



RADIO AND TELEVISION AUDIENCES
IN MALTA
APRIL – JUNE 2005

[PART 1 – REPORT]

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CONTENTS

	PAGE
PREFACE	II
LIST OF TABLES	III
LIST OF FIGURES	III
1. BROADCASTING INDUSTRY DEVELOPMENTS, METHODOLOGY AND SAMPLE COLLECTION	1
1.1 BROADCASTING INDUSTRY DEVELOPMENTS	1
1.2 METHODOLOGY	1
1.3 SAMPLE COLLECTION	2
2. SAMPLE PROFILE	3
3. LISTENING AND VIEWING PATTERNS	5
3.1 INTRODUCTION	5
3.2 REGULAR RADIO LISTENING	5
3.3 FAVOURITE RADIO STATION	6
3.4 REGULAR TV VIEWING	8
3.5 FAVOURITE TV STATION	9
4. RADIO AND TELEVISION PROGRAMME PREFERENCES	11
4.1 INTRODUCTION	11
4.2 RADIO PROGRAMMES PREFERENCES	11
4.3 TV PROGRAMME PREFERENCES	12
5. RADIO LISTENING	13
5.1 INTRODUCTION	13
5.2 AVERAGE RADIO LISTENING	13
6. TELEVISION VIEWING	25
6.1 INTRODUCTION	25
5.2 AVERAGE TELEVISION VIEWING	25
APPENDICES	
A. QUESTIONNAIRE	37
B. LOCALITIES BY DISTRICT	43
C. DEMOGRAPHICS OF THE MALTESE ISLANDS	45
D. COMMUNITY RADIO STATIONS – LICENCES ISSUED DURING 2004	47
E. RADIO STATION LISTENING BY STATION BY MONTH – JUN/DEC 2004	49
F. RADIO STATION LISTENING BY MONTH BY STATION – JUN/DEC 2004	51
G. TV STATION VIEWING BY STATION BY WEEKDAY – JUN/DEC 2004	53
H. TV STATION VIEWING BY MONTH BY STATION – JUN/DEC 2004	55



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 April-June 2005. 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.

July 2005



LIST OF TABLES

LIST OF TABLES		Page
TABLE 1.1	RESPONDENTS BY GENDER, AGE GROUP AND BY MONTH OF INTERVIEW	1
TABLE 2.1	SAMPLE PROFILE BY GENDER	3
TABLE 2.2	SAMPLE BY AGE AND BY SOCIO-ECONOMIC GROUP	3
TABLE 2.3	SAMPLE BY AGE AND BY HIGHEST EDUCATION LEVEL	4
TABLE 2.4	SAMPLE BY AGE AND BY DISTRICT	4
TABLE 3.1	FAVOURITE RADIO STATION	6
TABLE 3.2	PREFERENCES FOR RADIO STATIONS – BY DISTRICT	8
TABLE 3.3	REGULAR TV VIEWING	8
TABLE 3.4	FAVOURITE TV STATION	9
TABLE 3.5	PREFERENCES FOR TV STATIONS – BY DISTRICT	10
TABLE 4.1	RADIO PROGRAMME PREFERENCES	11
TABLE 4.2	TV PROGRAMME PREFERENCES	12
TABLE 5.1	RADIO LISTENING	13
TABLE 5.2	RADIO LISTENING BY NUMBER OF HOURS [JUNE 2004 – JUNE 2005]	14
TABLE 5.3	RADIO LISTENING BY GENDER AND BY MONTH [JUNE 2004 – JUNE 2005]	14
TABLE 5.4	RADIO LISTENING BY TIME-BRACKET	15
TABLE 5.5	RADIO LISTENING BY TIME-BRACKET BY WEEKDAY – APR/JUN 2004	16
TABLE 5.6	RADIO LISTENING BY TIME-BRACKET BY WEEKDAY – JAN/MAR 2004	16
TABLE 5.7	RADIO LISTENING BY TIME-BRACKET BY WEEKDAY – OCT/DEC 2004	16
TABLE 5.8	RADIO LISTENING BY TIME-BRACKET BY WEEKDAY – JUN/SEP 2004	16
TABLE 5.9	RADIO STATION LISTENING BY WEEKDAY	20
TABLE 5.10	RADIO LISTENING BY MONTH	21
TABLE 5.11	RADIO STATION LISTENING BY MONTH – OVERALL RANKING [JUNE 2004 – JUNE 2005]	22
TABLE 5.12	RADIO STATION LISTENING BY MONTH AND BY RANKING	23
TABLE 6.1	REGULAR TV VIEWING BY TOTAL, BY GENDER, AND BY MONTH	25
TABLE 6.2	AVERAGE TV VIEWING BY TIME BRACKET	26
TABLE 6.3	TV VIEWING BY TIME-BRACKET BY WEEKDAY – APR/JUN 2005	27
TABLE 6.4	TV VIEWING BY TIME-BRACKET BY WEEKDAY – JAN/MAR 2005	27
TABLE 6.5	TV VIEWING BY TIME-BRACKET BY WEEKDAY – OCT/DEC 2004	27
TABLE 6.6	TV VIEWING BY TIME-BRACKET BY WEEKDAY – JUN/SEP 2004	27
TABLE 6.7	TV VIEWING BY TIME BRACKET AND BY MONTH [JUNE 2004 – JUNE 2005]	30
TABLE 6.8	TV STATION VIEWING BY WEEKDAY	31
TABLE 6.9	TV STATION VIEWING BY MONTH	32
TABLE 6.10	TV STATION VIEWING BY MONTH – OVERALL RANKING [JUNE 2004 – JUNE 2005]	32
TABLE 6.11	TV STATION VIEWING BY MONTH AND BY RANKING	33



LIST OF FIGURES

	Page
FIGURE 3.1	5
FIGURE 3.2	7
FIGURE 3.3	7
FIGURE 3.4	9
FIGURE 3.5	9
FIGURE 3.6	10
FIGURE 4.1	11
FIGURE 4.2	12
FIGURE 5.1	13
FIGURE 5.2	14
FIGURE 5.3	14
FIGURE 5.4	15
FIGURE 5.5	15
FIGURE 5.6	17
FIGURE 5.7	18
FIGURE 5.8	19
FIGURE 5.9	20
FIGURE 5.12	22
FIGURE 5.13	23
FIGURE 6.1	25
FIGURE 6.2	26
FIGURE 6.3	26
FIGURE 6.4	28
FIGURE 6.5	29
FIGURE 6.6	29
FIGURE 6.7	30
FIGURE 6.8	31
FIGURE 6.11	33
FIGURE 6.12	34
 APPENDIX E	
FIGURE 5.10	49
 APPENDIX F	
FIGURE 5.11	51
 APPENDIX G	
FIGURE 6.9	53
 APPENDIX H	
FIGURE 6.10	55



1. BROADCASTING INDUSTRY DEVELOPMENTS, METHODOLOGY AND SAMPLE COLLECTION

1.1 Broadcasting Industry Developments

During the second quarter of 2005 various developments have occurred in the broadcasting industry. On 11th May 2005, the Malta Communications Authority assigned frequencies to two digital terrestrial television (DTTV) network operators to Maltacom plc. and Multiplus Ltd.; where nationwide coverage of their transmissions is expected to be achieved within 18 months of the assignments. By 29th May, Multiplus Ltd. released the rates and packages for its services. By 5th June, the company announced that due to its overwhelming response, the digital set-top-box could be booked for Lm67 instead of the announced Lm87. In the meantime, Melita Cable started offering the replacement of its analogue connectors to digital converters free-of-charge.

During the same period of April-June, Radio 101 started transmitting from their new studios on 28th May, while this was followed by Net Television during the following weeks. On the other hand, a new Board of Directors was announced for One Productions Limited with a restructuring exercise of their executive and managerial team which included the abolition of the CEO and the appointment of a Managing Director.

On 5th May, A3 FM closed down and its frequency was taken over by Calypso Media Communications who were operating on a community radio frequency after the Gozitan station was taken over by Radju Marija the previous year. Calypso started transmitting from the Bugibba studios that had hosted A3 FM since October 2003 under the new name of Calypso 101.8, retaining the same line-up of presenters as it had as a community channel. On 4th July the Authority informed Calypso 101.8 that it has approved the change in transmission name from A3 FM, that their community radio licence was no longer in force, and to inform the Malta Communications Authority of their transmission changes.

1.2 Methodology

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 April to 30th June 2005. On average, the sample was spread evenly over the reference period.



1.3 Sample Collection

Response - During the 3 months of the survey 394 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+
April	128	52	76	41	52	35
May	131	60	71	31	42	58
June	135	57	78	33	43	59
Total	394	169	225	105	137	152

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.

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. Sampling for the period under review started in 1st April 2005 till 30th June 2005.
- 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	105	26.6%	41	24.3%	64	28.4%
30-49	137	34.8%	63	37.3%	74	32.9%
50+	152	38.6%	65	38.5%	87	38.7%
Total	394	100.0%	169	100.0%	225	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: SAMPLE BY AGE AND BY SOCIO-ECONOMIC GROUP

TABLE 2.2: SAMPLE BY AGE AND BY SOCIO-ECONOMIC GROUP																		
AGE GROUP	TOTAL		ECONOMIC STATUS															
			HOUSE PERSON		STUDENT		EMPLOYED		SELF-EMPLOYED		UN-EMPLOYED		PENSIONER		UNABLE TO WORK DUE TO SICKNESS/DISABILITY		OTHER INACTIVE PERSON	
	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N
12-29	26.6	105	6.3	9	100.0	45	30.5	36	[]	5	[]	7	0.0	0	[]	1	[]	2
30-49	34.8	137	38.0	54	0.0	0	52.5	62	[]	11	[]	3	2.2	1	[]	5	[]	1
50+	38.6	152	55.6	79	0.0	0	16.9	20	[]	4	[]	1	97.8	44	[]	4	[]	0
Total	100%	394	100%	142	100%	45	100%	118	100%	20	100%	11	100%	45	100%	10	100%	3

[] Unqualified as data representatives



TABLE 2.3: 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	26.6	105	18.9	24	29.7	46	44.6	25	[]	10	[]	0	[]	0
30-49	34.8	137	21.3	27	48.4	75	42.9	24	[]	10	[]	1	[]	0
50+	38.6	152	59.8	76	21.9	34	12.5	7	[]	5	[]	28	[]	2
Total	100.0	394	100.0	127	100.0	155	100.0	56	100.0	25	100.0	29	100.0	2

[] Unqualified as data representatives

TABLE 2.4: SAMPLE BY AGE AND BY DISTRICT

AGE GROUP	TOTAL		DISTRICT											
			SOUTHERN HARBOUR		NORTHERN HARBOUR		SOUTH EASTERN		WESTERN		NORTHERN		GOZO & COMINO	
	%	N	%	N	%	N	%	N	%	N	%	N	%	N
12-29	26.6	105	24.5	23	28.3	34	30.2	16	20.4	11	28.9	11	28.6	10
30-49	34.8	137	28.7	27	35.0	42	35.8	19	38.9	21	52.6	20	22.9	8
50+	38.6	152	46.8	44	36.7	44	34.0	18	40.7	22	18.4	7	48.6	17
Total	100.0	394	100.0	94	100.0	120	100.0	53	100.0	54	100.0	38	100.0	35

[] 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.



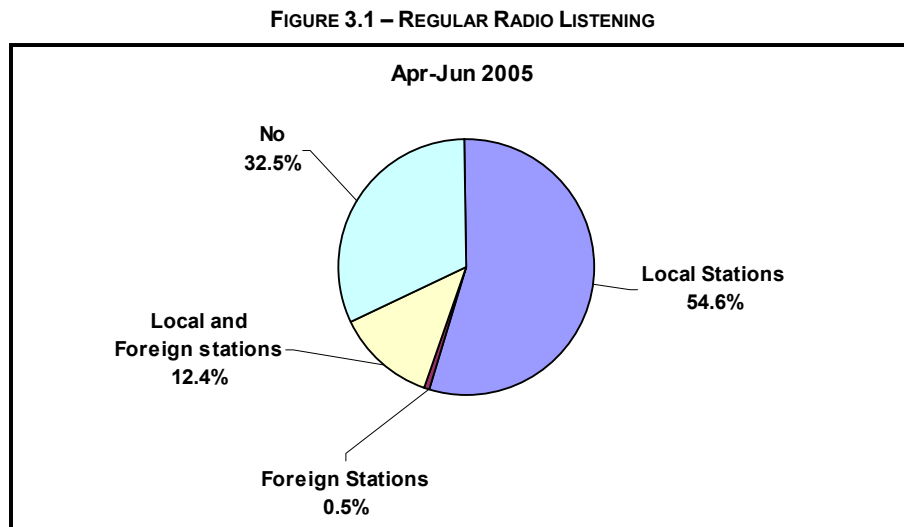
3. LISTENING AND VIEWING PATTERNS

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 Regular 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 April-June 2005 reached 67.5%. While 54.6% listen to local radio stations, 12.4% listen to both local and foreign radio stations; and the remaining 32.5% stated that they do not listen to radio¹ – see Figure 3.1 below.



3.2.2 Overall radio listening [67.5%] was lower by 2.5% than that for the period January-March 2005 [70.0%]. Respondents who do not listen to radio regularly have increased [+2.5%], including also those switching to both local and foreign stations [+1%]. Local station radio listening has decreased [-4.0%] during the period April-June 2005. During this period, those in the 30-49 age group [57.7%] favoured more local stations listening, being followed by those in the 50+ age group [55.3%]². Of all those who stated that they do not listen to radio regularly, the highest increase was registered by those in the 50+ age group [8.9% from 31.7% (1st quarter) to 40.6% (2nd quarter)].

¹ Full details in Table 2.1, Part 2

² Full details in Table 2.1, Part 2



- 3.2.3 “Local radio stations” listening was mostly followed by those of secondary level education [43.7%] followed by those having primary education [31.6%]; by house persons [37.7%] followed by those employed [29.3%]; and by those living in the Northern harbour area [32.1%] followed by those in the Southern harbour area. The same pattern can be seen for “local and foreign radio stations” with the exception of those employed [38.8%] followed by house persons [26.5%].
- 3.2.4 Those living in the South Eastern district favour more “local stations” [64.2%] than their counterparts in other districts while “local and foreign stations” are more favoured in the Northern harbour and Western districts [16.7%].
- 3.2.5 Non-regular radio listening was registered most in Gozo and Comino [45.7%] followed by those in the Northern District [36.8%].³

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, 18.9% stated that they do not have a particular preferred station. Super One Radio [14.8%] is the most preferred radio station, followed by Bay Radio, RTK and Capital Radio [8.3%]. Although Bay Radio have increased

TABLE 3.1 – FAVOURITE RADIO STATION

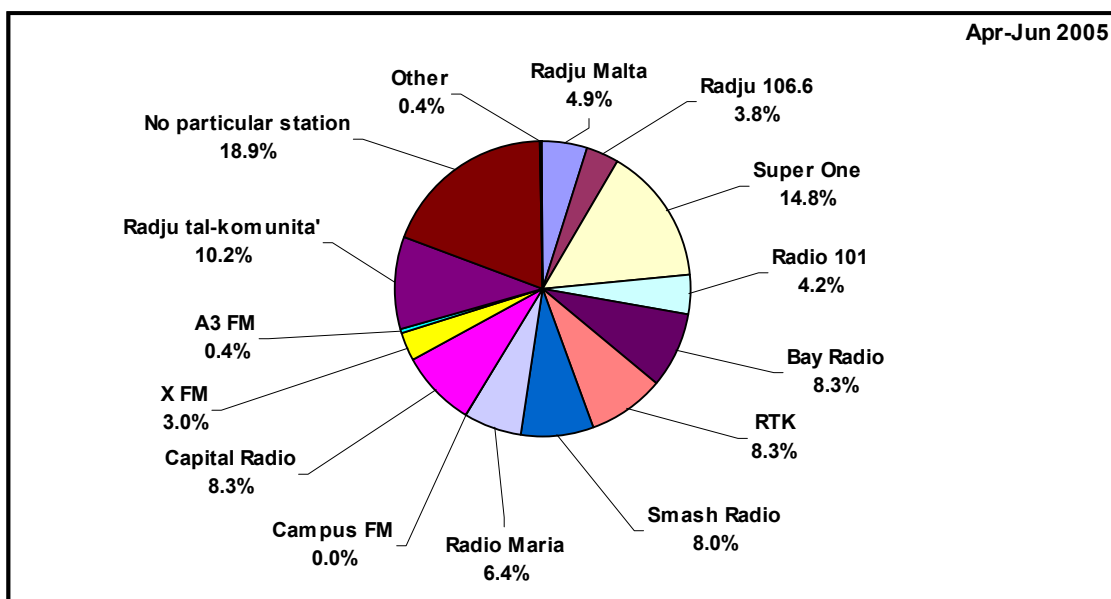
RADIO STATIONS	APR-JUN 2005 %	JAN-MAR 2005 %	OCT-DEC 2004 %	JUN-SEP 2004 %
Radju Malta	4.9	11.6	7.2	10.5
Radju 106.6[Parlament]	3.8	4.8	2.1	3.4
Super One	14.8	11.9	17.9	15.3
Radio 101	4.2	8.2	5.8	5.7
Bay Radio	8.3	9.9	11.3	9.6
RTK	8.3	7.5	9.6	9.2
Smash Radio	8.0	5.4	7.6	8.2
Radju Maria	6.4	8.2	3.4	4.3
Campus FM	0.0	0.0	0.0	0.7
Capital Radio	8.3	5.1	6.5	5.7
X FM	3.0	2.4	5.2	3.2
A3 FM	0.4	1.7	0.3	0.5
Radju tal-komunita'	10.2	4.1	3.8	3.9
No particular station	18.9	19.4	19.2	19.7
Other	0.4	-	-	-

their position to the second best preferred radio station together with RTK [+0.8%] and Capital Radio, the highest increases for the most preferred radio station were those for community radio stations [6.1% from 4.1% to 10.2%] followed by Capital Radio [+3.2% from seventh in ranking for January-March 2005] and Smash Radio [+2.6% from sixth in ranking for previous quarter]. The greatest loss in preferred radio station was registered by Radju Malta [-6.7%] followed by Radju Marija [-1.8%] – see Figure 3.2 below.⁴

³ Full details in Table 2.4, Part 2

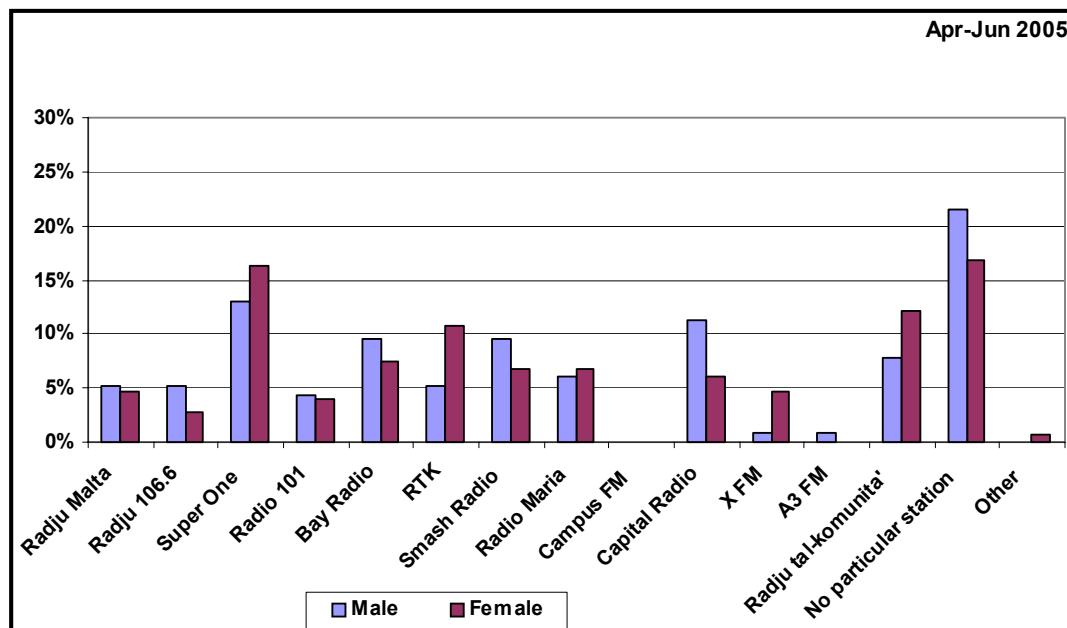
⁴ Full details in Table 3.1, Part 2

FIGURE 3.2 – FAVOURITE RADIO STATION



3.3.2 While more males [21.6% of all males] than females [16.9% of all females] do not have any preference to a particular radio station, Super One Radio, RTK, Radju Marija, XFM and Community Radio Stations attract more females than males – see Figure 3.3 below.

