

# Radio in Catalonia: Uses and Perceptions

Joan M. Corbella

- *More than 70% of the population in Catalonia regularly listen to the radio, without much difference in terms of age, social class, level of studies or sex, according a 2003 survey by the Catalonia Broadcasting Council (CAC), the independent broadcasting authority in the country. The place of birth and the language people speak are the most influential factors in determining their listening preferences.*

*The public broadcaster Catalunya Ràdio is by far the most listened-to station and the one held in the highest regard in almost all areas. Behind it comes SER, the most popular Spanish-language station in Catalonia.*

Public discussions both in Catalonia and the rest of Spain on the social functions of the media traditionally focus on television and TV programmes and, to a lesser extent, newspapers. Radio, on the other hand, is awarded much less importance, even within the media itself, except when a radio station breaks a major story and the three times a year when rating results are published.

However, a significant part of the country's political, sporting and cultural life flows through the microphones and antennas of its radio stations, thanks to radio's immediacy in broadcasting events, its facility for being present where things happen and the abundance of interview space available for all types of public figures to fill a large part of the programming schedules. At particular times in political life, such as during the events of March 2003 (the terrorist

attacks in Madrid and the Spanish general elections), radio plays a central role in the media system. Good proof of this was the spectacular rise in the number of listeners in the 1<sup>st</sup> trimester of the 2004 General Media Survey (EGM) with respect to Spain<sup>1</sup>.

In this framework of shoring up the role of radio, I would like to offer an analysis of the results with regards radio in the survey that the Catalonia Broadcasting Council (CAC) carried out in October 2003<sup>2</sup> on the public's perception of TV and radio programming and the different stations and broadcasters.

The study provides a string of data that makes it possible to examine the key uses of the medium based on different characteristics of the population, with remarkable differences in habits, and also to look at what the public thinks about the radio supply available in Catalonia, beyond the audience leadership that the EGM has been demonstrating for years with regard to Catalunya Ràdio and a good part of its programming in each time slot, followed by SER and way ahead of the other full-service stations, and 40 Principales (SER) with regard to music stations, followed by Flaix FM and Radio Tele Taxi.

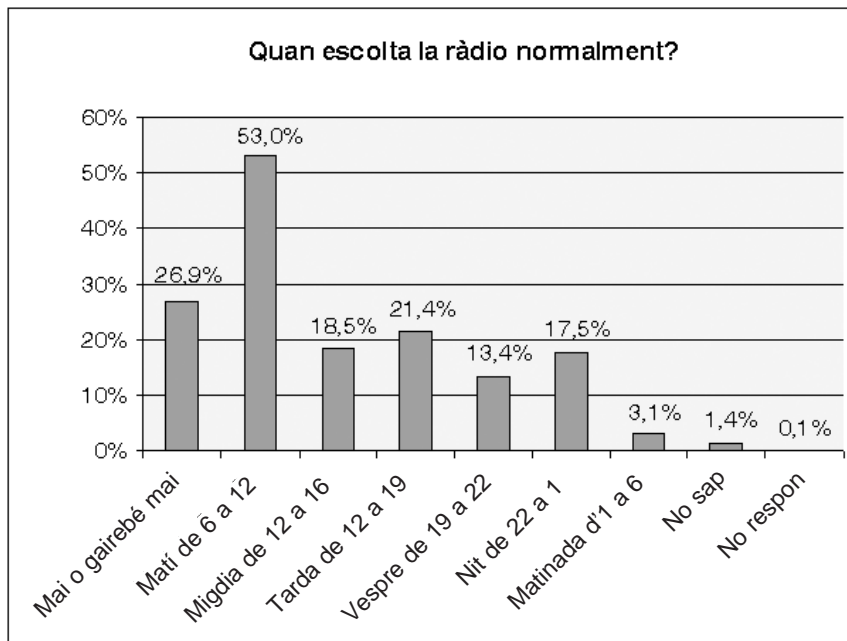
## Habits of Radio Use

Far from the overwhelming majority of the population who watch television every day (around 90%, according to most studies) but way ahead of the number of people who read newspapers on a daily basis (around 40% of people regularly read a paper, according to the EGM), the fact that more than 70% of interviewees regularly listen to the radio offers a first datum on the importance of the medium in Catalan society, without marked differences according to most sociodemographic variables.

