



**RADIO AND TELEVISION AUDIENCES
MALTA
OCTOBER 2006 – SEPTEMBER 2007**

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PREFACE

Article 30(2) of the Broadcasting Act, Chapter 350 of the Laws of Malta, requires the Broadcasting Authority to make and transmit to the Prime Minister a report that includes the results of independent audience research which ascertains:

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

In order to give effect to the above, the Broadcasting Authority has commissioned the National Statistics Office to compile data through telephone interviews during the period October 2006 to September 2007 that is representative of the whole population. The analysis of these interviews is contained in this report.

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

Part Two of the report contains the tables for the periods July-September 2007; April-June 2007; January-March 2007; and October-December 2006.

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LIST OF NATIONWIDE RADIO STATIONS LICENCED DURING 2006-2007

Radju Malta
Radju Parlament 106.6
Magic Radio
One Radio
Radio 101
Bay Radio
Calypso Radio
RTK
Smash Radio
Radju Marija
Campus FM
Capital Radio
XFM

LIST OF NATIONWIDE TELEVISION STATIONS LICENCED DURING 2006-2007

TVM
One TV
Net TV
Smash TV
Education 22
iTV
*UTV**

* As *UTV* began transmissions with effect from 1st October 2007, it is not included in this audience assessment.

LIST OF COMMUNITY RADIO STATION LICENSES ISSUED DURING 2006-2007

Lic. NO	Station	Duration	Valid From	Freq MHz	Power Watts	2006			2007								
						Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
167/245	Radju Sacro Cuor	2 years	15-Nov-06	105.2	0.5	X	X	X	X	X	X	X	X	X	X	X	X
174/246	Radju Luminaria	2 years	14-Dec-06	106.9	0.5	X	X	X	X	X	X	X	X	X	X	X	X
170/248	Eden FM Radio	2 years	17-Nov-06	107.6	0.5	X	X	X	X	X	X	X	X	X	X	X	X
171/249	Deejays Radio 956FM	2 years	23-Nov-06	95.6	0.5	X	X	X	X	X	X	X	X	X	X	X	X
172/250	Radju Katidral	2 years	1-Dec-06	90.9	0.5	X	X	X	X	X	X	X	X	X	X	X	X
173/251	Radju Bambina	2 years	13-Dec-06	98.3	0.5	X	X	X	X	X	X	X	X	X	X	X	X
172	Radju Katidral	2 yrs	1-Dec-04	90.9	6	X	X	X									
183/253	Radju Prekursur	2 years	19-Feb-07	99.3	0.5	X	X	X	X	X	X	X	X	X	X	X	X
184/258	Energy FM Radio	2 yrs	24-Mar-05	96.4	3	X	X	X	X	X	X	X	X	X	X	X	X
185/254	Radju Lehen il-Qala	2 years	17-Feb-07	106.3	0.35	X	X	X	X	X	X	X	X	X	X	X	X
186/255	Radju Sokkors	2 years	1-Mar-07	95.1	0.5	X	X	X	X	X	X	X	X	X	X	X	X
195/275	BKR Radio 94.5FM	2 years	1-Aug-07	94.5	0.5	X	X	X	X	X	X	X	X	X	X	X	X
197	Radju Valentine Balzan	2 years	8-Jul-05	99.2	3	X	X	X	X	X	X	X	X	X	X		
200/279	Radju St Vincent de Paule	2 years	25-Jun-07	92.2	0.5	X	X	X	X	X	X	X	X	X	X	X	X
203/266	Radju Xeb-er-ras	2 years	25-Jul-07	90.8	1	X	X	X	X	X	X	X	X	X	X	X	X
205/281	Big FM	2 years	31-Aug-07	107.1	0.5	X	X	X	X	X	X	X	X	X	X	X	X
211	Power FM	2 years	22-Nov-05	90.4	0.5	X	X	X	X	X	X	X	X	X	X	X	X
212	Bastjanizi FM	2 years	23-Nov-05	95.0	0.5	X	X	X	X	X	X	X	X	X	X	X	X
213	Three Cities Radio	2 years	6-Nov-05	0.4	0.5	X	X	X	X	X	X	X	X	X	X	X	X
214	Radju Vilhena	2 years	3-Dec-05	96.1	0.5	X	X	X	X	X	X	X	X	X	X	X	X
215	Radio Galaxy	2 years	14-Dec-05	105.0	0.5	X	X	X	X	X	X	X	X	X	X	X	X
216	Fantasy Radio	2 years	8-Nov-05	104.1	0.5	X	X	X	X	X	X	X	X	X	X	X	X
217	Radju Hal Tarxien	2 years	21-Dec-05	99.0	0.5	X	X	X	X	X	X	X	X	X	X	X	X
221	Radju Hompesch	2 years	20-Mar-06	90.0	0.5	X	X	X	X	X	X	X	X	X	X	X	X
232	Christian Light Radio	2 years	17-Jun-06	105.4	0.5	X	X	X	X	X	X	X	X	X	X	X	X
233	Lehen il-Belt Victoria	2 years	25-Jun-06	104.0	0.5	X	X	X	X	X	X	X	X	X	X	X	X
237	Radju Kottoner	2 years	29-Jul-06	98.0	0.5	X	X	X	X	X	X	X	X	X	X	X	X
241/264	Lehen il-Karmelitani	1 month	1-Dec-06	101.4	1			X						X			
242/277	Radju Santa Katarina	15 days	19-Aug-07	90.6	0.5		X									X	
243	Radio TZ	22 days	10-Dec-06	98.5	0.5			X									
244	2007 Circuit Assembly of Jehovah's Witnesses	2 days	6-Jan-07	108.0	0.25				X								
247/256/270	Radju Vizitazzjoni	1 month	8-Jul-07	92.4	0.5		X			X					X		
252	Radju Belt Rebbieha	12 days	21-Dec-06	97.0	0.5		X										
257	Radju Banda San Filep	1 month	11-May-07	106.3	0.5							X					
259	Radju Sacro Cuor Sliema	14 days	18-Jun-07	94.0	0.5							X					
260	Radju Lehen il-Guzeppini	1 month	6-May-07	90.6	0.5							X					
261	Radju Pawlin	29 days	3-Jun-07	97.2	0.5								X				
262	12th May Radio	1 month	12-May-07	96.5	1.0							X					
263	Radju Gilju Rebbieh	1 month	9-Jun-07	105.5	0.5								X				
265	Radju 15 t'Awissu	24 days	23-Jul-07	98.3	0.5									X			
267	Radju Sant'Andrija	7 days	25-Jun-07	88.4	0.5								X				
268	Radju Assunta	19 days	30-Jul-07	98.9	0.5											X	
269	Radju Margerita	30 days	1-Jul-07	96.1	0.5										X		
271	Radju Santa Venera	9 days	21-Jul-07	91.2	0.5										X		
272	Radju Marija Bambina	1 month	16-Aug-07	90.2	0.5											X	
273	Radju Lauretana	1 month	4-Aug-07	96.5	0.5											X	
274	Radju Bartilmew	10 days	17-Aug-07	103.3	0.5											X	
276	2007 District Convention of Jehovah's Witnesses	3 days	7-Sep-07	108	0.25												X
278	Radju Leonardo	10 days	7-Sep-07	105.2	0.5												X

X Month during which station was licensed to broadcast

DEMOGRAPHIC LOCATIONS



[Source: <http://www.census2005.gov.mt/presentations/supervisors%20briefing.pps> – Supervisors' Briefing]

1. METHODOLOGY AND SAMPLE COLLECTION

Data was collected by means of telephone interviewing conducted by National Statistics Office interviewers continuously during the period 1st October 2006 to 30th September 2007. NSO interviewers are instructed to make interviews between 04:00pm – 08:00pm on weekdays and between 09:00am – 1:00pm on weekends, and are instructed to call-back individuals up to 3 times before interviewing the next person in their list. This is mainly to avoid any bias that could be introduced among gender and age.

Overall 3615 individuals (55.8% of total sample selected) accepted to participate in the survey. On average, responses were evenly spread out during the whole period. Below is a breakdown of responses achieved during this period:

TABLE 1.1: SURVEY RESPONSE RATE

	Total Contacted		Oct-Dec 2006 Contacted		Jan-Mar 2007 Contacted		April-Jun 2007 Contacted		Jul-Sep 2007 Contacted	
	No	%	No	%	No	%	No	%	No	%
Accepted	3615	55.83	914	55.16	897	58.67	904	55.73	900	53.99
Refused	235	3.63	60	3.62	65	4.25	60	3.70	50	3.00
Non-Contact	1270	19.61	303	18.29	299	19.56	337	20.78	331	19.86
Unreachable	1355	20.93	380	22.93	268	17.53	321	19.79	386	23.16
Total	6475		1657		1529		1622		1667	

Accepted By Weekday	Total Contacted		Oct-Dec 2006 Contacted		Jan-Mar 2007 Contacted		April-Jun 2007 Contacted		Jul-Sep 2007 Contacted	
	No	%	No	%	No	%	No	%	No	%
Mon	516	14.27	130	14.22	130	14.49	127	14.05	129	14.33
Tue	513	14.19	129	14.11	129	14.38	130	14.38	125	13.89
Wed	517	14.30	130	14.22	130	14.49	129	14.27	128	14.22
Thu	517	14.30	130	14.22	130	14.49	128	14.16	129	14.33
Fri	514	14.22	127	13.89	130	14.49	130	14.38	127	14.11
Sat	508	14.05	127	13.89	130	14.49	130	14.38	121	13.44
Sun	530	14.66	141	15.43	118	13.15	130	14.38	141	15.67
Total	3615		914		897		904		900	

By Month	Accepted		
	No	%[qtr]	%[yr]
Oct	304	33.26	8.41
Nov	300	32.82	8.30
Dec	310	33.92	8.58
January	308	34.34	8.52
February	280	31.22	7.75
March	309	34.45	8.55
April	298	32.96	8.24
May	307	33.96	8.49
June	299	33.08	8.27
July	304	33.78	8.41
August	304	33.78	8.41
September	292	32.44	8.08
Total	3615		100%

The target population for this survey consisted of Maltese residents aged 12 years and over, living within private households. The respondents' households were selected using systematic random sampling from a database containing all individuals maintained and known only to the NSO – respondents' personal

data are only known to NSO Officials and such data is not forwarded to the Broadcasting Authority. Each individual has an equal and independent chance of being chosen.

All the data that was collected was subject to a series of quality checks by vetters. Apart from this, the data entry programme has a number of in-built validation rules in order to limit the errors of data inputting.

The telephone questionnaire used is found in Appendix A.

2. SAMPLE PROFILE

For this analysis, the demographics included gender, age and location of household by geographic district. The ages of respondents were grouped according to demographic categories used by NSO for World Population Day 2006 (D.O.I Press Release 153/2006) and for the International Day of Older Persons 2006 (D.O.I Press Release 218/2006). Demographic location of respondents was based on the same distribution as that used for the Population Census 2005 and divided into six districts.

The minimum age of respondents was 12 years old, while the oldest person interviewed was 98 during the period January-March 2007. The ages of the youngest and oldest person interviewed for each period are listed below – Table 2.1:

TABLE 2.1: SAMPLE PROFILE: AGE BY RANGE, MINIMUM AND MAXIMUM

	Age		
	Range	Minimum	Maximum
Oct-Dec 2006	82	12	94
January-March 2007	86	12	98
April-June 2007	79	12	91
July-Sept 2007	81	12	93

Comparing the survey's age groups with "Total population by age and sex" as listed in Table 3a of the Census of Population and Housing 2005 [published on 8th August 2007], the highest discrepancy between the two sets of data is that in the 50-64 age group where the difference between the survey's total percentage for this age group is more than that of the same age group in the Population Census by 4.2%; while the figures for the 25-29 age group are less than those in the Population Census by -2.8%. A summary of the data and percentages are listed in Table 2.2 below; a graphical representation of quarterly percentages to Census Population percentages is found in Figure 2.1 below; while Population Census data is found in Appendix B.

TABLE 2.2: SAMPLE PROFILE AND CENSUS POPULATION BY AGE GROUPS

	Total No.	Age group [By Total]						
		12-14	15-24	25-29	30-49	50-64	65-79	80+
Oct-Dec 2006	914	52	135	57	259	241	142	28
January-March 2007	897	43	122	50	274	241	142	25
April-June 2007	904	39	133	49	261	261	131	30
July-Sept 2007	900	28	153	48	261	248	133	29
Survey Total	3615	162	543	204	1055	989	548	112
Census Population	352,156	16,680	58,099	29,676	110,419	81,611	43,679	11,992

	Total %	Age group [%]						
		12-14	15-24	25-29	30-49	50-64	65-79	80+
Oct-Dec 2006	100.0	5.69	14.77	6.24	28.34	26.37	15.54	3.06
January-March 2007	100.0	4.79	13.60	5.57	30.55	26.87	15.83	2.79
April-June 2007	100.0	4.31	14.71	5.42	28.87	28.87	14.49	3.32
July-Sept 2007	100.0	3.11	17.00	5.33	29.00	27.56	14.78	3.22
Survey Total - %age	100.0	4.48	15.02	5.64	29.18	27.36	15.16	3.10
Census Population - %age	100.0	4.74	16.50	8.43	31.36	23.17	12.40	3.41
[+/-]		-0.3	-1.5	-2.8	-2.2	4.2	2.8	-0.3

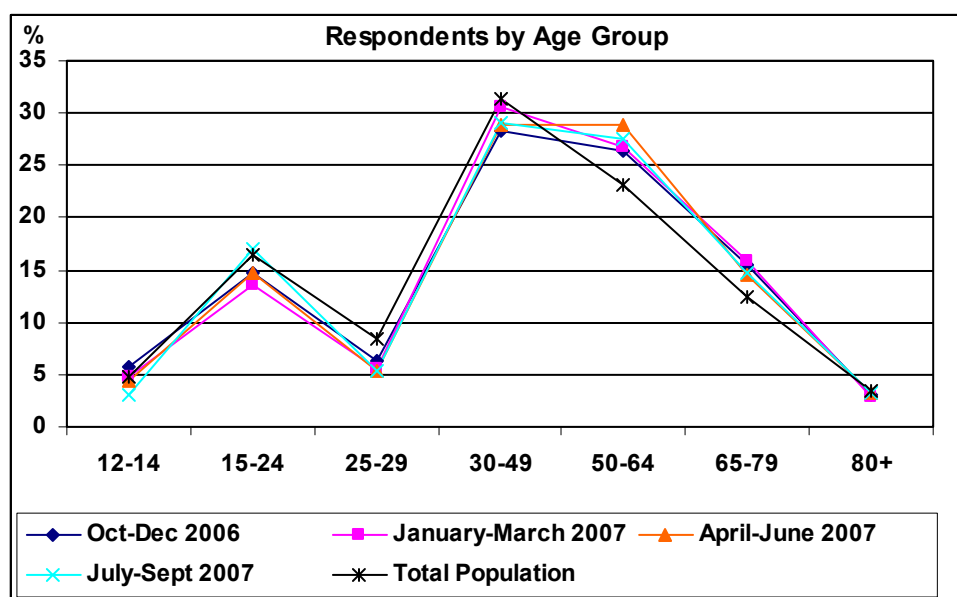


FIGURE 2.1: SAMPLE PROFILE AND CENSUS POPULATION BY AGE GROUPS

Further details about sample distribution are given in Tables 1.1 to 1.3 in Part 2 of this report.

3. LISTENING AND VIEWING PATTERNS [COUNT OF RESPONDENTS]

Participants were asked which station they had watched or listened to for at least ten minutes the day before the interview and from which times they had watched or listened to that particular station. With regard to TV, participants were also asked which reception platform they prefer most to receive television at their household.

Radio listening during the period October 2006 to September 2007 was nearly constant through the whole period; however those who listened to radio but did not have a particular radio station has nearly doubled from October-December 2006 to July-September 2007. TV viewing, on the other hand, has decreased by 10.4%; while those stating that they do not watch TV have increased from 22.8% in October 2006 to 33.2% in September 2007 – a clear indication of seasonal effects. The data for those stating that they did not remember a particular broadcasting station and/or did not remember which station they had watch/listened to the day before the interview may give an indication of channel-hopping. See summary Tables 3.1 and 3.2, Figures 3.1 and 3.2 below; and Part Two – Tables 3.1 to 3.4.

TABLE 3.1: RADIO LISTENING: OCTOBER 2006 – SEPTEMBER 2007

	Do not Listen to Radio	No Particular Radio Station	Do not Remember
Oct-Dec 2006	44.0%	3.9%	0.9%
Jan-Mar 2007	48.0%	5.9%	0.8%
Apr-Jun 2007	44.5%	7.2%	0.8%
Jul-Sep 2007	47.2%	7.7%	0.9%

TABLE 3.2: TV VIEWING: OCTOBER 2006 – SEPTEMBER 2007

	Do not watch TV	No particular TV station	Do not remember	No TV Set
Oct-Dec 2006	22.80%	9.20%	0.80%	0.80%
Jan-Mar 2007	24.30%	12.40%	1.00%	0.70%
Apr-Jun 2007	28.90%	11.30%	1.00%	0.70%
Jul-Sep 2007	33.20%	14.10%	1.20%	0.70%

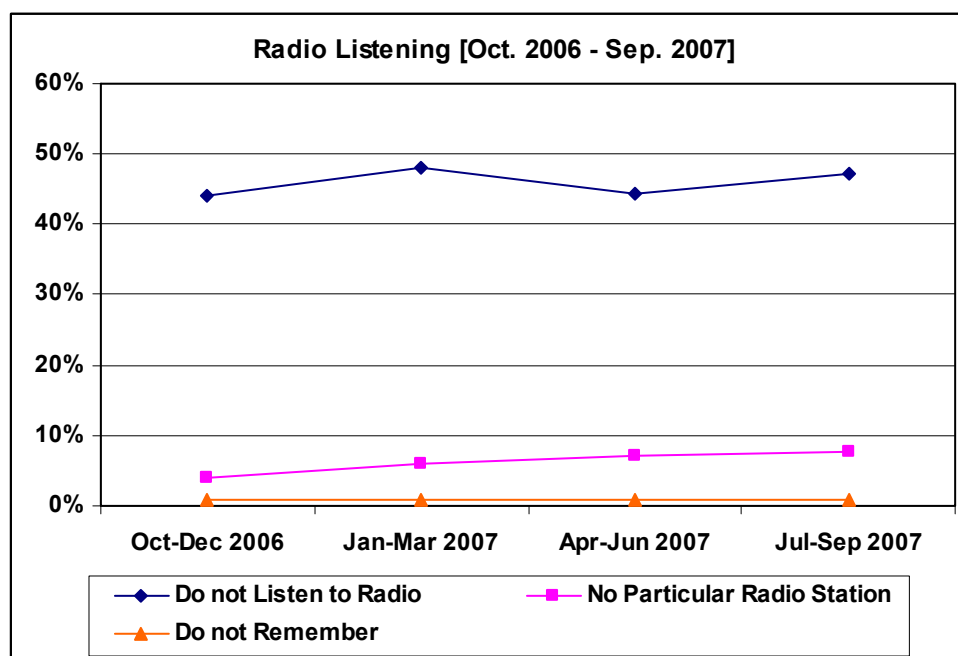


FIGURE 3.1: RADIO LISTENING [OCTOBER 2006 – SEPTEMBER 2007]

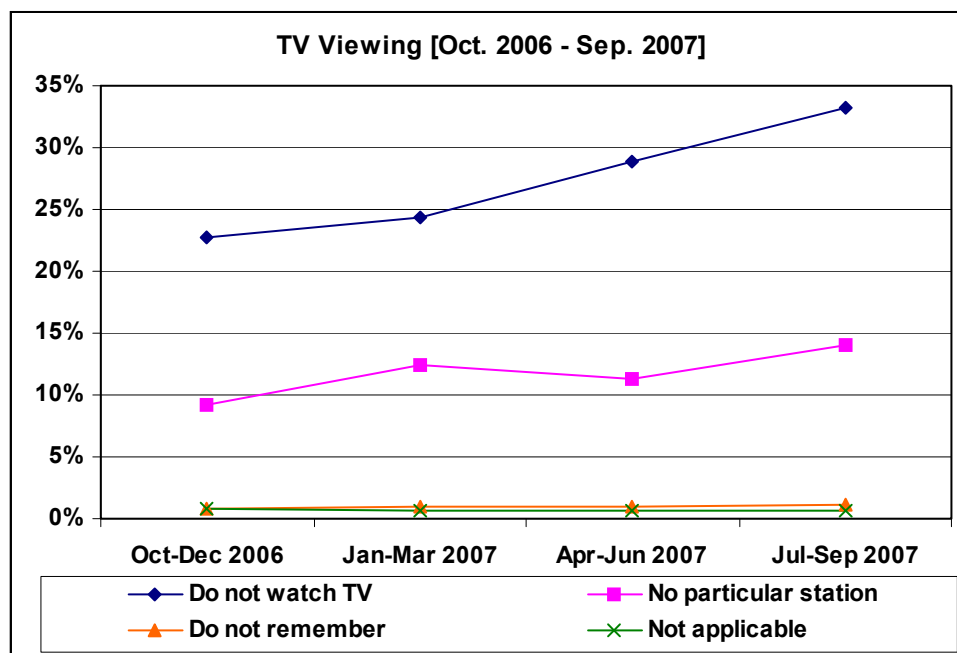


FIGURE 3.2: TV VIEWING [OCTOBER 2006 – SEPTEMBER 2007]

3.1 RADIO LISTENING BY BROADCASTING STATION

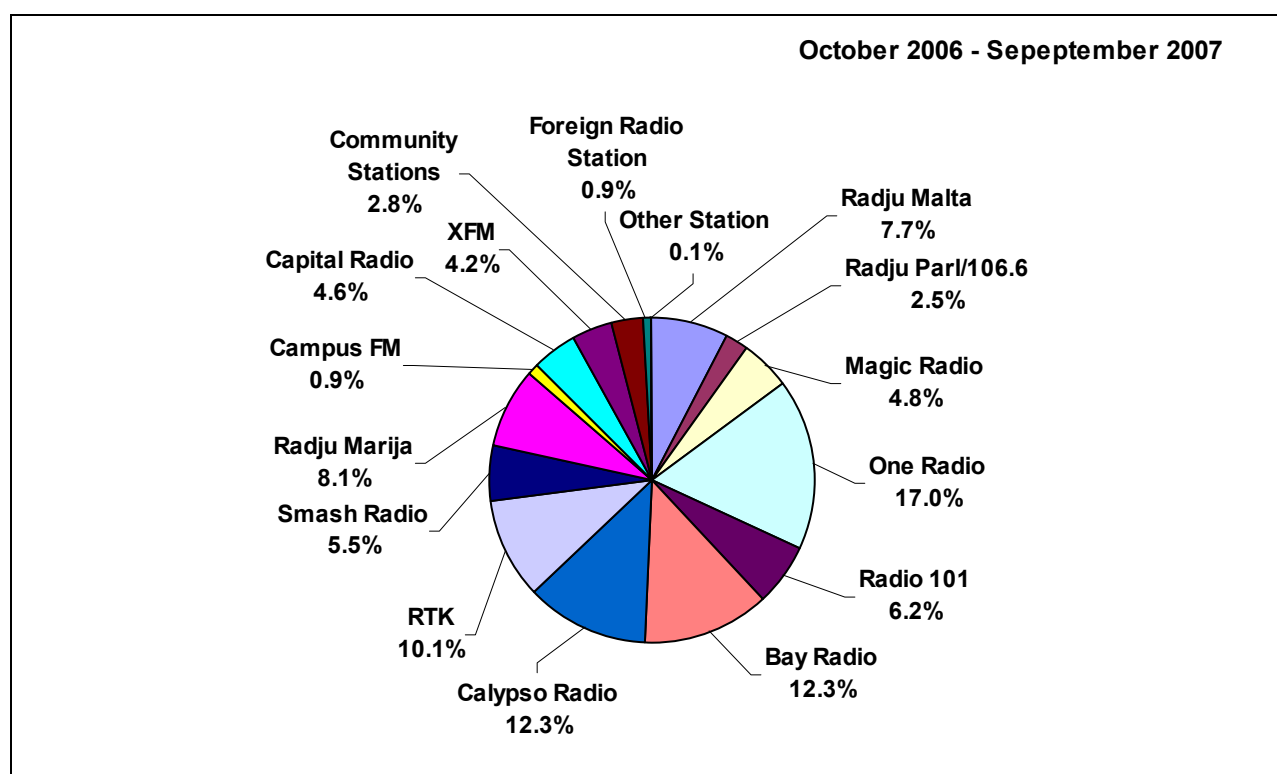
3.1.1 BY TOTAL

The replies given by respondents to the question “Which radio station did you listen most yesterday” were analyzed by gender, by age group, and by district. The overall counts exclude those respondents who “did not listen to radio”, “did not remember”, and “did not follow any particular radio station”. Each respondent was only counted once independent of the number of half-hour slots spent listening to broadcasts.

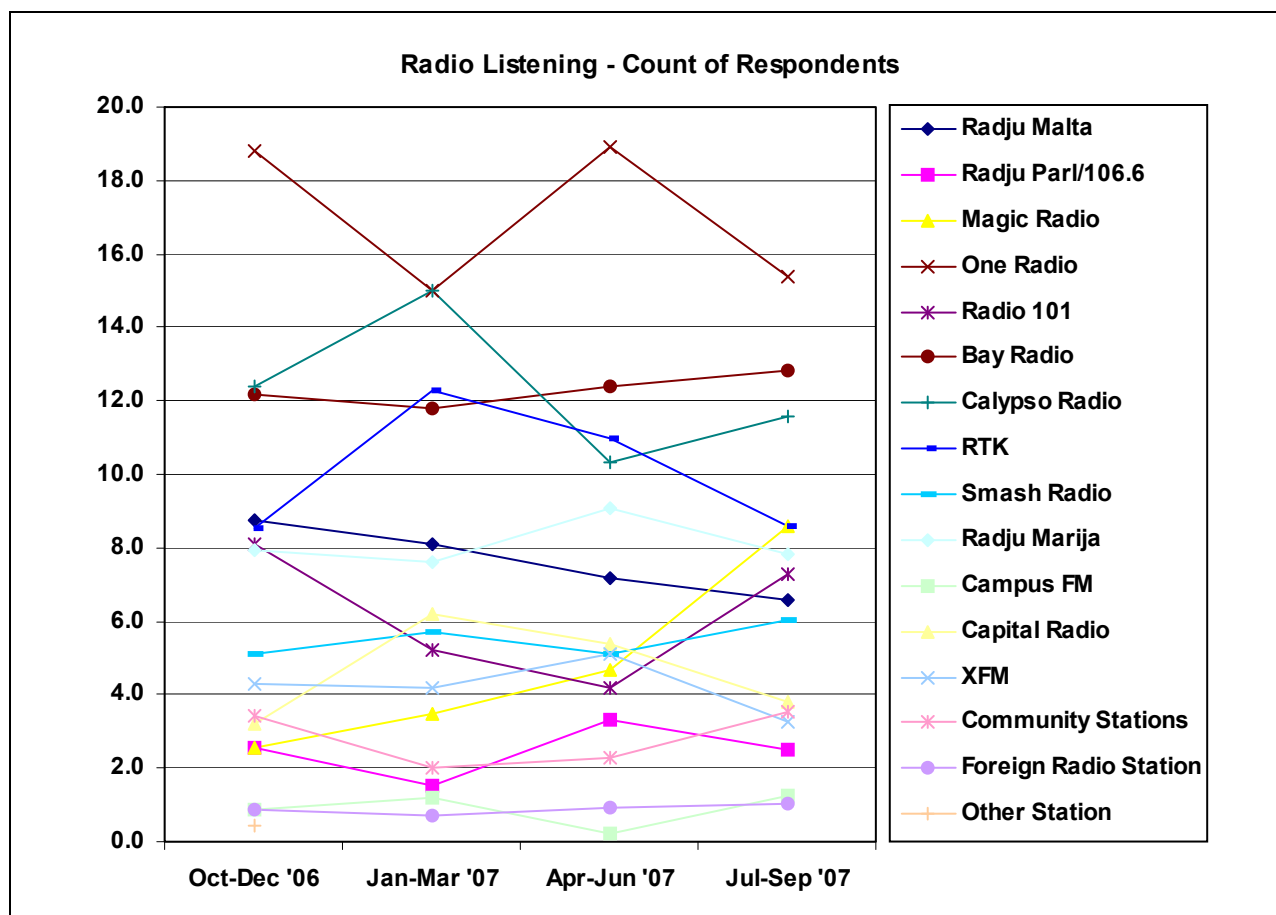
The data for the whole period October 2006 to September 2007, and for every quarter of this period, is listed in Table 3.3, and depicted in Figures 3.3.a-f below. On a quarterly basis *One Radio* has maintained its pole position throughout the whole broadcasting year with an overall average lead of 4.7% over the second place. *Bay Radio* and *Calypso Radio* closely followed each other for the second and third ranking each quarter with *Calypso Radio* attracting as much listeners as *One Radio* during January-March 2007.

TABLE 3.3: RADIO LISTENING BY BROADCASTING STATION [COUNT OF RESPONDENTS] –

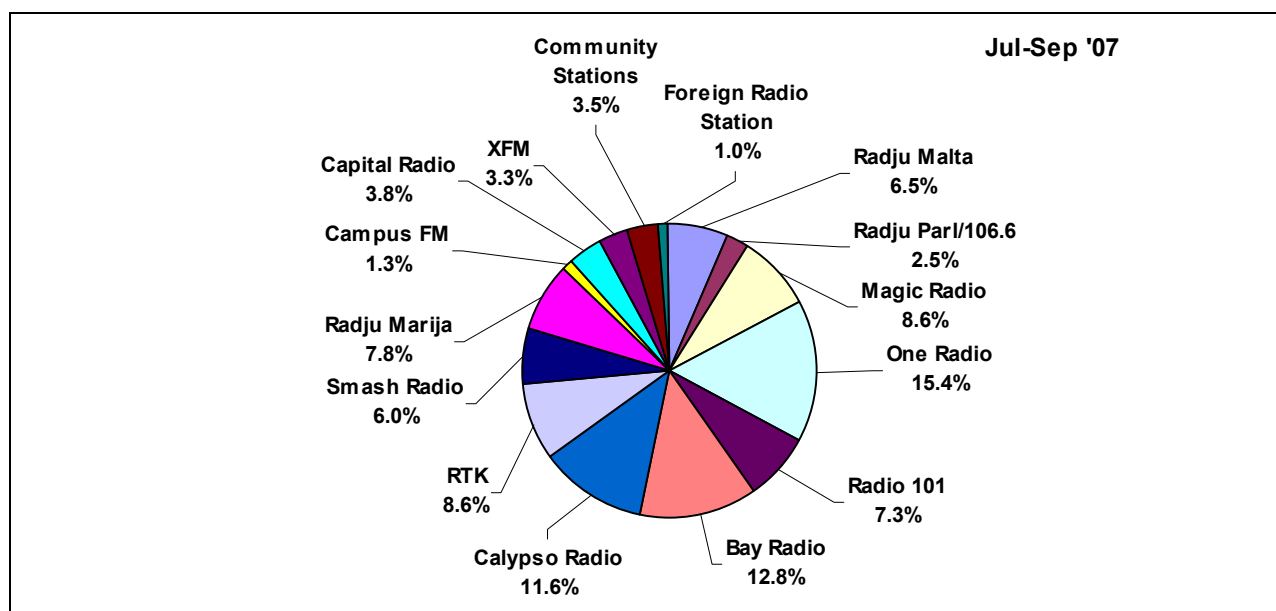
	BY QUARTER				
	Oct 2006 to Sep 2007 %	Oct-Dec 2006 %	Jan-Mar 2007 %	Apr-Jun 2007 %	Jul-Sep 2007 %
Radju Malta	7.7 [5]	8.8 [4]	8.1 [4]	7.2 [6]	6.5 [7]
Radju Parl/106.6	2.5 [12]	2.6 [13]	1.5 [12]	3.3 [11]	2.5 [12]
Magic Radio	4.8 [8]	2.6 [12]	3.5 [10]	4.7 [9]	8.6 [4]
One Radio	17.0 [1]	18.8 [1]	15.0 [1]	18.9 [1]	15.4 [1]
Radio 101	6.2 [6]	8.1 [6]	5.2 [8]	4.2 [10]	7.3 [6]
Bay Radio	12.3 [2]	12.2 [3]	11.8 [3]	12.4 [2]	12.8 [2]
Calypso Radio	12.3 [2]	12.4 [2]	15.0 [1]	10.3 [4]	11.6 [3]
RTK	10.1 [3]	8.6 [5]	12.3 [2]	11.0 [3]	8.6 [4]
Smash Radio	5.5 [7]	5.1 [8]	5.7 [7]	5.1 [8]	6.0 [8]
Radju Marija	8.1 [4]	7.9 [7]	7.6 [5]	9.1 [5]	7.8 [5]
Campus FM	0.9 [13]	0.9 [14]	1.2 [13]	0.2 [14]	1.3 [13]
Capital Radio	4.6 [9]	3.2 [11]	6.2 [6]	5.4 [7]	3.8 [9]
XFM	4.2 [10]	4.3 [9]	4.2 [9]	5.1 [8]	3.3 [11]
Community Stations	2.8 [11]	3.4 [10]	2.0 [11]	2.3 [12]	3.5 [10]
Foreign Radio Station	0.9 [13]	0.9 [14]	0.7 [14]	0.9 [13]	1.0 [14]
Other Station	0.1 [14]	0.4 [15]			
	100.0	100.0	100.0	100.0	100.0



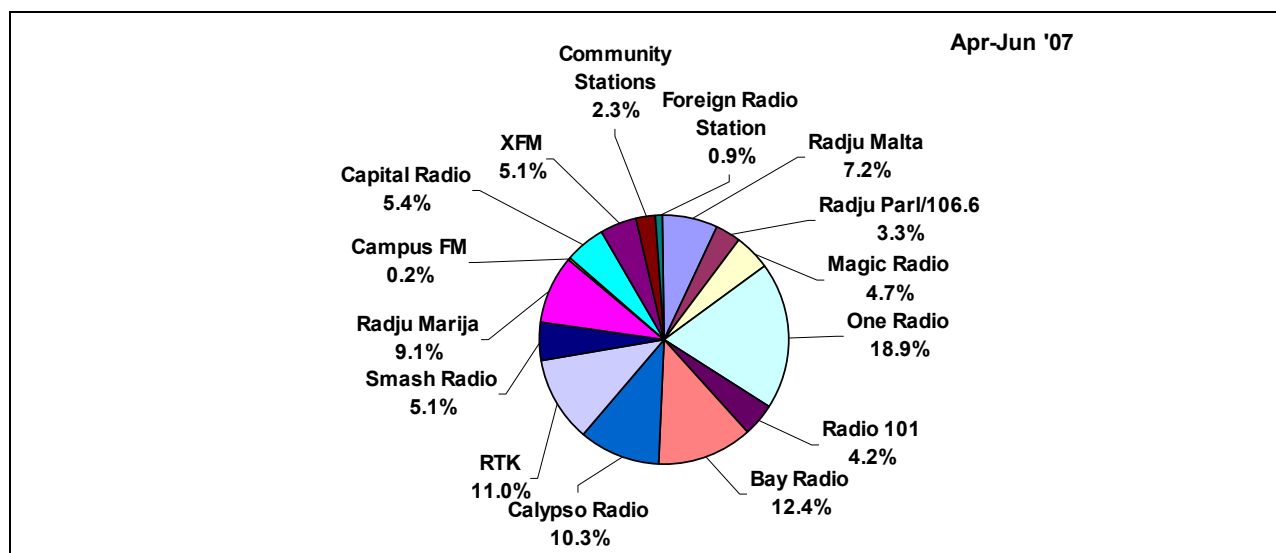
**FIGURE 3.3.A: RADIO LISTENING BY BROADCASTING STATION [COUNT OF RESPONDENTS]:
OCTOBER 2006 – SEPTEMBER 2007**



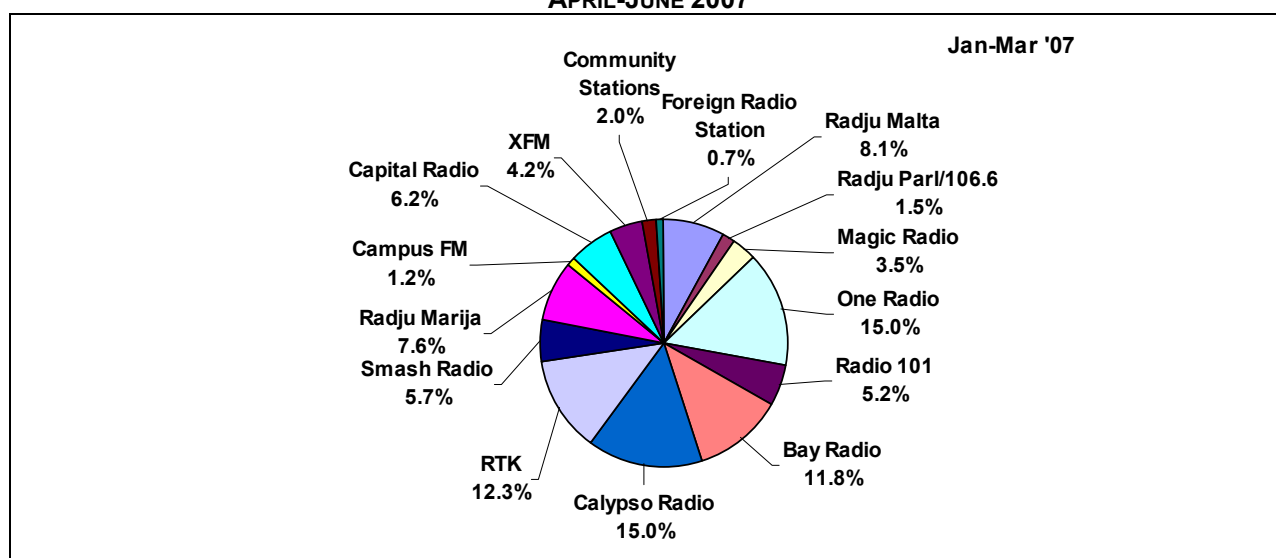
**FIGURE 3.3.B: RADIO LISTENING BY BROADCASTING STATION [COUNT OF RESPONDENTS]:
BY QUARTER**



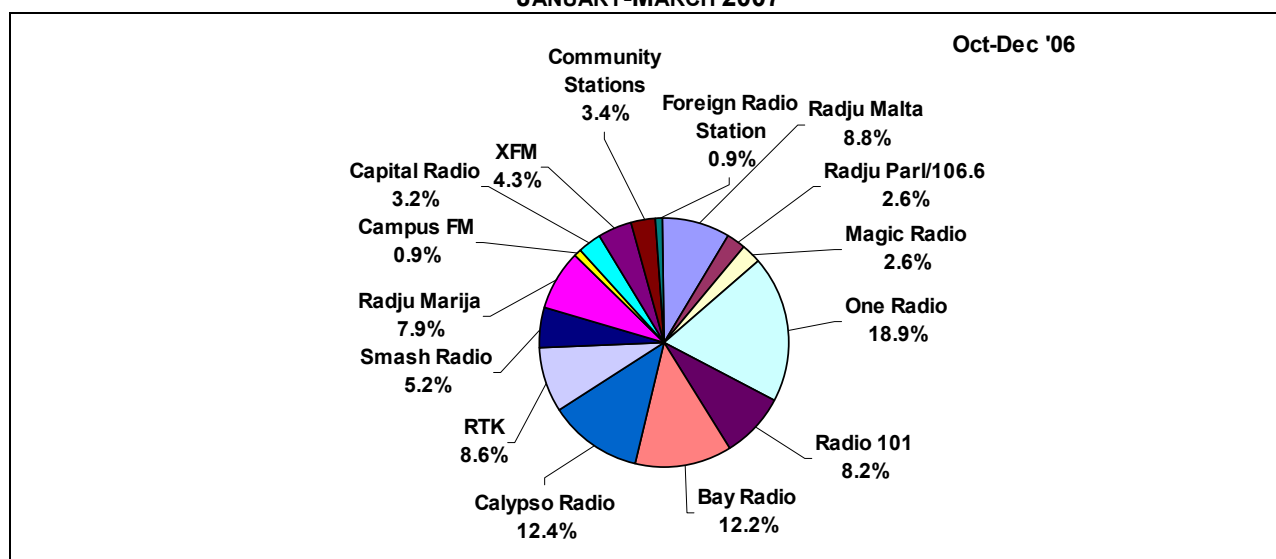
**FIGURE 3.3.C: RADIO LISTENING BY BROADCASTING STATION [COUNT OF RESPONDENTS]:
JULY-SEPTEMBER 2007**



**FIGURE 3.3.D: RADIO LISTENING BY BROADCASTING STATION [COUNT OF RESPONDENTS]:
APRIL-JUNE 2007**



**FIGURE 3.3.E: RADIO LISTENING BY BROADCASTING STATION [COUNT OF RESPONDENTS]:
JANUARY-MARCH 2007**



**FIGURE 3.3.F: RADIO LISTENING BY BROADCASTING STATION [COUNT OF RESPONDENTS]:
OCTOBER-DECEMBER 2006**

3.1.2 BY GENDER

Overall, most of the radio broadcasting stations attract more females than males – some much more than others like *Radju Marija* [80.43%] followed by *Radju Malta* [64.89%]. The exceptions to female audiences are *XFM* [68.06% males] and *Campus FM* [66.67% males]. On the other hand, the most preferred station by both male and female audiences is *One Radio*; while *Bay Radio* ranked second for male audience followed by *Calypso Radio* [3rd] which also ranked second with female audiences. *RTK* ranked third with female audiences and fourth with male audiences. The overall figures for gender radio listeners are listed in Table 3.4.a and represented graphically in Figure 3.4.a below. The data analyzed by station, by quarter, and by gender are graphically represented in Table 3.4.b and Figures 3.4.b-f; while further data is available in Tables 3.1 and 3.2 in Part 2 of this report.

TABLE 3.4.A: RADIO LISTENING BY BROADCASTING STATION [COUNT OF RESPONDENTS] - BY GENDER

	Total	Male	Female	Male %	Female %	Male Col %	Female Col %	Total %
Radju Malta	131	46	85	35.11	64.89	6.34 [7]	8.73 [6]	7.71 [5]
Radju Parl.[106.6]	42	16	26	38.10	61.90	2.20 [13]	2.67 [12]	2.47 [12]
Magic Radio	80	30	50	37.50	62.50	4.13 [10]	5.13 [8]	4.71 [8]
One Radio	291	129	162	44.33	55.67	17.77 [1]	16.63 [1]	17.12 [1]
Radio 101	106	50	56	47.17	52.83	6.89 [5]	5.75 [7]	6.24 [6]
Bay Radio	209	105	104	50.24	49.76	14.46 [2]	10.68 [4]	12.29 [2]
Calypso Radio	209	82	127	39.23	60.77	11.29 [3]	13.04 [2]	12.29 [2]
RTK	171	64	107	37.43	62.57	8.82 [4]	10.99 [3]	10.06 [3]
Smash Radio	93	45	48	48.39	51.61	6.20 [8]	4.93 [9]	5.47 [7]
Radju Marija	138	27	111	19.57	80.43	3.72 [11]	11.40 [5]	8.12 [4]
Campus FM	15	10	5	66.67	33.33	1.38 [14]	0.51 [15]	0.88 [13]
Capital Radio	78	42	36	53.85	46.15	5.79 [9]	3.70 [10]	4.59 [9]
XFM	72	49	23	68.06	31.94	6.75 [6]	2.36 [13]	4.24 [10]
Community Stations	48	19	29	39.58	60.42	2.62 [12]	2.98 [11]	2.82 [11]
Foreign Radio Station	15	10	5	66.67	33.33	1.38 [14]	0.51 [14]	0.88 [13]
Other Station	2	2	0	100.00	0.00	0.28 [15]	0.00 [15]	0.12 [14]
Total	1700	726	974	42.71	57.29	100.00	100.00	100.0

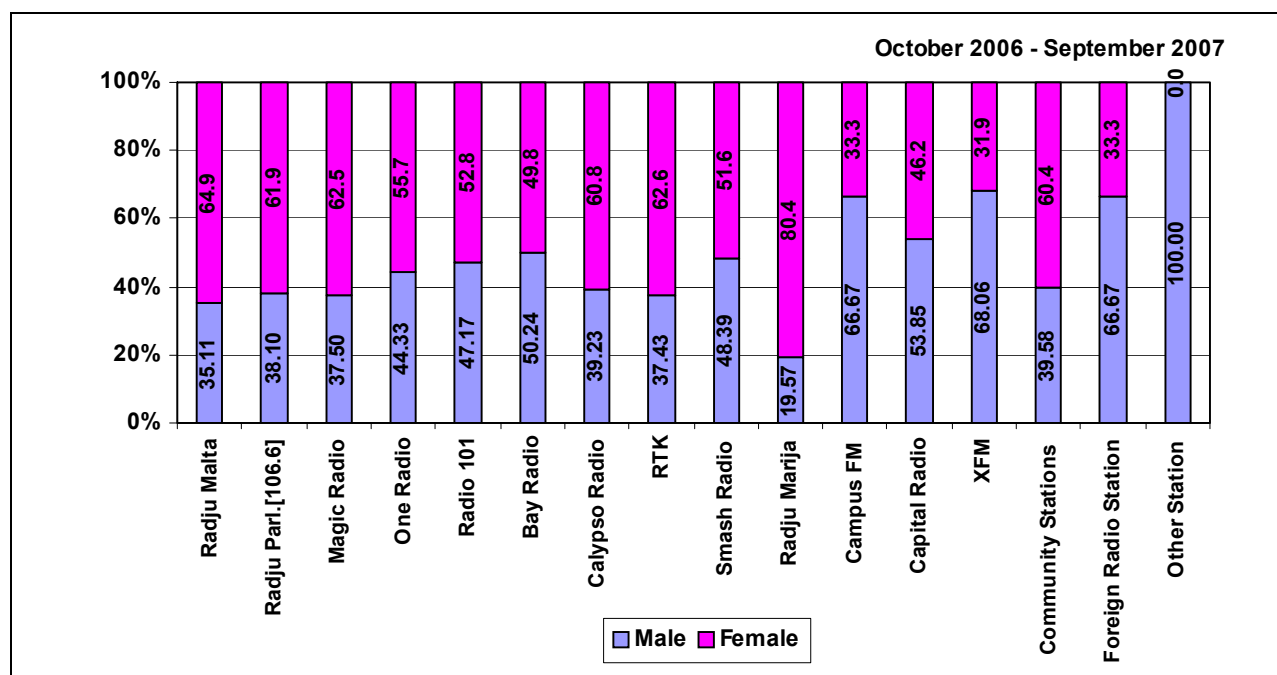
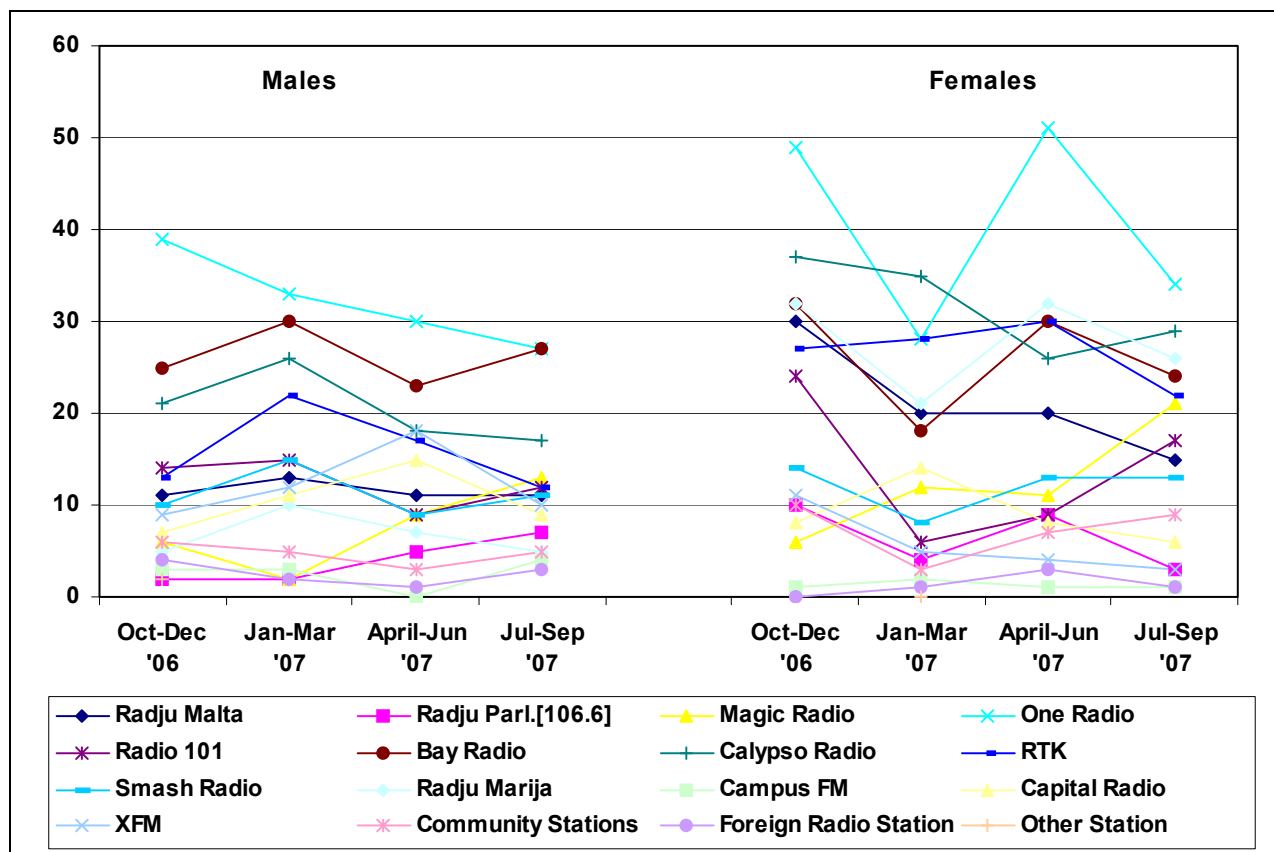


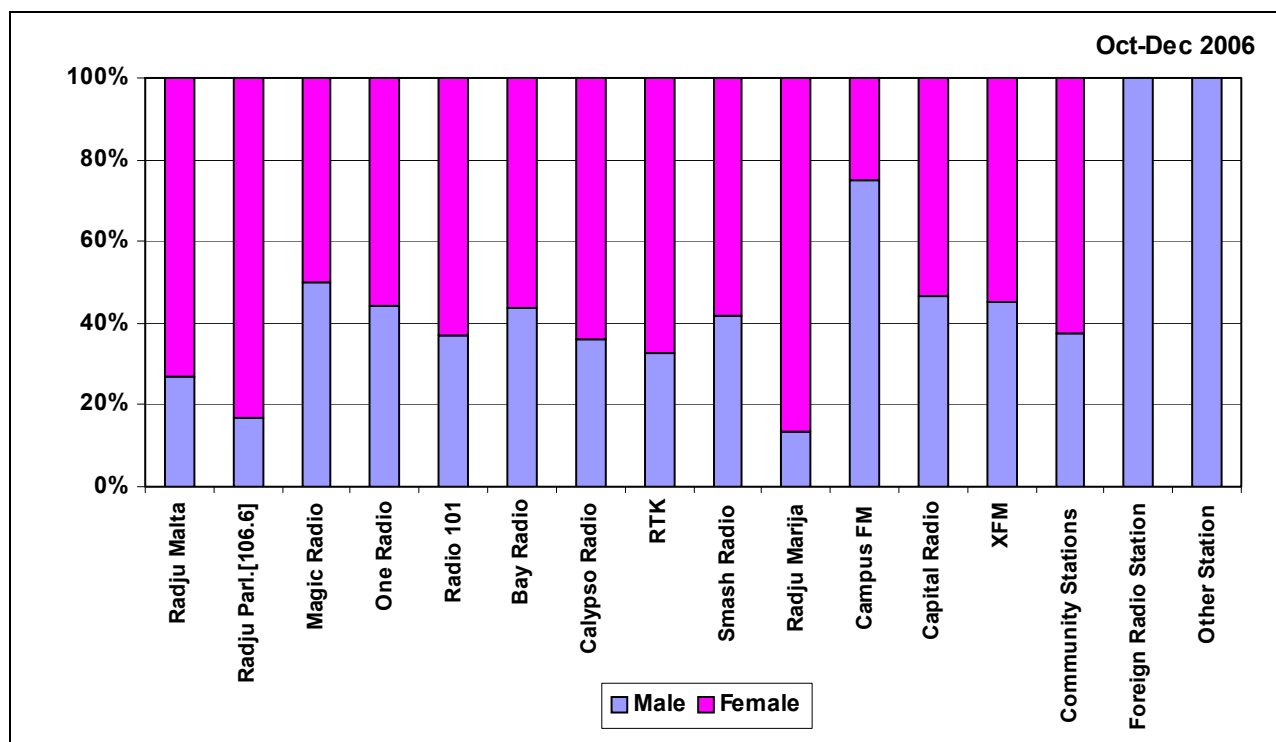
FIGURE 3.4.A: RADIO LISTENING BY BROADCASTING STATION [COUNT OF RESPONDENTS] – BY STATION AND BY GENDER – OCTOBER 2006-SEPTEMBER 2007

**TABLE 3.4.B: RADIO LISTENING BY BROADCASTING STATION [COUNT OF RESPONDENTS] –
BY QUARTER AND BY GENDER**

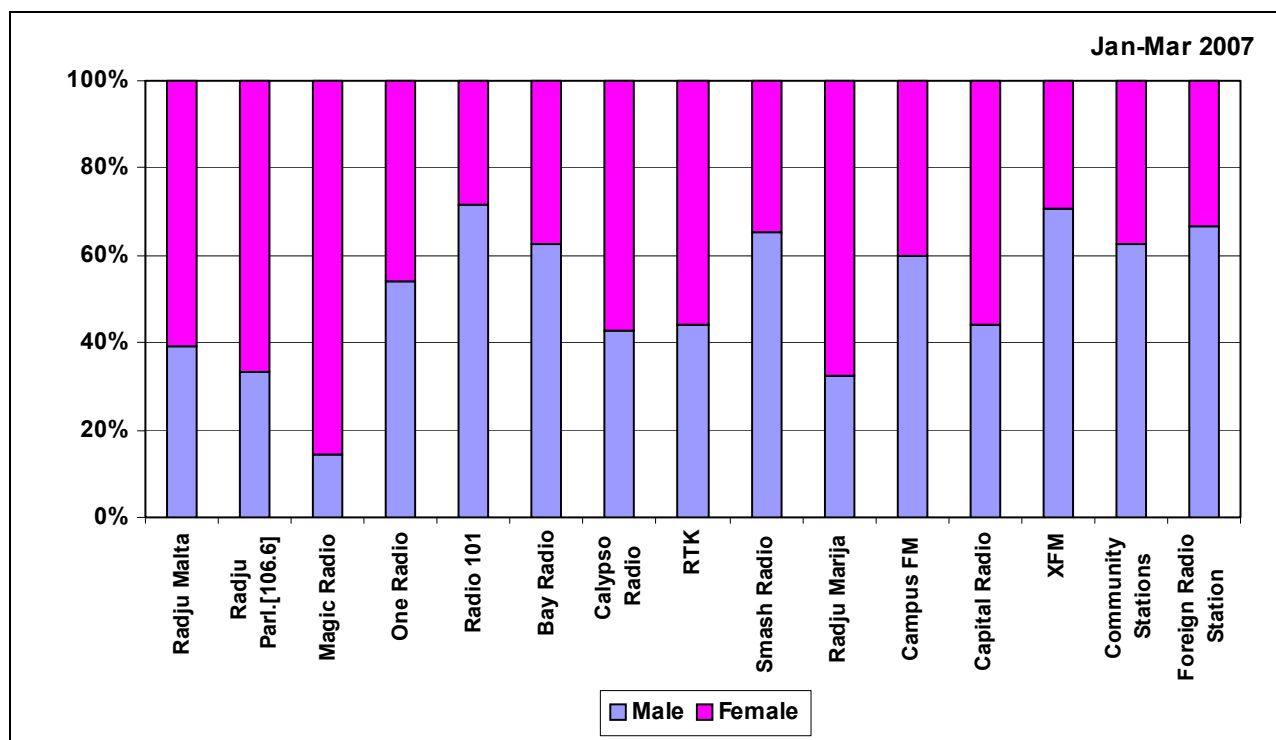
	Males				Females			
	[M] Oct-Dec 2006	[M] Jan-Mar 2007	[M] April-Jun 2007	[M] Jul-Sep 2007	[F] Oct-Dec 2006	[F] Jan-Mar 2007	[F] April-Jun 2007	[F] Jul-Sep 2007
Radju Malta	11	13	11	11	30	20	20	15
Radju Parl.[106.6]	2	2	5	7	10	4	9	3
Magic Radio	6	2	9	13	6	12	11	21
One Radio	39	33	30	27	49	28	51	34
Radio 101	14	15	9	12	24	6	9	17
Bay Radio	25	30	23	27	32	18	30	24
Calypso Radio	21	26	18	17	37	35	26	29
RTK	13	22	17	12	27	28	30	22
Smash Radio	10	15	9	11	14	8	13	13
Radju Marija	5	10	7	5	32	21	32	26
Campus FM	3	3	-	4	1	2	1	1
Capital Radio	7	11	15	9	8	14	8	6
XFM	9	12	18	10	11	5	4	3
Community Stations	6	5	3	5	10	3	7	9
Foreign Radio Station	4	2	1	3	-	1	3	1
Other Station	2	-	-	-	-	-	-	-



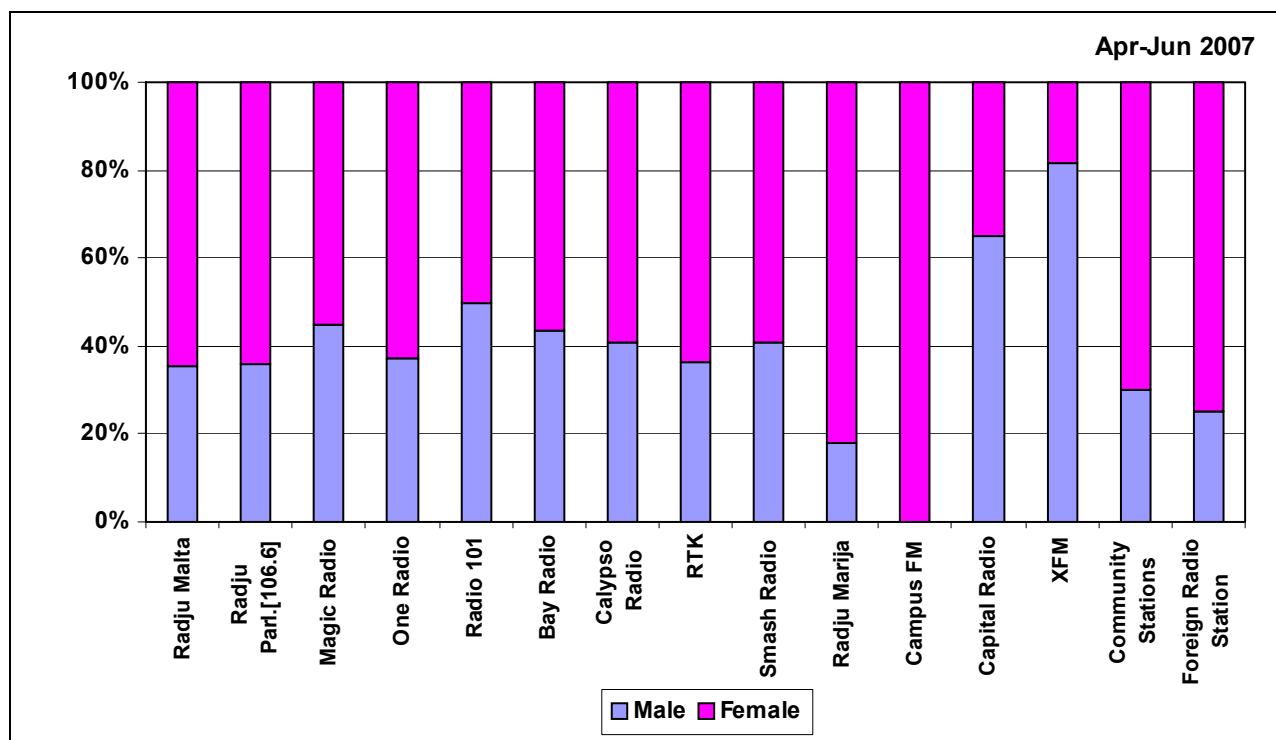
**FIGURE 3.4.B: RADIO LISTENING BY BROADCASTING STATION [COUNT OF RESPONDENTS]-
BY QUARTER AND BY GENDER**



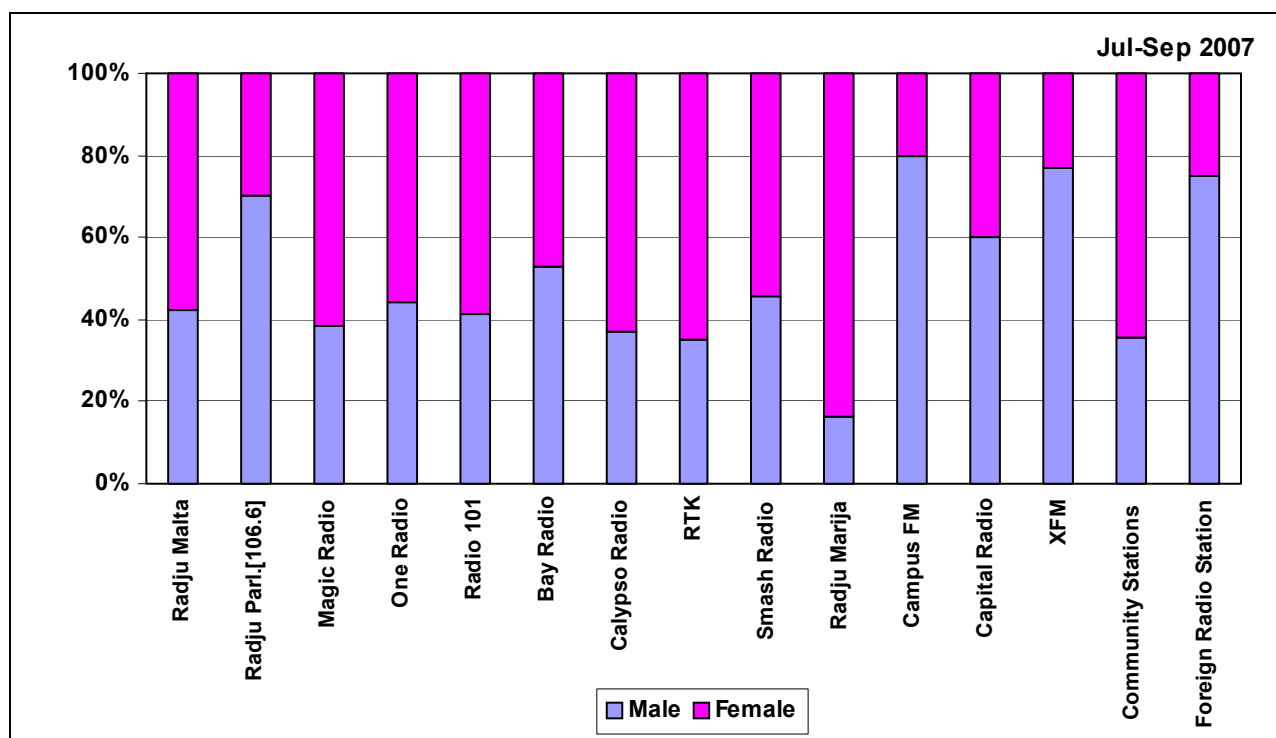
**FIGURE 3.4.C: RADIO LISTENING BY BROADCASTING STATION [COUNT OF RESPONDENTS]:
BY STATION AND BY GENDER – OCTOBER-DECEMBER 2006**



**FIGURE 3.4.D: RADIO LISTENING BY BROADCASTING STATION [COUNT OF RESPONDENTS]:
BY STATION AND BY GENDER – JANUARY-MARCH 2007**



**FIGURE 3.4.E: RADIO LISTENING BY BROADCASTING STATION [COUNT OF RESPONDENTS]:
BY STATION AND BY GENDER – APRIL-JUNE 2007**



**FIGURE 3.4.F: RADIO LISTENING BY BROADCASTING STATION [COUNT OF RESPONDENTS]:
BY STATION AND BY GENDER – JULY-SEPTEMBER 2007**

3.1.3 BY AGE GROUP

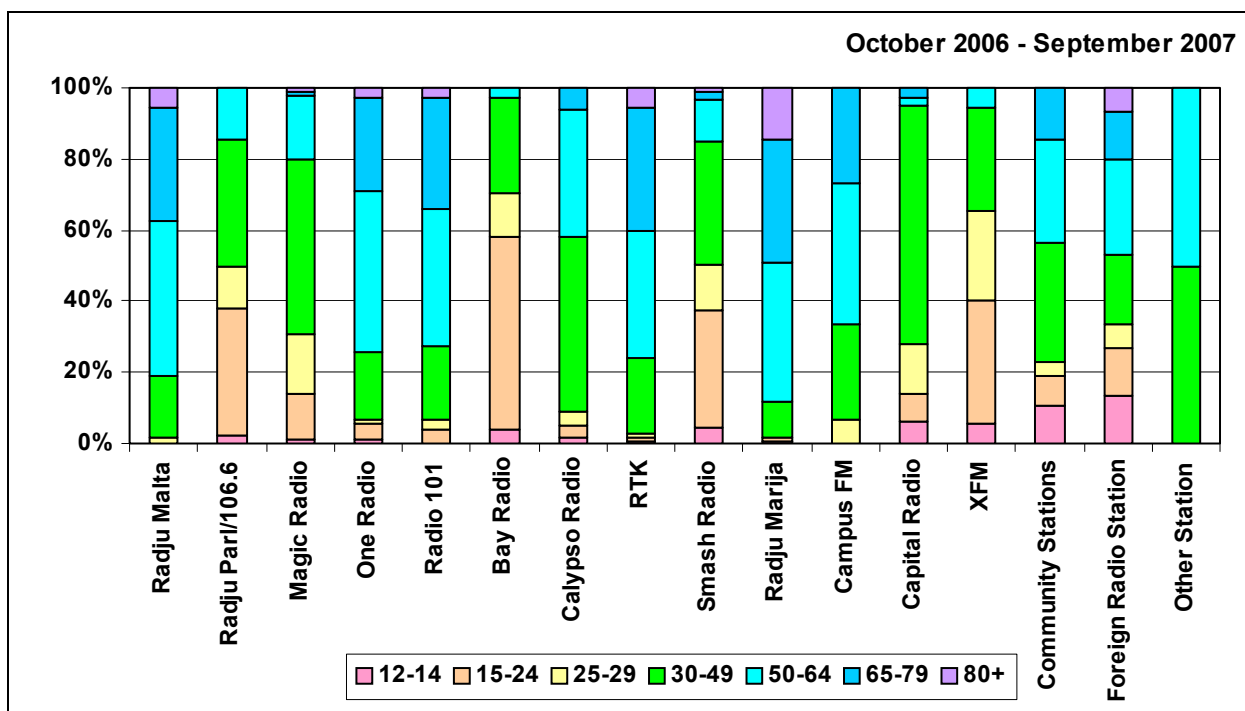
Different age groups have different tastes especially those concerning specific radio stations that would be targeting sectors of the local population. *Bay Radio* attracted most of the lowest three age groups [12-14; 15-24; and 25-29 year olds]; *One Radio* attracted most of two age groups [50-64 and 65-79 year olds]; *Calypso Radio* attracted most of the 30-39 year olds; while *Radju Marija* attracted most of those over 80 years old. As second preferences, *RTK* attracted those of the 65-79 and 80plus year olds – see Table 3.5 and Figures 3.5.a-e below and Tables 3.1 and 3.2 in Part Two of this report.

