	0 .0%	0 .0%	0 .0%	0 .0%
Radju tal-komunita'	11 3.8%	5 4.6%	0 .0%	5 5.0%	1 7.1%	0 .0%	0 .0%	0 .0%
No particular station	56 19.2%	20 18.5%	4 14.3%	15 15.0%	4 28.6%	4 40.0%	9 31.0%	0 .0%
Other	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%
Refusal	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%
Total	291 100.0%	108 100.0%	28 100.0%	100 100.0%	14 100.0%	10 100.0%	29 100.0%	2 100.0%

[Note: Total Counts less than 30 are not data representatives]



**Table 3.4: Favourite Radio Station - By District [Base = All Radio Listeners]**

Favourite Radio Station	Total	District					
		Southern harbour	Northern harbour	South Eastern	Western	Northern	Gozo & Comino
	Count Col %	Count Col %	Count Col %	Count Col %	Count Col %	Count Col %	Count Col %
Radju Malta	21 7.2%	5 7.6%	2 2.7%	4 6.5%	6 14.6%	2 6.3%	2 13.3%
Radju 1066	6 2.1%	1 1.5%	2 2.7%	1 1.6%	2 4.9%	0 .0%	0 .0%
Super One	52 17.9%	16 24.2%	9 12.0%	17 27.4%	5 12.2%	2 6.3%	3 20.0%
Radio 101	17 5.8%	5 7.6%	6 8.0%	4 6.5%	1 2.4%	1 3.1%	0 .0%
Bay Radio	33 11.3%	9 13.6%	8 10.7%	5 8.1%	4 9.8%	7 21.9%	0 .0%
RTK	28 9.6%	6 9.1%	9 12.0%	4 6.5%	3 7.3%	2 6.3%	4 26.7%
Smash Radio	22 7.6%	6 9.1%	5 6.7%	4 6.5%	2 4.9%	3 9.4%	2 13.3%
Radio Maria	10 3.4%	2 3.0%	5 6.7%	2 3.2%	1 2.4%	0 .0%	0 .0%
Campus FM	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%
Capital Radio	19 6.5%	2 3.0%	5 6.7%	4 6.5%	5 12.2%	3 9.4%	0 .0%
X FM	15 5.2%	3 4.5%	5 6.7%	2 3.2%	2 4.9%	2 6.3%	1 6.7%
A3 FM	1 .3%	0 .0%	1 1.3%	0 .0%	0 .0%	0 .0%	0 .0%
Radju tal-komunita'	11 3.8%	4 6.1%	2 2.7%	0 .0%	3 7.3%	1 3.1%	1 6.7%
No particular station	56 19.2%	7 10.6%	16 21.3%	15 24.2%	7 17.1%	9 28.1%	2 13.3%
Other	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%
Refusal	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%
Total	291 100.0%	66 100.0%	75 100.0%	62 100.0%	41 100.0%	32 100.0%	15 100.0%

[Note: Total Counts less than 30 are not data representatives]



**Table 4.1: Preferences for Ten Radio Programme Sectors - By Gender and By Age Group**  
**[Base = All Radio Listeners]**

		Total	Gender		Age group		
			Male	Female	12-29	30-49	50+
		Count Col % Row %	Count Col % Row %	Count Col % Row %	Count Col % Row %	Count Col % Row %	Count Col % Row %
Do you listen to Radio							
Musical Programmes	Yes	241 82.8% 100.0%	111 85.4% 46.1%	130 80.7% 53.9%	72 98.6% 29.9%	81 89.0% 33.6%	88 69.3% 36.5%
Discussions	Yes	163 56.0% 100.0%	68 52.3% 41.7%	95 59.0% 58.3%	25 34.2% 15.3%	51 56.0% 31.3%	87 68.5% 53.4%
Sports	Yes	105 36.1% 100.0%	74 56.9% 70.5%	31 19.3% 29.5%	28 38.4% 26.7%	34 37.4% 32.4%	43 33.9% 41.0%
Businesses	Yes	46 15.8% 100.0%	18 13.8% 39.1%	28 17.4% 60.9%	10 13.7% 21.7%	12 13.2% 26.1%	24 18.9% 52.2%
Cultural	Yes	151 51.9% 100.0%	59 45.4% 39.1%	92 57.1% 60.9%	25 34.2% 16.6%	43 47.3% 28.5%	83 65.4% 55.0%
Religious	Yes	163 56.0% 100.0%	59 45.4% 36.2%	104 64.6% 63.8%	14 19.2% 8.6%	46 50.5% 28.2%	103 81.1% 63.2%
Novels / Drama	Yes	124 42.6% 100.0%	43 33.1% 34.7%	81 50.3% 65.3%	20 27.4% 16.1%	32 35.2% 25.8%	72 56.7% 58.1%
Children Programmes	Yes	85 29.2% 100.0%	23 17.7% 27.1%	62 38.5% 72.9%	12 16.4% 14.1%	32 35.2% 37.6%	41 32.3% 48.2%
Health, Beauty etc	Yes	198 68.0% 100.0%	73 56.2% 36.9%	125 77.6% 63.1%	40 54.8% 20.2%	63 69.2% 31.8%	95 74.8% 48.0%
News / Current Affairs	Yes	262 90.0% 100.0%	117 90.0% 44.7%	145 90.1% 55.3%	57 78.1% 21.8%	84 92.3% 32.1%	121 95.3% 46.2%

[Note: Total Counts less than 30 are not data representatives]



**Table 4.2: Preferences for Ten Radio Programme Sectors - By Educational Level [Base = All Radio Listeners]**

Do you listen to Radio		Highest Education Level						
		Total	Primary	Secondary	Post-Secondary	Tertiary	Never attended school	Refusal
		Count	Count	Count	Count	Count	Count	Count
		Col % Row %	Col % Row %	Col % Row %	Col % Row %	Col % Row %	Col % Row %	Col % Row %
Musical Programmes	Yes	241	75	91	46	21	8	0
		82.8%	75.0%	90.1%	92.0%	84.0%	53.3%	.0%
		100.0%	31.1%	37.8%	19.1%	8.7%	3.3%	.0%
Discussions	Yes	163	61	53	29	9	11	0
		56.0%	61.0%	52.5%	58.0%	36.0%	73.3%	.0%
		100.0%	37.4%	32.5%	17.8%	5.5%	6.7%	.0%
Sports	Yes	105	37	39	17	7	5	0
		36.1%	37.0%	38.6%	34.0%	28.0%	33.3%	.0%
		100.0%	35.2%	37.1%	16.2%	6.7%	4.8%	.0%
Businesses	Yes	46	15	13	12	3	3	0
		15.8%	15.0%	12.9%	24.0%	12.0%	20.0%	.0%
		100.0%	32.6%	28.3%	26.1%	6.5%	6.5%	.0%
Cultural	Yes	151	59	42	27	14	9	0
		51.9%	59.0%	41.6%	54.0%	56.0%	60.0%	.0%
		100.0%	39.1%	27.8%	17.9%	9.3%	6.0%	.0%
Religious	Yes	163	76	47	22	5	13	0
		56.0%	76.0%	46.5%	44.0%	20.0%	86.7%	.0%
		100.0%	46.6%	28.8%	13.5%	3.1%	8.0%	.0%
Novels / Drama	Yes	124	61	37	14	5	7	0
		42.6%	61.0%	36.6%	28.0%	20.0%	46.7%	.0%
		100.0%	49.2%	29.8%	11.3%	4.0%	5.6%	.0%
Children Programmes	Yes	85	36	32	10	3	4	0
		29.2%	36.0%	31.7%	20.0%	12.0%	26.7%	.0%
		100.0%	42.4%	37.6%	11.8%	3.5%	4.7%	.0%
Health, Beauty etc	Yes	198	72	68	36	10	12	0
		68.0%	72.0%	67.3%	72.0%	40.0%	80.0%	.0%
		100.0%	36.4%	34.3%	18.2%	5.1%	6.1%	.0%
News / Current Affairs	Yes	262	87	90	47	25	13	0
		90.0%	87.0%	89.1%	94.0%	100.0%	86.7%	.0%
		100.0%	33.2%	34.4%	17.9%	9.5%	5.0%	.0%

[Note: Total Counts less than 30 are not data representatives]



**Table 4.3: Preferences for Ten Radio Programme Sectors - By Economical Status**

**[Base = All Radio Listeners]**

		Total	Economic Status						Unable to work due to sickness/ disability
			House person	Student	Employed	Self-Employed	Unemployed	Pensioner	
Do you listen to Radio		Count Col % Row %	Count Col % Row %	Count Col % Row %	Count Col % Row %	Count Col % Row %	Count Col % Row %	Count Col % Row %	
Musical Programmes	Yes	241	81	28	90	12	9	19	2
		82.8%	75.0%	100.0%	90.0%	85.7%	90.0%	65.5%	100.0%
		100.0%	33.6%	11.6%	37.3%	5.0%	3.7%	7.9%	.8%
Discussions	Yes	163	77	5	49	7	5	18	2
		56.0%	71.3%	17.9%	49.0%	50.0%	50.0%	62.1%	100.0%
		100.0%	47.2%	3.1%	30.1%	4.3%	3.1%	11.0%	1.2%
Sports	Yes	105	19	9	47	5	6	17	2
		36.1%	17.6%	32.1%	47.0%	35.7%	60.0%	58.6%	100.0%
		100.0%	18.1%	8.6%	44.8%	4.8%	5.7%	16.2%	1.9%
Businesses	Yes	46	20	5	12	3	1	4	1
		15.8%	18.5%	17.9%	12.0%	21.4%	10.0%	13.8%	50.0%
		100.0%	43.5%	10.9%	26.1%	6.5%	2.2%	8.7%	2.2%
Cultural	Yes	151	71	7	46	5	3	17	2
		51.9%	65.7%	25.0%	46.0%	35.7%	30.0%	58.6%	100.0%
		100.0%	47.0%	4.6%	30.5%	3.3%	2.0%	11.3%	1.3%
Religious	Yes	163	86	4	42	7	3	19	2
		56.0%	79.6%	14.3%	42.0%	50.0%	30.0%	65.5%	100.0%
		100.0%	52.8%	2.5%	25.8%	4.3%	1.8%	11.7%	1.2%
Novels / Drama	Yes	124	66	6	32	4	3	11	2
		42.6%	61.1%	21.4%	32.0%	28.6%	30.0%	37.9%	100.0%
		100.0%	53.2%	4.8%	25.8%	3.2%	2.4%	8.9%	1.6%
Children Programmes	Yes	85	51	2	23	5	1	1	2
		29.2%	47.2%	7.1%	23.0%	35.7%	10.0%	3.4%	100.0%
		100.0%	60.0%	2.4%	27.1%	5.9%	1.2%	1.2%	2.4%
Health, Beauty etc	Yes	198	93	14	58	8	5	18	2
		68.0%	86.1%	50.0%	58.0%	57.1%	50.0%	62.1%	100.0%
		100.0%	47.0%	7.1%	29.3%	4.0%	2.5%	9.1%	1.0%
News / Current Affairs	Yes	262	102	19	93	12	6	28	2
		90.0%	94.4%	67.9%	93.0%	85.7%	60.0%	96.6%	100.0%
		100.0%	38.9%	7.3%	35.5%	4.6%	2.3%	10.7%	.8%

[Note: Total Counts less than 30 are not data representatives]



**Table 4.4: Preferences for Ten Radio Programme Sectors - By District [Base = All Radio Listeners]**

		District						
		Total	Southern harbour	Northern harbour	South Eastern	Western	Northern	Gozo & Comino
		Count Col % Row %	Count Col % Row %	Count Col % Row %	Count Col % Row %	Count Col % Row %	Count Col % Row %	Count Col % Row %
Do you listen to Radio								
Musical Programmes	Yes	241	58	59	51	32	28	13
		82.8%	87.9%	78.7%	82.3%	78.0%	87.5%	86.7%
		100.0%	24.1%	24.5%	21.2%	13.3%	11.6%	5.4%
Discussions	Yes	163	38	40	42	19	15	9
		56.0%	57.6%	53.3%	67.7%	46.3%	46.9%	60.0%
		100.0%	23.3%	24.5%	25.8%	11.7%	9.2%	5.5%
Sports	Yes	105	27	31	24	12	8	3
		36.1%	40.9%	41.3%	38.7%	29.3%	25.0%	20.0%
		100.0%	25.7%	29.5%	22.9%	11.4%	7.6%	2.9%
Businesses	Yes	46	6	12	12	10	4	2
		15.8%	9.1%	16.0%	19.4%	24.4%	12.5%	13.3%
		100.0%	13.0%	26.1%	26.1%	21.7%	8.7%	4.3%
Cultural	Yes	151	35	31	40	17	20	8
		51.9%	53.0%	41.3%	64.5%	41.5%	62.5%	53.3%
		100.0%	23.2%	20.5%	26.5%	11.3%	13.2%	5.3%
Religious	Yes	163	37	44	38	18	18	8
		56.0%	56.1%	58.7%	61.3%	43.9%	56.3%	53.3%
		100.0%	22.7%	27.0%	23.3%	11.0%	11.0%	4.9%
Novels / Drama	Yes	124	27	31	34	12	14	6
		42.6%	40.9%	41.3%	54.8%	29.3%	43.8%	40.0%
		100.0%	21.8%	25.0%	27.4%	9.7%	11.3%	4.8%
Children Programmes	Yes	85	18	15	23	12	10	7
		29.2%	27.3%	20.0%	37.1%	29.3%	31.3%	46.7%
		100.0%	21.2%	17.6%	27.1%	14.1%	11.8%	8.2%
Health, Beauty etc	Yes	198	46	48	47	27	20	10
		68.0%	69.7%	64.0%	75.8%	65.9%	62.5%	66.7%
		100.0%	23.2%	24.2%	23.7%	13.6%	10.1%	5.1%
News / Current Affairs	Yes	262	62	64	57	35	31	13
		90.0%	93.9%	85.3%	91.9%	85.4%	96.9%	86.7%
		100.0%	23.7%	24.4%	21.8%	13.4%	11.8%	5.0%

[Note: Total Counts less than 30 are not data representatives]





**Table 5.1: Radio Listening By Number of Hours[Base = All]**

How many hours	Total	Radio Yesterday		
		Not applicable	Yes	No
	Count Col %	Count Col %	Count Col %	Count Col %
Not applicable	245 58.8%	120 100.0%	0 .0%	125 100.0%
1 hour or less	67 16.1%	0 .0%	67 39.0%	0 .0%
1 hour but less than 2	36 8.6%	0 .0%	36 20.9%	0 .0%
2 hours but less than 3	20 4.8%	0 .0%	20 11.6%	0 .0%
Four hours or more	49 11.8%	0 .0%	49 28.5%	0 .0%
No response	0 .0%	0 .0%	0 .0%	0 .0%
Total	417 100.0%	120 100.0%	172 100.0%	125 100.0%

[Note: Total Counts less than 30 are not data representatives]

**Table 5.2: Radio Listenership By Number of Hours - By Gender and By Age Group  
[Base = All Radio Listeners]**

How many hours	Total	Gender		Age group		
		Male	Female	12-29	30-49	50+
	Count Col %	Count Col %	Count Col %	Count Col %	Count Col %	Count Col %
1 hour or less	67 39.0%	32 39.5%	35 38.5%	19 50.0%	21 35.6%	27 36.0%
1 hour but less than 2	36 20.9%	19 23.5%	17 18.7%	4 10.5%	15 25.4%	17 22.7%
2 hours but less than 3	20 11.6%	9 11.1%	11 12.1%	2 5.3%	8 13.6%	10 13.3%
Four hours or more	49 28.5%	21 25.9%	28 30.8%	13 34.2%	15 25.4%	21 28.0%
No response	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%
Total	172 100.0%	81 100.0%	91 100.0%	38 100.0%	59 100.0%	75 100.0%

[Note: Total Counts less than 30 are not data representatives]

**Table 5.3: Radio Listening By Number of Hours - By Educational Level[Base = All Radio Listeners]**

How many hours	Total	Highest Education Level					
		Primary	Secondary	Post-Secondary	Tertiary	Never Attended school	Refusal
	Count Col %	Count Col %	Count Col %	Count Col %	Count Col %	Count Col %	Count Col %
1 hour or less	67 39.0%	20 37.0%	15 25.0%	17 51.5%	9 52.9%	6 75.0%	0 .0%
1 hour but less than 2	36 20.9%	9 16.7%	12 20.0%	9 27.3%	5 29.4%	1 12.5%	0 .0%
2 hours but less than 3	20 11.6%	7 13.0%	9 15.0%	3 9.1%	0 .0%	1 12.5%	0 .0%
Four hours or more	49 28.5%	18 33.3%	24 40.0%	4 12.1%	3 17.6%	0 .0%	0 .0%
No response	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%
Total	172 100.0%	54 100.0%	60 100.0%	33 100.0%	17 100.0%	8 100.0%	0 .0%

[Note: Total Counts less than 30 are not data representatives]



**Table 5.4: Radio Listening By Number of Hours - By Economical Status[Base = All Radio Listeners]**

How many hours	Economic Status							
	Total	House person	Student	Employed	Self-Employed	Unemployed	Pensioner	Unable to work due to sickness/disability
	Count Col %	Count Col %	Count Col %	Count Col %	Count Col %	Count Col %	Count Col %	Count Col %
1 hour or less	67 39.0%	21 31.8%	7 53.8%	28 45.2%	3 37.5%	1 25.0%	7 38.9%	0 .0%
1 hour but less than 2	36 20.9%	14 21.2%	2 15.4%	15 24.2%	1 12.5%	1 25.0%	3 16.7%	0 .0%
2 hours but less than 3	20 11.6%	9 13.6%	2 15.4%	3 4.8%	1 12.5%	1 25.0%	3 16.7%	1 100.0%
Four hours or more	49 28.5%	22 33.3%	2 15.4%	16 25.8%	3 37.5%	1 25.0%	5 27.8%	0 .0%
No response	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%
Total	172 100.0%	66 100.0%	13 100.0%	62 100.0%	8 100.0%	4 100.0%	18 100.0%	1 100.0%

[Note: Total Counts less than 30 are not data representatives]

**Table 5.5: Radio Listening By Number of Hours - By District [Base = All Radio Listeners]**

How many hours	District						
	Total	Southern harbour	Northern harbour	South Eastern	Western	Northern	Gozo & Comino
1 hour or less	67 39.0%	16 41.0%	17 38.6%	16 37.2%	10 41.7%	6 42.9%	2 25.0%
1 hour but less than 2	36 20.9%	4 10.3%	11 25.0%	10 23.3%	5 20.8%	4 28.6%	2 25.0%
2 hours but less than 3	20 11.6%	7 17.9%	8 18.2%	2 4.7%	1 4.2%	0 .0%	2 25.0%
Four hours or more	49 28.5%	12 30.8%	8 18.2%	15 34.9%	8 33.3%	4 28.6%	2 25.0%
No response	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%
Total	172 100.0%	39 100.0%	44 100.0%	43 100.0%	24 100.0%	14 100.0%	8 100.0%

[Note: Total Counts less than 30 are not data representatives]



**Table 6.1: Radio Listening By Time Bracket**

Radio Yesterday	Total		Gender	
	N	%	Male	Female
> 6:00	22	6.4	13	9
6:00 – 9:00	65	19.0	30	35
9:00 – 12:00	92	26.8	42	50
12:00 – 17:00	85	24.8	46	39
17:00 -20:00	48	14.0	30	18
20:00 – 24:00	31	9.0	19	12
	343	100.0		

**Table 6.2: Radio Listening by Time Bracket – By Weekday**

	Total	Sun Count	Mon Count	Tue Count	Wed Count	Thu Count	Fri Count	Sat Count
> 6:00	22	1	1	7	1	3	6	3
6:00 – 9:00	65	4	6	16	5	10	15	9
9:00 – 12:00	92	9	7	16	13	13	19	15
12:00 – 17:00	85	7	8	19	8	13	18	12
17:00 -20:00	48	1	8	12	3	7	12	5
20:00 – 24:00	31	3	2	6	4	4	8	4
	343	25	32	76	34	50	78	48

	Total	Sun %	Mon %	Tue %	Wed %	Thu %	Fri %	Sat %
> 6:00	6.4	4.0	3.1	9.2	2.9	6.0	7.7	6.3
6:00 - 9:00	19.0	16.0	18.8	21.1	14.7	20.0	19.2	18.8
9:00 - 12:00	26.8	36.0	21.9	21.1	38.2	26.0	24.4	31.3
12:00 - 17:00	24.8	28.0	25.0	25.0	23.5	26.0	23.1	25.0
17:00 -20:00	14.0	4.0	25.0	15.8	8.8	14.0	15.4	10.4
20:00 - 24:00	9.0	12.0	6.3	7.9	11.8	8.0	10.3	8.3
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0



**Table 7.1: Radio Listening by Station [counts of at least “10 minutes”]**

Radio Yesterday	Total Count	Gender		Total %	Gender	
		Male Count	Female Count		Male %	Female %
Radju Malta	23	10	13	11.0	9.3	12.6
Radju 1066	2	1	1	1.0	0.9	1.0
Super One Radio	41	23	18	19.5	21.5	17.5
Radio 101	17	10	7	8.1	9.3	6.8
Bay Radio	35	17	18	16.7	15.9	17.5
RTK	25	11	14	11.9	10.3	13.6
Smash Radio	16	8	8	7.6	7.5	7.8
Radio Marija	13	5	8	6.2	4.7	7.8
Campus FM	0	0	0	0.0	0.0	0.0
Capital Radio	16	10	6	7.6	9.3	5.8
X FM	9	5	4	4.3	4.7	3.9
A3 FM	1	1	0	0.5	0.9	0.0
Radju Komunita'	12	6	6	5.7	5.6	5.8
	210	107	103	100.0	100.0	100.0

[Note: Total Counts less than 30 are not data representatives]

**Table 7.2: Radio Listening by Station by Weekday [counts of at least “10 minutes”]**

Radio Yesterday	Total Count	Sun Count	Mon Count	Tue Count	Wed Count	Thu Count	Fri Count	Sat Count
Radju Malta	23	2	1	6	6	2	5	1
Radju 10.66 [Parlament]	2	0	0	0	0	1	1	0
Super 1 Radio	41	2	4	11	6	4	7	7
Radio 101	17	2	3	2	2	1	3	4
Bay Radio	35	5	6	5	4	5	6	4
RTK	25	2	3	5	1	4	4	6
Smash Radio	16	1	2	2	1	7	1	2
Radio Marija	13	1	0	0	3	3	3	3
Campus FM	0	0	0	0	0	0	0	0
Capital Radio	16	2	1	5	1	2	2	3
X FM	9	1	2	1	0	3	1	1
A3 FM	1	0	0	1	0	0	0	0
Radju Komunita'	12	1	0	6	0	1	4	0
	210	19	22	44	24	33	37	31

	Total %	Sun %	Mon %	Tue %	Wed &	Thu %	Fri %	Sat %
Radju Malta	10.95	10.53	4.55	13.64	25.00	6.06	13.51	3.23
Radju 10.66 [Parlament]	0.95	0.00	0.00	0.00	0.00	3.03	2.70	0.00
Super 1 Radio	19.52	10.53	18.18	25.00	25.00	12.12	18.92	22.58
Radio 101	8.10	10.53	13.64	4.55	8.33	3.03	8.11	12.90
Bay Radio	16.67	26.32	27.27	11.36	16.67	15.15	16.22	12.90
RTK	11.90	10.53	13.64	11.36	4.17	12.12	10.81	19.35
Smash Radio	7.62	5.26	9.09	4.55	4.17	21.21	2.70	6.45
Radio Marija	6.19	5.26	0.00	0.00	12.50	9.09	8.11	9.68
Campus FM	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Capital Radio	7.62	10.53	4.55	11.36	4.17	6.06	5.41	9.68
X FM	4.29	5.26	9.09	2.27	0.00	9.09	2.70	3.23
A3 FM	0.48	0.00	0.00	2.27	0.00	0.00	0.00	0.00
Radju Komunita'	5.71	5.26	0.00	13.64	0.00	3.03	10.81	0.00
	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00

[Note: Total Counts less than 30 are not data representatives]