FIG 3.3 – FAVOURITE RADIO STATION BY GENDER



3.3.3 In the 12-29-age group, Bay Radio again attracted the highest percentage [21.7%], followed by Radio 106.6 [13.0%] and XFM [10.1%]. Super One Radio attracted the highest percentage from those in the 30-49 age group [15.6%] and those in the 50+ age bracket



[22.2%]. Smash Radio attracted the second highest in the 50+ age group [13.1%] while XFM attracted the second highest in the 30-49 age group. Community radio stations were preferred third in the 30-49 [11.5%] and the 50+ [10.1%] age groups.

3.3.3 The favourite following of radio stations varies by district. Overall “no particular preferred station” was given first preference. Of all the broadcasting stations Super One Radio is the most preferred station [14.8%] followed by Bay Radio [8.3%]. Community radio stations got a second rating when grouped with a first preference in Gozo and Comino. Super One Radio was given first preference in two districts [25.0% - Southern Harbour, 14.6% - Northern Harbour] and a second preference in another two.⁵

TABLE 3.2 – PREFERENCES FOR RADIO STATIONS – BY DISTRICT

PREFERENCES FOR RADIO STATIONS	TOTAL		DISTRICT											
			SOUTHERN HARBOUR			NORTHERN HARBOUR			SOUTH EASTERN			WESTERN		
Radju Malta	4.9%	9	1.7%	11	7.9%	8	5.7%	11	5.4%	9	4.2%	10	0.0%	11
Radju 106.6	3.8%	11	3.3%	7	2.2%	12	8.6%	7	2.7%	10	8.3%	6	0.0%	9
Super One	14.8%	2	25.0%	1	14.6%	1	11.4%	2	13.5%	2	4.2%	7	5.3%	7
Radio 101	4.2%	10	1.7%	12	3.4%	11	11.4%	5	5.4%	8	4.2%	9	0.0%	10
Bay Radio	8.3%	4	6.7%	5	10.1%	4	5.7%	9	8.1%	6	12.5%	2	5.3%	5
RTK	8.3%	5	3.3%	8	12.4%	2	5.7%	8	8.1%	5	8.3%	4	10.5%	4
Smash Radio	8.0%	7	3.3%	9	7.9%	7	8.6%	6	10.8%	3	8.3%	3	15.8%	3
Radju Maria	6.4%	8	10.0%	4	7.9%	6	5.7%	10	2.7%	11	4.2%	11	0.0%	12
Campus FM	0.0%	15	0.0%	13	0.0%	15	0.0%	15	0.0%	15	0.0%	15	0.0%	15
Capital Radio	8.3%	6	6.7%	6	10.1%	5	11.4%	3	5.4%	7	8.3%	5	5.3%	6
X FM	3.0%	12	3.3%	10	4.5%	10	0.0%	12	0.0%	12	4.2%	12	5.3%	8
A3 FM	0.4%	13	0.0%	14	1.1%	13	0.0%	13	0.0%	13	0.0%	13	0.0%	13
Radju tal-komunita'	10.2%	3	11.7%	3	6.7%	9	11.4%	4	8.1%	4	4.2%	8	31.6%	1
No particular station	18.9%	1	23.3%	2	10.1%	3	14.3%	1	29.7%	1	29.2%	1	21.1%	2
Other	0.4%	14	0.0%	15	1.1%	14	0.0%	14	0.0%	14	0.0%	14	0.0%	14
Refusal	0.0%	16	0.0%	16	0.0%	16	0.0%	16	0.0%	16	0.0%	16	0.0%	16
Total	100.0%		100.0%		100.0%		100.0%		100.0%		100.0%		100.0%	
Ranking:														

3.4 Regular 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 April-

TABLE 3.3: REGULAR TV VIEWING

	APR-JUN 2005 %	JAN-MAR 2005 %	OCT-DEC 2004 %	JUN-SEP 2004 %
Local only	12.2	19.5	17.3	15.6
Foreign only	8.6	12.4	18.7	10.3
Both local and foreign	73.1	63.6	61.2	71.2
No	6.1	4.5	2.9	2.9

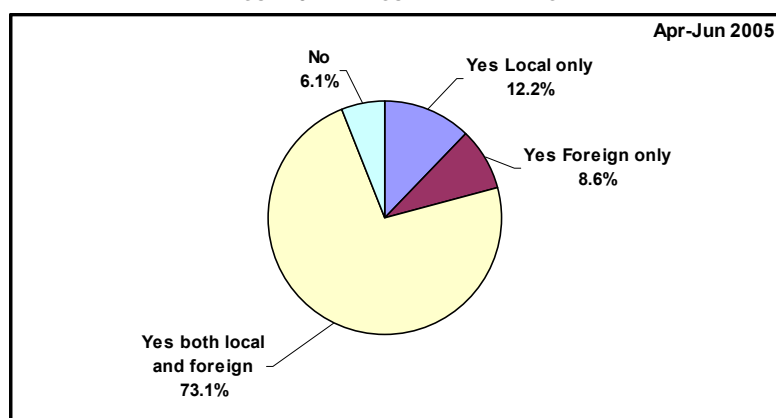
June 2005, the amount of respondents who “never watch TV regularly” rose to 6.1%. Those who watch “local television only” and those who watch “foreign stations only” decreased while those watching “both local and foreign” broadcasts have increased by 9.5%⁶ – see Table 3.3 and Figure 3.4.

⁵ Full details in Table 3.4, Part 2

⁶ Full details in Table 8.1, Part 2



FIGURE 3.4 – REGULAR TV VIEWING

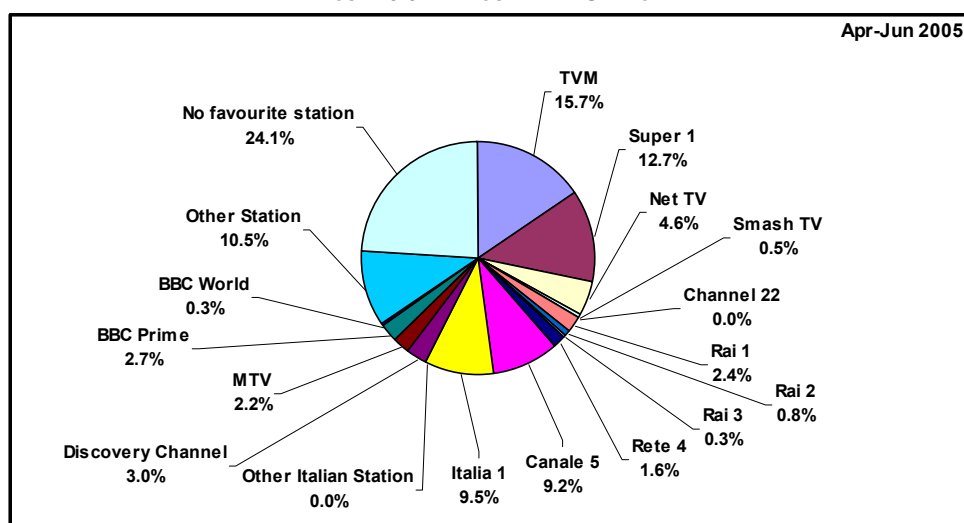


3.5 Favourite TV Station

3.5.1 Respondents taking part were asked to state their favourite television station. During this period Education 22 was listed as a separate station during the questionnaire. Of those who regularly watch television, 24.1% stated that they do not have any particular preferred station. TVM [15.7%] is the most preferred station, followed by Super One TV [12.7%] from local TV stations, while Italia 1 [9.5%] is the most favourite from foreign broadcasting stations followed by Canale 5 [9.2%] – see Table 3.4 Figure 3.5 below.

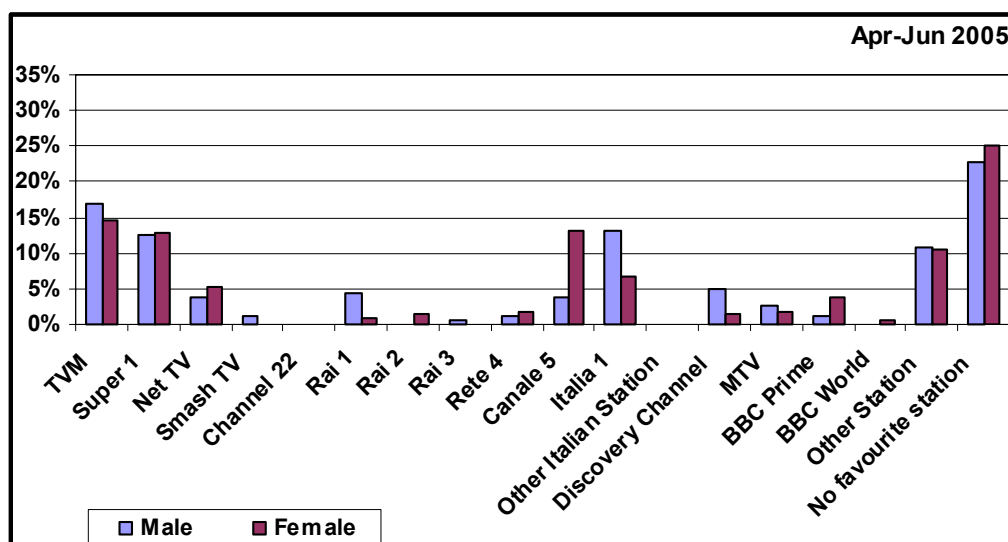
TABLE 3.4 – FAVOURITE TV STATION				
TV STATIONS	APR-JUN 2005-07-13%	JAN-MAR 2005 %	OCT-DEC 2004 %	JUN-SEP 2004 %
TVM	15.7	13.2	12.1	16.2
Super One	12.7	11.0	13.6	14.4
Net	4.6	3.7	3.5	5.0
Smash	0.5	1.2	0.5	0.2
Education 22	0.0	-	-	-
Rai 1	2.4	4.2	3.0	3.7
Rai 2	0.8	0.2	0.7	0.7
Rai 3	0.3	0.2	0.5	0.2
Rete 4	1.6	2.2	1.7	0.9
Canale 5	9.2	10.2	8.1	9.5
Italia 1	9.5	9.2	7.2	13.2
Other Italian Station	0.0	0.2	0.0	0.2
Discovery Channel	3.0	0.7	2.5	2.1
MTV	2.2	3.5	1.7	1.9
BBC Prime	2.7	2.5	2.7	2.6
BBC World	0.3	0.0	0.2	0.2
Other Station	10.5	5.5	5.2	6.5
No favourite station	24.1	31.9	36.5	22.4
Refusal	0.0	0.0	0.2	0.0

FIGURE 3.5 – FAVOURITE TV STATION



3.5.2 While more females than males have no favourite TV station, during this period Super One TV, Net TV, Canale 5 and BBC Prime attracted more females than males, while all the other stations attracted more males than females⁷ - 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. “No favourite station” ranked first in four districts while ranking second in the Northern district and fourth in Gozo and Comino. Of all the broadcasting stations, TVM ranked first in three districts [Northern, Northern Harbour, and Gozo], and second in another two [Southern Harbour and South Eastern]. Super One TV ranked first in Southern Harbour, and second in another two districts [Western and Goxo & Comino] and third in another two districts [Northern District and Northern Harbour].⁸ – see Table 3.5 below

TABLE 3.5 – PREFERENCES FOR TV STATIONS – BY DISTRICT

	TOTAL		DISTRICTS											
			SOUTHERN HARBOUR		NORTHERN HARBOUR		SOUTH EASTERN		WESTERN		NORTHERN		GOZO & COMINO	
TVM	15.7%	2	12.5%	3	16.9%	2	12.2%	3	10.2%	4	22.2%	1	26.7%	1
Super 1	12.7%	3	18.2%	2	9.3%	4	10.2%	5	14.3%	3	11.1%	4	13.3%	2
Net	4.6%	7	3.4%	8	5.9%	7	2.0%	7	6.1%	7	5.6%	8	3.3%	8
Smash	0.5%	14	1.1%	12	0.0%	14	0.0%	15	0.0%	15	0.0%	15	3.3%	10
Channel 22	0.0%	17	0.0%	17	0.0%	17	0.0%	17	0.0%	17	0.0%	17	0.0%	17
Rai 1	2.4%	10	2.3%	9	3.4%	10	0.0%	13	4.1%	9	2.8%	10	0.0%	12
Rai 2	0.8%	13	0.0%	15	0.8%	13	2.0%	9	2.0%	10	0.0%	12	0.0%	13
Rai 3	0.3%	15	1.1%	13	0.0%	15	0.0%	16	0.0%	16	0.0%	16	0.0%	16
Rete 4	1.6%	12	4.5%	7	1.7%	12	0.0%	14	0.0%	14	0.0%	14	0.0%	15
Canale 5	9.2%	6	8.0%	5	7.6%	6	12.2%	4	8.2%	5	13.9%	3	10.0%	5
Italia 1	9.5%	5	12.5%	4	8.5%	5	10.2%	6	6.1%	6	5.6%	7	13.3%	3
Other Italian Station	0.0%	18	0.0%	18	0.0%	18	0.0%	18	0.0%	18	0.0%	18	0.0%	18
Discovery Channel	3.0%	8	1.1%	10	5.1%	8	0.0%	11	2.0%	11	2.8%	11	6.7%	7
MTV	2.2%	11	1.1%	11	2.5%	11	2.0%	8	0.0%	12	5.6%	9	3.3%	9
BBC Prime	2.7%	9	0.0%	14	4.2%	9	0.0%	12	4.1%	8	8.3%	6	0.0%	11
BBC World	0.3%	16	0.0%	16	0.0%	16	2.0%	10	0.0%	13	0.0%	13	0.0%	14
Other Station	10.5%	4	6.8%	6	10.2%	3	14.3%	2	16.3%	2	8.3%	5	10.0%	6
No favourite station	24.1%	1	27.3%	1	23.7%	1	32.7%	1	26.5%	1	13.9%	2	10.0%	4
Total	100.0%		100.0%		100.0%		100.0%		100.0%		100.0%		100.0%	

Ranking: 1 2 3 4

⁷ Full details in Table 9.1, Part 2

⁸ Full details in Table 9.4, Part 2



4. RADIO AND TELEVISION PROGRAMME PREFERENCES

4.1 Introduction

4.1.1 Ten different types of radio programmes were standardised and respondents were asked which types of programmes were of interest to them. The same was done for 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. Musical programmes [84.1%] and News/Current Affairs [79.9%] are the most popular programme broadcasts exceeding

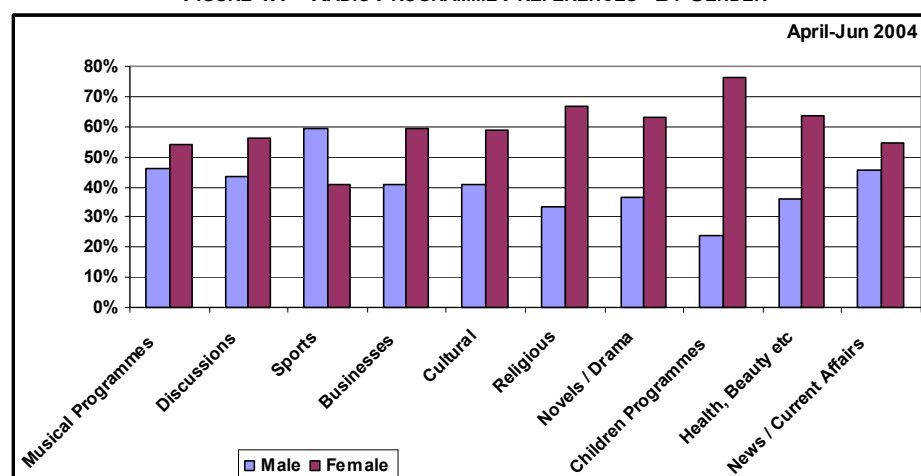
TABLE 4.1 – RADIO PROGRAMME PREFERENCES

PROGRAMME SECTOR	APR-JUN 2005		JAN-MAR 2005		OCT-DEC 2004		JUN-SEP 2004	
	%		%		%		%	
News / Current Affairs	79.9	2	84.7	1	90.0	1	87.9	1
Musical Programmes	84.1	1	79.9	2	82.8	2	85.8	2
Health, Beauty etc	61.7	3	60.9	3	68.0	3	68.2	3
Religious	51.1	5	56.5	4	56.0	4	59.0	4
Discussions	56.4	4	54.4	5	56.0	5	52.9	5
Cultural	48.1	6	47.6	6	51.9	6	50.6	6
Novels / Drama	41.3	7	47.6	7	42.6	7	42.8	7
Sports	36.4	8	36.1	8	36.1	8	39.4	8
Children Programmes	25.4	10	27.9	9	29.2	9	34.8	9
Businesses	26.9	9	21.8	10	15.8	10	19.0	10

the other types of programmes by 18.2% during this period. From June 2004 to March 2005 the ranking of the different programme types have changed in magnitude but not in ranking. However, during the period under review there were also some changes in ranking. Beside the change in ranking of musical and news/current affairs programmes, there was also a ranking displacement of religious/discussion programmes and business with children's programmes.

4.2.2 Of all the ten programme sectors, Sports programmes [59.4%/M – 40.6%/F] are the programme sector that is preferred more by males than by females⁹ - see Figure 4.1 below. All other programme types are more favoured by females than by males.

FIGURE 4.1 – RADIO PROGRAMME PREFERENCES - BY GENDER



⁹ 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. For the period under review, News and Current Affairs is the most popular sector and was mentioned by 86.3% of the respondents, followed by Weather [80.7%], Plays/drama [72.0%] and Discussion programmes [67.9%]. From June 2004 to June 2005, these first four rankings have maintained this position throughout.

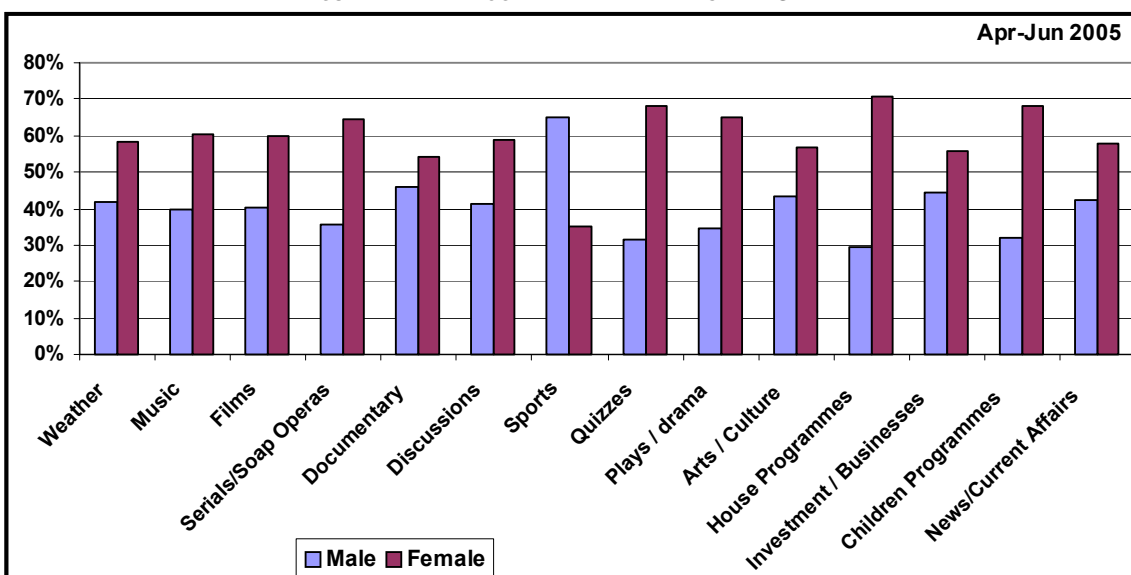
TABLE 4.2 TV PROGRAMME PREFERENCES

PROGRAMME SECTOR	APR-JUN 2005		JAN-MAR 2005		OCT-DEC 2004		JUN-SEP 2004	
	%		%		%		%	
News and Current Affairs	86.3	1	88.8	1	88.4	1	91	1
Weather	80.7	2	84.8	2	87.5	2	84.1	2
Plays / drama	72.0	3	75.4	3	78.3	3	76	3
Discussions	67.9	4	71.1	4	77.4	4	69.7	4
Serials and Soap Operas	65.2	5	58.7	5	58.4	6	52.8	9
House Programmes	56.5	6	55.9	6	57.5	7	58	6
Documentary	51.8	7	53.6	7	62.1	5	61.8	5
Quizzes	49.7	8	53.0	8	56.3	8	55.9	7
Arts / Culture	45.5	9	47.6	9	53.5	9	50.1	10
Music	39.9	10	39.8	12	38.5	13	49.1	11
Films	38.4	11	40.7	11	49.2	10	55.5	8
Sports	38.1	12	43.0	10	40.4	11	45.5	12
Children Programmes	34.5	13	35.0	13	40.1	12	42.8	13
Investment / Businesses	25.6	14	29.2	14	24.5	14	22.3	14

4.3.2 Documentary programmes have lost two rankings during 2005, while serials/soap operas and house programmes have increased their rankings by one respectively. The largest increase for the whole period was that for music programmes which have increased their ranking of 13th in October-December 2004 to the 10th in April-June 2005.

