

*A Report*

*on A Study of*

## **TV and Radio Audiences in Malta**

*(Part II – Tables & Figures)*

*prepared for the*

**Broadcasting Authority**

*by*

**Mario Vassallo**

B.A., Lic.D., D.Phil. (Oxon.)

Brazilia Court 4,  
Tunnara Promenade,  
Mellieha.

*Tel: 466841*

*Fax: 522227*

**April 2000**

## LIST OF TABLES

Table 3.1-2	Sample Profile by Gender, Socio-Economic Group & Last School Attended
Table 4.1	Who Listens to Radio
Table 4.2	Average Number of Hours Radio is Listened to
Table 4.3	Where do People Listen to the Radio
Table 4.4:	Who watches TV
Table 4.5	Average Number of Hours TV is Watched
Table 4.6	Where in the House is TV Viewed
Table 4.7	Cable TV Facility
Table 4.8	Availability of Movie & Sports Channel on Cable
Table 4.9	Ownership of Satellite Dish Antenna
Table 4.10	Who is the Most Influential Person in the Family on which Channel is Chosen
Table 5.1	Preferred Source for News on Malta
Table 5.2	Preferred Source for Foreign News
Table 5.3	Preferred Time for Main TV News Bulletin
Table 5.4	On Which TV Station/s News was followed on the Day Prior to Interview
Table 5.5	On Which TV Station/s News was followed Two Days Prior to Interview
Table 6.1	General Preferences for Radio Programme Sectors (1996-2000)
Table 6.2	General Preferences for TV Programme Sectors (1996-2000)
Table 6.3-1.1	Radio Station Preferences for Different Programme Sectors (March 1999)
Table 6.3-1.2	Radio Station Preferences for Different Programme Sectors (October 1999)
Table 6.3-1.3	Radio Station Preferences for Different Programme Sectors (March 2000)
Table 6.3-1	Radio Station Comparison on a Set of Six Programme Sectors
Table 6.3-2	Radio Station Comparison on a Set of Seven Programme Sectors
Table 6.4	Overall Preference for Best Radio Station
Table 6.5-1.1	TV Channel Preferences for Different Programme Sectors (March 1999)
Table 6.5-1.2	TV Channel Preferences for Different Programme Sectors (October 1999)
Table 6.5-1.3	TV Channel Preferences for Different Programme Sectors (March 2000)
Table 6.5-1	TV Station Comparison on a Set of Six Programme Sectors
Table 6.5-2	TV Station Comparison on a Set of Six Programme Sectors
Table 6.5-3	TV Station Comparison on a Set of Five Programme Sectors
Table 6.6	Interest in Broadcasting Authority Political Programmes
Table 6.7	Suggestions for New Radio Programmes
Table 6.8	Suggestions for New TV Programmes
Table 7.1	Daily Average Audience Share March 2000
Table 7.2	Daily Peak Radio Audience Share March 2000
Table 7.3	Daily Average Audience Levels - Radio 1999-2000 ( <i>All available Time Slots</i> )
Table 7.4	Daily Average Audience Levels - Radio 1999-2000 ( <i>6.00 a.m. - Midnight</i> )
Table R1	Radio Listenership: Monday
Table R2	Radio Listenership: Tuesday
Table R3	Radio Listenership: Wednesday
Table R4	Radio Listenership: Thursday
Table R5	Radio Listenership: Friday
Table R6	Radio Listenership: Saturday
Table R7	Radio Listenership: Sunday
Table 8.1	TV Audience Average Share March 2000
Table 8.2	Daily Peak TV Audience Share March 2000
Table 8.3	Daily Average Audience Levels for TV: 1999-2000 ( <i>All available Time Slots</i> )
Table T1	TV Viewing: Monday
Table T2	TV Viewing: Tuesday
Table T3	TV Viewing: Wednesday
Table T4	TV Viewing: Thursday
Table T5	TV Viewing: Friday
Table T6	TV Viewing: Saturday
Table T7	TV Viewing: Sunday

## LIST OF FIGURES

- Fig. 4:1 Who Decides on Which Channel is Selected in The Family
- Fig 5.1 Local Stations on which News Bulletin was Watched on the Two Days prior to the Interview
- Fig. 6.1: Overall Preference for 'Best Radio Station
- Fig. 6.2: Extent of Interest in Political Broadcasts (March 1999 & March 2000)
- Fig. 7.1: Daily Radio Average Audience Share
- Fig. 7.2: Highest Radio Station Peak Audience Share
- Fig. 7.3: Radio Audiences - Monday
- Fig. 7.4: Radio Audiences - Tuesday
- Fig. 7.5: Radio Audiences - Wednesday
- Fig. 7.6: Radio Audiences - Thursday
- Fig. 7.7: Radio Audiences - Friday
- Fig. 7.8: Radio Audiences - Saturday
- Fig. 7.9: Radio Audiences - Sunday
- Fig. 7.10: Daily Average Audience Radio Levels: March 1999, October 1999 & March 2000 (Basis = All available time-slots)
- Fig. 7.11: Daily Average Audience Radio Levels: March 1999, October 1999 & March 2000 (Basis = 6.00 a.m. - Midnight)
- Fig. 8.1: Daily TV Average Audience Share
- Fig. 8.2: Highest TV Channel Peak Audience Share
- Fig. 8.3: TV Audience Shares: Monday
- Fig. 8.4: TV Audience Shares: Tuesday
- Fig. 8.5: TV Audience Shares: Wednesday
- Fig. 8.6: TV Audience Shares: Thursday
- Fig. 8.7: TV Audience Shares: Friday
- Fig. 8.8: TV Audience Shares: Saturday
- Fig. 8.9: TV Audience Shares: Sunday
- Fig. 8.10: Daily Average Audience TV Levels: March 1999, October 1999 & March 2000 (Basis = All available time-slots)

TABLE 3.1-2: SAMPLE PROFILE  
- AGE BY GENDER, SOCIO-ECONOMIC GROUP & LAST SCHOOL ATTENDED

	TOTAL	GENDER		SOCIO-ECONOMIC GROUP				EDUCATIONAL LEVEL				
		MALE	FEMALE	AB	C1	C2	DE	NO SCHOOL	PRIMARY	SECONDARY	TECHNICAL INSTITUTE	TERTIARY
TOTAL.....	1001	493	508	114	338	165	384	28	222	589	74	88
AGE GROUP												
12 - 17.....	112	56	56	6	47	23	36	0	5	104	3	0
.....	11.2%	11.4%	11.0%	5.3%	13.9%	13.9%	9.4%	.0%	2.3%	17.7%	4.1%	.0%
.....	100%	50.0%	50.0%	5.4%	42.0%	20.5%	32.1%	.0%	4.5%	92.9%	2.7%	.0%
18 - 30.....	208	103	105	23	96	22	67	1	13	134	18	42
.....	20.8%	20.9%	20.7%	20.2%	28.4%	13.3%	17.4%	3.6%	5.9%	22.8%	24.3%	47.7%
.....	100%	49.5%	50.5%	11.1%	46.2%	10.6%	32.2%	.5%	6.3%	64.4%	8.7%	20.2%
31 - 50.....	375	187	188	41	119	72	143	2	70	242	37	24
.....	37.5%	37.9%	37.0%	36.0%	35.2%	43.6%	37.2%	7.1%	31.5%	41.1%	50.0%	27.3%
.....	100%	49.9%	50.1%	10.9%	31.7%	19.2%	38.1%	.5%	18.7%	64.5%	9.9%	6.4%
51 - 65.....	180	90	90	29	46	27	78	2	75	76	13	14
.....	18.0%	18.3%	17.7%	25.4%	13.6%	16.4%	20.3%	7.1%	33.8%	12.9%	17.6%	15.9%
.....	100%	50.0%	50.0%	16.1%	25.6%	15.0%	43.3%	1.1%	41.7%	42.2%	7.2%	7.8%
OVER 65.....	126	57	69	15	30	21	60	23	59	33	3	8
.....	12.6%	11.6%	13.6%	13.2%	8.9%	12.7%	15.6%	82.1%	26.6%	5.6%	4.1%	9.1%
.....	100%	45.2%	54.8%	11.9%	23.8%	16.7%	47.6%	18.3%	46.8%	26.2%	2.4%	6.3%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

TABLE 4.1: WHO LISTENS TO RADIO  
- BY GENDER, AGE AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
TOTAL.....	1001	493	508	112	208	375	180	126	114	338	165	384
LISTEN TO THE RADIO..	767	384	383	83	168	285	134	97	84	260	130	293
.....	76.6%	77.9%	75.4%	74.1%	80.8%	76.0%	74.4%	77.0%	73.7%	76.9%	78.8%	76.3%
.....	100%	50.1%	49.9%	10.8%	21.9%	37.2%	17.5%	12.6%	11.0%	33.9%	16.9%	38.2%
DO NOT LISTEN TO THE												
RADIO.....	234	109	125	29	40	90	46	29	30	78	35	91
.....	23.4%	22.1%	24.6%	25.9%	19.2%	24.0%	25.6%	23.0%	26.3%	23.1%	21.2%	23.7%
.....	100%	46.6%	53.4%	12.4%	17.1%	38.5%	19.7%	12.4%	12.8%	33.3%	15.0%	38.9%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

TABLE 4.2: AVERAGE NUMBER OF HOURS RADIO IS LISTENED TO  
- BY GENDER, AGE AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
TOTAL.....	768	384	384	83	168	285	134	98	84	260	130	294
VARIES CONSIDERABLY..	32	16	16	3	7	12	5	5	6	9	3	14
.....	4.2%	4.2%	4.2%	3.6%	4.2%	4.2%	3.7%	5.1%	7.1%	3.5%	2.3%	4.8%
.....	100%	50.0%	50.0%	9.4%	21.9%	37.5%	15.6%	15.6%	18.8%	28.1%	9.4%	43.8%
ONE.....	209	113	96	35	53	78	27	16	29	83	29	68
.....	27.2%	29.4%	25.0%	42.2%	31.5%	27.4%	20.1%	16.3%	34.5%	31.9%	22.3%	23.1%
.....	100%	54.1%	45.9%	16.7%	25.4%	37.3%	12.9%	7.7%	13.9%	39.7%	13.9%	32.5%
TWO.....	148	79	69	27	34	44	30	13	20	58	20	50
.....	19.3%	20.6%	18.0%	32.5%	20.2%	15.4%	22.4%	13.3%	23.8%	22.3%	15.4%	17.0%
.....	100%	53.4%	46.6%	18.2%	23.0%	29.7%	20.3%	8.8%	13.5%	39.2%	13.5%	33.8%
THREE.....	74	28	46	7	17	28	13	9	11	23	11	29
.....	9.6%	7.3%	12.0%	8.4%	10.1%	9.8%	9.7%	9.2%	13.1%	8.8%	8.5%	9.9%
.....	100%	37.8%	62.2%	9.5%	23.0%	37.8%	17.6%	12.2%	14.9%	31.1%	14.9%	39.2%
FOUR.....	75	35	40	3	15	35	9	13	1	23	19	32
.....	9.8%	9.1%	10.4%	3.6%	8.9%	12.3%	6.7%	13.3%	1.2%	8.8%	14.6%	10.9%
.....	100%	46.7%	53.3%	4.0%	20.0%	46.7%	12.0%	17.3%	1.3%	30.7%	25.3%	42.7%
FIVE.....	50	25	25	5	8	18	10	9	4	13	15	18
.....	6.5%	6.5%	6.5%	6.0%	4.8%	6.3%	7.5%	9.2%	4.8%	5.0%	11.5%	6.1%
.....	100%	50.0%	50.0%	10.0%	16.0%	36.0%	20.0%	18.0%	8.0%	26.0%	30.0%	36.0%
SIX.....	50	24	26	1	7	22	11	9	6	12	9	23
.....	6.5%	6.3%	6.8%	1.2%	4.2%	7.7%	8.2%	9.2%	7.1%	4.6%	6.9%	7.8%
.....	100%	48.0%	52.0%	2.0%	14.0%	44.0%	22.0%	18.0%	12.0%	24.0%	18.0%	46.0%
SEVEN.....	30	15	15	0	6	11	8	5	0	9	6	15
.....	3.9%	3.9%	3.9%	.0%	3.6%	3.9%	6.0%	5.1%	.0%	3.5%	4.6%	5.1%
.....	100%	50.0%	50.0%	.0%	20.0%	36.7%	26.7%	16.7%	.0%	30.0%	20.0%	50.0%
EIGHT.....	38	21	17	1	13	12	5	7	3	15	5	15
.....	4.9%	5.5%	4.4%	1.2%	7.7%	4.2%	3.7%	7.1%	3.6%	5.8%	3.8%	5.1%
.....	100%	55.3%	44.7%	2.6%	34.2%	31.6%	13.2%	18.4%	7.9%	39.5%	13.2%	39.5%
NINE.....	15	7	8	1	3	8	3	0	1	6	3	5
.....	2.0%	1.8%	2.1%	1.2%	1.8%	2.8%	2.2%	.0%	1.2%	2.3%	2.3%	1.7%
.....	100%	46.7%	53.3%	6.7%	20.0%	53.3%	20.0%	.0%	6.7%	40.0%	20.0%	33.3%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO LISTEN TO RADIO

(continued)

TABLE 4.2: AVERAGE NUMBER OF HOURS RADIO IS LISTENED TO  
- BY GENDER, AGE AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
TEN.....	15	7	8	0	3	8	2	2	1	2	2	10
.....	2.0%	1.8%	2.1%	.0%	1.8%	2.8%	1.5%	2.0%	1.2%	.8%	1.5%	3.4%
.....	100%	46.7%	53.3%	.0%	20.0%	53.3%	13.3%	13.3%	6.7%	13.3%	13.3%	66.7%
ELEVEN.....	4	1	3	0	0	1	3	0	0	0	2	2
.....	.5%	.3%	.8%	.0%	.0%	.4%	2.2%	.0%	.0%	.0%	1.5%	.7%
.....	100%	25.0%	75.0%	.0%	.0%	25.0%	75.0%	.0%	.0%	.0%	50.0%	50.0%
TWELVE.....	20	9	11	0	2	7	5	6	1	6	5	8
.....	2.6%	2.3%	2.9%	.0%	1.2%	2.5%	3.7%	6.1%	1.2%	2.3%	3.8%	2.7%
.....	100%	45.0%	55.0%	.0%	10.0%	35.0%	25.0%	30.0%	5.0%	30.0%	25.0%	40.0%
FOURTEEN.....	2	1	1	0	0	0	1	1	1	0	0	1
.....	.3%	.3%	.3%	.0%	.0%	.0%	.7%	1.0%	1.2%	.0%	.0%	.3%
.....	100%	50.0%	50.0%	.0%	.0%	.0%	50.0%	50.0%	50.0%	.0%	.0%	50.0%
SIXTEEN.....	6	3	3	0	0	1	2	3	0	1	1	4
.....	.8%	.8%	.8%	.0%	.0%	.4%	1.5%	3.1%	.0%	.4%	.8%	1.4%
.....	100%	50.0%	50.0%	.0%	.0%	16.7%	33.3%	50.0%	.0%	16.7%	16.7%	66.7%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO LISTEN TO RADIO

TABLE 4.3: WHERE DO PEOPLE LISTEN TO THE RADIO  
- BY GENDER, AGE AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	A8	C1	C2	DE
TOTAL.....	768	384	384	83	168	285	134	98	84	260	130	294
NO ANSWER.....	9	2	7	1	3	2	2	1	0	1	3	5
.....	1.2%	.5%	1.8%	1.2%	1.8%	.7%	1.5%	1.0%	.0%	.4%	2.3%	1.7%
.....	100%	22.2%	77.8%	11.1%	33.3%	22.2%	22.2%	11.1%	.0%	11.1%	33.3%	55.6%
AT HOME.....	591	255	336	78	102	207	110	94	65	196	104	226
.....	77.0%	66.4%	87.5%	94.0%	60.7%	72.6%	82.1%	95.9%	77.4%	75.4%	80.0%	76.9%
.....	100%	43.1%	56.9%	13.2%	17.3%	35.0%	18.6%	15.9%	11.0%	33.2%	17.6%	38.2%
AT WORK.....	151	111	40	7	46	75	19	4	10	54	28	59
.....	19.7%	28.9%	10.4%	8.4%	27.4%	26.3%	14.2%	4.1%	11.9%	20.8%	21.5%	20.1%
.....	100%	73.5%	26.5%	4.6%	30.5%	49.7%	12.6%	2.6%	6.6%	35.8%	18.5%	39.1%
IN THE CAR.....	211	145	66	9	83	84	30	5	35	87	26	63
.....	27.5%	37.8%	17.2%	10.8%	49.4%	29.5%	22.4%	5.1%	41.7%	33.5%	20.0%	21.4%
.....	100%	68.7%	31.3%	4.3%	39.3%	39.8%	14.2%	2.4%	16.6%	41.2%	12.3%	29.9%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO LISTEN TO RADIO

TABLE 4.4: WHO WATCHES TV  
- BY GENDER, AGE AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
TOTAL.....	1001	493	508	112	208	375	180	126	114	338	165	384
WATCH TV.....	972	479	493	110	201	366	175	120	110	332	159	371
.....	97.1%	97.2%	97.0%	98.2%	96.6%	97.6%	97.2%	95.2%	96.5%	98.2%	96.4%	96.6%
.....	100%	49.3%	50.7%	11.3%	20.7%	37.7%	18.0%	12.3%	11.3%	34.2%	16.4%	38.2%
DO NOT WATCH TV.....	29	14	15	2	7	9	5	6	4	6	6	13
.....	2.9%	2.8%	3.0%	1.8%	3.4%	2.4%	2.8%	4.8%	3.5%	1.8%	3.6%	3.4%
.....	100%	48.3%	51.7%	6.9%	24.1%	31.0%	17.2%	20.7%	13.8%	20.7%	20.7%	44.8%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

TABLE 4.5: AVERAGE NUMBER OF HOURS TV IS WATCHED  
- BY GENDER, AGE AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
TOTAL.....	972	479	493	110	201	366	175	120	110	332	159	371
K17A												
VARIES CONSIDERABLY..	17	6	11	1	5	5	4	2	1	4	5	7
.....	1.7%	1.3%	2.2%	.9%	2.5%	1.4%	2.3%	1.7%	.9%	1.2%	3.1%	1.9%
.....	100%	35.3%	64.7%	5.9%	29.4%	29.4%	23.5%	11.8%	5.9%	23.5%	29.4%	41.2%
ONE.....	142	75	67	17	31	53	24	17	18	53	23	48
.....	14.6%	15.7%	13.6%	15.5%	15.4%	14.5%	13.7%	14.2%	16.4%	16.0%	14.5%	12.9%
.....	100%	52.8%	47.2%	12.0%	21.8%	37.3%	16.9%	12.0%	12.7%	37.3%	16.2%	33.8%
TWO.....	292	151	141	32	69	117	53	21	36	104	47	105
.....	30.0%	31.5%	28.6%	29.1%	34.3%	32.0%	30.3%	17.5%	32.7%	31.3%	29.6%	28.3%
.....	100%	51.7%	48.3%	11.0%	23.6%	40.1%	18.2%	7.2%	12.3%	35.6%	16.1%	36.0%
THREE.....	229	112	117	29	46	88	35	31	28	86	36	79
.....	23.6%	23.4%	23.7%	26.4%	22.9%	24.0%	20.0%	25.8%	25.5%	25.9%	22.6%	21.3%
.....	100%	48.9%	51.1%	12.7%	20.1%	38.4%	15.3%	13.5%	12.2%	37.6%	15.7%	34.5%
FOUR.....	116	46	70	12	19	41	26	18	10	35	15	56
.....	11.9%	9.6%	14.2%	10.9%	9.5%	11.2%	14.9%	15.0%	9.1%	10.5%	9.4%	15.1%
.....	100%	39.7%	60.3%	10.3%	16.4%	35.3%	22.4%	15.5%	8.6%	30.2%	12.9%	48.3%
FIVE.....	88	43	45	12	16	36	14	10	9	20	18	41
.....	9.1%	9.0%	9.1%	10.9%	8.0%	9.8%	8.0%	8.3%	8.2%	6.0%	11.3%	11.1%
.....	100%	48.9%	51.1%	13.6%	18.2%	40.9%	15.9%	11.4%	10.2%	22.7%	20.5%	46.6%
SIX.....	43	21	22	2	8	13	11	9	4	18	7	14
.....	4.4%	4.4%	4.5%	1.8%	4.0%	3.6%	6.3%	7.5%	3.6%	5.4%	4.4%	3.8%
.....	100%	48.8%	51.2%	4.7%	18.6%	30.2%	25.6%	20.9%	9.3%	41.9%	16.3%	32.6%
SEVEN.....	12	7	5	5	2	3	1	1	0	6	3	3
.....	1.2%	1.5%	1.0%	4.5%	1.0%	.8%	.6%	.8%	.0%	1.8%	1.9%	.8%
.....	100%	58.3%	41.7%	41.7%	16.7%	25.0%	8.3%	8.3%	.0%	50.0%	25.0%	25.0%
EIGHT.....	21	12	9	0	3	8	6	4	3	5	1	12
.....	2.2%	2.5%	1.8%	.0%	1.5%	2.2%	3.4%	3.3%	2.7%	1.5%	.6%	3.2%
.....	100%	57.1%	42.9%	.0%	14.3%	38.1%	28.6%	19.0%	14.3%	23.8%	4.8%	57.1%
NINE.....	3	1	2	0	0	0	0	3	0	0	1	2
.....	.3%	.2%	.4%	.0%	.0%	.0%	.0%	2.5%	.0%	.0%	.6%	.5%
.....	100%	33.3%	66.7%	.0%	.0%	.0%	.0%	100%	.0%	.0%	33.3%	66.7%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO WATCH TV

(continued)

TABLE 4.5: AVERAGE NUMBER OF HOURS TV IS WATCHED  
- BY GENDER, AGE AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
TEN.....	7	3	4	0	2	2	0	3	0	0	3	4
.....	.7%	.6%	.8%	.0%	1.0%	.5%	.0%	2.5%	.0%	.0%	1.9%	1.1%
.....	100%	42.9%	57.1%	.0%	28.6%	28.6%	.0%	42.9%	.0%	.0%	42.9%	57.1%
ELEVEN.....	2	2	0	0	0	0	1	1	1	1	0	0
.....	.2%	.4%	.0%	.0%	.0%	.0%	.6%	.8%	.9%	.3%	.0%	.0%
.....	100%	100%	.0%	.0%	.0%	.0%	50.0%	50.0%	50.0%	50.0%	.0%	.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO WATCH TV

TABLE 4.6: WHERE IN THE HOUSE IS TV VIEWED  
- BY GENDER, AGE AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
TOTAL.....	972	479	493	110	201	366	175	120	110	332	159	371
IN THE SITTING ROOM..	390	199	191	52	72	132	81	53	59	145	58	128
.....	40.1%	41.5%	38.7%	47.3%	35.8%	36.1%	46.3%	44.2%	53.6%	43.7%	36.5%	34.5%
.....	100%	51.0%	49.0%	13.3%	18.5%	33.8%	20.8%	13.6%	15.1%	37.2%	14.9%	32.8%
IN THE DINING ROOM...	52	26	26	2	12	20	13	5	6	22	5	19
.....	5.3%	5.4%	5.3%	1.8%	6.0%	5.5%	7.4%	4.2%	5.5%	6.6%	3.1%	5.1%
.....	100%	50.0%	50.0%	3.8%	23.1%	38.5%	25.0%	9.6%	11.5%	42.3%	9.6%	36.5%
IN THE KITCHEN.....	236	102	134	14	40	108	47	27	23	69	45	99
.....	24.3%	21.3%	27.2%	12.7%	19.9%	29.5%	26.9%	22.5%	20.9%	20.8%	28.3%	26.7%
.....	100%	43.2%	56.8%	5.9%	16.9%	45.8%	19.9%	11.4%	9.7%	29.2%	19.1%	41.9%
IN THE BEDROOM.....	277	139	138	40	75	97	30	35	19	89	49	120
.....	28.5%	29.0%	28.0%	36.4%	37.3%	26.5%	17.1%	29.2%	17.3%	26.8%	30.8%	32.3%
.....	100%	50.2%	49.8%	14.4%	27.1%	35.0%	10.8%	12.6%	6.9%	32.1%	17.7%	43.3%
AT ANOTHER PLACE.....	17	13	4	2	2	9	4	0	3	7	2	5
.....	1.7%	2.7%	.8%	1.8%	1.0%	2.5%	2.3%	.0%	2.7%	2.1%	1.3%	1.3%
.....	100%	76.5%	23.5%	11.8%	11.8%	52.9%	23.5%	.0%	17.6%	41.2%	11.8%	29.4%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO WATCH TV

TABLE 4.7: CABLE TV FACILITY  
- BY GENDER, AGE AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
TOTAL.....	1001	493	508	112	208	375	180	126	114	338	165	384
NOT CONNECTED.....	457	221	236	49	91	177	73	67	36	142	81	198
.....	45.7%	44.8%	46.5%	43.8%	43.8%	47.2%	40.6%	53.2%	31.6%	42.0%	49.1%	51.6%
.....	100%	48.4%	51.6%	10.7%	19.9%	38.7%	16.0%	14.7%	7.9%	31.1%	17.7%	43.3%
CONNECTED: BASIC.....	220	115	105	24	52	77	52	15	39	73	34	74
.....	22.0%	23.3%	20.7%	21.4%	25.0%	20.5%	28.9%	11.9%	34.2%	21.6%	20.6%	19.3%
.....	100%	52.3%	47.7%	10.9%	23.6%	35.0%	23.6%	6.8%	17.7%	33.2%	15.5%	33.6%
CONNECTED: RECEPTION.	227	99	128	27	43	82	38	37	23	77	36	91
.....	22.7%	20.1%	25.2%	24.1%	20.7%	21.9%	21.1%	29.4%	20.2%	22.8%	21.8%	23.7%
.....	100%	43.6%	56.4%	11.9%	18.9%	36.1%	16.7%	16.3%	10.1%	33.9%	15.9%	40.1%
CONNECTED: TV PLUS...	97	58	39	12	22	39	17	7	16	46	14	21
.....	9.7%	11.8%	7.7%	10.7%	10.6%	10.4%	9.4%	5.6%	14.0%	13.6%	8.5%	5.5%
.....	100%	59.8%	40.2%	12.4%	22.7%	40.2%	17.5%	7.2%	16.5%	47.4%	14.4%	21.6%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

TABLE 4.8: AVAILABILITY OF MOVIE & SPORTS CHANNELS ON CABLE  
- BY GENDER, AGE AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	A8	C1	C2	DE
TOTAL.....	544	272	272	63	117	198	107	59	78	196	84	186
<b>K19A</b>												
NO MOVIE CHANNEL.....	477	235	242	57	99	169	96	56	67	168	75	167
.....	87.7%	86.4%	89.0%	90.5%	84.6%	85.4%	89.7%	94.9%	85.9%	85.7%	89.3%	89.8%
.....	100%	49.3%	50.7%	11.9%	20.8%	35.4%	20.1%	11.7%	14.0%	35.2%	15.7%	35.0%
SUBSCRIBED TO MOVIE CHANNEL.....	67	37	30	6	18	29	11	3	11	28	9	19
.....	12.3%	13.6%	11.0%	9.5%	15.4%	14.6%	10.3%	5.1%	14.1%	14.3%	10.7%	10.2%
.....	100%	55.2%	44.8%	9.0%	26.9%	43.3%	16.4%	4.5%	16.4%	41.8%	13.4%	28.4%
<b>K19B</b>												
NO SPORTS CHANNEL.....	455	221	234	55	95	160	90	55	67	159	74	155
.....	83.6%	81.3%	86.0%	87.3%	81.2%	80.8%	84.1%	93.2%	85.9%	81.1%	88.1%	83.3%
.....	100%	48.6%	51.4%	12.1%	20.9%	35.2%	19.8%	12.1%	14.7%	34.9%	16.3%	34.1%
SUBSCRIBED TO THE SPORTS CHANNEL.....	89	51	38	8	22	38	17	4	11	37	10	31
.....	16.4%	18.8%	14.0%	12.7%	18.8%	19.2%	15.9%	6.8%	14.1%	18.9%	11.9%	16.7%
.....	100%	57.3%	42.7%	9.0%	24.7%	42.7%	19.1%	4.5%	12.4%	41.6%	11.2%	34.8%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL SUBSCRIBERS TO CABLE TV

TABLE 4.9: OWNERSHIP OF SATELLITE DISH ANTENNA  
- BY GENDER, AGE AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
TOTAL.....	1001	493	508	112	208	375	180	126	114	338	165	384
OWNERSHIP OF SATELLITE DISH												
YES.....	55	32	23	9	11	22	8	5	3	13	13	26
.....	5.5%	6.5%	4.5%	8.0%	5.3%	5.9%	4.4%	4.0%	2.6%	3.8%	7.9%	6.8%
.....	100%	58.2%	41.8%	16.4%	20.0%	40.0%	14.5%	9.1%	5.5%	23.6%	23.6%	47.3%
NO.....	946	461	485	103	197	353	172	121	111	325	152	358
.....	94.5%	93.5%	95.5%	92.0%	94.7%	94.1%	95.6%	96.0%	97.4%	96.2%	92.1%	93.2%
.....	100%	48.7%	51.3%	10.9%	20.8%	37.3%	18.2%	12.8%	11.7%	34.4%	16.1%	37.8%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

TABLE 4.10: WHO IS MOST INFLUENTIAL PERSON IN THE FAMILY  
ON WHICH CHANNEL IS CHOSEN  
- BY GENDER, AGE AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
TOTAL.....	1001	493	508	112	208	375	180	126	114	338	165	384
NO ONE IN PARTICULAR.....	277	147	130	26	61	100	43	47	29	88	42	118
.....	27.7%	29.8%	25.6%	23.2%	29.3%	26.7%	23.9%	37.3%	25.4%	26.0%	25.5%	30.7%
.....	100%	53.1%	46.9%	9.4%	22.0%	36.1%	15.5%	17.0%	10.5%	31.8%	15.2%	42.6%
THE HUSBAND.....	349	204	145	24	72	145	69	39	34	119	67	129
.....	34.9%	41.4%	28.5%	21.4%	34.6%	38.7%	38.3%	31.0%	29.8%	35.2%	40.6%	33.6%
.....	100%	58.5%	41.5%	6.9%	20.6%	41.5%	19.8%	11.2%	9.7%	34.1%	19.2%	37.0%
THE WIFE.....	201	66	135	5	36	74	49	37	26	68	27	80
.....	20.1%	13.4%	26.6%	4.5%	17.3%	19.7%	27.2%	29.4%	22.8%	20.1%	16.4%	20.8%
.....	100%	32.8%	67.2%	2.5%	17.9%	36.8%	24.4%	18.4%	12.9%	33.8%	13.4%	39.8%
CHILDREN - BOYS.....	102	62	40	33	20	35	12	2	15	34	19	34
.....	10.2%	12.6%	7.9%	29.5%	9.6%	9.3%	6.7%	1.6%	13.2%	10.1%	11.5%	8.9%
.....	100%	60.8%	39.2%	32.4%	19.6%	34.3%	11.8%	2.0%	14.7%	33.3%	18.6%	33.3%
CHILDREN - GIRLS.....	72	14	58	24	19	21	7	1	10	29	10	23
.....	7.2%	2.8%	11.4%	21.4%	9.1%	5.6%	3.9%	.8%	8.8%	8.6%	6.1%	6.0%
.....	100%	19.4%	80.6%	33.3%	26.4%	29.2%	9.7%	1.4%	13.9%	40.3%	13.9%	31.9%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

TABLE 5.1: PREFERRED SOURCE FOR NEWS ON MALTA  
- BY GENDER, AGE AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
TOTAL.....	1001	493	508	112	208	375	180	126	114	338	165	384
NO PARTICULAR PREFERENCE.....	26	17	9	9	10	6	0	1	3	5	8	10
.....	2.6%	3.4%	1.8%	8.0%	4.8%	1.6%	.0%	.8%	2.6%	1.5%	4.8%	2.6%
.....	100%	65.4%	34.6%	34.6%	38.5%	23.1%	.0%	3.8%	11.5%	19.2%	30.8%	38.5%
LISTEN TO THEM ON THE RADIO.....	142	70	72	10	30	46	30	26	17	43	26	56
.....	14.2%	14.2%	14.2%	8.9%	14.4%	12.3%	16.7%	20.6%	14.9%	12.7%	15.8%	14.6%
.....	100%	49.3%	50.7%	7.0%	21.1%	32.4%	21.1%	18.3%	12.0%	30.3%	18.3%	39.4%
WATCH THEM ON TV.....	727	349	378	74	131	289	138	95	82	243	119	283
.....	72.6%	70.8%	74.4%	66.1%	63.0%	77.1%	76.7%	75.4%	71.9%	71.9%	72.1%	73.7%
.....	100%	48.0%	52.0%	10.2%	18.0%	39.8%	19.0%	13.1%	11.3%	33.4%	16.4%	38.9%
READ THEM IN A NEWSPAPER.....	74	40	34	10	25	26	10	3	12	34	9	19
.....	7.4%	8.1%	6.7%	8.9%	12.0%	6.9%	5.6%	2.4%	10.5%	10.1%	5.5%	4.9%
.....	100%	54.1%	45.9%	13.5%	33.8%	35.1%	13.5%	4.1%	16.2%	45.9%	12.2%	25.7%
PICK THEM UP FROM OTHER PERSONS.....	32	17	15	9	12	8	2	1	0	13	3	16
.....	3.2%	3.4%	3.0%	8.0%	5.8%	2.1%	1.1%	.8%	.0%	3.8%	1.8%	4.2%
.....	100%	53.1%	46.9%	28.1%	37.5%	25.0%	6.3%	3.1%	.0%	40.6%	9.4%	50.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

TABLE 5.2: PREFERRED SOURCE FOR FOREIGN NEWS  
- BY GENDER, AGE AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
TOTAL.....	1001	493	508	112	208	375	180	126	114	338	165	384
NO PARTICULAR PREFERENCE.....	32	18	14	11	12	7	1	1	2	7	12	11
.....	3.2%	3.7%	2.8%	9.8%	5.8%	1.9%	.6%	.8%	1.8%	2.1%	7.3%	2.9%
.....	100%	56.3%	43.8%	34.4%	37.5%	21.9%	3.1%	3.1%	6.3%	21.9%	37.5%	34.4%
LISTEN TO THEM ON THE RADIO.....	113	58	55	7	21	41	22	22	11	38	20	44
.....	11.3%	11.8%	10.8%	6.3%	10.1%	10.9%	12.2%	17.5%	9.6%	11.2%	12.1%	11.5%
.....	100%	51.3%	48.7%	6.2%	18.6%	36.3%	19.5%	19.5%	9.7%	33.6%	17.7%	38.9%
WATCH THEM ON TV.....	762	369	393	79	141	297	145	100	90	255	121	296
.....	76.1%	74.8%	77.4%	70.5%	67.8%	79.2%	80.6%	79.4%	78.9%	75.4%	73.3%	77.1%
.....	100%	48.4%	51.6%	10.4%	18.5%	39.0%	19.0%	13.1%	11.8%	33.5%	15.9%	38.8%
READ THEM IN A NEWSPAPER.....	67	34	33	8	24	22	11	2	11	28	9	19
.....	6.7%	6.9%	6.5%	7.1%	11.5%	5.9%	6.1%	1.6%	9.6%	8.3%	5.5%	4.9%
.....	100%	50.7%	49.3%	11.9%	35.8%	32.8%	16.4%	3.0%	16.4%	41.8%	13.4%	28.4%
PICK THEM UP FROM OTHER PERSONS.....	27	14	13	7	10	8	1	1	0	10	3	14
.....	2.7%	2.8%	2.6%	6.3%	4.8%	2.1%	.6%	.8%	.0%	3.0%	1.8%	3.6%
.....	100%	51.9%	48.1%	25.9%	37.0%	29.6%	3.7%	3.7%	.0%	37.0%	11.1%	51.9%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

TABLE 5.3: PREFERRED TIME FOR MAIN TV NEWS  
- BY GENDER, AGE AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
TOTAL.....	1001	493	508	112	208	375	180	126	114	338	165	384
PREFERRED TIME FOR TV NEWS BULLETIN												
NA.....	91	47	44	21	25	24	9	12	6	33	16	36
.....	9.1%	9.5%	8.7%	18.8%	12.0%	6.4%	5.0%	9.5%	5.3%	9.8%	9.7%	9.4%
.....	100%	51.6%	48.4%	23.1%	27.5%	26.4%	9.9%	13.2%	6.6%	36.3%	17.6%	39.6%
5.00 P.M.....	2	1	1	0	1	0	0	1	0	1	1	0
.....	.2%	.2%	.2%	.0%	.5%	.0%	.0%	.8%	.0%	.3%	.6%	.0%
.....	100%	50.0%	50.0%	.0%	50.0%	.0%	.0%	50.0%	.0%	50.0%	50.0%	.0%
5.30 P.M.....	2	1	1	0	1	1	0	0	0	0	1	1
.....	.2%	.2%	.2%	.0%	.5%	.3%	.0%	.0%	.0%	.0%	.6%	.3%
.....	100%	50.0%	50.0%	.0%	50.0%	50.0%	.0%	.0%	.0%	.0%	50.0%	50.0%
6.00 P.M.....	11	6	5	1	1	6	1	2	2	3	2	4
.....	1.1%	1.2%	1.0%	.9%	.5%	1.6%	.6%	1.6%	1.8%	.9%	1.2%	1.0%
.....	100%	54.5%	45.5%	9.1%	9.1%	54.5%	9.1%	18.2%	18.2%	27.3%	18.2%	36.4%
6.30 P.M.....	5	4	1	2	2	0	0	1	1	3	0	1
.....	.5%	.8%	.2%	1.8%	1.0%	.0%	.0%	.8%	.9%	.9%	.0%	.3%
.....	100%	80.0%	20.0%	40.0%	40.0%	.0%	.0%	20.0%	20.0%	60.0%	.0%	20.0%
7.00 P.M.....	14	8	6	5	1	4	4	0	2	5	6	1
.....	1.4%	1.6%	1.2%	4.5%	.5%	1.1%	2.2%	.0%	1.8%	1.5%	3.6%	.3%
.....	100%	57.1%	42.9%	35.7%	7.1%	28.6%	28.6%	.0%	14.3%	35.7%	42.9%	7.1%
7.30 P.M.....	175	96	79	15	25	75	26	34	10	36	39	90
.....	17.5%	19.5%	15.6%	13.4%	12.0%	20.0%	14.4%	27.0%	8.8%	10.7%	23.6%	23.4%
.....	100%	54.9%	45.1%	8.6%	14.3%	42.9%	14.9%	19.4%	5.7%	20.6%	22.3%	51.4%
7.40 P.M.....	1	1	0	0	0	0	0	1	1	0	0	0
.....	.1%	.2%	.0%	.0%	.0%	.0%	.0%	.8%	.9%	.0%	.0%	.0%
.....	100%	100%	.0%	.0%	.0%	.0%	.0%	100%	100%	.0%	.0%	.0%
7.45 P.M.....	76	33	43	4	19	21	24	8	18	32	5	21
.....	7.6%	6.7%	8.5%	3.6%	9.1%	5.6%	13.3%	6.3%	15.8%	9.5%	3.0%	5.5%
.....	100%	43.4%	56.6%	5.3%	25.0%	27.6%	31.6%	10.5%	23.7%	42.1%	6.6%	27.6%
8.00 P.M.....	574	262	312	56	124	222	106	66	67	206	90	211
.....	57.3%	53.1%	61.4%	50.0%	59.6%	59.2%	58.9%	52.4%	58.8%	60.9%	54.5%	54.9%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

(continued)

TABLE 5.3: PREFERRED TIME FOR MAIN TV NEWS  
- BY GENDER, AGE AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
.....	100%	45.6%	54.4%	9.8%	21.6%	38.7%	18.5%	11.5%	11.7%	35.9%	15.7%	36.8%
8.15 P.M. ....	2	1	1	0	0	2	0	0	0	1	0	1
.....	.2%	.2%	.2%	.0%	.0%	.5%	.0%	.0%	.0%	.3%	.0%	.3%
.....	100%	50.0%	50.0%	.0%	.0%	100%	.0%	.0%	.0%	50.0%	.0%	50.0%
8.30 P.M. ....	24	16	8	7	5	7	4	1	2	10	2	10
.....	2.4%	3.2%	1.6%	6.3%	2.4%	1.9%	2.2%	.8%	1.8%	3.0%	1.2%	2.6%
.....	100%	66.7%	33.3%	29.2%	20.8%	29.2%	16.7%	4.2%	8.3%	41.7%	8.3%	41.7%
9.00 P.M. ....	7	4	3	0	0	4	3	0	3	1	0	3
.....	.7%	.8%	.6%	.0%	.0%	1.1%	1.7%	.0%	2.6%	.3%	.0%	.8%
.....	100%	57.1%	42.9%	.0%	.0%	57.1%	42.9%	.0%	42.9%	14.3%	.0%	42.9%
9.30 P.M. ....	2	1	1	0	0	2	0	0	1	0	1	0
.....	.2%	.2%	.2%	.0%	.0%	.5%	.0%	.0%	.9%	.0%	.6%	.0%
.....	100%	50.0%	50.0%	.0%	.0%	100%	.0%	.0%	50.0%	.0%	50.0%	.0%
10.00 P.M. ....	5	3	2	0	0	4	1	0	0	3	1	1
.....	.5%	.6%	.4%	.0%	.0%	1.1%	.6%	.0%	.0%	.9%	.6%	.3%
.....	100%	60.0%	40.0%	.0%	.0%	80.0%	20.0%	.0%	.0%	60.0%	20.0%	20.0%
10.30 P.M. ....	1	1	0	0	1	0	0	0	0	0	0	1
.....	.1%	.2%	.0%	.0%	.5%	.0%	.0%	.0%	.0%	.0%	.0%	.3%
.....	100%	100%	.0%	.0%	100%	.0%	.0%	.0%	.0%	.0%	.0%	100%
11.00 P.M. ....	7	6	1	1	1	3	2	0	1	4	0	2
.....	.7%	1.2%	.2%	.9%	.5%	.8%	1.1%	.0%	.9%	1.2%	.0%	.5%
.....	100%	85.7%	14.3%	14.3%	14.3%	42.9%	28.6%	.0%	14.3%	57.1%	.0%	28.6%
11.30 P.M. ....	1	1	0	0	1	0	0	0	0	0	0	1
.....	.1%	.2%	.0%	.0%	.5%	.0%	.0%	.0%	.0%	.0%	.0%	.3%
.....	100%	100%	.0%	.0%	100%	.0%	.0%	.0%	.0%	.0%	.0%	100%
MIDNIGHT.....	1	1	0	0	1	0	0	0	0	0	1	0
.....	.1%	.2%	.0%	.0%	.5%	.0%	.0%	.0%	.0%	.0%	.6%	.0%
.....	100%	100%	.0%	.0%	100%	.0%	.0%	.0%	.0%	.0%	100%	.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

TABLE 5.4: ON WHICH TV STATION/S NEWS WAS FOLLOWED DAY PRIOR TO INTERVIEW  
- BY GENDER, AGE AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	A8	C1	C2	DE
TOTAL.....	1001	493	508	112	208	375	180	126	114	338	165	384
DID NOT WATCH THE												
NEWS.....	595	292	303	94	156	204	87	54	63	210	94	228
.....	59.4%	59.2%	59.6%	83.9%	75.0%	54.4%	48.3%	42.9%	55.3%	62.1%	57.0%	59.4%
.....	100%	49.1%	50.9%	15.8%	26.2%	34.3%	14.6%	9.1%	10.6%	35.3%	15.8%	38.3%
TVM.....	245	124	121	14	29	100	59	43	31	80	40	94
.....	24.5%	25.2%	23.8%	12.5%	13.9%	26.7%	32.8%	34.1%	27.2%	23.7%	24.2%	24.5%
.....	100%	50.6%	49.4%	5.7%	11.8%	40.8%	24.1%	17.6%	12.7%	32.7%	16.3%	38.4%
SUPER 1.....	185	95	90	3	25	80	38	39	20	48	36	81
.....	18.5%	19.3%	17.7%	2.7%	12.0%	21.3%	21.1%	31.0%	17.5%	14.2%	21.8%	21.1%
.....	100%	51.4%	48.6%	1.6%	13.5%	43.2%	20.5%	21.1%	10.8%	25.9%	19.5%	43.8%
NET TV.....	44	16	28	4	5	18	14	3	8	15	7	14
.....	4.4%	3.2%	5.5%	3.6%	2.4%	4.8%	7.8%	2.4%	7.0%	4.4%	4.2%	3.6%
.....	100%	36.4%	63.6%	9.1%	11.4%	40.9%	31.8%	6.8%	18.2%	34.1%	15.9%	31.8%
SMASH.....	3	2	1	1	1	0	1	0	0	2	1	0
.....	.3%	.4%	.2%	.9%	.5%	.0%	.6%	.0%	.0%	.6%	.6%	.0%
.....	100%	66.7%	33.3%	33.3%	33.3%	.0%	33.3%	.0%	.0%	66.7%	33.3%	.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

TABLE 5.5: ON WHICH TV STATION/S NEWS WAS FOLLOWED TWO DAYS PRIOR TO INTERVIEW  
- BY GENDER, AGE AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	A8	C1	C2	DE
TOTAL.....	1001	493	508	112	208	375	180	126	114	338	165	384
DID NOT WATCH THE NEWS.....	612	304	308	97	151	212	92	60	70	223	90	229
.....	61.1%	61.7%	60.6%	86.6%	72.6%	56.5%	51.1%	47.6%	61.4%	66.0%	54.5%	59.6%
.....	100%	49.7%	50.3%	15.8%	24.7%	34.6%	15.0%	9.8%	11.4%	36.4%	14.7%	37.4%
TVM.....	245	125	120	9	29	104	58	45	32	78	43	92
.....	24.5%	25.4%	23.6%	8.0%	13.9%	27.7%	32.2%	35.7%	28.1%	23.1%	26.1%	24.0%
.....	100%	51.0%	49.0%	3.7%	11.8%	42.4%	23.7%	18.4%	13.1%	31.8%	17.6%	37.6%
SUPER 1.....	173	88	85	6	26	75	36	30	15	39	39	80
.....	17.3%	17.8%	16.7%	5.4%	12.5%	20.0%	20.0%	23.8%	13.2%	11.5%	23.6%	20.8%
.....	100%	50.9%	49.1%	3.5%	15.0%	43.4%	20.8%	17.3%	8.7%	22.5%	22.5%	46.2%
NET TV.....	42	17	25	0	9	16	10	7	7	15	3	17
.....	4.2%	3.4%	4.9%	.0%	4.3%	4.3%	5.6%	5.6%	6.1%	4.4%	1.8%	4.4%
.....	100%	40.5%	59.5%	.0%	21.4%	38.1%	23.8%	16.7%	16.7%	35.7%	7.1%	40.5%
SMASH.....	5	3	2	0	1	2	1	1	0	2	1	2
.....	.5%	.6%	.4%	.0%	.5%	.5%	.6%	.8%	.0%	.6%	.6%	.5%
.....	100%	60.0%	40.0%	.0%	20.0%	40.0%	20.0%	20.0%	.0%	40.0%	20.0%	40.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

