



RADIO AND TELEVISION AUDIENCES
IN MALTA
JANUARY – MARCH 2005

[PART 1 – REPORT]

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PREFACE

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

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

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

Part One of the report details the analysis of the data collected and includes the questionnaire used, the classification of localities in the Maltese Islands by district as found in this particular work, demographic data of the Maltese population, and a list of community radio stations licensed by the Broadcasting Authority during 2005.

Part Two of the report details the tables and charts for the periods under review.

April 2005



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1. METHODOLOGY AND SAMPLE COLLECTION

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

Data was collected by means of telephone interviewing conducted by NSO interviewers during the period 1st January to 31st March 2005. On average, the sample was spread evenly over the reference period.

- 1.2 Response** - During the 3 months of the survey 420 individuals accepted to participate in the survey. The distribution of the responses by gender, age group and month of interview is shown below:

TABLE 1.1 RESPONDENTS BY GENDER, AGE GROUP AND BY MONTH OF INTERVIEW

MONTH OF INTERVIEW	TOTAL	GENDER		AGE GROUP		
		MALE	FEMALE	12-29	30-49	50+
Jan	151	72	79	46	48	57
Feb	124	67	57	34	38	52
Mar	145	70	75	38	42	65
Total	420	209	211	118	128	174

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

The sample used for a particular survey is only one of a large number of other possible samples of the same size and design that could have been selected. This difference is termed sampling error and it arises from estimating a population characteristic by looking at only one sample of the population. It refers to the difference between the estimate derived from a sample survey and the 'true' value that would result if a census of the whole population were carried out under the same conditions. Indeed, the sampling error decreases as the sample size increases (but not proportionally) and as such, there are no sampling errors in a census because the calculations are based on the entire population.



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



2. SAMPLE PROFILE

- 2.1 The target population consists of persons who are twelve years and over residing in the Maltese islands. The annual sample size is targeted to be 2000 individuals spread evenly across the survey period. Sampling started in 1st June 2004.
- 2.2 Data is collected by means of Telephone interviewing and the sample is selected from a list of individuals residing in private households. Appendix A details the questionnaire used for the telephone interviews.
- 2.3 In this analysis count figures of less than 30 were deemed to be unqualified as an indication of data representatives.
- 2.4 Table 2.1 gives the profile of the sample based on the demographic features of the resident population used for this study.

TABLE 2.1: SAMPLE PROFILE BY GENDER

AGE GROUP	TOTAL		GENDER			
			MALE		FEMALE	
	N	%	N	%	N	%
12-29	118	28.1%	71	34.0%	47	22.3%
30-49	128	30.5%	59	28.2%	69	32.7%
50+	174	41.4%	79	37.8%	95	45.0%
Total	420	100.0%	209	100.0%	211	100.0%

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

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

TABLE 2.2. BREAKDOWN OF SAMPLE BY AGE AND BY SOCIO-ECONOMIC GROUP																
AGE GROUP	TOTAL		SOCIO-ECONOMIC GROUP													
			HOUSE PERSON		STUDENT		EMPLOYED		SELF- EMPLOYED		UN- EMPLOYED		PENSIONER		UNABLE TO WORK DUE TO SICKNESS/ DISABILITY	
	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N
	12-29	28.1	118	4.9	7	00.0	47	32.4	46	[]	3	[]	12	0.0	0	[]
30-49	30.5	128	2.9	47	0.0	0	48.6	69	[]	9	[]	2	0.0	0	[]	1
50+	41.4	174	2.2	89	0.0	0	19.0	27	[]	6	[]	3	00.0	46	[]	3
Total	100.0	420	0.0	43	00.0	47	00.0	142	[]	18	[]	17	[]	46	[]	7

[] Unqualified as data representatives



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

AGE GROUP	TOTAL		HIGHEST EDUCATION LEVEL											
			PRIMARY		SECONDARY		POST-SECONDARY		TERTIARY		NO SCHOOL		REFUSAL	
	%	N	%	N	%	N	%	N	%	N	%	N	%	N
12-29	28.1	118	24.3	33	27.1	46	54.0	27	36.4	12	0.0	0	[]	0
30-49	30.5	128	13.2	18	45.9	78	30.0	15	51.5	17	0.0	0	[]	0
50+	41.4	174	62.5	85	27.1	46	16.0	8	12.1	4	100.0	30	[]	1
Total	100.0	420	100.0	136	100.0	170	100.0	50	100.0	33	100.0	30	100.0	1

[] Unqualified as data representatives

TABLE 2.4: BREAKDOWN OF SAMPLE BY AGE AND BY DISTRICT

AGE GROUP	TOTAL		DISTRICT											
			SOUTHERN HARBOUR		NORTHERN HARBOUR		SOUTH EASTERN		WESTERN		NORTHERN		GOZO & COMINO	
	%	N	%	N	%	N	%	N	%	N	%	N	%	N
12-29	28.1	118	32.6	29	26.6	34	25.9	15	29.7	19	25.9	14	[]	7
30-49	30.5	128	18.0	16	31.3	40	44.8	26	28.1	18	35.2	19	[]	9
50+	41.4	174	49.4	44	42.2	54	29.3	17	42.2	27	38.9	21	[]	11
Total	100.0	420	100.0	89	100.0	128	100.0	58	100.0	64	100.0	54	100.0	27

[] Unqualified as data representatives

2.6 Further details about sample distribution for January-March 2005 are given in Table 1.1 to Table 1.4 in Part II of this report.



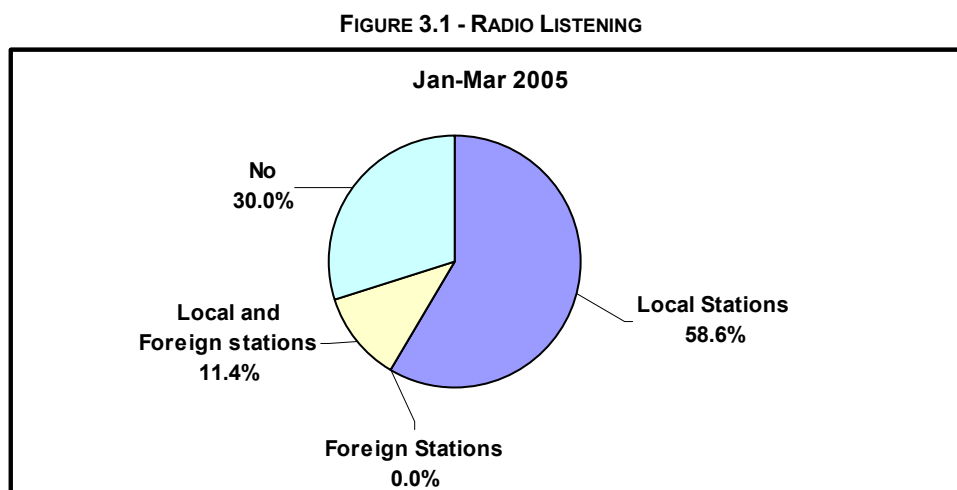
3. LISTENING AND VIEWING PATTERNS

3.1 Introduction

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

3.2 Radio Listening

3.2.1 Participants in this study were asked whether they listen to the radio regularly and whether they listen to local stations only, to foreign stations only, or to both. Radio listening during the period January-March 2005 reached 70%. While 58.6% listen to local radio stations, 11.4% listen to both local and foreign radio stations; and the remaining 30% stated that they do not listen to radio¹ – see Figure 3.1 below.



3.2.2 Overall radio listening [70.0%] was slightly higher than that for the period October-December 2004 [69.8%] but much lower than that during the period June-September 2004 [80.1%]. During this period, those in the 50+ age group [64.9%] favoured more radio listening, being followed by those in the 12-29 age group [57.6%]².

3.2.3 Analyzing all respondents by their highest educational level attained, local radio was followed mostly by those having post-secondary schooling [84.0%] followed by those who never attended school [73.3%]. Analyzing respondents by their economic status, those unemployed [76.5%] and pensioners [76.1%] and house persons [72.0%] registered the

¹ Full details in Table 2.1, Part 2

² Full details in Table 2.1, Part 2



highest levels of radio listening. Local radio station listening exceeds by more than 63% in all of the categories classified by economic status.³

- 3.2.4 66.7% of all interviewed in the Northern district and 64.1% of those living in the Western district follow local radio stations with the least following [52.8%] those living in the Southern Harbour area where “local and foreign station” listening got the highest ranking at 37.5% followed by the Northern Harbour district [25.0%].⁴

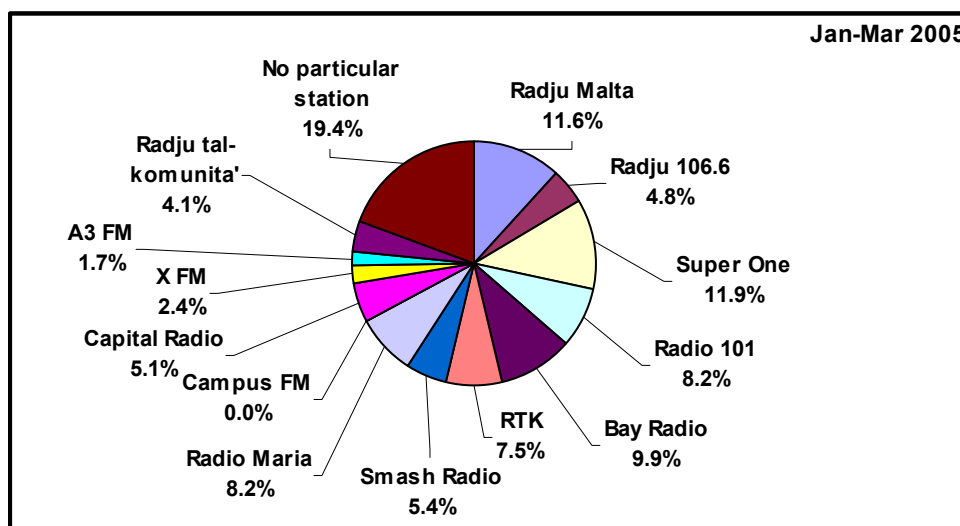
3.3 Favourite Radio Station

- 3.3.1 Respondents taking part were asked to state their preferred radio broadcasting station. Of all those who listen to radio, 19.4% stated that they do not have a particular preferred station. Super One Radio [11.9%] is the most preferred radio station, followed by Radju Malta [11.6%], Bay Radio [9.9%], Radio 101 and Radju Marija [8.2%] and RTK [7.5%].⁵

TABLE 3.1 – FAVOURITE RADIO STATION

RADIO STATIONS	JAN-MAR 2005 %	OCT-DEC 2004 %	JUN-SEP 2004 %
Radju Malta	11.6	7.2	10.5
Radju 106.6[Parlament]	4.8	2.1	3.4
Super One	11.9	17.9	15.3
Radio 101	8.2	5.8	5.7
Bay Radio	9.9	11.3	9.6
RTK	7.5	9.6	9.2
Smash Radio	5.4	7.6	8.2
Radio Maria	8.2	3.4	4.3
Campus FM	0.0	0.0	0.7
Capital Radio	5.1	6.5	5.7
X FM	2.4	5.2	3.2
A3 FM	1.7	0.3	0.5
Radju tal-komunita'	4.1	3.8	3.9
No particular station	19.4	19.2	19.7

FIGURE 3.2 – FAVOURITE RADIO STATION



³ Full details in Table 2.2, Part 2

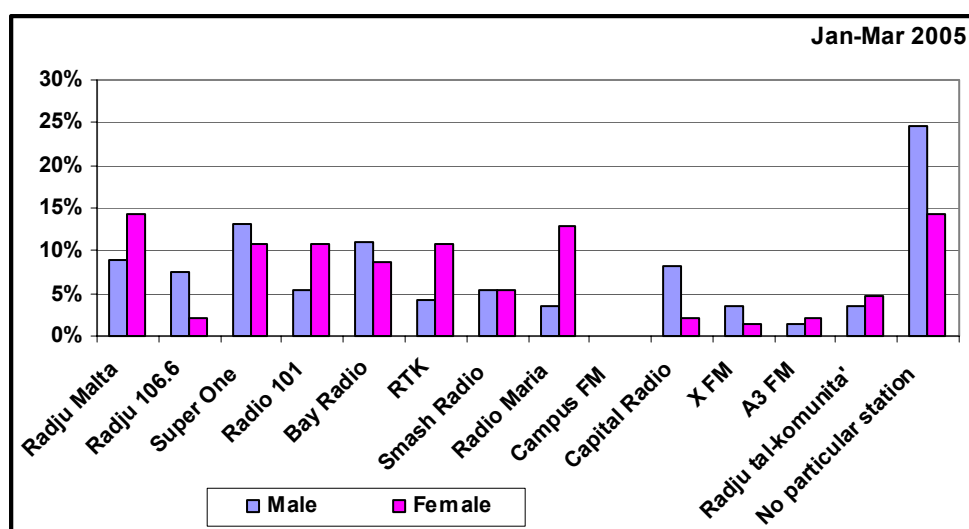
⁴ Full details in Table 2.4, Part 2

⁵ Full details in Table 3.1, Part 2



3.3.2 While more males [24.7% of all males] than females [14.2% of all females] do not have any preference to a particular radio station, Radju Malta attract more females than males – see Figure 3.2 below. In the 12-29-age group, Bay Radio attracted the highest percentage [28.4%], followed by Smash Radio and Radio 106.6[14.8%] while in the 30-49-age bracket, Super One Radio and Radio 101 attracted the highest percentage [16.5%] followed by Radju Malta [11.4%]. In the 50+age group, Radju Malta attracted the highest percentage [17.9%] followed by Radju Marija [14.2%], RTK [13.4%] and Super One Radio [11.2%].⁶

FIG 3.3 – FAVOURITE RADIO STATION BY GENDER



3.3.3 The favourite following of

radio stations varied by district. First preference was given to Super One Radio in three districts together with Radio 101 in the Southern Harbour and with Bay Radio in South Eastern. RTK also got a first preference in the Northern District while

Radju Marija got a first

preference in the Western District. Total preferences for Gozo did not meet the benchmark set for data representative.⁷

TABLE 3.2 – PREFERENCES FOR RADIO STATIONS – BY DISTRICT

PREFERENCES FOR RADIO STATIONS	TOTAL %	SOUTHERN HARBOUR %	NORTHERN HARBOUR %	SOUTH EASTERN %	WESTERN %	NORTHERN %	GOZO & COMINO %
Radju Malta	11.6	7.7	14.3	10.8	13.6	9.8	[]
Radju 1066	4.8	6.2	6.6	0.0	2.3	2.4	[]
Super One	11.9	12.3	15.4	16.2	9.1	7.3	[]
Radio 101	8.2	12.3	3.3	5.4	11.4	7.3	[]
Bay Radio	9.9	7.7	5.5	16.2	13.6	12.2	[]
RTK	7.5	7.7	4.4	10.8	6.8	9.8	[]
Smash Radio	5.4	7.7	5.5	5.4	0.0	9.8	[]
Radju Marija	8.2	7.7	5.5	5.4	18.2	9.8	[]
Campus FM	0.0	0.0	0.0	0.0	0.0	0.0	[]
Capital Radio	5.1	3.1	3.3	2.7	11.4	9.8	[]
X FM	2.4	0.0	2.2	5.4	2.3	2.4	[]
A3 FM	1.7	4.6	1.1	2.7	0.0	0.0	[]
Radju tal-Komunita'	4.1	3.1	7.7	0.0	0.0	2.4	[]
No Particular Stat.	19.4	20.0	25.3	18.9	11.4	17.1	[]

[] = unqualified as data representatives

⁶ Full details in Table 3.1, Part 2

⁷ Full details in Table 3.4, Part 2



3.4 TV Viewing

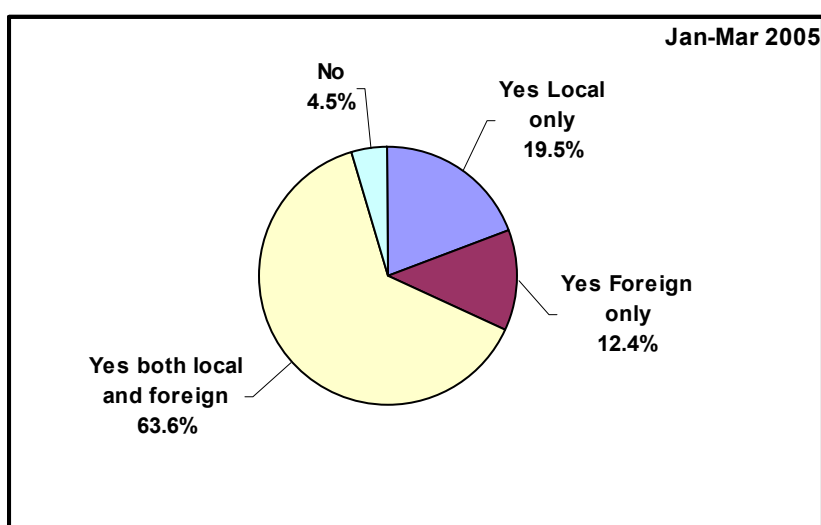
3.4.1 Participants in this study were asked whether they watch television regularly and whether they watch local stations only, foreign stations only, or both.

