

8. RADIO AND TV CONSUMPTION [OCTOBER 2006 – SEPTEMBER 2008]

The focus of this section directly concerns broadcast media consumption. It is based on audiences; i.e. on the actual amount of time spent by consumers and analyses such consumption by each station's audiences.

8.1 Radio Average Hours Consumption by Quarter [Oct 2006 – Sep 2008]

Media consumption by radio and television has already been partly covered by sections 6.5 and 7.5 above for the last quarter of this broadcasting season. Over a period of two years from October 2006 to September 2008 the average daily number of hours consumed by radio listeners has decreased by 1.14 hrs [1hr 23min approx.] from 4.41 hrs to 3.27 hrs. Spreading the data over the entire sample including those who do not listen to radio, the total average daily number of hours consumed has decreased by 1.16 hrs [1hr 27min approx.]. Of interest is the increase in radio consumption hours following the March 2008 General Elections where consumption has increased by 6.8% over the previous period – see Table 8.1 and Figure 8.1 below:

TABLE 8.1: RADIO AVERAGE HOURS CONSUMPTION BY QUARTER [Oct 2006 – Sep 2008]

	Oct-Dec 2006	Jan-Mar 2007	Apr-Jun 2007	Jul-Sep 2007	Oct-Dec 2007	Jan-Mar 2008	Apr-Jun 2008	Jul-Sep 2008
Radju Malta	3.50	4.05	4.24	3.11	3.63	3.20	3.28	3.08
Radju Parlament 106.6	4.00	2.00	3.14	3.45	3.86	3.22	1.90	2.60
Magic Radio	2.75	4.68	3.79	2.97	2.57	2.82	3.70	3.12
One Radio	5.78	5.80	4.85	5.69	4.13	4.39	4.60	3.83
Radio 101	3.82	3.57	3.75	2.40	3.54	3.12	3.66	2.97
Bay Radio	3.34	2.84	2.15	2.61	2.39	2.03	2.40	3.15
Calypso Radio	5.61	5.11	5.18	4.78	4.20	4.52	4.37	3.95
RTK	5.08	4.77	3.17	2.86	3.69	2.95	3.12	2.64
Smash Radio	4.17	2.61	4.39	3.44	3.20	3.61	2.73	3.67
Radju Marija	3.45	4.53	4.11	3.65	3.43	4.23	3.76	2.70
Campus FM	1.63	5.60	1.00	1.70	1.50	3.00	1.94	4.25
Capital Radio	2.83	3.86	3.52	2.19	4.03	3.05	5.04	2.85
XFM	4.68	4.21	3.15	3.85	2.39	2.79	3.05	2.80
Community Stations	4.88	8.00	3.50	4.89	5.00	3.53	4.53	3.94
Foreign Radio Station	3.17	2.67	2.00	3.13	2.22	2.29	1.79	2.94
Total Listeners [Hrs.]	4.41	4.42	3.90	3.65	3.42	3.40	3.63	3.27
Total Sample [Hrs.]	2.26	2.00	1.87	1.63	1.53	1.54	1.64	1.61

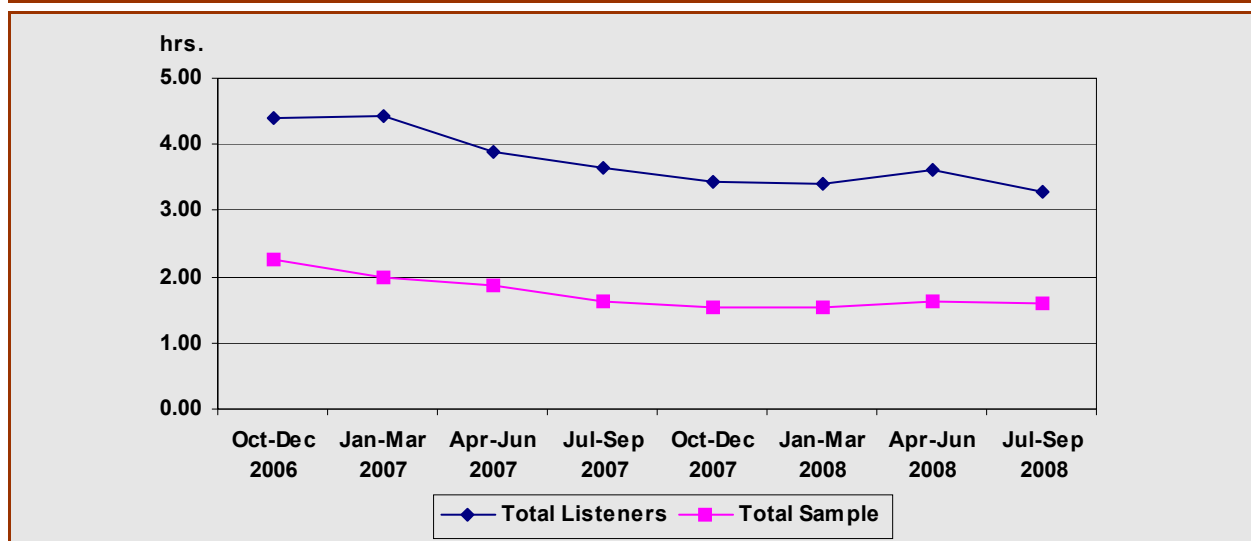
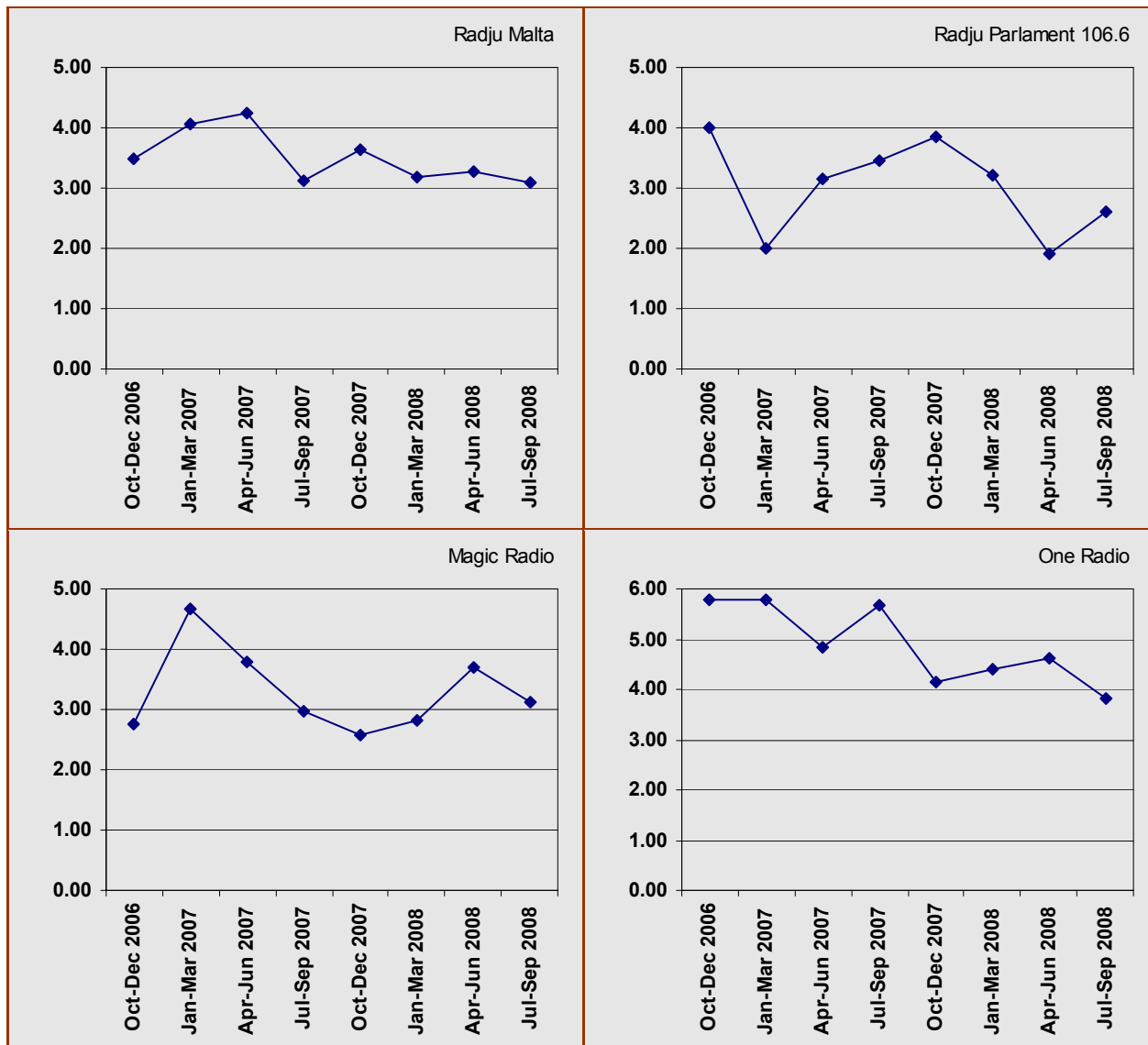
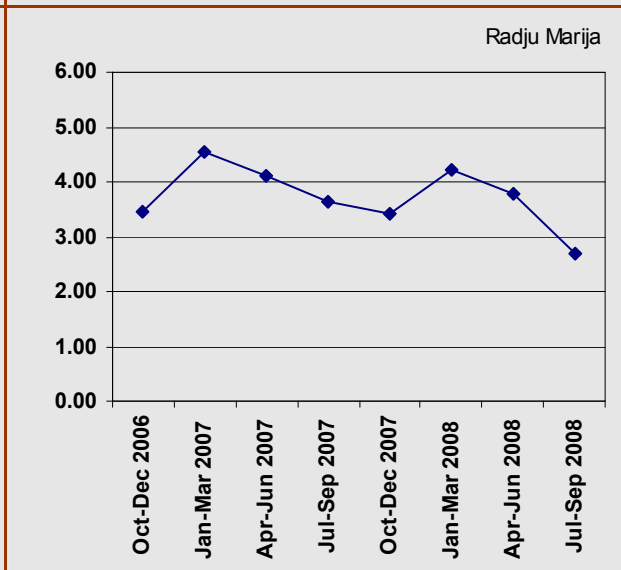
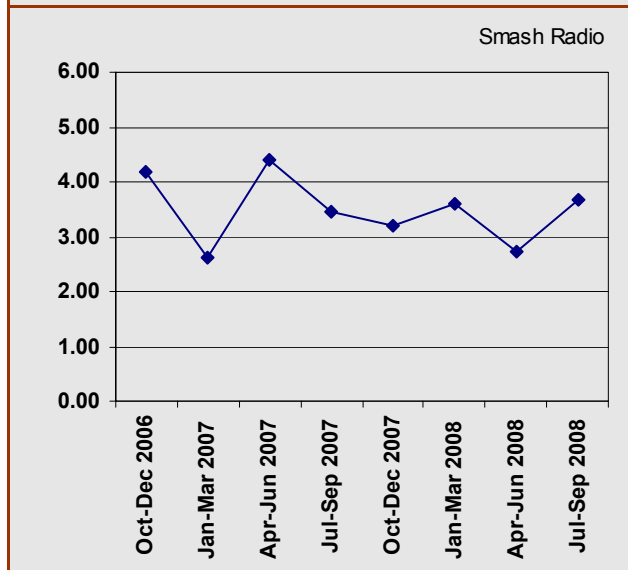
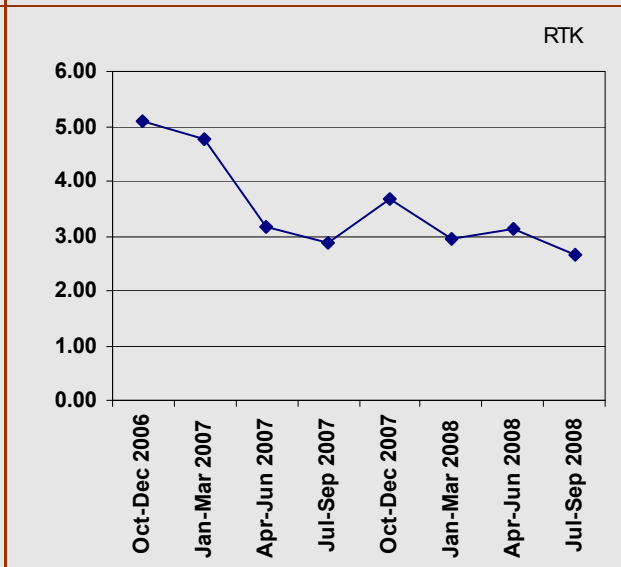
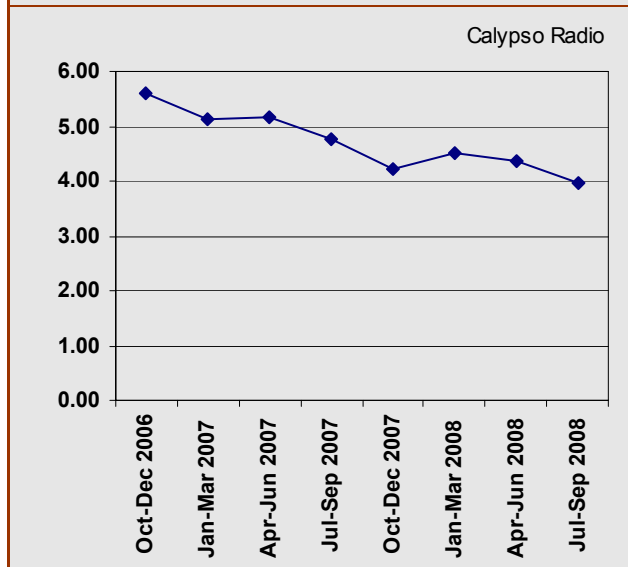
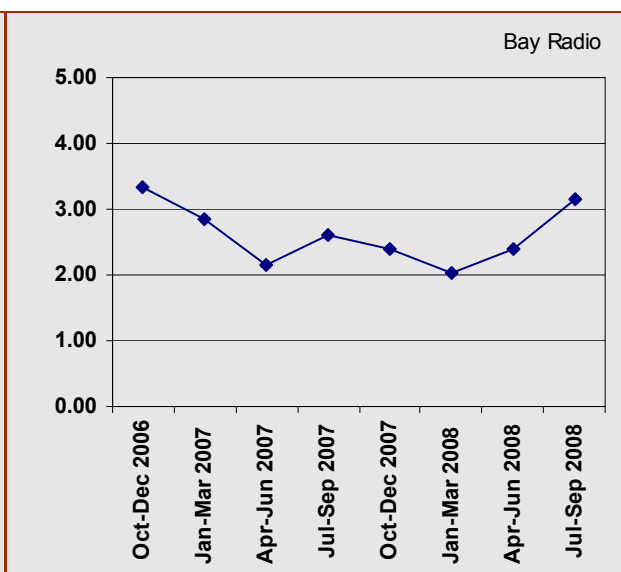
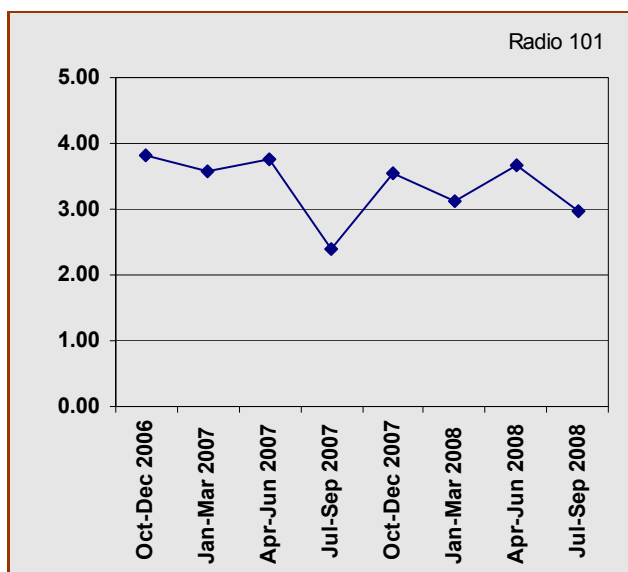
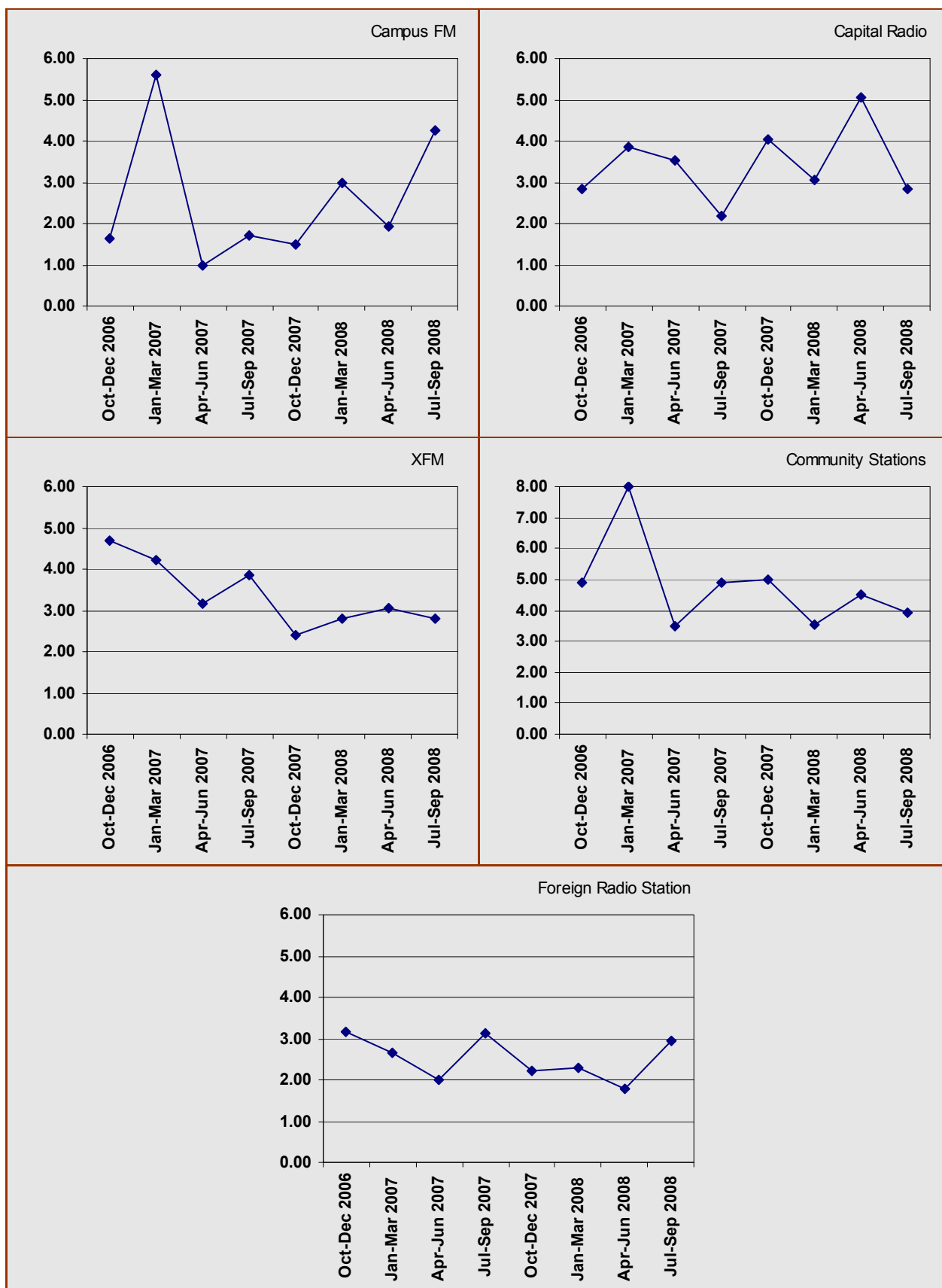


FIGURE 8.1: RADIO AVERAGE HOURS CONSUMPTION BY QUARTER [Oct 2006 – Sep 2008]

Each radio stations' average hours of consumption by quarter are depicted in Figures 8.2.a-o below, which are taken from Table 8.1 above. It is interesting to note post General Elections broadcast consumption of major political party stations as compared to other stations promoting different programme genres.







FIGURES 8.2.A-O: RADIO AVERAGE HOURS CONSUMPTION BY QUARTER – BY STATION [Oct 2006 – Sep 2008]

8.2 TV Average Hours Consumption by Quarter [Oct 2006 – Sep 2008]

Compared to radio consumption, the average hours spent by consumers has maintained its level of 2 to 2½ hours daily. While radio consumption during the first quarter of post General Elections has slightly increased over the previous quarter [6.8%], TV consumption during the same period has decreased by 46.9% - again reaching the minimum normal consumption of 2 hours plus in the last quarter of the broadcasting season – see Table 8.2 and Figure 8.3 below:

TABLE 8.2: TV AVERAGE HOURS CONSUMPTION BY Quarter [Oct 2006 – Sep 2008]

	Oct-Dec 2006	Jan-Mar 2007	Apr-Jun 2007	Jul-Sep 2007	Oct-Dec 2007	Jan-Mar 2008	Apr-Jun 2008	Jul-Sep 2008
TVM	2.12	2.28	2.06	1.81	1.93	1.83	2.02	1.44
One TV	3.18	3.40	3.24	2.76	3.01	2.97	2.43	2.10
Net TV	2.36	2.83	2.39	2.4	2.42	2.47	1.91	1.94
Smash TV	1.00	1.00	1.19	2	0.93	0.80	1.83	1.93
Education 22	2.75	-	-	-	1.00	0.50	2.63	-
ITV	-	-	-	1.5	-	-	3.00	0.50
Family TV							3.14	2.69
Rai 1	2.20	3.66	1.92	2.54	2.65	2.02	2.59	1.65
Rai 2	1.60	1.75	2.75	1.71	2.03	2.62	2.21	2.15
Rai 3	2.50	1.75	-	1.63	2.13	1.38	1.89	2.50
Rete 4	1.61	2.46	2.59	1.56	2.06	2.38	1.81	2.39
Canale 5	1.90	2.18	2.43	2.28	2.17	1.96	2.41	2.46
Italia 1	2.15	2.19	2.15	2.16	2.13	2.01	2.08	2.13
Discovery Channel	1.40	3.09	2.75	2.08	1.81	1.60	1.75	1.78
MTV	1.50	8.00	1.50	1.43	1.25	0.92	1.75	2.30
BBC Prime	2.07	3.89	1.83	1.79	2.71	1.58	1.64	1.93
BBC World	1.00	2.00	-	-	2.00	1.58	2.00	1.67
Other TV station	2.52	2.71	2.50	2.82	2.34	2.29	2.49	2.54
Total Viewers [Hrs.]	2.35	2.66	2.38	2.36	2.33	2.24	1.19	2.01
Total Sample [Hrs.]	1.57	1.68	1.40	1.21	1.38	1.16	0.72	1.16

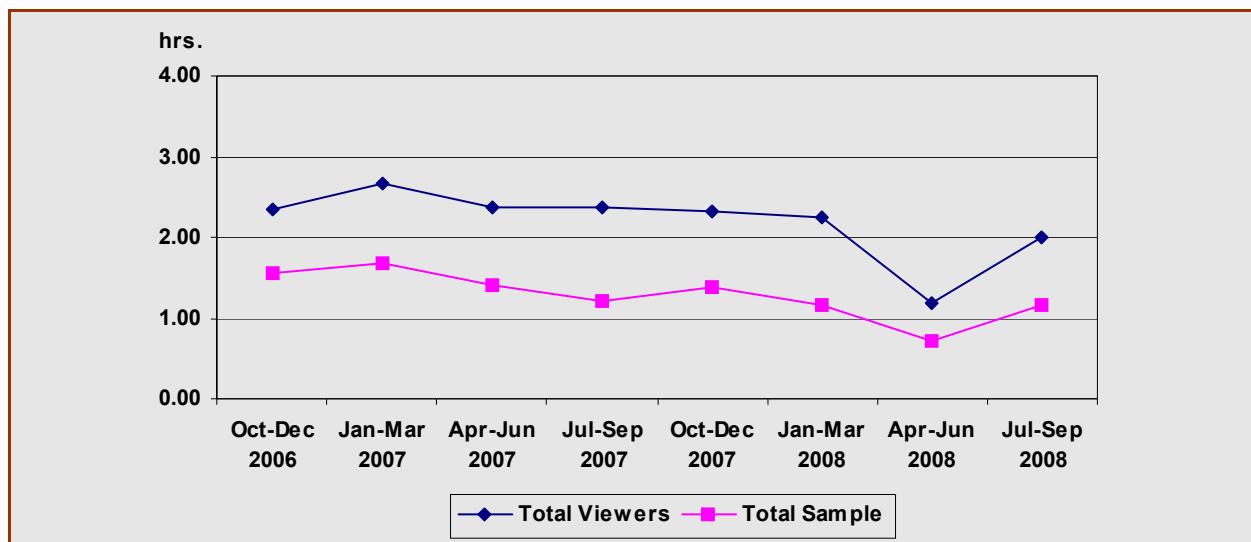
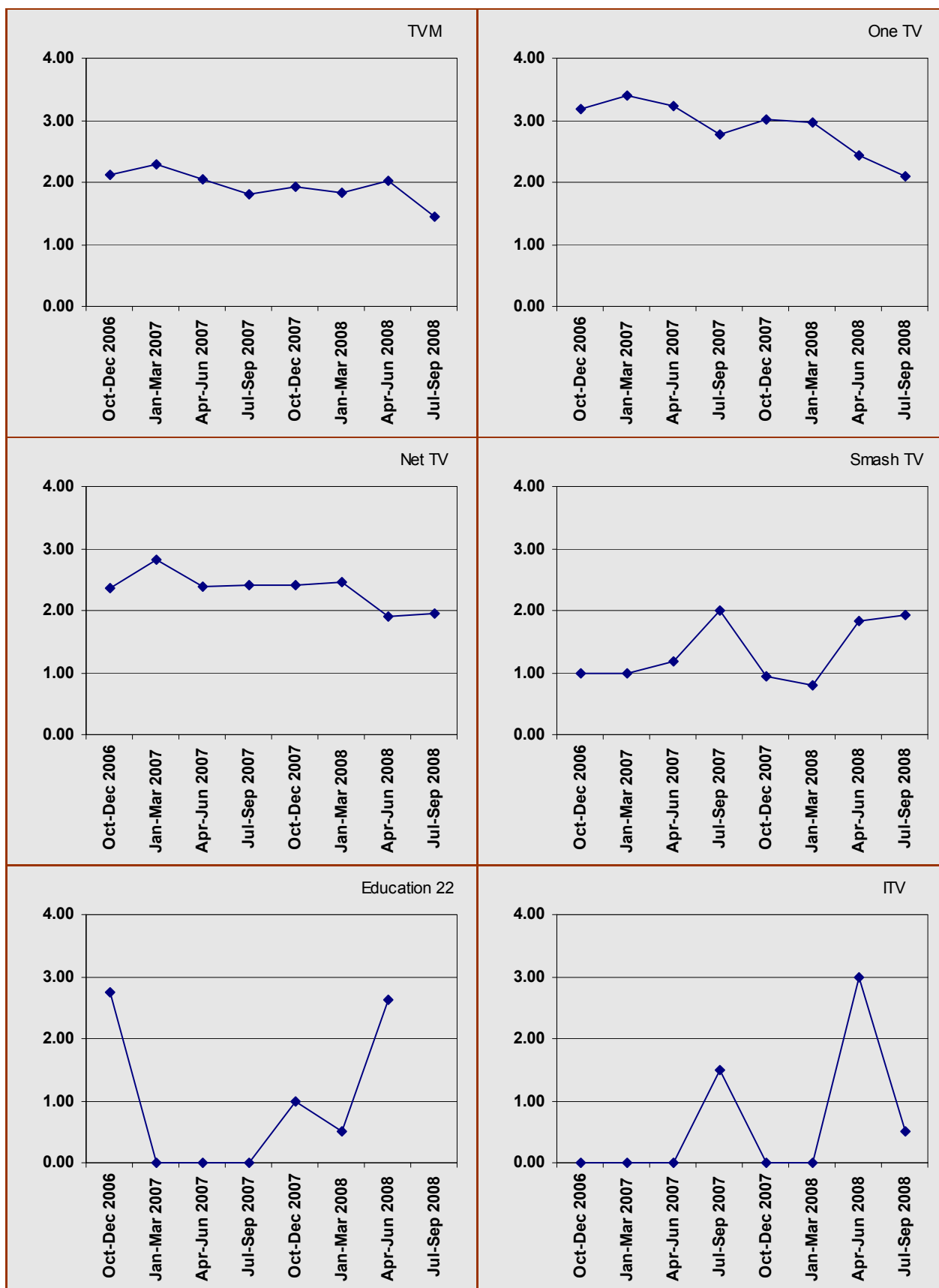
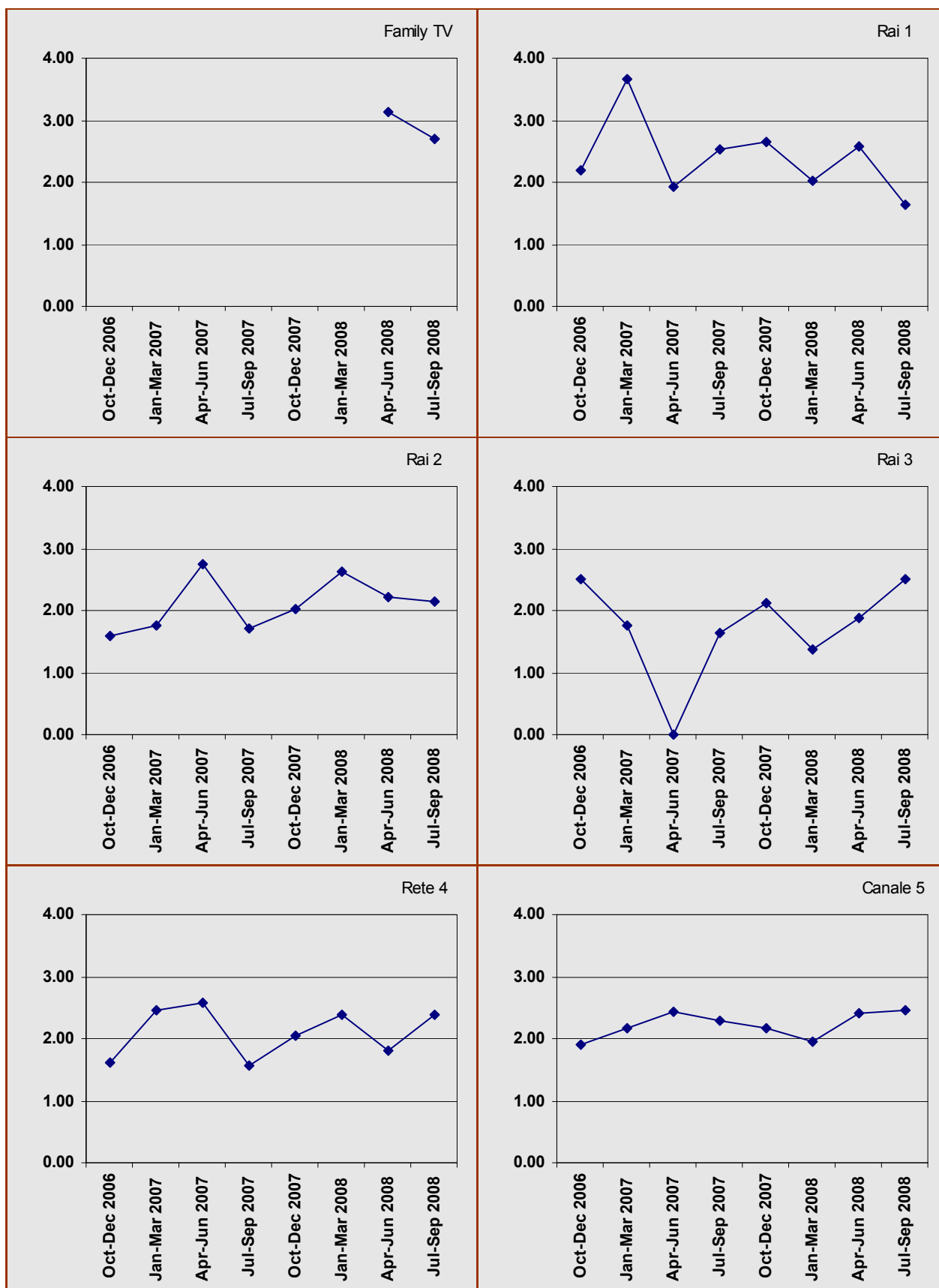
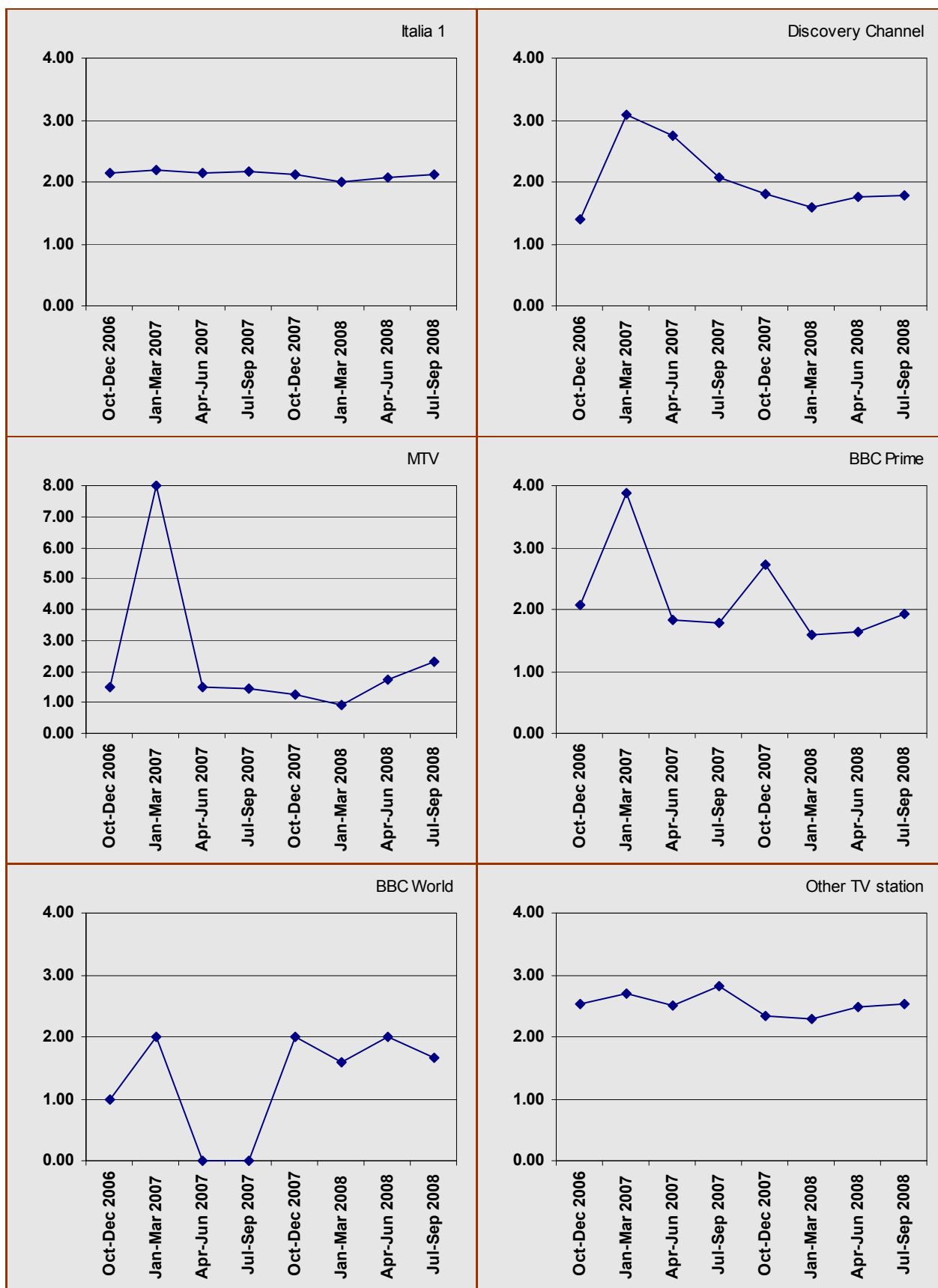