Analyzed by broadcasting station, each station's highest attracted group is highlighted in Table 3.5 below. The more the spread of age groups per broadcasting station gives an indication of the diversification in its programme content. Only four radio broadcasting stations managed to attract audiences from each of the seven age groups: *Magic Radio*, *One Radio*, *RTK*, and *Smash Radio*.

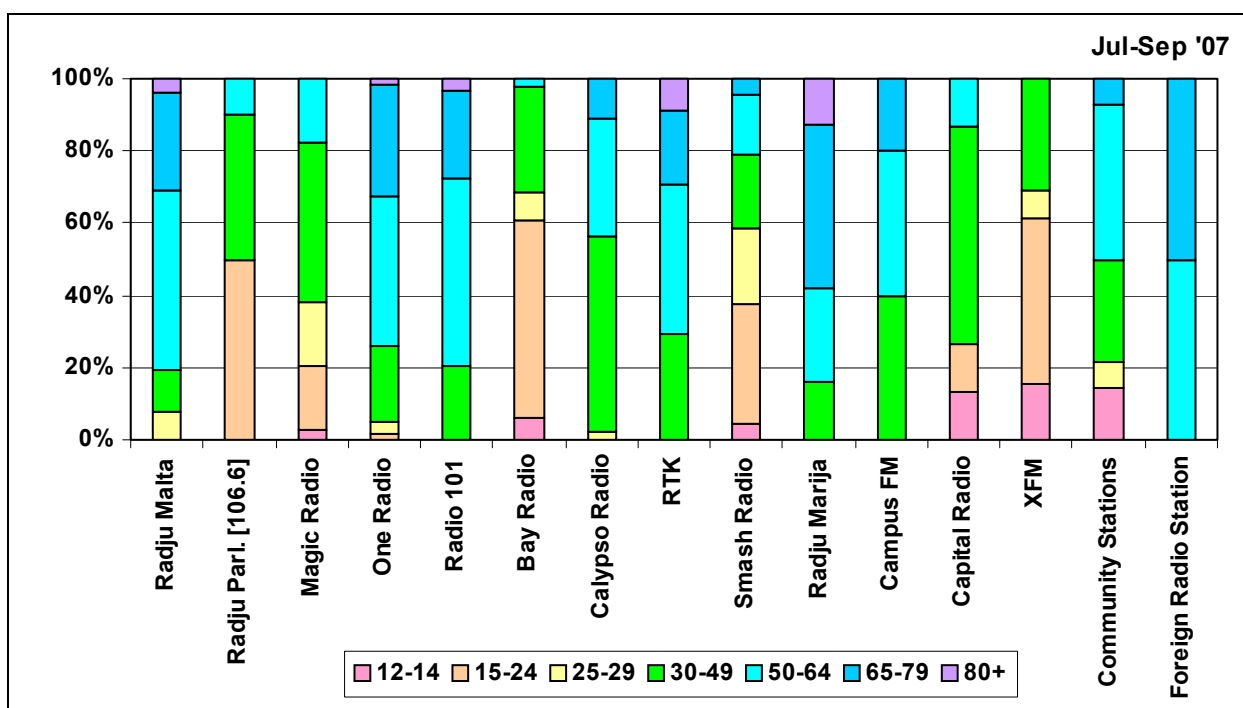
TABLE 3.5: RADIO LISTENING BY BROADCASTING STATION [COUNT OF RESPONDENTS] – BY STATION AND BY AGE GROUP

	Total	Age Groups						
		12-14	15-24	25-29	30-49	50-64	65-79	80+
Radju Malta	7.41 [5]			1.85 [10]	4.46 [8]	11.29 [4]	13.94 [4]	13.73 [4]
Radju Parl. [106.6]	2.47 [12]	2.56 [6]	6.38 [4]	4.63 [7]	3.04 [11]	1.23 [10]		
Magic Radio	5.00 [8]	2.56 [6]	4.68 [6]	12.96 [3]	8.52 [5]	3.08 [7]	0.35 [10]	1.96 [6]
One Radio	17.12 [11]	7.69 [4]	5.53 [5]	3.70 [8]	11.16 [3]	27.10 [11]	26.48 [11]	15.69 [3]
Radio 101	6.24 [6]		1.70 [9]	2.78 [9]	4.46 [8]	8.42 [6]	11.50 [5]	5.88 [5]
Bay Radio	12.29 [2]	20.51 [11]	48.51 [11]	23.15 [11]	11.36 [2]	1.23 [10]		
Calypso Radio	12.29 [2]	10.26 [3]	2.98 [7]	7.41 [6]	20.69 [11]	15.40 [2]	4.53 [6]	
RTK	10.06 [3]	2.56 [6]	0.85 [10]	1.85 [10]	7.30 [6]	12.53 [3]	20.56 [2]	19.61 [2]
Smash Radio	5.47 [7]	10.26 [3]	13.19 [2]	11.11 [4]	6.49 [7]	2.26 [9]	0.70 [9]	1.96 [6]
Radju Marija	8.12 [4]	2.56 [6]	0.43 [11]		2.84 [12]	11.09 [5]	16.72 [3]	39.22 [11]
Campus FM	0.88 [13]			0.93 [11]	0.81 [13]	1.23 [10]	1.39 [8]	
Capital Radio	4.59 [9]	12.82 [2]	2.55 [8]	10.19 [5]	10.55 [4]	0.41 [12]	0.70 [9]	
XFM	4.24 [10]	10.26 [3]	10.64 [3]	16.67 [2]	4.26 [9]	0.82 [11]		
Community Stations	2.82 [11]	12.82 [2]	1.70 [9]	1.85 [10]	3.25 [10]	2.87 [8]	2.44 [7]	
Foreign Radio Station	0.88 [13]	5.13 [5]	0.85 [10]	0.93 [11]	0.61 [14]	0.82 [11]	0.70 [9]	1.96 [6]
Other Station	0.12 [13]				0.20 [15]	0.21 [12]		
Total	100%	100%	100%	100%	100%	100%	100%	100%

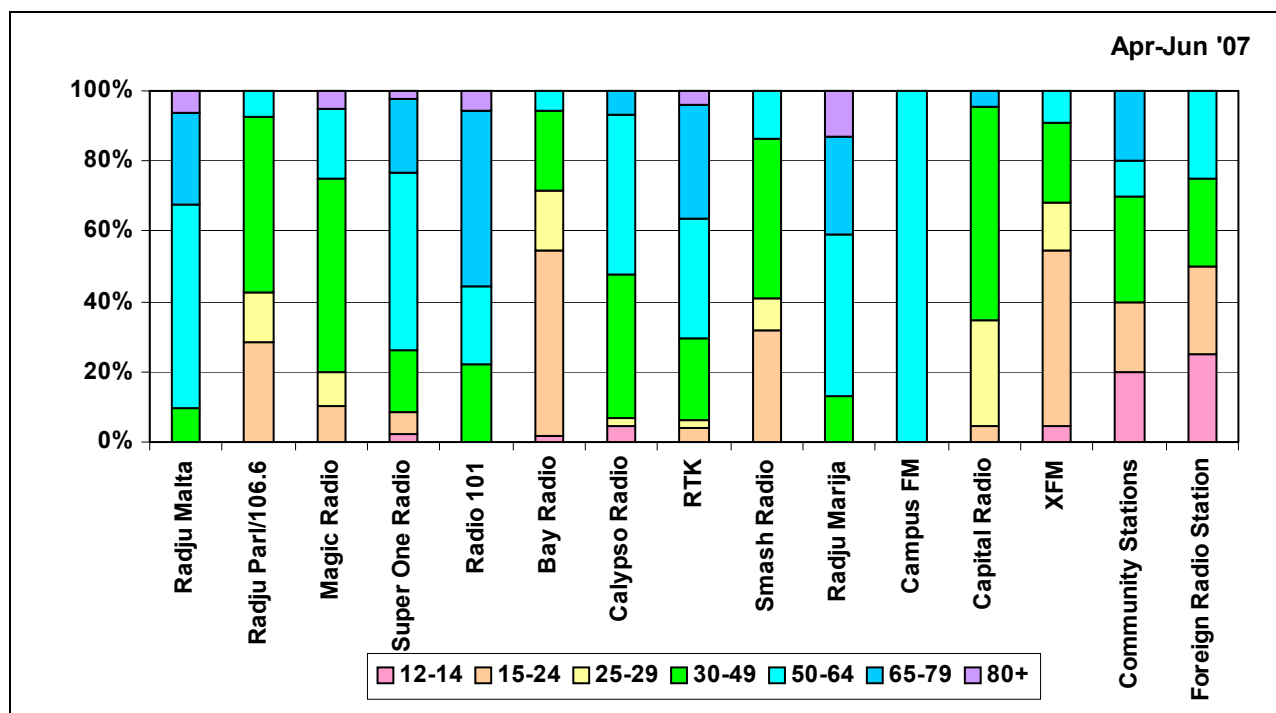
	Total	12-14	15-24	25-29	30-49	50-64	65-79	80+
Radju Malta	100.0			1.59	17.46	43.65	31.75	5.56
Radju Parl/106.6	100.0	2.38	35.71	11.90	35.71	14.29		
Magic Radio	100.0	1.18	12.94	16.47	49.41	17.65	1.18	1.18
One Radio	100.0	1.03	4.47	1.37	18.90	45.36	26.12	2.75
Radio 101	100.0		3.77	2.83	20.75	38.68	31.13	2.83
Bay Radio	100.0	3.83	54.55	11.96	26.79	2.87		
Calypso Radio	100.0	1.91	3.35	3.83	48.80	35.89	6.22	
RTK	100.0	0.58	1.17	1.17	21.05	35.67	34.50	5.85
Smash Radio	100.0	4.30	33.33	12.90	34.41	11.83	2.15	1.08
Radju Marija	100.0	0.72	0.72		10.14	39.13	34.78	14.49
Campus FM	100.0			6.67	26.67	40.00	26.67	
Capital Radio	100.0	6.41	7.69	14.10	66.67	2.56	2.56	
XFM	100.0	5.56	34.72	25.00	29.17	5.56		
Community Stations	100.0	10.42	8.33	4.17	33.33	29.17	14.58	
Foreign Radio Station	100.0	13.33	13.33	6.67	20.00	26.67	13.33	6.67
Other Station	100.0				50.00	50.00		
Total	100%	2.29	13.82	6.35	29.00	28.65	16.88	3.00
<i>Census 2005</i>	<i>100%</i>	<i>4.74</i>	<i>16.50</i>	<i>8.43</i>	<i>31.36</i>	<i>23.17</i>	<i>12.40</i>	<i>3.41</i>



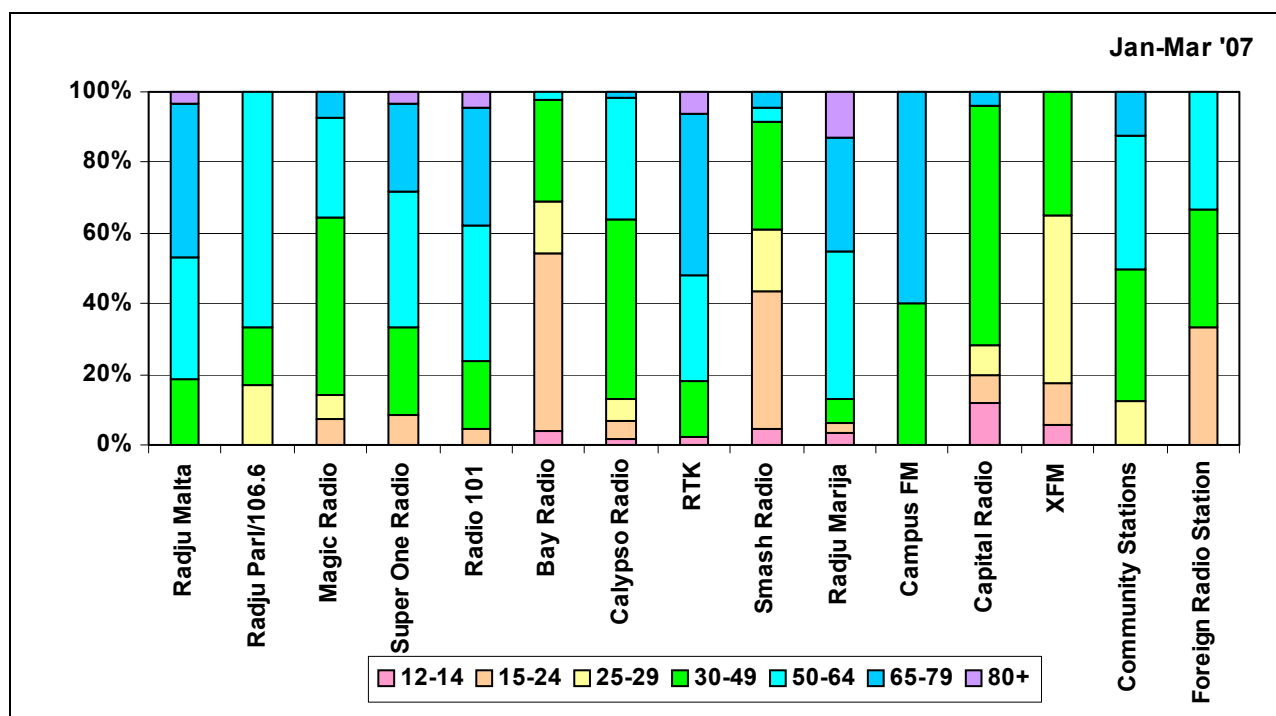
**FIGURE 3.5.A: RADIO LISTENING BY BROADCASTING STATION [COUNT OF RESPONDENTS]:
BY STATION AND BY AGE GROUP – OCTOBER 2006-SEPTEMBER 2007**



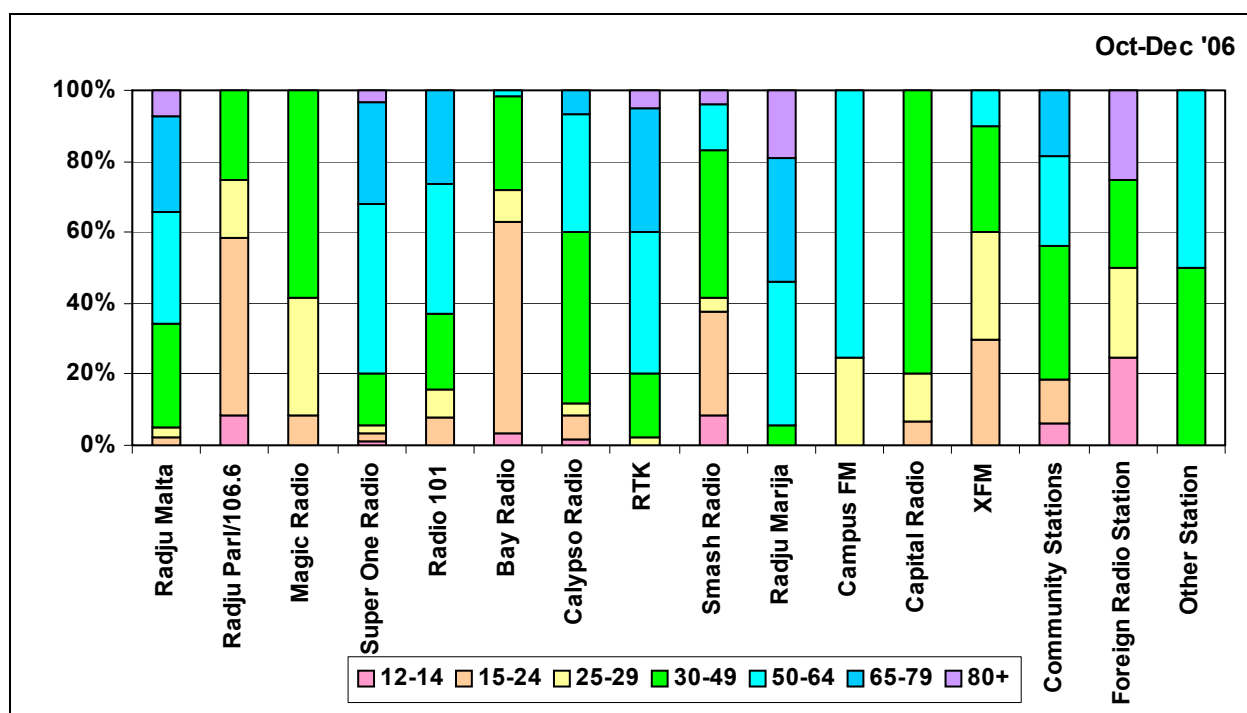
**FIGURE 3.5.B: RADIO LISTENING BY BROADCASTING STATION [COUNT OF RESPONDENTS]:
BY STATION AND BY AGE GROUP – JULY-SEPTEMBER 2007**



**FIGURE 3.5.C: RADIO LISTENING BY BROADCASTING STATION [COUNT OF RESPONDENTS]:
BY STATION AND BY AGE GROUP – APRIL-JULY 2007**



**FIGURE 3.5.D: RADIO LISTENING BY BROADCASTING STATION [COUNT OF RESPONDENTS]:
BY STATION AND BY AGE GROUP – JANUARY-MARCH 2007**



**FIGURE 3.5.E: RADIO LISTENING BY BROADCASTING STATION [COUNT OF RESPONDENTS]:
BY STATION AND BY AGE GROUP – OCTOBER-DECEMBER 2006**

3.1.4 BY DISTRICT

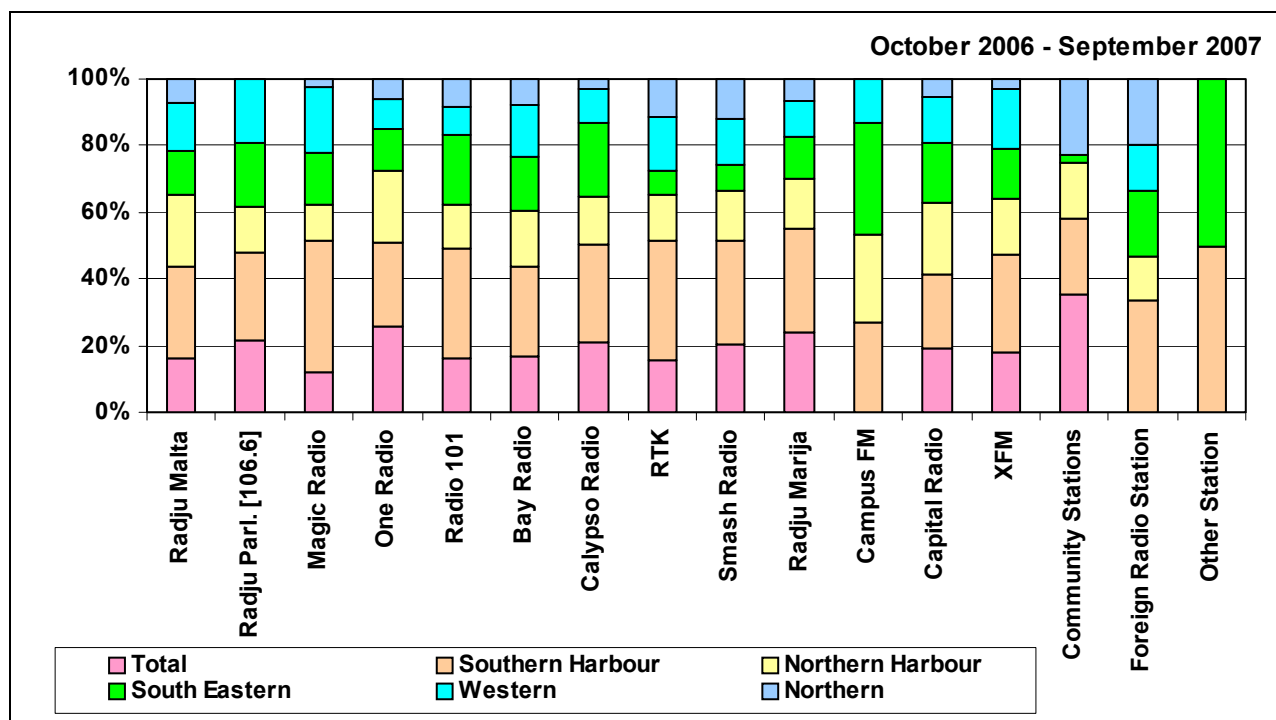
The analysis by district should, percentage wise, be homogeneous and reflective of population density in each area. *One Radio* attracted the highest audiences in three districts: Southern Harbour, Northern Harbour, and the South Eastern; and attracted the second highest audiences in the other three districts. *Calypso Radio* attracted the highest audiences of those of the Western District; the second highest audiences in two other districts [Southern Harbour and Northern Harbour]; and the third highest of the South Eastern District. *Bay Radio* attracted the highest audiences of the Northern District; the second highest of the South Eastern; and the third highest of all the rest of four districts. *RTK* attracted the highest audiences of Gozo and Comino; the second highest of Northern Harbour; and the third highest of the Northern District. See Table 3.6, Figures 3.6.a-e, and Tables 3.1-2 in Part Two of this report.

The distribution of all the audiences by districts closely follows the population density by district [i.e. Northern Harbour total percentage audience = 29.24% as compared to National Censuses 2005 population distribution = 29.88%]. Thus, each broadcasting station's distribution of audiences by district should closely follow the population density of each area. Thus, the percentage distribution of each station's audiences should closely follow the percentage distribution of the population over the six districts – the exception being community radio stations where their broadcasts are not nationwide. The relationship between community radio audiences and population density should be equivalent to the number of community radio stations in each district. Having said this, the population distribution of each broadcasting station was analyzed against the population distribution as listed in the National Census 2005 and ranked accordingly in Table 3.6 below.

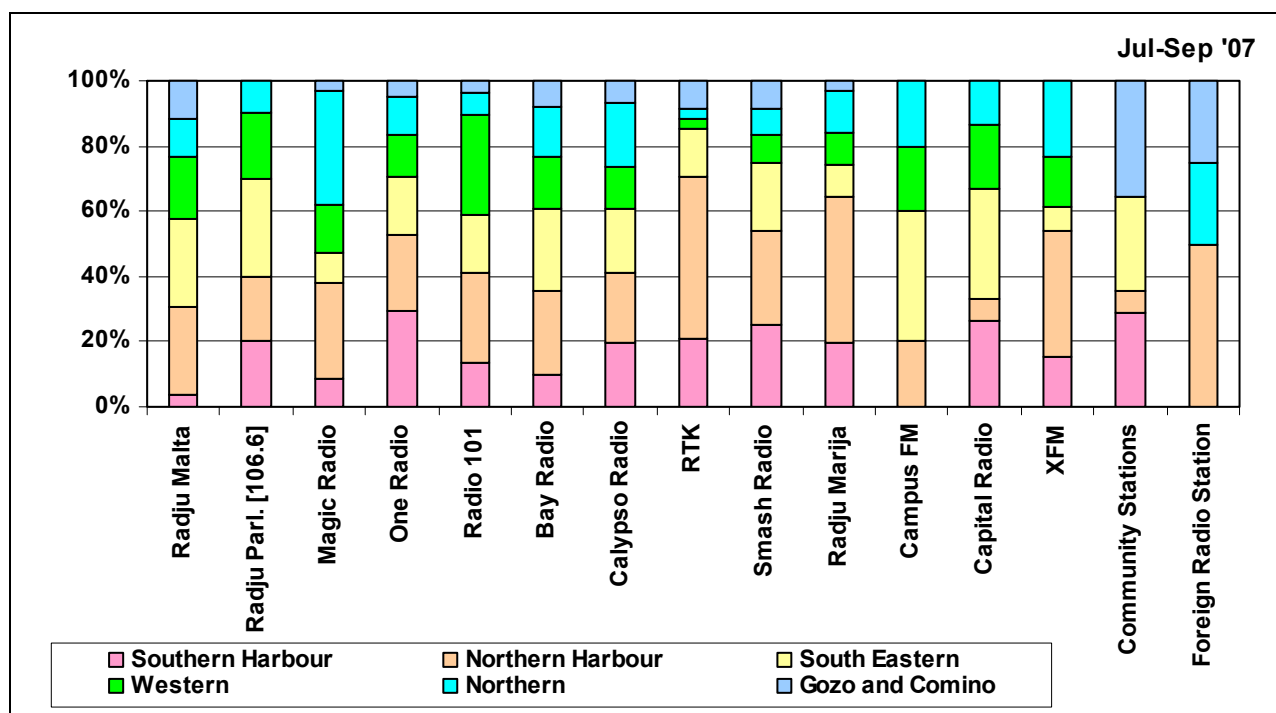
TABLE 3.6: RADIO LISTENING BY BROADCASTING STATION [COUNT OF RESPONDENTS] – BY DISTRICT

	Total	District					
		Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
Radju Malta	7.41 [5]	5.99 [6]	7.04 [5]	9.47 [4]	6.83 [5]	8.29 [5]	7.63 [5]
Radju Parlamentari/106.6	2.47 [12]	2.69 [12]	2.21 [10]	2.11 [13]	3.21 [9]	3.69 [11]	
Magic Radio	5.00 [8]	2.99 [11]	6.84 [6]	3.16 [11]	5.22 [6]	7.83 [6]	1.69 [9]
One Radio	17.12 [11]	22.46 [11]	14.69 [11]	21.75 [11]	15.26 [2]	11.98 [2]	14.41 [2]
Radio 101	6.24 [6]	5.09 [8]	7.04 [5]	4.91 [9]	8.84 [4]	4.15 [10]	7.63 [5]
Bay Radio	12.29 [2]	10.48 [3]	11.27 [3]	12.28 [2]	13.65 [3]	15.21 [11]	13.56 [3]
Calypso Radio	12.29 [2]	13.17 [2]	12.27 [2]	10.53 [3]	18.47 [11]	10.14 [4]	5.08 [6]
RTK	10.06 [3]	8.08 [5]	12.27 [2]	8.42 [5]	4.82 [7]	12.90 [3]	16.10 [11]
Smash Radio	5.47 [7]	5.69 [7]	5.84 [7]	4.91 [8]	2.81 [10]	5.99 [8]	9.32 [4]
Radju Marija	8.12 [4]	9.88 [4]	8.65 [4]	7.37 [6]	6.83 [5]	6.91 [7]	7.63 [5]
Campus FM	0.88 [13]		0.80 [12]	1.40 [14]	2.01 [11]	0.92 [12]	
Capital Radio	4.59 [9]	4.49 [9]	3.42 [9]	5.96 [7]	5.62 [6]	5.07 [9]	3.39 [7]
XFM	4.24 [10]	3.89 [10]	4.23 [8]	4.21 [10]	4.42 [8]	5.99 [8]	1.69 [9]
Community Stations	2.82 [11]	5.09 [8]	2.21 [10]	2.81 [12]	0.40 [13]		9.32 [4]
Foreign Radio Station	0.88 [13]		1.01 [11]	0.70 [15]	1.20 [12]	0.92 [12]	2.54 [8]
Other Station	0.12 [13]		0.20 [13]		0.40 [13]		
Total	100%	100%	100%	100%	100%	100%	100%

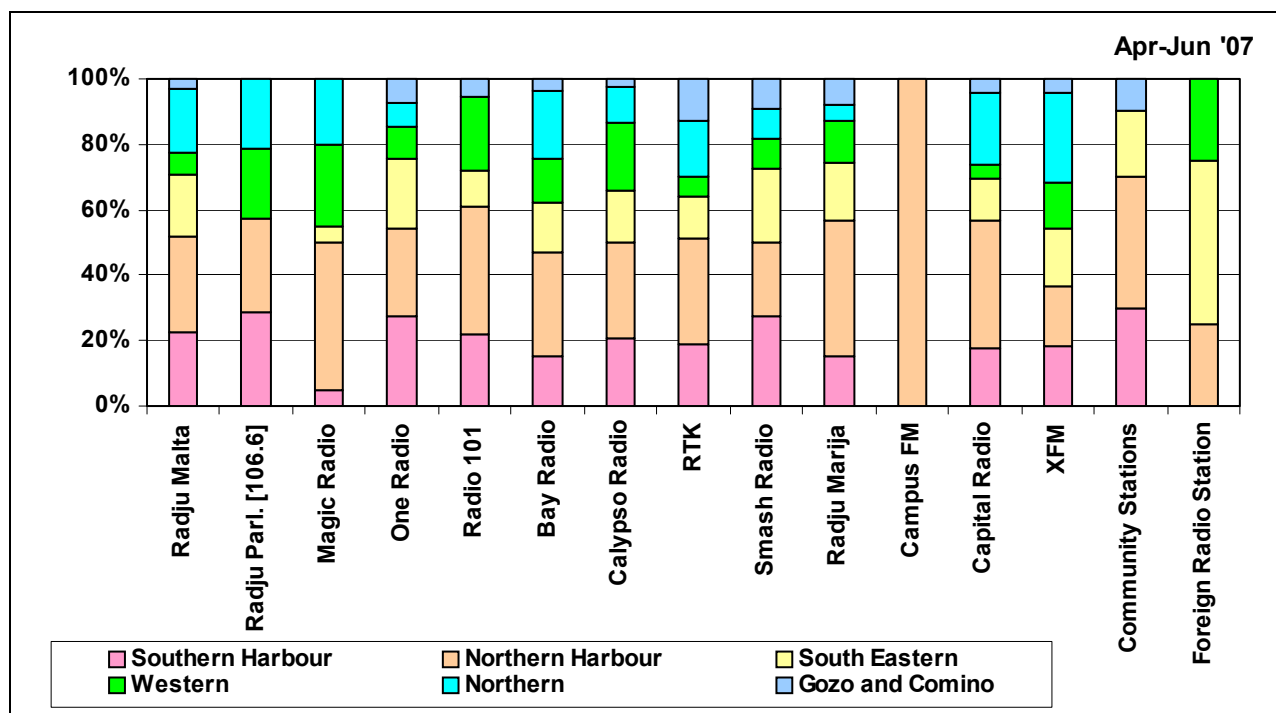
	Total	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
Radju Malta	100.00	15.87 [3]	27.78 [1]	21.43 [2]	13.49 [5]	14.29 [4]	7.14 [6]
Radju Parl. [106.6]	100.00	21.43 [2]	26.19 [1]	14.29 [4]	19.05 [3]	19.05 [3]	
Magic Radio	100.00	11.76 [4]	40.00 [1]	10.59 [5]	15.29 [3]	20.00 [2]	2.35 [6]
One Radio	100.00	25.77 [1]	25.09 [2]	21.31 [3]	13.06 [4]	8.93 [5]	5.84 [6]
Radio 101	100.00	16.04 [3]	33.02 [1]	13.21 [4]	20.75 [2]	8.49 [5]	8.49 [5]
Bay Radio	100.00	16.75 [2]	26.79 [1]	16.75 [2]	16.27 [3]	15.79 [4]	7.66 [5]
Calypso Radio	100.00	21.05 [3]	29.19 [1]	14.35 [4]	22.01 [2]	10.53 [5]	2.87 [6]
RTK	100.00	15.79 [3]	35.67 [1]	14.04 [4]	7.02 [6]	16.37 [2]	11.11 [5]
Smash Radio	100.00	20.43 [2]	31.18 [1]	15.05 [3]	7.53 [6]	13.98 [4]	11.83 [5]
Radju Marija	100.00	23.91 [2]	31.16 [1]	15.22 [3]	12.32 [4]	10.87 [5]	6.52 [6]
Campus FM	100.00		26.67 [2]	26.67 [2]	33.33 [1]	13.33 [3]	
Capital Radio	100.00	19.23 [2]	21.79 [1]	21.79 [1]	17.95 [3]	14.10 [4]	5.13 [5]
XFM	100.00	18.06 [2]	29.17 [1]	16.67 [3]	15.28 [4]	18.06 [2]	2.78 [5]
Community Stations	100.00	35.42 [1]	22.92 [2]	16.67 [3]	2.08 [4]		22.92 [2]
Foreign Radio Station	100.00		33.33 [1]	13.33 [3]	20.00 [2]	13.33 [3]	20.00 [2]
Other Station	100.00		50.00 [1]		50.00 [1]		
Total	100%	19.65 [2]	29.24 [1]	16.76 [3]	14.65 [4]	12.76 [5]	6.94 [6]
<i>National Census 2005</i>	<i>100%</i>	<i>20.22 [2]</i>	<i>29.88 [1]</i>	<i>14.43 [3]</i>	<i>14.01 [4]</i>	<i>13.83 [5]</i>	<i>7.63 [6]</i>



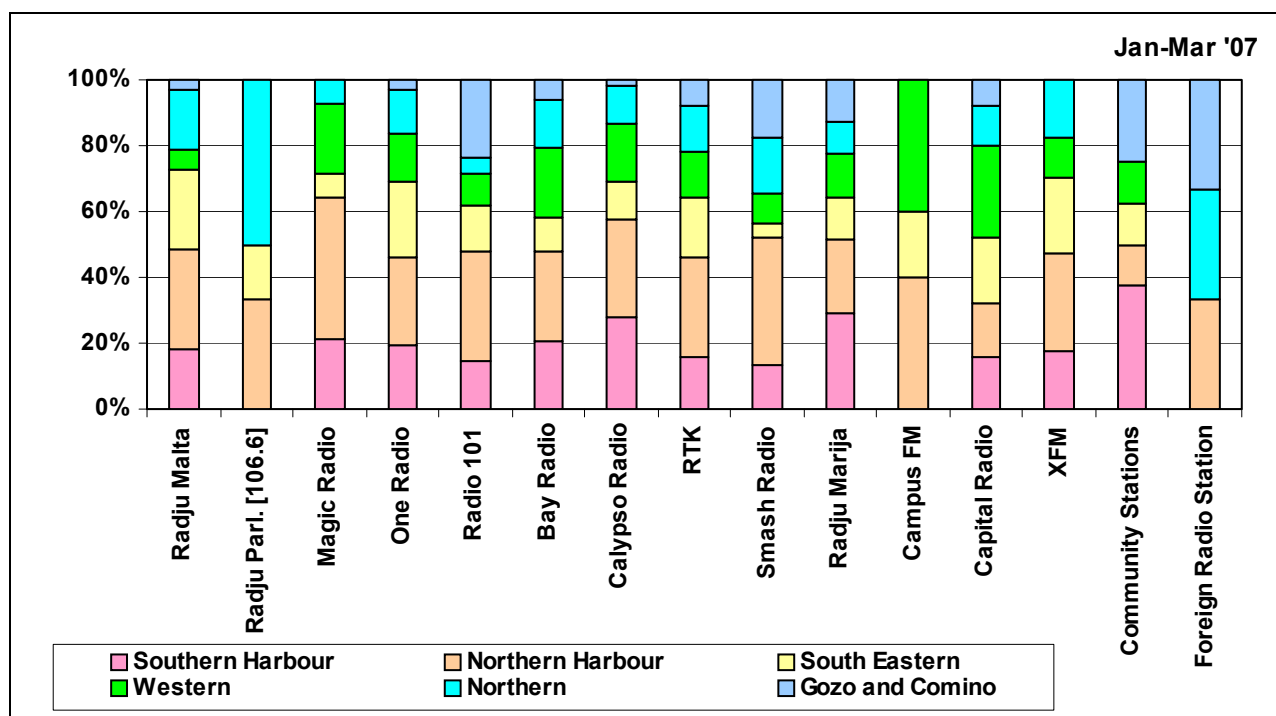
**FIGURE 3.6.A: RADIO LISTENING BY BROADCASTING STATION [COUNT OF RESPONDENTS]:
BY STATION AND BY DISTRICT – OCTOBER 2006-SEPTEMBER 2007**



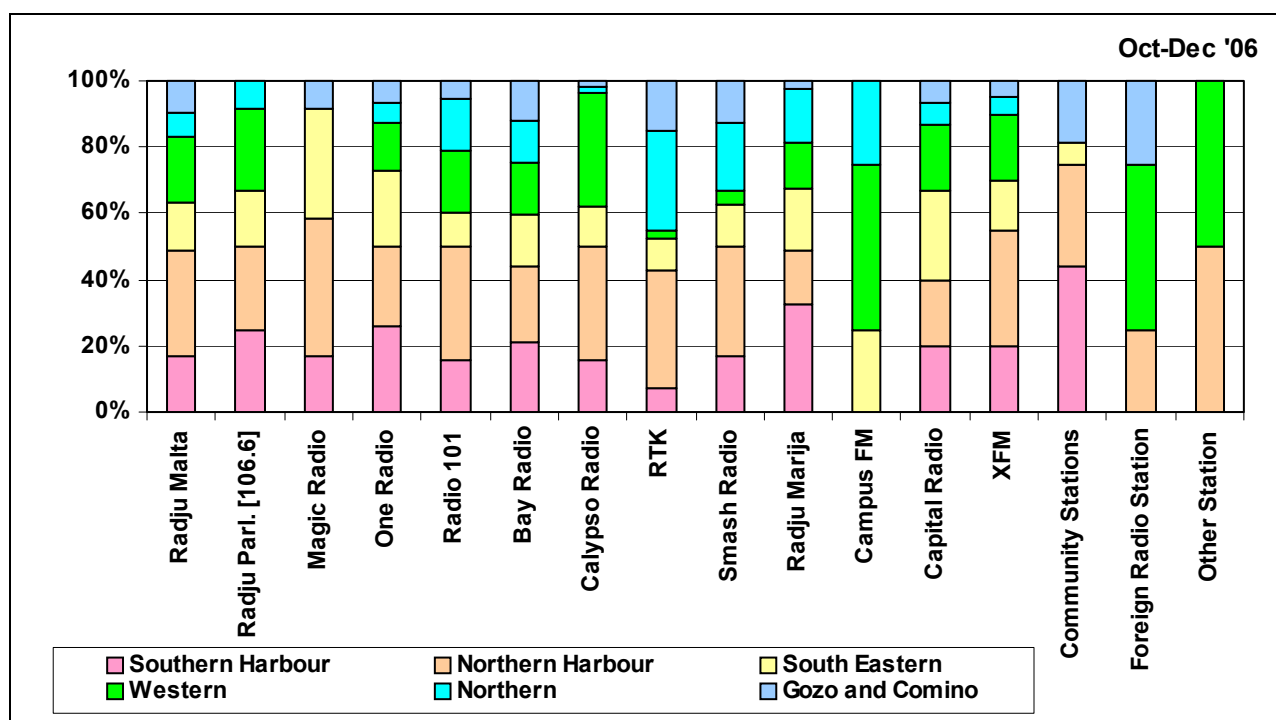
**FIGURE 3.6.B: RADIO LISTENING BY BROADCASTING STATION [COUNT OF RESPONDENTS]:
BY STATION AND BY DISTRICT – JULY-SEPTEMBER 2007**



**FIGURE 3.6.C: RADIO LISTENING BY BROADCASTING STATION [COUNT OF RESPONDENTS]:
BY STATION AND BY DISTRICT – APRIL-JUNE 2007**



**FIGURE 3.6.D: RADIO LISTENING BY BROADCASTING STATION [COUNT OF RESPONDENTS]:
BY STATION AND BY DISTRICT – JANUARY-MARCH 2007**



**FIGURE 3.6.E: RADIO LISTENING BY BROADCASTING STATION [COUNT OF RESPONDENTS]:
BY STATION AND BY DISTRICT – OCTOBER-DECEMBER 2007**

3.2 TV VIEWING BY BROADCASTING STATION

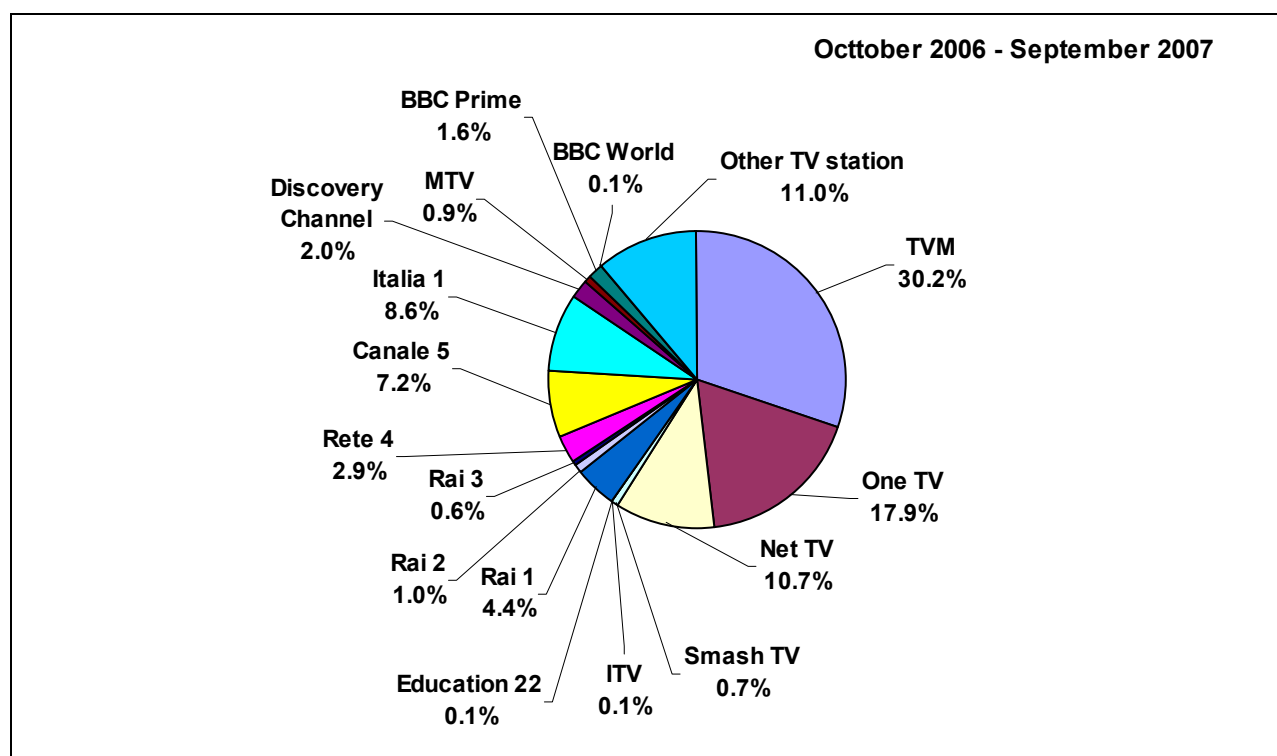
3.2.1 BY TOTAL

The replies given by respondents to the question “Which TV station did you follow most yesterday” were analyzed by gender, by age group, and by district. The overall counts exclude those who “do not have a TV set”, “did not watch TV”, “did not remember”, and “did not follow any particular TV station”. Each respondent was only counted once independent of the number of half-hour slots spent watching TV programmes.

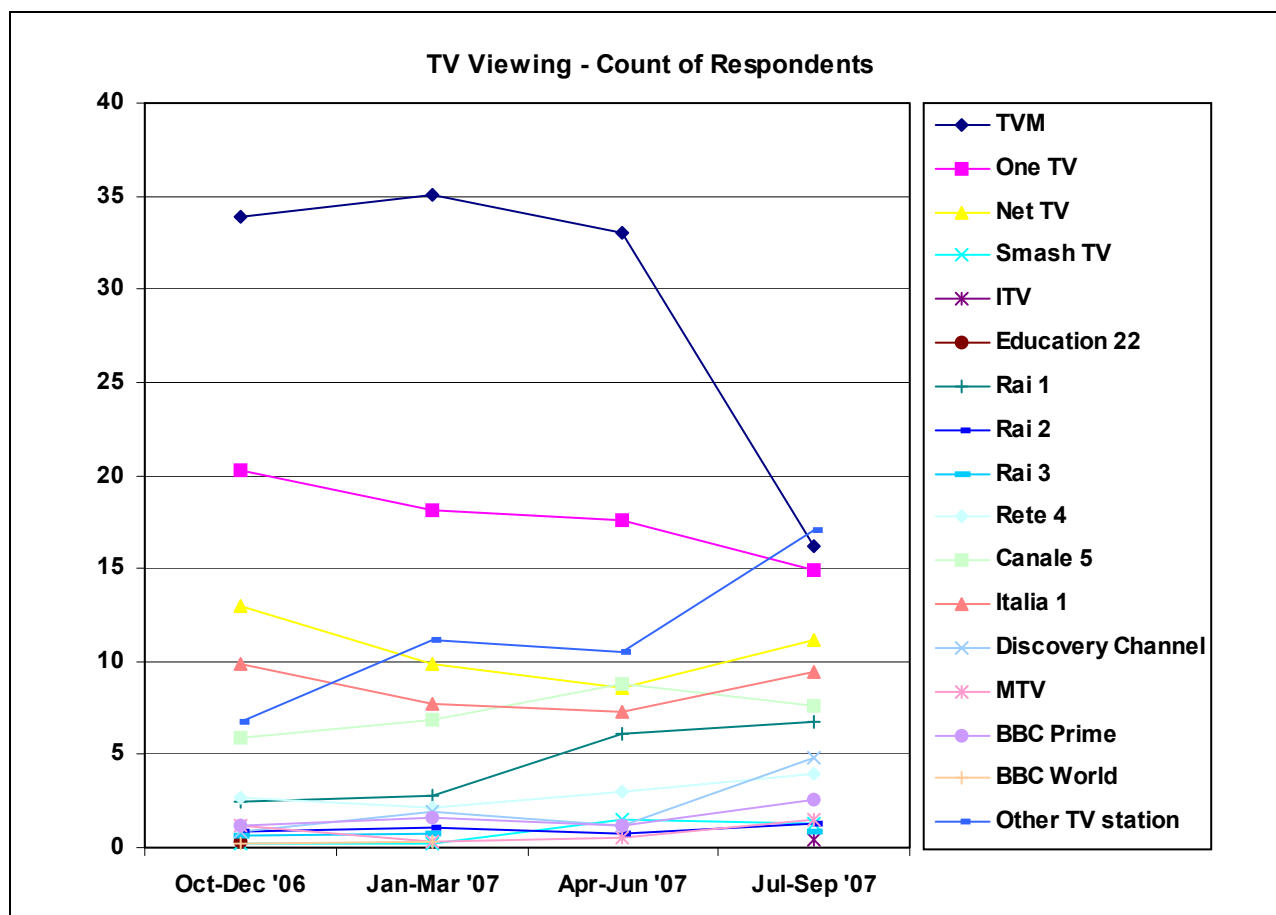
The data for the whole period October 2006 to September 2007, and for every quarter of this period, is listed in Table 3.7, and depicted in Figures 3.7.a-f below. Overall, the main local broadcasting stations have maintained their positions. However, on a quarterly basis, TVM has lost 51% of its viewers during the last quarter under review – July to September 2007 – from 33% to 16.2%. This was taken up by *Other TV Station* [6.6%: from 10.5% to 17.1%]; Discovery Channel [3.7% from 1.1% to 4.8%]; and *Net TV* [2.6% from 8.6% to 11.2%] amongst others. However the last quarter under review was that of the summer months when programme repeats are frequent, and consumers tend to favour more radio listening than TV viewing.