For the period January-March 2005,

the amount of respondents who never watch TV regularly rose to 4.5%. Those who watch “local television only” and those who watch “both local and foreign stations” increased by as much as 2.2% while those watching only foreign broadcasts have decreased by 6.3%⁸ – see also Figure 3.4.

TV VIEWING	JAN-MAR 2005 %	OCT-DEC 2004 %	JUN-SEP 2004 %
Yes Local only	19.5	17.3	15.6
Yes Foreign only	12.4	18.7	10.3
Yes both local and foreign	63.6	61.2	71.2
No	4.5	2.9	2.9

FIGURE 3.4 – TV VIEWING



3.5 Favourite TV Station

3.5.1 Respondents taking part were asked to state their favourite television broadcasting station. Of those who regularly watch television, 31.9% stated that they do not have any particular preferred station. TVM [13.2%] is the most preferred station, followed by Super One TV [11.0%] from local TV stations, while Canale 2 [10.2%] is the most favourite from foreign broadcasting stations followed by Italia 1 [8.9%]⁹.

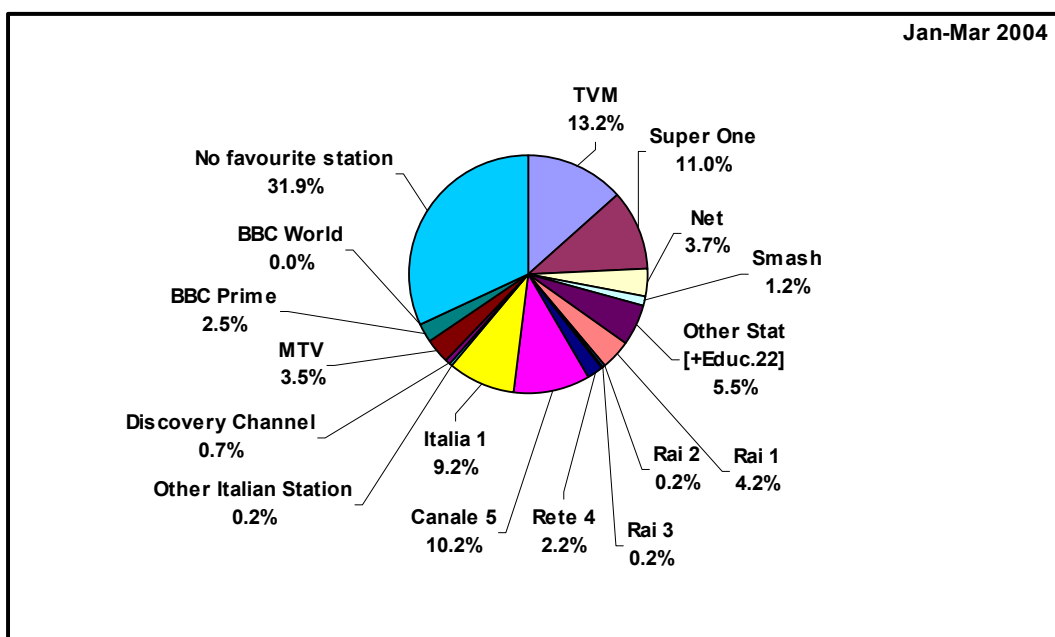
TABLE 3.3 – FAVOURITE TV STATION

TV STATIONS	JAN-MAR 2005 %	OCT-DEC 2004 %	JUN-SEP 2004 %
TVM	13.2	12.1	16.2
Super One	11.0	13.6	14.4
Net	3.7	3.5	5.0
Smash	1.2	0.5	0.2
Other Stat [+Educ.22]	5.5	5.2	6.5
Rai 1	4.2	3.0	3.7
Rai 2	0.2	0.7	0.7
Rai 3	0.2	0.5	0.2
Rete 4	2.2	1.7	0.9
Canale 5	10.2	8.1	9.5
Italia 1	9.2	7.2	13.2
Other Italian Station	0.2	0.0	0.2
Discovery Channel	0.7	2.5	2.1
MTV	3.5	1.7	1.9
BBC Prime	2.5	2.7	2.6
BBC World	0.0	0.2	0.2
No favourite station	31.9	36.5	22.4
Refusal	0.0	0.2	0.0

⁸ Full details in Table 8.1, Part 2

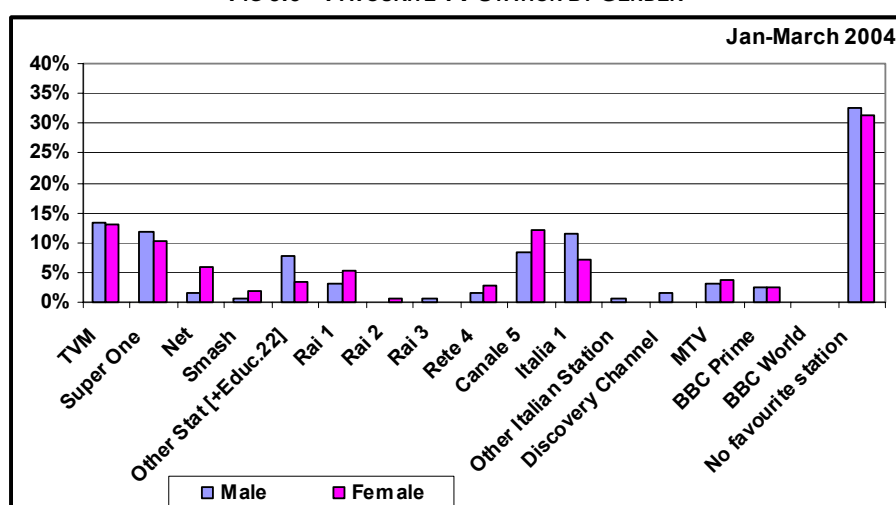


FIGURE 3.5 – FAVOURITE TV STATION



3.5.2 During this period Net TV, Smash TV, RAI 1, Rete 4 and Canale 5 attracted more females than males, while Italia 1 and Other station [+Education 22] attracted more males than females⁹ - see Figure 3.6 below

FIG 3.6 – FAVOURITE TV STATION BY GENDER



3.5.3 The favourite following of local TV stations varies by district. TVM ranked as the favourite station in two districts and second in an other two with Super One TV, which ranked first in the Southern Harbour and South Eastern and second in Northern district with TVM and in the other districts. Canale 5 ranked first in Southern Harbour [together with Italia 1] and Northern Harbour areas and Italia 1 ranked first with TVM and Super One in Northern Harbour.¹⁰

⁹ Full details in Table 9.1, Part 2

¹⁰ Full details in Table 9.4, Part 2



TABLE 3.4 – PREFERENCES FOR TV STATIONS – BY DISTRICT

TV STATIONS	TOTAL %	SOUTH. HARB. %	NORTH. HARB. %	SOUTH EAST. %	WEST. %	NORTH. %	GOZO & COMINO %
TVM	13.2	9.4	9.7	13.2	17.7	15.7	[]
Super One	11.0	12.9	9.7	17.0	8.1	9.8	[]
Net	3.7	[]	[]	[]	[]	[]	[]
Smash	1.2	[]	[]	[]	[]	[]	[]
Other Station [+Ch.22]	5.5	[]	[]	[]	[]	[]	[]
Rai 1	4.2	[]	[]	[]	[]	[]	[]
Rai 2	0.2	[]	[]	[]	[]	[]	[]
Rai 3	0.2	[]	[]	[]	[]	[]	[]
Rete 4	2.2	[]	[]	[]	[]	[]	[]
Canale 5	10.2	12.9	9.7	7.5	9.7	13.7	[]
Italia 1	9.2	12.9	8.1	11.3	9.7	3.9	[]
Other Italian Station	0.2	[]	[]	[]	[]	[]	[]
Discovery Channel	0.7	[]	[]	[]	[]	[]	[]
MTV	3.5	[]	[]	[]	[]	[]	[]
BBC Prime	2.5	[]	[]	[]	[]	[]	[]
BBC World	0.0	[]	[]	[]	[]	[]	[]
No favourite station	31.9	27.1	38.7	30.2	32.3	25.5	[]
Refusal	-	-	-	-	-	-	-

[] = unqualified as data representatives

4. RADIO AND TELEVISION PROGRAMME PREFERENCES

4.1 Introduction

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

4.2 Radio Programmes Preferences

4.2.1 Table 4.1 summarises the preferences registered for the different radio programme sectors. News/Current Affairs and Musical programmes are the most popular broadcasts exceeding the other types of programmes by 19% during the period January-March 2005 [14.8% in October-December 2004 and 17.6% in June-September 2004].

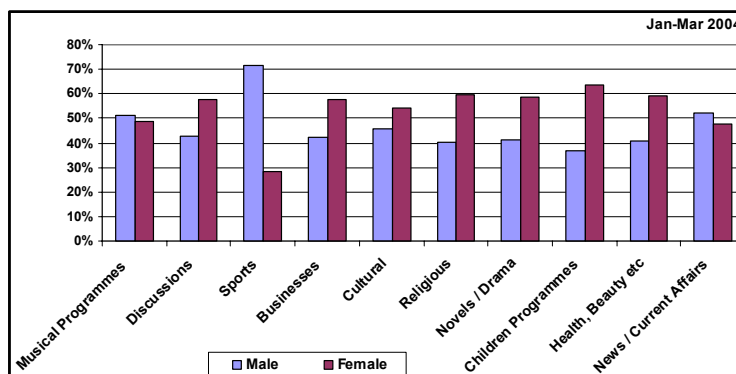
TABLE 4.1 – RADIO PROGRAMME PREFERENCES

PROGRAMME SECTOR	JAN-MAR 2005 %	OCT-DEC 2004 %	JUN-SEP 2004 %
News / Current Affairs	84.7	90.0	87.9
Musical Programmes	79.9	82.8	85.8
Health, Beauty etc	60.9	68.0	68.2
Religious	56.5	56.0	59.0
Discussions	54.4	56.0	52.9
Cultural	47.6	51.9	50.6
Novels / Drama	47.6	42.6	42.8
Sports	36.1	36.1	39.4
Children Programmes	27.9	29.2	34.8
Businesses	21.8	15.8	19.0

4.2.2 The table indicates that during the period under consideration, the most popular sector for Maltese radio listeners is News and Current Affairs at 84.7%. This is followed by Musical Programmes [79.9%], and Health and Beauty programmes [60.9%]. Religious [56.5%] and Discussion [54.4%] programmes are also quite popular among Maltese radio listeners.

4.2.3 Of all the ten programme sectors, Sports [71.7%/M – 28.3%/F] and News/Current Affairs [52.2%/M – 47.8%] are the programme sectors that are preferred more by males than by females¹¹ - see Figure 4.1 below. All other programme types are more favoured by females than by males with the exception for musical programmes where the difference is only of 2.2%.

FIGURE 4.1 – PREFERENCE FOR RADIO PROGRAMME SECTORS - BY GENDER



¹¹ Full details in Table 4.1, Part 2



4.3 TV Programme Preferences

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

4.3.2 The table indicates that News and Current Affairs is the most popular sector and was mentioned by 88.8% of the respondents. This is followed by Weather [84.8%], Plays/drama [75.4%] and Discussion programmes [71.1%].

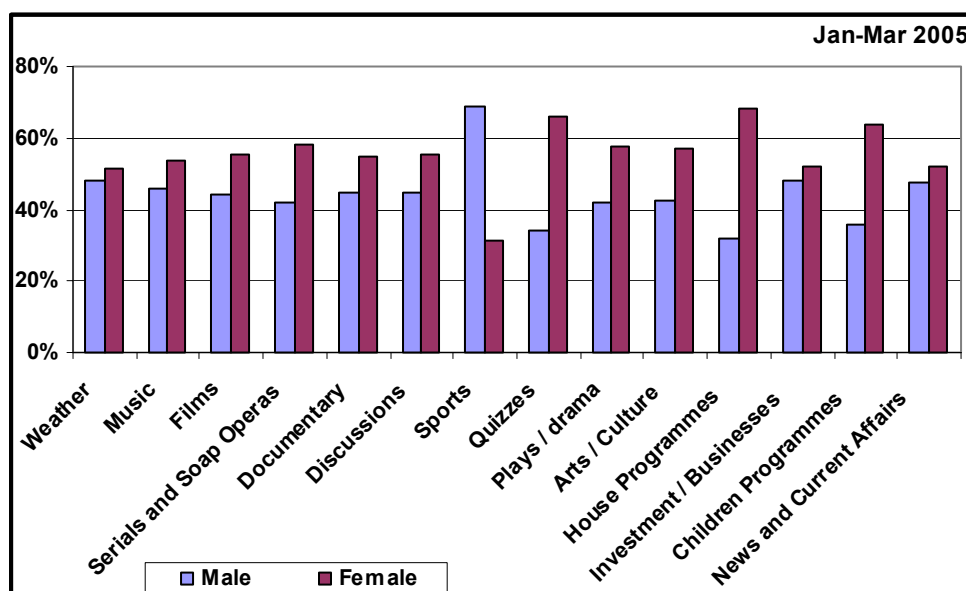
TABLE 4.2 TV PROGRAMME PREFERENCES

PROGRAMME SECTOR	JAN-MAR 2005 %	OCT-DEC 2004 %	JUN-SEP 2004 %
News and Current Affairs	88.8%	88.4	91.0
Weather	84.8%	87.5	84.1
Plays / drama	75.4%	78.3	76.0
Discussions	71.1%	77.4	69.7
Documentary	53.6%	62.1	61.8
House Programmes	55.9%	57.5	58.0
Quizzes	53.0%	56.3	55.9
Films	40.7%	49.2	55.5
Serials and Soap Operas	58.7%	58.4	52.8
Arts / Culture	47.6%	53.5	50.1
Music	39.8%	38.5	49.1
Sports	43.0%	40.4	45.5
Children Programmes	35.0%	40.1	42.8
Investment / Businesses	29.2%	24.5	22.3

4.3.3 For the period January-March 2005, Serials & Soap Operas [9th to 5th] and Sports [12th to 10th] programmes have increased their places while documentary programmes, quizzes, films and films have lost their placing sometimes by as much as three categories [films – from 8th to 11th place].