FIGURE 8.3: TV AVERAGE HOURS CONSUMPTION BY Quarter [Oct 2006 – Sep 2008]

Each TV stations' average hours of consumption by quarter are depicted in Figures 8.4.a-r below, which are taken from Table 8.2 above. It is interesting to note post General Elections broadcast consumption of stations in relation to their general programme content and to public service [TVM].





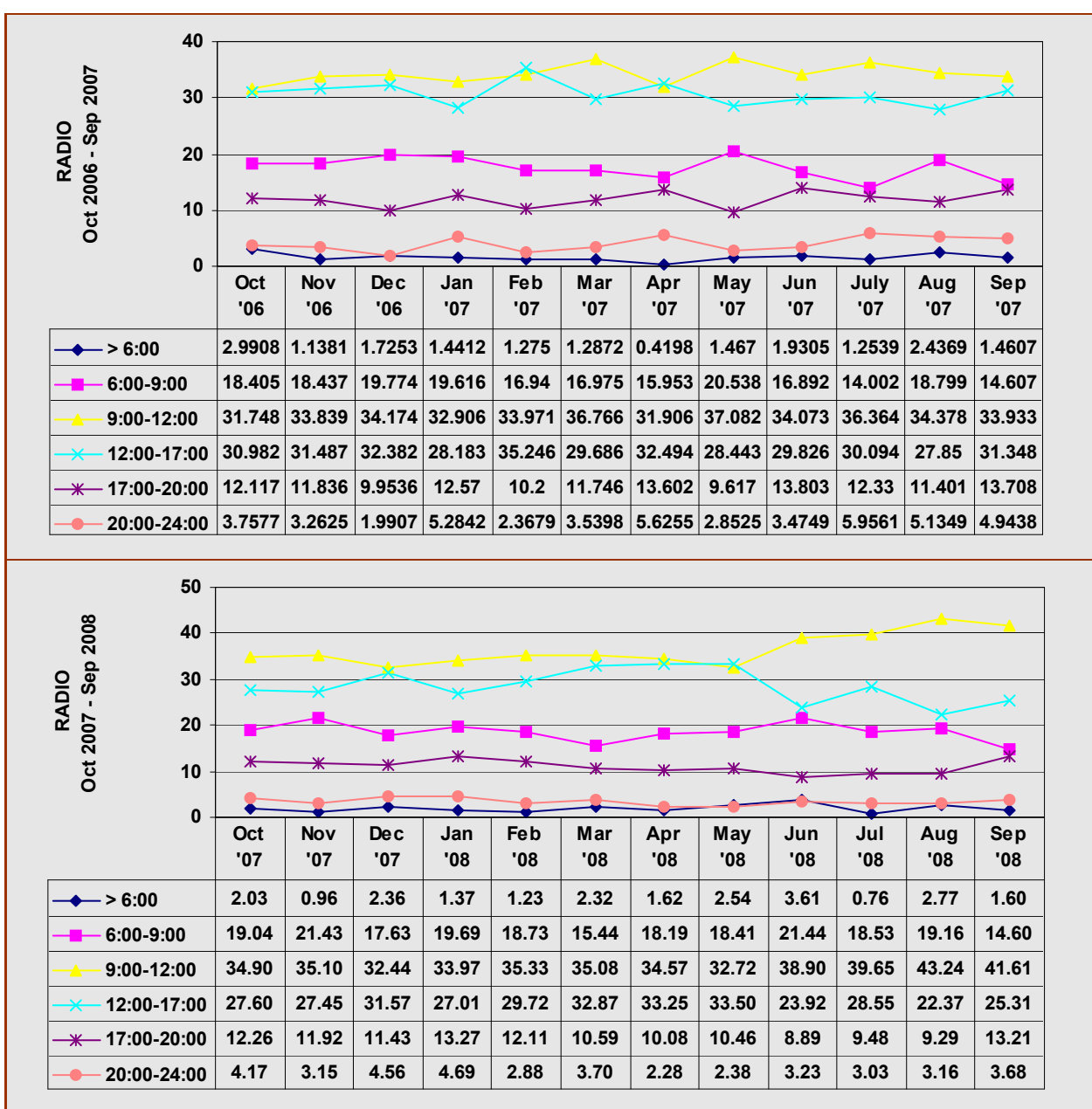


FIGURES 8.4.A-R: TV AVERAGE HOURS CONSUMPTION BY QUARTER – BY STATION [OCT 2006 – SEP 2008]

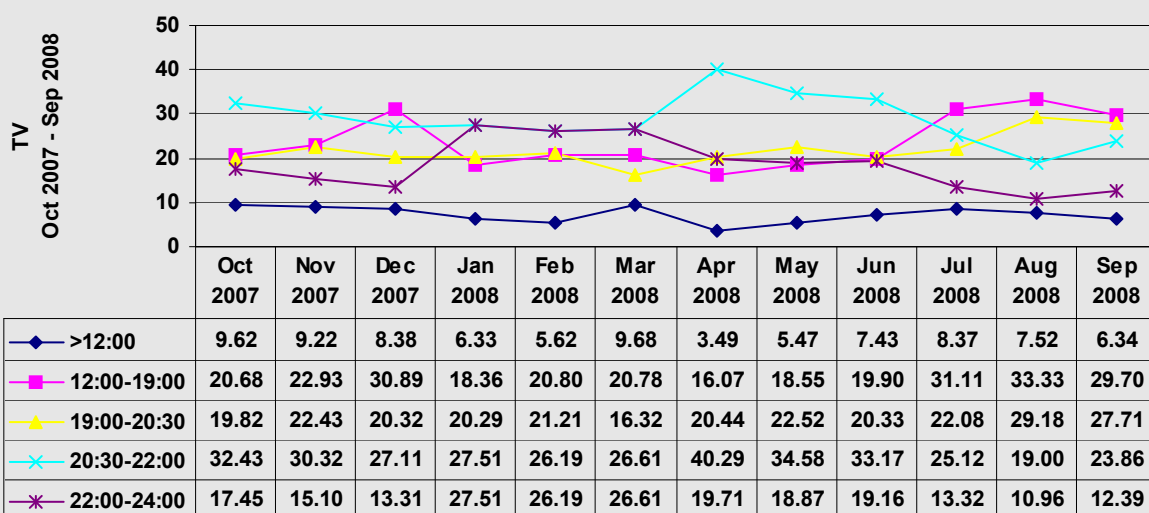
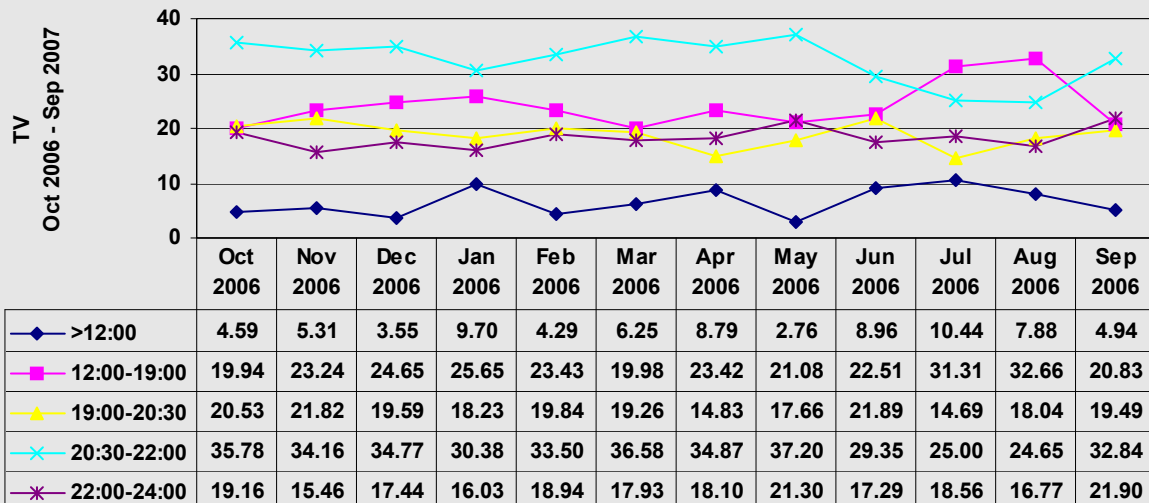
8.3 RADIO AND TV Consumption by Time-brackets and by Month [Oct 2006 – Sep 2008]

The same time-brackets used in previous audiences was again used for this analysis: radio and TV consumption was analysed by such broad time-brackets to highlight consumption trends at different time periods of the 24-hour clock; data collected during the previous broadcasting season of Oct 2006 – Sep 2007 is again being represented.

While during the 2006/7 season, radio consumption by time-brackets has generally maintained its levels throughout the whole 12 months; during the 2007/8 broadcasting season radio consumption during late morning [9:00am – Noon] has increased at the expense of early afternoon listening [Noon – 5:00pm]. TV viewing, on the other hand, has followed similar viewing trends during both assessment periods with the exception of late-night viewing during 2007/8 where consumption during January-March 2008 doubled over the previous quarter – see Figures 8.5.a-d below:



FIGURES 8.5.A-B: RADIO CONSUMPTION BY TIME-BRACKETS – BY MONTH [OCT 2006 – SEP 2008]



FIGURES 8.5.C-D: TV CONSUMPTION BY TIME-BRACKETS – BY MONTH [OCT 2006 – SEP 2008]

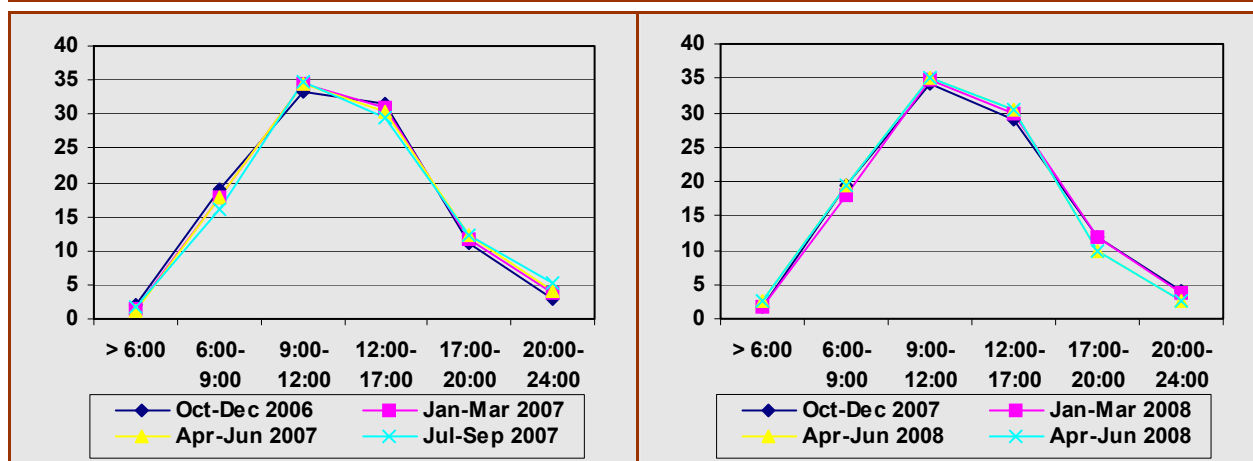
In TV consumption, of note are the early afternoon percentages [Noon – 19:00hrs] which have increased by about 50% during July-September for both broadcasting seasons at the expense of late-night TV broadcasts [0:00pm – Midnight]. The same peak is evident during December 2007. For the General Elections run-up period of January-March 2008 late-night viewing is more than double that of the previous quarter [October-December 2007] and 50% higher of that of the following quarter of April-June 2008 [post General Elections]; reaching its normal levels during July-September.

8.4 Radio and TV Consumption by Time-brackets and by Quarter [Oct 2006 – Sep 2008]

Analysing consumption by the totals of each broadcasting quarter for two broadcasting seasons, radio consumption has maintained the same patterns throughout reaching its highest consumption peaks during late morning broadcasts from 9:00am to Noon; followed by a slight reduction in consumption during early afternoon; and reducing to an average of 11.4% for both broadcasting seasons – see Tables 8.3.a-b and Figures 8.6.a-b below:

TABLES 8.3.A-B: RADIO CONSUMPTION BY TIME-BRACKETS – BY QUARTER [OCT 2006 – SEP 2008]

RADIO	Oct-Dec 2006	Jan-Mar 2007	Apr-Jun 2007	Jul-Sep 2007	RADIO	Oct-Dec 2007	Jan-Mar 2008	Apr-Jun 2008	Jul-Sep 2008
> 6:00	1.94	1.34	1.24	1.77	> 6:00	1.81	1.63	2.62	2.62
6:00-9:00	18.91	17.88	17.86	16.02	6:00-9:00	19.31	17.99	19.29	19.29
9:00-12:00	33.30	34.57	34.39	34.88	9:00-12:00	34.11	34.78	35.16	35.16
12:00-17:00	31.65	30.86	30.25	29.61	12:00-17:00	28.92	29.82	30.45	30.45
17:00-20:00	11.24	11.56	12.25	12.38	17:00-20:00	11.87	12.01	9.86	9.86
20:00-24:00	2.95	3.79	4.00	5.34	20:00-24:00	3.99	3.76	2.62	2.62
	100	100	100	100		100	100	100	100

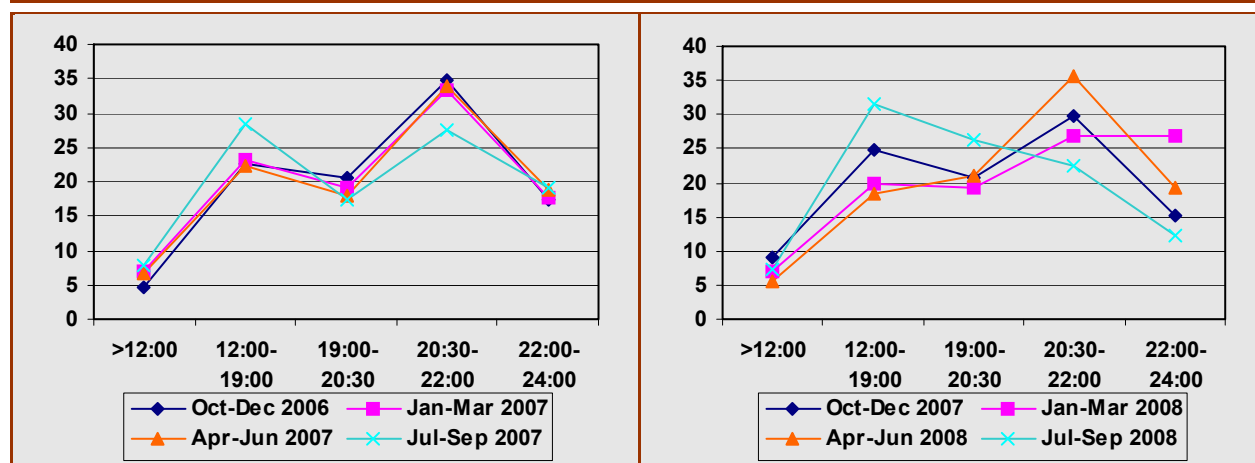


FIGURES 8.6.A-B: RADIO CONSUMPTION BY TIME-BRACKETS – BY QUARTER [OCT 2006 – SEP 2008]

TV consumption, on the other hand, did not follow the same pattern for 2007/8 as that of the previous broadcasting season of 2006/7 – the use of media pre, during and post General Elections are evident. The only similar pattern was that for October-December 2006 and 2007. For January-March 2008 TV consumption during main news bulletins broadcasts was similar to that of the previous year; however TV consumption was less by 6.48% during the next time-bracket [20:30 – 22:00] but maintained up till midnight [26.8%] as against the previous season of 2006/7 where TV consumption dropped by 47.3% [from 33.28% to 17.54% – Jan-March 2007]. For the next broadcasting season of April-June 2008, the same pattern of TV consumption as that of the previous season of 2007 is evident. TV consumption during the last quarter of the broadcasting season of July-September 2008, consumption during main news bulletins was higher by 8.92% over that of the 2007 season but lower during the next two time brackets up till midnight – see Tables 8.3.c-d and Figures 8.6.c-d below:

TABLES 8.3.C-D: TV CONSUMPTION BY TIME-BRACKETS – BY QUARTER [OCT 2006 – SEP 2008]

TV	Oct-Dec 2006	Jan-Mar 2007	Apr-Jun 2007	Jul-Sep 2007	TV	Oct-Dec 2007	Jan-Mar 2008	Apr-Jun 2008	Jul-Sep 2008
>12:00	4.52	6.92	6.81	7.79	>12:00	9.06	7.13	5.66	7.44
12:00-19:00	22.55	23.20	22.36	28.37	12:00-19:00	24.91	19.90	18.38	31.44
19:00-20:30	20.69	19.06	17.89	17.39	19:00-20:30	20.87	19.37	21.16	26.31
20:30-22:00	34.90	33.28	34.00	27.42	20:30-22:00	29.91	26.80	35.60	22.61
22:00-24:00	17.33	17.54	18.94	19.03	22:00-24:00	15.25	26.80	19.20	12.21
	100	100	100	100		100	100	100	100



FIGURES 8.6.C-D: TV CONSUMPTION BY TIME-BRACKETS – BY QUARTER [OCT 2006 – SEP 2008]

8.5 Radio Consumption by Time-Brackets – By Quarter and by Weekday [Oct 2007– Sep 2008]

The audiences for radio and TV were also grouped by time-bracket and analysed by weekday for each broadcasting quarter. Radio consumption maintained its daily consumption peaks during late morning broadcasts from 9:00am to Noon with only one higher peak during early afternoon broadcasts during April-June [post General Elections] – see Tables 8.4.a-g and Figures 8.7.a-g below:

TABLES 8.4.A-G: RADIO CONSUMPTION BY TIME-BRACKETS – BY QUARTER AND BY WEEKDAY
[OCT 2007 – SEP 2008]

Monday	Oct-Dec 2007	Jan-Mar 2008	Apr-Jun 2008	Jul-Sep 2008
> 6:00	2.17	3.88	1.80	0.14
6:00-9:00	19.01	19.27	20.11	20.68
9:00-12:00	32.91	32.23	32.70	44.66
12:00-17:00	31.82	29.24	33.03	22.88
17:00-20:00	10.64	12.85	9.44	9.45
20:00-24:00	3.45	2.55	2.92	2.19
	100	100	100	100

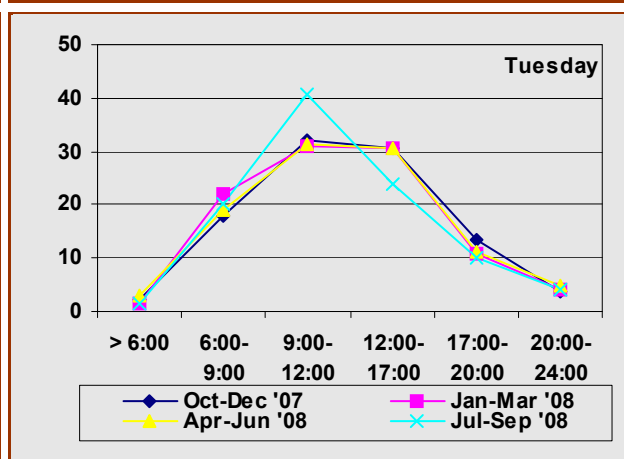
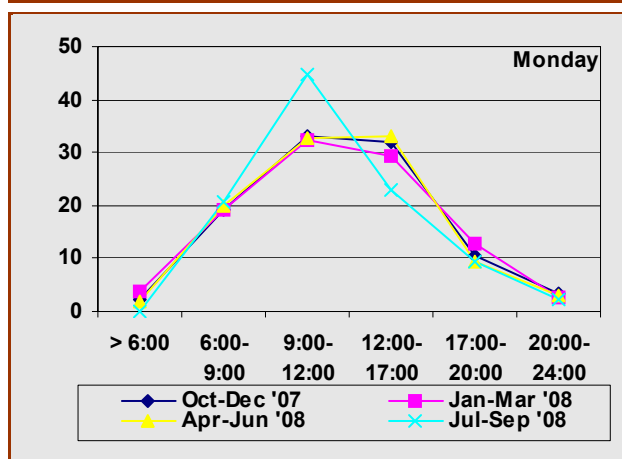
Wednesday	Oct-Dec 2007	Jan-Mar 2008	Apr-Jun 2008	Jul-Sep 2008
> 6:00	0.89	0.27	5.32	4.27
6:00-9:00	22.53	17.44	20.20	17.31
9:00-12:00	36.20	37.68	32.68	36.58
12:00-17:00	24.81	28.50	30.29	28.81
17:00-20:00	12.28	12.25	9.77	10.73
20:00-24:00	3.29	3.86	1.74	2.30
	100	100	100	100

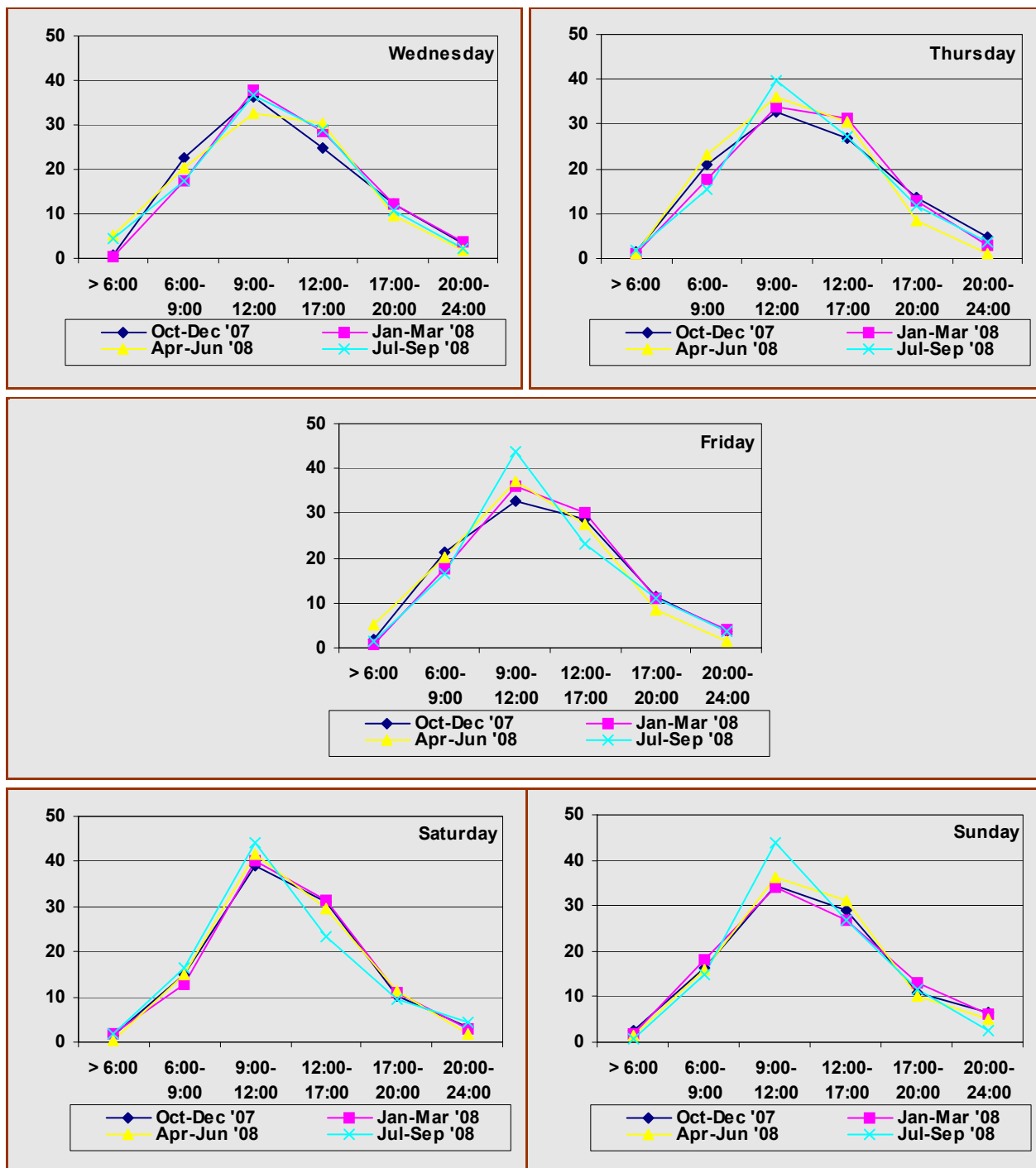
Tuesday	Oct-Dec 2007	Jan-Mar 2008	Apr-Jun 2008	Jul-Sep 2008
> 6:00	2.17	1.60	3.00	1.35
6:00-9:00	18.00	21.89	19.10	20.02
9:00-12:00	31.94	31.12	31.22	40.62
12:00-17:00	30.58	30.50	30.69	23.98
17:00-20:00	13.53	10.82	11.27	10.06
20:00-24:00	3.79	4.06	4.72	3.97
	100	100	100	100

Friday	Oct-Dec 2007	Jan-Mar 2008	Apr-Jun 2008	Jul-Sep 2008
> 6:00	1.99	0.77	5.09	1.38
6:00-9:00	21.50	17.64	20.23	16.69
9:00-12:00	32.83	36.16	37.02	43.66
12:00-17:00	28.50	30.32	27.61	23.34
17:00-20:00	11.33	10.92	8.40	11.17
20:00-24:00	3.86	4.19	1.65	3.76
	100	100	100	100

Saturday	Oct-Dec 2007	Jan-Mar 2008	Apr-Jun 2008	Jul-Sep 2008
> 6:00	1.62	1.66	0.48	1.81
6:00-9:00	15.07	12.75	15.14	16.60
9:00-12:00	38.90	40.23	41.47	44.07
12:00-17:00	30.96	31.46	29.69	23.43
17:00-20:00	10.23	11.09	11.42	9.62
20:00-24:00	3.23	2.81	1.80	4.46
	100	100	100	100

Sunday	Oct-Dec 2007	Jan-Mar 2008	Apr-Jun 2008	Jul-Sep 2008
> 6:00	2.56	1.85	1.56	0.63
6:00-9:00	16.34	18.08	15.78	14.83
9:00-12:00	34.45	34.00	36.25	43.85
12:00-17:00	29.13	26.89	31.09	26.81
17:00-20:00	11.02	12.98	10.31	11.51
20:00-24:00	6.50	6.18	5.00	2.37
	100	100	100	100





