

APPENDIX A: QUESTIONNAIRE



Respondent ID: _____	Tel No: _____
Date of Survey: _____	
Name & ID of Interviewer: _____	

Jiena (għid ismek) mill-Uffiċċju Nazzjonali ta' l-Istatistika. Bhalissa qegħdin nagħmlu sŧharriġ f' isem l-Awtorita' tax-Xandir dwar ir-Radju u t-Televiżjoni. L-istharriġ jieħu madwar 5 minuti biex jitlesta. Mill-familja tiegħek ġie magħżul/a (għid isem) bil-polża biex jieħu/tieħu sehem fl-istharriġ. Nista' nkellmu/nkellimha bhalissa?

1. X'sistema tat-televiżjoni tuża l-aktar biex tara t-televiżjoni d-dar?	
Aerial (<i>Analogue</i>)	☐ (1)
Cable not digital	☐ (2)
Satellita'	☐ (3)
Internet	☐ (4)
Digital Aerial (<i>Multiplus/cable</i>)	☐ (5)
Mod ieħor	☐ (6)
M'għandix televiżjoni	☐ (7)

go to q2
 go to q6

4. Rajt Telebejh il-bierah?	Iva Le
Go to q6	
5. Fuq liema stazzjon rajtu l-aktar?	
1= TVM 2= One TV 3= Net TV 4= Smash TV 5= Education 22 6= ITV 7= Family Tv 8= Oħrajn 9= Ma nafx	

2. Liema stazzjon tat-televiżjoni rajt l-aktar il-bierah għal mill-anqas 10 minuti?	
TVM	☐ (1)
One TV	☐ (2)
Net TV	☐ (3)
Smash TV	☐ (4)
Education 22	☐ (5)
Itv	☐ (6)
Family TV	☐ (7)
Favourite TV	☐ (8)
Rai 1	☐ (9)
Rai 2	☐ (10)
Rai 3	☐ (11)
Rete 4	☐ (12)
Canale 5	☐ (13)
Italia 1	☐ (14)
Discovery Channel	☐ (15)
MTV	☐ (16)
BBC Prime	☐ (17)
BBC World	☐ (18)
Stazzjon ieħor (<i>Specifika</i>)	☐ (19)
M'hemmx stazzjon wiehed	☐ (20)
Ma niftakarx	☐ (21)
Ma rajtx televiżjoni	☐ (22)
Ma tax risposta	☐ (23)

3
 4

6. Liema stazzjon tar-radju smajt l-aktar il-bierah għal mill-anqas 10 minuti?	
Radju Malta	☐ (1)
Radju Parlamentari/106.6	☐ (2)
Super One	☐ (3)
Radio 101	☐ (4)
Bay Radio	☐ (5)
Calypso Radio	☐ (6)
RTK	☐ (7)
Smash Radio	☐ (8)
Radju Marija	☐ (9)
Campus FM	☐ (10)
Capital Radio / Vibe FM	☐ (11)
XFM	☐ (12)
Radju tal-Komunità	☐ (13)
Stazzjon Barrani	☐ (14)
Stazzjon ieħor (<i>Specifika</i>)	☐ (15)
M'hemmx stazzjon wiehed	☐ (16)
Ma niftakarx	☐ (17)
Ma smajtx radju	☐ (18)
Ma tax risposta	☐ (19)

6a
 8

6a. X'sistema' tar-radju tuża l-aktar biex tisma' r-radju d-dar?	
FM	☐ (1)
Diġitali	☐ (2)
Ma nismax radju	☐ (3)

3. F'liema hinijiet rajt dan l-istazzjon?				
Hin	Minn	AM/PM	Sa	AM/PM
Hin	Minn	AM/PM	Sa	AM/PM
Hin	Minn	AM/PM	Sa	AM/PM

7. F'liema hinijiet smajt dan l-istazzjon?				
Hin	Minn	AM/PM	Sa	AM/PM
Hin	Minn	AM/PM	Sa	AM/PM
Hin	Minn	AM/PM	Sa	AM/PM

Issa se nistaqsik xi ftit mistoqsijiet dwarek innifsek

8. Inti ragel jew mara? Ragel ☐ ⁽¹⁾ Mara ☐ ⁽²⁾

9. Kemm għandek età? _____

10. F'liema lokalità toqgħod? _____

Grazzi tal-ħin tiegħek. Biex infakkrek jiena (għid ismek) mill-Uffiċċju Nazzjonali ta' l-Istatistika.

APPENDIX B: POPULATION OF THE MALTESE ARCHIPELAGO

Source: *World Population Day 2008*; N.S.O. News Release 122/2009 of 10th July 2009)

Table 1. Total Population by sex and single years of age, 31st December 2008

based on the November 2005 Census...

Ages	Males	Females	Total	Ages	Males	Females	Total	Ages	Males	Females	Total
All ages	205,873	207,736	413,609								
0-4	10,397	9,700	20,097	30-34	15,785	14,509	30,294	60-64	14,563	15,233	29,796
0	2,161	1,989	4,150	30	3,144	2,941	6,085	60	3,093	3,158	6,251
1	2,048	1,854	3,902	31	3,275	2,900	6,175	61	2,995	3,202	6,197
2	2,044	1,873	3,917	32	3,149	3,006	6,155	62	2,916	3,026	5,942
3	2,153	2,104	4,257	33	3,211	2,913	6,124	63	2,709	2,895	5,604
4	1,991	1,880	3,871	34	3,006	2,749	5,755	64	2,850	2,952	5,802
5-9	10,462	10,268	20,730	35-39	13,479	12,786	26,265	65-69	7,785	8,905	16,690
5	1,981	2,001	3,982	35	2,794	2,795	5,589	65	1,796	2,046	3,842
6	2,045	1,886	3,931	36	2,777	2,589	5,366	66	1,345	1,513	2,858
7	2,092	2,005	4,097	37	2,716	2,576	5,292	67	1,477	1,675	3,152
8	2,132	2,212	4,344	38	2,649	2,469	5,118	68	1,524	1,764	3,288
9	2,212	2,164	4,376	39	2,543	2,357	4,900	69	1,643	1,907	3,550
10-14	12,780	11,951	24,731	40-44	12,742	12,435	25,177	70-74	7,251	8,898	16,149
10	2,395	2,300	4,695	40	2,472	2,485	4,957	70	1,650	1,888	3,538
11	2,532	2,280	4,812	41	2,442	2,399	4,841	71	1,530	1,903	3,433
12	2,578	2,387	4,965	42	2,497	2,403	4,900	72	1,548	1,805	3,353
13	2,645	2,462	5,107	43	2,615	2,549	5,164	73	1,314	1,707	3,021
14	2,630	2,522	5,152	44	2,716	2,599	5,315	74	1,209	1,595	2,804
15-19	14,564	13,902	28,466	45-49	14,969	14,605	29,574	75-79	4,810	7,250	12,060
15	2,794	2,624	5,418	45	2,840	2,671	5,511	75	1,129	1,637	2,766
16	2,815	2,725	5,540	46	2,928	2,872	5,800	76	1,081	1,562	2,643
17	2,873	2,771	5,644	47	3,108	2,911	6,019	77	956	1,480	2,436
18	2,950	2,800	5,750	48	3,068	3,057	6,125	78	862	1,385	2,247
19	3,132	2,982	6,114	49	3,025	3,094	6,119	79	782	1,186	1,968
20-24	15,508	14,234	29,742	50-54	15,178	14,880	30,058	80-84	3,026	4,859	7,885
20	3,118	2,927	6,045	50	3,003	3,063	6,066	80	701	1,059	1,760
21	2,989	2,808	5,797	51	3,123	3,041	6,164	81	655	1,069	1,724
22	3,158	2,711	5,869	52	3,106	2,953	6,059	82	601	992	1,593
23	3,085	2,878	5,963	53	3,033	2,936	5,969	83	574	861	1,435
24	3,158	2,910	6,068	54	2,913	2,887	5,800	84	495	878	1,373
25-29	16,205	15,091	31,296	55-59	14,550	14,654	29,204	85-89	1,420	2,565	3,985
25	3,260	2,988	6,248	55	2,718	2,839	5,557	85	365	632	997
26	3,273	3,147	6,420	56	2,849	2,860	5,709	86	332	620	952
27	3,087	3,007	6,094	57	2,842	2,880	5,722	87	305	532	837
28	3,317	2,916	6,233	58	3,064	3,073	6,137	88	268	480	748
29	3,268	3,033	6,301	59	3,077	3,002	6,079	89	150	301	451
								90+	399	1,011	1,410

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	180,087	7,853	30,072	16,205	56,975	44,291	19,846	4845
	49.57%	51.58%	51.66%	51.78%	51.19%	49.73%	44.20%	36.48%
	100.0	4.36	16.70	9.00	31.64	24.59	11.02	2.69
Females	183,188	7,371	28,136	15,091	54,335	44,767	25,053	8,435
	50.43%	48.42%	48.34%	48.22%	48.81%	50.27%	55.80%	63.52%
	100.0	4.02	15.36	8.24	29.66	24.44	13.68	4.60
Total	363,275	15,224	58,208	31,296	111,310	89,058	44,899	13,280
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0	4.19	16.02	8.61	30.64	24.52	12.36	3.66

[Count / Column % / Row %]

Worked from: "World Population Day 2008"; N.S.O. News Release 122/2009 (10th July 2008)

Source: *Demographic Review 2007*; Valletta: National Statistics Office, 2008 of 23rd September 2008

TABLE 9. TOTAL POPULATION BY REGION, DISTRICT AND LOCALITY: 31ST DECEMBER 2007

Region, district and locality	Estimated			Region, district and locality	Estimated		
	Males	Females	Total		Males	Females	Total
MALTA	204,106	206,184	410,290	Western	28,436	28,971	57,407
Malta	188,556	190,445	379,001	Mdina	111	142	253
Gozo & Comino	15,550	15,739	31,289	Zebbug (Malta)	5,701	5,701	11,402
Southern Harbour	40,415	40,789	81,204	Siggiewi	3,943	4,070	8,013
Valletta	3,096	3,223	6,319	Attard	5,304	5,248	10,552
Birgu	1,404	1,304	2,708	Balzan	1,815	2,037	3,852
Isla	1,536	1,521	3,057	Dingli	1,696	1,651	3,347
Bormla	2,729	2,895	5,624	Iklin	1,664	1,576	3,240
Zabbar	7,547	7,302	14,849	Lija	1,398	1,435	2,833
Fgura	5,735	5,694	11,429	Rabat (Malta)	5,573	5,895	11,468
Floriana	1,053	1,160	2,213	Mtarfa	1,231	1,216	2,447
Kalkara	1,448	1,423	2,871	Northern	29,478	29,426	58,904
Luqa	2,841	3,057	5,898	Gharghur	1,229	1,163	2,392
Marsa	2,628	2,693	5,321	Mellieha	3,954	3,978	7,932
Paola	4,368	4,401	8,769	Mgarr	1,530	1,495	3,025
Santa Lucija	1,591	1,597	3,188	Mosta	9,389	9,629	19,018
Tarxien	3,804	3,875	7,679	Naxxar	6,147	6,110	12,257
Xghajra	635	644	1,279	San Pawl il-Bahar	7,229	7,051	14,280
Northern Harbour	60,233	61,149	121,382	Gozo & Comino	15,550	15,739	31,289
Qormi	8,296	8,329	16,625	Rabat (Gozo)	3,103	3,231	6,334
Birkirkara	11,082	11,159	22,241	Fontana	422	424	846
Gzira	3,585	3,591	7,176	Ghajnsielem & Comino	1,323	1,302	2,625
Hamrun	4,537	4,942	9,479	Gharb	591	576	1,167
Msida	3,856	3,911	7,767	Ghasri	206	204	410
Pembroke	1,489	1,489	2,978	Kercem	830	837	1,667
Pieta'	1,859	1,966	3,825	Munxar	537	542	1,079
San Giljan	4,051	4,004	8,055	Nadur	2,083	2,131	4,214
San Gwann	6,539	6,474	13,013	Qala	834	809	1,643
Santa Venera	3,024	3,074	6,098	San Lawrenz	298	301	599
Sliema	6,666	7,067	13,733	Sannat	880	881	1,761
Swieqi	4,312	4,217	8,529	Xaghra	2,000	2,010	4,010
Ta' Xbiex	937	926	1,863	Xewkija	1,514	1,613	3,127
South Eastern	29,994	30,110	60,104	Zebbug (Gozo)	929	878	1,807
Zejtun	5,650	5,710	11,360				
Birzebbuga	4,378	4,364	8,742				
Gudja	1,430	1,478	2,908				
Ghaxaq	2,202	2,219	4,421				
Kirkop	1,106	1,081	2,187				
Marsaskala	4,927	4,803	9,730				
Marsaxlokk	1,616	1,634	3,250				
Mqabba	1,512	1,544	3,056				
Qrendi	1,280	1,271	2,551				
Safi	998	1,005	2,003				
Zurrieq	4,895	5,001	9,896				

