



A REPORT ON A STUDY OF  
RADIO AND TELEVISION AUDIENCES  
IN MALTA  
JANUARY – MARCH 2005

PART 2 – TABLES AND FIGURES  
[JANUARY-MARCH 2005]

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RADIO AND TELEVISION AUDIENCES  
IN MALTA

PART 2 – TABLES  
[JANUARY-MARCH 2005]



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

Age group	Gender		
	Total	Male	Female
	Count	Count	Count
	Column % Row %	Column % Row %	Column % Row %
12-29	118	71	47
	28.1%	34.0%	22.3%
	100.0%	60.2%	39.8%
30-49	128	59	69
	30.5%	28.2%	32.7%
	100.0%	46.1%	53.9%
50+	174	79	95
	41.4%	37.8%	45.0%
	100.0%	45.4%	54.6%
Total	420	209	211
	100.0%	100.0%	100.0%
	100.0%	49.8%	50.2%

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

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

Age group	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
	Column % Row %	Column % Row %	Column % Row %	Column % Row %	Column % Row %	Column % Row %	Column % Row %	Column % Row %
12-29	118	7	47	46	3	12	0	3
	28.1%	4.9%	100.0%	32.4%	16.7%	70.6%	.0%	42.9%
	100.0%	5.9%	39.8%	39.0%	2.5%	10.2%	.0%	2.5%
30-49	128	47	0	69	9	2	0	1
	30.5%	32.9%	.0%	48.6%	50.0%	11.8%	.0%	14.3%
	100.0%	36.7%	.0%	53.9%	7.0%	1.6%	.0%	.8%
50+	174	89	0	27	6	3	46	3
	41.4%	62.2%	.0%	19.0%	33.3%	17.6%	100.0%	42.9%
	100.0%	51.1%	.0%	15.5%	3.4%	1.7%	26.4%	1.7%
Total	420	143	47	142	18	17	46	7
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	34.0%	11.2%	33.8%	4.3%	4.0%	11.0%	1.7%

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

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

Age group	Highest Education Level						
	Total	Primary	Secondary	Post-Secondary	Tertiary	Never Attended school	Refusal
	Count	Count	Count	Count	Count	Count	Count
	Column % Row %	Column % Row %	Column % Row %	Column % Row %	Column % Row %	Column % Row %	Column % Row %
12-29	118	33	46	27	12	0	0
	28.1%	24.3%	27.1%	54.0%	36.4%	.0%	.0%
	100.0%	28.0%	39.0%	22.9%	10.2%	.0%	.0%
30-49	128	18	78	15	17	0	0
	30.5%	13.2%	45.9%	30.0%	51.5%	.0%	.0%
	100.0%	14.1%	60.9%	11.7%	13.3%	.0%	.0%
50+	174	85	46	8	4	30	1
	41.4%	62.5%	27.1%	16.0%	12.1%	100.0%	100.0%
	100.0%	48.9%	26.4%	4.6%	2.3%	17.2%	.6%
Total	420	136	170	50	33	30	1
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	32.4%	40.5%	11.9%	7.9%	7.1%	.2%

[Note: 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 Column % Row %	Count Column % Row %	Count Column % Row %	Count Column % Row %	Count Column % Row %	Count Column % Row %	Count Column % Row %
12-29	118	29	34	15	19	14	7
	28.1%	32.6%	26.6%	25.9%	29.7%	25.9%	25.9%
	100.0%	24.6%	28.8%	12.7%	16.1%	11.9%	5.9%
30-49	128	16	40	26	18	19	9
	30.5%	18.0%	31.3%	44.8%	28.1%	35.2%	33.3%
	100.0%	12.5%	31.3%	20.3%	14.1%	14.8%	7.0%
50+	174	44	54	17	27	21	11
	41.4%	49.4%	42.2%	29.3%	42.2%	38.9%	40.7%
	100.0%	25.3%	31.0%	9.8%	15.5%	12.1%	6.3%
Total	420	89	128	58	64	54	27
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	21.2%	30.5%	13.8%	15.2%	12.9%	6.4%

[Note: 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 %
Do you listen to Radio	Row %	Row %	Row %	Row %	Row %	Row %
	Row %	Row %	Row %	Row %	Row %	Row %
Local Stations	246	116	130	68	65	113
	58.6%	55.5%	61.6%	57.6%	50.8%	64.9%
	100.0%	47.2%	52.8%	27.6%	26.4%	45.9%
Foreign Stations	0	0	0	0	0	0
	.0%	.0%	.0%	.0%	.0%	.0%
	.0%	.0%	.0%	.0%	.0%	.0%
Local and Foreign stations	48	30	18	13	14	21
	11.4%	14.4%	8.5%	11.0%	10.9%	12.1%
	100.0%	62.5%	37.5%	27.1%	29.2%	43.8%
No	126	63	63	37	49	40
	30.0%	30.1%	29.9%	31.4%	38.3%	23.0%
	100.0%	50.0%	50.0%	29.4%	38.9%	31.7%
Refusal	0	0	0	0	0	0
	.0%	.0%	.0%	.0%	.0%	.0%
	.0%	.0%	.0%	.0%	.0%	.0%
Total	420	209	211	118	128	174
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	49.8%	50.2%	28.1%	30.5%	41.4%

[Note: 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 %
Do you listen to Radio	Row %	Row %	Row %	Row %	Row %	Row %	Row %
	Row %	Row %	Row %	Row %	Row %	Row %	Row %
Local Stations	246	82	94	37	11	21	1
	58.6%	60.3%	55.3%	74.0%	33.3%	70.0%	100.0%
	100.0%	33.3%	38.2%	15.0%	4.5%	8.5%	.4%
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	48	15	24	5	3	1	0
	11.4%	11.0%	14.1%	10.0%	9.1%	3.3%	.0%
	100.0%	31.3%	50.0%	10.4%	6.3%	2.1%	.0%
No	126	39	52	8	19	8	0
	30.0%	28.7%	30.6%	16.0%	57.6%	26.7%	.0%
	100.0%	31.0%	41.3%	6.3%	15.1%	6.3%	.0%
Refusal	0	0	0	0	0	0	0
	.0%	.0%	.0%	.0%	.0%	.0%	.0%
	.0%	.0%	.0%	.0%	.0%	.0%	.0%
Total	420	136	170	50	33	30	1
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	32.4%	40.5%	11.9%	7.9%	7.1%	.2%

[Note: 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	Count	Count	Count	Count	Count	Count
		Col % Row %	Col % Row %	Col % Row %	Col % Row %	Col % Row %	Col % Row %	Col % Row %
Local Stations	246	90	24	83	8	11	25	5
	58.6%	62.9%	51.1%	58.5%	44.4%	64.7%	54.3%	71.4%
	100.0%	36.6%	9.8%	33.7%	3.3%	4.5%	10.2%	2.0%
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	48	13	6	13	4	2	10	0
	11.4%	9.1%	12.8%	9.2%	22.2%	11.8%	21.7%	.0%
	100.0%	27.1%	12.5%	27.1%	8.3%	4.2%	20.8%	.0%
No	126	40	17	46	6	4	11	2
	30.0%	28.0%	36.2%	32.4%	33.3%	23.5%	23.9%	28.6%
	100.0%	31.7%	13.5%	36.5%	4.8%	3.2%	8.7%	1.6%
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	420	143	47	142	18	17	46	7
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	34.0%	11.2%	33.8%	4.3%	4.0%	11.0%	1.7%

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

**Table 2.4: Radio Listening By District [Base=All]**

Do you listen to Radio	Total	District					
		Southern harbour	Northern harbour	South Eastern	Western	Northern	Gozo & Comino
		Count	Count	Count	Count	Count	Count
		Col % Row %	Col % Row %	Col % Row %	Col % Row %	Col % Row %	Col % Row %
Local Stations	246	47	79	28	41	36	15
	58.6%	52.8%	61.7%	48.3%	64.1%	66.7%	55.6%
	100.0%	19.1%	32.1%	11.4%	16.7%	14.6%	6.1%
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	48	18	12	9	3	5	1
	11.4%	20.2%	9.4%	15.5%	4.7%	9.3%	3.7%
	100.0%	37.5%	25.0%	18.8%	6.3%	10.4%	2.1%
No	126	24	37	21	20	13	11
	30.0%	27.0%	28.9%	36.2%	31.3%	24.1%	40.7%
	100.0%	19.0%	29.4%	16.7%	15.9%	10.3%	8.7%
Refusal	0	0	0	0	0	0	0
	.0%	.0%	.0%	.0%	.0%	.0%	.0%
	.0%	.0%	.0%	.0%	.0%	.0%	.0%
Total	420	89	128	58	64	54	27
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	21.2%	30.5%	13.8%	15.2%	12.9%	6.4%

[Note: 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	Sex		Age group		
		Male	Female	12-29	30-49	50+
	Count Col %	Count Col %	Count Col %	Count Col %	Count Col %	Count Col %
Radju Malta	34 11.6%	13 8.9%	21 14.2%	1 1.2%	9 11.4%	24 17.9%
Radju Parlament/106.6	14 4.8%	11 7.5%	3 2.0%	12 14.8%	2 2.5%	0 .0%
Super One	35 11.9%	19 13.0%	16 10.8%	7 8.6%	13 16.5%	15 11.2%
Radio 101	24 8.2%	8 5.5%	16 10.8%	1 1.2%	13 16.5%	10 7.5%
Bay Radio	29 9.9%	16 11.0%	13 8.8%	23 28.4%	5 6.3%	1 .7%
RTK	22 7.5%	6 4.1%	16 10.8%	1 1.2%	3 3.8%	18 13.4%
Smash Radio	16 5.4%	8 5.5%	8 5.4%	12 14.8%	4 5.1%	0 .0%
Radio Maria	24 8.2%	5 3.4%	19 12.8%	1 1.2%	4 5.1%	19 14.2%
Campus FM	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%
Capital Radio	15 5.1%	12 8.2%	3 2.0%	5 6.2%	8 10.1%	2 1.5%
X FM	7 2.4%	5 3.4%	2 1.4%	5 6.2%	2 2.5%	0 .0%
A3 FM	5 1.7%	2 1.4%	3 2.0%	4 4.9%	1 1.3%	0 .0%
Radju tal-komunita'	12 4.1%	5 3.4%	7 4.7%	1 1.2%	3 3.8%	8 6.0%
No particular station	57 19.4%	36 24.7%	21 14.2%	8 9.9%	12 15.2%	37 27.6%
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	294 100.0%	146 100.0%	148 100.0%	81 100.0%	79 100.0%	134 100.0%

[Note: 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	34 11.6%	19 19.6%	9 7.6%	1 2.4%	0 .0%	5 22.7%	0 .0%
Radju Parlament/106.6	14 4.8%	6 6.2%	6 5.1%	2 4.8%	0 .0%	0 .0%	0 .0%
Super One	35 11.9%	10 10.3%	14 11.9%	4 9.5%	2 14.3%	5 22.7%	0 .0%
Radio 101	24 8.2%	5 5.2%	13 11.0%	3 7.1%	0 .0%	3 13.6%	0 .0%
Bay Radio	29 9.9%	4 4.1%	14 11.9%	9 21.4%	2 14.3%	0 .0%	0 .0%
RTK	22 7.5%	11 11.3%	7 5.9%	0 .0%	2 14.3%	2 9.1%	0 .0%
Smash Radio	16 5.4%	3 3.1%	10 8.5%	2 4.8%	1 7.1%	0 .0%	0 .0%
Radio Maria	24 8.2%	12 12.4%	6 5.1%	2 4.8%	0 .0%	4 18.2%	0 .0%
Campus FM	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%
Capital Radio	15 5.1%	2 2.1%	8 6.8%	4 9.5%	1 7.1%	0 .0%	0 .0%
X FM	7 2.4%	0 .0%	2 1.7%	4 9.5%	1 7.1%	0 .0%	0 .0%
A3 FM	5 1.7%	0 .0%	0 .0%	4 9.5%	1 7.1%	0 .0%	0 .0%
Radju tal-komunita'	12 4.1%	5 5.2%	5 4.2%	1 2.4%	0 .0%	0 .0%	1 100.0%
No particular station	57 19.4%	20 20.6%	24 20.3%	6 14.3%	4 28.6%	3 13.6%	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	294 100.0%	97 100.0%	118 100.0%	42 100.0%	14 100.0%	22 100.0%	1 100.0%

[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	34 11.6%	18 17.5%	0 .0%	8 8.3%	1 8.3%	1 7.7%	6 17.1%	0 .0%
Radju 106.6	14 4.8%	0 .0%	7 23.3%	4 4.2%	1 8.3%	2 15.4%	0 .0%	0 .0%
Super One	35 11.9%	12 11.7%	3 10.0%	11 11.5%	2 16.7%	2 15.4%	4 11.4%	1 20.0%
Radio 101	24 8.2%	12 11.7%	1 3.3%	6 6.3%	1 8.3%	0 .0%	4 11.4%	0 .0%
Bay Radio	29 9.9%	2 1.9%	10 33.3%	13 13.5%	2 16.7%	2 15.4%	0 .0%	0 .0%
RTK	22 7.5%	14 13.6%	0 .0%	2 2.1%	0 .0%	0 .0%	4 11.4%	2 40.0%
Smash Radio	16 5.4%	2 1.9%	3 10.0%	9 9.4%	1 8.3%	1 7.7%	0 .0%	0 .0%
Radio Maria	24 8.2%	17 16.5%	1 3.3%	4 4.2%	0 .0%	1 7.7%	1 2.9%	0 .0%
Campus FM	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%
Capital Radio	15 5.1%	1 1.0%	0 .0%	11 11.5%	3 25.0%	0 .0%	0 .0%	0 .0%
X FM	7 2.4%	1 1.0%	2 6.7%	4 4.2%	0 .0%	0 .0%	0 .0%	0 .0%
A3 FM	5 1.7%	0 .0%	0 .0%	5 5.2%	0 .0%	0 .0%	0 .0%	0 .0%
Radju tal-komunita'	12 4.1%	6 5.8%	1 3.3%	3 3.1%	0 .0%	0 .0%	2 5.7%	0 .0%
No particular station	57 19.4%	18 17.5%	2 6.7%	16 16.7%	1 8.3%	4 30.8%	14 40.0%	2 40.0%
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	294 100.0%	103 100.0%	30 100.0%	96 100.0%	12 100.0%	13 100.0%	35 100.0%	5 100.0%

[Note: 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	34 11.6%	5 7.7%	13 14.3%	4 10.8%	6 13.6%	4 9.8%	2 12.5%
Radju Parlament/106.6	14 4.8%	4 6.2%	6 6.6%	0 .0%	1 2.3%	1 2.4%	2 12.5%
Super One	35 11.9%	8 12.3%	14 15.4%	6 16.2%	4 9.1%	3 7.3%	0 .0%
Radio 101	24 8.2%	8 12.3%	3 3.3%	2 5.4%	5 11.4%	3 7.3%	3 18.8%
Bay Radio	29 9.9%	5 7.7%	5 5.5%	6 16.2%	6 13.6%	5 12.2%	2 12.5%
RTK	22 7.5%	5 7.7%	4 4.4%	4 10.8%	3 6.8%	4 9.8%	2 12.5%
Smash Radio	16 5.4%	5 7.7%	5 5.5%	2 5.4%	0 .0%	4 9.8%	0 .0%
Radio Maria	24 8.2%	5 7.7%	5 5.5%	2 5.4%	8 18.2%	4 9.8%	0 .0%
Campus FM	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%
Capital Radio	15 5.1%	2 3.1%	3 3.3%	1 2.7%	5 11.4%	4 9.8%	0 .0%
X FM	7 2.4%	0 .0%	2 2.2%	2 5.4%	1 2.3%	1 2.4%	1 6.3%
A3 FM	5 1.7%	3 4.6%	1 1.1%	1 2.7%	0 .0%	0 .0%	0 .0%
Radju tal-komunita'	12 4.1%	2 3.1%	7 7.7%	0 .0%	0 .0%	1 2.4%	2 12.5%
No particular station	57 19.4%	13 20.0%	23 25.3%	7 18.9%	5 11.4%	7 17.1%	2 12.5%
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	294 100.0%	65 100.0%	91 100.0%	37 100.0%	44 100.0%	41 100.0%	16 100.0%

[Note: 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	235 79.9% 100.0%	120 82.2% 51.1%	115 77.7% 48.9%	79 97.5% 33.6%	67 84.8% 28.5%	89 66.4% 37.9%
Discussions	Yes	160 54.4% 100.0%	68 46.6% 42.5%	92 62.2% 57.5%	16 19.8% 10.0%	43 54.4% 26.9%	101 75.4% 63.1%
Sports	Yes	106 36.1% 100.0%	76 52.1% 71.7%	30 20.3% 28.3%	35 43.2% 33.0%	27 34.2% 25.5%	44 32.8% 41.5%
Businesses	Yes	64 21.8% 100.0%	27 18.5% 42.2%	37 25.0% 57.8%	6 7.4% 9.4%	19 24.1% 29.7%	39 29.1% 60.9%
Cultural	Yes	140 47.6% 100.0%	64 43.8% 45.7%	76 51.4% 54.3%	20 24.7% 14.3%	40 50.6% 28.6%	80 59.7% 57.1%
Religious	Yes	166 56.5% 100.0%	67 45.9% 40.4%	99 66.9% 59.6%	18 22.2% 10.8%	44 55.7% 26.5%	104 77.6% 62.7%
Novels / Drama	Yes	140 47.6% 100.0%	58 39.7% 41.4%	82 55.4% 58.6%	18 22.2% 12.9%	35 44.3% 25.0%	87 64.9% 62.1%
Children Programmes	Yes	82 27.9% 100.0%	30 20.5% 36.6%	52 35.1% 63.4%	13 16.0% 15.9%	21 26.6% 25.6%	48 35.8% 58.5%
Health, Beauty etc	Yes	179 60.9% 100.0%	73 50.0% 40.8%	106 71.6% 59.2%	32 39.5% 17.9%	49 62.0% 27.4%	98 73.1% 54.7%
News / Current Affairs	Yes	249 84.7% 100.0%	130 89.0% 52.2%	119 80.4% 47.8%	65 80.2% 26.1%	64 81.0% 25.7%	120 89.6% 48.2%

[Note: 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 %
Do you listen to Radio							
Musical Programmes	Yes	235 79.9% 100.0%	71 73.2% 30.2%	98 83.1% 41.7%	40 95.2% 17.0%	13 92.9% 5.5%	13 59.1% 5.5%
Discussions	Yes	160 54.4% 100.0%	59 60.8% 36.9%	56 47.5% 35.0%	19 45.2% 11.9%	7 50.0% 4.4%	18 81.8% 11.3%
Sports	Yes	106 36.1% 100.0%	32 33.0% 30.2%	43 36.4% 40.6%	16 38.1% 15.1%	8 57.1% 7.5%	7 31.8% 6.6%
Businesses	Yes	64 21.8% 100.0%	28 28.9% 43.8%	23 19.5% 35.9%	5 11.9% 7.8%	2 14.3% 3.1%	6 27.3% 9.4%
Cultural	Yes	140 47.6% 100.0%	54 55.7% 38.6%	48 40.7% 34.3%	17 40.5% 12.1%	7 50.0% 5.0%	14 63.6% 10.0%
Religious	Yes	166 56.5% 100.0%	71 73.2% 42.8%	61 51.7% 36.7%	11 26.2% 6.6%	3 21.4% 1.8%	19 86.4% 11.4%
Novels / Drama	Yes	140 47.6% 100.0%	67 69.1% 47.9%	45 38.1% 32.1%	10 23.8% 7.1%	2 14.3% 1.4%	15 68.2% 10.7%
Children Programmes	Yes	82 27.9% 100.0%	38 39.2% 46.3%	28 23.7% 34.1%	5 11.9% 6.1%	2 14.3% 2.4%	9 40.9% 11.0%
Health, Beauty etc	Yes	179 60.9% 100.0%	67 69.1% 37.4%	71 60.2% 39.7%	16 38.1% 8.9%	7 50.0% 3.9%	18 81.8% 10.1%
News / Current Affairs	Yes	249 84.7% 100.0%	77 79.4% 30.9%	100 84.7% 40.2%	38 90.5% 15.3%	13 92.9% 5.2%	20 90.9% 8.0%

[Note: 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	Un-employed	Pensioner	Unable to work due to sickness/ disability
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 %	Count Col % Row %
Musical Programmes	Yes	235 79.9% 100.0%	71 68.9% 30.2%	29 96.7% 12.3%	87 90.6% 37.0%	11 91.7% 4.7%	11 84.6% 4.7%	22 62.9% 9.4%	4 80.0% 1.7%
Discussions	Yes	160 54.4% 100.0%	82 79.6% 51.3%	4 13.3% 2.5%	34 35.4% 21.3%	6 50.0% 3.8%	5 38.5% 3.1%	27 77.1% 16.9%	2 40.0% 1.3%
Sports	Yes	106 36.1% 100.0%	21 20.4% 19.8%	12 40.0% 11.3%	46 47.9% 43.4%	5 41.7% 4.7%	5 38.5% 4.7%	16 45.7% 15.1%	1 20.0% .9%
Businesses	Yes	64 21.8% 100.0%	33 32.0% 51.6%	0 .0% .0%	14 14.6% 21.9%	4 33.3% 6.3%	2 15.4% 3.1%	11 31.4% 17.2%	0 .0% .0%
Cultural	Yes	140 47.6% 100.0%	62 60.2% 44.3%	10 33.3% 7.1%	34 35.4% 24.3%	4 33.3% 2.9%	5 38.5% 3.6%	22 62.9% 15.7%	3 60.0% 2.1%
Religious	Yes	166 56.5% 100.0%	86 83.5% 51.8%	8 26.7% 4.8%	33 34.4% 19.9%	4 33.3% 2.4%	7 53.8% 4.2%	25 71.4% 15.1%	3 60.0% 1.8%
Novels / Drama	Yes	140 47.6% 100.0%	69 67.0% 49.3%	8 26.7% 5.7%	31 32.3% 22.1%	5 41.7% 3.6%	5 38.5% 3.6%	19 54.3% 13.6%	3 60.0% 2.1%
Children Programmes	Yes	82 27.9% 100.0%	43 41.7% 52.4%	8 26.7% 9.8%	13 13.5% 15.9%	3 25.0% 3.7%	4 30.8% 4.9%	10 28.6% 12.2%	1 20.0% 1.2%
Health, Beauty etc	Yes	179 60.9% 100.0%	85 82.5% 47.5%	9 30.0% 5.0%	46 47.9% 25.7%	5 41.7% 2.8%	7 53.8% 3.9%	24 68.6% 13.4%	3 60.0% 1.7%
News / Current Affairs	Yes	249 84.7% 100.0%	85 82.5% 34.1%	18 60.0% 7.2%	86 89.6% 34.5%	10 83.3% 4.0%	13 100.0% 5.2%	33 94.3% 13.3%	4 80.0% 1.6%

**[Note: 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	235 79.9% 100.0%	57 87.7% 24.3%	72 79.1% 30.6%	30 81.1% 12.8%	31 70.5% 13.2%	33 80.5% 14.0%	12 75.0% 5.1%
Discussions	Yes	160 54.4% 100.0%	33 50.8% 20.6%	43 47.3% 26.9%	21 56.8% 13.1%	30 68.2% 18.8%	23 56.1% 14.4%	10 62.5% 6.3%
Sports	Yes	106 36.1% 100.0%	29 44.6% 27.4%	31 34.1% 29.2%	17 45.9% 16.0%	14 31.8% 13.2%	11 26.8% 10.4%	4 25.0% 3.8%
Businesses	Yes	64 21.8% 100.0%	13 20.0% 20.3%	18 19.8% 28.1%	11 29.7% 17.2%	14 31.8% 21.9%	5 12.2% 7.8%	3 18.8% 4.7%
Cultural	Yes	140 47.6% 100.0%	30 46.2% 21.4%	40 44.0% 28.6%	21 56.8% 15.0%	26 59.1% 18.6%	15 36.6% 10.7%	8 50.0% 5.7%
Religious	Yes	166 56.5% 100.0%	35 53.8% 21.1%	48 52.7% 28.9%	25 67.6% 15.1%	29 65.9% 17.5%	22 53.7% 13.3%	7 43.8% 4.2%
Novels / Drama	Yes	140 47.6% 100.0%	30 46.2% 21.4%	38 41.8% 27.1%	19 51.4% 13.6%	22 50.0% 15.7%	22 53.7% 15.7%	9 56.3% 6.4%
Children Programmes	Yes	82 27.9% 100.0%	22 33.8% 26.8%	19 20.9% 23.2%	16 43.2% 19.5%	15 34.1% 18.3%	8 19.5% 9.8%	2 12.5% 2.4%
Health, Beauty etc	Yes	179 60.9% 100.0%	50 76.9% 27.9%	50 54.9% 27.9%	27 73.0% 15.1%	25 56.8% 14.0%	19 46.3% 10.6%	8 50.0% 4.5%
News / Current Affairs	Yes	249 84.7% 100.0%	57 87.7% 22.9%	76 83.5% 30.5%	34 91.9% 13.7%	38 86.4% 15.3%	31 75.6% 12.4%	13 81.3% 5.2%

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

**Table 5: Radio Listening [Base = All]**

		Total	
		Count	Col %
Do you listen to Radio	No	126	30.0%
	Refusal	0	.0%
	Subtotal	126	30.0%
	Local Stations	246	58.6%
	Foreign Stations	0	.0%
	Local and Foreign stations	48	11.4%
Total		420	100.0%
Radio Yesterday	Not applicable	114	27.1%
	No	110	26.2%
	Subtotal	224	53.3%
	Yes	196	46.7%
	Total	420	100.0%

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

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

How many hours	Total Count Col %	Radio Yesterday		
		Not applicable	Yes	No
		Count Col %	Count Col %	Count Col %
Not applicable	224 53.3%	114 100.0%	0 .0%	110 100.0%
1 hour or less	68 16.2%	0 .0%	68 34.7%	0 .0%
1 hour but less than 2	37 8.8%	0 .0%	37 18.9%	0 .0%
2 hours but less than 3	28 6.7%	0 .0%	28 14.3%	0 .0%
Four hours or more	62 14.8%	0 .0%	62 31.6%	0 .0%
No response	1 .2%	0 .0%	1 .5%	0 .0%
Total	420 100.0%	114 100.0%	196 100.0%	110 100.0%

[Note: 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 Count Col %	Gender		Age group		
		Male	Female	12-29	30-49	50+
		Count Col %	Count Col %	Count Col %	Count Col %	Count Col %
1 hour or less	68 34.7%	37 40.2%	31 29.8%	21 48.8%	16 28.6%	31 32.0%
1 hour but less than 2	37 18.9%	19 20.7%	18 17.3%	13 30.2%	11 19.6%	13 13.4%
2 hours but less than 3	28 14.3%	11 12.0%	17 16.3%	3 7.0%	8 14.3%	17 17.5%
Four hours or more	62 31.6%	25 27.2%	37 35.6%	6 14.0%	20 35.7%	36 37.1%
No response	1 .5%	0 .0%	1 1.0%	0 .0%	1 1.8%	0 .0%
Total	196 100.0%	92 100.0%	104 100.0%	43 100.0%	56 100.0%	97 100.0%