4.3.3 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 females¹⁰ – see Figure 4.2 below.

FIGURE 4.2 –TV PROGRAMME PREFERENCES – BY GENDER



¹⁰ Full details in Table 10.1, Part 2

5. RADIO LISTENING [COUNTS OF “10 MINUTES”]

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 36.8% of all respondents stated that they had listened to radio the day before the interview. During this period there were four interviewees who did not regularly listen to radio but had listened

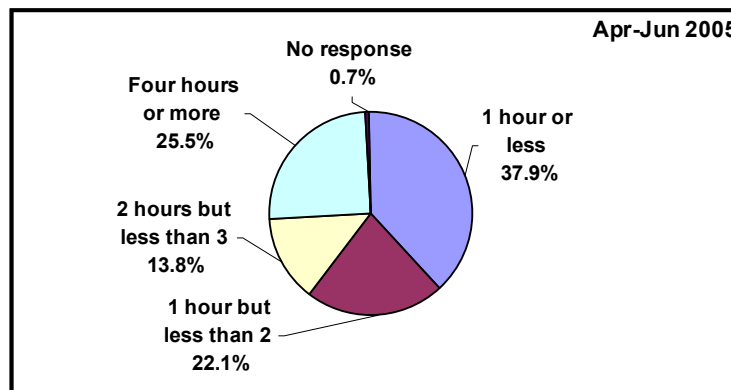
TABLE 5.1 – RADIO LISTENING

Do you listen to Radio	APR-JUN 2005		JAN-MAR 2005		OCT-DEC 2004		Jun-Sep 2004	
	TOTAL	%	TOTAL	%	TOTAL	%	TOTAL	%
No	128	32.5%	126	30.0	126	30.2	110	19.9
Refusal	0	0.0%	0	0.0	0	0	0	0
Subtotal	128	32.5%	126	30.0	126	30.2	110	19.9
Local Stations	215	54.6%	246	58.6	244	58.5	369	66.8
Foreign Stations	2	0.5%	0	0.0	0	0	5	0.9
Local & Foreign stations	49	12.4%	48	11.4	47	11.3	68	12.3
Total	394	100.0%	420	100.0	417	100	552	100
Radio Yesterday								
Not applicable	124	31.5	114	27.1	120	28.8	110	19.9
No	125	31.7	110	26.2	125	30	193	35
Subtotal	249	63.2	224	53.3	245	58.8	303	54.9
Yes	145	36.8	196	46.7	172	41.2	249	45.1
Total	394	100.0	420	100.0	417	100	552	100

to the radio the day before. There was one interviewee who did not indicate for how many hours radio was listened to day before the interview¹¹.

5.2.2 For this period, 37.9% of those listening to radio did so for “one hour or less” – a 3.2% increase over the first quarter of 2005. The largest change was that for those who listen to radio for four hours or more – this dropped by 6.1%¹² [see also Figure 5.1 below.]

FIGURE 5.1 – RADIO LISTENING BY NUMBER OF HOURS



¹¹ Full details in Table 5.1, Part 2

¹² Full details in Table 5.2, Part 2

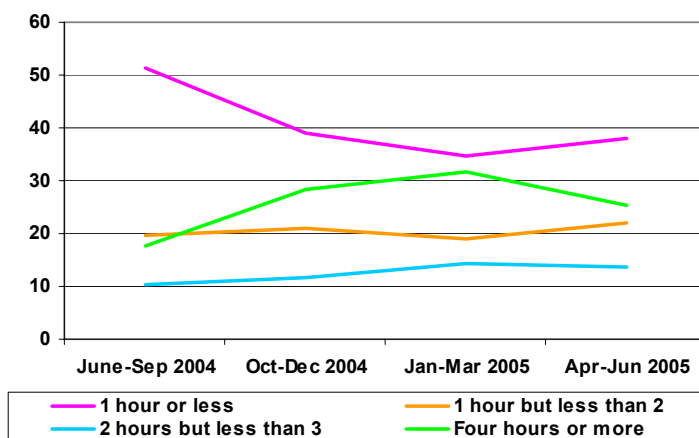


5.2.3 The listening patterns for time spend listening to radio programmes emerge quite clearly from Table 5.2 and Figure 5.2. While those listening to “one hour or less” decreases from October to March, those listening to “four hours or more” tend to increase reaching a peak in January-March. Those listening to “one hour but less than two” and “two hours but less than three” have remained fairly constant during the period June 2004 to June 2005.

TABLE 5.2 – RADIO LISTENING BY NUMBER OF HOURS [JUNE 2004 – JUNE 2005]

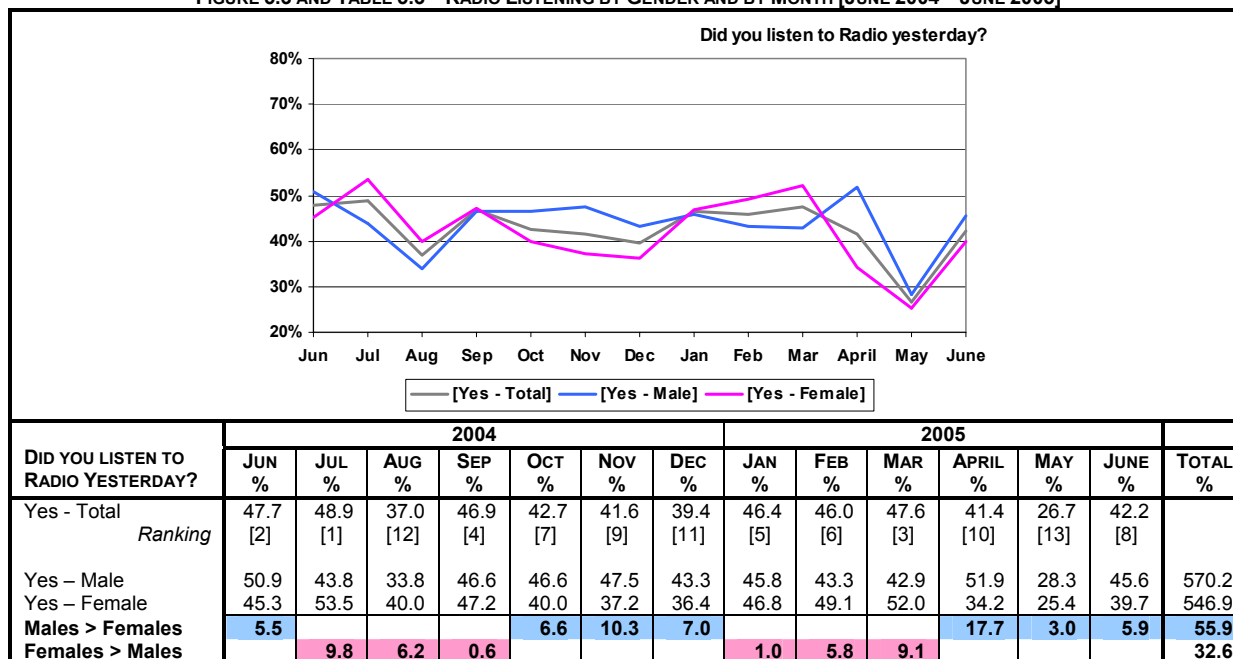
HOW MANY HOURS	June-Sep 2004 %	Oct-Dec 2004 %	Jan-Mar 2005 %	Apr-Jun 2005 %
1 hour or less	51.4	39	34.7	37.9
1 hour but less than 2	19.7	20.9	18.9	22.1
2 hours but less than 3	10.4	11.6	14.3	13.8
Four hours or more	17.7	28.5	31.6	25.5
No response	0.8	0	0.5	0.7
Total	100	100	100	100

FIGURE 5.2 – RADIO LISTENING BY NUMBER OF HOURS [JUNE 2004 – JUNE 2005]



5.2.4 Analysing radio listening by month for the whole period of June 2004 to June 2005, males exceed females in radio listening by 23.3%. While males exceed females in October-December and April-June, females exceed males in January-March and July-August. The highest ranking months in radio listening were July 2004 [Females>Males], June 2004 [Males>Females]; and March 2005 [Males>Females] – see Figure 5.3 and Table 5.3 below.

FIGURE 5.3 AND TABLE 5.3 – RADIO LISTENING BY GENDER AND BY MONTH [JUNE 2004 – JUNE 2005]



5.2.5 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, 7.5% stated that they listened to radio before 06:00hrs; 19.7% between 06:00-09:00hrs; 23.4% between 9:00-12:00am; 23.4% between 12:00-17:00hrs; 15.9% between 17:00-20:00 hrs; and 10.2% between 20:00 – 24:00hrs¹³. During this period less people listened to radio before 06:00am and from 20:00 – 24:00 hrs; but radio listening during the rest of the time brackets has slightly increased especially from 06:00 to 09:00 – see Figure 5.4 below.

FIGURE 5.4 – RADIO LISTENING BY TIME BRACKET [JUNE 2004 – JUNE 2005]

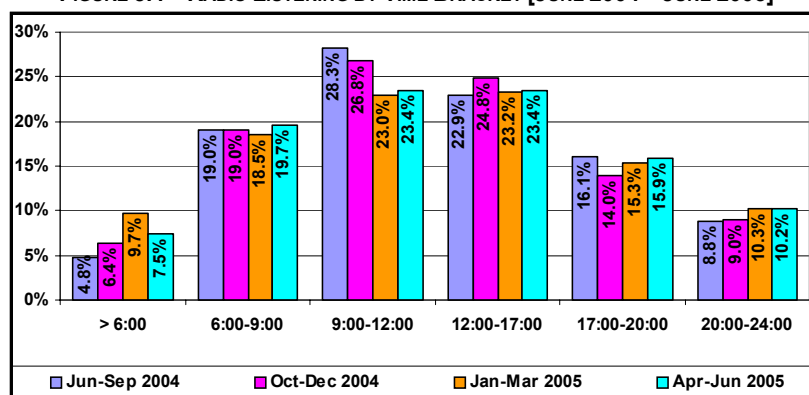
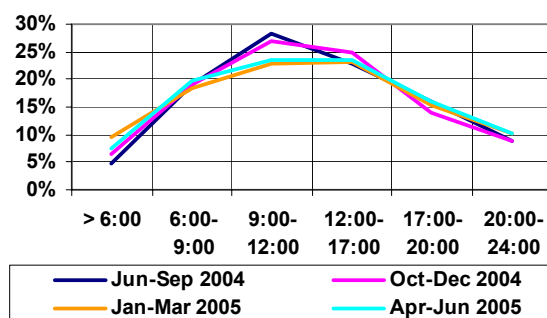


TABLE 5.4 – RADIO LISTENING BY TIME BRACKET

	APR-JUN 2005 %	JAN-MAR 2005 %	OCT-DEC 2004 %	JUN-SEP 2004 %
> 6:00	7.5	9.7	6.4	4.8
6:00-9:00	19.7	18.5	19.0	19.0
9:00-12:00	23.4	23.0	26.8	28.3
12:00-17:00	23.4	23.2	24.8	22.9
17:00-20:00	15.9	15.3	14.0	16.1
20:00-24:00	10.2	10.3	9.0	8.8
		100	100	100

5.2.6 The listening patterns by time bracket for the period June 2004/2005 can best be analysed by Table 5.3. The largest ranges per time bracket are those for the listeners “before 06:00” [4.9%] and those of “9:00-12:00” [5.3%]. Listeners “before 06:00” are highest in the first quarter of the year 2005 and lowest in the third quarter of 2004; while for listeners from “09:00-12:00” it is highest in the third quarter of 2004 and lowest in the first quarter of 2005. For the other time brackets, the range varies from $\pm 1.2\%$ to $\pm 2.1\%$.

FIGURE 5.5 – RADIO LISTENING BY TIME BRACKET



¹³ Full details in Table 6.1, Part 2



5.2.7 The listening patterns of the Maltese radio audiences by weekday emerge quite clearly from tables 5.5 to 5.8 below. These tables break down the counts by each time bracket by weekday for the four time periods considered to date under the continuous audience assessment – April/June 2005; January/March 2005; October/December 2004 and June/September 2004. Most peaks occur during the 09:00-12:00 time bracket. During the fourth quarter of 2004 and the first quarter of 2005 some peaks also occur from noon to 17:00 hrs. However, for the second quarter of 2005, listening peaks started during the 06:00-09:00 time bracket on Fridays and Sundays – see also Figure 5.6 below¹⁴.

RADIO LISTENING BY TIME-BRACKET BY WEEKDAY

TIME BRACKET	TABLE 5.5: APR-JUN 2005						
	SUN %	MON %	TUE %	WED %	THU %	FRI %	SAT %
> 6:00	9.1	7.1	5.4	9.8	5.1	3.2	11.4
6:00 - 9:00	27.3	14.3	19.6	18.0	23.1	29.0	13.6
9:00 - 12:00	27.3	33.3	17.9	21.3	23.1	19.4	25.0
12:00 - 17:00	18.2	23.8	26.8	18.0	25.6	25.8	25.0
17:00 - 20:00	9.1	14.3	19.6	19.7	15.4	12.9	13.6
20:00 - 24:00	9.1	7.1	10.7	13.1	7.7	9.7	11.4

TIME BRACKET	TABLE 5.6: JAN-MAR 2005						
	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

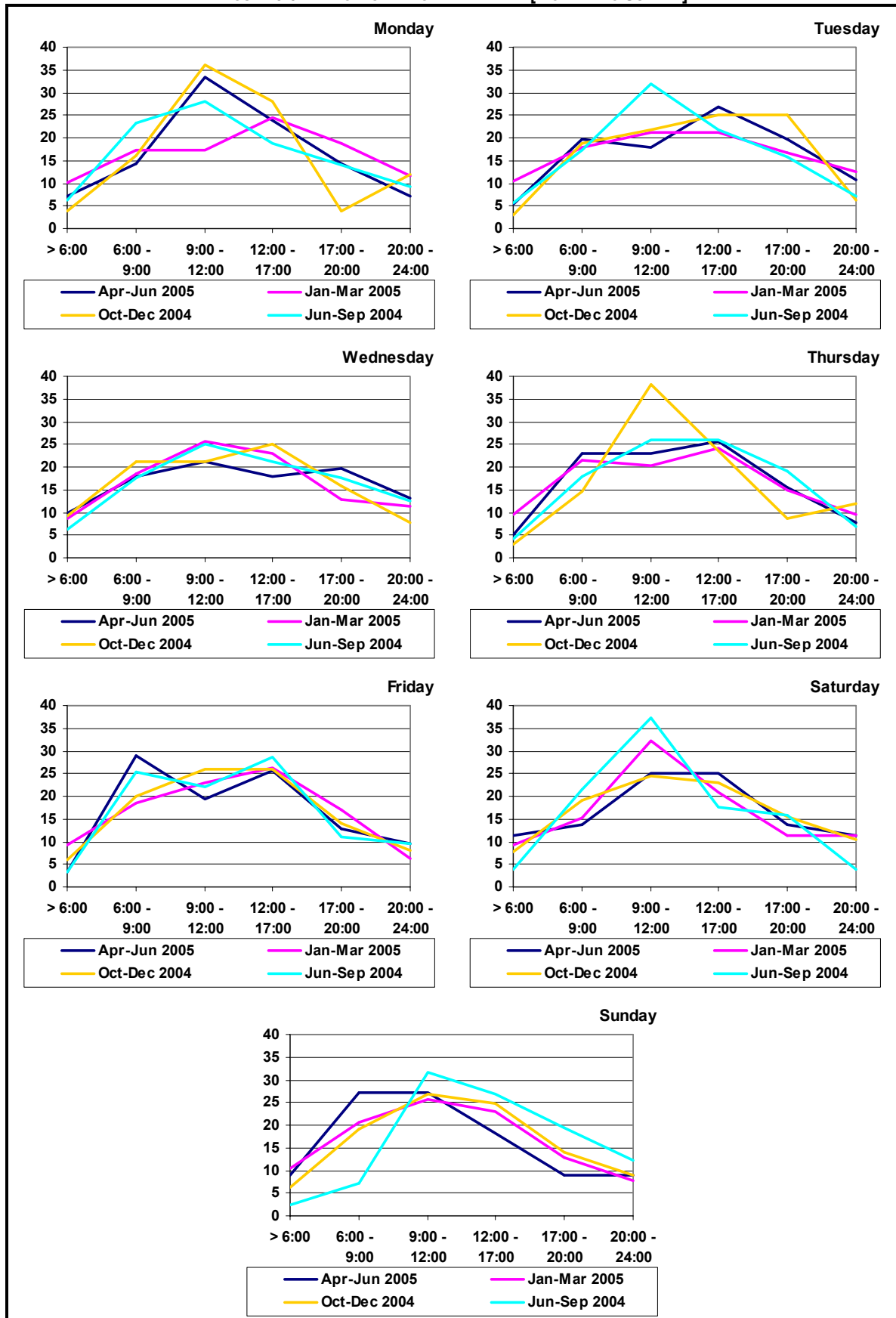
TIME BRACKET	TABLE 5.7: OCT-DEC 2004						
	SUN %	MON %	TUE %	WED %	THU %	FRI %	SAT %
> 6:00	6.4	4.0	3.1	9.2	2.9	6.0	7.7
6:00 - 9:00	19.0	16.0	18.8	21.1	14.7	20.0	19.2
9:00 - 12:00	26.8	36.0	21.9	21.1	38.2	26.0	24.4
12:00 - 17:00	24.8	28.0	25.0	25.0	23.5	26.0	23.1
17:00 - 20:00	14.0	4.0	25.0	15.8	8.8	14.0	15.4
20:00 - 24:00	9.0	12.0	6.3	7.9	11.8	8.0	10.3

TIME BRACKET	TABLE 5.8: JUN-SEP 2004						
	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

¹⁴ Full details in Table 6.2, Part 2

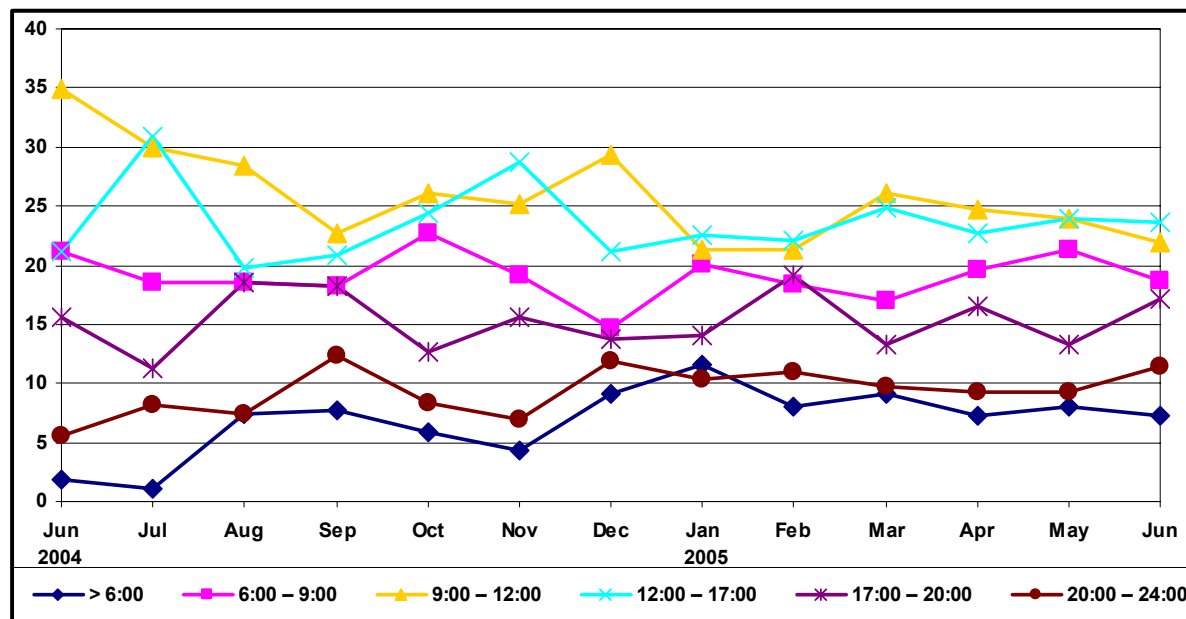


FIGURE 5.6: RADIO LISTENING BY WEEKDAY [MONDAY TO SUNDAY]