District	Estimated		
	Males	Females	Total
Southern Harbour district	40,415	40,789	81,204
Northern Harbour district	60,233	61,149	121,382
South Eastern District	29,994	30,110	60,104
Western district	28,436	28,971	57,407
Northern district	29,478	29,426	58,904
Gozo and Comino	15,550	15,739	31,289
	204106	206184	410290

CENSUS 2005 PROFILE BY GENDER AND BY DISTRICT

	TOTAL	DISTRICT					
		SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
Male	204106	40,415	60,233	29,994	28,436	29,478	15,550
	49.75	49.77	49.62	49.90	49.53	50.04	49.70
	100.00	19.80	29.51	14.70	13.93	14.44	7.62
Female	206184	40,789	61,149	30,110	28,971	29,426	15,739
	50.25	50.23	50.38	50.10	50.47	49.96	50.30
	100.00	19.78	29.66	14.60	14.05	14.27	7.63
Total	410290	81,204	121,382	60,104	57,407	58,904	31,289
	100.00	100.00	100.00	100.00	100.00	100.00	100.00
	100.00	19.79	29.58	14.65	13.99	14.36	7.63

[Count / Column % / Row %]

Worked from: "Demographic Review 2007"; Valletta: National Statistics Office, 2008; Table 9: Total population by region, district and locality: 31st Dcember 2007 – 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 / Vibe FM
[13th April 2009 – re-named]
XFM

LIST OF NATIONWIDE TELEVISION STATIONS LICENSED

TVM

One TV

Net TV

Smash TV

Education 22

iTV

Family Network TV
[3rd April 2009 – folded]
Favourite TV

Calypso TV started
[10th May 2009 – started]

The following is the complete list as approved by the Broadcasting Authority on the DAB+ platform:

	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
Super 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 / Vibe FM		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 2008

Lic. No	Station	Duration	Valid From	Freq MHz	Power Watts	2008			2009								
						Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
245/334	Radio Sacro Cuor Sliema	2 years	15-Nov-06	105.2	0.5	X	X	X	X	X	X	X	X	X	X	X	X
249/337	Deejays Radio 95.6FM	2 years	14-Dec-06	106.9	0.5	X	X	X	X	X	X	X	X	X	X	X	X
246/346	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										
250/349	Radju Katidral	2 years	1-Dec-06	90.9	0.5	X	X	X	X	X	X	X	X	X	X	X	X
251/350	Radju Bambina	2 years	13-Dec-06	98.3	0.5	X	X	X	X	X	X	X	X	X	X	X	X
253/357	Radju Prekursur [Xewkija]	2 years	19-Feb-07	99.3	0.5	X	X	X	X	X	X	X	X	X	X	X	X
254/365	Radju Lehen il-Qala	2 years	17-Feb-07	106.3	0.35/0.5	X	X	X	X	X	X	X	X	X	X	X	X
255/352	Radju Sokkors	2 years	1-Mar-07	95.1	0.5/4.0	X	X	X	X	X	X	X	X	X	X	X	X
258/361	Energy FM Radio [B'Bugia]	2 years	24-Mar-07	96.4	0.5/10	X	X	X	X	X	X	X	X	X	X	X	X
266/383	Radju Xeb-er-ras	2 years	25-Jul-07	90.8	1/6.5	X	X	X	X	X	X	X	X	X	X	X	X
275/384	BKR Radio 94.5FM	2 years	1-Aug-07	94.5	0.5/7.4	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			
280	Kiss FM	2 years	8-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	
282	96.1 Vilhena FM	2 years	3-Dec-07	96.1	0.5	X	X	X	X	X	X	X	X	X	X	X	X
288	Fantasy Radio	2 years	8-Nov-07	104.1	0.5	X	X	X	X	X	X	X	X	X	X	X	X
292	Power FM	2 years	22-Nov-07	90.4	0.5	X	X	X	X	X	X	X	X	X	X	X	X
296	Radio Galaxy	2 years	14-Dec-07	105	0.5	X	X	X	X	X	X	X	X	X	X	X	X
297	Bastjanizi FM	2 years	23-Nov-07	95	0.5	X	X	X	X	X	X	X	X	X	X	X	X
299	Radju Hal Tarxien	2 years	20-Dec-07	99	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	X	X	X
301	Radju Hompesch	2 years	19-Mar-08	90	0.5	X	X	X	X	X	X	X	X	X	X	X	X
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
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
330	Kottoner 98FM	2 years	29-Jul-08	98	0.5	X	X	X	X	X	X	X	X	X	X	X	X
354	VSB FM 103.40	2 years	1-Jan-09	103.4	9				X	X	X	X	X	X	X	X	X
356	Lehen il-Guzeppini [Ghaxaq]	2 years	2-Feb-09	89.1	9					X	X	X	X	X	X	X	X
359	Lehen il-Belt Gorgjana [Qormi]	2 years	1-Mar-09	105.6	13						X	X	X	X	X	X	X
331	2008 District Convention of Jehovah's Witnesses	4 days	4-Sep-08	108	0.25	X											
335	Radju Lehen il-Guzeppini [Ghaxaq]	1 month	1-Dec-08	89.1	0.5			X									
336	Lehen il-Karmelitani 101.4FM	1 month	1-Dec-08	101.4	1			X									
378	Lehen il-Karmelitani 101.4FM	26 days	1-Jul-09	101.4	8.5										X		
338	Radju Elenjani 95.8FM [B'Kara]	1 month	6-Dec-08	95.8	0.5			X									
360	Radju Elenjani 95.8FM [B'Kara]	1month	13-Mar-09	95.8	12					X							
372	Radju Elenjani 95.8FM [B'Kara]	1 month	24-Jul-09	95.8	12										X		
339	Radju 15 t'Awwissu (Qrendi)	20 days	15-Dec-08	98.3	0.5			X									
382	Radju 15 t'Awwissu (Qrendi)	25 days	23-Jul-09	98.3	3.5										X		
340	Tal-Gilju FM (Mqabba)	1 month	21-Nov-08	95.4	0.5		X										
373	Tal-Gilju FM (Mqabba)	11days	12-Jun-09	95.3	3									X			
341	Radju Marija Assunta	1 month	3-Dec-08	98.9	0.5			X									
379	Radju Marija Assunta	1 month	18-Jul-09	98.9	9.1										X		
342	Radju Santa Katarina	1 month	10-Nov-08	90.6	0.5		X										
343	Radju Lauretana	28 days	8-Dec-08	96.5	0.5			X									
367	Radju Lauretana	16 days	23-May-09	96.5	4.3								X				
381	Radju Lauretana	1 month	3-Aug-09	96.5	4.3											X	
344	Radju Marija Bambina	26 days	5-Dec-08	90.2	0.5			X									
345	Radju Sant'Andrija	1 month	19-Nov-08	88.4	0.5		X										
370	Radju Sant'Andrija	1 month	31-May-09	88.4	9.4							X					
347	Radju Belt Rebbieha	13 days	19-Dec-08	97	0.5			X									
348	Radju Vizitazzjoni [Gharb]	1 month	7-Dec-08	92.4	0.5			X									
362	Radju Vizitazzjoni [Gharb]	29 days	22-Mar-09	92.4	2.8					X							
371	Radju Vizitazzjoni [Gharb]	1 month	28-Jun-09	92.4	2.8								X				
351	2009 Circuit Assembly of Jehovah's Witnesses	2 days	10-Jan-09	108	0.25				X								
358	Radju Lauretana [Ghajnsielem, Gozo]	21 days	29-Mar-09	95.5	5							X					

Lic. No	Station	Duration	Valid From	Freq MHz	Power Watts	2008			2009								
						Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
363	Radju Margerita [Sannat]	29 days	29-Mar-09	96.1	6.9							X					
375	Radju Margerita [Sannat]	1 month	28-Jun-09	96.1	6.9									X			
368	Radju 12th May	1 month	14-May-09	96.5	7.9								X				
369	Radju Kazin Banda San Filep	1 month	15-May-09	106.3	7.6								X				
374	Radju Sacro Cuor Sliema	1 month	9-Jun-09	94	8.5									X			
380	Radju Sacro Cuor Sliema	16 days	26-Sep-09	94	8.5												X
377	Banda Fgura FM	19 days	25-Jun-09	93.1	5.9									X			
385	Radju Leonardo	11 days	14-Aug-09	105.2	4.9											X	
386	Radju Maria Bambina 90.2 FM	16 days	29-Aug-09	90.2	11.9											X	
387	2009 District Convention of Jehovah's Witnesses	3 days	11-Sep-09	108	0.5												X

APPENDIX E: DEMOGRAPHIC LOCATIONS



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

Localities are classified into districts according to the Malta Geographical Codes (MGC) as follows:

- **Southern Harbour** - Żabbar, Xgħajra, Valletta, Tarxien, Santa Lucija, Paola, Marsa, Luqa, Kalkara, Senglea, Floriana, Fgura, Cospicua, Vittoriosa.
- **Northern Harbour** - Ta' Xbiex, Swieqi, Sliema, Santa Venera, San Gwann, St. Julians, Qormi, Pieta', Pembroke, Msida, Hamrun, Gżira, Birkirkara.
- **South Eastern** - Żurrieq, Żejtun, Safi, Qrendi, Mqabba, Marsaxlokk, Marsaskala, Kirkop, Gudja, Għaxaq, Birżebbuġia.
- **Western** - Żebbuġ (Malta), Siġġiewi, Rabat (Malta), Mtarfa, Mdina, Lija, Iklin, Dingli, Balzan, Attard.
- **Northern** - St. Paul's Bay, Naxxar, Mosta, Mgarr, Mellieħa, Għargħur.
- **Gozo and Comino** - Rabat (Gozo), Fontana, Għajnsielem and Comino, Għarb, Għasri, Kerċem, Munxar, Nadur, Qala, San Lawrenz, Sannat, Xagħra, Xewkija, Żebbuġ (Gozo).

APPENDIX F: TABLES AND CHARTS CALCULATIONS

Although all the tables and charts for each assessment period have similar methodology in formulation, the sample base varies depending on such issues as the rate of response during each analysis period; the total sample collected per quarter; etc.

Besides, when analysis is made on individual broadcasting stations all the following are excluded from the calculations made:

- the amount of respondents who did not listen/view any broadcasting station before the interview;
- those who did not remember which broadcasting stations they had listened/watched;
- those who did not watch/listen any particular station; and
- those who did not specify any particular station.

For this reason data of assessment periods is always primarily presented as percentages for comparative purposes. No absolute amounts are calculated.

However, repeated requests for calculations to be extrapolated over the whole population have from time to time been made to the Authority. Although the information required for such extrapolation has always been presented in past audience assessments in Appendix B, it was felt that for ease of comparison the value of 1% in comparison to the whole population be included in each table and/or corresponding chart.

These calculations have been made on the latest available data which, in some cases, would be more than 12 months due. For this reason, these calculations are updated only for the present assessment year – past published data should be carefully evaluated.