**Table 6.1 General Preferences for Radio Programme Sectors (1996 - 2000)**  
(Ranked by values obtained in current study)

PROGRAMME SECTOR	%	%	%	%	%	%
	1996	1997	1998	1999 (March)	1999 (October)	2000 (March)
Music	82.5	78.9	87.2	87.4	74.6	86.5
Local News	74.7	70.6	84.5	80.5	73.0	76.6
Foreign News	68.1	63.9	77.1	76.9	63.7	74.6
Discussions	61.2	58.1	67.6	59.7	56.0	57.7
Current Affairs	42.2	31.2	56.8	54.3	37.1	57.3
Religion	50.6	34.7	53.3	47.1	36.3	47.1
Health/Beauty/Home/Law	46.7	31.6	54.5	51.0	37.8	46.6
Culture	36.4	29.1	45.8	44.4	25.8	37.8
Sports	37.5	29.0	48.2	37.2	25.4	36.8
Novels/Plays	35.6	27.9	49.5	40.7	28.5	35.7
Money/Business	19.0	16.7	31.7	25.2	13.5	23.4
Women	NA	NA	NA	NA	NA	21.6
Children	20.3	15.9	30.2	25.8	13.3	20.1

**Table 6.2 General Preferences for TV Programme Sectors (1996 - 2000)**  
(Ranked by values obtained in current study)

PROGRAMME SECTOR	%	%	%	%	%	%
	1996	1997	1998	1999 (March)	1999 (October)	2000 (March)
Local News	89.3	84.2	94.6	93.1	88.0	90.6
Foreign News	85.3	79.8	88.9	90.7	84.4	90.2
Feature Films	72.0	60.5	77.5	77.9	73.0	80.9
Discussions	56.1	43.8	72.1	73.8	68.6	71.5
Weather	78.2	50.5	81.2	76.4	65.4	70.0
Documentaries	63.1	50.3	66.3	73.5	59.1	66.6
Sports	55.3	45.1	63.0	62.7	56.2	60.7
Quizzes / Game Shows / Variety Programmes	60.4	51.6	70.1	66.8	59.9	60.4
Plays	35.0	31.4	54.4	46.0	51.1	54.8
Serials/Soap Operas	32.5	22.9	61.4	66.7	47.5	53.0
Current Affairs	36.3	23.4	44.8	53.0	40.6	45.5
Religion	39.3	22.4	44.3	48.8	39.0	42.1
Music Video-Clips	33.7	24.7	45.5	44.1	37.6	40.8
Art & Culture	33.5	22.1	44.8	44.7	33.7	38.2
Women's Programmes	36.8	20.9	47.4	43.4	37.2	36.3
Children's Programmes	29.0	18.3	47.0	43.5	37.3	31.1
Business & Finance	18.1	11.9	27.0	23.7	24.0	27.0

**Table 6.3-1.1: Radio Station Preferences for Different Programme Sectors  
(March 1999)**

	RM 1	RM2	SUPER 1	101	IS	BAY	RTK	LIVE FM	SMASH	CALYP SO	UNI RADIO	MAS	FM BRONJA	CAPITAL	NONE	TOTAL
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Music	5.1	1.9	15.8	8.8	6.4	10.0	5.3	1.7	10.4	15.0	0.1	0.9	2.1	3.9	12.6	100.00
Discussions	6.9	1.8	18.4	8.4	0.9	1.0	16.7	2.3	1.7	0.3	-	-	0.6	0.5	40.3	100.00
Sport	5.3	1.6	12.8	5.7	2.1	1.6	3.9	-	1.4	1.3	-	0.1	0.5	0.9	62.8	100.00
Money & Business	3.8	1.2	8.6	5.2	0.4	0.3	4.0	-	0.1	0.3	0.5	0.3	0.4	0.3	74.8	100.00
Culture	6.5	1.7	13.1	6.5	1.2	0.8	9.3	1.0	1.0	0.8	0.5	0.3	1.4	0.3	55.6	100.00
Health/Beau- ty/Home/Law	6.2	1.6	17.1	7.5	0.3	0.8	13.7	0.6	0.9	0.4	0.3	0.3	0.8	0.5	49.0	100.00
Religion	4.8	9.5	-	3.4	0.3	0.3	27.5	-	0.1	0.4	-	0.1	0.4	0.4	52.9	100.00
Novels & Plays	10.0	2.6	12.8	5.6	0.4	0.5	7.0	0.4	0.1	0.1	-	0.3	0.5	0.4	59.3	100.00
Children	4.7	0.4	8.8	4.0	0.1	0.3	5.8	0.1	0.5	-	0.1	0.1	0.5	0.3	74.2	100.00
Local News	10.4	2.9	25.9	14.3	3.9	5.6	10.0	0.5	2.6	2.1	-	0.1	0.5	1.8	19.5	100.00
Foreign News	10.2	2.5	23.9	13.0	3.9	5.7	9.7	0.4	2.6	2.5	-	0.1	0.6	1.8	23.1	100.00
Current Affairs	7.5	1.6	17.9	10.9	1.9	3.4	5.8	0.9	1.4	0.9	0.3	0.3	0.5	1.0	45.7	100.00

**Table 6.3-1.2: Radio Station Preferences for Different Programme Sectors  
(October 1999)**

	RM 1	RM2	SUPER 1	101	IS	BAY	RTK	LIVE FM	SMASH	CALYP SO	UNI RADIO	MAS	FM BRONJA	CAPITAL	NONE	TOTAL
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Music	4.4	1.3	8.7	8.0	4.1	12.7	5.4	0.3	8.2	11.2	0.3	0.9	1.1	7.9	25.4	100
Discussions	6.6	1.3	17.8	9.8	0.4	1.1	16.3	0.1	0.5	0.7	0.1	0.3	0.3	0.7	44.0	100
Sport	4.0	0.8	6.8	5.1	0.4	1.9	3.1	-	0.8	1.5	-	-	-	1.1	74.6	100
Money & Business	3.7	0.7	4.3	2.3	0.3	0.1	3.1	0.1	0.1	0.4	0.1	-	-	0.3	84.5	100
Culture	4.7	0.8	7.2	2.9	0.3	0.5	6.8	0.1	0.1	0.7	0.5	0.1	0.5	0.4	74.2	100
Health/Beau- ty/home/Law	5.1	0.7	12.6	5.2	-	0.1	12.4	0.1	0.4	0.8	-	-	-	0.3	62.2	100
Religion	3.7	0.4	4.6	1.8	-	-	25.0	-	-	0.4	0.1	0.1	-	0.3	63.7	100
Novels & Plays	8.7	1.6	8.4	3.1	-	-	5.5	-	-	0.5	-	0.1	0.3	0.3	71.5	100
Children	2.8	0.7	4.1	1.5	-	-	2.9	0.1	-	0.4	0.1	-	0.3	0.4	86.7	100
Local News	10.4	2.0	19.8	13.3	2.3	6.4	11.8	-	1.3	2.4	0.1	0.5	0.3	2.3	27.0	100
Foreign News	9.0	1.6	17.7	11.1	2.4	5.4	10.7	-	1.1	2.3	-	0.3	0.3	2.0	36.3	100
Current Affairs	4.8	0.8	10.7	7.2	1.2	2.4	6.4	-	0.7	1.6	-	-	0.1	1.1	62.9	100

**Table 6.3-1.3: Radio Station Preferences for Different Programme Sectors  
(March 2000)**

	RM 1	RM2	SUPER 1	101	IS	BAY	RTK	SMASH	CALY- PSO	UNI RADIO	MAS	FM BRONJA	CAPITAL	NONE	TOTAL
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Music	4.6	2.0	13.8	7.3	3.9	16.0	6.5	7.0	11.2	0.1	2.2	1.4	10.4	13.5	100
Discussions	5.1	1.4	21.3	9.0	0.8	0.8	18.1	0.1	0.3	-	0.1	0.1	0.7	42.3	100
Sport	1.7	1.4	14.1	7.7	1.3	2.7	4.0	0.8	2.2	-	-	-	0.9	63.2	100
Money & Business	3.1	1.6	7.6	4.0	0.3	0.9	5.2	-	0.5	-	-	-	0.3	76.6	100
Culture	5.3	1.6	12.4	6.3	0.1	0.4	8.3	0.1	0.7	0.4	0.4	1.4	0.4	62.2	100
Health/Beau- ty/home/Law	5.1	2.2	16.3	6.1	0.3	0.4	14.5	0.1	0.7	-	-	0.4	0.7	53.4	100
Religion	3.6	0.9	8.6	1.7	0.1	0.1	31.3	0.1	0.5	-	-	0.1	-	52.9	100
Novels & Plays	7.9	3.1	11.3	4.2	-	0.1	8.1	0.3	0.5	-	-	0.1	-	64.3	100
Children	3.1	1.0	7.2	2.3	-	0.3	5.6	0.1	0.4	-	-	-	-	79.9	100
Women's Prg	3.0	1.2	5.3	2.6	-	-	9.0	0.1	0.1	-	-	0.1	-	78.4	100
Local News	9.1	4.6	25.3	13.4	1.3	6.6	10.3	1.2	1.4	-	0.3	0.4	2.7	23.4	100
Foreign News	9.0	4.3	23.8	12.8	1.7	6.8	10.2	1.3	1.4	-	0.4	0.4	2.6	25.4	100
Current Affairs	5.7	3.4	19.7	11.5	1.0	4.0	8.5	0.4	1.3	-	0.3	0.1	1.4	42.7	100

TABLE 6.3-1: RADIO STATION COMPARISON ON A SET OF SIX PROGRAMME SECTORS  
- BY AGE, GENDER AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
TOTAL.....	768	384	384	83	168	285	134	98	84	260	130	294
MUSIC												
NONE.....	104	51	53	5	8	34	27	30	10	31	19	44
.....	13.5%	13.3%	13.8%	6.0%	4.8%	11.9%	20.1%	30.6%	11.9%	11.9%	14.6%	15.0%
.....	100%	49.0%	51.0%	4.8%	7.7%	32.7%	26.0%	28.8%	9.6%	29.8%	18.3%	42.3%
RADIO MALTA 1.....	35	11	24	1	1	9	15	9	2	11	8	14
.....	4.6%	2.9%	6.3%	1.2%	.6%	3.2%	11.2%	9.2%	2.4%	4.2%	6.2%	4.8%
.....	100%	31.4%	68.6%	2.9%	2.9%	25.7%	42.9%	25.7%	5.7%	31.4%	22.9%	40.0%
RADIO MALTA 2.....	15	7	8	3	1	5	3	3	3	6	2	4
.....	2.0%	1.8%	2.1%	3.6%	.6%	1.8%	2.2%	3.1%	3.6%	2.3%	1.5%	1.4%
.....	100%	46.7%	53.3%	20.0%	6.7%	33.3%	20.0%	20.0%	20.0%	40.0%	13.3%	26.7%
RADIO SUPER 1.....	106	50	56	3	16	48	17	22	5	26	27	48
.....	13.8%	13.0%	14.6%	3.6%	9.5%	16.8%	12.7%	22.4%	6.0%	10.0%	20.8%	16.3%
.....	100%	47.2%	52.8%	2.8%	15.1%	45.3%	16.0%	20.8%	4.7%	24.5%	25.5%	45.3%
RADIO 101.....	56	30	26	1	6	20	19	10	9	21	4	22
.....	7.3%	7.8%	6.8%	1.2%	3.6%	7.0%	14.2%	10.2%	10.7%	8.1%	3.1%	7.5%
.....	100%	53.6%	46.4%	1.8%	10.7%	35.7%	33.9%	17.9%	16.1%	37.5%	7.1%	39.3%
ISLAND SOUND.....	30	17	13	11	11	6	2	0	6	13	7	4
.....	3.9%	4.4%	3.4%	13.3%	6.5%	2.1%	1.5%	.0%	7.1%	5.0%	5.4%	1.4%
.....	100%	56.7%	43.3%	36.7%	36.7%	20.0%	6.7%	.0%	20.0%	43.3%	23.3%	13.3%
BAY RADIO.....	123	66	57	33	52	30	7	1	14	63	15	31
.....	16.0%	17.2%	14.8%	39.8%	31.0%	10.5%	5.2%	1.0%	16.7%	24.2%	11.5%	10.5%
.....	100%	53.7%	46.3%	26.8%	42.3%	24.4%	5.7%	.8%	11.4%	51.2%	12.2%	25.2%
RTK.....	50	18	32	0	1	19	14	16	5	14	9	22
.....	6.5%	4.7%	8.3%	.0%	.6%	6.7%	10.4%	16.3%	6.0%	5.4%	6.9%	7.5%
.....	100%	36.0%	64.0%	.0%	2.0%	38.0%	28.0%	32.0%	10.0%	28.0%	18.0%	44.0%
SMASH.....	54	21	33	15	17	19	3	0	4	16	8	26
.....	7.0%	5.5%	8.6%	18.1%	10.1%	6.7%	2.2%	.0%	4.8%	6.2%	6.2%	8.8%
.....	100%	38.9%	61.1%	27.8%	31.5%	35.2%	5.6%	.0%	7.4%	29.6%	14.8%	48.1%
RADIO CALYPSO.....	86	49	37	3	11	52	19	1	11	25	17	33
.....	11.2%	12.8%	9.6%	3.6%	6.5%	18.2%	14.2%	1.0%	13.1%	9.6%	13.1%	11.2%
.....	100%	57.0%	43.0%	3.5%	12.8%	60.5%	22.1%	1.2%	12.8%	29.1%	19.8%	38.4%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO LISTEN TO RADIO

(continued)

TABLE 6.3-1: RADIO STATION COMPARISON ON A SET OF SIX PROGRAMME SECTORS  
- BY AGE, GENDER AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
UNIVERSITY RADIO.....	1	0	1	0	0	1	0	0	0	1	0	0
.....	.1%	.0%	.3%	.0%	.0%	.4%	.0%	.0%	.0%	.4%	.0%	.0%
.....	100%	.0%	100%	.0%	.0%	100%	.0%	.0%	.0%	100%	.0%	.0%
RADJU MAS.....	17	6	11	0	10	5	1	1	0	4	3	10
.....	2.2%	1.6%	2.9%	.0%	6.0%	1.8%	.7%	1.0%	.0%	1.5%	2.3%	3.4%
.....	100%	35.3%	64.7%	.0%	58.8%	29.4%	5.9%	5.9%	.0%	23.5%	17.6%	58.8%
FM BRONJA.....	11	10	1	0	0	3	3	5	6	3	0	2
.....	1.4%	2.6%	.3%	.0%	.0%	1.1%	2.2%	5.1%	7.1%	1.2%	.0%	.7%
.....	100%	90.9%	9.1%	.0%	.0%	27.3%	27.3%	45.5%	54.5%	27.3%	.0%	18.2%
CAPITAL RADIO.....	80	48	32	8	34	34	4	0	9	26	11	34
.....	10.4%	12.5%	8.3%	9.6%	20.2%	11.9%	3.0%	.0%	10.7%	10.0%	8.5%	11.6%
.....	100%	60.0%	40.0%	10.0%	42.5%	42.5%	5.0%	.0%	11.3%	32.5%	13.8%	42.5%
DISCUSSIONS ON PERSONAL PROBLEMS												
NONE.....	325	188	137	57	95	117	34	22	37	126	50	112
.....	42.3%	49.0%	35.7%	68.7%	56.5%	41.1%	25.4%	22.4%	44.0%	48.5%	38.5%	38.1%
.....	100%	57.8%	42.2%	17.5%	29.2%	36.0%	10.5%	6.8%	11.4%	38.8%	15.4%	34.5%
RADIO MALTA 1.....	39	14	25	1	2	10	19	7	2	14	8	15
.....	5.1%	3.6%	6.5%	1.2%	1.2%	3.5%	14.2%	7.1%	2.4%	5.4%	6.2%	5.1%
.....	100%	35.9%	64.1%	2.6%	5.1%	25.6%	48.7%	17.9%	5.1%	35.9%	20.5%	38.5%
RADIO MALTA 2.....	11	7	4	0	0	5	4	2	2	4	1	4
.....	1.4%	1.8%	1.0%	.0%	.0%	1.8%	3.0%	2.0%	2.4%	1.5%	.8%	1.4%
.....	100%	63.6%	36.4%	.0%	.0%	45.5%	36.4%	18.2%	18.2%	36.4%	9.1%	36.4%
RADIO SUPER 1.....	163	83	80	9	30	72	25	27	12	32	39	80
.....	21.2%	21.6%	20.8%	10.8%	17.9%	25.3%	18.7%	27.6%	14.3%	12.3%	30.0%	27.2%
.....	100%	50.9%	49.1%	5.5%	18.4%	44.2%	15.3%	16.6%	7.4%	19.6%	23.9%	49.1%
RADIO 101.....	69	28	41	3	14	20	18	14	12	25	7	25
.....	9.0%	7.3%	10.7%	3.6%	8.3%	7.0%	13.4%	14.3%	14.3%	9.6%	5.4%	8.5%
.....	100%	40.6%	59.4%	4.3%	20.3%	29.0%	26.1%	20.3%	17.4%	36.2%	10.1%	36.2%
ISLAND SOUND.....	6	4	2	1	1	2	2	0	1	4	1	0
.....	.8%	1.0%	.5%	1.2%	.6%	.7%	1.5%	.0%	1.2%	1.5%	.8%	.0%
.....	100%	66.7%	33.3%	16.7%	16.7%	33.3%	33.3%	.0%	16.7%	66.7%	16.7%	.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO LISTEN TO RADIO

(continued)

TABLE 6.3-1: RADIO STATION COMPARISON ON A SET OF SIX PROGRAMME SECTORS  
- BY AGE, GENDER AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
BAY RADIO.....	6	2	4	2	3	0	0	1	1	3	1	1
.....	.8%	.5%	1.0%	2.4%	1.8%	.0%	.0%	1.0%	1.2%	1.2%	.8%	.3%
.....	100%	33.3%	66.7%	33.3%	50.0%	.0%	.0%	16.7%	16.7%	50.0%	16.7%	16.7%
RTK.....	139	53	86	10	17	57	31	24	16	50	21	52
.....	18.1%	13.8%	22.4%	12.0%	10.1%	20.0%	23.1%	24.5%	19.0%	19.2%	16.2%	17.7%
.....	100%	38.1%	61.9%	7.2%	12.2%	41.0%	22.3%	17.3%	11.5%	36.0%	15.1%	37.4%
SMASH.....	1	1	0	0	1	0	0	0	1	0	0	0
.....	.1%	.3%	.0%	.0%	.6%	.0%	.0%	.0%	1.2%	.0%	.0%	.0%
.....	100%	100%	.0%	.0%	100%	.0%	.0%	.0%	100%	.0%	.0%	.0%
RADIO CALYPSO.....	2	0	2	0	2	0	0	0	0	1	1	0
.....	.3%	.0%	.5%	.0%	1.2%	.0%	.0%	.0%	.0%	.4%	.8%	.0%
.....	100%	.0%	100%	.0%	100%	.0%	.0%	.0%	.0%	50.0%	50.0%	.0%
RADJU MAS.....	1	0	1	0	1	0	0	0	0	0	1	0
.....	.1%	.0%	.3%	.0%	.6%	.0%	.0%	.0%	.6%	.0%	.8%	.0%
.....	100%	.0%	100%	.0%	100%	.0%	.0%	.0%	.0%	.0%	100%	.0%
FM BRONJA.....	1	1	0	0	0	0	0	1	0	0	0	1
.....	.1%	.3%	.0%	.0%	.0%	.0%	.0%	1.0%	.0%	.0%	.0%	.3%
.....	100%	100%	.0%	.0%	.0%	.0%	.0%	100%	.0%	.0%	.0%	100%
CAPITAL RADIO.....	5	3	2	0	2	2	1	0	0	1	0	4
.....	.7%	.8%	.5%	.0%	1.2%	.7%	.7%	.0%	.0%	.4%	.0%	1.4%
.....	100%	60.0%	40.0%	.0%	40.0%	40.0%	20.0%	.0%	.0%	20.0%	.0%	80.0%
SPORT												
NONE.....	485	211	274	47	103	183	87	65	62	155	79	189
.....	63.2%	54.9%	71.4%	56.6%	61.3%	64.2%	64.9%	66.3%	73.8%	59.6%	60.8%	64.3%
.....	100%	43.5%	56.5%	9.7%	21.2%	37.7%	17.9%	13.4%	12.8%	32.0%	16.3%	39.0%
RADIO MALTA 1.....	13	6	7	0	1	7	5	0	1	8	2	2
.....	1.7%	1.6%	1.8%	.0%	.6%	2.5%	3.7%	.0%	1.2%	3.1%	1.5%	.7%
.....	100%	46.2%	53.8%	.0%	7.7%	53.8%	38.5%	.0%	7.7%	61.5%	15.4%	15.4%
RADIO MALTA 2.....	11	8	3	0	2	5	2	2	2	4	1	4
.....	1.4%	2.1%	.8%	.0%	1.2%	1.8%	1.5%	2.0%	2.4%	1.5%	.8%	1.4%
.....	100%	72.7%	27.3%	.0%	18.2%	45.5%	18.2%	18.2%	18.2%	36.4%	9.1%	36.4%
RADIO SUPER 1.....	108	65	43	13	19	44	15	17	5	32	25	46

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO LISTEN TO RADIO

(continued)

TABLE 6.3-1: RADIO STATION COMPARISON ON A SET OF SIX PROGRAMME SECTORS  
- BY AGE, GENDER AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	A8	C1	C2	DE
.....	14.1%	16.9%	11.2%	15.7%	11.3%	15.4%	11.2%	17.3%	6.0%	12.3%	19.2%	15.6%
.....	100%	60.2%	39.8%	12.0%	17.6%	40.7%	13.9%	15.7%	4.6%	29.6%	23.1%	42.6%
RADIO 101.....	59	33	26	4	17	18	13	7	5	26	8	20
.....	7.7%	8.6%	6.8%	4.8%	10.1%	6.3%	9.7%	7.1%	6.0%	10.0%	6.2%	6.8%
.....	100%	55.9%	44.1%	6.8%	28.8%	30.5%	22.0%	11.9%	8.5%	44.1%	13.6%	33.9%
ISLAND SOUND.....	10	6	4	5	2	1	2	0	1	4	2	3
.....	1.3%	1.6%	1.0%	6.0%	1.2%	.4%	1.5%	.0%	1.2%	1.5%	1.5%	1.0%
.....	100%	60.0%	40.0%	50.0%	20.0%	10.0%	20.0%	.0%	10.0%	40.0%	20.0%	30.0%
BAY RADIO.....	21	17	4	6	11	4	0	0	2	13	2	4
.....	2.7%	4.4%	1.0%	7.2%	6.5%	1.4%	.0%	.0%	2.4%	5.0%	1.5%	1.4%
.....	100%	81.0%	19.0%	28.6%	52.4%	19.0%	.0%	.0%	9.5%	61.9%	9.5%	19.0%
RTK.....	31	15	16	2	2	12	8	7	5	7	6	13
.....	4.0%	3.9%	4.2%	2.4%	1.2%	4.2%	6.0%	7.1%	6.0%	2.7%	4.6%	4.4%
.....	100%	48.4%	51.6%	6.5%	6.5%	38.7%	25.8%	22.6%	16.1%	22.6%	19.4%	41.9%
SMASH.....	6	4	2	1	4	1	0	0	0	2	2	2
.....	.8%	1.0%	.5%	1.2%	2.4%	.4%	.0%	.0%	.0%	.8%	1.5%	.7%
.....	100%	66.7%	33.3%	16.7%	66.7%	16.7%	.0%	.0%	.0%	33.3%	33.3%	33.3%
RADIO CALYPSO.....	17	13	4	5	5	5	2	0	1	7	2	7
.....	2.2%	3.4%	1.0%	6.0%	3.0%	1.8%	1.5%	.0%	1.2%	2.7%	1.5%	2.4%
.....	100%	76.5%	23.5%	29.4%	29.4%	29.4%	11.8%	.0%	5.9%	41.2%	11.8%	41.2%
CAPITAL RADIO.....	7	6	1	0	2	5	0	0	0	2	1	4
.....	.9%	1.6%	.3%	.0%	1.2%	1.8%	.0%	.0%	.0%	.8%	.8%	1.4%
.....	100%	85.7%	14.3%	.0%	28.6%	71.4%	.0%	.0%	.0%	28.6%	14.3%	57.1%
<b>MONEY &amp; BUSINESS</b>												
NONE.....	588	293	295	66	126	230	92	74	66	194	98	230
.....	76.6%	76.3%	76.8%	79.5%	75.0%	80.7%	68.7%	75.5%	78.6%	74.6%	75.4%	78.2%
.....	100%	49.8%	50.2%	11.2%	21.4%	39.1%	15.6%	12.6%	11.2%	33.0%	16.7%	39.1%
RADIO MALTA 1.....	24	14	10	1	4	7	12	0	4	13	4	3
.....	3.1%	3.6%	2.6%	1.2%	2.4%	2.5%	9.0%	.0%	4.8%	5.0%	3.1%	1.0%
.....	100%	58.3%	41.7%	4.2%	16.7%	29.2%	50.0%	.0%	16.7%	54.2%	16.7%	12.5%
RADIO MALTA 2.....	12	7	5	1	4	2	3	2	3	5	2	2
.....	1.6%	1.8%	1.3%	1.2%	2.4%	.7%	2.2%	2.0%	3.6%	1.9%	1.5%	.7%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO LISTEN TO RADIO

(continued)

TABLE 6.3-1: RADIO STATION COMPARISON ON A SET OF SIX PROGRAMME SECTORS  
- BY AGE, GENDER AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
.....	100%	58.3%	41.7%	8.3%	33.3%	16.7%	25.0%	16.7%	25.0%	41.7%	16.7%	16.7%
RADIO SUPER 1.....	58	26	32	8	12	21	8	9	3	15	14	26
.....	7.6%	6.8%	8.3%	9.6%	7.1%	7.4%	6.0%	9.2%	3.6%	5.8%	10.8%	8.8%
.....	100%	44.8%	55.2%	13.8%	20.7%	36.2%	13.8%	15.5%	5.2%	25.9%	24.1%	44.8%
RADIO 101.....	31	14	17	1	11	6	8	5	2	13	4	12
.....	4.0%	3.6%	4.4%	1.2%	6.5%	2.1%	6.0%	5.1%	2.4%	5.0%	3.1%	4.1%
.....	100%	45.2%	54.8%	3.2%	35.5%	19.4%	25.8%	16.1%	6.5%	41.9%	12.9%	38.7%
ISLAND SOUND.....	2	1	1	1	0	0	1	0	0	1	1	0
.....	.3%	.3%	.3%	1.2%	.0%	.0%	.7%	.0%	.0%	.4%	.8%	.0%
.....	100%	50.0%	50.0%	50.0%	.0%	.0%	50.0%	.0%	.0%	50.0%	50.0%	.0%
BAY RADIO.....	7	6	1	1	5	1	0	0	1	4	1	1
.....	.9%	1.6%	.3%	1.2%	3.0%	.4%	.0%	.0%	1.2%	1.5%	.8%	.3%
.....	100%	85.7%	14.3%	14.3%	71.4%	14.3%	.0%	.0%	14.3%	57.1%	14.3%	14.3%
RTK.....	40	19	21	3	3	16	10	8	5	12	5	18
.....	5.2%	4.9%	5.5%	3.6%	1.8%	5.6%	7.5%	8.2%	6.0%	4.6%	3.8%	6.1%
.....	100%	47.5%	52.5%	7.5%	7.5%	40.0%	25.0%	20.0%	12.5%	30.0%	12.5%	45.0%
RADIO CALYPSO.....	4	2	2	1	2	1	0	0	0	2	1	1
.....	.5%	.5%	.5%	1.2%	1.2%	.4%	.0%	.0%	.0%	.8%	.8%	.3%
.....	100%	50.0%	50.0%	25.0%	50.0%	25.0%	.0%	.0%	.0%	50.0%	25.0%	25.0%
CAPITAL RADIO.....	2	2	0	0	1	1	0	0	0	1	0	1
.....	.3%	.5%	.0%	.0%	.6%	.4%	.0%	.0%	.0%	.4%	.0%	.3%
.....	100%	100%	.0%	.0%	50.0%	50.0%	.0%	.0%	.0%	50.0%	.0%	50.0%
CULTURE												
NONE.....	478	251	227	63	115	176	70	54	47	163	79	189
.....	62.2%	65.4%	59.1%	75.9%	68.5%	61.8%	52.2%	55.1%	56.0%	62.7%	60.8%	64.3%
.....	100%	52.5%	47.5%	13.2%	24.1%	36.8%	14.6%	11.3%	9.8%	34.1%	16.5%	39.5%
RADIO MALTA 1.....	41	15	26	3	4	15	18	1	4	15	12	10
.....	5.3%	3.9%	6.8%	3.6%	2.4%	5.3%	13.4%	1.0%	4.8%	5.8%	9.2%	3.4%
.....	100%	36.6%	63.4%	7.3%	9.8%	36.6%	43.9%	2.4%	9.8%	36.6%	29.3%	24.4%
RADIO MALTA 2.....	12	6	6	1	5	4	1	1	1	5	2	4
.....	1.6%	1.6%	1.6%	1.2%	3.0%	1.4%	.7%	1.0%	1.2%	1.9%	1.5%	1.4%
.....	100%	50.0%	50.0%	8.3%	41.7%	33.3%	8.3%	8.3%	8.3%	41.7%	16.7%	33.3%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO LISTEN TO RADIO

(continued)

TABLE 6.3-1: RADIO STATION COMPARISON ON A SET OF SIX PROGRAMME SECTORS  
- BY AGE, GENDER AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
RADIO SUPER 1.....	95	39	56	7	19	42	12	15	6	27	18	44
.....	12.4%	10.2%	14.6%	8.4%	11.3%	14.7%	9.0%	15.3%	7.1%	10.4%	13.8%	15.0%
.....	100%	41.1%	58.9%	7.4%	20.0%	44.2%	12.6%	15.8%	6.3%	28.4%	18.9%	46.3%
RADIO 101.....	48	21	27	1	13	13	13	8	7	21	4	16
.....	6.3%	5.5%	7.0%	1.2%	7.7%	4.6%	9.7%	8.2%	8.3%	8.1%	3.1%	5.4%
.....	100%	43.8%	56.3%	2.1%	27.1%	27.1%	27.1%	16.7%	14.6%	43.8%	8.3%	33.3%
ISLAND SOUND.....	1	1	0	0	0	0	1	0	0	1	0	0
.....	.1%	.3%	.0%	.0%	.0%	.0%	.7%	.0%	.0%	.4%	.0%	.0%
.....	100%	100%	.0%	.0%	.0%	.0%	100%	.0%	.0%	100%	.0%	.0%
BAY RADIO.....	3	2	1	2	1	0	0	0	1	2	0	0
.....	.4%	.5%	.3%	2.4%	.6%	.0%	.0%	.0%	1.2%	.8%	.0%	.0%
.....	100%	66.7%	33.3%	66.7%	33.3%	.0%	.0%	.0%	33.3%	66.7%	.0%	.0%
RTK.....	64	27	37	5	6	27	13	13	9	19	11	25
.....	8.3%	7.0%	9.6%	6.0%	3.6%	9.5%	9.7%	13.3%	10.7%	7.3%	8.5%	8.5%
.....	100%	42.2%	57.8%	7.8%	9.4%	42.2%	20.3%	20.3%	14.1%	29.7%	17.2%	39.1%
SMASH.....	1	1	0	0	0	1	0	0	0	0	1	0
.....	.1%	.3%	.0%	.0%	.0%	.4%	.0%	.0%	.0%	.0%	.8%	.0%
.....	100%	100%	.0%	.0%	.0%	100%	.0%	.0%	.0%	.0%	100%	.0%
RADIO CALYPSO.....	5	4	1	1	1	2	1	0	0	2	1	2
.....	.7%	1.0%	.3%	1.2%	.6%	.7%	.7%	.0%	.0%	.8%	.8%	.7%
.....	100%	80.0%	20.0%	20.0%	20.0%	40.0%	20.0%	.0%	.0%	40.0%	20.0%	40.0%
UNIVERSITY RADIO.....	3	1	2	0	1	1	0	1	1	1	0	1
.....	.4%	.3%	.5%	.0%	.6%	.4%	.0%	1.0%	1.2%	.4%	.0%	.3%
.....	100%	33.3%	66.7%	.0%	33.3%	33.3%	.0%	33.3%	33.3%	33.3%	.0%	33.3%
RADJU MAS.....	3	2	1	0	2	0	0	1	1	0	1	1
.....	.4%	.5%	.3%	.0%	1.2%	.0%	.0%	1.0%	1.2%	.0%	.8%	.3%
.....	100%	66.7%	33.3%	.0%	66.7%	.0%	.0%	33.3%	33.3%	.0%	33.3%	33.3%
FM BRONJA.....	11	11	0	0	0	2	5	4	7	3	1	0
.....	1.4%	2.9%	.0%	.0%	.0%	.7%	3.7%	4.1%	8.3%	1.2%	.8%	.0%
.....	100%	100%	.0%	.0%	.0%	18.2%	45.5%	36.4%	63.6%	27.3%	9.1%	.0%
CAPITAL RADIO.....	3	3	0	0	1	2	0	0	0	1	0	2
.....	.4%	.8%	.0%	.0%	.6%	.7%	.0%	.0%	.0%	.4%	.0%	.7%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO LISTEN TO RADIO

(continued)

TABLE 6.3-1: RADIO STATION COMPARISON ON A SET OF SIX PROGRAMME SECTORS  
- BY AGE, GENDER AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
.....	100%	100%	.0%	.0%	33.3%	66.7%	.0%	.0%	.0%	33.3%	.0%	66.7%
HEALTH/BEAUTY/HOME/LA W												
NONE.....	410	250	160	59	108	146	57	40	48	147	67	148
.....	53.4%	65.1%	41.7%	71.1%	64.3%	51.2%	42.5%	40.8%	57.1%	56.5%	51.5%	50.3%
.....	100%	61.0%	39.0%	14.4%	26.3%	35.6%	13.9%	9.8%	11.7%	35.9%	16.3%	36.1%
RADIO MALTA 1.....	39	9	30	1	3	12	17	6	2	18	4	15
.....	5.1%	2.3%	7.8%	1.2%	1.8%	4.2%	12.7%	6.1%	2.4%	6.9%	3.1%	5.1%
.....	100%	23.1%	76.9%	2.6%	7.7%	30.8%	43.6%	15.4%	5.1%	46.2%	10.3%	38.5%
RADIO MALTA 2.....	17	4	13	0	5	8	3	1	1	5	3	8
.....	2.2%	1.0%	3.4%	.0%	3.0%	2.8%	2.2%	1.0%	1.2%	1.9%	2.3%	2.7%
.....	100%	23.5%	76.5%	.0%	29.4%	47.1%	17.6%	5.9%	5.9%	29.4%	17.6%	47.1%
RADIO SUPER 1.....	125	55	70	9	23	54	18	21	11	29	30	55
.....	16.3%	14.3%	18.2%	10.8%	13.7%	18.9%	13.4%	21.4%	13.1%	11.2%	23.1%	18.7%
.....	100%	44.0%	56.0%	7.2%	18.4%	43.2%	14.4%	16.8%	8.8%	23.2%	24.0%	44.0%
RADIO 101.....	47	13	34	0	11	15	13	8	5	20	5	17
.....	6.1%	3.4%	8.9%	.0%	6.5%	5.3%	9.7%	8.2%	6.0%	7.7%	3.8%	5.8%
.....	100%	27.7%	72.3%	.0%	23.4%	31.9%	27.7%	17.0%	10.6%	42.6%	10.6%	36.2%
ISLAND SOUND.....	2	1	1	1	0	0	1	0	0	2	0	0
.....	.3%	.3%	.3%	1.2%	.0%	.0%	.7%	.0%	.0%	.8%	.0%	.0%
.....	100%	50.0%	50.0%	50.0%	.0%	.0%	50.0%	.0%	.0%	100%	.0%	.0%
BAY RADIO.....	3	1	2	1	1	0	0	1	0	1	2	0
.....	.4%	.3%	.5%	1.2%	.6%	.0%	.0%	1.0%	.0%	.4%	1.5%	.0%
.....	100%	33.3%	66.7%	33.3%	33.3%	.0%	.0%	33.3%	.0%	33.3%	66.7%	.0%
RTK.....	111	42	69	11	12	46	23	19	15	34	18	44
.....	14.5%	10.9%	18.0%	13.3%	7.1%	16.1%	17.2%	19.4%	17.9%	13.1%	13.8%	15.0%
.....	100%	37.8%	62.2%	9.9%	10.8%	41.4%	20.7%	17.1%	13.5%	30.6%	16.2%	39.6%
SMASH.....	1	0	1	1	0	0	0	0	0	0	0	1
.....	.1%	.0%	.3%	1.2%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.3%
.....	100%	.0%	100%	100%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	100%
RADIO CALYPSO.....	5	3	2	0	3	2	0	0	0	2	1	2
.....	.7%	.8%	.5%	.0%	1.8%	.7%	.0%	.0%	.0%	.8%	.8%	.7%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO LISTEN TO RADIO

(continued)

TABLE 6.3-1: RADIO STATION COMPARISON ON A SET OF SIX PROGRAMME SECTORS  
- BY AGE, GENDER AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
.....	100%	60.0%	40.0%	.0%	60.0%	40.0%	.0%	.0%	.0%	40.0%	20.0%	40.0%
FM BRONJA.....	3	3	0	0	0	0	1	2	2	0	0	1
.....	.4%	.8%	.0%	.0%	.0%	.0%	.7%	2.0%	2.4%	.0%	.0%	.3%
.....	100%	100%	.0%	.0%	.0%	.0%	33.3%	66.7%	66.7%	.0%	.0%	33.3%
CAPITAL RADIO.....	5	3	2	0	2	2	1	0	0	2	0	3
.....	.7%	.8%	.5%	.0%	1.2%	.7%	.7%	.0%	.0%	.8%	.0%	1.0%
.....	100%	60.0%	40.0%	.0%	40.0%	40.0%	20.0%	.0%	.0%	40.0%	.0%	60.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO LISTEN TO RADIO

TABLE 6.3-2: RADIO STATION COMPARISON ON A SET OF SEVEN PROGRAMME SECTORS  
- BY AGE, GENDER AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
TOTAL.....	768	384	384	83	168	285	134	98	84	260	130	294
RELIGION												
NONE.....	406	224	182	62	105	156	50	33	47	147	67	145
.....	52.9%	58.3%	47.4%	74.7%	62.5%	54.7%	37.3%	33.7%	56.0%	56.5%	51.5%	49.3%
.....	100%	55.2%	44.8%	15.3%	25.9%	38.4%	12.3%	8.1%	11.6%	36.2%	16.5%	35.7%
RADIO MALTA 1.....	28	10	18	0	1	6	14	7	2	12	4	10
.....	3.6%	2.6%	4.7%	.0%	.6%	2.1%	10.4%	7.1%	2.4%	4.6%	3.1%	3.4%
.....	100%	35.7%	64.3%	.0%	3.6%	21.4%	50.0%	25.0%	7.1%	42.9%	14.3%	35.7%
RADIO MALTA 2.....	7	2	5	1	1	1	2	2	0	3	3	1
.....	.9%	.5%	1.3%	1.2%	.6%	.4%	1.5%	2.0%	.0%	1.2%	2.3%	.3%
.....	100%	28.6%	71.4%	14.3%	14.3%	14.3%	28.6%	28.6%	.0%	42.9%	42.9%	14.3%
RADIO SUPER 1.....	66	30	36	3	11	27	11	14	5	17	18	26
.....	8.6%	7.8%	9.4%	3.6%	6.5%	9.5%	8.2%	14.3%	6.0%	6.5%	13.8%	8.8%
.....	100%	45.5%	54.5%	4.5%	16.7%	40.9%	16.7%	21.2%	7.6%	25.8%	27.3%	39.4%
RADIO 101.....	13	4	9	0	3	3	4	3	0	6	1	6
.....	1.7%	1.0%	2.3%	.0%	1.8%	1.1%	3.0%	3.1%	.0%	2.3%	.8%	2.0%
.....	100%	30.8%	69.2%	.0%	23.1%	23.1%	30.8%	23.1%	.0%	46.2%	7.7%	46.2%
ISLAND SOUND.....	1	1	0	0	0	0	1	0	0	1	0	0
.....	.1%	.3%	.0%	.0%	.0%	.0%	.7%	.0%	.0%	.4%	.0%	.0%
.....	100%	100%	.0%	.0%	.0%	.0%	100%	.0%	.0%	100%	.0%	.0%
BAY RADIO.....	1	0	1	0	1	0	0	0	0	0	1	0
.....	.1%	.0%	.3%	.0%	.6%	.0%	.0%	.0%	.0%	.0%	.8%	.0%
.....	100%	.0%	100%	.0%	100%	.0%	.0%	.0%	.0%	.0%	100%	.0%
RTK.....	240	110	130	16	44	89	52	39	29	72	34	105
.....	31.3%	28.6%	33.9%	19.3%	26.2%	31.2%	38.8%	39.8%	34.5%	27.7%	26.2%	35.7%
.....	100%	45.8%	54.2%	6.7%	18.3%	37.1%	21.7%	16.3%	12.1%	30.0%	14.2%	43.8%
SMASH.....	1	1	0	1	0	0	0	0	0	1	0	0
.....	.1%	.3%	.0%	1.2%	.0%	.0%	.0%	.0%	.0%	.4%	.0%	.0%
.....	100%	100%	.0%	100%	.0%	.0%	.0%	.0%	.0%	100%	.0%	.0%
RADIO CALYPSO.....	4	1	3	0	2	2	0	0	0	1	2	1
.....	.5%	.3%	.8%	.0%	1.2%	.7%	.0%	.0%	.0%	.4%	1.5%	.3%
.....	100%	25.0%	75.0%	.0%	50.0%	50.0%	.0%	.0%	.0%	25.0%	50.0%	25.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO LISTEN TO RADIO

(continued)

TABLE 6.3-2: RADIO STATION COMPARISON ON A SET OF SEVEN PROGRAMME SECTORS  
- BY AGE, GENDER AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	A8	C1	C2	DE
FM BRONJA.....	1	1	0	0	0	1	0	0	1	0	0	0
.....	.1%	.3%	.0%	.0%	.0%	.4%	.0%	.0%	1.2%	.0%	.0%	.0%
.....	100%	100%	.0%	.0%	.0%	100%	.0%	.0%	100%	.0%	.0%	.0%
<b>NOVELS &amp; PLAYS</b>												
NONE.....	494	271	223	65	120	189	74	46	58	182	80	174
.....	64.3%	70.6%	58.1%	78.3%	71.4%	66.3%	55.2%	46.9%	69.0%	70.0%	61.5%	59.2%
.....	100%	54.9%	45.1%	13.2%	24.3%	38.3%	15.0%	9.3%	11.7%	36.8%	16.2%	35.2%
RADIO MALTA 1.....	61	25	36	3	10	19	20	9	4	21	12	24
.....	7.9%	6.5%	9.4%	3.6%	6.0%	6.7%	14.9%	9.2%	4.8%	8.1%	9.2%	8.2%
.....	100%	41.0%	59.0%	4.9%	16.4%	31.1%	32.8%	14.8%	6.6%	34.4%	19.7%	39.3%
RADIO MALTA 2.....	24	9	15	2	5	11	4	2	3	6	5	10
.....	3.1%	2.3%	3.9%	2.4%	3.0%	3.9%	3.0%	2.0%	3.6%	2.3%	3.8%	3.4%
.....	100%	37.5%	62.5%	8.3%	20.8%	45.8%	16.7%	8.3%	12.5%	25.0%	20.8%	41.7%
RADIO SUPER 1.....	87	37	50	6	13	37	14	17	5	20	21	41
.....	11.3%	9.6%	13.0%	7.2%	7.7%	13.0%	10.4%	17.3%	6.0%	7.7%	16.2%	13.9%
.....	100%	42.5%	57.5%	6.9%	14.9%	42.5%	16.1%	19.5%	5.7%	23.0%	24.1%	47.1%
RADIO 101.....	32	11	21	0	9	7	10	6	2	12	3	15
.....	4.2%	2.9%	5.5%	.0%	5.4%	2.5%	7.5%	6.1%	2.4%	4.6%	2.3%	5.1%
.....	100%	34.4%	65.6%	.0%	28.1%	21.9%	31.3%	18.8%	6.3%	37.5%	9.4%	46.9%
BAY RADIO.....	1	1	0	1	0	0	0	0	0	1	0	0
.....	.1%	.3%	.0%	1.2%	.0%	.0%	.0%	.0%	.0%	.4%	.0%	.0%
.....	100%	100%	.0%	100%	.0%	.0%	.0%	.0%	.0%	100%	.0%	.0%
RTK.....	62	27	35	5	9	19	12	17	10	17	8	27
.....	8.1%	7.0%	9.1%	6.0%	5.4%	6.7%	9.0%	17.3%	11.9%	6.5%	6.2%	9.2%
.....	100%	43.5%	56.5%	8.1%	14.5%	30.6%	19.4%	27.4%	16.1%	27.4%	12.9%	43.5%
SMASH.....	2	1	1	1	0	1	0	0	0	0	0	2
.....	.3%	.3%	.3%	1.2%	.0%	.4%	.0%	.0%	.0%	.0%	.0%	.7%
.....	100%	50.0%	50.0%	50.0%	.0%	50.0%	.0%	.0%	.0%	.0%	.0%	100%
RADIO CALYPSO.....	4	1	3	0	2	1	0	1	1	1	1	1
.....	.5%	.3%	.8%	.0%	1.2%	.4%	.0%	1.0%	1.2%	.4%	.8%	.3%
.....	100%	25.0%	75.0%	.0%	50.0%	25.0%	.0%	25.0%	25.0%	25.0%	25.0%	25.0%
FM BRONJA.....	1	1	0	0	0	1	0	0	1	0	0	0

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO LISTEN TO RADIO

(continued)