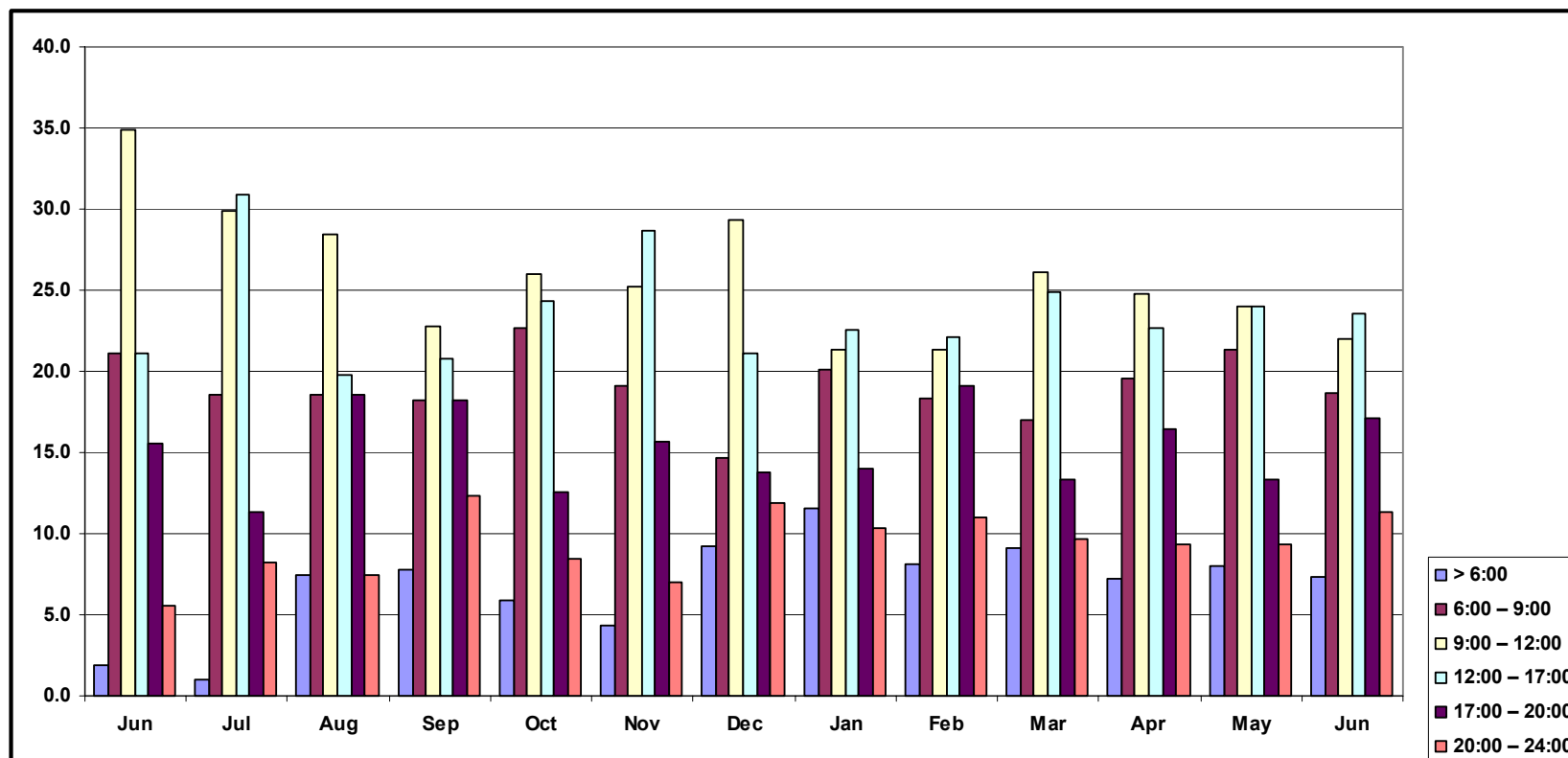
5.2.8 Breaking down the counts for each time bracket by month [June 2004 – June 2005]¹⁵ a sharp drop can be clearly seen from the high peaks of June to September 2004, following which is a gradual rise for October to December. This is again followed by a decrease for January – February and a slight increase for March. The peaks for April to June were slightly lower than those obtained for March 2005 but, on average, were higher than those of the first quarter of 2005. It is also interesting to note that afternoon radio listening exceeds morning listening [09:00 – noon] only in July 2004, November 2004, January 2004, and June 2004 – see Figure 5.7 and 5.8 below.

FIGURE 5.7 – RADIO LISTENING PER TIME BRACKET BY MONTH



¹⁵ Full details in Table 6.3, Part 2

FIGURE 5.8 – RADIO LISTENING PER TIME BRACKET BY MONTH

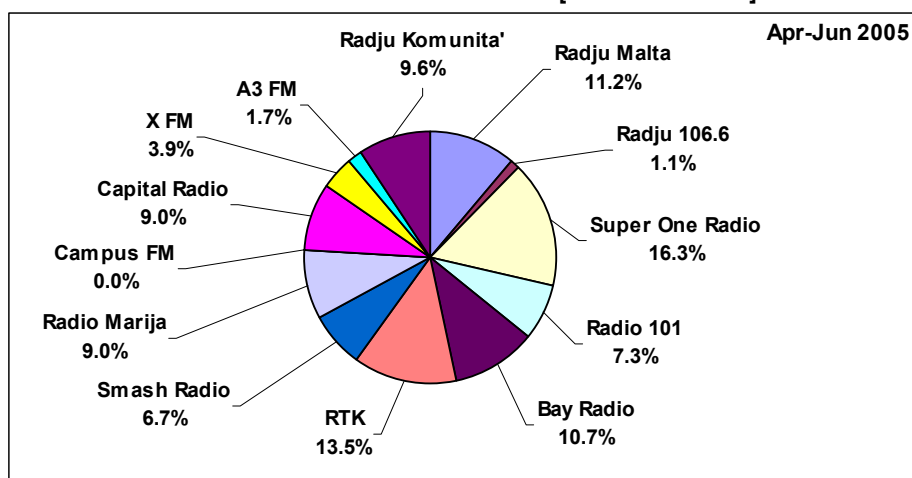


	2004							2005					
	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN
> 6:00	1.8	1.0	7.4	7.8	5.9	4.3	9.2	11.6	8.1	9.1	7.2	8.0	7.3
6:00 – 9:00	21.1	18.6	18.5	18.2	22.7	19.1	14.7	20.1	18.4	17.0	19.6	21.3	18.7
9:00 – 12:00	34.9	29.9	28.4	22.7	26.1	25.2	29.4	21.3	21.3	26.1	24.7	24.0	22.0
12:00 – 17:00	21.1	30.9	19.8	20.8	24.4	28.7	21.1	22.6	22.1	24.8	22.7	24.0	23.6
17:00 – 20:00	15.6	11.3	18.5	18.2	12.6	15.7	13.8	14.0	19.1	13.3	16.5	13.3	17.1
20:00 – 24:00	5.5	8.2	7.4	12.3	8.4	7.0	11.9	10.4	11.0	9.7	9.3	9.3	11.4
	100	100	100	100	100	100	100	100	100	100	100	100	100



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 counted¹⁶. For the whole period under review, Super One Radio ranked first with 16.3%, followed by RTK [13.5%] and Radju Malta [11.2%] – see Figure 5.9 below.

FIGURE 5.9: RADIO LISTENING BY STATION [APRIL – JUNE 2005]



5.2.6 Analysing the counts according to weekday, the percentage daily counts of all radio listeners for each station is given in table 5.9 below¹⁷. The graphical representation for each station for the period April-June 2005 is given in Appendix E – Figures 5.10.

TABLE 5.9: RADIO STATION LISTENING BY WEEKDAY [APRIL – JUNE 2005]

	SUN %	MON %	TUE %	WED %	THU %	FRI %	SAT %
Radju Malta	6.3	17.9	6.1	12.5	15.6	5.9	10.0
Radju 106.6	0.0	0.0	3.0	0.0	3.1	0.0	0.0
Super One Radio	31.3	7.1	6.1	21.9	15.6	23.5	20.0
Radio 101	12.5	7.1	9.1	9.4	0.0	5.9	10.0
Bay Radio	0.0	10.7	12.1	6.3	21.9	5.9	10.0
RTK	12.5	17.9	12.1	15.6	3.1	17.6	20.0
Smash Radio	0.0	3.6	15.2	12.5	6.3	0.0	0.0
Radio Marija	12.5	10.7	9.1	9.4	9.4	0.0	10.0
Campus FM	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Capital Radio	12.5	7.1	6.1	9.4	12.5	11.8	5.0
X FM	0.0	3.6	6.1	0.0	3.1	17.6	0.0
A3 FM	0.0	0.0	3.0	0.0	3.1	5.9	0.0
Radju Komunita'	12.5	14.3	12.1	3.1	6.3	5.9	15.0
	100.0	100.0	100.0	100.0	100.0	100.0	100.0

5.2.7 Analysing radio listening by month, Super One Radio got a first ranking in April and June loosing its first position in May to RTK which also got a third ranking in April and a second in June. Bay Radio got a second position in April, loosing drastically its position in June and overall averaging the fourth position for the whole period. Radju Malta lost and gained its starting position at fourth, ending its overall position at third. Of interest is the ranking

¹⁶ Full details in Table 7.1, Part 2

¹⁷ Full details in Table 7.2, Part 2

position of all community radio stations – obtaining a third and fourth position respectively for May and June. – see Table 5.10 and Figures 5.11-1/3 in Appendix F ¹⁸.

TABLE 5.10: RADIO STATION LISTENING BY MONTH

	TOTAL		APRIL		MAY		JUNE	
	%		%		%		%	
Radju Malta	11.24	3	9.38	4	12.20	5	12.33	3
Radju 106.6	1.12	12	3.13	12	0.00	12	0.00	12
Super One Radio	16.29	1	17.19	1	14.63	2	16.44	1
Radio 101	7.30	8	9.38	5	4.88	8	6.85	9
Bay Radio	10.67	4	12.50	2	12.20	4	8.22	7
RTK	13.48	2	10.94	3	17.07	1	13.70	2
Smash Radio	6.74	9	6.25	8	4.88	9	8.22	8
Radio Marija	8.99	6	7.81	6	7.32	7	10.96	5
Campus FM	0.00	13	0.00	13	0.00	13	0.00	13
Capital Radio	8.99	7	7.81	7	9.76	6	9.59	6
X FM	3.93	10	6.25	9	2.44	10	2.74	10
A3 FM	1.69	11	4.69	11	0.00	11	0.00	11
Radju Komunita'	9.55	5	4.69	10	14.63	3	10.96	4
	100.00		100.00		100.00		100.00	
Ranking:		1		2		3		4

5.2.8 Analysing the data collected during the period June 2004 to June 2005, it is quite clear that the radio broadcasting industry is characterised by a few who have always maintained a leading position. Overall, for the whole period of June 2004 to June 2005, the average ranking of all broadcasting stations results in four main blocks: a leader with an average of 16.96%; a second group of three radio broadcasting stations whose range is from 11.98% to 12.87%; a third group of five stations with a range from 6.89% to 9.00% and which includes the community radio stations; and a fourth group of four stations ranging from 0.35% to 3.50%.

**TABLE 5.11: RADIO STATION LISTENING BY MONTH
OVERALL RANKING [JUNE 2004 – 2005]**

	%	RANKING
Super One Radio	16.96	1
Radju Malta	12.87	2
Bay Radio	12.85	3
RTK	11.98	4
Radio 101	9.00	5
Capital Radio	8.12	6
Radio Marija	7.83	7
Smash Radio	7.17	8
Radju Komunita'	6.89	9
X FM	3.50	10
Radju 10.66	1.62	11
A3 FM	0.86	12
Campus Fm	0.35	13

5.2.9 Radio broadcasting stations did not maintain their positions for throughout the whole period of June 2004-2005. Super One Radio maintained its first position for eight months; second for 4 months; and third for another month. Radju Malta ranked first for two months; second for one month; third for five months; fourth for three months and fifth for two months. Bay Radio was first for one month, second for five months; third for one month; and fourth for two months. RTK was first for two months; second for another two; third for another four months; and fourth for another two months. Radio 101 was second for one month and fourth for another two months. Smash Radio was fourth for three months while Radju Marija was third for one month. – see Table 5.12 below.

¹⁸ Full details in Table 7.3, Part 2

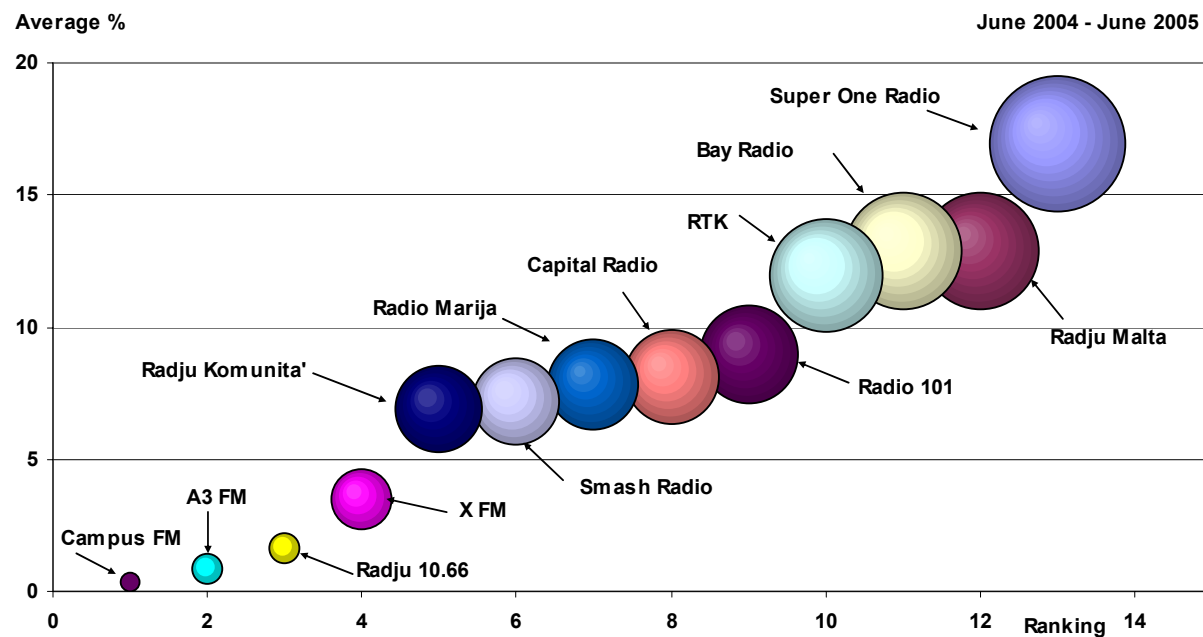


TABLE 5.12: RADIO STATION LISTENING BY MONTH AND RANKING

	2004														2005													
	JUN		JUL		AUG		SEP		OCT		NOV		DEC		JAN		FEB		MAR		APRIL		MAY		JUNE			
	%		%		%		%		%		%		%		%		%		%		%		%		%			
Radju Malta	14.10	3	15.07	3	12.07	3	10.87	2	9.33	4	11.29	3	12.33	4	15.73	1	11.69	5	20.93	1	9.38	4	12.20	5	12.33	3		
Radju 10.66	0.00	11	2.74	10	1.72	11	3.26	11	1.33	11	1.61	11	0.00	11	3.37	10	3.90	9	0.00	12	3.13	12	0.00	12	0.00	12		
Super One Radio	17.95	1	17.81	1	22.41	1	9.78	3	17.33	1	22.58	1	19.18	1	13.48	2	14.29	2	17.44	2	17.19	1	14.63	2	16.44	1		
Radio 101	11.54	4	16.44	2	6.90	6	8.70	5	9.33	5	9.68	5	5.48	8	6.74	7	12.99	4	8.14	5	9.38	5	4.88	8	6.85	9		
Bay Radio	11.54	5	5.48	8	17.24	2	17.39	1	16.00	2	17.74	2	16.44	2	12.36	4	12.99	3	6.98	8	12.50	2	12.20	4	8.22	7		
RTK	15.38	2	6.85	6	6.90	7	9.78	4	12.00	3	9.68	4	13.70	3	11.24	6	16.88	1	11.63	3	10.94	3	17.07	1	13.70	2		
Smash Radio	7.69	7	10.96	4	10.34	4	7.61	7	9.33	6	3.23	9	9.59	6	4.49	8	1.30	11	9.30	4	6.25	8	4.88	9	8.22	8		
Radio Marija	3.85	9	6.85	7	6.90	8	8.70	6	2.67	10	6.45	8	9.59	5	13.48	3	9.09	6	8.14	6	7.81	6	7.32	7	10.96	5		
Campus Fm	0.00	12	0.00	13	0.00	13	3.26	12	0.00	13	0.00	13	0.00	13	0.00	13	1.30	13	0.00	13	0.00	13	0.00	13	0.00	13		
Capital Radio	7.69	8	9.59	5	8.62	5	7.61	8	8.00	7	8.06	6	6.85	7	12.36	5	2.60	10	6.98	9	7.81	7	9.76	6	9.59	6		
X FM	0.00	13	2.74	11	3.45	10	5.43	10	8.00	8	3.23	10	1.37	10	2.25	11	6.49	7	1.16	10	6.25	9	2.44	10	2.74	10		
A3 FM	1.28	10	1.37	12	0.00	12	0.00	13	1.33	12	0.00	12	0.00	12	0.00	12	1.30	12	1.16	11	4.69	11	0.00	11	0.00	11		
Radju Komunita'	8.97	6	4.11	9	3.45	9	7.61	9	5.33	9	6.45	7	5.48	9	4.49	9	5.19	8	8.14	7	4.69	10	14.63	3	10.96	4		

Ranking: 1 2 3 4

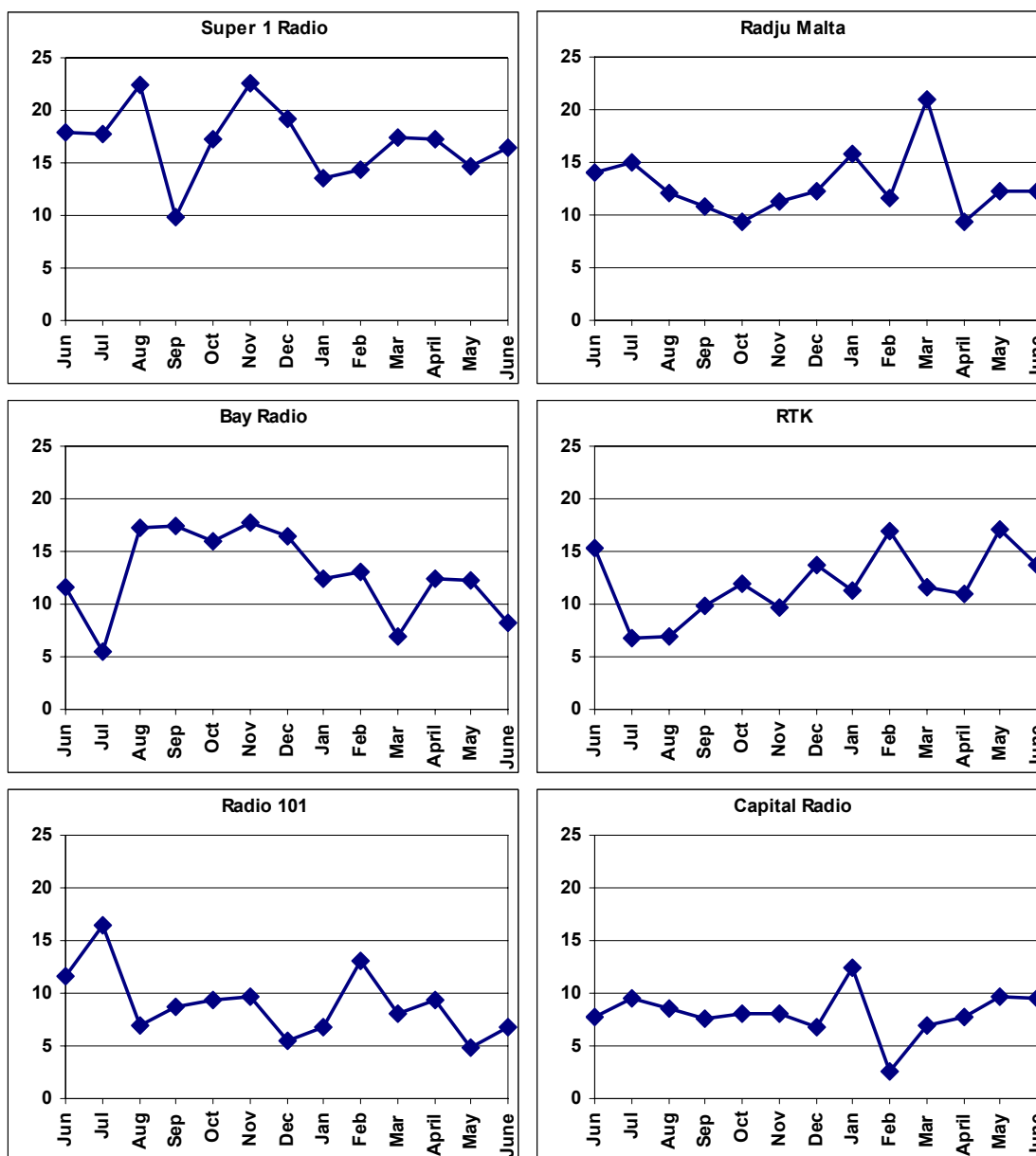
FIGURE 5.12: RADIO STATION LISTENING BY RANKING, BY AVERAGE, AND BY TOTAL AUDIENCE

