



A REPORT ON A STUDY OF
RADIO AND TELEVISION AUDIENCES
IN MALTA
APRIL – JUNE 2005

PART 2 – TABLES AND FIGURES
[APRIL-JUNE 2005]

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RADIO AND TELEVISION AUDIENCES IN MALTA

PART 2 – TABLES [APRIL-JUNE 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 | 105 | 41 | 64 |
| | 26.6% | 24.3% | 28.4% |
| | 100.0% | 39.0% | 61.0% |
| 30-49 | 137 | 63 | 74 |
| | 34.8% | 37.3% | 32.9% |
| | 100.0% | 46.0% | 54.0% |
| 50+ | 152 | 65 | 87 |
| | 38.6% | 38.5% | 38.7% |
| | 100.0% | 42.8% | 57.2% |
| Total | 394 | 169 | 225 |
| | 100.0% | 100.0% | 100.0% |
| | 100.0% | 42.9% | 57.1% |

[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 | Other Inactive person |
| | Count | Count | Count | Count | Count | Count | Count | Count | Count |
| | Col % Row % | Col % Row % | Col % Row % | Col % Row % | Col % Row % | Col % Row % | Col % Row % | Col % Row % | Col % Row % |
| 12-29 | 105 | 9 | 45 | 36 | 5 | 7 | 0 | 1 | 2 |
| | 26.6% | 6.3% | 100.0% | 30.5% | 25.0% | 63.6% | .0% | 10.0% | 66.7% |
| | 100.0% | 8.6% | 42.9% | 34.3% | 4.8% | 6.7% | .0% | 1.0% | 1.9% |
| 30-49 | 137 | 54 | 0 | 62 | 11 | 3 | 1 | 5 | 1 |
| | 34.8% | 38.0% | .0% | 52.5% | 55.0% | 27.3% | 2.2% | 50.0% | 33.3% |
| | 100.0% | 39.4% | .0% | 45.3% | 8.0% | 2.2% | .7% | 3.6% | .7% |
| 50+ | 152 | 79 | 0 | 20 | 4 | 1 | 44 | 4 | 0 |
| | 38.6% | 55.6% | .0% | 16.9% | 20.0% | 9.1% | 97.8% | 40.0% | .0% |
| | 100.0% | 52.0% | .0% | 13.2% | 2.6% | .7% | 28.9% | 2.6% | .0% |
| Total | 394 | 142 | 45 | 118 | 20 | 11 | 45 | 10 | 3 |
| | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| | 100.0% | 36.0% | 11.4% | 29.9% | 5.1% | 2.8% | 11.4% | 2.5% | .8% |

[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 | 105 | 24 | 46 | 25 | 10 | 0 | 0 |
| | 26.6% | 18.9% | 29.7% | 44.6% | 40.0% | .0% | .0% |
| | 100.0% | 22.9% | 43.8% | 23.8% | 9.5% | .0% | .0% |
| 30-49 | 137 | 27 | 75 | 24 | 10 | 1 | 0 |
| | 34.8% | 21.3% | 48.4% | 42.9% | 40.0% | 3.4% | .0% |
| | 100.0% | 19.7% | 54.7% | 17.5% | 7.3% | .7% | .0% |
| 50+ | 152 | 76 | 34 | 7 | 5 | 28 | 2 |
| | 38.6% | 59.8% | 21.9% | 12.5% | 20.0% | 96.6% | 100.0% |
| | 100.0% | 50.0% | 22.4% | 4.6% | 3.3% | 18.4% | 1.3% |
| Total | 394 | 127 | 155 | 56 | 25 | 29 | 2 |
| | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| | 100.0% | 32.2% | 39.3% | 14.2% | 6.3% | 7.4% | .5% |

[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 | 105 | 23 | 34 | 16 | 11 | 11 | 10 |
| | 26.6% | 24.5% | 28.3% | 30.2% | 20.4% | 28.9% | 28.6% |
| | 100.0% | 21.9% | 32.4% | 15.2% | 10.5% | 10.5% | 9.5% |
| 30-49 | 137 | 27 | 42 | 19 | 21 | 20 | 8 |
| | 34.8% | 28.7% | 35.0% | 35.8% | 38.9% | 52.6% | 22.9% |
| | 100.0% | 19.7% | 30.7% | 13.9% | 15.3% | 14.6% | 5.8% |
| 50+ | 152 | 44 | 44 | 18 | 22 | 7 | 17 |
| | 38.6% | 46.8% | 36.7% | 34.0% | 40.7% | 18.4% | 48.6% |
| | 100.0% | 28.9% | 28.9% | 11.8% | 14.5% | 4.6% | 11.2% |
| Total | 394 | 94 | 120 | 53 | 54 | 38 | 35 |
| | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| | 100.0% | 23.9% | 30.5% | 13.5% | 13.7% | 9.6% | 8.9% |

[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 Col % Row % | Count Col % Row % | Count Col % Row % | Count Col % Row % | Count Col % Row % | Count Col % Row % |
| Local Stations | 215 54.6% 100.0% | 96 56.8% 44.7% | 119 52.9% 55.3% | 52 49.5% 24.2% | 79 57.7% 36.7% | 84 55.3% 39.1% |
| Foreign Stations | 2 .5% 100.0% | 2 1.2% 100.0% | 0 .0% 0.0% | 1 1.0% 50.0% | 0 .0% 0.0% | 1 .7% 50.0% |
| Local and Foreign stations | 49 12.4% 100.0% | 20 11.8% 40.8% | 29 12.9% 59.2% | 17 16.2% 34.7% | 17 12.4% 34.7% | 15 9.9% 30.6% |
| No | 128 32.5% 100.0% | 51 30.2% 39.8% | 77 34.2% 60.2% | 35 33.3% 27.3% | 41 29.9% 32.0% | 52 34.2% 40.6% |
| 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 | 394 100.0% 100.0% | 169 100.0% 42.9% | 225 100.0% 57.1% | 105 100.0% 26.6% | 137 100.0% 34.8% | 152 100.0% 38.6% |

[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 Col % Row % | Count Col % Row % | Count Col % Row % | Count Col % Row % | Count Col % Row % | Count Col % Row % | Count Col % Row % |
| Local Stations | 215 54.6% 100.0% | 68 53.5% 31.6% | 94 60.6% 43.7% | 28 50.0% 13.0% | 9 36.0% 4.2% | 15 51.7% 7.0% | 1 50.0% .5% |
| Foreign Stations | 2 .5% 100.0% | 2 1.6% 100.0% | 0 .0% 0.0% | 0 .0% 0.0% | 0 .0% 0.0% | 0 .0% 0.0% | 0 .0% 0.0% |
| Local and Foreign stations | 49 12.4% 100.0% | 14 11.0% 28.6% | 18 11.6% 36.7% | 8 14.3% 16.3% | 8 32.0% 16.3% | 1 3.4% 2.0% | 0 0.0% 0.0% |
| No | 128 32.5% 100.0% | 43 33.9% 33.6% | 43 27.7% 33.6% | 20 35.7% 15.6% | 8 32.0% 6.3% | 13 44.8% 10.2% | 1 50.0% .8% |
| 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% | 0 .0% 0.0% |
| Total | 394 100.0% 100.0% | 127 100.0% 32.2% | 155 100.0% 39.3% | 56 100.0% 14.2% | 25 100.0% 6.3% | 29 100.0% 7.4% | 2 100.0% .5% |

[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 | Other Inactive person |
| | Count Col % Row % | Count Col % Row % | Count Col % Row % | Count Col % Row % | Count Col % Row % | Count Col % Row % | Count Col % Row % | Count Col % Row % | Count Col % Row % |
| Local Stations | 215 54.6% 100.0% | 81 57.0% 37.7% | 23 51.1% 10.7% | 63 53.4% 29.3% | 15 75.0% 7.0% | 4 36.4% 1.9% | 21 46.7% 9.8% | 6 60.0% 2.8% | 2 66.7% .9% |
| Foreign Stations | 2 .5% 100.0% | 0 .0% 0.0% | 1 2.2% 50.0% | 0 .0% 0.0% | 0 .0% 0.0% | 0 .0% 0.0% | 1 2.2% 50.0% | 0 .0% 0.0% | 0 .0% 0.0% |
| Local and Foreign stations | 49 12.4% 100.0% | 13 9.2% 26.5% | 6 13.3% 12.2% | 19 16.1% 38.8% | 1 5.0% 2.0% | 1 9.1% 2.0% | 7 15.6% 14.3% | 2 20.0% 4.1% | 0 .0% 0.0% |
| No | 128 32.5% 100.0% | 48 33.8% 37.5% | 15 33.3% 11.7% | 36 30.5% 28.1% | 4 20.0% 3.1% | 6 54.5% 4.7% | 16 35.6% 12.5% | 2 20.0% 1.6% | 1 33.3% .8% |
| 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% | 0 .0% 0.0% | 0 .0% 0.0% | 0 .0% 0.0% |
| Total | 394 100.0% 100.0% | 142 100.0% 36.0% | 45 100.0% 11.4% | 118 100.0% 29.9% | 20 100.0% 5.1% | 11 100.0% 2.8% | 45 100.0% 11.4% | 10 100.0% 2.5% | 3 100.0% .8% |

[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 Col % Row % | Count Col % Row % | Count Col % Row % | Count Col % Row % | Count Col % Row % | Count Col % Row % | Count Col % Row % |
| Local Stations | 215 54.6% 100.0% | 49 52.1% 22.8% | 69 57.5% 32.1% | 34 64.2% 15.8% | 28 51.9% 13.0% | 19 50.0% 8.8% | 16 45.7% 7.4% |
| Foreign Stations | 2 .5% 100.0% | 1 1.1% 50.0% | 1 .8% 50.0% | 0 .0% 0.0% | 0 .0% 0.0% | 0 .0% 0.0% | 0 .0% 0.0% |
| Local and Foreign stations | 49 12.4% 100.0% | 11 11.7% 22.4% | 20 16.7% 40.8% | 1 1.9% 2.0% | 9 16.7% 18.4% | 5 13.2% 10.2% | 3 8.6% 6.1% |
| No | 128 32.5% 100.0% | 33 35.1% 25.8% | 30 25.0% 23.4% | 18 34.0% 14.1% | 17 31.5% 13.3% | 14 36.8% 10.9% | 16 45.7% 12.5% |
| 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% | 0 .0% 0.0% |
| Total | 394 100.0% 100.0% | 94 100.0% 23.9% | 120 100.0% 30.5% | 53 100.0% 13.5% | 54 100.0% 13.7% | 38 100.0% 9.6% | 35 100.0% 8.9% |

[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 | Gender | | Age group | | |
|-------------------------|----------------|----------------|----------------|----------------|----------------|----------------|
| | | Male | Female | 12-29 | 30-49 | 50+ |
| | Count Col % | Count Col % | Count Col % | Count Col % | Count Col % | Count Col % |
| Radju Malta | 13 4.9% | 6 5.2% | 7 4.7% | 1 1.4% | 4 4.2% | 8 8.1% |
| Radju Parlament/106.6 | 10 3.8% | 6 5.2% | 4 2.7% | 9 13.0% | 1 1.0% | 0 .0% |
| Super One | 39 14.8% | 15 12.9% | 24 16.2% | 2 2.9% | 15 15.6% | 22 22.2% |
| Radio 101 | 11 4.2% | 5 4.3% | 6 4.1% | 1 1.4% | 7 7.3% | 3 3.0% |
| Bay Radio | 22 8.3% | 11 9.5% | 11 7.4% | 15 21.7% | 7 7.3% | 0 .0% |
| RTK | 22 8.3% | 6 5.2% | 16 10.8% | 1 1.4% | 8 8.3% | 13 13.1% |
| Smash Radio | 21 8.0% | 11 9.5% | 10 6.8% | 6 8.7% | 9 9.4% | 6 6.1% |
| Radio Maria | 17 6.4% | 7 6.0% | 10 6.8% | 1 1.4% | 4 4.2% | 12 12.1% |
| Campus FM | 0 .0% | 0 .0% | 0 .0% | 0 .0% | 0 .0% | 0 .0% |
| Capital Radio | 22 8.3% | 13 11.2% | 9 6.1% | 6 8.7% | 13 13.5% | 3 3.0% |
| X FM | 8 3.0% | 1 .9% | 7 4.7% | 7 10.1% | 1 1.0% | 0 .0% |
| A3 FM | 1 .4% | 1 .9% | 0 .0% | 1 1.4% | 0 .0% | 0 .0% |
| Radju tal-komunita' | 27 10.2% | 9 7.8% | 18 12.2% | 6 8.7% | 11 11.5% | 10 10.1% |
| No particular station | 50 18.9% | 25 21.6% | 25 16.9% | 12 17.4% | 16 16.7% | 22 22.2% |
| Other | 1 .4% | 0 .0% | 1 .7% | 1 1.4% | 0 .0% | 0 .0% |
| Refusal | 0 .0% | 0 .0% | 0 .0% | 0 .0% | 0 .0% | 0 .0% |
| Total | 264 100.0% | 116 100.0% | 148 100.0% | 69 100.0% | 96 100.0% | 99 100.0% |

[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 | 13 4.9% | 4 4.9% | 3 2.7% | 1 2.8% | 3 17.6% | 2 12.5% | 0 .0% |
| Radju Parlament/106.6 | 10 3.8% | 1 1.2% | 9 8.0% | 0 .0% | 0 .0% | 0 .0% | 0 .0% |
| Super One | 39 14.8% | 24 29.3% | 13 11.6% | 0 .0% | 1 5.9% | 1 6.3% | 0 .0% |
| Radio 101 | 11 4.2% | 1 1.2% | 6 5.4% | 4 11.1% | 0 .0% | 0 .0% | 0 .0% |
| Bay Radio | 22 8.3% | 2 2.4% | 8 7.1% | 7 19.4% | 5 29.4% | 0 .0% | 0 .0% |
| RTK | 22 8.3% | 7 8.5% | 12 10.7% | 1 2.8% | 1 5.9% | 1 6.3% | 0 .0% |
| Smash Radio | 21 8.0% | 7 8.5% | 10 8.9% | 2 5.6% | 0 .0% | 1 6.3% | 1 100.0% |
| Radio Maria | 17 6.4% | 8 9.8% | 6 5.4% | 1 2.8% | 0 .0% | 2 12.5% | 0 .0% |
| Campus FM | 0 .0% | 0 .0% | 0 .0% | 0 .0% | 0 .0% | 0 .0% | 0 .0% |
| Capital Radio | 22 8.3% | 2 2.4% | 13 11.6% | 6 16.7% | 1 5.9% | 0 .0% | 0 .0% |
| X FM | 8 3.0% | 1 1.2% | 2 1.8% | 4 11.1% | 1 5.9% | 0 .0% | 0 .0% |
| A3 FM | 1 .4% | 0 .0% | 0 .0% | 1 2.8% | 0 .0% | 0 .0% | 0 .0% |
| Radju tal-komunita' | 27 10.2% | 10 12.2% | 10 8.9% | 3 8.3% | 2 11.8% | 2 12.5% | 0 .0% |
| No particular station | 50 18.9% | 15 18.3% | 19 17.0% | 6 16.7% | 3 17.6% | 7 43.8% | 0 .0% |
| Other | 1 .4% | 0 .0% | 1 .9% | 0 .0% | 0 .0% | 0 .0% | 0 .0% |
| Refusal | 0 .0% | 0 .0% | 0 .0% | 0 .0% | 0 .0% | 0 .0% | 0 .0% |
| Total | 264 100.0% | 82 100.0% | 112 100.0% | 36 100.0% | 17 100.0% | 16 100.0% | 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 | Other inactive person |
| | Count Col % | Count Col % | Count Col % | Count Col % | Count Col % | Count Col % | Count Col % | Count Col % | Count Col % |
| Radju Malta | 13 4.9% | 7 7.4% | 0 .0% | 1 1.2% | 2 12.5% | 0 .0% | 2 7.1% | 1 12.5% | 0 .0% |
| Radju | 10 | 1 | 3 | 2 | 1 | 1 | 0 | 0 | 2 |
| Parlament/106.6 | 3.8% | 1.1% | 10.3% | 2.4% | 6.3% | 20.0% | .0% | .0% | 100.0% |
| Super One | 39 | 21 | 0 | 5 | 1 | 1 | 8 | 3 | 0 |
| | 14.8% | 22.3% | .0% | 6.1% | 6.3% | 20.0% | 28.6% | 37.5% | .0% |
| Radio 101 | 11 | 6 | 0 | 5 | 0 | 0 | 0 | 0 | 0 |
| | 4.2% | 6.4% | .0% | 6.1% | .0% | .0% | .0% | .0% | .0% |
| Bay Radio | 22 | 2 | 6 | 12 | 1 | 1 | 0 | 0 | 0 |
| | 8.3% | 2.1% | 20.7% | 14.6% | 6.3% | 20.0% | .0% | .0% | .0% |
| RTK | 22 | 14 | 0 | 3 | 0 | 0 | 4 | 1 | 0 |
| | 8.3% | 14.9% | .0% | 3.7% | .0% | .0% | 14.3% | 12.5% | .0% |
| Smash Radio | 21 | 5 | 3 | 9 | 3 | 0 | 0 | 1 | 0 |
| | 8.0% | 5.3% | 10.3% | 11.0% | 18.8% | .0% | .0% | 12.5% | .0% |
| Radio Maria | 17 | 9 | 1 | 3 | 1 | 0 | 3 | 0 | 0 |
| | 6.4% | 9.6% | 3.4% | 3.7% | 6.3% | .0% | 10.7% | .0% | .0% |
| Campus FM | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| | .0% | .0% | .0% | .0% | .0% | .0% | .0% | .0% | .0% |
| Capital Radio | 22 | 3 | 2 | 12 | 3 | 2 | 0 | 0 | 0 |
| | 8.3% | 3.2% | 6.9% | 14.6% | 18.8% | 40.0% | .0% | .0% | .0% |
| X FM | 8 | 0 | 5 | 1 | 1 | 0 | 0 | 1 | 0 |
| | 3.0% | .0% | 17.2% | 1.2% | 6.3% | .0% | .0% | 12.5% | .0% |
| A3 FM | 1 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 |
| | .4% | .0% | .0% | 1.2% | .0% | .0% | .0% | .0% | .0% |
| Radju tal-komunita' | 27 | 10 | 3 | 9 | 1 | 0 | 4 | 0 | 0 |
| | 10.2% | 10.6% | 10.3% | 11.0% | 6.3% | .0% | 14.3% | .0% | .0% |
| No particular station | 50 | 16 | 6 | 18 | 2 | 0 | 7 | 1 | 0 |
| | 18.9% | 17.0% | 20.7% | 22.0% | 12.5% | .0% | 25.0% | 12.5% | .0% |
| Other | 1 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 |
| | .4% | .0% | .0% | 1.2% | .0% | .0% | .0% | .0% | .0% |
| Refusal | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| | .0% | .0% | .0% | .0% | .0% | .0% | .0% | .0% | .0% |
| Total | 264 | 94 | 29 | 82 | 16 | 5 | 28 | 8 | 2 |
| | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 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 | 13 4.9% | 1 1.7% | 7 7.9% | 2 5.7% | 2 5.4% | 1 4.2% | 0 .0% |
| Radju Parlament/106.6 | 10 3.8% | 2 3.3% | 2 2.2% | 3 8.6% | 1 2.7% | 2 8.3% | 0 .0% |
| Super One | 39 14.8% | 15 25.0% | 13 14.6% | 4 11.4% | 5 13.5% | 1 4.2% | 1 5.3% |
| Radio 101 | 11 4.2% | 1 1.7% | 3 3.4% | 4 11.4% | 2 5.4% | 1 4.2% | 0 .0% |
| Bay Radio | 22 8.3% | 4 6.7% | 9 10.1% | 2 5.7% | 3 8.1% | 3 12.5% | 1 5.3% |
| RTK | 22 8.3% | 2 3.3% | 11 12.4% | 2 5.7% | 3 8.1% | 2 8.3% | 2 10.5% |
| Smash Radio | 21 8.0% | 2 3.3% | 7 7.9% | 3 8.6% | 4 10.8% | 2 8.3% | 3 15.8% |
| Radio Maria | 17 6.4% | 6 10.0% | 7 7.9% | 2 5.7% | 1 2.7% | 1 4.2% | 0 .0% |
| Campus FM | 0 .0% | 0 .0% | 0 .0% | 0 .0% | 0 .0% | 0 .0% | 0 .0% |
| Capital Radio | 22 8.3% | 4 6.7% | 9 10.1% | 4 11.4% | 2 5.4% | 2 8.3% | 1 5.3% |
| X FM | 8 3.0% | 2 3.3% | 4 4.5% | 0 .0% | 0 .0% | 1 4.2% | 1 5.3% |
| A3 FM | 1 .4% | 0 .0% | 1 1.1% | 0 .0% | 0 .0% | 0 .0% | 0 .0% |
| Radju tal-komunita' | 27 10.2% | 7 11.7% | 6 6.7% | 4 11.4% | 3 8.1% | 1 4.2% | 6 31.6% |
| No particular station | 50 18.9% | 14 23.3% | 9 10.1% | 5 14.3% | 11 29.7% | 7 29.2% | 4 21.1% |
| Other | 1 .4% | 0 .0% | 1 1.1% | 0 .0% | 0 .0% | 0 .0% | 0 .0% |
| Refusal | 0 .0% | 0 .0% | 0 .0% | 0 .0% | 0 .0% | 0 .0% | 0 .0% |
| Total | 264 100.0% | 60 100.0% | 89 100.0% | 35 100.0% | 37 100.0% | 24 100.0% | 19 100.0% |

[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 | 222 84.1% 100.0% | 102 87.9% 45.9% | 120 81.1% 54.1% | 66 95.7% 29.7% | 86 89.6% 38.7% | 70 70.7% 31.5% |
| Discussions | Yes | 149 56.4% 100.0% | 65 56.0% 43.6% | 84 56.8% 56.4% | 14 20.3% 9.4% | 61 63.5% 40.9% | 74 74.7% 49.7% |
| Sports | Yes | 96 36.4% 100.0% | 57 49.1% 59.4% | 39 26.4% 40.6% | 16 23.2% 16.7% | 39 40.6% 40.6% | 41 41.4% 42.7% |
| Businesses | Yes | 71 26.9% 100.0% | 29 25.0% 40.8% | 42 28.4% 59.2% | 10 14.5% 14.1% | 20 20.8% 28.2% | 41 41.4% 57.7% |
| Cultural | Yes | 127 48.1% 100.0% | 52 44.8% 40.9% | 75 50.7% 59.1% | 18 26.1% 14.2% | 48 50.0% 37.8% | 61 61.6% 48.0% |
| Religious | Yes | 135 51.1% 100.0% | 45 38.8% 33.3% | 90 60.8% 66.7% | 17 24.6% 12.6% | 47 49.0% 34.8% | 71 71.7% 52.6% |
| Novels / Drama | Yes | 109 41.3% 100.0% | 40 34.5% 36.7% | 69 46.6% 63.3% | 13 18.8% 11.9% | 35 36.5% 32.1% | 61 61.6% 56.0% |
| Children Programmes | Yes | 67 25.4% 100.0% | 16 13.8% 23.9% | 51 34.5% 76.1% | 7 10.1% 10.4% | 25 26.0% 37.3% | 35 35.4% 52.2% |
| Health, Beauty etc | Yes | 163 61.7% 100.0% | 59 50.9% 36.2% | 104 70.3% 63.8% | 26 37.7% 16.0% | 65 67.7% 39.9% | 72 72.7% 44.2% |
| News / Current Affairs | Yes | 211 79.9% 100.0% | 96 82.8% 45.5% | 115 77.7% 54.5% | 45 65.2% 21.3% | 81 84.4% 38.4% | 85 85.9% 40.3% |

[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 | 222 84.1% 100.0% | 63 76.8% 28.4% | 99 88.4% 44.6% | 32 88.9% 14.4% | 16 94.1% 7.2% | 11 68.8% 5.0% |
| Discussions | Yes | 149 56.4% 100.0% | 53 64.6% 35.6% | 61 54.5% 40.9% | 9 25.0% 6.0% | 11 64.7% 7.4% | 15 93.8% 10.1% |
| Sports | Yes | 96 36.4% 100.0% | 25 30.5% 26.0% | 38 33.9% 39.6% | 13 36.1% 13.5% | 12 70.6% 12.5% | 8 50.0% 8.3% |
| Businesses | Yes | 71 26.9% 100.0% | 29 35.4% 40.8% | 21 18.8% 29.6% | 6 16.7% 8.5% | 6 35.3% 8.5% | 9 56.3% 12.7% |
| Cultural | Yes | 127 48.1% 100.0% | 43 52.4% 33.9% | 51 45.5% 40.2% | 14 38.9% 11.0% | 8 47.1% 6.3% | 11 68.8% 8.7% |
| Religious | Yes | 135 51.1% 100.0% | 50 61.0% 37.0% | 56 50.0% 41.5% | 12 33.3% 8.9% | 4 23.5% 3.0% | 13 81.3% 9.6% |
| Novels / Drama | Yes | 109 41.3% 100.0% | 44 53.7% 40.4% | 42 37.5% 38.5% | 8 22.2% 7.3% | 2 11.8% 1.8% | 13 81.3% 11.9% |
| Children Programmes | Yes | 67 25.4% 100.0% | 25 30.5% 37.3% | 22 19.6% 32.8% | 7 19.4% 10.4% | 2 11.8% 3.0% | 11 68.8% 16.4% |
| Health, Beauty etc | Yes | 163 61.7% 100.0% | 57 69.5% 35.0% | 64 57.1% 39.3% | 20 55.6% 12.3% | 9 52.9% 5.5% | 13 81.3% 8.0% |
| News / Current Affairs | Yes | 211 79.9% 100.0% | 70 85.4% 33.2% | 79 70.5% 37.4% | 31 86.1% 14.7% | 17 100.0% 8.1% | 14 87.5% 6.6% |

[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]

| Do you listen to Radio | | Economic Status | | | | | | | | |
|------------------------|-----|------------------------|----------------------|----------------------|----------------------|---------------------|---------------------|----------------------|---|-----------------------|
| | | Total | House Person | Student | Employed | Self-Employed | Un-employed | Pensioner | Unable to work due to sickness/disability | Other inactive person |
| | | Count | Count | Count | Count | Count | Count | Count | Count | Count |
| | | Col % Row % | Col % Row % | Col % Row % | Col % Row % | Col % Row % | Col % Row % | Col % Row % | Col % Row % | Col % Row % |
| Musical Programmes | Yes | 222 84.1% 100.0% | 67 71.3% 30.2% | 28 96.6% 12.6% | 76 92.7% 34.2% | 15 93.8% 6.8% | 5 100.0% 2.3% | 22 78.6% 9.9% | 7 87.5% 3.2% | 2 100.0% .9% |
| Discussions | Yes | 149 56.4% 100.0% | 71 75.5% 47.7% | 4 13.8% 2.7% | 35 42.7% 23.5% | 9 56.3% 6.0% | 1 20.0% .7% | 23 82.1% 15.4% | 5 62.5% 3.4% | 1 50.0% .7% |
| Sports | Yes | 96 36.4% 100.0% | 26 27.7% 27.1% | 5 17.2% 5.2% | 35 42.7% 36.5% | 9 56.3% 9.4% | 2 40.0% 2.1% | 13 46.4% 13.5% | 5 62.5% 5.2% | 1 50.0% 1.0% |
| Businesses | Yes | 71 26.9% 100.0% | 34 36.2% 47.9% | 1 3.4% 1.4% | 14 17.1% 19.7% | 5 31.3% 7.0% | 1 20.0% 1.4% | 11 39.3% 15.5% | 4 50.0% 5.6% | 1 50.0% 1.4% |
| Cultural | Yes | 127 48.1% 100.0% | 59 62.8% 46.5% | 6 20.7% 4.7% | 33 40.2% 26.0% | 5 31.3% 3.9% | 3 60.0% 2.4% | 17 60.7% 13.4% | 3 37.5% 2.4% | 1 50.0% .8% |
| Religious | Yes | 135 51.1% 100.0% | 72 76.6% 53.3% | 7 24.1% 5.2% | 28 34.1% 20.7% | 5 31.3% 3.7% | 1 20.0% .7% | 17 60.7% 12.6% | 5 62.5% 3.7% | 0 .0% .0% |
| Novels / Drama | Yes | 109 41.3% 100.0% | 58 61.7% 53.2% | 3 10.3% 2.8% | 22 26.8% 20.2% | 4 25.0% 3.7% | 1 20.0% .9% | 18 64.3% 16.5% | 2 25.0% 1.8% | 1 50.0% .9% |
| Children Programmes | Yes | 67 25.4% 100.0% | 41 43.6% 61.2% | 3 10.3% 4.5% | 12 14.6% 17.9% | 2 12.5% 3.0% | 0 .0% .0% | 7 25.0% 10.4% | 1 12.5% 1.5% | 1 50.0% 1.5% |
| Health, Beauty etc. | Yes | 163 61.7% 100.0% | 80 85.1% 49.1% | 10 34.5% 6.1% | 42 51.2% 25.8% | 6 37.5% 3.7% | 1 20.0% .6% | 19 67.9% 11.7% | 4 50.0% 2.5% | 1 50.0% .6% |
| News / Current Affairs | Yes | 211 79.9% 100.0% | 76 80.9% 36.0% | 20 69.0% 9.5% | 65 79.3% 30.8% | 12 75.0% 5.7% | 4 80.0% 1.9% | 26 92.9% 12.3% | 6 75.0% 2.8% | 2 100.0% .9% |

[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 | 222 84.1% 100.0% | 51 85.0% 23.0% | 75 84.3% 33.8% | 29 82.9% 13.1% | 31 83.8% 14.0% | 21 87.5% 9.5% | 15 78.9% 6.8% |
| Discussions | Yes | 149 56.4% 100.0% | 34 56.7% 22.8% | 56 62.9% 37.6% | 17 48.6% 11.4% | 20 54.1% 13.4% | 11 45.8% 7.4% | 11 57.9% 7.4% |
| Sports | Yes | 96 36.4% 100.0% | 23 38.3% 24.0% | 35 39.3% 36.5% | 13 37.1% 13.5% | 14 37.8% 14.6% | 7 29.2% 7.3% | 4 21.1% 4.2% |
| Businesses | Yes | 71 26.9% 100.0% | 17 28.3% 23.9% | 27 30.3% 38.0% | 4 11.4% 5.6% | 14 37.8% 19.7% | 5 20.8% 7.0% | 4 21.1% 5.6% |
| Cultural | Yes | 127 48.1% 100.0% | 28 46.7% 22.0% | 46 51.7% 36.2% | 12 34.3% 9.4% | 18 48.6% 14.2% | 11 45.8% 8.7% | 12 63.2% 9.4% |
| Religious | Yes | 135 51.1% 100.0% | 31 51.7% 23.0% | 48 53.9% 35.6% | 16 45.7% 11.9% | 18 48.6% 13.3% | 9 37.5% 6.7% | 13 68.4% 9.6% |
| Novels / Drama | Yes | 109 41.3% 100.0% | 28 46.7% 25.7% | 43 48.3% 39.4% | 12 34.3% 11.0% | 11 29.7% 10.1% | 5 20.8% 4.6% | 10 52.6% 9.2% |
| Children Programmes | Yes | 67 25.4% 100.0% | 14 23.3% 20.9% | 26 29.2% 38.8% | 5 14.3% 7.5% | 11 29.7% 16.4% | 5 20.8% 7.5% | 6 31.6% 9.0% |
| Health, Beauty etc | Yes | 163 61.7% 100.0% | 39 65.0% 23.9% | 59 66.3% 36.2% | 14 40.0% 8.6% | 23 62.2% 14.1% | 14 58.3% 8.6% | 14 73.7% 8.6% |
| News / Current Affairs | Yes | 211 79.9% 100.0% | 44 73.3% 20.9% | 75 84.3% 35.5% | 28 80.0% 13.3% | 30 81.1% 14.2% | 20 83.3% 9.5% | 14 73.7% 6.6% |

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

Table 5: Radio Listening [Base = All]

| | | Total | |
|------------------------|----------------------------|-------|--------|
| | | Count | Col % |
| Do you listen to Radio | No | 128 | 32.5% |
| | Refusal | 0 | .0% |
| | Subtotal | 128 | 32.5% |
| | Local Stations | 215 | 54.6% |
| | Foreign Stations | 2 | .5% |
| | Local and Foreign stations | 49 | 12.4% |
| Total | | 394 | 100.0% |
| Radio Yesterday | Not applicable | 0 | .0% |
| | No | 249 | 63.2% |
| | Subtotal | 249 | 63.2% |
| | Yes | 145 | 36.8% |
| | Total | 394 | 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 | 249 63.2% | 0 .0% | 0 .0% | 249 100.0% |
| 1 hour or less | 55 14.0% | 0 .0% | 55 37.9% | 0 .0% |
| 1 hour but less than 2 | 32 8.1% | 0 .0% | 32 22.1% | 0 .0% |
| 2 hours but less than 3 | 20 5.1% | 0 .0% | 20 13.8% | 0 .0% |
| Four hours or more | 37 9.4% | 0 .0% | 37 25.5% | 0 .0% |
| No response | 1 .3% | 0 .0% | 1 .7% | 0 .0% |
| Total | 394 100.0% | 0 .0% | 145 100.0% | 249 100.0% |

[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 | 55 37.9% | 24 34.3% | 31 41.3% | 13 52.0% | 21 37.5% | 21 32.8% |
| 1 hour but less than 2 | 32 22.1% | 16 22.9% | 16 21.3% | 6 24.0% | 12 21.4% | 14 21.9% |
| 2 hours but less than 3 | 20 13.8% | 9 12.9% | 11 14.7% | 3 12.0% | 6 10.7% | 11 17.2% |
| Four hours or more | 37 25.5% | 20 28.6% | 17 22.7% | 3 12.0% | 16 28.6% | 18 28.1% |
| No response | 1 .7% | 1 1.4% | 0 .0% | 0 .0% | 1 1.8% | 0 .0% |
| Total | 145 100.0% | 70 100.0% | 75 100.0% | 25 100.0% | 56 100.0% | 64 100.0% |

[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 | 55 37.9% | 18 35.3% | 18 36.0% | 12 60.0% | 5 38.5% | 2 20.0% | 0 .0% |
| 1 hour but less than 2 | 32 22.1% | 12 23.5% | 9 18.0% | 5 25.0% | 4 30.8% | 2 20.0% | 0 .0% |
| 2 hours but less than 3 | 20 13.8% | 7 13.7% | 9 18.0% | 1 5.0% | 2 15.4% | 1 10.0% | 0 .0% |
| Four hours or more | 37 25.5% | 14 27.5% | 14 28.0% | 2 10.0% | 2 15.4% | 4 40.0% | 1 100.0% |
| No response | 1 .7% | 0 .0% | 0 .0% | 0 .0% | 0 .0% | 1 10.0% | 0 .0% |
| Total | 145 100.0% | 51 100.0% | 50 100.0% | 20 100.0% | 13 100.0% | 10 100.0% | 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 | Other inactive person |
| | Count Col % | Count Col % | Count Col % | Count Col % | Count Col % | Count Col % | Count Col % | Count Col % | Count Col % |
| 1 hour or less | 55 37.9% | 16 29.1% | 7 63.6% | 26 53.1% | 1 14.3% | 0 .0% | 3 18.8% | 2 33.3% | 0 .0% |
| 1 hour but less than 2 | 32 22.1% | 15 27.3% | 3 27.3% | 7 14.3% | 2 28.6% | 0 .0% | 4 25.0% | 1 16.7% | 0 .0% |
| 2 hours but less than 3 | 20 13.8% | 10 18.2% | 0 .0% | 4 8.2% | 1 14.3% | 1 100.0% | 2 12.5% | 2 33.3% | 0 .0% |
| Four hours or more | 37 25.5% | 14 25.5% | 1 9.1% | 12 24.5% | 3 42.9% | 0 .0% | 6 37.5% | 1 16.7% | 0 .0% |
| No response | 1 .7% | 0 .0% | 0 .0% | 0 .0% | 0 .0% | 0 .0% | 1 6.3% | 0 .0% | 0 .0% |
| Total | 145 100.0% | 55 100.0% | 11 100.0% | 49 100.0% | 7 100.0% | 1 100.0% | 16 100.0% | 6 100.0% | 0 .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 | 55 37.9% | 15 42.9% | 21 38.2% | 8 40.0% | 6 40.0% | 3 27.3% | 2 22.2% |
| 1 hour but less than 2 | 32 22.1% | 6 17.1% | 10 18.2% | 5 25.0% | 4 26.7% | 6 54.5% | 1 11.1% |
| 2 hours but less than 3 | 20 13.8% | 2 5.7% | 8 14.5% | 4 20.0% | 2 13.3% | 1 9.1% | 3 33.3% |
| Four hours or more | 37 25.5% | 12 34.3% | 16 29.1% | 2 10.0% | 3 20.0% | 1 9.1% | 3 33.3% |
| No response | 1 .7% | 0 .0% | 0 .0% | 1 5.0% | 0 .0% | 0 .0% | 0 .0% |
| Total | 145 100.0% | 35 100.0% | 55 100.0% | 20 100.0% | 15 100.0% | 11 100.0% | 9 100.0% |

[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 | 22 | 7.5 | 10 | 6.8 | 12 | 8.1 |
| 6:00 – 9:00 | 58 | 19.7 | 31 | 21.1 | 27 | 18.2 |
| 9:00 – 12:00 | 69 | 23.4 | 32 | 21.8 | 37 | 25.0 |
| 12:00 – 17:00 | 69 | 23.4 | 37 | 25.2 | 32 | 21.6 |
| 17:00 – 20:00 | 47 | 15.9 | 24 | 16.3 | 23 | 15.5 |
| 20:00 – 24:00 | 30 | 10.2 | 13 | 8.8 | 17 | 11.5 |
| | 295 | 100 | 147 | 100 | 148 | 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 | 22 | 2 | 3 | 3 | 6 | 2 | 1 | 5 |
| 6:00 – 9:00 | 58 | 6 | 6 | 11 | 11 | 9 | 9 | 6 |
| 9:00 – 12:00 | 69 | 6 | 14 | 10 | 13 | 9 | 6 | 11 |
| 12:00 – 17:00 | 69 | 4 | 10 | 15 | 11 | 10 | 8 | 11 |
| 17:00 – 20:00 | 47 | 2 | 6 | 11 | 12 | 6 | 4 | 6 |
| 20:00 – 24:00 | 30 | 2 | 3 | 6 | 8 | 3 | 3 | 5 |
| | 295 | 22 | 42 | 56 | 61 | 39 | 31 | 44 |

| | Total % | Sun % | Mon % | Tue % | Wed % | Thu % | Fri % | Sat % |
|---------------|---------|-------|-------|-------|-------|-------|-------|-------|
| > 6:00 | 7.5 | 9.1 | 7.1 | 5.4 | 9.8 | 5.1 | 3.2 | 11.4 |
| 6:00 – 9:00 | 19.7 | 27.3 | 14.3 | 19.6 | 18.0 | 23.1 | 29.0 | 13.6 |
| 9:00 – 12:00 | 23.4 | 27.3 | 33.3 | 17.9 | 21.3 | 23.1 | 19.4 | 25.0 |
| 12:00 – 17:00 | 23.4 | 18.2 | 23.8 | 26.8 | 18.0 | 25.6 | 25.8 | 25.0 |
| 17:00 – 20:00 | 15.9 | 9.1 | 14.3 | 19.6 | 19.7 | 15.4 | 12.9 | 13.6 |
| 20:00 – 24:00 | 10.2 | 9.1 | 7.1 | 10.7 | 13.1 | 7.7 | 9.7 | 11.4 |
| | 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 | Apr | May | Jun |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| > 6:00 | 2 | 1 | 6 | 12 | 7 | 5 | 10 | 19 | 11 | 15 | 7 | 6 | 9 |
| 6:00 – 9:00 | 23 | 18 | 15 | 28 | 27 | 22 | 16 | 33 | 25 | 28 | 19 | 16 | 23 |
| 9:00 – 12:00 | 38 | 29 | 23 | 35 | 31 | 29 | 32 | 35 | 29 | 43 | 24 | 18 | 27 |
| 12:00 – 17:00 | 23 | 30 | 16 | 32 | 29 | 33 | 23 | 37 | 30 | 41 | 22 | 18 | 29 |
| 17:00 – 20:00 | 17 | 11 | 15 | 28 | 15 | 18 | 15 | 23 | 26 | 22 | 16 | 10 | 21 |
| 20:00 – 24:00 | 6 | 8 | 6 | 19 | 10 | 8 | 13 | 17 | 15 | 16 | 9 | 7 | 14 |
| | 109 | 97 | 81 | 154 | 119 | 115 | 109 | 164 | 136 | 165 | 97 | 75 | 123 |

| | 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 |

[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 | 20 | 7 | 13 | 11.2 | 7.9 | 14.6 |
| Radju 106.6 | 2 | 2 | 0 | 1.1 | 2.2 | 0.0 |
| Super 1 Radio | 29 | 15 | 14 | 16.3 | 16.9 | 15.7 |
| Radio 101 | 13 | 7 | 6 | 7.3 | 7.9 | 6.7 |
| Bay Radio | 19 | 9 | 10 | 10.7 | 10.1 | 11.2 |
| RTK | 24 | 10 | 14 | 13.5 | 11.2 | 15.7 |
| Smash Radio | 12 | 8 | 4 | 6.7 | 9.0 | 4.5 |
| Radio Marija | 16 | 7 | 9 | 9.0 | 7.9 | 10.1 |
| Campus FM | 0 | 0 | 0 | 0.0 | 0.0 | 0.0 |
| Capital Radio | 16 | 12 | 4 | 9.0 | 13.5 | 4.5 |
| X FM | 7 | 2 | 5 | 3.9 | 2.2 | 5.6 |
| A3 FM | 3 | 2 | 1 | 1.7 | 2.2 | 1.1 |
| Radju Komunita' | 17 | 8 | 9 | 9.6 | 9.0 | 10.1 |
| | 178 | 89 | 89 | 100 | 100 | 100 |

[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 | 20 | 1 | 5 | 2 | 4 | 5 | 1 | 2 |
| Radju Parlament/106.6 | 2 | 0 | 0 | 1 | 0 | 1 | 0 | 0 |
| Super 1 Radio | 29 | 5 | 2 | 2 | 7 | 5 | 4 | 4 |
| Radio 101 | 13 | 2 | 2 | 3 | 3 | 0 | 1 | 2 |
| Bay Radio | 19 | 0 | 3 | 4 | 2 | 7 | 1 | 2 |
| RTK | 24 | 2 | 5 | 4 | 5 | 1 | 3 | 4 |
| Smash Radio | 12 | 0 | 1 | 5 | 4 | 2 | 0 | 0 |
| Radio Marija | 16 | 2 | 3 | 3 | 3 | 3 | 0 | 2 |
| Campus Fm | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Capital Radio | 16 | 2 | 2 | 2 | 3 | 4 | 2 | 1 |
| X FM | 7 | 0 | 1 | 2 | 0 | 1 | 3 | 0 |
| A3 FM | 3 | 0 | 0 | 1 | 0 | 1 | 1 | 0 |
| Radju Komunita' | 17 | 2 | 4 | 4 | 1 | 2 | 1 | 3 |
| | 178 | 16 | 28 | 33 | 32 | 32 | 17 | 20 |

| | Total % | Sun % | Mon % | Tue % | Wed % | Thu % | Fri % | Sat % |
|-----------------------|---------|--------|--------|--------|--------|--------|--------|--------|
| Radju Malta | 11.24 | 6.25 | 17.86 | 6.06 | 12.50 | 15.63 | 5.88 | 10.00 |
| Radju Parlament/106.6 | 1.12 | 0.00 | 0.00 | 3.03 | 0.00 | 3.13 | 0.00 | 0.00 |
| Super 1 Radio | 16.29 | 31.25 | 7.14 | 6.06 | 21.88 | 15.63 | 23.53 | 20.00 |
| Radio 101 | 7.30 | 12.50 | 7.14 | 9.09 | 9.38 | 0.00 | 5.88 | 10.00 |
| Bay Radio | 10.67 | 0.00 | 10.71 | 12.12 | 6.25 | 21.88 | 5.88 | 10.00 |
| RTK | 13.48 | 12.50 | 17.86 | 12.12 | 15.63 | 3.13 | 17.65 | 20.00 |
| Smash Radio | 6.74 | 0.00 | 3.57 | 15.15 | 12.50 | 6.25 | 0.00 | 0.00 |
| Radio Marija | 8.99 | 12.50 | 10.71 | 9.09 | 9.38 | 9.38 | 0.00 | 10.00 |
| Campus Fm | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Capital Radio | 8.99 | 12.50 | 7.14 | 6.06 | 9.38 | 12.50 | 11.76 | 5.00 |
| X FM | 3.93 | 0.00 | 3.57 | 6.06 | 0.00 | 3.13 | 17.65 | 0.00 |
| A3 FM | 1.69 | 0.00 | 0.00 | 3.03 | 0.00 | 3.13 | 5.88 | 0.00 |
| Radju Komunita' | 9.55 | 12.50 | 14.29 | 12.12 | 3.13 | 6.25 | 5.88 | 15.00 |
| | 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 | Apr Count | May Count | Jun Count |
|-----------------------|-------------|-----------|-----------|-----------|
| Radju Malta | 20 | 6 | 5 | 9 |
| Radju Parlament/106.6 | 2 | 2 | 0 | 0 |
| Super 1 Radio | 29 | 11 | 6 | 12 |
| Radio 101 | 13 | 6 | 2 | 5 |
| Bay Radio | 19 | 8 | 5 | 6 |
| RTK | 24 | 7 | 7 | 10 |
| Smash Radio | 12 | 4 | 2 | 6 |
| Radio Marija | 16 | 5 | 3 | 8 |
| Campus Fm | 0 | 0 | 0 | 0 |
| Capital Radio | 16 | 5 | 4 | 7 |
| X FM | 7 | 4 | 1 | 2 |
| A3 FM | 3 | 3 | 0 | 0 |
| Radju Komunita' | 17 | 3 | 6 | 8 |
| | 178 | 64 | 41 | 73 |

| | Total % | Apr % | May % | Jun % |
|-----------------------|---------|--------|--------|--------|
| Radju Malta | 11.24 | 9.38 | 12.20 | 12.33 |
| Radju Parlament/106.6 | 1.12 | 3.13 | 0.00 | 0.00 |
| Super 1 Radio | 16.29 | 17.19 | 14.63 | 16.44 |
| Radio 101 | 7.30 | 9.38 | 4.88 | 6.85 |
| Bay Radio | 10.67 | 12.50 | 12.20 | 8.22 |
| RTK | 13.48 | 10.94 | 17.07 | 13.70 |
| Smash Radio | 6.74 | 6.25 | 4.88 | 8.22 |
| Radio Marija | 8.99 | 7.81 | 7.32 | 10.96 |
| Campus Fm | 0.00 | 0.00 | 0.00 | 0.00 |
| Capital Radio | 8.99 | 7.81 | 9.76 | 9.59 |
| X FM | 3.93 | 6.25 | 2.44 | 2.74 |
| A3 FM | 1.69 | 4.69 | 0.00 | 0.00 |
| Radju Komunita' | 9.55 | 4.69 | 14.63 | 10.96 |
| | 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 | 48 12.2% | 20 11.8% | 28 12.4% | 5 4.8% | 16 11.7% | 27 17.8% |
| Yes Foreign only | 34 8.6% | 14 8.3% | 20 8.9% | 12 11.4% | 16 11.7% | 6 3.9% |
| Yes both local and foreign | 288 73.1% | 125 74.0% | 163 72.4% | 77 73.3% | 100 73.0% | 111 73.0% |
| No | 24 6.1% | 10 5.9% | 14 6.2% | 11 10.5% | 5 3.6% | 8 5.3% |
| Refusal | 0 .0% | 0 .0% | 0 .0% | 0 .0% | 0 .0% | 0 .0% |
| Total | 394 100.0% | 169 100.0% | 225 100.0% | 105 100.0% | 137 100.0% | 152 100.0% |