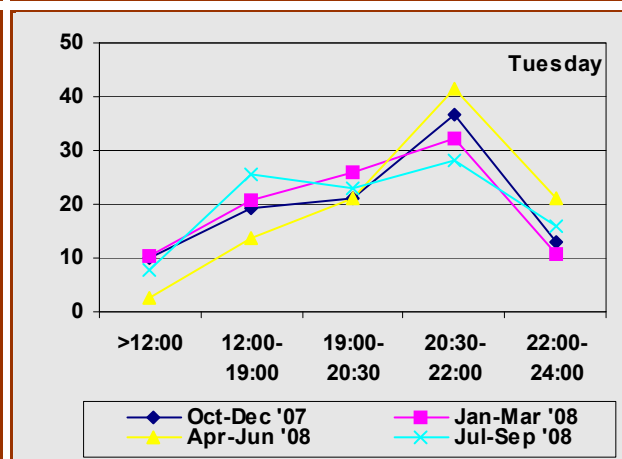
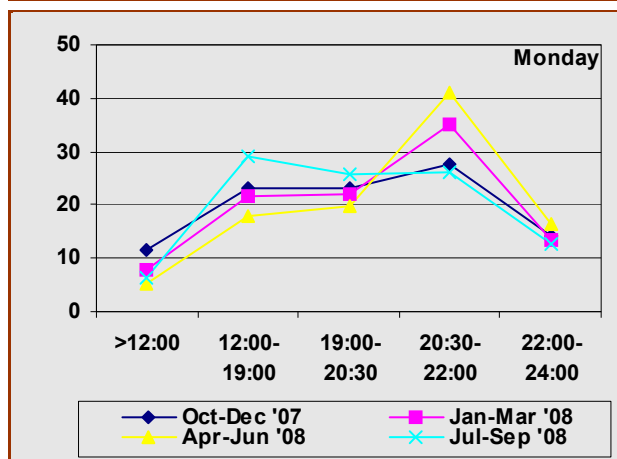
FIGURES 8.7.A-G: RADIO CONSUMPTION BY TIME-BRACKETS – BY QUARTER AND BY WEEKDAY
[OCT 2007 – SEP 2008]

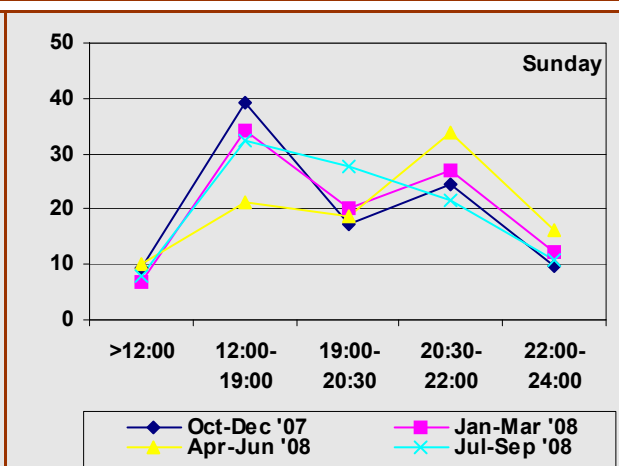
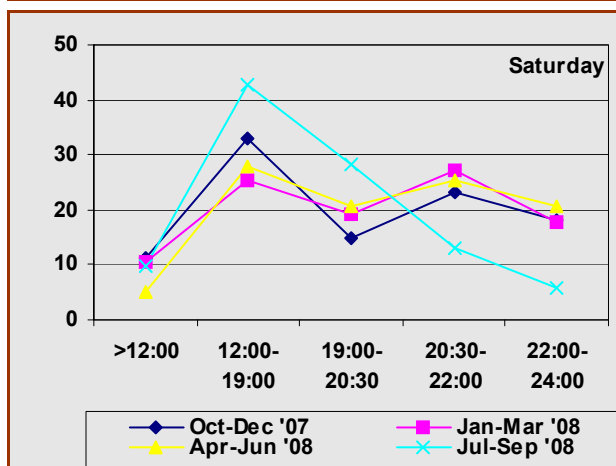
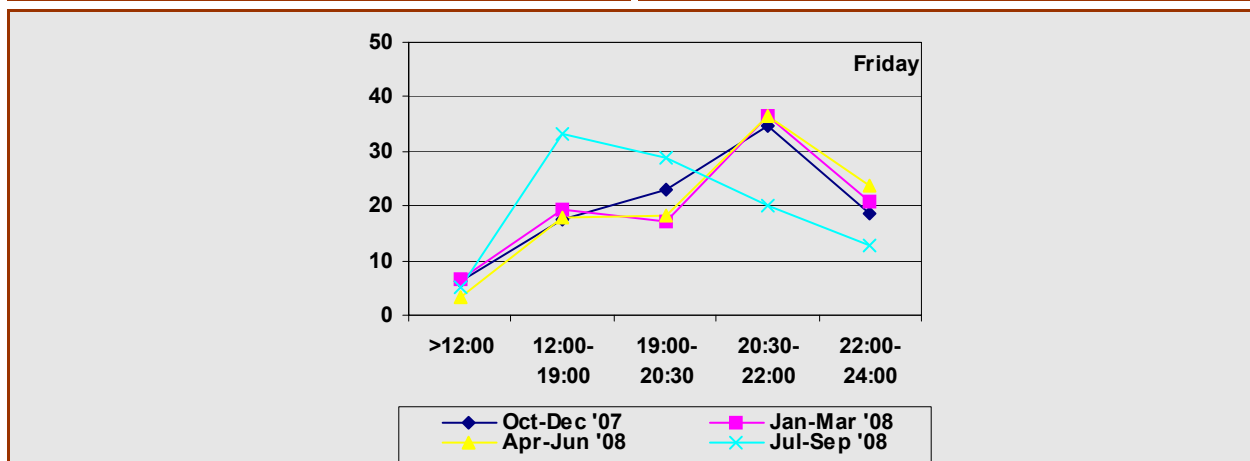
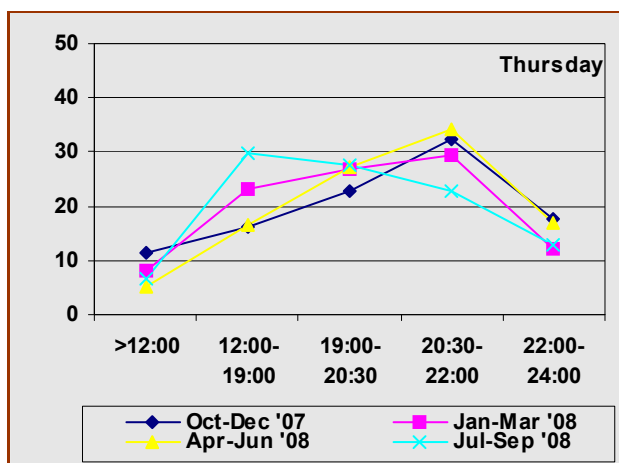
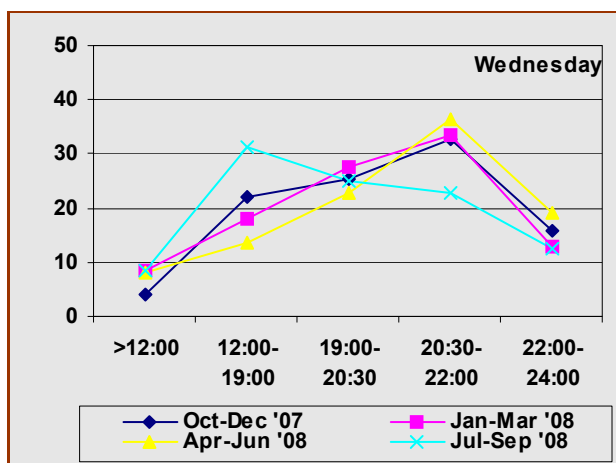
8.6 TV Consumption by Time-Bracket – By Quarter and by Weekday [Oct 2007 – Sep 2008]

TV consumption by time-bracket analysed by weekday shows some very interesting results. During weekdays the highest consumption peaks were reached after main news bulletins [8.30pm – 10:00pm] especially those during April-June which attained the highest peaks; however for the last quarter of July-September 2008 the highest peaks attained were those for afternoon broadcasts up till 7:00pm. Weekend TV consumption was highest during early afternoon broadcasts [12:00-19:00] with the exception of early evening broadcasts [20:30-22:00] on Saturdays during January-March and April-June [pre and post General Elections] – see Tables 8.5.a-g and Figures 8.8.a-g below:

TABLES 8.5.A-G: TV CONSUMPTION BY TIME-BRACKETS – BY QUARTER AND BY WEEKDAY [OCT '07– SEP '08]

Monday	Oct-Dec 2007	Jan-Mar 2008	Apr-Jun 2008	Jul-Sep 2008	Tuesday	Oct-Dec 2007	Jan-Mar 2008	Apr-Jun 2008	Jul-Sep 2008
>12:00	11.54	7.96	5.19	6.46	>12:00	9.83	10.49	2.46	7.70
12:00-19:00	23.21	21.59	17.93	28.99	12:00-19:00	19.24	20.56	13.64	25.41
19:00-20:30	23.21	22.05	19.70	25.56	19:00-20:30	21.07	26.01	21.15	22.84
20:30-22:00	27.69	34.92	40.89	26.22	20:30-22:00	36.80	32.31	41.61	27.97
22:00-24:00	14.36	13.48	16.30	12.78	22:00-24:00	13.06	10.63	21.15	16.08
	100	100	100	100		100	100	100	100
Wednesday	Oct-Dec 2007	Jan-Mar 2008	Apr-Jun 2008	Jul-Sep 2008	Thursday	Oct-Dec 2007	Jan-Mar 2008	Apr-Jun 2008	Jul-Sep 2008
>12:00	3.89	8.38	7.95	8.64	>12:00	11.22	8.01	5.11	6.69
12:00-19:00	22.12	17.85	13.75	31.20	12:00-19:00	16.12	23.29	16.50	29.77
19:00-20:30	25.47	27.50	22.91	24.93	19:00-20:30	22.73	26.85	27.30	27.59
20:30-22:00	32.57	33.52	36.25	22.84	20:30-22:00	32.23	29.53	34.31	22.91
22:00-24:00	15.95	12.75	19.14	12.40	22:00-24:00	17.70	12.31	16.79	13.04
	100	100	100	100		100	100	100	100
Friday	Oct-Dec 2007	Jan-Mar 2008	Apr-Jun 2008	Jul-Sep 2008					
>12:00	6.30	6.47	3.46	4.96					
12:00-19:00	17.40	19.40	17.90	33.09					
19:00-20:30	22.88	17.08	18.27	28.86					
20:30-22:00	34.79	36.32	36.67	20.22					
22:00-24:00	18.63	20.73	23.70	12.87					
	100	100	100	100					
Saturday	Oct-Dec 2007	Jan-Mar 2008	Apr-Jun 2008	Jul-Sep 2008	Sunday	Oct-Dec 2007	Jan-Mar 2008	Apr-Jun 2008	Jul-Sep 2008
>12:00	11.08	10.49	5.20	9.83	>12:00	9.31	6.81	10.04	7.79
12:00-19:00	32.89	25.52	28.03	42.86	12:00-19:00	39.20	34.06	21.22	32.21
19:00-20:30	14.70	19.23	20.66	28.39	19:00-20:30	17.36	20.00	18.81	27.79
20:30-22:00	23.25	27.10	25.29	12.99	20:30-22:00	24.37	26.96	33.93	21.59
22:00-24:00	18.07	17.66	20.81	5.94	22:00-24:00	9.77	12.17	16.01	10.62
	100	100	100	100		100	100	100	100





**FIGURES 8.8.A-G: TV CONSUMPTION BY TIME-BRACKETS – BY QUARTER AND BY WEEKDAY
[OCT 2007– SEP 2008]**

8.7 CONSUMPTION BY BROADCASTING STATION BY TIME BRACKETS – BY DEMOGRAPHICS

All the audiences for the period October 2007 to September 2008 were grouped together by time-brackets; analysed by gender, age-group, and by district; and categorized by broadcasting station. Two sets of data resulted from this analysis: consumption reach for the whole period and consumption audience. Consumption reach by broadcasting stations has already been analysed in previous sections by quarter and further such analysis on the whole broadcasting season would be superfluous.

However, analyzing consumption by demographics and by broadcasting station where each station's totals per demographic factor is given in relation to the distribution of that particular factor for the whole industry would give consumption preferences by station amongst the different demographic variables. This is of utmost importance to advertisers and consumer product promoters.

The total demographic consumption of each local radio broadcasting station were grouped by time brackets and are given in Table 8.6 and Figure 8.9 below while consumption by each radio broadcasting station are given in Tables 8.7.a-o and Figures 8.10.a-o. It is important to note that the percentages given for each broadcasting station are in relation to the whole sample and not to each particular broadcasting station.

On the other hand, the total demographic consumption of each TV station is given in Table 8.8 and figure 8.11. It is also important to note that Family TV started regular broadcasts only during April 2008 and as such, analysis by demographics and by time-bracket for Family TV would be misleading. With such an issue, the data for Family TV was calculated as a percentage of all viewers for the last six months of this assessment period [April-September 2008]. The data for Family TV is therefore only indicative of 6-months broadcasts. The data for consumption by each TV broadcasting station is found in Tables 8.9.a-or and Figures 8.12.a-o below.

TABLE 8.6: RADIO CONSUMPTION BY DEMOGRAPHIC FACTORS – ALL STATIONS BY DEMOGRAPHIC TOTAL [OCT 2007 – SEP 2008]

	Gender		Age group							District					
	Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
Radju Malta	6.55	8.63	0.00	0.97	0.82	2.32	10.33	16.77	15.75	6.10	6.08	7.98	9.40	9.55	11.97
Radju Parlament 106.6	0.88	1.06	2.55	0.89	1.06	2.31	0.43	0.07	0.00	1.12	0.91	1.54	0.74	1.25	0.00
Magic Radio	4.44	5.67	3.18	4.40	12.16	10.09	3.19	0.76	0.00	4.85	5.73	3.38	5.44	9.10	1.05
One Radio	21.49	24.09	8.60	3.00	5.47	15.51	33.23	35.74	17.29	30.24	14.78	35.43	20.96	18.58	20.62
Radio 101	7.94	5.28	4.46	1.18	2.61	4.54	7.66	8.50	17.07	5.10	6.37	5.78	7.36	7.08	6.93
Bay Radio	16.00	8.48	43.31	53.55	33.55	9.88	1.91	0.43	0.00	10.12	14.40	8.60	12.86	9.97	9.15
Calypso Radio	11.40	14.79	4.46	3.89	6.86	24.29	14.82	4.92	0.88	14.93	13.12	10.58	13.65	14.31	14.97
RTK	4.89	9.88	0.00	0.93	1.63	2.57	8.51	18.51	22.65	6.05	10.23	6.81	5.95	8.19	10.75
Smash Radio	5.44	3.11	14.65	9.13	9.39	6.21	1.81	0.12	0.00	3.77	5.05	2.04	5.29	2.57	4.66
Radju Marija	3.46	9.71	5.41	0.25	1.14	2.60	10.60	10.94	24.07	7.62	7.56	5.30	8.45	6.46	8.15
Campus FM	1.50	0.24	0.00	0.00	0.00	0.84	1.01	0.74	0.66	0.73	0.64	0.95	0.64	1.01	0.33
Capital Radio	6.06	3.57	5.10	5.58	13.55	10.20	0.66	0.29	0.00	3.53	5.78	4.55	4.78	4.06	3.05
XFM	5.80	2.03	1.91	11.83	11.59	4.12	1.40	0.05	0.00	2.50	4.41	3.43	2.34	5.49	2.27
Community Stations	2.70	3.00	4.46	3.34	0.16	3.48	3.76	1.39	0.22	2.86	4.57	2.74	1.09	0.73	4.49
Foreign Radio Station	1.41	0.46	1.91	1.06	0.00	1.04	0.67	0.69	1.42	0.47	0.33	0.87	1.06	1.67	1.61
Total %	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

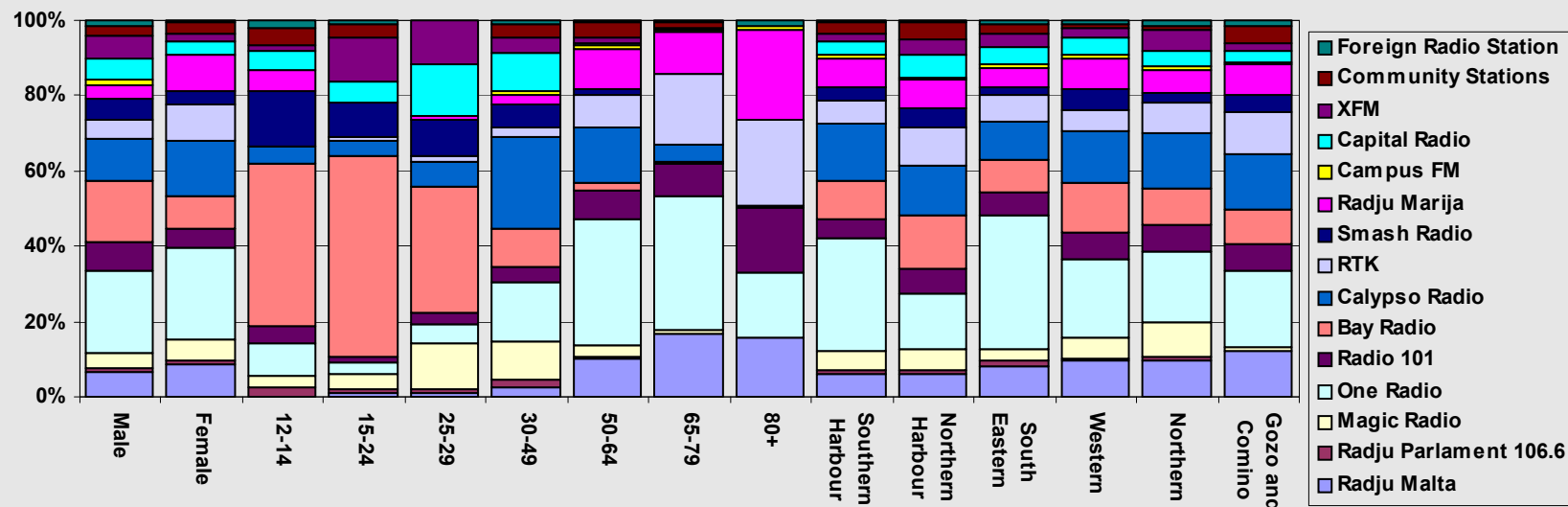
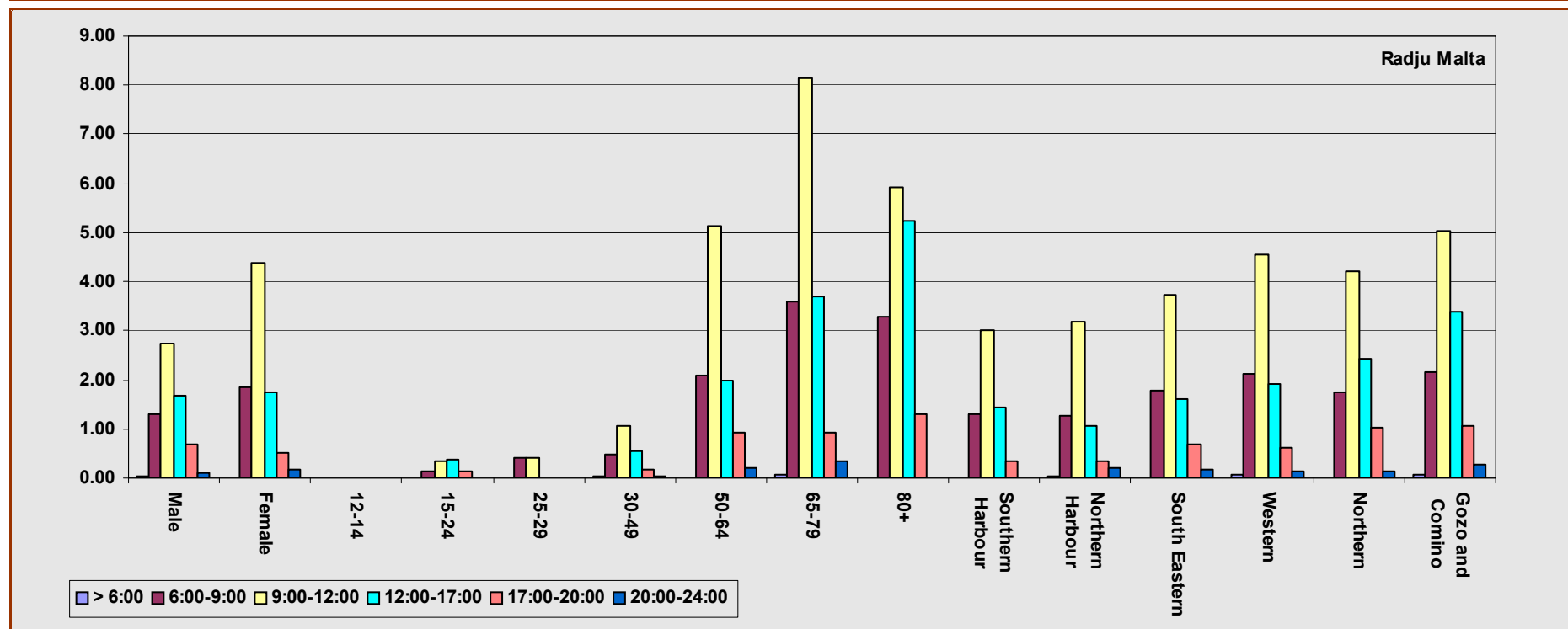


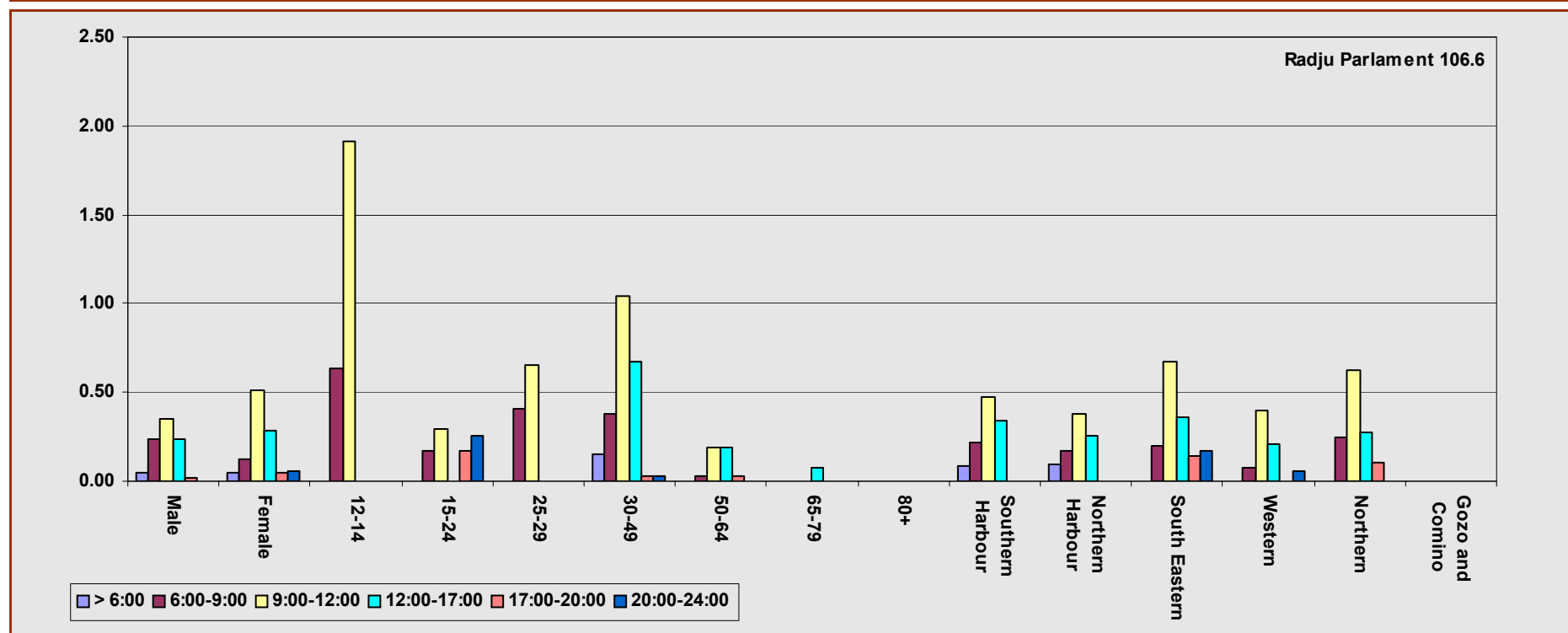
FIGURE 8.9: RADIO CONSUMPTION BY DEMOGRAPHIC FACTORS – ALL STATIONS BY DEMOGRAPHIC TOTAL [OCT- 2007 – SEP 2008]

TABLES 8.7.A-O AND FIGURES 8.10.A-O: RADIO CONSUMPTION BY DEMOGRAPHIC FACTORS – BY BROADCASTING STATION [OCT 2007 – SEP 2008]

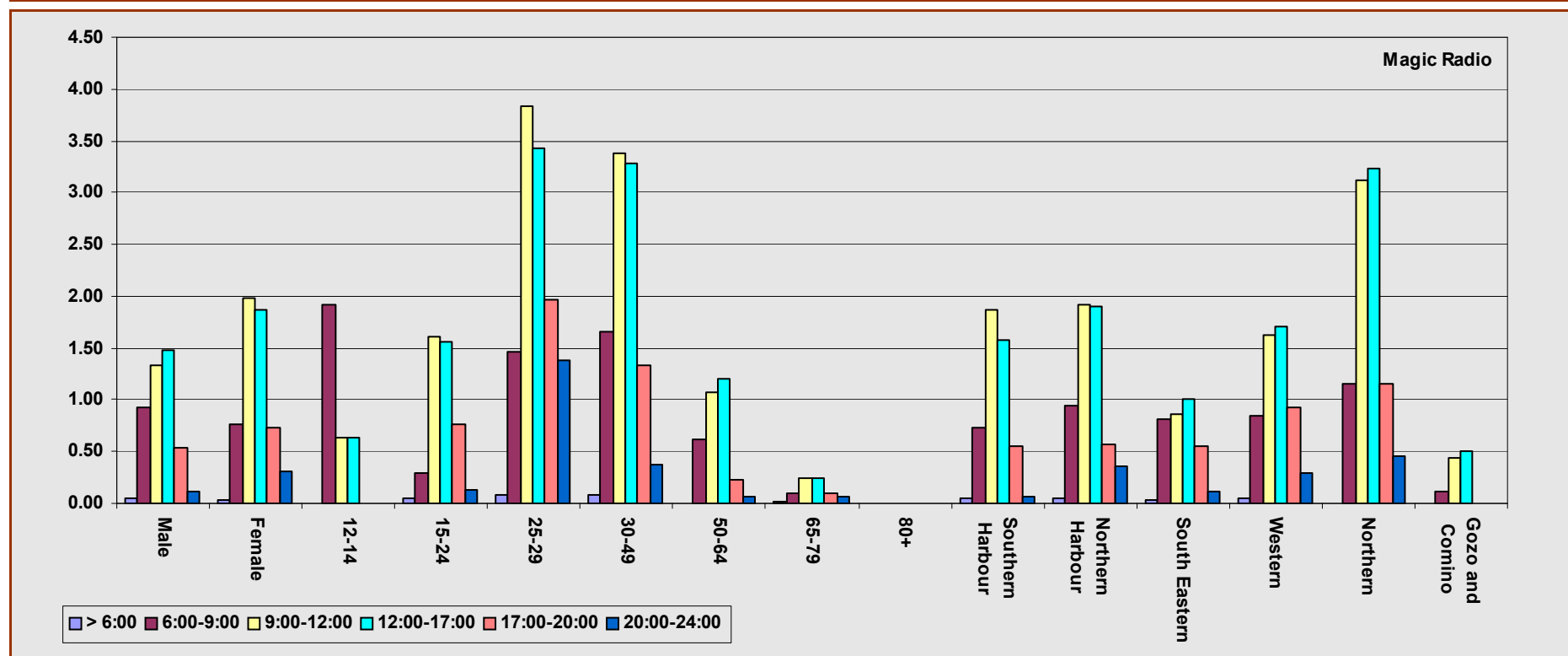
Radju Malta	Gender		Age group							District					
	Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
> 6:00	0.045	0.007	0.000	0.000	0.000	0.031	0.000	0.072	0.000	0.000	0.032	0.000	0.053	0.000	0.055
6:00-9:00	1.307	1.833	0.000	0.127	0.408	0.473	2.076	3.607	3.282	1.314	1.270	1.787	2.125	1.736	2.162
9:00-12:00	2.747	4.366	0.000	0.338	0.408	1.069	5.123	8.146	5.908	3.015	3.191	3.713	4.568	4.201	5.044
12:00-17:00	1.664	1.748	0.000	0.380	0.000	0.534	1.982	3.703	5.252	1.421	1.064	1.619	1.912	2.431	3.381
17:00-20:00	0.681	0.521	0.000	0.127	0.000	0.183	0.930	0.908	1.313	0.345	0.333	0.698	0.611	1.042	1.053
20:00-24:00	0.112	0.157	0.000	0.000	0.000	0.031	0.216	0.334	0.000	0.000	0.191	0.168	0.133	0.139	0.277
Total %	6.555	8.632	0.000	0.972	0.816	2.321	10.326	16.770	15.755	6.095	6.081	7.984	9.402	9.549	11.973