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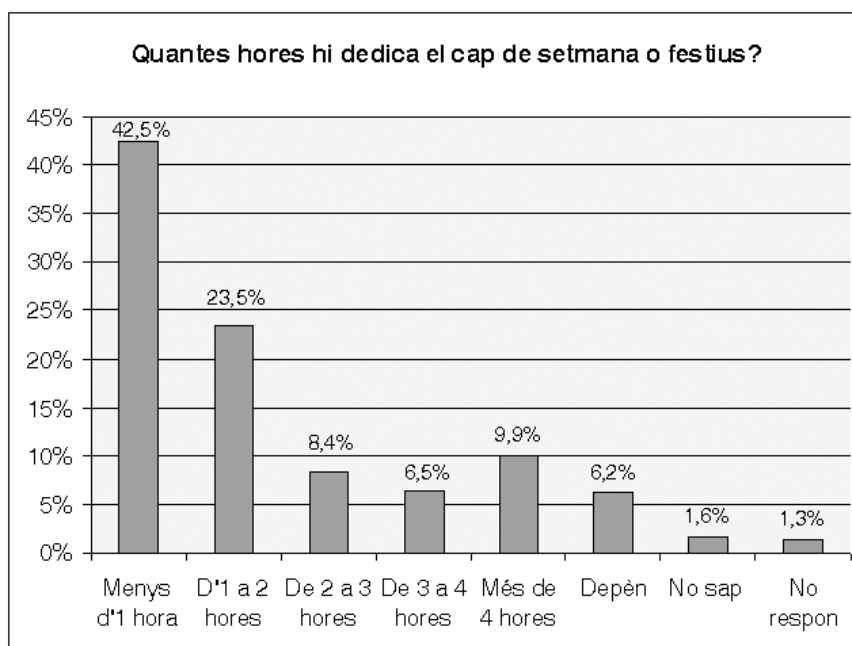


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The survey found that slightly more people born in Catalonia never listen or almost never listen to the radio than people born in the rest of Spain (26.9% and 24.3% respectively); that there is a slight rise in the number of listeners in line with level of education (28.2% of people with primary studies do not listen, while the figure for people with secondary studies is 25.9% and for people with tertiary studies, 23.8%), and that there is no significant difference between people who speak Catalan as their regular language and people who speak Spanish, nor with regard to the size of the municipality they live in. On the other hand, there is a more significant margin with regard to sex (25.6% of women do not listen to the radio, compared to 28.2% of men) and particularly the province they live in and their age. In the area of Barcelona, a quarter of the people do not listen to the radio, while in Girona and Lleida the figure is just over 30% and in Tarragona it rises to one-third of the population. By age, people over 64 (32.5%) and aged 18-24 (29.6%) are less likely to listen to the radio, while listening figures for people in the remaining age groups range from 23% to 26%.

With regard to the time that Catalans spend listening to the radio, the differences were more significant, and some are

particularly interesting. 22.6% of listeners tune in for less than an hour per day during the week, 44.5% between one and three hours, and 29.6% listen to the radio more than three hours per day. However, the consumption of people born in Catalonia is clearly lower than for people born in the rest of Spain: 25.2% of people born in Catalonia listen to the radio less than one hour per day, compared to 15.9% of people born in the rest of Spain; 43.2% of people born in Catalonia listen for one-to-three hours, compared to 47.9% of people born in the rest of Spain; and 28.3% of people born in Catalonia listen more than three hours, compared to 32.4% of people born in the rest of Spain. With regard to level of education, the highest percentage of people who listen to the radio for less than one hour per day have tertiary studies (27.5%, falling to 18.2% for people with primary studies). There is no great difference in the figures for people who tune in from one to three hours per day, while the progression is inverse among those who spend more than three hours listening. In relation to the language regularly spoken, the survey found there was a higher consumption among Spanish speakers: 20.1% listen less than one hour, 45.2% between one and three hours and 32.8% listen for more than three hours per day. On the other