[Note: 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	68 34.7%	15 24.2%	31 40.3%	8 34.8%	8 57.1%	5 26.3%	1 100.0%
1 hour but less than 2	37 18.9%	15 24.2%	13 16.9%	7 30.4%	2 14.3%	0 .0%	0 .0%
2 hours but less than 3	28 14.3%	14 22.6%	8 10.4%	3 13.0%	1 7.1%	2 10.5%	0 .0%
Four hours or more	62 31.6%	17 27.4%	25 32.5%	5 21.7%	3 21.4%	12 63.2%	0 .0%
No response	1 .5%	1 1.6%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%
Total	196 100.0%	62 100.0%	77 100.0%	23 100.0%	14 100.0%	19 100.0%	1 100.0%

[Note: 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						
		House Person	Student	Employed	Self-Employed	Un-employed	Pension	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	68 34.7%	18 24.7%	10 52.6%	23 37.1%	3 33.3%	3 50.0%	11 44.0%	0 .0%
1 hour but less than 2	37 18.9%	11 15.1%	8 42.1%	12 19.4%	1 11.1%	2 33.3%	2 8.0%	1 50.0%
2 hours but less than 3	28 14.3%	13 17.8%	1 5.3%	11 17.7%	1 11.1%	0 .0%	2 8.0%	0 .0%
Four hours or more	62 31.6%	30 41.1%	0 .0%	16 25.8%	4 44.4%	1 16.7%	10 40.0%	1 50.0%
No response	1 .5%	1 1.4%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%
Total	196 100.0%	73 100.0%	19 100.0%	62 100.0%	9 100.0%	6 100.0%	25 100.0%	2 100.0%

[Note: 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	68 34.7%	15 38.5%	23 38.3%	7 30.4%	8 24.2%	13 41.9%	2 20.0%
1 hour but less than 2	37 18.9%	9 23.1%	11 18.3%	5 21.7%	3 9.1%	7 22.6%	2 20.0%
2 hours but less than 3	28 14.3%	7 17.9%	7 11.7%	2 8.7%	9 27.3%	1 3.2%	2 20.0%
Four hours or more	62 31.6%	8 20.5%	19 31.7%	8 34.8%	13 39.4%	10 32.3%	4 40.0%
No response	1 .5%	0 .0%	0 .0%	1 4.3%	0 .0%	0 .0%	0 .0%
Total	196 100.0%	39 100.0%	60 100.0%	23 100.0%	33 100.0%	31 100.0%	10 100.0%

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

**Table 6.1: Radio Listening By Time Bracket – By Gender**  
**[Base = All Radio Listeners]**

Radio Yesterday	Total		Male		Female	
	N	%	N	%	N	%
> 6:00	45	9.7	20	9.1	25	10.2
6:00 – 9:00	86	18.5	43	19.5	43	17.6
9:00 – 12:00	107	23.0	44	20.0	63	25.7
12:00 – 17:00	108	23.2	54	24.5	54	22.0
17:00 – 20:00	71	15.3	37	16.8	34	13.9
20:00 – 24:00	48	10.3	22	10.0	26	10.6
	465	100	220	100	245	100

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

**Table 6.2: Radio Listening By Time Bracket and By Weekday**  
**[Base = All Radio Listeners]**

Radio Yesterday	Total Count	Sun Count	Mon Count	Tue Count	Wed Count	Thu Count	Fri Count	Sat Count
> 6:00	45	4	7	10	6	7	6	5
6:00 – 9:00	86	8	12	17	13	16	12	8
9:00 – 12:00	107	10	12	20	18	15	15	17
12:00 – 17:00	108	9	17	20	16	18	17	11
17:00 – 20:00	71	5	13	16	9	11	11	6
20:00 – 24:00	48	3	8	12	8	7	4	6
	465	39	69	95	70	74	65	53

	Total %	Sun %	Mon %	Tue %	Wed %	Thu %	Fri %	Sat %
> 6:00	9.7	10.3	10.1	10.5	8.6	9.5	9.2	9.4
6:00 – 9:00	18.5	20.5	17.4	17.9	18.6	21.6	18.5	15.1
9:00 – 12:00	23.0	25.6	17.4	21.1	25.7	20.3	23.1	32.1
12:00 – 17:00	23.2	23.1	24.6	21.1	22.9	24.3	26.2	20.8
17:00 – 20:00	15.3	12.8	18.8	16.8	12.9	14.9	16.9	11.3
20:00 – 24:00	10.3	7.7	11.6	12.6	11.4	9.5	6.2	11.3
	100	100	100	100	100	100	100	100

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

**Table 6.3: Radio Listening By Time Bracket and By Month**  
**[Base = All Radio Listeners]**

Radio Yesterday	2004							2005		
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
	Count	Count	Count	Count	Count	Count	Count	Count	Count	Count
> 6:00	2	1	6	12	7	5	10	19	11	15
6:00 – 9:00	23	18	15	28	27	22	16	33	25	28
9:00 – 12:00	38	29	23	35	31	29	32	35	29	43
12:00 – 17:00	23	30	16	32	29	33	23	37	30	41
17:00 – 20:00	17	11	15	28	15	18	15	23	26	22
20:00 – 24:00	6	8	6	19	10	8	13	17	15	16
	109	97	81	154	119	115	109	164	136	165

	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
	%	%	%	%	%	%	%	%	%	%
> 6:00	1.8	1.0	7.4	7.8	5.9	4.3	9.2	11.6	8.1	9.1
6:00 – 9:00	21.1	18.6	18.5	18.2	22.7	19.1	14.7	20.1	18.4	17.0
9:00 – 12:00	34.9	29.9	28.4	22.7	26.1	25.2	29.4	21.3	21.3	26.1
12:00 – 17:00	21.1	30.9	19.8	20.8	24.4	28.7	21.1	22.6	22.1	24.8
17:00 – 20:00	15.6	11.3	18.5	18.2	12.6	15.7	13.8	14.0	19.1	13.3
20:00 – 24:00	5.5	8.2	7.4	12.3	8.4	7.0	11.9	10.4	11.0	9.7
	100	100	100	100	100	100	100	100	100	100

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



**Table 7.1: Radio Station Listening [counts of at least “10 minutes] – By Gender**  
**[Base=All Radio Listeners]**

Radio Yesterday	Total Count	Gender		Total %	Gender	
		Male Count	Female Count		Male %	Female %
Radju Malta	41	21	20	16.3	16.9	15.6
Radju Parlament/106.6	6	4	2	2.4	3.2	1.6
Super 1 Radio	38	23	15	15.1	18.5	11.7
Radio 101	23	8	15	9.1	6.5	11.7
Bay Radio	27	16	11	10.7	12.9	8.6
RTK	33	12	21	13.1	9.7	16.4
Smash Radio	13	7	6	5.2	5.6	4.7
Radio Marija	26	6	20	10.3	4.8	15.6
Campus Fm	1	1	0	0.4	0.8	0.0
Capital Radio	19	13	6	7.5	10.5	4.7
X FM	8	5	3	3.2	4.0	2.3
A3 FM	2	0	2	0.8	0.0	1.6
Radju Komunita'	15	8	7	6.0	6.5	5.5
	252	124	128	100.0	100.0	100.0

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

**Table 7.2: Radio Station Listening - By Weekday [counts of at least “10 minutes]**  
**[Base=All Radio Listeners]**

Radio Yesterday	Total Count	Sun Count	Mon Count	Tue Count	Wed Count	Thu Count	Fri Count	Sat Count
Radju Malta	41	4	6	8	6	6	5	6
Radju Parlament/106.6	6	1	1	2	1	1	0	0
Super 1 Radio	38	10	2	7	2	8	6	3
Radio 101	23	2	7	3	4	3	2	2
Bay Radio	27	1	2	5	4	4	7	4
RTK	33	4	5	3	8	6	2	5
Smash Radio	13	2	2	2	0	4	2	1
Radio Marija	26	6	4	5	2	3	5	1
Campus Fm	1	0	0	0	1	0	0	0
Capital Radio	19	3	2	3	2	4	1	4
X FM	8	0	1	0	0	1	4	2
A3 FM	2	0	0	1	0	1	0	0
Radju Komunita'	15	3	2	3	1	4	1	1
	252	36	34	42	31	45	35	29

	Total %	Sun %	Mon %	Tue %	Wed %	Thu %	Fri %	Sat %
Radju Malta	16.27	11.11	17.65	19.05	19.35	13.33	14.29	20.69
Radju Parlament/106.6	2.38	2.78	2.94	4.76	3.23	2.22	0.00	0.00
Super 1 Radio	15.08	27.78	5.88	16.67	6.45	17.78	17.14	10.34
Radio 101	9.13	5.56	20.59	7.14	12.90	6.67	5.71	6.90
Bay Radio	10.71	2.78	5.88	11.90	12.90	8.89	20.00	13.79
RTK	13.10	11.11	14.71	7.14	25.81	13.33	5.71	17.24
Smash Radio	5.16	5.56	5.88	4.76	0.00	8.89	5.71	3.45
Radio Marija	10.32	16.67	11.76	11.90	6.45	6.67	14.29	3.45
Campus Fm	0.40	0.00	0.00	0.00	3.23	0.00	0.00	0.00
Capital Radio	7.54	8.33	5.88	7.14	6.45	8.89	2.86	13.79
X FM	3.17	0.00	2.94	0.00	0.00	2.22	11.43	6.90
A3 FM	0.79	0.00	0.00	2.38	0.00	2.22	0.00	0.00
Radju Komunita'	5.95	8.33	5.88	7.14	3.23	8.89	2.86	3.45
	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00

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

**Table 7.3: Radio Station Listening - By Month Weekday [counts of at least "10 minutes]**  
**[Base=All Radio Listeners]**

Radio Yesterday	Total Count	Jan Count	Feb Count	Mar Count
Radju Malta	41	14	9	18
Radju Parlament/106.6	6	3	3	0
Super 1 Radio	38	12	11	15
Radio 101	23	6	10	7
Bay Radio	27	11	10	6
RTK	33	10	13	10
Smash Radio	13	4	1	8
Radio Marija	26	12	7	7
Campus Fm	1	0	1	0
Capital Radio	19	11	2	6
X FM	8	2	5	1
A3 FM	2	0	1	1
Radju Komunita'	15	4	4	7
	252	89	77	86

	Total %	Jan %	Feb %	Mar %
Radju Malta	16.27	15.73	11.69	20.93
Radju Parlament/106.6	2.38	3.37	3.90	0.00
Super 1 Radio	15.08	13.48	14.29	17.44
Radio 101	9.13	6.74	12.99	8.14
Bay Radio	10.71	12.36	12.99	6.98
RTK	13.10	11.24	16.88	11.63
Smash Radio	5.16	4.49	1.30	9.30
Radio Marija	10.32	13.48	9.09	8.14
Campus Fm	0.40	0.00	1.30	0.00
Capital Radio	7.54	12.36	2.60	6.98
X FM	3.17	2.25	6.49	1.16
A3 FM	0.79	0.00	1.30	1.16
Radju Komunita'	5.95	4.49	5.19	8.14
	100.00	100.00	100.00	100.00

[Note: 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	82 19.5%	33 15.8%	49 23.2%	14 11.9%	20 15.6%	48 27.6%
Yes Foreign only	52 12.4%	32 15.3%	20 9.5%	26 22.0%	12 9.4%	14 8.0%
Yes both local and foreign	267 63.6%	129 61.7%	138 65.4%	74 62.7%	89 69.5%	104 59.8%
No	19 4.5%	15 7.2%	4 1.9%	4 3.4%	7 5.5%	8 4.6%
Refusal	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%
Total	420 100.0%	209 100.0%	211 100.0%	118 100.0%	128 100.0%	174 100.0%

[Note: 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	82 19.5%	44 32.4%	25 14.7%	4 8.0%	1 3.0%	8 26.7%	0 .0%
Yes Foreign only	52 12.4%	7 5.1%	22 12.9%	9 18.0%	10 30.3%	4 13.3%	0 .0%
Yes both local and foreign	267 63.6%	82 60.3%	113 66.5%	34 68.0%	22 66.7%	15 50.0%	1 100.0%
No	19 4.5%	3 2.2%	10 5.9%	3 6.0%	0 .0%	3 10.0%	0 .0%
Refusal	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%
Total	420 100.0%	136 100.0%	170 100.0%	50 100.0%	33 100.0%	30 100.0%	1 100.0%

[Note: 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	82 19.5%	42 29.4%	7 14.9%	18 12.7%	1 5.6%	4 23.5%	9 19.6%	1 14.3%
Yes Foreign only	52 12.4%	9 6.3%	11 23.4%	26 18.3%	2 11.1%	1 5.9%	1 2.2%	2 28.6%
Yes both local and foreign	267 63.6%	89 62.2%	29 61.7%	91 64.1%	11 61.1%	11 64.7%	33 71.7%	3 42.9%
No	19 4.5%	3 2.1%	0 .0%	7 4.9%	4 22.2%	1 5.9%	3 6.5%	1 14.3%
Refusal	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%
Total	420 100.0%	143 100.0%	47 100.0%	142 100.0%	18 100.0%	17 100.0%	46 100.0%	7 100.0%

[Note: 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	82 19.5%	17 19.1%	24 18.8%	9 15.5%	12 18.8%	11 20.4%	9 33.3%
Yes Foreign only	52 12.4%	11 12.4%	17 13.3%	4 6.9%	9 14.1%	6 11.1%	5 18.5%
Yes both local and foreign	267 63.6%	57 64.0%	83 64.8%	40 69.0%	41 64.1%	34 63.0%	12 44.4%
No	19 4.5%	4 4.5%	4 3.1%	5 8.6%	2 3.1%	3 5.6%	1 3.7%
Refusal	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%
Total	420 100.0%	89 100.0%	128 100.0%	58 100.0%	64 100.0%	54 100.0%	27 100.0%

[Note: 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	53 13.2%	26 13.4%	27 13.0%	12 10.5%	12 9.9%	29 17.5%
Super 1	44 11.0%	23 11.9%	21 10.1%	6 5.3%	17 14.0%	21 12.7%
Net	15 3.7%	3 1.5%	12 5.8%	2 1.8%	4 3.3%	9 5.4%
Smash	5 1.2%	1 .5%	4 1.9%	1 .9%	2 1.7%	2 1.2%
Rai 1	17 4.2%	6 3.1%	11 5.3%	2 1.8%	10 8.3%	5 3.0%
Rai 2	1 .2%	0 .0%	1 .5%	0 .0%	1 .8%	0 .0%
Rai 3	1 .2%	1 .5%	0 .0%	0 .0%	0 .0%	1 .6%
Rete 4	9 2.2%	3 1.5%	6 2.9%	2 1.8%	3 2.5%	4 2.4%
Canale 5	41 10.2%	16 8.2%	25 12.1%	13 11.4%	15 12.4%	13 7.8%
Italia 1	37 9.2%	22 11.3%	15 7.2%	27 23.7%	8 6.6%	2 1.2%
Other Italian Station	1 .2%	1 .5%	0 .0%	0 .0%	0 .0%	1 .6%
Discovery Channel	3 .7%	3 1.5%	0 .0%	0 .0%	3 2.5%	0 .0%
MTV	14 3.5%	6 3.1%	8 3.9%	11 9.6%	1 .8%	2 1.2%
BBC Prime	10 2.5%	5 2.6%	5 2.4%	3 2.6%	4 3.3%	3 1.8%
BBC World	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%
Other Station	22 5.5%	15 7.7%	7 3.4%	10 8.8%	8 6.6%	4 2.4%
No favourite station	128 31.9%	63 32.5%	65 31.4%	25 21.9%	33 27.3%	70 42.2%
Refusal	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%
Total	401 100.0%	194 100.0%	207 100.0%	114 100.0%	121 100.0%	166 100.0%

[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	53 13.2%	24 18.0%	21 13.1%	2 4.3%	3 9.1%	3 11.1%	0 .0%
Super 1	44 11.0%	19 14.3%	16 10.0%	1 2.1%	1 3.0%	7 25.9%	0 .0%
Net	15 3.7%	6 4.5%	5 3.1%	2 4.3%	1 3.0%	1 3.7%	0 .0%
Smash	5 1.2%	2 1.5%	3 1.9%	0 .0%	0 .0%	0 .0%	0 .0%
Rai 1	17 4.2%	2 1.5%	9 5.6%	2 4.3%	3 9.1%	1 3.7%	0 .0%
Rai 2	1 .2%	0 .0%	0 .0%	1 2.1%	0 .0%	0 .0%	0 .0%
Rai 3	1 .2%	0 .0%	0 .0%	1 2.1%	0 .0%	0 .0%	0 .0%
Rete 4	9 2.2%	4 3.0%	4 2.5%	0 .0%	0 .0%	1 3.7%	0 .0%
Canale 5	41 10.2%	7 5.3%	20 12.5%	4 8.5%	8 24.2%	2 7.4%	0 .0%
Italia 1	37 9.2%	7 5.3%	20 12.5%	7 14.9%	3 9.1%	0 .0%	0 .0%
Other Italian Station	1 .2%	1 .8%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%
Discovery Channel	3 .7%	0 .0%	3 1.9%	0 .0%	0 .0%	0 .0%	0 .0%
MTV	14 3.5%	8 6.0%	3 1.9%	3 6.4%	0 .0%	0 .0%	0 .0%
BBC Prime	10 2.5%	0 .0%	6 3.8%	2 4.3%	2 6.1%	0 .0%	0 .0%
BBC World	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%
Other Station	22 5.5%	3 2.3%	10 6.3%	6 12.8%	2 6.1%	1 3.7%	0 .0%
No favourite station	128 31.9%	50 37.6%	40 25.0%	16 34.0%	10 30.3%	11 40.7%	1 100.0%
Refusal	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%
Total	401 100.0%	133 100.0%	160 100.0%	47 100.0%	33 100.0%	27 100.0%	1 100.0%

[Note: 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	53 13.2%	21 15.0%	7 14.9%	10 7.4%	1 7.1%	3 18.8%	11 25.6%	0 .0%
Super 1	44 11.0%	18 12.9%	2 4.3%	15 11.1%	1 7.1%	2 12.5%	6 14.0%	0 .0%
Net	15 3.7%	10 7.1%	0 .0%	3 2.2%	1 7.1%	1 6.3%	0 .0%	0 .0%
Smash	5 1.2%	3 2.1%	0 .0%	0 .0%	1 7.1%	0 .0%	0 .0%	1 16.7%
Rai 1	17 4.2%	8 5.7%	1 2.1%	7 5.2%	1 7.1%	0 .0%	0 .0%	0 .0%
Rai 2	1 .2%	1 .7%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%
Rai 3	1 .2%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	1 2.3%	0 .0%
Rete 4	9 2.2%	6 4.3%	1 2.1%	1 .7%	0 .0%	0 .0%	1 2.3%	0 .0%
Canale 5	41 10.2%	12 8.6%	1 2.1%	23 17.0%	2 14.3%	2 12.5%	1 2.3%	0 .0%
Italia 1	37 9.2%	6 4.3%	7 14.9%	17 12.6%	1 7.1%	4 25.0%	0 .0%	2 33.3%
Other Italian Station	1 .2%	0 .0%	0 .0%	1 .7%	0 .0%	0 .0%	0 .0%	0 .0%
Discovery Channel	3 .7%	0 .0%	0 .0%	2 1.5%	1 7.1%	0 .0%	0 .0%	0 .0%
MTV	14 3.5%	1 .7%	11 23.4%	0 .0%	1 7.1%	0 .0%	1 2.3%	0 .0%
BBC Prime	10 2.5%	2 1.4%	1 2.1%	6 4.4%	1 7.1%	0 .0%	0 .0%	0 .0%
BBC World	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%
Other Station	22 5.5%	0 .0%	8 17.0%	9 6.7%	2 14.3%	0 .0%	3 7.0%	0 .0%
No favourite station	128 31.9%	52 37.1%	8 17.0%	41 30.4%	1 7.1%	4 25.0%	19 44.2%	3 50.0%
Refusal	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%
Total	401 100.0%	140 100.0%	47 100.0%	135 100.0%	14 100.0%	16 100.0%	43 100.0%	6 100.0%

[Note: 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	53 13.2%	8 9.4%	12 9.7%	7 13.2%	11 17.7%	8 15.7%	7 26.9%
Super 1	44 11.0%	11 12.9%	12 9.7%	9 17.0%	5 8.1%	5 9.8%	2 7.7%
Net	15 3.7%	5 5.9%	4 3.2%	1 1.9%	0 .0%	5 9.8%	0 .0%
Smash	5 1.2%	0 .0%	2 1.6%	1 1.9%	1 1.6%	1 2.0%	0 .0%
Rai 1	17 4.2%	3 3.5%	9 7.3%	1 1.9%	1 1.6%	2 3.9%	1 3.8%
Rai 2	1 .2%	0 .0%	1 .8%	0 .0%	0 .0%	0 .0%	0 .0%
Rai 3	1 .2%	1 1.2%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%
Rete 4	9 2.2%	2 2.4%	3 2.4%	3 5.7%	0 .0%	1 2.0%	0 .0%
Canale 5	41 10.2%	11 12.9%	12 9.7%	4 7.5%	6 9.7%	7 13.7%	1 3.8%
Italia 1	37 9.2%	11 12.9%	10 8.1%	6 11.3%	6 9.7%	2 3.9%	2 7.7%
Other Italian Station	1 .2%	1 1.2%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%
Discovery Channel	3 .7%	0 .0%	0 .0%	0 .0%	0 .0%	2 3.9%	1 3.8%
MTV	14 3.5%	3 3.5%	4 3.2%	2 3.8%	2 3.2%	1 2.0%	2 7.7%
BBC Prime	10 2.5%	0 .0%	2 1.6%	0 .0%	7 11.3%	0 .0%	1 3.8%
BBC World	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%
Other Station	22 5.5%	6 7.1%	5 4.0%	3 5.7%	3 4.8%	4 7.8%	1 3.8%
No favourite station	128 31.9%	23 27.1%	48 38.7%	16 30.2%	20 32.3%	13 25.5%	8 30.8%
Refusal	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%
Total	401 100.0%	85 100.0%	124 100.0%	53 100.0%	62 100.0%	51 100.0%	26 100.0%

[Note: 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	296	84.8%	143	88.3%	153	81.8%
	No	52	14.9%	18	11.1%	34	18.2%
	Don't Know	1	.3%	1	.6%	0	.0%
Music	Yes	139	39.8%	64	39.5%	75	40.1%
	No	209	59.9%	97	59.9%	112	59.9%
	Don't Know	1	.3%	1	.6%	0	.0%
Films	Yes	142	40.7%	63	38.9%	79	42.2%
	No	206	59.0%	98	60.5%	108	57.8%
	Don't Know	1	.3%	1	.6%	0	.0%
Serials and Soap Operas	Yes	205	58.7%	86	53.1%	119	63.6%
	No	143	41.0%	75	46.3%	68	36.4%
	Don't Know	1	.3%	1	.6%	0	.0%
Documentary	Yes	187	53.6%	84	51.9%	103	55.1%
	No	161	46.1%	77	47.5%	84	44.9%
	Don't Know	1	.3%	1	.6%	0	.0%
Discussions	Yes	248	71.1%	111	68.5%	137	73.3%
	No	100	28.7%	50	30.9%	50	26.7%
	Don't Know	1	.3%	1	.6%	0	.0%
Sports	Yes	150	43.0%	103	63.6%	47	25.1%
	No	198	56.7%	58	35.8%	140	74.9%
	Don't Know	1	.3%	1	.6%	0	.0%
Quizzes	Yes	185	53.0%	63	38.9%	122	65.2%
	No	163	46.7%	98	60.5%	65	34.8%
	Don't Know	1	.3%	1	.6%	0	.0%
Plays / drama	Yes	263	75.4%	111	68.5%	152	81.3%
	No	85	24.4%	50	30.9%	35	18.7%
	Don't Know	1	.3%	1	.6%	0	.0%
Arts / Culture	Yes	166	47.6%	71	43.8%	95	50.8%
	No	182	52.1%	90	55.6%	92	49.2%
	Don't Know	1	.3%	1	.6%	0	.0%
House Programmes	Yes	195	55.9%	62	38.3%	133	71.1%
	No	153	43.8%	99	61.1%	54	28.9%
	Don't Know	1	.3%	1	.6%	0	.0%
Investment / Businesses	Yes	102	29.2%	49	30.2%	53	28.3%
	No	246	70.5%	112	69.1%	134	71.7%
	Don't Know	1	.3%	1	.6%	0	.0%
Children Programmes	Yes	122	35.0%	44	27.2%	78	41.7%
	No	226	64.8%	117	72.2%	109	58.3%
	Don't Know	1	.3%	1	.6%	0	.0%
News and Current Affairs	Yes	310	88.8%	148	91.4%	162	86.6%
	No	38	10.9%	13	8.0%	25	13.4%
	Don't Know	1	.3%	1	.6%	0	.0%

[Note: 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	Column %	Count	Column %	Count	Column %	Count	Column %
Weather	Yes	296	84.8%	68	77.3%	93	85.3%	135	88.8%
	No	52	14.9%	20	22.7%	16	14.7%	16	10.5%
	Don't Know	1	.3%	0	.0%	0	.0%	1	.7%
Music	Yes	139	39.8%	43	48.9%	32	29.4%	64	42.1%
	No	209	59.9%	45	51.1%	77	70.6%	87	57.2%
	Don't Know	1	.3%	0	.0%	0	.0%	1	.7%
Films	Yes	142	40.7%	38	43.2%	47	43.1%	57	37.5%
	No	206	59.0%	50	56.8%	62	56.9%	94	61.8%
	Don't Know	1	.3%	0	.0%	0	.0%	1	.7%
Serials and Soap Operas	Yes	205	58.7%	52	59.1%	55	50.5%	98	64.5%
	No	143	41.0%	36	40.9%	54	49.5%	53	34.9%
	Don't Know	1	.3%	0	.0%	0	.0%	1	.7%
Documentary	Yes	187	53.6%	41	46.6%	50	45.9%	96	63.2%
	No	161	46.1%	47	53.4%	59	54.1%	55	36.2%
	Don't Know	1	.3%	0	.0%	0	.0%	1	.7%
Discussions	Yes	248	71.1%	49	55.7%	79	72.5%	120	78.9%
	No	100	28.7%	39	44.3%	30	27.5%	31	20.4%
	Don't Know	1	.3%	0	.0%	0	.0%	1	.7%
Sports	Yes	150	43.0%	45	51.1%	44	40.4%	61	40.1%
	No	198	56.7%	43	48.9%	65	59.6%	90	59.2%
	Don't Know	1	.3%	0	.0%	0	.0%	1	.7%
Quizzes	Yes	185	53.0%	45	51.1%	53	48.6%	87	57.2%
	No	163	46.7%	43	48.9%	56	51.4%	64	42.1%
	Don't Know	1	.3%	0	.0%	0	.0%	1	.7%
Plays / drama	Yes	263	75.4%	65	73.9%	76	69.7%	122	80.3%
	No	85	24.4%	23	26.1%	33	30.3%	29	19.1%
	Don't Know	1	.3%	0	.0%	0	.0%	1	.7%
Arts / Culture	Yes	166	47.6%	31	35.2%	44	40.4%	91	59.9%
	No	182	52.1%	57	64.8%	65	59.6%	60	39.5%
	Don't Know	1	.3%	0	.0%	0	.0%	1	.7%
House Programmes	Yes	195	55.9%	35	39.8%	64	58.7%	96	63.2%
	No	153	43.8%	53	60.2%	45	41.3%	55	36.2%
	Don't Know	1	.3%	0	.0%	0	.0%	1	.7%
Investment / Businesses	Yes	102	29.2%	16	18.2%	30	27.5%	56	36.8%
	No	246	70.5%	72	81.8%	79	72.5%	95	62.5%
	Don't Know	1	.3%	0	.0%	0	.0%	1	.7%
Children Programmes	Yes	122	35.0%	35	39.8%	44	40.4%	43	28.3%
	No	226	64.8%	53	60.2%	65	59.6%	108	71.1%
	Don't Know	1	.3%	0	.0%	0	.0%	1	.7%
News and Current Affairs	Yes	310	88.8%	75	85.2%	96	88.1%	139	91.4%
	No	38	10.9%	13	14.8%	13	11.9%	12	7.9%
	Don't Know	1	.3%	0	.0%	0	.0%	1	.7%