**Table 7.3: Radio Listening by Station by Month [counts of at least "10 minutes]**

Radio Yesterday	Total Count	Month		
		Oct Count	Nov Count	Dec Count
Radju Malta	23	7	7	9
Radju 10.66 [Parlament]	2	1	1	0
Super 1 Radio	41	13	14	14
Radio 101	17	7	6	4
Bay Radio	35	12	11	12
RTK	25	9	6	10
Smash Radio	16	7	2	7
Radio Marija	13	2	4	7
Campus Fm	0	0	0	0
Capital Radio	16	6	5	5
X FM	9	6	2	1
A3 FM	1	1	0	0
Radju Komunita'	12	4	4	4
	210	75	62	73

Radio Yesterday	Total %	Oct %	Nov %	Dec %
Radju Malta	10.95	9.33	11.29	12.33
Radju 10.66	0.95	1.33	1.61	0.00
Super 1 Radio	19.52	17.33	22.58	19.18
Radio 101	8.10	9.33	9.68	5.48
Bay Radio	16.67	16.00	17.74	16.44
RTK	11.90	12.00	9.68	13.70
Smash Radio	7.62	9.33	3.23	9.59
Radio Marija	6.19	2.67	6.45	9.59
Campus Fm	0.00	0.00	0.00	0.00
Capital Radio	7.62	8.00	8.06	6.85
X FM	4.29	8.00	3.23	1.37
A3 FM	0.48	1.33	0.00	0.00
Radju Komunita'	5.71	5.33	6.45	5.48
	100.00	100.00	100.00	100.00

[Note: Total Counts less than 30 are not data representatives]



**Table 8.1: TV Viewing By Gender and By Age Group [Base=All]**

Do you watch TV?	Total	Gender		Age group		
		Male	Female	12-29	30-49	50+
	Count Col %	Count Col %	Count Col %	Count Col %	Count Col %	Count Col %
Yes Local only	72 17.3%	19 10.7%	53 22.1%	9 8.6%	22 16.1%	41 23.4%
Yes Foreign only	78 18.7%	37 20.9%	41 17.1%	30 28.6%	28 20.4%	20 11.4%
Yes both local and foreign	255 61.2%	114 64.4%	141 58.8%	63 60.0%	82 59.9%	110 62.9%
No	12 2.9%	7 4.0%	5 2.1%	3 2.9%	5 3.6%	4 2.3%
Refusal	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%
Total	417 100.0%	177 100.0%	240 100.0%	105 100.0%	137 100.0%	175 100.0%

[Note: Total Counts less than 30 are not data representatives]

**Table 8.2: TV Viewing By Educational Level [Base=All]**

Do you watch TV?	Total	Highest Education Level					
		Primary	Secondary	Post-Secondary	Tertiary	Never attended school	Refusal
	Count Col %	Count Col %	Count Col %	Count Col %	Count Col %	Count Col %	Count Col %
Yes Local only	72 17.3%	31 21.1%	23 17.0%	9 11.4%	1 2.8%	8 40.0%	0 .0%
Yes Foreign only	78 18.7%	16 10.9%	23 17.0%	23 29.1%	14 38.9%	2 10.0%	0 .0%
Yes both local and foreign	255 61.2%	97 66.0%	82 60.7%	47 59.5%	21 58.3%	8 40.0%	0 .0%
No	12 2.9%	3 2.0%	7 5.2%	0 .0%	0 .0%	2 10.0%	0 .0%
Refusal	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%
Total	417 100.0%	147 100.0%	135 100.0%	79 100.0%	36 100.0%	20 100.0%	0 .0%

[Note: Total Counts less than 30 are not data representatives]

**Table 8.3: TV Viewing By Economic Status [Base=All]**

Do you watch TV?	Total	Economic Status						
		House person	Student	Employed	Self-Employed	Un-employed	Pensioner	Unable to work due to sickness/disability
	Count Col %	Count Col %	Count Col %	Count Col %	Count Col %	Count Col %	Count Col %	Count Col %
Yes Local only	72 17.3%	46 28.6%	3 6.5%	13 9.4%	3 13.6%	2 20.0%	4 10.8%	1 50.0%
Yes Foreign only	78 18.7%	15 9.3%	17 37.0%	35 25.2%	7 31.8%	0 .0%	4 10.8%	0 .0%
Yes both local and foreign	255 61.2%	96 59.6%	25 54.3%	89 64.0%	9 40.9%	8 80.0%	27 73.0%	1 50.0%
No	12 2.9%	4 2.5%	1 2.2%	2 1.4%	3 13.6%	0 .0%	2 5.4%	0 .0%
Refusal	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%
Total	417 100.0%	161 100.0%	46 100.0%	139 100.0%	22 100.0%	10 100.0%	37 100.0%	2 100.0%

[Note: Total Counts less than 30 are not data representatives]



**Table 8.4: TV Viewing By District [Base=All]**

Do you watch TV?	Total	District					
		Southern harbour	Northern harbour	South Eastern	Western	Northern	Gozo & Comino
	Count Col %	Count Col %	Count Col %	Count Col %	Count Col %	Count Col %	Count Col %
Yes Local only	72 17.3%	12 13.2%	22 19.8%	17 18.9%	10 16.9%	6 14.3%	5 20.8%
Yes Foreign only	78 18.7%	14 15.4%	22 19.8%	10 11.1%	12 20.3%	12 28.6%	8 33.3%
Yes both local and foreign	255 61.2%	64 70.3%	64 57.7%	59 65.6%	36 61.0%	22 52.4%	10 41.7%
No	12 2.9%	1 1.1%	3 2.7%	4 4.4%	1 1.7%	2 4.8%	1 4.2%
Refusal	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%
Total	417 100.0%	91 100.0%	111 100.0%	90 100.0%	59 100.0%	42 100.0%	24 100.0%

[Note: Total Counts less than 30 are not data representatives]



**Table 9.1: Favourite TV Station - By Gender and By Age Group [Base=All TV Viewers]**

Favourite TV station	Total	Gender		Age group		
		Male	Female	12-29	30-49	50+
	Count Col %	Count Col %	Count Col %	Count Col %	Count Col %	Count Col %
Missing	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%
TVM	49 12.1%	16 9.4%	33 14.0%	8 7.8%	21 15.9%	20 11.7%
Super 1	55 13.6%	24 14.1%	31 13.2%	9 8.8%	17 12.9%	29 17.0%
Net	14 3.5%	6 3.5%	8 3.4%	0 .0%	6 4.5%	8 4.7%
Smash	2 .5%	1 .6%	1 .4%	1 1.0%	1 .8%	0 .0%
Rai 1	12 3.0%	4 2.4%	8 3.4%	2 2.0%	0 .0%	10 5.8%
Rai 2	3 .7%	0 .0%	3 1.3%	0 .0%	1 .8%	2 1.2%
Rai 3	2 .5%	1 .6%	1 .4%	1 1.0%	0 .0%	1 .6%
Rete 4	7 1.7%	3 1.8%	4 1.7%	0 .0%	1 .8%	6 3.5%
Canale 5	33 8.1%	9 5.3%	24 10.2%	12 11.8%	11 8.3%	10 5.8%
Italia 1	29 7.2%	18 10.6%	11 4.7%	20 19.6%	9 6.8%	0 .0%
Other Italian Station	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%
Discovery Channel	10 2.5%	8 4.7%	2 .9%	1 1.0%	5 3.8%	4 2.3%
MTV	7 1.7%	5 2.9%	2 .9%	6 5.9%	0 .0%	1 .6%
BBC Prime	11 2.7%	0 .0%	11 4.7%	5 4.9%	3 2.3%	3 1.8%
BBC World	1 .2%	1 .6%	0 .0%	0 .0%	0 .0%	1 .6%
Other Station	21 5.2%	12 7.1%	9 3.8%	6 5.9%	8 6.1%	7 4.1%
No favourite station	148 36.5%	62 36.5%	86 36.6%	31 30.4%	49 37.1%	68 39.8%
Refusal	1 .2%	0 .0%	1 .4%	0 .0%	0 .0%	1 .6%
Total	405 100.0%	170 100.0%	235 100.0%	102 100.0%	132 100.0%	171 100.0%

[Note: Counts less than 30 are not data representatives]





**Table 9.2: Favourite TV Station - By Educational Level [Base=All TV Viewers]**

Favourite TV station	Highest Education Level						
	Total	Primary	Secondary	Post-Secondary	Tertiary	Never attended school	Refusal
	Count Col %	Count Col %	Count Col %	Count Col %	Count Col %	Count Col %	Count Col %
Missing	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%
TVM	49 12.1%	20 13.9%	17 13.3%	7 8.9%	4 11.1%	1 5.6%	0 .0%
Super 1	55 13.6%	25 17.4%	18 14.1%	7 8.9%	1 2.8%	4 22.2%	0 .0%
Net	14 3.5%	5 3.5%	3 2.3%	4 5.1%	1 2.8%	1 5.6%	0 .0%
Smash	2 .5%	1 .7%	1 .8%	0 .0%	0 .0%	0 .0%	0 .0%
Rai 1	12 3.0%	2 1.4%	4 3.1%	4 5.1%	2 5.6%	0 .0%	0 .0%
Rai 2	3 .7%	1 .7%	1 .8%	1 1.3%	0 .0%	0 .0%	0 .0%
Rai 3	2 .5%	1 .7%	0 .0%	1 1.3%	0 .0%	0 .0%	0 .0%
Rete 4	7 1.7%	5 3.5%	1 .8%	0 .0%	0 .0%	1 5.6%	0 .0%
Canale 5	33 8.1%	7 4.9%	13 10.2%	9 11.4%	4 11.1%	0 .0%	0 .0%
Italia 1	29 7.2%	10 6.9%	9 7.0%	9 11.4%	1 2.8%	0 .0%	0 .0%
Other Italian Station	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%
Discovery Channel	10 2.5%	1 .7%	2 1.6%	4 5.1%	3 8.3%	0 .0%	0 .0%
MTV	7 1.7%	5 3.5%	1 .8%	1 1.3%	0 .0%	0 .0%	0 .0%
BBC Prime	11 2.7%	1 .7%	6 4.7%	1 1.3%	3 8.3%	0 .0%	0 .0%
BBC World	1 .2%	1 .7%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%
Other Station	21 5.2%	4 2.8%	4 3.1%	7 8.9%	4 11.1%	2 11.1%	0 .0%
No favourite station	148 36.5%	54 37.5%	48 37.5%	24 30.4%	13 36.1%	9 50.0%	0 .0%
Refusal	1 .2%	1 .7%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%
Total	405 100.0%	144 100.0%	128 100.0%	79 100.0%	36 100.0%	18 100.0%	0 .0%

[Note: Total Counts less than 30 are not data representatives]



**Table 9.3: Favourite TV Station - By Economic Status [Base=All TV Viewers]**

Favourite TV station	Economic Status							
	Total	House person	Student	Employed	Self-Employed	Un-employed	Pensioner	Unable to work due to sickness/disability
	Count Col %	Count Col %	Count Col %	Count Col %	Count Col %	Count Col %	Count Col %	Count Col %
Missing	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%
TVM	49 12.1%	26 16.6%	4 8.9%	15 10.9%	2 10.5%	0 .0%	2 5.7%	0 .0%
Super 1	55 13.6%	24 15.3%	3 6.7%	17 12.4%	1 5.3%	1 10.0%	8 22.9%	1 50.0%
Net	14 3.5%	8 5.1%	0 .0%	5 3.6%	0 .0%	0 .0%	1 2.9%	0 .0%
Smash	2 .5%	1 .6%	0 .0%	0 .0%	0 .0%	1 10.0%	0 .0%	0 .0%
Rai 1	12 3.0%	5 3.2%	0 .0%	5 3.6%	1 5.3%	0 .0%	1 2.9%	0 .0%
Rai 2	3 .7%	2 1.3%	0 .0%	1 .7%	0 .0%	0 .0%	0 .0%	0 .0%
Rai 3	2 .5%	1 .6%	0 .0%	1 .7%	0 .0%	0 .0%	0 .0%	0 .0%
Rete 4	7 1.7%	4 2.5%	0 .0%	1 .7%	0 .0%	0 .0%	2 5.7%	0 .0%
Canale 5	33 8.1%	12 7.6%	3 6.7%	12 8.8%	3 15.8%	1 10.0%	2 5.7%	0 .0%
Italia 1	29 7.2%	2 1.3%	12 26.7%	12 8.8%	2 10.5%	1 10.0%	0 .0%	0 .0%
Other Italian Station	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%
Discovery Channel	10 2.5%	0 .0%	0 .0%	8 5.8%	2 10.5%	0 .0%	0 .0%	0 .0%
MTV	7 1.7%	1 .6%	4 8.9%	2 1.5%	0 .0%	0 .0%	0 .0%	0 .0%
BBC Prime	11 2.7%	5 3.2%	3 6.7%	2 1.5%	1 5.3%	0 .0%	0 .0%	0 .0%
BBC World	1 .2%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	1 2.9%	0 .0%
Other Station	21 5.2%	3 1.9%	3 6.7%	10 7.3%	1 5.3%	0 .0%	4 11.4%	0 .0%
No favourite station	148 36.5%	62 39.5%	13 28.9%	46 33.6%	6 31.6%	6 60.0%	14 40.0%	1 50.0%
Refusal	1 .2%	1 .6%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%
Total	405 100.0%	157 100.0%	45 100.0%	137 100.0%	19 100.0%	10 100.0%	35 100.0%	2 100.0%

[Note: Total Counts less than 30 are not data representatives]



**Table 9.4: Favourite TV Station - By District [Base=All TV Viewers]**

Favourite TV station	Total	District					
		Southern harbour	Northern harbour	South Eastern	Western	Northern	Gozo & Comino
	Count Col %	Count Col %	Count Col %	Count Col %	Count Col %	Count Col %	Count Col %
Missing	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%
TVM	49 12.1%	11 12.2%	12 11.1%	9 10.5%	9 15.5%	4 10.0%	4 17.4%
Super 1	55 13.6%	11 12.2%	11 10.2%	23 26.7%	3 5.2%	3 7.5%	4 17.4%
Net	14 3.5%	3 3.3%	6 5.6%	2 2.3%	3 5.2%	0 .0%	0 .0%
Smash	2 .5%	1 1.1%	0 .0%	0 .0%	0 .0%	0 .0%	1 4.3%
Rai 1	12 3.0%	0 .0%	4 3.7%	3 3.5%	3 5.2%	1 2.5%	1 4.3%
Rai 2	3 .7%	3 3.3%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%
Rai 3	2 .5%	0 .0%	0 .0%	0 .0%	2 3.4%	0 .0%	0 .0%
Rete 4	7 1.7%	1 1.1%	3 2.8%	2 2.3%	1 1.7%	0 .0%	0 .0%
Canale 5	33 8.1%	7 7.8%	6 5.6%	6 7.0%	3 5.2%	5 12.5%	6 26.1%
Italia 1	29 7.2%	6 6.7%	6 5.6%	8 9.3%	5 8.6%	3 7.5%	1 4.3%
Other Italian Station	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%
Discovery Channel	10 2.5%	0 .0%	5 4.6%	1 1.2%	3 5.2%	1 2.5%	0 .0%
MTV	7 1.7%	1 1.1%	3 2.8%	1 1.2%	1 1.7%	1 2.5%	0 .0%
BBC Prime	11 2.7%	1 1.1%	3 2.8%	1 1.2%	1 1.7%	5 12.5%	0 .0%
BBC World	1 .2%	0 .0%	0 .0%	0 .0%	1 1.7%	0 .0%	0 .0%
Other Station	21 5.2%	3 3.3%	11 10.2%	1 1.2%	5 8.6%	1 2.5%	0 .0%
No favourite station	148 36.5%	42 46.7%	38 35.2%	29 33.7%	18 31.0%	15 37.5%	6 26.1%
Refusal	1 .2%	0 .0%	0 .0%	0 .0%	0 .0%	1 2.5%	0 .0%
Total	405 100.0%	90 100.0%	108 100.0%	86 100.0%	58 100.0%	40 100.0%	23 100.0%

[Note: Total Counts less than 30 are not data representatives]



**Table 10.1: Preference for TV Programme Sectors - By Gender [Base = All Radio Listeners]**

Do you watch TV?		Total		Gender			
		Count	Column %	Count	Column %	Count	Column %
Weather	Yes	286	87.5%	119	89.5%	167	86.1%
	No	41	12.5%	14	10.5%	27	13.9%
	Don't Know	0	.0%	0	.0%	0	.0%
Music	Yes	126	38.5%	47	35.3%	79	40.7%
	No	200	61.2%	85	63.9%	115	59.3%
	Don't Know	1	.3%	1	.8%	0	.0%
Films	Yes	161	49.2%	59	44.4%	102	52.6%
	No	166	50.8%	74	55.6%	92	47.4%
	Don't Know	0	.0%	0	.0%	0	.0%
Serials and Soap Operas	Yes	191	58.4%	71	53.4%	120	61.9%
	No	135	41.3%	62	46.6%	73	37.6%
	Don't Know	1	.3%	0	.0%	1	.5%
Documentary	Yes	203	62.1%	81	60.9%	122	62.9%
	No	124	37.9%	52	39.1%	72	37.1%
	Don't Know	0	.0%	0	.0%	0	.0%
Discussions	Yes	253	77.4%	97	72.9%	156	80.4%
	No	74	22.6%	36	27.1%	38	19.6%
	Don't Know	0	.0%	0	.0%	0	.0%
Sports	Yes	132	40.4%	82	61.7%	50	25.8%
	No	195	59.6%	51	38.3%	144	74.2%
	Don't Know	0	.0%	0	.0%	0	.0%
Quizzes	Yes	184	56.3%	60	45.1%	124	63.9%
	No	142	43.4%	73	54.9%	69	35.6%
	Don't Know	1	.3%	0	.0%	1	.5%
Plays / drama	Yes	256	78.3%	93	69.9%	163	84.0%
	No	71	21.7%	40	30.1%	31	16.0%
	Don't Know	0	.0%	0	.0%	0	.0%
Arts / Culture	Yes	175	53.5%	66	49.6%	109	56.2%
	No	152	46.5%	67	50.4%	85	43.8%
	Don't Know	0	.0%	0	.0%	0	.0%
House Programmes	Yes	188	57.5%	44	33.1%	144	74.2%
	No	138	42.2%	89	66.9%	49	25.3%
	Don't Know	1	.3%	0	.0%	1	.5%
Investment / Businesses	Yes	80	24.5%	25	18.8%	55	28.4%
	No	247	75.5%	108	81.2%	139	71.6%
	Don't Know	0	.0%	0	.0%	0	.0%
Children Programmes	Yes	131	40.1%	41	30.8%	90	46.4%
	No	196	59.9%	92	69.2%	104	53.6%
	Don't Know	0	.0%	0	.0%	0	.0%
News and Current Affairs	Yes	289	88.4%	118	88.7%	171	88.1%
	No	38	11.6%	15	11.3%	23	11.9%
	Don't Know	0	.0%	0	.0%	0	.0%

[Note: Total Counts less than 30 are not data representatives]



**Table 10.2: Preference for TV Programme Sectors - By Age Group [Base = All Radio Listeners]**

Do you watch TV?		Total		Age group					
				12-29		30-49		50+	
		Count	Col %	Count	Col %	Count	Col %	Count	Col %
Weather	Yes	286	87.5%	51	70.8%	95	91.3%	140	92.7%
	No	41	12.5%	21	29.2%	9	8.7%	11	7.3%
	Don't Know	0	.0%	0	.0%	0	.0%	0	.0%
Music	Yes	126	38.5%	30	41.7%	43	41.3%	53	35.1%
	No	200	61.2%	42	58.3%	60	57.7%	98	64.9%
	Don't Know	1	.3%	0	.0%	1	1.0%	0	.0%
Films	Yes	161	49.2%	38	52.8%	49	47.1%	74	49.0%
	No	166	50.8%	34	47.2%	55	52.9%	77	51.0%
	Don't Know	0	.0%	0	.0%	0	.0%	0	.0%
Serials and Soap Operas	Yes	191	58.4%	43	59.7%	60	57.7%	88	58.3%
	No	135	41.3%	29	40.3%	44	42.3%	62	41.1%
	Don't Know	1	.3%	0	.0%	0	.0%	1	.7%
Documentary	Yes	203	62.1%	29	40.3%	71	68.3%	103	68.2%
	No	124	37.9%	43	59.7%	33	31.7%	48	31.8%
	Don't Know	0	.0%	0	.0%	0	.0%	0	.0%
Discussions	Yes	253	77.4%	39	54.2%	89	85.6%	125	82.8%
	No	74	22.6%	33	45.8%	15	14.4%	26	17.2%
	Don't Know	0	.0%	0	.0%	0	.0%	0	.0%
Sports	Yes	132	40.4%	32	44.4%	42	40.4%	58	38.4%
	No	195	59.6%	40	55.6%	62	59.6%	93	61.6%
	Don't Know	0	.0%	0	.0%	0	.0%	0	.0%
Quizzes	Yes	184	56.3%	37	51.4%	58	55.8%	89	58.9%
	No	142	43.4%	35	48.6%	46	44.2%	61	40.4%
	Don't Know	1	.3%	0	.0%	0	.0%	1	.7%
Plays / drama	Yes	256	78.3%	50	69.4%	80	76.9%	126	83.4%
	No	71	21.7%	22	30.6%	24	23.1%	25	16.6%
	Don't Know	0	.0%	0	.0%	0	.0%	0	.0%
Arts / Culture	Yes	175	53.5%	24	33.3%	57	54.8%	94	62.3%
	No	152	46.5%	48	66.7%	47	45.2%	57	37.7%
	Don't Know	0	.0%	0	.0%	0	.0%	0	.0%
House Programmes	Yes	188	57.5%	26	36.1%	66	63.5%	96	63.6%
	No	138	42.2%	46	63.9%	38	36.5%	54	35.8%
	Don't Know	1	.3%	0	.0%	0	.0%	1	.7%
Investment / Businesses	Yes	80	24.5%	16	22.2%	24	23.1%	40	26.5%
	No	247	75.5%	56	77.8%	80	76.9%	111	73.5%
	Don't Know	0	.0%	0	.0%	0	.0%	0	.0%
Children Programmes	Yes	131	40.1%	27	37.5%	52	50.0%	52	34.4%
	No	196	59.9%	45	62.5%	52	50.0%	99	65.6%
	Don't Know	0	.0%	0	.0%	0	.0%	0	.0%
News and Current Affairs	Yes	289	88.4%	53	73.6%	95	91.3%	141	93.4%
	No	38	11.6%	19	26.4%	9	8.7%	10	6.6%
	Don't Know	0	.0%	0	.0%	0	.0%	0	.0%

[Note: Total Counts less than 30 are not data representatives]