These calculations have been carried out for all the tables concerned for the assessment periods October-December 2008, January-March 2009 and April-June 2009 following the publication of Press Release 122/2009 by the National Statistics Office. **It is important to note that such calculations are only for indicative purposes and are not finite. Also, due to rounding-off it is advisable that percentages are primarily quoted.**

1. Calculation for Quarterly Totals

For this purpose, from a total population of the Maltese archipelago of 413,609 people aged 0 and upward as at 31st December 2009, the corresponding population size for those who are aged 12 and over [the age limit of the sample size] amounts to 363,275 [rounded up to 363,300 based on *Press Release 122/2009*; N.S.O.]. When tables and figures include the whole sample size, 1% of those tables is equal to 3633 [3558 for Oct 2006 – Sep 2007 based on *Demographic Review 2006*; Table 5, N.S.O.; and 3594 for Oct 2007 – Sep 2008 based on *Demographic Review 2007*; Table 5, N.S.O.]. In cases where data is worked on **viewers and listeners only**, the following calculations have been made:

Radio:

	Jul-Sep 2009	Apr-Jun 2009	Jan-Mar 2009	Oct-Dec 2008	Jul-Sep 2008	Apr-Jun 2008	Jan-Mar 2008	Oct-Dec 2007
Sample								
Total	1831	1813	1787	1835	1771	1790	1799	1811
Non Listeners								
Do not listen to Radio	801	831	828	874	825	830	793	878
No Particular Station	49	79	131	86	66	128	164	96
Do not remember	15	12	8	4	2	19	25	20
No Response	0	0	0	0	4	1	0	0
Total Non Listeners	865	922	967	964	897	978	982	994
Total Listeners	966	891	820	871	874	812	817	817
Total Non Listeners	865	922	967	964	897	978	982	994
Total Sample	1831	1813	1787	1835	1771	1790	1799	1811
%age								
Non Listeners								
Do not listen to Radio	43.75%	45.84%	46.33%	47.63%	46.58%	46.37%	44.08%	48.48%
No Particular Station	2.68%	4.36%	7.33%	4.69%	3.73%	7.15%	9.12%	5.30%
Do not remember	0.82%	0.66%	0.45%	0.22%	0.11%	1.06%	1.39%	1.10%
No Response	0.00%	0.00%	0.00%	0.00%	0.23%	0.06%	0.00%	0.00%
Total Non Listeners	47.24%	50.85%	54.11%	52.53%	50.65%	54.64%	54.59%	54.89%
%age								
Total Listeners	52.76%	49.15%	45.89%	47.47%	49.35%	45.36%	45.41%	45.11%
Total Non Listeners	47.24%	50.85%	54.11%	52.53%	50.65%	54.64%	54.59%	54.89%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Population 1%=								
Listeners	1917	1785	1667	1724	1774	1630	1632	1621
Non Listeners	1716	1848	1966	1909	1820	1964	1962	1973
Total	3633	3633	3633	3633	3594	3594	3594	3594

Thus; in Table 3.1 and similar tables in previous audience assessments, 1% is equal to 3594 since this table is based on the whole sample; in Table 3.2 and in similar tables, 1% is equal to 1609 for January-March 2009; 1706 for October-December 2008; etc.; due to the fact that four groups of sample respondents have been removed:

- Did not listen to radio the day before the interview;
- Did not listen to any particular radio station;
- Did not remember which radio station they had listened to;
- Did not give any response.

Wherever these extrapolations can be made in the analysis, these are indicated at the end of each table/chart.

TV:

	Jul-Sep 2009	Apr-Jun 2009	Jan-Mar 2009	Oct-Dec 2008	Jul-Sep 2008	Apr-Jun 2008	Jan-Mar 2008	Oct-Dec 2007
Sample								
Total	1831	1813	1787	1835	1771	1790	1799	1811
Non Viewers								
Do not watch TV	554	452	389	447	536	380	436	451
No particular station	100	176	428	265	188	308	398	269
Do not remember	23	7	10	9	14	9	27	17
No TV Set	9	8	4	7	8	6	5	9
No Response	2		0	1	2	2	0	0
Total Non Viewers	688	643	831	729	748	705	866	746
Total Viewers	1143	1170	956	1106	1023	1085	933	1065
Total Non Viewers	688	643	831	729	748	705	866	746
Total Sample	1831	1813	1787	1835	1771	1790	1799	1811
%age								
Non Viewers								
Do not watch TV	30.26%	24.93%	21.77%	24.36%	30.27%	21.23%	24.24%	24.90%
No particular station	5.46%	9.71%	23.95%	14.44%	10.62%	17.21%	22.12%	14.85%
Do not remember	1.26%	0.39%	0.56%	0.49%	0.79%	0.50%	1.50%	0.94%
No TV Set	0.49%	0.44%	0.22%	0.38%	0.45%	0.34%	0.28%	0.50%
No Response	0.11%	0.00%	0.00%	0.05%	0.11%	0.11%	0.00%	0.00%
Total Non Viewers	37.58%	35.47%	46.50%	39.73%	42.24%	39.39%	48.14%	41.19%
%age								
Total Viewers	62.42%	64.53%	53.50%	60.27%	57.76%	60.61%	51.86%	58.81%
Total Non Viewers	37.58%	35.47%	46.50%	39.73%	42.24%	39.39%	48.14%	41.19%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Population 1%=								
Viewers	2268	2345	1944	2190	2076	2178	1864	2114
Non Viewers	1365	1288	1689	1443	1518	1416	1730	1480
Total	3633	3633	3633	3633	3594	3594	3594	3594

2. Calculations for analysis by Gender, Age Group and District by Quarter - Reach

Radio:

[1] October-December 2008: Gender / Age Group and District - Recalculation based on N.S.O. Press Release 129/2009 - based on Demographic Review 2007, N.S.O.

	Total	Gender		Age Group							District						Total
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo Comino	
Total Listeners	871	378	493	25	133	58	236	248	149	22	154	240	130	145	133	69	871
Total Non Listeners	964	464	500	51	152	71	280	262	121	27	187	265	156	135	147	74	964
Total Sample	1835	842	993	76	285	129	516	510	270	49	341	505	286	280	280	143	1835
%age																	
Total Listeners %	47.47%	44.89%	49.65%	32.89%	46.67%	44.96%	45.74%	48.63%	55.19%	44.90%	45.16%	47.52%	45.45%	51.79%	47.50%	48.25%	47.47%
Total Non Listeners %	52.53%	55.11%	50.35%	67.11%	53.33%	55.04%	54.26%	51.37%	44.81%	55.10%	54.84%	52.48%	54.55%	48.21%	52.50%	51.75%	52.53%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Population	363,275	180,087	183,188	15,224	58,208	31,296	111,310	89,058	44,899	13,280	81,204	121,382	60,104	57,407	58,904	31,289	410290
Listeners 1%=	1724	808	909	50	272	141	509	433	248	60	367	577	273	297	280	151	1945
Non Listeners 1%=	1908	992	922	102	310	172	604	458	201	73	445	637	328	277	309	162	2158
Total	3633	1801	1832	152	582	313	1113	891	449	133	812	1214	601	574	589	313	4103

[2] January-March 2009: Gender / Age Group and District - Recalculation based on N.S.O. Press Release 129/2009 - based on Demographic Review 2007, N.S.O.

	Total	Gender		Age Group							District						Total
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo Comino	
Total Listeners	820	400	420	20	120	49	241	230	126	34	169	225	131	122	115	58	820
Total Non Listeners	967	455	512	57	154	53	309	252	122	20	210	260	134	149	134	80	967
Total Sample	1787	855	932	77	274	102	550	482	248	54	379	485	265	271	249	138	1787
%age																	
Total Listeners %	45.89%	46.78%	45.06%	25.97%	43.80%	48.04%	43.82%	47.72%	50.81%	62.96%	44.59%	46.39%	49.43%	45.02%	46.18%	42.03%	45.89%
Total Non Listeners %	54.11%	53.22%	54.94%	74.03%	56.20%	51.96%	56.18%	52.28%	49.19%	37.04%	55.41%	53.61%	50.57%	54.98%	53.82%	57.97%	54.11%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Population	363,275	180,087	183,188	15,224	58,208	31,296	111,310	89,058	44,899	13,280	81,204	121,382	60,104	57,407	58,904	31,289	410290
Listeners 1%=	1667	843	826	40	255	150	488	425	228	84	362	563	297	258	272	132	1884
Non Listeners 1%=	1966	958	1006	113	327	163	625	466	221	49	450	651	304	316	317	181	2219
Total	3633	1801	1832	152	582	313	1113	891	449	133	812	1214	601	574	589	313	4103

[3] April-June 2009: Gender / Age Group and District- based on N.S.O. Press Release 129/2009 - based on Demographic Review 2007, N.S.O.

	Total	Gender		Age Group							District						Total
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo Comino	
Total Listeners	891	403	488	20	146	61	262	248	122	32	169	268	135	134	124	61	891
Total Non Listeners	922	407	515	50	154	52	237	263	128	38	208	246	147	127	102	92	922
Total Sample	1813	810	1003	70	300	113	499	511	250	70	377	514	282	261	226	153	1813
%age																	
Total Listeners %	49.15%	49.75%	48.65%	28.57%	48.67%	53.98%	52.51%	48.53%	48.80%	45.71%	44.83%	52.14%	47.87%	51.34%	54.87%	39.87%	49.15%
Total Non Listeners %	50.85%	50.25%	51.35%	71.43%	51.33%	46.02%	47.49%	51.47%	51.20%	54.29%	55.17%	47.86%	52.13%	48.66%	45.13%	60.13%	50.85%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Population	363,275	180,087	183,188	15,224	58,208	31,296	111,310	89,058	44,899	13,280	81,204	121,382	60,104	57,407	58,904	31,289	410290
Listeners 1%=	1785	896	891	43	283	169	584	432	219	61	364	633	288	295	323	125	2027
Non Listeners 1%=	1847	905	941	109	299	144	529	458	230	72	448	581	313	279	266	188	2076
Total	3633	1801	1832	152	582	313	1113	891	449	133	812	1214	601	574	589	313	4103

[4] July-September 2009: Gender / Age Group and District - based on N.S.O. Press Release 129/2009 - based on Demographic Review 2007, N.S.O.

	Total	Gender		Age Group							District						Total
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo Comino	
Total Listeners	966	461	505	25	154	66	283	264	142	32	210	263	158	148	125	62	966
Total Non Listeners	865	382	483	55	104	51	250	243	134	28	166	240	129	125	112	93	865
Total Sample	1831	843	988	80	258	117	533	507	276	60	376	503	287	273	237	155	1831
%age																	
Total Listeners %	52.76%	54.69%	51.11%	31.25%	59.69%	56.41%	53.10%	52.07%	51.45%	53.33%	44.83%	52.14%	47.87%	51.34%	54.87%	39.87%	49.15%
Total Non Listeners %	47.24%	45.31%	48.89%	68.75%	40.31%	43.59%	46.90%	47.93%	48.55%	46.67%	55.17%	47.86%	52.13%	48.66%	45.13%	60.13%	50.85%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Population	363,275	180,087	183,188	15,224	58,208	31,296	111,310	89,058	44,899	13,280	81,204	121,382	60,104	57,407	58,904	31,289	410290
Listeners 1%=	1917	985	936	48	347	177	591	464	231	71	454	635	331	311	311	125	2166
Non Listeners 1%=	1716	816	896	105	235	136	522	427	218	62	359	579	270	263	278	188	1937
Total	3633	1801	1832	152	582	313	1113	891	449	133	812	1214	601	574	589	313	4103

[5] October 2009-September 2009: Gender / Age Group and District- based on N.S.O. Press Release 129/2009 - based on Demographic Review 2007, N.S.O.

	Total	Gender		Age Group							District						Total
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo Comino	
Total Listeners	3548	1642	1906	90	553	234	1022	990	539	120	702	996	554	549	497	250	3548
Total Non Listeners	3718	1708	2010	213	564	227	1076	1020	505	113	771	1011	566	536	495	339	3718
Total Sample	7266	3350	3916	303	1117	461	2098	2010	1044	233	702	996	554	549	497	250	7266
%age																	
Total Listeners %	48.83%	49.01%	48.67%	29.70%	49.51%	50.76%	48.71%	49.25%	51.63%	51.50%	47.66%	49.63%	49.46%	50.60%	50.10%	42.44%	48.83%
Total Non Listeners %	51.17%	50.99%	51.33%	70.30%	50.49%	49.24%	51.29%	50.75%	48.37%	48.50%	52.34%	50.37%	50.54%	49.40%	49.90%	57.56%	51.17%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Population	363,275	180,087	183,188	15,224	58,208	31,296	111,310	89,058	44,899	13,280	81,204	121,382	60,104	57,407	58,904	31,289	410290
Listeners 1%=	1774	883	892	45	288	159	542	439	232	68	387	602	297	290	295	133	2005
Non Listeners 1%=	1859	918	940	107	294	154	571	452	217	64	425	611	304	284	294	180	2098
Total	3633	1801	1832	152	582	313	1113	891	449	133	812	1214	601	574	589	313	4103

[6] Calculations for analysis by Broadcasting Station by Quarter [By Gender / Age Group and By District]

	Gender / Age Group					District				
	Oct-Dec 2008	Jan-Mar 2009	Apr-Jun 2009	Jul-Sep 2009	Oct 2008 – Sep 2009	Oct-Dec 2008	Jan-Mar 2009	Apr-Jun 2009	Jul-Sep 2009	Oct 2008– Sep 2009
	1%=	1%=	1%=	1%=	1%=	1%=	1%=	1%=	1%=	1%=
Radju Malta	109	110	112	159	122	123	124	127	179	138
Radju Parlament 106.6	51	18	14	0	21	58	21	16	0	24
Magic Radio	125	89	118	119	112	141	101	134	135	127
One Radio	275	279	285	315	288	310	315	323	357	326
Radio 101	85	100	76	89	87	96	113	86	101	99
Bay Radio	283	313	415	435	361	319	354	471	491	409
Calypso Radio	226	169	186	181	190	255	191	212	204	215
RTK	137	150	158	157	150	154	170	180	177	170
Smash Radio	71	65	56	60	63	80	74	64	67	71
Radju Marija	154	146	150	107	139	174	165	171	121	158
Campus FM	8	10	16	24	14	9	11	18	27	16
Capital Radio / Vibe FM	69	67	56	91	71	78	76	64	103	80
XFM	93	96	72	91	88	105	108	82	103	99
Community Stations	20	39	54	65	44	22	44	61	74	50
Foreign Radio Station	18	16	16	24	18	20	18	18	27	21
Total	1724	1667	1785	1917	1774	1945	1884	2027	2166	2005

TV:

[1] October-December 2008: Gender and Age Group - Recalculation based on N.S.O. Press Release 129/2009 - based on Demographic Review 2007, N.S.O.