[Note: 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?		Total		Highest Education Level											
		Count	Col %	Primary	Secondary	Post-Secondary	Tertiary	Never attended school	Refusal						
				Count	Col %	Count	Col %	Count	Col %	Count	Col %	Count	Col %	Count	Col %
Weather	Yes	296	84.8%	105	83.3%	119	86.2%	33	86.8%	17	73.9%	21	91.3%	1	100.0%
	No	52	14.9%	21	16.7%	19	13.8%	5	13.2%	6	26.1%	1	4.3%	0	.0%
	Don't Know	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.3%	0	.0%
Music	Yes	139	39.8%	60	47.6%	50	36.2%	15	39.5%	5	21.7%	9	39.1%	0	.0%
	No	209	59.9%	66	52.4%	88	63.8%	23	60.5%	18	78.3%	13	56.5%	1	100.0%
	Don't Know	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.3%	0	.0%
Films	Yes	142	40.7%	60	47.6%	57	41.3%	13	34.2%	4	17.4%	8	34.8%	0	.0%
	No	206	59.0%	66	52.4%	81	58.7%	25	65.8%	19	82.6%	14	60.9%	1	100.0%
	Don't Know	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.3%	0	.0%
Serials and Soap Operas	Yes	205	58.7%	87	69.0%	71	51.4%	23	60.5%	7	30.4%	17	73.9%	0	.0%
	No	143	41.0%	39	31.0%	67	48.6%	15	39.5%	16	69.6%	5	21.7%	1	100.0%
	Don't Know	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.3%	0	.0%
Documentary	Yes	187	53.6%	71	56.3%	74	53.6%	20	52.6%	9	39.1%	13	56.5%	0	.0%
	No	161	46.1%	55	43.7%	64	46.4%	18	47.4%	14	60.9%	9	39.1%	1	100.0%
	Don't Know	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.3%	0	.0%
Discussions	Yes	248	71.1%	86	68.3%	100	72.5%	27	71.1%	17	73.9%	17	73.9%	1	100.0%
	No	100	28.7%	40	31.7%	38	27.5%	11	28.9%	6	26.1%	5	21.7%	0	.0%
	Don't Know	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.3%	0	.0%
Sports	Yes	150	43.0%	56	44.4%	59	42.8%	18	47.4%	8	34.8%	9	39.1%	0	.0%
	No	198	56.7%	70	55.6%	79	57.2%	20	52.6%	15	65.2%	13	56.5%	1	100.0%
	Don't Know	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.3%	0	.0%
Quizzes	Yes	185	53.0%	78	61.9%	76	55.1%	16	42.1%	6	26.1%	9	39.1%	0	.0%
	No	163	46.7%	48	38.1%	62	44.9%	22	57.9%	17	73.9%	13	56.5%	1	100.0%
	Don't Know	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.3%	0	.0%
Plays / drama	Yes	263	75.4%	111	88.1%	99	71.7%	25	65.8%	9	39.1%	18	78.3%	1	100.0%
	No	85	24.4%	15	11.9%	39	28.3%	13	34.2%	14	60.9%	4	17.4%	0	.0%
	Don't Know	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.3%	0	.0%
Arts / Culture	Yes	166	47.6%	64	50.8%	69	50.0%	15	39.5%	7	30.4%	11	47.8%	0	.0%
	No	182	52.1%	62	49.2%	69	50.0%	23	60.5%	16	69.6%	11	47.8%	1	100.0%
	Don't Know	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.3%	0	.0%
House Programmes	Yes	195	55.9%	74	58.7%	79	57.2%	21	55.3%	8	34.8%	13	56.5%	0	.0%
	No	153	43.8%	52	41.3%	59	42.8%	17	44.7%	15	65.2%	9	39.1%	1	100.0%
	Don't Know	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.3%	0	.0%
Investment / Businesses	Yes	102	29.2%	39	31.0%	40	29.0%	9	23.7%	3	13.0%	11	47.8%	0	.0%
	No	246	70.5%	87	69.0%	98	71.0%	29	76.3%	20	87.0%	11	47.8%	1	100.0%
	Don't Know	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.3%	0	.0%
Children Programmes	Yes	122	35.0%	55	43.7%	47	34.1%	9	23.7%	5	21.7%	6	26.1%	0	.0%
	No	226	64.8%	71	56.3%	91	65.9%	29	76.3%	18	78.3%	16	69.6%	1	100.0%
	Don't Know	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.3%	0	.0%
News and Current Affairs	Yes	310	88.8%	110	87.3%	121	87.7%	35	92.1%	21	91.3%	22	95.7%	1	100.0%
	No	38	10.9%	16	12.7%	17	12.3%	3	7.9%	2	8.7%	0	.0%	0	.0%
	Don't Know	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.3%	0	.0%

[Note: 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?		Total		Economic Status												Unable to work due to sickness/ disability	
		Count	Col %	House Person		Student		Employed		Self-Employed		Unemployed		Pensioner			
				Count	Col %	Count	Col %	Count	Col %	Count	Col %	Count	Col %	Count	Col %		
Weather	Yes	296	84.8%	112	85.5%	28	77.8%	90	82.6%	11	91.7%	14	93.3%	38	90.5%	3	75.0%
	No	52	14.9%	19	14.5%	8	22.2%	19	17.4%	1	8.3%	1	6.7%	3	7.1%	1	25.0%
	Don't Know	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.4%	0	.0%
Music	Yes	139	39.8%	52	39.7%	20	55.6%	35	32.1%	6	50.0%	6	40.0%	18	42.9%	2	50.0%
	No	209	59.9%	79	60.3%	16	44.4%	74	67.9%	6	50.0%	9	60.0%	23	54.8%	2	50.0%
	Don't Know	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.4%	0	.0%
Films	Yes	142	40.7%	56	42.7%	20	55.6%	36	33.0%	6	50.0%	7	46.7%	13	31.0%	4	100.0%
	No	206	59.0%	75	57.3%	16	44.4%	73	67.0%	6	50.0%	8	53.3%	28	66.7%	0	.0%
	Don't Know	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.4%	0	.0%
Serials and Soap Operas	Yes	205	58.7%	89	67.9%	26	72.2%	49	45.0%	7	58.3%	8	53.3%	24	57.1%	2	50.0%
	No	143	41.0%	42	32.1%	10	27.8%	60	55.0%	5	41.7%	7	46.7%	17	40.5%	2	50.0%
	Don't Know	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.4%	0	.0%
Documentary	Yes	187	53.6%	80	61.1%	15	41.7%	48	44.0%	6	50.0%	9	60.0%	25	59.5%	4	100.0%
	No	161	46.1%	51	38.9%	21	58.3%	61	56.0%	6	50.0%	6	40.0%	16	38.1%	0	.0%
	Don't Know	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.4%	0	.0%
Discussions	Yes	248	71.1%	103	78.6%	16	44.4%	73	67.0%	10	83.3%	10	66.7%	32	76.2%	4	100.0%
	No	100	28.7%	28	21.4%	20	55.6%	36	33.0%	2	16.7%	5	33.3%	9	21.4%	0	.0%
	Don't Know	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.4%	0	.0%
Sports	Yes	150	43.0%	34	26.0%	20	55.6%	55	50.5%	8	66.7%	7	46.7%	26	61.9%	0	.0%
	No	198	56.7%	97	74.0%	16	44.4%	54	49.5%	4	33.3%	8	53.3%	15	35.7%	4	100.0%
	Don't Know	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.4%	0	.0%
Quizzes	Yes	185	53.0%	93	71.0%	17	47.2%	43	39.4%	6	50.0%	7	46.7%	17	40.5%	2	50.0%
	No	163	46.7%	38	29.0%	19	52.8%	66	60.6%	6	50.0%	8	53.3%	24	57.1%	2	50.0%
	Don't Know	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.4%	0	.0%
Plays / drama	Yes	263	75.4%	115	87.8%	25	69.4%	73	67.0%	9	75.0%	9	60.0%	28	66.7%	4	100.0%
	No	85	24.4%	16	12.2%	11	30.6%	36	33.0%	3	25.0%	6	40.0%	13	31.0%	0	.0%
	Don't Know	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.4%	0	.0%
Arts / Culture	Yes	166	47.6%	74	56.5%	10	27.8%	41	37.6%	6	50.0%	9	60.0%	25	59.5%	1	25.0%
	No	182	52.1%	57	43.5%	26	72.2%	68	62.4%	6	50.0%	6	40.0%	16	38.1%	3	75.0%
	Don't Know	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.4%	0	.0%
House Programmes	Yes	195	55.9%	104	79.4%	7	19.4%	53	48.6%	5	41.7%	4	26.7%	19	45.2%	3	75.0%
	No	153	43.8%	27	20.6%	29	80.6%	56	51.4%	7	58.3%	11	73.3%	22	52.4%	1	25.0%
	Don't Know	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.4%	0	.0%
Investment / Businesses	Yes	102	29.2%	48	36.6%	6	16.7%	25	22.9%	4	33.3%	3	20.0%	16	38.1%	0	.0%
	No	246	70.5%	83	63.4%	30	83.3%	84	77.1%	8	66.7%	12	80.0%	25	59.5%	4	100.0%
	Don't Know	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.4%	0	.0%
Children Programmes	Yes	122	35.0%	58	44.3%	17	47.2%	31	28.4%	2	16.7%	5	33.3%	8	19.0%	1	25.0%
	No	226	64.8%	73	55.7%	19	52.8%	78	71.6%	10	83.3%	10	66.7%	33	78.6%	3	75.0%
	Don't Know	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.4%	0	.0%
News and Current Affairs	Yes	310	88.8%	116	88.5%	31	86.1%	96	88.1%	11	91.7%	15	100.0%	38	90.5%	3	75.0%
	No	38	10.9%	15	11.5%	5	13.9%	13	11.9%	1	8.3%	0	.0%	3	7.1%	1	25.0%
	Don't Know	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.4%	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?		Total		District											
		Count	Col %	Southern harbour		Northern harbour		South Eastern		Western		Northern		Gozo & Comino	
				Count	Col %	Count	Col %	Count	Col %	Count	Col %	Count	Col %	Count	Col %
Weather	Yes	296	84.8%	58	78.4%	94	87.9%	37	75.5%	48	90.6%	39	86.7%	20	95.2%
	No	52	14.9%	16	21.6%	13	12.1%	12	24.5%	5	9.4%	6	13.3%	0	.0%
	Don't Know	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.8%
Music	Yes	139	39.8%	31	41.9%	45	42.1%	19	38.8%	22	41.5%	14	31.1%	8	38.1%
	No	209	59.9%	43	58.1%	62	57.9%	30	61.2%	31	58.5%	31	68.9%	12	57.1%
	Don't Know	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.8%
Films	Yes	142	40.7%	31	41.9%	42	39.3%	18	36.7%	27	50.9%	18	40.0%	6	28.6%
	No	206	59.0%	43	58.1%	65	60.7%	31	63.3%	26	49.1%	27	60.0%	14	66.7%
	Don't Know	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.8%
Serials and Soap Operas	Yes	205	58.7%	42	56.8%	65	60.7%	33	67.3%	33	62.3%	20	44.4%	12	57.1%
	No	143	41.0%	32	43.2%	42	39.3%	16	32.7%	20	37.7%	25	55.6%	8	38.1%
	Don't Know	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.8%
Documentary	Yes	187	53.6%	39	52.7%	61	57.0%	28	57.1%	33	62.3%	16	35.6%	10	47.6%
	No	161	46.1%	35	47.3%	46	43.0%	21	42.9%	20	37.7%	29	64.4%	10	47.6%
	Don't Know	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.8%
Discussions	Yes	248	71.1%	60	81.1%	70	65.4%	36	73.5%	40	75.5%	30	66.7%	12	57.1%
	No	100	28.7%	14	18.9%	37	34.6%	13	26.5%	13	24.5%	15	33.3%	8	38.1%
	Don't Know	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.8%
Sports	Yes	150	43.0%	32	43.2%	54	50.5%	21	42.9%	24	45.3%	12	26.7%	7	33.3%
	No	198	56.7%	42	56.8%	53	49.5%	28	57.1%	29	54.7%	33	73.3%	13	61.9%
	Don't Know	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.8%
Quizzes	Yes	185	53.0%	47	63.5%	50	46.7%	26	53.1%	29	54.7%	20	44.4%	13	61.9%
	No	163	46.7%	27	36.5%	57	53.3%	23	46.9%	24	45.3%	25	55.6%	7	33.3%
	Don't Know	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.8%
Plays / drama	Yes	263	75.4%	56	75.7%	82	76.6%	38	77.6%	40	75.5%	33	73.3%	14	66.7%
	No	85	24.4%	18	24.3%	25	23.4%	11	22.4%	13	24.5%	12	26.7%	6	28.6%
	Don't Know	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.8%
Arts / Culture	Yes	166	47.6%	40	54.1%	44	41.1%	27	55.1%	29	54.7%	16	35.6%	10	47.6%
	No	182	52.1%	34	45.9%	63	58.9%	22	44.9%	24	45.3%	29	64.4%	10	47.6%
	Don't Know	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.8%
House Programmes	Yes	195	55.9%	43	58.1%	60	56.1%	30	61.2%	27	50.9%	25	55.6%	10	47.6%
	No	153	43.8%	31	41.9%	47	43.9%	19	38.8%	26	49.1%	20	44.4%	10	47.6%
	Don't Know	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.8%
Investment / Businesses	Yes	102	29.2%	22	29.7%	32	29.9%	15	30.6%	17	32.1%	12	26.7%	4	19.0%
	No	246	70.5%	52	70.3%	75	70.1%	34	69.4%	36	67.9%	33	73.3%	16	76.2%
	Don't Know	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.8%
Children Programmes	Yes	122	35.0%	26	35.1%	38	35.5%	18	36.7%	22	41.5%	15	33.3%	3	14.3%
	No	226	64.8%	48	64.9%	69	64.5%	31	63.3%	31	58.5%	30	66.7%	17	81.0%
	Don't Know	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.8%
News and Current Affairs	Yes	310	88.8%	61	82.4%	97	90.7%	44	89.8%	49	92.5%	39	86.7%	20	95.2%
	No	38	10.9%	13	17.6%	10	9.3%	5	10.2%	4	7.5%	6	13.3%	0	.0%
	Don't Know	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.8%

[Note: 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	327 77.9%	150 71.8%	177 83.9%	88 74.6%	97 75.8%	142 81.6%
No	93 22.1%	59 28.2%	34 16.1%	30 25.4%	31 24.2%	32 18.4%
Total	420 100.0%	209 100.0%	211 100.0%	118 100.0%	128 100.0%	174 100.0%

[Note: 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	327 77.9%	112 82.4%	127 74.7%	36 72.0%	25 75.8%	26 86.7%	1 100.0%
No	93 22.1%	24 17.6%	43 25.3%	14 28.0%	8 24.2%	4 13.3%	0 .0%
Total	420 100.0%	136 100.0%	170 100.0%	50 100.0%	33 100.0%	30 100.0%	1 100.0%

[Note: 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						Unable to work due to sickness/disability
		House Person	Student	Employed	Self-Employed	Un-employed	Pensioner	
	Count Col %	Count Col %	Count Col %	Count Col %	Count Col %	Count Col %	Count Col %	Count Col %
Yes	327 77.9%	120 83.9%	37 78.7%	111 78.2%	10 55.6%	11 64.7%	33 71.7%	5 71.4%
No	93 22.1%	23 16.1%	10 21.3%	31 21.8%	8 44.4%	6 35.3%	13 28.3%	2 28.6%
Total	420 100.0%	143 100.0%	47 100.0%	142 100.0%	18 100.0%	17 100.0%	46 100.0%	7 100.0%

[Note: 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	327 77.9%	66 74.2%	100 78.1%	47 81.0%	52 81.3%	42 77.8%	20 74.1%
No	93 22.1%	23 25.8%	28 21.9%	11 19.0%	12 18.8%	12 22.2%	7 25.9%
Total	420 100.0%	89 100.0%	128 100.0%	58 100.0%	64 100.0%	54 100.0%	27 100.0%

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



**Table 12.1: TV Viewing By Time Bracket – By Gender**

[Base = All TV Viewers]

Did you watch TV yesterday	Total		Male		Female	
	Count	%	Count	%	Count	%
> 12:00	30	5.06	11	4.10	19	5.85
12:00 - 19:00	107	18.04	41	15.30	66	20.31
19:00 - 20:30	168	28.33	76	28.36	92	28.31
20:30 - 22:00	216	36.42	98	36.57	118	36.31
22:00 - 24:00	72	12.14	42	15.67	30	9.23
	593	100.00	268	100.00	325	100.00

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

**Table 12.2: TV Viewing By Time Bracket - By Weekday**

[Base = All TV Viewers]

Did you watch TV yesterday	Total Count	Sun Count	Mon Count	Tue Count	Wed Count	Thu Count	Fri Count	Sat Count
> 12:00	30	12	2	0	5	5	5	1
12:00 - 19:00	107	19	14	13	15	12	15	19
19:00 - 20:30	168	24	30	24	21	21	22	26
20:30 - 22:00	216	40	32	29	23	30	31	31
22:00 - 24:00	72	8	7	10	10	18	8	11
	593	103	85	76	74	86	81	88

	Total %	Sun %	Mon %	Tue %	Wed %	Thu %	Fri %	Sat %
> 12:00	5.06	11.65	2.35	0.00	6.76	5.81	6.17	1.14
12:00 - 19:00	18.04	18.45	16.47	17.11	20.27	13.95	18.52	21.59
19:00 - 20:30	28.33	23.30	35.29	31.58	28.38	24.42	27.16	29.55
20:30 - 22:00	36.42	38.83	37.65	38.16	31.08	34.88	38.27	35.23
22:00 - 24:00	12.14	7.77	8.24	13.16	13.51	20.93	9.88	12.50
	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00

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

**Table 12.3: TV Viewing By Time Bracket - By Month**

[Base = All TV Viewers]

Did you watch TV yesterday	2004							2005		
	Jun Count	Jul Count	Aug Count	Sep Count	Oct Count	Nov Count	Dec Count	Jan Count	Feb Count	Mar Count
> 12:00	17	20	13	8	9	11	16	13	5	12
12:00 - 19:00	38	33	30	36	35	32	37	44	21	42
19:00 - 20:30	70	54	44	52	48	45	53	58	46	64
20:30 - 22:00	82	61	53	66	83	87	72	83	61	72
22:00 - 24:00	31	18	19	37	34	27	34	25	24	23
	238	186	159	199	209	202	212	223	157	213

	Jun %	Jul %	Aug %	Sep %	Oct %	Nov %	Dec %	Jan %	Feb %	Mar %
> 12:00	7.14	10.75	8.18	4.02	4.31	5.45	7.55	5.83	3.18	5.63
12:00 - 19:00	15.97	17.74	18.87	18.09	16.75	15.84	17.45	19.73	13.38	19.72
19:00 - 20:30	29.41	29.03	27.67	26.13	22.97	22.28	25.00	26.01	29.30	30.05
20:30 - 22:00	34.45	32.80	33.33	33.17	39.71	43.07	33.96	37.22	38.85	33.80
22:00 - 24:00	13.03	9.68	11.95	18.59	16.27	13.37	16.04	11.21	15.29	10.80
	100	100	100	100	100	100	100	100	100	100

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



**Table 13.1: TV Viewing By Station [counts of “at least 10 minutes”] – By Gender**  
**[Base = All TV Viewers]**

	Total Count	Gender		Total %	Gender	
		Male Count	Female Count		Male %	Female %
TVM	178	79	99	34.97	34.50	35.36
Super 1	83	44	39	16.31	19.21	13.93
Net	55	21	34	10.81	9.17	12.14
Smash	8	0	8	1.57	0.00	2.86
Rai 1	19	6	13	3.73	2.62	4.64
Rai 2	6	3	3	1.18	1.31	1.07
Rai 3	4	2	2	0.79	0.87	0.71
Rete 4	18	8	10	3.54	3.49	3.57
Canale 5	40	13	27	7.86	5.68	9.64
Italia 1	36	23	13	7.07	10.04	4.64
Other Italian Station	3	2	1	0.59	0.87	0.36
Discovery Channel	4	4	0	0.79	1.75	0.00
MTV	7	1	6	1.38	0.44	2.14
BBC Prime	9	3	6	1.77	1.31	2.14
BBC World	0	0	0	0.00	0.00	0.00
Other Station	39	20	19	7.66	8.73	6.79
	509	229	280	100.00	100.00	100.00

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

**Table 13.2: TV Viewing By Station [counts of “at least 10 minutes”] – By Weekday**  
**[Base = All TV Viewers]**

Did you watch TV yesterday	Total Count	Sun Count	Mon Count	Tue Count	Wed Count	Thu Count	Fri Count	Sat Count
TVM	178	34	26	17	25	22	28	26
Super 1	83	15	19	11	10	13	6	9
Net	55	5	17	6	9	6	5	7
Smash	8	2	0	1	2	0	2	1
Rai 1	19	2	4	2	4	2	2	3
Rai 2	6	3	1	0	1	0	0	1
Rai 3	4	0	0	0	1	0	1	2
Rete 4	18	2	2	4	3	3	1	3
Canale 5	40	8	3	7	3	8	5	6
Italia 1	36	5	4	6	7	2	4	8
Other Italian Station	3	0	2	0	0	0	1	0
Discovery Channel	4	0	1	0	0	1	1	1
MTV	7	1	2	0	3	0	1	0
BBC Prime	9	0	3	1	2	1	2	0
BBC World	0	0	0	0	0	0	0	0
Other Station	39	9	6	7	4	5	4	4
	509	86	90	62	74	63	63	71

	Total %	Sun %	Mon %	Tue %	Wed %	Thu %	Fri %	Sat %
TVM	34.97	39.53	28.89	27.42	33.78	34.92	44.44	36.62
Super 1	16.31	17.44	21.11	17.74	13.51	20.63	9.52	12.68
Net	10.81	5.81	18.89	9.68	12.16	9.52	7.94	9.86
Smash	1.57	2.33	0.00	1.61	2.70	0.00	3.17	1.41
Rai 1	3.73	2.33	4.44	3.23	5.41	3.17	3.17	4.23
Rai 2	1.18	3.49	1.11	0.00	1.35	0.00	0.00	1.41
Rai 3	0.79	0.00	0.00	0.00	1.35	0.00	1.59	2.82
Rete 4	3.54	2.33	2.22	6.45	4.05	4.76	1.59	4.23
Canale 5	7.86	9.30	3.33	11.29	4.05	12.70	7.94	8.45
Italia 1	7.07	5.81	4.44	9.68	9.46	3.17	6.35	11.27
Other Italian Station	0.59	0.00	2.22	0.00	0.00	0.00	1.59	0.00
Discovery Channel	0.79	0.00	1.11	0.00	0.00	1.59	1.59	1.41
MTV	1.38	1.16	2.22	0.00	4.05	0.00	1.59	0.00
BBC Prime	1.77	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	0.00
Other Station	7.66	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	100.00

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



**Table 13.3: TV viewing By Station [counts of “at least 10 minutes”] – By Month**  
**[Base = All TV Viewers]**

Did you watch TV yesterday	Total Count	Jan Count	Feb Count	Mar Count
TVM	178	57	60	61
Super 1	83	28	22	33
Net	55	16	20	19
Smash	8	2	2	4
Rai 1	19	7	5	7
Rai 2	6	6	0	0
Rai 3	4	3	1	0
Rete 4	18	7	6	5
Canale 5	40	15	13	12
Italia 1	36	13	7	16
Other Italian Station	3	3	0	0
Discovery Channel	4	3	0	1
MTV	7	2	0	5
BBC Prime	9	2	4	3
BBC World	0	0	0	0
Other Station	39	19	8	12
	509	183	148	178

	Total %	Jan %	Feb %	Mar %
TVM	34.97	31.15	40.54	34.27
Super 1	16.31	15.30	14.86	18.54
Net	10.81	8.74	13.51	10.67
Smash	1.57	1.09	1.35	2.25
Rai 1	3.73	3.83	3.38	3.93
Rai 2	1.18	3.28	0.00	0.00
Rai 3	0.79	1.64	0.68	0.00
Rete 4	3.54	3.83	4.05	2.81
Canale 5	7.86	8.20	8.78	6.74
Italia 1	7.07	7.10	4.73	8.99
Other Italian Station	0.59	1.64	0.00	0.00
Discovery Channel	0.79	1.64	0.00	0.56
MTV	1.38	1.09	0.00	2.81
BBC Prime	1.77	1.09	2.70	1.69
BBC World	0.00	0.00	0.00	0.00
Other Station	7.66	10.38	5.41	6.74
	100.00	100.00	100.00	100.00