**Table 10.3: Preference for TV Programme Sectors - By Educational Level [Base = All Radio Listeners]**

Do you watch TV?		Highest Education Level													
		Total		Primary		Secondary		Post-Secondary		Tertiary		Never attended school		Refusal	
		Count	Col %	Count	Col %	Count	Col %	Count	Col %	Count	Col %	Count	Col %	Count	Col %
Weather	Yes	286	87.5%	116	90.6%	91	86.7%	46	82.1%	20	90.9%	13	81.3%	0	.0%
	No	41	12.5%	12	9.4%	14	13.3%	10	17.9%	2	9.1%	3	18.8%	0	.0%
	Don't Know	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Music	Yes	126	38.5%	52	40.6%	42	40.0%	23	41.1%	4	18.2%	5	31.3%	0	.0%
	No	200	61.2%	75	58.6%	63	60.0%	33	58.9%	18	81.8%	11	68.8%	0	.0%
	Don't Know	1	.3%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Films	Yes	161	49.2%	74	57.8%	49	46.7%	27	48.2%	6	27.3%	5	31.3%	0	.0%
	No	166	50.8%	54	42.2%	56	53.3%	29	51.8%	16	72.7%	11	68.8%	0	.0%
	Don't Know	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Serials and Soap Operas	Yes	191	58.4%	86	67.2%	60	57.1%	25	44.6%	13	59.1%	7	43.8%	0	.0%
	No	135	41.3%	41	32.0%	45	42.9%	31	55.4%	9	40.9%	9	56.3%	0	.0%
	Don't Know	1	.3%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Documentary	Yes	203	62.1%	85	66.4%	60	57.1%	38	67.9%	11	50.0%	9	56.3%	0	.0%
	No	124	37.9%	43	33.6%	45	42.9%	18	32.1%	11	50.0%	7	43.8%	0	.0%
	Don't Know	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Discussions	Yes	253	77.4%	97	75.8%	84	80.0%	46	82.1%	15	68.2%	11	68.8%	0	.0%
	No	74	22.6%	31	24.2%	21	20.0%	10	17.9%	7	31.8%	5	31.3%	0	.0%
	Don't Know	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Sports	Yes	132	40.4%	50	39.1%	47	44.8%	22	39.3%	8	36.4%	5	31.3%	0	.0%
	No	195	59.6%	78	60.9%	58	55.2%	34	60.7%	14	63.6%	11	68.8%	0	.0%
	Don't Know	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Quizzes	Yes	184	56.3%	82	64.1%	57	54.3%	28	50.0%	11	50.0%	6	37.5%	0	.0%
	No	142	43.4%	45	35.2%	48	45.7%	28	50.0%	11	50.0%	10	62.5%	0	.0%
	Don't Know	1	.3%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Plays / drama	Yes	256	78.3%	113	88.3%	84	80.0%	35	62.5%	12	54.5%	12	75.0%	0	.0%
	No	71	21.7%	15	11.7%	21	20.0%	21	37.5%	10	45.5%	4	25.0%	0	.0%
	Don't Know	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Arts / Culture	Yes	175	53.5%	74	57.8%	53	50.5%	28	50.0%	12	54.5%	8	50.0%	0	.0%
	No	152	46.5%	54	42.2%	52	49.5%	28	50.0%	10	45.5%	8	50.0%	0	.0%
	Don't Know	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
House Programmes	Yes	188	57.5%	80	62.5%	59	56.2%	36	64.3%	8	36.4%	5	31.3%	0	.0%
	No	138	42.2%	47	36.7%	46	43.8%	20	35.7%	14	63.6%	11	68.8%	0	.0%
	Don't Know	1	.3%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Investment / Businesses	Yes	80	24.5%	31	24.2%	27	25.7%	15	26.8%	5	22.7%	2	12.5%	0	.0%
	No	247	75.5%	97	75.8%	78	74.3%	41	73.2%	17	77.3%	14	87.5%	0	.0%
	Don't Know	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Children Programmes	Yes	131	40.1%	56	43.8%	46	43.8%	18	32.1%	7	31.8%	4	25.0%	0	.0%
	No	196	59.9%	72	56.3%	59	56.2%	38	67.9%	15	68.2%	12	75.0%	0	.0%
	Don't Know	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
News and Current Affairs	Yes	289	88.4%	119	93.0%	89	84.8%	47	83.9%	20	90.9%	14	87.5%	0	.0%
	No	38	11.6%	9	7.0%	16	15.2%	9	16.1%	2	9.1%	2	12.5%	0	.0%
	Don't Know	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

[Note: Total Counts less than 30 are not data representatives]



**Table 10.4: Preference for TV Programme Sectors - By Economic Status [Base = All Radio Listeners]**

Do you watch TV?		Economic Status															
		Total		House person		Student		Employed		Self-Employed		Unemployed		Pensioner		Unable to work sickness/disability	
		Count	Col %	Count	Col %	Count	Col %	Count	Col %	Count	Col %	Count	Col %	Count	Col %	Count	Col %
Weather	Yes	286	87.5%	131	92.3%	18	64.3%	89	87.3%	11	91.7%	7	70.0%	28	90.3%	2	100.0%
	No	41	12.5%	11	7.7%	10	35.7%	13	12.7%	1	8.3%	3	30.0%	3	9.7%	0	.0%
	Don't Know	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Music	Yes	126	38.5%	54	38.0%	12	42.9%	38	37.3%	4	33.3%	5	50.0%	11	35.5%	2	100.0%
	No	200	61.2%	88	62.0%	16	57.1%	63	61.8%	8	66.7%	5	50.0%	20	64.5%	0	.0%
	Don't Know	1	.3%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%
Films	Yes	161	49.2%	72	50.7%	17	60.7%	51	50.0%	5	41.7%	4	40.0%	10	32.3%	2	100.0%
	No	166	50.8%	70	49.3%	11	39.3%	51	50.0%	7	58.3%	6	60.0%	21	67.7%	0	.0%
	Don't Know	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Serials and Soap Operas	Yes	191	58.4%	94	66.2%	23	82.1%	46	45.1%	7	58.3%	4	40.0%	16	51.6%	1	50.0%
	No	135	41.3%	47	33.1%	5	17.9%	56	54.9%	5	41.7%	6	60.0%	15	48.4%	1	50.0%
	Don't Know	1	.3%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Documentary	Yes	203	62.1%	100	70.4%	10	35.7%	60	58.8%	7	58.3%	5	50.0%	19	61.3%	2	100.0%
	No	124	37.9%	42	29.6%	18	64.3%	42	41.2%	5	41.7%	5	50.0%	12	38.7%	0	.0%
	Don't Know	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Discussions	Yes	253	77.4%	119	83.8%	11	39.3%	78	76.5%	11	91.7%	6	60.0%	26	83.9%	2	100.0%
	No	74	22.6%	23	16.2%	17	60.7%	24	23.5%	1	8.3%	4	40.0%	5	16.1%	0	.0%
	Don't Know	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Sports	Yes	132	40.4%	36	25.4%	12	42.9%	51	50.0%	5	41.7%	7	70.0%	19	61.3%	2	100.0%
	No	195	59.6%	106	74.6%	16	57.1%	51	50.0%	7	58.3%	3	30.0%	12	38.7%	0	.0%
	Don't Know	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Quizzes	Yes	184	56.3%	95	66.9%	18	64.3%	47	46.1%	6	50.0%	4	40.0%	13	41.9%	1	50.0%
	No	142	43.4%	46	32.4%	10	35.7%	55	53.9%	6	50.0%	6	60.0%	18	58.1%	1	50.0%
	Don't Know	1	.3%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Plays / drama	Yes	256	78.3%	127	89.4%	22	78.6%	68	66.7%	11	91.7%	7	70.0%	20	64.5%	1	50.0%
	No	71	21.7%	15	10.6%	6	21.4%	34	33.3%	1	8.3%	3	30.0%	11	35.5%	1	50.0%
	Don't Know	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Arts / Culture	Yes	175	53.5%	85	59.9%	10	35.7%	48	47.1%	7	58.3%	3	30.0%	20	64.5%	2	100.0%
	No	152	46.5%	57	40.1%	18	64.3%	54	52.9%	5	41.7%	7	70.0%	11	35.5%	0	.0%
	Don't Know	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
House Programmes	Yes	188	57.5%	116	81.7%	3	10.7%	46	45.1%	7	58.3%	4	40.0%	10	32.3%	2	100.0%
	No	138	42.2%	25	17.6%	25	89.3%	56	54.9%	5	41.7%	6	60.0%	21	67.7%	0	.0%
	Don't Know	1	.3%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Investment / Businesses	Yes	80	24.5%	42	29.6%	4	14.3%	19	18.6%	6	50.0%	2	20.0%	6	19.4%	1	50.0%
	No	247	75.5%	100	70.4%	24	85.7%	83	81.4%	6	50.0%	8	80.0%	25	80.6%	1	50.0%
	Don't Know	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Children Programmes	Yes	131	40.1%	73	51.4%	10	35.7%	34	33.3%	3	25.0%	3	30.0%	6	19.4%	2	100.0%
	No	196	59.9%	69	48.6%	18	64.3%	68	66.7%	9	75.0%	7	70.0%	25	80.6%	0	.0%
	Don't Know	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
News and Current Affairs	Yes	289	88.4%	132	93.0%	21	75.0%	89	87.3%	11	91.7%	6	60.0%	28	90.3%	2	100.0%
	No	38	11.6%	10	7.0%	7	25.0%	13	12.7%	1	8.3%	4	40.0%	3	9.7%	0	.0%
	Don't Know	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

[Note: Counts less than 30 are not data representatives]



**Table 10.5: Preference for TV Programme Sectors - By District [Base = All Radio Listeners]**

Do you watch TV?		District													
		Total		Southern harbour		Northern harbour		South Eastern		Western		Northern		Gozo & Comino	
		Count	Col %	Count	Col %	Count	Col %	Count	Col %	Count	Col %	Count	Col %	Count	Col %
Weather	Yes	286	87.5%	65	85.5%	75	87.2%	67	88.2%	42	91.3%	24	85.7%	13	86.7%
	No	41	12.5%	11	14.5%	11	12.8%	9	11.8%	4	8.7%	4	14.3%	2	13.3%
	Don't Know	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Music	Yes	126	38.5%	34	44.7%	32	37.2%	34	44.7%	12	26.1%	7	25.0%	7	46.7%
	No	200	61.2%	41	53.9%	54	62.8%	42	55.3%	34	73.9%	21	75.0%	8	53.3%
	Don't Know	1	.3%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Films	Yes	161	49.2%	42	55.3%	47	54.7%	38	50.0%	15	32.6%	11	39.3%	8	53.3%
	No	166	50.8%	34	44.7%	39	45.3%	38	50.0%	31	67.4%	17	60.7%	7	46.7%
	Don't Know	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Serials and Soap Operas	Yes	191	58.4%	46	60.5%	51	59.3%	48	63.2%	22	47.8%	15	53.6%	9	60.0%
	No	135	41.3%	29	38.2%	35	40.7%	28	36.8%	24	52.2%	13	46.4%	6	40.0%
	Don't Know	1	.3%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Documentary	Yes	203	62.1%	47	61.8%	56	65.1%	46	60.5%	25	54.3%	18	64.3%	11	73.3%
	No	124	37.9%	29	38.2%	30	34.9%	30	39.5%	21	45.7%	10	35.7%	4	26.7%
	Don't Know	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Discussions	Yes	253	77.4%	68	89.5%	62	72.1%	56	73.7%	34	73.9%	21	75.0%	12	80.0%
	No	74	22.6%	8	10.5%	24	27.9%	20	26.3%	12	26.1%	7	25.0%	3	20.0%
	Don't Know	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Sports	Yes	132	40.4%	30	39.5%	37	43.0%	28	36.8%	18	39.1%	15	53.6%	4	26.7%
	No	195	59.6%	46	60.5%	49	57.0%	48	63.2%	28	60.9%	13	46.4%	11	73.3%
	Don't Know	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Quizzes	Yes	184	56.3%	45	59.2%	48	55.8%	43	56.6%	24	52.2%	14	50.0%	10	66.7%
	No	142	43.4%	30	39.5%	38	44.2%	33	43.4%	22	47.8%	14	50.0%	5	33.3%
	Don't Know	1	.3%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Plays / drama	Yes	256	78.3%	64	84.2%	64	74.4%	62	81.6%	31	67.4%	22	78.6%	13	86.7%
	No	71	21.7%	12	15.8%	22	25.6%	14	18.4%	15	32.6%	6	21.4%	2	13.3%
	Don't Know	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Arts / Culture	Yes	175	53.5%	36	47.4%	46	53.5%	41	53.9%	23	50.0%	18	64.3%	11	73.3%
	No	152	46.5%	40	52.6%	40	46.5%	35	46.1%	23	50.0%	10	35.7%	4	26.7%
	Don't Know	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
House Programmes	Yes	188	57.5%	41	53.9%	54	62.8%	43	56.6%	24	52.2%	15	53.6%	11	73.3%
	No	138	42.2%	34	44.7%	32	37.2%	33	43.4%	22	47.8%	13	46.4%	4	26.7%
	Don't Know	1	.3%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Investment / Businesses	Yes	80	24.5%	13	17.1%	19	22.1%	21	27.6%	14	30.4%	9	32.1%	4	26.7%
	No	247	75.5%	63	82.9%	67	77.9%	55	72.4%	32	69.6%	19	67.9%	11	73.3%
	Don't Know	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Children Programmes	Yes	131	40.1%	31	40.8%	33	38.4%	29	38.2%	19	41.3%	14	50.0%	5	33.3%
	No	196	59.9%	45	59.2%	53	61.6%	47	61.8%	27	58.7%	14	50.0%	10	66.7%
	Don't Know	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
News and Current Affairs	Yes	289	88.4%	68	89.5%	73	84.9%	69	90.8%	42	91.3%	24	85.7%	13	86.7%
	No	38	11.6%	8	10.5%	13	15.1%	7	9.2%	4	8.7%	4	14.3%	2	13.3%
	Don't Know	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

[Note: Counts less than 30 are not data representatives]





**Table 11.1: TV Viewing - By Gender and By Age Group [Base=All]**

	Total	Gender		Age group		
		Male	Female	12-29	30-49	50+
	Count Col %	Count Col %	Count Col %	Count Col %	Count Col %	Count Col %
Did you watch TV yesterday						
Yes	323 77.5%	129 72.9%	194 80.8%	73 69.5%	103 75.2%	147 84.0%
No	94 22.5%	48 27.1%	46 19.2%	32 30.5%	34 24.8%	28 16.0%
Total	417 100.0%	177 100.0%	240 100.0%	105 100.0%	137 100.0%	175 100.0%

[Note: Counts less than 30 are not data representatives]

**Table 11.2: TV Viewing - By Educational Level [Base=All]**

	Total	Highest Education Level					
		Primary	Secondary	Post-Secondary	Tertiary	Never Attended school	Refusal
	Count Col %	Count Col %	Count Col %	Count Col %	Count Col %	Count Col %	Count Col %
Did you watch TV yesterday							
Yes	323 77.5%	120 81.6%	97 71.9%	61 77.2%	29 80.6%	16 80.0%	0 .0%
No	94 22.5%	27 18.4%	38 28.1%	18 22.8%	7 19.4%	4 20.0%	0 .0%
Total	417 100.0%	147 100.0%	135 100.0%	79 100.0%	36 100.0%	20 100.0%	0 .0%

[Note: Counts less than 30 are not data representatives]

**Table 11.3: TV Viewing - By Economical Status[Base=All]**

	Total	Economic Status						
		House person	Student	Employed	Self-Employed	Un-employed	Pensioner	Unable to work due to sickness/disability
	Count Col %	Count Col %	Count Col %	Count Col %	Count Col %	Count Col %	Count Col %	Count Col %
Did you watch TV yesterday								
Yes	323 77.5%	134 83.2%	34 73.9%	99 71.2%	14 63.6%	8 80.0%	32 86.5%	2 100.0%
No	94 22.5%	27 16.8%	12 26.1%	40 28.8%	8 36.4%	2 20.0%	5 13.5%	0 .0%
Total	417 100.0%	161 100.0%	46 100.0%	139 100.0%	22 100.0%	10 100.0%	37 100.0%	2 100.0%

[Note: Counts less than 30 are not data representatives]

**Table 11.4: TV Viewing - By District [Base=All]**

	Total	District					
		Southern harbour	Northern harbour	South Eastern	Western	Northern	Gozo & Comino
	Count Col %	Count Col %	Count Col %	Count Col %	Count Col %	Count Col %	Count Col %
Did you watch TV yesterday							
Yes	323 77.5%	73 80.2%	85 76.6%	73 81.1%	43 72.9%	29 69.0%	20 83.3%
No	94 22.5%	18 19.8%	26 23.4%	17 18.9%	16 27.1%	13 31.0%	4 16.7%
Total	417 100.0%	91 100.0%	111 100.0%	90 100.0%	59 100.0%	42 100.0%	24 100.0%

[Note: Counts less than 30 are not data representatives]



**Table 12.1: TV Viewing by Time Bracket**

Did you watch TV yesterday > 12:00	Total		Gender	
	%	Count	Male Count	Female Count
> 12:00	7.42	58	28	30
12:00 - 19:00	17.52	137	52	85
19:00 - 20:30	28.13	220	101	119
20:30 - 22:00	33.50	262	124	138
22:00 - 24:00	13.43	105	57	48
	100.00	782		

**Table 12.2: TV Viewing by Time Bracket – By Weekday**

	Total Count	Sun Count	Mon Count	Tue Count	Wed Count	Thu Count	Fri Count	Sat Count
> 12:00	36	12	5	4	3	5	3	4
12:00 - 19:00	104	16	18	18	10	12	10	20
19:00 - 20:30	146	16	27	25	22	22	12	22
20:30 - 22:00	242	38	34	34	33	41	35	27
22:00 - 24:00	95	9	10	19	15	15	14	13
	623	91	94	100	83	95	74	86

		Sun %	Mon %	Tue %	Wed %	Thu %	Fri %	Sat %
> 12:00	5.78	13.19	5.32	4.00	3.61	5.26	4.05	4.65
12:00 - 19:00	16.69	17.58	19.15	18.00	12.05	12.63	13.51	23.26
19:00 - 20:30	23.43	17.58	28.72	25.00	26.51	23.16	16.22	25.58
20:30 - 22:00	38.84	41.76	36.17	34.00	39.76	43.16	47.30	31.40
22:00 - 24:00	15.25	9.89	10.64	19.00	18.07	15.79	18.92	15.12
	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00



**Table 13.1: TV Viewing by Station [count of “at least 10 minutes”]**

Did you watch TV yesterday	Total Count	Gender		Total %	Gender	
		Male Count	Female Count		Male %	Female %
TVM	157	55	102	28.6	24.6	31.4
Super One TV	91	42	49	16.6	18.8	15.1
Net TV	54	17	37	9.8	7.6	11.4
Smash TV	6	2	4	1.1	0.9	1.2
Rai 1	28	12	16	5.1	5.4	4.9
Rai 2	13	8	5	2.4	3.6	1.5
Rai 3	6	3	3	1.1	1.3	0.9
Rete 4	23	9	14	4.2	4.0	4.3
Canale 5	60	17	43	10.9	7.6	13.2
Italia 1	40	19	21	7.3	8.5	6.5
Other Italian Station	5	1	4	0.9	0.4	1.2
Discovery Channel	7	5	2	1.3	2.2	0.6
MTV	8	5	3	1.5	2.2	0.9
BBC Prime	11	4	7	2.0	1.8	2.2
BBC World	1	1	0	0.2	0.4	0.0
Other Station	39	24	15	7.1	10.7	4.6
	549	224	325	100.0	100.0	100.0

[Note: Counts less than 30 are not data representatives]

**Table 13.2: TV Viewing by Station by Weekday [counts of “at least 10 minutes”]**

	Total Count	Sun Count	Mon Count	Tue Count	Wed Count	Thu Count	Fri Count	Sat Count
TVM	157	35	17	19	19	25	27	15
Super 1	91	13	20	17	7	17	7	10
Net	54	7	15	6	4	5	7	10
Smash	6	0	0	0	3	1	1	1
Rai 1	28	3	2	6	5	4	2	6
Rai 2	13	2	0	2	2	2	3	2
Rai 3	6	2	1	0	3	0	0	0
Rete 4	23	5	2	3	3	3	3	4
Canale 5	60	11	5	11	11	10	5	7
Italia 1	40	5	6	7	6	6	4	6
Other Italian Station	5	0	2	0	0	1	1	1
Discovery Channel	7	0	1	2	1	1	2	0
MTV	8	0	2	4	0	0	1	1
BBC Prime	11	1	0	2	0	4	1	3
BBC World	1	0	0	0	0	0	1	0
Other Station	39	5	8	6	3	6	5	6
	549	89	81	85	67	85	70	72
	Total %	Sun %	Mon %	Tue %	Wed %	Thu %	Fri %	Sat %
TVM	28.60	39.33	20.99	22.35	28.36	29.41	38.57	20.83
Super 1	16.58	14.61	24.69	20.00	10.45	20.00	10.00	13.89
Net	9.84	7.87	18.52	7.06	5.97	5.88	10.00	13.89
Smash	1.09	0.00	0.00	0.00	4.48	1.18	1.43	1.39
Rai 1	5.10	3.37	2.47	7.06	7.46	4.71	2.86	8.33
Rai 2	2.37	2.25	0.00	2.35	2.99	2.35	4.29	2.78
Rai 3	1.09	2.25	1.23	0.00	4.48	0.00	0.00	0.00
Rete 4	4.19	5.62	2.47	3.53	4.48	3.53	4.29	5.56
Canale 5	10.93	12.36	6.17	12.94	16.42	11.76	7.14	9.72
Italia 1	7.29	5.62	7.41	8.24	8.96	7.06	5.71	8.33
Other Italian Station	0.91	0.00	2.47	0.00	0.00	1.18	1.43	1.39
Discovery Channel	1.28	0.00	1.23	2.35	1.49	1.18	2.86	0.00
MTV	1.46	0.00	2.47	4.71	0.00	0.00	1.43	1.39
BBC Prime	2.00	1.12	0.00	2.35	0.00	4.71	1.43	4.17
BBC World	0.18	0.00	0.00	0.00	0.00	0.00	1.43	0.00
Other Station	7.10	5.62	9.88	7.06	4.48	7.06	7.14	8.33
	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00

[Note: Total Counts less than 30 are not data representatives]



**Table 13.3: TV Viewing by Station by Month [counts of “at least 10 minutes”]**

Did you watch TV yesterday	Total Count	Month		
		Oct Count	Nov Count	Dec Count
TVM	157	44	59	54
Super 1	91	32	25	34
Net	54	20	14	20
Smash	6	2	2	2
Rai 1	28	10	11	7
Rai 2	13	4	5	4
Rai 3	6	0	2	4
Rete 4	23	10	8	5
Canale 5	60	18	16	26
Italia 1	40	18	12	10
Other Italian Station	5	3	1	1
Discovery Channel	7	2	1	4
MTV	8	6	1	1
BBC Prime	11	3	6	2
BBC World	1	1	0	0
Other Station	39	17	11	11
	549	190	174	185
Did you watch TV yesterday	Total %	Oct %	Nov %	Dec %
TVM	28.60	23.16	33.91	29.19
Super 1	16.58	16.84	14.37	18.38
Net	9.84	10.53	8.05	10.81
Smash	1.09	1.05	1.15	1.08
Rai 1	5.10	5.26	6.32	3.78
Rai 2	2.37	2.11	2.87	2.16
Rai 3	1.09	0.00	1.15	2.16
Rete 4	4.19	5.26	4.60	2.70
Canale 5	10.93	9.47	9.20	14.05
Italia 1	7.29	9.47	6.90	5.41
Other Italian Station	0.91	1.58	0.57	0.54
Discovery Channel	1.28	1.05	0.57	2.16
MTV	1.46	3.16	0.57	0.54
BBC Prime	2.00	1.58	3.45	1.08
BBC World	0.18	0.53	0.00	0.00
Other Station	7.10	8.95	6.32	5.95
	100.00	100.00	100.00	100.00

[Note: Total Counts less than 30 are not data representatives]



RADIO AND TELEVISION AUDIENCES  
IN MALTA  
JUNE – DECEMBER 2004

PART 2 – FIGURES  
[JUNE-DECEMBER,  
JUNE-SEPTEMBER – OCTOBER-DECEMBER]



## FIGURES

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**FIGURE 3.1: RADIO LISTENING**