[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 | 48 12.2% | 17 13.4% | 19 12.3% | 4 7.1% | 0 .0% | 8 27.6% | 0 .0% |
| Yes Foreign only | 34 8.6% | 4 3.1% | 13 8.4% | 7 12.5% | 9 36.0% | 1 3.4% | 0 .0% |
| Yes both local and foreign | 288 73.1% | 103 81.1% | 111 71.6% | 41 73.2% | 16 64.0% | 16 55.2% | 1 50.0% |
| No | 24 6.1% | 3 2.4% | 12 7.7% | 4 7.1% | 0 .0% | 4 13.8% | 1 50.0% |
| Refusal | 0 .0% | 0 .0% | 0 .0% | 0 .0% | 0 .0% | 0 .0% | 0 .0% |
| Total | 394 100.0% | 127 100.0% | 155 100.0% | 56 100.0% | 25 100.0% | 29 100.0% | 2 100.0% |

[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 | 48 12.2% | 19 13.4% | 1 2.2% | 14 11.9% | 1 5.0% | 1 9.1% | 11 24.4% | 0 .0% |
| Yes Foreign only | 34 8.6% | 7 4.9% | 5 11.1% | 17 14.4% | 0 .0% | 2 18.2% | 1 2.2% | 2 20.0% |
| Yes both local and foreign | 288 73.1% | 108 76.1% | 37 82.2% | 79 66.9% | 19 95.0% | 4 36.4% | 32 71.1% | 7 70.0% |
| No | 24 6.1% | 8 5.6% | 2 4.4% | 8 6.8% | 0 .0% | 4 36.4% | 1 2.2% | 1 10.0% |
| Refusal | 0 .0% | 0 .0% | 0 .0% | 0 .0% | 0 .0% | 0 .0% | 0 .0% | 0 .0% |
| Total | 394 100.0% | 142 100.0% | 45 100.0% | 118 100.0% | 20 100.0% | 11 100.0% | 45 100.0% | 10 100.0% |

[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 | 48 12.2% | 11 11.7% | 13 10.8% | 8 15.1% | 6 11.1% | 5 13.2% | 5 14.3% |
| Yes Foreign only | 34 8.6% | 7 7.4% | 8 6.7% | 4 7.5% | 7 13.0% | 5 13.2% | 3 8.6% |
| Yes both local and foreign | 288 73.1% | 70 74.5% | 97 80.8% | 37 69.8% | 36 66.7% | 26 68.4% | 22 62.9% |
| No | 24 6.1% | 6 6.4% | 2 1.7% | 4 7.5% | 5 9.3% | 2 5.3% | 5 14.3% |
| Refusal | 0 .0% | 0 .0% | 0 .0% | 0 .0% | 0 .0% | 0 .0% | 0 .0% |
| Total | 394 100.0% | 94 100.0% | 120 100.0% | 53 100.0% | 54 100.0% | 38 100.0% | 35 100.0% |

[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 | 58 15.7% | 27 17.0% | 31 14.7% | 10 10.6% | 26 19.7% | 22 15.3% |
| Super 1 | 47 12.7% | 20 12.6% | 27 12.8% | 6 6.4% | 17 12.9% | 24 16.7% |
| Net | 17 4.6% | 6 3.8% | 11 5.2% | 1 1.1% | 5 3.8% | 11 7.6% |
| Smash | 2 .5% | 2 1.3% | 0 .0% | 1 1.1% | 0 .0% | 1 .7% |
| Channel 22 | 0 .0% | 0 .0% | 0 .0% | 0 .0% | 0 .0% | 0 .0% |
| Rai 1 | 9 2.4% | 7 4.4% | 2 .9% | 1 1.1% | 4 3.0% | 4 2.8% |
| Rai 2 | 3 .8% | 0 .0% | 3 1.4% | 0 .0% | 1 .8% | 2 1.4% |
| Rai 3 | 1 .3% | 1 .6% | 0 .0% | 0 .0% | 0 .0% | 1 .7% |
| Rete 4 | 6 1.6% | 2 1.3% | 4 1.9% | 1 1.1% | 1 .8% | 4 2.8% |
| Canale 5 | 34 9.2% | 6 3.8% | 28 13.3% | 12 12.8% | 15 11.4% | 7 4.9% |
| Italia 1 | 35 9.5% | 21 13.2% | 14 6.6% | 23 24.5% | 9 6.8% | 3 2.1% |
| Other Italian Station | 0 .0% | 0 .0% | 0 .0% | 0 .0% | 0 .0% | 0 .0% |
| Discovery Channel | 11 3.0% | 8 5.0% | 3 1.4% | 3 3.2% | 4 3.0% | 4 2.8% |
| MTV | 8 2.2% | 4 2.5% | 4 1.9% | 8 8.5% | 0 .0% | 0 .0% |
| BBC Prime | 10 2.7% | 2 1.3% | 8 3.8% | 2 2.1% | 6 4.5% | 2 1.4% |
| BBC World | 1 .3% | 0 .0% | 1 .5% | 1 1.1% | 0 .0% | 0 .0% |
| Other Station | 39 10.5% | 17 10.7% | 22 10.4% | 10 10.6% | 13 9.8% | 16 11.1% |
| No favourite station | 89 24.1% | 36 22.6% | 53 25.1% | 15 16.0% | 31 23.5% | 43 29.9% |
| Refusal | 0 .0% | 0 .0% | 0 .0% | 0 .0% | 0 .0% | 0 .0% |
| Total | 370 100.0% | 159 100.0% | 211 100.0% | 94 100.0% | 132 100.0% | 144 100.0% |

[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 | 58 15.7% | 18 14.5% | 21 14.7% | 8 15.4% | 6 24.0% | 5 20.0% | 0 .0% |
| Super 1 | 47 12.7% | 21 16.9% | 18 12.6% | 3 5.8% | 1 4.0% | 4 16.0% | 0 .0% |
| Net | 17 4.6% | 7 5.6% | 5 3.5% | 4 7.7% | 0 .0% | 1 4.0% | 0 .0% |
| Smash | 2 .5% | 1 .8% | 1 .7% | 0 .0% | 0 .0% | 0 .0% | 0 .0% |
| Channel 22 | 0 .0% | 0 .0% | 0 .0% | 0 .0% | 0 .0% | 0 .0% | 0 .0% |
| Rai 1 | 9 2.4% | 0 .0% | 3 2.1% | 4 7.7% | 2 8.0% | 0 .0% | 0 .0% |
| Rai 2 | 3 .8% | 1 .8% | 1 .7% | 1 1.9% | 0 .0% | 0 .0% | 0 .0% |
| Rai 3 | 1 .3% | 0 .0% | 1 .7% | 0 .0% | 0 .0% | 0 .0% | 0 .0% |
| Rete 4 | 6 1.6% | 3 2.4% | 2 1.4% | 0 .0% | 0 .0% | 1 4.0% | 0 .0% |
| Canale 5 | 34 9.2% | 5 4.0% | 14 9.8% | 11 21.2% | 3 12.0% | 1 4.0% | 0 .0% |
| Italia 1 | 35 9.5% | 14 11.3% | 18 12.6% | 3 5.8% | 0 .0% | 0 .0% | 0 .0% |
| Other Italian Station | 0 .0% | 0 .0% | 0 .0% | 0 .0% | 0 .0% | 0 .0% | 0 .0% |
| Discovery Channel | 11 3.0% | 2 1.6% | 4 2.8% | 4 7.7% | 0 .0% | 1 4.0% | 0 .0% |
| MTV | 8 2.2% | 4 3.2% | 4 2.8% | 0 .0% | 0 .0% | 0 .0% | 0 .0% |
| BBC Prime | 10 2.7% | 1 .8% | 4 2.8% | 3 5.8% | 2 8.0% | 0 .0% | 0 .0% |
| BBC World | 1 .3% | 0 .0% | 0 .0% | 0 .0% | 1 4.0% | 0 .0% | 0 .0% |
| Other Station | 39 10.5% | 11 8.9% | 14 9.8% | 4 7.7% | 7 28.0% | 3 12.0% | 0 .0% |
| No favourite station | 89 24.1% | 36 29.0% | 33 23.1% | 7 13.5% | 3 12.0% | 9 36.0% | 1 100.0% |
| Refusal | 0 .0% | 0 .0% | 0 .0% | 0 .0% | 0 .0% | 0 .0% | 0 .0% |
| Total | 370 100.0% | 124 100.0% | 143 100.0% | 52 100.0% | 25 100.0% | 25 100.0% | 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 | Un-employed | Pen-sioner | Unable to work due to sickness/disability | Other Inactive person |
| | Count Col % | 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% | 0 .0% |
| TVM | 58 15.7% | 23 17.2% | 5 11.6% | 18 16.4% | 3 15.0% | 1 14.3% | 6 13.6% | 1 11.1% | 1 33.3% |
| Super 1 | 47 12.7% | 18 13.4% | 3 7.0% | 11 10.0% | 1 5.0% | 1 14.3% | 10 22.7% | 2 22.2% | 1 33.3% |
| Net | 17 4.6% | 7 5.2% | 0 .0% | 6 5.5% | 0 .0% | 0 .0% | 4 9.1% | 0 .0% | 0 .0% |
| Smash | 2 .5% | 0 .0% | 1 2.3% | 0 .0% | 0 .0% | 0 .0% | 1 2.3% | 0 .0% | 0 .0% |
| Channel 22 | 0 .0% | 0 .0% | 0 .0% | 0 .0% | 0 .0% | 0 .0% | 0 .0% | 0 .0% | 0 .0% |
| Rai 1 | 9 2.4% | 0 .0% | 0 .0% | 8 7.3% | 0 .0% | 0 .0% | 1 2.3% | 0 .0% | 0 .0% |
| Rai 2 | 3 .8% | 3 2.2% | 0 .0% | 0 .0% | 0 .0% | 0 .0% | 0 .0% | 0 .0% | 0 .0% |
| Rai 3 | 1 .3% | 0 .0% | 0 .0% | 1 .9% | 0 .0% | 0 .0% | 0 .0% | 0 .0% | 0 .0% |
| Rete 4 | 6 1.6% | 4 3.0% | 0 .0% | 1 .9% | 0 .0% | 0 .0% | 1 2.3% | 0 .0% | 0 .0% |
| Canale 5 | 34 9.2% | 16 11.9% | 5 11.6% | 12 10.9% | 1 5.0% | 0 .0% | 0 .0% | 0 .0% | 0 .0% |
| Italia 1 | 35 9.5% | 4 3.0% | 14 32.6% | 10 9.1% | 3 15.0% | 1 14.3% | 2 4.5% | 0 .0% | 1 33.3% |
| Other Italian Station | 0 .0% | 0 .0% | 0 .0% | 0 .0% | 0 .0% | 0 .0% | 0 .0% | 0 .0% | 0 .0% |
| Discovery Channel | 11 3.0% | 2 1.5% | 1 2.3% | 1 .9% | 3 15.0% | 1 14.3% | 2 4.5% | 1 11.1% | 0 .0% |
| MTV | 8 2.2% | 0 .0% | 6 14.0% | 1 .9% | 0 .0% | 0 .0% | 0 .0% | 1 11.1% | 0 .0% |
| BBC Prime | 10 2.7% | 6 4.5% | 0 .0% | 4 3.6% | 0 .0% | 0 .0% | 0 .0% | 0 .0% | 0 .0% |
| BBC World | 1 .3% | 0 .0% | 0 .0% | 1 .9% | 0 .0% | 0 .0% | 0 .0% | 0 .0% | 0 .0% |
| Other Station | 39 10.5% | 13 9.7% | 5 11.6% | 11 10.0% | 4 20.0% | 1 14.3% | 4 9.1% | 1 11.1% | 0 .0% |
| No favourite station | 89 24.1% | 38 28.4% | 3 7.0% | 25 22.7% | 5 25.0% | 2 28.6% | 13 29.5% | 3 33.3% | 0 .0% |
| Refusal | 0 .0% | 0 .0% | 0 .0% | 0 .0% | 0 .0% | 0 .0% | | 0 .0% | 0 .0% |
| Total | 370 100.0% | 134 100.0% | 43 100.0% | 110 100.0% | 20 100.0% | 7 100.0% | 44 100.0% | 9 100.0% | 3 100.0% |

[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 | 58 15.7% | 11 12.5% | 20 16.9% | 6 12.2% | 5 10.2% | 8 22.2% | 8 26.7% |
| Super 1 | 47 12.7% | 16 18.2% | 11 9.3% | 5 10.2% | 7 14.3% | 4 11.1% | 4 13.3% |
| Net | 17 4.6% | 3 3.4% | 7 5.9% | 1 2.0% | 3 6.1% | 2 5.6% | 1 3.3% |
| Smash | 2 .5% | 1 1.1% | 0 .0% | 0 .0% | 0 .0% | 0 .0% | 1 3.3% |
| Channel 22 | 0 .0% | 0 .0% | 0 .0% | 0 .0% | 0 .0% | 0 .0% | 0 .0% |
| Rai 1 | 9 2.4% | 2 2.3% | 4 3.4% | 0 .0% | 2 4.1% | 1 2.8% | 0 .0% |
| Rai 2 | 3 .8% | 0 .0% | 1 .8% | 1 2.0% | 1 2.0% | 0 .0% | 0 .0% |
| Rai 3 | 1 .3% | 1 1.1% | 0 .0% | 0 .0% | 0 .0% | 0 .0% | 0 .0% |
| Rete 4 | 6 1.6% | 4 4.5% | 2 1.7% | 0 .0% | 0 .0% | 0 .0% | 0 .0% |
| Canale 5 | 34 9.2% | 7 8.0% | 9 7.6% | 6 12.2% | 4 8.2% | 5 13.9% | 3 10.0% |
| Italia 1 | 35 9.5% | 11 12.5% | 10 8.5% | 5 10.2% | 3 6.1% | 2 5.6% | 4 13.3% |
| Other Italian Station | 0 .0% | 0 .0% | 0 .0% | 0 .0% | 0 .0% | 0 .0% | 0 .0% |
| Discovery Channel | 11 3.0% | 1 1.1% | 6 5.1% | 0 .0% | 1 2.0% | 1 2.8% | 2 6.7% |
| MTV | 8 2.2% | 1 1.1% | 3 2.5% | 1 2.0% | 0 .0% | 2 5.6% | 1 3.3% |
| BBC Prime | 10 2.7% | 0 .0% | 5 4.2% | 0 .0% | 2 4.1% | 3 8.3% | 0 .0% |
| BBC World | 1 .3% | 0 .0% | 0 .0% | 1 2.0% | 0 .0% | 0 .0% | 0 .0% |
| Other Station | 39 10.5% | 6 6.8% | 12 10.2% | 7 14.3% | 8 16.3% | 3 8.3% | 3 10.0% |
| No favourite station | 89 24.1% | 24 27.3% | 28 23.7% | 16 32.7% | 13 26.5% | 5 13.9% | 3 10.0% |
| Refusal | 0 .0% | 0 .0% | 0 .0% | 0 .0% | 0 .0% | 0 .0% | 0 .0% |
| Total | 370 100.0% | 88 100.0% | 118 100.0% | 49 100.0% | 49 100.0% | 36 100.0% | 30 100.0% |

[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 | 271 | 80.7% | 113 | 77.9% | 158 | 82.7% |
| | No | 65 | 19.3% | 32 | 22.1% | 33 | 17.3% |
| | Don't Know | 0 | .0% | 0 | .0% | 0 | .0% |
| Music | Yes | 134 | 39.9% | 53 | 36.6% | 81 | 42.4% |
| | No | 202 | 60.1% | 92 | 63.4% | 110 | 57.6% |
| | Don't Know | 0 | .0% | 0 | .0% | 0 | .0% |
| Films | Yes | 129 | 38.4% | 52 | 35.9% | 77 | 40.3% |
| | No | 207 | 61.6% | 93 | 64.1% | 114 | 59.7% |
| | Don't Know | 0 | .0% | 0 | .0% | 0 | .0% |
| Serials and Soap Operas | Yes | 219 | 65.2% | 78 | 53.8% | 141 | 73.8% |
| | No | 117 | 34.8% | 67 | 46.2% | 50 | 26.2% |
| | Don't Know | 0 | .0% | 0 | .0% | 0 | .0% |
| Documentary | Yes | 174 | 51.8% | 80 | 55.2% | 94 | 49.2% |
| | No | 162 | 48.2% | 65 | 44.8% | 97 | 50.8% |
| | Don't Know | 0 | .0% | 0 | .0% | 0 | .0% |
| Discussions | Yes | 228 | 67.9% | 94 | 64.8% | 134 | 70.2% |
| | No | 108 | 32.1% | 51 | 35.2% | 57 | 29.8% |
| | Don't Know | 0 | .0% | 0 | .0% | 0 | .0% |
| Sports | Yes | 128 | 38.1% | 83 | 57.2% | 45 | 23.6% |
| | No | 208 | 61.9% | 62 | 42.8% | 146 | 76.4% |
| | Don't Know | 0 | .0% | 0 | .0% | 0 | .0% |
| Quizzes | Yes | 167 | 49.7% | 53 | 36.6% | 114 | 59.7% |
| | No | 169 | 50.3% | 92 | 63.4% | 77 | 40.3% |
| | Don't Know | 0 | .0% | 0 | .0% | 0 | .0% |
| Plays / drama | Yes | 242 | 72.0% | 84 | 57.9% | 158 | 82.7% |
| | No | 94 | 28.0% | 61 | 42.1% | 33 | 17.3% |
| | Don't Know | 0 | .0% | 0 | .0% | 0 | .0% |
| Arts / Culture | Yes | 153 | 45.5% | 66 | 45.5% | 87 | 45.5% |
| | No | 183 | 54.5% | 79 | 54.5% | 104 | 54.5% |
| | Don't Know | 0 | .0% | 0 | .0% | 0 | .0% |
| House Programmes | Yes | 190 | 56.5% | 56 | 38.6% | 134 | 70.2% |
| | No | 146 | 43.5% | 89 | 61.4% | 57 | 29.8% |
| | Don't Know | 0 | .0% | 0 | .0% | 0 | .0% |
| Investment / Businesses | Yes | 86 | 25.6% | 38 | 26.2% | 48 | 25.1% |
| | No | 250 | 74.4% | 107 | 73.8% | 143 | 74.9% |
| | Don't Know | 0 | .0% | 0 | .0% | 0 | .0% |
| Children Programmes | Yes | 116 | 34.5% | 37 | 25.5% | 79 | 41.4% |
| | No | 220 | 65.5% | 108 | 74.5% | 112 | 58.6% |
| | Don't Know | 0 | .0% | 0 | .0% | 0 | .0% |
| News and Current Affairs | Yes | 290 | 86.3% | 122 | 84.1% | 168 | 88.0% |
| | No | 46 | 13.7% | 23 | 15.9% | 23 | 12.0% |
| | Don't Know | 0 | .0% | 0 | .0% | 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 | | | | | |
|--------------------------|------------|-------|----------|-----------|----------|-------|----------|-------|----------|
| | | Count | Column % | 12-29 | | 30-49 | | 50+ | |
| | | | | Count | Column % | Count | Column % | Count | Column % |
| Weather | Yes | 271 | 80.7% | 50 | 61.0% | 92 | 79.3% | 129 | 93.5% |
| | No | 65 | 19.3% | 32 | 39.0% | 24 | 20.7% | 9 | 6.5% |
| | Don't Know | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| Music | Yes | 134 | 39.9% | 30 | 36.6% | 46 | 39.7% | 58 | 42.0% |
| | No | 202 | 60.1% | 52 | 63.4% | 70 | 60.3% | 80 | 58.0% |
| | Don't Know | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| Films | Yes | 129 | 38.4% | 31 | 37.8% | 46 | 39.7% | 52 | 37.7% |
| | No | 207 | 61.6% | 51 | 62.2% | 70 | 60.3% | 86 | 62.3% |
| | Don't Know | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| Serials and Soap Operas | Yes | 219 | 65.2% | 50 | 61.0% | 75 | 64.7% | 94 | 68.1% |
| | No | 117 | 34.8% | 32 | 39.0% | 41 | 35.3% | 44 | 31.9% |
| | Don't Know | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| Documentary | Yes | 174 | 51.8% | 28 | 34.1% | 59 | 50.9% | 87 | 63.0% |
| | No | 162 | 48.2% | 54 | 65.9% | 57 | 49.1% | 51 | 37.0% |
| | Don't Know | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| Discussions | Yes | 228 | 67.9% | 42 | 51.2% | 87 | 75.0% | 99 | 71.7% |
| | No | 108 | 32.1% | 40 | 48.8% | 29 | 25.0% | 39 | 28.3% |
| | Don't Know | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| Sports | Yes | 128 | 38.1% | 32 | 39.0% | 45 | 38.8% | 51 | 37.0% |
| | No | 208 | 61.9% | 50 | 61.0% | 71 | 61.2% | 87 | 63.0% |
| | Don't Know | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| Quizzes | Yes | 167 | 49.7% | 39 | 47.6% | 56 | 48.3% | 72 | 52.2% |
| | No | 169 | 50.3% | 43 | 52.4% | 60 | 51.7% | 66 | 47.8% |
| | Don't Know | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| Plays / drama | Yes | 242 | 72.0% | 57 | 69.5% | 83 | 71.6% | 102 | 73.9% |
| | No | 94 | 28.0% | 25 | 30.5% | 33 | 28.4% | 36 | 26.1% |
| | Don't Know | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| Arts / Culture | Yes | 153 | 45.5% | 23 | 28.0% | 58 | 50.0% | 72 | 52.2% |
| | No | 183 | 54.5% | 59 | 72.0% | 58 | 50.0% | 66 | 47.8% |
| | Don't Know | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| House Programmes | Yes | 190 | 56.5% | 33 | 40.2% | 72 | 62.1% | 85 | 61.6% |
| | No | 146 | 43.5% | 49 | 59.8% | 44 | 37.9% | 53 | 38.4% |
| | Don't Know | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| Investment / Businesses | Yes | 86 | 25.6% | 10 | 12.2% | 29 | 25.0% | 47 | 34.1% |
| | No | 250 | 74.4% | 72 | 87.8% | 87 | 75.0% | 91 | 65.9% |
| | Don't Know | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| Children Programmes | Yes | 116 | 34.5% | 28 | 34.1% | 47 | 40.5% | 41 | 29.7% |
| | No | 220 | 65.5% | 54 | 65.9% | 69 | 59.5% | 97 | 70.3% |
| | Don't Know | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| News and Current Affairs | Yes | 290 | 86.3% | 57 | 69.5% | 104 | 89.7% | 129 | 93.5% |
| | No | 46 | 13.7% | 25 | 30.5% | 12 | 10.3% | 9 | 6.5% |
| | Don't Know | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |

[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? | | Highest Education Level | | | | | | | | | | | | | |
|--------------------------|------------|-------------------------|-------|---------|-------|-----------|-------|----------------|-------|----------|-------|-----------------------|-------|---------|--------|
| | | Total | | Primary | | Secondary | | Post-Secondary | | Tertiary | | Never attended school | | Refusal | |
| | | Count | Col % | Count | Col % | Count | Col % | Count | Col % | Count | Col % | Count | Col % | Count | Col % |
| Weather | Yes | 271 | 80.7% | 98 | 81.7% | 103 | 79.2% | 32 | 71.1% | 15 | 93.8% | 23 | 95.8% | 0 | .0% |
| | No | 65 | 19.3% | 22 | 18.3% | 27 | 20.8% | 13 | 28.9% | 1 | 6.3% | 1 | 4.2% | 1 | 100.0% |
| | Don't Know | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| Music | Yes | 134 | 39.9% | 58 | 48.3% | 49 | 37.7% | 13 | 28.9% | 4 | 25.0% | 10 | 41.7% | 0 | .0% |
| | No | 202 | 60.1% | 62 | 51.7% | 81 | 62.3% | 32 | 71.1% | 12 | 75.0% | 14 | 58.3% | 1 | 100.0% |
| | Don't Know | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| Films | Yes | 129 | 38.4% | 51 | 42.5% | 51 | 39.2% | 14 | 31.1% | 5 | 31.3% | 8 | 33.3% | 0 | .0% |
| | No | 207 | 61.6% | 69 | 57.5% | 79 | 60.8% | 31 | 68.9% | 11 | 68.8% | 16 | 66.7% | 1 | 100.0% |
| | Don't Know | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| Serials and Soap Operas | Yes | 219 | 65.2% | 93 | 77.5% | 80 | 61.5% | 26 | 57.8% | 3 | 18.8% | 16 | 66.7% | 1 | 100.0% |
| | No | 117 | 34.8% | 27 | 22.5% | 50 | 38.5% | 19 | 42.2% | 13 | 81.3% | 8 | 33.3% | 0 | .0% |
| | Don't Know | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| Documentary | Yes | 174 | 51.8% | 69 | 57.5% | 62 | 47.7% | 22 | 48.9% | 9 | 56.3% | 12 | 50.0% | 0 | .0% |
| | No | 162 | 48.2% | 51 | 42.5% | 68 | 52.3% | 23 | 51.1% | 7 | 43.8% | 12 | 50.0% | 1 | 100.0% |
| | Don't Know | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| Discussions | Yes | 228 | 67.9% | 84 | 70.0% | 82 | 63.1% | 33 | 73.3% | 14 | 87.5% | 14 | 58.3% | 1 | 100.0% |
| | No | 108 | 32.1% | 36 | 30.0% | 48 | 36.9% | 12 | 26.7% | 2 | 12.5% | 10 | 41.7% | 0 | .0% |
| | Don't Know | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| Sports | Yes | 128 | 38.1% | 47 | 39.2% | 47 | 36.2% | 17 | 37.8% | 9 | 56.3% | 8 | 33.3% | 0 | .0% |
| | No | 208 | 61.9% | 73 | 60.8% | 83 | 63.8% | 28 | 62.2% | 7 | 43.8% | 16 | 66.7% | 1 | 100.0% |
| | Don't Know | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| Quizzes | Yes | 167 | 49.7% | 72 | 60.0% | 59 | 45.4% | 20 | 44.4% | 5 | 31.3% | 11 | 45.8% | 0 | .0% |
| | No | 169 | 50.3% | 48 | 40.0% | 71 | 54.6% | 25 | 55.6% | 11 | 68.8% | 13 | 54.2% | 1 | 100.0% |
| | Don't Know | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| Plays / drama | Yes | 242 | 72.0% | 101 | 84.2% | 93 | 71.5% | 27 | 60.0% | 3 | 18.8% | 17 | 70.8% | 1 | 100.0% |
| | No | 94 | 28.0% | 19 | 15.8% | 37 | 28.5% | 18 | 40.0% | 13 | 81.3% | 7 | 29.2% | 0 | .0% |
| | Don't Know | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| Arts / Culture | Yes | 153 | 45.5% | 61 | 50.8% | 51 | 39.2% | 21 | 46.7% | 7 | 43.8% | 13 | 54.2% | 0 | .0% |
| | No | 183 | 54.5% | 59 | 49.2% | 79 | 60.8% | 24 | 53.3% | 9 | 56.3% | 11 | 45.8% | 1 | 100.0% |
| | Don't Know | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| House Programmes | Yes | 190 | 56.5% | 73 | 60.8% | 76 | 58.5% | 20 | 44.4% | 7 | 43.8% | 14 | 58.3% | 0 | .0% |
| | No | 146 | 43.5% | 47 | 39.2% | 54 | 41.5% | 25 | 55.6% | 9 | 56.3% | 10 | 41.7% | 1 | 100.0% |
| | Don't Know | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| Investment / Businesses | Yes | 86 | 25.6% | 40 | 33.3% | 27 | 20.8% | 6 | 13.3% | 6 | 37.5% | 7 | 29.2% | 0 | .0% |
| | No | 250 | 74.4% | 80 | 66.7% | 103 | 79.2% | 39 | 86.7% | 10 | 62.5% | 17 | 70.8% | 1 | 100.0% |
| | Don't Know | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| Children Programmes | Yes | 116 | 34.5% | 48 | 40.0% | 43 | 33.1% | 14 | 31.1% | 4 | 25.0% | 7 | 29.2% | 0 | .0% |
| | No | 220 | 65.5% | 72 | 60.0% | 87 | 66.9% | 31 | 68.9% | 12 | 75.0% | 17 | 70.8% | 1 | 100.0% |
| | Don't Know | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| News and Current Affairs | Yes | 290 | 86.3% | 105 | 87.5% | 108 | 83.1% | 39 | 86.7% | 15 | 93.8% | 23 | 95.8% | 0 | .0% |
| | No | 46 | 13.7% | 15 | 12.5% | 22 | 16.9% | 6 | 13.3% | 1 | 6.3% | 1 | 4.2% | 1 | 100.0% |
| | Don't Know | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |

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

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

| Do you watch TV? | | Economic Status | | | | | | | | | | | | | | | | | |
|--------------------------|------------|-----------------|-------|--------------|-------|---------|-------|----------|-------|---------------|-------|------------|--------|-----------|-------|--|--------|-----------------------|--------|
| | | Total | | House Person | | Student | | Employed | | Self-Employed | | Unemployed | | Pensioner | | Unable to work due to sickness/ disability | | Other Inactive person | |
| | | Count | Col % | Count | Col % | Count | Col % | Count | Col % | Count | Col % | Count | Col % | Count | Col % | Count | Col % | Count | Col % |
| Weather | Yes | 271 | 80.7% | 114 | 89.8% | 19 | 50.0% | 74 | 79.6% | 13 | 65.0% | 3 | 60.0% | 39 | 90.7% | 7 | 100.0% | 2 | 66.7% |
| | No | 65 | 19.3% | 13 | 10.2% | 19 | 50.0% | 19 | 20.4% | 7 | 35.0% | 2 | 40.0% | 4 | 9.3% | 0 | .0% | 1 | 33.3% |
| | Don't Know | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| Music | Yes | 134 | 39.9% | 60 | 47.2% | 14 | 36.8% | 27 | 29.0% | 5 | 25.0% | 3 | 60.0% | 19 | 44.2% | 4 | 57.1% | 2 | 66.7% |
| | No | 202 | 60.1% | 67 | 52.8% | 24 | 63.2% | 66 | 71.0% | 15 | 75.0% | 2 | 40.0% | 24 | 55.8% | 3 | 42.9% | 1 | 33.3% |
| | Don't Know | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| Films | Yes | 129 | 38.4% | 54 | 42.5% | 16 | 42.1% | 30 | 32.3% | 6 | 30.0% | 1 | 20.0% | 19 | 44.2% | 2 | 28.6% | 1 | 33.3% |
| | No | 207 | 61.6% | 73 | 57.5% | 22 | 57.9% | 63 | 67.7% | 14 | 70.0% | 4 | 80.0% | 24 | 55.8% | 5 | 71.4% | 2 | 66.7% |
| | Don't Know | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| Serials and Soap Operas | Yes | 219 | 65.2% | 99 | 78.0% | 26 | 68.4% | 51 | 54.8% | 9 | 45.0% | 2 | 40.0% | 25 | 58.1% | 5 | 71.4% | 2 | 66.7% |
| | No | 117 | 34.8% | 28 | 22.0% | 12 | 31.6% | 42 | 45.2% | 11 | 55.0% | 3 | 60.0% | 18 | 41.9% | 2 | 28.6% | 1 | 33.3% |
| | Don't Know | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| Documentary | Yes | 174 | 51.8% | 73 | 57.5% | 11 | 28.9% | 41 | 44.1% | 8 | 40.0% | 3 | 60.0% | 30 | 69.8% | 7 | 100.0% | 1 | 33.3% |
| | No | 162 | 48.2% | 54 | 42.5% | 27 | 71.1% | 52 | 55.9% | 12 | 60.0% | 2 | 40.0% | 13 | 30.2% | 0 | .0% | 2 | 66.7% |
| | Don't Know | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| Discussions | Yes | 228 | 67.9% | 101 | 79.5% | 18 | 47.4% | 57 | 61.3% | 13 | 65.0% | 3 | 60.0% | 28 | 65.1% | 7 | 100.0% | 1 | 33.3% |
| | No | 108 | 32.1% | 26 | 20.5% | 20 | 52.6% | 36 | 38.7% | 7 | 35.0% | 2 | 40.0% | 15 | 34.9% | 0 | .0% | 2 | 66.7% |
| | Don't Know | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| Sports | Yes | 128 | 38.1% | 28 | 22.0% | 16 | 42.1% | 40 | 43.0% | 10 | 50.0% | 3 | 60.0% | 26 | 60.5% | 4 | 57.1% | 1 | 33.3% |
| | No | 208 | 61.9% | 99 | 78.0% | 22 | 57.9% | 53 | 57.0% | 10 | 50.0% | 2 | 40.0% | 17 | 39.5% | 3 | 42.9% | 2 | 66.7% |
| | Don't Know | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| Quizzes | Yes | 167 | 49.7% | 81 | 63.8% | 20 | 52.6% | 35 | 37.6% | 6 | 30.0% | 0 | .0% | 19 | 44.2% | 5 | 71.4% | 1 | 33.3% |
| | No | 169 | 50.3% | 46 | 36.2% | 18 | 47.4% | 58 | 62.4% | 14 | 70.0% | 5 | 100.0% | 24 | 55.8% | 2 | 28.6% | 2 | 66.7% |
| | Don't Know | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| Plays / drama | Yes | 242 | 72.0% | 108 | 85.0% | 31 | 81.6% | 58 | 62.4% | 8 | 40.0% | 2 | 40.0% | 27 | 62.8% | 6 | 85.7% | 2 | 66.7% |
| | No | 94 | 28.0% | 19 | 15.0% | 7 | 18.4% | 35 | 37.6% | 12 | 60.0% | 3 | 60.0% | 16 | 37.2% | 1 | 14.3% | 1 | 33.3% |
| | Don't Know | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| Arts / Culture | Yes | 153 | 45.5% | 69 | 54.3% | 9 | 23.7% | 38 | 40.9% | 8 | 40.0% | 2 | 40.0% | 24 | 55.8% | 3 | 42.9% | 0 | .0% |
| | No | 183 | 54.5% | 58 | 45.7% | 29 | 76.3% | 55 | 59.1% | 12 | 60.0% | 3 | 60.0% | 19 | 44.2% | 4 | 57.1% | 3 | 100.0% |
| | Don't Know | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| House Programmes | Yes | 190 | 56.5% | 106 | 83.5% | 6 | 15.8% | 46 | 49.5% | 5 | 25.0% | 0 | .0% | 20 | 46.5% | 5 | 71.4% | 2 | 66.7% |
| | No | 146 | 43.5% | 21 | 16.5% | 32 | 84.2% | 47 | 50.5% | 15 | 75.0% | 5 | 100.0% | 23 | 53.5% | 2 | 28.6% | 1 | 33.3% |
| | Don't Know | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| Investment / Businesses | Yes | 86 | 25.6% | 41 | 32.3% | 2 | 5.3% | 19 | 20.4% | 4 | 20.0% | 0 | .0% | 15 | 34.9% | 5 | 71.4% | 0 | .0% |
| | No | 250 | 74.4% | 86 | 67.7% | 36 | 94.7% | 74 | 79.6% | 16 | 80.0% | 5 | 100.0% | 28 | 65.1% | 2 | 28.6% | 3 | 100.0% |
| | Don't Know | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| Children Programmes | Yes | 116 | 34.5% | 56 | 44.1% | 14 | 36.8% | 28 | 30.1% | 5 | 25.0% | 0 | .0% | 9 | 20.9% | 3 | 42.9% | 1 | 33.3% |
| | No | 220 | 65.5% | 71 | 55.9% | 24 | 63.2% | 65 | 69.9% | 15 | 75.0% | 5 | 100.0% | 34 | 79.1% | 4 | 57.1% | 2 | 66.7% |
| | Don't Know | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| News and Current Affairs | Yes | 290 | 86.3% | 118 | 92.9% | 25 | 65.8% | 78 | 83.9% | 16 | 80.0% | 5 | 100.0% | 40 | 93.0% | 6 | 85.7% | 2 | 66.7% |
| | No | 46 | 13.7% | 9 | 7.1% | 13 | 34.2% | 15 | 16.1% | 4 | 20.0% | 0 | .0% | 3 | 7.0% | 1 | 14.3% | 1 | 33.3% |
| | Don't Know | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |

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



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

| Do you watch TV? | | 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 | 271 | 80.7% | 65 | 80.2% | 87 | 79.1% | 38 | 84.4% | 36 | 85.7% | 25 | 80.6% | 20 | 74.1% |
| | No | 65 | 19.3% | 16 | 19.8% | 23 | 20.9% | 7 | 15.6% | 6 | 14.3% | 6 | 19.4% | 7 | 25.9% |
| | Don't Know | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| Music | Yes | 134 | 39.9% | 39 | 48.1% | 51 | 46.4% | 14 | 31.1% | 12 | 28.6% | 10 | 32.3% | 8 | 29.6% |
| | No | 202 | 60.1% | 42 | 51.9% | 59 | 53.6% | 31 | 68.9% | 30 | 71.4% | 21 | 67.7% | 19 | 70.4% |
| | Don't Know | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| Films | Yes | 129 | 38.4% | 34 | 42.0% | 44 | 40.0% | 12 | 26.7% | 19 | 45.2% | 11 | 35.5% | 9 | 33.3% |
| | No | 207 | 61.6% | 47 | 58.0% | 66 | 60.0% | 33 | 73.3% | 23 | 54.8% | 20 | 64.5% | 18 | 66.7% |
| | Don't Know | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| Serials and Soap Operas | Yes | 219 | 65.2% | 61 | 75.3% | 70 | 63.6% | 30 | 66.7% | 27 | 64.3% | 13 | 41.9% | 18 | 66.7% |
| | No | 117 | 34.8% | 20 | 24.7% | 40 | 36.4% | 15 | 33.3% | 15 | 35.7% | 18 | 58.1% | 9 | 33.3% |
| | Don't Know | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| Documentary | Yes | 174 | 51.8% | 42 | 51.9% | 57 | 51.8% | 20 | 44.4% | 26 | 61.9% | 18 | 58.1% | 11 | 40.7% |
| | No | 162 | 48.2% | 39 | 48.1% | 53 | 48.2% | 25 | 55.6% | 16 | 38.1% | 13 | 41.9% | 16 | 59.3% |
| | Don't Know | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| Discussions | Yes | 228 | 67.9% | 56 | 69.1% | 75 | 68.2% | 32 | 71.1% | 27 | 64.3% | 21 | 67.7% | 17 | 63.0% |
| | No | 108 | 32.1% | 25 | 30.9% | 35 | 31.8% | 13 | 28.9% | 15 | 35.7% | 10 | 32.3% | 10 | 37.0% |
| | Don't Know | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| Sports | Yes | 128 | 38.1% | 31 | 38.3% | 45 | 40.9% | 16 | 35.6% | 17 | 40.5% | 11 | 35.5% | 8 | 29.6% |
| | No | 208 | 61.9% | 50 | 61.7% | 65 | 59.1% | 29 | 64.4% | 25 | 59.5% | 20 | 64.5% | 19 | 70.4% |
| | Don't Know | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| Quizzes | Yes | 167 | 49.7% | 44 | 54.3% | 58 | 52.7% | 21 | 46.7% | 19 | 45.2% | 14 | 45.2% | 11 | 40.7% |
| | No | 169 | 50.3% | 37 | 45.7% | 52 | 47.3% | 24 | 53.3% | 23 | 54.8% | 17 | 54.8% | 16 | 59.3% |
| | Don't Know | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| Plays / drama | Yes | 242 | 72.0% | 63 | 77.8% | 82 | 74.5% | 33 | 73.3% | 28 | 66.7% | 17 | 54.8% | 19 | 70.4% |
| | No | 94 | 28.0% | 18 | 22.2% | 28 | 25.5% | 12 | 26.7% | 14 | 33.3% | 14 | 45.2% | 8 | 29.6% |
| | Don't Know | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| Arts / Culture | Yes | 153 | 45.5% | 41 | 50.6% | 54 | 49.1% | 13 | 28.9% | 20 | 47.6% | 14 | 45.2% | 11 | 40.7% |
| | No | 183 | 54.5% | 40 | 49.4% | 56 | 50.9% | 32 | 71.1% | 22 | 52.4% | 17 | 54.8% | 16 | 59.3% |
| | Don't Know | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| House Programmes | Yes | 190 | 56.5% | 46 | 56.8% | 64 | 58.2% | 23 | 51.1% | 24 | 57.1% | 18 | 58.1% | 15 | 55.6% |
| | No | 146 | 43.5% | 35 | 43.2% | 46 | 41.8% | 22 | 48.9% | 18 | 42.9% | 13 | 41.9% | 12 | 44.4% |
| | Don't Know | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| Investment / Businesses | Yes | 86 | 25.6% | 20 | 24.7% | 31 | 28.2% | 9 | 20.0% | 16 | 38.1% | 6 | 19.4% | 4 | 14.8% |
| | No | 250 | 74.4% | 61 | 75.3% | 79 | 71.8% | 36 | 80.0% | 26 | 61.9% | 25 | 80.6% | 23 | 85.2% |
| | Don't Know | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| Children Programmes | Yes | 116 | 34.5% | 23 | 28.4% | 40 | 36.4% | 16 | 35.6% | 15 | 35.7% | 11 | 35.5% | 11 | 40.7% |
| | No | 220 | 65.5% | 58 | 71.6% | 70 | 63.6% | 29 | 64.4% | 27 | 64.3% | 20 | 64.5% | 16 | 59.3% |
| | Don't Know | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |
| News and Current Affairs | Yes | 290 | 86.3% | 69 | 85.2% | 96 | 87.3% | 40 | 88.9% | 37 | 88.1% | 28 | 90.3% | 20 | 74.1% |
| | No | 46 | 13.7% | 12 | 14.8% | 14 | 12.7% | 5 | 11.1% | 5 | 11.9% | 3 | 9.7% | 7 | 25.9% |
| | Don't Know | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% |

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

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

| 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 | 286 72.6% | 120 71.0% | 166 73.8% | 69 65.7% | 100 73.0% | 117 77.0% |
| No | 108 27.4% | 49 29.0% | 59 26.2% | 36 34.3% | 37 27.0% | 35 23.0% |
| Total | 394 100.0% | 169 100.0% | 225 100.0% | 105 100.0% | 137 100.0% | 152 100.0% |

[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 | 286 72.6% | 98 77.2% | 109 70.3% | 41 73.2% | 17 68.0% | 21 72.4% | 0 .0% |
| No | 108 27.4% | 29 22.8% | 46 29.7% | 15 26.8% | 8 32.0% | 8 27.6% | 2 100.0% |
| Total | 394 100.0% | 127 100.0% | 155 100.0% | 56 100.0% | 25 100.0% | 29 100.0% | 2 100.0% |

[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 | | | | | | | |
|----------------------------|----------------|-----------------|----------------|----------------|----------------|----------------|----------------|---|-----------------------|
| | | House Person | Student | Employed | Self-Employed | Un-employed | Pensioner | Unable to work due to sickness/disability | Other Inactive person |
| | Count Col % | Count Col % | Count Col % | Count Col % | Count Col % | Count Col % | Count Col % | Count Col % | Count Col % |
| Yes | 286 72.6% | 112 78.9% | 32 71.1% | 74 62.7% | 14 70.0% | 7 63.6% | 36 80.0% | 8 80.0% | 3 100.0% |
| No | 108 27.4% | 30 21.1% | 13 28.9% | 44 37.3% | 6 30.0% | 4 36.4% | 9 20.0% | 2 20.0% | 0 .0% |
| Total | 394 100.0% | 142 100.0% | 45 100.0% | 118 100.0% | 20 100.0% | 11 100.0% | 45 100.0% | 10 100.0% | 3 100.0% |

[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 |
| | Count Col % | Count Col % | Count Col % | Count Col % | Count Col % | Count Col % | Count Col % |
| Yes | 286 72.6% | 66 70.2% | 99 82.5% | 38 71.7% | 31 57.4% | 27 71.1% | 25 71.4% |
| No | 108 27.4% | 28 29.8% | 21 17.5% | 15 28.3% | 23 42.6% | 11 28.9% | 10 28.6% |
| Total | 394 100.0% | 94 100.0% | 120 100.0% | 53 100.0% | 54 100.0% | 38 100.0% | 35 100.0% |