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

RADIO AND TELEVISION AUDIENCES  
IN MALTA  
JANUARY – MARCH 2005

PART 2 – FIGURES

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FIGURE 3.1: RADIO LISTENING

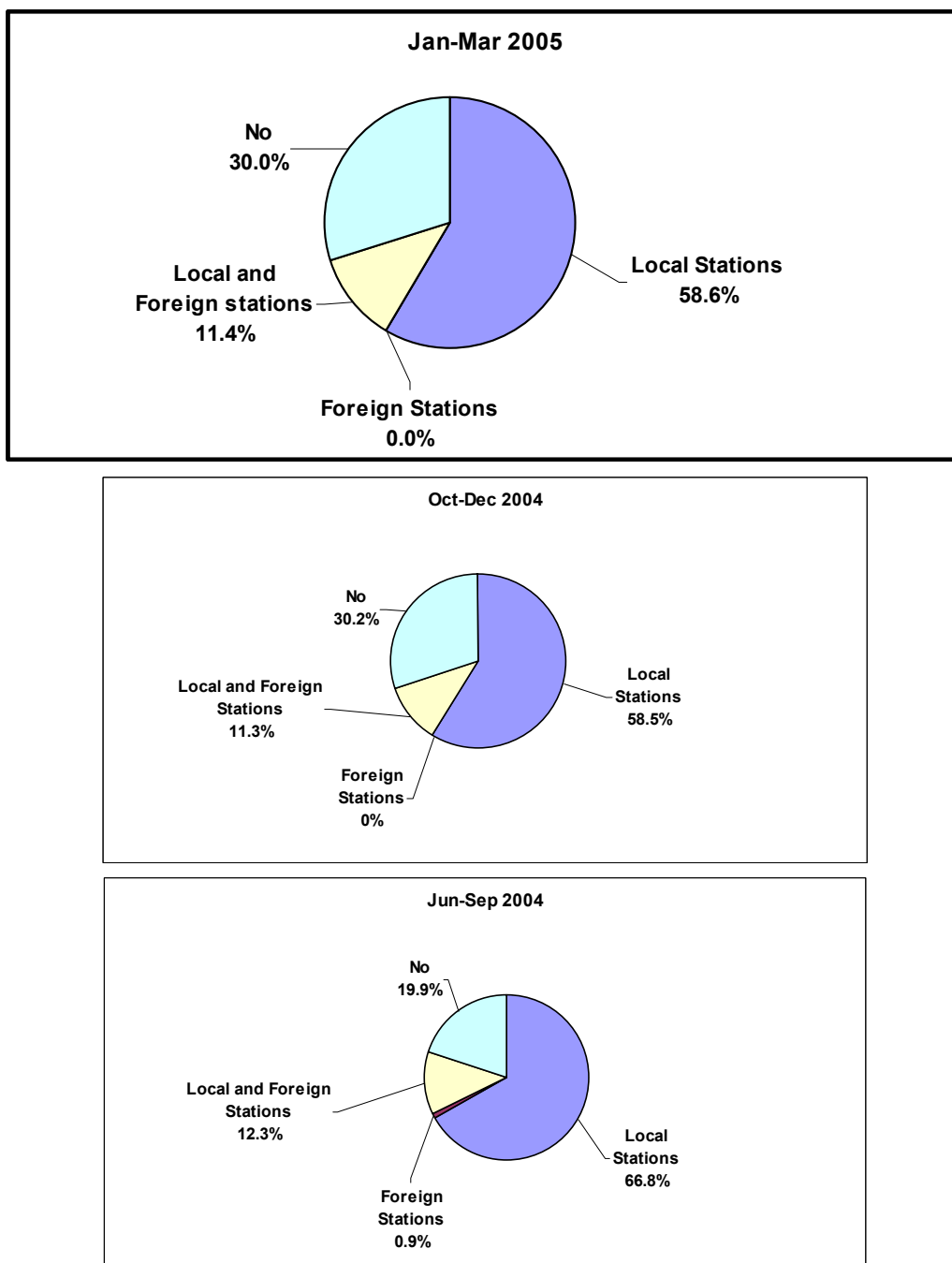


FIGURE 3.2: FAVORITE RADIO STATION

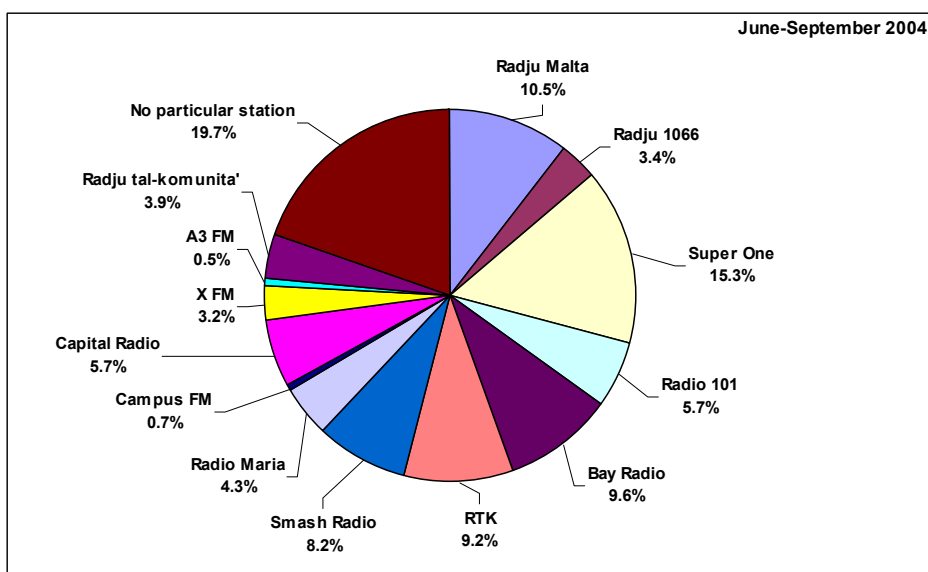
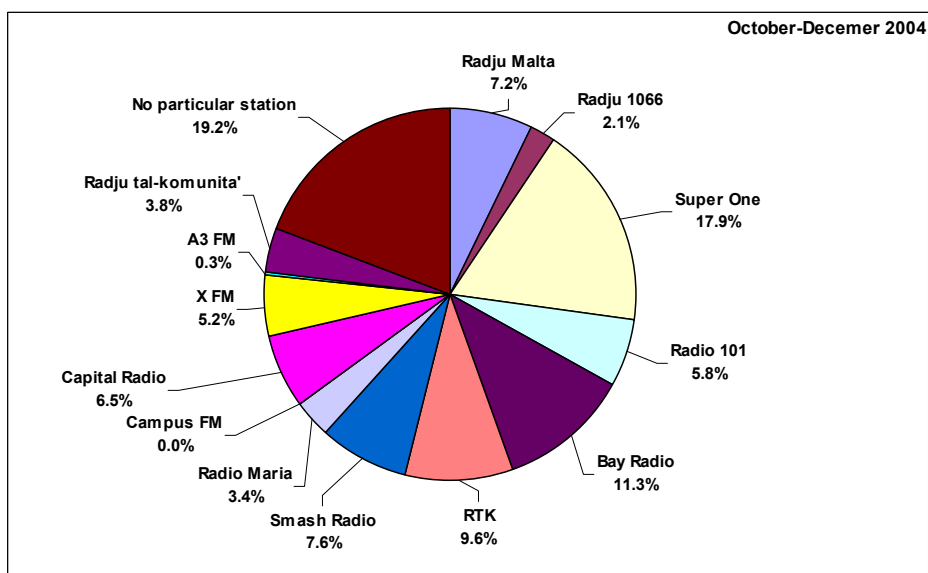
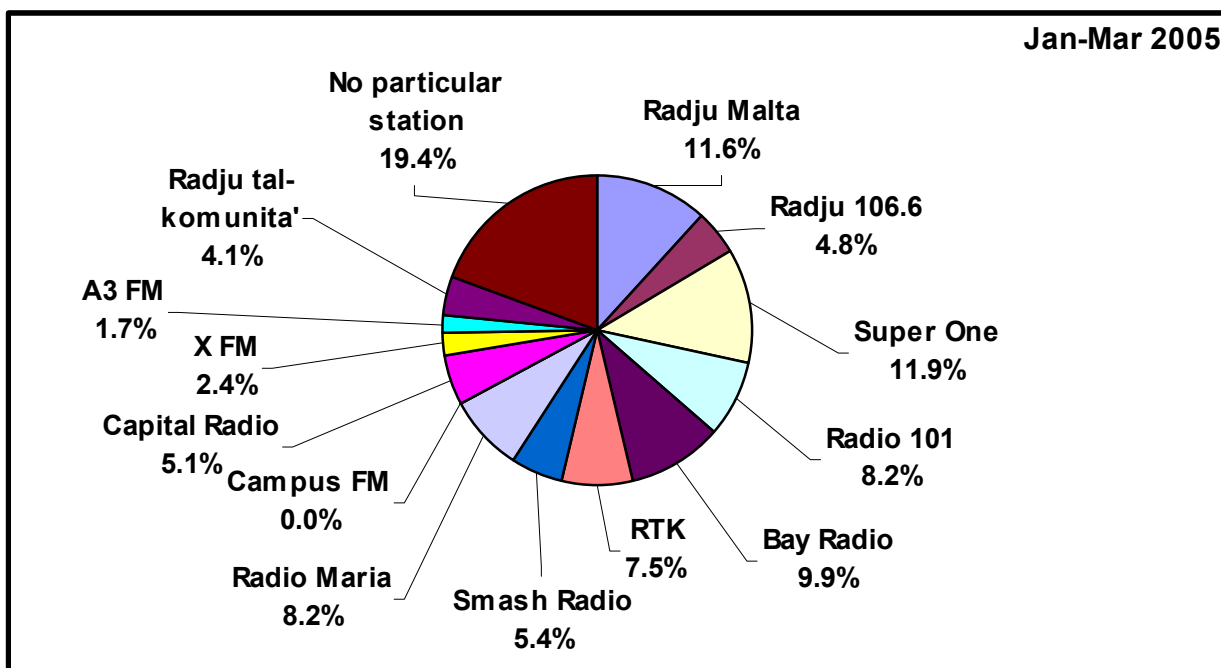


FIGURE 3.3: FAVOURITE RADIO STATION BY GENDER

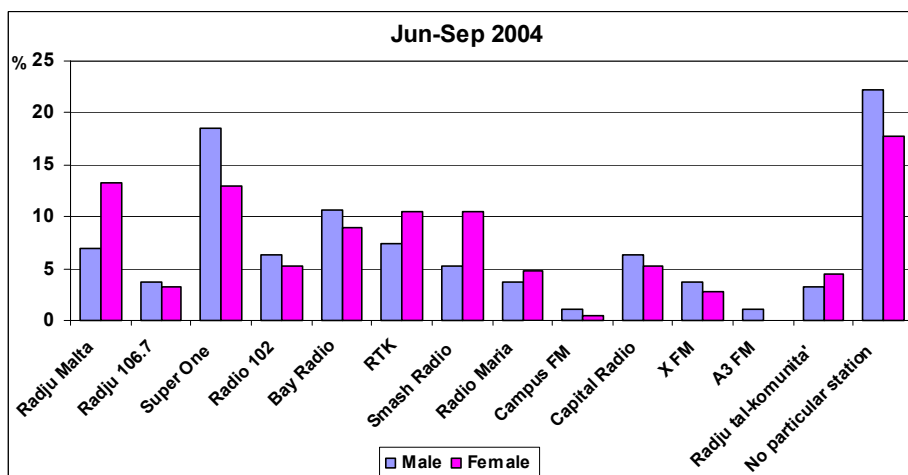
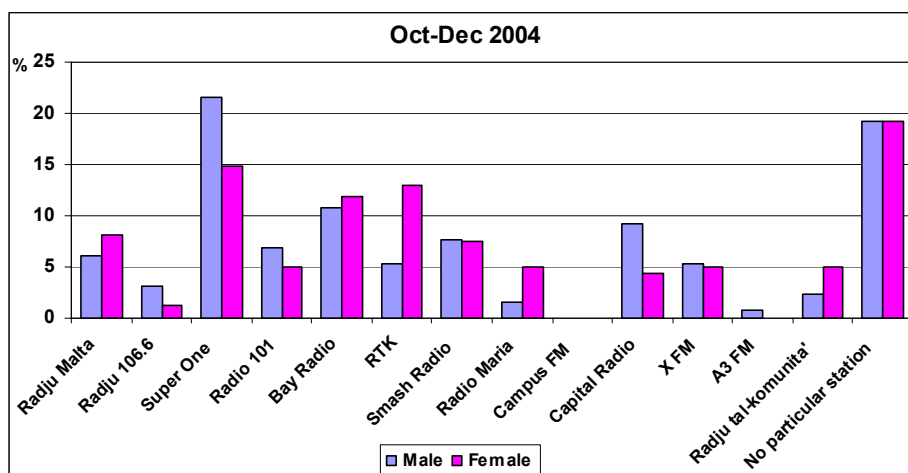
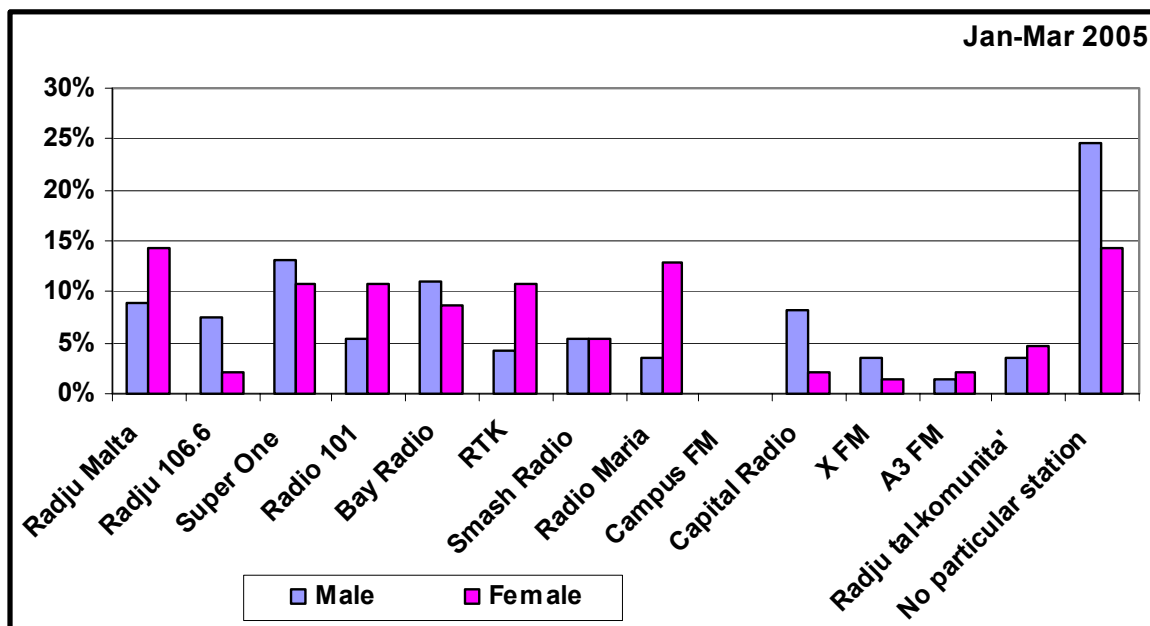


FIGURE 3.4: TV VIEWING

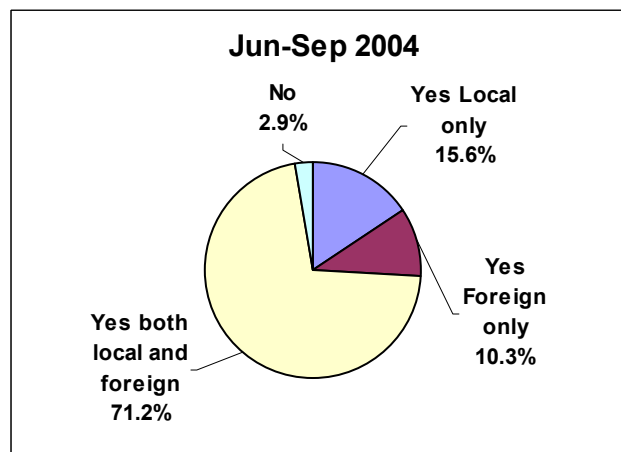
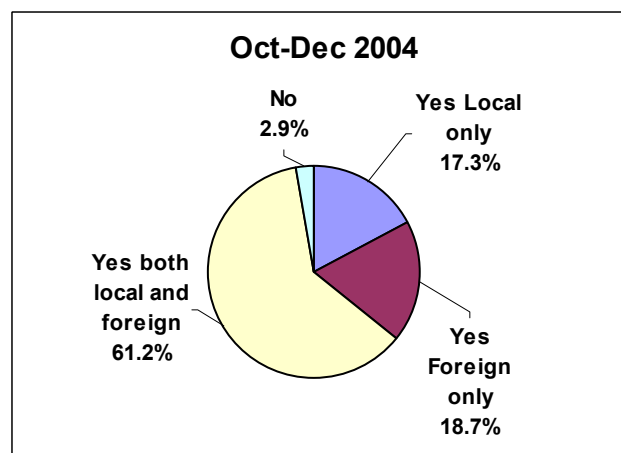
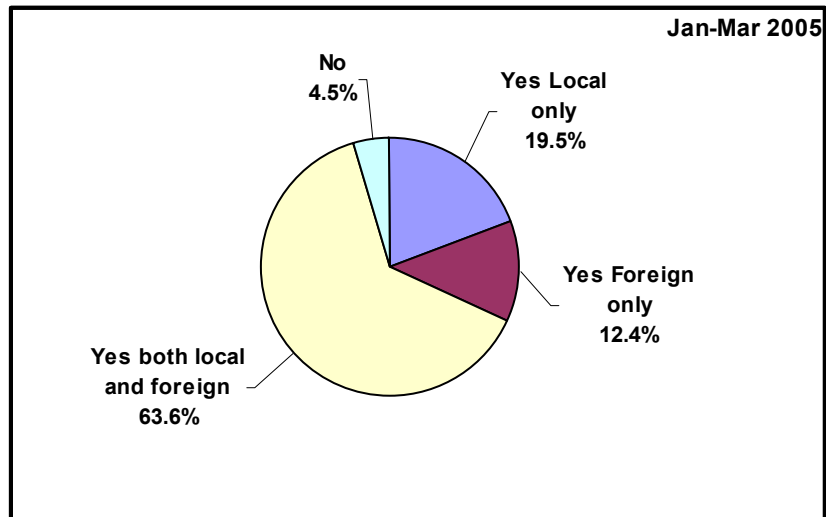


FIGURE 3.5: FAVOURITE TV STATION

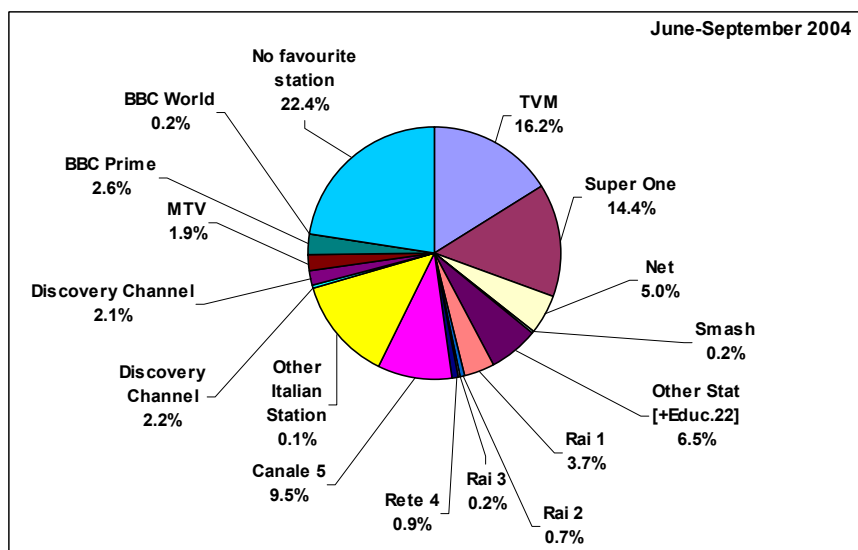
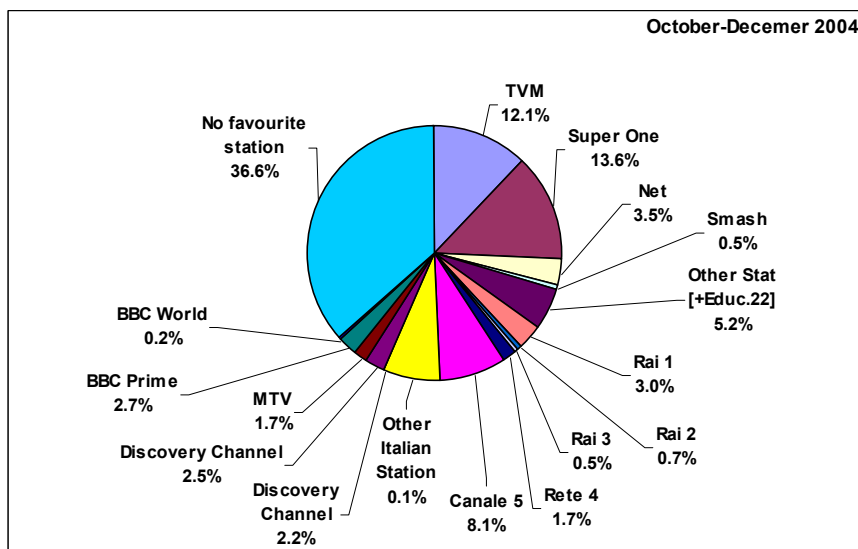
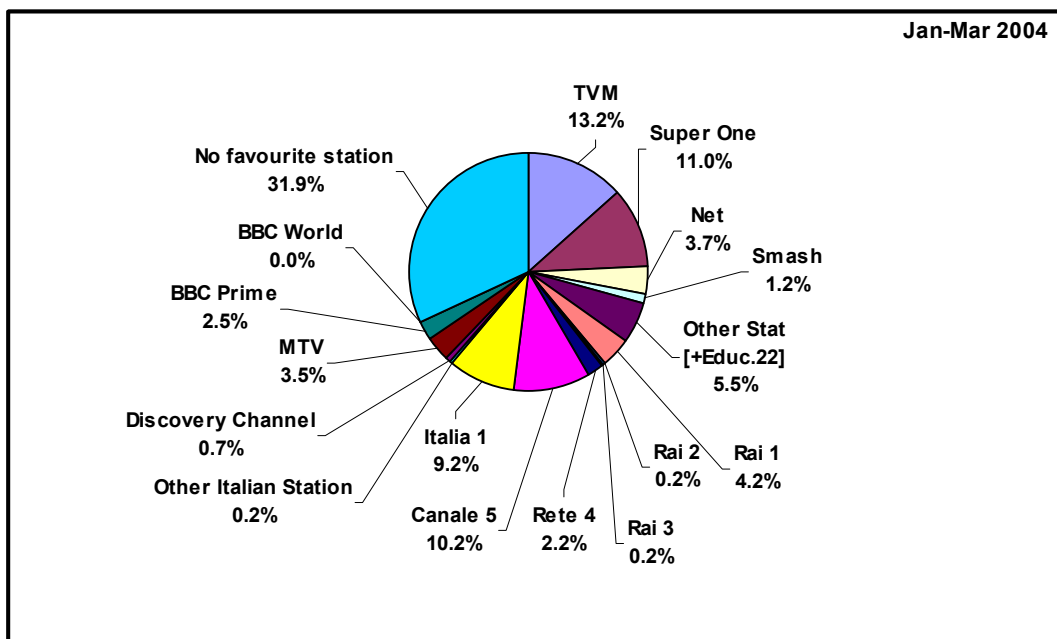


FIGURE 3.6: FAVOURITE TV STATION BY GENDER

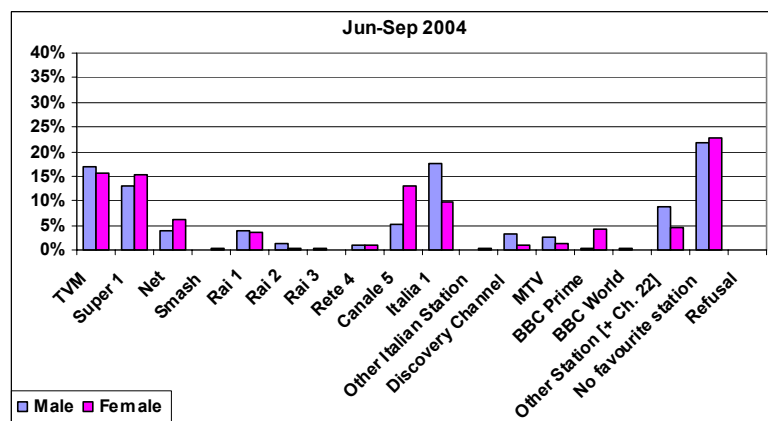
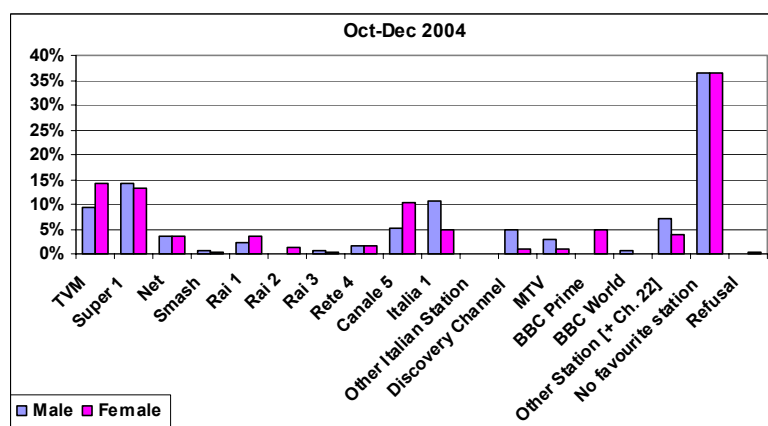
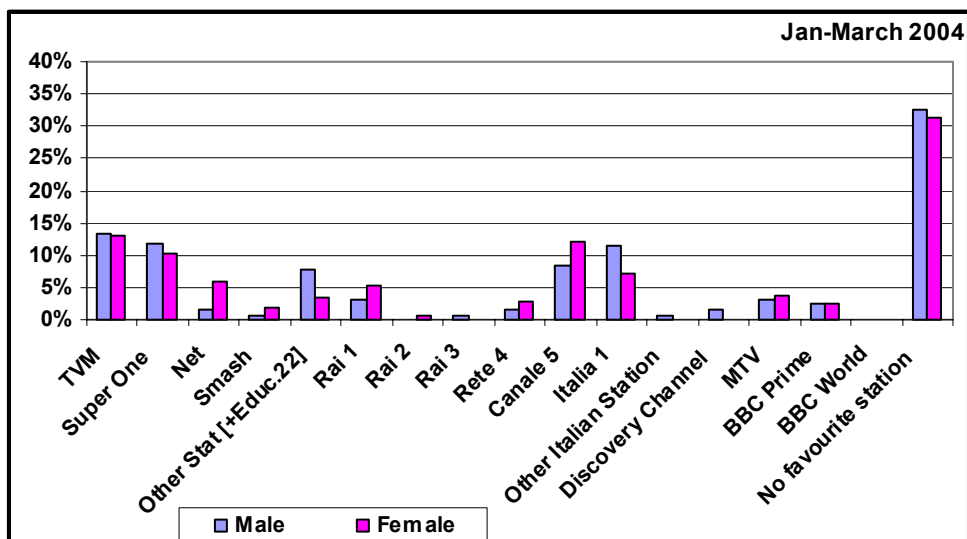