4.3.4 Of all the fourteen television programme sectors, Sports [68.7%/M – 31.3%/F] is the programme sector that is preferred by males as compared to females. All the other programme sectors are more favoured by females¹² – see Figure 3.3 below.

FIGURE 4.2 –TV PROGRAMME PREFERENCES – BY GENDER



¹² Full details in Table 10.1, Part 2

5. RADIO LISTENING

5.1 Introduction

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

5.2 Average Radio Listening

5.2.1 For the period under review, only 46.7% of all respondents stated that they had listened to radio the day before the interview. During this period there were twelve interviewees who did not regularly listen to radio but had listened to the radio the day before [October-December – interviewees]. There was one interviewee who did not indicate for how many hours radio was listened to [June-September – two] day before the interview¹³.

TABLE 5.1 – RADIO LISTENING

	JAN-MAR 2005		OCT-DEC 2004		Jun-Sep 2004	
	TOTAL	%	TOTAL	%	TOTAL	%
Do you listen to Radio						
No	126	30.0	126	30.2	110	19.9
Refusal	0	0.0	0	0	0	0
<i>Subtotal</i>	126	30.0	126	30.2	110	19.9
Local Stations	246	58.6	244	58.5	369	66.8
Foreign Stations	0	0.0	0	0	5	0.9
Local and Foreign stations	48	11.4	47	11.3	68	12.3
Total	420	100.0	417	100	552	100
Radio Yesterday						
Not applicable	114	27.1	120	28.8	110	19.9
No	110	26.2	125	30	193	35
<i>Subtotal</i>	224	53.3	245	58.8	303	54.9
Yes	196	46.7	172	41.2	249	45.1
Total	420	100.0	417	100	552	100

5.2.2 While more than half of those who had listened to radio [51.4%] did so for “one hour or less” during June-September, this figure dropped to 39.0% during the last quarter of the year 2004 and continued with this trend for January-March 2005 [34.7%]. On the other hand, radio listening of “four hours or more” rose from 17.7% to 28.5% to 31.6% during January-March 2005. Those listening for one hour but less than 2 hours have also decreased while those listening to 2 hours but less than 3 have increased¹⁴ – see also Figure 5.1 below.

TABLE 5.2 – RADIO LISTENING BY NUMBER OF HOURS

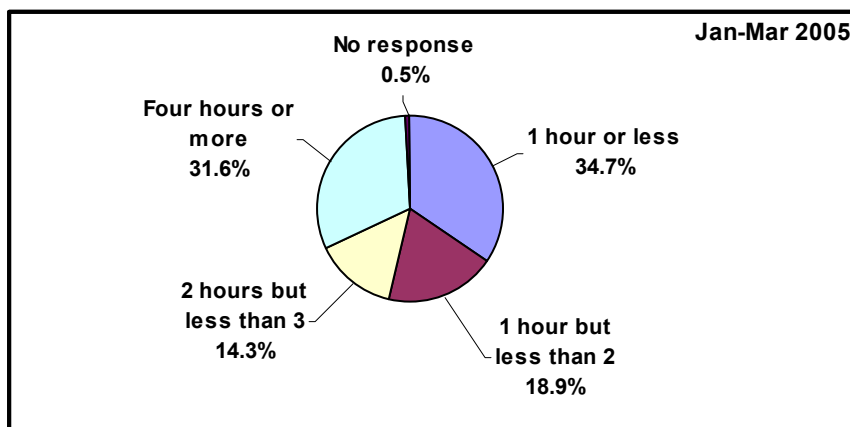
HOW MANY HOURS	JAN-MAR 2005	OCT-DEC 2004	JUNE-SEP 2004
	%	%	%
1 hour or less	34.7	39.0	51.4
1 hour but less than 2	18.9	20.9	19.7
2 hours but less than 3	14.3	11.6	10.4
Four hours or more	31.6	28.5	17.7
No response	0.5	0.0	0.8
Total	100.0	100.0	100.0

¹³ Full details in Table 5.1, Part 2

¹⁴ Full details in Table 5.2, Part 2



FIGURE 5.1 – RADIO LISTENING BY NUMBER OF HOURS



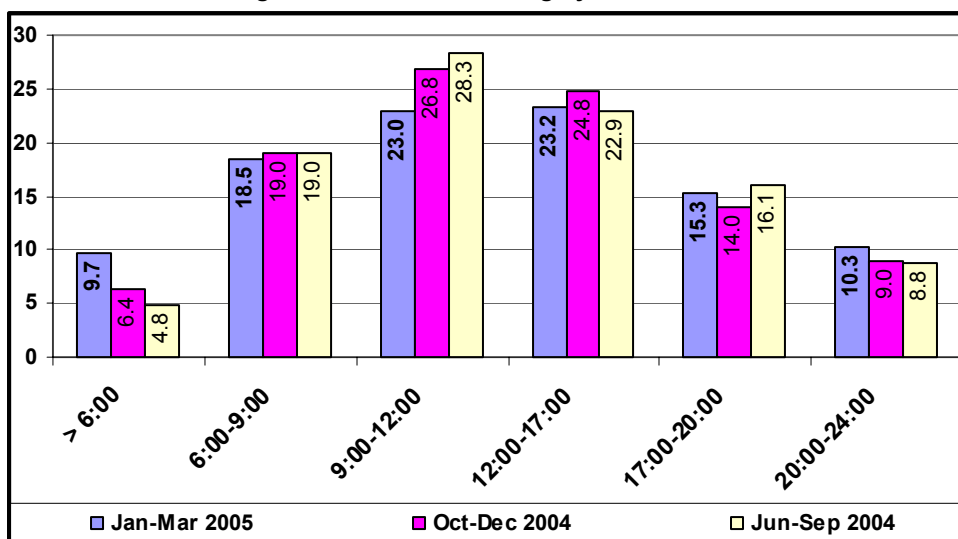
5.2.3 Respondents were asked to indicate at what time radio was listened to, indicating seven time brackets [including “All day”]. Multiple replies were accepted. Taking into consideration all those who said that they listen to the radio all day and adding those counts to the other time brackets, 9.7%

TABLE 5.3 – RADIO LISTENING BY TIME BRACKET

	JAN-MAR 2005 %	OCT-DEC 2004 %	JUN-SEP 2004 %
Before 6am	9.7	6.4	4.8
Between 6-9am	18.5	19.0	19.0
Between 9-12pm	23.0	26.8	28.3
Between 12-5pm	23.2	24.8	22.9
Between 5-8pm	15.3	14.0	16.1
Between 8-12pm	10.3	9.0	8.8
	100	100	100

stated that they listened to radio before 06:00hrs; 18.5% between 06:00-09:00hrs; 23.0% between 9:00-12:00am; 23.2% between 12:00-17:00hrs; 15.3% between 17:00-20:00 hrs; and 10.3% between 20:00 – 24:00hrs¹⁵. During this period more people listened to radio before 06:00am and from 20:00 – 24:00 hrs; but radio listening during the rest of the time brackets had decreased especially from 09:00 to noon [-3.8%] – see Figure 5.2 below.

Figure 5.2 – Radio Listening by Time Bracket



¹⁵ Full details in Table 6.1, Part 2



5.2.4 The listening patterns of the Maltese radio audiences emerge quite clearly from tables 5.4 to 5.6 below. These tables break down the counts by each time bracket and by weekday for the three time periods [January/March 2005; October/December 2004 and June/September 2004]. Radio listening peaks decreased on Mondays, Tuesdays and Wednesdays during the last three months of the year but listening during the rest of the week was higher. Saturday morning listening [09:00 – 12:00] is approaching that registered for the summer period while afternoon listening [12:00 – 17:00] has registered the highest peak for the day for Thursdays and Fridays – see Tables 5.3, 5.4, 5.5 and Figure 5.3 below¹⁶.

TABLE 5.4: RADIO LISTENING BY TIME-BRACKET BY WEEKDAY – JAN-MAR 2005

TIME BRACKET	SUN %	MON %	TUE %	WED %	THU %	FRI %	SAT %
> 6:00	10.3	10.1	10.5	8.6	9.5	9.2	9.4
6:00 - 9:00	20.5	17.4	17.9	18.6	21.6	18.5	15.1
9:00 - 12:00	25.6	17.4	21.1	25.7	20.3	23.1	32.1
12:00 - 17:00	23.1	24.6	21.1	22.9	24.3	26.2	20.8
17:00 - 20:00	12.8	18.8	16.8	12.9	14.9	16.9	11.3
20:00 - 24:00	7.7	11.6	12.6	11.4	9.5	6.2	11.3

TABLE 5.5: RADIO LISTENING BY TIME-BRACKET BY WEEKDAY - OCT-DEC 2004

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

TABLE 5.6: RADIO LISTENING BY TIME-BRACKET BY WEEKDAY - JUN-SEP 2004

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

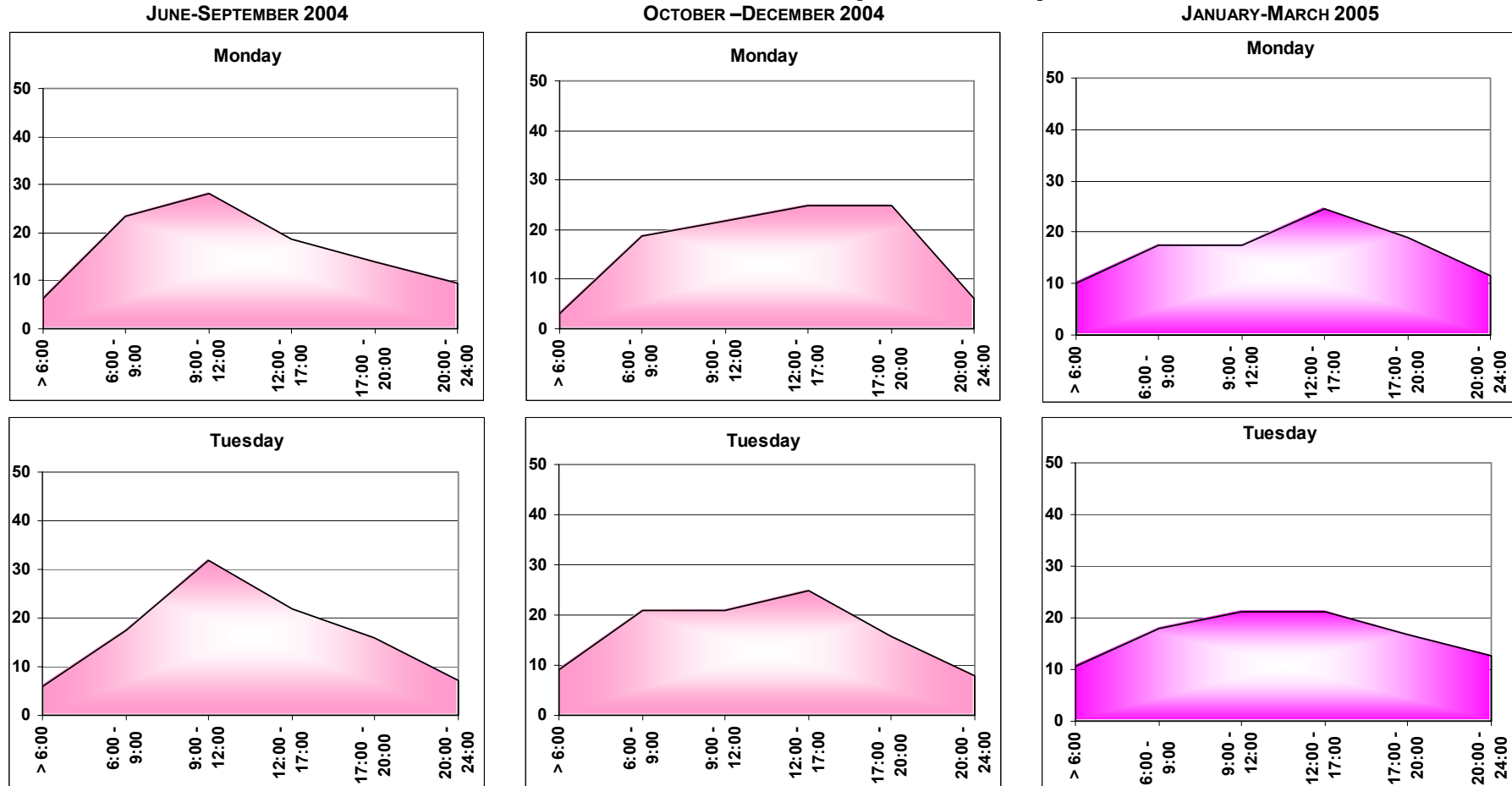
5.2.5 Breaking down the counts for each time bracket by month [June 2004 – March 2005]¹⁷ a sharp drop can be clearly seen from the high peaks of June to September 2004, following which is a gradual rise for October to December. This is again followed by a decrease for January – February and a slight increase for March but not reaching that for December 2004. It is also interesting to note that afternoon radio listening exceeds morning listening [09:00 – noon] only in July, November and January – see Figure 5.4 below.