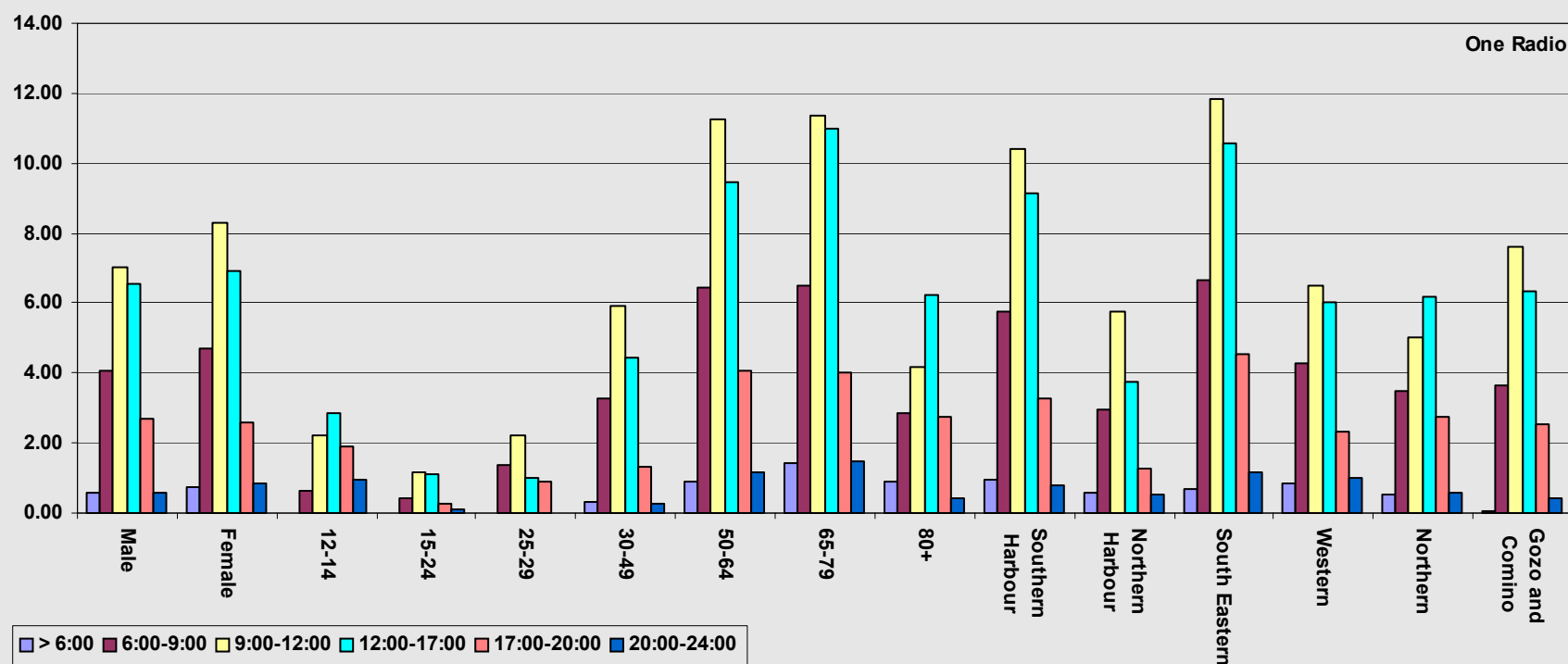
Radju Parlament 106.6	Gender		Age group							District					
	Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
> 6:00	0.045	0.043	0.000	0.000	0.000	0.153	0.000	0.000	0.000	0.086	0.095	0.000	0.000	0.000	0.000
6:00-9:00	0.235	0.121	0.637	0.169	0.408	0.382	0.027	0.000	0.000	0.215	0.175	0.195	0.080	0.243	0.000
9:00-12:00	0.346	0.514	1.911	0.296	0.653	1.038	0.189	0.000	0.000	0.474	0.381	0.670	0.398	0.625	0.000
12:00-17:00	0.235	0.285	0.000	0.000	0.000	0.672	0.189	0.072	0.000	0.345	0.254	0.363	0.212	0.278	0.000
17:00-20:00	0.022	0.043	0.000	0.169	0.000	0.031	0.027	0.000	0.000	0.000	0.000	0.140	0.000	0.104	0.000
20:00-24:00	0.000	0.057	0.000	0.254	0.000	0.031	0.000	0.000	0.000	0.000	0.000	0.168	0.053	0.000	0.000
Total %	0.882	1.063	2.548	0.888	1.061	2.306	0.431	0.072	0.000	1.120	0.905	1.535	0.744	1.250	0.000



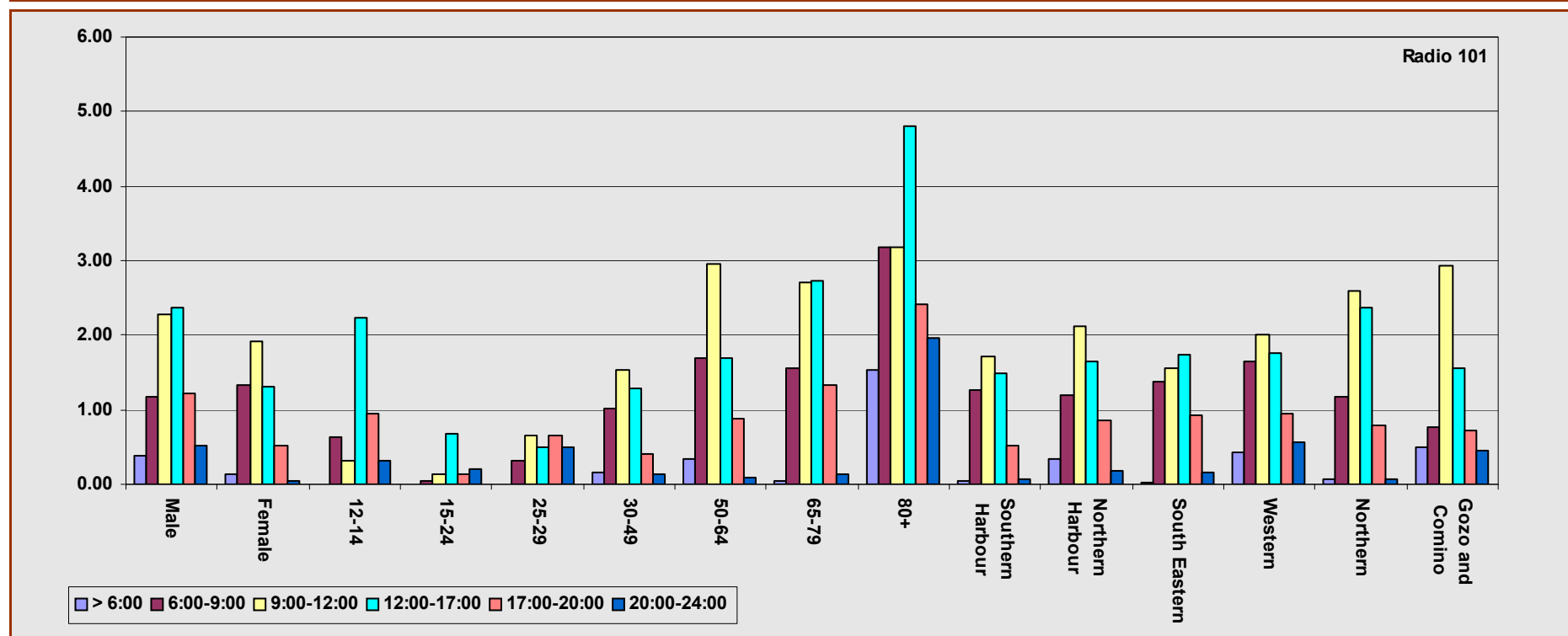
Magic Radio	Gender		Age group							District					
	Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
> 6:00	0.045	0.029	0.000	0.042	0.082	0.076	0.000	0.024	0.000	0.043	0.048	0.028	0.053	0.000	0.000
6:00-9:00	0.927	0.756	1.911	0.296	1.469	1.649	0.620	0.096	0.000	0.732	0.937	0.810	0.850	1.146	0.111
9:00-12:00	1.340	1.983	0.637	1.606	3.837	3.375	1.078	0.239	0.000	1.874	1.921	0.865	1.620	3.125	0.443
12:00-17:00	1.485	1.869	0.637	1.564	3.429	3.283	1.200	0.239	0.000	1.572	1.905	1.005	1.700	3.229	0.499
17:00-20:00	0.536	0.728	0.000	0.761	1.959	1.328	0.229	0.096	0.000	0.560	0.572	0.558	0.930	1.146	0.000
20:00-24:00	0.112	0.307	0.000	0.127	1.388	0.382	0.067	0.072	0.000	0.065	0.349	0.112	0.292	0.451	0.000
Total %	4.444	5.672	3.185	4.396	12.163	10.093	3.195	0.764	0.000	4.846	5.732	3.378	5.445	9.097	1.053



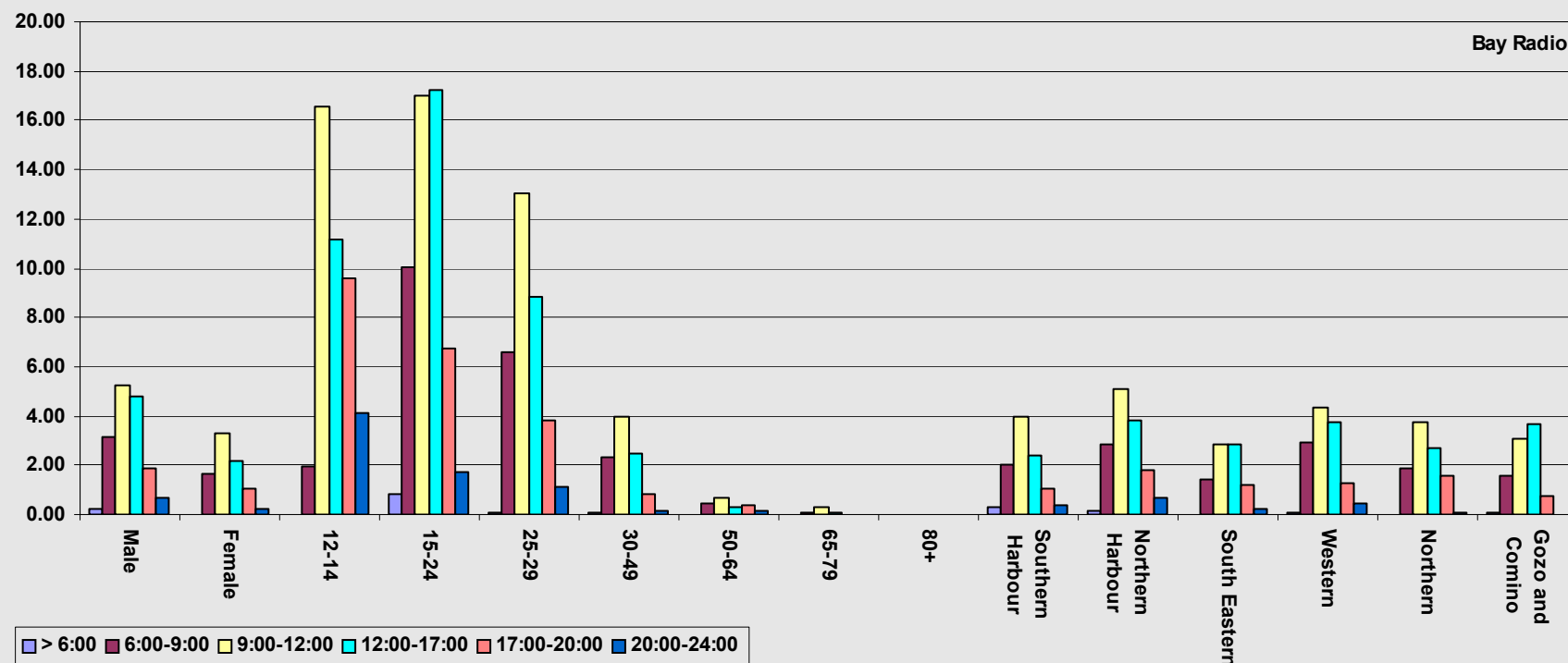
One Radio	Gender		Age group							District					
	Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
> 6:00	0.558	0.735	0.000	0.000	0.000	0.305	0.876	1.433	0.875	0.948	0.572	0.698	0.850	0.521	0.055
6:00-9:00	4.042	4.687	0.637	0.423	1.388	3.283	6.444	6.474	2.845	5.751	2.937	6.644	4.303	3.507	3.659
9:00-12:00	7.046	8.297	2.229	1.141	2.204	5.909	11.229	11.347	4.158	10.381	5.748	11.837	6.481	5.035	7.594
12:00-17:00	6.533	6.920	2.866	1.099	0.980	4.443	9.437	10.989	6.236	9.132	3.731	10.553	6.003	6.181	6.319
17:00-20:00	2.714	2.590	1.911	0.254	0.898	1.328	4.071	4.037	2.735	3.252	1.286	4.523	2.311	2.743	2.550
20:00-24:00	0.592	0.856	0.955	0.085	0.000	0.244	1.173	1.457	0.438	0.775	0.508	1.173	1.009	0.590	0.443
Total %	21.485	24.085	8.599	3.001	5.469	15.514	33.230	35.738	17.287	30.239	14.782	35.427	20.956	18.576	20.621



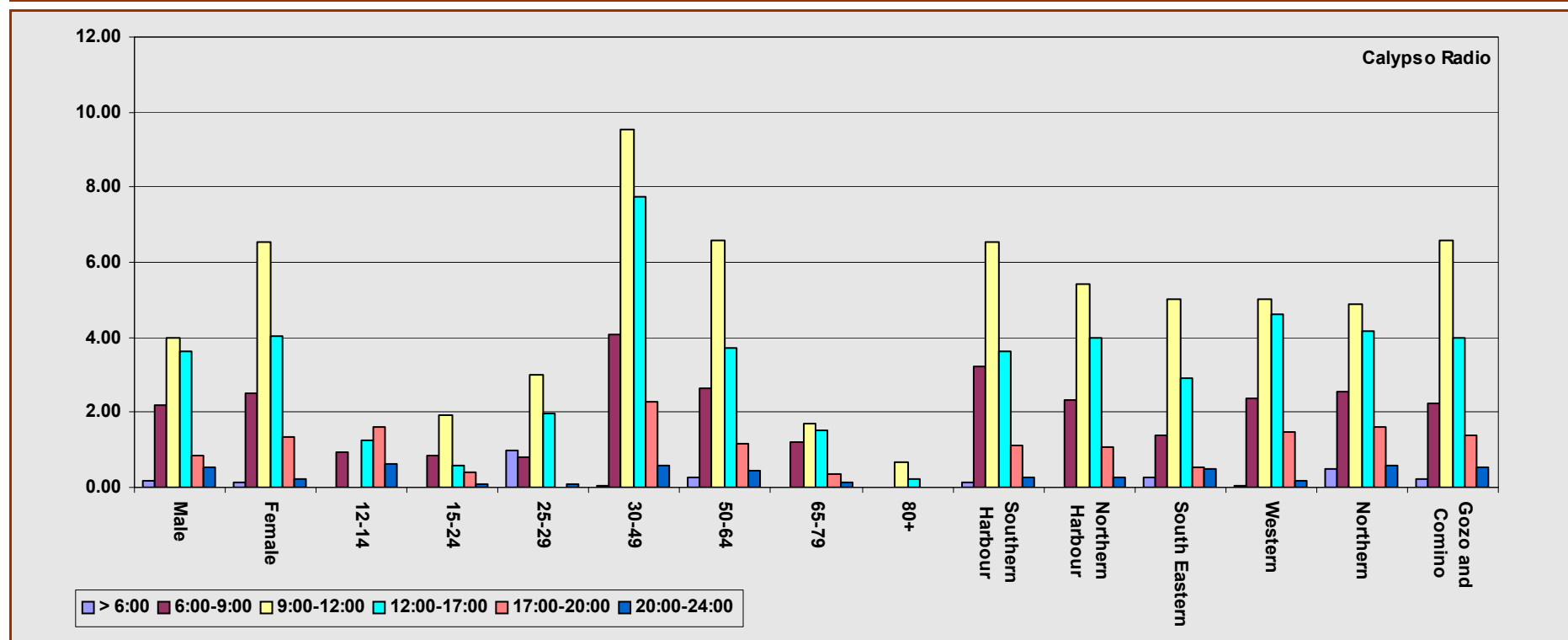
Radio 101	Gender		Age group							District					
	Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
6:00-9:00	0.380	0.128	0.000	0.000	0.000	0.168	0.337	0.048	1.532	0.043	0.349	0.028	0.425	0.069	0.499
9:00-12:00	1.184	1.341	0.637	0.042	0.327	1.023	1.699	1.553	3.173	1.271	1.207	1.368	1.647	1.181	0.776
12:00-17:00	2.278	1.926	0.318	0.127	0.653	1.527	2.966	2.699	3.173	1.723	2.128	1.563	2.019	2.604	2.938
17:00-20:00	2.367	1.313	2.229	0.676	0.490	1.283	1.685	2.723	4.814	1.486	1.635	1.731	1.753	2.361	1.552
20:00-24:00	1.217	0.528	0.955	0.127	0.653	0.397	0.876	1.338	2.407	0.517	0.857	0.921	0.956	0.799	0.721
20:00-24:00	0.514	0.043	0.318	0.211	0.490	0.137	0.094	0.143	1.969	0.065	0.191	0.168	0.558	0.069	0.443
Total %	7.940	5.279	4.459	1.183	2.612	4.535	7.657	8.505	17.068	5.104	6.367	5.779	7.357	7.083	6.929



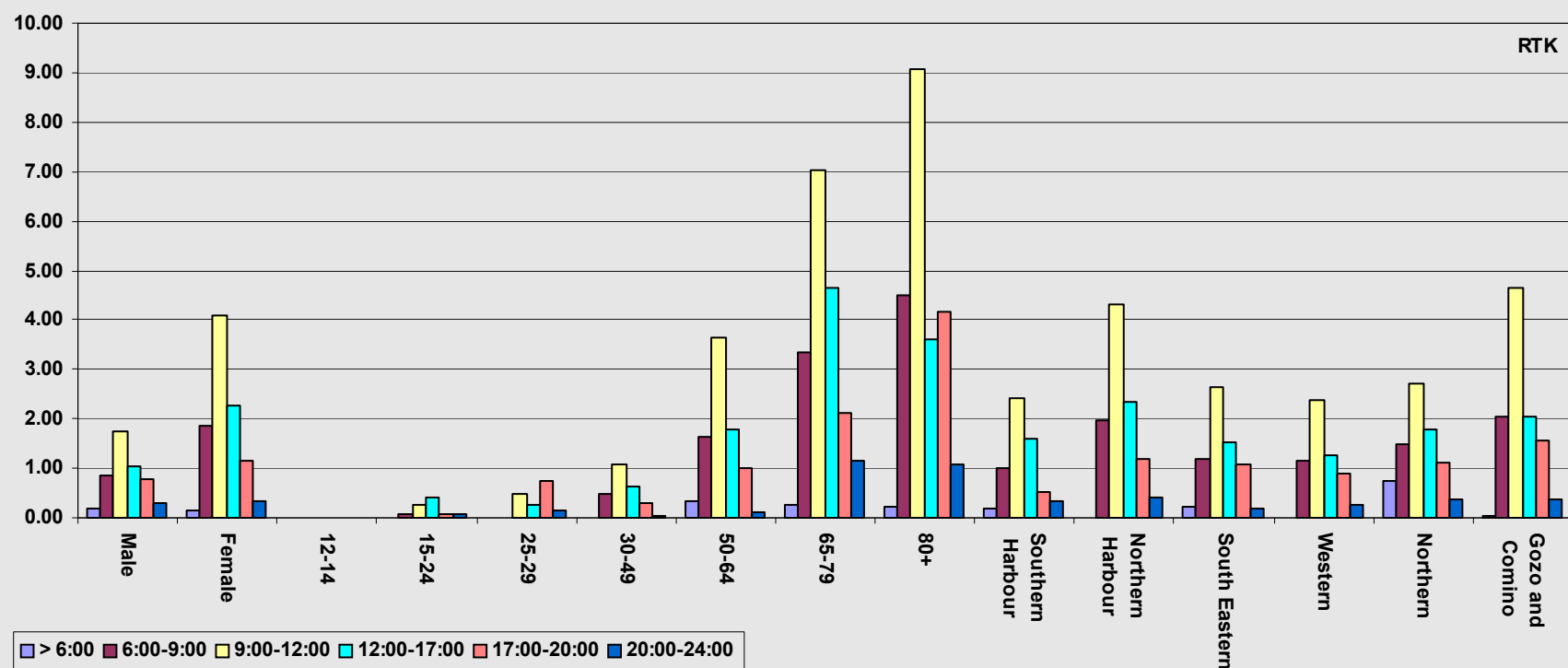
Bay Radio	Gender		Age group							District					
	Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
> 6:00	0.257	0.021	0.000	0.845	0.082	0.061	0.013	0.000	0.000	0.302	0.127	0.000	0.080	0.000	0.055
6:00-9:00	3.160	1.648	1.911	10.017	6.612	2.336	0.445	0.096	0.000	2.003	2.810	1.452	2.922	1.840	1.608
9:00-12:00	5.226	3.332	16.561	16.991	13.061	3.985	0.661	0.263	0.000	3.984	5.129	2.820	4.329	3.750	3.049
12:00-17:00	4.802	2.197	11.146	17.244	8.816	2.489	0.283	0.072	0.000	2.369	3.827	2.875	3.745	2.674	3.659
17:00-20:00	1.887	1.056	9.554	6.762	3.837	0.825	0.350	0.000	0.000	1.077	1.810	1.228	1.301	1.597	0.776
20:00-24:00	0.670	0.221	4.140	1.691	1.143	0.183	0.162	0.000	0.000	0.388	0.699	0.223	0.478	0.104	0.000
Total %	16.002	8.475	43.312	53.550	33.551	9.879	1.914	0.430	0.000	10.123	14.401	8.599	12.855	9.965	9.146



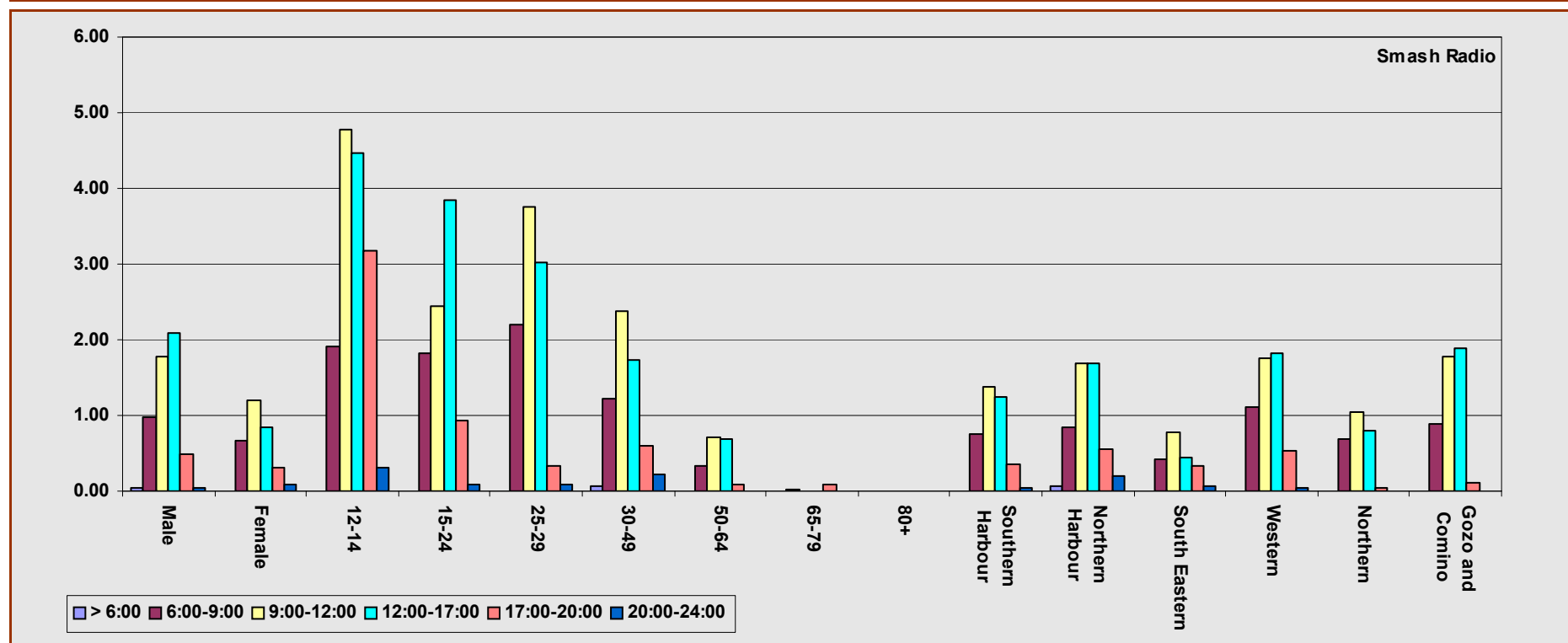
Calypso Radio	Gender		Age group							District					
	Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
> 6:00	0.201	0.128	0.000	0.000	0.980	0.046	0.283	0.000	0.000	0.129	0.016	0.279	0.027	0.486	0.222
6:00-9:00	2.189	2.511	0.955	0.845	0.816	4.092	2.656	1.194	0.000	3.231	2.318	1.368	2.390	2.535	2.217
9:00-12:00	3.975	6.535	0.000	1.944	3.020	9.528	6.565	1.720	0.656	6.526	5.430	4.997	4.993	4.896	6.596
12:00-17:00	3.629	4.038	1.274	0.592	1.959	7.757	3.721	1.505	0.219	3.640	4.001	2.903	4.622	4.167	3.991
17:00-20:00	0.871	1.334	1.592	0.423	0.000	2.275	1.159	0.358	0.000	1.120	1.064	0.530	1.461	1.632	1.386
20:00-24:00	0.536	0.243	0.637	0.085	0.082	0.596	0.431	0.143	0.000	0.280	0.286	0.503	0.159	0.590	0.554
Total %	11.401	14.789	4.459	3.888	6.857	24.294	14.815	4.921	0.875	14.926	13.115	10.581	13.652	14.306	14.967



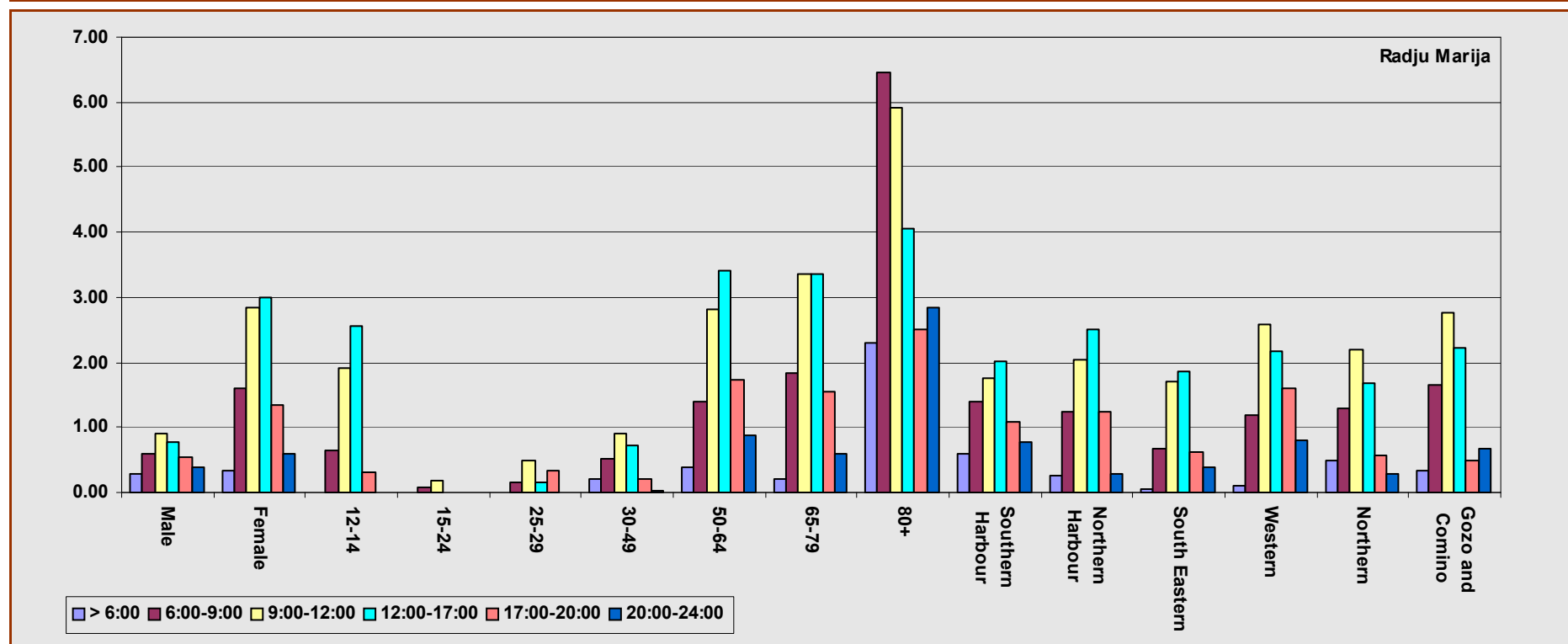
RTK	Gender		Age group							District					
	Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
> 6:00	0.179	0.164	0.000	0.000	0.000	0.015	0.337	0.263	0.219	0.172	0.016	0.223	0.000	0.729	0.055
6:00-9:00	0.849	1.855	0.000	0.085	0.000	0.489	1.631	3.344	4.486	0.991	1.969	1.200	1.142	1.493	2.051
9:00-12:00	1.742	4.095	0.000	0.254	0.490	1.084	3.640	7.023	9.081	2.412	4.319	2.624	2.390	2.708	4.656
12:00-17:00	1.027	2.283	0.000	0.423	0.245	0.626	1.766	4.634	3.611	1.615	2.334	1.508	1.275	1.771	2.051
17:00-20:00	0.782	1.156	0.000	0.085	0.735	0.305	1.011	2.102	4.158	0.538	1.191	1.089	0.876	1.111	1.552
20:00-24:00	0.313	0.328	0.000	0.085	0.163	0.046	0.121	1.147	1.094	0.323	0.397	0.168	0.266	0.382	0.388
Total %	4.891	9.881	0.000	0.930	1.633	2.565	8.506	18.514	22.648	6.052	10.225	6.812	5.950	8.194	10.754



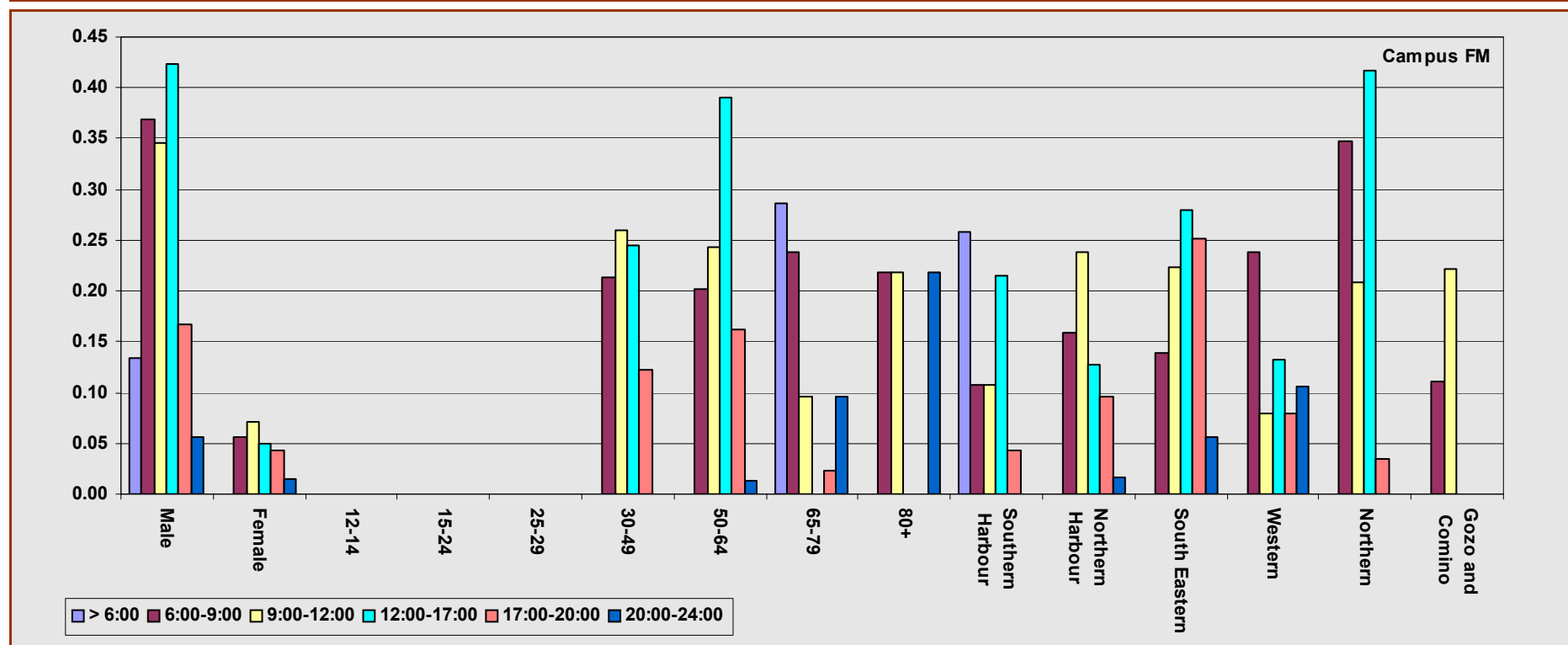
Smash Radio	Gender		Age group							District					
	Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
> 6:00	0.045	0.000	0.000	0.000	0.000	0.061	0.000	0.000	0.000	0.000	0.064	0.000	0.000	0.000	0.000
6:00-9:00	0.983	0.663	1.911	1.817	2.204	1.222	0.324	0.024	0.000	0.754	0.842	0.419	1.116	0.694	0.887
9:00-12:00	1.787	1.191	4.777	2.451	3.755	2.382	0.701	0.000	0.000	1.378	1.699	0.782	1.753	1.042	1.774
12:00-17:00	2.099	0.849	4.459	3.846	3.020	1.741	0.688	0.000	0.000	1.249	1.699	0.447	1.833	0.799	1.885
17:00-20:00	0.480	0.307	3.185	0.930	0.327	0.596	0.094	0.096	0.000	0.345	0.556	0.335	0.531	0.035	0.111
20:00-24:00	0.045	0.100	0.318	0.085	0.082	0.214	0.000	0.000	0.000	0.043	0.191	0.056	0.053	0.000	0.000
Total %	5.438	3.111	14.650	9.129	9.388	6.215	1.806	0.119	0.000	3.769	5.049	2.038	5.286	2.569	4.656