FIGURE 4.1: PREFERENCE FOR RADIO PROGRAMME SECTORS BY GENDER

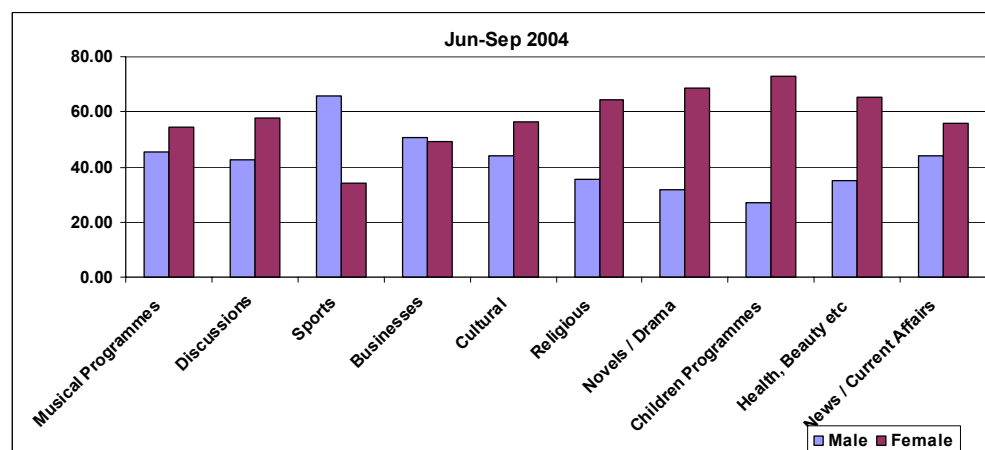
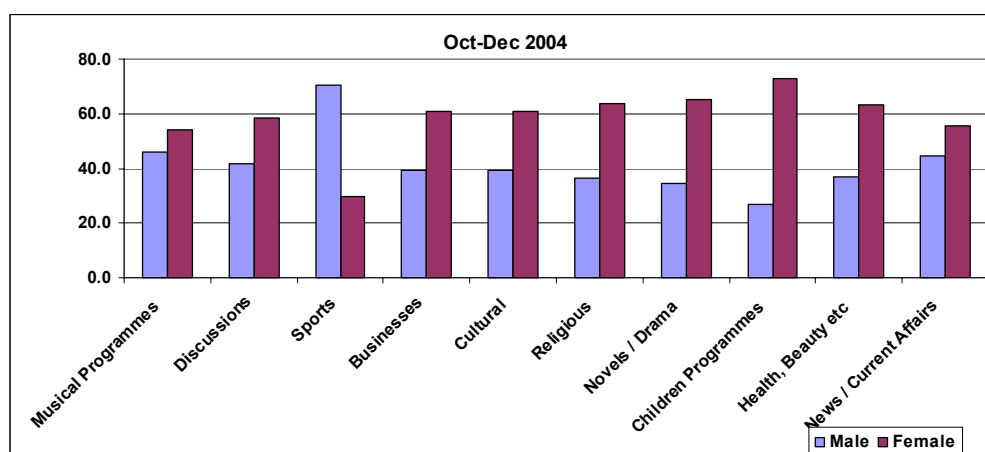
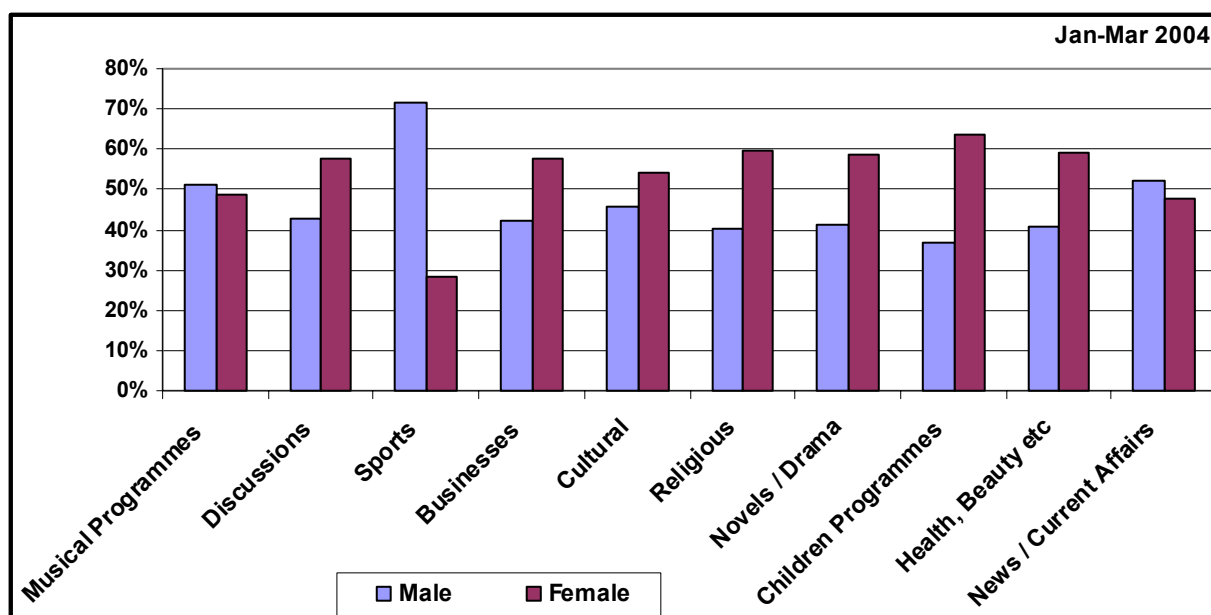


FIGURE 4.2: TV PROGRAMME PREFERENCES BY GENDER

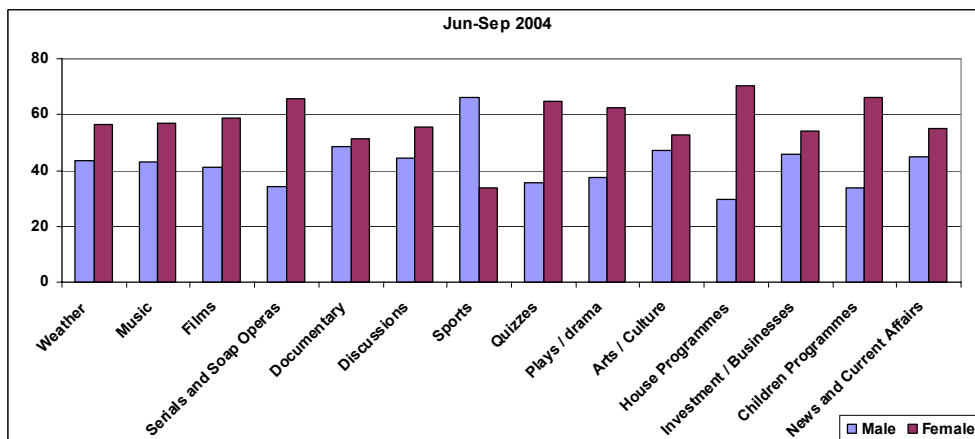
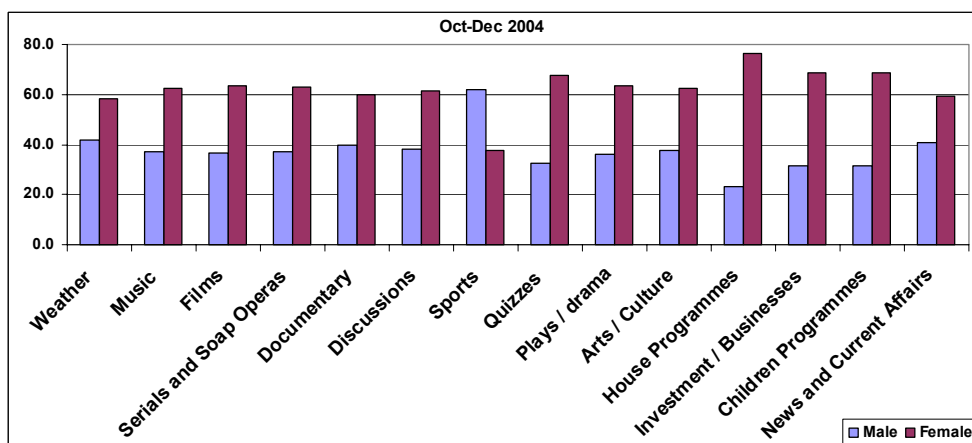
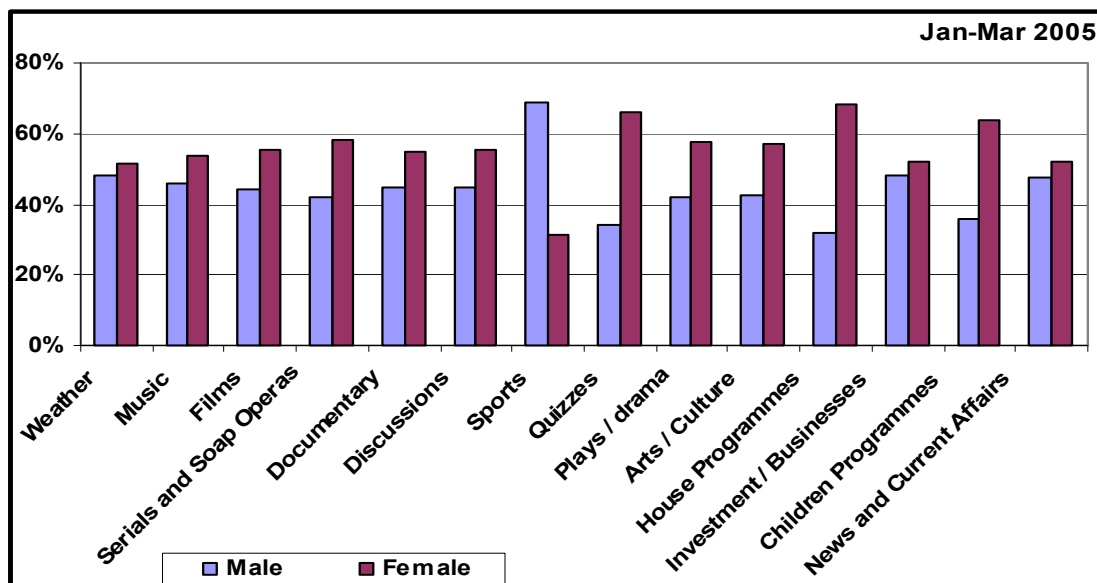




FIGURE 5.1: RADIO LISTENING BY NUMBER OF HOURS

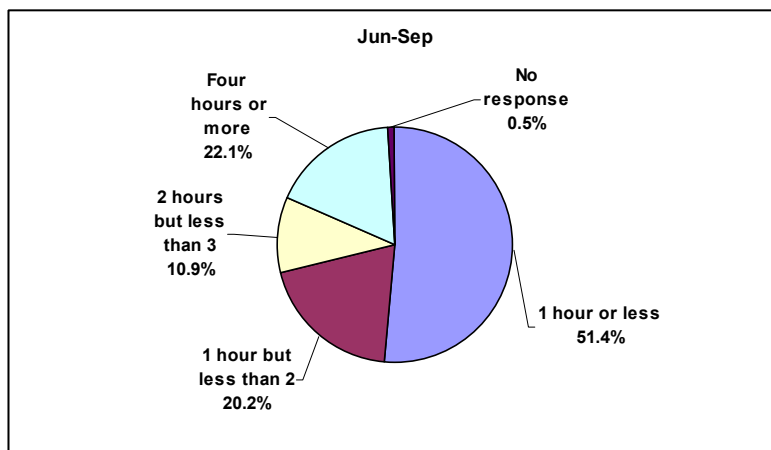
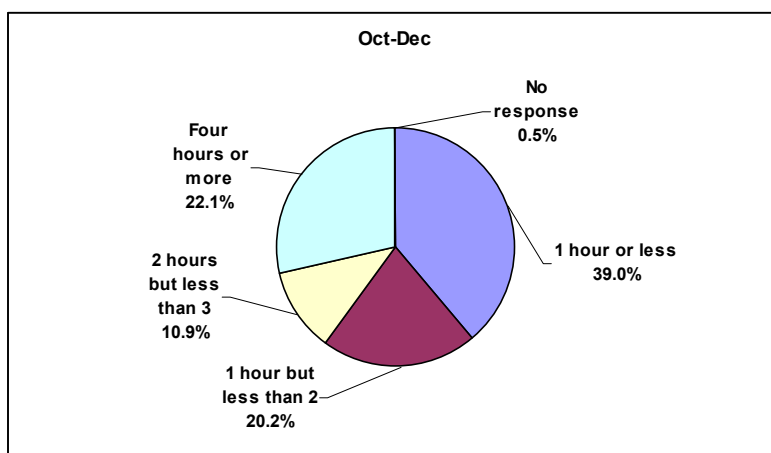
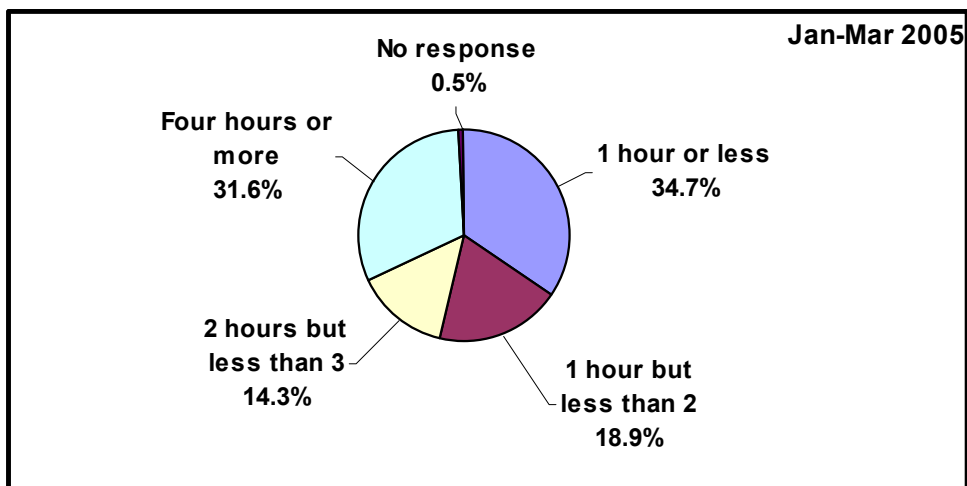


FIGURE 5.2: RADIO LISTENING BY TIME BRACKET

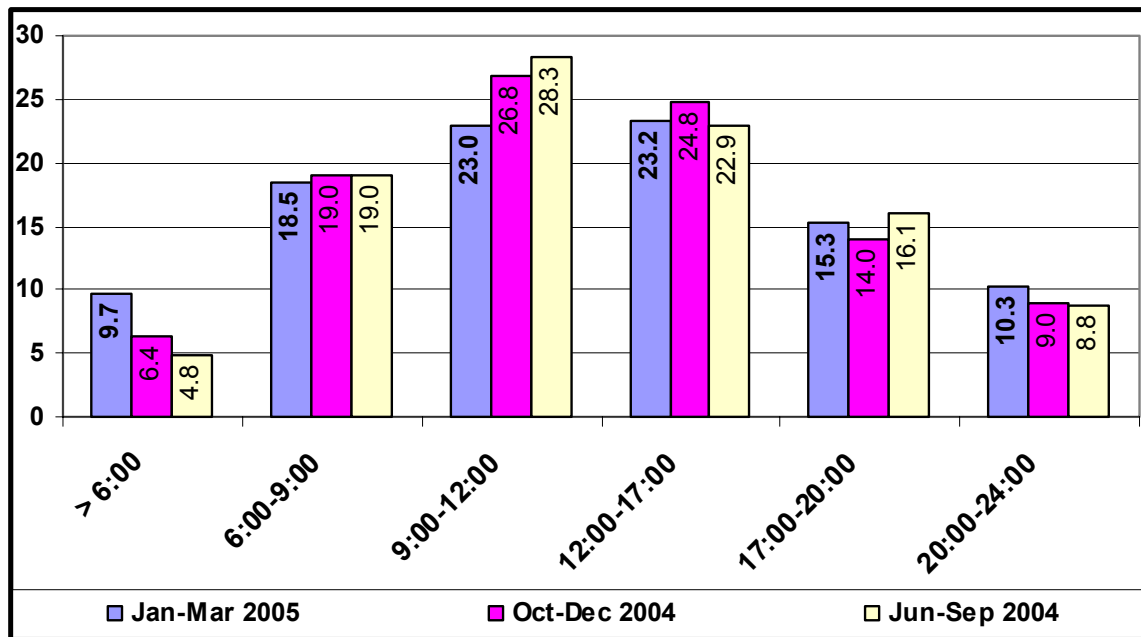
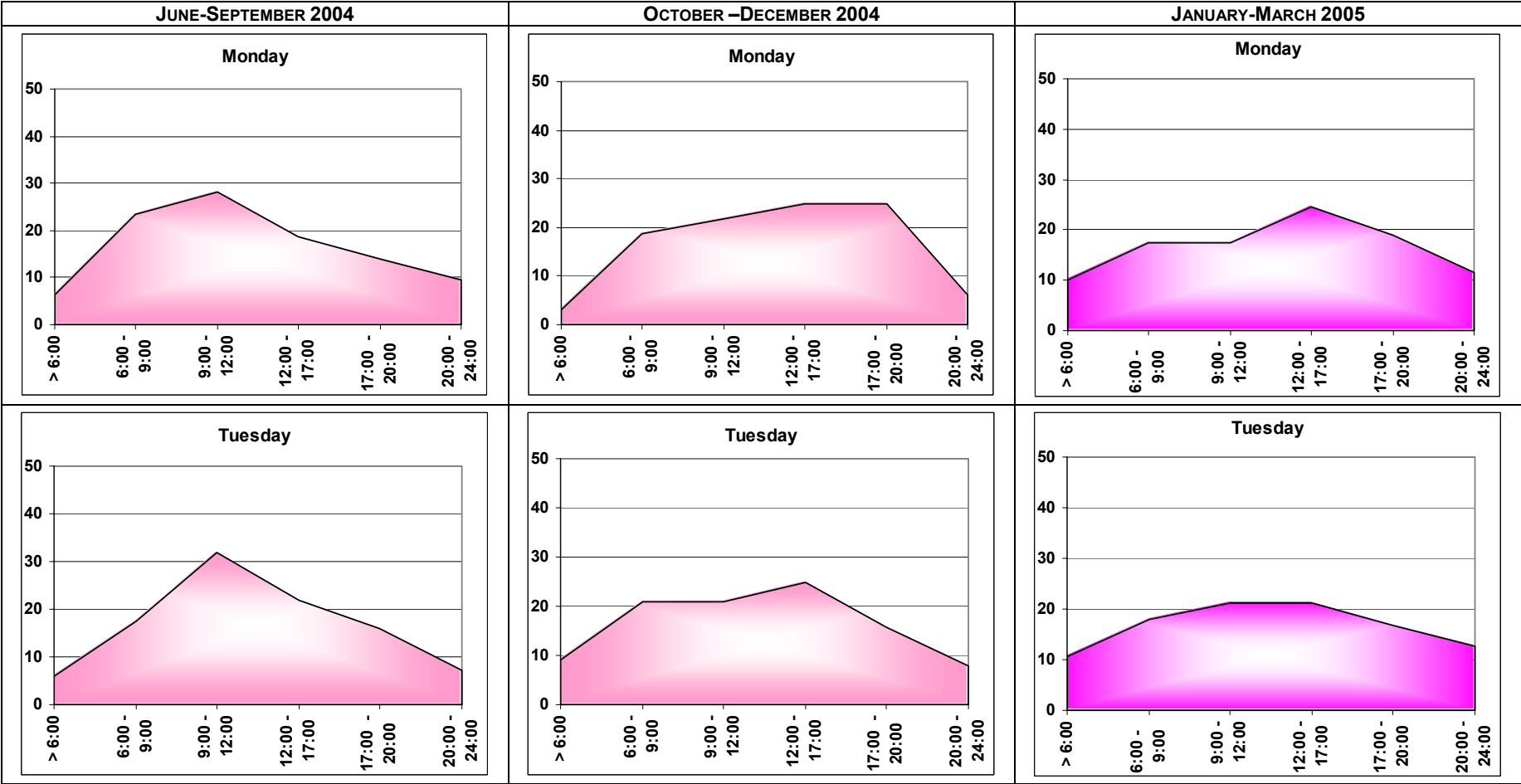
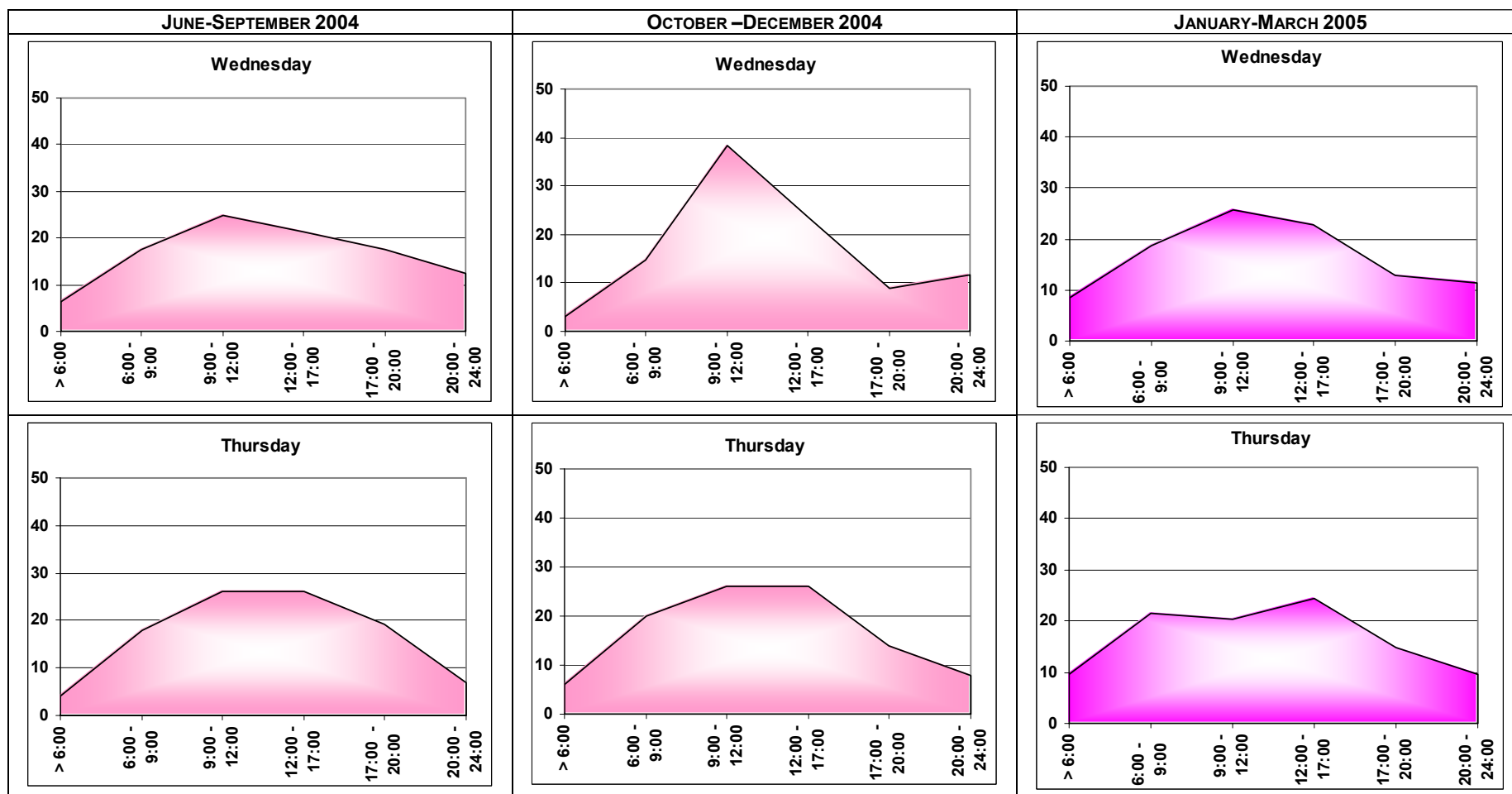
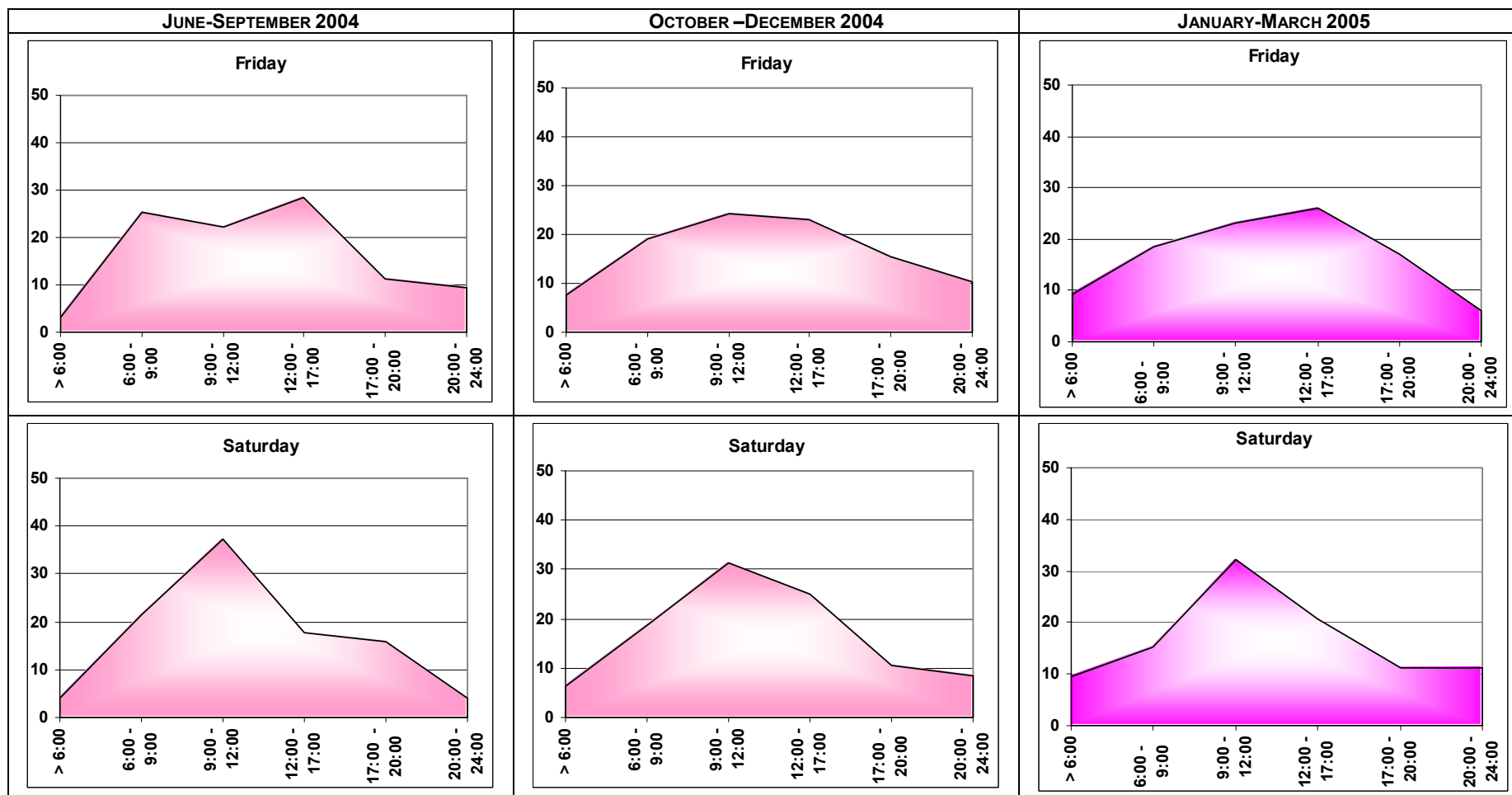