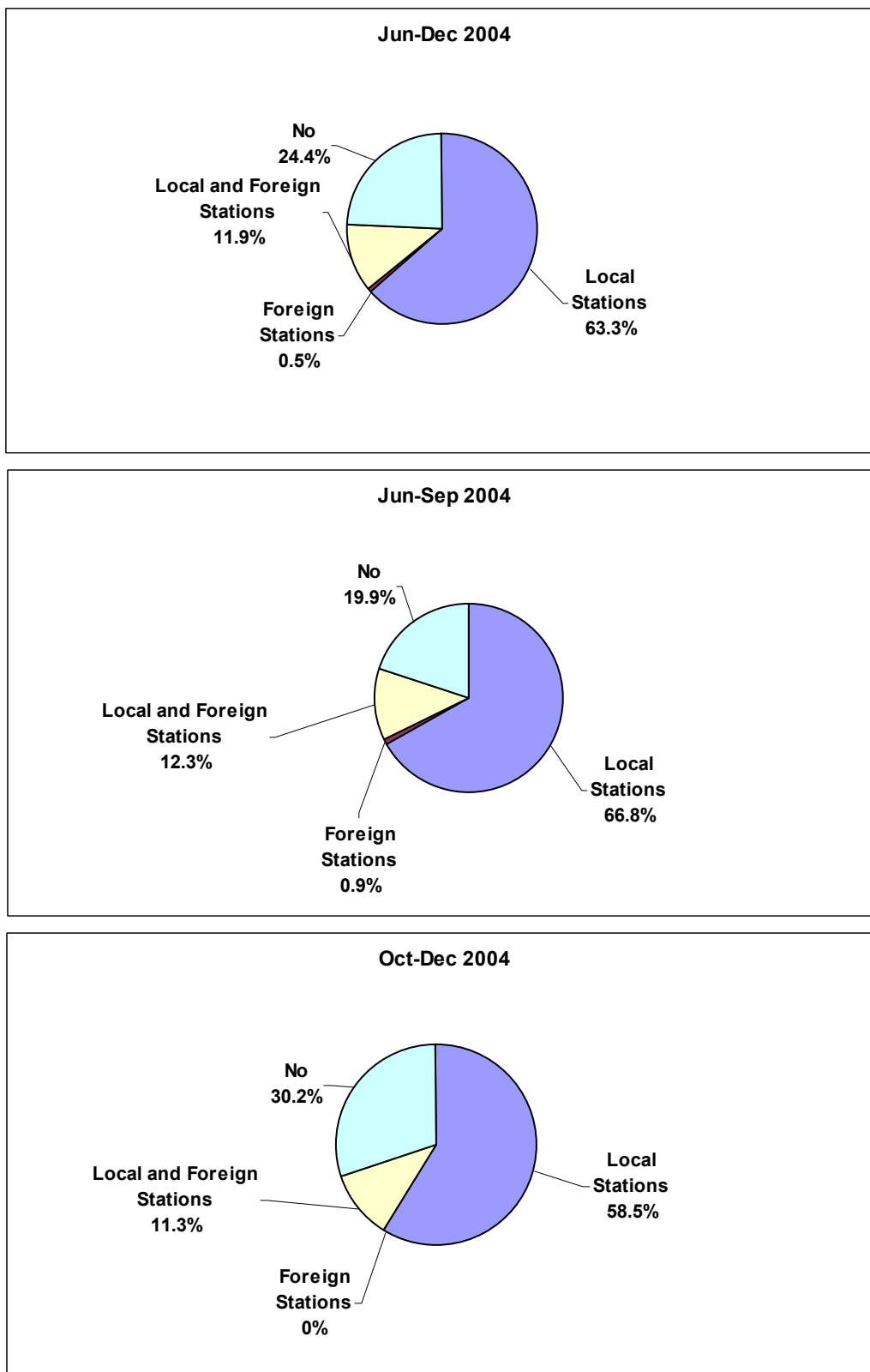
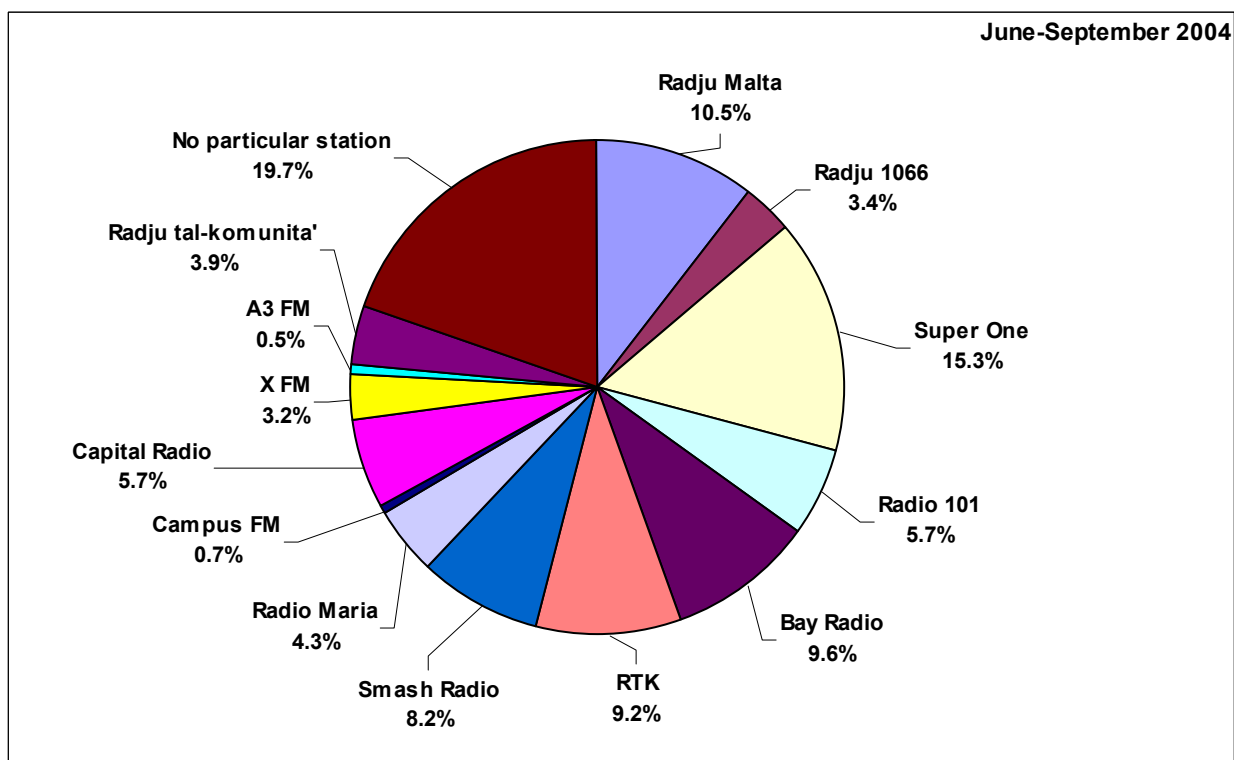
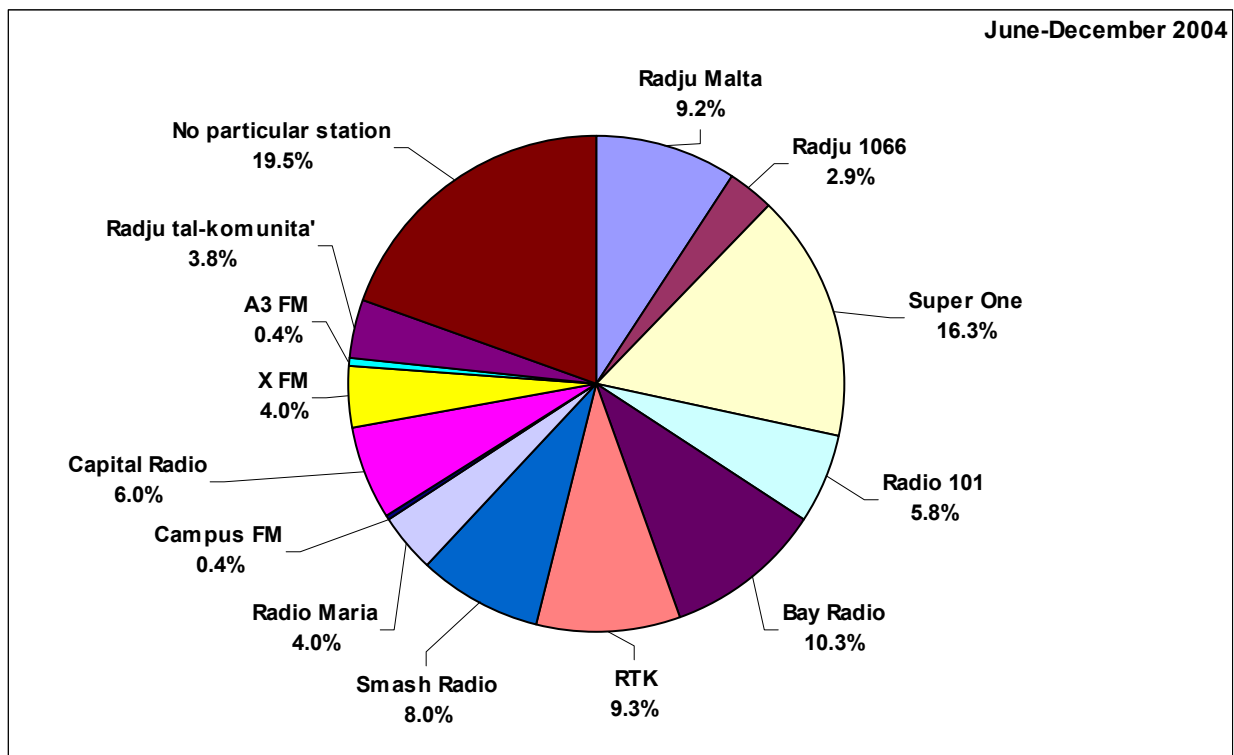


FIGURE 3.2: FAVORITE RADIO STATION





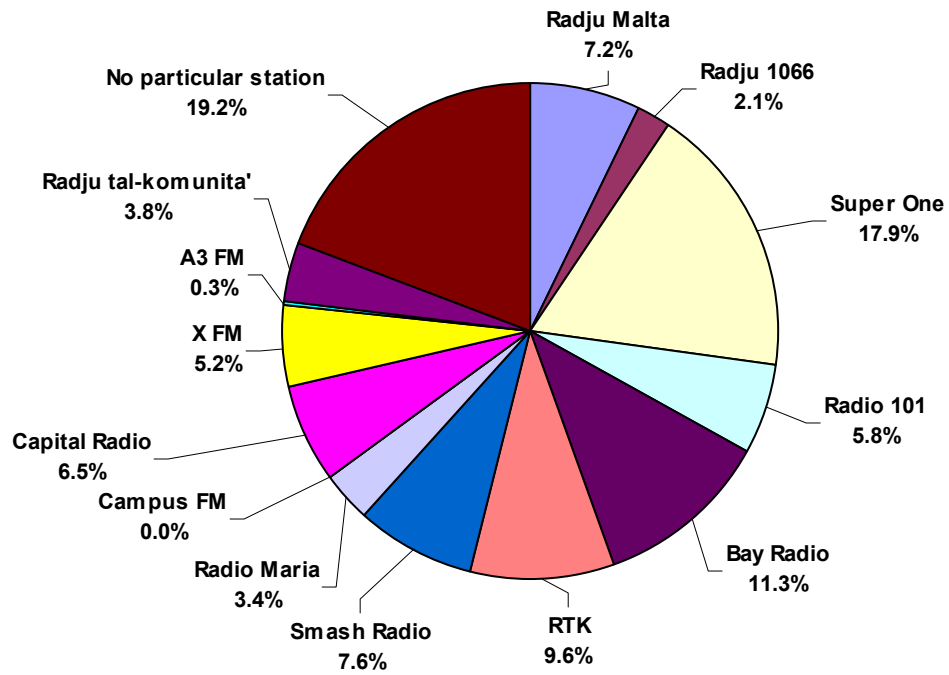


FIGURE 3.3: FAVOURITE RADIO STATION BY GENDER

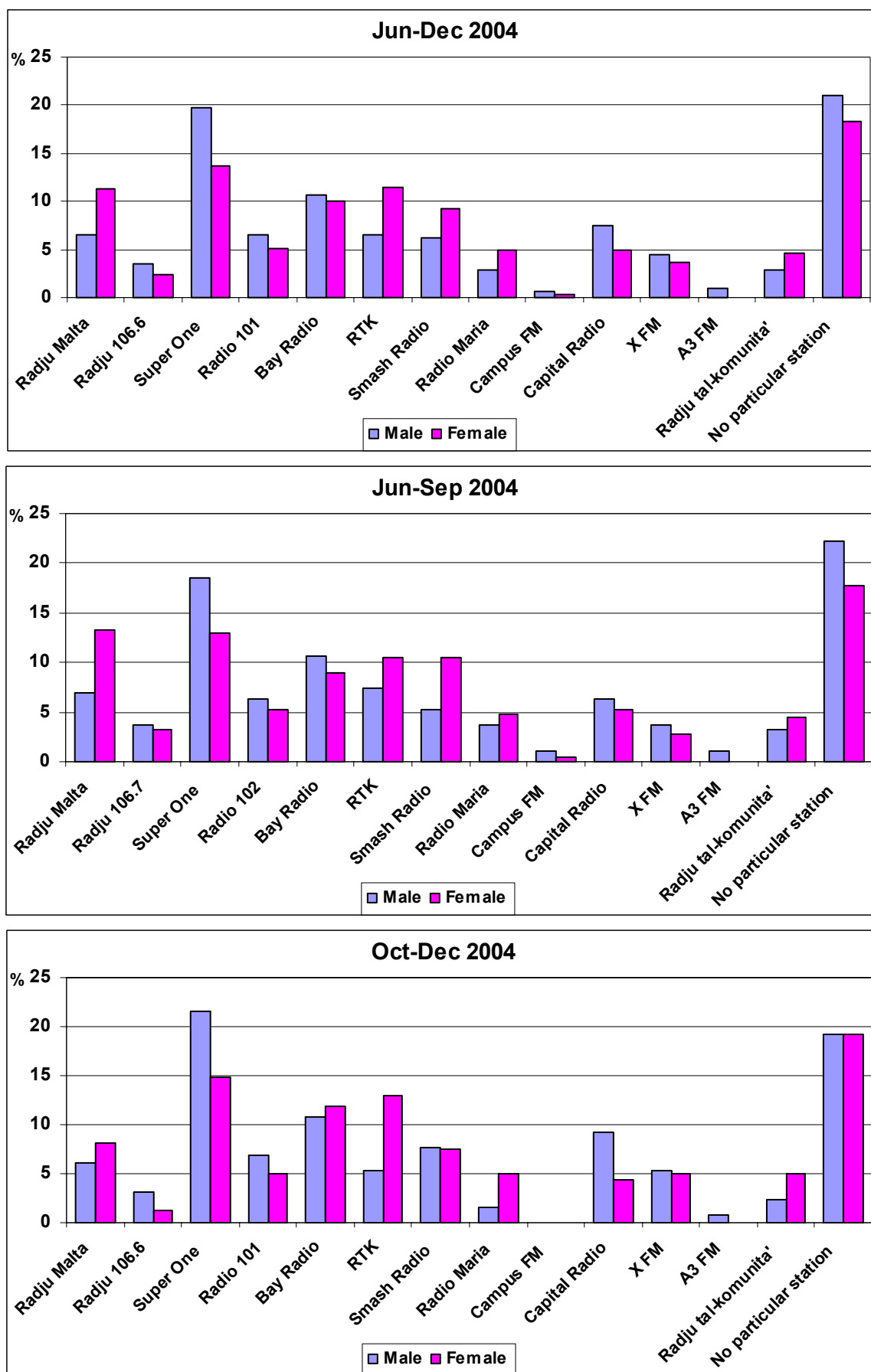


FIGURE 3.4: TV VIEWING

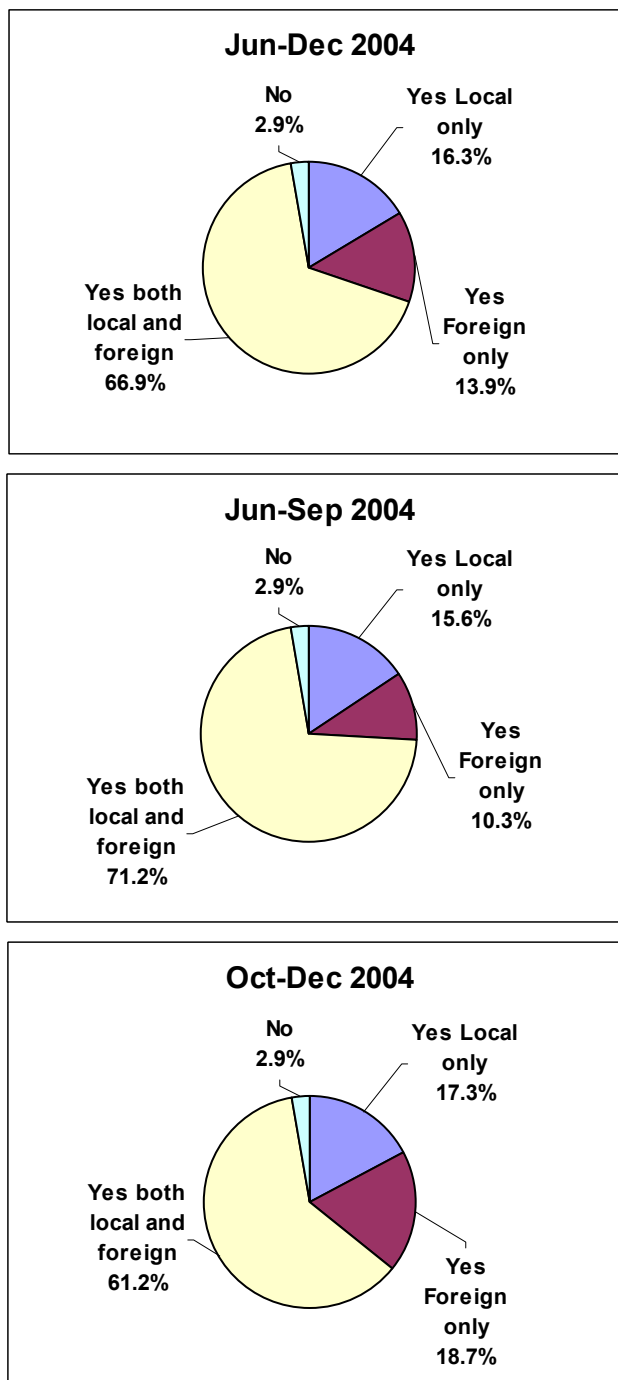
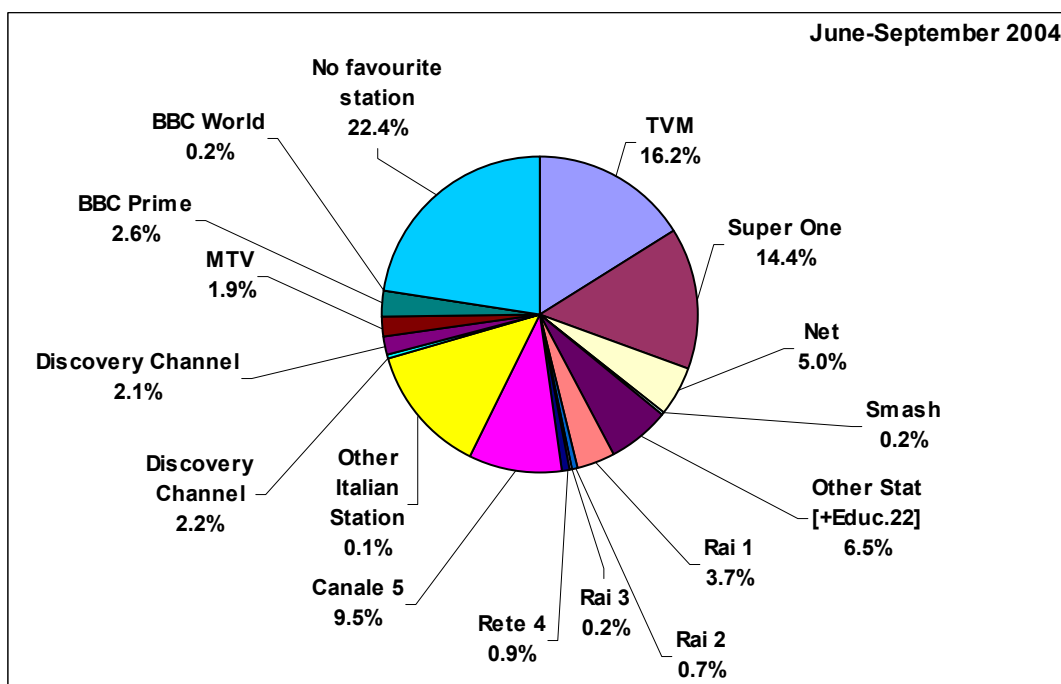
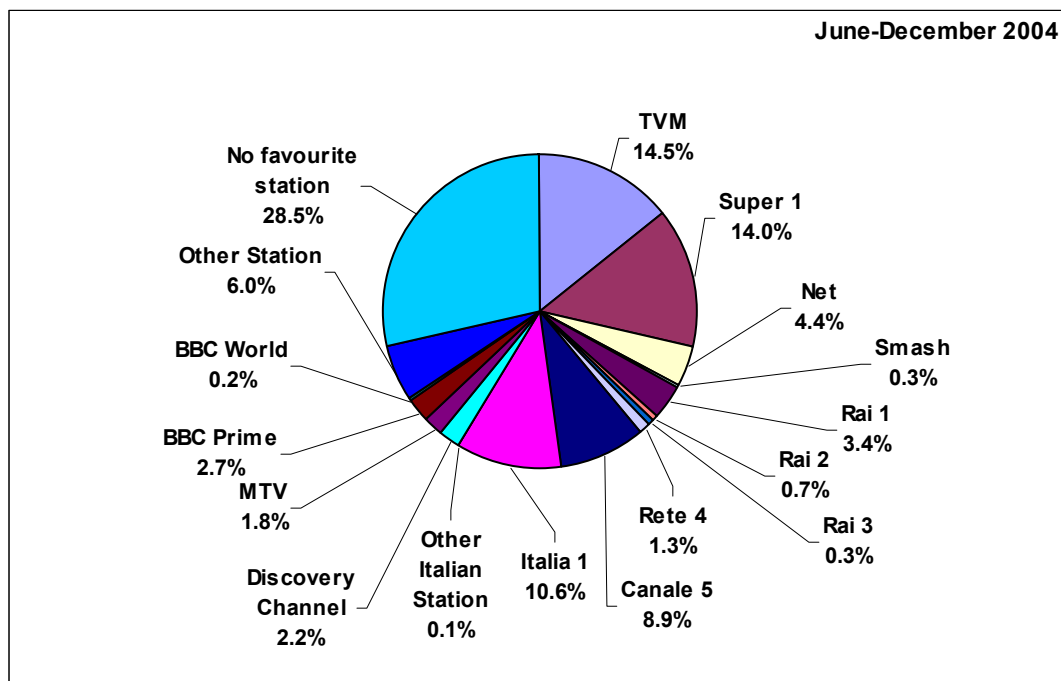