	Total	Gender		Age Group							District						Total
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo Comino	
Total Viewers	1106	487	619	52	161	52	324	326	168	23	199	311	165	165	173	93	1106
Total Non Viewers	729	355	374	24	124	77	192	184	102	26	142	194	121	115	107	50	729
Total Sample	1835	842	993	76	285	129	516	510	270	49	341	505	286	280	280	143	1835
%age																	
Total Viewers %	60.27%	57.84%	62.34%	68.42%	56.49%	40.31%	62.79%	63.92%	62.22%	46.94%	58.36%	61.58%	57.69%	58.93%	61.79%	65.03%	60.27%
Total Non Viewers %	39.73%	42.16%	37.66%	31.58%	43.51%	59.69%	37.21%	36.08%	37.78%	53.06%	41.64%	38.42%	42.31%	41.07%	38.21%	34.97%	39.73%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Population	363,275	180,087	183,188	15,224	58,208	31,296	111,310	89,058	44,899	13,280	81,204	121,382	60,104	57,407	58,904	31,289	410290
Viewers 1%=	2190	1042	1142	104	329	126	699	569	279	62	474	748	347	338	364	203	2473
Non Viewers 1%=	1443	759	690	48	253	187	414	321	170	70	338	466	254	236	225	109	1630
Total	3633	1801	1832	152	582	313	1113	891	449	133	812	1214	601	574	589	313	4103

[2] January-March 2009: Gender and Age Group - Recalculation based on N.S.O. Press Release 129/2009 - based on Demographic Review 2007, N.S.O.

	Total	Gender		Age Group							District						Total
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo Comino	
Total Viewers	956	450	506	45	142	51	309	268	115	26	182	259	151	151	134	79	956
Total Non Viewers	831	405	426	32	132	51	241	214	133	28	197	226	114	120	115	59	831
Total Sample	1787	855	932	77	274	102	550	482	248	54	379	485	265	271	249	138	1787
%age																	
Total Viewers %	53.50%	52.63%	54.29%	58.44%	51.82%	50.00%	56.18%	55.60%	46.37%	48.15%	48.02%	53.40%	56.98%	55.72%	53.82%	57.25%	53.50%
Total Non Viewers %	46.50%	47.37%	45.71%	41.56%	48.18%	50.00%	43.82%	44.40%	53.63%	51.85%	51.98%	46.60%	43.02%	44.28%	46.18%	42.75%	46.50%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Population	363,275	180,087	183,188	15,224	58,208	31,296	111,310	89,058	44,899	13,280	81,204	121,382	60,104	57,407	58,904	31,289	410290
Viewers 1%=	1943	948	995	89	302	156	625	495	208	64	390	648	342	320	317	179	2195
Non Viewers 1%=	1689	853	837	63	280	156	488	395	241	69	422	566	259	254	272	134	1908
Total	3633	1801	1832	152	582	313	1113	891	449	133	812	1214	601	574	589	313	4103

[3] April-June 2009: Gender and Age Group - based on N.S.O. Press Release 129/2009 - based on Demographic Review 2007, N.S.O.

	Total	Gender		Age Group							District						Total
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo Comino	
Total Viewers	1170	532	638	51	196	75	320	327	157	44	248	340	170	173	150	89	1170
Total Non Viewers	643	278	365	19	104	38	179	184	93	26	129	174	112	88	76	64	643
Total Sample	1813	810	1003	70	300	113	499	511	250	70	377	514	282	261	226	153	1813
%age																	
Total Viewers %	64.53%	65.68%	63.61%	72.86%	65.33%	66.37%	64.13%	63.99%	62.80%	62.86%	65.78%	66.15%	60.28%	66.28%	66.37%	58.17%	64.53%
Total Non Viewers %	35.47%	34.32%	36.39%	27.14%	34.67%	33.63%	35.87%	36.01%	37.20%	37.14%	34.22%	33.85%	39.72%	33.72%	33.63%	41.83%	35.47%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Population	363,275	180,087	183,188	15,224	58,208	31,296	111,310	89,058	44,899	13,280	81,204	121,382	60,104	57,407	58,904	31,289	410290
Viewers 1%=	2344	1183	1165	111	380	208	714	570	282	83	534	803	362	381	391	182	2648
Non Viewers 1%=	1288	618	667	41	202	105	399	321	167	49	278	411	239	194	198	131	1455
Total	3633	1801	1832	152	582	313	1113	891	449	133	812	1214	601	574	589	313	4103

[4] July-September 2009: Gender / Age Group and District - based on N.S.O. Press Release 129/2009 - based on Demographic Review 2007, N.S.O.

	Total	Gender		Age Group							District						Total
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo Comino	
Total Viewers	1143	529	614	61	165	64	342	310	177	24	233	345	171	161	141	92	1143
Total Non Viewers	688	314	374	19	93	53	191	197	99	36	143	158	116	112	96	63	688
Total Sample	1831	843	988	80	258	117	533	507	276	60	376	503	287	273	237	155	1831
%age																	
Total Viewers %	62.42%	62.75%	62.15%	76.25%	63.95%	54.70%	64.17%	61.14%	64.13%	40.00%	61.97%	68.59%	59.58%	58.97%	59.49%	59.35%	62.42%
Total Non Viewers %	37.58%	37.25%	37.85%	23.75%	36.05%	45.30%	35.83%	38.86%	35.87%	60.00%	38.03%	31.41%	40.42%	41.03%	40.51%	40.65%	37.58%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Population	363,275	180,087	183,188	15,224	58,208	31,296	111,310	89,058	44,899	13,280	81,204	121,382	60,104	57,407	58,904	31,289	410290
Viewers 1%=	2268	1130	1138	116	372	171	714	545	288	53	503	833	358	339	350	186	2561
Non Viewers 1%=	1365	671	693	36	210	142	399	346	161	80	309	381	243	236	239	127	1542
Total	3633	1801	1832	152	582	313	1113	891	449	133	812	1214	601	574	589	313	4103

[5] October 2009-September 2009: Gender / Age Group and District- based on N.S.O. Press Release 129/2009 - based on Demographic Review 2007, N.S.O.

	Total	Gender		Age Group							District						Total
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo Comino	
Total Viewers	4375	1998	2377	209	664	242	1295	1231	617	117	862	1255	657	650	598	353	4375
Total Non Viewers	2891	1352	1539	94	453	219	803	779	427	116	611	752	463	435	394	236	2891
Total Sample	7266	3350	3916	303	1117	461	2098	2010	1044	233	1473	2007	1120	1085	992	589	7266
%age																	
Total Viewers %	60.21%	59.64%	60.70%	68.98%	59.44%	52.49%	61.73%	61.24%	59.10%	50.21%	58.52%	62.53%	58.66%	59.91%	60.28%	59.93%	60.21%
Total Non Viewers %	39.79%	40.36%	39.30%	31.02%	40.56%	47.51%	38.27%	38.76%	40.90%	49.79%	41.48%	37.47%	41.34%	40.09%	39.72%	40.07%	39.79%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Population	363,275	180,087	183,188	15,224	58,208	31,296	111,310	89,058	44,899	13,280	81,204	121,382	60,104	57,407	58,904	31,289	410290
Viewers 1%=	2187	1074	1112	105	346	164	687	545	265	67	475	759	353	344	355	188	2470
Non Viewers 1%=	1445	727	720	47	236	149	426	345	184	66	337	455	248	230	234	125	1632
Total	3633	1801	1832	152	582	313	1113	891	449	133	812	1214	601	574	589	313	4103

[6] Calculations for analysis by Broadcasting Station by Quarter [By Gender / Age Group and By District]

	Gender / Age Group					District				
	Oct-Dec 2008	Jan-Mar 2009	Apr-Jun 2009	Jul-Sep 2009	Oct 2008 – Sep 2009	Oct-Dec 2008	Jan-Mar 2009	Apr-Jun 2009	Jul-Sep 2009	Oct 2008– Sep 2009
	1%=	1%=	1%=	1%=	1%=	1%=	1%=	1%=	1%=	1%=
TVM	760	742	818	482	700	859	838	923	545	791
One TV	438	268	262	319	322	494	303	296	361	364
Net TV	131	108	108	143	122	148	122	122	161	138
Smash TV	4	8	24	105	35	4	9	27	119	40
Education 22			2		0.5			2		1
iTV				2	0.5				2	1
Family TV	4	14	6		6	4	16	7		7
Favourite TV		24	18	36	19		28	20	40	22
Rai 1	99	75	152	101	107	112	85	172	114	121
Rai 2	40	41	36	34	37	45	46	41	38	42
Rai 3	12	16	14	14	14	13	18	16	16	16
Rete 4	42	73	82	63	65	47	83	93	72	73
Canale 5	139	132	132	155	139	157	149	149	175	158
Italia 1	87	110	156	185	134	98	124	177	208	152
Discovery Channel	75	43	82	105	76	85	48	93	119	86
MTV	18	12	50	30	27	20	14	57	34	31
BBC Prime	34	22	22	38	29	38	25	25	43	33
BBC World	6	6	10	4	6	7	7	11	4	7
Other TV Station	303	248	369	452	343	342	280	416	511	388
Total	2190	1943	2344	2268	2187	2473	2195	2648	2561	2470

3. Calculations for Reach and Reception Platform

Radio:

[1] October-December 2008: Gender / Age Group and District - based on N.S.O. Press Release 129/2009 - based on Demographic Review 2007, N.S.O.

	Total	Gender		Age Group							District						Total
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo Comino	
Reception	1835	842	993	76	285	129	516	510	270	49	341	505	286	280	280	143	1835
Non Reception	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Total Sample	1835	842	993	76	285	129	516	510	270	49	341	505	286	280	280	143	1835
%age																	
Tot. Reception%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Tot. Non-Reception %	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Population	363,275	180,087	183,188	15,224	58,208	31,296	111,310	89,058	44,899	13,280	81,204	121,382	60,104	57,407	58,904	31,289	410290
Tot. Reception 1%=	3633	1801	1832	152	582	313	1113	891	449	133	812	1214	601	574	589	313	4103
Tot. Non Reception 1%=	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Total	3633	1801	1832	152	582	313	1113	891	449	133	812	1214	601	574	589	313	4103

[2] January-March 2009: Gender / Age Group and District - based on N.S.O. Press Release 129/2009 - based on Demographic Review 2007, N.S.O.

	Total	Gender		Age Group							District						Total
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo Comino	
Reception	1451	706	745	52	226	86	447	387	209	44	308	390	218	219	202	114	1451
Non Reception	336	149	187	25	48	16	103	95	39	10	71	95	47	52	47	24	336
Total Sample	1787	855	932	77	274	102	550	482	248	54	379	485	265	271	249	138	1787
%age																	
Tot. Reception%	81.20%	82.57%	79.94%	67.53%	82.48%	84.31%	81.27%	80.29%	84.27%	81.48%	81.27%	80.41%	82.26%	80.81%	81.12%	82.61%	81.20%
Tot. Non-Reception %	18.80%	17.43%	20.06%	32.47%	17.52%	15.69%	18.73%	19.71%	15.73%	18.52%	18.73%	19.59%	17.74%	19.19%	18.88%	17.39%	18.80%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Population	363,275	180,087	183,188	15,224	58,208	31,296	111,310	89,058	44,899	13,280	81,204	121,382	60,104	57,407	58,904	31,289	410290
Tot. Reception 1%=	2950	1487	1464	103	480	264	905	715	378	108	660	976	494	464	478	258	3331
Tot. Non Reception 1%=	683	314	368	49	102	49	208	176	71	25	152	238	107	110	111	54	772
Total	3633	1801	1832	152	582	313	1113	891	449	133	812	1214	601	574	589	313	4103

[3] April-June 2009: Gender / Age Group and District - based on N.S.O. Press Release 129/2009 - based on Demographic Review 2007, N.S.O.