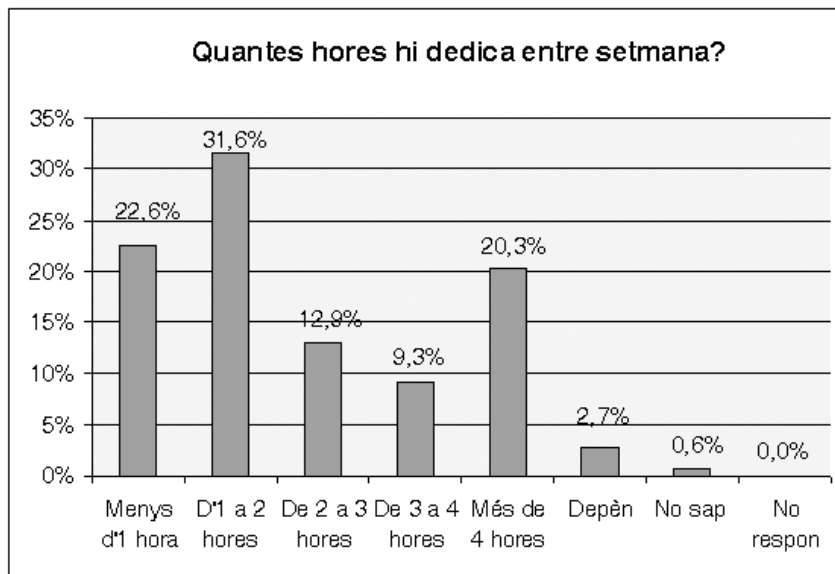
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hand, 23.2% of Catalan speakers listen for less than one hour, 44.6% for one to three hours, and 27.7% listen more than three hours per day. There were also noticeable differences in relation to sex, with a much higher consumption among women: 28.2% of male listeners listen to the radio for less than an hour a day, compared to 17.5% of women, and the relationship is inverse in the other groups (40.5% of men listen between one and three hours, compared to 48% of women, and 21.4% of men listen for over three hours, compared to 32.4% of women). By age, the survey found there was a fall in the number of listeners who tune in for less than one hour per day, from 40.8% of 16-17 year olds, through to 15.3% of people over 64. On the other hand, in the higher levels of radio consumption, the age variable did not record any definite patterns.

The survey offered another important figure in relation to audience times: the number of listeners falls sharply on weekends: 42.5% of listeners tune in for less than one hour per day on the weekends (compared to 22.6% on work days). The biggest listeners in the under one-hour group were people with secondary studies (48.9%) and tertiary studies (44.1%) and people who normally speak Catalan (46.5%) or both languages (45.9%), while Spanish speakers

came to only 36.8%; people aged between 18 and 24 (44.9%) and 35-49 (47.8%) and people living in towns of under 5,000 inhabitants (50.4%). The percentage of listeners who spend between one and three hours listening to the radio on the weekends thus fell significantly (31.9%, compared to 44.5% on work days), as did the people who tune in for more than three hours per day (16.4% compared to 29.6%), with few clear elements in terms of segments of the population. Despite the general fall, people who regularly speak Spanish were the ones whose weekend consumption fell the least, as well as people with primary studies.

With the aim of identifying the importance of radio in the Catalan media landscape, it is also important to mention audience variations throughout the day. Broadly speaking, the CAC survey coincided with information from the EGM, establishing the morning as the period in which most people listen to the radio: 53% of Catalans listen between 6 a.m. and noon, the radio prime time. There were no significant differences with regard to place of birth, language regularly spoken or size of municipality, but differences were perceptible in other segments: 61.8% of people with tertiary studies listen to the radio at some time or another during the



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morning period, a much higher figure than people with primary studies (52.7%) or secondary studies (50.3%). Residents of Tarragona listen less than other Catalans (45.9% compared to more than 50%). Among women, 55.9% listen to the radio in the morning compared to 49.9% of men and with regard to age, the groups aged between 25 and 50 had the highest percentage of morning listeners (60%) compared to adolescents (35.2%), young people (44.1%) and the over-64s (44.4%).

Throughout the rest of the day, radio is much less popular with Catalans. In the early afternoons (12-4 p.m.) radio consumption reaches 18.5% of the population, rising to 21.4% in the drive-time period (4-7 p.m.) before falling again in the evening (7-10 p.m.) to 13.4%, clearly coinciding with television's high point. Late-night (10 p.m. to 1 a.m.) radio listening rises again, despite the competition from the extended prime-time television period, when it captures 17.5% of the population.

It is important to mention a number of differences in this section by segments of population. By place of birth, more people born outside Catalonia listen to the radio in all time periods, the difference being significant in the early afternoon (23.9% compared with 17.6% of people born in

Catalonia), drive time (26.6% and 19.9% respectively) and late night (24.3% and 16.1%). By language regularly spoken, there were no differences in the morning, but for the rest of the day the percentage of listeners among Catalan speakers is clearly lower than that of people who speak Spanish or both languages. The situation in the late-night slot is interesting, when only 14.4% of Catalan speakers listen to the radio, compared to 22.2% Spanish speakers. In terms of education, the higher the level the lower the number of radio listeners in the early afternoon but the higher the number in the drive-time period (when 29.7% of people with tertiary studies tune in, compared to 20.1% of people with primary studies), while the night and late-night periods again have fewer listeners with tertiary studies. With regards sex, the percentage of female listeners exceeds that of men during the morning and early afternoon, but the situation is the opposite for the rest of the day, with the gap growing into the night, with 20.6% of men and only 14.7% of women.