FIGURE 5.3: RADIO LISTENING BY WEEKDAY







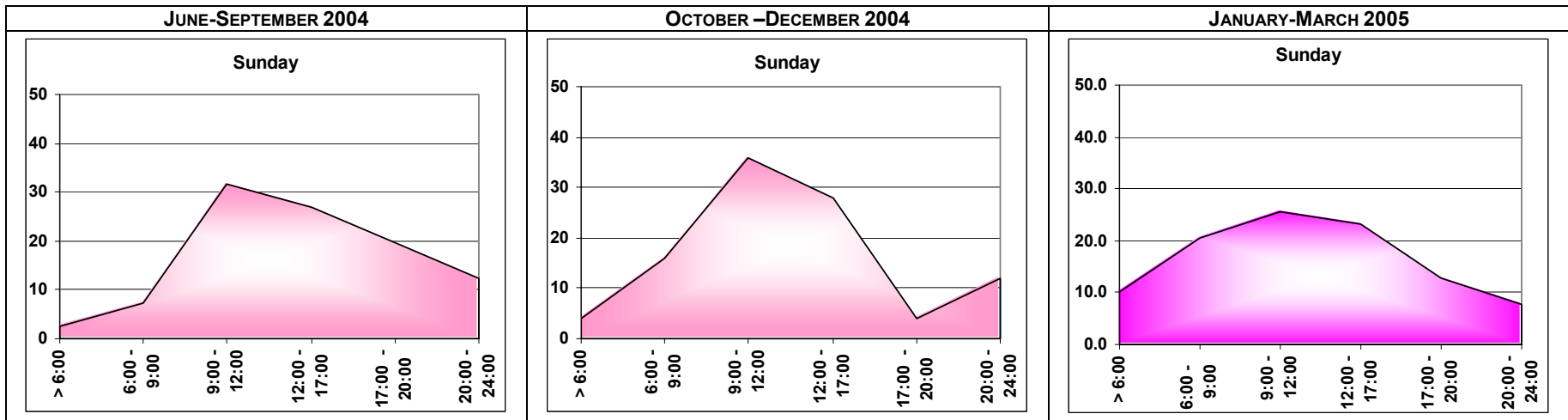


FIGURE 5.4 – RADIO LISTENING BY TIME BRACKET BY MONTH

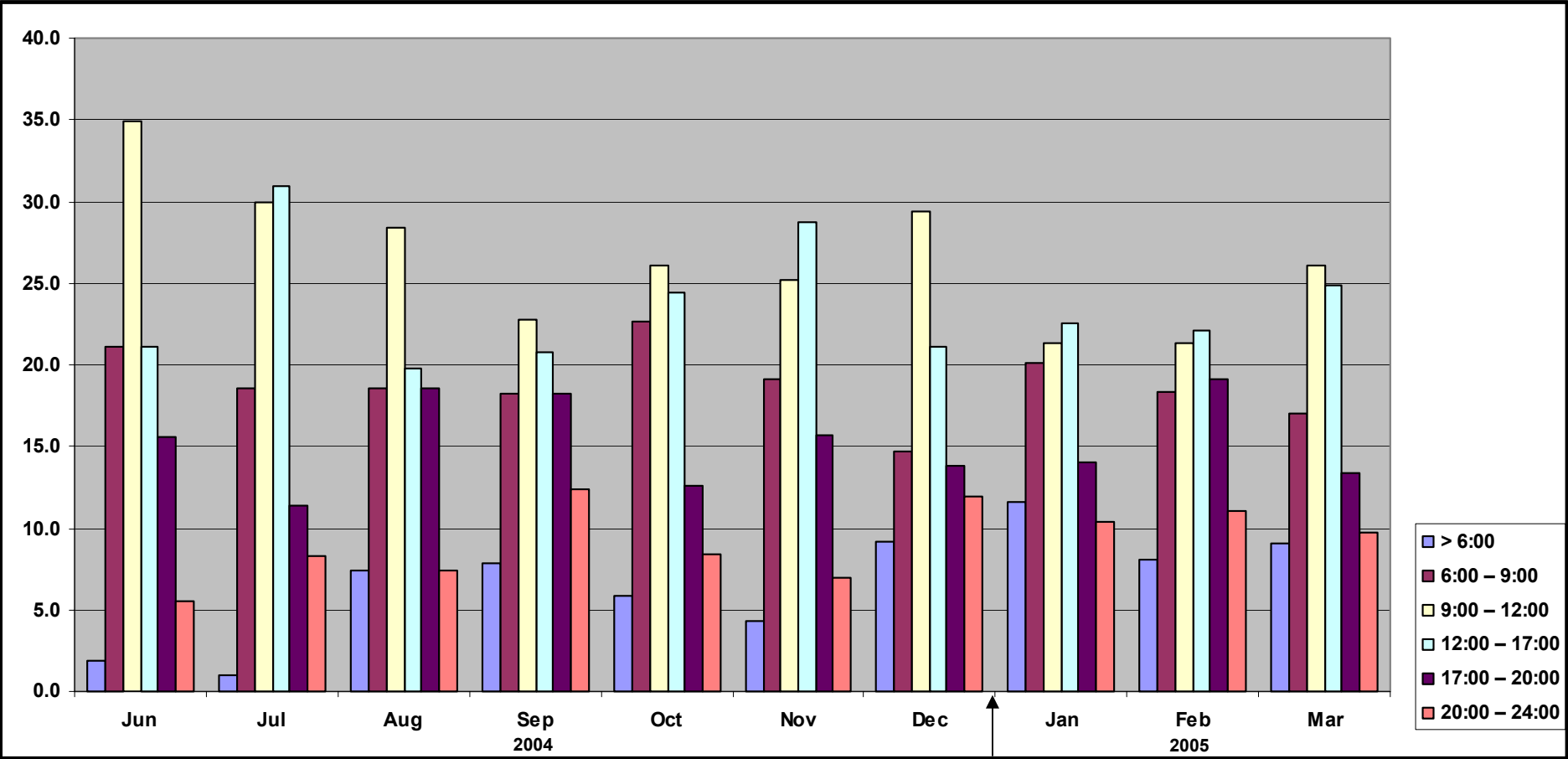
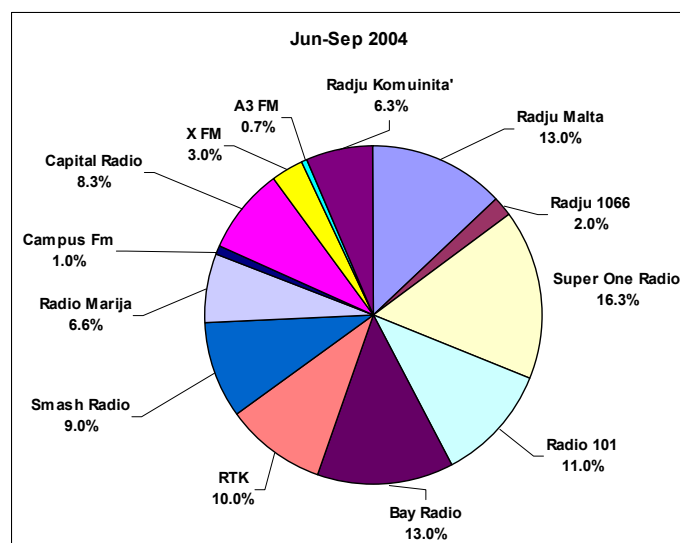
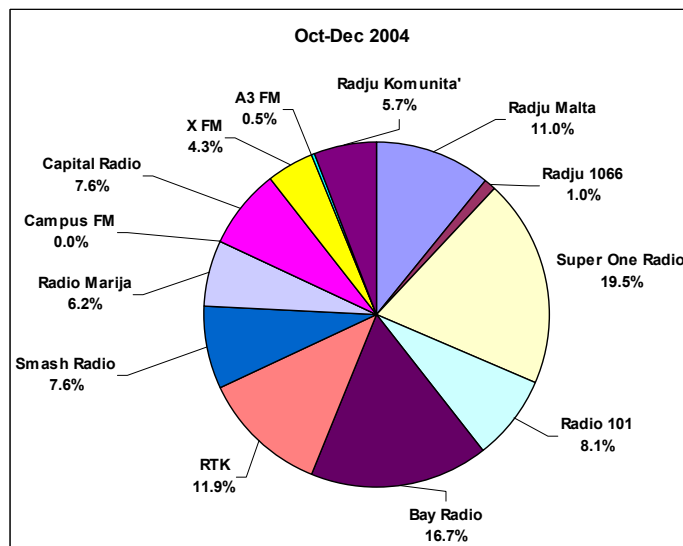
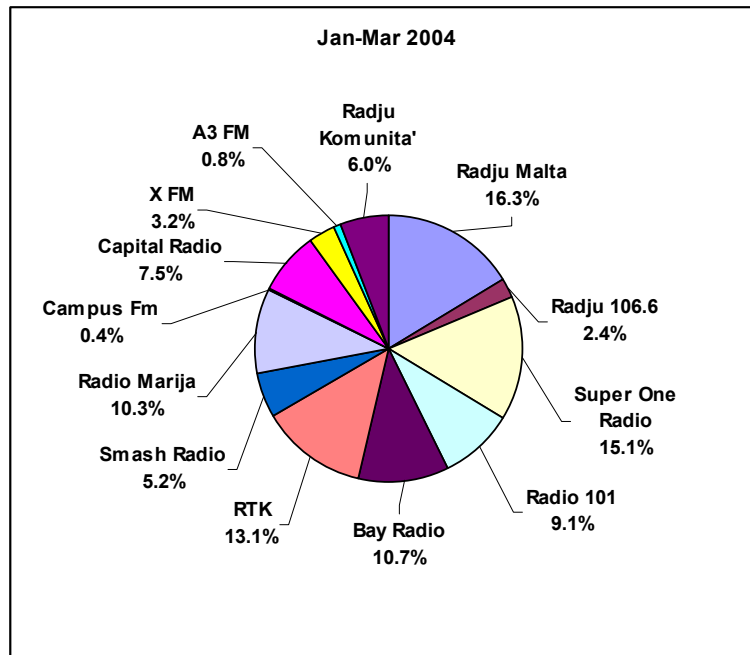
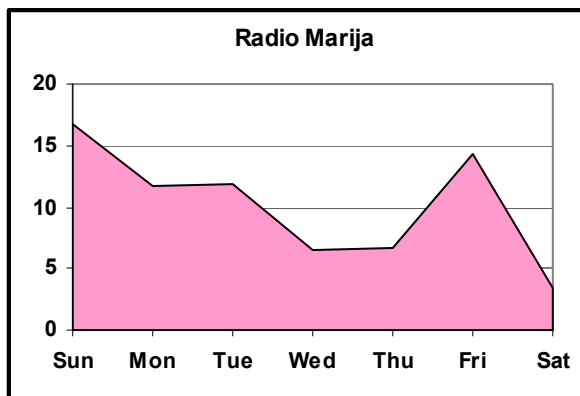
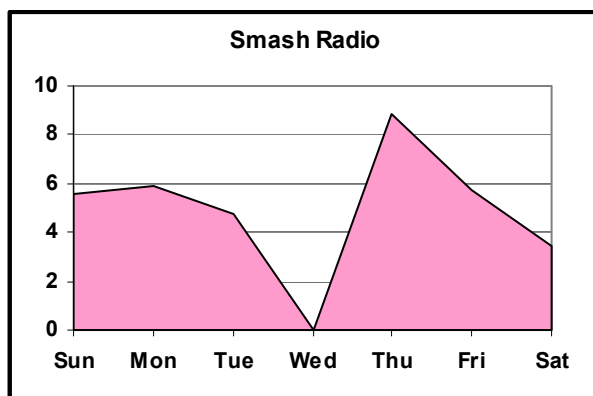
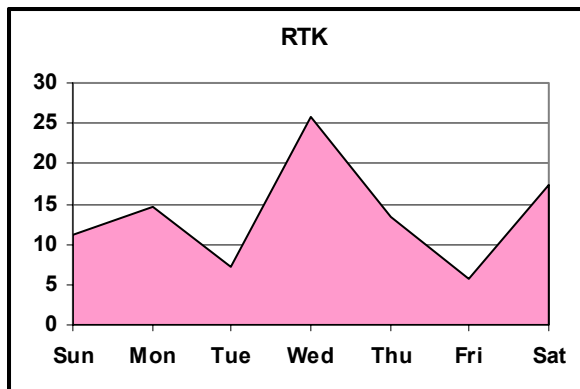
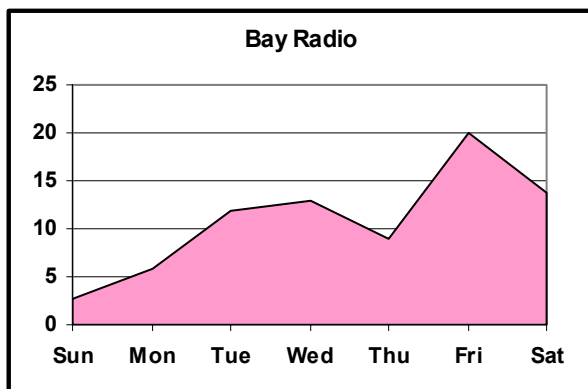
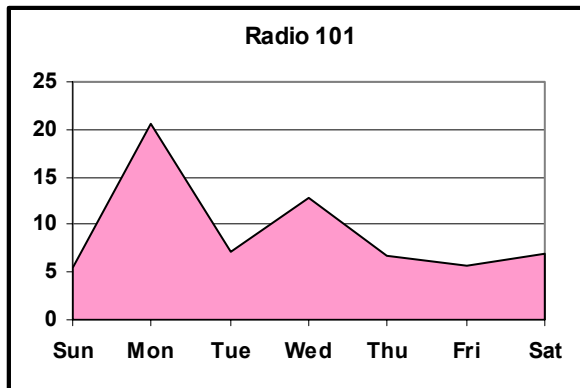
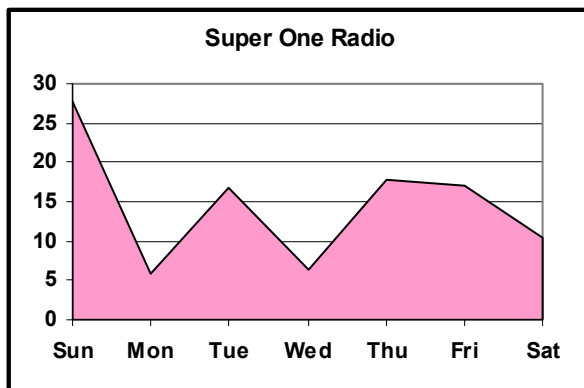
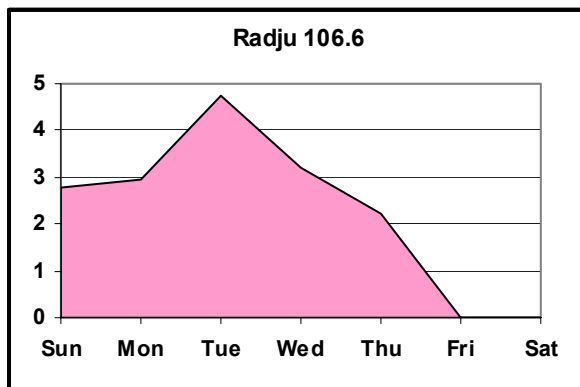
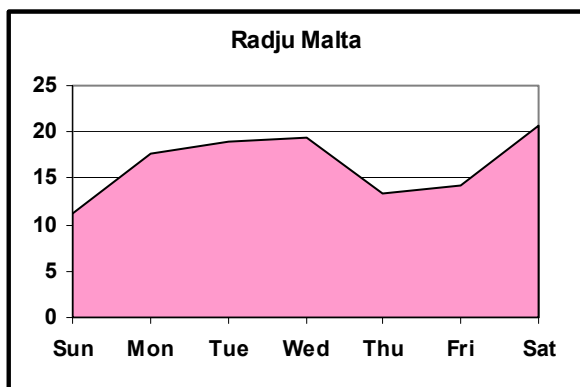


FIGURE 5.5: RADIO LISTENING BY STATION





FIGURES 5.6 - RADIO STATION LISTENING BY STATION BY WEEKDAY [JANUARY – MARCH 2005]



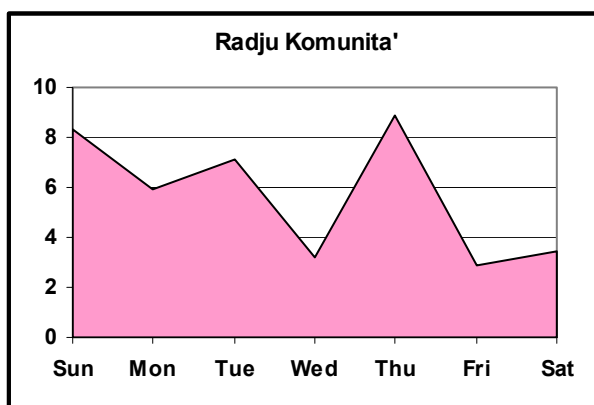
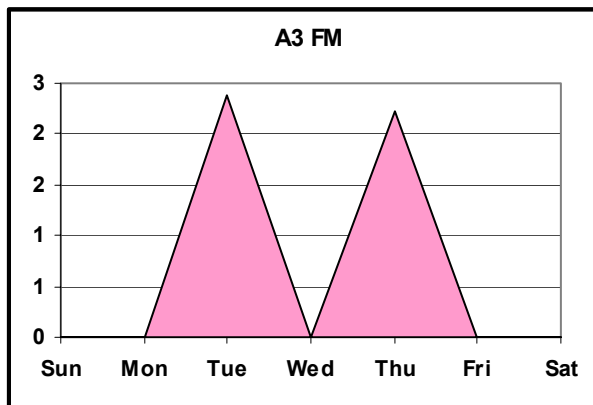
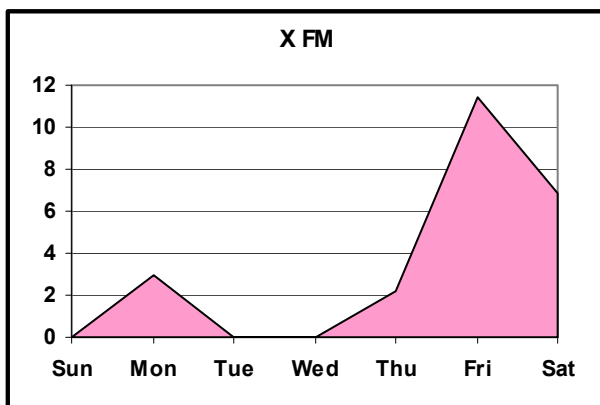
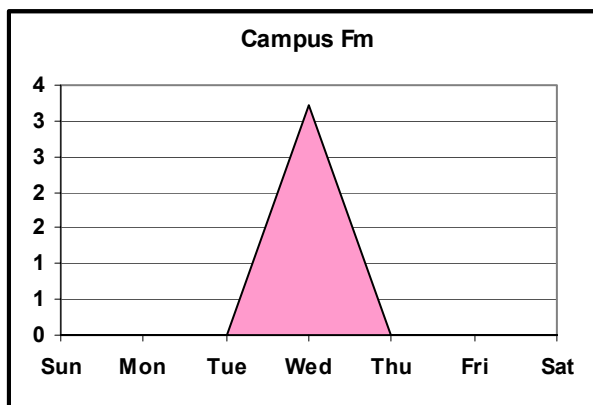
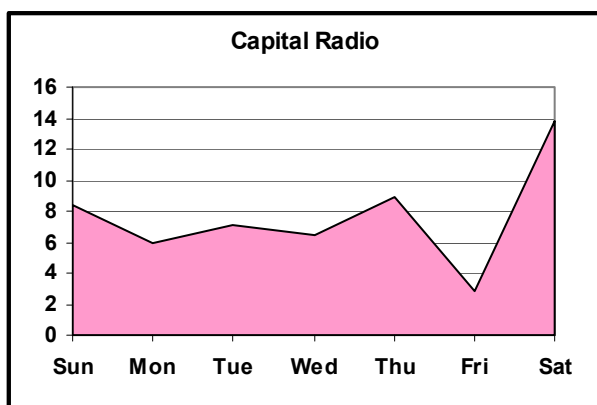
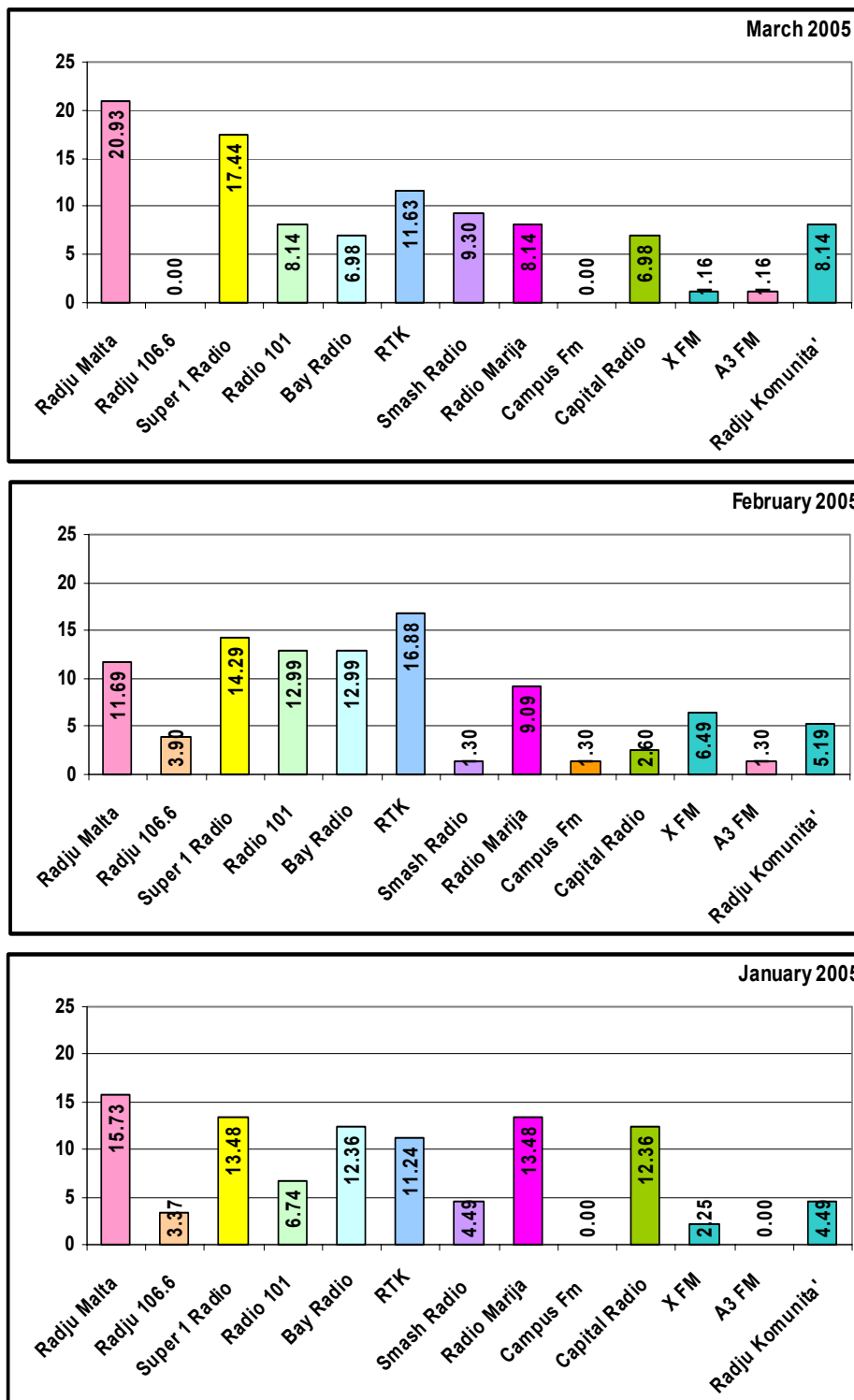
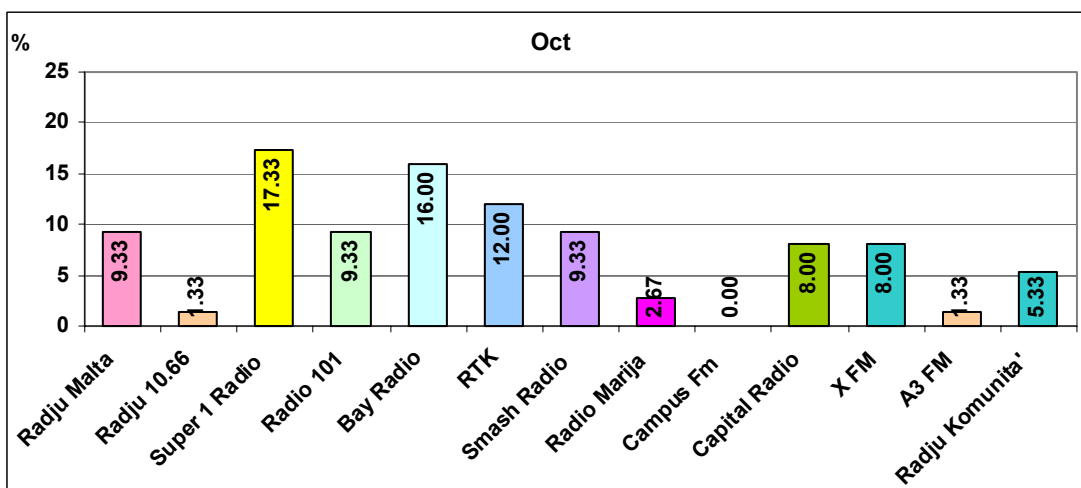
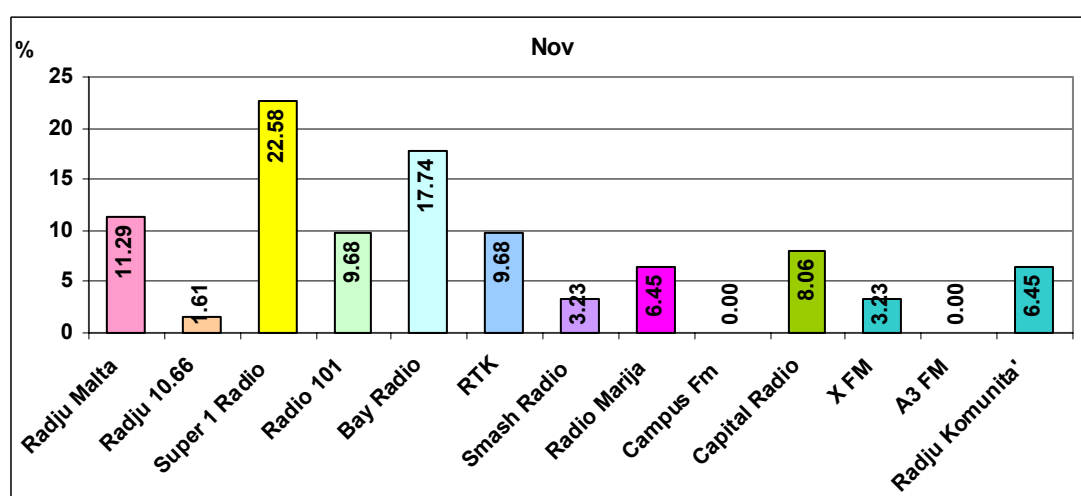
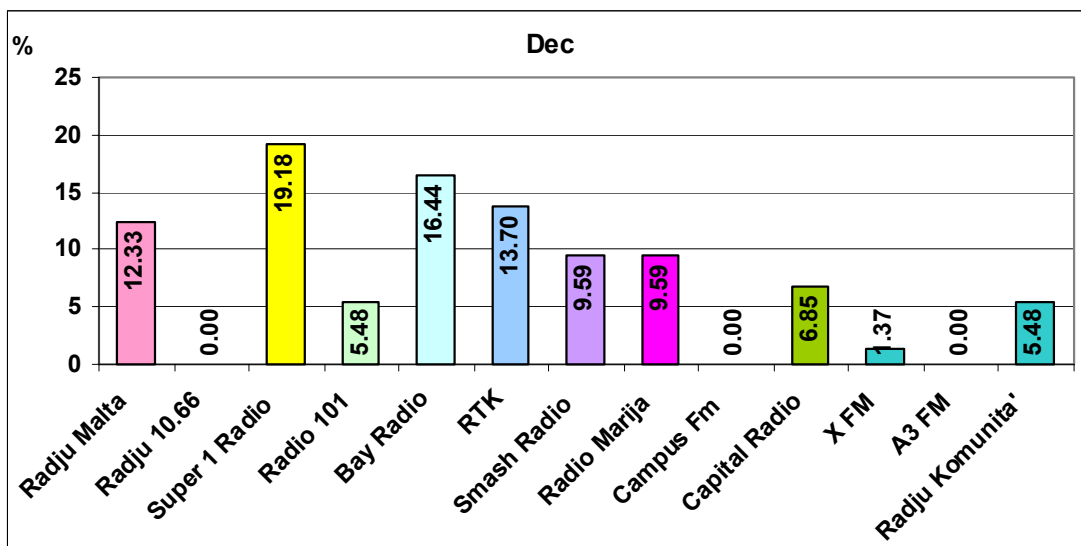
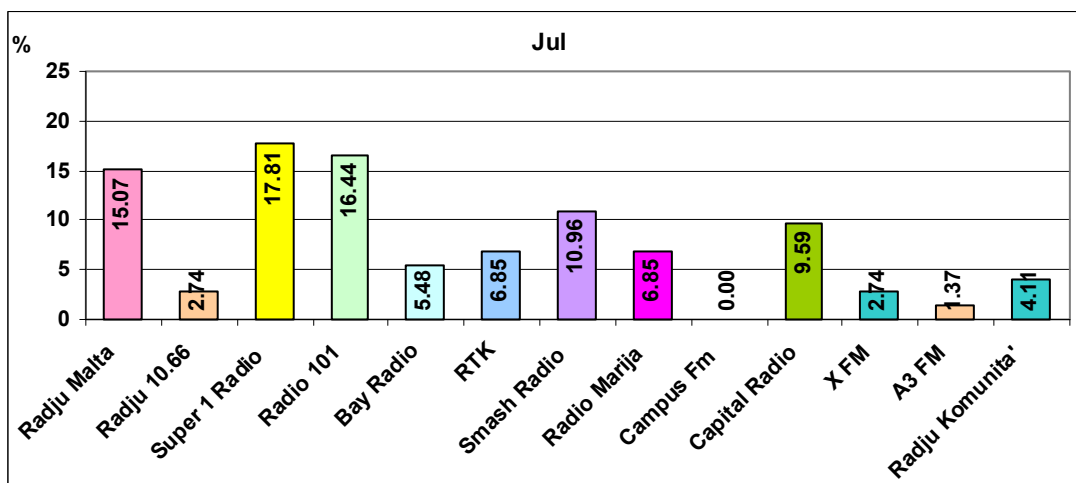
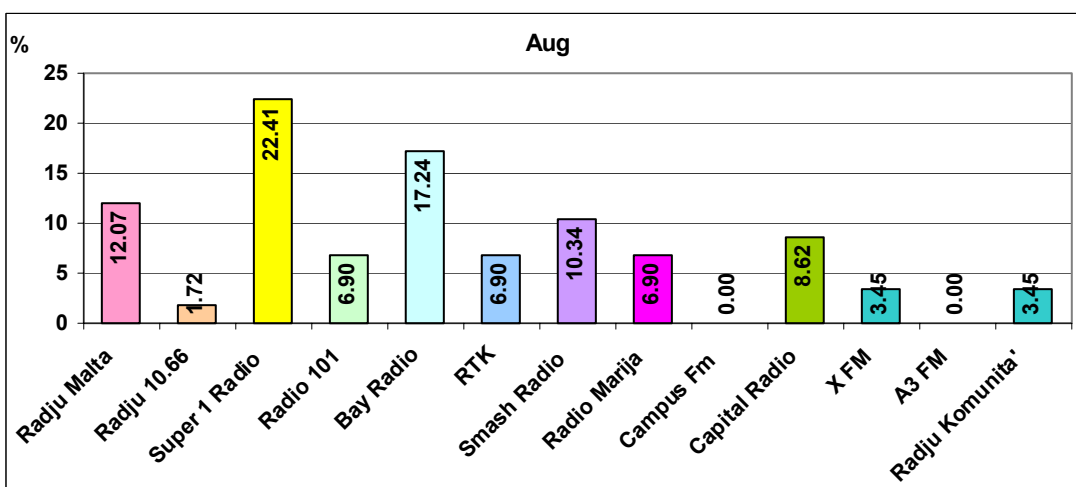
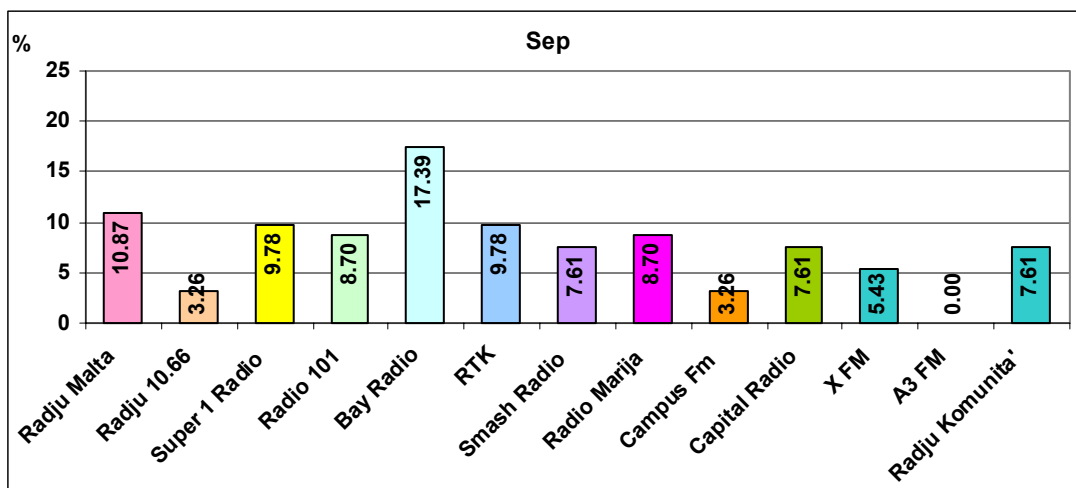