TABLE 6.3-2: RADIO STATION COMPARISON ON A SET OF SEVEN PROGRAMME SECTORS  
- BY AGE, GENDER AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	A8	C1	C2	DE
.....	.1%	.3%	.0%	.0%	.0%	.4%	.0%	.0%	1.2%	.0%	.0%	.0%
.....	100%	100%	.0%	.0%	.0%	100%	.0%	.0%	100%	.0%	.0%	.0%
<b>CHILDREN'S PROGRAMMES</b>												
NONE.....	614	320	294	68	132	233	106	75	69	209	104	232
.....	79.9%	83.3%	76.6%	81.9%	78.6%	81.8%	79.1%	76.5%	82.1%	80.4%	80.0%	78.9%
.....	100%	52.1%	47.9%	11.1%	21.5%	37.9%	17.3%	12.2%	11.2%	34.0%	16.9%	37.8%
<b>RADIO MALTA 1.....</b>	24	11	13	0	7	7	8	2	3	13	2	6
.....	3.1%	2.9%	3.4%	.0%	4.2%	2.5%	6.0%	2.0%	3.6%	5.0%	1.5%	2.0%
.....	100%	45.8%	54.2%	.0%	29.2%	29.2%	33.3%	8.3%	12.5%	54.2%	8.3%	25.0%
<b>RADIO MALTA 2.....</b>	8	4	4	3	0	4	0	1	1	2	2	3
.....	1.0%	1.0%	1.0%	3.6%	.0%	1.4%	.0%	1.0%	1.2%	.8%	1.5%	1.0%
.....	100%	50.0%	50.0%	37.5%	.0%	50.0%	.0%	12.5%	12.5%	25.0%	25.0%	37.5%
<b>RADIO SUPER 1.....</b>	55	26	29	5	15	22	5	8	5	13	12	25
.....	7.2%	6.8%	7.6%	6.0%	8.9%	7.7%	3.7%	8.2%	6.0%	5.0%	9.2%	8.5%
.....	100%	47.3%	52.7%	9.1%	27.3%	40.0%	9.1%	14.5%	9.1%	23.6%	21.8%	45.5%
<b>RADIO 101.....</b>	18	4	14	0	4	4	7	3	2	5	1	10
.....	2.3%	1.0%	3.6%	.0%	2.4%	1.4%	5.2%	3.1%	2.4%	1.9%	.8%	3.4%
.....	100%	22.2%	77.8%	.0%	22.2%	22.2%	38.9%	16.7%	11.1%	27.8%	5.6%	55.6%
<b>BAY RADIO.....</b>	2	1	1	1	1	0	0	0	0	1	1	0
.....	.3%	.3%	.3%	1.2%	.6%	.0%	.0%	.0%	.0%	.4%	.8%	.0%
.....	100%	50.0%	50.0%	50.0%	50.0%	.0%	.0%	.0%	.0%	50.0%	50.0%	.0%
<b>RTK.....</b>	43	17	26	5	7	14	8	9	4	16	7	16
.....	5.6%	4.4%	6.8%	6.0%	4.2%	4.9%	6.0%	9.2%	4.8%	6.2%	5.4%	5.4%
.....	100%	39.5%	60.5%	11.6%	16.3%	32.6%	18.6%	20.9%	9.3%	37.2%	16.3%	37.2%
<b>SMASH.....</b>	1	0	1	1	0	0	0	0	0	0	0	1
.....	.1%	.0%	.3%	1.2%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.3%
.....	100%	.0%	100%	100%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	100%
<b>RADIO CALYPSO.....</b>	3	1	2	0	2	1	0	0	0	1	1	1
.....	.4%	.3%	.5%	.0%	1.2%	.4%	.0%	.0%	.0%	.4%	.8%	.3%
.....	100%	33.3%	66.7%	.0%	66.7%	33.3%	.0%	.0%	.0%	33.3%	33.3%	33.3%
<b>WOMEN'S PROGRAMMES</b>												
NONE.....	602	330	272	74	140	224	94	70	65	209	101	227

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO LISTEN TO RADIO

(continued)

TABLE 6.3-2: RADIO STATION COMPARISON ON A SET OF SEVEN PROGRAMME SECTORS  
- BY AGE, GENDER AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
.....	78.4%	85.9%	70.8%	89.2%	83.3%	78.6%	70.1%	71.4%	77.4%	80.4%	77.7%	77.2%
.....	100%	54.8%	45.2%	12.3%	23.3%	37.2%	15.6%	11.6%	10.8%	34.7%	16.8%	37.7%
RADIO MALTA 1.....	23	6	17	1	2	7	8	5	2	7	6	8
.....	3.0%	1.6%	4.4%	1.2%	1.2%	2.5%	6.0%	5.1%	2.4%	2.7%	4.6%	2.7%
.....	100%	26.1%	73.9%	4.3%	8.7%	30.4%	34.8%	21.7%	8.7%	30.4%	26.1%	34.8%
RADIO MALTA 2.....	9	3	6	1	1	5	1	1	2	3	0	4
.....	1.2%	.8%	1.6%	1.2%	.6%	1.8%	.7%	1.0%	2.4%	1.2%	.0%	1.4%
.....	100%	33.3%	66.7%	11.1%	11.1%	55.6%	11.1%	11.1%	22.2%	33.3%	.0%	44.4%
RADIO SUPER 1.....	41	15	26	1	9	18	8	5	2	12	6	21
.....	5.3%	3.9%	6.8%	1.2%	5.4%	6.3%	6.0%	5.1%	2.4%	4.6%	4.6%	7.1%
.....	100%	36.6%	63.4%	2.4%	22.0%	43.9%	19.5%	12.2%	4.9%	29.3%	14.6%	51.2%
RADIO 101.....	20	4	16	0	3	6	7	4	1	7	3	9
.....	2.6%	1.0%	4.2%	.0%	1.8%	2.1%	5.2%	4.1%	1.2%	2.7%	2.3%	3.1%
.....	100%	20.0%	80.0%	.0%	15.0%	30.0%	35.0%	20.0%	5.0%	35.0%	15.0%	45.0%
RTK.....	70	23	47	6	11	24	16	13	11	22	13	24
.....	9.1%	6.0%	12.2%	7.2%	6.5%	8.4%	11.9%	13.3%	13.1%	8.5%	10.0%	8.2%
.....	100%	32.9%	67.1%	8.6%	15.7%	34.3%	22.9%	18.6%	15.7%	31.4%	18.6%	34.3%
SMASH.....	1	1	0	0	1	0	0	0	1	0	0	0
.....	.1%	.3%	.0%	.0%	.6%	.0%	.0%	.0%	1.2%	.0%	.0%	.0%
.....	100%	100%	.0%	.0%	100%	.0%	.0%	.0%	100%	.0%	.0%	.0%
RADIO CALYPSO.....	1	1	0	0	0	1	0	0	0	0	0	1
.....	.1%	.3%	.0%	.0%	.0%	.4%	.0%	.0%	.0%	.0%	.0%	.3%
.....	100%	100%	.0%	.0%	.0%	100%	.0%	.0%	.0%	.0%	.0%	100%
FM BRONJA.....	1	1	0	0	1	0	0	0	0	0	1	0
.....	.1%	.3%	.0%	.0%	.6%	.0%	.0%	.0%	.0%	.0%	.8%	.0%
.....	100%	100%	.0%	.0%	100%	.0%	.0%	.0%	.0%	.0%	100%	.0%
LOCAL NEWS												
NONE.....	180	97	83	36	51	64	16	13	13	63	35	69
.....	23.4%	25.3%	21.6%	43.4%	30.4%	22.5%	11.9%	13.3%	15.5%	24.2%	26.9%	23.5%
.....	100%	53.9%	46.1%	20.0%	28.3%	35.6%	8.9%	7.2%	7.2%	35.0%	19.4%	38.3%
RADIO MALTA 1.....	70	27	43	3	8	19	27	13	9	26	8	27
.....	9.1%	7.0%	11.2%	3.6%	4.8%	6.7%	20.1%	13.3%	10.7%	10.0%	6.2%	9.2%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO LISTEN TO RADIO

(continued)

TABLE 6.3-2: RADIO STATION COMPARISON ON A SET OF SEVEN PROGRAMME SECTORS  
- BY AGE, GENDER AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
.....	100%	38.6%	61.4%	4.3%	11.4%	27.1%	38.6%	18.6%	12.9%	37.1%	11.4%	38.6%
RADIO MALTA 2.....	35	15	20	4	9	12	6	4	5	12	7	11
.....	4.6%	3.9%	5.2%	4.8%	5.4%	4.2%	4.5%	4.1%	6.0%	4.6%	5.4%	3.7%
.....	100%	42.9%	57.1%	11.4%	25.7%	34.3%	17.1%	11.4%	14.3%	34.3%	20.0%	31.4%
RADIO SUPER 1.....	194	104	90	15	30	86	30	33	14	50	43	87
.....	25.3%	27.1%	23.4%	18.1%	17.9%	30.2%	22.4%	33.7%	16.7%	19.2%	33.1%	29.6%
.....	100%	53.6%	46.4%	7.7%	15.5%	44.3%	15.5%	17.0%	7.2%	25.8%	22.2%	44.8%
RADIO 101.....	103	51	52	4	24	35	27	13	13	43	12	35
.....	13.4%	13.3%	13.5%	4.8%	14.3%	12.3%	20.1%	13.3%	15.5%	16.5%	9.2%	11.9%
.....	100%	49.5%	50.5%	3.9%	23.3%	34.0%	26.2%	12.6%	12.6%	41.7%	11.7%	34.0%
ISLAND SOUND.....	10	5	5	2	4	2	2	0	1	6	1	2
.....	1.3%	1.3%	1.3%	2.4%	2.4%	.7%	1.5%	.0%	1.2%	2.3%	.8%	.7%
.....	100%	50.0%	50.0%	20.0%	40.0%	20.0%	20.0%	.0%	10.0%	60.0%	10.0%	20.0%
BAY RADIO.....	51	30	21	12	25	10	3	1	8	22	7	14
.....	6.6%	7.8%	5.5%	14.5%	14.9%	3.5%	2.2%	1.0%	9.5%	8.5%	5.4%	4.8%
.....	100%	58.8%	41.2%	23.5%	49.0%	19.6%	5.9%	2.0%	15.7%	43.1%	13.7%	27.5%
RTK.....	79	28	51	2	4	34	18	21	11	24	13	31
.....	10.3%	7.3%	13.3%	2.4%	2.4%	11.9%	13.4%	21.4%	13.1%	9.2%	10.0%	10.5%
.....	100%	35.4%	64.6%	2.5%	5.1%	43.0%	22.8%	26.6%	13.9%	30.4%	16.5%	39.2%
SMASH.....	9	5	4	4	1	4	0	0	1	2	2	4
.....	1.2%	1.3%	1.0%	4.8%	.6%	1.4%	.0%	.0%	1.2%	.8%	1.5%	1.4%
.....	100%	55.6%	44.4%	44.4%	11.1%	44.4%	.0%	.0%	11.1%	22.2%	22.2%	44.4%
RADIO CALYPSO.....	11	6	5	0	2	7	2	0	2	3	1	5
.....	1.4%	1.6%	1.3%	.0%	1.2%	2.5%	1.5%	.0%	2.4%	1.2%	.8%	1.7%
.....	100%	54.5%	45.5%	.0%	18.2%	63.6%	18.2%	.0%	18.2%	27.3%	9.1%	45.5%
RADJU MAS.....	2	1	1	0	2	0	0	0	0	1	0	1
.....	.3%	.3%	.3%	.0%	1.2%	.0%	.0%	.0%	.0%	.4%	.0%	.3%
.....	100%	50.0%	50.0%	.0%	100%	.0%	.0%	.0%	.0%	50.0%	.0%	50.0%
FM BRONJA.....	3	3	0	0	0	1	2	0	3	0	0	0
.....	.4%	.8%	.0%	.0%	.0%	.4%	1.5%	.0%	3.6%	.0%	.0%	.0%
.....	100%	100%	.0%	.0%	.0%	33.3%	66.7%	.0%	100%	.0%	.0%	.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO LISTEN TO RADIO

(continued)

TABLE 6.3-2: RADIO STATION COMPARISON ON A SET OF SEVEN PROGRAMME SECTORS  
- BY AGE, GENDER AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
CAPITAL RADIO.....	21	12	9	1	8	11	1	0	4	8	1	8
.....	2.7%	3.1%	2.3%	1.2%	4.8%	3.9%	.7%	.0%	4.8%	3.1%	.8%	2.7%
.....	100%	57.1%	42.9%	4.8%	38.1%	52.4%	4.8%	.0%	19.0%	38.1%	4.8%	38.1%
FOREIGN NEWS												
NONE.....	195	105	90	38	56	72	14	15	16	68	37	74
.....	25.4%	27.3%	23.4%	45.8%	33.3%	25.3%	10.4%	15.3%	19.0%	26.2%	28.5%	25.2%
.....	100%	53.8%	46.2%	19.5%	28.7%	36.9%	7.2%	7.7%	8.2%	34.9%	19.0%	37.9%
RADIO MALTA 1.....	69	29	40	2	9	21	26	11	8	27	9	25
.....	9.0%	7.6%	10.4%	2.4%	5.4%	7.4%	19.4%	11.2%	9.5%	10.4%	6.9%	8.5%
.....	100%	42.0%	58.0%	2.9%	13.0%	30.4%	37.7%	15.9%	11.6%	39.1%	13.0%	36.2%
RADIO MALTA 2.....	33	14	19	3	8	11	6	5	5	12	5	11
.....	4.3%	3.6%	4.9%	3.6%	4.8%	3.9%	4.5%	5.1%	6.0%	4.6%	3.8%	3.7%
.....	100%	42.4%	57.6%	9.1%	24.2%	33.3%	18.2%	15.2%	15.2%	36.4%	15.2%	33.3%
RADIO SUPER 1.....	183	98	85	15	25	82	31	30	12	46	42	83
.....	23.8%	25.5%	22.1%	18.1%	14.9%	28.8%	23.1%	30.6%	14.3%	17.7%	32.3%	28.2%
.....	100%	53.6%	46.4%	8.2%	13.7%	44.8%	16.9%	16.4%	6.6%	25.1%	23.0%	45.4%
RADIO 101.....	98	49	49	4	22	33	26	13	12	43	12	31
.....	12.8%	12.8%	12.8%	4.8%	13.1%	11.6%	19.4%	13.3%	14.3%	16.5%	9.2%	10.5%
.....	100%	50.0%	50.0%	4.1%	22.4%	33.7%	26.5%	13.3%	12.2%	43.9%	12.2%	31.6%
ISLAND SOUND.....	13	7	6	2	5	2	3	1	1	7	1	4
.....	1.7%	1.8%	1.6%	2.4%	3.0%	.7%	2.2%	1.0%	1.2%	2.7%	.8%	1.4%
.....	100%	53.8%	46.2%	15.4%	38.5%	15.4%	23.1%	7.7%	7.7%	53.8%	7.7%	30.8%
BAY RADIO.....	52	29	23	12	27	9	3	1	8	21	7	16
.....	6.8%	7.6%	6.0%	14.5%	16.1%	3.2%	2.2%	1.0%	9.5%	8.1%	5.4%	5.4%
.....	100%	55.8%	44.2%	23.1%	51.9%	17.3%	5.8%	1.9%	15.4%	40.4%	13.5%	30.8%
RTK.....	78	27	51	2	4	32	19	21	11	23	13	31
.....	10.2%	7.0%	13.3%	2.4%	2.4%	11.2%	14.2%	21.4%	13.1%	8.8%	10.0%	10.5%
.....	100%	34.6%	65.4%	2.6%	5.1%	41.0%	24.4%	26.9%	14.1%	29.5%	16.7%	39.7%
SMASH.....	10	6	4	4	0	5	0	1	2	1	3	4
.....	1.3%	1.6%	1.0%	4.8%	.0%	1.8%	.0%	1.0%	2.4%	.4%	2.3%	1.4%
.....	100%	60.0%	40.0%	40.0%	.0%	50.0%	.0%	10.0%	20.0%	10.0%	30.0%	40.0%
RADIO CALYPSO.....	11	6	5	0	2	7	2	0	2	3	1	5

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO LISTEN TO RADIO

(continued)

TABLE 6.3-2: RADIO STATION COMPARISON ON A SET OF SEVEN PROGRAMME SECTORS  
- BY AGE, GENDER AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	A8	C1	C2	DE
.....	1.4%	1.6%	1.3%	.0%	1.2%	2.5%	1.5%	.0%	2.4%	1.2%	.8%	1.7%
.....	100%	54.5%	45.5%	.0%	18.2%	63.6%	18.2%	.0%	18.2%	27.3%	9.1%	45.5%
RADJU MAS.....	3	1	2	0	2	0	1	0	1	1	0	1
.....	.4%	.3%	.5%	.0%	1.2%	.0%	.7%	.0%	1.2%	.4%	.0%	.3%
.....	100%	33.3%	66.7%	.0%	66.7%	.0%	33.3%	.0%	33.3%	33.3%	.0%	33.3%
FM BRONJA.....	3	3	0	0	0	1	2	0	3	0	0	0
.....	.4%	.8%	.0%	.0%	.0%	.4%	1.5%	.0%	3.6%	.0%	.0%	.0%
.....	100%	100%	.0%	.0%	.0%	33.3%	66.7%	.0%	100%	.0%	.0%	.0%
CAPITAL RADIO.....	20	10	10	1	8	10	1	0	3	8	0	9
.....	2.6%	2.6%	2.6%	1.2%	4.8%	3.5%	.7%	.0%	3.6%	3.1%	.0%	3.1%
.....	100%	50.0%	50.0%	5.0%	40.0%	50.0%	5.0%	.0%	15.0%	40.0%	.0%	45.0%
CURRENT AFFAIRS/ANALYSIS PROGRAMMES												
NONE.....	328	176	152	52	77	121	44	34	34	106	55	133
.....	42.7%	45.8%	39.6%	62.7%	45.8%	42.5%	32.8%	34.7%	40.5%	40.8%	42.3%	45.2%
.....	100%	53.7%	46.3%	15.9%	23.5%	36.9%	13.4%	10.4%	10.4%	32.3%	16.8%	40.5%
RADIO MALTA 1.....	44	15	29	1	6	14	18	5	4	17	10	13
.....	5.7%	3.9%	7.6%	1.2%	3.6%	4.9%	13.4%	5.1%	4.8%	6.5%	7.7%	4.4%
.....	100%	34.1%	65.9%	2.3%	13.6%	31.8%	40.9%	11.4%	9.1%	38.6%	22.7%	29.5%
RADIO MALTA 2.....	26	9	17	4	6	7	6	3	3	10	4	9
.....	3.4%	2.3%	4.4%	4.8%	3.6%	2.5%	4.5%	3.1%	3.6%	3.8%	3.1%	3.1%
.....	100%	34.6%	65.4%	15.4%	23.1%	26.9%	23.1%	11.5%	11.5%	38.5%	15.4%	34.6%
RADIO SUPER 1.....	151	81	70	9	23	72	22	25	11	44	32	64
.....	19.7%	21.1%	18.2%	10.8%	13.7%	25.3%	16.4%	25.5%	13.1%	16.9%	24.6%	21.8%
.....	100%	53.6%	46.4%	6.0%	15.2%	47.7%	14.6%	16.6%	7.3%	29.1%	21.2%	42.4%
RADIO 101.....	88	43	45	4	23	29	21	11	11	40	10	27
.....	11.5%	11.2%	11.7%	4.8%	13.7%	10.2%	15.7%	11.2%	13.1%	15.4%	7.7%	9.2%
.....	100%	48.9%	51.1%	4.5%	26.1%	33.0%	23.9%	12.5%	12.5%	45.5%	11.4%	30.7%
ISLAND SOUND.....	8	5	3	1	4	1	2	0	0	5	1	2
.....	1.0%	1.3%	.8%	1.2%	2.4%	.4%	1.5%	.0%	.0%	1.9%	.8%	.7%
.....	100%	62.5%	37.5%	12.5%	50.0%	12.5%	25.0%	.0%	.0%	62.5%	12.5%	25.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO LISTEN TO RADIO

(continued)

TABLE 6.3-2: RADIO STATION COMPARISON ON A SET OF SEVEN PROGRAMME SECTORS  
- BY AGE, GENDER AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
BAY RADIO.....	31	17	14	6	15	6	3	1	5	11	5	10
.....	4.0%	4.4%	3.6%	7.2%	8.9%	2.1%	2.2%	1.0%	6.0%	4.2%	3.8%	3.4%
.....	100%	54.8%	45.2%	19.4%	48.4%	19.4%	9.7%	3.2%	16.1%	35.5%	16.1%	32.3%
RTK.....	65	25	40	4	5	25	14	17	11	17	12	25
.....	8.5%	6.5%	10.4%	4.8%	3.0%	8.8%	10.4%	17.3%	13.1%	6.5%	9.2%	8.5%
.....	100%	38.5%	61.5%	6.2%	7.7%	38.5%	21.5%	26.2%	16.9%	26.2%	18.5%	38.5%
SMASH.....	3	1	2	1	0	1	0	1	0	1	0	2
.....	.4%	.3%	.5%	1.2%	.0%	.4%	.0%	1.0%	.0%	.4%	.0%	.7%
.....	100%	33.3%	66.7%	33.3%	.0%	33.3%	.0%	33.3%	.0%	33.3%	.0%	66.7%
RADIO CALYPSO.....	10	6	4	0	2	6	2	0	2	3	1	4
.....	1.3%	1.6%	1.0%	.0%	1.2%	2.1%	1.5%	.0%	2.4%	1.2%	.8%	1.4%
.....	100%	60.0%	40.0%	.0%	20.0%	60.0%	20.0%	.0%	20.0%	30.0%	10.0%	40.0%
RADJU MAS.....	2	1	1	0	1	0	0	1	0	1	0	1
.....	.3%	.3%	.3%	.0%	.6%	.0%	.0%	1.0%	.0%	.4%	.0%	.3%
.....	100%	50.0%	50.0%	.0%	50.0%	.0%	.0%	50.0%	.0%	50.0%	.0%	50.0%
FM BRONJA.....	1	1	0	0	0	0	1	0	1	0	0	0
.....	.1%	.3%	.0%	.0%	.0%	.0%	.7%	.0%	1.2%	.0%	.0%	.0%
.....	100%	100%	.0%	.0%	.0%	.0%	100%	.0%	100%	.0%	.0%	.0%
CAPITAL RADIO.....	11	4	7	1	6	3	1	0	2	5	0	4
.....	1.4%	1.0%	1.8%	1.2%	3.6%	1.1%	.7%	.0%	2.4%	1.9%	.0%	1.4%
.....	100%	36.4%	63.6%	9.1%	54.5%	27.3%	9.1%	.0%	18.2%	45.5%	.0%	36.4%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO LISTEN TO RADIO

TABLE 6.4: OVERALL PREFERENCE FOR BEST RADIO STATION  
- BY GENDER, AGE AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	A8	C1	C2	DE
TOTAL.....	768	384	384	83	168	285	134	98	84	260	130	294
KSA												
NONE.....	47	26	21	6	8	20	8	5	4	13	8	22
.....	6.1%	6.8%	5.5%	7.2%	4.8%	7.0%	6.0%	5.1%	4.8%	5.0%	6.2%	7.5%
.....	100%	55.3%	44.7%	12.8%	17.0%	42.6%	17.0%	10.6%	8.5%	27.7%	17.0%	46.8%
RADIO MALTA 1.....	53	20	33	1	1	14	24	13	4	20	10	19
.....	6.9%	5.2%	8.6%	1.2%	.6%	4.9%	17.9%	13.3%	4.8%	7.7%	7.7%	6.5%
.....	100%	37.7%	62.3%	1.9%	1.9%	26.4%	45.3%	24.5%	7.5%	37.7%	18.9%	35.8%
RADIO MALTA 2.....	13	4	9	2	1	5	3	2	1	7	1	4
.....	1.7%	1.0%	2.3%	2.4%	.6%	1.8%	2.2%	2.0%	1.2%	2.7%	.8%	1.4%
.....	100%	30.8%	69.2%	15.4%	7.7%	38.5%	23.1%	15.4%	7.7%	53.8%	7.7%	30.8%
RADIO SUPER 1.....	182	93	89	9	32	80	29	32	11	46	41	84
.....	23.7%	24.2%	23.2%	10.8%	19.0%	28.1%	21.6%	32.7%	13.1%	17.7%	31.5%	28.6%
.....	100%	51.1%	48.9%	4.9%	17.6%	44.0%	15.9%	17.6%	6.0%	25.3%	22.5%	46.2%
RADIO 101.....	83	44	39	3	15	29	24	12	12	35	9	27
.....	10.8%	11.5%	10.2%	3.6%	8.9%	10.2%	17.9%	12.2%	14.3%	13.5%	6.9%	9.2%
.....	100%	53.0%	47.0%	3.6%	18.1%	34.9%	28.9%	14.5%	14.5%	42.2%	10.8%	32.5%
ISLAND SOUND.....	22	11	11	8	6	5	3	0	4	8	6	4
.....	2.9%	2.9%	2.9%	9.6%	3.6%	1.8%	2.2%	.0%	4.8%	3.1%	4.6%	1.4%
.....	100%	50.0%	50.0%	36.4%	27.3%	22.7%	13.6%	.0%	18.2%	36.4%	27.3%	18.2%
BAY RADIO.....	97	52	45	29	48	16	2	2	12	47	12	26
.....	12.6%	13.5%	11.7%	34.9%	28.6%	5.6%	1.5%	2.0%	14.3%	18.1%	9.2%	8.8%
.....	100%	53.6%	46.4%	29.9%	49.5%	16.5%	2.1%	2.1%	12.4%	48.5%	12.4%	26.8%
RTK.....	108	39	69	3	5	43	29	28	16	32	17	43
.....	14.1%	10.2%	18.0%	3.6%	3.0%	15.1%	21.6%	28.6%	19.0%	12.3%	13.1%	14.6%
.....	100%	36.1%	63.9%	2.8%	4.6%	39.8%	26.9%	25.9%	14.8%	29.6%	15.7%	39.8%
SMASH.....	35	16	19	10	12	12	0	1	2	14	4	15
.....	4.6%	4.2%	4.9%	12.0%	7.1%	4.2%	.0%	1.0%	2.4%	5.4%	3.1%	5.1%
.....	100%	45.7%	54.3%	28.6%	34.3%	34.3%	.0%	2.9%	5.7%	40.0%	11.4%	42.9%
RADIO CALYPSO.....	45	29	16	2	6	33	3	1	6	10	10	19
.....	5.9%	7.6%	4.2%	2.4%	3.6%	11.6%	2.2%	1.0%	7.1%	3.8%	7.7%	6.5%
.....	100%	64.4%	35.6%	4.4%	13.3%	73.3%	6.7%	2.2%	13.3%	22.2%	22.2%	42.2%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

(continued)

TABLE 6.4: OVERALL PREFERENCE FOR BEST RADIO STATION  
- BY GENDER, AGE AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
UNIVERSITY RADIO.....	2	0	2	0	1	1	0	0	0	2	0	0
.....	.3%	.0%	.5%	.0%	.6%	.4%	.0%	.0%	.0%	.8%	.0%	.0%
.....	100%	.0%	100%	.0%	50.0%	50.0%	.0%	.0%	.0%	100%	.0%	.0%
RADJU MAS.....	11	4	7	1	6	3	1	0	1	2	2	6
.....	1.4%	1.0%	1.8%	1.2%	3.6%	1.1%	.7%	.0%	1.2%	.8%	1.5%	2.0%
.....	100%	36.4%	63.6%	9.1%	54.5%	27.3%	9.1%	.0%	9.1%	18.2%	18.2%	54.5%
FM BRONJA.....	9	9	0	0	0	3	4	2	6	2	0	1
.....	1.2%	2.3%	.0%	.0%	.0%	1.1%	3.0%	2.0%	7.1%	.8%	.0%	.3%
.....	100%	100%	.0%	.0%	.0%	33.3%	44.4%	22.2%	66.7%	22.2%	.0%	11.1%
CAPITAL RADIO.....	61	37	24	9	27	21	4	0	5	22	10	24
.....	7.9%	9.6%	6.3%	10.8%	16.1%	7.4%	3.0%	.0%	6.0%	8.5%	7.7%	8.2%
.....	100%	60.7%	39.3%	14.8%	44.3%	34.4%	6.6%	.0%	8.2%	36.1%	16.4%	39.3%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

**Table 6.5-1.1: TV Channel Preferences for Different Programme Sectors  
(March 1999)**

	TVM	SUPER 1	NET	SMASH	RAI	MEDIASET	OTHER ITALIAN	SATELL ITE	NONE	TOTAL
	%	%	%	%	%	%	%	%	%	%
Local News	56.2	20.6	14.7	1.3	0.1	0.2			6.9	100.00
Foreign News	34.1	12.9	7.0	0.6	15.5	9.4	0.4	10.8	9.3	100.00
Sports	19.3	9.8	4.3	0.2	10.2	6.4	0.8	11.7	37.3	100.00
Weather	43.9	9.8	5.6	0.2	6.1	3.1	0.3	7.4	23.6	100.00
Feature Films	10.2	2.8	1.3	1.5	10.8	35.2	2.3	13.8	22.1	100.00
Serials/Soap Operas	37.7	2.1	0.7	0.1	4.5	15.7	0.2	5.7	33.3	100.00
Documentaries	16.1	7.3	1.6	0.8	20.8	7.7	0.2	19.1	26.5	100.00
Current Affairs	21.9	5.3	2.2	0.7	7.5	5.4	0.2	9.8	47.0	100.00
Discussions	42.1	8.9	6.1	2.8	3.3	4.7	-	5.9	26.2	100.00
Quizzes/Game Shows/Variety Programmes.	16.5	7.7	5.0	1.1	6.4	24.6	0.1	5.3	33.2	100.00
Music Video- Clips	6.0	3.9	1.5	13.1	1.0	2.0	3.0	13.6	55.9	100.00
Plays	34.5	7.5	0.4	0.2	0.9	0.7	-	1.8	54.0	100.00
Art & Culture	25.3	3.9	0.9	0.2	4.7	2.6	0.2	6.7	55.3	100.00
Women	26.0	7.2	1.0	0.6	1.3	1.6	-	5.7	56.6	100.00
Children	21.2	5.0	0.8	0.1	2.1	5.3	-	9.0	56.5	100.00
Religion	38.3	3.4	0.6	0.1	2.6	1.0	-	2.7	51.2	100.00
Business & Finance	14.6	3.1	1.0	-	0.8	1.7	-	4.8	73.3	100.00

**Table 6.5-1.2: TV Channel Preferences for Different Programme Sectors  
(October 1999)**

	TVM	SUPER 1	NET	SMASH	RAI	MEDIASET	OTHER ITALIAN	SATELL ITE	NONE	TOTAL
	%	%	%	%	%	%	%	%	%	%
Local News	49.9	21.9	14.8	0.8	-	0.4	-	0.2	12.0	100.00
Foreign News	29.3	14.1	9.4	0.5	12.3	9.9	0.5	8.3	15.6	100.00
Sports	14.0	6.7	7.4	0.6	7.9	9.7	0.6	9.2	43.8	100.00
Weather	29.0	11.4	7.6	0.4	6.5	3.8	0.2	6.6	34.6	100.00
Feature Films	5.4	4.1	1.7	2.2	5.9	36.3	3.2	14.2	27.0	100.00
Serials/Soap Operas	8.5	9.1	2.0	0.2	2.8	17.1	1.5	6.1	52.5	100.00
Documentaries	10.2	6.0	3.0	0.5	12.5	7.5	1.6	17.7	40.9	100.00
Current Affairs	14.4	5.3	4.0	0.3	4.0	4.9	0.4	7.4	59.4	100.00
Discussions	39.9	9.6	6.1	1.1	1.7	4.1	0.6	5.5	31.4	100.00
Quizzes/Game Shows/Variety Prog.	12.2	8.0	5.3	0.4	5.0	21.7	2.8	4.6	40.1	100.00
Music Video- Clips	2.6	2.9	1.6	12.6	0.4	3.7	2.1	11.7	62.4	100.00
Plays	21.6	22.5	1.3	0.1	0.7	2.2	0.2	2.4	48.9	100.00
Art & Culture	14.0	5.5	2.1	0.3	2.5	2.1	0.8	6.3	66.3	100.00
Women	18.2	7.0	2.1	0.2	1.1	2.4	0.1	6.1	62.8	100.00
Children	15.6	6.1		-	2.0	5.3	0.2	6.7	62.7	100.00
Religion	26.4	3.3	2.3	0.2	1.1	1.8	0.3	3.5	61.0	100.00
Business & Finance	9.0	3.0	2.4	0.1	1.4	2.1	0.2	5.7	76.0	100.00

**Table 6.5-1.3: TV Channel Preferences for Different Programme Sectors  
(March 2000)**

	TVM	SUPER 1	NET	MAX PLUS	SMASH	RAI	MEDIASET	OTHER ITALIAN	SATELL ITE	NONE	TOTAL
	%	%	%	-	%	%	%	%	%	%	%
Local News	46.1	26.7	16.8	-	0.3	0.2	0.3	-	0.2	9.4	100.00
Foreign News	31.8	16.2	10.5	-	0.1	12.7	10.7	0.9	7.4	9.8	100.00
Sports	14.3	10.7	8.5	-	0.2	6.7	10.4	0.9	9.0	39.3	100.00
Weather	30.3	14.4	10.3	-	0.1	5.8	4.0	0.3	4.7	30.0	100.00
Feature Films	5.5	3.5	2.1	0.2	1.6	10.4	42.9	3.5	11.2	19.1	100.00
Serials/Soap Operas	3.8	11.7	2.3	0.7	0.1	2.5	26.3	1.0	4.5	47.0	100.00
Documentaries	8.6	7.1	1.6	-	0.2	15.9	13.9	0.4	18.7	33.4	100.00
Current Affairs	17.2	9.3	5.0	-	0.5	3.4	4.6	0.5	4.9	54.5	100.00
Discussions	43.0	11.9	9.4	-	1.0	1.2	2.9	0.2	1.9	28.5	100.00
Quizzes/Game Shows/Variety Prog.	10.0	12.2	7.5	1.0	-	3.6	22.2	1.2	2.6	39.6	100.00
Music Video-Clips	3.0	3.4	1.0	0.2	12.7	0.5	4.7	3.9	11.4	59.2	100.00
Plays	14.9	30.6	6.3	-	0.2	0.4	1.3	0.1	1.0	45.2	100.00
Art & Culture	20.9	9.2	2.9	-	-	1.9	1.4	0.5	1.4	61.8	100.00
Women	21.6	7.8	1.3	0.2	0.1	0.6	2.3	-	2.4	63.7	100.00
Children	14.3	6.6	1.0	-	-	1.6	4.1	0.2	3.2	68.9	100.00
Religion	28.8	6.5	4.2	-	-	1.0	0.8	-	0.7	57.9	100.00
Business & Finance	15.0	4.9	2.5	-	0.2	0.2	1.1	0.1	2.9	73.0	100.00

TABLE 6.5-1: TV STATION COMPARISON ON A SET OF SIX PROGRAMME SECTORS  
- BY AGE, GENDER AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	A8	C1	C2	DE
TOTAL.....	972	479	493	110	201	366	175	120	110	332	159	371
<b>LOCAL NEWS</b>												
NONE.....	91	43	48	20	20	34	10	7	10	33	16	32
.....	9.4%	9.0%	9.7%	18.2%	10.0%	9.3%	5.7%	5.8%	9.1%	9.9%	10.1%	8.6%
.....	100%	47.3%	52.7%	22.0%	22.0%	37.4%	11.0%	7.7%	11.0%	36.3%	17.6%	35.2%
TVM.....	448	226	222	58	94	162	78	56	60	161	70	157
.....	46.1%	47.2%	45.0%	52.7%	46.8%	44.3%	44.6%	46.7%	54.5%	48.5%	44.0%	42.3%
.....	100%	50.4%	49.6%	12.9%	21.0%	36.2%	17.4%	12.5%	13.4%	35.9%	15.6%	35.0%
SUPER 1 TV.....	260	129	131	16	42	115	47	40	11	68	55	126
.....	26.7%	26.9%	26.6%	14.5%	20.9%	31.4%	26.9%	33.3%	10.0%	20.5%	34.6%	34.0%
.....	100%	49.6%	50.4%	6.2%	16.2%	44.2%	18.1%	15.4%	4.2%	26.2%	21.2%	48.5%
SMASH TV.....	3	3	0	0	1	1	1	0	2	1	0	0
.....	.3%	.6%	.0%	.0%	.5%	.3%	.6%	.0%	1.8%	.3%	.0%	.0%
.....	100%	100%	.0%	.0%	33.3%	33.3%	33.3%	.0%	66.7%	33.3%	.0%	.0%
RAI STATIONS.....	2	1	1	0	0	2	0	0	1	1	0	0
.....	.2%	.2%	.2%	.0%	.0%	.5%	.0%	.0%	.9%	.3%	.0%	.0%
.....	100%	50.0%	50.0%	.0%	.0%	100%	.0%	.0%	50.0%	50.0%	.0%	.0%
MEDIASET CHANNELS....	3	1	2	1	0	0	0	2	0	1	1	1
.....	.3%	.2%	.4%	.9%	.0%	.0%	.0%	1.7%	.0%	.3%	.6%	.3%
.....	100%	33.3%	66.7%	33.3%	.0%	.0%	.0%	66.7%	.0%	33.3%	33.3%	33.3%
SATELLITE STATIONS...	2	1	1	1	0	1	0	0	1	0	0	1
.....	.2%	.2%	.2%	.9%	.0%	.3%	.0%	.0%	.9%	.0%	.0%	.3%
.....	100%	50.0%	50.0%	50.0%	.0%	50.0%	.0%	.0%	50.0%	.0%	.0%	50.0%
NET TV.....	163	75	88	14	44	51	39	15	25	67	17	54
.....	16.8%	15.7%	17.8%	12.7%	21.9%	13.9%	22.3%	12.5%	22.7%	20.2%	10.7%	14.6%
.....	100%	46.0%	54.0%	8.6%	27.0%	31.3%	23.9%	9.2%	15.3%	41.1%	10.4%	33.1%
<b>FOREIGN NEWS</b>												
NONE.....	95	42	53	24	20	32	11	8	7	33	18	37
.....	9.8%	8.8%	10.8%	21.8%	10.0%	8.7%	6.3%	6.7%	6.4%	9.9%	11.3%	10.0%
.....	100%	44.2%	55.8%	25.3%	21.1%	33.7%	11.6%	8.4%	7.4%	34.7%	18.9%	38.9%
TVM.....	309	162	147	25	59	119	60	46	34	100	53	122
.....	31.8%	33.8%	29.8%	22.7%	29.4%	32.5%	34.3%	38.3%	30.9%	30.1%	33.3%	32.9%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO WATCH TV

(continued)

TABLE 6.5-1: TV STATION COMPARISON ON A SET OF SIX PROGRAMME SECTORS  
- BY AGE, GENDER AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
.....	100%	52.4%	47.6%	8.1%	19.1%	38.5%	19.4%	14.9%	11.0%	32.4%	17.2%	39.5%
SUPER 1 TV.....	157	76	81	9	27	62	30	29	5	43	36	73
.....	16.2%	15.9%	16.4%	8.2%	13.4%	16.9%	17.1%	24.2%	4.5%	13.0%	22.6%	19.7%
.....	100%	48.4%	51.6%	5.7%	17.2%	39.5%	19.1%	18.5%	3.2%	27.4%	22.9%	46.5%
SMASH TV.....	1	0	1	0	0	1	0	0	0	0	1	0
.....	.1%	.0%	.2%	.0%	.0%	.3%	.0%	.0%	.0%	.0%	.6%	.0%
.....	100%	.0%	100%	.0%	.0%	100%	.0%	.0%	.0%	.0%	100%	.0%
RAI STATIONS.....	123	59	64	10	24	53	22	14	25	38	18	42
.....	12.7%	12.3%	13.0%	9.1%	11.9%	14.5%	12.6%	11.7%	22.7%	11.4%	11.3%	11.3%
.....	100%	48.0%	52.0%	8.1%	19.5%	43.1%	17.9%	11.4%	20.3%	30.9%	14.6%	34.1%
MEDIASET CHANNELS....	104	46	58	20	38	28	10	8	12	39	15	38
.....	10.7%	9.6%	11.8%	18.2%	18.9%	7.7%	5.7%	6.7%	10.9%	11.7%	9.4%	10.2%
.....	100%	44.2%	55.8%	19.2%	36.5%	26.9%	9.6%	7.7%	11.5%	37.5%	14.4%	36.5%
OTHER ITALIAN STATIONS.....	9	7	2	3	3	0	3	0	1	5	1	2
.....	.9%	1.5%	.4%	2.7%	1.5%	.0%	1.7%	.0%	.9%	1.5%	.6%	.5%
.....	100%	77.8%	22.2%	33.3%	33.3%	.0%	33.3%	.0%	11.1%	55.6%	11.1%	22.2%
SATELLITE STATIONS...	72	42	30	10	10	37	9	6	13	31	10	18
.....	7.4%	8.8%	6.1%	9.1%	5.0%	10.1%	5.1%	5.0%	11.8%	9.3%	6.3%	4.9%
.....	100%	58.3%	41.7%	13.9%	13.9%	51.4%	12.5%	8.3%	18.1%	43.1%	13.9%	25.0%
NET TV.....	102	45	57	9	20	34	30	9	13	43	7	39
.....	10.5%	9.4%	11.6%	8.2%	10.0%	9.3%	17.1%	7.5%	11.8%	13.0%	4.4%	10.5%
.....	100%	44.1%	55.9%	8.8%	19.6%	33.3%	29.4%	8.8%	12.7%	42.2%	6.9%	38.2%
SPORTS												
NONE.....	382	124	258	36	61	143	76	66	40	126	62	154
.....	39.3%	25.9%	52.3%	32.7%	30.3%	39.1%	43.4%	55.0%	36.4%	38.0%	39.0%	41.5%
.....	100%	32.5%	67.5%	9.4%	16.0%	37.4%	19.9%	17.3%	10.5%	33.0%	16.2%	40.3%
TVM.....	139	71	68	15	24	59	24	17	11	43	31	54
.....	14.3%	14.8%	13.8%	13.6%	11.9%	16.1%	13.7%	14.2%	10.0%	13.0%	19.5%	14.6%
.....	100%	51.1%	48.9%	10.8%	17.3%	42.4%	17.3%	12.2%	7.9%	30.9%	22.3%	38.8%
SUPER 1 TV.....	104	58	46	10	22	45	18	9	8	29	18	49
.....	10.7%	12.1%	9.3%	9.1%	10.9%	12.3%	10.3%	7.5%	7.3%	8.7%	11.3%	13.2%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO WATCH TV

(continued)

TABLE 6.5-1: TV STATION COMPARISON ON A SET OF SIX PROGRAMME SECTORS  
- BY AGE, GENDER AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
.....	100%	55.8%	44.2%	9.6%	21.2%	43.3%	17.3%	8.7%	7.7%	27.9%	17.3%	47.1%
SMASH TV.....	2	2	0	0	1	1	0	0	0	1	1	0
.....	.2%	.4%	.0%	.0%	.5%	.3%	.0%	.0%	.0%	.3%	.6%	.0%
.....	100%	100%	.0%	.0%	50.0%	50.0%	.0%	.0%	.0%	50.0%	50.0%	.0%
RAI STATIONS.....	65	43	22	10	15	19	11	10	12	23	10	20
.....	6.7%	9.0%	4.5%	9.1%	7.5%	5.2%	6.3%	8.3%	10.9%	6.9%	6.3%	5.4%
.....	100%	66.2%	33.8%	15.4%	23.1%	29.2%	16.9%	15.4%	18.5%	35.4%	15.4%	30.8%
MEDIASET CHANNELS....	101	69	32	23	31	27	14	6	17	43	10	31
.....	10.4%	14.4%	6.5%	20.9%	15.4%	7.4%	8.0%	5.0%	15.5%	13.0%	6.3%	8.4%
.....	100%	68.3%	31.7%	22.8%	30.7%	26.7%	13.9%	5.9%	16.8%	42.6%	9.9%	30.7%
OTHER ITALIAN STATIONS.....	9	8	1	1	1	3	2	2	0	3	1	5
.....	.9%	1.7%	.2%	.9%	.5%	.8%	1.1%	1.7%	.0%	.9%	.6%	1.3%
.....	100%	88.9%	11.1%	11.1%	11.1%	33.3%	22.2%	22.2%	.0%	33.3%	11.1%	55.6%
SATELLITE STATIONS....	87	58	29	11	20	36	15	5	12	35	10	30
.....	9.0%	12.1%	5.9%	10.0%	10.0%	9.8%	8.6%	4.2%	10.9%	10.5%	6.3%	8.1%
.....	100%	66.7%	33.3%	12.6%	23.0%	41.4%	17.2%	5.7%	13.8%	40.2%	11.5%	34.5%
NET TV.....	83	46	37	4	26	33	15	5	10	29	16	28
.....	8.5%	9.6%	7.5%	3.6%	12.9%	9.0%	8.6%	4.2%	9.1%	8.7%	10.1%	7.5%
.....	100%	55.4%	44.6%	4.8%	31.3%	39.8%	18.1%	6.0%	12.0%	34.9%	19.3%	33.7%
WEATHER NONE.....	292	135	157	38	64	103	59	28	29	109	47	107
.....	30.0%	28.2%	31.8%	34.5%	31.8%	28.1%	33.7%	23.3%	26.4%	32.8%	29.6%	28.8%
.....	100%	46.2%	53.8%	13.0%	21.9%	35.3%	20.2%	9.6%	9.9%	37.3%	16.1%	36.6%
TVM.....	295	146	149	36	59	114	45	41	34	96	49	116
.....	30.3%	30.5%	30.2%	32.7%	29.4%	31.1%	25.7%	34.2%	30.9%	28.9%	30.8%	31.3%
.....	100%	49.5%	50.5%	12.2%	20.0%	38.6%	15.3%	13.9%	11.5%	32.5%	16.6%	39.3%
SUPER 1 TV.....	140	73	67	6	21	57	27	29	7	36	35	62
.....	14.4%	15.2%	13.6%	5.5%	10.4%	15.6%	15.4%	24.2%	6.4%	10.8%	22.0%	16.7%
.....	100%	52.1%	47.9%	4.3%	15.0%	40.7%	19.3%	20.7%	5.0%	25.7%	25.0%	44.3%
SMASH TV.....	1	1	0	0	1	0	0	0	0	0	0	1
.....	.1%	.2%	.0%	.0%	.5%	.0%	.0%	.0%	.0%	.0%	.0%	.3%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO WATCH TV

(continued)