In relation to age, apart from the morning period, around 20% of adolescents and young people listen during the rest of the day, except for the evening among young people (13.6%) and adolescents at drive time (5.2%). In the

## Quina cadena de ràdio escolta amb més freqüència? I quina prefereix escoltar?

<i>Emissores</i>	<i>Ràdio que escolta amb més freqüència</i>	<i>Ràdio que prefereix</i>
Catalunya Ràdio	31,30%	21,40%
SER	17%	11,40%
COPE	8,40%	3%
Onda Cero	8,20%	4,50%
RNE	6,80%	3,70%
Radio 4	1,30%	0,10%
RAC 1	6,40%	3,20%
COM Ràdio	6,10%	2,50%
Ona Catalana	4,20%	1,10%
Catalunya Informació	7,60%	3,20%
Ràdio Local	17%	12,60%
Una altra cadena	18,90%	14,60%
No sap	5%	9%
No respon	1,40%	9,60%

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segments aged 25-49, and again leaving aside the morning, the period with most listeners is drive time (26.2% of 25-34 year olds and 21.8% of 35-49 year olds), while the other time slots do not reach 20%. In the group of people aged 50 to 64, a quarter listen to the radio in the early afternoon and drive time, thereafter the figure falls significantly. Finally, among people over 64, after the morning the audience drops off substantially and does not exceed 15% except for the late-night period (20.1%).

To complete the analysis of the characteristics on listening habits among the population, I would like to make a brief reference to simultaneous activities, i.e., the activities people carry out while listening to the radio. All up, 42.4% of listeners tune in while carrying out domestic chores, 25.1% while working, 24.5% while driving, 20% while engaging in leisure activities and 10.2% during the time they devote to their personal hygiene. One interesting fact is that it is the youngest people who most frequently combine working and *listening to the radio* (always more than 30%) and that this practice is more common among people born in Catalonia (27.5%) than people born in the rest of Spain (18.9%).

### Audiences and Station Preferences According to Place of Birth and Language Regularly Spoken

Catalunya Ràdio is by far and away the most listened-to full-service (i.e., non-music) station in Catalonia, as almost one-third of listeners mentioned it when asked 'what station do you listen to most frequently?' (31.3%), followed by SER (17%) and a long way ahead of the big Spanish stations (8.4% COPE; 8.2% Onda Cero and 6.8% RNE) and the other Catalan stations (Catalunya Informació, 7.6%; RAC1, 6.4%; COM Ràdio, 6.1%; Ona Catalana, 4.2% and Ràdio 4, 1.3%). Meanwhile, 17% of the people surveyed mentioned local broadcasters. From these figures we can see that 56.9% of listeners most frequently choose stations that originate in and broadcast to Catalonia exclusively in Catalan, while 40.4% opt for the big Spanish stations.

However, the analysis of the results in relation to the main sociodemographic variables indicates very important differences in the communicative practice. Place of birth is a big factor: while 35.7% of people born in Catalonia mentioned Catalunya Ràdio and nearly two-thirds (66.5%) said they most commonly listen to broadcasters with a Catalonia-wide scope that broadcast in Catalan, among

## Quina cadena de ràdio escolta amb més freqüència? Distribució percentual per província

<i>Emissores</i>	<i>Barcelona</i>	<i>Girona</i>	<i>Lleida</i>	<i>Tarragona</i>
Catalunya Ràdio	30,1%	37,1%	40,4%	30,8%
SER	17,4%	14,1%	15%	18%
COPE	9%	5%	7,4%	6,4%
Onda Cero	8,7%	2,2%	9,5%	9,3%
RNE	6,7%	7,2%	7,3%	7,1%
Radio 4	1,3%	0,7%	1,8%	1,1%
RAC 1	6,4%	7,5%	2,9%	7,9%
COM Ràdio	7%	3,6%	2,9%	2,6%
Ona Catalana	4%	5,7%	4,8%	4,1%
Catalunya Informació	7,4%	9,4%	6,9%	9%
Ràdio Local	16,1%	19,4%	22,2%	19,8%
Una altra cadena	17,7%	24,5%	15,8%	25,5%
No sap	5,7%	1,1%	2,9%	3,8%
No respon	0,7%	2,1%	5,1%	1,5%

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## I quina cadena prefereix escoltar? Distribució percentual per província

<i>Emissores</i>	<i>Barcelona</i>	<i>Girona</i>	<i>Lleida</i>	<i>Tarragona</i>
Catalunya Ràdio	21,1%	24,1%	24,8%	19,9%
SER	12%	9,4%	7,7%	10,1%
COPE	3,3%	1,4%	2,2%	1,9%
Onda Cero	5%	0,7%	4,7%	3,4%
RNE	3,7%	4,7%	2,2%	3,7%
Radio 4	-	0,4%	0,4%	0,8%
RAC 1	3,3%	3,6%	1,1%	2,6%
COM Ràdio	3%	1,1%	1,1%	0,4%
Ona Catalana	1%	2,9%	0,7%	0,8%
Catalunya Informació	3,3%	2,9%	2,9%	2,6%
Ràdio Local	12%	13,6%	17,1%	14,2%
Una altra cadena	13,4%	21,2%	17,3%	16,9%
No sap	9%	7,9%	5,1%	12,7%
No respon	9,7%	6,1%	12,8%	10,1%

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people born in the rest of Spain, SER, at 27.4%, beats Catalunya Ràdio (19.4%), while the big four Spanish stations together capture 72.5% of the most-frequently-listened-to stations.