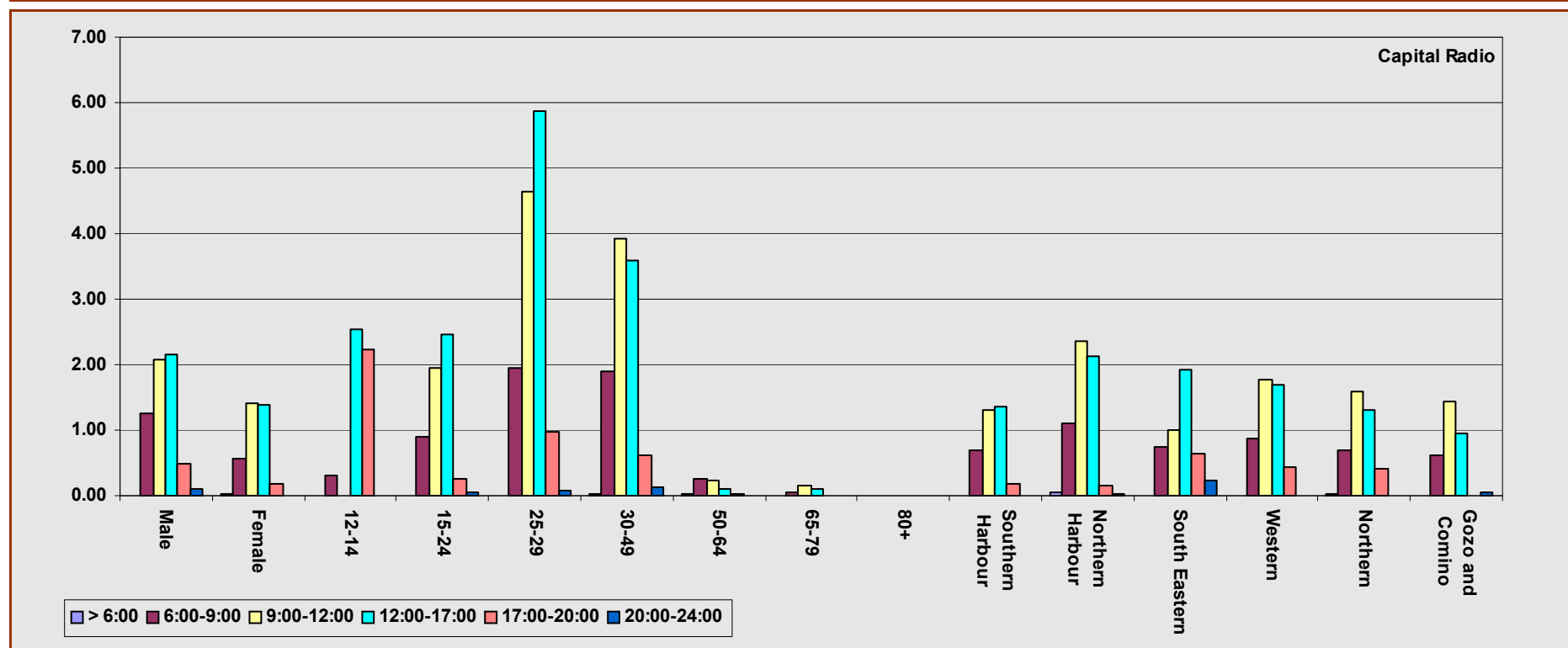
Radju Marija	Gender		Age group							District					
	Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
> 6:00	0.279	0.328	0.000	0.000	0.000	0.199	0.377	0.215	2.298	0.603	0.270	0.056	0.106	0.486	0.333
6:00-9:00	0.592	1.612	0.637	0.085	0.163	0.504	1.402	1.839	6.455	1.400	1.238	0.670	1.195	1.285	1.663
9:00-12:00	0.905	2.847	1.911	0.169	0.490	0.916	2.817	3.368	5.908	1.745	2.032	1.703	2.576	2.188	2.772
12:00-17:00	0.771	2.989	2.548	0.000	0.163	0.733	3.397	3.368	4.048	2.025	2.493	1.870	2.178	1.667	2.217
17:00-20:00	0.536	1.334	0.318	0.000	0.327	0.214	1.726	1.553	2.516	1.077	1.238	0.614	1.594	0.556	0.499
20:00-24:00	0.380	0.599	0.000	0.000	0.000	0.031	0.876	0.597	2.845	0.775	0.286	0.391	0.797	0.278	0.665
Total %	3.462	9.710	5.414	0.254	1.143	2.596	10.596	10.941	24.070	7.624	7.558	5.304	8.446	6.458	8.149



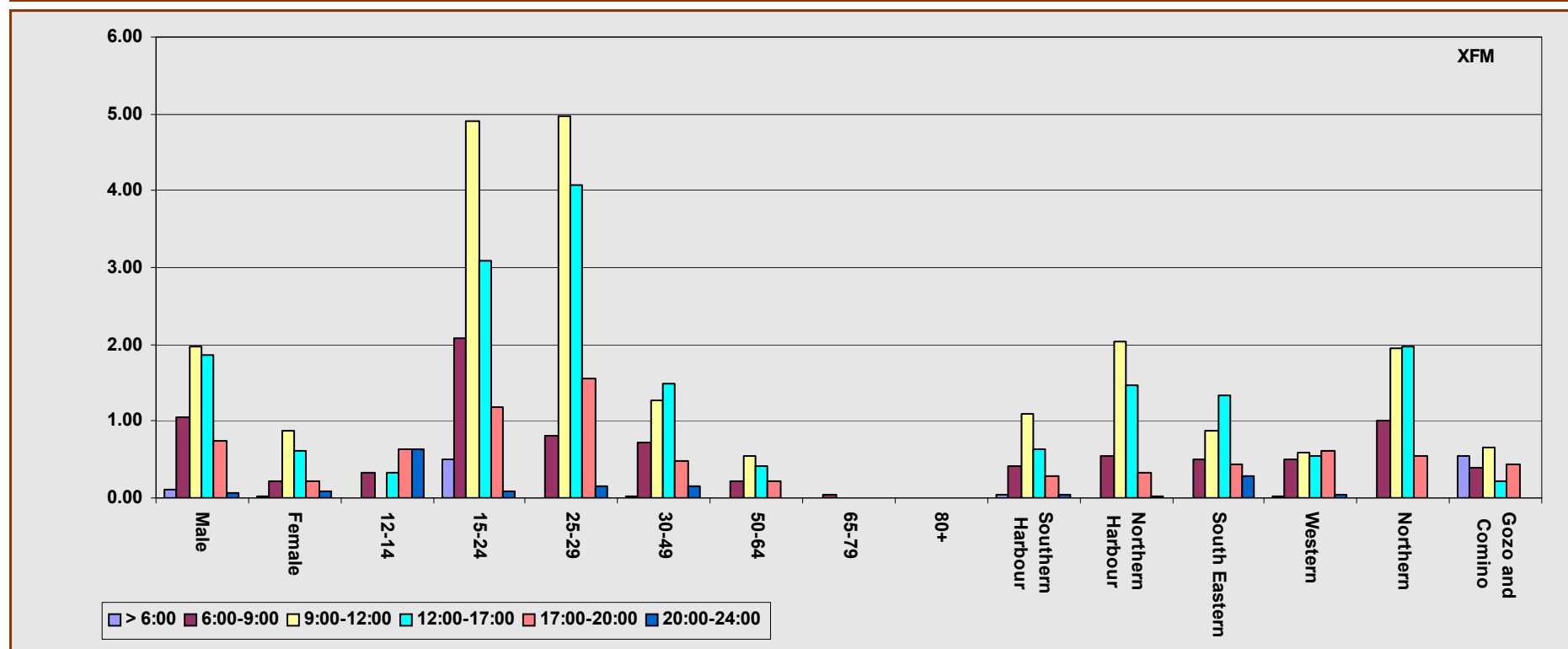
Campus FM	Gender		Age group							District					
	Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
> 6:00	0.134	0.000	0.000	0.000	0.000	0.000	0.000	0.287	0.000	0.258	0.000	0.000	0.000	0.000	0.000
6:00-9:00	0.369	0.057	0.000	0.000	0.000	0.214	0.202	0.239	0.219	0.108	0.159	0.140	0.239	0.347	0.111
9:00-12:00	0.346	0.071	0.000	0.000	0.000	0.260	0.243	0.096	0.219	0.108	0.238	0.223	0.080	0.208	0.222
12:00-17:00	0.424	0.050	0.000	0.000	0.000	0.244	0.391	0.000	0.000	0.215	0.127	0.279	0.133	0.417	0.000
17:00-20:00	0.168	0.043	0.000	0.000	0.000	0.122	0.162	0.024	0.000	0.043	0.095	0.251	0.080	0.035	0.000
20:00-24:00	0.056	0.014	0.000	0.000	0.000	0.000	0.013	0.096	0.219	0.000	0.016	0.056	0.106	0.000	0.000
Total %	1.496	0.235	0.000	0.000	0.000	0.840	1.011	0.741	0.656	0.732	0.635	0.949	0.637	1.007	0.333



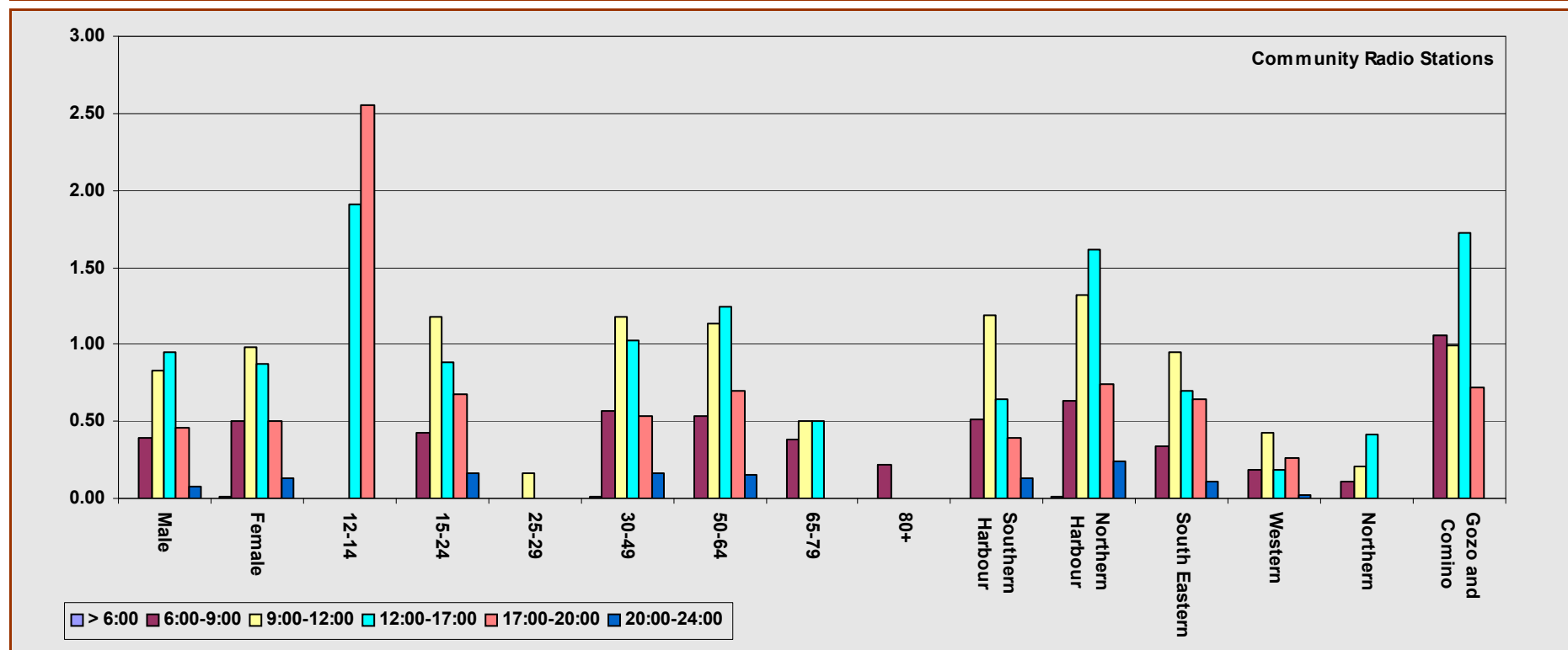
Capital Radio	Gender		Age group							District					
	Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
> 6:00	0.011	0.021	0.000	0.000	0.000	0.031	0.027	0.000	0.000	0.000	0.048	0.000	0.000	0.035	0.000
6:00-9:00	1.251	0.571	0.318	0.888	1.959	1.909	0.256	0.048	0.000	0.689	1.096	0.754	0.876	0.694	0.610
9:00-12:00	2.066	1.420	0.000	1.944	4.653	3.924	0.243	0.143	0.000	1.314	2.350	1.005	1.780	1.597	1.441
12:00-17:00	2.144	1.377	2.548	2.451	5.878	3.588	0.108	0.096	0.000	1.357	2.128	1.926	1.700	1.319	0.942
17:00-20:00	0.491	0.171	2.229	0.254	0.980	0.626	0.027	0.000	0.000	0.172	0.143	0.642	0.425	0.417	0.000
20:00-24:00	0.101	0.007	0.000	0.042	0.082	0.122	0.000	0.000	0.000	0.000	0.016	0.223	0.000	0.000	0.055
Total %	6.064	3.567	5.096	5.579	13.551	10.200	0.661	0.287	0.000	3.532	5.780	4.551	4.781	4.063	3.049



XFM	Gender		Age group							District					
	Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
> 6:00	0.112	0.021	0.000	0.507	0.000	0.015	0.000	0.000	0.000	0.043	0.000	0.000	0.027	0.000	0.554
6:00-9:00	1.061	0.228	0.318	2.071	0.816	0.733	0.229	0.048	0.000	0.409	0.556	0.503	0.505	1.007	0.388
9:00-12:00	1.977	0.878	0.000	4.903	4.980	1.267	0.539	0.000	0.000	1.098	2.032	0.865	0.584	1.944	0.665
12:00-17:00	1.854	0.614	0.318	3.085	4.082	1.481	0.418	0.000	0.000	0.625	1.477	1.340	0.558	1.979	0.222
17:00-20:00	0.737	0.214	0.637	1.183	1.551	0.473	0.216	0.000	0.000	0.280	0.318	0.447	0.611	0.556	0.443
20:00-24:00	0.056	0.078	0.637	0.085	0.163	0.153	0.000	0.000	0.000	0.043	0.032	0.279	0.053	0.000	0.000
Total %	5.796	2.033	1.911	11.834	11.592	4.123	1.402	0.048	0.000	2.498	4.414	3.434	2.337	5.486	2.273



Community Radio Stations	Gender		Age group							District					
	Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
> 6:00	0.000	0.007	0.000	0.000	0.000	0.015	0.000	0.000	0.000	0.000	0.016	0.000	0.000	0.000	0.000
6:00-9:00	0.391	0.499	0.000	0.423	0.000	0.565	0.539	0.382	0.219	0.517	0.635	0.335	0.186	0.104	1.053
9:00-12:00	0.826	0.985	0.000	1.183	0.163	1.176	1.132	0.502	0.000	1.185	1.318	0.949	0.425	0.208	0.998
12:00-17:00	0.949	0.870	1.911	0.888	0.000	1.023	1.240	0.502	0.000	0.646	1.620	0.698	0.186	0.417	1.718
17:00-20:00	0.458	0.499	2.548	0.676	0.000	0.534	0.701	0.000	0.000	0.388	0.746	0.642	0.266	0.000	0.721
20:00-24:00	0.078	0.136	0.000	0.169	0.000	0.168	0.148	0.000	0.000	0.129	0.238	0.112	0.027	0.000	0.000
Total %	2.702	2.996	4.459	3.339	0.163	3.481	3.761	1.386	0.219	2.865	4.573	2.736	1.089	0.729	4.490



Foreign Radio Stations	Gender		Age group							District					
	Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
> 6:00	0.179	0.000	0.000	0.507	0.000	0.000	0.027	0.048	0.000	0.000	0.000	0.000	0.319	0.139	0.000
6:00-9:00	0.134	0.036	0.000	0.085	0.000	0.122	0.081	0.024	0.000	0.108	0.048	0.056	0.000	0.174	0.111
9:00-12:00	0.391	0.157	0.000	0.296	0.000	0.489	0.162	0.143	0.000	0.129	0.111	0.223	0.372	0.521	0.388
12:00-17:00	0.380	0.114	1.274	0.042	0.000	0.168	0.243	0.334	0.219	0.172	0.000	0.140	0.212	0.486	0.831
17:00-20:00	0.212	0.086	0.637	0.000	0.000	0.122	0.094	0.143	0.875	0.043	0.095	0.251	0.106	0.208	0.222
20:00-24:00	0.112	0.071	0.000	0.127	0.000	0.137	0.067	0.000	0.328	0.022	0.079	0.195	0.053	0.139	0.055
Total %	1.407	0.464	1.911	1.057	0.000	1.038	0.674	0.693	1.422	0.474	0.333	0.865	1.062	1.667	1.608

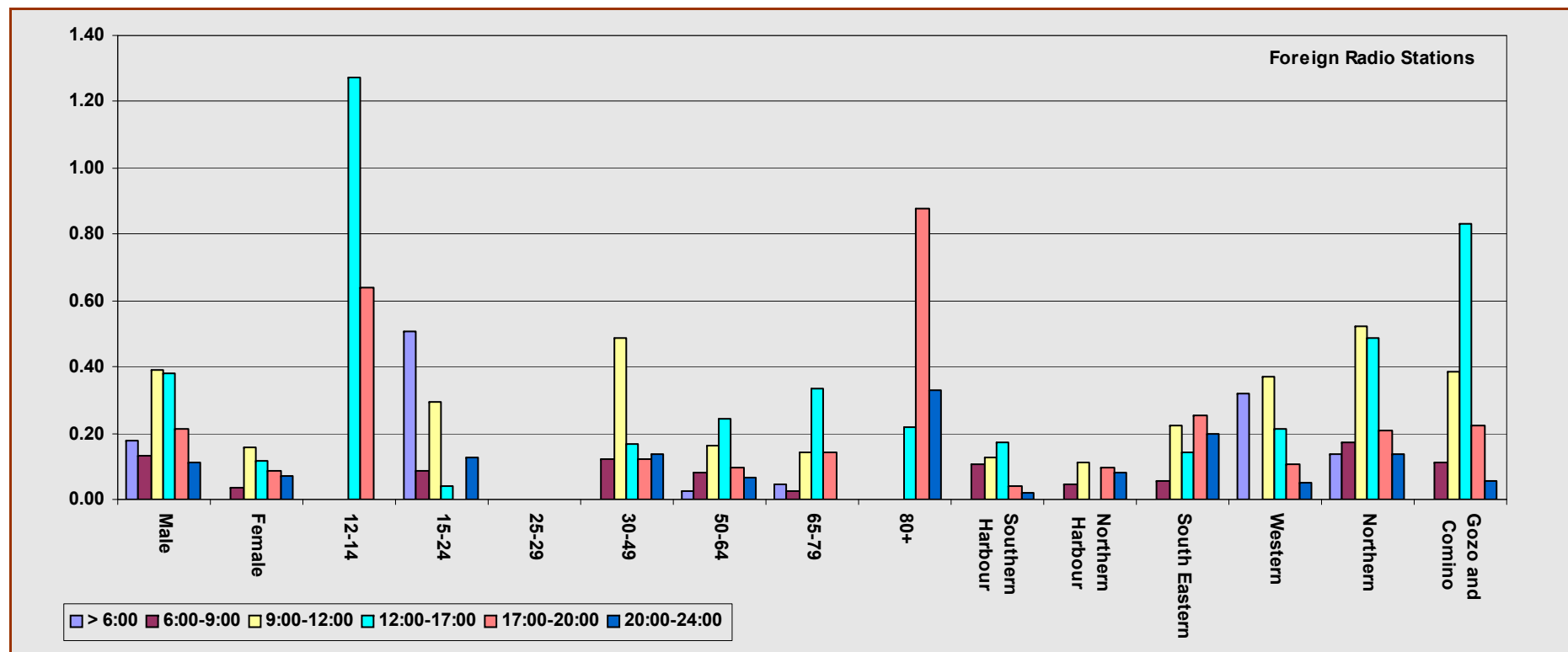


TABLE 8.8: TV CONSUMPTION BY DEMOGRAPHIC FACTORS – ALL STATIONS BY DEMOGRAPHIC TOTAL [OCT 2007 – SEP 2008]

	Gender		Age group							District					
	Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
TVM	19.98	24.65	20.57	14.71	25.34	24.13	22.14	26.91	25.37	18.98	21.59	20.99	24.76	27.16	29.55
One TV	21.38	25.92	11.32	13.74	16.36	19.92	32.62	30.95	21.23	32.42	18.62	33.06	19.80	17.30	21.98
Net TV	8.83	12.09	4.68	5.76	5.03	7.90	13.23	16.36	24.54	8.67	11.41	8.20	11.69	13.75	12.42
Smash TV	0.44	0.32	0.44	0.16	0.34	0.39	0.37	0.22	1.66	0.48	0.39	0.51	0.20	0.34	0.07
Education 22	0.03	0.11	0.00	0.20	0.00	0.04	0.00	0.22	0.00	0.02	0.00	0.14	0.07	0.00	0.46
iTV	0.08	0.01	0.00	0.00	0.50	0.02	0.00	0.00	0.00	0.00	0.00	0.24	0.00	0.00	0.00
Family TV *	0.35	0.99	1.96	1.81	0.00	0.86	0.48	0.16	0.14	0.48	0.52	0.99	1.22	0.85	0.53
Rai 1	8.88	4.50	2.72	5.96	6.38	6.90	6.44	6.77	3.98	6.26	8.15	5.01	6.59	4.82	4.05
Rai 2	2.46	1.12	3.16	0.89	2.68	2.57	1.31	0.93	0.00	1.13	2.12	1.78	1.99	1.31	1.26
Rai 3	0.68	0.27	0.00	0.60	0.34	0.39	0.58	0.26	0.66	0.36	0.37	0.55	1.15	0.00	0.00
Rete 4	1.96	3.05	0.98	1.49	1.51	1.76	3.19	3.88	6.97	3.25	2.23	1.65	3.78	2.37	1.99
Canale 5	3.82	6.65	4.79	6.00	12.25	7.86	3.78	1.44	7.13	6.09	5.82	5.49	4.70	4.91	5.11
Italia 1	8.26	4.33	21.55	17.32	10.23	4.90	2.22	0.35	0.17	6.29	4.71	6.24	8.04	5.41	5.64
Discovery Channel	3.08	0.97	2.94	1.97	1.68	3.02	1.20	0.96	0.00	1.78	2.03	1.06	1.62	3.38	0.80
MTV	1.22	0.85	2.61	5.56	1.59	0.04	0.14	0.10	0.00	1.11	1.31	0.38	0.54	1.44	1.06
BBC Prime	1.13	1.38	1.20	0.28	0.34	1.46	1.98	1.12	0.00	0.65	1.44	1.54	0.78	3.05	0.13
BBC World	0.50	0.22	0.00	0.28	0.25	0.28	0.46	0.45	0.00	0.07	0.37	0.21	0.27	0.51	1.06
Other TV Station	16.91	12.58	21.11	23.25	15.18	17.54	9.86	8.92	8.29	11.95	18.91	11.97	12.80	13.41	13.88
Total %	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

* The data for Family TV is that of six months [April to September 2008] as a percentage of all the broadcasting season [October 2007 – September 2008].

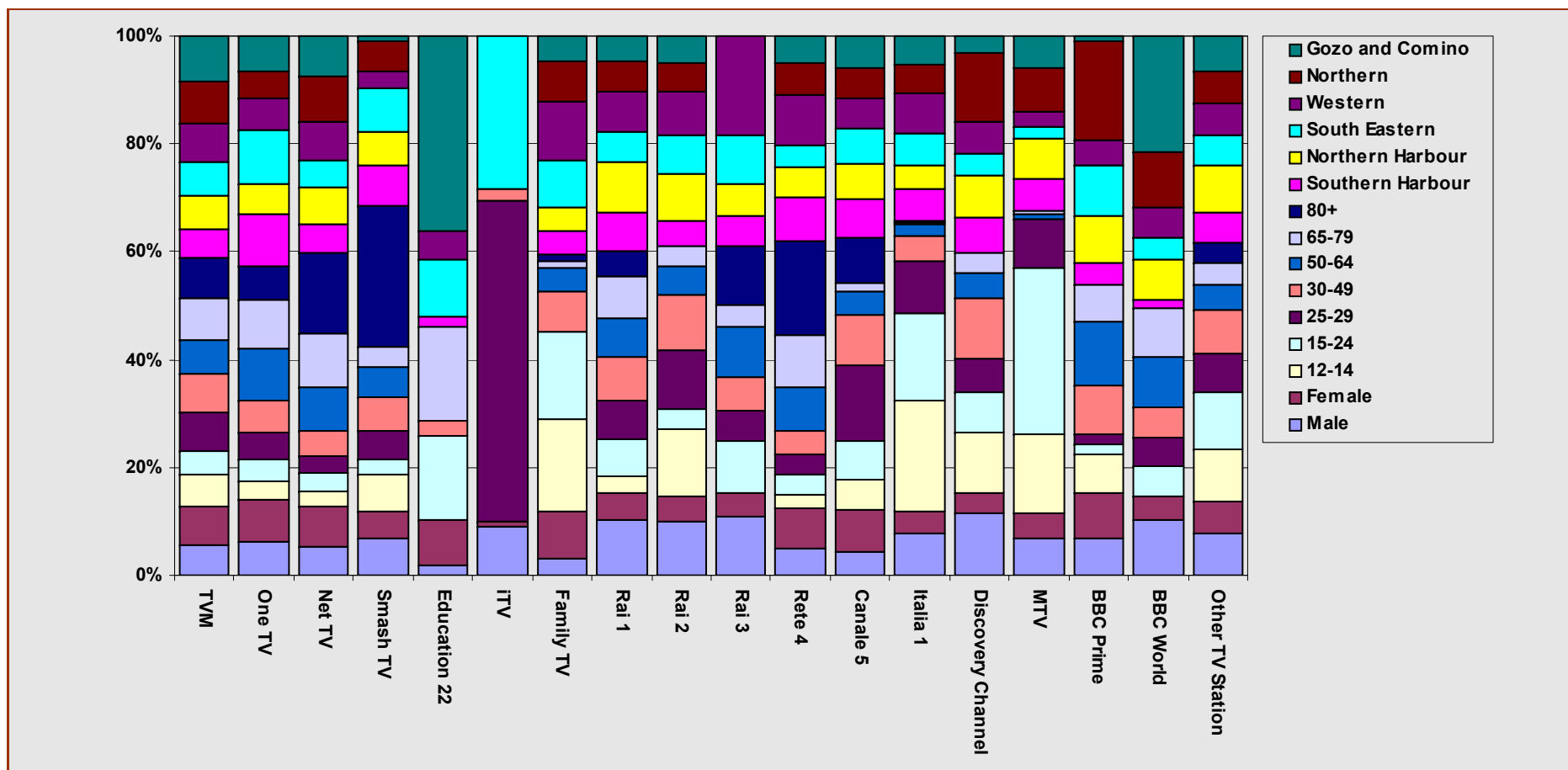
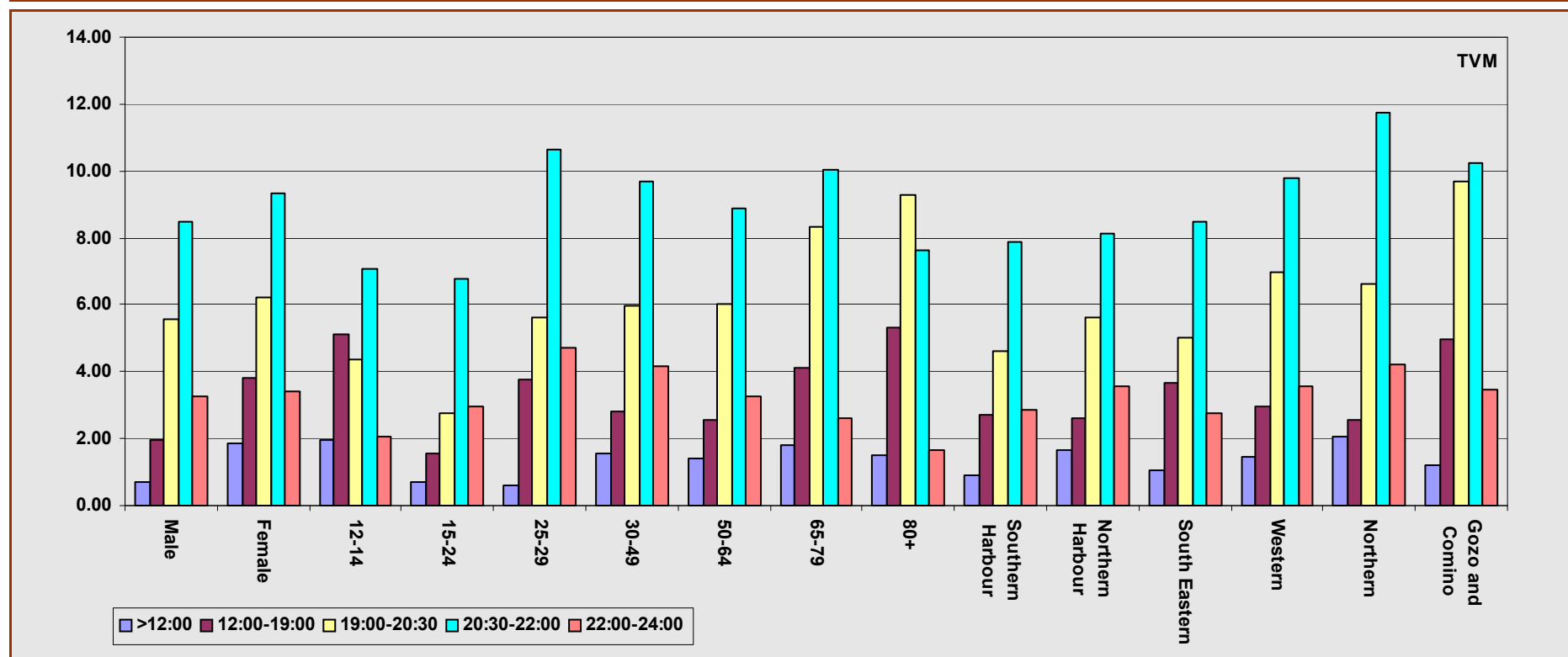