[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 | 29 | 5.25 | 14 | 6.03 | 15 | 4.69 |
| 12:00 - 19:00 | 89 | 16.12 | 26 | 11.21 | 63 | 19.69 |
| 19:00 - 20:30 | 152 | 27.54 | 62 | 26.72 | 90 | 28.13 |
| 20:30 - 22:00 | 199 | 36.05 | 89 | 38.36 | 110 | 34.38 |
| 22:00 - 24:00 | 83 | 15.04 | 41 | 17.67 | 42 | 13.13 |
| | 552 | 100.00 | 232 | 100.00 | 320 | 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 | 29 | 8 | 4 | 7 | 1 | 3 | 1 | 5 |
| 12:00 - 19:00 | 89 | 11 | 14 | 14 | 14 | 11 | 10 | 15 |
| 19:00 - 20:30 | 152 | 21 | 29 | 25 | 23 | 18 | 18 | 18 |
| 20:30 - 22:00 | 199 | 28 | 29 | 29 | 29 | 28 | 31 | 25 |
| 22:00 - 24:00 | 83 | 19 | 12 | 7 | 13 | 14 | 9 | 9 |
| | 552 | 87 | 88 | 82 | 80 | 74 | 69 | 72 |

| | Total % | Sun % | Mon % | Tue % | Wed % | Thu % | Fri % | Sat % |
|---------------|---------|--------|--------|--------|--------|--------|--------|--------|
| > 12:00 | 5.25 | 9.20 | 4.55 | 8.54 | 1.25 | 4.05 | 1.45 | 6.94 |
| 12:00 - 19:00 | 16.12 | 12.64 | 15.91 | 17.07 | 17.50 | 14.86 | 14.49 | 20.83 |
| 19:00 - 20:30 | 27.54 | 24.14 | 32.95 | 30.49 | 28.75 | 24.32 | 26.09 | 25.00 |
| 20:30 - 22:00 | 36.05 | 32.18 | 32.95 | 35.37 | 36.25 | 37.84 | 44.93 | 34.72 |
| 22:00 - 24:00 | 15.04 | 21.84 | 13.64 | 8.54 | 16.25 | 18.92 | 13.04 | 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 N | Jul N | Aug N | Sep N | Oct N | Nov N | Dec N | Jan N | Feb N | Mar N | Apr N | May N | Jun N |
| > 12:00 | 17 | 20 | 13 | 8 | 9 | 11 | 16 | 13 | 5 | 12 | 15 | 8 | 6 |
| 12:00 - 19:00 | 38 | 33 | 30 | 36 | 35 | 32 | 37 | 44 | 21 | 42 | 36 | 23 | 30 |
| 19:00 - 20:30 | 70 | 54 | 44 | 52 | 48 | 45 | 53 | 58 | 46 | 64 | 55 | 43 | 54 |
| 20:30 - 22:00 | 82 | 61 | 53 | 66 | 83 | 87 | 72 | 83 | 61 | 72 | 68 | 65 | 66 |
| 22:00 - 24:00 | 31 | 18 | 19 | 37 | 34 | 27 | 34 | 25 | 24 | 23 | 22 | 31 | 30 |
| | 238 | 186 | 159 | 199 | 209 | 202 | 212 | 223 | 157 | 213 | 196 | 170 | 186 |

| | Jun % | Jul % | Aug % | Sep % | Oct % | Nov % | Dec % | Jan % | Feb % | Mar % | Apr % | May % | Jun % |
|---------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| > 12:00 | 7.14 | 10.75 | 8.18 | 4.02 | 4.31 | 5.45 | 7.55 | 5.83 | 3.18 | 5.63 | 7.65 | 4.71 | 3.23 |
| 12:00 - 19:00 | 15.97 | 17.74 | 18.87 | 18.09 | 16.75 | 15.84 | 17.45 | 19.73 | 13.38 | 19.72 | 18.37 | 13.53 | 16.13 |
| 19:00 - 20:30 | 29.41 | 29.03 | 27.67 | 26.13 | 22.97 | 22.28 | 25.00 | 26.01 | 29.30 | 30.05 | 28.06 | 25.29 | 29.03 |
| 20:30 - 22:00 | 34.45 | 32.80 | 33.33 | 33.17 | 39.71 | 43.07 | 33.96 | 37.22 | 38.85 | 33.80 | 34.69 | 38.24 | 35.48 |
| 22:00 - 24:00 | 13.03 | 9.68 | 11.95 | 18.59 | 16.27 | 13.37 | 16.04 | 11.21 | 15.29 | 10.80 | 11.22 | 18.24 | 16.13 |
| | 100 | 100 | 100 | 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 | 138 | 55 | 83 | 26.09 | 23.11 | 28.52 |
| Super 1 | 79 | 33 | 46 | 14.93 | 13.87 | 15.81 |
| Net | 52 | 20 | 32 | 9.83 | 8.40 | 11.00 |
| Smash | 14 | 7 | 7 | 2.65 | 2.94 | 2.41 |
| Channel 22 | 2 | 1 | 1 | 0.38 | 0.42 | 0.34 |
| Rai 1 | 31 | 15 | 16 | 5.86 | 6.30 | 5.50 |
| Rai 2 | 12 | 4 | 8 | 2.27 | 1.68 | 2.75 |
| Rai 3 | 8 | 5 | 3 | 1.51 | 2.10 | 1.03 |
| Rete 4 | 21 | 16 | 5 | 3.97 | 6.72 | 1.72 |
| Canale 5 | 63 | 21 | 42 | 11.91 | 8.82 | 14.43 |
| Italia 1 | 35 | 20 | 15 | 6.62 | 8.40 | 5.15 |
| Other Italian Station | 7 | 2 | 5 | 1.32 | 0.84 | 1.72 |
| Discovery Channel | 6 | 6 | 0 | 1.13 | 2.52 | 0.00 |
| MTV | 6 | 3 | 3 | 1.13 | 1.26 | 1.03 |
| BBC Prime | 8 | 2 | 6 | 1.51 | 0.84 | 2.06 |
| BBC World | 4 | 1 | 3 | 0.76 | 0.42 | 1.03 |
| Other Station | 43 | 27 | 16 | 8.13 | 11.34 | 5.50 |
| | 529 | 238 | 291 | 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 | 138 | 18 | 21 | 22 | 22 | 21 | 19 | 15 |
| Super 1 | 79 | 9 | 16 | 11 | 13 | 8 | 9 | 13 |
| Net | 52 | 7 | 14 | 6 | 8 | 5 | 4 | 8 |
| Smash | 14 | 0 | 1 | 4 | 2 | 2 | 3 | 2 |
| Channel 22 | 2 | 0 | 1 | 1 | 0 | 0 | 0 | 0 |
| Rai 1 | 31 | 9 | 7 | 6 | 1 | 1 | 1 | 6 |
| Rai 2 | 12 | 3 | 0 | 2 | 2 | 3 | 1 | 1 |
| Rai 3 | 8 | 1 | 0 | 2 | 2 | 0 | 2 | 1 |
| Rete 4 | 21 | 4 | 3 | 6 | 4 | 2 | 0 | 2 |
| Canale 5 | 63 | 7 | 9 | 7 | 9 | 8 | 11 | 12 |
| Italia 1 | 35 | 11 | 7 | 5 | 6 | 2 | 4 | 0 |
| Other Italian Station | 7 | 0 | 3 | 1 | 2 | 0 | 0 | 1 |
| Discovery Channel | 6 | 0 | 3 | 0 | 1 | 2 | 0 | 0 |
| MTV | 6 | 1 | 0 | 1 | 0 | 3 | 1 | 0 |
| BBC Prime | 8 | 1 | 2 | 1 | 1 | 2 | 0 | 1 |
| BBC World | 4 | 1 | 1 | 1 | 1 | 0 | 0 | 0 |
| Other Station | 43 | 8 | 6 | 8 | 7 | 5 | 3 | 6 |
| | 529 | 80 | 94 | 84 | 81 | 64 | 58 | 68 |
| | Total % | Sun % | Mon % | Tue % | Wed % | Thu % | Fri % | Sat % |
| TVM | 26.09 | 22.50 | 22.34 | 26.19 | 27.16 | 32.81 | 32.76 | 22.06 |
| Super 1 | 14.93 | 11.25 | 17.02 | 13.10 | 16.05 | 12.50 | 15.52 | 19.12 |
| Net | 9.83 | 8.75 | 14.89 | 7.14 | 9.88 | 7.81 | 6.90 | 11.76 |
| Smash | 2.65 | 0.00 | 1.06 | 4.76 | 2.47 | 3.13 | 5.17 | 2.94 |
| Channel 22 | 0.38 | 0.00 | 1.06 | 1.19 | 0.00 | 0.00 | 0.00 | 0.00 |
| Rai 1 | 5.86 | 11.25 | 7.45 | 7.14 | 1.23 | 1.56 | 1.72 | 8.82 |
| Rai 2 | 2.27 | 3.75 | 0.00 | 2.38 | 2.47 | 4.69 | 1.72 | 1.47 |
| Rai 3 | 1.51 | 1.25 | 0.00 | 2.38 | 2.47 | 0.00 | 3.45 | 1.47 |
| Rete 4 | 3.97 | 5.00 | 3.19 | 7.14 | 4.94 | 3.13 | 0.00 | 2.94 |
| Canale 5 | 11.91 | 8.75 | 9.57 | 8.33 | 11.11 | 12.50 | 18.97 | 17.65 |
| Italia 1 | 6.62 | 13.75 | 7.45 | 5.95 | 7.41 | 3.13 | 6.90 | 0.00 |
| Other Italian Station | 1.32 | 0.00 | 3.19 | 1.19 | 2.47 | 0.00 | 0.00 | 1.47 |
| Discovery Channel | 1.13 | 0.00 | 3.19 | 0.00 | 1.23 | 3.13 | 0.00 | 0.00 |
| MTV | 1.13 | 1.25 | 0.00 | 1.19 | 0.00 | 4.69 | 1.72 | 0.00 |
| BBC Prime | 1.51 | 1.25 | 2.13 | 1.19 | 1.23 | 3.13 | 0.00 | 1.47 |
| BBC World | 0.76 | 1.25 | 1.06 | 1.19 | 1.23 | 0.00 | 0.00 | 0.00 |
| Other Station | 8.13 | 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 | 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 | Apr Count | May Count | Jun Count |
|----------------------------|----------------|--------------|--------------|--------------|
| TVM | 138 | 45 | 46 | 47 |
| Super 1 | 79 | 29 | 21 | 29 |
| Net | 52 | 15 | 15 | 22 |
| Smash | 14 | 1 | 6 | 7 |
| Channel 22 | 2 | 1 | 0 | 1 |
| Rai 1 | 31 | 17 | 6 | 8 |
| Rai 2 | 12 | 3 | 5 | 4 |
| Rai 3 | 8 | 3 | 2 | 3 |
| Rete 4 | 21 | 9 | 7 | 5 |
| Canale 5 | 63 | 23 | 23 | 17 |
| Italia 1 | 35 | 14 | 9 | 12 |
| Other Italian Station | 7 | 2 | 2 | 3 |
| Discovery Channel | 6 | 3 | 1 | 2 |
| MTV | 6 | 4 | 2 | 0 |
| BBC Prime | 8 | 4 | 2 | 2 |
| BBC World | 4 | 2 | 0 | 2 |
| Other Station | 43 | 12 | 15 | 16 |
| | 529 | 187 | 162 | 180 |

| | Total % | Apr % | May % | Jun % |
|-----------------------|------------|----------|----------|----------|
| TVM | 26.09 | 24.06 | 28.40 | 26.11 |
| Super 1 | 14.93 | 15.51 | 12.96 | 16.11 |
| Net | 9.83 | 8.02 | 9.26 | 12.22 |
| Smash | 2.65 | 0.53 | 3.70 | 3.89 |
| Channel 22 | 0.38 | 0.53 | 0.00 | 0.56 |
| Rai 1 | 5.86 | 9.09 | 3.70 | 4.44 |
| Rai 2 | 2.27 | 1.60 | 3.09 | 2.22 |
| Rai 3 | 1.51 | 1.60 | 1.23 | 1.67 |
| Rete 4 | 3.97 | 4.81 | 4.32 | 2.78 |
| Canale 5 | 11.91 | 12.30 | 14.20 | 9.44 |
| Italia 1 | 6.62 | 7.49 | 5.56 | 6.67 |
| Other Italian Station | 1.32 | 1.07 | 1.23 | 1.67 |
| Discovery Channel | 1.13 | 1.60 | 0.62 | 1.11 |
| MTV | 1.13 | 2.14 | 1.23 | 0.00 |
| BBC Prime | 1.51 | 2.14 | 1.23 | 1.11 |
| BBC World | 0.76 | 1.07 | 0.00 | 1.11 |
| Other Station | 8.13 | 6.42 | 9.26 | 8.89 |
| | 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

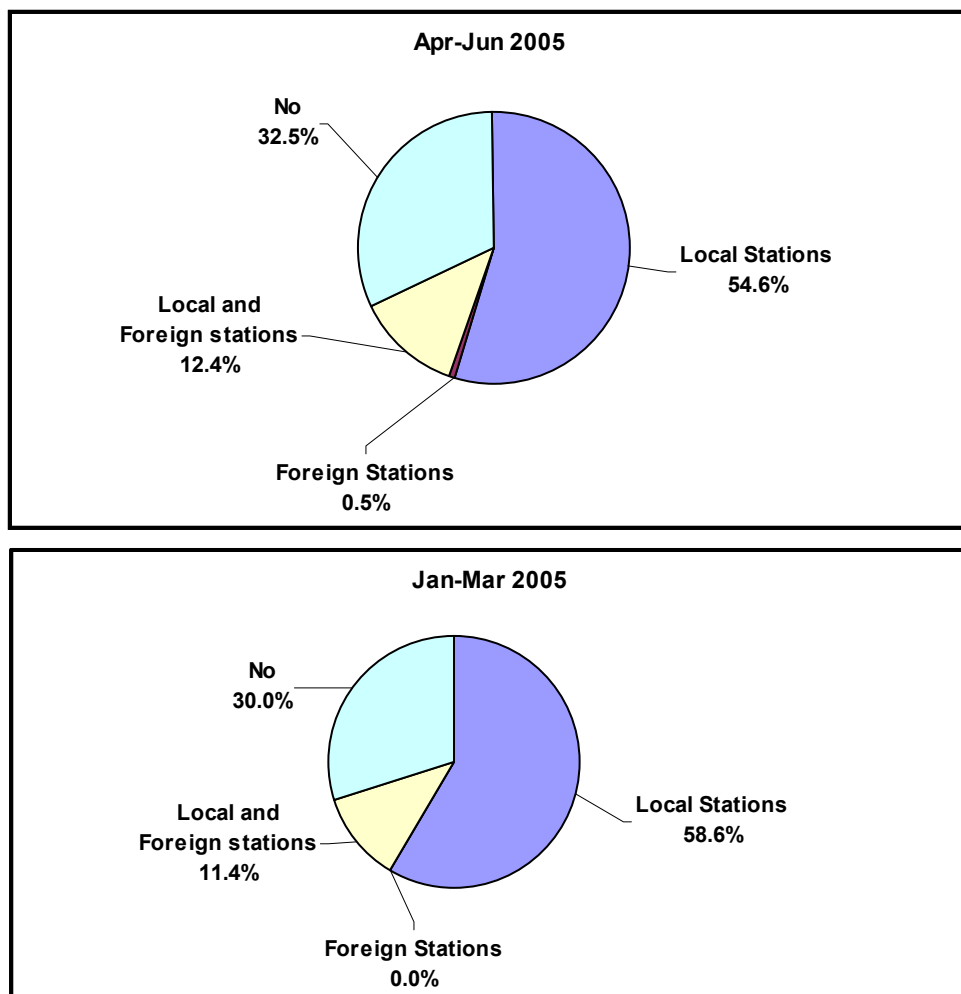


FIGURE 3.2: FAVORITE RADIO STATION

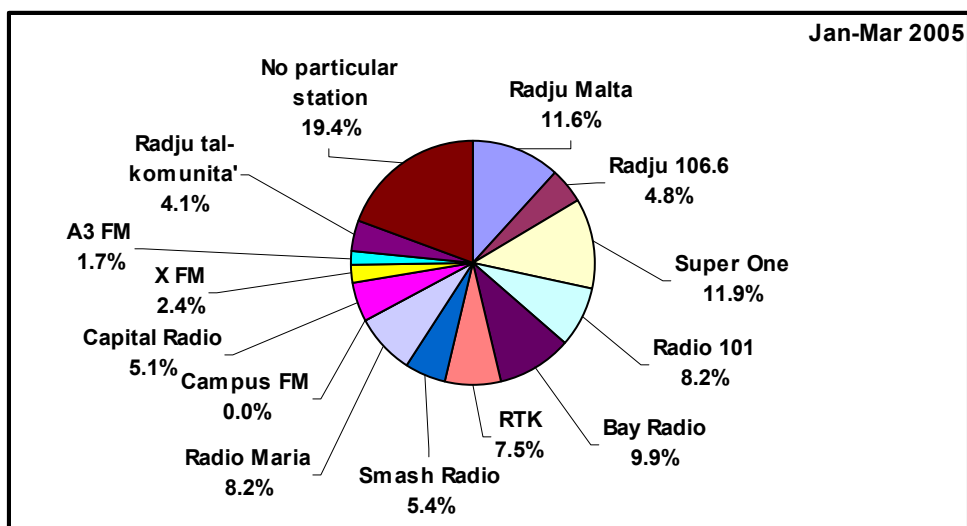
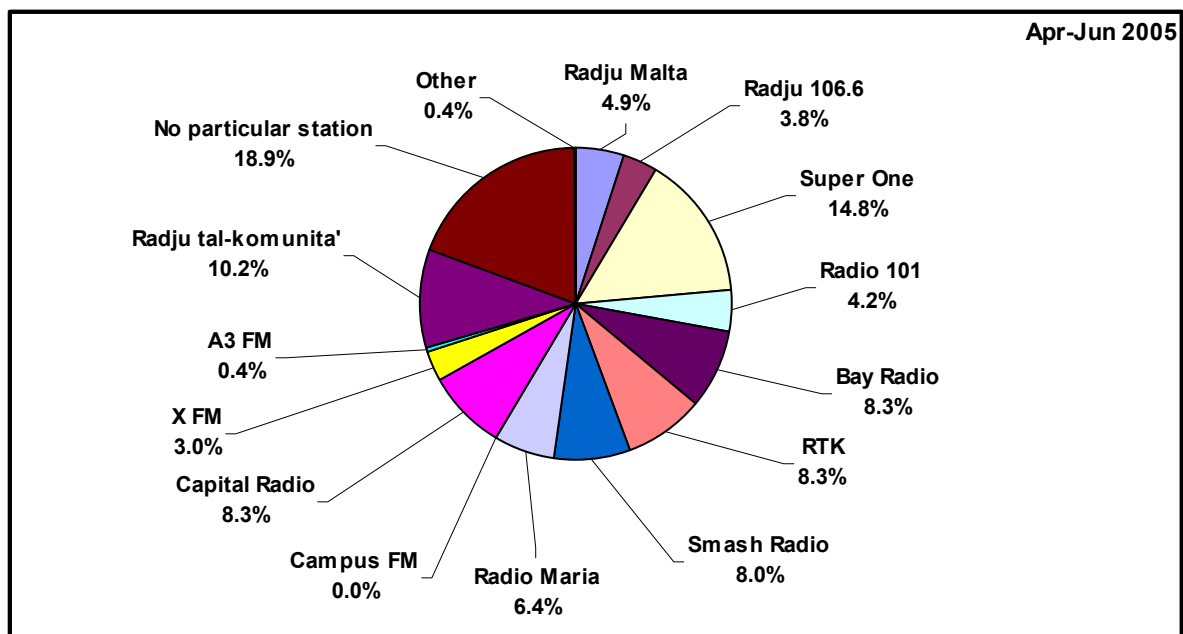


FIGURE 3.3: FAVOURITE RADIO STATION BY GENDER

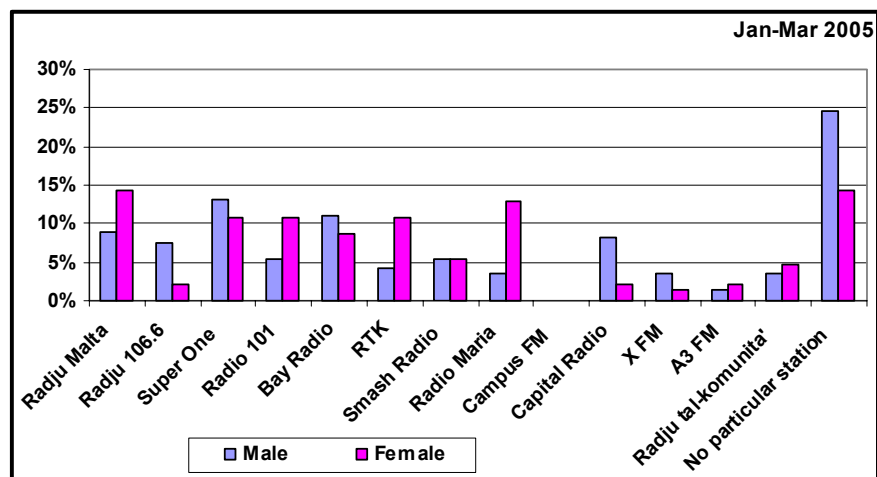
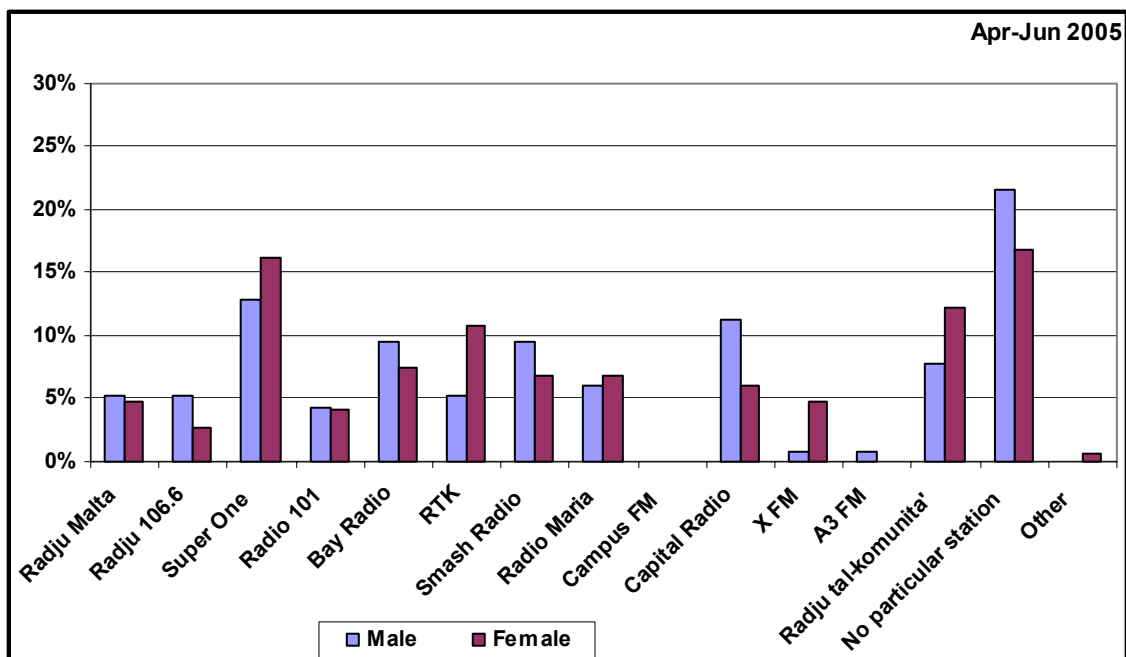


FIGURE 3.4: TV VIEWING

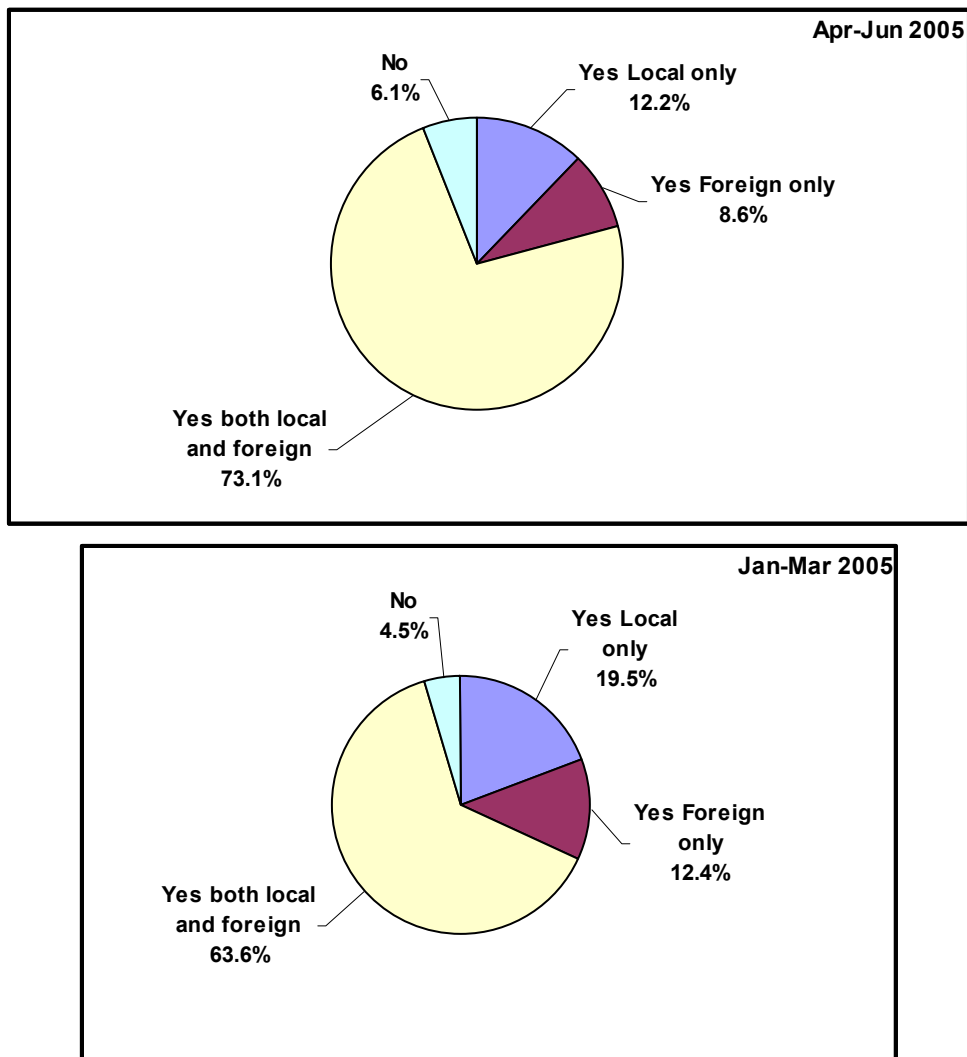


FIGURE 3.5: FAVOURITE TV STATION

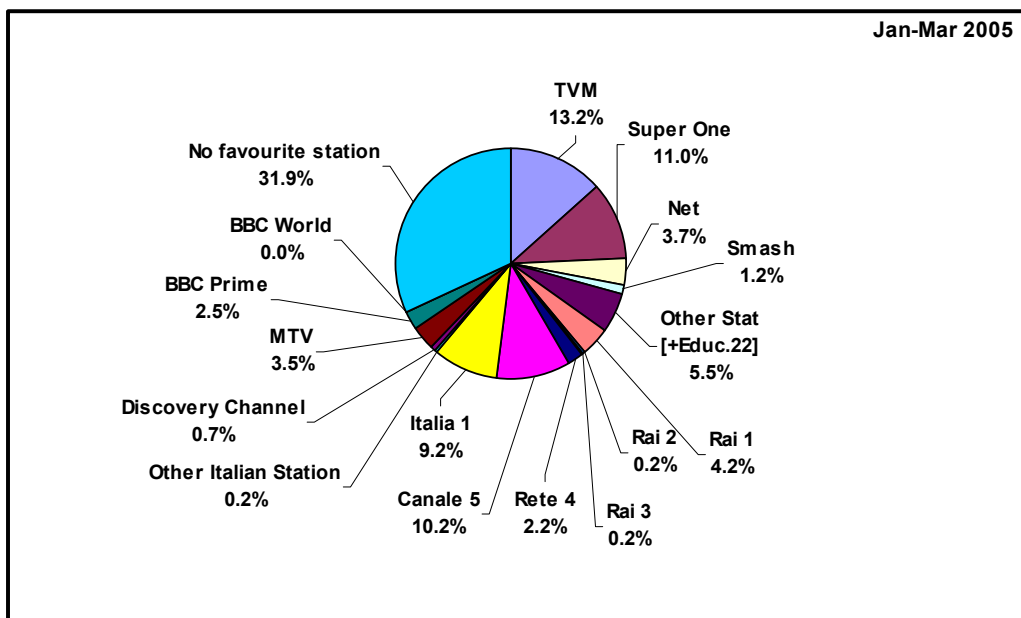
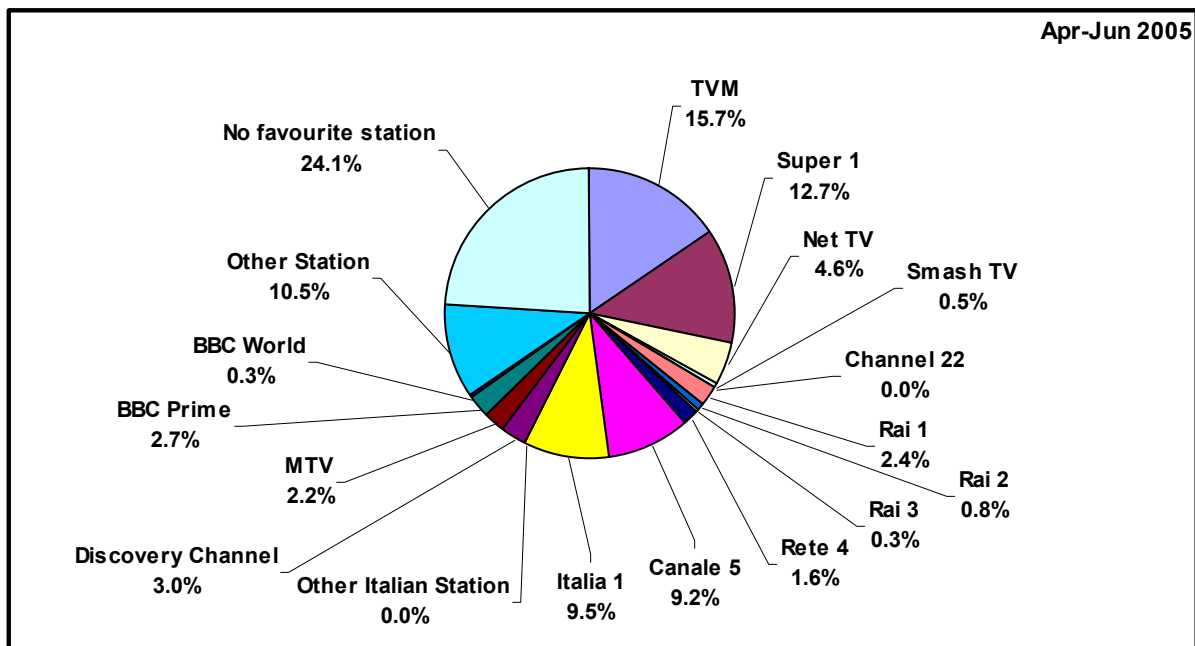


FIGURE 3.6: FAVOURITE TV STATION BY GENDER

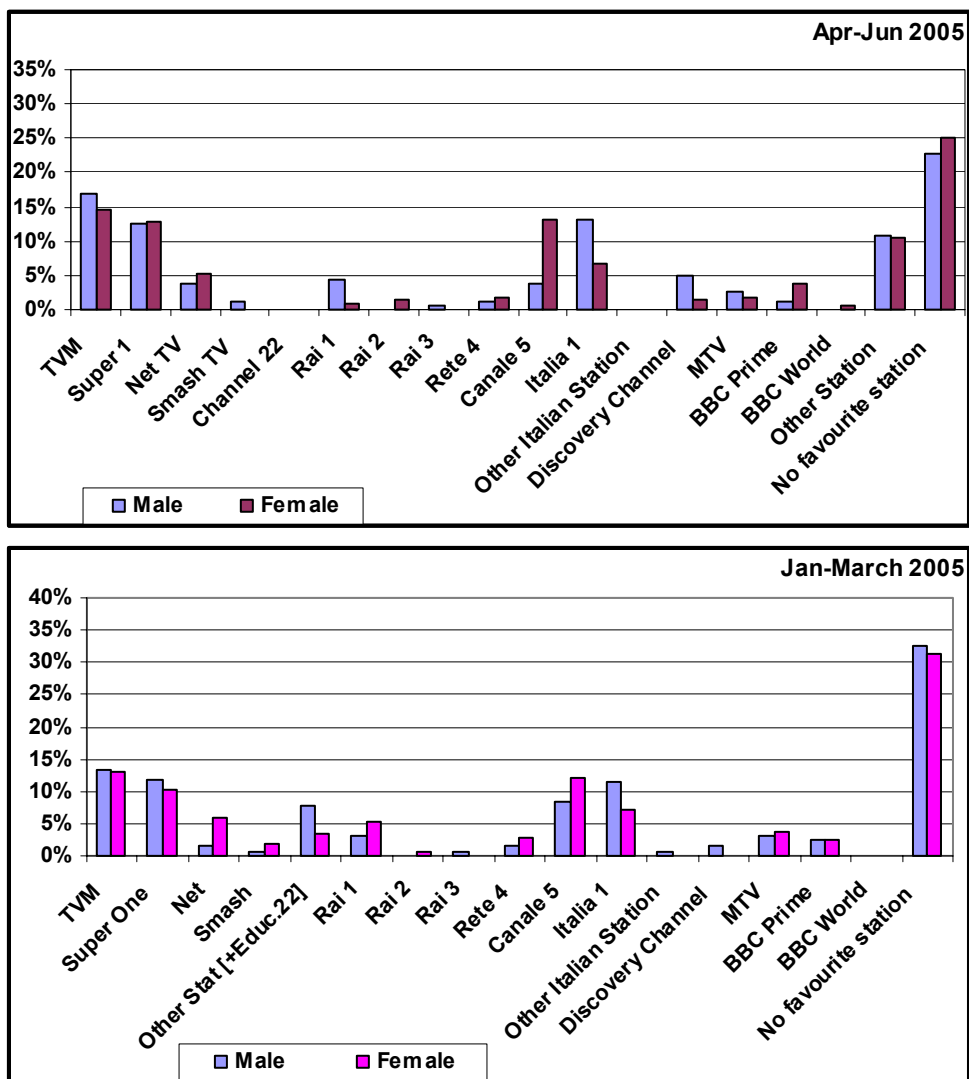


FIGURE 4.1: RADIO PROGRAMME PREFERENCES BY GENDER

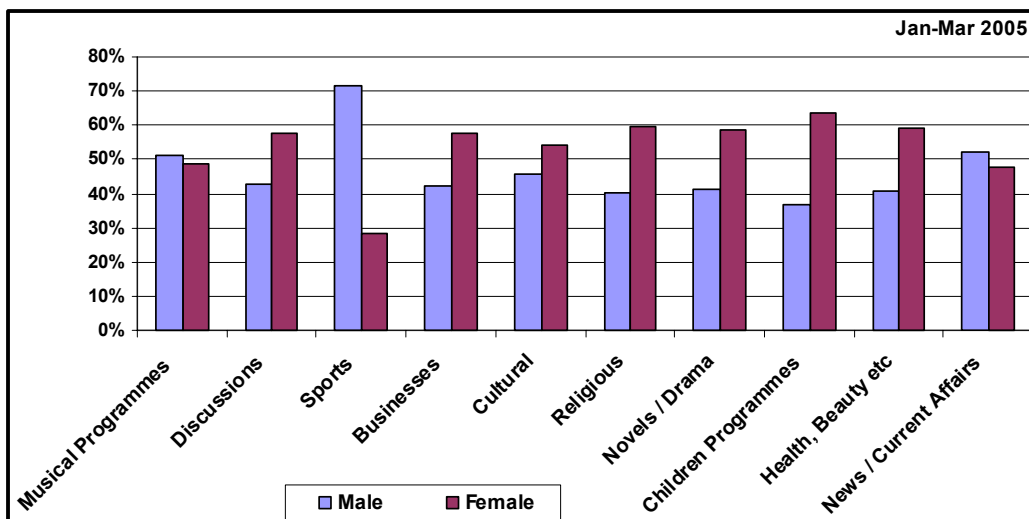
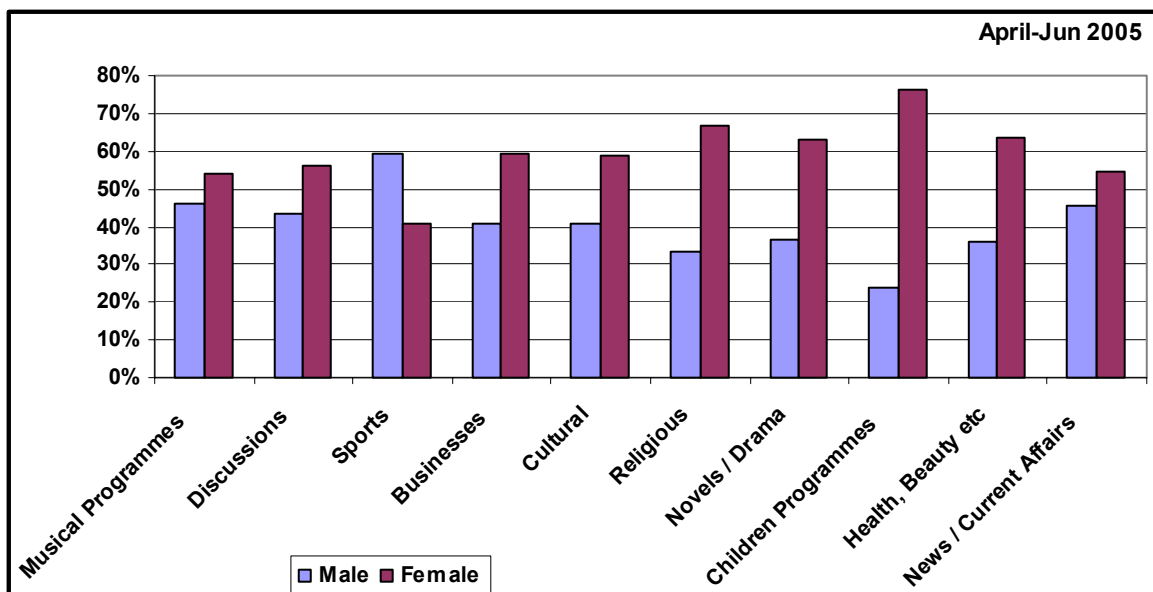


FIGURE 4.2: TV PROGRAMME PREFERENCES BY GENDER

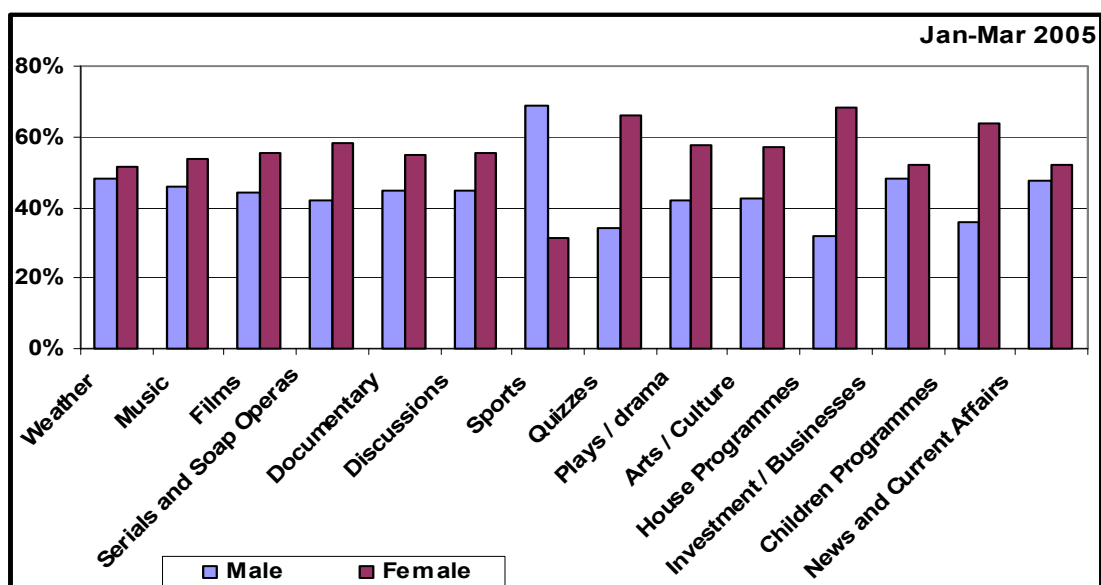
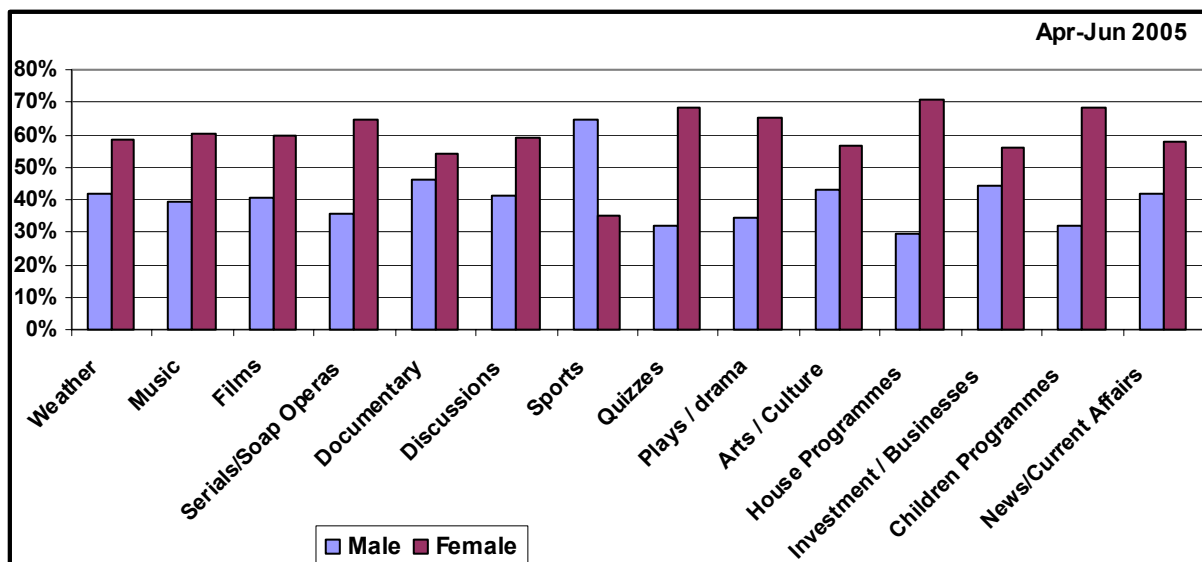


FIGURE 5.1: RADIO LISTENING BY NUMBER OF HOURS

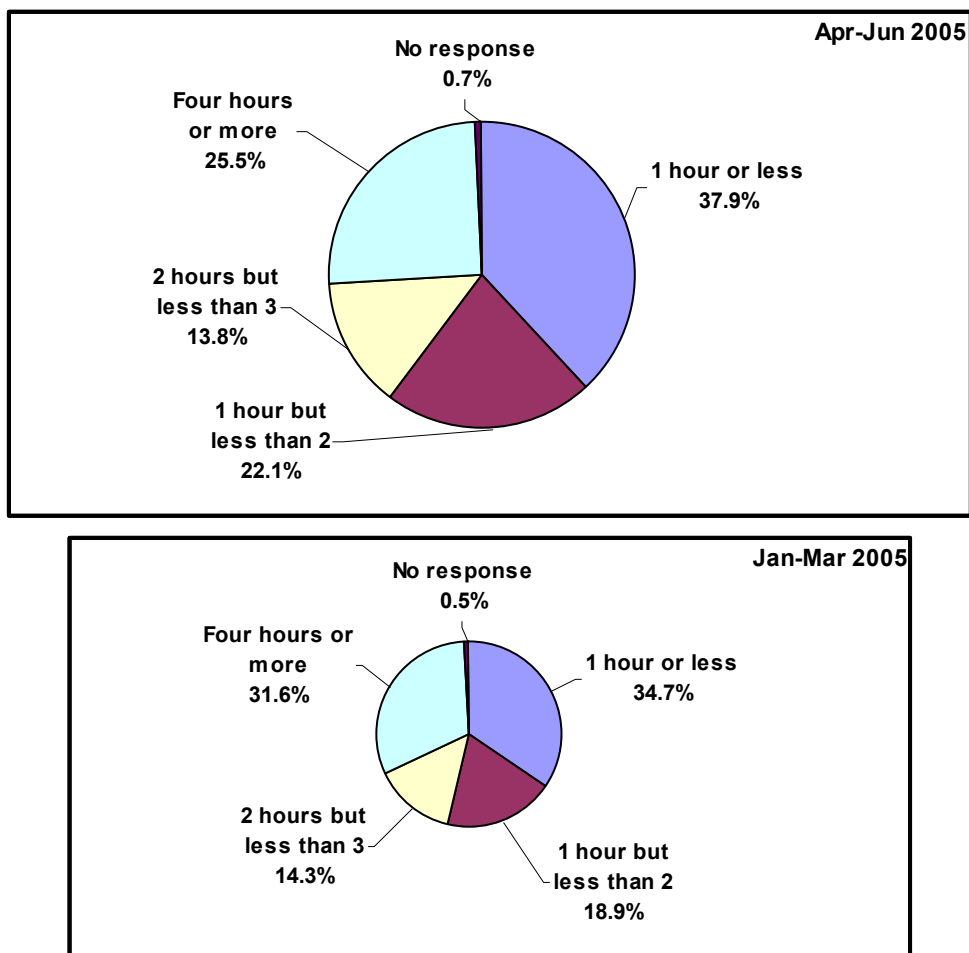


FIGURE 5.2: RADIO LISTENING BY NUMBER OF HOURS [JUNE 2004 – JUNE 2005]

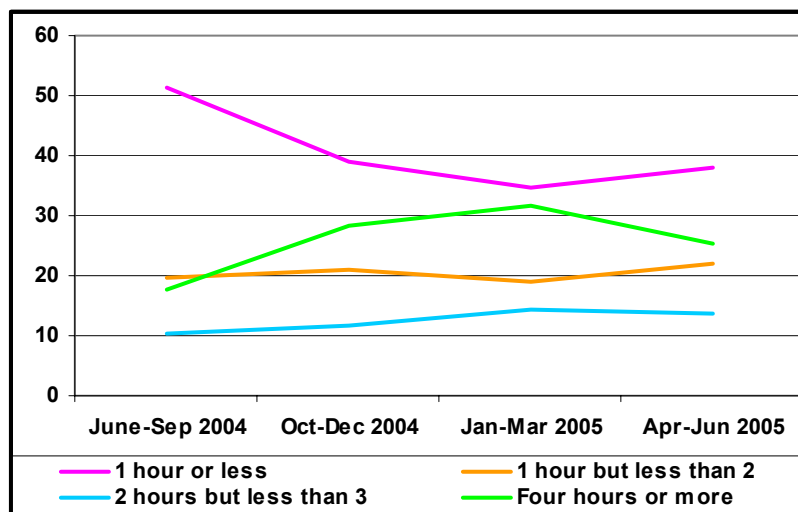


FIGURE 5.3: RADIO LISTENING BY GENDER AND BY MONTH [JUNE 2004 – JUNE 2005]

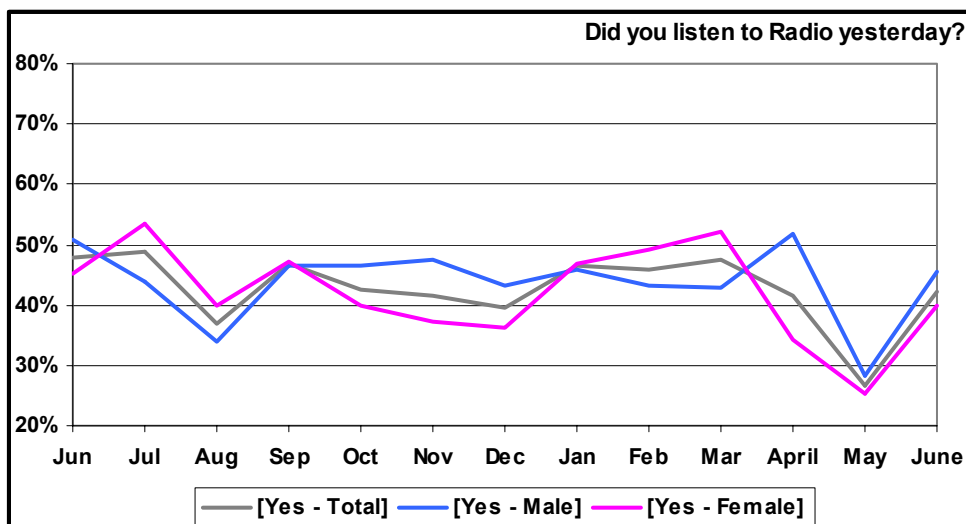


FIGURE 5.4: RADIO LISTENING BY TIME BRACKET [JUNE 2004 – JUNE 2005]