TABLE 6.5-1: TV STATION COMPARISON ON A SET OF SIX PROGRAMME SECTORS  
- BY AGE, GENDER AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
.....	100%	100%	.0%	.0%	100%	.0%	.0%	.0%	.0%	.0%	.0%	100%
RAI STATIONS.....	56	29	27	5	14	22	9	6	14	16	9	17
.....	5.8%	6.1%	5.5%	4.5%	7.0%	6.0%	5.1%	5.0%	12.7%	4.8%	5.7%	4.6%
.....	100%	51.8%	48.2%	8.9%	25.0%	39.3%	16.1%	10.7%	25.0%	28.6%	16.1%	30.4%
MEDIASET CHANNELS....	39	24	15	7	6	18	5	3	5	14	3	17
.....	4.0%	5.0%	3.0%	6.4%	3.0%	4.9%	2.9%	2.5%	4.5%	4.2%	1.9%	4.6%
.....	100%	61.5%	38.5%	17.9%	15.4%	46.2%	12.8%	7.7%	12.8%	35.9%	7.7%	43.6%
OTHER ITALIAN STATIONS.....	3	1	2	1	0	1	1	0	1	2	0	0
.....	.3%	.2%	.4%	.9%	.0%	.3%	.6%	.0%	.9%	.6%	.0%	.0%
.....	100%	33.3%	66.7%	33.3%	.0%	33.3%	33.3%	.0%	33.3%	66.7%	.0%	.0%
SATELLITE STATIONS...	46	25	21	9	10	20	4	3	5	22	6	13
.....	4.7%	5.2%	4.3%	8.2%	5.0%	5.5%	2.3%	2.5%	4.5%	6.6%	3.8%	3.5%
.....	100%	54.3%	45.7%	19.6%	21.7%	43.5%	8.7%	6.5%	10.9%	47.8%	13.0%	28.3%
NET TV.....	100	45	55	8	26	31	25	10	15	37	10	38
.....	10.3%	9.4%	11.2%	7.3%	12.9%	8.5%	14.3%	8.3%	13.6%	11.1%	6.3%	10.2%
.....	100%	45.0%	55.0%	8.0%	26.0%	31.0%	25.0%	10.0%	15.0%	37.0%	10.0%	38.0%
FEATURE FILMS NONE.....	186	92	94	8	20	79	40	39	23	62	27	74
.....	19.1%	19.2%	19.1%	7.3%	10.0%	21.6%	22.9%	32.5%	20.9%	18.7%	17.0%	19.9%
.....	100%	49.5%	50.5%	4.3%	10.8%	42.5%	21.5%	21.0%	12.4%	33.3%	14.5%	39.8%
TVM.....	53	27	26	5	4	20	13	11	3	17	7	26
.....	5.5%	5.6%	5.3%	4.5%	2.0%	5.5%	7.4%	9.2%	2.7%	5.1%	4.4%	7.0%
.....	100%	50.9%	49.1%	9.4%	7.5%	37.7%	24.5%	20.8%	5.7%	32.1%	13.2%	49.1%
SUPER 1 TV.....	34	12	22	3	2	12	8	9	1	7	12	14
.....	3.5%	2.5%	4.5%	2.7%	1.0%	3.3%	4.6%	7.5%	.9%	2.1%	7.5%	3.8%
.....	100%	35.3%	64.7%	8.8%	5.9%	35.3%	23.5%	26.5%	2.9%	20.6%	35.3%	41.2%
SMASH TV.....	16	9	7	3	4	6	1	2	1	7	0	8
.....	1.6%	1.9%	1.4%	2.7%	2.0%	1.6%	.6%	1.7%	.9%	2.1%	.0%	2.2%
.....	100%	56.3%	43.8%	18.8%	25.0%	37.5%	6.3%	12.5%	6.3%	43.8%	.0%	50.0%
RAI STATIONS.....	101	40	61	7	8	39	23	24	17	32	12	40
.....	10.4%	8.4%	12.4%	6.4%	4.0%	10.7%	13.1%	20.0%	15.5%	9.6%	7.5%	10.8%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO WATCH TV

(continued)

TABLE 6.5-1: TV STATION COMPARISON ON A SET OF SIX PROGRAMME SECTORS  
- BY AGE, GENDER AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	A8	C1	C2	DE
.....	100%	39.6%	60.4%	6.9%	7.9%	38.6%	22.8%	23.8%	16.8%	31.7%	11.9%	39.6%
MEDIASET CHANNELS....	417	205	212	61	128	144	59	25	44	150	77	146
.....	42.9%	42.8%	43.0%	55.5%	63.7%	39.3%	33.7%	20.8%	40.0%	45.2%	48.4%	39.4%
.....	100%	49.2%	50.8%	14.6%	30.7%	34.5%	14.1%	6.0%	10.6%	36.0%	18.5%	35.0%
OTHER ITALIAN STATIONS.....	34	22	12	4	5	17	6	2	3	11	4	16
.....	3.5%	4.6%	2.4%	3.6%	2.5%	4.6%	3.4%	1.7%	2.7%	3.3%	2.5%	4.3%
.....	100%	64.7%	35.3%	11.8%	14.7%	50.0%	17.6%	5.9%	8.8%	32.4%	11.8%	47.1%
SATELLITE STATIONS...	109	59	50	19	23	42	20	5	15	41	16	37
.....	11.2%	12.3%	10.1%	17.3%	11.4%	11.5%	11.4%	4.2%	13.6%	12.3%	10.1%	10.0%
.....	100%	54.1%	45.9%	17.4%	21.1%	38.5%	18.3%	4.6%	13.8%	37.6%	14.7%	33.9%
NET TV.....	20	11	9	0	6	6	5	3	2	5	4	9
.....	2.1%	2.3%	1.8%	.0%	3.0%	1.6%	2.9%	2.5%	1.8%	1.5%	2.5%	2.4%
.....	100%	55.0%	45.0%	.0%	30.0%	30.0%	25.0%	15.0%	10.0%	25.0%	20.0%	45.0%
MAX+.....	2	2	0	0	1	1	0	0	1	0	0	1
.....	.2%	.4%	.0%	.0%	.5%	.3%	.0%	.0%	.9%	.0%	.0%	.3%
.....	100%	100%	.0%	.0%	50.0%	50.0%	.0%	.0%	50.0%	.0%	.0%	50.0%
SERIALS/SOAP OPERAS												
NONE.....	457	271	186	46	90	179	77	65	59	154	77	167
.....	47.0%	56.6%	37.7%	41.8%	44.8%	48.9%	44.0%	54.2%	53.6%	46.4%	48.4%	45.0%
.....	100%	59.3%	40.7%	10.1%	19.7%	39.2%	16.8%	14.2%	12.9%	33.7%	16.8%	36.5%
TVM.....	37	18	19	4	5	12	7	9	3	14	3	17
.....	3.8%	3.8%	3.9%	3.6%	2.5%	3.3%	4.0%	7.5%	2.7%	4.2%	1.9%	4.6%
.....	100%	48.6%	51.4%	10.8%	13.5%	32.4%	18.9%	24.3%	8.1%	37.8%	8.1%	45.9%
SUPER 1 TV.....	114	52	62	16	15	39	25	19	5	34	22	53
.....	11.7%	10.9%	12.6%	14.5%	7.5%	10.7%	14.3%	15.8%	4.5%	10.2%	13.8%	14.3%
.....	100%	45.6%	54.4%	14.0%	13.2%	34.2%	21.9%	16.7%	4.4%	29.8%	19.3%	46.5%
SMASH TV.....	1	1	0	0	0	0	0	1	0	0	0	1
.....	.1%	.2%	.0%	.0%	.0%	.0%	.0%	.8%	.0%	.0%	.0%	.3%
.....	100%	100%	.0%	.0%	.0%	.0%	.0%	100%	.0%	.0%	.0%	100%
RAI STATIONS.....	24	7	17	8	7	4	3	2	7	8	1	8
.....	2.5%	1.5%	3.4%	7.3%	3.5%	1.1%	1.7%	1.7%	6.4%	2.4%	.6%	2.2%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO WATCH TV

(continued)

TABLE 6.5-1: TV STATION COMPARISON ON A SET OF SIX PROGRAMME SECTORS  
- BY AGE, GENDER AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	A8	C1	C2	DE
.....	100%	29.2%	70.8%	33.3%	29.2%	16.7%	12.5%	8.3%	29.2%	33.3%	4.2%	33.3%
MEDIASET CHANNELS....	256	93	163	27	64	98	48	19	24	93	46	93
.....	26.3%	19.4%	33.1%	24.5%	31.8%	26.8%	27.4%	15.8%	21.8%	28.0%	28.9%	25.1%
.....	100%	36.3%	63.7%	10.5%	25.0%	38.3%	18.8%	7.4%	9.4%	36.3%	18.0%	36.3%
OTHER ITALIAN												
STATIONS.....	10	7	3	3	3	3	1	0	0	5	0	5
.....	1.0%	1.5%	.6%	2.7%	1.5%	.8%	.6%	.0%	.0%	1.5%	.0%	1.3%
.....	100%	70.0%	30.0%	30.0%	30.0%	30.0%	10.0%	.0%	.0%	50.0%	.0%	50.0%
SATELLITE STATIONS...	44	19	25	4	10	20	8	2	8	18	4	14
.....	4.5%	4.0%	5.1%	3.6%	5.0%	5.5%	4.6%	1.7%	7.3%	5.4%	2.5%	3.8%
.....	100%	43.2%	56.8%	9.1%	22.7%	45.5%	18.2%	4.5%	18.2%	40.9%	9.1%	31.8%
NET TV.....	22	8	14	2	4	10	4	2	3	2	6	11
.....	2.3%	1.7%	2.8%	1.8%	2.0%	2.7%	2.3%	1.7%	2.7%	.6%	3.8%	3.0%
.....	100%	36.4%	63.6%	9.1%	18.2%	45.5%	18.2%	9.1%	13.6%	9.1%	27.3%	50.0%
MAX+.....	7	3	4	0	3	1	2	1	1	4	0	2
.....	.7%	.6%	.8%	.0%	1.5%	.3%	1.1%	.8%	.9%	1.2%	.0%	.5%
.....	100%	42.9%	57.1%	.0%	42.9%	14.3%	28.6%	14.3%	14.3%	57.1%	.0%	28.6%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO WATCH TV

TABLE 6.5-2: TV STATION COMPARISON ON A SET OF SIX PROGRAMME SECTORS  
- BY AGE, GENDER AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
TOTAL.....	972	479	493	110	201	366	175	120	110	332	159	371
DOCUMENTARIES												
NONE.....	325	135	190	46	68	98	68	45	22	116	53	134
.....	33.4%	28.2%	38.5%	41.8%	33.8%	26.8%	38.9%	37.5%	20.0%	34.9%	33.3%	36.1%
.....	100%	41.5%	58.5%	14.2%	20.9%	30.2%	20.9%	13.8%	6.8%	35.7%	16.3%	41.2%
TVM.....	84	41	43	10	10	31	14	19	7	24	16	37
.....	8.6%	8.6%	8.7%	9.1%	5.0%	8.5%	8.0%	15.8%	6.4%	7.2%	10.1%	10.0%
.....	100%	48.8%	51.2%	11.9%	11.9%	36.9%	16.7%	22.6%	8.3%	28.6%	19.0%	44.0%
SUPER 1 TV.....	69	35	34	7	10	28	13	11	8	18	17	26
.....	7.1%	7.3%	6.9%	6.4%	5.0%	7.7%	7.4%	9.2%	7.3%	5.4%	10.7%	7.0%
.....	100%	50.7%	49.3%	10.1%	14.5%	40.6%	18.8%	15.9%	11.6%	26.1%	24.6%	37.7%
SMASH TV.....	2	1	1	1	0	1	0	0	0	1	0	1
.....	.2%	.2%	.2%	.9%	.0%	.3%	.0%	.0%	.0%	.3%	.0%	.3%
.....	100%	50.0%	50.0%	50.0%	.0%	50.0%	.0%	.0%	.0%	50.0%	.0%	50.0%
RAI STATIONS.....	155	85	70	12	40	63	22	18	20	48	28	59
.....	15.9%	17.7%	14.2%	10.9%	19.9%	17.2%	12.6%	15.0%	18.2%	14.5%	17.6%	15.9%
.....	100%	54.8%	45.2%	7.7%	25.8%	40.6%	14.2%	11.6%	12.9%	31.0%	18.1%	38.1%
MEDIASET CHANNELS....	135	59	76	10	29	58	24	14	16	51	20	48
.....	13.9%	12.3%	15.4%	9.1%	14.4%	15.8%	13.7%	11.7%	14.5%	15.4%	12.6%	12.9%
.....	100%	43.7%	56.3%	7.4%	21.5%	43.0%	17.8%	10.4%	11.9%	37.8%	14.8%	35.6%
OTHER ITALIAN												
STATIONS.....	4	2	2	0	1	1	2	0	0	2	0	2
.....	.4%	.4%	.4%	.0%	.5%	.3%	1.1%	.0%	.0%	.6%	.0%	.5%
.....	100%	50.0%	50.0%	.0%	25.0%	25.0%	50.0%	.0%	.0%	50.0%	.0%	50.0%
SATELLITE STATIONS...	182	115	67	23	39	78	30	12	37	67	23	55
.....	18.7%	24.0%	13.6%	20.9%	19.4%	21.3%	17.1%	10.0%	33.6%	20.2%	14.5%	14.8%
.....	100%	63.2%	36.8%	12.6%	21.4%	42.9%	16.5%	6.6%	20.3%	36.8%	12.6%	30.2%
NET TV.....	16	6	10	1	4	8	2	1	0	5	2	9
.....	1.6%	1.3%	2.0%	.9%	2.0%	2.2%	1.1%	.8%	.0%	1.5%	1.3%	2.4%
.....	100%	37.5%	62.5%	6.3%	25.0%	50.0%	12.5%	6.3%	.0%	31.3%	12.5%	56.3%
CURRENT AFFAIRS												
NONE.....	530	251	279	69	109	188	96	68	49	188	88	205

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO WATCH TV

(continued)

TABLE 6.5-2: TV STATION COMPARISON ON A SET OF SIX PROGRAMME SECTORS  
- BY AGE, GENDER AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	A8	C1	C2	DE
.....	54.5%	52.4%	56.6%	62.7%	54.2%	51.4%	54.9%	56.7%	44.5%	56.6%	55.3%	55.3%
.....	100%	47.4%	52.6%	13.0%	20.6%	35.5%	18.1%	12.8%	9.2%	35.5%	16.6%	38.7%
TVM.....	167	81	86	16	29	69	31	22	21	55	29	62
.....	17.2%	16.9%	17.4%	14.5%	14.4%	18.9%	17.7%	18.3%	19.1%	16.6%	18.2%	16.7%
.....	100%	48.5%	51.5%	9.6%	17.4%	41.3%	18.6%	13.2%	12.6%	32.9%	17.4%	37.1%
SUPER 1 TV.....	90	45	45	6	16	36	20	12	7	25	20	38
.....	9.3%	9.4%	9.1%	5.5%	8.0%	9.8%	11.4%	10.0%	6.4%	7.5%	12.6%	10.2%
.....	100%	50.0%	50.0%	6.7%	17.8%	40.0%	22.2%	13.3%	7.8%	27.8%	22.2%	42.2%
SMASH TV.....	5	4	1	1	2	2	0	0	1	2	0	2
.....	.5%	.8%	.2%	.9%	1.0%	.5%	.0%	.0%	.9%	.6%	.0%	.5%
.....	100%	80.0%	20.0%	20.0%	40.0%	40.0%	.0%	.0%	20.0%	40.0%	.0%	40.0%
RAI STATIONS.....	33	19	14	2	8	11	6	6	8	11	6	8
.....	3.4%	4.0%	2.8%	1.8%	4.0%	3.0%	3.4%	5.0%	7.3%	3.3%	3.8%	2.2%
.....	100%	57.6%	42.4%	6.1%	24.2%	33.3%	18.2%	18.2%	24.2%	33.3%	18.2%	24.2%
MEDIASET CHANNELS....	45	26	19	8	15	14	4	4	5	14	5	21
.....	4.6%	5.4%	3.9%	7.3%	7.5%	3.8%	2.3%	3.3%	4.5%	4.2%	3.1%	5.7%
.....	100%	57.8%	42.2%	17.8%	33.3%	31.1%	8.9%	8.9%	11.1%	31.1%	11.1%	46.7%
OTHER ITALIAN STATIONS.....	5	3	2	0	2	1	2	0	2	1	0	2
.....	.5%	.6%	.4%	.0%	1.0%	.3%	1.1%	.0%	1.8%	.3%	.0%	.5%
.....	100%	60.0%	40.0%	.0%	40.0%	20.0%	40.0%	.0%	40.0%	20.0%	.0%	40.0%
SATELLITE STATIONS...	48	28	20	5	7	27	7	2	11	17	5	15
.....	4.9%	5.8%	4.1%	4.5%	3.5%	7.4%	4.0%	1.7%	10.0%	5.1%	3.1%	4.0%
.....	100%	58.3%	41.7%	10.4%	14.6%	56.3%	14.6%	4.2%	22.9%	35.4%	10.4%	31.3%
NET TV.....	49	22	27	3	13	18	9	6	6	19	6	18
.....	5.0%	4.6%	5.5%	2.7%	6.5%	4.9%	5.1%	5.0%	5.5%	5.7%	3.8%	4.9%
.....	100%	44.9%	55.1%	6.1%	26.5%	36.7%	18.4%	12.2%	12.2%	38.8%	12.2%	36.7%
DISCUSSIONS NONE.....	277	140	137	44	65	92	43	33	29	97	43	108
.....	28.5%	29.2%	27.8%	40.0%	32.3%	25.1%	24.6%	27.5%	26.4%	29.2%	27.0%	29.1%
.....	100%	50.5%	49.5%	15.9%	23.5%	33.2%	15.5%	11.9%	10.5%	35.0%	15.5%	39.0%
TVM.....	418	195	223	43	75	170	82	48	44	144	73	157

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO WATCH TV

(continued)  
2

TABLE 6.5-2: TV STATION COMPARISON ON A SET OF SIX PROGRAMME SECTORS  
- BY AGE, GENDER AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
.....	43.0%	40.7%	45.2%	39.1%	37.3%	46.4%	46.9%	40.0%	40.0%	43.4%	45.9%	42.3%
.....	100%	46.7%	53.3%	10.3%	17.9%	40.7%	19.6%	11.5%	10.5%	34.4%	17.5%	37.6%
SUPER 1 TV.....	116	59	57	8	22	48	18	20	9	32	24	51
.....	11.9%	12.3%	11.6%	7.3%	10.9%	13.1%	10.3%	16.7%	8.2%	9.6%	15.1%	13.7%
.....	100%	50.9%	49.1%	6.9%	19.0%	41.4%	15.5%	17.2%	7.8%	27.6%	20.7%	44.0%
SMASH TV.....	10	9	1	1	3	3	0	3	1	4	0	5
.....	1.0%	1.9%	.2%	.9%	1.5%	.8%	.0%	2.5%	.9%	1.2%	.0%	1.3%
.....	100%	90.0%	10.0%	10.0%	30.0%	30.0%	.0%	30.0%	10.0%	40.0%	.0%	50.0%
RAI STATIONS.....	12	5	7	2	4	5	0	1	5	3	1	3
.....	1.2%	1.0%	1.4%	1.8%	2.0%	1.4%	.0%	.8%	4.5%	.9%	.6%	.8%
.....	100%	41.7%	58.3%	16.7%	33.3%	41.7%	.0%	8.3%	41.7%	25.0%	8.3%	25.0%
MEDIASET CHANNELS....	28	16	12	6	11	6	2	3	7	9	4	8
.....	2.9%	3.3%	2.4%	5.5%	5.5%	1.6%	1.1%	2.5%	6.4%	2.7%	2.5%	2.2%
.....	100%	57.1%	42.9%	21.4%	39.3%	21.4%	7.1%	10.7%	25.0%	32.1%	14.3%	28.6%
OTHER ITALIAN STATIONS.....	2	2	0	0	0	1	1	0	1	0	0	1
.....	.2%	.4%	.0%	.0%	.0%	.3%	.6%	.0%	.9%	.0%	.0%	.3%
.....	100%	100%	.0%	.0%	.0%	50.0%	50.0%	.0%	50.0%	.0%	.0%	50.0%
SATELLITE STATIONS....	18	7	11	2	4	7	4	1	3	3	7	5
.....	1.9%	1.5%	2.2%	1.8%	2.0%	1.9%	2.3%	.8%	2.7%	.9%	4.4%	1.3%
.....	100%	38.9%	61.1%	11.1%	22.2%	38.9%	22.2%	5.6%	16.7%	16.7%	38.9%	27.8%
NET TV.....	91	46	45	4	17	34	25	11	11	40	7	33
.....	9.4%	9.6%	9.1%	3.6%	8.5%	9.3%	14.3%	9.2%	10.0%	12.0%	4.4%	8.9%
.....	100%	50.5%	49.5%	4.4%	18.7%	37.4%	27.5%	12.1%	12.1%	44.0%	7.7%	36.3%
QUIZZES/GAME SHOWS/VARIETY PROGRAMMES												
NONE.....	385	221	164	37	86	138	73	51	37	134	68	146
.....	39.6%	46.1%	33.3%	33.6%	42.8%	37.7%	41.7%	42.5%	33.6%	40.4%	42.8%	39.4%
.....	100%	57.4%	42.6%	9.6%	22.3%	35.8%	19.0%	13.2%	9.6%	34.8%	17.7%	37.9%
TVM.....	97	39	58	12	13	35	20	17	10	33	16	38
.....	10.0%	8.1%	11.8%	10.9%	6.5%	9.6%	11.4%	14.2%	9.1%	9.9%	10.1%	10.2%
.....	100%	40.2%	59.8%	12.4%	13.4%	36.1%	20.6%	17.5%	10.3%	34.0%	16.5%	39.2%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO WATCH TV

(continued)

TABLE 6.5-2: TV STATION COMPARISON ON A SET OF SIX PROGRAMME SECTORS  
- BY AGE, GENDER AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	A8	C1	C2	DE
SUPER 1 TV.....	119	54	65	18	15	49	19	18	6	32	21	60
.....	12.2%	11.3%	13.2%	16.4%	7.5%	13.4%	10.9%	15.0%	5.5%	9.6%	13.2%	16.2%
.....	100%	45.4%	54.6%	15.1%	12.6%	41.2%	16.0%	15.1%	5.0%	26.9%	17.6%	50.4%
RAI STATIONS.....	35	18	17	5	7	10	8	5	9	12	5	9
.....	3.6%	3.8%	3.4%	4.5%	3.5%	2.7%	4.6%	4.2%	8.2%	3.6%	3.1%	2.4%
.....	100%	51.4%	48.6%	14.3%	20.0%	28.6%	22.9%	14.3%	25.7%	34.3%	14.3%	25.7%
MEDIASET CHANNELS....	216	86	130	27	56	85	29	19	30	77	33	76
.....	22.2%	18.0%	26.4%	24.5%	27.9%	23.2%	16.6%	15.8%	27.3%	23.2%	20.8%	20.5%
.....	100%	39.8%	60.2%	12.5%	25.9%	39.4%	13.4%	8.8%	13.9%	35.6%	15.3%	35.2%
OTHER ITALIAN STATIONS.....	12	7	5	1	1	8	1	1	2	4	3	3
.....	1.2%	1.5%	1.0%	.9%	.5%	2.2%	.6%	.8%	1.8%	1.2%	1.9%	.8%
.....	100%	58.3%	41.7%	8.3%	8.3%	66.7%	8.3%	8.3%	16.7%	33.3%	25.0%	25.0%
SATELLITE STATIONS...	25	12	13	6	5	9	4	1	3	11	6	5
.....	2.6%	2.5%	2.6%	5.5%	2.5%	2.5%	2.3%	.8%	2.7%	3.3%	3.8%	1.3%
.....	100%	48.0%	52.0%	24.0%	20.0%	36.0%	16.0%	4.0%	12.0%	44.0%	24.0%	20.0%
NET TV.....	73	36	37	4	17	27	18	7	10	25	6	32
.....	7.5%	7.5%	7.5%	3.6%	8.5%	7.4%	10.3%	5.8%	9.1%	7.5%	3.8%	8.6%
.....	100%	49.3%	50.7%	5.5%	23.3%	37.0%	24.7%	9.6%	13.7%	34.2%	8.2%	43.8%
MAX+.....	10	6	4	0	1	5	3	1	3	4	1	2
.....	1.0%	1.3%	.8%	.0%	.5%	1.4%	1.7%	.8%	2.7%	1.2%	.6%	.5%
.....	100%	60.0%	40.0%	.0%	10.0%	50.0%	30.0%	10.0%	30.0%	40.0%	10.0%	20.0%
MUSIC VIDEO-CLIPS NONE.....	575	285	290	31	82	238	133	91	67	182	93	233
.....	59.2%	59.5%	58.8%	28.2%	40.8%	65.0%	76.0%	75.8%	60.9%	54.8%	58.5%	62.8%
.....	100%	49.6%	50.4%	5.4%	14.3%	41.4%	23.1%	15.8%	11.7%	31.7%	16.2%	40.5%
TVM.....	29	16	13	3	4	10	5	7	1	9	6	13
.....	3.0%	3.3%	2.6%	2.7%	2.0%	2.7%	2.9%	5.8%	.9%	2.7%	3.8%	3.5%
.....	100%	55.2%	44.8%	10.3%	13.8%	34.5%	17.2%	24.1%	3.4%	31.0%	20.7%	44.8%
SUPER 1 TV.....	33	14	19	5	7	10	5	6	1	11	9	12
.....	3.4%	2.9%	3.9%	4.5%	3.5%	2.7%	2.9%	5.0%	.9%	3.3%	5.7%	3.2%
.....	100%	42.4%	57.6%	15.2%	21.2%	30.3%	15.2%	18.2%	3.0%	33.3%	27.3%	36.4%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO WATCH TV

(continued)

TABLE 6.5-2: TV STATION COMPARISON ON A SET OF SIX PROGRAMME SECTORS  
- BY AGE, GENDER AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
SMASH TV.....	123	55	68	26	39	44	14	0	11	44	26	42
.....	12.7%	11.5%	13.8%	23.6%	19.4%	12.0%	8.0%	.0%	10.0%	13.3%	16.4%	11.3%
.....	100%	44.7%	55.3%	21.1%	31.7%	35.8%	11.4%	.0%	8.9%	35.8%	21.1%	34.1%
RAI STATIONS.....	5	4	1	0	0	0	2	3	2	2	0	1
.....	.5%	.8%	.2%	.0%	.0%	.0%	1.1%	2.5%	1.8%	.6%	.0%	.3%
.....	100%	80.0%	20.0%	.0%	.0%	.0%	40.0%	60.0%	40.0%	40.0%	.0%	20.0%
MEDIASET CHANNELS....	46	18	28	3	13	16	7	7	5	17	8	16
.....	4.7%	3.8%	5.7%	2.7%	6.5%	4.4%	4.0%	5.8%	4.5%	5.1%	5.0%	4.3%
.....	100%	39.1%	60.9%	6.5%	28.3%	34.8%	15.2%	15.2%	10.9%	37.0%	17.4%	34.8%
OTHER ITALIAN STATIONS.....	38	20	18	12	15	4	4	3	2	17	4	15
.....	3.9%	4.2%	3.7%	10.9%	7.5%	1.1%	2.3%	2.5%	1.8%	5.1%	2.5%	4.0%
.....	100%	52.6%	47.4%	31.6%	39.5%	10.5%	10.5%	7.9%	5.3%	44.7%	10.5%	39.5%
SATELLITE STATIONS...	111	61	50	29	38	39	5	0	18	47	13	33
.....	11.4%	12.7%	10.1%	26.4%	18.9%	10.7%	2.9%	.0%	16.4%	14.2%	8.2%	8.9%
.....	100%	55.0%	45.0%	26.1%	34.2%	35.1%	4.5%	.0%	16.2%	42.3%	11.7%	29.7%
NET TV.....	10	6	4	0	2	5	0	3	3	3	0	4
.....	1.0%	1.3%	.8%	.0%	1.0%	1.4%	.0%	2.5%	2.7%	.9%	.0%	1.1%
.....	100%	60.0%	40.0%	.0%	20.0%	50.0%	.0%	30.0%	30.0%	30.0%	.0%	40.0%
MAX+.....	2	0	2	1	1	0	0	0	0	0	0	2
.....	.2%	.0%	.4%	.9%	.5%	.0%	.0%	.0%	.0%	.0%	.0%	.5%
.....	100%	.0%	100%	50.0%	50.0%	.0%	.0%	.0%	.0%	.0%	.0%	100%
PLAYS												
NONE.....	439	233	206	58	101	150	78	52	51	166	65	157
.....	45.2%	48.6%	41.8%	52.7%	50.2%	41.0%	44.6%	43.3%	46.4%	50.0%	40.9%	42.3%
.....	100%	53.1%	46.9%	13.2%	23.0%	34.2%	17.8%	11.8%	11.6%	37.8%	14.8%	35.8%
TVM.....	145	71	74	14	25	56	32	18	19	56	25	45
.....	14.9%	14.8%	15.0%	12.7%	12.4%	15.3%	18.3%	15.0%	17.3%	16.9%	15.7%	12.1%
.....	100%	49.0%	51.0%	9.7%	17.2%	38.6%	22.1%	12.4%	13.1%	38.6%	17.2%	31.0%
SUPER 1 TV.....	297	135	162	30	60	129	44	34	26	81	58	132
.....	30.6%	28.2%	32.9%	27.3%	29.9%	35.2%	25.1%	28.3%	23.6%	24.4%	36.5%	35.6%
.....	100%	45.5%	54.5%	10.1%	20.2%	43.4%	14.8%	11.4%	8.8%	27.3%	19.5%	44.4%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO WATCH TV

(continued)

TABLE 6.5-2: TV STATION COMPARISON ON A SET OF SIX PROGRAMME SECTORS  
- BY AGE, GENDER AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	A8	C1	C2	DE
SMASH TV.....	2	0	2	1	1	0	0	0	0	0	0	2
.....	.2%	.0%	.4%	.9%	.5%	.0%	.0%	.0%	.0%	.0%	.0%	.5%
.....	100%	.0%	100%	50.0%	50.0%	.0%	.0%	.0%	.0%	.0%	.0%	100%
RAI STATIONS.....	4	2	2	0	0	0	2	2	1	1	1	1
.....	.4%	.4%	.4%	.0%	.0%	.0%	1.1%	1.7%	.9%	.3%	.6%	.3%
.....	100%	50.0%	50.0%	.0%	.0%	.0%	50.0%	50.0%	25.0%	25.0%	25.0%	25.0%
MEDIASET CHANNELS....	13	5	8	1	2	5	2	3	2	5	2	4
.....	1.3%	1.0%	1.6%	.9%	1.0%	1.4%	1.1%	2.5%	1.8%	1.5%	1.3%	1.1%
.....	100%	38.5%	61.5%	7.7%	15.4%	38.5%	15.4%	23.1%	15.4%	38.5%	15.4%	30.8%
OTHER ITALIAN STATIONS.....	1	1	0	0	0	0	1	0	0	1	0	0
.....	.1%	.2%	.0%	.0%	.0%	.0%	.6%	.0%	.0%	.3%	.0%	.0%
.....	100%	100%	.0%	.0%	.0%	.0%	100%	.0%	.0%	100%	.0%	.0%
SATELLITE STATIONS...	10	5	5	2	1	2	3	2	1	3	3	3
.....	1.0%	1.0%	1.0%	1.8%	.5%	.5%	1.7%	1.7%	.9%	.9%	1.9%	.8%
.....	100%	50.0%	50.0%	20.0%	10.0%	20.0%	30.0%	20.0%	10.0%	30.0%	30.0%	30.0%
NET TV.....	61	27	34	4	11	24	13	9	10	19	5	27
.....	6.3%	5.6%	6.9%	3.6%	5.5%	6.6%	7.4%	7.5%	9.1%	5.7%	3.1%	7.3%
.....	100%	44.3%	55.7%	6.6%	18.0%	39.3%	21.3%	14.8%	16.4%	31.1%	8.2%	44.3%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO WATCH TV

TABLE 6.5-3: TV STATION COMPARISON ON A SET OF FIVE PROGRAMME SECTORS  
- BY AGE, GENDER AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
.....	100%	82.1%	17.9%	14.3%	39.3%	39.3%	7.1%	.0%	21.4%	50.0%	7.1%	21.4%
NET TV.....	24	12	12	1	7	9	6	1	5	9	1	9
.....	2.5%	2.5%	2.4%	.9%	3.5%	2.5%	3.4%	.8%	4.5%	2.7%	.6%	2.4%
.....	100%	50.0%	50.0%	4.2%	29.2%	37.5%	25.0%	4.2%	20.8%	37.5%	4.2%	37.5%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO WATCH TV

TABLE 6.6: INTEREST IN BROADCASTING AUTHORITY POLITICAL PROGRAMMES  
- BY GENDER, AGE AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
TOTAL.....	1001	493	508	112	208	375	180	126	114	338	165	384
NO ANSWER.....	8	4	4	2	2	2	1	1	1	3	3	1
.....	.8%	.8%	.8%	1.8%	1.0%	.5%	.6%	.8%	.9%	.9%	1.8%	.3%
.....	100%	50.0%	50.0%	25.0%	25.0%	25.0%	12.5%	12.5%	12.5%	37.5%	37.5%	12.5%
ALWAYS.....	174	100	74	5	23	74	40	32	24	65	26	59
.....	17.4%	20.3%	14.6%	4.5%	11.1%	19.7%	22.2%	25.4%	21.1%	19.2%	15.8%	15.4%
.....	100%	57.5%	42.5%	2.9%	13.2%	42.5%	23.0%	18.4%	13.8%	37.4%	14.9%	33.9%
SOMETIMES.....	393	213	180	27	71	166	78	51	39	121	65	168
.....	39.3%	43.2%	35.4%	24.1%	34.1%	44.3%	43.3%	40.5%	34.2%	35.8%	39.4%	43.8%
.....	100%	54.2%	45.8%	6.9%	18.1%	42.2%	19.8%	13.0%	9.9%	30.8%	16.5%	42.7%
NEVER.....	426	176	250	78	112	133	61	42	50	149	71	156
.....	42.6%	35.7%	49.2%	69.6%	53.8%	35.5%	33.9%	33.3%	43.9%	44.1%	43.0%	40.6%
.....	100%	41.3%	58.7%	18.3%	26.3%	31.2%	14.3%	9.9%	11.7%	35.0%	16.7%	36.6%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL

TABLE 6.7: SUGGESTIONS FOR NEW RADIO PROGRAMMES  
- BY GENDER, AGE AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
TOTAL.....	768	384	384	83	168	285	134	98	84	260	130	294
NO ANSWER.....	637	319	318	72	143	244	104	74	67	221	109	240
.....	82.9%	83.1%	82.8%	86.7%	85.1%	85.6%	77.6%	75.5%	79.8%	85.0%	83.8%	81.6%
.....	100%	50.1%	49.9%	11.3%	22.4%	38.3%	16.3%	11.6%	10.5%	34.7%	17.1%	37.7%
MORE MUSIC FROM 1970s & 1980s.....	2	1	1	1	0	1	0	0	0	0	1	1
.....	.3%	.3%	.3%	1.2%	.0%	.4%	.0%	.0%	.0%	.0%	.8%	.3%
.....	100%	50.0%	50.0%	50.0%	.0%	50.0%	.0%	.0%	.0%	.0%	50.0%	50.0%
MORE DISCUSSION PROGRAMMES.....	3	1	2	0	1	1	1	0	1	2	0	0
.....	.4%	.3%	.5%	.0%	.6%	.4%	.7%	.0%	1.2%	.8%	.0%	.0%
.....	100%	33.3%	66.7%	.0%	33.3%	33.3%	33.3%	.0%	33.3%	66.7%	.0%	.0%
MORE PLAYS.....	23	9	14	0	1	5	11	6	2	8	4	9
.....	3.0%	2.3%	3.6%	.0%	.6%	1.8%	8.2%	6.1%	2.4%	3.1%	3.1%	3.1%
.....	100%	39.1%	60.9%	.0%	4.3%	21.7%	47.8%	26.1%	8.7%	34.8%	17.4%	39.1%
MORE MUSIC.....	5	4	1	1	2	2	0	0	0	0	2	3
.....	.7%	1.0%	.3%	1.2%	1.2%	.7%	.0%	.0%	.0%	.0%	1.5%	1.0%
.....	100%	80.0%	20.0%	20.0%	40.0%	40.0%	.0%	.0%	.0%	.0%	40.0%	60.0%
FEWER PHONE IN PROGRAMMES.....	4	1	3	0	2	1	1	0	2	2	0	0
.....	.5%	.3%	.8%	.0%	1.2%	.4%	.7%	.0%	2.4%	.8%	.0%	.0%
.....	100%	25.0%	75.0%	.0%	50.0%	25.0%	25.0%	.0%	50.0%	50.0%	.0%	.0%
MORE SPORTS.....	11	9	2	2	2	2	1	4	1	2	3	5
.....	1.4%	2.3%	.5%	2.4%	1.2%	.7%	.7%	4.1%	1.2%	.8%	2.3%	1.7%
.....	100%	81.8%	18.2%	18.2%	18.2%	18.2%	9.1%	36.4%	9.1%	18.2%	27.3%	45.5%
LESS POLITICS.....	2	1	1	1	0	0	1	0	1	0	0	1
.....	.3%	.3%	.3%	1.2%	.0%	.0%	.7%	.0%	1.2%	.0%	.0%	.3%
.....	100%	50.0%	50.0%	50.0%	.0%	.0%	50.0%	.0%	50.0%	.0%	.0%	50.0%
QUIZZES.....	4	2	2	1	0	3	0	0	1	1	0	2
.....	.5%	.5%	.5%	1.2%	.0%	1.1%	.0%	.0%	1.2%	.4%	.0%	.7%
.....	100%	50.0%	50.0%	25.0%	.0%	75.0%	.0%	.0%	25.0%	25.0%	.0%	50.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO LISTEN TO RADIO

(continued)

TABLE 6.7: SUGGESTIONS FOR NEW RADIO PROGRAMMES  
- BY GENDER, AGE AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	A8	C1	C2	DE
MORE CULTURAL PROGRAMMES.....	11	5	6	1	1	6	1	2	4	3	2	2
.....	1.4%	1.3%	1.6%	1.2%	.6%	2.1%	.7%	2.0%	4.8%	1.2%	1.5%	.7%
.....	100%	45.5%	54.5%	9.1%	9.1%	54.5%	9.1%	18.2%	36.4%	27.3%	18.2%	18.2%
MORE COUNTRY MUSIC...	2	2	0	0	1	0	0	1	0	1	0	1
.....	.3%	.5%	.0%	.0%	.6%	.0%	.0%	1.0%	.0%	.4%	.0%	.3%
.....	100%	100%	.0%	.0%	50.0%	.0%	.0%	50.0%	.0%	50.0%	.0%	50.0%
MORE RELIGIOUS PROGRAMMES.....	4	2	2	0	0	1	2	1	0	2	1	1
.....	.5%	.5%	.5%	.0%	.0%	.4%	1.5%	1.0%	.0%	.8%	.8%	.3%
.....	100%	50.0%	50.0%	.0%	.0%	25.0%	50.0%	25.0%	.0%	50.0%	25.0%	25.0%
MORE PROGRAMMES ON DIFFERENT HOBBIES.	1	0	1	0	0	0	0	1	0	0	0	1
.....	.1%	.0%	.3%	.0%	.0%	.0%	.0%	1.0%	.0%	.0%	.0%	.3%
.....	100%	.0%	100%	.0%	.0%	.0%	.0%	100%	.0%	.0%	.0%	100%
PROGRAMMES FOR OLD PEOPLE.....	4	4	0	0	0	0	2	2	0	2	0	2
.....	.5%	1.0%	.0%	.0%	.0%	.0%	1.5%	2.0%	.0%	.8%	.0%	.7%
.....	100%	100%	.0%	.0%	.0%	.0%	50.0%	50.0%	.0%	50.0%	.0%	50.0%
MORE CHILDREN'S PROGRAMMES.....	5	1	4	0	3	2	0	0	2	2	0	1
.....	.7%	.3%	1.0%	.0%	1.8%	.7%	.0%	.0%	2.4%	.8%	.0%	.3%
.....	100%	20.0%	80.0%	.0%	60.0%	40.0%	.0%	.0%	40.0%	40.0%	.0%	20.0%
MORE NEWS.....	2	2	0	1	0	1	0	0	0	1	0	1
.....	.3%	.5%	.0%	1.2%	.0%	.4%	.0%	.0%	.0%	.4%	.0%	.3%
.....	100%	100%	.0%	50.0%	.0%	50.0%	.0%	.0%	.0%	50.0%	.0%	50.0%
BAND MARCHES.....	1	1	0	0	0	0	0	1	0	1	0	0
.....	.1%	.3%	.0%	.0%	.0%	.0%	.0%	1.0%	.0%	.4%	.0%	.0%
.....	100%	100%	.0%	.0%	.0%	.0%	.0%	100%	.0%	100%	.0%	.0%
MORE EDUCATIONAL PROGRAMMES.....	19	6	13	1	5	8	2	3	2	6	2	9
.....	2.5%	1.6%	3.4%	1.2%	3.0%	2.8%	1.5%	3.1%	2.4%	2.3%	1.5%	3.1%
.....	100%	31.6%	68.4%	5.3%	26.3%	42.1%	10.5%	15.8%	10.5%	31.6%	10.5%	47.4%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO LISTEN TO RADIO

(continued)

TABLE 6.7: SUGGESTIONS FOR NEW RADIO PROGRAMMES  
- BY GENDER, AGE AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
LANGUAGE COURES.....	1	1	0	0	0	0	1	0	0	0	1	0
.....	.1%	.3%	.0%	.0%	.0%	.0%	.7%	.0%	.0%	.0%	.8%	.0%
.....	100%	100%	.0%	.0%	.0%	.0%	100%	.0%	.0%	.0%	100%	.0%
MORE POLITICAL PROGRAMMES.....	1	1	0	0	0	1	0	0	0	0	1	0
.....	.1%	.3%	.0%	.0%	.0%	.4%	.0%	.0%	.0%	.0%	.8%	.0%
.....	100%	100%	.0%	.0%	.0%	100%	.0%	.0%	.0%	.0%	100%	.0%
MORE PROGRAMMES ON HEALTH.....	10	2	8	0	4	3	2	1	1	3	2	4
.....	1.3%	.5%	2.1%	.0%	2.4%	1.1%	1.5%	1.0%	1.2%	1.2%	1.5%	1.4%
.....	100%	20.0%	80.0%	.0%	40.0%	30.0%	20.0%	10.0%	10.0%	30.0%	20.0%	40.0%
NEWS IN ENGLISH.....	2	2	0	0	0	0	1	1	1	1	0	0
.....	.3%	.5%	.0%	.0%	.0%	.0%	.7%	1.0%	1.2%	.4%	.0%	.0%
.....	100%	100%	.0%	.0%	.0%	.0%	50.0%	50.0%	50.0%	50.0%	.0%	.0%
OLD SONGS.....	7	4	3	0	0	2	4	1	1	1	1	4
.....	.9%	1.0%	.8%	.0%	.0%	.7%	3.0%	1.0%	1.2%	.4%	.8%	1.4%
.....	100%	57.1%	42.9%	.0%	.0%	28.6%	57.1%	14.3%	14.3%	14.3%	14.3%	57.1%
PROGRAMMES ON YOUTH..	8	1	7	0	4	3	0	1	2	3	1	2
.....	1.0%	.3%	1.8%	.0%	2.4%	1.1%	.0%	1.0%	2.4%	1.2%	.8%	.7%
.....	100%	12.5%	87.5%	.0%	50.0%	37.5%	.0%	12.5%	25.0%	37.5%	12.5%	25.0%
MORE LATEST HITS.....	7	3	4	2	3	1	1	0	0	1	0	6
.....	.9%	.8%	1.0%	2.4%	1.8%	.4%	.7%	.0%	.0%	.4%	.0%	2.0%
.....	100%	42.9%	57.1%	28.6%	42.9%	14.3%	14.3%	.0%	.0%	14.3%	.0%	85.7%
LIFE ISSUES PROGRAMME	2	2	0	0	0	0	1	1	0	0	0	2
.....	.3%	.5%	.0%	.0%	.0%	.0%	.7%	1.0%	.0%	.0%	.0%	.7%
.....	100%	100%	.0%	.0%	.0%	.0%	50.0%	50.0%	.0%	.0%	.0%	100%
TRAFFIC NEWS.....	1	1	0	0	0	1	0	0	0	0	0	1
.....	.1%	.3%	.0%	.0%	.0%	.4%	.0%	.0%	.0%	.0%	.0%	.3%
.....	100%	100%	.0%	.0%	.0%	100%	.0%	.0%	.0%	.0%	.0%	100%
CLASSICAL MUSIC.....	1	1	0	0	0	0	0	1	0	1	0	0
.....	.1%	.3%	.0%	.0%	.0%	.0%	.0%	1.0%	.0%	.4%	.0%	.0%
.....	100%	100%	.0%	.0%	.0%	.0%	.0%	100%	.0%	100%	.0%	.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO LISTEN TO RADIO

TABLE 6.8: SUGGESTIONS FOR NEW TV PROGRAMMES  
- BY GENDER, AGE AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
TOTAL.....	972	479	493	110	201	366	175	120	110	332	159	371
NO ANSWER.....	488	243	245	64	101	175	84	64	46	180	79	183
.....	50.2%	50.7%	49.7%	58.2%	50.2%	47.8%	48.0%	53.3%	41.8%	54.2%	49.7%	49.3%
.....	100%	49.8%	50.2%	13.1%	20.7%	35.9%	17.2%	13.1%	9.4%	36.9%	16.2%	37.5%
PROGRAMMES IN MALTESE	12	5	7	0	2	8	1	1	1	1	3	7
.....	1.2%	1.0%	1.4%	.0%	1.0%	2.2%	.6%	.8%	.9%	.3%	1.9%	1.9%
.....	100%	41.7%	58.3%	.0%	16.7%	66.7%	8.3%	8.3%	8.3%	8.3%	25.0%	58.3%
MORE INFORMATION ON												
EU.....	4	3	1	0	1	1	2	0	1	2	1	0
.....	.4%	.6%	.2%	.0%	.5%	.3%	1.1%	.0%	.9%	.6%	.6%	.0%
.....	100%	75.0%	25.0%	.0%	25.0%	25.0%	50.0%	.0%	25.0%	50.0%	25.0%	.0%
MORE PLAYS IN MALTESE	103	33	70	4	16	41	29	13	5	24	22	52
.....	10.6%	6.9%	14.2%	3.6%	8.0%	11.2%	16.6%	10.8%	4.5%	7.2%	13.8%	14.0%
.....	100%	32.0%	68.0%	3.9%	15.5%	39.8%	28.2%	12.6%	4.9%	23.3%	21.4%	50.5%
OLD FILMS.....	10	7	3	0	3	4	0	3	2	4	2	2
.....	1.0%	1.5%	.6%	.0%	1.5%	1.1%	.0%	2.5%	1.8%	1.2%	1.3%	.5%
.....	100%	70.0%	30.0%	.0%	30.0%	40.0%	.0%	30.0%	20.0%	40.0%	20.0%	20.0%
FILMS IN MALTESE.....	4	2	2	1	0	3	0	0	0	0	2	2
.....	.4%	.4%	.4%	.9%	.0%	.8%	.0%	.0%	.0%	.0%	1.3%	.5%
.....	100%	50.0%	50.0%	25.0%	.0%	75.0%	.0%	.0%	.0%	.0%	50.0%	50.0%
MORE FILMS.....	37	18	19	6	8	11	6	6	4	11	4	18
.....	3.8%	3.8%	3.9%	5.5%	4.0%	3.0%	3.4%	5.0%	3.6%	3.3%	2.5%	4.9%
.....	100%	48.6%	51.4%	16.2%	21.6%	29.7%	16.2%	16.2%	10.8%	29.7%	10.8%	48.6%
MORE DISCUSSION												
PROGRAMMES.....	16	7	9	0	6	6	3	1	0	10	2	4
.....	1.6%	1.5%	1.8%	.0%	3.0%	1.6%	1.7%	.8%	.0%	3.0%	1.3%	1.1%
.....	100%	43.8%	56.3%	.0%	37.5%	37.5%	18.8%	6.3%	.0%	62.5%	12.5%	25.0%
QUIZZES.....	13	5	8	2	1	6	3	1	2	5	2	4
.....	1.3%	1.0%	1.6%	1.8%	.5%	1.6%	1.7%	.8%	1.8%	1.5%	1.3%	1.1%
.....	100%	38.5%	61.5%	15.4%	7.7%	46.2%	23.1%	7.7%	15.4%	38.5%	15.4%	30.8%
CARTOONS.....	7	4	3	1	1	4	1	0	1	3	0	3