	Total	Gender		Age Group							District						Total
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo Comino	
Reception	1405	645	760	44	234	92	395	393	201	46	289	411	213	209	179	104	1405
Non Reception	408	165	243	26	66	21	104	118	49	24	88	103	69	52	47	49	408
Total Sample	1813	810	1003	70	300	113	499	511	250	70	377	514	282	261	226	153	1813
%age																	
Tot. Reception%	77.50%	79.63%	75.77%	62.86%	78.00%	81.42%	79.16%	76.91%	80.40%	65.71%	76.66%	79.96%	75.53%	80.08%	79.20%	67.97%	77.50%
Tot. Non-Reception %	22.50%	20.37%	24.23%	37.14%	22.00%	18.58%	20.84%	23.09%	19.60%	34.29%	23.34%	20.04%	24.47%	19.92%	20.80%	32.03%	22.50%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Population	363,275	180,087	183,188	15,224	58,208	31,296	111,310	89,058	44,899	13,280	81,204	121,382	60,104	57,407	58,904	31,289	410290
Tot. Reception 1%=	2315	1434	1388	96	454	255	881	685	361	87	622	971	454	460	467	213	3136
Tot. Non Reception 1%=	818	367	444	57	128	58	232	206	88	46	190	243	147	114	122	100	917
Total	3633	1801	1832	152	582	313	1113	891	449	133	812	1214	601	574	589	313	4103

[4] July-September 2009: Gender / Age Group and District - based on N.S.O. Press Release 129/2009 - based on Demographic Review 2007, N.S.O.

	Total	Gender		Age Group							District						Total
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo Comino	
Reception	1487	686	801	54	211	99	428	420	227	48	305	406	235	223	203	115	1487
Non Reception	344	157	187	26	47	18	105	87	49	12	71	97	52	50	34	40	344
Total Sample	1831	843	988	80	258	117	533	507	276	60	376	503	287	273	237	155	1831
%age																	
Tot. Reception%	81.21%	81.38%	81.07%	67.50%	81.78%	84.62%	80.30%	82.84%	82.25%	80.00%	81.12%	80.72%	81.88%	81.68%	85.65%	74.19%	81.12%
Tot. Non-Reception %	18.79%	18.62%	18.93%	32.50%	18.22%	15.38%	19.70%	17.16%	17.75%	20.00%	18.88%	19.28%	18.12%	18.32%	14.35%	25.81%	18.88%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Population	363,275	180,087	183,188	15,224	58,208	31,296	111,310	89,058	44,899	13,280	81,204	121,382	60,104	57,407	58,904	31,289	410290
Tot. Reception 1%=	2950	1465	1485	103	476	265	894	738	369	106	659	980	492	469	505	232	3336
Tot. Non Reception 1%=	683	335	347	49	106	48	219	153	80	27	153	234	109	105	85	81	767
Total	3633	1801	1832	152	582	313	1113	891	449	133	812	1214	601	574	589	313	4103

[5] October 2009-September 2009: Gender / Age Group and District- based on N.S.O. Press Release 129/2009 - based on Demographic Review 2007, N.S.O.

	Total	Gender		Age Group							District						Total
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo Comino	
Reception	6178	2879	3299	226	956	406	1786	1710	907	187	1243	1712	952	931	864	476	6178
Non Reception	1088	471	617	77	161	55	312	300	137	46	230	295	168	154	128	113	1088
Total Sample	6178	2879	3299	226	956	406	1786	1710	907	187	1243	1712	952	931	864	476	6178
%age																	
Tot. Reception%	85.03%	85.94%	84.24%	74.59%	85.59%	88.07%	85.13%	85.07%	86.88%	80.26%	84.39%	85.30%	85.00%	85.81%	87.10%	80.81%	85.03%
Tot. Non-Reception %	14.97%	14.06%	15.76%	25.41%	14.41%	11.93%	14.87%	14.93%	13.12%	19.74%	15.61%	14.70%	15.00%	14.19%	12.90%	19.19%	14.97%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Population	363,275	180,087	183,188	15,224	58,208	31,296	111,310	89,058	44,899	13,280	81,204	121,382	60,104	57,407	58,904	31,289	410290
Tot. Reception 1%=	3089	1548	1543	114	498	276	948	758	390	107	685	1035	511	493	513	253	3490
Tot. Non Reception 1%=	544	253	289	39	84	37	166	133	59	26	127	178	90	81	76	60	613
Total	3633	1801	1832	152	582	313	1113	891	449	133	812	1214	601	574	589	313	4103

[6] Calculations for analysis by Broadcasting Station by Quarter [By Gender / Age Group and By District]

	Gender / Age Group					District				
	Oct-Dec 2008	Jan-Mar 2009	Apr-Jun 2009	Jul-Sep 2009	Oct 2008 – Sep 2009	Oct-Dec 2008	Jan-Mar 2009	Apr-Jun 2009	Jul-Sep 2009	Oct 2008– Sep 2009
	1%=	1%=	1%=	1%=	1%=	1%=	1%=	1%=	1%=	1%=
Radju Malta	229	194	177	244	213	259	219	200	276	241
Radju Parlament 106.6	108	158	22	0	37	122	179	25	0	42
Magic Radio	580	32	186	183	196	655	37	211	207	221
One Radio	179	493	449	486	502	203	556	508	549	568
Radio 101	596	176	120	137	152	674	199	136	155	172
Bay Radio	475	554	654	669	629	537	626	740	756	711
Calypso Radio	288	299	294	278	332	325	337	333	314	375
RTK	150	266	250	241	262	170	301	282	273	296
Smash Radio	325	115	88	92	110	367	130	100	104	124
Radju Marija	17	259	237	165	243	19	292	268	186	274
Campus FM	146	18	25	37	25	165	20	29	41	29
Capital Radio / Vibe FM	196	119	88	140	124	221	134	100	159	140
XFM	42	169	114	140	153	47	191	129	159	173
Community Stations	38	68	85	101	77	42	77	97	114	88
Foreign Radio Station	263	29	25	37	32	297	32	29	41	36
Total	3633	2950	2815	2950	3089	4103	3331	3186	3336	3490

TV:

[1] October-December 2008: Gender / Age Group and District - based on N.S.O. Press Release 129/2009 - based on Demographic Review 2007, N.S.O.

	Total	Gender		Age Group							District						Total
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo Comino	
Reception	1828	840	988	76	285	129	516	509	266	47	340	502	283	280	280	143	1828
No TV-set	7	2	5	0	0	0	0	1	4	2	1	3	3	0	0	0	7
Total Sample	1835	842	993	76	285	129	516	510	270	49	341	505	286	280	280	143	1835
%age																	
Tot. Reception%	99.62%	99.76%	99.50%	100.0%	100.0%	100.0%	100.0%	99.80%	98.52%	95.92%	99.71%	99.41%	98.95%	100.0%	100.0%	100.0%	99.62%
Tot. No TV-set %	0.38%	0.24%	0.50%	0.00%	0.00%	0.00%	0.00%	0.20%	1.48%	4.08%	0.29%	0.59%	1.05%	0.00%	0.00%	0.00%	0.38%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Population	363,275	180,087	183,188	15,224	58,208	31,296	111,310	89,058	44,899	13,280	81,204	121,382	60,104	57,407	58,904	31,289	410,290
Tot. Reception 1%=	3619	1797	1823	152	582	313	1113	889	442	127	810	1207	595	574	589	313	4087
Tot. No TV-set 1%=	14	4	9	0	0	0	0	2	7	5	2	7	6	0	0	0	16
Total	3633	1801	1832	152	582	313	1113	891	449	133	812	1214	601	574	589	313	4103

[2] January-March 2009: Gender / Age Group and District - based on N.S.O. Press Release 129/2009 - based on Demographic Review 2007, N.S.O.

	Total	Gender		Age Group							District						Total
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo Comino	
Reception	1783	853	930	77	274	102	547	482	247	54	377	484	265	271	249	137	1783
No TV-set	4	2	2	0	0	0	3	0	1	0	2	1	0	0	0	1	4
Total Sample	1787	855	932	77	274	102	550	482	248	54	379	485	265	271	249	138	1787
%age																	
Tot. Reception%	99.78%	99.77%	99.79%	100.0%	100.0%	100.0%	99.45%	100.0%	99.60%	100.0%	99.47%	99.79%	100.0%	100.0%	100.0%	99.28%	99.78%
Tot. No TV-set %	0.22%	0.23%	0.21%	0.00%	0.00%	0.00%	0.55%	0.00%	0.40%	0.00%	0.53%	0.21%	0.00%	0.00%	0.00%	0.72%	0.22%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Population	363,275	180,087	183,188	15,224	58,208	31,296	111,310	89,058	44,899	13,280	81,204	121,382	60,104	57,407	58,904	31,289	410,290
Tot. Reception 1%=	3625	1797	1828	152	582	313	1107	891	447	133	808	1211	601	574	589	311	4094
Tot. No TV-set 1%=	8	4	4	0	0	0	6	0	2	0	4	3	0	0	0	2	9
Total	3633	1801	1832	152	582	313	1113	891	449	133	812	1214	601	574	589	313	4103

[3] April-June 2009: Gender / Age Group and District - based on N.S.O. Press Release 129/2009 - based on Demographic Review 2007, N.S.O.

	Total	Gender		Age Group							District						Total
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo Comino	
Reception	1805	809	996	70	300	113	495	509	248	70	377	511	281	259	226	151	1805
No TV-set	8	1	7	0	0	0	4	2	2	0	0	3	1	2	0	2	8
Total Sample	1813	810	1003	70	300	113	499	511	250	70	377	514	282	261	226	153	1813
%age																	
Tot. Reception%	99.56%	99.88%	99.30%	100.0%	100.0%	100.0%	99.20%	99.61%	99.20%	100.0%	100.00%	99.42%	99.65%	99.23%	100.00%	98.69%	99.56%
Tot. No TV-set %	0.44%	0.12%	0.70%	0.00%	0.00%	0.00%	0.80%	0.39%	0.80%	0.00%	0.00%	0.58%	0.35%	0.77%	0.00%	1.31%	0.44%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Population	363,275	180,087	183,188	15,224	58,208	31,296	111,310	89,058	44,899	13,280	81,204	121,382	60,104	57,407	58,904	31,289	410290
Tot. Reception 1%=	3617	1799	1819	152	582	313	1104	887	445	133	812	1207	599	570	589	309	4085
Tot. No TV-set 1%=	16	2	13	0	0	0	9	3	4	0	0	7	2	4	0	4	18
Total	3633	1801	1832	152	582	313	1113	891	449	133	812	1214	601	574	589	313	4103

[4] July-September 2009: Gender / Age Group and District - based on N.S.O. Press Release 129/2009 - based on Demographic Review 2007, N.S.O.

	Total	Gender		Age Group							District						Total
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo Comino	
Reception	1822	836	986	80	257	117	531	505	273	59	374	500	285	272	237	154	1822
No TV-set	9	7	2	0	1	0	2	2	3	1	2	3	2	1	0	1	9
Total Sample	1831	843	988	80	258	117	533	507	276	60	376	503	287	273	237	155	1831
%age																	
Tot. Reception%	99.51%	99.17%	99.80%	100.0%	99.61%	100.00%	99.62%	99.61%	98.91%	98.33%	99.47%	99.40%	99.30%	99.63%	100.00%	99.35%	99.51%
Tot. No TV-set %	0.49%	0.83%	0.20%	0.00%	0.39%	0.00%	0.38%	0.39%	1.09%	1.67%	0.53%	0.60%	0.70%	0.37%	0.00%	0.65%	0.49%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Population	363,275	180,087	183,188	15,224	58,208	31,296	111,310	89,058	44,899	13,280	81,204	121,382	60,104	57,407	58,904	31,289	410290
Tot. Reception 1%=	3615	1786	1828	152	580	313	1109	887	444	131	808	1207	597	572	589	311	4083
Tot. No TV-set 1%=	18	15	4	0	2	0	4	4	5	2	4	7	4	2	0	2	20
Total	3633	1801	1832	152	582	313	1113	891	449	133	812	1214	601	574	589	313	4103

[5] October 2009-September 2009: Gender / Age Group and District- based on N.S.O. Press Release 129/2009 - based on Demographic Review 2007, N.S.O.