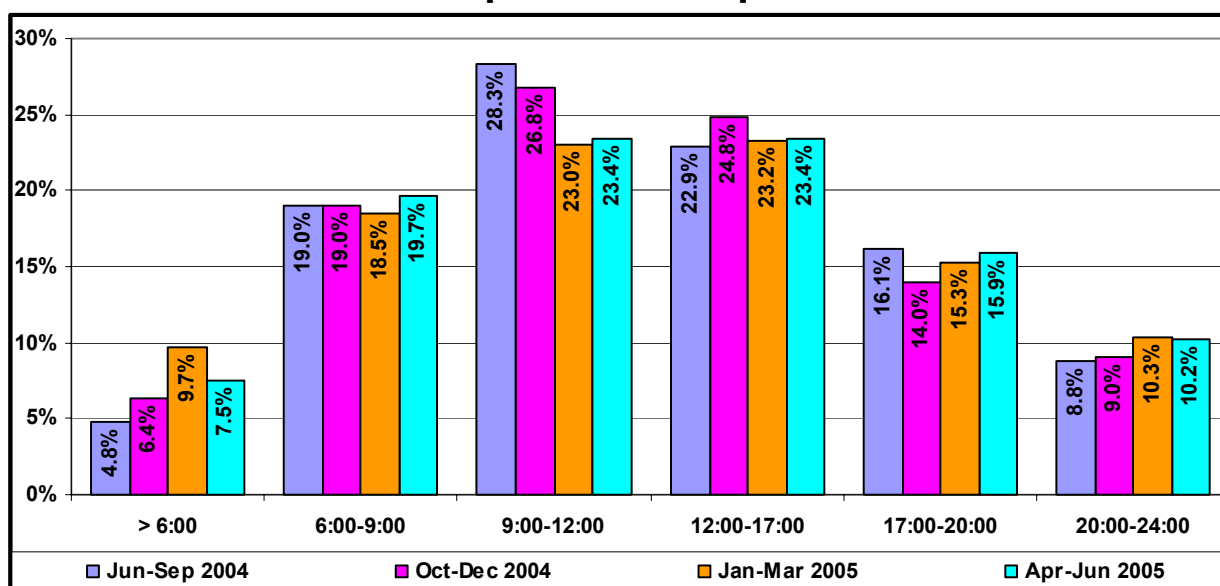


FIGURE 5.5: RADIO LISTENING BY TIME BRACKET

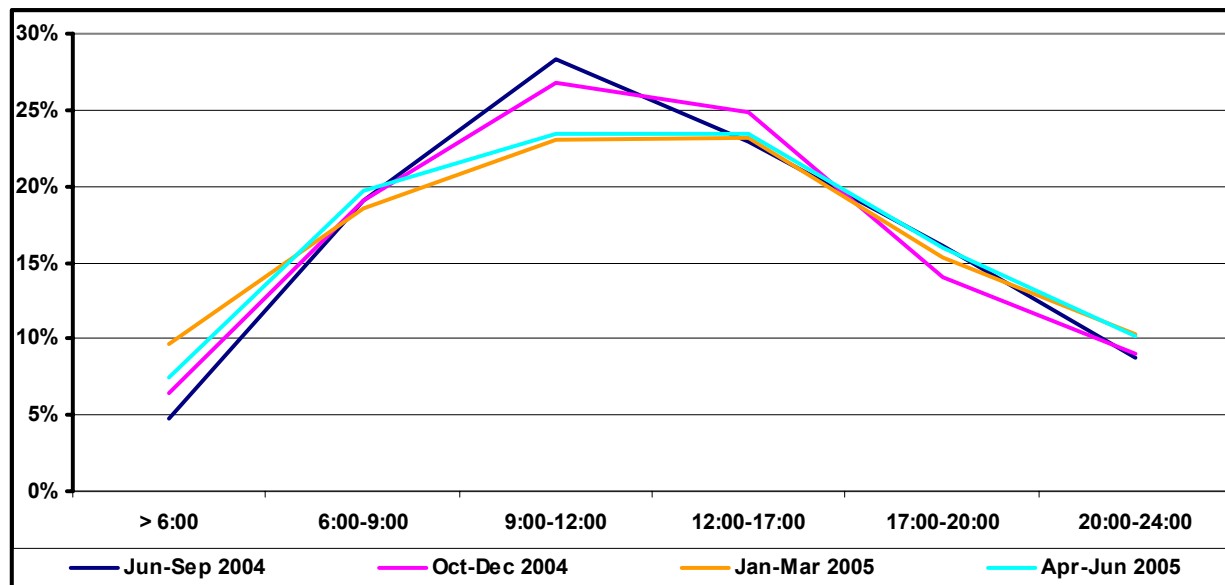
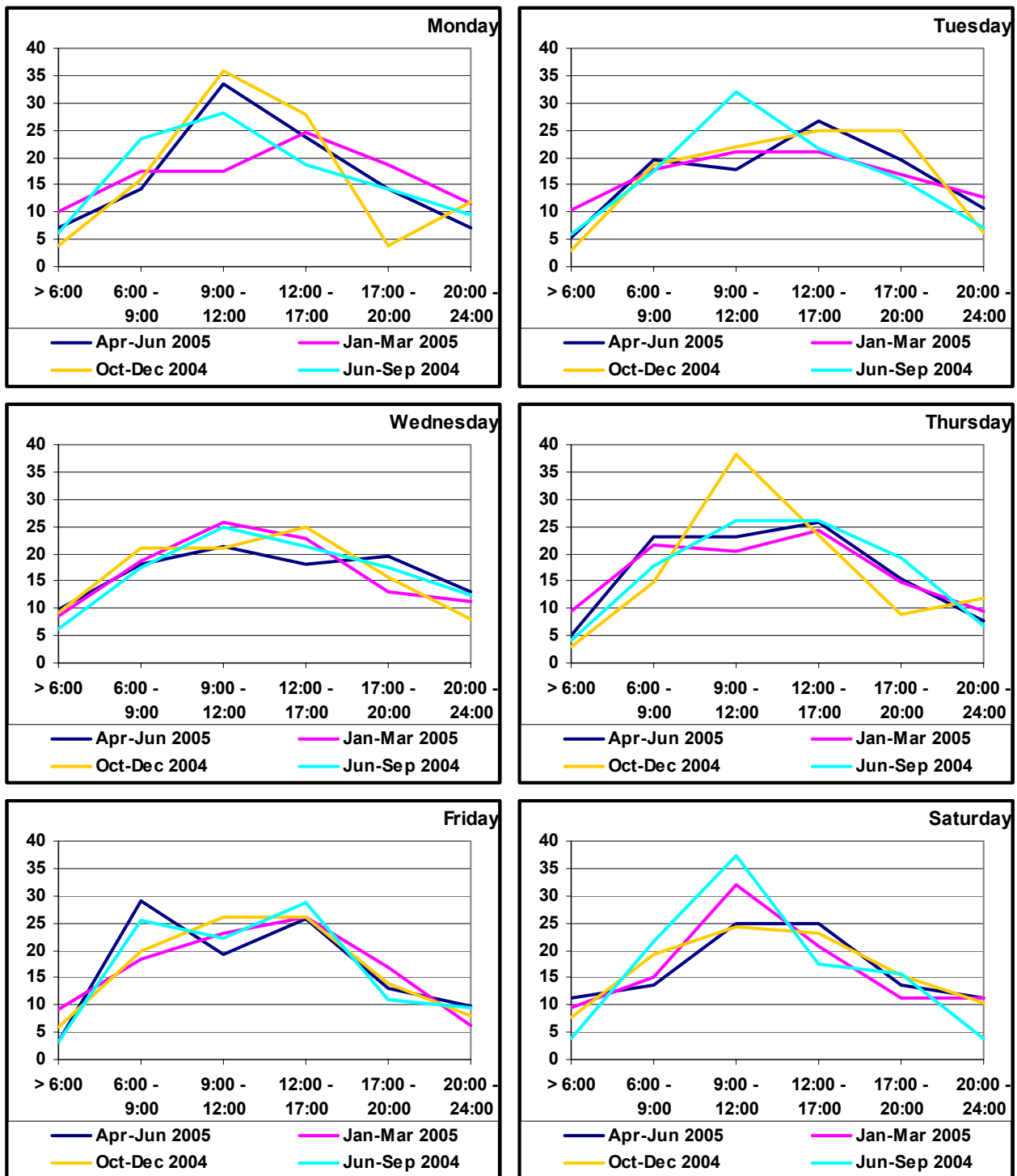


FIGURE 5.6: RADIO LISTENING BY WEEKDAY [MONDAY TO SUNDAY]



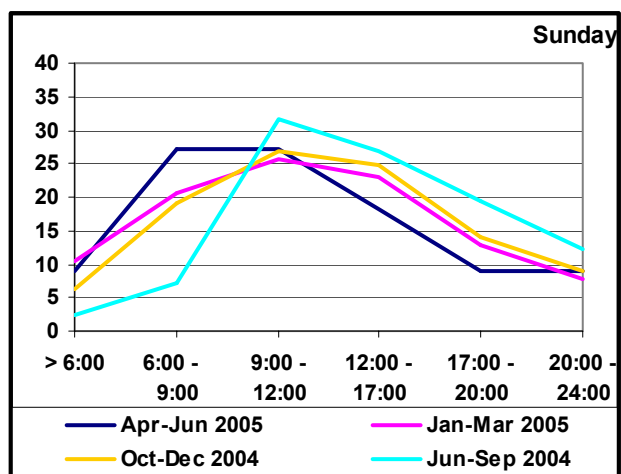


FIGURE 5.7 RADIO LISTENING PER TIME BRACKET BY MONTH

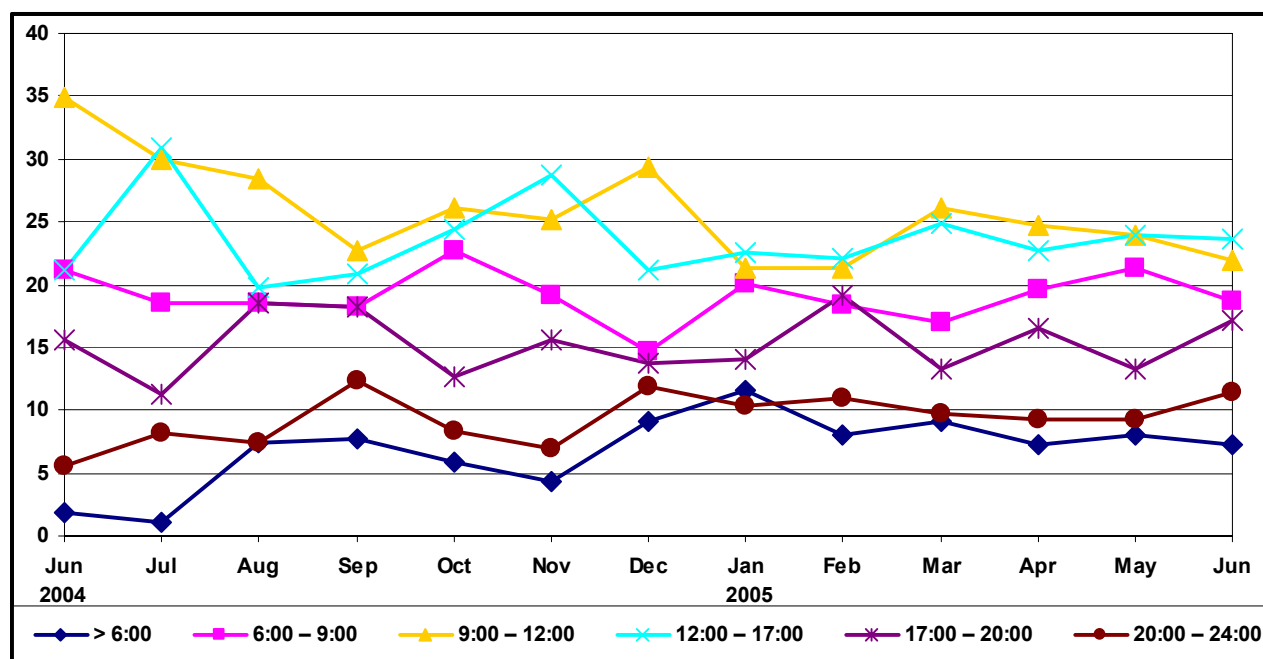


FIGURE 5.8 – RADIO LISTENING BY TIME BRACKET BY MONTH

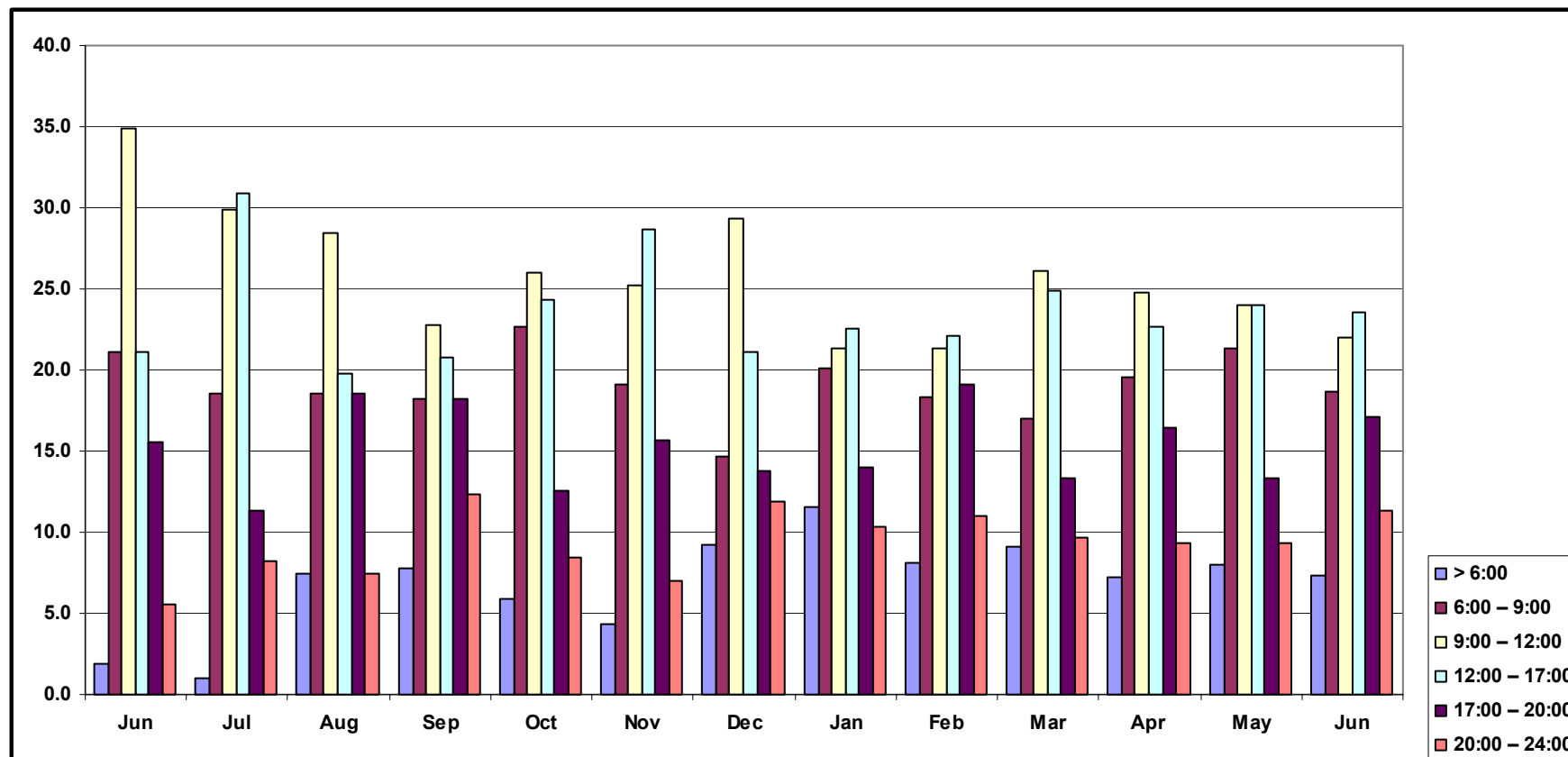
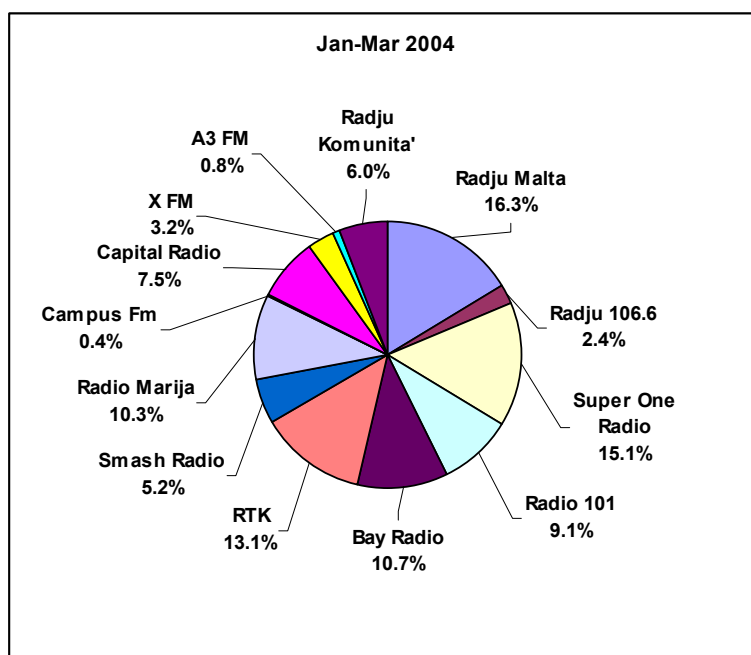
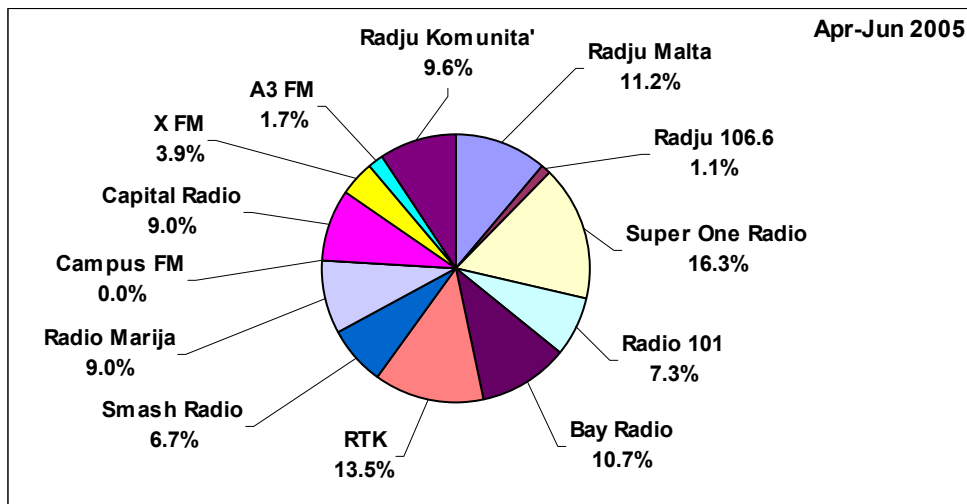
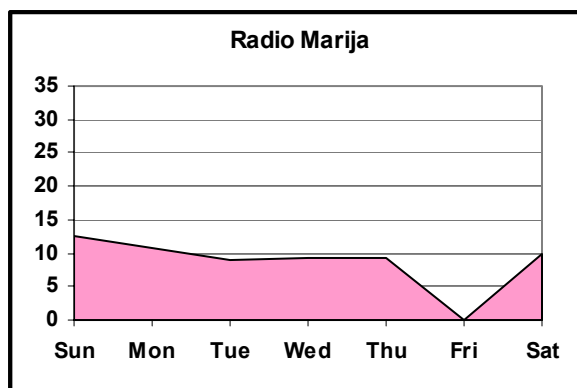
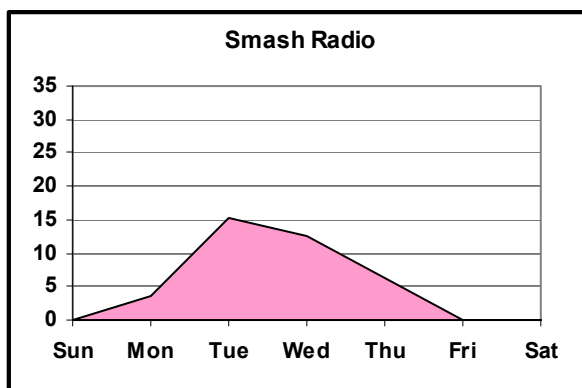
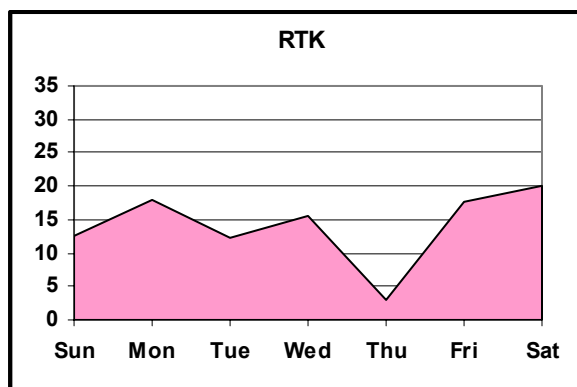
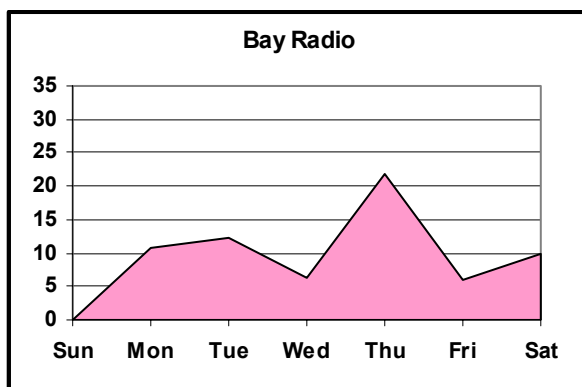
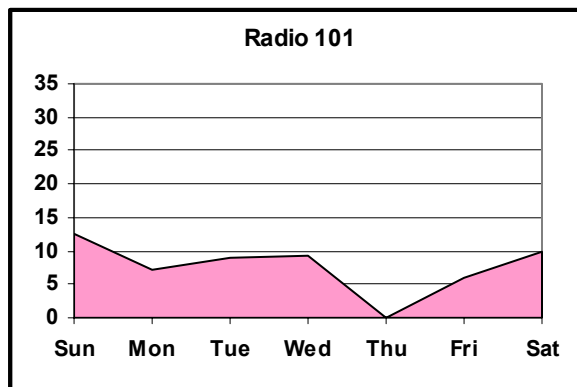
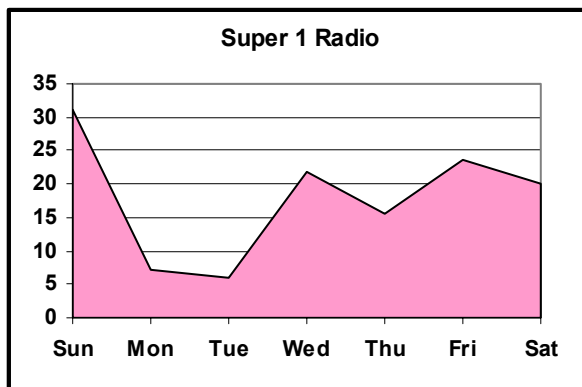
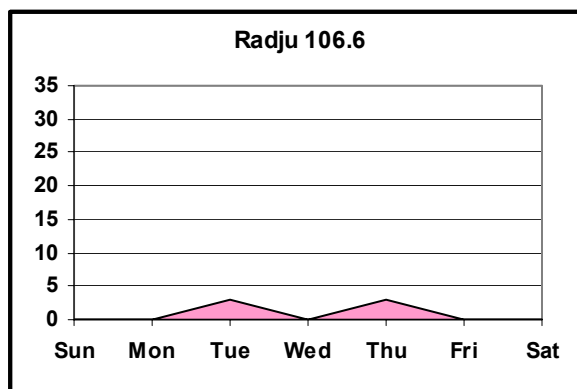
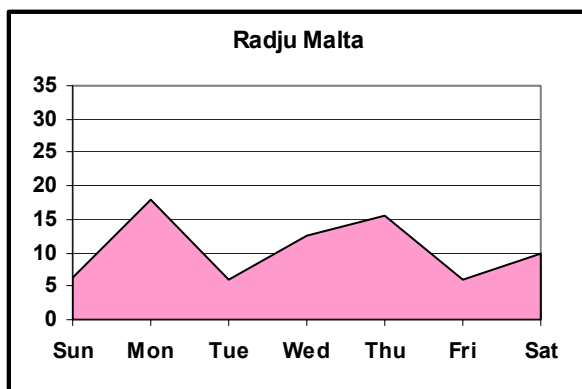


FIGURE 5.9: RADIO LISTENING BY STATION



FIGURES 5.10 - RADIO STATION LISTENING BY STATION BY WEEKDAY [APRIL – JUNE 2005]



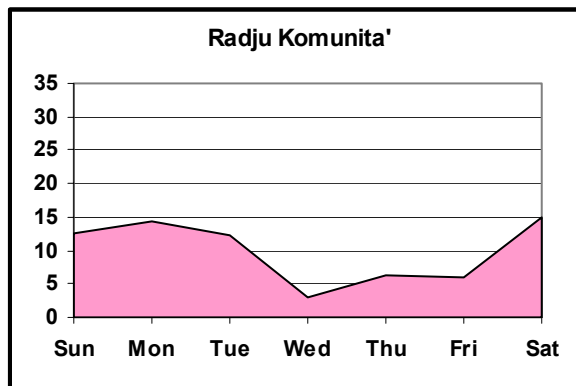
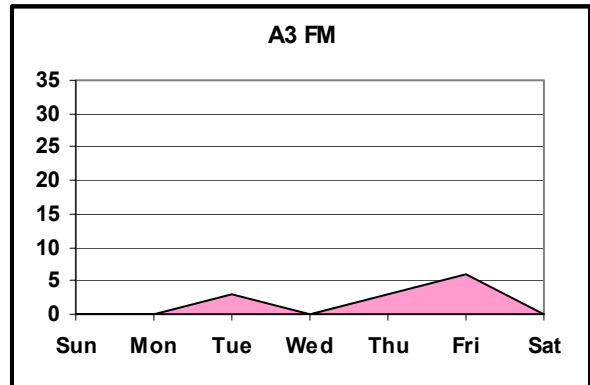
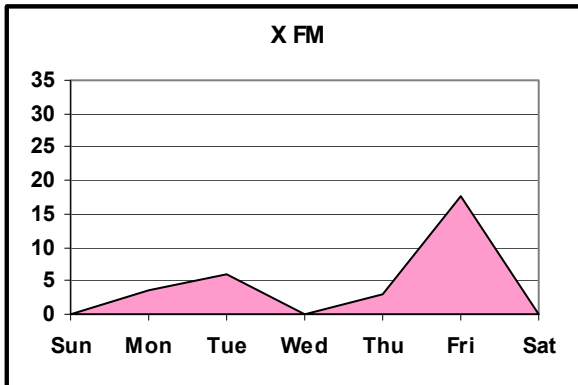
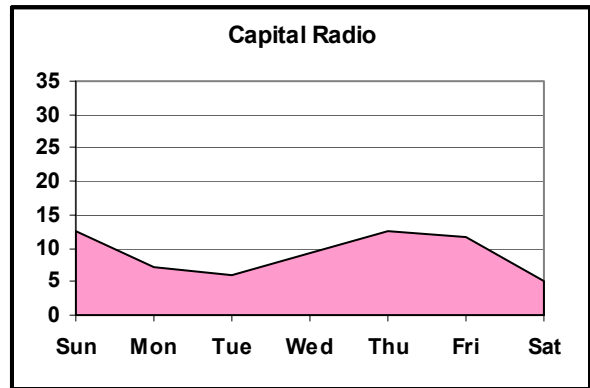
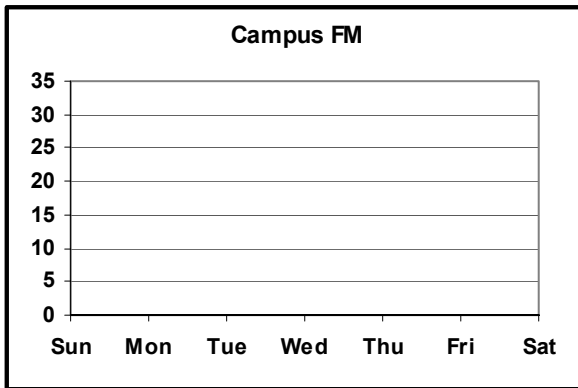
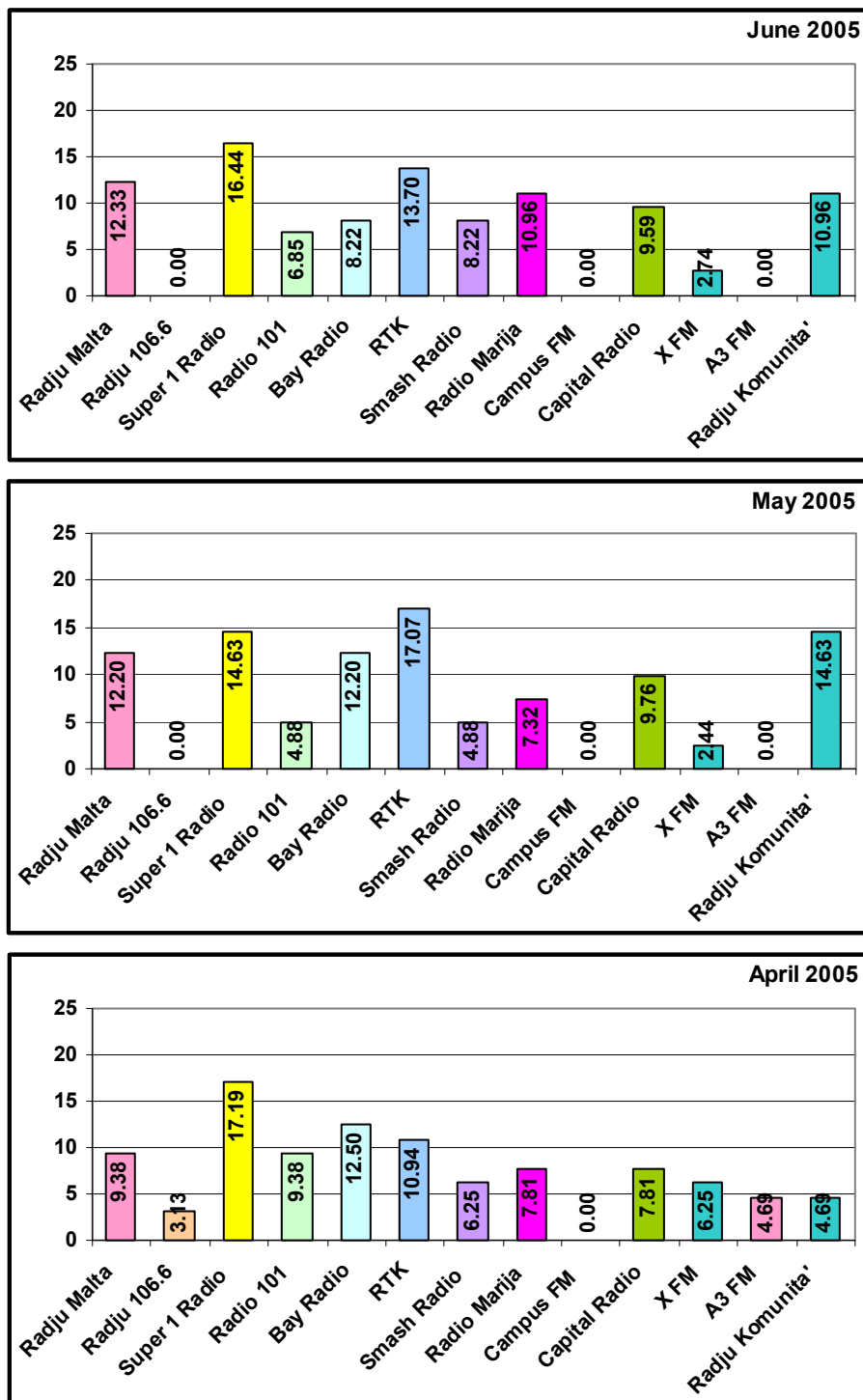
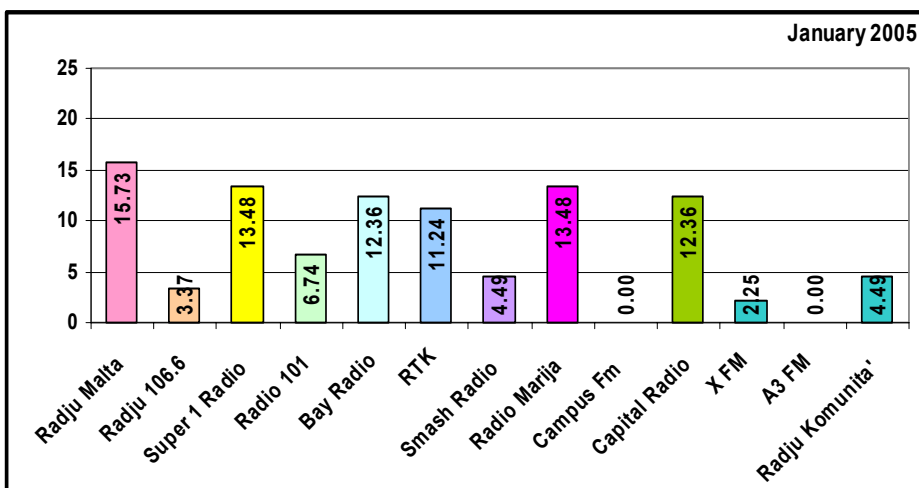
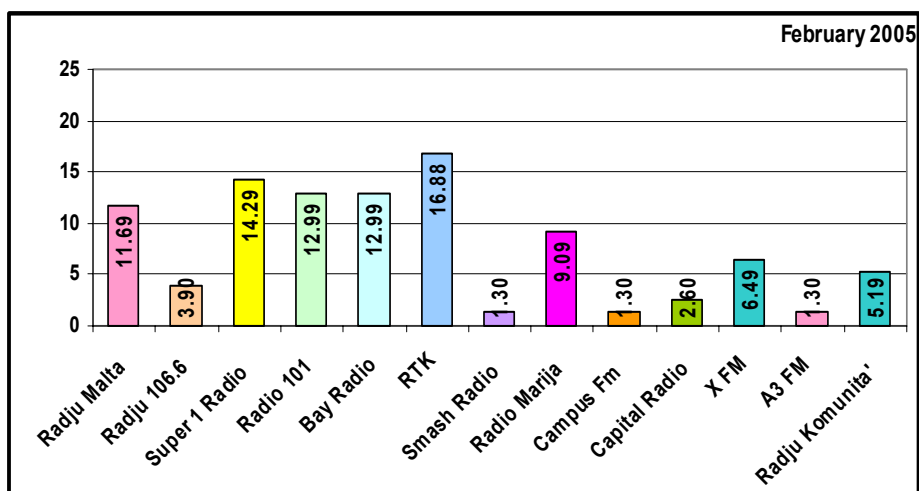
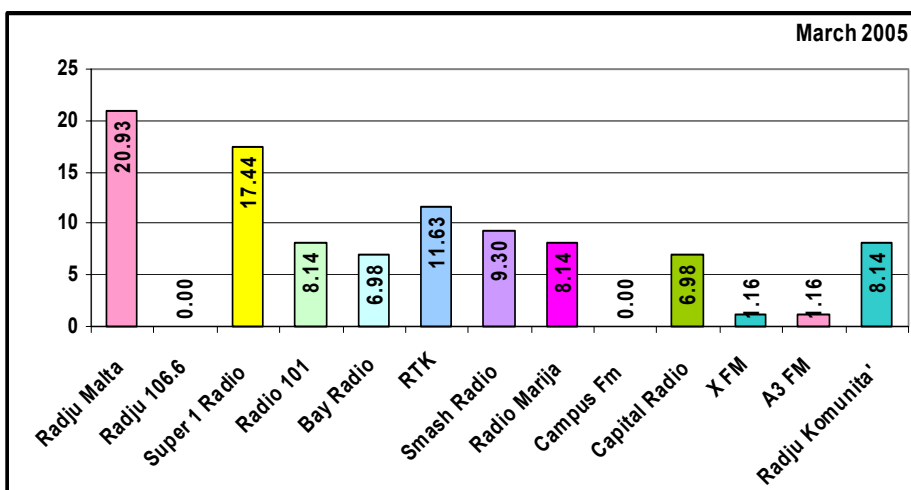
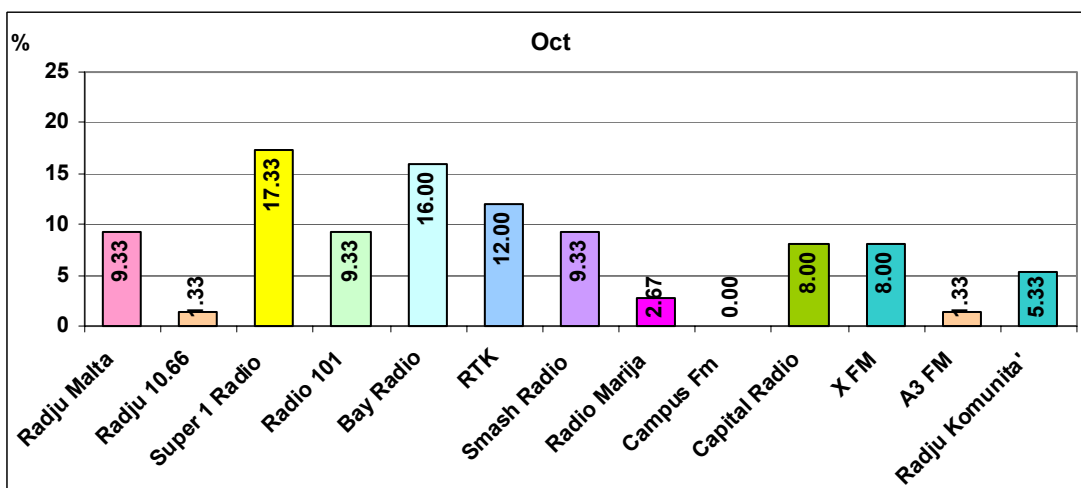
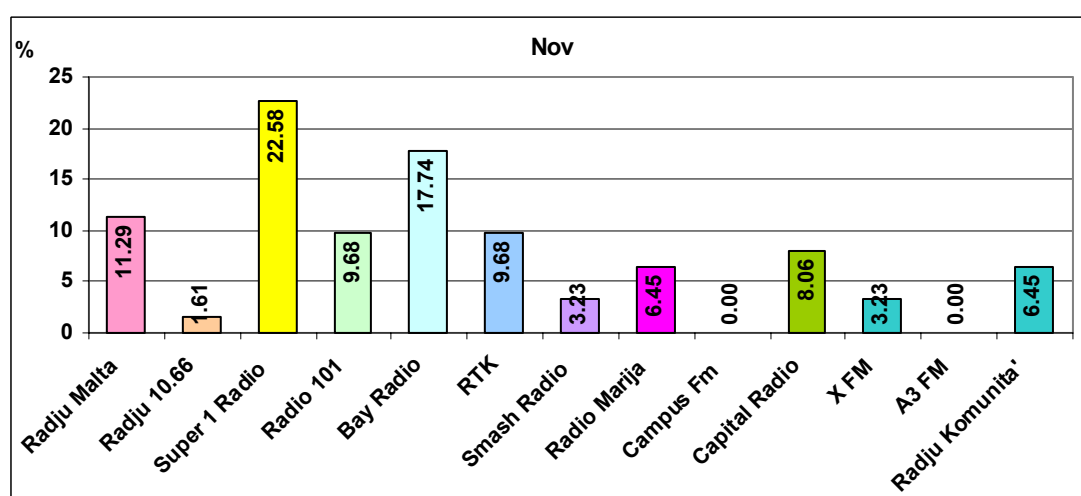
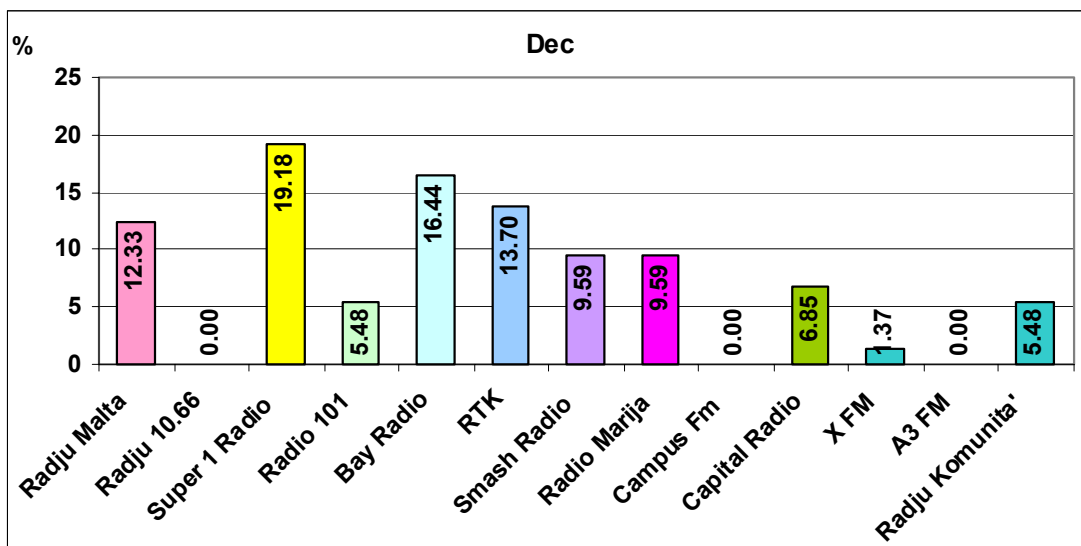


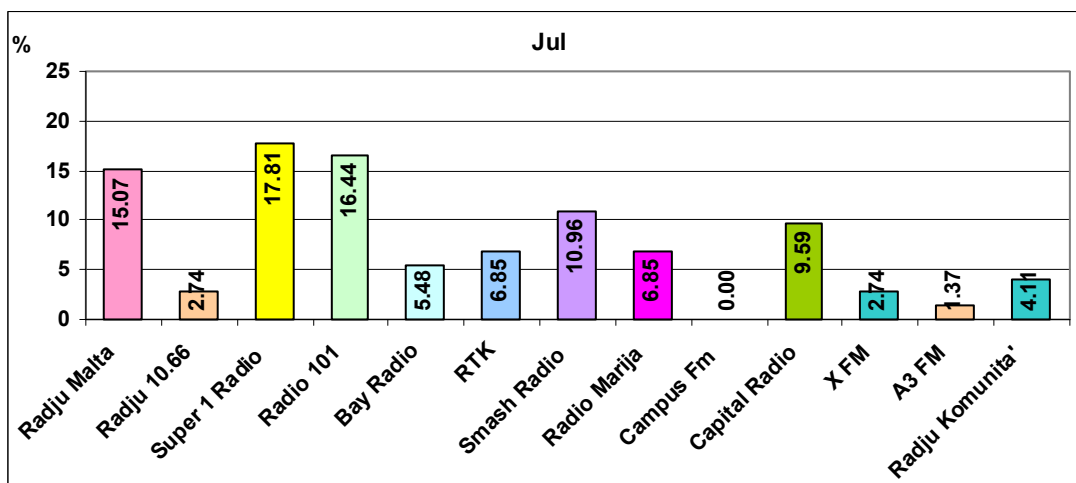
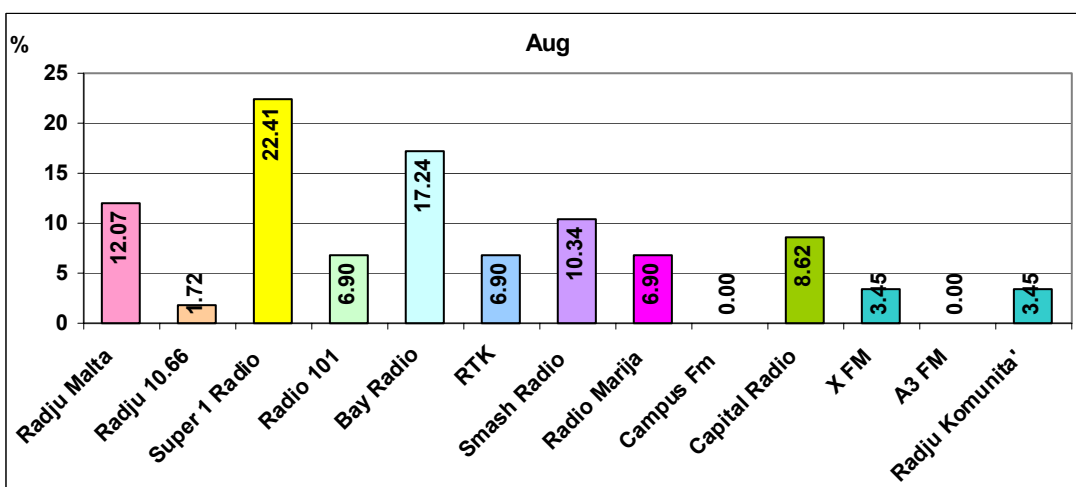
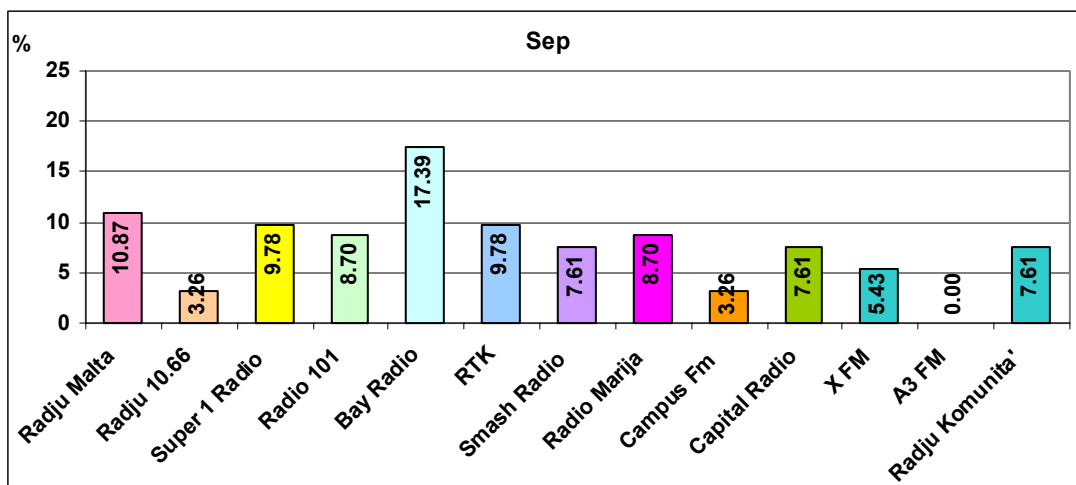
FIGURE 5.11: RADIO STATION LISTENING BY MONTH BY STATION
2005

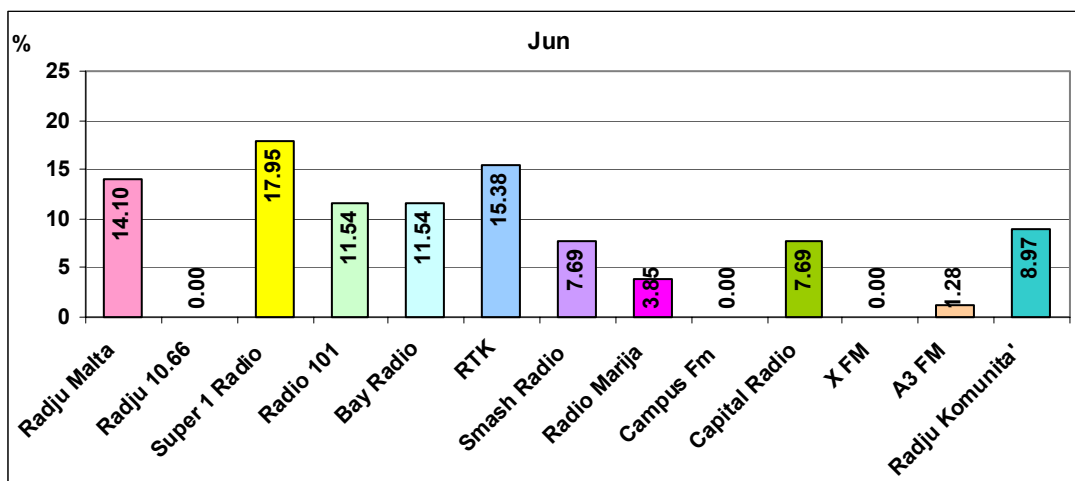




2004







| | 2004 | | | | | | | 2005 | | | | | | |
|-----------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|--|
| | Jun % | Jul % | Aug % | Sep % | Oct % | Nov % | Dec % | JAN % | FEB % | MAR % | APR % | MAY % | JUN % | |
| Radju Malta | 14.10 | 15.07 | 12.07 | 10.87 | 9.33 | 11.29 | 12.33 | 15.73 | 11.69 | 20.93 | 9.38 | 12.20 | 12.33 | |
| Radju 10.66 | 0.00 | 2.74 | 1.72 | 3.26 | 1.33 | 1.61 | 0.00 | 3.37 | 3.90 | 0.00 | 3.13 | 0.00 | 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 | 17.19 | 14.63 | 16.44 | |
| Radio 101 | 11.54 | 16.44 | 6.90 | 8.70 | 9.33 | 9.68 | 5.48 | 6.74 | 12.99 | 8.14 | 9.38 | 4.88 | 6.85 | |
| Bay Radio | 11.54 | 5.48 | 17.24 | 17.39 | 16.00 | 17.74 | 16.44 | 12.36 | 12.99 | 6.98 | 12.50 | 12.20 | 8.22 | |
| RTK | 15.38 | 6.85 | 6.90 | 9.78 | 12.00 | 9.68 | 13.70 | 11.24 | 16.88 | 11.63 | 10.94 | 17.07 | 13.70 | |
| Smash Radio | 7.69 | 10.96 | 10.34 | 7.61 | 9.33 | 3.23 | 9.59 | 4.49 | 1.30 | 9.30 | 6.25 | 4.88 | 8.22 | |
| Radio Marija | 3.85 | 6.85 | 6.90 | 8.70 | 2.67 | 6.45 | 9.59 | 13.48 | 9.09 | 8.14 | 7.81 | 7.32 | 10.96 | |
| Campus Fm | 0.00 | 0.00 | 0.00 | 3.26 | 0.00 | 0.00 | 0.00 | 0.00 | 1.30 | 0.00 | 0.00 | 0.00 | 0.00 | |
| Capital Radio | 7.69 | 9.59 | 8.62 | 7.61 | 8.00 | 8.06 | 6.85 | 12.36 | 2.60 | 6.98 | 7.81 | 9.76 | 9.59 | |
| X FM | 0.00 | 2.74 | 3.45 | 5.43 | 8.00 | 3.23 | 1.37 | 2.25 | 6.49 | 1.16 | 6.25 | 2.44 | 2.74 | |
| A3 FM | 1.28 | 1.37 | 0.00 | 0.00 | 1.33 | 0.00 | 0.00 | 0.00 | 1.30 | 1.16 | 4.69 | 0.00 | 0.00 | |
| Radju Komunita' | 8.97 | 4.11 | 3.45 | 7.61 | 5.33 | 6.45 | 5.48 | 4.49 | 5.19 | 8.14 | 4.69 | 14.63 | 10.96 | |
| | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | |

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

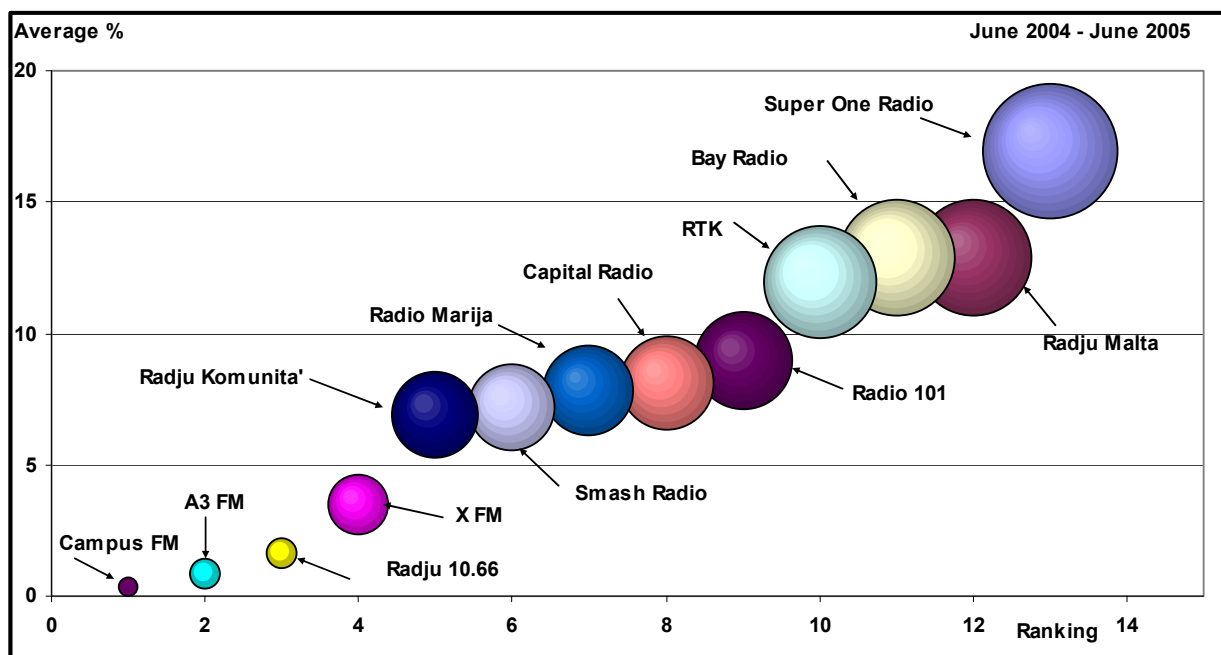
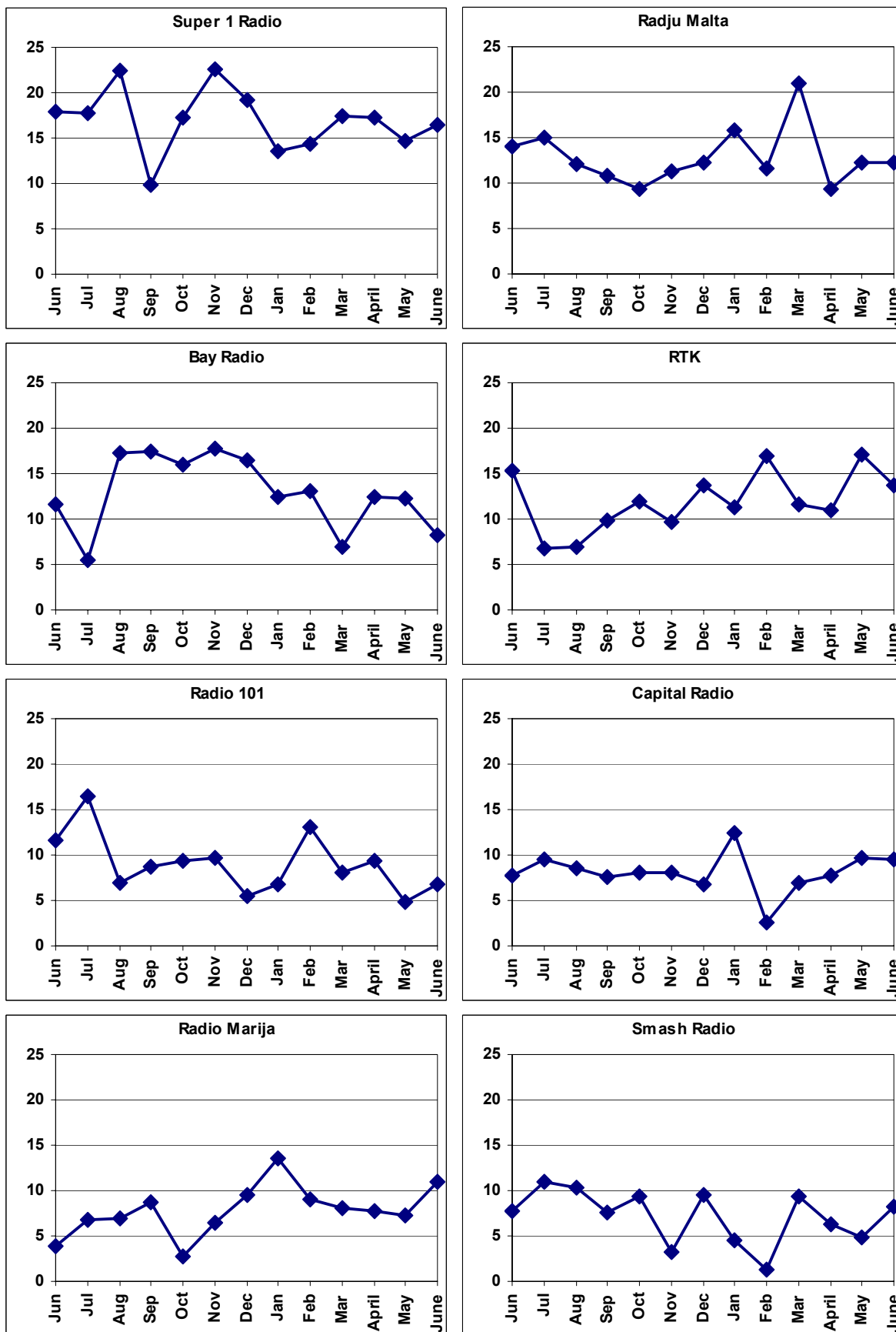


FIGURE 5.13/1-13: RADIO STATION LISTENING BY MONTH



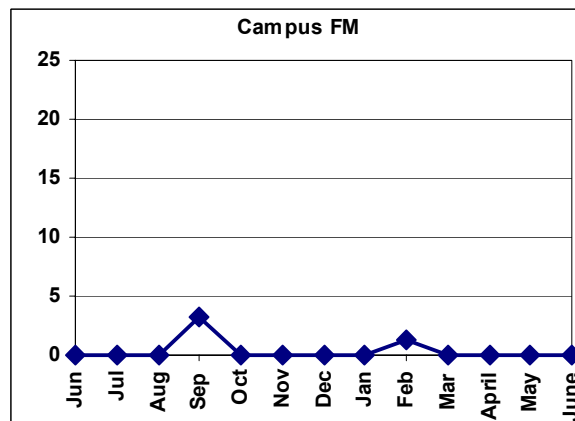
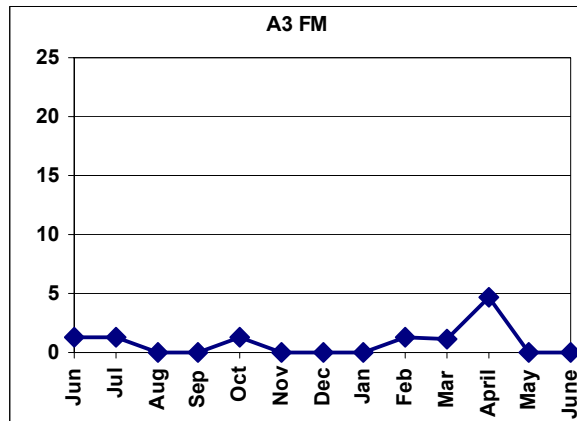
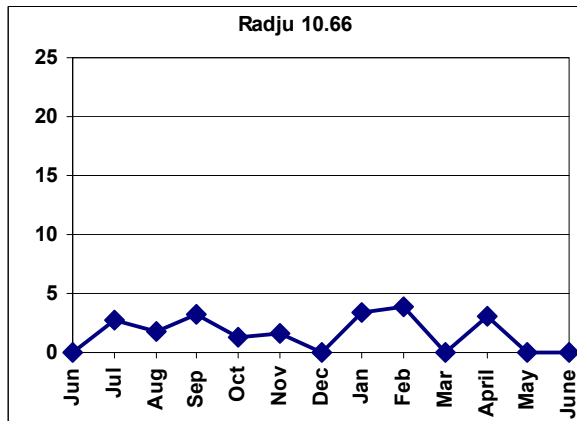
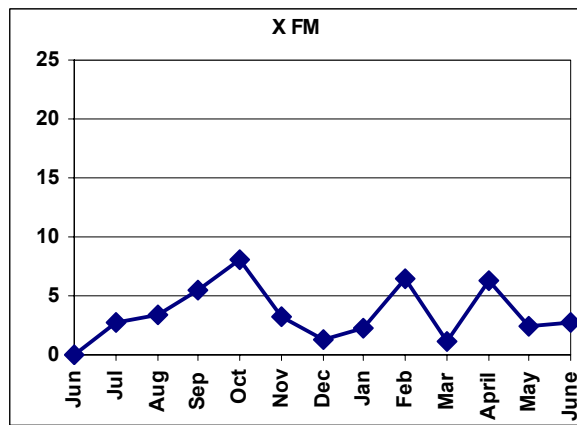
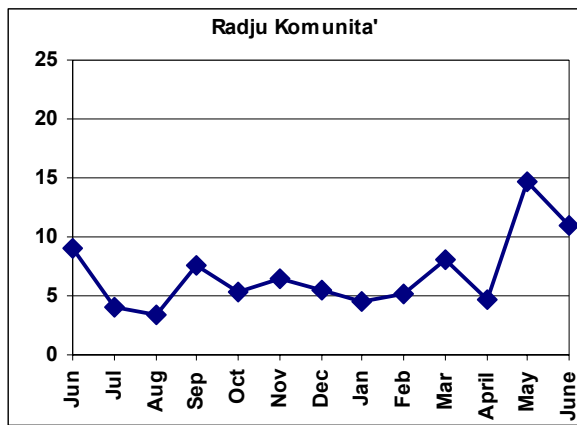


FIGURE 6.1: REGULAR TV VIEWING BY TOTAL, BY GENDER AND BY MONTH

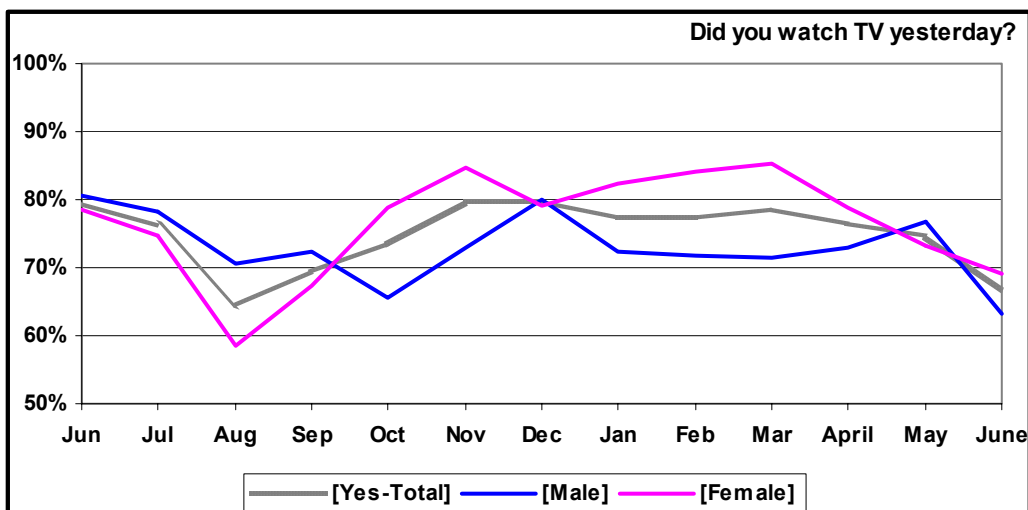


FIGURE 6.2: AVERAGE TV VIEWING BY TIME BRACKET

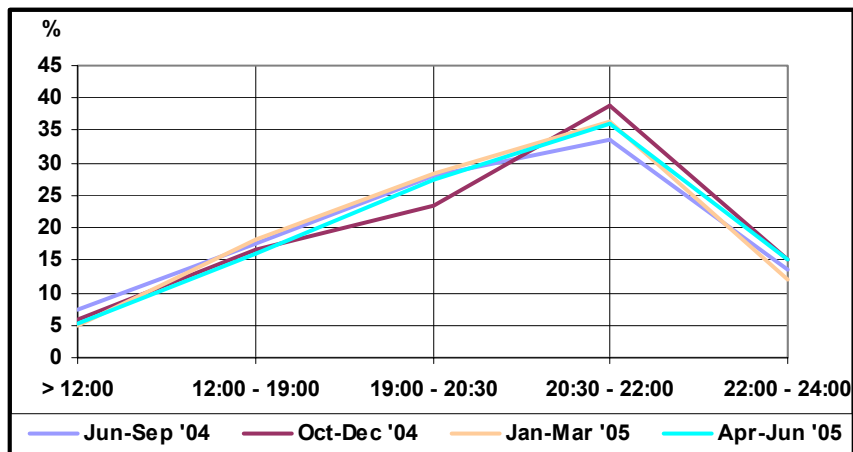


FIGURE 6.3: AVERAGE TV VIEWING BY TIME BRACKET [BAR CHART]

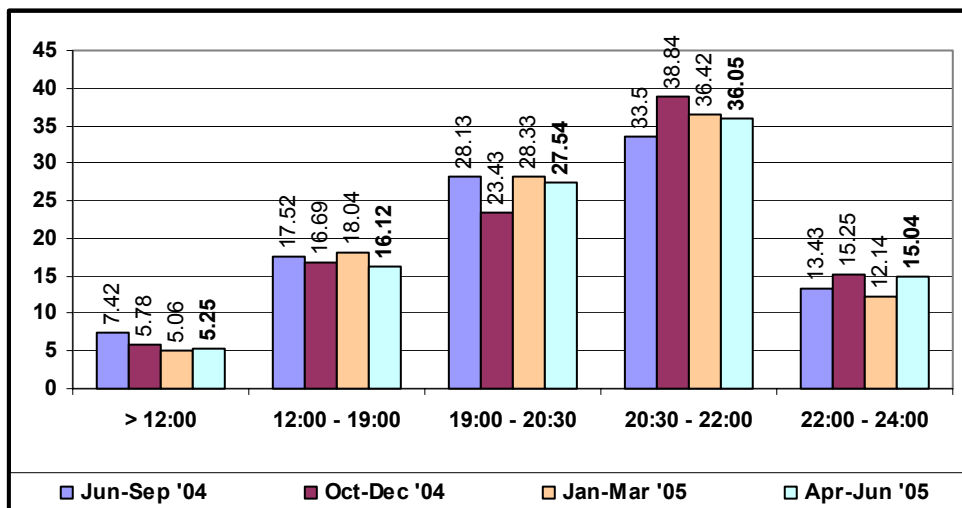


FIGURE 6.4: TV VIEWING BY WEEKDAY [MONDAY TO SUNDAY]

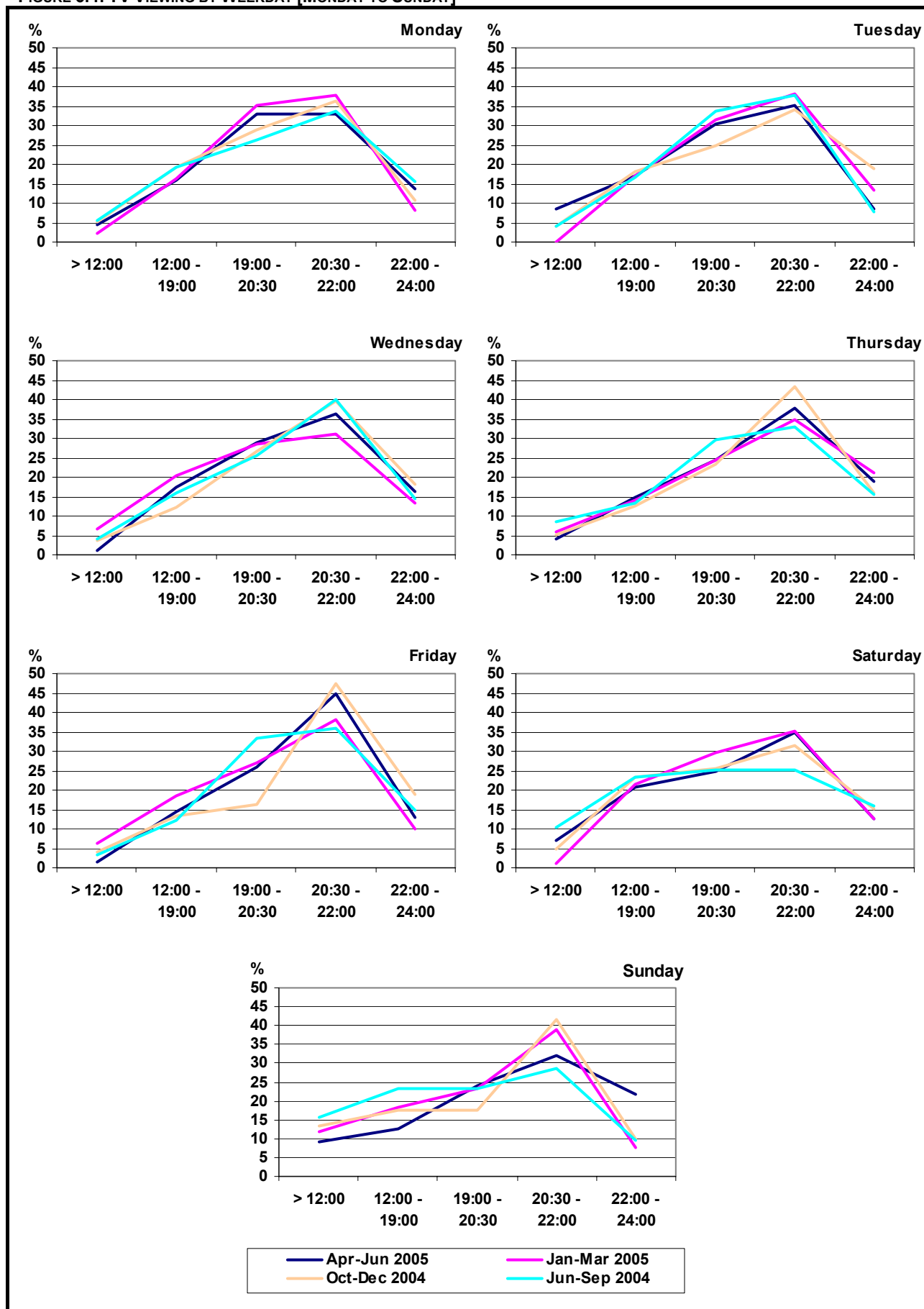


FIGURE 6.5: REGULAR TV VIEWING BY MONTH

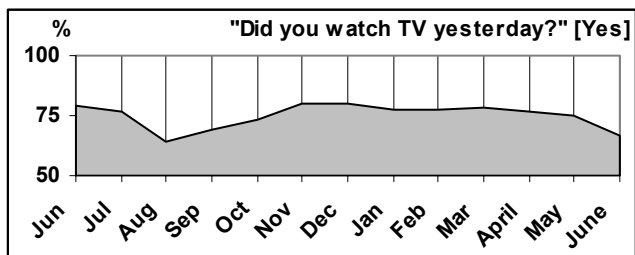


FIGURE 6.6: TV FOLLOWING BY TIME BRACKET BY MONTH

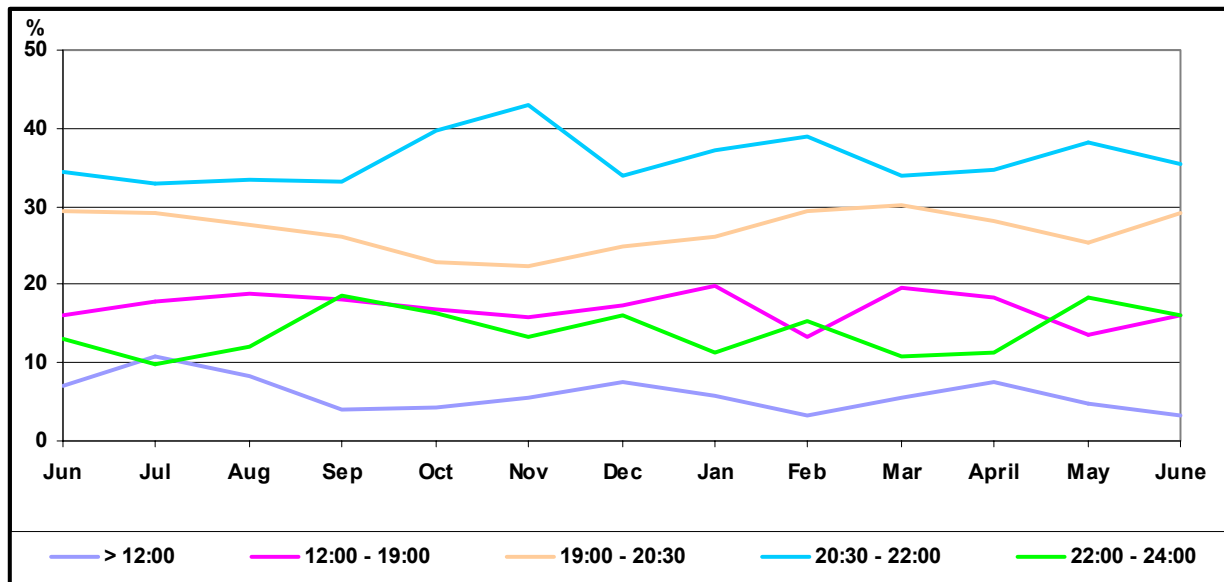


FIGURE 6.7 – TV VIEWING BY TIME BRACKET BY MONTH [BAR CHART]

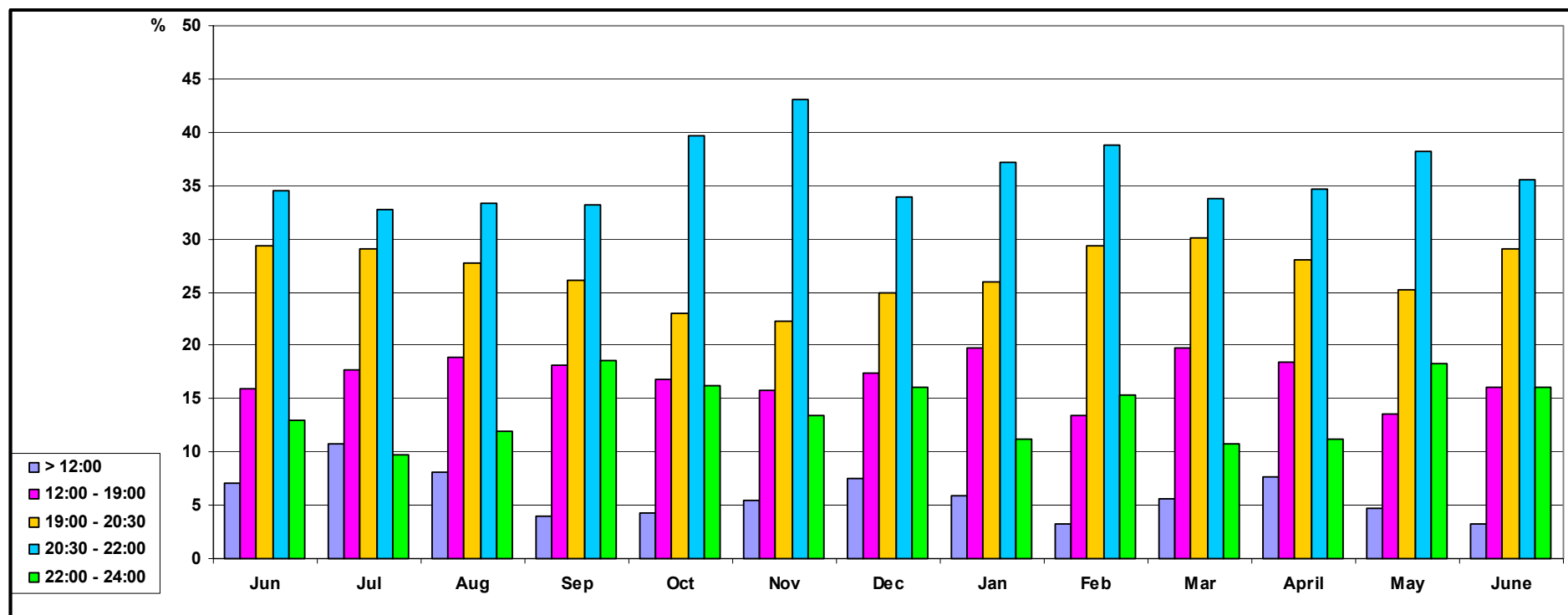


FIGURE 6.8: TV VIEWING BY STATION

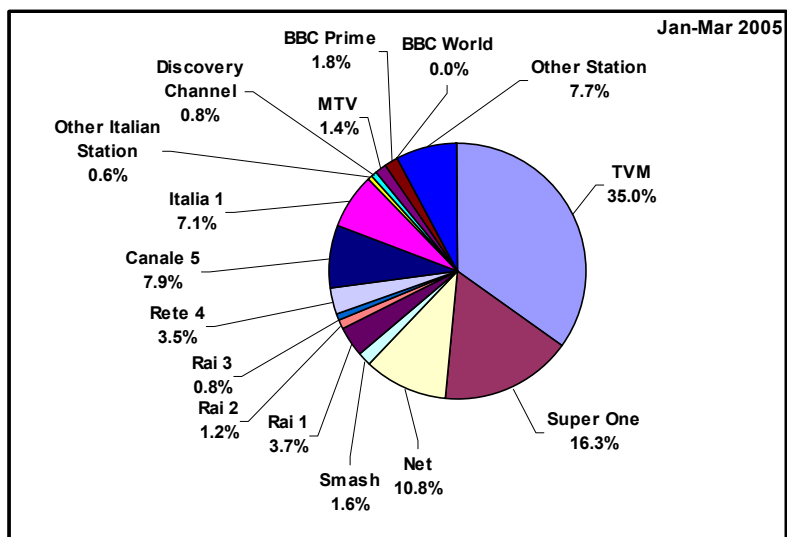
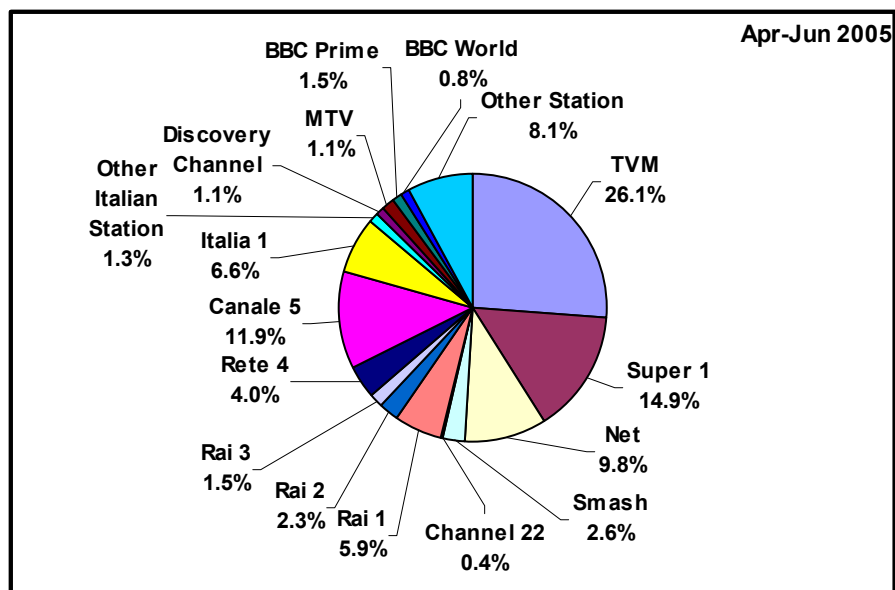
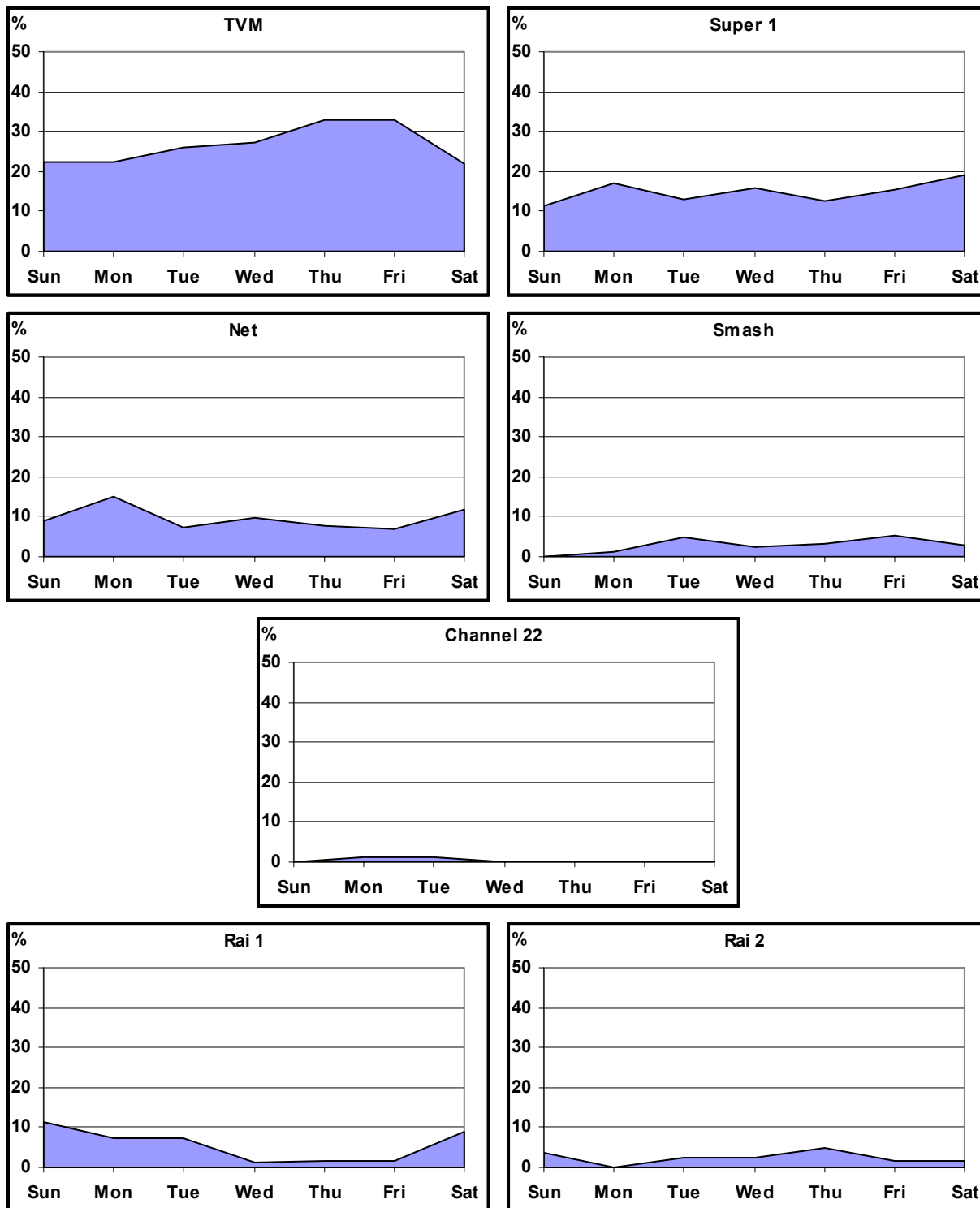
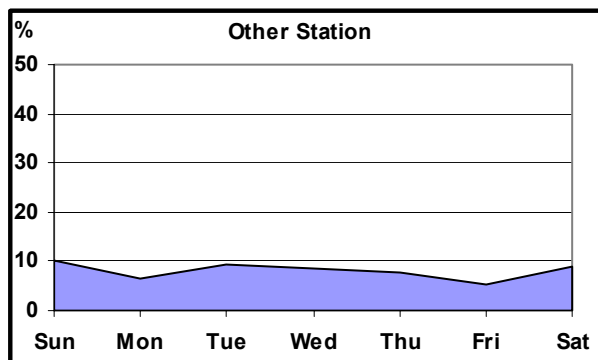
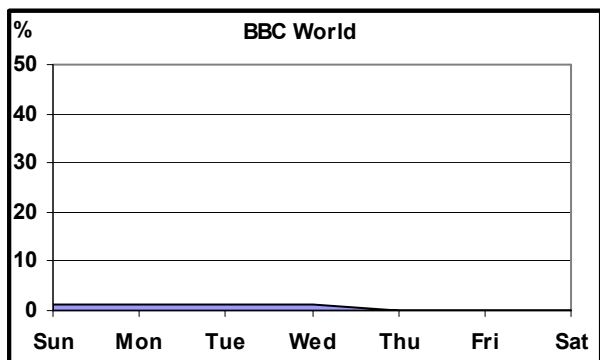
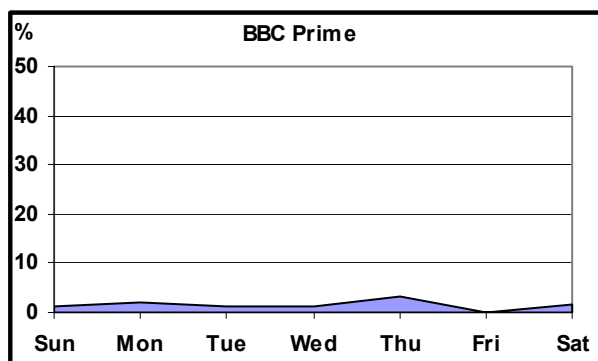
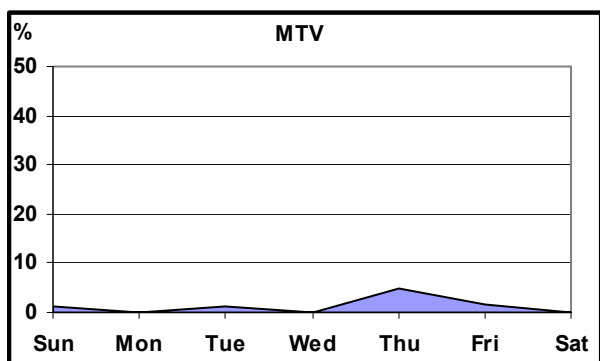
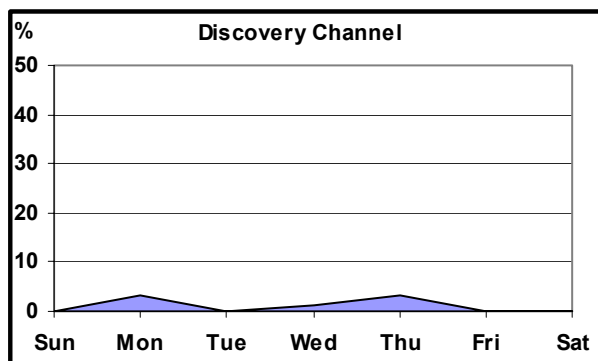
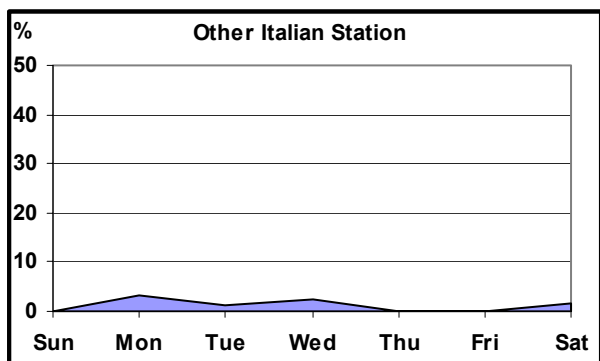
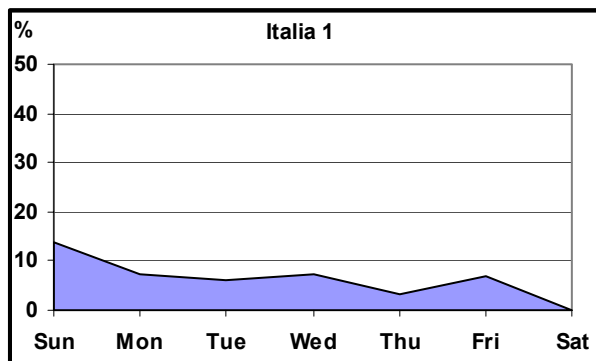
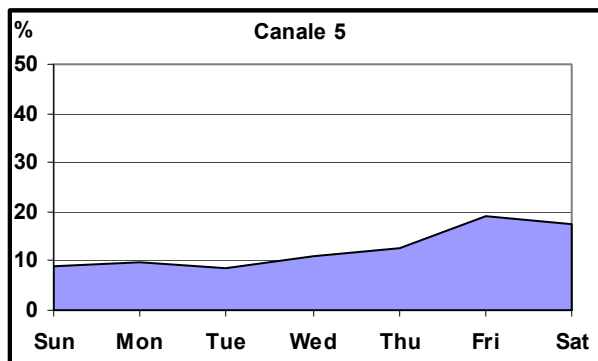
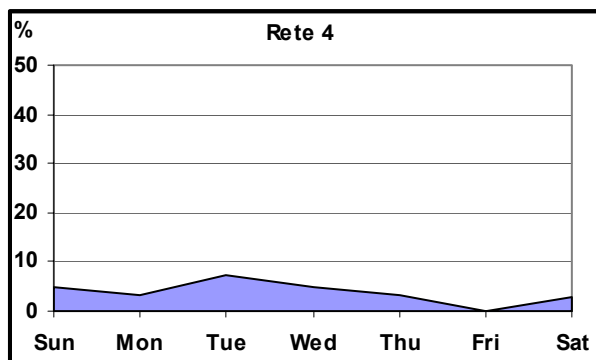
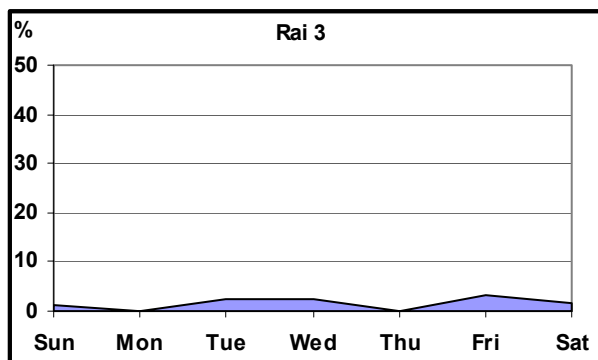
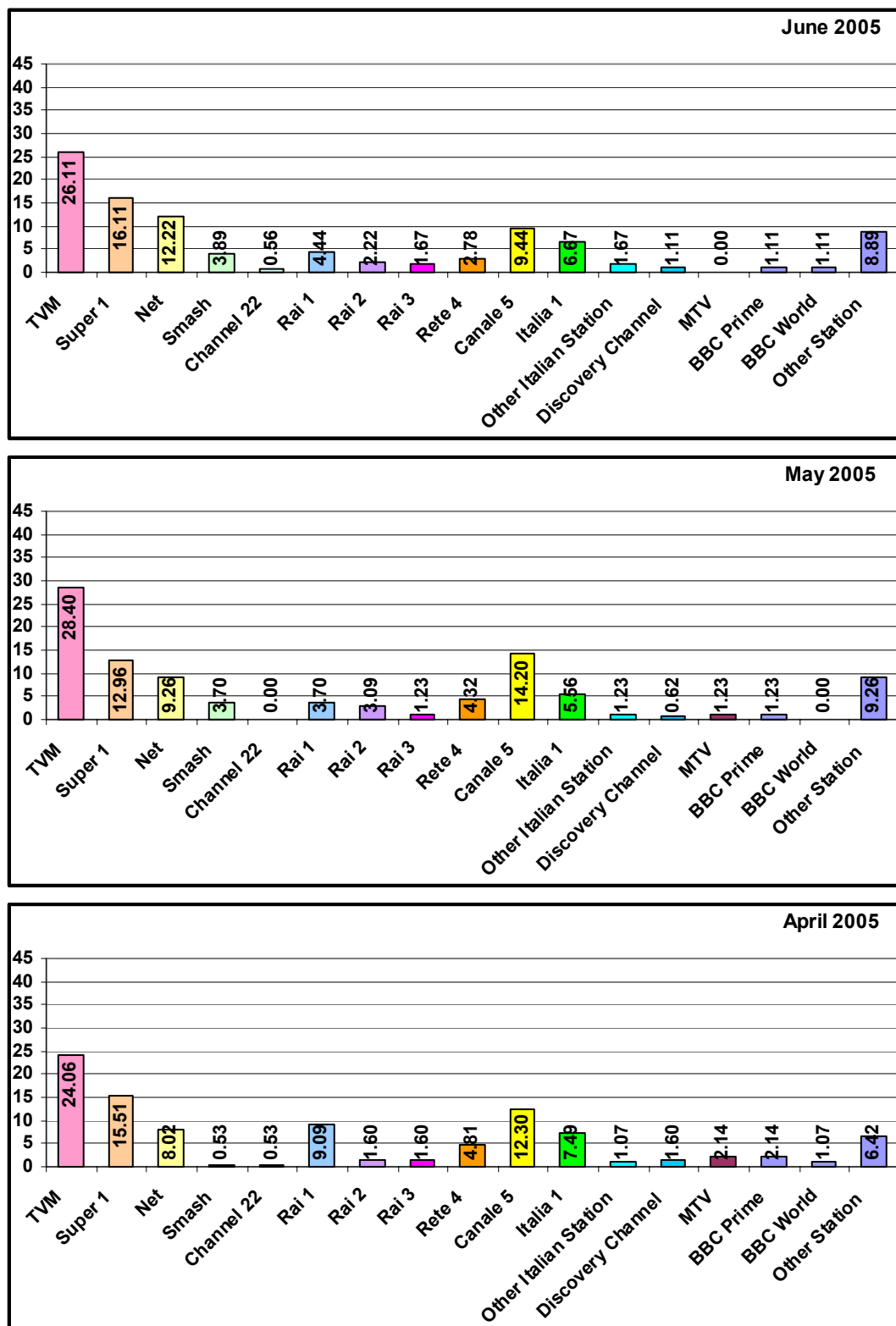


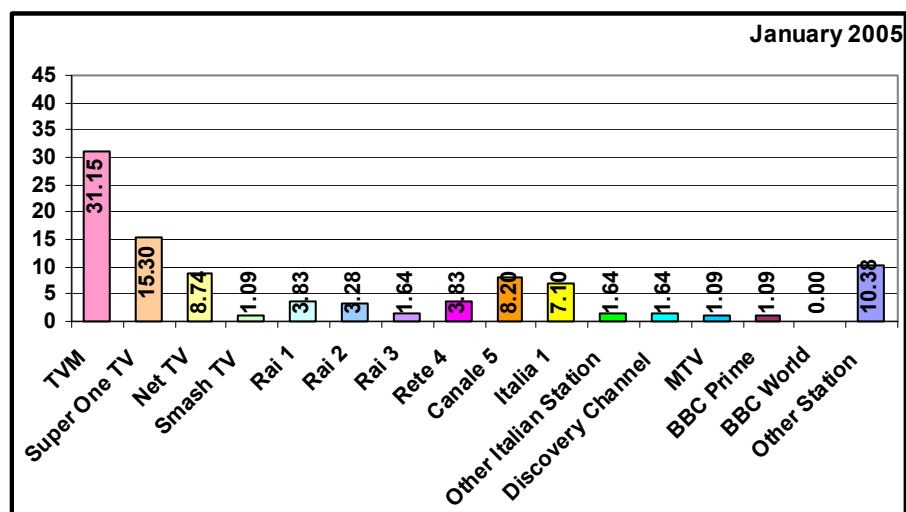
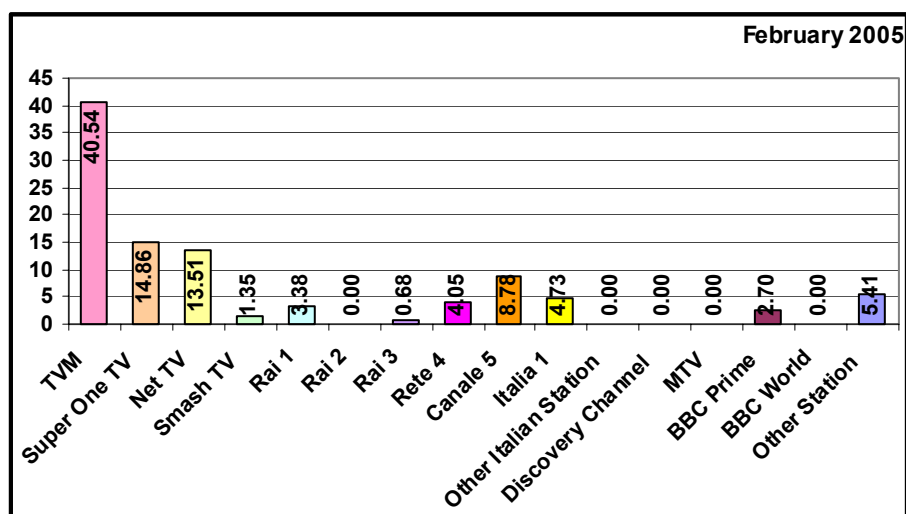
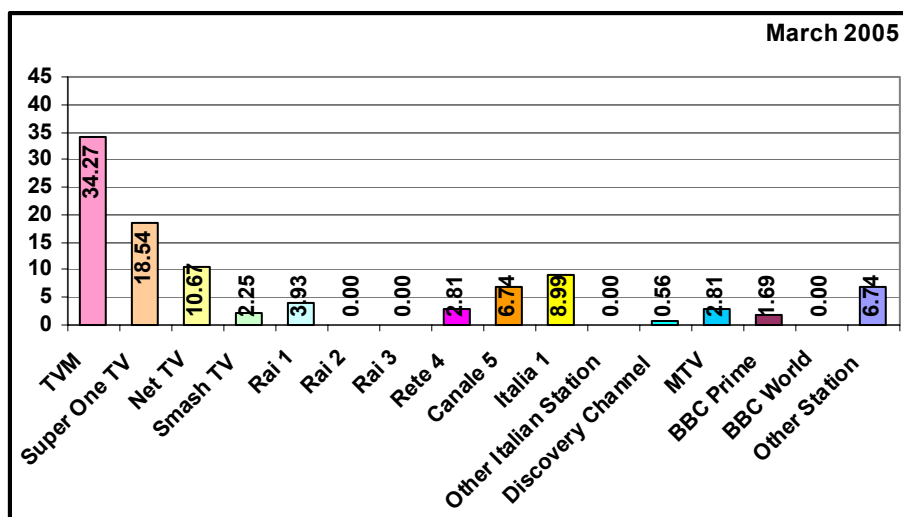
FIGURE 6.9: TV STATION VIEWING BY STATION BY WEEKDAY [APRIL – JUNE 2005]