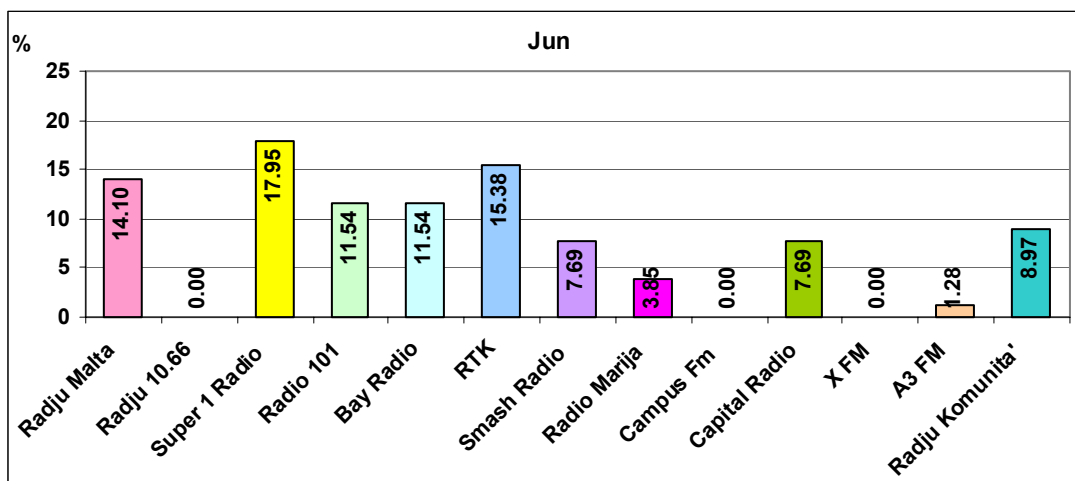
FIGURE 5.7: RADIO STATION LISTENING BY MONTH BY STATION  
2005



2004







	2004							2005		
	Jun %	Jul %	Aug %	Sep %	Oct %	Nov %	Dec %	JAN %	FEB %	MAR %
Radju Malta	14.10	15.07	12.07	10.87	9.33	11.29	12.33	15.73	11.69	20.93
Radju 10.66	0.00	2.74	1.72	3.26	1.33	1.61	0.00	3.37	3.90	0.00
Super 1 Radio	17.95	17.81	22.41	9.78	17.33	22.58	19.18	13.48	14.29	17.44
Radio 101	11.54	16.44	6.90	8.70	9.33	9.68	5.48	6.74	12.99	8.14
Bay Radio	11.54	5.48	17.24	17.39	16.00	17.74	16.44	12.36	12.99	6.98
RTK	15.38	6.85	6.90	9.78	12.00	9.68	13.70	11.24	16.88	11.63
Smash Radio	7.69	10.96	10.34	7.61	9.33	3.23	9.59	4.49	1.30	9.30
Radio Marija	3.85	6.85	6.90	8.70	2.67	6.45	9.59	13.48	9.09	8.14
Campus Fm	0.00	0.00	0.00	3.26	0.00	0.00	0.00	0.00	1.30	0.00
Capital Radio	7.69	9.59	8.62	7.61	8.00	8.06	6.85	12.36	2.60	6.98
X FM	0.00	2.74	3.45	5.43	8.00	3.23	1.37	2.25	6.49	1.16
A3 FM	1.28	1.37	0.00	0.00	1.33	0.00	0.00	0.00	1.30	1.16
Radju Komunita'	8.97	4.11	3.45	7.61	5.33	6.45	5.48	4.49	5.19	8.14
	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00



FIGURE 6.1: AVERAGE TV VIEWING BY TIME BRACKET

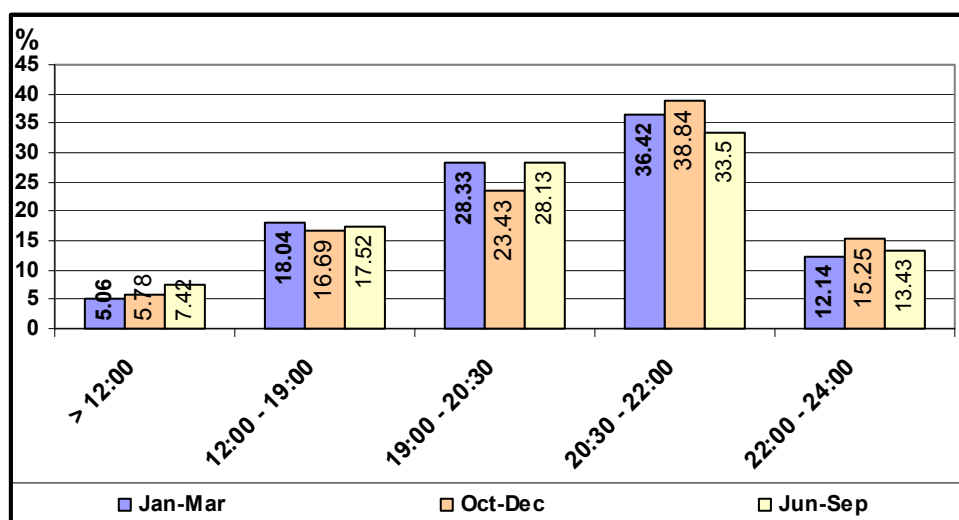
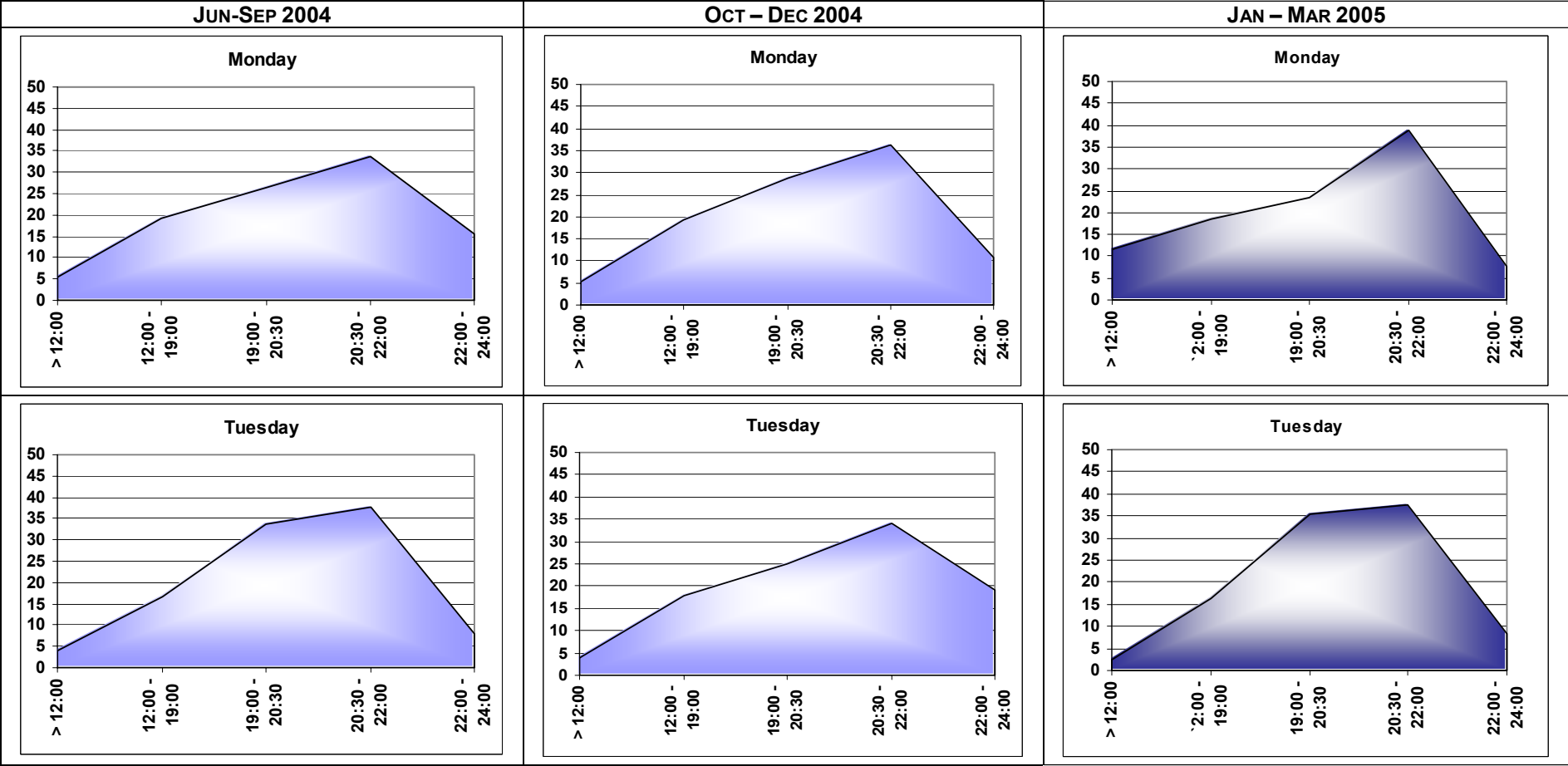
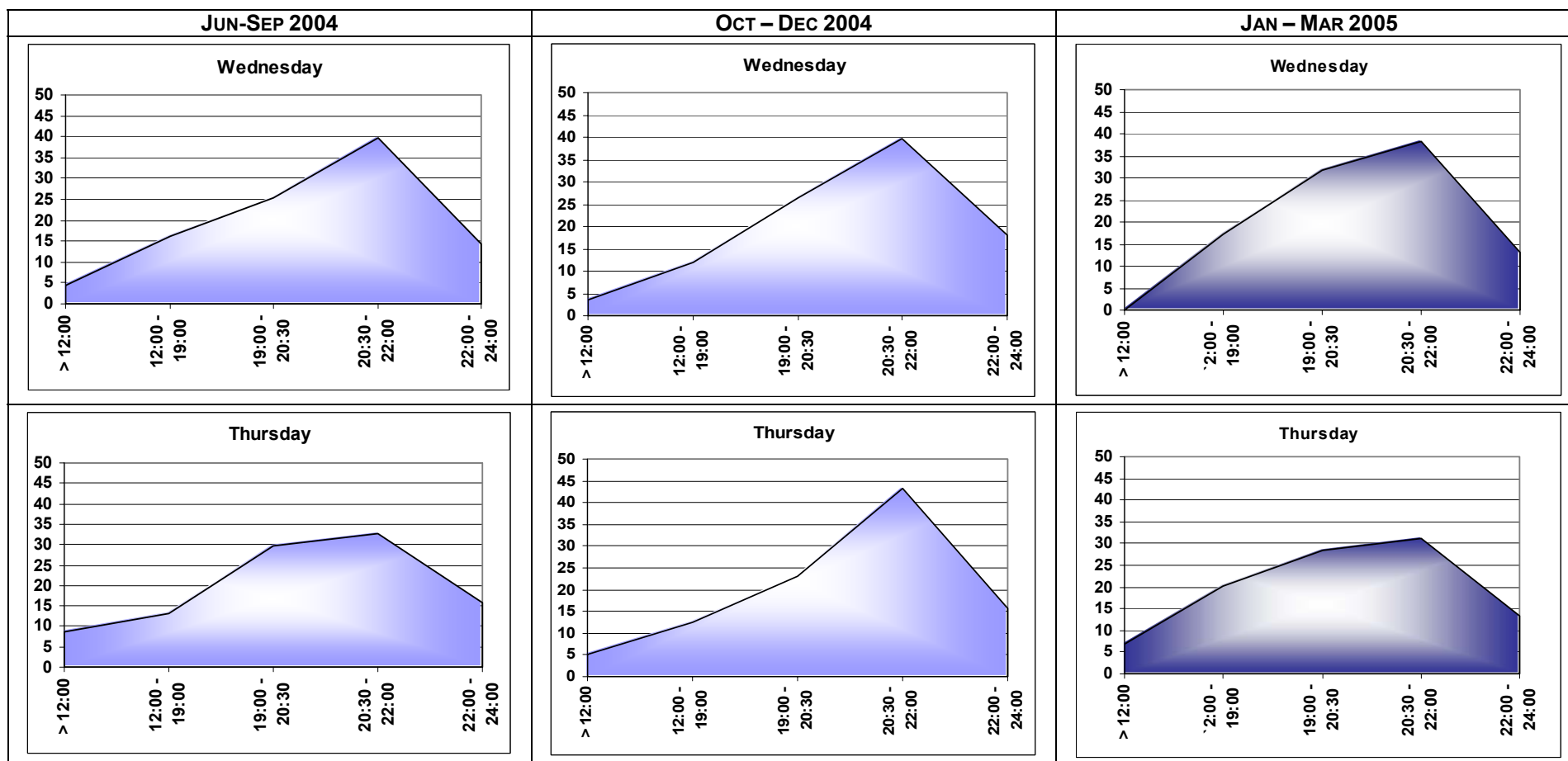
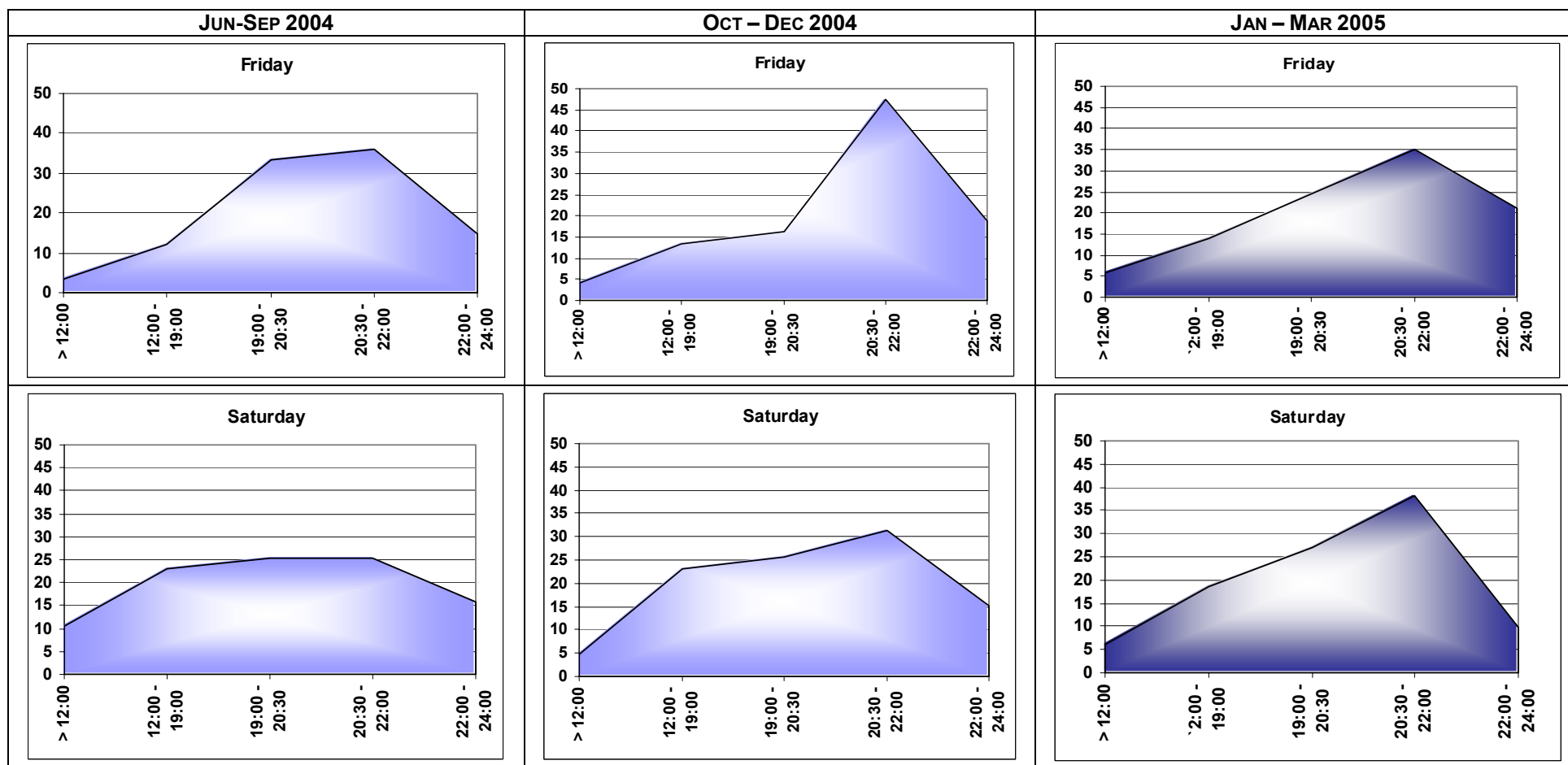