FIGURE 3.5: FAVOURITE TV STATION



October-December 2004

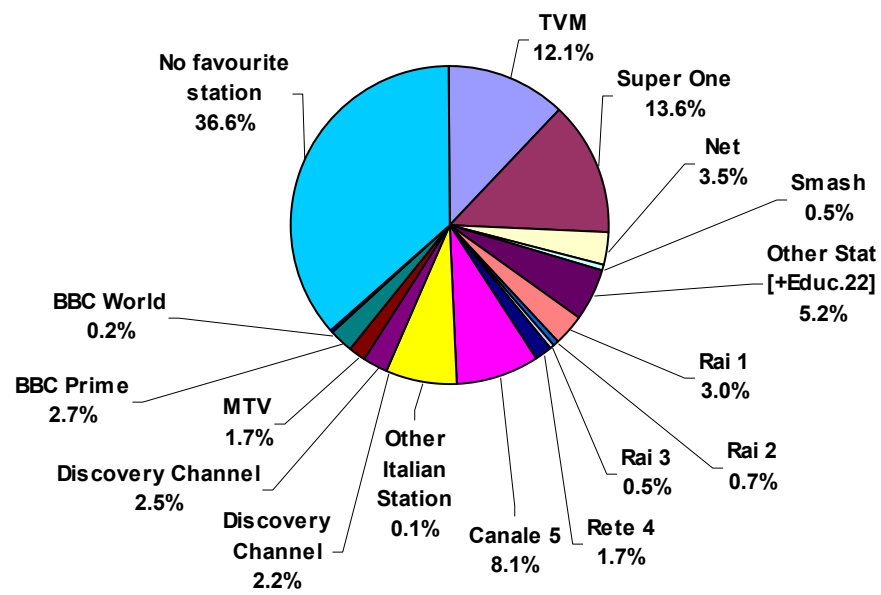


FIGURE 3.6: FAVOURITE TV STATION BY GENDER

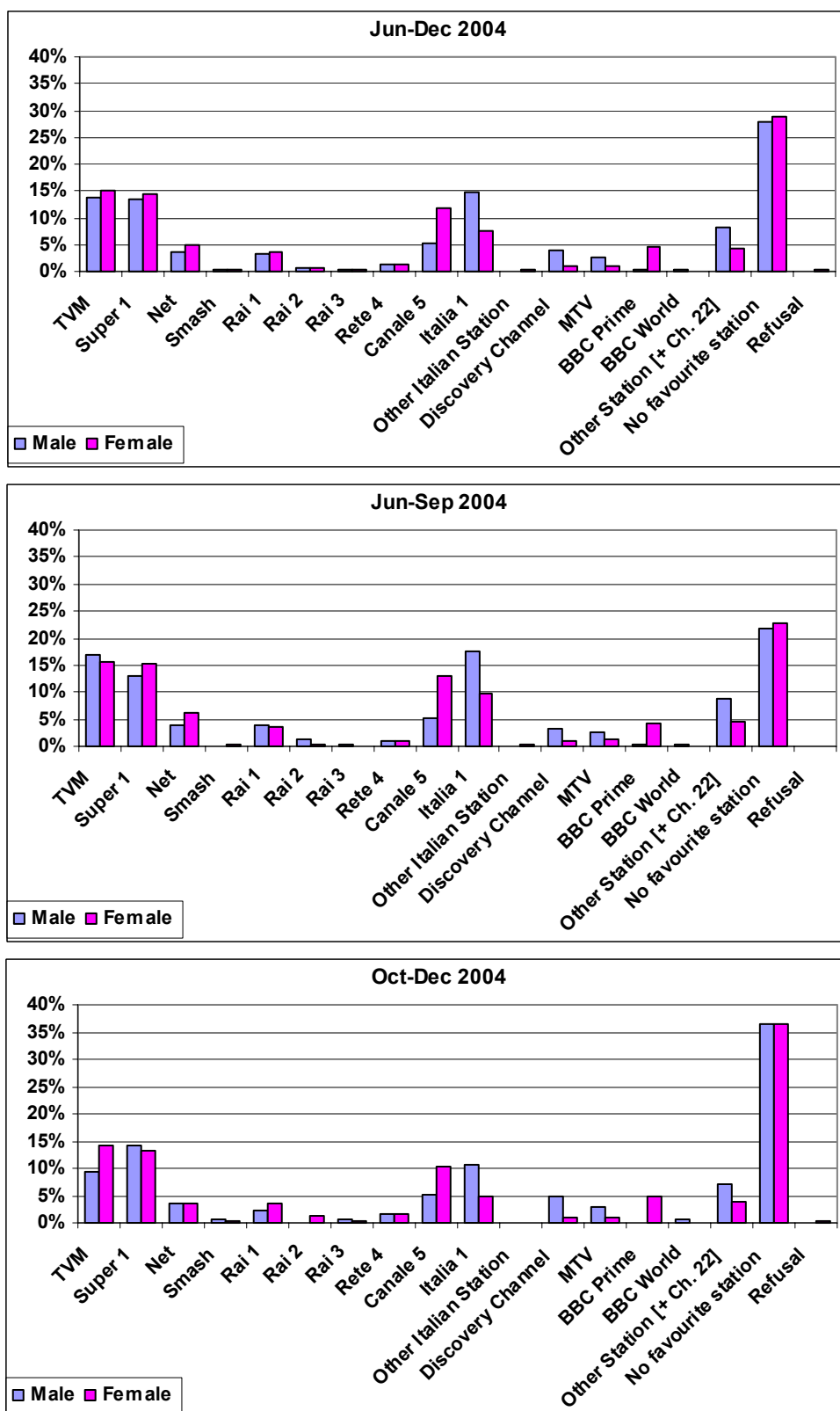


FIGURE 4.1: PREFERENCE FOR RADIO PROGRAMME SECTORS BY GENDER

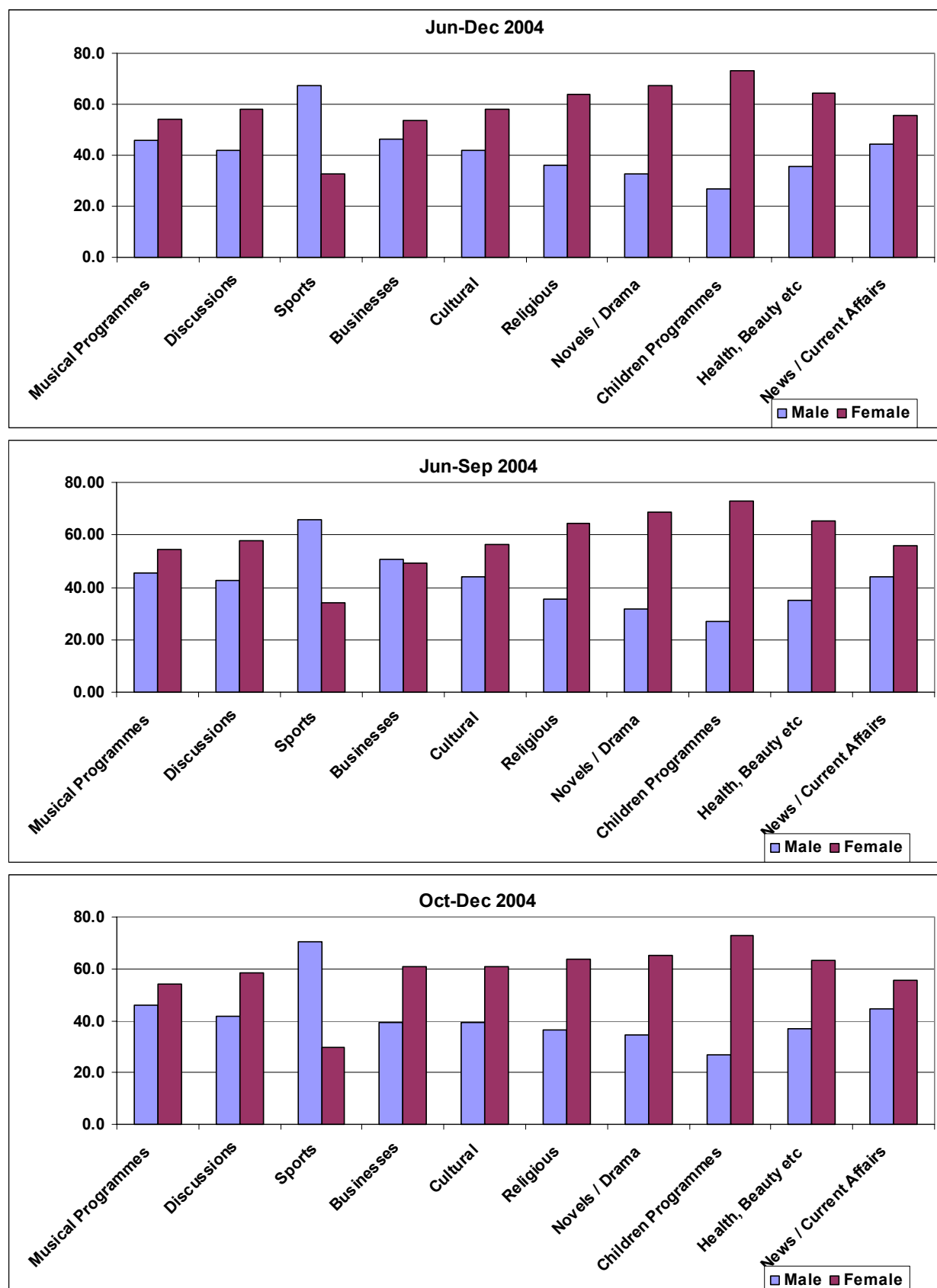
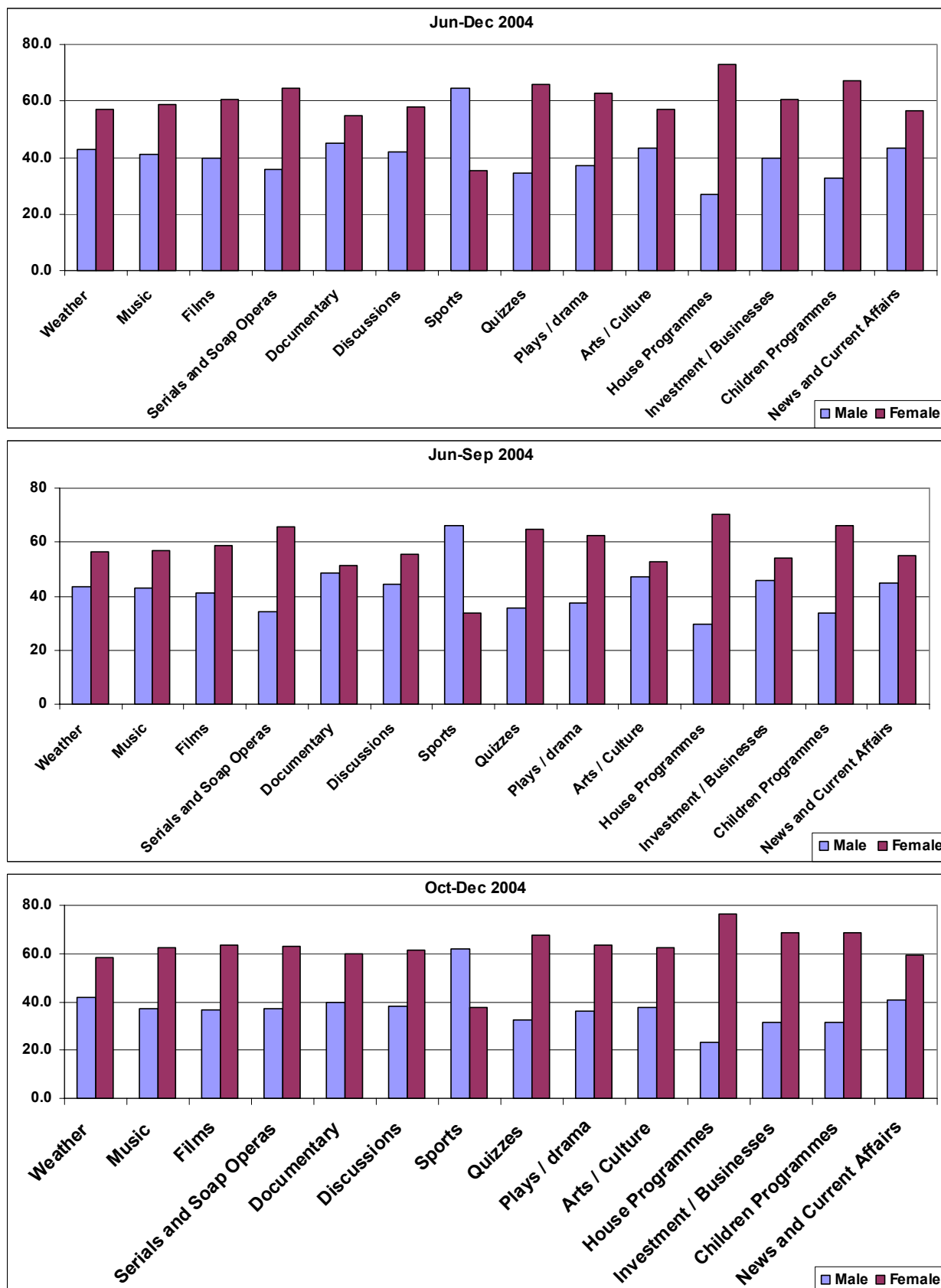


FIGURE 4.2: TV PROGRAMME PREFERENCES BY GENDER





**FIGURE 5.1: RADIO LISTENING BY NUMBER OF HOURS**

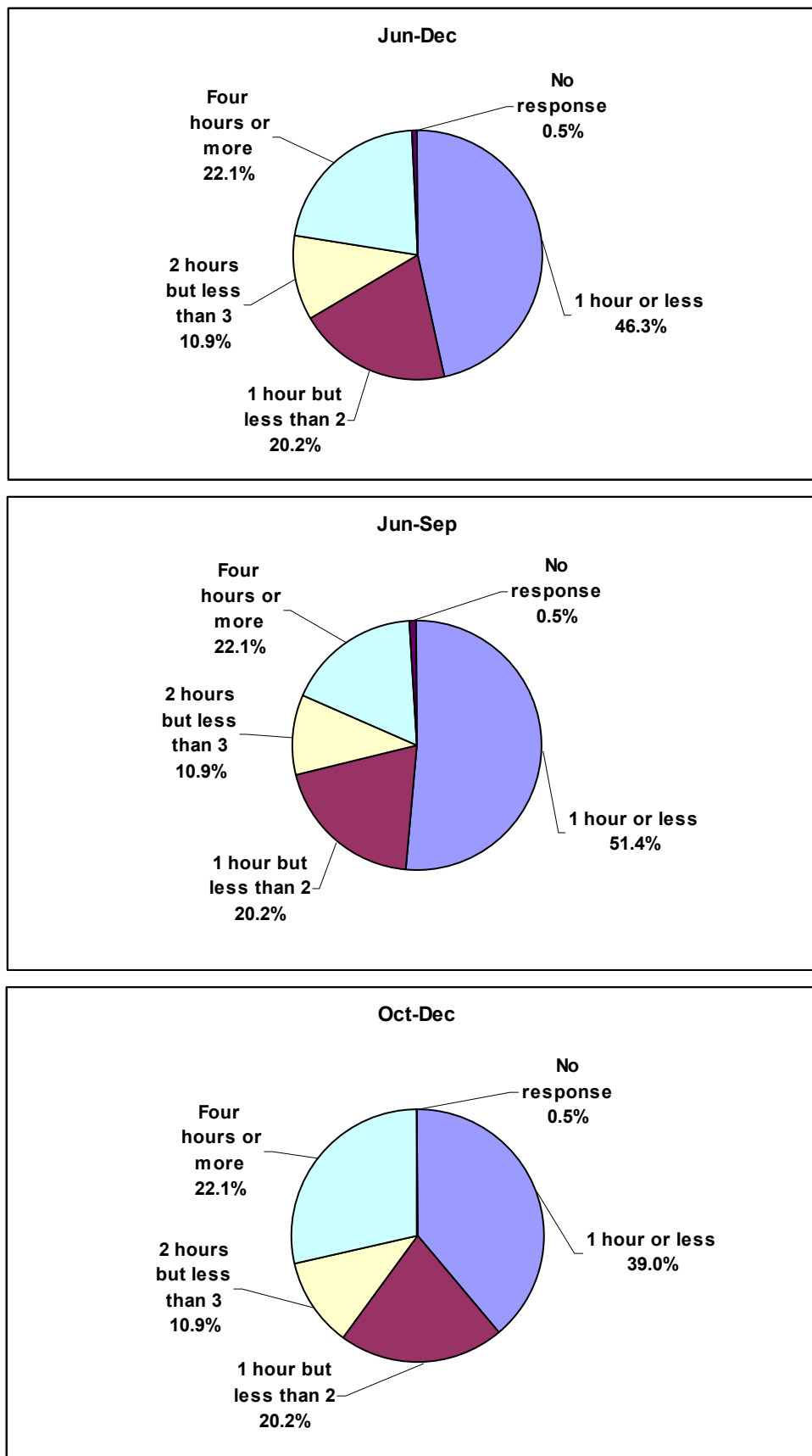


FIGURE 5.2: RADIO LISTENING BY TIME BRACKET

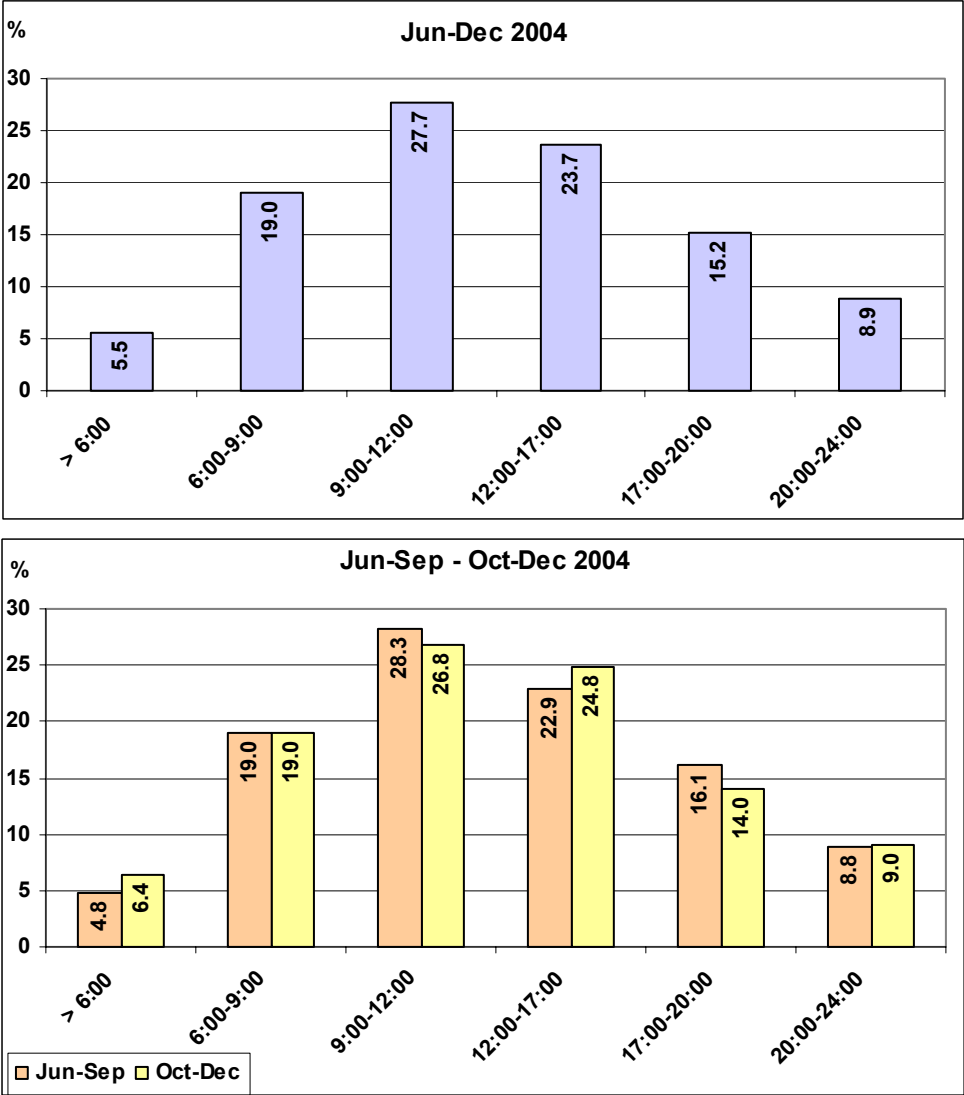
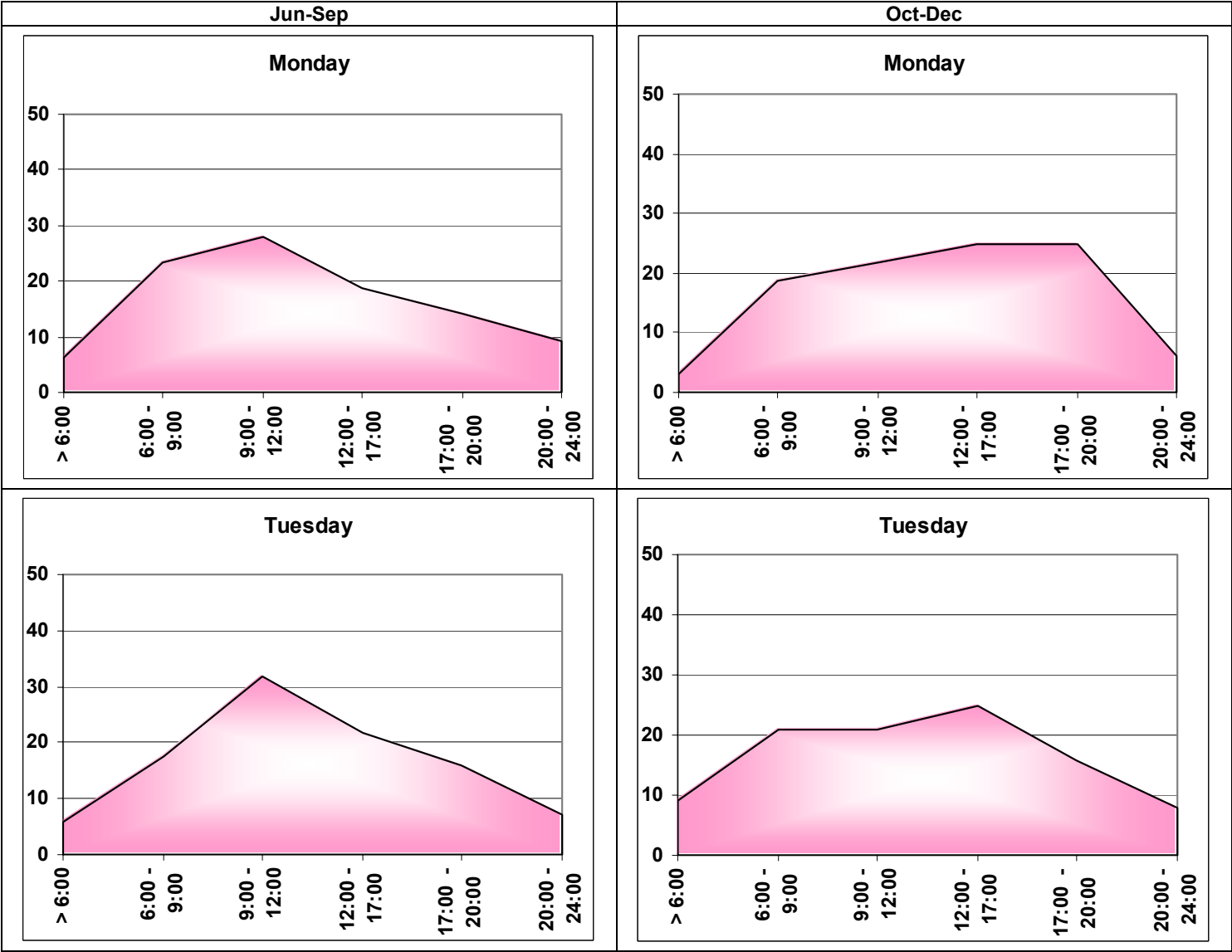
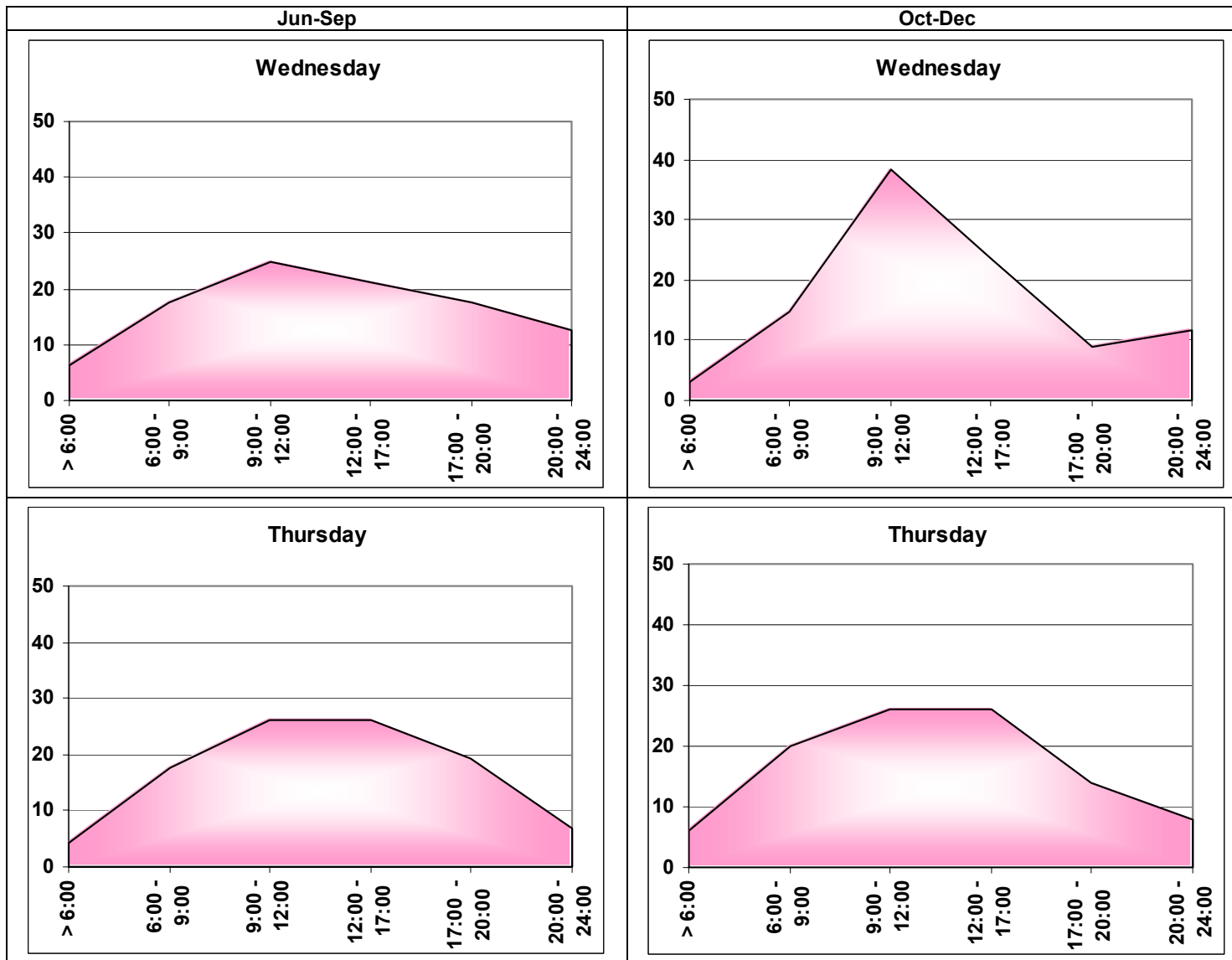
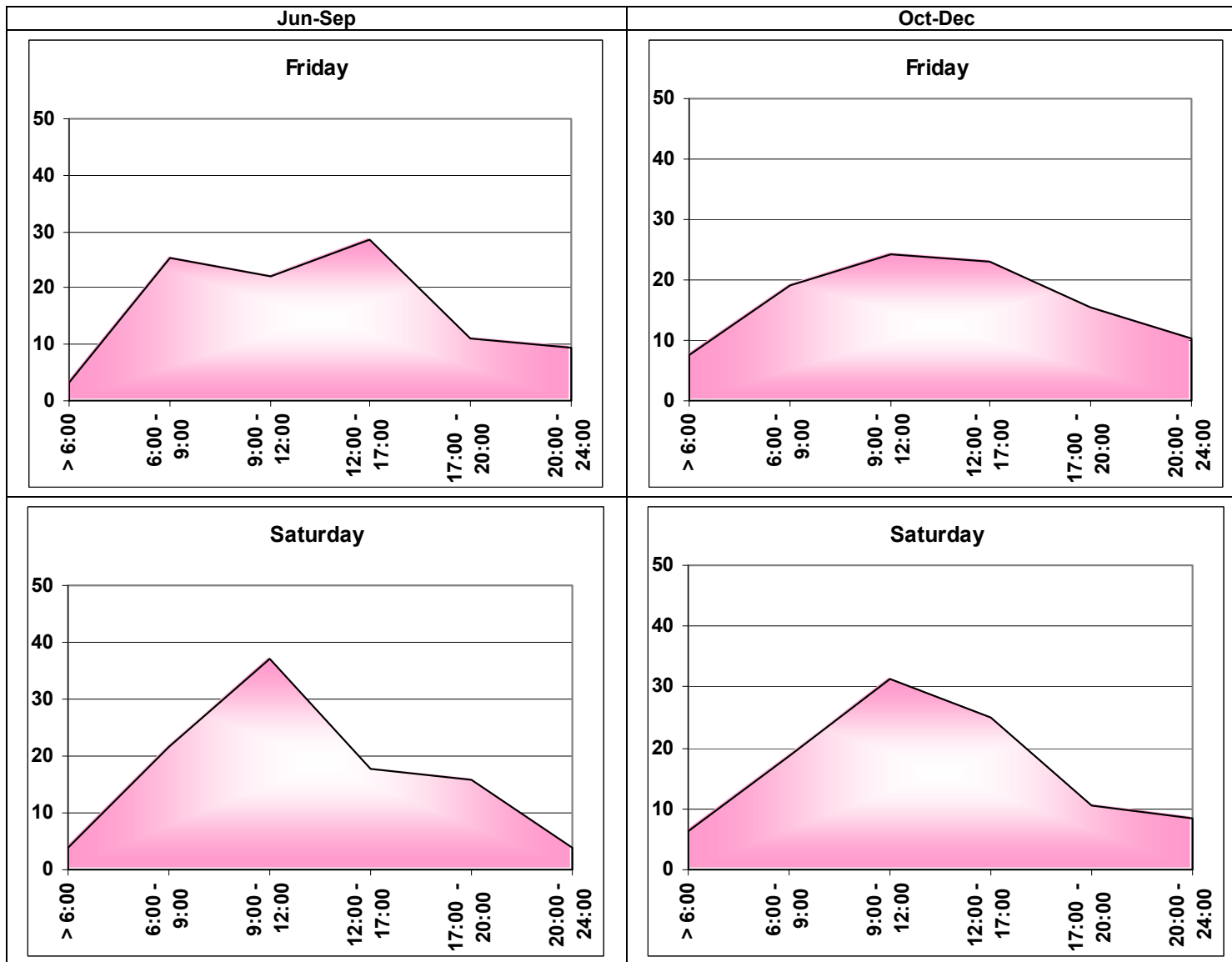
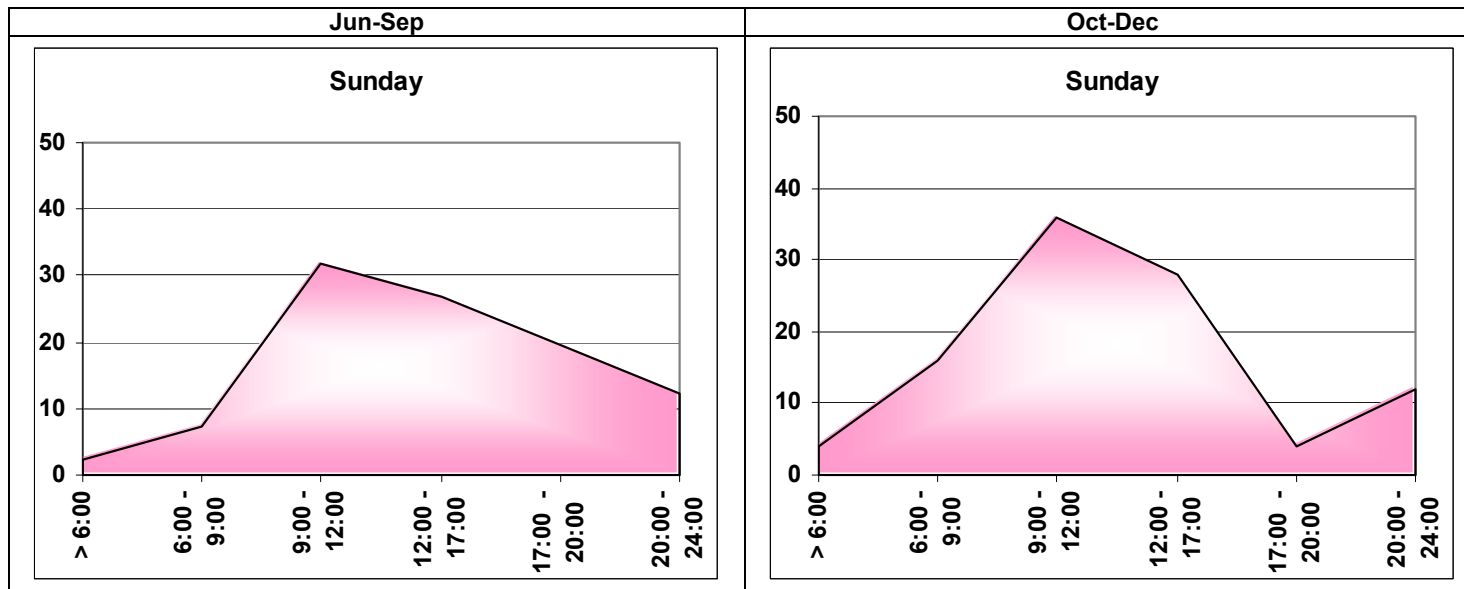