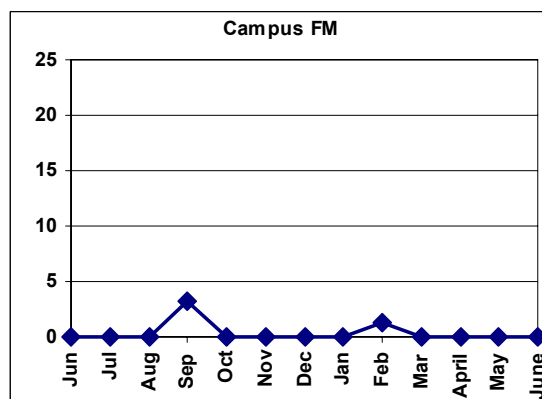
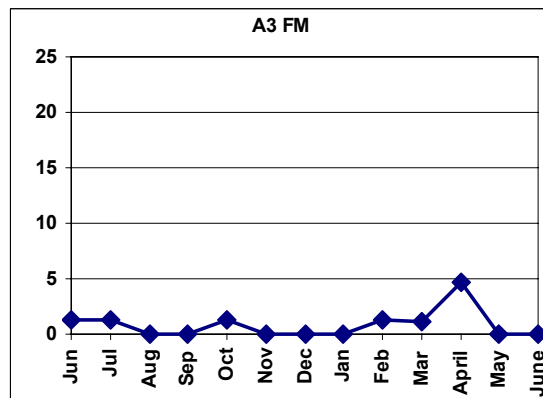
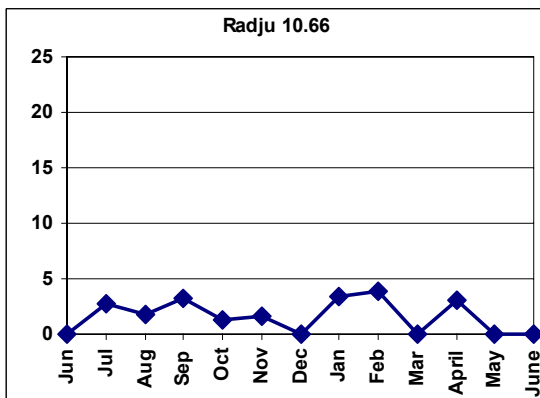
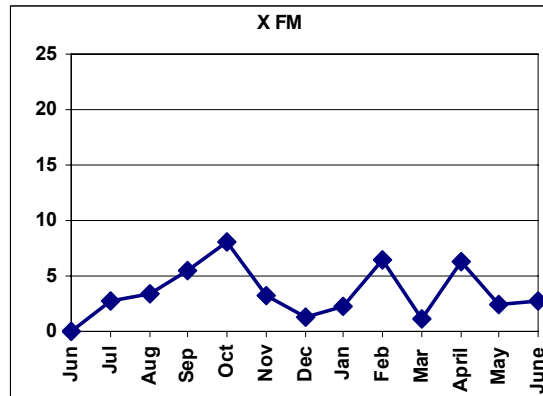
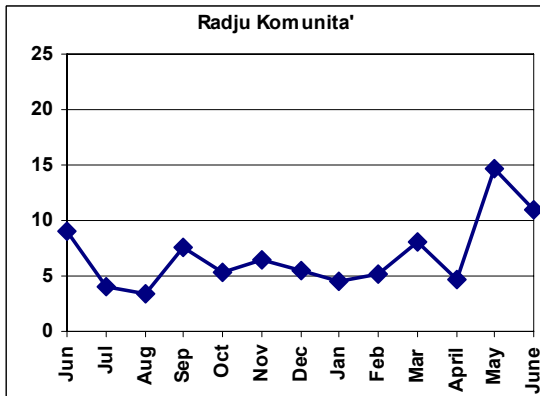
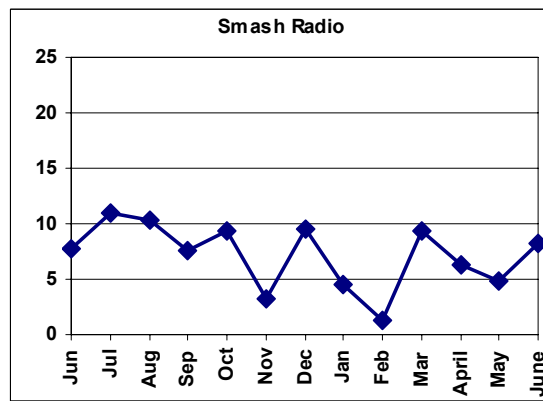
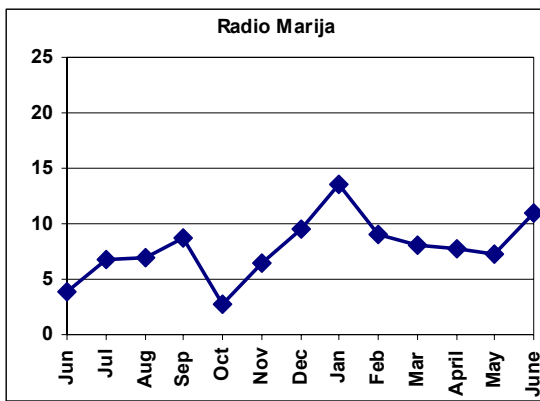


5.2.10 Taking into consideration the total audiences for each station for the period June 2004 to June 2005 and representing graphically against the average percentage of audiences, and the overall ranking of each station for the whole period, Figure 5.12 would give an indication of each station size and position for the whole “accounting” period compared to its rivals.

5.2.11 Each stations’ performance for the period June 2004-2005 can best be analysed by the average count of “at least 10 minutes” of radio listening. Figures 5.13/1-13 below highlight each station’s performance, month by month, for the whole period. Not all stations have had a steady performance. The reasons for this may well stands with each stations’ management.

FIGURE 5.13/1-13: RADIO STATION LISTENING BY MONTH





6. TELEVISION VIEWING [COUNT OF “10 MINUTES”]

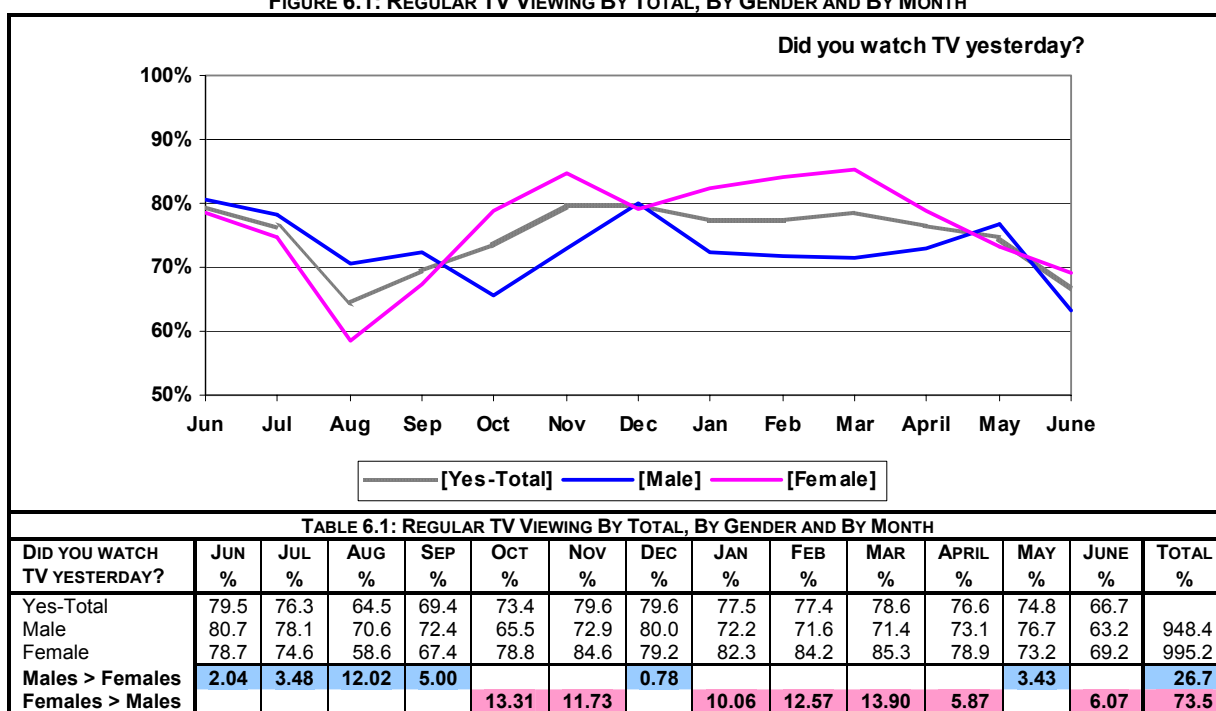
6.1 Introduction

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, 72.6% of all respondents stated that they had [January-March 2005 – 77.9%; October - December 2004 – 72.2%; June - September 2004 – 77.5%]. For the period April-June 2005, more females [73.8% of all females] than males [71.0% of all males] watched television programmes the day before the interview. Those in the 50+ age group [77.0%] ranked highest followed by those in the 30-49 age group [73.0%] and those in the 12-29 age group [67.5%]. TV viewing was highest among those who had “primary” educational level [77.2%]; followed by those who had “post-secondary” education [73.2%]; and those who “never attended school” [72.4%]. “Pensioners” [80.0%], “House persons” [78.9%], and “students” [71.1%] held the highest ranking when the sample is analysed by economical basis; while the “Northern Harbour” [82.5%], “South Eastern” [71.7%] and “Gozo and Comino” [71.4%] districts hold the largest amount of viewers when classified by district.¹⁹

FIGURE 6.1: REGULAR TV VIEWING BY TOTAL, BY GENDER AND BY MONTH



¹⁹ Full details in Tables 11.1 to 11.4, Part 2



6.2.2 For the whole period of June 2005 to June 2005, the highest rankings for TV viewing were in November/December 2004 [79.6%] while the lowest was for August 2004 [64.5%]. There is start difference between June 2004 [79.5%] and June 2005 [69.2%] which may be due to Local Councils Elections and the European Parliament Elections [12th June 2004]; however no comparisons to previous data can be made – see Figure 6.1 above. Local Councils Elections were also held on 12th March 2005 [78.6%].

6.2.3 Overall females watch television more than men [average TV viewing: Females – 76.55%; Males – 72.96%]. Males exceeded females during June 2004 to September 2004, December 2004 and in May 2005 with the largest discrepancy in August 2004 [Males – 70.6%; Females – 58.6%]. Females surpass Males in TV viewing for the rest of the months and this exceeds far more than the reverse [Males – 26.7% / Females 73.5%].

6.2.4 Respondents were asked to indicate at what time bracket television was watched. For this period, TV viewing has slightly increased before noon but has decreased from moon to 22:00 hrs, then increasing from 22:00 to 24:00 hrs - see Figure 6.3 below²⁰. The percentage of males was higher than that for females for the following time brackets: >12:00; 20:30-22:00; and 22:00-24:00. That for females was higher than for males from noon to 20:30 hrs.

TABLE 6.2 – AVERAGE TV VIEWING BY TIME BRACKET

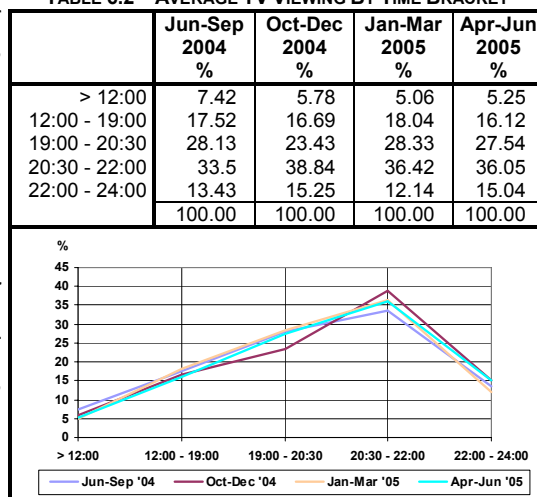
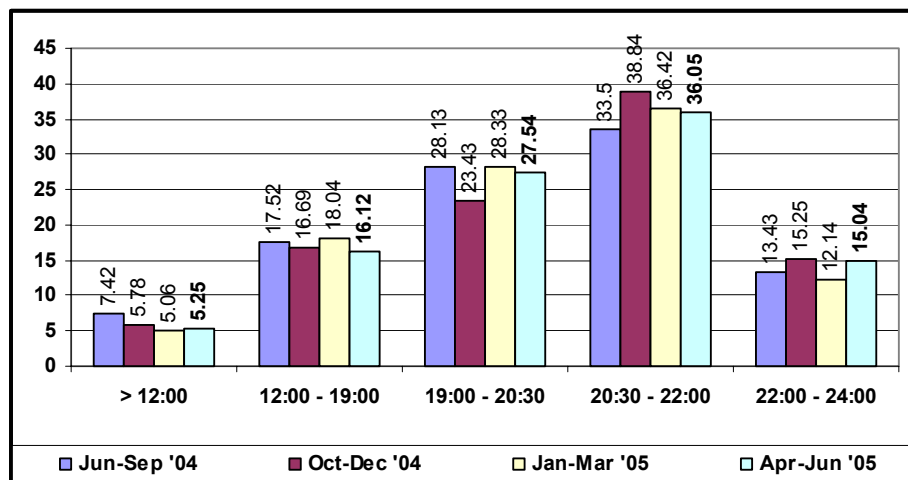


FIGURE 6.3 AVERAGE TV VIEWING BY TIME BRACKET [BAR CHART]



²⁰ Full details in Table 12.1, Part 2

6.2.5 TV viewing patterns emerge clearly from tables 6.3 to 6.6 below. These tables break down the counts of each time bracket by weekday for the four 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; for January-March 2005 the highest peak was reached on Sunday evening; while for April-June the average highest peak of the week was again on Fridays – see Figure 6.4 below ²¹.

TV VIEWING BY TIME-BRACKET BY WEEKDAY

TABLE 6.3: APR-JUN 2005							
TIME BRACKET	SUN	MON	TUE	WED	THU	FRI	SAT
> 12:00	9.20	4.55	8.54	1.25	4.05	1.45	6.94
12:00 - 19:00	12.64	15.91	17.07	17.50	14.86	14.49	20.83
19:00 - 20:30	24.14	32.95	30.49	28.75	24.32	26.09	25.00
20:30 - 22:00	32.18	32.95	35.37	36.25	37.84	44.93	34.72
22:00 - 24:00	21.84	13.64	8.54	16.25	18.92	13.04	12.50

TABLE 6.4: JAN-MAR 2005							
TIME BRACKET	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

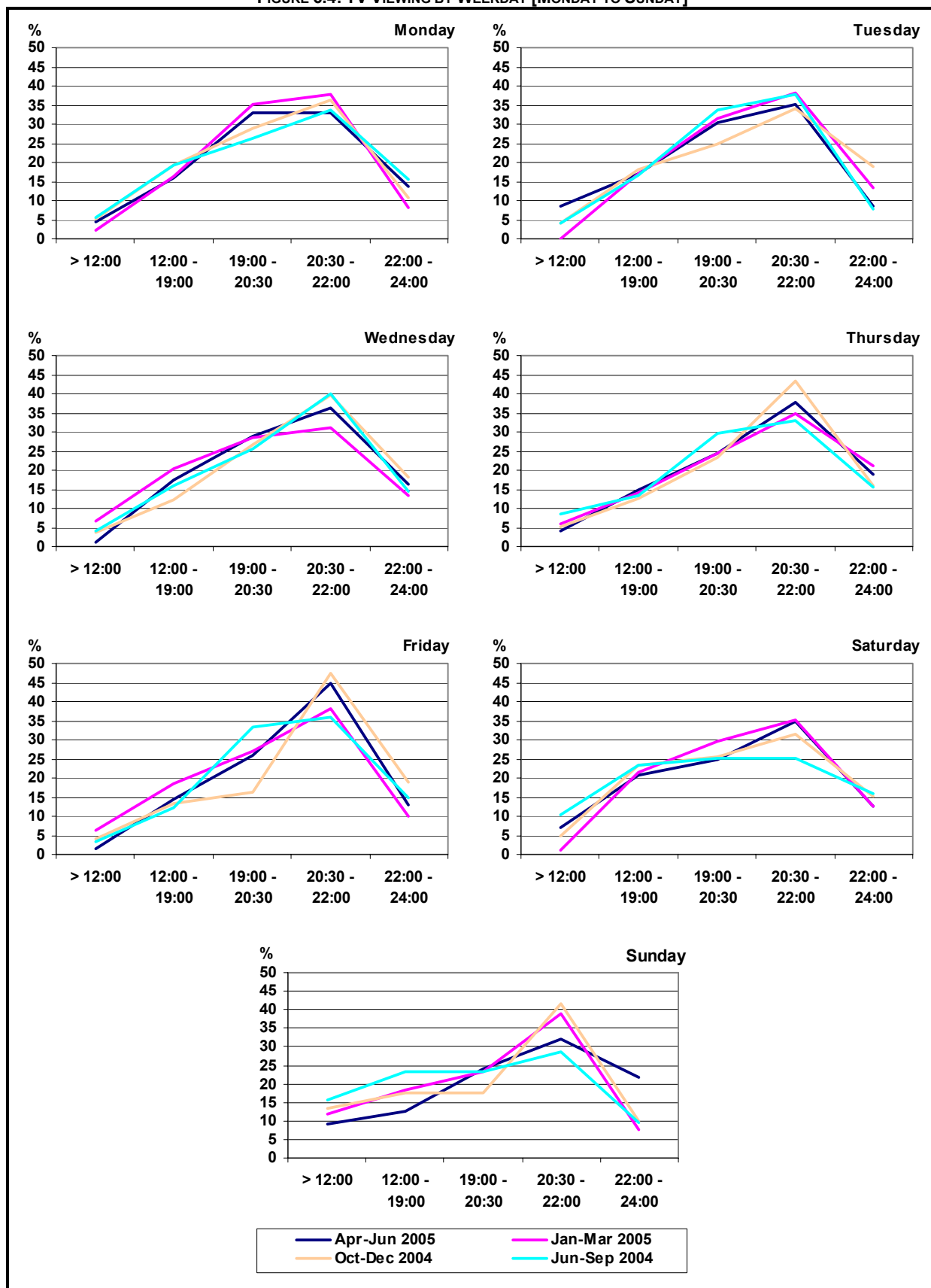
TABLE 6.5: OCT-DEC 2004							
TIME BRACKET	SUN	MON	TUE	WED	THU	FRI	SAT
> 12:00	13.19	5.32	4.00	3.61	5.26	4.05	4.65
12:00 - 19:00	17.58	19.15	18.00	12.05	12.63	13.51	23.26
19:00 - 20:30	17.58	28.72	25.00	26.51	23.16	16.22	25.58
20:30 - 22:00	41.76	36.17	34.00	39.76	43.16	47.30	31.40
22:00 - 24:00	9.89	10.64	19.00	18.07	15.79	18.92	15.12

TABLE 6.6: JUN-SEP 2004							
TIME BRACKET	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

²¹ Full details in Table 12.2, Part 2

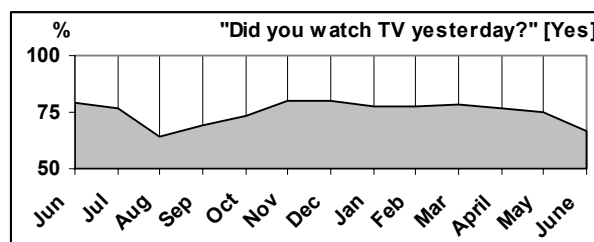


FIGURE 6.4: TV VIEWING BY WEEKDAY [MONDAY TO SUNDAY]



6.2.6 When analysed by month and by time bracket, the fluctuations in TV viewing can be clearly seen. The highest peaks for the time bracket “19:00-20:30” were again in June 2004 and March 2005 [Elections periods]. The lowest peak for the same time bracket

FIGURE 6.5: REGULAR TV VIEWING BY MONTH

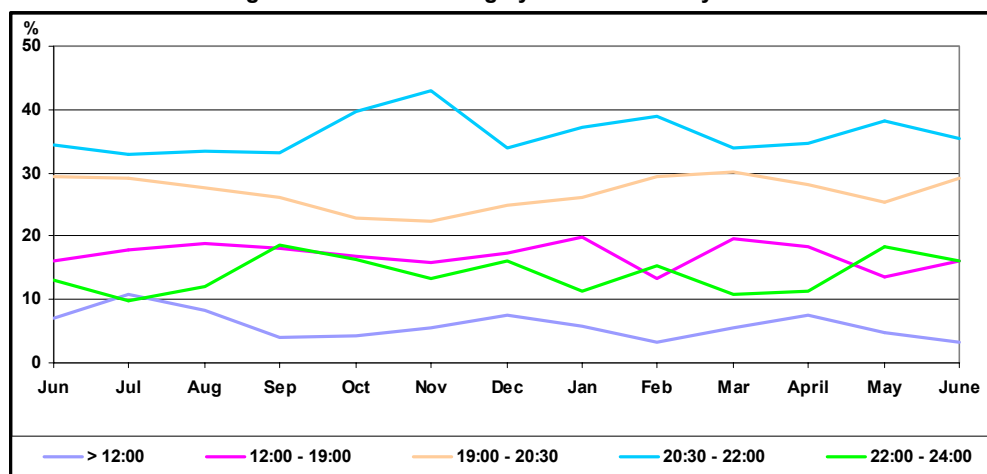


was in November 2004; when together with December 2004 were the months with the highest percentage for TV viewing [79.6% - see also Table 6.1]. TV viewing for the time brackets “12:00–19:00” and “19:00–20:30” seems to have the same following patterns with the exception for February 2005 where TV viewing between noon and 19:00 hrs was lower than the trend for the main news time bracket.