¹⁶ Full details in Table 6.2, Part 2

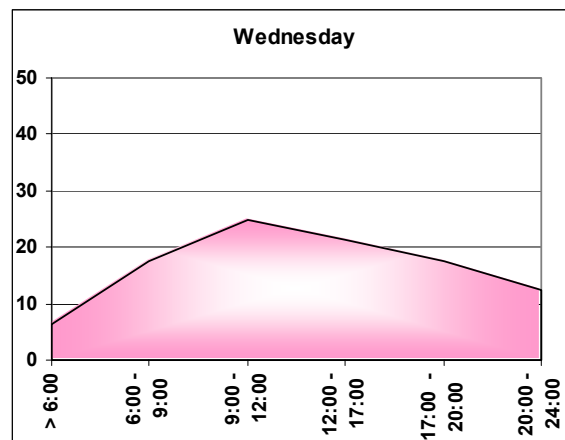
¹⁷ Full details in Table 6.3, Part 2



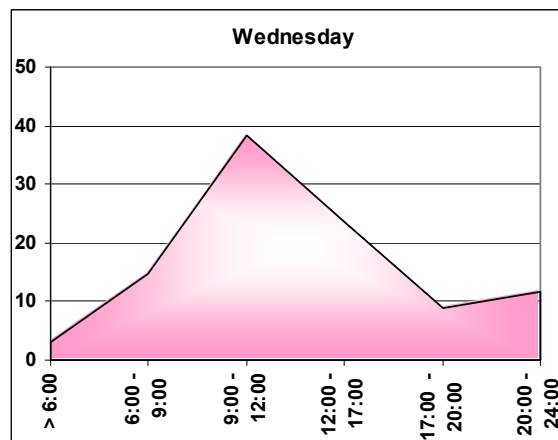
FIGURE 5.3: RADIO LISTENING BY WEEKDAY [MONDAY TO SUNDAY]
OCTOBER –DECEMBER 2004



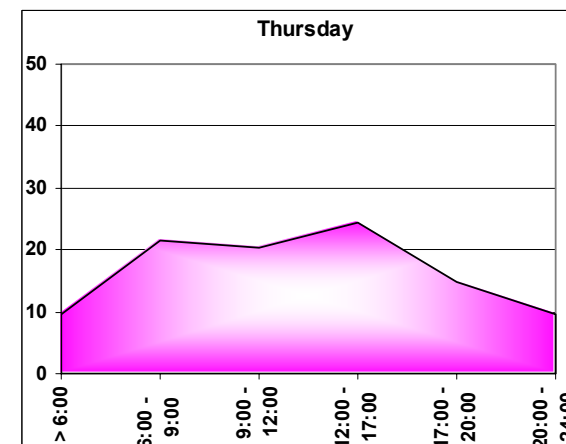
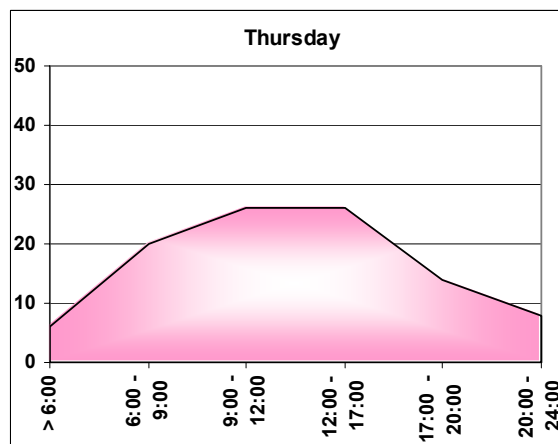
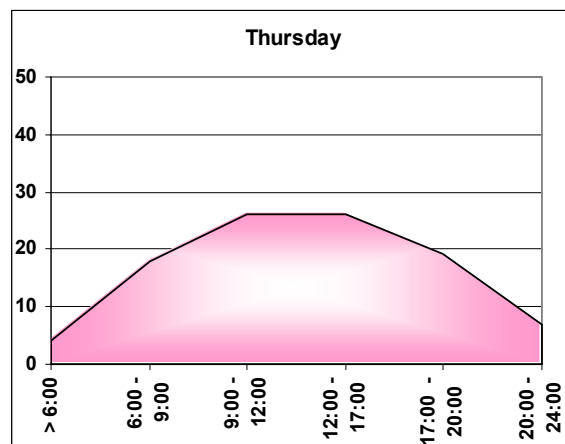
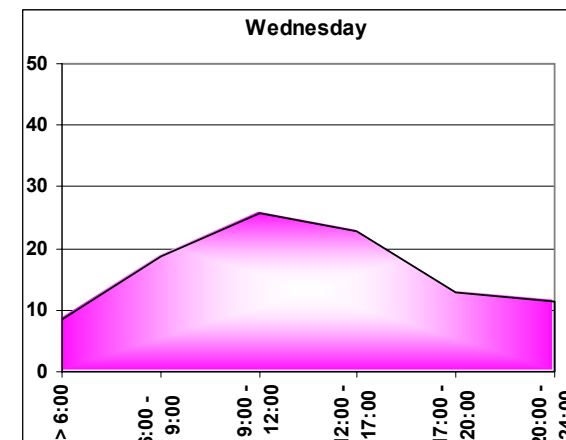
JUNE-SEPTEMBER 2004



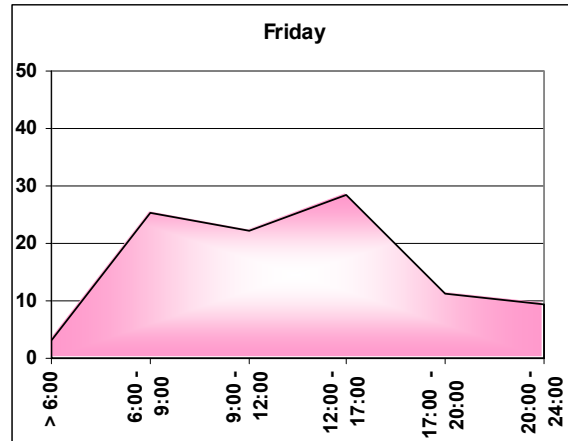
OCTOBER-DECEMBER 2004



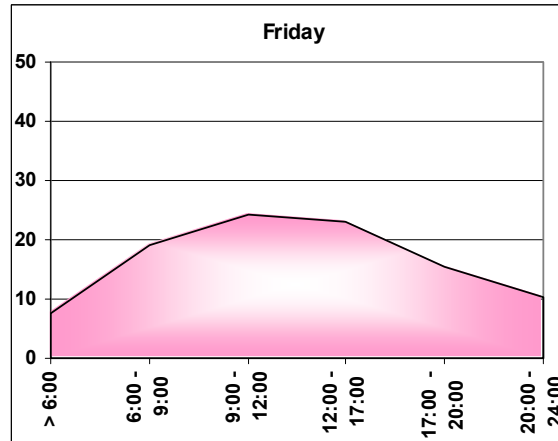
JANUARY-MARCH 2005



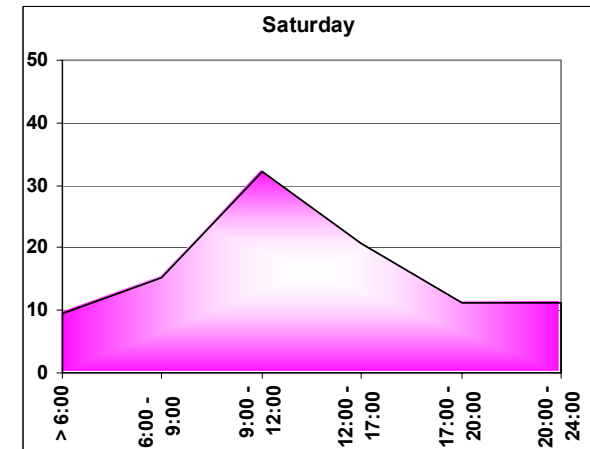
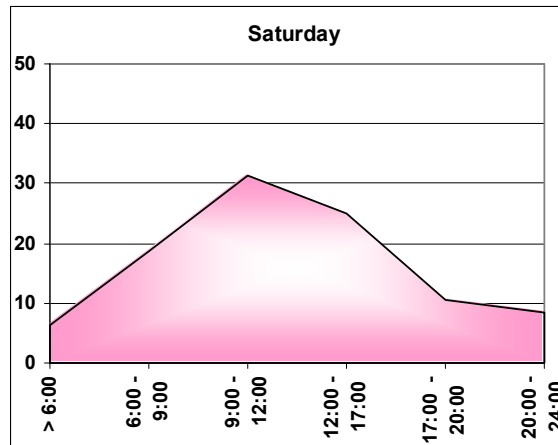
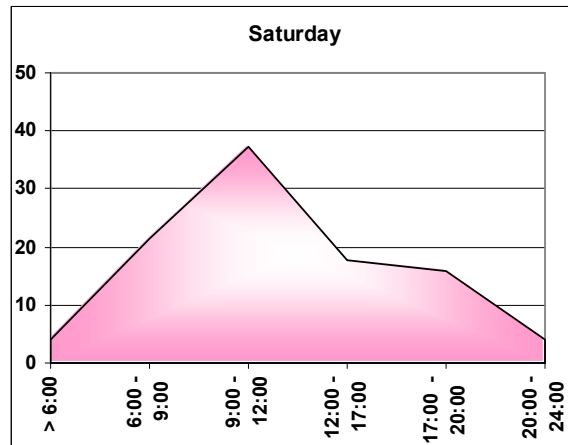
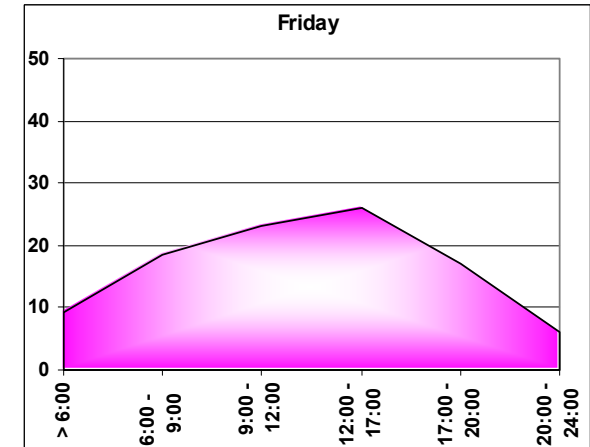
JUNE-SEPTEMBER 2004



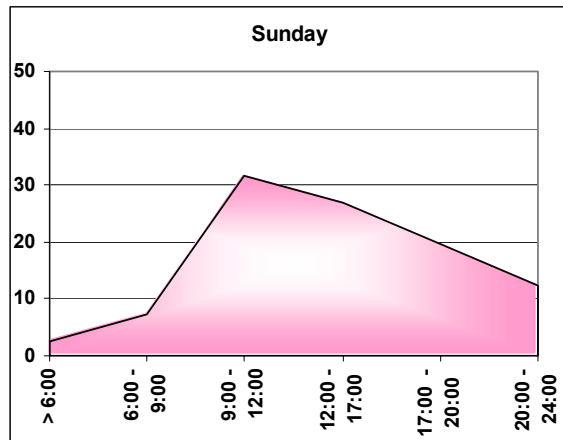
OCTOBER -DECEMBER 2004



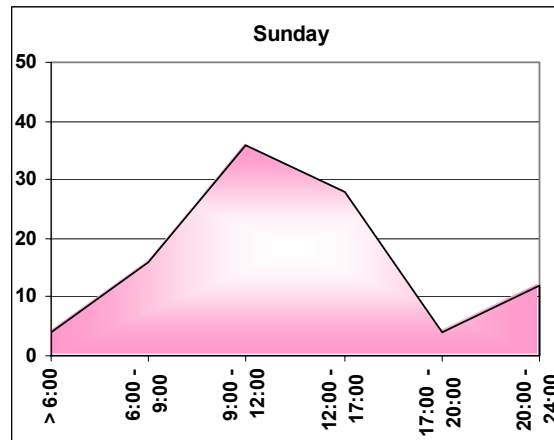
JANUARY-MARCH 2005



JUNE-SEPTEMBER 2004



OCTOBER-DECEMBER 2004



JANUARY-MARCH 2005

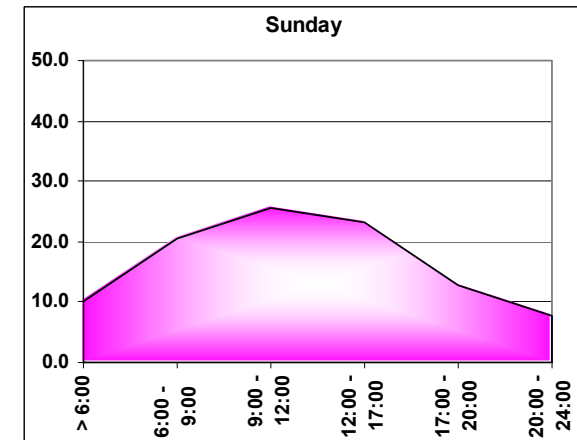
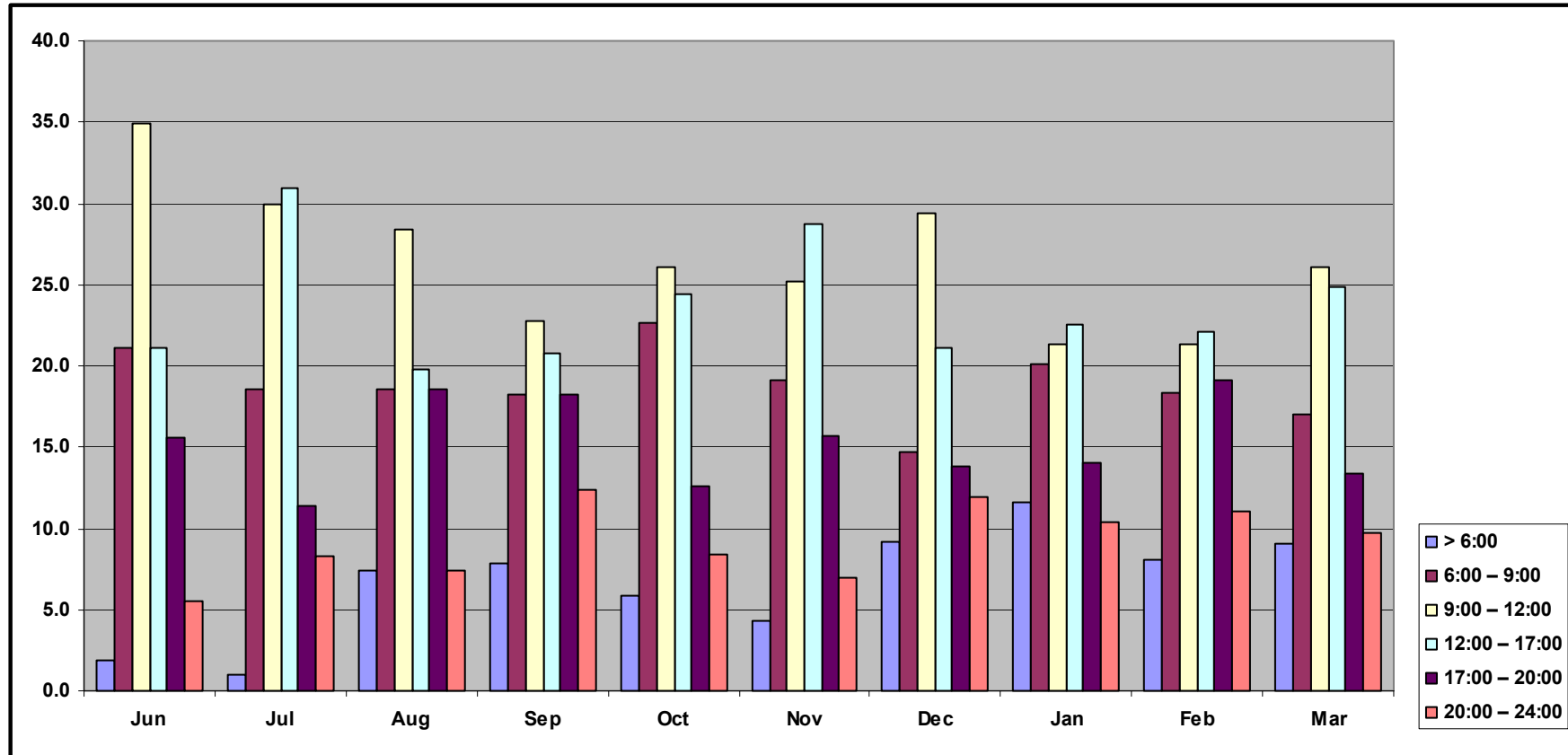
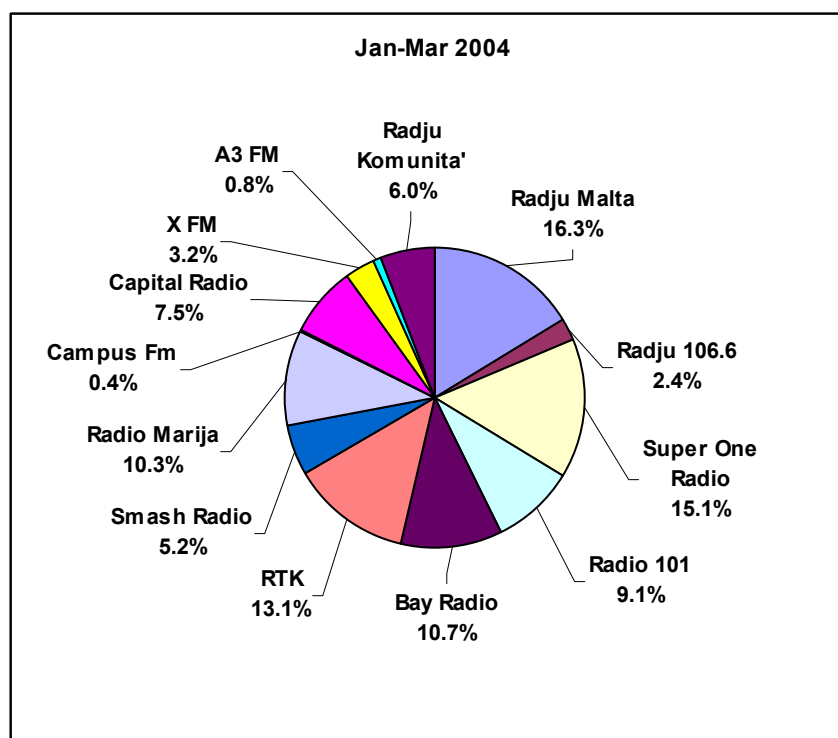


Figure 5.4 – Radio Listening by Time Bracket By Month



5.2.5 Participants were asked which station they had listened to the day before the interview for at least ten minutes. Multiple replies to the question were allowed and all counts were counted¹⁸. For the whole period under review, Radju Malta ranked first with 16.3%, followed by Super One Radio [15.1%] and RTK [13.1%] – see Figure 5.5 below.