	Total	Gender		Age Group							District						Total
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo Comino	
Reception	7238	3338	3900	303	1116	461	2089	2005	1034	230	1468	1997	1114	1082	992	585	7238
No TV-set	28	12	16	0	1	0	9	5	10	3	5	10	6	3	0	4	28
Total Sample	7266	3350	3916	303	1117	461	2098	2010	1044	233	1473	2007	1120	1085	992	589	7266
%age																	
Tot. Reception%	99.61%	99.64%	99.59%	100.00%	99.91%	100.00%	99.57%	99.75%	99.04%	98.71%	99.66%	99.50%	99.46%	99.72%	100.00%	99.32%	99.61%
Tot. No TV-set %	0.39%	0.36%	0.41%	0.00%	0.09%	0.00%	0.43%	0.25%	0.96%	1.29%	0.34%	0.50%	0.54%	0.28%	0.00%	0.68%	0.39%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Population	363,275	180,087	183,188	15,224	58,208	31,296	111,310	89,058	44,899	13,280	81,204	121,382	60,104	57,407	58,904	31,289	410290
Tot. Reception 1%=	3619	1794	1824	152	582	313	1108	888	445	131	809	1208	598	572	589	311	4083
Tot. No TV-set 1%=	14	6	7	0	1	0	5	2	4	2	3	6	3	2	0	2	16
Total	3633	1801	1832	152	582	313	1113	891	449	133	812	1214	601	574	589	313	4103

[6] Calculations for analysis by Broadcasting Station by Quarter [By Gender / Age Group and By District]

	Gender / Age Group					District				
	Oct-Dec 2008	Jan-Mar 2009	Apr-Jun 2009	Jul-Sep 2009	Oct 2008 – Sep 2009	Oct-Dec 2008	Jan-Mar 2009	Apr-Jun 2009	Jul-Sep 2009	Oct 2008– Sep 2009
	1%=	1%=	1%=	1%=	1%=	1%=	1%=	1%=	1%=	1%=
TVM	1256	1384	1261	769	1158	1419	1563	1425	868	1308
One TV	723	500	405	509	534	817	565	457	575	603
Net TV	216	201	167	228	203	244	227	189	257	229
Smash TV	7	15	37	168	59	7	17	42	189	66
Education 22			3		1			3		1
iTV				3	1				4	1
Family TV	7	27	9		10	7	30	10		11
Favourite TV		45	28	57	32		51	31	64	36
Rai 1	164	140	235	161	177	185	158	265	182	200
Rai 2	65	76	56	54	62	74	86	63	61	70
Rai 3	20	30	22	22	23	22	34	24	25	26
Rete 4	69	136	127	101	108	78	154	143	114	121
Canale 5	229	246	204	247	231	259	278	230	279	261
Italia 1	144	205	241	294	223	163	231	272	332	251
Discovery Channel	124	80	127	168	127	140	90	143	189	143
MTV	29	23	77	47	45	33	26	87	54	51
BBC Prime	56	42	34	60	48	63	47	38	68	54
BBC World	10	11	15	6	11	11	13	17	7	12
Other TV Station	501	463	569	721	568	565	522	642	814	642
Total	3619	3625	3617	3615	3619	4087	4094	4085	4083	4087

5. Calculations for Teleshopping

[1] October-December 2008: Gender / Age Group and District - based on N.S.O. Press Release 129/2009 - based on Demographic Review 2007, N.S.O.

	Total	Gender		Age Group							District						Total
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo Comino	
YES	197	29	168	1	2	6	46	76	55	11	40	60	43	20	17	17	197
NO & No TV	1638	813	825	75	283	123	470	434	215	38	301	445	243	260	263	126	1638
Total Sample	1835	842	993	76	285	129	516	510	270	49	341	505	286	280	280	143	1835
%age																	
YES %	10.74%	3.44%	16.92%	1.32%	0.70%	4.65%	8.91%	14.90%	20.37%	22.45%	11.73%	11.88%	15.03%	7.14%	6.07%	11.89%	10.74%
NO & No TV %	89.26%	96.56%	83.08%	98.68%	99.30%	95.35%	91.09%	85.10%	79.63%	77.55%	88.27%	88.12%	84.97%	92.86%	93.93%	88.11%	89.26%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Population	363,275	180,087	183,188	15,224	58,208	31,296	111,310	89,058	44,899	13,280	81,204	121,382	60,104	57,407	58,904	31,289	410,290
YES 1%=	390	62	310	2	4	15	99	133	91	30	95	144	90	41	36	37	444
NO & No TV 1%=	3243	1739	1522	150	578	298	1014	758	358	103	717	1070	511	533	553	276	3659
Total	3633	1801	1832	152	582	313	1113	891	449	133	812	1214	601	574	589	313	4103

[2] January-March 2009: Gender / Age Group and District - based on N.S.O. Press Release 129/2009 - based on Demographic Review 2007, N.S.O.

	Total	Gender		Age Group							District						Total
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo Comino	
YES	190	48	142	5	9	2	46	77	42	190	51	51	28	30	17	13	190
NO & No TV	1597	807	790	72	265	100	504	405	206	1597	328	434	237	241	232	125	1597
Total Sample	1787	855	932	77	274	102	550	482	248	54	379	485	265	271	249	138	1787
%age																	
YES %	10.63%	5.61%	15.24%	6.49%	3.28%	1.96%	8.36%	15.98%	16.94%	16.67%	13.46%	10.52%	10.57%	11.07%	6.83%	9.42%	10.63%
NO & No TV %	89.37%	94.39%	84.76%	93.51%	96.72%	98.04%	91.64%	84.02%	83.06%	83.33%	86.54%	89.48%	89.43%	88.93%	93.17%	90.58%	89.37%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Population	363,275	180,087	183,188	15,224	58,208	31,296	111,310	89,058	44,899	13,280	81,204	121,382	60,104	57,407	58,904	31,289	410,290
YES 1%=	386	101	279	10	19	6	93	142	76	22	109	128	64	64	40	29	434
NO & No TV 1%=	3247	1700	1553	142	563	307	1020	748	373	111	703	1086	538	511	549	283	3669
Total	3633	1801	1832	152	582	313	1113	891	449	133	812	1214	601	574	589	313	4103

[3] April-June 2009: Gender / Age Group and District - based on N.S.O. Press Release 129/2009 - based on Demographic Review 2007, N.S.O.

	Total	Gender		Age Group							District						Total
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo Comino	
YES	135	35	100	2	8	4	26	49	35	11	36	44	19	15	13	8	135
NO & No TV	1678	775	903	68	292	109	473	462	215	59	341	470	263	246	213	145	1678
Total Sample	1813	810	1003	70	300	113	499	511	250	70	377	514	282	261	226	153	1787
%age																	
YES %	7.45%	4.32%	9.97%	2.86%	2.67%	3.54%	5.21%	9.59%	14.00%	15.71%	9.55%	8.56%	6.74%	5.75%	5.75%	5.23%	7.45%
NO & No TV %	92.55%	95.68%	90.03%	97.14%	97.33%	96.46%	94.79%	90.41%	86.00%	84.29%	90.45%	91.44%	93.26%	94.25%	94.25%	94.77%	92.55%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Population	363,275	180,087	183,188	15,224	58,208	31,296	111,310	89,058	44,899	13,280	81,204	121,382	60,104	57,407	58,904	31,289	410290
YES 1%=	271	78	183	4	16	11	58	85	63	21	78	104	40	33	34	16	305
NO & No TV 1%=	3362	1723	1649	148	567	302	1055	805	386	112	734	1110	561	541	555	297	3798
Total	3633	1801	1832	152	582	313	1113	891	449	133	812	1214	601	574	589	313	4103

[4] July-September 2009: Gender / Age Group and District - based on N.S.O. Press Release 129/2009 - based on Demographic Review 2007, N.S.O.

	Total	Gender		Age Group							District						Total
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo Comino	
YES	195	52	143	7	18	6	53	63	39	9	58	60	26	25	15	11	195
NO & No TV	1636	791	845	73	240	111	480	444	237	51	318	443	261	248	222	144	1636
Total Sample	1831	843	988	80	258	117	533	507	276	60	376	503	287	273	237	155	1831
%age																	
YES %	10.65%	6.17%	14.47%	8.75%	6.98%	5.13%	9.94%	12.43%	14.13%	15.00%	15.43%	11.93%	9.06%	9.16%	6.33%	7.10%	10.65%
NO & No TV %	89.35%	93.83%	85.53%	91.25%	93.02%	94.87%	90.06%	87.57%	85.87%	85.00%	84.57%	88.07%	90.94%	90.84%	93.67%	92.90%	89.35%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Population	363,275	180,087	183,188	15,224	58,208	31,296	111,310	89,058	44,899	13,280	81,204	121,382	60,104	57,407	58,904	31,289	410290
YES 1%=	387	111	265	13	41	16	111	111	63	20	125	145	54	53	37	22	437
NO & No TV 1%=	3246	1690	1567	139	541	297	1002	780	386	113	687	1069	547	521	552	291	3666
Total	3633	1801	1832	152	582	313	1113	891	449	133	812	1214	601	574	589	313	4103

[5] October 2009-September 2009: Gender / Age Group and District- based on N.S.O. Press Release 129/2009 - based on Demographic Review 2007, N.S.O.

	Total	Gender		Age Group							District						Total
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo Comino	
YES	717	164	553	15	37	18	171	265	171	40	185	215	116	90	62	49	717
NO & No TV	6549	3186	3363	288	1080	443	1927	1745	873	193	1288	1792	1004	995	930	540	6549
Total Sample	7266	3350	3916	303	1117	461	2098	2010	1044	233	1473	2007	1120	1085	992	589	7266
%age																	
YES %	9.87%	4.90%	14.12%	4.95%	3.31%	3.90%	8.15%	13.18%	16.38%	17.17%	12.56%	10.71%	10.36%	8.29%	6.25%	8.32%	9.87%
NO & No TV %	90.13%	95.10%	85.88%	95.05%	96.69%	96.10%	91.85%	86.82%	83.62%	82.83%	87.44%	89.29%	89.64%	91.71%	93.75%	91.68%	90.13%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Population	363,275	180,087	183,188	15,224	58,208	31,296	111,310	89,058	44,899	13,280	81,204	121,382	60,104	57,407	58,904	31,289	410,290
YES 1%=	358	88	259	8	19	12	91	117	74	23	102	130	62	48	37	26	405
NO & No TV 1%=	3274	1713	1573	145	563	301	1022	773	375	110	710	1084	539	526	552	287	3698
Total	3633	1801	1832	152	582	313	1113	891	449	133	812	1214	601	574	589	313	4103

[6] Calculations for analysis by Broadcasting Station by Quarter [By Gender / Age Group and By District]

	Gender / Age Group					District				
	Oct-Dec 2008	Jan-Mar 2009	Apr-Jun 2009	Jul-Sep 2009	Oct 2008 – Sep 2009	Oct-Dec 2008	Jan-Mar 2009	Apr-Jun 2009	Jul-Sep 2009	Oct 2008– Sep 2009
	1%=	1%=	1%=	1%=	1%=	1%=	1%=	1%=	1%=	1%=
TVM	67	71	64	40	60	77	80	72	45	68
One TV	139	67	44	46	74	158	75	50	51	84
Net TV	28	24	18	22	23	32	27	20	25	26
Smash TV	91	112	70	183	114	104	126	79	206	129
iTV	34	39	32	54	39	38	43	36	60	45
Education 22			4	2	1			5	2	2
Family TV	14	35	16		16	16	39	18		18
Other TV Station	4	16	6	14	10	5	18	7	16	11
Do Not Know	14	22	16	28	20	16	25	18	31	23
Total	390	386	271	387	358	444	434	305	437	405

8. Calculations for Time Brackets by Gender, Age and District

[These calculations take into consideration the time spent by consumers listening/viewing their reception sets.]

Radio:

[1] October-December 2008: Gender / Age Group and District - based on N.S.O. Press Release 129/2009 - based on Demographic Review 2007, N.S.O.

	Total	Gender		Age Group							District						Total
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo Comino	
Total Listeners	874	380	494	25	133	58	237	249	150	22	154	242	130	146	133	69	874
Total Non Listeners	972	468	504	51	152	72	281	267	122	27	189	267	157	135	150	74	972
Total Sample	1846	848	998	76	285	130	518	516	272	49	343	509	287	281	283	143	1846
%age																	
Total Listeners %	47.35%	44.81%	49.50%	32.89%	46.67%	44.62%	45.75%	48.26%	55.15%	44.90%	44.90%	47.54%	45.30%	51.96%	47.00%	48.25%	47.35%
Total Non Listeners %	52.65%	55.19%	50.50%	67.11%	53.33%	55.38%	54.25%	51.74%	44.85%	55.10%	55.10%	52.46%	54.70%	48.04%	53.00%	51.75%	52.65%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Population	363,275	180,087	183,188	15,224	58,208	31,296	111,310	89,058	44,899	13,280	81,204	121,382	60,104	57,407	58,904	31,289	410,290
Listeners 1%=	1720	807	907	50	272	140	509	430	248	60	365	577	272	298	277	151	1940
Non Listeners 1%=	1913	994	925	102	310	173	604	461	201	73	447	637	329	276	312	162	2163
Total	3633	1801	1832	152	582	313	1113	891	449	133	812	1214	601	574	589	313	4103

[2] January-March 2009: Gender / Age Group and District - based on N.S.O. Press Release 129/2009 - based on Demographic Review 2007, N.S.O.