6.2.7 TV viewing for the time-bracket “20:30-22:00” scored some of the lowest percentage during election periods, winter Christmas season, and the summer months.

6.2.8 TV viewing “before noon” scored some of the highest peaks during the holiday seasons – summer, Christmas, and Easter; while TV viewing for “22:00-24:00” had some of the highest percentages during the end of the summer holidays and the start of TV broadcasting season.²² - see Figure 6.6 and 6.7 below

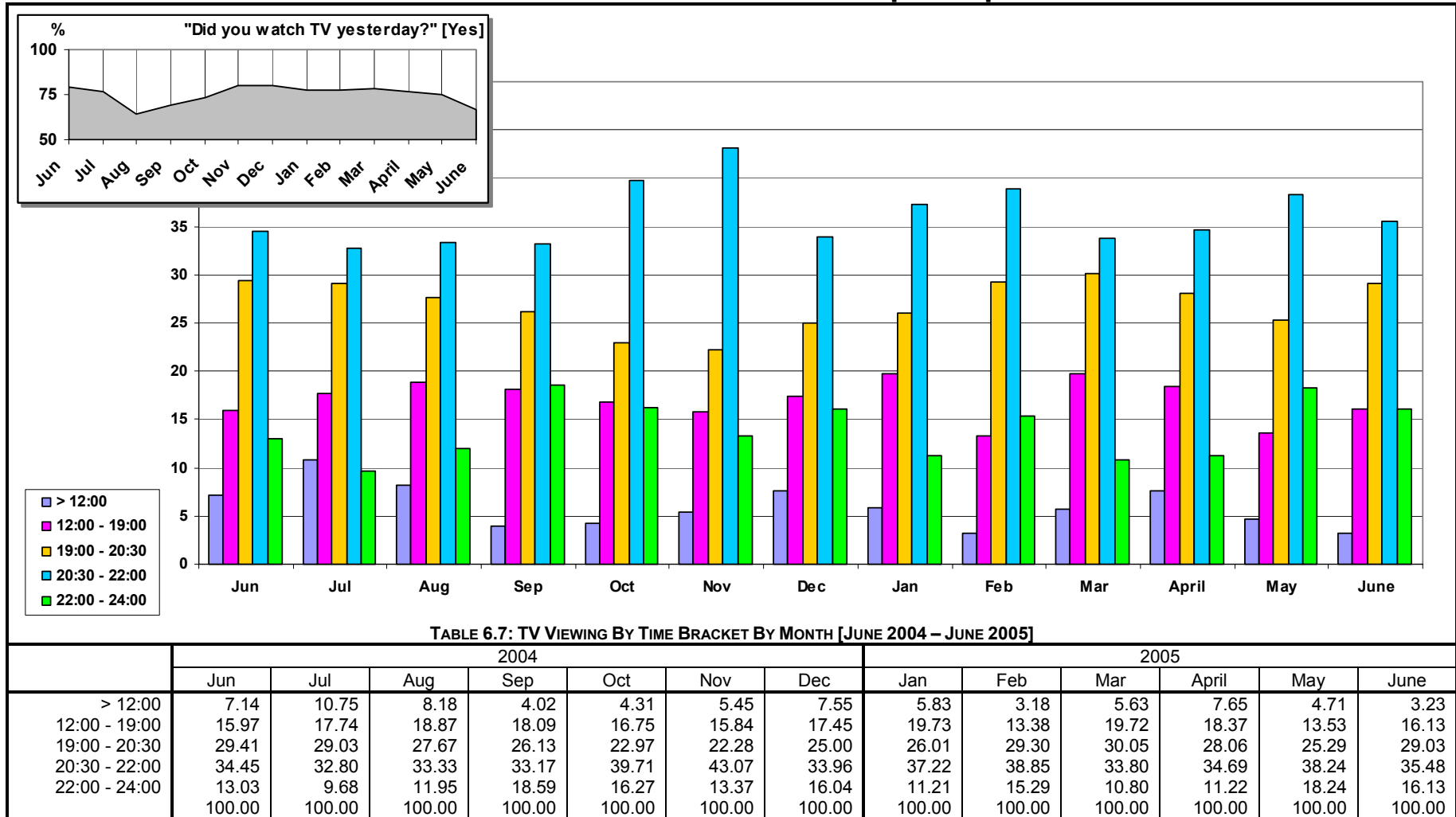
Figure 6.6 – TV Following by Time Bracket By Month



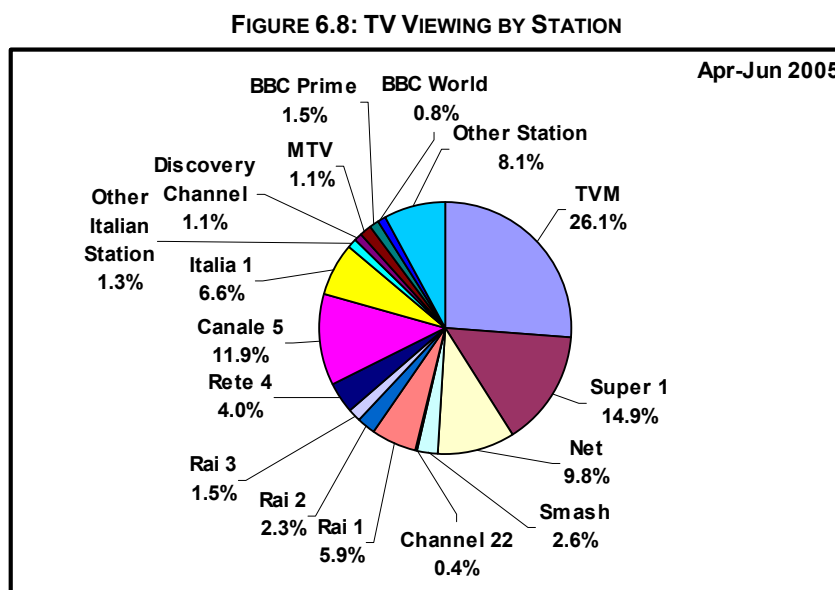
²² Full details in Table 12.3, Part 2



FIGURE 6.7 – TV VIEWING BY TIME BRACKET BY MONTH [BAR CHART]



6.2.4 Participants were again asked which television station they had listened to the day before the interview for at least ten minutes. Multiple replies to the question were allowed²³. For this period a separate item in the questionnaire was included for Channel 22 which previously was counted under “Other station” which included cable TV re-transmissions and satellite stations. Taking all the counts, for the period April-June, TVM ranked first with 26.1%, followed by Super One TV [14.9%] and Net TV [10.8%] from the local broadcasting stations. Then ranked foreign stations, Canale 5 with 11.9% followed by Net TV [9.8%] – see Figure 6.8 below.



6.2.5 Analysing the counts according to weekday the percentage daily counts of all TV viewers for each station is given in table 6.8 below²⁴. The graphical representation for each station is given in Appendix G.

TABLE 6.8: TV STATION VIEWING BY WEEKDAY

	SUN	MON	TUE	WED	THU	FRI	SAT
TVM	22.50	22.34	26.19	27.16	32.81	32.76	22.06
Super 1	11.25	17.02	13.10	16.05	12.50	15.52	19.12
Net	8.75	14.89	7.14	9.88	7.81	6.90	11.76
Smash	0.00	1.06	4.76	2.47	3.13	5.17	2.94
Channel 22	0.00	1.06	1.19	0.00	0.00	0.00	0.00
Rai 1	11.25	7.45	7.14	1.23	1.56	1.72	8.82
Rai 2	3.75	0.00	2.38	2.47	4.69	1.72	1.47
Rai 3	1.25	0.00	2.38	2.47	0.00	3.45	1.47
Rete 4	5.00	3.19	7.14	4.94	3.13	0.00	2.94
Canale 5	8.75	9.57	8.33	11.11	12.50	18.97	17.65
Italia 1	13.75	7.45	5.95	7.41	3.13	6.90	0.00
Other Italian Station	0.00	3.19	1.19	2.47	0.00	0.00	1.47
Discovery Channel	0.00	3.19	0.00	1.23	3.13	0.00	0.00
MTV	1.25	0.00	1.19	0.00	4.69	1.72	0.00
BBC Prime	1.25	2.13	1.19	1.23	3.13	0.00	1.47
BBC World	1.25	1.06	1.19	1.23	0.00	0.00	0.00
Other Station	10.00	6.38	9.52	8.64	7.81	5.17	8.82
	100.00	100.00	100.00	100.00	100.00	100.00	100.00

²³ Full details in Table 13.1, Part 2

²⁴ Full details in Table 13.2, Part 2



6.2.6 Analysing television audiences by month, TVM maintained its position throughout the whole period; Super One TV lost its second position in May for Canale 5 and then regaining it again in June; while Net TV improved its position from fifth to third gaining 4.2%. ²⁵ – see Table 6.9 below and Figures 6.10-1/3 in Appendix H. May was TVM's and NET TV's highest peak while June was the highest for Super One TV. During this period, foreign station viewing was also highest amongst Mediaset's Canale 5.

TABLE 6.9: TV STATION VIEWING BY MONTH

	TOTAL &		2005					
			APRIL %		MAY %		JUNE %	
TVM	26.09	1	24.06	1	28.40	1	26.11	1
Super One TV	14.93	2	15.51	2	12.96	3	16.11	2
Net TV	9.83	4	8.02	5	9.26	4	12.22	3
Smash TV	2.65	9	0.53	16	3.70	9	3.89	8
Channel 22	0.38	17	0.53	17	0.00	17	0.56	16
Rai 1	5.86	7	9.09	4	3.70	8	4.44	7
Rai 2	2.27	10	1.60	11	3.09	10	2.22	10
Rai 3	1.51	11	1.60	12	1.23	13	1.67	11
Rete 4	3.97	8	4.81	8	4.32	7	2.78	9
Canale 5	11.91	3	12.30	3	14.20	2	9.44	4
Italia 1	6.62	6	7.49	6	5.56	6	6.67	6
Other Italian Station	1.32	13	1.07	14	1.23	14	1.67	12
Discovery Channel	1.13	14	1.60	13	0.62	15	1.11	14
MTV	1.13	15	2.14	10	1.23	12	0.00	17
BBC Prime	1.51	12	2.14	9	1.23	11	1.11	13
BBC World	0.76	16	1.07	15	0.00	16	1.11	15
Other Station	8.13	5	6.42	7	9.26	5	8.89	5
	100.00		100.00		100.00		100.00	
Ranking: 1 2 3 4								

6.2.7 Analysing the data collected during the period June 2004 to June 2005, it is quite clear that the TV broadcasting industry is characterised by local and foreign “spill-over” broadcasts especially those coming from Italy – Mediaset stations compete directly with local productions placing third and fourth ratings in various months, once even second [Canale 5 – May 2005]. However, local broadcasting stations place first in times of elections, while RAI placed fourth during the close of the football season. “Other station” includes Channel 22 for ten months - the rating for Channel 22 has been based on the last three months – see Tables 6.10 and 6.11 and Figure 6.11 below.

TABLE 6.10: TV STATION VIEWING BY MONTH – OVERALL RANKING JUNE 2004-2005

	%	RANKING
TVM	28.97	1
Super One TV	15.51	2
Canale 5	10.31	3
Net TV	9.72	4
Italia 1	7.84	5
Other Station	7.40	6
Rai 1	5.84	7
Rete 4	3.85	8
Rai 2	2.40	9
BBC Prime	1.92	10
Smash TV	1.58	11
MTV	1.29	12
Rai 3	1.20	13
Other Italian Station	0.93	14
Discovery Channel	0.92	15
Channel 22	0.36	16
BBC World	0.24	17

²⁵ Full details in Table 13.3, Part 2

TABLE 6.11: TV STATION VIEWING BY MONTH AND RANKING

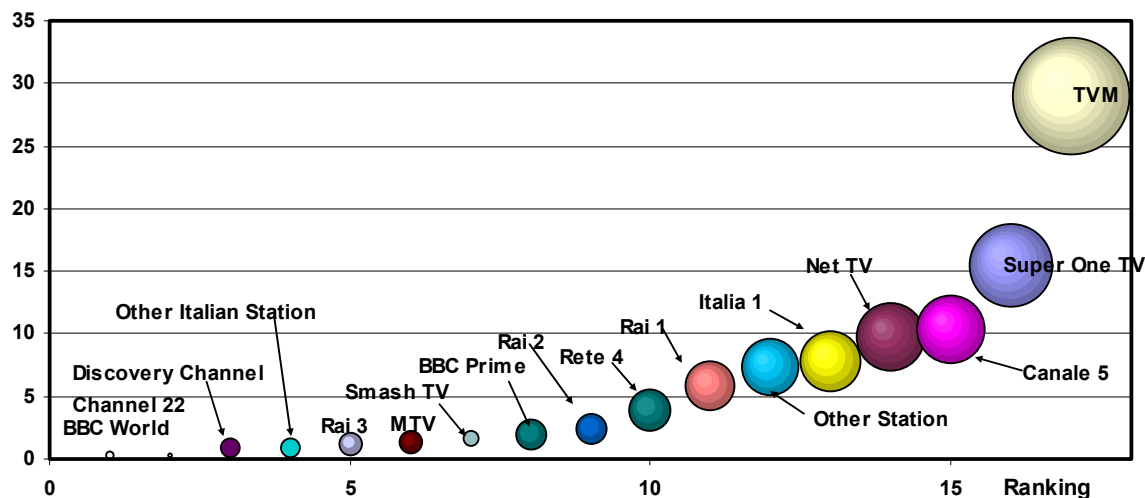
	2004														2005											
	JUN		JUL		AUG		SEP		OCT		NOV		DEC		JAN		FEB		MAR		APR		MAY		JUN	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
TVM	25.74	1	29.61	1	26.85	1	23.63	1	23.16	1	33.91	1	29.19	1	31.15	1	40.54	1	34.27	1	24.06	1	28.40	1	26.11	1
Super 1	12.24	2	12.29	2	18.79	2	15.38	2	16.84	2	14.37	2	18.38	2	15.30	2	14.86	2	18.54	2	15.51	2	12.96	3	16.11	2
Net	11.81	3	5.59	7	6.71	6	10.44	4	10.53	3	8.05	4	10.81	4	8.74	4	13.51	3	10.67	3	8.02	5	9.26	4	12.22	3
Smash	1.69	12	2.79	9	0.00	15	0.00	15	1.05	14	1.15	11	1.08	13	1.09	14	1.35	10	2.25	10	0.53	16	3.70	9	3.89	8
Channel 22																					0.53	17	0.00	17	0.56	16
Rai 1	11.81	4	10.06	4	2.01	9	8.24	6	5.26	7	6.32	7	3.78	7	3.83	7	3.38	8	3.93	7	9.09	4	3.70	8	4.44	7
Rai 2	3.38	9	1.68	11	6.04	7	2.75	10	2.11	10	2.87	10	2.16	9	3.28	9	0.00	12	0.00	14	1.60	13	3.09	10	2.22	10
Rai 3	2.53	10	1.12	13	0.67	13	1.10	12	0.00	16	1.15	12	2.16	10	1.64	10	0.68	11	0.00	13	1.60	12	1.23	13	1.67	11
Rete 4	3.80	8	3.35	8	3.36	8	4.40	8	5.26	8	4.60	8	2.70	8	3.83	8	4.05	7	2.81	8	4.81	8	4.32	7	2.78	9
Canale 5	7.59	5	10.06	5	11.41	4	12.64	3	9.47	4	9.20	3	14.05	3	8.20	5	8.78	4	6.74	5	12.30	3	14.20	2	9.44	4
Italia 1	6.33	7	12.29	3	12.75	3	8.24	5	9.47	5	6.90	5	5.41	6	7.10	6	4.73	6	8.99	4	7.49	6	5.56	6	6.67	6
Other Italian Station	1.27	13	0.00	15	2.01	10	0.55	13	1.58	12	0.57	14	0.54	15	1.64	12	0.00	14	0.00	15	1.07	14	1.23	14	1.67	12
Discovery Channel	0.84	15	0.56	14	0.67	14	0.55	14	1.05	13	0.57	15	2.16	11	1.64	11	0.00	13	0.56	12	1.60	11	0.62	15	1.11	14
MTV	1.27	14	2.23	10	0.67	12	1.10	11	3.16	9	0.57	13	0.54	14	1.09	15	0.00	15	2.81	9	2.14	9	1.23	11	0.00	17
BBC Prime	2.53	11	1.68	12	1.34	11	3.30	9	1.58	11	3.45	9	1.08	12	1.09	13	2.70	9	1.69	11	2.14	10	1.23	12	1.11	13
BBC World	0.42	16	0.00	16	0.00	16	0.00	16	0.53	15	0.00	16	0.00	16	0.00	16	0.00	16	0.00	16	1.07	15	0.00	16	1.11	15
Other Station	6.75	6	6.70	6	6.71	5	7.69	7	8.95	6	6.32	6	5.95	5	10.38	3	5.41	5	6.74	6	6.42	7	9.26	5	8.89	5
	100.00		100.00		100.00		100.00		100.00		100.00		100.00		100.00		100.00		100.00		100.00		100.00		100.00	