FIGURE 5.5: RADIO LISTENING BY STATION



5.2.6 Analysing the counts according to weekday the percentage daily counts of all radio listeners for each station is given in table 5.5 below¹⁹. The graphical representation for each station is given in Appendix E.

TABLE 5.7: RADIO STATION LISTENING BY WEEKDAY – JAN/MAR 2005

	SUN %	MON %	TUE %	WED %	THU %	FRI %	SAT %
Radju Malta	11.1	17.6	19.0	19.4	13.3	14.3	20.7
Radju 106.6	2.8	2.9	4.8	3.2	2.2	0.0	0.0
Super 1 Radio	27.8	5.9	16.7	6.5	17.8	17.1	10.3
Radio 101	5.6	20.6	7.1	12.9	6.7	5.7	6.9
Bay Radio	2.8	5.9	11.9	12.9	8.9	20.0	13.8
RTK	11.1	14.7	7.1	25.8	13.3	5.7	17.2
Smash Radio	5.6	5.9	4.8	0.0	8.9	5.7	3.4
Radio Marija	16.7	11.8	11.9	6.5	6.7	14.3	3.4
Campus Fm	0.0	0.0	0.0	3.2	0.0	0.0	0.0
Capital Radio	8.3	5.9	7.1	6.5	8.9	2.9	13.8
X FM	0.0	2.9	0.0	0.0	2.2	11.4	6.9
A3 FM	0.0	0.0	2.4	0.0	2.2	0.0	0.0
Radju Komunita'	8.3	5.9	7.1	3.2	8.9	2.9	3.4
	100.0	100.0	100.0	100.0	100.0	100.0	100.0

¹⁸ Full details in Table 7.1, Part 2

¹⁹ Full details in Table 7.2, Part 2



5.2.7 Analysing radio listening by month, Radju Malta got a first ranking in January and March loosing its first position in February to RTK. Super One Radio maintained its second position for all the months under consideration [January – March] while Radio 101 got a third position in February. Bay Radio got a fourth position in January and February, loosing its place to Smash Radio in March. – see Table 5.6 and Figures 5.7-1/3 in Appendix F ²⁰.

TABLE 5.8: RADIO STATION LISTENING BY MONTH

RADIO YESTERDAY	2005		
	JAN %	FEB %	MAR %
Radju Malta	15.73	11.69	20.93
Radju 10.66	3.37	3.90	0.00
Super 1 Radio	13.48	14.29	17.44
Radio 101	6.74	12.99	8.14
Bay Radio	12.36	12.99	6.98
RTK	11.24	16.88	11.63
Smash Radio	4.49	1.30	9.30
Radio Marija	13.48	9.09	8.14
Campus Fm	0.00	1.30	0.00
Capital Radio	12.36	2.60	6.98
X FM	2.25	6.49	1.16
A3 FM	0.00	1.30	1.16
Radju Komunita'	4.49	5.19	8.14
	100.00	100.00	100.00

²⁰ Full details in Table 7.3, Part 2

6. TELEVISION VIEWING

6.1 Introduction

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

6.2 Average Television Viewing

6.2.1 When interviewees were asked whether they had watched television prior to the interview, 77.9% of all respondents stated that they had – maintaining the same levels of viewing as that of the previous quarter [Jun-Sep 2004 - 77.5%; Oct-Dec 2004 – 72.2%]. More females [83.9% of all females] than males [71.8% of all males] watched television programmes the day before the interview. Those in the 50+ age group [81.6%] ranked highest followed by those in the 30-49 age group [75.8%] and those in the 12-29 age group [74.6%]. TV viewing was highest among those who “never attended school” [86.7%] followed by those who had “primary” educational level and those who had “tertiary” level of education [75.8%]. “House persons” [83.9%], “students” [78.7%] and those “employed” [78.2%] held the highest ranking when the sample is analysed by economical basis; while the “Western” [81.3%], “South Eastern” [81.0%] and the “Northern Harbour” [78.1%] districts hold the largest amount of viewers when classified by district.²¹

6.2.2 Respondents were asked to indicate at what time bracket television was watched. For this period, TV viewing has slightly decreased before noon but has increased from noon to 20:30hrs by as much as 4.9% for 19:00 – 20:30 hrs.

TABLE 6.1 – AVERAGE TV VIEWING

	JAN-MAR 2005 %	OCT-DEC 2004 %	JUN-SEP 2004 %
Before 12pm	5.06	5.78	7.42
Between 12-7pm	18.04	16.69	17.52
Between 7-8.30pm	28.33	23.43	28.13
Between 8.30-10pm	36.42	38.84	33.5
Between 10-12am	12.14	15.25	13.43
	100.00	100.00	100.00

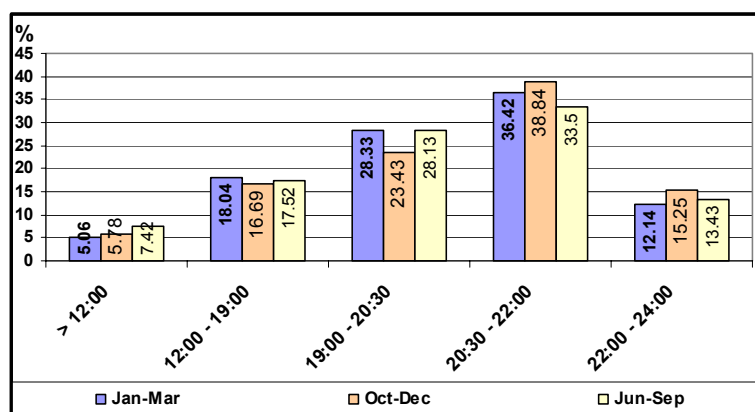
There was a slight decrease in overall television viewing from 20:30 to 24:00 hrs. - see Figure 6.1 below²².

²¹ Full details in Tables 11.1 to 11.4, Part 2

²² Full details in Table 12.1, Part 2



FIGURE 6.1 AVERAGE TV VIEWING BY TIME BRACKET



6.2.3 TV viewing patterns emerge clearly from tables 6.2, 6.3 and 6.3 below. These tables break down the counts of each time bracket by weekday for the three time periods. TV viewing continues to reach its highest peak following the main news bulletins which end at 20:30hrs. While the highest peak in June-September 2004 was reached on Wednesday, for October-December 2004 this was reached on Fridays while for January-March 2005 the highest peak was reached on Sunday evening – see Figure 6.2 below²³.

TABLE 6.2: TV VIEWING BY TIME-BRACKET BY WEEKDAY - JAN-MAR 2005

	SUN	MON	TUE	WED	THU	FRI	SAT
> 12:00	11.65	2.35	0.00	6.76	5.81	6.17	1.14
12:00 - 19:00	18.45	16.47	17.11	20.27	13.95	18.52	21.59
19:00 - 20:30	23.30	35.29	31.58	28.38	24.42	27.16	29.55
20:30 - 22:00	38.83	37.65	38.16	31.08	34.88	38.27	35.23
22:00 - 24:00	7.77	8.24	13.16	13.51	20.93	9.88	12.50

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

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

TABLE 6.4: TV VIEWING BY TIME-BRACKET BY WEEKDAY - JUN-SEP 2004

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

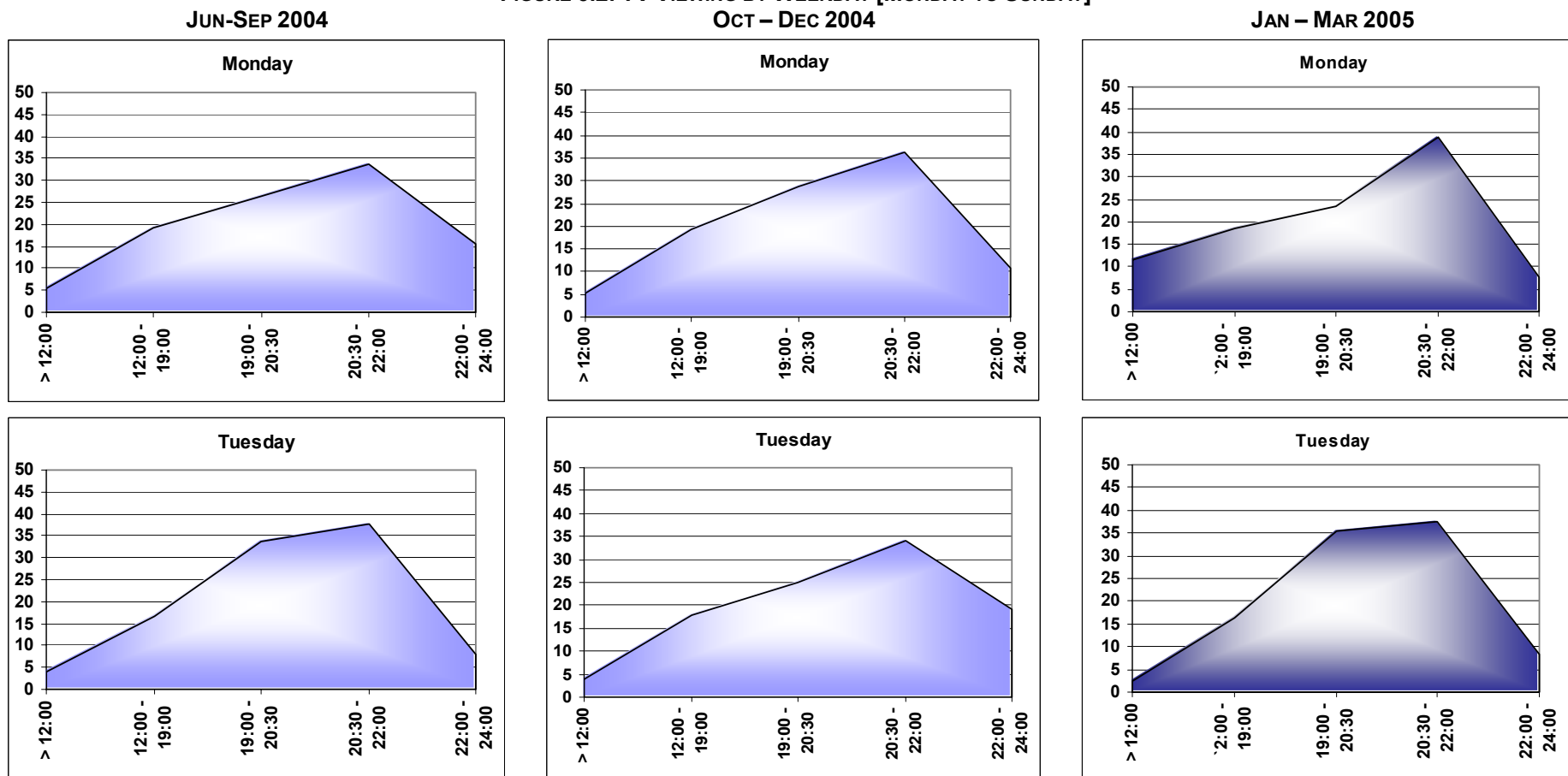
6.2.4 When analysed by month, the sharp increase for TV viewing can be clearly seen for October-November 2004 with a sharp decrease for December and picking up again for January and February 2005 ²⁴ - see Figure 6.3 below

²³ Full details in Table 12.2, Part 2

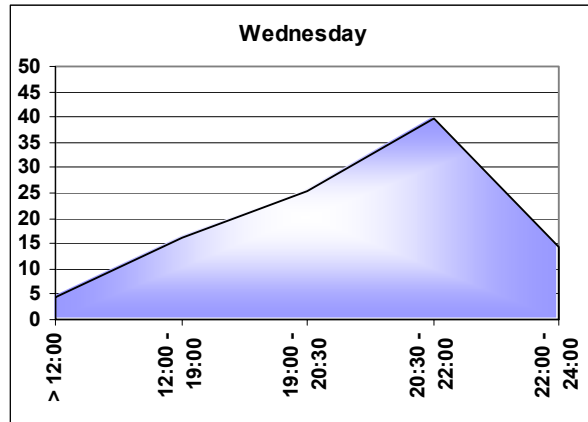
²⁴ Full details in Table 12.3, Part 2



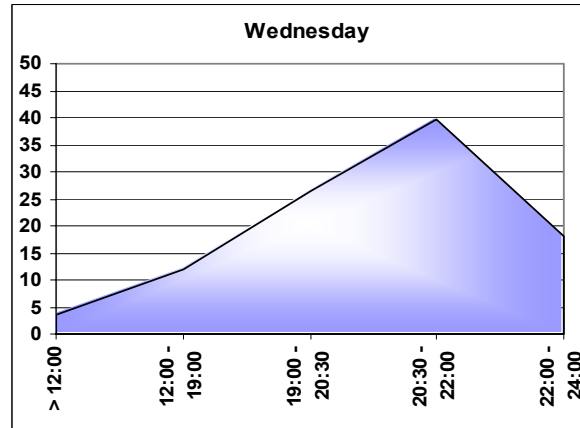
FIGURE 6.2: TV VIEWING BY WEEKDAY [MONDAY TO SUNDAY]