FIGURE 5.3: RADIO LISTENING BY WEEKDAY

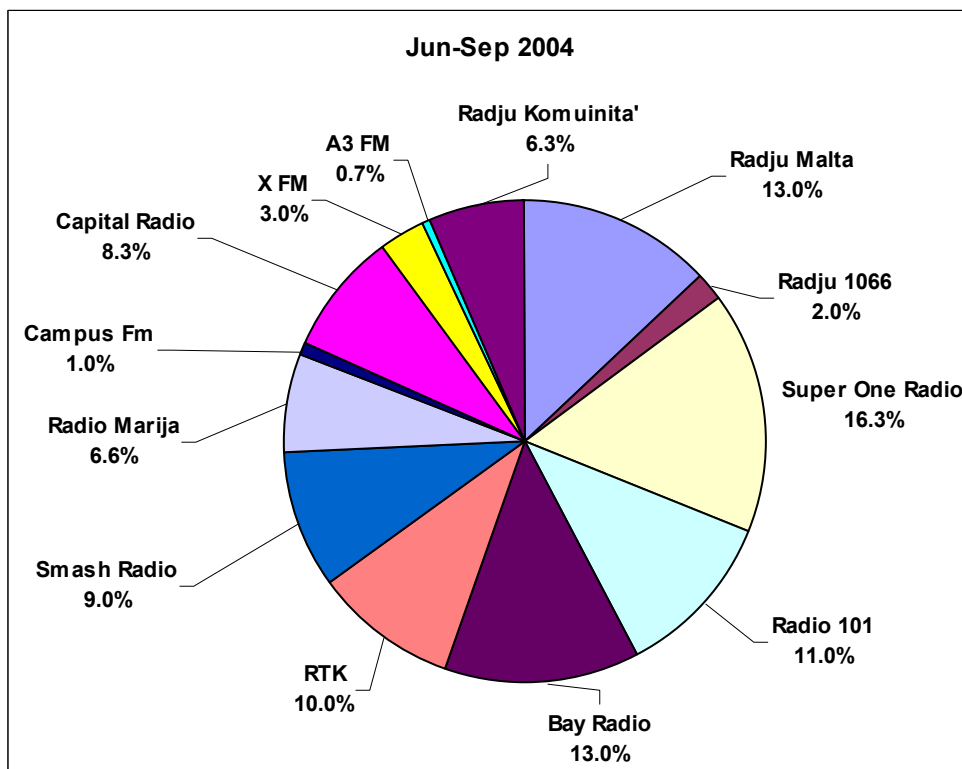
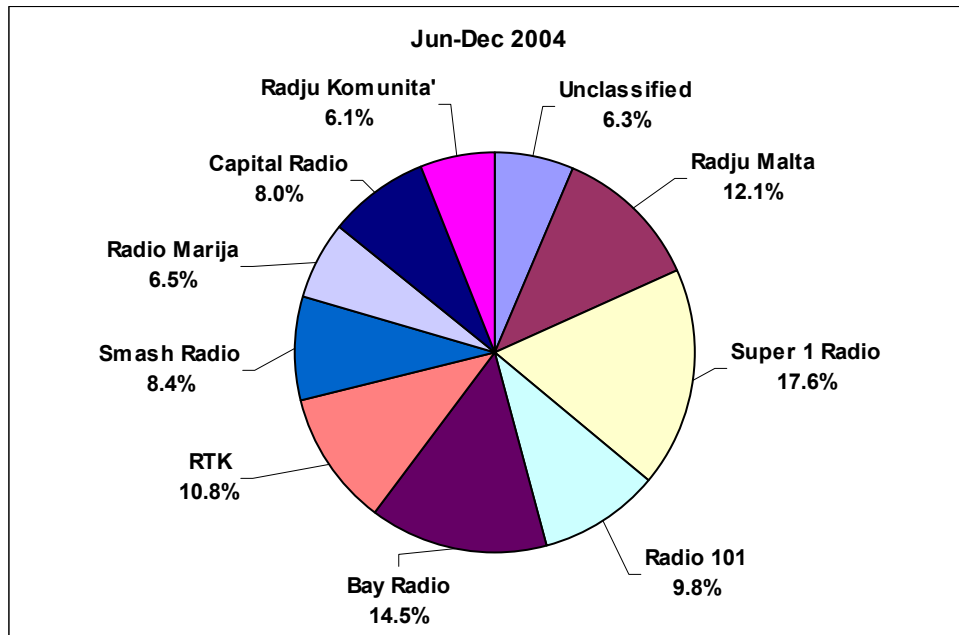


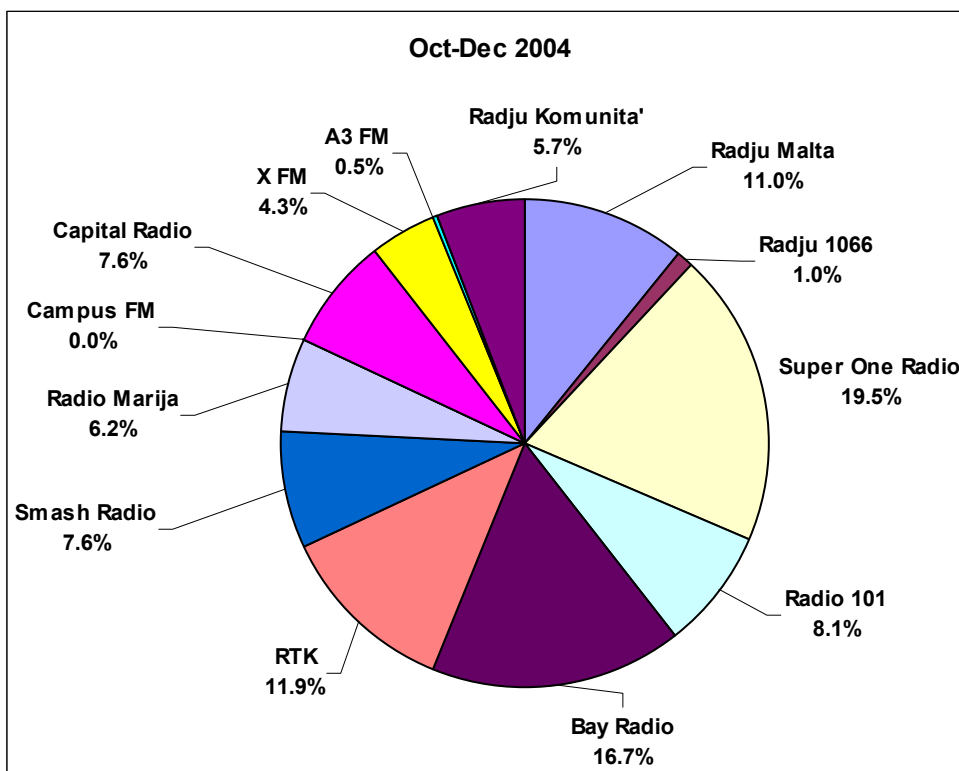






**FIGURE 5.4: RADIO LISTENING BY STATION**





	Jun-Dec	Jun-Sep	Oct-Dec
Radju Malta	12.1	13.0	[11.0]
Radju 1066	[1.6]	[2.0]	1.0
Super One Radio	17.6	16.3	19.5
Radio 101	9.8	11.0	[8.1]
Bay Radio	14.5	13.0	16.7
RTK	10.8	10.0	[11.9]
Smash Radio	8.4	[9.0]	[7.6]
Radio Marija	6.5	[6.6]	[6.2]
Campus FM	[0.6]	[1.0]	[0.0]
Capital Radio	8.0	[8.3]	[7.6]
X FM	[3.5]	[3.0]	[4.3]
A3 FM	[0.6]	[0.7]	[0.5]
Radju Komunita'	6.1	[6.3]	[5.7]
	100	100	100

[ ] = unqualified as data representatives





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

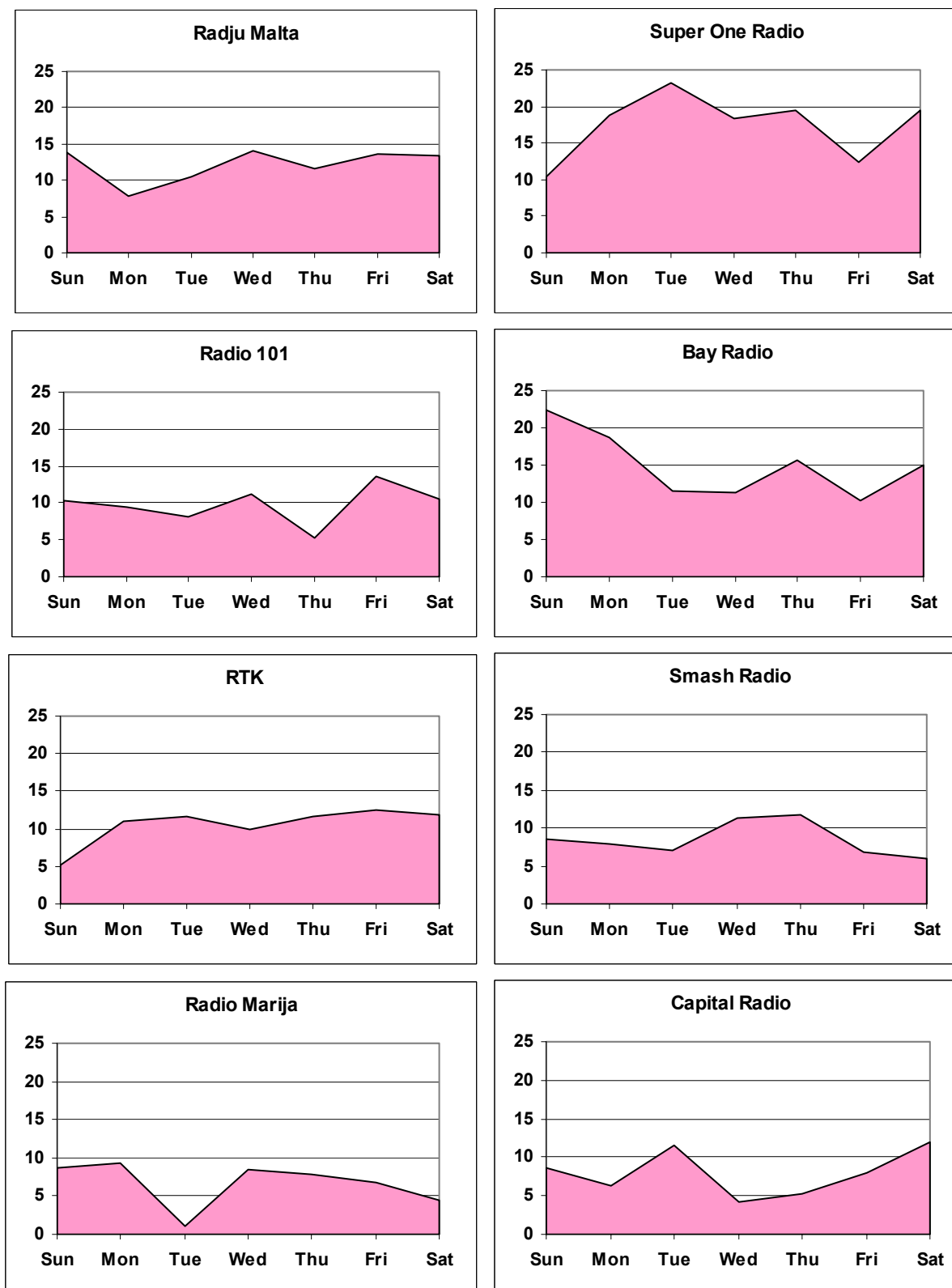
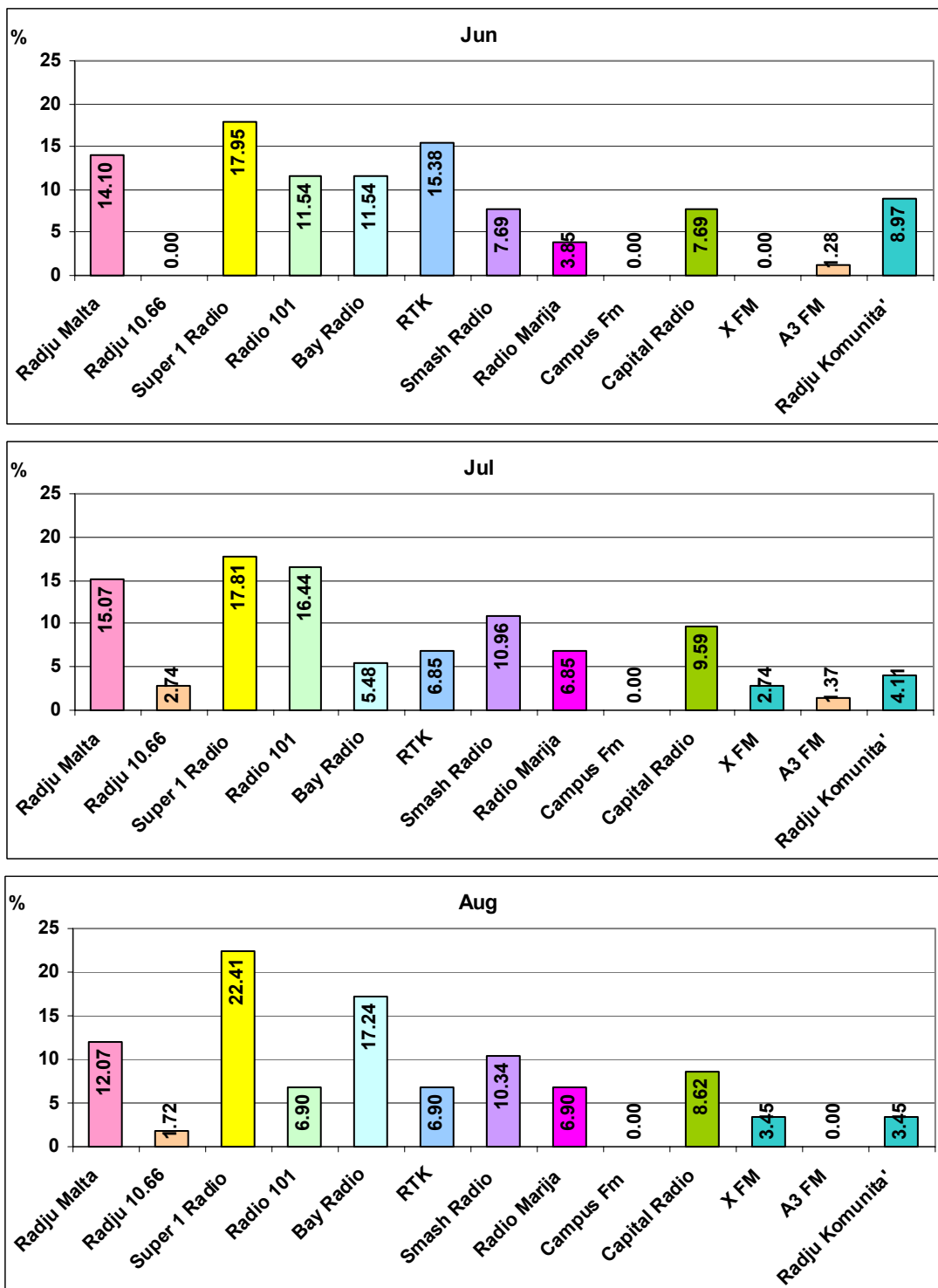
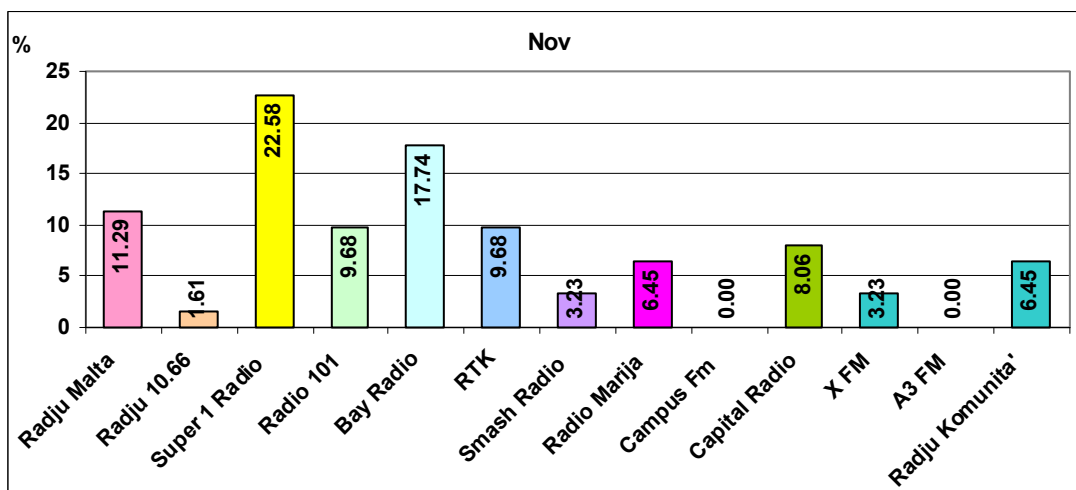
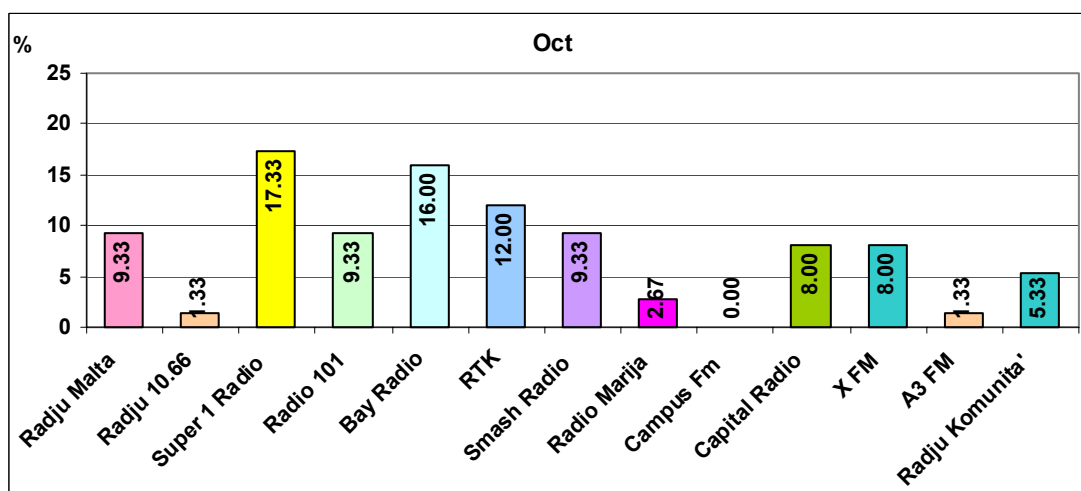
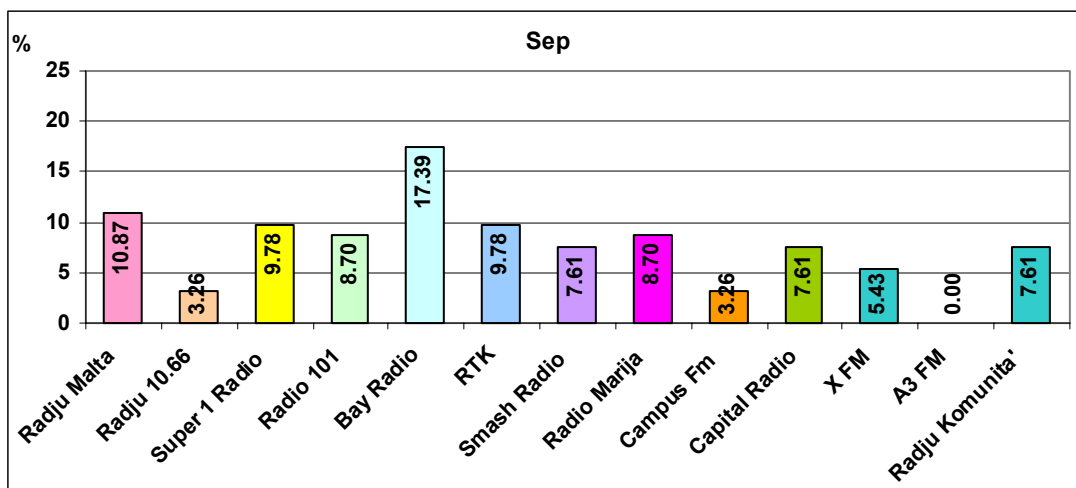
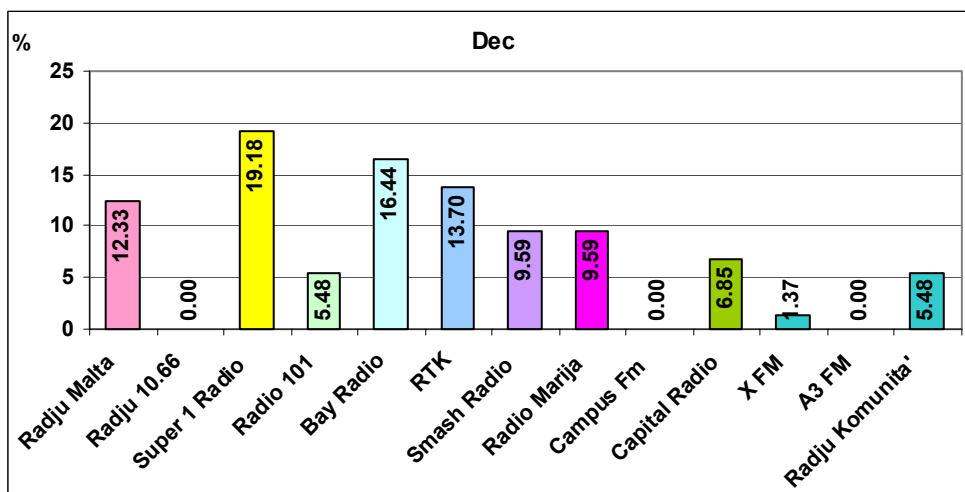