FIGURE 6.11 – TV STATIONS' TOTAL, AVERAGE PERCENTAGE SHARE AND RANKING

Ranking: 1 2 3 4 5

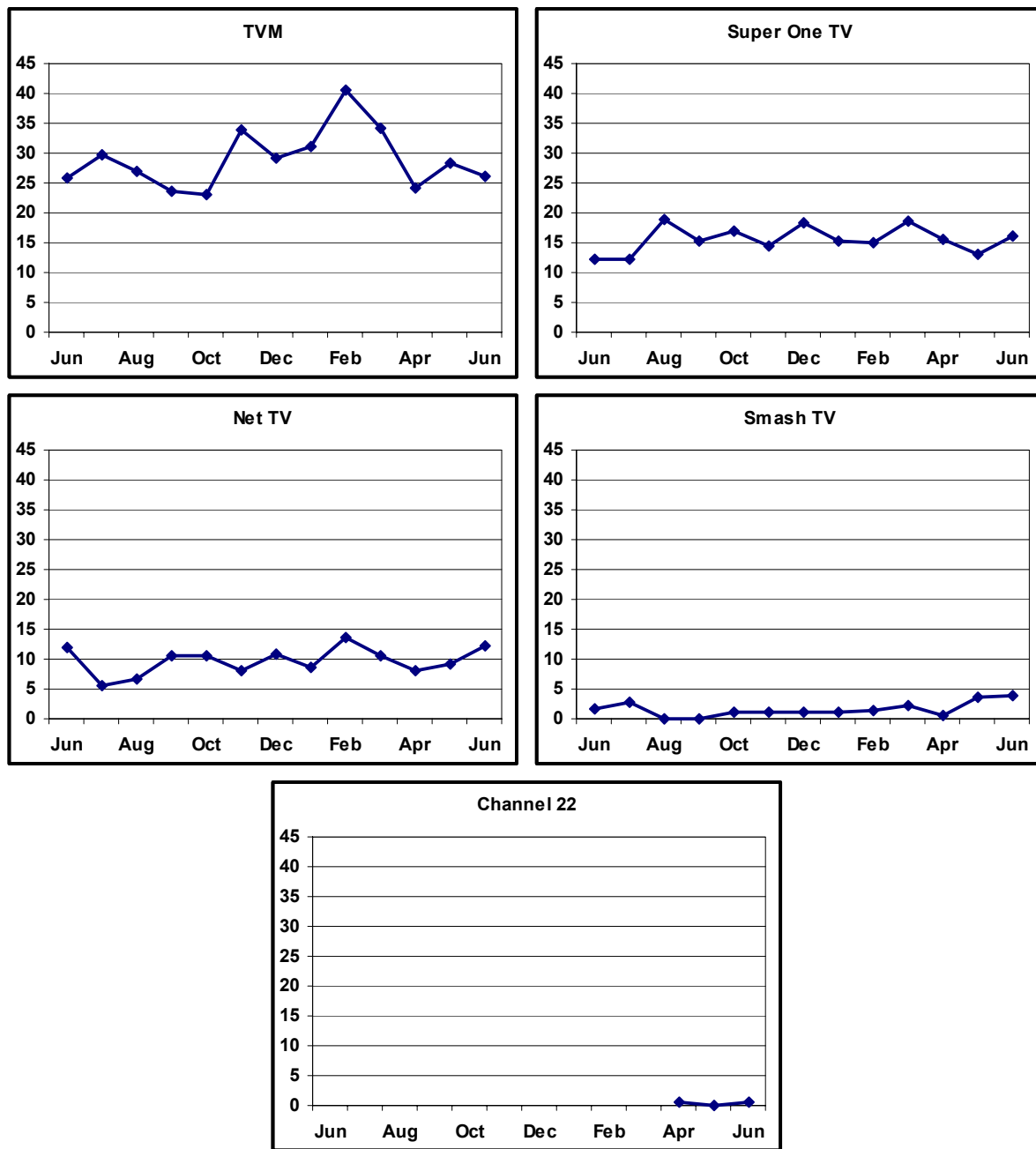
Agerage %

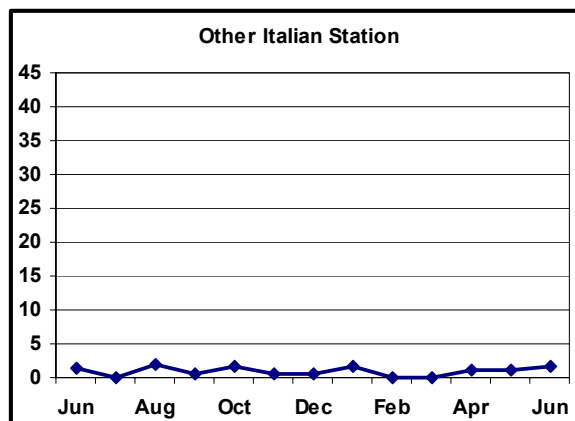
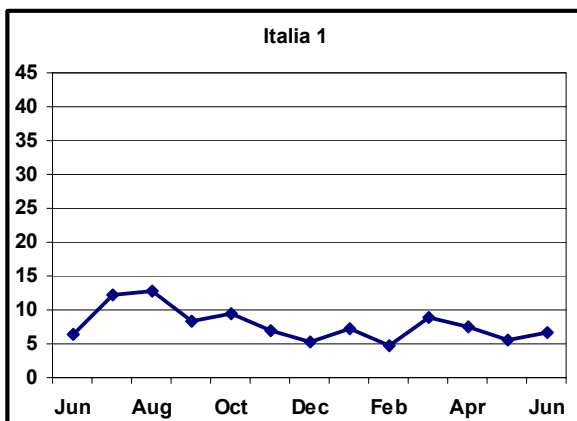
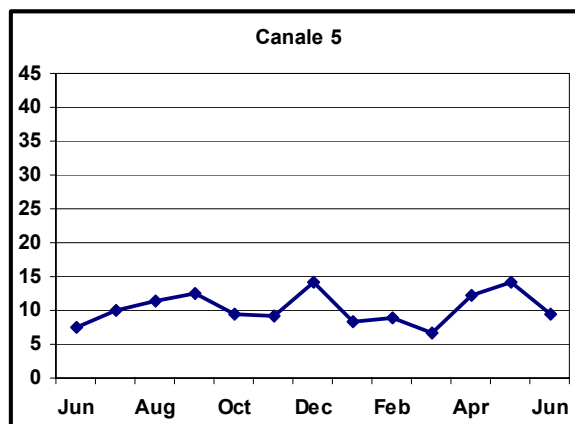
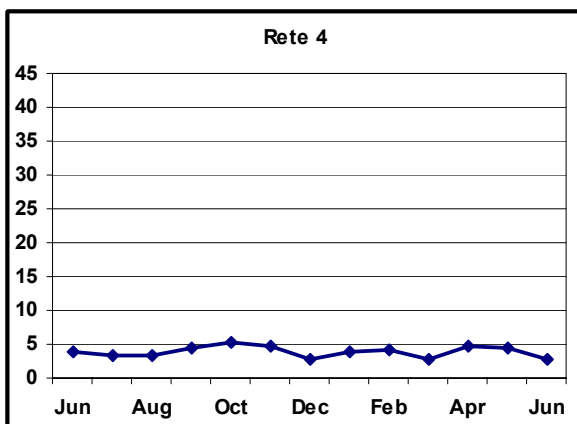
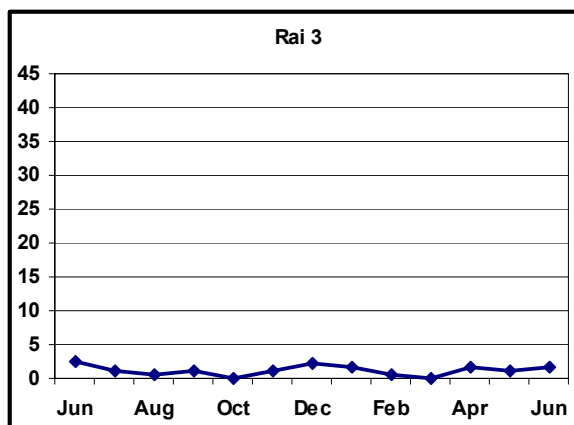
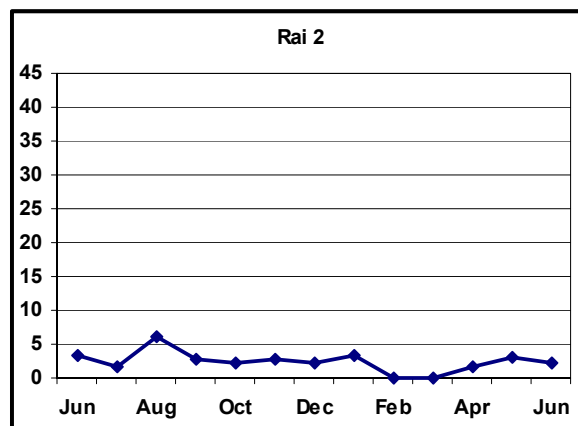
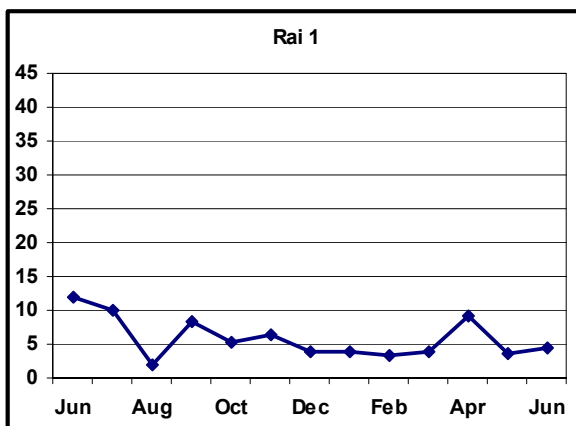
June 2004 - June 2005

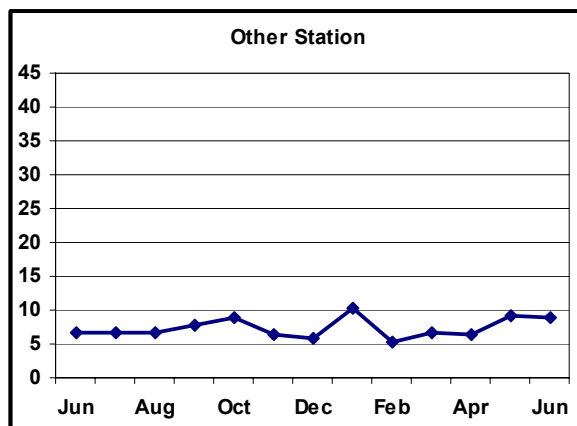
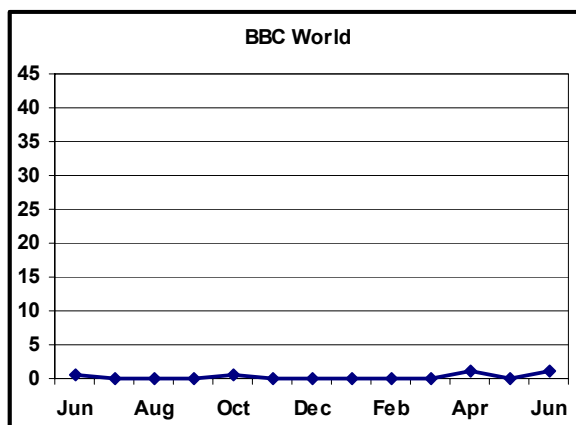
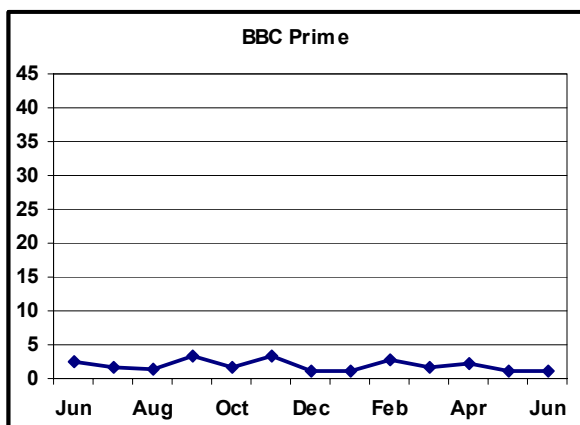
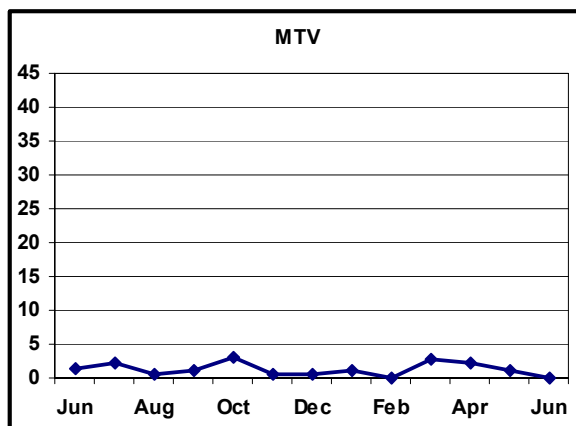
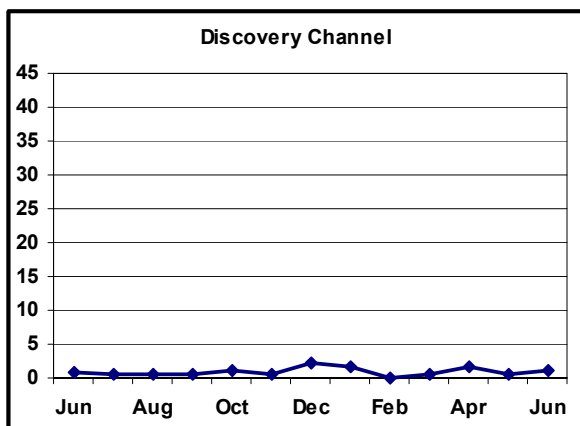


6.2.8 Each broadcasting station's performance for the period June 2004-2005 can best be analysed by month. Figures 6.12/1-17 below highlight each station's average percentage of TV viewing for each month.

FIGURE 6.12: TV VIEWING BY STATION AND BY MONTH







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)
 - viii. Persuna oħra inattive (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)
- 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.
 - xiv. M'hemmx stazzjon preferut
 - xv. 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)
- i. Mużika
 - ii. Diskussjonijiet dwar il-familja, problemi personali u l-politika
 - iii. Sport
 - iv. Flus, investimenti u *business*
 - v. Kulturali
 - vi. Religjużi
 - vii. Novelli u drammi
 - viii. Programmi tat-tfal
 - ix. Programmi dwar is-saħħa, sbuħija, id- dar, ta' magazin, eċċ.
 - x. Aħbarijiet u ġrajjet kurrenti
- Q10 Ilbierah smajtu r-radju?
- i. Iva (Mur M11)
 - ii. Le (Mur M14)
- Q11 Kemm-il siegħa smajtu r-radju lbierah? (Mur M12)
- i. Siegħa jew anqas
 - ii. Bejn siegħa sa anqas minn sagħtejn
 - iii. Bejn sagħtejn sa anqas minn 3 sigħat
 - iv. Erba' sigħat jew aktar

Q12 F' liema ħinijiet tal-gurnata smajt ir-radju **I-aktar** 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-gurnata kollha
- viii. Ma tatx/tax risposta
- ix. Ma niftakarx**

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.
- xiv. Ma niftakarx**

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-izjed? (Mur M16)

- i. TVM
- ii. Super One TV
- iii. Net TV
- iv. Smash TV
- v. **Channel 22**
- vi. RAI 1
- vii. RAI 2
- viii. RAI 3
- ix. Rete 4
- x. Canale 5
- xi. Italia 1
- xii. Stazzjon ieħor Taljan
- xiii. Discovery Channel
- xiv. MTV
- xv. BBC Prime
- xvi. BBC World
- xvii. Stazzjon ieħor
- xviii. M'hemmx stazzjon preferut
- xix. 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-gurnata rajt it-televiżjoni **I-aktar** Ibieraħ? (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
- vii. Ma niftakarx**

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

- i. TVM
 - ii. Super One TV
 - iii. Net TV
 - iv. Smash TV
 - v. Channel 22**
 - vi. RAI 1
 - vii. RAI 2
 - viii. RAI 3
 - ix. Rete 4
 - x. Canale 5
 - xi. Italia 1
 - xii. Stazzjon ieħor Taljan
 - xiii. Discovery Channel
 - xiv. MTV
 - xv. BBC Prime
 - xvi. BBC World
 - xvii. Stazzjon ieħor
 - xviii. Le
 - xix. Ma tax risposta
 - xx. Ma niftakarx**
-





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 JUNE 2004 – JUNE 2005

Station	Notes	2004								2005					
		Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	
Radio Calypso	1	X	X	X	X	X	X	X	X	X	X	X	X	X	
Lehen il-Belt Victoria		X	X	X	X	X	X	X	X	X	X	X	X	X	
Christian Light Radio		X	X	X	X	X	X	X	X	X	X	X	X	X	
Radju Kottoner		X	X	X	X	X	X	X	X	X	X	X	X	X	
Radju Sacro Cuor	2	X	X	X	X	X	X	X	X	X	X	X	X	X	
DJ's Live FM		X	X	X	X	X	X	X	X	X	X	X	X	X	
Radju Luminaria		X	X	X	X	X	X	X	X	X	X	X	X	X	
Deejays Radio 956FM		X	X	X	X	X	X	X	X	X	X	X	X	X	
Radju Katidral	3	X	X	X	X	X	X	X	X	X	X	X	X	X	
Radju Bambina		X	X	X	X	X	X	X	X	X	X	X	X	X	
Eden FM Radio		X	X	X	X	X	X	X	X	X	X	X	X	X	
Radju Prekursur		X	X	X	X	X	X	X	X	X	X	X	X	X	
Radju Sokkors	4	X	X	X	X	X	X	X	X	X	X	X	X	X	
Radju Lehen il-Qala		X	X	X	X	X	X	X	X	X	X	X	X	X	
Energy FM Radio		X	X	X	X	X	X	X	X	X	X	X	X	X	
Radju Marija		X	X	X	X	X									
Radju Xeb-er-ras	5	X	X	X	X	X		X	X	X	X	X	X	X	
Radju St Vincent de Paule		X	X	X	X	X	X	X	X	X	X	X	X	X	
BKR Radio 94.5FM		X	X	X	X	X	X	X	X	X	X	X	X	X	
Fantasy Radio		X	X	X	X	X	X	X	X	X	X	X	X	X	
Radju Vilhena	6	X	X	X	X	X	X	X	X	X	X	X	X	X	
Three Cities Radio		X	X	X	X	X	X	X	X	X	X	X	X	X	
A+ Plus		X	X	X	X	X	X	X	X	X	X	X	X	X	
Radio Galaxy		X	X	X	X	X	X	X	X	X	X	X	X	X	
Power FM	7	X	X	X	X	X	X	X	X	X	X	X	X	X	
Bastjanizi FM		X	X	X	X	X	X	X	X	X	X	X	X	X	
Radju Hompesch		X	X	X	X	X	X	X	X	X	X	X	X	X	
Kiss FM		X	X	X	X	X	X	X	X	X	X	X	X	X	
Radju 15 t'Awissu	8			X											
Radio Valentine Balzan		X													
Radju Lehen il-Karmelitani			X					X							
Radju Margerita			X											X	
Central FM	9		X												
Radju Santa Katarina				X											
2004 District Convention of Jehovah's Witnesses					X										
2004 Circuit Assembly of Jehovah's Witnesses							X								
Calypso FM	10					X	X	X	X	X	X	X	X	X	
Radju Belt Rebbieha								X							
Radju Vizitazzjoni								X						X	
Radju għall-Providenza								X							
Radju Mhabba	11							X							
Radju Xodus								X							
Radio TZ								X							
Radju Valentine Balzan								X							
Radju Lehen il-Guzeppini	12												X		
Radju Banda San Filep														X	
2005 Special Assembly Day of Jehovah's Witnesses												X			
Radio12th May														X	
Radju Pawlin	13													X	
Radju Gilju Rebbieh														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

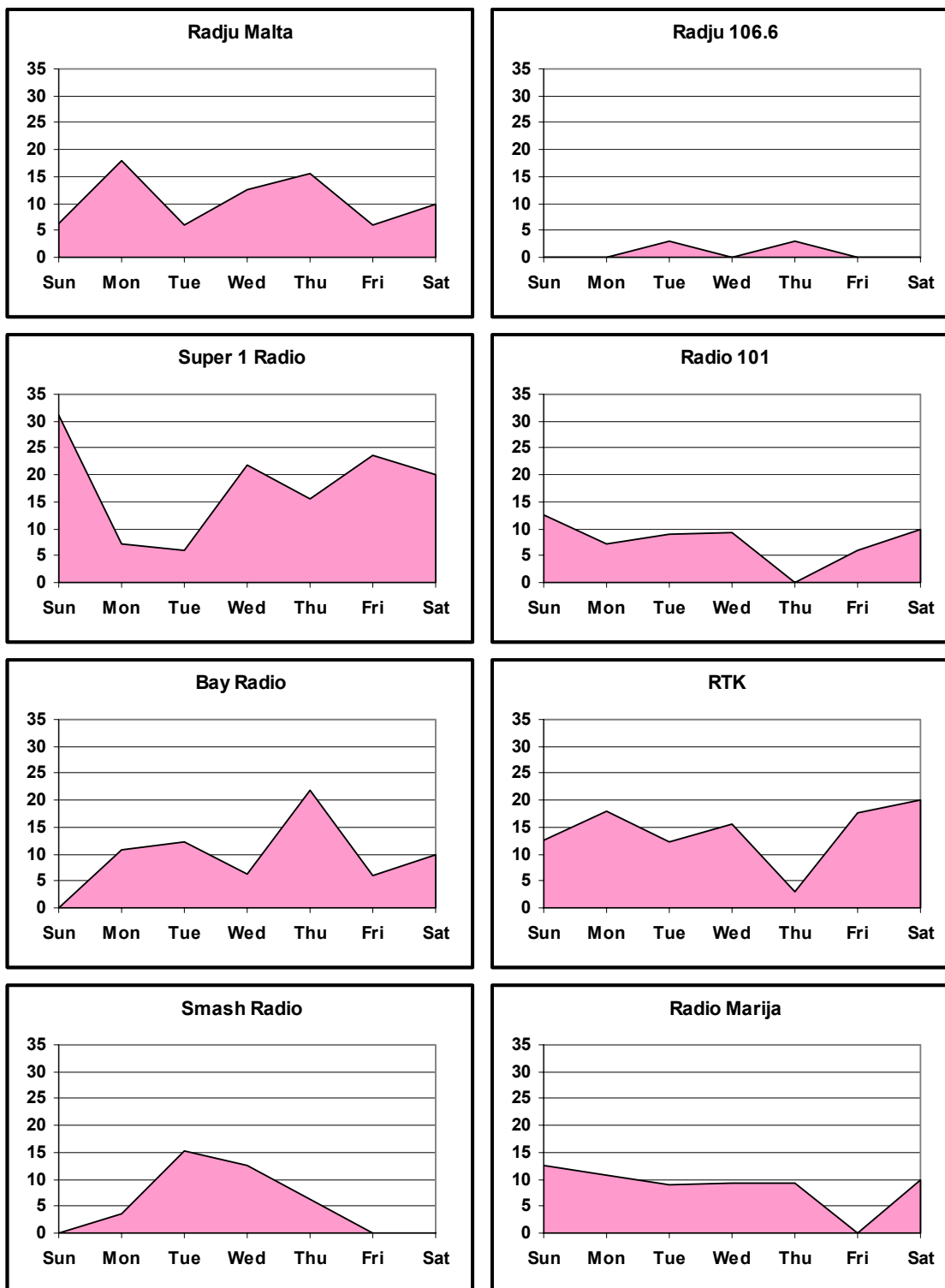
Each "X" under 2004 indicates the month in which each station was licensed to broadcast. This may range from just a few days to the whole broadcasting month period.