Similarly, the variable of language regularly spoken indicates radically different habits. 48.7% of Catalan-speaking listeners mentioned Catalunya Ràdio as the broadcaster they most frequently listen to with no other station reaching 10% (RAC1, 9.3%; COM Ràdio, 8.8%; SER, 8.4% and Ona Catalana, 7.6%), so that the total of people mentioning stations that broadcast across Catalonia came in at 83%. On the other hand, Spanish-speaking listeners did not show such a marked preference for any particular station, beyond the indisputable leadership of SER (28.4%): 12.5% Catalunya Ràdio; 12.3% RNE; 11.4% Onda Cero; 10.9% COPE, with the other stations that broadcast in Catalan much further behind. In total, 63% mentioned Spanish stations (although a quarter indicated *other stations* as the station they listened to most frequently). It should also be mentioned that among the people who speak both languages equally the result was halfway between the other two segments: Catalunya Ràdio and SER tied for first place, followed by other Spanish and Catalan stations with little difference among them.

To complete this survey on the radio stations most frequently listened to, listeners (not all the interviewees) were asked which station they preferred to listen to. This question makes the analysis richer, even though the overall results did not change substantially: Catalunya Ràdio was the preferred choice of 21.4% of listeners, followed by SER (11.4%) and, much further behind, Onda Cero (4.5%), RNE (3.7%), Catalunya Informació and RAC1 (3.2%), COPE (3%), COM Ràdio (2.5%), Ona Catalana (1.1%) and Ràdio 4 (0.1%). All up, 31.5% of listeners preferred stations that broadcast across Catalonia and in Catalan, while 22.6% chose Spanish stations, 12.6% chose local stations and 14.6% chose *other stations*.

Preferences also indicated a very different result according to the variables *place of birth* and *language regularly spoken*. With regard to place of birth, Catalunya Ràdio was preferred by 24% of listeners born in Catalonia, three times the number who prefer SER (8.1%), while the other stations had figures of under 4%, meaning that more than one-third of the people (36.9%) mentioned stations that broadcast in

Catalan. 15.9% said Spanish stations, 13% said local stations and 14.2% said *other stations*. Among the people born in the rest of Spain, SER was mentioned by 20.5%, followed by Catalunya Ràdio (14%), while the other Spanish stations registered 6-7%. Of the other stations that broadcast in Catalan, only Catalunya Informació (1.4%) and RAC1 (1.2%) exceeded 1%. Aggregate figures indicate that 41.1% of people preferred Spanish-language stations, 16.9% preferred ones that broadcast in Catalan, 11% chose local broadcasters and 14.6% chose *other stations*.

With regard to language regularly spoken, the survey results clearly reinforced the leadership of Catalunya Ràdio among Catalan speakers (34.6%), way ahead of the rest: 4.7% chose Onda Cero, followed by RAC1 (4.5%), Catalunya Informació (3.5%), Com Ràdio (3.4%) and SER (3.1%). All up, 48.1% preferred Catalan stations that broadcast in Catalan, while 10.6% chose Spanish stations and slightly over 10% chose local and other stations. Among Spanish-speaking listeners, SER's leadership was also clear with regard to preferences (22%), more than trebling the result of Catalunya Ràdio (6.4%), RNE (6.3%) and the other Spanish stations, while the most-frequently mentioned Catalan stations were again Catalunya Informació and RAC1, registering 1.6% of preferences. All up, 36.5% chose Spanish stations, 10.5% chose Catalan stations, 14.2% chose local stations and *other stations* obtained a significant 20.8% of preferences.

## Audiences and Preference By Other Variables

With regard to level of education, Catalunya Ràdio was mentioned more often as the preferred station in line with rising levels of education and obtained its best result among listeners with tertiary studies, both in terms of the question of the *station most frequently listened to* (34.4% of the 31.3% total listeners) and the *most preferred station* (29% of the 21.4% of total listeners). COM Ràdio also obtained its best result in this group (9.8% of people with tertiary studies said it was the station they listened to most frequently and 5.2% said it was their preferred station), with an enormous difference with respect to the other educational levels. Catalunya Informació and RAC1 obtained their best results among listeners with secondary and tertiary studies and the

figures for SER and COPE also rose (although not by much) in line with level of education. At the other end of the scale were the Spanish stations Onda Cero and RNE, which were listened to by fewer people in line with a rise in educational level.