	Total	Gender		Age Group							District						Total
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo Comino	
Total Listeners	826	404	422	20	121	49	244	232	126	34	169	225	131	122	115	58	826
Total Non Listeners	984	462	522	57	154	55	313	261	124	20	210	260	134	149	134	80	984
Total Sample	1810	866	944	77	275	104	557	493	250	54	379	485	265	271	249	138	1810
%age																	
Total Listeners %	45.64%	46.65%	44.70%	25.97%	44.00%	47.12%	43.81%	47.06%	50.40%	62.96%	44.59%	46.39%	49.43%	45.02%	46.18%	42.03%	45.64%
Total Non Listeners %	54.36%	53.35%	55.30%	74.03%	56.00%	52.88%	56.19%	52.94%	49.60%	37.04%	55.41%	53.61%	50.57%	54.98%	53.82%	57.97%	54.36%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Population	363,275	180,087	183,188	15,224	58,208	31,296	111,310	89,058	44,899	13,280	81,204	121,382	60,104	57,407	58,904	31,289	410,290
Listeners 1%=	1658	840	819	40	256	147	488	419	226	84	363	560	295	257	270	130	1874
Non Listeners 1%=	1975	961	1013	113	326	166	625	471	223	49	449	654	306	317	319	183	2229
Total	3633	1801	1832	152	582	313	1113	891	449	133	812	1214	601	574	589	313	4103

[3] April-June 2009: Gender / Age Group and District - based on N.S.O. Press Release 129/2009 - based on Demographic Review 2007, N.S.O.

	Total	Gender		Age Group							District						Total
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo Comino	
Total Listeners	894	404	490	20	146	61	262	249	124	32	169	270	135	135	124	61	894
Total Non Listeners	940	419	521	50	157	55	242	270	128	38	215	251	148	129	105	92	940
Total Sample	1834	823	1011	70	303	116	504	519	252	70	384	521	283	264	229	153	1834
%age																	
Total Listeners %	48.75%	49.09%	48.47%	28.57%	48.18%	52.59%	51.98%	47.98%	49.21%	45.71%	44.01%	51.82%	47.70%	51.14%	54.15%	39.87%	48.75%
Total Non Listeners %	51.25%	50.91%	51.53%	71.43%	51.82%	47.41%	48.02%	52.02%	50.79%	54.29%	55.99%	48.18%	52.30%	48.86%	45.85%	60.13%	51.25%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Population	363,275	180,087	183,188	15,224	58,208	31,296	111,310	89,058	44,899	13,280	81,204	121,382	60,104	57,407	58,904	31,289	410290
Listeners 1%=	1771	884	888	43	280	165	579	427	221	61	357	629	287	294	319	125	2010
Non Listeners 1%=	1862	917	944	109	302	148	534	463	228	72	455	585	314	281	270	188	2092
Total	3633	1801	1832	152	582	313	1113	891	449	133	812	1214	601	574	589	313	4103

[4] July-September 2009: Gender / Age Group and District - based on N.S.O. Press Release 129/2009 - based on Demographic Review 2007, N.S.O.

	Total	Gender		Age Group							District						Total
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo Comino	
Total Listeners	967	462	505	25	154	66	283	265	142	32	210	264	158	148	125	62	967
Total Non Listeners	872	385	487	55	104	52	252	244	137	28	169	242	130	125	113	93	872
Total Sample	1839	847	992	80	258	118	535	509	279	60	379	506	288	273	238	155	1839
%age																	
Total Listeners %	52.58%	54.55%	50.91%	31.25%	59.69%	55.93%	52.90%	52.06%	50.90%	53.33%	55.41%	52.17%	54.86%	54.21%	52.52%	40.00%	52.58%
Total Non Listeners %	47.42%	45.45%	49.09%	68.75%	40.31%	44.07%	47.10%	47.94%	49.10%	46.67%	44.59%	47.83%	45.14%	45.79%	47.48%	60.00%	47.42%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Population	363,275	180,087	183,188	15,224	58,208	31,296	111,310	89,058	44,899	13,280	81,204	121,382	60,104	57,407	58,904	31,289	410290
Listeners 1%=	1910	982	933	48	347	175	589	464	229	71	450	633	330	311	309	125	2159
Non Listeners 1%=	1723	819	899	105	235	138	524	427	220	62	362	581	271	263	280	188	1944
Total	3633	1801	1832	152	582	313	1113	891	449	133	812	1214	601	574	589	313	4103

[5] Calculations for analysis by Broadcasting Station by Quarter [By Gender / Age Group and By District]

	Gender / Age Group				District			
	Oct-Dec 2008 1%=	Jan-Mar 2009 1%=	Apr-Jun 2009 1%=	Jul-Sep 2009 1%=	Oct-Dec 2008 1%=	Jan-Mar 2009 1%=	Apr-Jun 2009 1%=	Jul-Sep 2009 1%=
Radju Malta	108	110	111	158	122	125	126	179
Radju Parlament 106.6	51	18	14	0	58	20	16	0
Magic Radio	124	90	115	119	140	102	130	134
One Radio	276	275	281	316	311	311	319	357
Radio 101	85	98	75	89	95	111	85	100
Bay Radio	281	311	410	433	317	352	465	489
Calypso Radio	226	167	184	180	255	188	209	203
RTK	138	151	156	156	155	170	178	176
Smash Radio	71	66	55	59	80	75	63	67
Radju Marija	153	145	151	107	173	163	171	121
Campus FM	8	10	18	24	9	11	20	27
Capital Radio / Vibe FM	69	68	55	91	78	77	63	103
XFM	92	94	71	91	104	107	81	103
Community Stations	20	38	55	65	22	43	63	74
Foreign Radio Station	18	16	16	24	20	18	18	27
Other Radio Station	0	0	2	0	0	0	2	0
Total	1720	1658	1771	1910	1940	1874	2010	2159

TV:

[1] October-December 2008: Gender / Age Group and Districts - based on N.S.O. Press Release 129/2009 - based on Demographic Review 2007, N.S.O.

	Total	Gender		Age Group							District						Total
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo Comino	
Total Viewers	1117	493	624	52	163	53	325	332	169	23	201	313	166	167	177	93	1117
Total Non Viewers	731	356	375	24	124	77	193	184	103	26	142	196	121	115	107	50	731
Total Sample	1848	849	999	76	287	130	518	516	272	49	343	509	287	282	284	143	1848
%age																	
Total Viewers %	60.44%	58.07%	62.46%	68.42%	56.79%	40.77%	62.74%	64.34%	62.13%	46.94%	58.60%	61.49%	57.84%	59.22%	62.32%	65.03%	60.44%
Total Non Viewers %	39.56%	41.93%	37.54%	31.58%	43.21%	59.23%	37.26%	35.66%	37.87%	53.06%	41.40%	38.51%	42.16%	40.78%	37.68%	34.97%	39.56%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Population	363,275	180,087	183,188	15,224	58,208	31,296	111,310	89,058	44,899	13,280	81,204	121,382	60,104	57,407	58,904	31,289	410290
Viewers 1%=	2196	1046	1144	104	331	128	698	573	279	62	476	746	348	340	367	203	2480
Non Viewers 1%=	1437	755	688	48	251	185	415	318	170	70	336	467	253	234	222	109	1622
Total	3633	1801	1832	152	582	313	1113	891	449	133	812	1214	601	574	589	313	4103

[2] January-March 2009: Gender / Age Group and Districts – based on N.S.O. Press Release 129/2009 - based on Demographic Review 2007, N.S.O.

	Total	Gender		Age Group							District						Total
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo Comino	
Total Viewers	973	457	516	45	142	53	313	277	117	26	184	264	153	154	137	81	973
Total Non Viewers	835	408	427	32	133	51	244	214	133	28	199	226	114	121	116	59	835
Total Sample	1808	865	943	77	275	104	557	491	250	54	383	490	267	275	253	140	1808
%age																	
Total Viewers %	53.82%	52.83%	54.72%	58.44%	51.64%	50.96%	56.19%	56.42%	46.80%	48.15%	48.04%	53.88%	57.30%	56.00%	54.15%	57.86%	53.82%
Total Non Viewers %	46.18%	47.17%	45.28%	41.56%	48.36%	49.04%	43.81%	43.58%	53.20%	51.85%	51.96%	46.12%	42.70%	44.00%	45.85%	42.14%	46.18%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Population	363,275	180,087	183,188	15,224	58,208	31,296	111,310	89,058	44,899	13,280	81,204	121,382	60,104	57,407	58,904	31,289	410290
Viewers 1%=	1955	951	1002	89	301	159	625	502	210	64	390	654	344	321	319	181	2210
Non Viewers 1%=	1678	849	829	63	282	153	488	388	239	69	422	560	257	253	270	132	1893
Total	3633	1801	1832	152	582	313	1113	891	449	133	812	1214	601	574	589	313	4103

[3] April-June 2009: Gender / Age Group and Distrcts - based on N.S.O. Press Release 129/2009 - based on Demographic Review 2007, N.S.O.

	Total	Gender		Age Group							District						Total
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo Comino	
Total Viewers	1188	544	644	51	199	78	325	334	157	44	255	345	171	175	153	89	1188
Total Non Viewers	646	279	367	19	104	38	179	185	95	26	129	176	112	89	76	64	646
Total Sample	1834	823	1011	70	303	116	504	519	252	70	384	521	283	264	229	153	1834
%age																	
Total Viewers %	64.78%	66.10%	63.70%	72.86%	65.68%	67.24%	64.48%	64.35%	62.30%	62.86%	66.41%	66.22%	60.42%	66.29%	66.81%	58.17%	64.78%
Total Non Viewers %	35.22%	33.90%	36.30%	27.14%	34.32%	32.76%	35.52%	35.65%	37.70%	37.14%	33.59%	33.78%	39.58%	33.71%	33.19%	41.83%	35.22%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Population	363,275	180,087	183,188	15,224	58,208	31,296	111,310	89,058	44,899	13,280	81,204	121,382	60,104	57,407	58,904	31,289	410290
Viewers 1%=	2353	1190	1167	111	382	210	718	573	280	83	539	804	363	381	394	182	2662
Non Viewers 1%=	1280	611	665	41	200	103	395	317	169	49	273	410	238	194	195	131	1441
Total	3633	1801	1832	152	582	313	1113	891	449	133	812	1214	601	574	589	313	4103

[4] July-September 2009: Gender / Age Group and Distrcts - based on N.S.O. Press Release 129/2009 - based on Demographic Review 2007, N.S.O.

	Total	Gender		Age Group							District						Total
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo Comino	
Total Viewers	1150	532	618	61	165	65	344	311	180	24	236	347	172	161	142	92	1150
Total Non Viewers	689	315	374	19	93	53	191	198	99	36	143	159	116	112	96	63	689
Total Sample	1839	847	992	80	258	118	535	509	279	60	379	506	288	273	238	155	1839
%age																	
Total Viewers %	62.53%	62.81%	62.30%	76.25%	63.95%	55.08%	64.30%	61.10%	64.52%	40.00%	37.73%	31.42%	40.28%	41.03%	40.34%	40.65%	62.53%
Total Non Viewers %	37.47%	37.19%	37.70%	23.75%	36.05%	44.92%	35.70%	38.90%	35.48%	60.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	37.47%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Population	363,275	180,087	183,188	15,224	58,208	31,296	111,310	89,058	44,899	13,280	81,204	121,382	60,104	57,407	58,904	31,289	410290
Viewers 1%=	2272	1131	1141	116	372	172	716	544	290	53	506	832	359	339	351	186	2573
Non Viewers 1%=	1361	670	691	36	210	141	397	346	159	80	306	381	242	236	238	127	1530
Total	3633	1801	1832	152	582	313	1113	891	449	133	812	1214	601	574	589	313	4103

[5] Calculations for analysis by Broadcasting Station by Quarter [By Gender / Age Group and By District]