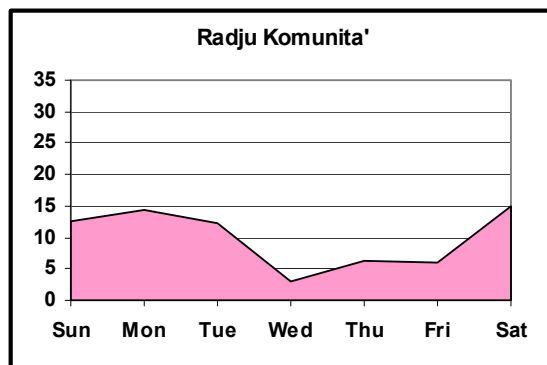
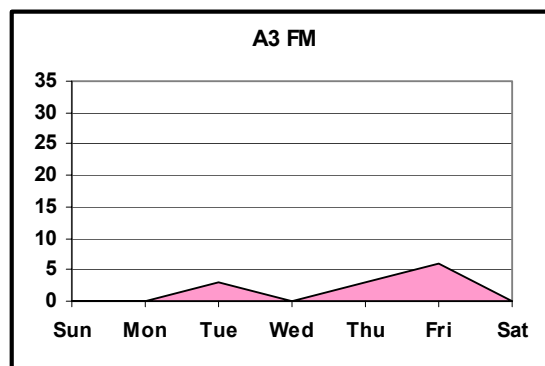
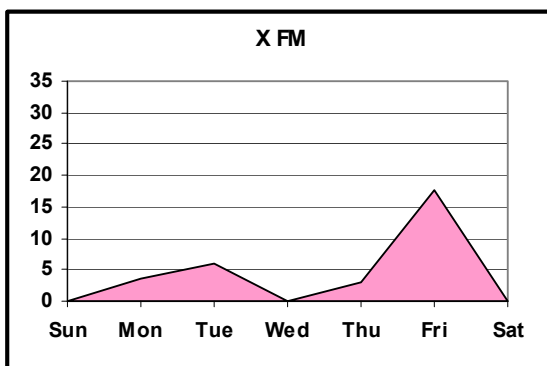
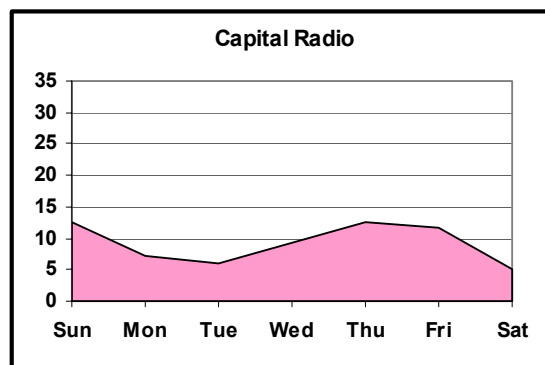
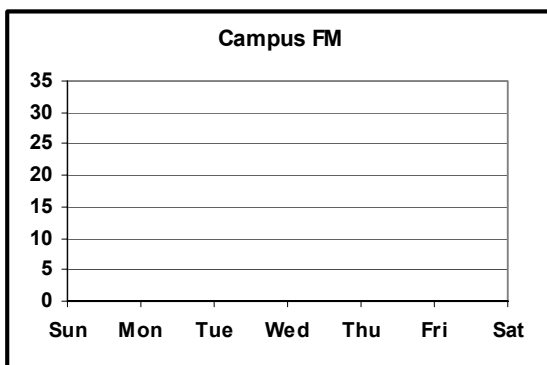




APPENDIX E

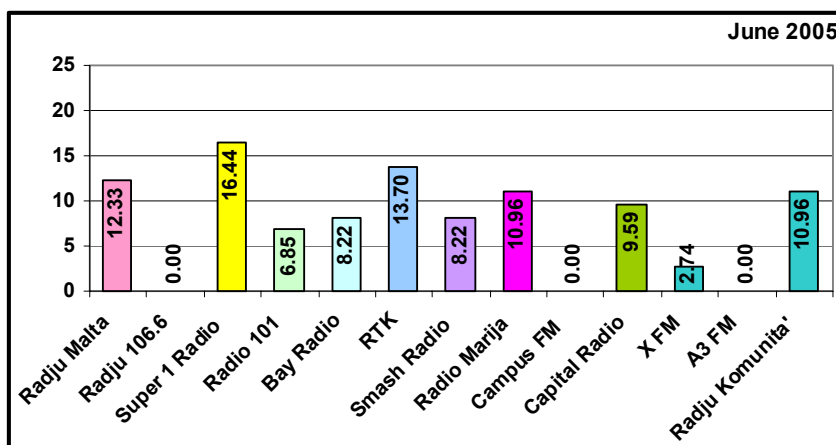
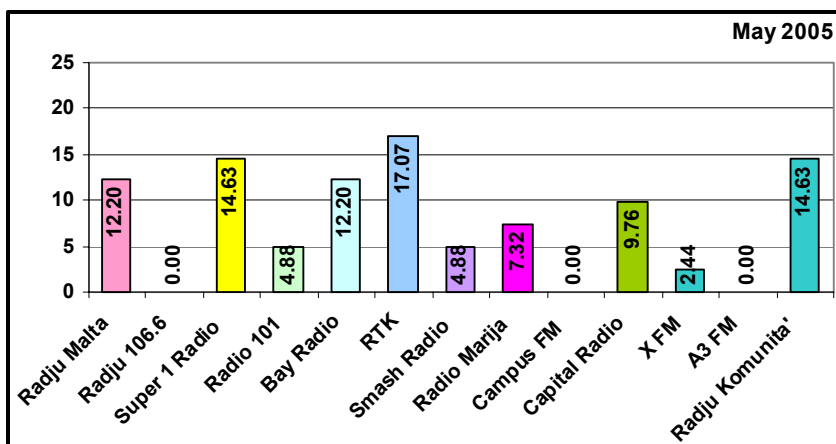
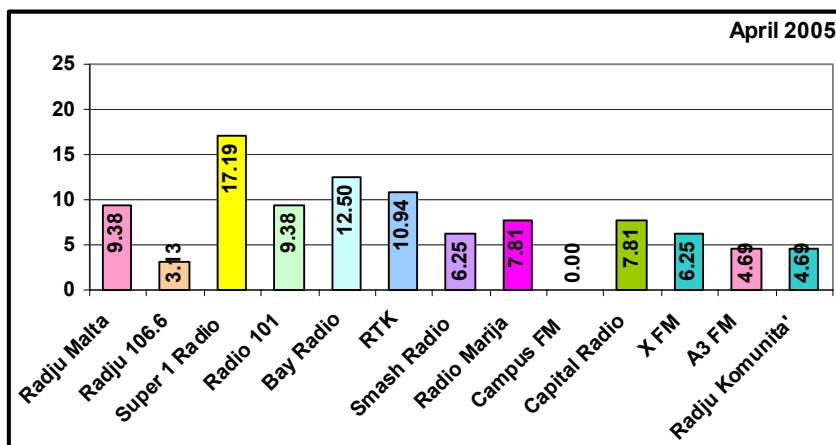
FIGURE 5.10: RADIO STATION LISTENING BY STATION BY WEEKDAY [APRIL-JUNE 2005]





APPENDIX F – RADIO STATION LISTENING BY MONTH BY STATION

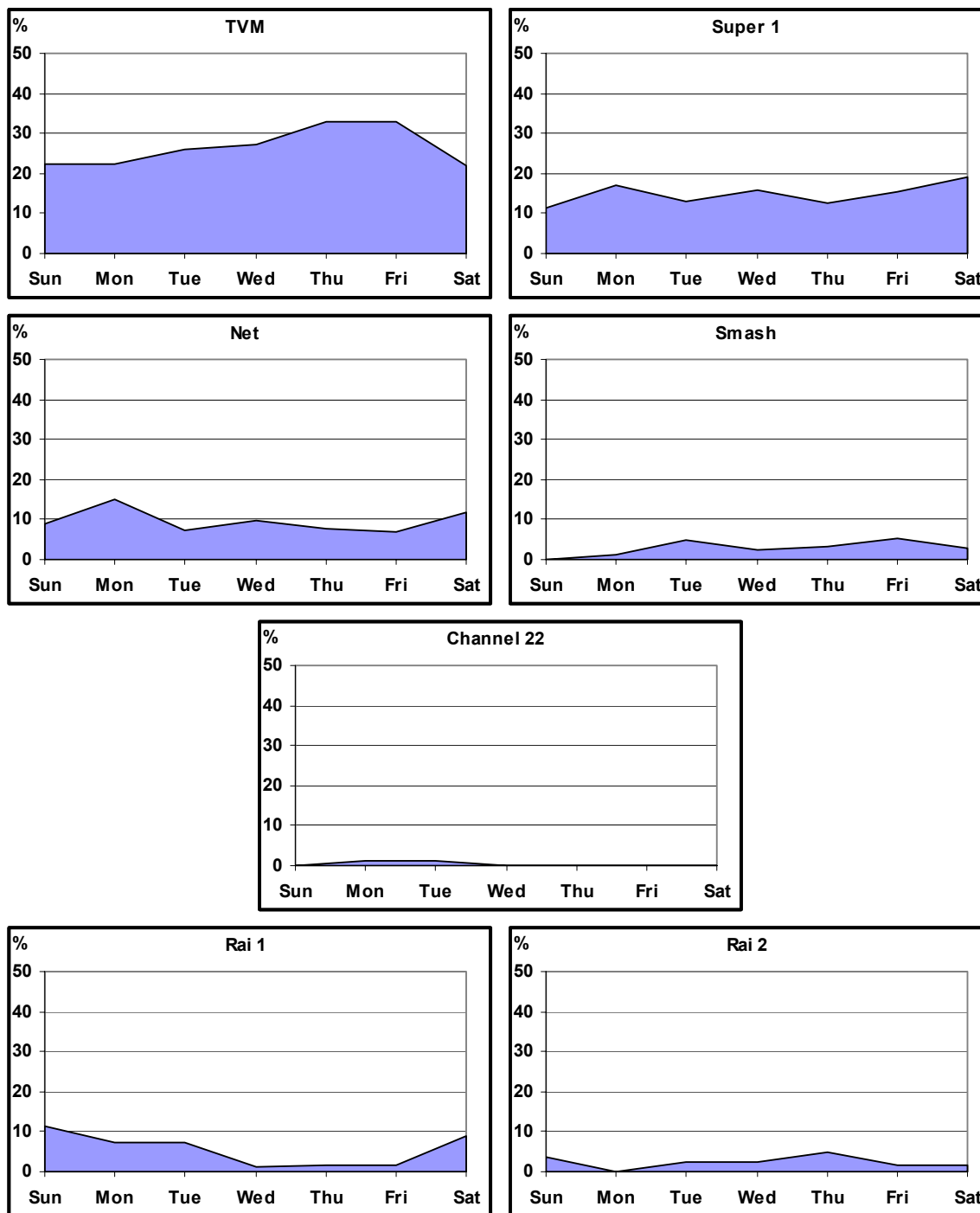
FIGURES 5.11-1/3: RADIO STATION LISTENING BY MONTH BY STATION

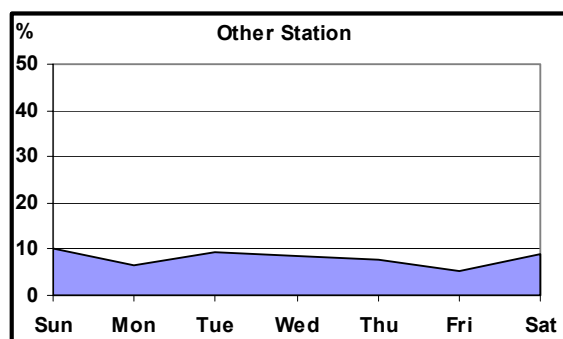
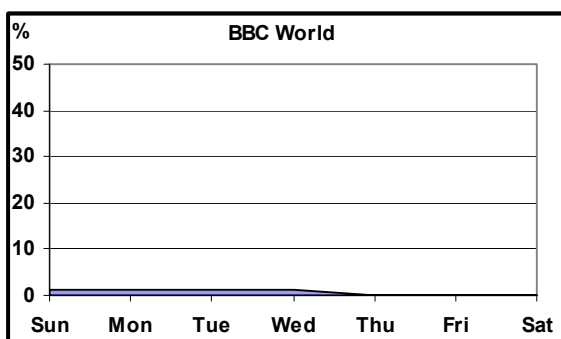
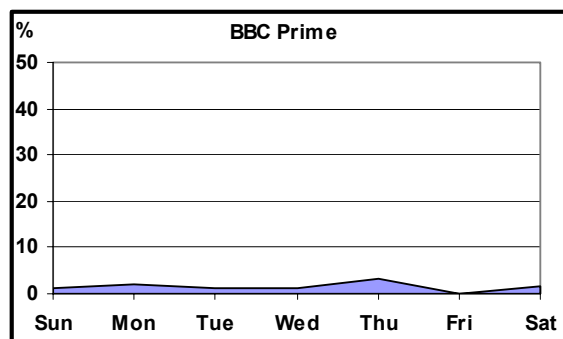
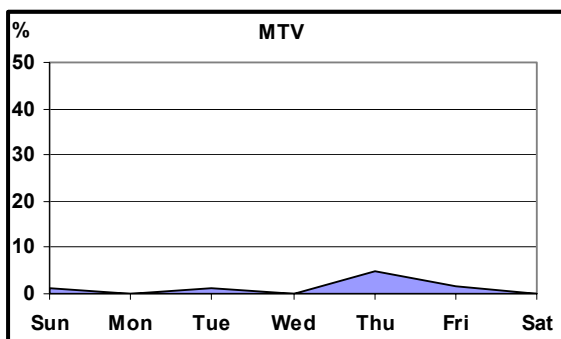
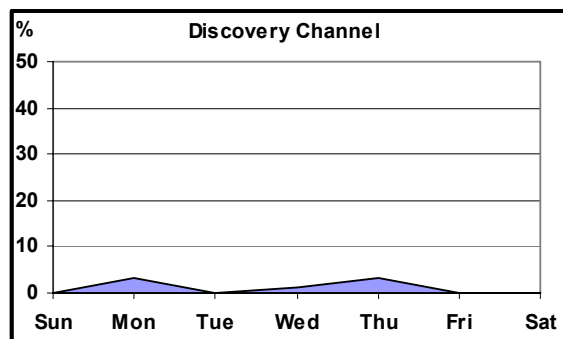
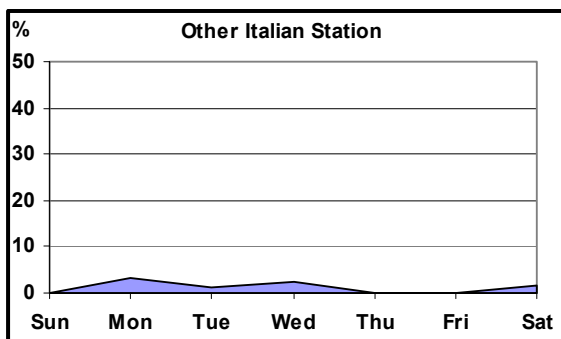
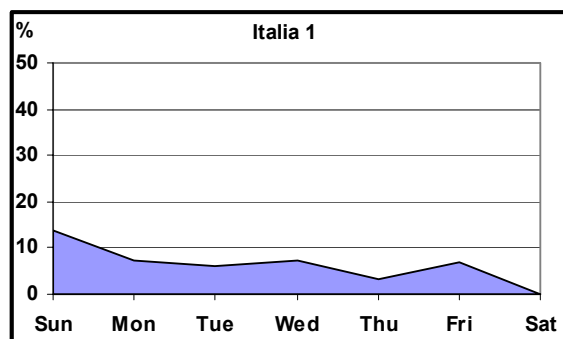
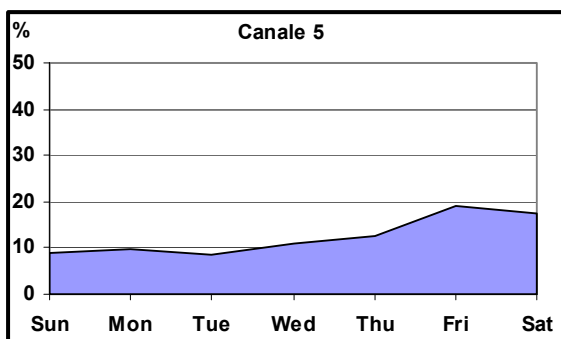
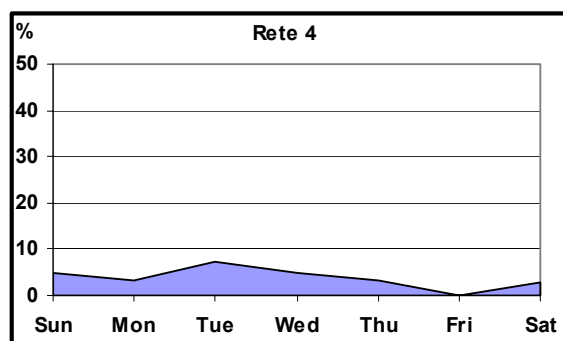
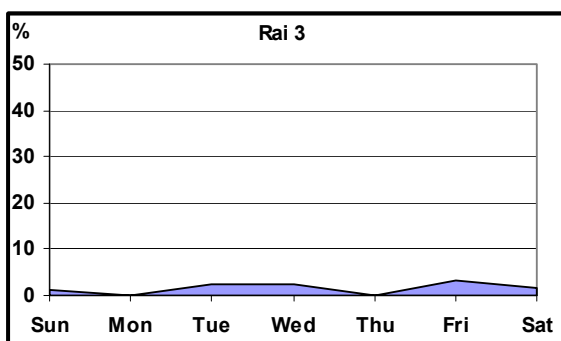




APPENDIX G

FIGURE 6.9: TV STATION VIEWING BY STATION BY WEEKDAY [APRIL-JUNE 2005]





APPENDIX H – TV STATION VIEWING BY MONTH BY STATION

FIGURES 6.10-1/3: TV STATION LISTENING BY MONTH BY STATION