In terms of sex, the stations with the greatest imbalance in favour of men were Catalunya Ràdio (39% of men said it was the station they listened to most frequently compared with 24.6% of women), SER (21.8% and 12.9%, respectively) and, in particular, RAC1 (9.2% and 4%), followed by Catalunya Informació and Com Ràdio. At the other end of the scale were Onda Cero and other stations, with more female listeners (25% of women compared to 11.8% of men). However, the question about preferences saw these results change somewhat, even though there continued to be a noticeable difference in Catalunya Ràdio (26.9% men compared to 16.6% women), SER (13.3% and 9.8%), COPE and RAC1, and a different profile was found for COM Ràdio (1.8% men compared to 3.2% women) and RNE (2% men compared to 5.2% women).

With regard to age, the distance between Catalunya Ràdio and the other stations as the most-frequently-listened-to station rose progressively up to the age of 64. Among young people and people up to 35, the differences with SER did not exceed 5% (21.6% Catalunya Ràdio compared to 17% SER among young people), while after the age of 25 the distance grew spectacularly, as, while SER always garnered less than 20% of responses, Catalunya Ràdio almost doubled its competitor in the segment of 35-49 year olds (32.6% compared to 17.4%), and trebled it in the 50-64 age group (45.2% Catalunya Ràdio versus 14.6% SER). It is in this segment that Catalunya Ràdio achieved its best result, as 35.9% of listeners over 64 mentioned it, compared to 19.2% who mentioned SER.

Among the Spanish stations, aside from the stable position SER obtained in all age groups, there was a rise in ratings among the other three stations in line with age, particularly in COPE and RNE. This is a phenomenon that was not perceived in the Catalan stations, which had results that make it impossible to establish clear trends, except for the previously mentioned case of Catalunya Ràdio.

It is also important to mention that according to this survey younger audiences do not listen as often to full-service stations, as 32.8% of adolescents and 30.3% of young

people said they frequently listened to *other stations*, a figure that fell noticeably in line with age.

In relation to preferences according to age, the profiles mentioned were practically the same. Firstly, up to the age of 35, *other stations* were the most popular option (ahead of the 22% in all cases), while Catalunya Ràdio and SER registered nearly 30% of preferences among listeners aged 18 to 49. The rise in preference for Catalunya Ràdio in the segment of 50-64 year olds (35.4% compared to only 8.9% for SER) makes it the most popular station for this age group, with the figure falling to 21% after this age and SER recovering to reach 14.7%, which goes some way towards restoring the balance.

It is also significant that the age group with the most diverse preferences was 35-49, as this is the group that recorded the highest level of overall radio consumption. Also, and with the prudence that the low level of responses calls for, we could say that in this area the big Spanish stations (with the same distinctions as suggested for SER) obtain their best results as listener age increases. Among Catalan stations, we can see that RAC1 does the opposite, becoming more popular as the age of the audience falls, while people in the medium age groups are the backbone of COM Ràdio and Catalunya Ràdio.

## Assessment of the Radio Stations

Another very important part of the CAC survey referred to the public's assessment of the radio supply with regard to political impartiality and the quality of the news, entertainment and sports programming. However, as the survey involved questions put to all the interviewees rather than actual listeners, the analysis of the results includes the dead weight of the nearly 60% of interviewees who answered *don't know/no response* in some cases. Even still, the analysis makes it possible to establish a number of interesting ideas.

With regard to the station considered most politically impartial, an overwhelming and significant 60% answered *don't know/no response*, which climbed to 90% among adolescents and nearly 70% in the segments of young people and women. At the same time, a significant part of the population considered that none was (11.8%), which in



the case of the 35-49 year olds rose to 15.7% and, among people with a tertiary education, 17.8%. The most highly regarded station in this field was Catalunya Ràdio, with 8.4% of results, way ahead of the next (SER, with 4.8%), while no other station reached 2%. In other words, the results were very different to the projections that could be made based on the preferences mentioned above.