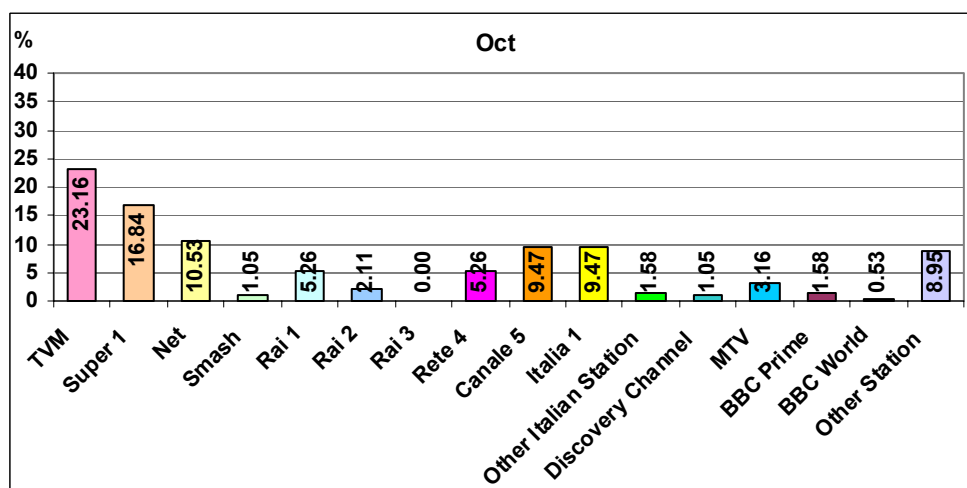
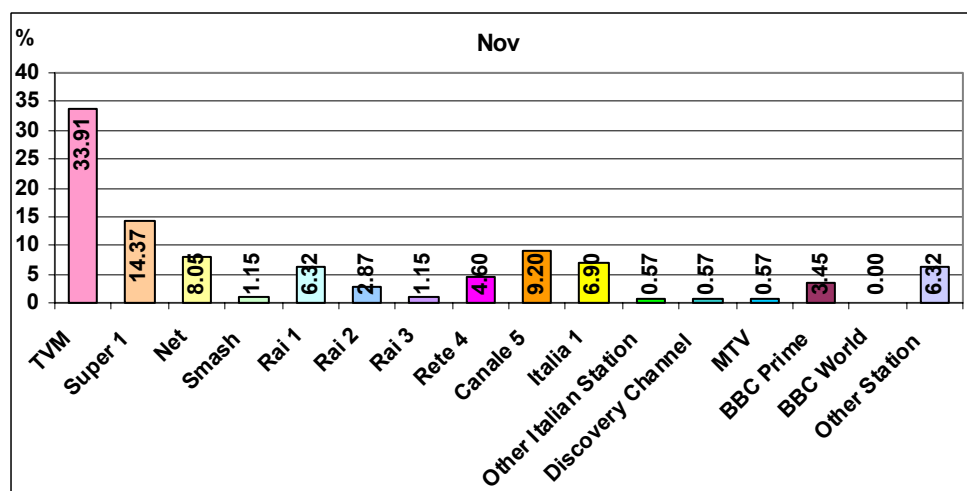
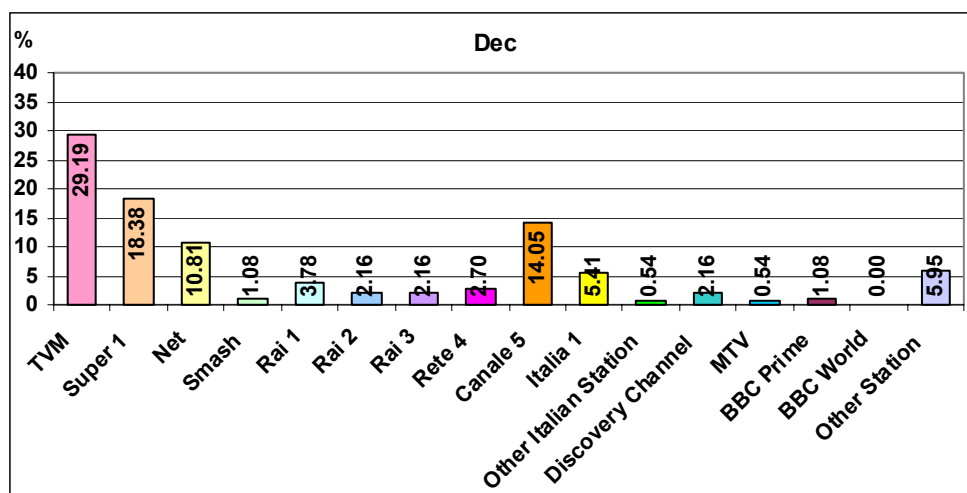


FIGURES 6.10: TV STATION VIEWING BY MONTH BY STATION

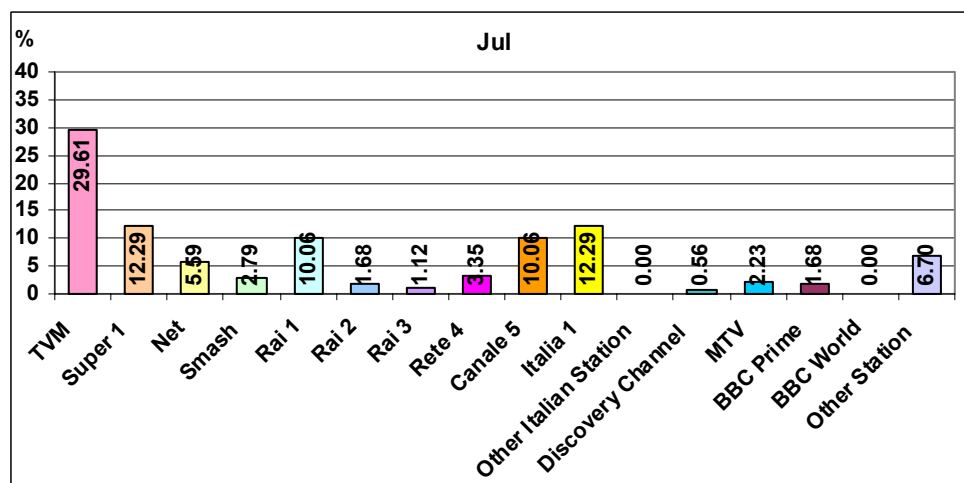
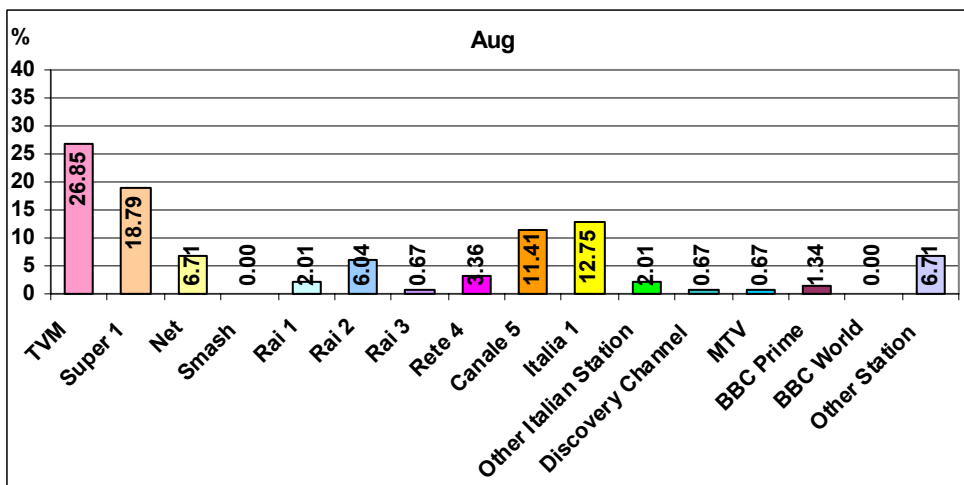
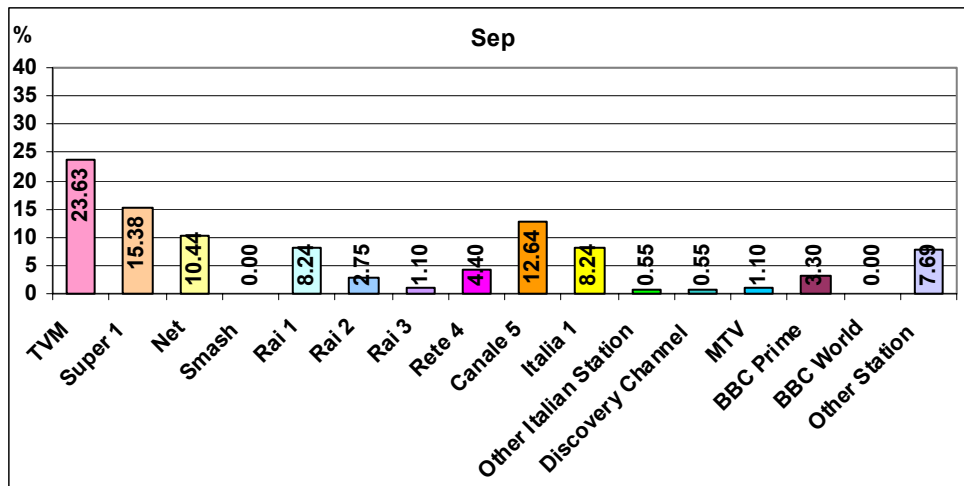


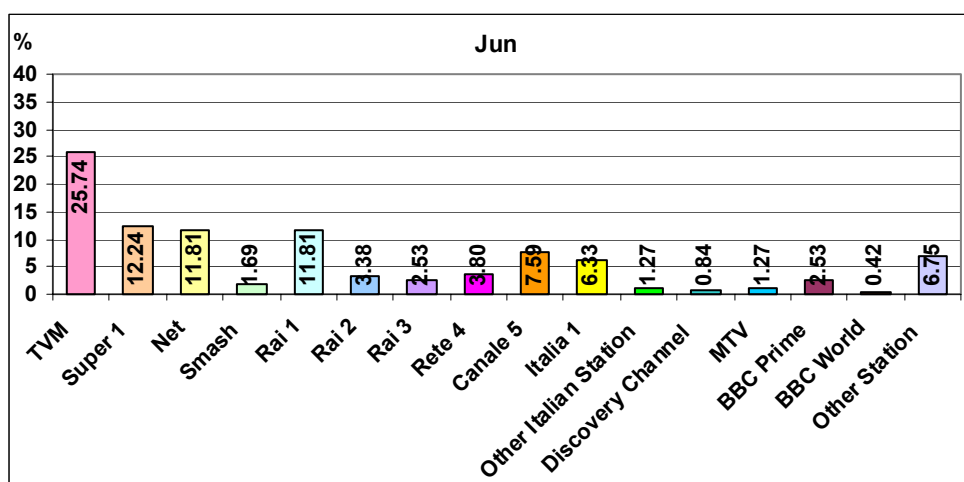


2004



2004





| | 2004 | | | | | | | 2005 | | | | | |
|-----------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| | Jun % | Jul % | Aug % | Sep % | Oct % | Nov % | Dec % | JAN % | FEB % | MAR % | APR % | MAY % | JUN % |
| TVM | 25.74 | 29.61 | 26.85 | 23.63 | 23.16 | 33.91 | 29.19 | 31.15 | 40.54 | 34.27 | 24.06 | 28.40 | 26.11 |
| Super 1 | 12.24 | 12.29 | 18.79 | 15.38 | 16.84 | 14.37 | 18.38 | 15.30 | 14.86 | 18.54 | 15.51 | 12.96 | 16.11 |
| Net | 11.81 | 5.59 | 6.71 | 10.44 | 10.53 | 8.05 | 10.81 | 8.74 | 13.51 | 10.67 | 8.02 | 9.26 | 12.22 |
| Smash | 1.69 | 2.79 | 0.00 | 0.00 | 1.05 | 1.15 | 1.08 | 1.09 | 1.35 | 2.25 | 0.53 | 3.70 | 3.89 |
| Channel 22 | | | | | | | | | | | 0.53 | 0.00 | 0.56 |
| Rai 1 | 11.81 | 10.06 | 2.01 | 8.24 | 5.26 | 6.32 | 3.78 | 3.83 | 3.38 | 3.93 | 9.09 | 3.70 | 4.44 |
| Rai 2 | 3.38 | 1.68 | 6.04 | 2.75 | 2.11 | 2.87 | 2.16 | 3.28 | 0.00 | 0.00 | 1.60 | 3.09 | 2.22 |
| Rai 3 | 2.53 | 1.12 | 0.67 | 1.10 | 0.00 | 1.15 | 2.16 | 1.64 | 0.68 | 0.00 | 1.60 | 1.23 | 1.67 |
| Rete 4 | 3.80 | 3.35 | 3.36 | 4.40 | 5.26 | 4.60 | 2.70 | 3.83 | 4.05 | 2.81 | 4.81 | 4.32 | 2.78 |
| Canale 5 | 7.59 | 10.06 | 11.41 | 12.64 | 9.47 | 9.20 | 14.05 | 8.20 | 8.78 | 6.74 | 12.30 | 14.20 | 9.44 |
| Italia 1 | 6.33 | 12.29 | 12.75 | 8.24 | 9.47 | 6.90 | 5.41 | 7.10 | 4.73 | 8.99 | 7.49 | 5.56 | 6.67 |
| Other Italian Station | 1.27 | 0.00 | 2.01 | 0.55 | 1.58 | 0.57 | 0.54 | 1.64 | 0.00 | 0.00 | 1.07 | 1.23 | 1.67 |
| Discovery Channel | 0.84 | 0.56 | 0.67 | 0.55 | 1.05 | 0.57 | 2.16 | 1.64 | 0.00 | 0.56 | 1.60 | 0.62 | 1.11 |
| MTV | 1.27 | 2.23 | 0.67 | 1.10 | 3.16 | 0.57 | 0.54 | 1.09 | 0.00 | 2.81 | 2.14 | 1.23 | 0.00 |
| BBC Prime | 2.53 | 1.68 | 1.34 | 3.30 | 1.58 | 3.45 | 1.08 | 1.09 | 2.70 | 1.69 | 2.14 | 1.23 | 1.11 |
| BBC World | 0.42 | 0.00 | 0.00 | 0.00 | 0.53 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 1.07 | 0.00 | 1.11 |
| Other Station | 6.75 | 6.70 | 6.71 | 7.69 | 8.95 | 6.32 | 5.95 | 10.38 | 5.41 | 6.74 | 6.42 | 9.26 | 8.89 |
| | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

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

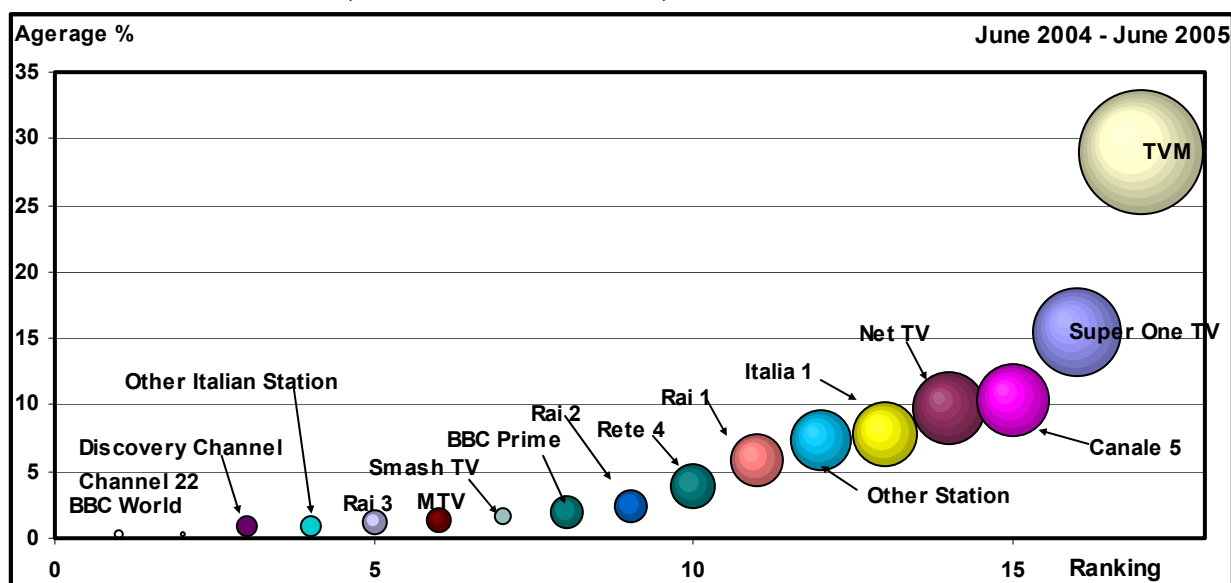
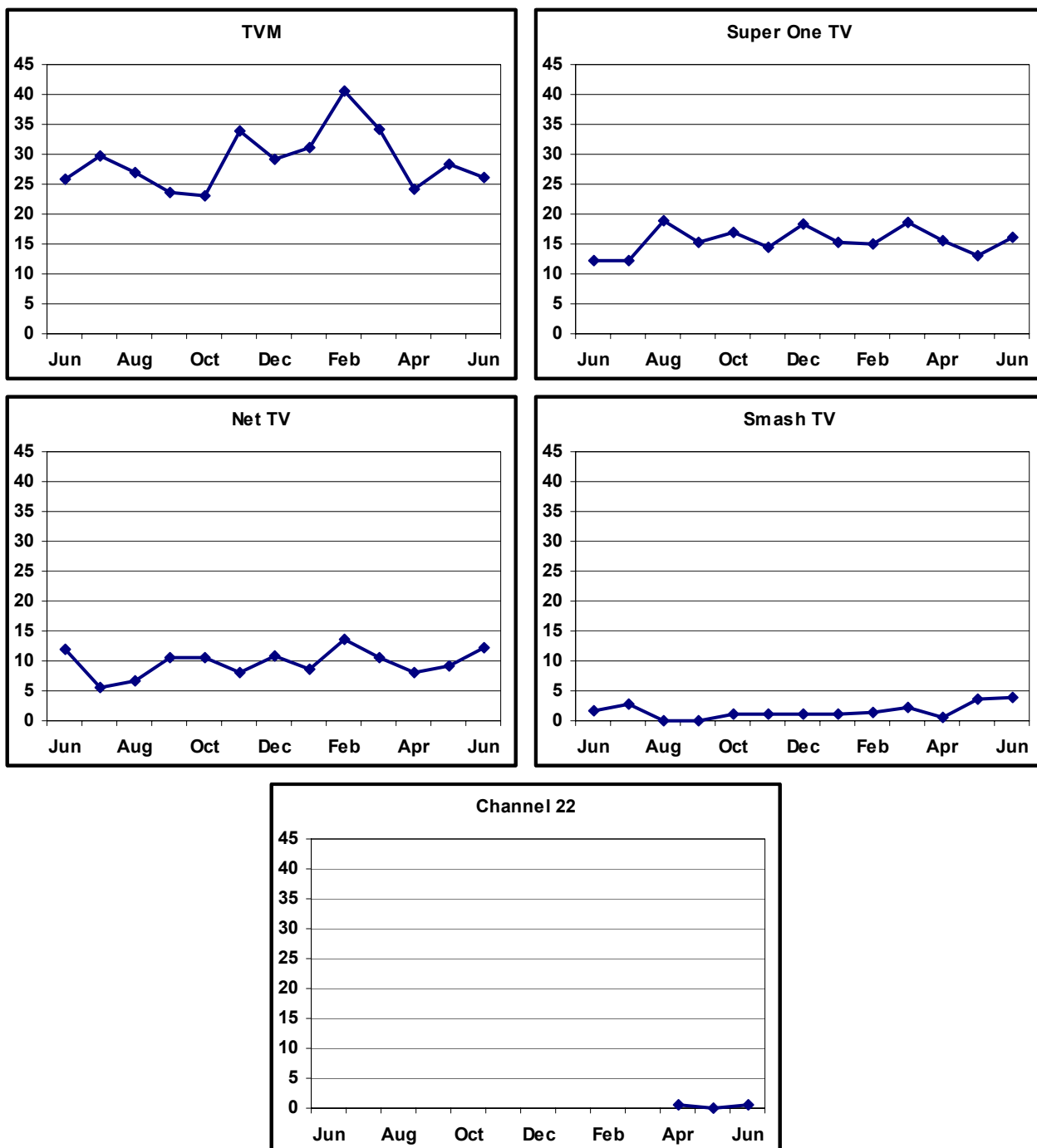
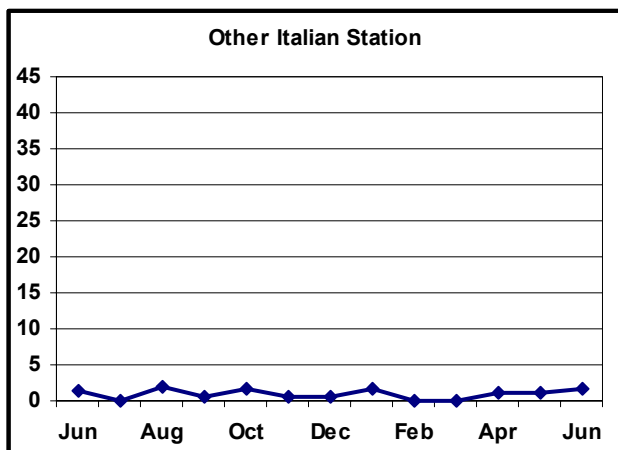
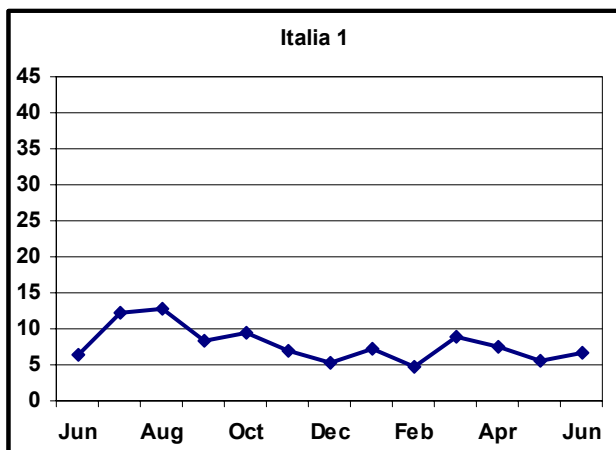
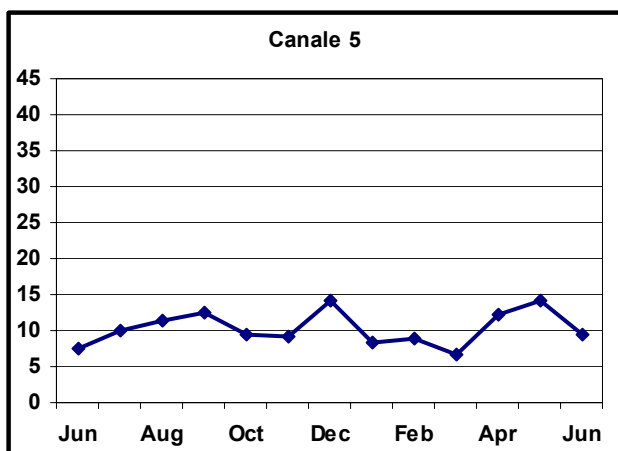
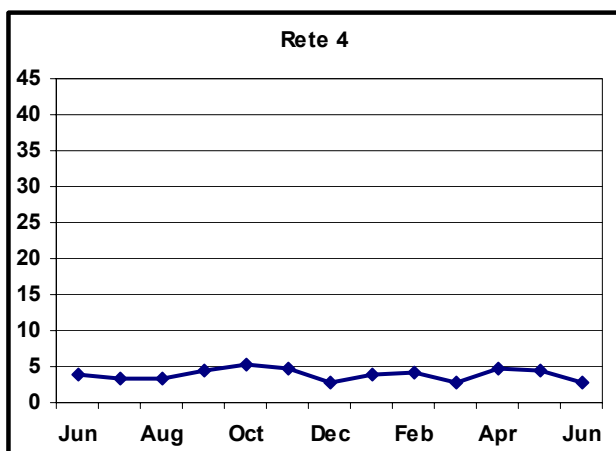
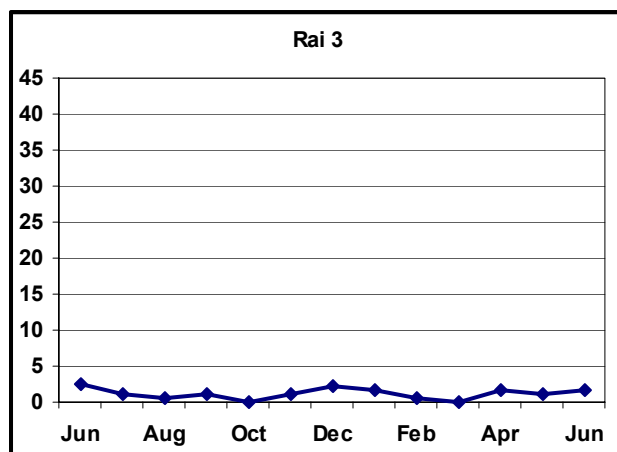
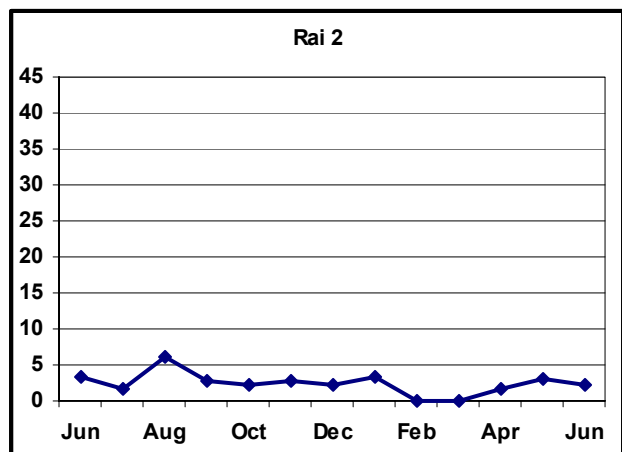
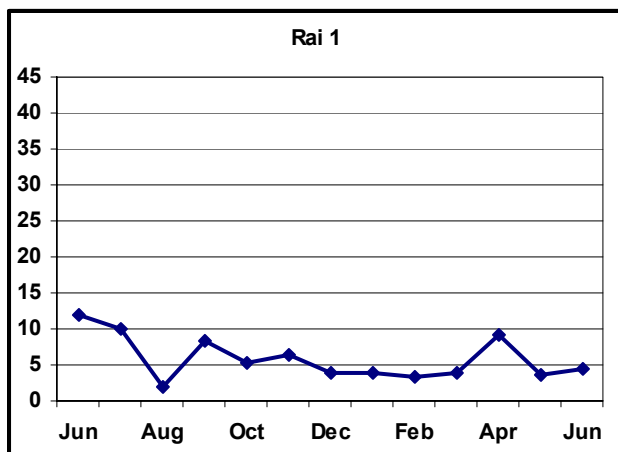
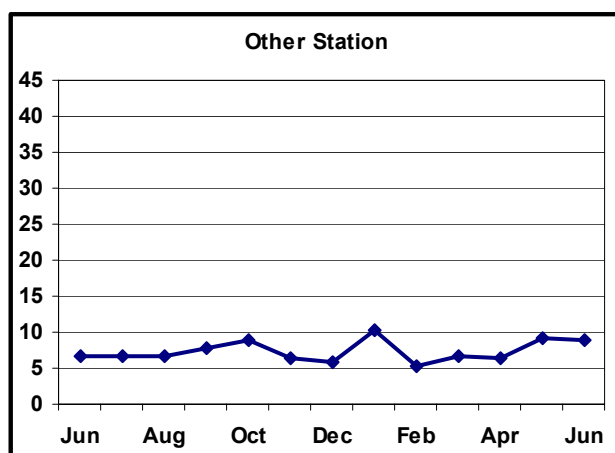
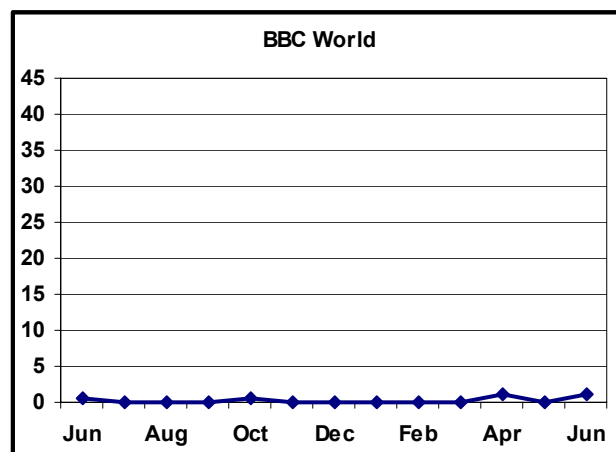
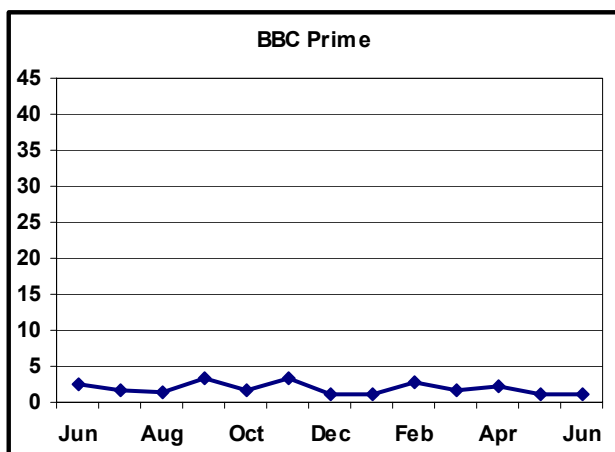
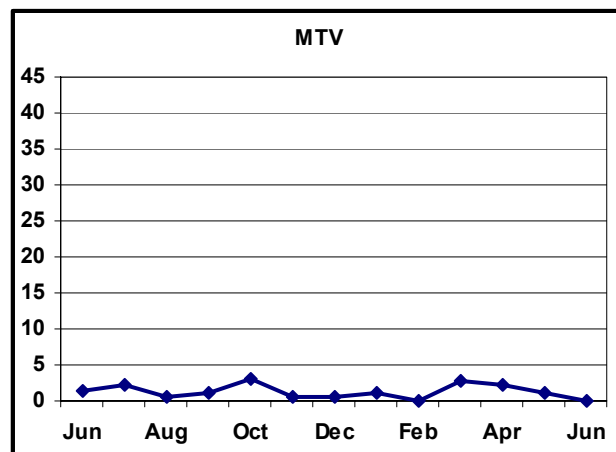
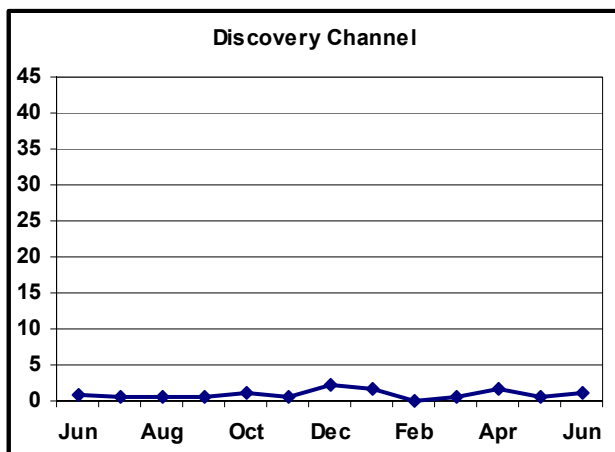


FIGURE 6.12: TV VIEWING BY STATION AND BY MONTH











A REPORT ON A STUDY OF
RADIO AND TELEVISION AUDIENCES
IN MALTA
JUNE 2004 – JUNE 2005

PART 3 – TABLES AND FIGURES
[JUNE 2004 -JUNE 2005]

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RADIO AND TELEVISION AUDIENCES IN MALTA

PART 3 – TABLES [JUNE 2004 -JUNE 2005]



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

| Age group | Total | Gender | | Age group | | | Total |
|-----------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|
| | | Male | Female | 12-29 | 30-49 | 50+ | |
| | Count | Count | Count | Count | Count | Count | Count |
| | Col % Row % | Col % Row % | Col % Row % | Col % Row % | Col % Row % | Col % Row % | Col % Row % |
| 12-29 | 484 | 242 | 242 | 484 | 0 | 0 | 484 |
| | 27.1% | 30.2% | 24.7% | 100.0% | .0% | .0% | 27.1% |
| | 100.0% | 50.0% | 50.0% | 100.0% | .0% | .0% | 100.0% |
| 30-49 | 598 | 266 | 332 | 0 | 598 | 0 | 598 |
| | 33.5% | 33.2% | 33.8% | .0% | 100.0% | .0% | 33.5% |
| | 100.0% | 44.5% | 55.5% | .0% | 100.0% | .0% | 100.0% |
| 50+ | 701 | 294 | 407 | 0 | 0 | 701 | 701 |
| | 39.3% | 36.7% | 41.5% | .0% | .0% | 100.0% | 39.3% |
| | 100.0% | 41.9% | 58.1% | .0% | .0% | 100.0% | 100.0% |
| Total | 1783 | 802 | 981 | 484 | 598 | 701 | 1783 |
| | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| | 100.0% | 45.0% | 55.0% | 27.1% | 33.5% | 39.3% | 100.0% |

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

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

| Age group | Total | Economic Status | | | | | | | |
|-----------|----------------|-----------------|----------------|----------------|----------------|----------------|----------------|---|-----------------------|
| | | House person | Student | Employed | Self-Employed | Un-employed | Pension-er | Unable to work due to sickness/disability | Other Inactive person |
| | Count | Count | Count | Count | Count | Count | Count | Count | Count |
| | Col % Row % | Col % Row % | Col % Row % | Col % Row % | Col % Row % | Col % Row % | Col % Row % | Col % Row % | Col % Row % |
| 12-29 | 484 | 33 | 206 | 195 | 13 | 30 | 0 | 5 | 2 |
| | 27.1% | 5.2% | 99.5% | 33.0% | 15.7% | 52.6% | .0% | 22.7% | 66.7% |
| | 100.0% | 6.8% | 42.6% | 40.3% | 2.7% | 6.2% | .0% | 1.0% | .4% |
| 30-49 | 598 | 235 | 1 | 288 | 47 | 16 | 2 | 8 | 1 |
| | 33.5% | 37.0% | .5% | 48.7% | 56.6% | 28.1% | 1.1% | 36.4% | 33.3% |
| | 100.0% | 39.3% | .2% | 48.2% | 7.9% | 2.7% | .3% | 1.3% | .2% |
| 50+ | 701 | 367 | 0 | 108 | 23 | 11 | 183 | 9 | 0 |
| | 39.3% | 57.8% | .0% | 18.3% | 27.7% | 19.3% | 98.9% | 40.9% | .0% |
| | 100.0% | 52.4% | .0% | 15.4% | 3.3% | 1.6% | 26.1% | 1.3% | .0% |
| Total | 1783 | 635 | 207 | 591 | 83 | 57 | 185 | 22 | 3 |
| | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| | 100.0% | 35.6% | 11.6% | 33.1% | 4.7% | 3.2% | 10.4% | 1.2% | .2% |

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

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

| Age group | Total | Highest Education Level | | | | | |
|-----------|----------------|-------------------------|----------------|----------------|----------------|-----------------------|----------------|
| | | Primary | Secondary | Post-Secondary | Tertiary | Never Attended school | Refusal |
| | Count | Count | Count | Count | Count | Count | Count |
| | Col % Row % | Col % Row % | Col % Row % | Col % Row % | Col % Row % | Col % Row % | Col % Row % |
| 12-29 | 484 | 128 | 200 | 109 | 46 | 1 | 0 |
| | 27.1% | 21.8% | 29.0% | 43.4% | 32.2% | .9% | .0% |
| | 100.0% | 26.4% | 41.3% | 22.5% | 9.5% | .2% | .0% |
| 30-49 | 598 | 96 | 331 | 98 | 70 | 3 | 0 |
| | 33.5% | 16.4% | 48.0% | 39.0% | 49.0% | 2.8% | .0% |
| | 100.0% | 16.1% | 55.4% | 16.4% | 11.7% | .5% | .0% |
| 50+ | 701 | 363 | 158 | 44 | 27 | 103 | 6 |
| | 39.3% | 61.8% | 22.9% | 17.5% | 18.9% | 96.3% | 100.0% |
| | 100.0% | 51.8% | 22.5% | 6.3% | 3.9% | 14.7% | .9% |
| Total | 1783 | 587 | 689 | 251 | 143 | 107 | 6 |
| | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| | 100.0% | 32.9% | 38.6% | 14.1% | 8.0% | 6.0% | .3% |

[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 | Count | Count | Count | Count | Count | Count |
| | Col % Row % | Col % Row % | Col % Row % | Col % Row % | Col % Row % | Col % Row % | Col % Row % |
| 12-29 | 484 | 108 | 133 | 79 | 77 | 55 | 32 |
| | 27.1% | 25.6% | 26.0% | 26.5% | 30.7% | 30.9% | 26.2% |
| | 100.0% | 22.3% | 27.5% | 16.3% | 15.9% | 11.4% | 6.6% |
| 30-49 | 598 | 116 | 180 | 106 | 83 | 70 | 43 |
| | 33.5% | 27.5% | 35.2% | 35.6% | 33.1% | 39.3% | 35.2% |
| | 100.0% | 19.4% | 30.1% | 17.7% | 13.9% | 11.7% | 7.2% |
| 50+ | 701 | 198 | 199 | 113 | 91 | 53 | 47 |
| | 39.3% | 46.9% | 38.9% | 37.9% | 36.3% | 29.8% | 38.5% |
| | 100.0% | 28.2% | 28.4% | 16.1% | 13.0% | 7.6% | 6.7% |
| Total | 1783 | 422 | 512 | 298 | 251 | 178 | 122 |
| | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| | 100.0% | 23.7% | 28.7% | 16.7% | 14.1% | 10.0% | 6.8% |

[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 % Row % | Col % Row % | Col % Row % | Col % Row % | Col % Row % | Col % Row % |
| Local Stations | 1074 60.2% 100.0% | 476 59.4% 44.3% | 598 61.0% 55.7% | 277 57.2% 25.8% | 362 60.5% 33.7% | 435 62.1% 40.5% |
| Foreign Stations | 7 .4% 100.0% | 4 .5% 57.1% | 3 .3% 42.9% | 3 .6% 42.9% | 2 .3% 28.6% | 2 .3% 28.6% |
| Local and Foreign stations | 212 11.9% 100.0% | 105 13.1% 49.5% | 107 10.9% 50.5% | 69 14.3% 32.5% | 62 10.4% 29.2% | 81 11.6% 38.2% |
| No | 490 27.5% 100.0% | 217 27.1% 44.3% | 273 27.8% 55.7% | 135 27.9% 27.6% | 172 28.8% 35.1% | 183 26.1% 37.3% |
| Refusal | 0 .0% 100.0% | 0 .0% 100.0% | 0 .0% 100.0% | 0 .0% 100.0% | 0 .0% 100.0% | 0 .0% 100.0% |
| Total | 1783 100.0% 100.0% | 802 100.0% 45.0% | 981 100.0% 55.0% | 484 100.0% 27.1% | 598 100.0% 33.5% | 701 100.0% 39.3% |

[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 % Row % | Col % Row % | Col % Row % | Col % Row % | Col % Row % | Col % Row % | Col % Row % |
| Local Stations | 1074 60.2% 100.0% | 355 60.5% 33.1% | 423 61.4% 39.4% | 153 61.0% 14.2% | 74 51.7% 6.9% | 64 59.8% 6.0% | 5 83.3% .5% |
| Foreign Stations | 7 .4% 100.0% | 4 .7% 57.1% | 2 .3% 28.6% | 0 .0% 0.0% | 1 .7% 14.3% | 0 .0% 0.0% | 0 .0% 0.0% |
| Local and Foreign stations | 212 11.9% 100.0% | 61 10.4% 28.8% | 93 13.5% 43.9% | 31 12.4% 14.6% | 20 14.0% 9.4% | 7 6.5% 3.3% | 0 .0% 0.0% |
| No | 490 27.5% 100.0% | 167 28.4% 34.1% | 171 24.8% 34.9% | 67 26.7% 13.7% | 48 33.6% 9.8% | 36 33.6% 7.3% | 1 16.7% .2% |
| Refusal | 0 .0% 100.0% | 0 .0% 100.0% | 0 .0% 100.0% | 0 .0% 100.0% | 0 .0% 100.0% | 0 .0% 100.0% | 0 .0% 100.0% |
| Total | 1783 100.0% 100.0% | 587 100.0% 32.9% | 689 100.0% 38.6% | 251 100.0% 14.1% | 143 100.0% 8.0% | 107 100.0% 6.0% | 6 100.0% .3% |

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



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

| Do you listen to Radio | Economic Status | | | | | | | | |
|----------------------------|--------------------------|------------------------|------------------------|------------------------|----------------------|----------------------|------------------------|---|-----------------------|
| | Total | House person | Student | Employed | Self-Employed | Un-employed | Pensioner | Unable to work due to sickness/disability | Other Inactive person |
| | Count | Count | Count | Count | Count | Count | Count | Count | Count |
| | Col % Row % | Col % Row % | Col % Row % | Col % Row % | Col % Row % | Col % Row % | Col % Row % | Col % Row % | Col % Row % |
| Local Stations | 1074 60.2% 100.0% | 398 62.7% 37.1% | 111 53.6% 10.3% | 365 61.8% 34.0% | 52 62.7% 4.8% | 37 64.9% 3.4% | 94 50.8% 8.8% | 15 68.2% 1.4% | 2 66.7% .2% |
| Foreign Stations | 7 .4% 100.0% | 1 .2% 14.3% | 1 .5% 14.3% | 2 .3% 28.6% | 0 .0% 0% | 0 .0% 0% | 2 1.1% 28.6% | 1 4.5% 14.3% | 0 .0% 0% |
| Local and Foreign stations | 212 11.9% 100.0% | 58 9.1% 27.4% | 24 11.6% 11.3% | 79 13.4% 37.3% | 9 10.8% 4.2% | 6 10.5% 2.8% | 34 18.4% 16.0% | 2 9.1% .9% | 0 .0% 0% |
| No | 490 27.5% 100.0% | 178 28.0% 36.3% | 71 34.3% 14.5% | 145 24.5% 29.6% | 22 26.5% 4.5% | 14 24.6% 2.9% | 55 29.7% 11.2% | 4 18.2% .8% | 1 33.3% .2% |
| 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% | 0 .0% 0% |
| Total | 1783 100.0% 100.0% | 635 100.0% 35.6% | 207 100.0% 11.6% | 591 100.0% 33.1% | 83 100.0% 4.7% | 57 100.0% 3.2% | 185 100.0% 10.4% | 22 100.0% 1.2% | 3 100.0% .2% |

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

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

| Do you listen to Radio | District | | | | | | |
|----------------------------|--------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|-----------------------|
| | Total | Southern harbour | Northern harbour | South Eastern | Western | Northern | Gozo & Comino |
| | Count | Count | Count | Count | Count | Count | Count |
| | Col % Row % | Col % Row % | Col % Row % | Col % Row % | Col % Row % | Col % Row % | Col % Row % |
| Local Stations | 1074 60.2% 100.0% | 249 59.0% 23.2% | 308 60.2% 28.7% | 181 60.7% 16.9% | 158 62.9% 14.7% | 114 64.0% 10.6% | 64 52.5% 6.0% |
| Foreign Stations | 7 .4% 100.0% | 4 .9% 57.1% | 2 .4% 28.6% | 0 .0% 0% | 0 .0% 0% | 1 .6% 14.3% | 0 .0% 0% |
| Local and Foreign stations | 212 11.9% 100.0% | 58 13.7% 27.4% | 67 13.1% 31.6% | 27 9.1% 12.7% | 28 11.2% 13.2% | 20 11.2% 9.4% | 12 9.8% 5.7% |
| No | 490 27.5% 100.0% | 111 26.3% 22.7% | 135 26.4% 27.6% | 90 30.2% 18.4% | 65 25.9% 13.3% | 43 24.2% 8.8% | 46 37.7% 9.4% |
| Refusal | 0 .0% 0% | 0 .0% 0% | 0 .0% 0% | 0 .0% 0% | 0 .0% 0% | 0 .0% 0% | 0 .0% 0% |
| Total | 1783 100.0% 100.0% | 422 100.0% 23.7% | 512 100.0% 28.7% | 298 100.0% 16.7% | 251 100.0% 14.1% | 178 100.0% 10.0% | 122 100.0% 6.8% |

[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 | Gender | | Age group | | | |
|-------------------------|----------------|----------------|----------------|----------------|----------------|----------------|
| | Total | Male | Female | 12-29 | 30-49 | 50+ |
| | Count Col % | Count Col % | Count Col % | Count Col % | Count Col % | Count Col % |
| Radju Malta | 114 8.9% | 40 6.9% | 74 10.5% | 5 1.4% | 36 8.5% | 73 14.1% |
| Radju Parlament/106.6 | 45 3.5% | 28 4.8% | 17 2.4% | 38 11.0% | 7 1.7% | 0 .0% |
| Super One | 193 15.0% | 97 16.7% | 96 13.6% | 16 4.6% | 73 17.2% | 104 20.2% |
| Radio 101 | 77 6.0% | 34 5.9% | 43 6.1% | 6 1.7% | 32 7.5% | 39 7.6% |
| Bay Radio | 126 9.8% | 61 10.5% | 65 9.2% | 87 25.1% | 36 8.5% | 3 .6% |
| RTK | 112 8.7% | 33 5.7% | 79 11.2% | 3 .9% | 35 8.3% | 74 14.3% |
| Smash Radio | 95 7.4% | 39 6.7% | 56 7.9% | 50 14.5% | 37 8.7% | 8 1.6% |
| Radio Maria | 70 5.4% | 21 3.6% | 49 7.0% | 4 1.2% | 16 3.8% | 50 9.7% |
| Campus FM | 3 .2% | 2 .3% | 1 .1% | 0 .0% | 1 .2% | 2 .4% |
| Capital Radio | 81 6.3% | 49 8.4% | 32 4.5% | 34 9.8% | 40 9.4% | 7 1.4% |
| X FM | 44 3.4% | 20 3.4% | 24 3.4% | 28 8.1% | 13 3.1% | 3 .6% |
| A3 FM | 9 .7% | 6 1.0% | 3 .4% | 8 2.3% | 1 .2% | 0 .0% |
| Radju tal-komunita' | 67 5.2% | 23 4.0% | 44 6.2% | 14 4.0% | 27 6.4% | 26 5.0% |
| No particular station | 249 19.4% | 128 22.0% | 121 17.2% | 52 15.0% | 70 16.5% | 127 24.6% |
| Other | 1 .1% | 0 .0% | 1 .1% | 1 .3% | 0 .0% | 0 .0% |
| Refusal | 0 .0% | 0 .0% | 0 .0% | 0 .0% | 0 .0% | 0 .0% |
| Total | 1286 100.0% | 581 100.0% | 705 100.0% | 346 100.0% | 424 100.0% | 516 100.0% |