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO LISTEN TO TV

(continued)

TABLE 6.8: SUGGESTIONS FOR NEW TV PROGRAMMES  
- BY GENDER, AGE AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
.....	.7%	.8%	.6%	.9%	.5%	1.1%	.6%	.0%	.9%	.9%	.0%	.8%
.....	100%	57.1%	42.9%	14.3%	14.3%	57.1%	14.3%	.0%	14.3%	42.9%	.0%	42.9%
HOUSEHOLD RELATED PROGRAMMES: COOKING, SEWING ETC.....	21	4	17	1	3	11	6	0	5	5	2	9
.....	2.2%	.8%	3.4%	.9%	1.5%	3.0%	3.4%	.0%	4.5%	1.5%	1.3%	2.4%
.....	100%	19.0%	81.0%	4.8%	14.3%	52.4%	28.6%	.0%	23.8%	23.8%	9.5%	42.9%
CHILDREN'S PROGRAMMES	17	5	12	1	3	9	3	1	2	5	3	7
.....	1.7%	1.0%	2.4%	.9%	1.5%	2.5%	1.7%	.8%	1.8%	1.5%	1.9%	1.9%
.....	100%	29.4%	70.6%	5.9%	17.6%	52.9%	17.6%	5.9%	11.8%	29.4%	17.6%	41.2%
CONTEMPORARY MUSIC...	3	3	0	1	2	0	0	0	0	2	0	1
.....	.3%	.6%	.0%	.9%	1.0%	.0%	.0%	.0%	.0%	.6%	.0%	.3%
.....	100%	100%	.0%	33.3%	66.7%	.0%	.0%	.0%	.0%	66.7%	.0%	33.3%
MORE SPORTS.....	53	43	10	9	14	18	7	5	3	15	8	27
.....	5.5%	9.0%	2.0%	8.2%	7.0%	4.9%	4.0%	4.2%	2.7%	4.5%	5.0%	7.3%
.....	100%	81.1%	18.9%	17.0%	26.4%	34.0%	13.2%	9.4%	5.7%	28.3%	15.1%	50.9%
DOCUMENTARIES.....	48	34	14	5	9	19	10	5	9	13	10	16
.....	4.9%	7.1%	2.8%	4.5%	4.5%	5.2%	5.7%	4.2%	8.2%	3.9%	6.3%	4.3%
.....	100%	70.8%	29.2%	10.4%	18.8%	39.6%	20.8%	10.4%	18.8%	27.1%	20.8%	33.3%
RECENT MOVIES.....	32	15	17	3	12	15	1	1	6	14	2	10
.....	3.3%	3.1%	3.4%	2.7%	6.0%	4.1%	.6%	.8%	5.5%	4.2%	1.3%	2.7%
.....	100%	46.9%	53.1%	9.4%	37.5%	46.9%	3.1%	3.1%	18.8%	43.8%	6.3%	31.3%
MORE COMEDY.....	31	12	19	2	6	11	9	3	4	9	6	12
.....	3.2%	2.5%	3.9%	1.8%	3.0%	3.0%	5.1%	2.5%	3.6%	2.7%	3.8%	3.2%
.....	100%	38.7%	61.3%	6.5%	19.4%	35.5%	29.0%	9.7%	12.9%	29.0%	19.4%	38.7%
MORE SERIOUS & EDUCATIONAL PROGRAMMES.....	67	27	40	5	18	28	8	8	13	20	13	21
.....	6.9%	5.6%	8.1%	4.5%	9.0%	7.7%	4.6%	6.7%	11.8%	6.0%	8.2%	5.7%
.....	100%	40.3%	59.7%	7.5%	26.9%	41.8%	11.9%	11.9%	19.4%	29.9%	19.4%	31.3%
MORE YOUTH PROGRAMMES	14	2	12	5	5	3	0	1	2	7	0	5
.....	1.4%	.4%	2.4%	4.5%	2.5%	.8%	.0%	.8%	1.8%	2.1%	.0%	1.3%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO LISTEN TO TV

(continued)

TABLE 6.8: SUGGESTIONS FOR NEW TV PROGRAMMES  
- BY GENDER, AGE AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	A8	C1	C2	DE
.....	100%	14.3%	85.7%	35.7%	35.7%	21.4%	.0%	7.1%	14.3%	50.0%	.0%	35.7%
MORE MUSIC.....	9	3	6	5	2	2	0	0	0	5	3	1
.....	.9%	.6%	1.2%	4.5%	1.0%	.5%	.0%	.0%	.0%	1.5%	1.9%	.3%
.....	100%	33.3%	66.7%	55.6%	22.2%	22.2%	.0%	.0%	.0%	55.6%	33.3%	11.1%
MORE RELIGIOUS PROGRAMMES.....	5	5	0	0	1	1	2	1	3	1	0	1
.....	.5%	1.0%	.0%	.0%	.5%	.3%	1.1%	.8%	2.7%	.3%	.0%	.3%
.....	100%	100%	.0%	.0%	20.0%	20.0%	40.0%	20.0%	60.0%	20.0%	.0%	20.0%
MORE MALTESE SOAP OPERAS.....	14	5	9	1	1	8	4	0	0	4	3	7
.....	1.4%	1.0%	1.8%	.9%	.5%	2.2%	2.3%	.0%	.0%	1.2%	1.9%	1.9%
.....	100%	35.7%	64.3%	7.1%	7.1%	57.1%	28.6%	.0%	.0%	28.6%	21.4%	50.0%
FEWER DISCUSSION PROGRAMMES.....	7	2	5	0	1	4	1	1	1	2	4	0
.....	.7%	.4%	1.0%	.0%	.5%	1.1%	.6%	.8%	.9%	.6%	2.5%	.0%
.....	100%	28.6%	71.4%	.0%	14.3%	57.1%	14.3%	14.3%	14.3%	28.6%	57.1%	.0%
MORE GHANA.....	5	2	3	0	0	2	3	0	0	1	1	3
.....	.5%	.4%	.6%	.0%	.0%	.5%	1.7%	.0%	.0%	.3%	.6%	.8%
.....	100%	40.0%	60.0%	.0%	.0%	40.0%	60.0%	.0%	.0%	20.0%	20.0%	60.0%
PROGRAMMES FOR SENIOR CITIZENS.....	5	3	2	0	0	0	3	2	1	2	1	1
.....	.5%	.6%	.4%	.0%	.0%	.0%	1.7%	1.7%	.9%	.6%	.6%	.3%
.....	100%	60.0%	40.0%	.0%	.0%	.0%	60.0%	40.0%	20.0%	40.0%	20.0%	20.0%
OPERA MUSIC.....	6	5	1	0	0	1	1	4	2	3	0	1
.....	.6%	1.0%	.2%	.0%	.0%	.3%	.6%	3.3%	1.8%	.9%	.0%	.3%
.....	100%	83.3%	16.7%	.0%	.0%	16.7%	16.7%	66.7%	33.3%	50.0%	.0%	16.7%
ENGLISH PROGRAMMES ON LOCAL TV.....	5	2	3	0	0	3	0	2	1	0	1	3
.....	.5%	.4%	.6%	.0%	.0%	.8%	.0%	1.7%	.9%	.0%	.6%	.8%
.....	100%	40.0%	60.0%	.0%	.0%	60.0%	.0%	40.0%	20.0%	.0%	20.0%	60.0%
CULTURAL PROGRAMMES..	14	13	1	0	4	4	5	1	4	5	3	2
.....	1.4%	2.7%	.2%	.0%	2.0%	1.1%	2.9%	.8%	3.6%	1.5%	1.9%	.5%
.....	100%	92.9%	7.1%	.0%	28.6%	28.6%	35.7%	7.1%	28.6%	35.7%	21.4%	14.3%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO LISTEN TO TV

(continued)

TABLE 6.8: SUGGESTIONS FOR NEW TV PROGRAMMES  
- BY GENDER, AGE AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
NEWS FROM PARLIAMENT.	2	2	0	0	0	1	1	0	0	0	2	0
.....	.2%	.4%	.0%	.0%	.0%	.3%	.6%	.0%	.0%	.0%	1.3%	.0%
.....	100%	100%	.0%	.0%	.0%	50.0%	50.0%	.0%	.0%	.0%	100%	.0%
PROGRAMMES ON HOBBIES	2	2	0	0	0	2	0	0	0	1	1	0
.....	.2%	.4%	.0%	.0%	.0%	.5%	.0%	.0%	.0%	.3%	.6%	.0%
.....	100%	100%	.0%	.0%	.0%	100%	.0%	.0%	.0%	50.0%	50.0%	.0%
NEWS IN ENGLISH.....	2	1	1	1	0	0	0	1	1	1	0	0
.....	.2%	.2%	.2%	.9%	.0%	.0%	.0%	.8%	.9%	.3%	.0%	.0%
.....	100%	50.0%	50.0%	50.0%	.0%	.0%	.0%	50.0%	50.0%	50.0%	.0%	.0%
PROGRAMMES FOR ALL THE FAMILY.....	1	0	1	0	0	1	0	0	1	0	0	0
.....	.1%	.0%	.2%	.0%	.0%	.3%	.0%	.0%	.9%	.0%	.0%	.0%
.....	100%	.0%	100%	.0%	.0%	100%	.0%	.0%	100%	.0%	.0%	.0%
BETTER PHONE-IN PROGRAMMES.....	2	1	1	1	0	0	0	1	1	0	0	1
.....	.2%	.2%	.2%	.9%	.0%	.0%	.0%	.8%	.9%	.0%	.0%	.3%
.....	100%	50.0%	50.0%	50.0%	.0%	.0%	.0%	50.0%	50.0%	.0%	.0%	50.0%
VARIETY SHOWS.....	5	1	4	0	0	2	2	1	1	2	0	2
.....	.5%	.2%	.8%	.0%	.0%	.5%	1.1%	.8%	.9%	.6%	.0%	.5%
.....	100%	20.0%	80.0%	.0%	.0%	40.0%	40.0%	20.0%	20.0%	40.0%	.0%	40.0%
PROGRAMMES ON CARS...	6	6	0	1	1	3	0	1	0	2	1	3
.....	.6%	1.3%	.0%	.9%	.5%	.8%	.0%	.8%	.0%	.6%	.6%	.8%
.....	100%	100%	.0%	16.7%	16.7%	50.0%	.0%	16.7%	.0%	33.3%	16.7%	50.0%
MORE POLITICS.....	4	2	2	0	1	1	1	1	0	2	0	2
.....	.4%	.4%	.4%	.0%	.5%	.3%	.6%	.8%	.0%	.6%	.0%	.5%
.....	100%	50.0%	50.0%	.0%	25.0%	25.0%	25.0%	25.0%	.0%	50.0%	.0%	50.0%
LESS SPORTS.....	1	1	0	0	0	1	0	0	0	1	0	0
.....	.1%	.2%	.0%	.0%	.0%	.3%	.0%	.0%	.0%	.3%	.0%	.0%
.....	100%	100%	.0%	.0%	.0%	100%	.0%	.0%	.0%	100%	.0%	.0%
ENGLISH SOAP OPERAS..	11	3	8	1	4	3	2	1	3	6	0	2
.....	1.1%	.6%	1.6%	.9%	2.0%	.8%	1.1%	.8%	2.7%	1.8%	.0%	.5%
.....	100%	27.3%	72.7%	9.1%	36.4%	27.3%	18.2%	9.1%	27.3%	54.5%	.0%	18.2%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO LISTEN TO TV

(continue)

TABLE 6.8: SUGGESTIONS FOR NEW TV PROGRAMMES  
- BY GENDER, AGE AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
MORE FREQUENT NEWS												
BULLETINS.....	2	2	0	0	0	2	0	0	1	0	0	1
.....	.2%	.4%	.0%	.0%	.0%	.5%	.0%	.0%	.9%	.0%	.0%	.3%
.....	100%	100%	.0%	.0%	.0%	100%	.0%	.0%	50.0%	.0%	.0%	50.0%
TRAFFIC NEWS.....	1	1	0	0	0	1	0	0	0	0	0	1
.....	.1%	.2%	.0%	.0%	.0%	.3%	.0%	.0%	.0%	.0%	.0%	.3%
.....	100%	100%	.0%	.0%	.0%	100%	.0%	.0%	.0%	.0%	.0%	100%
PROGRAMMES ON GOZO...	2	0	2	0	0	0	1	1	1	1	0	0
.....	.2%	.0%	.4%	.0%	.0%	.0%	.6%	.8%	.9%	.3%	.0%	.0%
.....	100%	.0%	100%	.0%	.0%	.0%	50.0%	50.0%	50.0%	50.0%	.0%	.0%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO LISTEN TO TV

TABLE 6.5-3: TV STATION COMPARISON ON A SET OF FIVE PROGRAMME SECTORS  
- BY AGE, GENDER AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
<b>TOTAL.....</b>	972	479	493	110	201	366	175	120	110	332	159	371
<b>ART &amp; CULTURE</b>												
NONE.....	601	292	309	76	131	218	106	70	59	215	95	232
.....	61.8%	61.0%	62.7%	69.1%	65.2%	59.6%	60.6%	58.3%	53.6%	64.8%	59.7%	62.5%
.....	100%	48.6%	51.4%	12.6%	21.8%	36.3%	17.6%	11.6%	9.8%	35.8%	15.8%	38.6%
TVM.....	203	101	102	17	35	86	43	22	32	67	37	67
.....	20.9%	21.1%	20.7%	15.5%	17.4%	23.5%	24.6%	18.3%	29.1%	20.2%	23.3%	18.1%
.....	100%	49.8%	50.2%	8.4%	17.2%	42.4%	21.2%	10.8%	15.8%	33.0%	18.2%	33.0%
SUPER 1 TV.....	89	41	48	8	19	39	12	11	5	21	17	46
.....	9.2%	8.6%	9.7%	7.3%	9.5%	10.7%	6.9%	9.2%	4.5%	6.3%	10.7%	12.4%
.....	100%	46.1%	53.9%	9.0%	21.3%	43.8%	13.5%	12.4%	5.6%	23.6%	19.1%	51.7%
RAI STATIONS.....	18	15	3	3	3	7	2	3	5	6	2	5
.....	1.9%	3.1%	.6%	2.7%	1.5%	1.9%	1.1%	2.5%	4.5%	1.8%	1.3%	1.3%
.....	100%	83.3%	16.7%	16.7%	16.7%	38.9%	11.1%	16.7%	27.8%	33.3%	11.1%	27.8%
MEDIASET CHANNELS....	14	8	6	3	3	3	2	3	2	5	3	4
.....	1.4%	1.7%	1.2%	2.7%	1.5%	.8%	1.1%	2.5%	1.8%	1.5%	1.9%	1.1%
.....	100%	57.1%	42.9%	21.4%	21.4%	21.4%	14.3%	21.4%	14.3%	35.7%	21.4%	28.6%
OTHER ITALIAN												
STATIONS.....	5	3	2	0	1	1	2	1	0	3	0	2
.....	.5%	.6%	.4%	.0%	.5%	.3%	1.1%	.8%	.0%	.9%	.0%	.5%
.....	100%	60.0%	40.0%	.0%	20.0%	20.0%	40.0%	20.0%	.0%	60.0%	.0%	40.0%
SATELLITE STATIONS...	14	7	7	1	2	4	4	3	2	5	4	3
.....	1.4%	1.5%	1.4%	.9%	1.0%	1.1%	2.3%	2.5%	1.8%	1.5%	2.5%	.8%
.....	100%	50.0%	50.0%	7.1%	14.3%	28.6%	28.6%	21.4%	14.3%	35.7%	28.6%	21.4%
NET TV.....	28	12	16	2	7	8	4	7	5	10	1	12
.....	2.9%	2.5%	3.2%	1.8%	3.5%	2.2%	2.3%	5.8%	4.5%	3.0%	.6%	3.2%
.....	100%	42.9%	57.1%	7.1%	25.0%	28.6%	14.3%	25.0%	17.9%	35.7%	3.6%	42.9%
<b>WOMEN'S PROGRAMMES</b>												
NONE.....	619	360	259	86	137	220	108	68	69	231	98	221
.....	63.7%	75.2%	52.5%	78.2%	68.2%	60.1%	61.7%	56.7%	62.7%	69.6%	61.6%	59.6%
.....	100%	58.2%	41.8%	13.9%	22.1%	35.5%	17.4%	11.0%	11.1%	37.3%	15.8%	35.7%
TVM.....	210	69	141	9	31	87	48	35	28	61	36	85

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO WATCH TV

(continued)

TABLE 6.5-3: TV STATION COMPARISON ON A SET OF FIVE PROGRAMME SECTORS  
- BY AGE, GENDER AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
.....	21.6%	14.4%	28.6%	8.2%	15.4%	23.8%	27.4%	29.2%	25.5%	18.4%	22.6%	22.9%
.....	100%	32.9%	67.1%	4.3%	14.8%	41.4%	22.9%	16.7%	13.3%	29.0%	17.1%	40.5%
SUPER 1 TV.....	76	27	49	7	14	33	11	11	4	18	16	38
.....	7.8%	5.6%	9.9%	6.4%	7.0%	9.0%	6.3%	9.2%	3.6%	5.4%	10.1%	10.2%
.....	100%	35.5%	64.5%	9.2%	18.4%	43.4%	14.5%	14.5%	5.3%	23.7%	21.1%	50.0%
SMASH TV.....	1	1	0	1	0	0	0	0	0	0	0	1
.....	.1%	.2%	.0%	.9%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.3%
.....	100%	100%	.0%	100%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	100%
RAI STATIONS.....	6	3	3	0	2	2	1	1	1	2	0	3
.....	.6%	.6%	.6%	.0%	1.0%	.5%	.6%	.8%	.9%	.6%	.0%	.8%
.....	100%	50.0%	50.0%	.0%	33.3%	33.3%	16.7%	16.7%	16.7%	33.3%	.0%	50.0%
MEDIASET CHANNELS....	22	9	13	3	4	11	2	2	3	7	6	6
.....	2.3%	1.9%	2.6%	2.7%	2.0%	3.0%	1.1%	1.7%	2.7%	2.1%	3.8%	1.6%
.....	100%	40.9%	59.1%	13.6%	18.2%	50.0%	9.1%	9.1%	13.6%	31.8%	27.3%	27.3%
SATELLITE STATIONS...	23	6	17	4	7	8	2	2	4	8	3	8
.....	2.4%	1.3%	3.4%	3.6%	3.5%	2.2%	1.1%	1.7%	3.6%	2.4%	1.9%	2.2%
.....	100%	26.1%	73.9%	17.4%	30.4%	34.8%	8.7%	8.7%	17.4%	34.8%	13.0%	34.8%
NET TV.....	13	3	10	0	6	4	2	1	1	5	0	7
.....	1.3%	.6%	2.0%	.0%	3.0%	1.1%	1.1%	.8%	.9%	1.5%	.0%	1.9%
.....	100%	23.1%	76.9%	.0%	46.2%	30.8%	15.4%	7.7%	7.7%	38.5%	.0%	53.8%
MAX+.....	2	1	1	0	0	1	1	0	0	0	0	2
.....	.2%	.2%	.2%	.0%	.0%	.3%	.6%	.0%	.0%	.0%	.0%	.5%
.....	100%	50.0%	50.0%	.0%	.0%	50.0%	50.0%	.0%	.0%	.0%	.0%	100%
CHILDREN'S PROGRAMMES												
NONE.....	670	355	315	72	136	245	134	83	77	234	110	249
.....	68.9%	74.1%	63.9%	65.5%	67.7%	66.9%	76.6%	69.2%	70.0%	70.5%	69.2%	67.1%
.....	100%	53.0%	47.0%	10.7%	20.3%	36.6%	20.0%	12.4%	11.5%	34.9%	16.4%	37.2%
TVM.....	139	51	88	18	28	51	23	19	20	46	24	49
.....	14.3%	10.6%	17.8%	16.4%	13.9%	13.9%	13.1%	15.8%	18.2%	13.9%	15.1%	13.2%
.....	100%	36.7%	63.3%	12.9%	20.1%	36.7%	16.5%	13.7%	14.4%	33.1%	17.3%	35.3%
SUPER 1 TV.....	64	32	32	10	12	26	6	10	2	16	12	34
.....	6.6%	6.7%	6.5%	9.1%	6.0%	7.1%	3.4%	8.3%	1.8%	4.8%	7.5%	9.2%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO WATCH TV

(continued)

TABLE 6.5-3: TV STATION COMPARISON ON A SET OF FIVE PROGRAMME SECTORS  
- BY AGE, GENDER AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
.....	100%	50.0%	50.0%	15.6%	18.8%	40.6%	9.4%	15.6%	3.1%	25.0%	18.8%	53.1%
RAI STATIONS.....	16	8	8	4	1	7	2	2	2	8	1	5
.....	1.6%	1.7%	1.6%	3.6%	.5%	1.9%	1.1%	1.7%	1.8%	2.4%	.6%	1.3%
.....	100%	50.0%	50.0%	25.0%	6.3%	43.8%	12.5%	12.5%	12.5%	50.0%	6.3%	31.3%
MEDIASET CHANNELS....	40	15	25	4	12	15	6	3	5	12	7	16
.....	4.1%	3.1%	5.1%	3.6%	6.0%	4.1%	3.4%	2.5%	4.5%	3.6%	4.4%	4.3%
.....	100%	37.5%	62.5%	10.0%	30.0%	37.5%	15.0%	7.5%	12.5%	30.0%	17.5%	40.0%
OTHER ITALIAN STATIONS.....	2	0	2	0	0	1	1	0	0	1	0	1
.....	.2%	.0%	.4%	.0%	.0%	.3%	.6%	.0%	.0%	.3%	.0%	.3%
.....	100%	.0%	100%	.0%	.0%	50.0%	50.0%	.0%	.0%	50.0%	.0%	50.0%
SATELLITE STATIONS...	31	15	16	2	8	17	2	2	4	12	5	10
.....	3.2%	3.1%	3.2%	1.8%	4.0%	4.6%	1.1%	1.7%	3.6%	3.6%	3.1%	2.7%
.....	100%	48.4%	51.6%	6.5%	25.8%	54.8%	6.5%	6.5%	12.9%	38.7%	16.1%	32.3%
NET TV.....	10	3	7	0	4	4	1	1	0	3	0	7
.....	1.0%	.6%	1.4%	.0%	2.0%	1.1%	.6%	.8%	.0%	.9%	.0%	1.9%
.....	100%	30.0%	70.0%	.0%	40.0%	40.0%	10.0%	10.0%	.0%	30.0%	.0%	70.0%
RELIGION												
NONE.....	563	292	271	85	136	206	84	52	58	215	85	205
.....	57.9%	61.0%	55.0%	77.3%	67.7%	56.3%	48.0%	43.3%	52.7%	64.8%	53.5%	55.3%
.....	100%	51.9%	48.1%	15.1%	24.2%	36.6%	14.9%	9.2%	10.3%	38.2%	15.1%	36.4%
TVM.....	280	128	152	19	39	114	65	43	32	82	52	114
.....	28.8%	26.7%	30.8%	17.3%	19.4%	31.1%	37.1%	35.8%	29.1%	24.7%	32.7%	30.7%
.....	100%	45.7%	54.3%	6.8%	13.9%	40.7%	23.2%	15.4%	11.4%	29.3%	18.6%	40.7%
SUPER 1 TV.....	63	26	37	3	13	21	11	15	4	14	15	30
.....	6.5%	5.4%	7.5%	2.7%	6.5%	5.7%	6.3%	12.5%	3.6%	4.2%	9.4%	8.1%
.....	100%	41.3%	58.7%	4.8%	20.6%	33.3%	17.5%	23.8%	6.3%	22.2%	23.8%	47.6%
RAI STATIONS.....	10	8	2	2	1	2	2	3	5	2	2	1
.....	1.0%	1.7%	.4%	1.8%	.5%	.5%	1.1%	2.5%	4.5%	.6%	1.3%	.3%
.....	100%	80.0%	20.0%	20.0%	10.0%	20.0%	20.0%	30.0%	50.0%	20.0%	20.0%	10.0%
MEDIASET CHANNELS....	8	3	5	0	2	2	2	2	2	3	2	1
.....	.8%	.6%	1.0%	.0%	1.0%	.5%	1.1%	1.7%	1.8%	.9%	1.3%	.3%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO WATCH TV

(continued)

TABLE 6.5-3: TV STATION COMPARISON ON A SET OF FIVE PROGRAMME SECTORS  
- BY AGE, GENDER AND SOCIO-ECONOMIC GROUP

	TOTAL	GENDER		AGE GROUP					SOCIO-ECONOMIC GROUP			
		MALE	FEMALE	12 - 17	18 - 30	31 - 50	51 - 65	OVER 65	AB	C1	C2	DE
.....	100%	37.5%	62.5%	.0%	25.0%	25.0%	25.0%	25.0%	25.0%	37.5%	25.0%	12.5%
SATELLITE STATIONS...	7	4	3	0	0	4	3	0	3	3	0	1
.....	.7%	.8%	.6%	.0%	.0%	1.1%	1.7%	.0%	2.7%	.9%	.0%	.3%
.....	100%	57.1%	42.9%	.0%	.0%	57.1%	42.9%	.0%	42.9%	42.9%	.0%	14.3%
NET TV.....	41	18	23	1	10	17	8	5	6	13	3	19
.....	4.2%	3.8%	4.7%	.9%	5.0%	4.6%	4.6%	4.2%	5.5%	3.9%	1.9%	5.1%
.....	100%	43.9%	56.1%	2.4%	24.4%	41.5%	19.5%	12.2%	14.6%	31.7%	7.3%	46.3%
BUSINESS/FINANCE												
NONE.....	710	339	371	86	138	266	130	90	73	245	116	276
.....	73.0%	70.8%	75.3%	78.2%	68.7%	72.7%	74.3%	75.0%	66.4%	73.8%	73.0%	74.4%
.....	100%	47.7%	52.3%	12.1%	19.4%	37.5%	18.3%	12.7%	10.3%	34.5%	16.3%	38.9%
TVM.....	146	78	68	10	31	56	29	20	22	49	25	50
.....	15.0%	16.3%	13.8%	9.1%	15.4%	15.3%	16.6%	16.7%	20.0%	14.8%	15.7%	13.5%
.....	100%	53.4%	46.6%	6.8%	21.2%	38.4%	19.9%	13.7%	15.1%	33.6%	17.1%	34.2%
SUPER 1 TV.....	48	20	28	6	10	20	6	6	2	12	11	23
.....	4.9%	4.2%	5.7%	5.5%	5.0%	5.5%	3.4%	5.0%	1.8%	3.6%	6.9%	6.2%
.....	100%	41.7%	58.3%	12.5%	20.8%	41.7%	12.5%	12.5%	4.2%	25.0%	22.9%	47.9%
SMASH TV.....	2	1	1	0	1	1	0	0	0	0	0	2
.....	.2%	.2%	.2%	.0%	.5%	.3%	.0%	.0%	.0%	.0%	.0%	.5%
.....	100%	50.0%	50.0%	.0%	50.0%	50.0%	.0%	.0%	.0%	.0%	.0%	100%
RAI STATIONS.....	2	1	1	1	1	0	0	0	1	0	1	0
.....	.2%	.2%	.2%	.9%	.5%	.0%	.0%	.0%	.9%	.0%	.6%	.0%
.....	100%	50.0%	50.0%	50.0%	50.0%	.0%	.0%	.0%	50.0%	.0%	50.0%	.0%
MEDIASET CHANNELS....	11	5	6	2	2	2	2	3	1	3	3	4
.....	1.1%	1.0%	1.2%	1.8%	1.0%	.5%	1.1%	2.5%	.9%	.9%	1.9%	1.1%
.....	100%	45.5%	54.5%	18.2%	18.2%	18.2%	18.2%	27.3%	9.1%	27.3%	27.3%	36.4%
OTHER ITALIAN												
STATIONS.....	1	0	1	0	0	1	0	0	0	0	0	1
.....	.1%	.0%	.2%	.0%	.0%	.3%	.0%	.0%	.0%	.0%	.0%	.3%
.....	100%	.0%	100%	.0%	.0%	100%	.0%	.0%	.0%	.0%	.0%	100%
SATELLITE STATIONS...	28	23	5	4	11	11	2	0	6	14	2	6
.....	2.9%	4.8%	1.0%	3.6%	5.5%	3.0%	1.1%	.0%	5.5%	4.2%	1.3%	1.6%

FIRST ROW OF PERCENTAGES = COLUMN PERCENTAGES

SECOND ROW OF PERCENTAGES = ROW PERCENTAGES

BASE = ALL WHO WATCH TV

(continued)

**Table 7.1: Daily Radio Average Audience Share – March 2000**

	RM 1	RM2	SUPER 1	101	IS	BAY	RTK	SMASH	CALYPSO	UNI RADIO	MAS	FM BRONJA	CAPITAL	NONE	TOTAL
Monday	1.57	0.43	3.11	1.35	0.40	1.10	1.68	0.77	0.72	0.00	0.57	0.15	1.11	88.10	100
Tuesday	1.55	0.63	4.37	1.53	0.33	0.82	1.71	0.84	0.66	0.03	0.79	0.10	1.43	86.48	100
Wednesday	1.68	0.25	3.85	2.33	0.13	0.98	2.53	0.41	0.41	0.00	0.79	0.09	1.50	86.68	100
Thursday	1.04	0.20	2.61	2.33	0.36	1.78	2.27	0.39	0.43	0.00	0.61	0.04	1.55	87.85	100
Friday	0.62	0.25	2.15	2.62	0.44	1.57	2.22	0.44	0.54	0.00	0.29	0.06	1.41	88.70	100
Saturday	0.42	0.44	2.93	2.44	0.09	1.19	3.28	0.71	0.47	0.00	0.31	0.08	0.27	88.91	100
Sunday	0.77	0.18	2.42	1.70	0.26	1.34	1.44	0.36	0.70	0.00	0.20	0.21	0.20	90.97	100
Daily Average	1.09	0.34	3.06	2.04	0.29	1.25	2.16	0.56	0.56	0.00	0.51	0.11	1.07	13.06	100

**Table 7.2: Daily Radio Peak Audience Share – March 2000**

	RM 1	RM2	SUPER 1	101	IS	BAY	RTK	SMASH	CALYPSO	UNI RADIO	MAS	FM BRONJA	CAPITAL
Monday	3.85	1.75	9.44	4.20	1.40	3.85	4.90	2.80	3.15	0.00	0.70	0.70	3.15
Tuesday	3.15	1.75	11.89	3.50	1.05	2.80	4.90	2.45	2.10	0.35	1.05	0.35	3.85
Wednesday	3.50	1.05	8.74	5.24	0.70	2.80	4.55	1.40	1.75	0.00	1.75	0.70	4.90
Thursday	2.80	0.70	6.29	5.59	1.40	5.24	5.59	1.75	1.40	0.00	1.40	0.35	4.20
Friday	2.45	1.40	5.94	5.94	1.05	4.20	5.59	1.75	2.10	0.00	0.70	0.35	3.85
Saturday	1.75	1.40	7.34	6.64	0.70	4.20	9.09	2.80	1.40	0.00	0.70	0.70	1.05
Sunday	2.10	0.70	9.44	4.90	1.05	3.50	3.50	1.40	2.10	0.00	0.70	1.05	0.70
Highest Peak	3.85	1.75	11.89	6.64	1.40	5.24	9.09	2.80	3.15	0.35	1.75	1.05	4.90

**Table 7.3: Daily Average Audience Levels: 1999 - 2000**

*(computed on the basis of available time-slot for each station)*

	RM 1	RM2	SUPER 1	UNI RADIO	101	MAS	IS	BAY	RTK	LIVE FM	SMASH	CALYPSO	FM BRONJA	CAPITAL
March 1999: Daily Average	1.06	0.21	3.70	0.01	1.27	0.21	0.46	0.83	1.72	0.00	0.62	0.82	0.08	0.60
October 1999: Daily Average	0.85	0.17	2.64	0.02	1.25	0.10	0.32	0.90	2.26	0.00	0.53	0.60	0.06	0.70
March 2000: Daily Average	1.09	0.34	3.06	0.00	2.04	0.51	0.29	1.25	2.16		0.56	0.56	0.11	1.07

**Table 7.4: Daily Average Audience Levels - Radio 1999 -2000**

*(computed on the basis of audiences between 6.00 a.m. - midnight)*

	RM 1	RM2	SUPER 1	101	IS	BAY	RTK	LIVE FM	SMASH	CALYPSO	UNI RADIO	RADJU MAS	FM BRONJA	CAPITAL
March 1999: Daily Average	1.40	0.28	4.75	1.67	0.62	1.11	1.76	0.00	0.79	1.06	0.02	0.21	0.09	0.76
October 1999: Daily Average	1.07	0.22	3.43	1.66	0.43	1.16	2.31	0.00	0.70	0.77	0.02	0.10	0.05	0.93
March 2000: Daily Average	1.45	0.46	4.01	2.04	0.38	1.66	2.22		0.74	0.73	0.00	0.51	0.14	1.42

**TABLE R1: RADIO LISTENERSHIP: MONDAY**  
(BASE=246\*)

	RM1	RM2	SUPER 1	101	IS	BAY	RTK	SMASH	CALY PSO	UNI RADIO	MAS	FM BRONJA	CAPITAL	NONE	TOTAL
MIDNIGHT	0.35	0.00	0.00		0.00	0.35		0.00	0.00			0.00	0.00	99.30	100
0030	0.35	0.00	0.00		0.00	0.35		0.00	0.00			0.00	0.00	99.30	100
0100	0.35	0.00	0.00		0.00	0.00		0.00	0.00			0.00	0.00	99.65	100
0130	0.00	0.00	0.00		0.00	0.00		0.00	0.00			0.00	0.00	100.00	100
0200	0.00	0.00	0.00		0.00	0.00		0.00	0.00			0.00	0.00	100.00	100
0230	0.00	0.00	0.00		0.00	0.00		0.00	0.00			0.00	0.00	100.00	100
0300	0.00	0.00	0.00		0.00	0.00		0.00	0.00			0.00	0.00	100.00	100
0330	0.00	0.00	0.00		0.00	0.00		0.35	0.00			0.00	0.00	99.65	100
0400	0.00	0.00	0.00		0.00	0.00		0.35	0.00			0.00	0.00	99.65	100
0430	0.00	0.00	0.00		0.00	0.00		0.35	0.00			0.00	0.00	99.65	100
0500	0.00	0.00	0.35		0.00	0.00		0.35	0.00			0.00	0.00	99.30	100
0530	0.35	0.00	0.35		0.00	0.00	0.35	0.35	0.00			0.00	0.00	98.60	100
0600	1.40	0.00	2.10	0.00	0.70	0.00	0.70	0.35	0.00			0.00	0.00	94.76	100
0630	2.10	0.35	3.50	0.35	0.70	0.70	0.70	0.00	0.00			0.00	0.70	90.91	100
0700	2.10	0.35	4.20	1.05	0.35	1.05	2.10	0.35	0.35		0.35	0.35	1.05	86.36	100
0730	1.75	0.35	5.59	1.75	0.70	2.45	1.75	0.70	0.70		0.35	0.35	2.10	81.47	100
0800	2.10	0.70	6.99	2.10	0.70	3.85	3.85	1.75	1.40		0.35	0.35	2.10	73.78	100
0830	1.75	1.05	7.34	2.45	0.70	3.50	3.50	1.75	2.10		0.70	0.35	2.10	72.73	100
0900	3.50	1.05	8.04	3.15	1.05	2.45	4.20	2.45	2.10		0.70	0.35	2.10	68.88	100
0930	3.15	0.70	8.39	4.20	1.40	2.10	4.90	2.80	2.10		0.70	0.35	2.10	67.13	100
1000	3.15	1.05	8.04	3.50	1.40	1.75	4.55	2.45	2.45		0.35	0.35	2.10	68.88	100
1030	3.50	1.05	7.69	3.15	1.40	2.10	4.90	2.45	2.45		0.35	0.35	2.10	68.53	100
1100	3.85	1.05	7.69	3.15	1.40	1.75	4.55	2.45	2.10		0.70	0.70	2.10	68.53	100
1130	3.85	1.05	8.39	2.80	1.40	1.40	4.55	2.45	2.10		0.35	0.35	1.75	69.58	100
NOON	3.15	0.35	9.44	3.15	0.70	1.40	3.15	1.75	3.15		0.35	0.35	1.75	71.33	100
1230	2.80	0.35	7.69	2.80	0.35	1.40	1.75	1.05	2.80		0.70	0.00	1.75	76.57	100
1300	2.80	0.35	6.99	1.40	0.00	1.75	1.75	1.05	1.75		0.70	0.00	2.10	79.37	100
1330	3.15	0.70	6.29	0.70	0.00	1.75	1.75	1.05	1.40		0.70	0.00	2.10	80.42	100
1400	2.45	0.70	3.85	0.70	0.00	1.75	1.40	1.05	1.40		0.70	0.35	2.45	83.22	100
1430	2.10	0.35	2.10	0.70	0.35	1.40	1.40	1.05	1.40		0.70	0.00	2.45	86.01	100
1500	1.40	0.70	2.10	0.70	0.00	2.45	1.40	1.05	0.70		0.70	0.00	3.15	85.66	100
1530	1.40	0.70	1.40	0.00	0.00	2.45	1.40	1.05	0.35		0.70	0.00	3.15	87.41	100
1600	1.75	1.75	1.40	1.05	0.00	2.80	1.40	1.05	0.35		0.70	0.35	2.45	84.97	100
1630	1.40	1.75	1.40	1.40	0.00	2.80	1.05	1.05	0.35	0.00		0.00	1.40	87.41	100
1700	1.40	1.75	1.40	2.10	0.35	1.40	1.05	1.05	0.35	0.00		0.00	1.75	87.41	100
1730	1.40	1.05	1.75	1.75	0.35	1.40	0.35	0.70	0.35	0.00		0.00	1.40	89.51	100
1800	1.75	0.35	3.50	1.05	0.35	1.40	0.35	0.35	0.70	0.00		0.00	1.75	88.46	100
1830	1.75	0.35	3.15	1.05	0.70	1.05	0.35	0.35	0.70	0.00		0.00	1.40	89.16	100
1900	1.75	0.35	2.80	0.70	1.05	0.70	1.05	0.35	0.70	0.00		0.00	0.70	89.86	100
1930	1.40	0.35	2.80	0.35	0.70	0.35	0.35	0.70	0.35	0.00		0.00	0.70	91.96	100
2000	1.75	0.00	2.45	0.00	0.35	0.35	0.35	0.35	0.00	0.00		0.35	0.70	93.36	100
2030	1.75	0.00	1.75	0.00	0.35	0.35	0.70	0.35	0.00	0.00		0.35	0.00	94.41	100
2100	1.40	0.00	2.10	0.00	0.35	0.35	0.35	0.00	0.00	0.00		0.35	0.35	94.76	100
2130	1.40	0.00	2.10	0.00	0.35	0.35	0.35	0.00	0.00	0.00		0.35	0.35	94.76	100
2200	1.05	0.00	1.75	0.35	0.35	0.35	0.00	0.00	0.00	0.00		0.35	0.35	95.45	100
2230	0.70	0.00	1.05	0.35	0.35	0.35	0.00	0.00	0.00			0.35	0.35	96.50	100
2300	1.05	0.00	1.05	0.35	0.35	0.35	0.00	0.00	0.00			0.35	0.35	96.15	100
2330	0.70	0.00	0.35	0.35	0.00	0.35	0.00	0.00	0.00			0.00	0.35	97.90	100
Average	1.57	0.43	3.11	1.35	0.40	1.10	1.68	0.77	0.72	0.00	0.57	0.15	1.11	88.10	100
maximum	3.85	1.75	9.44	4.20	1.40	3.85	4.90	2.80	3.15	0.00	0.70	0.70	3.15	100.00	100
std. dev.	1.13	0.51	2.98	1.20	0.45	1.03	1.58	0.82	0.92	0.00	0.17	0.19	0.99	10.68	7.81
average for 0600-2400 hrs	2.05	0.57	4.13	1.35	0.53	1.45	1.72	0.98	0.96	0.00	0.57	0.20	1.49	84.27	

*\*Note: Data in this Table consolidates the replies of two sets of respondents: Set 'A' respondents were asked about viewing on the day prior to the interview; Set 'B' respondents were asked about viewing two days prior to the interview.*

**TABLE R2: RADIO LISTENERSHIP: TUESDAY**  
(BASE=246\*)

	RM1	RM2	SUPER 1	101	IS	BAY	RTK	SMASH	CALY PSO	UNI RADIO	MAS	FM BRONJA	CAPITAL	NONE	TOTAL
MIDNIGHT	0.00	0.00	0.35		0.00	0.00		0.00	0.00			0.00	0.00	99.65	100
0030	0.00	0.00	0.35		0.00	0.00		0.00	0.00			0.00	0.00	99.65	100
0100	0.00	0.00	0.35		0.00	0.00		0.00	0.00			0.00	0.00	99.65	100
0130	0.00	0.00	0.35		0.00	0.00		0.00	0.00			0.00	0.00	99.65	100
0200	0.00	0.00	0.35		0.00	0.00		0.00	0.00			0.00	0.00	99.65	100
0230	0.00	0.00	0.35		0.00	0.00		0.00	0.00			0.00	0.00	99.65	100
0300	0.00	0.00	0.35		0.00	0.00		0.00	0.00			0.00	0.00	99.65	100
0330	0.00	0.00	0.35		0.00	0.00		0.35	0.00			0.00	0.00	99.30	100
0400	0.00	0.00	0.35		0.00	0.00		0.35	0.00			0.00	0.00	99.30	100
0430	0.00	0.00	0.35		0.00	0.00		0.35	0.00			0.00	0.00	99.30	100
0500	0.35	0.00	0.70		0.00	0.35		0.35	0.00			0.00	0.00	98.25	100
0530	0.35	0.00	0.70		0.00	0.00	0.35	0.00	0.00			0.00	0.35	98.25	100
0600	1.40	0.00	3.15	0.70	0.00	0.00	0.70	0.00	0.00			0.00	0.35	93.71	100
0630	1.40	0.35	4.20	0.70	0.00	0.35	1.05	0.00	0.00			0.35	0.70	90.91	100
0700	1.40	0.70	5.94	2.45	0.00	0.70	1.40	0.35	0.00		0.70	0.00	1.75	84.62	100
0730	1.40	1.05	6.64	2.45	0.70	0.70	1.75	0.70	0.35		1.05	0.00	2.10	81.12	100
0800	2.10	0.70	7.34	3.15	0.35	1.75	3.50	2.10	0.70		1.05	0.00	3.15	74.13	100
0830	2.10	1.40	8.39	3.50	0.35	1.75	3.15	2.10	1.05		1.05	0.00	3.15	72.03	100
0900	2.45	1.40	8.39	3.15	0.70	2.10	4.20	2.10	1.40		1.05	0.35	2.80	69.93	100
0930	2.10	1.40	8.74	3.50	0.70	2.10	4.20	2.10	1.40		0.70	0.00	2.45	70.63	100
1000	2.80	1.40	9.09	3.15	1.05	2.45	4.20	2.45	1.40		0.70	0.35	2.80	68.18	100
1030	2.80	1.05	8.74	3.15	1.05	1.75	4.55	2.45	1.40		0.70	0.35	3.15	68.88	100
1100	3.15	0.70	8.74	2.80	1.05	2.10	3.85	2.45	1.40		0.70	0.35	3.15	69.58	100
1130	2.80	1.40	9.09	2.80	0.70	2.10	3.85	2.45	1.40		1.05	0.35	3.85	68.18	100
NOON	2.45	1.75	10.49	2.80	0.35	1.75	4.90	1.40	2.10		1.05	0.35	3.50	67.13	100
1230	2.45	1.40	11.89	2.80	0.00	1.40	3.15	0.70	2.10		1.05	0.35	2.80	69.93	100
1300	2.10	1.05	11.54	1.75	0.35	1.40	2.10	0.70	1.75		0.70	0.35	2.80	73.43	100
1330	2.10	0.70	10.14	1.05	0.35	1.40	2.10	0.70	1.75		0.70	0.35	2.80	75.87	100
1400	1.75	0.35	7.34	1.05	0.35	1.40	1.75	1.40	1.75		0.70	0.35	3.15	78.67	100
1430	2.45	0.35	6.64	0.70	0.70	1.05	0.70	1.40	1.40		0.70	0.00	2.80	81.12	100
1500	2.80	0.70	6.64	1.05	0.35	1.75	0.35	1.40	1.40		0.70	0.00	3.15	79.72	100
1530	2.80	1.40	5.59	1.05	0.35	1.75	0.35	1.40	0.70		0.35	0.00	2.80	81.47	100
1600	2.45	1.40	5.24	1.40	0.35	2.80	0.70	1.05	1.05		0.35	0.00	3.15	80.07	100
1630	2.45	1.40	4.90	1.40	0.35	2.10	0.70	1.05	0.35	0.00		0.35	2.45	82.52	100
1700	2.45	1.05	4.90	2.10	0.70	1.05	1.75	1.75	0.35	0.00		0.35	2.45	81.12	100
1730	1.40	1.05	5.59	2.10	0.70	0.70	1.05	1.40	0.00	0.00		0.35	2.10	83.57	100
1800	1.75	1.05	5.24	1.40	0.70	0.70	0.70	1.40	0.35	0.00		0.00	2.45	84.27	100
1830	1.75	0.70	4.90	1.40	0.70	0.35	0.70	1.05	0.70	0.00		0.00	1.40	86.36	100
1900	2.10	0.70	4.20	0.35	0.70	0.70	1.75	1.05	1.05	0.00		0.00	0.35	87.06	100
1930	1.75	0.35	2.45	0.35	0.35	0.70	1.40	1.05	1.05	0.00		0.00	0.35	90.21	100
2000	1.75	0.70	1.75	0.35	0.35	0.00	1.40	1.05	1.05	0.35		0.00	0.35	90.91	100
2030	1.75	0.70	1.75	0.35	0.35	0.00	0.35	0.00	0.70	0.00		0.00	0.00	94.06	100
2100	1.75	0.70	1.40	0.35	0.35	0.00	0.35	0.00	0.35	0.00		0.00	0.00	94.76	100
2130	1.75	0.70	1.05	0.00	0.35	0.00	0.35	0.00	0.35	0.00		0.00	0.00	95.45	100
2200	1.75	0.70	1.05	0.00	0.35	0.00	0.00	0.00	0.00	0.00		0.00	0.00	96.15	100
2230	1.40	0.00	0.70	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	97.90	100
2300	1.75	0.00	0.70	0.00	0.00	0.00	0.00	0.00	0.35			0.00	0.00	97.20	100
2330	1.05	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.35			0.00	0.00	98.25	100
average	1.55	0.63	4.37	1.53	0.33	0.82	1.71	0.84	0.66	0.03	0.79	0.10	1.43	86.48	100
maximum	3.15	1.75	11.89	3.50	1.05	2.80	4.90	2.45	2.10	0.35	1.05	0.35	3.85	99.65	100
std. dev.	0.97	0.55	3.64	1.16	0.32	0.86	1.50	0.83	0.67	0.09	0.22	0.16	1.39	11.32	
average for 0600- 2400 hrs	2.05	0.84	5.69	1.53	0.44	1.08	1.75	1.09	0.87	0.03	0.79	0.14	1.89	82.20	