FIGURE 5.6: RADIO STATION LISTENING BY MONTH BY STATION







	Jun %	Jul %	Aug %	Sep %	Oct %	Nov %	Dec %
Radju Malta	14.10	15.07	12.07	10.87	9.33	11.29	12.33
Radju 10.66	0.00	2.74	1.72	3.26	1.33	1.61	0.00
Super 1 Radio	17.95	17.81	22.41	9.78	17.33	22.58	19.18
Radio 101	11.54	16.44	6.90	8.70	9.33	9.68	5.48
Bay Radio	11.54	5.48	17.24	17.39	16.00	17.74	16.44
RTK	15.38	6.85	6.90	9.78	12.00	9.68	13.70
Smash Radio	7.69	10.96	10.34	7.61	9.33	3.23	9.59
Radio Marija	3.85	6.85	6.90	8.70	2.67	6.45	9.59
Campus Fm	0.00	0.00	0.00	3.26	0.00	0.00	0.00
Capital Radio	7.69	9.59	8.62	7.61	8.00	8.06	6.85
X FM	0.00	2.74	3.45	5.43	8.00	3.23	1.37
A3 FM	1.28	1.37	0.00	0.00	1.33	0.00	0.00
Radju Komunita'	8.97	4.11	3.45	7.61	5.33	6.45	5.48
	100	100	100	100	100	100	100



FIGURE 6.1: AVERAGE TV VIEWING BY TIME BRACKET

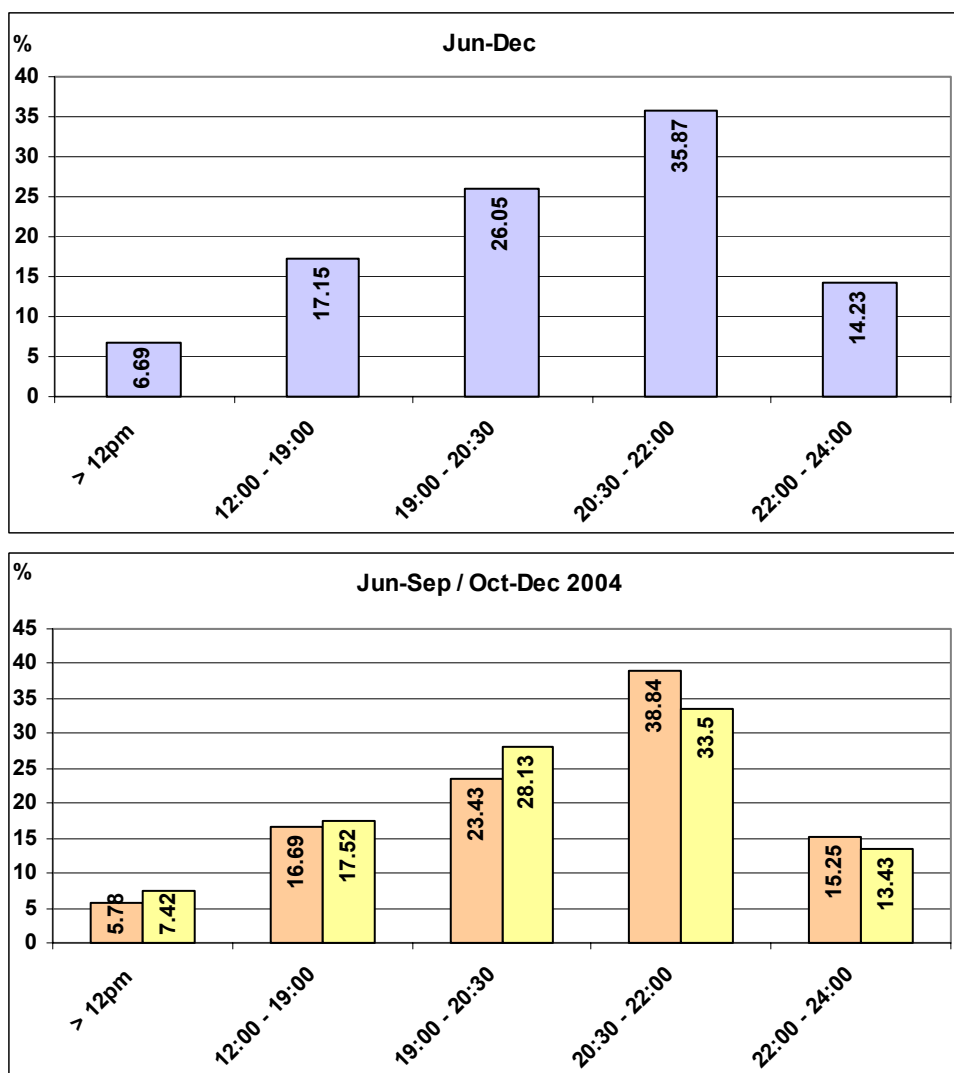
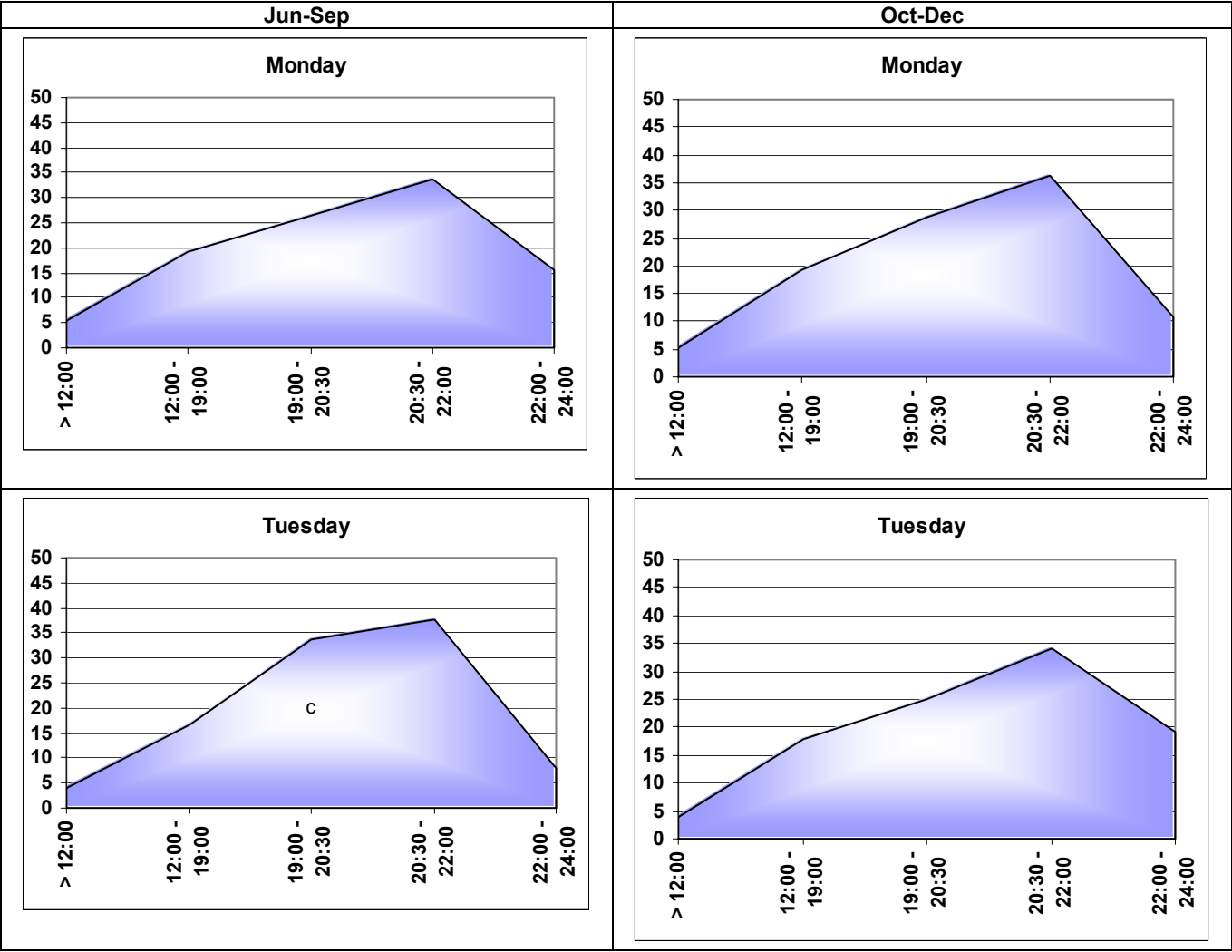
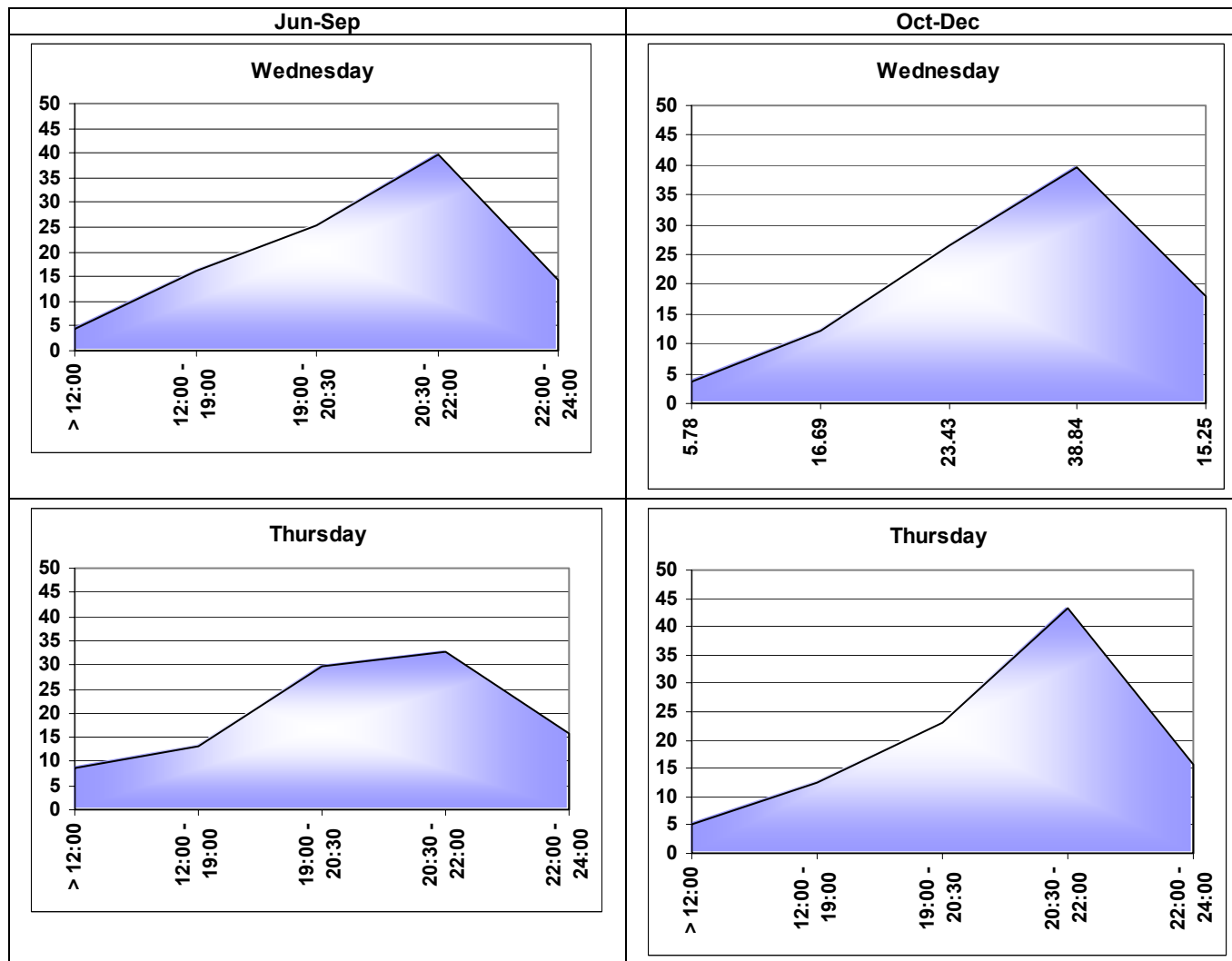
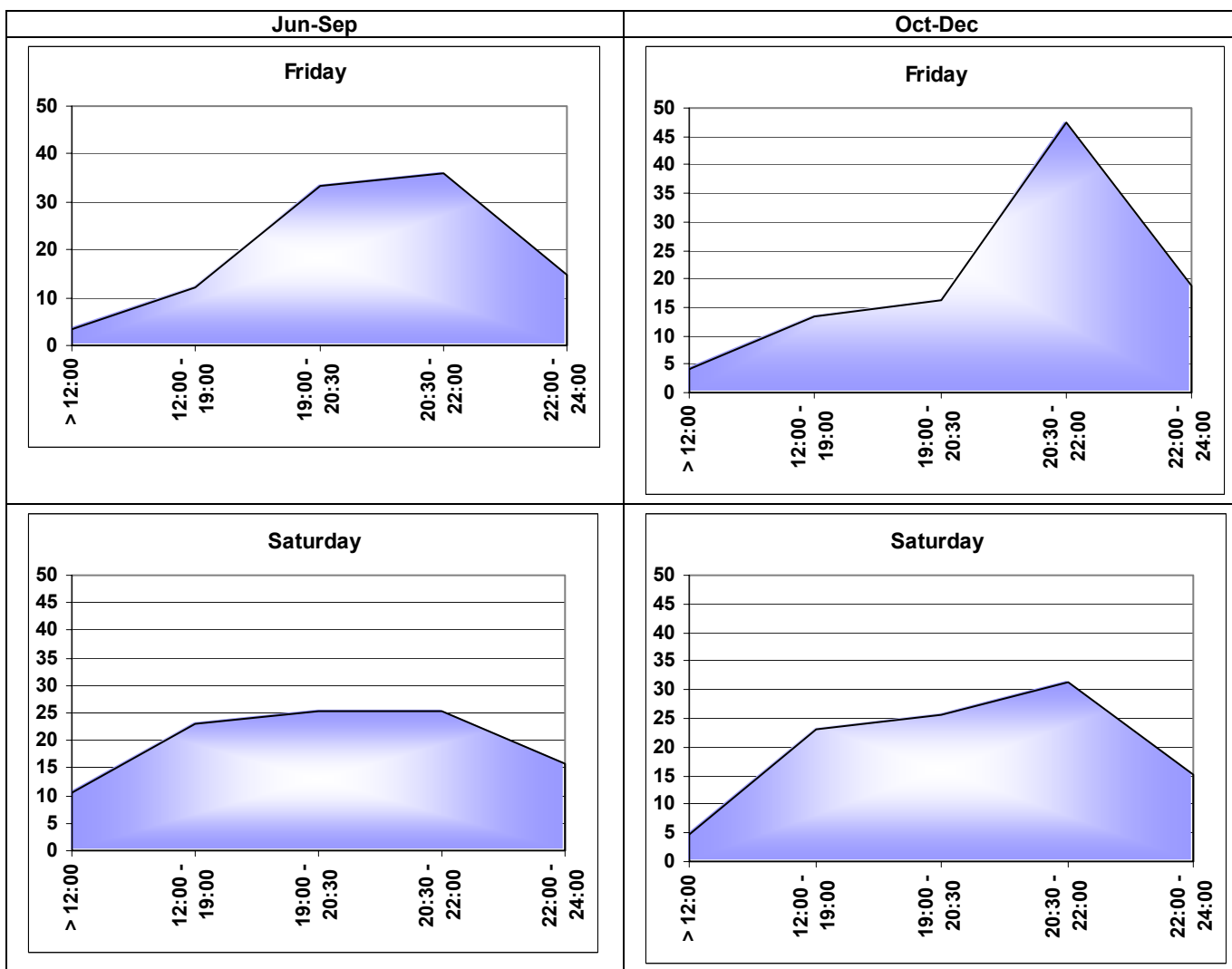