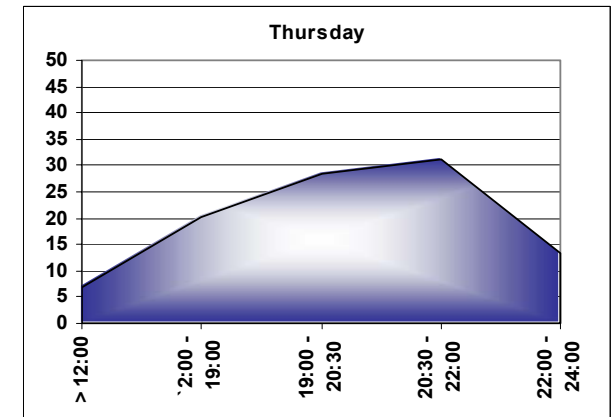
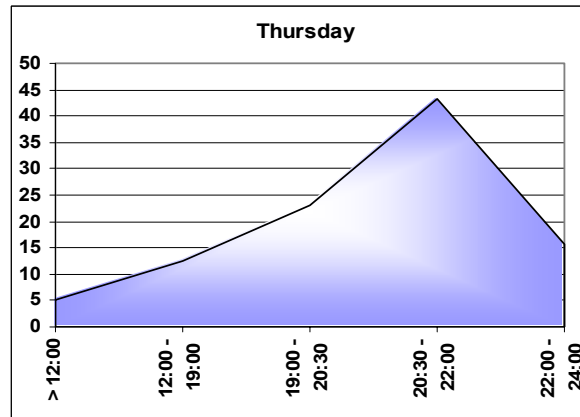
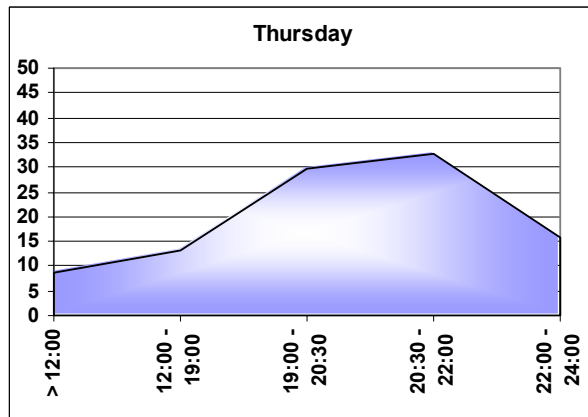
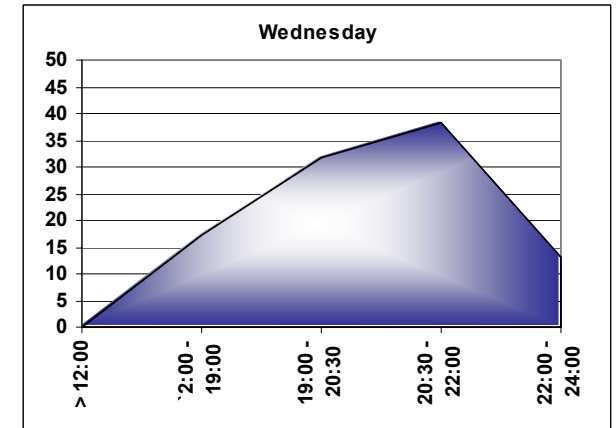
JUN-SEP 2004



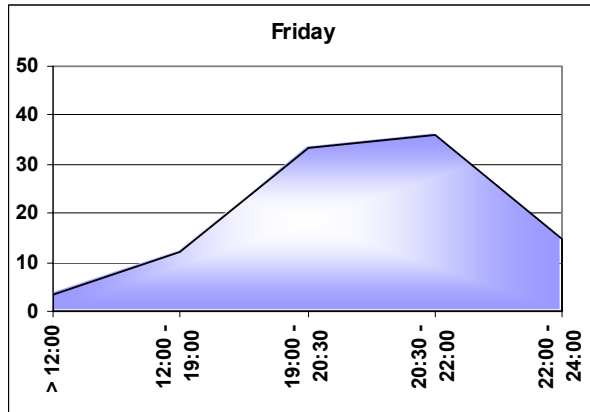
OCT - DEC 2004



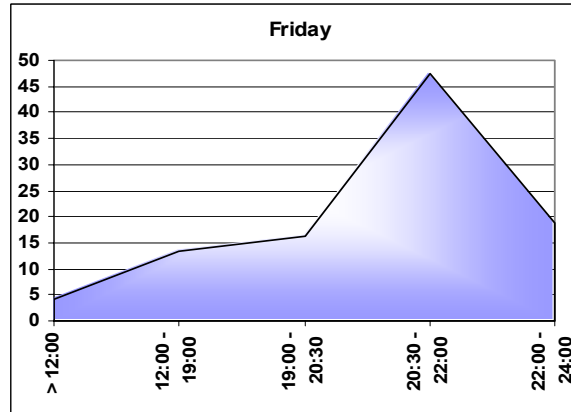
JAN - MAR 2005



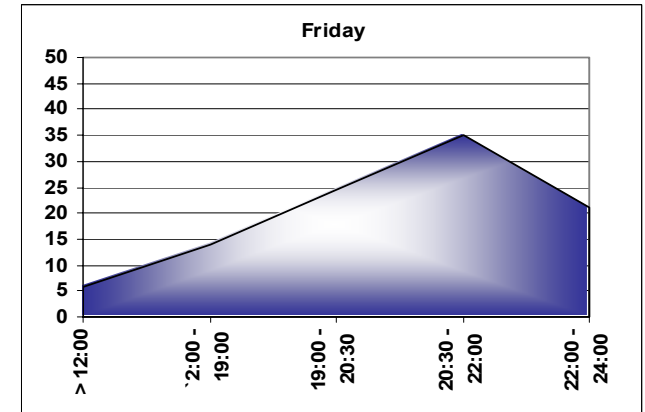
JUN-SEP 2004



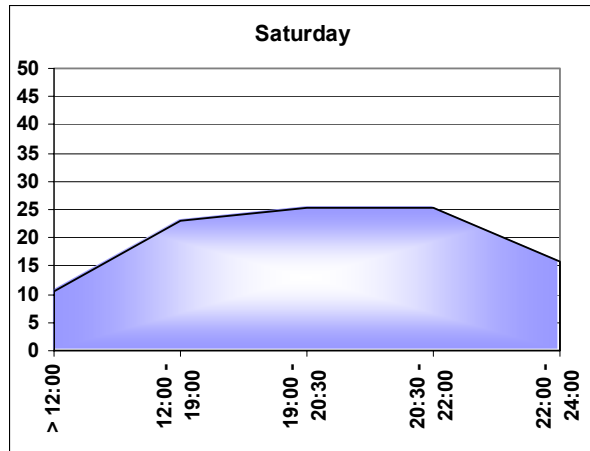
OCT - DEC 2004



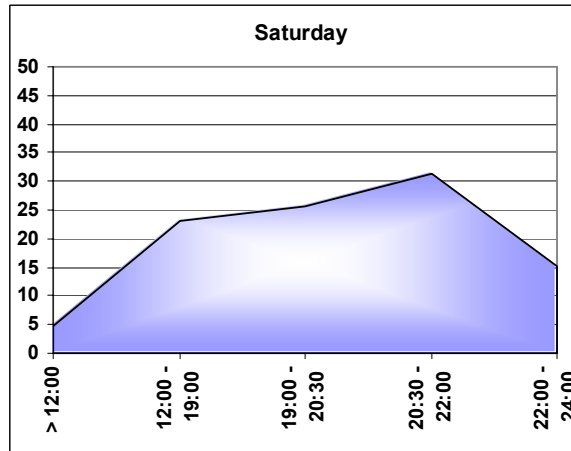
JAN - MAR 2005



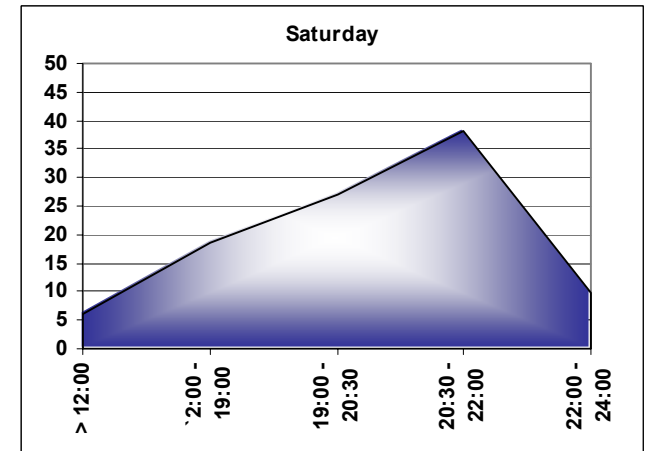
Saturday



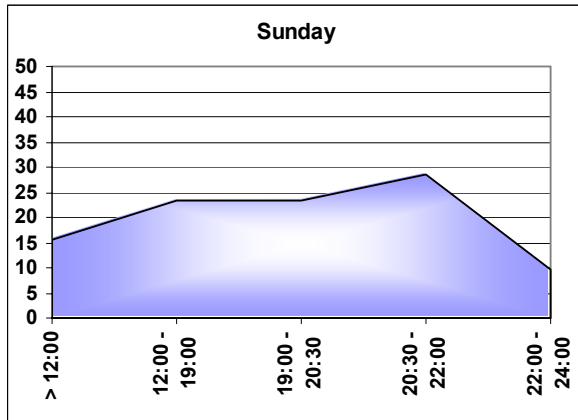
Saturday



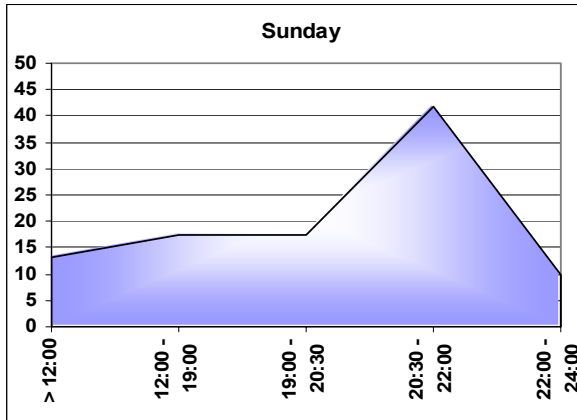
Saturday



JUN-SEP 2004



OCT - DEC 2004



JAN - MAR 2005

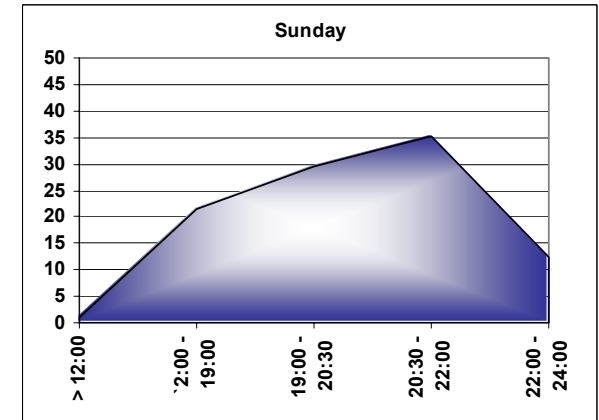
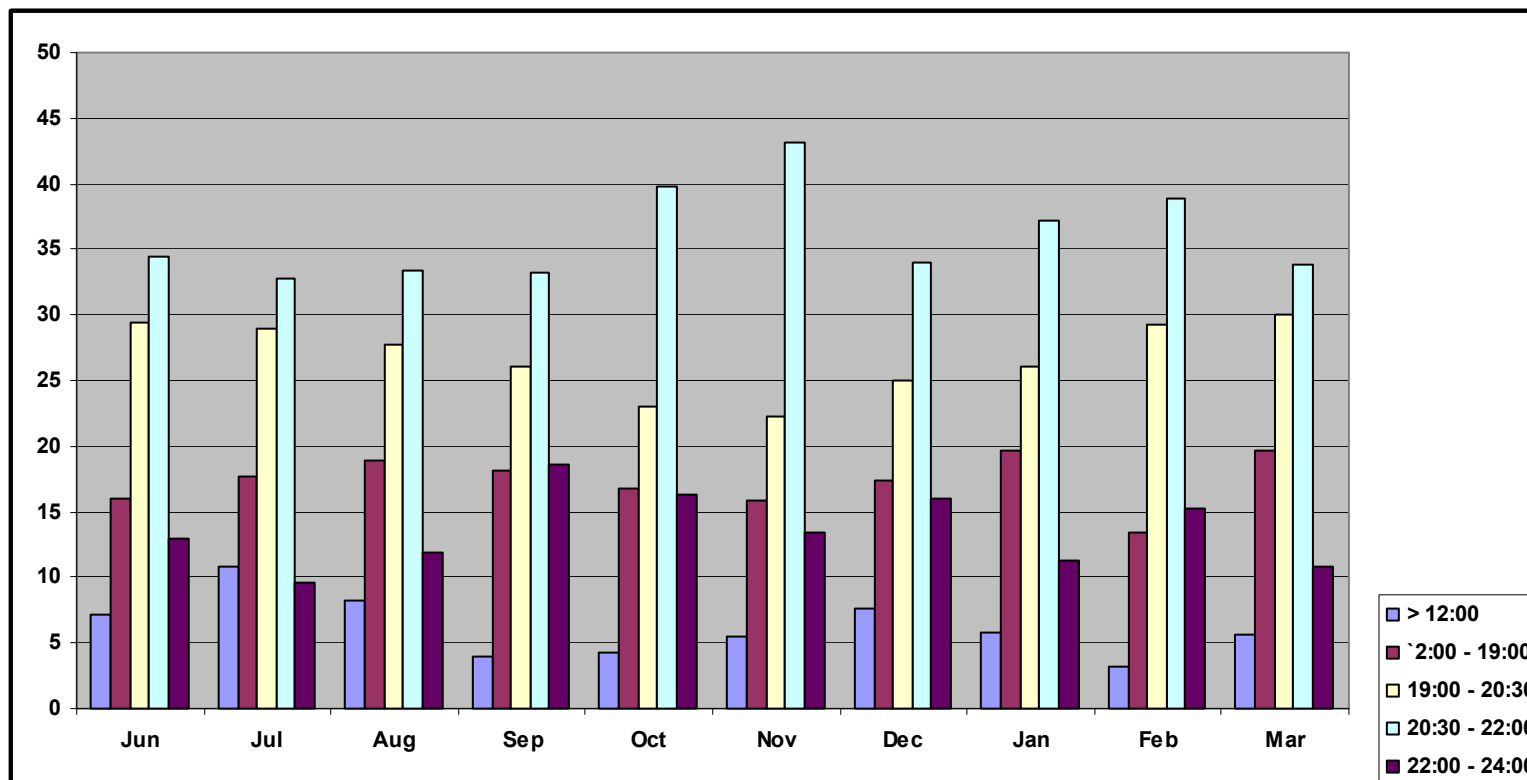
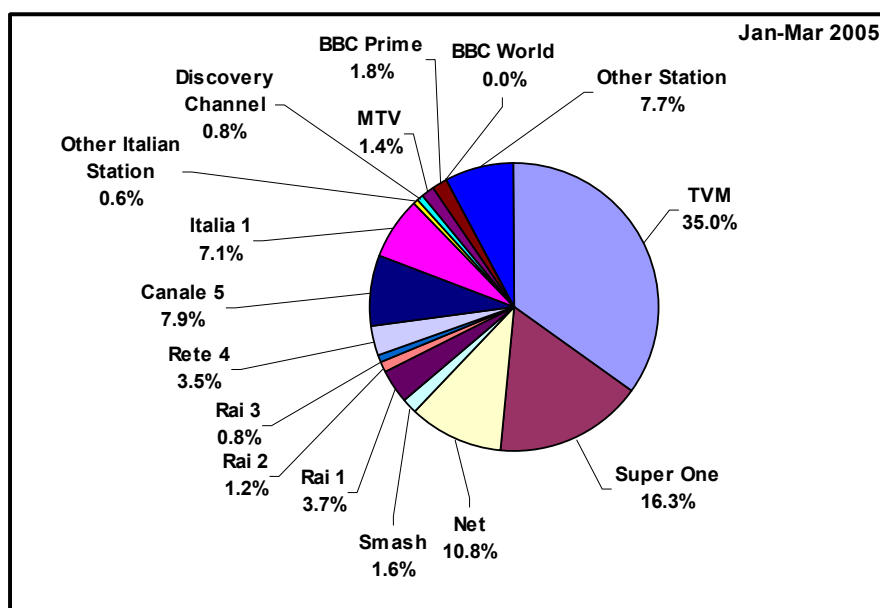


Figure 6.3 – TV Viewing by Time Bracket By Month



6.2.4 Participants were again asked which television station they had listened to the day before the interview for at least ten minutes. Multiple replies to the question were allowed²⁵. Taking all the counts, for the period January – March 2005, TVM ranked first with 35.0%, followed by Super One TV [16.3%] and Net TV [10.8%] from the local broadcasting stations. Then ranked foreign stations, Canale 5 with 7.9% followed by Italia 1 [7.1%]. “Other Station” includes any other station not included in the list mentioned by the interviewee and includes Education 22, cable re-transmissions and satellite stations – see Figure 6.3 below.