*\*Note: Data in this Table consolidates the replies of two sets of respondents: Set 'A' respondents were asked about viewing on the day prior to the interview; Set 'B' respondents were asked about viewing two days prior to the interview.*

**TABLE R3: RADIO LISTENERSHIP: WEDNESDAY**  
(BASE=246\*)

	RM1	RM2	SUPER 1	101	IS	BAY	RTK	SMASH	CALY PSO	UNI RADIO	MAS	FM BRONJA	CAPITAL	NONE	TOTAL
MIDNIGHT	0.00	0.00	0.00		0.00	0.00		0.00	0.00			0.00	0.00	100.00	100
0030	0.00	0.00	0.00		0.00	0.00		0.00	0.00			0.00	0.00	100.00	100
0100	0.00	0.00	0.00		0.00	0.00		0.00	0.00			0.00	0.00	100.00	100
0130	0.00	0.00	0.00		0.00	0.00		0.00	0.00			0.00	0.00	100.00	100
0200	0.00	0.00	0.00		0.00	0.00		0.00	0.00			0.00	0.00	100.00	100
0230	0.00	0.00	0.00		0.00	0.00		0.00	0.00			0.00	0.00	100.00	100
0300	0.00	0.00	0.00		0.00	0.00		0.00	0.00			0.00	0.00	100.00	100
0330	0.00	0.00	0.00		0.00	0.00		0.00	0.00			0.00	0.00	100.00	100
0400	0.00	0.00	0.00		0.00	0.00		0.00	0.00			0.00	0.00	100.00	100
0430	0.00	0.00	0.00		0.00	0.00		0.00	0.00			0.00	0.00	100.00	100
0500	0.00	0.00	0.70		0.00	0.00		0.00	0.00			0.00	0.00	99.30	100
0530	0.00	0.00	0.35		0.00	0.00	0.35	0.00	0.00			0.00	0.00	99.30	100
0600	1.75	0.00	2.45	0.70	0.00	0.00	1.05	0.00	0.00			0.00	0.35	93.71	100
0630	1.75	0.00	3.15	0.70	0.00	0.00	1.05	0.00	0.00			0.35	0.35	92.66	100
0700	2.10	0.35	4.90	3.50	0.70	0.70	2.10	0.35	0.35		0.70	0.00	0.70	83.57	100
0730	2.10	0.35	5.24	4.20	0.35	1.05	2.45	0.35	0.35		1.05	0.00	0.70	81.82	100
0800	2.10	0.35	5.59	3.15	0.00	1.05	3.50	1.05	0.35		1.40	0.00	2.45	79.02	100
0830	2.10	0.00	6.99	3.50	0.00	1.05	3.85	0.70	0.70		1.75	0.00	2.45	76.92	100
0900	2.10	0.35	7.34	4.55	0.00	2.10	4.55	0.70	1.05		1.40	0.35	3.15	72.38	100
0930	2.45	0.35	8.04	4.90	0.00	2.80	4.20	1.05	1.05		1.40	0.00	4.20	69.58	100
1000	3.50	0.70	8.39	4.90	0.35	2.10	3.85	0.70	1.40		1.40	0.35	4.90	67.48	100
1030	3.50	0.70	6.64	5.24	0.35	2.10	4.20	0.70	1.05		1.05	0.35	4.55	69.58	100
1100	2.45	1.05	6.64	4.55	0.35	2.10	4.55	1.05	1.05		1.05	0.35	4.55	70.28	100
1130	2.45	1.05	7.69	4.20	0.35	2.10	4.20	1.05	1.40		1.05	0.70	4.90	68.88	100
NOON	2.80	1.05	8.74	3.50	0.35	2.10	4.20	1.40	1.05		0.70	0.70	4.90	68.53	100
1230	3.15	0.70	8.74	3.85	0.35	2.10	2.80	1.40	0.70		0.35	0.70	3.85	71.33	100
1300	2.10	0.70	8.04	3.50	0.70	2.10	2.80	1.05	0.00		0.35	0.35	3.85	74.48	100
1330	2.10	0.35	8.04	2.80	0.70	2.10	2.80	0.70	0.00		0.35	0.35	3.85	75.87	100
1400	1.75	0.35	6.64	2.10	0.35	2.45	3.50	0.70	0.00		0.35	0.00	3.85	77.97	100
1430	2.80	0.00	6.99	2.10	0.35	2.45	3.50	0.70	0.00		0.35	0.00	3.15	77.62	100
1500	2.80	0.00	6.99	2.10	0.35	2.80	3.15	0.70	0.00		0.35	0.00	3.15	77.62	100
1530	2.45	0.35	6.64	1.75	0.35	2.45	2.45	1.05	0.00		0.00	0.00	3.15	79.37	100
1600	2.45	0.35	6.64	2.80	0.00	2.45	3.15	1.05	0.00		0.00	0.00	2.10	79.02	100
1630	2.45	0.35	5.59	2.45	0.00	1.05	3.85	0.70	0.35	0.00		0.00	1.75	81.47	100
1700	3.15	0.35	5.94	2.80	0.35	2.45	3.50	0.35	1.05	0.00		0.00	1.40	78.67	100
1730	2.45	0.70	5.59	2.45	0.00	2.10	3.15	0.35	1.40	0.00		0.00	1.40	80.42	100
1800	2.80	0.35	5.24	1.40	0.00	1.05	3.15	0.35	1.75	0.00		0.00	1.40	82.52	100
1830	2.80	0.35	4.55	1.05	0.00	0.00	2.45	0.35	1.40	0.00		0.00	0.70	86.36	100
1900	3.15	0.70	4.20	1.05	0.00	0.00	3.85	0.35	1.05	0.00		0.00	0.35	85.31	100
1930	2.45	0.35	2.80	0.70	0.00	0.35	2.80	0.35	1.05	0.00		0.00	0.00	89.16	100
2000	2.45	0.00	1.75	0.70	0.00	0.70	1.05	0.35	0.70	0.00		0.00	0.00	92.31	100
2030	2.45	0.00	1.75	0.70	0.00	0.35	0.35	0.00	0.35	0.00		0.00	0.00	94.06	100
2100	1.40	0.00	1.40	0.70	0.00	0.35	0.35	0.00	0.00	0.00		0.00	0.00	95.80	100
2130	1.05	0.00	1.40	0.35	0.00	0.70	0.35	0.00	0.00	0.00		0.00	0.00	96.15	100
2200	1.05	0.00	1.40	0.35	0.00	0.00	0.35	0.00	0.00	0.00		0.00	0.00	96.85	100
2230	1.05	0.00	0.70	0.35	0.00	0.00	0.35	0.00	0.00	0.00		0.00	0.00	97.55	100
2300	0.70	0.00	0.70	0.35	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	98.25	100
2330	0.35	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00			0.00	0.00	99.30	100
average	1.68	0.25	3.85	2.33	0.13	0.98	2.53	0.41	0.41	0.00	0.79	0.09	1.50	86.68	
maximum	3.50	1.05	8.74	5.24	0.70	2.80	4.55	1.40	1.75	0.00	1.75	0.70	4.90	100.00	
std. dev.	1.16	0.32	3.13	1.57	0.21	1.03	1.47	0.44	0.54	0.00	0.52	0.20	1.76	11.38	
average for 0600-2400 hrs	2.23	0.34	5.11	2.33	0.17	1.31	2.59	0.54	0.54	0.00	0.79	0.13	2.00	82.27	

*\*Note: Data in this Table consolidates the replies of two sets of respondents: Set 'A' respondents were asked about viewing on the day prior to the interview; Set 'B' respondents were asked about viewing two days prior to the interview.*

**TABLE R4: RADIO LISTENERSHIP: THURSDAY**  
(BASE=246\*)

	RM1	RM2	SUPER 1	101	IS	BAY	RTK	SMASH	CALY PSO	UNI RADIO	MAS	FM BRONJA	CAPITAL	NONE	TOTAL
MIDNIGHT	0.00	0.00	0.35		0.00	0.00		0.00	0.00			0.00	0.00	99.65	100
0030	0.00	0.00	0.35		0.00	0.00		0.00	0.00			0.00	0.00	99.65	100
0100	0.00	0.00	0.35		0.00	0.00		0.00	0.00			0.00	0.00	99.65	100
0130	0.00	0.00	0.35		0.00	0.00		0.00	0.00			0.00	0.00	99.65	100
0200	0.00	0.00	0.35		0.00	0.00		0.00	0.00			0.00	0.00	99.65	100
0230	0.00	0.00	0.35		0.00	0.00		0.00	0.00			0.00	0.00	99.65	100
0300	0.00	0.00	0.35		0.00	0.35		0.00	0.00			0.00	0.00	99.30	100
0330	0.00	0.00	0.35		0.00	0.35		0.00	0.00			0.00	0.00	99.30	100
0400	0.00	0.00	0.35		0.00	0.35		0.00	0.00			0.00	0.00	99.30	100
0430	0.00	0.00	0.35		0.00	0.00		0.00	0.00			0.00	0.00	99.65	100
0500	0.00	0.00	1.05		0.00	0.00		0.00	0.00			0.00	0.00	98.95	100
0530	0.00	0.00	1.05		0.00	0.00	0.35	0.00	0.35			0.00	0.00	98.25	100
0600	1.05	0.00	1.40	0.35	0.00	0.00	0.70	0.00	0.35			0.00	0.00	96.15	100
0630	1.05	0.00	2.45	0.35	0.00	0.35	0.70	0.00	1.05			0.00	0.00	94.06	100
0700	1.75	0.00	4.20	0.70	1.05	1.75	2.10	0.35	1.40		0.00	0.00	0.35	86.36	100
0730	2.10	0.00	4.90	1.40	1.05	2.45	2.10	0.35	1.05		0.00	0.35	1.75	82.52	100
0800	2.45	0.00	5.94	1.40	1.05	1.75	3.85	0.35	1.05		1.05	0.35	2.80	77.97	100
0830	2.45	0.00	5.24	2.10	1.05	2.80	4.20	0.70	0.70		1.05	0.35	2.45	76.92	100
0900	2.45	0.35	4.90	4.90	1.40	3.85	5.24	0.70	1.05		1.05	0.35	2.80	70.98	100
0930	2.45	0.70	4.90	5.24	1.05	3.85	5.24	0.70	0.70		1.40	0.00	3.85	69.93	100
1000	2.80	0.70	5.94	5.59	0.70	3.15	5.59	0.70	0.70		1.40	0.00	4.20	68.53	100
1030	2.80	0.70	5.59	5.59	0.70	3.50	5.59	0.70	0.35		1.05	0.00	4.20	69.23	100
1100	2.45	0.70	4.90	5.24	0.70	3.50	5.24	0.70	0.35		1.05	0.00	4.20	70.98	100
1130	2.45	0.70	5.59	4.90	0.70	3.50	4.90	0.70	0.70		1.05	0.00	4.20	70.63	100
NOON	1.75	0.35	5.94	4.20	0.70	3.85	4.55	0.70	0.35		0.70	0.00	3.85	73.08	100
1230	2.10	0.35	6.29	4.20	0.70	3.85	2.45	0.70	0.35		0.35	0.00	3.50	75.17	100
1300	2.10	0.70	4.90	3.50	0.35	4.20	2.80	0.70	0.00		0.35	0.00	3.85	76.57	100
1330	2.10	0.70	4.55	2.80	0.35	3.85	2.80	0.35	0.35		0.35	0.00	3.85	77.97	100
1400	2.10	0.35	3.15	3.15	0.35	4.20	2.45	0.70	0.35		0.35	0.35	3.50	79.02	100
1430	2.45	0.70	2.80	3.15	0.35	3.85	2.10	0.70	0.35		0.35	0.35	3.50	79.37	100
1500	2.10	0.70	2.80	2.80	0.35	4.55	2.45	1.05	0.00		0.00	0.00	3.50	79.72	100
1530	1.75	0.70	3.50	2.45	0.35	4.20	1.75	1.05	0.00		0.00	0.00	3.50	80.77	100
1600	1.40	0.35	2.80	3.50	0.35	3.85	1.75	1.75	0.00		0.00	0.00	3.15	81.12	100
1630	1.05	0.35	2.45	3.50	0.35	3.85	1.40	0.70	0.35	0.00		0.00	2.45	83.57	100
1700	1.75	0.35	2.80	3.15	0.35	5.24	1.40	0.70	0.70	0.00		0.00	2.45	81.12	100
1730	1.05	0.00	2.80	3.15	0.35	3.50	2.10	0.70	1.05	0.00		0.00	1.40	83.92	100
1800	1.05	0.35	4.55	3.15	1.05	1.75	2.80	0.35	1.40	0.00		0.00	0.70	82.87	100
1830	0.35	0.00	3.85	1.40	0.70	1.05	1.75	0.35	1.40	0.00		0.00	1.05	88.11	100
1900	0.35	0.00	2.45	1.05	0.35	1.05	2.80	0.35	1.40	0.00		0.00	0.70	89.51	100
1930	0.35	0.00	2.10	0.00	0.35	0.35	2.10	0.35	1.40	0.00		0.00	0.35	92.66	100
2000	0.00	0.00	1.05	0.00	0.70	0.00	0.00	0.35	1.05	0.00		0.00	0.35	96.50	100
2030	0.00	0.00	0.70	0.00	0.00	0.00	0.00	0.35	0.35	0.00		0.00	0.35	98.25	100
2100	0.00	0.00	0.70	0.35	0.00	0.00	0.00	0.35	0.00	0.00		0.00	0.35	98.25	100
2130	0.00	0.00	0.70	0.35	0.00	0.00	0.00	0.35	0.00	0.00		0.00	0.35	98.25	100
2200	0.00	0.00	0.70	0.35	0.00	0.00	0.00	0.35	0.00	0.00		0.00	0.35	98.25	100
2230	0.00	0.00	0.70	0.00	0.00	0.35	0.00	0.00	0.00	0.00		0.00	0.35	98.60	100
2300	0.00	0.00	0.70	0.00	0.00	0.35	0.35	0.00	0.00	0.00		0.00	0.35	98.25	100
2330	0.00	0.00	0.70	0.00	0.00	0.00	0.35	0.00	0.00			0.00	0.00	98.95	100
average	1.04	0.20	2.61	2.33	0.36	1.78	2.27	0.39	0.43	0.00	0.61	0.04	1.55	87.85	
maximum	2.80	0.70	6.29	5.59	1.40	5.24	5.59	1.75	1.40	0.00	1.40	0.35	4.20	99.65	
std. dev.	1.04	0.28	2.02	1.87	0.40	1.78	1.78	0.38	0.49	0.00	0.49	0.12	1.63	10.96	
average for 0600-2400 hrs	1.39	0.27	3.32	2.33	0.49	2.34	2.32	0.52	0.56	0.00	0.61	0.06	2.07	84.00	

*\*Note: Data in this Table consolidates the replies of two sets of respondents: Set 'A' respondents were asked about viewing on the day prior to the interview; Set 'B' respondents were asked about viewing two days prior to the interview.*

**TABLE R5: RADIO LISTENERSHIP: FRIDAY**  
(BASE=246\*)

	RM1	RM2	SUPER 1	101	IS	BAY	RTK	SMASH	CALY PSO	UNI RADIO	MAS	FM BRONJA	CAPITAL	NONE	TOTAL
MIDNIGHT	0.00	0.00	0.35		0.00	0.00		0.00	0.00			0.00	0.00	99.65	100
0030	0.00	0.00	0.35		0.00	0.00		0.00	0.00			0.00	0.00	99.65	100
0100	0.00	0.00	0.35		0.00	0.00		0.00	0.00			0.00	0.00	99.65	100
0130	0.00	0.00	0.35		0.00	0.00		0.00	0.00			0.00	0.00	99.65	100
0200	0.00	0.00	0.35		0.00	0.00		0.00	0.00			0.00	0.00	99.65	100
0230	0.00	0.00	0.35		0.00	0.00		0.00	0.00			0.00	0.00	99.65	100
0300	0.00	0.00	0.35		0.00	0.00		0.00	0.00			0.00	0.00	99.65	100
0330	0.00	0.00	0.35		0.00	0.00		0.00	0.00			0.00	0.00	99.65	100
0400	0.00	0.00	0.35		0.00	0.00		0.00	0.00			0.00	0.00	99.65	100
0430	0.00	0.00	0.35		0.00	0.00		0.00	0.00			0.00	0.00	99.65	100
0500	0.00	0.00	0.70		0.00	0.00		0.00	0.00			0.00	0.00	99.30	100
0530	0.00	0.00	1.05		0.00	0.00	0.00	0.00	0.00			0.00	0.00	98.95	100
0600	0.00	0.35	1.75	0.70	0.35	0.00	1.05	0.00	0.00			0.00	0.00	95.45	100
0630	0.00	0.35	2.10	1.75	0.35	0.35	1.05	0.35	0.35			0.35	0.00	92.66	100
0700	0.35	0.35	3.50	2.10	0.70	1.40	2.10	0.35	1.40		0.35	0.00	1.40	86.01	100
0730	1.05	0.35	3.15	2.45	0.70	2.45	1.75	1.05	1.75		0.70	0.00	2.45	82.17	100
0800	1.40	0.35	3.15	3.15	0.70	1.75	3.85	0.70	2.10		0.70	0.00	2.45	79.72	100
0830	1.75	0.70	3.15	3.15	0.70	2.45	3.85	0.70	1.75		0.35	0.00	2.45	79.02	100
0900	2.45	1.40	2.80	4.20	1.05	4.20	4.55	1.05	1.75		0.35	0.00	2.80	73.43	100
0930	2.45	1.40	3.85	4.90	1.05	3.85	4.90	1.05	1.75		0.35	0.00	3.15	71.33	100
1000	2.45	0.70	4.20	5.59	1.05	3.15	4.90	1.40	1.40		0.70	0.00	3.50	70.98	100
1030	2.10	0.70	4.20	5.59	1.05	2.80	4.90	1.75	1.05		0.70	0.00	3.50	71.68	100
1100	2.10	0.70	4.20	5.94	1.05	3.15	5.59	1.40	1.05		0.35	0.00	3.50	70.98	100
1130	2.10	0.70	3.85	5.94	1.05	3.15	5.59	1.05	0.70		0.35	0.00	3.50	72.03	100
NOON	1.75	0.35	5.94	5.59	0.70	2.80	5.24	1.05	0.70		0.00	0.00	3.15	72.73	100
1230	1.40	0.35	5.24	4.55	0.70	3.15	3.85	1.05	0.70		0.00	0.00	3.15	75.87	100
1300	1.05	0.35	4.20	3.85	1.05	2.80	3.15	0.70	0.35		0.00	0.35	3.15	79.02	100
1330	0.70	0.35	3.85	2.80	0.70	2.45	2.80	0.70	0.70		0.35	0.35	3.50	80.77	100
1400	0.70	0.35	3.50	3.50	0.70	2.80	2.45	0.70	0.70		0.35	0.00	3.15	81.12	100
1430	0.70	0.35	2.80	3.15	0.35	2.80	2.10	0.70	1.05		0.00	0.00	3.50	82.52	100
1500	0.70	0.35	2.45	3.15	0.70	4.20	1.75	0.70	0.70		0.00	0.00	3.50	81.82	100
1530	0.35	0.70	2.45	3.15	0.70	4.20	2.10	0.70	0.35		0.00	0.00	3.85	81.47	100
1600	0.00	0.35	2.45	3.15	0.70	3.15	2.10	1.05	0.35		0.00	0.00	3.15	83.57	100
1630	0.00	0.35	2.45	3.50	0.70	2.45	2.10	1.05	0.35	0.00		0.00	2.80	84.27	100
1700	0.35	0.35	2.45	4.20	0.70	2.80	2.45	0.70	0.70	0.00		0.00	1.40	83.92	100
1730	0.00	0.00	2.80	2.80	0.70	2.10	1.40	0.70	0.70	0.00		0.00	0.70	88.11	100
1800	0.35	0.00	3.50	3.15	1.05	2.45	1.40	0.00	0.70	0.00		0.00	0.00	87.41	100
1830	0.35	0.00	2.80	1.75	1.05	1.75	0.70	0.00	0.70	0.00		0.00	0.35	90.56	100
1900	0.35	0.00	2.10	0.35	0.35	1.40	1.75	0.00	0.35	0.00		0.00	0.35	93.01	100
1930	0.00	0.00	2.10	0.35	0.35	0.70	1.05	0.00	0.35	0.00		0.00	0.70	94.41	100
2000	0.00	0.00	1.05	0.00	0.00	0.70	0.70	0.35	0.70	0.00		0.00	0.35	96.15	100
2030	0.00	0.00	0.70	0.00	0.00	1.05	0.70	0.35	0.35	0.00		0.00	0.35	96.50	100
2100	0.35	0.00	0.70	0.00	0.00	0.70	0.35	0.00	0.00	0.00		0.00	0.35	97.55	100
2130	0.35	0.00	0.35	0.00	0.00	0.70	0.00	0.00	0.00	0.00		0.35	0.35	97.90	100
2200	0.35	0.00	1.05	0.00	0.00	0.70	0.00	0.00	0.00	0.00		0.35	0.35	97.20	100
2230	0.70	0.00	1.05	0.00	0.00	0.70	0.00	0.00	0.00	0.00		0.35	0.35	96.85	100
2300	0.70	0.00	1.05	0.00	0.00	0.35	0.00	0.00	0.35	0.00		0.35	0.35	96.85	100
2330	0.35	0.00	1.05	0.00	0.00	0.00	0.00	0.00	0.00			0.35	0.35	97.90	100
average	0.62	0.25	2.15	2.62	0.44	1.57	2.22	0.44	0.54	0.00	0.29	0.06	1.41	88.70	
maximum	2.45	1.40	5.94	5.94	1.05	4.20	5.59	1.75	2.10	0.00	0.70	0.35	3.85	99.65	
std. dev.	0.78	0.34	1.51	1.96	0.41	1.40	1.76	0.49	0.58	0.00	0.26	0.13	1.47	10.10	
average for 0600-2400 hrs	0.83	0.34	2.72	2.62	0.58	2.10	2.28	0.59	0.72	0.00	0.29	0.08	1.88	85.08	

*\*Note: Data in this Table consolidates the replies of two sets of respondents: Set 'A' respondents were asked about viewing on the day prior to the interview; Set 'B' respondents were asked about viewing two days prior to the interview.*

**TABLE R6: RADIO LISTENERSHIP: SATURDAY**  
(BASE=246\*)

	RM1	RM2	SUPER 1	101	IS	BAY	RTK	SMASH	CALY PSO	UNI RADIO	MAS	FM BRONJA	CAPITAL	NONE	TOTAL
MIDNIGHT	0.00	0.00	0.00		0.00	0.00		0.00	0.00			0.00	0.00	100.00	100
0030	0.00	0.00	0.00		0.00	0.00		0.00	0.00			0.00	0.00	100.00	100
0100	0.00	0.00	0.00		0.00	0.00		0.00	0.00			0.00	0.00	100.00	100
0130	0.00	0.00	0.00		0.00	0.00		0.00	0.00			0.00	0.00	100.00	100
0200	0.00	0.00	0.00		0.00	0.00		0.00	0.00			0.00	0.00	100.00	100
0230	0.00	0.00	0.00		0.00	0.00		0.00	0.00			0.00	0.00	100.00	100
0300	0.00	0.00	0.00		0.00	0.00		0.00	0.35			0.00	0.00	99.65	100
0330	0.00	0.00	0.00		0.00	0.00		0.00	0.35			0.00	0.00	99.65	100
0400	0.00	0.00	0.00		0.00	0.00		0.00	0.35			0.00	0.00	99.65	100
0430	0.00	0.00	0.00		0.00	0.00		0.00	0.35			0.00	0.00	99.65	100
0500	0.00	0.00	0.00		0.00	0.35		0.00	0.35			0.00	0.00	99.30	100
0530	0.00	0.00	0.35		0.00	0.35	0.00	0.00	0.35			0.00	0.00	98.95	100
0600	0.35	0.00	1.75	1.40	0.00	0.00	1.40	0.35	0.00			0.00	0.00	94.76	100
0630	0.35	0.00	2.45	1.75	0.00	0.35	1.40	0.70	0.35			0.70	0.35	91.61	100
0700	1.05	0.00	2.80	2.45	0.00	0.70	2.45	1.05	1.05		0.00	0.35	1.05	87.06	100
0730	1.05	0.00	3.85	2.45	0.35	0.70	2.45	1.05	1.40		0.00	0.35	1.05	85.31	100
0800	1.05	0.70	4.90	2.80	0.35	1.40	4.90	0.70	1.05		0.00	0.35	0.70	81.12	100
0830	1.05	0.70	4.90	2.80	0.00	1.75	5.59	1.05	1.05		0.35	0.35	1.05	79.37	100
0900	1.75	1.40	5.24	3.85	0.00	3.85	7.34	1.05	1.05		0.35	0.35	1.05	72.73	100
0930	1.75	1.05	5.59	3.85	0.00	3.50	8.04	1.05	1.05		0.70	0.00	1.05	72.38	100
1000	1.75	1.40	5.59	4.20	0.35	4.20	8.74	1.40	1.05		0.70	0.00	1.05	69.58	100
1030	1.05	1.40	6.64	4.55	0.35	3.85	8.39	2.10	0.70		0.70	0.00	1.05	69.23	100
1100	1.40	1.40	6.99	4.90	0.35	3.50	8.39	2.10	0.70		0.70	0.00	1.05	68.53	100
1130	1.40	1.40	7.34	4.90	0.35	3.50	9.09	2.10	0.00		0.70	0.00	1.05	68.18	100
NOON	1.05	1.40	7.34	6.64	0.70	2.45	6.29	2.80	0.35		0.35	0.00	0.35	70.28	100
1230	0.70	0.70	6.64	4.20	0.70	2.10	5.24	2.10	0.35		0.35	0.00	0.35	76.57	100
1300	0.70	0.70	5.24	4.55	0.35	1.75	4.20	2.10	0.35		0.35	0.00	0.35	79.37	100
1330	0.35	0.35	5.59	3.50	0.00	1.40	3.50	1.75	0.35		0.35	0.00	0.35	82.52	100
1400	0.35	0.35	4.20	3.15	0.00	2.10	3.15	1.40	0.35		0.35	0.00	0.35	84.27	100
1430	0.70	0.35	3.85	2.45	0.00	1.40	3.15	1.75	0.70		0.00	0.35	0.35	84.97	100
1500	0.70	0.70	4.20	2.80	0.00	1.40	3.15	1.05	0.70		0.00	0.35	0.00	84.97	100
1530	0.35	0.70	4.20	2.80	0.00	1.75	3.15	1.05	0.70		0.00	0.35	0.35	84.62	100
1600	0.35	0.70	4.20	3.15	0.00	1.40	3.15	1.05	0.70		0.00	0.00	0.00	85.31	100
1630	0.35	0.35	4.20	3.50	0.00	1.75	2.45	1.05	0.70	0.00		0.00	0.00	85.66	100
1700	0.35	0.70	4.90	2.45	0.00	1.75	2.45	1.40	0.70	0.00		0.00	0.00	85.31	100
1730	0.35	1.05	4.55	2.45	0.00	1.40	1.75	1.05	0.70	0.00		0.00	0.00	86.71	100
1800	0.00	1.05	3.85	1.75	0.00	1.40	1.75	0.70	0.70	0.00		0.00	0.00	88.81	100
1830	0.00	1.05	3.50	1.40	0.00	1.40	2.10	0.35	0.70	0.00		0.00	0.00	89.51	100
1900	0.00	0.70	2.80	1.05	0.00	1.05	2.10	0.00	0.35	0.00		0.00	0.00	91.96	100
1930	0.00	0.35	2.45	0.35	0.00	0.70	1.05	0.00	0.35	0.00		0.00	0.00	94.76	100
2000	0.00	0.35	2.10	0.35	0.00	1.05	0.70	0.00	0.35	0.00		0.00	0.00	95.10	100
2030	0.00	0.00	1.40	0.35	0.00	1.05	0.70	0.00	0.35	0.00		0.00	0.00	96.15	100
2100	0.00	0.00	1.40	0.35	0.00	0.70	0.70	0.00	0.35	0.00		0.00	0.00	96.50	100
2130	0.00	0.00	1.05	0.35	0.00	0.35	0.70	0.00	0.35	0.00		0.00	0.00	97.20	100
2200	0.00	0.00	1.40	0.35	0.00	0.35	0.35	0.00	0.35	0.00		0.00	0.00	97.20	100
2230	0.00	0.00	1.40	0.00	0.00	0.35	0.70	0.00	0.00	0.00		0.00	0.00	97.55	100
2300	0.00	0.00	1.05	0.00	0.00	0.35	0.35	0.00	0.35			0.00	0.00	97.90	100
2330	0.00	0.00	0.70	0.00	0.35	0.00	0.35	0.00	0.35			0.35	0.00	97.90	100
average	0.42	0.44	2.93	2.44	0.09	1.19	3.28	0.71	0.47	0.00	0.31	0.08	0.27	88.91	
maximum	1.75	1.40	7.34	6.64	0.70	4.20	9.09	2.80	1.40	0.00	0.70	0.70	1.05	100.00	
std. dev.	0.54	0.50	2.35	1.68	0.18	1.18	2.70	0.79	0.35	0.00	0.28	0.16	0.41	10.28	
average for 0600-2400 hrs	0.56	0.58	3.89	2.44	0.12	1.57	3.37	0.95	0.57	0.00	0.31	0.11	0.36	85.30	

*\*Note: Data in this Table consolidates the replies of two sets of respondents: Set 'A' respondents were asked about viewing on the day prior to the interview; Set 'B' respondents were asked about viewing two days prior to the interview.*

**TABLE R7: RADIO LISTENERSHIP: SUNDAY**  
(BASE=246\*)

	RM1	RM2	SUPER 1	101	IS	BAY	RTK	SMASH	CALY PSO	UNI RADIO	MAS	FM BRONJA	CAPITAL	NONE	TOTAL
MIDNIGHT	0.00	0.00	0.00		0.00	0.00		0.00	0.00			0.00	0.00	100.00	100
0030	0.00	0.00	0.00		0.00	0.00		0.00	0.00			0.00	0.00	100.00	100
0100	0.00	0.00	0.00		0.00	0.00		0.00	0.00			0.00	0.00	100.00	100
0130	0.00	0.00	0.00		0.00	0.00		0.00	0.00			0.00	0.00	100.00	100
0200	0.00	0.00	0.00		0.00	0.00		0.00	0.35			0.00	0.00	99.65	100
0230	0.00	0.00	0.00		0.00	0.00		0.00	0.35			0.00	0.00	99.65	100
0300	0.00	0.00	0.00		0.00	0.00		0.00	0.35			0.00	0.00	99.65	100
0330	0.00	0.00	0.00		0.00	0.00		0.00	0.35			0.00	0.00	99.65	100
0400	0.00	0.00	0.00		0.00	0.00		0.00	0.35			0.00	0.00	99.65	100
0430	0.00	0.00	0.00		0.00	0.00		0.00	0.00			0.00	0.00	100.00	100
0500	0.00	0.00	0.00		0.00	0.00		0.00	0.00			0.00	0.00	100.00	100
0530	0.00	0.00	0.00		0.00	0.00	0.00	0.00	0.00			0.35	0.00	99.30	100
0600	0.35	0.00	1.40	0.35	0.00	0.00	0.70	0.00	0.00			0.35	0.00	96.50	100
0630	0.70	0.00	2.80	0.35	0.00	0.35	0.35	0.00	0.35			0.35	0.35	94.06	100
0700	1.75	0.35	3.15	0.35	0.35	1.05	1.05	0.00	0.70		0.35	0.35	0.70	89.86	100
0730	1.40	0.70	4.55	0.35	1.05	1.40	1.40	0.00	1.05		0.00	0.35	0.70	87.06	100
0800	2.10	0.70	4.55	1.75	0.70	1.40	2.10	0.35	1.75		0.35	0.70	0.70	82.87	100
0830	1.75	0.70	4.90	1.75	0.35	1.75	1.75	0.70	1.75		0.35	0.70	0.70	82.87	100
0900	1.75	0.35	5.59	2.80	0.35	2.10	1.75	1.05	1.75		0.35	0.70	0.70	80.77	100
0930	1.40	0.00	6.99	3.15	0.70	2.45	2.10	1.05	1.75		0.70	0.70	0.70	78.32	100
1000	1.75	0.00	7.34	4.55	0.70	3.50	2.80	1.05	2.10		0.70	1.05	0.70	73.78	100
1030	1.40	0.00	7.34	4.55	1.05	2.80	3.15	1.05	2.10		0.35	1.05	0.70	74.48	100
1100	1.05	0.00	8.39	4.90	0.70	3.50	3.50	1.05	2.10		0.35	0.70	0.70	73.08	100
1130	1.05	0.00	9.44	4.90	0.70	3.15	3.50	1.05	1.40		0.35	0.35	0.35	73.78	100
NOON	1.75	0.35	6.99	4.90	0.70	3.15	2.80	1.40	1.40		0.00	0.35	0.00	76.22	100
1230	1.75	0.35	5.24	3.15	0.00	1.40	1.75	0.70	1.05		0.00	0.70	0.00	83.92	100
1300	1.75	0.35	4.55	3.15	0.00	2.45	1.40	1.05	1.40		0.00	0.35	0.00	83.57	100
1330	1.75	0.35	3.15	2.45	0.00	1.75	1.40	0.70	1.40		0.00	0.35	0.00	86.71	100
1400	0.70	0.35	2.45	1.75	0.70	2.45	1.75	0.35	1.40		0.00	0.35	0.00	87.76	100
1430	0.70	0.35	2.45	1.40	0.35	2.45	2.10	0.35	1.40		0.00	0.35	0.35	87.76	100
1500	1.05	0.70	2.10	1.40	0.70	3.15	1.75	0.70	0.70		0.00	0.00	0.00	87.76	100
1530	1.05	0.70	2.10	1.40	0.35	2.45	1.40	1.05	0.70		0.00	0.00	0.00	88.81	100
1600	1.05	0.35	2.10	1.75	0.00	3.50	2.10	0.70	0.70		0.00	0.00	0.00	87.76	100
1630	1.75	0.35	1.75	1.40	0.35	3.50	1.75	0.70	0.35	0.00		0.00	0.00	87.76	100
1700	1.75	0.35	1.75	1.75	0.35	3.15	2.10	0.35	0.70	0.00		0.00	0.00	87.41	100
1730	1.75	0.35	1.75	1.40	0.35	2.10	1.40	0.70	0.70	0.00		0.00	0.00	89.16	100
1800	0.70	0.35	1.40	1.75	0.70	1.75	1.05	0.70	0.35	0.00		0.00	0.00	90.91	100
1830	0.70	0.35	1.75	1.05	0.00	0.70	1.05	0.70	0.35	0.00		0.00	0.00	93.01	100
1900	0.35	0.35	1.40	0.35	0.00	1.05	1.40	0.00	0.35	0.00		0.00	0.00	94.41	100
1930	0.35	0.00	1.05	0.35	0.00	1.05	0.70	0.00	0.00	0.00		0.00	0.00	96.15	100
2000	0.35	0.00	0.70	0.35	0.00	1.05	0.35	0.00	0.00	0.00		0.00	0.00	96.85	100
2030	0.35	0.00	0.70	0.35	0.00	1.05	0.35	0.00	0.00	0.00		0.00	0.00	96.85	100
2100	0.35	0.00	0.70	0.00	0.00	1.05	0.35	0.00	0.35	0.00		0.00	0.35	96.50	100
2130	0.35	0.00	0.70	0.35	0.00	0.35	0.35	0.00	0.35	0.00		0.00	0.35	96.85	100
2200	0.35	0.00	1.75	0.35	0.00	0.35	0.35	0.00	0.35	0.00		0.00	0.35	95.80	100
2230	0.00	0.00	1.40	0.35	0.35	0.35	0.70	0.00	0.35	0.00		0.00	0.35	95.80	100
2300	0.00	0.00	1.05	0.35	0.35	0.35	0.35	0.00	0.35	0.00		0.00	0.35	96.50	100
2330	0.00	0.00	0.70	0.00	0.70	0.35	0.35	0.00	0.35			0.00	0.35	97.20	100
average	0.77	0.18	2.42	1.70	0.26	1.34	1.44	0.36	0.70	0.00	0.20	0.21	0.20	90.97	
maximum	2.10	0.70	9.44	4.90	1.05	3.50	3.50	1.40	2.10	0.00	0.70	1.05	0.70	100.00	
std. dev.	0.71	0.24	2.54	1.52	0.32	1.22	0.92	0.44	0.66	0.00	0.24	0.30	0.28	8.26	
average for 0600-2400 hrs	1.03	0.24	3.22	1.70	0.35	1.79	1.48	0.49	0.88	0.00	0.20	0.27	0.26	88.02	

*\*Note: Data in this Table consolidates the replies of two sets of respondents: Set 'A' respondents were asked about viewing on the day prior to the interview; Set 'B' respondents were asked about viewing two days prior to the interview.*

**Table 8.1 TV Audience Average Share (March 2000)**

	TVM	SUPER 1	NET TV	MAX PLUS	RAI	MEDIASET	OTHER ITALIAN	SMASH	CHANNEL 12	CHANNEL 22	SATELLITE	NONE
Monday	2.33	5.90	2.55	0.11	0.70	1.63	0.34	0.01	0.05	0.07	0.97	88.66
Tuesday	1.92	6.44	2.65	0.24	0.88	2.08	0.19	0.09	0.18	0.04	0.86	88.00
Wednesday	3.30	3.41	3.97	0.29	0.91	2.01	0.21	0.05	0.01	0.00	0.93	88.69
Thursday	2.12	2.15	7.17	0.20	1.03	2.55	0.26	0.11	0.30	0.16	0.97	88.74
Friday	5.76	2.49	3.12	0.21	0.47	1.81	0.18	0.05	0.05	0.16	0.86	87.78
Saturday	3.12	2.89	4.60	0.34	0.72	2.02	0.54	0.11	0.02	0.10	1.57	88.29
Sunday	3.80	4.33	6.01	0.19	0.44	1.53	0.24	0.01	0.01	0.00	1.42	86.72
Daily Average	3.19	3.94	4.30	0.22	0.74	1.95	0.28	0.06	0.09	0.08	1.08	88.13

**Table 8.2 Daily Peak TV Audience Share (March 2000)**

	TVM	SUPER 1	NET TV	MAX PLUS	RAI	MEDIASET	OTHER ITALIAN	SMASH	CHANNEL 12	CHANNEL 22	SATELLITE
Monday	25.52	32.52	7.34	0.70	2.45	8.04	1.75	0.35	0.35	0.35	5.59
Tuesday	20.28	37.06	10.49	1.40	3.85	11.54	1.05	0.70	1.75	0.35	3.85
Wednesday	25.87	18.53	10.14	1.75	5.59	13.29	1.05	0.35	0.35	0.00	3.50
Thursday	25.52	16.43	15.03	1.40	6.99	15.38	1.75	0.70	3.15	0.70	4.20
Friday	44.06	17.83	12.24	0.70	3.15	7.69	1.05	0.35	0.35	1.05	3.15
Saturday	23.08	15.73	13.29	1.40	4.90	11.54	2.45	0.70	0.35	0.35	5.24
Sunday	20.63	23.43	13.29	0.70	1.75	7.34	0.70	0.35	0.35	0.00	4.90
Highest Peak	44.06	37.06	15.03	1.75	6.99	15.38	2.45	0.70	3.15	1.05	5.59

**Table 8.3: Daily Average Audience Levels for TV  
1999 - 2000**

*(Computed on the basis of available time-slot for each station)*

	TVM	SUPER 1	NET TV	MAX PLUS	RAI	MEDIASET	OTHER ITALIAN	SMASH	CHANNEL 12	CHANNEL 22	SATELLITE
March 1999: Daily Average	4.55	1.42	1.38	-	0.87	1.96	0.18	0.07	0.03	0.00	0.88
October 1999: Daily Average	3.25	2.53	1.73	-	0.73	1.93	0.29	0.04	0.04	0.02	1.25
March 1999: Daily Average	3.19	3.94	4.30	0.22	0.74	1.95	0.28	0.06	0.09	0.08	1.08

**TABLE T1: TV VIEWING: MONDAY**  
(BASE=246\*)

	TVM	SUPER 1	NET TV	MAX PLUS	RAI	MEDIASET	OTHER ITALIAN	SMASH	CHANNEL 12	CHANNEL 22	SATELLITE	NONE	TOTAL
MIDNIGHT	0.00	0.00			0.00	0.00	0.35	0.00	0.00		0.00	99.65	100
0030	0.00				0.00	0.00	0.35	0.00	0.00		0.00	99.65	100
0100	0.00				0.00	0.00	0.35	0.00	0.00		0.00	99.65	100
0130	0.00				0.00	0.00	0.00	0.00	0.00		0.00	100.00	100
0200	0.00				0.00	0.00	0.00	0.00	0.00		0.00	100.00	100
0230	0.00				0.00	0.00	0.00	0.00	0.00		0.00	100.00	100
0300	0.00				0.00	0.00	0.00	0.00	0.00		0.00	100.00	100
0330	0.00				0.00	0.00	0.00	0.00	0.00		0.00	100.00	100
0400	0.00				0.00	0.00	0.00	0.00	0.00		0.00	100.00	100
0430	0.00				0.00	0.00	0.00	0.00	0.00		0.00	100.00	100
0500	0.00				0.00	0.00	0.00	0.00	0.00		0.00	100.00	100
0530	0.00				0.00	0.00	0.00	0.00	0.00		0.00	100.00	100
0600	0.00				0.00	0.00	0.00	0.00	0.00		0.00	100.00	100
0630	0.00	0.35			0.00	0.00	0.00	0.00	0.00		0.00	99.65	100
0700	0.00	0.70		0.00	0.00	0.70	0.00	0.00	0.00	0.00	0.00	98.60	100
0730	0.00	0.70		0.00	0.00	0.70	0.00	0.00	0.00	0.00	0.00	98.60	100
0800	0.35	0.35		0.00	0.35	0.35	0.00	0.00	0.00	0.00	0.35	98.25	100
0830	1.05	0.70		0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.35	97.55	100
0900	0.70	1.05		0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.35	97.55	100
0930	0.35	1.05		0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.70	97.55	100
1000	1.05	1.05		0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.70	96.85	100
1030	1.05	1.05		0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.35	97.20	100
1100	0.70	1.05		0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.35	97.55	100
1130	1.05	1.40		0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.35	96.85	100
NOON	1.05	2.10		0.00	0.35	0.35	0.00	0.00	0.35	0.00	0.35	95.45	100
1230	1.05	1.75		0.00	0.35	0.35	0.00	0.00	0.35	0.00	0.35	95.80	100
1300	2.80	1.40		0.35	1.05	0.35	0.00	0.00	0.35	0.00	0.35	93.36	100
1330	2.10	1.05		0.00	1.05	0.35	0.00	0.00	0.35	0.00	0.35	94.76	100
1400	2.10	1.75		0.00	1.05	1.75	0.35	0.00	0.00	0.00	0.35	92.66	100
1430	1.75	2.10		0.00	0.70	1.40	0.00	0.00	0.00	0.35	0.00	93.71	100
1500	1.40	2.10		0.00	0.70	1.75	0.35	0.00	0.35	0.35	0.00	93.01	100
1530	2.10	1.75		0.00	0.70	0.35	1.05	0.00	0.35	0.35	0.35	93.01	100
1600	2.45	2.10		0.35	0.70	0.70	0.70	0.00	0.35	0.35	0.35	91.61	100
1630	1.75	1.75		0.35	0.70	1.05	0.35	0.00	0.00	0.35	1.05	92.31	100
1700	2.45	1.40	1.40	0.70	1.05	1.75	0.00	0.00	0.00	0.35	1.40	89.51	100
1730	3.50	1.75	2.10	0.35	1.05	1.75	0.00	0.00	0.00	0.35	1.40	87.76	100
1800	4.20	1.75	3.50	0.35	1.05	3.50	0.35	0.00	0.00	0.00	1.75	83.57	100
1830	2.45	2.10	3.50	0.35	2.10	3.85	0.70	0.00	0.00	0.00	1.75	83.22	100
1900	2.80	5.24	2.80	0.35	1.75	3.50	1.05	0.35	0.00	0.00	1.05	81.12	100
1930	2.80	19.93	2.10	0.00	1.75	4.20	1.05	0.00	0.00	0.00	1.40	66.78	100
1945	2.10	15.38	7.34	0.00	1.75	2.45	1.05	0.00	0.00	0.00	1.40	68.53	100
2000	25.52	14.69	3.15	0.00	2.10	5.94	0.70	0.00	0.00	0.00	2.10	45.80	100
2030	19.93	23.78	3.50		1.40	6.29	0.70	0.00	0.00	0.00	3.50	40.91	100
2100	10.14	32.52	2.10		2.45	7.69	1.75	0.00	0.00	0.00	4.90	38.46	100
2130	6.29	31.82	1.40		1.75	7.69	1.05	0.00	0.00	0.00	5.59	44.41	100
2200	3.85	21.68	1.05		2.45	8.04	1.40	0.00	0.00	0.00	5.59	55.94	100
2230	1.75	12.24	0.70		2.10	6.99	1.40	0.00	0.00	0.00	4.20	70.63	100
2300	1.05	4.90	1.05		1.05	4.20	1.05	0.00	0.00	0.00	2.45	84.27	100
2330	0.35	1.75			0.35	1.75	0.70	0.00	0.00		2.10	92.66	100
average	2.33	5.90	2.55	0.11	0.70	1.63	0.34	0.01	0.05	0.07	0.97	88.66	
maximum	25.52	32.52	7.34	0.70	2.45	8.04	1.75	0.35	0.35	0.35	5.59	100.00	
std. dev.	4.63	8.89	1.63	0.19	0.74	2.38	0.48	0.05	0.12	0.14	1.46	16.82	

*\*Note: Data in this Table consolidates the replies of two sets of respondents: Set 'A' respondents were asked about viewing on the day prior to the interview; Set 'B' respondents were asked about viewing two days prior to the interview.*