[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 | Total | Highest Education Level | | | | | |
|-------------------------|----------------|-------------------------|----------------|----------------|----------------|-----------------------|----------------|
| | | Primary | Secondary | Post-Secondary | Tertiary | Never attended school | Refusal |
| | Count Col % | Count Col % | Count Col % | Count Col % | Count Col % | Count Col % | Count Col % |
| Radju Malta | 114 8.9% | 52 12.5% | 37 7.2% | 6 3.3% | 6 6.4% | 12 16.9% | 1 20.0% |
| Radju 106.6 | 45 3.5% | 13 3.1% | 26 5.0% | 4 2.2% | 1 1.1% | 1 1.4% | 0 .0% |
| Super One | 193 15.0% | 84 20.2% | 70 13.6% | 13 7.1% | 10 10.6% | 15 21.1% | 1 20.0% |
| Radio 101 | 77 6.0% | 21 5.0% | 29 5.6% | 15 8.2% | 7 7.4% | 5 7.0% | 0 .0% |
| Bay Radio | 126 9.8% | 17 4.1% | 55 10.7% | 33 17.9% | 21 22.3% | 0 .0% | 0 .0% |
| RTK | 112 8.7% | 40 9.6% | 44 8.5% | 11 6.0% | 7 7.4% | 9 12.7% | 1 20.0% |
| Smash Radio | 95 7.4% | 28 6.7% | 50 9.7% | 11 6.0% | 4 4.3% | 1 1.4% | 1 20.0% |
| Radio Maria | 70 5.4% | 32 7.7% | 22 4.3% | 4 2.2% | 4 4.3% | 8 11.3% | 0 .0% |
| Campus FM | 3 .2% | 1 .2% | 0 .0% | 1 .5% | 1 1.1% | 0 .0% | 0 .0% |
| Capital Radio | 81 6.3% | 12 2.9% | 40 7.8% | 25 13.6% | 4 4.3% | 0 .0% | 0 .0% |
| X FM | 44 3.4% | 6 1.4% | 11 2.1% | 16 8.7% | 11 11.7% | 0 .0% | 0 .0% |
| A3 FM | 9 .7% | 0 .0% | 2 .4% | 6 3.3% | 1 1.1% | 0 .0% | 0 .0% |
| Radju tal-komunita' | 67 5.2% | 23 5.5% | 30 5.8% | 7 3.8% | 4 4.3% | 2 2.8% | 1 20.0% |
| No particular station | 249 19.4% | 87 20.9% | 99 19.2% | 32 17.4% | 13 13.8% | 18 25.4% | 0 .0% |
| Other | 1 .1% | 0 .0% | 1 .2% | 0 .0% | 0 .0% | 0 .0% | 0 .0% |
| Refusal | 0 .0% | 0 .0% | 0 .0% | 0 .0% | 0 .0% | 0 .0% | 0 .0% |
| Total | 1286 100.0% | 416 100.0% | 516 100.0% | 184 100.0% | 94 100.0% | 71 100.0% | 5 100.0% |

[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 | Pension-er | Unable to work due to sickness/disability | Other Inactive person |
| | Count Col % | Count Col % | Count Col % | Count Col % | Count Col % | Count Col % | Count Col % | Count Col % | Count Col % |
| Radju Malta | 114 8.9% | 63 13.8% | 1 .7% | 26 5.9% | 5 8.2% | 5 11.6% | 12 9.4% | 2 11.8% | 0 .0% |
| Radju 106.6 | 45 3.5% | 1 .2% | 16 11.9% | 17 3.8% | 2 3.3% | 6 14.0% | 0 .0% | 1 5.9% | 2 100.0% |
| Super One | 193 15.0% | 78 17.1% | 6 4.4% | 56 12.6% | 9 14.8% | 6 14.0% | 33 25.8% | 5 29.4% | 0 .0% |
| Radio 101 | 77 6.0% | 35 7.7% | 3 2.2% | 22 5.0% | 4 6.6% | 0 .0% | 13 10.2% | 0 .0% | 0 .0% |
| Bay Radio | 126 9.8% | 15 3.3% | 38 28.1% | 66 14.9% | 4 6.6% | 3 7.0% | 0 .0% | 0 .0% | 0 .0% |
| RTK | 112 8.7% | 69 15.1% | 0 .0% | 19 4.3% | 2 3.3% | 2 4.7% | 17 13.3% | 3 17.6% | 0 .0% |
| Smash | 95 7.4% | 20 4.4% | 20 14.8% | 42 9.5% | 5 8.2% | 6 14.0% | 1 .8% | 1 5.9% | 0 .0% |
| Radio Maria | 70 5.4% | 45 9.9% | 2 1.5% | 12 2.7% | 3 4.9% | 2 4.7% | 6 4.7% | 0 .0% | 0 .0% |
| Campus FM | 3 .2% | 1 .2% | 0 .0% | 1 .2% | 0 .0% | 0 .0% | 1 .8% | 0 .0% | 0 .0% |
| Capital Radio | 81 6.3% | 14 3.1% | 9 6.7% | 46 10.4% | 10 16.4% | 2 4.7% | 0 .0% | 0 .0% | 0 .0% |
| X FM | 44 3.4% | 4 .9% | 14 10.4% | 22 5.0% | 3 4.9% | 0 .0% | 0 .0% | 1 5.9% | 0 .0% |
| A3 FM | 9 .7% | 0 .0% | 0 .0% | 9 2.0% | 0 .0% | 0 .0% | 0 .0% | 0 .0% | 0 .0% |
| Radju tal-komunita' | 67 5.2% | 29 6.4% | 6 4.4% | 23 5.2% | 2 3.3% | 1 2.3% | 6 4.7% | 0 .0% | 0 .0% |
| No particular station | 249 19.4% | 82 18.0% | 20 14.8% | 82 18.5% | 12 19.7% | 10 23.3% | 39 30.5% | 4 23.5% | 0 .0% |
| Other | 1 .1% | 0 .0% | 0 .0% | 1 .2% | 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% | 0 .0% |
| Total | 1286 100.0% | 456 100.0% | 135 100.0% | 444 100.0% | 61 100.0% | 43 100.0% | 128 100.0% | 17 100.0% | 2 100.0% |

[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 | 114 8.9% | 22 7.2% | 35 9.3% | 15 7.2% | 23 12.4% | 13 9.7% | 6 7.9% |
| Radju 106.6 | 45 3.5% | 14 4.6% | 12 3.2% | 4 1.9% | 8 4.3% | 3 2.2% | 4 5.3% |
| Super One | 193 15.0% | 62 20.2% | 55 14.7% | 38 18.3% | 21 11.3% | 10 7.5% | 7 9.2% |
| Radio 101 | 77 6.0% | 16 5.2% | 19 5.1% | 19 9.1% | 9 4.8% | 10 7.5% | 4 5.3% |
| Bay Radio | 126 9.8% | 24 7.8% | 37 9.9% | 22 10.6% | 19 10.2% | 20 14.9% | 4 5.3% |
| RTK | 112 8.7% | 27 8.8% | 36 9.6% | 14 6.7% | 15 8.1% | 9 6.7% | 11 14.5% |
| Smash Radio | 95 7.4% | 24 7.8% | 23 6.1% | 18 8.7% | 13 7.0% | 9 6.7% | 8 10.5% |
| Radio Maria | 70 5.4% | 18 5.9% | 23 6.1% | 9 4.3% | 12 6.5% | 6 4.5% | 2 2.6% |
| Campus FM | 3 .2% | 1 .3% | 1 .3% | 0 .0% | 1 .5% | 0 .0% | 0 .0% |
| Capital Radio | 81 6.3% | 11 3.6% | 24 6.4% | 14 6.7% | 17 9.1% | 11 8.2% | 4 5.3% |
| X FM | 44 3.4% | 7 2.3% | 18 4.8% | 5 2.4% | 4 2.2% | 6 4.5% | 4 5.3% |
| A3 FM | 9 .7% | 4 1.3% | 4 1.1% | 1 .5% | 0 .0% | 0 .0% | 0 .0% |
| Radju tal-komunita' | 67 5.2% | 19 6.2% | 21 5.6% | 5 2.4% | 7 3.8% | 3 2.2% | 12 15.8% |
| No particular station | 249 19.4% | 58 18.9% | 66 17.6% | 44 21.2% | 37 19.9% | 34 25.4% | 10 13.2% |
| Other | 1 .1% | 0 .0% | 1 .3% | 0 .0% | 0 .0% | 0 .0% | 0 .0% |
| Refusal | 0 .0% | 0 .0% | 0 .0% | 0 .0% | 0 .0% | 0 .0% | 0 .0% |
| Total | 1286 100.0% | 307 100.0% | 375 100.0% | 208 100.0% | 186 100.0% | 134 100.0% | 76 100.0% |

[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 | 1073 | 503 | 570 | 338 | 378 | 357 |
| | | 83.4% | 86.6% | 80.9% | 97.7% | 89.2% | 69.2% |
| | | 100.0% | 46.9% | 53.1% | 31.5% | 35.2% | 33.3% |
| Discussions | Yes | 703 | 299 | 404 | 79 | 250 | 374 |
| | | 54.7% | 51.5% | 57.3% | 22.8% | 59.0% | 72.5% |
| | | 100.0% | 42.5% | 57.5% | 11.2% | 35.6% | 53.2% |
| Sports | Yes | 479 | 320 | 159 | 133 | 162 | 184 |
| | | 37.2% | 55.1% | 22.6% | 38.4% | 38.2% | 35.7% |
| | | 100.0% | 66.8% | 33.2% | 27.8% | 33.8% | 38.4% |
| Businesses | Yes | 264 | 116 | 148 | 41 | 76 | 147 |
| | | 20.5% | 20.0% | 21.0% | 11.8% | 17.9% | 28.5% |
| | | 100.0% | 43.9% | 56.1% | 15.5% | 28.8% | 55.7% |
| Cultural | Yes | 639 | 272 | 367 | 104 | 215 | 320 |
| | | 49.7% | 46.8% | 52.1% | 30.1% | 50.7% | 62.0% |
| | | 100.0% | 42.6% | 57.4% | 16.3% | 33.6% | 50.1% |
| Religious | Yes | 722 | 263 | 459 | 82 | 230 | 410 |
| | | 56.1% | 45.3% | 65.1% | 23.7% | 54.2% | 79.5% |
| | | 100.0% | 36.4% | 63.6% | 11.4% | 31.9% | 56.8% |
| Novels / Drama | Yes | 560 | 200 | 360 | 90 | 161 | 309 |
| | | 43.5% | 34.4% | 51.1% | 26.0% | 38.0% | 59.9% |
| | | 100.0% | 35.7% | 64.3% | 16.1% | 28.8% | 55.2% |
| Children Programmes | Yes | 386 | 110 | 276 | 74 | 129 | 183 |
| | | 30.0% | 18.9% | 39.1% | 21.4% | 30.4% | 35.5% |
| | | 100.0% | 28.5% | 71.5% | 19.2% | 33.4% | 47.4% |
| Health, Beauty etc | Yes | 838 | 309 | 529 | 163 | 284 | 391 |
| | | 65.2% | 53.2% | 75.0% | 47.1% | 67.0% | 75.8% |
| | | 100.0% | 36.9% | 63.1% | 19.5% | 33.9% | 46.7% |
| News / Current Affairs | Yes | 1106 | 512 | 594 | 257 | 371 | 478 |
| | | 86.0% | 88.1% | 84.3% | 74.3% | 87.5% | 92.6% |
| | | 100.0% | 46.3% | 53.7% | 23.2% | 33.5% | 43.2% |

[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 | Refusal |
| | | 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 | 1073 | 318 | 456 | 171 | 82 | 43 | 3 |
| | | 83.4% | 76.4% | 88.4% | 92.9% | 87.2% | 60.6% | 60.0% |
| | | 100.0% | 29.6% | 42.5% | 15.9% | 7.6% | 4.0% | .3% |
| Discussions | Yes | 703 | 257 | 263 | 85 | 40 | 54 | 4 |
| | | 54.7% | 61.8% | 51.0% | 46.2% | 42.6% | 76.1% | 80.0% |
| | | 100.0% | 36.6% | 37.4% | 12.1% | 5.7% | 7.7% | .6% |
| Sports | Yes | 479 | 144 | 186 | 74 | 47 | 27 | 1 |
| | | 37.2% | 34.6% | 36.0% | 40.2% | 50.0% | 38.0% | 20.0% |
| | | 100.0% | 30.1% | 38.8% | 15.4% | 9.8% | 5.6% | .2% |
| Businesses | Yes | 264 | 106 | 83 | 32 | 21 | 22 | 0 |
| | | 20.5% | 25.5% | 16.1% | 17.4% | 22.3% | 31.0% | .0% |
| | | 100.0% | 40.2% | 31.4% | 12.1% | 8.0% | 8.3% | .0% |
| Cultural | Yes | 639 | 235 | 227 | 91 | 45 | 40 | 1 |
| | | 49.7% | 56.5% | 44.0% | 49.5% | 47.9% | 56.3% | 20.0% |
| | | 100.0% | 36.8% | 35.5% | 14.2% | 7.0% | 6.3% | .2% |
| Religious | Yes | 722 | 298 | 266 | 66 | 27 | 61 | 4 |
| | | 56.1% | 71.6% | 51.6% | 35.9% | 28.7% | 85.9% | 80.0% |
| | | 100.0% | 41.3% | 36.8% | 9.1% | 3.7% | 8.4% | .6% |
| Novels / Drama | Yes | 560 | 258 | 196 | 42 | 13 | 47 | 4 |
| | | 43.5% | 62.0% | 38.0% | 22.8% | 13.8% | 66.2% | 80.0% |
| | | 100.0% | 46.1% | 35.0% | 7.5% | 2.3% | 8.4% | .7% |
| Children Programmes | Yes | 386 | 169 | 140 | 35 | 11 | 30 | 1 |
| | | 30.0% | 40.6% | 27.1% | 19.0% | 11.7% | 42.3% | 20.0% |
| | | 100.0% | 43.8% | 36.3% | 9.1% | 2.8% | 7.8% | .3% |
| Health, Beauty etc | Yes | 838 | 303 | 328 | 110 | 40 | 55 | 2 |
| | | 65.2% | 72.8% | 63.6% | 59.8% | 42.6% | 77.5% | 40.0% |
| | | 100.0% | 36.2% | 39.1% | 13.1% | 4.8% | 6.6% | .2% |
| News / Current Affairs | Yes | 1106 | 356 | 429 | 165 | 88 | 64 | 4 |
| | | 86.0% | 85.6% | 83.1% | 89.7% | 93.6% | 90.1% | 80.0% |
| | | 100.0% | 32.2% | 38.8% | 14.9% | 8.0% | 5.8% | .4% |

[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]

| | | Total | Economic Status | | | | | | | |
|------------------------|-----|--------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|--|-------------------------|
| | | | House person | Student | Employed | Self-Employed | Un-employed | Pensioner | Unable to work due to sickness/ disability | Other Inactive person |
| | | | Count Col % Row % | 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 | 1073 | 334 | 131 | 407 | 54 | 40 | 90 | 15 | 2 |
| | | 83.4% | 73.2% | 97.0% | 91.7% | 88.5% | 93.0% | 70.3% | 88.2% | 100.0% |
| | | 100.0% | 31.1% | 12.2% | 37.9% | 5.0% | 3.7% | 8.4% | 1.4% | .2% |
| Discussions | Yes | 703 | 333 | 18 | 196 | 37 | 16 | 92 | 10 | 1 |
| | | 54.7% | 73.0% | 13.3% | 44.1% | 60.7% | 37.2% | 71.9% | 58.8% | 50.0% |
| | | 100.0% | 47.4% | 2.6% | 27.9% | 5.3% | 2.3% | 13.1% | 1.4% | .1% |
| Sports | Yes | 479 | 95 | 43 | 210 | 32 | 22 | 67 | 9 | 1 |
| | | 37.2% | 20.8% | 31.9% | 47.3% | 52.5% | 51.2% | 52.3% | 52.9% | 50.0% |
| | | 100.0% | 19.8% | 9.0% | 43.8% | 6.7% | 4.6% | 14.0% | 1.9% | .2% |
| Businesses | Yes | 264 | 113 | 11 | 68 | 22 | 6 | 37 | 6 | 1 |
| | | 20.5% | 24.8% | 8.1% | 15.3% | 36.1% | 14.0% | 28.9% | 35.3% | 50.0% |
| | | 100.0% | 42.8% | 4.2% | 25.8% | 8.3% | 2.3% | 14.0% | 2.3% | .4% |
| Cultural | Yes | 639 | 277 | 41 | 188 | 26 | 19 | 77 | 10 | 1 |
| | | 49.7% | 60.7% | 30.4% | 42.3% | 42.6% | 44.2% | 60.2% | 58.8% | 50.0% |
| | | 100.0% | 43.3% | 6.4% | 29.4% | 4.1% | 3.0% | 12.1% | 1.6% | .2% |
| Religious | Yes | 722 | 370 | 29 | 176 | 26 | 20 | 90 | 11 | 0 |
| | | 56.1% | 81.1% | 21.5% | 39.6% | 42.6% | 46.5% | 70.3% | 64.7% | .0% |
| | | 100.0% | 51.2% | 4.0% | 24.4% | 3.6% | 2.8% | 12.5% | 1.5% | .0% |
| Novels / Drama | Yes | 560 | 285 | 35 | 133 | 20 | 19 | 60 | 7 | 1 |
| | | 43.5% | 62.5% | 25.9% | 30.0% | 32.8% | 44.2% | 46.9% | 41.2% | 50.0% |
| | | 100.0% | 50.9% | 6.3% | 23.8% | 3.6% | 3.4% | 10.7% | 1.3% | .2% |
| Children Programmes | Yes | 386 | 211 | 34 | 87 | 15 | 10 | 24 | 4 | 1 |
| | | 30.0% | 46.3% | 25.2% | 19.6% | 24.6% | 23.3% | 18.8% | 23.5% | 50.0% |
| | | 100.0% | 54.7% | 8.8% | 22.5% | 3.9% | 2.6% | 6.2% | 1.0% | .3% |
| Health, Beauty etc | Yes | 838 | 386 | 60 | 240 | 33 | 23 | 85 | 10 | 1 |
| | | 65.2% | 84.6% | 44.4% | 54.1% | 54.1% | 53.5% | 66.4% | 58.8% | 50.0% |
| | | 100.0% | 46.1% | 7.2% | 28.6% | 3.9% | 2.7% | 10.1% | 1.2% | .1% |
| News / Current Affairs | Yes | 1106 | 401 | 88 | 391 | 52 | 37 | 122 | 13 | 2 |
| | | 86.0% | 87.9% | 65.2% | 88.1% | 85.2% | 86.0% | 95.3% | 76.5% | 100.0% |
| | | 100.0% | 36.3% | 8.0% | 35.4% | 4.7% | 3.3% | 11.0% | 1.2% | .2% |

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



Table 4.4: Preferences for Ten Radio Programme Sectors - By District

[Base = All Radio Listeners]

| | | Total | District | | | | | Gozo & Comino |
|------------------------|-----|--------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|---------------|
| | | | Southern harbour | Northern harbour | South Eastern | Western | Northern | |
| | | | Count Col % Row % | Count Col % Row % | Count Col % Row % | Count Col % Row % | Count Col % Row % | |
| Do you listen to Radio | | | | | | | | |
| Musical Programmes | Yes | 1073 | 263 | 309 | 171 | 153 | 116 | 61 |
| | | 83.4% | 85.7% | 82.4% | 82.2% | 82.3% | 86.6% | 80.3% |
| | | 100.0% | 24.5% | 28.8% | 15.9% | 14.3% | 10.8% | 5.7% |
| Discussions | Yes | 703 | 161 | 207 | 118 | 101 | 68 | 48 |
| | | 54.7% | 52.4% | 55.2% | 56.7% | 54.3% | 50.7% | 63.2% |
| | | 100.0% | 22.9% | 29.4% | 16.8% | 14.4% | 9.7% | 6.8% |
| Sports | Yes | 479 | 119 | 146 | 84 | 62 | 44 | 24 |
| | | 37.2% | 38.8% | 38.9% | 40.4% | 33.3% | 32.8% | 31.6% |
| | | 100.0% | 24.8% | 30.5% | 17.5% | 12.9% | 9.2% | 5.0% |
| Businesses | Yes | 264 | 57 | 82 | 39 | 48 | 26 | 12 |
| | | 20.5% | 18.6% | 21.9% | 18.8% | 25.8% | 19.4% | 15.8% |
| | | 100.0% | 21.6% | 31.1% | 14.8% | 18.2% | 9.8% | 4.5% |
| Cultural | Yes | 639 | 155 | 182 | 104 | 89 | 66 | 43 |
| | | 49.7% | 50.5% | 48.5% | 50.0% | 47.8% | 49.3% | 56.6% |
| | | 100.0% | 24.3% | 28.5% | 16.3% | 13.9% | 10.3% | 6.7% |
| Religious | Yes | 722 | 180 | 206 | 118 | 105 | 65 | 48 |
| | | 56.1% | 58.6% | 54.9% | 56.7% | 56.5% | 48.5% | 63.2% |
| | | 100.0% | 24.9% | 28.5% | 16.3% | 14.5% | 9.0% | 6.6% |
| Novels / Drama | Yes | 560 | 143 | 152 | 95 | 76 | 52 | 42 |
| | | 43.5% | 46.6% | 40.5% | 45.7% | 40.9% | 38.8% | 55.3% |
| | | 100.0% | 25.5% | 27.1% | 17.0% | 13.6% | 9.3% | 7.5% |
| Children Programmes | Yes | 386 | 101 | 100 | 62 | 63 | 34 | 26 |
| | | 30.0% | 32.9% | 26.7% | 29.8% | 33.9% | 25.4% | 34.2% |
| | | 100.0% | 26.2% | 25.9% | 16.1% | 16.3% | 8.8% | 6.7% |
| Health, Beauty etc | Yes | 838 | 218 | 238 | 131 | 117 | 79 | 55 |
| | | 65.2% | 71.0% | 63.5% | 63.0% | 62.9% | 59.0% | 72.4% |
| | | 100.0% | 26.0% | 28.4% | 15.6% | 14.0% | 9.4% | 6.6% |
| News / Current Affairs | Yes | 1106 | 267 | 321 | 183 | 157 | 114 | 64 |
| | | 86.0% | 87.0% | 85.6% | 88.0% | 84.4% | 85.1% | 84.2% |
| | | 100.0% | 24.1% | 29.0% | 16.5% | 14.2% | 10.3% | 5.8% |

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



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

| Do you listen to Radio | Total | |
|----------------------------|-------|----------|
| | Count | Column % |
| No | 490 | 27.5% |
| Refusal | 0 | .0% |
| Subtotal | 490 | 27.5% |
| Local Stations | 1074 | 60.2% |
| Foreign Stations | 7 | .4% |
| Local and Foreign stations | 212 | 11.9% |
| Total | 1783 | 100.0% |
| Not applicable | 230 | 12.9% |
| No | 791 | 44.4% |
| Subtotal | 1021 | 57.3% |
| Yes | 762 | 42.7% |
| Total | 1783 | 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 | Radio Yesterday | | |
|-------------------------|----------------|-----------------|----------------|----------------|
| | | Not applicable | Yes | No |
| | Count Col % | Count Col % | Count Col % | Count Col % |
| Not applicable | 1021 57.3% | 230 100.0% | 0 .0% | 791 100.0% |
| 1 hour or less | 318 17.8% | 0 .0% | 318 41.7% | 0 .0% |
| 1 hour but less than 2 | 154 8.6% | 0 .0% | 154 20.2% | 0 .0% |
| 2 hours but less than 3 | 94 5.3% | 0 .0% | 94 12.3% | 0 .0% |
| Four hours or more | 192 10.8% | 0 .0% | 192 25.2% | 0 .0% |
| No response | 4 .2% | 0 .0% | 4 .5% | 0 .0% |
| Total | 1783 100.0% | 230 100.0% | 762 100.0% | 791 100.0% |

[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 | Gender | | Age group | | |
|-------------------------|----------------|----------------|----------------|----------------|----------------|----------------|
| | | Male | Female | 12-29 | 30-49 | 50+ |
| | Count Col % | Count Col % | Count Col % | Count Col % | Count Col % | Count Col % |
| 1 hour or less | 318 41.7% | 154 44.0% | 164 39.8% | 89 52.4% | 104 39.8% | 125 37.8% |
| 1 hour but less than 2 | 154 20.2% | 73 20.9% | 81 19.7% | 32 18.8% | 58 22.2% | 64 19.3% |
| 2 hours but less than 3 | 94 12.3% | 36 10.3% | 58 14.1% | 15 8.8% | 33 12.6% | 46 13.9% |
| Four hours or more | 192 25.2% | 84 24.0% | 108 26.2% | 33 19.4% | 64 24.5% | 95 28.7% |
| No response | 4 .5% | 3 .9% | 1 .2% | 1 .6% | 2 .8% | 1 .3% |
| Total | 762 100.0% | 350 100.0% | 412 100.0% | 170 100.0% | 261 100.0% | 331 100.0% |

[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 | 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 % |
| 1 hour or less | 318 41.7% | 82 34.5% | 112 39.2% | 63 55.3% | 40 56.3% | 18 37.5% | 3 60.0% |
| 1 hour but less than 2 | 154 20.2% | 51 21.4% | 53 18.5% | 27 23.7% | 16 22.5% | 6 12.5% | 1 20.0% |
| 2 hours but less than 3 | 94 12.3% | 38 16.0% | 39 13.6% | 9 7.9% | 4 5.6% | 4 8.3% | 0 .0% |
| Four hours or more | 192 25.2% | 65 27.3% | 81 28.3% | 15 13.2% | 11 15.5% | 19 39.6% | 1 20.0% |
| No response | 4 .5% | 2 .8% | 1 .3% | 0 .0% | 0 .0% | 1 2.1% | 0 .0% |
| Total | 762 100.0% | 238 100.0% | 286 100.0% | 114 100.0% | 71 100.0% | 48 100.0% | 5 100.0% |

[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 | Economic Status | | | | | | | | |
|-------------------------|-----------------|----------------|----------------|----------------|----------------|----------------|----------------|---|-----------------------|
| | Total | House person | Student | Employed | Self-Employed | Un-employed | Pensioner | Unable to work due to sickness/disability | Other Inactive person |
| | Count Col % | Count Col % | Count Col % | Count Col % | Count Col % | Count Col % | Count Col % | Count Col % | Count Col % |
| 1 hour or less | 318 41.7% | 93 33.8% | 36 53.7% | 131 48.7% | 14 36.8% | 10 50.0% | 32 38.6% | 2 20.0% | 0 .0% |
| 1 hour but less than 2 | 154 20.2% | 60 21.8% | 19 28.4% | 48 17.8% | 5 13.2% | 4 20.0% | 15 18.1% | 3 30.0% | 0 .0% |
| 2 hours but less than 3 | 94 12.3% | 40 14.5% | 7 10.4% | 26 9.7% | 6 15.8% | 3 15.0% | 9 10.8% | 3 30.0% | 0 .0% |
| Four hours or more | 192 25.2% | 81 29.5% | 4 6.0% | 64 23.8% | 13 34.2% | 3 15.0% | 25 30.1% | 2 20.0% | 0 .0% |
| No response | 4 .5% | 1 .4% | 1 1.5% | 0 .0% | 0 .0% | 0 .0% | 2 2.4% | 0 .0% | 0 .0% |
| Total | 762 100.0% | 275 100.0% | 67 100.0% | 269 100.0% | 38 100.0% | 20 100.0% | 83 100.0% | 10 100.0% | 0 .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 | District | | | | | | |
|-------------------------|----------------|------------------|------------------|----------------|----------------|----------------|----------------|
| | Total | Southern harbour | Northern harbour | South Eastern | Western | Northern | Gozo & Comino |
| | Count Col % | Count Col % | Count Col % | Count Col % | Count Col % | Count Col % | Count Col % |
| 1 hour or less | 318 41.7% | 80 44.4% | 98 42.4% | 50 39.7% | 46 43.0% | 32 41.0% | 12 30.0% |
| 1 hour but less than 2 | 154 20.2% | 27 15.0% | 47 20.3% | 30 23.8% | 16 15.0% | 26 33.3% | 8 20.0% |
| 2 hours but less than 3 | 94 12.3% | 21 11.7% | 35 15.2% | 13 10.3% | 14 13.1% | 3 3.8% | 8 20.0% |
| Four hours or more | 192 25.2% | 52 28.9% | 51 22.1% | 31 24.6% | 29 27.1% | 17 21.8% | 12 30.0% |
| No response | 4 .5% | 0 .0% | 0 .0% | 2 1.6% | 2 1.9% | 0 .0% | 0 .0% |
| Total | 762 100.0% | 180 100.0% | 231 100.0% | 126 100.0% | 107 100.0% | 78 100.0% | 40 100.0% |

[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 | Apr | May | Jun |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| > 6:00 | 2 | 1 | 6 | 12 | 7 | 5 | 10 | 19 | 11 | 15 | 7 | 6 | 9 |
| 6:00 – 9:00 | 23 | 18 | 15 | 28 | 27 | 22 | 16 | 33 | 25 | 28 | 19 | 16 | 23 |
| 9:00 – 12:00 | 38 | 29 | 23 | 35 | 31 | 29 | 32 | 35 | 29 | 43 | 24 | 18 | 27 |
| 12:00 – 17:00 | 23 | 30 | 16 | 32 | 29 | 33 | 23 | 37 | 30 | 41 | 22 | 18 | 29 |
| 17:00 – 20:00 | 17 | 11 | 15 | 28 | 15 | 18 | 15 | 23 | 26 | 22 | 16 | 10 | 21 |
| 20:00 – 24:00 | 6 | 8 | 6 | 19 | 10 | 8 | 13 | 17 | 15 | 16 | 9 | 7 | 14 |
| | 109 | 97 | 81 | 154 | 119 | 115 | 109 | 164 | 136 | 165 | 97 | 75 | 123 |

| | 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 |

[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 | 2004 | | | | | | | 2005 | | | | | |
|-----------------|-------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| | | Jun Count | Jul Count | Aug Count | Sep Count | Oct Count | Nov Count | Dec Count | Jan Count | Feb Count | Mar Count | Apr Count | May Count | Jun Count |
| Radju Malta | 123 | 11 | 11 | 7 | 10 | 7 | 7 | 9 | 14 | 9 | 18 | 6 | 5 | 9 |
| Radju 106.6 | 16 | 0 | 2 | 1 | 3 | 1 | 1 | 0 | 3 | 3 | 0 | 2 | 0 | 0 |
| Super 1 Radio | 157 | 14 | 13 | 13 | 9 | 13 | 14 | 14 | 12 | 11 | 15 | 11 | 6 | 12 |
| Radio 101 | 86 | 9 | 12 | 4 | 8 | 7 | 6 | 4 | 6 | 10 | 7 | 6 | 2 | 5 |
| Bay Radio | 120 | 9 | 4 | 10 | 16 | 12 | 11 | 12 | 11 | 10 | 6 | 8 | 5 | 6 |
| RTK | 112 | 12 | 5 | 4 | 9 | 9 | 6 | 10 | 10 | 13 | 10 | 7 | 7 | 10 |
| Smash Radio | 68 | 6 | 8 | 6 | 7 | 7 | 2 | 7 | 4 | 1 | 8 | 4 | 2 | 6 |
| Radio Marija | 75 | 3 | 5 | 4 | 8 | 2 | 4 | 7 | 12 | 7 | 7 | 5 | 3 | 8 |
| Campus Fm | 4 | 0 | 0 | 0 | 3 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 |
| Capital Radio | 76 | 6 | 7 | 5 | 7 | 6 | 5 | 5 | 11 | 2 | 6 | 5 | 4 | 7 |
| X FM | 33 | 0 | 2 | 2 | 5 | 6 | 2 | 1 | 2 | 5 | 1 | 4 | 1 | 2 |
| A3 FM | 8 | 1 | 1 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 1 | 3 | 0 | 0 |
| Radju Komunita' | 63 | 7 | 3 | 2 | 7 | 4 | 4 | 4 | 4 | 4 | 7 | 3 | 6 | 8 |
| | 941 | 78 | 73 | 58 | 92 | 75 | 62 | 73 | 89 | 77 | 86 | 64 | 41 | 73 |

| | Total % | Jun % | Jul % | Aug % | Sep % | Oct % | Nov % | Dec % | Jan % | Feb % | Mar % | Apr % | May % | Jun % |
|-----------------|---------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| Radju Malta | 13.07 | 14.10 | 15.07 | 12.07 | 10.87 | 9.33 | 11.29 | 12.33 | 15.73 | 11.69 | 20.93 | 9.38 | 12.20 | 12.33 |
| Radju 106.6 | 1.70 | 0.00 | 2.74 | 1.72 | 3.26 | 1.33 | 1.61 | 0.00 | 3.37 | 3.90 | 0.00 | 3.13 | 0.00 | 0.00 |
| Super 1 Radio | 16.68 | 17.95 | 17.81 | 22.41 | 9.78 | 17.33 | 22.58 | 19.18 | 13.48 | 14.29 | 17.44 | 17.19 | 14.63 | 16.44 |
| Radio 101 | 9.14 | 11.54 | 16.44 | 6.90 | 8.70 | 9.33 | 9.68 | 5.48 | 6.74 | 12.99 | 8.14 | 9.38 | 4.88 | 6.85 |
| Bay Radio | 12.75 | 11.54 | 5.48 | 17.24 | 17.39 | 16.00 | 17.74 | 16.44 | 12.36 | 12.99 | 6.98 | 12.50 | 12.20 | 8.22 |
| RTK | 11.90 | 15.38 | 6.85 | 6.90 | 9.78 | 12.00 | 9.68 | 13.70 | 11.24 | 16.88 | 11.63 | 10.94 | 17.07 | 13.70 |
| Smash Radio | 7.23 | 7.69 | 10.96 | 10.34 | 7.61 | 9.33 | 3.23 | 9.59 | 4.49 | 1.30 | 9.30 | 6.25 | 4.88 | 8.22 |
| Radio Marija | 7.97 | 3.85 | 6.85 | 6.90 | 8.70 | 2.67 | 6.45 | 9.59 | 13.48 | 9.09 | 8.14 | 7.81 | 7.32 | 10.96 |
| Campus Fm | 0.43 | 0.00 | 0.00 | 0.00 | 3.26 | 0.00 | 0.00 | 0.00 | 0.00 | 1.30 | 0.00 | 0.00 | 0.00 | 0.00 |
| Capital Radio | 8.08 | 7.69 | 9.59 | 8.62 | 7.61 | 8.00 | 8.06 | 6.85 | 12.36 | 2.60 | 6.98 | 7.81 | 9.76 | 9.59 |
| X FM | 3.51 | 0.00 | 2.74 | 3.45 | 5.43 | 8.00 | 3.23 | 1.37 | 2.25 | 6.49 | 1.16 | 6.25 | 2.44 | 2.74 |
| A3 FM | 0.85 | 1.28 | 1.37 | 0.00 | 0.00 | 1.33 | 0.00 | 0.00 | 0.00 | 1.30 | 1.16 | 4.69 | 0.00 | 0.00 |
| Radju Komunita' | 6.70 | 8.97 | 4.11 | 3.45 | 7.61 | 5.33 | 6.45 | 5.48 | 4.49 | 5.19 | 8.14 | 4.69 | 14.63 | 10.96 |
| | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

[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+ |
| Yes Local only | 288 | 108 | 180 | 37 | 89 | 162 |
| | 16.2% | 13.5% | 18.3% | 7.6% | 14.9% | 23.1% |
| Yes Foreign only | 221 | 109 | 112 | 97 | 72 | 52 |
| | 12.4% | 13.6% | 11.4% | 20.0% | 12.0% | 7.4% |
| Yes both local and foreign | 1203 | 544 | 659 | 329 | 417 | 457 |
| | 67.5% | 67.8% | 67.2% | 68.0% | 69.7% | 65.2% |
| No | 71 | 41 | 30 | 21 | 20 | 30 |
| | 4.0% | 5.1% | 3.1% | 4.3% | 3.3% | 4.3% |
| Refusal | 0 | 0 | 0 | 0 | 0 | 0 |
| | .0% | .0% | .0% | .0% | .0% | .0% |
| Total | 1783 | 802 | 981 | 484 | 598 | 701 |
| | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 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 | 288 | 133 | 100 | 20 | 4 | 31 | 0 |
| | 16.2% | 22.7% | 14.5% | 8.0% | 2.8% | 29.0% | .0% |
| Yes Foreign only | 221 | 37 | 78 | 55 | 44 | 7 | 0 |
| | 12.4% | 6.3% | 11.3% | 21.9% | 30.8% | 6.5% | .0% |
| Yes both local and foreign | 1203 | 403 | 475 | 169 | 95 | 57 | 4 |
| | 67.5% | 68.7% | 68.9% | 67.3% | 66.4% | 53.3% | 66.7% |
| No | 71 | 14 | 36 | 7 | 0 | 12 | 2 |
| | 4.0% | 2.4% | 5.2% | 2.8% | .0% | 11.2% | 33.3% |
| Refusal | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| | .0% | .0% | .0% | .0% | .0% | .0% | .0% |
| Total | 1783 | 587 | 689 | 251 | 143 | 107 | 6 |
| | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 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? | | Economic Status | | | | | | | |
|------------------------|--------|-----------------|---------|----------|---------------|-------------|-----------|--|-----------------------|
| | | House person | Student | Employed | Self-Employed | Un-employed | Pensioner | Unable to work due to sickness/ disability | Other Inactive person |
| Local only | 288 | 150 | 15 | 60 | 12 | 10 | 36 | 4 | 1 |
| | 16.2% | 23.6% | 7.2% | 10.2% | 14.5% | 17.5% | 19.5% | 18.2% | 33.3% |
| Foreign only | 221 | 40 | 46 | 105 | 10 | 4 | 12 | 4 | 0 |
| | 12.4% | 6.3% | 22.2% | 17.8% | 12.0% | 7.0% | 6.5% | 18.2% | .0% |
| Both local and foreign | 1203 | 426 | 142 | 404 | 54 | 36 | 127 | 12 | 2 |
| | 67.5% | 67.1% | 68.6% | 68.4% | 65.1% | 63.2% | 68.6% | 54.5% | 66.7% |
| No | 71 | 19 | 4 | 22 | 7 | 7 | 10 | 2 | 0 |
| | 4.0% | 3.0% | 1.9% | 3.7% | 8.4% | 12.3% | 5.4% | 9.1% | .0% |
| Refusal | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| | .0% | .0% | .0% | .0% | .0% | .0% | .0% | .0% | .0% |
| Total | 1783 | 635 | 207 | 591 | 83 | 57 | 185 | 22 | 3 |
| | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 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 | 288 16.2% | 67 15.9% | 82 16.0% | 50 16.8% | 36 14.3% | 26 14.6% | 27 22.1% |
| Yes Foreign only | 221 12.4% | 44 10.4% | 67 13.1% | 29 9.7% | 33 13.1% | 29 16.3% | 19 15.6% |
| Yes both local and foreign | 1203 67.5% | 298 70.6% | 352 68.8% | 198 66.4% | 173 68.9% | 115 64.6% | 67 54.9% |
| No | 71 4.0% | 13 3.1% | 11 2.1% | 21 7.0% | 9 3.6% | 8 4.5% | 9 7.4% |
| Refusal | 0 .0% | 0 .0% | 0 .0% | 0 .0% | 0 .0% | 0 .0% | 0 .0% |
| Total | 1783 100.0% | 422 100.0% | 512 100.0% | 298 100.0% | 251 100.0% | 178 100.0% | 122 100.0% |

[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 | 247 14.4% | 109 14.3% | 138 14.5% | 39 8.4% | 101 17.5% | 107 15.9% |
| Super 1 | 223 13.0% | 98 12.9% | 125 13.1% | 32 6.9% | 79 13.7% | 112 16.7% |
| Net | 73 4.3% | 24 3.2% | 49 5.2% | 12 2.6% | 23 4.0% | 38 5.7% |
| Smash | 10 .6% | 4 .5% | 6 .6% | 3 .6% | 4 .7% | 3 .4% |
| Rai 1 | 58 3.4% | 26 3.4% | 32 3.4% | 7 1.5% | 21 3.6% | 30 4.5% |
| Rai 2 | 11 .6% | 3 .4% | 8 .8% | 2 .4% | 3 .5% | 6 .9% |
| Rai 3 | 5 .3% | 4 .5% | 1 .1% | 1 .2% | 0 .0% | 4 .6% |
| Rete 4 | 27 1.6% | 10 1.3% | 17 1.8% | 4 .9% | 7 1.2% | 16 2.4% |
| Canale 5 | 159 9.3% | 43 5.7% | 116 12.2% | 54 11.7% | 63 10.9% | 42 6.3% |
| Italia 1 | 172 10.0% | 103 13.5% | 69 7.3% | 125 27.0% | 41 7.1% | 6 .9% |
| Other Italian Station | 2 .1% | 1 .1% | 1 .1% | 0 .0% | 0 .0% | 2 .3% |
| Discovery Channel | 35 2.0% | 27 3.5% | 8 .8% | 5 1.1% | 21 3.6% | 9 1.3% |
| MTV | 39 2.3% | 21 2.8% | 18 1.9% | 33 7.1% | 2 .3% | 4 .6% |
| BBC Prime | 45 2.6% | 8 1.1% | 37 3.9% | 12 2.6% | 18 3.1% | 15 2.2% |
| BBC World | 3 .2% | 2 .3% | 1 .1% | 1 .2% | 1 .2% | 1 .1% |
| Other Station | 117 6.8% | 65 8.5% | 52 5.5% | 36 7.8% | 41 7.1% | 40 6.0% |
| No favourite station | 485 28.3% | 213 28.0% | 272 28.6% | 97 21.0% | 153 26.5% | 235 35.0% |
| Refusal | 1 .1% | 0 .0% | 1 .1% | 0 .0% | 0 .0% | 1 .1% |
| Total | 1712 100.0% | 761 100.0% | 951 100.0% | 463 100.0% | 578 100.0% | 671 100.0% |

[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 | Total | Highest Education Level | | | | | |
|-----------------------|----------------|-------------------------|----------------|----------------|----------------|-----------------------|----------------|
| | | Primary | Secondary | Post-Secondary | Tertiary | Never attended school | Refusal |
| | Count Col % | Count Col % | Count Col % | Count Col % | Count Col % | Count Col % | Count Col % |
| Missing | 0 .0% | 0 .0% | 0 .0% | 0 .0% | 0 .0% | 0 .0% | 0 .0% |
| TVM | 247 14.4% | 94 16.4% | 95 14.5% | 24 9.8% | 18 12.6% | 15 15.8% | 1 25.0% |
| Super 1 | 223 13.0% | 102 17.8% | 82 12.6% | 15 6.1% | 4 2.8% | 19 20.0% | 1 25.0% |
| Net | 73 4.3% | 28 4.9% | 25 3.8% | 13 5.3% | 3 2.1% | 4 4.2% | 0 .0% |
| Smash | 10 .6% | 4 .7% | 6 .9% | 0 .0% | 0 .0% | 0 .0% | 0 .0% |
| Rai 1 | 58 3.4% | 8 1.4% | 23 3.5% | 12 4.9% | 13 9.1% | 2 2.1% | 0 .0% |
| Rai 2 | 11 .6% | 4 .7% | 3 .5% | 4 1.6% | 0 .0% | 0 .0% | 0 .0% |
| Rai 3 | 5 .3% | 1 .2% | 1 .2% | 2 .8% | 1 .7% | 0 .0% | 0 .0% |
| Rete 4 | 27 1.6% | 12 2.1% | 11 1.7% | 0 .0% | 0 .0% | 4 4.2% | 0 .0% |
| Canale 5 | 159 9.3% | 36 6.3% | 64 9.8% | 32 13.1% | 23 16.1% | 4 4.2% | 0 .0% |
| Italia 1 | 172 10.0% | 55 9.6% | 77 11.8% | 34 13.9% | 6 4.2% | 0 .0% | 0 .0% |
| Other Italian Station | 2 .1% | 1 .2% | 0 .0% | 0 .0% | 1 .7% | 0 .0% | 0 .0% |
| Discovery Channel | 35 2.0% | 3 .5% | 12 1.8% | 13 5.3% | 6 4.2% | 1 1.1% | 0 .0% |
| MTV | 39 2.3% | 21 3.7% | 13 2.0% | 5 2.0% | 0 .0% | 0 .0% | 0 .0% |
| BBC Prime | 45 2.6% | 4 .7% | 24 3.7% | 6 2.5% | 10 7.0% | 1 1.1% | 0 .0% |
| BBC World | 3 .2% | 1 .2% | 0 .0% | 1 .4% | 1 .7% | 0 .0% | 0 .0% |
| Other Station | 117 6.8% | 25 4.4% | 44 6.7% | 22 9.0% | 19 13.3% | 7 7.4% | 0 .0% |
| No favourite station | 485 28.3% | 173 30.2% | 173 26.5% | 61 25.0% | 38 26.6% | 38 40.0% | 2 50.0% |
| Refusal | 1 .1% | 1 .2% | 0 .0% | 0 .0% | 0 .0% | 0 .0% | 0 .0% |
| Total | 1712 100.0% | 573 100.0% | 653 100.0% | 244 100.0% | 143 100.0% | 95 100.0% | 4 100.0% |

[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 | Un-employed | Pensioner | Unable to work due to sickness/disability | Other Inactive person |
| | Count Col % | 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% | 0 .0% |
| TVM | 247 14.4% | 103 16.7% | 19 9.4% | 71 12.5% | 15 19.7% | 10 20.0% | 27 15.4% | 1 5.0% | 1 33.3% |
| Super 1 | 223 13.0% | 95 15.4% | 12 5.9% | 66 11.6% | 5 6.6% | 6 12.0% | 35 20.0% | 3 15.0% | 1 33.3% |
| Net | 73 4.3% | 42 6.8% | 4 2.0% | 20 3.5% | 1 1.3% | 1 2.0% | 5 2.9% | 0 .0% | 0 .0% |
| Smash | 10 .6% | 5 .8% | 1 .5% | 0 .0% | 1 1.3% | 1 2.0% | 1 .6% | 1 5.0% | 0 .0% |
| Rai 1 | 58 3.4% | 18 2.9% | 2 1.0% | 30 5.3% | 4 5.3% | 0 .0% | 4 2.3% | 0 .0% | 0 .0% |
| Rai 2 | 11 .6% | 7 1.1% | 1 .5% | 2 .4% | 0 .0% | 1 2.0% | 0 .0% | 0 .0% | 0 .0% |
| Rai 3 | 5 .3% | 1 .2% | 0 .0% | 3 .5% | 0 .0% | 0 .0% | 1 .6% | 0 .0% | 0 .0% |
| Rete 4 | 27 1.6% | 16 2.6% | 1 .5% | 5 .9% | 0 .0% | 0 .0% | 5 2.9% | 0 .0% | 0 .0% |
| Canale 5 | 159 9.3% | 61 9.9% | 16 7.9% | 66 11.6% | 7 9.2% | 3 6.0% | 6 3.4% | 0 .0% | 0 .0% |
| Italia 1 | 172 10.0% | 17 2.8% | 65 32.0% | 69 12.1% | 6 7.9% | 8 16.0% | 3 1.7% | 3 15.0% | 1 33.3% |
| Other Italian Station | 2 .1% | 1 .2% | 0 .0% | 1 .2% | 0 .0% | 0 .0% | 0 .0% | 0 .0% | 0 .0% |
| Discovery Channel | 35 2.0% | 3 .5% | 1 .5% | 18 3.2% | 8 10.5% | 1 2.0% | 3 1.7% | 1 5.0% | 0 .0% |
| MTV | 39 2.3% | 2 .3% | 25 12.3% | 8 1.4% | 1 1.3% | 0 .0% | 2 1.1% | 1 5.0% | 0 .0% |
| BBC Prime | 45 2.6% | 19 3.1% | 4 2.0% | 17 3.0% | 2 2.6% | 0 .0% | 3 1.7% | 0 .0% | 0 .0% |
| BBC World | 3 .2% | 0 .0% | 0 .0% | 1 .2% | 1 1.3% | 0 .0% | 1 .6% | 0 .0% | 0 .0% |
| Other Station | 117 6.8% | 22 3.6% | 23 11.3% | 41 7.2% | 10 13.2% | 3 6.0% | 17 9.7% | 1 5.0% | 0 .0% |
| No favourite station | 485 28.3% | 203 33.0% | 29 14.3% | 151 26.5% | 15 19.7% | 16 32.0% | 62 35.4% | 9 45.0% | 0 .0% |
| Refusal | 1 .1% | 1 .2% | 0 .0% | 0 .0% | 0 .0% | 0 .0% | 0 .0% | 0 .0% | 0 .0% |
| Total | 1712 100.0% | 616 100.0% | 203 100.0% | 569 100.0% | 76 100.0% | 50 100.0% | 175 100.0% | 20 100.0% | 3 100.0% |