FIGURE 6.4: TV VIEWING BY STATION



6.2.5 Analysing the counts according to weekday the percentage daily counts of all TV viewers for each station is given in table 6.4 below²⁶. The graphical representation for each station is given in Appendix G.

TABLE 6.5: TV STATION VIEWING BY WEEKDAY

	SUN	MON	TUE	WED	THU	FRI	SAT
TVM	39.53	28.89	27.42	33.78	34.92	44.44	36.62
Super 1	17.44	21.11	17.74	13.51	20.63	9.52	12.68
Net	5.81	18.89	9.68	12.16	9.52	7.94	9.86
Smash	2.33	0.00	1.61	2.70	0.00	3.17	1.41
Rai 1	2.33	4.44	3.23	5.41	3.17	3.17	4.23
Rai 2	3.49	1.11	0.00	1.35	0.00	0.00	1.41
Rai 3	0.00	0.00	0.00	1.35	0.00	1.59	2.82
Rete 4	2.33	2.22	6.45	4.05	4.76	1.59	4.23
Canale 5	9.30	3.33	11.29	4.05	12.70	7.94	8.45
Italia 1	5.81	4.44	9.68	9.46	3.17	6.35	11.27
Other Italian Station	0.00	2.22	0.00	0.00	0.00	1.59	0.00
Discovery Channel	0.00	1.11	0.00	0.00	1.59	1.59	1.41
MTV	1.16	2.22	0.00	4.05	0.00	1.59	0.00
BBC Prime	0.00	3.33	1.61	2.70	1.59	3.17	0.00
BBC World	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other Station	10.47	6.67	11.29	5.41	7.94	6.35	5.63
	100.00	100.00	100.00	100.00	100.00	100.00	100.00

²⁵ Full details in Table 13.1, Part 2

²⁶ Full details in Table 13.2, Part 2



6.2.6 Analysing television audiences by month, TVM, Super One TV and Net TV maintained their position throughout the whole period²⁷ – see Table 6.5 below and Figures 6.5-1/3 in Appendix H. February was TVM's and NET TV's highest peak while March was the highest for Super One TV. During this period, foreign station viewing was also highest amongst Mediaset [Canale 5, Italia 1, and Rete 4], while Rai 1, Rai 2, and Rai 3 lost their placing per month.

TABLE 6.6: TV STATION VIEWING BY MONTH

	2005		
	JAN %	FEB %	MAR %
TVM	31.15	40.54	34.27
Super 1	15.30	14.86	18.54
Net	8.74	13.51	10.67
Smash	1.09	1.35	2.25
Rai 1	3.83	3.38	3.93
Rai 2	3.28	0.00	0.00
Rai 3	1.64	0.68	0.00
Rete 4	3.83	4.05	2.81
Canale 5	8.20	8.78	6.74
Italia 1	7.10	4.73	8.99
Other Italian Station	1.64	0.00	0.00
Discovery Channel	1.64	0.00	0.56
MTV	1.09	0.00	2.81
BBC Prime	1.09	2.70	1.69
BBC World	0.00	0.00	0.00
Other Station	10.38	5.41	6.74
	100.00	100.00	100.00

²⁷ Full details in Table 13.3, Part 2





APPENDIX A - QUESTIONNAIRE

INFORMAZZJONI DEMOGRAFIKA

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

SEZZJONI DWAR IR-RADJU

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



- Q8 Ser insemmilek l-istazzjonijiet tar-radju lokali. Liema wieħed minnhom tippreferi l-iżjed? (Mur MQ9)
- Radju Malta
 - Radju Parlament/106.6
 - Super One Radio
 - Radio 101
 - Bay Radio
 - RTK
 - Smash Radio
 - Radju Marija
 - Campus FM
 - Capital Radio
 - X FM
 - A3 FM
 - Radju tal-komunita', eż. Radju Kottoner, eċċ.
 - M'hemmx stazzjon preferut
 - Ma tatx/tax risposta
- Q9 Ser insemmilek xi tipi ta' programmi li jinstemgħu fuq stazzjonijiet tar-radju lokali. Jekk jogħġbok għidli jekk tħobbx tisma' dawn it-tip l-programmi jew le. (Mur M10)
- Mużika
 - Diskussjonijiet dwar il-familja, problemi personali u l-politika
 - Sport
 - Flus, investimenti u *business*
 - Kulturali
 - Religjużi
 - Novelli u drammi
 - Programmi tat-tfal
 - Programmi dwar is-saħħa, sbuħija, id- dar, ta' magazin, eċċ.
 - Aħbarijiet u ġrajjet kurrenti
- Q10 Ilbierah smajtu r-radju?
- Iva (Mur M11)
 - Le (Mur M14)
- Q11 Kemm-il siegħa smajtu r-radju lbieraħ? (Mur M12)
- Siegħa jew anqas
 - Bejn siegħa sa anqas minn sagħtejn
 - Bejn sagħtejn sa anqas minn 3 sigħat
 - Erba' sigħat jew aktar

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

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

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

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

SEZZJONI DWAR IT-TELEVIZJONI

Q14 Is-soltu tħobb tara t-televiżjoni?

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



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

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

Q16 Ser insemmilek xi tipi ta' programmi li jintwerew fuq stazzjonijiet tat-televiżjoni lokali. Jekk jogħġbok għidli jekk tara dawn it-tip l-programmi jew le. (Mur M17)

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

Q17 Ilbieraħ rajt televiżjoni? (Mur M18)

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



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

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

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

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





APPENDIX B: LOCALITIES BY DISTRICT

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





APPENDIX C: DEMOGRAPHICS OF THE MALTESE ISLANDS

GENDER

	Frequency	%
Males	167623	49.1
Females	173557	50.9
Total	341180	100.0

AGE GROUP

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

M.G.S. CODE

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

LABOUR STATUS

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

ISCO GROUP

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

HIGHEST EDUCATIONAL LEVEL

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





APPENDIX D - COMMUNITY RADIO STATIONS – LICENCES ISSUED DURING 2004

Station	Notes	2004							2005		
		Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
Radio Calypso	1	X	X	X	X						
Radju Hompesch		X	X	X	X	X	X	X	X	X	X
Lehen il-Belt Victoria		X	X	X	X	X	X	X	X	X	X
Christian Light Radio		X	X	X	X	X	X	X	X	X	X
Radju Kottoner		X	X	X	X	X	X	X	X	X	X
Radio Sacro Cuor	2	X	X	X	X	X	X	X	X	X	X
DJ's Live FM		X	X	X	X	X	X	X	X	X	X
Radju Luminaria		X	X	X	X	X	X	X	X	X	X
Deejays Radio 956FM		X	X	X	X	X	X	X	X	X	X
Radju Katidral		X	X	X	X	X	X	X	X	X	X
Radju Bambina		X	X	X	X	X	X	X	X	X	X
Eden FM Radio		X	X	X	X	X	X	X	X	X	X
Radju Prekursur		X	X	X	X	X	X	X	X	X	X
Radju Sokkors		X	X	X	X	X	X	X	X	X	X
Radju Lehen il-Qala		X	X	X	X	X	X	X	X	X	X
Energy FM Radio		X	X	X	X	X	X	X	X	X	X
Radju Marija	3	X	X	X	X						
Radju Xeb-er-ras		X	X	X	X	X	X	X	X	X	X
Radju St Vincent de Paule		X	X	X	X	X	X	X	X	X	X
BKR Radio 94.5FM		X	X	X	X	X	X	X	X	X	X
Fantasy Radio		X	X	X	X	X	X	X	X	X	X
Radju Vilhena		X	X	X	X	X	X	X	X	X	X
Three Cities Radio		X	X	X	X	X	X	X	X	X	X
A+ Plus	4	X	X	X	X	X	X	X	X	X	X
Radio Galaxy		X	X	X	X	X	X	X	X	X	X
Power FM		X	X	X	X	X	X	X	X	X	X
Bastjanizi FM		X	X	X	X	X	X	X	X	X	X
Radju Belt Rebbieha								X			
Radju Banda San Filep											
Radju Hal Tarxien											
Kiss FM		X	X	X	X	X	X	X	X	X	X
Radju 15 t'Awissu				X							
Radio Valentine Balzan		X									
Radju Lehen il-Guzeppini											
Lehen il-Karmelitani			X								
Radju Margerita			X								
Central FM			X								
Radju Santa Katarina				X							
2004 District Convention of Jehovah's Witnesses					X						
Radio Sacro Cuor 105.2FM							X				
2004 Circuit Assembly of Jehovah's Witnesses							X				
Calypso FM						X	X	X	X	X	X
LeHen il-Karmelitani								X			
Radju Vizitazzjoni								X			
Radju għall-Providenza								X			
Radju Mhabba								X			
Radju Xodus								X			
Radio TZ								X			

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

[2] Licensed but not broadcasting

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

[4] Licensed but not broadcasting

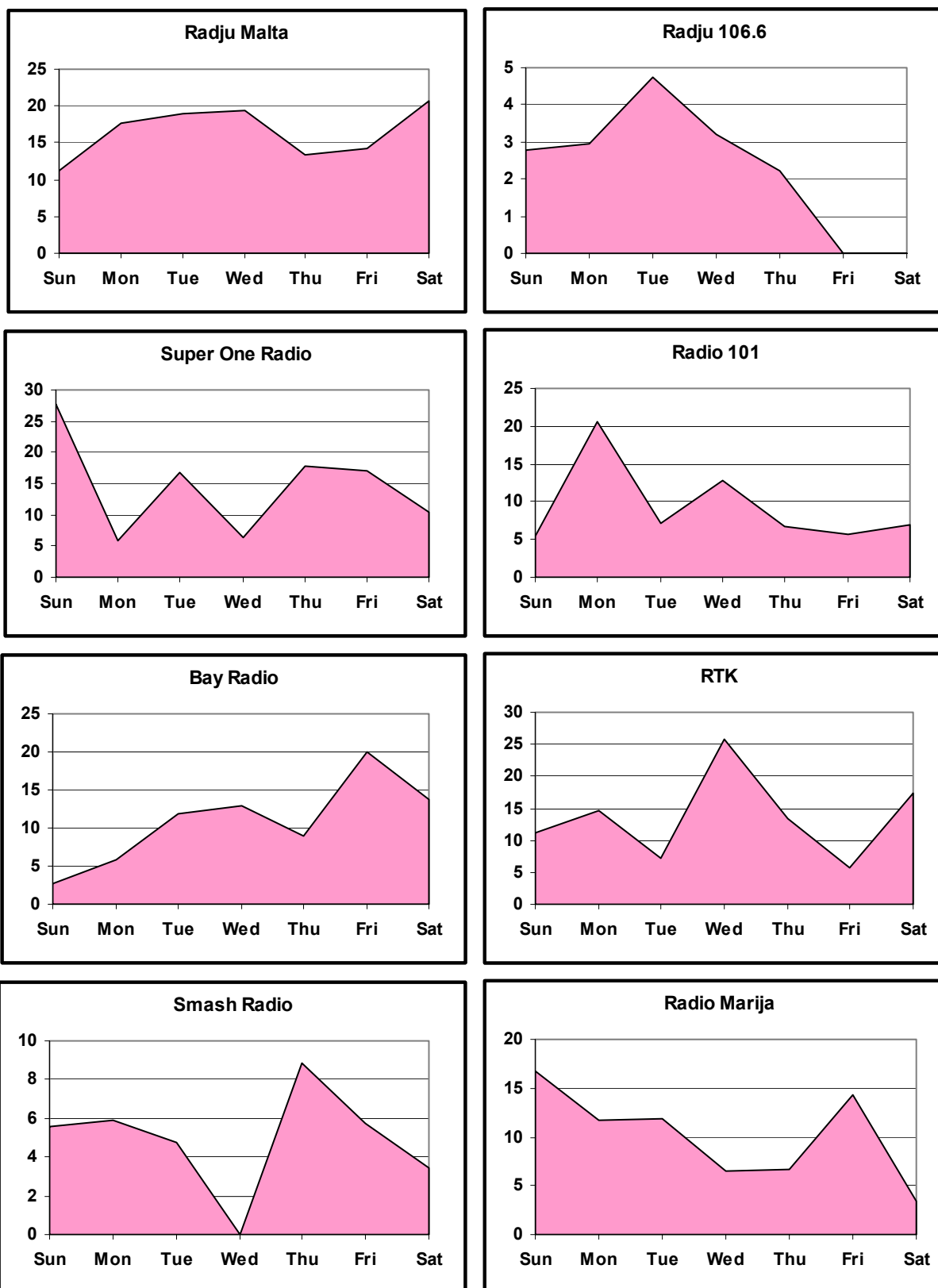
Each "X" under 2004 indicates the month in which each station was licensed to broadcast. This may range from just a few days to the whole broadcasting month period.