TABLE 3.7: TV VIEWING BY BROADCASTING STATION [COUNT OF RESPONDENTS]:

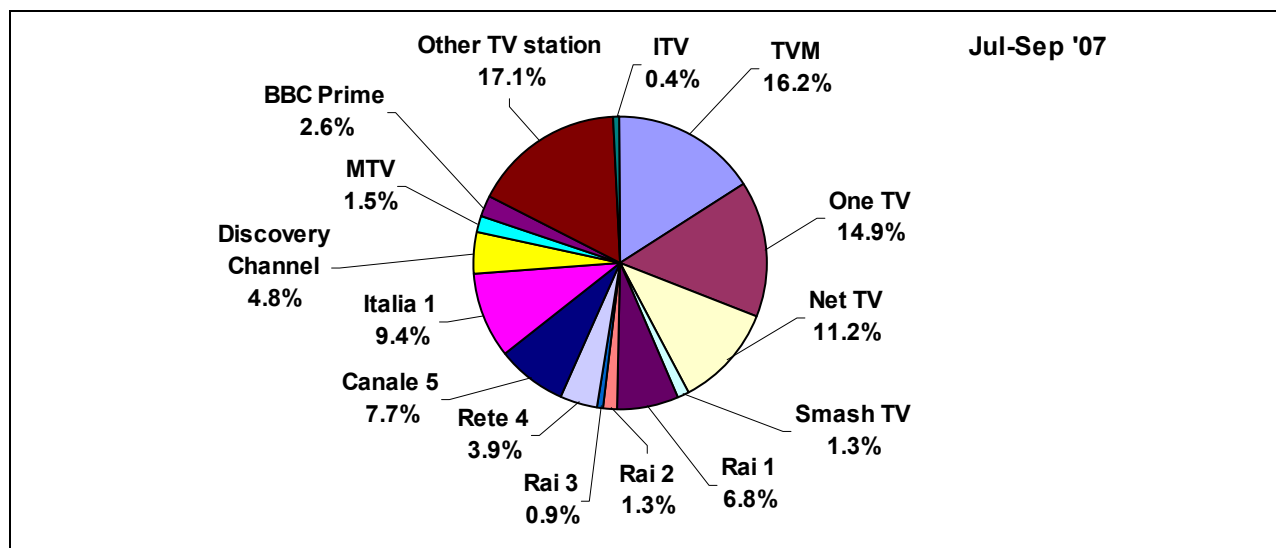
	BY QUARTER									
	Oct 2006 to Sep 2007		Oct-Dec 2006		Jan-Mar 2007		Apr-Jun 2007		Jul-Sep 2007	
	%		%		%		%		%	
TVM	30.2	[1]	33.9	[1]	35.1	[1]	33.0	[1]	16.2	[2]
One TV	17.9	[2]	20.2	[2]	18.2	[2]	17.6	[2]	14.9	[3]
Net TV	10.7	[4]	13.0	[3]	9.9	[4]	8.6	[5]	11.2	[4]
Smash TV	0.7	[13]	0.2	[13]	0.2	[14]	1.5	[9]	1.3	[12]
ITV	0.1	[16]							0.4	[14]
Education 22	0.1	[16]	0.3	[12]						
Rai 1	4.4	[7]	2.5	[8]	2.8	[7]	6.1	[7]	6.8	[7]
Rai 2	1.0	[11]	0.8	[10]	1.1	[11]	0.8	[11]	1.3	[12]
Rai 3	0.6	[14]	0.7	[11]	0.7	[12]			0.9	[13]
Rete 4	2.9	[8]	2.6	[7]	2.1	[8]	3.1	[8]	3.9	[9]
Canale 5	7.2	[5]	5.9	[6]	6.9	[6]	8.8	[4]	7.7	[6]
Italia 1	8.6	[5]	9.9	[4]	7.8	[5]	7.3	[6]	9.4	[5]
Discovery Channel	2.0	[9]	0.8	[10]	1.9	[9]	1.1	[10]	4.8	[8]
MTV	0.9	[12]	1.2	[9]	0.4	[13]	0.6	[12]	1.5	[11]
BBC Prime	1.6	[10]	1.2	[9]	1.6	[10]	1.1	[10]	2.6	[10]
BBC World	0.1	[14]	0.2	[13]	0.4	[13]				
Other TV station	11.0	[3]	6.7	[5]	11.1	[3]	10.5	[3]	17.1	[1]
	100.0		100.0		100.0		100.0		100.0	



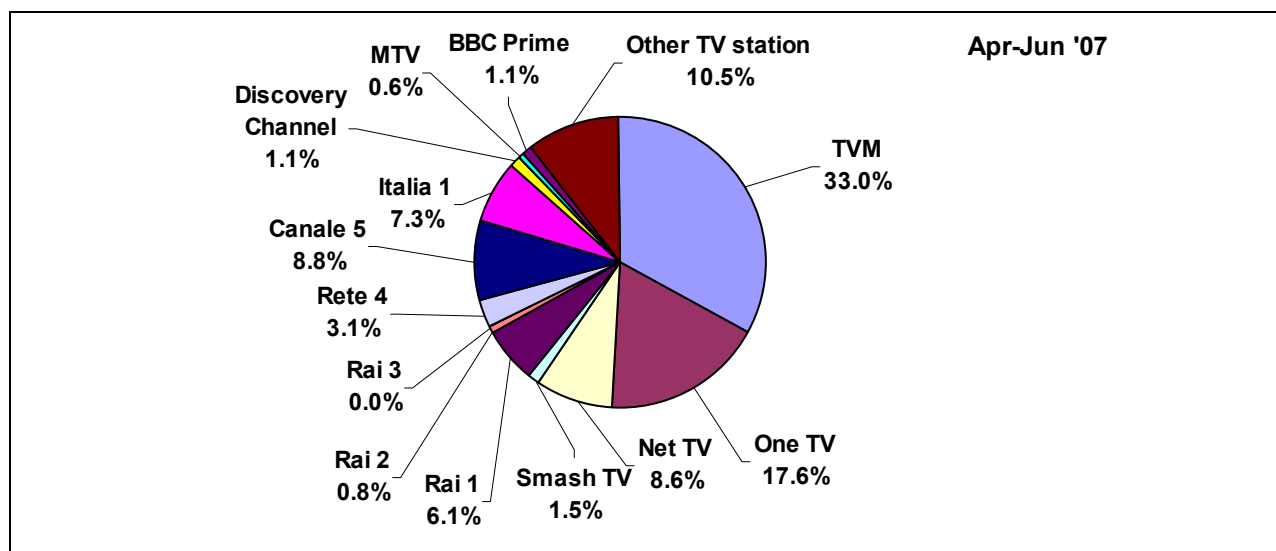
**FIGURE 3.7.A: TV VIEWING BY BROADCASTING STATION [COUNT OF RESPONDENTS]:
OCTOBER 2006-SEPTEMBER 2007**



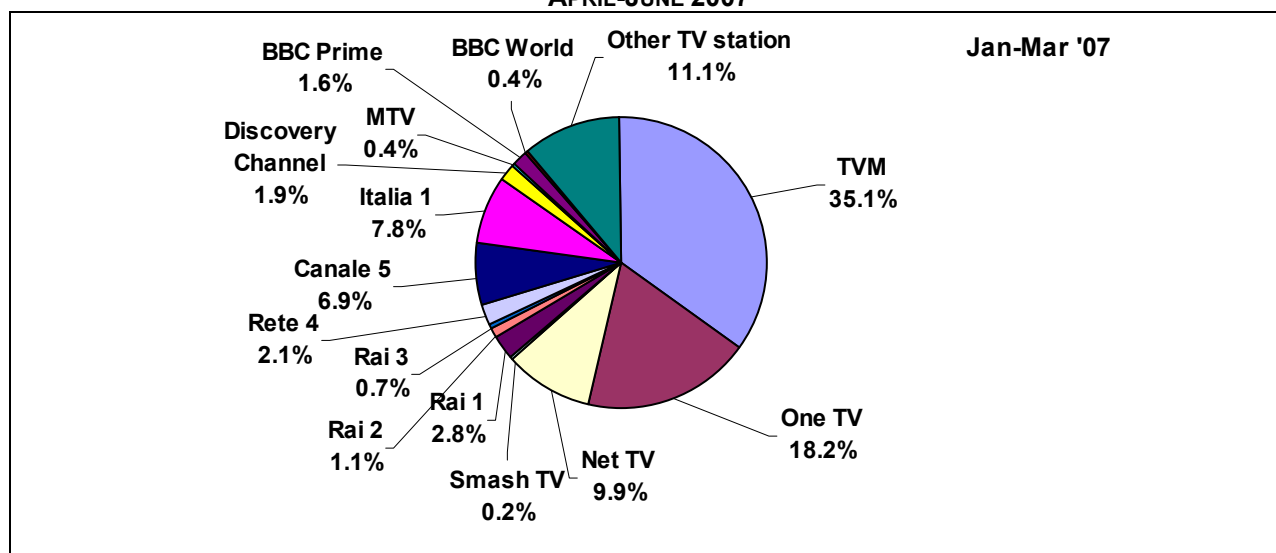
**FIGURE 3.7.B: TV VIEWING BY BROADCASTING STATION [COUNT OF RESPONDENTS]:
BY QUARTER**



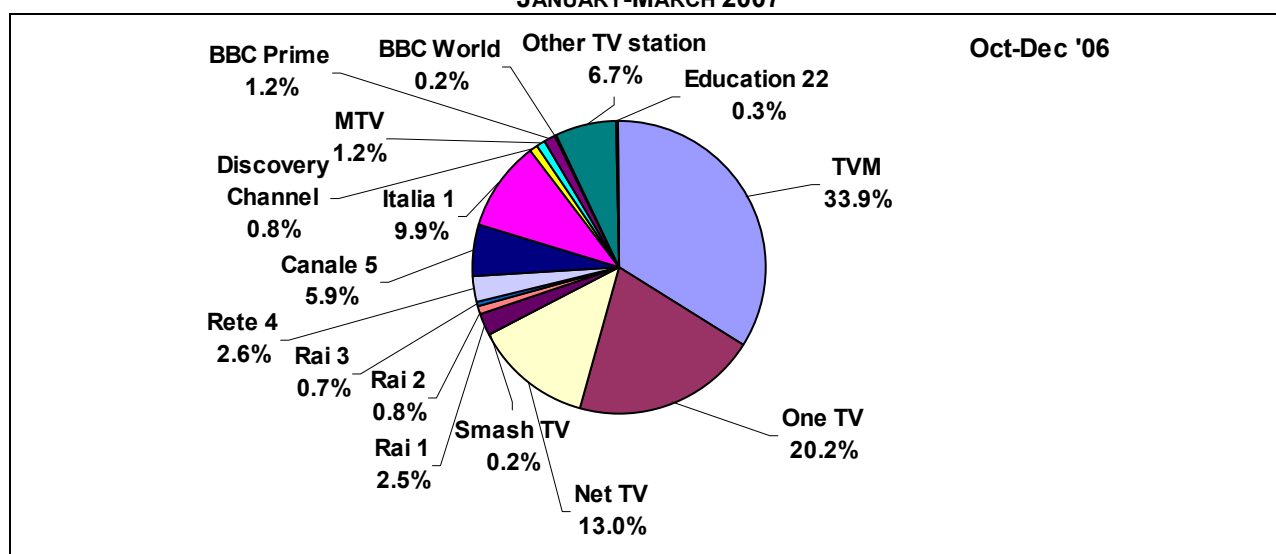
**FIGURE 3.7.C: TV VIEWING BY BROADCASTING STATION [COUNT OF RESPONDENTS]:
JULY-SEPTEMBER 2007**



**FIGURE 3.7.D: TV VIEWING BY BROADCASTING STATION [COUNT OF RESPONDENTS]:
APRIL-JUNE 2007**



**FIGURE 3.7.E: TV VIEWING BY BROADCASTING STATION [COUNT OF RESPONDENTS]:
JANUARY-MARCH 2007**



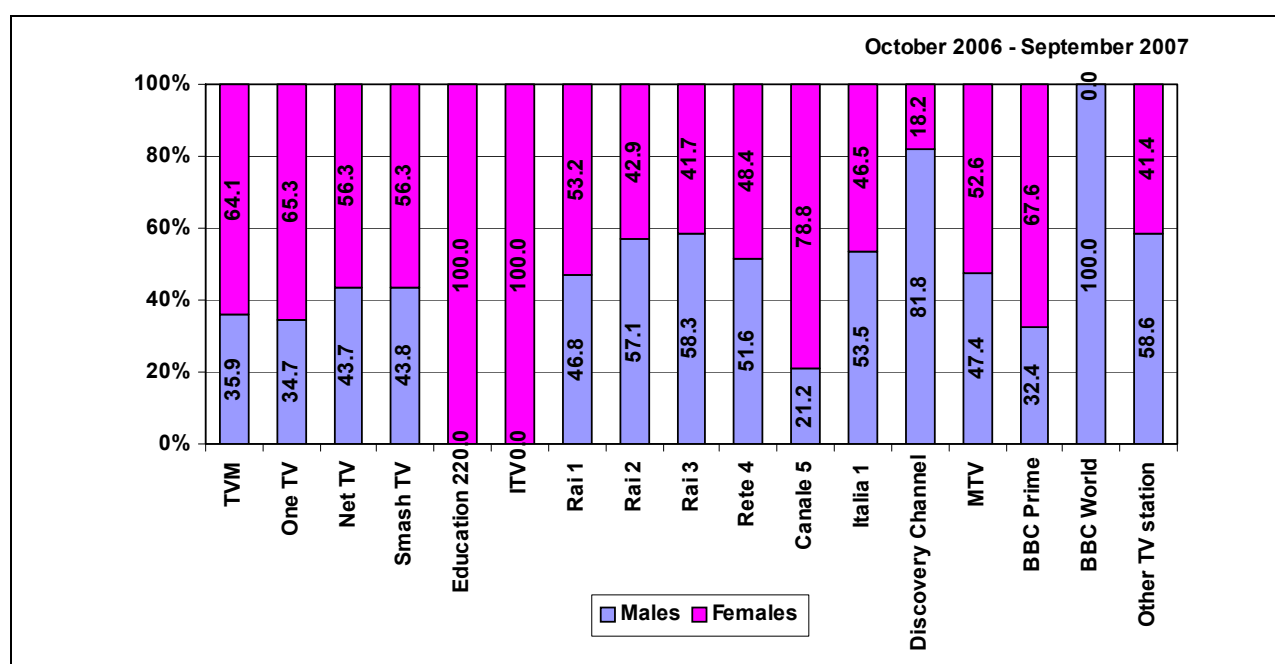
**FIGURE 3.7.F: TV VIEWING BY BROADCASTING STATION [COUNT OF RESPONDENTS]:
OCTOBER-DECEMBER 2006**

3.2.2 BY GENDER

Overall, most of the broadcasting stations attract more females than males – some much more than others like *Canale 5* [78.8%] and *BBC Prime* [67.6%]. The exceptions to female audiences are *Other TV Station* [58.6% males] followed by *Rai 3* [58.3%]. On the other hand, the most preferred station by both males and female audiences is TVM [30.2%], followed by One TV [17.9%], Other TV Station [11.0%] which is closely followed by Net TV [10.7%]. The overall figures for gender radio listeners are listed in Table 3.8.a and represented graphically in Figure 3.8.a below; while the data analyzed by station, by quarter, and by gender are graphically represented in Table 3.8.b and Figures 3.8.b-f; while further data is available in Tables 3.3 and 3.4 in Part 2 of this report.

**TABLE 3.8.A: TV VIEWING BY BROADCASTING STATION [COUNT OF RESPONDENTS]:
BY GENDER – OCTOBER 2006-SEPTEMBER 2007**

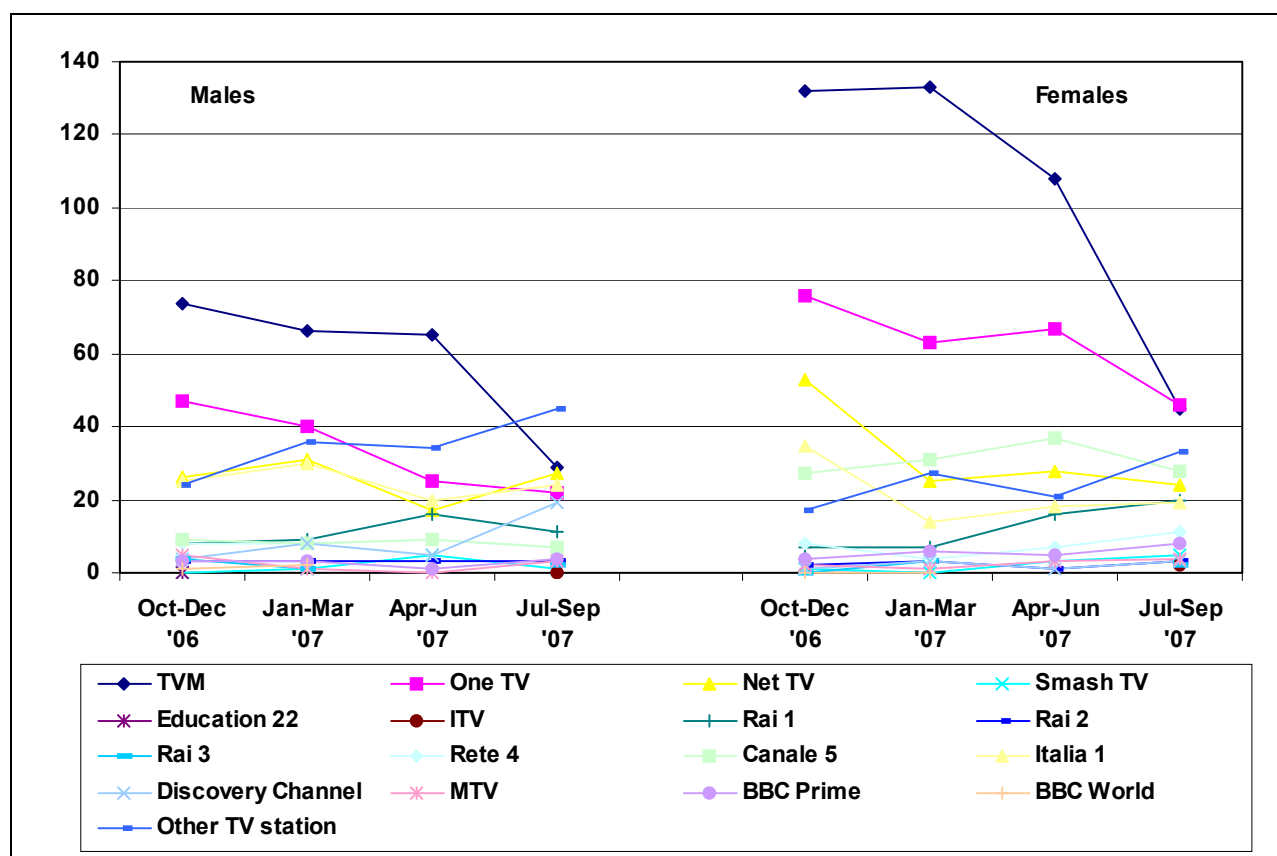
	Total	Male	Female	Male %	Female %	Male Col %	Female Col %	Total %
TVM	652	234	418	35.9	64.1	26.0 [1]	33.3 [1]	30.2 [1]
One TV	386	134	252	34.7	65.3	14.9 [3]	20.1 [2]	17.9 [2]
Net TV	231	101	130	43.7	56.3	11.2 [4]	10.4 [3]	10.7 [4]
Smash TV	16	7	9	43.8	56.3	0.8 [11]	0.7 [11]	0.7 [13]
Education 22	2		2	0.0	100.0		0.2 [14]	0.1 [16]
ITV	2		2	0.0	100.0		0.2 [14]	0.1 [16]
Rai 1	94	44	50	46.8	53.2	4.9 [6]	4.0 [7]	4.4 [7]
Rai 2	21	12	9	57.1	42.9	1.3 [10]	0.7 [11]	1.0 [11]
Rai 3	12	7	5	58.3	41.7	0.8 [13]	0.4 [13]	0.6 [14]
Rete 4	62	32	30	51.6	48.4	3.6 [9]	2.4 [8]	2.9 [8]
Canale 5	156	33	123	21.2	78.8	3.7 [8]	9.8 [4]	7.2 [6]
Italia 1	185	99	86	53.5	46.5	11.0 [5]	6.9 [6]	8.6 [5]
Discovery Channel	44	36	8	81.8	18.2	4.0 [7]	0.6 [12]	2.0 [9]
MTV	19	9	10	47.4	52.6	1.0 [12]	0.8 [10]	0.9 [12]
BBC Prime	34	11	23	32.4	67.6	1.2 [11]	1.8 [9]	1.6 [10]
BBC World	3	3		100.0	0.0	0.3 [14]		0.1 [15]
Other TV station	237	139	98	58.6	41.4	15.4 [2]	7.8 [5]	11.0 [3]
Total	2156	901	1,255	41.8	58.2	100.0	100.0	100.0



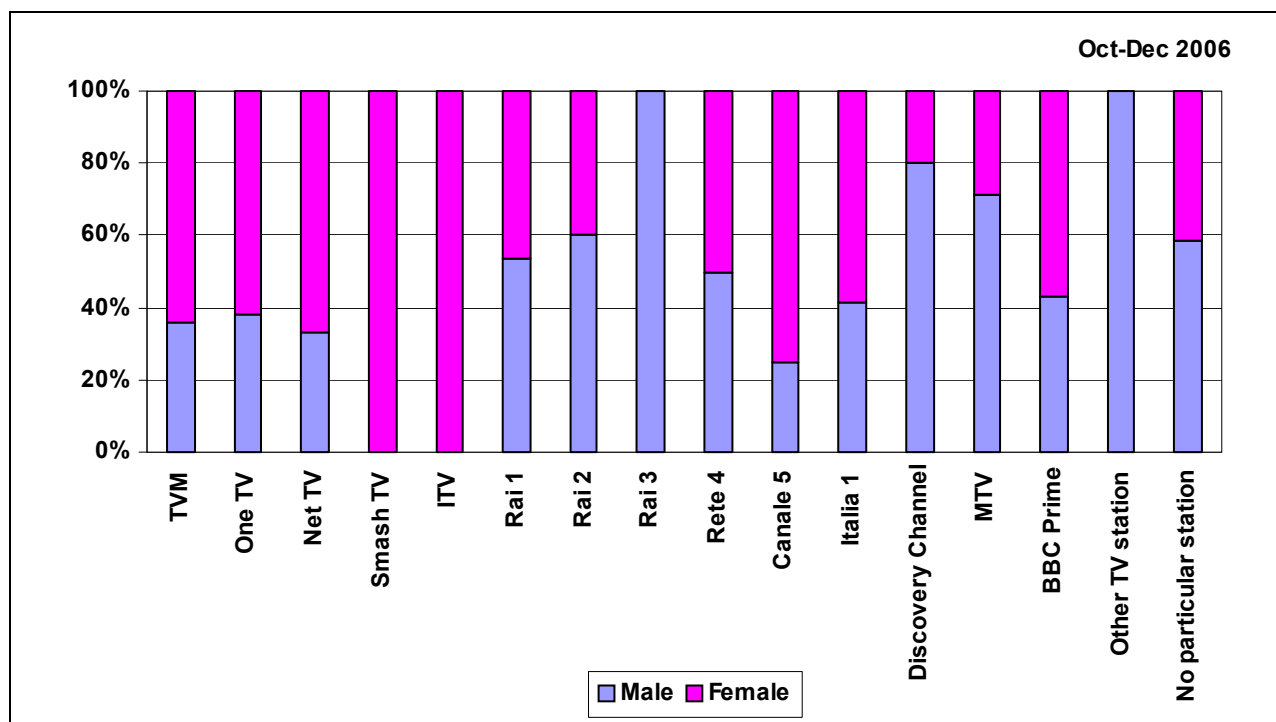
**FIGURE 3.8.A: TV VIEWING BY BROADCASTING STATION [COUNT OF RESPONDENTS]:
BY STATION AND BY GENDER – OCTOBER 2006-SEPTEMBER 2007**

**TABLE 3.8.B: TV VIEWING BY BROADCASTING STATION [COUNT OF RESPONDENTS]:
BY QUARTER AND BY GENDER**

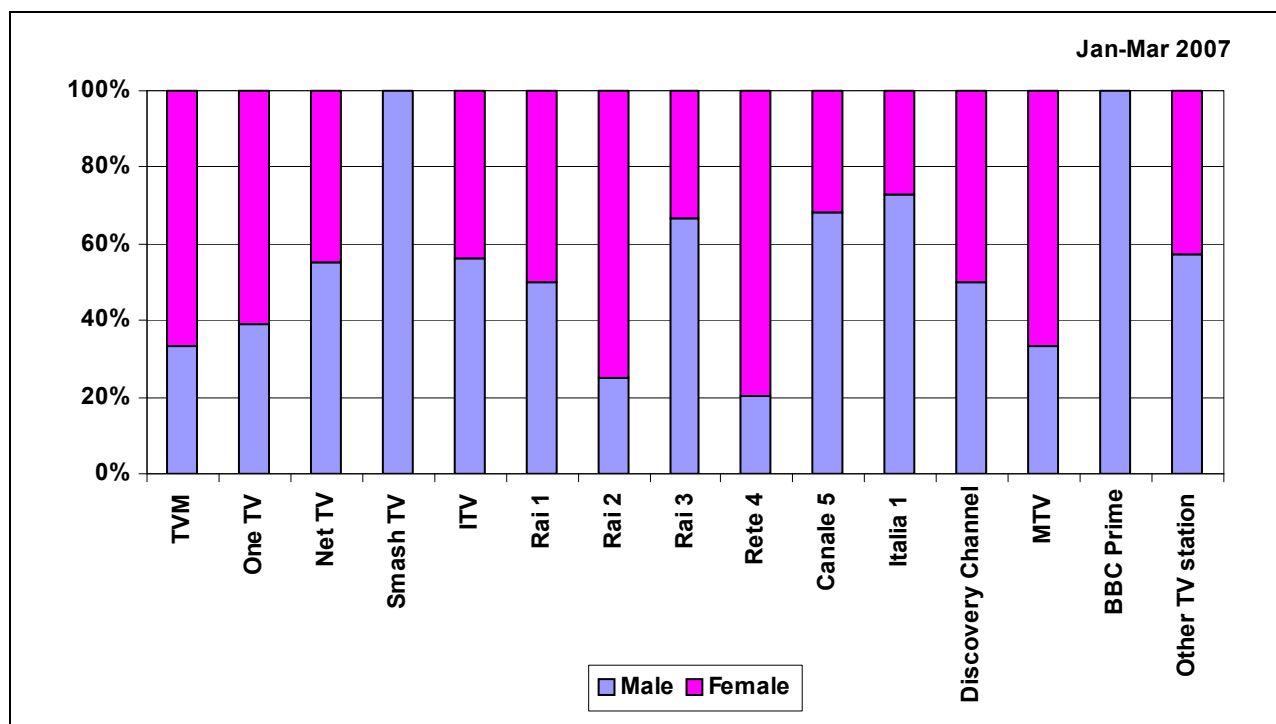
	Males				Females			
	[M] Oct-Dec '06	[M] Jan-Mar '07	[M] Apr-Jun '07	[M] Jul-Sep '07	[M] Oct-Dec '06	[M] Jan-Mar '07	[M] Apr-Jun '07	[M] Jul-Sep '07
Not applicable	6	4	3	4	1	2	3	2
TVM	74	66	65	29	132	133	108	45
One TV	47	40	25	22	76	63	67	46
Net TV	26	31	17	27	53	25	28	24
Smash TV		1	5	1	1		3	5
Education 22					2			
ITV								2
Rai 1	8	9	16	11	7	7	16	20
Rai 2	3	3	3	3	2	3	1	3
Rai 3	4	1		2		3		2
Rete 4	8	8	9	7	8	4	7	11
Canale 5	9	8	9	7	27	31	37	28
Italia 1	25	30	20	24	35	14	18	19
Discovery Channel	4	8	5	19	1	3	1	3
MTV	5	1		3	2	1	3	4
BBC Prime	3	3	1	4	4	6	5	8
BBC World	1	2						
Other TV station	24	36	34	45	17	27	21	33



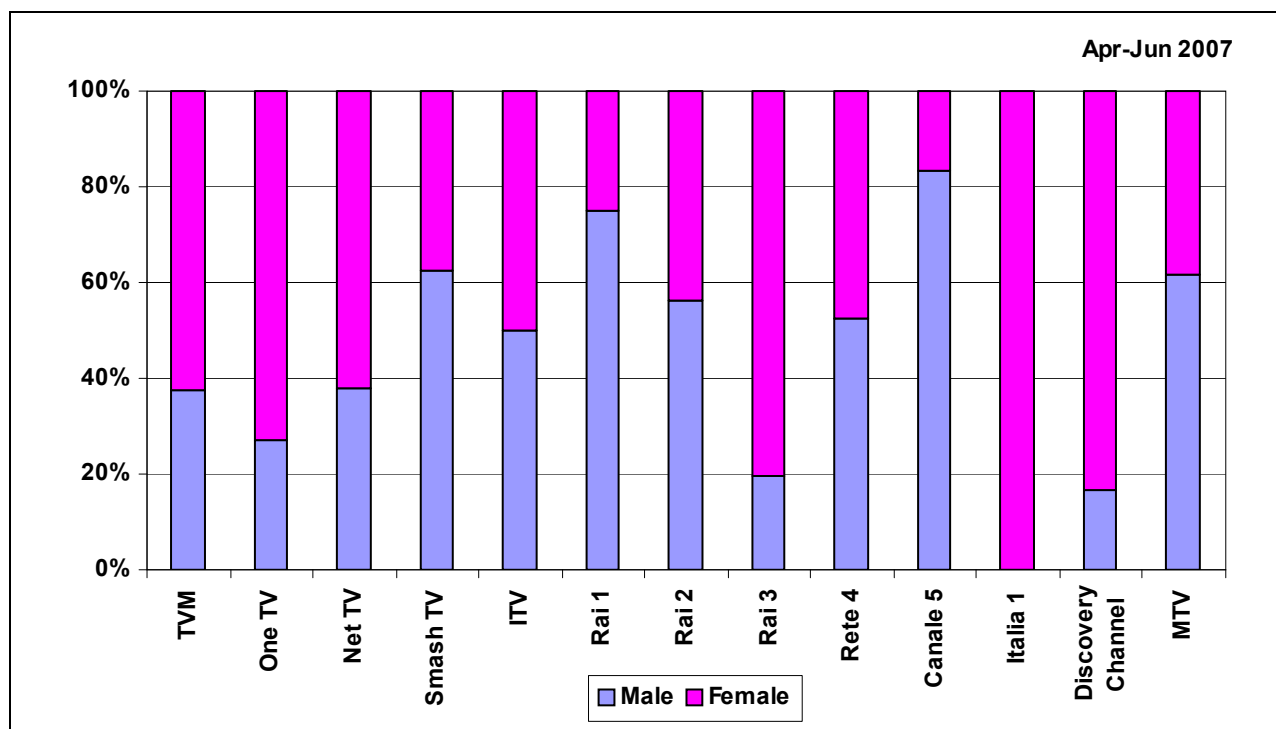
**FIGURE 3.8.B: TV VIEWING BY BROADCASTING STATION [COUNT OF RESPONDENTS]-
BY QUARTER AND BY GENDER**



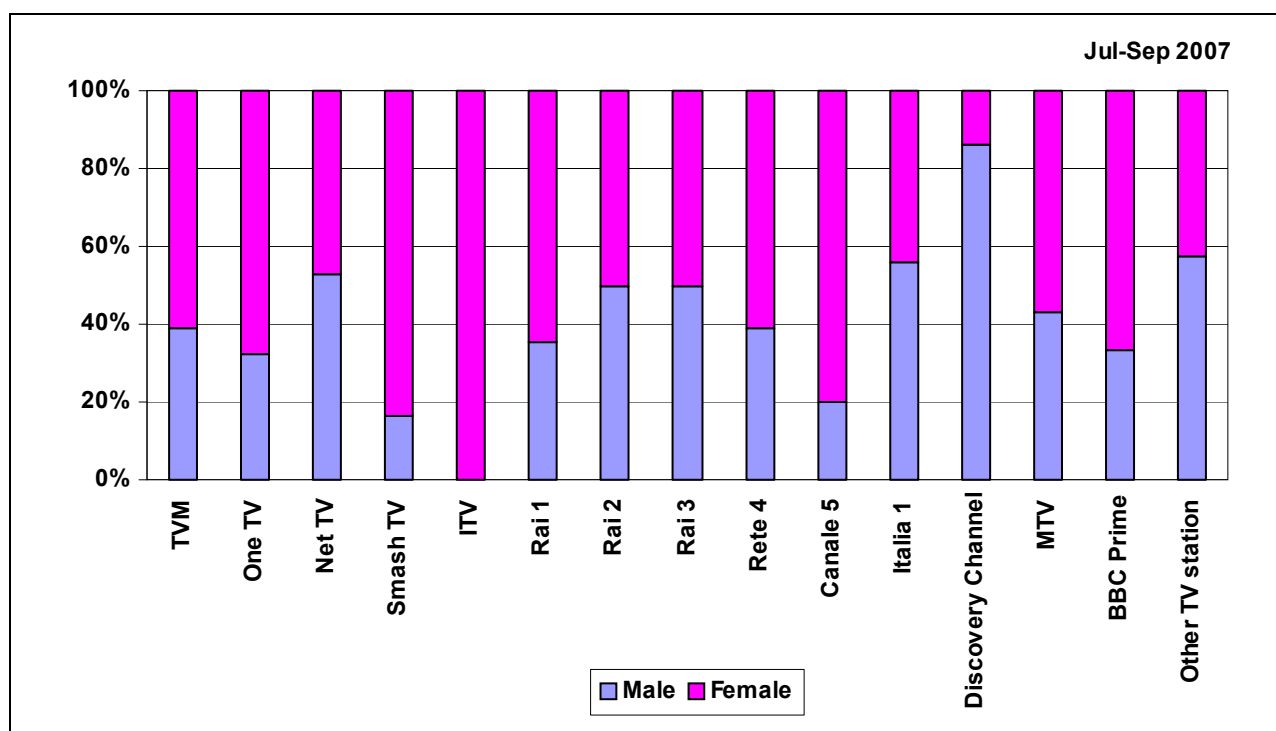
**FIGURE 3.8.C: TV VIEWING BY BROADCASTING STATION [COUNT OF RESPONDENTS]:
BY STATION AND BY GENDER – OCTOBER-DECEMBER 2006**



**FIGURE 3.8.D: TV VIEWING BY BROADCASTING STATION [COUNT OF RESPONDENTS]:
BY STATION AND BY GENDER – JANUARY-MARCH 2007**



**FIGURE 3.8.E: TV VIEWING BY BROADCASTING STATION [COUNT OF RESPONDENTS]:
BY STATION AND BY GENDER – APRIL-JUNE 2007**



**FIGURE 3.8.F: TV VIEWING BY BROADCASTING STATION [COUNT OF RESPONDENTS]:
BY STATION AND BY GENDER – JULY-SEPTEMBER 2007**

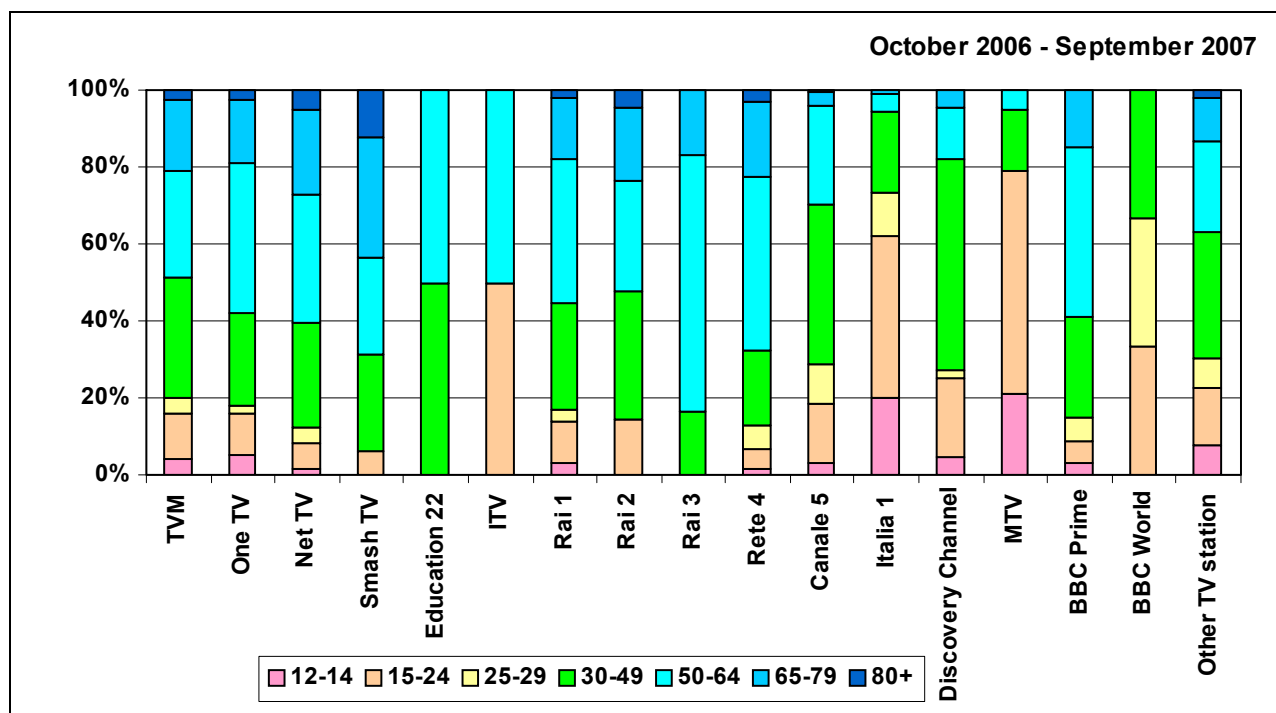
3.2.3 BY AGE GROUP

For the whole period of October 2006 to September 2007, the national broadcasting station, TVM, attracted those over the age of 25 years. For those consumers under 25 years, the most preferred station was Italia 1, followed by TVM. The second most followed station was One TV for three age groups [30-49 year olds; 50-64 year olds; and 65-79 year olds]; followed by Net TV for two age groups [50-64 year olds and 65-79 year olds] – see Table 3.9 and Figures 3.9.a-e below and Tables 3.3 and 3.4 in Part Two of this report. Analyzing the data by broadcasting station, each station's 'highest attracted group' is highlighted in Table 3.9 below. The more the spread of 'age groups per broadcasting station' gives an indication of the diversification in its programme content. Of the local broadcasting stations, only TVM, One TV and Net TV have attracted audiences from the six age groups.

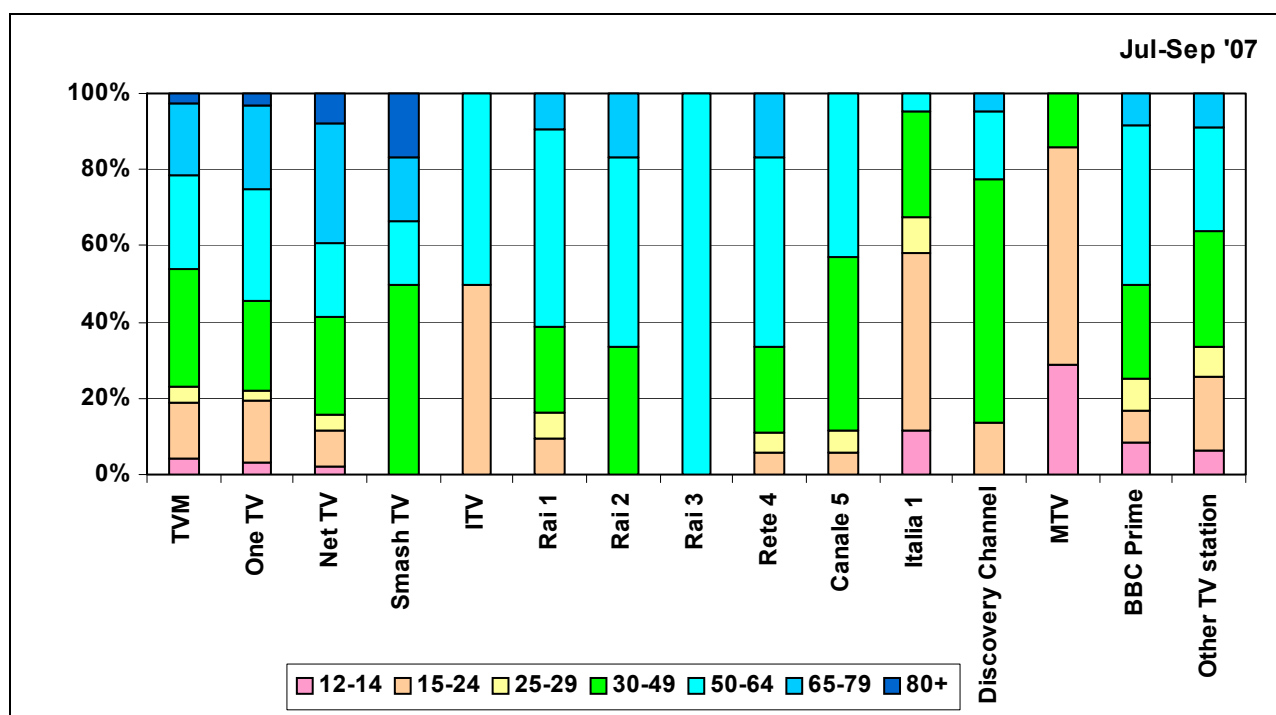
**TABLE 3.9: TV VIEWING BY BROADCASTING STATION [COUNT OF RESPONDENTS]:
BY STATION AND BY AGE GROUP – OCTOBER 2006-SEPTEMBER 2007**

	Total	Age Groups							
		12-14	15-24	25-29	30-49	50-64	65-79	80+	
TVM	30.24 [1]	22.95 [2]	24.52 [2]	22.94 [1]	32.48 [1]	29.13 [1]	38.73 [1]	32.00 [1]	
One TV	17.90 [2]	15.57 [3]	13.69 [3]	7.34 [6]	14.65 [2]	24.43 [2]	20.32 [2]	18.00 [3]	
Net TV	10.71 [4]	3.28 [6]	4.78 [6]	9.17 [5]	9.87 [5]	12.46 [3]	16.19 [3]	24.00 [2]	
Smash TV	0.74 [13]		0.32 [12]		0.64 [12]	0.65 [11]	1.59 [7]	4.00 [5]	
Education 22	0.09 [16]				0.16 [15]	0.16 [12]			
ITV	0.09 [16]		0.32 [12]			0.16 [12]			
Rai 1	4.36 [7]	2.46 [7]	3.18 [8]	2.75 [8]	4.14 [7]	5.66 [6]	4.76 [5]	4.00 [5]	
Rai 2	0.97 [11]		0.96 [10]		1.11 [11]	0.97 [10]	1.27 [8]	2.00 [6]	
Rai 3	0.56 [14]				0.32 [14]	1.29 [9]	0.63 [9]		
Rete 4	2.88 [8]	0.82 [9]	0.96 [10]	3.67 [7]	1.91 [9]	4.53 [7]	3.81 [6]	4.00 [5]	
Canale 5	7.24 [6]	4.10 [5]	7.64 [5]	14.68 [4]	10.35 [4]	6.47 [5]	1.59 [7]	2.00 [6]	
Italia 1	8.58 [5]	30.33 [1]	24.84 [1]	19.27 [2]	6.21 [6]	1.29 [9]	0.63 [9]		
Discovery Channel	2.04 [9]	1.64 [8]	2.87 [9]	0.92	3.82 [8]	0.97 [10]	0.63 [9]		
MTV	0.88 [12]	3.28 [6]	3.50 [7]		0.48 [13]	0.16 [12]			
BBC Prime	1.58 [10]	0.82 [9]	0.64 [11]	1.83 [9]	1.43 [10]	2.43 [8]	1.59 [7]		
BBC World	0.14 [15]		0.32 [12]	0.92 [10]	0.16 [15]				
Other TV station	10.99 [3]	14.75 [4]	11.46 [4]	16.51 [3]	12.26 [3]	9.22 [4]	8.25 [4]	10.00 [4]	
Total	100%	100%	100%	100%	100%	100%	100%	100%	

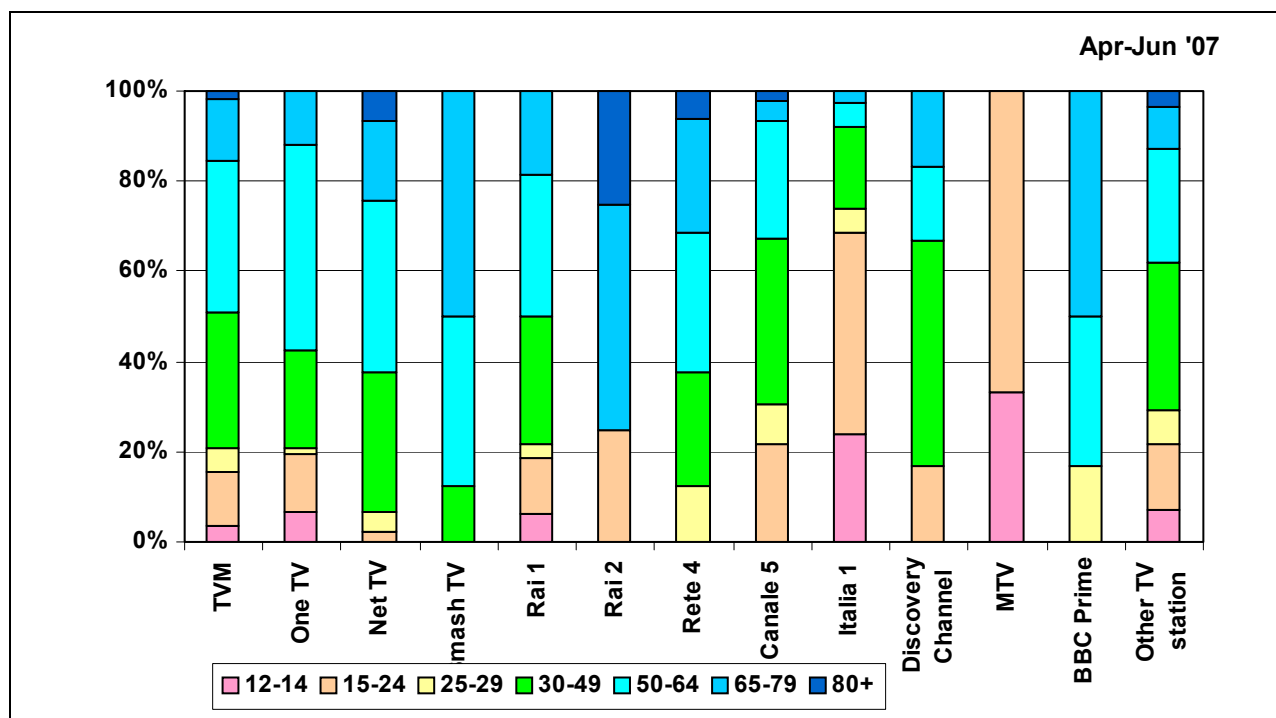
	Total	Age Groups							
		0-14	15-24	25-29	30-49	50-64	65-79	80+	
TVM	100.0	4.29	11.81	3.83	31.29	27.61	18.71	2.45	
One TV	100.0	4.92	11.14	2.07	23.83	39.12	16.58	2.33	
Net TV	100.0	1.73	6.49	4.33	26.84	33.33	22.08	5.19	
Smash TV	100.0		6.25		25.00	25.00	31.25	12.50	
Education 22	100.0				50.00	50.00			
ITV	100.0		50.00			50.00			
Rai 1	100.0	3.19	10.64	3.19	27.66	37.23	15.96	2.13	
Rai 2	100.0		14.29		33.33	28.57	19.05	4.76	
Rai 3	100.0				16.67	66.67	16.67		
Rete 4	100.0	1.61	4.84	6.45	19.35	45.16	19.35	3.23	
Canale 5	100.0	3.21	15.38	10.26	41.67	25.64	3.21	0.64	
Italia 1	100.0	20.00	42.16	11.35	21.08	4.32	1.08		
Discovery Channel	100.0	4.55	20.45	2.27	54.55	13.64	4.55		
MTV	100.0	21.05	57.89		15.79	5.26			
BBC Prime	100.0	2.94	5.88	5.88	26.47	44.12	14.71		
BBC World	100.0		33.33	33.33	33.33				
Other TV station	100.0	7.59	15.19	7.59	32.49	24.05	10.97	2.11	
Total	100%	5.66	14.56	5.06	29.13	28.66	14.61	2.32	
<i>Census</i>	<i>100%</i>	<i>4.74</i>	<i>16.50</i>	<i>8.43</i>	<i>31.36</i>	<i>23.17</i>	<i>12.40</i>	<i>3.41</i>	



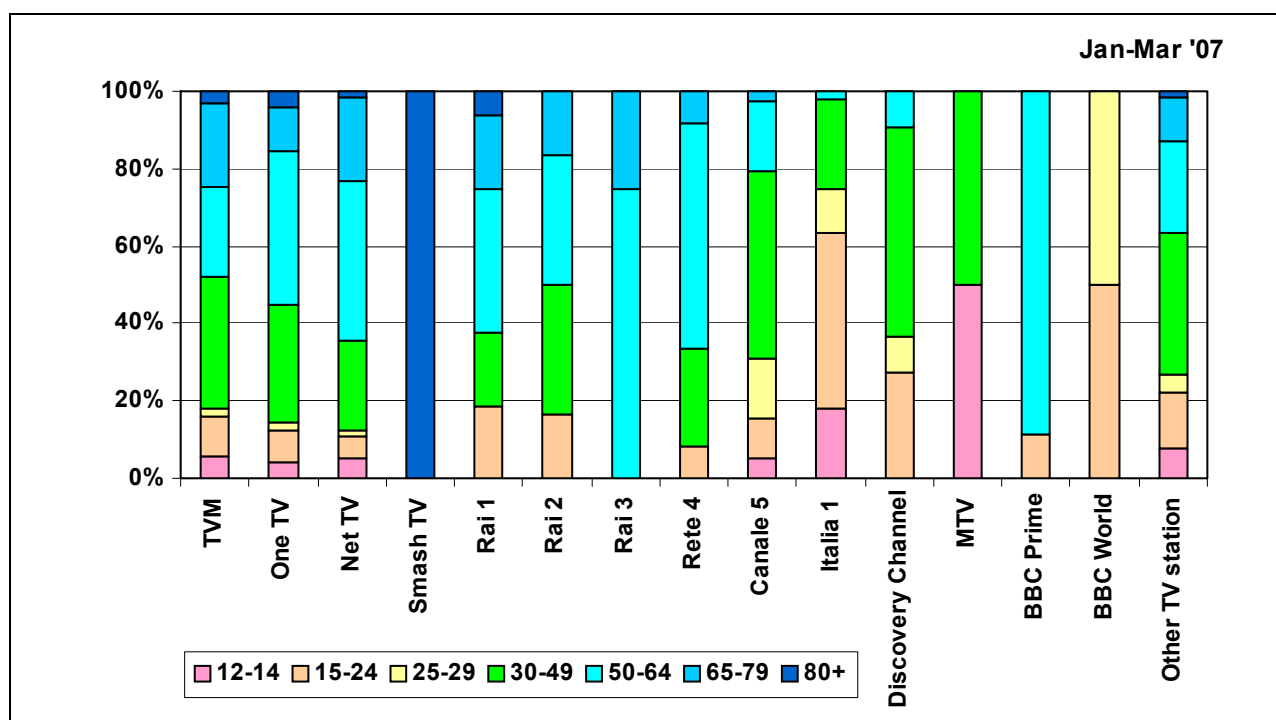
**FIGURE 3.9.A: TV VIEWING BY BROADCASTING STATION [COUNT OF RESPONDENTS]:
BY STATION AND BY AGE GROUP – OCTOBER 2006-SEPTEMBER 2007**



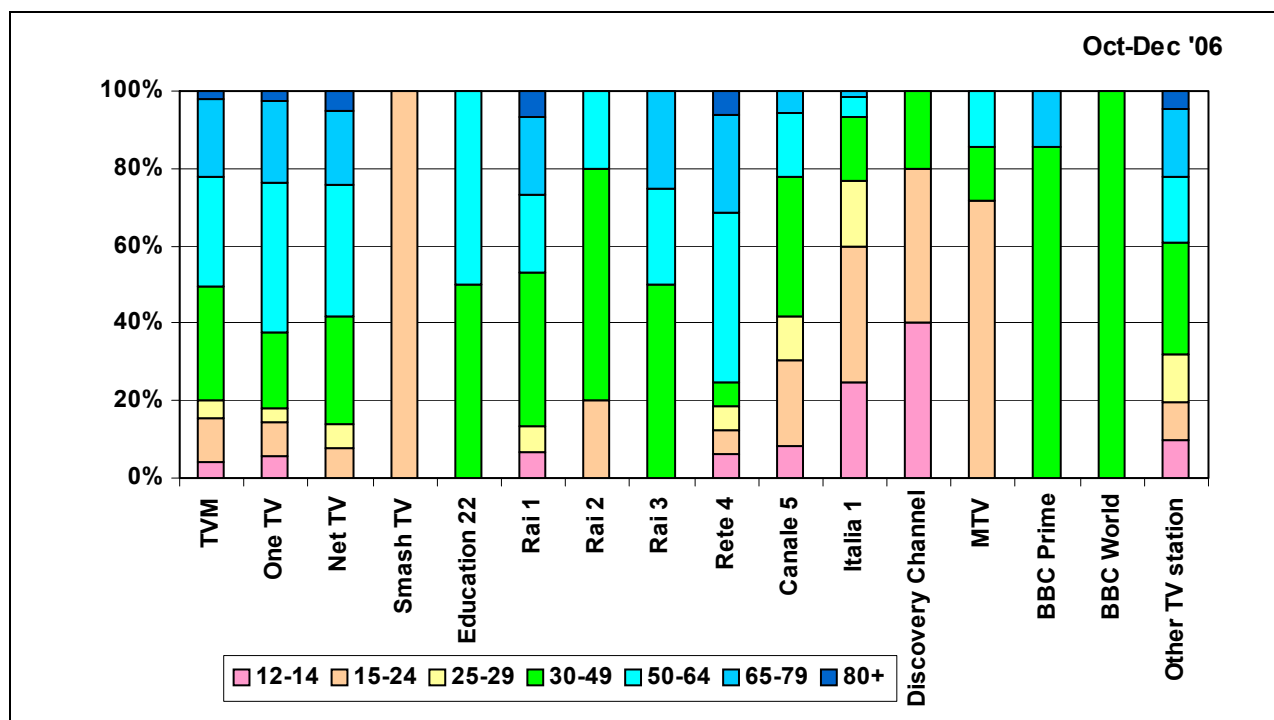
**FIGURE 3.9.B: TV VIEWING BY BROADCASTING STATION [COUNT OF RESPONDENTS]:
BY STATION AND BY AGE GROUP – JULY-SEPTEMBER 2007**



**FIGURE 3.9.C: TV VIEWING BY BROADCASTING STATION [COUNT OF RESPONDENTS]:
BY STATION AND BY AGE GROUP – APRIL-JUNE 2007**



**FIGURE 3.9.D: TV VIEWING BY BROADCASTING STATION [COUNT OF RESPONDENTS]:
BY STATION AND BY AGE GROUP – JANUARY-MARCH 2007**



**FIGURE 3.9.E: TV VIEWING BY BROADCASTING STATION [COUNT OF RESPONDENTS]:
BY STATION AND BY AGE GROUP – OCTOBER - DECEMBER 2006**

3.2.4 BY DISTRICT

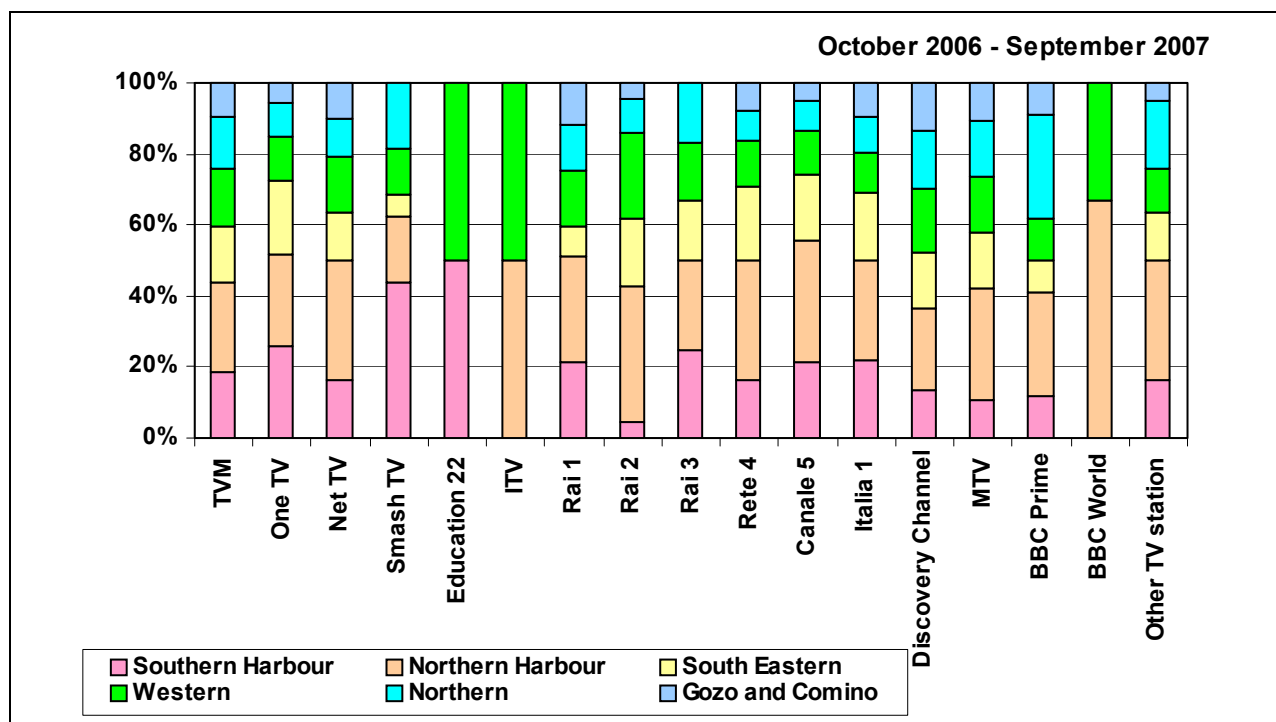
Overall, the most preferred station in all six districts is *TVM* [30.24%], followed by *One TV* [17.90%], followed by *Other TV Station* [10.99%]. Analysed by district, *TVM* was the most preferred station in all six districts. *One TV* was the second most preferred station in four districts: the Southern Harbour area, Northern Harbour area, South Eastern area, and Western area; and the third most preferred station in the Northern Harbour Area and Gozo and Comino. *Net TV* was the second most preferred station in Gozo and Comino and third more preferred station in the Western Area. *Italia 1* was the third most preferred station in two areas: Southern Harbour Area and in the South Eastern Area; while *Other TV Station* is the third most preferred station in one Northern Harbour area – see Table 3.10 and Figures 3.10.a-e below and Tables 3.3 and 3.4 in Part Two of this report.

The distribution of all the audiences by districts closely follows the population density by district. The population distribution of each broadcasting station was analyzed against the population distribution as listed in the National Census 2005 and ranked accordingly in Table 3.10 below. The differences between rankings, from national to individual broadcasting stations, give an indication of population diversity within these islands.