**TABLE T2: TV VIEWING: TUESDAY**  
(BASE=246\*)

	TVM	SUPER 1	NET TV	MAX PLUS	RAI	MEDIASET	OTHER ITALIAN	SMASH	CHANNEL 12	CHANNEL 22	SATELLITE	NONE	TOTAL
MIDNIGHT	0.00	0.00			0.00	0.00	0.00	0.00	0.00		0.35	99.65	100
0030	0.00				0.00	0.00	0.00	0.00	0.00		0.35	99.65	100
0100	0.00				0.00	0.00	0.00	0.00	0.00		0.00	100.00	100
0130	0.00				0.00	0.00	0.00	0.00	0.00		0.00	100.00	100
0200	0.00				0.35	0.00	0.00	0.00	0.00		0.00	99.65	100
0230	0.00				0.35	0.00	0.00	0.00	0.00		0.00	99.65	100
0300	0.00				0.35	0.00	0.00	0.00	0.00		0.00	99.65	100
0330	0.00				0.35	0.00	0.00	0.00	0.00		0.00	99.65	100
0400	0.00				0.00	0.00	0.00	0.00	0.00		0.00	100.00	100
0430	0.00				0.00	0.00	0.00	0.00	0.00		0.00	100.00	100
0500	0.00				0.00	0.00	0.35	0.00	0.00		0.00	99.65	100
0530	0.00				0.00	0.35	0.00	0.00	0.00		0.00	99.65	100
0600	0.00				0.35	0.00	0.00	0.00	0.00		0.00	99.65	100
0630	0.00	0.70			0.00	0.00	0.00	0.00	0.00		0.00	99.30	100
0700	0.35	0.35		0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.35	98.95	100
0730	0.70	0.35		0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.35	98.60	100
0800	0.70	0.70		0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.70	97.90	100
0830	1.05	1.05		0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.70	97.20	100
0900	1.40	1.40		0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.70	96.50	100
0930	1.75	1.40		0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.70	96.15	100
1000	1.75	0.70		0.00	0.00	0.35	0.00	0.35	0.00	0.00	0.70	96.15	100
1030	1.40	0.70		0.00	0.35	0.35	0.00	0.35	0.00	0.00	0.70	96.15	100
1100	1.40	0.70		0.00	0.00	0.70	0.00	0.70	0.00	0.00	0.70	95.80	100
1130	1.40	0.70		0.00	0.00	0.70	0.00	0.70	0.00	0.00	0.70	95.80	100
NOON	1.40	0.00		0.00	0.70	1.05	0.00	0.35	0.00	0.00	0.35	96.15	100
1230	1.75	1.05		0.00	0.70	0.70	0.00	0.35	0.00	0.00	0.35	95.10	100
1300	3.50	1.05		0.35	1.05	1.40	0.00	0.00	0.00	0.00	0.35	92.31	100
1330	2.45	1.05		0.35	0.70	1.40	0.00	0.00	0.00	0.00	0.35	93.71	100
1400	3.15	0.70		0.00	0.70	1.75	0.00	0.00	0.00	0.00	0.70	93.01	100
1430	2.45	0.70		0.00	0.70	2.45	0.00	0.00	0.00	0.00	0.70	92.66	100
1500	0.70	0.35		0.00	0.70	2.80	0.35	0.35	0.00	0.00	0.70	94.06	100
1530	0.70	1.40		0.00	0.70	2.10	0.70	0.35	0.00	0.00	1.05	93.01	100
1600	0.70	1.40		0.00	0.70	1.75	0.70	0.35	0.00	0.00	1.05	93.36	100
1630	1.05	1.05		0.00	0.70	1.40	0.35	0.35	0.00	0.00	1.05	94.06	100
1700	1.40	1.75	0.00	0.00	1.75	1.40	0.00	0.00	0.00	0.00	1.05	92.66	100
1730	1.05	2.45	0.70	0.00	1.75	1.40	0.00	0.00	0.00	0.00	1.05	91.61	100
1800	2.80	2.45	2.45	0.35	2.10	2.45	0.35	0.00	0.00	0.00	1.05	86.01	100
1830	1.40	3.50	2.45	1.40	2.45	3.50	0.35	0.00	0.00	0.00	1.05	83.92	100
1900	1.75	7.34	3.15	1.40	2.45	3.50	0.35	0.35	0.00	0.00	1.05	78.67	100
1930	1.75	23.43	2.80	1.40	2.45	2.45	0.70	0.00	0.00	0.00	1.40	63.64	100
1945	1.40	17.48	10.49	1.05	1.40	2.45	0.35	0.00	0.00	0.00	1.05	64.34	100
2000	20.28	16.08	5.24	0.35	1.40	6.99	0.00	0.00	0.00	0.00	1.40	48.25	100
2030	10.84	28.67	3.50		2.45	10.49	0.70	0.00	1.75	0.35	2.10	39.16	100
2100	6.29	37.06	2.10		3.50	11.54	1.05	0.00	1.75	0.35	2.45	33.92	100
2130	5.24	33.22	1.75		3.50	11.19	1.05	0.00	1.75	0.35	3.15	38.81	100
2200	4.20	24.83	1.40		3.85	9.44	1.05	0.00	1.75	0.35	3.85	49.30	100
2230	3.15	15.38	0.70		3.15	9.09	0.35	0.00	1.05	0.00	3.85	63.29	100
2300	2.10	6.29	0.35		1.40	4.55	0.35	0.00	0.70	0.00	3.15	81.12	100
2330	0.70	1.05			0.35	2.45	0.00	0.00	0.00		1.05	94.41	100
average	1.92	6.44	2.65	0.24	0.88	2.08	0.19	0.09	0.18	0.04	0.86	88.00	
maximum	20.28	37.06	10.49	1.40	3.85	11.54	1.05	0.70	1.75	0.35	3.85	100.00	
std. dev.	3.28	10.22	2.56	0.46	1.08	3.14	0.31	0.18	0.50	0.11	0.95	18.00	

*\*Note: Data in this Table consolidates the replies of two sets of respondents: Set 'A' respondents were asked about viewing on the day prior to the interview; Set 'B' respondents were asked about viewing two days prior to the interview.*

**TABLE T3: TV VIEWING: WEDNESDAY**  
(BASE=246\*)

	TVM	SUPER 1	NET TV	MAX PLUS	RAI	MEDIASET	OTHER ITALIAN	SMASH	CHANNEL 12	CHANNEL 22	SATELLITE	NONE	TOTAL
MIDNIGHT	0.00	0.00			0.00	0.35	0.00	0.00	0.00		0.00	99.65	100
0030	0.00				0.00	0.35	0.00	0.00	0.00		0.00	99.65	100
0100	0.00				0.00	0.00	0.00	0.00	0.00		0.00	100.00	100
0130	0.00				0.00	0.00	0.00	0.00	0.00		0.00	100.00	100
0200	0.00				0.00	0.00	0.00	0.00	0.00		0.00	100.00	100
0230	0.00				0.35	0.00	0.00	0.00	0.00		0.00	99.65	100
0300	0.00				0.35	0.00	0.00	0.00	0.00		0.00	99.65	100
0330	0.00				0.35	0.00	0.00	0.00	0.00		0.00	99.65	100
0400	0.00				0.00	0.00	0.00	0.00	0.00		0.00	100.00	100
0430	0.00				0.00	0.00	0.00	0.00	0.00		0.00	100.00	100
0500	0.00				0.00	0.00	0.00	0.00	0.00		0.00	100.00	100
0530	0.00				0.00	0.35	0.35	0.00	0.00		0.00	99.30	100
0600	0.00				0.35	0.00	0.00	0.00	0.00		0.00	99.65	100
0630	0.00	0.35			0.00	0.00	0.00	0.00	0.00		0.00	99.65	100
0700	0.00	0.35		0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.70	98.95	100
0730	0.00	0.35		0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.70	98.95	100
0800	0.00	0.35		0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.05	98.60	100
0830	0.00	0.00		0.00	0.35	0.00	0.00	0.00	0.00	0.00	1.05	98.60	100
0900	0.00	0.00		0.00	0.35	0.00	0.00	0.00	0.00	0.00	1.05	98.60	100
0930	0.00	0.35		0.00	0.35	0.35	0.00	0.00	0.00	0.00	1.40	97.55	100
1000	1.05	0.35		0.00	0.35	1.05	0.35	0.00	0.00	0.00	1.05	95.80	100
1030	1.05	0.35		0.00	0.35	0.70	0.35	0.00	0.00	0.00	1.05	96.15	100
1100	1.05	0.35		0.00	0.35	0.70	0.00	0.00	0.00	0.00	1.05	96.50	100
1130	1.05	0.70		0.00	0.70	0.70	0.00	0.00	0.00	0.00	1.05	95.80	100
NOON	0.70	0.70		0.00	1.40	0.35	0.00	0.00	0.00	0.00	0.70	96.15	100
1230	0.35	2.45		0.00	1.05	0.35	0.00	0.00	0.00	0.00	0.70	95.10	100
1300	2.80	1.75		0.00	1.05	0.35	0.00	0.00	0.00	0.00	0.35	93.71	100
1330	2.80	1.05		0.00	0.70	1.05	0.35	0.00	0.00	0.00	0.70	93.36	100
1400	3.50	0.70		0.00	0.35	1.05	0.35	0.00	0.00	0.00	0.70	93.36	100
1430	3.50	1.05		0.00	0.00	1.75	0.00	0.00	0.00	0.00	0.70	92.66	100
1500	2.10	1.05		0.00	0.00	2.10	0.00	0.00	0.00	0.00	0.70	93.71	100
1530	1.05	2.10		0.00	0.00	2.45	0.00	0.00	0.00	0.00	1.05	93.01	100
1600	2.10	2.45		0.35	0.00	2.80	0.00	0.00	0.00	0.00	1.05	91.26	100
1630	2.10	1.05		0.35	0.00	2.45	0.35	0.00	0.00	0.00	1.05	92.66	100
1700	1.40	1.40	0.70	0.35	0.35	2.80	0.35	0.00	0.00	0.00	1.40	91.26	100
1730	1.05	1.05	2.80	0.70	0.35	2.10	0.35	0.00	0.00	0.00	1.40	90.21	100
1800	1.05	2.10	4.20	1.05	1.05	1.75	0.35	0.00	0.00	0.00	1.75	86.71	100
1830	0.70	2.80	4.20	1.75	1.75	1.75	0.35	0.00	0.00	0.00	1.40	85.31	100
1900	0.70	6.64	4.90	1.40	1.75	1.40	0.00	0.35	0.00	0.00	1.05	81.82	100
1930	1.40	18.53	5.94	1.05	2.10	0.70	0.00	0.00	0.00	0.00	1.05	69.23	100
1945	1.05	15.03	10.14	0.70	2.10	0.35	0.35	0.00	0.00	0.00	1.05	69.23	100
2000	25.87	11.19	5.59	0.35	1.40	4.90	0.35	0.00	0.00	0.00	1.40	48.95	100
2030	23.43	11.89	4.90		3.50	10.49	0.70	0.35	0.00	0.00	3.15	41.61	100
2100	20.98	11.19	3.50		5.59	13.29	1.05	0.35	0.00	0.00	3.50	40.56	100
2130	19.23	10.49	3.15		5.24	11.89	1.05	0.35	0.00	0.00	2.80	45.80	100
2200	16.78	8.39	2.80		5.24	11.19	1.05	0.35	0.00	0.00	2.45	51.75	100
2230	14.69	5.94	1.75		3.50	9.79	1.05	0.35	0.00	0.00	2.45	60.49	100
2300	7.69	1.75	1.05		1.75	4.90	0.70	0.35	0.35	0.00	2.45	79.02	100
2330	0.35	0.00			0.35	1.75	0.35	0.00	0.00		0.70	96.50	100
average	3.30	3.41	3.97	0.29	0.91	2.01	0.21	0.05	0.01	0.00	0.93	88.69	
maximum	25.87	18.53	10.14	1.75	5.59	13.29	1.05	0.35	0.35	0.00	3.50	100.00	
std. dev.	6.58	4.75	2.30	0.48	1.41	3.37	0.32	0.12	0.05	0.00	0.87	16.82	

*\*Note: Data in this Table consolidates the replies of two sets of respondents: Set 'A' respondents were asked about viewing on the day prior to the interview; Set 'B' respondents were asked about viewing two days prior to the interview.*

**TABLE T4: TV VIEWING: THURSDAY**  
(BASE=246\*)

	TVM	SUPER 1	NET TV	MAX PLUS	RAI	MEDIASET	OTHER ITALIAN	SMASH	CHANNEL 12	CHANNEL 22	SATELLITE	NONE	TOTAL
MIDNIGHT	0.00	0.00			0.00	0.00	0.00	0.00	0.00		0.00	100.00	100
0030	0.00				0.00	0.00	0.00	0.00	0.00		0.00	100.00	100
0100	0.00				0.00	0.00	0.00	0.00	0.00		0.00	100.00	100
0130	0.00				0.00	0.00	0.00	0.00	0.00		0.00	100.00	100
0200	0.00				0.00	0.00	0.00	0.00	0.00		0.00	100.00	100
0230	0.00				0.00	0.00	0.00	0.00	0.00		0.00	100.00	100
0300	0.00				0.00	0.00	0.00	0.00	0.00		0.00	100.00	100
0330	0.00				0.00	0.00	0.00	0.00	0.00		0.00	100.00	100
0400	0.00				0.00	0.00	0.00	0.00	0.00		0.00	100.00	100
0430	0.00				0.00	0.00	0.00	0.00	0.00		0.00	100.00	100
0500	0.00				0.00	0.00	0.00	0.00	0.00		0.00	100.00	100
0530	0.00				0.00	0.00	0.00	0.00	0.00		0.00	100.00	100
0600	0.35				0.00	0.35	0.00	0.00	0.00		0.00	99.30	100
0630	0.35	0.00			0.00	0.00	0.00	0.00	0.00		0.00	99.65	100
0700	0.35	0.00		0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.65	100
0730	0.35	0.00		0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.65	100
0800	0.70	0.00		0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.70	98.60	100
0830	0.70	0.00		0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.70	98.60	100
0900	0.35	0.00		0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.70	98.60	100
0930	0.00	0.35		0.35	0.00	0.35	0.00	0.00	0.00	0.00	0.70	98.25	100
1000	0.00	0.35		0.35	0.35	0.70	0.00	0.00	0.00	0.00	0.70	97.55	100
1030	0.35	0.00		0.35	0.35	0.35	0.00	0.00	0.00	0.00	0.70	97.90	100
1100	0.35	0.00		0.00	0.70	0.00	0.00	0.00	0.00	0.00	0.70	98.25	100
1130	0.00	0.00		0.00	1.05	0.00	0.00	0.00	0.00	0.00	0.70	98.25	100
NOON	0.70	0.00		0.00	1.40	0.35	0.35	0.00	0.00	0.00	0.70	96.50	100
1230	0.70	1.05		0.00	1.40	0.35	0.35	0.00	0.00	0.00	0.00	96.15	100
1300	2.10	0.70		0.00	0.35	1.40	0.35	0.00	0.00	0.00	0.00	95.10	100
1330	2.80	0.70		0.00	0.00	1.75	0.70	0.00	0.00	0.00	0.00	94.06	100
1400	3.15	1.05		0.00	0.35	2.45	0.70	0.00	0.00	0.00	0.35	91.96	100
1430	3.15	1.40		0.00	0.35	2.45	0.00	0.00	0.00	0.00	0.00	92.66	100
1500	2.80	1.75		0.00	0.70	2.80	0.35	0.00	0.00	0.35	0.00	91.26	100
1530	2.80	1.75		0.00	0.35	3.50	0.00	0.00	0.00	0.35	0.00	91.26	100
1600	2.80	1.05		0.00	0.35	3.50	0.00	0.00	0.00	0.70	1.05	90.56	100
1630	3.15	0.70		0.00	0.35	3.15	0.00	0.00	0.00	0.70	1.40	90.21	100
1700	2.10	0.70	1.05	0.00	0.35	3.15	0.00	0.35	0.00	0.70	1.75	89.86	100
1730	2.10	1.05	2.45	0.35	0.00	2.45	0.00	0.70	0.00	0.35	2.10	88.46	100
1800	1.75	1.05	3.15	0.70	0.35	3.85	0.00	0.70	0.00	0.35	2.45	85.66	100
1830	1.05	2.10	2.80	1.40	0.70	4.55	0.00	0.70	0.00	0.35	2.45	83.92	100
1900	0.70	4.20	5.24	0.70	2.45	3.50	0.35	0.35	0.00	0.00	2.10	80.42	100
1930	1.40	16.43	5.24	0.70	3.15	2.45	0.00	0.00	0.00	0.00	1.40	69.23	100
1945	2.10	10.14	15.03	0.35	2.80	2.10	0.35	0.00	0.00	0.00	1.40	65.73	100
2000	25.52	6.64	10.14	0.35	3.50	5.24	1.05	0.00	0.35	0.00	1.75	45.45	100
2030	19.23	5.94	12.94		4.20	7.34	1.40	0.00	2.80	0.35	2.80	43.01	100
2100	7.34	5.24	12.24		6.99	15.38	1.40	0.70	3.15	0.35	4.20	43.01	100
2130	5.59	4.55	11.54		6.29	15.03	1.75	0.35	3.15	0.35	3.85	47.55	100
2200	3.50	3.85	9.44		5.59	13.99	1.75	0.35	3.15	0.35	3.50	54.55	100
2230	2.10	3.50	5.59		3.50	10.49	1.40	0.35	1.75	0.35	3.15	67.83	100
2300	1.40	2.10	3.50		1.75	7.69	0.35	0.35	0.35	0.00	3.50	79.02	100
2330	0.00	1.40			1.05	4.20	0.35	0.35	0.00		2.10	90.56	100
average	2.12	2.15	7.17	0.20	1.03	2.55	0.26	0.11	0.30	0.16	0.97	88.74	
maximum	25.52	16.43	15.03	1.40	6.99	15.38	1.75	0.70	3.15	0.70	4.20	100.00	
std. dev.	4.50	3.29	4.41	0.33	1.72	3.89	0.49	0.21	0.86	0.23	1.21	16.55	

*\*Note: Data in this Table consolidates the replies of two sets of respondents: Set 'A' respondents were asked about viewing on the day prior to the interview; Set 'B' respondents were asked about viewing two days prior to the interview.*

**TABLE T5: TV VIEWING: FRIDAY**  
(BASE=246\*)

	TVM	SUPER 1	NET TV	MAX PLUS	RAI	MEDIASET	OTHER ITALIAN	SMASH	CHANNEL 12	CHANNEL 22	SATELLITE	NONE	TOTAL
MIDNIGHT	0.00	0.00			0.00	0.00	0.00	0.00	0.00		0.00	100.00	100
0030	0.00				0.00	0.00	0.00	0.00	0.00		0.00	100.00	100
0100	0.00				0.00	0.00	0.00	0.00	0.00		0.00	100.00	100
0130	0.00				0.00	0.00	0.00	0.00	0.00		0.00	100.00	100
0200	0.00				0.00	0.00	0.00	0.00	0.00		0.00	100.00	100
0230	0.00				0.00	0.00	0.00	0.00	0.00		0.00	100.00	100
0300	0.00				0.00	0.00	0.00	0.00	0.00		0.00	100.00	100
0330	0.00				0.00	0.00	0.00	0.00	0.00		0.00	100.00	100
0400	0.00				0.00	0.00	0.00	0.00	0.00		0.00	100.00	100
0430	0.00				0.00	0.00	0.00	0.00	0.00		0.00	100.00	100
0500	0.00				0.00	0.00	0.00	0.00	0.00		0.00	100.00	100
0530	0.00				0.00	0.00	0.00	0.00	0.00		0.00	100.00	100
0600	0.00				0.00	0.00	0.00	0.00	0.00		0.00	99.65	100
0630	0.00	0.35			0.00	0.00	0.00	0.00	0.00		0.00	99.65	100
0700	0.35	0.35		0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	98.95	100
0730	0.35	0.35		0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	98.95	100
0800	0.70	0.35		0.00	0.00	0.70	0.00	0.00	0.00	0.00	0.00	98.25	100
0830	1.40	0.35		0.00	0.00	0.70	0.00	0.00	0.00	0.00	0.00	97.55	100
0900	1.75	0.35		0.00	0.00	1.05	0.00	0.00	0.00	0.00	0.00	96.85	100
0930	0.70	0.35		0.00	0.00	1.05	0.00	0.00	0.00	0.00	0.00	97.90	100
1000	1.05	0.35		0.00	0.00	0.70	0.00	0.00	0.00	0.00	0.35	97.55	100
1030	1.05	0.35		0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.35	97.90	100
1100	0.70	0.35		0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.35	98.25	100
1130	0.70	0.35		0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.35	98.25	100
NOON	0.70	0.35		0.00	0.00	0.70	0.00	0.00	0.00	0.00	0.35	97.90	100
1230	0.35	1.05		0.35	0.35	0.35	0.00	0.00	0.00	0.00	0.00	97.55	100
1300	1.05	2.10		0.35	0.35	0.70	0.35	0.00	0.00	0.00	0.00	95.10	100
1330	1.05	2.10		0.35	0.35	0.70	0.00	0.00	0.00	0.00	0.00	95.45	100
1400	2.10	1.75		0.35	0.35	2.45	0.00	0.00	0.00	0.00	0.00	93.01	100
1430	2.10	2.45		0.00	0.00	2.80	0.35	0.00	0.00	0.00	0.35	91.96	100
1500	1.40	2.45		0.35	0.00	3.85	0.00	0.00	0.00	0.00	0.70	90.91	100
1530	1.05	2.10		0.35	0.35	3.85	0.00	0.00	0.00	0.00	1.40	90.56	100
1600	0.70	2.10		0.35	0.35	3.50	0.00	0.00	0.35	0.70	1.75	89.86	100
1630	0.70	1.40		0.70	0.35	2.10	0.00	0.00	0.35	0.70	1.40	91.96	100
1700	0.70	1.75	1.40	0.70	0.00	2.45	0.00	0.00	0.00	1.05	1.75	90.21	100
1730	0.35	2.10	1.40	0.70	0.00	2.45	0.00	0.00	0.00	1.05	2.10	89.86	100
1800	1.05	1.75	2.80	0.35	0.00	3.50	0.00	0.00	0.00	0.70	2.80	87.06	100
1830	1.05	3.85	3.50	0.35	0.70	2.80	0.00	0.00	0.00	0.35	3.15	84.27	100
1900	1.75	6.29	4.20	0.35	1.05	3.15	0.35	0.35	0.00	0.00	2.80	79.72	100
1930	1.40	17.83	2.80	0.35	1.40	3.15	0.70	0.35	0.00	0.00	2.45	69.58	100
1945	1.40	10.84	12.24	0.00	1.75	2.45	0.35	0.00	0.00	0.00	2.45	68.53	100
2000	30.42	8.74	5.59	0.00	2.80	4.20	0.35	0.00	0.00	0.00	2.10	45.80	100
2030	40.91	5.24	4.90		1.40	4.55	1.05	0.00	0.00	0.00	2.10	39.86	100
2100	44.06	2.80	2.45		3.15	6.99	1.05	0.00	0.35	0.00	2.10	37.06	100
2130	42.66	3.15	1.05		2.45	7.69	1.05	0.35	0.35	0.00	2.10	39.16	100
2200	38.11	2.80	0.70		2.10	6.64	1.05	0.35	0.35	0.35	2.45	45.10	100
2230	33.22	1.40	0.35		1.75	5.94	1.05	0.35	0.35	0.35	2.80	52.45	100
2300	19.23	1.40	0.35		1.40	3.85	0.70	0.35	0.35	0.35	2.45	69.58	100
2330	5.94	0.35			0.70	1.75	0.35	0.35	0.00		1.40	88.81	100
average	5.76	2.49	3.12	0.21	0.47	1.81	0.18	0.05	0.05	0.16	0.86	87.78	
maximum	44.06	17.83	12.24	0.70	3.15	7.69	1.05	0.35	0.35	1.05	3.15	100.00	
std. dev.	12.56	3.46	3.00	0.24	0.81	2.06	0.34	0.12	0.12	0.31	1.07	18.47	

*\*Note: Data in this Table consolidates the replies of two sets of respondents: Set 'A' respondents were asked about viewing on the day prior to the interview; Set 'B' respondents were asked about viewing two days prior to the interview.*

**TABLE T6: TV VIEWING: SATURDAY**  
(BASE=246\*)

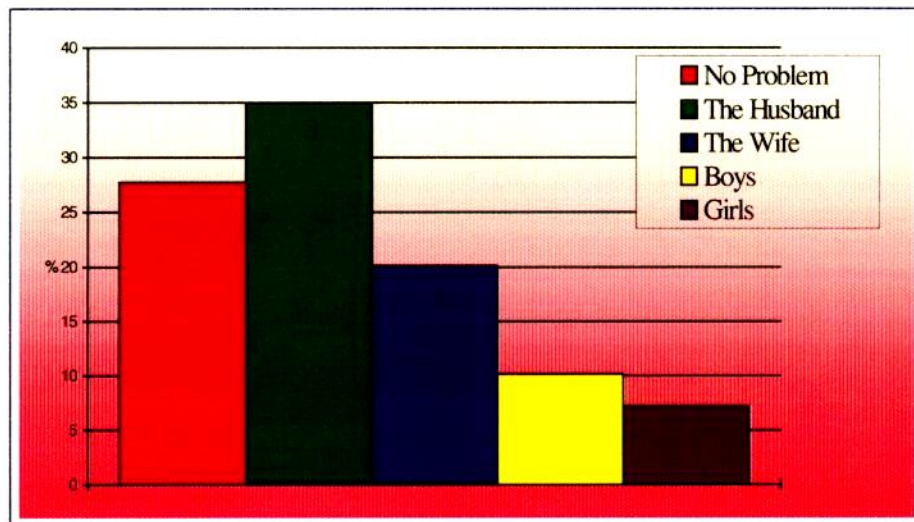
	TVM	SUPER 1	NET TV	MAX PLUS	RAI	MEDIASET	OTHER ITALIAN	SMASH	CHANNEL 12	CHANNEL 22	SATELLITE	NONE	TOTAL
MIDNIGHT	0.35	0.00			0.00	0.00	0.00	0.00	0.00		0.35	99.30	100
0030	0.00				0.00	0.00	0.00	0.00	0.00		0.35	99.65	100
0100	0.00				0.00	0.00	0.00	0.00	0.00		0.00	100.00	100
0130	0.00				0.00	0.00	0.00	0.00	0.00		0.00	100.00	100
0200	0.00				0.00	0.00	0.00	0.00	0.00		0.00	100.00	100
0230	0.00				0.00	0.00	0.00	0.00	0.00		0.00	100.00	100
0300	0.00				0.00	0.00	0.00	0.00	0.00		0.00	100.00	100
0330	0.00				0.00	0.00	0.00	0.00	0.00		0.00	100.00	100
0400	0.00				0.00	0.00	0.00	0.00	0.00		0.00	100.00	100
0430	0.00				0.00	0.00	0.00	0.00	0.00		0.00	100.00	100
0500	0.00				0.00	0.00	0.00	0.00	0.00		0.00	100.00	100
0530	0.00				0.00	0.00	0.00	0.00	0.00		0.00	100.00	100
0600	0.00				0.00	0.00	0.00	0.00	0.00		0.00	100.00	100
0630	0.00	0.00			0.00	0.00	0.00	0.00	0.00		0.00	100.00	100
0700	0.00	0.35		0.00	0.00	0.00	0.00	0.00	0.00		0.00	99.65	100
0730	0.00	0.35		0.00	0.00	0.00	0.00	0.00	0.00		0.00	99.65	100
0800	1.05	0.35		0.00	0.00	0.00	0.35	0.00	0.00		0.00	98.25	100
0830	2.10	0.35		0.00	0.00	0.35	0.35	0.00	0.00		0.35	96.50	100
0900	2.45	0.35		0.00	0.00	1.40	0.35	0.00	0.00		0.35	95.10	100
0930	1.75	0.00		0.00	0.00	1.40	0.35	0.00	0.00		0.35	96.15	100
1000	2.45	0.00		0.35	0.00	1.75	0.35	0.35	0.00		0.35	94.41	100
1030	1.75	0.00		0.35	0.00	1.75	0.70	0.35	0.00		0.35	94.76	100
1100	1.75	0.00		0.35	0.00	1.05	0.70	0.70	0.00		0.35	95.10	100
1130	1.75	0.35		0.70	0.00	0.70	0.35	0.70	0.00		0.70	94.76	100
NOON	1.75	1.40		0.70	0.00	1.05	0.35	0.70	0.00		1.05	93.01	100
1230	1.75	2.45		0.70	0.00	0.70	0.35	0.00	0.35		0.70	93.01	100
1300	3.15	3.85		0.35	0.00	1.05	0.00	0.00	0.35		1.40	89.86	100
1330	3.15	3.50		0.35	0.00	1.05	0.00	0.00	0.35		1.75	89.86	100
1400	5.24	4.55		1.05	0.00	1.75	0.35	0.00	0.00		2.10	84.97	100
1430	5.94	3.85		1.40	0.00	1.75	0.35	0.00	0.00		2.45	84.27	100
1500	7.34	3.50		0.35	0.00	3.15	0.35	0.00	0.00		2.45	82.87	100
1530	6.99	3.85		0.35	0.00	3.85	0.35	0.00	0.00		2.80	81.82	100
1600	6.64	3.85		0.70	0.00	3.85	0.70	0.00	0.00		3.85	80.42	100
1630	5.94	3.50		0.70	0.35	2.45	0.70	0.00	0.00		4.55	81.82	100
1700	4.90	3.85		0.70	0.35	1.75	1.40	0.00	0.00		3.85	83.22	100
1730	3.50	3.50	3.15	0.35	0.35	1.75	0.70	0.35	0.00		3.85	82.52	100
1800	2.80	4.20	3.50	0.00	0.70	1.75	0.35	0.35	0.00		3.50	82.87	100
1830	2.10	4.20	4.55	0.00	0.70	0.70	0.35	0.00	0.00		2.80	84.62	100
1900	1.05	4.90	4.55	0.00	1.40	1.40	0.35	0.00	0.00	0.35	2.45	83.57	100
1930	0.70	15.73	2.80	0.00	1.75	2.10	0.35	0.00	0.00	0.35	1.75	74.48	100
1945	1.05	8.74	13.29	0.00	1.05	1.75	0.35	0.00	0.00	0.00	2.10	71.68	100
2000	23.08	6.29	5.59	0.00	2.80	3.15	0.35	0.00	0.00	0.00	1.75	56.99	100
2030	18.18	6.29	4.55		3.50	5.24	2.45	0.00	0.00	0.00	3.85	55.94	100
2100	9.44	4.20	4.90		4.90	11.19	2.45	0.00	0.00	0.00	5.24	57.69	100
2130	8.74	3.15	4.55		4.20	11.54	2.45	0.35	0.00	0.00	5.24	59.79	100
2200	6.64	2.45	4.20		4.55	10.14	2.10	0.35	0.00		4.55	65.03	100
2230	4.20	1.40	2.80		3.85	9.09	2.45	0.35	0.00		4.20	71.68	100
2300	2.10	1.40	1.40		2.80	5.94	2.45	0.35	0.00		2.80	80.77	100
2330	1.05	0.35			2.10	2.45	1.05	0.35	0.00		2.45	90.21	100
average	3.12	2.89	4.60	0.34	0.72	2.02	0.54	0.11	0.02	0.10	1.57	88.29	
maximum	23.08	15.73	13.29	1.40	4.90	11.54	2.45	0.70	0.35	0.35	5.24	100.00	
std. dev.	4.45	3.04	2.73	0.37	1.37	2.89	0.75	0.20	0.08	0.16	1.66	12.85	

*\*Note: Data in this Table consolidates the replies of two sets of respondents: Set 'A' respondents were asked about viewing on the day prior to the interview; Set 'B' respondents were asked about viewing two days prior to the interview.*

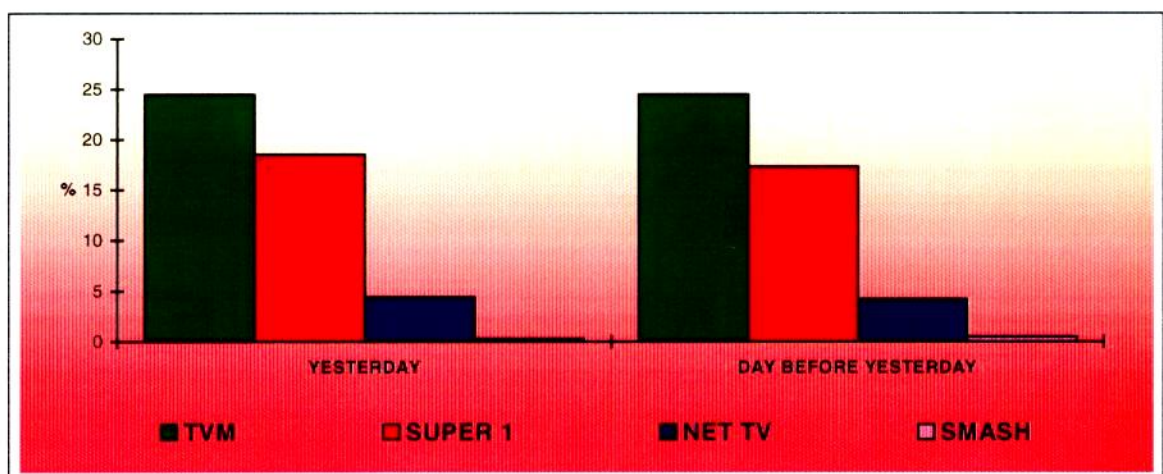
**TABLE T7: TV VIEWING: SUNDAY**  
(BASE=246\*)

	TVM	SUPER 1	NET TV	MAX PLUS	RAI	MEDIASET	OTHER ITALIAN	SMASH	CHANNEL 12	CHANNEL 22	SATELLITE	NONE	TOTAL
MIDNIGHT	0.00	0.00			0.00	0.00	0.00	0.00	0.00		0.00	100.00	100
0030	0.00				0.00	0.00	0.00	0.00	0.00		0.00	100.00	100
0100	0.00				0.00	0.00	0.00	0.00	0.00		0.00	100.00	100
0130	0.00				0.00	0.00	0.00	0.00	0.00		0.00	100.00	100
0200	0.00				0.00	0.00	0.00	0.00	0.00		0.00	100.00	100
0230	0.00				0.00	0.00	0.00	0.00	0.00		0.00	100.00	100
0300	0.00				0.00	0.00	0.00	0.00	0.00		0.00	100.00	100
0330	0.00				0.00	0.00	0.00	0.00	0.00		0.00	100.00	100
0400	0.00				0.00	0.00	0.00	0.00	0.00		0.00	100.00	100
0430	0.00				0.00	0.00	0.00	0.00	0.00		0.00	100.00	100
0500	0.00				0.00	0.00	0.00	0.00	0.00		0.00	100.00	100
0530	0.00				0.00	0.00	0.00	0.00	0.00		0.00	100.00	100
0600	0.00				0.35	0.00	0.00	0.00	0.00		0.00	99.65	100
0630	0.00	0.00			0.00	0.00	0.00	0.00	0.00		0.00	100.00	100
0700	1.05	0.00		0.00	0.00	0.00	0.00	0.00	0.00		0.35	98.60	100
0730	1.05	0.00		0.00	0.00	0.00	0.00	0.00	0.00		0.35	98.60	100
0800	1.05	0.35		0.00	0.00	0.00	0.00	0.00	0.00		0.35	98.25	100
0830	0.70	0.35		0.00	0.00	0.00	0.00	0.00	0.00		0.70	98.25	100
0900	1.40	0.70		0.00	0.00	0.00	0.00	0.00	0.00		0.70	97.20	100
0930	1.05	0.70		0.00	0.00	0.00	0.00	0.00	0.00		0.70	97.55	100
1000	2.10	0.70		0.00	0.00	0.35	0.35	0.00	0.00		0.70	95.80	100
1030	2.45	0.70		0.00	0.35	0.35	0.35	0.00	0.00		0.70	95.10	100
1100	1.75	0.70		0.00	0.35	0.35	0.35	0.00	0.00		1.05	95.45	100
1130	1.40	0.70		0.00	0.35	0.35	0.35	0.00	0.00		1.05	95.80	100
NOON	2.45	0.70		0.00	0.35	0.35	0.35	0.00	0.00		1.05	94.76	100
1230	2.10	1.40		0.00	0.35	1.05	0.70	0.00	0.00		0.70	93.71	100
1300	1.75	4.20		0.00	0.70	1.05	0.70	0.00	0.00		1.05	90.56	100
1330	1.75	4.55		0.35	0.00	2.10	0.70	0.00	0.00		1.05	89.51	100
1400	3.50	4.90	4.20	0.00	0.35	1.75	0.70	0.00	0.00		1.40	83.22	100
1430	3.15	4.55	3.50	0.00	0.70	2.10	0.35	0.00	0.00		1.75	83.92	100
1500	3.85	4.55	4.20	0.00	0.70	2.80	0.70	0.00	0.00		1.40	81.82	100
1530	4.55	3.50	4.55	0.00	1.05	3.15	0.35	0.00	0.00		1.75	81.12	100
1600	18.88	3.50	5.59	0.35	0.70	3.15	0.35	0.00	0.00		2.10	65.38	100
1630	18.53	1.75	5.59	0.35	0.70	3.15	0.35	0.00	0.00		2.10	67.48	100
1700	18.88	2.80	7.34	0.70	0.70	3.50	0.35	0.00	0.00		2.45	63.29	100
1730	16.78	2.80	6.99	0.70	0.70	2.45	0.35	0.00	0.00		3.50	65.73	100
1800	11.19	2.80	8.04	0.70	1.75	2.10	0.35	0.00	0.00		2.80	70.28	100
1830	3.15	2.80	8.74	0.70	1.40	1.75	0.70	0.00	0.00		2.80	77.97	100
1900	2.45	3.15	9.09	0.70	0.35	2.10	0.35	0.00	0.00		4.20	77.62	100
1930	1.75	13.29	8.39	0.35	0.35	2.10	0.00	0.00	0.00	0.00	2.80	70.98	100
1945	2.10	11.19	13.29	0.35	0.35	2.10	0.00	0.00	0.00	0.00	2.45	68.18	100
2000	20.63	7.69	8.74	0.00	1.75	3.15	0.00	0.00	0.00	0.00	2.45	55.59	100
2030	10.84	23.43	5.94		1.40	4.20	0.00	0.00	0.00	0.00	3.15	51.05	100
2100	5.94	23.08	5.59		1.40	7.34	0.00	0.00	0.00	0.00	4.55	52.10	100
2130	5.59	17.83	4.20		1.05	6.99	0.35	0.00	0.35	0.00	4.90	58.74	100
2200	5.59	7.34	3.15		1.40	6.29	0.70	0.35	0.00		4.20	70.98	100
2230	3.85	3.15	1.75		1.40	5.24	0.70	0.00	0.00		3.15	80.77	100
2300	1.75	0.35	1.40		0.35	2.45	0.70	0.00	0.00		2.80	90.21	100
2330	1.40	0.00			0.00	1.05	0.70	0.00	0.00		2.45	94.06	100
average	3.80	4.33	6.01	0.19	0.44	1.53	0.24	0.01	0.01	0.00	1.42	86.72	
maximum	20.63	23.43	13.29	0.70	1.75	7.34	0.70	0.35	0.35	0.00	4.90	100.00	
std. dev.	5.60	5.95	2.80	0.27	0.53	1.92	0.28	0.05	0.05	0.00	1.40	15.10	

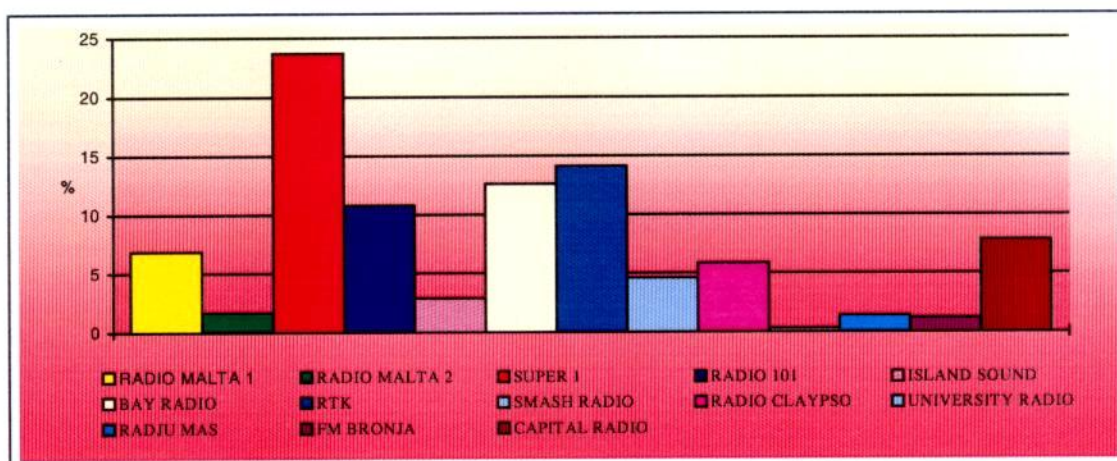
*\*Note: Data in this Table consolidates the replies of two sets of respondents: Set 'A' respondents were asked about viewing on the day prior to the interview; Set 'B' respondents were asked about viewing two days prior to the interview.*



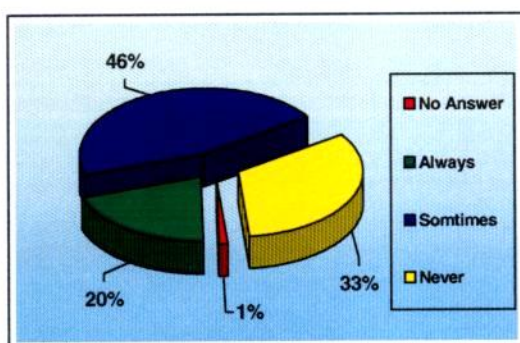
**Figure 4.1: Who Decides which Channel is Selected in the Family  
(March 2000)**



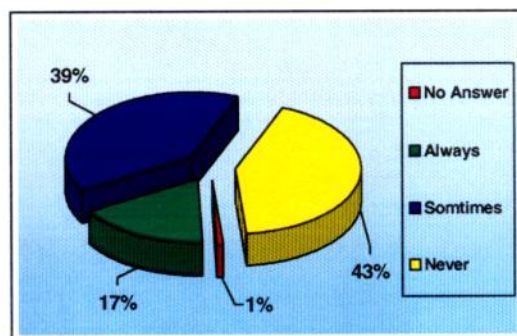
**Fig. 5.1 Local Stations on which News Bulletin was watched  
on the Two Days prior to the Interview**