There were also very revealing differences in this area according to a number of sociodemographic variables, particularly place of birth and language regularly spoken. Among people born in Catalonia, Catalunya Ràdio rose slightly (9.1%), as did RAC1 (from 1.9% to 2.6%) and COM Ràdio (from 1.6% to 2.2%) while all the Spanish stations fell (although SER only by a tenth of a percent); on the other hand, among people born in the rest of Spain, Catalunya Ràdio fell to 6.5% and all the Spanish stations except COPE rose. Based on language regularly spoken, there was a similar phenomenon: Catalunya Ràdio rose among Catalan speakers (13.3%), as did RAC1 (3%) and the other Catalan stations to a lesser extent, while most of the Spanish stations fell. Similarly, Catalunya Ràdio fell among Spanish speakers to 3.3% of interviewees, as did the other Catalan stations, while all the Spanish stations rose, except for COPE. And, as in the questions mentioned above, the people who spoke both languages equally were somewhere in the middle, where the two leading stations (Catalunya Ràdio and SER) came in practically equal, and where COPE and Onda Cero achieved quite important results (more than 2%).

In relation to level of education, Catalunya Ràdio obtained the best result among people with secondary studies (11.2%), while SER was considered the most impartial in line with a rise in level of education and drew at 7.3% of mentions along with Catalunya Ràdio among people with tertiary studies. The volume of responses and distribution by groups according to this variable did not make it possible to extract reliable conclusions for the other stations. It is also impossible to make a valid analysis of the 'sex' variable because the percentage of women who did not respond was much higher than that of men. By ages, and only very approximately for the same reasons, it could be said that older people are more inclined to consider Catalunya Ràdio the most impartial, while SER had similar results for people aged up to 50, after which its figures fell.

With respect to which station provides the best news coverage, the number of people who answered *don't know/no response* fell to 45.6%, with a predominance of adolescents (75.7%) and young people (54.1%), Spanish speakers (53.5%) and women (52.8%). Once again, Catalunya Ràdio (18.5%) and SER (8.4%), in this case together with Catalunya Informació (7.9%), were the most highly regarded stations, coming in way ahead of the rest. But while the other Spanish stations received mentions of around 3%, none of the Catalan stations exceeded 1% of responses.

Once again there were very significant differences according to place of birth and language regularly spoken in classifying the station that provided the best news coverage. Among people born in Catalonia, Catalunya Ràdio scored 22.1%, followed by Catalunya Informació (10.1%) and SER (5.8%), a long way ahead of the other Spanish stations and even further ahead of the other Catalan ones. Among people born in other parts of Spain, SER scored highest (16.5%), followed by RNE (9.4%), Catalunya Ràdio (9%) and Onda Cero (7.8%), leaving the other stations with insignificant figures. An analysis according to language regularly spoken is even more remarkable: 31.3% of Catalan speakers chose Catalunya Ràdio while its rival SER only scored 4.6%, with Catalunya Informació coming in-between (11%). Among Spanish speakers, the preferences were more evenly shared, this time with SER coming in first (12.9%) followed by RNE (6%) and the other Spanish stations, and Catalunya Ràdio and Catalunya Informació scoring around 4%. Finally, among people who speak both languages equally, Catalunya Ràdio (13.3%) scored higher than SER (8.6%), Catalunya Informació (7.3%) and Onda Cero (7.1%).

With regard to the other variables, there were no significant differences with respect to consideration of political impartiality. Catalunya Ràdio came first in all age ranges and increased its lead over SER particularly after the age of 35, while SER dropped in consideration after the age of 50 and came second for the over-35 year olds, with figures ranging from 8 to 11%. Catalunya Informació came second in the groups aged 18-34 (around 12%). With regard to sex and level of education there were no significant differences with regard to the perception of impartiality or preferences.

With regard to station preferences in terms of entertainment, one-third of the interviewees did not express a preference, while 23.7% responded *other stations*. This figure, which could be expected as the survey did not count music stations and other types of stations that exist in the country, was particularly high among adolescents (30.1%), young people (43.3%) and people aged 25-34 (33.5%), as well as people with secondary studies (30.7%) and Spanish speakers (29.4%). Catalunya Ràdio was again the preferred station, but with a figure of only 12.1%, compared to SER's 7%. Local radio stations and RAC1 came next with more than 3% of responses. In this area there were again differences with regard to particular sociodemographic variables. It is interesting to highlight some information based on the language regularly spoken: among Catalan speakers Catalunya Ràdio scored 20.6% of preferences for entertainment value, but only 2.8% among Spanish speakers and 5.1% among people who use the two languages equally. The impact of other stations and the recovery of SER may explain this result, as the other stations received a very low response, except for RAC1 among Catalan speakers (3.8%, ahead of SER, with 2.4%, and Onda Cero with 2.9%) and RNE among Spanish speakers (4.7%).