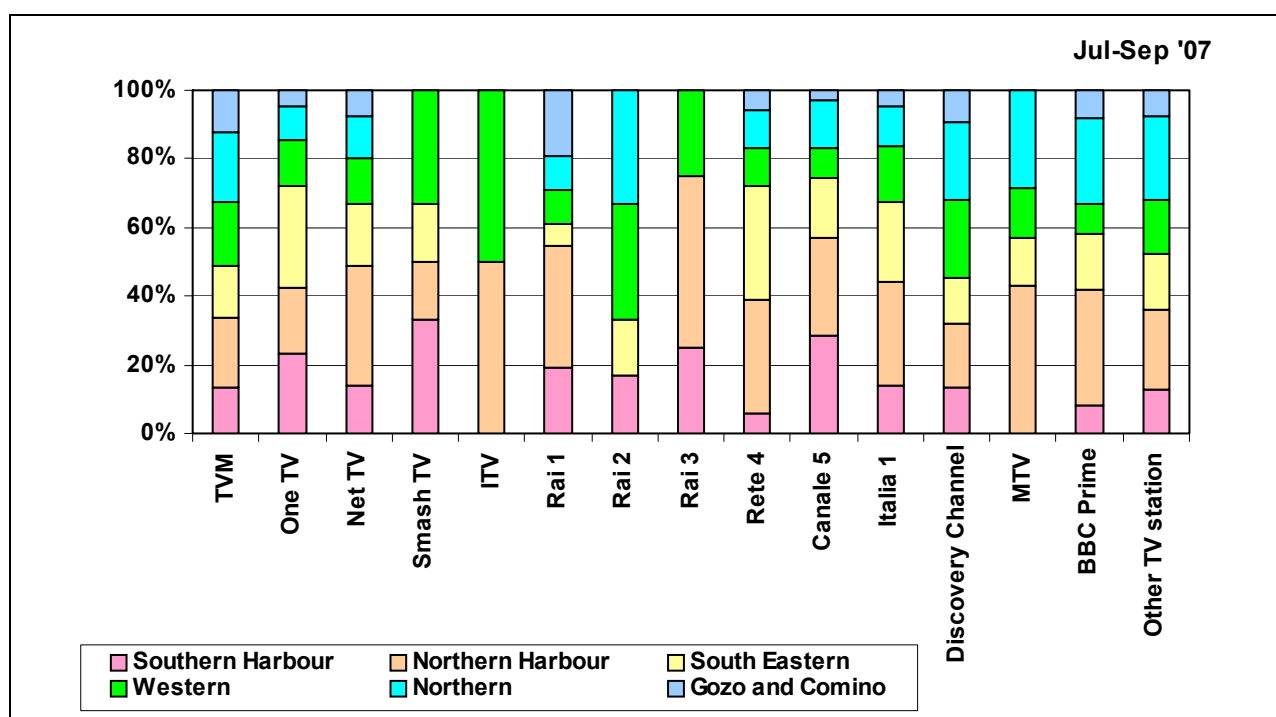
**TABLE 3.10: TV VIEWING BY BROADCASTING STATION [COUNT OF RESPONDENTS] –
BY STATION AND BY DISTRICT – OCTOBER 2006-SEPTEMBER 2007**

	Total	District					
		Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
TVM	30.24 [1]	28.47 [1]	26.41 [1]	29.23 [1]	34.73 [1]	34.53 [1]	35.47 [1]
One TV	17.90 [2]	23.53 [2]	16.10 [2]	22.92 [2]	15.11 [2]	13.67 [3]	12.21 [3]
Net TV	10.71 [4]	8.71 [5]	12.72 [4]	8.88 [4]	11.58 [3]	8.63 [4]	13.95 [2]
Smash TV	0.74 [13]	1.65 [9]	0.48 [12]	0.29 [12]	0.64 [12]	1.08 [11]	
Education 22	0.09 [16]	0.24 [14]			0.32 [13]		
ITV	0.09 [16]		0.16 [14]		0.32 [13]		
Rai 1	4.36 [7]	4.71 [7]	4.51 [7]	2.29 [7]	4.82 [7]	4.32 [7]	6.40 [6]
Rai 2	0.97 [11]	0.24 [14]	1.29 [10]	1.15 [9]	1.61 [9]	0.72 [12]	0.58 [12]
Rai 3	0.56 [14]	0.71 [12]	0.48 [12]	0.57 [11]	0.64 [12]	0.72 [12]	
Rete 4	2.88 [8]	2.35 [8]	3.38 [8]	3.72 [6]	2.57 [8]	1.80 [10]	2.91 [9]
Canale 5	7.24 [6]	7.76 [6]	8.70 [5]	8.31 [5]	6.11 [6]	4.68 [6]	4.65 [7]
Italia 1	8.58 [5]	9.65 [3]	8.37 [6]	10.03 [3]	6.75 [5]	6.47 [5]	10.47 [4]
Discovery Channel	2.04 [9]	1.41 [10]	1.61 [9]	2.01 [8]	2.57 [8]	2.52 [9]	3.49 [8]
MTV	0.88 [12]	0.47 [13]	0.97 [11]	0.86 [10]	0.96 [11]	1.08 [11]	1.16 [11]
BBC Prime	1.58 [10]	0.94 [11]	1.61 [9]	0.86 [10]	1.29 [10]	3.60 [8]	1.74 [10]
BBC World	0.14 [15]		0.32 [13]		0.32 [13]		
Other TV station	10.99 [3]	9.18 [4]	12.88 [3]	8.88 [4]	9.65 [4]	16.19 [2]	6.98 [5]
Total	100.00	100.00	100.00	100.00	100.00	100.00	100.00

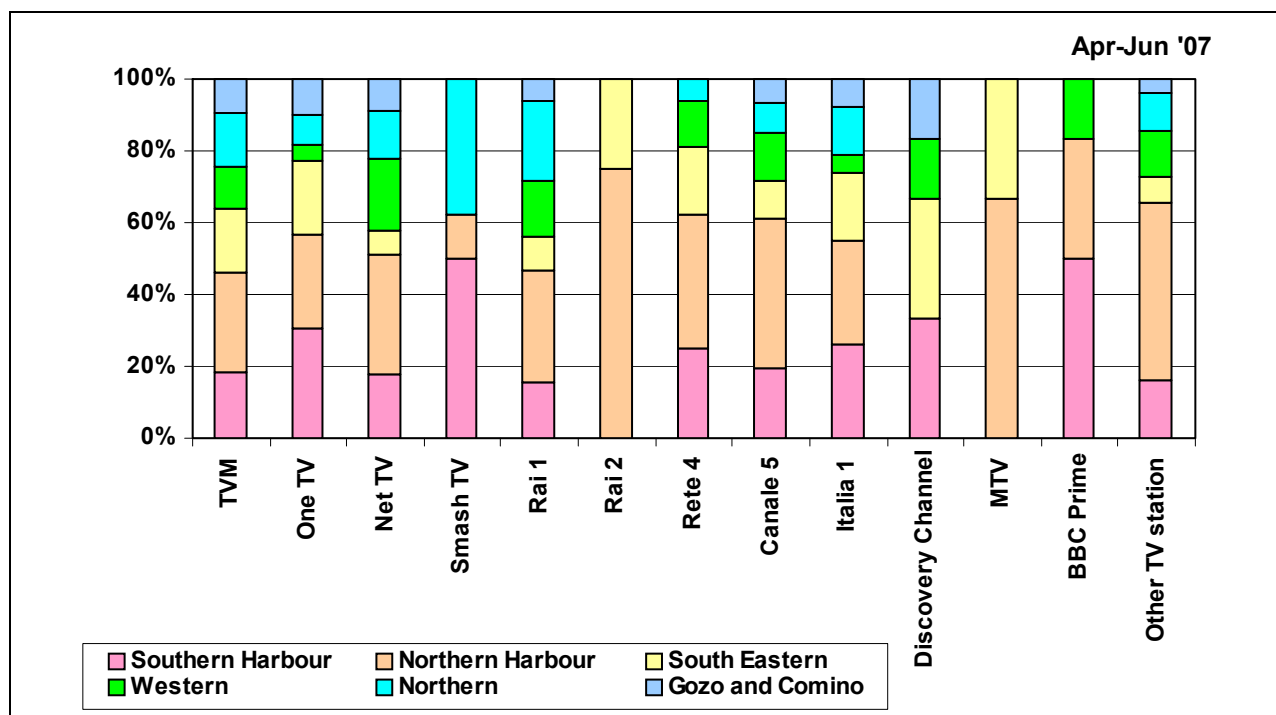
	Total	District					
		Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
TVM	100.00	18.56 [2]	25.15 [1]	15.64 [4]	16.56 [3]	14.72 [5]	9.36 [6]
One TV	100.00	25.91 [1]	25.91 [1]	20.73 [3]	12.18 [4]	9.84 [5]	5.44 [6]
Net TV	100.00	16.02 [2]	34.20 [1]	13.42 [3]	15.58 [4]	10.39 [5]	10.39 [5]
Smash TV	100.00	43.75 [1]	18.75 [2]	6.25 [4]	12.50 [3]	18.75 [2]	
Education 22	100.00	50.00			50.00		
ITV	100.00		50.00		50.00		
Rai 1	100.00	21.28 [2]	29.79 [1]	8.51 [6]	15.96 [3]	12.77 [4]	11.70 [5]
Rai 2	100.00	4.76 [5]	38.10 [1]	19.05 [3]	23.81 [2]	9.52 [4]	4.76 [5]
Rai 3	100.00	25.00 [1]	25.00 [1]	16.67 [2]	16.67 [2]	16.67 [2]	
Rete 4	100.00	16.13 [3]	33.87 [1]	20.97 [2]	12.90 [4]	8.06 [5]	8.06 [5]
Canale 5	100.00	21.15 [2]	34.62 [1]	18.59 [3]	12.18 [4]	8.33 [5]	5.13 [6]
Italia 1	100.00	22.16 [2]	28.11 [1]	18.92 [3]	11.35 [4]	9.73 [5]	9.73 [5]
Discovery Channel	100.00	13.64 [4]	22.73 [1]	15.91 [3]	18.18 [2]	15.91 [3]	13.64 [4]
MTV	100.00	10.53 [3]	31.58 [1]	15.79 [2]	15.79 [2]	15.79 [2]	10.53 [3]
BBC Prime	100.00	11.76 [3]	29.41 [1]	8.82 [4]	11.76 [3]	29.41 [2]	8.82 [4]
BBC World	100.00		66.67 [1]		33.33 [2]		
Other TV station	100.00	16.46 [3]	33.76 [1]	13.08 [4]	12.66 [5]	18.99 [2]	5.06 [6]
Total	100.00	19.71 [2]	28.80 [1]	16.19 [3]	14.42 [4]	12.89 [5]	7.98 [6]
<i>National Census 2005</i>	<i>100%</i>	<i>20.22 [2]</i>	<i>29.88 [1]</i>	<i>14.43 [3]</i>	<i>14.01 [4]</i>	<i>13.83 [5]</i>	<i>7.63 [5]</i>



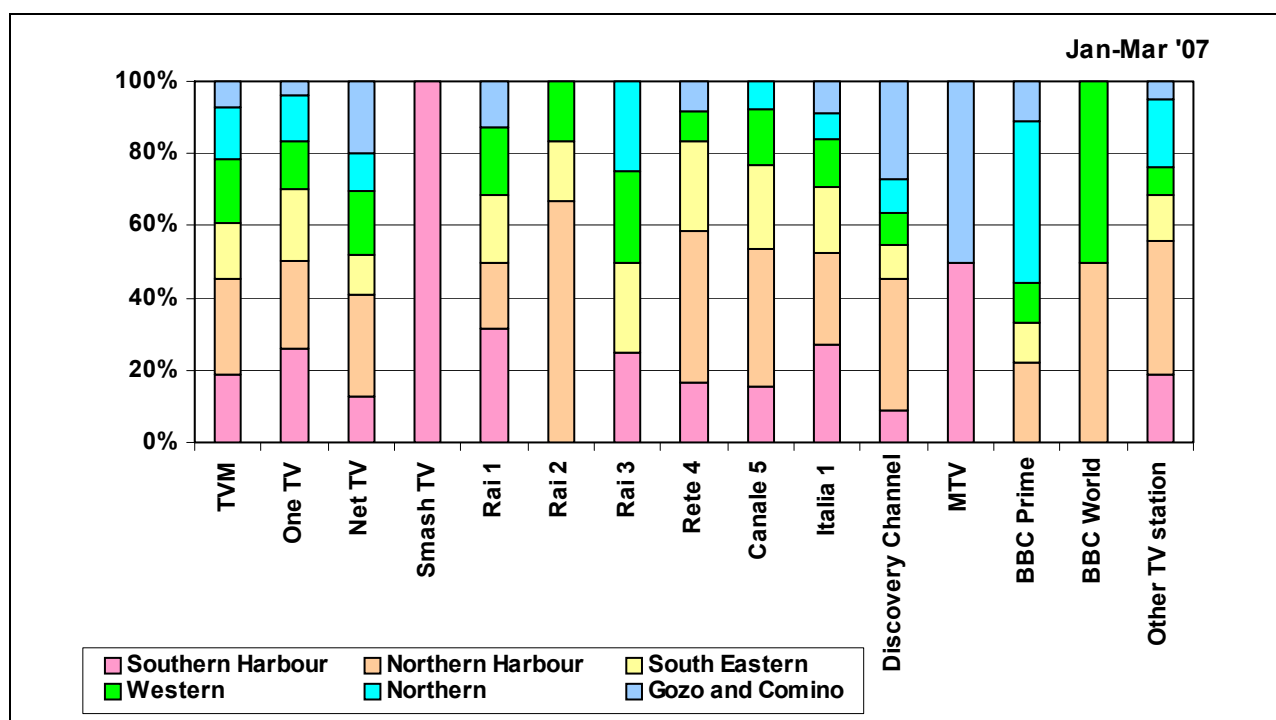
**FIGURE 3.10.A: TV VIEWING BY BROADCASTING STATION [COUNT OF RESPONDENTS]:
BY STATION AND BY DISTRICT – OCTOBER 2006-SEPTEMBER 2007**



**FIGURE 3.10.B: TV VIEWING BY BROADCASTING STATION [COUNT OF RESPONDENTS]:
BY STATION AND BY DISTRICT – JULY-SEPTEMBER 2007**



**FIGURE 3.10.C: TV VIEWING BY BROADCASTING STATION [COUNT OF RESPONDENTS]:
BY STATION AND BY DISTRICT – APRIL-JUNE 2007**



**FIGURE 3.10.D: TV VIEWING BY BROADCASTING STATION [COUNT OF RESPONDENTS]:
BY STATION AND BY DISTRICT – JANUARY-MARCH 2007**

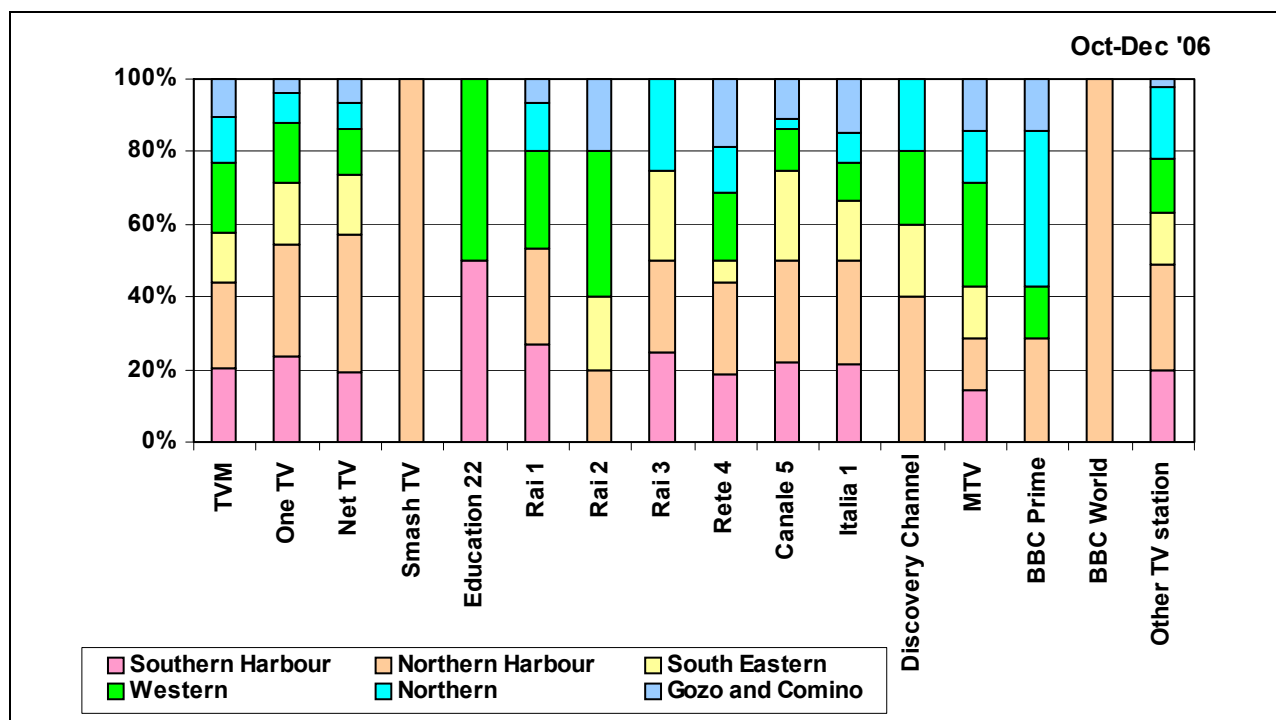


FIGURE 3.10.E: TV VIEWING BY BROADCASTING STATION [COUNT OF RESPONDENTS]:
BY STATION AND BY DISTRICT – OCTOBER-DECEMBER 2006

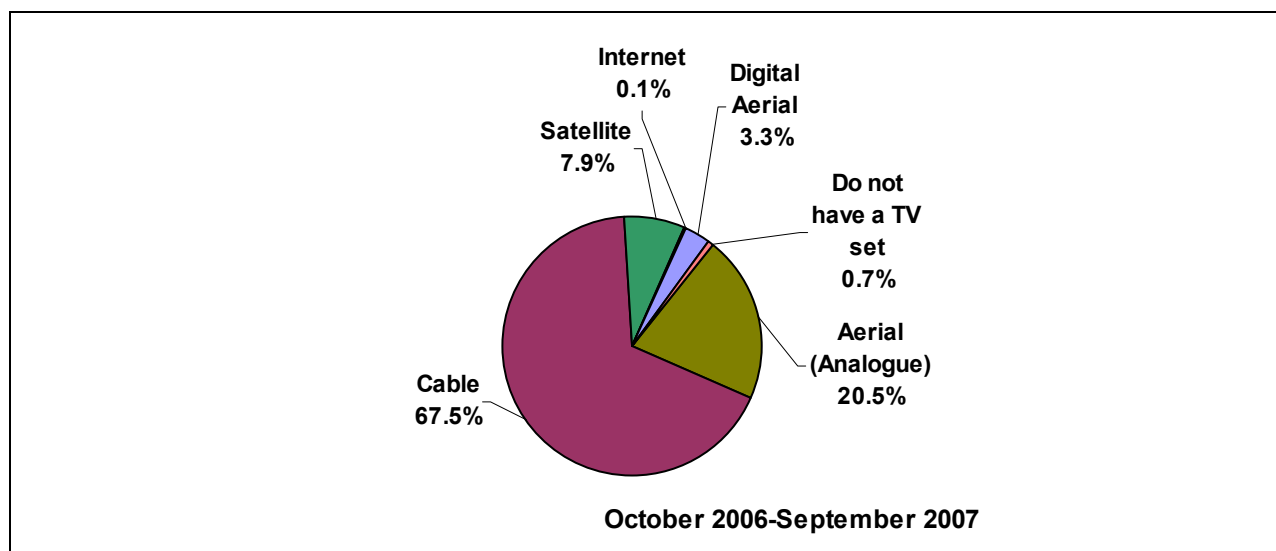
4. MEDIA RECEPTION PLATFORM

As yet, no licenses have been issued to regulate programme content for digital radio broadcasts. On the other hand, digital television broadcasting is available through various platforms. With this in mind, respondents were asked to indicate on which broadcasting platform they receive their household television broadcasts; namely through roof-top aerial – both analogue and digital, cable facilities, satellite dish and through the Internet.

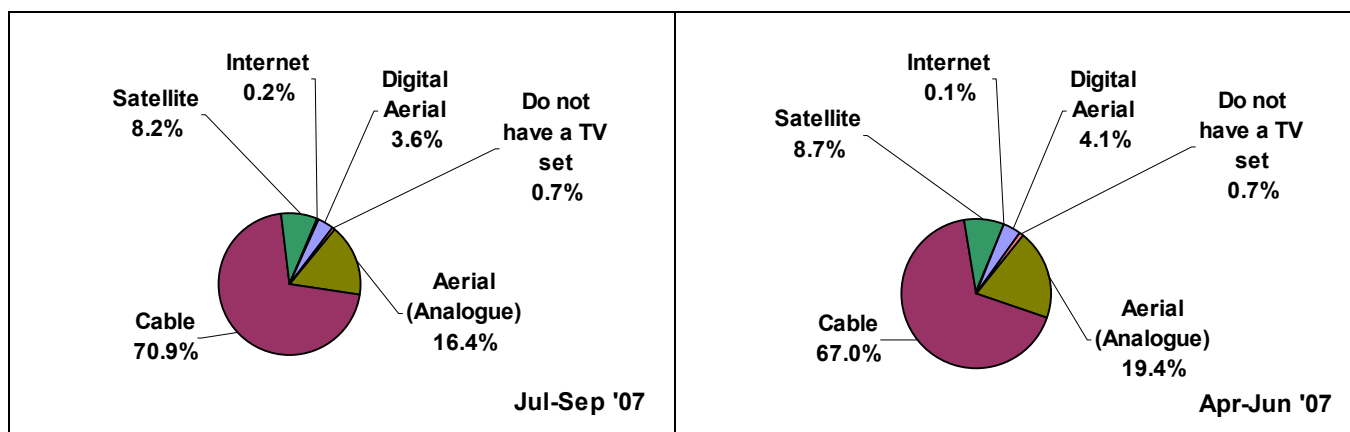
Cable TV reception is the most preferred platform [67.5%], followed by roof-top aerial for analogue broadcasts [20.5%] and satellite TV reception [7.9%]. Table 4.1 below lists the average totals registered for the various broadcasting platforms by month for the period October 2006 to September 2007; while Figures 4.1.a-e depict the percentages by total and by yearly quarter:

TABLE 4.1: TV-RECEPTION SYSTEM INSTALLED AT HOME

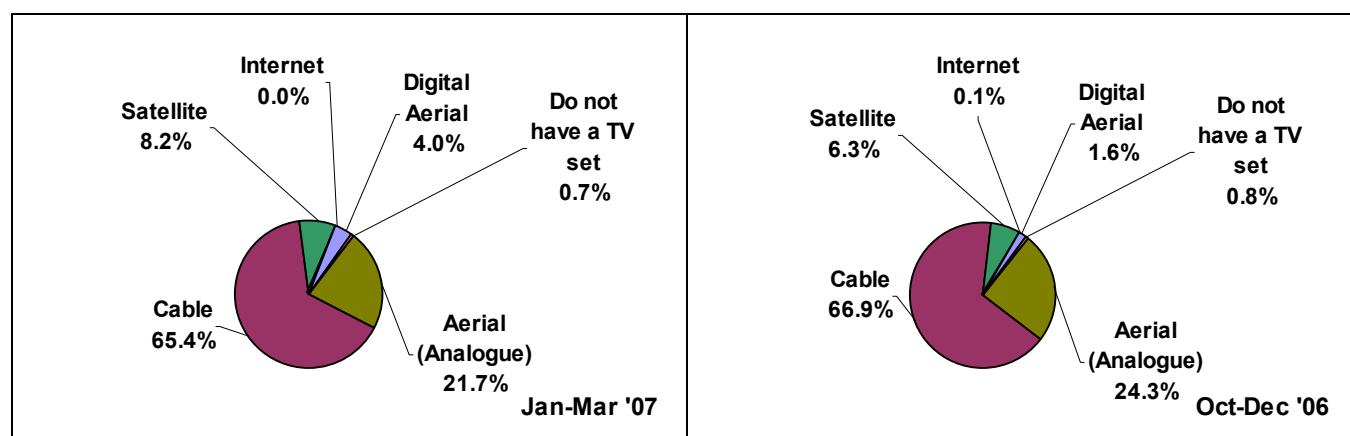
	Total	2006			2007								
		Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
Aerial (Analogue)	20.5%	27.0%	26.3%	19.7%	18.2%	23.9%	23.3%	25.2%	16.3%	16.7%	15.5%	15.5%	18.5%
Cable	67.5%	67.1%	65.3%	68.1%	65.9%	67.9%	62.5%	63.1%	67.4%	70.6%	71.4%	73.0%	68.2%
Satellite	7.9%	5.6%	5.7%	7.7%	10.1%	5.4%	9.1%	7.4%	10.4%	8.4%	7.6%	7.6%	9.6%
Internet	0.1%	0.3%						0.3%			0.3%		0.3%
Digital Aerial	3.3%		1.7%	3.2%	4.9%	2.9%	4.2%	3.0%	5.5%	3.7%	4.6%	3.6%	2.4%
Do not have a TV set	0.7%		1.0%	1.3%	1.0%		1.0%	1.0%	0.3%	0.7%	0.7%	0.3%	1.0%
Total:n	3,615	304	300	310	308	280	309	298	307	299	304	304	292
%	100	100	100	100	100	100	100.0	100.0	100.0	100.0	100.0	100.0	100.0



**FIGURES 4.1.A: TV-RECEPTION SYSTEM INSTALLED:
OCTOBER 2006 – SEPTEMBER 2007**



**FIGURES 4.1.B-C: TV-RECEPTION SYSTEM INSTALLED:
JULY-SEPTEMBER 2007 AND APRIL-JUNE 2007**



**FIGURES 4.1.D-E: TV-RECEPTION SYSTEM INSTALLED:
JANUARY-MARCH 2007 & OCTOBER-DECEMBER 2006**

Analyzed by gender, by age group and by district, the same rankings persist throughout the various demographic categories – see Tables 4.1 and 4.2 in Part Two of this report. The data analyzed by district is graphically shown in Figure 4.2 below:

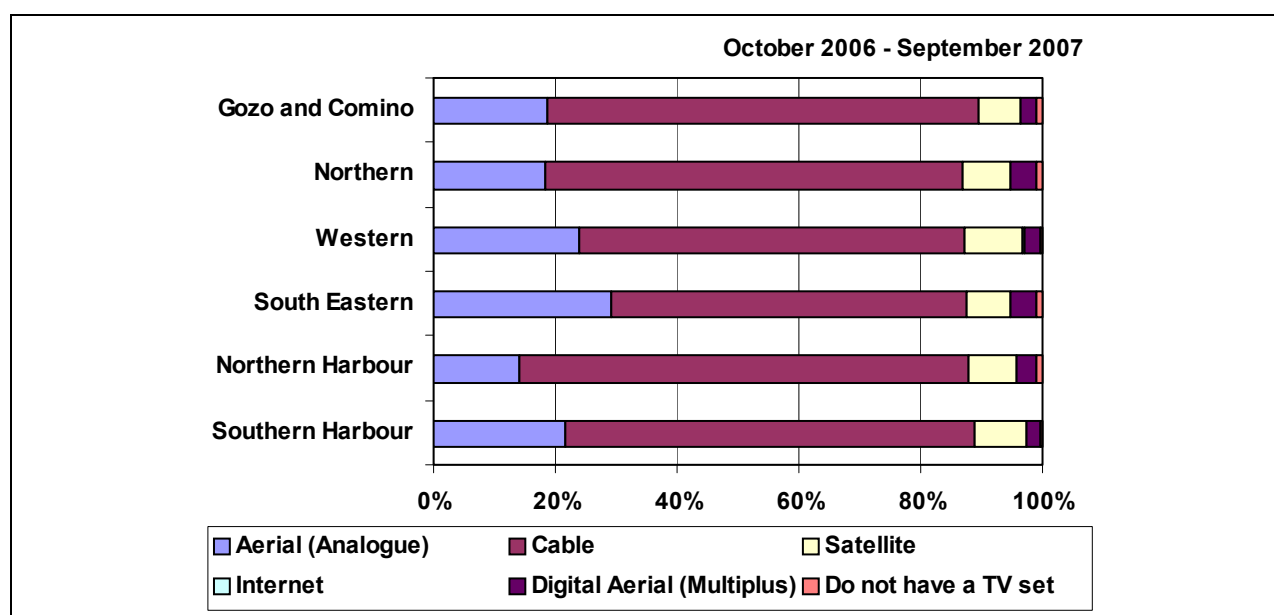


FIGURE 4.2: TV-RECEPTION SYSTEM INSTALLED BY DISTRICT

The data was also analyzed against the broadcasting station that the interviewee preferred watching. This data is presented as Table 4.2 and Figure 4.3 below. Further data is available in Table 4.3 - Part Two of this report.

TABLE 4.2: TV-RECEPTION SYSTEM INSTALLED – BY BROADCASTING STATION

	Aerial (Analogue)	Cable	Satellite	Internet	Digital Aerial	Do not have a TV set	Total [n]
TVM	29.8%	62.0%	5.1%		3.2%		652
One TV	24.9%	66.1%	6.0%		3.1%		386
Net TV	16.0%	77.9%	3.9%		2.2%		231
Smash TV	25.0%	68.8%	6.3%				16
Education 22		100.0%					2
ITV		50.0%	50.0%				2
Rai 1	18.1%	70.2%	9.6%		2.1%		94
Rai 2	28.6%	61.9%	9.5%				21
Rai 3	16.7%	75.0%	8.3%				12
Rete 4	35.5%	59.7%	3.2%		1.6%		62
Canale 5	18.6%	71.2%	6.4%		3.8%		156
Italia 1	23.2%	61.6%	11.4%		3.8%		185
Discovery Channel	2.3%	84.1%	2.3%		11.4%		44
MTV	5.3%	78.9%	5.3%		10.5%		19
BBC Prime		88.2%	5.9%		5.9%		34
BBC World		33.3%	66.7%				3
Other TV station	2.5%	71.7%	21.9%	0.4%	3.4%		237
No particular station	17.1%	74.3%	6.0%		2.6%		416
Do not remember	14.7%	79.4%	5.9%				34
Do not watch TV	21.0%	65.9%	9.0%	0.3%	3.9%		982
No reponse		100.0%					2
Not applicable						100.0%	25
Total [n]:	740	2441	285	4	120	25	3,615
%:	20.5%	67.5%	7.9%	0.1%	3.3%	0.7%	100%

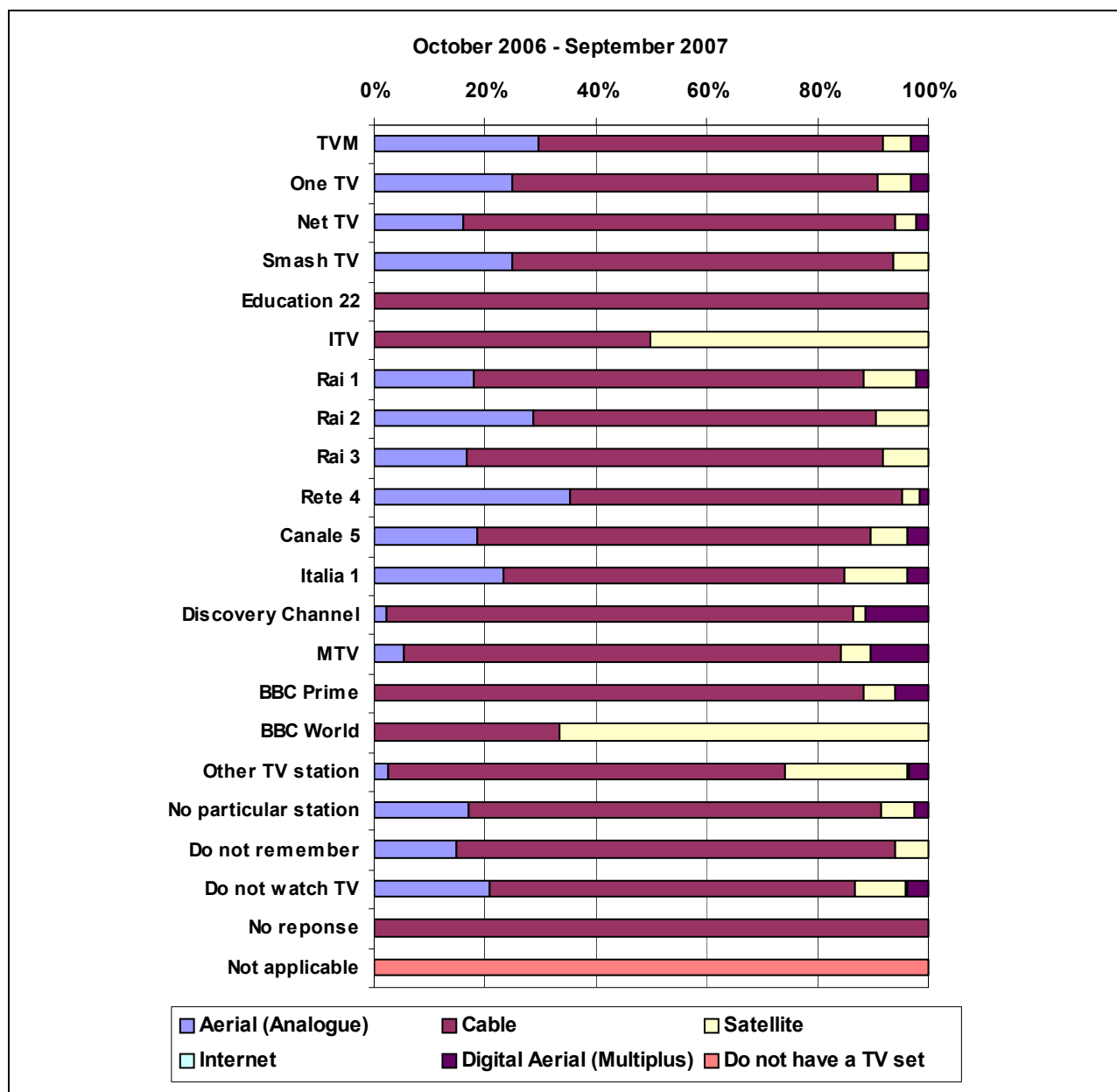


FIGURE 4.3: TV-CHANNEL RECEPTION PLATFORM BY STATION

5. RADIO AUDIENCES

Respondents were asked to state at which times they started and stopped listening to their radio. These time brackets were listed by the interviewer as time start-up and time-ending. The 24-hour clock was divided into half-hour brackets and each time-period was recorded separately. Thus, while each respondent was only counted once in Sections 3.1.1 to 3.1.4 above; in this section, a listener spending two-hours of radio-listening from say 08:00am to 10:00am as recorded by the interviewer, was counted four times.

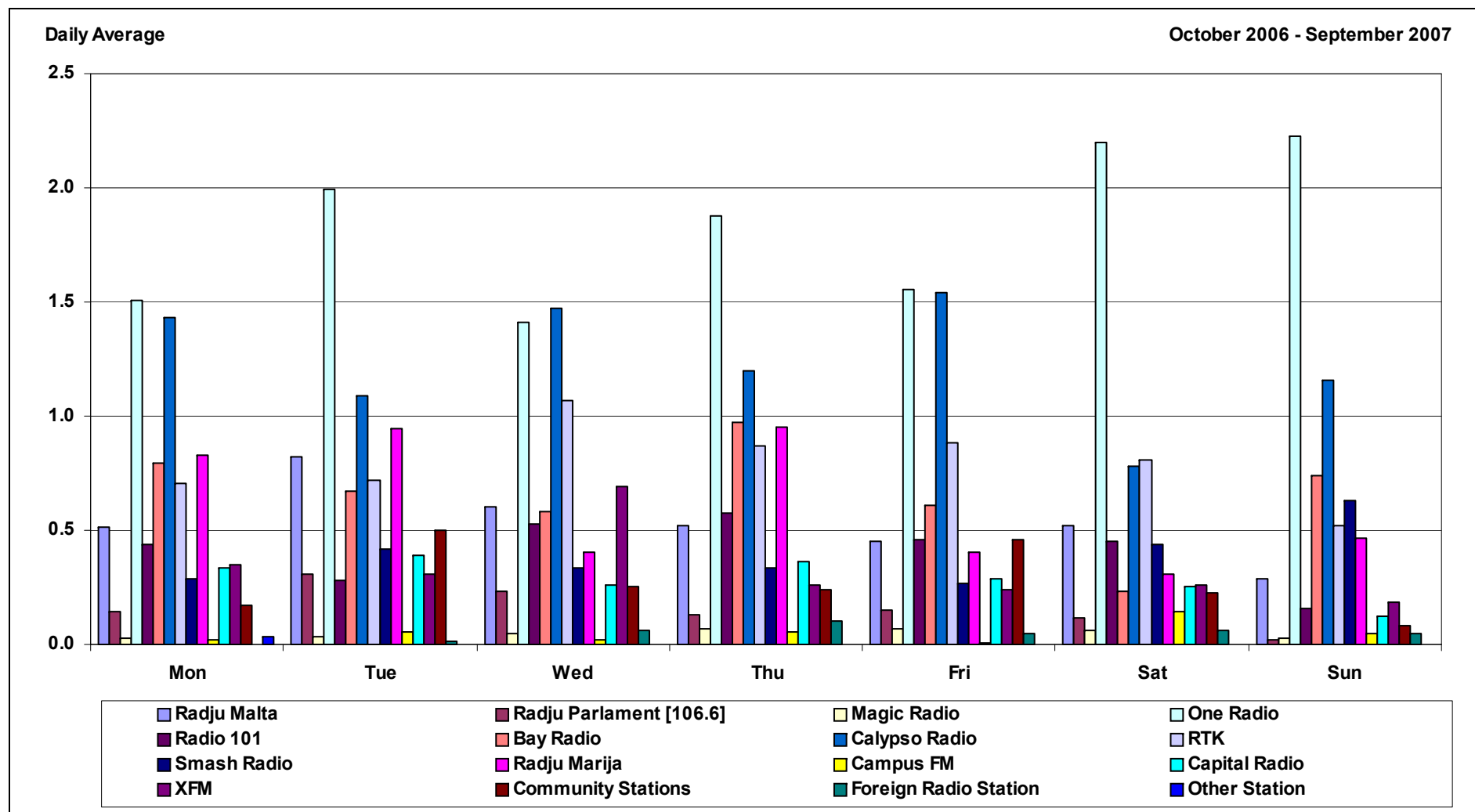
These counts were then grouped according to the listening-day of the interviewee, and all the counts for each respective week-day were grouped together, thus forming the basis of radio consumption by week-day. The results given are the totals for each particular sub-sample for that week-day.

5.1 RADIO DAILY AVERAGE AUDIENCE SHARE: OCTOBER 2006 TO SEPTEMBER 2007

The Daily Average Audience Share for all the week-days, by radio broadcasting stations, is presented in Table 5.1 and Figure 5.1 below. Overall, *One Radio* has attained the highest daily average [1.82%] for six days of the week, with its highest average being on Sundays [2.23%]. This was followed by *Radio Calypso* with the next highest daily average [1.24%] while reaching its highest on Wednesdays [1.47%] exceeding *One Radio*.

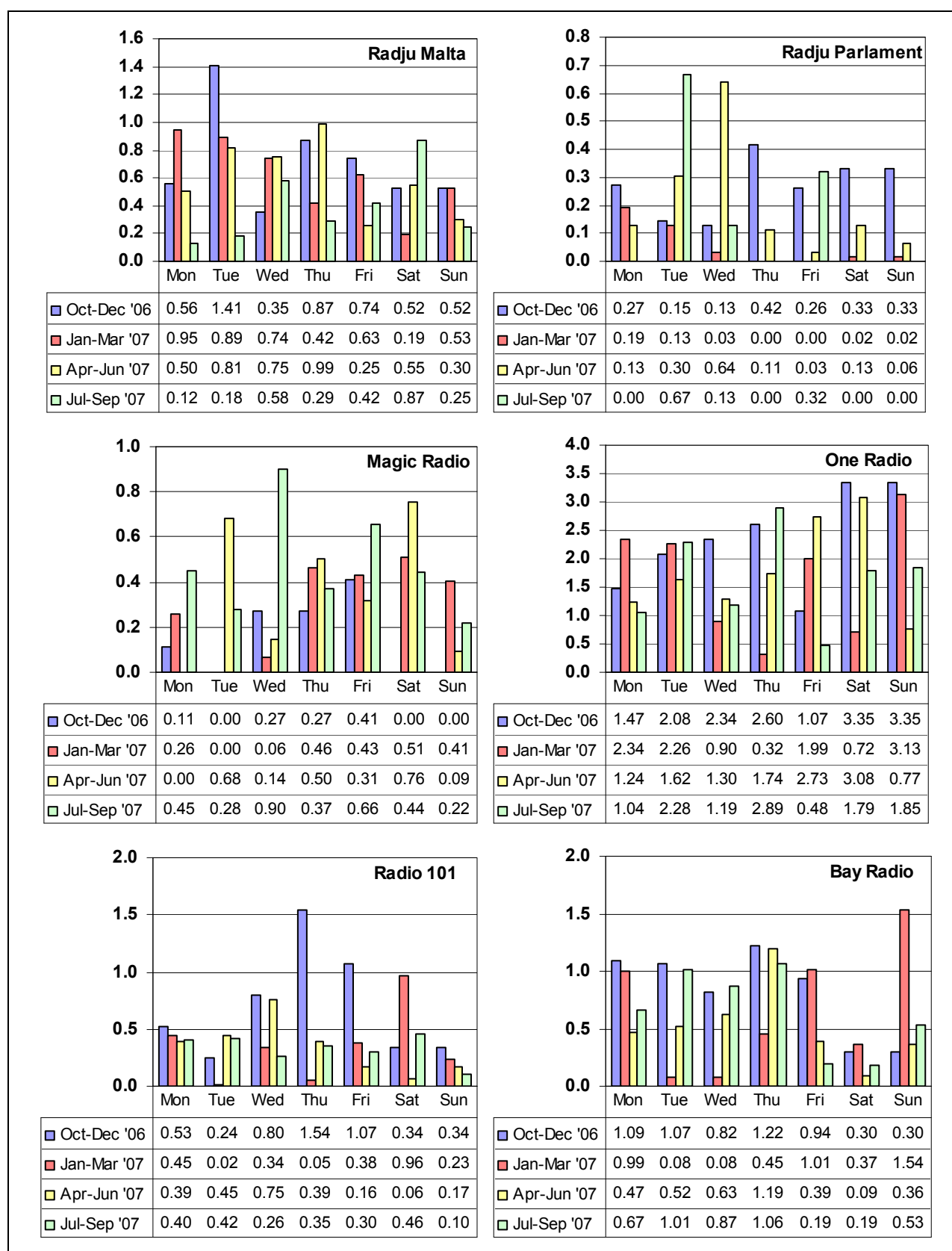
TABLE 5.1: RADIO DAILY AVERAGE AUDIENCE SHARE: OCTOBER 2006-SEPTEMBER 2007

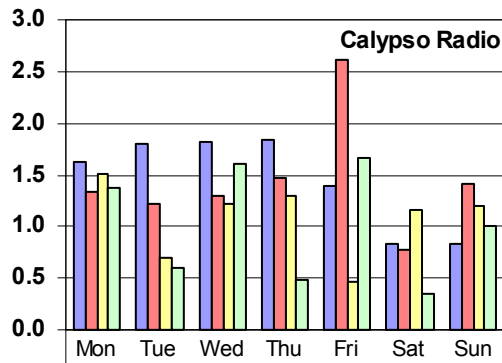
	Radju Malta	Radju Parliament [106.6]	Magic Radio	One Radio	Radio 101	Bay Radio	Calypso Radio	RTK	Smash Radio	Radju Marija	Campus FM	Capital Radio	XFM	Community Stations	Foreign Radio Station	Other Station	NONE
Mon	0.51	0.15	0.03	1.51	0.44	0.80	1.43	0.71	0.29	0.83	0.02	0.33	0.35	0.17	0.00	0.04	98.89
Tue	0.82	0.31	0.03	1.99	0.28	0.67	1.09	0.72	0.42	0.94	0.06	0.39	0.31	0.50	0.02	0.00	98.77
Wed	0.60	0.23	0.05	1.41	0.53	0.59	1.47	1.07	0.33	0.41	0.02	0.26	0.69	0.25	0.06	0.00	98.83
Thu	0.52	0.13	0.07	1.88	0.57	0.97	1.20	0.87	0.33	0.95	0.05	0.36	0.26	0.24	0.11	0.00	98.71
Fri	0.45	0.15	0.07	1.55	0.46	0.61	1.54	0.88	0.26	0.40	0.01	0.29	0.24	0.46	0.05	0.00	98.86
Sat	0.52	0.12	0.06	2.20	0.45	0.23	0.78	0.81	0.44	0.31	0.14	0.25	0.26	0.23	0.06	0.00	98.99
Sun	0.29	0.02	0.03	2.23	0.16	0.74	1.16	0.52	0.63	0.47	0.05	0.12	0.19	0.09	0.05	0.00	99.00
Daily Average	0.53	0.16	0.34	1.82	0.41	0.66	1.24	0.80	0.39	0.62	0.05	0.29	0.33	0.28	0.05	0.01	92.04



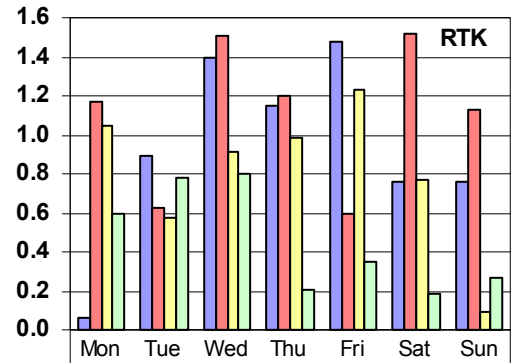
**FIGURE 5.1: RADIO DAILY AVERAGE AUDIENCE SHARE: OCTOBER 2006 – SEPTEMBER 2007
BY WEEKDAY AND BY STATION**

The following fourteen figures and tables, Figures 5.2.a-n, depict the daily average audience share of each station by yearly quarter. These figures highlight each station's daily average viewing patterns which are reflective of each station's quarterly broadcasting schedules and/or any changes made per quarter.

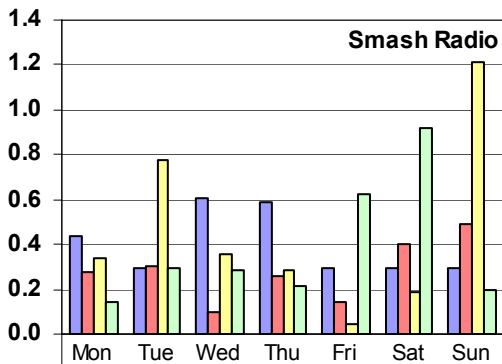




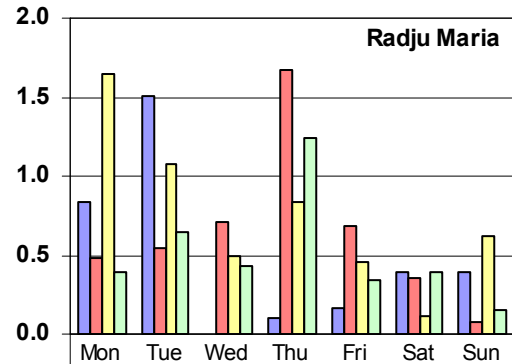
Oct-Dec '06	1.62	1.81	1.81	1.84	1.39	0.84	0.84
Jan-Mar '07	1.33	1.23	1.30	1.47	2.61	0.77	1.41
Apr-Jun '07	1.51	0.70	1.22	1.30	0.46	1.17	1.20
Jul-Sep '07	1.38	0.60	1.60	0.48	1.67	0.34	1.00



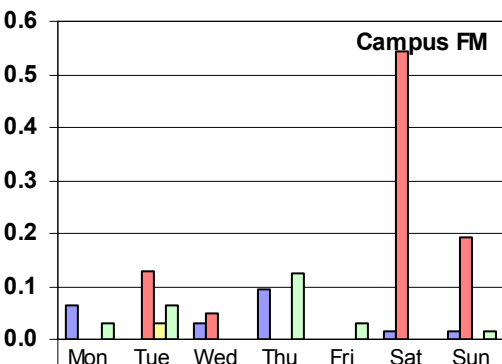
Oct-Dec '06	0.06	0.89	1.39	1.15	1.48	0.75	0.75
Jan-Mar '07	1.17	0.63	1.51	1.20	0.59	1.52	1.13
Apr-Jun '07	1.04	0.57	0.91	0.99	1.23	0.77	0.09
Jul-Sep '07	0.59	0.78	0.80	0.20	0.35	0.19	0.27



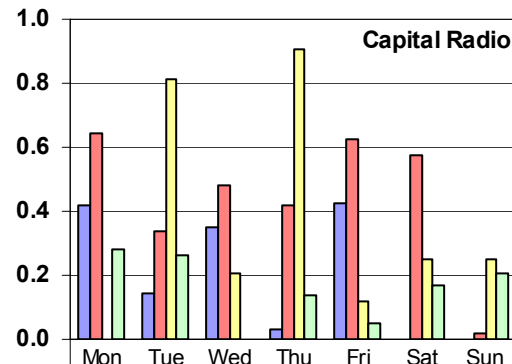
Oct-Dec '06	0.43	0.29	0.61	0.59	0.30	0.30	0.30
Jan-Mar '07	0.27	0.31	0.10	0.26	0.14	0.40	0.49
Apr-Jun '07	0.34	0.78	0.35	0.28	0.04	0.19	1.22
Jul-Sep '07	0.14	0.29	0.29	0.22	0.63	0.92	0.19



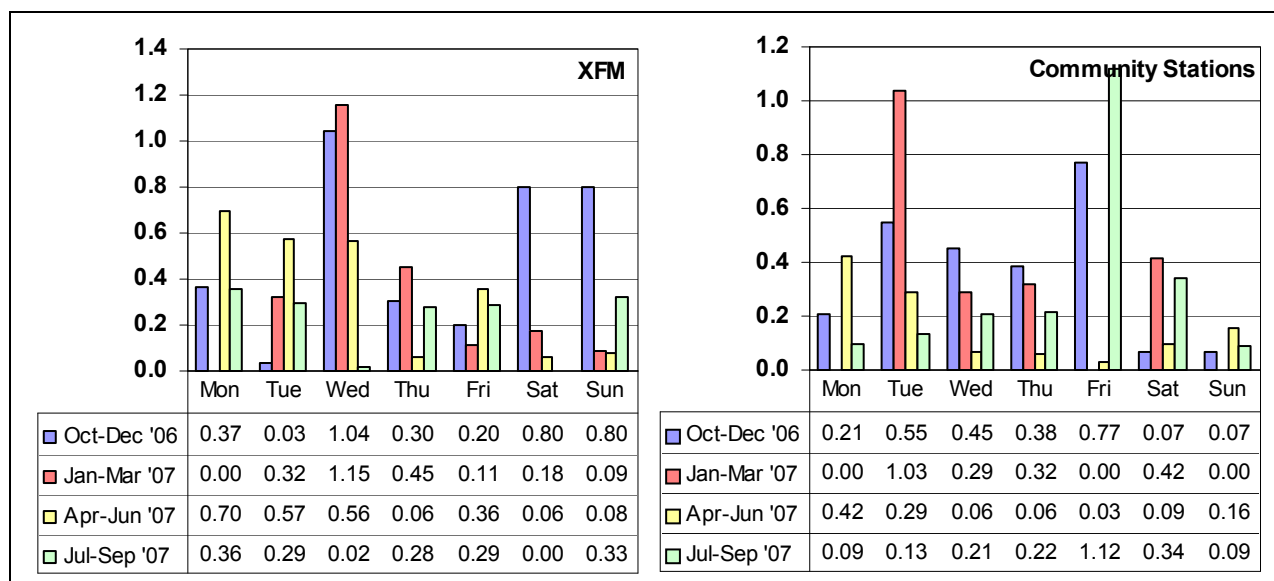
Oct-Dec '06	0.83	1.50	0.00	0.10	0.16	0.39	0.39
Jan-Mar '07	0.48	0.55	0.71	1.67	0.69	0.35	0.07
Apr-Jun '07	1.64	1.08	0.50	0.83	0.45	0.11	0.62
Jul-Sep '07	0.39	0.65	0.43	1.23	0.34	0.39	0.15



Oct-Dec '06	0.06	0.00	0.03	0.10	0.00	0.02	0.02
Jan-Mar '07	0.00	0.13	0.05	0.00	0.00	0.54	0.19
Apr-Jun '07	0.00	0.03	0.00	0.00	0.00	0.00	0.00
Jul-Sep '07	0.03	0.07	0.00	0.12	0.03	0.00	0.01



Oct-Dec '06	0.42	0.15	0.35	0.03	0.43	0.00	0.00
Jan-Mar '07	0.64	0.34	0.48	0.42	0.63	0.58	0.02
Apr-Jun '07	0.00	0.81	0.21	0.91	0.12	0.25	0.25
Jul-Sep '07	0.28	0.26	0.00	0.14	0.05	0.17	0.21



FIGURES 5.2.A-N: RADIO DAILY AVERAGE AUDIENCE SHARE BY QUARTER AND BY STATION

5.2 RADIO DAILY AVERAGE AUDIENCE SHARE: JULY TO SEPTEMBER 2007

The Daily Average Audience Share for all the week-days by radio broadcasting stations for the period July to September 2007 is presented in Table 5.3 and Figure 5.3 below. Overall, *One Radio* has attained the highest daily average [1.65%] for five days of the week with its highest average being on Thursdays [2.89%]. This was followed by *Radio Calypso* with the next highest overall daily average [1.02%] and being the most followed station for two days reaching its highest on Fridays [1.67%].

TABLE 5.2: RADIO DAILY AVERAGE AUDIENCE SHARE: JULY – SEPTEMBER 2007

	Radju Malta	Radju Parliament [106.6]	Magic Radio	One Radio	Radio 101	Bay Radio	Calypso Radio	RTK	Smash Radio	Radju Marija	Campus FM	Capital Radio	XFM	Community Stations	Foreign Radio Station	NONE
Mon	0.12	0.00	0.45	1.04	0.40	0.67	1.38	0.59	0.14	0.39	0.03	0.28	0.36	0.09	0.00	94.05
Tue	0.18	0.67	0.28	2.28	0.42	1.01	0.60	0.78	0.29	0.65	0.07	0.26	0.29	0.13	0.00	92.09
Wed	0.58	0.13	0.90	1.19	0.26	0.87	1.60	0.80	0.29	0.43	0.00	0.00	0.02	0.21	0.13	92.61
Thu	0.29	0.00	0.37	2.89	0.35	1.06	0.48	0.20	0.22	1.23	0.12	0.14	0.28	0.22	0.00	92.15
Fri	0.42	0.32	0.66	0.48	0.30	0.19	1.67	0.35	0.63	0.34	0.03	0.05	0.29	1.12	0.14	93.01
Sat	0.87	0.00	0.44	1.79	0.46	0.19	0.34	0.19	0.92	0.39	0.00	0.17	0.00	0.34	0.14	93.75
Sun	0.25	0.00	0.22	1.85	0.10	0.53	1.00	0.27	0.19	0.15	0.01	0.21	0.33	0.09	0.00	93.75
Daily Average	0.38	0.16	0.47	1.65	0.33	0.65	1.02	0.45	0.37	0.51	0.04	0.16	0.23	0.31	0.06	93.22

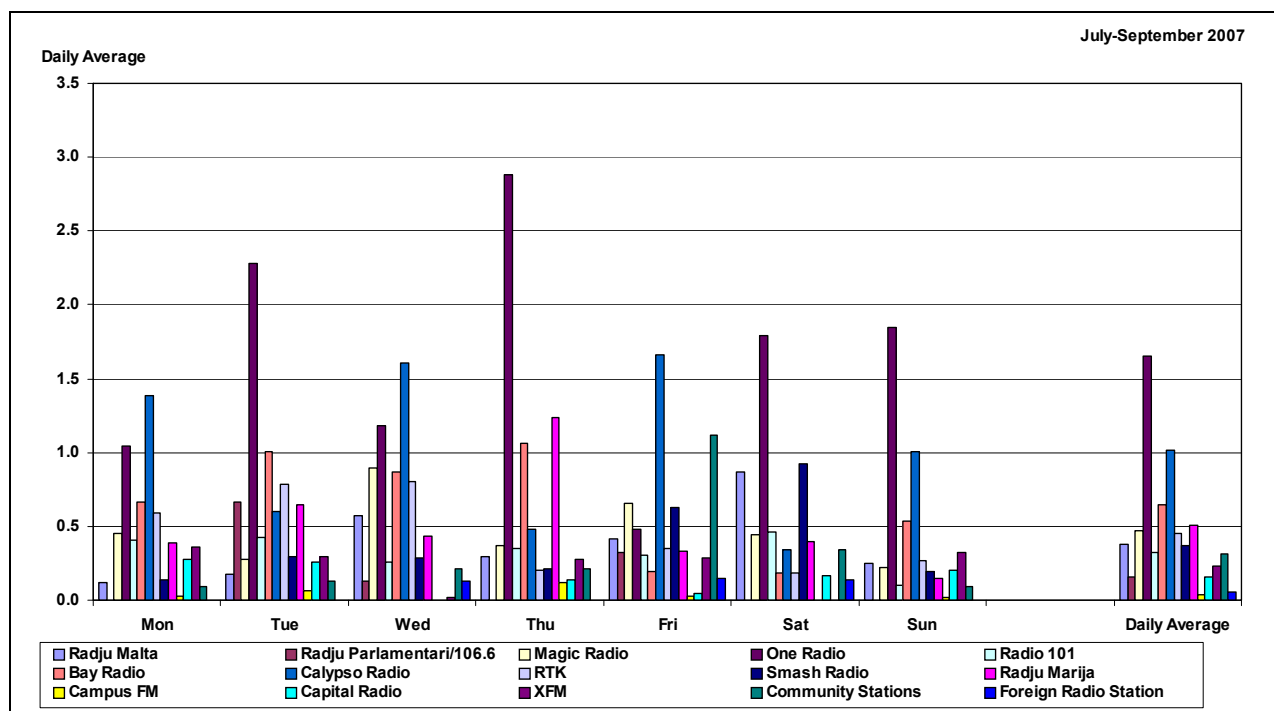


FIGURE 5.3: RADIO DAILY AVERAGE AUDIENCE SHARE: JULY – SEPTEMBER 2007

5.3 RADIO WEEKDAYS PEAK AUDIENCES: OCTOBER 2006 TO SEPTEMBER 2007

Another indication of a radio station's popularity with its audiences is the highest percentage of audience share obtained at any particular week for each week-day. Working out the audience peaks of each broadcasting station over the whole data for the period October 2006 to September 2007 would be misleading – take the case of a broadcasting station which registered audiences during one quarter but no audiences during another quarter. Thus, comparative figures were worked out only for each broadcasting quarter. The Weekday Peaks attained by each radio broadcasting station are summarized in Table 5.4 and Figure 5.4 below:

TABLE 5.4: RADIO WEEKDAY PEAK AUDIENCES: OCTOBER 2006 – SEPTEMBER 2007

HIGHEST PEAK	RADJU MALTA	R. PARLAMENT /106.6	MAGIC RADIO	ONE RADIO	RADIO 101	BAY RADIO	CALYPSO RADIO	RTK	SMASH RADIO	RADJU MARIJA	CAMPUS FM	CAPITAL RADIO	XFM	COMMUNITY STATIONS	FOREIGN RADIO STATION	OTHER STATION
Oct-Dec '06	4.72	1.54	1.57	9.22	4.72	5.38	6.20	4.62	2.36	3.10	0.79	2.36	2.36	2.36	1.54	0.77
Jan-Mar '07	4.62	1.54	2.31	7.75	3.08	4.24	7.69	6.92	2.54	3.85	0.85	3.08	3.08	2.33	0.85	-
Apr-Jun '07	3.13	2.31	2.29	9.09	2.31	3.85	4.62	4.69	4.55	4.51	0.76	3.05	3.13	1.56	0.76	-
Jul-Sep '07	3.28	2.34	3.85	6.56	3.28	3.70	6.15	3.08	3.28	4.10	0.78	1.48	1.56	3.08	0.82	-

October 2006 - September 2007

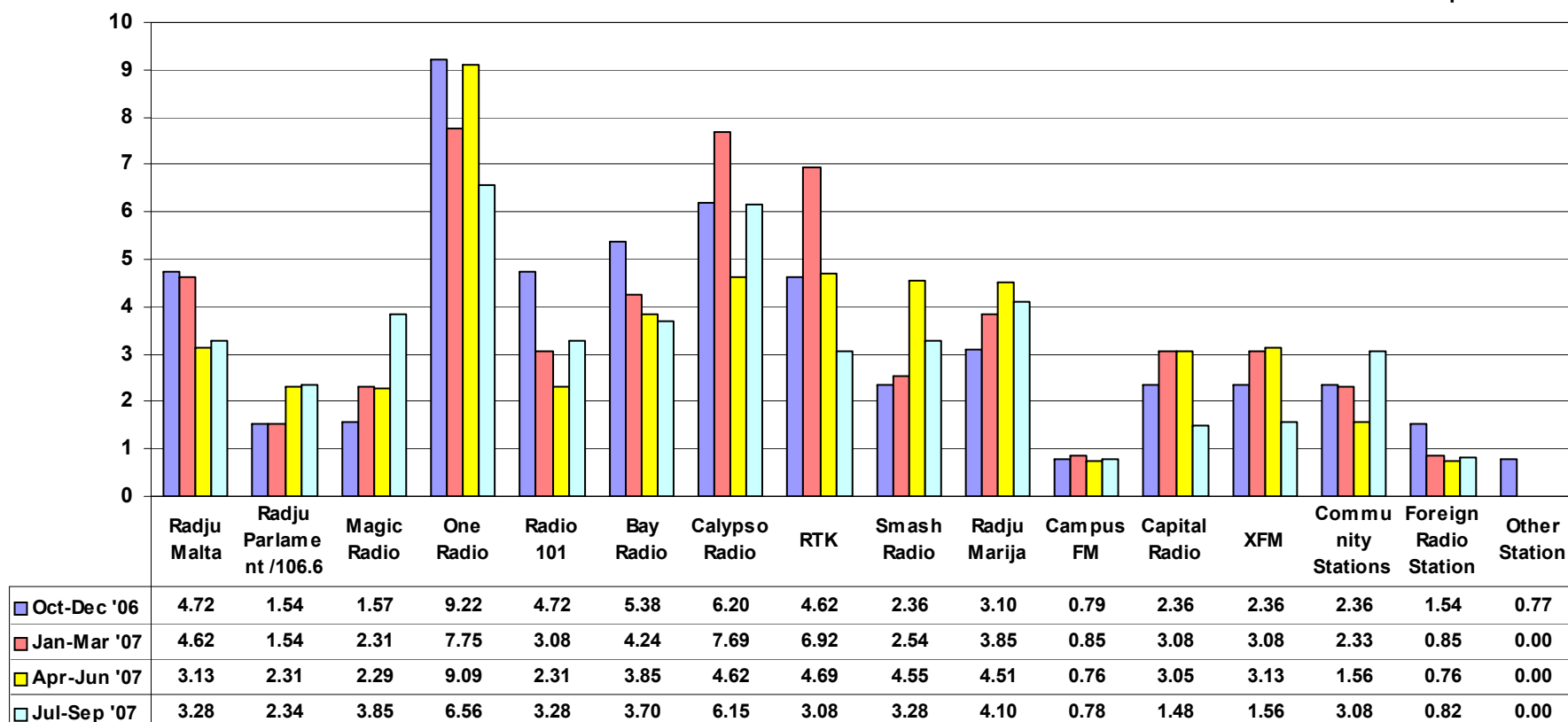


FIGURE 5.4: RADIO WEEKDAY PEAK AUDIENCES: OCTOBER 2006 TO SEPTEMBER 2007
BY STATION AND BY QUARTER

5.4 RADIO DAILY AVERAGE RADIO AUDIENCE SHARE: JULY TO SEPTEMBER 2007

The following figures map in detail the daily audience shares for radio broadcasting stations by half-clock hour. The Figures 5.5.a – 5.5.g below are taken from Tables 5.3.a – 5.3.g in Part Two of this report, which represent the total audience counts as a percentage of the total for each particular week-day. Included in the tables are statistics for (a) the daily average audience; (b) the highest daily peak audience; and (c) the standard deviation – for each particular broadcasting station.