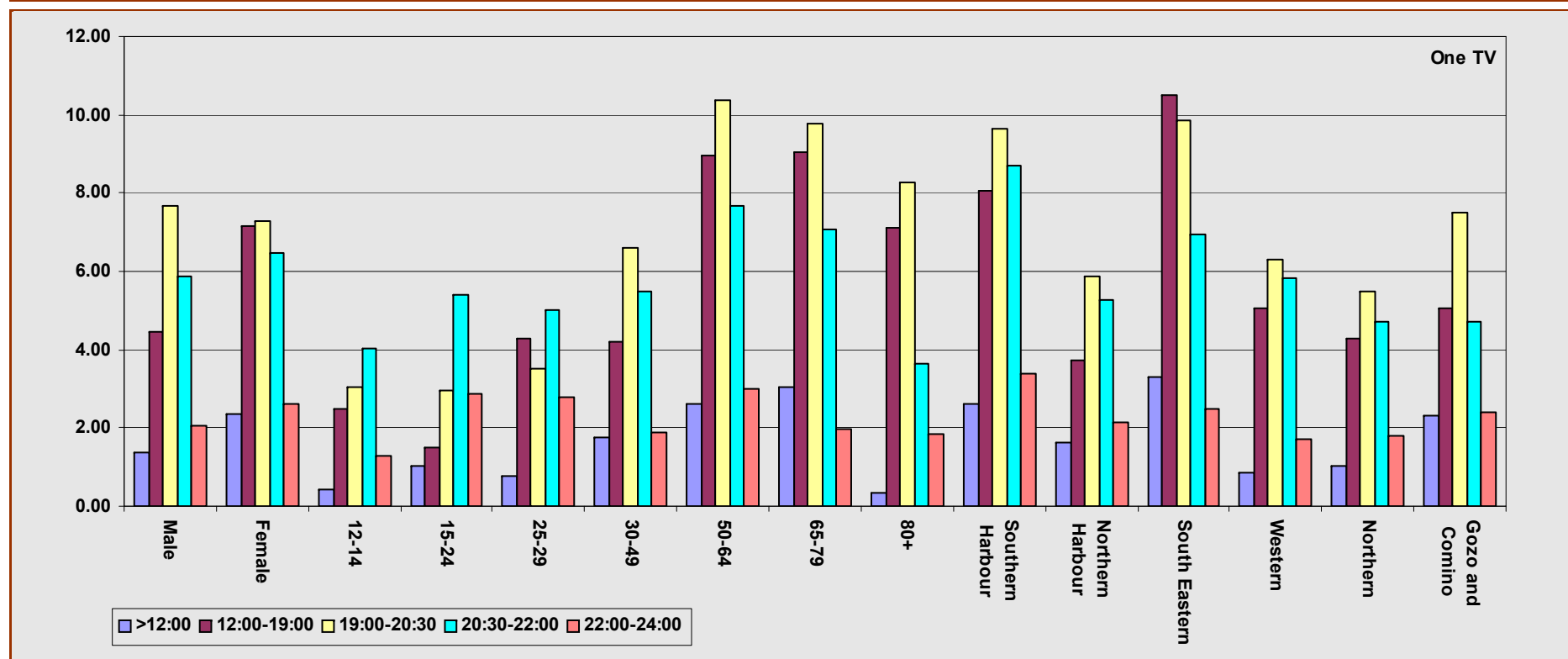
FIGURE 8.11: TV CONSUMPTION BY DEMOGRAPHIC FACTORS – ALL STATIONS BY DEMOGRAPHIC TOTAL [OCT- 2007 – SEP 2008]

TABLES 8.9.A-O AND FIGURES 8.12.A-O: TV CONSUMPTION BY DEMOGRAPHIC FACTORS – BY BROADCASTING STATION [OCT 2007 – SEP 2008]

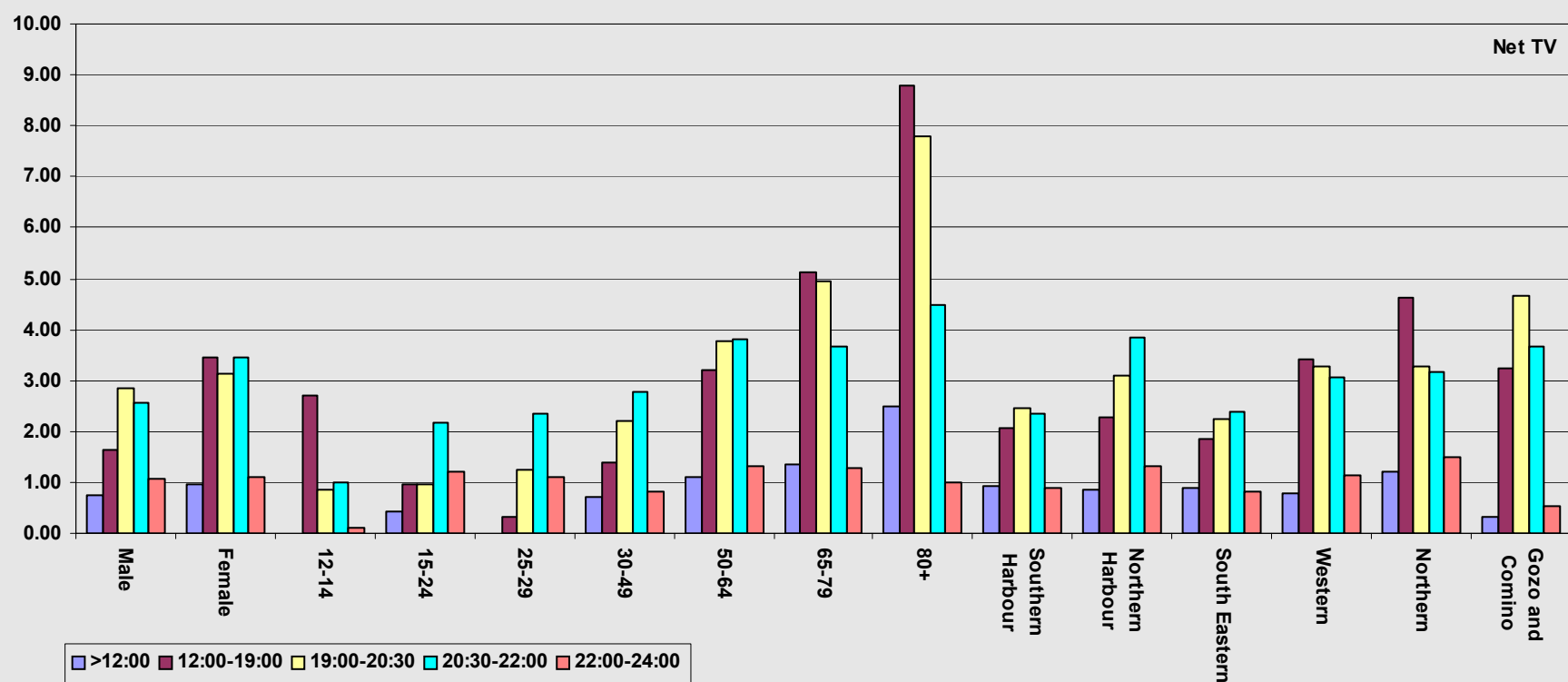
TVM	Gender		Age group							District					
	Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
>12:00	0.704	1.875	1.959	0.685	0.587	1.538	1.394	1.828	1.493	0.915	1.681	1.029	1.453	2.073	1.195
12:00-19:00	1.937	3.794	5.114	1.531	3.775	2.795	2.576	4.105	5.307	2.722	2.623	3.669	2.973	2.538	4.980
19:00-20:30	5.584	6.197	4.353	2.780	5.621	5.947	5.999	8.307	9.287	4.600	5.597	5.007	6.959	6.599	9.695
20:30-22:00	8.488	9.357	7.073	6.769	10.654	9.662	8.892	10.038	7.629	7.900	8.146	8.505	9.797	11.717	10.226
22:00-24:00	3.270	3.424	2.067	2.941	4.698	4.184	3.282	2.630	1.658	2.842	3.546	2.778	3.581	4.230	3.453
Total %	19.982	24.648	20.566	14.706	25.336	24.128	22.142	26.908	25.373	18.979	21.592	20.988	24.764	27.157	29.548



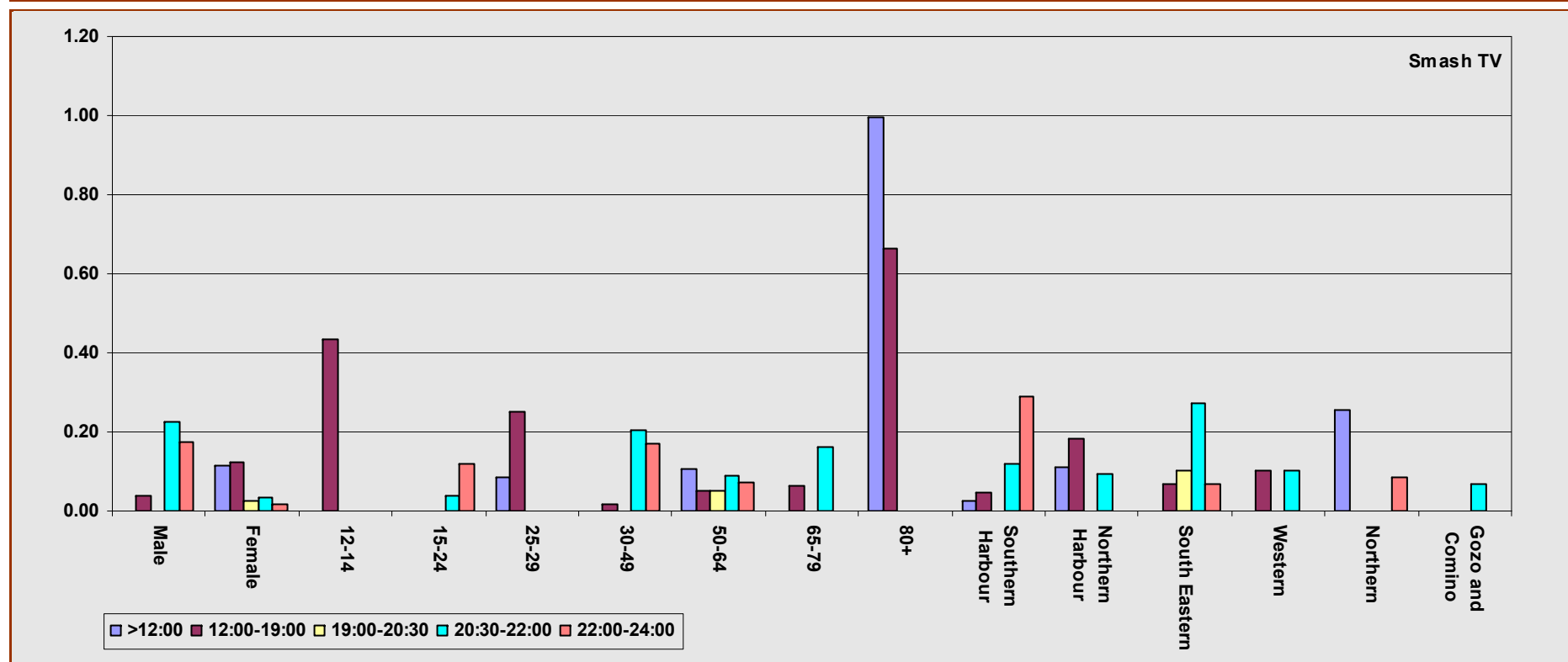
One TV	Gender		Age group							District					
	Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
>12:00	1.358	2.377	0.435	1.048	0.755	1.764	2.611	3.047	0.332	2.625	1.625	3.292	0.878	1.015	2.324
12:00-19:00	4.452	7.165	2.503	1.491	4.279	4.203	8.963	9.044	7.131	8.044	3.713	10.494	5.068	4.272	5.046
19:00-20:30	7.658	7.280	3.047	2.941	3.523	6.585	10.356	9.782	8.292	9.658	5.855	9.877	6.318	5.499	7.503
20:30-22:00	5.860	6.479	4.026	5.399	5.034	5.478	7.692	7.088	3.648	8.695	5.264	6.927	5.811	4.695	4.714
22:00-24:00	2.050	2.614	1.306	2.861	2.768	1.895	2.999	1.988	1.824	3.396	2.161	2.469	1.723	1.819	2.390
Total %	21.378	25.915	11.317	13.739	16.359	19.925	32.622	30.949	21.227	32.418	18.618	33.059	19.797	17.301	21.979



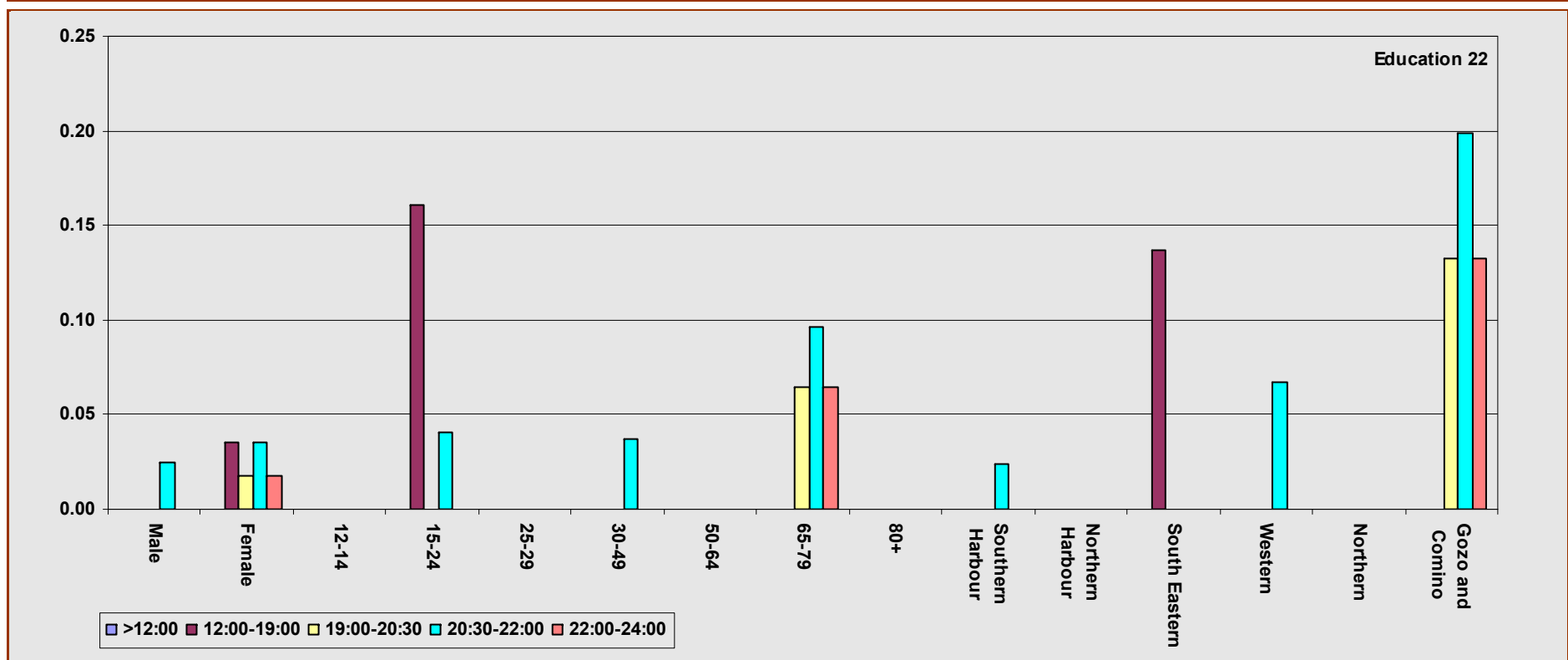
Net TV	Gender		Age group							District					
	Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
>12:00	0.755	0.960	0.000	0.443	0.000	0.713	1.112	1.347	2.488	0.939	0.868	0.892	0.777	1.227	0.332
12:00-19:00	1.622	3.460	2.720	0.967	0.336	1.388	3.211	5.131	8.789	2.047	2.290	1.852	3.412	4.611	3.254
19:00-20:30	2.829	3.116	0.871	0.967	1.258	2.195	3.776	4.939	7.794	2.457	3.103	2.229	3.277	3.257	4.648
20:30-22:00	2.553	3.460	0.979	2.176	2.349	2.777	3.811	3.656	4.478	2.336	3.842	2.401	3.074	3.173	3.652
22:00-24:00	1.069	1.092	0.109	1.209	1.091	0.826	1.323	1.283	0.995	0.891	1.311	0.823	1.149	1.481	0.531
Total %	8.828	12.086	4.679	5.761	5.034	7.899	13.232	16.357	24.544	8.671	11.415	8.196	11.689	13.748	12.417



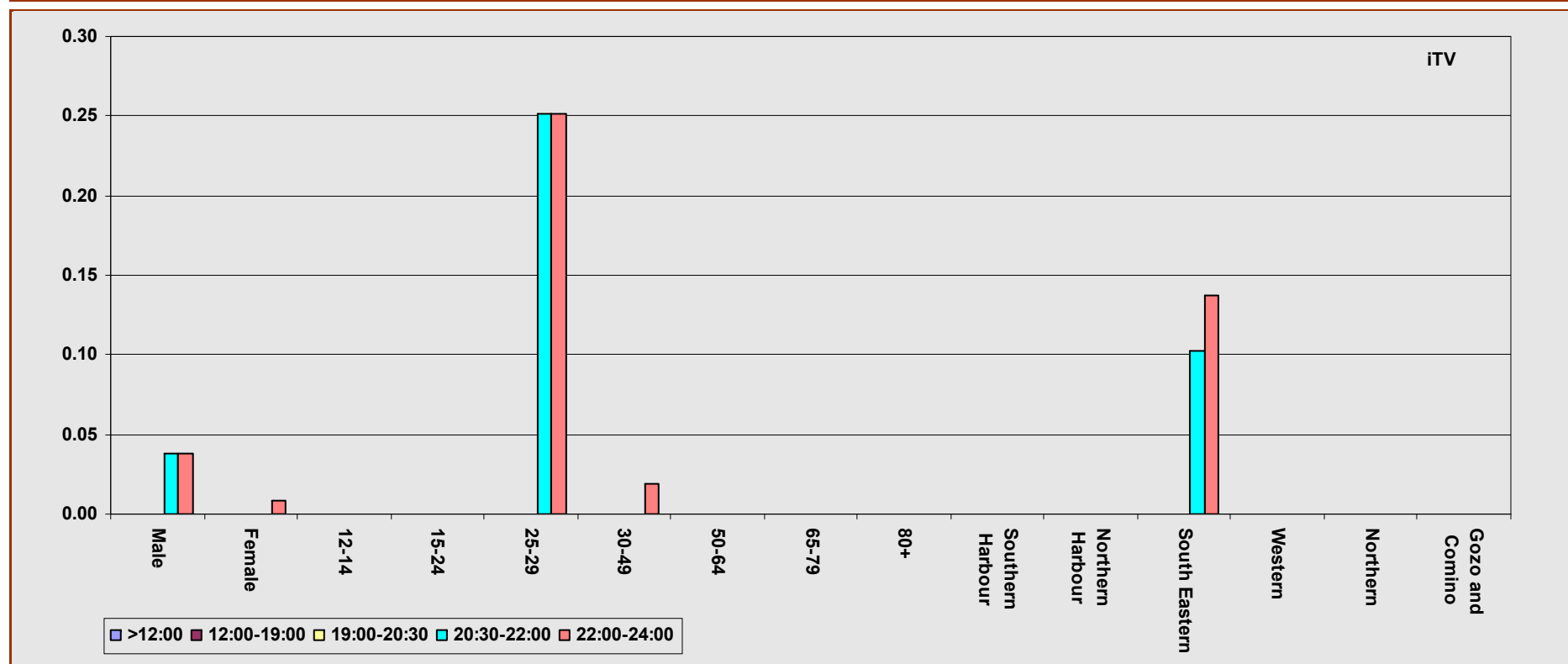
Smash TV	Gender		Age group							District					
	Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
>12:00	0.000	0.114	0.000	0.000	0.084	0.000	0.106	0.000	0.995	0.024	0.111	0.000	0.000	0.254	0.000
12:00-19:00	0.038	0.123	0.435	0.000	0.252	0.019	0.053	0.064	0.663	0.048	0.185	0.069	0.101	0.000	0.000
19:00-20:30	0.000	0.026	0.000	0.000	0.000	0.000	0.053	0.000	0.000	0.000	0.000	0.103	0.000	0.000	0.000
20:30-22:00	0.226	0.035	0.000	0.040	0.000	0.206	0.088	0.160	0.000	0.120	0.092	0.274	0.101	0.000	0.066
22:00-24:00	0.176	0.018	0.000	0.121	0.000	0.169	0.071	0.000	0.000	0.289	0.000	0.069	0.000	0.085	0.000
Total %	0.440	0.317	0.435	0.161	0.336	0.394	0.371	0.225	1.658	0.482	0.388	0.514	0.203	0.338	0.066



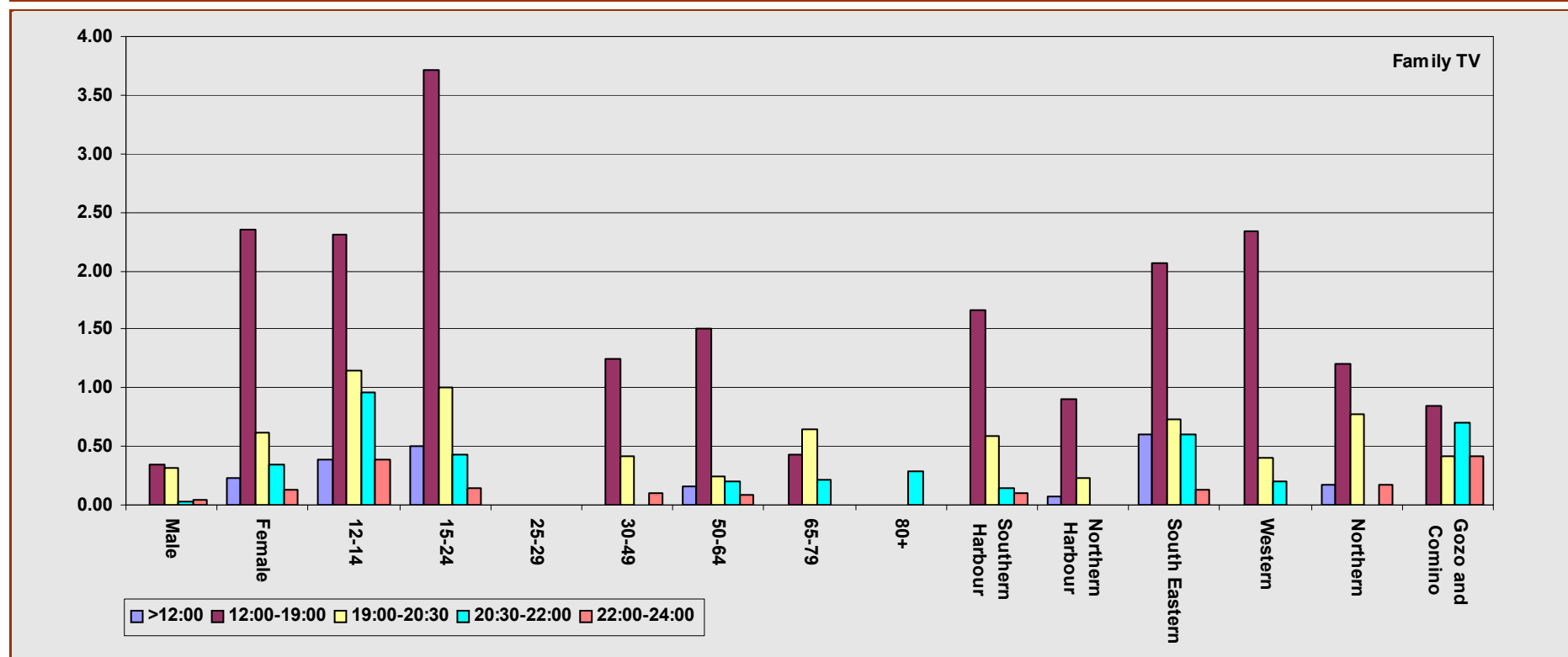
Education 22	Gender		Age group							District					
	Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
>12:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
12:00-19:00	0.000	0.035	0.000	0.161	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.137	0.000	0.000	0.000
19:00-20:30	0.000	0.018	0.000	0.000	0.000	0.000	0.000	0.064	0.000	0.000	0.000	0.000	0.000	0.000	0.133
20:30-22:00	0.025	0.035	0.000	0.040	0.000	0.038	0.000	0.096	0.000	0.024	0.000	0.000	0.068	0.000	0.199
22:00-24:00	0.000	0.018	0.000	0.000	0.000	0.000	0.000	0.064	0.000	0.000	0.000	0.000	0.000	0.000	0.133
Total %	0.025	0.106	0.000	0.201	0.000	0.038	0.000	0.225	0.000	0.024	0.000	0.137	0.068	0.000	0.465



iTV	Gender		Age group							District					
	Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
>12:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
12:00-19:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
19:00-20:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
20:30-22:00	0.038	0.000	0.000	0.000	0.252	0.000	0.000	0.000	0.000	0.000	0.000	0.103	0.000	0.000	0.000
22:00-24:00	0.038	0.009	0.000	0.000	0.252	0.019	0.000	0.000	0.000	0.000	0.000	0.137	0.000	0.000	0.000
Total %	0.075	0.009	0.000	0.000	0.503	0.019	0.000	0.000	0.000	0.000	0.000	0.240	0.000	0.000	0.000

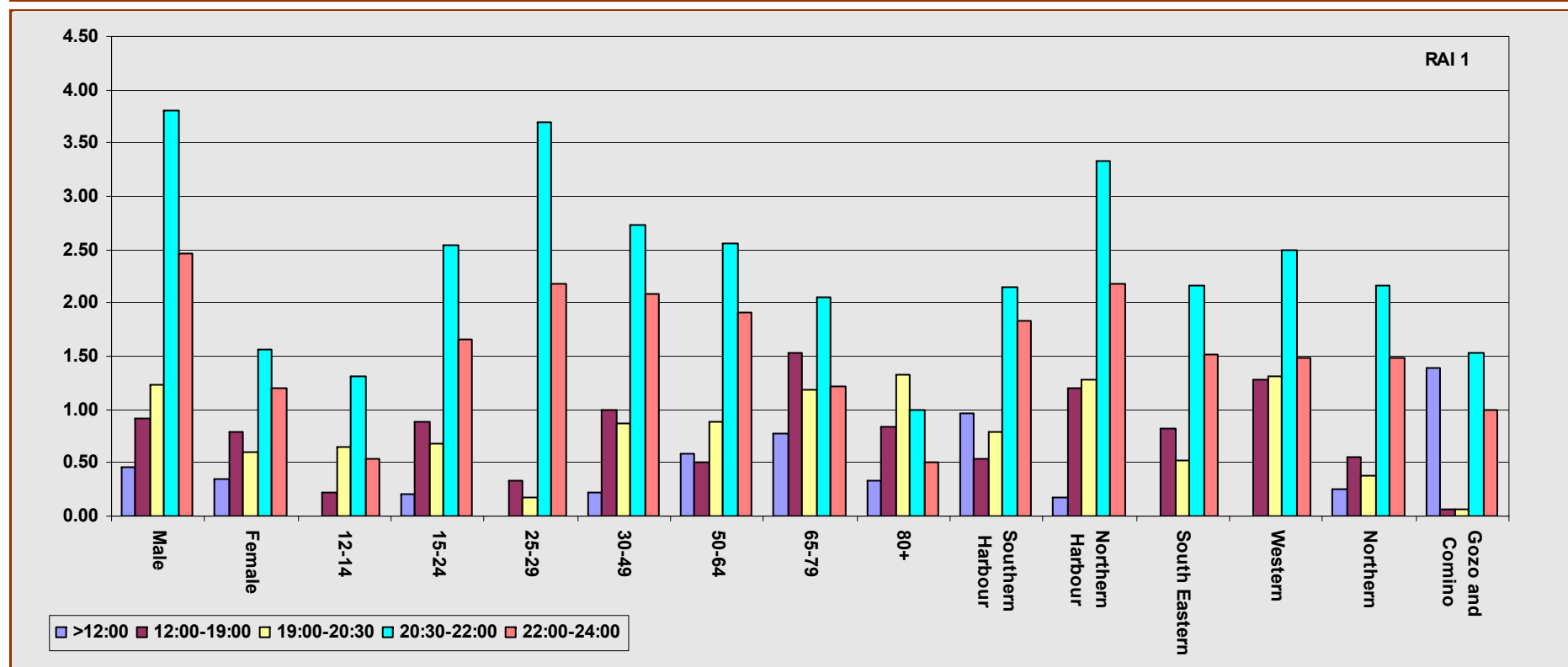


Family TV	Gender		Age group							District					
	Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
>12:00	0.000	0.235	0.385	0.500	0.000	0.000	0.159	0.000	0.000	0.000	0.075	0.600	0.000	0.173	0.000
12:00-19:00	0.346	2.347	2.308	3.717	0.000	1.248	1.509	0.430	0.000	1.665	0.897	2.065	2.336	1.211	0.839
19:00-20:30	0.321	0.614	1.154	1.001	0.000	0.416	0.238	0.646	0.000	0.588	0.224	0.733	0.401	0.779	0.420
20:30-22:00	0.025	0.343	0.962	0.429	0.000	0.000	0.198	0.215	0.292	0.147	0.000	0.600	0.200	0.000	0.699
22:00-24:00	0.049	0.126	0.385	0.143	0.000	0.104	0.079	0.000	0.000	0.098	0.000	0.133	0.000	0.173	0.420
Total %	0.741	3.666	5.192	5.790	0.000	1.768	2.183	1.291	0.292	2.498	1.196	4.131	2.937	2.336	2.378

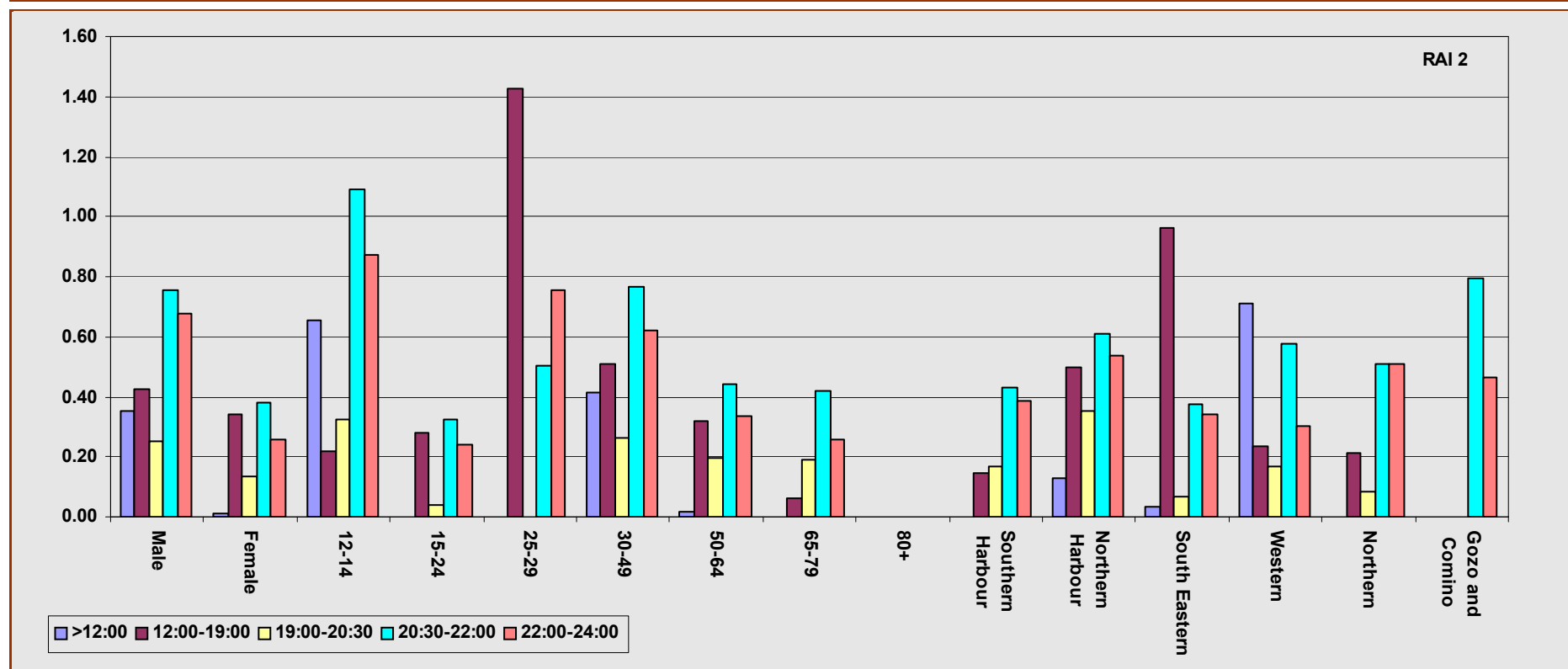


* This data is that of six months [April to September 2008] as a percentage of all consumers during the same period.