FIGURE 6.2: TV VIEWING BY WEEKDAY









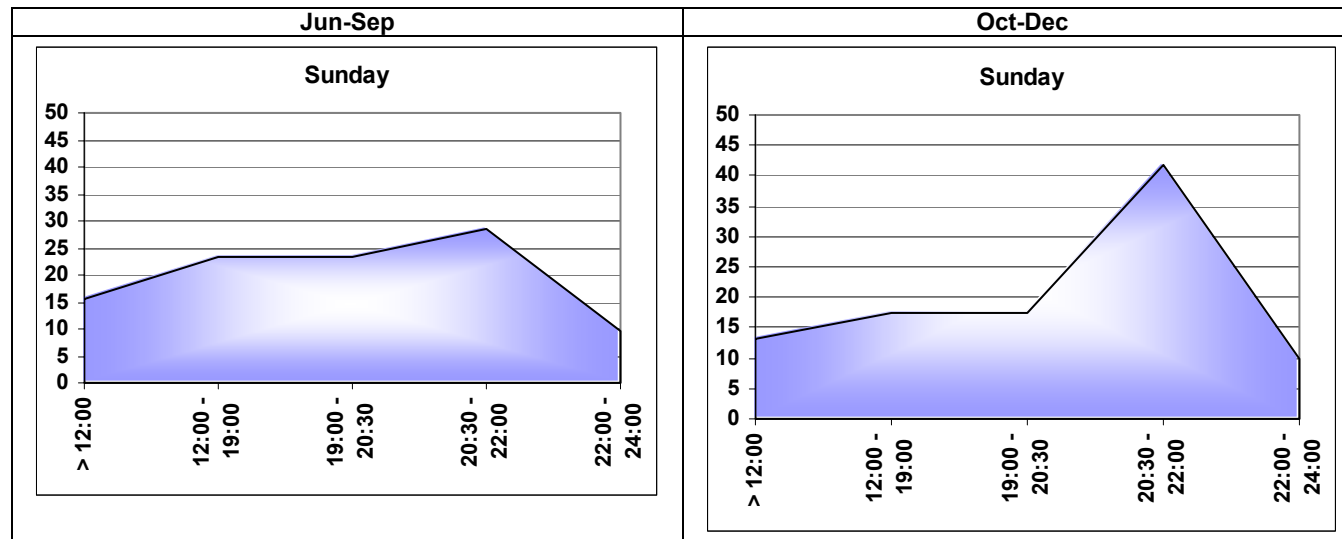
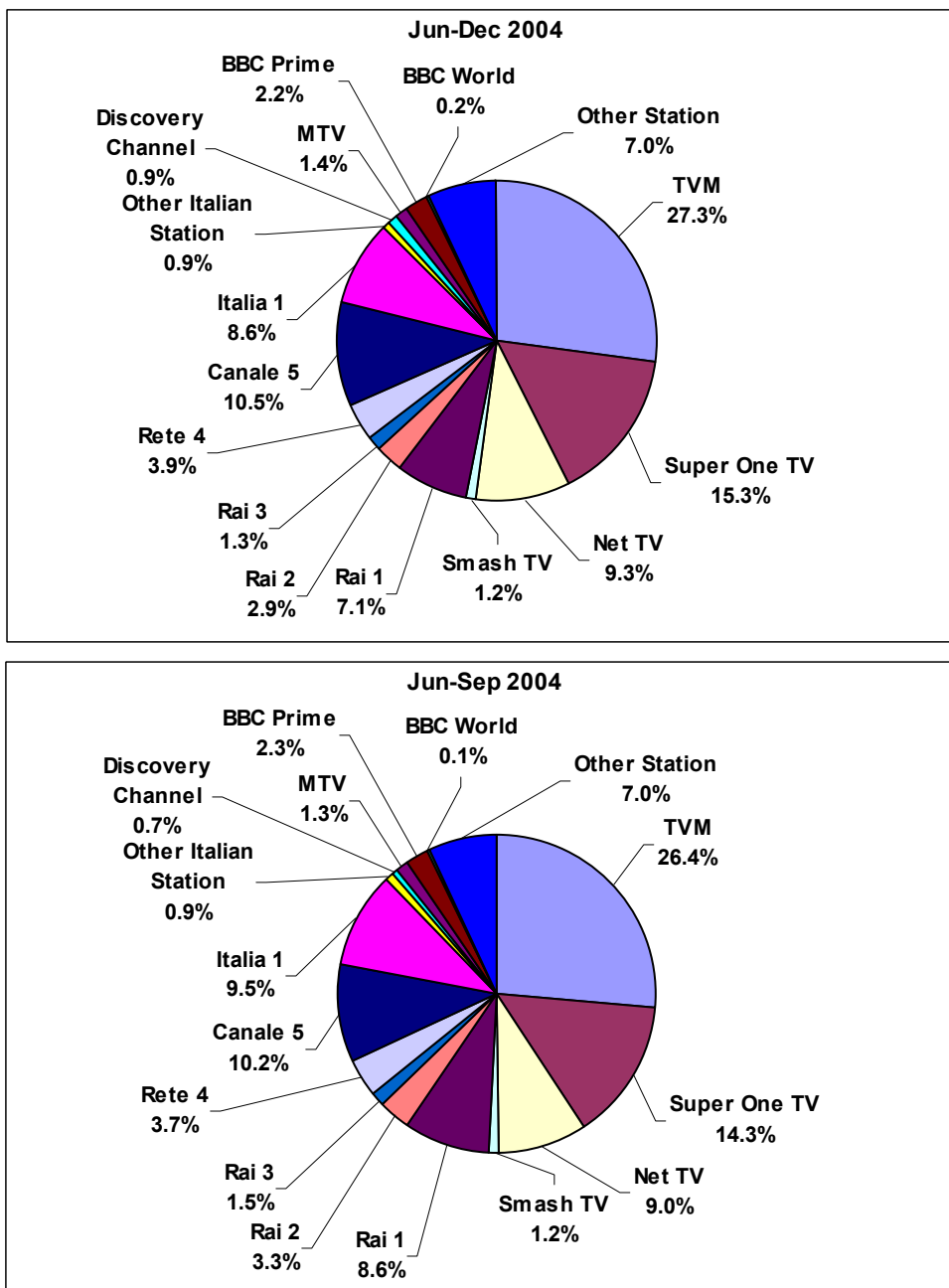
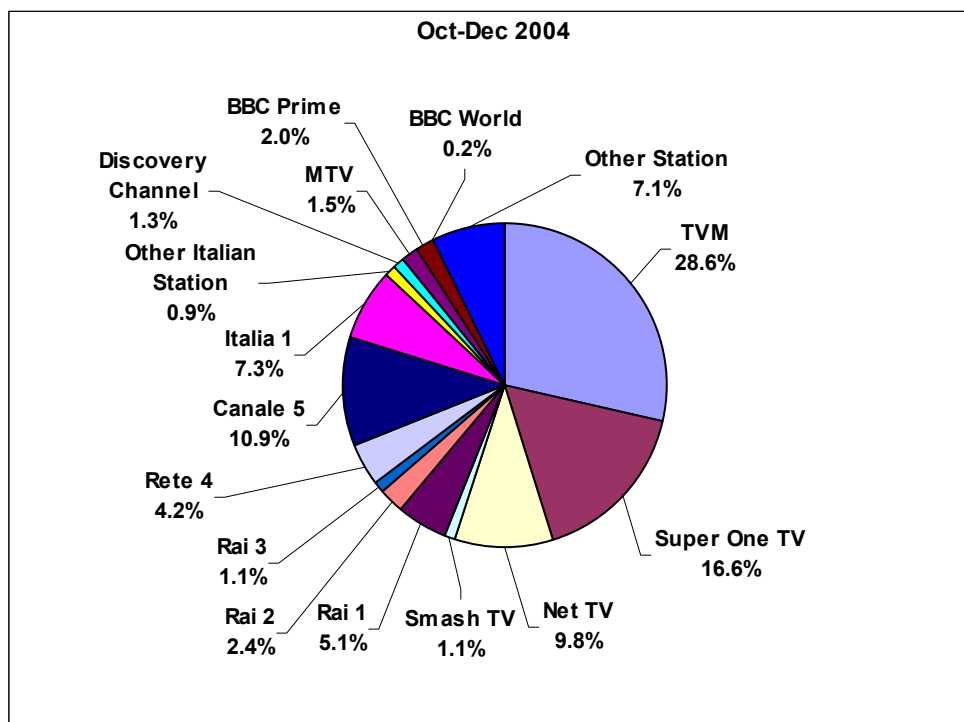


FIGURE 6.3: TV VIEWING BY STATION



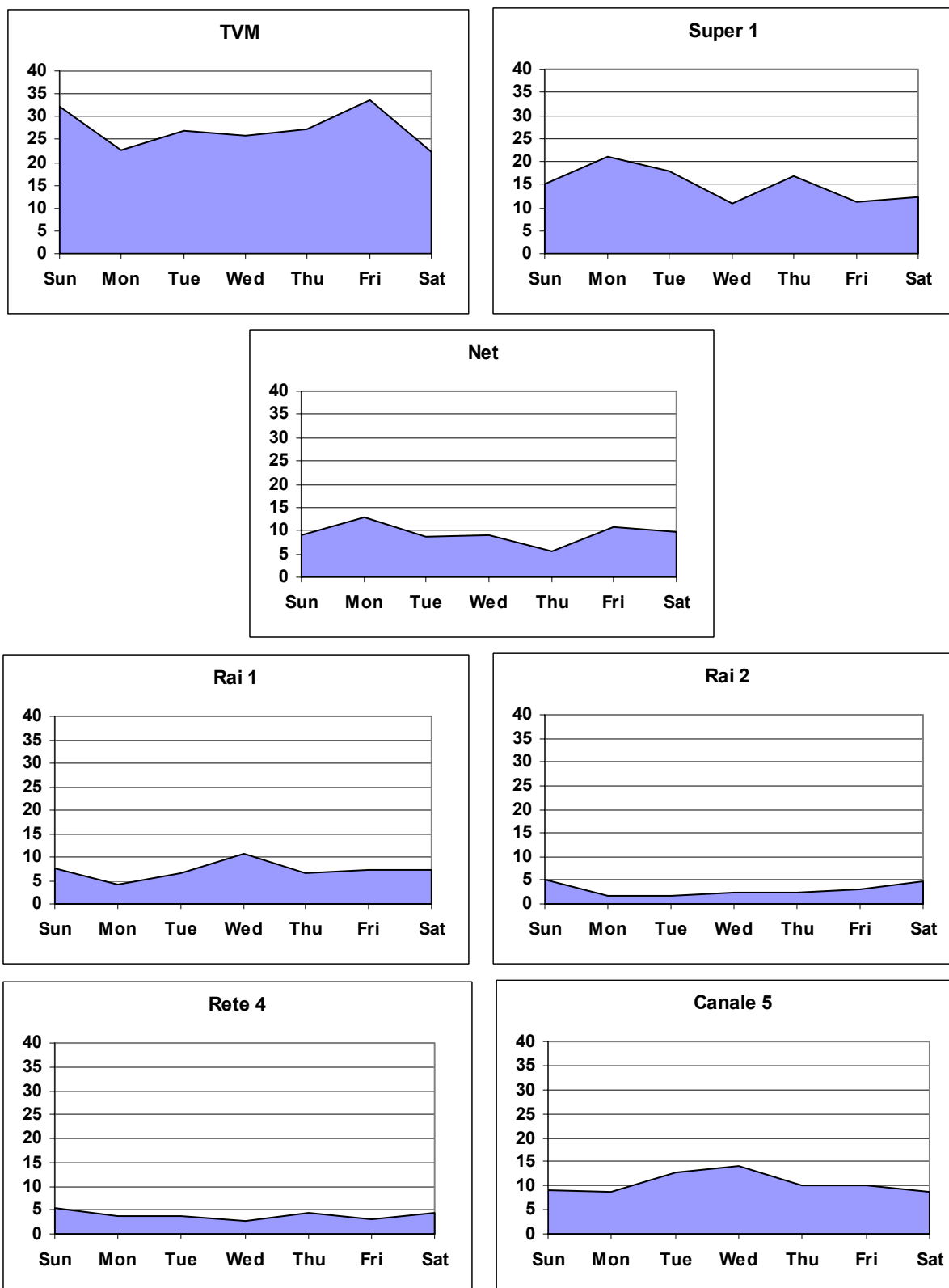


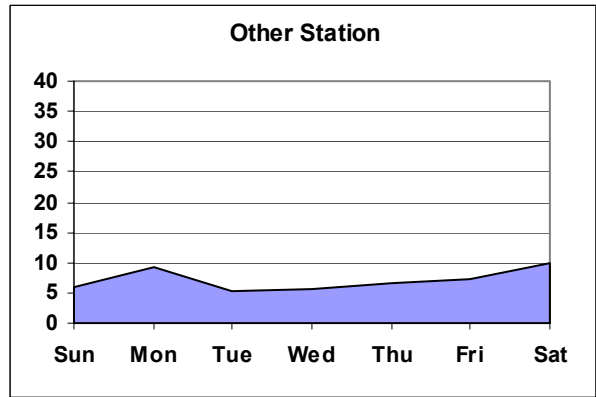
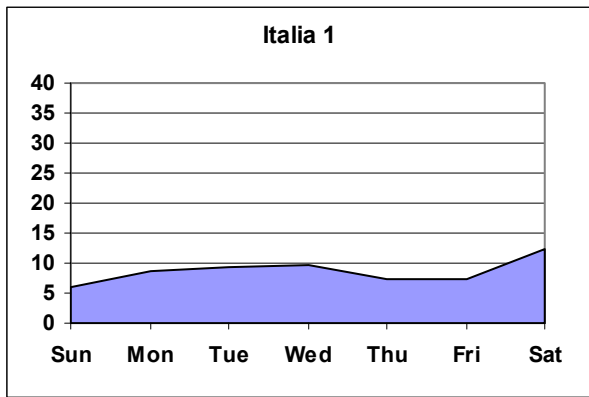
	Jun-Dec	Jun-Sep	Oct-Dec
TVM	27.3	26.4	28.6
Super One TV	15.3	14.3	16.6
Net TV	9.3	9.0	9.8
Smash TV	[1.2]	[1.2]	[1.1]
Rai 1	7.1	8.6	5.1
Rai 2	2.9	3.3	2.4
Rai 3	[1.3]	[1.5]	[1.1]
Rete 4	3.9	[3.7]	[4.2]
Canale 5	10.5	10.2	10.9
Italia 1	8.6	9.5	7.3
Other Italian Station	[0.9]	[0.9]	[0.9]
Discovery Channel	[0.9]	[0.7]	[1.3]
MTV	[1.4]	[1.3]	[1.5]
BBC Prime	[2.2]	[2.3]	[2.0]
BBC World	[0.2]	[0.1]	[0.2]
Other Station	7.0	7.0	7.1
	100	100	100

[ ] = unqualified as data representatives

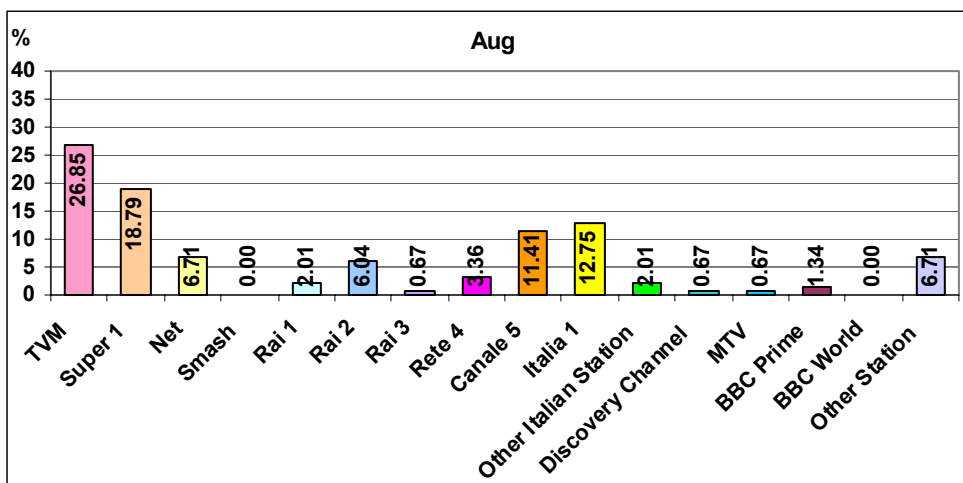
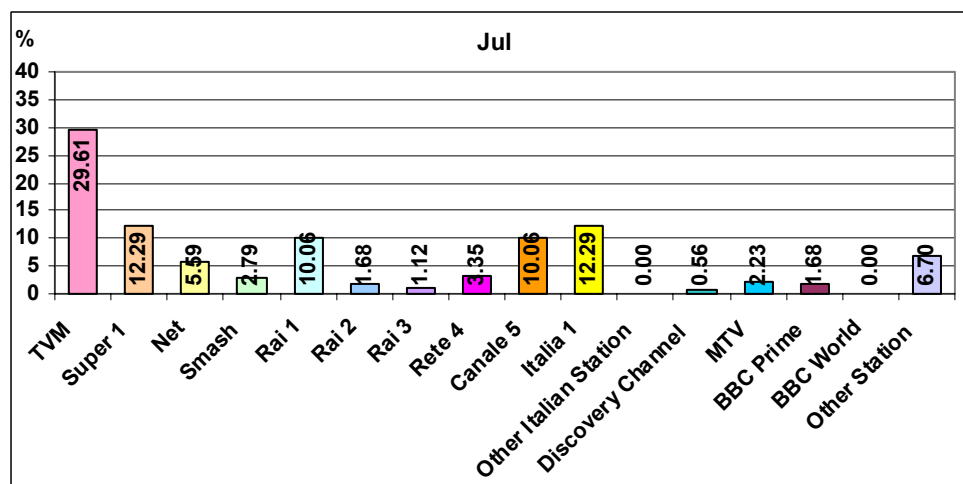
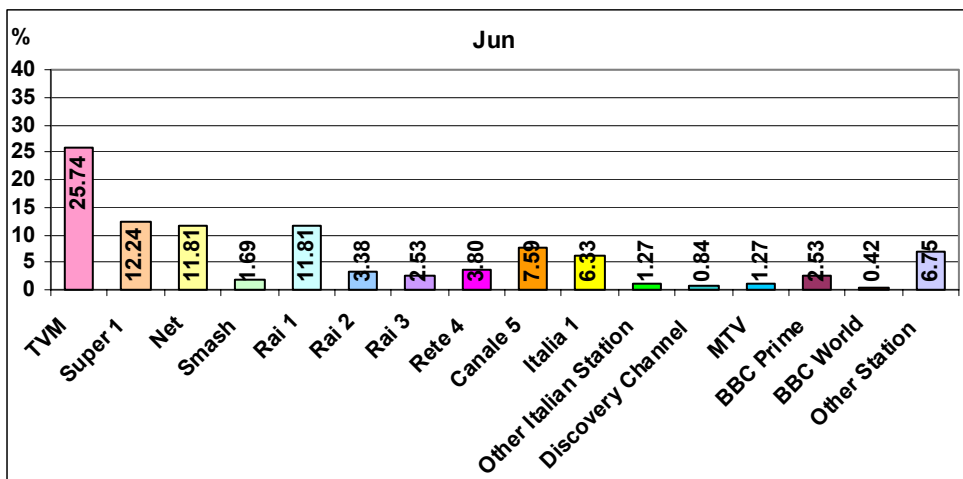


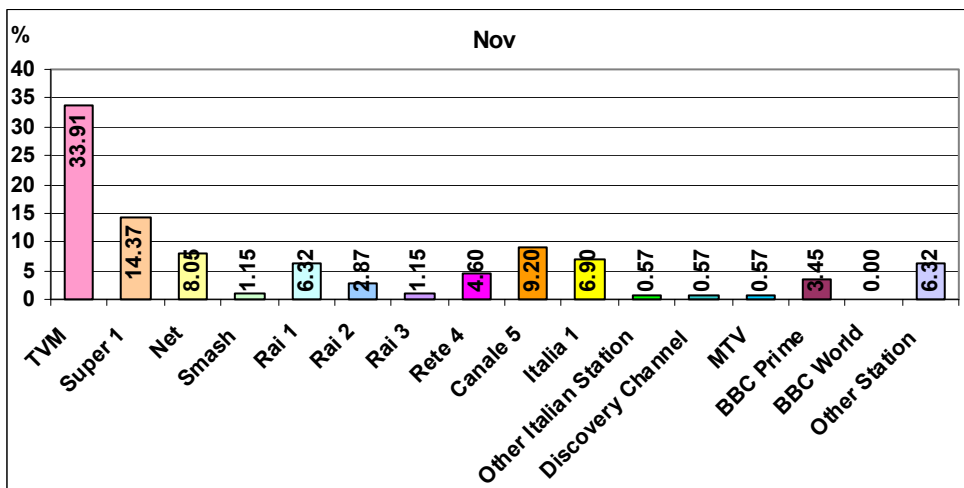
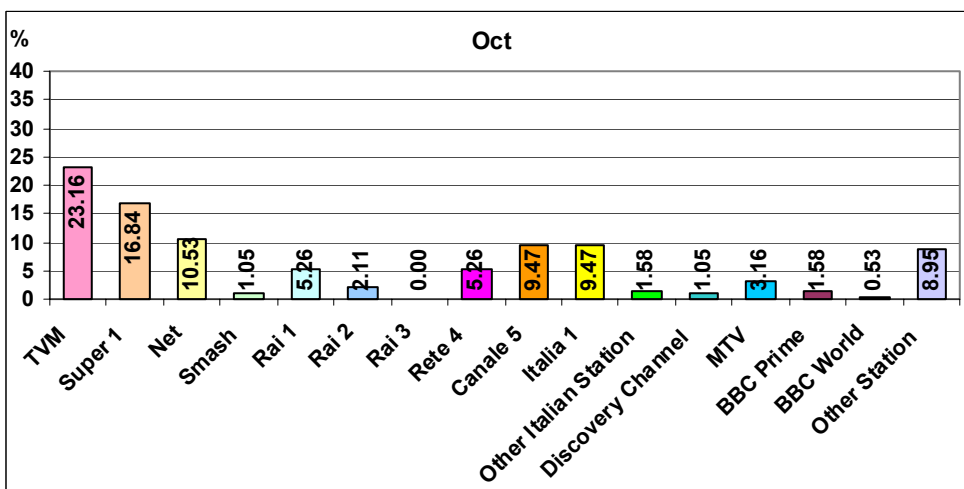
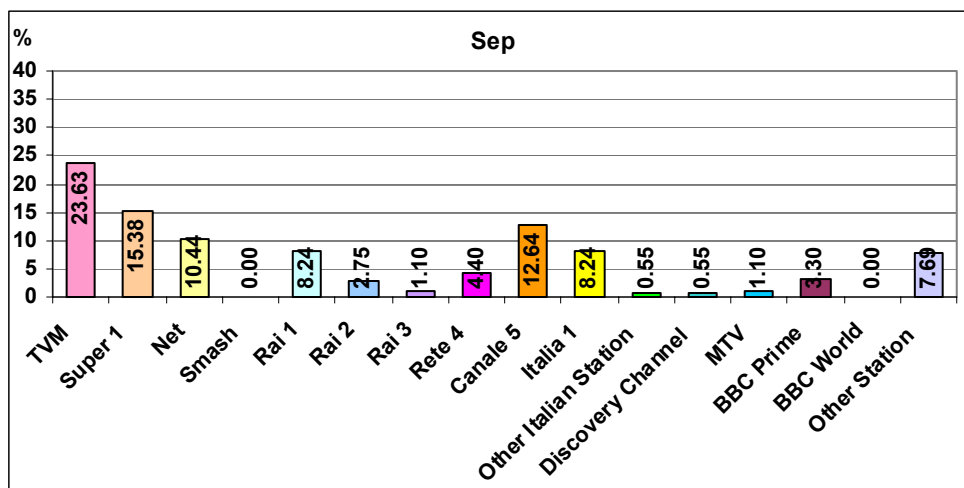
FIGURE 6.4: TV STATION VIEWING BY STATION BY WEEKDAY

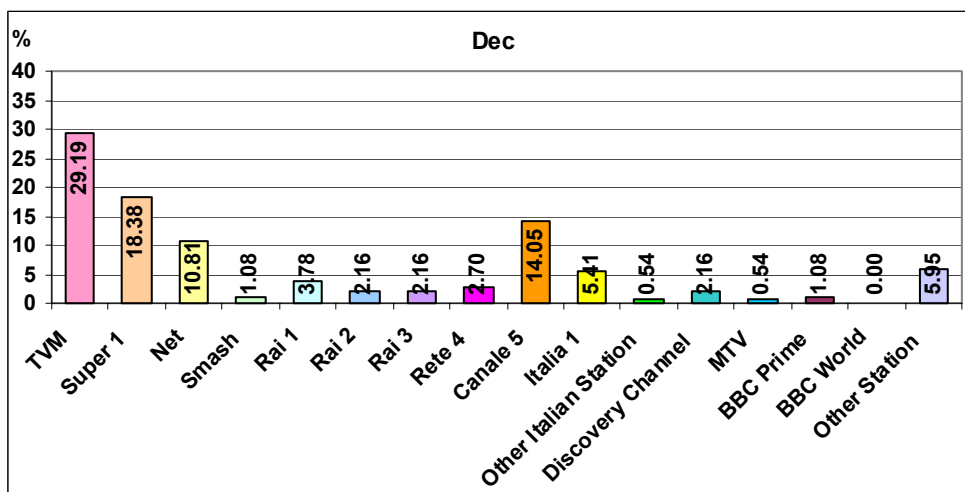




FIGURES 6.5-1/7: TV STATION VIEWING BY MONTH BY STATION







	Jun %	Jul %	Aug %	Sep %	Oct %	Nov %	Dec %
TVM	25.74	29.61	26.85	23.63	23.16	33.91	29.19
Super 1	12.24	12.29	18.79	15.38	16.84	14.37	18.38
Net	11.81	5.59	6.71	10.44	10.53	8.05	10.81
Smash	1.69	2.79	0.00	0.00	1.05	1.15	1.08
Rai 1	11.81	10.06	2.01	8.24	5.26	6.32	3.78
Rai 2	3.38	1.68	6.04	2.75	2.11	2.87	2.16
Rai 3	2.53	1.12	0.67	1.10	0.00	1.15	2.16
Rete 4	3.80	3.35	3.36	4.40	5.26	4.60	2.70
Canale 5	7.59	10.06	11.41	12.64	9.47	9.20	14.05
Italia 1	6.33	12.29	12.75	8.24	9.47	6.90	5.41
Other Italian Station	1.27	0.00	2.01	0.55	1.58	0.57	0.54
Discovery Channel	0.84	0.56	0.67	0.55	1.05	0.57	2.16
MTV	1.27	2.23	0.67	1.10	3.16	0.57	0.54
BBC Prime	2.53	1.68	1.34	3.30	1.58	3.45	1.08
BBC World	0.42	0.00	0.00	0.00	0.53	0.00	0.00
Other Station	6.75	6.70	6.71	7.69	8.95	6.32	5.95
	100	100	100	100	100	100	100