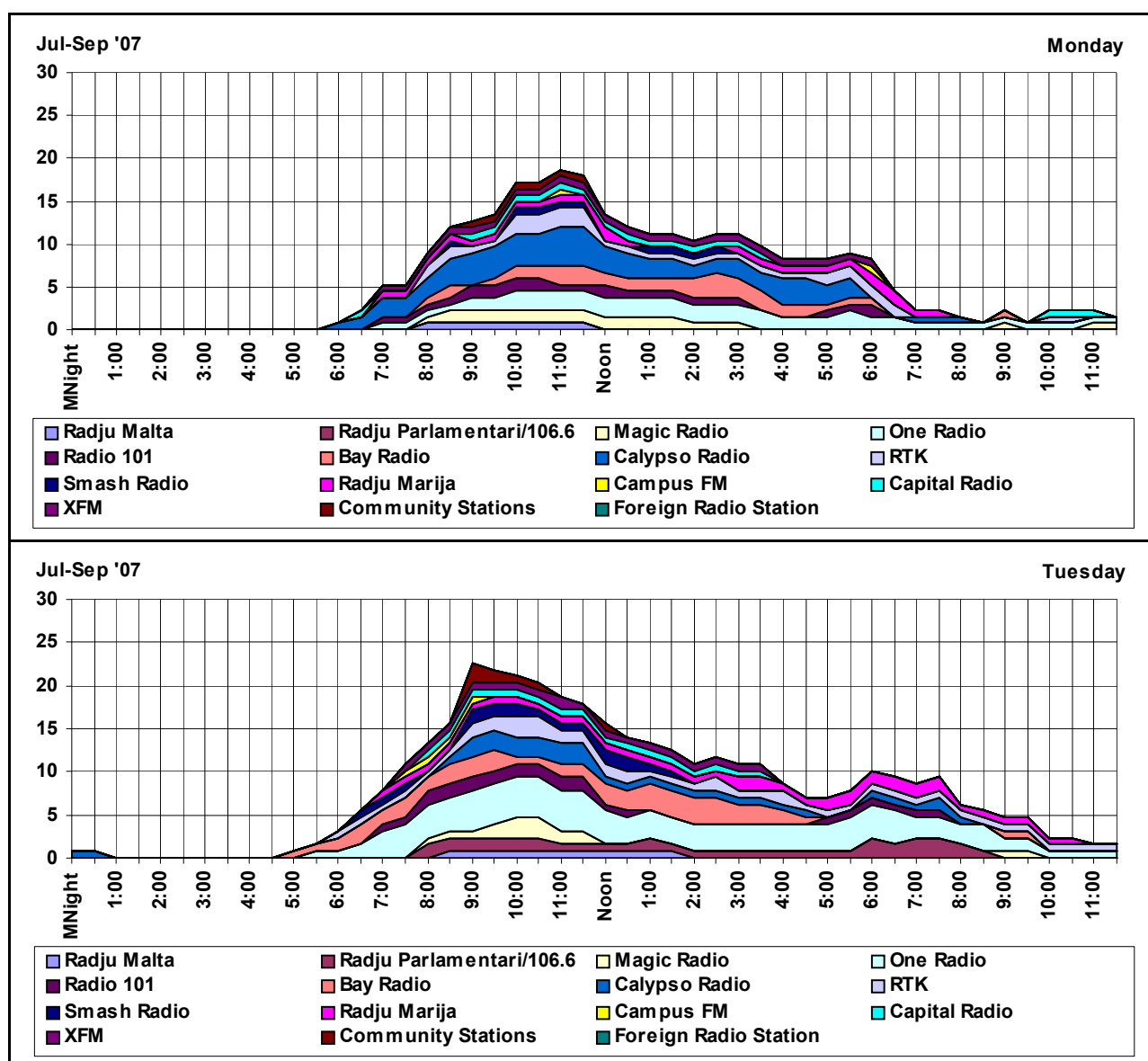


FIGURE 5.5.A-B: RADIO DAILY AUDIENCES BY STATION [MONDAY TO SUNDAY] – JULY-SEPTEMBER 2007

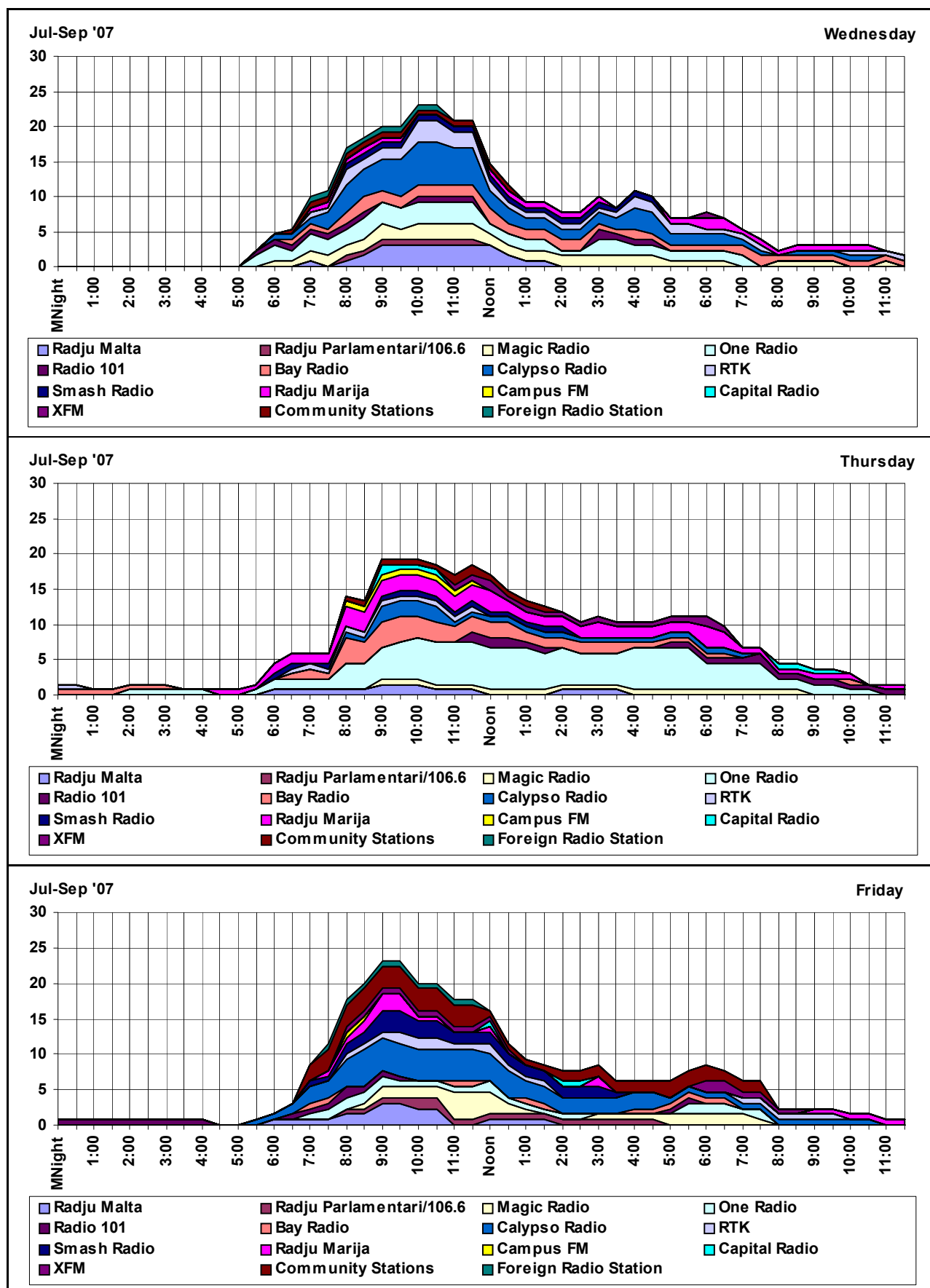


FIGURE 5.5.C-E: RADIO DAILY AUDIENCES BY STATION [MONDAY TO SUNDAY] – JULY-SEPTEMBER 2007

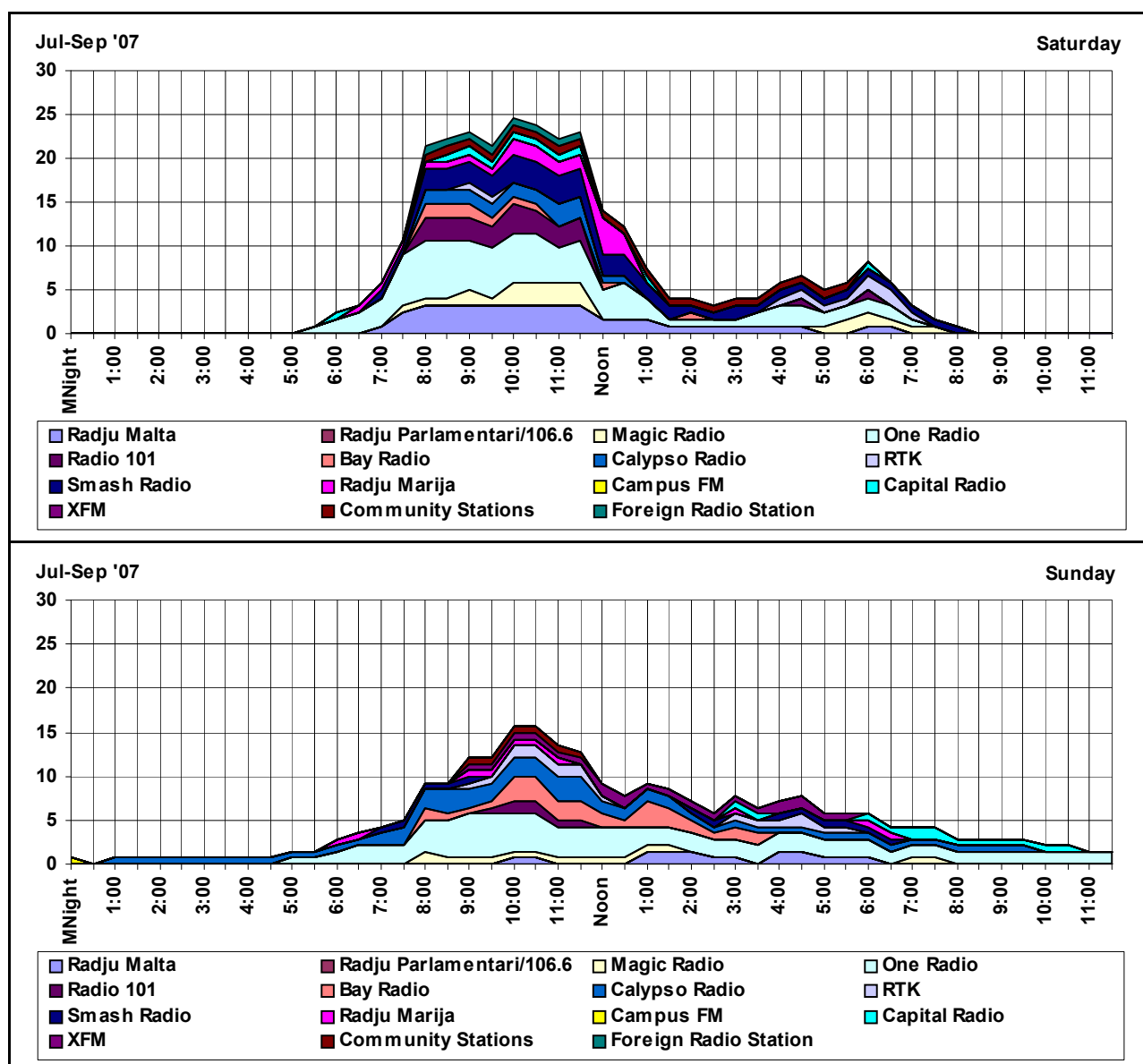


FIGURE 5.5.F-G: RADIO DAILY AUDIENCES BY STATION [MONDAY TO SUNDAY] – JULY-SEPTEMBER 2007

5.5 RADIO AUDIENCE SHARE: JULY TO SEPTEMBER 2007

Taking all the readings for all the weekdays and calculating the total average by each broadcasting station, Table 5.5 and Figure 5.6.a-d below represents the daily average radio audience shares attained by each broadcasting station by broadcasting quarter [see also Table 5.4.b in Part Two].

TABLE 5.5: RADIO TOTAL DAILY AVERAGE AUDIENCE SHARE: OCTOBER 2006 -SEPTEMBER 2007

	RADJU MALTA	R. PARLAMENT /106.6	MAGIC RADIO	ONE RADIO	RADIO 101	BAY RADIO	CALYPSO RADIO	RTK	SMASH RADIO	RADJU MARIJA	CAMPUS FM	CAPITAL RADIO	XFM	COMMUNITY STATIONS	FOREIGN RADIO STATION
Total Average															
Jul-Sep 2007	5.61	2.31	6.95	24.32	4.81	9.59	15.00	6.68	5.51	7.55	0.57	2.34	3.34	4.58	0.84
Apr-Jun 2007	7.61	2.55	4.60	23.05	4.34	6.72	13.81	10.34	5.85	9.53	0.06	4.69	4.37	2.03	0.46
Jan-Mar 2007	7.47	0.67	3.67	19.81	4.20	7.64	17.43	13.35	3.36	7.86	1.57	5.40	4.00	3.58	0.45
Oct-Dec 2006	6.95	2.33	1.60	24.65	7.02	9.23	15.77	9.83	4.84	6.18	0.31	2.06	4.53	3.78	0.70

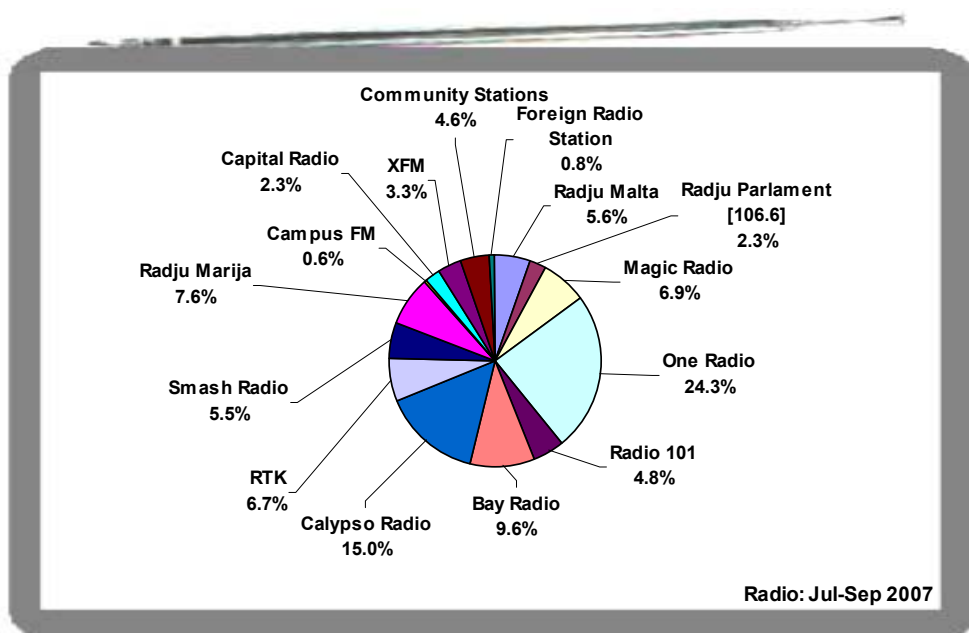


FIGURE 5.6.A: RADIO TOTAL DAILY AVERAGE AUDIENCE SHARE – JULY-SEPTEMBER 2007

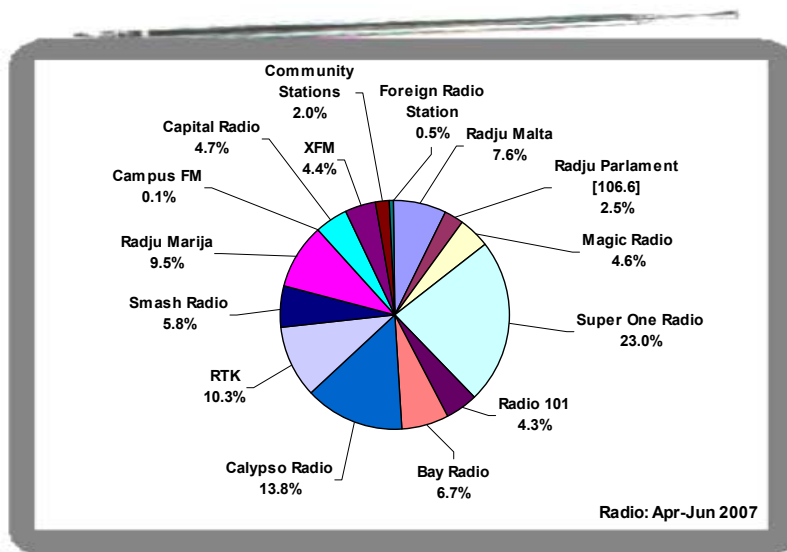


FIGURE 5.6.B: RADIO TOTAL DAILY AVERAGE AUDIENCE SHARE – APRIL-JUNE 2007

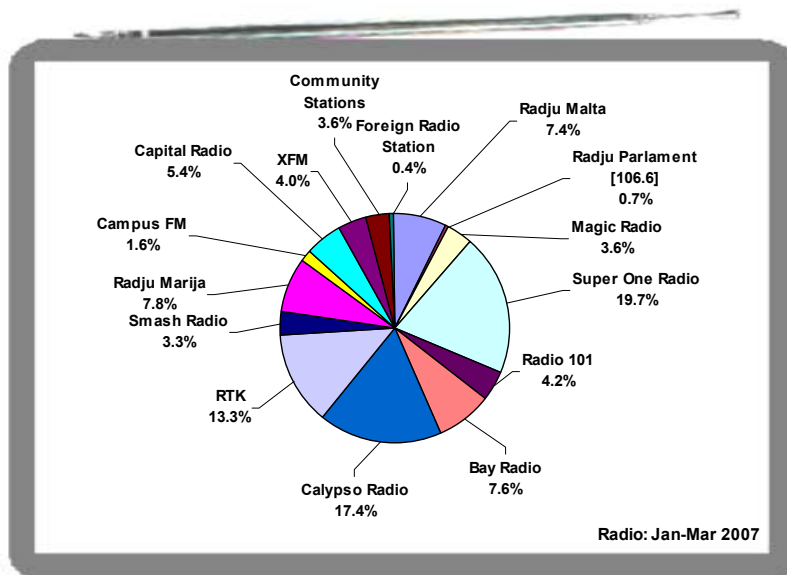


FIGURE 5.6.C: RADIO TOTAL DAILY AVERAGE AUDIENCE SHARE - JANUARY-MARCH 2007

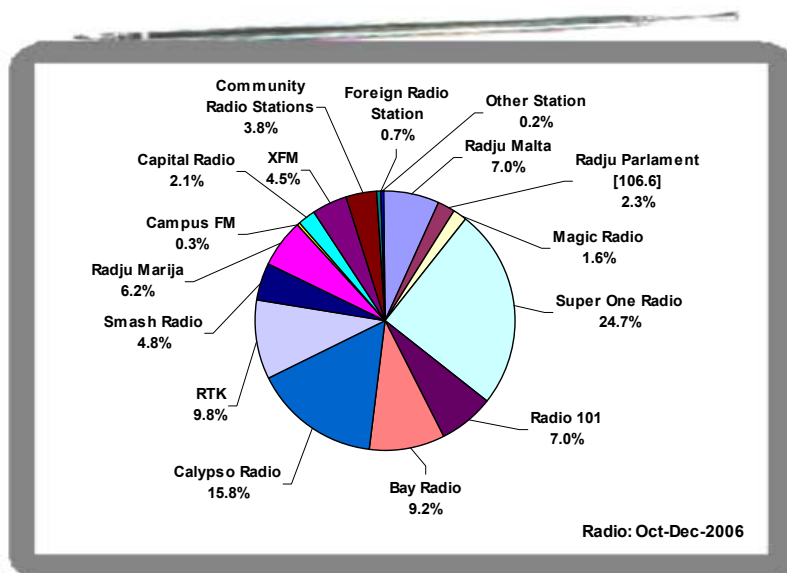


FIGURE 5.6.D: RADIO TOTAL DAILY AVERAGE AUDIENCE SHARE - OCTOBER-DECEMBER 2006

6. TV AUDIENCES

Respondents were asked to state at which times they started and stopped watching their TV-sets. The time brackets were listed by the interviewer. The 24-hour clock was divided into half-hour brackets, with the exception of main news broadcasts where the clock-hour was divided into quarter-hours.

The counts of each half/quarter clock-hour were grouped according to the viewing-day of the interviewee, and all the counts for each respective week-day were grouped together, thus forming the basis of television consumption by week-day. The results given are the total for each particular sub-sample for that week-day.

6.1 TV DAILY AVERAGE AUDIENCE SHARE: OCTOBER 2006 TO SEPTEMBER 2007

The Daily Average Audience Share for all the week-days by television broadcasting stations is presented in Table 6.1 and Figure 6.1 below. Overall, TVM has attained the highest daily average [1.60%] with its highest average being on Fridays [2.77%]. This was followed by One TV with the next highest daily average [1.40%] and reaching its highest average on Sundays [2.09%].

TABLE 6.1: TV DAILY AVERAGE AUDIENCE SHARE: OCTOBER 2006 – SEPTEMBER 2007

	TVM	One TV	Net TV	Smash TV	Education 22	ITV	Rai 1	Rai 2	Rai 3	Rete 4	Canale 5	Italia 1	Discovery Channel	MTV	BBC Prime	BBC World	Other TV station
Mon	0.88	1.18	0.89	0.08	0.04	0.00	0.29	0.05	0.00	0.12	0.50	0.52	0.07	0.00	0.10	0.01	0.57
Tue	0.91	1.95	0.62	0.01	0.00	0.00	0.07	0.01	0.02	0.18	0.29	0.38	0.19	0.07	0.12	0.01	0.84
Wed	1.16	1.14	0.99	0.01	0.00	0.01	0.50	0.05	0.08	0.20	0.44	0.44	0.13	0.05	0.09	0.03	0.91
Thu	2.47	1.40	0.45	0.04	0.00	0.01	0.31	0.02	0.06	0.10	0.59	0.62	0.10	0.01	0.00	0.00	0.53
Fri	2.77	1.11	0.32	0.00	0.00	0.02	0.07	0.01	0.01	0.16	0.22	0.32	0.14	0.13	0.18	0.00	0.71
Sat	1.30	1.58	0.61	0.03	0.00	0.00	0.17	0.04	0.02	0.10	0.32	0.43	0.11	0.02	0.01	0.00	0.83
Sun	1.68	2.09	0.92	0.00	0.00	0.00	0.44	0.13	0.00	0.11	0.42	0.50	0.09	0.04	0.19	0.00	0.79
Daily Average	1.60	1.49	0.68	0.02	0.01	0.00	0.26	0.05	0.03	0.14	0.40	0.46	0.12	0.05	0.10	0.01	0.74

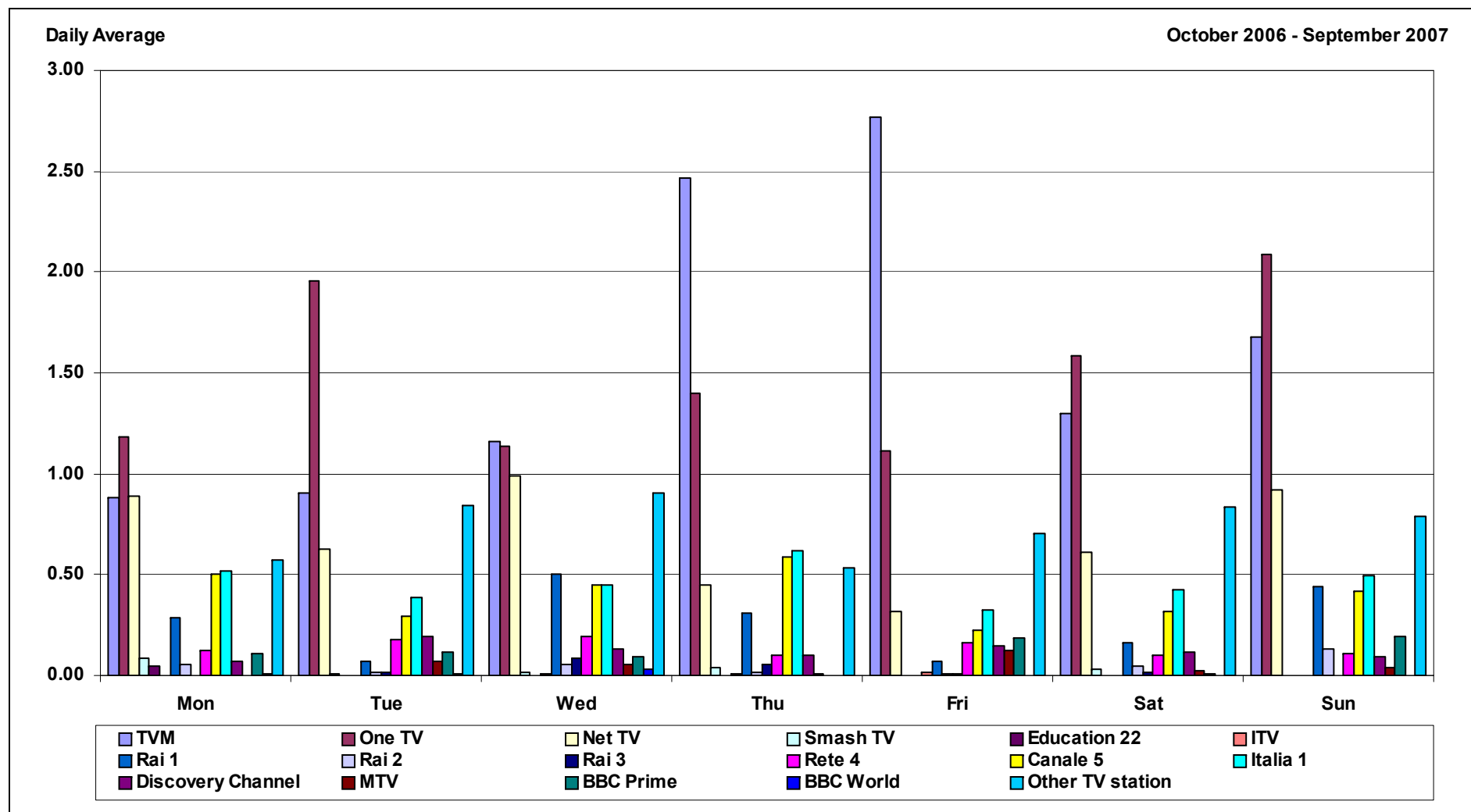
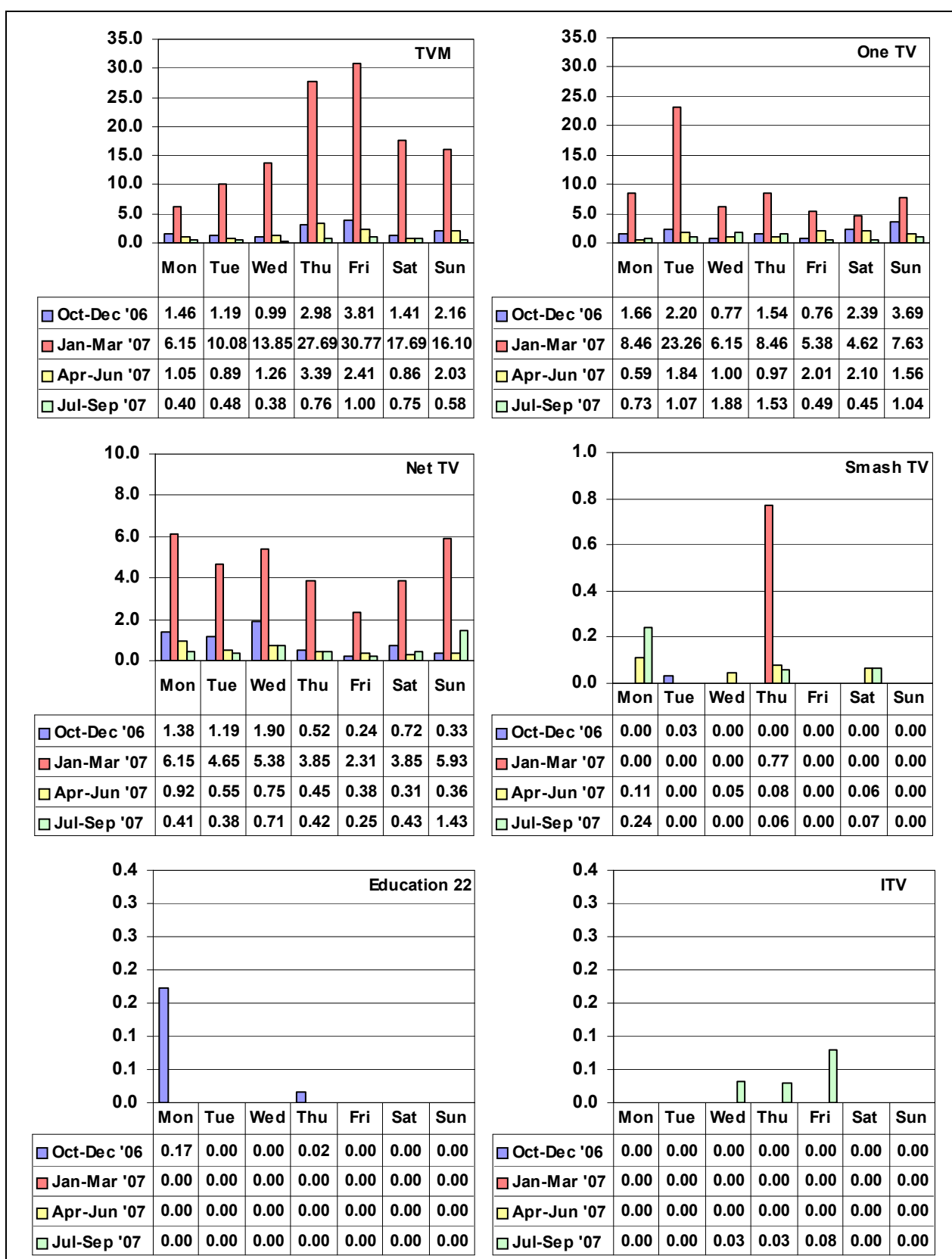
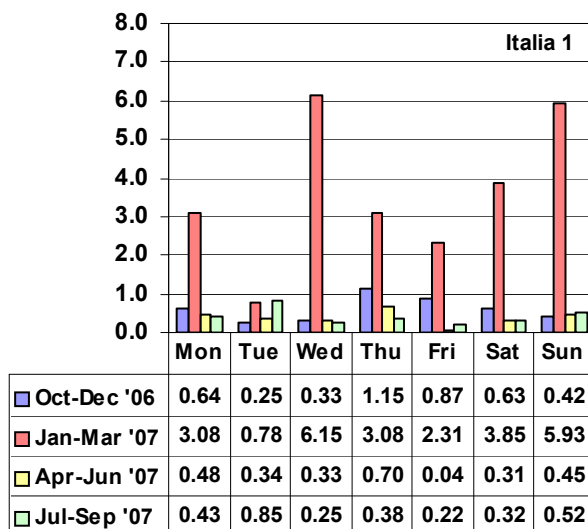
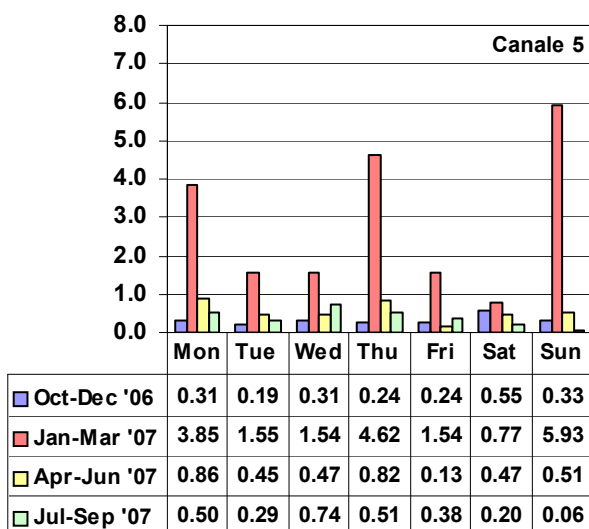
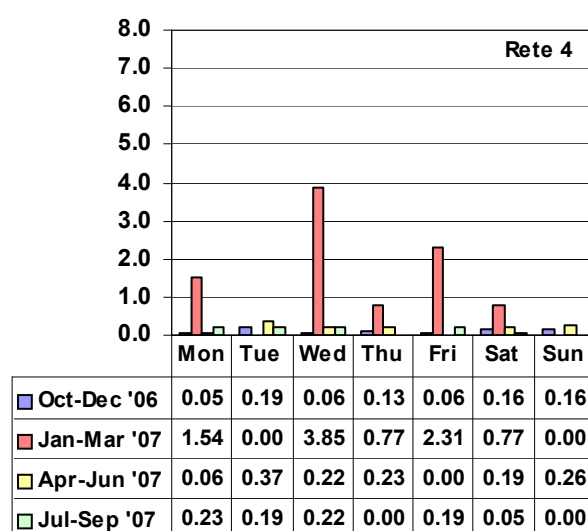
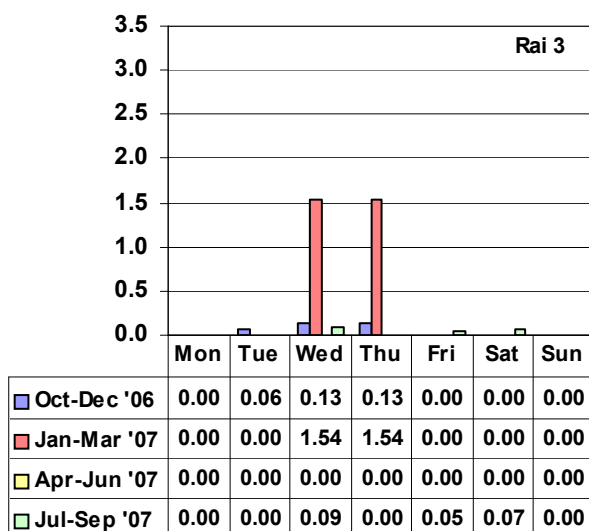
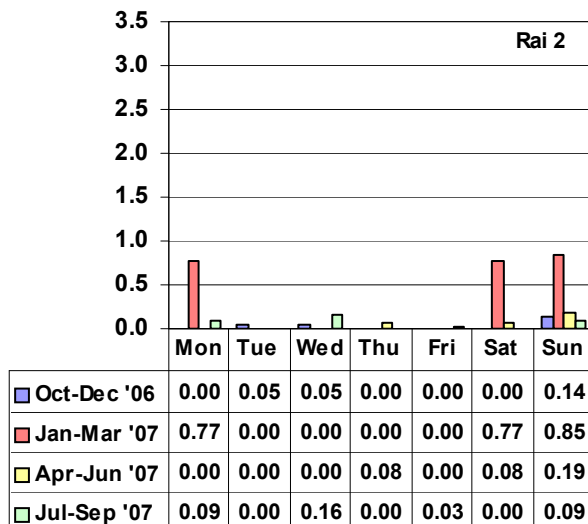
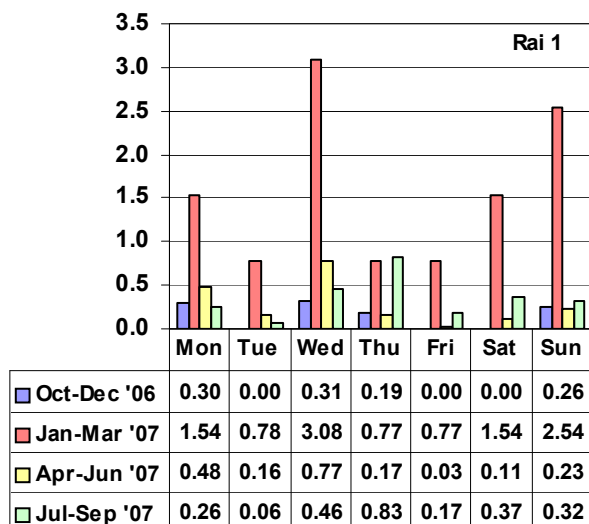
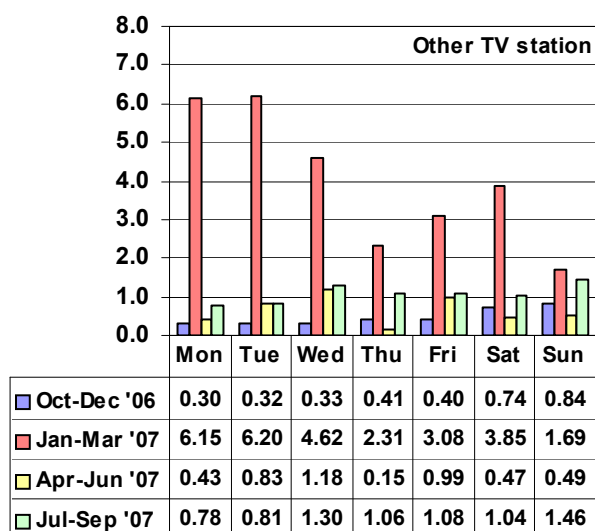
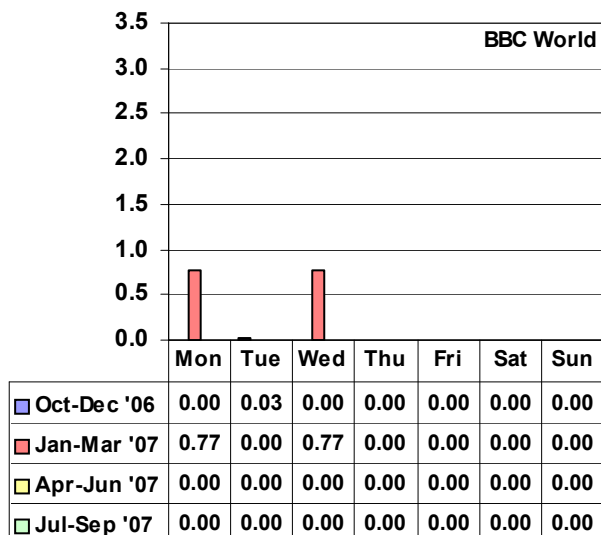
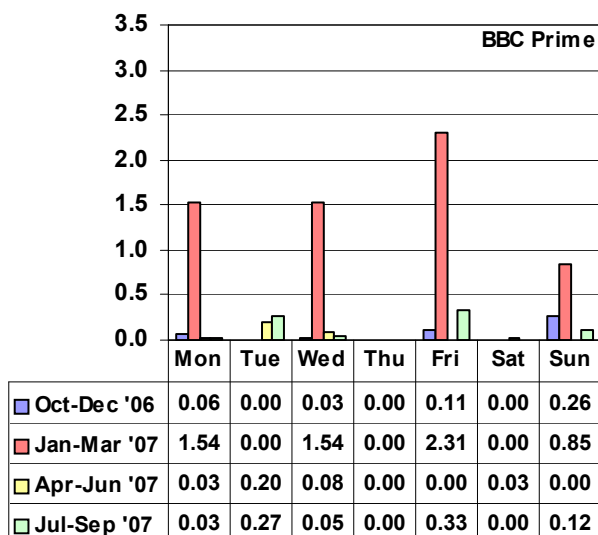
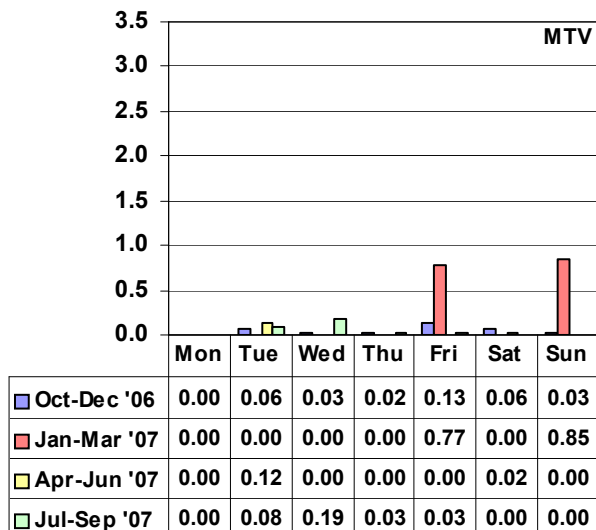
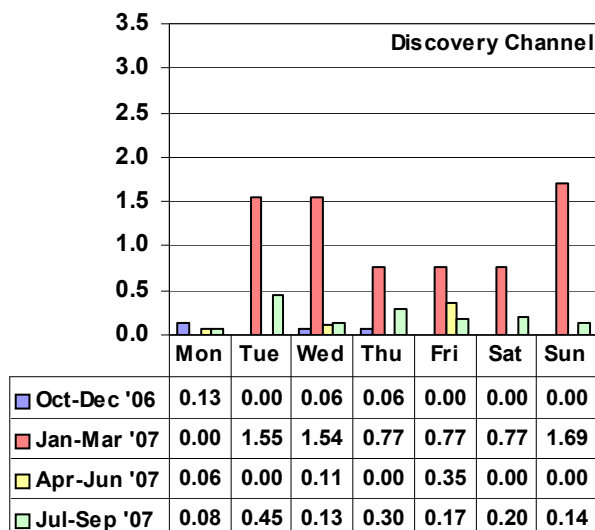


FIGURE 6.1: TV DAILY AVERAGE AUDIENCE SHARE: OCTOBER 2006 – SEPTEMBER 2007
BY WEEKDAY AND BY STATION

The following seventeen figures, Figures 6.2.a-q, depict the daily average audience share of each station by yearly quarter. These figures plus tables highlight each station's daily average viewing patterns which are reflective of each station's quarterly broadcasting schedules and/or any changes made per quarter.







FIGURES 6.2.A-Q: RADIO DAILY AVERAGE AUDIENCE SHARE BY QUARTER AND BY STATION

6.2 TV DAILY AVERAGE AUDIENCE SHARE: JULY TO SEPTEMBER 2007

The Daily Average Audience Share for all the week-days of TV broadcasting stations for the period July to September 2007 is presented in Table 6.3 and Figure 6.3 below. Overall, Other TV Station has attained the highest daily average [1.08%] for four days of the week with its highest average being on Sundays [1.46%]. This was followed by One TV with the next highest overall daily average of [1.03%] and being the most followed stations for three days reaching its highest on Wednesdays [1.88%]

TABLE 6.2: TV DAILY AVERAGE AUDIENCE SHARE – JULY TO SEPTEMBER 2007

	TVM	One TV	Net TV	Smash TV	ITV	Rai 1	Rai 2	Rai 3	Rete 4	Canale 5	Italia 1	Discovery Channel	MTV	BBC Prime	Other TV station
Mon	0.40	0.73	0.41	0.24	0.00	0.26	0.09	0.00	0.23	0.50	0.43	0.08	0.00	0.03	0.78
Tue	0.48	1.07	0.38	0.00	0.00	0.06	0.00	0.00	0.19	0.29	0.85	0.45	0.08	0.27	0.81
Wed	0.38	1.88	0.71	0.00	0.03	0.46	0.16	0.09	0.22	0.74	0.25	0.13	0.19	0.05	1.30
Thu	0.76	1.53	0.42	0.06	0.03	0.83	0.00	0.00	0.00	0.51	0.38	0.30	0.03	0.00	1.06
Fri	1.00	0.49	0.25	0.00	0.08	0.17	0.03	0.05	0.19	0.38	0.22	0.17	0.03	0.33	1.08
Sat	0.75	0.45	0.43	0.07	0.00	0.37	0.00	0.07	0.05	0.20	0.32	0.20	0.00	0.00	1.04
Sun	0.58	1.04	1.43	0.00	0.00	0.32	0.09	0.00	0.00	0.06	0.52	0.14	0.00	0.12	1.46
Daily Average	0.62	1.03	0.59	0.05	0.02	0.35	0.05	0.03	0.12	0.38	0.42	0.21	0.05	0.11	1.08

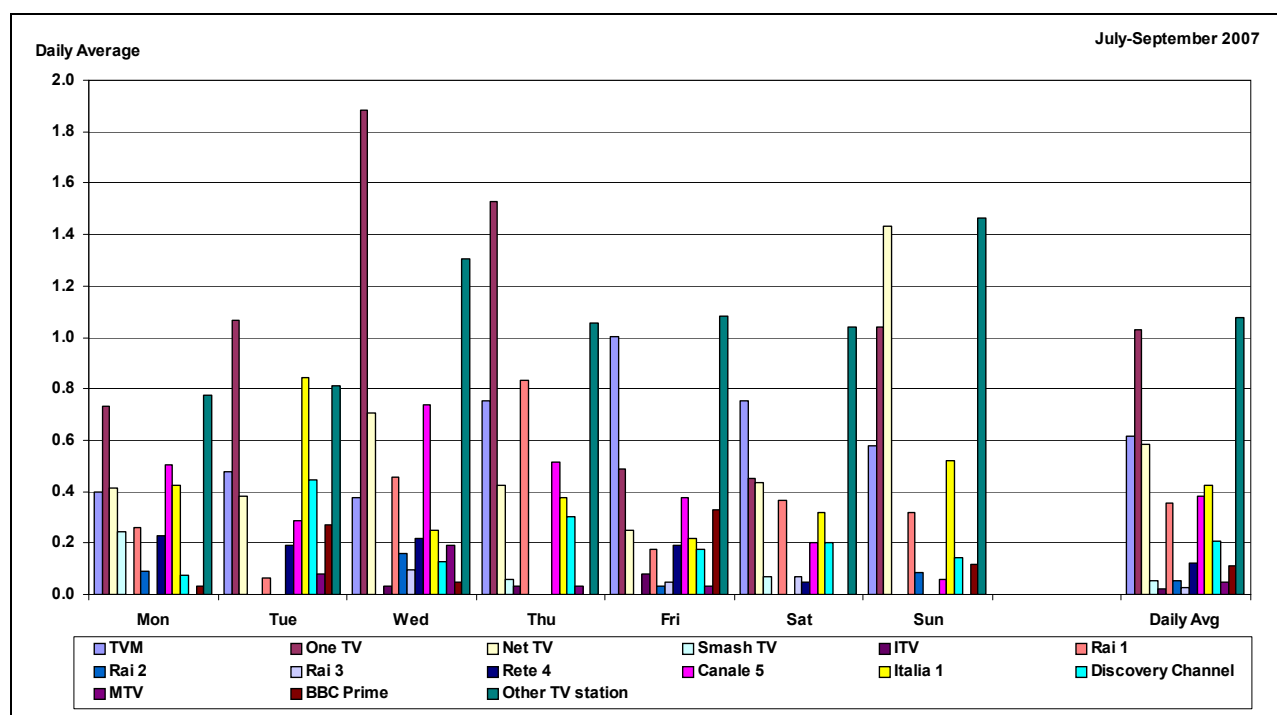


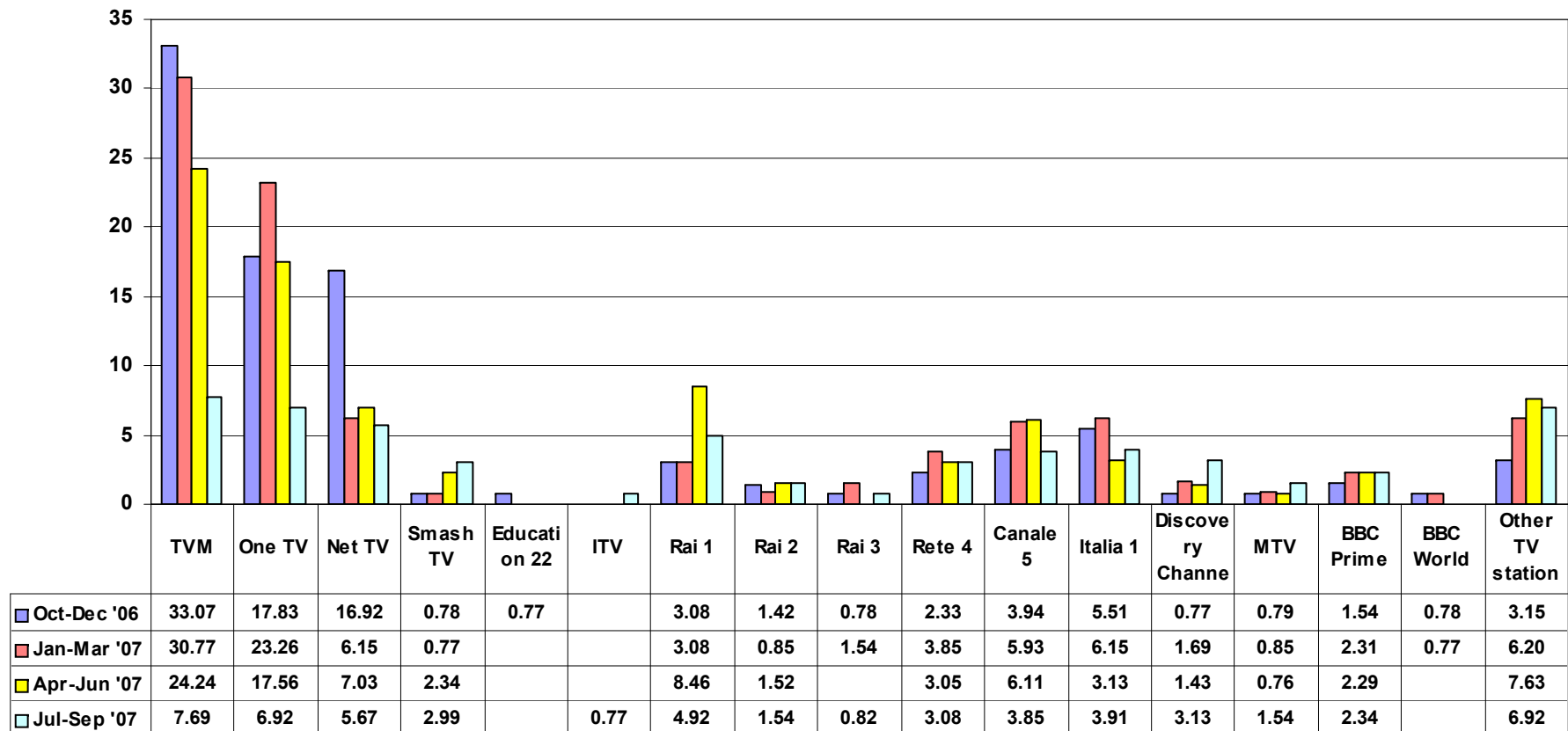
FIGURE 6.3: TV DAILY AVERAGE AUDIENCE SHARE: JULY – SEPTEMBER 2007

6.3 TV WEEKDAYS PEAK AUDIENCES: OCTOBER 2006 TO SEPTEMBER 2007

Another indication of a broadcasting station's popularity with its audiences is the highest percentage of audience share obtained at any particular week for each week-day. The comparative figures were worked out only for each broadcasting quarter. The Weekday Peaks attained by each TV broadcasting station are summarized in Table 6.4 and Figure 6.4 below.

TABLE 6.3: TV WEEKDAY PEAK AUDIENCES – OCTOBER 2006 TO SEPTEMBER 2007

HIGHEST PEAK	TVM	ONE TV	NET TV	SMASH TV	EDUCATION 22	ITV	RAI 1	RAI 2	RAI 3	RETE 4	CANALE 5	ITALIA 1	DISCOVERY CHANNEL	MTV	BBC PRIME	BBC WORLD	OTHER TV STATION
Oct-Dec '06	33.07	17.83	16.92	0.78	0.77		3.08	1.42	0.78	2.33	3.94	5.51	0.77	0.79	1.54	0.78	3.15
Jan-Mar '07	30.77	23.26	6.15	0.77			3.08	0.85	1.54	3.85	5.93	6.15	1.69	0.85	2.31	0.77	6.20
Apr-Jun '07	24.24	17.56	7.03	2.34			8.46	1.52		3.05	6.11	3.13	1.43	0.76	2.29		7.63
Jul-Sep '07	7.69	6.92	5.67	2.99		0.77	4.92	1.54	0.82	3.08	3.85	3.91	3.13	1.54	2.34		6.92



**FIGURE 6.4: TV WEEKDAY PEAK AUDIENCES: OCTOBER 2006 TO SEPTEMBER 2007
BY STATION AND BY QUARTER**

6.4 TV DAILY AVERAGE AUDIENCE SHARE: JULY TO SEPTEMBER 2007

The following figures map in detail the daily audience shares for television broadcasting station by half/quarter-clock hour. The Figures 6.5.a – 6.5.g below are taken from Tables 6.3.a – 6.3.g in Part Two of this report, which represent the total audience counts as a percentage of the total week-day audiences. Included in the tables are the same statistics as those calculated for Radio consumption for each particular broadcasting station; i.e. (a) the daily TV average audience; (b) the highest daily peak TV audience; and (c) the standard deviation.

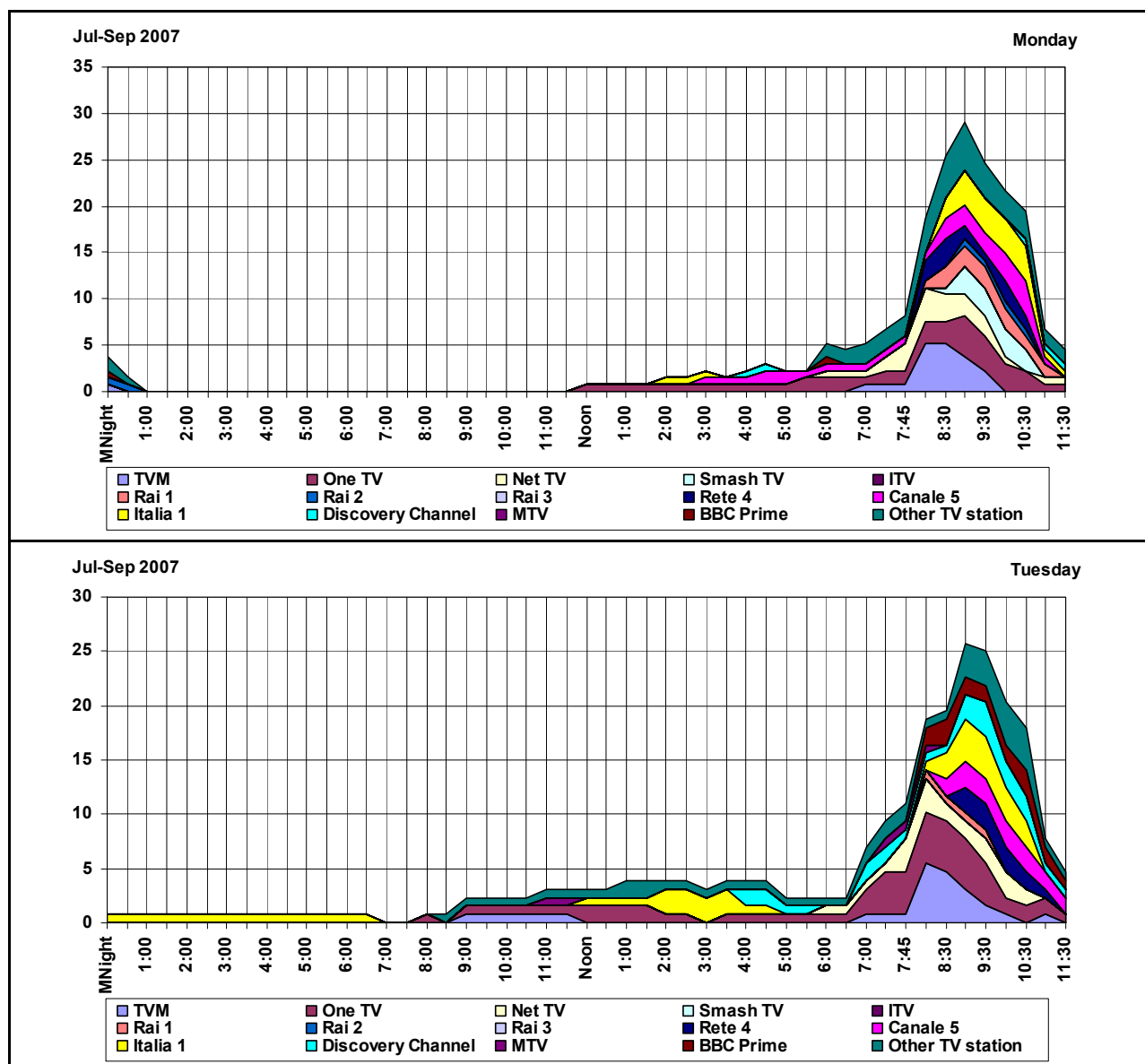


FIGURE 6.5.A-B: TV DAILY AUDIENCES BY TOTAL AND BY STATION [MONDAY TO SUNDAY] – JULY-SEPTEMBER 2007

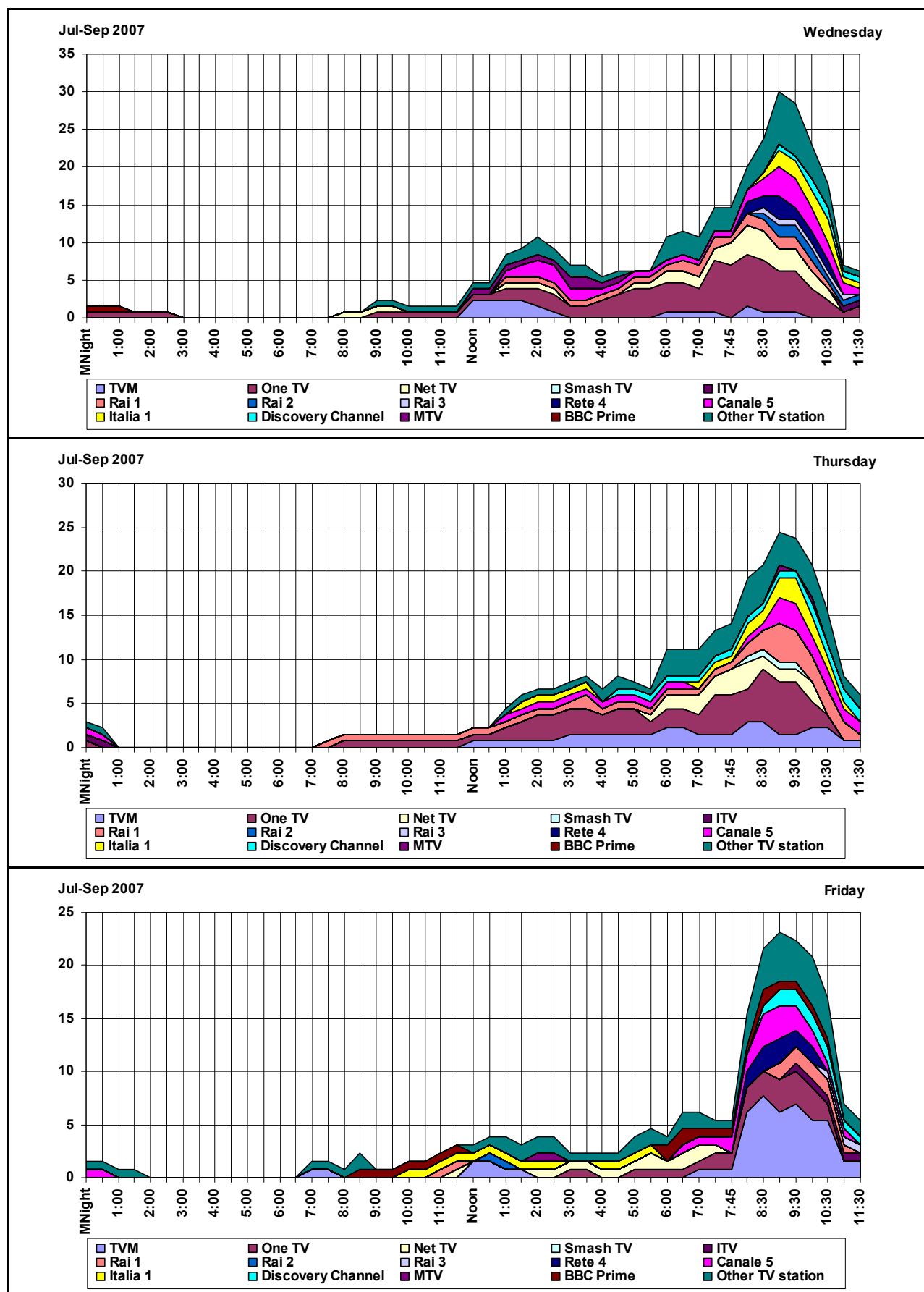


FIGURE 6.5.C-E: DAILY AUDIENCES BY TOTAL AND BY STATION [MONDAY TO SUNDAY] – JULY-SEPTEMBER 2007

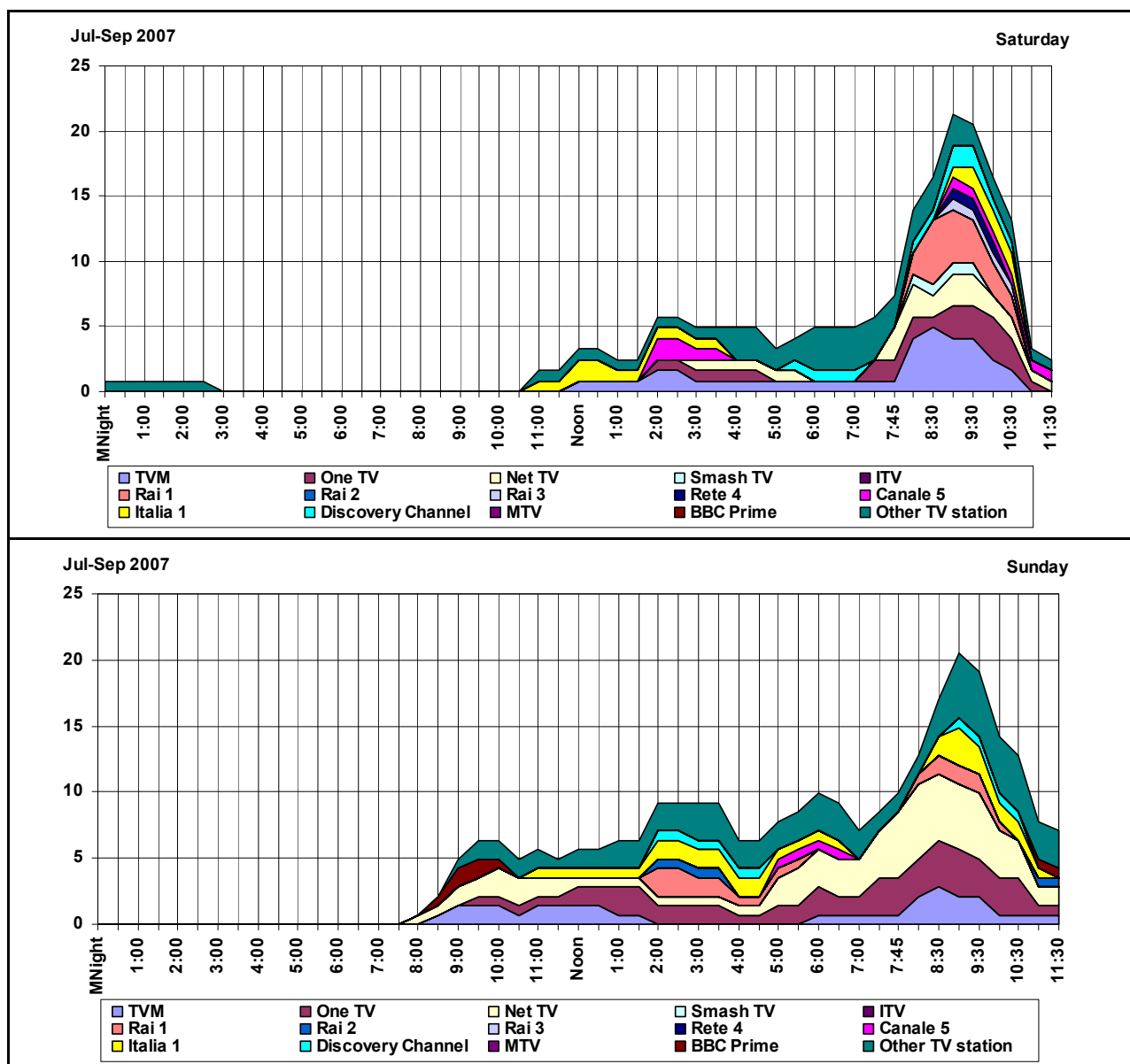


FIGURE 6.5.F-G: DAILY AUDIENCES BY TOTAL AND BY STATION [MONDAY TO SUNDAY] – JULY-SEPTEMBER 2007

6.5 TV AUDIENCE SHARE: JULY TO SEPTEMBER 2007

Taking all the readings for all the weekdays and calculating the total average by each television broadcasting station, Table 6.5 and Figure 6.6.a-d below represents the daily average audience television levels attained by each broadcasting station [see also Table 6.4.b in Part Two].