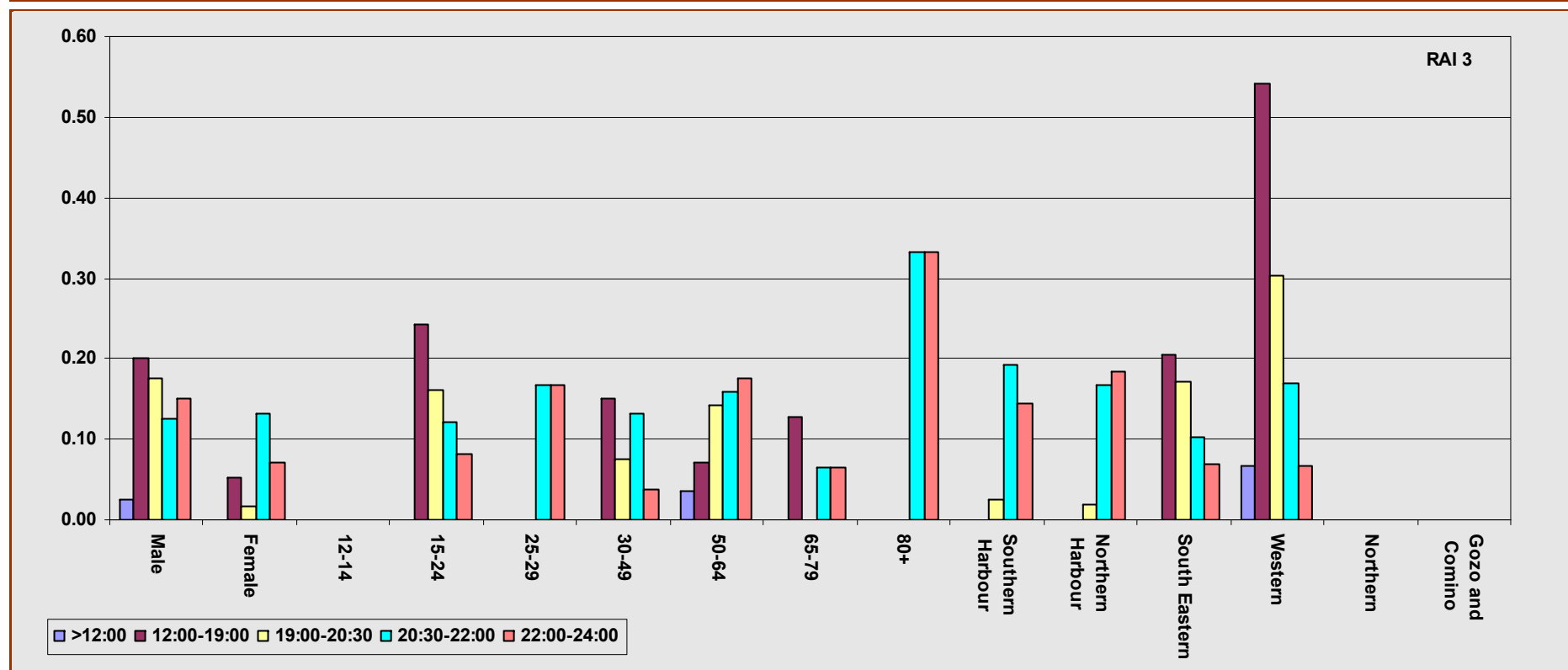
RAI 1	Gender		Age group							District					
	Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
>12:00	0.453	0.352	0.000	0.201	0.000	0.225	0.582	0.770	0.332	0.963	0.166	0.000	0.000	0.254	1.394
12:00-19:00	0.918	0.792	0.218	0.886	0.336	0.994	0.512	1.539	0.829	0.530	1.201	0.823	1.284	0.550	0.066
19:00-20:30	1.232	0.599	0.653	0.685	0.168	0.863	0.882	1.187	1.327	0.795	1.274	0.514	1.318	0.381	0.066
20:30-22:00	3.810	1.558	1.306	2.538	3.691	2.739	2.558	2.053	0.995	2.144	3.325	2.160	2.500	2.157	1.527
22:00-24:00	2.465	1.197	0.544	1.652	2.181	2.083	1.905	1.219	0.498	1.830	2.180	1.509	1.486	1.481	0.996
Total %	8.878	4.498	2.720	5.963	6.376	6.904	6.440	6.767	3.980	6.262	8.146	5.007	6.588	4.822	4.050



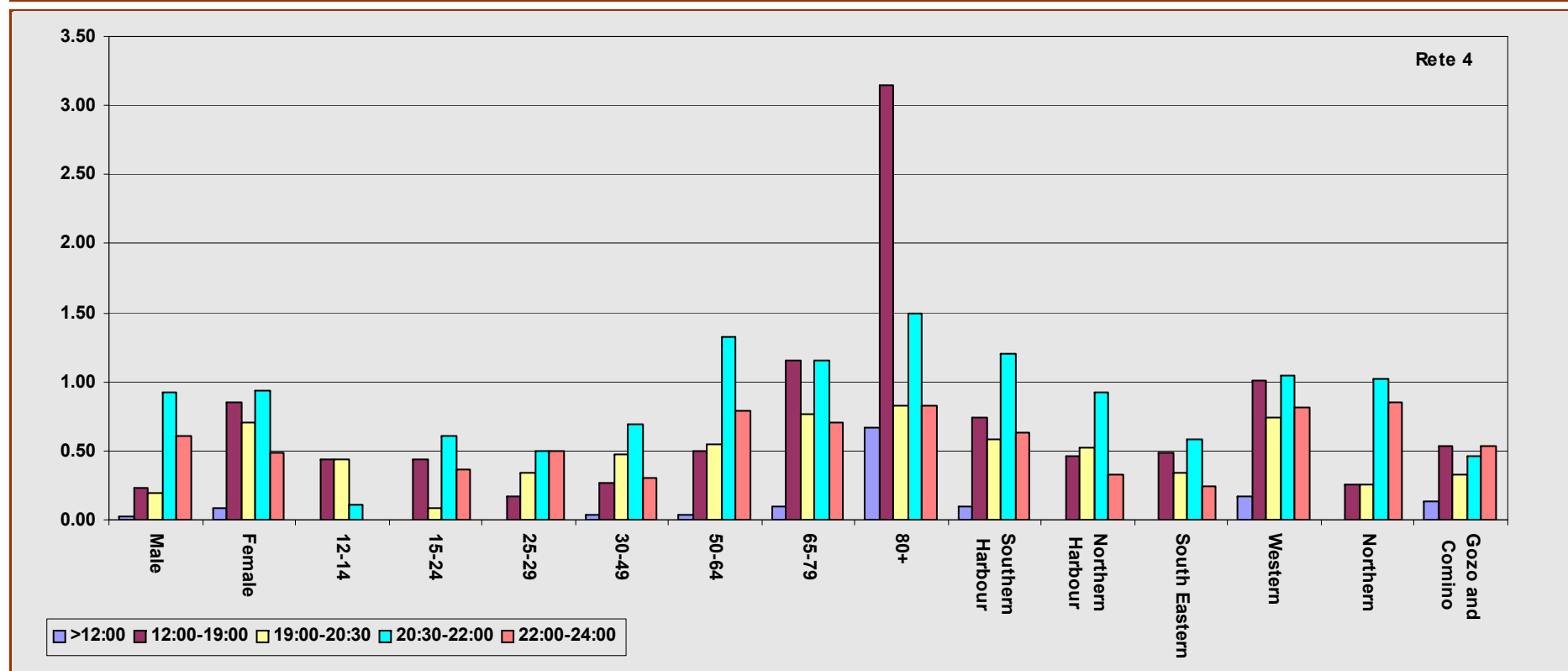
RAI 2	Gender		Age group							District					
	Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
>12:00	0.352	0.009	0.653	0.000	0.000	0.413	0.018	0.000	0.000	0.000	0.129	0.034	0.709	0.000	0.000
12:00-19:00	0.428	0.343	0.218	0.282	1.426	0.507	0.318	0.064	0.000	0.145	0.499	0.960	0.236	0.212	0.000
19:00-20:30	0.252	0.132	0.326	0.040	0.000	0.263	0.194	0.192	0.000	0.169	0.351	0.069	0.169	0.085	0.000
20:30-22:00	0.755	0.379	1.088	0.322	0.503	0.769	0.441	0.417	0.000	0.434	0.610	0.377	0.574	0.508	0.797
22:00-24:00	0.679	0.255	0.871	0.242	0.755	0.619	0.335	0.257	0.000	0.385	0.536	0.343	0.304	0.508	0.465
Total %	2.465	1.118	3.156	0.886	2.685	2.570	1.306	0.930	0.000	1.132	2.124	1.783	1.993	1.311	1.262



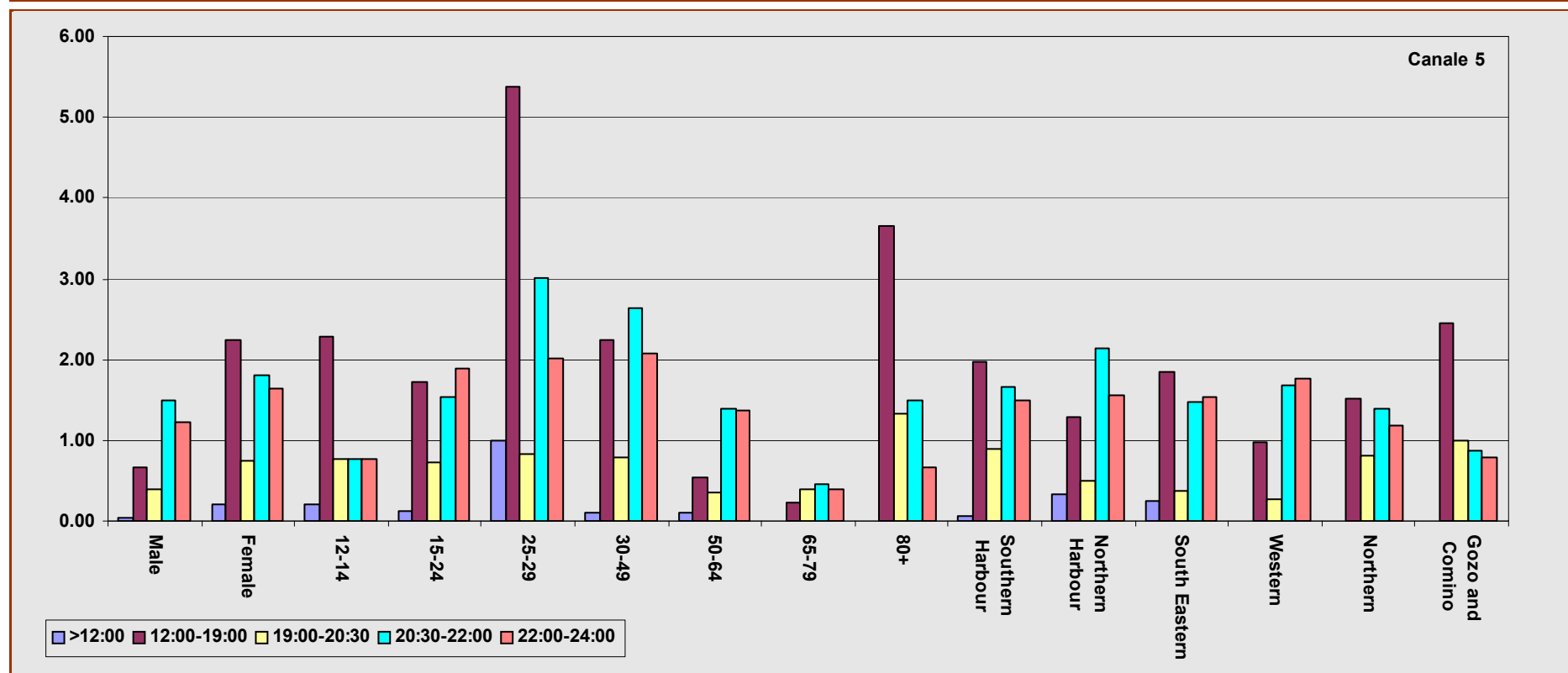
RAI 3	Gender		Age group							District					
	Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
>12:00	0.025	0.000	0.000	0.000	0.000	0.000	0.035	0.000	0.000	0.000	0.000	0.000	0.068	0.000	0.000
12:00-19:00	0.201	0.053	0.000	0.242	0.000	0.150	0.071	0.128	0.000	0.000	0.000	0.206	0.541	0.000	0.000
19:00-20:30	0.176	0.018	0.000	0.161	0.000	0.075	0.141	0.000	0.000	0.024	0.018	0.171	0.304	0.000	0.000
20:30-22:00	0.126	0.132	0.000	0.121	0.168	0.131	0.159	0.064	0.332	0.193	0.166	0.103	0.169	0.000	0.000
22:00-24:00	0.151	0.070	0.000	0.081	0.168	0.038	0.176	0.064	0.332	0.145	0.185	0.069	0.068	0.000	0.000
Total %	0.679	0.273	0.000	0.604	0.336	0.394	0.582	0.257	0.663	0.361	0.369	0.549	1.149	0.000	0.000



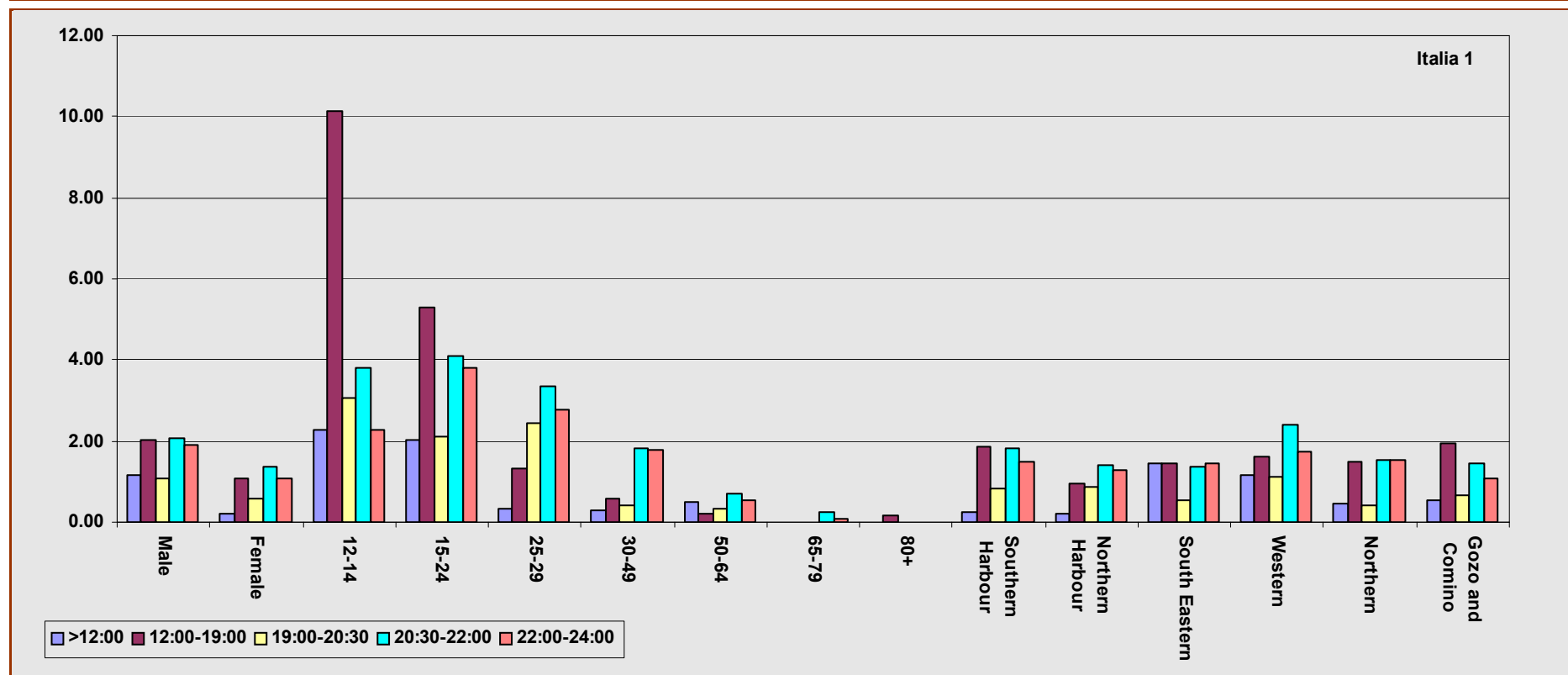
Rete 4	Gender		Age group							District					
	Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
>12:00	0.025	0.079	0.000	0.000	0.000	0.038	0.035	0.096	0.663	0.096	0.000	0.000	0.169	0.000	0.133
12:00-19:00	0.226	0.845	0.435	0.443	0.168	0.263	0.494	1.155	3.151	0.747	0.462	0.480	1.014	0.254	0.531
19:00-20:30	0.189	0.704	0.435	0.081	0.336	0.469	0.547	0.770	0.829	0.578	0.517	0.343	0.743	0.254	0.332
20:30-22:00	0.918	0.933	0.109	0.604	0.503	0.694	1.323	1.155	1.493	1.204	0.924	0.583	1.047	1.015	0.465
22:00-24:00	0.604	0.484	0.000	0.363	0.503	0.300	0.794	0.706	0.829	0.626	0.332	0.240	0.811	0.846	0.531
Total %	1.962	3.046	0.979	1.491	1.510	1.764	3.193	3.881	6.965	3.251	2.235	1.646	3.784	2.369	1.992



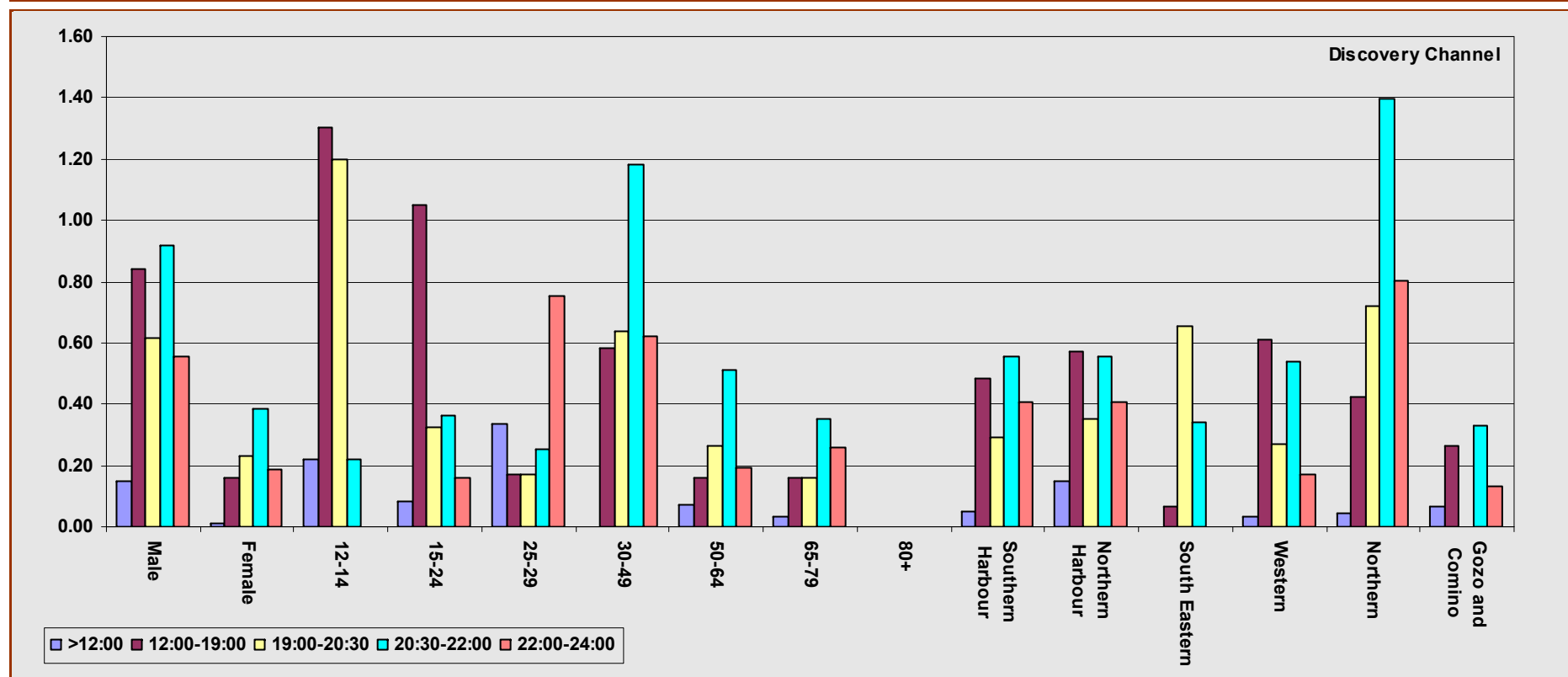
Canale 5	Gender		Age group							District					
	Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
>12:00	0.050	0.211	0.218	0.121	1.007	0.094	0.106	0.000	0.000	0.072	0.332	0.240	0.000	0.000	0.000
12:00-19:00	0.666	2.245	2.285	1.732	5.369	2.251	0.547	0.225	3.648	1.975	1.293	1.852	0.980	1.523	2.457
19:00-20:30	0.390	0.757	0.762	0.725	0.839	0.788	0.353	0.385	1.327	0.891	0.499	0.377	0.270	0.804	0.996
20:30-22:00	1.496	1.805	0.762	1.531	3.020	2.645	1.394	0.449	1.493	1.662	2.143	1.475	1.689	1.396	0.863
22:00-24:00	1.220	1.637	0.762	1.894	2.013	2.083	1.376	0.385	0.663	1.493	1.552	1.543	1.757	1.184	0.797
Total %	3.823	6.655	4.788	6.003	12.248	7.861	3.776	1.443	7.131	6.093	5.818	5.487	4.696	4.907	5.113



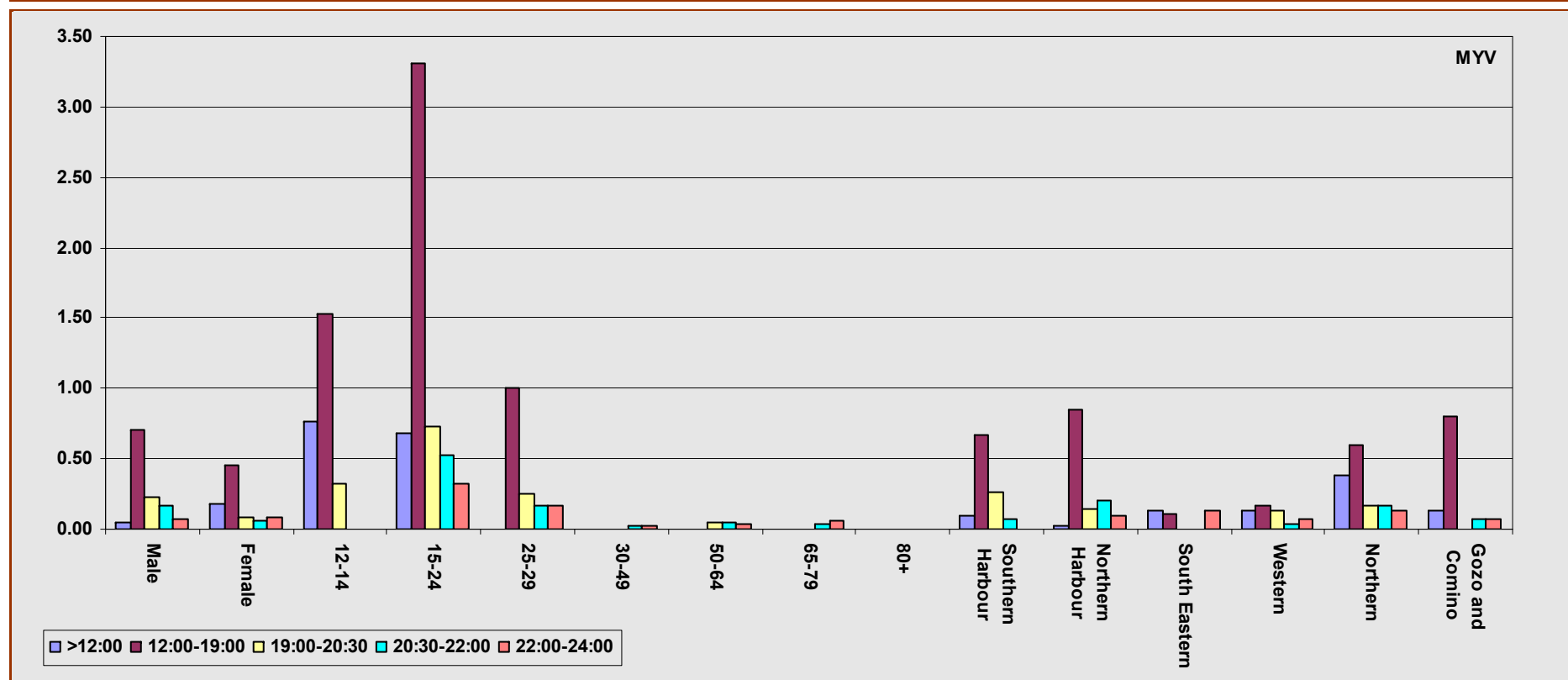
Italia 1	Gender		Age group							District					
	Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
>12:00	1.170	0.211	2.285	2.015	0.336	0.281	0.476	0.000	0.000	0.265	0.203	1.440	1.149	0.465	0.531
12:00-19:00	2.025	1.083	10.120	5.278	1.342	0.582	0.212	0.000	0.166	1.879	0.960	1.440	1.622	1.481	1.926
19:00-20:30	1.056	0.581	3.047	2.095	2.433	0.432	0.318	0.000	0.000	0.843	0.850	0.549	1.115	0.423	0.664
20:30-22:00	2.088	1.373	3.808	4.110	3.356	1.839	0.688	0.257	0.000	1.830	1.422	1.372	2.399	1.523	1.461
22:00-24:00	1.924	1.083	2.285	3.828	2.768	1.764	0.529	0.096	0.000	1.469	1.274	1.440	1.757	1.523	1.062
Total %	8.262	4.331	21.545	17.325	10.235	4.897	2.223	0.353	0.166	6.286	4.710	6.241	8.041	5.415	5.644



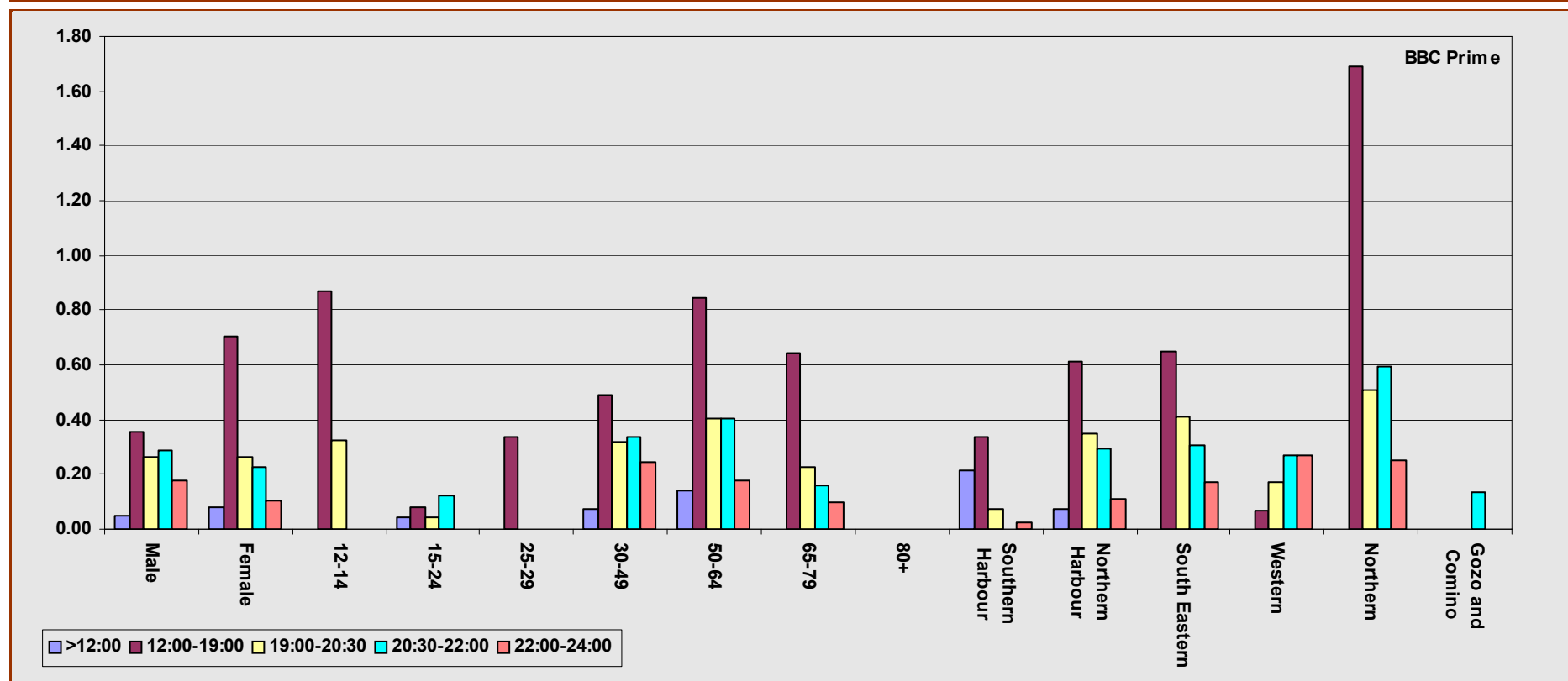
Discovery Channel	Gender		Age group							District					
	Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
>12:00	0.151	0.009	0.218	0.081	0.336	0.000	0.071	0.032	0.000	0.048	0.148	0.000	0.034	0.042	0.066
12:00-19:00	0.843	0.158	1.306	1.048	0.168	0.582	0.159	0.160	0.000	0.482	0.573	0.069	0.608	0.423	0.266
19:00-20:30	0.616	0.229	1.197	0.322	0.168	0.638	0.265	0.160	0.000	0.289	0.351	0.652	0.270	0.719	0.000
20:30-22:00	0.918	0.387	0.218	0.363	0.252	1.182	0.512	0.353	0.000	0.554	0.554	0.343	0.541	1.396	0.332
22:00-24:00	0.553	0.185	0.000	0.161	0.755	0.619	0.194	0.257	0.000	0.409	0.406	0.000	0.169	0.804	0.133
Total %	3.081	0.968	2.938	1.974	1.678	3.021	1.200	0.962	0.000	1.782	2.032	1.063	1.622	3.384	0.797