**Fig 6.1: Overall Preference for 'Best Radio Station'**



*March 1999*



*March 2000*

**Fig 6.2: Extent of Interest in Political Broadcasts - March 1999 & March 2000**

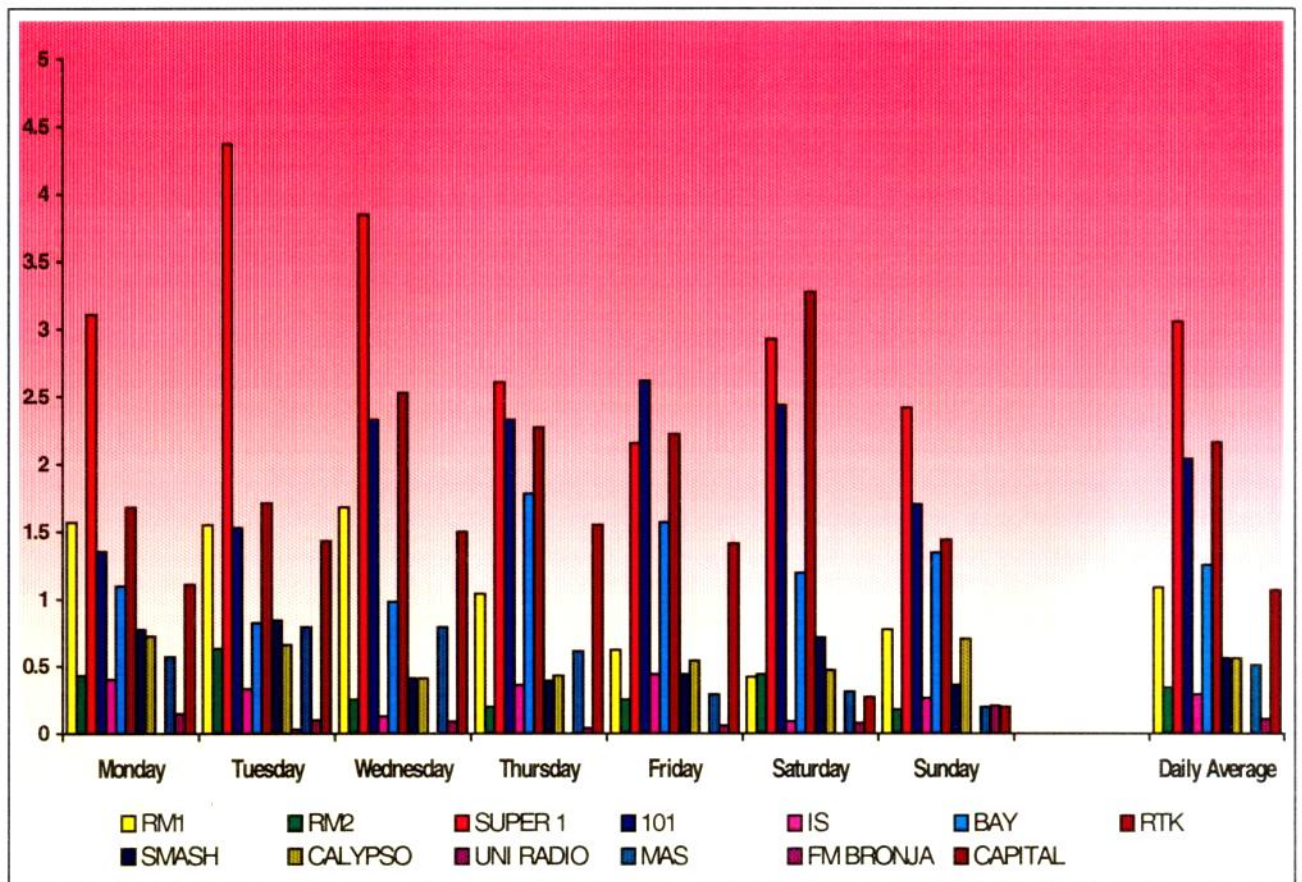


Figure 7.1: Daily Radio Average Audience Share March 2000

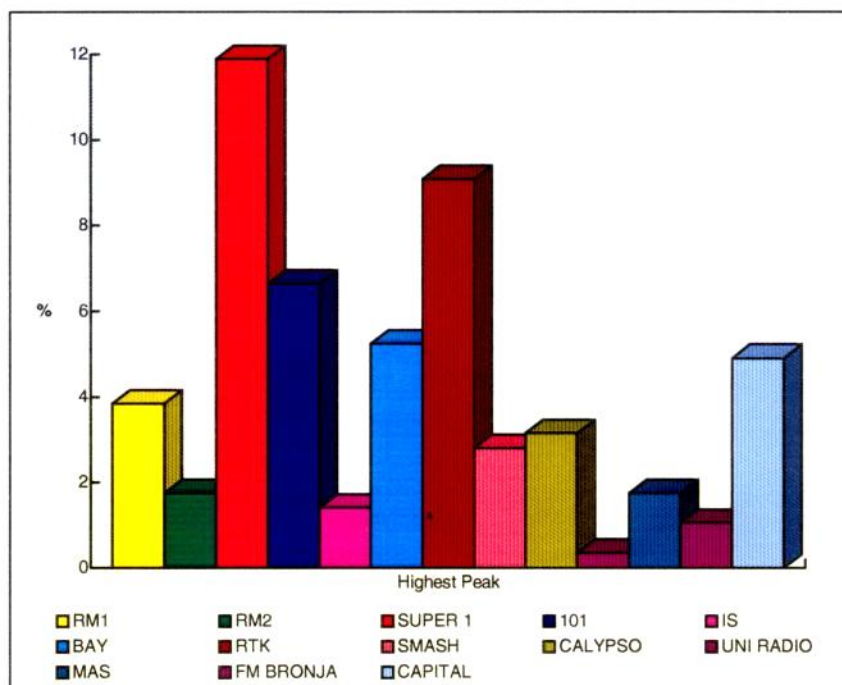


Figure 7.2: Highest Radio Station Peak Audience Share – March 2000

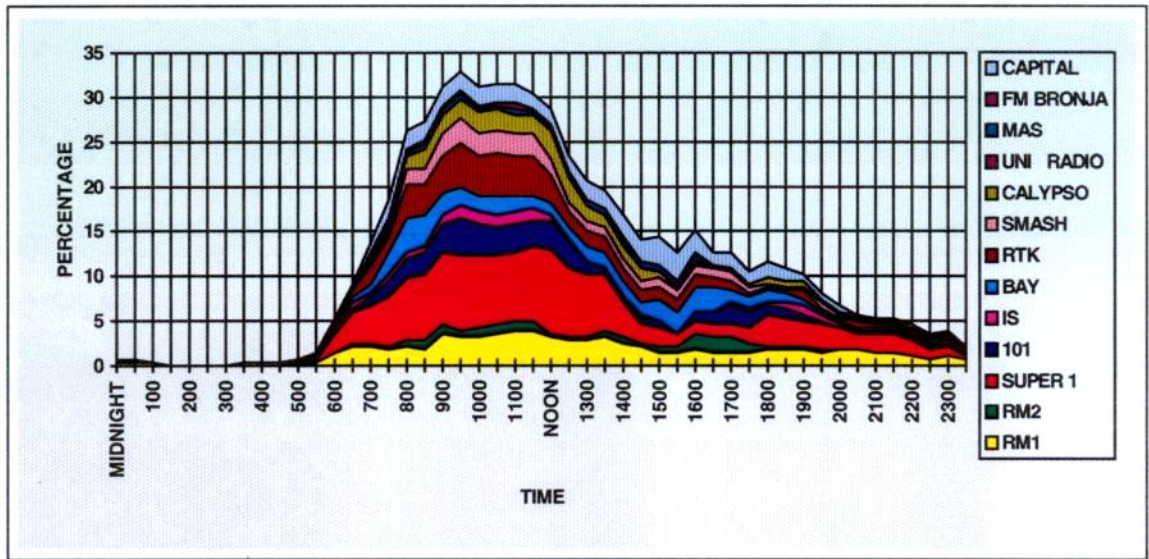


Fig 7.3: Radio Audiences - Monday

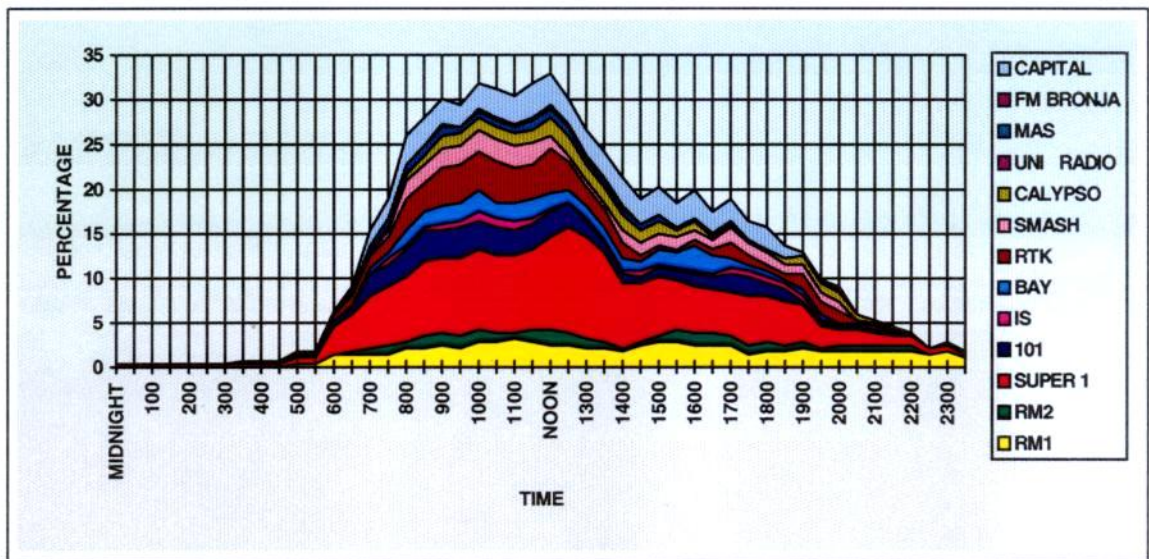


Fig 7.4: Radio Audiences - Tuesday

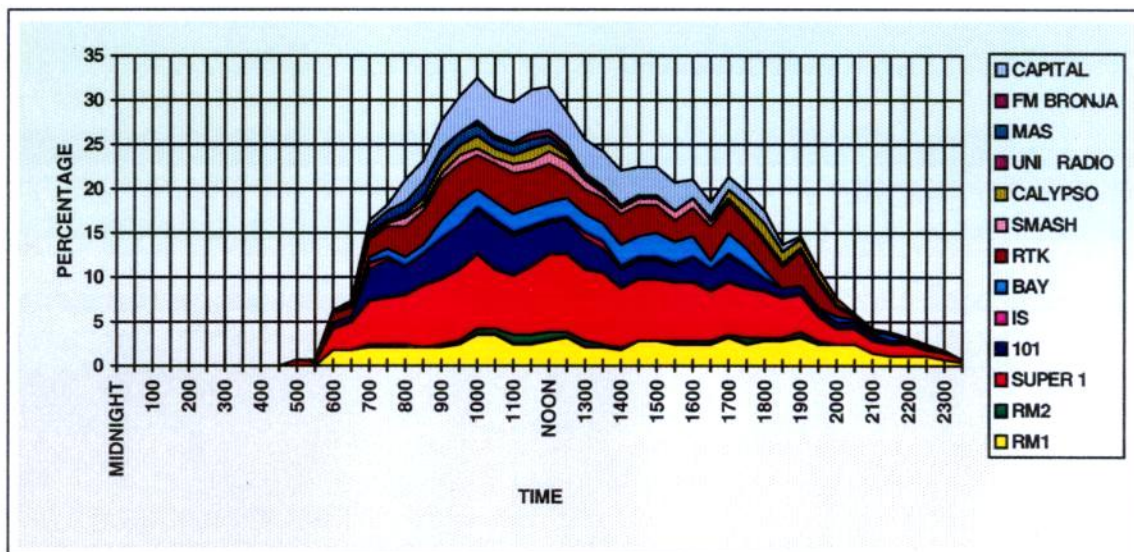


Fig 7.5: Radio Audiences – Wednesday

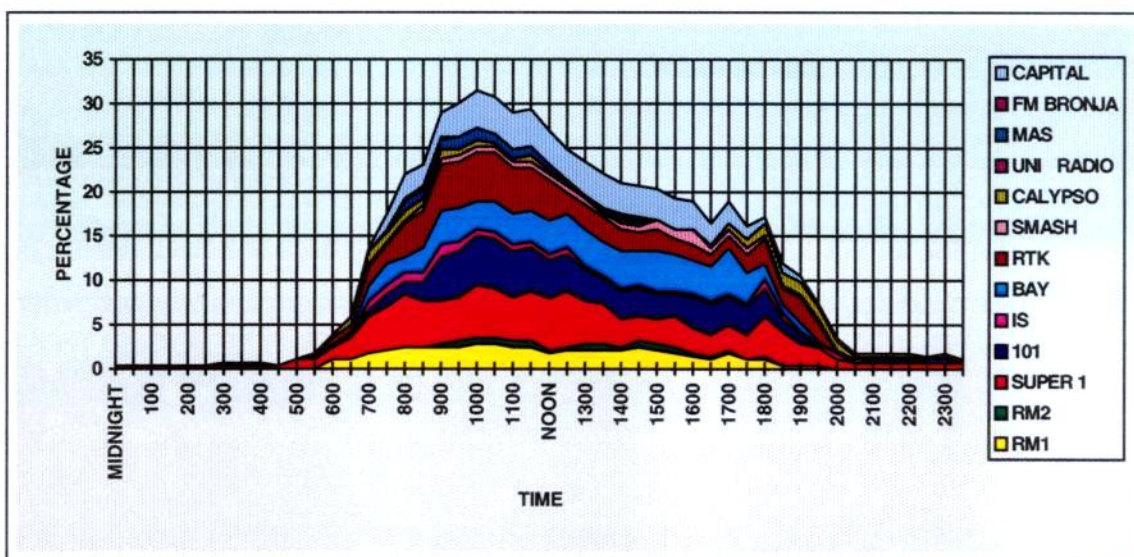


Fig 7.6: Radio Audiences - Thursday

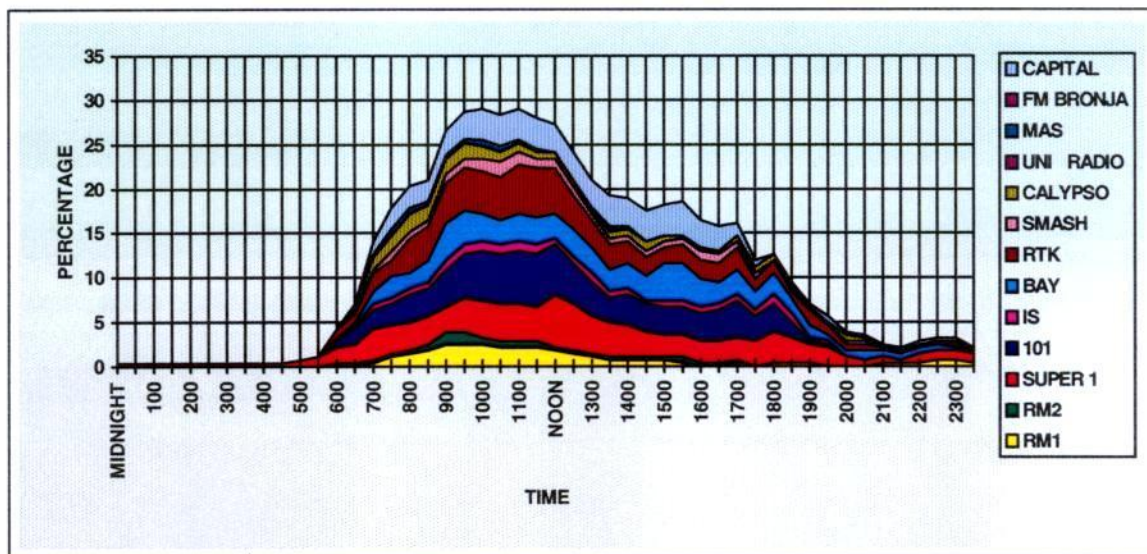


Fig 7.7: Radio Audiences - Friday

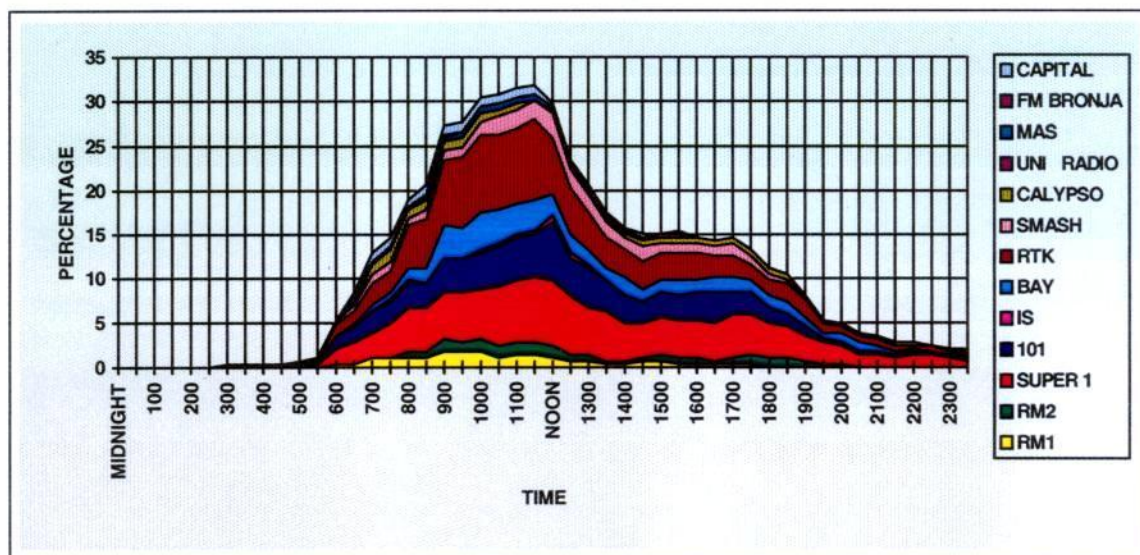


Fig 7.8: Radio Audiences – Saturday

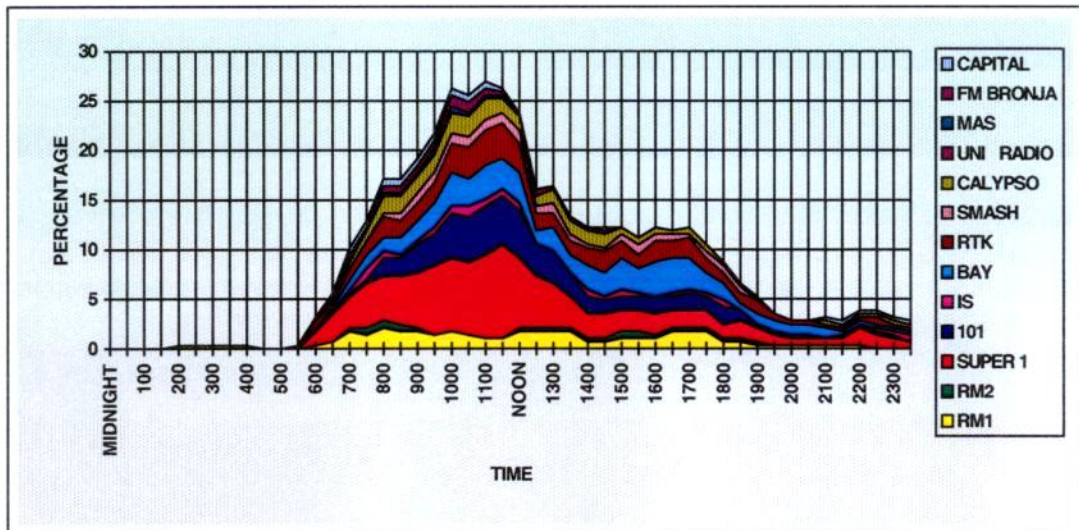
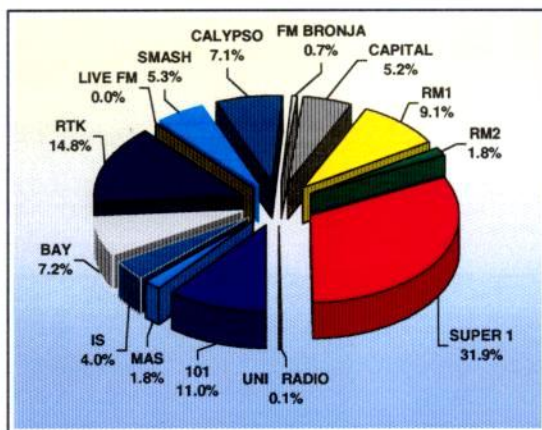
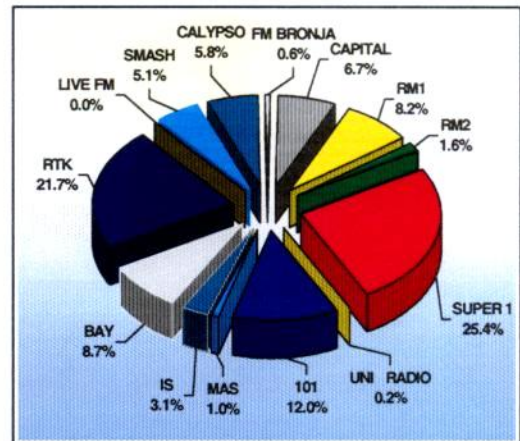


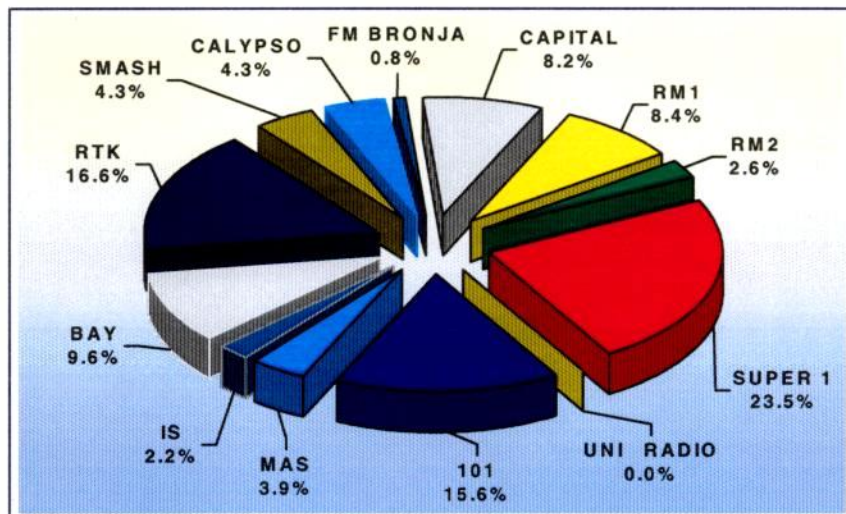
Fig 7.9: Radio Audiences - Sunday



March 1999

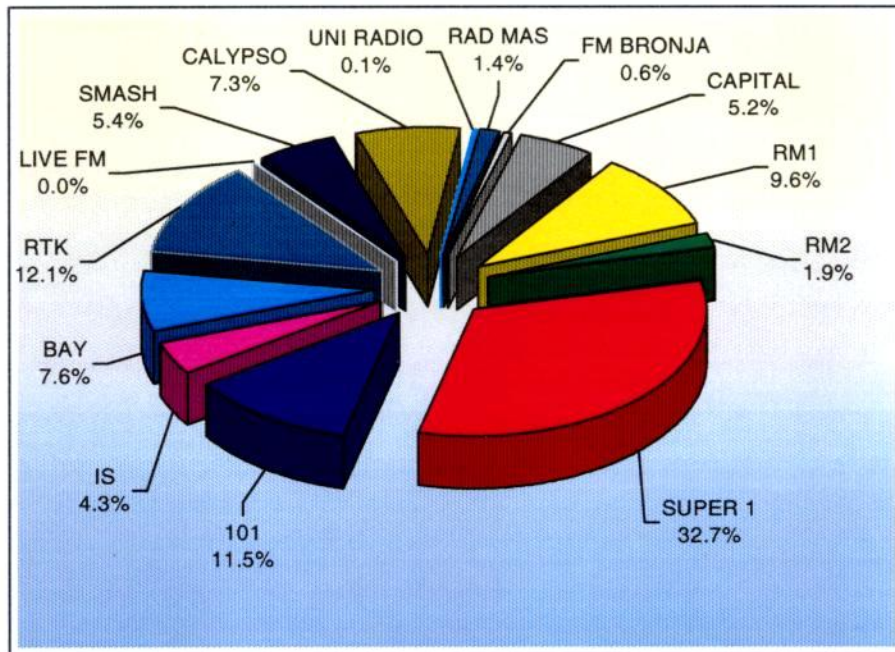


October 1999

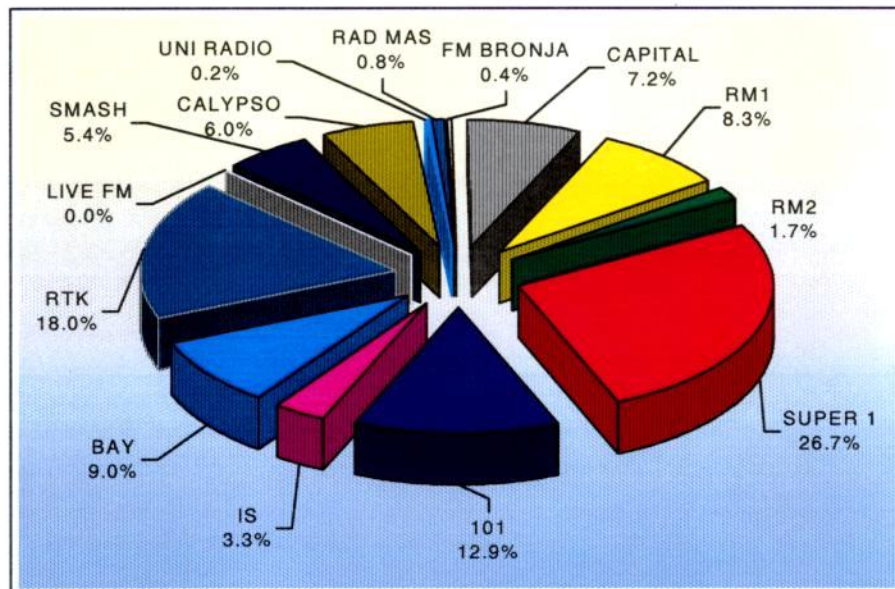


March 2000

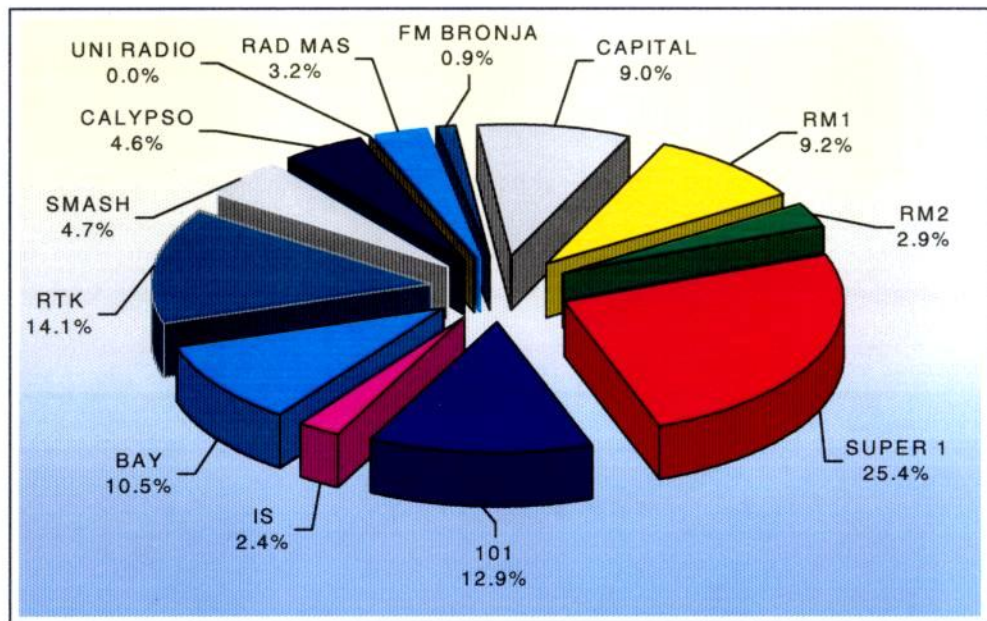
Fig. 7.10: Daily Average Audience Radio Levels  
(Basis: All Available Time-Slots)



*March 1999*



*October 1999*



March 2000

**Fig. 7.11: Daily Average Audience Radio Levels – 1999**  
(6 a.m. - Midnight)

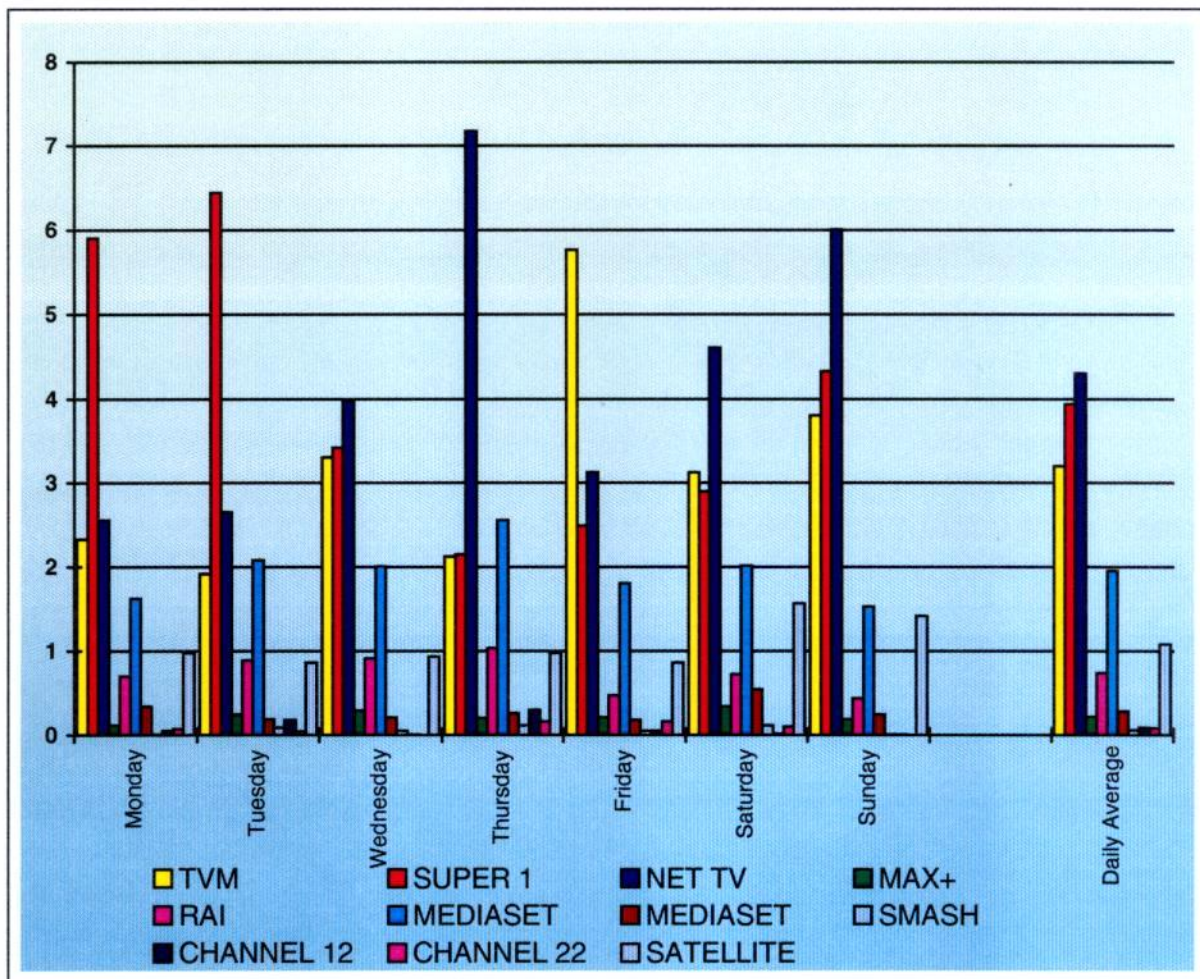


Figure 8.1: Daily TV Average Audience Share: March 2000

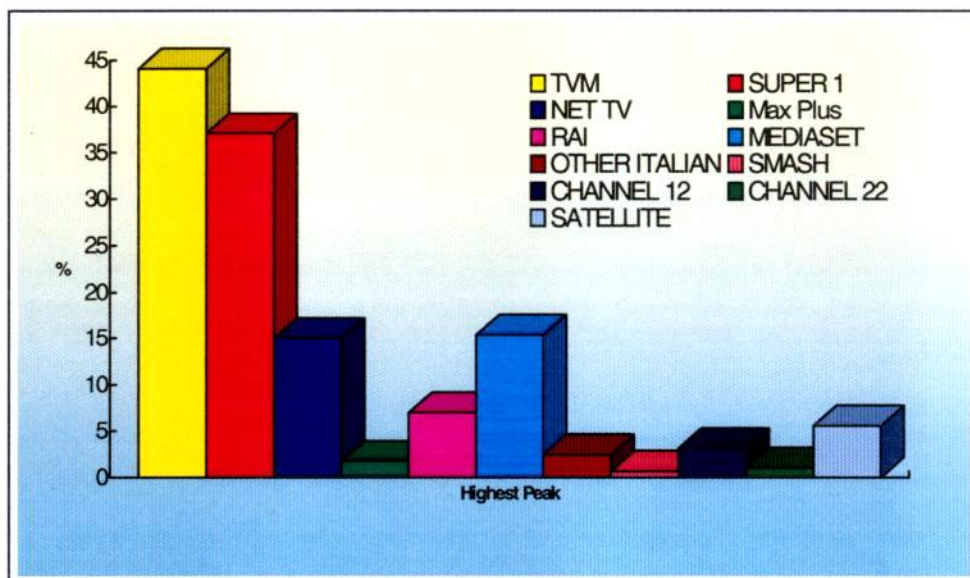


Figure 8.2: Highest TV Channel Peak Audience Share: March 2000

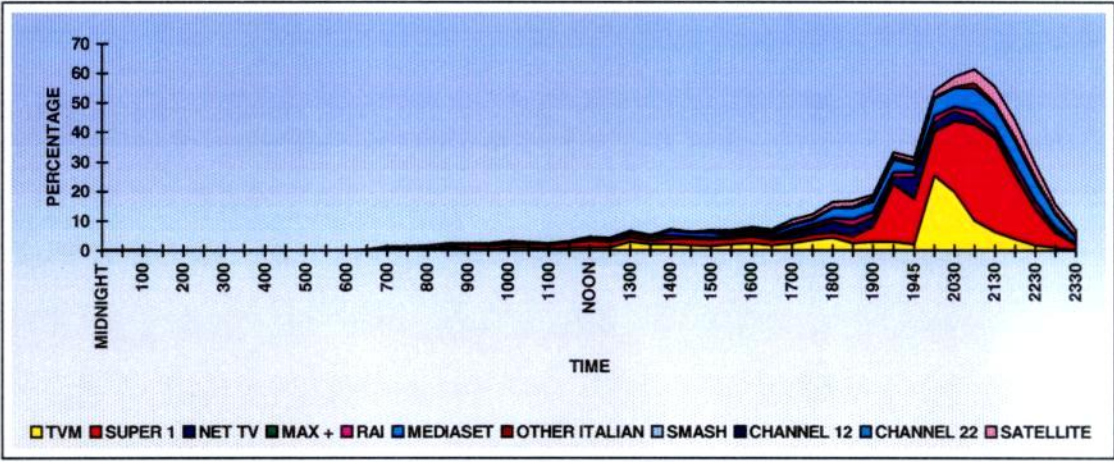


Fig 8.3: TV Audience Shares: Monday

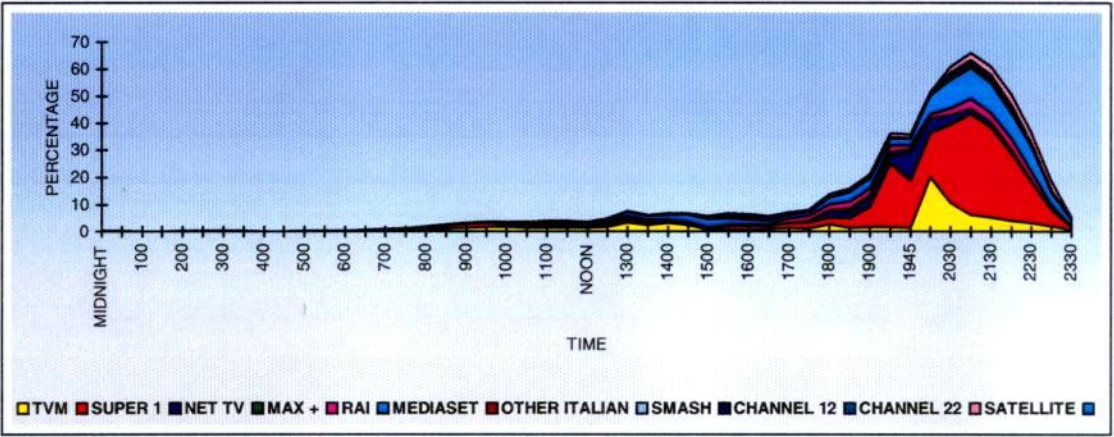


Fig 8.4: TV Audience Shares: Tuesday

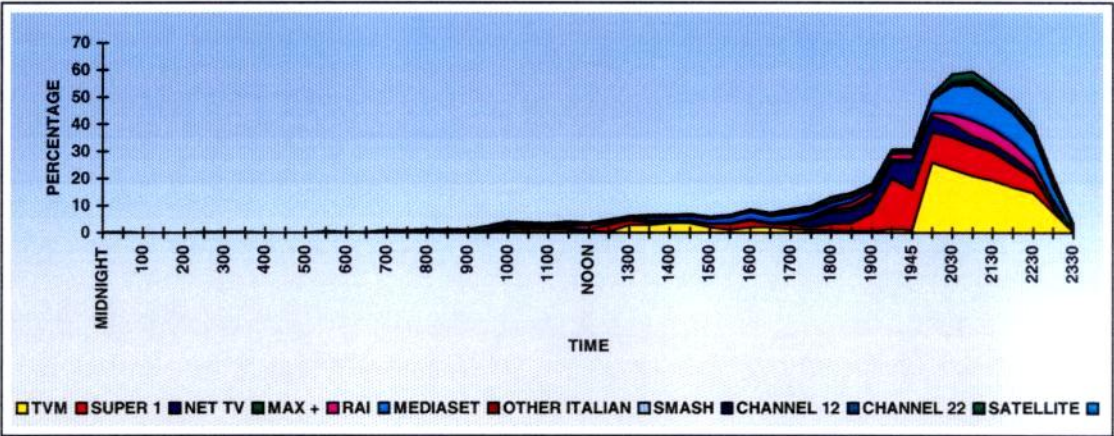


Fig 8.5: TV Audience Shares: Wednesday

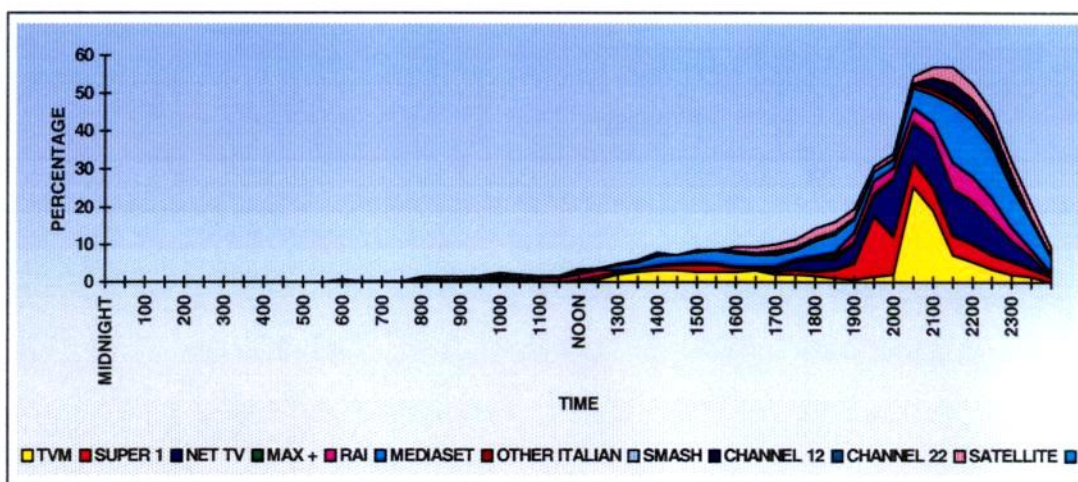


Fig 8.6: TV Audience Shares: Thursday

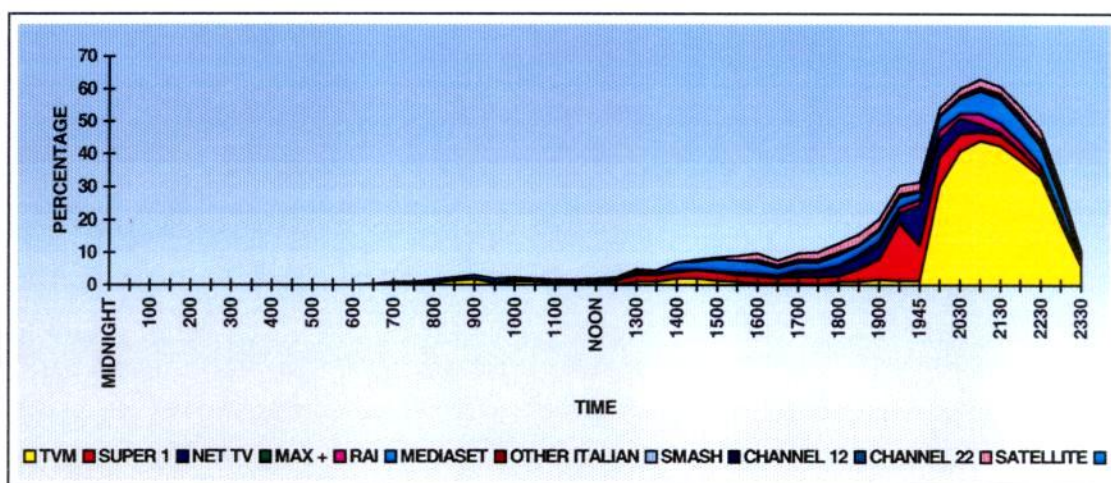


Fig 8.7: TV Audience Shares: Friday

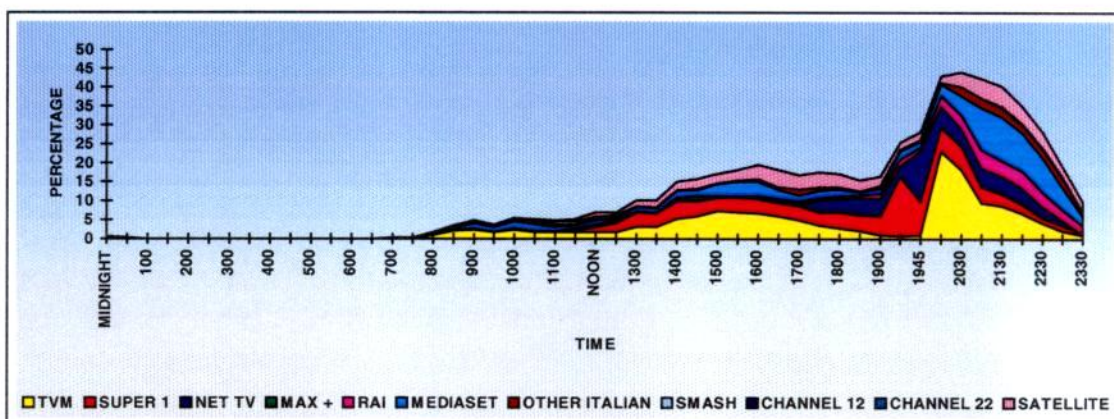


Fig 8.8: TV Audience Shares: Saturday

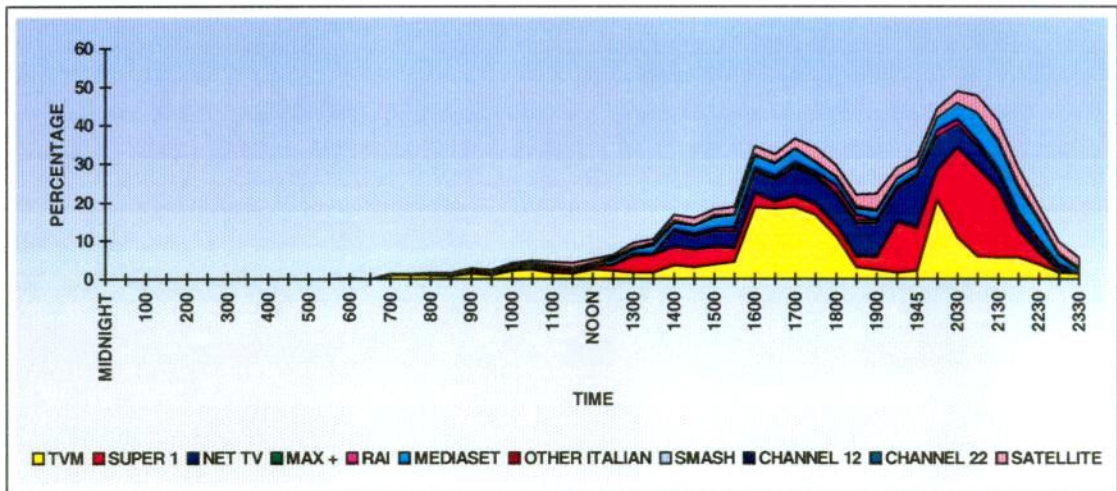
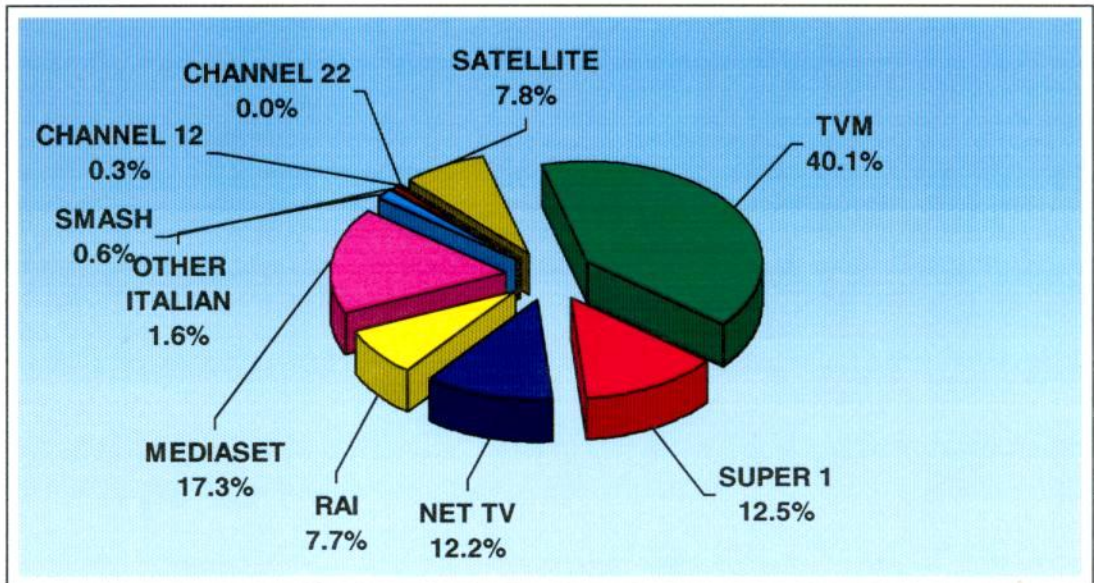
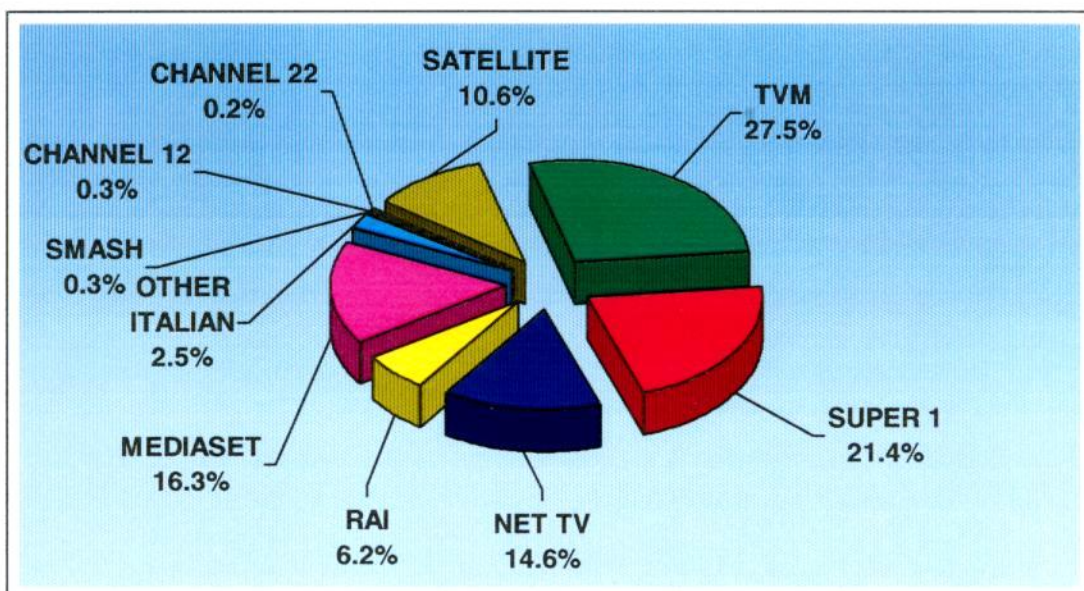


Fig 8.9: TV Audience Shares: Sunday

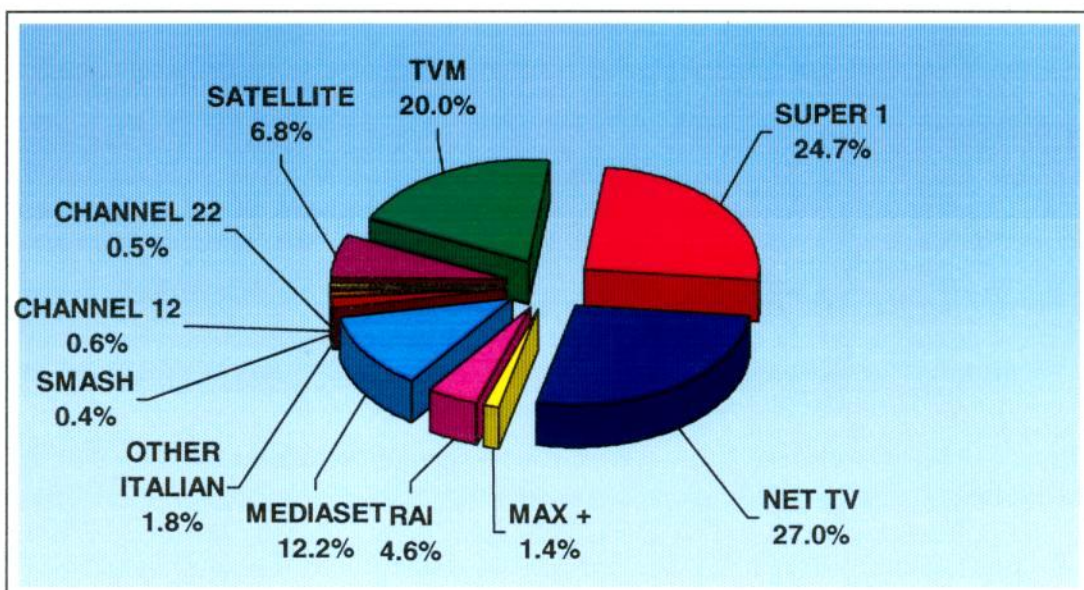


March 1999

Fig. 8.10 (a) : Daily Average Audience TV Levels



*October 1999*



*March 2000*

**Fig. 8.10: Daily Average Audience TV Levels**