TABLE 6.4: TV TOTAL DAILY AVERAGE AUDIENCE: OCTOBER 2006 – SEPTEMBER 2007

	TVM	ONE TV	NET TV	SMASH TV	Education 22	ITV	RAI 1	RAI 2	Rai 3	RETE 4	CANALE 5	ITALIA 1	DISCOVERY CHANNEL	MTV	BBC PRIME	BBC World	OTHER TV STATION
Total Average																	
Jul-Sep 2007	12.1	20.2	11.5	1		0.4	6.9	1	0.6	2.4	7.4	8.3	4.1	0.9	2.2		21.1
Apr-Jun 2007	28.8	24.4	8.9	0.7			4.6	0.8		3.2	8.9	6.3	1.3	0.3	0.8		11.0
Jan-Mar 2007	29.3	23.8	10.8	0.1			3.9	0.7	0.4	1.9	5.5	6.3	2.3	1.0	2.4	0.3	11.3
Oct-Dec 2006	29.7	28.0	13.3	0.1	0.4		2.3	0.5	0.7	1.7	4.6	9.1	0.5	0.7	1.0	0.1	7.3

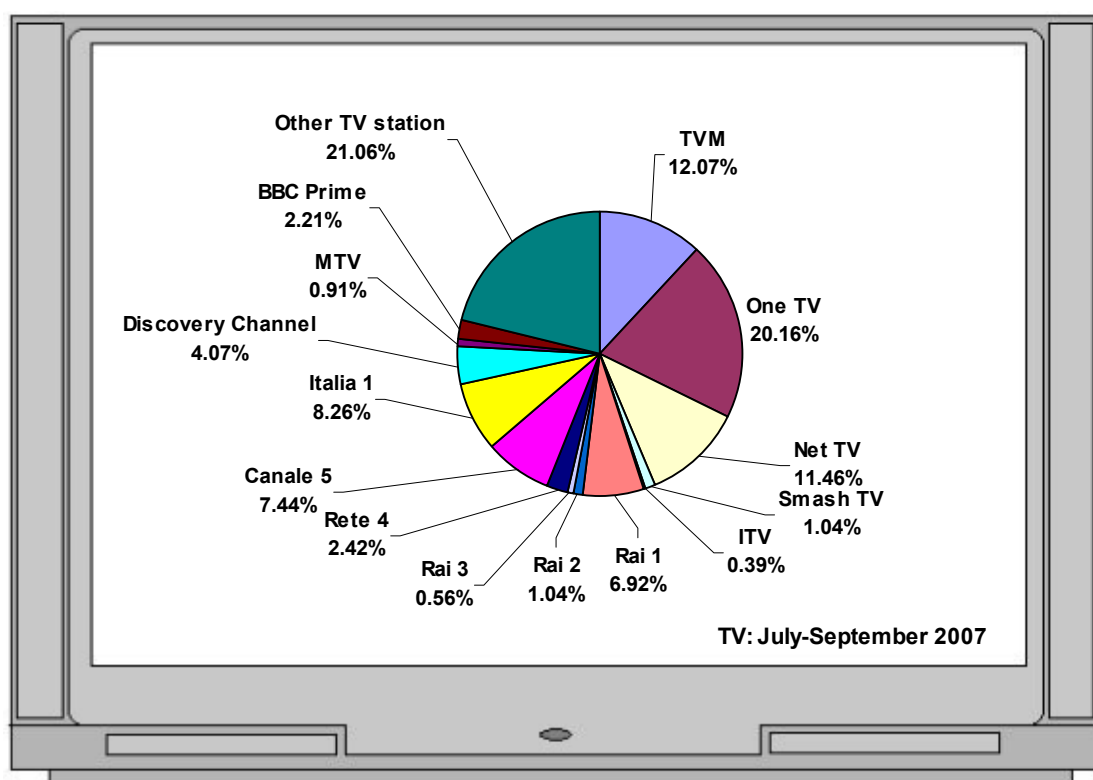


FIGURE 6.6.A: TV TOTAL DAILY AVERAGE AUDIENCE – JULY-SEPTEMBER 2007

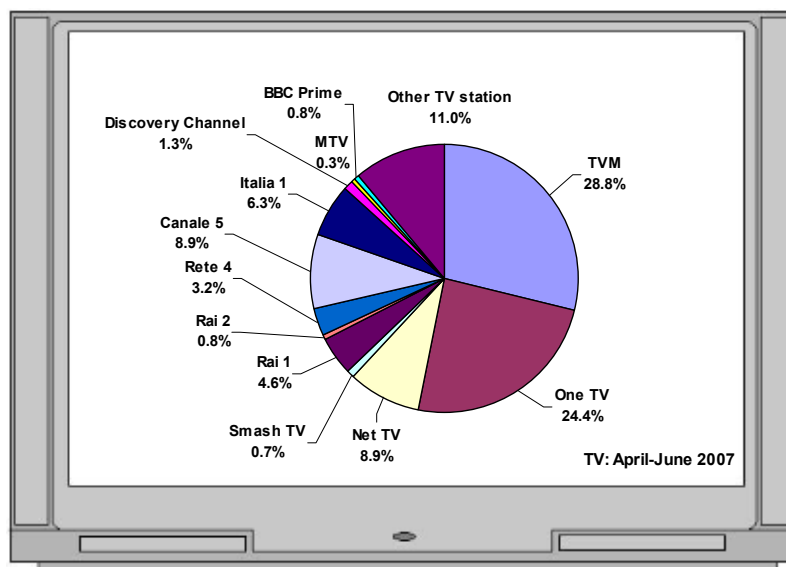


FIGURE 6.6.B: TV TOTAL DAILY AVERAGE AUDIENCE – APRIL-JUNE 2007

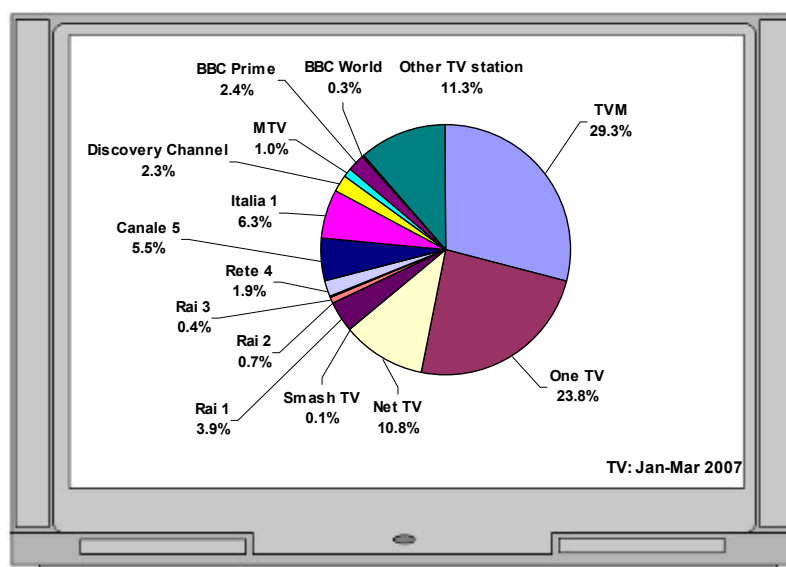


FIGURE 6.6.C: TV TOTAL DAILY AVERAGE AUDIENCE – JANUARY-MARCH 2007

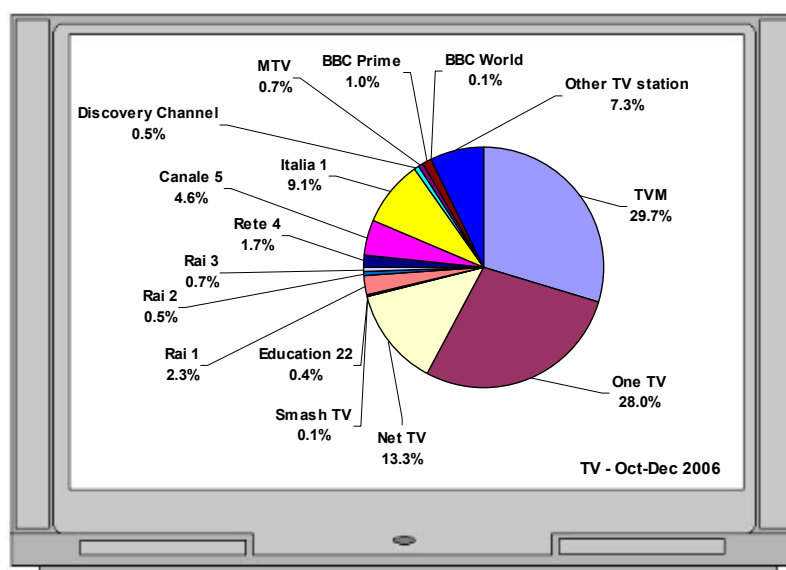


FIGURE 6.6.D: TV TOTAL DAILY AVERAGE AUDIENCE – OCTOBER-DECEMBER 2006

7. TEleshopping

Starting from 1st April 2007, the Authority wanted to research Teleshopping originating from the Maltese Islands. Respondents were asked whether they regularly watch teleshopping and on which channel such programmes are followed.

Only 11.8% [April-June 2007] and 14.0% [July-September 2007] of the respondents stated that they regularly watch teleshopping. Most regular viewers were females [66.7% - July-September 2007; 76.6% - April-June 2007] – see Figures 7.1.a-b below. The following of teleshopping by broadcasting station is graphically represented in Figure 7.2.a-b below. See also Tables 7.1 and 7.2 of Part Two of this report.

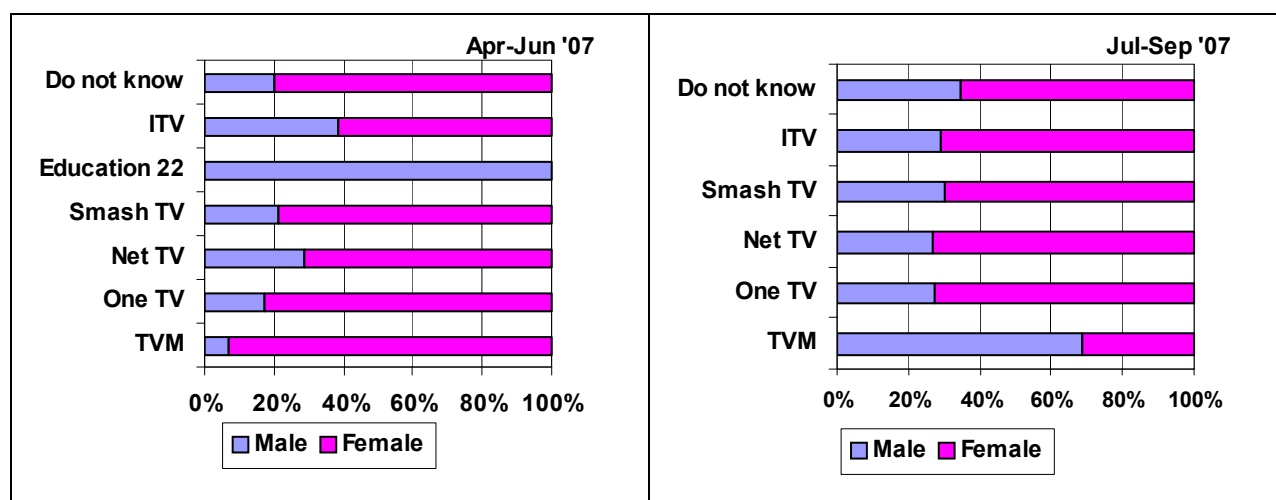


FIGURE 7.1.A-B: TEleshopping BY GENDER: APRIL-JUNE 2007 AND JULY-SEPTEMBER 2007

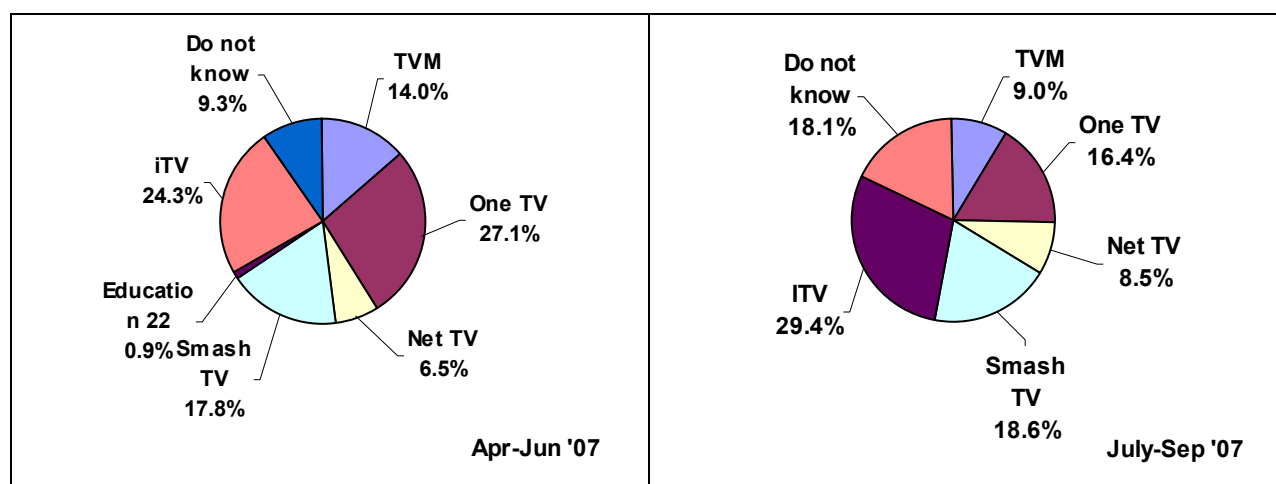


FIGURE 7.2.A-B: TEleshopping BY TV CHANNEL: APRIL-JUNE 2007 AND JULY-SEPTEMBER 2007

Such programmes mostly attracted those in the 50-64 age bracket; followed by those in the 65-79 age-group; and those in the 30-49 age-group – see Figure 7.3.a-b below; while analysis by district is depicted in Figure 7.4.a-b below; – see also Part 2: Tables 7.1 and 7.2.

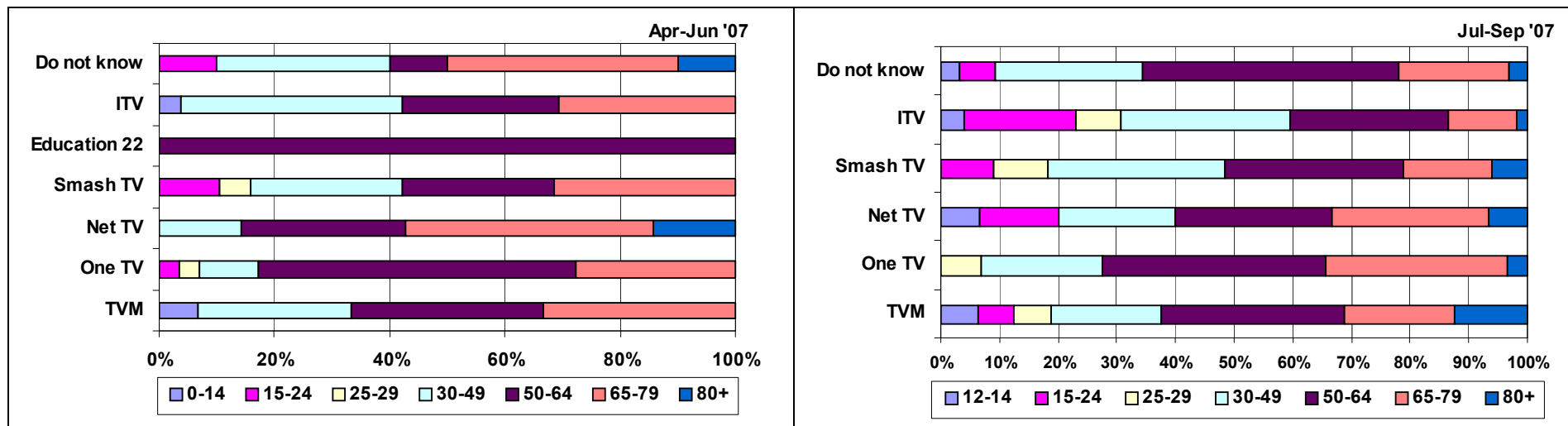


FIGURE 7.3.A-B: TEleshopping BY AGE GROUP: APRIL-JUNE 2006 AND JULY-SEPTEMBER 2007

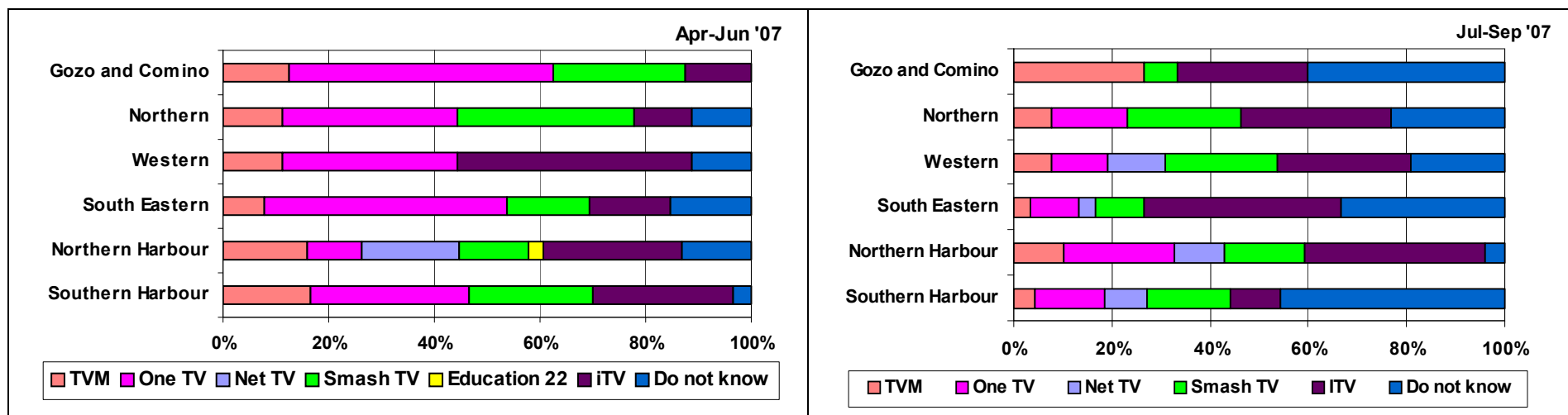


FIGURE 7.4.A-B: TEleshopping BY DISTRICT: APRIL-JUNE 2006 AND JULY-SEPTEMBER 2007

8. RADIO AND TV CONSUMPTION

Calculating the average number of hours that radio listeners and television viewers spend on a daily basis with their reception media is another data that has been computed for this period, as well as for the previous period. This would indicate the number of hours that consumers were captured by the respective broadcasting stations.

8.1 AVERAGE HOURS OF RADIO CONSUMPTION

The total number of hours each consumer has spent following radio broadcasts was divided by the total number of consumers per station. This gives the average number of hours each consumer has spend following each particular radio station; or rather how much on average are radio broadcasting stations maintaining their audiences - see Table 8.1 and Figure 8.1:

TABLE 8.1: RADIO AVERAGE CONSUMPTION OF LISTENERS BY HOURS BY STATION

	Oct-Dec 2006	Jan-Mar 2007	Apr-Jun 2007	Jul-Sep 2007
Radju Malta	3.50	4.05	4.24	3.11
Radju Parlament /106.6	4.00	2.00	3.14	3.45
Magic Radio	2.75	4.68	3.79	2.97
One Radio	5.78	5.80	4.85	5.69
Radio 101	3.82	3.57	3.75	2.40
Bay Radio	3.34	2.84	2.15	2.61
Calypso Radio	5.61	5.11	5.18	4.78
RTK	5.08	4.77	3.17	2.86
Smash Radio	4.17	2.61	4.39	3.44
Radju Marija	3.45	4.53	4.11	3.65
Campus FM	1.63	5.60	1.00	1.70
Capital Radio	2.83	3.86	3.52	2.19
XFM	4.68	4.21	3.15	3.85
Community Stations	4.88	8.00	3.50	4.89
Foreign Radio Station	3.17	2.67	2.00	3.13
Total Average Listening of all Listeners	4.41	4.42	3.90	3.65

Taking the total number of hours of radio listening over *all* the sample size, the average number of hours of radio listening spent by all consumers stands at:

- **October – December 2006:** 2.26 hrs. every day
- **January – March 2007:** 2.00 hrs. every day
- **April – June 2007:** 1.87 hrs. every day
- **July – September 2007:** 1.63 hrs. every day

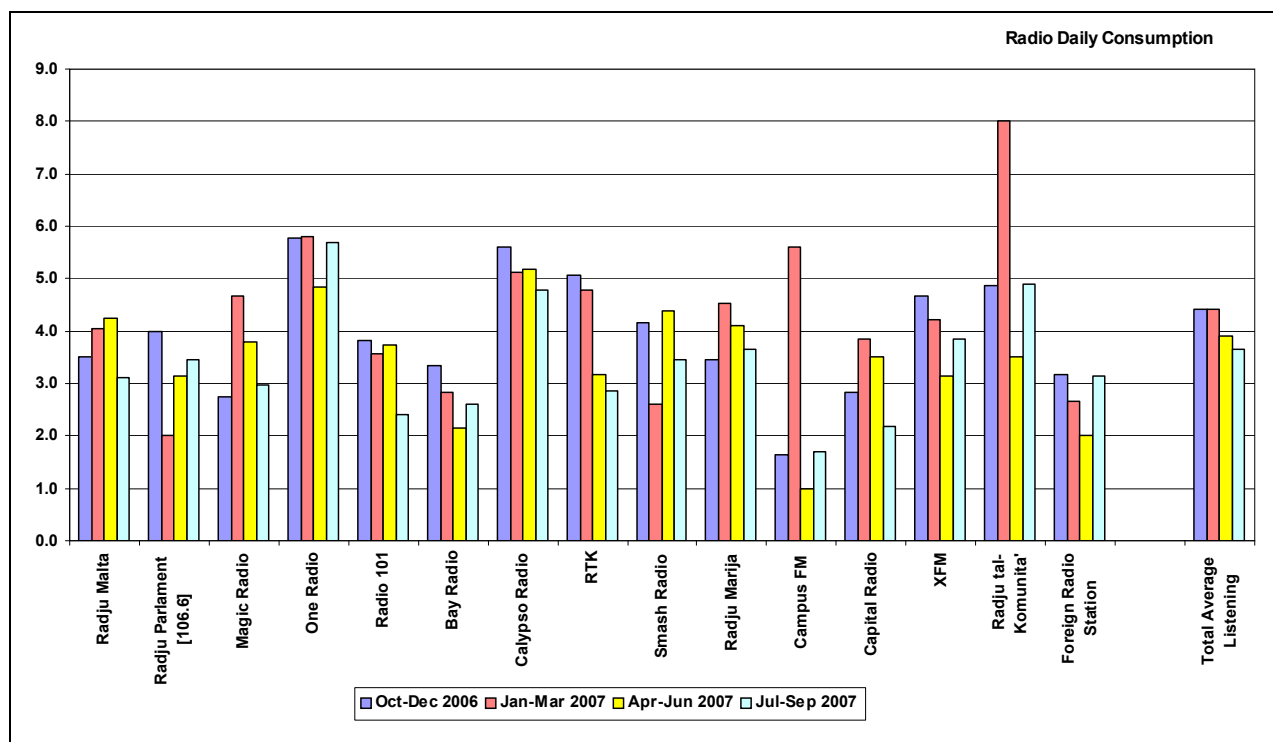


FIGURE 8.1: AVERAGE CONSUMPTION OF LISTENERS BY RADIO STATION

8.2 AVERAGE HOURS OF TV CONSUMPTION

The total number of hours each consumer has spent following TV broadcasts was divided by the total number of consumers per station - see Table 8.2 and Figure 8.2:

TABLE 8.2: TV AVERAGE CONSUMPTION OF VIEWERS BY HOURS AND BY STATION

	Oct-Dec 2006	Jan-Mar 2007	Apr-Jun 2007	Jul-Sep 2007
TVM	2.12	2.28	2.06	1.81
One TV	3.18	3.40	3.24	2.76
Net TV	2.36	2.83	2.39	2.40
Smash TV	1.00	1.00	1.19	2.00
Education 22	2.75	-	-	-
ITV	-	-	-	1.50
Rai 1	2.20	3.66	1.92	2.54
Rai 2	1.60	1.75	2.75	1.71
Rai 3	2.50	1.75	-	1.63
Rete 4	1.61	2.46	2.59	1.56
Canale 5	1.90	2.18	2.43	2.28
Italia 1	2.15	2.19	2.15	2.16
Discovery Channel	1.40	3.09	2.75	2.08
MTV	1.50	8.00	1.50	1.43
BBC Prime	2.07	3.89	1.83	1.79
BBC World	1.00	2.00	-	-
Other TV station	2.52	2.71	2.50	2.82
Total Average Viewing of all Consumers	2.35	2.66	2.38	2.36

Taking the total number of hours of TV viewing over the sample size, the average hours of TV viewing spent by consumers stands at:

- **October – December 2006:** 1.57 hrs. every day
- **January – March 2007:** 1.68 hrs. every day
- **April – June 2007:** 1.40 hrs. every day
- **July – September 2007:** 1.21 hrs. every day

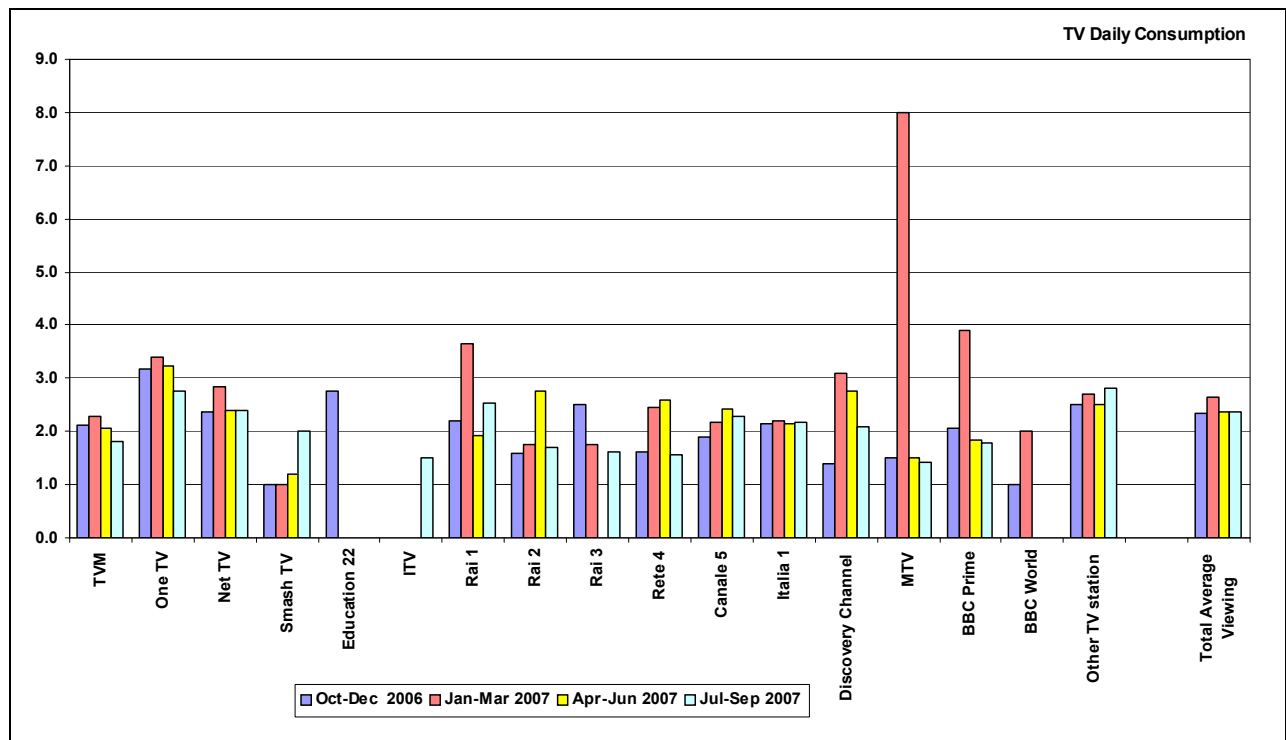


FIGURE 8.2: AVERAGE CONSUMPTION OF VIEWERS BY TV STATION

9. RADIO CONSUMPTION AND STATION ANALYSIS

Considering that in past audience assessments, respondents were asked to indicate at what time radio was usually listened to; and since this question was removed from the questionnaire; the time periods of actual audiences were grouped into the same time-brackets used previously: before 6:00am; from 6:00 to 9:00am; 9:00am to noon; 12:00pm to 5:00pm; 5:00pm to 8:00pm; and from 8:00pm to midnight.

9.1 RADIO CONSUMPTION BY QUARTER AND BY MONTH

Radio consumption was fairly regular throughout the whole period of October 2006 to September 2007. Analyzed by time brackets, the same pattern of radio listening is throughout by quarter and within each time bracket. Table 9.1.a-e below lists the monthly and quarterly percentages by time-brackets and are depicted in Figures 9.1.a-d below:

TABLE 9.1: RADIO CONSUMPTION BY TIME-BRACKETS, BY MONTH AND BY QUARTER

	Oct-Dec 2006	Month				Jan-Mar 2007	Month		
		Oct	Nov	Dec			Jan	Feb	Mar
> 6:00	1.94	2.99	1.14	1.73	> 6:00	1.34	1.44	1.28	1.29
6:00-9:00	18.91	18.40	18.44	19.77	6:00-9:00	17.88	19.62	16.94	16.98
9:00-12:00	33.30	31.75	33.84	34.17	9:00-12:00	34.57	32.91	33.97	36.77
12:00-17:00	31.65	30.98	31.49	32.38	12:00-17:00	30.86	28.18	35.25	29.69
17:00-20:00	11.24	12.12	11.84	9.95	17:00-20:00	11.56	12.57	10.20	11.75
20:00-24:00	2.95	3.76	3.26	1.99	20:00-24:00	3.79	5.28	2.37	3.54
	100.00	100.00	100.00	100.00		100.00	100.00	100.00	100.00

	Apr-Jun 2007	Month				Jul-Sep 2007	Month		
		Apr	May	Jun			July	Aug	Sep
> 6:00	1.24	0.42	1.47	1.93	> 6:00	1.77	1.25	2.44	1.46
6:00-9:00	17.86	15.95	20.54	16.89	6:00-9:00	16.02	14.00	18.80	14.61
9:00-12:00	34.39	31.91	37.08	34.07	9:00-12:00	34.88	36.36	34.38	33.93
12:00-17:00	30.25	32.49	28.44	29.83	12:00-17:00	29.61	30.09	27.85	31.35
17:00-20:00	12.25	13.60	9.62	13.80	17:00-20:00	12.38	12.33	11.40	13.71
20:00-24:00	4.00	5.63	2.85	3.47	20:00-24:00	5.34	5.96	5.13	4.94
	100.00	100.00	100.00	100.00		100.00	100.00	100.00	100.00

QUARTERLY SUMMARY BY TIME BRACKETS

	Oct-Dec	Jan-Mar	Apr-Jun	Jul-Sep
> 6:00	1.94	1.34	1.24	1.77
6:00-9:00	18.91	17.88	17.86	16.02
9:00-12:00	33.30	34.57	34.39	34.88
12:00-17:00	31.65	30.86	30.25	29.61
17:00-20:00	11.24	11.56	12.25	12.38
20:00-24:00	2.95	3.79	4.00	5.34

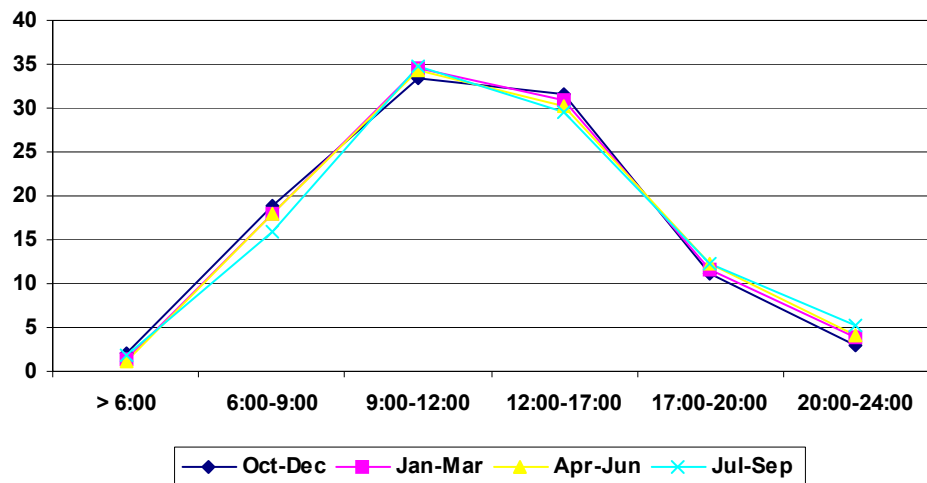


FIGURE 9.1.A: RADIO CONSUMPTION BY TIME-BRACKET AND BY QUARTER

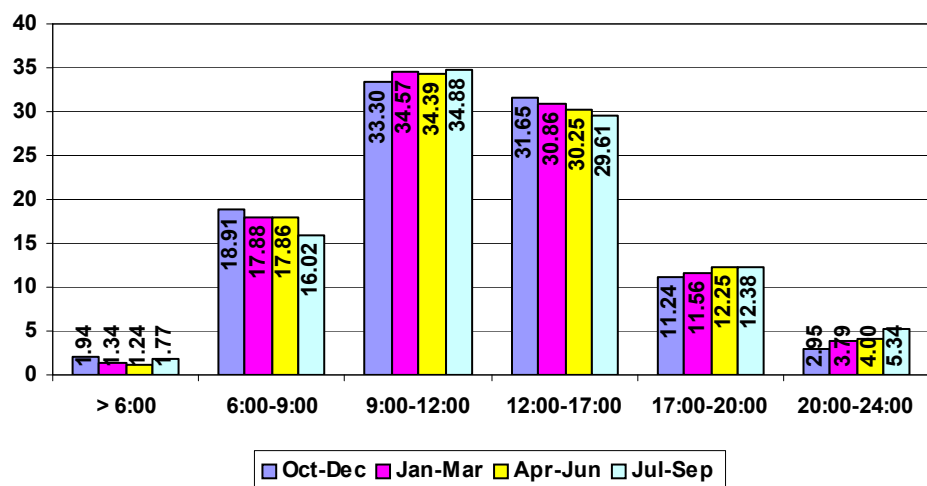


FIGURE 9.1.B: RADIO CONSUMPTION BY TIME-BRACKET AND BY QUARTER

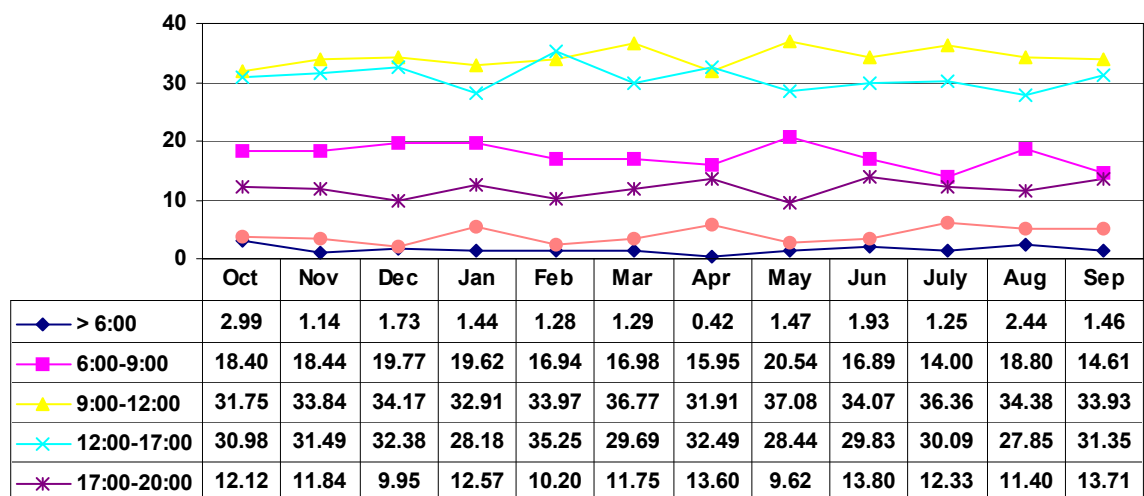


FIGURE 9.1.C: RADIO CONSUMPTION BY TIME-BRACKET AND BY MONTH

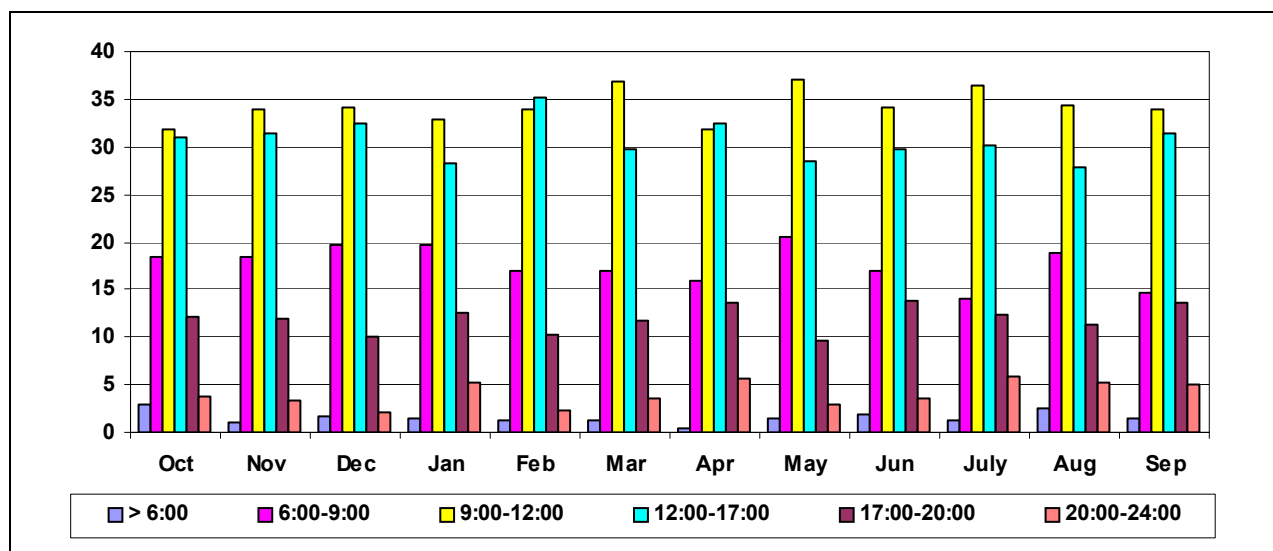


FIGURE 9.1.D: RADIO CONSUMPTION BY TIME-BRACKET AND BY MONTH

9.2 RADIO CONSUMPTION BY QUARTER AND BY WEEKDAY

Each quarterly data was grouped by time-bracket and by weekday. These are listed in Table 9.2.a-d and plotted in Figures 9.2.a-g below. The same patterns emerge for radio consumption, reaching its highest peak for most of the weekdays at mid-day. Of note are Mondays and Saturdays afternoons till 5:00pm where radio consumption has a rate of decrease much greater than the rest of the week days.

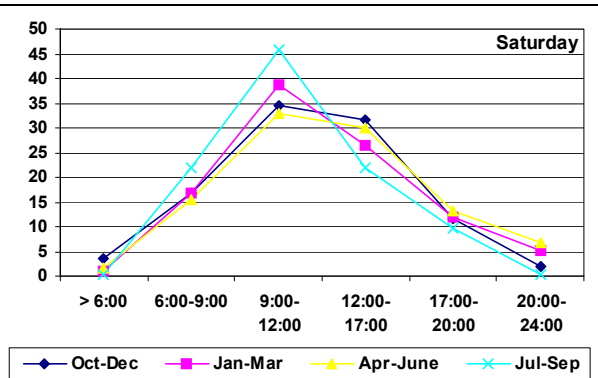
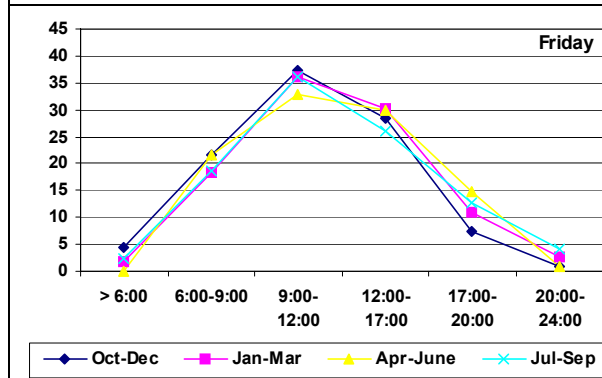
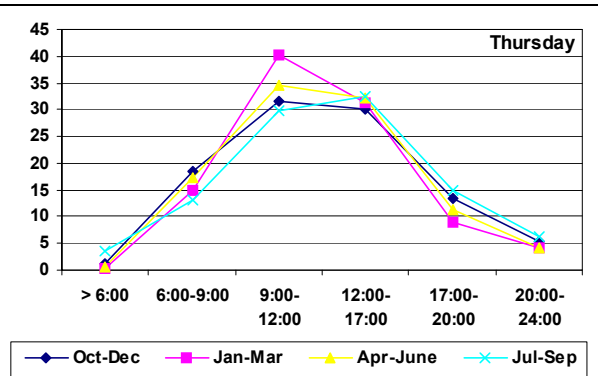
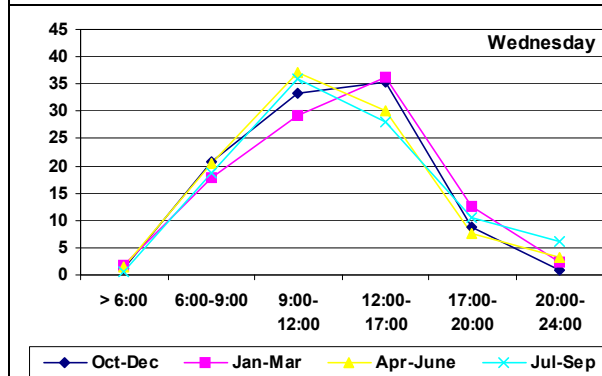
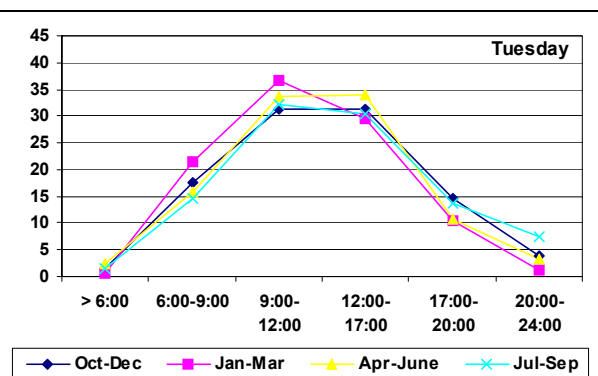
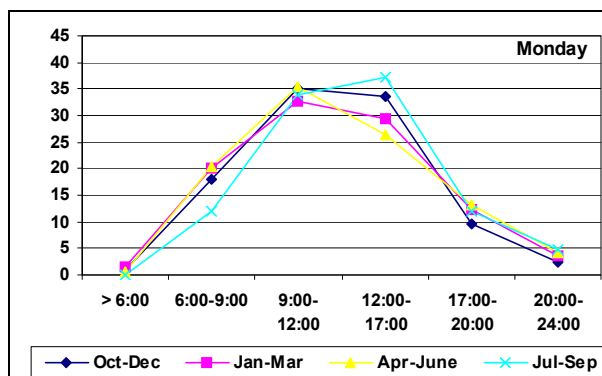
TABLE 9.2.A-D: RADIO CONSUMPTION BY QUARTER AND BY WEEKDAY

	Week Day							Total Oct-Dec
	Mon	Tue	Wed	Thu	Fri	Sat	Sun	
> 6:00	0.97	1.43	1.08	1.26	4.58	3.50	1.09	1.94
6:00-9:00	18.13	17.65	20.71	18.37	21.56	16.67	18.84	18.91
9:00-12:00	35.09	31.32	33.23	31.56	37.18	34.36	31.16	33.30
12:00-17:00	33.53	31.16	35.24	30.01	28.35	31.69	31.88	31.65
17:00-20:00	9.75	14.63	8.81	13.32	7.47	11.73	12.50	11.24
20:00-24:00	2.53	3.82	0.93	5.47	0.85	2.06	4.53	2.95
	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00

	Week Day							Total Jan-Mar
	Mon	Tue	Wed	Thu	Fri	Sat	Sun	
> 6:00	1.59	0.61	1.84	0.21	1.74	1.05	2.08	1.34
6:00-9:00	20.14	21.43	17.96	14.99	18.26	16.88	15.15	17.88
9:00-12:00	32.69	36.73	29.18	40.26	36.17	38.61	29.17	34.57
12:00-17:00	29.51	29.59	36.33	31.26	30.09	26.58	32.77	30.86
17:00-20:00	12.37	10.41	12.45	8.99	10.96	11.81	13.64	11.56
20:00-24:00	3.71	1.22	2.24	4.28	2.78	5.06	7.20	3.79
	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00

	Week Day							Total
	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Apr-June
> 6:00	0.58	2.40	1.60	0.50	0.00	1.72	2.01	1.24
6:00-9:00	20.35	15.92	20.36	17.42	21.67	15.52	12.89	17.86
9:00-12:00	35.47	33.73	37.13	34.51	32.73	32.97	33.81	34.39
12:00-17:00	26.36	33.90	30.14	32.16	29.80	29.96	27.79	30.25
17:00-20:00	13.18	10.79	7.58	11.22	14.90	13.15	17.19	12.25
20:00-24:00	4.07	3.25	3.19	4.19	0.90	6.68	6.30	4.00
	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00

	Week Day							Total
	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Jul-Sep
> 6:00	0.00	1.64	0.65	3.54	2.29	0.27	3.69	1.77
6:00-9:00	12.01	14.72	18.66	13.16	18.58	21.86	13.64	16.02
9:00-12:00	33.94	32.11	36.01	29.67	36.24	45.90	32.67	34.88
12:00-17:00	37.34	30.27	27.98	32.42	26.15	21.86	30.68	29.61
17:00-20:00	12.01	13.70	10.63	14.93	12.61	9.84	11.93	12.38
20:00-24:00	4.70	7.57	6.07	6.29	4.13	0.27	7.39	5.34
	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00



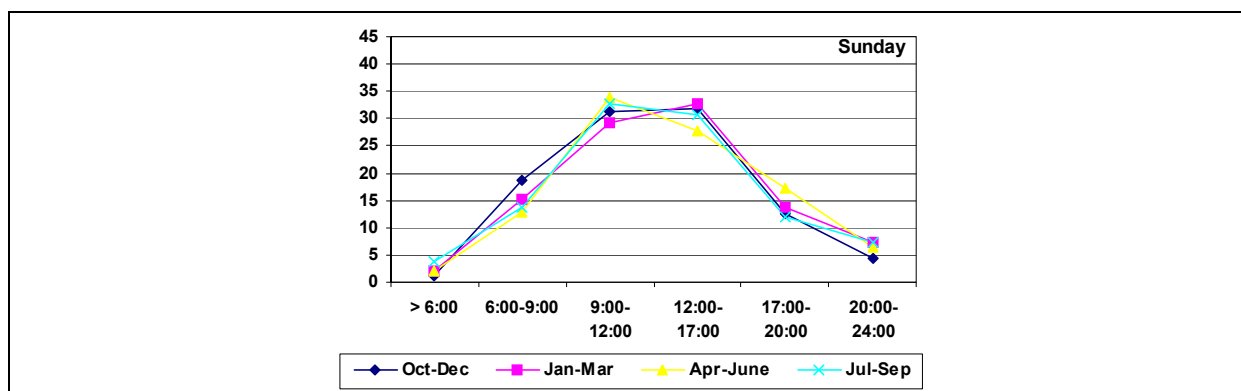


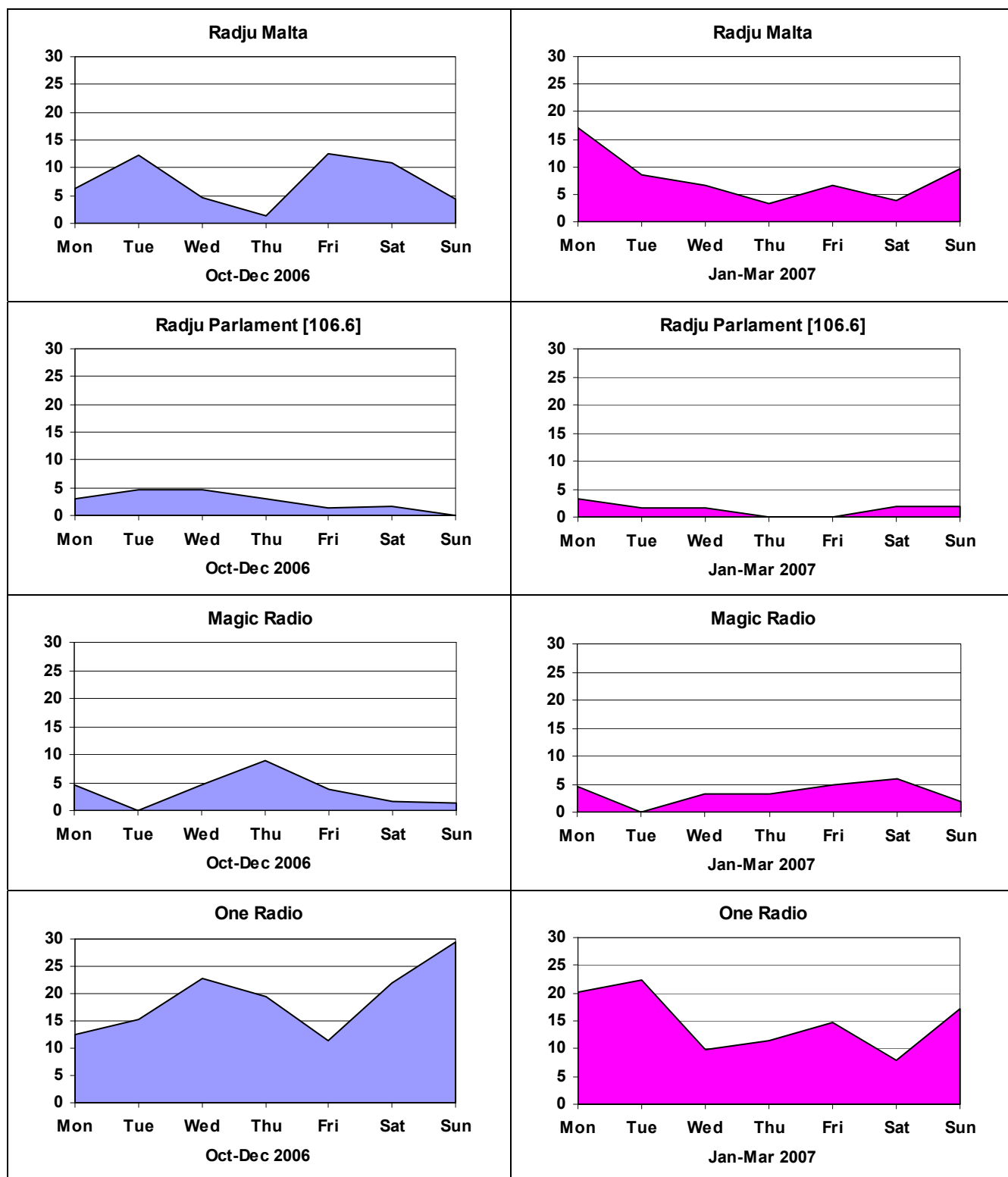
FIGURE 9.2.A-G: RADIO CONSUMPTION BY QUARTER AND BY WEEKDAY

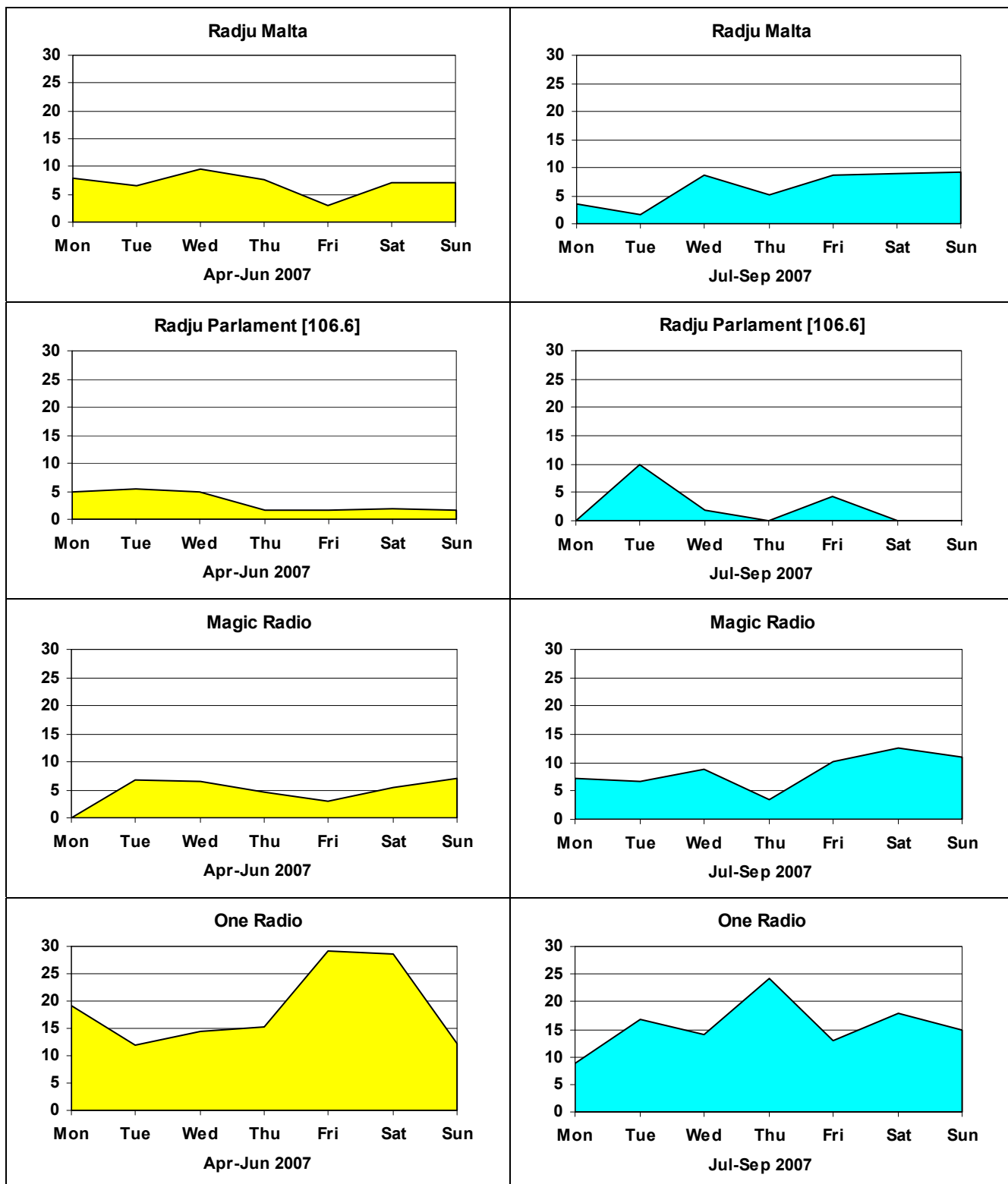
9.3 RADIO CONSUMPTION BY STATION AND BY WEEKDAY

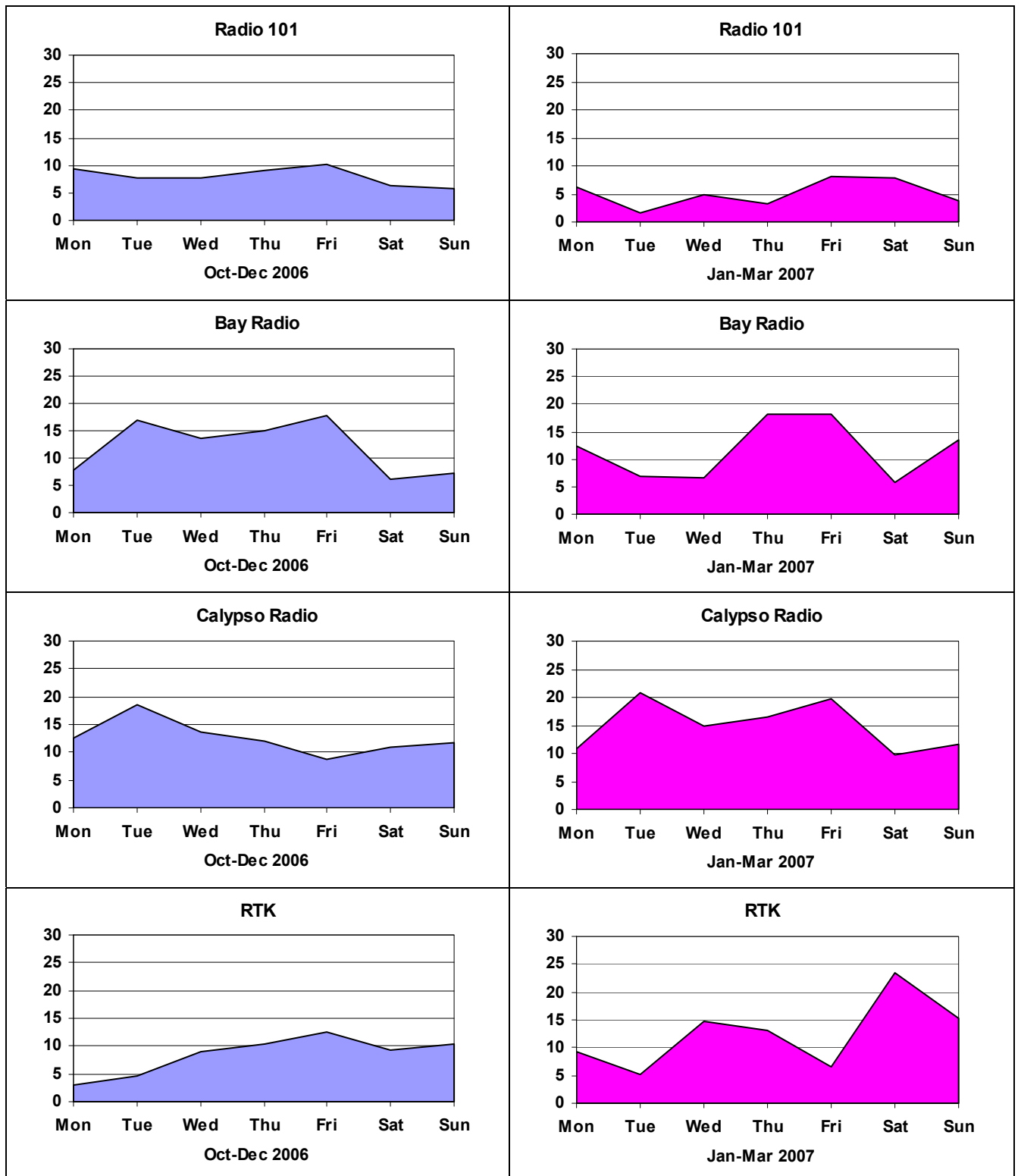
The data for each yearly quarter was analyzed by radio broadcasting station and by weekday and was plotted separately. These charts give the weekly average radio consumption per quarter and should be reflective of programme schedule changes by each broadcasting station – see Table 9.3.a-d below and the following figures:

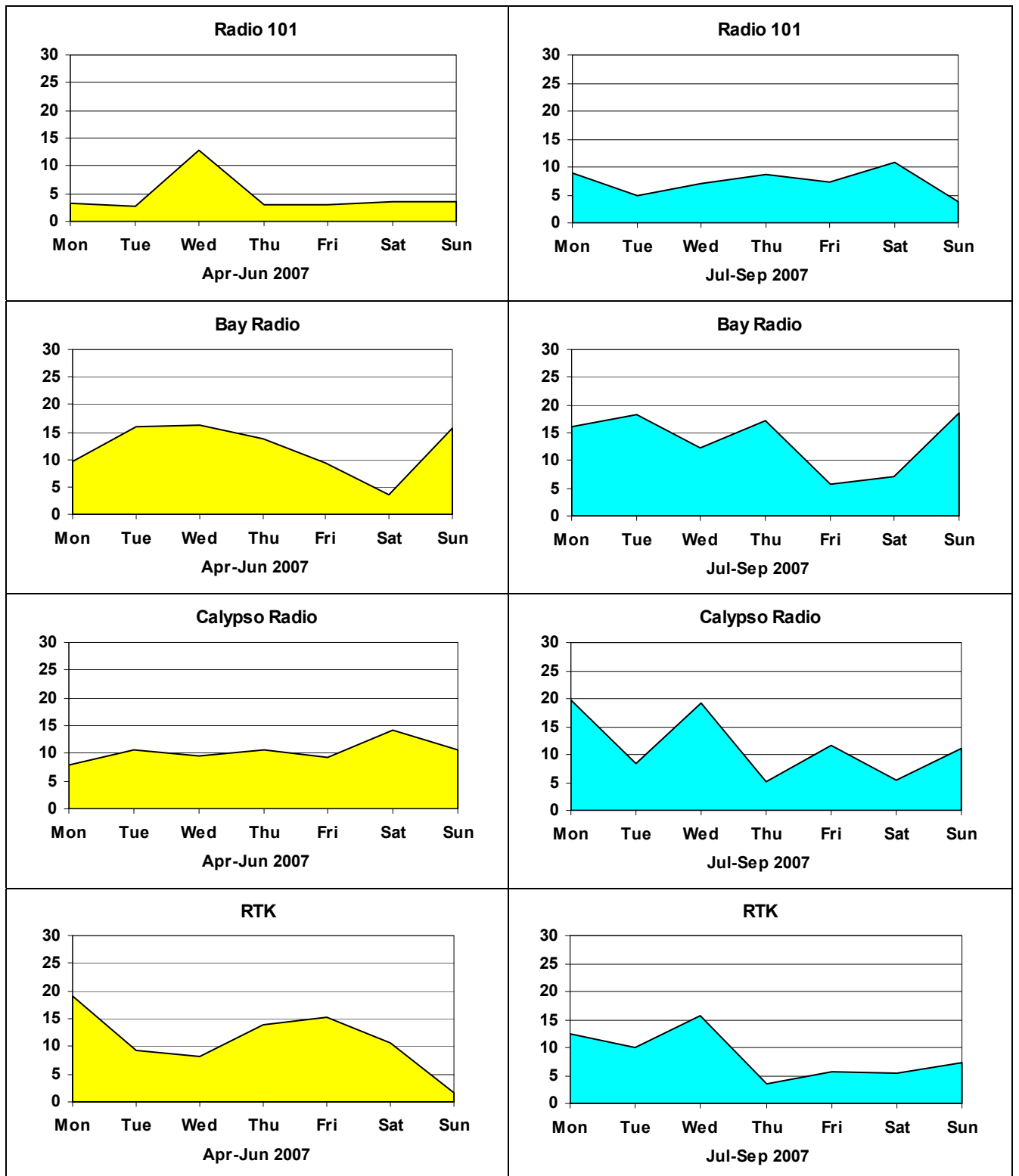
TABLE 9.3.A: RADIO CONSUMPTION BY STATION, BY WEEKDAY AND BY QUARTER:
OCTOBER 2006 – DECEMBER 2007

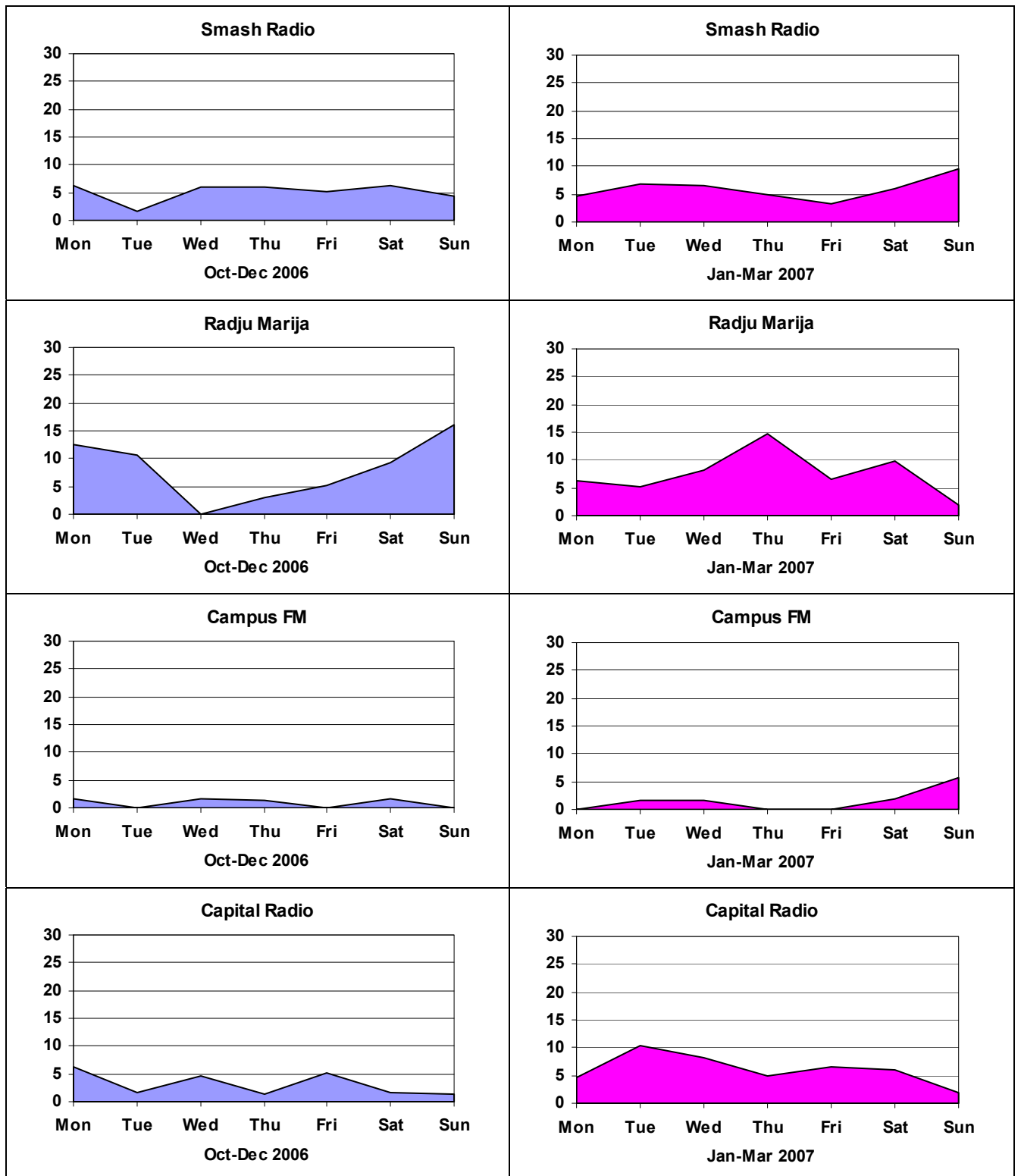
October-December 2006	Weekday							Total
	Mon	Tue	Wed	Thu	Fri	Sat	Sun	
Radju Malta	6.25	12.31	4.55	1.49	12.66	10.94	4.41	7.61
Radju Parlamentari [106.6]	3.13	4.62	4.55	2.99	1.27	1.56		2.54
Magic Radio	4.69		4.55	8.96	3.80	1.56	1.47	3.59
One Radio	12.50	15.38	22.73	19.40	11.39	21.88	29.41	18.82
Radio 101	9.38	7.69	7.58	8.96	10.13	6.25	5.88	8.03
Bay Radio	7.81	16.92	13.64	14.93	17.72	6.25	7.35	12.26
Calypso Radio	12.50	18.46	13.64	11.94	8.86	10.94	11.76	12.47
RTK	3.13	4.62	9.09	10.45	12.66	9.38	10.29	8.67
Smash Radio	6.25	1.54	6.06	5.97	5.06	6.25	4.41	5.07
Radju Marija	12.50	10.77		2.99	5.06	9.38	16.18	8.03
Campus FM	1.56		1.52	1.49		1.56		0.85
Capital Radio	6.25	1.54	4.55	1.49	5.06	1.56	1.47	3.17
XFM	7.81	1.54	4.55	1.49	2.53	7.81	4.41	4.23
Community Stations	3.13	4.62	3.03	4.48	3.80	1.56	2.94	3.38
Foreign Radio Station				2.99		3.13		0.85
Other Station	3.13							0.42
	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00

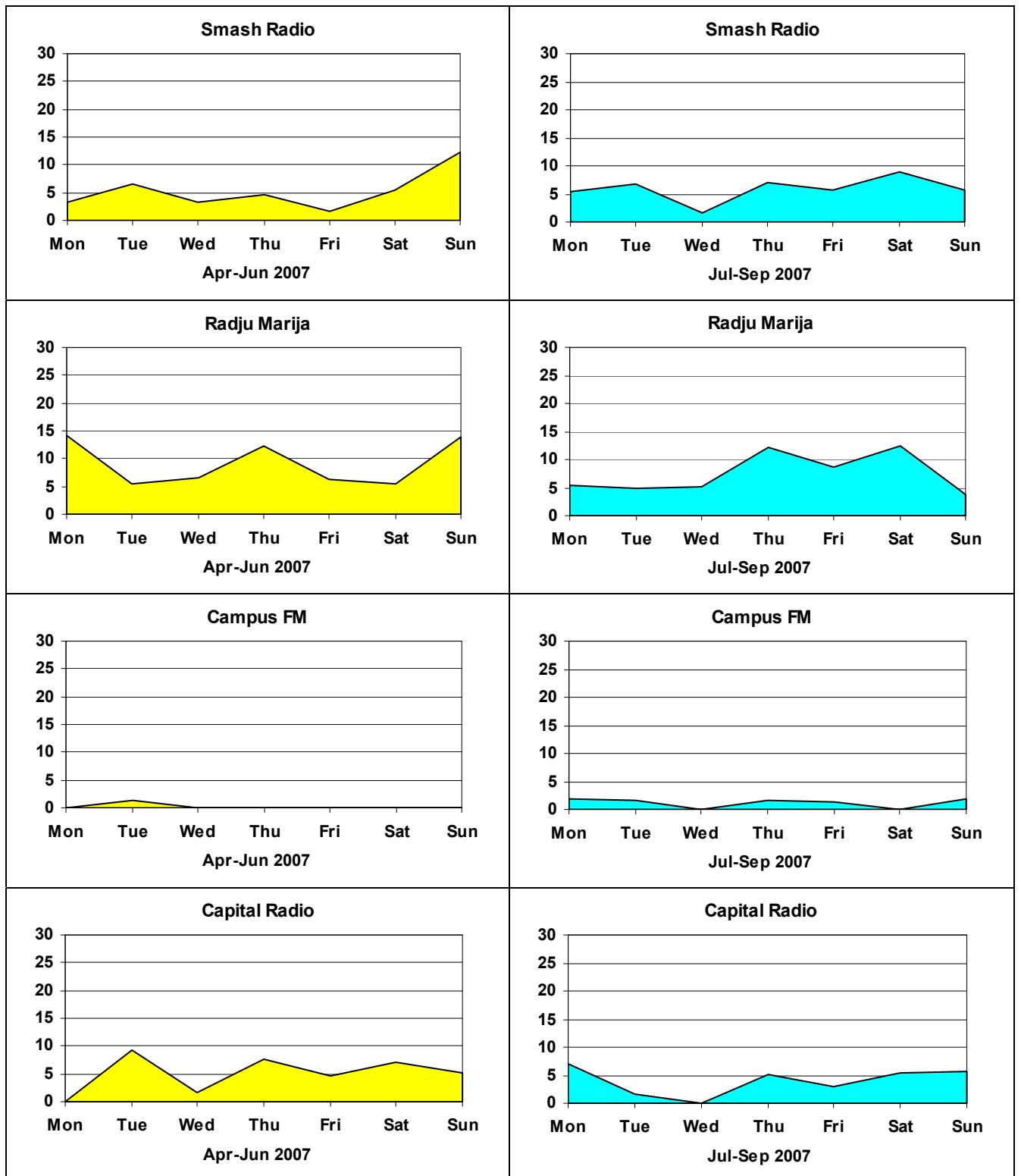


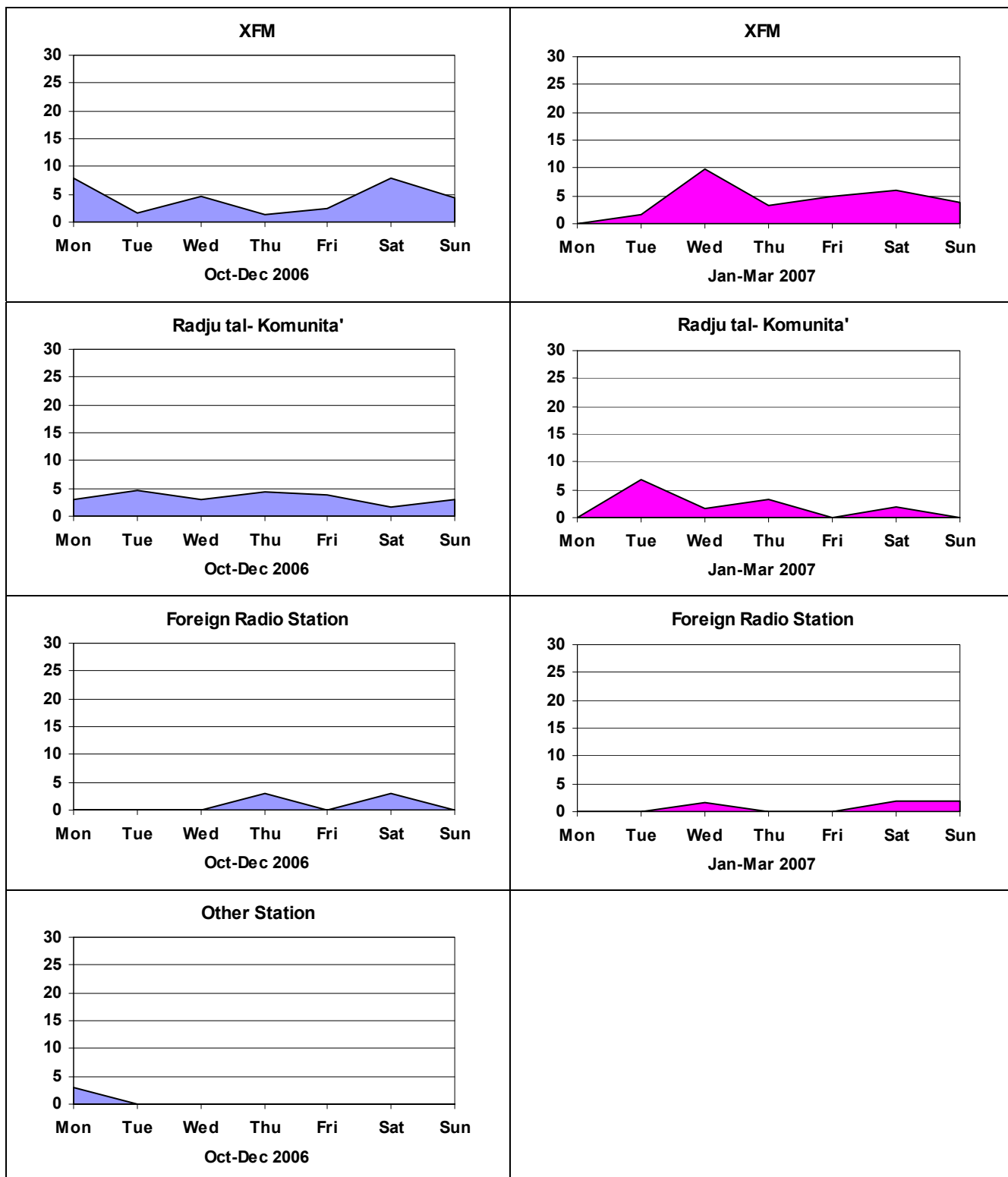


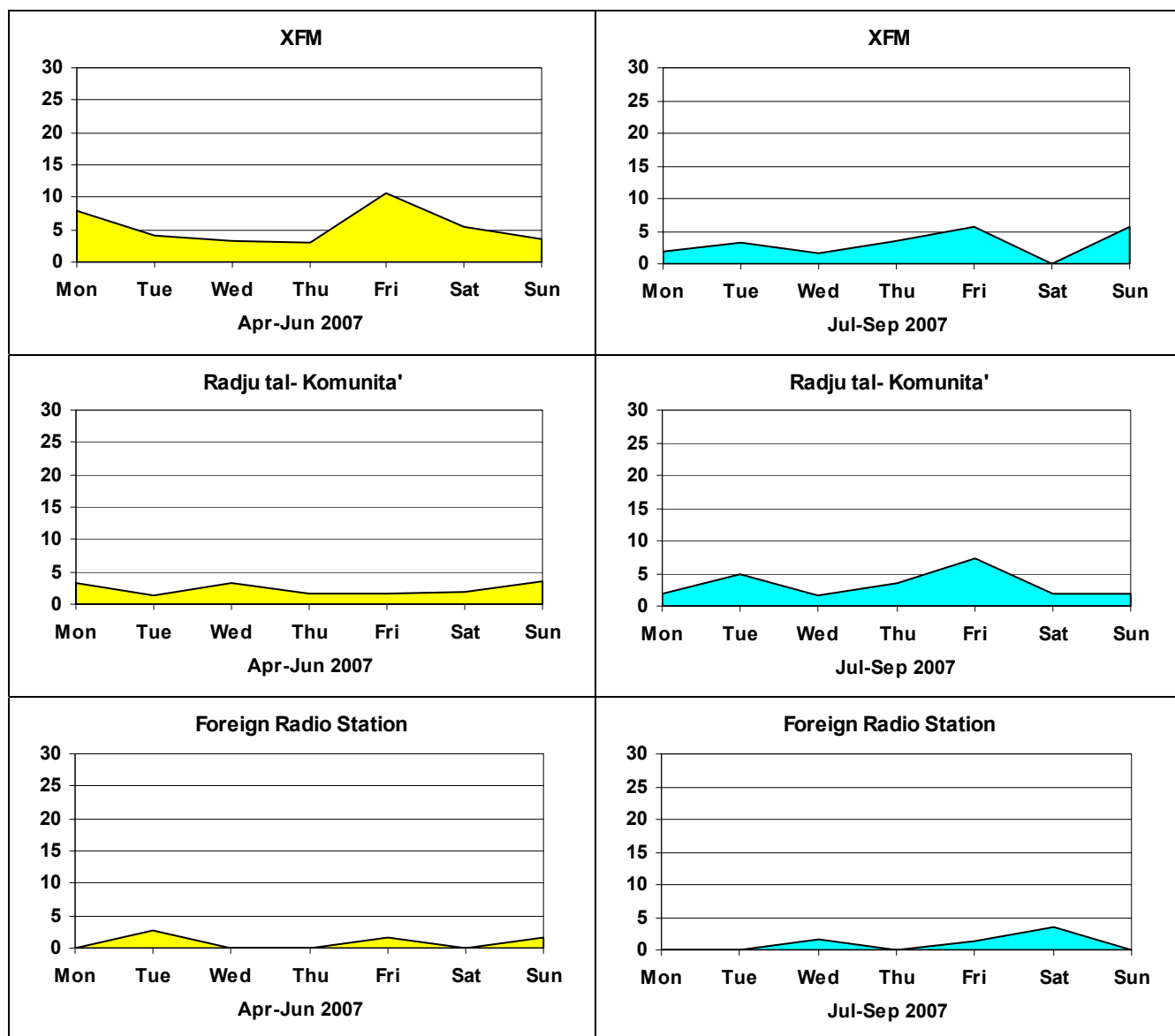












**FIGURES 9.3.A-P: RADIO CONSUMPTION BY STATION, BY WEEKDAY AND BY QUARTER:
OCTOBER-DECEMBER 2006; JANUARY-MARCH 2007; APRIL-JUNE 2007;
JULY-SEPTEMBER 2007**

**TABLE 9.3.B-D: RADIO CONSUMPTION BY STATION, BY WEEKDAY AND BY QUARTER:
JANUARY-MARCH 2007; APRIL-JUNE 2007; JULY-SEPTEMBER 2007**

January-March 2007	Week Day							Total
	Mon	Tue	Wed	Thu	Fri	Sat	Sun	
Radju Malta	17.19	8.62	6.56	3.28	6.56	3.92	9.62	8.09
Radju Parlamentar[106.6]	3.13	1.72	1.64			1.96	1.92	1.47
One Radio	20.31	22.41	9.84	11.48	14.75	7.84	17.31	14.95
Radio 101	6.25	1.72	4.92	3.28	8.20	7.84	3.85	5.15
Bay Radio	12.50	6.90	6.56	18.03	18.03	5.88	13.46	11.76
Calypso Radio	10.94	20.69	14.75	16.39	19.67	9.80	11.54	14.95
RTK	9.38	5.17	14.75	13.11	6.56	23.53	15.38	12.25
Smash Radio	4.69	6.90	6.56	4.92	3.28	5.88	9.62	5.88
Radju Marija	6.25	5.17	8.20	14.75	6.56	9.80	1.92	7.60
Campus FM		1.72	1.64			1.96	5.77	1.47
Capital Radio	4.69	10.34	8.20	4.92	6.56	5.88	1.92	6.13
XFM		1.72	9.84	3.28	4.92	5.88	3.85	4.17
Community Stations		6.90	1.64	3.28		1.96		1.96
Foreign Radio Station			1.64			1.96	1.92	0.74
Magic Radio	4.69		3.28	3.28	4.92	5.88	1.92	3.43
	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00

April-June 2007	Week Day							Total
	Mon	Tue	Wed	Thu	Fri	Sat	Sun	
Radju Malta	7.94	6.67	9.68	7.69	3.08	7.14	7.02	7.00
Radju Parlament [106.6]	4.76	5.33	4.84	1.54	1.54	1.79	1.75	3.16
One Radio	19.05	12.00	14.52	15.38	29.23	28.57	12.28	18.51
Radio 101	3.17	2.67	12.90	3.08	3.08	3.57	3.51	4.51
Bay Radio	9.52	16.00	16.13	13.85	9.23	3.57	15.79	12.19
Calypso Radio	7.94	10.67	9.68	10.77	9.23	14.29	10.53	10.38
RTK	19.05	9.33	8.06	13.85	15.38	10.71	1.75	11.29
Smash Radio	3.17	6.67	3.23	4.62	1.54	5.36	12.28	5.19
Radju Marija	14.29	5.33	6.45	12.31	6.15	5.36	14.04	9.03
Campus FM		1.33						0.23
Capital Radio		9.33	1.61	7.69	4.62	7.14	5.26	5.19
XFM	7.94	4.00	3.23	3.08	10.77	5.36	3.51	5.42
Community Stations	3.17	1.33	3.23	1.54	1.54	1.79	3.51	2.26
Foreign Radio Station		2.67			1.54		1.75	0.90
Magic Radio		6.67	6.45	4.62	3.08	5.36	7.02	4.74
	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00

July-September 2007	Week Day							Total
	Mon	Tue	Wed	Thu	Fri	Sat	Sun	
Radju Malta	3.57	1.67	8.77	5.17	8.70	8.93	9.26	6.59
Radju Parlament [106.6]		10.00	1.75		4.35			2.44
One Radio	8.93	16.67	14.04	24.14	13.04	17.86	14.81	15.61
Radio 101	8.93	5.00	7.02	8.62	7.25	10.71	3.70	7.32
Bay Radio	16.07	18.33	12.28	17.24	5.80	7.14	18.52	13.41
Calypso Radio	19.64	8.33	19.30	5.17	11.59	5.36	11.11	11.46
RTK	12.50	10.00	15.79	3.45	5.80	5.36	7.41	8.54
Smash Radio	5.36	6.67	1.75	6.90	5.80	8.93	5.56	5.85
Radju Marija	5.36	5.00	5.26	12.07	8.70	12.50	3.70	7.56
Campus FM	1.79	1.67		1.72	1.45		1.85	1.22
Capital Radio	7.14	1.67		5.17	2.90	5.36	5.56	3.90
XFM	1.79	3.33	1.75	3.45	5.80		5.56	3.17
Community Stations	1.79	5.00	1.75	3.45	7.25	1.79	1.85	3.41
Foreign Radio Station			1.75		1.45	3.57		0.98
Magic Radio	7.14	6.67	8.77	3.45	10.14	12.50	11.11	8.54
	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00

9.4 RADIO CONSUMPTION BY STATION AND BY MONTH

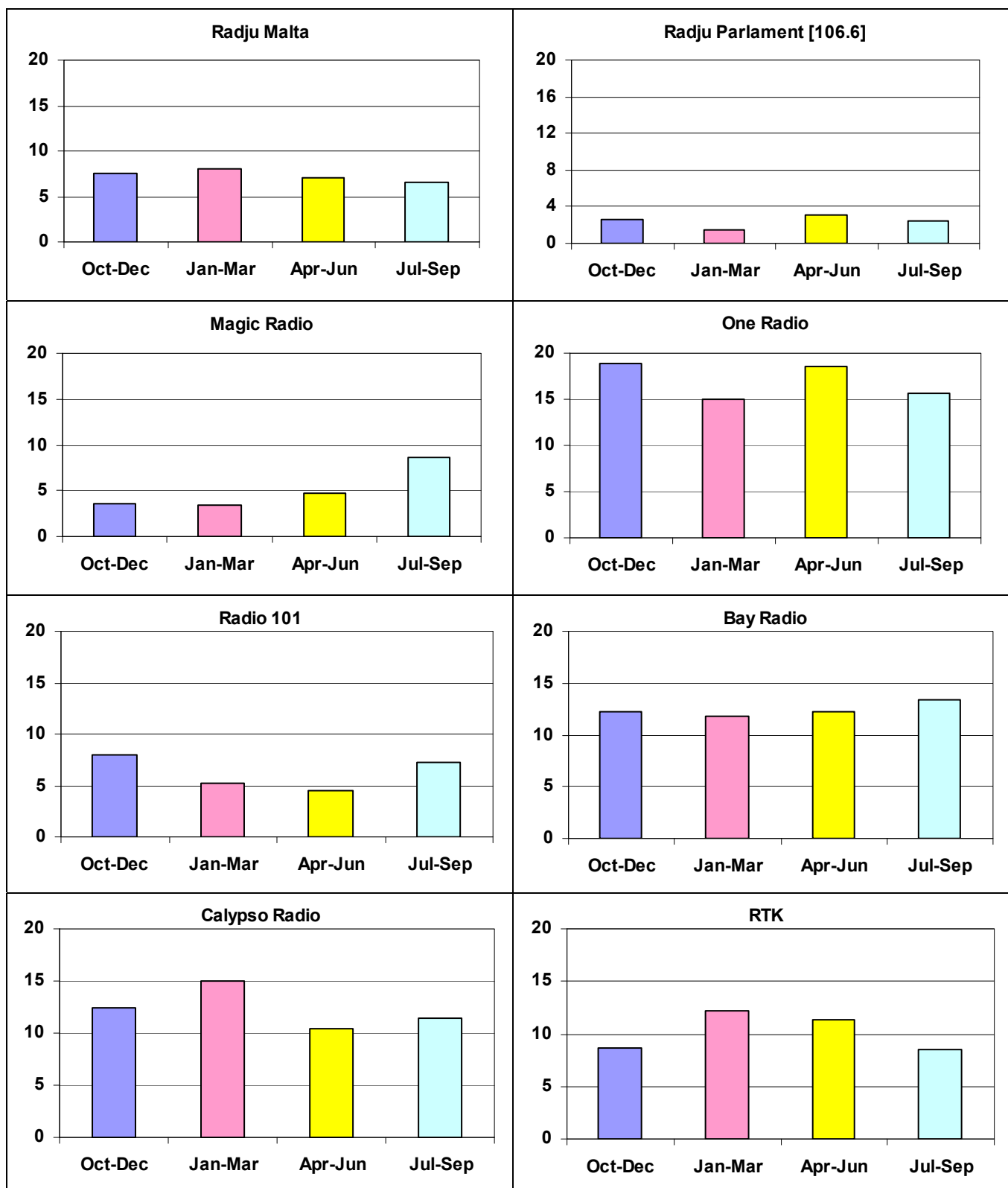
Each quarterly data was analyzed by month and by broadcasting station. Each radio broadcasting station's data was then plotted by quarter – see Table 9.4. and the following Figures 9.4.a-p.

Each broadcasting station's monthly percentages were totaled and averaged for the whole period of October 2006 to September 2007. The monthly averages of each station's percentages were then ranked and plotted against each station's ranking, resulting in Figure 9.5 below.

TABLE 9.4: RADIO CONSUMPTION BY STATION AND BY MONTH

	Viewing Month			Total	Viewing Month			Total
	Oct	Nov	Dec		Jan	Feb	Mar	
Radju Malta	7.59	6.45	8.75	7.61	7.14	6.15	10.87	8.09
Radju Parlament [106.6]	3.16	3.23	1.25	2.54	0.71	0.77	2.90	1.47
Magic Radio	0.63	7.10	3.13	3.59	2.14	3.08	5.07	3.43
One Radio	13.92	20.00	22.50	18.82	12.86	13.08	18.84	14.95
Radio 101	8.86	6.45	8.75	8.03	8.57	4.62	2.17	5.15
Bay Radio	12.03	11.61	13.13	12.26	12.14	13.08	10.14	11.76
Calypso Radio	14.56	13.55	9.38	12.47	17.86	14.62	12.32	14.95
RTK	6.96	10.32	8.75	8.67	8.57	16.15	12.32	12.25
Smash Radio	4.43	5.81	5.00	5.07	8.57	3.85	5.07	5.88
Radju Marija	12.03	4.52	7.50	8.03	7.14	8.46	7.25	7.60
Campus FM	1.27		1.25	0.85	2.86	0.77	0.72	1.47
Capital Radio	4.43	1.94	3.13	3.17	6.43	6.15	5.80	6.13
XFM	5.70	3.87	3.13	4.23	2.86	5.38	4.35	4.17
Community Stations	3.16	3.23	3.75	3.38	2.14	3.08	0.72	1.96
Foreign Radio Station	1.27	1.29		0.85		0.77	1.45	0.74
Other Station		0.65	0.63	0.42				
	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00

	Viewing Month			Total	Viewing Month			Total
	Apr	May	Jun		Jul	Aug	Sep	
Radju Malta	4.76	6.12	10.07	7.00	5.07	6.52	8.21	6.59
Radju Parlament [106.6]	2.72	3.40	3.36	3.16	2.17	3.62	1.49	2.44
Magic Radio	5.44	6.12	2.68	4.74	9.42	7.97	8.21	8.54
One Radio	16.33	24.49	14.77	18.51	15.94	14.49	16.42	15.61
Radio 101	6.12	2.04	5.37	4.51	6.52	5.07	10.45	7.32
Bay Radio	14.29	10.20	12.08	12.19	15.22	15.22	9.70	13.41
Calypso Radio	10.20	7.48	13.42	10.38	11.59	14.49	8.21	11.46
RTK	9.52	12.93	11.41	11.29	8.70	8.70	8.21	8.54
Smash Radio	7.48	5.44	2.68	5.19	5.07	6.52	5.97	5.85
Radju Marija	10.20	6.80	10.07	9.03	8.70	7.25	6.72	7.56
Campus FM			0.67	0.23	1.45	1.45	0.75	1.22
Capital Radio	2.72	6.12	6.71	5.19	3.62	2.17	5.97	3.90
XFM	8.16	4.76	3.36	5.42	3.62	2.17	3.73	3.17
Community Stations	1.36	2.72	2.68	2.26	2.90	2.90	4.48	3.41
Foreign Radio Station	0.68	1.36	0.67	0.90		1.45	1.49	0.98
Other Station								
	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00



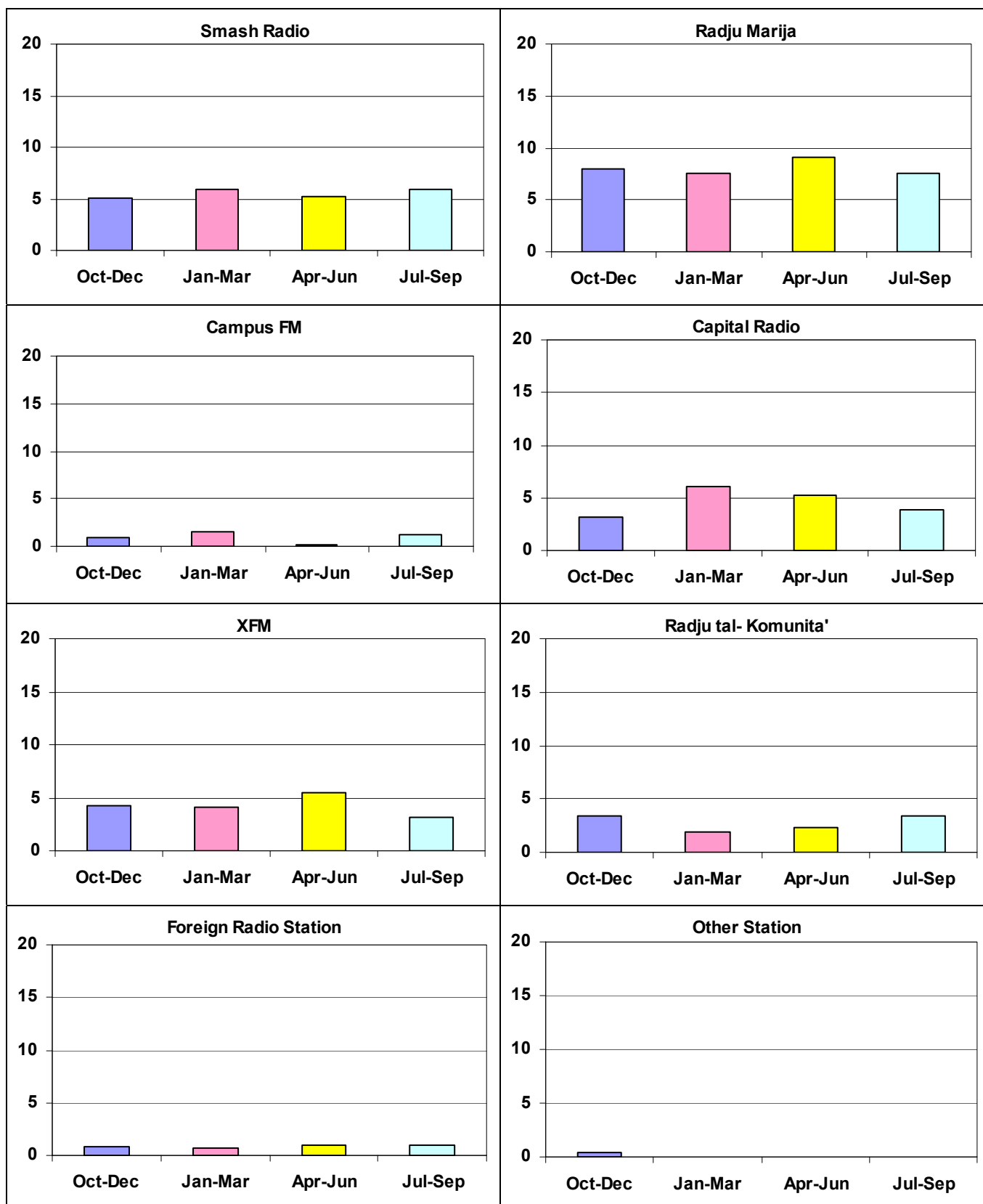


FIGURE 9.4.A-P: RADIO CONSUMPTION BY STATION AND BY QUARTER

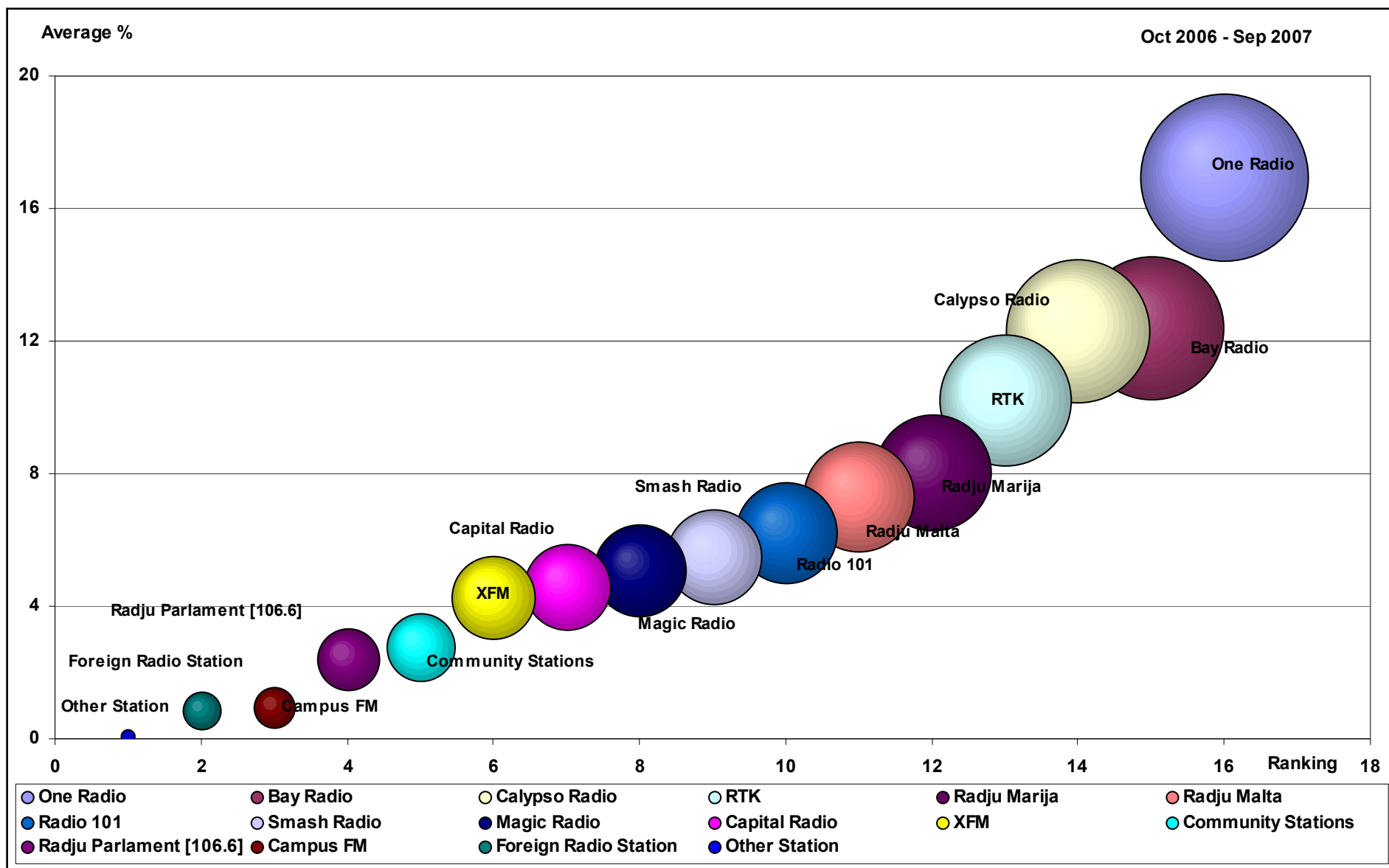


FIGURE 9.5: RADIO CONSUMPTION BY AVERAGE AND BY RANKING

10. TV CONSUMPTION AND STATION ANALYSIS

The same procedure as for the analysis used in the previous chapter was repeated to TV consumption. The time periods used are similar to those used in the analysis made for the period June 2004 to June 2005; i.e. before noon; from noon to 7:00pm; from 7:00pm to 8:30pm; from 8:30pm to 10:00pm; and from 10:00pm to midnight.

10.1 TV CONSUMPTION BY QUARTER AND BY MONTH

TV consumption was fairly regular throughout the whole period of October 2006 to September 2007. Analyzed by time brackets, the same pattern of TV consumption is throughout by quarter and within each time bracket. Of note is that afternoon TV consumption starts diminishing reaching its lowest point during the 7:00pm-8:30pm time bracket. Table 9.1.a-2 below lists the monthly and quarterly percentages by time-brackets and are depicted in Figures 10.1.a-d below:

TABLE 10.1: TV CONSUMPTION BY TIME BRACKETS, BY MONTH AND BY QUARTER

	Oct-Dec	Viewing Month				Jan-Mar	Viewing Month		
		Oct	Nov	Dec			Jan	Feb	Mar
>12:00	4.52	4.59	5.31	3.55	>12:00	6.92	9.70	4.29	6.25
12:00-19:00	22.55	19.94	23.24	24.65	12:00-19:00	23.20	25.65	23.43	19.98
19:00-20:30	20.69	20.53	21.82	19.59	19:00-20:30	19.06	18.23	19.84	19.26
20:30-22:00	34.90	35.78	34.16	34.77	20:30-22:00	33.28	30.38	33.50	36.58
22:00-24:00	17.33	19.16	15.46	17.44	22:00-24:00	17.54	16.03	18.94	17.93
	100.00	100.00	100.00	100.00		100.00	100.00	100.00	100.00

	Apr-Jun	Viewing Month				Jul-Sep	Viewing Month		
		Apr	May	Jun			Jul	Aug	Sep
>12:00	6.81	8.79	2.76	8.96	>12:00	7.79	10.44	7.88	4.94
12:00-19:00	22.36	23.42	21.08	22.51	12:00-19:00	28.37	31.31	32.66	20.83
19:00-20:30	17.89	14.83	17.66	21.89	19:00-20:30	17.39	14.69	18.04	19.49
20:30-22:00	34.00	34.87	37.20	29.35	20:30-22:00	27.42	25.00	24.65	32.84
22:00-24:00	18.94	18.10	21.30	17.29	22:00-24:00	19.03	18.56	16.77	21.90
	100.00	100.00	100.00	100.00		100.00	100.00	100.00	100.00

QUARTERLY SUMMARY BY TIME BRACKETS

	Oct-Dec	Jan-Mar	Apr-Jun	Jul-Sep
>12:00	4.52	6.92	6.81	7.79
12:00-19:00	22.55	23.20	22.36	28.37
19:00-20:30	20.69	19.06	17.89	17.39
20:30-22:00	34.90	33.28	34.00	27.42
22:00-24:00	17.33	17.54	18.94	19.03
	100.00	100.00	100.00	100.00

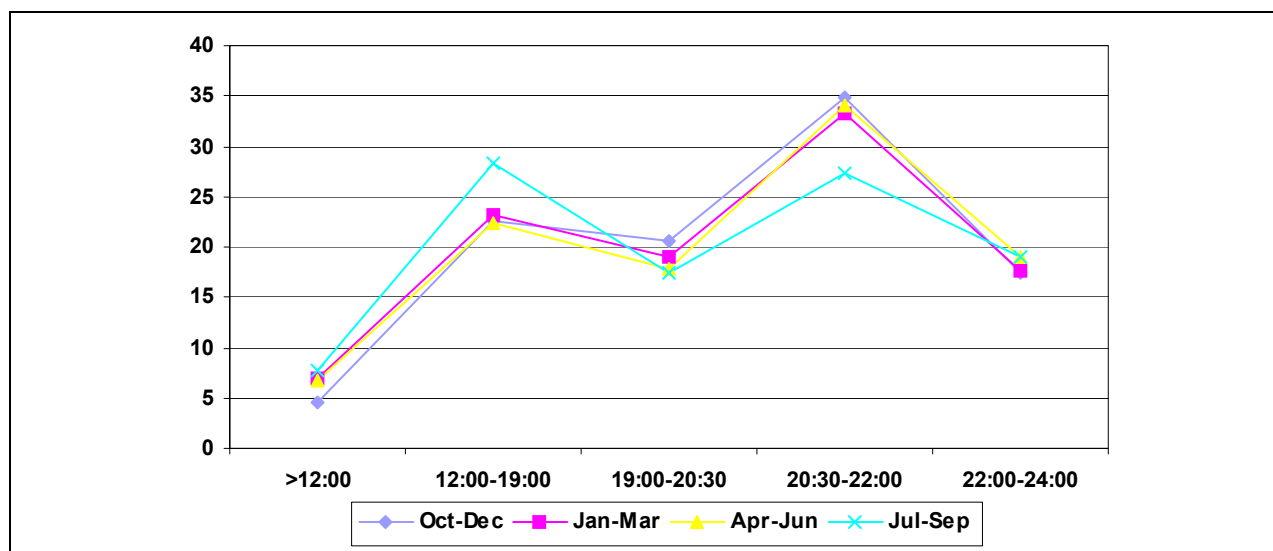


FIGURE 10.1.A: TV CONSUMPTION BY TIME-BRACKET AND BY QUARTER

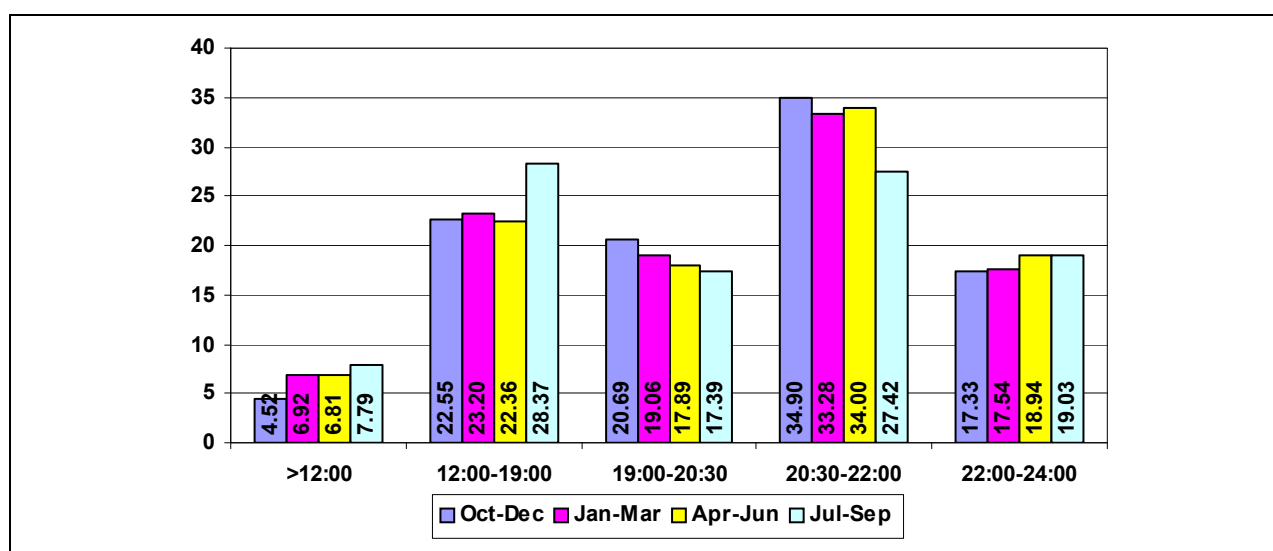


FIGURE 10.1.B: TV CONSUMPTION BY TIME-BRACKET AND BY QUARTER

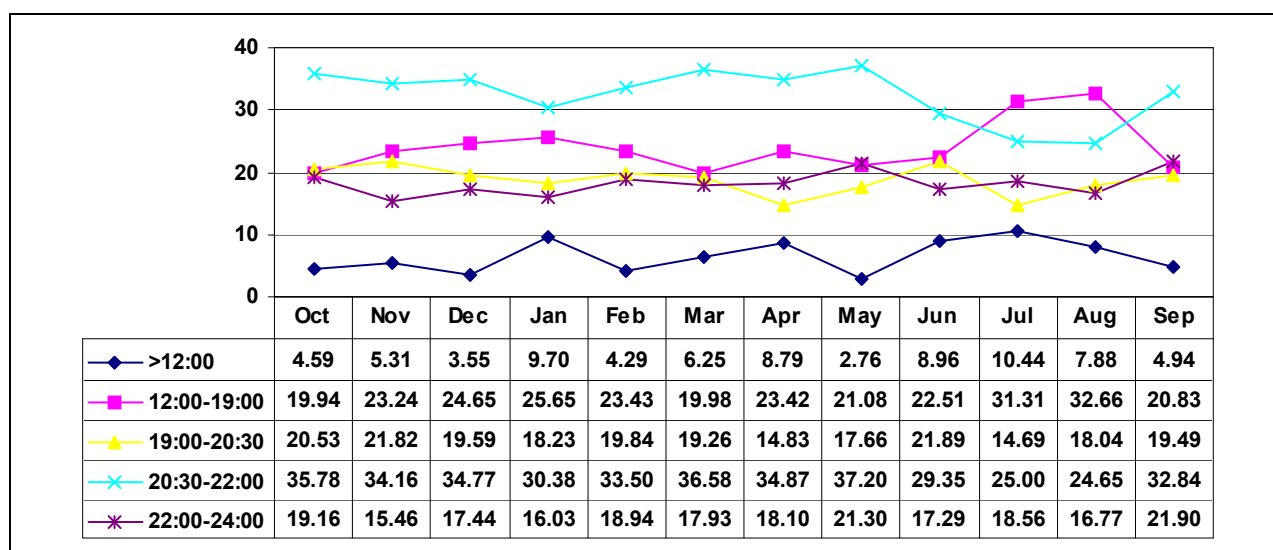


FIGURE 10.1.C: TV CONSUMPTION BY TIME-BRACKET AND BY MONTH

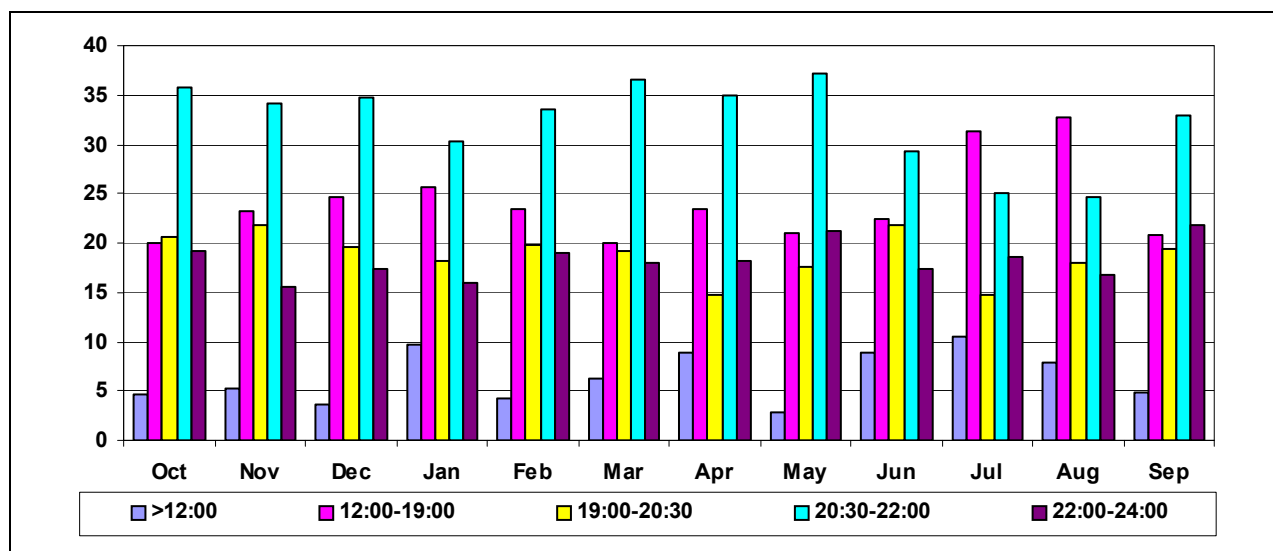


FIGURE 10.1.D: TV CONSUMPTION BY TIME-BRACKET AND BY MONTH

10.2 TV CONSUMPTION BY QUARTER AND BY WEEKDAY

The quarterly data grouped by time bracket and by weekday is listed in Table 10.2.a-d and was plotted in Figures 10.2.a-g below. Not all patterns emerge the same by weekday for all the weekdays – only those for Saturdays are similar in pattern to those depicted in Figure 10.1.a above.