With regard to best sports programming, 64.5% of the interviewees answered *don't know/no response*, meaning that the differences between the stations were very strongly affected in a percentage-based analysis and should not be considered to be extremely reliable. However, this was the area where Catalunya Ràdio's lead was less clear, scoring 10.9% compared to SER's 8.8%. Among the other stations, only COPE (2.5%) scored more than 1%. As with the other questions, place of birth was a variable that upset the result between the two most popular stations: 12.5% of people born in Catalonia preferred Catalunya Ràdio and 7.1% chose SER for sports programming, while among Spanish speakers SER was chosen by 13.5% and Catalunya Ràdio by 6.5% of the interviewees. The difference was even clearer with regard to language regularly spoken: 18.9% of Catalan speakers chose Catalunya Ràdio while only 4.3% chose SER, while among Spanish speakers SER scored 14.1% and COPE 2.4%, with Catalunya Ràdio reduced to third place with 2.3%. In this area, unlike the others, people who speak both languages equally preferred SER (10.5%) and COPE (6.4%) over Catalunya Ràdio (5.3%).

In the assessment of overall programming, with 45% of interviewees not responding, Catalunya Ràdio scored highest (16.1%), double the figure of SER (8.1%) and way ahead of the other Spanish stations (3.1% for RNE and Onda Cero and 1.8% for COPE). The second-highest-rating Catalan station was RAC1 (with 2.6%). The positive assessment of Catalunya Ràdio increased in line with age and level of education, unlike the other stations, which had a tendency that could not be established with the volume of results of the survey. Place of birth and particularly language spoken were again important factors in the results.

## Music Stations

The survey devoted only one question to music stations but the results make it possible to draw a number of conclusions. The results largely coincided with the rating figures provided by the EGM, but with a number of slight differences probably due to the question asked (*which radio station do you prefer in terms of music programming?*). 40 Principales scored highest (10.3%), followed by Catalunya Música (5.9%), Flaix FM (5.7%), Cadena Dial (5%), Flaixbac (3.9%) and Radio Tele Taxi (2.7%). EGM figures put Catalunya Música much further behind.

By age, and as can be expected given the content, the younger groups concentrated their preferences on most of the stations except Radio Tele Taxi and Catalunya Música, which obtained better results in the older age groups. There were no significant differences in terms of sex, but there were some differences with regard level of education: while 40 Principales and Flaixbac had a heterogonous audience, Flaix FM was most popular with people with secondary studies, Catalunya Música with people with tertiary studies, and Radio Tele Taxi and Cadena Dial were particularly popular with people with primary and secondary studies.

Place of birth was also important with regard to music stations. Among people born in Catalonia, 40 Principales scored most (11.7%), ahead of Flaix FM (6.7%), Catalunya Música (6.6%) and Flaixbac (5.2%), while people born in the rest of Spain preferred Cadena Dial (9.6%) and Radio Tele Taxi (6.3%) over 40 Principales (5.8%) and the Catalan stations. The same could be said according to language regularly spoken: except for Catalunya Música (which

10.4% of the interviewees said had the best programming), among Catalan speakers there was a fairly equal division between 40 Principales and Flaixbac (6.1%), Flaix FM (4.7%) and RAC105 (3.7%), while Spanish speakers opted mainly for 40 Principales (15.9%), Cadena Dial (7.7%), Flaix FM (6.9%) and Radio Tele Taxi (4.7%). Once again, people who speak both languages equally came somewhere in the middle, with only 0.6% considering that Catalunya Música has the best programming.

## Conclusions

Radio has a significant presence in the media habits of the Catalan people, as shown by the fact that only one-quarter of the population said they never listen to it and given the few differences based on the main sociodemographic variables.

Catalunya Ràdio is by far and away the leading station in the country. It is the station most often listened to, the favourite station of the most people and the one that the interviewees said provides the best news coverage, the best entertainment and the best overall programming. Only SER comes close, and in fact beats Catalunya Ràdio in terms of sports programming. The other Spanish stations have a very low presence among the population, and among the other Catalan stations the only ones that have been able to make a mark are RAC1 and, to a lesser extent, COM Ràdio.

There are two key factors in understanding the radio habits of the people of Catalonia: the language they speak and, less markedly, the place where they were born (i.e., Catalonia or other parts of Spain). These were the two variables that provided the greatest differences in the public's preferences and considerations about the impartiality and quality of the programming.

## Notes

1. These figures can be consulted, for the whole of Spain, on the Media Research Association (AIMC) website: [http://www.aimc.es/aimc.php?izq=egm.swf&pag\\_html=si&op=cuatro&dch=02egm/24.html](http://www.aimc.es/aimc.php?izq=egm.swf&pag_html=si&op=cuatro&dch=02egm/24.html).
2. *CAC Survey 2003*: [www.audiovisualcat.net/recerca/enquesta2.pdf](http://www.audiovisualcat.net/recerca/enquesta2.pdf)