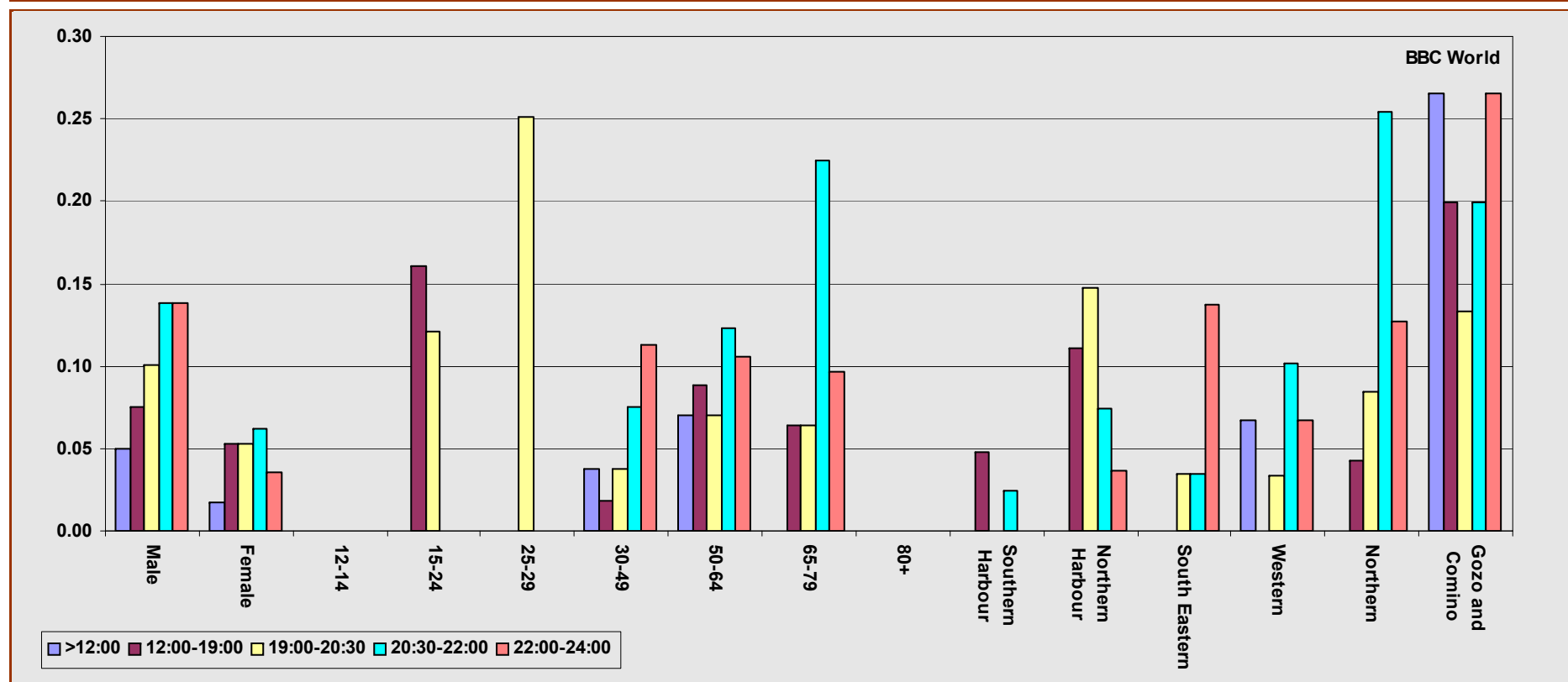
MTV	Gender		Age group							District					
	Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
>12:00	0.050	0.176	0.762	0.685	0.000	0.000	0.000	0.000	0.000	0.096	0.018	0.137	0.135	0.381	0.133
12:00-19:00	0.704	0.458	1.523	3.304	1.007	0.000	0.000	0.000	0.000	0.674	0.850	0.103	0.169	0.592	0.797
19:00-20:30	0.226	0.079	0.326	0.725	0.252	0.000	0.053	0.000	0.000	0.265	0.148	0.000	0.135	0.169	0.000
20:30-22:00	0.163	0.062	0.000	0.524	0.168	0.019	0.053	0.032	0.000	0.072	0.203	0.000	0.034	0.169	0.066
22:00-24:00	0.075	0.079	0.000	0.322	0.168	0.019	0.035	0.064	0.000	0.000	0.092	0.137	0.068	0.127	0.066
Total %	1.220	0.854	2.612	5.560	1.594	0.038	0.141	0.096	0.000	1.108	1.311	0.377	0.541	1.438	1.062



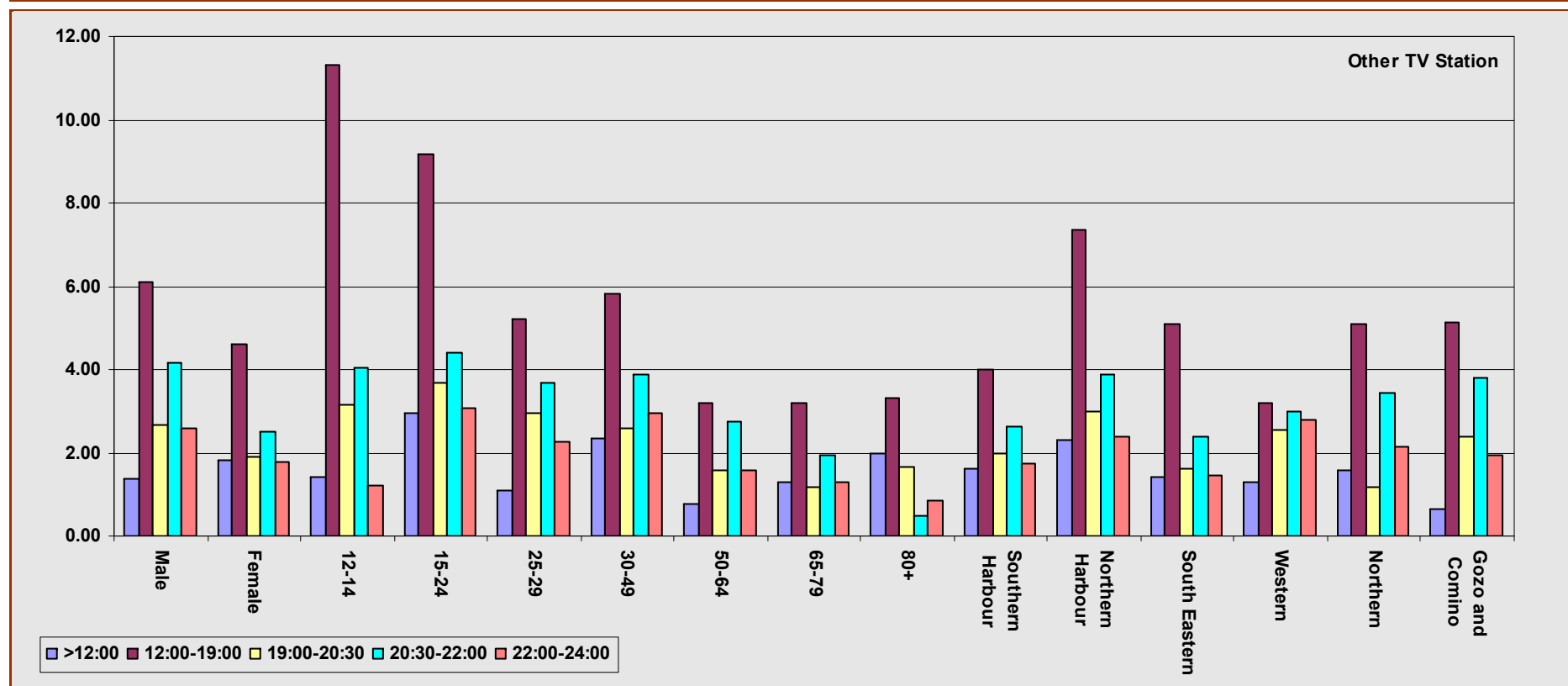
BBC Prime	Gender		Age group							District					
	Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
>12:00	0.050	0.079	0.000	0.040	0.000	0.075	0.141	0.000	0.000	0.217	0.074	0.000	0.000	0.000	0.000
12:00-19:00	0.352	0.704	0.871	0.081	0.336	0.488	0.847	0.641	0.000	0.337	0.610	0.652	0.068	1.692	0.000
19:00-20:30	0.264	0.264	0.326	0.040	0.000	0.319	0.406	0.225	0.000	0.072	0.351	0.412	0.169	0.508	0.000
20:30-22:00	0.289	0.229	0.000	0.121	0.000	0.338	0.406	0.160	0.000	0.000	0.296	0.309	0.270	0.592	0.133
22:00-24:00	0.176	0.106	0.000	0.000	0.000	0.244	0.176	0.096	0.000	0.024	0.111	0.171	0.270	0.254	0.000
Total %	1.132	1.382	1.197	0.282	0.336	1.463	1.976	1.123	0.000	0.650	1.441	1.543	0.777	3.046	0.133



BBC World	Gender		Age group							District					
	Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
>12:00	0.050	0.018	0.000	0.000	0.000	0.038	0.071	0.000	0.000	0.000	0.000	0.000	0.068	0.000	0.266
12:00-19:00	0.075	0.053	0.000	0.161	0.000	0.019	0.088	0.064	0.000	0.048	0.111	0.000	0.000	0.042	0.199
19:00-20:30	0.101	0.053	0.000	0.121	0.252	0.038	0.071	0.064	0.000	0.000	0.148	0.034	0.034	0.085	0.133
20:30-22:00	0.138	0.062	0.000	0.000	0.000	0.075	0.124	0.225	0.000	0.024	0.074	0.034	0.101	0.254	0.199
22:00-24:00	0.138	0.035	0.000	0.000	0.000	0.113	0.106	0.096	0.000	0.000	0.037	0.137	0.068	0.127	0.266
Total %	0.503	0.220	0.000	0.282	0.252	0.281	0.459	0.449	0.000	0.072	0.369	0.206	0.270	0.508	1.062



Other TV Statin	Gender		Age group							District					
	Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
>12:00	1.383	1.831	1.415	2.941	1.091	2.326	0.759	1.283	1.990	1.614	2.309	1.406	1.284	1.565	0.664
12:00-19:00	6.087	4.586	11.317	9.186	5.201	5.816	3.193	3.207	3.317	3.998	7.370	5.075	3.209	5.076	5.113
19:00-20:30	2.679	1.901	3.156	3.666	2.936	2.570	1.588	1.187	1.658	1.975	2.974	1.612	2.534	1.184	2.390
20:30-22:00	4.175	2.491	4.026	4.392	3.691	3.865	2.735	1.956	0.498	2.625	3.879	2.401	2.973	3.426	3.785
22:00-24:00	2.591	1.769	1.197	3.062	2.265	2.964	1.588	1.283	0.829	1.734	2.383	1.475	2.804	2.157	1.926
Total %	16.914	12.579	21.110	23.247	15.185	17.542	9.862	8.916	8.292	11.946	18.914	11.968	12.804	13.409	13.878



APPENDIX A: QUESTIONNAIRE

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

Aerial
Aerial Digitali
Kejble
Satellita
Internet
Mod ieħor
M' għandix televixin

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

TVM
One TV
NET TV
Smash TV
Education 22
iTV
Family TV
UTV
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-televiżjoni is-soltu tara t-Telebejgħ

TVM
One TV
NET TV
Smash TV
Education 22
iTV
UTV

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

Radju Malta
Radju Parlament/106.6
Magic Radio
Super 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: POPULATION OF THE MALTESE ARCHIPELAGO

Source: *World Population Day 2008*; N.S.O. News Release 125/2008 of 11th July 2008)

Table 1. Total Population by sex and single years of age, 31st December 2007
based on the November 2005 Census...

Ages	Males	Females	Total	Ages	Males	Females	Total	Ages	Males	Females	Total
All ages	204,106	206,184	410,290								
0-4	10,155	9,655	19,810	30-34	15,352	14,269	29,621	60-64	13,435	14,176	27,611
0	2,029	1,838	3,867	30	3,250	2,878	6,128	60	3,041	3,210	6,251
1	2,030	1,859	3,889	31	3,135	2,985	6,120	61	2,950	3,038	5,988
2	2,138	2,095	4,233	32	3,193	2,894	6,087	62	2,749	2,909	5,658
3	1,981	1,871	3,852	33	2,982	2,738	5,720	63	2,887	2,962	5,849
4	1,977	1,992	3,969	34	2,792	2,774	5,566	64	1,808	2,057	3,865
5-9	10,850	10,524	21,374	35-39	13,172	12,437	25,609	65-69	7,773	8,821	16,594
5	2,040	1,877	3,917	35	2,778	2,593	5,371	65	1,366	1,520	2,886
6	2,085	2,000	4,085	36	2,707	2,565	5,272	66	1,490	1,685	3,175
7	2,125	2,203	4,328	37	2,659	2,461	5,120	67	1,542	1,778	3,320
8	2,214	2,160	4,374	38	2,548	2,334	4,882	68	1,680	1,923	3,603
9	2,386	2,284	4,670	39	2,480	2,484	4,964	69	1,695	1,915	3,610
10-14	13,156	12,248	25,404	40-44	13,173	12,579	25,752	70-74	6,926	8,795	15,721
10	2,531	2,277	4,808	40	2,443	2,382	4,825	70	1,561	1,921	3,482
11	2,567	2,374	4,941	41	2,516	2,401	4,917	71	1,579	1,841	3,420
12	2,635	2,456	5,091	42	2,627	2,538	5,165	72	1,358	1,729	3,087
13	2,621	2,519	5,140	43	2,747	2,598	5,345	73	1,256	1,635	2,891
14	2,802	2,622	5,424	44	2,840	2,660	5,500	74	1,172	1,669	2,841
15-19	14,640	14,088	28,728	45-49	15,145	14,964	30,109	75-79	4,639	6,920	11,559
15	2,818	2,718	5,536	45	2,930	2,853	5,783	75	1,134	1,599	2,733
16	2,872	2,766	5,638	46	3,110	2,900	6,010	76	997	1,533	2,530
17	2,916	2,779	5,695	47	3,073	3,053	6,126	77	918	1,437	2,355
18	3,004	2,954	5,958	48	3,031	3,093	6,124	78	839	1,237	2,076
19	3,030	2,871	5,901	49	3,001	3,065	6,066	79	751	1,114	1,865
20-24	15,181	14,044	29,225	50-54	14,946	14,672	29,618	80-84	2,944	4,767	7,711
20	2,880	2,765	5,645	50	3,129	3,043	6,172	80	709	1,137	1,846
21	3,038	2,654	5,692	51	3,119	2,955	6,074	81	645	1,062	1,707
22	3,011	2,840	5,851	52	3,045	2,944	5,989	82	633	924	1,557
23	3,085	2,858	5,943	53	2,911	2,892	5,803	83	551	948	1,499
24	3,167	2,927	6,094	54	2,742	2,838	5,580	84	406	696	1,102
25-29	15,820	14,812	30,632	55-59	15,032	14,991	30,023	85-89	1,383	2,450	3,833
25	3,180	3,096	6,276	55	2,865	2,860	5,725	85	380	669	1,049
26	3,062	2,958	6,020	56	2,859	2,883	5,742	86	357	585	942
27	3,231	2,864	6,095	57	3,083	3,067	6,150	87	320	551	871
28	3,234	2,991	6,225	58	3,095	3,007	6,102	88	183	367	550
29	3,113	2,903	6,016	59	3,130	3,174	6,304	89	143	278	421
								90+	384	972	1,356

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	178,003	8,058	29,821	15,820	56,842	43,413	19,338	4,711
	49.53%	51.47%	51.46%	51.65%	51.17%	49.76%	44.08%	36.52%
	100.0%	4.53%	16.75%	8.89%	31.93%	24.39%	10.86%	2.65%
Females	181354	7,597	28,132	14,812	54,249	43,839	24,536	8,189
	50.47%	48.53%	48.54%	48.35%	48.83%	50.24%	55.92%	63.48%
	100.0%	4.19%	15.51%	8.17%	29.91%	24.17%	13.53%	4.52%
Total	359357	15,655	57,953	30,632	111,091	87,252	43,874	12,900
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	4.36%	16.13%	8.52%	30.91%	24.28%	12.21%	3.59%

[Count / Column % / Row %]

Worked from: "World Population Day 2008"; N.S.O. News Release 125/2008 (11th July 2008)

Source: *Demographic Review 2006*; Valletta: National Statistics Office, 2008 of 23rd January 2008
TABLE 9. TOTAL POPULATION BY REGION, DISTRICT AND LOCALITY: 31ST DECEMBER 2006

Region, district and locality	Estimated			Region, district and locality	Estimated		
	Males	Females	Total		Males	Females	Total
MALTA	202613	205197	407810	Western district	28339	28962	57301
Malta	187110	189420	376530	Mdina	123	155	278
Gozo and Comino	15503	15777	31280	Zebbug (Malta)	5678	5674	11352
Southern Harbour district	40374	40683	81057	Siggiewi	3925	4042	7967
Valletta	3080	3233	6313	Attard	5241	5233	10474
Birgu	1406	1302	2708	Balzan	1826	2051	3877
Isla	1539	1527	3066	Dingli	1706	1655	3361
Bormla	2731	2905	5636	Iklin	1661	1579	3240
Zabbar	7498	7255	14753	Lija	1395	1433	2828
Fgura	5692	5640	11332	Rabat (Malta)	5556	5918	11474
Floriana	1060	1151	2211	Mtarfa	1228	1221	2449
Kalkara	1450	1427	2877	Northern district	29050	29036	58086
Luqa	2886	3100	5986	Gharghur	1224	1160	2384
Marsa	2633	2688	5321	Mellieha	3897	3910	7807
Paola	4383	4392	8775	Mgarr	1532	1492	3024
Santa Lucija	1603	1586	3189	Mosta	9301	9577	18878
Tarxien	3781	3842	7623	Naxxar	6087	6039	12126
Xghajra	632	634	1266	San Pawl il-Bahar	7009	6859	13868
Northern Harbour district	59514	60777	120291	Gozo and Comino	15503	15777	31280
Qormi	8282	8281	16563	Rabat (Gozo)	3098	3267	6365
Birkirkara	10986	11069	22055	Fontana	425	434	859
Gzira	3538	3589	7127	Ghajnsielem & Comino	1305	1304	2609
Hamrun	4561	4947	9508	Gharb	588	580	1168
Msida	3799	3896	7695	Ghasri	215	214	429
Pembroke	1478	1480	2958	Kercem	832	845	1677
Pietà	1867	1971	3838	Munxar	533	545	1078
San Giljan	3947	3961	7908	Nadur	2086	2127	4213
San Gwann	6453	6429	12882	Qala	830	809	1639
Santa Venera	3026	3077	6103	San Lawrenz	302	301	603
Sliema	6403	6991	13394	Sannat	874	880	1754
Swieqi	4229	4156	8385	Xaghra	1983	2003	3986
Ta' Xbiex	945	930	1875	Xewkija	1521	1600	3121
South Eastern District	29833	29962	59795	Zebbug (Gozo)	911	869	1780
Zejtun	5669	5715	11384				
Birzebbugia	4332	4301	8633				
Gudja	1430	1490	2920				
GHaxaq	2203	2217	4420				
Kirkop	1121	1085	2206				
Marsascala	4830	4729	9559				
Marsaxlokk	1615	1631	3246				
Mqabba	1510	1534	3044				
Qrendi	1278	1270	2548				
Safi	997	1007	2004				
Zurrieq	4848	4983	9831				

District	Estimated		
	Males	Females	Total
Southern Harbour district	40374	40683	81057
Northern Harbour district	59514	60777	120291
South Eastern District	29833	29962	59795
Western district	28339	28962	57301
Northern district	29050	29036	58086
Gozo and Comino	15503	15777	31280
	202613	205197	407810

CENSUS 2005 PROFILE BY GENDER AND BY DISTRICT

	TOTAL	DISTRICT					
		SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
Male	202613	40374	59514	29833	28339	29050	15503
	49.68	49.81	49.48	49.89	49.46	50.01	49.56
	100.00	19.93	29.37	14.72	13.99	14.34	7.65
Female	205197	40683	60777	29962	28962	29036	15777
	50.32	50.19	50.52	50.11	50.54	49.99	50.44
	100.00	19.83	29.62	14.60	14.11	14.15	7.69
Total	407810	81057	120291	59795	57301	58086	31280
	100.00	100.00	100.00	100.00	100.00	100.00	100.00
	100.00	19.88	29.50	14.66	14.05	14.24	7.67

[Count / Column % / Row %]

Worked from: "Demographic Review 2006"; Valletta: National Statistics Office, 2008; Table 5: Total population by sex and single years of age, 31st Dcember 2006: based on the November 2005 Census

APPENDIX C: NATIONWIDE LICENSED BROADCASTING STATIONS

LIST OF NATIONWIDE RADIO STATIONS LICENSED

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

LIST OF NATIONWIDE TELEVISION STATIONS LICENSED

TVM
One TV
Net TV
Smash TV
Education 22
iTV
UTV
Family Network TV

The following is the complete list as approved by the Broadcasting Authority:

	TYPE	PR
A. REBROADCAST RADIO STATIONS		
BBC WS [BBC World Service]		48/08
WRN [World News Network]		48/08
VOA [Voice of America]		48/08
The Dance Syndicate / The Drum & Bass Collection	Dance Music	48/08
Electronika	Dance Music	48/08
Deutsche Welle		48/08
RAI Stereo 1-2-3 / International		48/08
Classic II	Classic Music	48/08
Black Magic	R & B Music	48/08
The Country Club	Country Music	48/08
The Rock / Mojo / Go Mojo Plus	Rock Music	48/08
Past Magic	Old Time Radio	48/08
XFM (London)	GCAP Station	48/08
Capital 95.8	GCAP Station	48/08
Fun Radio	GCAP Station	48/08
Italo Music	Italian Oldies Music	48/08
Magic 80s	Top 80 Hits	48/08
Rete Sport		53/08
Varican Radio		53/08
Classic Choice	Classic Music	53/08
The Riff	Rock Music	53/08
Groove	60's / 70's	53/08
Pump	80's / 90's	53/08
Big Country	Country Music	53/08
Folk	Folk Music	53/08
MMB	Ethnic Music	53/08
Radio Padre Pio	Religious	53/08
Radio Kiss Kiss	Italian Station	53/08
Radio Deejay	Italian Station	53/08
Iso Radio	RAI Service	53/08
Blu Sat 2000	RAI Service	53/08
Go Extreme	Alternative rock and pop	53/08
Total		36
B. SIMULCASTED FM RADIO STATIONS ON THE DAB + PLATFORM		
Radju Malta		48/08
Radju Parlament		48/08
Magic Radio		48/08
One Radio		48/08
Radio 101		48/08
Bay Radio		48/08
Calypso Radio		48/08
RTK		48/08
Campus FM		48/08
Smash Radio		53/08
Radju Marija		53/08
Capital Radio		53/08
Total		12
C. SIMULCASTED COMMUNITY RADIO STATIONS ON THE DAB + PLATFORM		
Christian Light Radio		48/08
D. SOLE OWNERSHIP DIGITAL RADIO STATIONS ON THE DAB + PLATFORM		
Cuore D'Italia		48/08
Gozo Digital Radio		61/08

APPENDIX D: LIST OF COMMUNITY RADIO STATION LICENCES ISSUED DURING 2007-2008

Lic. No	Station	Duration	Valid From	Freq MHz	Power Watts	2007			2008								
						Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
213	Three Cities Radio	2 years	06-Nov-05	0.4	0.5	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	
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
246	Radju Luminaria	2 years	14-Dec-06	106.9	0.5	X	X	X	X	X	X	X	X	X	X	X	X
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
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
250	Radju Katidral	2 years	01-Dec-06	90.9	0.5	X	X	X	X	X	X	X	X	X	X	X	X
251	Radju Bambina	2 years	13-Dec-06	98.3	0.5	X	X	X	X	X	X	X	X	X	X	X	X
253	Radju Prekursur	2 years	19-Feb-07	99.3	0.5	X	X	X	X	X	X	X	X	X	X	X	X
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
255	Radju Sokkors	2 years	01-Mar-07	95.1	0.5	X	X	X	X	X	X	X	X	X	X	X	X
258	Energy FM Radio	2 years	24-Mar-07	96.4	0.5	X	X	X	X	X	X	X	X	X	X	X	X
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
275	BKR Radio 94.5FM	2 years	01-Aug-07	94.5	0.5	X	X	X	X	X	X	X	X	X	X	X	X
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
280	Kiss FM	2 years	08-Oct-07	89.3	0.5	X	X	X	X	X	X	X	X	X	X	X	X
281	Big FM	2 years	31-Aug-07	107.1	0.5	X	X	X	X	X	X	X	X	X	X	X	X
214/282	Vilhena FM	2 years	03-Dec-07	96.1	0.5	X	X	X	X	X	X	X	X	X	X	X	X
216/288	Fantasy Radio	2 years	08-Nov-07	104.1	0.5	X	X	X	X	X	X	X	X	X	X	X	X
211/292	Power FM	2 years	22-Nov-07	90.4	0.5	X	X	X	X	X	X	X	X	X	X	X	X
215/296	Radio Galaxy	2 years	14-Dec-07	105	0.5	X	X	X	X	X	X	X	X	X	X	X	X
212/297	Bastjanizi FM	2 years	23-Nov-07	95	0.5	X	X	X	X	X	X	X	X	X	X	X	X
217/299	Radju Hal Tarxien	2 years	20-Dec-07	99	0.5	X	X	X	X	X	X	X	X	X	X	X	X
221/301	Radju Hompesch	2 years	19-Mar-08	90	0.5	X	X	X	X	X	X	X	X	X	X	X	X
233/308	Lehen il-Belt Victoria	2 years	25-Jun-08	104	0.5	X	X	X	X	X	X	X	X	X	X	X	X
232/319	Christian Light Radio	2 years	17-Jun-08	105.4	0.5	X	X	X	X	X	X	X	X	X	X	X	X
300	Radju Vilhena	2 years	14-Jan-08	106	0.5				X	X	X	X	X	X	X	X	X
330	Kottoner 98FM	2 years	29-Jul-08	98	0.5											X	X
283	Radju Lehen il-Guzeppini	1month	06-Dec-07	90.6	0.5			X									
307	Radju Lehen il-Guzeppini	1 month	27-Apr-08	89.1	0.5						X						
284	Lehen il-Karmelitani	23 days	01-Dec-07	101.4	1			X									
285	Radju Marija Assunta	1 month	01-Dec-07	98.9	0.5			X									
318	Radju Marija Assunta	1 month	15-Jul-08	98.9	0.5										X		
286	Radju Bartilmew	1 month	07-Dec-07	103.3	0.5			X									
323	Radju Bartilmew	1 month	25-Jul-08	103.3	0.5										X		

Lic. No	Station	Duration	Valid From	Freq MHz	Power Watts	2007			2008							
						Oct	Nov	Oct	Nov	Oct	Nov	Oct	Nov	Oct	Nov	
287	Radju Lauretana	1 month	08-Dec-07	96.5	0.5			X								
302	Radju Lauretana	1 month	02-Mar-08	96.5	0.5						X					
328	Radju Lauretana	1 month	03-Aug-08	96.3	0.5										X	
291	Tal-Gilju FM	1 month	23-Nov-07	95.4	0.5			X								
309	Tal-Gilju FM	1 month	20-May-08	95.4	0.5							X				
293	Radju Belt Rebbieha	14 days	20-Dec-07	97	0.5			X								
294	Radju Vizitazzjoni	1month	09-Dec-07	92.4	0.5			X								
303	Radju Vizitazzjoni	1 month	02-Mar-08	92.4	0.5						X					
321	Radju Vizitazzjoni	1 month	22-Jun-08	92.4	0.5								X			
295	Radju Maria Bambina 90.2 FM	1 month	21-Jan-08	90.2	0.5				X							
311	Radju Maria Bambina 90.2 FM	1 month	16-Aug-08	90.2	0.5										X	
298	2008 District Convention of Jehovah's Witnesses	2 days	12-Jan-08	108	0.24				X							
304	Radju Banda San Filep	1 month	09-May-08	106.3	0.5								X			
305	Lehen il-Belt Gorgjana	2 months	01-May-08	105.6	0.5								X	X		
306	Radju Festa	12 days	30-Jul-08	99.2	0.5										X	
310	Radju 12th May	1 month	09-May-08	96.5	1								X			
312	Radju Gilju Rebbieh	1 month	16-Jun-08	105.5	0.5									X		
313	Radju Sant'Andrija	1 month	07-Jun-08	88.4	0.5									X		
314	Radio Sacro Cuor Sliema	22 days	15-Jun-08	94	0.5									X		
315	Lehen il- Karmelitani	41 days	16-Jun-08	101.4	1									X		
316	Elenjani FM	1 month	25-Jul-08	95.8	0.5										X	
317	Radju Margerita	1 month	01-Jul-08	96.1	0.5										X	
320	Radju San Gwann	1 month	09-Jul-08	96.9	0.5										X	
322	Banda Fgura FM	26 days	23-Jun-08	93.1	0.5									X		
324	Radju Santa Venera	11 days	19-Jul-08	91.2	0.5										X	
325	Radju Leonardo	11 days	12-Sep-08	105.2	0.5											X
326	Radju 15 t'Awissu	25 days	23-Jul-08	98.3	0.5										X	
329	Radju Santa Katarina	1 month	04-Aug-08	90.6	0.5											X
332	MMG FM	1 month	14-Aug-08	97.5	0.5											X

APPENDIX E: DEMOGRAPHIC LOCATIONS



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