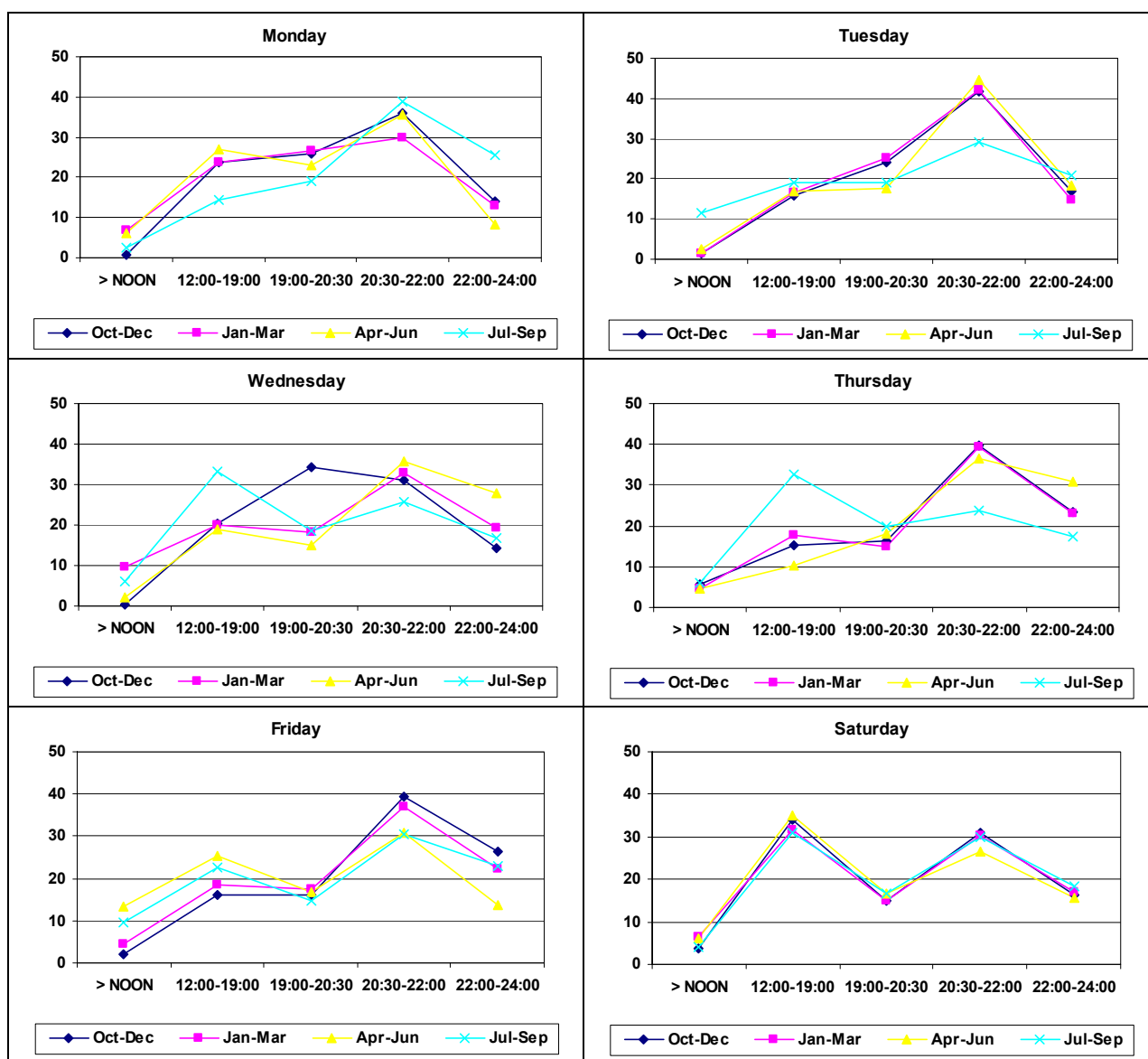
TABLE 10.2.A-D: TV CONSUMPTION BY QUARTER AND BY WEEKDAY

	Week Day							Total Oct-Dec
	Mon	Tue	Wed	Thu	Fri	Sat	Sun	
> NOON	0.72	1.37	0.30	5.60	2.18	3.58	12.94	4.52
12:00-19:00	23.61	15.66	20.24	15.30	15.98	34.13	29.41	22.55
19:00-20:30	25.78	24.18	34.23	16.16	16.22	15.04	17.98	20.69
20:30-22:00	35.90	41.76	30.95	39.66	39.23	31.03	28.24	34.90
22:00-24:00	13.98	17.03	14.29	23.28	26.39	16.23	11.43	17.33
	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00

	Week Day							Total Jan-Mar
	Mon	Tue	Wed	Thu	Fri	Sat	Sun	
> NOON	6.95	1.48	9.52	4.69	4.55	6.46	12.74	6.92
12:00-19:00	23.80	16.54	20.13	17.86	18.60	31.58	31.94	23.20
19:00-20:30	26.47	25.19	18.18	14.73	17.56	14.83	18.32	19.06
20:30-22:00	29.68	41.98	32.90	39.51	36.98	30.14	24.08	33.28
22:00-24:00	13.10	14.81	19.26	23.21	22.31	16.99	12.91	17.54
	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00

	Week Day							Total Apr-Jun
	Mon	Tue	Wed	Thu	Fri	Sat	Sun	
> NOON	6.27	2.44	2.02	4.62	13.33	6.23	11.96	6.81
12:00-19:00	26.96	16.80	18.94	10.11	25.29	35.20	27.74	22.36
19:00-20:30	22.88	17.62	15.15	18.02	16.78	16.51	19.08	17.89
20:30-22:00	35.74	44.72	35.86	36.48	30.80	26.48	27.48	34.00
22:00-24:00	8.15	18.43	28.03	30.77	13.79	15.58	13.74	18.94
	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00

	Week Day							Total Jul-Sep
	Mon	Tue	Wed	Thu	Fri	Sat	Sun	
> NOON	2.55	11.65	5.97	6.14	9.47	4.24	12.81	7.79
12:00-19:00	14.23	19.09	33.17	32.74	22.46	30.93	38.69	28.37
19:00-20:30	18.98	19.09	18.62	19.95	14.74	16.53	13.57	17.39
20:30-22:00	38.69	29.13	25.54	23.79	30.53	30.08	20.10	27.42
22:00-24:00	25.55	21.04	16.71	17.39	22.81	18.22	14.82	19.03
	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00



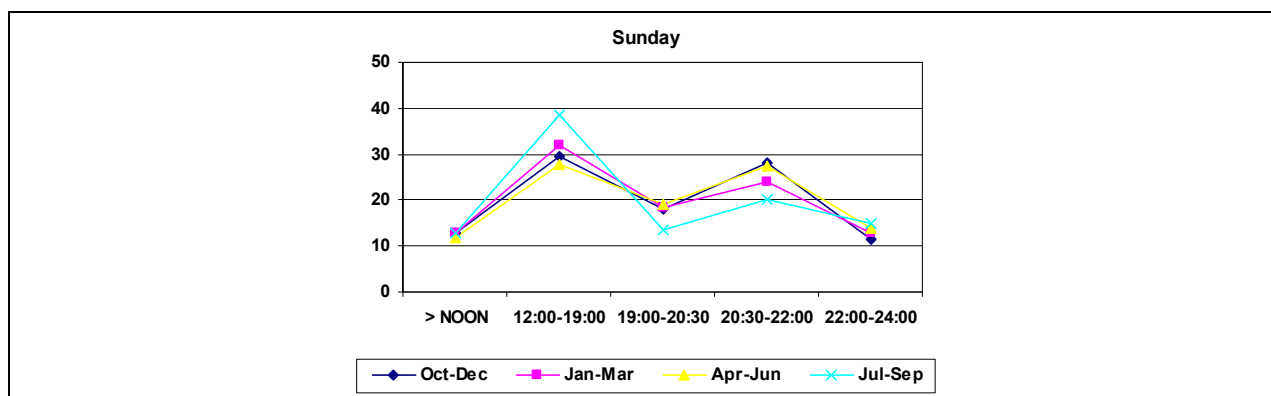


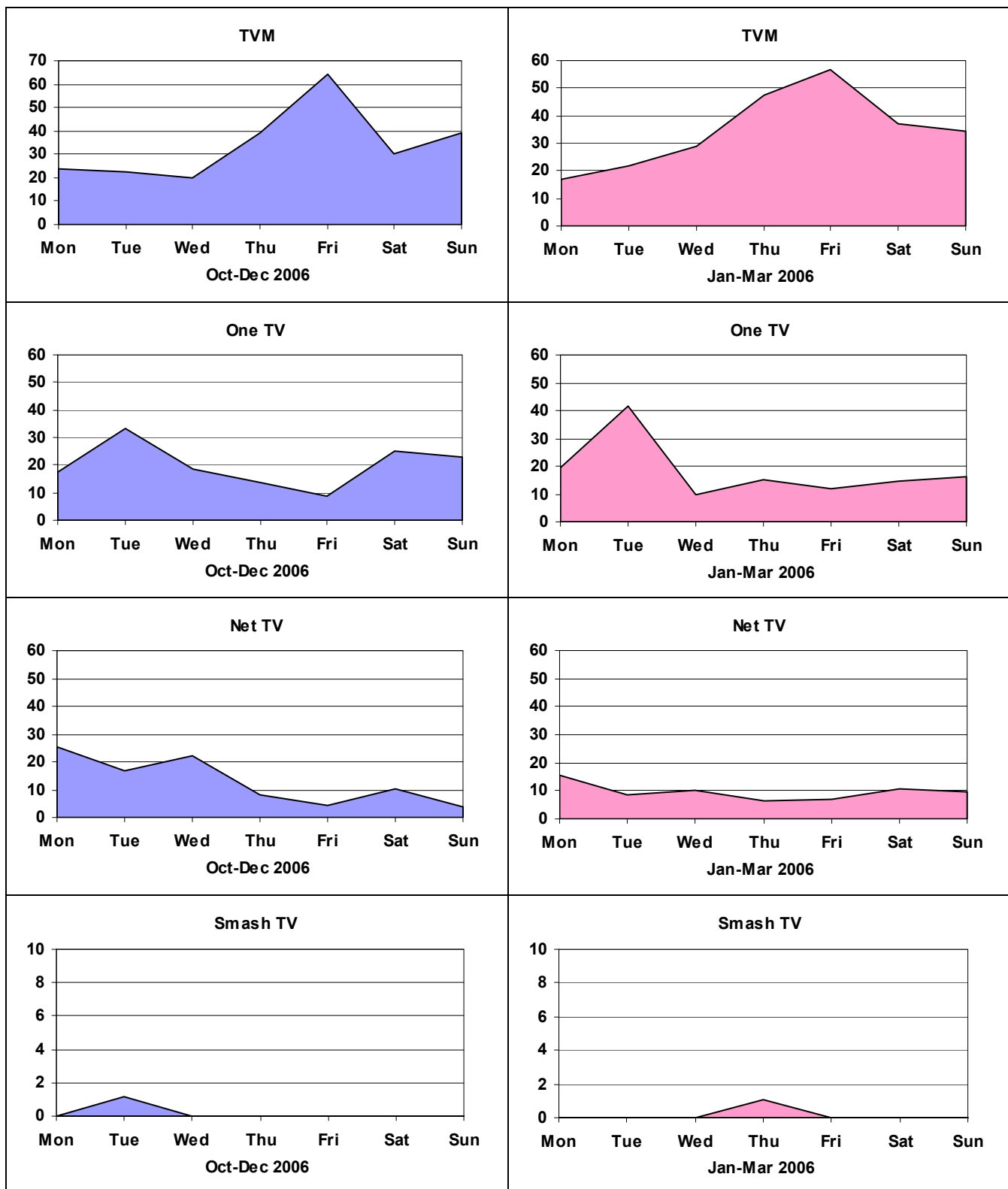
FIGURE 10.2.A-G: TV CONSUMPTION BY QUARTER AND BY WEEKDAY

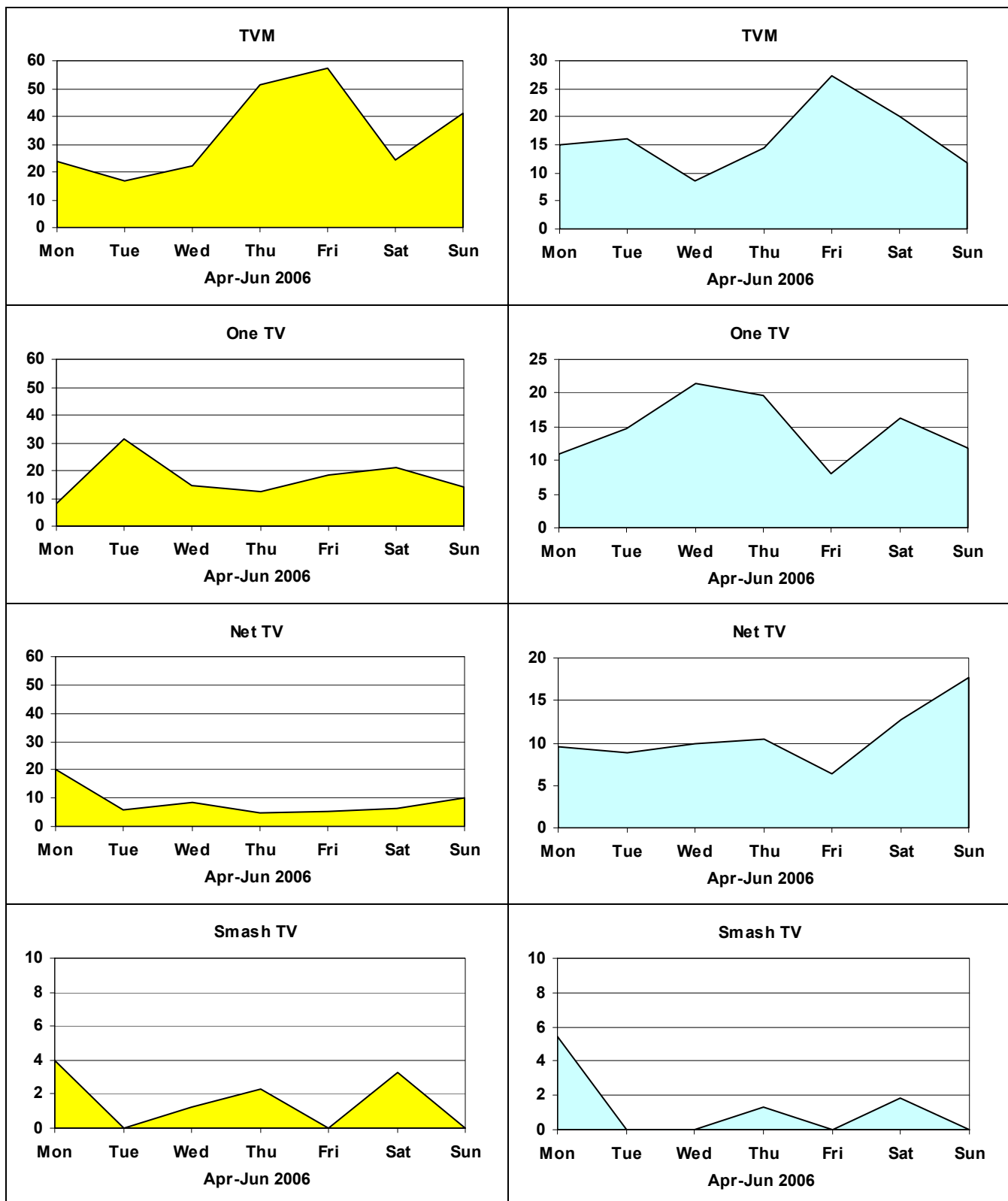
10.3 TV CONSUMPTION BY STATION AND BY WEEKDAY

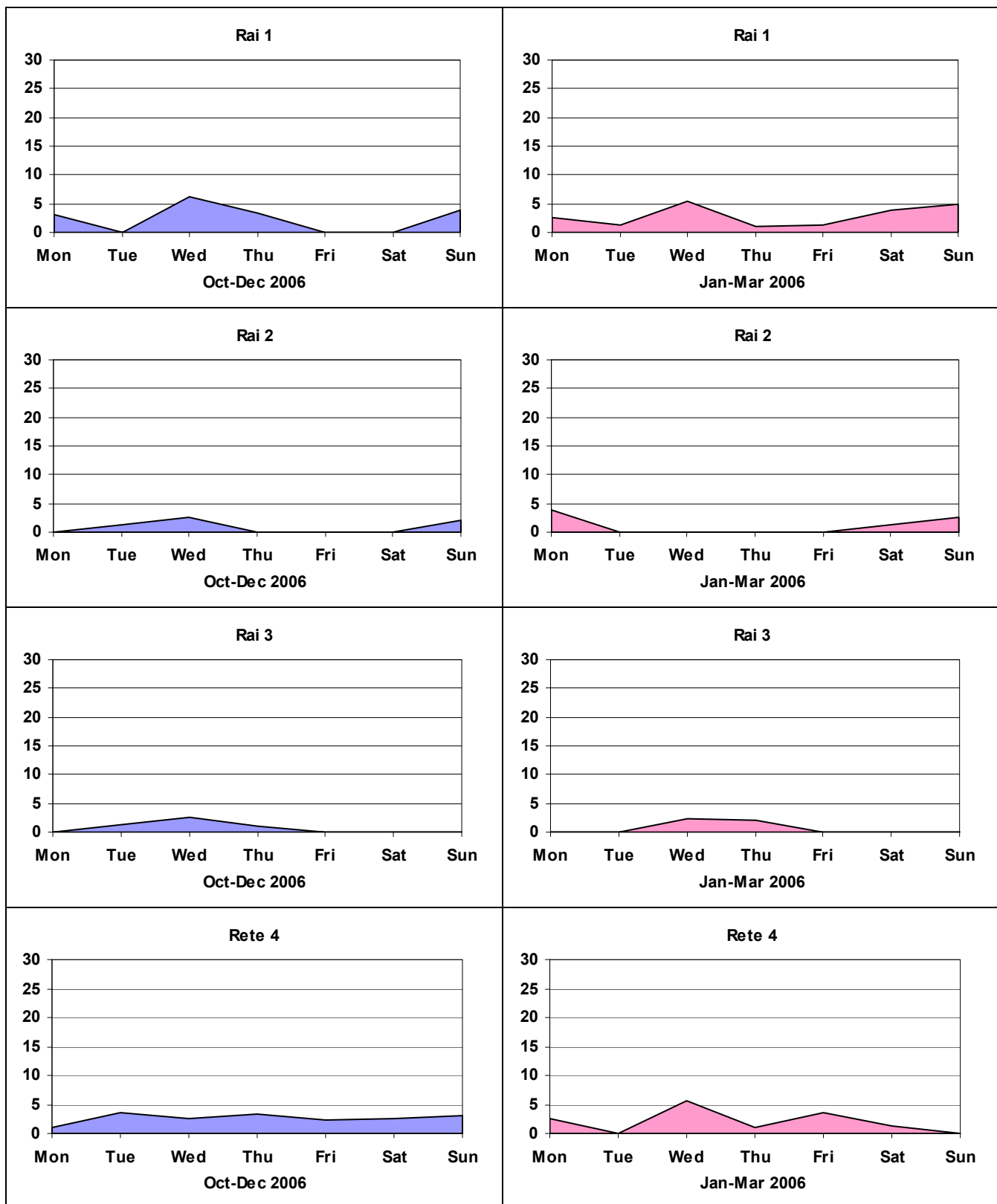
The data for each yearly quarter was analyzed by radio broadcasting station and by weekday and was plotted separately. These charts give the weekly average radio consumption per quarter and should be reflective of programme schedule changes by each broadcasting station – see Table 10.3.a-d below and the following figures:

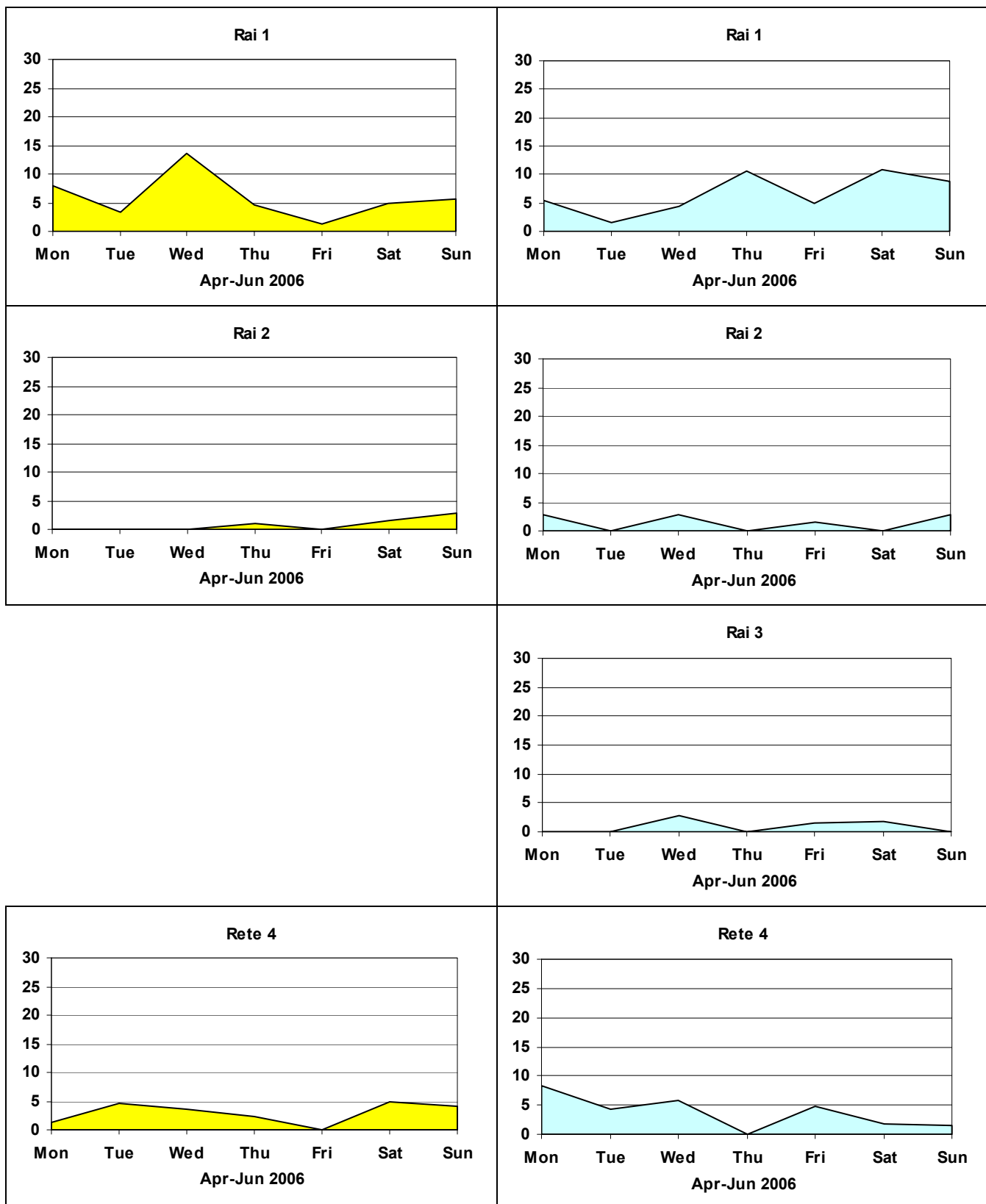
TABLE 10.3: TV CONSUMPTION BY STATION, BY WEEKDAY AND BY QUARTERLY TOTAL

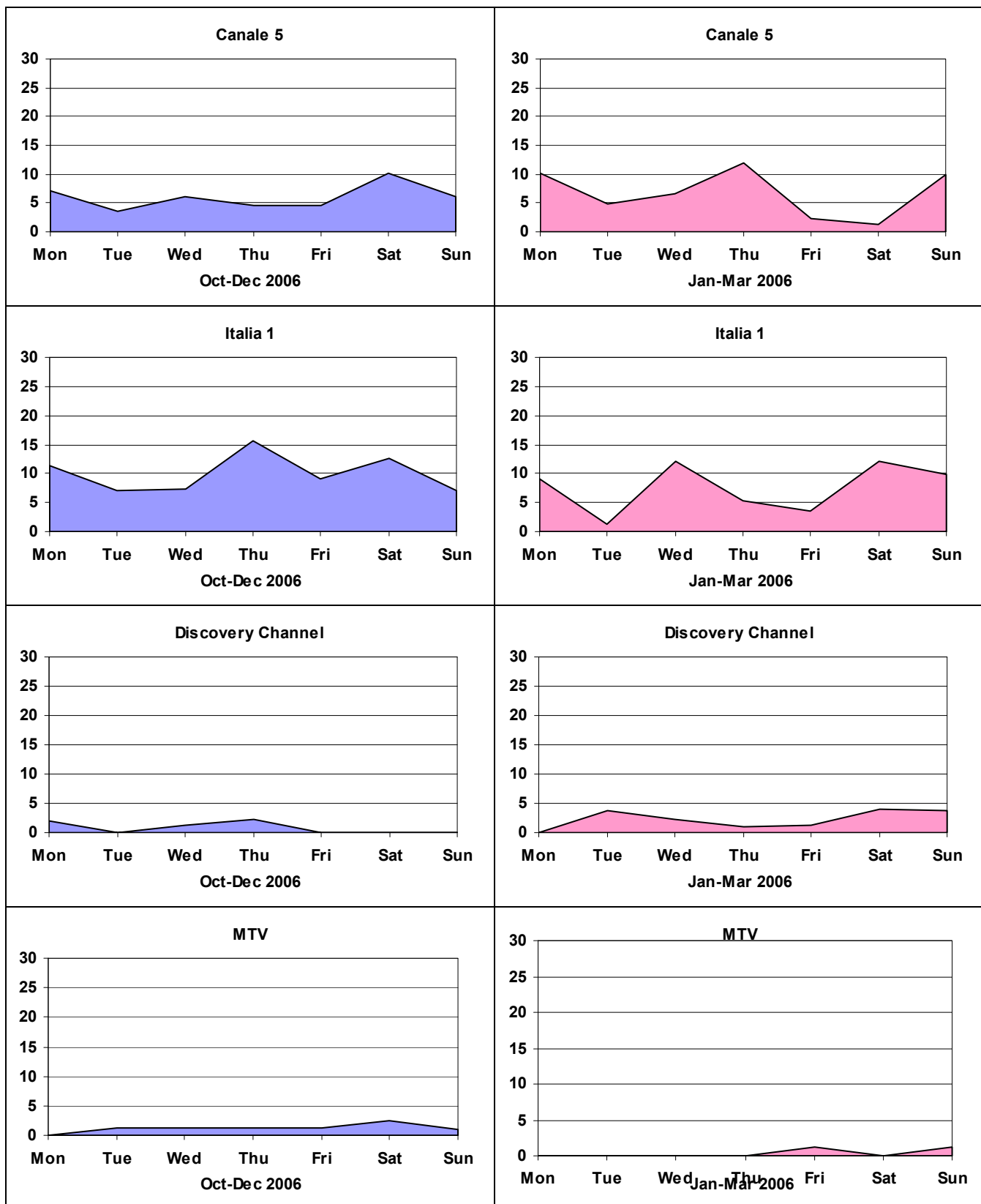
	Week Day							Total
	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Oct-Dec
TVM	23.47	22.62	19.75	39.33	64.04	30.38	39.00	34.35
One TV	17.35	33.33	18.52	13.48	8.99	25.32	23.00	19.84
Net TV	25.51	16.67	22.22	7.87	4.49	10.13	4.00	12.90
Smash TV		1.19						0.16
Education 22	1.02			1.12				0.32
Rai 1	3.06		6.17	3.37			4.00	2.42
Rai 2		1.19	2.47				2.00	0.81
Rai 3		1.19	2.47	1.12				0.65
Rete 4	1.02	3.57	2.47	3.37	2.25	2.53	3.00	2.58
Canale 5	7.14	3.57	6.17	4.49	4.49	10.13	6.00	5.97
Italia 1	11.22	7.14	7.41	15.73	8.99	12.66	7.00	10.00
Discovery Channel	2.04		1.23	2.25				0.81
MTV		1.19	1.23	1.12	1.12	2.53	1.00	1.13
BBC Prime	2.04		1.23		1.12		3.00	1.13
BBC World		1.19						0.16
Other TV station	6.12	7.14	8.64	6.74	4.49	6.33	8.00	6.77
	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00

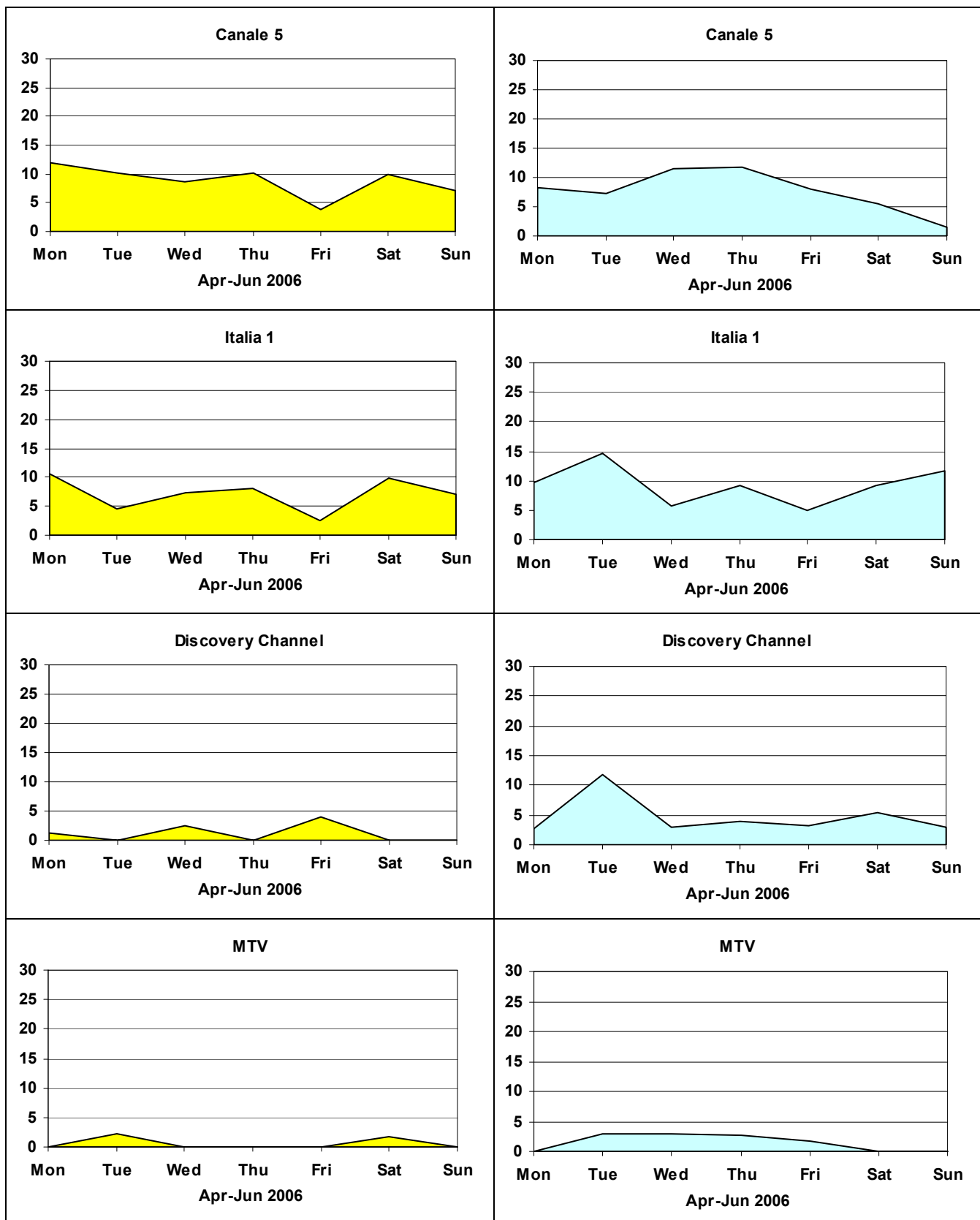


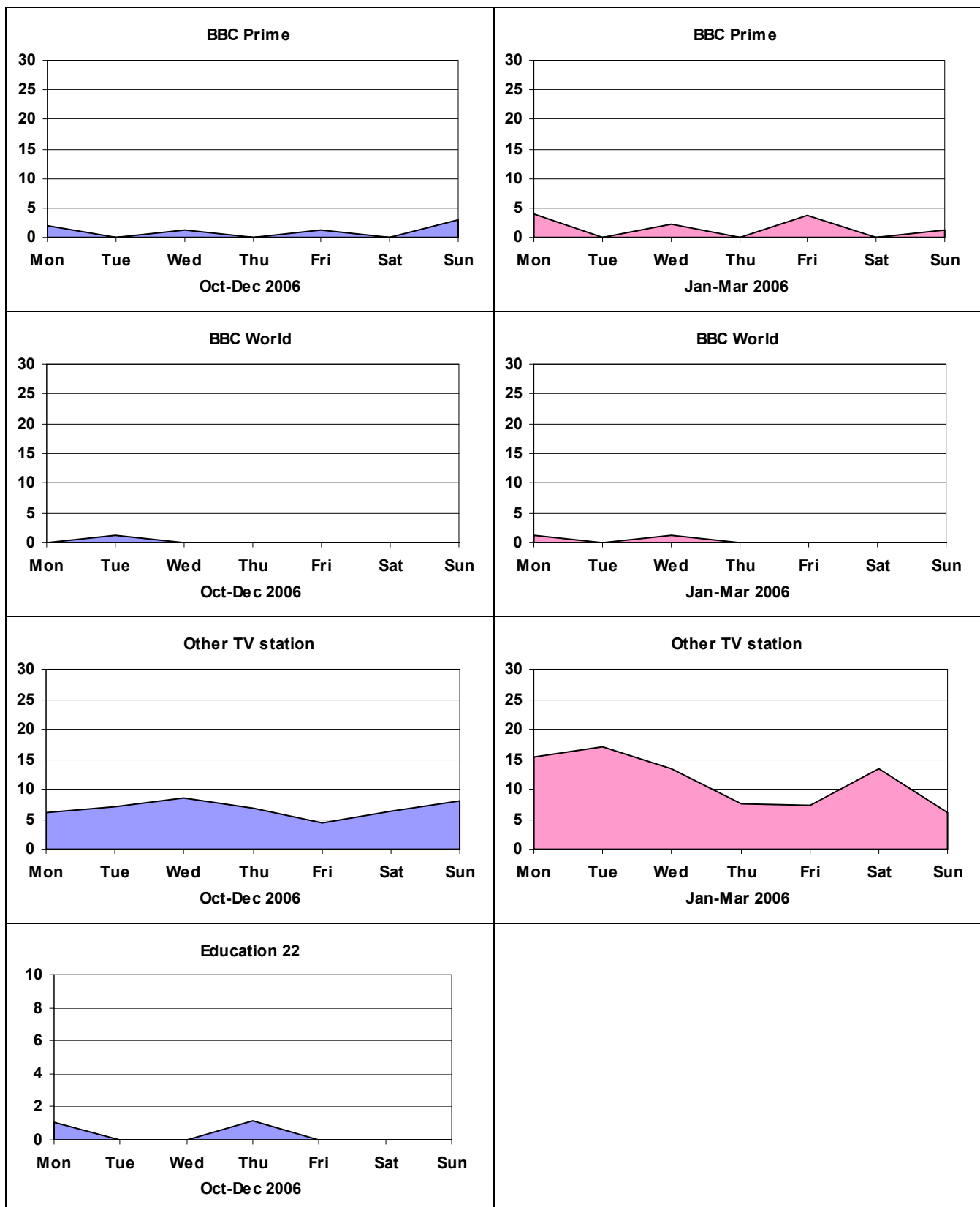


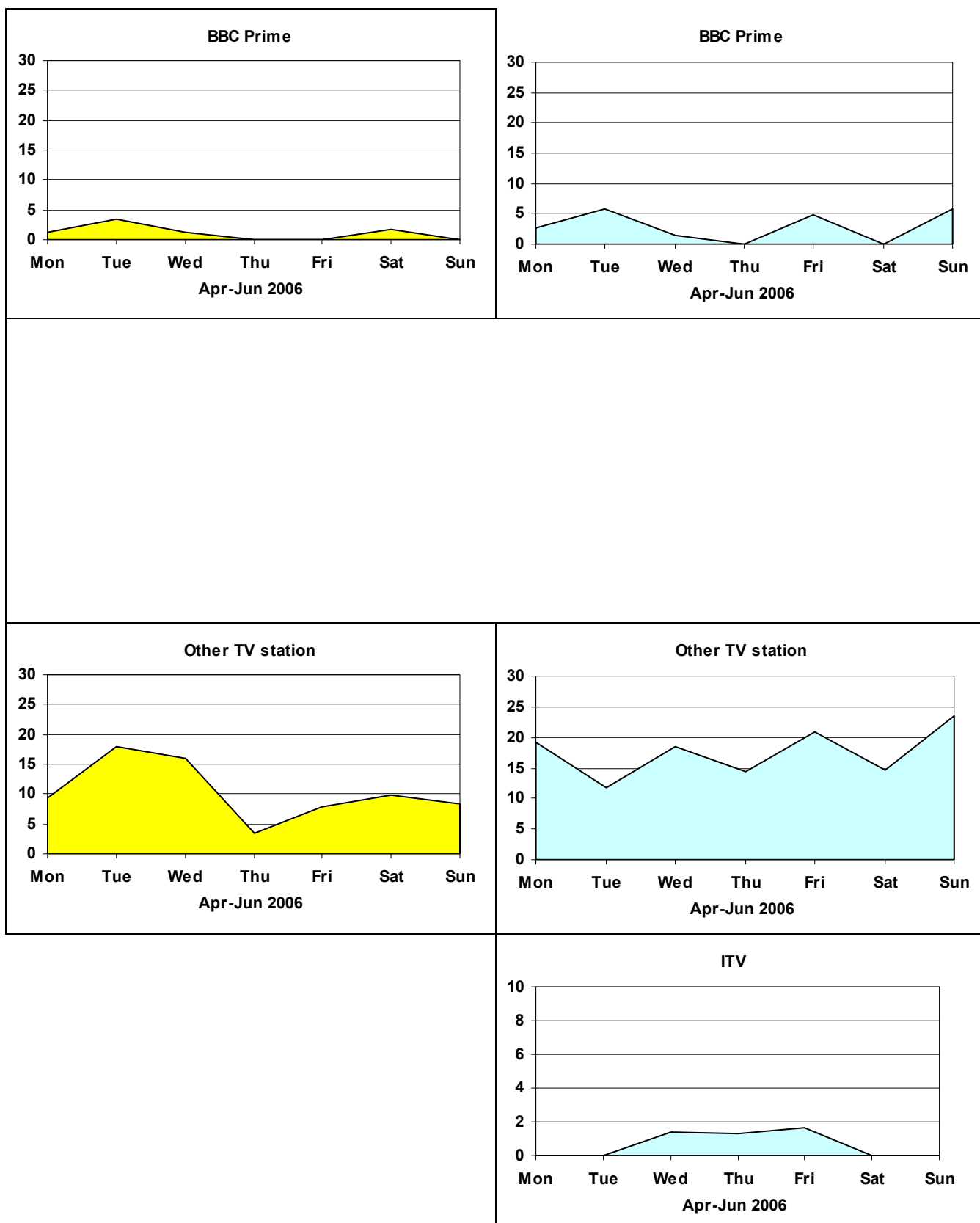












**FIGURES 10.3.A-P: TV CONSUMPTION BY STATION, BY WEEKDAY AND BY QUARTER:
OCTOBER-DECEMBER 2006; JANUARY-MARCH 2007; APRIL-JUNE 2007;
JULY-SEPTEMBER 2007**

**TABLE 10.3.B-D: TV CONSUMPTION BY STATION, BY WEEKDAY AND BY QUARTER:
JANUARY-MARCH 2007; APRIL-JUNE 2007; JULY-SEPTEMBER 2007**

January-March 2007	Week Day							Total
	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Jan-Mar
TVM	16.67	21.95	28.89	47.31	56.63	37.33	34.57	35.05
One TV	19.23	41.46	10.00	15.05	12.05	14.67	16.05	18.21
Net TV	15.38	8.54	10.00	6.45	7.23	10.67	9.88	9.62
Smash TV				1.08				0.17
Rai 1	2.56	1.22	5.56	1.08	1.20	4.00	4.94	2.92
Rai 2	3.85					1.33	2.47	1.03
Rai 3			2.22	2.15				0.69
Rete 4	2.56		5.56	1.08	3.61	1.33		2.06
Canale 5	10.26	4.88	6.67	11.83	2.41	1.33	9.88	6.87
Italia 1	8.97	1.22	12.22	5.38	3.61	12.00	9.88	7.56
Discovery Channel		3.66	2.22	1.08	1.20	4.00	3.70	2.23
MTV					1.20		1.23	0.34
BBC Prime	3.85		2.22		3.61		1.23	1.55
BBC World	1.28		1.11					0.34
Other TV station	15.38	17.07	13.33	7.53	7.23	13.33	6.17	11.34
	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00

April-June 2007	Week Day							Total
	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Apr-Jun
TVM	24.00	16.85	22.22	51.14	57.14	24.59	40.85	33.95
One TV	8.00	31.46	14.81	12.50	18.18	21.31	14.08	17.34
Net TV	20.00	5.62	8.64	4.55	5.19	6.56	9.86	8.49
Smash TV	4.00		1.23	2.27		3.28		1.48
Rai 1	8.00	3.37	13.58	4.55	1.30	4.92	5.63	5.90
Rai 2				1.14		1.64	2.82	0.74
Rete 4	1.33	4.49	3.70	2.27		4.92	4.23	2.95
Canale 5	12.00	10.11	8.64	10.23	3.90	9.84	7.04	8.86
Italia 1	10.67	4.49	7.41	7.95	2.60	9.84	7.04	7.01
Discovery Channel	1.33		2.47		3.90			1.11
MTV		2.25				1.64		0.55
BBC Prime	1.33	3.37	1.23			1.64		1.11
Other TV station	9.33	17.98	16.05	3.41	7.79	9.84	8.45	10.52
	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00

July-September 2007	Week Day							Total
	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Jul-Sep
TVM	15.07	16.18	8.57	14.47	27.42	20.00	11.76	15.89
One TV	10.96	14.71	21.43	19.74	8.06	16.36	11.76	14.83
Net TV	9.59	8.82	10.00	10.53	6.45	12.73	17.65	10.81
Smash TV	5.48			1.32		1.82		1.27
ITV			1.43	1.32	1.61			0.64
Rai 1	5.48	1.47	4.29	10.53	4.84	10.91	8.82	6.57
Rai 2	2.74		2.86		1.61		2.94	1.48
Rai 3			2.86		1.61	1.82		0.85
Rete 4	8.22	4.41	5.71		4.84	1.82	1.47	3.81
Canale 5	8.22	7.35	11.43	11.84	8.06	5.45	1.47	7.84
Italia 1	9.59	14.71	5.71	9.21	4.84	9.09	11.76	9.32
Discovery Channel	2.74	11.76	2.86	3.95	3.23	5.45	2.94	4.66
MTV		2.94	2.86	2.63	1.61			1.48
BBC Prime	2.74	5.88	1.43		4.84		5.88	2.97
Other TV station	19.18	11.76	18.57	14.47	20.97	14.55	23.53	17.58
	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00

10.4 TV CONSUMPTION BY STATION AND BY MONTH

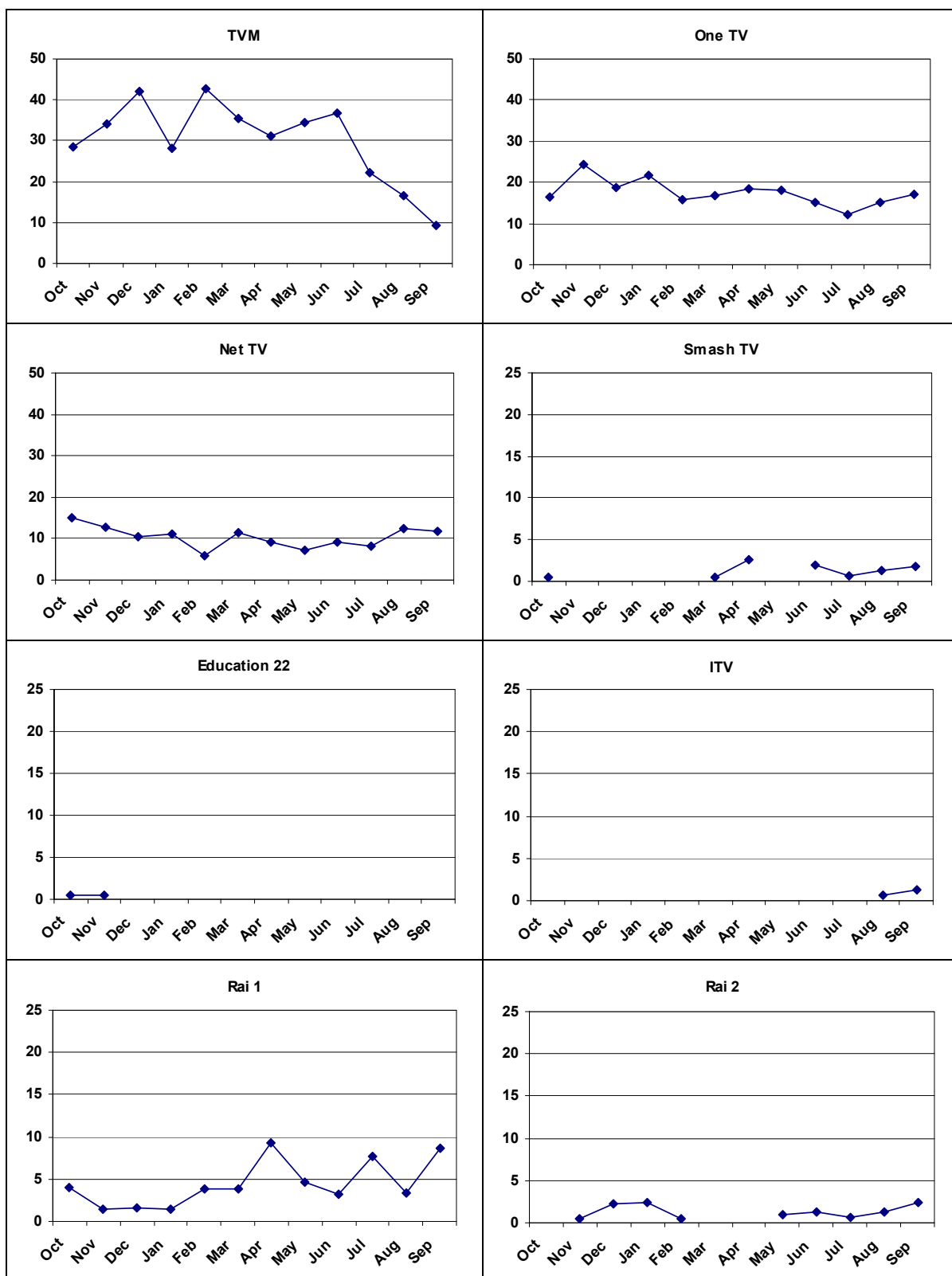
Each quarterly data was analyzed by month and by broadcasting station. Each radio broadcasting station's data was then plotted by month – see Table 10.4. and the following Figures 10.4.a-p.

Each broadcasting station's monthly percentages were totaled and averaged for the whole period of October 2006 to September 2007. The monthly averages of each station's percentages were then ranked and plotted against each station's ranking, resulting in Figure 10.5 below.

TABLE 10.4: TV CONSUMPTION BY STATION AND BY MONTH

	Viewing Month			Total	Viewing Month			Total
	Oct	Nov	Dec		Jan	Feb	Mar	
TVM	28.51	33.94	41.99	34.35	28.17	42.70	35.33	35.05
One TV	16.29	24.31	18.78	19.84	21.60	15.68	16.85	18.21
Net TV	14.93	12.84	10.50	12.90	11.27	5.95	11.41	9.62
Smash TV	0.45			0.16			0.54	0.17
Education 22	0.45	0.46		0.32				
ITV								
Rai 1	4.07	1.38	1.66	2.42	1.41	3.78	3.80	2.92
Rai 2		0.46	2.21	0.81	2.35	0.54		1.03
Rai 3	0.45	1.38		0.65		1.62	0.54	0.69
Rete 4	4.07	1.83	1.66	2.58	1.41	2.16	2.72	2.06
Canale 5	7.24	5.50	4.97	5.97	7.98	4.86	7.61	6.87
Italia 1	10.41	8.72	11.05	10.00	7.98	6.49	8.15	7.56
Discovery Channel	0.90	1.38		0.81	2.35	3.24	1.09	2.23
MTV	0.45	1.83	1.10	1.13		1.08		0.34
BBC Prime	2.26	0.46	0.55	1.13	2.35	1.08	1.09	1.55
BBC World			0.55	0.16		0.54	0.54	0.34
Other TV station	9.50	5.50	4.97	6.77	13.15	10.27	10.33	11.34
	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00

	Viewing Month			Total	Viewing Month			Total
	Apr	May	Jun		Jul	Aug	Sep	
TVM	31.28	34.54	36.60	33.95	22.29	16.45	9.20	15.89
One TV	18.46	18.04	15.03	17.34	12.10	15.13	17.18	14.83
Net TV	9.23	7.22	9.15	8.49	8.28	12.50	11.66	10.81
Smash TV	2.56		1.96	1.48	0.64	1.32	1.84	1.27
Education 22								
ITV						0.66	1.23	0.64
Rai 1	9.23	4.64	3.27	5.90	7.64	3.29	8.59	6.57
Rai 2		1.03	1.31	0.74	0.64	1.32	2.45	1.48
Rai 3					0.64	1.32	0.61	0.85
Rete 4	3.08	4.64	0.65	2.95	3.82	2.63	4.91	3.81
Canale 5	7.69	8.76	10.46	8.86	9.55	4.61	9.20	7.84
Italia 1	5.64	8.25	7.19	7.01	8.28	10.53	9.20	9.32
Discovery Channel	1.54	1.55		1.11	6.37	3.95	3.68	4.66
MTV	0.51		1.31	0.55	1.91	0.66	1.84	1.48
BBC Prime	1.03	1.03	1.31	1.11	2.55	5.26	1.23	2.97
BBC World								
Other TV station	9.74	10.31	11.76	10.52	15.29	20.39	17.18	17.58
	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00





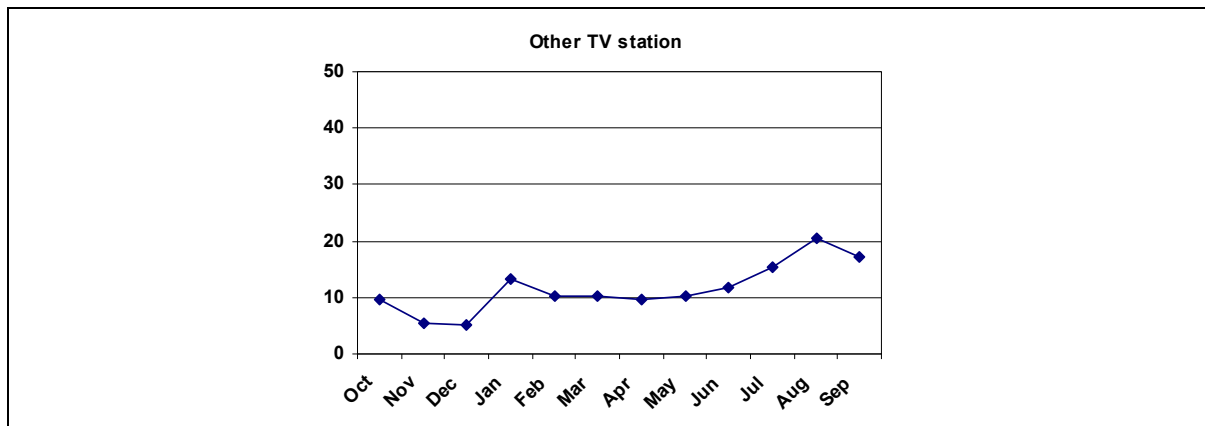


FIGURE 10.4.A-Q: TV CONSUMPTION BY STATION AND BY MONTH

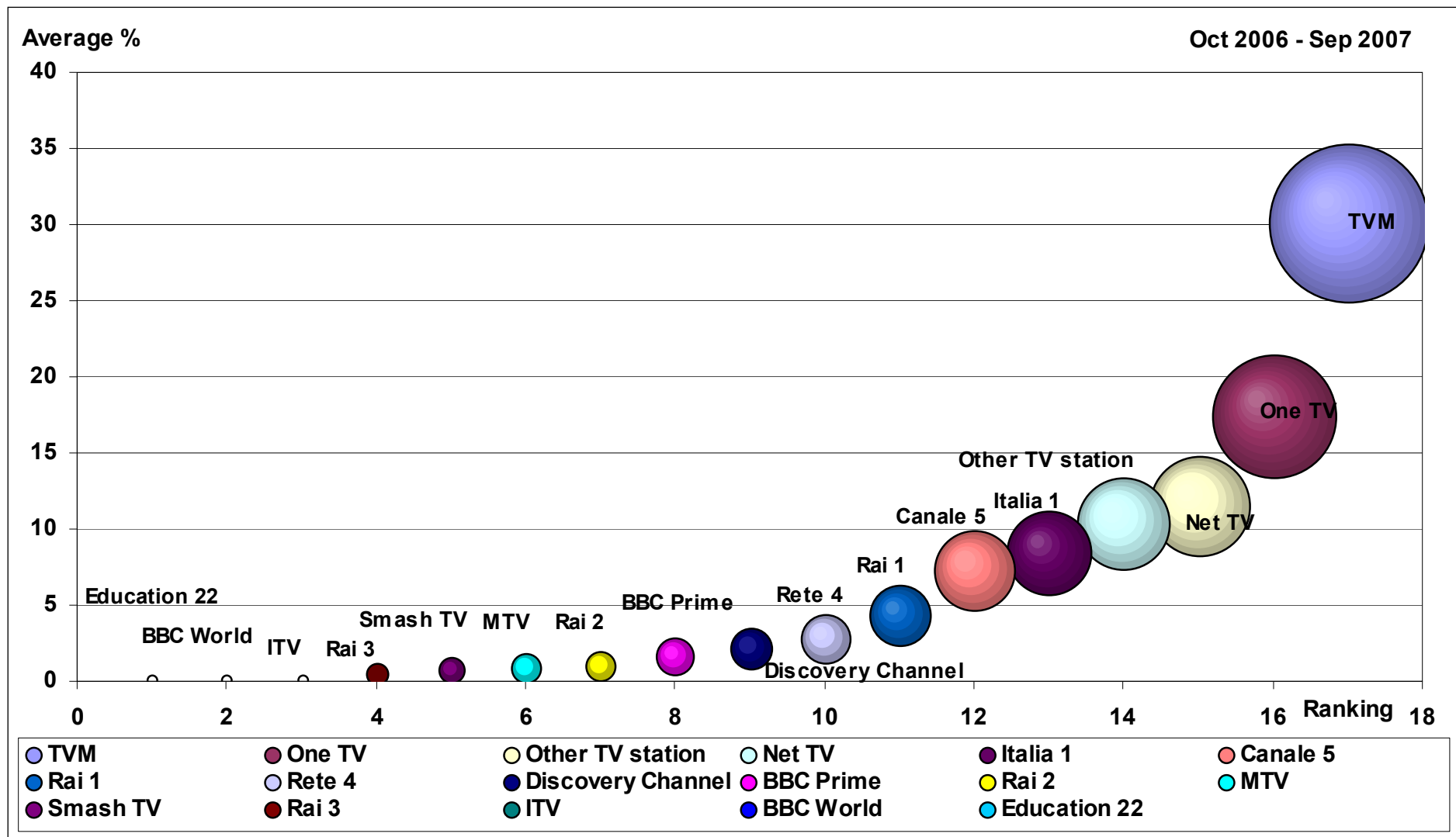


FIGURE 10.5: TV CONSUMPTION BY AVERAGE AND BY RANKING

Appendix A: Questionnaire

1. X' sistema' tat-televiżjoni tuża l-aktar biex tara t-televiżjoni d-dar?

Aerial
Aerial Diġitali
Kejble
Satellita'
Internet
Mod ieħor
M' għandix televiżjoni

2. Liema stazzjon tat-televiżjoni rajt l-aktar ilbieraħ gal mill-anqas 10 minuti?

TVM
One TV
NET TV
Smash TV
Education 22
iTV
RAI 1
RAI 2
RAI 3
Rete 4
Canale 5
Italia 1
Discovery Channel
MTV
BBC Prime
BBC World
Stazzjon ieħor

M' hemmx stazzjon wieħed
Ma niftakarx
Ma rajtx televiżjoni
Ma tax risposta

3. F' liema ħinijiet rajt dan l-istazzjon?

Ħin Minn am/pm Sa am/pm
Ħin Minn am/pm Sa am/pm
Ħin Minn am/pm Sa am/pm

4. Is-soltu tara' Telebejgħ?

5. Minn dawn l-istazzjonijiet, fuq liema stazzjon tat-televizjoni is-soltu tara t-Telebejgħ

TVM
Super One TV
NET TV
Smash TV
Education 22
iTV

6. Liema stazzjon tar-radju smajt l-aktar ilbieraħ għal mill-anqas 10 minuti?

Radju Malta -
Radju Parlament/106.6
One Radio
Radio 101
Bay Radio
Calypso Radio
RTK
Smash Radio
Radju Marija
Campus FM
Capital Radio
X FM
Radju tal-komunità
Stazzjon barrani

M'hemmx stazzjon wieħed
Ma niftakarx
Ma smajtx radju
Ma tax risposta

7. F' liema ħinijiet smajt dan l-istazzjon?

Ħin Minn am/pm Sa am/pm
Ħin Minn am/pm Sa am/pm
Ħin Minn am/pm Sa am/pm

8. Inti raġel jew mara?

Raġel
Mara

9. Kemm għandek età?

10. F' liema lokalità toqgħod?

Appendix B: Census of Population and Housing 2005

Source: *Census of Population and Housing 2005, Volume 1: Population*; Valletta: National Statistics Office, 2007

Table 3a: Total population by age and sex

Age	Total	Males	Females	Age	Total	Males	Females
All ages	404,962	200,819	204,143				
0-9	42,586	21,811	20,775	50-59	59,848	29,834	30,014
Under 1	3,825	1,947	1,878	50	5,983	3,048	2,935
1	3,820	1,964	1,856	51	5,812	2,915	2,897
2	3,938	1,965	1,973	52	5,562	2,730	2,832
3	3,887	2,023	1,864	53	5,722	2,867	2,855
4	4,062	2,075	1,987	54	5,751	2,851	2,900
5	4,313	2,125	2,188	55	6,163	3,095	3,068
6	4,358	2,214	2,144	56	6,130	3,104	3,026
7	4,660	2,390	2,270	57	6,343	3,156	3,187
8	4,790	2,532	2,258	58	6,319	3,078	3,241
9	4,933	2,576	2,357	59	6,063	2,990	3,073
10-19	55,634	28,609	27,025	60-69	39,660	18,906	20,754
10	5,083	2,640	2,443	60	5,752	2,812	2,940
11	5,137	2,627	2,510	61	5,929	2,951	2,978
12	5,437	2,818	2,619	62	3,916	1,848	2,068
13	5,553	2,838	2,715	63	2,939	1,402	1,537
14	5,690	2,905	2,785	64	3,227	1,525	1,702
15	5,738	2,945	2,793	65	3,369	1,585	1,784
16	5,951	3,002	2,949	66	3,678	1,739	1,939
17	5,862	3,009	2,853	67	3,699	1,751	1,948
18	5,580	2,842	2,738	68	3,605	1,628	1,977
19	5,603	2,983	2,620	69	3,546	1,665	1,881
20-29	59,041	30,326	28,715	70-79	25,782	10,795	14,987
20	5,738	2,961	2,777	70	3,230	1,443	1,787
21	5,792	3,004	2,788	71	3,019	1,342	1,677
22	5,923	3,053	2,870	72	3,010	1,269	1,741
23	6,105	3,043	3,062	73	2,901	1,222	1,679
24	5,807	2,919	2,888	74	2,703	1,090	1,613
25	5,869	3,069	2,800	75	2,533	1,008	1,525
26	6,023	3,092	2,931	76	2,264	940	1,324
27	5,861	3,024	2,837	77	2,073	874	1,199
28	5,932	3,116	2,816	78	2,095	834	1,261
29	5,991	3,045	2,946	79	1,954	773	1,181
30-39	52,253	26,706	25,547	80-89	10,699	4,089	6,610
30	5,965	3,118	2,847	80	1,809	767	1,042
31	5,619	2,903	2,716	81	1,738	664	1,074
32	5,506	2,735	2,771	82	1,340	513	827
33	5,358	2,766	2,592	83	1,292	491	801
34	5,222	2,670	2,552	84	1,206	464	742
35	5,077	2,619	2,458	85	1,086	415	671
36	4,860	2,520	2,340	86	752	261	491
37	4,949	2,470	2,479	87	602	222	380
38	4,810	2,424	2,386	88	481	161	320
39	4,887	2,481	2,406	89	393	131	262
40-49	58,166	29,377	28,789	90-99	1,259	359	900
40	5,166	2,620	2,546	90	305	90	215
41	5,308	2,706	2,602	91	255	81	174
42	5,485	2,810	2,675	92	205	72	133
43	5,800	2,930	2,870	93	148	37	111
44	5,974	3,078	2,896	94	109	20	89
45	6,088	3,034	3,054	95	75	18	57
46	6,078	2,990	3,088	96	64	21	43
47	6,045	2,985	3,060	97	56	11	45
48	6,163	3,119	3,044	98	25	6	19
49	6,059	3,105	2,954	99	17	3	14
				Over 99	34	7	27

CENSUS 2005 PROFILE BY GENDER AND BY AGE GROUP

	TOTAL	AGE GROUP						
		12-14	15-24	25-29	30-49	50-64	65-79	80+
Males	173,741	8,561	29,761	15,346	56,083	40,372	19,163	4,455
	49.3%	51.3%	51.2%	51.7%	50.8%	49.5%	43.9%	37.1%
	100.0%	4.9%	17.1%	8.8%	32.3%	23.2%	11.0%	2.6%
Females	178,415	8,119	28,338	14,330	54,336	41,239	24,516	7,537
	50.7%	48.7%	48.8%	48.3%	49.2%	50.5%	56.1%	62.9%
	100.0%	4.6%	15.9%	8.0%	30.5%	23.1%	13.7%	4.2%
Total	352,156	16,680	58,099	29,676	110,419	81,611	43,679	11,992
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	4.74%	16.50%	8.43%	31.36%	23.17%	12.40%	3.41%

[Count / Column % / Row %]

Source: Census of Population and Housing 2005, Volume 1: Population; Valletta: National Statistics Office, 2007; Table 2: Total population by sex and locality, pg. 5-6;

CENSUS 2005 PROFILE BY GENDER AND BY DISTRICT

	TOTAL	DISTRICT					
		SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
Male	173741	35283	51615	25263	24201	24203	13176
	49.3%	49.6%	49.1%	49.7%	49.1%	49.7%	49.0%
	100.0%	20.3%	29.7%	14.5%	13.9%	13.9%	7.6%
Female	178415	35917	53597	25568	25136	24491	13706
	50.7%	50.4%	50.9%	50.3%	50.9%	50.3%	51.0%
	100.0%	20.1%	30.0%	14.3%	14.1%	13.7%	7.7%
Total	352156	71200	105212	50831	49337	48694	26882
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	20.22%	29.88%	14.43%	14.01%	13.83%	7.63%

[Count / Column % / Row %]

Source: Census of Population and Housing 2005, Volume 1: Population; Valletta: National Statistics Office, 2007; Table 3b: Total population by age and sex: District, pg. 8-13.

CENSUS 2005 PROFILE BY AGE GROUP AND BY DISTRICT

	TOTAL	DISTRICT					
		SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
12-14	16680	3083	4613	2517	2488	2670	1309
	4.7%	4.3%	4.4%	5.0%	5.0%	5.5%	4.9%
	100.0%	18.5%	27.7%	15.1%	14.9%	16.0%	7.8%
15-24	58099	11673	17111	8714	8448	7747	4406
	16.5%	16.4%	16.3%	17.1%	17.1%	15.9%	16.4%
	100.0%	20.1%	29.5%	15.0%	14.5%	13.3%	7.6%
25-29	29676	6021	8658	4680	4064	4422	1831
	8.4%	8.5%	8.2%	9.2%	8.2%	9.1%	6.8%
	100.0%	20.3%	29.2%	15.8%	13.7%	14.9%	6.2%
30-49	110419	20155	31676	16963	16024	17404	8197
	31.4%	28.3%	30.1%	33.4%	32.5%	35.7%	30.5%
	100.0%	18.3%	28.7%	15.4%	14.5%	15.8%	7.4%
50-64	81611	17329	25165	11455	11186	10271	6205
	23.2%	24.3%	23.9%	22.5%	22.7%	21.1%	23.1%
	100.0%	21.2%	30.8%	14.0%	13.7%	12.6%	7.6%
65-79	43679	10026	14145	5325	5505	4975	3703
	12.4%	14.1%	13.4%	10.5%	11.2%	10.2%	13.8%
	100.0%	23.0%	32.4%	12.2%	12.6%	11.4%	8.5%
80+	11992	2913	3844	1177	1622	1205	1231
	3.4%	4.1%	3.7%	2.3%	3.3%	2.5%	4.6%
	100.0%	24.3%	32.1%	9.8%	13.5%	10.0%	10.3%
Total	352156	71200	105212	50831	49337	48694	26882
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	20.2%	29.9%	14.4%	14.0%	13.8%	7.6%

[Count / Column % / Row %]

Source: Census of Population and Housing 2005, Volume 1: Population; Valletta: National Statistics Office, 2007; Table 3b: Total population by age and sex: District, pg. 8-13.