FIGURE 6.2: TV VIEWING BY WEEKDAY









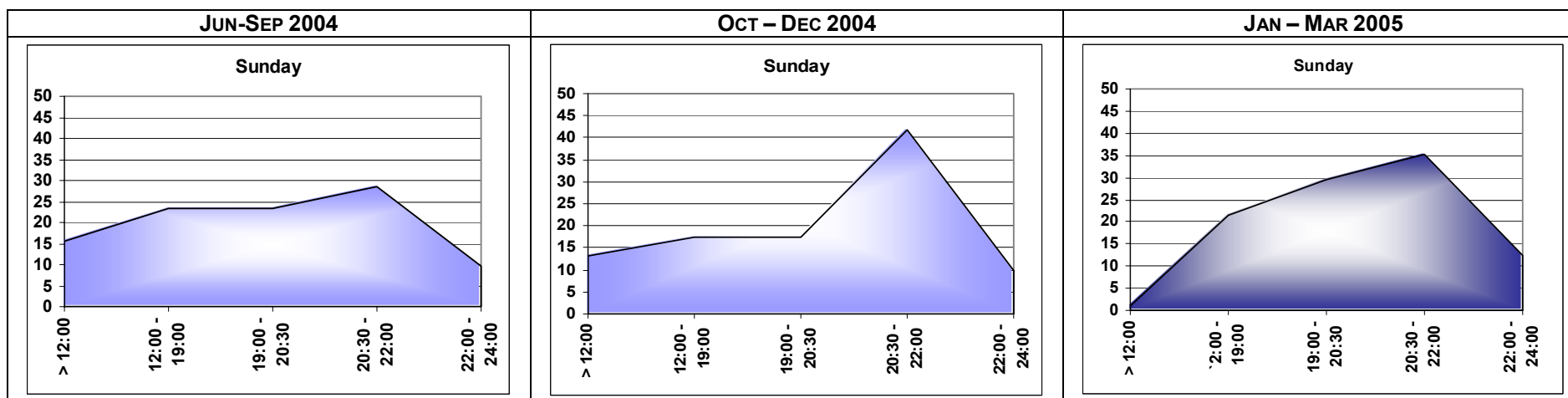


FIGURE 6.3 – TV VIEWING BY TIME BRACKET BY MONTH

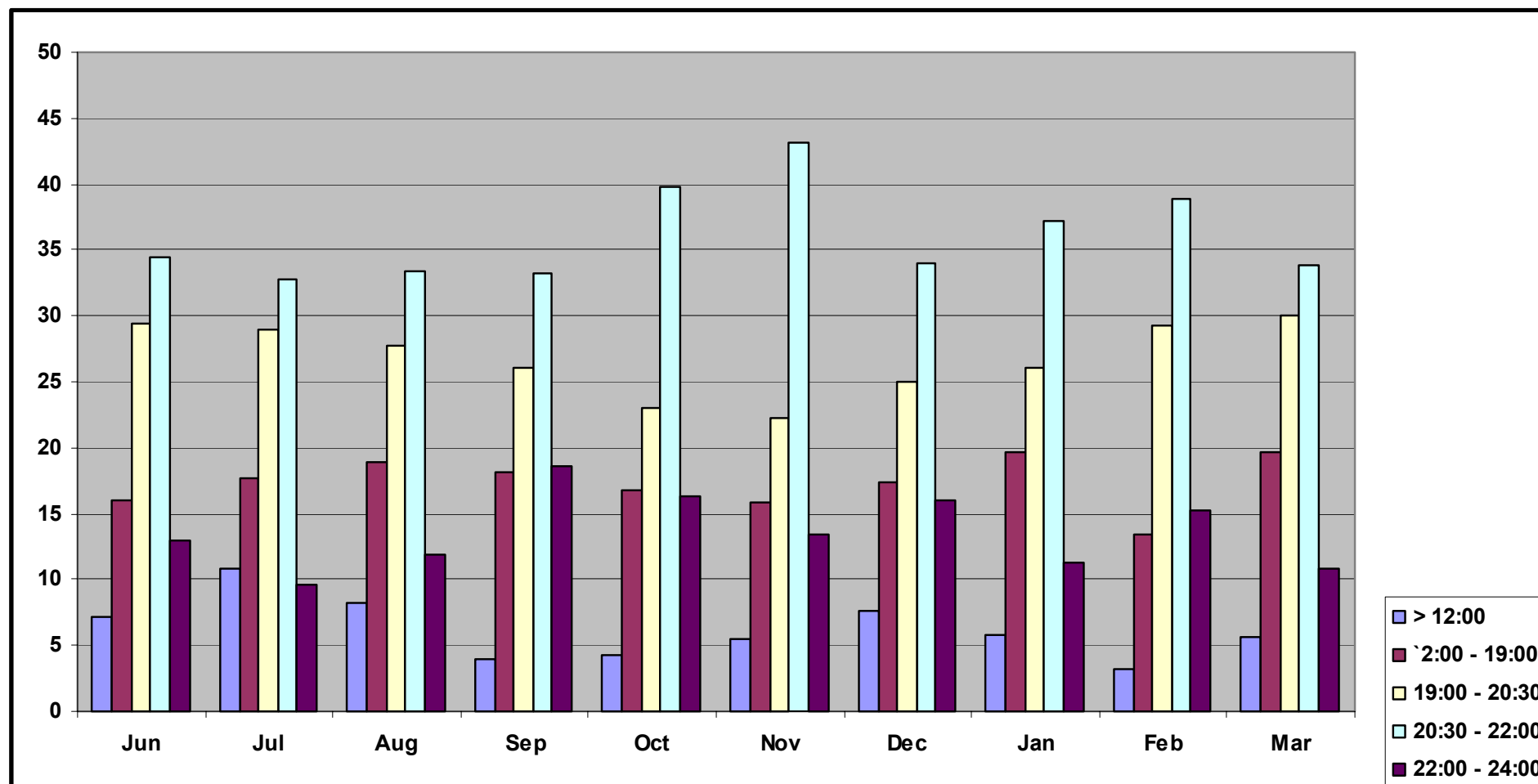


FIGURE 6.4: TV VIEWING BY STATION

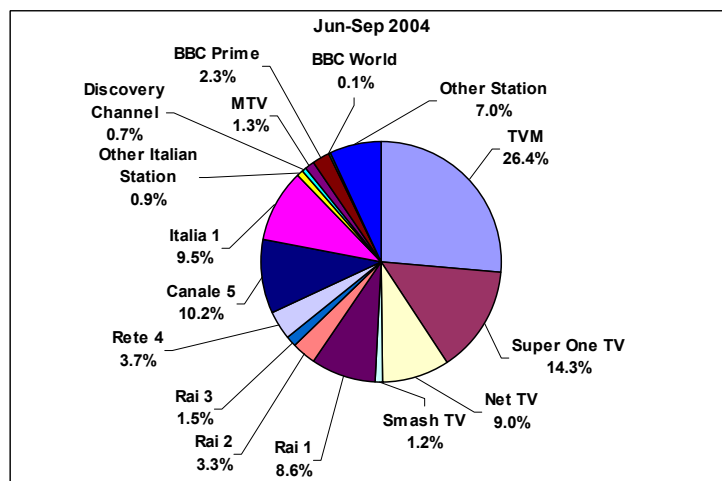
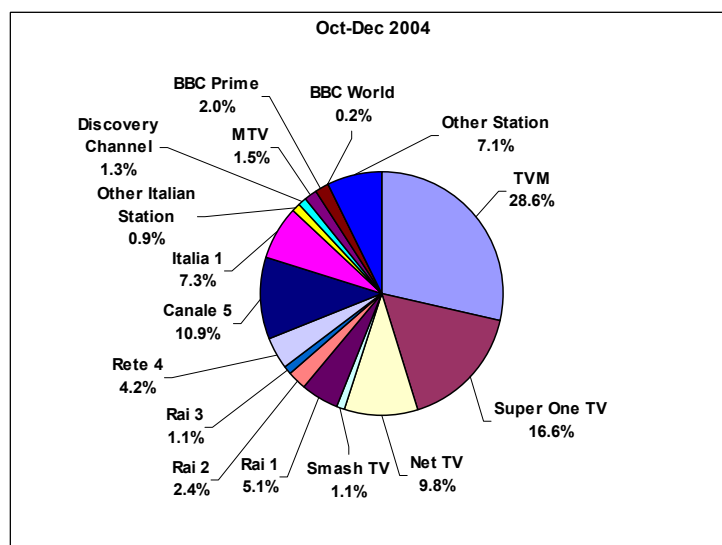
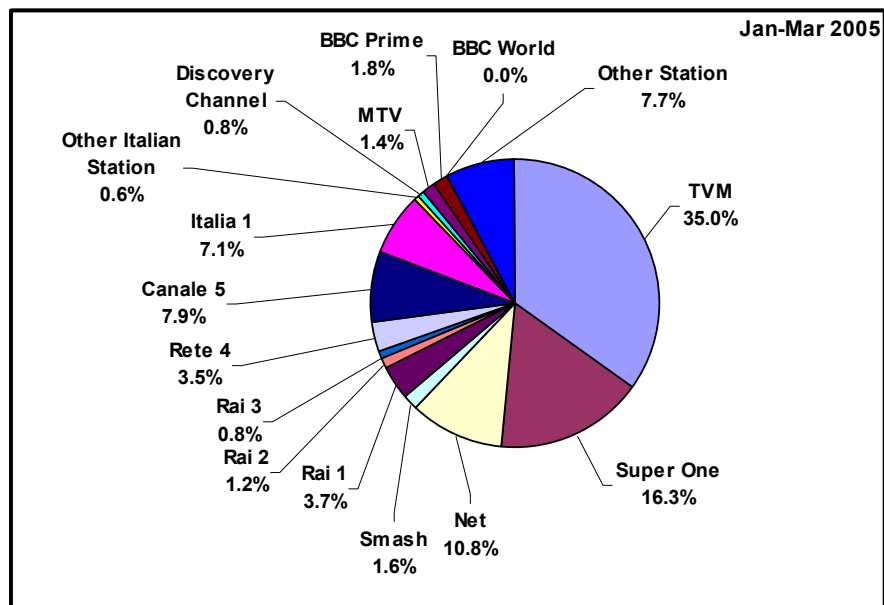
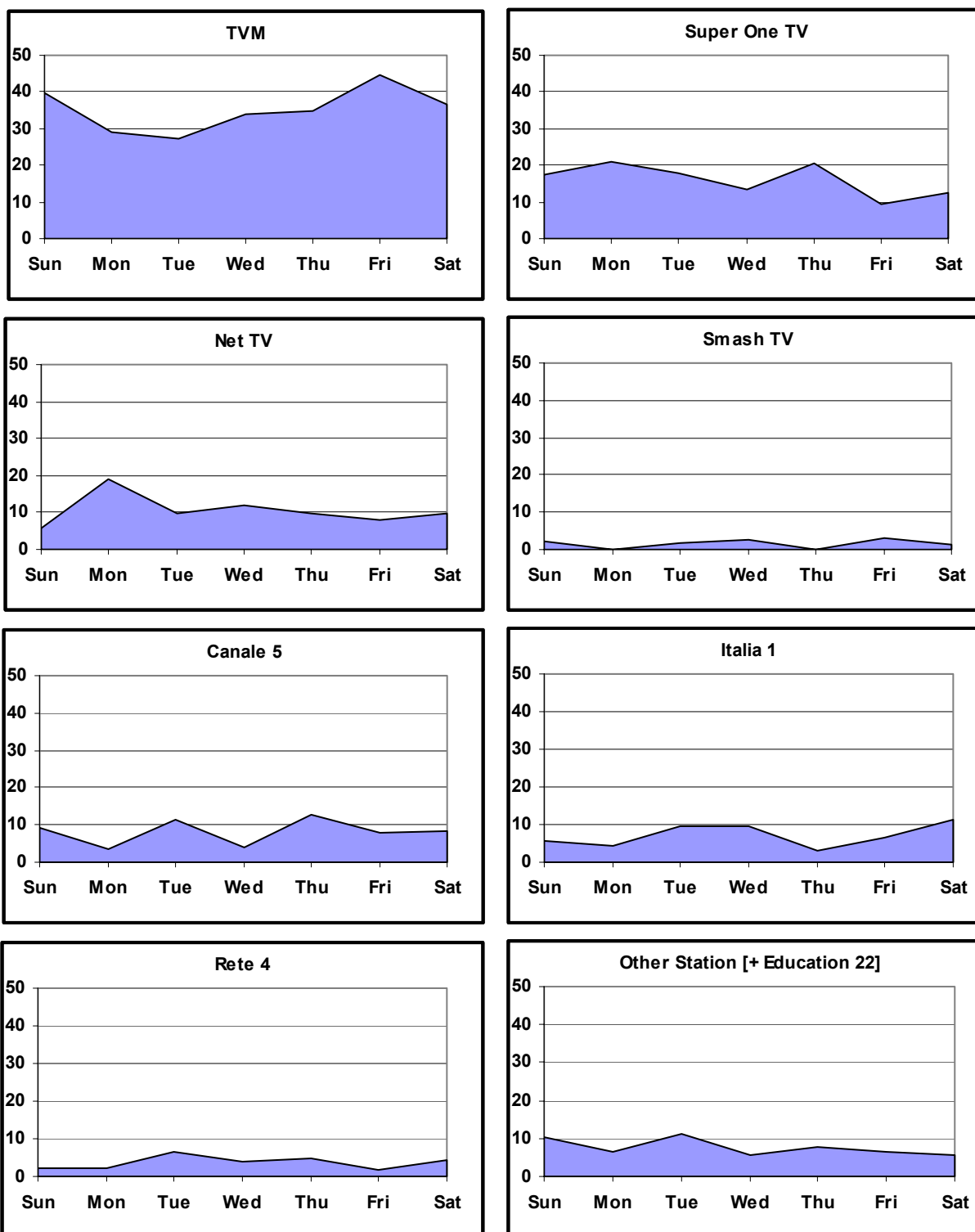
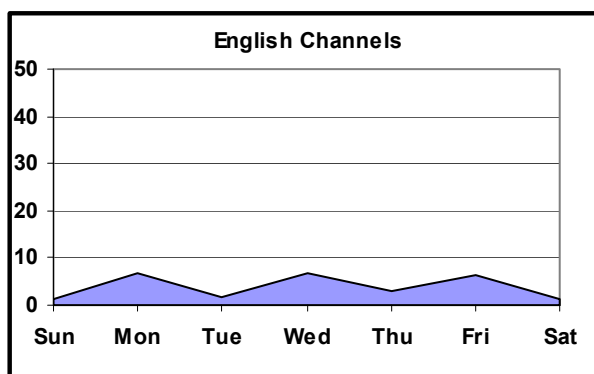
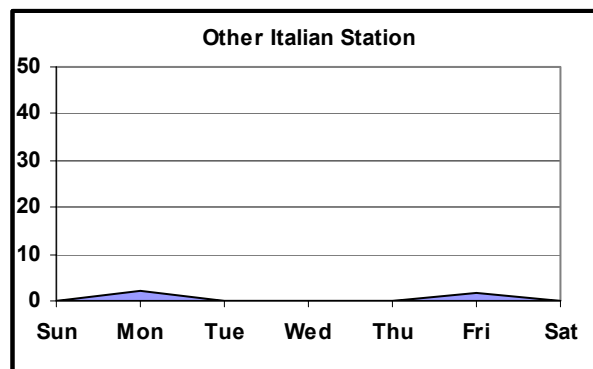
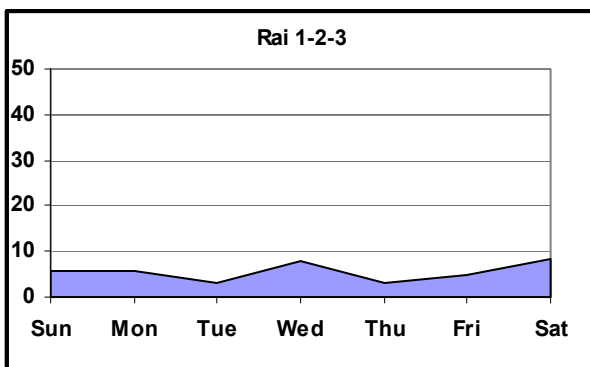


FIGURE 6.5: TV STATION VIEWING BY STATION BY WEEKDAY [JANUARY – MARCH 2005]



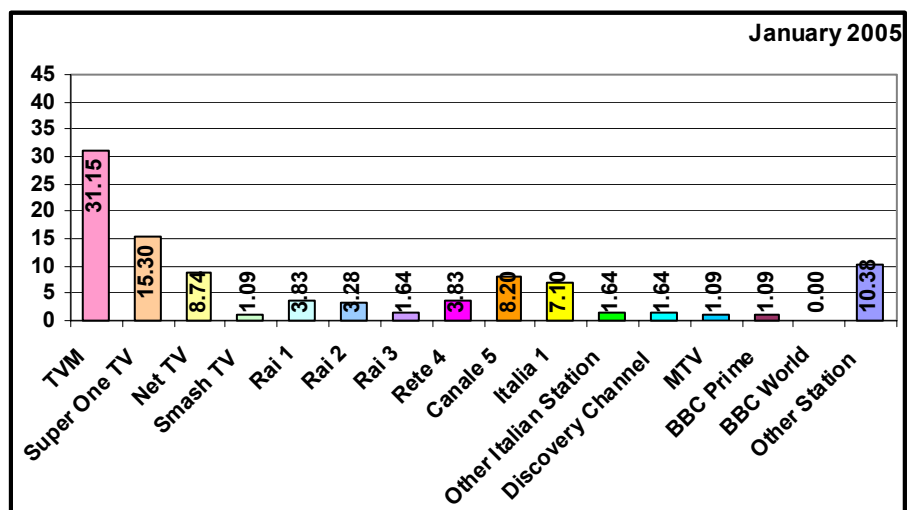
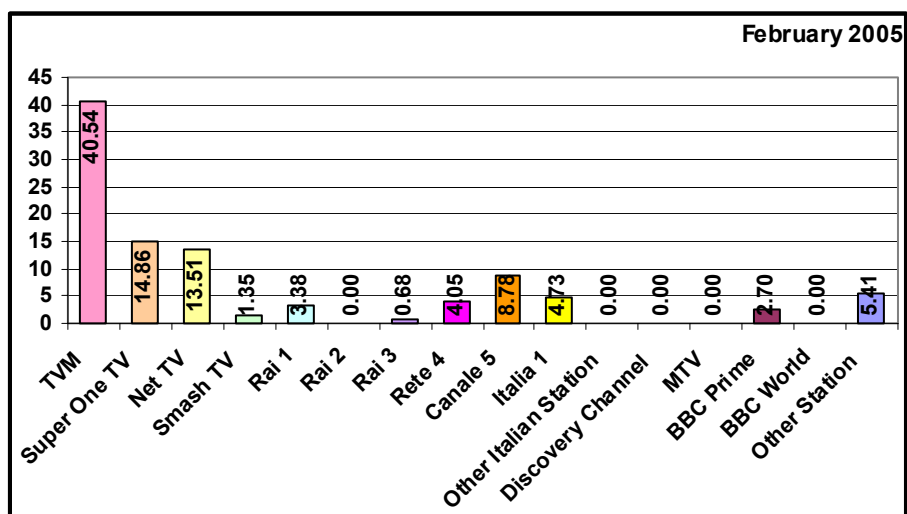
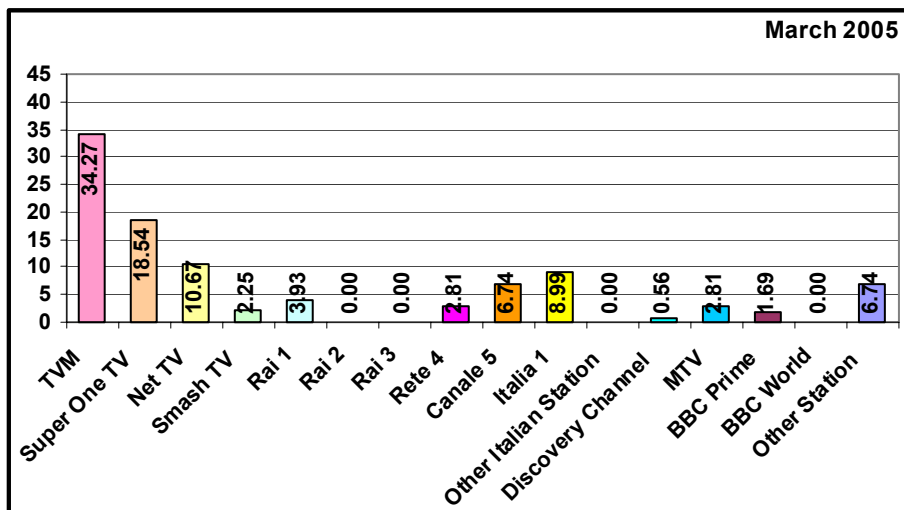


[Discovery Channel, MTV, BBC Prime, BBC World]



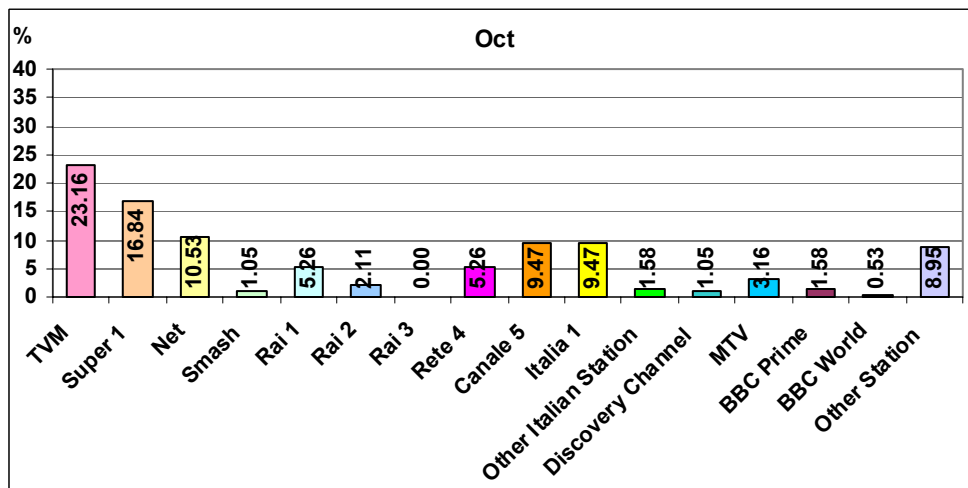
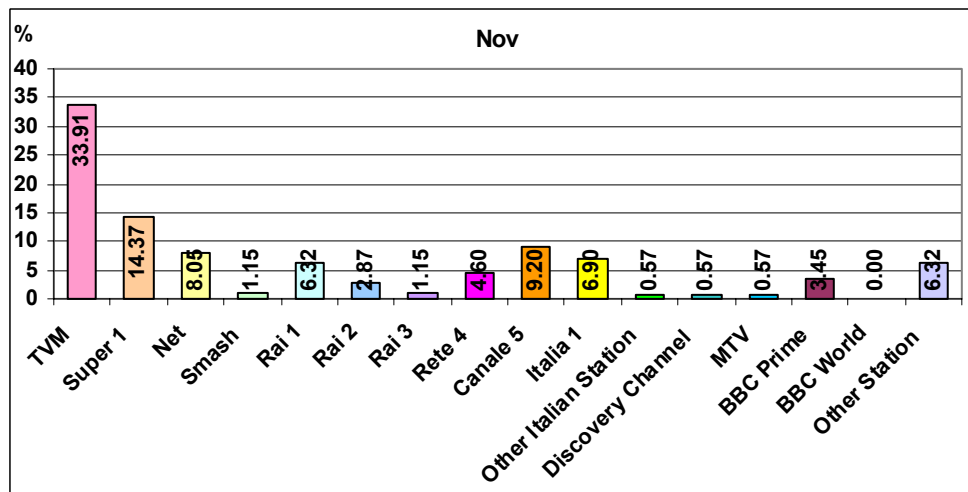
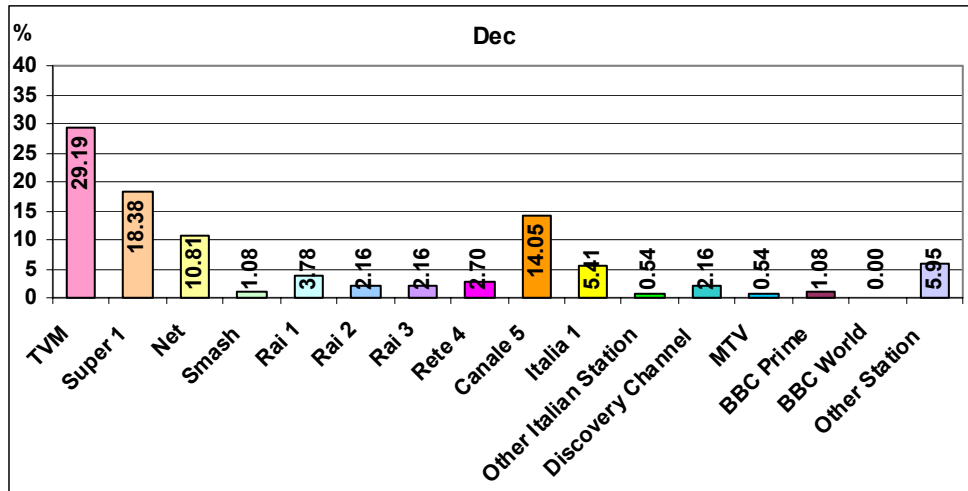
FIGURES 6.6: TV STATION VIEWING BY MONTH BY STATION

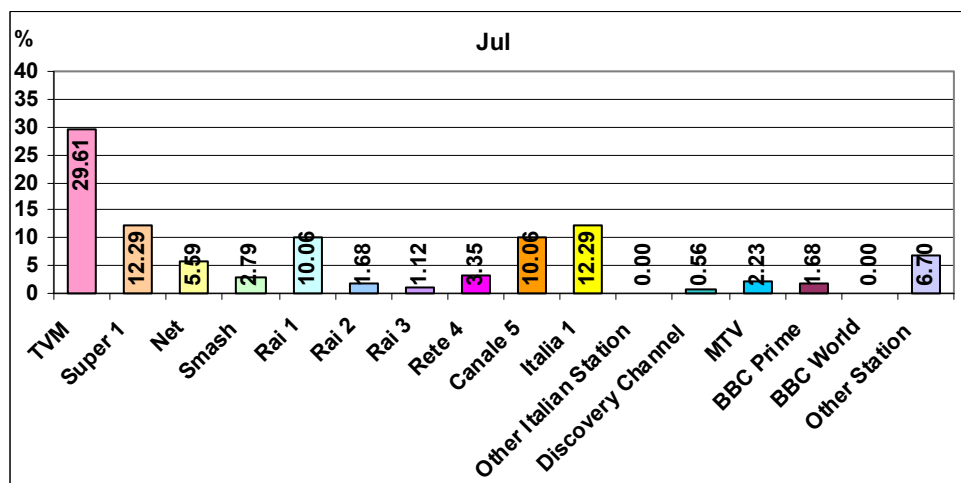
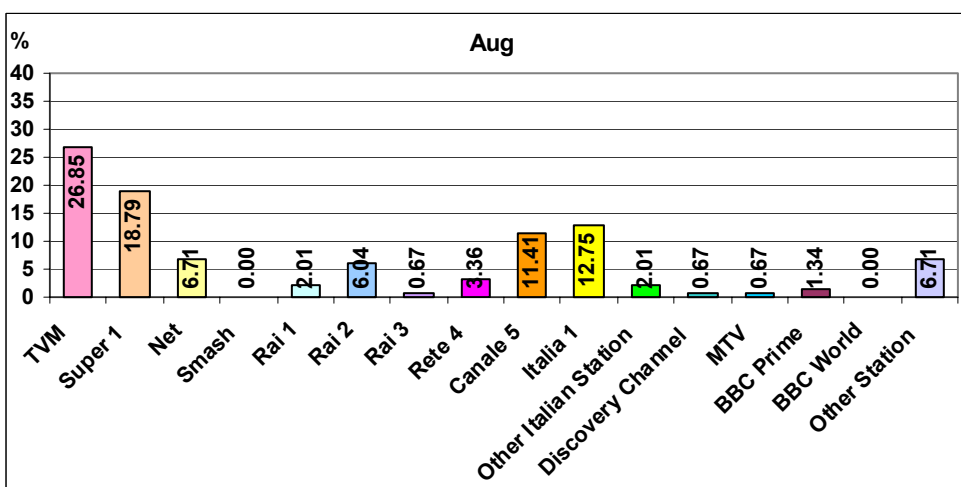
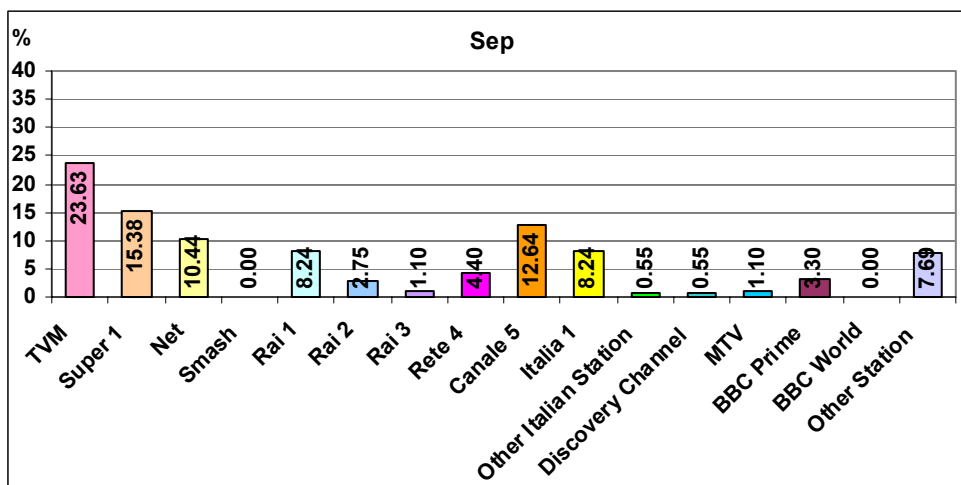
2004

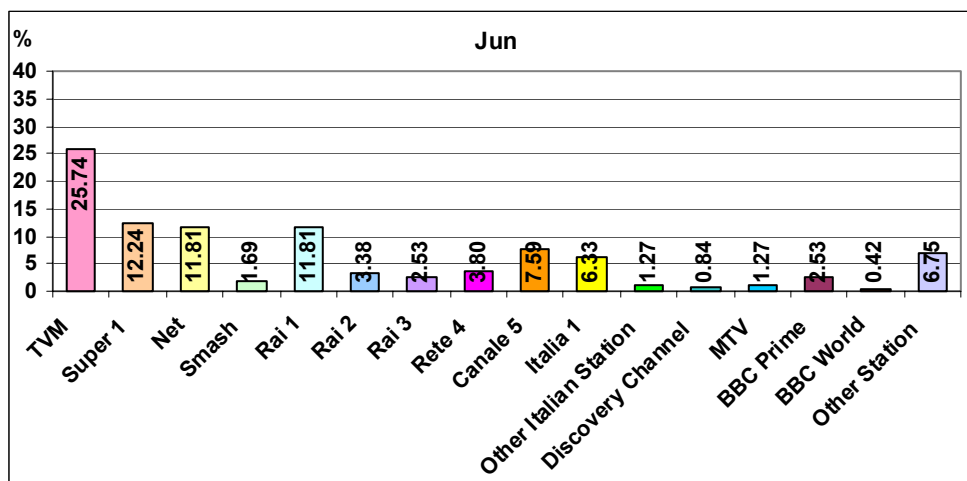




2004







	Jun %	Jul %	Aug %	Sep %	Oct %	Nov %	Dec %	JAN %	FEB %	MAR %
TVM	25.74	29.61	26.85	23.63	23.16	33.91	29.19	31.15	40.54	34.27
Super 1	12.24	12.29	18.79	15.38	16.84	14.37	18.38	15.30	14.86	18.54
Net	11.81	5.59	6.71	10.44	10.53	8.05	10.81	8.74	13.51	10.67
Smash	1.69	2.79	0.00	0.00	1.05	1.15	1.08	1.09	1.35	2.25
Rai 1	11.81	10.06	2.01	8.24	5.26	6.32	3.78	3.83	3.38	3.93
Rai 2	3.38	1.68	6.04	2.75	2.11	2.87	2.16	3.28	0.00	0.00
Rai 3	2.53	1.12	0.67	1.10	0.00	1.15	2.16	1.64	0.68	0.00
Rete 4	3.80	3.35	3.36	4.40	5.26	4.60	2.70	3.83	4.05	2.81
Canale 5	7.59	10.06	11.41	12.64	9.47	9.20	14.05	8.20	8.78	6.74
Italia 1	6.33	12.29	12.75	8.24	9.47	6.90	5.41	7.10	4.73	8.99
Other Italian Station	1.27	0.00	2.01	0.55	1.58	0.57	0.54	1.64	0.00	0.00
Discovery Channel	0.84	0.56	0.67	0.55	1.05	0.57	2.16	1.64	0.00	0.56
MTV	1.27	2.23	0.67	1.10	3.16	0.57	0.54	1.09	0.00	2.81
BBC Prime	2.53	1.68	1.34	3.30	1.58	3.45	1.08	1.09	2.70	1.69
BBC World	0.42	0.00	0.00	0.00	0.53	0.00	0.00	0.00	0.00	0.00
Other Station	6.75	6.70	6.71	7.69	8.95	6.32	5.95	10.38	5.41	6.74
	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00