	Gender / Age Group				District			
	Oct-Dec	Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec	Jan-Mar	Apr-Jun	Jul-Sep
	2008 1%=	2009 1%=	2009 1%=	2009 1%=	2008 1%=	2009 1%=	2009 1%=	2009 1%=
TVM	763	741	818	480	862	838	926	544
One TV	436	267	261	318	493	302	296	360
Net TV	132	106	109	142	149	120	123	161
Smash TV	4	8	24	105	4	9	27	119
Education 22	-	-	2	0			2	0
iTV				2				2
Family TV	4	16	6	0	4	18	7	0
Favourite TV	-	26	18	36		30	20	40
Rai 1	98	80	151	0	111	91	170	0
Rai 2	41	40	36	103	47	45	40	116
Rai 3	12	18	14	34	13	20	16	38
Rete 4	41	72	83	14	47	82	94	16
Canale 5	142	135	133	63	160	152	150	72
Italia 1	90	111	158	154	102	125	179	174
Discovery Channel	75	42	83	186	84	48	94	210
MTV	18	12	50	105	20	14	56	119
BBC Prime	33	22	22	30	38	25	25	34
BBC World	6	6	10	38	7	7	11	43
Other TV Station	301	251	376	4	340	284	426	4
Total	2196	1955	2353	2272	2480	2210	2662	2573

5b. Calculations for Time Brackets by Weekday and by Month

Radio:

[1] October-December 2008: Recalculation based on N.S.O. Press Release 129/2009

	Total	Weekday							Month [2008]		
		Mon	Tue	Wed	Thu	Fri	Sat	Sun	Oct	Nov	Dec
Total Listeners	874	129	121	139	142	115	129	99	320	256	298
Total Non Listeners	972	132	138	142	121	145	133	161	304	344	324
Total Sample	1846	261	259	281	263	260	262	260	624	600	622

%age

Total Listeners %	47.35%	49.43%	46.72%	49.47%	53.99%	44.23%	49.24%	38.08%	51.28%	42.67%	47.91%
Total Non Listeners %	52.65%	50.57%	53.28%	50.53%	46.01%	55.77%	50.76%	61.92%	48.72%	57.33%	52.09%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Weighting by weekday

Row %	100.0%	14.14%	14.03%	15.22%	14.25%	14.08%	14.19%	14.08%	33.80%	32.50%	33.69%
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Population	363,275	51362	50969	55298	51756	51165	51559	51165	122797	118074	240871
Listeners 1% =	1720	254	238	274	279	226	254	195	630	504	1154
Non Listeners 1% =	1913	260	272	279	238	285	262	317	598	677	1255
Total	3633	514	510	553	518	512	516	512	1228	1181	2409

[2] January-March 2009: Recalculation based on N.S.O. Press Release 129/2009

	Total	Weekday							Month [2009]		
		Mon	Tue	Wed	Thu	Fri	Sat	Sun	Jan	Feb	Mar
Total Listeners	826	135	113	108	130	125	112	103	268	258	300
Total Non Listeners	984	122	148	136	131	137	147	163	356	311	317
Total Sample	1810	257	261	244	261	262	259	266	624	569	617

%age

Total Listeners %	45.64%	52.53%	43.30%	44.26%	49.81%	47.71%	43.24%	38.72%	42.95%	45.34%	48.62%
Total Non Listeners %	54.36%	47.47%	56.70%	55.74%	50.19%	52.29%	56.76%	61.28%	57.05%	54.66%	51.38%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Weighting by weekday

Row %	100.0%	14.20%	14.42%	13.48%	14.42%	14.48%	14.31%	14.70%	34.48%	31.44%	34.09%
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Population	363,275	51581	52384	48972	52384	52585	51982	53387	125240	114201	123835
Listeners 1% =	1658	271	227	217	261	251	225	207	538	518	602
Non Listeners 1% =	1975	245	297	273	263	275	295	327	715	624	636
Total	3633	516	524	490	524	526	520	534	1252	1142	1238

[3] April-June 2009: Gender and Age Group - based on N.S.O. Press Release 129/2009

	Total	Weekday							Month [2009]		
		Mon	Tue	Wed	Thu	Fri	Sat	Sun	Apr	May	Jun
Total Listeners	894	138	134	134	133	133	118	104	283	322	289
Total Non Listeners	940	125	128	125	128	128	144	162	320	306	314
Total Sample	1834	263	262	259	261	261	262	266	603	628	603

%age

Total Listeners %	48.75%	52.47%	51.15%	51.74%	50.96%	50.96%	45.04%	39.10%	46.93%	51.27%	47.93%
Total Non Listeners %	51.25%	47.53%	48.85%	48.26%	49.04%	49.04%	54.96%	60.90%	53.07%	48.73%	52.07%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Weighting by weekday

Row %	100.0%	14.34%	14.29%	14.12%	14.23%	14.23%	14.29%	14.50%	32.88%	34.24%	32.88%
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Population	363,275	52095	51896	51302	51698	51698	51896	52689	119441	124393	119441
Listeners 1% =	1771	273	265	265	263	263	234	206	561	638	572
Non Listeners 1% =	1862	248	254	248	254	254	285	321	634	606	622
Total	3633	521	519	513	517	517	519	527	1194	1244	1194

[4] July-September 2009: Gender and Age Group - based on N.S.O. Press Release 129/2009

	Total	Weekday							Month [2009]		
		Mon	Tue	Wed	Thu	Fri	Sat	Sun	Jul	Aug	Sep
Total Listeners	967	140	144	161	142	139	124	117	343	308	316
Total Non Listeners	872	121	117	119	117	119	135	144	277	312	283
Total Sample	1839	261	261	280	259	258	259	261	620	620	599
%age											
Total Listeners %	52.58%	53.64%	55.17%	57.50%	54.83%	53.88%	47.88%	44.83%	55.32%	49.68%	52.75%
Total Non Listeners %	47.42%	46.36%	44.83%	42.50%	45.17%	46.12%	52.12%	55.17%	44.68%	50.32%	47.25%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Weighting by weekday											
Row %	100.0%	14.19%	14.19%	15.23%	14.08%	14.03%	14.08%	14.19%	33.71%	33.71%	32.57%
Population	363,275	51558	51558	55311	51163	50965	51163	51558	122474	122474	118326
Listeners 1%=	1910	277	284	318	281	275	245	231	678	608	624
Non Listeners 1%=	1723	239	231	235	231	235	267	284	547	616	559
Total	3633	516	516	553	512	510	512	516	1225	1225	1183

[5] Calculations for analysis by Broadcasting Station by Quarter [By Gender / Age Group and By District]

	Weekdays / Months			
	Oct-Dec 2008 1%=	Jan-Mar 2009 1%=	Apr-Jun 2009 1%=	Jul-Sep 2009 1%=
Radju Malta	108	110	111	158
Radju Parlament 106.6	51	18	14	0
Magic Radio	124	90	115	119
Super One Radio	276	275	281	316
Radio 101	85	98	75	89
Bay Radio	281	311	410	433
Calypso Radio	226	167	184	180
RTK	138	151	156	156
Smash Radio	71	66	55	59
Radju Marija	153	145	151	107
Campus FM	8	10	18	24
Capital Radio / Vibe FM	69	68	55	91
XFM	92	94	71	91
Community Stations	20	38	55	65
Foreign Radio Station	18	16	16	24
Other Radio Station	0	0	2	0
Total	1720	1658	1771	1910

TV:

[1] October-December 2008: Recalculation based on N.S.O. Press Release 129/2009

	Total	Weekday							Month [2008]		
		Mon	Tue	Wed	Thu	Fri	Sat	Sun	Oct	Nov	Dec
Total Viewers	1117	172	154	178	152	170	148	143	398	324	395
Total Non Viewers	731	90	105	103	111	90	114	118	227	276	228
Total Sample	1848	262	259	281	263	260	262	261	625	600	623
%age											
Total Viewers %	60.44%	65.65%	59.46%	63.35%	57.79%	65.38%	56.49%	54.79%	63.68%	54.00%	63.40%
Total Non Viewers %	39.56%	34.35%	40.54%	36.65%	42.21%	34.62%	43.51%	45.21%	36.32%	46.00%	36.60%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Weighting											
Row %	100.0%	14.18%	14.02%	15.21%	14.23%	14.07%	14.18%	14.12%	33.82%	32.47%	33.71%
Population	363,275	51503	50914	55238	51700	51110	51503	51307	122861	117946	122468
Viewers 1%=	2196	338	303	350	299	334	291	281	782	637	776
Non Viewers 1%=	1437	177	206	202	218	177	224	232	446	543	448
Total	3633	515	509	552	517	511	515	513	1229	1179	1225

[2] January-March 2009: Recalculation based on N.S.O. Press Release 129/2009

	Total	Weekday							Month [2009]		
		Mon	Tue	Wed	Thu	Fri	Sat	Sun	Jan	Feb	Mar
Total Viewers	973	141	160	128	138	152	126	128	369	299	305
Total Non Viewers	835	116	101	115	122	110	133	138	255	269	311
Total Sample	1808	257	261	243	260	262	259	266	624	568	616
%age											
Total Viewers %	53.82%	54.86%	61.30%	52.67%	53.08%	58.02%	48.65%	48.12%	59.13%	52.64%	49.51%
Total Non Viewers %	46.18%	45.14%	38.70%	47.33%	46.92%	41.98%	51.35%	51.88%	40.87%	47.36%	50.49%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Weighting											
Row %	100.0%	14.21%	14.44%	13.44%	14.38%	14.49%	14.33%	14.71%	34.51%	31.42%	34.07%
Population	363,275	51638	52442	48825	52241	52643	52040	53446	125378	114126	123771
Viewers 1%=	1955	283	321	257	277	305	253	257	741	601	613
Non Viewers 1%=	1678	233	203	231	245	221	267	277	512	540	625
Total	3633	516	524	488	522	526	520	534	1254	1141	1238

[3] April-June 2009: Gender and Age Group - based on N.S.O. Press Release 129/2009

	Total	Weekday							Month [2009]		
		Mon	Tue	Wed	Thu	Fri	Sat	Sun	Apr	May	Jun
Total Viewers	1188	189	173	177	164	160	147	178	389	415	384
Total Non Viewers	646	74	89	82	97	101	115	88	214	213	219
Total Sample	1834	263	262	259	261	261	262	266	603	628	603
%age											
Total Viewers %	64.78%	71.86%	66.03%	68.34%	62.84%	61.30%	56.11%	66.92%	64.51%	66.08%	63.68%
Total Non Viewers %	35.22%	28.14%	33.97%	31.66%	37.16%	38.70%	43.89%	33.08%	35.49%	33.92%	36.32%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Weighting											
Row %	100.0%	14.34%	14.29%	14.12%	14.23%	14.23%	14.29%	14.50%	32.88%	34.24%	32.88%
Population	363,275	52095	51896	51302	51698	51698	51896	52689	119441	124393	119441
Viewers 1%=	2353	374	343	351	325	317	291	353	771	822	761
Non Viewers 1%=	1280	147	176	162	192	200	228	174	424	422	434
Total	3633	521	519	513	517	517	519	527	1194	1244	1194

[4] July-September 2009: Gender and Age Group - based on N.S.O. Press Release 129/2009

	Total	Weekday							Month [2009]		
		Mon	Tue	Wed	Thu	Fri	Sat	Sun	Jul	Aug	Sep
Total Viewers	1150	186	163	170	174	156	145	156	357	382	411
Total Non Viewers	689	75	98	110	85	102	114	105	263	238	188
Total Sample	1839	261	261	280	259	258	259	261	620	620	599
%age											
Total Viewers %	62.53%	71.26%	62.45%	60.71%	67.18%	60.47%	55.98%	59.77%	57.58%	61.61%	68.61%
Total Non Viewers %	37.47%	28.74%	37.55%	39.29%	32.82%	39.53%	44.02%	40.23%	42.42%	38.39%	31.39%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Weighting											
Row %	100.0%	14.19%	14.19%	15.23%	14.08%	14.03%	14.08%	14.19%	33.71%	33.71%	32.57%
Population	363,275	51558	51558	55311	51163	50965	51163	51558	122474	122474	118326
Viewers 1%=	2272	367	322	336	344	308	286	308	705	755	812
Non Viewers 1%=	1361	148	194	217	168	201	225	207	520	470	371
Total	3633	516	516	553	512	510	512	516	1225	1225	1183

[5] Calculations for analysis by Broadcasting Station by Quarter [By Gender / Age Group and By District]

	Gender / Age Group			
	Oct-Dec 2008	Jan-Mar 2009	Apr-Jun 2009	Jul-Sep 2009
	1%=	1%=	1%=	1%=
TVM	763	741	818	480
One TV	436	267	261	318
Net TV	132	106	109	142
Smash TV	4	8	24	105
Education 22	-	-	2	0
iTV				2
Family TV	4	16	6	0
Favourite TV	-	26	18	36
Rai 1	98	80	151	103
Rai 2	41	40	36	34
Rai 3	12	18	14	14
Rete 4	41	72	83	63
Canale 5	142	135	133	154
Italia 1	90	111	158	186
Discovery Channel	75	42	83	105
MTV	18	12	50	30
BBC Prime	33	22	22	38
BBC World	6	6	10	4
Other TV Station	301	251	376	460
Total	2196	1955	2353	2272