[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 | 247 14.4% | 51 12.5% | 68 13.6% | 36 13.0% | 38 15.7% | 30 17.6% | 24 21.2% |
| Super 1 | 223 13.0% | 64 15.6% | 47 9.4% | 55 19.9% | 26 10.7% | 17 10.0% | 14 12.4% |
| Net | 73 4.3% | 16 3.9% | 25 5.0% | 6 2.2% | 11 4.5% | 11 6.5% | 4 3.5% |
| Smash | 10 .6% | 2 .5% | 3 .6% | 1 .4% | 1 .4% | 1 .6% | 2 1.8% |
| Rai 1 | 58 3.4% | 9 2.2% | 26 5.2% | 8 2.9% | 8 3.3% | 4 2.4% | 3 2.7% |
| Rai 2 | 11 .6% | 5 1.2% | 2 .4% | 2 .7% | 2 .8% | 0 .0% | 0 .0% |
| Rai 3 | 5 .3% | 2 .5% | 0 .0% | 0 .0% | 2 .8% | 1 .6% | 0 .0% |
| Rete 4 | 27 1.6% | 9 2.2% | 10 2.0% | 5 1.8% | 1 .4% | 1 .6% | 1 .9% |
| Canale 5 | 159 9.3% | 39 9.5% | 42 8.4% | 27 9.7% | 18 7.4% | 18 10.6% | 15 13.3% |
| Italia 1 | 172 10.0% | 49 12.0% | 47 9.4% | 28 10.1% | 26 10.7% | 10 5.9% | 12 10.6% |
| Other Italian Station | 2 .1% | 2 .5% | 0 .0% | 0 .0% | 0 .0% | 0 .0% | 0 .0% |
| Discovery Channel | 35 2.0% | 5 1.2% | 13 2.6% | 2 .7% | 4 1.7% | 8 4.7% | 3 2.7% |
| MTV | 39 2.3% | 6 1.5% | 16 3.2% | 4 1.4% | 5 2.1% | 5 2.9% | 3 2.7% |
| BBC Prime | 45 2.6% | 5 1.2% | 15 3.0% | 2 .7% | 13 5.4% | 9 5.3% | 1 .9% |
| BBC World | 3 .2% | 0 .0% | 0 .0% | 1 .4% | 1 .4% | 0 .0% | 1 .9% |
| Other Station | 117 6.8% | 20 4.9% | 40 8.0% | 19 6.9% | 20 8.3% | 13 7.6% | 5 4.4% |
| No favourite station | 485 28.3% | 125 30.6% | 147 29.3% | 81 29.2% | 66 27.3% | 41 24.1% | 25 22.1% |
| Refusal | 1 .1% | 0 .0% | 0 .0% | 0 .0% | 0 .0% | 1 .6% | 0 .0% |
| Total | 1712 100.0% | 409 100.0% | 501 100.0% | 277 100.0% | 242 100.0% | 170 100.0% | 113 100.0% |

[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 | | | |
|--------------------------|------------|-------|-------|--------|-------|--------|-------|
| | | | | Male | | Female | |
| | | Count | Col % | Count | Col % | Count | Col % |
| Weather | Yes | 1256 | 84.2% | 551 | 84.5% | 705 | 84.0% |
| | No | 232 | 15.6% | 99 | 15.2% | 133 | 15.9% |
| | Don't Know | 3 | .2% | 2 | .3% | 1 | .1% |
| Music | Yes | 634 | 42.5% | 265 | 40.6% | 369 | 44.0% |
| | No | 853 | 57.2% | 384 | 58.9% | 469 | 55.9% |
| | Don't Know | 4 | .3% | 3 | .5% | 1 | .1% |
| Films | Yes | 698 | 46.8% | 284 | 43.6% | 414 | 49.3% |
| | No | 790 | 53.0% | 366 | 56.1% | 424 | 50.5% |
| | Don't Know | 3 | .2% | 2 | .3% | 1 | .1% |
| Serials and Soap Operas | Yes | 868 | 58.2% | 322 | 49.4% | 546 | 65.1% |
| | No | 619 | 41.5% | 328 | 50.3% | 291 | 34.7% |
| | Don't Know | 4 | .3% | 2 | .3% | 2 | .2% |
| Documentary | Yes | 860 | 57.7% | 389 | 59.7% | 471 | 56.1% |
| | No | 628 | 42.1% | 261 | 40.0% | 367 | 43.7% |
| | Don't Know | 3 | .2% | 2 | .3% | 1 | .1% |
| Discussions | Yes | 1063 | 71.3% | 451 | 69.2% | 612 | 72.9% |
| | No | 425 | 28.5% | 199 | 30.5% | 226 | 26.9% |
| | Don't Know | 3 | .2% | 2 | .3% | 1 | .1% |
| Sports | Yes | 628 | 42.1% | 412 | 63.2% | 216 | 25.7% |
| | No | 860 | 57.7% | 238 | 36.5% | 622 | 74.1% |
| | Don't Know | 3 | .2% | 2 | .3% | 1 | .1% |
| Quizzes | Yes | 804 | 53.9% | 271 | 41.6% | 533 | 63.5% |
| | No | 683 | 45.8% | 379 | 58.1% | 304 | 36.2% |
| | Don't Know | 4 | .3% | 2 | .3% | 2 | .2% |
| Plays / drama | Yes | 1125 | 75.5% | 425 | 65.2% | 700 | 83.4% |
| | No | 363 | 24.3% | 225 | 34.5% | 138 | 16.4% |
| | Don't Know | 3 | .2% | 2 | .3% | 1 | .1% |
| Arts / Culture | Yes | 734 | 49.2% | 316 | 48.5% | 418 | 49.8% |
| | No | 754 | 50.6% | 334 | 51.2% | 420 | 50.1% |
| | Don't Know | 3 | .2% | 2 | .3% | 1 | .1% |
| House Programmes | Yes | 851 | 57.1% | 244 | 37.4% | 607 | 72.3% |
| | No | 636 | 42.7% | 406 | 62.3% | 230 | 27.4% |
| | Don't Know | 4 | .3% | 2 | .3% | 2 | .2% |
| Investment / Businesses | Yes | 375 | 25.2% | 161 | 24.7% | 214 | 25.5% |
| | No | 1113 | 74.6% | 489 | 75.0% | 624 | 74.4% |
| | Don't Know | 3 | .2% | 2 | .3% | 1 | .1% |
| Children Programmes | Yes | 574 | 38.5% | 191 | 29.3% | 383 | 45.6% |
| | No | 914 | 61.3% | 459 | 70.4% | 455 | 54.2% |
| | Don't Know | 3 | .2% | 2 | .3% | 1 | .1% |
| News and Current Affairs | Yes | 1325 | 88.9% | 584 | 89.6% | 741 | 88.3% |
| | No | 163 | 10.9% | 66 | 10.1% | 97 | 11.6% |
| | Don't Know | 3 | .2% | 2 | .3% | 1 | .1% |

[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 | Col % | Count | Col % | Count | Col % | Count | Col % |
| Weather | Yes | 1256 | 84.2% | 261 | 71.3% | 428 | 84.6% | 567 | 91.6% |
| | No | 232 | 15.6% | 105 | 28.7% | 77 | 15.2% | 50 | 8.1% |
| | Don't Know | 3 | .2% | 0 | .0% | 1 | .2% | 2 | .3% |
| Music | Yes | 634 | 42.5% | 180 | 49.2% | 201 | 39.7% | 253 | 40.9% |
| | No | 853 | 57.2% | 186 | 50.8% | 303 | 59.9% | 364 | 58.8% |
| | Don't Know | 4 | .3% | 0 | .0% | 2 | .4% | 2 | .3% |
| Films | Yes | 698 | 46.8% | 190 | 51.9% | 237 | 46.8% | 271 | 43.8% |
| | No | 790 | 53.0% | 176 | 48.1% | 268 | 53.0% | 346 | 55.9% |
| | Don't Know | 3 | .2% | 0 | .0% | 1 | .2% | 2 | .3% |
| Serials and Soap Operas | Yes | 868 | 58.2% | 218 | 59.6% | 279 | 55.1% | 371 | 59.9% |
| | No | 619 | 41.5% | 148 | 40.4% | 226 | 44.7% | 245 | 39.6% |
| | Don't Know | 4 | .3% | 0 | .0% | 1 | .2% | 3 | .5% |
| Documentary | Yes | 860 | 57.7% | 156 | 42.6% | 294 | 58.1% | 410 | 66.2% |
| | No | 628 | 42.1% | 210 | 57.4% | 211 | 41.7% | 207 | 33.4% |
| | Don't Know | 3 | .2% | 0 | .0% | 1 | .2% | 2 | .3% |
| Discussions | Yes | 1063 | 71.3% | 194 | 53.0% | 386 | 76.3% | 483 | 78.0% |
| | No | 425 | 28.5% | 172 | 47.0% | 119 | 23.5% | 134 | 21.6% |
| | Don't Know | 3 | .2% | 0 | .0% | 1 | .2% | 2 | .3% |
| Sports | Yes | 628 | 42.1% | 178 | 48.6% | 201 | 39.7% | 249 | 40.2% |
| | No | 860 | 57.7% | 188 | 51.4% | 304 | 60.1% | 368 | 59.5% |
| | Don't Know | 3 | .2% | 0 | .0% | 1 | .2% | 2 | .3% |
| Quizzes | Yes | 804 | 53.9% | 188 | 51.4% | 265 | 52.4% | 351 | 56.7% |
| | No | 683 | 45.8% | 178 | 48.6% | 240 | 47.4% | 265 | 42.8% |
| | Don't Know | 4 | .3% | 0 | .0% | 1 | .2% | 3 | .5% |
| Plays / drama | Yes | 1125 | 75.5% | 267 | 73.0% | 371 | 73.3% | 487 | 78.7% |
| | No | 363 | 24.3% | 99 | 27.0% | 134 | 26.5% | 130 | 21.0% |
| | Don't Know | 3 | .2% | 0 | .0% | 1 | .2% | 2 | .3% |
| Arts / Culture | Yes | 734 | 49.2% | 127 | 34.7% | 244 | 48.2% | 363 | 58.6% |
| | No | 754 | 50.6% | 239 | 65.3% | 261 | 51.6% | 254 | 41.0% |
| | Don't Know | 3 | .2% | 0 | .0% | 1 | .2% | 2 | .3% |
| House Programmes | Yes | 851 | 57.1% | 143 | 39.1% | 309 | 61.1% | 399 | 64.5% |
| | No | 636 | 42.7% | 223 | 60.9% | 196 | 38.7% | 217 | 35.1% |
| | Don't Know | 4 | .3% | 0 | .0% | 1 | .2% | 3 | .5% |
| Investment / Businesses | Yes | 375 | 25.2% | 61 | 16.7% | 120 | 23.7% | 194 | 31.3% |
| | No | 1113 | 74.6% | 305 | 83.3% | 385 | 76.1% | 423 | 68.3% |
| | Don't Know | 3 | .2% | 0 | .0% | 1 | .2% | 2 | .3% |
| Children Programmes | Yes | 574 | 38.5% | 146 | 39.9% | 225 | 44.5% | 203 | 32.8% |
| | No | 914 | 61.3% | 220 | 60.1% | 280 | 55.3% | 414 | 66.9% |
| | Don't Know | 3 | .2% | 0 | .0% | 1 | .2% | 2 | .3% |
| News and Current Affairs | Yes | 1325 | 88.9% | 289 | 79.0% | 456 | 90.1% | 580 | 93.7% |
| | No | 163 | 10.9% | 77 | 21.0% | 49 | 9.7% | 37 | 6.0% |
| | Don't Know | 3 | .2% | 0 | .0% | 1 | .2% | 2 | .3% |

[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? | | 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 % |
| Weather | Yes | 1256 | 84.2% | 456 | 85.1% | 484 | 84.2% | 151 | 79.9% | 84 | 84.8% | 78 | 88.6% | 3 | 75.0% |
| | No | 232 | 15.6% | 80 | 14.9% | 91 | 15.8% | 37 | 19.6% | 15 | 15.2% | 8 | 9.1% | 1 | 25.0% |
| | Don't Know | 3 | .2% | 0 | .0% | 0 | .0% | 1 | .5% | 0 | .0% | 2 | 2.3% | 0 | .0% |
| Music | Yes | 634 | 42.5% | 261 | 48.7% | 240 | 41.7% | 72 | 38.1% | 27 | 27.3% | 34 | 38.6% | 0 | .0% |
| | No | 853 | 57.2% | 274 | 51.1% | 335 | 58.3% | 116 | 61.4% | 72 | 72.7% | 52 | 59.1% | 4 | 100.0% |
| | Don't Know | 4 | .3% | 1 | .2% | 0 | .0% | 1 | .5% | 0 | .0% | 2 | 2.3% | 0 | .0% |
| Films | Yes | 698 | 46.8% | 285 | 53.2% | 275 | 47.8% | 76 | 40.2% | 30 | 30.3% | 32 | 36.4% | 0 | .0% |
| | No | 790 | 53.0% | 251 | 46.8% | 300 | 52.2% | 112 | 59.3% | 69 | 69.7% | 54 | 61.4% | 4 | 100.0% |
| | Don't Know | 3 | .2% | 0 | .0% | 0 | .0% | 1 | .5% | 0 | .0% | 2 | 2.3% | 0 | .0% |
| Serials and Soap Operas | Yes | 868 | 58.2% | 366 | 68.3% | 323 | 56.2% | 93 | 49.2% | 29 | 29.3% | 55 | 62.5% | 2 | 50.0% |
| | No | 619 | 41.5% | 169 | 31.5% | 252 | 43.8% | 95 | 50.3% | 70 | 70.7% | 31 | 35.2% | 2 | 50.0% |
| | Don't Know | 4 | .3% | 1 | .2% | 0 | .0% | 1 | .5% | 0 | .0% | 2 | 2.3% | 0 | .0% |
| Documentary | Yes | 860 | 57.7% | 320 | 59.7% | 317 | 55.1% | 116 | 61.4% | 57 | 57.6% | 49 | 55.7% | 1 | 25.0% |
| | No | 628 | 42.1% | 216 | 40.3% | 258 | 44.9% | 72 | 38.1% | 42 | 42.4% | 37 | 42.0% | 3 | 75.0% |
| | Don't Know | 3 | .2% | 0 | .0% | 0 | .0% | 1 | .5% | 0 | .0% | 2 | 2.3% | 0 | .0% |
| Discussions | Yes | 1063 | 71.3% | 378 | 70.5% | 405 | 70.4% | 141 | 74.6% | 74 | 74.7% | 62 | 70.5% | 3 | 75.0% |
| | No | 425 | 28.5% | 158 | 29.5% | 170 | 29.6% | 47 | 24.9% | 25 | 25.3% | 24 | 27.3% | 1 | 25.0% |
| | Don't Know | 3 | .2% | 0 | .0% | 0 | .0% | 1 | .5% | 0 | .0% | 2 | 2.3% | 0 | .0% |
| Sports | Yes | 628 | 42.1% | 219 | 40.9% | 244 | 42.4% | 85 | 45.0% | 46 | 46.5% | 33 | 37.5% | 1 | 25.0% |
| | No | 860 | 57.7% | 317 | 59.1% | 331 | 57.6% | 103 | 54.5% | 53 | 53.5% | 53 | 60.2% | 3 | 75.0% |
| | Don't Know | 3 | .2% | 0 | .0% | 0 | .0% | 1 | .5% | 0 | .0% | 2 | 2.3% | 0 | .0% |
| Quizzes | Yes | 804 | 53.9% | 336 | 62.7% | 302 | 52.5% | 89 | 47.1% | 37 | 37.4% | 40 | 45.5% | 0 | .0% |
| | No | 683 | 45.8% | 199 | 37.1% | 273 | 47.5% | 99 | 52.4% | 62 | 62.6% | 46 | 52.3% | 4 | 100.0% |
| | Don't Know | 4 | .3% | 1 | .2% | 0 | .0% | 1 | .5% | 0 | .0% | 2 | 2.3% | 0 | .0% |
| Plays / drama | Yes | 1125 | 75.5% | 464 | 86.6% | 432 | 75.1% | 119 | 63.0% | 44 | 44.4% | 63 | 71.6% | 3 | 75.0% |
| | No | 363 | 24.3% | 72 | 13.4% | 143 | 24.9% | 69 | 36.5% | 55 | 55.6% | 23 | 26.1% | 1 | 25.0% |
| | Don't Know | 3 | .2% | 0 | .0% | 0 | .0% | 1 | .5% | 0 | .0% | 2 | 2.3% | 0 | .0% |
| Arts / Culture | Yes | 734 | 49.2% | 283 | 52.8% | 265 | 46.1% | 93 | 49.2% | 47 | 47.5% | 45 | 51.1% | 1 | 25.0% |
| | No | 754 | 50.6% | 253 | 47.2% | 310 | 53.9% | 95 | 50.3% | 52 | 52.5% | 41 | 46.6% | 3 | 75.0% |
| | Don't Know | 3 | .2% | 0 | .0% | 0 | .0% | 1 | .5% | 0 | .0% | 2 | 2.3% | 0 | .0% |
| House Programmes | Yes | 851 | 57.1% | 332 | 61.9% | 334 | 58.1% | 104 | 55.0% | 33 | 33.3% | 48 | 54.5% | 0 | .0% |
| | No | 636 | 42.7% | 203 | 37.9% | 241 | 41.9% | 84 | 44.4% | 66 | 66.7% | 38 | 43.2% | 4 | 100.0% |
| | Don't Know | 4 | .3% | 1 | .2% | 0 | .0% | 1 | .5% | 0 | .0% | 2 | 2.3% | 0 | .0% |
| Investment / Businesses | Yes | 375 | 25.2% | 143 | 26.7% | 143 | 24.9% | 41 | 21.7% | 22 | 22.2% | 26 | 29.5% | 0 | .0% |
| | No | 1113 | 74.6% | 393 | 73.3% | 432 | 75.1% | 147 | 77.8% | 77 | 77.8% | 60 | 68.2% | 4 | 100.0% |
| | Don't Know | 3 | .2% | 0 | .0% | 0 | .0% | 1 | .5% | 0 | .0% | 2 | 2.3% | 0 | .0% |
| Children Programmes | Yes | 574 | 38.5% | 240 | 44.8% | 221 | 38.4% | 57 | 30.2% | 27 | 27.3% | 28 | 31.8% | 1 | 25.0% |
| | No | 914 | 61.3% | 296 | 55.2% | 354 | 61.6% | 131 | 69.3% | 72 | 72.7% | 58 | 65.9% | 3 | 75.0% |
| | Don't Know | 3 | .2% | 0 | .0% | 0 | .0% | 1 | .5% | 0 | .0% | 2 | 2.3% | 0 | .0% |
| News and Current Affairs | Yes | 1325 | 88.9% | 478 | 89.2% | 502 | 87.3% | 169 | 89.4% | 92 | 92.9% | 81 | 92.0% | 3 | 75.0% |
| | No | 163 | 10.9% | 58 | 10.8% | 73 | 12.7% | 19 | 10.1% | 7 | 7.1% | 5 | 5.7% | 1 | 25.0% |
| | Don't Know | 3 | .2% | 0 | .0% | 0 | .0% | 1 | .5% | 0 | .0% | 2 | 2.3% | 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 | | | | | | | | | | | | | | | |
|--------------------------|------------|-------|-------|-----------------|-------|---------|-------|----------|-------|---------------|-------|-------------|-------|-----------|-------|--|-------|-----------------------|--------|
| | | Count | Col % | House person | | Student | | Employed | | Self-Employed | | Un-employed | | Pensioner | | Unable to work due to sickness/ disability | | Other Inactive person | |
| | | | | Count | Col % | Count | Col % | Count | Col % | Count | Col % | Count | Col % | Count | Col % | Count | Col % | Count | Col % |
| Weather | Yes | 1256 | 84.2% | 511 | 88.7% | 103 | 65.6% | 385 | 83.0% | 55 | 83.3% | 39 | 84.8% | 147 | 90.2% | 14 | 87.5% | 2 | 66.7% |
| | No | 232 | 15.6% | 64 | 11.1% | 54 | 34.4% | 79 | 17.0% | 11 | 16.7% | 7 | 15.2% | 14 | 8.6% | 2 | 12.5% | 1 | 33.3% |
| | Don't Know | 3 | .2% | 1 | .2% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 2 | 1.2% | 0 | .0% | 0 | .0% |
| Music | Yes | 634 | 42.5% | 244 | 42.4% | 78 | 49.7% | 185 | 39.9% | 24 | 36.4% | 25 | 54.3% | 66 | 40.5% | 10 | 62.5% | 2 | 66.7% |
| | No | 853 | 57.2% | 331 | 57.5% | 79 | 50.3% | 278 | 59.9% | 42 | 63.6% | 21 | 45.7% | 95 | 58.3% | 6 | 37.5% | 1 | 33.3% |
| | Don't Know | 4 | .3% | 1 | .2% | 0 | .0% | 1 | .2% | 0 | .0% | 0 | .0% | 2 | 1.2% | 0 | .0% | 0 | .0% |
| Films | Yes | 698 | 46.8% | 281 | 48.8% | 88 | 56.1% | 206 | 44.4% | 28 | 42.4% | 24 | 52.2% | 61 | 37.4% | 9 | 56.3% | 1 | 33.3% |
| | No | 790 | 53.0% | 294 | 51.0% | 69 | 43.9% | 258 | 55.6% | 38 | 57.6% | 22 | 47.8% | 100 | 61.3% | 7 | 43.8% | 2 | 66.7% |
| | Don't Know | 3 | .2% | 1 | .2% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 2 | 1.2% | 0 | .0% | 0 | .0% |
| Serials and Soap Operas | Yes | 868 | 58.2% | 394 | 68.4% | 107 | 68.2% | 216 | 46.6% | 34 | 51.5% | 23 | 50.0% | 83 | 50.9% | 9 | 56.3% | 2 | 66.7% |
| | No | 619 | 41.5% | 180 | 31.3% | 50 | 31.8% | 248 | 53.4% | 32 | 48.5% | 23 | 50.0% | 78 | 47.9% | 7 | 43.8% | 1 | 33.3% |
| | Don't Know | 4 | .3% | 2 | .3% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 2 | 1.2% | 0 | .0% | 0 | .0% |
| Documentary | Yes | 860 | 57.7% | 368 | 63.9% | 58 | 36.9% | 251 | 54.1% | 36 | 54.5% | 25 | 54.3% | 107 | 65.6% | 14 | 87.5% | 1 | 33.3% |
| | No | 628 | 42.1% | 207 | 35.9% | 99 | 63.1% | 213 | 45.9% | 30 | 45.5% | 21 | 45.7% | 54 | 33.1% | 2 | 12.5% | 2 | 66.7% |
| | Don't Know | 3 | .2% | 1 | .2% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 2 | 1.2% | 0 | .0% | 0 | .0% |
| Discussions | Yes | 1063 | 71.3% | 458 | 79.5% | 68 | 43.3% | 316 | 68.1% | 52 | 78.8% | 30 | 65.2% | 124 | 76.1% | 14 | 87.5% | 1 | 33.3% |
| | No | 425 | 28.5% | 117 | 20.3% | 89 | 56.7% | 148 | 31.9% | 14 | 21.2% | 16 | 34.8% | 37 | 22.7% | 2 | 12.5% | 2 | 66.7% |
| | Don't Know | 3 | .2% | 1 | .2% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 2 | 1.2% | 0 | .0% | 0 | .0% |
| Sports | Yes | 628 | 42.1% | 144 | 25.0% | 77 | 49.0% | 228 | 49.1% | 40 | 60.6% | 27 | 58.7% | 104 | 63.8% | 7 | 43.8% | 1 | 33.3% |
| | No | 860 | 57.7% | 431 | 74.8% | 80 | 51.0% | 236 | 50.9% | 26 | 39.4% | 19 | 41.3% | 57 | 35.0% | 9 | 56.3% | 2 | 66.7% |
| | Don't Know | 3 | .2% | 1 | .2% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 2 | 1.2% | 0 | .0% | 0 | .0% |
| Quizzes | Yes | 804 | 53.9% | 386 | 67.0% | 88 | 56.1% | 201 | 43.3% | 28 | 42.4% | 20 | 43.5% | 71 | 43.6% | 9 | 56.3% | 1 | 33.3% |
| | No | 683 | 45.8% | 188 | 32.6% | 69 | 43.9% | 263 | 56.7% | 38 | 57.6% | 26 | 56.5% | 90 | 55.2% | 7 | 43.8% | 2 | 66.7% |
| | Don't Know | 4 | .3% | 2 | .3% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 2 | 1.2% | 0 | .0% | 0 | .0% |
| Plays / drama | Yes | 1125 | 75.5% | 506 | 87.8% | 119 | 75.8% | 306 | 65.9% | 45 | 68.2% | 30 | 65.2% | 103 | 63.2% | 14 | 87.5% | 2 | 66.7% |
| | No | 363 | 24.3% | 69 | 12.0% | 38 | 24.2% | 158 | 34.1% | 21 | 31.8% | 16 | 34.8% | 58 | 35.6% | 2 | 12.5% | 1 | 33.3% |
| | Don't Know | 3 | .2% | 1 | .2% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 2 | 1.2% | 0 | .0% | 0 | .0% |
| Arts / Culture | Yes | 734 | 49.2% | 322 | 55.9% | 53 | 33.8% | 198 | 42.7% | 31 | 47.0% | 24 | 52.2% | 99 | 60.7% | 7 | 43.8% | 0 | .0% |
| | No | 754 | 50.6% | 253 | 43.9% | 104 | 66.2% | 266 | 57.3% | 35 | 53.0% | 22 | 47.8% | 62 | 38.0% | 9 | 56.3% | 3 | 100.0% |
| | Don't Know | 3 | .2% | 1 | .2% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 2 | 1.2% | 0 | .0% | 0 | .0% |
| House Programmes | Yes | 851 | 57.1% | 471 | 81.8% | 32 | 20.4% | 220 | 47.4% | 25 | 37.9% | 17 | 37.0% | 73 | 44.8% | 11 | 68.8% | 2 | 66.7% |
| | No | 636 | 42.7% | 103 | 17.9% | 125 | 79.6% | 244 | 52.6% | 41 | 62.1% | 29 | 63.0% | 88 | 54.0% | 5 | 31.3% | 1 | 33.3% |
| | Don't Know | 4 | .3% | 2 | .3% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 2 | 1.2% | 0 | .0% | 0 | .0% |
| Investment/ Businesses | Yes | 375 | 25.2% | 176 | 30.6% | 17 | 10.8% | 90 | 19.4% | 24 | 36.4% | 9 | 19.6% | 52 | 31.9% | 7 | 43.8% | 0 | .0% |
| | No | 1113 | 74.6% | 399 | 69.3% | 140 | 89.2% | 374 | 80.6% | 42 | 63.6% | 37 | 80.4% | 109 | 66.9% | 9 | 56.3% | 3 | 100.0% |
| | Don't Know | 3 | .2% | 1 | .2% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 2 | 1.2% | 0 | .0% | 0 | .0% |
| Children Programmes | Yes | 574 | 38.5% | 287 | 49.8% | 70 | 44.6% | 148 | 31.9% | 15 | 22.7% | 15 | 32.6% | 32 | 19.6% | 6 | 37.5% | 1 | 33.3% |
| | No | 914 | 61.3% | 288 | 50.0% | 87 | 55.4% | 316 | 68.1% | 51 | 77.3% | 31 | 67.4% | 129 | 79.1% | 10 | 62.5% | 2 | 66.7% |
| | Don't Know | 3 | .2% | 1 | .2% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 2 | 1.2% | 0 | .0% | 0 | .0% |
| News and Current Affairs | Yes | 1325 | 88.9% | 523 | 90.8% | 120 | 76.4% | 414 | 89.2% | 60 | 90.9% | 42 | 91.3% | 151 | 92.6% | 13 | 81.3% | 2 | 66.7% |
| | No | 163 | 10.9% | 52 | 9.0% | 37 | 23.6% | 50 | 10.8% | 6 | 9.1% | 4 | 8.7% | 10 | 6.1% | 3 | 18.8% | 1 | 33.3% |
| | Don't Know | 3 | .2% | 1 | .2% | 0 | .0% | 0 | .0% | 0 | .0% | 0 | .0% | 2 | 1.2% | 0 | .0% | 0 | .0% |

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



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

| Do you watch TV? | | Total | | District | | | | | | | | | | | |
|--------------------------|------------|-------|-------|------------------|-------|------------------|-------|---------------|-------|---------|-------|----------|-------|---------------|-------|
| | | | | Southern harbour | | Northern harbour | | South Eastern | | Western | | Northern | | Gozo & Comino | |
| | | | | Count | Col % | Count | Col % | Count | Col % | Count | Col % | Count | Col % | Count | Col % |
| Weather | Yes | 1256 | 84.2% | 300 | 82.2% | 366 | 84.3% | 207 | 83.5% | 183 | 87.6% | 122 | 86.5% | 78 | 83.0% |
| | No | 232 | 15.6% | 64 | 17.5% | 67 | 15.4% | 41 | 16.5% | 26 | 12.4% | 19 | 13.5% | 15 | 16.0% |
| | Don't Know | 3 | .2% | 1 | .3% | 1 | .2% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 1.1% |
| Music | Yes | 634 | 42.5% | 163 | 44.7% | 196 | 45.2% | 104 | 41.9% | 86 | 41.1% | 43 | 30.5% | 42 | 44.7% |
| | No | 853 | 57.2% | 200 | 54.8% | 237 | 54.6% | 144 | 58.1% | 123 | 58.9% | 98 | 69.5% | 51 | 54.3% |
| | Don't Know | 4 | .3% | 2 | .5% | 1 | .2% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 1.1% |
| Films | Yes | 698 | 46.8% | 185 | 50.7% | 207 | 47.7% | 105 | 42.3% | 100 | 47.8% | 62 | 44.0% | 39 | 41.5% |
| | No | 790 | 53.0% | 179 | 49.0% | 226 | 52.1% | 143 | 57.7% | 109 | 52.2% | 79 | 56.0% | 54 | 57.4% |
| | Don't Know | 3 | .2% | 1 | .3% | 1 | .2% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 1.1% |
| Serials and Soap Operas | Yes | 868 | 58.2% | 215 | 58.9% | 258 | 59.4% | 153 | 61.7% | 120 | 57.4% | 68 | 48.2% | 54 | 57.4% |
| | No | 619 | 41.5% | 148 | 40.5% | 175 | 40.3% | 95 | 38.3% | 89 | 42.6% | 73 | 51.8% | 39 | 41.5% |
| | Don't Know | 4 | .3% | 2 | .5% | 1 | .2% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 1.1% |
| Documentary | Yes | 860 | 57.7% | 211 | 57.8% | 257 | 59.2% | 136 | 54.8% | 123 | 58.9% | 77 | 54.6% | 56 | 59.6% |
| | No | 628 | 42.1% | 153 | 41.9% | 176 | 40.6% | 112 | 45.2% | 86 | 41.1% | 64 | 45.4% | 37 | 39.4% |
| | Don't Know | 3 | .2% | 1 | .3% | 1 | .2% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 1.1% |
| Discussions | Yes | 1063 | 71.3% | 266 | 72.9% | 303 | 69.8% | 176 | 71.0% | 152 | 72.7% | 101 | 71.6% | 65 | 69.1% |
| | No | 425 | 28.5% | 98 | 26.8% | 130 | 30.0% | 72 | 29.0% | 57 | 27.3% | 40 | 28.4% | 28 | 29.8% |
| | Don't Know | 3 | .2% | 1 | .3% | 1 | .2% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 1.1% |
| Sports | Yes | 628 | 42.1% | 154 | 42.2% | 194 | 44.7% | 99 | 39.9% | 87 | 41.6% | 59 | 41.8% | 35 | 37.2% |
| | No | 860 | 57.7% | 210 | 57.5% | 239 | 55.1% | 149 | 60.1% | 122 | 58.4% | 82 | 58.2% | 58 | 61.7% |
| | Don't Know | 3 | .2% | 1 | .3% | 1 | .2% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 1.1% |
| Quizzes | Yes | 804 | 53.9% | 205 | 56.2% | 224 | 51.6% | 139 | 56.0% | 119 | 56.9% | 70 | 49.6% | 47 | 50.0% |
| | No | 683 | 45.8% | 158 | 43.3% | 209 | 48.2% | 109 | 44.0% | 90 | 43.1% | 71 | 50.4% | 46 | 48.9% |
| | Don't Know | 4 | .3% | 2 | .5% | 1 | .2% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 1.1% |
| Plays / drama | Yes | 1125 | 75.5% | 281 | 77.0% | 329 | 75.8% | 195 | 78.6% | 154 | 73.7% | 97 | 68.8% | 69 | 73.4% |
| | No | 363 | 24.3% | 83 | 22.7% | 104 | 24.0% | 53 | 21.4% | 55 | 26.3% | 44 | 31.2% | 24 | 25.5% |
| | Don't Know | 3 | .2% | 1 | .3% | 1 | .2% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 1.1% |
| Arts / Culture | Yes | 734 | 49.2% | 186 | 51.0% | 211 | 48.6% | 115 | 46.4% | 105 | 50.2% | 66 | 46.8% | 51 | 54.3% |
| | No | 754 | 50.6% | 178 | 48.8% | 222 | 51.2% | 133 | 53.6% | 104 | 49.8% | 75 | 53.2% | 42 | 44.7% |
| | Don't Know | 3 | .2% | 1 | .3% | 1 | .2% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 1.1% |
| House Programmes | Yes | 851 | 57.1% | 203 | 55.6% | 255 | 58.8% | 140 | 56.5% | 118 | 56.5% | 79 | 56.0% | 56 | 59.6% |
| | No | 636 | 42.7% | 160 | 43.8% | 178 | 41.0% | 108 | 43.5% | 91 | 43.5% | 62 | 44.0% | 37 | 39.4% |
| | Don't Know | 4 | .3% | 2 | .5% | 1 | .2% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 1.1% |
| Investment / Businesses | Yes | 375 | 25.2% | 83 | 22.7% | 110 | 25.3% | 63 | 25.4% | 63 | 30.1% | 38 | 27.0% | 18 | 19.1% |
| | No | 1113 | 74.6% | 281 | 77.0% | 323 | 74.4% | 185 | 74.6% | 146 | 69.9% | 103 | 73.0% | 75 | 79.8% |
| | Don't Know | 3 | .2% | 1 | .3% | 1 | .2% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 1.1% |
| Children Programmes | Yes | 574 | 38.5% | 136 | 37.3% | 167 | 38.5% | 94 | 37.9% | 94 | 45.0% | 55 | 39.0% | 28 | 29.8% |
| | No | 914 | 61.3% | 228 | 62.5% | 266 | 61.3% | 154 | 62.1% | 115 | 55.0% | 86 | 61.0% | 65 | 69.1% |
| | Don't Know | 3 | .2% | 1 | .3% | 1 | .2% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 1.1% |
| News and Current Affairs | Yes | 1325 | 88.9% | 320 | 87.7% | 385 | 88.7% | 223 | 89.9% | 189 | 90.4% | 126 | 89.4% | 82 | 87.2% |
| | No | 163 | 10.9% | 44 | 12.1% | 48 | 11.1% | 25 | 10.1% | 20 | 9.6% | 15 | 10.6% | 11 | 11.7% |
| | Don't Know | 3 | .2% | 1 | .3% | 1 | .2% | 0 | .0% | 0 | .0% | 0 | .0% | 1 | 1.1% |

[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+ |
| Yes | Count | 1335 | 585 | 750 | 333 | 447 | 555 |
| | Column % | 74.9% | 72.9% | 76.5% | 68.8% | 74.7% | 79.2% |
| No | Count | 448 | 217 | 231 | 151 | 151 | 146 |
| | Column % | 25.1% | 27.1% | 23.5% | 31.2% | 25.3% | 20.8% |
| Total | Count | 1783 | 802 | 981 | 484 | 598 | 701 |
| | Column % | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 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 |
| Yes | Count | 1335 | 457 | 501 | 184 | 104 | 86 | 3 |
| | Column % | 74.9% | 77.9% | 72.7% | 73.3% | 72.7% | 80.4% | 50.0% |
| No | Count | 448 | 130 | 188 | 67 | 39 | 21 | 3 |
| | Column % | 25.1% | 22.1% | 27.3% | 26.7% | 27.3% | 19.6% | 50.0% |
| Total | Count | 1783 | 587 | 689 | 251 | 143 | 107 | 6 |
| | Column % | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 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 | | | | | | | |
|----------------------------|-------|--------|-----------------|---------|----------|---------------|-------------|-----------|---|-----------------------|
| | | | House person | Student | Employed | Self-Employed | Un-employed | Pensioner | Unable to work due to sickness/disability | Other Inactive person |
| Yes | Count | 1335 | 502 | 152 | 419 | 56 | 41 | 145 | 17 | 3 |
| | Col % | 74.9% | 79.1% | 73.4% | 70.9% | 67.5% | 71.9% | 78.4% | 77.3% | 100.0% |
| No | Count | 448 | 133 | 55 | 172 | 27 | 16 | 40 | 5 | 0 |
| | Col % | 25.1% | 20.9% | 26.6% | 29.1% | 32.5% | 28.1% | 21.6% | 22.7% | .0% |
| Total | Count | 1783 | 635 | 207 | 591 | 83 | 57 | 185 | 22 | 3 |
| | Col % | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 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 | Count | 1335 | 317 | 400 | 214 | 186 | 129 | 89 |
| | Column % | 74.9% | 75.1% | 78.1% | 71.8% | 74.1% | 72.5% | 73.0% |
| No | Count | 448 | 105 | 112 | 84 | 65 | 49 | 33 |
| | Column % | 25.1% | 24.9% | 21.9% | 28.2% | 25.9% | 27.5% | 27.0% |
| Total | Count | 1783 | 422 | 512 | 298 | 251 | 178 | 122 |
| | Column % | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |

[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 N | Jul N | Aug N | Sep N | Oct N | Nov N | Dec N | Jan N | Feb N | Mar N | Apr N | May N | Jun N |
| > 12:00 | 17 | 20 | 13 | 8 | 9 | 11 | 16 | 13 | 5 | 12 | 15 | 8 | 6 |
| 12:00 - 19:00 | 38 | 33 | 30 | 36 | 35 | 32 | 37 | 44 | 21 | 42 | 36 | 23 | 30 |
| 19:00 - 20:30 | 70 | 54 | 44 | 52 | 48 | 45 | 53 | 58 | 46 | 64 | 55 | 43 | 54 |
| 20:30 - 22:00 | 82 | 61 | 53 | 66 | 83 | 87 | 72 | 83 | 61 | 72 | 68 | 65 | 66 |
| 22:00 - 24:00 | 31 | 18 | 19 | 37 | 34 | 27 | 34 | 25 | 24 | 23 | 22 | 31 | 30 |
| | 238 | 186 | 159 | 199 | 209 | 202 | 212 | 223 | 157 | 213 | 196 | 170 | 186 |

| | Jun % | Jul % | Aug % | Sep % | Oct % | Nov % | Dec % | Jan % | Feb % | Mar % | Apr % | May % | Jun % |
|---------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| > 12:00 | 7.14 | 10.75 | 8.18 | 4.02 | 4.31 | 5.45 | 7.55 | 5.83 | 3.18 | 5.63 | 7.65 | 4.71 | 3.23 |
| 12:00 - 19:00 | 15.97 | 17.74 | 18.87 | 18.09 | 16.75 | 15.84 | 17.45 | 19.73 | 13.38 | 19.72 | 18.37 | 13.53 | 16.13 |
| 19:00 - 20:30 | 29.41 | 29.03 | 27.67 | 26.13 | 22.97 | 22.28 | 25.00 | 26.01 | 29.30 | 30.05 | 28.06 | 25.29 | 29.03 |
| 20:30 - 22:00 | 34.45 | 32.80 | 33.33 | 33.17 | 39.71 | 43.07 | 33.96 | 37.22 | 38.85 | 33.80 | 34.69 | 38.24 | 35.48 |
| 22:00 - 24:00 | 13.03 | 9.68 | 11.95 | 18.59 | 16.27 | 13.37 | 16.04 | 11.21 | 15.29 | 10.80 | 11.22 | 18.24 | 16.13 |
| | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

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



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

| Did you watch TV yesterday | Total Count | 2004 | | | | | | | 2005 | | | | | |
|----------------------------|-------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| | | Jun Count | Jul Count | Aug Count | Sep Count | Oct Count | Nov Count | Dec Count | Jan Count | Feb Count | Mar Count | Apr Count | May Count | Jun Count |
| TVM | 670 | 61 | 53 | 40 | 43 | 44 | 59 | 54 | 57 | 60 | 61 | 45 | 46 | 47 |
| Super 1 | 360 | 29 | 22 | 28 | 28 | 32 | 25 | 34 | 28 | 22 | 33 | 29 | 21 | 29 |
| Net | 228 | 28 | 10 | 10 | 19 | 20 | 14 | 20 | 16 | 20 | 19 | 15 | 15 | 22 |
| Smash | 37 | 4 | 5 | 0 | 0 | 2 | 2 | 2 | 2 | 2 | 4 | 1 | 6 | 7 |
| Channel 22 | 2 | - | - | - | - | - | - | - | - | - | - | 1 | 0 | 1 |
| Rai 1 | 142 | 28 | 18 | 3 | 15 | 10 | 11 | 7 | 7 | 5 | 7 | 17 | 6 | 8 |
| Rai 2 | 56 | 8 | 3 | 9 | 5 | 4 | 5 | 4 | 6 | 0 | 0 | 3 | 5 | 4 |
| Rai 3 | 29 | 6 | 2 | 1 | 2 | 0 | 2 | 4 | 3 | 1 | 0 | 3 | 2 | 3 |
| Rete 4 | 90 | 9 | 6 | 5 | 8 | 10 | 8 | 5 | 7 | 6 | 5 | 9 | 7 | 5 |
| Canale 5 | 239 | 18 | 18 | 17 | 23 | 18 | 16 | 26 | 15 | 13 | 12 | 23 | 23 | 17 |
| Italia 1 | 182 | 15 | 22 | 19 | 15 | 18 | 12 | 10 | 13 | 7 | 16 | 14 | 9 | 12 |
| Other Italian Station | 22 | 3 | 0 | 3 | 1 | 3 | 1 | 1 | 3 | 0 | 0 | 2 | 2 | 3 |
| Discovery Channel | 22 | 2 | 1 | 1 | 1 | 2 | 1 | 4 | 3 | 0 | 1 | 3 | 1 | 2 |
| MTV | 31 | 3 | 4 | 1 | 2 | 6 | 1 | 1 | 2 | 0 | 5 | 4 | 2 | 0 |
| BBC Prime | 45 | 6 | 3 | 2 | 6 | 3 | 6 | 2 | 2 | 4 | 3 | 4 | 2 | 2 |
| BBC World | 6 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 2 | 0 | 2 |
| Other Station | 173 | 16 | 12 | 10 | 14 | 17 | 11 | 11 | 19 | 8 | 12 | 12 | 15 | 16 |
| | 2334 | 237 | 179 | 149 | 182 | 190 | 174 | 185 | 183 | 148 | 178 | 187 | 162 | 180 |

| | Total % | Jun % | Jul % | Aug % | Sep % | Oct % | Nov % | Dec % | Jan % | Feb % | Mar % | Apr % | May % | Jun % |
|-----------------------|---------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| TVM | 28.71 | 25.74 | 29.61 | 26.85 | 23.63 | 23.16 | 33.91 | 29.19 | 31.15 | 40.54 | 34.27 | 24.06 | 28.40 | 26.11 |
| Super 1 | 15.42 | 12.24 | 12.29 | 18.79 | 15.38 | 16.84 | 14.37 | 18.38 | 15.30 | 14.86 | 18.54 | 15.51 | 12.96 | 16.11 |
| Net | 9.77 | 11.81 | 5.59 | 6.71 | 10.44 | 10.53 | 8.05 | 10.81 | 8.74 | 13.51 | 10.67 | 8.02 | 9.26 | 12.22 |
| Smash | 1.59 | 1.69 | 2.79 | 0.00 | 0.00 | 1.05 | 1.15 | 1.08 | 1.09 | 1.35 | 2.25 | 0.53 | 3.70 | 3.89 |
| Channel 22 | 0.09 | - | - | - | - | - | - | - | - | - | - | 0.53 | 0.00 | 0.56 |
| Rai 1 | 6.08 | 11.81 | 10.06 | 2.01 | 8.24 | 5.26 | 6.32 | 3.78 | 3.83 | 3.38 | 3.93 | 9.09 | 3.70 | 4.44 |
| Rai 2 | 2.40 | 3.38 | 1.68 | 6.04 | 2.75 | 2.11 | 2.87 | 2.16 | 3.28 | 0.00 | 0.00 | 1.60 | 3.09 | 2.22 |
| Rai 3 | 1.24 | 2.53 | 1.12 | 0.67 | 1.10 | 0.00 | 1.15 | 2.16 | 1.64 | 0.68 | 0.00 | 1.60 | 1.23 | 1.67 |
| Rete 4 | 3.86 | 3.80 | 3.35 | 3.36 | 4.40 | 5.26 | 4.60 | 2.70 | 3.83 | 4.05 | 2.81 | 4.81 | 4.32 | 2.78 |
| Canale 5 | 10.24 | 7.59 | 10.06 | 11.41 | 12.64 | 9.47 | 9.20 | 14.05 | 8.20 | 8.78 | 6.74 | 12.30 | 14.20 | 9.44 |
| Italia 1 | 7.80 | 6.33 | 12.29 | 12.75 | 8.24 | 9.47 | 6.90 | 5.41 | 7.10 | 4.73 | 8.99 | 7.49 | 5.56 | 6.67 |
| Other Italian Station | 0.94 | 1.27 | 0.00 | 2.01 | 0.55 | 1.58 | 0.57 | 0.54 | 1.64 | 0.00 | 0.00 | 1.07 | 1.23 | 1.67 |
| Discovery Channel | 0.94 | 0.84 | 0.56 | 0.67 | 0.55 | 1.05 | 0.57 | 2.16 | 1.64 | 0.00 | 0.56 | 1.60 | 0.62 | 1.11 |
| MTV | 1.33 | 1.27 | 2.23 | 0.67 | 1.10 | 3.16 | 0.57 | 0.54 | 1.09 | 0.00 | 2.81 | 2.14 | 1.23 | 0.00 |
| BBC Prime | 1.93 | 2.53 | 1.68 | 1.34 | 3.30 | 1.58 | 3.45 | 1.08 | 1.09 | 2.70 | 1.69 | 2.14 | 1.23 | 1.11 |
| BBC World | 0.26 | 0.42 | 0.00 | 0.00 | 0.00 | 0.53 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 1.07 | 0.00 | 1.11 |
| Other Station | 7.41 | 6.75 | 6.70 | 6.71 | 7.69 | 8.95 | 6.32 | 5.95 | 10.38 | 5.41 | 6.74 | 6.42 | 9.26 | 8.89 |
| | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

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