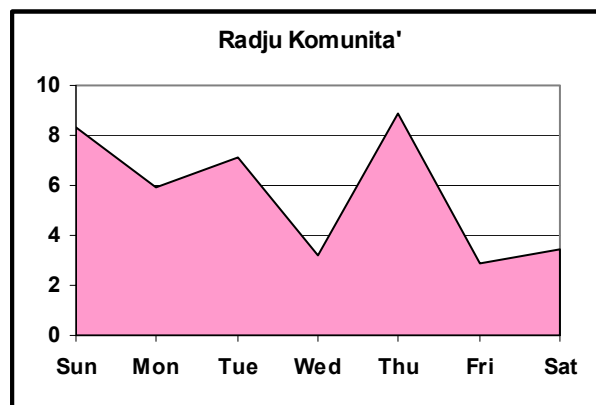
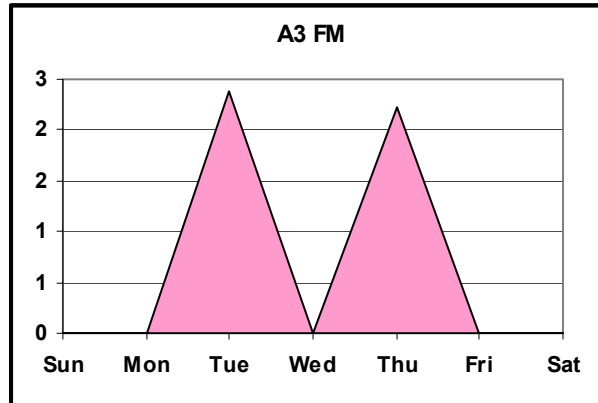
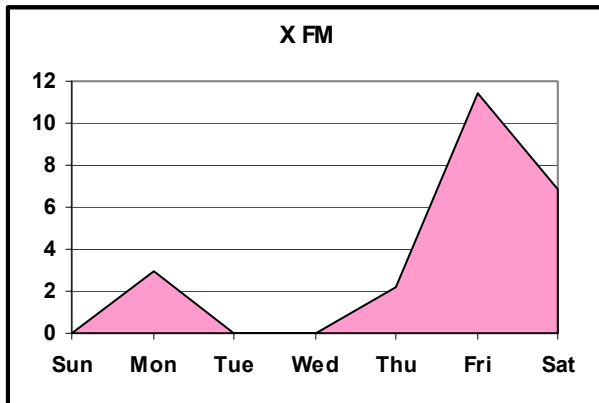
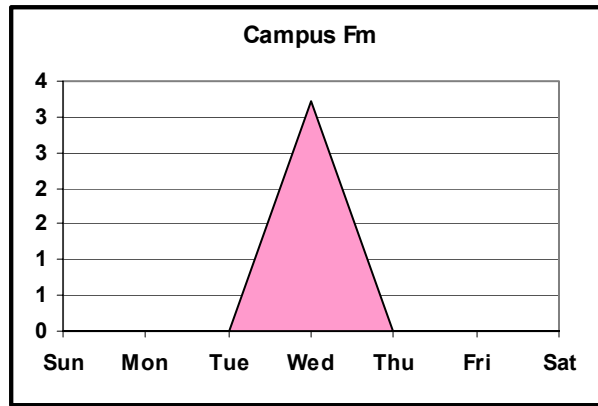
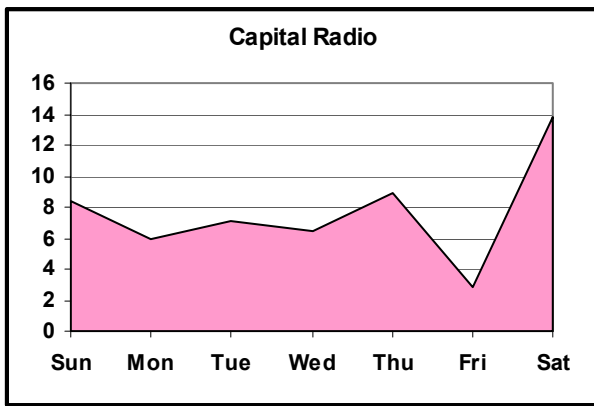




APPENDIX E

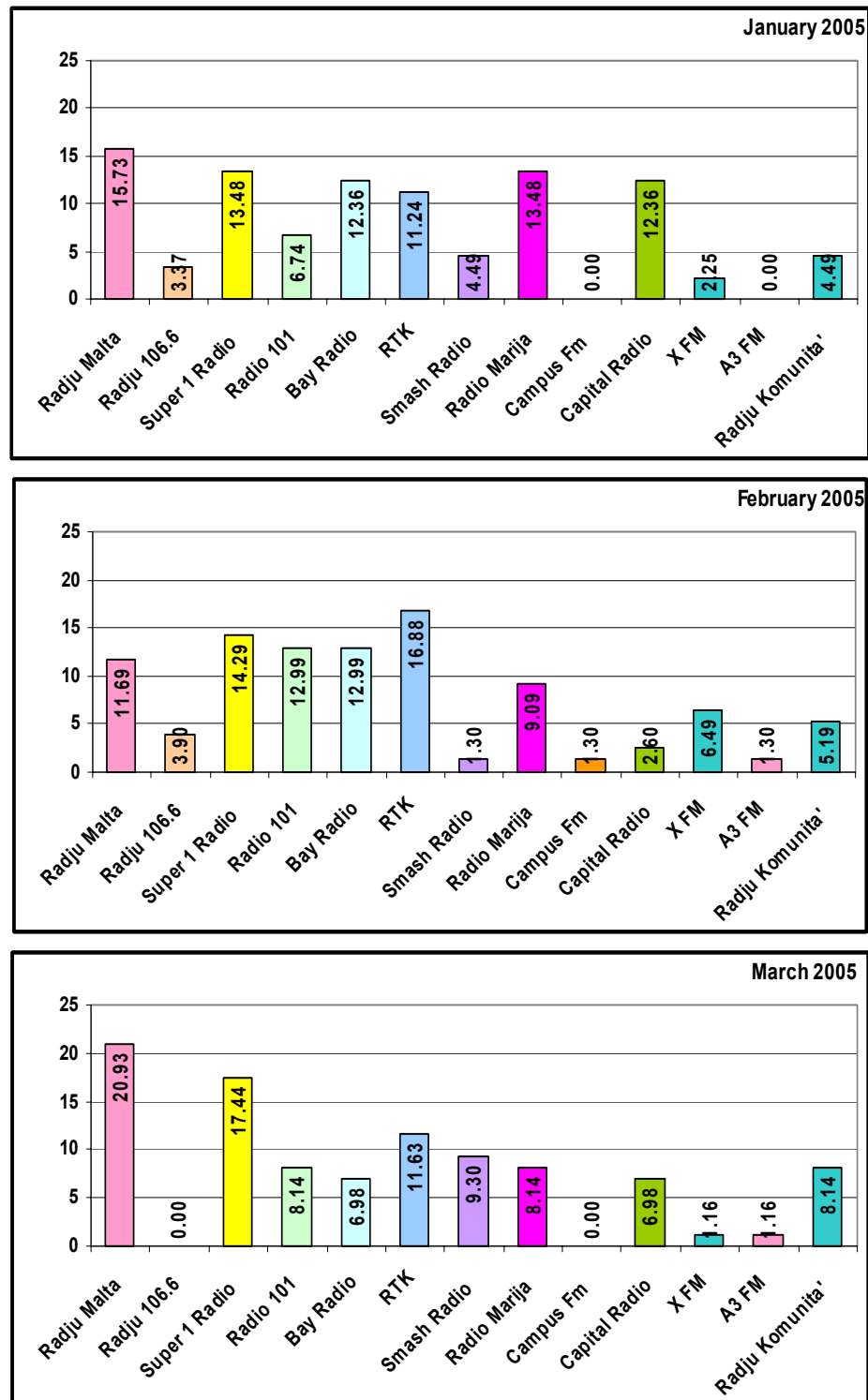
FIGURES 5.6 - RADIO STATION LISTENING BY STATION BY WEEKDAY





APPENDIX F – RADIO STATION LISTENING BY MONTH BY STATION

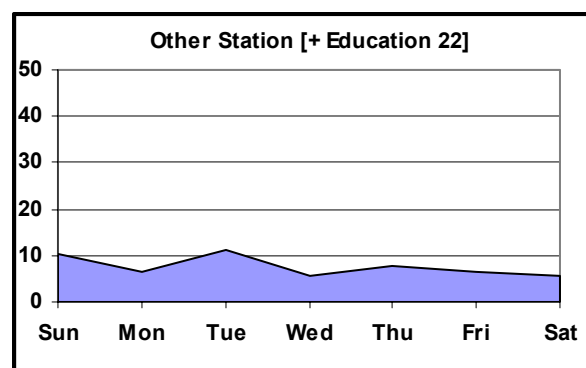
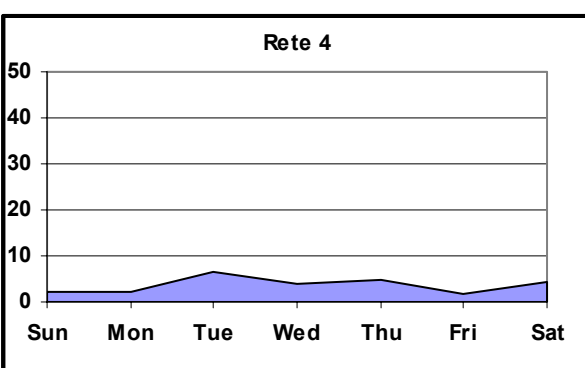
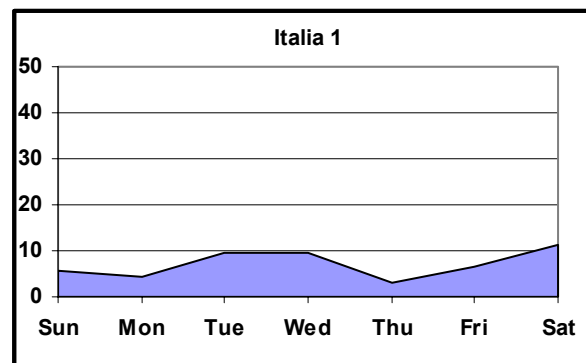
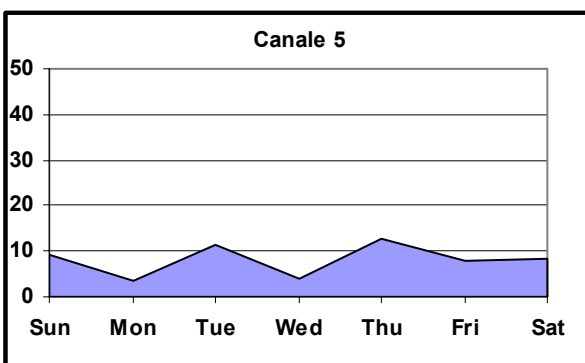
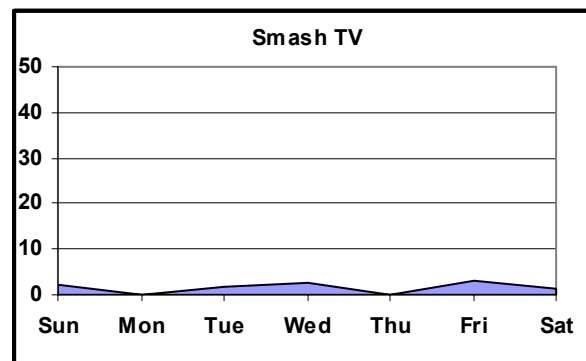
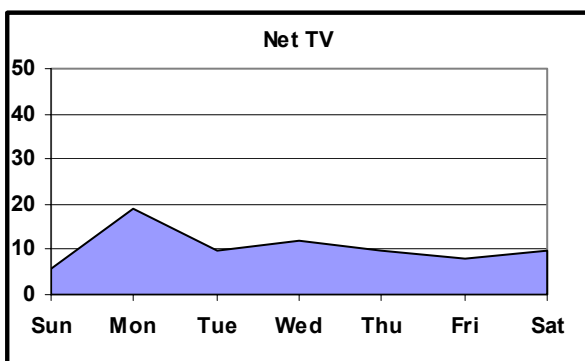
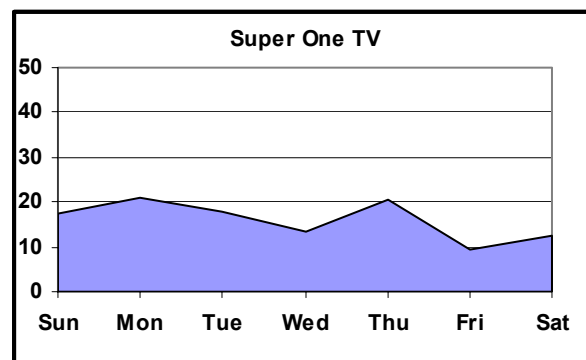
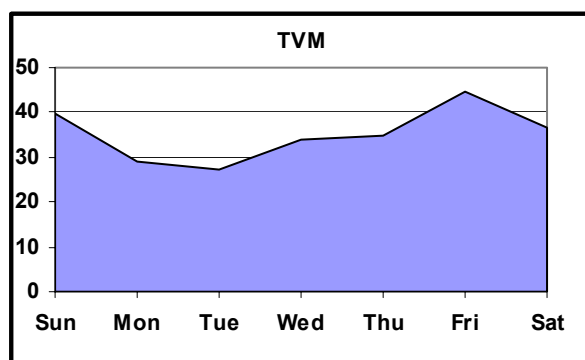
FIGURES 5.7-1/3: RADIO STATION LISTENING BY MONTH BY STATION

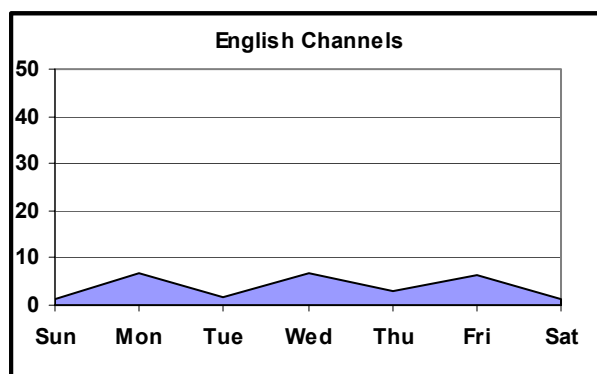
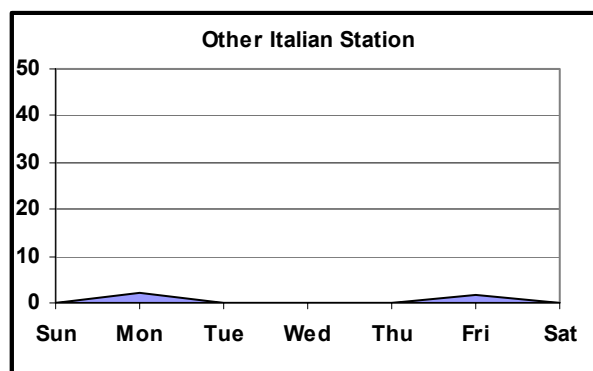
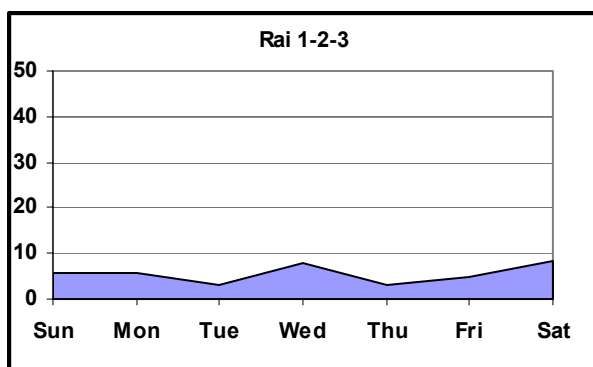




APPENDIX G

TV STATION VIEWING BY STATION BY WEEKDAY





[Discovery Channel, MTV, BBC Prime, BBC World]



APPENDIX H – TV STATION VIEWING BY MONTH BY STATION

FIGURES 6.5-1/3: TV STATION LISTENING BY MONTH BY STATION

